



EVA JSC

CAPSTONE PROJECT:

BUILD WEBSITE & SOCIAL MEDIA CHANNELS FOR EVA JSC

CODE

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A decorative horizontal line with a central floral flourish.

SINCERELY THANKS

A decorative horizontal line with a central floral flourish.A green line-art illustration of a branch with several leaves and a bud, positioned on the left side of the page.

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

Mentor Vu Viet Nga for having given us the opportunity
to work on this campaign and giving us precious
guidance throughout the campaign and process of
completing the production book.

Mrs. Trinh Minh Trang for having given us amazing
lessons and support as a representative of EVA JSC.

EVA JSC Pharmaceutical Joint Stock Company has
created an opportunity for us to accompany and
contribute as a member of the company.

Our families and friends for supporting us through this
campaign and our university years.


A green line-art illustration of a branch with several leaves and a bud, positioned on the bottom right side of the page.

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PROJECT OVERVIEW

In the following section, we will take a closer look at the website and media building campaign for EVA JSC, which is divided into 6 sections.

1

INTRODUCTION

An overview of the project, the company

RESEARCH & DEVELOP IDEAS

The development stage of our project, where we delve deeper into our project's preparation process and the overview of the proposed project, the planning process of many elements involve in our project.

2**3**

PROJECT PLAN

Project plan from previous proposals. Organize work, assign tasks, plan goals, and devise strategies

PROJECT EXECUTION

Specific project implementation, steps and process of project adjustment

4**5**

PROJECT EVALUATION

The vital part of a multimedia campaign, where everything got into places. This process marks the quality of the project if it is good or not.

REFLECTION & RECOMMENDATION

In this column, we will talk about conduct an evaluation of media campaign results. Then give lessons learned for the following campaign.

6

ABSTRACT

EVA Pharmaceutical Joint Stock Company is a premium natural food supplement and cosmetic manufacturer, established in 2010. EVA strictly adheres to GMP standards in their production process at their factory. EVA's food supplements and cosmetics are designed to meet specific customer requirements.

Our group - EVA4CE (Multimedia Communication students, K14, FPT University) is honored to participate as members of EVA JSC's Communications Board to bring new ideas for projects and action plans. During our time working at EVA JSC, we have closely followed all the communication campaign activities. However, in this project, our research scope will be limited to the 3 main tasks of the February - April 2023 campaign, which are:

- Designing a website for the company.
- Designing a brand identity and some product samples.
- Building communication channels on two platforms: Zalo & TikTok.

Our project follows four main criteria:

Familiarity: After the Covid pandemic, people are more focused on taking care of their health, not only for themselves but also for their families. Therefore, this campaign has a particular innovation with the appearance of various platforms, such as social media and new media. For us, this is a familiar communication campaign because most of the teaching programs at FPT University are about corporate communications. Moreover, we also work in a young and dynamic environment.

Practicality: Based on the theoretical knowledge we have learned, we had the opportunity to apply them to specific tasks and create communication products that can be applied in reality.

Humanity: This campaign aims to increase brand awareness as well as to care for natural, healthy health. Health protection is an essential social human value because it ensures that each individual in society has the right to live and develop in a healthy and safe environment.

Scientific: We used research methods to build specific plans and measure the results to evaluate the effectiveness of communication. The Production book has been checked for plagiarism using Grammarly Pro software, with a good result, similar to the original, about 96%.

In addition to the particularly polished design, we presented the detailed structure and content of the Production book according to the standard of a scientific research project. The Production book includes 6 sections and detailed pages that present each task category we worked on in the project. Our team has successfully fulfilled the requirements for the graduation project under the guidance of FPT University.

In general, the communication activities and tasks for EVA have been evaluated as successful. Our team has received positive feedback from EVA JSC and the public about what we have done.

SECTION 1: INTRODUCTION

A

**CAPSTONE
PROJECT**

Introduction of the
project and the reason
for doing it

B

**THE CAPSTONE
PROJECT TEAM**

"EVA4CE" group
introduction & team role

C

**STORY
CANVAS**

Provide an overview for
the project

A. CAPSTONE PROJECT

I. PROJECT TITLE

Vietnamese title:

"Xây dựng trang web và kênh truyền thông cho
EVA JSC"

English title:

"Building website and social media channels for
EVA JSC"

1. PROJECT INTRODUCTION

Currently, people's health is greatly affected by various factors such as age, gender, living environment, geographical location, diet, and lifestyle. According to the WHO report in 2021, it is necessary to pay attention and address issues related to dangerous diseases, mental health, and unhealthy diets.

With the development of society, the demand for healthcare for people is increasing. They want to find quality products with clear origins, especially from nature.

In this context, building a website and social media channels for Eva JSC - a pharmaceutical company in the process of building its brand in the market - is essential. This will help Eva company be known as a reputable company that invests carefully and has top priority in caring for human health. Eva always cares for and pays attention to human health from the inside out, helping the public have a favorable, close, and affectionate view of the Eva JSC brand.

2. REASONS FOR IMPLEMENTATION

To maintain good health, it is important to maintain a healthy lifestyle and strengthen preventive measures and regular healthcare. For these reasons, EVA JSC has decided to collaborate with a group of authors to create the "Live healthy, Live beautiful" project. EVA wants to reposition the company from the pharmaceutical industry to the cosmetic industry.

The cosmetic pharmaceutical industry is currently sold in pharmacies, cosmetic stores, and widely used in beauty salons and spas. The international and Vietnamese cosmetic pharmaceutical markets in general have potential and promise to develop strongly, attracting reputable brands, and from famous countries as well as Vietnam. Especially when the market is witnessing the appearance of many

low-quality and harmful products, attention to health care is becoming more important than ever. Developing high-quality products, with credibility and made from natural ingredients in Vietnam will help cosmetic pharmaceutical brands compete with foreign brands.

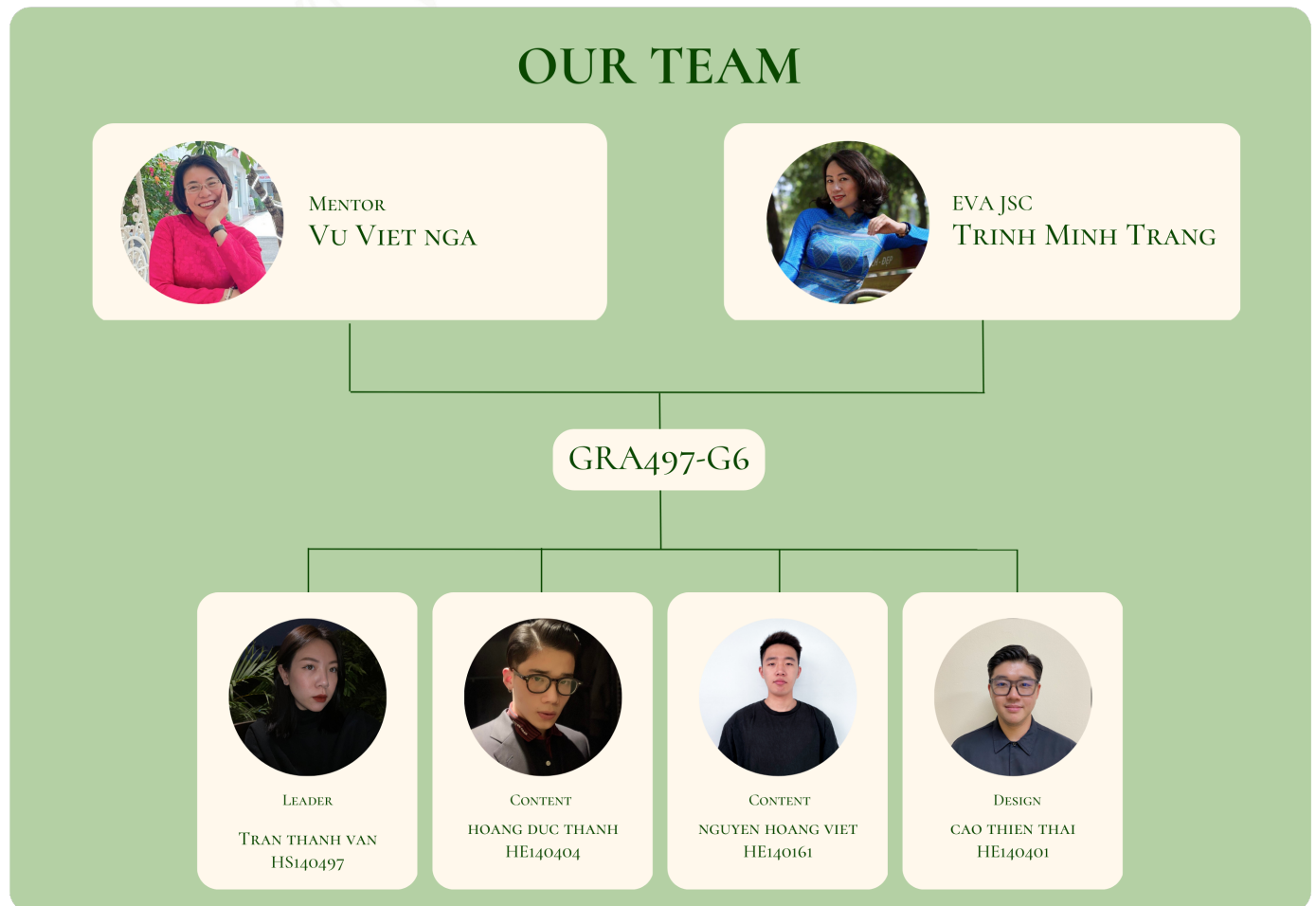
In Vietnam, the demand for beauty products among the population is increasing, especially for products that care for the skin, hair, and protect health. This development has led to a trend of preferring products with natural origins. With a diverse and abundant source of natural resources, Vietnam can develop its own cosmeceuticals brands and compete with foreign brands. This is particularly promising as Vietnamese consumers often have a preference for imported goods.

In the next 5-year strategy, EVA aims to work directly with customers rather than through intermediaries to enhance the relationship and create a stronger bond between EVA and customers. When EVA connects directly with customers, they can build a reliable relationship and create a better shopping experience for customers. Additionally, EVA can collect feedback and evaluations from customers quickly and directly, helping the brand improve its products or services according to customer feedback. By approaching customers directly, EVA can also save costs by eliminating intermediary or agency costs. Instead, EVA can offer more competitive prices to customers and provide them with more incentives.

The project implementation phase is the first stage of this strategy, the project team will redesign the brand identity along with building related communication channels that reflect the brand's natural and healthy style. The entire content line on platforms will focus on healthcare from the inside out. This will help EVA enhance its relationship with customers and attract consumers interested in high-quality healthcare and beauty products made from natural ingredients in Vietnam.

B. PROJECT GROUP

I. “EVA4CE” PROJECT GROUP



II. GROUP ROLE

Our group will be responsible for the entire planning, research, and implementation process of the communication project (building 3 platforms including Website, Zalo, Tik Tok, and supporting events), starting from February 20, 2023, to April 15, 2023. First, we will conduct research to develop big ideas, interesting content, and deep messages for the communication project. Next, we will be responsible for producing communication content, including creating ideas, executing scripts, preparing logistics, and producing videos. Finally, we will evaluate the effectiveness of the communication project in the final stage.

PROJECT OVERVIEW

EVA JSC

EVA Pharmaceutical Joint Stock Company is a research and manufacturing enterprise of high-end functional foods. EVA owns a functional food manufacturing plant that strictly adheres to GMP standards. Established since 2010, when functional foods were not widely accepted, EVA produces high-end functional foods and cosmetics derived from nature to meet specific customer requirements. The target customers of the company are businesses that sell pharmaceuticals, functional foods, and cosmetics

SOLUTION & VALUE

Provide content related to health and nutrition to aim for a healthy lifestyle

STORY

In the context of post-Covid and pollution as well as contaminated food, people need to prepare themselves with necessary tools to proactively enhance their quality of life and health through the content that Eva posts and shares.

CALL TO ACTION

The message "Your health is our asset" calls on everyone to proactively accumulate knowledge to protect themselves from the inside out.

OBJECTIVES

- Build a TikTok channel with at least 1000 followers, 5000 views, and 1000 likes per video
- Views of website content 500 times in total

AUDIENCE

Young adults (18-35 years old) who consume digital content and are starting to be interested in health and willing to accept new things.
Adults (35-55 years old) who prioritize health care for themselves and their families.

Project name: "Building website and social media channel for EVA JSC"

STYLE TONE

Eva and its products aim for health, so the brand's image will be related to nature with tones that immediately evoke purity and cleanliness such as light green, ivory...

For customers over 35 years old, Eva's style is formal, serious, and clear.

For the target audience of young people aged 18-35, Eva has a youthful, dynamic, and trendy color that matches the psychology of young people today, while still ensuring credibility and scientific relevance.

METHOD

- Primary and secondary research, PESTLE and SWOT analysis, evaluation using platform tools

CAMPAIGN

- TikTok (20 videos) including 2 content lines about sports training and weight loss menu
- Website (20 articles) content about healthcare
- Zalo (20 articles) content line similar to website
- Design of backdrop, standee, newsletter, press release, invitation emails for the event "Empowered Beauty - Proud of Feminine".

GOAL

- Through the information provided, customers can grasp and understand knowledge to take care of their health themselves
- Increase brand awareness for EVA company

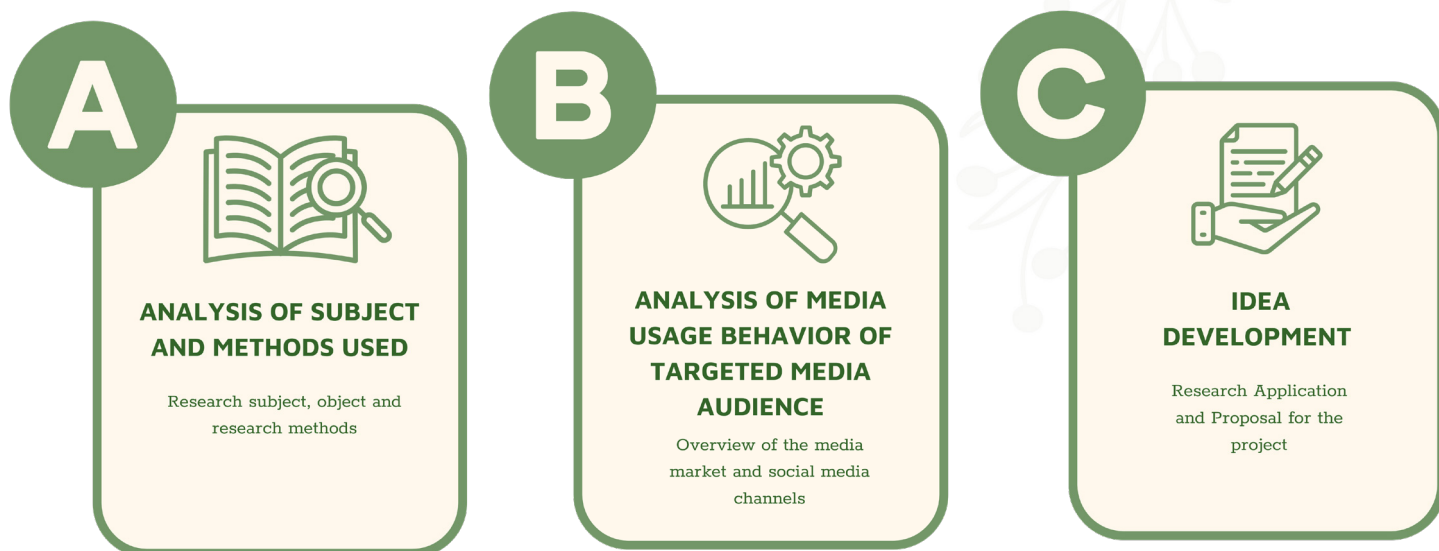
BOUNDARIES

- Timeframe: Project implementation from February to April 2023
- Location: Vietnam
- Communication campaign channels: Website, Tiktok, and Zalo

COST

414,720,000,000 VND

SECTION 2: RESEARCH & DEVELOP IDEAS



A. ANALYSIS OF SUBJECT AND METHODS USED

I. EVA AND OSMECEUTICALS

1. EVA COMPANY

1.1. COMPANY INTRODUCTION

EVA Pharmaceutical Joint Stock Company is a research and production enterprise specializing in high-quality functional foods. EVA co-owns a functional food production plant that strictly complies with GMP standards. Established in 2010, when functional foods were not widely accepted, EVA produced high-quality functional foods that met specific customer requirements. The company's customers are businesses engaged in pharmaceuticals, functional foods, and cosmetics (wholesale).

1.2. VISION, MISSION, AND CORE VALUES

1.2.1. VISION

EVA contributes positively to the health of the community to improve the lives of Vietnamese people.

1.2.2. MISSION

EVA's mission is to explore, research, and develop new ways to bring the best quality products and services to people to improve and enhance human health.

1.2.3. CORE VALUES

- **Quality:** EVA is committed to producing high-quality products that meet specific customer needs.
- **Innovation:** EVA continuously innovates and develops new products to meet changing market and customer needs.
- **Responsibility:** EVA is committed to ensuring that its products meet safety, health, and environmental standards and Your Health is Our Responsibility.
- **Reputation:** Ensuring that products and services are provided with the best possible quality.

- **Enthusiasm:** Using our knowledge, EVA will produce the best products for everyone.
- **Respect:** Respect is based on customer experience.
- **Transparency:** We are committed to bringing harmony and trust to customers.

1.3. SLOGAN

"Your health is our wealth" is a slogan that highlights the positive values that EVA brings to its customers. The company recognizes that the health of its customers is their most precious asset.

2. COSMECEUTICALS

2.1. OVERVIEW OF THE COSMECEUTICALS MARKET

2.1.1. CONCEPT OF COSMECEUTICALS

- Cosmeceuticals, also known as "cosmetics with pharmaceutical benefits" is a combination of Cosmeceuticals that first appeared in 1961. All cosmeceutical products are rigorously researched and manufactured in compliance with relevant regulations to ensure user safety before being introduced to the market.
- All cosmeceutical products have the ability to deeply adjust and repair skin issues. They are considered an effective type of medicine for treating skin diseases. This means that cosmeceuticals have the characteristics of cosmetics and the therapeutic effects of pharmaceuticals. Dermatologists and physicians recommend the use of cosmeceuticals to treat various skin issues.
- The pharmaceutical cosmetic products are certified by leading reputable organizations worldwide and do not contain any harmful ingredients to the skin. Therefore, they are considered safe for users. Cosmeceuticals are often used in dermatology clinics, spas, and clinics for in-depth treatment of skin issues.
- The types of pharmaceutical cosmetic products include:
 - + Makeup cosmeceuticals: these products work on the surface of the face, lips, eyes, and hair to provide instant beauty.
 - + Skin care cosmeceuticals: these products help to cleanse, nourish, and protect the skin from external factors such as facial cleansers, sunscreens, moisturizers, and mineral sprays.
 - + Special treatment cosmeceuticals: this type of product helps to treat and restore skin issues such as acne, melasma, dry skin, and enlarged pores. The main purpose of this treatment line is to heal damage and regenerate the skin.

2.1.2. MARKET ANALYSIS OF COSMECEUTICALS

• SEGMENTATION

Foreign brands in the cosmeceuticals market:

- + In the cosmeceuticals market, we can find many famous foreign brands such as Avène, Vichy, and Bioderma. These products are highly regarded for their reliability and quality, while providing a diverse range of products to meet the needs of all skin types.
- + However, some drawbacks to note are that the cost is relatively high, and there is a risk of counterfeit or fake goods imported from abroad. Therefore, only consumers with a relatively high income can afford to use these products regularly.
- Domestic cosmeceuticals market brand:
 - + Meanwhile, domestic cosmeceuticals brands are experiencing strong growth, with brands such as Sắc Ngọc Khang and Thái Dương turmeric cream. The quality of domestic products is ensured to be safe, and product information is provided in Vietnamese, helping consumers understand the ingredients, origins, and expiration dates, creating trust and closeness with customers.
 - + Although the prices are reasonable, the designs and diversity of the products are still not eye-catching. However, these products are often popular among middle-income consumers.

- OPPORTUNITIES

- The cosmeceuticals industry is a rapidly growing sector in many countries, including Vietnam. Skin and hair care products are popular due to the natural ingredients and extracts derived from nature. Therefore, many Vietnamese businesses have quickly exploited natural resources to develop new product lines, such as using herbal ingredients, grapefruit, lemon, peppermint, etc. cosmeceuticals products not only serve customers with sensitive skin but are also popular for their gentleness. Nowadays, cosmeceuticals products have many diverse product lines such as face wash, sunscreen, etc. that are combined with many features and functions suitable for each skin type, attracting the attention of beauty enthusiasts.

- CHALLENGE

- Currently, Vietnamese cosmetics companies are facing many difficulties in competing with foreign brands in the market. The main reason is that they focus too much on product quality and neglect other factors such as design and brand PR. In addition, unevenness in products also leads consumers to buy foreign products. To solve this problem, companies need a suitable strategy to bring their products forward and compete in the market. To enhance the Vietnamese cosmetics brand, companies need to focus on building a consistent and professional image for their products. This includes improving product design, innovating production technology, and strengthening promotional and marketing activities. Companies need to ensure that their products meet the needs and desires of customers, along with improving quality to compete with imported products.
- Furthermore, developing unique products, using natural ingredients, and aiming to protect the environment are also points that need to be invested in for businesses. These products will make their brand stand out and attract the attention of customers. At the same time, applying new technology and scientific research will help businesses improve product quality and create differentiation in the competitive market. In summary, to develop Vietnamese cosmetics and compete with imported products in the market, businesses need to focus on building their brand, improving product quality, innovating production technology, and developing unique and environmentally friendly products. The investment and efforts of these businesses will help Vietnamese cosmetics become more competitive in the international market.

2.1.3. THE COSMECEUTICALS MARKET IN VIETNAM

- **Consumer Behavior:** A Q&Me study (9/2021) showed that 59% of Vietnamese women maintain a daily skincare routine, and are willing to spend between 100k to 300k VND on skincare products each month. The report also indicates that nearly 60% of Vietnamese women wear makeup every day. Skincare and makeup are the two most common beauty needs. Moreover, Vietnamese consumers tend to be most interested in Korean cosmetics, accounting for 82.1% of the market share. According to a report by the Ho Chi Minh City Cosmetics Association, Korean brands hold the largest market share in the Vietnamese cosmetics market at 30%.
- **Consumer Trends:** After experiencing the difficulties of the pandemic, Vietnamese consumers are increasingly paying more attention to health and beauty. Therefore, in recent times, the use of cosmeceuticals has become very popular among many people. This is a relatively safe and effective beauty trend, as these products have been researched, formulated, and certified as pharmaceuticals.
- **Consumer Demand:** Since 2021, the number of modern pharmacies has gradually increased, taking market share from traditional pharmacies. According to statistics from IQVIA Vietnam - a company specializing in providing solutions and consulting services for businesses in the biopharmaceutical and health sectors - there were about 55,300 pharmacies nationwide in 2016, including 185 modern pharmacies. In 2021, the total number of pharmacies nationwide decreased to 44,600, but the number of modern pharmacies increased to 1,600. In 2022, modern pharmacy chains continue to target new openings to capture market share in the domestic market. We can see that the demand for Cosmeceuticals among consumers is quite significant. The use of skincare products, makeup, and health-related pharmaceuticals has become a daily habit of consumers.

3. ENVIRONMENTAL ANALYSIS FOR EXTERNAL AND INTERNAL ENVIRONMENT

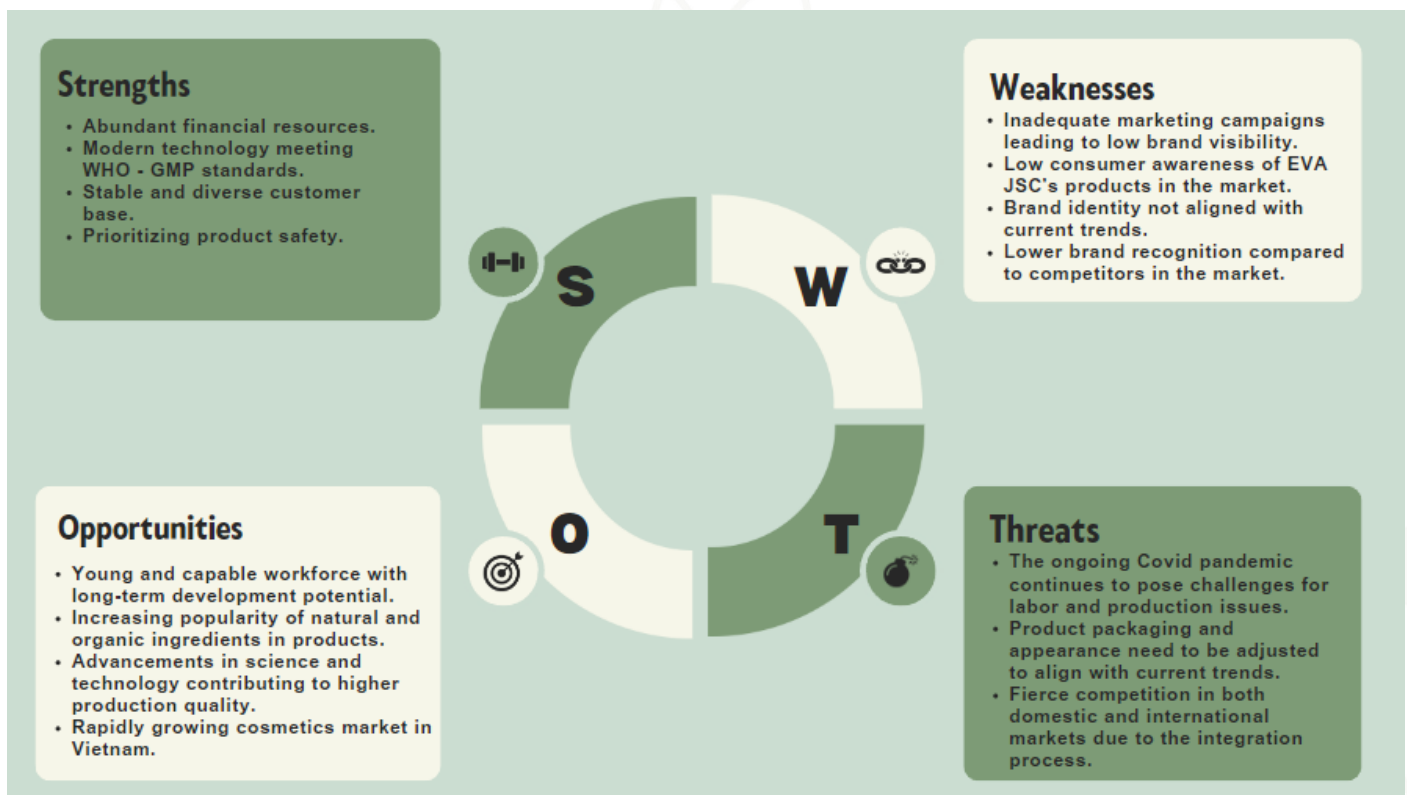
3.1. OVERVIEW

In recent years, good health and development have become major concerns worldwide. According to the latest report published by McKinsey & Company, the global market in this industry is worth over \$1.5 trillion, with estimated annual growth of 5 to 10%. Respondents to research studies have shown that better nutrition is one of their health concerns, in addition to tasty diets. Regarding nutritional supplements, data shows that "41% to 21% say they would choose a natural and less effective supplement if they had to choose between natural and more effective options." With these figures, it can be said that the nutritional supplement market has great potential for a business to participate in.

Although the cosmeceuticals market in Vietnam is providing many opportunities and potential, it also presents many challenges for companies operating in this field. To succeed, brands need to study the market carefully, identify clear objectives, and position their products appropriately for the customer group served. In addition, they need to evaluate the strengths and weaknesses of the business to compete effectively with other brands in the market.

Currently, businesses mainly focus on product quality but pay less attention to design, brand PR, and marketing. This makes Vietnamese cosmetics lag behind foreign brands. Beauty enthusiasts often prefer to use established brand products. Therefore, building a brand and implementing PR and marketing activities play a crucial role, especially for new brands in Vietnam. In this way, businesses can build trust and confidence in customers, thereby creating sustainable business value in the market.

3.2. SWOT



- ➔ From analyzing the strengths, weaknesses, opportunities, and threats of EVA JSC, we can clearly see the issues that need to be addressed and the opportunities for the company to develop. The company needs to strengthen its communication campaign to increase awareness of its brand and products. Additionally, the company needs to change its brand identity to align with modern trends.

3.3. PESTLE

• POLITICS:

- Currently, the political situation in Vietnam remains stable, and the government has implemented serious policies to ensure stability, focusing on pandemic control and economic recovery. Additionally, the Ministry of Health has issued strict requirements for the source of medicinal materials through official letter number 4369/QD-BYT in 2019, including quality assessment, legal documentation, and production processes.
- Under the Pharmaceutical Law No. 105/2016/QAH13, the state is creating favorable conditions for pharmaceutical companies, especially those researching biotechnology, formulation technology, and producing generic drugs. Eva JSC is one of the companies that has developed products suitable for these requirements and is prioritized in the registration process.
- Furthermore, Eva JSC is committed to providing customers with an efficient supply chain and timely distribution. This will ensure the safety and reliability of Eva JSC's cosmeceuticals products when used by consumers.

• ECONOMY:

- After facing many challenges in the second year of COVID-19, the growth prospects of the pharmaceutical industry in 2022 signal a more positive outlook than in 2021. 62.5% of surveyed experts and businesses expect 2022 to be more optimistic, while 12.50% predict strong growth. Vietnam's economy has shown resilience during the pandemic, and the country is among the few with a positive economic outlook. However, interbank interest rates unexpectedly increased in Q2/2021 according to the Ministry of Labour.
- The cosmetics market achieved impressive revenue in Vietnam in 2022. According to a comprehensive study, revenue in the cosmetics and personal care market reached USD 2.290 billion in 2021. The market is expected to grow annually at a rate of 6.2% (CAGR 2021-2025). Among them, skin care products are the most popular, with over 60% of consumers using them daily.
- E-commerce in Vietnam is still growing strongly, reaching a rate of 30% annually from 2016 to 2020 according to the Ministry of Industry and Trade. Signing two new-generation Free Trade Agreements (FTAs) - CPTPP and EVFTA - also supports Vietnamese goods to increase competitiveness in the European market.
- The healthcare market in Vietnam is currently valued at \$16.2 billion, accounting for 6.0% of GDP. Total healthcare spending is expected to increase to \$33.8 billion by 2030 with a CAGR growth rate of 7.6%. Spending on pharmaceuticals has also increased to over \$6.6 billion in 2021 and recorded a profit growth rate in the first 9 months of 2022 compared to the same period in 2021.
- According to experts, the COVID-19 pandemic has created a rapid shift in the revenue structure of the pharmaceutical industry in many different ways.

• SOCIETY::

- Domestic businesses understand their customers and consumer behavior, especially the preference for products with natural, organic, and raw materials. However, consumers still favor foreign brands and attractive designs. The Eastern culture still has reservations about delicate and feminine products, while some of the main products of EVA JSC are feminine hygiene solutions. Vietnam has a population of about 97.3 million people, with an average income per capita of \$2,750 (2020 figures), and is one of the fastest-growing economies in the region. In this context, with an aging population, increasing incomes,

and growing concern for health issues, businesses have the opportunity to develop a variety of health care products. The change in aesthetic perspectives is also an important factor in developing the health care market in Vietnam. People with good appearance have more opportunities in life, and the concept of health care with a focus on functional foods is increasingly being emphasized.

- The health care market in Vietnam is growing rapidly, especially in the medical and pharmaceutical fields. Total health care spending has increased from \$16.1 billion to over \$20 billion from 2017-2021, and total pharmaceutical spending increased to over \$6.6 billion in 2021. However, there are still some negative factors that make many people lose trust in functional products and multi-level marketing. However, gradually people's attitudes have changed, and they no longer see these products as scams. To develop sustainably in the market, businesses need to focus on producing high-quality products, with clear origins, smart selling, and meeting customer needs.

• TECHNOLOGY:

- Recently, Vietnam has placed great emphasis on the development of science and technology, especially in the context of globalization. Many achievements in mathematics, mechanics, physics, etc. have been recognized and evaluated abroad. Moreover, Vietnam has built a modern information infrastructure, using new technologies such as satellite information, fiber optic cables, to connect international and regional information networks, serving disease diagnosis, prevention of dangerous infectious diseases, and production of Covid-19 vaccines.
- The use of social media in Vietnam is widespread and diverse, including Facebook, YouTube, Lotus, Viber, Zalo, Twitter, Instagram, etc., but Facebook is the most popular social network with up to 70.4 million users. According to Kepios statistics, the number of social media users in Vietnam reached 76.95 million people in early 2022, equivalent to 78.1% of the population. In addition, average daily mobile device usage increased by 25% in 2020 due to the impact of the pandemic.
- However, Vietnam still has a large gap compared to other regions and countries in terms of safe and healthy cyberspace. Meanwhile, technology is developing very quickly, with many opportunities to develop such as product marketing and advertising on many social networks and different platforms. The form of advertising is also more diverse, from TVC, reels to short videos, changing the habit of shopping to e-commerce and connecting with foreign partners.
- Technology development also means the emergence of many new disputes related to intellectual property, copyright, trademarks, geographical indications, and industrial designs. However, businesses can also take advantage of technology to develop and promote their products through online channels such as social networks, websites, or mobile apps.

• ENVIRONMENT:

- Vietnam has a high biological diversity and a rich source of genes, as well as unique natural ecosystems with potential for developing rare and high-quality natural crop varieties. However, environmental pollution, especially water pollution, is becoming a serious issue in Vietnam as large cities rapidly develop towards industrialization and modernization. The rapid decline of biological diversity has reduced the source of production materials and increased the cost of environmental treatment for industries in processing and ensuring food safety.
- However, Vietnam also has the opportunity to develop with abundant input materials, helping to reduce product costs in the context of increasing demand for health protection and disease treatment. This creates opportunities to develop and expand traditional medicine products, organic components, and high-potential products in Vietnam.

• LEGAL MATTERS:

- The management of cosmeceuticals products by the state is carried out through functional agencies such as the Ministry of Health, the Drug Administration, and the Health Departments of provinces and central-

ly-run cities.

- Cosmeceuticals products must comply with regulations on safety, effectiveness, and product quality. Before being allowed to be sold in the market, these products must be tested and granted a usage license by the functional agencies.
- In addition, businesses that produce and trade in cosmeceuticals products need to register and pay taxes in accordance with the law. The state also regularly inspects and monitors the activities of these businesses to ensure compliance with legal regulations and protect the rights of consumers.
- To manage cosmeceuticals products, the state implements the following activities:
 - + Inspection and licensing: Before being sold in the market, cosmeceuticals products must be tested and granted a usage license by functional agencies such as the Ministry of Health or the Drug Administration. This ensures that the product meets safety, effectiveness, and quality standards.
 - + Registration and tax payment: Businesses that produce and trade in cosmeceuticals products must register and pay taxes in accordance with the law.
 - + Monitoring business activities: The state regularly inspects and monitors the activities of businesses that produce and trade in cosmeceuticals products to ensure compliance with legal regulations and protect the rights of consumers.
 - + Handling violations: If violations regarding the management of cosmeceuticals products are detected, the state will take legal action to ensure the safety and quality of the products.
 - + In addition, functional agencies also regularly monitor product quality and take timely measures to prevent substandard products from entering the market. Therefore, businesses need to carefully assess the impact of the law on their business costs and develop appropriate strategies to ensure effective and sustainable operations in the market.

→ EVA must have a thorough understanding of the product market to develop a suitable marketing strategy and achieve competitiveness within the industry. Adherence to regulations and laws is essential to ensure product quality and prevent legal issues. Additionally, economic conditions, consumer income, consumption trends, and social events all influence EVA's business operations and customer demands. EVA must implement new technologies to improve products and increase business efficiency. Furthermore, protecting the environment and utilizing sustainable resources in the production process is also a critical consideration for ensuring the business's sustainable development.

II.METHOD OF USE:

1. PRIMARY RESEARCH

- Survey table:

Khảo sát xu hướng sử dụng mỹ phẩm

Bảng khảo sát với mục đích nhằm nắm bắt được xu hướng sử dụng mỹ phẩm và được mỹ phẩm ở Việt Nam.

f6252678@gmail.com [Chuyển đổi tài khoản](#)

Không được chia sẻ

* Biểu thị câu hỏi bắt buộc

Bạn là? *

☐ Nữ

☐ Nam

☐ Khác

Bạn bao nhiêu tuổi? *

☐ 18 - 25 tuổi

☐ 25 - 35 tuổi

☐ 20 - 30 tuổi
☐ 35 - 45 tuổi
☐ Trên 45 tuổi

Bạn đã từng sử dụng mỹ phẩm chưa? *

☐ Đang sử dụng
☐ Đã sử dụng
☐ Chưa sử dụng

Bạn thường mua mỹ phẩm qua đâu? *

☐ Internet
☐ Mạng xã hội
☐ Mua trực tiếp tại cửa hàng
☐ Khác

Bạn quan tâm điều gì trước khi chọn mua mỹ phẩm? *

☐ Chất lượng
☐ Tính năng
☐ Giá thành
☐ Độ phổ biến
☐ Có phù hợp với bản thân hay không

Bạn có biết DƯỢC MỸ PHẨM là gì không?

☐ Có biết
☐ Không biết
☐ Đã từng nghe qua

Bạn đã từng sử dụng DƯỢC MỸ PHẨM chưa? *

☐ Thường xuyên
☐ Đã sử dụng
☐ Chưa sử dụng

Bạn có sẵn sàng trải nghiệm một sản phẩm dược mỹ phẩm mới không? *

☐ Sẵn sàng
☐ Chưa sẵn sàng
☐ Mục khác: _____

2. METHOD OF EVALUATION & MEASUREMENT

Google Analytics is a powerful tool that provides many capabilities for analyzing and optimizing content. With Analytics, we can evaluate the number of users who have read different content, understand the relationships between different channels, and find desired key metrics. It is one of the most popular and widely used tools for measuring marketing effectiveness. This tool provides a variety of features, supporting users to analyze and optimize content.

Through Google Analytics, we can determine the number of users who have read our content, as well as evaluate the relationships between different channels and important metrics for in-depth assessment.

B. ANALYSIS OF MEDIA USAGE BEHAVIOR OF TARGETED MEDIA AUDIENCE

I. OVERALL ANALYSIS

- The 4.0 era lifestyle

The use of the INTERNET and social media is becoming increasingly common in the daily lives of Vietnamese people. Vietnam has seen a rapid increase in INTERNET usage rates from 50% in 2016 to 66% in 2019, as well as a nearly doubled rate of social media users from 37% to 64%. Facebook and Zalo are popular social media platforms in Vietnam. Social media is also considered a reliable source of information for news updates and job opportunities. It plays an important role in shaping one's identity, especially for respondents aged 16-19 (43%) and 20-30. Life without the INTERNET and social media is unimaginable for many Vietnamese people. They describe it as a long and difficult day if they are without an INTERNET connection or social media.

- Social media platforms are similar but have different purposes for use.

During a group discussion, members shared their experiences on how to use various social media applications and platforms in Vietnam. Virtual spaces are popular for connecting and interacting with friends, family, and those with similar interests. The most popular social media platforms in Vietnam today are Facebook, Instagram, and Zalo.

- Marketplace for goods and services:

E-commerce is becoming increasingly popular among young people in Vietnam through online marketplaces and delivery services, as well as integrated transport and hotel services. In addition, selling through Facebook livestreams is widely used, especially by young women. The main platforms and applications used include Facebook, Sendo, Shopee, and Tiki, and electronic wallet and banking services also make online payments easier.

- Recruitment network:

According to surveys, the INTERNET/websites and social media are the most reliable sources for finding information on jobs and education. Older age groups have a higher level of trust (56% and 60% compared to 44% and 47% for younger age groups). Facebook groups are often used to simplify the job search process for young people.

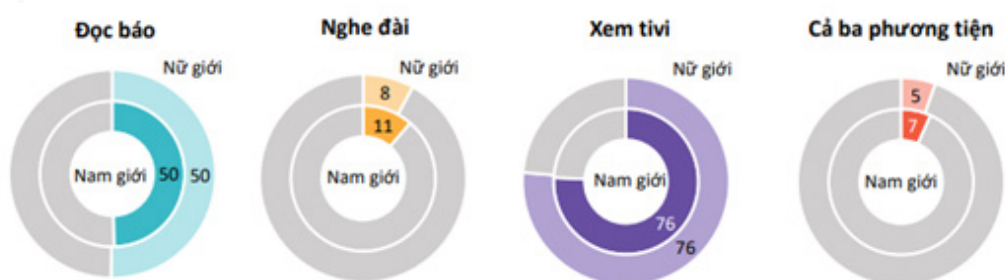
- Reliable sources and learning platforms:

According to the majority of young people (73%), social media (73%), the INTERNET/websites (69%), and television (59%) are reliable sources of information for current events. Information from friends (50%), the press (43%), and family (39%) is also commonly used. According to the discussion group, online media is more popular than traditional media such as newspapers because online information is easily accessible, more reliable, and less biased. Young people also use online platforms to learn and develop new skills such as listening to audiobooks or reading e-books and finding related lessons.

- Entertainment platforms:

According to the discussion group, consuming media content is the most popular entertainment activity for most young people. Respondents often watch a variety of online content such as movies, TV shows, short videos, vlogs, game streaming, prank and meme videos, music videos, concerts, and live music performances. Both domestic and foreign content is popular. Vietnamese content is highly rated because of its relevance to daily life and language factors. Respondents often watch online content on YouTube, mainly game streaming, prank videos, vlogs, and food-related content. YouTube stars such as Dinology, Giang Oi and Quynh Tran Jp were mentioned as people respondents often watch.

- Overview of media access:



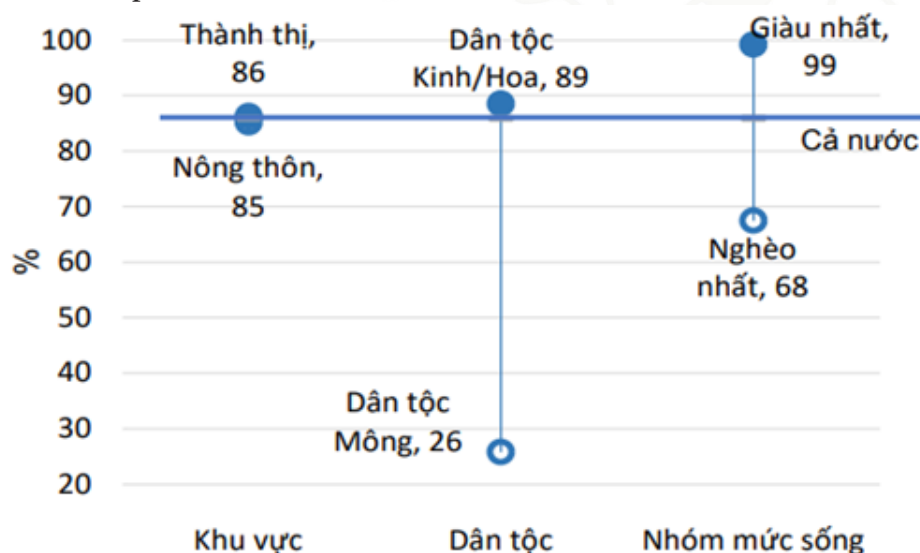
The percentage of women and men aged 15-49 who have weekly access to specific media channels (newspapers, radio, TV), and the percentage of women and men aged 15-49 who have weekly access to all three media channels.

- Households owning information and communication technology (ICT) and INTERNET devices at home:

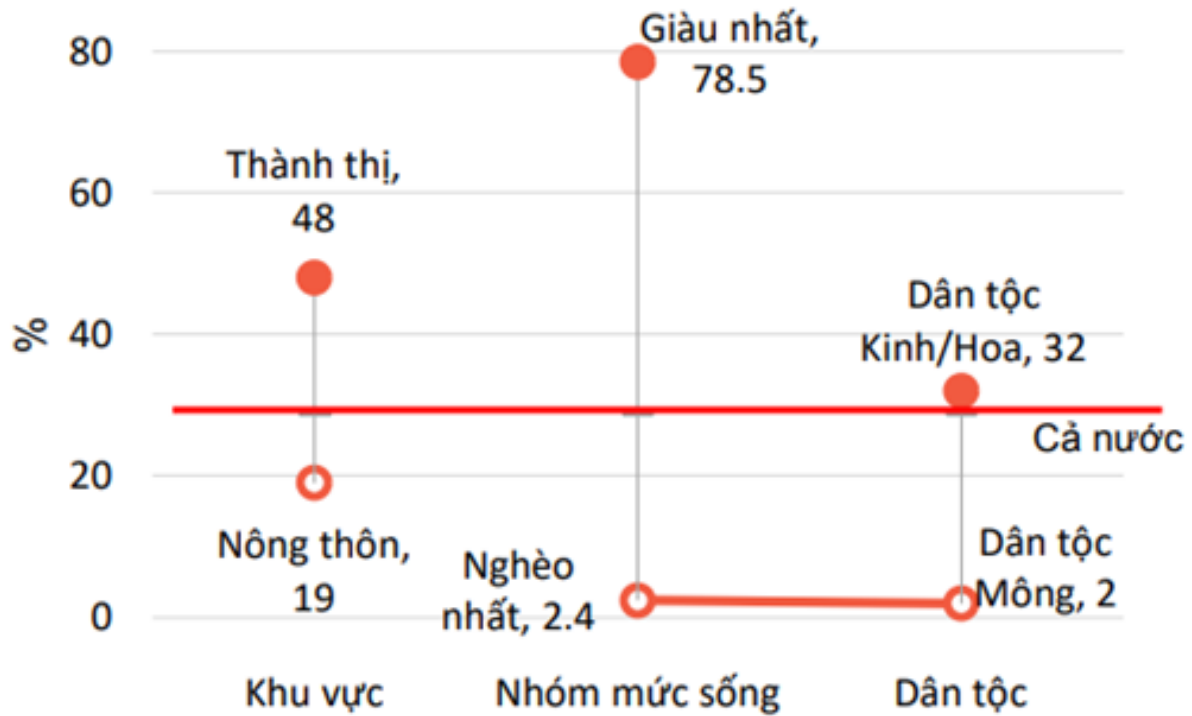
Vùng	Đài (%)	Tivi (%)	Điện thoại cố định (%)	Điện thoại di động (%)	Máy tính tại nhà (%)	Internet tại nhà (%)
Toàn quốc	7	86	3	96	29	72
Đồng bằng sông Hồng	11	93	6	98	59	89
Trung du và miền núi phía Bắc	5	83	1	97	17	60
Bắc Trung Bộ và Duyên hải miền Trung	5	89	2	94	26	67
Tây Nguyên	5	82	3	93	27	60
Đông Nam Bộ	5	79	6	98	49	85
Đồng bằng sông Cửu Long	8	87	4	97	20	72

The percentage of households owning TV, radio, landline phone, mobile phone, computer, and having access to the INTERNET at home.

- Inequality in ownership of ICT devices and INTERNET at home

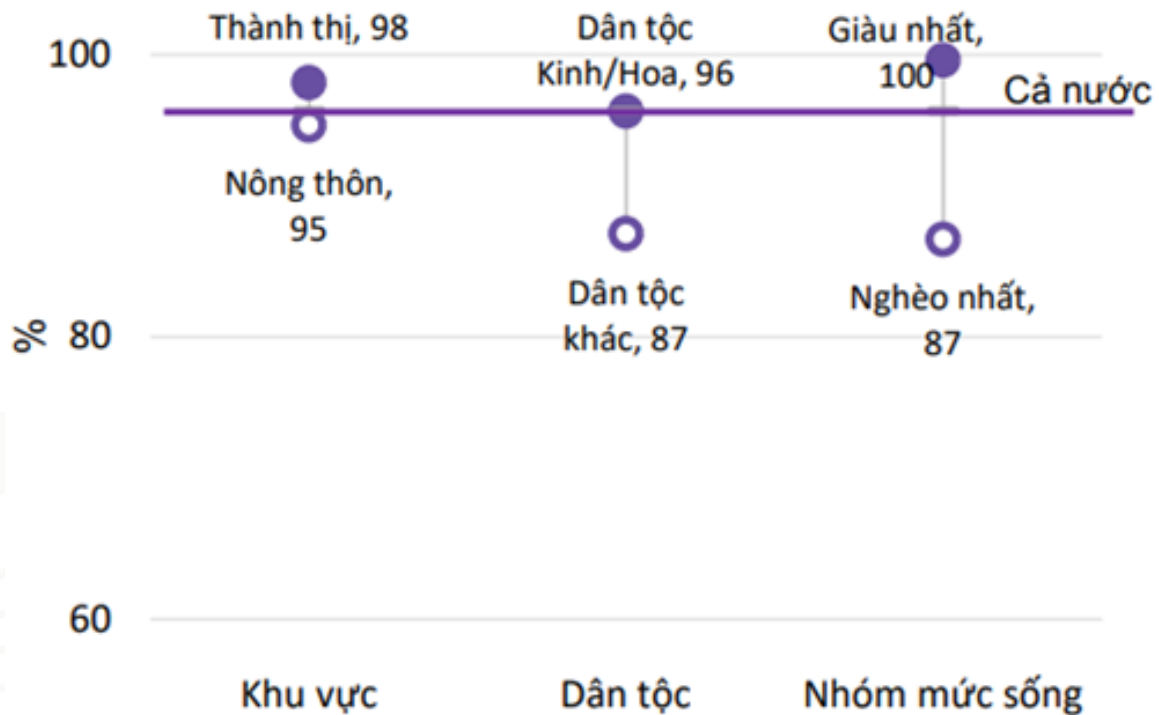


- Household computer ownership:



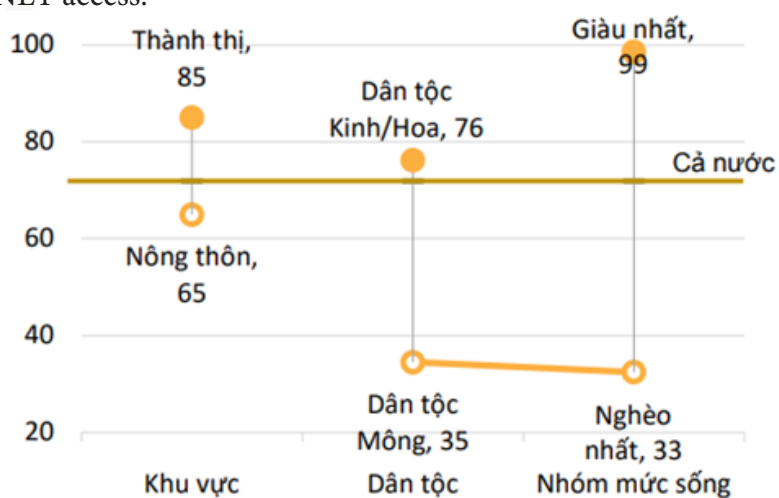
Percentage of households owning a computer at home.

- Household mobile phone ownership:



Percentage of households owning a mobile phone.

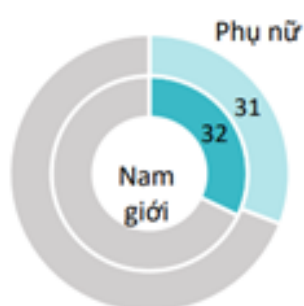
- Household INTERNET access:



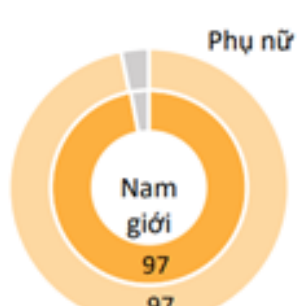
Percentage of households with INTERNET access at home.

Usage of information and communication technology (ICT) and media:

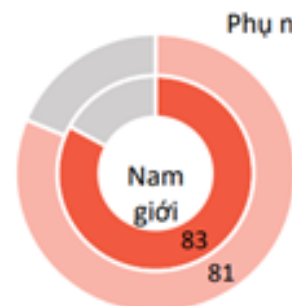
Sử dụng máy vi tính



Sử dụng điện thoại di động



Sử dụng internet: SDG17.8.1

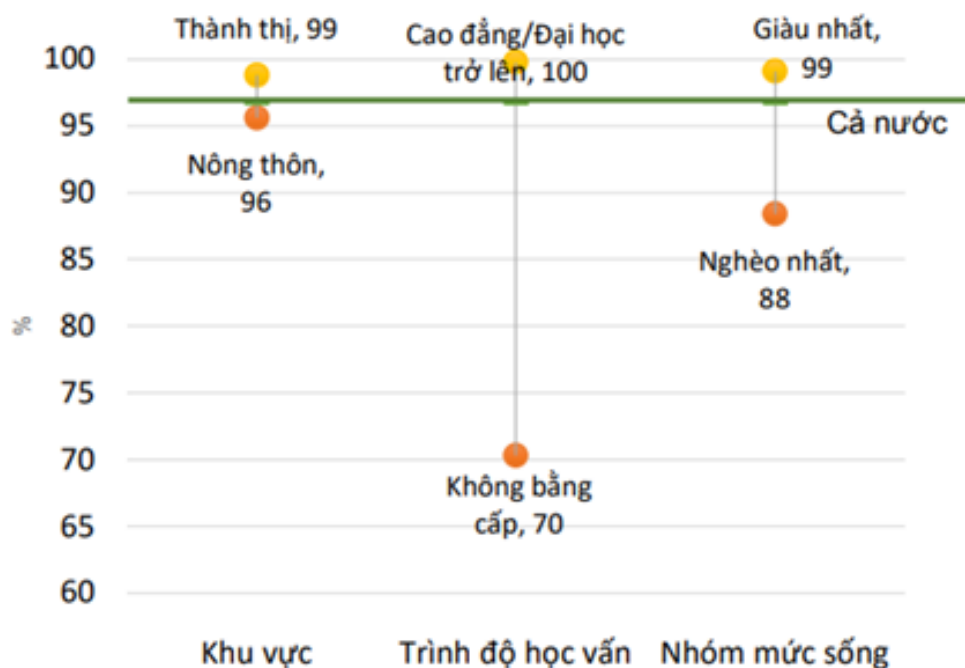


Percentage of women and men aged 15-49 who have used a computer, mobile phone, and INTERNET in the past 3 months.

- Data on women's usage and skills in information and communication technology (ICT) by region.

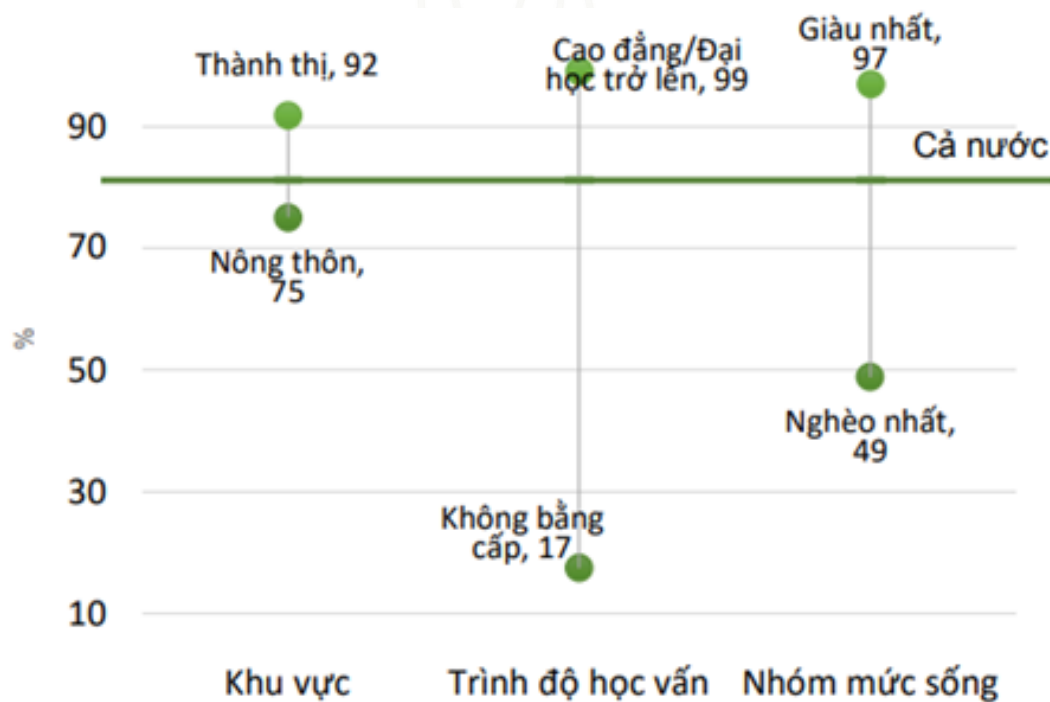
Vùng	Sử dụng máy tính (%)	Sử dụng điện thoại di động (%)	Sử dụng internet (%)	Thực hiện ít nhất một hoạt động liên quan đến máy tính (%)
Toàn quốc	30,9	96,8	81,3	27,2
Đồng bằng sông Hồng	40,5	98	89,8	37,2
Hà Nội	59,6	99,5	93,2	55,4
Trung du và miền núi phía Bắc	18,6	94,4	67,9	16,7
Bắc Trung Bộ và Duyên hải miền Trung	30,2	95,9	80,2	27,6
Tây Nguyên	21,9	87,9	60,2	20,6
Đông Nam Bộ	38,6	98,9	91,2	35,2
TP Hồ Chí Minh	45,6	98,8	94,5	43,2
Đồng bằng sông Cửu Long	19,9	98,2	75,1	17,6

- The situation of using information technology and communication media.
 - Women's use of mobile phones:



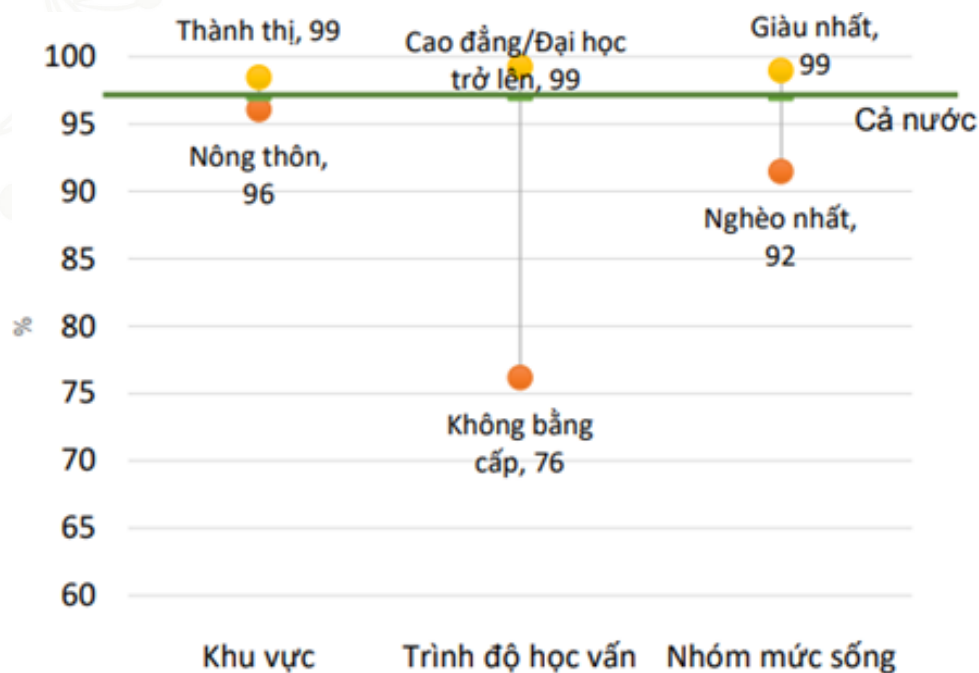
Percentage of women aged 15-49 who have used a mobile phone in the past 3 months.

- Women's use of INTERNET



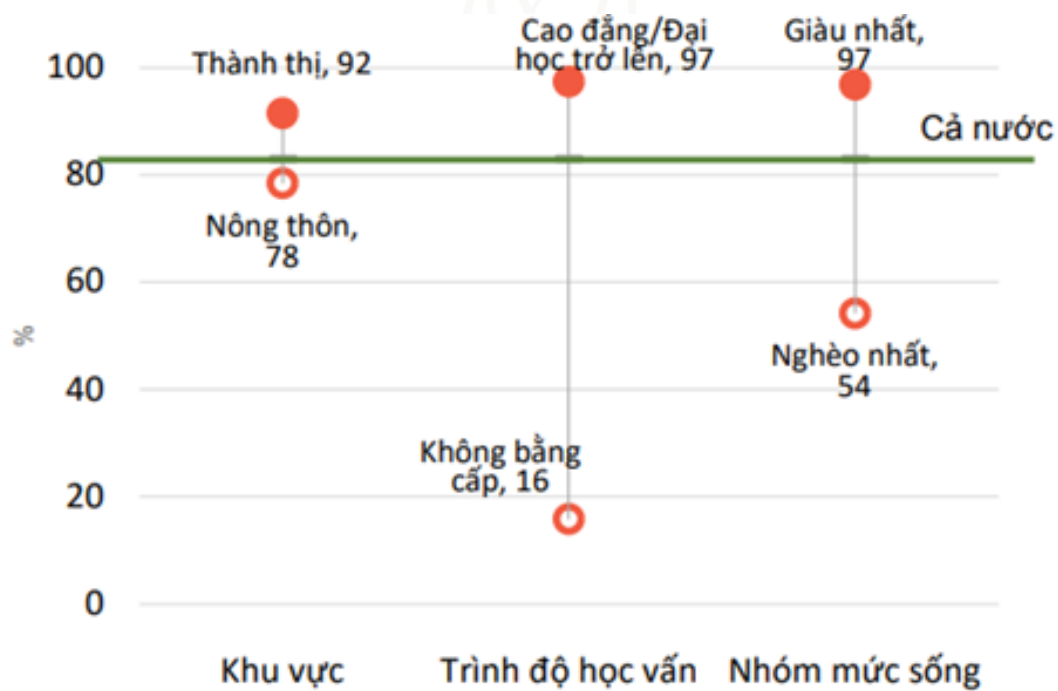
Percentage of women aged 15-49 who have used the INTERNET.

- Men's use of mobiles phone:



Percentage of men aged 15-49 who have used a mobile phone in the past 3 months.

- Men's use of INTERNET:



Percentage of men aged 15-49 who have used the INTERNET.

- Based on the research on media usage behavior and target audience, EVA JSC has used 3 platforms to implement their campaign: Zalo, Website, and Tik Tok. All three platforms share the common goal of introducing and promoting the brand, increasing the ability to reach and interact with customers. The fact that all three platforms are popular media platforms in society today will help EVA JSC easily and effectively reach their customers.

II. WEBSITE PLATFORM

• Website Quality:

To assess the quality of a website, it is necessary to listen to the opinions of customers, including both potential and current customers. An attractive website that is widely used will need to create incentives to encourage purchasing behavior from customers, and then encourage those customers to return and refer the website to others. Previous studies, such as Yoo & Donthu (2001), Barnes & Vidgen (2003), and Bressolles (2006), all agree that this is accurate.

Previous studies often measured the quality of a website from two perspectives: system quality (including information, design, interaction, and ease of use) and service quality (including order confirmation, order tracking, returns, warranties, and customer care). However, nowadays, users often access websites through search engines like Google, Bing, Yahoo, or social networks like Facebook, Google, and other online advertising forms to make purchases. Online consumer behavior may have changed in recent years, and consumers do not need to remember the domain name of a specific website to make a purchase. Therefore, a quality website is a website that is highly rated by customers in three quality criteria: system quality, service quality, and marketing quality.

• Website Design

Consumers often value the creativity factor of a website because it provides a new and different experience compared to other websites. This factor is expressed through two important aspects: interface design, color scheme, and special features. Website design should focus on incorporating the seller's brand into the brand identity system so that customers can easily recognize it. This will affect customer satisfaction with the website. In addition, with the development of handheld devices with superior features, users can access websites on different devices. Therefore, the customization ability of a website is becoming an important factor in evaluating the professionalism of the seller's website design.

• Reliability

Building trust with customers is an important factor in marketing activities. This can be demonstrated through the effective implementation of SEO operations to keep the website at the top of search engines, advertising on multiple channels to increase display frequency, and create the impression that the investor is investing in their brand. Studies have also shown the impact of the seller's credibility on the trust of online shoppers. Quality control activities, transparency in publishing sales policies, and better warranties than competitors are important factors in reinforcing customer trust.

• Security

Security and safety are two similar concepts that can be used to evaluate the level of customer safety during transactions. They are evaluated through two main aspects:

- Technology: Consider certifications or awards from reputable third parties, along with the recommended secure transaction protocol <https://>, as consumers' knowledge of e-commerce is now high.
- Customer trust is demonstrated through the sense of safety and privacy protection when conducting transactions, as well as the trust that the seller will not misuse the information provided for other purposes.

• Customer Service

Previous studies such as Wolfinbarger & Gilly (2002) and Cristobal & Ctg (2007) have highlighted the important role of customer service in evaluating the quality of a website. However, other studies emphasize specific details of customer service, such as efficient implementation, system availability, responsiveness, and customer care (Parasuraman, Zeithaml & Malhotra, 2005; Kim & Lennon, 2006; Yang & Tsai, 2007; Cristobal & Ctg,

2007). Rahman & Miazee (2010) also mentioned response time for delivery. All these concepts can be considered as aspects of customer service and applied in the pre-purchase, during-purchase, and post-purchase stages.

→ As the website is the face of the company, EVA JSC will invest heavily in both the design and functionality of the website. The website is expected to be minimalistic, yet still able to convey the company's values. Articles on the website will be regularly updated and related to health and lifestyle. The website will be optimized for Google and other search engines, using appropriate keywords to help the website appear fully in search results and ensuring the security of customers in the future. Additionally, the website will be designed to be mobile-friendly, ensuring that users can access the website from any device and have a similar experience as on a computer.

III. ZALO PLATFORM

• The Popularity of Zalo in Vietnam

According to a report, by Q4/2022, Zalo is the most used messaging application in Vietnam with a usage rate of 87%, followed by Facebook with 72%, Messenger with 58%, and Instagram with 15%. The report also evaluated the performance of Zalo, showing that it has broken through invisible barriers and achieved a 6% growth in popularity rate compared to the previous quarter. This growth rate is faster than that of YouTube and Facebook in the past year. The majority of this growth comes from the Gen X (aged 42-62) and Gen Z (aged 16-25) user groups.

These impressive figures help Zalo continue to strengthen its position as the most popular and widely used messaging application in Vietnam from 2020 to the present. In 2020, Facebook Messenger had a rate of 75.8% and Zalo had 76.5%. This was also the year that Zalo surpassed Messenger to become the messaging application with the highest user rate in Vietnam.

Penetration | Preference

MMA Decision Lab

Zalo broke through the “glass ceiling”, earning 6% increase in favorability, further solidifying position in the category



Zalo sees impressive growth in 2022.

The popularity of the messaging app Zalo in Vietnam is evident, with over 74 million regular users, estimated to represent more than 74% of the country's population. This highlights the growing importance of online communication through messaging apps in both work and daily life for Vietnamese citizens.

Zalo has continuously updated and improved its features to meet the needs and preferences of its users, while ensuring their safety and information security. Advanced features such as end-to-end encryption (E2EE) and the ability to send files up to 1GB in size have helped Zalo maintain its position as the top messaging app in

Vietnam for many years.

Furthermore, Zalo is ranked as the most beloved messaging app in Vietnam and has consistently made the Top 20 most popular apps on the Apple Store for 2 consecutive years (2021 and 2022). This demonstrates the positive reception of Zalo by users and reaffirms its position in the Vietnamese app market.

- **Zalo group**

With over 65 million users in the Vietnamese market, the social networking app Zalo has proven its position as one of the leading apps. Not only as a means of communication and information exchange, Zalo is also used by businesses to conveniently and quickly provide products and services to customers. Among them, building a Zalo sales group is considered one of the most effective economic methods. Thanks to Zalo sales groups, businesses can reach a large potential customer base without investing too much budget in marketing campaigns targeting new customers on other social networks.

→ Based on the above research, Zalo has the advantage of being the most widely used messaging app in 2022. EVA JSC uses a business account and has a friendly, approachable way of interacting with customers. The company's Zalo account will be professionally designed, and posts related to healthcare will be edited with a natural writing style, making customers feel that EVA JSC is a caring and attentive friend. Having a Zalo business account makes the company more reputable and always has a 24/7 customer support team ready to answer any questions from customers.

IV. TIK TOK PLATFORM

- **Popularity of TikTok in Vietnam:**

TikTok is a popular social media application in Vietnam with a rapidly growing user base. According to some sources, as of the end of March 2020, there were around 12 million registered users in Vietnam who regularly use TikTok. The app allows users to create and share short videos, especially lip-syncing, dancing, or recording with unique effects. Therefore, it has attracted the attention of many young people, especially students.

Currently, TikTok is trying to expand its user base and become a reliable advertising platform for companies and brands. According to Diệp Quế Anh, National Communications Director of TikTok Vietnam and other emerging markets, the app is trying to "age up" its content. TikTok estimates that users in Vietnam spend an average of 28 minutes per day using the app, with the main time frame for users in Vietnam on TikTok being from 6 PM to 8 PM on Fridays and Saturdays. However, independent media research companies such as Kantar or Nielsen have not yet confirmed the exact number of TikTok users in Vietnam.

- **Number of TikTok users worldwide:**

According to the latest data, TikTok has over 800 million users worldwide, of which 41% are users aged 16 to 24. In India, TikTok has been downloaded approximately 611 million times, accounting for 30% of total downloads worldwide, while in the US, the monthly active user count has surpassed 100 million and grown by 800% in the past 20 months. TikTok has truly penetrated Generation Z in the US, with 47.4% of active users aged 10 to 29. In the past 18 months, the number of American adults using TikTok has increased 5.5 times, with a female to male gender ratio of 2:1. It is estimated that Americans aged 18 and older spent about 1.43 billion hours on TikTok in March 2020.

- **Specific statistics of TikTok:**

According to the latest statistics, TikTok currently has approximately 1 billion monthly active users and has been downloaded up to 3 billion times. In just the first 6 months of 2021, there were up to 383 million downloads.

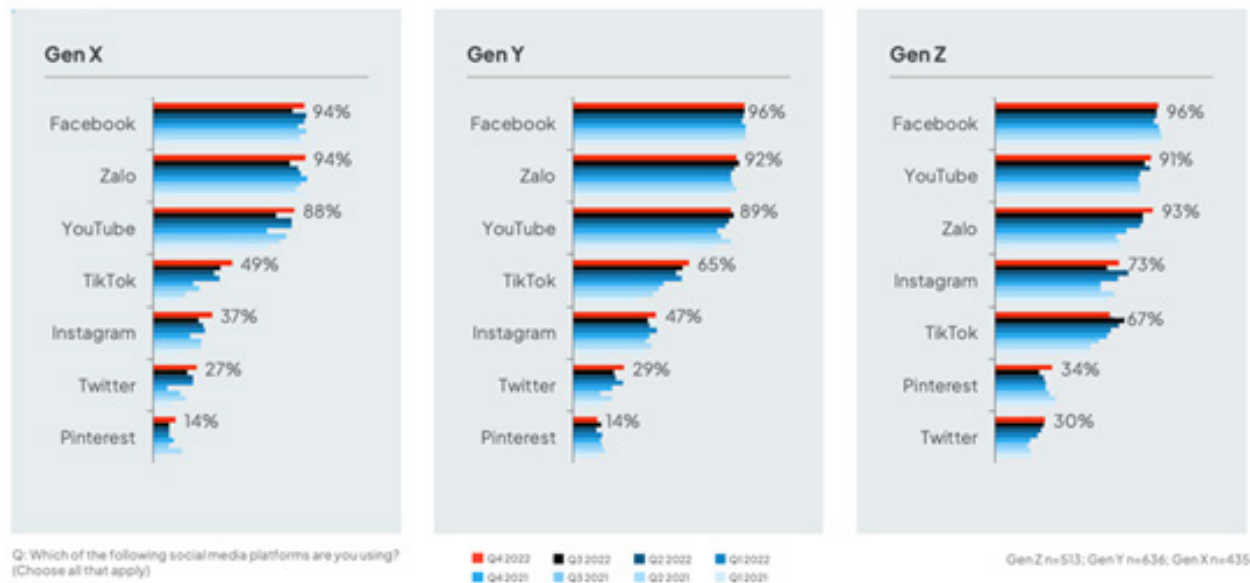
Launched in 2016, TikTok has surpassed many other social media applications to become the most popular app worldwide. In the US, TikTok's user growth rate has reached 787.86% in the same period.

TikTok is also one of the most widely used social media platforms, with an average usage time of about 10.85 minutes per login, double that of the second-ranked app Pinterest at 5.06 minutes. In 2019, TikTok users spent a total of 68 billion hours using the app.

In addition, TikTok is also a place for creators to make money. Popular content categories include entertainment, dancing, pranks, fitness/sports, and Handmade. Creators can earn up to \$5 million per year if they have 100 million followers.

MMA Decision Lab

Majority of increases in usage came from Gen X across platforms. On the other hand, TikTok's usage decreased by 9% among Gen Z.



- Official TikTok download figures

The latest data from Sensor Tower shows that TikTok has reached an impressive total of 3 billion downloads, becoming the most downloaded app in Q1 and Q2 of 2021. This is a remarkable achievement as TikTok has surpassed its competing apps to become the first app outside of Facebook to achieve this impressive figure.

- Global TikTok download statistics:

As estimated by Sensor Tower, TikTok has attracted a total of 3 billion downloads since its launch in 2016, including 383 million downloads for just the first half of 2021. From Q1 2020 to Q2 2021, TikTok had 1.36 billion downloads. In addition, in March 2020, TikTok broke all other records by increasing spending growth per quarter to \$535 million in just Q2 of 2021. Despite being ranked behind major platforms such as Facebook, YouTube, WhatsApp, Instagram, and WeChat, since 2021, TikTok has surpassed Facebook Messenger to rise to the 6th position in the list of the most used social media platforms in the world, surpassing even the professional social network LinkedIn.

➔ Currently, TikTok is the fastest-growing social media platform in the world. With its popularity and current trends, EVA JSC always updates the latest trends to diversify its content. Through the content uploaded on its channel, EVA JSC always conveys the main message "Health, Natural Beauty." This is done through videos that provide instructions on cooking healthy food, detox water, challenges, and workout tutorials. This has made EVA JSC establish an image in the eyes of viewers as a youthful, energetic, and diverse company while still maintaining its professionalism.

V. MEDIA CHANNELS OF SOME COMPETITORS

No.	Name	Details
1	Media Channels of Hoa Linh Pharmaceutical Company	<ul style="list-style-type: none"> ● Brand Identity : <ul style="list-style-type: none"> ○ Strengths <ul style="list-style-type: none"> ■ Green and white are the dominant colors of Hoa Linh. Green represents freshness, health, and confidence, while white symbolizes purity, professionalism, and transparency. ■ Hoa Linh focuses on producing high-quality pharmaceutical products to meet the market demand and provide health benefits to people. The company also commits to carrying out meaningful social activities. ○ Weaknesses <ul style="list-style-type: none"> ■ Lack of differentiation: Hoa Linh has not developed distinctive features to differentiate itself from competitors in the pharmaceutical industry. ■ Lack of interaction: Hoa Linh's media channels lack interaction with users. ■ Content limitations: Hoa Linh's media channels have content limitations. ● Positioning <ul style="list-style-type: none"> ○ Strengths <ul style="list-style-type: none"> ■ Hoa Linh is focusing on the natural pharmaceutical and health care market. The company builds its image as a valuable and reputable pharmaceutical brand, specializing in providing natural and safe health care products for consumers. ■ Hoa Linh is also targeting customers who have a demand for natural health care products and do not want to use chemical drugs. ○ Weaknesses <ul style="list-style-type: none"> ■ Hoa Linh is developing in a highly competitive market with many other natural pharmaceutical brands. ● Tiktok <ul style="list-style-type: none"> ○ Strengths <ul style="list-style-type: none"> ■ Hoa Linh Pharmaceutical's TikTok channel has 10k followers and 44.8k likes. ■ There are a total of 42 videos uploaded to the channel, with an average view count of 20k-300k views. ■ Some videos feature KOLS, KOCs, and influencers. ■ Investing in image to promote products. ○ Weaknesses <ul style="list-style-type: none"> ■ Infrequent video uploads, too few videos on the channel. ■ Few review and instructional videos. ■ View count is uneven. ■ User engagement with each video is low. ● Zalo <ul style="list-style-type: none"> ○ Strengths

No.	Name	Details
		<ul style="list-style-type: none"> ■ There are 2 business accounts. Hoa Linh Pharmaceutical and Dung Dich Ve Sinh Phu Nu Da Huong. ■ Complete information for contacting. ■ Attached links to the website and product links. ■ Both accounts post articles related to the company's campaigns and products. ○ Weaknesses <ul style="list-style-type: none"> ■ Too few posts on the account. ■ Time between posts is far apart. ■ Posts usually advertise products and campaigns, not posts that can connect with consumers. ● Website <ul style="list-style-type: none"> ○ Strengths <ul style="list-style-type: none"> ■ The website design is presented in a clear and easy-to-navigate manner for finding necessary information. ■ The website provides comprehensive information about Hòa Linh brand products, including pricing, composition, usage, and instructions. ■ The website features a quick and convenient online ordering function for customers. ■ The website has a blog section, sharing useful healthcare knowledge with customers.. ○ Weaknesses <ul style="list-style-type: none"> ■ The website lacks an advanced search function for customers to find products more quickly. ■ Some pages of the website load slowly, requiring customers to wait for the website to finish loading data. ■ The website's content is somewhat difficult to understand for customers without specialized healthcare knowledge.
2	Media Channels of Sao Thai Duong company	<ul style="list-style-type: none"> ● Brand Identity : <ul style="list-style-type: none"> ○ Strengths <ul style="list-style-type: none"> ■ Sao Thai Duong often uses red combined with white to create a bright, sophisticated, and friendly image. ■ Sao Thai Duong also focuses on providing useful information and knowledge about health, beauty, and personal care to help consumers understand more about the company's products and how to use them. ■ Posts on these social media channels are often designed in a similar style to the company's website, with high-quality images and videos and detailed information about the products. ○ Weaknesses <ul style="list-style-type: none"> ■ Lack of connectivity between brand identity on communication channels.

No.	Name	Details
		<ul style="list-style-type: none"> ■ Lack of creativity and breakthrough in design: Elements such as colors, images, and logos of Sao Thai Duong are still relatively simple and lack creativity. ■ Lack of consistency in the use of brand identity: Sao Thai Duong has not been consistent in the use of brand identity across its communication channels. ● Positioning <ul style="list-style-type: none"> ○ Strengths <ul style="list-style-type: none"> ■ Sao Thai Duong focuses on the market for high-end pharmaceutical and functional food products, especially natural health and beauty care products. ■ Sao Thai Duong does not target the low-end market but focuses on high-end products with prices that are appropriate for the quality of the products. ○ Weaknesses <ul style="list-style-type: none"> ■ The brand position of Sao Thai Duong is still relatively unknown in the market compared to other large pharmaceutical and functional food brands. ● Tik Tok : <ul style="list-style-type: none"> ○ Strengths <ul style="list-style-type: none"> ■ Sao Thái Dương's TikTok channel has 291.5K followers and 1.8M likes. ■ The average number of views ranges from 20k to 600k. ■ Diverse content. ■ Investment in high-quality visuals and content. ○ Weaknesses <ul style="list-style-type: none"> ■ No links to other platforms. ■ Few videos on how to use the company's products. ■ The content is often too dramatic, which can be boring for viewers. ● Zalo: <ul style="list-style-type: none"> ○ Strengths <ul style="list-style-type: none"> ■ The business account has been verified. ■ Linked with Zalo Shop. ■ Shares posts related to healthcare and promotion programs. ○ Weaknesses <ul style="list-style-type: none"> ■ Has not posted any new content since 2021. ■ No links to other platforms. ■ Very few posts on the account. ● Website <ul style="list-style-type: none"> ○ Strengths <ul style="list-style-type: none"> ■ Simple and user-friendly web design with creative colors and images that inspire and attract customers. ■ Provides complete and detailed information about the company's products and services. ■ Optimized for mobile devices. ■ Strong integration with social media

No.	Name	Details
		<p>channels and supports content sharing on social networks, increasing interaction with customers.</p> <ul style="list-style-type: none"> ○ Weaknesses <ul style="list-style-type: none"> ■ Slow page load time and slow connection speed, making it difficult for users to access and search for information. ■ Lack of interactive features, does not provide enough tools for customers to interact with the company and its products. ■ Lack of information about the production process and quality control process of products, reducing the reliability and credibility of the products and the company.

"EVA JSC" competitors all have a fairly stable level of interaction, especially with a channel that has over 290K followers, and their content of posts and videos is of high quality and attractive to viewers. Therefore, to be competitive, "EVA JSC" will need to have a posting plan, improve the quality of posts, and find ways to approach target groups. "EVA JSC" social media channels will include Zalo, Tiktok, and Website:

- Tiktok: "EVA JSC" will regularly post videos with different and diverse content, adding videos related to the products of the parent company.
 - Zalo: "EVA JSC" will post articles related to health and lifestyle, and the posts will be parallel with the website.
 - Website: "EVA JSC" will add new features to make it easier for customers to experience the website when making purchases. With a simple and minimalistic design that still embodies the company's identity.
- "EVA JSC" competitors use some social media platforms with a fairly stable level of interaction, especially with a channel that has over 290K followers, and their content of posts and videos is of high quality and attractive to viewers. Therefore, to be competitive, "EVA JSC" will need to have a posting plan, improve the quality of posts, and find ways to approach target groups.

C. IDEA DEVELOPMENT

I. APPLYING RESEARCH METHODS

1. TARGET CUSTOMER

• SURVEY REPORT:

Product's Age Range

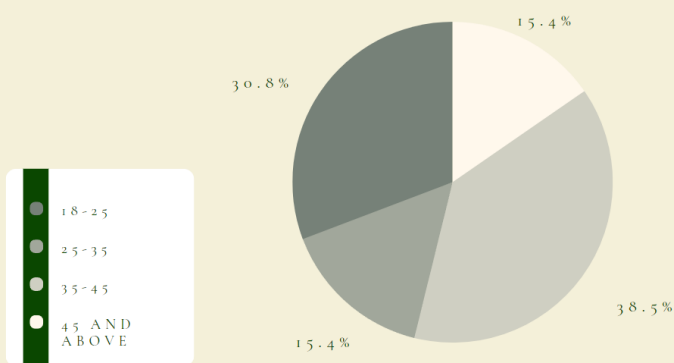


Table 1: Age group of cosmetic users

Cosmetics Purchasing Platform

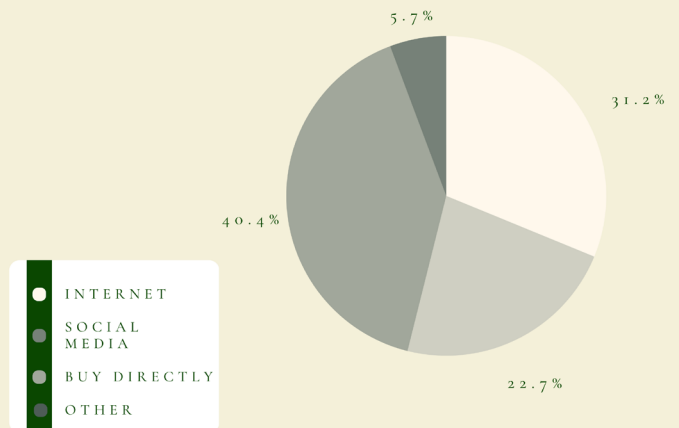


Table 2: Frequency of purchasing cosmetics online

Have you ever used cosmetics before?

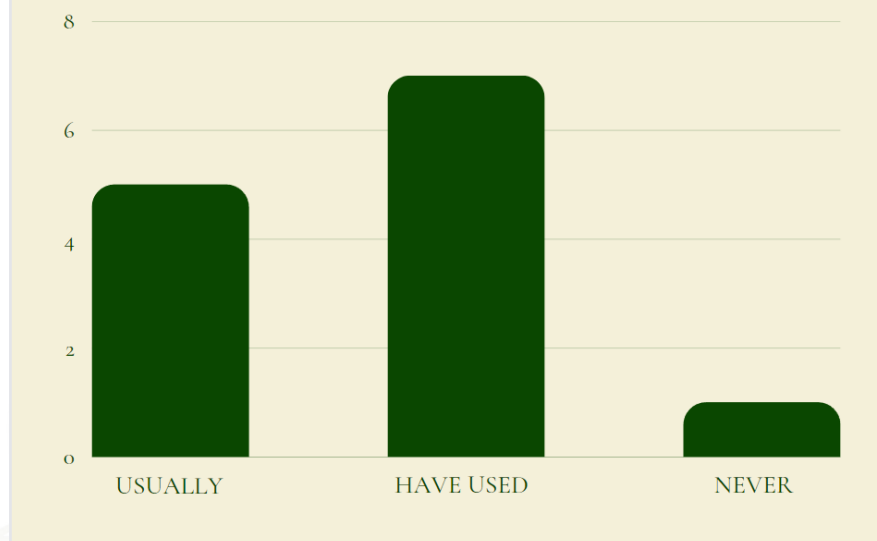
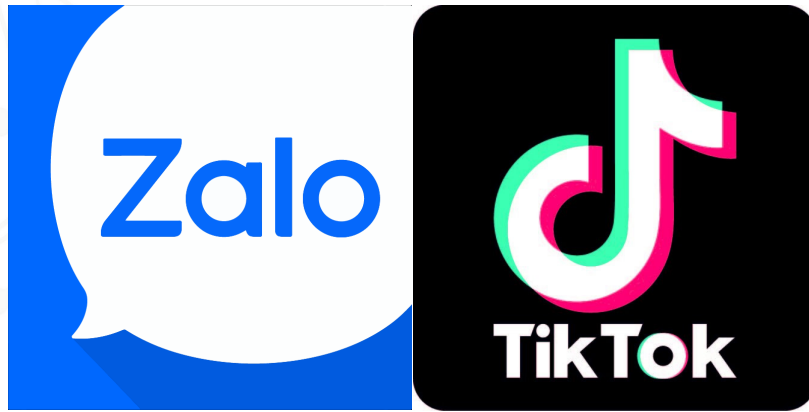


Table 3: Have you ever used cosmeceuticals?

→ The survey helped the team identify trends in the use of cosmetics and Cosmeceuticals in Vietnam. From there, we have developed specific goals and plans to ensure that the campaign is heading in the right direction, targeting the right audience, and achieving high effectiveness.

2. MEDIA CHANNELS

Based on the research results, we have identified suitable media channels to use, including Zalo and Tik Tok. These channels were selected based on their features and different characteristics, the target audience we want to reach, and the impact of each media channel on customers.



For the selected target audience, we have developed ideas for content design that are appropriate for each platform.

3. MEDIA METHODS

We will implement a new communication strategy that includes digital media such as social networks, blogs, and websites. We can design communication campaigns on these channels to reach the target audience and build the EVA brand.

II. PROPOSAL

1. COMMUNICATION STRATEGY

- Focus on digital communication channels: Nowadays, customers can easily access digital communication channels such as social media, websites, email, video advertising, etc. We take advantage of these channels to promote our brand, products, and services.
- Use suitable communication channels: For each communication channel, we have researched and chosen the suitable channel for our target customers. For example, Zalo to reach older customers, TikTok to reach younger users who love creative content.

2. CONTENT AND MESSAGE STRATEGY

- Build consistent communication content: To create high brand awareness, we need to design a consistent image and message across all communication channels, creating interaction between platforms.
- Creative and unique messages: To attract customers' attention, we need to design creative and unique messages that are personalized, so that customers can easily recognize and remember our brand.

3. FORM OF COMMUNICATION STRATEGY

- Design diverse images: Images are one of the important factors in building a brand. We should use diverse, beautiful and attractive images to create an impression with customers.

→ With these strategies and tactics, we can effectively increase brand awareness for EVA. In addition, besides monitoring and evaluating the results of communication campaigns to adjust and optimize their effectiveness, we need to ensure the connection between communication channels to increase efficiency and synchronization in the communication strategy.

SECTION 3: PROJECT PLAN

A**COMMUNICATION
PLAN**

Provide an overview of
the media plan

B**MEDIA CHANNELS**

Orientation to build
communication
channels

C**STRATEGY AND
TACTICS**

Plan to deploy
platforms and events
for EVA

A. COMMUNICATION PLAN

I. GOALS

To achieve the objectives of increasing brand recognition with the public, building a consistent EVA image, enhancing interaction and communication with customers, the following activities need to be carried out:

- Conduct market research and analysis of target customers to determine an appropriate strategic direction.
- Identify the core value of the brand to create a unique differentiation and attract customer interest.
- Build a consistent brand image by using elements such as logo, color, marketing materials, and customer experience.
- Enhance interaction and communication with customers by creating interactive activities, meeting their needs, and collecting customer feedback.
- Measure results and adjust strategies to achieve the best effectiveness.
- Develop relationships with partners, potential customers, and organizations.
- Increase website traffic: Measured by Google Analytics tool.
Specifically:
 - SEO: Display on the first page of Google search engine.
 - Minimum number of posts: 20.
 - Total views: 500 views.
- Increase Tik Tok followers: Measured by the number of followers, interactions (like, comment, share), and average view count for posted videos.
Specifically:
 - Minimum number of videos: 20.
 - Number of followers: 1000.
 - Total likes: 1000.
 - Total views: 5000 views.
- Increase users and interactions on the Zalo Official Account: Measured by the number of interactions (inbox, reply, like) with customers.
Specifically:
 - Minimum number of posts: 20.
 - Total views: 1000 views
 - Total shares: 100 times

II. OBJECTIVES

Build a new social platform to serve PR, Marketing, and customer care purposes: Website, Tik Tok, Zalo. Some measurable project objectives for increasing brand recognition across the 3 platforms (Website, Tik Tok, Zalo) may include:

Support the company's annual customer appreciation event in the communication phase, including designing backdrops, standees, and promoting the website and social platforms on Zalo and Tik Tok.

III. BRAND IDENTITY

1. VISUAL



The new brand identity includes: a lapel pin; business card (double-sided); A5 and DL envelopes (double-sided); A4 letterhead; document clip; notebook; employee ID card (double-sided).

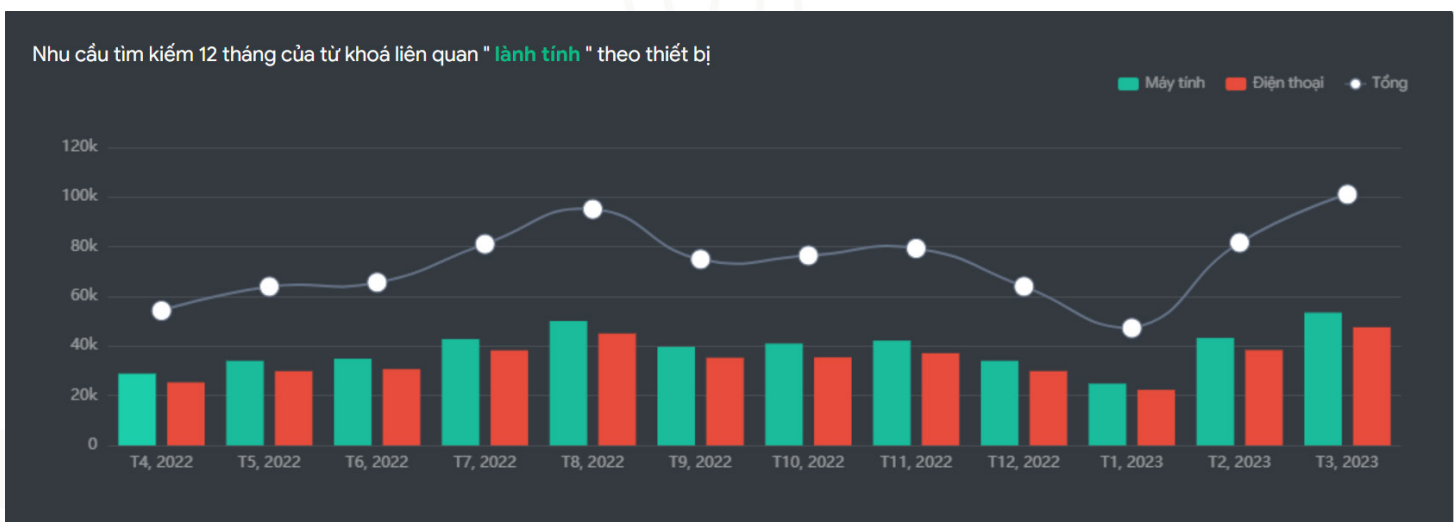
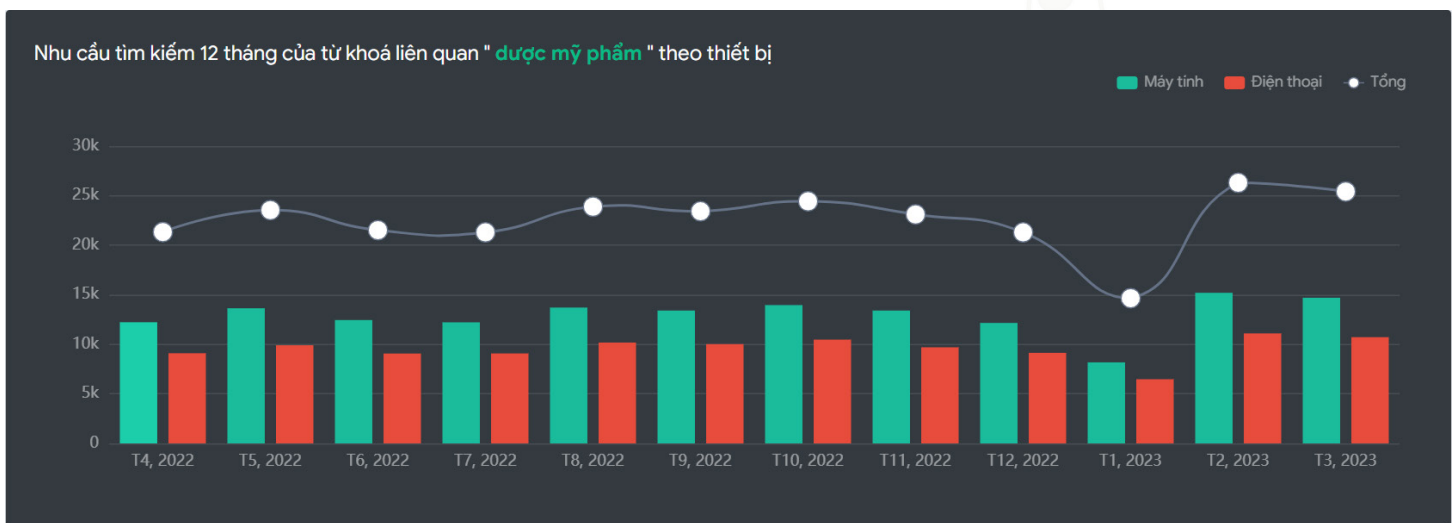
2. SLOGAN - MESSAGE

"HEALTHY, BEAUTIFUL WITH EVA!"

Message: "Healthcare and beauty are essential needs of modern life. With our high-quality cosmeceuticals products, you can trust us in taking care of your own and your family's health and beauty. Our products are made from natural ingredients and undergo strict quality control, providing high effectiveness and safety for users. Come to us to experience the truly wonderful feeling of having healthy, beautiful skin and hair, and being confident and radiant in every situation!"

To confirm the team's idea, a small study was conducted on the keywords "Cosmeceuticals" and "Natural" to see how people "search" for related topics.

The result is displayed in the chart below.



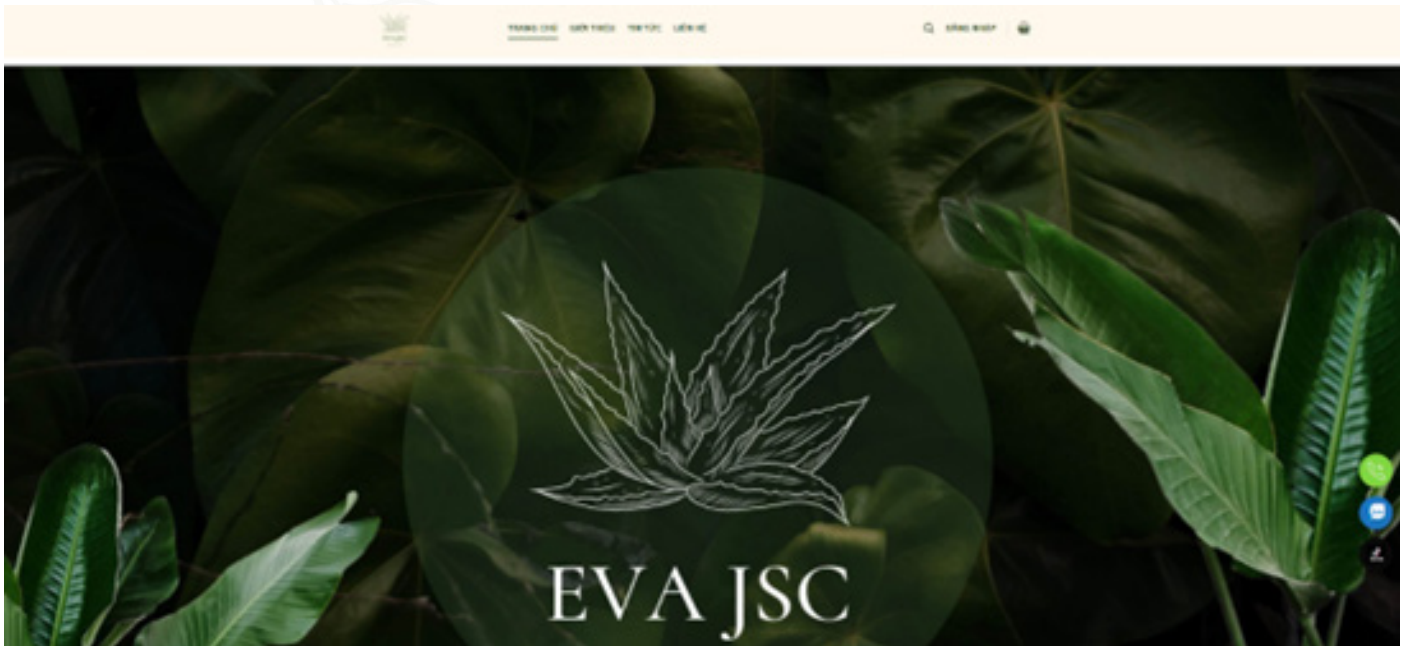
3. HASHTAG

#EVA4CE #chamsoc #lamdep #tunhien #lanhtinh

B .MEDIA CHANNELS

I. WEBSITE

Building a website for the brand recognition project helps EVA establish a comprehensive and professional online presence, enhancing the trust and credibility of the brand. The website provides complete information about the company's products, services, and activities, helping customers search for information and contact the company conveniently. Building a website also helps businesses increase brand recognition on the INTERNET and attract new customers. A well-designed, user-friendly website with full information helps customers feel more confident and value EVA more.



Requirements for website platform:

- Main components:
 - Website interface
 - Domain and hosting
 - Website data
- Design objectives:
 - Design a new website with a modern style and in line with the latest trends in the market.
 - Showcase Eva JSC's investment, reputation, and credibility, creating trust and confidence among the public.
 - The website is an information channel for:
 - Introducing the company and its related activities.
 - Introducing the products distributed and manufactured by the company.
 - Promoting PR and marketing activities on the INTERNET through the website:
 - Press releases.
 - Images, video clips of company activities.
 - Product use and maintenance manuals.
 - Provide all necessary tools for customers to easily search for product-related information (to be implemented when the product is launched).

Interface - Artistic design:

- The interface design should be professional, visually appealing, and artistically satisfying with a color tone that matches the company's branding.
- The content should be consistent in terms of font type and size to create a user-friendly experience.

Security - Performance Requirements:

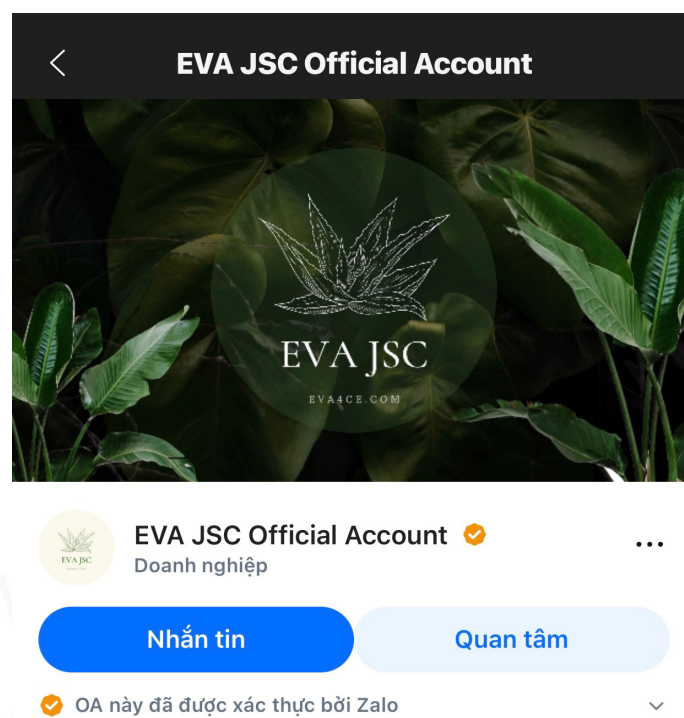
- The website must achieve high levels of safety and security, ensuring that it operates stably, with no data loss or incidents.
- The website should be designed to ensure fast access speed, avoiding long waiting times for visitors while handling a large number of simultaneous visitors.

Content Information - Data Update Frequency:

- Language of the website: Vietnamese.
- The website should be dynamically designed (with a database) and easy to manage and update information.
- Easy-to-use updating tools allow website administrators to easily update service information and news without requiring the support of professional programmers, thus saving costs while still ensuring a professional website interface.

II. ZALO

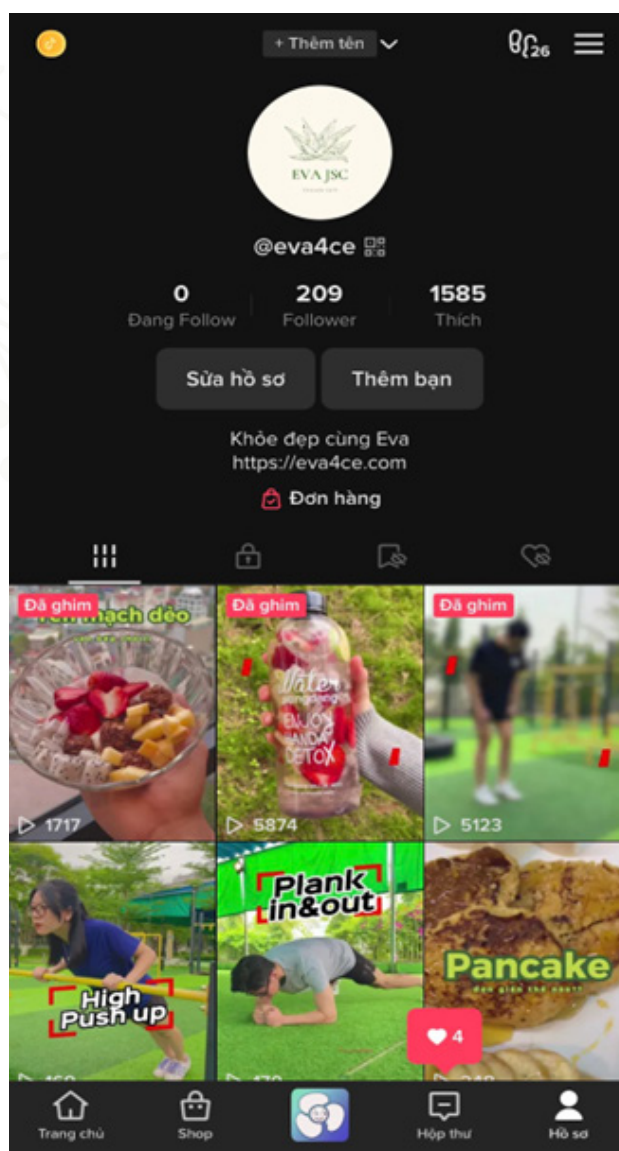
Using Zalo as a channel for this project is in line with the digital transformation trend and the popularity of social media applications in Vietnam, in addition to reaching the customer base of 30-45 years old. Zalo provides very effective customer access tools, helping to increase interaction and build long-term relationships with customers. In addition, Zalo also provides advertising features for businesses, making it easy to quickly and effectively promote their brand to potential customers.

**Requirements for zalo channel:**

- Provide full information about Eva JSC company.
- Post diary entries with a format similar to "news" articles on the website, but with condensed content.
- Ensure at least 5 posts per week.
- Serve as a foundation for building a customer care platform.

III. TIKTOK

The group has decided to use TikTok as a specialized communication channel to reach new and potential customers. The first reason is that TikTok's user base is growing significantly over time, especially among the 18-30 age group - which is the primary target audience for the team. The second reason is that the content on TikTok is diverse and easily accessible to customers, which will help your team attract attention and create positive interactions with the target customers.



Requirements for tik tok channel:

- Post all videos related to the topic of health and a healthy lifestyle of Eva JSC.
- Videos should be under 1 minute with youthful, dynamic colors for GenZ generation, with creative content posted and updated continuously, ensuring that each video has at least 100 views.
- Ensure a minimum of 3 videos posted per week.

C. STRATEGY AND TACTICS

I. STRATEGY

Brand awareness strengthening plan will focus on building an image for EVA, with special emphasis on products for health and beauty care from within human.

This strategy is designed from February 2023 to April 2023 with the goal of enhancing EVA brand recognition as a brand for women. At the same time, the plan also emphasizes the important role of beauty care from inside to outside.

II.TACTICS

Content	Main communication channels	Activities	Requirements
Information updates	Website	Building a professional and trustworthy website channel	Information is written in a complete and easy-to-understand manner
			Images are related to the articles
			Ensuring the accuracy and credibility of the content of the articles
Developing relationships with customers	Zalo	Building a professional and trustworthy Zalo channel	Information is written in a complete and professional manner
			Images are related to the articles
			Ensuring the accuracy and credibility of the content of the articles
Spreading the message of "health care"	Tik Tok	Building a youthful and dynamic TikTok channel	Content on the channel is divided into two main parts related to health <ul style="list-style-type: none"> - Sports training - Weight loss menu
			Videos have interaction with the audience
			Videos serve both entertainment purposes and provide information on health and beauty.

III. CUSTOMER APPRECIATION EVENT - 8/3("Empowered beauty" - "Tu hao phai dep")

1. OVERVIEW

Empowered Beauty - TỰ HÀO PHÁI ĐẸP	
TỔNG QUAN	
Nội dung	- CHÚC MỪNG NGÀY 8/3 - TRI ÂN KHÁCH HÀNG
Thời gian dự kiến	- Sự kiện diễn ra ngày 8/3/2023
Tên sự kiện	- Tri ân khách hàng hàng năm kết hợp chúc mừng ngày 8/3 "quốc tế phụ nữ" - Giới thiệu các nền tảng mới bổ ích để khách hàng có cơ hội tìm hiểu thêm về cách chăm sóc vẻ đẹp từ ngoại hình tới trí tuệ, sự tự tin, năng động. Đồng thời định hướng phong cách, lối sống lành mạnh tích cực cho khách hàng. - Truyền tải giá trị tích cực và những thông điệp ý nghĩa đến với mọi người.
Mục đích	- Cảm ơn và ghi nhận sự ủng hộ của khách hàng đối với doanh nghiệp - Tương tác và tiếp cận trực tiếp để giải đáp các câu hỏi hoặc phản hồi từ khách hàng - Tăng tính nhận thức về thương hiệu và sản phẩm của EVA trong cộng đồng khách hàng
Mục tiêu	- 90% cán bộ công nhân viên, khách hàng biết đến sự kiện. - Follow/ Like tiktok "EVA4CE" từ con số 0 tới 1000f - Thu hút sự quan tâm truyền thông quảng bá của các phương tiện truyền thông đại chúng.
Concept	Thân thiện, gần gũi
Thông điệp truyền thông	"empower" (tự mình quyền lực), "confident" (tự tin), "strong" (mạnh mẽ) - Cung cấp cho các khách hàng những sản phẩm và dịch vụ làm đẹp giúp phụ nữ cảm thấy tự tin và mạnh mẽ. - Truyền đi thông điệp tôn vinh và khuyến khích phụ nữ về sự độc lập và sức mạnh của họ.
Địa điểm tổ chức	Khách sạn Melia Lý Thường Kiệt Hà Nội
Thời gian cụ thể	Sự kiện bắt đầu lúc 17h30 ngày 8/3/2023
Cách thức triển khai	- Sự kiện gồm 4 phần chính: + Đón khách + Opening + Dự tiệc + Kết thúc

2. INTERNAL COMMUNICATIONS

Firstly, the leadership team needs to ensure that information communication is two-way by using a common platform.

Human resources:

NHÂN SỰ BAN TRUYỀN THÔNG			
STT	Họ và tên	Vị trí	Email cá nhân
1	Chu Phương Anh	Lead	phuonganhchu1209@gmail.com
2	Nguyễn Hoàng Việt	Phó Lead	vietnhhe140161@gmail.com
3	Cao Thiện Thái	Thành viên	thaicthe140401@gmail.com
4	Hoàng Đức Thành	Thành viên	thanhduke2000@gmail.com
5	Trần Thanh Vân	Thành viên	vanvann1807@gmail.com
6	Vũ Duy Nam Phong	Thành viên	vdnp20@gmail.com
7	Đỗ Trần Khánh Ly	Thành viên	khanhlytrando2000@gmail.com
8	Dương Tùng Lâm	Thành viên	duongtunglam2703@gmail.com
9	Nguyễn Phương Thảo	Thành viên	phuongthaonguyen1202@gmail.com
10	Vũ Hải Long	Thành viên	shenlonggg2505@gmail.com
11	Nguyễn Thanh Huyền	Thành viên	huyenhuyen25@gmail.com
12	Nguyễn Chí Nghĩa	Thành viên	nghiachoppp23@gmail.com
13	Vũ Hùng Mạnh	Thành viên	teixeira25@gmail.com
14	Nguyễn Hoàng Khánh Linh	Thành viên	nguyenhoangkhanhlinh1010@gmail.com
15	Lê Hải Hà	Thành viên	halee11@gmail.com

NỘI QUY BAN TRUYỀN THÔNG		VI PHẠM	
STT	Nội dung	Lần	Mức phạt
1	Không nghỉ họp BTC quá 1 buổi & họp Ban quá 2 buổi/ THÁNG (Nếu nghỉ phải có lí do chính đáng)	1	Nhắc nhở, cảnh cáo lần 1
2	Không đi họp muộn quá 5 phút (Nếu nghỉ phải có lí do chính đáng)	2	Nhắc nhở, cảnh cáo lần 2
3	Nghiêm túc trong công việc, hoàn thành đúng hạn.	3	OUT BTC
4	Không chia sẻ thông tin BTC ra bên ngoài.		
5	Khi được nhận xét về post truyền thông, phải có phản hồi! Tiếp thu và sửa đổi		

Action plan:

- **Opening letter:** The company uses common channels to post about the "Empowered Beauty - Tự hào phải đẹp" event and sends it to employees or leaders, so employees can respond and give feedback directly.



CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM

Độc lập - Tự do - Hạnh phúc

Hà Nội, ngày 14 tháng 2 năm 2023

THƯ NGỎ

Kính gửi Quý khách hàng,

EVA JSC xin gửi tới mọi người lời chào trân trọng và mong muốn rằng Quý khách hàng đang có một ngày tốt lành. Nhân dịp kỷ niệm Ngày Quốc tế Phụ nữ 8/3, EVA JSC xin gửi lời tri ân sâu sắc tới Quý khách hàng.

Chúng tôi trân trọng mời Quý khách hàng đến tham dự sự kiện đặc biệt của chúng tôi tại khách sạn Meliá Hà Nội. Đây là cơ hội tuyệt vời để chúng ta có thể gặp gỡ, trao đổi kinh nghiệm và cùng nhau tận hưởng một buổi tiệc đầy ý nghĩa.

Thông tin về sự kiện:

- Thời gian: Từ 17h50 đến 20h30, ngày 8/3/2023.
- Địa điểm: Khách sạn Meliá Hà Nội, số 44B Lý Thường Kiệt, Hoàn Kiếm, Hà Nội.

Chúng tôi sẽ có nhiều hoạt động thú vị và quà tặng đặc biệt dành cho Quý khách hàng trong ngày đặc biệt này. Kính mong Quý khách hàng đến tham dự và chung vui với EVA JSC, nếu Quý khách có thắc mắc hãy liên hệ với EVA JSC qua số điện thoại : 0878500451, email : evajsccompany@gmail.com.

Một lần nữa, chúng tôi xin chân thành cảm ơn Quý khách hàng đã luôn đồng hành và tin tưởng sử dụng sản phẩm của chúng tôi. Chúng tôi mong được gặp gỡ và chào đón Quý khách tại sự kiện 8/3.

Trân trọng,

EVA JSC

- Use bulletin boards, information walls to introduce new products to employees and help them update information about new products while moving around the company.
- Email is a common communication channel, using a newsletter to send to employees.
- Media:
 - Set up standees, posters in halls, elevators, public areas within EVA :
 - + Send emails to employees to encourage participation in the campaign.
 - + Use the internal website to update information about the project weekly.
 - + Officials and managers have the task of disseminating information about the campaign to each subordinate level.

TRUYỀN THÔNG OFFLINE			
STT	Phương thức truyền thông	Cách thức triển khai	Địa điểm
1	Backdrop	Đề ở hội trường lớn	Khách sạn Melia
2	Poster sự kiện	Dán ở tòa nhà văn phòng công ty, khách sạn,...	Tòa nhà văn phòng, Sảnh khách sạn Melia và các cây xanh xung quanh khách sạn
3	Standee	Dựng tại khu check-in, sảnh các tòa nhà và khách sạn Melia	Tòa nhà văn phòng công ty và khách sạn
4	Đặt bàn truyền thông	Truyền thông offline tại sảnh khách sạn Melia	Khách sạn Melia
5	Sau sự kiện	Tạo video highlight về sự kiện	Nội bộ các phòng, sảnh, các điểm trưng bày hay bán hàng của EVA
		Áp phích để giới thiệu về sự kiện và những hoạt động đã diễn ra trong sự kiện	Tòa nhà văn phòng công ty EVA

3. EXTERNAL COMMUNICATIONS

Eva4ce's Zalo and Website will share key information about the event before and after the event through news posts. In addition, customers can interact directly with EVA JSC through these channels.

- Invitation email to attend the event:



- Press release:

THÔNG CÁO BÁO CHÍ

RA MẮT NỀN TẢNG TRUYỀN THÔNG

Hà Nội, ngày 14 tháng 2 năm 2023

Ngày 8/3/2023, công ty EVA JSC tổ chức sự kiện tri ân khách hàng đồng thời ra mắt ba nền tảng truyền thông mới của công ty: Zalo, TikTok và Website chính thức, được diễn ra tại khách sạn Meliá Hà Nội cùng với khách mời là báo chí, đối tác và khách hàng.


Với tầm nhìn vươn xa và cam kết cung cấp cho khách hàng những sản phẩm chất lượng, EVA JSC đã không ngừng nỗ lực phát triển và cải tiến các kênh tiếp thị để đáp ứng nhu cầu ngày càng cao của thị trường. Với sự xuất hiện của Zalo, TikTok và Website chính thức, EVA JSC hy vọng sẽ tạo ra sự khác biệt trong cách tiếp cận khách hàng và nâng cao sự hiểu biết về các sản phẩm của công ty.


Trên Zalo và TikTok, EVA JSC sẽ chia sẻ những thông tin hữu ích về các sản phẩm của công ty, cập nhật các chương trình khuyến mãi hấp dẫn và đưa ra những lời khuyên sức khỏe bổ ích cho cộng đồng. Bên cạnh đó, khách hàng cũng có thể tương tác trực tiếp với EVA JSC qua các kênh này.

Sự ra mắt của ba nền tảng truyền thông mới này, EVA JSC hy vọng sẽ tiếp cận được nhiều khách hàng tiềm năng và mở rộng thị trường phân phối của mình. Chúng tôi luôn cam kết cung cấp cho khách hàng những sản phẩm chất lượng và chăm sóc khách hàng tốt nhất.

Nếu còn thắc mắc về thông tin hay có câu hỏi về sự kiện, khách hàng có thể liên hệ trực tiếp để nhận tư vấn qua :

 evajsccompany@gmail.com

 0878500451

 eva4ce.com

4. MEETING MINUTES:

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM

Độc lập - Tự do - Hạnh phúc

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Hà Nội, Ngày 22 tháng 02 năm 2023

BIÊN BẢN HỌP CÔNG TY

(V/v: thông báo về sự kiện Empowered Beauty ngày 08/03/2023)

Hôm nay, lúc 10:30, ngày 22/02/2023

Tại văn phòng Công ty Eva JSC

Diễn ra cuộc họp với các nội dung sau: Thông báo về buổi tổ chức sự kiện "Empowered Beauty – Tự hào phái đẹp" diễn ra ngày 08/03/2023 và phân công các hạng mục công việc cần làm

I. Thành phần tham dự gồm:

Bà: Ms. Hương - Đại diện ban giám đốc công ty Eva JSC

Bà: Trần Thanh Vân – Thư ký cuộc họp

Và đại diện các phòng ban của công ty Eva JSC

II. Nội dung cuộc họp:

1. Thông báo về buổi tổ chức sự kiện "Empowered Beauty – Tự hào phái đẹp" diễn ra ngày 08/02/2023 với những nội dung như sau:
 - Tri ân khách hàng hằng năm kết hợp chúc mừng ngày 8/3 "quốc tế phụ nữ".
 - Giới thiệu 3 nền tảng mới gồm: Website, Zalo, Tik Tok với mục đích marketing, tăng độ nhận diện thương hiệu, tạo điều kiện cho khách hàng có cơ hội tìm hiểu thêm về cách chăm sóc vẻ đẹp từ ngoại hình từ bên ngoài tới bên trong. Đồng thời định hướng phong cách và lối sống lành mạnh cho khách hàng.
 - Truyền tải giá trị tích cực và thông điệp ý nghĩa tới mọi người.
 - Thời gian bắt đầu sự kiện: 17:30, ngày 08/03/2023
 - Địa điểm: Khách sạn Melia, Lý Thường Kiệt, Hà Nội.
2. Phân công công việc theo kế hoạch (phụ lục kèm theo)

Cuộc họp kết thúc lúc: 11:30, ngày 22/02/2023

Thư ký cuộc họp

Vân

Trần Thanh Vân

Chủ trì cuộc họp

Hương

Đã ký

IV. BUDGET PROJECTION:

Budget planning		
Items	Unit	Price
Website total cost	VND	10.500.000 đ
TikTok total cost	VND	8.000.000 đ
Event total cost	VND	380.570.000 đ
Zalo total cost,	VND	5.650.000 đ
Incidental expenses	VND	10.000.000 đ
Total expenses	VND	414.720.000 đ

V. RISK MANAGEMENT

No	RISK	Risk reduction/avoidance	Emergency solutions
1	Low engagement	Run ads	Encourage friends to engage and share
2	Provide misleading information	Carefully research and edit information	Delete posts, make corrections
3	Copyright infringement	Avoid using copyrighted content. Provide copyright attribution	Delete posts
4	Audience misunderstanding the intended message	Explain through responding to comments	Contact directly to clarify through customer service channels.

SECTION 4: PROJECT IMPLEMENTATION

A**OVERVIEW**

Overview of the
communicaton campaign

B**ACTION PLAN**

Steps to do for the
campaign

C**CAMPAIGN
DEPLOYMENT**

The process of realizing
the proposed
communication campaign

A. OVERVIEW

PROJECT CHARTER					
Project Name	BUILD WEBSITE AND SOCIAL MEDIA CHANNELS FOR EVA JSC			Project Manager and Execution	FPT University Student Team
Project Initiation	20/02/2023	Project Closure	25/04/2023	Project Owner	EVA JSC
Project Scope			Product		
Location: Vietnam Time: January 2023 to April 2023 Content: Natural and Healthy Healthcare			Website Tik Tok Channel Zalo Channel		
Risks and Issues			Communication		
<ul style="list-style-type: none">- Health of team members not ensured during project participation- Team members have limited time due to studying and working simultaneously- Building a new channel in a short time frame may not reach many customers			<ul style="list-style-type: none">- EVA Company Director- Team members meet regularly from 8:30 am to 11:00 am daily (except Saturdays) online (Google Meet).		
Finance					
The budget to complete this project is 414,720,000 VND.					
Important schedule					
Milestones				Project end date	Actual end date
Launching the "EVA4CE" website				25/4/2023	26/3/2023
Developing Zalo channel				25/4/2023	27/3/2023
Building TikTok channel for EVA				25/4/2023	21/4/2023
Project Team			Approval/Evaluation		
Project Manager	Trần Thanh Vân		Media department	Ms. Trang	
Participating members	<ul style="list-style-type: none">- Cao Thiện Thái- Hoàng Đức Thành- Nguyễn Hoàng Việt		Board of Directors.	Ms. Hương	

I. GOALS

- To research the market and target customers of "EVA JSC", including customer characteristics, needs, desires, and behaviors. Based on the information gathered, determine an appropriate strategy to attract customer interest.
- Provide unique values, ensure product and service quality, and make a clear commitment to customers.
- Use logo, colors, marketing materials, and customer experience to create a consistent brand image and increase brand recognition.
- Create interactive activities such as promotional programs, advertising, and events to attract customer attention. At the same time, meet customer needs and collect customer feedback to improve product and service quality.
- Use effective measurement tools to evaluate the results of marketing activities and adjust strategies if necessary.
- Develop relationships with partners, potential customers, and related organizations to expand the market and increase sales.

II. OBJECTIVES

- Building a new social platform to serve for PR, marketing, and customer care purposes: Website, TikTok, Zalo.
- Some measurable objectives of the project to increase brand awareness through 3 platforms, Website, TikTok, and Zalo, may include:
 - Increase website traffic by 20%: Measured by Google Analytics.
Specifically:
 - + SEO: display on the first page of Google search engine.
 - + Minimum number of posts: 20 posts.
 - + Total views: 500 views.
 - Increase followers on TikTok: Measured by the number of followers, engagement (likes, comments, shares), and average views for posted videos.
Specifically:
 - + Minimum number of videos: 20 videos.
 - + Number of followers: 1000 followers.
 - + Total number of likes: 1000 likes.
 - + Total views: 5000 views.
 - Increase user base and interaction on Zalo Official Account: This objective can be measured by the number of interactions (inbox, reply, like) with customers.
Specifically:
 - + Minimum number of posts: 20 posts.
 - + Total views: 1000 views.
 - + Total shares: 100 shares.
- Support the organization of annual customer appreciation events combined with International Women's Day on March 8th of the company in the communication stage including: designing backdrops, standees... Promoting Website and social platforms Zalo, TikTok.

III. BENEFITS

The company has a website and various media channels with high interaction and stable traffic, along with positive feedback about the company. The products and company are widely recognized for use in future marketing and product consumption. After the project, the team of experienced staff has practical knowledge and resources in the field of communication.

IV. ESTIMATED KPIS

• Website

STT	Content	Unit
1	Number of Posts	At least 20 posts
2	SEO	Appear on the first page of Google search results
3	Total Views	500 views

• Zalo:

	Content	Unit
1	Number of posts	Minimum of 20 posts
2	Total views	1000 views
3	Total views	100 shares

• TikTok

	Content	Unit
1	Number of videos	Minimum of 20 videos
2	Number of channel followers	1000 followers
3	Total number of video likes	1000 likes
4	Total number of video views	5000 views

• Event

	Content	Unit
1	Number of attendees	Maximum of 120 people
2	Social media engagement	10% increase in interaction rate on Website, Zalo, TikTok
3	Customer feedback	Receive positive feedback

B. ACTION PLAN

I. OVERVIEW OF CAMPAIGN ACTIVITIES

Goal	Action steps	Person in charge	Start date	Deadline
Increase brand awareness for EVA	Redesign the brand identity	Cao Thiện Thái	20/2/2023	27/2/2023
	Redesign product packaging	Cao Thiện Thái	20/2/2023	27/2/2023
	Run campaigns on Tiktok	Trần Thanh Vân	6/3/2023	21/4/2023
	Run campaigns on Zalo	Hoàng Đức Thành	1/3/2023	27/3/2023
	Build a website	Nguyễn Hoàng Việt	22/2/2023	26/3/2023
	Organize a customer appreciation event on March 8th and announce the company's new media platforms.	Team	22/2/2023	8/3/2023
Resources	Google analysis	Team		
	Tik Tok analytics			
	Google keyword planner			
	Email marketing			
Expected outcomes	Content is well-received by the public with positive interactions			
	Platforms have attractive, user-friendly interfaces			
	Content is abundant, complete, and trustworthy			
	Establish a community to connect with users and increase trust for EVA.			

Goal 1	Action steps	Person in charge	Start date	Deadline
Increase EVA's website traffic by 20%	Produce and upload content in the form of informative articles	Hoàng Việt	22/2/2023	26/3/2023
	The articles are carefully edited, easy to read, concise and related to human health.	Hoàng Việt	22/2/2023	26/3/2023
	The design interface is professional, attractive, and aesthetically pleasing with the main color tone similar to the company's brand identity with a modern style and following the latest market trends.	Hoàng Việt	22/2/2023	26/3/2023
Resources	Adobe Photoshop	Thiện Thái	22/2/2023	26/3/2023
	Google AdWords	Thiện Thái	22/2/2023	26/3/2023
	Microsoft Word Google Docs	Hoàng Việt Đức Thành	22/2/2023	26/3/2023
Expected outcomes	The website interface is eye-catching, user-friendly, and convenient. The content is rich, complete, and trustworthy.			
	Increase Google search traffic for keywords related to EVA's products by 20%			
	At least 20 articles.			

Goal 2	Action steps	Person in charge	Start date	Deadline
Enhance customer trust and support in addressing inquiries	Produce and upload content in the form of informative articles	Đức Thành	1/3/2023	27/3/2023
	Articles are carefully edited, easy to read, concise, and related to human health.	Đức Thành	1/3/2023	27/3/2023
	Build a profile as a prerequisite for using Zalo as a customer care channel in the future	Đức Thành	1/3/2023	27/3/2023
Resources	Microsoft Word Google Docs	Đức Thành	1/3/2023	27/3/2023
	Zalo Ads	Đức Thành	1/3/2023	27/3/2023
Expected outcomes	Create a loyal customer network and sign up to receive the latest information on products or services, promotional programs, and offers			
	Minimum of 20 articles			
	Minimum of 10 likes per article.			

Goal 3	Action steps	Person in charge	Start date	Deadline
Increasing activity on the social media platform TikTok	Producing and uploading content about healthy, simple-to-make food	Thanh Vân	6/3/2023	21/4/2023
	Producing and uploading content about easy-to-do exercises at home that improve health and physique	Thanh Vân	6/3/2023	21/4/2023
	Producing and uploading content in the form of motivational videos aimed at living a healthier lifestyle	Thanh Vân	6/3/2023	21/4/2023
Resources	Camera	Hoàng Việt	6/3/2023	21/4/2023
	Tik tok Ads	Thanh Vân	6/3/2023	21/4/2023
	Adobe Premiere Pro	Thanh Vân	6/3/2023	21/4/2023
		Thanh Vân	6/3/2023	21/4/2023
Expected outcomes	Creating a connection between EVA and customers and attracting new audiences			
	Content that is well received by the public and receives positive interactions			
	Minimum of 20 videos			
	1000 channel follows			
	1000 likes			

Goal 4	Action steps	Person in charge	Start date	Deadline
Customer appreciation event on International Women's Day and announcement of new company communication platforms	Designing backdrops, standees, newsletters, press releases, and email invitations for the event.	Thiện Thái	22/2/2023	1/3/2023
	Posting pre and post-event PR articles on Zalo and the website.	Hoàng Việt	6/3/2023	10/3/2023
Resources	Adobe Photoshop	Thiện Thái	20/2/2023	1/3/2023
	Backstage	Thanh Vân Đức Thành	20/2/2023	10/3/2023
	Microsoft Word Google Docs	Hoàng Việt	20/2/2023	10/3/2023
Expected outcomes	Posting pre and post-event PR articles on Zalo and the website.			
	Ensuring all guests receive sufficient information			
	Increasing awareness of EVA within the community.			

II. TIMELINE

1. PROJECT TIMELINE

Thứ 2	Thứ 3	Thứ 4	Thứ 5	Thứ 6	Thứ 7	Chủ Nhật
20/02/2023	21/02/2023	22/02/2023	23/02/2023	24/02/2023	25/02/2023	26/02/2023
		Web 0: Trước sự kiện tri ân khách hàng - 8/3 Design logo(BNDTH)				
27/02/2023	28/02/2023	01/03/2023	02/03/2023	03/03/2023	04/03/2023	05/03/2023
	Web 1: Yến mạch ngâm qua đêm – Overnight Oat	Zalo 1: Yến mạch ngâm qua đêm – Overnight Oat	Web 2: Mỗi ngày 1 ly sinh tố dâu tây giúp khỏe đẹp	Web 4: Nước detox là gì? Lợi ích không ngờ của nước detox	Zalo 2: Mỗi ngày 1 ly sinh tố dâu tây giúp khỏe đẹp	Zalo 3: Lợi ích của thể thao với sức khỏe thể chất và tinh thần
			Web 3: Lợi ích của thể thao với sức khỏe thể chất và tinh thần	Web 5: 5 lợi ích 'vàng' khi ăn chuối		Zalo 4: Nước detox là gì? Lợi ích không ngờ của nước detox
06/03/2023	07/03/2023	08/03/2023	09/03/2023	10/03/2023	11/03/2023	12/03/2023
Tiktok 1: Top 3 động tác đơn giản cải thiện vóc dáng	Zalo 5: 5 lợi ích 'vàng' khi ăn chuối	Tiktok 2: Công thức Detox vừa healthy vừa dễ làm tại nhà	Web 7: Cách tính giờ ngủ chuẩn để duy trì sức khỏe và sự tỉnh táo	Web 8: Vì sao bạn cần rửa tay sạch	Tiktok 3: Top 3 động tác đơn giản cải thiện vóc dáng(p2)	Zalo 8: Vì sao bạn cần rửa tay sạch
Web 6: Tính lượng calo trong thức ăn: Điều cơ bản nhất để giảm cân thành công!	Zalo 6: Tính lượng calo trong thức ăn: Điều cơ bản nhất để giảm cân thành công!		Zalo 7: Cách tính giờ ngủ chuẩn để duy trì sức khỏe và sự tỉnh táo		Web 9: Cần sa nguy hiểm như thế nào?	Web 10: Sau sự kiện tri ân khách hàng - 8/3
13/03/2023	14/03/2023	15/03/2023	16/03/2023	17/03/2023	18/03/2023	19/03/2023
Zalo 9: Cần sa nguy hiểm như thế nào?	Tiktok 4: Công thức Detox vừa healthy vừa dễ làm tại nhà(p2)	Web 13: Đọc sách trước khi ngủ và lợi ích không ngờ	Zalo 11: Bệnh "vấn phòng" nguy hiểm ra sao?	Tiktok 5: Công thức yến mạch ăn sáng	Tiktok6: Top 3 động tác đơn giản tại nhà	Tiktok7
Web 11: Bệnh "vấn phòng" nguy hiểm ra sao?	Web 12: Top 10 căn bệnh nguy hiểm khi bị muỗi đốt	Web 14: Cần uống bao nhiêu nước một ngày là đủ cho cơ thể	Zalo 12: Top 10 căn bệnh nguy hiểm khi bị muỗi đốt	Zalo 13: Đọc sách trước khi ngủ và lợi ích không ngờ	Zalo 14: Cần uống bao nhiêu nước một ngày là đủ cho cơ thể	Web 15: Những tác hại 'kinh hoàng' đối với sức khỏe khi bỏ bữa sáng
20/03/2023	21/03/2023	22/03/2023	23/03/2023	24/03/2023	25/03/2023	26/03/2023
Zalo 15: Những tác hại 'kinh hoàng' đối với sức khỏe khi bỏ bữa sáng	Tiktok7: Bữa sáng yến mạch chỉ 5 phút	Tiktok 8: Sinh tố dâu tây giải nhiệt mùa hè	Tiktok 10: Detox healthy (Táo - Chanh vàng - Cam)	Web 17: Lợi ích bất ngờ khi uống chanh mật ong vào mỗi sáng	Zalo 17: Lợi ích bất ngờ khi uống chanh mật ong vào mỗi sáng	Web 19: Khởi động trong tập thể thao quan trọng như thế nào ?
Web 16: Nhìn ăn để giảm cân, có nên hay không ?	Zalo 16: Nhìn ăn để giảm cân, có nên hay không ?	Tiktok 9: Nghỉ ngơi sau tập luyện như thế nào ?		Web 18: Nếu bạn muốn giảm cân , đừng bỏ qua 7 loại đồ uống này	Zalo 18: Nếu bạn muốn giảm cân , đừng bỏ qua 7 loại đồ uống này	Web 20: Chuột rút về đêm: Con ác mộng của mọi lứa tuổi !
27/03/2023	28/03/2023	29/03/2023	30/03/2023	31/03/2023	01/04/2023	02/04/2023
Zalo 19: Khởi động trong tập thể thao quan trọng như thế nào ?	Tiktok 11: Pancake yến mạch					
Zalo 20: Chuột rút về đêm: Con ác mộng của mọi lứa tuổi !						
03/04/2023	04/04/2023	05/04/2023	06/04/2023	07/04/2023	08/04/2023	09/04/2023
Tiktok 12: Top 3 động tác đơn giản cải thiện vóc dáng	Tiktok 13: Yến mạch dẻo cacao	Tiktok 14: 3 Bài tập đơn giản tại nhà, cải thiện vóc dáng (NỮ)p1				Tiktok 15: Cháo yến mạch ức gà
10/04/2023	11/04/2023	12/04/2023	13/04/2023	14/04/2023	15/04/2023	16/04/2023
		Web 21: Cách tăng testosterone tự nhiên	Zalo 20: Cách tăng testosterone tự nhiên			
17/04/2023	18/04/2023	19/04/2023	20/04/2023	21/04/2023	22/04/2023	23/04/2023
			Tiktok 18: Bài tập đơn giản tại nhà, cải thiện vóc dáng (NỮ)p2	Tiktok 21: Cacao tiramisu yến mạch		
		Tiktok 16: 3 Bài tập đơn giản tại nhà cải thiện vóc dáng (NAM)	Tiktok 19: Matcha tiramisu yến mạch	Tiktok 22: Yến mạch dừa sữa chua		
		Tiktok 17: Yến mạch xuyên màn đêm	Tiktok 20: Bài tập đơn giản tại nhà, cải thiện vóc dáng (NỮ)p3	Tiktok 22: Yến mạch dừa sữa chua		
24/04/2023	25/04/2023	26/04/2023	27/04/2023	28/04/2023	29/04/2023	30/04/2023
		Nộp production book				

2. EVENT TIMELINE

	2/1	3/1	4/1	5/1	6/1	7/1	8/1
Tháng 1	Mở đơn tuyển BTC WE NEED YOU	Tiêu chí và nhiệm vụ BTC					Đóng đơn tuyển BTC WE ARE CLOSED
	9/1	10/1	11/1	12/1	13/1	14/1	15/1
	CHECK YOUR MAIL	Phỏng vấn BTC 1	Phỏng vấn BTC 2				Thông báo kết quả tuyển BTC
	16/1	17/1	18/1	19/1	20/1	21/1	22/1
	LÊN Ý TƯỞNG, CONCEPT						
Tháng 2	8/2	9/2	10/2	11/2	12/2	13/2	14/2
	Lên danh sách khách mời	Chuẩn bị email MKT		Liên hệ khách sạn "MELIA" nơi tổ chức sự kiện			Gửi email, giấy mời tham dự sự kiện
	15/2	16/2	17/2	18/2	19/2	20/2	21/2
	Chuẩn bị quà tặng và giải thưởng	Chuẩn bị quà tặng và giải thưởng	Chuẩn bị quà tặng và giải thưởng	Chuẩn bị quà tặng và giải thưởng	Chuẩn bị quà tặng và giải thưởng		Chuẩn bị các tài liệu hướng dẫn và đưa ra các chỉ dẫn rõ ràng để giúp khách hàng điều hướng trong sự kiện.
	22/2	23/2	24/2	25/2	26/2	27/2	28/2
	Bài viết trên website: Trước sự kiện						
Tháng 3	1/3	2/3	3/3	4/3	5/3	6/3	7/3
	8/3/2023	9/3/2023	10/3/2023	11/3/2023	12/3/2023	13/3/2023	14/3/2023
	Sự kiện "Empowered Beauty - TỰ HÀO PHÁI ĐẸP"	RECAP sự kiện	Gửi email, tin nhắn hoặc thư tay để tri ân cảm ơn KH cùng NTT			Bài viết trên website: Sau sự kiện	

III. RISKS MANAGEMENT

1. PROJECT RISKS

	Risk	Solution
1	Lost footages and data due to storage device failure	Immediately back up the data to a drive or iCloud.
		Ensure that the data is stored in at least 2 locations.
2	Team members facing health issues that affect project progress	Always prioritize and maintain good health. Seek medical attention or medication immediately when symptoms appear.
		Other team members take over the work that the affected member cannot handle.
3	Equipment and props for content production are damaged.	Always handle equipment with care, use protective accessories, and perform regular maintenance.
		Borrow equipment and props while the old ones are being repaired or replaced.
4	Delayed Ads due to copyrighted audio content	Limit the use of copyrighted content.
		Note and provide attribution for any content that is necessary to use.

2. EVENT RISKS

	Risk	Solution
ONLINE Before the event		
1	Invited guests missing email	Call or send invitation letter directly to the guest's address
2	Posting content not on the program schedule	Regularly urge and remind before the deadline
3	Providing incomplete/incorrect information	Thoroughly review the information before publicizing it
4	Sharing guest program information outside	Remind members not to share information
OFFLINE		
1	Offline media check-in zone has problems	Implement a check-in plan with standees
2	Sound equipment, microphone out of battery	Check the transmission line, replace the microphone and battery
3	Late arrival of singers, dance troupe	Ask the MC to stall and interact with the guests

C. CAMPAIGN DEPLOYMENT

I. BUILDING A NEW BRAND IDENTITY

1. BRAND NAME

EVA is a brand derived from a Hebrew girl's name meaning "giver of life." It is considered a symbol of femininity and EVA's products are seen as a companion to women in maintaining health, beauty, youthfulness, and vitality.

2. LOGO



Old logo



New logo

EVA has a new logo featuring the aloe vera plant as a crown, which is also a key ingredient in EVA JSC's products. The logo is a crown with elegant lines, representing the company's original goal of promoting health and beauty for women. The dominant colors are green and yellow, representing sincerity, professionalism, and serious investment in the company's products. The logo embodies the core values of the company, which are to create trust, responsibility, and enthusiasm for the health of the Vietnamese people.

- The new logo highlights the key ingredient (aloe vera extract) of the product line that EVA JSC is targeting. The new color scheme is more in line with modern trends, "flat," appearing alongside two main tones (dark green and beige), bringing a gentle, minimalist, and luxurious feel to EVA JSC.

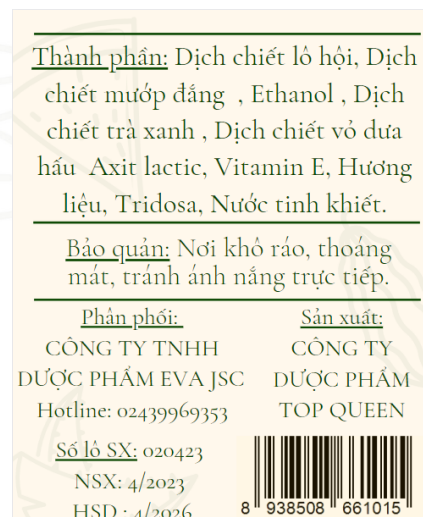
3. BRAND VOICE

Youthful, gentle, and dignified.

4. PACKAGING



Front of packaging



Back packaging



II. EVENT

1. CONTENT DETAILS

STT	Thời gian	Phần	Nội dung	Ghi chú	Quà tặng	
1	17:30	Đón khách	<ul style="list-style-type: none"> - Lễ tân đón khách tại sảnh - Hướng dẫn vào khu vực check in, nhận Thẻ Tri ân - Mời check in tại Backdrop EVA4CE - Hướng dẫn khách vào khán phòng, khu vực ngồi 	<ul style="list-style-type: none"> - Ở khu vực lối vào: 2 lễ tân đứng và chào khách hàng, hướng dẫn vào sảnh check in. - Ở khu vực check in: 4 lễ tân phụ trách: + 1 người làm thủ tục check in. + 1 người phát thẻ tri ân. + 1 người trực khu vực chụp ảnh. + 1 người hướng dẫn khách vào hội trường 	Quà tặng khách VIP và các nhà phân phối kim cương (20 người theo danh sách)	2 voucher nghỉ dưỡng tại Vinpearl Phú Quốc kèm theo bộ sản phẩm của EVA
2	18:00	Ca sĩ + Vũ đoàn	Tiết mục hát hiện đại "Là con gái phải xinh" kết hợp nhảy sôi động		Quà tặng khách mời tham gia	Bộ sản phẩm của EVA
3	18:05	Video giới thiệu về công ty EVA	Trình chiếu video			
	18:10	MC giới thiệu	<ul style="list-style-type: none"> - MC dẫn lời giới thiệu: "Xin trân trọng kính mời bà Hương - Đại diện Ban giám đốc công ty dược phẩm EVA lên sân khấu phát biểu khai mạc" 	PG hướng dẫn đại biểu lên sân khấu, chuẩn bị micro		
	18:15	Phát biểu khai mạc cùng lời chúc 8/3		Chuẩn bị slide giới thiệu nền tảng mới		
4	18:25	Giới thiệu ra mắt 3 nền tảng mới năm 2023	Tiktok, Zalo, Website			
	18:40	Vinh danh tri ân đối tác	<ul style="list-style-type: none"> - MC đọc từng hạng mục vinh danh và mời từng đối tác tương ứng lên sân khấu - MC mời đại diện công ty EVA lên trao quà tri ân 	<ul style="list-style-type: none"> - PG hướng dẫn đại biểu lên sân khấu, hướng dẫn vị trí đứng phù hợp - PG bê quà hoa tri ân 		
5	19:00	Khai tiệc	<ul style="list-style-type: none"> - MC mời các cá nhân được vinh danh nán lại sân khấu - Mời ban lãnh đạo EVA cùng lên sân khấu khai tiệc 	<ul style="list-style-type: none"> - PG chuẩn bị khay ly, champagne - Thông báo nhà hàng chuẩn bị ra đồ - Kiểm tra, đảm bảo khách mời đã có đủ đồ uống 		
	19:05	Dừng tiệc	Các khách hàng thành viên ban lãnh đạo trong khán phòng dừng tiệc	<ul style="list-style-type: none"> - Phối hợp BTC, giám sát việc ra đồ - Thông báo vũ đoàn chuẩn bị 		
	19:15	Vũ đoàn	Tiết mục nhảy hiện đại			
	19:30	Bốc thăm trúng thưởng	<ul style="list-style-type: none"> - MC giới thiệu về giải thưởng và mời 1 khách mời lên sân khấu giao lưu, mời bốc thăm - Công bố mã số trúng thưởng - Mời cá nhân trúng thưởng lên sân khấu - Mời đại diện EVA lên trao giải - Giao lưu với khách mời trúng giải 	<ul style="list-style-type: none"> - PG chuẩn bị thùng phiếu - PG bê hoa, biển tượng trưng 		
	19:50	Văn nghệ	Ban nhạc			
	20:30	Tự do giao lưu kết thúc chương trình	<ul style="list-style-type: none"> - MC mời khách mời, đại biểu lên giao lưu văn nghệ, lên chụp ảnh lưu niệm - MC thông báo các khách mời đến nhận quà lưu niệm tại bàn đón tiếp phía bên ngoài 	PG phối hợp với BTC EVA phát quà và chào tạm biệt khách hàng, đối tác		

2. STRATEGY

CHIẾN LƯỢC TRUYỀN THÔNG Empowered Beauty - TỰ HÀO PHẢI ĐẸP			
Keyword: Thay Đổi - Tự Nhiên - Khỏe Khoắn - Tích Cực - Lành Mạnh			
Giai đoạn	Trước sự kiện	Trong sự kiện	Sau sự kiện
Thời gian	8/2/2023 - 25/2/2023	8/3/2023	9/3/2023 - 25/3/2023
Mục đích	<ul style="list-style-type: none"> Tăng cường lòng trung thành của khách hàng Giới thiệu sản phẩm mới Đón chờ bước đột phá trong lần comeback Gợi nhắc, đưa lại một hành trình gây dựng và phát triển EVA 	<ul style="list-style-type: none"> Gây sự chú ý Tạo được sự quan tâm Khơi dậy được mong muốn Thúc đẩy được hành động 	<ul style="list-style-type: none"> Lan toả giá trị, quyền lợi mà công ty mang lại cho các khách hàng: nhận được nhiều thứ hơn là mất tiền và mất thời gian tham gia Ý nghĩa: "Empowered Beauty" có nghĩa là sự tôn vinh và đẩy mạnh sức mạnh của phụ nữ thông qua việc khai thác và nâng cao ngoại hình của họ. Điều này bao gồm việc trang điểm, chăm sóc da và tóc, và các phương pháp làm đẹp khác nhằm giúp cho phụ nữ tự tin hơn về bản thân và cảm thấy đầy quyền lực để đạt được thành công trong cuộc sống. Empowered Beauty không chỉ tập trung vào ngoại hình mà còn tạo ra một tinh thần tự tin và mạnh mẽ cho phụ nữ, giúp họ trở thành những người phụ nữ độc lập và thành công. Lan toả thông điệp: "Empowered Beauty - TỰ HÀO PHẢI ĐẸP"
Đối tượng	Các khách hàng lâu năm, cùng các nhà tài trợ	<ul style="list-style-type: none"> Các khách hàng lâu năm đặc biệt là phải đẹp, cùng các nhà tài trợ Ban lãnh đạo công ty EVA Toàn thể nhân viên trong công ty EVA 	<ul style="list-style-type: none"> Tăng sự tương tác trên các nền tảng mới Tạo lòng tin và sự gắn kết lâu dài với khách hàng hiện tại cũng như tiềm năng Tăng cường hình ảnh, xây dựng thương hiệu "Tự nhiên, lành mạnh"
Nội dung	<ul style="list-style-type: none"> Nhìn lại hành trình EVA 2022 Nhấn mạnh: TÁI SINH Kết hợp truyền thông miệng Email MKT 	<ul style="list-style-type: none"> Cập nhật rõ ràng thể lệ, lộ trình, của sự kiện Thu thập thông tin từ khách hàng để hiểu hơn về nhu cầu của họ và cải thiện chất lượng sản phẩm hoặc dịch vụ của EVA Booming sự kiện: cập nhật thông tin liên tục Cập nhật hình ảnh SỰ KIỆN 	<ul style="list-style-type: none"> Gửi lời cảm ơn: Cần gửi lời cảm ơn đến khách hàng, NTT đã tới tham dự sự kiện. Gửi email, tin nhắn hoặc thư tay để tri ân khách hàng. Xem xét phản hồi từ khách hàng để cải thiện cho các sự kiện tiếp theo. Trả video recap sự kiện sau 1 ngày Đăng bài cảm ơn NTT cùng các KH tham gia sự kiện

3. MEDIA CHANNELS

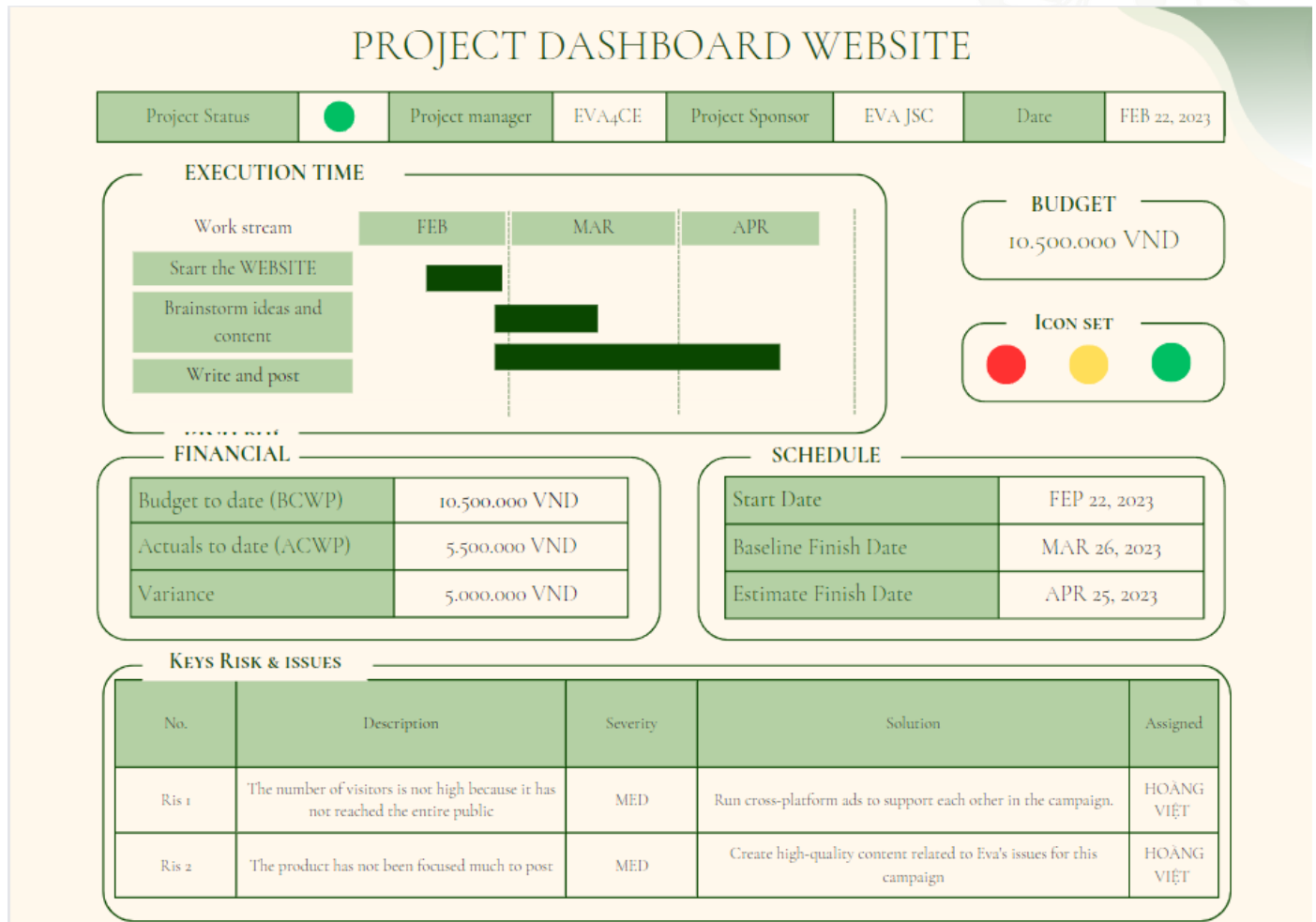
KÊNH TRUYỀN THÔNG				
TRUYỀN THÔNG ONLINE				
	STT	Kênh	Link	Độ phủ
Kênh thông tin mạng xã hội	1	Meliá Hanoi	https://www.facebook.com/melia.hanoihotel	28k follows
	2	Zalo	https://zalo.me/0878500451	
	3	Gửi Newsletter cho khách mời		
Trang tin tức	1	Website EVA4CE	https://eva4ce.com/	
TRUYỀN THÔNG OFFLINE				
	STT	Nội dung triển khai		
Hình thức	1	In ấn và treo, dán, phát ấn phẩm tại các địa điểm gần công ty và khách sạn Ấn phẩm bao gồm: poster, standee, ...		
Đặt bàn truyền thông	2	Giới thiệu về chương trình, check in nhận quà		

4. EVENT COSTS

STT	HẠNG MỤC	ĐƠN VỊ	ĐƠN GIÁ	SỐ LƯỢNG	Tổng tiền	Ghi chú
1	Thẻ BTC	Chiếc	10.000 đ	20	200.000 đ	
2	Dây Thẻ BTC	Chiếc	10.000 đ	20	200.000 đ	
3	Standee	Tấm	80.000 đ	4	320.000 đ	Đặt ở các vị trí (Sảnh khách sạn, hội trường, toàn nhà văn phòng)
4	Ảnh thẻ BTC	Chiếc	5.000 đ	20	100.000 đ	
5	Backdrop	Tấm	600.000 đ	2	1.200.000 đ	
6	Sổ tay in hình	Quyển	30.000 đ	20	600.000 đ	
7	Stickers	Gói	15.000 đ	20	300.000 đ	
TỔNG					2.920.000 đ	
Chi phí quà tặng						
STT	Phần thưởng	Đơn vị	Đơn giá	Số lượng	Tổng tiền	Ghi chú
1	Móc khóa	Chiếc	20.000 đ	15	300.000 đ	
2	Quạt nhựa cầm tay	Chiếc	10.000 đ	10	100.000 đ	
3	Bút bi in hình	100 cái/ lô	300.000 đ	1	300.000 đ	
4	Sổ tay in hình	Quyển	15.000 đ	20	300.000 đ	
5	Sticker EVA	10 miếng/gói	10.000 đ	5	50.000 đ	
6	Bộ sản phẩm Eva	Bộ	2.500.000 đ	50	125.000.000 đ	
7	Voucher nghỉ dưỡng tại Vinpearl Phú Quốc	Voucher	4.240.000 đ	40	169.600.000 đ	
TỔNG					295.650.000 đ	
Chi phí tổ chức						
STT	Nội dung	Đơn vị	Đơn giá	Số lượng	Tổng tiền	Ghi chú
1	Địa điểm tổ chức - Meliá Lý Thường Kiệt, Hà Nội	Phòng Ballroom	40.000.000 đ	1	40.000.000 đ	Đã có hệ thống âm thanh, ánh sáng
2	Ca sĩ - vũ đoàn	Đơn vị	10.000.000 đ	1	10.000.000 đ	1 vũ đoàn + 1 ca sĩ
3	Tiệc	Bàn	6.000.000 đ	15	30.000.000 đ	Chốt thực đơn trước 7 ngày
4	MC	Người	2.000.000 đ	1	2.000.000 đ	
TỔNG					82.000.000 đ	
TỔNG CỘNG CHI PHÍ CHO SỰ KIỆN					380.570.000 đ	

III. BUILDING WEBSITE, ZALO, TIK TOK CHANNELS

1. WEBSITE



1.1. OBJECTIVES

- Public access to and awareness of the website.
- Creating brand awareness.

1.2. AUDIENCE

- The target audience of this project are individuals who are interested in skincare and overall health, both internally and externally. This can include both men and women of all ages.
- These individuals are seeking to verify the credibility and quality of Eva JSC and are interested in the company's products.

1.3. SCOPE

This project will be implemented through the publication of articles on Eva JSC's official website. The articles will focus on health and wellness, promoting a healthy lifestyle. The scope of the project includes:

	Content	Scope
1	Content production	Minimum of 20 articles
2	Quantity	500-2000 words
3	Upload time for articles	22/02/2023 - 26/03/2023

1.4. MESSAGE

The main message is "NATURAL HEALTH AND BEAUTY". Introduce an overview of Eva JSC and establish the professionalism and credibility of Eva JSC to the community. This can be accomplished through the website interface, sharing knowledge about health and providing complete and accurate information from Eva JSC.

1.5. CONTENT PLAN

Big idea	<ul style="list-style-type: none"> • Sharing knowledge articles: The articles will provide useful information on topics related to health and a healthy lifestyle. These articles aim to build a positive image for Eva, showing their concern for the health and well-being of consumers. Additionally, these articles will help maintain the website's relevance over time. • Eva JSC products distribution: Products currently distributed by Eva will be featured in the "products" section, allowing users to become familiar with Eva's products and make future purchases. Furthermore, featuring products on Eva's website will enhance the company's professional image, providing detailed information and increasing brand credibility. 	
Criteria	Articles sharing knowledge about beauty care	Articles sharing knowledge about health care
Quantity	500-2000 words	500-2000 words
Style	The articles will have a natural and approachable style, creating a sense of familiarity between Eva and the readers. This will make it easier for the message to resonate with the readers.	Formal and serious writing style will be used to show the company's serious attitude towards health and the quality of life.
Editing	<ul style="list-style-type: none"> • The article should focus on content related to beauty care. • The language used should be natural and simple, creating a friendly tone. • The editor needs to check and correct any spelling and grammar errors that exist in the article to make it more complete. • The article should be accompanied by illustrative images to help readers visualize the message being conveyed and make it less boring to read. • Headings should be bolded and use a larger font size to create a clear and scientific structure for the article, making it easy for readers to understand and follow. 	<ul style="list-style-type: none"> • The article should focus on content related to health care. • The language used should be serious, formal, and scientific. • The information provided must be accurate and trustworthy. This requires the editor to carefully sift through the content to avoid misinformation. • The editor needs to check and correct any spelling and grammar errors that exist in the article to make it more complete. • The article should be accompanied by illustrative images to help readers visualize the message being conveyed and make it less boring to read. • Headings should be bolded and use a larger font size to create a clear and scientific structure for the article, making it easy for readers to understand and follow. • Before publishing the article, it is necessary to double-check the information to ensure accuracy and avoid confusion or mistakes.

1.6. PROMOTION FOR CHANNEL

- SEO optimization.
- Online advertising: Google AdWords.

1.7. ENGAGEMENT WITH AUDIENCE

- Website traffic.
- Article and product views.

1.8. COST

	Job description	Time	Unit price	Total amount
1	Construction fee	25 days	200.000	5.000.000
2	Domain registration	1 day	500.000	500.000
3	Content production	25 days	0	0
Total: 5.500.000 VND				

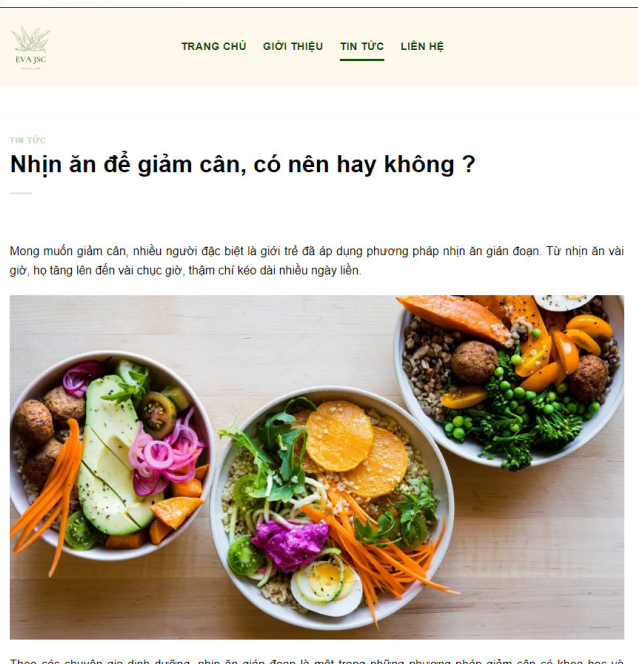
1.9. MEASUREMENT

- Measurement tool available on the website.

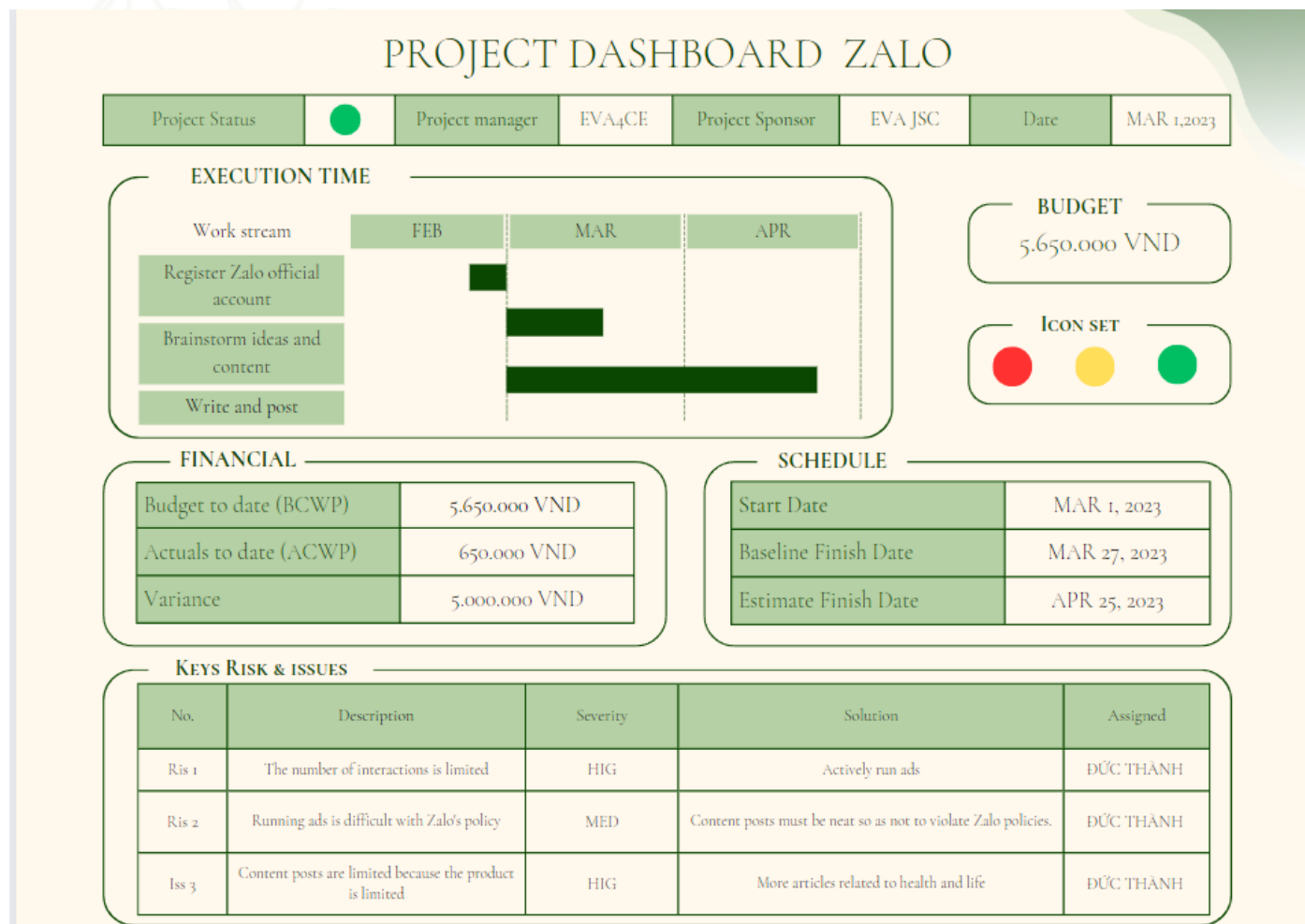
Content on beauty:



Content about healthcare:



2. ZALO



2.1. OBJECTIVES

- Increase customer reach
- Create brand awareness
- Introduce EVA's products
- Enhance customer experience
- Build relationships with customers

2.3. AUDIENCE

- People interested in health and looking for high-quality pharmaceutical products to improve their health.
- People looking for information on pharmaceutical products and the EVA pharmaceutical company for reference and purchasing decisions.
- People who need to buy EVA's pharmaceutical products and are looking for convenient and safe channels to purchase.
- Business partners and suppliers in the pharmaceutical industry who are interested in EVA's products and activities.

2.2. SCOPE

This project will be implemented by posting articles on EVA JSC's official Zalo account. The articles will focus on health care content for a healthy lifestyle, similar to the content on the website but will be shorter and include links to the website. The scope includes:

STT	Content	Scope
1	Content production	Minimum of 20 articles
2	Quantity	500-2000 words
3	Upload time for articles	1/3/2023 - 27/3/2023

2.4. MESSAGE

- Product quality: EVA prioritizes product quality and guarantees to provide high-quality pharmaceutical products to customers.
- Product effectiveness: EVA guarantees to offer effective and safe pharmaceutical products to improve customers' health and quality of life.
- Professionalism: EVA is a professional company in manufacturing and distributing pharmaceutical products, with a reliable team of expertise and experience.
- Sense of responsibility: EVA is committed to ensuring the safety and quality of pharmaceutical products while being responsible for customers' health and life.
- Good customer service: EVA is committed to providing good customer service, always ready to support and answer any inquiries from customers.

2.5. CONTENT PLAN

Big idea	<ul style="list-style-type: none"> • Posting informative articles: The main content will be useful knowledge on topics related to health and life. Posting informative articles on Zalo will make readers feel that EVA JSC is a close friend who always accompanies and helps customers improve their quality of life. • Updating the latest promotion programs and events of EVA JSC for customers. • Introducing EVA JSC's distributed products. 	
Criteria	Articles sharing knowledge about beauty and health care	Articles introducing EVA's products and events.
Quantity	500-2000 words	300-1000 words
Style	The writing style should be natural and friendly, aiming to make EVA become a close friend of the readers, and helping the message easily penetrate their minds.	The tone should be serious and formal, demonstrating the company's professionalism and seriousness.
Editing	<ul style="list-style-type: none"> • The article should focus on conveying the main content of the issue by using simple and natural language that is approachable. • To make the article more complete, the editor needs to check and correct any spelling and grammar errors that still exist in the article. • Using illustrative images in the article helps readers to visualize the message that the article wants to convey and also makes the article more attractive and less boring to read. • Using bold headings and a larger font size helps create a clear and scientific structure for the article, making it easy for readers to understand and follow the content. 	<ul style="list-style-type: none"> • The content should be expressed in a serious, formal, and scientific manner. • To ensure the accuracy and reliability of the information provided, the editor needs to be careful in filtering the content to avoid any unnecessary misinformation. • To create a more complete article, the editor should check and correct any remaining spelling and grammar errors in the text. • The use of illustrative images in the article helps readers to easily visualize the message being conveyed, while also reducing boredom when reading the article. • The use of bold headings and a larger font size helps to build a clear and scientific structure for the article, making it easy for readers to understand and focus on the content.

2.6. PROMOTION FOR CHANNEL

- Sharing on other media channels to attract viewers.

2.7. ENGAGEMENT WITH AUDIENCE

- Commenting.
- Likes.
- Interacting by answering questions or discussing.

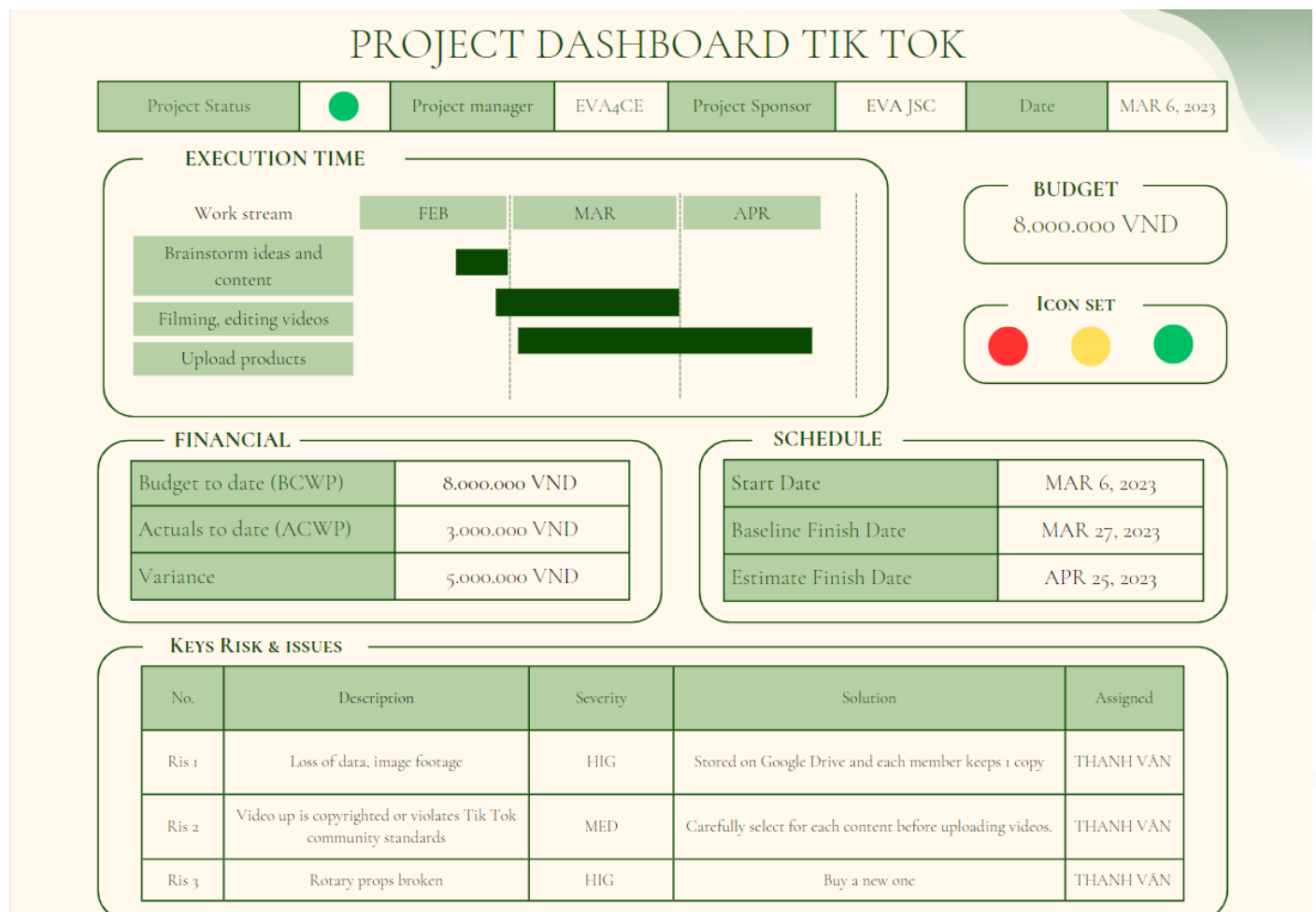
2.8. COST

	Job description	Time	Unit price	Total amount
1	Buy sim card	1 day	150.000	150.000
2	Register Official Account	1 day	500.000	500.000
3	Content production	25 days	0	0
Total: 650.000 VND				

2.9. MEASUREMENT

- Analytic tools on ZALO
- External tools to evaluate campaign effectiveness.

3. TIKTOK



3.1. OBJECTIVES

- Interaction rate.
- 1000 followers, 5000 views.
- Creating brand awareness.

3.2. AUDIENCE

The target audience is young people aged between 18 and 35, who are interested in digital content consumption, beginning to care about health, and willing

to embrace new things.

This customer group also has a relatively high frequency of using social networks, including TikTok.

3.3 SCOPE

This project is implemented by posting videos on Eva JSC's official TikTok channel, with the main content of the video being simple and nutritious exercises and menus that are good for health. The scope includes:

	Content	Scope
1	Video Production	Minimum of 20 videos
2	Duration per video	30-60 seconds/video
3	Video upload time	06/03/2023 - 15/04/2023

3.4. MESSAGE

The main message of the TikTok channel is "NATURAL HEALTH AND BEAUTY". It introduces unique and high-quality menus, exercises, and advice to the TikTok community. This can be achieved through videos of cooking healthy food, tutorials on making detox drinks, or challenges related to fitness.

3.5. CONTENT PLAN

Big idea	<ul style="list-style-type: none"> • Nutrition menu: Create a video tutorial on preparing nutritious and healthy dishes, including fresh ingredients, fiber, and vitamins. Introduce interesting and simple dishes such as smoothies, salads, fruit juices, cooked fruits and vegetables, or dishes with cereals and nuts. • Basic exercise: Exercise helps improve the health and endurance of the body. Create a video tutorial on basic exercises such as torso rotation, squats, jumping jacks, and planks. 	
Criteria	Healthy meals and drinks for beautiful skin	Build up your health and fitness
Time	20-30s	40-60s
Music	Acoustic, Jazz	EDM: Fast-paced and energetic rhythm, driving excitement
Style	Create a warm and friendly atmosphere	Generate excitement and dynamism for the audience.
Editing	<ul style="list-style-type: none"> • Focus on the main techniques and recipes in the cooking process. • Use dynamic effects, such as zoom, pan, or slow motion, to highlight the techniques and recipes in the video. • Include text messages or captions to share some handy tips or important notes related to cooking. • Create a visually appealing video by using beautiful cooking utensils or eye-catching decorations. Utilize lighting and space to create an attractive and appealing cooking space. • Enhance the sound effects of cooking, such as the sound of cutting with a knife. 	<ul style="list-style-type: none"> • Focus on the most important movements and exercises. • Use dynamic effects such as slow motion, zoom, or pan, to highlight movements and help viewers follow along easily. • Add captions or text information to explain or guide how to perform exercises for viewers. • Use suitable workout clothes to help create an attractive workout video.

3.6. PROMOTION FOR CHANNEL

Share on other social media channels to attract viewers.

3.7. ENGAGEMENT WITH AUDIENCE

- Commenting.
- Likes.
- Interacting with responding to questions or discussions.

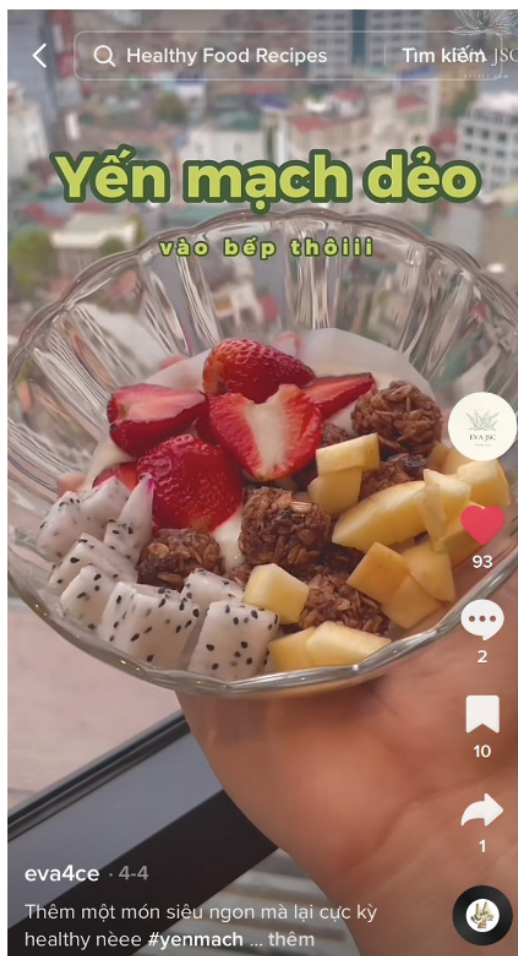
3.8. COST

	Job description	Time	Unit price	Total amount
1	Props/equipment	25 days	1.000.000	1.000.000
2	Content production	10 days	0	0
3	Running ads	days	200.000	2.000.000
Total : 3.000.000 VND				

3.9. MEASUREMENT

- TikTok's analytics tool.

Nutrition menu content:



Sports and fitness content:



IV. TEAM MANAGEMENT AND STAKEHOLDERS

1. PARTICIPANTS

The involved parties are:

- The "THE EVA4CE PROJECT" project team of FPT University in collaboration with EVA Pharmaceutical Joint Stock Company.
- The project has a clear plan with milestones. The progress and content are accessible to all project participants.

Roles/Responsibilities:

Member	Function	Area of responsibility
Trần Thanh Vân	Content creation Planning, coordination, supervision	Tik Tok 3 platforms
Nguyễn Hoàng Việt	Content creation, video editing	Website
Hoàng Đức Thành	Content creation	Zalo
Cao Thiện Thái	Design	All

2 TEAM COMMUNICATION

2.1 INTERNAL COMMUNICATION CHANNELS

To facilitate meetings and work reports between team members, the team has used several communication tools.

Form	Details
Offline	Meet in person, hand over work, and visually perform activities. Identify errors while running the project while reminding and addressing them promptly.
Messenger	Used to send documents, exchange and report work.
Zalo	Receive and send related documents, videos. Get opinions, comments from the instructor.
Email	Receive and send related documents, videos.

2.2 WEEKLY FIXED MEETING SCHEDULE

WEEKLY CALENDAR						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
<ul style="list-style-type: none"> Online meeting via Google Meet Create content ideas for the website Prepare all the content, props to shoot tiktok the next day Make a report 	<ul style="list-style-type: none"> Video tiktok Edit videos to choose the right time to post videos Online meeting Make a report 	<ul style="list-style-type: none"> Meet with instructors for campaign feedback Online meeting Write a report 	<ul style="list-style-type: none"> Offline meeting group Create content for Zalo platform 	<ul style="list-style-type: none"> Post content on the website Online meeting Write a report 	<ul style="list-style-type: none"> Video tiktok Edit videos Online meeting 	<ul style="list-style-type: none"> Meet the company's management to discuss the campaign Upload content on Zalo platform

- Meeting minutes

Meeting Minutes 20/2/2023			
#	Table of contents	Details	
1	Date & Time of Meeting	3:30 PM - 20/2/2023	
2	Meeting Location	Alpha Building, FPT University Hanoi	
3	Meeting Agenda	Restart and create a new brand identity for EVA JSC	
4	Meeting Organizer	Trần Thanh Vân	
5	Attendees	Đức Thành, Thanh Vân, Hoàng Việt, Thiện Thái	
6	Absentees	None	
Task			
#	Table of contents	Responsible Person	Timeframe
1	Project requirements	Thanh Vân	20/2 - 25/2/2023
2	Redesign brand identity	Thiện Thái	25/2- 28/2/2023
3	Brainstorming for website content	Team	28/2- 4/3/2023
4	Build Tiktok and Zalo channels	Team	4/3 - 10/3/2023
5	Prepare project budget	Thanh Vân	1/3 - 19/3/2023
Objectives			
#	Note		
1	Complete brand identity early for use on other platforms		
2	Focus content on health and lifestyle.		

Meeting Minutes 21/3/2023			
#	Table of contents	Details	
1	Date & Time of Meeting	3:30 PM - 21/3/2023	
2	Meeting Location	Alpha Building, FPT University Hanoi	
3	Meeting Agenda	After one month review: "Restart and establish a new identity for EVA JSC"	
4	Meeting Organizer	Trần Thanh Vân	
5	Attendees	Đức Thành, Thanh Vân, Hoàng Việt, Thiện Thái	
6	Absentees	None	
Task			
#	Table of contents	Responsible Person	Timeframe
1	Team leader reviews project progress.	Thanh Vân	20/3/2023
2	Editing designs (web, production book, infographic, etc.)	Thiện Thái	21/3-25/3/2023
3	Posting updates and updating website interface.	Team	22/3-10/4/2023
4	Posting updates and updating website interface.	Team	23/3-10/4/2023
Objectives			
#	Note		
1	Quickly adjusting designs and updating the website's customer-friendly interface.		

3. CONTACTING RELATED PARTIES

3.1 RELATED CHANNELS

Type	Details
Offline	Exchange information, images. Propose, participate and organize activities. Approve and inspect
Zalo	Receive, send relevant documents, videos and feedback, approve
Email	Receive and send event information, documents, approval records

3.2. MEETING SCHEDULE

Meeting schedule with related parties	
Time	Content
20/02/2023	<ul style="list-style-type: none"> ❖ Meet and introduce members between the two parties ❖ Present project and event ideas and content
22/02/2023	<ul style="list-style-type: none"> ❖ Approval of event ideas for the first time
01/03/2023	<ul style="list-style-type: none"> ❖ Approval of event ideas for the second time ❖ Present the estimated budget for the communication project
06/03/2023	<ul style="list-style-type: none"> ❖ Announcement of approved budget ❖ Feedback and sharing from Eva JSC directorate on the project
10/03/2023	<ul style="list-style-type: none"> ❖ Event acceptance ❖ Feedback and sharing from Eva JSC directorate on the project and event
11/04/2023	<ul style="list-style-type: none"> ❖ Report on the results of the communication project

3.3 MEETING MINUTES WITH STAKEHOLDERS

Meeting Minutes 28/02/2023			
#	Table of contents	Details	
1	Date & Time of Meeting	10:00 AM - 20/02/2023	
2	Meeting Location	Eva JSC Office	
3	Meeting Agenda	Presenting ideas and job content to Eva JSC company	
4	Meeting Organizer	Team Eva4ce	
5	Attendees	Eva4ce team, Eva JSC Board of Directors.	
6	Absentees	None	
Task			
#	Table of contents	Responsible Person	Timeframe
1	Meeting and introduction among team members	Team & Eva JSC	20/02/2023
2	Presenting the project and event ideas	Team	20/02/2023
3	Approving the event plan for the first time	Eva JSC company.	20/02/2023 - 22/02/2023
4	Approving the budget proposal	Eva JSC company.	28/02 - 05/03/2023
5	Feedback from Eva JSC company.	Eva JSC company.	28/02 - 05/03/2023
Objectives			
#	Note		
1	Good idea, but it needs to add more events to make the project more effective.		
2	KPIs in this early stage are not yet an issue, <u>need</u> to focus on content quality.		
3	The team needs to ensure the right progress and limit delays as much as possible.		

To carry out the above plan and campaign, the following steps have been fully executed:

- Conducting analysis and evaluation
- Developing a detailed plan with specific objectives and implementation plan.
- Implementing the plan by executing the set objectives and tasks and modifying the plan when necessary.

→ In conclusion, through the implementation of the plan, we have fully achieved the objectives and tasks according to the plan. However, to have a better understanding of the effectiveness of the campaign, it is necessary to prepare a report that measures and evaluates the results in detail.

SECTION 5: EVALUATION

A

**EVALUATING WORK
EFFICIENCY ON
PLATFORMS**

Parameters, reporting
data of each platform
after the campaign

B

**EVENT "EMPOWERED
BEAUTY - TU HAO
PHAI DEP"**

Evaluate the
effectiveness of the
event

C

**FEEDBACK FROM
THE MENTOR****A. EVALUATING WORK EFFICIENCY ON PLATFORMS****I. OVERVIEW**

To complete the media campaign, the team needs to synthesize and evaluate the results of the implemented media products. Metrics include the number of views, social media interactions, public engagement, data increases, and other factors. To identify errors that need to be fixed and strengths that need to be developed, the team needs to analyze these metrics. If the campaign goal is successful, the team can apply these strengths to future campaigns. If the goal is not achieved, the team needs to analyze to find the errors that need to be corrected.

II. PLAGIARISM CHECK

Demo document

Cosmeceuticals, also known as "cosmetics with pharmaceutical benefits," is a combination of Cosmeceuticals that first appeared in 1961. All cosmeceutical products are rigorously researched and manufactured in compliance with relevant regulations to ensure user safety before being introduced to the market.

All cosmeceutical products have the ability to deeply adjust and repair skin issues. They are considered an effective type of medicine for treating skin diseases. This means that cosmeceuticals have the characteristics of cosmetics and the therapeutic effects of pharmaceuticals. Dermatologists and physicians recommend the use of cosmeceuticals to treat various skin issues.

The pharmaceutical cosmetic products are certified by leading reputable organizations worldwide and do not contain any harmful ingredients to the skin. Therefore, they are considered safe for users. Cosmeceuticals are often used in dermatology clinics, spas, and clinics for in-depth treatment of skin issues.

The types of pharmaceutical cosmetic products include:

Makeup cosmeceuticals: these products work on the surface of the face, lips, eyes, and hair to provide instant beauty.

Skin care cosmeceuticals: these products help to cleanse, nourish, and

Plagiarism

Back to all suggestions X



Looks like your text is 100% original.
We found no matching text in our databases or on the Internet.

Demo document

- **ECONOMY:**
- **After facing many challenges in the second year of COVID-19, the growth prospects of the pharmaceutical industry in 2022 signal a more positive outlook than in 2021. 62.5% of surveyed experts and businesses expect 2022 to be more optimistic, while 12.50% predict strong growth. Vietnam's economy has shown resilience during the pandemic, and the country is among the few with a positive economic outlook. However, interbank interest rates unexpectedly increased in Q2/2021 according to the Ministry of Labour.**
- **The cosmetics market achieved impressive revenue in Vietnam in 2022. According to a comprehensive study, revenue in the cosmetics and personal care market reached USD 2.290 billion in 2021. The market is expected to grow annually at a rate of 6.2% (CAGR 2021-2025). Among them, skin care products are the most popular, with over 60% of consumers using them daily.**
- **E-commerce in Vietnam is still growing strongly, reaching a rate of 30% annually from 2016 to 2020 according to the Ministry of Industry and Trade. Signing two new-generation Free Trade**

Plagiarism

Back to all suggestions X



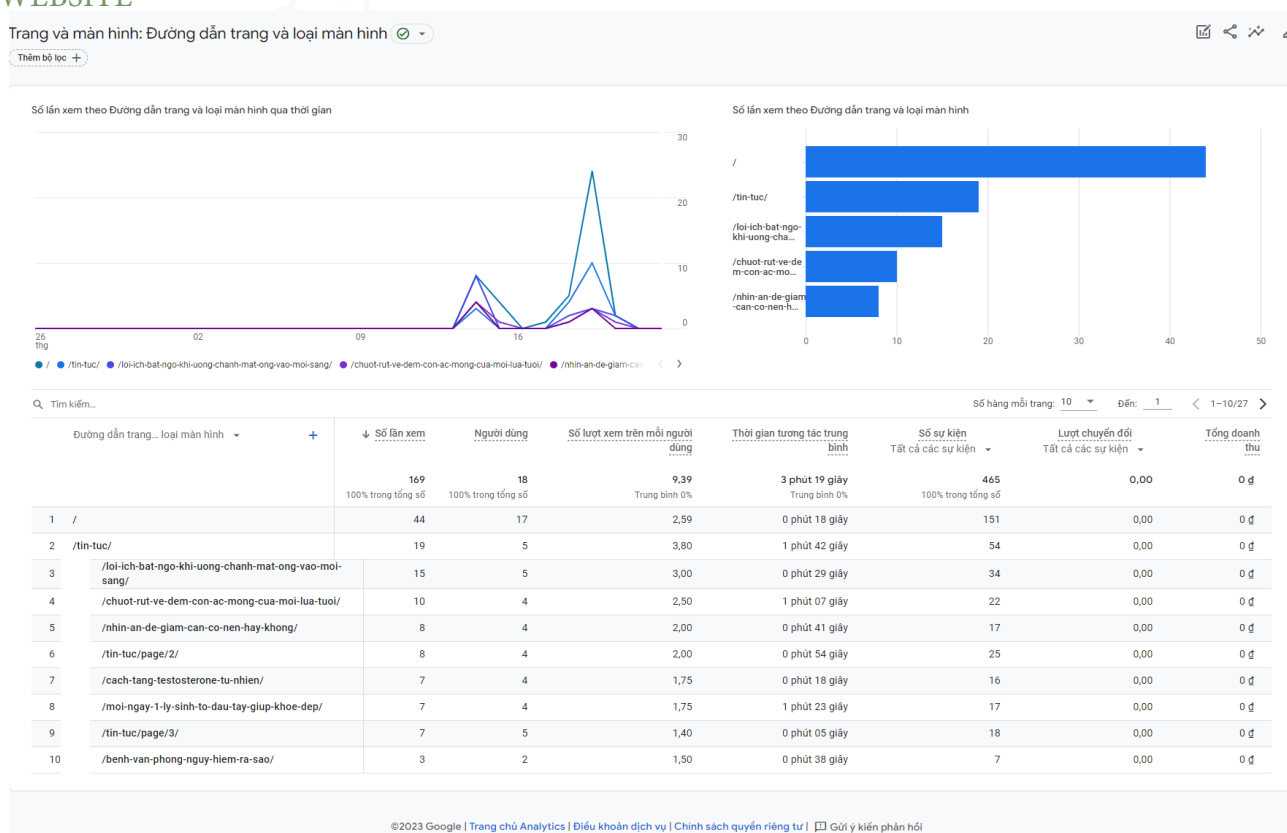
Looks like your text is 100% original.
We found no matching text in our databases or on the Internet.

III. MEASUREMENT TOOLS

The "EVA4CE" media campaign is deployed on 3 platforms: Website, TikTok, and Zalo, to maximize public access. However, to measure the effectiveness of the campaign, the team has used measurement tools provided by these platforms and referred to the initial data to provide the most comprehensive and accurate view of the campaign's effectiveness. The use of TikTok and Website measurement tools allows the team to track and evaluate the effectiveness of campaigns on these two platforms, thereby optimizing campaigns and ensuring that the set goals are achieved. These measurement tools, including Google Analytics, Zalo Analysis, and TikTok Analytics, will help the team obtain detailed information on customer interactions, website traffic, and other metrics to evaluate the effectiveness of the media campaign on these two platforms. The use of these measurement tools is essential to ensure that the media campaign achieves its set goals.

IV. THE DEVELOPMENT OF PLATFORMS THROUGH CAMPAIGNS

1. WEBSITE



The number of website users reached prior to the campaign

According to Google Analytics statistics, during the initial content upload period on the platform (06/03/2023-12/03/2023), the number of people accessing Eva JSC's website was relatively low. This is due to the fact that the platform had just been launched and the public was not yet aware of it, and the content and platform needed a lot of tweaking.

Therefore, in order to achieve effective interaction for the website, the team continued to strive for diverse and engaging content, linking the website on other platforms such as TikTok and Zalo, thereby attracting more public attention and interaction.

As a result, from mid-March to 15/04/2023, the website has shown an increase in the number of people accessing it. Despite this growth, however, public interaction has not yet reached significant numbers. This can be understood as Eva4ce website is a newly constructed channel that requires more time for the public to become familiar with it.

In addition, the Eva4ce website also appears on the first page of Google search results for the keyword "eva4ce".



eva4ce



Tất cả

Hình ảnh

Video

Tin tức

Thêm

Công cụ

Khoảng 1.900 kết quả (0,22 giây)

Mẹo: Tìm kiếm chỉ kết quả **tiếng Việt**. Bạn có thể chỉ định ngôn ngữ tìm kiếm của mình trong **Lựa chọn ưu tiên**



eva4ce.com

https://eva4ce.com

EVA JSC: Trang chủ

EVA Pharmaceutical Joint Stock Company (Công ty Cổ phần Dược phẩm EVA) là một doanh nghiệp nghiên cứu và sản xuất các loại thực phẩm chức năng cao cấp.

https://eva4ce.com › giới-thieu

Giới Thiệu - EVA JSC

GIÁ TRỊ CỐT LÕI · Chất lượng: EVA cam kết sản xuất các loại thực phẩm chức năng chất lượng cao đáp ứng nhu cầu cụ thể của khách hàng. · Đổi mới: EVA liên tục đổi ...



tiktok.com

https://www.tiktok.com › ...

Eva4e (@user4941687906522) | TikTok

Eva4e (@user4941687906522) в TikTok (тикток) |Смотрите новое видео пользователя **Eva4e** (@user4941687906522).



tiktok.com

https://www.tiktok.com › tag › giancosautap

Eva4ce website ranked first on the front page of Google search engine with the keyword "eva4ce"

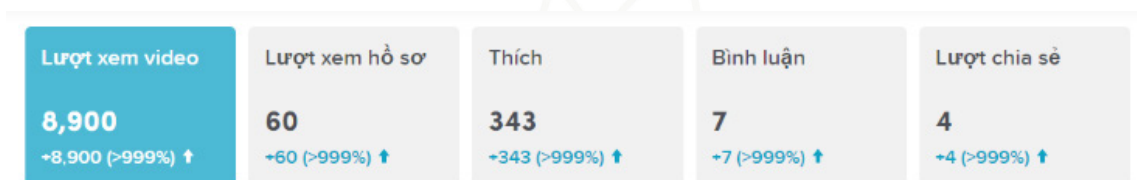
- ➔ After the campaign, the project's goal on the website platform was also achieved with a total of over 20 articles posted. Although the interaction figures of the content have not yet reached large numbers, there has been some growth compared to the initial period. The website's SEO hits also met the target by appearing on the top of the first page of Google search engine. This is the result of the well-planned and effective media campaign and content production strategy, as well as the tireless efforts of the team to deliver the best results.

2. TIKTOK

Although being a newly established media channel, the statistics of TikTok Analytics indicate a promising outlook, as it has garnered over 33,000 views. Despite being a modest figure, it still showcases the potential for content development on the platform. Additionally, the channel has received over 2,000 likes and gained more than 300 followers.

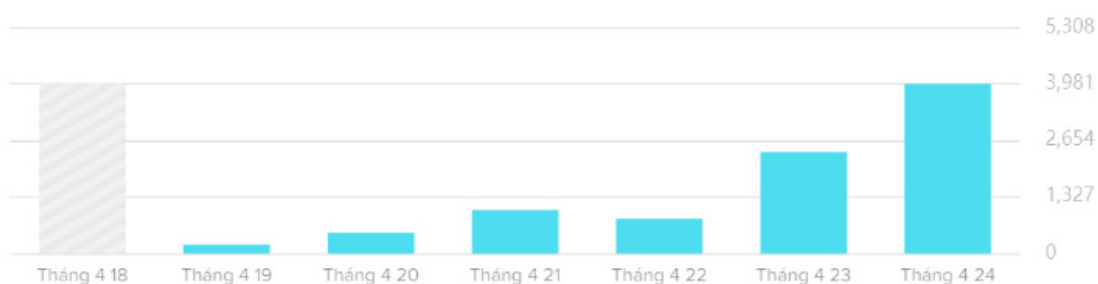


Profile TikTok eva4ce

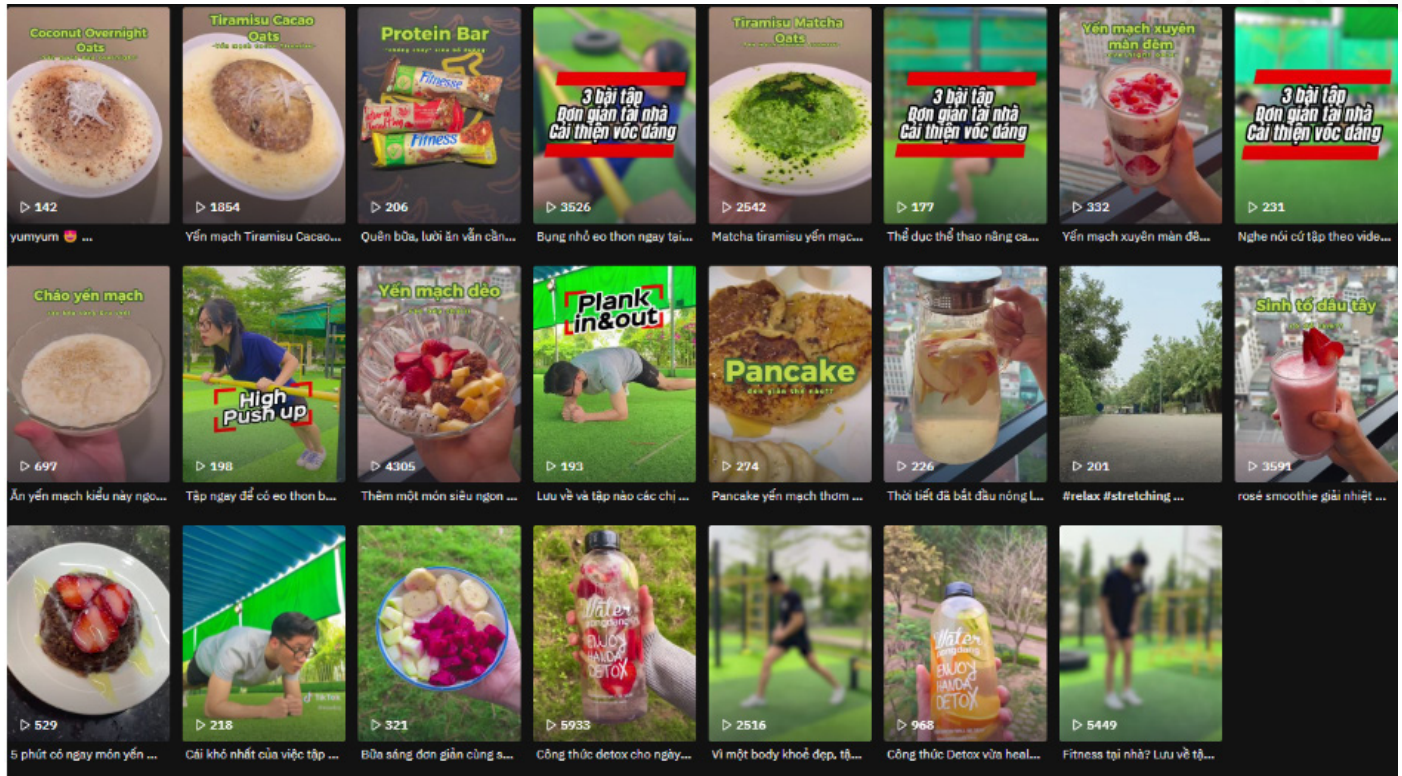


Lượt xem video ①

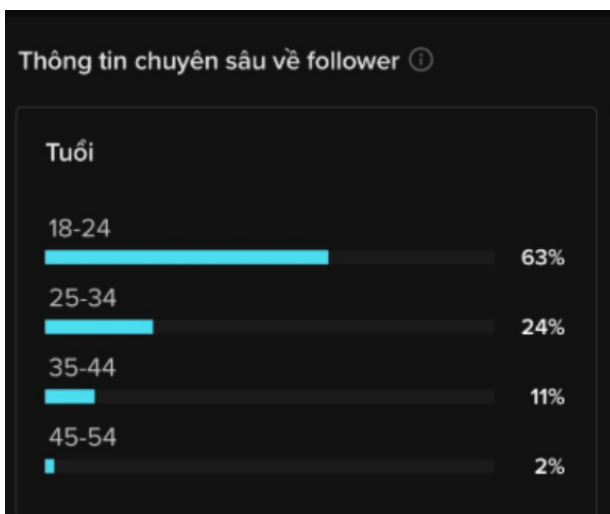
Tháng 4 18 - Tháng 4 24



View count



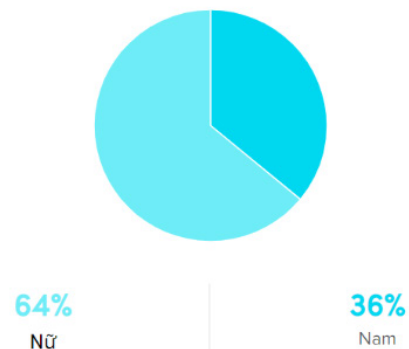
Contents on TikTok



Demographic breakdown of the targeted customers reached on TikTok

The majority of the channel's targeted customers reached on TikTok are between the ages of 18-24 and 25-34, demonstrating the effectiveness of aligning with the campaign's intended target audience.

Giới tính ⓘ



Gender demographic breakdown of the targeted customers reached on TikTok

With a nearly double ratio compared to males, the female audience is currently showing more interest in health and nutrition-related topics on TikTok.

- In summary, after the campaign, the project's goal on the TikTok platform has achieved its targets, with a total of over 20 videos created. Public engagement with the channel is also noteworthy, although the numbers are not yet significant. This indicates the potential for the TikTok platform to be feasible and promising for the future development of the EVA JSC brand. In particular, the brand can expand its content lines to include product sales or promotion, which can reach a broader audience in the future.

3. ZALO

Built with the purpose of serving as a foundation for future customer care channels, Zalo has been constructed with a complete, transparent, and clear profile. Moreover, EVA JSC's Zalo account has been verified as an official account (OA). Zalo's posts have garnered significant reach and engagement.

BÀI VIẾT NHIỀU TƯƠNG TÁC

(17/04/2023 - 23/04/2023)

7 ngày trước ▼

	Lượt xem	Lượt chia sẻ
5 lợi ích 'vàng' khi ăn chuối	404	13
Cần uống bao nhiêu nước một ngày là đủ cho cơ thể	305	5
Yến mạch ngâm qua đêm – Overnight Oat	278	3

The article garnered significant engagement on Zalo.

THỐNG KÊ TƯƠNG TÁC

(17/04/2023 - 23/04/2023)

7 ngày trước ▼

2.480 ▲ 100%	64 ▲ 100%	10 ▲ 900%
Lượt xem bài viết ⓘ	Lượt chia sẻ bài viết ⓘ	Người quan tâm OA ⓘ

The level of interaction on Zalo

- With high views and shares, it can be said that the content created by the production team has a broad reach and is well-received by the public on a platform like Zalo. This is a sign that the project is heading in the right direction and is a good foundation for Zalo to develop and operate as a customer care channel in the future.

4. REACH RESULTS OF PLATFORMS COMPARED TO KPIS

The reach results of all three platforms exceeded the initial target, with some categories exceeding the target by a very high margin, such as page views and likes on Tik Tok and page views on Zalo. These are the results of the team's effective work, regularly updating content according to the plan. Although the number of followers on Tik Tok, shares on Zalo, and page views on the website have not yet reached the KPI target, it shows that the team needs to find ways to encourage the public to reach more.

No	Content	KPI	Actual results	% Result/KPI
Website				
1	Number of posts	20	22	110%
2	SEO	Top 1	Top 1	100%
3	Page views	500	169	33.8%
Tik Tok				
1	Number of videos	20	23	115%
2	Number of likes	1000	2132	213.2%
3	Page views	5000	28858	678%
4	Number of followers	1000	371	21.7%
Zalo				
1	Number of posts	20	22	110%
1	Page views	1000	2480	248%
2	Number of shares	100	64	64%

Bảng kết quả tiếp cận so với KPI

5. ASSESSMENT FROM EVA JSC

After the campaign, EVA Pharmaceutical Joint Stock Company sent a thank-you letter to the school's leadership, as well as to the teachers and members who participated.

Cộng hòa Xã hội chủ nghĩa Việt Nam

Độc lập- Tự do- Hạnh phúc

Nhận xét về chiến dịch truyền thông “Xây dựng trang web và kênh truyền thông cho EVA JSC”

Kính gửi Lãnh đạo Trường Đại học FPT Hà Nội

Trong thời gian từ 2/2023 đến 4/2023, nhóm đồ án tốt nghiệp chuyên ngành MC gồm các em

1) Nguyễn Hoàng Việt - HE 140161

2) Cao Thiện Thái - HE 140401

3) Hoàng Đức Thành - HE 140404

4) Trần Thanh Vân - HS 140497

Nhóm đảm nhận trách nhiệm lên kế hoạch, nghiên cứu và thực hiện mọi giai đoạn của chiến dịch truyền thông từ thiết kế bộ nhận diện thương hiệu đến xây dựng mới một trang web, kênh Tiktok và Zalo cũng như tham gia tổ chức sự kiện tri ân khách hàng thường niên.

Là một công ty hoạt động trong lĩnh vực được mỹ phẩm, chủ yếu hướng tới khách hàng đại lý và nhà phân phối, hiện chúng tôi đang có chiến lược phát triển thêm ở thị trường khách hàng bán lẻ để có thể đưa sản phẩm với giá thành tốt nhất đến tận tay người sử dụng. Chiến dịch truyền thông mà nhóm sinh viên thực hiện đã góp phần xây dựng nền tảng cho thời kỳ đầu tiên này.

Trong quá trình thực hiện chiến dịch, các em đã rất cố gắng học hỏi và tìm hiểu về một lĩnh vực mới, cũng như những đặc thù của công ty và áp dụng những kiến thức, kỹ năng đã học được ở trường ĐH để có thể lên kế hoạch và triển khai một cách hiệu quả. Các sản phẩm của chiến dịch (từ bộ nhận diện thương hiệu, các ấn phẩm truyền thông nội bộ đến các kênh mới được xây dựng – website, kênh Tik Tok, Zalo và hỗ trợ tổ chức và truyền thông cho sự kiện tri ân khách hàng thường niên) đều đáp ứng yêu cầu đặt ra. Các em cũng rất nghiêm túc, làm việc chuyên nghiệp. Kết quả của chiến dịch đạt mục tiêu đề ra.

Chúng tôi cũng sẽ tiếp tục phát triển những nền tảng truyền thông đã được xây dựng trong giai đoạn vừa rồi và thiết kế mẫu mã một số sản phẩm chuẩn bị được đưa ra thị trường.

Chúng tôi xin được trân trọng cảm ơn Quý Trường, các Thầy Cô giáo và các vị phụ huynh đã hỗ trợ cho các em trong quá trình thực hiện chiến dịch.

Xin trân trọng.

TM.Ban Giám đốc

Giám đốc truyền thông và sáng tạo

(Đã ký và đóng dấu)

TS.NSUT. Trịnh Minh Trang

B. EVENT “EMPOWERED BEAUTY - TU HAO PHAI DEP”

I. EVENT SCALE



The organization scale was expanded compared to previous years, and the Empowered Beauty event attracted a full number of invited guests. To ensure security and limit the venue space, the event was limited to a specific number of attendees. With the interest and support of attendees, the number of invited guests reached 90 out of nearly 200 total attendees.

II. INVITED GUESTS AND RELATED PARTIES

STT	Danh sách khách mời
1	Ông Vũ Kiên- VCCI
2	Bà Mai Anh- Trung tâm xúc tiến thương mại và đầu tư TP HN
3	Bà Quỳnh Nga- Bộ Công Thương
4	Bà Hoàng Yến- Công an TP HN
5	Bà Minh Trang- Bộ Văn hóa thể thao và du lịch
6	Bà Thu Hằng- Đài Tiếng nói Việt Nam
7	Bà Mỹ Linh- Đài Truyền hình VN
8	Bà Mỹ Anh- Báo Đại diện nhân dân
9	Bà Nhật Anh- Trang thông tin điện tử Chính phủ
10	Bà Tổ Trân- Chuyên gia tư vấn truyền thông C4D Consulting
11	Bà Lê Liên- Chuyên gia độc lập về bình đẳng giới
12	Bà Lệ Hà- Sở Y tế HN
13	Bà Dương Thị Nội- Cty CP dược phẩm Tân Đức Minh
14	Bà Thu Trang- Cty Big green
15	Bà Thanh Hà- Cty CP Hóa dược Việt
16	Ông Lê Trí- Viện KHKT Quân sự
17	Bà Lê Hương- Cty Dược phẩm Top Queen
18	Bà Minh Xuân- nhà phân phối kim cương 2022
19	Bà Vương Quỳnh - nhà phân phối kim cương 2022
20	Bà Helen Vu Nu- nhà phân phối kim cương 2022
21	Đại diện Nhà thuốc Long châu
22	Đại diện Nhà thuốc Farmacity
23	Đại diện Nhà thuốc Trang Minh
24	Đại diện Nhà thuốc Pharmat.vn
25	Đại diện Nhà thuốc Phano Pharmacy
26	Đại diện Nhà thuốc Eco Pharma
27	Đại diện Nhà thuốc An Khang
28	Đại diện Nhà thuốc Mỹ Châu
29	Đại diện Nhà thuốc Phương Chính
30	Đại diện hệ thống Nhà thuốc Việt
31	Đại diện hệ thống siêu thị Mega Market
32	Đại diện hệ thống siêu thị Winmart
33	Đại diện shop mỹ phẩm Xuân Thuý
34	Đại diện shop mỹ phẩm Beauty Garden



- All invited guests attended the event with a 100% participation rate. This result reflects the effectiveness of direct communication via email to each invited guest by the project team.

III. EVENT RESULTS

All event categories were organized according to the planned schedule, closely following the timeline of the event. The total prize awarded during the event was nearly 300 million VND.





Some images from the event

C. FEEDBACK FROM THE MENTOR

GRA497 G6

Hạng mục	Nội dung	
1. The Capstone project Title	<ul style="list-style-type: none"> Vietnamese title: "Xây dựng trang web và kênh truyền thông cho EVA JSC" English title: "Building website and social media channels for EVA JSC" 	
2. Students of The Capstone defense	<ul style="list-style-type: none"> Nguyễn Hoàng Việt - HE 140161 Cao Thiện Thái - HE 140401 Hoàng Đức Thành - HE 140404 Trần Thanh Vân - HS 140497 	
3. Comments from the proposed supervisor	3.1 Thesis content (compare to the research objectives, theoretical basis, data, analysis, application...etc	<p>The communication campaign "Building website and media channels for EVA JSC" was carried out by the GRA497 G6 group from February 2023 to April 20, 2023. The group was responsible for planning, researching, and executing all stages of the communication campaign from designing the brand identity to building a new website, Tiktok and Zalo channels, as well as participating in the annual customer appreciation event. The campaign met the requirements and objectives and was excellently evaluated by the project owner.</p> <p>The thesis provided a comprehensive theoretical and practical analysis of four main aspects (subject, object, method, and content) as a foundation for developing ideas, planning, implementing, and evaluating the effectiveness of this communication campaign. The thesis also provided feedback and recommendations for the future.</p>
	3.2 Thesis form (layout, presentations methods, English, citation)	<p>The thesis should have more than 100 pages and adhere to the requirements of a specialized undergraduate dissertation in the field of media communication. It should include the following main sections: Introduction, Research, Idea Development, Planning, Implementation, Evaluation, Reflection and Recommendation, Appendices, Reference List, Tables and Figures. Each section should be connected logically and consistently with the summary and conclusion. The thesis should feature illustrations such as graphs and tables.</p> <p>The thesis should be aesthetically appealing and follow the brand identity guidelines created by the designer. The presentation should be clear and concise. The English language used should meet the requirements set by the university including checking for plagiarism.</p>
	3.3 Attitude of the group and each team member, roles and contributions of each team member	<p>During the project, the students were serious, hardworking, and creative in developing the content across platforms. They also absorbed feedback and met the high demands of the supervising professor. Members of the group carried out their assigned tasks well and coordinated effectively to complete the communication campaign, write the thesis, and prepare for the defense.</p>
4. Conclusion: Pass at what stage? (or not)	4.1 Achievement level compare to the target (compare to the plan)	Excellent
	4.2 Limitation	Further investment should be made for research in communication.

4.3 Opinion of the mentor

No	Roll	Name	Agree to defense	Revised to the second defense	Disagree to defense	Note
1	HE 140161	Nguyễn Hoàng Việt	x			
2	HE 140401	Cao Thiện Thái	x			
3	HE 140404	Hoàng Đức Thành	x			
4	HS 140497	Trần Thanh Vân	x			

Hanoi, April 25, 2023

Instructor Dr. Vu Viet Nga

SECTION 6: REFLECTION & RECOMMENDATION

A**REFLECTION**

Evaluation of the subject
and what has been done
in the campaign

B**RECOMENDATION**

Proposed development
campaign for EVA JSC
in the future

C**REFERENCE**

The process of
realizing the proposed
communication
campaign

A. REFLECTION

I. SUBJECTIVE EVALUATION OF THE TEAM AND RELATED PARTIES

After the campaign ended, we had some general evaluations and assessments about the working process with various related parties as well as within the team.

1. ABOUT EVA JSC

Through working with Eva JSC, we learned about the operation, discipline, and working style of a company. This was not only reflected through the content approval process, detailed and scientific plans, specific and strict working procedures, but also in the smallest tasks.

In addition, we improved our soft skills to handle situations intelligently and make decisive problem-solving. Working and collaborating with a large company provided us with many resources, experiences, and quality relationships to learn and develop in the future.

2. ABOUT THE GROUP

During the work process, each member of our team had a specific role and responsibility. However, we still ensured unity and reasonable progress. Here is the team's subjective evaluation of the working process.

Advantages:

- We have a detailed and specific plan for campaign development, always trying to closely follow the schedule for each phase. Most of the tasks are monitored and implemented fairly accurately.
- The team's products are tightly controlled, going through many stages of review before being released publicly.
- The team always tries to spend a lot of time working directly with each other, despite geographical barriers and the unique nature of each person's work. This ensures work efficiency.
- All members are highly responsible for their work, striving to complete their tasks as efficiently as possible.
- The team members' connection is very good, with everyone having a proper attitude, respecting and helping each other in all situations.
- The team is willing to receive objective opinions and contributions from Eva JSC, instructors, and subjective opinions from other members.

Disadvantages:

- Deadline delays still occur, although they are still under the team's control.
- There are limitations in terms of budget when running advertising campaigns for social media platforms.
- Some of the team's content is not deeply specialized and effective due to a lack of experience and thorough knowledge of the subject.
- Many risks arise from the team's subjective factors, affecting the progress and efficiency of the work.
- The campaign running time is not long enough, leading to a decrease in work efficiency.

II. SUBJECTIVE EVALUATION OF THE CAMPAIGN

1. ORGANIZATION METHOD

We planned the campaign and consulted with high-level professionals, such as Ms. Vu Viet Nga - an instructor, to adjust the plan to be the most suitable. The campaign was smoothly organized from start to finish with clear division of each category. Our team evaluated ourselves and divided the tasks according to each person's strengths, always having a high sense of responsibility and a willingness to learn and help each other.

2. MEDIA CONTENT

Health-related content such as exercise and nutrition often attracts high interest. All videos have achieved KPIs and have attracted a considerable number of viewers who are curious about health and healthy lifestyles. The content was carefully edited, adhering closely to the planned schedule.

The media content served for the event was well evaluated by Eva JSC. As a result, the event received wide recognition and positive feedback from guests.

B. RECOMMENDATION

I. OFFLINE EVENT

- After the Customer Appreciation Event 2023, if there is an opportunity to continue working with Eva JSC to organize other offline events, we have some development and organization ideas as follows:
- Organize an event and conference on the topic of health with free entrance tickets to attract more customers who are interested in health issues or interested in Eva JSC's products.
- Form: Organize the event as an open day with various activities, especially experiential activities to attract more participants.
- Location: Hoan Kiem Lake Walking Street
- Time: 8h00-22:30 cuối tuần
- Main contents:
 - Invite experts with knowledge in the field of health to share useful knowledge with the audience for free.
 - Exhibit product booths for free experience to help the public understand more about the company's products, to market products more widely to the public.
 - Organize mini games with prizes to encourage the number of people participating in the event through interactive communication methods.

II. SOCIAL MEDIA COMMUNICATION DIRECTION

After this campaign, we would like to recommend some communication directions to maintain and develop the communication channels that the company currently has :

1. WEBSITE

The website needs to add hotline and online chat functions with customers to quickly answer their questions. This is important and can lead to customer decisions that are beneficial to the Eva JSC brand.

Add product categories and allow users to order online directly on the company's website as an e-commerce platform. This addition will make it easier for customers to buy the brand's products in any form, help the company have more platforms to sell products, and make products more easily accessible to consumers.

2. ZALO

We provide various customer care methods through their phone numbers on the Zalo platform, such as :

- Congratulating customers on their birthdays and major holidays with special gifts like discount codes.
- Notifying customers about sales and promotions.
- Being available 24/7 to answer any questions and provide the best possible customer care.

3. TIKTOK

Tik Tok is a social media platform with great potential and easy access to customers. Therefore, our team has the following content development suggestions for the platform:

- Developing video content related to introducing Eva JSC products.
- Creating content related to challenges for viewers to develop interactive communication methods that increase audience engagement with the channel.
- Directly selling company products on Tik Tok through Tik Tok Shop and Livestream to distribute products on multiple platforms for easy shopping and wider product distribution.
- Promoting products by booking KOLs based on content such as product reviews, introductions, or sponsorship.

4. SUGGESTED PLATFORMS

Facebook and Instagram are still very feasible platforms for content development. These platforms are widely used by young people, making content targeting Eva's young customers more likely to receive attention. In addition, these two platforms can post a variety of content types from text to short and long videos, so they are suitable for posting different types of content. Therefore, in the future, Eva JSC can implement its content on these platforms.

Design additional packaging for different types of EVA products.

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