



FPT UNIVERSITY

**MINISTRY OF EDUCATION AND TRAINING
FPT UNIVERSITY**

CAPSTONE PROJECT DOCUMENT

DEVELOPMENT REPORT

**Production and media campaign for a short film on the consequences of
being drunk in traffic**

4BETARA PRODUCTION	
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1. Research

1.1. Overview

Traffic accidents are always a burning problem in society, and although in recent years, the number of traffic accidents has decreased but still high. Mr. Nguyen Van Thang - Member of the Party Central Committee, Minister of Transport, Standing Vice Chairman of the National Traffic Safety Committee said: According to a report by the World Health Organization (WHO) in 2022, every year globally, nearly 1.3 million people die and nearly 50 million people are injured in traffic accidents. According to the Vietnam National Traffic Safety Committee, traffic accidents are still the leading cause of death for adolescents aged 15-27 years. In 2022, 11,448 traffic accidents occurred nationwide, causing 6,364 deaths; On average, 17 people die in traffic accidents every day (Thong tin xa Viet Nam, 2022).

There are many causes of these traffic accidents, in which, according to Dr. Nguyen Dinh Vinh Man, Viet Duc University, there are 3 common dangerous behaviors of motorcyclists that cause traffic accidents, including speeding, using alcohol, beer, and do not concentration while driving. Statistics from the National Traffic Safety Committee estimate that about 40% of traffic accidents and 11% of traffic deaths are related to alcohol and beer, and this number is on the rise. On average, each day, the whole country has about 700 people violating their alcohol concentration while driving at different levels. In the first five months of 2022, the whole country had 118 traffic accidents caused by drivers using alcohol, causing 85 deaths and 77 injuries (Do Phu Tho, 2022). In Ho Chi Minh City (HCMC), according to information from the HCMC Department of Transport, in the first six months of 2022, there were 1,045 traffic accidents in the city, killing 329 people and injuring 670 people. Alcohol use is among the top 7 major causes of traffic accidents in HCMC.

It can be seen that driving after using alcohol is one of the most common causes of traffic accidents. And the consequences of that behavior leave a lot of pain not only for the victims but also for their loved ones, those who have died leave persistent pain for their loved ones, and those who are injured due to traffic accidents not only become a burden for the family, but they themselves also suffer prolonged pain.

AN TOÀN GIAO THÔNG ▲

Dai đẳng nỗi đau tai nạn giao thông!

Thứ Hai, 14/11/2022 | 16:53

Là điều không ai mong muốn, song tai nạn giao thông (TNGT) vẫn đang tiếp diễn, cướp đi cuộc sống tươi đẹp của nhiều người và đẩy nhiều gia đình vào những bi kịch chưa xót. Trong những ngôi nhà có nạn nhân, thân nhân nạn nhân gặp TNGT, hệ lụy sau vụ tai nạn như vẫn đang từng giờ, từng ngày bóp nghẹt cuộc sống “người ở lại”...

Source: Báo Bạc Liêu, 2022.

Tai nạn giao thông - Những nỗi đau còn đó

Hoài Anh | 12:29, 20/11/2022

“Trung bình mỗi ngày, Khoa Chấn thương chỉnh hình, Bệnh viện Trung ương Thái Nguyên, tiếp nhận 10 - 15 bệnh nhân tai nạn giao thông (TNGT) ở mọi lứa tuổi. Đa phần bệnh nhân đều bị tổn thương nặng nề, như: Gãy xương đùi, gãy xương cẳng chân, bả vai, đa chấn thương... Nhiều bệnh nhân dù qua cơn nguy kịch phải mang thương tật suốt phần đời còn lại. Người bị TNGT thường chịu những di chứng nặng nề cả về thể chất và tinh thần.” - Tiến sĩ, Bác sĩ Hoàng Văn Dung, Trưởng Khoa Chấn thương chỉnh hình, cho biết.

Source: Báo Thái Nguyên, 2022

Nỗi đau tai nạn giao thông có thể phòng tránh

Cập nhật lúc 23:35, Thứ Tư, 27/07/2022 (GMT+7)

Theo thống kê của Ủy ban An toàn giao thông (ATGT) quốc gia, trong 6 tháng đầu năm 2022, cả nước xảy ra hơn 5,7 ngàn vụ tai nạn giao thông (TNGT), làm chết 3.314 người, bị thương 3.690 người. So với cùng kỳ năm 2021, số người chết tăng 2,44% (79 người), số vụ giảm 10,41% (663 vụ), số người bị thương giảm 17,69% (793 người).

Source: Báo Đồng Nai, 2022

Because of the danger of the above behavior, the state is trying to propagate through practical activities, such as the parade event in Hanoi to protest against drunk driving, organized by National Traffic Safety Committee and the Hanoi government. The event received the response of more than 8000 people regardless of class (Gia Chinh, 2019). Besides, HCMC traffic police also visited restaurants and eating places to propagate to shop owners about the Law on Prevention and Control of harmful effects of alcohol and remind customers to strictly comply with the regulations "Don't drink and drive"

In addition to the soft measures mentioned above, our state has been constantly introducing tough measures such as improving the law to prevent or at least minimize this situation. Typically, the application of the alcohol concentration penalty when driving is prescribed in Decree 100/2019/ND-CP (amended in Decree 123/2021/ND-CP) for bicycles, motorbikes, and automobiles depending on the alcohol content. Penalties are increasingly being renewed to increase deterrence and are more severe with the aforementioned violations. Specifically, as the recently revised law, even if there is a low alcohol content in the blood or breath, there will be a fine (specifically, the lowest fine is 2-3 million for driving a vehicle on a road with an alcohol content of fewer than 50 milligrams per

100 milliliters of blood or less than 0.25 milligrams per liter of breathing air). For the case of driving causing an accident while drinking alcohol, depending on the severity, it can be punished by up to 15 years in prison, a high administrative fine, and have their driving licenses revoked. However, after the fun parties, it seems that everyone forgets or intentionally ignores these deterrents (Do Phu Tho, 2022).

Before the efforts of the state as mentioned above, the question is why this situation cannot be completely eliminated. The crux of the matter is the definition of drinking and driving. Most people think it means driving completely "drunk". But in fact, the decline in reaction speed and concentration, sometimes even blurred vision, leading to impaired driving skills begins as soon as you drink a very small amount of alcohol. That harmful misunderstanding makes many people think that as long as they feel they are awake enough to drive home, nothing will happen, or they do not really understand the pain of victims and their families. Therefore, in addition to propaganda about the law, it is necessary to have media products about the effects of alcohol on the body leading to traffic accidents even if only a little drink, and at the same time show them the serious consequences of this problem, especially the possible consequences for their loved ones, so that they can perceive the seriousness more intuitively. In order to change their perception, young people must change, because they are the future generations of the country. Moreover, young people also tend to absorb and change their perceptions more strongly. Promoting propaganda on social networks with communication products will be an effective way to realize the above requirements.

1.2. Secondary research

1.2.1. Alcohol use habits and driving behavior after using alcohol among young people

Before propagating a message to young people, it is necessary to understand their behavior and alcohol use habits. According to The National Drug Strategy Household Survey conducted by the Australian Institute of Health and Welfare in 2019, 27.9% of young people aged 18-24 in Australia drink alcohol weekly. In addition, according to a Better Health Channel statistic supported by the Australian government, 14% of motorist deaths on Victoria's roads are between the ages of 18-25, and 75% are involved in crashes that occur at times of high alcohol levels (betterhealth, 2020).

According to National Highway Traffic Safety Administration (NHTSA) statistics in the US in 2022, young people aged 21-24 are the most at-risk of drunk driving, accounting for 27% of all fatal crashes and alcohol-induced deaths (E.Rivelli, 2022).

In Vietnam, this number is also relatively high. Through the survey "Sociodemographic inequalities in substance use among young people in Vietnam" conducted in 2018, 46.2% of young people aged 16-30 reported using alcohol in the past 30 days (Ha.D.N., et al., 2018). According to statistics from

the National Traffic Safety Committee, about 40% of traffic accidents and 11% of deaths are related to alcohol. Statistics also show that, out of 100 victims of traffic accidents related to alcohol and beer, the age group from 15 to 29 accounts for nearly 60%. Young people drinking alcohol without control, and driving traffic after drinking alcohol is a prominent reality (Tan Quynh, 2022).

Particularly in major cities in Vietnam, Mr. Nguyen Ngoc Tuong - Standing Deputy Head of the Ho Chi Minh City Traffic Safety Committee, said that in 2019 the National Traffic Safety Committee conducted an assessment of the traffic accident situation at 3 locations: Ho Chi Minh City, Binh Duong, Hanoi. According to survey results, between 80% and 90% of accidents caused by men on the road are the result of drunk driving. Accidents usually happen between 18 p.m and 24 p.m and tend to happen more often on weekends. Motorcycles account for 70% to 90% of all accidents. In addition, according to the Department of Health of Ho Chi Minh City, in the first 9 months of 2019, there were 17,200 cases of traffic accidents and more than 4,400 cases of which the blood alcohol concentration exceeded the legal limit when considering experience (Thu Dung, 2019).

Thereby it can be seen that, although alcohol is an indispensable thing in gatherings and parties of all ages, young people aged 18-30 are not fully aware of the harmful effects of alcohol. What are the serious consequences of participating in traffic? At this age, they are often confident in their own abilities and want to assert themselves through cups of alcohol and the saying "I'm still sober", which can be the reasons for their behavior: driving after drinking alcohol.

1.2.2. Factors affecting driving behavior after using alcohol

To learn more about young people's behavior of driving a vehicle in traffic after using alcohol, specifically what causes such behavior. The team will apply the theoretical model The Planned Behavior (TPB) developed by Ajzen and Fishbein in 1975, as this theory will help in gathering the causes of beliefs, consciousness, and perceptions of survey subjects. TPB theory states that behavioral intention to perform an action is governed by three main factors: the individual's attitude towards the action (i.e. positive or negative attitude), subjective norm or influence of the social environment (i.e. family, friends, co-workers, etc.) on decision making, and the last is perceived behavioral control (i.e. belief in control over an individual's behavior when performing that behavior).

According to a study of Australian drivers, their attitude is the most influential factor on drunk driving behavior (Mackenzie et al., 2014). Another study entitled “Can't drive, I'm drunk – Exploring factors influencing the intention to drink and drive among Indian drivers” was conducted with the participation of 252 Indian drivers in a survey in 2016. In 2022, it has shown that drinking and driving intentions are significantly associated with attitude. It can be seen that attitudes towards drunk driving behavior (i.e. how they judge whether it is right or wrong) greatly influences the intention to perform

the aforementioned behavior (Yadav A. et al. , 2022). However, the limitation of this study is that the survey subjects were only within India, not being able to represent the behavior of all drivers.

1.2.3. Habits of using social networks of young people

To be able to find the most effective methods and media to reach young people, it is necessary to understand their social media usage habits. Social network statistics for Vietnam in 2022 show that there are 76.95 million social network users in Vietnam in January 2022. The number of social network users in Vietnam at the beginning of 2022 is equivalent to 78.1 % of the total population. Kepios analysis shows that social media users in Vietnam increased by 5.0 million (+6.9 percent) from 2021 to 2022.

According to data published in Meta's advertising resources, there are 70.4 million Facebook users in Vietnam at the beginning of 2022. The number of Youtube users in Vietnam is 62.5 million users according to the updated advertising resources Google report. It can be seen that the above two social networks are extremely popular in Vietnam with users accounting for more than half of the population. Therefore, communication campaigns and entertainment products are easily accessible to the majority of Vietnamese people, especially young people.

According to data from ComScore - a company that measures and evaluates the effectiveness of online marketing solutions, out of more than 30 million internet users in Vietnam, about 87.5% have been using Internet services. social networks are in the 15-34 age group (about 71%) (Phuong Do, 2021). In addition, another study also showed that people under 25 years old are especially dependent on personalized means of news, such as Facebook, YouTube, and Instagram (Kalogeropoulos, 2019). Currently, Vietnamese young people are using social networks such as Facebook, Instagram, and Youtube,... for the purpose of learning, entertainment, business, and connection,... which Facebook is used the most. Surveying 1,000 young people (11-35 years old) in Ho Chi Minh, up to (89.3%) of them use Facebook. After Facebook is Youtube with the feature of viewing and sharing videos, currently Youtube (has 56.3% of users) is the second largest website in Vietnam after Facebook (Phuong Do, 2021). With the largest number of teenage users on social networking sites, why do Facebook and Youtube attract so many young people?

According to the survey results, among teenagers and young adults using social networks for many different purposes, the top 5 purposes with the highest percentage are searching, updating social information (66, 3%); making new friends, keeping in touch with old friends (60%); contact family and friends (59%). In fact, these needs in young people with high indexes are understandable because they are at an active, sensitive, creative age, always aiming for something new, different, and special. The two purposes with a high percentage are in the next position, mainly to serve the entertainment

needs - one of the needs that psychologists have identified as having a high index in the psychological development stage at this age: desire to enjoy life's pleasures and affirm their own ego, which is to share information (photos, videos, status) with people (54.0%) and for entertainment (49, 5%). Besides, the majority of young people are at school and working age, so the rate of using social networks as a support tool for their study and work activities is also relatively high, accounting for 44.7% (Huong Nguyen, 2021).

The frequency of using social networks among young people is increasing, because they can access it anytime, anywhere thanks to modern technology devices. According to survey results, young people tend to access social networks the most via smart mobile phones (85.3%). In addition, recent statistics from the social network Facebook have also demonstrated the explosion of smartphone use among young people Mark Zuckerberg himself - the founder of Facebook also said that visitors Accessing and connecting social networks via mobile is more active than through other devices, which is turning Facebook into a mobile-first platform. In addition, young people also access social networks from other technology devices such as laptops (24%), desktop computers (20.5%), or tablets (6.8%).

Youth and teenagers depend on many dominant factors such as time, space, economic conditions, nature of work, the purpose of going online, etc. Each individual will have a different amount of time using social networks. Survey results on the daily use of social networks by teenagers and young adults show that the top 3 accounts for the highest percentage: 1-3 hours (35.7%); from 3-5 hours (25.7%); over 5 hours accounted for (22.6%); while using time less than 1 hour accounted for the lowest rate (16.0%). The data shows that it seems that young people are spending a lot of time on social networks (Huong Nguyen, 2021).

Through the above data, it can be temporarily concluded that young people daily use a lot of time surfing social networking sites, the most popular are Facebook and Youtube, and they use social networks for 3 main purposes: Social news updates, sharing, chatting with friends, and finally entertainment. Therefore, a communication campaign about the consequences of driving after drinking through social networks can provide information, update news, and create entertainment media products. such as short films, reach the majority of young people based on their purpose of using social networks.

1.2.4. Similar campaigns on alcohol traffic accidents

	Strengths	Weakness	Opportunities	Threats
TP.HCM mở chiến dịch tuyên truyền xử lý nồng độ cồn (Ho Chi Minh City opens a campaign to propagate and handle alcohol concentration) (6/2022)	1/ Is an official campaign jointly implemented by the domestic government and foreign organizations. 2/ The propaganda product is very meaningful and fully describes the content that the campaign wants to target. 3/ Direct transmission to viewers because it is shown directly at led screens on the street, TVs in hospitals and a few other places. 4/ The campaign is widely implemented throughout Ho Chi Minh City and government social networking sites.	1/ The video is projected outside the outdoor led screen, there is no loss of effect because the waiting time for the red light is very fast, the driver does not have time to watch, and at the same time it is a distraction. 2/ Posting video clips on social networking sites cannot go viral because there is no effective Marketing campaign. 3/ Posting on government TV channels is also less effective because people watch less TV nowadays. 4/ There is no investment in Marketing for the campaign.	1/ Maintained and sponsored by the government. 2/ The campaign was carried out at the same time as the opening of a campaign to deal with alcohol content violations in the whole city of Ho Chi Minh City.	1/ At the same time, there were many similar campaigns by a few other organizations. 2/ Not interested by the public, because propaganda is not really effective. 3/ The campaign did not hit the public's wishes.
Sức mạnh của nói “không” (The Power of Saying "No")	1/ The key message of the campaign is unique and complete, creating a stimulus in the	1/ Because of the playful style and image, some negative things about traffic	1/ Few competitors in this regard. 2/ Choose the right problem that is	1/ There are many other related campaigns such as making a movie about

(3/2022)	<p>behavior of saying "no" and the power of that word.</p> <p>2/ How the campaign works for young people.</p> <p>3/ There is a good investment in terms of costs to implement the campaign enough to stimulate the desire of young people to participate.</p> <p>4/ KV is youthful and the color is suitable for young people's tastes.</p> <p>5/ Invite influencers on this topic.</p> <p>6/ Convey many deep meanings.</p>	<p>accidents will be overshadowed, making young people subjective.</p> <p>2/ Quite a few articles on other topics related to alcohol-related traffic accidents.</p>	<p>happening quite popular in today's society.</p> <p>3/ Contributing to traffic accident propaganda in a way that is relevant to young people.</p>	<p>alcohol-related traffic accidents or similar campaigns.</p> <p>2/ May not be suitable for some young audiences.</p> <p>3/ This campaign asked young people to know a little about technology at that time.</p>
<p>Liên hoan phim toàn quốc về An toàn giao thông năm 2019 với chủ đề “Đã uống rượu bia – Không lái xe” (National Film Festival on Traffic Safety 2019 with the theme "Drink - Don't drive") (8/2019)</p>	<p>1/ Attracted many attendees (200 works of 3 genres: reportage; Science; Short clip) from agencies, departments to individuals.</p> <p>2/ Being a official event, receiving government support.</p> <p>3/ The winning works are used for propaganda purposes throughout the country.</p> <p>4/ It has practical</p>	<p>1/ The works participating in the event are not publicized in new media, causing limited access.</p> <p>2/ The communication to the public to know about the event is still limited.</p> <p>3/ Not targeting young people.</p> <p>4/ The way of transmission still follows the old,</p>	<p>1/ Maintained and sponsored by the National Traffic Safety Committee.</p> <p>2/ Get support from attendees.</p> <p>3/ Contributing to the propaganda in the cinematic aspect.</p> <p>4/ Incorporating the right time to change Decree 100/2019/ND-CP on sanctioning of administrative</p>	<p>1/ Overwhelmed by other newly built campaigns.</p> <p>2/ Not focusing on communication in new media, leading to the number of attendees often coming from television stations, state agencies.</p>

	meaning to choose good movies to convey the message of the event.	stereotypical motif.	violations in the field of road and railway traffic.	
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Table 1: Campaigns with the same theme

- In the summary:

- + They all receive support from the government and have strong funding sources.
- + However, in terms of reaching the target audience, it is not very good because the way of communication is still limited and not suitable for some audiences.
- + The campaigns are all done at the right time related to the topic being talked about.

1.2.5. Movies with the same theme

● **Short story on traffic safety - Alcohol - propagating the law**

- Lively illustrated sound, close dialogue.
- Build a drinking party similar to reality.
- Actors perform naturally, not forced.
- Invest in context.
- The details are easy to grasp, not difficult to understand.
- There is a scene showing the direct consequences (the husband is disabled after the accident) and the indirect consequences of a traffic accident caused by alcohol (the scene where the wife is heartbroken when she sees her husband in an accident).
- There is a warning at the end of the skit.
- Clarify the message.
- The movie is only broadcast on TV, not accessible to social network users.

● **Short film “White flower”:**

- The sound and music used in the movie are very good and match each emotional part of the movie.
- There is an investment in the characters in the movie and the shooting setting.
- Use lots of cool and unique shots to make the scene easier to understand.
- In terms of media of the film, it seems to be quite weak, because the film was only screened at the event for the film and 1 on the traffic newspaper, not reaching many audiences, including users. social media users and non-users.

→ **Conclusion:** There is a very good investment in terms of content, techniques and many other factors to produce a complete movie, but because of the short duration, the story happens too quickly and has not left anything for the viewers. At times, the approach to the audience is not good, because there has not been an expansion in the means of access and communication methods.

1.3. Primary research

To conduct primary research, the Google Form tool was used to create an online survey questionnaire to collect responses from the target audience. The questionnaire is divided into three main parts including:

- Part 1: Demographic questions to collect the necessary information about the target audience, thereby building campaigns and messages suitable for that audience. Questions about alcohol consumption habits and frequency were also used to gain insights from the target audience.
- Part 2: Behavioral questions and factors affecting self-driving behavior after using alcohol to understand why the target audience decided to perform the above behavior.
- Part 3: Questions about the interest and tastes of the target audience about the campaigns and communication products on the above topic to be able to meet the needs of the majority of the target audience.

The subjects participating in the survey are young people studying at universities or working in Ho Chi Minh City. The survey collected 319 answers with the following statistical results.

1.3.1. Research on the alcohol use habits and frequency of alcohol use of young people

Part 1 begins with demographic questions, survey respondents are divided into 4 main age groups, including: Under 18 years old, 18-24 years old, 25-36 years old, and Over 36 years old. Next is the question of dividing the subject into 2 gender groups: Male and Female. Finally, there is a question about careers with many different options.

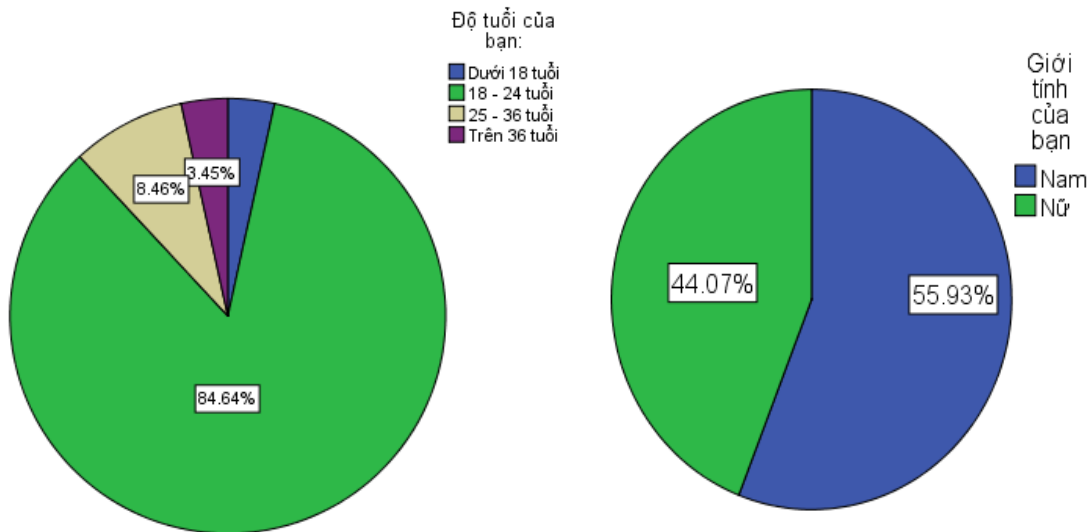


Figure 1: The charts illustrates age and gender of respondents

The results show that the majority of respondents are in the age group of 18-24 years old (accounting for 84.64%), this is also the age group that causes the most alcohol-related accidents according to the secondary survey results done above. The proportion of male respondents accounted for more than female respondents (male accounted for 55.93%).

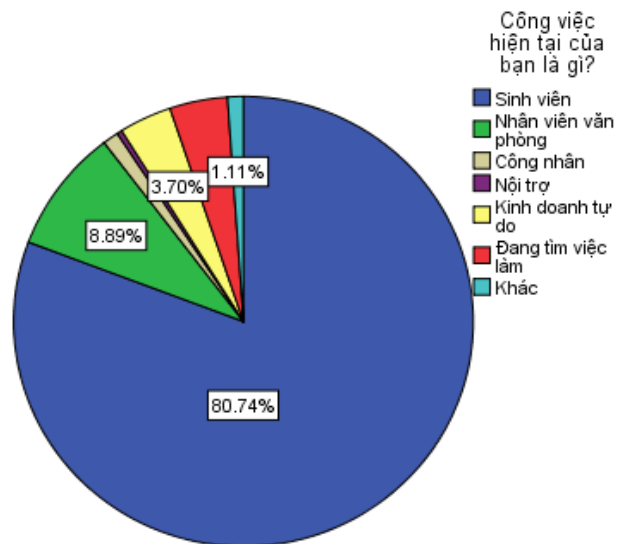


Figure 2: The charts illustrates occupation of respondents

The number of respondents who are students accounted for the highest rate with 80.74%. The remaining respondents have worked or are looking for work, of which the majority are office workers with the rate of 8.89%.

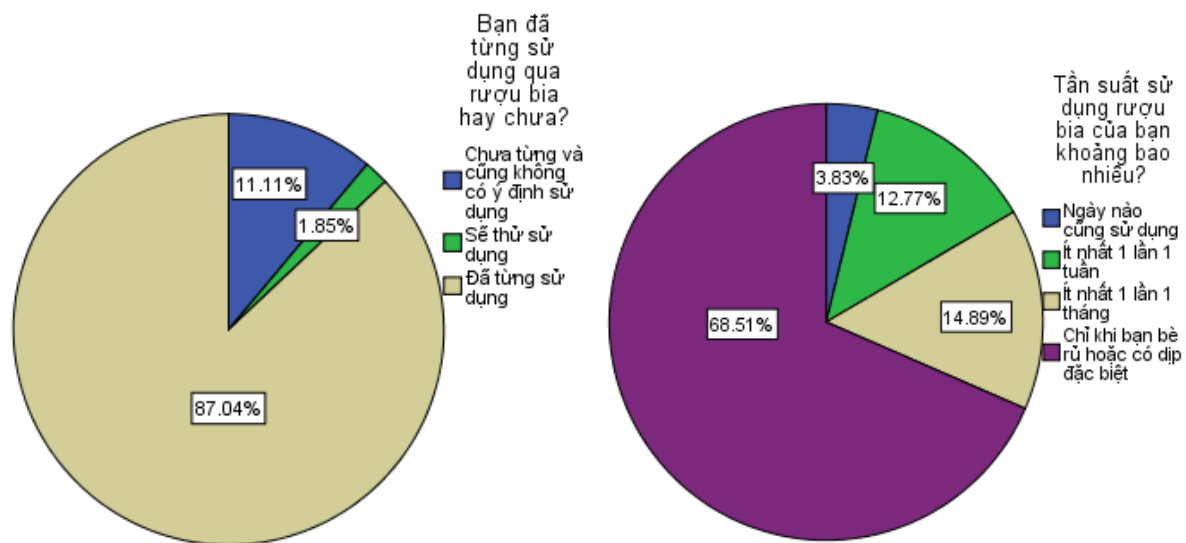


Figure 3: The charts illustrates the respondent's frequency of alcohol use

The survey results show that 87.04% of the respondents have ever used alcohol and their frequency of alcohol use is also relatively high. 68.51% of people who used to use it said that they only use it when friends invite or have a special occasion, the rest use it quite often with levels such as every day, at least once a week, at least once a week or at least once a month. Through the above demographic survey information, it can be seen that young people aged 18-24 use alcohol the most, and young men tend to use more than women. In order to learn about the reasons for using alcohol and have a more objective view, the respondents who have ever used alcohol will continue to answer questions about the reasons for their use.

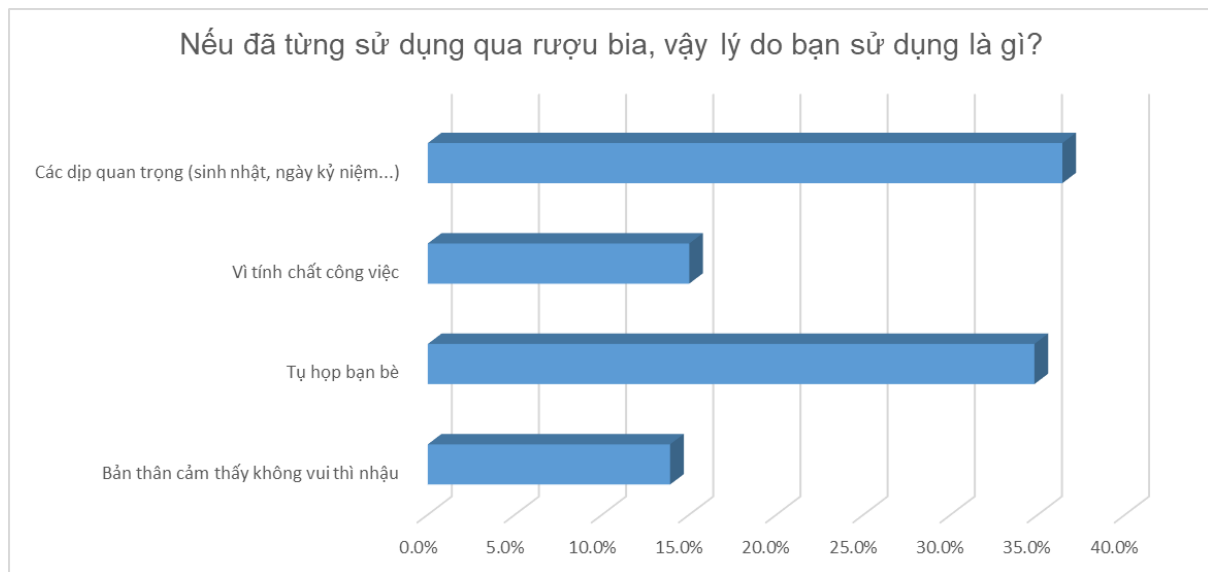


Figure 4: The chart illustrates reasons for using alcohol

Since this is a multiple choice question, a respondent can choose more than one reason. Based on the number of answers collected from the respondents, it can be seen that the two reasons why they use alcohol the most are important occasions (accounting for 36.4%) and gathering with friends (accounting for 34.8%). It can be seen that young people like to use alcohol at gatherings or happy occasions, from which the group will build a movie script suitable for the above psychology of young people to create a feeling of closeness, most casual for the target audience.

1.3.2. Research on factors affecting driving behavior in traffic after drinking alcohol

Before learning about the factors affecting driving behavior in traffic after using alcohol, the respondents who have ever used alcohol will continue to participate in answering the question about how they join the traffic after drinking alcohol.

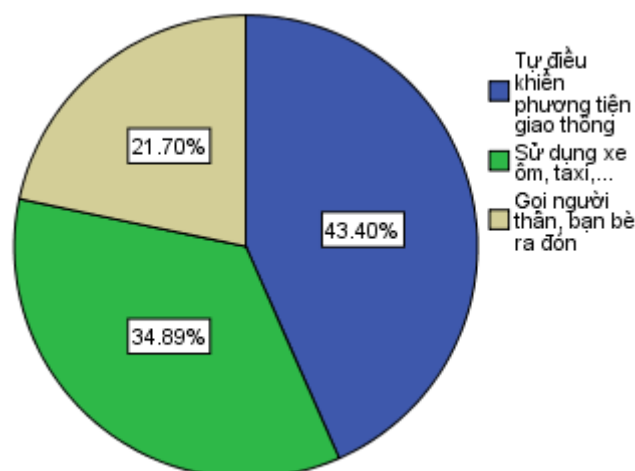


Figure 5: The chart illustrates the ways to participate in traffic after using alcohol

It can be seen that the number of people who drive their own vehicles after using alcohol accounts for the highest proportion with 43.40%, nearly half of the respondents. This number accounts for the majority and shows that driving after drinking is still happening a lot, this is an alarming situation and needs to be actively reduced. So, what made them decide to drive themselves after using alcohol? Understanding the reasons for this behavior is essential to understanding target audience insights.

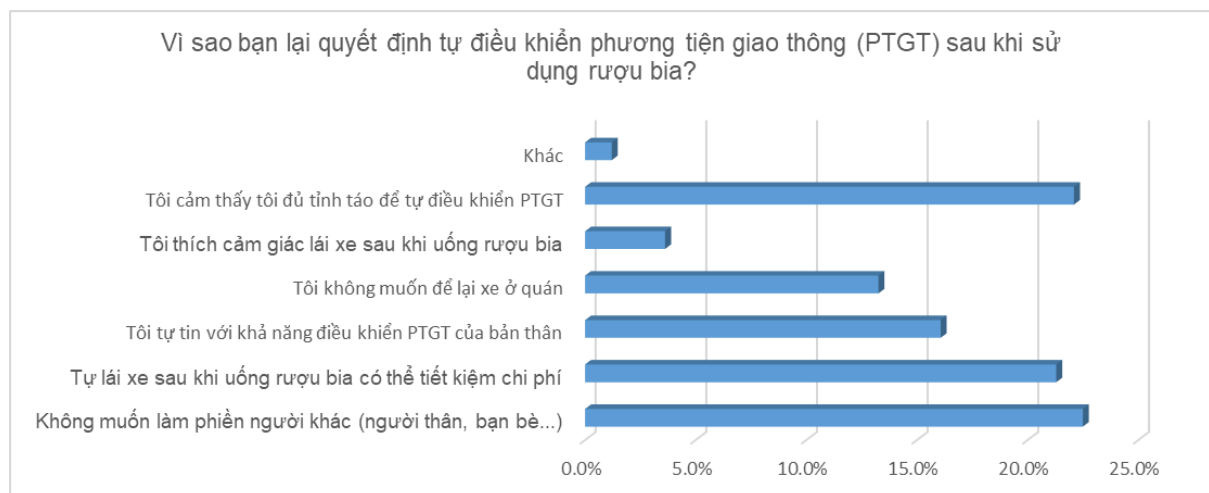


Figure 6: The chart illustrates the reasons drive vehicle after using alcohol

Based on the responses collected from the respondents as shown in figure 6, it can be seen that the 3 main factors that made them decide to drive home after drinking were because they felt they were still sober enough to drive, they can save travel costs if they drive back, and they don't want to bother their loved ones having to pick them up. In which, two reasons are that they feel sober enough and they do not want to bother their loved ones accounting for the most with about 22.5%. To better understand the above behavior, questions about the factors affecting behavioral intention will be asked, in order to find out which factors have the most influence and compare with the above reasons to be able to make a decision to change measures. The main factors affecting behavioral intention include: attitude towards behavior, subjective norm and perceived behavioral control. Respondents will answer the questions of each factor with levels ranging from Totally Disagree to Totally Agree, corresponding to a scale of 1 to 5.

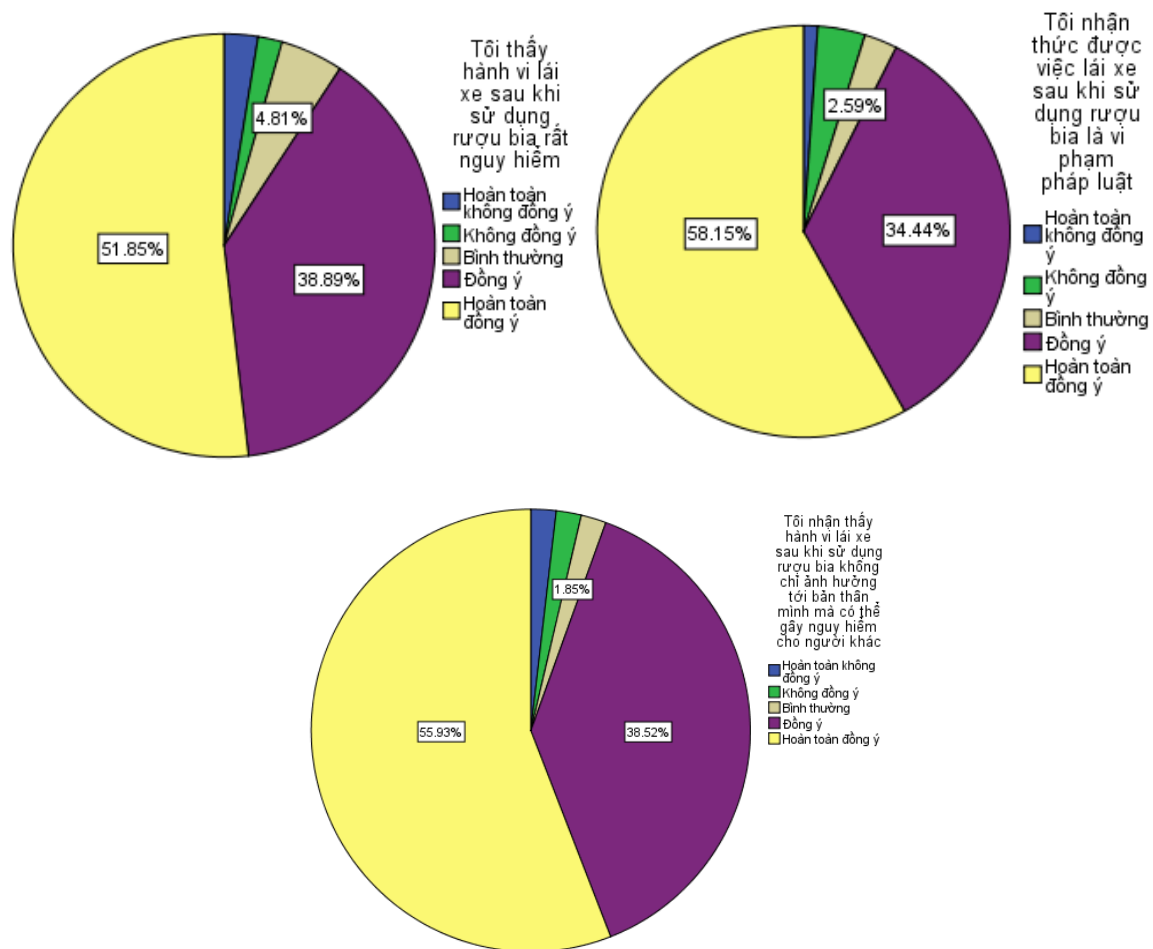


Figure 7: The chart illustrates the attitudes of respondent about driving behavior after drinking alcohol.

Regarding the element of attitude towards the behavior, the three questions above will focus on asking about how they perceive the behavior of driving after drinking as bad or good, they rate this behavior as beneficial or harmful. And the results show that, about 95% of respondents are aware of the danger of the above behavior, not only that, they also agree that the act of driving after drinking is also dangerous to others and is a dangerous behavior that violates the law. Mean scores of all three questions above are above 4.5, indicating that respondents tend to completely agree about the harmful effects of this behavior. That is the respondent's attitude towards the behavior, what about the people around them will have their opinion and attitude? The subjective norm factor will answer that question.

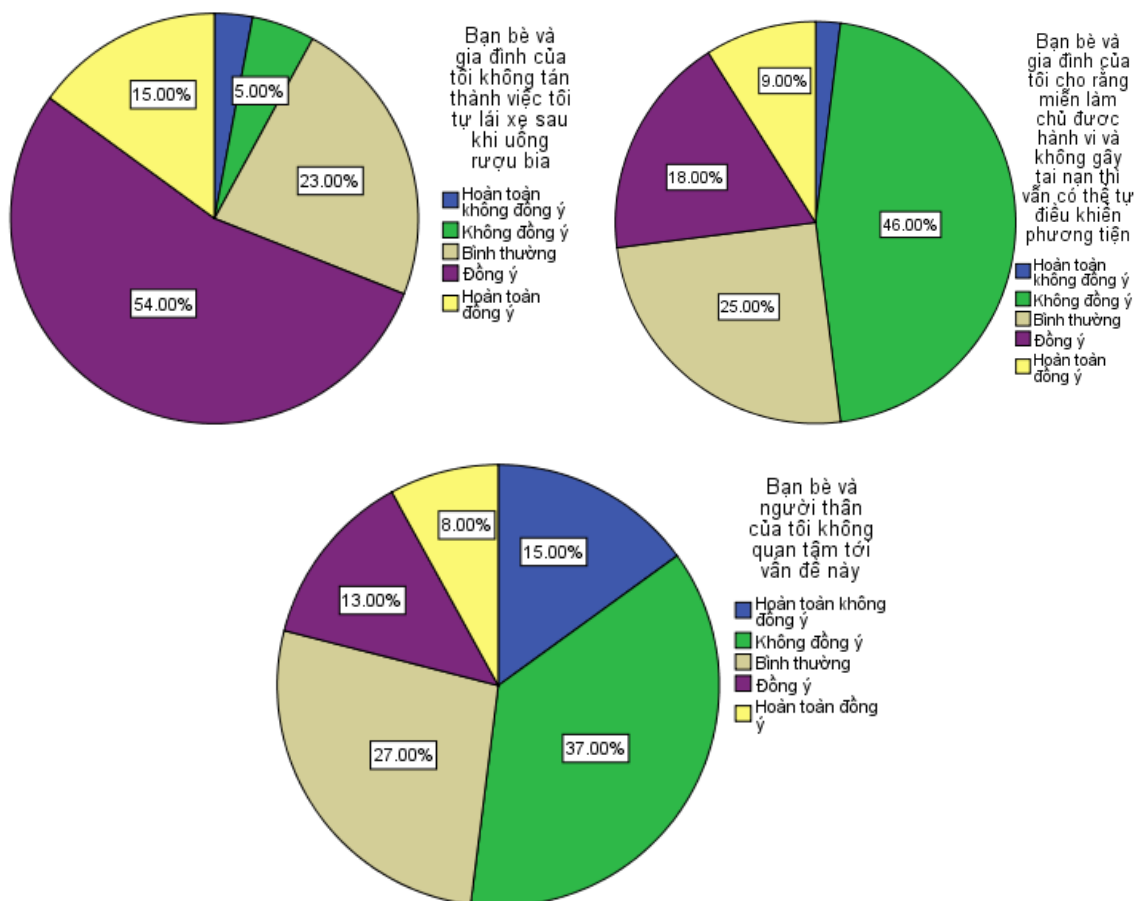


Figure 8: The chart illustrates the subject norm of respondent about driving behavior after drinking alcohol

The results of the three questions above show that the majority of respondents agree that their relatives and friends do not approve of the behavior of driving after drinking, and their relatives and friends also do not approve of the above behavior even if they are sober or in control of themselves. Coming to the sentence "My friends and relatives don't care about this", the percentage of people who disagree is only 52%, showing that nearly half of the respondents are on the neutral side with this opinion. However, the Mean index (= 3.78, approximately 4) showed that the respondents tended to agree with their family and friends' disapproval of driving behavior after drinking.

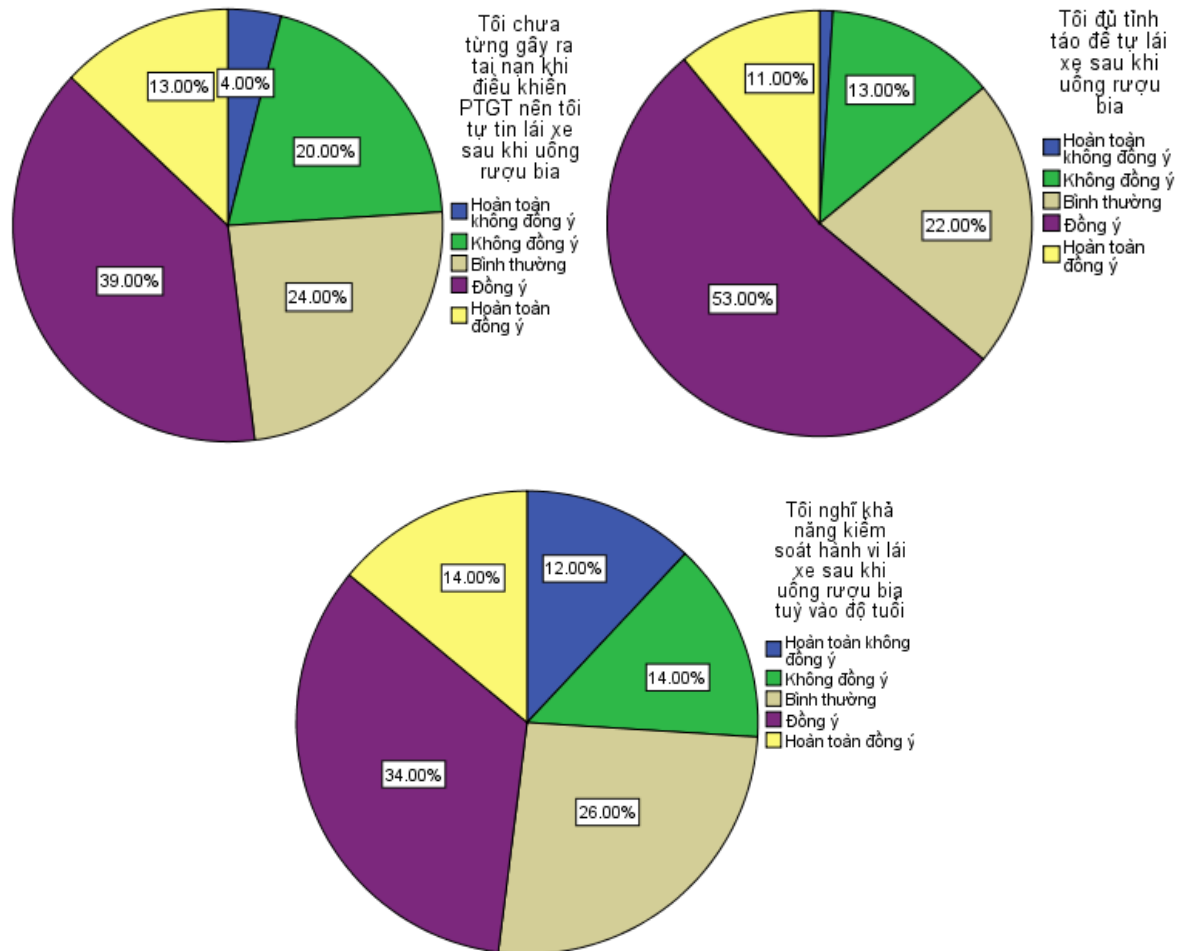


Figure 9: The chart illustrates the respondent's perceived behavioral control about driving behavior after drinking alcohol

The perceived behavioral control is the factor that people think they can easily master the behavior or not, the implementation of that behavior is easy for them. This factor will be assessed through the above three questions, the results show that 52% of respondents agree that they have never caused an accident when participating in traffic, so they are confident in their steering, 24% of respondents have neutral opinion. Besides, up to 64% of respondents agree that they are still sober enough to drive themselves after drinking alcohol, 22% of respondents have a neutral opinion. Mean = 3.6 (approximately 4) indicated that the respondents tended to agree that they are still sober enough after drinking alcohol. Thereby, it can be clearly seen that the survey participants are confident in their own driving ability and they feel that they are still sober enough after drinking alcohol, so driving is completely within their control ability.

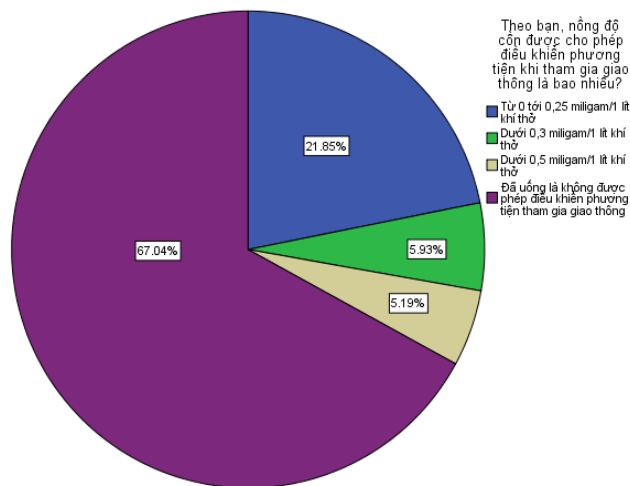


Figure 10: The chart illustrates respondent's awareness

In addition to the factors affecting the behavioral intention mentioned above, the perception of the law is also an important factor affecting their decision to perform the behavior. When asked about the level of alcohol in breathing air allowed to participate in traffic, the majority of respondents (about 65.4%) said that drinking (whether more or less) is not allowed to drive in traffic. This is a correct statement that shows young people's awareness of the law is at a good level.

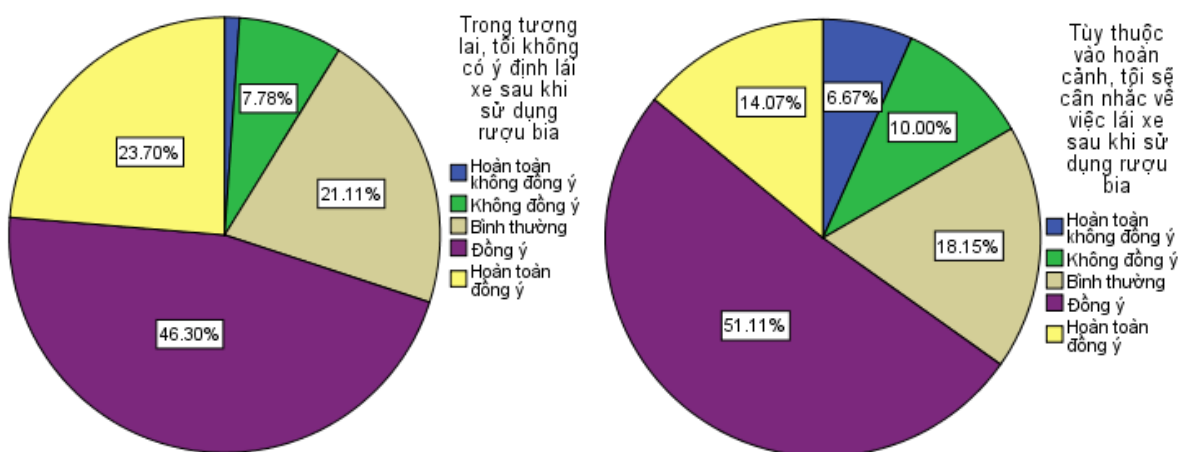


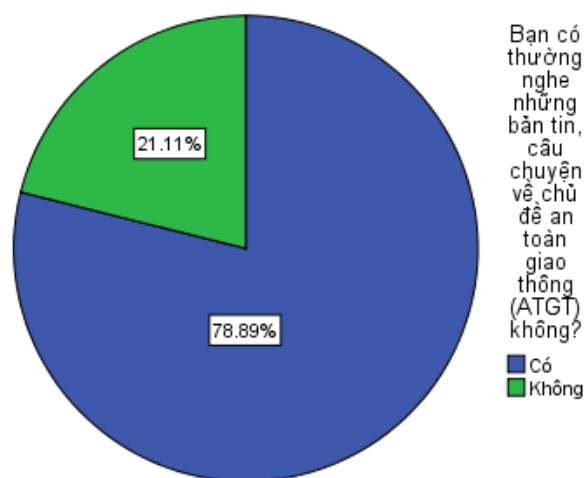
Figure 11: The chart illustrates respondent's intention driving behavior after drinking alcohol

Behavioral intention indicates whether the person intends to perform that behavior in the future. Through the above two opinions, the answers obtained indicate that the majority of respondents (about 70%) agree that they do not intend to drive after drinking in the future. However, depending on the circumstances, the majority of them (65.8%) would still consider doing the aforementioned behaviour. From the factors affecting the behavior mentioned above along with the respondents'

awareness of the law, the majority of respondents and their surrounding relatives have a negative attitude towards driving behavior after drinking alcohol, they are also well aware that the law does not allow drivers to enter traffic after drinking alcohol, regardless of whether they drink a little or they are still sober. However, the majority of respondents are confident in their steering, and they think that they are still sober to be able to drive home after drinking alcohol, which are the factors that affect to their intentions to do the behavior, causing them to consider doing so depending on the circumstances, and that circumstances may include them being sober enough to drive home. This point is clearly demonstrated through the Pearson correlation coefficient between the two factors perceived behavioral control and the intention to perform the behavior, the result of the coefficient is $r = 0.541$, showing that these two factors are strongly correlated together.

1.3.3. Research on young people's tastes in this topic

After learning about the factors affecting driving behavior after drinking alcohol to come up with effective measures and campaigns to change that factor, the team will continue to learn about young people's taste for this topic. From there, it is possible to develop products and campaigns that attract the attention and love of young people, contributing to spreading the message more widely.



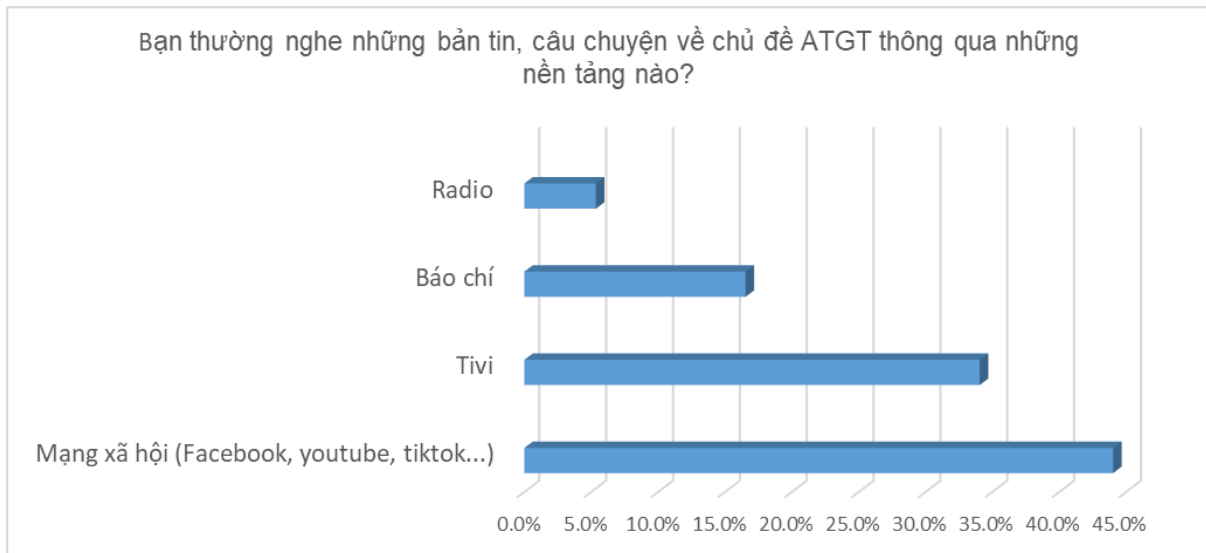


Figure 12: The chart illustrates the respondent's interest in the topic of traffic accidents

When asked about the target audience's interest in the topic, the majority of respondents (accounting for 78.89%) said that they often listen to news and stories on traffic safety topics, and the media they use the most are social media and TV. This is an advantage for the communication campaign through social networks, especially turning stories about traffic safety into a short film to convey the message in a more youthful, non-boring form for teenagers.

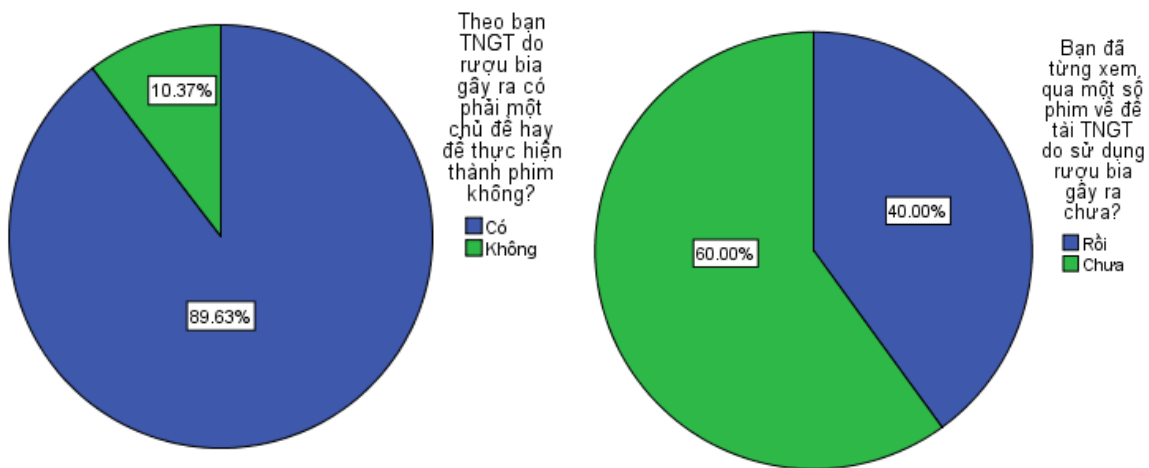


Figure 13: The chart illustrates the respondent's taste in movies with the same topic

To make sure that the target audience will be interested in short films related to the topic of alcohol-related traffic accidents, the group asked a question and received the majority of approvals (accounting for 89.63%). Although the respondents agreed that this topic is a good topic to make a movie, most of them have never seen any movie on the topic. The respondents who have seen it mostly do not remember the name of the movie, some of the films mentioned coincide with the films that the group has conducted the secondary survey above such as: the short film “White Flower”,

“The Last Cup”. This shows that the topic of alcohol-related traffic accidents has not been made into a movie much or has not reached many audiences.

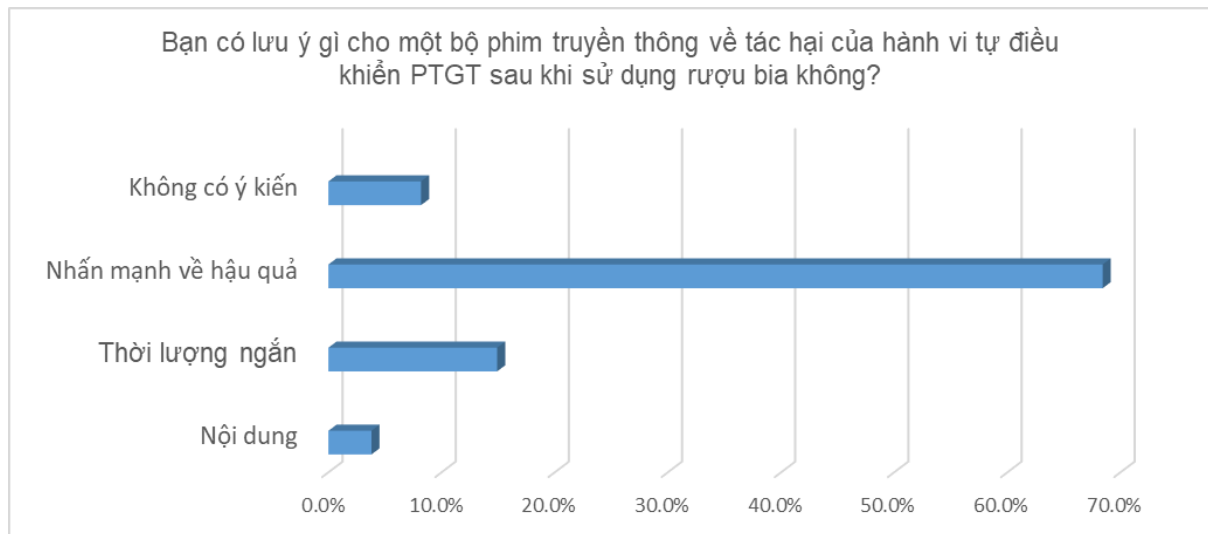


Figure 14: The chart illustrates respondents' comments to the film on the consequences of being drunk in traffic

To be able to build a film that can satisfy the tastes of the majority of the target audience, the team asked a question to comment on the short film related to the topic harmful of traffic driving behavior after using alcohol. The results obtained showed that the majority of respondents (accounting for 68.4%) commented that the film should emphasize the consequences, in addition, the length of the short film is also a factor that many people care about.

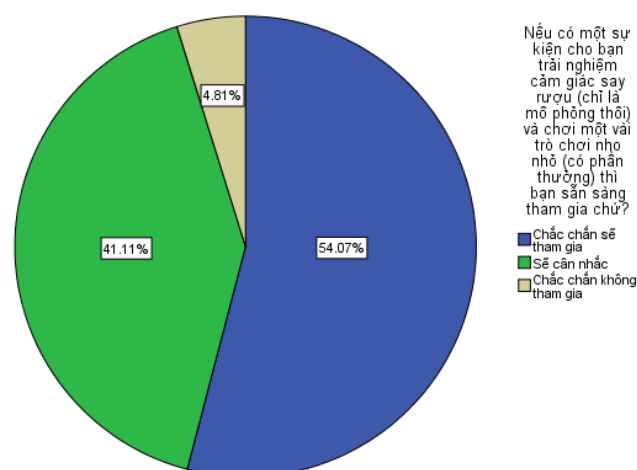


Figure 15: The chart illustrates respondent's intention to participate in the event

To organize the most successful premiere event, the team learns the intention of the target audience to attend the event through the above question. The results show that 54.07% of the respondents will definitely participate and about 41.11% of the respondents will consider participating. This is a positive number to be able to continue to develop plans for the above event.

1.4. Conclusion

From the results of the above secondary and primary research, it can be temporarily concluded that the group of people who use alcohol and participate in traffic the most is at the age of 18-24, most of them are students. This is also the audience who has a habit of using social networks to watch movies, entertain and update news. Therefore, a media campaign about the harmful effects of driving after drinking alcohol with short film products through social media can reach this target audience best.

Most of the target audience is aware of the serious harm of driving after drinking alcohol as well as knows some relevant laws. However, they still intend to carry out the above behavior because they feel they are sober enough and can control the vehicle when participating in traffic. Therefore, it is necessary to have a campaign that can convey the message that a little alcohol does not make them lose consciousness, but it also affects their brains, causing them to lose focus when driving, impaired vision, limit the ability to reflect, leading to easily cause traffic accidents. At the same time, let them see the serious consequences not only for others but also for their loved ones, thereby making them see the problem more intuitively.

2. Project planning

2.1. Big idea

Through research and surveys on the target audiences, the group draws their insight: they know that driving after drinking is dangerous, even illegal. However, many people still think that just drinking a little alcohol (for their opinion) and they still feel sober enough, driving in traffic will not be affected. So the big idea of the project is to convey to everyone the harmful effects of alcohol on the body (which can happen right from the first glass of beer/wine) such as distracting, impaired vision, reduced judgment, thereby affecting driving skills and easily leading to traffic accidents, causing serious consequences.

- The serious consequences of driving after drinking not only occur when you are completely “DRUNK”, but it is also a potential danger from the moment you take the first sip of alcohol.

2.2. Key message

- Một chén rượu, triệu trách nhiệm.

2.3. Goal

- Increase T.A's awareness of the consequences of driving after using alcohol.

2.4. KPIs

- Social media: Facebook fanpage (4BETARA PRODUCTION) about the project has 8000 reaches and increased 1000 likes from 16/1 to 02/04.
- Achieving 50 posts for 9 weeks of social media.
- Cooperating with 3 social media fan pages in the field of the same topic.
- Interactive event: 150 check-in forms and 200 feedback forms for all activities in the event, especially the film
- Short film production: achieved 2,000 views, 400 reactions, 50 comments, 100 shares after its release on the media platform, received a strong response and spread.. Help the target audience understand and get to know more about the consequences of drunk in traffic.

2.5. Strategy approach:

Timeline	Week 3 (16/01/2023 - 05/02/2023)	Week 4-8 (06/02/2023 - 12/03/2023)		Week 9-12 (13/03/2023 - 02/04/2023)
Phase	Phase 1: Awareness	Phase 2: Interest	Phase 3: Desire	Phase 4: Action
Goals	- Introduction of ongoing projects on Facebook. - Increase the awareness of the project by introducing posts about the project and the group on fanpage Facebook, providing knowledge related to the topic on the fanpage to T.A.	- Attract the target audience's interest in the project, especially short films. - Update information about movies and categories on the fanpage.	- Let T.A share their own stories about alcohol-related traffic accidents. - Share pictures and information about traffic accidents recently.	- Launching the movie and attracting T.A to attend the online and offline premiere. - Update on the movie premiere event combined with the simulation of drunken experience. - Spread the message to T.A to increase awareness about not driving after drinking.
KPIs	500 likes, 5000 reaches, 100 interactions.	1000 likes, 8000 reaches, 200 interactions.		Reaching 2,000 views for short film launching on media platform (Facebook, Youtube) Reaching 100 participants for the event.
Key activities	Sharing project information posts, education posts.	Sharing stories of traffic accidents caused by alcohol, education posts, project information posts.		Sharing event information posts. Short film “Say” released.
Platform	Facebook			
Supporting platform				Youtube

Table 2: Strategy approach

2.6. Timeline

The entire production and communication campaign for the short film about the consequences of being drunk in traffic is carried out according to the timeline below.

No.	TASK
BRAINSTORMING IDEA (TUẦN 1-4)	
1	Chọn chủ đề phim
	Lên kế hoạch cho fanpage
2	Chọn mood and tone cho phim
3	Nghiên cứu thứ cấp về tình trạng lái xe sau khi sử dụng rượu bia
4	Nghiên cứu sơ cấp (thực hiện khảo sát về insight của TA, thu thập, phân tích dữ liệu)
5	Chi tiết các cảnh quay chính trong kịch bản (lên kịch bản, mô tả về vai diễn...)
6	Thực hiện KV, key message
7	Duyệt nội dung fanpage tuần 1
8	Lên nội dung fanpage tuần 2
9	Duyệt nội dung fanpage tuần 2
10	Lên nội dung fanpage tuần 3, 4, 5, 6
11	Duyệt nội dung fanpage tuần 3, 4, 5, 6
12	Nghiên cứu địa điểm quay
PRE-PRODUCTION (TUẦN 4-5)	
13	Casting call
14	Gặp diễn viên, trao đổi kịch bản
15	Checklist
16	Chi tiết cảnh quay/góc quay
17	Budget (dự kiến)
PRODUCTION (TUẦN 5)	
18	Quay phim
POST-PRODUCTION (TUẦN 6-8)	
19	Hậu kỳ
20	Khảo sát địa điểm tổ chức event
21	Lên event flow, tuyển CTV, tìm MC
22	Setup sự kiện
23	Rehearsal
24	Sự kiện
25	Công chiếu tại sự kiện
26	Công chiếu trên Facebook, Youtube (online)
EVALUATION (TUẦN 9-10)	
27	Thống kê và đo lường hiệu quả truyền thông trên fanpage
28	Thu thập feedback về sự kiện công chiếu phim và mô phỏng trải nghiệm
28	Đánh giá tổng quan toàn bộ dự án

Figure 16: Project plan timeline

Link: [Here](#)

2.7. Media Campaign

2.7.1. Target Audience:

2.7.1.1. Main target audience:

People who are of the legal age to use alcohol, are old enough to be responsible before the law, like gathering with friends and relatives on important occasions (birthdays, anniversaries, holidays, etc.)

- **Demographic:**
 - Gender: both male and female
 - Occupation: Student
 - Aged: 18-24 years old
- **Geographic:**
 - Ho Chi Minh city
- **Psychological:**
 - Like joining fun with friends and relatives.
 - Pay attention to social issues
 - Enjoy watching clips or short films on social media platforms
- **Behavioral:**
 - Used to use alcohol
 - Driving by themselves after using alcohol
 - Using substances with alcohol content (wine, beer, etc.) in gatherings
 - Regularly use social networks for entertainment and news updates.

2.7.1.2. Target Audience 2 (sub-audience):

People who are in the age of adulthood preparing to get married or become parents (mostly men), are old enough to be responsible before the law, like to gather friends and relatives on important occasions (birthdays, anniversaries, holidays...)

- **Demographic:**
 - Gender: both male and female
 - Occupation: Worked
 - Aged: 25-36 years old
- **Geographic:**
 - Ho Chi Minh city
- **Psychological:**
 - Like joining fun with friends and relatives.
 - The nature of the job requires frequent use of alcohol
 - Relieve psychology and problems in life with alcohol

- Pay attention to social issues
- Enjoy watching clips or short films on social media platforms
- **Behavioral:**
 - Used to use alcohol
 - Driving by themselves after using alcohol
 - Using substances with alcohol content (wine, beer, etc.) in gatherings
 - Regularly use social networks for entertainment and news updates.

A. Main topic: Say about “Say”

- **Content:** Update on the progress of the film
- **Task:** Information throughout the process from pre-production to post-production of the film
- **Format:** Image - Post - Video
- **Hashtag:** #4betaraproduction #SBS #sayaboutsay #dauongruoubiathikhonglaixe

B. Sub-topic 1: Share “reel” with “Say”

- **Content:** Interview or podcast about the stories of alcohol-related traffic accident victims (both patients, the people who caused the accident and witness)
- **Task:** Find interviewees through the application form or do podcasts through collected confessions
- **Format:** Image - Post - Video
- **Hashtag:** #4betaraproduction #SWS #sharewithsay #TNGT
#dauongruoubiathikhonglaixe

C. Sub-topic 2: “Say” know

- **Content:** Share useful information related to traffic and alcohol issues.
- **Task:** Search and collect knowledge related to traffic and participating in traffic when using alcohol.
- **Format:** Image - Post
- **Hashtag:** #4betaraproduction #SWS #sayknow #TNGT
#dauongruoubiathikhonglaixe

D. Sub-topic 3: “Say” Real

- **Content:** Share real images, information about drunken traffic conditions
- **Task:** Search, share or record real images of driving vehicles in traffic.

- **Format:** Image - Post - Video
- **Hashtag:** #4betaraproducton #SR #SAYreal #TNGT #dauongruoubiathikhonglaixe

2.7.2. Social media timeline

STT	STARTED DATE	DEADLINE	TOPIC	CONTENT	RESPONSIBLE CONTENT	DESIGN	RESPONSIBLE DESIGN	TYPE OF MEDIA	DATE OF PUBLICATION	TIME UPLOADED	STATUS
TUẦN 1											
1	✓		Say about say	caption cho avatar	Mai	ava	Trưởng	Facebook	16/01/2023	10:00 P.M	Finished
2	✓	3/1/2023	Say about say	caption cho cover	Mai	cover	Trưởng	Facebook	16/01/2023	10:00 P.M	Finished
3	✓		Say about say	bài đăng giới thiệu fanpage và project, mong chờ sự đón nhận của mng cho các bài đăng tiếp theo	Minh	bài đăng	Đạt	Facebook	17/01/2023	8:00 P.M	Finished
4	✓	4/1/2023	Say about say	Say là gì?	Mai	Say là gì?	Đạt	Facebook	18/01/2023	10:00 A.M	Finished
5	✓		Say about say	Thành phần tạo nên "Say"?	Mai	members	Trưởng	Facebook	19/01/2023	10:00 P.M	Finished
6	✓	5/1/2023	"say" know	nồng độ cồn abc có được điều khiển phương tiện giao thông không? (tìm luật rồi để vô file doc content cho des vô lấy thiết kế)	Minh	CỒN ABC	Trưởng	Facebook	20/01/2023	10:00 A.M	Finished
7	✓	9/1/2023	say reel	caption về hình ảnh/video	Minh	chuyện buồn cuối năm	Trưởng	Facebook	20/01/2023	10:00 P.M	Finished
8	✓	6/1/2023	Share reel with say	giới thiệu chuyên mục SRWS (ý nghĩa, nội dung, hình thức tham gia - form đăng ký phòng vấn hoặc cfs chia sẻ câu chuyện)	Mai	giới thiệu SRWS	Đạt	Facebook	21/01/2023	10:00 A.M	Finished
9	✓		bài theo dõi	đếm ngược đến tết nguyên đán Quý Mão (4 tiếng)	Minh	đếm ngược	Đạt	Facebook	21/01/2023	8:00 P.M	Finished
10	✓	8/1/2023	bài theo dõi	chúc mừng năm mới	Mai	CMNM	Trưởng	Facebook	22/01/2023	0:00 A.M	Finished
TUẦN 2											
11	✓	9/1/2023	Say about say	ý nghĩa và lý do chọn chủ đề này để làm phim ngắn (ý nghĩa tên Say và lý do dẫn đến quyết định chọn đề tài này)	Minh	ý nghĩa và lý do	Đạt	Facebook	23/01/2023	8:00 P.M	Finished
		18/01/2023	"say" know	Vì sao nhiều người lại thích nhậu?	Mai	người viết thích nhậu	Trưởng	Facebook	24/01/2023	10:00 A.M	Finished
12	✓	9/1/2023	bài theo dõi	nhắc nhở việc uống rượu bia thì không lái xe vào dịp Tết	Trưởng	nhắc nhở ngọt ngào	Trưởng	Facebook	25/01/2023	10:00 P.M	Finished
	✓	18/1/2023	"say" know	Sử dụng rượu bia năm trong top 7 nguyên nhân của yếu gây TNGT	Mai	top 7	Đạt	Facebook	26/01/2023	10:00 A.M	Finished

Figure 17: Social media timeline

Link: [Here](#)

2.8. Event

2.8.1. Concept

- This event will take place based on the idea that participants will experience simulating the perspective and feeling of a person with vision loss after using alcohol, and will participate in some simple games for them to experience mobility and cognitive difficulties during the effects of alcohol use. Spaces and games will be decorated like roads to create a realistic feeling.
- Beside the above experience is the premiere of the short film "Say" - a film on the topic of alcohol-related traffic accidents, along with the element of sacred family affection. Participants will receive free food such as popcorn, candy and soft drinks to enhance their movie experience.

2.8.2. Mood and Tone

- Mood: Experience participating in the game brings fun, entertainment, excitement
- 4 tones:
 - Yellow and White: the color of beer, road markings and traffic signs
 - Black and gray : the color of the road surface

2.8.3. Key Visual

Road surface with road markings, traffic lights and different types of traffic signs

2.8.4. Insight

- Topics on social issues are paid much attention by the school.
- Through the results of primary research done above, the majority of subjects are 18-24 years old and are students, they are interested in news and stories about traffic safety, and they are willing to attend a movie showtime event that combines an experience that simulates the feeling of being drunk by alcohol.
- The event will let participants feel that although they feel sober, after drinking alcohol, the body will be affected by a number of effects such as visual impairment leading to loss of concentration, slowness of the body, movement. Thereby, they will be more aware and understand the harmful effects of drinking while driving.

2.8.5. Target audience

The target audiences of the event are the people who have the same characteristics as the target audience of the entire campaign

- Main T.A: Student of FPT HCM University
 - Interested in social issues
 - Like to participate in new experiences.
 - Love watching movies, especially short films.
- Sub T.A: Lecturers, staff of FPT University, students from other schools

2.8.6. Time & Location

- Estimated date: March 8 (mid-week 9 of the semester), starting at 8:00 am and ending at 12:00 pm.
- Expected location: Stairs 2 floors, opposite Drum Dong, and 1 classroom nearby. After a stressful week of work and study, everyone can relieve stress by participating in interesting experiences and watching a short film with a meaningful message.

2.8.7. Event execution

The event is divided into 2 parts: Drunk experience and the premiere event of the short film "SAY":

- **Short film premiere "SAY"**
 - Propaganda to raise awareness about the consequences of driving behavior after using alcohol. Participants will be provided with soft drinks, popcorn...to enhance the movie watching experience .The movie will have 6 showtimes. While waiting for the next showtime, customers can participate in the Drunk simulation experience for

entertainment and receive gifts. Get feedback from the audience after watching the movie.

- **Drunk simulation experience (Drunk & drive):**

- Players will be wearing glasses, arms and legs with light weights and limited movement with bandages. Players will have to balance in the demarcation line, and at the same time pick up the ball and place it on the hole of the pyramid.
- When going to the intersection, players will have to look closely at the traffic signs to know which direction to turn, if they go the wrong way, they will be immediately disqualified.

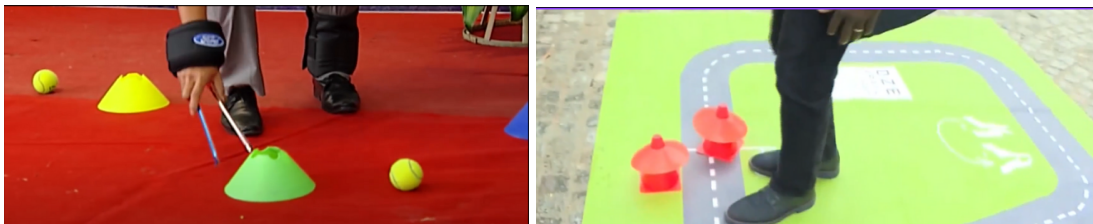


Figure 18: Illustration for experience (Source: VTC14 Channel).

2.9. Expected Budget

No.	Category	Expense
1	EVENT	10.000.000
2	FILM	20.000.000
3	MEDIA	1.500.000
TOTAL		31.500.000

Table 3: Expected budget for the whole project

[General budget](#)

3. Pre-production

3.1. Film introduction

- **Title:** Say (Drunk)
- **Genre:** Drama
- **Theme:** Consequences of being drunk in traffic
- **Duration:** 15 - 20 minutes
- **Target audience:** Young adult (18 - 24 years old)

- **Logline:** A brother, after a quarrel with his younger sister, went out drinking with friends. On the way back, due to the influence of alcohol, he lost focus and his eyes were blurred so he caused an accident that led to the death of his sister. After going through a series of old memories in a deep coma, the older brother woke up and found himself back in the time when he drank with friends. He decided to correct his mistake.
- **Tagline:** Don't let alcohol drive your vehicle
- **Synopsis:** Cường (24 years old) and Nghi (18 years old) are two siblings, on Cuong's birthday, Nghi wants the two brothers to go to dinner together to celebrate his birthday and also Nghi's university entrance. However, Cuong had an appointment to drink with friends, which caused them to quarrel and Nghi decided to go out with her boyfriend.

During the drinking party, Cuong tries his best to complete the challenge given by his friends to get a birthday gift, so Cuong drinks a lot of beer without knowing Nghi is going to buy birthday gifts for Cuong. After the drinking party ended, on the way back home in a drunken state, Cuong lost his steering wheel and rushed to the other side of the lane, hitting a couple. Before losing consciousness, he could only see the image of a girl lying in a pool of blood, that person was his little sister.

After being admitted to the hospital, Cuong falls into a deep coma and subconsciously experiences a series of old memories of when he and Nghi were young. In that memory, he witnessed with his own eyes the scene where he received his parents' bodies, and heard the doctor say that his parents had been in a serious traffic accident and the cause of that accident was also because of alcohol. Cuong suddenly realized how much he hated alcohol, but now he was the one who caused the accident when he was drunk, and his victim was his only relative. He was deeply regretful and tormented, constantly wishing that he would have a chance to correct that unforgivable mistake. When Cuong gradually fainted from crying, he suddenly woke up and found himself at that fateful drinking party. He decided to correct his mistake, not to lose any more loved ones because of alcohol

3.2. Structure

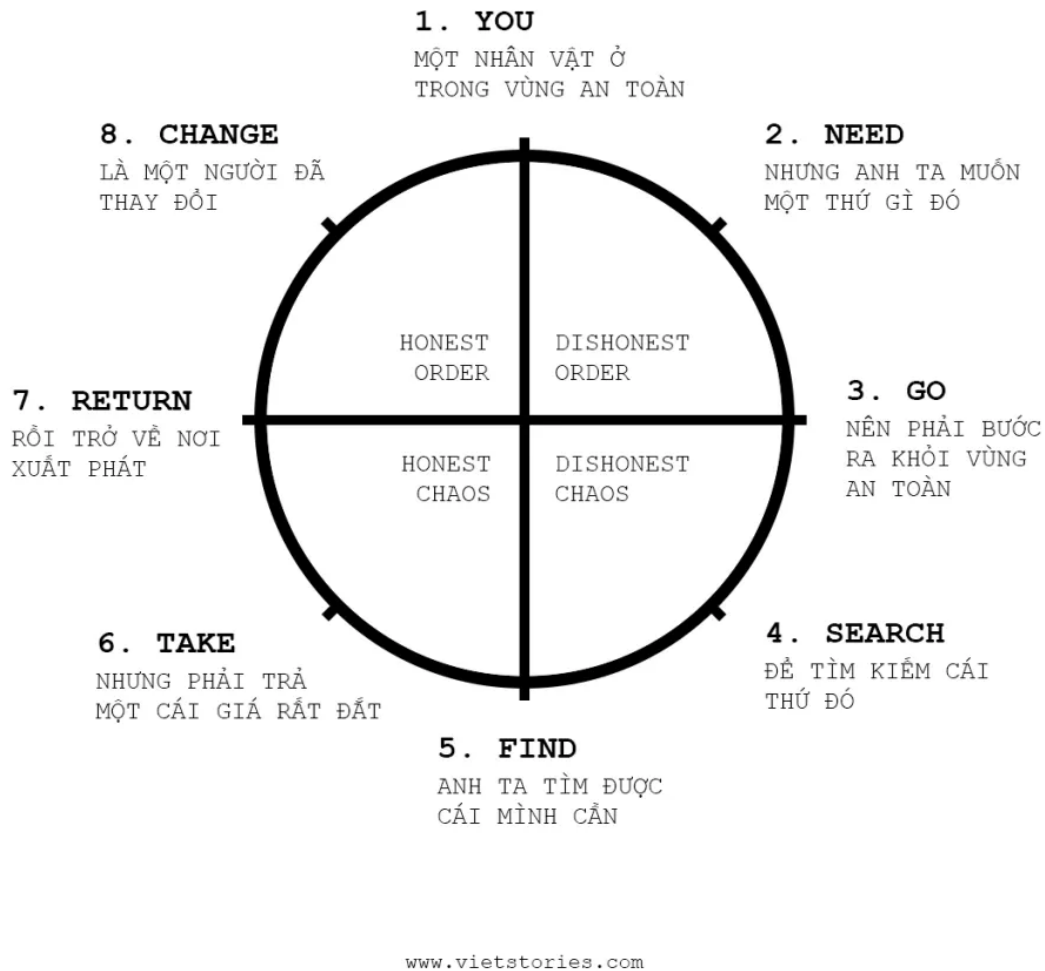


Figure 19: Dan Harmon's Story Circle structure (Source: vietstories.com)

Based on Dan Harmon's Story Circle structure - a structure that helps the story to be arranged in a more logical and coherent layout, the film's script will be developed in the following 8 steps:

- **YOU - A character is in the safe zone:**

Cuong and Nghi are two siblings, they are planning to have dinner together to celebrate Cuong's birthday as well as to celebrate Nghi's graduation from university.

- **NEED - But the character has a need for something:**

Cuong received an invitation to have a birthday dinner with his friends and friends prepared a gift for him.

- **GO - So having to step into an unfamiliar situation:**

Cuong decided to go drinking with his friends while Nghi went with her lover.

- **SEARCH - To find and adapt:**

During the drinking session, friends gave Cuong birthday gifts, but with one condition, Cuong had to drink all 3 cans of beer within 1 minute.

- **FIND - Get a result:**

Cuong fulfilled the conditions set by his friends, received a valuable birthday gift, an Airpod Pro.

- **TAKE - Have to pay the price:**

Cuong on the way home caused an accident that led to the death of his sister, he also fell into a state of unconsciousness

- **RETURN - Then go back to the starting point:**

After experiencing old memories, Cuong remembered that his parents had also died in a drunken traffic accident, Cuong suddenly woke up and realized he was back in the time of drinking with friends.

- **CHANGE - Become a person who has changed:**

Cuong decided to grab a bike so that he wouldn't make that unfortunate mistake, promising his sister never to drive after drinking again.

3.3. Script

1. NGOẠI. TRÊN ĐƯỜNG VẮNG VẼ - ĐÊM

Khuôn mặt Cường trắng bệch, hoảng sợ tột độ, đôi tay dính đầy máu. Cường meo mào đưa tay lên ôm đầu gào lên một tiếng to

Cường: Aaaaaaa...!

CUT TO

2. NỘI. NHÀ TRỌ - NGÀY

MONTAGE

Một cánh tay thoăn thoắt dùng dao
cắt thịt, thái rau
Thả món ăn và gia vị vào nồi, chảo
Nêm nếm, bày biện món ăn ra đĩa

Sau khi hoàn thành món cuối cùng, NGHI (18 tuổi, dáng người thanh thoát) đặt món cuối lên bàn ăn với cừ chi vô cùng nhí nhảnh, nhìn CUÔNG (24 tuổi, da hơi ngăm, cao ráo, không quá gầy, anh trai ruột của Nghi) đang ngồi trên ghế với ánh mắt vui vẻ, nói

Nghi: Chúc mừng sinh nhật anh haiiii! Nay em đặc biệt làm món hai thích ăn nhất nè

Cường: Ủa, hôm nay sinh nhật hai hả?

Nghi: Sinh nhật mình mà hai cũng không nhớ luôn hả?

Cường: Ừm,... Cảm ơn em nhé, cũng chỉ là ngày thường thôi mà.

Nghi: Thường là thường thế nào, từ lúc ba mẹ mất, hai vất vả làm việc tối ngày, đến cả ngày sinh nhật cũng không tổ chức được 1 bữa đảng hoàng. Hay là nhân dịp này em cũng vừa đỡ đại học, tối nay hai anh em mình cùng đi ăn 1 bữa cho hoành tráng, hai thấy sao?

Cường vừa định đáp lời thì điện thoại thông báo tiếng tin nhắn, Cường nhìn sang chiếc điện thoại đọc dòng tin nhắn xem trước đến từ Thuận với nội dung: "Tối nay qua nhà tao làm bữa chứ nhi? Coi như mừng sinh nhật mày, tụi tao có món quà ngon cho mày đây"

Cường suy nghĩ đắn đo trong thoáng chốc

Nghi: ANH HAI!

Cường: Hà?

Nghi: Em bảo là tối nay đi ăn sinh nhật, sao hai không trả lời.

Cường: À..., tối nay Thuận nó rủ hai đi ăn mất rồi. Để mai hai dắt đi ăn một bữa ngon nhé.

Nghi: Hai lại đi nhậu nữa chứ gì?

Cường: Ừm thì,... Lâu lâu mới nhậu một hôm.

Nghi: Lâu gì mà lâu, mới hôm trước nhậu say mềm chả còn biết trời đất gì.

Cường: Thôi ăn đi!

Nghi tỏ vẻ giận dỗi một chút rồi lại dịu mặt đi

Nghi: Thế hai đi nhậu về sớm nhé, nhớ gọi em qua đón rồi hai anh em mình cùng đi mua quà cho hai. Đừng chạy xe về đấy nguy hiểm lắm.

Cường: Ừ hai biết rồi, lát nhớ gọi nhắc hai nhé.

Nghi: Dạ!

Hai anh em cùng nhau mỉm cười rồi tiếp tục ăn nốt bữa sáng.

3. NỘI. NHÀ THUẬN - TỐI

Một cái vỏ chai đang xoay trên bàn, đầu vỏ chai hướng về phía Cường.

Cả đám cùng vỗ tay, cười lớn

Thuận: Haha tới lượt mày đây, thật hay thách?

Cường (cười trừ): Thật đi.

Thuận (cười nham hiểm): Thật hả? Mày đang mập mờ với em Yến đúng không? Đúng nhận sai cãi.

Cường cười nguỵ ngùng không biết nói gì, sau đó tự giác cầm ly bia đẩy lên uống cạn. Đám bạn thấy thế hiểu ý nên khều tay nhau cười râm rộ.

Thuận: Thắng này khá hahaha. À quên nữa, hôm nay tụi tao có món quà cho mày, nhưng...hehehe đời đâu dễ như mơ, mày phải uống hết 3 lon bia trong 3 phút thì tụi tao mới tặng quà.

Cường: Xời, ba trò con nít.

Nói xong Cường uống liên tục 3 lon trong vòng 1 phút dưới sự cổ vũ của bạn bè.

CUT TO

4. NỘI. NHÀ TRỌ - TÔI

Nghi cầm trên tay chiếc điện thoại, bấm vào tên "Anh hai" lưu trên danh bạ và gọi cho Cường. Lúc này điện thoại Cường tắt chuông nên Cường không hề hay biết điện thoại đang đổ chuông. Sau khi gọi không được, Nghi nhắn tin cho Cường với nội dung:

"Hai về chưa? Em qua đón hai về nhé"

Sau đó Nghi khoác vội chiếc áo chuẩn bị ra ngoài.

5. NỘI. NHÀ THUẬN - TÔI

Sau khi cuộc gọi kết thúc, màn hình hiện lên đoạn tin nhắn trên. Cường vẫn không hề hay biết, uống cạn ly bia cuối cùng, đặt chiếc ly xuống đất "cạch" một cái, đám bạn đồng thời hoan hô cổ vũ. Thuận đứng lên lấy trong túi ra một hộp quà được trang trí bắt mắt, đưa cho Cường.

Thuận: Đúng là anh Cường tiên từ hahaha. Đây! Phần thưởng cho tiên từ của chúng ta.

Cường cầm trên tay món quà, mở chiếc hộp ra, bên trong là một hộp Airpod Pro. Cường vô cùng bất ngờ, dù chỉ cười mỉm nhưng trong lòng Cường rất vui.

6. NGOẠI. TRƯỚC CỬA NHÀ THUẬN - ĐÊM

Sau khi buổi nhậu kết thúc, mấy người bạn khác đều lăn ra ngủ luôn ở nhà Thuận. Còn Cường thì nhất quyết đứng lên đòi về

Cường: Thôi tao về đây!

Thuận: Sao thế, mọi khi ngủ lại mà sao nay đòi về?

Cường: Tao về đi với em tao nữa, nó đang đợi ở nhà.

Cường dắt chiếc xe máy cũ kĩ ra khỏi cửa nhà Thuận chuẩn bị lên xe chạy về. Thuận lo lắng cho Cường nên lên tiếng khuyên can

Thuận: Hay là mày gọi bé Nghi ra đón đi. Tao biết từ lượng mày cao nhưng dù gì cũng uống rồi chạy về nguy hiểm lắm.

Cường: Thôi phiền nó lắm. Tao còn tỉnh mà, tao chạy được. Vậy nha, về đây!

Thuận chưa kịp nói câu tiếp theo thì Cường đã vọt ga chạy mất dạng, để lại Thuận với khuôn mặt đầy lo lắng.

7. NGOẠI. TRÊN ĐƯỜNG VẮNG VỀ - ĐÊM

Cường chạy xe trên đường về, dù chưa say nhưng ảnh hưởng của rượu bia ít nhiều làm tầm mắt anh như nhòe đi, tay lái cũng không còn vững. Đi được một lúc, tầm mắt Cường ngày càng mờ dần, không nhìn thấy rõ có một cô gái đang chuẩn bị quay xe sang đường. Mãi đến khi tới gần, Cường mới nhìn rõ được cô gái ấy lúc này đã sang được nửa đường. Cường không kịp phản xạ và đã đâm trực diện vào cô, sau đó Cường bất tỉnh.

8. TRONG TIỀM THỨC CỦA CƯỜNG

Đôi mắt từ từ mở ra, đưa tầm mắt nhìn xung quanh, Cường mất một lúc mới nhận ra khung cảnh xung quanh.

Cường: Đây... đây là nhà mình mà?

Chớp mắt một cái, Cường thấy mình đang ngồi trên bàn ăn, bên cạnh là Nghi, trước mặt là ba mẹ đang gấp đồ ăn cho hai anh em với nụ cười hiền hậu

Mẹ Cường: Sao ngồi ngệt ra thế? Ăn đi, nay mẹ làm món hai đứa thích ăn nhất đây.

Chớp mắt lần nữa, khung cảnh xung quanh lại thay đổi, Cường vẫn ở trong nhà, trên tay là chiếc điện thoại đang hiện cuộc gọi đến từ một số lạ. Cường bất giác run rẩy nhấc máy, bên kia truyền tới giọng một người đàn ông

Bác sĩ: Alo, có phải anh Cường đang nghe máy không?

Giọng bác sĩ gấp gáp, không để Cường kịp trả lời đã nói tiếp

Bác sĩ (tiếp tục): Tôi rất tiếc phải báo một tin buồn là ba mẹ anh đã qua đời trong một vụ tai nạn giao thông, người gây tai nạn là một người say xỉn, ông ta cũng đã tử vong ngay tại chỗ. Mong anh nén nỗi đau và lên bệnh viện đa khoa Gò Vấp để nhận thi thể.

Cường ngã khụy xuống đất, nỗi đau ngày ấy tưởng chừng như đã chìm vào quên lãng, nhưng không, nỗi đau này một lần nữa bóp nghẹt trái tim Cường. Cường như nhớ lại từng cảm giác đau đớn không thể tả trong lòng, khóc không thành tiếng

Cường (thăm nghĩ): Mình... Mình đã từng cảm ghét rượu bia đến mức nào,... mình đã từng thể sẽ không đụng vào giọt bia nào nữa... Vậy mà giờ đây, mình đã làm cái quái gì vậy...

Cường cứ thế khóc nức nở, tiếng khóc đau xé lòng. Khóc được một lúc, Cường ngất lịm đi.

Kết thúc cảnh tiềm thức

9. NGOẠI. TRÊN ĐƯỜNG VẮNG VỀ - ĐÊM

Cường từ từ mở mắt ra, thấy cô gái đã nằm một chỗ bên vũng máu, Cường vội chạy tới bên cô gái và lật người cô lại, khuôn mặt ấy,... chính là Nghi.

Cường (Gọi thầm) : Ng...Nghi..

Cường ôm Nghi vào lòng gào khóc, nhớ lại những kỷ ức mình vừa trải qua, ân hận gấp trăm lần. Cường đau đớn tốt cùng bế Nghi đi tìm người giúp đỡ với hi vọng rằng Nghi vẫn còn sống.

HẾT PHIM

Figure 20: Script of the short Film “Say”

3.4. Mood and tone

- **Mood:**

- The beginning of the film has a fast tempo to give a brief introduction to the relationships between the characters and the setting of the story.
- The later part of the film has a slow tempo so that viewers can clearly understand the plot of the film as well as the message conveyed.

- **Tone:**

- The first segment of the film has cheerful colors, showing the joy throughout Cuong's drinking party.
- After Cuong fall into a coma due to the accident, he wakes up and realizes that he has returned to the time when his parents were still alive, the color of the film will become more blurred and nostalgic, showing scenes from the past.

3.5. Characters

3.5.1. Main characters:

➤ **Cường:**

- Age: 24 years old.
- Gender: Male
- Occupation: Students dropout of school to work early
- Family background: My parents passed away a few years ago, and had to go to work to support my younger sister.
- Personality: cool, quiet, rarely expressing emotions, always acting strong but very emotional.

- Appearance: Balanced figure, slightly dark skin, cool face
- Nghi:
 - Age: 18 tuổi
 - Gender: Female
 - Occupation: Just graduated from high school and got into college
 - Family background: Mom and Dad passed away a few years ago, living with her older brother.
 - Relationship with the protagonist: Cuong's younger sister
 - Personality: Playful, funny, cute, likes to flirt with his brother, care about others, active, always brings positive energy.
 - Appearance: Small body, not too thin, cute face, innocent.

3.5.2. Other characters:

- Thuận:
 - Age: 24 years old
 - Gender: Male
 - Personality: humourous, likes to make jokes, cares about friends.
 - Relationship with the protagonist: Cuong's friend.
 - Appearance: Well-proportioned figure, style, trendy clothes, funny face
- Bố của Cường (when young):
 - Age: Over 35 years old
 - Gender: Male
 - Appearance: Balanced figure, kind face
- Mẹ của Cường (when young):
 - Age: Over 35 years old
 - Gender: Female
 - Appearance: Slender figure, kind face, gentle smile

4. Production

4.1. Film execution

4.1.1. Shot list


CALL SHEET									
Production Title: Drink & Drive		CALL TIME				SHOOT DATE: 18/2/2023			
Director: Phan Minh						LOCATION: 29/35/18A Hoàng Hoa Thám, Bth			
Producer: Lê Thành		PRODUCTION - ACE Productions							
		MUA/ WARDROBE - 8.00 AM							
		CAM/LIGHTING - 8.00 AM							
		TALENTS - 8.30 AM							
Time	Scene #	Shot	Shot Type	Movement	Gear	Shot Description	Note	ID	Ref
8:00 am	BREAKFAST + CREW CALL + SET UP + TALENT @LOCATION								
10:00 am	SHOOTING - THE HOUSE								
	1	1	Totán	Stationary	Lens 35mm	Xi source cảnh 2 (2 anh em họ thò v nhà Côtar)	Dẫn viên mặc đồ asset 1, set up bàn thờ bả mệ		
	1	2	Cận	Stationary	Lens 85mm	Lấy cận Cường, quay xi source cảnh 2			
	1	3	Cận	Stationary	Lens 85mm	Lấy cận Nghi, quay xi source cảnh 2			
	1	4	Trung	Dolly	Lens 35mm	Dolly in từ ngoài ngõ vào cửa nhà Côtar, Cường đi từ trong ra ngoài, tay cầm đầu thuốc đang ngấm sản trong miệng			
	1	5	Trung Cận	Stationary	Lens 35mm	Bố cục 1/2, Cường ở bên trái frame, bên phải frame là Nghi đang cầm cái nĩa ăn trong bếp	Từ đây mặc bộ 2		
	1	6	Trung Cận	Stationary	Lens 35mm	Nghi đang nấu ăn trên bếp			
	1	7	Cận	Stationary	35mm	Quay B Roll Nghi nấu ăn			

Table 4: Shot list of Short Film “Say”

4.1.2. Call sheet

ACE Productions


Producer	Lê Thành	0326776478
Director	Phan Minh	
AD	Khánh Uyên	0834501969



Drink & Drive

Breakfast	8:15 AM
Lunch	13:00 PM
Dinner	17:30 PM
Sunset	
Weather	
Nearest Hospital	Bệnh viện Gia Định 1 Nơ Trang Long

29 Hoàng Hoa Thám, Phường 7, Bình Thạnh, Thành



CALL
8AM

SCENES	SET AND DESCRIPTION	CHARACTER #	D/N	PAGES	LOCATION/NOTES
1	Nhà Cường & Nghi (Hiện tại)	Cường, Nghi	Day		29/35/18a Hoàng Hoa Thám Chuẩn bị món ăn Nghi nấu, chuẩn bị đồ set 1 cho diễn viên Cường, Nghi
	Thời gian quay: 8h set up, 10h bấm máy đến 13h				
2	Nhà Cường & Nghi (Quá khứ)	Cường, Nghi, Bố, Mẹ	Day		29/35/18a Hoàng Hoa Thám Chuẩn bị đồ set 2 cho diễn viên Cường, Nghi
	Thời gian quay: 14h đến 17h				
3	Nhà Thuận	Cường, Nghi, Thuận, d	Night		292/13 Bình Lợi Chuẩn bị đồ nhậu, hộp airpods Diễn viên Cường Nghi mặc đồ set 1
	Thời gian quay: 18h00 đến 19h00				
4	Ngoài đường	Cường, Nghi	Night		292/13 Bình Lợi Chuẩn bị máu giả, bom khói Diễn viên Cường Nghi mặc đồ set 1
	Thời gian quay: 19h30 đến 23h00				
Total Pages:					

#	CAST	CHARACTER	CALL TIME	NOTES & PHONE NUMBERS
1	Lê Nhữ Quang Lâm	Cường	8:30	Mặc 2 set đồ - 096 3909859
2	Phạm Võ Anh Thư	Nghi	8:30	Mặc 2 set đồ - 090 4433816
3	Trần Thị Thuý Vĩ	Mẹ	13h00	0528501192
4	Hưng	Bố	13h00	085 7257548
5	Thái Phùng Minh Thắng	Thuận	17h30	0907065073

PRODUCTION NOTES

POSITION	NAME	PHONE	EMAIL	CALL TIME
Producer	Lê Thành	0326776478	duythanh121201@gmail.com	7h00
Director	Phan Minh	0582064779		7h00
AD 1	Khánh Uyên	083 4501969		8h00
AD 2	Quỳnh Anh	0799684665		8h00

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Drink & Drive

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POSITION	NAME	PHONE	EMAIL	CALL TIME
Cam OP	Nhật Huy	0375603822		7h00
1st PA	Xuân Mai	0838976123		7h00
2nd PA	Nhật Trường	0357624345		7h00
3rd PA	Phát Đạt	0968165308		7h00

Figure 21: Call sheet of Short Film “Say”

4.1.3. Human resources

No.	Name	Position
1	Phan Anh Minh	Director/Scriptwriter
2	Trịnh Nguyễn Nhật Trường	AC/Editor
3	Nguyễn Vũ Xuân Mai	Line Producer/Set design
4	Nguyễn Ngô Phát Đạt	Lighting
5	Lê Duy Thành	D.O.P
6	Nhật Huy	Cam OP
7	Thanh Tùng	AC
8	Bảo Khánh	MUA

Table 5: Human resources of short film “Say” production

4.1.4. Budget

PRODUCTION COST							
No.	Hạng mục	Số lượng				Đơn giá	Thành tiền
		Người	Số lượng	Ngày	Đơn vị tính		
1	Pháo khói trắng		2	1	ống	50.000	100.000
2	Máu giả		4	1	lọ	40.000	160.000
3	Bún bò		2	1	phần	45.000	90.000
4	Cơm gia đình		2	1	phần	45.000	90.000
5	Hành		1	1	bó	9.000	9.000
6	Thịt heo		1	1	miếng	15.000	15.000
7	Đồ nhậu		1	1	mỗi	500.000	500.000
8	Ly nhựa		1	1	lô	30.000	30.000
9	Bia		8	1	lon	16.000	128.000
Diễn viên							
1	Quang Lâm	1	1	1	ngày	600.000	600.000
2	Anh Thư	1	1	1	ngày	600.000	600.000
3	Minh Thắng	1	1	1	ngày	400.000	400.000
4	Thúy Vi	1	1	1	ngày	300.000	300.000
5	Minh Hưng	1	1	1	ngày	300.000	300.000
Thiết bị							
1	Máy ảnh Sony A7S3		1	1	cái	1.000.000	1.000.000
2	Mic Rode Pro Plus (Shotgun)		1	1	cái	200.000	200.000
3	Rode Wireless Go II		1	1	cái	300.000	300.000
4	Lens 85GM F1.4		1	1	cái	300.000	300.000
5	Bảng Clapper		1	1	cái	30.000	30.000
6	Đèn		1	1	cái	3.000.000	3.000.000
Khác							
1	Tiền ăn sáng	15	1	1	phần	20.000	300.000
2	Tiền standee casting		1	1	cái	180.000	180.000
3	Vận chuyển đèn		3	1	lần	200.000	600.000
4	Kỹ thuật đèn	2	1	1	người	850.000	1.700.000
5	Make Up	1	1	1	ngày	2.500.000	2.500.000
6	Tiền nước dừa	7	7	1	phần	15.000	105.000
7	Tiền ăn trưa	15	1	1	phần	35.000	525.000
8	Thùng nước aquafina	1	1	1	thùng	100.000	100.000
9	Tiền ăn tối	14	1	1	phần	55.000	770.000
10	Cam ọc	1	1	1	người	1.500.000	1.500.000
11	Phát sinh					100.000	100.000
12	Cà phê cho đoàn						200.000
13	Tiền mua GB Drive	1		1		57.000	57.000
14	AC	1	1		người	2.500.000	2.500.000
15	Art director	1			người	3.300.000	3.300.000
							0
							0
						Tổng cộng	22.589.000

Table 6: Film production budget

4.1.5. Production kit

4.1.5.1. Talent






Danh sách diễn viên				
STT	Tên	Vai diễn	Hình ảnh	Miêu tả nhân vật
1	Lê Như Quang Lâm	Cường		<ul style="list-style-type: none"> - Tuổi: 24 tuổi. - Giới tính: Nam - Nghề nghiệp: Sinh viên nhưng bỏ học đi làm sớm - Hoàn cảnh gia đình: Ba và mẹ mất vài năm trước, phải đi làm nuôi em ăn học. - Tính cách: lạnh lùng, ít nói, ít bộc lộ cảm xúc ra ngoài, luôn tỏ vẻ mạnh mẽ nhưng rất dễ xúc động - Ngoại hình: Dáng người cân đối, da hơi ngăm, khuôn mặt lạnh lùng
2	Phạm Võ Anh Thư	Nghi		<ul style="list-style-type: none"> - Tuổi: 18 tuổi - Giới tính: Nữ - Nghề nghiệp: Vừa tốt nghiệp cấp 3 và đỗ đại học - Hoàn cảnh gia đình: Ba và mẹ mất vài năm trước, sống cùng anh trai ruột. - Mối quan hệ với nhân vật chính: Em gái ruột của Cường - Tính cách: Nhí nhảnh, vui tính, dễ thương, thích những nhẽo với anh trai, biết quan tâm người khác, năng động, luôn đem lại năng lượng tích cực. - Ngoại hình: Dáng người bé, không quá gầy, khuôn mặt dễ thương, ngây thơ
3	Thái Phùng Minh Thăng	Thuận		<ul style="list-style-type: none"> - Tuổi: 24 tuổi - Giới tính: Nam - Tính cách: hài hước, thích pha trò, quan tâm đến bạn bè. - Mối quan hệ với nhân vật chính: Bạn của Cường. - Ngoại hình: Vóc dáng cân đối, phong cách, ăn mặc hợp thời trang, khuôn mặt hài hước
4	Trần Thị Thủy Vy	Mẹ		<ul style="list-style-type: none"> - Tuổi: Trên 35 tuổi - Giới tính: Nữ - Ngoại hình: Dáng người mảnh khảnh, khuôn mặt phúc hậu, nụ cười hiền
5	Minh Hưng	Ba		<ul style="list-style-type: none"> - Tuổi: Trên 35 tuổi - Giới tính: Nam - Ngoại hình: Dáng người to, khuôn mặt hiền lành

Table 7: Table of talents

4.1.5.2. Custom




Trang phục				
STT	Tên	Bối cảnh	Hình ảnh	Mô tả trang phục
1	Trang phục của Cường	Hiện tại		Trang phục phù hợp để đi làm vào buổi sáng
2	Trang phục của Cường	Quá khứ		Cường trải qua những kỷ ức trong quá khứ, lúc này Cường chỉ là học sinh nên quần áo đơn giản, trẻ trung hơn
3	Trang phục của Nghi	Hiện tại		Ở bối cảnh hiện tại, Nghi dậy sớm nấu bữa sáng nên mặc luôn bộ đồ ngủ sẽ phù hợp bối cảnh ở nhà.
4	Trang phục của Nghi	Hiện tại		Ở phân cảnh Nghi đi đón Cường, Nghi sửa soạn quần áo đẹp để đi mua đồ cùng anh trai.
5	Trang phục của Nghi	Quá khứ		Ở bối cảnh quá khứ, Nghi là học sinh nên trang phục trẻ trung, phù hợp với lứa tuổi đi học
6	Trang phục của Thuận	Hiện tại		Bối cảnh ăn nhậu diễn ra ở nhà Thuận nên trang phục của Thuận đơn giản nhưng cũng thể hiện được cá tính

Table 8: Table of customs

4.1.5.3. Location

The filming locations below are all sponsored by individuals, so the team does not have to spend a lot of money on the filming location, which is an advantage that helps the team reduce the total cost.

CHECKLIST ĐỊA ĐIỂM QUAY				
		Tên dự án	SHORT FILM "SAY"	
		Ngày bắt đầu	18/02/2022	
		Ngày kết thúc	19/02/2022	
STT	TÊN	Địa Điểm	Địa chỉ	Mô tả
1	Nhà Cường	Nhà riêng	29/35/18a Hoàng Hoa Thám	Sử dụng phòng bếp, bàn ăn Chuẩn bị món ăn Nghi nấu, chuẩn bị đồ set Thời gian quay: 8h set up, 10h bấm máy đến 13h 1 cho diễn viên Cường, Nghi
2	Nhà Thuận	Nhà riêng	292/13 Bình Lợi	Sử dụng phòng bếp, bàn ăn cho bối cảnh nhậu giữa cường và bạn bè trong ngày sinh nhật
3	Tai nạn	Đường	Hẻm 292 Bình lợi	Sử dụng đường phố, ngã ba đường cho cảnh Cường đi xe về, cảnh tai nạn và cảnh 2 anh em cường nghỉ gấp lại

Table 9: Check list short film "Say"



Figure 22: Cường's House



Figure 23: Thuận's House



Figure 24: 292 Binh Loi street

4.1.5.4. Equipment

CHECKLIST THIẾT BỊ				
STT	Tên	Đơn vị	Hình ảnh	Số lượng
1	Máy ảnh Sony A7S3	cái		1
2	Mic Rode Pro Plus (Shotgun)	cái		1
3	Rode Wireless Go II	cái		1
4	Lens 85GM F1.4	cái		
5	Lens FE 50mm f/1.8	cái		1
6	Bảng Clapper	cái		1
7	Đèn	cái		1

Table 10: Table of equipments

4.1.6. Product placement





STT	Tên	Đơn vị	Hình ảnh	Số lượng
1	Pháo khói trắng	ống		2
2	Máu gà	lọ		4
3	Bún bò	phần		2
4	Cơm gia đình	phần		2
5	Hành	bó		1
6	Thịt heo	miếng		1
7	Đồ nhậu	phần		1
8	Ly nhựa	lô		1
9	Bia	lon		8
10	Airpod	hộp		1

Table 11: Table of product placements

4.1.7. Artwork - design kit



Figure 25: Poster introduces characters in the film

4.1.8. Risk management

Risk description	Level	Percent	Suggestion
Can't book the venue	High	70%	Have a backup location plan in case of rejection Contact to book the venue early to reduce the rate of booking failure or rejection, still have time to find another location
Actual expenditure is in excess of estimated budget	High	50%	Try to spend more Try to find a sponsor for that extra expense
The health of the crew and actors/actresses	High	40%	Prepare medicine, if we don't have the necessary medicine, we need to buy it immediately
Equipments have problems	High	30%	Check before filming date and prepare backup equipment
The schedule did not go as expected	High	30%	If finished earlier than planned: let the crew and actors rest to prepare for the next filming, have more time to prepare. If finished later than expected: 30 - 60 minutes later than expected time, try to finish; too late because there are too many scenes to plan for a new filming date.
Context is limited in time	Medium	15%	Take the initiative to ask the householder/manager/principal for an estimated date if we can not film in time
Not enough figurants	Medium	15%	Try to call other students who are at the school at the time of filming. If we don't have the ability to invite more, change the angles to use we existing figurants
Bad weather	Low	10%	Bring umbrellas and tarps to shield actors/actresses and equipment when filming outdoors. If the weather is too severe, change to the backup day

Table 12: Production and event operational risk management

5. Post-production

The team use Adobe Premiere Pro 2022 to edit the short film

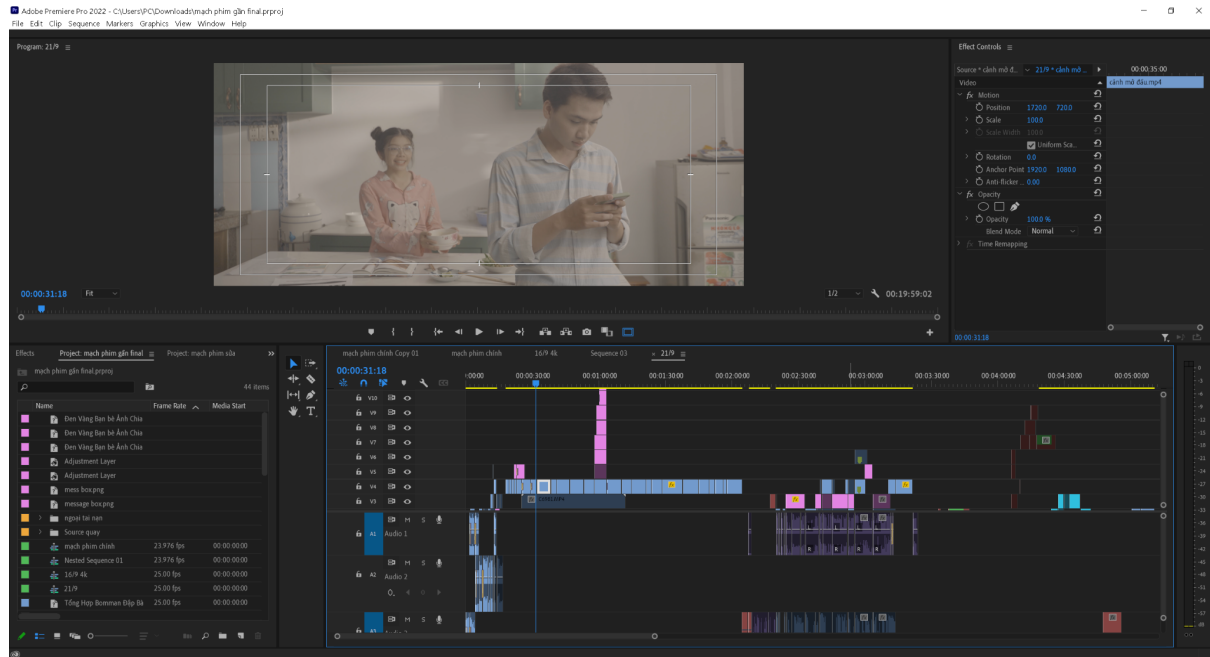


Figure 26. Screenshot of film editing process

The first is to arrange the main film circuit for the film, then to edit the audio such as characters' voice adjustment and noise cancellation through Adobe Premiere and Adobe Audition. Then use additional sound effects, background music, and transition effects to gradually complete the film and finally balance the colors and add subtitles to complete the film. The team also collected feedback from viewers such as family, friends, and instructors through the preview to come up with the most complete product before the premiere.



Figure 27. Before and after color grading

The film uses warm yellow colors to express the warmth of the family, and the love of the two brothers. The color will be darker when the accident happens, showing the suffering and torment of the main character after the mistake he made.

- Post production crisis management:

Crisis Description	Level	Suggestion
Publish brand logo (Beer, water, ..)	High	Blurring product names and logos in the post-production process
Sound is faulty because of micro	High	Use backup devices
Scenes of accidents and gore may be removed for violation of community standards when posted on social media platforms (facebook, youtube).	High	Post product tests on two social media platforms to check if the movie contains any scenes that violate community standards for timely handling.
Movie circuits may differ from expected due to insufficient shooting conditions (time, place,...)	Medium	Survey the location before the shooting date, and let the actors practice in advance to make the filming go more smoothly
Lack of footage, causing difficulties in the editing process	Medium	Overshoot some important scenes, add effects during editing
Props not suitable for ages under 18	Medium	Add a scene warning that the movie has scenes or actions that are not suitable for people under 18 years old

Table 13. Table of crisis management on post-production

6. Distribution

6.1. Film premiere event

Experience event combined with the premiering of the short film "Say" is organized for the purpose of offline communication for the short film, and at the same time premiering the film, collecting comments and feedback from viewers. From that feedback, the team edited and perfected the product in the most complete way to prepare for the online premiere.

6.1.1. Human Resources

STT	Tên	Ngày tham gia	Vị trí	Nhiệm vụ	Ghi chú
SẢNH LẦU 1					
1	Phan Anh Minh	cả hai	Event Coordinator	Điều phối chính trong sự kiện trải nghiệm, quản lý chung 2 khu vực	
2	Nguyễn Ngô Phát Đạt	cả hai	Event Executive	Xử lý kỹ thuật, âm thanh, hỗ trợ trải nghiệm, đăng bài on site	
3	Lê Vương Hiền Ly	10/3	Supporter	Kiểm tra form check in, giới thiệu sự kiện và quà tặng	chiều 10/3
4	Trà Thanh Đăng	12/3	Supporter	Refill quầy teabreak	
5	Nguyễn Thị Anh Thư	12/3	Supporter	Kiểm tra form check in, giới thiệu sự kiện và quà tặng	
6	Lê Tiến Đạt	cả hai	Supporter	Refill quầy teabreak, hỗ trợ phát bắp nước	
7	Trương Bảo Khanh	cả hai	Supporter	Hướng dẫn người chơi thực hiện trải nghiệm	sáng 10/3 và 12/3
8	Nguyễn Lê Vy	cả hai	Cameraman	Hỗ trợ người chơi đeo/tháo tạ	
9	Lương Thị Thanh Thúy	cả hai	Supporter	Chụp chính tại khu vực trải nghiệm	
10	Nguyễn Yến Nhi	10/3	Supporter		sáng 10/3
11	Lê Thị Kiều Hạnh	10/3	Supporter		
SEMINAR THƯ VIỆN					
1	Trịnh Nguyễn Nhật Trường	cả hai	Cameraman	Quay chụp tại phòng chiếu phim, hỗ trợ dọn dẹp	
2	Nguyễn Vũ Xuân Mai	cả hai	Event Manager	Điều phối chính trong phòng chiếu phim, phát biểu trước và sau buổi công chiếu, nhắc người xem điền form feedback, hỗ trợ dọn dẹp	
3	Trương Thị Tuyết Mai	cả hai	Supporter	Hỗ trợ sắp xếp chỗ ngồi cho người xem, dọn dẹp	sáng 10/3 và 12/3
4	Huỳnh Minh Nguyệt	12/3	Supporter	Check form feedback, tặng quà cho người xem, hỗ trợ dọn dẹp	
5	Ngọc Đào	cả hai	Supporter	Hỗ trợ sắp xếp chỗ ngồi cho người xem, dọn dẹp	sáng 10/3 và 12/3
6	Đào Thanh Bình	cả hai	Supporter	Check form feedback, tặng quà cho người xem, hỗ trợ dọn dẹp	

Table 14. Table of event's human resources

6.1.2. Time & Location

- 10/03/2023:
 - Drunk simulation experience: at Stair floor 1st, opposite Drum Dong



Figure 28: Participants enjoy “Say” simulator experience at Stair floor 1st

- Premiere short film “Say”: at FPT University HCM’s library seminar room



Figure 29: Participants enjoy “Say” short film at Library seminar room

- **12/03/2023:**
 - Drunk simulation experience: at Stair floor 5th
 - Premiere short film “Say”: at FPT University HCM’s Hall B

6.1.3. Activities

The event will be held all day on March 10, 2023 (from 9am to 6pm) and the morning of March 12th, 2023 (from 9am to 11am) with two main activities: Drunk simulation experience and Short film premiere "SAY ". Film showtime activities include 11 showtimes, each 30 minutes apart, and on March 12, there were only 3 showtimes.

DATE	STT	KHU VỰC	EVENT FLOW		NỘI DUNG	HOẠT ĐỘNG
			TIME	DUR		
09/03/2023	1	PHÒNG CHIẾU PHIM (SEMINAR THƯ VIỆN)	8:00 - 10:00	2h	- Decor khu vực công chiếu - Phân công nhiệm vụ cho core team và CTV - Check các ấn phẩm in ấn	- Toàn bộ core team có mặt - Chuẩn bị các ấn phẩm in ấn cần thiết - Training CTV thuộc khu vực chiếu phim
			16:00 - 17:00	1h	- Test kĩ thuật, âm thanh phim - Công chiếu thử cho nội bộ team	- Test âm lượng, loa, mic ...
	2	SÂN LẬU 1	10:00 - 13:00	3h	- Set up khu vực khai mạc - Set up bàn teabreak - Decor khu vực sa hình của mô phỏng trải nghiệm	- Sắp xếp bàn teabreak - Sắp xếp khu vực kĩ thuật gồm: Bàn kĩ thuật, âm thanh, ánh sáng - Bố trí backdrop, trang trí khu vực trải nghiệm
			14:00 - 16:00	2h	- Rehearsal khu vực trải nghiệm	- Phân công công việc - Sắp xếp vị trí thực hiện nhiệm vụ cho CTV - Training cho CTV các hoạt động cần thực hiện tại khu vực mình chịu trách nhiệm - Chạy thử hoạt động trải nghiệm
10/03/2023	3	SÂN LẬU 1	8:00 - 8:20	20p	- Khai mạc chương trình	- MC khai mạc - MC phát biểu giới thiệu về sự kiện, giới thiệu các khách mời
			8:30 - 16:00	7h30	- Trải nghiệm mô phỏng say	- Check form check in - Thực hiện sắp xếp thứ tự người tham dự, hỗ trợ đeo và tháo kính, tạ tay, chân - Phục vụ đồ ăn và nước uống tại bàn teabreak cho những người đang đợi tới lượt chơi - Người chơi tham gia đi trên sa hình mô phỏng bài thi sát hạch lái xe máy, gấp bóng vào rổ trong khi mặc bộ đồ mô phỏng cảm giác say - Hỗ trợ và nhắc nhở khi người chơi chạm vạch quy định - Nhắc nhở người chơi điền form feedback sau khi tham gia - Tặng quà sau khi người chơi đã gửi form thành công - Phục vụ bắp rang và nước ngọt, đồng thời hướng dẫn người tham gia tiến đến phòng chiếu phim
	4	PHÒNG CHIẾU PHIM (SEMINAR THƯ VIỆN)	9:00 - 16:00	7h	- Công chiếu phim ngắn "Say"	- Sắp xếp khu vực chờ cho người tham dự buổi chiếu - Sắp xếp chỗ ngồi - Điều tiết bên trong phòng chiếu phim - Nhắc nhở người xem điền form sau khi xem phim - Tặng quà cho người xem khi đã gửi form thành công - Dọn dẹp phòng chiếu sau mỗi suất chiếu
12/03/2023	5	SÂN LẬU 1	9:00 - 11:00	2h	- Trải nghiệm mô phỏng say	- Check form check in - Thực hiện sắp xếp thứ tự người tham dự, hỗ trợ đeo và tháo kính, tạ tay, chân - Phục vụ đồ ăn và nước uống tại bàn teabreak cho những người đang đợi tới lượt chơi - Người chơi tham gia đi trên sa hình mô phỏng bài thi sát hạch lái xe máy, gấp bóng vào rổ trong khi mặc bộ đồ mô phỏng cảm giác say - Hỗ trợ và nhắc nhở khi người chơi chạm vạch quy định - Nhắc nhở người chơi điền form feedback sau khi tham gia - Tặng quà sau khi người chơi đã gửi form thành công - Phục vụ bắp rang và nước ngọt, đồng thời hướng dẫn người tham gia tiến đến phòng chiếu phim
	6	PHÒNG CHIẾU PHIM (SEMINAR THƯ VIỆN)	9:00 - 11:00	2h	- Công chiếu phim ngắn "Say"	- Sắp xếp khu vực chờ cho người tham dự buổi chiếu - Sắp xếp chỗ ngồi - Phát biểu trước buổi chiếu - Điều tiết bên trong phòng chiếu phim - Phát biểu sau buổi chiếu, nhắc nhở người xem điền form sau khi xem phim - Tặng quà cho người xem khi đã gửi form thành công - Dọn dẹp phòng chiếu sau mỗi suất chiếu

Table 15: Event flow

- **Drunk simulation experience:**

The event opened at 8 am on 10/03/2023 with the MC's speech introducing the meaning as well as the main activities of the event. After the opening ceremony, participants can play an experiential game starting at 8:30 a.m. and receive popcorn and soft drinks to prepare to head to the cinema at 9 a.m.

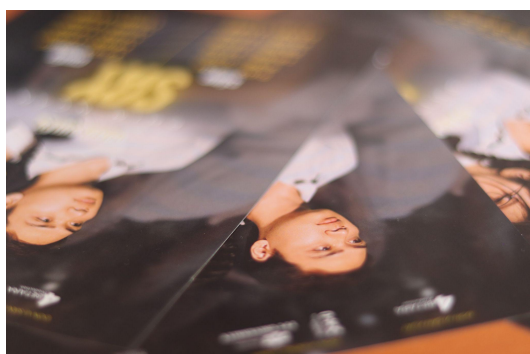




Figure 30: Drunk simulation experience

- **Short film premiere "SAY"**

Film premiere activities was held at Library's Seminar (March 10, 2023) and Hall B (March 12, 2023), starting at 9 a.m. with each showtime 30 minutes apart and takes place parallel to the experiential event. Audiences can bring popcorn and soft drinks from the experiential event to the Seminar room to create the feeling and atmosphere of watching a movie in a theater.





Figure 31: Short film premiere "SAY"

6.1.4. Artwork - design kit

Some of the designs made and used by the team during the premiere event are below

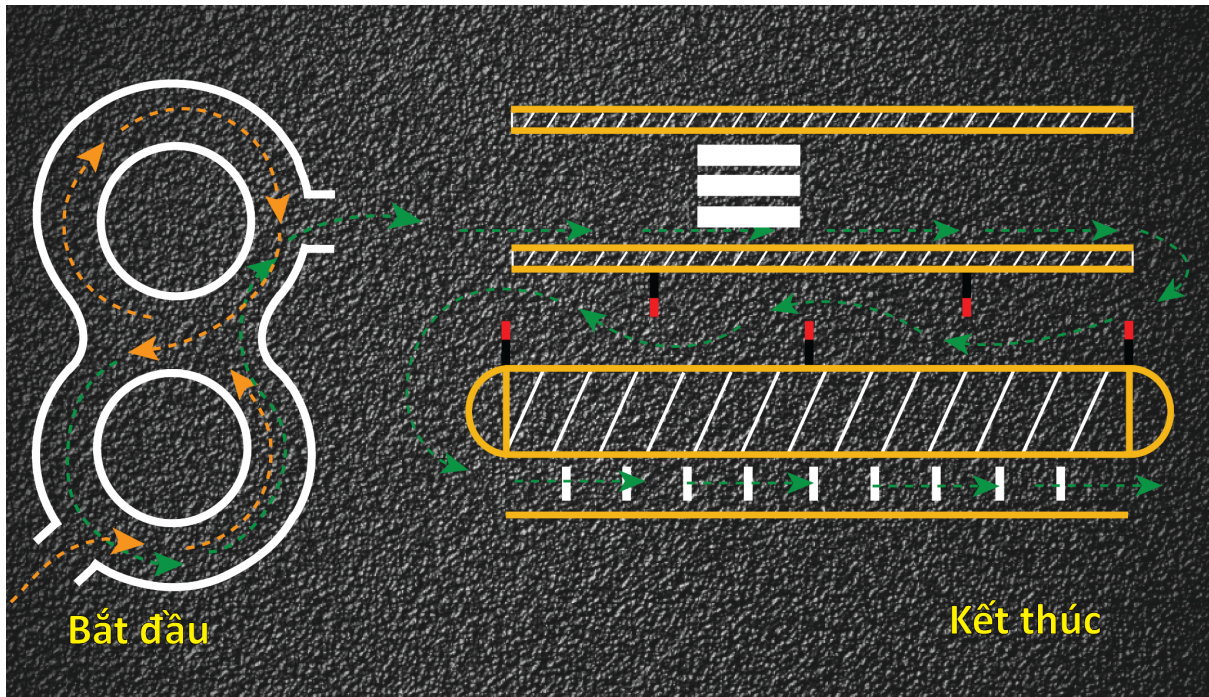


Figure 32: Simulation model

Simulation model is designed based on the model of the A1 driving test with tests such as round eight, the obstacle course, ... to create a realistic environment that helps participants really experience the feeling of driving.

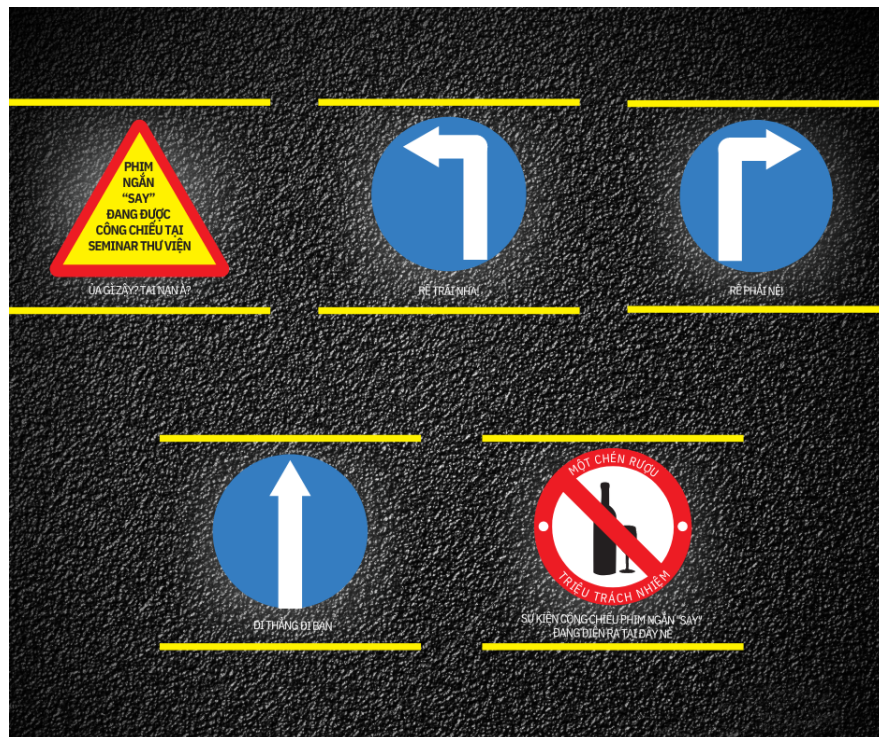


Figure 33: Directional decals

The directional decals guide the way from the experience area to the cinema room so that participants can easily experience the activities of the event. The decals are also designed to simulate traffic signs to create synchronization on the theme of the event.



Figure 34: Traffic signs in the experiential activity

Traffic signs are designed to simulate the actual terrain when participating in traffic and are placed on the simulation model to guide the player to know the directions as well as warn the player about obstacles.

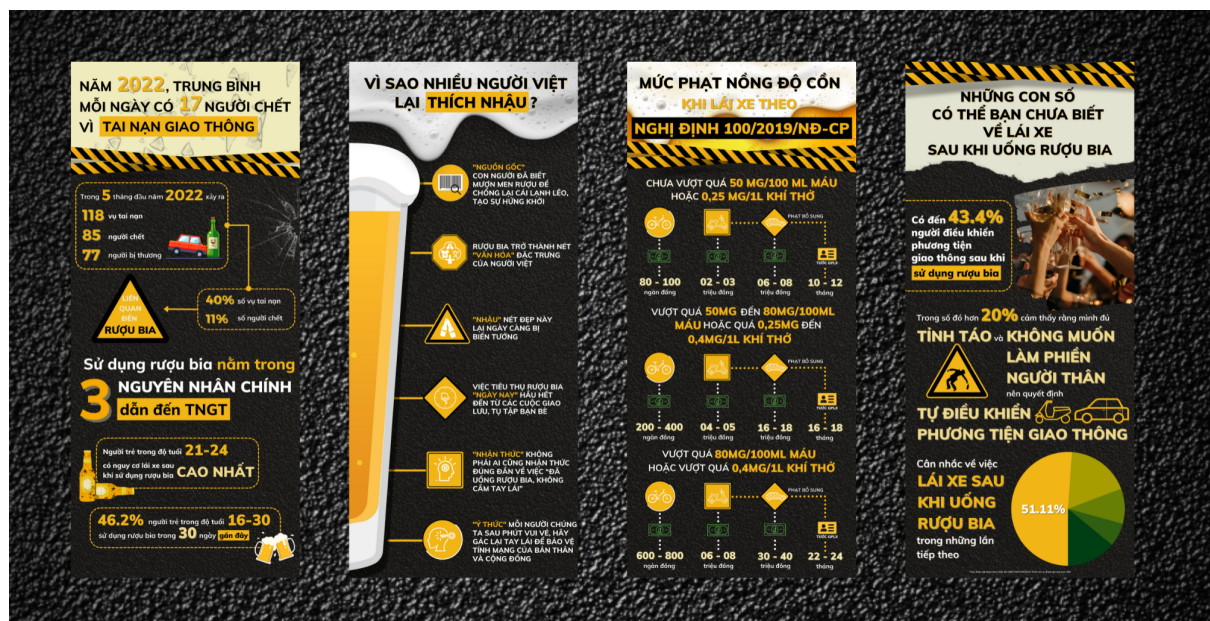


Figure 35: Educational infographic standees

Some infographic standees are designed to convey information and data related to the topic of driving after using alcohol that the team has collected through the research process to the participants.



Figure 36: Check-in and feedback QR code forms

The check-in and feedback forms are also printed out with a QR code by the team so that event participants can easily scan the code and fill out the form quickly.



Figure 37. Name tag

6.2. Film premiere online

Estimated premiere schedule of the short film “Say”:





Date	Time	Channel/Place
10/03/2023	9:00	FPT University HCM's library seminar room 
12/03/2023	9:00	FPT University HCM's Hall B 
01/04/2023	20:00	4Betara Production and 2711 Production

Table 16: Expected film premiere date



4Betara Production
 1 Tháng 4 lúc 20:58 · 🌐



🔥 PHIM NGẮN "SAY" CHÍNH THỨC CÔNG CHIẾU ONLINE 🔥


🎬 Cuối cùng thì sau bao nhiêu ngày chờ đợi 🎬 PHIM NGẮN "SAY" 🎬 cũng đã chính thức được công chiếu đến toàn bộ khán giả rồi. Đây là tác phẩm đầu tay của 4BETARA PRODUCTION, ✨ tuy rằng vẫn chưa phải là tác phẩm xuất sắc nhưng đây cũng là công sức của toàn bộ thành viên trong nhóm và đồng thời cũng là những góp ý từ các khán giả đã trải nghiệm bộ phim trước đó thông qua hình thức Offline.

💖 Hi vọng rằng thông qua bộ phim, khán giả sẽ không chỉ quan tâm tới tính nghệ thuật của bộ phim, mà đồng thời còn hiểu thêm về thông điệp mà PHIM NGẮN "SAY" muốn truyền đạt tới cho người xem về vấn đề thường thấy ở trong xã hội này đó là 🚫 "Lái xe sau khi sử dụng rượu bia" 🚫.


👉 Hãy cùng 4BETARA PRODUCTION lan tỏa bộ phim và thông điệp đến với những người xung quanh mình để họ có thể vừa thưởng thức bộ phim vừa có thể nhận thức được vấn đề này nhé 🍷.

[#shortfilmsay](#)
[#saysaochodung](#)
[#4betaraproduction](#)
[#sayaboutsay](#)
[#congchieu](#)
[#phimngan](#)
[#trainghiem](#)
[#mophong](#)
[#ruobia](#)



Contact for work:
 Minh Phan (Project Leader)
 Mail: 4betaraproduction@gmail.com



MESSANGER


 Gửi tin nhắn

[Xem thông tin chi tiết](#)
[Gia hạn quảng cáo](#)



 Bạn, Ngân Nguyễn, An Trần và 245 người khác

58 bình luận
 100 lượt chia sẻ

Figure 38: The film was released on Facebook

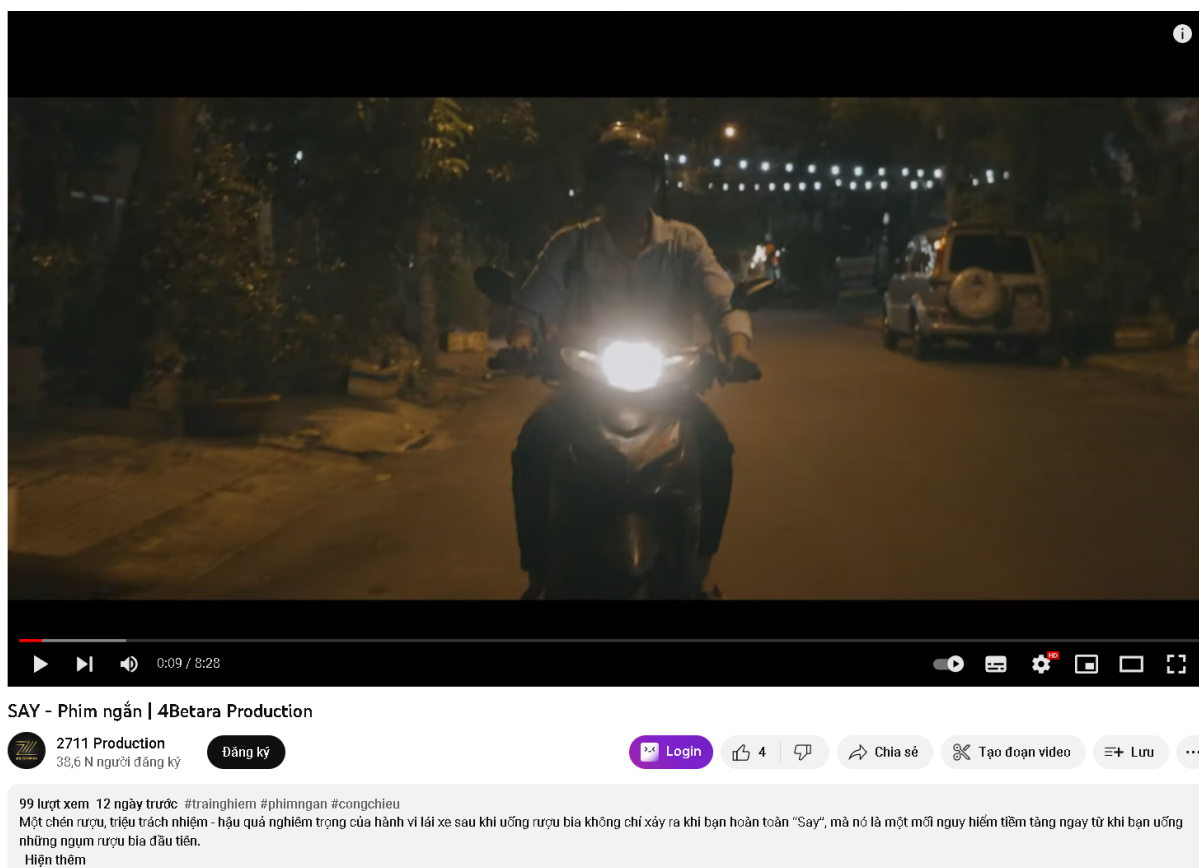


Figure 39: The film was released on Youtube

After the short film “Say” was released on two online platforms, Facebook and Youtube, the film received more than 12,000 views on the Facebook fanpage, more than 200 reactions, and 50 positive comments, helping the fanpage achieve more than 15 thousand reaches. The effect of the film on Facebook is positive, but for the Youtube platform, because the communication on Youtube is still poor, the film only achieved 100 views.

6.3. Communication support:

The film received the support and sharing of media partners and some parents



2711 Production

2 Tháng 4 lúc 09:00 · 🌐

...

🔥 PHIM NGẮN "SAY" CHÍNH THỨC CÔNG CHIẾU ONLINE 🔥

Đây là tác phẩm đầu tay của 4BETARA PRODUCTION, ✨ tuy rằng vẫn chưa phải là tác phẩm xuất sắc nhưng đây cũng là công sức của toàn bộ thành viên trong nhóm và đồng thời cũng là sự cải thiện sau những góp ý từ các khán giả đã trải nghiệm bộ phim trước đó thông qua hình thức Offline.

💖 Hi vọng rằng thông qua bộ phim, khán giả sẽ không chỉ quan tâm tới tính nghệ thuật của bộ phim, mà đồng thời còn hiểu thêm về thông điệp mà PHIM NGẮN "SAY" muốn truyền đạt tới cho người xem về vấn đề thường thấy ở trong xã hội này đó là 🚫 "Lái xe sau khi sử dụng rượu bia" 🚫.

👉 Hãy cùng 4BETARA PRODUCTION lan tỏa bộ phim và thông điệp đến với những người xung quanh mình để họ có thể vừa thưởng thức bộ phim vừa có thể nhận thức được vấn đề này nhé 🙏.

[#shortfilmsay](#) [#saysaochodung](#) [#4betaraproduction](#) [#sayaboutsay](#) [#congchieu](#) [#phimngan](#) [#trainghiem](#) [#mophong](#) [#ruoubia](#)

Contact for work:

Minh Phan (Project Leader)

Mail: 4betaraproduction@gmail.com



YOUTUBE.COM ✓

SAY - Phim ngắn | 4Betara Production

Một chén rượu, triệu trách nhiệm - hậu quả nghiêm trọng của hành vi lái xe sau khi uống r...



Multimedia Communications - FPT University HCM

4 ngày · 🌐



📺 ĐỒ ÁN TỐT NGHIỆP - Phim ngắn "Say" chính thức công chiếu online 🎬

Phim ngắn "Say" nhằm nâng cao nhận thức của mọi người, đặc biệt là các bạn trẻ về hành vi lái xe sau khi sử dụng rượu bia.



MESSANGER

Gửi tin nhắn



4Betara Production

1 Tháng 4 lúc 20:53 · 🌐

🔥 PHIM NGẮN "SAY" CHÍNH THỨC CÔNG CHIẾU ONLINE 🔥

🎬 Cuối cùng thì sau bao nhiêu ngày chờ đợi 🎬 PHIM NGẮN "SAY" 🎬 cũng đã chính thức được công chiếu đến toàn bộ khán ... [Xem thêm](#)



Figure 40: Shares on Facebook

6.4. Feedback on online platforms:

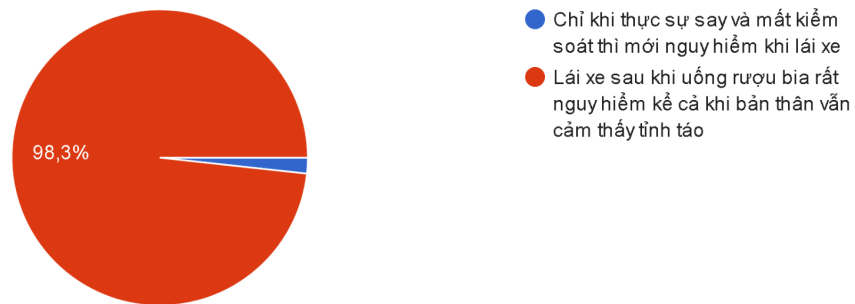




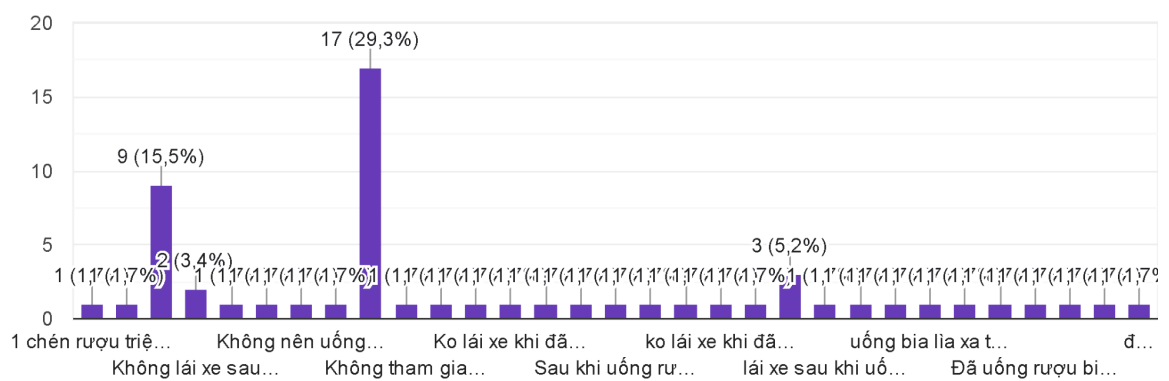
Figure 41: Comments about the film on Facebook

In addition to comments about the film on Facebook, the team also collected feedback from viewers through a survey form posted on the project's Facebook fanpage.

58 câu trả lời



58 câu trả lời



Hãy để lại một vài lời nhận xét hoặc góp ý của bạn dành cho phim ngắn "Say" nhé! Những ý kiến đóng góp của bạn sẽ giúp chúng mình hoàn thiện bộ phim một cách trọn vẹn nhất.

14 câu trả lời

nhóm hãy cố gắng cải thiện về mặt âm thanh cho những phim sau nhé
phim nên được quảng bá rộng rãi hơn nữa
Phim rất ý nghĩa, đặc biệt truyền tải được thông điệp về hành vi gây nhức nhối với xã hội. Tuy nhiên phim chưa thực sự có cú plot twist khiến khán giả bất ngờ và suy ngẫm về bộ phim, hi vọng các bạn sẽ xây dựng một bộ phim có nội dung bất ngờ hơn ở những dự án sau này. Tất nhiên mình vẫn sẽ đón xem sản phẩm của các bạn ^^
phim ý nghĩa lắm ạ, cái kết hơi buồn
Phim ý nghĩa
Phim truyền tải thông điệp ý nghĩa, có thể thấy các bạn đã rất nỗ lực cải thiện phim so với bản đầu tiên công chiếu, chúc các bạn thành công với dự án và cả sau này nữa <3
Âm thanh hơi ko được tốt, đầu tư thêm chút chắc sẽ hay hơn

Figure 42: Feedback from viewers on online platform

It can be seen that almost 100% of viewers after watching the film understand the message that the film has conveyed and have a better awareness of the dangerous level of driving behavior after using alcohol. In addition, there are some suggestions on the film content as well as the sound that the team could not fix, this will be a lesson for the team to learn from, thereby improving in future products.

6.5. Feedback from surveys

- **Question 1: What is your occupation?**

156 (71.9%) from FPT University HCM's students, 43 (19.8%) from High school pupils, 14 (6.6%) from other university students, 4 (1.9%) from others.

Hiện tại bạn là?

217 câu trả lời

Sao chép

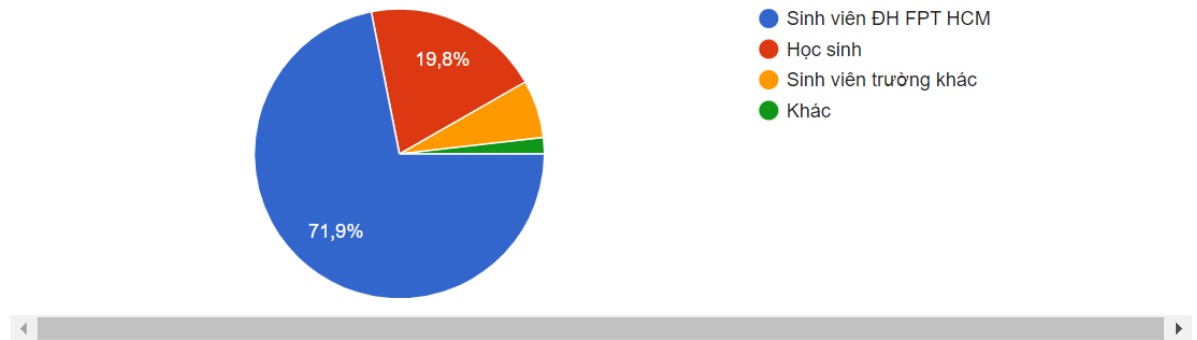


Figure 43: The occupation of participants

- **Question 2: What activities did you participate in?**

129 (59.4%) participated in premiere short film “Say”, 79 (36.4%) in both activities, 9 (4.1%) in “Say” simulator experience.

Bạn đã tham gia hoạt động nào nè?

217 câu trả lời

Sao chép

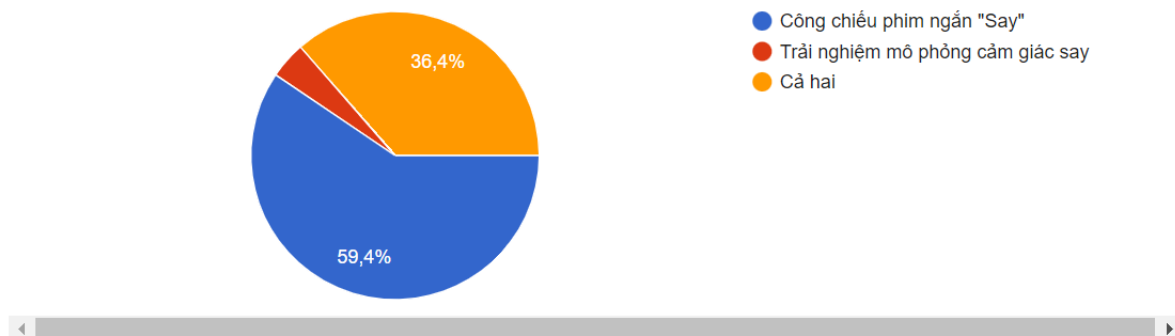


Figure 44: The activities that participants have joined in

- **Question 3: What element of the “Say” short film are you most impressed with?**

Most impressive points: 64 (30%) in the key message, 41 (18.9%) in the building characters and story way, 35 (16.1%) in short film details, 21 (9.7%) in the conveyed story way and others.

Bạn ấn tượng với yếu tố nào của phim ngắn "Say" nhất?

Sao chép

217 câu trả lời

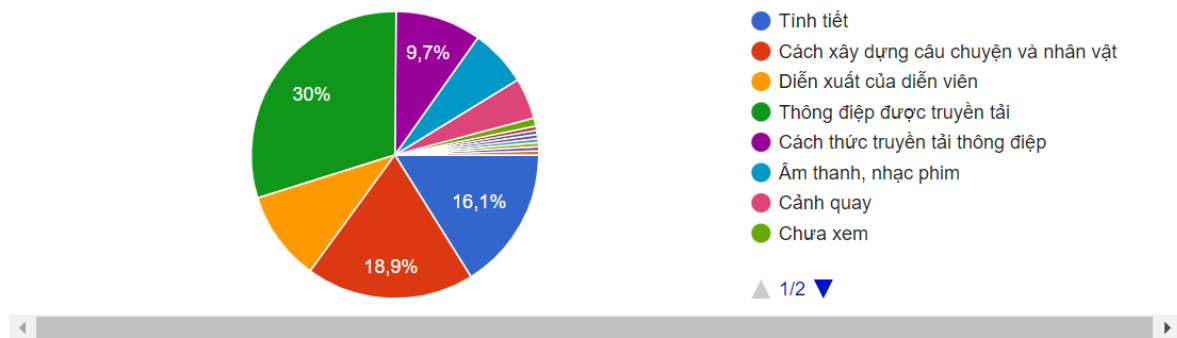


Figure 45: Elements of short film "Say" that participants most impressed with

It can be seen that, at most, 30% of the audience thinks that they are impressed with the message that the film conveys, which proves that the film has succeeded in conveying the message that this project wants to target.

- **Question 4: How do you feel about the premiere? Is there anything you would like us to improve on?**

Bạn thấy hoạt động công chiếu thế nào? Có điểm nào bạn muốn tự mình cải thiện không?

217 câu trả lời

Dạ hồi nãy âm thanh có chưa bật hết nên hơi nhỏ. còn lại oke ạ

Cần hoàn thiện hơn về những chi tiết nhỏ trong phim để tăng tính hoàn thiện

Bộ phim có thông điệp, tuy nhiên mình thấy phân cảnh xảy ra tai nạn hơi nhanh, có bất ngờ nhưng không chạm được tới cảm xúc của người xem. Mình có góp ý một tạo, phân cảnh cuối cuối tại phân đoạn bạn nam ở lại 1 mình trong phòng có để lộ dang hậu cần phía sau phản vào lò vi sóng.

Nhiều lắm

Máy lạnh lạnh quá ạ

Phim cũng ok, mình ko có vấn đề gì

Có tính liên tưởng

Cách tổ chức thiếu tính toán đến trải nghiệm người dùng, để thời gian chết.

Bạn thấy hoạt động công chiếu thế nào? Có điểm nào bạn muốn tụi mình cải thiện không?

217 câu trả lời

Phim rất ý nghĩa ạ, nhưng mà thời lượng hơi ngắn nên mình xem còn hơi hụt hẫng 😞 mong là mình sẽ coi được nhiều phim hơn từ các bạn

Hoạt động công chiếu rất chín chu, có phần âm thanh thì hơi rè

Mình nghĩ tổng thể bộ phim có thông điệp rất hay, cảnh quay đẹp, mọi thứ chín chu, diễn viên truyền tải được cảm xúc.

Mình thấy tuyệt và không có feedback

Tuyệt

tuyệt vời

Không mình thấy vui lắm

Công chiếu thú vị bộ phim truyền tải được ý nghĩa của vấn đề

Cảm ơn bạn đã hoàn thành form feedback này. Ý kiến đóng góp của bạn sẽ giúp 4BETARA PRODUCTION cải thiện hơn trong những dự án kế tiếp, hãy viết những lời bạn muốn nhắn nhủ đến chúng mình nhé!

111 câu trả lời

Dạ chắc là chọn diễn viên cho hợp mood

E nghĩ phim cần đầu tư âm thanh hơn

Xin hãy nghiên cứu thêm về góc quay, cách xây dựng tình huống trong phim, transition, sound design. Khâu tổ chức nên tính toán thật kỹ về sound và sự chú ý của khán giả. Xin đừng để thời gian chết, và đừng để khán giả thấy sự thiếu tính toán trong khâu chuẩn bị.

Phim hơi cụt

Cảm ơn bạn đã hoàn thành form feedback này. Ý kiến đóng góp của bạn sẽ giúp 4BETARA PRODUCTION cải thiện hơn trong những dự án kế tiếp, hãy viết những lời bạn muốn nhắn nhủ đến chúng mình nhé!

111 câu trả lời

Chỉnh chu hơn trong các dự án tiếp theo. Chúc nhóm thành công

Cảm ơn các anh/chị đã mang tới cho em trải nghiệm này. Chúc anh/chị có những dự án kế tiếp thành công hơn nữa. Anh/chị cố lên 😊😊

Không có gì

Oce ạ

Very good

mình nghĩ là nên hạn chế cảnh máu lại vì nó hơi ám ảnh

Figure 46: Feedbacks about the film

The film received a lot of comments from the audience, most of whom were interested in the film, but they also gave some comments about the plot in the film as well as other factors such as sound. The team has received these comments and tried to edit the film in the most perfect way to bring a complete product to the audience through online platforms.

- **Question 5: Did you find the experiential activity interesting? Leave us a few words!**

Bạn thấy hoạt động trải nghiệm có thú vị không? Để lại vài lời cho tụi mình biết nhé!

217 câu trả lời

Hoạt động và nội dung bộ phim rất thiết thực

Sương sương

Cũng khá thú vị

Dạ vui. Ước gì chơi lâu hơn

Khá là vui

Có ạ

Cách làm giống như đi xem phim thật rất thú vị, trải nghiệm rất mới lạ. Xịn

Trung bình ạ

Dui

Bất ngờ
Trải nghiệm phim ngắn
rất thú vị
Rất thú vị, mình thấy trải nghiệm rất đáng xem và xúc động
Khá thú vị, trải nghiệm cảm giác say gần giống thật
Nice
Có chương trình tặng bắp nước
Khá thú vị và hấp dẫn
Có nhe

Figure 47: Feedbacks about the drunk simulation experience

In summary, according to the data collected from the check-in and also feedback forms, we were able to convey our campaign's key message to the target audiences through the “Say” simulator experience and "Say" short film premiere event. Additionally, the effectiveness of the main communication channel is the official campaign's Facebook fanpage.

7. Media campaign



Figure 48: Fanpage to communicate for short films "Say"

Fanpage Facebook has officially come into operation for nearly 2 months and has posted more than 40 posts which provides information, knowledge about driving behavior after drinking alcohol, and communication for short films "Say" and for the release event. Some posts have achieved high amounts of reach as below.



Quảng cáo lại



[SAY "KNOW"] Từ đầu tháng 7/2022, đội CSGT Nam Sài Gòn...

22:00 27 Tháng 1, 2023

ID: 120893127563406

Lượt tương tác

👍 550 lượt bày tỏ cảm xúc

💬 21 bình luận

➦ 1 lượt chia sẻ

Tổng quan

Hiệu quả

Kết quả trả phí

Xem trước bảng feed

Hiệu quả

Số người tiếp cận ⓘ

Tổng
6.961

Tự nhiên	334 (5%)
Trả phí	6.704 (95%)

Lượt tương tác ⓘ

Cảm xúc
550

Bình luận	21
Lượt chia sẻ	1

Lượt tương tác tiêu cực ⓘ

Tổng
0

Duy nhất	0
----------	---



Quảng cáo lại

[SAY "KNOW"] Bạn đã biết các mức phạt của việc tham gia ...
20:00 29 Tháng 1, 2023
ID: 121861030799949

Lượt tương tác

23 lượt bày tỏ cảm xúc

5 bình luận

0 lượt chia sẻ

- Tổng quan
- Hiệu quả
- Kết quả trả phí
- Xem trước bảng feed

Hiệu quả

Số người tiếp cận ⓘ	Lượt tương tác ⓘ	Lượt tương tác tiêu cực ⓘ
Tổng 2.322	Cảm xúc 23	Tổng 0
Tự nhiên 293 (13%)	Bình luận 5	Duy nhất 0
Trả phí 2.033 (87%)	Lượt chia sẻ 0	
Xem chi tiết		



Quảng cáo lại

... X

[BỐ QUẢ CAU NÀY RA CÓ MINIGAME CHO BẠN ĐOÁN] Sa...

20:00 7 Tháng 2, 2023

ID: 126403697012349

Lượt tương tác

👍 216 lượt bày tỏ cảm xúc

💬 182 bình luận

🔗 128 lượt chia sẻ

Tổng quan

Hiệu quả

Kết quả trả phí

Xem trước bảng feed

Hiệu quả

Số người tiếp cận ⓘ

Tổng
2.715

Tự nhiên	1.953 (72%)
Trả phí	869 (28%)

Lượt tương tác ⓘ

Cảm xúc
216

Bình luận	182
Lượt chia sẻ	128

Lượt tương tác tiêu cực ⓘ

Tổng
0

Duy nhất	0
----------	---



Quảng cáo lại

... X

[BEHIND THE SCENES PART 2] Trong quá trình chờ hoàn ...

20:00 20 Tháng 2, 2023

ID: 132468153072570

Lượt tương tác

47 lượt bày tỏ cảm xúc

14 bình luận

2 lượt chia sẻ

Tổng quan

Hiệu quả

Kết quả trả phí

Xem trước bảng feed

Hiệu quả

Số người tiếp cận ⓘ

Tổng

1.212

Tự nhiên

343 (28%)

Trả phí

959 (72%)

Lượt tương tác ⓘ

Cảm xúc

47

Bình luận

14

Lượt chia sẻ

2

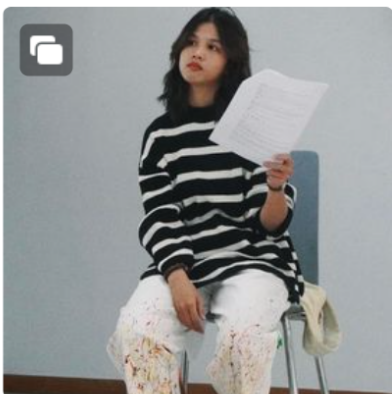
Lượt tương tác tiêu cực ⓘ

Tổng

0

Duy nhất

0



Quảng cáo bài viết

... X

📺[BEHIND THE SCENES BUỔI CASTING] 📺 Vậy là đã kết...

20:46 11 Tháng 2, 2023

ID: 128335236819195

Lượt tương tác

40 lượt bày tỏ cảm xúc

9 bình luận

1 lượt chia sẻ

Tổng quan

Hiệu quả

Xem trước bảng feed

Hiệu quả

Số người tiếp cận ⓘ

Tổng

571

Tự nhiên

571 (100%)

Trả phí

0 (0%)

Lượt tương tác ⓘ

Cảm xúc

40

Bình luận

9

Lượt chia sẻ

1

Lượt tương tác tiêu cực ⓘ

Tổng

0

Duy nhất

0



POSTER CHÍNH THỨC PHIM NGẮN “SAY” 4Beta...

20:03 6 Tháng 3, 2023

ID: 141367532182632

Lượt tương tác



87 lượt bày tỏ cảm xúc



41 bình luận



4 lượt chia sẻ

Hiệu quả

Số người tiếp cận



Tổng Kém Tốt
493 nhất nhất

Bài viết này tiếp cận được nhiều tài khoản trong Trung tâm tài khoản hơn **67%** trong số 50 bài viết và tin gần đây nhất của bạn trên Facebook.

Số người tiếp cận 493

Cảm xúc, bình luận v...



Tổng Kém Tốt
132 nhất nhất

Bài viết này thu hút được nhiều cảm xúc, bình luận và lượt chia sẻ hơn **92%** trong số 50 bài viết và tin gần đây nhất của bạn trên Facebook.

Cảm xúc	87
Bình luận	41

Kết quả



Tổng
--

Lượt click vào liên kết --





BẠN BIẾT GÌ CHƯA? TẠI ĐH FPT SẮP BÙNG ...


14:21 3 Tháng 3, 2023

ID: 138881939097858

Lượt tương tác

 140 lượt bày tỏ cảm xúc

 30 bình luận

 4 lượt

Hiệu quả

Số người tiếp cận

Tổng Kém Tốt
2.917 nhất  nhất

Bài viết này tiếp cận được nhiều tài khoản trong Trung tâm tài khoản hơn **93%** trong số 50 bài viết và tin gần đây nhất của bạn trên Facebook.

Số người tiếp cận 2.917

Cảm xúc, bình luận v...

Tổng Kém Tốt
174 nhất  nhất

Bài viết này thu hút được nhiều cảm xúc, bình luận và lượt chia sẻ hơn **94%** trong số 50 bài viết và tin gần đây nhất của bạn trên Facebook.

Cảm xúc	140
Bình luận	30
Lượt chia sẻ	4

Kết quả

Tổng Kém Tốt
15 nhất  nhất

Bài viết này đã nhận được nhiều lượt click vào liên kết hơn **40%** trong tổng số 50 bài viết và tin gần đây nhất của bạn trên Facebook.

Lượt click vào liên kết 15



[TRAILER PHIM NGẮN "SAY"] 🎬 Không để mọi ngư...

16:28 8 Tháng 3, 2023

ID: 142777608708291

Lượt tương tác

👍 77 lượt bày tỏ cảm xúc

💬 13 bình luận

➦ 6 lượt c

Hiệu quả

Số người tiếp cận ⓘ

Tổng Kém Tốt
1.718 nhất nhất

Bài viết này tiếp cận được nhiều tài khoản trong Trung tâm tài khoản hơn **82%** trong số 50 bài viết và tin gần đây nhất của bạn trên Facebook.

Số người tiếp cận 1.718

Cảm xúc, bình luận v... ⓘ

Tổng Kém Tốt
96 nhất nhất

Bài viết này thu hút được nhiều cảm xúc, bình luận và lượt chia sẻ hơn **88%** trong số 50 bài viết và tin gần đây nhất của bạn trên Facebook.

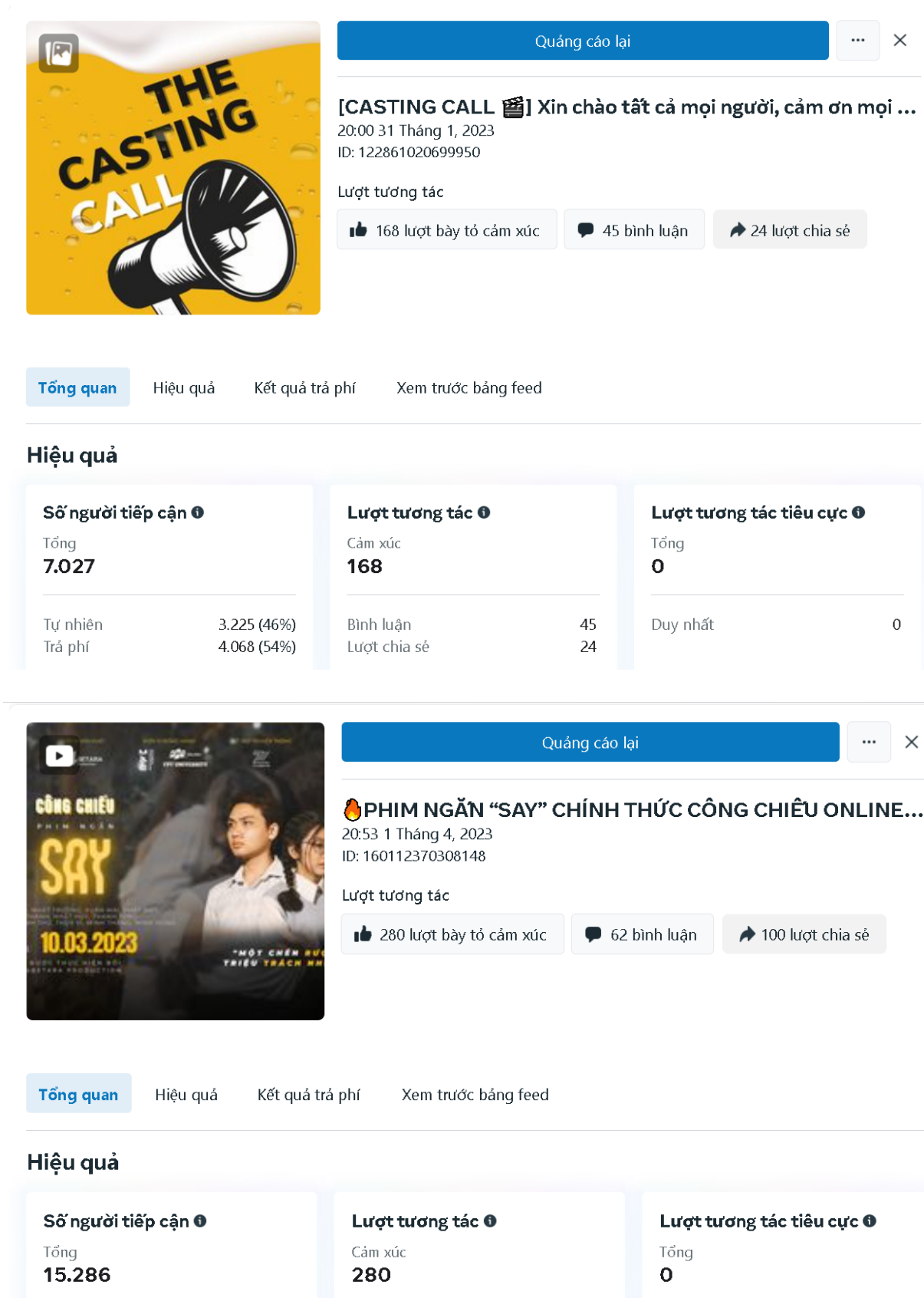
Cảm xúc 77
Bình luận 13

Kết quả ⓘ

Tổng Kém Tốt
7 nhất nhất

Bài viết này đã nhận được nhiều lượt click vào liên kết hơn **22%** trong tổng số 50 bài viết và tin gần đây nhất của bạn trên Facebook.

Lượt click vào liên kết 7



and interaction. These are all newly updated information that the team has learned, so many people do not know it, thereby making them curious and interested, leading them to interact to be able to better understand that information. In addition, the media posts for the movie mostly reach a lot of people, thereby motivating the target audience to continue watching the media campaign to look forward to the movie. As a result, the reach and interaction of the short film "Say" were higher than expected, showing that the campaign's short film communication effect has been successful.

8. Actual Budget

No.	Category	Expense
1	EVENT	8.721.375
2	FILM	22.769.000
3	MEDIA	1.350.391
TOTAL		32.840.766

Table 17: Actual Budget

After implementing the entire campaign, the total cost that the team paid up to 32 million VND, exceeding the estimated cost. However, the actual cost did not exceed 10% of the estimated cost, so it can be said that this is a success of the team in estimating and managing expenditures properly.

9. Evaluation

9.1. About the social media platforms

After three months of the campaign, the campaign's results compared to the initial set of KPIs were relatively positive. For social media platforms, the group has not yet achieved the initial KPI set of 1000 fanpage likes, but the campaign worked effectively on social networking platforms, especially Facebook. That is reflected in the fact that the 4Betara Production Facebook page reached nearly 60000 people with a total of 62 posts, surpassing the initial KPIs set by the group (50 posts and 500,000 hits). From the above positive results, the main product is the short film "Say" which has exceeded expectations (specifically, more than 12 thousand views, more than 200 reactions, 50 comments and 100 shares).


Số người tiếp cận

So sánh số người tiếp cận trong khoảng thời gian này với khoảng thời gian trước đó.

 Xem thêm về hiệu quả của nội dung

Số người mà Trang Facebook tiếp cận 

57.794  100%

Số người tiếp cận trả phí 

21.366  100%

Những cách hỗ trợ bạn phát triển doanh nghiệp

Đăng thường xuyên và đều đặn

 Bài viết 

61  100%

 Tin 

1  100%

Tạo bài viết



Cải thiện mức độ tương tác cho nội dung

Những thông tin chi tiết này được dựa trên các bài viết và tin gần đây nhất của bạn.

 Số cảm xúc, lượt chia sẻ và bình luận trung bình của bài viết 

37


 Số cảm xúc, phản hồi và lượt chia sẻ trung bình của tin 

8

Xem bí quyết để góp phần cải thiện nội dung

Thử quảng cáo để tiếp cận nhiều người hơn

 Số người tiếp cận trả phí của Trang Facebook 

48.318  100%

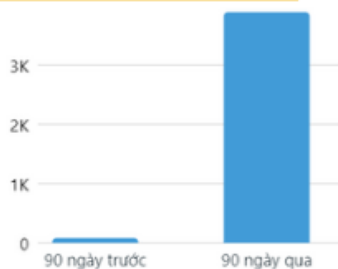
Tạo quảng cáo

Số người tiếp cận

Số người tiếp cận bài viết 

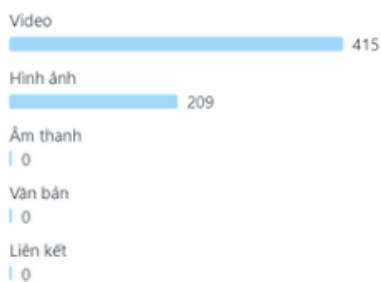
3,9K

Tổng số trong 90 ngày qua so với 90 ngày trước đó



Số người tiếp cận bài viết trung bình trên mỗi loại file phương tiện 

Dành cho những bài viết được tạo trong vòng 90 ngày qua



Số người tiếp cận bài viết trung bình trên mỗi định dạng nội dung 

Dành cho những bài viết được tạo trong vòng 90 ngày qua



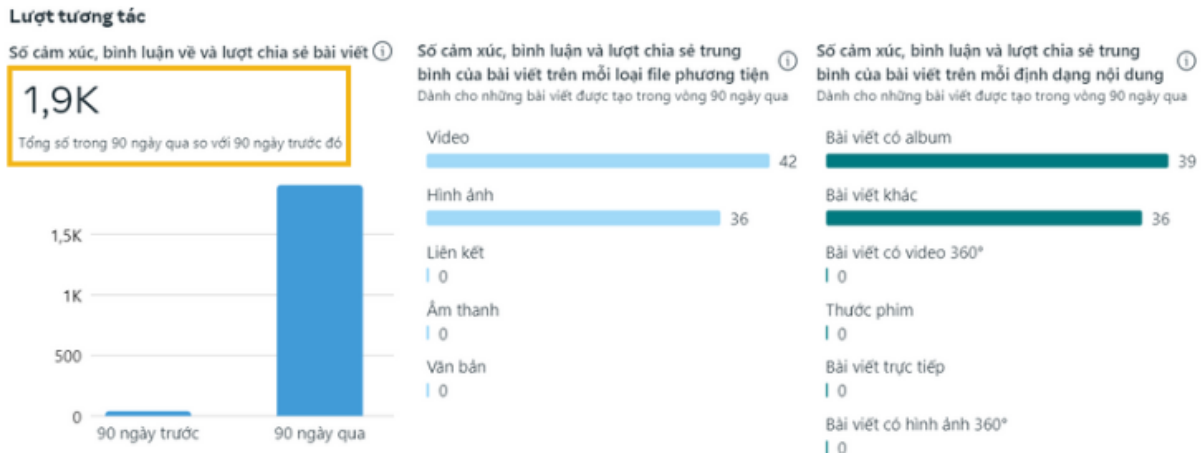


Figure 50: Communication effectiveness measurement results

Although the communication effect of the campaign on the Facebook platform was more successful than expected, the film released on the Youtube platform did not receive many views due to the lack of content and the more difficult approach to users than Facebook.

9.2. About the event

The event achieved 181 check-in forms and 217 feedback forms. It is shown that the premiere short film “Say” event was successful with the actual audience coming to participate more than the expected target audience (150 people), even though the number of participants who filled out feedback did not meet the initial target of 250 people. However, the feedback that the audience contributed is very detailed and enthusiastic, showing that they really care about the project and want the film to be completed to the fullest.

- **181 check-in forms include:**
 - **Question 1: Are you a student at FPT University taking part in the event, aren't you?**

113 (62.4%) from FPT University HCM's students, 68 (37.6%) from others.

Bạn có phải là sinh viên ĐH FPT HCM tham gia sự kiện lần này không?

181 câu trả lời

Sao chép

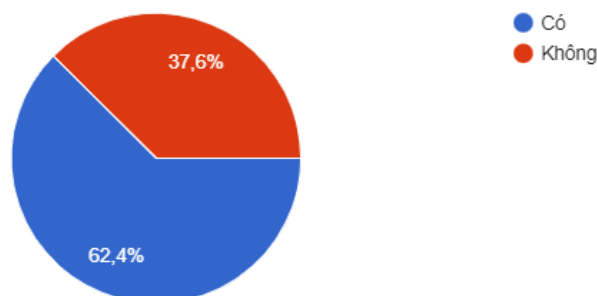


Figure 51: Check-in question 1

- **Question 2: How can you approach the event?**

95 (52.5%) know the event by passing by, 34 (18.8%) by 4Betara Production, 22 (12.2%) by flier, 8 (4.4%) by standees and other forms.

Bạn biết sự kiện lần này qua:

181 câu trả lời

 Sao chép

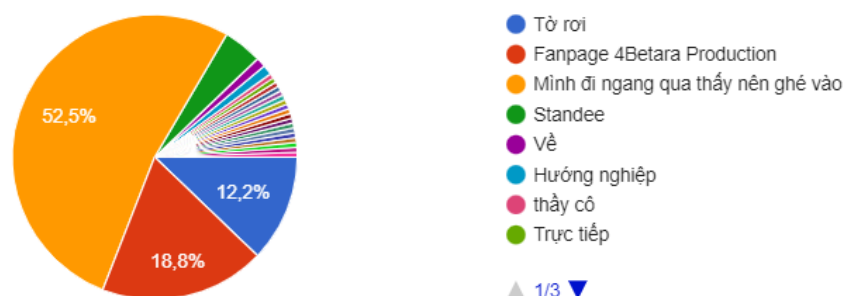


Figure 52: Check-in's question 2

More than half of the event participants said that they passed by and were interested in the activities of the event so they participated, only 18.8% of the participants knew about the event through the official Facebook page of the project. This shows that the media post for the event on Facebook has not really attracted many participants, or it may be because they know but do not have time to attend the event.

○ **Question 3: What activities did you participate in?**

70 (38.7%) participated in premiere short film "Say", 64 (35.4%) in both activities, 47 (26%) in "Say" simulator experience.

Bạn đã tham gia hoạt động nào?

181 câu trả lời

 Sao chép

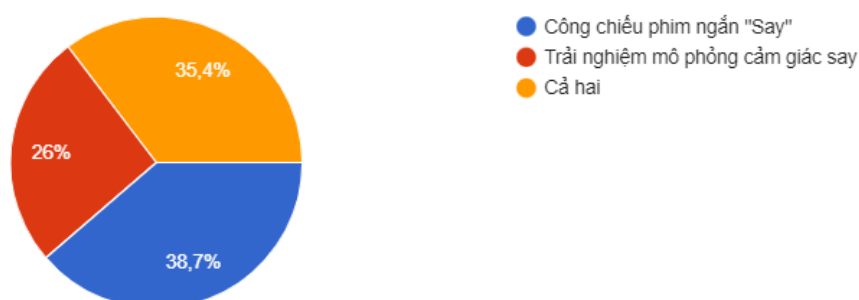


Figure 53: Check-in's question 3

It can be seen that the number of participants watching the movie in the premiere accounted for more than the experience event. This proves the effectiveness of the event, with the main purpose of communicating and releasing the short film "Say" to the audience.

After receiving the responses from the entire event, the project succeeded in conveying the message based on the short film "Say" as well as the categories on the fanpage of 4Betara Production. At the

same time, the reach and interaction of 4Betara Production's fanpage is also relatively high and close to achieving the KPIs as planned.

10. Reflection

10.1. Key takeaways

Stop	Start	Continue
<p>Avoid delays in event operation:</p> <ul style="list-style-type: none"> + Reasonable division of human resources for the areas where the activities of the event take place. + Arrange instructors and moderate participants properly, with no downtime. <p>Avoid delaying, slowing down the progress of the event:</p> <ul style="list-style-type: none"> + Arrange people to open on time so as not to affect subsequent activities. 	<p>Using Facebook Reels to convey information about alcohol content:</p> <ul style="list-style-type: none"> + Analyze Facebook Reels algorithm and build polished content to reach many people and not be squeezed into interaction. <p>Links with social organizations related to the same topic of the project:</p> <ul style="list-style-type: none"> + Receive support in terms of communication, information, personnel... <p>Access to witnesses/victims/accidents of traffic accidents due to alcohol content:</p> <ul style="list-style-type: none"> + Do podcasts or interview with insiders for multi-dimensional content and bring the story to convey the message. 	<p>"Say know" and "Say news" categories:</p> <ul style="list-style-type: none"> + These categories are topical, received from T.A, so they have potential for development. <p>Activities to experience the "drunk" feeling:</p> <ul style="list-style-type: none"> + Received support from participants at FPT University HCM, capable of attracting participants and simulating the feeling of driving difficulty after using alcoholic beverages. <p>Video tutorial for measuring alcohol concentration:</p> <ul style="list-style-type: none"> + Disseminate to viewers how to measure alcohol content so that viewers can understand the operating principle of the device and provide useful information to help viewers grasp the information, avoiding disadvantage if they fall into the case of being prosecuted. punish.

Table 18. Key takeaways after the campaign

10.2. Limitations

Besides the impressive stats from the campaign, there are still some weaknesses that need to be overcome:

- + This is a campaign on the topic of "Traffic accidents caused by alcohol" - a new topic of interest to the government and people in the past 2 years, so the access to and support from the majority of people is still limited, and has not spread to other areas outside Thu Duc city.
- + The project only stops at raising awareness of the target audience or encroaching on a little engagement through event activities because changing awareness and action is not a simple thing that can be done in a short time but requires a lot of time, funding, human resources as well as a combination of many aspects of propaganda, education, calling, communication...
- + Due to limited time and personnel, it is not possible to find out and contact social organizations to receive support in terms of information, finance, human resources, etc.
- + The shooting angle, film color and sound processing of the film are still not professional and professional, the project needs to listen to and improve these factors to perfect the short film product.
- + Although the project has a good idea, it has not received support from many groups and organizations and is limited in terms of funding and time, so the project still has difficulty in accessing the target audience group.

10.3. Recommendations

Based on the recommendations on the "Continue" section, this campaign should:

- + Participating in groups on traffic safety topics; traffic news for seeding infographic posts or news updates for the purpose of leading through Facebook fanpage and increasing reach and interaction.
- + Update the latest information on the law or policy related to alcohol content to build content for the fanpage, quickly update news to viewers.
- + Cooperate with other universities in the HCMC area to organize screenings and experiences to reach more target audiences.

11. Future plan

In the future, to achieve the most effective communication to everyone, especially young people, the group will learn and suggest cooperation with universities, high schools and some non-profit organizations in organizing traffic safety propaganda events in the upcoming traffic safety month. Continue to build content on the topic of driving after drinking, and update the latest news and legislation on the above topic to the audience.

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