



FPT UNIVERSITY

Capstone Project

[Media production for The Seventh Barista]

<7Barista>	
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Capstone Project code	SP23MC07

- Ho Chi Minh, April/2023 -



TRƯỜNG ĐẠI HỌC FPT

PHIẾU LẤY Ý KIẾN CỦA DOANH NGHIỆP
VỀ VIỆC HỢP TÁC TRIỂN KHAI KHÓA LUẬN TỐT NGHIỆP
HỌC KỲ SPRING 2023 (1/2023 – 4/2023)

Tên doanh nghiệp:	THE SEVENTH BARISTA
Lĩnh vực kinh doanh:	Food & Beverage
Địa chỉ:	63 Đường 14, Khu Dân Cư Ven Sông, Phường Tân Phong, Quận 7 Thành phố Hồ Chí Minh
Fanpage:	https://www.facebook.com/the.seventh.barista
Người đại diện cho ý kiến:	Họ và tên: Nguyễn Hữu Hiền Chức vụ: Chủ Quán Email: huuhien2505@gmail.com Số điện thoại: 0913629169

Tên đề tài (Tiếng Việt)	Sản xuất sản phẩm Truyền thông cho The Seventh Barista
Tên đề tài (Tiếng Anh)	Media Production of The Seventh Barista
Ngành đào tạo:	Quản trị truyền thông đa phương tiện
Giảng viên hướng dẫn:	Huỳnh Phạm Ngọc Lâm
Nhóm sinh viên thực hiện	1. Trần Nguyễn Xuân Anh 2. Lê Minh Bách 3. Phan Tại Khánh

NỘI DUNG LẤY Ý KIẾN		
1. Về công tác phối hợp giữa Giảng viên, sinh viên và Doanh nghiệp	Sự kết hợp giữa sinh viên và Doanh nghiệp khá tốt. Các em năng động, biết hỏi, biết lắng nghe, giao tiếp tốt.	
2. Về kết quả thực hiện so với yêu cầu đề ra	Yêu cầu đề ra	Đạt/Không đạt
	1. Xây dựng câu chuyện trên fanpage.	Đạt
	2. Làm mới hình ảnh và nội dung trên Facebook & Instagram.	Đạt

	3. Xây dựng nhận diện thương hiệu từ fanpage đến cửa hàng.	Đạt
	4. Tạo dựng Motivational video.	Đạt
	5. Giải quyết được phân khúc khách hàng trẻ biết đến quán.	Đạt
3. Nhận xét/Góp ý về đề tài	Đề tài mang tính thực tiễn cao.	
4. Đề xuất cải tiến hoặc hướng phát triển đề tài (nếu có)	Đề tài đạt kết quả rất tốt trong quá trình thực hiện. Nếu có điều kiện thì nên đưa các nhân vật chibi ra với thực tế như mô hình dưới dạng 3D.	
5. Đánh giá chung (theo thang điểm 10)	9.5	
6. Kết luận về việc nghiệm thu đề tài (Ghi rõ: “Đồng ý” hoặc “Không đồng ý”)	Đồng ý	

Người nhận xét


(Ký và ghi rõ họ tên)

 Nguyễn Hữu Thiên

TABLE OF CONTENT

CHAPTER 1. INTRODUCTION	10
1.1 Business Overview	10
1.2 Client's brief	10
CHAPTER 2. RESEARCH	13
2.1 Theoretical Research	13
2.2 Market Research	16
2.3 Brand Research	17
2.4 S.W.OT Analysis	27
2.5 Customer Research	28
2.6 Competitor Research	32
2.7 Media Research	37
2.8 Key challenges	42
2.9 Creative Concept	43
2.10 Definition	46
2.11 Content trend	53
2.12 In - depth interview	54
CHAPTER 3. PLANNING	56
3.1 Goals & KPIs	56
3.2 Target Audience	56
3.3 Insight	58
3.4 Big Idea	64

3.5 Key Message	64
3.6 Strategy	65
3.7 Tactics	66
3.8 Scope of work	70
CHAPTER 4. SOCIAL CAMPAIGN	71
4.1 Visual guideline	71
4.2 Story	71
4.3 About our Inspiration	73
4.4 Characters Introduction	73
4.5 Social Media Content Pillar	80
4.6 Social Media Content Calendar	83
CHAPTER 5. MEDIA PRODUCTION	85
5.1 Pre-production stage	85
5.2 Production stage	96
5.3 Post production stage	108
CHAPTER 6. EVALUATION	110
6.1 Report on activities	110
6.2 Report on social media	135
6.3 Report on media production	142
6.4 Compare KPIs	143
6.5 Evaluation After The Campaign	144

CHAPTER 7. CONCLUSION	145
7.1 Results Achieved After Capstone Project	145
7.2 Limitation And Recommendation	147
7.3 Future Plan	150
CHAPTER 8. ACTUAL COST	152
8.1 Total Actual Cost	152
8.2 Social Media Actual Cost	154
8.3 Promotion Actual Cost	154
8.4 Production Actual Cost	155
REFERENCES	157
APPENDIX 1: Quantitative Research: Survey 1	161
APPENDIX 2: Quantitative Research: Survey 2	170
APPENDIX 3: In - depth interview	186
APPENDIX 4: Evaluation After The Campaign	190

CAPSTONE PROJECT EXECUTIVE SUMMARY

Subject code	SP23MC07
Subject name (English)	Media production for The Seventh Barista
Subject name (Vietnamese)	Sản xuất sản phẩm Truyền thông cho The Seventh Barista
Subject explanation	<The Seventh Barista>, is known as a coffee shop that has a design just like a bar. Through visually appealing content, we aim to create a media campaign that focuses on enhancing the identity of the coffee shop and showcasing the wide variety of drinks it offers. We will use multiple platforms, including Facebook, Instagram, and in-store promotions, to effectively communicate our message to the target audience.
Group code	GSP23MC07
Group members	1. Lê Minh Bách - SS130167 2. Trần Nguyễn Xuân Anh - SS140075 3. Phan Tại Khánh - SS150328
Scope of work	1. Research and finding 2. Media Planning 3. Execution - Design chibi characters attached to each drink item in The Seventh Barista's menu - Producing content on Facebook and Instagram - Organizing minigame activities to accumulate points, exchange gifts and give free drinks at the shop - Redesign new menu for the coffee shop

	<ul style="list-style-type: none"> - Producing a Motivational Video - Performance evaluation and measurement reports <p>4. Tasks</p> <ul style="list-style-type: none"> - Le Minh Bach: Designer, Copywriter, Content Writer, Script Writer - Tran Nguyen Xuan Anh: Video producer, Photographer - Phan Tai Khanh: Account, Product Assistant 																																		
Results	<table border="1"> <thead> <tr> <th></th><th>KPI</th><th>Actual Reach</th><th>Comparison</th></tr> </thead> <tbody> <tr> <td colspan="4">Motivational Video</td></tr> <tr> <td>Views</td><td>15000</td><td>15014</td><td>100,09%</td></tr> <tr> <td colspan="4">Facebook</td></tr> <tr> <td>Reach</td><td>50,000</td><td>47,030</td><td>94,06%</td></tr> <tr> <td>Like</td><td>5,500</td><td>6,083</td><td>110,6%</td></tr> <tr> <td colspan="4">Instagram</td></tr> <tr> <td>Follow</td><td>2,500</td><td>2,563</td><td>102,5%</td></tr> </tbody> </table>				KPI	Actual Reach	Comparison	Motivational Video				Views	15000	15014	100,09%	Facebook				Reach	50,000	47,030	94,06%	Like	5,500	6,083	110,6%	Instagram				Follow	2,500	2,563	102,5%
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Budget	9,950,000 VND																																		

CHAPTER 1. INTRODUCTION

1.1 Business Overview

The Seventh Barista is an independent coffee shop located in District 7. Here, the shop is designed in the form of a bar with a comfortable and relaxing style with coffee products made from Arabica beans that bring a strong flavor with other drinks prepared professionally, combined with a pleasant quiet space to bring a very "Chill" experience to customers. In general, the shop has a unique design style but is also extremely cozy and quiet, creating a friendly feeling in the eyes of customers every time they visit. In addition, the shop has a bar serving coffee, customers can sit and chat like small bars, bringing a new experience.



Figure 1: The Seventh Barista's bar corner

Just like wine and beer, each type of coffee has a different flavor depending on the coffee beans, the way the coffee is roasted and where it is grown and where it comes from. At The Seventh Barista, if customers have a need, the barista can still provide customers with useful information about the type of coffee bean they are using and can explain how they taste, thereby helping customers decide which coffee to choose to best reflect personal taste.

1.2 Client's brief

CLIENT: The Seventh Barista

PROJECT NAME: Media production for The Seventh Barista

Owner contact name: Nguyễn Hữu Hiền

Phone number: 091 362 91 69

Email Address: huuhien2505@gmail.com

Facebook Address: <https://www.facebook.com/nguyen.huuhien.524>

1. WHAT DO YOU DESIRE THROUGH OUR CORPORATION?

Building a strong online presence.

Increase the brand identity of The Seventh Barista, develop a comprehensive strategy that helps establish a clear and consistent brand image in the minds of the target audience. Create a unique and memorable brand that resonates with customers and makes them feel like they are a part of something special.

2. WHAT IS THE ISSUE/CHALLENGE THAT YOU ARE FACING?

- Low brand identity.
- The shop has so many choices in drinks that customers only order familiar drinks.

3. WHAT PRODUCT YOU WANT TO PROMOTE IN THE CAMPAIGN?

I need you to help promote the shop's entire range of available drinks on our current menu. Our aim is to raise awareness about our offerings and attract more customers. Additionally, we are planning to launch a new menu with some exciting new drinks, and I want you to promote these new additions on our fanpage as well. It would be great if you could showcase the uniqueness and appeal of these drinks to entice customers to try them out.

4. WHAT ARE THE OBJECTIVES THAT NEED TO BE ACHIEVED?

Marketing objective: Our primary goal is to maintain our existing customer base and attract new customers and followers to our brand. This can be achieved through various marketing initiatives aimed at promoting our products and services in a positive light.

Communication objective: Our focus is on communicating the unique qualities and characteristics of our products and production process to potential customers and followers. This will involve highlighting the distinctive features that set us apart from our competitors, such as the quality of our ingredients, the creativity of our recipes, and the attention to detail in our production methods. By raising awareness of our uniqueness, we can build a stronger connection with our customers and attract new fans to our brand.

5. WHO IS OUR TARGET AUDIENCE?

Currently, our shop has two main customer segments: university students aged 19-25 and office staff aged around 26-35. The students usually visit the shop to do homework, study or hang out with friends, while the working people often come to meet up with clients or business matters. Our strategy can target either one of these customer segments or both, if possible, for maximum impact.

6. WHAT OUR TARGET AUDIENCE ALWAYS REMEMBER WHEN MENTIONING YOUR BRAND?

Our brand is often associated with the number seven by our customers due to our location in District 7 and the incorporation of the number seven in our coffee shop name (The Seventh Barista). Oh and also, our customers remember us by our friendly baristas, including myself as the owner who also serves as a barista too. As a barista, I feel a responsibility to not only craft delicious drinks but also to create a welcoming and enjoyable experience for our customers. It's important to me that when our customers leave the shop, they feel happy and satisfied with both the quality of our drinks and the customer service quality they received.

7. WHAT OUR TARGET AUDIENCE PASSIONATE ABOUT?

Customers love the eye-catching drinks at the bar, so you can take pictures, film the drinks and post them on our fanpage in the most eye-catching way possible.

8. PROVIDE THE BUDGET ALLOCATED FOR THE CAMPAIGN.

The owner of The Seventh Barista has set a budget of up to 10 million VND for the social media campaign and media production. Any expenses beyond this amount

must be approved by the owner. However, the brand is willing to cover all necessary costs to ensure the success of the campaign and production.

CONCLUSION: After discussing with the owner, we have come to the conclusion that the two main problems The Seventh Barista currently facing are: The content posted on fanpage is generally simple and boring, most of it is conveyed by random, without a clear purpose, leading to unsatisfied customers can't really receive the information that the shop wants to convey effectively. Despite having an extensive menu of coffee, tea, and fruit juice, customers often default to ordering drinks that they have had in the past or that they are already familiar with. This can lead to a lack of variety and experimentation in the customer's experience, limiting their potential to discover new and exciting flavors.

The objective of this campaign is to establish a fresh approach to customer engagement for the brand. Our target audience comprises one of these two current customer segments: young individuals between 19 to 25 years old or those who are more mature that aged between 26 to 35 years old. We will focus our efforts on two primary platforms, namely Facebook and Instagram.

CHAPTER 2. RESEARCH

2.1 Theoretical Research

2.1.1. Frazer's Six creative strategies

Creativity is considered to be a remarkable trait among individuals as it allows an individual, organization and any governing body to think out of the box. The role of creativity in advertising is competitive as it allows organizations to design advertisements in many different ways to approach consumers in the most effective way [1] (Werner J. Reinartz and Peter Saffert, 2013).

Frazer regards creative strategy as instructive principles determining the general quality and character of the content designed for the advertisement message. Within this scope, Frazer proposes six creative strategy sets applying for different message circumstances. These six strategies comprise preemptive, unique selling proposition, brand image, positioning, resonance and anomalous/affective. [2]

First, preemptive strategy or generic claim with assertion of superiority. This means extolling a product or service attribute or user benefit common to all in its class. This strategy forces competitors into the "me too" position, or into strategies based on physical or psychological differentiation which may be hard to achieve. It is used for categories with little differentiation or new product categories.

Second, unique selling proposition strategy (USP) ascribes to superiority claims based on unique physical product characteristics and/or benefits. Uses a distinct difference in attributes that creates a meaningful consumer benefit. It is used for categories with high levels of technological improvement and innovation.

Third, brand image strategy is a claim of superiority or distinction based on psychological differentiation, which is usually symbolic association. It is used with homogeneous, low-tech goods with little differentiation.

The fourth strategy is positioning strategy which is an attempt to build or occupy a mental niche in relation to an identified competitor. It is used by new entries or small brands that want to challenge the market leader.

The fifth strategy is the resonance strategy or an attempt to evoke stored experiences of prospective consumers to give the product relevant meaning or significance. Uses situations, lifestyles, and emotions with which the target audience can identify. It is used in highly competitive, undifferentiated product categories.

The sixth strategy is the anomalous/affective strategy refers to attempts to provoke involvement or emotion through ambiguity, humor, or the like, without strong selling emphasis. It is used where competitors are playing it straight and informative.

2.1.2. Positioning strategy

The "Positioning" in Frazer's Six creative strategies is one of six creative strategies suggested by Keith Frazer, an advertising researcher. Positioning is an innovative strategy that focuses on determining the position of a product or service in the mind of a customer using certain characters or characteristics.

Table 1: Frazer's Positioning strategy (Frazer, 1983)

Positioning	Establish a place in the consumer's mind relative to the competition.	Used by new entries or small brands that want to challenge the market leader.
-------------	---	---

The goal of positioning strategy is to create a new product or service image in the customer's mind and position that product or service as a top choice for their needs. The author mentions these six creative strategies in his book "Advertising Strategy: A Guide to Marketing Communication".

2.1.3. Through positioning strategy, evaluate The Seventh Barista

Positioning strategy is a crucial aspect in evaluating The Seventh Barista and determining their competitive advantage in the market.

1. *Target Market:* To evaluate The Seventh Barista's positioning strategy, it's important to understand who their target market is. They might be targeting a specific age group, such as their current customers, or a particular lifestyle segment, such as people who love coffee and want to find a coffee shop to go and talk with friends. Understanding the target market will help you determine whether The Seventh Barista's positioning strategy is appropriate and effective.

2. *Competitor Analysis:* It's important to understand The Seventh Barista's competition and how it is positioning itself in relation to its competitors. This includes analyzing its competitors' target markets, USPs, and overall branding and marketing strategies.

3. *Brand Image:* Evaluate The Seventh Barista's brand image and determine whether it aligns with its target market. This includes analyzing its packaging, logo, and overall visual identity, as well as its tone of voice and messaging.

By evaluating these factors, we can gain a better understanding of The Seventh Barista's positioning strategy and determine whether they are effectively communicating their value proposition to their target market and differentiating themselves from their competition that we will analyze below.

2.2 Market Research

According to Amanda Zantal-Wiener, *The Balance Small Business* (2022) [3], an independent coffee shop is a coffee shop that is not affiliated with a larger chain or corporation. It is typically owned and operated by one or a few individuals who have a passion for coffee and a desire to create a unique experience for their customers. Independent coffee shops often focus on specialty coffee and espresso drinks, using high-quality beans and roasts, and they may also offer a variety of baked goods, sandwiches, and other food items. They strive to create a cozy and welcoming atmosphere, often with unique decor, and they may offer free Wi-Fi and a space for customers to work or socialize. Independent coffee shops are often seen as a symbol of local culture and community, and they may become gathering places for regulars who appreciate the personalized service and attention to detail that they offer. Our client, The Seventh Barista can be considered as an independent coffee shop because they meet the criteria of being locally owned and operated, not part of a larger chain or franchise.

And according to a market study conducted by Qandme.net about: “The Vietnamese routine and habit of hanging out for coffee” (Sở thích và thói quen tới các quán cà phê của người Việt Nam) [4], the type of coffee shops most favored by Vietnamese customers are independent coffee shops.

Types of Coffee shops

Independent coffee shops



Chain coffee shops



Local coffee shops



Street coffee



Canteen at convenience stores



Street coffee takeaway

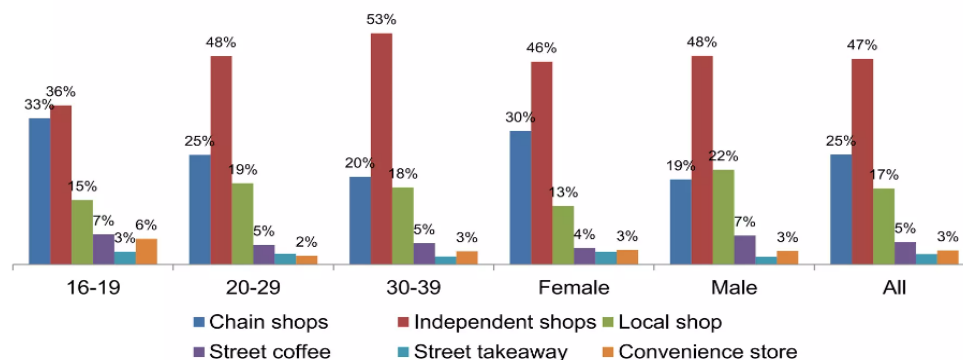


Q. Please choose all the types of coffee shops that you have used for last 14 days.
Q. Please choose the coffee shop that you use the most.

Usually go
Go to the most



Popularity of coffee shops by type



The ratio of independent shops go higher as age goes older. Local shops are more popular among male

The ratio of "Please choose the coffee shop that you use the most"



Figure

2 & 3: According to a survey conducted by Q&Me, Independent, non-chain cafes are the most popular choice. (Source: Q&Me.net)

Statistically, even when it comes to the popularity of independent coffee shops, the age group of The Seventh Barista current customers (19 - 25 and 26 - 35) is still the highest. This is the first evidence that we found, proving that independent coffee shops are completely capable of competing with chain coffee shops. This will be further demonstrated through our brand research below.

2.3 Brand Research

2.3.1. Brand 4P

a. Product:

Food and drinks service at The Seventh Barista are inspired or heavily influenced by Western-style cafes such as America and Europe, which are hard to find for customers who love Vietnamese coffee but still satisfy a department that wants to experience unique things.

The menu is generally quite complete from traditional coffees made from Robusta, coffee beans grown from abroad such as areas of Central America, Central Africa and roasted by Australia like Arabica beans, from hand-brewed coffee to cocoa, tea, fruit juice, croissants, rolls and especially signature dishes.

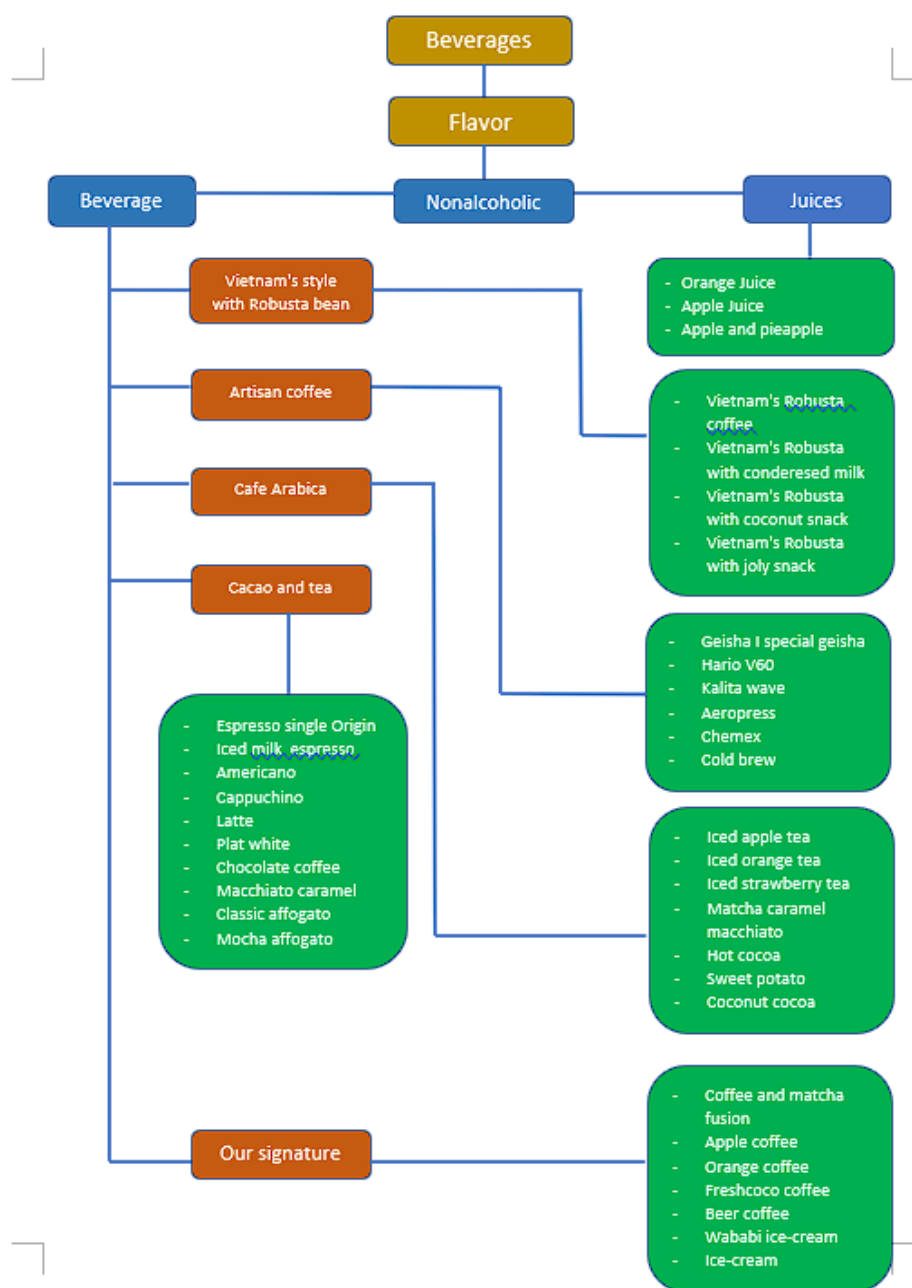


Figure 4: The Seventh Barista's Product line

According to the overall review, The Seventh Barista was rated 4.7/5 on Google's map search page with 114 positive reviews from customers both at domestic and abroad with most of the reviews praising its drink and spatial. The quality of the cakes, the coffee, the affordable prices, the music in the bar, the cozy atmosphere, a suitable place to have fun with friends and the decoration of the store.

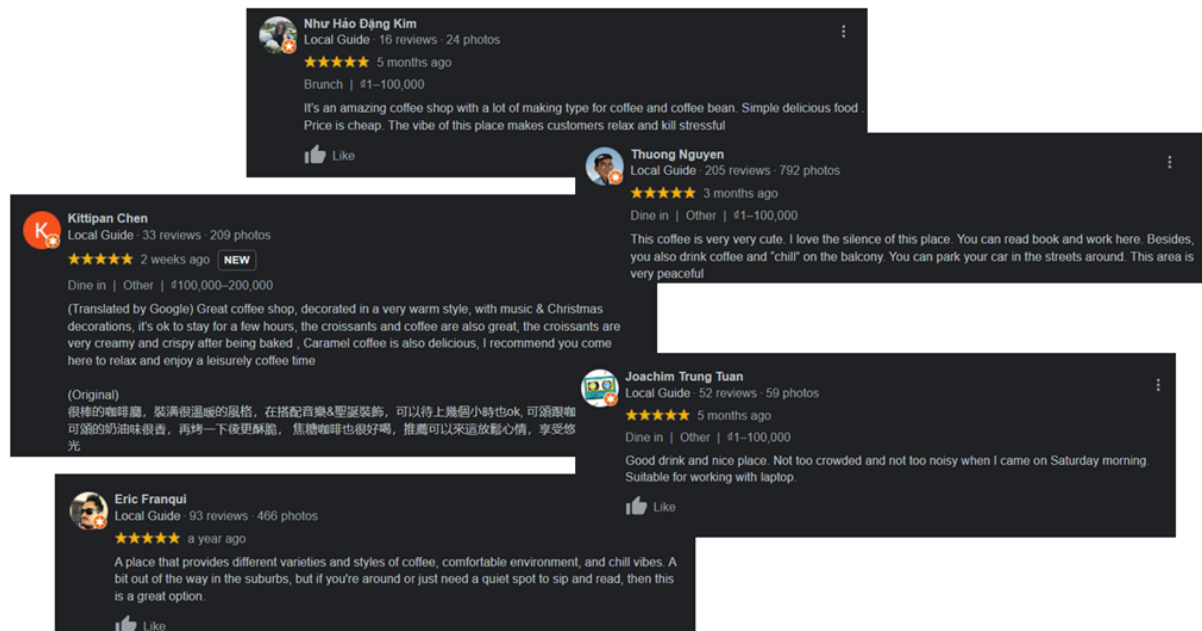


Figure 5: The Seventh Barista's rating on Google map

b. Price:

The price of a drink at The Seventh Barista ranges from 40,000 to 150,000 VND, far beyond the popular segment and comparable to those located in the mid-range segment such as Trung Nguyen Coffee, Starbucks, and Highlands. Coffee, The Coffee House,... However, in terms of experiences that customers can enjoy when coming to the shop, then such a price is completely reasonable. The main proof is that although the price is quite high, the shop still has a loyal customer who is students from neighboring universities who come here thanks to being attracted by its eye-catching appearance as well as the quality of service of food and drink.

THE SEVENTH BARISTA								
CAFE TRUYỀN THỐNG		Giá	OUR SIGNATURE		Giá	CACAO VÀ TRÀ		Giá
CAFÉ ĐEN Vietnam's Robusta coffee			COFFEE AND MATCHA FUSION Café, sữa tươi và matcha			TRÀ TÁO Iced apple tea		
CAFÉ SỮA Vietnam's Robusta coffee with condensed milk			APPLE COFFEE Café, nước ép táo tươi và tonic			TRÀ CAM Iced orange tea		
CAFÉ DỪA Vietnam's Robusta coffee with coconut snack			ORANGE COFFEE Café, nước ép cam tươi và tonic			TRÀ DẦU Iced strawberry tea		
CAFÉ JOLLY Vietnam's Robusta coffee with Jolly snack			FRESHCOCO COFFEE Café và nước dừa tươi			TRÀ DÂY ATISO ĐỎ Iced rooibos passion tea		
			NITRO COFFEE Café Cold brew được Nitro			MATCHA CARAMEL MACCHIATO Matcha, caramel và sữa tươi kem béo		
			BEER COFFEE Café và Guiltless beer được Nitro			HOT COCOA Cacao và sữa		
			WASABI ICE-CREAM Ice-cream			SWEET POTATO hot iced Khoai tây và sữa		
						COCONUT COCOA Cacao, dừa và sữa tươi kem béo		
						HOT TEA - POT		
CAFE ARABICA		Giá	ARTISAN COFFEE		Giá	NƯỚC ÉP TRÁI CÂY - FRESH		Giá
ESPRESSO SINGLE ORIGIN Single Shot Double Shot			GEISHA SPECIAL GEISHA			NƯỚC CAM Orange juice		
ICED MILK ESPRESSO			HARIO V60 hot iced Café pha bằng phễu Hario			NƯỚC TÁO Apple juice		
AMERICANO hot iced Café espresso của hạt Arabica pha loãng			KALITA WAVE hot iced Café pha bằng phễu Kalita			NƯỚC THƠM Pineapple juice		
CAPPUCCINO Café, sữa tươi với foam dày			AEROPRESS hot iced Café pha bằng bình Aeropress			NƯỚC THƠM VÀ TÁO Apple and pineapple juice		
LATTE Café, sữa tươi với foam mỏng			CHEMEX hot iced Café pha bằng bình Chemex			NƯỚC DỪA LƯỚI Cantaloupe juice		
FLAT WHITE Café, sữa tươi không foam			COLD BREW Café chiết xuất lạnh					
CHOCOLATE COFFEE iced Café, cacao và sữa tươi								
MACCHIATO CARAMEL Café, caramel, sữa tươi kem béo								
CLASSIC AFFOGATO Café, kem khuấy cổ điển								
MOCHA AFFOGATO Café, kem và cacao nguyên chất								

Figure 6: The Seventh Barista's menu

c. Place:

• Physical stores

The Seventh Barista's physical store plays a vital role in creating a welcoming and cozy atmosphere for its regular customers. The location of the store is strategically chosen to cater to the needs of students studying at two renowned universities in the district, RMIT University Vietnam and Ton Duc Thang University. As these universities are located in the vicinity of the store, it is a convenient and ideal spot for students to gather and unwind over a cup of coffee.

Apart from students, The Seventh Barista's location also attracts customers from neighboring companies who are looking for a relaxing space to chat and enjoy their drinks. The coffee shop's warm ambiance and friendly baristas make it an ideal place for professionals to take a break from their busy schedules and recharge. The store's convenient location and welcoming atmosphere help to strengthen its customer base and build lasting relationships with its patrons.



Figure 7: The Seventh Barista's physical store

Address: 63 Street No. 14, Riverside Area, District 7, Ho Chi Minh City, Vietnam.

● **Online channels**

Owner of The Seventh Barista has been using Facebook and Instagram as a main communication channel, using a mix of visual content and written posts to build and maintain a dialogue with his friends or loyal customers. The coffee shop has established an average online presence with 4,357 likes on Facebook and 1,574 followers on Instagram. He regularly posts pictures of the shop's coffee, along with status updates from the owner and messages to his customers.

On Facebook, The Seventh Barista has shared photos of its cozy interior, as well as pictures of its signature drinks and food items. The coffee shop also shares updates about its opening hours, special events. The page also includes reviews and feedback from customers. On Instagram, The Seventh Barista often shares visually appealing photos of its coffee items, along with short captions that

include descriptions about coffee. The coffee shop also uses Instagram stories to showcase its behind-the-scenes operations and highlight events and promotions.



Figure 8: Basic information of The Seventh Barista's fanpage

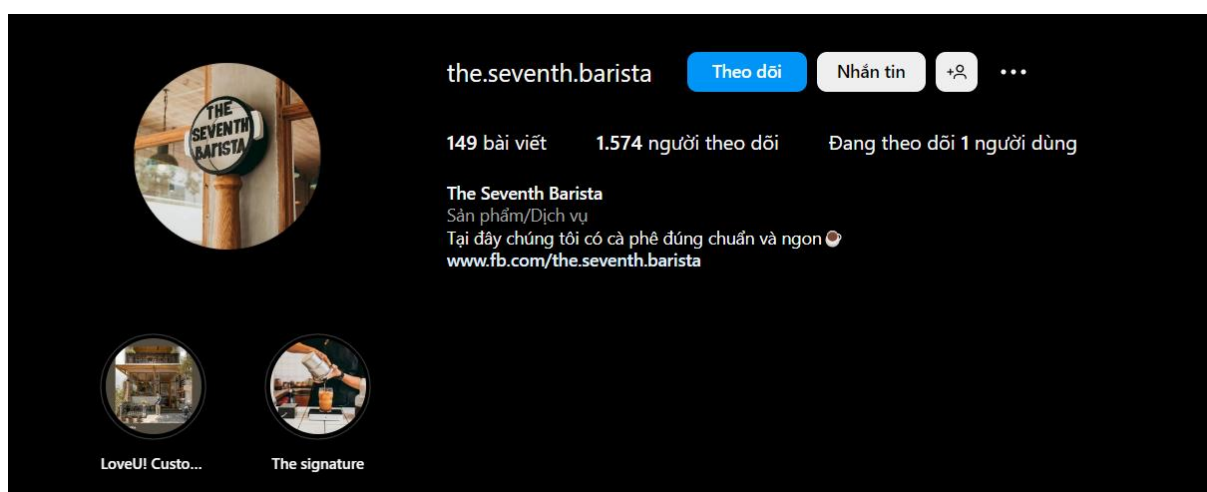


Figure 9: The old interface of The Seventh Barista's Instagram

d. Promotion:

In addition to the "congratulations" posts posted on the Facebook homepage, The Seventh Barista has not yet organized any programs, events, promotions, and discounts on drinks on Tet holiday to attract customers to come back to the store as well as attract more new customer profiles.

"My philosophy before opening the shop was that it had to be different from the majority. If I wanted to serve a cup of coffee made from Arabica beans, it had to be original Arabica beans because some shops sell at a cheaper price and use who-knows-what to brew for their customers. My shop doesn't offer discounts because it has the right value and quality, and it will always be like that in the present and future."

(Mr. Hien, the owner)

2.3.2 Brand Resonance Pyramid

First of all, a brand can be defined as a set of tangible and intangible attributes designed to create awareness and identity and build the reputation of products, services, people, place or institution[5] (Bonnici, 2015). Branding is a process that ensures the success of a product or service by making people believe that one product or service is better than another.



Figure 10: Brand resonance pyramid. (Keller, 2013).

The Brand Resonance Pyramid is a model used in branding and marketing to understand the different levels of customer engagement and attachment to a brand. The pyramid consists of five levels, with each level representing a deeper and more meaningful connection between the customer and the brand. (Keller, 2013, Strategic Brand Management, pp. 108-109). [6]

We use the Brand Resonance Pyramid to understand the level of customer engagement with their brand and to develop strategies to move customers up the pyramid to create deeper and more meaningful connections. This can include creating targeted content and experiences, building brand communities, and aligning the brand's values and messaging with those of its customers. By building a strong brand resonance, a brand can create loyal customers who are more likely to make repeat purchases and become advocates for the brand. Branding can also reinforce a good reputation, encourage loyalty, ensure quality, and convey a greater perception of value (allowing a product to be priced higher). In addition, branding is a two-way process between the producers and the customer [7] (Healey, 2008, pp. 10-14, 26-28). Based on the model, there are six steps to build a strategy for a brand, specifically for The Seventh Barista, these are:

1. Brand Salience:

Brand salience refers to the degree to which a brand is perceived as different or distinctive from other brands in the same product category, and how easily and often it comes to mind when consumers think about that category.

Based on the survey we conducted (See in Appendix 1), it has been found that 76,8% of customers tend to visit independent coffee shops such as The Seventh Barista only when they are located in close proximity to their place of residence. This implies that customers may not be willing to travel far for a coffee shop that they are not familiar with, hence emphasizing the importance of local brand awareness for independent cafes. As The Seventh Barista is a small independent coffee shop with only one branch, it is natural that the cafe is mostly known to the local customers in its vicinity. However, when compared to other similar bar coffee shops, The Seventh Barista has a better brand identity breadth with a percentage of 29.5%. This suggests that The Seventh Barista has been successful

in establishing itself among its local competitors. However, the overall brand identity of The Seventh Barista remains relatively low as per the survey results.

2. Brand Performance:

Brand Performance is a term used to measure how well a brand is delivering on its functional benefits or product attributes compared to its competitors. It refers to how well a brand meets the needs of its customers and how it performs in terms of quality, reliability, and consistency.

According to our survey, customers rated the coffee shop positively in terms of its space, beverages, baristas, and price.

Our second survey also showed that customers liked the brand and products. Respondents agreed or strongly agreed on the Likert Scale that these factors were satisfactory. However, the communication on the shop's social media page was not effective. It's also revealed that 61.8% of the respondents liked the baristas the most, 32% of respondents appreciated the space. The survey did not identify product cost as a strong point of The Seventh Barista.

3. Brand Imagery:

Brand imagery refers to the mental picture or image that consumers have of a brand. It is the set of associations, feelings, and beliefs that consumers have about a brand, which are often formed through the brand's marketing and communication efforts, as well as their experiences with the brand.

The brand image of The Seventh Barista is a vital aspect of its marketing strategy, and it plays a crucial role in the perception of the coffee shop by both potential and current customers. The results of the survey showed that the brand image of The Seventh Barista is associated with five primary keywords: "Ấm cúng" (Cozy), "Thân thiện" (Friendly), "Ngon miệng" (Delicious), "Trẻ trung" (Youthful), and "Bắt mắt" (Eye-catching). These keywords are the main attributes that customers associate with the brand, and they form the basis of the brand's identity.

"Thân thiện" (Friendly) was the most prominent, with 84.5% of customers who have visited the shop and 55.4% of those who had not visited using it to describe

the brand. This suggests that the friendliness of The Seventh Barista is a significant factor in the brand's image and is a key driver of its success.

4. Brand Judgements:

Brand judgments refer to the customer's overall evaluation of the brand. It includes the customer's perceptions and opinions about the brand's quality, reliability, value, satisfaction, and likability.

In the case of The Seventh Barista, according to the survey results, customers generally have a negative judgment regarding the product's pricing. They feel that the prices are high compared to other similar independent coffee shops in the area. This perception can potentially discourage some potential customers from visiting the shop.

Additionally, the survey showed that customers perceive the communication activities of the brand to be unoriginal and unappealing. This implies that the brand's messaging may not be resonating well with its target audience. Consequently, this can lead to a lack of interest in the brand's offerings and a lack of engagement with potential customers.

5. Brand Feelings:

Brand Feelings refer to the emotional responses or connections that customers have with a brand. It reflects how the brand makes customers feel, which can influence their decision to purchase or use the brand. Positive brand feelings can lead to brand loyalty, while negative brand feelings can deter customers from engaging with the brand.

The Seventh Barista has built a positive brand image in the minds of its customers, with several key feelings associated with it. Customers have described the coffee shop as "friendly," with "happy baristas" and "nice space" being common phrases used to describe their experience at the shop. However, there is a lack of clearly defined feelings associated with the brand.

To enhance its brand feelings, The Seventh Barista should focus on incorporating elements that align with the brand's identity. For example, the number 7 could be used as a key theme to create a sense of uniqueness and creativity. The brand

could also focus on creating an experience around their delicious drinks, such as incorporating unique flavors or using high-quality ingredients. By doing so, the brand can create a stronger emotional connection with its customers and establish itself as a go-to destination for coffee lovers.

6. Brand Resonance:

Brand resonance refers to the level of connection or relationship between the brand and the customer. It is a measure of how deeply the customer is attached to the brand and how likely they are to continue using or recommending it.

Despite having a relatively low brand identity, The Seventh Barista has been successful in building strong brand resonance with its existing customers. A significant proportion of customers who have already experienced The Seventh Barista's coffee have developed a strong affinity for the brand, with 54.5% of them indicating that they would consider The Seventh Barista when selecting a coffee shop. Moreover, the owner of the coffee shop has observed a high level of consumer loyalty among customers who live or work near the shop. In fact, the survey results indicate that 60% of customers who have tried The Seventh Barista's coffee would definitely recommend it to others, highlighting the strength of the brand's resonance among its loyal customer base.

2.4 S.W.OT Analysis

Table 2: S.W.OT Analysis of The Seventh Barista

	The Seventh Barista
Strength	Many customers appreciate the quality and variety of drinks at The Seventh Barista. The coffee shop boasts a spacious, clean, and beautiful space that is relaxing and inviting. It is both suitable for guests to gather, chat with friends, and suitable for guests to work, study and deal with deadlines.
Weakness	The average price is quite high, the communication is not really strong enough for many people to know. Because there has not been a specific communication or advertising campaign, the number of people who know the

	shop is mostly regular and loyal customers.
Opportunity	The vast majority of Vietnamese people have a culture of sitting at a cafe shop in their free time. This is a habit that has been ingrained in the subconscious of the people from all ages. Therefore, this is also an opportunity for businesses to understand the target audience to come up with a communication strategy that is suitable for local tastes.
Threats	<p>The coffee shop industry is a highly competitive market with various types of coffee shops (Brand coffee shop, independent coffee shop, local coffee shop,...) aiming to the same target customers.</p> <p>Customers today have more and more choices, as well as can easily distinguish the quality of coffee between shops.</p> <p>If the shop doesn't impress enough and doesn't create many events and discounts, nothing can stop customers from moving from one shop to another.</p>

2.5 Customer Research

2.5.1. Appendix 1: Survey on the coffee shop selection behavior of young people in Ho Chi Minh City (Khảo sát về hành vi lựa chọn quán cà phê của giới trẻ trong địa bàn Thành phố Hồ Chí Minh.)

Table 3: The time of the first survey execution

Method	Techniques	Time	Duration	Location
Quantitative	Survey	January/2023	1 weeks	TP.HCM

This survey was done before the start of the campaign, we carried out a quantitative sampling through a survey. There are also two ways we collect results. First, we asked people we knew on social media. Secondly, the information collection was done by surveying customers directly at The Seventh Barista when they ordered or paid for drinks through scanning a Qr code placed at the counter.

First thing first, we conducted a small survey with 154 people participating, which includes 91 men (59.1%) and 62 women (40.3%) about the coffee shop selection behavior of young people in Ho Chi Minh City.

The establishment of creating the questionnaire based on what we have learned about consumer behavior and the coffee shop market in Vietnam.

"Coffee shop chains are often cafes belonging to "big names" or popular "brands" such as Highlands, Trung Nguyen, The Coffee House, Starbucks, etc. and have locations in many districts, cities, and even different countries. Meanwhile, local coffee shops are usually just small individual shops with only one location in the city or country where they are located." After giving them this information, the questionnaire was separated to classify two types of customers who prefer two different types of coffee shops: brand coffee shop and independent coffee shop.

a. Brand coffee shop

"The most famous coffee shop brands with the most branches in Ho Chi Minh City at present are Trung Nguyen, Highlands, and The Coffee House. The common strengths of these brands that can be clearly seen are the prime locations of their branches, which are spread throughout the city, and the fact that they have been present for a long time, so they have a good position in the hearts of customers.

However, despite having hundreds of branches, each branch of these brands has a common point that their space and menu are all designed the same way, without bringing anything new, creating a feeling of "safe but boring" for customers". Do you agree with this viewpoint?"

It's surprising that the majority of survey respondents agreed with us and took about 45 people (68.2%).

It can be seen that the famous coffee shop brands with the most branches in Ho Chi Minh City today are Trung Nguyen, Highlands, and The Coffee House. The most visible common strength of these brands is that the branches they open

have prime locations, spread across the city, plus because they have been around for a long time, they occupy a good position. good in the hearts of customers.

However, even though there are hundreds of branches, every shop of these brands opens has the same thing that from the space to the menu are designed the same, giving customers a feeling of "safety that can lead to boring".

b. Independent coffee shop

According to our survey, the majority of participants choose independent coffee shops mainly because of the affordable prices. Specifically, 51.8% of them spend less than 50,000 VND for a cup of coffee. On the other hand, 66.7% of those who prefer "Branded" coffee shops are willing to spend from 50,000 to 100,000 VND for a cup of coffee. However, The Seventh Barista seems to be facing a price barrier to reach a wider customer base, as their prices may not be considered affordable by some customers. Therefore, the coffee shop may need to find other ways to attract more price-sensitive customers.

Creating compelling campaigns that target potential customers can be an effective way for The Seventh Barista to reach a wider audience. The campaigns could be centered around the unique features of The Seventh Barista that we have found through this customer research. By creating compelling campaigns and promotions, The Seventh Barista can reach a wider audience and attract new customers while also retaining its existing loyal customer base.

2.5.2. Appendix 2: Survey on the awareness of The Seventh Barista in Ho Chi Minh City. (Khảo sát về độ nhận biết của quán cà phê The Seventh Barista trong địa bàn Thành phố Hồ Chí Minh.)

Table 4: The time of the second survey execution

Method	Techniques	Time	Duration	Location
Quantitative	Survey	February/2023	1 weeks	TP.HCM

To further understand our customer, a second survey was conducted to measure the awareness of The Seventh Barista coffee shop in Ho Chi Minh City. The second survey conducted at The Seventh Barista also used the sampling method similar

to the first survey. However, this time, the surveyors were more active in surveying directly at the shop. The surveyors asked customers to scan a QR code with their phones to access the survey form, making it more convenient for customers to participate.

In the second survey, we measure brand awareness of The Seventh Barista through surveying 193 participants including 97 men and 95 women. In which, 57% (110) of survey respondents have been to The Seventh Barista and 60% (66) of them visit the shop from time to time with a frequency of 3 to 5 times a month.

To summarize, The Seventh Barista has successfully established itself as a sustainable brand, resonating well with its current customers. The coffee shop has managed to create a positive brand image with its customers, who associate the brand with attributes such as being "friendly," "youthful," and "eye-catching." Additionally, customers have also been impressed with the coffee shop's performance, describing its spaces as "beautiful and cozy," its baristas as "enthusiastic and friendly," and its drinks as "delicious and eye-catching."

However, despite the strong connection with existing customers, The Seventh Barista appears to be struggling to effectively communicate its brand image to a wider audience. This may be attributed to the lack of targeted promotional activities that aim to reach a broader customer base. Therefore, the coffee shop must develop more strategic communication methods to clearly convey its brand message, increase its visibility, and expand its customer reach. By doing so, the brand can strengthen its reputation and continue to grow its loyal customer base.

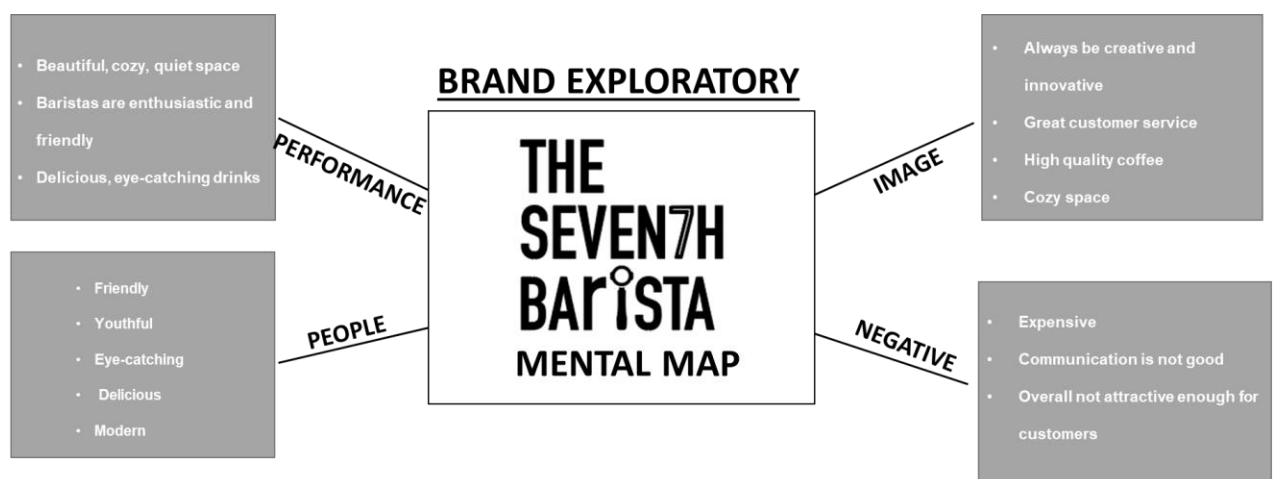


Figure 11: The Seventh Barista Mental Map

2.6 Competitor Research

In order to identify competitors of The Seventh Barista, we based on the first survey (Appendix 1) on the coffee shop selection behavior of young people in Ho Chi Minh City. This survey served as the foundation for identifying other cafes that are similar in nature to The Seventh Barista. The results showed that 45.9% of the participants prefer to go to independent cafes like The Seventh Barista. We asked them to provide the names of a few local coffee shops that they frequented, and the responses were filtered to determine the top three. The cafes that emerged as top competitors were Ngọt Coffee, AVOCAFE, and Otis Coffee & Tea.

Table 5: Competitor of The Seventh Barista

	Ngọt Coffee	AVOCAFE	Otis Coffee & Tea
Address	Physical shop: 1 Street No. 7, Ward 4, District 4, Ho Chi Minh City Social media: https://www.facebook.com/Ngotcaphegiaikhat	Physical shop: 204A Pasteur, Ward 6, District 3, Ho Chi Minh City Social media: https://www.facebook.com/avocafene	Physical shop: 269 Tran Phu Street, Ward 8, District 5, Ho Chi Minh City Social media: https://www.facebook.com/profile.php?id=100076000390981

Overview	<p>Ngot coffee has 4 branches commonly known as Ngot Khanh Hoi (District 4), Ngot Thi Nghe (Binh Thanh District), Ngot Bac Hai (District 10) and Ngot Bau Cat (Tan Binh District). Ngot coffee has an old design style like the coffee shops in the 60s-80s in Saigon. The segment of Ngot is also the segment of rustic coffee shops with relatively cheap prices, suitable for everyone.</p>	<p>AVOCAFE is a small coffee shop located on the front of Pasteur Street, District 3 with the logo of a cute and lovely avocado. Avo has a modern, youthful style with an easy-to-find location for customers, right on the street of many buildings and frequent visitors are the office world. Avo has a relatively small space, so the quality of drinks along with affordable prices are their top goals.</p>	<p>Otis is a coffee shop located in District 5 that brings exceptional quality from coffee and tea. Otis has a youthful modern design style suitable for young people to serve the needs of running deadlines or gatherings. The diverse menu is a strong point of Otis when there are many items from Coffee to milk tea, dessert that help customers have many choices. Otis' goal is to bring customers the best quality drinks with the best decoration. Not only drinks, Otis also focuses on developing desserts such as yogurt and other pastries.</p>
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<p>Social media</p>	<p>Currently, Ngot coffee owns a fanpage on Facebook with about 12K likes and follows Page, along with an Instagram channel of about 1K followers.</p> <p>Ngot coffee shares images and content around the shop in the spirit of reminding the audience of an old coffee shop that brings nostalgia, rusticity, and accessibility.</p>	<p>Currently, Avo has a fanpage on Facebook with about 260 likes and followers along with an Instagram channel that is not really valuable when it only has 56 followers.</p> <p>Avo focuses on sharing photos of ingredients to make a drink and delicious dishes at the restaurant.</p>	<p>Currently, Otis only owns one main media channel, Facebook, with about 10K page likes and followers. Otis focuses on beverage product images but has no specific content. This is also a limitation of Otis.</p>
<p>Content</p>	<p>Although Ngot coffee owns a facebook fan page with a large following, it seems that they have not really focused on content to reach customers on social platforms. The content posted is quite simple, including pictures of the corners of the shop and a few lines of inviting content and content around the details in the image. With the implementation of the above content is quite old,</p>	<p>Because of the small space, they focus on sharing, introducing drinks and fresh ingredients with wishes and invitations to come to AVOCAFE.</p> <p>Overall, it can be seen that the content of AVOCAFE only revolves around images of dishes and ingredients, does not have clear, purposeful and not really attractive content and the number of page followers is also limited. There are many problems in</p>	<p>Despite owning a Facebook channel with a fairly high reach, Otis has not yet been able to use it to communicate with his audience. Most of the published articles revolve around two main contents, which are product images and the shop's announcements.</p> <p>Otis has the advantage that the drinks here are quiet, eye-catching and of good quality, even the product images are quite beautiful, but with the uploading without information</p>

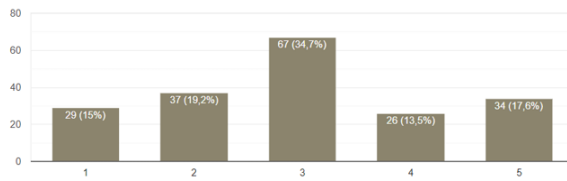
	<p>repetitive, without innovations, so Ngot's interaction on social networks has not yet attracted the audience. Specifically, each of Ngot's articles published in 2022 received about 40 interactions per article, but then articles with similar content only received around 20 interactions.</p> <p>Ngot Coffee mainly communicates with its customers through the hashtag #ngotcaphe.</p> <p>Specifically, Ngot will use the images of customers when they come to Ngot and post them on social networks with #ngotcaphe, then Ngot will choose and re-upload on Ngot's 2 social networking channels.</p> <p>Ngot's content follows a loop, mainly articles showing off the beautiful corner of the shop along with invitations and informational content such as recruitment, holidays,...</p>	<p>communicating the restaurant to people. The interactions are mainly patrons who have not been able to expand their customer base through social platforms.</p>	<p>of that product, the image only comes with A pitch that should lead to the audience not gathering product information, easily skimming and nothing moving. Typically, each Otis article has only 10 or less interactions, even though the fan page has 10K followers.</p> <p>All content that is transmitted on Fanpage only revolves around content related to water dishes, announcements or wishes on holidays, haven't reached the audience yet.</p>
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Price and Quality	<p>In general, basic drinks such as coffee, soft drinks, tea are quite cheap, suitable for the majority of people with prices ranging from 24k - 35k. Special dishes fluctuate around 45k. In addition, sweets also serve side dishes such as sunflower seeds, bear cake for customers who want to sip. The quality of the water dishes evaluated by customers is suitable for the amount of money on review sites like Foody.</p>	<p>Avo focuses on water quality, using clean fresh green ingredients with affordable prices that are affordable for everyone. The main dishes range from 25k - 45k, in addition, Avo also serves croissants with many different fillings, but the price of only 50k for a croissant is too affordable.</p>	<p>Otis always puts the quality of drinks on top, accompanied by an extremely suitable price for the quality. The menu is diverse, including many different types of water, but in general, all dishes are priced from 30k and the highest priced drink is less than 60k. With such quality and price, Otis is always in the crowded cafes in District 5.</p>

Having an attractive online presence is important as it can attract a younger target audience who often make their coffee shop selections based on what they see on social media. When compared to Sweet Coffee, AVOCAFE, and Otis Coffee & Tea, The Seventh Barista shares a common mistake: their media channels are lacking in attraction, combined with their low frequency of posting (only 3-4 posts a month) leads to not attracting customers' attention. By not having visually appealing content, The Seventh Barista may be missing out on potential customers who are drawn to unique and aesthetically pleasing coffee shops.

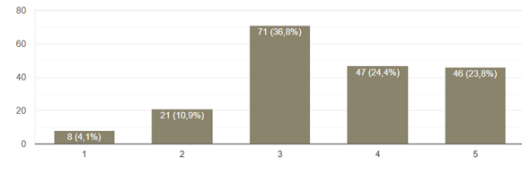
Hoạt động tương tác của các quán cà phê đồ trên mạng xã hội (minigame, giveaway,...)
193 câu trả lời

Sao chép



Ấn phẩm truyền thông của các quán cà phê đồ trên mạng xã hội (Hình ảnh, video,...)
193 câu trả lời

Sao chép



Nội dung bài viết của các quán cà phê đồ trên mạng xã hội
193 câu trả lời

Sao chép

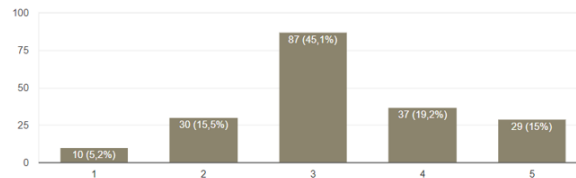


Figure 12: Data from our's survey

It is important for The Seventh Barista to recognize the importance of having a strong online presence in today's digital age. This could be achieved by improving the aesthetics of their social media content, creating more engaging posts, and incorporating more visually appealing elements into their branding. By doing so, they can attract a wider range of customers and establish themselves as unique and attractive among every independent coffee shop in the market.

2.7 Media Research

Social media has become an integral part of daily life in Vietnam, with people using it for a variety of purposes including communication with friends and family, following trends, and online entertainment. Vietnam was among the countries with the highest number of social media users worldwide. Tech giant Facebook Inc. dominates the social media landscape in the country, as its platforms Facebook, YouTube, and Instagram account for three out of the five leading active social networks among internet users. Being the only Vietnamese brand among the top five, messaging app Zalo was the second most-used social media platform, just behind Facebook. Meanwhile, TikTok has recently emerged as one of the networks with the highest growth in user number in Vietnam, slowly gaining its spot among the leading platforms. [8] (Minh-Ngoc Nguyen, 2023)

A survey conducted by Decision Lab in the fourth quarter of 2022 revealed that Facebook remained the most popular social media platform among all age groups of internet users in Vietnam. The platform was found to be highly favored by Vietnamese users of all ages, indicating the importance of Facebook in the country's social media landscape. It was noted that the younger Generation Z had the lowest Zalo usage rate compared to other generations, but demonstrated a higher preference for international platforms such as Instagram, Tiktok, and Pinterest. This finding highlights the importance for businesses to understand their target audience's social media habits and preferences in order to effectively engage with them through their preferred channels.

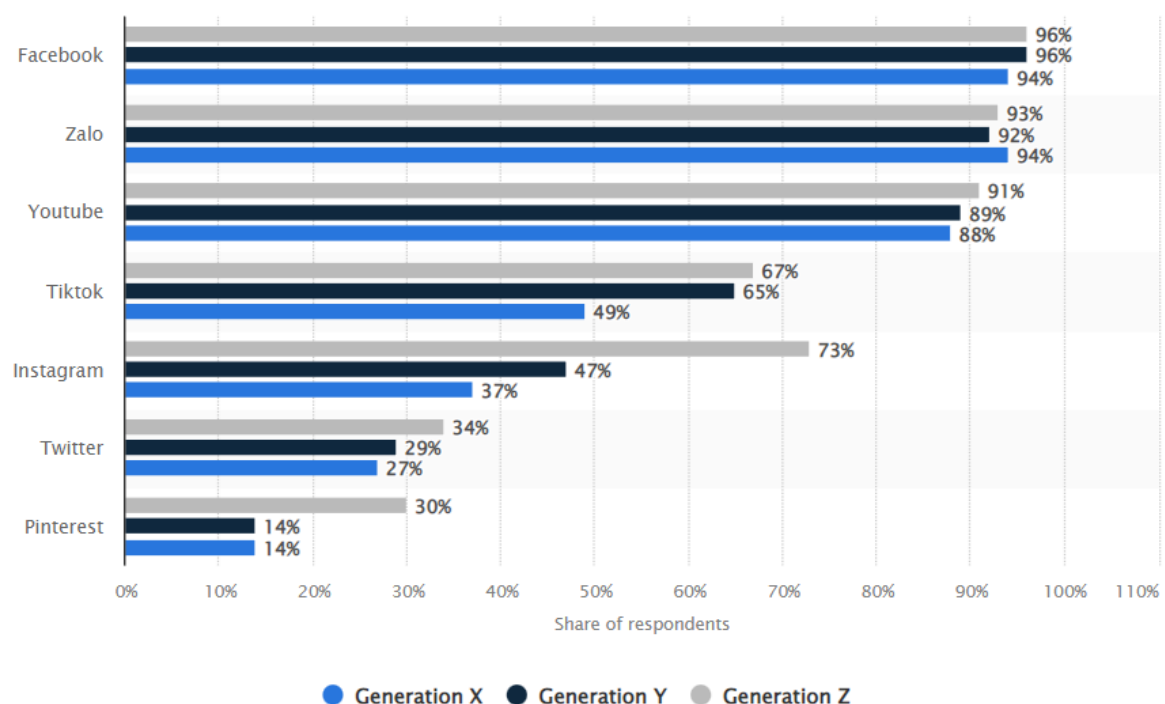


Figure 13: Leading active social media apps among internet users in Vietnam as of 4th quarter of 2022, by generation (Source: statista)

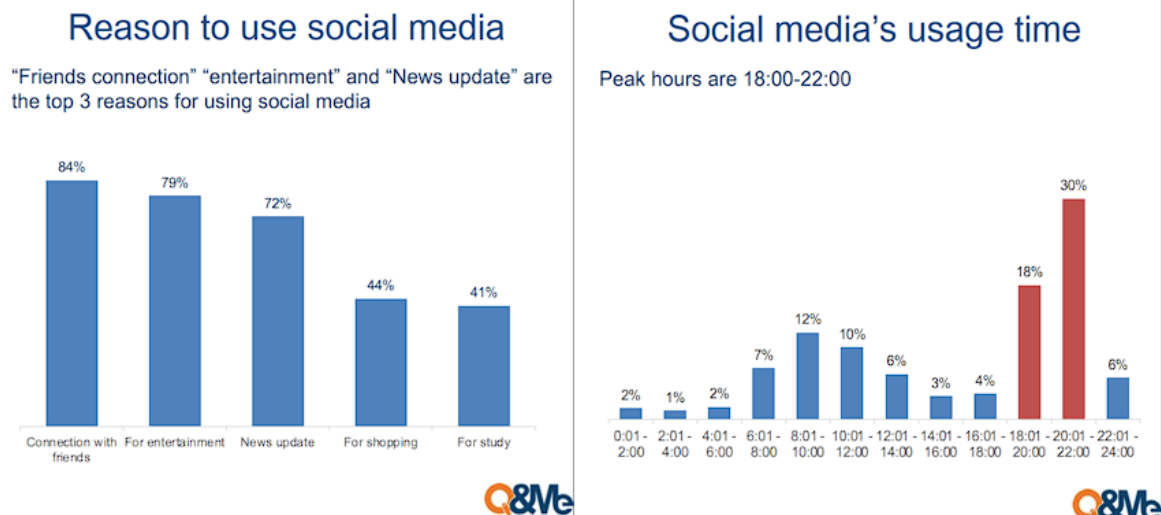


Figure 14: Reason to use social media & Social media usage time - Mức độ phổ biến của mạng xã hội tại Việt Nam 2022 (Source: Q&Me)

To better understand the popularity of different social media platforms, the usage patterns of users, and the differences in their services, we found a survey made by Q&Me.net, conducted in January 2022 [9] and aimed to provide insight into the social media landscape in Vietnam among 600 male and female respondents aged 18 to 44 years old. The results of the survey also conducted among social media users showed that 79% of users reported using these platforms for entertainment purposes. This presents a valuable opportunity for us to leverage these platforms to connect with potential customers and bring them engaging content related to coffee. By sharing entertaining and informative posts, The Seventh Barista can increase its online visibility and attract the attention of new customers who may not have otherwise heard of the coffee shop.

The survey also revealed that the peak hours of social media usage are between 6 pm and 10 pm, which coincides with the after-work and evening hours. This suggests that social media is not only used for personal reasons, but also as a form of relaxation and leisure. The results further showed that social media has become an integral part of people's daily routine, with a significant proportion of users accessing these platforms on a daily basis. The survey conducted by Q&Me highlights the significant role that social media plays in people's lives and how it has become an essential tool for communication, information, and entertainment. With an increasing number of people using social media, it is

crucial for businesses to understand the usage patterns and preferences of their target audience to effectively reach and engage with them.

In our primary survey, which measured the awareness of The Seventh Barista coffee shop in Ho Chi Minh City, the majority of participants revealed that they primarily used social media platforms such as Facebook and Instagram to stay informed about various coffee shops, including The Seventh Barista.

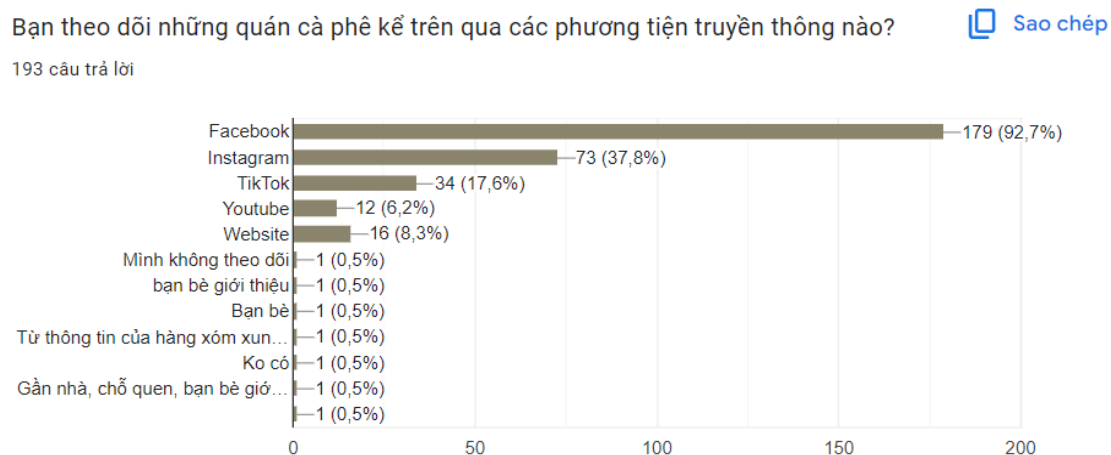


Figure 15: Through which media do you follow these coffee shops? (Source: Author's survey)

Another statistic from Q&Me also showed that Facebook remains to be the most popular social media platform among users with an impressive 97% usage rate. Out of these, 94% are daily users, which is a 1% increase from the previous year. This indicates the continued popularity of Facebook as a means of connecting with friends and keeping updated with news and trends. On the other hand, Instagram is also widely used by social media users, with a usage rate of 48%. This platform is especially popular among women and young adults. The daily usage rate of Instagram has also increased by 3% from last year, reaching 54%. This highlights the importance of having a strong presence on both Facebook and Instagram for businesses that are looking to reach a wider audience and drive engagement with their target customers.

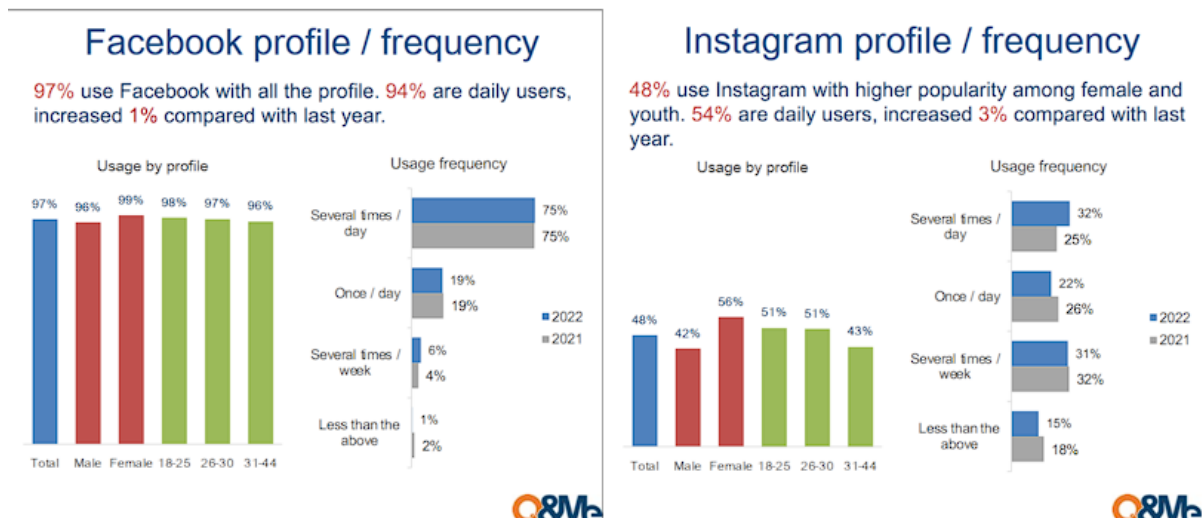


Figure 16: Facebook & Instagram profile/frequency - Mức độ phổ biến của mạng xã hội tại Việt Nam 2022 (Source: Q&Me)

To gain a deeper understanding of the audience's attitudes towards coffee shop businesses, a survey was conducted with 193 participants. The survey aimed to evaluate the communication activities of coffee shop businesses and better comprehend the preferences of the audience. The data showed that the majority of participants preferred visual content such as images, videos, and comic strips.

Tôi thích các nội dung truyền thông liên quan đến cà phê được truyền tải dưới định dạng

193 câu trả lời

Sao chép

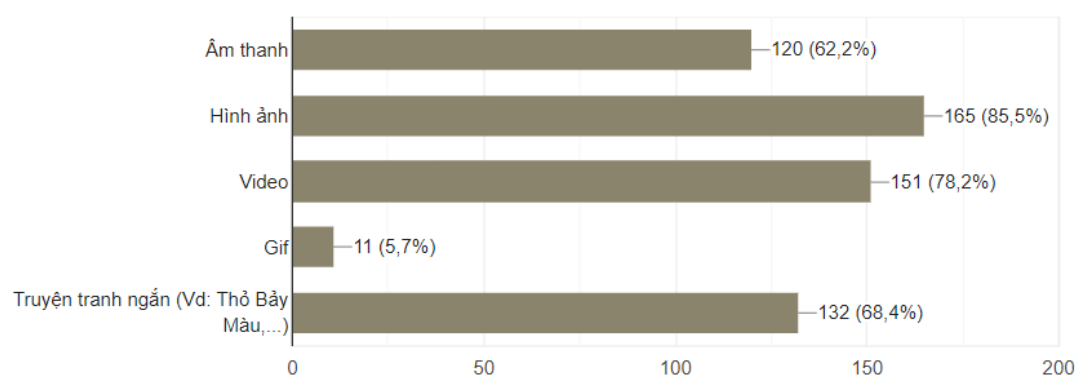


Figure 17: I like coffee-related media content delivered in the format of... (Source: Author's survey)

Visual content has become increasingly popular in recent years, with the rise of social media platforms such as Instagram, which prioritize visually engaging

content. Images and videos are a quick and easy way for businesses to grab the attention of their audience and convey their message effectively. Short comics, on the other hand, are a unique and creative way to tell a story or convey a message while engaging the audience.

Social media is not just a tool for communication, but also a source of information and entertainment for many users. It was also found that the demographic of social media users in Vietnam is diverse and includes people from all walks of life, including students, professionals, and retirees. The survey also revealed some interesting trends in the use of social media in Vietnam. For example, it was found that certain platforms are more popular among certain age groups, with younger users more likely to use newer platforms like TikTok and older users more likely to use more established platforms like Facebook. Additionally, the survey found that users in Vietnam tend to use social media for specific purposes, such as keeping in touch with friends, following their favorite celebrities, and staying up to date on current events. The survey provided valuable insights into the social media landscape in Vietnam and showed the importance of social media in the daily lives of users. This information can be used by businesses to better understand their target audience and to develop effective social media marketing strategies that reach the right people and achieve their goals.

2.8 Key challenges

When it comes to creating a successful media campaign, there are always challenges that need to be addressed and overcome. In the case of The Seventh Barista, there were several challenges that we had to navigate in order to create a successful brand identity.

First and foremost, The Seventh Barista was a new business, which meant that we had to start from scratch when it came to creating a brand identity. We had to develop a clear understanding of the company's values, mission, and goals in order to create a brand that accurately reflected these qualities. This required extensive research and collaboration with the company's management team to ensure that we were all on the same page.

Another challenge that we faced was the fact that The Seventh Barista was entering a crowded and competitive market. There were already many established coffee shops and cafes in the area, each with their own unique brand identity and loyal customer base. Our challenge was to create a brand that would stand out from the competition and attract customers who were looking for something different.

We also had to consider the fact that The Seventh Barista was a relatively small business with a limited marketing budget. This meant that we had to be creative and resourceful when it came to developing and executing our branding strategy. We had to find ways to effectively communicate the brand's message and values to potential customers without “breaking the bank”.

2.9 Creative Concept

After analyzing the client brief and conducting brand and customer research, it is evident that The Seventh Barista is currently facing several challenges. One of the main challenges is the low brand identity due to the content posted on its fanpage being generally simplistic and uninteresting. Most of the content comes from the owner's random thoughts without any plans or strategies and lacks a clear purpose, which has resulted in unsatisfied customers who cannot effectively receive the information that the shop intends to convey.

To overcome these challenges, we need to revamp its social media strategy. By thinking of an idea to create engaging and purposeful content that resonates with its target audience. That is when we recognized that the shop has always been known for its spirit of creativity and innovation, as perceived by customers.

The Seventh Barista truyền tải...

110 câu trả lời

 Sao chép

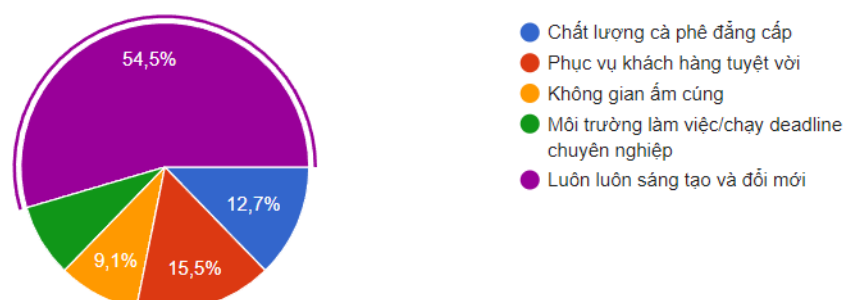


Figure 18: The Seventh Barista conveys..... (Source: Author's survey)

Therefore, it's imperative that the coffee shop delivers quality content that's unique and sets it apart from the competition. In today's digital age, customers expect to see dynamic and engaging content that captures their attention and keeps them coming back for more. By providing such content, The Seventh Barista can effectively communicate its brand identity to customers.

From the SWOT analysis, we all know that the coffee shop market in Vietnam is highly competitive, with many options for consumers to choose from. To stand out, The Seventh Barista had to think outside the box and come up with creative ways to reach their target audience. We realized that the traditional approach of simply posting product photos and promotional offers would not be enough to capture the attention of young, tech-savvy consumers. Instead, we should focus on developing content that is visually appealing, informative, and entertaining.

Chọn 3 từ bạn nghĩ chính xác nhất về hình ảnh của quán cà phê The Seventh Barista:

110 câu trả lời

Sao chép

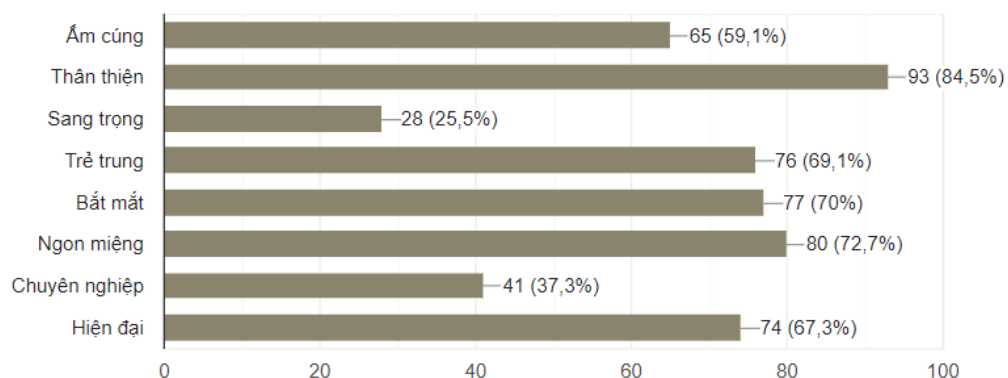


Figure 19: Choose 3 words that you think best describe the image of The Seventh Barista (Source: Author's survey)

Withdrawing from the primary survey conducted, we identified three keywords that were commonly associated with The Seventh Barista's brand identity: "Friendly," "Youthful," and "Eye-catching." To differentiate the coffee shop from its competitors and deliver unique content, we came up with a creative idea inspired by chibi painting, a style of Japanese manga that emphasizes cuteness and

simplicity. By combining “The Seventh Barista's brand” with the “Chibi art style”, we were able to create a distinctive visual identity that was instantly recognizable and memorable. This new content was unlike anything other coffee shops had ever done before, allowing The Seventh Barista to stand out in a crowded market and even attract new customers to come to the shop.

The inception of The Seventh Barista's Chibi Art Style campaign came as a result of stumbling upon a Facebook post that featured an artist combining a restaurant menu with a chibi character. This post generated a great deal of positive feedback, which sparked the idea of incorporating a similar concept into our coffee shop's media campaign strategy. We recognized that The Seventh Barista also had a unique menu with a wide variety of coffee and a lot of drinks that could be further enhanced by using this creative concept, which had already proven to be successful. With the customer research we conducted, the coffee shop was able to tailor the idea to meet the preferences of its target audience, ultimately leading to the creation of the successful Chibi Art Style campaign.



Figure 20: Chibi in Real Life (Source: The Art of Gambargin)

2.10 Definition

a. What is Chibi art style?

Chibi art is a style of manga and anime illustration that has become popular around the world. It is characterized by its cute and whimsical appearance,

featuring characters with small bodies, round faces, and large heads. “These styles are often chosen for their youthful look, but they can also be used to convey personality traits such as innocence or playfulness.” (Artsydee, 2022) [10]

The term "chibi" is derived from the Japanese word for "small" or "short," and the style is often used to represent a more lighthearted and comedic side of a story. In chibi art, the small stature of the characters adds to the cute and childlike quality of the style, and makes it particularly appealing to audiences of all ages.

The use of chibi art style in marketing and media campaigns has become increasingly popular in recent years, especially in the Asian market. Chibi art style is used in a wide range of products and services, from video games to food and beverage brands. Chibi art style is also used in various forms of media, including anime and manga. In these mediums, chibi versions of characters are often used for comedic effect or to convey a sense of innocence and cuteness. The popularity of these forms of media has helped to popularize the chibi art style and make it more recognizable to a wider audience.

Case study 1: LINE Friends and McDonald

The LINE Friends characters were first introduced as stickers for the LINE messaging app in 2011, and quickly gained a large following among users. It is a global character brand that was created by LINE Corporation, the company behind the popular messaging app, LINE. The brand features a range of chibi style characters, including Brown the bear, Cony the rabbit, and Sally the chick, as well as a host of other animals and creatures. [11]

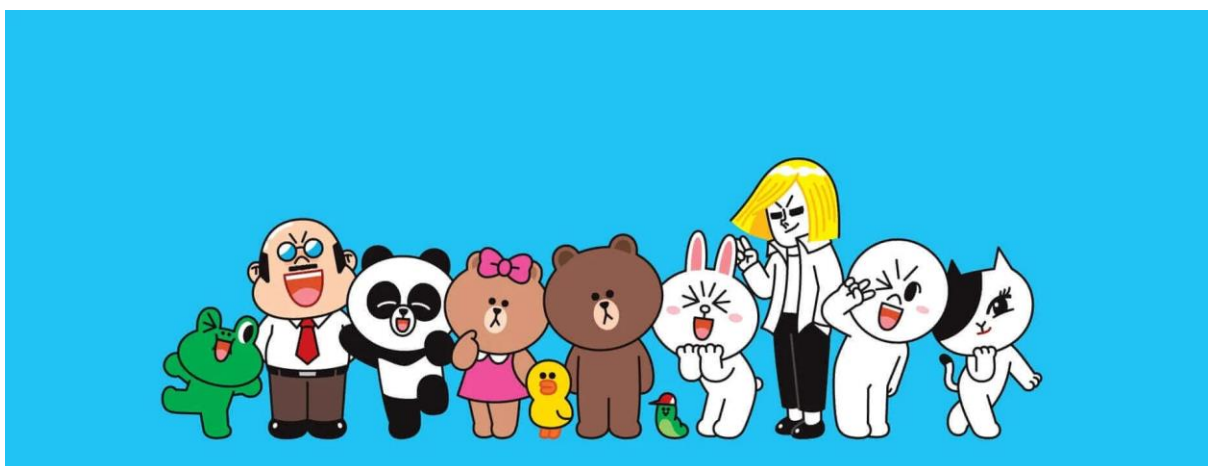


Figure 21: LINE FRIENDS (Source: daebak.co)

In 2020, McDonald's collaborated with LINE Friends to launch a limited-time promotion in several Asian countries, including Hong Kong, Taiwan, and Thailand. LINE Friends is a popular brand known for its chibi-style characters, including Brown the bear, Cony the rabbit, and Sally the chick.

The promotion included a range of LINE Friends-themed toys, which were available as part of McDonald's Happy Meals, which are designed for children and come with a main meal, a side dish, a drink, and a toy.



Figure 22: MCDONALD'S X LINE PLUSH COLLECTIBLES NOW IN SINGAPORE
(Source: superadrianme.com)

The promotion was a hit with customers, with many people lining up to get their hands on the LINE Friends-themed toys. The toys were so popular that McDonald's had to limit the number of toys each customer could buy to prevent stock shortages. Overall, the collaboration between McDonald's and LINE Friends was a successful example of how brands can leverage chibi art style characters to create engaging and memorable media campaigns for any F&B brand.

Case study 2: Pocky and Pocky-kun

Pocky, a popular Japanese snack brand that has become known for its use of a chibi character named Pocky-kun in marketing.

Pocky-kun is a cute and playful character that has become synonymous with the brand and its products. This chibi character has been featured on product packaging, commercials, and other promotional materials, capturing the hearts of younger consumers and creating a loyal following. [12]

The use of Pocky-kun in marketing has helped to differentiate Pocky from other snack brands and create a unique brand identity. The character's fun and playful personality has helped to make Pocky more relatable and appealing to younger audiences. The use of Pocky-kun has also helped the brand to stand out in a crowded snack market and become a top choice for many consumers.



Figure 23: Pocky X Ya Kun Kaya Toast & Limited Edition (Source: glico.com)

Pocky-kun has been featured in a variety of marketing campaigns, from television commercials to social media posts. The character has been used to promote new product releases, limited edition flavors, and other promotions. Pocky's social media accounts frequently feature images and videos of Pocky-kun engaging in fun activities and promoting the brand's products.

In addition to the use of Pocky-kun in marketing, Pocky has also partnered with other brands to create limited edition collaborations featuring popular characters from other franchises. These collaborations have helped to further boost the brand's popularity and expand its reach to new audiences. Overall, this has been a successful strategy for Pocky, helping the brand to create a unique identity and establish a loyal following among younger consumers.

b. Chibi art style in Viet Nam?

The trend of chibi drawings is on the rise in Vietnam and has become especially prevalent in the artistic community. Numerous artists and illustrators are using this technique to craft unique and entertaining works of art. This style of drawing is not only limited to creative endeavors, but it is also being utilized in marketing and product promotion. The utilization of chibi characters in marketing strategies has proven to be quite effective and has become a common practice in Vietnam.



Figure 24: Nặn tượng chibi kiếm 50 triệu đồng mỗi tháng (Source: vnexpress.net)

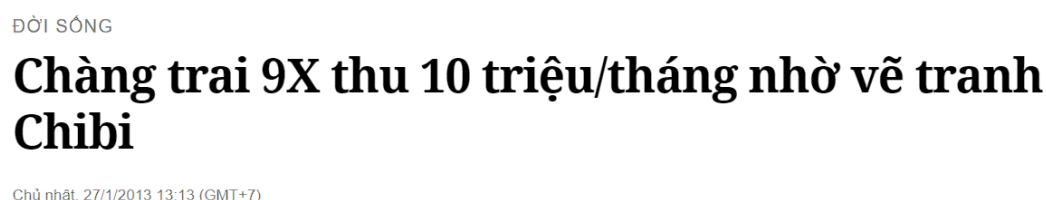


Figure 25: Chàng trai 9X thu 10 triệu/tháng nhờ vẽ tranh Chibi (Source: zingnews.vn)

The use of chibi drawings has extended beyond just digital mediums, and is now being widely utilized in various print media as well. Magazines, newspapers, and

other printed documents often feature pages of chibi drawings, further increasing the popularity of this style in Vietnam. The prevalence of chibi drawings in children's comic books is also playing a significant role in promoting this trend among younger generations. The trend of using chibi drawings in marketing and product promotion is only growing stronger and is expected to continue its upward trajectory in the future. The versatility and appeal of this style has made it a valuable tool for businesses and artists alike. Whether it's in digital or print form, the popularity of chibi drawings in Vietnam shows no signs of slowing down.

c. What is a Comic Strip?

In our survey, in addition to images and videos, customers seem to be interested in "Comic Strips" when asked about what form of coffee-related media they are interested in. A comic strip is a sequence of drawings, typically accompanied by captions or speech balloons, arranged in panels to tell a story or make a point.

The art form has its roots in the early days of newspaper printing, and has since evolved into a medium that can be enjoyed by audiences of all ages and backgrounds. In Japan, a comic strip is called a Yonkoma. It exists in most publications in Japan, including Manga magazines, graphic novels, newspaper manga sections, game magazines, cooking magazines, and more. [13]

The plot is usually summed up in just four frames, although some stories can be followed up in later sections, creating a work of multiple continuous story patterns. Some comic strips also deal with serious issues in real-life world, though most of them are humorous. Some Manga sometimes use comic strips, usually at the end of a chapter or at the end of a story as a side story.

Structure

Usually, comic strips are arranged in a certain structure called Kishōtenketsu. This phrase is a collection of Japanese Kanji characters:

Ki: The first frame serves as the basis for the story.

Shō: The second frame connects the story written in the first frame.

Ten: The third frame is the climax, in which an unforeseen situation develops.

Ketsu: The final frame takes over the ending, where the influence of the third frame can be seen.

Comic strips often feature characters who are consistent from strip to strip, and the stories they tell can range from simple jokes to complex narratives that explore a wide range of themes and emotions. The style of comic strip art can vary greatly, from simple and cartoony to highly detailed and realistic, depending on the creator's vision and the tone of the story being told.



Figure 26: Nowadays there is an art form to ordering coffee. (Source: comicskingdom.com)



Figure 27: Needs more than one cup of coffee to get her day started. (Source: comicskingdom.com)

d. Comic strip in Viet Nam

In recent years, the rise of digital media has had a profound impact on comic strips in Vietnam, and has opened up new opportunities for artists and writers to reach wider audiences. With the help of digital tools and platforms, comic strip

artists are able to bring their stories to life in new and exciting ways, and are reaching audiences both inside and outside of Vietnam.

Comic strips have been a popular form of storytelling in Vietnam for many years, and have played an important role in shaping the country's cultural landscape.

One of the unique features of comic strips in Vietnam is the wide variety of styles and genres that are represented. From humor and satire, to fantasy and adventure, to serious social commentary, there is a comic strip for every taste and interest. Some of the most popular comic strips in Vietnam focus on the everyday lives of young people, exploring the challenges and triumphs of growing up and coming of age. Other popular comic strips take a more fantastical approach, telling epic stories of magic and adventure that captivate readers of all ages.



Figure 28: A comic strip created by Thỏ Bảy Màu (Source: Thỏ Bảy Màu Fanpage)

2.11 Content trend

The trend of drawing chibi artwork is becoming increasingly popular in 2023, as evidenced by Google trend search results. Many artists and graphic designers in Vietnam are using the chibi art technique to create creative and humorous works. In many cases, they also use chibi characters to carry out marketing campaigns and product promotions. Chibi is also widely used in magazines, news and printed documents. Artwork featuring chibi drawings in art magazines or children's comic books may also contribute to the growing popularity of chibi art in Vietnam. So we can see that the use of chibi in marketing and product promotion is a growing trend in Vietnam and may continue to grow in the future.

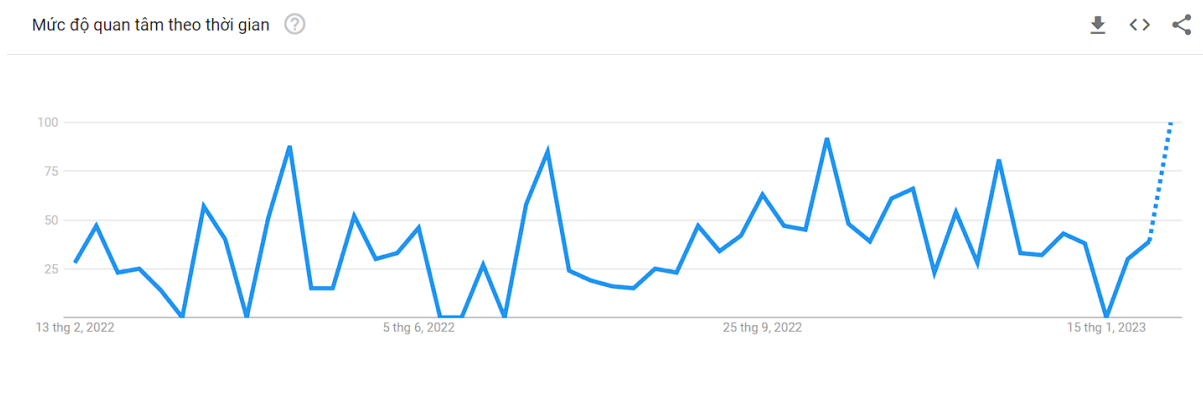


Figure 29: The interest level of the keyword "Vẽ tranh CHibi" (Source: Google Trend)

2.12 In - depth interview

Before implementing the "Chibi art style" campaign in The Seventh Barista's advertising products, we conducted a thorough consultation with the coffee shop owner and 17 customers who were present at the establishment (See in Appendix 3). This consultation process was critical in gathering valuable insights and feedback that would guide the campaign's direction and ensure its success.

During the consultation, we sought to understand the customers' preferences, needs, and expectations in relation to The Seventh Barista's branding and communication strategies. The process was conducted in a friendly and

engaging manner to encourage customers to share their opinions and insights freely. We listened carefully to their feedback and suggestions and used this information to tailor the chibi art style campaign to meet their preferences and expectations.

During the consultation with the owner, we presented the preliminary idea for the campaign and were pleased to receive positive feedback. The owner was impressed with the concept and expressed his satisfaction with the approach.

We also conducted a survey with the customers to gauge their thoughts on the idea of incorporating chibi paintings into the coffee shop's advertising products. Out of the 17 people who participated in the survey, 14 expressed interest in the idea, describing it as "cute," "close," "funny," "petite," "gentle," "attractive," and "accessible to today's young people."

When we asked "In the near future, we will have an advertising campaign for 7th barista through 7 characters through chibi drawings. What do you think about the above information?" Many of the customers expressed eagerness and excitement to see the chibi characters in action, with comments such as "Very eager and waiting to see." and "Feeling interesting, first time hearing about such a media campaign for a cafe." The uniqueness of the campaign seemed to draw attention and create buzz among the customers.

Some of the customers appreciated the idea of being able to choose drinks that match their personality, which was a key component of the campaign. One customer said, "It feels good to be able to let customers choose drinks that match their personality." This personalized touch seemed to resonate with customers and create a positive impression of the cafe. Finally, many customers felt that the chibi art style was suitable for accessible young people, with one saying, "Seems good and suitable for accessible young people." The cute, playful nature of the chibi characters seemed to appeal to the younger demographic and create a welcoming and friendly atmosphere for them.

When asked about the upcoming comic strip, in general: "What do you think about the upcoming 7-character comic strip series product?" The feedback was equally positive, with customers commenting on how creative and unique the

idea was, and how it was sure to be popular among students. The responses were positive, with most expressing anticipation to see the campaign come to life.

Overall, by involving the owner and customers directly in the campaign planning process, we were able to create a unique and engaging marketing strategy that resonated well with The Seventh Barista's target audience. This approach helped to build trust and loyalty among customers, ensuring the success of the campaign and the long-term success of the coffee shop.

CHAPTER 3. PLANNING

3.1 Goals & KPIs

3.1.1. Goals

- Increase brand identity among the selected target audience.
- Highlights The Seventh Barista from other coffee shops on the market.

3.1.2. KPIs

- Increase 1100 likes on The Seventh Barista's Facebook page.
- Increase 1000 followers on The Seventh Barista's Instagram page.
- Get a total of 50000 reach on The Seventh Barista's Facebook page.
- Get a total of 15000 views for the motivational videos.

3.2 Target Audience

After consulting with the owner and conducting extensive research on the customer demographics, our team decided to focus on two main age groups: students (19-25) and working people (26-35), or both. However, based on our research findings and survey results, we determined that the primary audience for our campaign should be the 19-25 age group.

The decision was based on several factors, including the age range of the customers who expressed interest in the product during our in-depth interviews,

as well as the overall image and branding of The Seventh Barista. The keyword "Youthful" was consistently associated with the shop in our survey, all of these elements making the 19-25 age group a natural fit for our campaign.

Furthermore, this age group is known to be active on social media platforms, particularly Facebook and Instagram, which will be the primary channels for our campaign. By focusing on this audience, we hope to increase brand identity and engagement among younger customers who are likely to share and interact with our chibi art style content.

Table 6: Target Audience of our Campaign

Geographic	Region	Ho Chi Minh city, Vietnam
	Density	Urban
Demographic	Age	19-25
	Gender	Males, Females

Behavior	Consumption habits	<ul style="list-style-type: none"> - Having a habit of using social networks like Facebook and Instagram to find out information about coffee shops and various types of tea, juice and coffee. - Like to spend time online with the smartphone for entertainment purposes.
	User status	Potential
Psychographic	Personality	- Enjoy having a good cup of coffee when working,

		<p>studying or dealing with a deadline.</p> <p>- Dynamic and full of passion, creativity, always seeking new stories, contents to share with their friends.</p>
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3.3 Insight

3.3.1. Secondary research

The target audience we selected is 19-25, they are also called people of the generation Z group. As a target audience, generation Z is a crucial demographic for many businesses with their unique perspective and experience. Gen Z values financial stability because of the stress they experience surrounding personal debt. They rely heavily on reviews and recommendations through social media more than other generations and engage with brands who use social selling techniques. Gen Zers are also less likely to sign up for loyalty programs, despite looking for ways to save money. [14] (Griffin LaFleur, 2022)

“Millennials adapted to technology as they got older, starting with laptops, then iPods and iPads, then the iPhone, etc. But Gen Z is the first truly digital generation—the first generation who could FaceTime their friends, text their mom and order a pizza, all at the same time.” – Connor Blakley

In a book called “Marketing to Gen Z: The Rules for Reaching This Vast--and Very Different--Generation of Influencers” pointed out that: “Pivotal (Generation Z) aren't mobile-first, they're mobile-only. To them, a phone isn't just a phone. In fact, it can hardly be considered a phone at all, as they rarely make actual voice calls. Instead, it's a personal portal between their offline and online worlds. Getting their first phone is right up there with their first kiss, getting their driver's license, and graduation. It's a rite of passage for today's youth.”

“Teens are their own eagle-eyed editors, programming content, limiting the volume of posts and paying close attention to quality content”, said Nick Reggars, director of content strategy for Heat.

Gen Z consumers expect to be at the center of every brand's universe. They demand an experience catered to their individual needs at any given moment. This means that modern brands must offer opportunities for both personalization and customization in a unique and meaningful way. Pivotal are looking for brands that offer something no one else can.

Great brands understand today's consumer requires proof. Brands are helping consumers co-create their own unique story. Proof of Purpose isn't a creative slogan or clever marketing campaign. Proof of Purpose consists of the visible steps a company takes to prove its values and beliefs. One of the key findings of our research was that being seen as unique is crucial to Pivotal. In fact, when asked how they want others to view them, nearly one-third of teens told us they would rather be considered unique than real. (See Figure 30.)

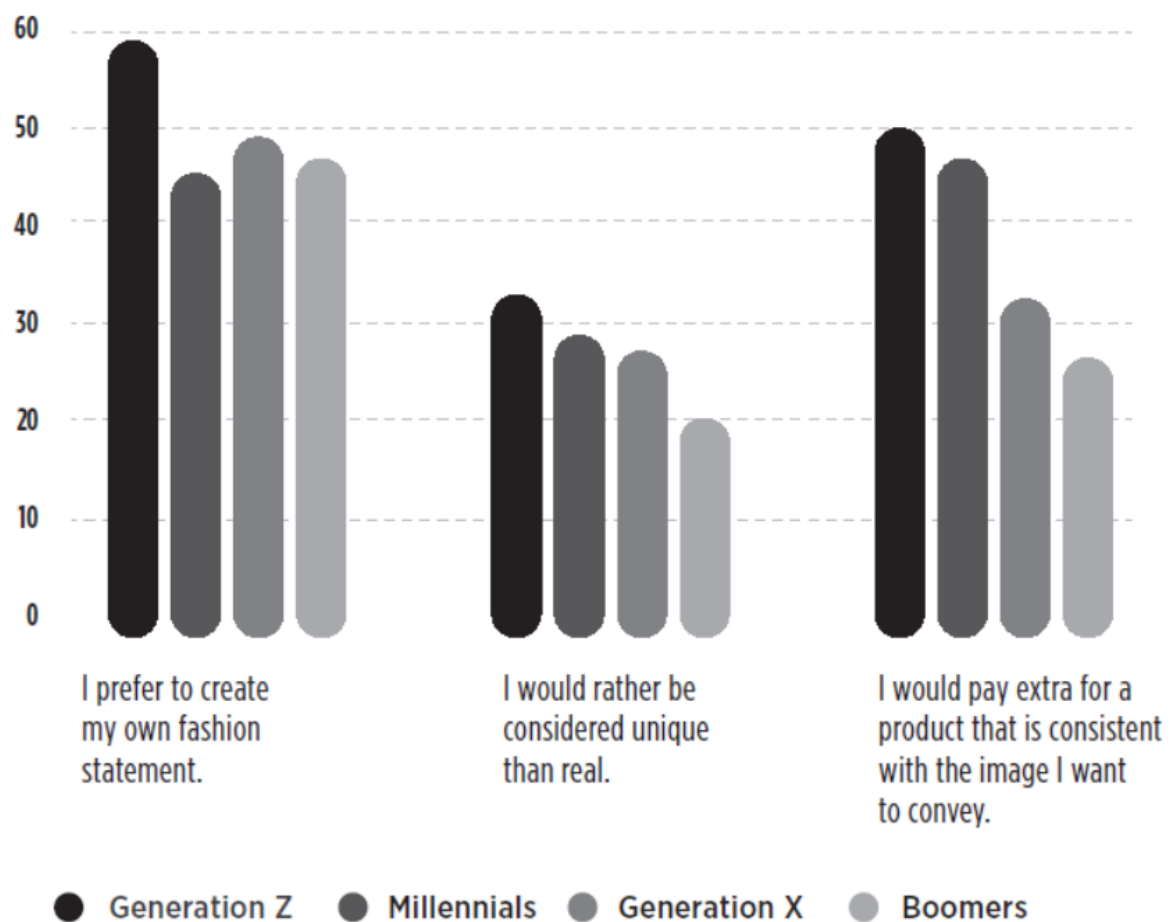


Figure 30: Uniqueness beliefs by generation (Source: Marketing to Gen Z: The Rules for Reaching This Vast--and Very Different--Generation of Influencers) [15]

But that's not to say they want to be so unique they don't fit in. Remember, the whole goal of personal branding is to feel a sense of belonging. Like the generations of teens before, Pivotalists seek validation and acceptance from their peers. Thus, Pivotalists must create a persona that toes the line between different and relatable. To put in effort but not to try too hard.

Brands must tread lightly when trying to reach Pivotalists on social media. Unless a brand knows its editorial authority what it has permission to talk about based on the true beliefs of the brand it won't resonate with this consumer group. Brands should avoid marketing in social media and instead focus on conversations. If you try to sell, you will fail. The best approach is to listen to Pivotalists and then engage in an authentic, meaningful way [16] (Jeff Fromm, Angie Read, 2018).

Today, mobile content is about engagement and discovery, not interruptive advertising. Companies must think of content as an opportunity for the brand voice to fit into Pivotal's lives, however small the screen may be. When asked how to create a Pivotal-focused mobile content strategy, Jake Katz, Revolt Mobile vice president of audience insights and strategy, recommended starting by humanizing your brand. This means giving the brand a personality that consumers can engage with. [17] You can't simply put a 30-second TV commercial on Facebook or YouTube and call it a day. Your content needs to match the purpose of the channel on which it's shared. Be personable. Have authentic, two-way conversations with Pivotal's, both online and offline. The idea of brand loyalty isn't automatic for Pivotal's; brands must earn the relationship. As a brand, your interactions reflect what is important to consumers. Recognize their passions, interests, and values, as well as the type of content they seek.

3.3.2. Primary research

Product Truth: In recent years, the coffee industry in Vietnam has become increasingly competitive, with numerous new coffee shops and brands opening up in various cities. As a result, customers have become more selective and demanding when it comes to the content that they see on social media channels of coffee shops and brands. They want to see fresh and creative content that stands out from the crowd, rather than the same old generic posts.

Many coffee shops in Vietnam have been struggling to keep up with the demands of their customers, and have failed to come up with engaging content that resonates with their target audience. As a result, customers are getting bored with the content of articles on social media channels of coffee shops and brands in Vietnam today. They are looking for something new and exciting, something that will capture their attention and make them want to visit the

coffee shop.

Đánh giá của bạn về nội dung bài viết trên các kênh mạng xã hội của các quán/thương hiệu cà phê tại Việt Nam hiện nay:

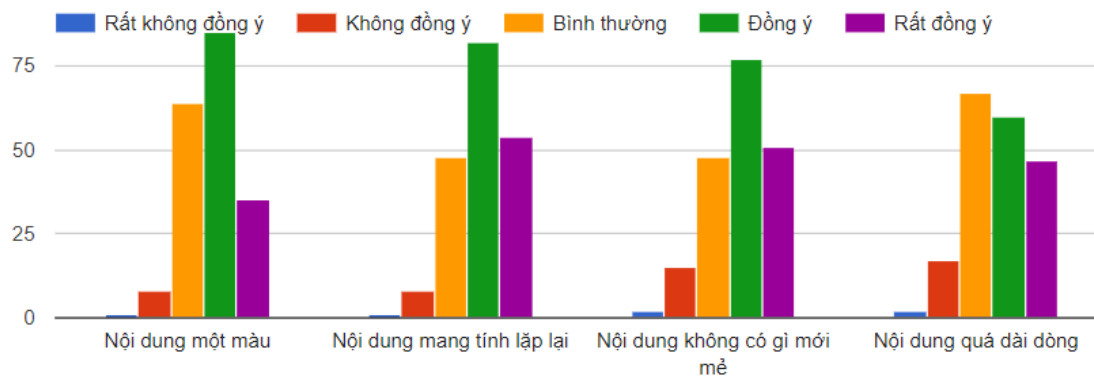


Figure 31: Data from our survey

Đánh giá của bạn về các ấn phẩm truyền thông (hình ảnh, video,...) trên các kênh mạng xã hội của các quán/thương hiệu cà phê tại Việt Nam hiện nay:

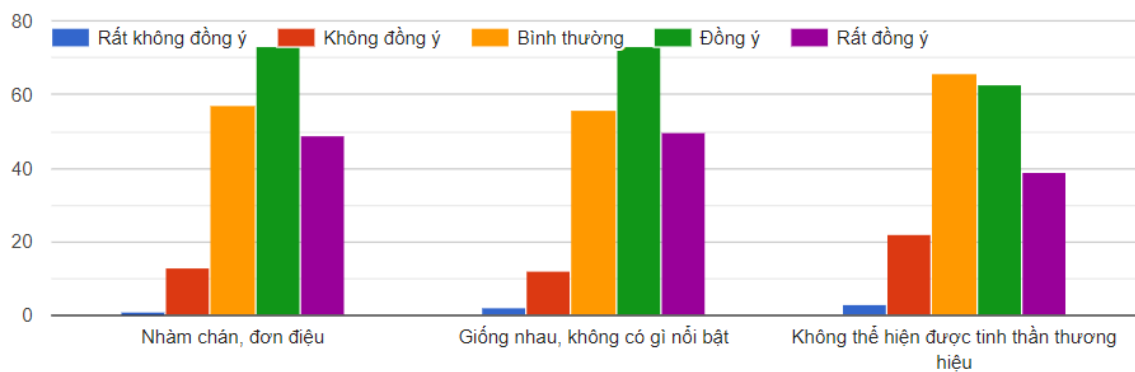
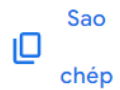


Figure 32: Data from our survey

Các quán/thương hiệu cà phê tại Việt Nam cần truyền tải thông điệp một cách mới mẻ, sáng tạo hơn

Sao
chép

193 câu trả lời

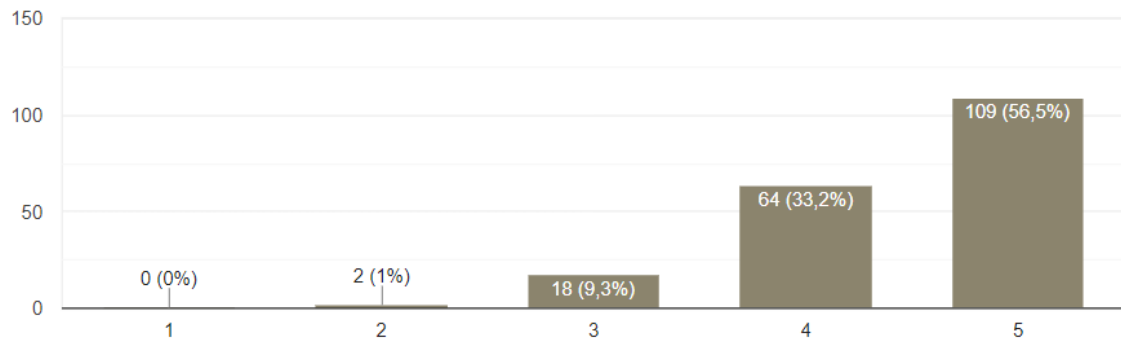


Figure 33: Data from our survey

As the coffee shop/brand industry in Vietnam becomes more and more competitive, customers are seeking new and unique experiences. According to a survey conducted with 193 respondents, 118 of them expressed their desire for coffee shops/brands to create new and creative media/contents. This means that customers are becoming increasingly bored with the current content on social media channels of coffee shops/brands in Vietnam.

Furthermore, the survey revealed that 64.2% of respondents believe that it is necessary to make a difference in the approach to customers. This implies that customers are looking for coffee shops/brands that can engage with them in a unique and memorable way. With these statistics in mind, it is crucial for coffee shops/brands to create fresh and innovative content that can stand out from the competition and connect with their target audience.

In fact, the team received a great motivation from the survey results as 124 people, out of the 64.2%, expressed their willingness to support coffee shops/brands that deliver breakthroughs in creating new/creative content. This encouragement led the team to push forward with our plans to introduce a new and unique media campaign that could captivate the target audience that we selected.

Our team believed that using chibi art style in our social media campaign and production would help the brand stand out and provide customers with a fresh

and exciting experience. With the support and encouragement from the survey respondents, the team felt confident in their ability to deliver a successful and innovative campaign that would resonate with our select target audience.

Human Truth: The Seventh Barista has a specific customer base, which is primarily composed of young people who come to study and work. These customers are driven by the desire to achieve their dreams, goals, and future aspirations. The owner's observations and our primary survey also indicate that The Seventh Barista is seen as a unique space with a personal touch, a place that fosters creativity and new ideas, and motivates customers to achieve their goals.

Khi bước chân đến The Seventh Barista, tôi cảm thấy...

 Sao chép

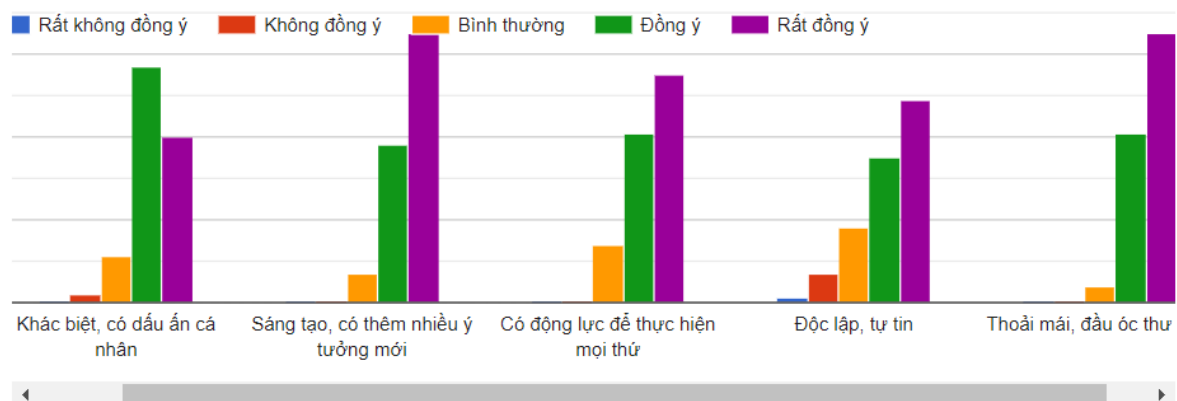


Figure 34: Data from our survey

We have recognized the importance of portraying The Seventh Barista as a place that can meet customers' needs and accompany them on their creative journey.

Proposition: To achieve this, we will use the chibi art style in our campaigns. The chibi characters will represent the brand's customers, who are young, energetic, and creative. The use of chibi art style in The Seventh Barista's media campaigns will help the brand to effectively communicate their message and values to our selected target audience. By representing its customers through chibi characters, the brand will create a sense of relatability and connection with the customers. The use of chibi art style has also contributed to the brand's overall image as a creative and unique space that fosters personal growth and development.

3.4 Big Idea

Seven Baristas - Để giấc mơ Barista trở thành hiện thực!

Correlation between number 7 and the word dream (giấc mơ) - In many different cultures, the number 7 is considered a lucky number and carries many meanings. In dreams, the number 7 is often seen as an important number, representing perfection and sophistication. In recurring dreams, the number 7 may represent completeness and wholeness. For example, a person may dream of a deck of cards consisting of 7 cards, representing the completeness of their life or a situation being resolved in a positive way. The number 7 is often associated with creativity. Making the dreams come true here is a metaphor for how we will bring the best creativity product that we can in this campaign to our customers.

Correlation between number 7 and the word Barista - At The Seventh Barista, we aim to create a unique and fun way of showcasing their various drinks by introducing a series of chibi characters, each representing a different type of drink on their menu. Not only would this visually appeal to customers, but it would also make it easier for them to remember and order their favorite drinks. The chibi characters could also be used in marketing campaigns and on social media, allowing customers to connect with the brand and feel like they're part of a community. The Seventh Barista could even host events where customers can meet and take pictures with the chibi characters, further promoting the brand and increasing customer engagement. Overall, this idea emphasizes the fun, playful, and unique aspect of the coffee shop, differentiating it from other coffee shops and creating a memorable experience for our customers.

3.5 Key Message

“Hãy trở thành Barista của chính bạn.”

At our coffee shop, being a Barista is more than just a job - it's a symbol of achieving something great. We understand that our target audience consists of young individuals with aspirations and dreams that they have yet to fulfill.

Therefore, we believe that by conveying this message, we can emphasize the importance of pursuing one's passion regardless of their background.

Our goal is to create an environment where anyone can aspire to be a Barista, regardless of their current situation or level of experience. By promoting the idea that becoming a Barista is attainable, we hope to inspire and motivate our customers to pursue their passions and achieve their goals.

We believe that our coffee shop can serve as a platform for young people to come together, share their ideas, and work towards their aspirations. Our message of inclusivity and accessibility resonates with our target audience and can help foster a sense of community within our coffee shop. By emphasizing the value of pursuing one's passion and the attainability of becoming a Barista, we hope to create meaningful content that encourages our customers to be themselves.

To be concluded, our campaign highlights the importance of individuality and the pursuit of passion, and our café's unique and cozy atmosphere reflects this message. We want customers to feel inspired and empowered when they enter our café, and to see the possibilities of pursuing their own dreams. The décor and layout of our café are carefully crafted to create a warm and welcoming space where customers can relax and enjoy their coffee, and perhaps even be motivated to pursue their own passions. We aim to encourage and inspire people to become themselves, pursue their dreams, and enjoy a delicious cup of coffee in a cozy and welcoming space. Whether it's through our chibi art style or the drink and the atmosphere of our bar coffee, we hope to spread a positive message that resonates with our customers and encourages them to live their best lives.

3.6 Strategy

The upcoming media campaign for The Seventh Barista will run from February 20th to April 9th, 2023 and will include two main activities to engage with target customers. The first activity will be a social media campaign that will utilize the

chibi characters to tell stories and promote the brand. The chibi characters will be featured in a series of creative and humorous posts on various social media platforms, including Facebook and Instagram. These posts will aim to showcase the unique personality and vibe of The Seventh Barista while also promoting the brand's products and services. The second activity of the campaign will be the production of an emotional video that can fully transmit the key messages of the campaign and will be posted on the coffee shop's social media pages when available. The goal of this campaign is to create a fun and engaging way to promote The Seventh Barista and to showcase the coffee shop's unique personality and offerings, it is expected to increase brand awareness, engagement, and customer loyalty.

Strategic Rationale:

1. Social media campaign: The social media campaign for The Seventh Barista will involve a combination of comic strips and photos of the bar's drinks, with the chibi characters providing comedic commentary and introducing the different drinks. This approach aims to capture the attention of the younger audience who are more likely to respond to visual and engaging content on social media platforms. The use of chibi characters will also help to create a cute and playful vibe that aligns with the youthful and creative atmosphere of The Seventh Barista.

2. Video production: Tells the story behind the creation of the unique coffee cups at our shop. The video will showcase the hard work, dedication, and creativity that goes into crafting each drink, and it will provide an inspirational message which is also the key message to the audience. This approach is designed to further highlight The Seventh Barista's commitment to creativity, quality, and attention to detail, which are all values that are important to their target audience.

3.7 Tactics

Firstly, according to Tjiptono (2011), purchasing decisions are the consumer's effort to decide which product to consume through many different processes and stages. No matter how deep the competitive market is, consumers are still the deciding factor in making purchasing decisions. [18] To gain a competitive edge,

The Seventh Barista needs to build a solid brand awareness in the eyes of consumers. Brand Awareness is how a brand can be noticed when a consumer thinks of a certain product or service, how easily a name can appear in the mind of the customer (Shimp, 2010). Perception refers to how strong a brand can be ingrained in the customer's mind. [19]

Overall, the use of chibi art style in a media campaign for The Seventh Barista has the potential to positively influence consumer perception of the brand. By using cute, eye-catching and accessible chibi characters to represent the brand and its products, the campaign could make it more appealing to young consumers and create a more friendly image for the business.

The chibi characters could also help to convey the creative and innovative spirit of the brand, which is a key element in attracting customers who are looking for unique and quality content. Moreover, the use of comic strips in this campaign could create a more engaging and interactive experience for customers, further enhancing their perception of the brand. The story could help to establish a deeper emotional connection between the brand and its customers, which could lead to increased loyalty and advocacy.

Secondly, the Marketing Funnel is a model that visualizes the customer journey from initial awareness of a product or service to the final purchase. It is often depicted as a funnel shape, with the number of potential customers decreasing at each stage as the journey moves from the top (awareness) to the bottom (purchase). (Rachel Handley, 2023) [20]



Figure 35: The Marketing Funnel model (Source: aryng.com)

We use the marketing funnel to understand the customer journey and develop strategies to move customers through each stage. This can include creating targeted content and optimizing the customer experience. And with our mission, creating a bunch of characters that are relatable, memorable, and aligns with The Seventh Barista brand values, we can build a strong connection with our target audience and effectively communicate our brand's messaging. To establishing a place in customers' minds through using a cute chibi and fictional character, we must go through several steps, including:

1. Identify the target audience: The first step in creating a successful fictional character marketing campaign is to understand our target audience. This will help you determine the type of character that will resonate with them and the messaging that will be most effective.
2. Develop characters that aligns with our brand: Once we have a clear understanding of target audiences, we can start developing a character that aligns with our brand values and goals. The character should be relatable, likable, and memorable, and should effectively communicate our brand's messaging.
3. Create a story around the character: A compelling story can help engage target audiences and build a connection with them. The story should be relevant to our target audience and should showcase the character's personality and values.
4. Use various platforms to promote the character: There are many platforms that you can use to promote our comic character, including social media like Facebook and Instagram, advertisements, merchandise, and maybe even an event. Choose the platforms that are most effective for reaching our target audience and that align with your overall marketing strategy.
5. Engage with our audience: Once our chibi character has been established, it's important to engage with our target audience and build a relationship with them. This can be done through social media interactions, contests, and other promotions that encourage audience participation.

And then thirdly, the AIDA model is a widely used marketing framework that describes the four stages of the customer journey: Attention, Interest, Desire, and Action. During these four stages, your content will ideally attract attention to your

brand, generate interest in your product or service, stimulate a desire for it, and spur action to try or buy it. The model suggests that successful marketing campaigns should guide customers through each of these stages in order to ultimately persuade them to take a desired action, such as making a purchase or signing up for a service. [21] (Amanda Sellers, 2022)

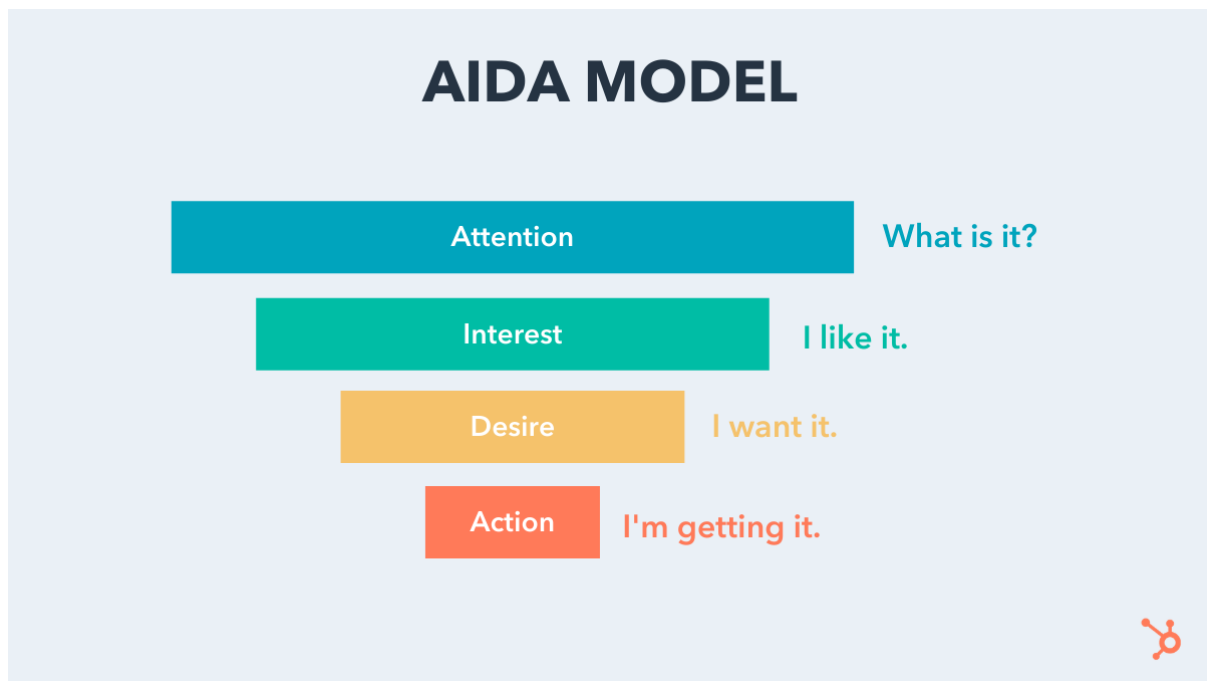


Figure 36: THE AIDA MODEL (Source: blog.hubspot.com)

We will apply the AIDA model to ensure that our chibi art style character and the campaign message are effectively conveyed to customers. In the Attention stage, we will use various attractive content to hook customers' attention. After that, we will proceed to the Interest stage. At this stage, we will provide customers with information about our products and services, as well as the benefits and value they can bring to customers. We will be most focused on the Desire stage, where we try to spark customers' desire for our services. We will explain why our products are the best choice for customers, and provide specific reasons why customers should want to own our products and services. Finally, we will issue a call to action for customers by presenting attractive options for customers to easily and quickly engage in our products.

3.8 Scope of work

Table 7: Detail execution of total campaign

Timeline	Week 6 (20/02/2023 - 26/02/2023)	Week 7-11 (27/02/2023 - 02/04/2023)		Week 12 (03/04/2023 - 09/04/2023)
Phase	Phase 1: Attention	Phase 2: Interest (27/02/2023 - 05/03/2023)	Phase 3: Desire (06/03/2023 - 02/04/2023)	Phase 4: Action
Tactics	<ul style="list-style-type: none"> - Introducing our campaign, make sure it reaches our target audience on Facebook and Instagram platform. - Express the message by making announcements, introducing our "The seven barista" by telling seven different stories around them to interact with customers, provide knowledge related to the topic in the media. 	<ul style="list-style-type: none"> - Interact with customers and share knowledge related to coffee and the coffee industry through our media channels. These stories will not only entertain but also educate customers about the world of coffee. 	<ul style="list-style-type: none"> - Organize minigames, with exclusive gifts for customers. - Continue to maintain what was done in the previous phase, share stories. - Sharing, seeding our contents on selected groups on Facebook. - Begin to announce our comic strip launch and start to post our first one. - Motivational Video launched. 	<ul style="list-style-type: none"> - Continue to maintain what was done in the previous phase, share stories. - Ending the campaign, thank you to everyone who supported. - Sharing, seeding our contents on selected groups on Facebook.
Activities	Sharing stories about coffee, the bar coffee, introducing the	Sharing stories about coffee, the bar coffee, and providing ideas about what makes an independent coffee shop like The Seventh Barista stand		

	barista and what makes The Seventh Barista so different.	out.	
Platform	Facebook	Instagram	

CHAPTER 4. SOCIAL CAMPAIGN

4.1 Visual guideline

The Seventh Barista has granted permission for the use of their logo in all of our media products. This means that we are free to incorporate the logo into various types of media, including but not limited to print, digital, and audio-visual content. By allowing the use of their logo, The Seventh Barista is effectively giving us the go-ahead to use their brand identity to promote our project.



Figure 37: The Seventh Barista all logo, Sent By Business

4.2 Story

- **Title:** Seven Baristas

- **Genre:** Comedy, Slice of life

- **Theme:** At The Seventh Barista, we believe in not just serving delicious coffee, but also educating our customers about the products they are purchasing. Our goal is to create an immersive experience that goes beyond just a typical coffee purchase. To achieve this, we want to share the knowledge and stories behind each of our coffee products to give our customers a deeper understanding of the drink they are about to enjoy. By doing so, we hope to create a more personal connection with our customers, and foster a greater appreciation for the art of coffee-making. We understand that every type of coffee has its own unique history, flavor profile, and origin story, and we want to bring these elements to the forefront. By sharing these stories and providing knowledge about the coffee products we sell, we aim to create a more informed and engaged customer base. We believe that the more our customers know about the coffee they are drinking, the more they will appreciate and enjoy it. At The Seventh Barista, we aim to create a memorable experience for all of our customers, and by sharing the stories behind our coffee products, we believe that we can achieve just that.

- **Logline:** At The Seventh Barista, there's always something brewing beyond just coffee. The bustling cafe is home of seven quirky baristas, each with their own distinct personalities and passions. They spend their days crafting the perfect cup of coffee and sharing their love of all things java with the customers who frequent the cafe. Every day brings a new adventure at The Seventh Barista, and the baristas are always up for a challenge. Whether it's experimenting with new brewing methods or coming up with new, creative twists on classic drinks, they're always pushing the boundaries of what coffee can be. One barista, is an expert in pour over brewing and spends hours perfecting each cup for her customers. Another barista is a coffee connoisseur and spends his free time sourcing the finest beans from around the world. And yet another barista is a chocolate art master, turning each cup into a work of art that's as delicious as it is. Despite their different approaches to coffee, the seven baristas all share a common love of the beverage and a commitment to providing the best possible experience for their customers. Whether you're grabbing a quick cup of coffee on the go or settling in for a leisurely afternoon chat with friends, you're sure to be charmed by the personalities and stories of the seven baristas at The Seventh Barista.

● **Setting:** The narrative of our story will primarily be set within the walls of our cafe bar. This serves two purposes - first, to highlight the individuality of our bar, which is defined by our talented baristas. Second, to create a lasting impression in the minds of our customers about the warm atmosphere of our coffee shop, as well as the unforgettable experiences that can be had within our establishment.

4.3 About our Inspiration

At The Seventh Barista, our extensive drink menu is divided into seven distinct categories, each corresponding to a signature drink served at the bar. From traditional Robusta café to foreign Arabica coffee, and our own Unique blends, to Artisanal coffee, rich and velvety Cocoa, a variety of Teas, and Fresh juices, there is something unique for every taste and preference. Each category is represented by its own character, or barista, each with their own distinct personality, appearance, and story. We invite customers to get to know each of these seven baristas, as they share their knowledge and passion for the art of coffee-making and bring to life the flavors and experiences of our menu.



Figure 38: Each characters represent one category in The Seventh Barista menu

4.4 Characters Introduction

● **Roberto**

Nickname: Barista Traditional

Gender: Male

Age: 24

Characteristic: Quiet, serious, face little expression, cold outside but actually very attentive to the surrounding.

Features: Fit body in business shirt and square glasses, 2 hair colors, right side is white, left is black.

Color: We selected the black and white scheme for him due to its representation of the combination of both traditional and contemporary elements. He embodies the essence of black and white coffee, a blend that reflects his hot & cold personality and the traditional roots of the drink that he symbolizes on our menu. The use of these two classic colors perfectly captures the essence of the drink, showcasing its timeless quality and its place in coffee history.



Figure 39: Roberto

● **Antony**

Nickname: Barista Arabica

Gender: Male

Age: 22

Characteristic: Extroverted, vivacious, vibrant, possessing a smile that always shines and especially knows how to express himself in front of a crowd.

Features: Long golden hair, green eyes, handsome face and strong body and a romantic outfit.

Color: We opted for a light hair color and green eyes to embody his energetic and passion. This choice was inspired by a popular Australian actor, as well as the location where the shop's prized Arabica beans are roasted. By incorporating these elements into his appearance, we aim to not only reflect his persona, but also pay homage to the quality and origin of the coffee he represents.

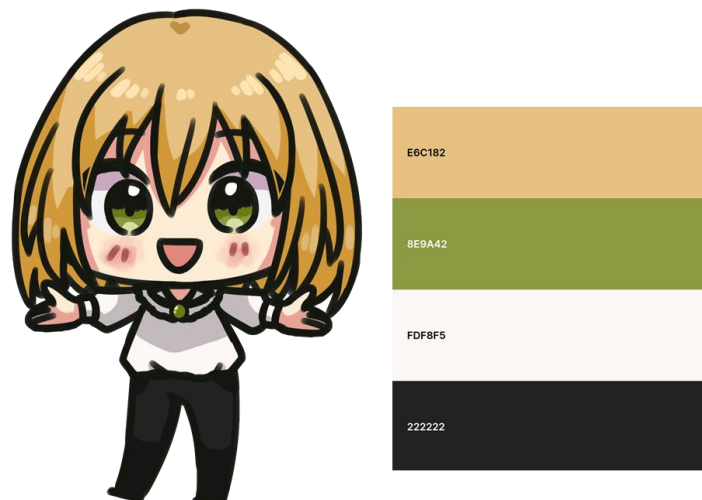


Figure 40: Antony

• Dr Yu

Nickname: Barista Signature

Gender: Female

Age: 30

Characteristic: Confident, brave, know how to be creative in all situations, like to use different ways to solve even normal problems.

Feature: Tomboy, has short and messy hair, sharp eyes as if he can see into other people's hearts, wearing a blouse shirt.

Color: Her color scheme was derived from a combination of the hues present in all of the coffee beans that we use, ranging from the light brown of Robusta to the delicate shade of Arabica, paired with the creamy white milk. This fusion of colors serves as the foundation for our distinctive and one-of-a-kind coffee signature.



Figure 41: Dr Yu

● Picasso

Nickname: Barista Artisan

Gender: Male

Age: 19

Characteristic: Open, generous and loves to draw.

Features: Pointed chin, dark blue hair, long eyebrows, slim body, wearing beret hat and white long-sleeved shirt.

Color: The color scheme chosen for him pays homage to the iconic French flag, symbolizing his connection to the birthplace of the renowned painter. This also

serves as a nod to the artist's deep-rooted passion for the craft of painting, showcasing his love for his art form through the visual representation of his identity. The blue, white, and red hues represent not only the French heritage but also the fire and determination that fuels the artist's creativity and drive. The colors serve as a visual representation of the depth of the artist's connection to his art, highlighting the impact it has on his life and his creative journey.

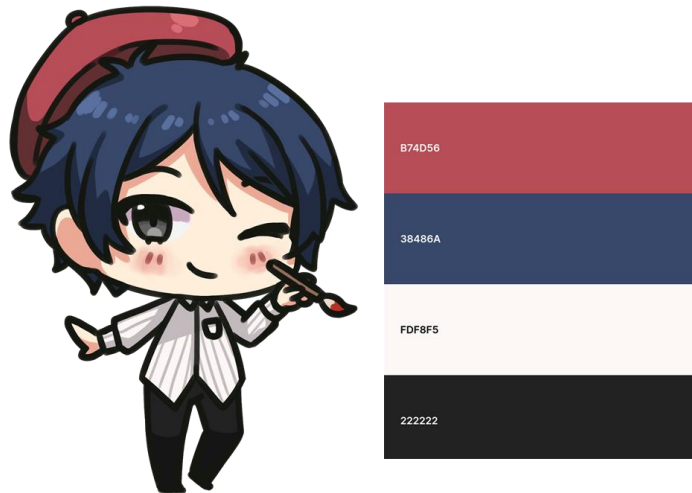


Figure 42: Picasso

- **Cocoa**

Nickname: Barista Cacao

Gender: Female

Age: 17

Characteristic: Enthusiastic, enthusiastic, but competitive.

Features: Small like a chocolate, showing fangs when smiling, bob hair with brown pupils, red and yellow hairpin, Barista outfit.

Color: All the rich brown tones that we chose for her are meant to evoke the heartwarming and comforting feeling of drinking a steaming cup of hot

chocolate. We wanted to convey a sense of energy and liveliness through her colors, capturing the essence of this cute, delightful character.



Figure 43: Cocoa

• **Teapot**

Nickname: Barista Tea

Gender: Female

Age: 18

Characteristic: Introverted, quiet, less expressive.

Features: Slim body, long green hair and wearing traditional clothes.

Color: The color scheme for her was carefully selected to embody the essence of a peaceful cup of tea. Green, the color of tea leaves, was chosen to evoke feelings of relaxation and serenity. It's as if you are sitting quietly and taking in the calming ambiance of a tea garden, with the leaves gently swaying in the breeze. The use of green perfectly captures the light and peaceful nature of tea, making her the embodiment of a relaxing moment with a warm cup in hand.

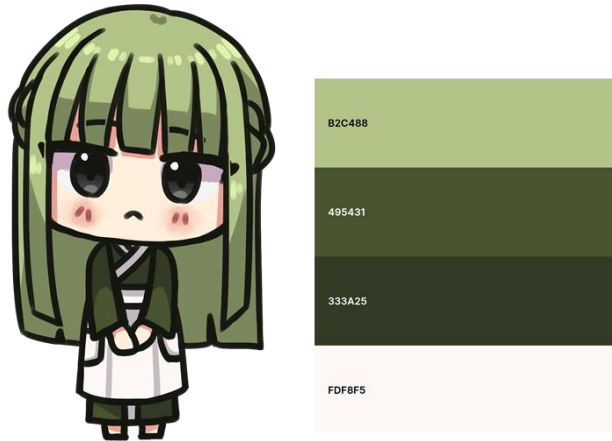


Figure 44: Teapot

- **Frann**

Nickname: Barista Fresh Fruit

Gender: Male

Age: 20

Characteristic: Kind, gentle, knowledgeable about fruits, always telling everyone to live healthy.

Features: Short orange hair, tall (1m88), The outfit is a barista shirt with a green apron and headphones wrapped around the neck.

Color: We chose the color orange for him as it symbolizes warmth, kindness and positivity, evoking feelings of happiness and joy. The hue also reminds us of a juicy and ripe fresh orange, representing health and wellness. This bright and cheerful color aligns with his subtle and genuine personality. By incorporating oranges, we aim to convey the idea that every time you see our guy, you will be motivated to go grab some healthy food for dessert and enjoy a wide range of fruits.



Figure 45: Frann

4.5 Social Media Content Pillar

- **Topic 1:** Nguồn gốc và sức mạnh

Content: Introducing our Baristas

Meaning: Each one of our seven proud baristas brings unique skills and specialties to our coffee shop, making them a valuable asset to our team. Whether it be their passion for coffee, their exceptional customer service, or their knowledge of brewing techniques. We would like customers to meet, sample their creations and be a part of the amazing experience that our baristas bring to every cup.

Task: Everyday, we will introduce our 7 proud baristas respectively. Each one of them brings unique skills and specialties to our coffee shop.

Key Hook: Tell a surprising fact behind every Barista story to spark the reader's curiosity and interest in the post, making them want to read on and learn more.

Format: Content - Image - Post

Hashtag: #Nguocgocvasucmanh #BaristasBringsTheHeat

- **Topic 2:** Barista 101

Content: Introducing drinks, space and special things of the shop

Meaning: The number 101 is often used to indicate a foundational course at a college or university, aimed at providing a comprehensive introduction to a particular subject matter. In this context, our barista will serve as a knowledgeable guide, introducing the customers to the various coffee dishes available at the shop and highlighting the unique characteristics of each menu item they represent. Whether it's the rich and bold flavors of a classic espresso or the lighter and more delicate notes of a specialty tea, our barista will provide a clear and insightful overview of the options available, helping customers to navigate the menu and make informed choices about what to order.

Task: Let our chibi characters showcase food photographs with an interesting fact.

Key Hook: Focus on highlighting the unique aspects of every coffee, tea and juice served at The Seventh Barista with a story behind it.

Format: Content - Image - Post

Hashtag: #7thBaristaKhampha #Barista101

● **Topic 3:** Chuyện chưa kể bên quầy Bar

Content: The untold story being told by our barista

Meaning: Join us as we showcase the entertaining and lighthearted slice of life tales of our seven baristas, who share their amusing experiences working behind the bar in the form of a lively comic strip. Get ready to be entertained as they bring to life the witty anecdotes of the daily goings-on in the coffee shop. Immerse yourself in a world of humor, creativity, and barista magic, as they bring the stories of their lives to life in a truly unique and engaging manner.

Task: Storytelling under the form of comic strips.

Key Hook: Every story will have a unique perspective, which could be a witty punchline, a clever use of visual imagery, or a surprising plot twist that captures the essence of the comic strip in a way that ignites the reader's curiosity.

Format: Content - Image - Video - Post

Hashtag: #SeventhBaristaStories #CoffeeTales #ComicStripCoffeeTalks

● **Topic 4:** Cướp biển vùng “Cafe-Bar”

Content: Discovering all the pieces of 7 Baristas puzzle

Meaning: It's a thrilling adventure through the art of coffee as you embark on our treasure hunt mini-game. Our talented baristas have created a unique challenge for customers, where each purchase of a drink from the bar is rewarded with a collectible sticker. As you collect all seven, you'll not only uncover the hidden stories behind each barista, but also earn yourself a special and attractive gift!

Task: Two-way interaction with customers.

Key Hook: Focus on the exciting rewards that participants will receive for participating in this game, creating a sense of value and satisfaction that surpasses the cost of participation.

Format: Content - Image - Post

Hashtag: #SeventhBaristaAdventure #BaristaTreasureHunt

● **Topic 5:** Loa loa loa loa!

Content: Announcing about everything

Meaning: This designated space is used to disseminate important information, updates and extend our warmest wishes and congratulations to our audience on significant events and milestones taking place within the current month.

Task: Two-way interaction with customers.

Format: Content - Image - Post

Hashtag: #Loaloaloaloa #BaristaThongBao

4.6 Social Media Content Calendar

Day of week	DATE	PILLAR	CONTENT	TIME	CONTENT LINK	FACEBOOK	TIẾN ĐỘ	IN CHARGE
Week 1		Phase 1 - Attention						
Thứ 2	20/02/2023	Loa loa loa loa!	✨ CHÍNH THỨC KHỞI ĐỘNG CHUYÊN MỤC MỚI: SEVEN BARISTAS ✨	Tối (19pm - 2...)	Week 1	nth.barista/photos/a.108...	Đã hoàn thành	Lê Minh Bách
Thứ 3	21/02/2023	Nguồn gốc và sức mạnh	☞ NO.1 ROBERTO - BARISTA TRUYỀN THỐNG ☞	Tối (19pm - 2...)	Week 1	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
Thứ 4	22/02/2023	Nguồn gốc và sức mạnh	☀ NO.2 ANTHONY - BARISTA ARABICA ☀	Tối (19pm - 2...)	Week 1	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
Thứ 5	23/02/2023	Nguồn gốc và sức mạnh	☼ NO.3 TIẾN SĨ YU - BARISTA SIGNATURE ☼	Tối (19pm - 2...)	Week 1	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
Thứ 6	24/02/2023	Nguồn gốc và sức mạnh	☞ NO.4 PICASSO - BARISTA ARTISAN ☞	Tối (19pm - 2...)	Week 1	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách

Thứ 7	25/02/2023	Khác	Chào Buổi Sáng	Sáng (7am - ...)	Week 1	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
		Nguồn gốc và sức mạnh	🇵🇷 NO.5 COCOA & NO.6 TEAPOT - BARISTA CACAO VÀ TRÀ 🇵🇷	Tối (19pm - 2...)	Week 1	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
Chủ Nhật	26/02/2023	Khác	Chào Buổi Trưa	Trưa (11am - ...)	Week 1	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
		Nguồn gốc và sức mạnh	🍷 NO.7 FRANN - BARISTA FRESH 🍷	Tối (19pm - 2...)	Week 1	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
Week 2		Phase 2 - Interest						
Thứ 2	27/02/2023	Barista 101	☕ CÀ PHÊ SỮA - TỪ TRUYỀN THỐNG ĐẾN SỰ PHÁT TRIỂN HIỆN ĐẠI	Sáng (7am - ...)	Week 2	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
		Loa loa loa loa!	👉 KHẨN CẤP 7 BARISTA ĐANG CẦN BẠN GIÚP ĐỠ 👉	Tối (19pm - 2...)	Week 2	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách

Thứ 3	28/02/2023	Barista 101	🇺🇸 AMERICANO - MỘT ĐẶC TRƯNG RẤT MỸ	Tối (19pm - 2...)	Week 2	hB1X1YmnoZnxVlMwG...	Đã hoàn thành	Lê Minh Bách
Thứ 4	01/03/2023	Barista 101	☕ COFFEE AND MATCHA FUSION - SỰ KẾT HỢP HẢI HÒA ☕	Chiều (16pm - ...)	Week 2	2tqg3xpa7i8JlWoKiANH...	Đã hoàn thành	Lê Minh Bách
Thứ 5	02/03/2023	Barista 101	❄ COLD BREW - CÀ LẠNH VÀ SỰ THĂNG HOA VỊ GIÁC	Trưa (11am - ...)	Week 2	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
Thứ 6	03/03/2023	Barista 101	🍫 HOT COCOA - SƯỜI ẤM NHƯNG NGÂY SE LẠNH	Tối (19pm - 2...)	Week 2	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
		Barista 101	🍷 TRÀ ĐÀO ATISO ĐỎ - HƯƠNG THƠM VÀ VỊ NGON DẪY BẤT NGỜ	Chiều (16pm - ...)	Week 2	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
Chủ Nhật	05/03/2023	Loa loa loa loa!	🇻🇳 RA MẮT STICKER 7 BARISTA ĐÁNG YÊU NGỘ NGHĨNH 🇻🇳	Sáng (7am - ...)	Week 2	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
		Barista 101	🍷 NƯỚC CAM - HƯƠNG VỊ NGỌT NGÀO TỪ THIÊN NHIÊN VIỆT NAM	Tối (19pm - 2...)	Week 2	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách

Week 3		Phase 3 - Desire						
Thứ 2	06/03/2023	Barista 101	💎 HARIO V60 - NÉT ĐẸP TINH TẾ CỦA CÀ PHÊ PHA LỂ	Chiều (16pm - ...)	Week 3	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
Thứ 3	07/03/2023	Cướp biển vùng "Cafe-Bar"	👤 YOHOHO! - CÙNG CÁC BARISTA SET THUYỀN RA KHƠI NÃO 👤	Sáng (7am - ...)	Week 3	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
Thứ 4	08/03/2023	Barista 101	🍷 SALTY SMOOTH - ĐIỂM NHẤN VỀ SỰ MẠNH MẼ CỦA PHỤ NỮ 🍷	Sáng (7am - ...)	Week 3	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
Thứ 5	09/03/2023	Barista 101	🍷 PINEAPPLE & APPLE JUICE - CƠN GIÓ ỒC ĐẢO TỪ HỖN HỢP NƯỚC ÉP 🍷	Tối (19pm - 2...)	Week 3	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
Thứ 6	10/03/2023	Barista 101	💖 MACCHIATO CARAMEL - HƯƠNG VỊ ĐÁNG NGỌT HÒA QUYỀN 💖	Chiều (16pm - ...)	Week 3	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
		Chuyện chưa kể bên quầy Bar	Đôi khi chỉ cần ánh mắt là đủ	Tối (19pm - 2...)	Week 3	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách
Chủ Nhật	12/03/2023	Barista 101	🇻🇳 CAFE JOLLY - TỪ CAO NGUYÊN ĐẾN CÔNG THỨC VỊ DIỆU	Sáng (7am - ...)	Week 3	The Seventh Barista - F...	Đã hoàn thành	Lê Minh Bách

Week 4		Phase 3 - Desire						
Thứ 2	13/03/2023	Loa loa loa loa!	GIỚI THIỆU BẦY BÈ BARISTA ĐĂNG EO CỦA QUÂN ĐÃ CÓ MẶT TRÊN INSTAGRAM 📸	Sáng (7am - ...)	Week 4	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
		Barista 101	☕ ĐÀ CACAO LẠI CÒN DỪA, COCONUT COCOA ĐONG DÂY HƯƠNG VỊ	Chiều (16pm - ...)	Week 4	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 3	14/03/2023	Barista 101	🔥 HOT POT TEA - MÓN QUÀ GẮN KẾT VÀ SẼ CHIA	Sáng (7am - ...)	Week 4	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 4	15/03/2023	Barista 101	☕ AFFOGATO - NGHỆ THUẬT TUYỆT ĐỈNH CỦA SỰ PHA TRỘN	Tối (19pm - 2 ...)	Week 4	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 5	16/03/2023	Barista 101	🍋 CANTALoupES JUICE - NGỌT ĐẾN TUNG LÁT CÁT	Trưa (11am - ...)	Week 4	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 6	17/03/2023	Chuyện chưa kể bên quầy Bar	9 người, 10 ý	Tối (19pm - 2 ...)	Week 4	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Chủ Nhật	19/03/2023	Chuyện chưa kể bên quầy Bar	Nói ít thôi	Sáng (7am - ...)	Week 4	https://www.facebook.co	Đã hoàn thành	Lê Minh Bách
		Barista 101	🌊 KALITA WAVE - LÀN SÓNG NGUYÊN CHẤT VÀ NGUY HIỂM 🌊	Tối (19pm - 2 ...)	Week 4	https://www.facebook.co	Đã hoàn thành	Lê Minh Bách

Week 5		Phase 3 - Desire						
Thứ 2	20/03/2023	Barista 101	☕ Cà phê đen - Tách hương vị nguyên bản từ hạt cà phê	Sáng (7am - ...)	Week 5	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 3	21/03/2023	Barista 101	☕ ICED MILK ESPRESSO - NGÂM ĐĂNG, SỮA ĐÀ THÊM NGỌT	Sáng (7am - ...)	Week 5	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 4	22/03/2023	Barista 101	☕ AEROPRESS - ĐƯA HƯƠNG VỊ BAY XA VÚT TRỜI	Tối (19pm - 2 ...)	Week 5	(3) The Seventh Barista	Đã hoàn thành	Lê Minh Bách
Thứ 5	23/03/2023	Barista 101	🍋 TRÁ DẦU - THẦN KỲ, TÌNH TẾ, LẠI CÒN THƠM NGON MÁT LẠNH	Chiều (16pm - ...)	Week 5	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 6	24/03/2023	Chuyện chưa kể bên quầy Bar	Mọi thứ đều có giới hạn	Trưa (11am - ...)	Week 5	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 7	25/03/2023	Barista 101	🍠 SWEET POTATO - KHOAI TÍM THẮNG HOA TRONG VỊ SỮA	Chiều (16pm - ...)	Week 5	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Chủ Nhật	26/03/2023	Loa loa loa loa!	GIỚI THIỆU MENU MỚI ĐÃ ĐÁP CẢNH TẠI QUÁN ☕	Sáng (7am - ...)	Week 5	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
		Chuyện chưa kể bên quầy Bar	Chủ quán và... dân báo con	Tối (19pm - 2 ...)	Week 5	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách

Week 6		Phase 3 - Desire						
Thứ 2	27/03/2023	Loa loa loa loa!	🔔 THÔNG BÁO TOÀN BỘ MỐC KHÓA ĐÃ ĐƯỢC TRAO HẾT 🏆	Sáng (7am - ...)	Week 6	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 3	28/03/2023	Barista 101	🍫 CHOCOLATE COFFEE - ĐAM SAY HƯƠNG VỊ NGỌT NGÀO	Tối (19pm - 2 ...)	Week 6	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 4	29/03/2023	Loa loa loa loa!	📺 GIỚI THIỆU: MỘNG BARISTA MOTIVATIONAL VIDEO SÁP RA MẮT 🏆	Tối (19pm - 2 ...)	Week 6	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 5	30/03/2023	Barista 101	☕ FRESH COCO COFFEE - MỘT NGỤM NGẬP TRÀN SỨC SỐNG	Sáng (7am - ...)	Week 6	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 6	31/03/2023	Loa loa loa loa!	🌟 [MỘNG BARISTA] - HÃY TRỞ THÀNH BARISTA CỦA CHÍNH BẠN	Tối (19pm - 2 ...)	Week 6	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 7	01/04/2023	Barista 101	🧪 CHEMEX - HỘP CHẤT HÓA HỌC TỪ HÀNH TINH XA	Tối (19pm - 2 ...)	Week 6	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách

Week 7		Phase 4: Action						
Thứ 2	03/04/2023	Barista 101	☕ LATTE - SIÊU ANH HÙNG CỦA TÌNH THẦN	Tối (19pm - 2 ...)	Week 7	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 4	05/04/2023	Barista 101	🍋 TRÁ MASALA - GIA VỊ TÌNH TẾ TRONG TỪNG GIỌT	Tối (19pm - 2 ...)	Week 7	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 6	07/04/2023	Chuyện chưa kể bên quầy Bar	THE SEVENTH BARISTA...?	Tối (19pm - 2 ...)	Week 7	The Seventh Barista - F	Đã hoàn thành	Lê Minh Bách
Thứ 7	08/04/2023	Barista 101	🥐 CROISSANT - MỘT CHUYẾN DU LỊCH VỚI ÂM THỰC PHÁP	Tối (19pm - 2 ...)	Week 7		Đã hoàn thành	Lê Minh Bách
Chủ Nhật	09/04/2023	Chuyện chưa kể bên quầy Bar	CẢM ƠN VÌ ĐÃ ĐẾN	Sáng (7am - ...)	Week 7		Chưa hoàn thành	Lê Minh Bách
Chủ Nhật	09/04/2023	Khác	Tạm biệt	Tối (19pm - 2 ...)	Week 7		Chưa hoàn thành	Lê Minh Bách

Figure 46: Social Media Content Calendar Planning

CHAPTER 5. MEDIA PRODUCTION

5.1 Pre-production stage

5.1.1. Overview

Title: Mơng Barista (Barista' dream)

Genre: Emotional, inspirational

Theme: Journey of a coffee shop owner

Duration: 5 minutes

Logline: When we are young, we often harbor grand aspirations and dreams for our future. However, as we grow older, we are confronted with the harsh realities and pressures of life and society, which often make us lose sight of those aspirations. Nevertheless, if we persist in holding onto our beliefs and passions, those dreams will continue to reside within our hearts, waiting to be fulfilled. It may take some time, but eventually, we will witness the realization of those dreams. It is imperative that we never give up on our dreams, as they are the driving force that compels us to move forward and remain steadfast on the path we have chosen. We should always strive to maintain our enthusiasm and determination, no matter the obstacles that may arise, for it is through this steadfastness that we can bring our aspirations to fruition.

Tagline: Hãy trở thành Barista của chính bạn.

Synopsis: The scene is set in a bustling bar cafe with the sound of dispensers and customers chatting. The main character, Bảy, is the owner of this crowded cafe and is a passionate barista. However, not many people know that he also had a dream and ambition when he was younger. The scene then changes to a young man who had a hobby of reading comics and dreamed of becoming the hero of those books. He also wrote novels and created his own fictional characters and fantasy world. He worked part-time at a coffee shop, where he was a humble but enthusiastic and hard-working coffee waiter.

After a long day of work, he came home tired and realized that he had not paid this month's rent. This left him feeling depressed, and he had to put his dream away to make more money. He had to leave behind his books, novels, and fictional characters. However, he could not forget his passion. One day, while sitting down exhausted, he picked up a pile of comics he had left in a corner of his room and read them with interest.

Ten years later, he returned to the bar cafe space, but this time as the owner of a cafe bar. The characters he created in his youth had now become seven Chibi characters, representing the menu of the restaurant. He happily served coffee to his guests, opened the door to welcome them and bid them farewell, and returned to the shop where he flipped through the menu of the restaurant and saw the seven characters he had created. He smiled happily as if they were smiling back at him. His dreams and passion had become a reality, and he was now living the life he had always wanted.

5.1.2. Characters

a. Main characters

• BẢY LÚC CÒN TRẺ:

Age: 23 years old.

Gender: Male

Occupation: Students, work part-time at coffee shop

Background: Having a passion for reading comics, loving cartoon characters, he spends most time imagining and creating characters and stories around them.

Appearance: Balanced, nerd, wearing glasses

• BẢY LÚC VỀ GIÀ:

Age: 50 years old.

Gender: Male

Occupation: The Seventh Barista owner

Background: He was the owner of The Seventh Barista. However, he still didn't forget his passion, turning his coffee into characters, bringing color to the shop.

Appearance: Old but still strong, balanced, wearing glasses

b. Other characters

- **Khách hàng đầu TVC:**

Age: 22 years old.

Gender: Male or Female

Occupation: Students

Appearance: Can't see face clearly

- **Chủ quán cà phê cũ:**

Age: 30 years old.

Gender: Male

Occupation: Coffee shop owner

Appearance: Tall, dusty but very gentle

5.1.3. Talent

a. TVC Actor

- **BẢY LÚC CÒN TRẺ:**

Name: Đặng Phú Quý

Role: Main Actor

Resume: Currently, Quy is acting mainly on tik tok platforms and short films.



Figure 47: Đặng Phú Quý

BẢN THỎA THUẬN NGUYÊN TẮC HỢP TÁC DIỄN VIÊN DỰ ÁN PHIM NGÂN “MỘNG BARISTA”	
Tp.HCM., ngày.... thángnăm	
Chúng tôi gồm có, Bên A: The Seventh Barista Bên B: Đặng Phú Quý Cùng thỏa thuận ký thỏa thuận hợp tác này với các điều khoản và điều kiện sau đây:	
ĐIỀU 1: NỘI DUNG BẢN THỎA THUẬN	
<ul style="list-style-type: none">Hai bên tham gia ký kết bản thỏa thuận này trên cơ sở quan hệ đối tác, bình đẳng và cùng có lợi theo đúng các quy định đã đề ra.Các nội dung trong bản thỏa thuận này chỉ được sửa đổi khi có sự thỏa thuận đồng ý của hai bên và được thống nhất bằng văn bản.Thời gian thực hiện công việc: Ngày 14/03/2023Thỏa thuận có hiệu lực đến hết quá trình thực hiện dự án: Ngày 31/3/2023.	
ĐIỀU 2: TRÁCH NHIỆM CỦA BÊN A	
<ul style="list-style-type: none">Cung cấp đầy đủ những thông tin, tài liệu liên quan đến dự án phim cho bên B.Hỗ trợ các khoản chi hậu cần, đi lại, ăn uống cho bên B theo thỏa thuận.Toàn quyền sử dụng hình ảnh, video, bản thu âm, ghi hình của bên B trong quá trình làm dự án.Chỉ tiết lộ các thông tin cá nhân khi có sự chấp thuận của bên B.Đảm bảo sản phẩm ra mắt đúng với kế hoạch dự kiến (dự kiến công chiếu ra mắt: Tháng 31/03/2023)Đề cao tinh thần, trách nhiệm hợp tác làm việc giữa bên A và bên B, không tự ý ngưng hủy công việc được giao khi dự án đang thực hiện (trừ trường hợp nhà có tang, bệnh tật,...)Đảm bảo tất cả các kế hoạch, hoạt động trong dự án đúng tiến độ.	
ĐIỀU 3: TRÁCH NHIỆM CỦA BÊN B	
<ul style="list-style-type: none">Yêu cầu bên A cung cấp đầy đủ những thông tin, tài liệu liên quan đến dự án “MỘNG BARISTA”.Đảm bảo luôn đúng tiến độ trong quá trình thực hiện dự án, đề nghị không đến địa điểm ghi hình muộn so với kế hoạch ban đầu.Thực hiện công việc theo đúng nội dung đã thỏa thuận ban đầu.Chỉ tiết lộ các thông tin của dự án khi có sự chấp thuận của bên A.Không tự ý đăng tải các sản phẩm, thông tin của dự án khi chưa có sự cho phép của bên A.Trong quá trình thực hiện dự án, nếu có vấn đề ảnh hưởng đến tiến độ cần thông báo ngay để đôi bên cùng giải quyết.	
ĐIỀU 4: ĐIỀU KHOẢN CHUNG	
<ul style="list-style-type: none">Hai bên cam kết thực hiện nghiêm túc các điều khoản trong bản thỏa thuận này. Trong quá trình thực hiện dự án nếu có khó khăn gì hai bên cùng giải quyết trên tinh thần hợp tác. Tránh gây mâu thuẫn tính cảm cá nhân.Quy định về vấn đề thời gian: Đến phim trường đúng thời gian thỏa thuận theo kế hoạch (Nếu đến trễ sẽ nộp phạt: 50.000 VND/15 phút).Bản thỏa thuận được lập thành 2 bản, mỗi bên giữ 01 bản có giá trị ngang nhau.	
Tp. Hồ Chí Minh, Ngày Tháng Năm	
Bên A	Bên B
(Ký và ghi rõ họ tên)	(Ký và ghi rõ họ tên)

Figure 48: Actor hire contract

● BẢY LÚC VỀ GIÀ:

Name: Nguyễn Hữu Hiền

Role: Main Actor

Resume: He is the owner of The Seventh Barista, our client.



Figure 49: Nguyễn Hữu Hiền

b. Voice off actor

Name: Lê Quan Nhân

Role: Voice off Actor

Resume: Used to be a child star in Mũi Ngò Gai, voiceover for different big and small projects, inspiring voice-reading classes, owning a Tik Tok channel with 1 million followers.



Figure 50: Lê Quan Nhân

BẢN THỎA THUẬN NGUYỄN TÁC HỢP TÁC LÔNG TIẾNG
DỰ ÁN PHIM NGÂN “MỘNG BARISTA”

Tp.HCM., ngày.... thángnăm

Chúng tôi gồm có,
Bên A: The Seventh Barista
Bên B: Lê Quan Nhân
Cùng thỏa thuận ký thỏa thuận hợp tác này với các điều khoản và điều kiện sau đây:

ĐIỀU 1: NỘI DUNG BẢN THỎA THUẬN

- Hai bên tham gia ký kết bản thỏa thuận này trên cơ sở quan đối tác, bình đẳng và cùng có lợi theo đúng các quy định đã đề ra.
- Các nội dung trong bản thỏa thuận này chỉ được sửa đổi khi có sự thỏa thuận đồng ý của hai bên và được thống nhất bằng văn bản.
- Thời gian thực hiện công việc: Ngày 21/03/2023.
- Thỏa thuận có hiệu lực đến hết quá trình thực hiện dự án: Ngày 31/ 3/2023.

ĐIỀU 2: TRÁCH NHIỆM CỦA BÊN A

- Cung cấp đầy đủ những thông tin, tài liệu liên quan đến dự án phim cho bên B.
- Hỗ trợ các khoản chi hậu cần, đi lại, ăn uống cho bên B theo thỏa thuận.
- Toàn quyền sử dụng bản thu âm của bên B trong quá trình làm dự án.
- Chi tiết lộ các thông tin cá nhân khi có sự chấp thuận của bên B.
- Đảm bảo sản phẩm ra mắt đúng với kế hoạch dự kiến (dự kiến công chiếu ra mắt: Tháng 31/03/2023)
- Đề cao tinh thần, trách nhiệm hợp tác làm việc giữa bên A và bên B, không tự ý ngưng hủy công việc được giao khi dự án đang thực hiện (trừ trường hợp nhà có tang, bệnh tật,...)
- Đảm bảo tất cả các kế hoạch, hoạt động trong dự án đúng tiến độ.

ĐIỀU 3: TRÁCH NHIỆM CỦA BÊN B

- Yêu cầu bên A cung cấp đầy đủ những thông tin, tài liệu liên quan đến dự án “MỘNG BARISTA”.
- Đảm bảo luôn đúng tiến độ trong quá trình thực hiện dự án, đề nghị không đến địa điểm thu âm muộn so với kế hoạch ban đầu.
- Thực hiện công việc theo đúng nội dung đã thỏa thuận ban đầu.
- Chi tiết lộ các thông tin của dự án khi có sự chấp thuận của bên A.
- Không tự ý đăng tải các sản phẩm, thông tin của dự án chưa có sự cho phép của bên A.
- Trong quá trình thực hiện dự án, nếu có vấn đề ảnh hưởng đến tiến độ cần thông báo ngay để đôi bên cùng giải quyết.

- Đề cao tinh thần, trách nhiệm làm việc hợp tác giữa bên A và bên B, không tự ý ngưng (hủy) công việc được giao khi dự án đang thực hiện (trừ trường hợp nhà có tang, bệnh tật,...).
- Hoàn tất các công việc về lĩnh vực quay, dựng đúng thời hạn được giao.

ĐIỀU 4: ĐIỀU KHOẢN CHUNG

- Hai bên cam kết thực hiện nghiêm túc các điều khoản trong bản thỏa thuận này. Trong quá trình thực hiện dự án nếu có khó khăn gì hai bên cùng giải quyết trên tinh thần hợp tác. Trình bày mâu thuẫn tình cảm cá nhân.
- Quy định về vấn đề thời gian: Đến phim trường đúng thời gian thỏa thuận theo kế hoạch (Nếu đến trễ sẽ nộp phạt: 50.000 vnd/15 phút).
- Bản thỏa thuận được lập thành 2 bản, mỗi bên giữ 01 bản có giá trị ngang nhau.

Tp. Hồ Chí Minh, Ngày Tháng Năm

Bên A

(Ký và ghi rõ họ tên)

Bên B

(Ký và ghi rõ họ tên)

Figure 49: Voice off actor hire contract

5.1.4. Script

INT. THE SEVENTH BARISTA. DAY

Tại quán The Seventh Barista, khách hàng đang trò chuyện rộn ràng bên quầy bar, âm thanh huyền ảo hòa lẫn với tiếng máy pha chế, tạo thành một tập âm tuối vui mà bất cứ người chủ quán cà phê nào cũng mong muốn được nghe thấy mỗi ngày.

QUAY ĐẠN XEN CẢNH PHA CHẾ QUẦY BAR VỚI CẢNH KHÁCH HÀNG TẠI QUÁN VÀ KHÔNG GIAN CỦA QUÁN.

Giới thiệu Bầy giá, anh ấy là chủ của quán cà phê đồng khách này, đồng thời cũng là một Barista tràn đầy nhiệt huyết.

BÊN QUẦY BAR. BẦY PHA CHẾ, TRÒ CHUYỆN VỚI KHÁCH.

Một khách hàng mò của bước vào quán, đứng trước quầy thanh toán để gọi món. Bầy giá ra tiếp khách, niềm nở chào hỏi. Khách hàng chỉ vào menu mới của quán gật đầu, ngụ ý khen menu đẹp.

QUAY CẬN. MENU MỚI CỦA QUÁN.

Bầy giá mỉm cười cảm ơn. Chủ cũng nhìn vào menu và nhìn thấy 7 nhân vật chibi trong đó.

QUAY CẬN VÀO MENU. 7 NHÂN VẬT CHIBI.

Ánh mắt Bầy giá bỗng trở nên hoài niệm. Mấy ai biết thời còn trẻ, chủ cũng có một đam mê.

QUAY SÁT VÀO MENU. CHUYỆN CẢNH VỀ QUÁ KHỨ.

INT. PHÒNG TRỢ. DAY

Trong căn phòng thuê chật hẹp, Bầy trẻ miệt mài đọc truyện tranh, trong đầu anh lúc này là cả một thế giới giả tưởng bao la.

QUAY CẬN. BẦY ĐUA MẮT THEO TỪNG TRANG TRUYỆN.

QUAY CẬN. BẦY LẬT TỪNG TRANG TRUYỆN.

Không những thích đọc truyện, Bầy còn có đam mê vẽ tranh. Đặt quyển truyện sang bên, Bầy hi hục vẽ gì đó lên mặt giấy A4.

Đang vẽ thì Bầy dùng bút, anh thất vọng lắc đầu, vô tội giấy A4 đó quăng xuống đất.

QUAY CẬN. RẤT NHIỀU TỜ A4 BỊ VỎ DƯỚI BÁT.

Bầy nhìn đồng hồ bên đúng dây vì nhận ra đã tới giờ mình đi làm thêm. Anh rời khỏi phòng.

EXT. QUÁN CÀ PHÊ. DAY

Ở quán cà phê nơi anh làm thêm. Bầy thực chất chỉ là một nhân viên bụng bẽ nhưng rất chăm chỉ.

Khách quen chỉ vừa bước vào quán, ngồi xuống ghế thoải, Bầy đã bung cà phê ra vì anh biết đây là món mà anh ta thường gọi. Khách cũng hài lòng.

Một khách khác kêu tỉnh tỉnh, Bầy vui vẻ nhanh chóng chạy lại quầy thu ngân thôi tiến lại cho khách. Sau đó, anh theo khách tới tận cửa, mở cửa cho khách, cúi người tiễn khách ra về.

Giờ giải lao, anh ngồi phía sau quán, tiếp tục miệt mài vẽ tranh thì bị chủ quán gọi lại.

Chủ quán đưa cho anh một phong thư. Bầy mở ra, bên trong đó ngoài vài tờ tiền ra còn có một lá đơn cho thôi việc.

QUAY TỪ SAU LƯNG BẦY. CHỦ QUÁN LẮC ĐẦU.

Bầy nhìn ra quán cà phê, ngoài những vị khách vừa về hồi nãy thì quán không còn một ai.

Tình hình kinh doanh của quán không thuận lợi, Bầy hiểu và thông cảm cho chủ quán nên cũng cúi đầu xin lỗi với anh.

Chủ quán vỗ vai Bầy, đưa cho anh một ly cà phê cuối cùng như một món quà tạm biệt.

EXT. TRÊN ĐƯỜNG. NIGHT

Bầy thò thần bước về trọ, một tay cầm ly cà phê, một tay cầm bảng vẽ trắng toát.

Tuy nán chĩ, Bầy vẫn bước đi về phía trước.

INT. PHÒNG TRỢ. NIGHT

Trước cửa phòng trọ, Bầy nhìn thấy dán tấm bảng cánh cáo đã quá hạn thuê phòng của chủ trọ.

Với ánh mắt buồn bã, Bầy gõ tấm bảng ấy xuống và một mối lè tâm thần bước vào phòng.

Bầy ngồi thụp xuống bàn. Cầm bút lên, Bầy tiếp tục vẽ tranh. Nghĩ tới chuyện sáng nay...

FLASH BACK LÀ ĐƠN NGHỈ VIỆC VÀ BẢNG CẢNH CÁO.

Áp lực từ cuộc sống làm Bầy không thể sáng tạo, anh lại tiếp tục vô giấy ném xuống đất.

Bầy nhảy lên giường nằm thò thần. Anh tiếp tục lấy truyện tranh ra đọc để quên đi nỗi buồn.

Vừa đọc truyện, anh với tay nhặt ly cà phê chủ quán tặng lên để uống. Bỗng chốc, một ý tưởng như bất chợt nảy lên trong đầu anh.

QUAY KIỆU GÓC NHÌN THỨ NHẤT. TỪ MỘT NHÂN VẬT TRONG QUYỂN TRUYỆN. BẦY LIỀM SÁNG LY CÀ PHÊ.

Figure 51 (1): Script of Emotional Video “Mộng Barista” page 1 and 2

Bầy lập tức leo lên bảng, khắc họa lên Roberto – nhân vật đầu tiên mà anh tạo ra phỏng theo hình ảnh của ly cà phê sữa đá đó.

CAMERA PHÒNG DẦN RA XA RỜI MỜ DẦN. BẦY VẪN MIỆT MÀI VẪN VẪN. CAMERA ĐƯA LÊN CAO.

INT. THE SEVENTH BARISTA. DAY

CAMERA ĐƯA XUỐNG DƯỚI. CHUYỆN CẢNH VỀ THE SEVENTH BARISTA. NHIỀU NĂM SAU.

CHÈN VÀO VÀI CẢNH KHÔNG GIAN QUÁN.

Bầy giá hiện nay đã trở thành chủ của một quán cà phê bar.

QUAY CẬN. NHÂN VIÊN ĐẶT KHAY CÀ PHÊ LÊN QUẦY.

Bầy vẫn vui vẻ nhặt khay đó lên, tự tay bung cà phê tới tận tay khách như thời còn trẻ.

Bầy vui vẻ cúi chào, chúc khách uống ngon miệng.

EXT. BÊN NGOÀI 1 QUÁN CÀ PHÊ KHÁC. DAY

Bầy trẻ cùng một nhân viên bước ra khỏi quán cà phê sau khi phỏng vấn.

Anh chào nhân viên đó, vui vẻ cầm trên tay bộ đồng phục mới ra về.

INT. THE SEVENTH BARISTA. DAY

Bầy giá ngồi ở quầy bar, tự tay vẽ menu mới.

EXT. CÔNG VIÊN. DAY

Bầy trẻ ngồi trên một băng ghế tại công viên tiếp tục vẽ tranh, vừa uống cà phê.

Anh đặt ly cà phê đó xuống kế bên mình.

QUAY CẬN CẢNH LY CÀ PHÊ ĐÓ.

INT. THE SEVENTH BARISTA. DAY

QUAY CẬN. CHUYỆN CẢNH. LY CÀ PHÊ TRONG CÔNG VIÊN CHUYỂN THÀNH LY CÀ PHÊ TAKE AWAY CÓ DÁN STICKER ROBERTO TẠI THE SEVENTH BARISTA.

Vị khách ở cảnh đầu tiên nhận lấy ly cà phê đó và vui vẻ chào Bầy rồi đẩy cửa ra về.

Bầy cũng vui vẻ chào vị khách đó.

Sau khi vị khách ấy về rồi, Bầy nhìn lại menu. Chủ lật từ trang này sang trang kia, bắt giác mỉm cười, một nụ cười mang vẻ hoài niệm.

5.1.5. Voice off

[Before the video starts - Black space]

Một ly cà phê hoàn hảo không thể đạt được chỉ sau một lần pha.

[Video start] [00:01 - 01:42] No voice.

[01:44 - 03:58]

Khi còn trẻ, chúng ta thường có những ước mơ lớn lao, mong muốn khám phá thế giới hay trở thành những người đặc biệt. Khi trưởng thành, thực tế lại đẩy lùi những giấc mơ đó, áp lực xã hội, công việc, gia đình vô tình trở thành những trở ngại khiến chúng ta quên mất mục tiêu và niềm đam mê.

Cũng như trong quá trình pha chế cà phê thường đi kèm với nhiều thử thách và sai lầm, từ việc chọn hạt cà phê đến điều chỉnh nhiệt độ và thời gian pha. Nhưng đó không phải là tất cả. Để tạo ra một tách cà phê ngon chuẩn vị, chúng ta cần thêm vào đó sự tận tâm, tình yêu và kiên nhẫn. Đây chính là những phẩm chất cần thiết để đạt được mục tiêu lớn trong cuộc sống.

Hãy để giấc mơ và hoài bão dẫn đường, chúng ta sẽ không bao giờ bị đánh bại và hãy theo đuổi niềm đam mê đến cùng. Hãy cùng nhau thưởng thức một tách cà phê Arabica thơm ngon và cảm nhận sự kiên trì và nỗ lực để đạt được mục tiêu chính như việc pha chế một ly cà phê hoàn hảo.

Dù chỉ một giây phút ngắn ngủi, đừng bao giờ nói lời từ bỏ. Hãy nhớ rằng, không bao giờ quá trễ để theo đuổi đam mê. Bất kỳ ai cũng có thể làm được nếu họ có đủ quyết tâm, phấn đấu. Hãy tưởng tượng những gì chúng ta có thể đạt được nếu không bỏ cuộc trước những khó khăn và thử thách. Chúng ta có thể trở thành những người giúp đỡ và lan tỏa tình yêu thương, tạo ra những tác động tích cực trong xã hội và cộng đồng.

Việc đạt được ước mơ lớn lao không phải là điều dễ dàng. Thành công không phải là một đường thẳng, nó là một hành trình đầy thử thách, gian lao.

[04:18 - End of the video]

Nếu ta biết cách kiên trì và không bỏ cuộc, chúng ta sẽ đạt được mọi điều mình muốn. Và tất nhiên, cà phê Arabica cũng là một phần của cuộc hành trình đó. Nó không chỉ là một loại đồ uống mà còn là một nguồn cảm hứng để chúng ta vượt qua mọi khó khăn và nỗ lực, đạt được ước mơ của mình. Và đừng bao giờ quên, một tách cà phê ngon không chỉ là kết quả của quá trình pha chế, mà còn là kết quả của tâm hồn và tình yêu thương của một người Barista.

[Logo Appear] "Hãy dẫn thân vào đam mê, và trở thành Barista của chính bạn."

5.1.6. Shotlist

Scene	Shot	Angle	Shot size	Movement	Subject	Shoot (sec)	Note	Checklist
1	1	Eye level	Medium Long	Tilt	quán cà phê Barista	4,00	quay từ trên quán xuống, đó trong quán quay xung quanh	
	2	Eye level	Medium Long	Dolly shot	2 Khách (1 nam 1 nữ)	3,00	- khách đang trò chuyện với nhau vui vẻ - thấy được nhân viên đang làm việc	
	3	Eye level	Medium closeup	Static	dụng cụ dụng cả phê	2,00	Quay từ tay barista lấy ly đưa vào máy pha cà phê	
	4	Shoulder level	Long	Static	Bầy giá	2,00	đặt máy ngay thang máy 7 từ thang máy bước vào khung hình trước mặt là quán cà phê	
	5	Eye level	Big Closeup	Zoom	Bầy giá	1,00	quay cận mặt zoom đô thấy Bầy nở nụ cười mãn nguyện	
	6	Eye level	Medium Long	Pan	không gian quán	2,00	đặt ngang mắt vị trí của 7 nhìn thấy xung quanh thấy đông quán	
	7	Knee level	Medium closeup	Static	chiếc chuông	1,00	thấy chiếc chuông ở giữa và thấy được cánh cửa mở ra	
	8	Eye level	Medium Long	Static	bầy giá	2,00	lấy bóng của khách hướng về phía 7 đang tiến lại khách	
	9	Knee level	Closeup	Static	bầy giá	2,00	lấy bóng của menu thấy 7 niềm nở trò chuyện vs khách	
	10	Shoulder level	Mild	Static	bầy giá và khách	2,00	lấy từ kính lấy vào trong thấy 7 chỉ menu và khách gạt đầu và đưa tay like	
	11	Eye level	Big Closeup	Static	bầy giá	2,00	lấy cận 7 nở 1 nụ cười tươi	
	12	High level	Medium closeup	Static	menu	2,00	handheld qua vai bầy thấy menu	
	13	Knee level	Closeup	Zoom in	chủ 7	4,00	quay mở cuốn lịch thấy 7 nhìn menu vs ánh mắt triu mến	
2	13	Knee level	Closeup	Zoom in	chủ 7	4,00	quay mở cuốn lịch thấy 7 nhìn menu vs ánh mắt triu mến	
	14	Ground level	Closeup	Zoom out	cuốn menu	2,00	quay từ phía cánh tay 7 zoom menu	
	1	Knee level	Medium Long	Tilt	kệ tủ truyện	2,00	kệ tủ chứa những cuốn truyện	
	2	High level	Extreme closeup	Static	bầy trẻ	2,00	thấy con mắt bầy 7 đang đọc sách bên đèn	
	3	Dutch angle	Mild	Dolly shot	bầy trẻ	3,00	thấy 7 trẻ đang lật sách sách cuốn truyện, đồng thời thấy tệp giấy A4 bên góc bàn	
	4	Knee level	Medium closeup	Static	bầy trẻ	3,00	thấy 7 trẻ cất cuốn truyện sang tay trái sau đó lấy từ tay phải là đồ kê vẽ và tờ giấy vẽ	
	5	Knee level	Long	Zoom in	bầy trẻ	2,00	thấy bầy trẻ hi hục vẽ	
	6	Eye level	Big Closeup	Static	cây bút đang vẽ	1,00	cây bút dừng vẽ	
	7	Shoulder level	Medium closeup	Zoom in	cây bút đặt trên bàn	1,00	cây bút đặt nhanh trên bàn	
	8	Knee level	Mild	handheld	tay vò giấy	2,00	tay đang vò giấy	
	9	Knee level	Medium Long	handheld	giấy vò	2,00	giấy vò ném giục gần sọt rác bên cạnh với đồng giấy bên ngoài sọt rác	
3	1	Hip level	Closeup	Static	Bầy trẻ	2,00	thấy 7 trẻ đang cột tạp dề của quán	
	2	Overhead	Medium Long	Static	không gian quán cơ cũ	3,00	thấy 7 trẻ đang làm việc chăm chỉ bưng nước các kiểu	
	3	Eye level	Closeup	Tracking shot	cái tay pha cơ	5,00	follow theo từng động tác pha cà phê của 7 trẻ	
	4	Hip level	Closeup	Static	ly cơ	1,00	ly cơ được đặt trên mâm	
	5	Eye level	Medium closeup	Tracking shot	bầy trẻ	3,00	7 trẻ bưng ly cà phê	
	6	Eye level	Closeup	Tracking shot	mâm bưng cà phê	2,00	7 trẻ cầm mâm bưng cơ cho khách	
	7	Hip level	Long	Static	bầy trẻ và khách	2,00	bầy trẻ đặt ly cơ cho khách khách nở nụ cười vs bầy	
	8	Low level	Medium Long	Tilt	đồng hồ quán và 7 trẻ	4,00	từ đồng hồ tilt xuống sau lưng bầy trẻ đang miệt mài vẽ thấy bóng dáng chủ quán đang bước tới	
	9	Hip level	Mild	Static	bầy trẻ và chủ	5,00	chủ đập vai 7 trẻ đang cười, chủ nói và 7 trẻ buồn	
	10	Hip level	Big Closeup	Static	tay chủ	2,00	tay chủ đưa phong bì cho bầy trẻ	
	12	Shoulder level	Big Closeup	Static	bầy trẻ	2,00	thấy bầy trẻ ngạc nhiên có chút xúc động	
	13	Overhead	Long	Static	bầy trẻ và chủ	3,00	thấy được chủ lắc đầu đồng thời thấy khách đi cuối cùng đi về	
	14	Hip level	Medium closeup	Static	tay cầm cơ	2,00	chủ đưa 7 trẻ ly cà phê	
	15	Hip level	Long	Static	7 trẻ	3,00	bầy trẻ đứng trước quán thấy chủ đóng xuống tay cầm ly cơ	

4	1	Hip level	Mild	Static	7 trẻ	3,00	bầy trẻ cầm ly cf đi bộ gần về tới nhà
	1	Shoulder level	Medium closeup	Static	bằng cảnh báo	2,00	quay sau lưng 7 trẻ bước vào khung hình thấy đứng sững lại thấy bằng cảnh báo
	2	Eye level	Big Closeup	Static	7 trẻ	1,00	bầy trẻ rung rung mắt thờ dài
	3	Hip level	Medium Long	Static	7 trẻ	2,00	bầy trẻ giục bằng cảnh báo và mở cửa phòng bước vào
	4	Hip level	Medium closeup	Tracking shot	7 trẻ	3,00	7 trẻ bước vào phòng rồi ngồi xuống
	5	Eye level	Medium closeup	Static	tay cầm bút	2,00	bầy trẻ lấy cây bút từ bên phải rồi bắt đầu vẽ tào lao
	6	Low level	Medium closeup	Static	7 trẻ	1,00	cảm xúc 7 trẻ thần thờ về như đúng rồi
	8	High level	Medium closeup	Static	đơn nghỉ việc và bằng cảnh báo	2,00	
	9	Hip level	Mild	Static	7 trẻ	2,00	vò đầu suy nghĩ về vẽ
	10	Hip level	Long	Static	7 trẻ	2,00	bầy trẻ giục tờ giấy
	11	Hip level	Medium closeup	Tracking shot	7 trẻ	3,00	foloow mắt bầy trẻ rồi ghé leo lên giường
	12	Hip level	Medium Long	Static	7 trẻ	2,00	nằm ulyt trên giường
	13	Hip level	Mild	Static	7 trẻ và ly cf	3,00	bầy trẻ xoay hướng ly cf, nét từ mặt bầy trẻ hướng quay sang ly cf
	14	Hip level	Medium Long	Static	7 trẻ	3,00	bầy trẻ lấy ly cf ngồi dầy uống rồi đặt ly cf xuống
	15	Hip level	Medium closeup	Static	ly cf	1,00	cận ly cf đặt xuống
	16	Hip level	Mild	Static	chiếc quạt quay	2,00	chiếc quạt quay thấy gió
	17	Hip level	Closeup	Static	tờ giấy chỉ bi	3,00	bay nhưng tờ giấy chibi cắt từa tung dính trên ly cf
	18	Hip level	Mild	Static	7 trẻ	4,00	bầy trẻ thần thờ trầm tư vô tình quay hướng ly cf bị dính tờ giấy bắt ngờ đổi sắc mặt
	1	Knee level	Closeup	Static	logo quán cf mới	1,00	nét rõ từ từ logo
	2	High level	Mild	Static	không gian quá và 7 già	3,00	thấy khách đặt món với chủ quán là 7 già
	3	Hip level	Closeup	Static	mâm cf và cf	1,00	ly cf đóc đặt trên khay
	4	Hip level	Mild	Tracking shot	bầy già và mâm cf	3,00	bầy già lấy mâm cf mang tới cho khách
	5	Hip level	Medium Long	Static	bầy già và khách	2,00	ly cf đóc bầy già đặt cho khách thấy 7 già mỉm cười nói chúc vui về với khách
	6	Hip level	Medium Long	Static	bầy già	3,00	pha cf v60
	8	Hip level	Closeup	Static	ly hứng nước cf	1,00	bầy già sẽ lấy ly hứng nước cf chảy xuống
	9	Hip level	Mild	Zoom in	ly cf v60	2,00	7 già đặt ly cf xuống quầy rồi in vào ly cf
	10	Hip level	Medium closeup	Static	ly cf take away	1,00	nhân viên đặt ly cf take away dán sticker
	11	Hip level	Mild	Static	7 già và khách	2,00	baấy già mở cửa cho khách vui về chào khách ra về rồi bước tới quầy có menu mới
	12	Low level	Mild	Zoom out	7 già và menu	5,00	7 già cầm menu rồi mỉm nguyện với menu này
TỔNG:						157,00	

Figure 52: Script of Emotional Video “Mộng Barista” page 3

5.1.7. Mood and tone

● Mood

The opening scene captures the essence of the café with its vibrant ambiance, diverse menu offerings and friendly service staff, all designed to entice customers. The camera pans through the café, showcasing the sleek design, the intricate brewing machines, and the hustle and bustle of customers.

As the TVC progresses towards the middle, the focus shifts to the protagonist of the story. We see him working tirelessly in the café, brewing coffee and serving customers with a smile. We are then transported to his past where we learn about his dreams and aspirations. A young man who had a passion for reading comics and creating fictional characters. But as life happened, he had to put his dreams on hold and work hard to make ends meet.

The protagonist's story is relatable and touches a chord with many viewers, as it shows the struggles of chasing one's dreams amidst the harsh realities of life. As the TVC reaches its climax, the protagonist's dream comes to fruition. We see him as the proud owner of The Seventh Barista, with his creations of Chibi characters becoming an integral part of the café's menu. This is a powerful message that encourages customers to pursue their dreams relentlessly and never give up, despite the challenges that life throws at them.

The final moments of the TVC are designed to inspire and motivate customers. The message of the campaign is clear – with passion, determination, and hard work, one can achieve their dreams. The Seventh Barista offers not only a great cup of coffee but also a message of hope and inspiration. It is a place where dreams come to life, and customers are encouraged to pursue their passions.

- **Tone**

In order to capture the warm and inviting atmosphere of the cafe, we have opted to use light brown tones throughout the TVC. These tones not only convey a sense of warmth and coziness, but they also serve to highlight the loneliness and struggle of the main character as he strives to pursue his dream. Despite the challenges he faces, the main character remains dedicated and focused, pouring his heart and soul into his work as a barista. As the TVC progresses, viewers will be able to see the dedication and passion that the protagonist brings to his craft, and the rewards that he is able to achieve as a result of his hard work and perseverance. Ultimately, the use of light brown tones serves to enhance the emotional impact of the TVC, drawing viewers in and helping them to connect with the story and the message that we are trying to convey.



Figure 53: The color pallet of the film 'Her' (Source: whistlingwoodsinternational.wordpress.com) [22]

5.2 Production stage

5.2.1. Production timeline

Tuần	Hạng mục	Chi tiết công việc	Team Phụ trách	Người thực hiện	Bắt đầu	Kết thúc
6		Outline kịch bản + Logline + Tagline	Team kịch bản	Xuân Anh+Bách	13/02	19/02
		Lên hoàn thiện kịch bản cho TVC	cả team	cả team	16/02	18/02
		Xác định lý do, mục đích, thông điệp TVC muốn truyền tải	cả team	cả team	16/02	19/02/2023
		Lên kế hoạch chi tiết Pre - Pro - Post cho TVC	cả team	cả team	16/02	18/02
		khảo sát địa điểm quay	Team Production	Xuân Anh	19/02	19/02
		Lên Template mẫu cho TVC	Team Production	Xuân Anh	18/02	18/02
		Lên kế hoạch cho nhân sự	cả team	cả team	18/02	18/02
7	Pre- Production	Hop góp ý, brainstorm những lỗ hổng	cả team	cả team	19/02	19/02
		Hoàn thành kịch bản Final	cả team	cả team	19/02	20/02
		Lên Moodboard cho phim	Team kịch bản	Xuân Anh+Bách	20/02	22/02
		Chốt nhân sự và tìm người cho hỗ trợ sản xuất dự án	Team Production	Xuân Anh	20/02	22/02
		áp bảng kế hoạch quản lý rủi	cả team	cả team	22/02	22/02
		Lên Callsheet	Team Production	Xuân Anh	22/02	25/02
		Hoàn thành Shotlist	Team Production	Xuân Anh	22/02	25/02
		Lên Storyboard	Team kịch bản	Xuân Anh+Bách	23/02	26/02
		Làm bảng mô tả nhân sự và bảng nhân sự phục vụ On Set	cả team	cả team	24/02	24/02
		Tính toán chi phí sản xuất	cả team	cả team	25/02	25/02
		Cast diễn viên cho TVC	Team Production	Xuân Anh	25/02	26/02
		Lên các thiết bị để sản xuất	Team Production	Xuân Anh	25/02	25/02
		foodboard trang phục cho nh	cả team	cả team	26/02	26/02
		Lên timeline cho ngày quay	cả team	cả team	26/02	26/02

8	Production	Làm Checklist và kiểm tra lại	Team Production	Xuân Anh	10-11/03	
		Bắt đầu quay TVC	cả team	cả team		
9	Post- Production	Dựng phim bản thử, Feedback	Team Production	Xuân Anh	12/03	13/03
		Color Grading	Team Production	Xuân Anh	13/03	15/03
		Hoàn thiện bản Final + Feedback	cả team	cả team	16/03	18/03
		Chốt bản Final	cả team	cả team	19/03	19/03
10	Post- Production	Chỉnh sửa lại sản phẩm theo nhận xét từ hội đồng	cả team	cả team		

Figure 54: “Mộng Barista” production timeline

5.2.2. Call Sheet

Director: Xuan Anh			Produce: the Seventh Barista team		Shooting Date : 14/03/2023	
Script: Minh Bách					Product : Mộng " Barista "	
Day	Unit	Name	Position	On set/ Date	Shooting time	Location
Morning	Talent	Nguyễn Hữu Hiền	Actor	6:30:00 AM	7:30:00 AM	43-27 Đường Số 8, Tân Hưng, Quận 7, Thành phố Hồ Chí Minh
		Quang Vinh	Supporting Actor			
		Huy Hoàng	Supporting Actor			
	Crew	Minh Bách	B.T.S Production Design			
		Xuân Anh	Production Design B.T.S Stylist			
		Khánh Phan	Camera operator			
		Trịnh Hoàng Vinh				
Bảo Lê	Light					
Afternoon	Talent	Đặng Phú Quý	Actor	1:30:00 PM	2:00:00 PM	435/2 Đ. Phạm Văn Đồng, Phường 11, Bình Thạnh, Thành phố Hồ Chí Minh
	Crew	Minh Bách	B.T.S Production Design			
		Xuân Anh	Production Design			
		Khánh Phan	B.T.S Stylist			
		Trịnh Hoàng Vinh	Camera operator			
		Bảo Lê	Light			
Evening	Talent	Đặng Phú Quý	Actor	6:30:00 PM	7:30:00 PM	158/8 Nguyễn Văn Đậu, phường 7, Bình Thạnh, TP.HCM
	Crew	Minh Bách	B.T.S Production Design			
		Xuân Anh	Production Design			
		Khánh Phan	B.T.S Stylist			
		Trịnh Hoàng Vinh	Camera operator			
		Bảo Lê	Light			

Figure 55: “Mộng Barista” Call sheet

5.2.3. Location

a. For filming

● The Seventh Barista:

The Seventh Barista is more than just a coffee shop; it is a labor of love that embodies the owner's passion for coffee and his desire to create a welcoming and unforgettable experience for all who visit. This is where his dreams have come true. As such, it holds a special place in his heart, and we are determined to create a unique atmosphere that captures the essence of his passion for coffee. One of the ways we can achieve this is by showcasing the bar space through stunning camera angles that highlight its unique features and inviting ambiance.



Figure 56: Filming at The Seventh Barista

Cộng Hòa Xã Hội Chủ Nghĩa Việt Nam
Độc Lập – Tự Do – Hạnh Phúc

**BẢN THỎA THUẬN HỢP ĐỒNG DỊCH VỤ HỢP TÁC
DỰ ÁN VIDEO TRUYỀN CẢM HỨNG "MỘNG BARISTA"**

Tp.HCM., ngày.... thángnăm

Chúng tôi gồm có,
Bên A: Nhóm The Seventh Barista
Địa chỉ: Lô E2a-7, Đường D1 Khu Công nghệ cao, P. Long Thạnh Mỹ, TP. Thủ Đức, TP. Hồ Chí Minh
Đại diện: Trần Nguyễn Xuân Anh
Chức vụ: Đạo diễn
Điện thoại: 0347112491

Bên B : Tiệm Cà Phê The Seventh Barista
Địa chỉ: 63 Đường 14, Khu Dân Cư Ven Sông, Phường Tân Phong, Quận 7, Thành phố Hồ Chí Minh
Đại diện: Nguyễn Hữu Hiền
Chức vụ: Chủ Quán
Điện thoại: 091 362 91 69

Cùng thỏa thuận ký thỏa thuận hợp tác này với các điều khoản và điều kiện sau đây:

ĐIỀU 1: NỘI DUNG BẢN THỎA THUẬN

- Bên B đồng ý hỗ trợ mặt bằng và cung cấp dịch vụ cho Bên A thực hiện tổ quay phim --- với chi tiết sau:

- + Địa điểm quay phim tại tiệm cà phê The Seventh Barista
- + Diện tích sử dụng: Khuôn viên bên ngoài và tầng trệt của cửa hàng
- + Thời gian thực hiện : 6 giờ 30 ngày 14/03/2023
- + Thời gian lắp đặt hệ thống âm thanh, ánh sáng và các hạng mục khác liên quan tới dự án trong vòng 8 giờ đồng hồ (bao gồm thời gian lắp đặt và tháo gỡ tất cả các hạng mục liên quan tới dự án, Bên B không tính thêm bất cứ chi phí nào liên quan tới thời gian lắp đặt và tháo gỡ).

- Hai bên tham gia ký kết bản thỏa thuận này trên cơ sở quan hệ hợp tác, bình đẳng và cùng có lợi theo đúng các quy định đã đề ra.

- Các nội dung trong bản thỏa thuận này chỉ được sửa đổi khi có sự thỏa thuận đồng ý của hai bên và được thống nhất bằng văn bản.
- Thời gian thực hiện công việc (dự kiến): Ngày 14/03/2023
- Thỏa thuận có hiệu lực đến hết quá trình thực hiện dự án: Ngày 31/3/2023 (dự kiến).

ĐIỀU 2: TRÁCH NHIỆM CỦA BÊN A

- Cung cấp đầy đủ những thông tin, tài liệu liên quan đến dự án phim cho bên B.
- Cam kết hỗ trợ quảng bá hình ảnh thương hiệu cho bên B theo thỏa thuận.
- Toàn quyền sử dụng hình ảnh, video, bản thu âm, ghi hình tại địa điểm của bên B trong quá trình làm dự án.
- Chi tiết lộ các thông tin cá nhân khi có sự chấp thuận của bên B.
- Đề cao tinh thần, trách nhiệm hợp tác làm việc giữa bên A và bên B, không tự ý ngưng hủy công việc được giao khi dự đang thực hiện.
- Đảm bảo tất cả các kế hoạch, hoạt động trong dự án đúng tiến độ.

ĐIỀU 3: TRÁCH NHIỆM CỦA BÊN B

- Yêu cầu bên A cung cấp đầy đủ những thông tin, tài liệu liên quan đến dự án video truyền cảm hứng "MỘNG BARISTA".
- Chịu trách nhiệm về an ninh, y tế, phòng cháy chữa cháy.
- Tạo mọi điều kiện thuận lợi cho bên A thực hiện công việc.
- Chi tiết lộ các thông tin của dự án khi có sự chấp thuận của bên A.
- Cung cấp nguồn điện, nước trong thời gian thực hiện dự án.
- Không tự ý đăng tải các sản phẩm, thông tin của dự án khi chưa có sự cho phép của bên A.
- Đề cao tinh thần, trách nhiệm làm việc hợp tác giữa bên A và bên B, không tự ý ngưng (hủy) công việc được giao khi dự án đang thực hiện.

ĐIỀU 4: ĐIỀU KHOẢN CHUNG

- Hai bên cam kết thực hiện nghiêm túc các điều khoản trong bản thỏa thuận này. Trong quá trình thực hiện dự án nếu có khó khăn gì hai bên cùng giải quyết trên tinh thần hợp tác. Tránh gây mâu thuẫn tình cảm cá nhân.
- Bản thỏa thuận được lập thành 2 bản, mỗi bên giữ 01 bản có giá trị như nhau.

Tp. Hồ Chí Minh, Ngày Tháng Năm

Bên A	Bên B
(Ký và ghi rõ họ tên)	(Ký và ghi rõ họ tên)

Figure 57: The Seventh Barista - Venue rental contract

● Tiệm cafe Thanh Ngọc:

At Tiệm cafe Thanh Ngọc, the owner's aspirations remain unfulfilled. One reason we selected this venue is due to its association with a group member's frequent patronage, while another is the establishment's nostalgic decor, which aligns perfectly with the past context in which our narrative unfolds.



Figure 58: Filming at Tiệm cafe Thanh Ngoc

Cộng Hòa Xã Hội Chủ Nghĩa Việt Nam
Độc Lập – Tự Do – Hạnh Phúc

**BẢN THỎA THUẬN HỢP ĐỒNG DỊCH VỤ HỢP TÁC
DỰ ÁN VIDEO TRUYỀN CẢM HỨNG “MỘNG BARISTA”**

Tp.HCM., ngày.... thángnăm

Chúng tôi gồm có:
Bên A: Nhóm The Seventh Barista
Địa chỉ: Lô E2a-7, Đường D1 Khu Công nghệ cao, P. Long Thạnh Mỹ, TP. Thủ Đức, TP. Hồ Chí Minh
Đại diện: Trần Nguyễn Xuân Anh
Chức vụ: Đạo diễn
Điện thoại: 0347112491

Bên B : Tiệm Cà Phê Thanh Ngoc
Địa chỉ: 435/2 Đường Phạm Văn Đồng, Phường 11, Quận Bình Thạnh, Thành phố Hồ Chí Minh
Đại diện:
Chức vụ: Chủ Quán
Điện thoại:

Cùng thỏa thuận ký thỏa thuận hợp tác này với các điều khoản và điều kiện sau đây:

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- Bên B đồng ý hỗ trợ mặt bằng và cung cấp dịch vụ cho Bên A thực hiện tổ quay phim --- với chi tiết sau:

- + Địa điểm quay phim tại tiệm cà phê Thanh Ngoc
- + Diện tích sử dụng: Toàn bộ của hàng
- + Thời gian thực hiện : 18 giờ 30 ngày 14/03/2023
- + Thời gian lắp đặt hệ thống âm thanh, ánh sáng và các hạng mục khác liên quan tới dự án trong vòng 3 giờ đồng hồ (bao gồm thời gian lắp đặt và tháo gỡ tất cả các hạng mục liên quan tới dự án. Bên B không tính thêm bất cứ chi phí nào liên quan tới thời gian lắp đặt và tháo gỡ).

- Hai bên tham gia ký kết bản thỏa thuận này trên cơ sở quan hệ hợp tác, bình đẳng và cùng có lợi theo đúng các quy định đã đề ra.

- Các nội dung trong bản thỏa thuận này chỉ được sửa đổi khi có sự thỏa thuận đồng ý của hai bên và được thống nhất bằng văn bản.
- Thời gian thực hiện công việc (dự kiến): Ngày 14/03/2023
- Thỏa thuận có hiệu lực đến hết quá trình thực hiện dự án: Ngày 31/3/2023 (dự kiến).

ĐIỀU 2: TRÁCH NHIỆM CỦA BÊN A

- Cung cấp đầy đủ những thông tin, tài liệu liên quan đến dự án phim cho bên B.
- Cam kết hỗ trợ quảng bá hình ảnh thương hiệu cho bên B theo thỏa thuận.
- Toàn quyền sử dụng hình ảnh, video, bản thu âm, ghi hình tại địa điểm của bên B trong quá trình làm dự án.
- Chỉ tiết lộ các thông tin cá nhân khi có sự chấp thuận của bên B.
- Đề cao tinh thần, trách nhiệm hợp tác làm việc giữa bên A và bên B, không tự ý ngưng hủy công việc được giao khi dự án đang thực hiện.
- Đảm bảo tất cả các kế hoạch, hoạt động trong dự án đúng tiến độ.

ĐIỀU 3: TRÁCH NHIỆM CỦA BÊN B

- Yêu cầu bên A cung cấp đầy đủ những thông tin, tài liệu liên quan đến dự án video truyền cảm hứng “MỘNG BARISTA”.
- Chịu trách nhiệm về an ninh, y tế, phòng cháy chữa cháy.
- Tạo mọi điều kiện thuận lợi cho bên A thực hiện công việc.
- Chỉ tiết lộ các thông tin của dự án khi có sự chấp thuận của bên A.
- Cung cấp nguồn điện, nước trong thời gian thực hiện dự án.
- Không tự ý đăng tải các sản phẩm, thông tin của dự án khi chưa có sự cho phép của bên A.
- Đề cao tinh thần, trách nhiệm làm việc hợp tác giữa bên A và bên B, không tự ý ngưng (hủy) công việc được giao khi dự án đang thực hiện.

ĐIỀU 4: ĐIỀU KHOẢN CHUNG

- Hai bên cam kết thực hiện nghiêm túc các điều khoản trong bản thỏa thuận này. Trong quá trình thực hiện dự án nếu có khó khăn gì hai bên cùng giải quyết trên tinh thần hợp tác. Tránh gây mâu thuẫn tình cảm cá nhân.
- Bản thỏa thuận được lập thành 2 bản, mỗi bên giữ 01 bản có giá trị như nhau.

Tp. Hồ Chí Minh, Ngày Tháng Năm

Bên A

(Ký và ghi rõ họ tên)

Bên B

(Ký và ghi rõ họ tên)

Figure 59: Tiệm cafe Thanh Ngọc - Venue rental contract

- **Member' house:**

This rental house is where the owner resided during his impoverished student days was also the birthplace of his many aspirations and passions. It was with this in mind that we decided to use this location for our filming. One of our team members has an empty room at his house, and he is generous enough to offer an empty room for us to use. This not only provides a convenient space for filming, but also allows us to take advantage of its emptiness for set design purposes. We can depict the absence of an inn room, as required by the script, without incurring additional costs associated with renting another location.



Figure 60: Filming at one of our member' house

b. For post-production

- **FAMMusic:**

"Voice off" is a term that is sometimes used in film and television production to refer to a technique in which a character's voice is heard but their physical presence is not seen on screen. This is achieved by recording the character's dialogue separately and then adding it to the scene in post-production. The purpose of using "voice off" may vary, but it is often employed to convey a sense of distance or detachment between the character and the events taking place on screen, or to provide exposition or narration.

FAMMusic is the workplace of one of our team members, and we were fortunate enough to have access to their studio for our project. The fact that they generously allowed us to use the space free of charge was a significant boon to our limited budget. Additionally, the studio's state-of-the-art equipment and ample tools allowed us to capture the voice of our talent with the utmost accuracy, ensuring that the quality of our recordings was top-notch. Thanks to FAMMusic's contributions, we were able to produce high-quality work without having to sacrifice our creative vision or financial resources.



Figure 61: Voice off recording at FAMMusic

5.2.4. Behind the scene

As a result of limited financial resources, we were constrained to schedule and execute the filming project within a compressed time frame of less than 24 hours. To address this challenge, one of our team members who also served as a

director, leveraged their professional network to seek out assistance from two acquaintances who had expertise in lighting, filming and coordinating open shoots based on scripted content. We were fortunate in that the process of reaching out to our network of contacts for filming support proved to be a seamless and expedient affair, with our contacts responding promptly and effectively to our request.



Figure 62: Shooting the scene outside the cafe early in the morning



Figure 63: Shooting the indoor scene at The Seventh Barista

On the day of the scheduled filming, we arrived at The Seventh Barista to find that the owner and Baristas were all extremely welcoming and eager to support our project. The level of enthusiasm and willingness to contribute was a major boost to our morale and helped set the stage for a productive and enjoyable filming experience. Despite the time constraints, we were able to execute the filming with precision and efficiency thanks to the coordinated efforts of our team and the support of the coffee shop staff.



Figure 64: Shooting the indoor scene at The Seventh Barista with the owner

Despite our best efforts, the filming process at The Seventh Barista presented several challenges, primarily due to the large number of scenes that needed to be captured in the morning. Unfortunately, our team was unable to complete the necessary filming within the allotted time frame, causing a delay in the schedule that pushed the start time back to 2 o'clock in the afternoon. Once we relocated to "Thanh Ngoc Cafe", the filming process proceeded much more smoothly, with the exception of some difficulties caused by the limited space available for equipment and personnel.



Figure 65: Filming the past scene at Thanh Ngoc Cafe with the actor

Moreover, time constraints were another major issue as we had to finish filming before the evening to ensure that the scenes could be properly synchronized with each other. Despite these challenges, the actor playing the young shop owner proved to be a valuable asset to the project, bringing a high level of energy and enthusiasm to his performance. Additionally, the support of the coffee shop owner and his wife in helping to apply makeup for the supporting actors helped to streamline the filming process and ensure a high-quality end product. Although the difficulties encountered during the filming process were significant, the final outcome was a testament to the resilience and adaptability of our team.

The evening hours proved to be the most challenging period of the entire filming process, as the crew was feeling fatigued and depleted from the long day of

shooting. The final scene of the TVC was especially arduous, as it was shot in a confined space at the home of one of the team members, resulting in a stuffy and uncomfortable filming environment.



Figure 66: Filming the night (outside) scene at member house

However, despite these obstacles, the main cameraman of the group remained steadfast in his commitment to the project, inspiring the remaining team members with his unwavering dedication and energy. With renewed motivation and a determined mindset, the group rallied together to push through the final stretch of the filming process.

Through a combination of grit, perseverance, and teamwork, the TVC was ultimately completed without further complications, culminating in a sense of relief and accomplishment among the team members. Despite the many challenges faced throughout the course of the project, the group's ability to overcome adversity and maintain their focus on the end goal was a testament to

their professionalism and dedication to the craft of filmmaking. Overall, we are happy to say that the successful outcome of this project was due in no small part to the collaborative and cooperative spirit of all involved parties.



Figure 67: Filming the night (inside) scene at member house

5.3 Post production stage

5.3.1. Editing and color grading

The editing and recording phase of the project was relatively effortless when it was the responsibility of just one team member.

However, during the post-production phase, the team was able to generate more creative ideas, leveraging a wider range of sound effects provided by Epidemic Sound. As of now, the TVC editing process is approximately 80% complete, with only a few final touches left to be made such as color grading, creating an introduction poster, designing a thumbnail image, and adding both English and Vietnamese subtitles. Additionally, the team plans to credit all contributors appropriately for their efforts in bringing this project to fruition.

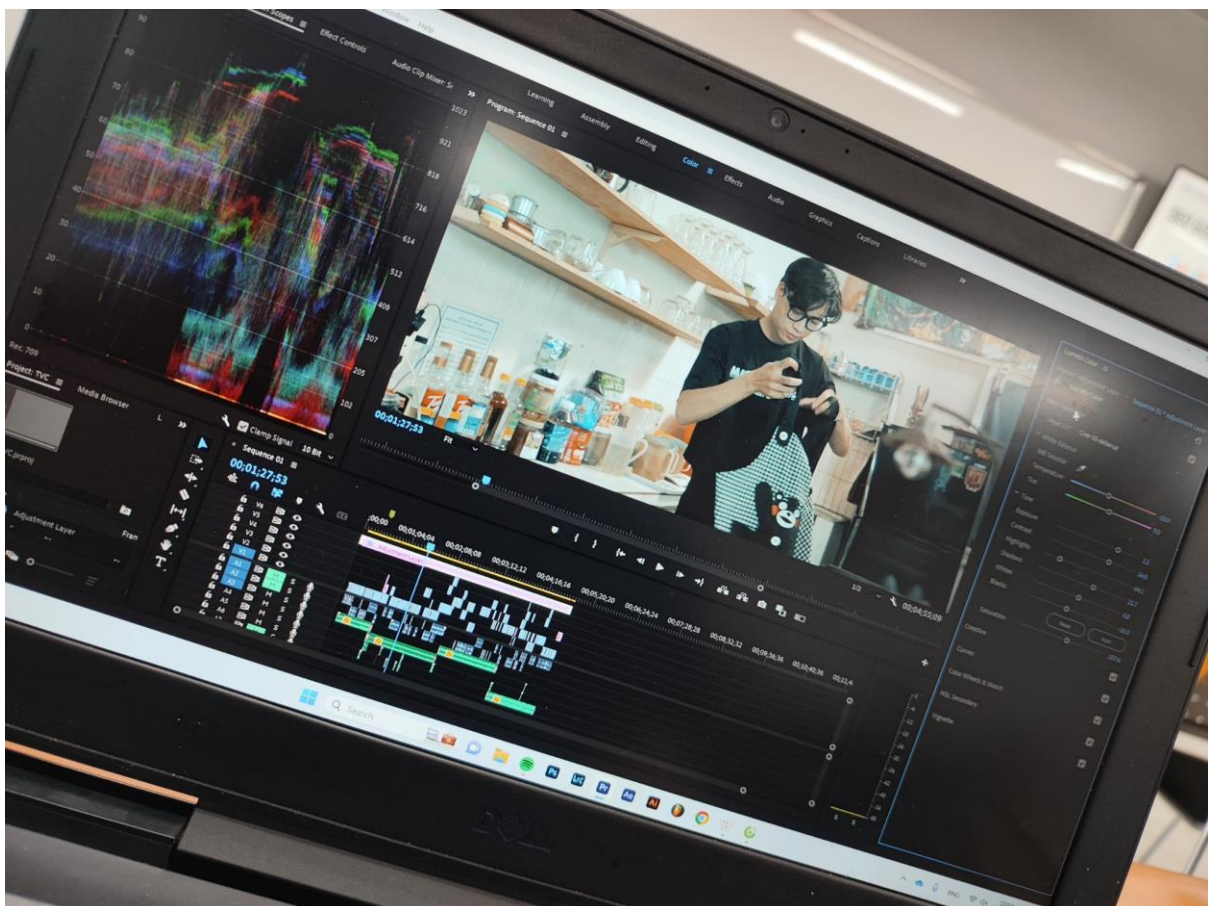


Figure 68: Editing and color grading

5.3.2. Credit

Producer: Team The Seventh Barista

Director: Xuân Anh

Writer: Minh Bách

Director of Photography: Xuân Anh

Main actor: Hữu Hiền, Phú Quý

Supporting actor: Quang Vinh, Huy Hoàng, Khánh Phan, Bảo Lê

Camera operator: Hoàng Vinh

Editor: Xuân Anh

Production Design: Khánh Phan, Minh Bách, Xuân Anh

Lighting: Bảo Lê

Voice Talent: Quan Nhân

Audio: Xuân Anh

Production Assistant : Khánh Phan

Stylist: Khánh Phan, Minh Bách, Xuân Anh

Behind the scenes photography: Khánh Phan, Minh Bách

CHAPTER 6. EVALUATION

6.1 Report on activities

6.1.1. Facebook



Figure 69: Our campaign logo, introducing 7 Barista with the name of the shop

• **Topic 1:** Nguồn gốc và sức mạnh



Figure 70: Our campaign start image



Figure 71: Six images of introducing our 7 Barista

• **Topic 2:** Barista 101

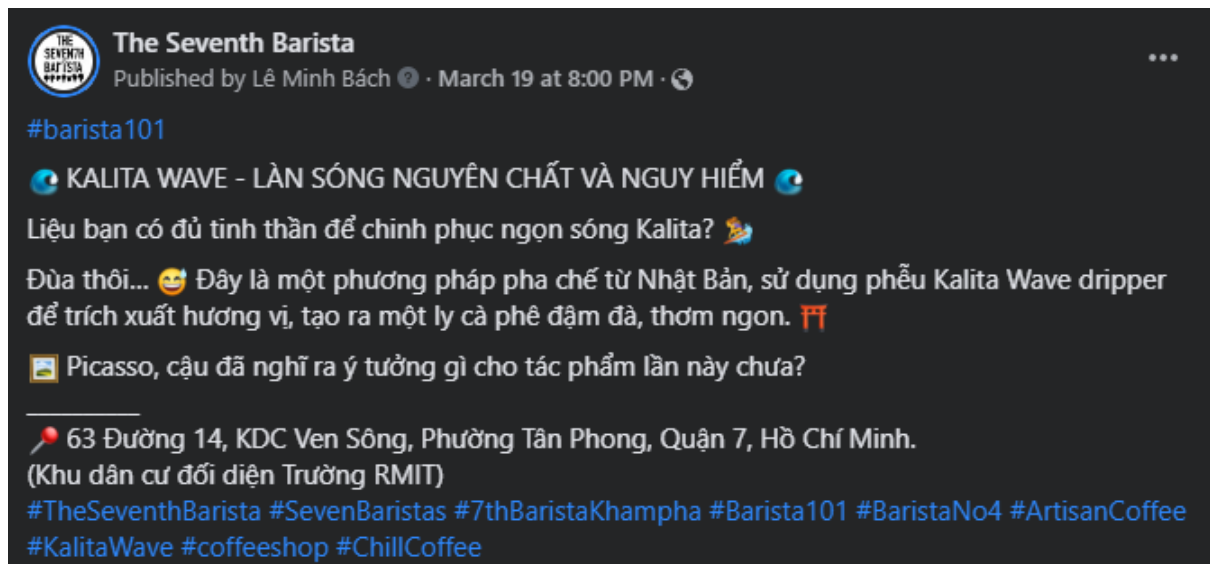


Figure 72: Top status line with Barista 101 hashtag on top



Figure 73: The content is posted in the form of "1 top status line, 2 photos of drinks and 2 photos of introduction posted alternately"



Figure 74: Some other pictures of Barista 101 post

● Topic 3: Chuyện chưa kể bên quầy Bar

Our aim for this comic strip series is to enhance the emotional connection between the customers and our shop, by creating a total of 7 captivating chapters. Each chapter will delve into the unique and relatable experiences of our baristas, highlighting their personalities, and daily routines. By showcasing the humorous and heartwarming moments that take place within our shop, we hope to engage our customers on a deeper level and create a sense of belonging. We believe that this comic strip series will not only entertain and delight our customers, but also reinforce their loyalty to our shop and bring in new patrons who are curious and excited about the stories we have to tell.

THE SEVENTH BARISTA

Đôi khi chỉ cần ánh mắt là đủ

Artist: @Tayura
Story: @Young



Figure 75: Chapter 1 of our comic strip series, have been posted on Fanpage

THE SEVENTH BARISTA

9 người, 10 ý

Artist: @Tayura
Story: @Young



Figure 76: Chapter 2 of our comic strip series, have been posted on Fanpage



Figure 77: Chapter 3 of our comic strip series, have been posted on Fanpage



Figure 78: Chapter 4 of our comic strip series, have been posted on Fanpage

THE SEVENTH BARISTA

Chủ quán và... dàn báo con

Artist: @Tayura
Story: @Young



Figure 79: Chapter 5 of our comic strip series, have been posted on Fanpage



Figure 80: Chapter 6 of our comic strip series, have been posted on Fanpage

THE SEVENTH BARISTA

Cảm ơn vì đã đến

Artist: @Tayura
Story: @Young

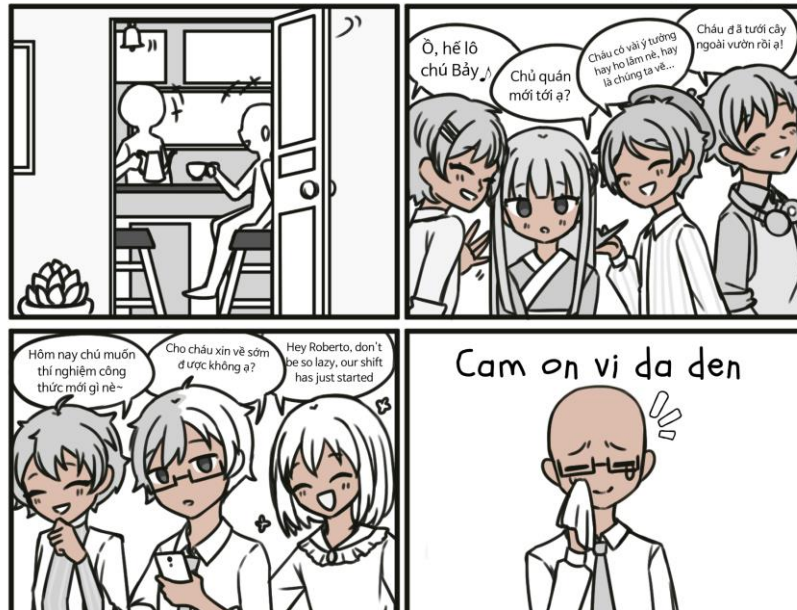


Figure 81: Chapter 7 of our comic strip series, have been posted on Fanpage

• Topic 4: Cướp biển vùng “Cafe-Bar”

Content: Discovering all the pieces of 7 Baristas puzzle

In order to enhance customer engagement towards our shop, we have designed a new loyalty card program that incorporates the excitement of a treasure hunt game. To participate in this program, each customer who purchases water at our shop will receive a special map-like loyalty card upon checkout. The loyalty card will have space for three stamps, which can be earned by purchasing water products. Once the customer has collected all three stamps, they will be able to redeem their card for a character keychain of their choice. To further incentivize customers to continue purchasing water from our shop, we have added an additional level of reward. Once a customer collects a total of seven stamps, they will be able to redeem their card for a free drink. This reward serves as a token of appreciation to our loyal customers, and encourages them to keep coming back.



Figure 82: Image used in our minigame

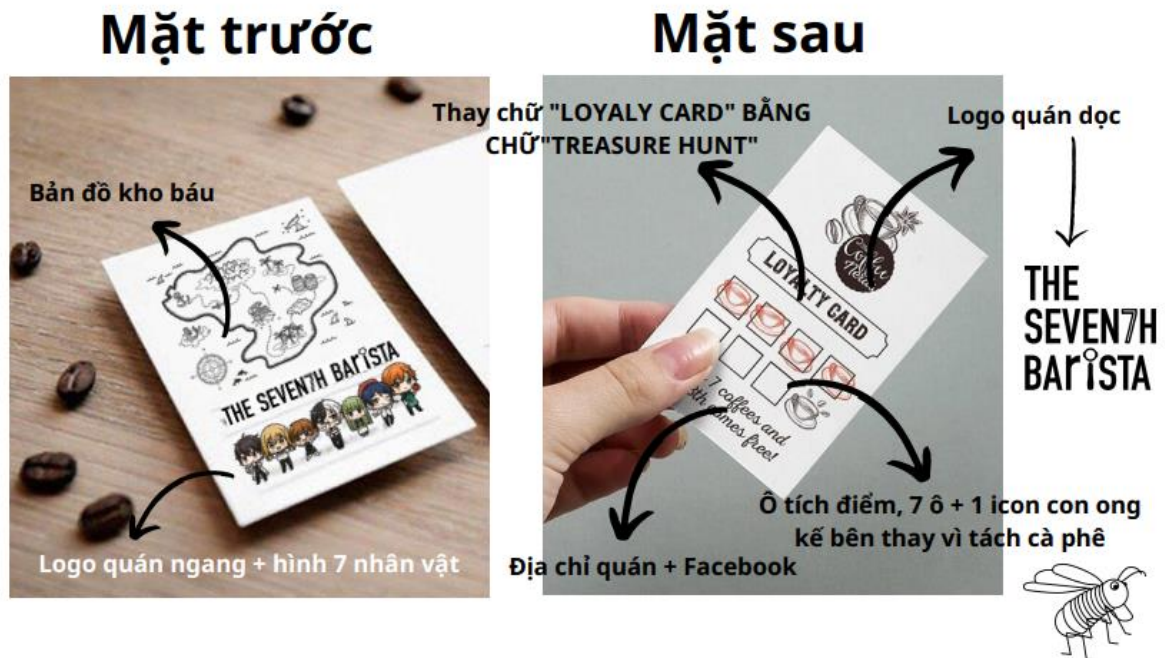


Figure 83: Pirate map (Point card) idea

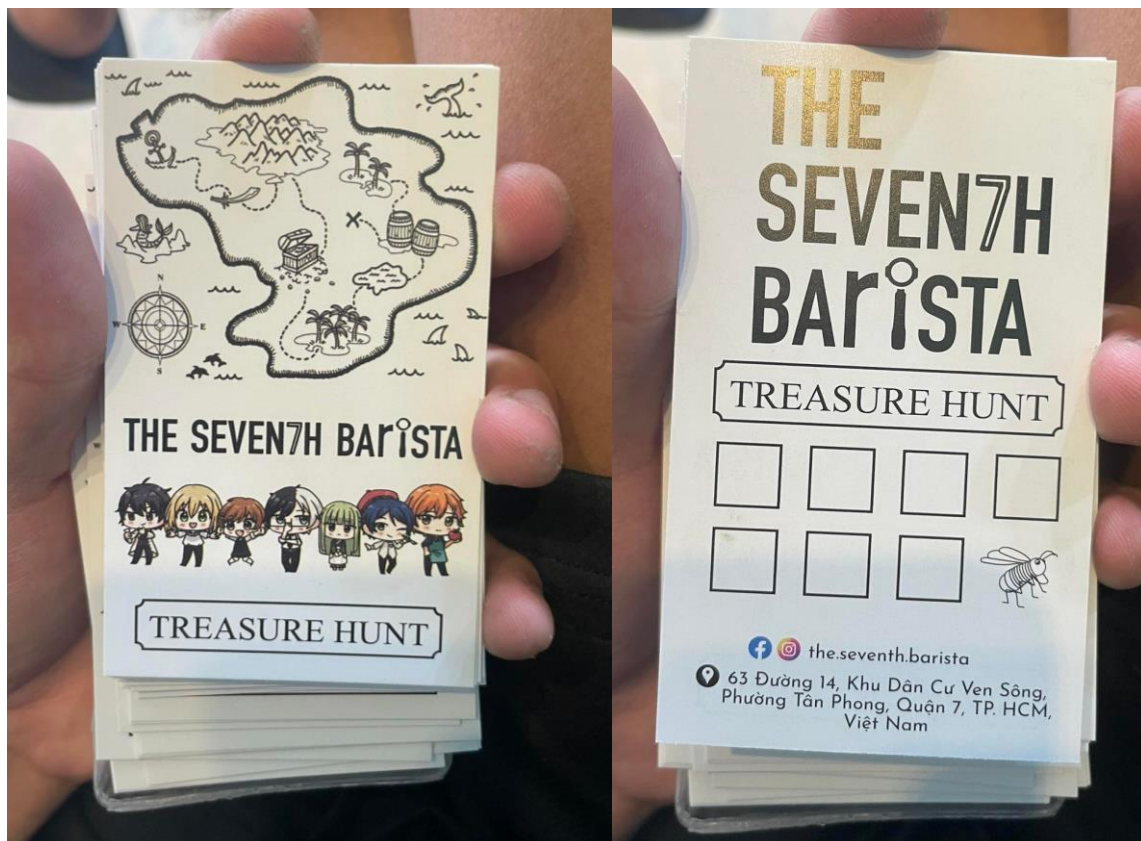


Figure 84: Pirate map (Point card) when printed



Figure 85: Keychain (Prize for getting 3 stamps at The Seventh Barista)

6.1.2. Instagram

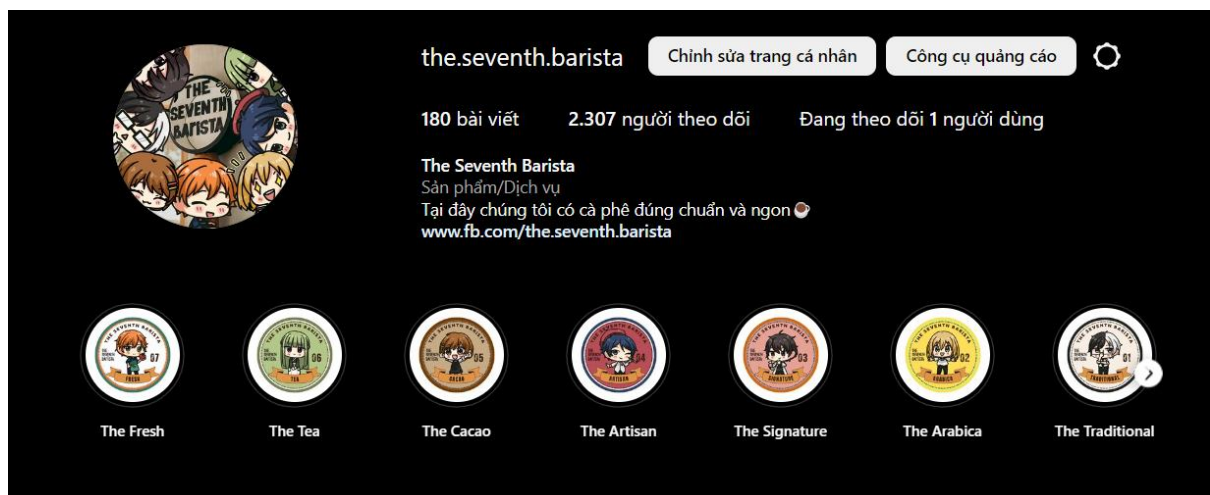


Figure 86: New layout of Instagram page, suitable for our campaign



Figure 87: New layout of Instagram page, suitable for our campaign

6.1.3. Sticker

The sticker design is a strategic way to enhance the brand image of our coffee shop by promoting our seven unique barista characters. When a customer purchases a cup of coffee to take away, they will receive a complimentary sticker which can be randomly pasted on their cup or they can choose their favorite character sticker from a selection, regardless of the menu. This not only creates a

personalized experience for the guest, but also leaves a lasting impression on them as they carry the sticker and our brand image with them.



Figure 88: Sticker photo printed at the factory



Figure 89: Sticker photo when it is pasted on the take away cup

6.1.4. New menu

The restaurant's old menu has been deemed too basic and uninviting by the business owner, prompting the need for a new menu redesign. Our task is to create a new menu that is not only visually appealing, but also informative and easy to navigate for customers. To achieve this, we will be adding a specific item for each menu option and making it more visually appealing with attractive images and typography. A variety of new drinks will be added to the menu from the bar, which will be paired with unique images of our seven barista characters.

This will not only showcase the skills of our baristas but also add a touch of personality to the menu, making it more engaging for customers.

We are striving to create a menu that not only meets the needs of the business owner but also satisfies the customers' cravings while creating a more welcoming and lively atmosphere. Our hope is to create a colorful and dynamic menu that showcases the personality of our restaurant, leaving a lasting impression.

THE SEVENTH BARISTA					
CAFE TRUYỀN THỐNG		OUR SIGNATURE		CACAO VÀ TRÀ	
Vietnam's style with Robusta bean				Cocoa and Tea	
CAFE DEN	40K	COFFEE AND MATCHA FUSION	110K	TRÁ TÁO	55K
Vietnam's Robusta coffee		Café, sữa tươi và matcha		Iced apple tea	
CAFE SỮA	45K	APPLE COFFEE	100K	TRÁ CAM	55K
Vietnam's Robusta coffee with condensed milk		Café, nước ép táo tươi và tonic		Iced orange tea	
CAFE DỪA	60K	ORANGE COFFEE	100K	TRÁ DẦU	55K
Vietnam's Robusta coffee with coconut snack		Café, nước ép cam tươi và tonic		Iced strawberry tea	
CAFE JOLLY	60K	FRESHCOCO COFFEE	100K	TRÁ ĐÀO ATISO ĐỎ	55K
Vietnam's Robusta coffee with Jolly snack		Café và nước dừa tươi		Iced roselle peach tea	
CAFE ARABICA				MATCHA CARAMEL MACCHIATO	
Espresso với hạt café Arabica				Matcha, caramel và sữa tươi kem béo	
ESPRESSO SINGLE ORIGIN	85K 100K	NITRO COFFEE	100K	HOT COCOA	60K
Single Shot Double Shot		Café Coldbrew được Nitro		Cacao và sữa	
ICED MILK ESPRESSO	85K	BEER COFFEE	150K	SWEET POTATO	80K
AMERICANO	80K	Café và Guiltirsch beer được Nitro		hot iced	
Café espresso của hạt Arabica pha loãng		WASABI ICE-CREAM	70K	Khoai tím và sữa	
CAPPUCCINO	85K	ICE-CREAM	55K	COCONUT COCOA	70K
Café, sữa tươi với foam dày				Cacao, dừa và sữa tươi kem béo	
LATTE	85K	ARTISAN COFFEE		HOT TEA - POT	
Café, sữa tươi với foam mỏng		Café pha thủ công			
FLAT WHITE	85K	GEISHA SPECIAL GEISHA			
Café, sữa tươi không foam					
CHOCOLATE COFFEE	95K	HARIO V60	150K 200K	NƯỚC CAM	85K
Café, cacao và sữa tươi		Café pha bằng phễu V60	90K	Orange juice	
MACCHIATO CARAMEL	90K	KALITA WAVE	90K	NƯỚC TÁO	85K
Café, caramel, sữa tươi kem béo		Café pha bằng phễu Kalita		Apple juice	
CLASSIC AFFOGATO	100K	AEROPRESS	90K	NƯỚC THƠM	50K
Café, kem khuấy cổ điển		Café pha bằng bình Aeropress		Pineapple juice	
MOCHA AFFOGATO	100K	CHEMEX	110K	NƯỚC THƠM VÀ TÁO	50K
Café, kem và cacao nguyên chất		Café pha bằng bình Chemex		Apple and pineapple juice	
		COLD BREW	85K	NƯỚC DỪA LƯỚI	75K
		Café chiết xuất lạnh		Cantaloupes juice	
				THE SEVENTH BARISTA	

Figure 90: The Seventh Barista old menu, with simple design

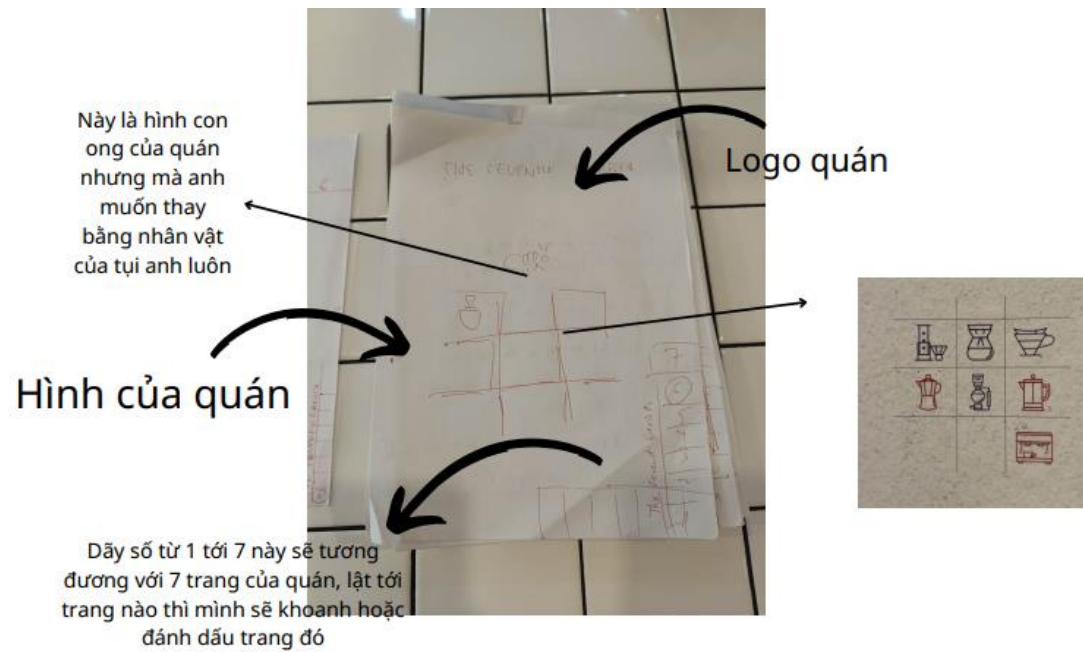


Figure 91: The Seventh Barista new menu idea (Cover page)

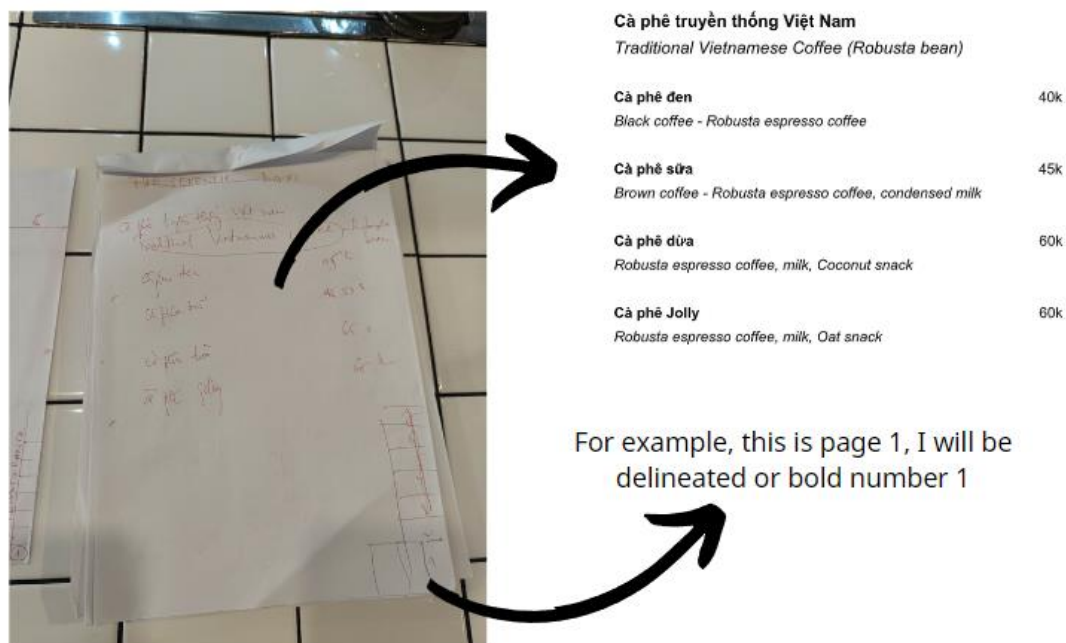


Figure 92: The Seventh Barista new menu idea (Front page)



Figure 93: The Seventh Barista new menu demo

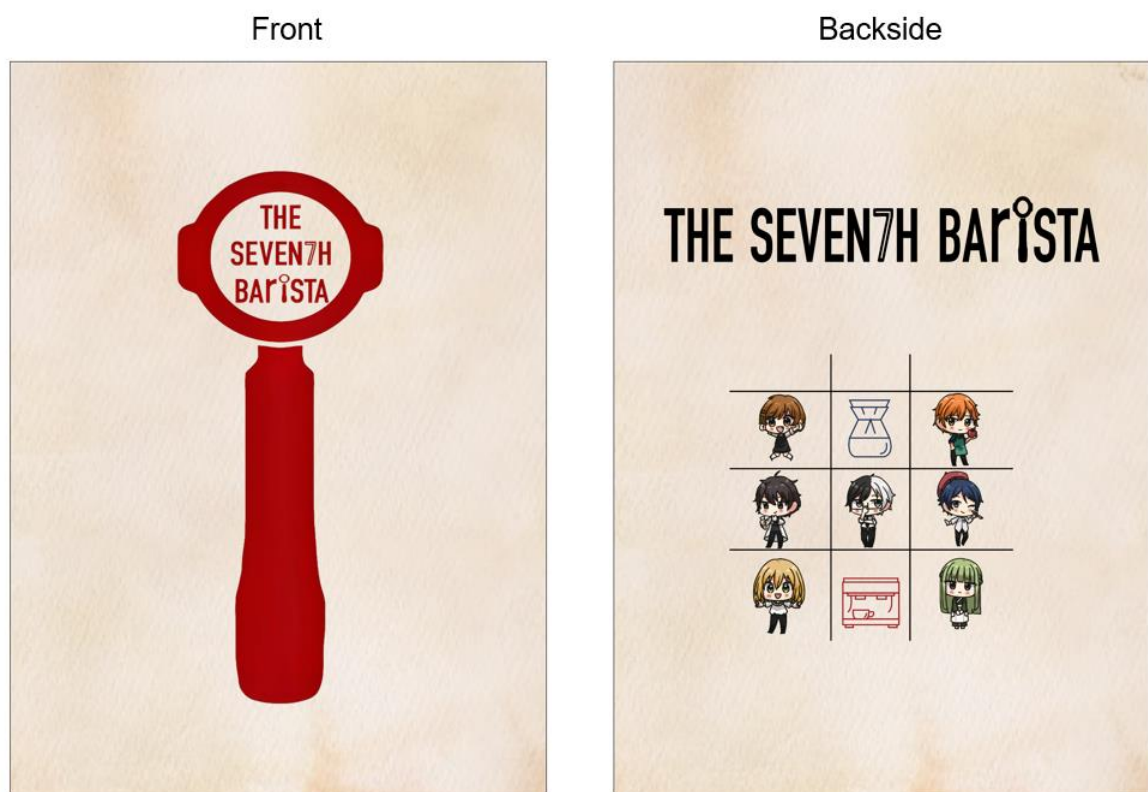


Figure 94: The Seventh Barista new menu cover pages

Front

THE SEVEN7H BARISTA

CÀ PHÊ TRUYỀN THỐNG
Vietnames style coffee (Robusta)

CÀ PHÊ ĐEN <i>Black coffee - Robusta espresso coffee</i>	40K
CÀ PHÊ SỮA <i>Brown coffee - Robusta espresso coffee, condensed milk</i>	45K
CÀ PHÊ DỪA <i>Robusta espresso coffee, milk, Coconut snack</i>	60K
CÀ PHÊ JOLLY <i>Robusta espresso coffee, milk, Oat snack</i>	60K
CÀ PHÊ MUỐI <i>Robusta espresso coffee, salt caramel, milk</i>	60K
CÀ PHÊ TH'NỐT <i>Robusta espresso coffee, milk, Jaggary jam</i>	60K

 7
6
5
4
3
2
①

TRADITIONAL COFFEE

Backside



Roberto 

Figure 95: New menu first pages, showcasing the traditional coffee

Front

THE SEVEN7H BARISTA

ESPRESSO BASE
Italian style

ESPRESSO (FULL SHOT) <i>Single Origin Arabica bean</i>	90K
AMERICANO (HOT / ICED) <i>Arabica bean</i>	80K
CAPPUCCINO <i>Cà phê, sữa tươi với foam sữa dày</i>	85K
LATTE <i>Cà phê, sữa tươi với foam sữa mỏng</i>	85K
FLAT WHITE <i>Cà phê, sữa tươi không foam</i>	85K
CLASSIC AFFOGATO <i>Cà phê espresso và kem</i>	100K
MOCHA AFFOGATO <i>Cà phê espresso, kem và cacao nguyên chất</i>	110K

 7
6
5
4
3
2
①

ESPRESSO BASE (ITALIAN STYLE)

Backside

Anthony




Figure 96: New menu second pages, showcasing the espresso base (Italian style)

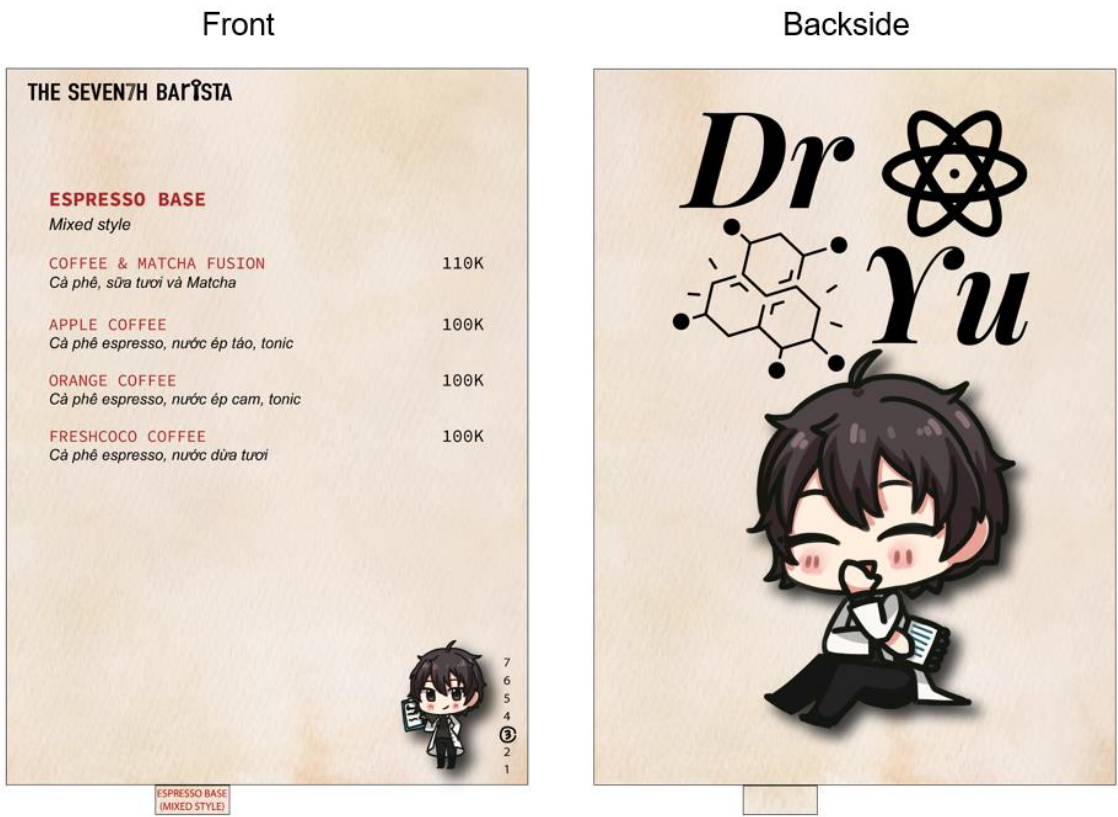


Figure 97: New menu third pages, showcasing the espresso base (Mixed style)

Front

THE SEVENTH BARISTA		
MILK BASE		
Với sữa tươi và Matcha		
ICED MILK COFFEE	100K	 7 6 5 4 3 2 1
Cà phê espresso, sữa tươi, sữa đặc		
MACCHIATO CARAMEL	90K	
Cà phê, caramel, sữa tươi kem béo		
MATCHA CARAMEL MACCHIATO	90K	
Matcha, caramel, sữa tươi kem béo		
CHOCOLATE COFFEE	95K	
Cà phê, Cacao, sữa tươi		
COCOA MILK (HOT / ICED)	60K	
Cacao và sữa tươi		
COCONUT COCOA	70K	
Cacao, dừa và sữa tươi kem béo		

MILK BASE

Backside



Figure 98: New menu fourth pages, showcasing the milk base

Front

THE SEVENTH BARISTA		
ARTISAN COFFEE		
Hạt Arabica Single Origin (ASO) pha thủ công		
HARIO V60 (HOT / ICED)	90K	 7 6 5 4 3 2 1
ASO pha bằng phễu V60		
KALITA WAVE (HOT / ICED)	90K	
ASO pha bằng phễu Kalita		
AEROPRESS (HOT / ICED)	90K	
ASO pha bằng bình Aeropress		
CHEMEX (HOT / ICED)	110K	
ASO pha bằng bình Chemex		
GEISHA / GESHA	150K - 300K	
NITRO COFFEE	100K	
Cà phê Coldbrew được Nitro		
COLD BREW COFFEE	85K	
Cà phê chiết xuất lạnh		
COLOMBIA ETHIOPIA		
RWANDA COSTARICA		
BURUNDI KENYA		
BOLIVIA ECUADOR		
GUATAMALA PERU		

ARTISAN COFFEE

Backside



Figure 99: New menu fifth pages, showcasing the artisan coffee

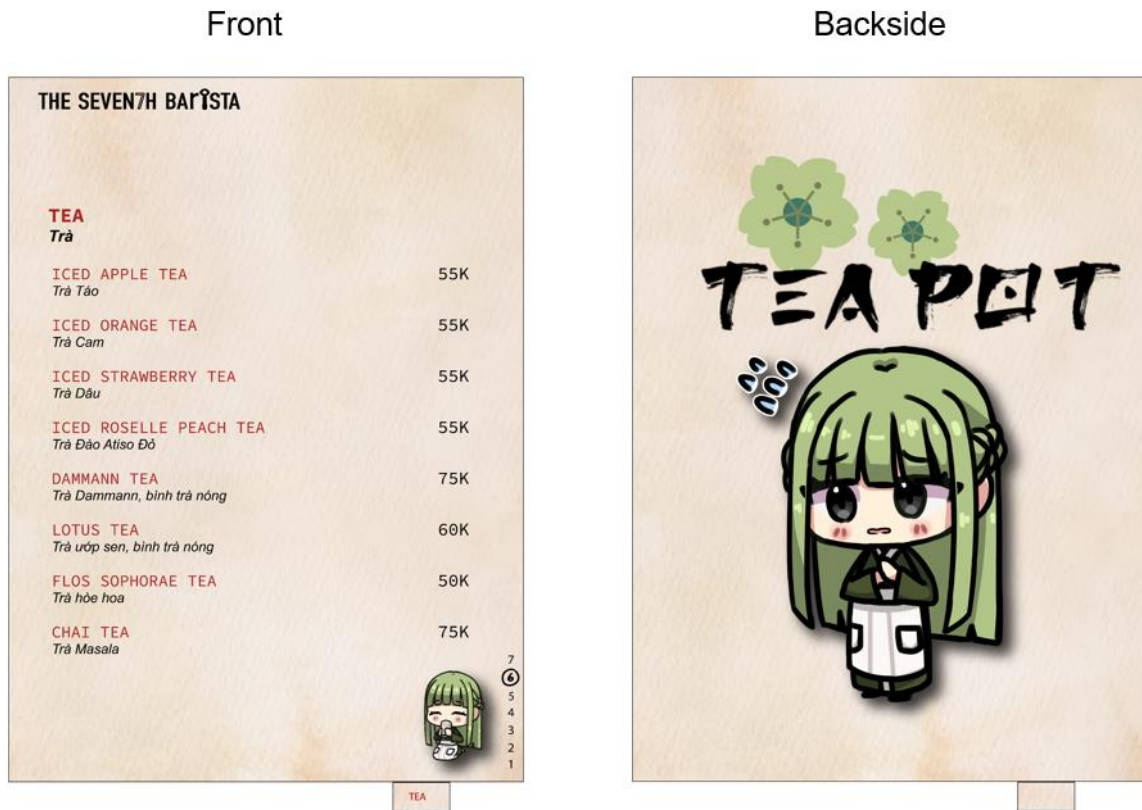


Figure 100: New menu sixth pages, showcasing the tea

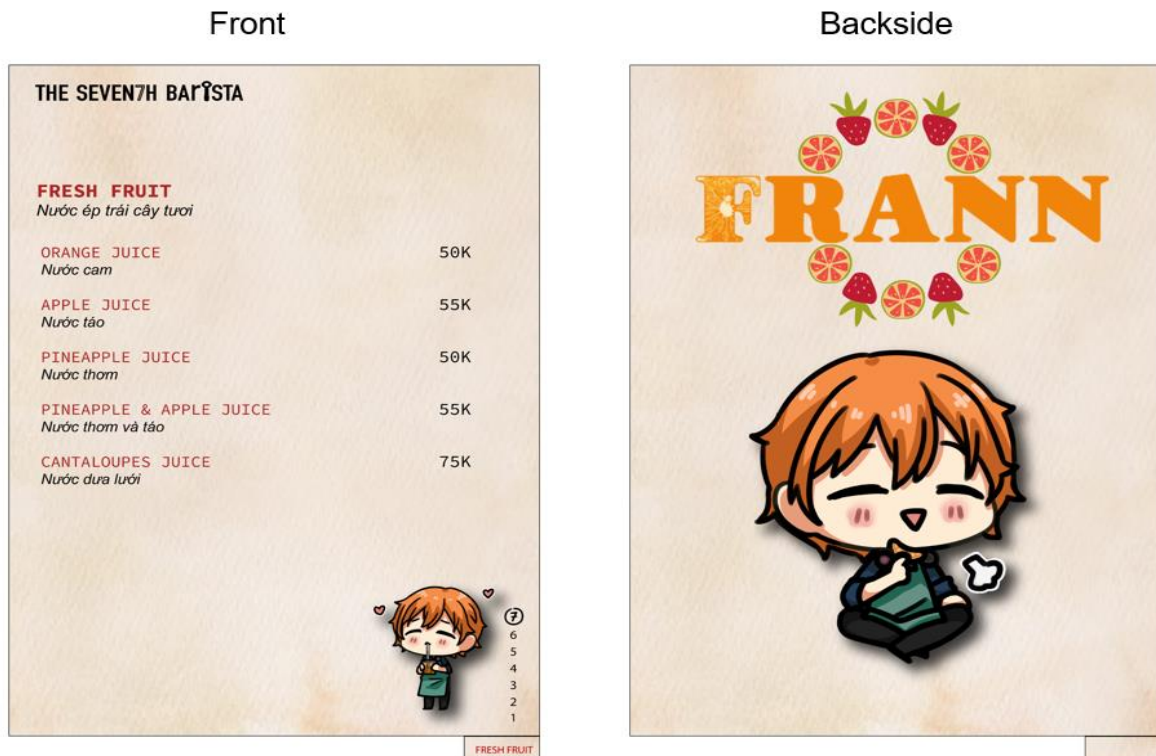


Figure 101: New menu seventh pages, showcasing the fresh fruit



Figure 102: New menu eighth pages, showcasing the ice cream & cake

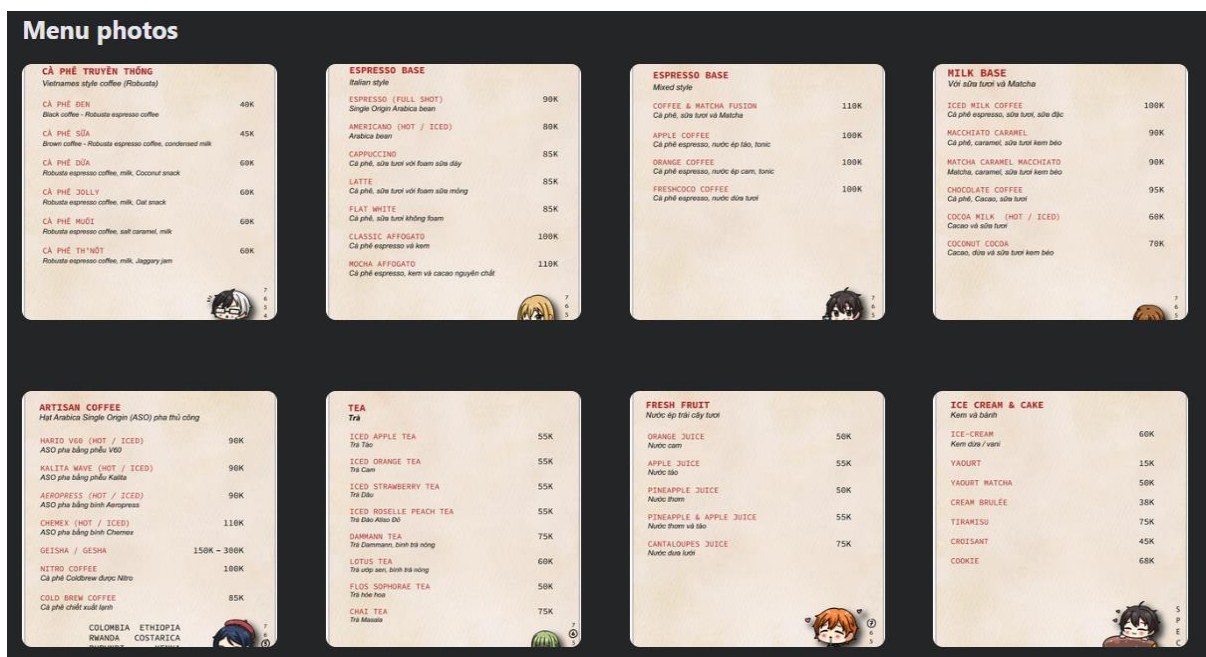


Figure 103: All the new menu pages have been posted on Facebook

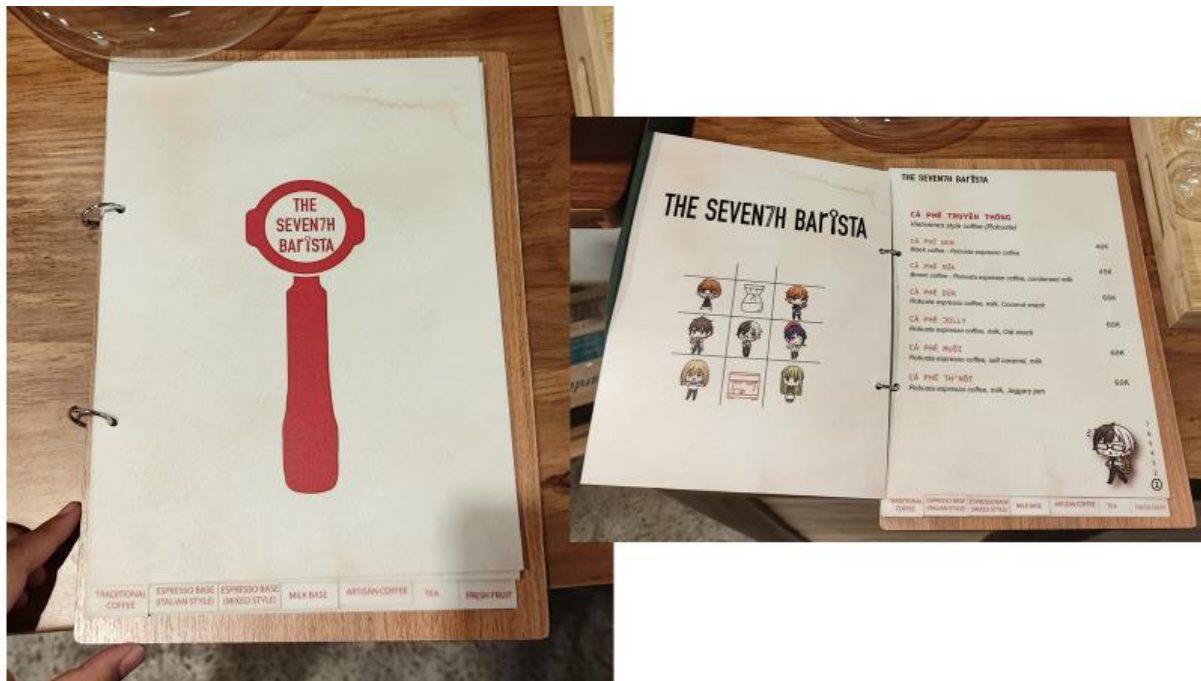


Figure 104: New menu when come to reality

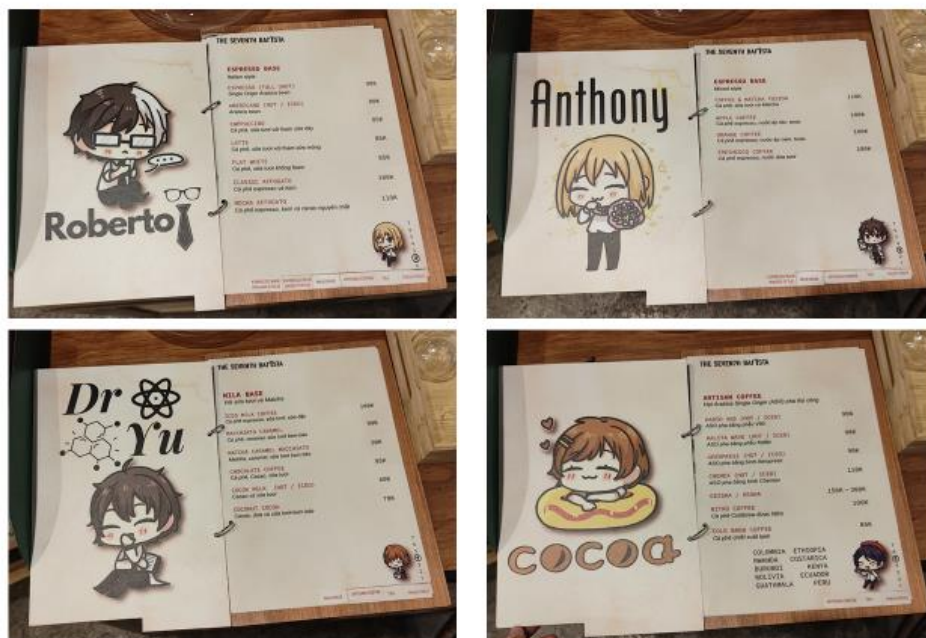


Figure 105: Some pictures of the new menu

6.2 Report on social media

During the 7-week social media campaign, we posted a total of 53 pieces of content on Facebook. We aimed to produce an average of 1-2 posts per day to

maintain consistent engagement with our audience. Our social media posts included a combination of our seven chibi characters, comic strips, and photos showcasing The Seventh Barista's drinks.

To ensure that our social media content was consistent with our campaign's overall direction and met the business's requirements, we developed a content calendar at the beginning of the campaign. This allowed us to plan out the frequency and type of content to post each day. Our objective was to attract attention and engagement from our target audience and promote The Seventh Barista's unique selling points. By showcasing the chibi characters and incorporating them into our content, we aimed to create a fun and relatable persona for the brand that resonated with target audiences.



Figure 106: Data results of the first launching of “Seven Baristas”

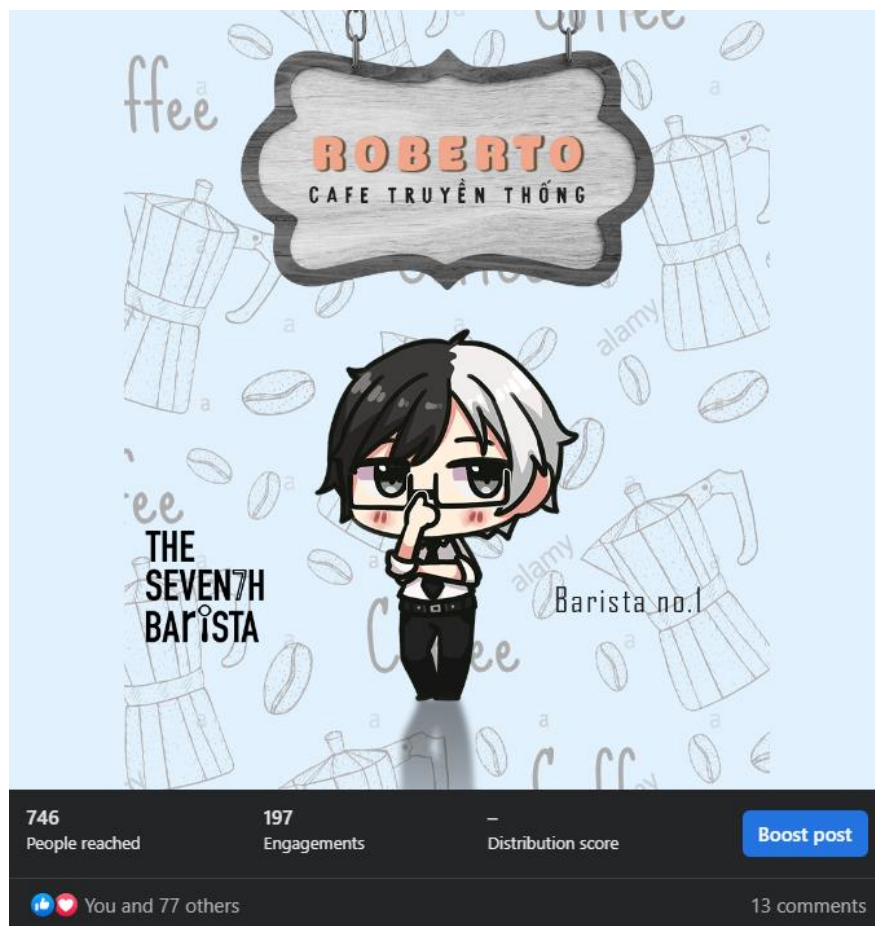


Figure 107: Data results of the first “Nguồn gốc và sức mạnh” post

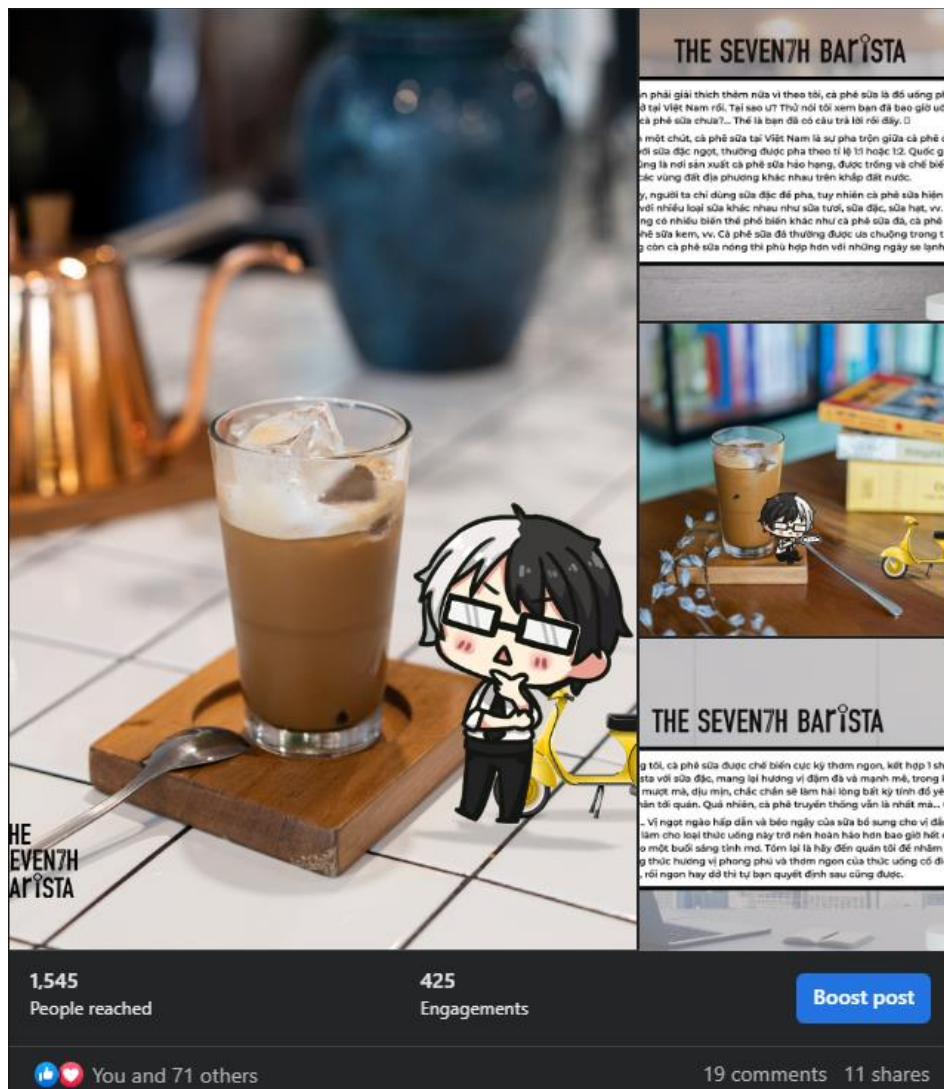


Figure 108: Data results of the first “Barista 101” post



Figure 109: Data results of the first “Chuyện chưa kể bên quầy Bar” post

After the initial launch of the social media campaign for The Seventh Barista, we received a high level of organic reach, with numbers ranging from 400 to 1500 or even more. This was a positive sign that the content was resonating with the target audience, and helped to build momentum for subsequent posts. This level of engagement was a positive sign that the chibi art style and creative content was resonating with the audience, and that the campaign was achieving its goals of attracting attention and building brand awareness.

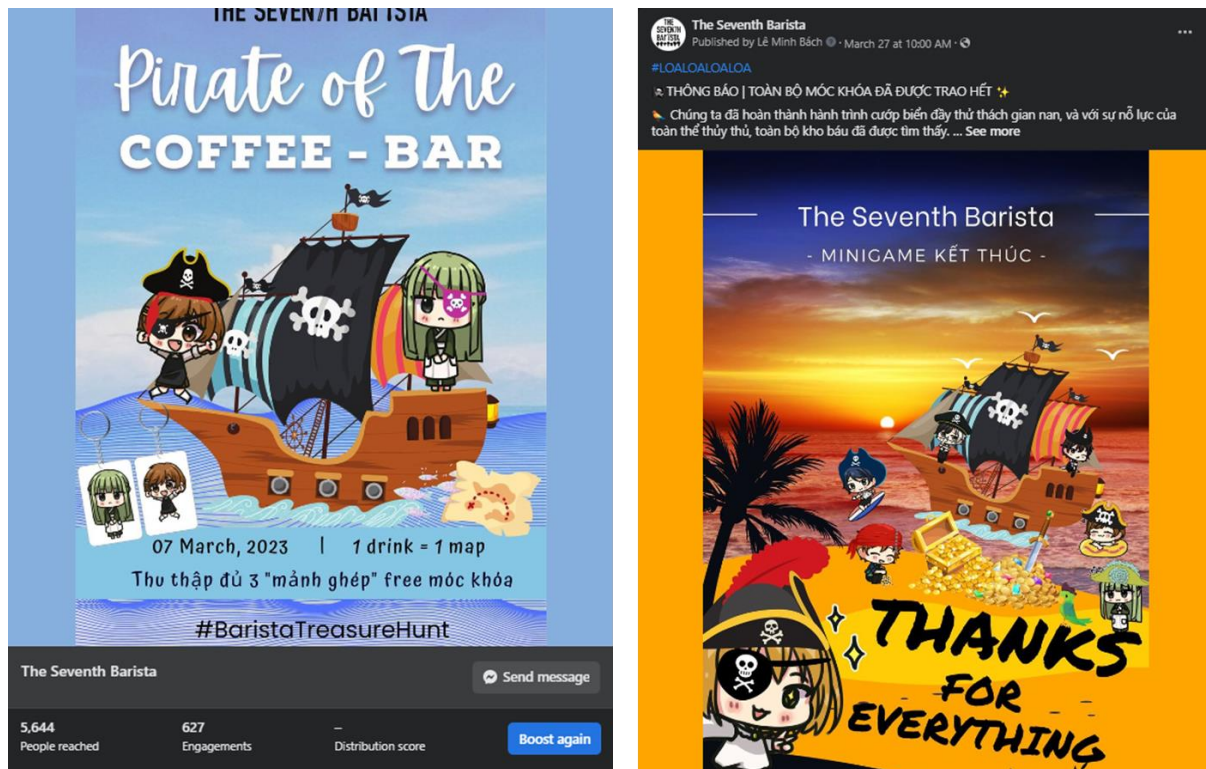


Figure 110: Data results of the “Cướp biển vùng “Cafe-Bar” post

The minigame post "Pirates of Cafe-Bar" was one of the most successful social media posts during the campaign. To expand its reach and attract new customers, we decided to run ads with a budget of 200,000 VND for two days. Our goal was to increase the visibility of the post and encourage more people to visit the shop and collect the gift. As a result of the campaign, we were able to generate over 5000 reaches and attract many new customers to The Seventh Barista. The collectable keychains offered as part of the campaign were highly popular and ran out within just three weeks. The success of this campaign showed us that customers were highly receptive to creative and interactive content, which could help to build engagement and drive sales.

Audience

Export

Current audience

Potential audience

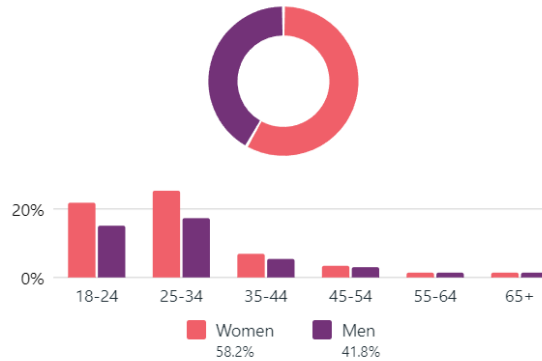
Facebook Page likes ⓘ

6,085

Instagram followers ⓘ

2,563

Age & gender ⓘ



Age & gender ⓘ

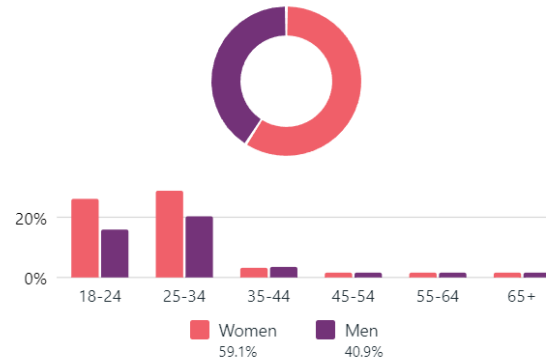


Figure 111: Data results of audiences on Facebook and Instagram

The age range of the customers who followed the article was from 19 to 25 years old, which is in line with our target audience for the social media campaign. However, the owner of The Seventh Barista also provided us with a second audience, which was from 26 to 35 years old. This age group is slightly different from the two platforms we used for the campaign, which were Instagram and Facebook. Despite the difference, we believed that the second audience could also be attracted by the chibi art style and the unique content we provided. The results were quite positive, as we saw an increase in engagement and interest from the 26 to 35 age group. This proves that the chibi art style and original content can appeal to a wide range of audiences, not just the younger generation.

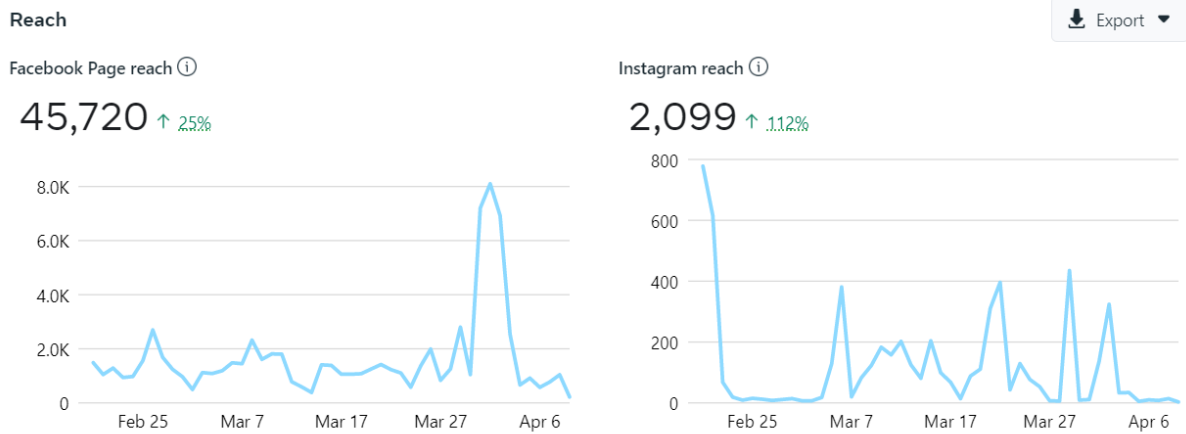


Figure 112: Data results of reach on Facebook and Instagram

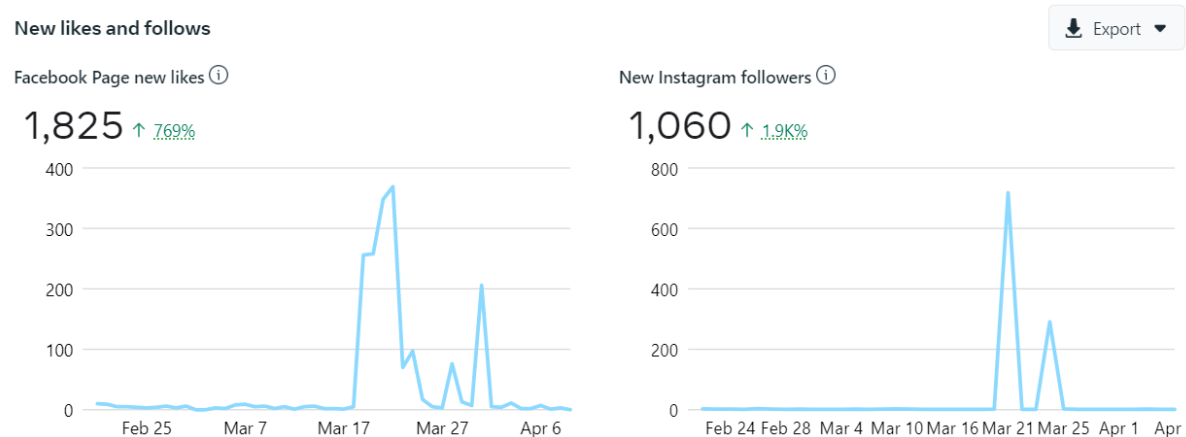


Figure 113: Data results of like and follow on Facebook and Instagram

Overall, the social media campaign for The Seventh Barista was successful in reaching its target audience and bringing in new customers. By using a unique art style and creative content, we were able to create a fun and engaging social media presence that reflected the atmosphere of the coffee shop itself.

6.3 Report on media production

The motivational video, titled "Mộng Barista", was created as part of the social media campaign for The Seventh Barista. The video was posted on March 31st, along with a poster on March 29th to promote the upcoming release. The video quickly became the most viewed and reached video on the fan page, generating

significant engagement from the audience. It received a total of 14896 views, 20320 reach, and 3348 interactions.

In addition to regular seeding, the marketing team also invested a budget of 300 thousand VND for three days in running ads for the video. This helped to further increase the reach and engagement of the video among the target audience.

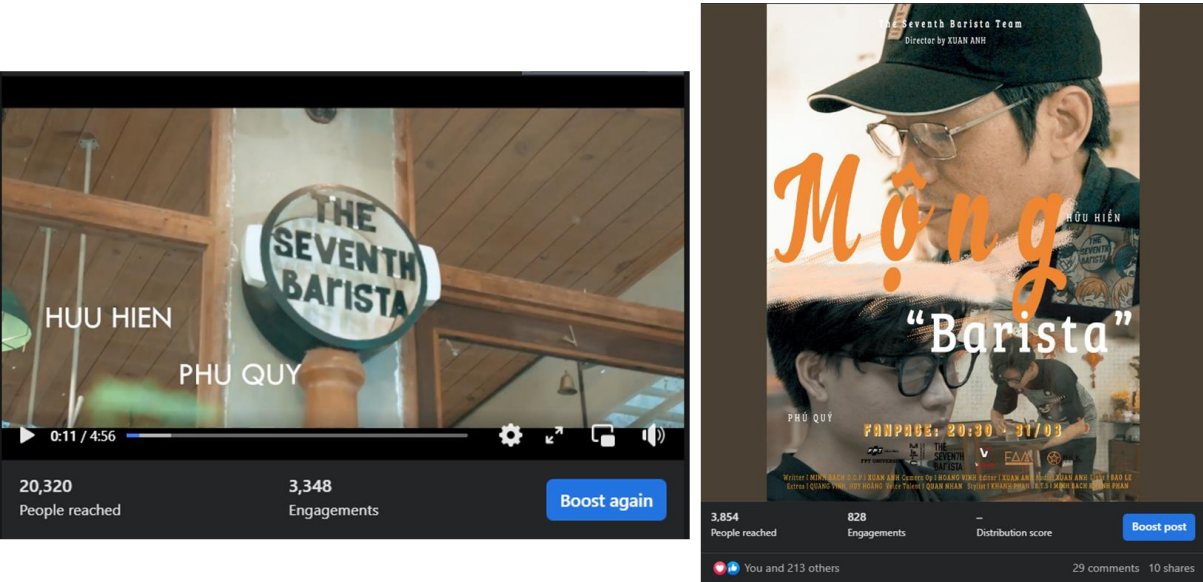


Figure 114: Data results of *Mộng Barista* on Facebook

6.4 Compare KPIs

Table 8: Total KPIs of our campaign

Objectives	Current	Target	Progress
Increase 1100 likes on The Seventh Barista's Facebook page.	6083	5500	110,6%
Increase 1000 followers on The Seventh Barista's Instagram page.	2563	2500	102,5%

Get a total of 50000 reach on The Seventh Barista's Facebook page.	47030	50000	94,06%
Get a total of 15000 views for the motivational videos.	15014	15000	100,09%

6.5 Evaluation After The Campaign

After running the social media campaign, it was important to gather feedback from the customers at the restaurant to gauge its effectiveness. This was done by recording a recap video and asking the customers about their thoughts on the changes that had been made to the fanpage. (The full footage with question and answer of the interviews can be viewed in Appendix 4.)

The responses from the customers were positive. Many of them expressed satisfaction with the new content on the fanpage, particularly the cute chibi characters that were used. These characters were seen as being especially effective in reaching customers who are part of Generation Z, as they were relatable and appealed to their sense of humor and playfulness.

The use of these characters was a deliberate choice made by the campaign team, who recognized that Generation Z is a demographic that is particularly receptive to visually engaging content. By incorporating these characters into the social media campaign, they were able to capture the attention of this audience and engage with them in a way that felt authentic and relatable.

Overall, the success of the campaign was evidenced not only by the positive feedback from the customers, but also by the increased engagement on the fanpage and the uptick in sales at the restaurant. The owner expressed satisfaction with the results of the campaign, noting that it had helped to bring in new customers and generate excitement about the coffee shop. This success underscores the importance of creating content that is targeted to a specific audience, and using creative and engaging strategies to connect with them.



Figure 115: Image capture from our recap video

CHAPTER 7. CONCLUSION

7.1 Results Achieved After Capstone Project

The capstone project is the culmination of a team's efforts, bringing together all the knowledge, skills, and expertise gained throughout the course of a program. After completing such a project, us team members often feel a sense of accomplishment and pride in our work. However, even with successful outcomes, there is always room for improvement. In the case of this media campaign, limitations and shortcomings may arise during the implementation phase, such as budget difficulties or unforeseen obstacles. These challenges can lead to valuable lessons learned, which can be used to improve future projects.

7.1.1. Our graduation

The capstone project was a significant undertaking for the team, created as a requirement for their Multimedia Communication major graduation. It was not without its challenges, and the team encountered several troubles along the way.

Despite these difficulties, they persevered and managed to make it two-thirds of the way towards their goal by the time of the final defense session.

Throughout the implementation of the project, the team faced several problems, including issues posed by the graduation council, and by our lecturer. However, they were determined to produce a high-quality output, and this drove us to overcome these obstacles and make progress.

We are proud of the quality of our work, which was set as a goal from the outset. We were confident that they could execute the project well, and this confidence proved to be well-founded. The capstone project was an excellent learning experience for the team, teaching them valuable lessons about project management, problem-solving, and teamwork.

7.1.2. Lesson learned

During the implementation of the campaign, our team gained a lot of valuable experience in project management. We started by strategically allocating the team members' roles based on their individual strengths and abilities. The 7 Barista team also learned how to effectively communicate and collaborate with various parties, including the instructors, the owner of The Seventh Barista, and the chibi illustrator. In addition, the team had to be flexible and adapt to changing circumstances, such as meeting the business needs and handling any risks that arose during the project. This required quick thinking, problem-solving skills, and the ability to work under pressure. Fortunately, we were able to rely on the knowledge and skills they acquired from various courses, such as Media Psychology, Intercultural Communication, Transmedia Storytelling, and Content Strategy for Professionals,... Overall, we were finally able to effectively apply these concepts and theories learned in the classroom to a real-world scenario, which was a great learning experience for everyone involved. Moreover, the team members were able to enhance their creativity, critical thinking, and teamwork skills, which will be valuable assets in their future careers. In the end, the implementation of the campaign was a challenging yet rewarding experience that helped us members grow both personally and professionally.

7.1.3. Contribution to society

Running a successful independent coffee shop business is no easy feat. It takes a lot of hard work, dedication, and creativity to not only offer great coffee and food but also to stand out in a crowded marketplace. And in today's digital age, it's essential to have a strong online presence and social media strategy to reach a wider audience, especially young customers.

At The Seventh Barista, we understand the importance of effective communication to reach a younger audience. That's why we have made it our mission to create a unique and engaging content that resonates with them. By doing so, we have not only garnered a loyal following but also proved to other businesses in the f&b field that being creative with communication is necessary.

We may not have solved a real-world problem, but we believe that our approach can help small and medium-sized restaurants by creating a distinctive brand personality, and businesses can attract more young customers who are looking for experiences that go beyond just good food and drinks. With social media being a powerful tool, businesses can use their personality to stand out in a crowded marketplace and create a strong brand identity.

At the end of the day, it's not just about selling a cup of coffee. It's about creating a memorable experience. By tapping into the power of effective communication, we can connect with a younger audience and create a long-lasting relationship. And that's what Seventh Baristas is all about - helping our coffee shop to find their unique voice and attract customers in a competitive landscape.

7.2 Limitation And Recommendation

Throughout the research process, our team encountered numerous difficulties and challenges that required us to utilize our problem-solving abilities. As we worked towards achieving our goals, we were met with obstacles that tested our knowledge and skills in various areas. From collecting and analyzing data to conducting experiments and interpreting results, each step of the process presented unique challenges. Even so, there were some limitations that could not be fully overcome. These limitations may have resulted from factors such as resource constraints, time constraints, or external factors outside of our control.

Despite these limitations, we remained committed to our research and continued to strive towards finding new and innovative ways to overcome these challenges.

7.2.1. Research

It is true that our team faced challenges in report writing and had to rely heavily on the guidance of our instructor to make necessary corrections. This was largely due to the fact that we lacked prior experience in writing reports of this nature. However, we took this as an opportunity to learn and improve our skills.

Furthermore, our initial orientation for the project was not entirely clear and we had to make adjustments along the way. This was partly due to our lack of foresight and inability to anticipate potential challenges that could arise. However, we did not let this setback discourage us and continued to work diligently towards our goals.

Despite these limitations, our team persevered and remained committed to achieving our objectives. We worked collaboratively and made use of our individual strengths to overcome the challenges we faced. Through this experience, we have gained valuable knowledge and skills that will be useful in future projects and endeavors.

It is important to acknowledge and learn from our limitations and mistakes. By doing so, we can use these experiences to improve ourselves and become better equipped to tackle future challenges. Our team is grateful for the opportunity to have worked on this project and we are confident that the lessons we have learned will serve us well in the future.

7.2.2. Resource Management

Managing a budget can be a challenging task, especially when resources are limited. When it comes to marketing campaigns, it is essential to strike a balance between the production budget and the campaign budget. The production budget covers the cost of creating the actual product or service, while the campaign budget is used for promoting and advertising the product or service to the target audience. However, with a limited budget, this balance can be difficult to achieve. There may be a need to allocate more funds to one area over the

other, which can affect the overall success of the campaign. For example, if the production budget is too low, it may result in a product that is of low quality or fails to meet the needs of the target audience. On the other hand, if the campaign budget is too low, the product or service may not reach the intended audience, leading to poor sales or revenue.

We only received financial support from our client, The Seventh Barista coffee shop owner. So, finding the right balance between the two budgets requires careful planning and decision-making. It is crucial to prioritize the areas that will have the greatest impact on the success of the campaign. This may involve cutting back on certain expenses or finding creative ways to reduce costs without compromising the quality of the product or service.

Furthermore, it is important to continually monitor and adjust the budget throughout the campaign. As the campaign progresses, new information may come to light that requires changes in the allocation of funds. By staying flexible and adapting to new information, it is possible to make the most of a limited budget and achieve success in the campaign.

7.2.3. Teamwork

In any team project, the division and exchange of tasks among members can be a challenge, especially when each member has their own subjective perspective on how things should be done. The same was true for our team as we initially struggled to delegate tasks effectively, resulting in delays in the project timeline.

It was frustrating for everyone involved as we found ourselves stuck in a state of indecision and confusion. However, as we continued to work together, we gradually found our footing and began to focus on the tasks that had been assigned to us. This marked a turning point in the project as we started to see progress and momentum building.

Despite our progress, there were still moments of tension and disagreement among team members. However, we were able to navigate these conflicts and find common ground through open communication and compromise. Through this process, we developed a stronger sense of teamwork and a greater appreciation for each other's strengths and weaknesses.

Overall, the task division and exchange was a significant challenge for us, but we were able to overcome it with determination and teamwork. Our experience has taught us the importance of effective communication and the need to work together towards a common goal, even in the face of adversity.

7.2.4. Recommendation

Seven Baristas has undoubtedly had its strengths and weaknesses, which is common in any project. However, the important thing is that we have successfully completed the project despite all the challenges we faced along the way.

One of the main lessons we learned is the importance of careful planning and preparation before starting a project. If we had taken the time to develop a clear vision strategy and personnel plan from the beginning, we could have started the campaign earlier and avoided delays.

Despite the challenges we faced during the project, we were able to work together as a team and ultimately achieve our goals. The process of dividing tasks among team members was initially difficult due to differences in subjective opinions. However, as we moved into the middle stages of the project, things became more streamlined and efficient as each member focused on their assigned tasks. Although there were still disagreements, we were able to work through them and emerge stronger as a team.

Moving forward, the chibi characters that we created will not stop here. They will continue to be a valuable asset for us in the future. Additionally, Seventh Baristas will forever stay on the menu page, they already also have a photo frame displayed prominently in front of the bar like a mascot, reminding customers of our successful campaign and the hard work and dedication that went into it.

7.3 Future Plan

In the end, the seven chibi characters we created for this campaign have become an integral part of our brand identity. We have received a lot of positive feedback from our customers, especially the younger generation, who find the characters

very cute and appealing. As a result, the owner has decided to use the chibi characters more prominently in the coffee shop's future products..

One of our plans is to discuss with the owner of The Seventh Barista about incorporating the chibi characters into the store's flyers. We believe that by using the characters in the flyers, we can attract more attention and create a more memorable impression on potential customers. Additionally, we are also exploring the possibility of distributing the flyers to neighboring companies, schools and offices to reach out to a wider audience.



Figure 116: The Seventh Barista's leaflet

As their creator, we are excited about the future of The Seventh Barista and the role that our chibi characters will play in the growth and success of the brand. We

will continue to explore new and creative ways to integrate the characters into our marketing efforts and enhance the overall customer experience at the store.

CHAPTER 8. ACTUAL COST

8.1 Total Actual Cost

Table 9: Total cost of our campaign

ITEM	COST (VNĐ)	NOTE
SOCIAL MEDIA		
Artist	5.000.000	
Ads	500.000	
PROMOTION		
Printing	1.450.000	
Menu	600.000	
PRODUCTION		
Equipment	1.510.000	
Catering	490.000	
Talent	400.000	
TOTAL	9.950.000	

TRƯỜNG ĐẠI HỌC FPT
THÀNH PHỐ HỒ CHÍ MINH
SỐ: 01/HDTT

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT
NAM
Độc lập - Tự do - Hạnh phúc

HỢP ĐỒNG TÀI TRỢ

Chiến dịch truyền thông "The Seventh Barista"

- Căn cứ vào Bộ luật Dân sự nước Cộng Hòa Xã Hội Chủ Nghĩa Việt Nam năm 2015.
- Căn cứ vào nhu cầu và khả năng của hai bên.

Hôm nay, ngày 20 tháng 02 năm 2023. Chúng tôi gồm có:

BÊN TÀI TRỢ: (gọi tắt là bên A)

Địa chỉ : 63 Đường 14, Khu Dân Cư Ven Sông, Phường Tân Phong, Quận 7, Thành phố Hồ Chí Minh
Điện thoại : 0913629169
Đại diện : (Ông) NGUYỄN HỮU HIẾN
Chức vụ : Chủ cửa hàng cà phê The Seventh Barista

BÊN TÒ CHỨC: (gọi tắt là bên B)

Địa chỉ : Lô E2a-7, Đường D1 Khu Công nghệ cao, P. Long Thạnh Mỹ, TP. Thủ Đức, TP. Hồ Chí Minh
Điện thoại : 0888118788
Đại diện : PHAN TÀI KHÁNH
Chức vụ : Đại diện đơn vị thực hiện chiến dịch truyền thông "The Seventh Barista".

Sau khi thảo luận hai bên đã đồng ý ký kết và thực hiện hợp đồng tài trợ chiến dịch truyền thông "THE SEVENTH BARISTA" với những điều khoản sau đây:

ĐIỀU I : NỘI DUNG HỢP ĐỒNG

Bên A và B thỏa thuận thống nhất **The Seventh Barista** là đơn vị tài trợ chính cho chiến dịch truyền thông "The Seventh Barista".

Diễn ra vào ngày 20/02/2023 đến ngày 09/04/2023.

Nội dung chiến dịch: Bao gồm tất cả sản phẩm trên hai nền tảng Offline: In-store promotion và Online: Media platform (Facebook and Instagram)

ĐIỀU II : KINH PHÍ TÀI TRỢ

Bên A đồng ý tài trợ cho bên B mười triệu đồng (10.000.000 VND) hiện kim và miễn phí các món nước hồ trợ việc tạo sản phẩm truyền thông hiện vật.

ĐIỀU III: QUYỀN LỢI BÊN A VÀ B

A. Quyền lợi bên A:

B. Quyền lợi bên B

- Được toàn quyền sử dụng hiện kim tài trợ để phục vụ cho các sản phẩm của chiến dịch truyền thông "The Seventh Barista".

ĐIỀU IV: TRÁCH NHIỆM BÊN A VÀ B

1. Trách nhiệm bên A

- Thanh toán chi phí đúng và đầy đủ cho bên B theo thời hạn và phương thức được quy định tại điều V của hợp đồng.
- Cung cấp cho bên B những yêu cầu cho chiến dịch.
- Cung cấp cho bên B thông tin về sản phẩm, dịch vụ, thông tin giới thiệu doanh nghiệp (nếu có).

2. Trách nhiệm bên B

- Cam kết thực hiện đúng các yêu cầu của bên A cung cấp.
- Đảm bảo các quyền lợi của bên A tại mục 1, điều III của hợp đồng.

ĐIỀU V: ĐIỀU KHOẢN THANH TOÁN

1. Điều kiện thanh toán

- Bên A thanh toán cho bên B 100% tổng giá trị hợp đồng tương đương với: Mười triệu đồng (10.000.000 VND) và hiện vật sau khi ký hợp đồng

2. Hình thức thanh toán

- Hiện kim: Mười triệu đồng (10.000.000 VND)

3. Chậm thanh toán

Trong trường hợp bên A chậm thanh toán cho bên B theo mục 1, điều V của hợp đồng, bên A sẽ phải thanh toán cho bên B tổng số hiện kim cần thanh toán cộng thêm số tiền chậm thanh toán được tính theo lãi suất cho vay một tháng của ngân hàng nhà nước được tính trên số ngày chậm thanh toán.

ĐIỀU VI: ĐIỀU KHOẢN CHUNG

1. Trường hợp bất khả kháng

Một hoặc cả hai bên A và B sẽ không phải chịu trách nhiệm do không thực hiện hợp đồng vì gặp phải trường hợp bất khả kháng ngoài khả năng kiểm soát của các bên, với điều kiện là gặp trường hợp bất khả kháng đã áp dụng mọi biện pháp để ngăn chặn khắc phục hậu quả và thông báo cho bên kia biết về trường hợp đó.

2. Vi phạm hợp đồng

- Trong trường hợp bên B không thể thực hiện những phần việc đã được thỏa thuận trong hợp đồng mà không phải do trường hợp bất khả kháng như đã nêu trên. Bên A sẽ có quyền đòi bồi hoàn thiệt hại số tiền đã trả cho bên B đối với những công việc bên B không thực hiện.

- Trong trường hợp bên A không thể thực hiện các cam kết của mình như đã thỏa thuận trong chương trình này, bên B sẽ có quyền không đáp ứng quyền lợi của bên A cho tới khi bên A thực hiện các cam kết của mình.

- Nếu một bên vi phạm bất cứ các điều khoản nào trong hợp đồng này mà bên kia đã thông báo yêu cầu chấm dứt vi phạm hoặc khắc phục hậu quả của vi phạm nhưng bên vi phạm không thực hiện như được yêu cầu thì bên bị vi phạm có thể đơn phương chấm dứt hợp đồng và đồng thời có quyền yêu cầu bên vi phạm phải đền bù mọi thiệt hại xảy ra cho bên bị vi phạm.

3. Các điều khoản khác

- Mọi bổ sung sửa đổi hợp đồng này đều phải được hai bên thống nhất thỏa thuận và thực hiện bằng văn bản.

- Hợp đồng này bắt đầu có hiệu lực kể từ ngày ký và sẽ chấm dứt hiệu lực khi việc thực hiện dịch vụ được hoàn tất theo đúng các điều khoản đã thỏa thuận.

- Mọi tranh chấp, bất đồng giữa hai bên trong quá trình thực hiện hợp đồng đều phải giải quyết thông qua thương lượng hòa giải. Nếu trong quá trình bản bạc mà không đi đến thống nhất thì sẽ nhờ đến Tòa án giải quyết.

- Khi bên A và B thực hiện hoàn tất các điều khoản nêu trên thì hai bên tiến hành thanh lý hợp đồng.

- Hợp đồng này gồm 05 (năm) trang, được lập thành 02 (hai) bản, mỗi bên giữ 01 (một) bản có giá trị pháp lý ngang nhau.

ĐẠI DIỆN BÊN A

(Ký tên)

ĐẠI DIỆN BÊN B

(Ký tên)

ĐẠI DIỆN THE SEVENTH BARISTA

NGUYỄN HỮU HIỀN

Figure 117: The Seventh Barista - Sponsorship contract

8.2 Social Media Actual Cost

Table 9: Total cost of media in our campaign

ITEM	DURATION	COST (VNĐ)	NOTE
SOCIAL MEDIA			
Artist	7 weeks	5.000.000	
Ads for Minigame	2 days	200.000	
Ads for Motivational Video	3 days	300.000	
TOTAL	5.500.000		

8.3 Promotion Actual Cost

Table 10: Total cost of minigame in our campaign

ITEM	QUANTITY		COST (VNĐ)	NOTE
	Amount	Unit		
PROMOTION				
Sticker	Tờ	14	500.000	
Keychains	Móc (Note: Mua 70 tặng 30 cái)	70	700.000	
Point cards	Hộp (Note: 100 phiếu/ hộp)	1	150.000	
Stamps	Cái	1	100.000	
Menu	Quyển	1	600.000	
TOTAL	2.050.000			

8.4 Production Actual Cost

Table 11: Total cost of production in our campaign

STT	CATEGORY	COST (VNĐ)	QUANTITY		VAT	NUMBER OF DAYS OF RENT	TOTAL COST (VNĐ)	SUPPLIER
			Amount	Unit				
1	Đèn 200x	200.000	2	cái	-	1	400.000	BK Production
2	Nanlite sp 300	200.000	1	cái	-	1	250.000	BK Production
3	Aputure 300D	300.000	1	cái	-	1	350.000	BK Production
4	Chân máy	200.000	1	cái	-	1	200.000	BK Production
5	Gimbal	150.000	1	cái	-	1	150.000	BK Production
6	Sony A7M3	0	1	cái	-	1	0	Xuân Anh

7	Monitor	160.000	1	cái	-	1	160.000	BK Production
1	Cà phê	30.000	3	ly	-	-	90.000	-
2	Bánh mì	20.000	5	cái	-	-	100.000	-
3	Cơm trưa	30.000	5	hộp	-	-	150.000	-
4	Cơm tối	30.000	5	hộp	-	-	150.000	
1	Diễn viên	200.000	1	người	-	1	200.000	
2	Voice Talent	200.000	1	người	-	1	200.000	
TOTAL							2.400.000 VNĐ	

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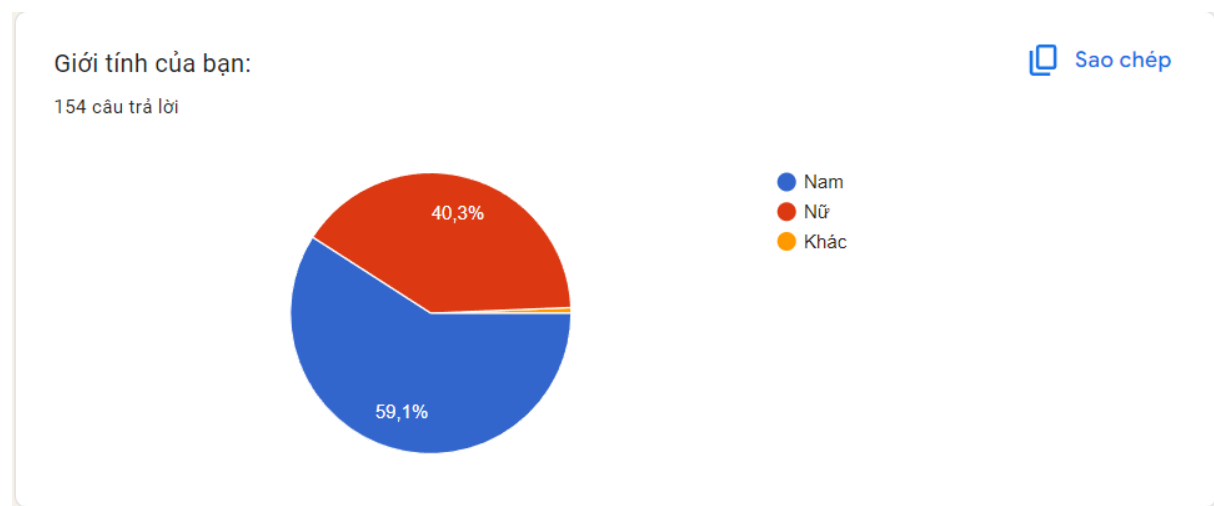
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APPENDIX 1: Quantitative Research: Survey 1

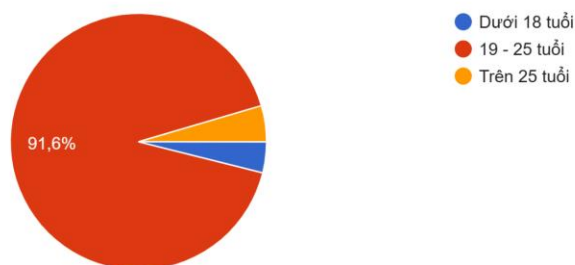
To conduct primary research, we carry out quantitative sampling by collecting information by asking customers through a survey. The establishment of creating the questionnaire based on what we have learned about consumer behavior and the coffee shop market in Vietnam. The questionnaire was separated to classify two types of customers who prefer two different types of coffee shops: brand coffee shop and independent coffee shop.

1. General Information



Độ tuổi của bạn:

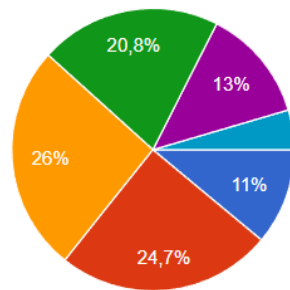
154 câu trả lời



Khu vực mà bạn đang sinh sống:

154 câu trả lời


 Sao chép

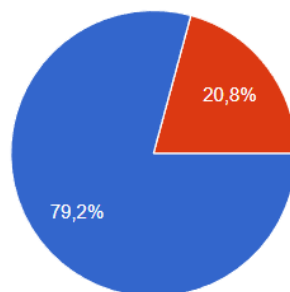


- Quận 1, Quận 3, Quận 5, Quận 6
- Quận 4, Quận 7, Quận 8
- Quận 2, Quận 9, Quận Thủ Đức
- Quận Bình Thạnh, Quận Gò Vấp, Quận Phú Nhuận
- Quận Tân Phú, Quận Bình Tân, Quận Tân Bình
- Quận 10, Quận 11, Quận 12

Bạn có thường xuyên đi đến quán cà phê để thư giãn, học tập, làm việc, chạy deadline?

154 câu trả lời

 Sao
chép



- Có
- Không

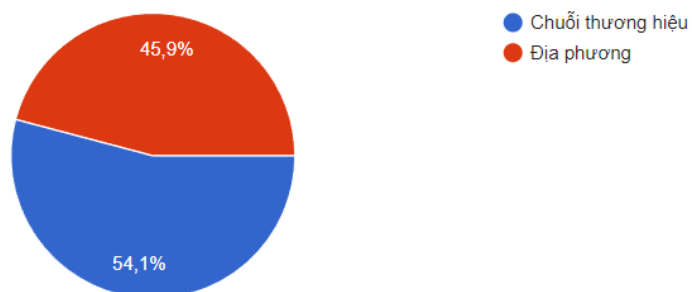
Chuỗi cửa hàng cà phê thường là những quán cà phê thuộc "Tên tuổi lớn" hoặc có "Thương hiệu" phổ biến như Highlands, Trung Nguyên, The Coffee House, Starbucks,... và có địa điểm ở nhiều quận, huyện, thành phố, thậm chí là các quốc gia khác nhau. Trong khi đó, những **cửa hàng cà phê địa phương** thường chỉ là những quán riêng nhỏ lẻ và chỉ có một địa điểm gói gọn trên địa thành phố hoặc quốc gia mà họ đang ở.



Sau khi đã nắm rõ thông tin trên, quán cà phê mà bạn thường lui tới thuộc:

 Sao chép

122 câu trả lời

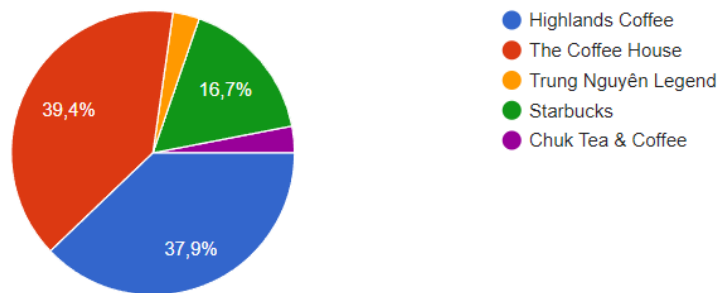


2. Chain coffee shop

Quán cà phê thuộc "Chuỗi thương hiệu" mà bạn thường hay lui đến nhất là:

 Sao chép

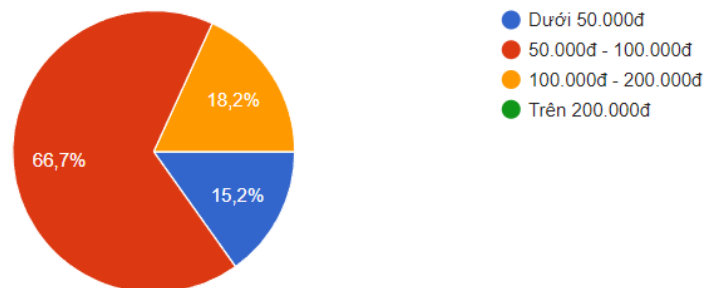
66 câu trả lời



Bạn thường chi bao nhiêu tiền tại đây

 Sao chép

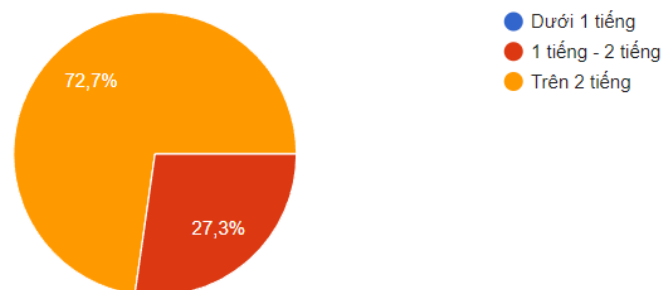
66 câu trả lời



Bạn thường dành bao nhiêu thời gian tại đây

 Sao chép

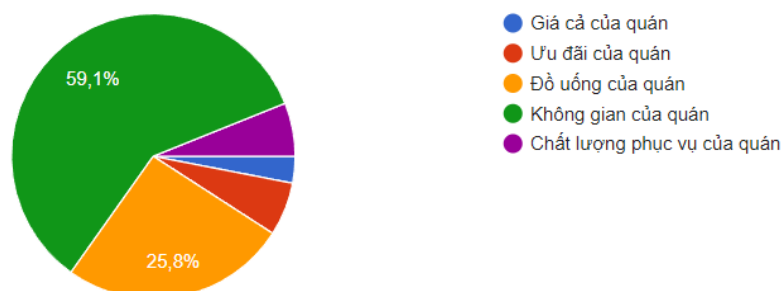
66 câu trả lời



Điều gì ở quán cà phê này tạo nên sự hấp dẫn bạn để khiến bạn mong muốn quay trở lại lần nữa?

66 câu trả lời

Sao
chép



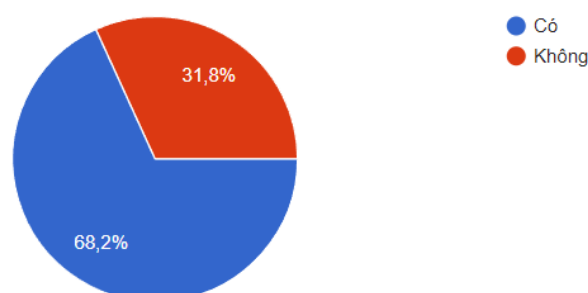
Những hương hiệu quán cà phê nổi tiếng với nhiều chi nhánh nhất ở Thành phố Hồ Chí Minh hiện nay là Trung Nguyên, Highlands, The Coffee House. Điểm mạnh chung có thể nhìn thấy rõ nhất của những thương hiệu này chính là những chi nhánh mà họ mở ra đều có vị trí đặc địa, trải rộng khắp thành phố, cộng với việc vì đã xuất hiện từ lâu nên chiếm vị thế khá tốt trong lòng khách hàng.

Sao
chép

Tuy nhiên, dù có hàng trăm chi nhánh thì quán nào quán nấy của các thương hiệu này mở ra cũng đều có điểm chung là từ không gian tới menu đều được thiết kế giống nhau, không đem lại mới mẻ, tạo cho khách hàng một cảm giác **“an toàn đến nhàm chán”**.

Bạn có đồng tình với quan điểm trên?

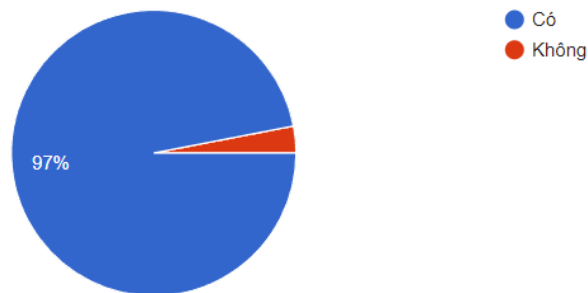
66 câu trả lời



Nếu có dịp, liệu bạn có mong muốn được thử trải nghiệm những quán cà phê địa phương nếu chúng tôi gây đủ sự chú ý và hấp dẫn dành cho bạn?

66 câu trả lời

Sao
chép



3. Chain coffee shop

Hãy cho chúng mình biết tên một vài quán cà phê địa phương mà bạn hay lui tới:

56 câu trả lời

Ngọt, The Seventh Barista,...

Cà phê Anh, Ngọt

Phoenix

Ngọt Q4

Ngọt,...

Cafe Anh

Avocafe, the seventh barista, ngọt

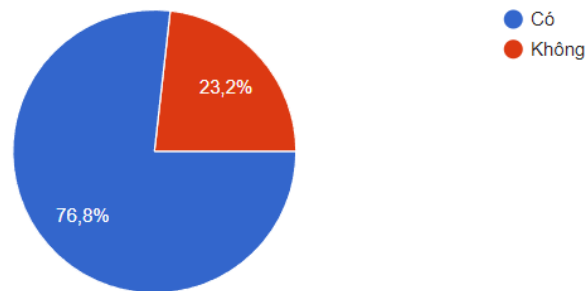
Đà Lạt phố

MODA, 24/24

Những quán cà phê địa phương trên ở gần khu vực mà bạn đang sinh sống

 Sao chép

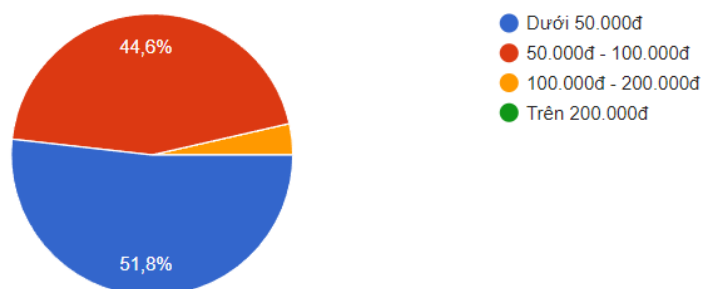
56 câu trả lời



Bạn thường chi bao nhiêu tiền tại đây?

 Sao chép

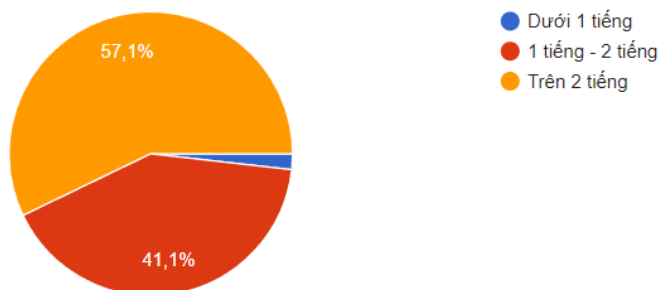
56 câu trả lời



Bạn thường dành bao nhiêu thời gian tại đây

 Sao chép

56 câu trả lời

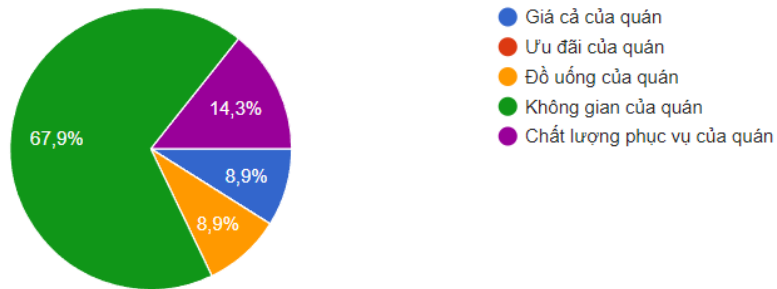


Điều gì ở quán cà phê này tạo nên sự hấp dẫn bạn để khiến bạn mong muốn quay trở lại lần nữa?

56 câu trả lời



Sao
chép

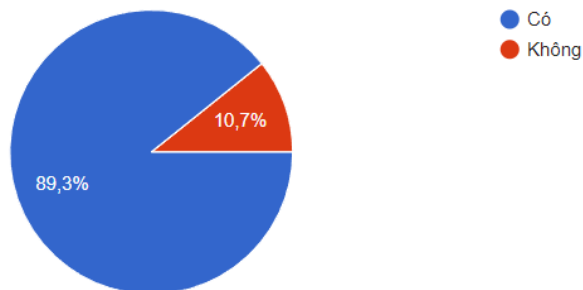


Nếu có dịp, liệu bạn có mong muốn được thử trải nghiệm những quán cà phê địa phương ở xa khu vực sinh sống nếu chúng tôi gây đủ sự chú ý và hấp dẫn dành cho bạn?

56 câu trả lời



Sao
chép



Bar coffee là những quán cà phê được thiết kế theo kiểu quầy bar là để khách hàng có thể ngồi tại quầy hoặc khu vực bàn ở bên trong khoảng từ 5 đến 10 phút để đợi trong khi nhân viên pha chế (Barista) pha chế đồ uống. Tại bar coffee, nhân viên pha chế thường sử dụng ấm đun nước, cân và máy pha chế đặc biệt.

Cũng giống như rượu và bia, mỗi loại cà phê đều có một hương vị khác nhau tùy thuộc vào hạt cà phê, cách rang cà phê và nơi trồng, nguồn gốc xuất xứ của loại cà phê đó.

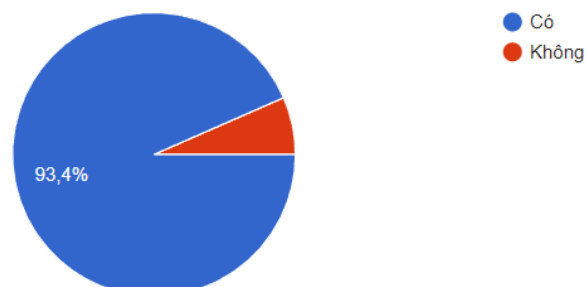
Tại The Seventh Barista, ngoài mang phong cách nhẹ nhàng, thư giãn với những sản phẩm cà phê được làm từ hạt Arabica. Quán đặc biệt còn có một quầy Bar phục vụ cà phê, khách hàng có thể ngồi trò chuyện như những quán bar nhỏ đem lại cảm giác mới lạ. Nếu khách hàng có nhu cầu, nhân viên pha chế vẫn có thể cung cấp cho khách những thông tin bổ ích về loại cà phê mà họ đang sử dụng và có thể giải thích hương vị, từ đó giúp khách hàng quyết định nên chọn loại cà phê phù hợp phản ánh sở thích cá nhân nhất.



Thông tin trên có làm bạn cảm thấy thú vị?

 Sao chép

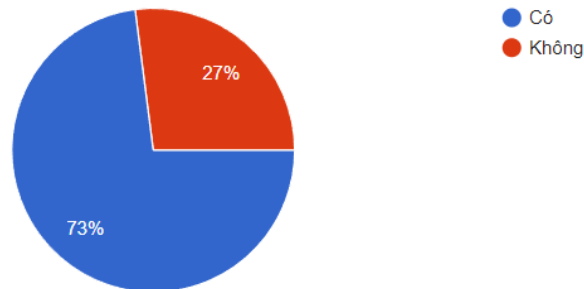
122 câu trả lời



The Seventh Barista hiện tại chỉ có một chi nhánh duy nhất tại quận 7 (Gần trường đại học RMIT). Nếu ở xa khu vực kể trên, sau khi đã biết đến quán rồi thì liệu bạn có muốn được thử ghé để trải nghiệm?

Sao chép

122 câu trả lời



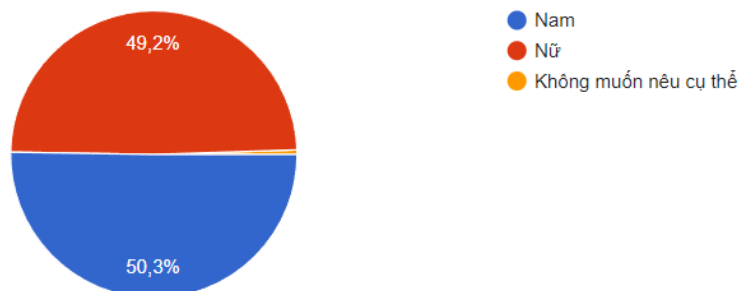
APPENDIX 2: Quantitative Research: Survey 2

1. General Information

Giới tính của bạn:

Sao chép

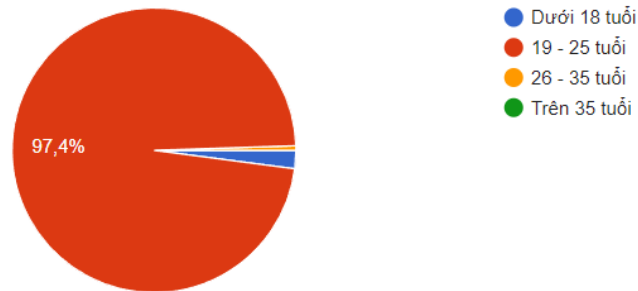
193 câu trả lời



Độ tuổi của bạn:

193 câu trả lời

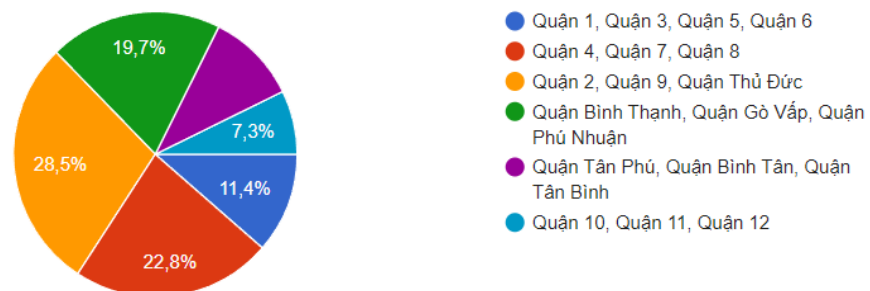
 Sao chép



Khu vực mà bạn đang sinh sống:

193 câu trả lời

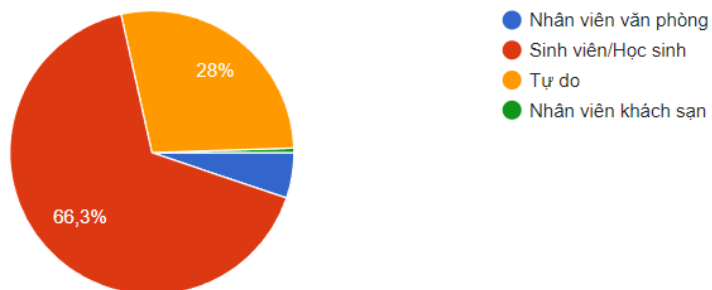
 Sao chép



Nghề nghiệp hiện tại của bạn:

193 câu trả lời

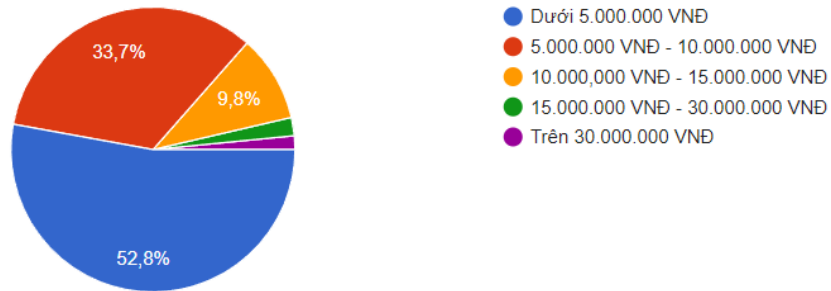
 Sao chép



Khoảng thu nhập mỗi tháng của bạn:

193 câu trả lời

 Sao chép

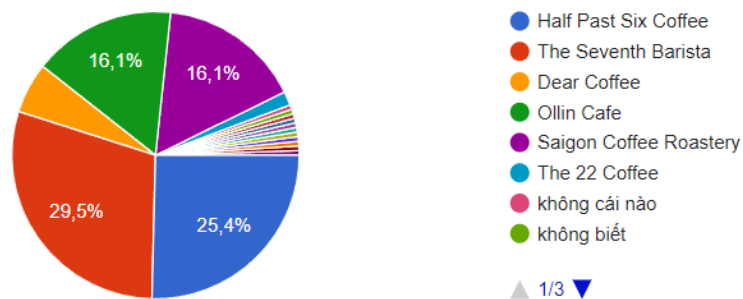


2. Brand awareness

Trong số những quán "Bar coffee" dưới đây, bạn biết đến những thương hiệu nào?

193 câu trả lời

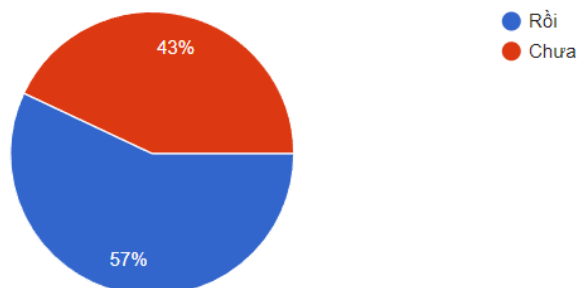
 Sao chép



Bạn đã từng ghé qua The Seventh Barista chưa?

193 câu trả lời

 Sao chép

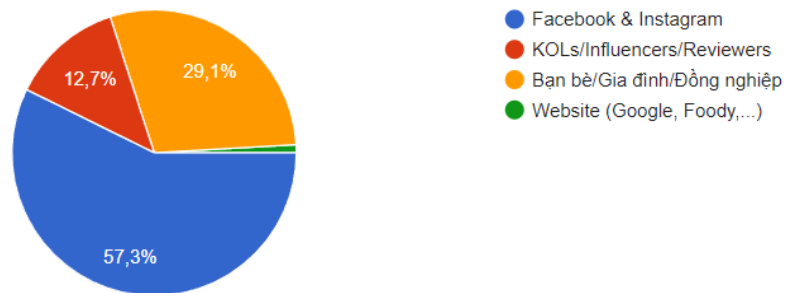


3. Guests who have visited The Seventh Barista

Bạn biết đến The Seventh Barista qua các kênh nào:

 Sao chép

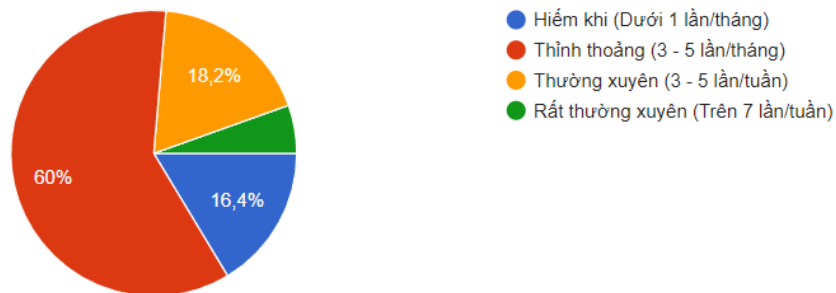
110 câu trả lời



Mức độ thường xuyên ghé quán của bạn:

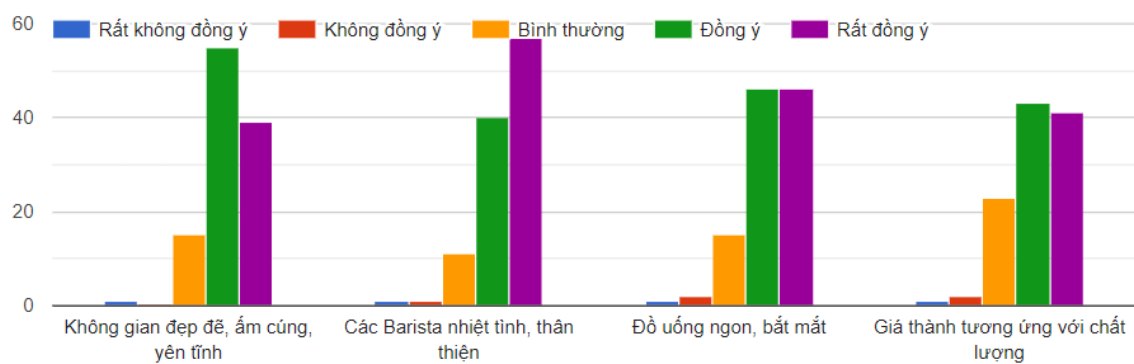
 Sao chép

110 câu trả lời



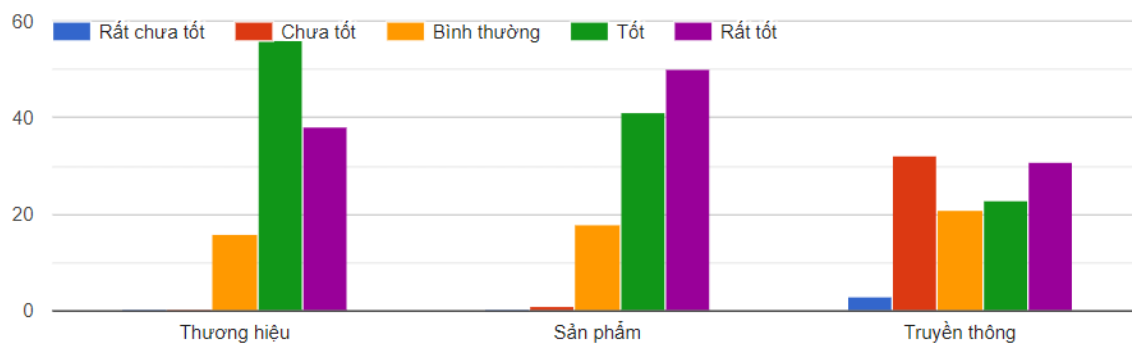
The Seventh Barista có...

 Sao chép



Đánh giá tổng quan của bạn về The Seventh Barista:

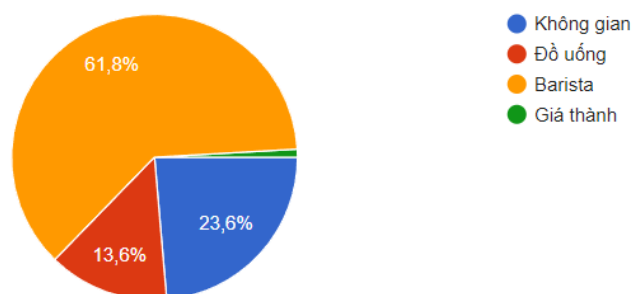
 Sao chép



Điều bạn thích nhất ở The Seventh Barista là gì?

 Sao chép

110 câu trả lời



Những điều The Seventh Barista cần cải thiện:

110 câu trả lời

Thông tin của quán nhiều hơn trên các nền tảng mạng xã hội

Chưa có nhiều thông tin trên fanpage

Chưa bik

Thêm thông tin cần thiết

Về không gian quán

khong bit nua

Làm tốt lắm

Không có gì cần phải cải thiện

nên đa dạng đồ uống hơn

Khi nhắc đến The Seventh Barista, từ khóa đầu tiên bạn nghĩ tới là:

110 câu trả lời

Coffee

không gian hợp lí

Cà phê ổn, đồ uống đa dạng

Barista nói chuyện rất dễ thương

Barista

Ấm cúng

Không gian thưởng thức đẹp

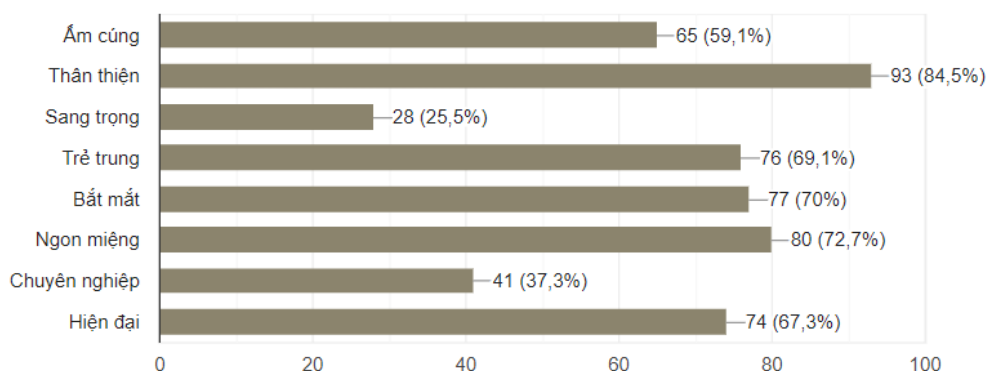
Chill lắm

Số 7 :)))

Chọn 3 từ bạn nghĩ chính xác nhất về hình ảnh của quán cà phê The Seventh Barista:

Sao chép

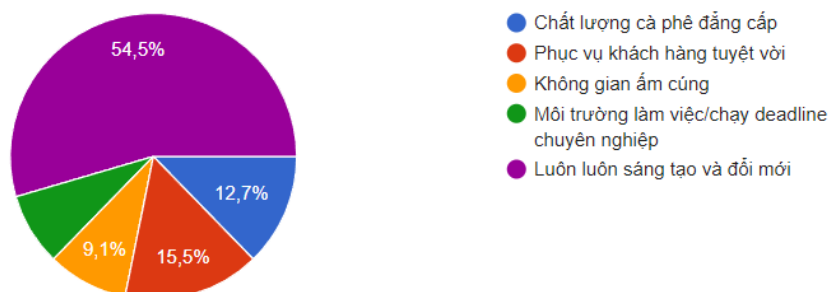
110 câu trả lời



The Seventh Barista truyền tải...

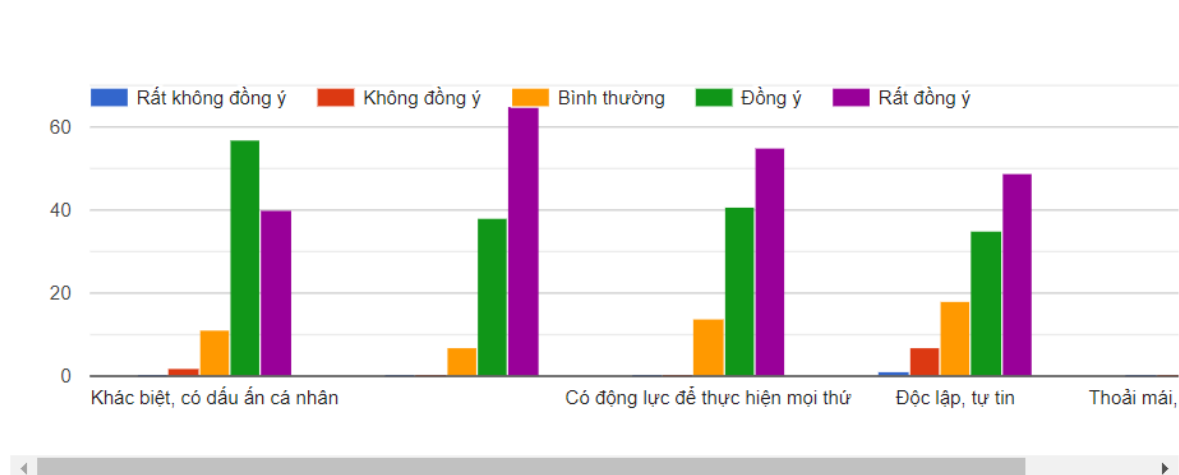
Sao chép

110 câu trả lời



Khi bước chân đến The Seventh Barista, tôi cảm thấy...

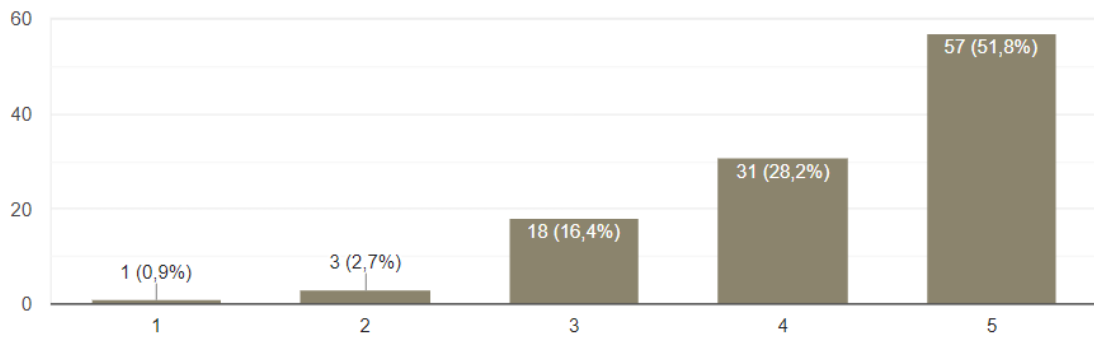
Sao chép



Mức độ gắn bó của bạn với The Seventh Barista:

 Sao chép

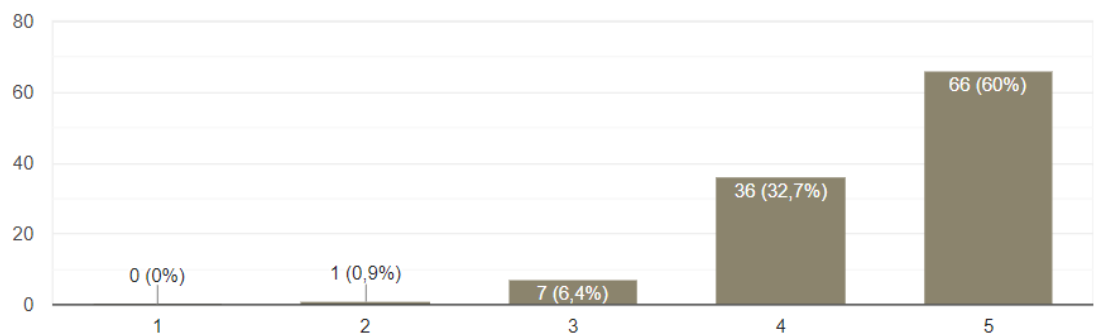
110 câu trả lời




Khả năng bạn sẽ giới thiệu The Seventh Barista với người khác:

 Sao chép

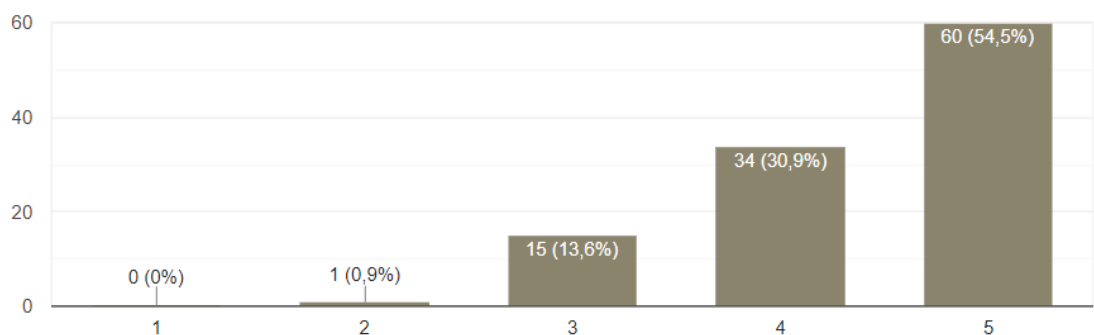
110 câu trả lời



Khi nghĩ đến việc đi tìm một quán cà phê, The Seventh Barista sẽ nằm trong sự lựa chọn của bạn:

 Sao
chép

110 câu trả lời



4. Guests who have not visited The Seventh Barista

The Seventh Barista là một quán cà phê kiểu bar nằm tại Quận 7. Tại đây, quán được thiết kế dưới dạng một quán bar với phong cách thoải mái và thư giãn cùng các sản phẩm cà phê được làm từ hạt Arabica mang đến hương vị đậm đà cùng với các thức uống khác được chuẩn bị chuyên nghiệp, kết hợp với không gian yên tĩnh tạo nên trải nghiệm "Chill" rất đặc biệt cho khách hàng. Nhìn chung, quán có phong cách thiết kế độc đáo nhưng cũng rất ấm cúng và yên tĩnh, tạo nên cảm giác thân thiện trong mắt khách hàng mỗi khi ghé thăm. Ngoài ra, quán có một quầy phục vụ cà phê, khách hàng có thể ngồi và trò chuyện giống như các quán bar nhỏ, mang đến một trải nghiệm mới lạ.

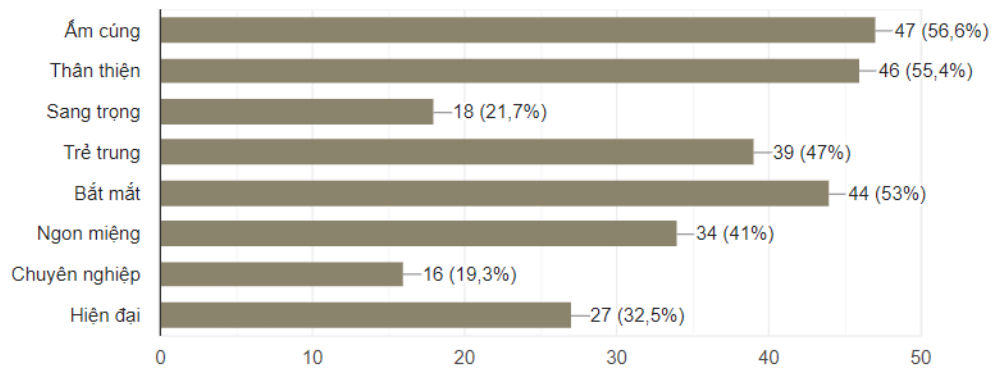
Giống như rượu và bia, mỗi loại cà phê có hương vị khác nhau tùy thuộc vào hạt cà phê, cách rang cà phê và nơi nó được trồng và đến từ đâu. Tại The Seventh Barista, nếu khách hàng có nhu cầu, các barista vẫn có thể cung cấp cho khách hàng thông tin hữu ích về loại hạt cà phê mà họ đang sử dụng và có thể giải thích cách chúng nếm, từ đó giúp khách hàng quyết định chọn loại cà phê phù hợp nhất để phản ánh hương vị cá nhân.



Sau khi đọc thông tin trên, hãy chọn 3 từ bạn nghĩ chính xác nhất để miêu tả hình ảnh The Seventh Barista:

Sao
chép

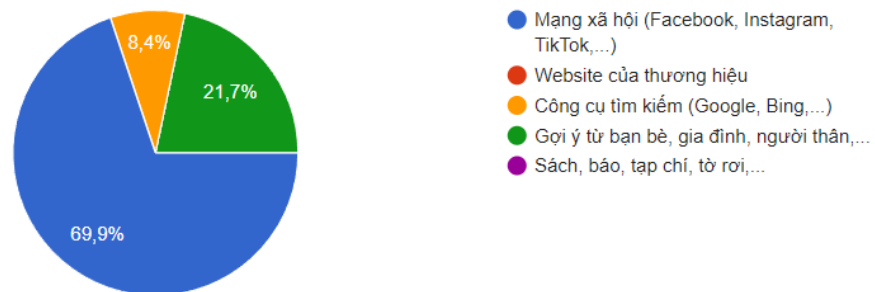
83 câu trả lời



Khi tìm kiếm thông tin về 1 quán cà phê, những công cụ mà bạn thường sử dụng nhiều nhất là:

Sao
chép

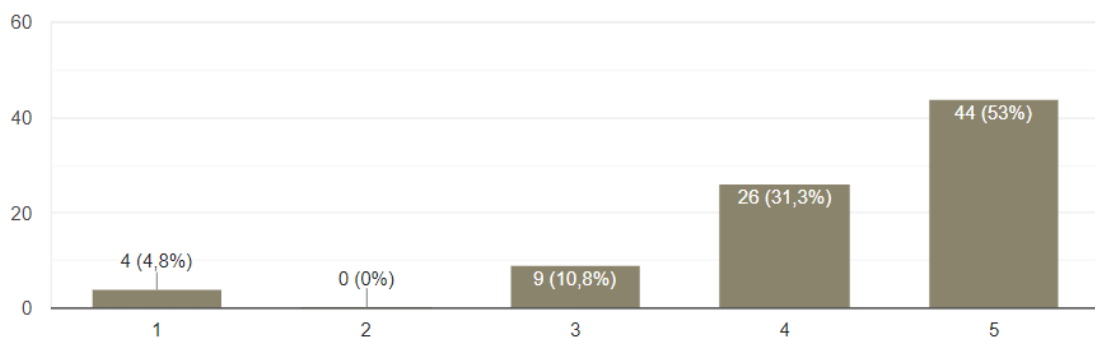
83 câu trả lời



Bạn có mong muốn đến và trải nghiệm The Seventh Barista trong tương lai nếu quán gây đủ sự chú ý và hấp dẫn dành cho bạn?

Sao
chép

83 câu trả lời



5. Overall Communication Activities

Ngoài The Seventh Barista, hãy kể tên một số quán/thương hiệu cà phê mà bạn thường hay lui tới:

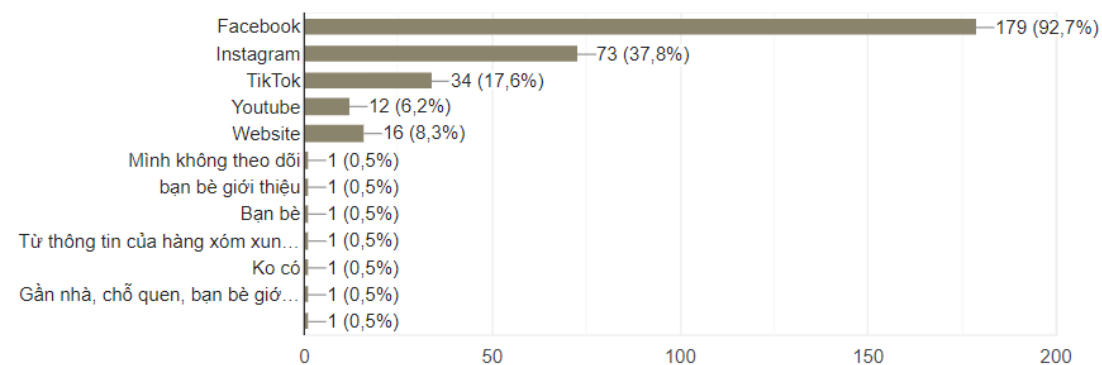
193 câu trả lời



Bạn theo dõi những quán cà phê kể trên qua các phương tiện truyền thông nào?

Sao chép

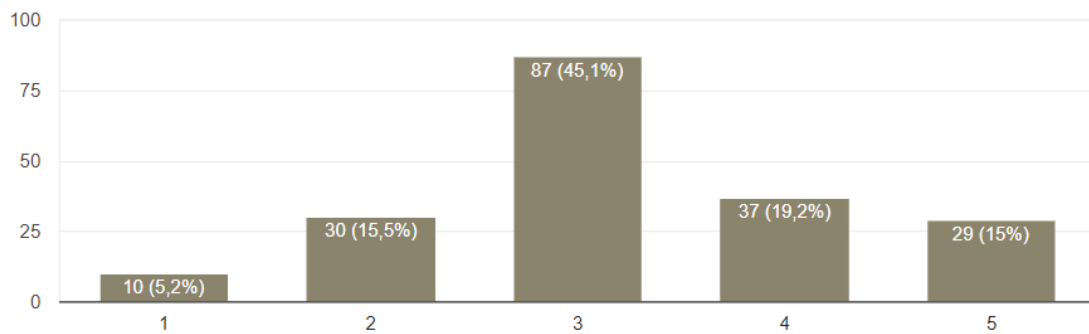
193 câu trả lời



Nội dung bài viết của các quán cà phê đó trên mạng xã hội

 Sao chép

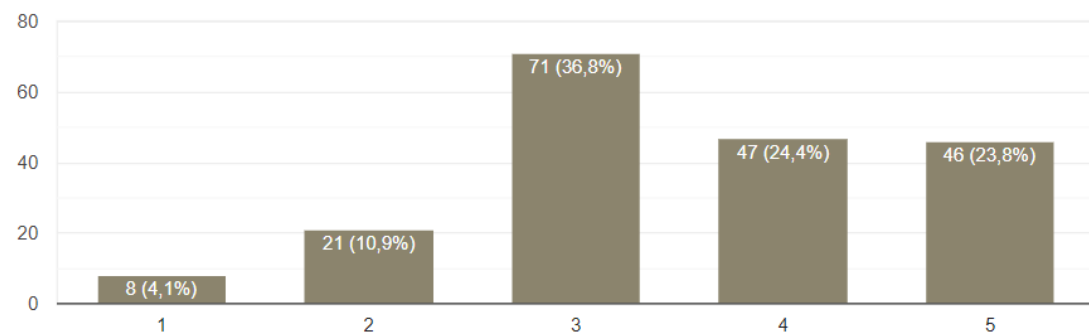
193 câu trả lời




Ấn phẩm truyền thông của các quán cà phê đó trên mạng xã hội (Hình ảnh, video,...)

 Sao
chép

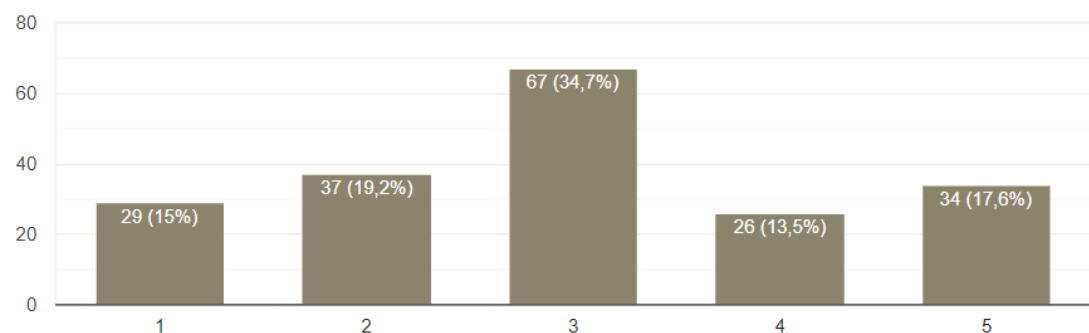
193 câu trả lời



Hoạt động tương tác của các quán cà phê đó trên mạng xã hội (minigame, giveaway,...)

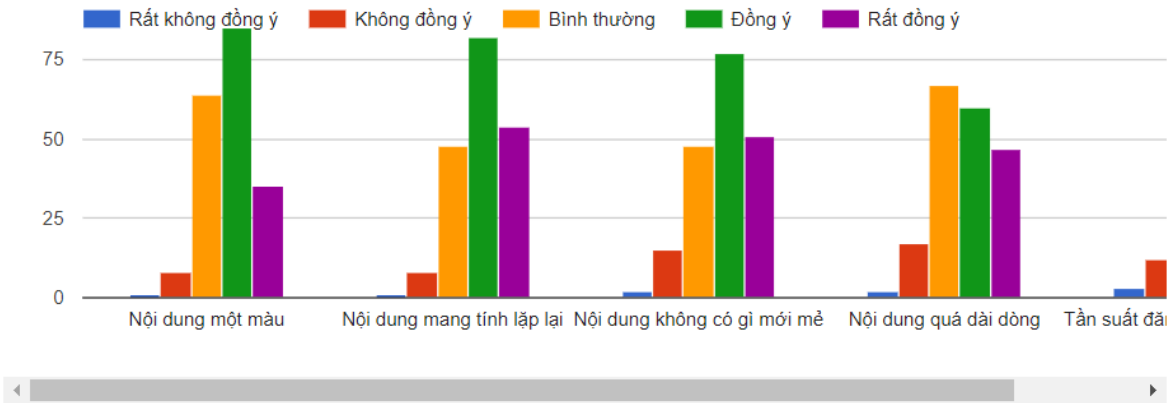
 Sao
chép

193 câu trả lời



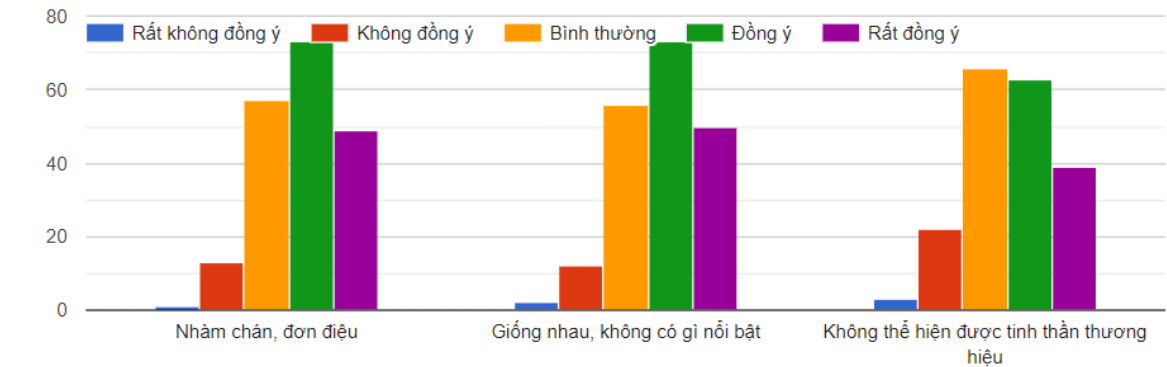
Đánh giá của bạn về nội dung bài viết trên các kênh mạng xã hội của các quán/thương hiệu cà phê tại Việt Nam hiện nay:

Sao
chép



Đánh giá của bạn về các ấn phẩm truyền thông (hình ảnh, video,...) trên các kênh mạng xã hội của các quán/thương hiệu cà phê tại Việt Nam hiện nay:

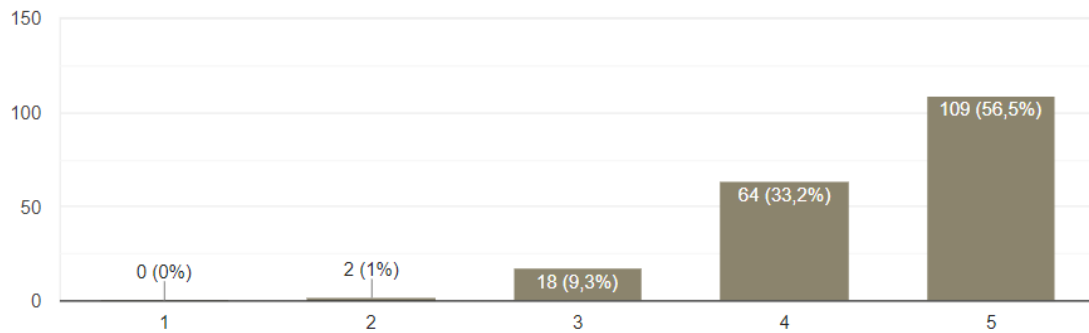
Sao
chép



Các quán/thương hiệu cà phê tại Việt Nam cần truyền tải thông điệp một cách mới mẻ, sáng tạo hơn

Sao
chép

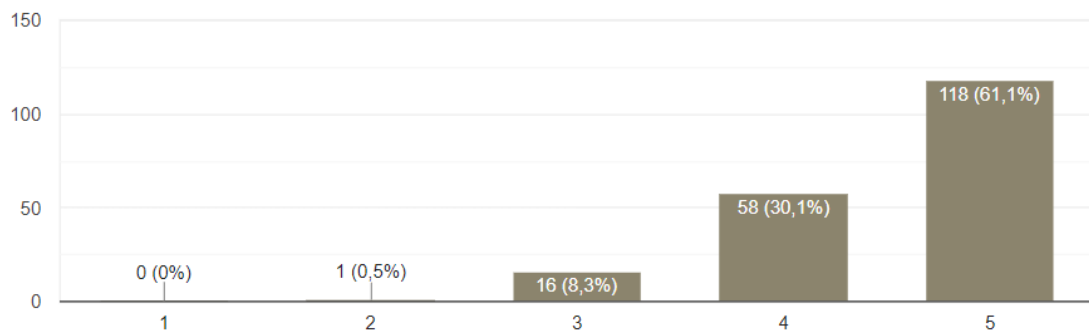
193 câu trả lời



Các quán/thương hiệu cà phê tại Việt Nam cần phải tạo ra những nội dung/ấn phẩm truyền thông mới mẻ, sáng tạo hơn

Sao
chép

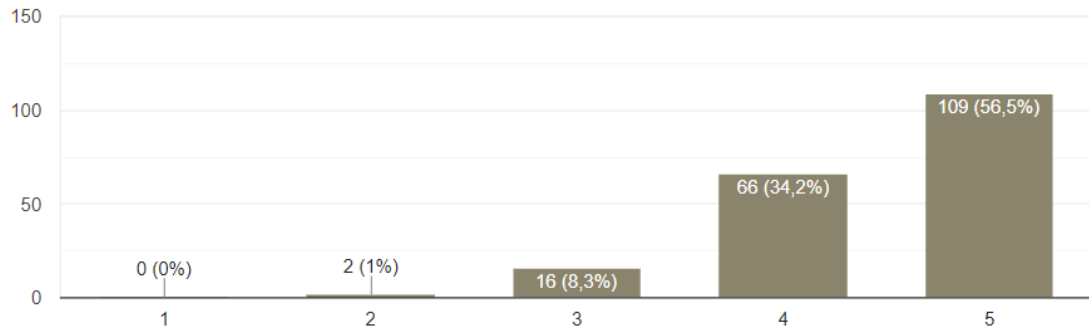
193 câu trả lời



Các quán/thương hiệu cà phê tại Việt Nam cần tạo ra sự khác biệt trong cách tiếp cận đến với khách hàng

Sao
chép

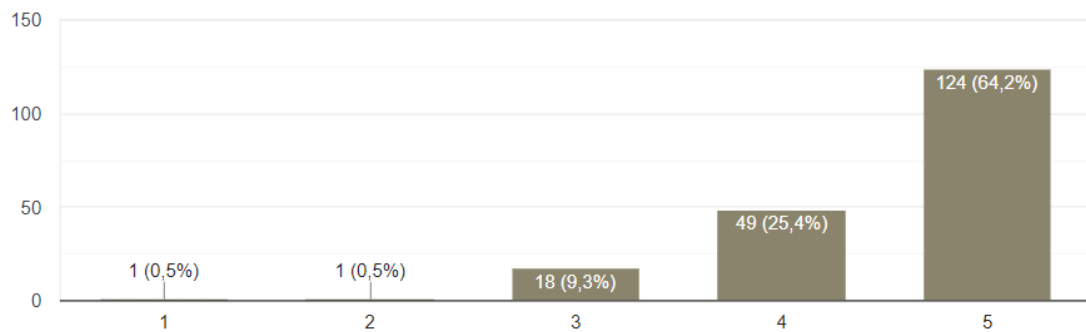
193 câu trả lời



Tôi sẽ ủng hộ các quán/thương hiệu cà phê tại Việt Nam có tính đột phá trong việc truyền tải nội dung mới mẻ/sáng tạo

Sao
chép

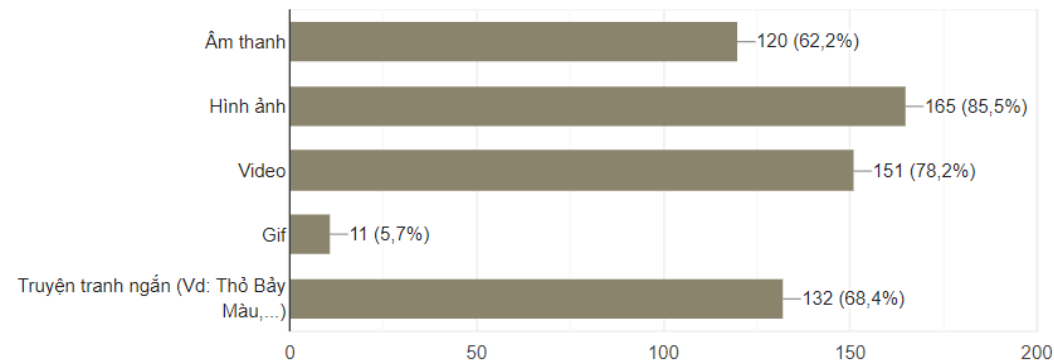
193 câu trả lời



Tôi thích các nội dung truyền thông liên quan đến cà phê được truyền tải dưới định dạng

Sao chép

193 câu trả lời



APPENDIX 3: In - depth interview

Our audio file can be found [here](#)

STT	Tên	Độ tuổi	Bạn có thường xuyên tới 7th barista không?	Bạn đến 7th barista để làm gì?	Điều gì ấn tượng với bạn khi đến 7th Barista ?	Sau khi đến 7th barista bạn có quay lại không? vì sao?	Tần suất đi đến những quán cà phê xa nhà của bạn là bao nhiêu lần trong 1 tháng?	Bạn thường đến những quán cà phê xa nhà vì yếu tố gì ?	Bạn có ấn tượng gì với tranh chibi ?	Sắp tới chúng mình sẽ có chiến dịch quảng cáo cho 7th barista thông qua 7 nhân vật thông qua hình vẽ chibi, Bạn nghĩ thế nào với thông tin trên?	Các bạn nghĩ sao về sản phẩm chuyên 4 ô liên quen đến 7 nhân vật sắp tới được ra mắt?
1	Nguyễn Phúc Đại	22	Có nhiều lần	Giao tiếp gặp gỡ và thường thức cà phê.	Không gian gần gũi và gặp gỡ được nhiều người.	Luôn luôn muốn quay lại vì đây đã trở thành địa điểm yêu thích của bản thân.	Khoảng 12 lần trong 1 tháng.	Bạn bè rủ, không gian quán gần gũi, có nhiều người để giao tiếp, tiếp nhận thông tin.	Thích vì dễ thương g và gần gũi.	Rất háo hức và chờ đợi theo dõi.	Khá hay vì đây đã từng là một phần tuổi thơ của nhiều người và mong chờ sản phẩm ra mắt.
2	Mỹ Linh	26	Lần đầu đến quán.	Đến tụ họp với bạn bè.	Không gian của quán và thức	Chắc chắn quay lại vì thích không gian yên	Vài lần trong 1 tháng.	Chú trọng không gian quán nhất sau	Dễ thương g.	Cảm thấy thú vị, lần đầu biết đến chiến dịch truyền thông như vậy cho một	Ý tưởng hay, độc đáo. Các bạn học sinh, sinh viên chắc chắn sẽ thích.

					uống ngon.	tĩnh để gặp mặt nói chuyện với bạn bè hoặc làm việc.		đó đến nước uống.		quán cà phê.	
3	Hoài Thương	26	1 tuần đi một lần	Thường đến để làm việc.	Thích Không gian yên tĩnh, nhân viên quán, thức uống ngon và nhạc hay.	Có và đã quay lại nhiều lần vì đây là sở thích.	1 tháng một lần	Đi với bạn bè hoặc làm việc.	Dễ thương g.	Thấy chiến dịch dễ thương	Thấy dễ thương và sẽ xem.
4	Thư	23	Không thường xuyên lắm	Đến để chạy deadline	Không gian và âm nhạc	Có	Nhiều lần trong 1 tháng	không gian quán thì sẽ lựa chọn để đi.	Dễ thương g.	Cảm thấy hay	Sáng tạo, dễ thương và trông chờ vào sản phẩm.
5	Linh	25	Tháng nào cũng đến	Đến vào cuối tuần để làm việc.	Không gian quán rất chill, không quá ồn và âm nhạc hay.	Có quay lại vì khá thích không gian ở quán, ngồi ở đây có thể tập trung vào công việc.	Mỗi cuối tuần	Phù hợp với nhu cầu làm việc như thiết kế bàn ghế, quán có ồn hay không.	Bình thường g	Cảm thấy bình thường, phụ thuộc vào hình vẽ có ấn tượng hay không.	Idea sáng tạo.
6	Sơn	21	Ngày nào cũng qua	Đến để trò chuyện với anh chị nhân viên đôi khi làm việc	Không gian quán đẹp, yên tĩnh, chill dễ dàng vào mood để làm việc	Thường xuyên quay lại vì anh chị nhân viên thân thiện, hợp để chơi và giao tiếp với nhân viên và bạn bè.	Ngày nào cũng đi cà phê nhưng ít khi đi xa.	Không gian riêng tư để làm việc và nói chuyện với bạn bè.	Biết rất lâu rồi và thấy dễ thương g, vui nhộn, hài hước	Thông tin khá hay, có thể đem lại sự trẻ trung cho quán.	Thấy nhiều người làm rồi và truyền tải được thông điệp tốt, nhớ lâu.

7	Trân	21	Lần đầu đến	Đến để học bài	Không gian quán rộng rãi, không quá ồn.	Sẽ quay lại vì thích những quán có không gian yên tĩnh để học bài.	Mấy tháng 1 lần	Đi chơi để check in	Có biết đến và thấy dễ thương, nhẹ nhàng.	Cảm thấy hay, thú vị	Cảm thấy thú vị và gợi ý truyền thông mạnh mẽ để mọi người có thể theo dõi.
8	Ngọc	23	Lần đầu đến	Đến để học và làm việc.	Không gian thoáng, thiết kế gần gũi	Sẽ có vì thích làm việc nơi có không gian thoải mái và trò chuyện với bạn bè.	Khoảng 4 lần 1 tháng	Chọn nơi có không gian thoải mái, không quá đông.	Hình ảnh dễ thương, nhỏ nhắn.	Cảm thấy hay ho vì có thể cho khách hàng chọn lựa các món nước phù hợp với tính cách.	Cảm thấy bình thường.
9	Cảnh	24	Không thường xuyên và thường đi vào cuối tuần	Đến để thưởng thức cà phê.	Không gian có nhiều cây xanh, mát mẻ, yên tĩnh.	Có quay lại vì quán lúc nào cũng đem lại cảm giác như ban đầu và sẽ đến khi muốn.	Ít khi đi	Quán mới, có cà phê ngon hoặc món mới.	Chưa tìm hiểu nên chưa rõ	Một ý tưởng hay, quan trọng ý nghĩa như thế nào.	Thấy tò mò và hy vọng có được sản phẩm.
10	Kha	21	Thỉnh thoảng đến	Chạy deadline và tận hưởng không gian ở quán	Một không gian không có sự xô bồ và có nhiều cây xanh	Chắc chắn vì quán phù hợp ba yếu tố để làm việc, thưởng thức không gian và thư giãn.	1 lần 1 tháng	Những dịp gặp gỡ bạn bè.	Cảm thấy nét vẽ dễ thương và bản thân thích như thế.	Đây là một hướng đi mới và hy vọng sẽ đạt được thành công sắp tới.	Cảm thấy hay nhưng phụ thuộc vào cách truyền tải.
11	Nguyễn Trung Tín	23	Thường xuyên đến.	Đến để trao đổi, trò chuyện với những người ở đó.	Ấn tượng với không gian quán và cà phê ngon.	Vẫn sẽ quay lại vì mấy anh chị khá thân thiện và thu thập được nhiều	Khoảng 10 đến 15 lần 1 tháng.	Về không gian, thức uống và con người.	Không ấn tượng mấy nhưng nó khá thu hút	Thông tin khá thú vị và thu hút.	Thấy có vẻ khá dễ thương và thông qua đó để hiểu hơn về The Seventh Barista

						kiến thức.					
12	Khánh Vy	22	Thi thoải mái đến	Đến để học bài	Ấn tượng với không gian quán vì khá thoải mái.	Thi thoải mái quay lại vì gần nhà và bạn bè rủ	Khoảng 2 lần 1 tháng	Chọn quán vắng và đồ uống ngon	Không ấn tượng		
13	Hồ Hữu Nghĩa	22	Thường xuyên đến	Đến để chạy deadline và trò chuyện với bạn bè.	Ấn tượng bởi không gian rộng rãi, yên tĩnh và đồ uống chất lượng	Có quay lại vì thích không gian rộng rãi, yên tĩnh.	Khoảng 4-5 lần một tháng	Chọn quán có không gian để tụ họp với bạn bè	Dễ thương và dễ tiếp cận với giới trẻ hiện nay	Dễ dàng tiếp cận và sẽ thành công trong tương lai	Cảm thấy rất độc đáo và mới lạ trong những cách truyền thông ngày nay.
14	Dinh	22	Không thường xuyên lắm	Đến để gặp bạn bè, chạy deadline và ngồi chill	Không gian thoáng mát, nhiều cây cối và sạch sẽ.	Đã đi 1,2 lần và sex quay lại vì khuôn viên oke, đẹp và nhân viên thân thiện.	1-2 lần 1 tháng	Bạn bè rủ, quán đẹp hay đem lại cảm giác dễ chịu.	Không thích style này lắm nhưng đem lại cảm giác hoài niệm như game Gunny .	Muốn theo dõi để xem như thế nào	Quá tuyệt vời và luôn sẵn sàng để cập nhật tin tức.
15	Nguyễn Khắc Vỹ	22	Thường xuyên đến khoảng 1-2 buổi mỗi tuần	Đến để giao lưu với bạn bè	Không gian gây ấn tượng, thoải mái	Chắc chắn quay lại vì đây là nơi thường xuyên tụ tập với bạn bè.	5-6 lần 1 tháng	Lựa chọn vì là nơi bạn bè thường xuyên tụ tập và quán thú vị, có không gian tốt	Thú vị, Dễ thương	Thông tin này dễ gây ấn tượng với khách hàng.	Khách hàng sẽ háo hức với sản phẩm này.

16	Duy Anh	22	Có thường xuyên đến	Đến để làm việc	Không gian dễ tập trung làm việc, dễ tiếp cận	Sẽ quay lại vì tìm không gian làm việc.	Khoảng 12 lần	Bạn bè rủ, quán thú vị	Cảm thấy thú vị	Thấy hay và phù hợp với các bạn trẻ dễ tiếp cận	Cảm thấy Khá hay cho giới trẻ và các bạn nữ thường chú ý hơn.
17	My	20	Lần đầu đến	Thường đến để làm việc	Không gian có nhiều cây xanh, ấm cúng	Có thể quay lại vì không gian và cách phục vụ của nhân viên tốt	Khoảng 1 đến 2 lần	Về không gian, thức uống, cách phục vụ và yên tĩnh để làm việc	Rất là dễ thương và khá đẹp.	Ý tưởng hay, cố gắng phát huy để mọi người biết rộng rãi hơn	Khá thú vị, gợi nhớ đến tuổi thơ cho độ tuổi 8x,9x.

APPENDIX 4: Evaluation After The Campaign

Our video file can be found [here](#)

1. Trần Quốc Hiếu Thuận, 22 tuổi, đang làm tự do.

Question 1: Bạn biết đến The Seventh Barista qua đâu?

Qua Fanpage.

Question 2: Bạn có thường xuyên chọn The Seventh Barista hay không? Vì sao?

Gần như là thường xuyên, tại vì khá gần nhà, cách nhà có mấy cây à.

Question 3: Bạn có follow fanpage của The Seventh Barista hay không?

Có.

Question 4: Bạn có thích những nhân vật chibi của The Seventh Barista trong thời gian gần đây không? vì sao?

Khá là thích ha, cũng dễ thương và cute, mình cũng có một cái.

Question 5: Bạn có tham gia minigame của The Seventh Barista trong thời gian qua hay không? Cảm nhận của bạn như thế nào về minigame này?

Có tham gia và cũng được một phần quà của minigame, mình thấy đây cũng là một cách quảng cáo tốt đối với khách hàng, thì khi mà họ có những phần quà này thì họ sẽ ghé thường xuyên hơn, đó như mình vì mình muốn có phần quà này là mình ghé gần như mỗi ngày để mình có được nó đó, uống ngày một ly đủ bảy tick là có một phần quà

Question 6: Những thông tin được truyền tải qua fanpage có làm bạn hài lòng hay không? nó có đầy đủ hơn so với trước đây?

Cũng có, mình thì không lên fanpage của The Seventh Barista nhiều, lâu lâu mình cũng có đọc qua, coi như nó cũng đầy đủ hơn so với trước đây.

2. Hóa, sinh năm 2000, sinh viên đại học Tôn Đức Thắng.

Question 1: Bạn biết đến The Seventh Barista qua đâu?

Mình biết đến quán này là do một người bạn giới thiệu qua một nền tảng xã hội, khi mình hỏi nơi nào có trải nghiệm về cảm giác uống cà phê, kiểu nó khác biệt so với những quán mình đi thì bạn mình giới thiệu The Seventh Barista.

Question 2: Bạn có follow fanpage của The Seventh Barista không?

À mình có, hôm đó bạn đó giới thiệu và cũng cho mình địa chỉ trên Facebook để mình theo dõi.

Question 3: Sau khi theo dõi thì bạn cảm nhận về những nhân vật trên fanpage như thế nào?

Nhìn những nhân vật theo hướng chibi thì mình thấy nó cũng dễ thương, theo một cái trend trẻ trung cho các bạn gen Z giống như mình.

Question 4: Thì những thông tin được truyền tải thông qua fanpage nó có làm bạn hài lòng không?

Mình thấy những thông tin này mang đến một góc nhìn mới về thức uống, kiểu nó hài hước, dễ tiếp cận cho một số bạn mới trong việc thưởng thức cà phê.

3. Khách Korean, 23 tuổi, đang du học tại Việt Nam

Question 1: Làm sao bạn biết đến The Seventh Barista?

Hmm, The Seventh Barista gần nhà của mình.

Question 2: Bạn có thường xuyên chọn The Seventh Barista không? Và tại sao?

Mình thường tới đây 3-4 lần trong một tuần. Mình chọn tới đây bởi vì cafe và bánh ăn rất ngon.

Question 3: Bạn có follow fanpage của The Seventh Barista chưa?

Ye.. Mình đang follow fanpage rồi.

Question 4: Bạn có thích các nhân vật chibi của The Seventh Barista không?

Mình thật sự thích những nhân vật của The Seventh Barista, bởi vì khi tới đây những nhân vật này gây chú ý tới mình, và mình cũng đã thấy những cái móc khoá ở phía trước tiệm.

4. Mai, 18 tuổi

Question 1: Bạn biết đến The Seventh Barista qua đâu?

Nhà mình gần đây nên mình tiện qua đây luôn.

Question 2: Bạn có thường xuyên lựa chọn The Seventh Barista là điểm đến không, vì sao?

Có vì gần nhà mình và mình hơi bị thích không gian cũng như cách trang trí ở đây khá là hợp mắt.

Question 3: Bạn có follow fanpage của The Seventh Barista hay không?

Có

Question 4: Bạn cảm nhận như thế nào về những nhân vật chibi của quán?

Mình thấy nó rất dễ thương cũng như mình khá là thích cách quán đưa những nhân vật này vào câu chuyện và tạo dựng cho nó một câu chuyện về mỗi loại nước khác nhau.

Question 5: Trong thời gian qua thì The Seventh Barista có một cái minigame thì bạn có follow và cảm nhận gì về nó không?

Mình có tham giá và thấy khá là thú vị, ngoài mua nước thì mình còn được nhận những phần thưởng xong rồi tới cuối mình còn được nhận thêm một ly nước nữa nên mình thấy khá là thú vị.

Question 6: Những thông tin được truyền tải thông qua fanpage nó có làm bạn hài lòng không?

Mình thấy có hài lòng, khá thú vị, bắt mắt và câu chuyện cũng khá là hay.

5. Long, 23 tuổi, đang công tác bên ngành marketing

Question 1: Các bạn biết đến quán The Seventh Barista qua đâu? Qua bạn bè hay qua những kênh nào?

Long: Mình có một vài người bạn thì có rủ và dắt tụi nó mình qua.

Question 2: Bạn có thường xuyên chọn The Seventh Barista là điểm đến hay không?

Long: Thật ra thì nhà bọn mình không gần đấy lắm, nhưng nếu nhà gần thì mình sẽ qua thường xuyên vì ở đây có không gian khá là chill.

Question 3: Bạn có follow fanpage của The Seventh Barista hay không? Hiện tại, tụi mình có sử dụng những nhân vật chibi để tượng trưng cho những loại nước và đại diện thương hiệu thì các bạn nghĩ sao về những nhân vật này?

Hương: Mình thấy dễ thương, Wibu.

Long: Mình để ý ở đây mỗi nhân vật có màu tóc khác nhau thì chắc là mỗi bạn ở đây chắc là cũng đại diện cho những loại nước khác nhau thì mình cũng khá tò mò những câu chuyện đằng sau những loại nước này.

Question 4: Những thông tin được truyền tải thông qua fanpage nó có làm bạn hài lòng không? so với trước đây page khá là nhàm chán

Hương: mình chưa có follow page.

Long: Thật ra thì mình có sự đổi mới ở trong này rồi, bây giờ từng cái loại nước một thì qua những câu chuyện mình cũng muốn xem thử từng loại nước cái vị

của nó có đúng với câu chuyện không, hay là nước nó như thế nào, này kia, thì mình thấy cách mới này cũng khá là ổn.

6. Đức, sinh năm 2000, vẫn còn đi học

Question 1: Anh biết đến The Seventh Barista qua đâu?

Trước đây thì anh biết khá lâu rồi, tại vì hồi xưa có đi vòng vòng quanh đây thì sau này anh lựa chọn qua đây.

Question 2: Anh có thường xuyên lựa chọn The Seventh Barista hay không?

Có.

Question 3: Anh có follow fanpage của The Seventh Barista không?

Có.

Question 4: Tại em có làm những nhân vật chibi để đại diện cho thương hiệu The Seventh Barista, truyền tải những thông điệp đằng sau nó thì anh cảm nhận về những nhân vật này như thế nào?

Anh thấy nó khá là dễ thương, nhìn cũng bắt mắt, cũng vui nữa.

Question 5: Những thông tin được truyền tải thông qua fanpage nó có làm anh hài lòng không? Vì sao?

Anh thấy nó dễ thương, kiểu nó thu hút được nhiều người với lại mỗi nhân vật nó có câu chuyện làm cho thông tin có thêm sắc màu và sức hút.

7. Nguyễn Hữu Hiền, chủ của The Seventh Barista

Question 1: Chú có thể giới thiệu sơ qua chúng con biết về những nhân vật chibi và cái cách nó đại diện cho thương hiệu The Seventh Barista của mình không?

Thật ra Seven Barista tức là bảy nhân vật chibi đó nó là một cái mới cho thương hiệu mình bởi vì hình ảnh trước đây và hình ảnh sau khi chibi ra để đại diện cho 7 phần trên menu thì thật sự nó gây ấn tượng cho khách hàng nhiều.

Question 2: Chú nghĩ rằng việc sử dụng phong cách nghệ thuật chibi đã ảnh hưởng đến khách hàng nhìn nhận về thương hiệu của mình như thế nào?

Đề hơn, tức là người ta nhìn hình 7 chibi trên menu á, hình ảnh đó nó tác động lên ánh nhìn đầu tiên của họ rất là nhiều.

Question 3: Chú có kế hoạch tích hợp những nhân vật chibi vào trong cửa hàng hoặc sản phẩm của mình không?

Bảy nghĩ là sẽ có, hiện tại như thế nào thì chưa biết.

Question 4: Phản hồi của khách hàng như thế nào sau khi chiến dịch này được tung ra?

Thật sự thì ai thấy người ta cũng bất ngờ, thường thường người ta nhìn vô thì thấy nó dễ thương nói chung là phản hồi rất là tốt.

Question 5: Chú Bảy nghĩ sao về phong cách nghệ thuật chibi có tiếp tục được phát triển trong tương lai đối với cửa hàng của mình không?

Thật ra thì một chiến dịch, bao giờ mình cũng phải tung ra trước rồi mới thăm dò khách hàng, rồi mình mới biết được nó có hiệu quả hay không, chứ không có ai làm một kế hoạch rồi bảo rằng cái kế hoạch đó nó sẽ hoàn hảo, không bao giờ, bởi vì cái feedback của khách hàng lúc nào nó cũng đi ngược với những gì mình tính toán. Cho nên khi ứng dụng 7 nhân vật chibi đó vô thì nếu mình có ý tưởng tốt thì mình cứ triển khai và tự khách hàng người ta sẽ feedback lại, mình thành công hay không là do khách hàng chứ không phải do mình lập kế hoạch.