

COMMUNICATION CAMPAIGN

GREEN UP THAT WHITE

presented by **GREENERY** (SP23MC05)
supervised by **Dr Nguyen Thi Thuy Hien**

January 2023 - April 2023

TEAM MEMBERS



GIA HẢO



YẾN NHI



TUYẾT NHUNG



THANH ĐĂNG

*Greenery is a group of four final year students reading in
Multimedia Communication at FPT University (Ho Chi Minh City branch)*



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01

PROBLEM IDENTIFICATION



THE SITUATION

ENVIRONMENTAL POLLUTION

An urgent problem that has not been completely solved.

HO CHI MINH CITY

The place contributing the largest amount of waste in Vietnam. [2]

OFFICES AND SCHOOLS

Offices and schools are among the places creating the largest amount of waste.

VIETNAM

One of the major sources of plastic waste in the world.[1]

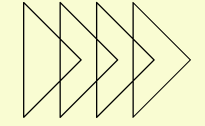
SUP - SINGLE-USE PLASTIC

Single-use plastic waste discharged into the environment accounts for a high percentage. [3]

[1] World Bank Group. (2022, July 29). Towards a national single use PLASTICS ROADMAP IN VIETNAM: Strategies and options for reducing priority single-use plastics. World Bank. Retrieved January 6, 2023, from <https://www.worldbank.org/en/country/vietnam/publication/towards-a-national-single-use-plastics-roadmap-in-vietnam-strategies-and-options-for-reducing-priority-single-use-plasti>

[2] Tuyen, T. (2022, March). Số Liệu Thống Kê Lượng Rác thải ở tphcm mới và đúng Nhất Năm 2022. Recycle One. Retrieved February 4, 2023, from <https://www.recycleone.vn/2022/03/21/so-lieu-thong-ke-rac-thai-o-tphcm/#:~:text=Trong%20kho%E1%BA%A3ng%209.000%20t%E1%BA%A5n%20r%C3%A1c,11%25%20r%C3%A1c%20th%E1%BA%A3i%20nh%E1%BB%B1a>

[3] Nguyen, N. H., & Tran, A. T. (n.d.). KNOWLEDGE, ATTITUDES AND BEHAVIORS OF VIETNAMESE PEOPLE ABOUT SINGLE-USE PLASTIC PRODUCTS AND HEALTH IMPACTS IN 2021 . Knowledge, attitudes and behaviors of Vietnamese people about single-use plastic products and health impacts in 2021. Retrieved December 31, 2022, from <https://tapchihocvietnam.vn/index.php/vmj/article/view/2412/2209>



STUDENTS' HABIT OF USING SINGLE-USE PLASTIC PRODUCTS

67.2%

Use single-use plastic
water bottles daily*

91.3%

Use single-use plastic
bags daily*

***High single-use plastic
consumption***

55.2%

Have a habit of using
foam boxes daily*



(*) Students of Vietnam Maritime University (Pham et al., 2022)



Source: *FPT University HCM, 2021*

FPT UNIVERSITY

(HO CHI MINH CITY BRANCH)



02

TARGET AUDIENCE



▶▶▶▶ TARGET AUDIENCE INSIGHTS

Recognizing that decreasing SUPPs is a positive thing, but viewing it as a communal and societal obligation rather than an individual one.

Feeling personally responsible for an environmental situation increases the likelihood of engaging in pro-environmental action.

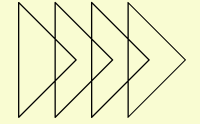


NOSU

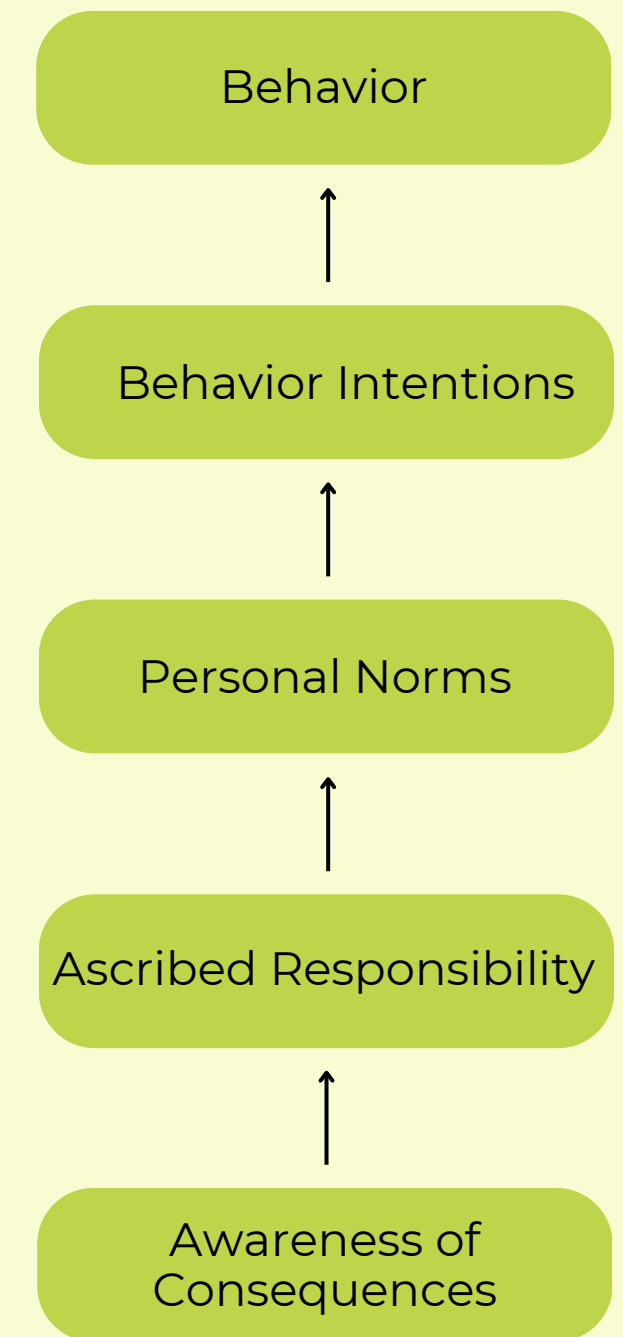
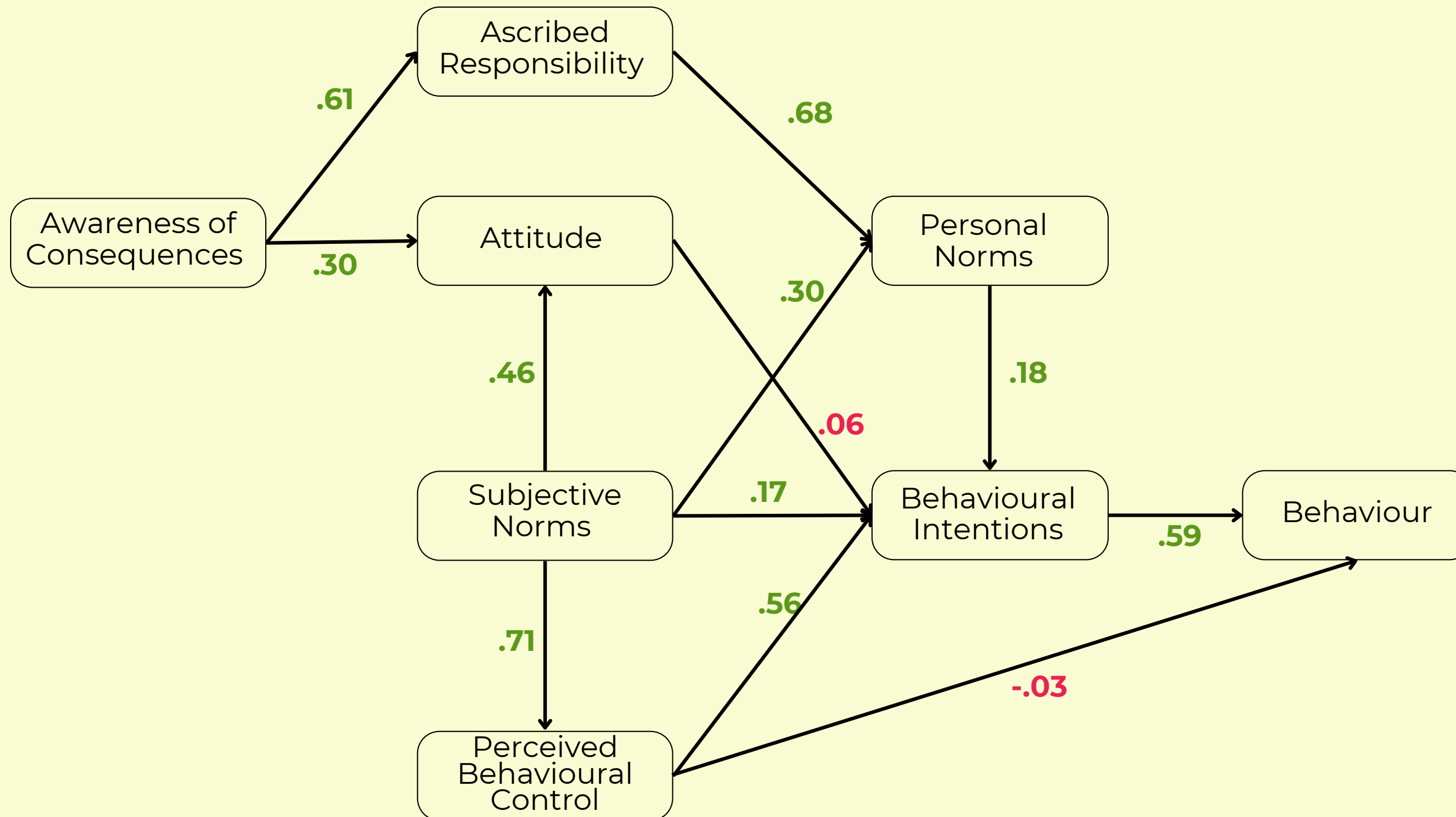
A student studying at FPT University (HCM Campus)

Enjoys **practical** and **informative** events and activities.

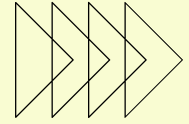
The higher one's environmental awareness, the greater one's sense of responsibility for the environment.



KEY TAKEAWAYS

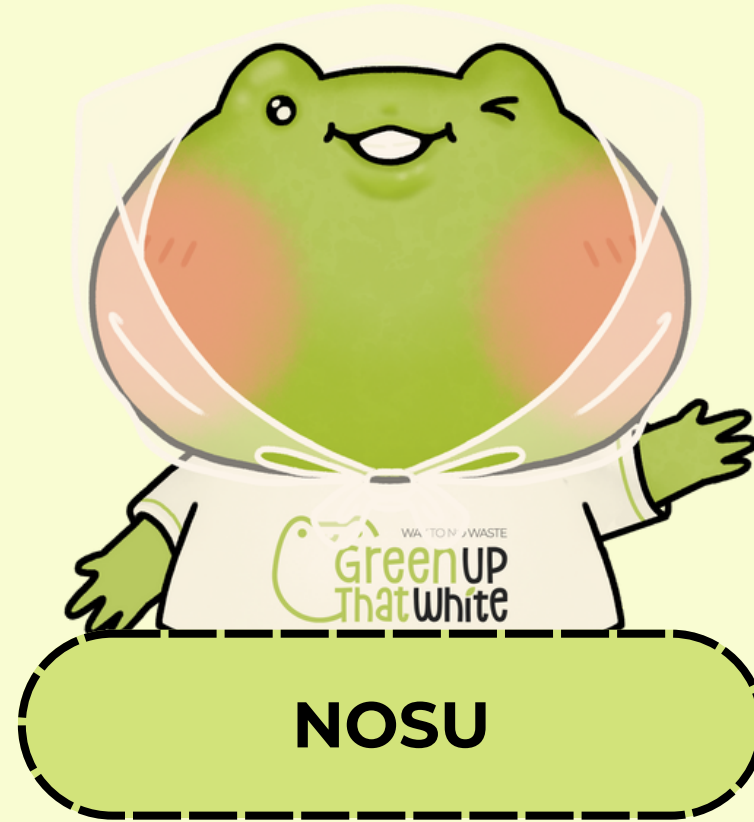


Source: Greenery, 2023



MEDIA HABITS

Often have access to information about the environment through **social media**, **social projects** and **television**.



*A student studying at
FPT University (HCMC branch)*

The most commonly used social networking platforms are **Facebook** and **TikTok**.

Favorite content formats on social media are **text**, **image**, and **video**.

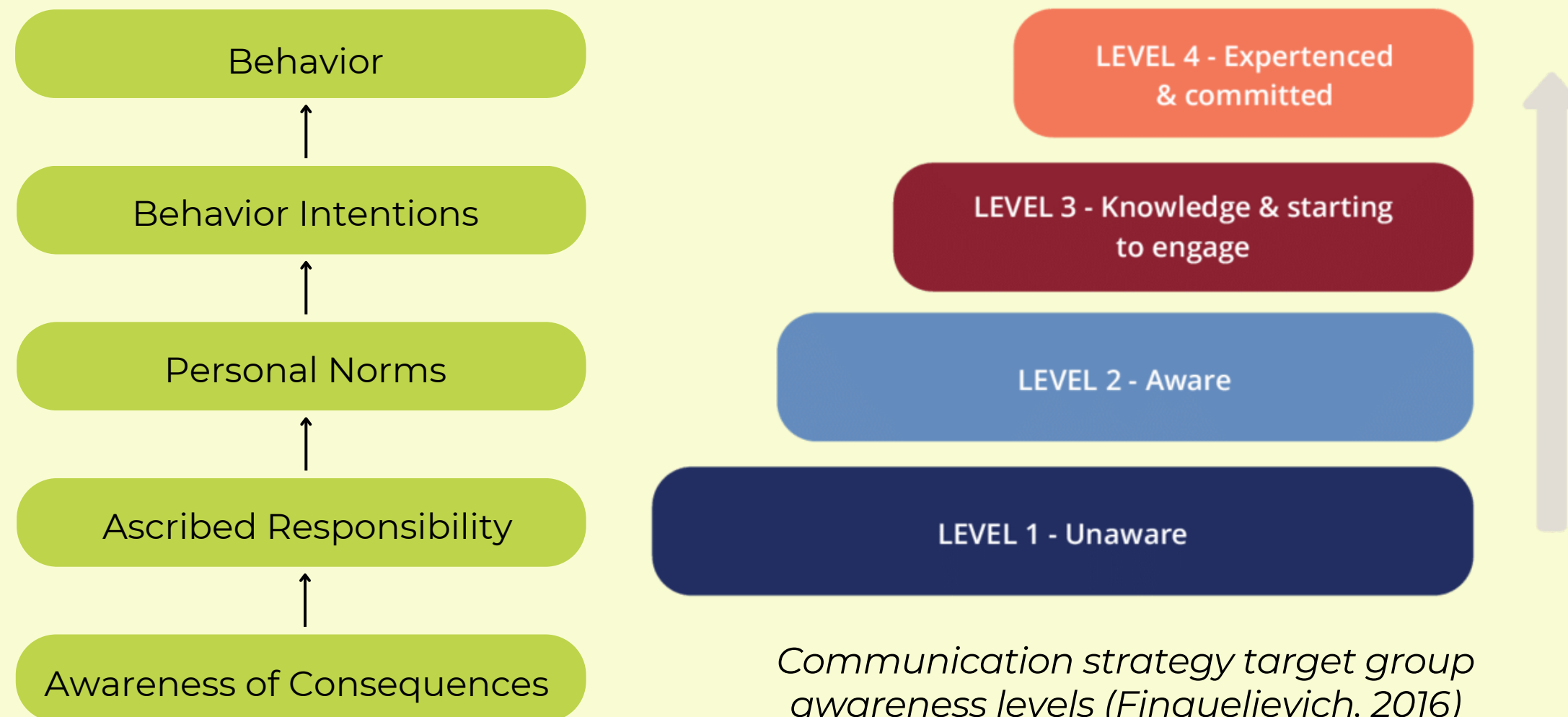
03

PLANNING
& IMPLEMENTATION



GOALS

Increase the awareness of students in Ho Chi Minh City in general and students of FPT University (HCMC branch) in particular about the **benefits** to the **environment** from **reducing single-use plastic waste**.



Communication strategy target group awareness levels (Finquelievich, 2016)



OBJECTIVES

Increase awareness among students at FPT University (HCMC branch) about the benefits to the environment from reducing single-use plastic waste which took place over 2 months with the KPIs as follows:

ONLINE

50000 reaches on social media platforms

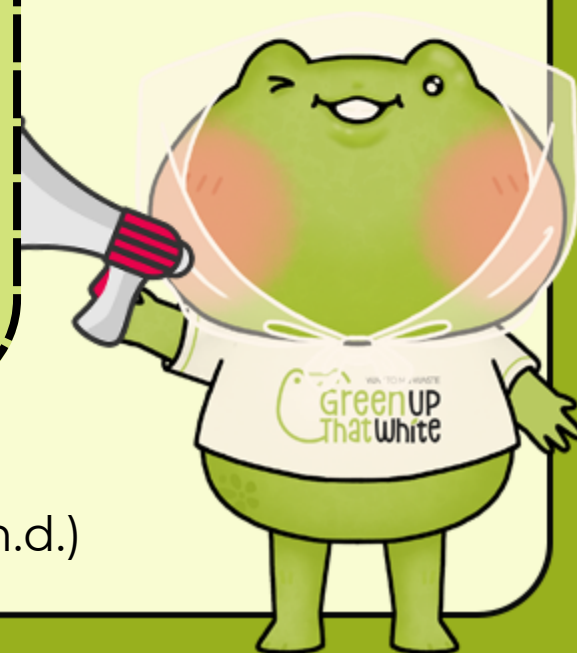
28000 engagements(*) on social media platforms

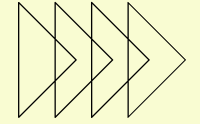
800 followers on social media platforms

OFFLINE

400 participations on activities.

(*) including post reactions, post interactions, post comments, post shares, post saves, link clicks and video views (Facebook, n.d.)





STRATEGIES

ONLINE

- Provide knowledge and news (problems related to single-use plastic) through social posts.
 - Promote the campaign activities and events.
-

OFFLINE

- Create action opportunities to reduce single-use plastic consumption based on the 3R model.



TACTICS | Master Plan

PHASE	PHASE 1	PHASE 2	PHASE 3	PHASE 4
TIME	02/02 - 14/02	15/02 - 23/02	24/02 - 14/03	15/03 - 17/04
BIG IDEA	Green Up That White			
KEY MESSAGE	Say goodbye to single - use plastic , embrace a sustainable "green" color			
INITIATIVE TOUCH-POINTS	Social posts	Social posts Hashtag challenge	Social posts Advertisement booths	Social posts Short clip
KEY HOOK	Concern	Challenge	Try	Convenience
			GREENTAG	
			GREEN TICK	
			GREEN DAY	
				TESTIMONIAL
MEDIA PLAN	SOCIAL POSTS			
ACTIVITY BOOTHS			GREEN TICK	
EVENT/ ACTIVITY			Reward Program (Green Tick)	
			Offline event (Green Day - 14/03)	

SPONSORSHIP/PARTNERSHIP

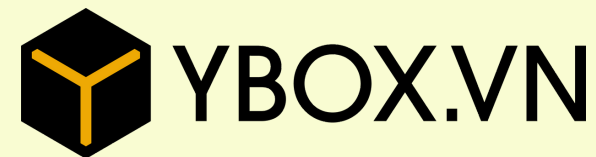
GOLD SPONSORS



SILVER SPONSORS

BRONZE SPONSORS

MEDIA SPONSORS



PARTNERS

MEDIA SUPPORTS



SPONSORSHIP/PARTNERSHIP

NON - PROFIT ORGANIZATIONS



PACKAGING
RECYCLING
ORGANIZATION
VIETNAM
LIÊN MINH TÁI CHẾ BAO BÌ VIỆT NAM



VIETNAM
ZERO WASTE
ALLIANCE

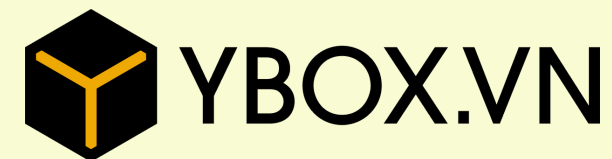
ENTERPRISES (ENVIRONMENTALLY FRIENDLY PRODUCTS)



F&B BUSINESS ENTERPRISES (FPTU HCM)



MEDIA SPONSORS



OTHERS



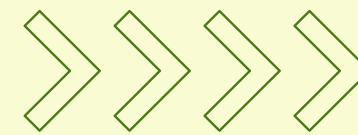
▶▶▶▶ TACTICS | Campaign Identity

▶▶▶▶ Name

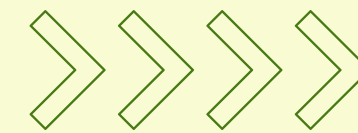
Green Up That White

▶▶▶▶ Mood & Tone

Closely



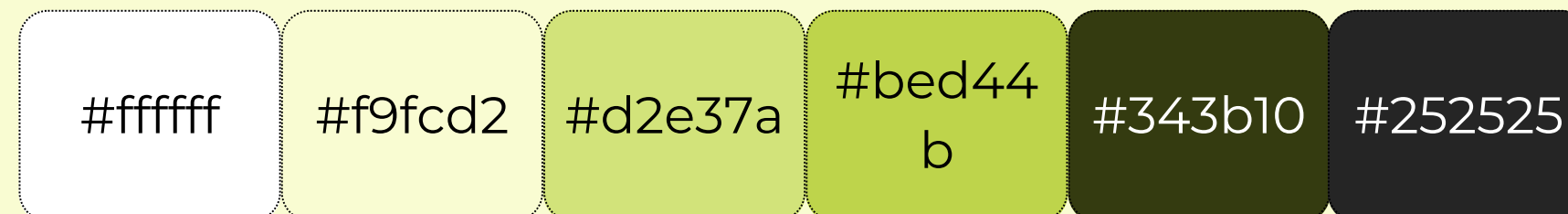
Friendly



Adorable

▶▶▶▶ Tagline

Way to no waste



Green Up That White color palette



▶▶▶▶ TACTICS | Campaign Identity

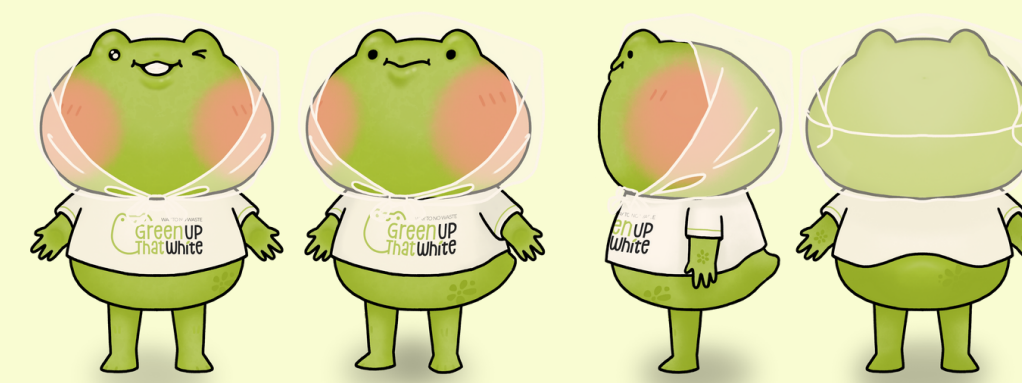
▶▶▶▶ Logo



▶▶▶▶ Avatar



▶▶▶▶ Mascot



▶▶▶▶ Cover



TACTICS | Media Plan

PHASE	PHASE 1	PHASE 2	PHASE 3	PHASE 4
TIME	02/02 - 14/02	11/02 - 21/02	22/02 - 14/03	15/03 - 17/04
PLATFORMS	<div>Facebook</div> <div>Tiktok</div>			
CONTENT PILLARS	<div>THAT WHITE</div> <div>GREEN UP</div> <div>GREEN UP THAT WHITE <div>GREEN TAG</div> <div>GREEN TICK</div> <div>GREEN DAY</div> </div> <div>OTHERS</div>			
FORMAT	Photo/Video			
HASHTAG	#Greenupthatwhite #Waytonowaste #Thatwhite #Greenup #Greentag #Greentick #Greenday#NOSU #FPTUHCM			

TACTICS | Social Media Posts

TA

Media Partners

Greenery

THAT WHITE



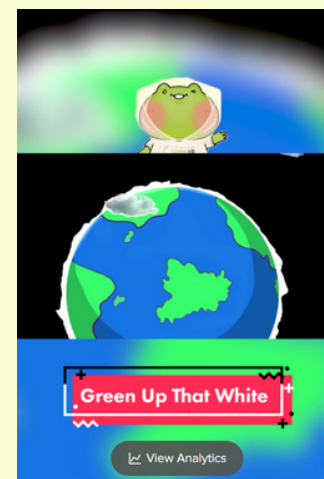
GREEN UP THAT WHITE



GREEN UP

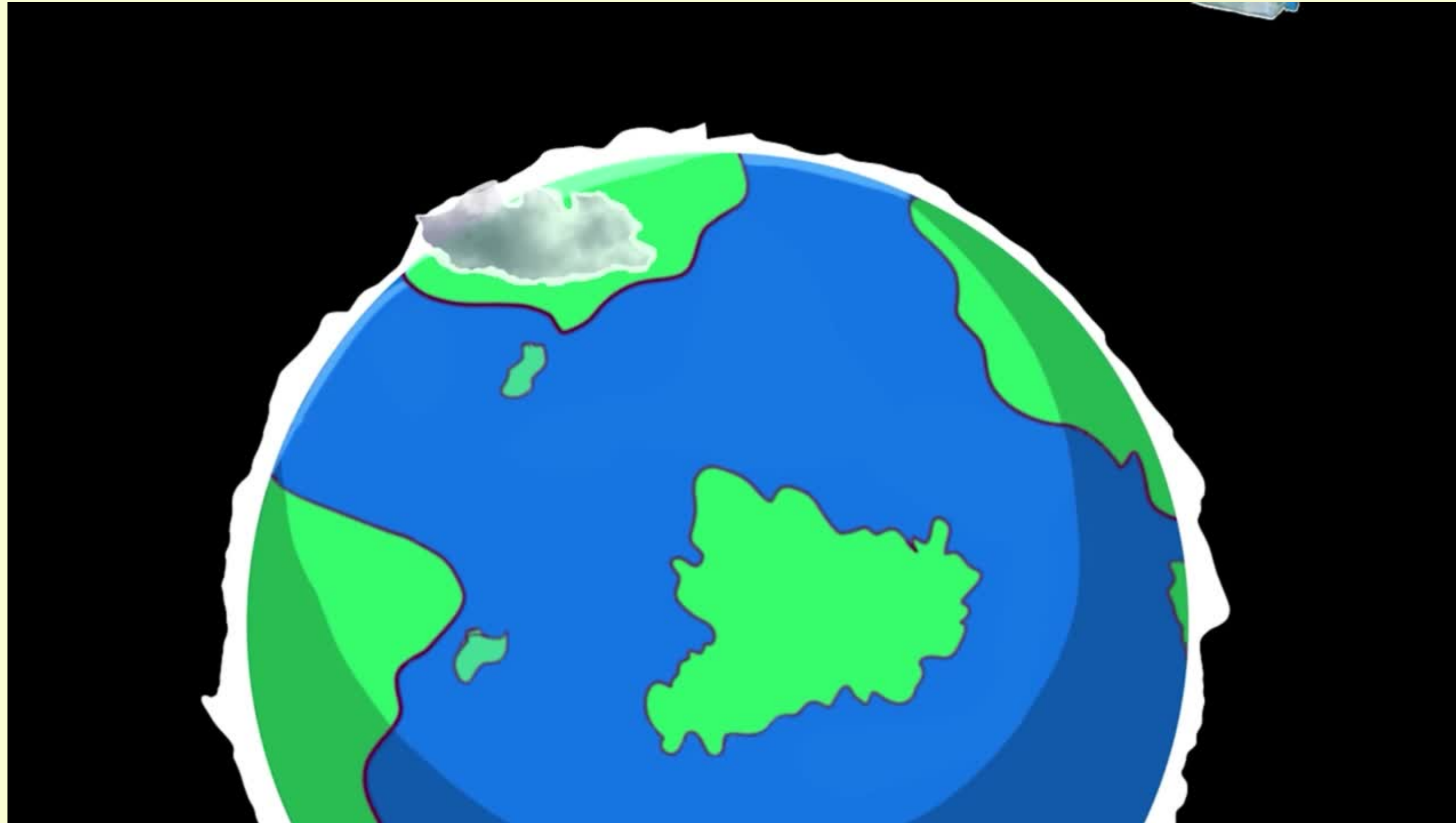


OTHERS



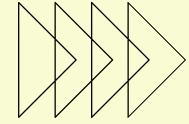
▶▶▶▶ TACTICS | Social Media Posts

Greenery Media Partners TA



Short clip "Green Up That White"





TACTICS | Social Media Posts

TA

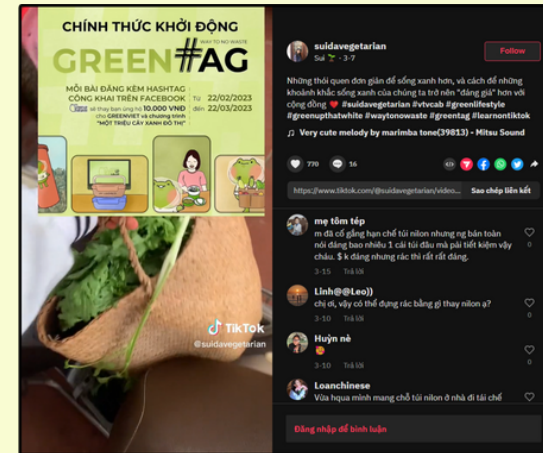
Media Partners

Greenery

MEDIA SPONSORS



KOLs



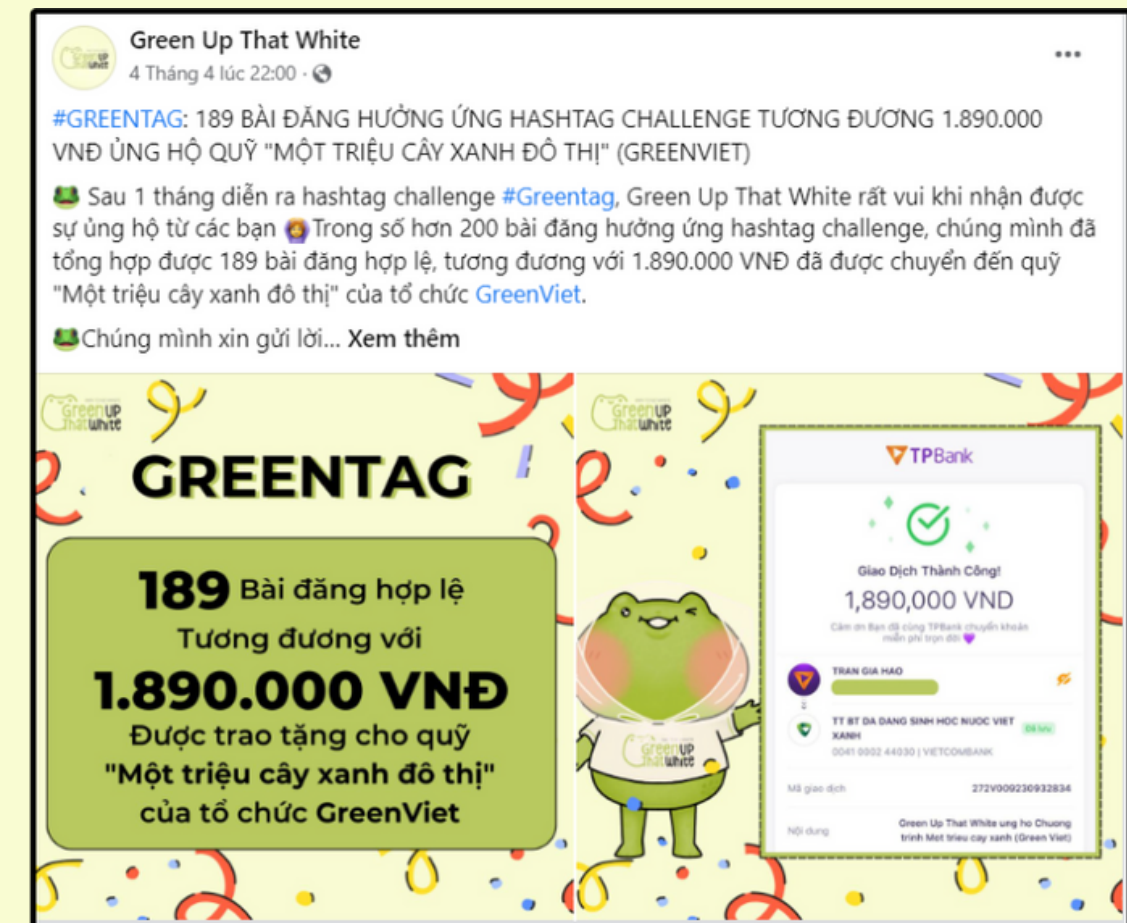
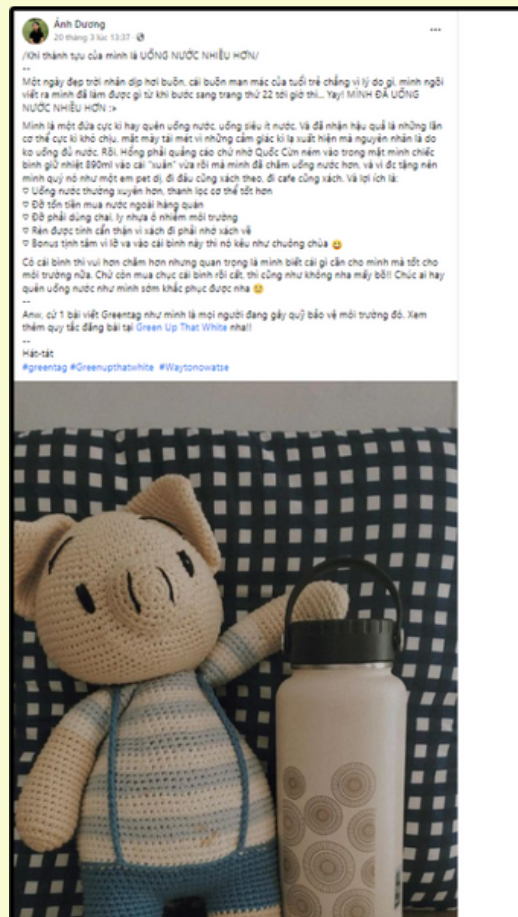
MEDIA SUPPORTS



TACTICS | Social Media Posts

Greenery Media Partners

- Each individual account takes photos of eco-friendly products in use (Example: bring a personal container to buy food, use cloth bags instead of plastic bags,...) and posts with hashtags upon request.
- Each post corresponds to 10.000 VND to be donated to GreenViet.
- Time: From 22 February to 22 March.



TACTICS | Offline Activities

PHASE	PHASE 1	PHASE 2	PHASE 3	PHASE 4
TIME	02/02 - 14/02	15/02 - 23/02	24/02 - 14/03	15/03 - 17/04
LOCATION	FPT UNIVERSITY (HCMC CAMPUS)			
ACTIVITY BOOTHS		GREEN TICK	@ Passio & 7-Eleven (02 - 25/03)	
EVENT/ ACTIVITY			Reward Program	
			GREEN DAY (14/03)	

▶▶▶▶ TACTICS | Offline Activities

Green Day



Date: From 2nd - 25th March 2023.



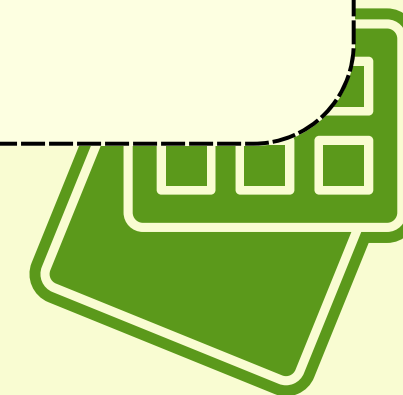
Location: FPT University (HCMC branch).



Green Tick



Activities to accumulate points for gift exchange.



TACTICS | Offline Activities

Green Day

Green Tick

ỨNG NHẢY TÀI TRỢ VÀNG NHẢY TÀI TRỢ BẠC BẢO TRỢ TRUYỀN THÔNG ĐỐI TÁC Đ

VIỆT ECOBUFF FARM WASTE StudyNow Ontario YBOX.VN Edu2Review PASSIO COFFEE TO GO

GreenUP ThatWhite x 7 ELEVEN PASSIO COFFEE TO GO

GREEN TICK

-- BỎ NHỰA TRẮNG LỰA QUÀ XANH --

5 LẦN SỬ DỤNG BÌNH, LY HOẶC HỘP ĐỰNG CÁ NHÂN ĐỂ MUA THỨC ĂN, NƯỚC UỐNG VÀ NHẬN NHỮNG ƯU ĐÃI HẤP DẪN

Thời gian: 01/03 - 22/03/2023
Địa điểm: 7-Eleven (ĐH FPT)
Passio (ĐH FPT)

PASSIO GIFT VOUCHER

YODU VANG

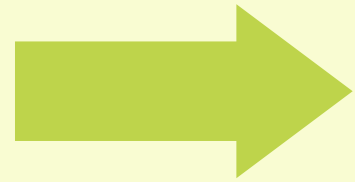
ECO BUFF BODY SCRUB

ÔNG HÚT GẠO



▶▶▶▶ TACTICS | Offline Activities

Green Day



Date: 14th March 2023.



Location: FPT University (HCMC branch).



Green Tick



A day of experiences with activities around 3R:
Recycle - Reuse - Reduce.



Recycle

Reuse

Reduce

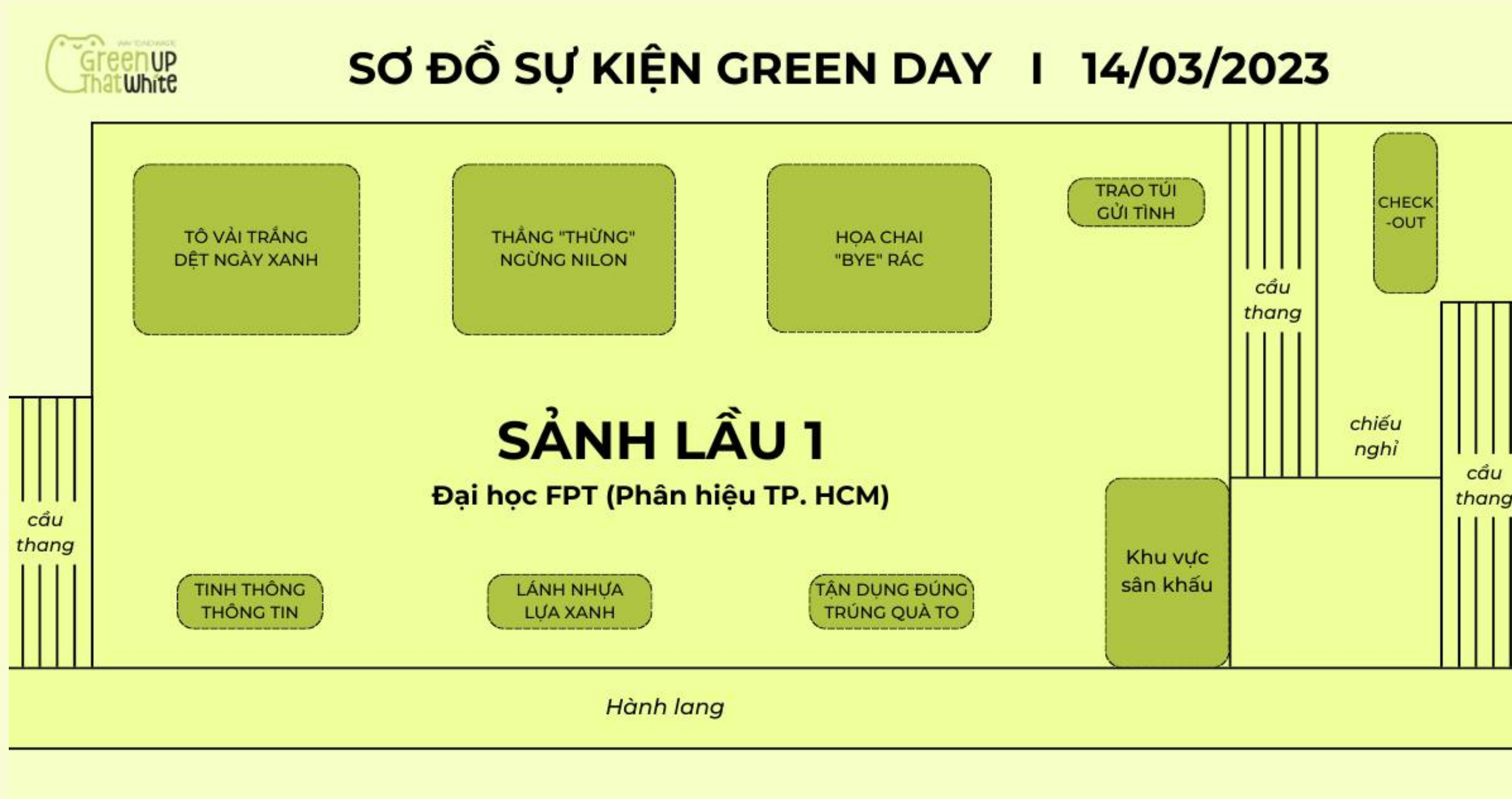
Information area



TACTICS | Offline Activities

Green Day

Green Tick



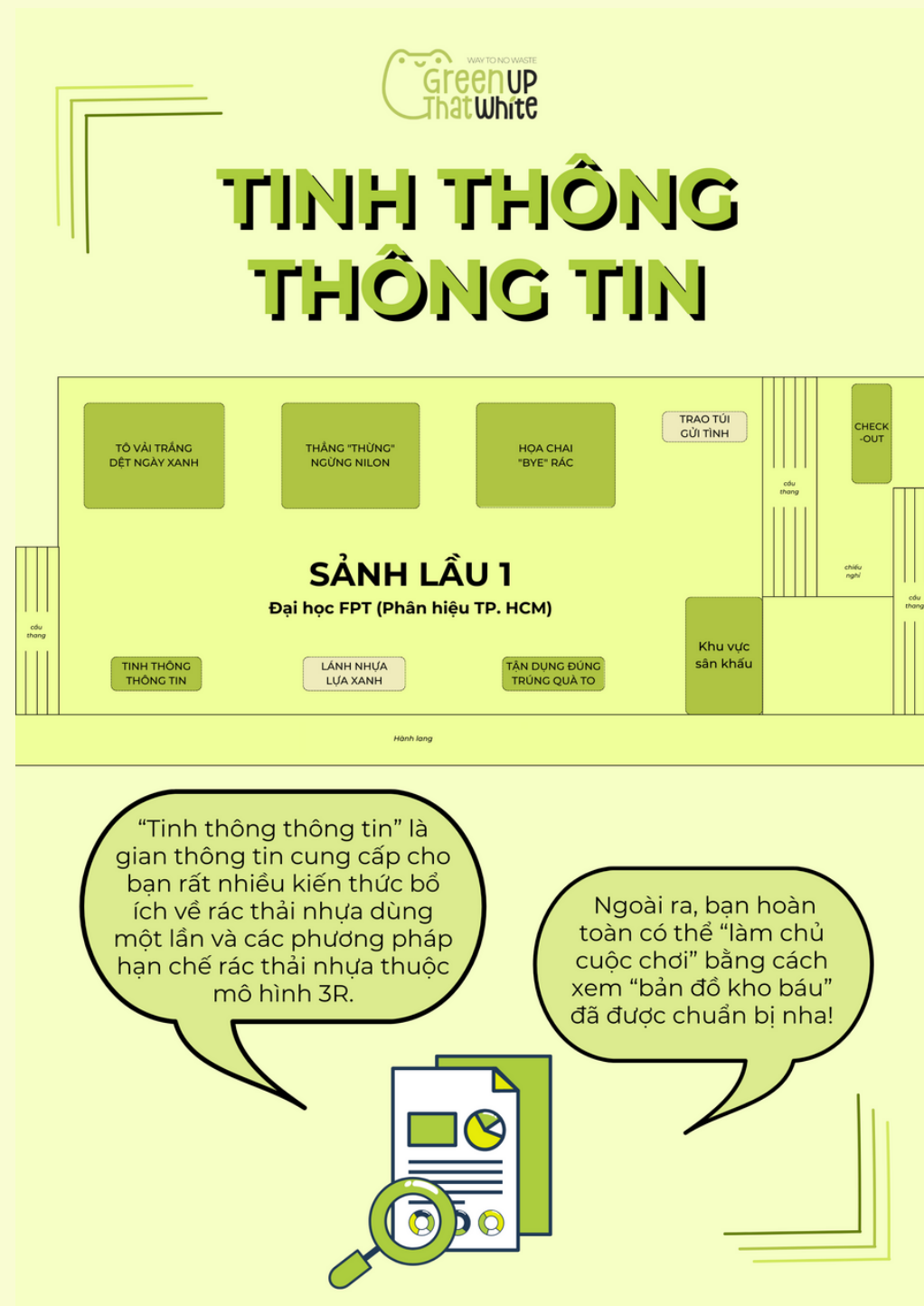
Event's layout

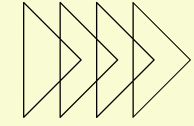


TACTICS | Offline Activities

Green Day

Green Tick





TACTICS | Offline Activities

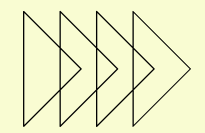
Green Day
Green Tick



REDUCE

REUSE

RECYCLE



TACTICS | Offline Activities

REDUCE

Green Day

Green Tick



LÀNH NHỰA LỰA XANH

Nơi giúp bạn “khai phá”
được những món “bảo
bối” có thể thay thế
được các sản phẩm
nhựa dùng 1 lần.



Hồng chỉ ngấm,
nếu bạn cảm thấy
thích, bạn hoàn
toàn có thể “tậu”
các em nó về nhé!

Bông tẩy trang sợi tre	25.000 đ
Túi lưới sợi tre	30.000 đ
Viết giấy	10.000 đ
Sáp thơm	65.000 đ
Ống hút tre	4.000 đ
Ống hút thủy tinh	25.000 đ
Ống hút inox	28.000 đ
Cọ ống hút	8.000 đ
Quai xách ly lá cây.....	5.000 đ



TACTICS | Offline Activities

REDUCE

Green Day
Green Tick

TÔ VẢI TRẮNG DỆT NGÀY XANH

Tại đây các bạn sẽ được tự tay họa nên những chiếc túi với màu sắc riêng biệt của bản thân.



Bên cạnh đó, nếu bạn e ngại về khả năng hội họa của bản thân, không sao cả vì đội ngũ họa sĩ của chúng mình luôn sẵn sàng "hỗ trợ" bạn.

"TÔ VẢI TRẮNG DỆT "NGÀY XANH"" CÓ HAI SỰ LỰA CHỌN:

Tự lực tự cường

Bạn có thể tự tay mình làm nên chiếc túi "độc nhất vô nhị" chỉ với "25 cành hoa"

Trợ giúp từ người thân

Chỉ với "65 cành hoa" - Vẫn là chiếc túi "độc nhất vô nhị" nhưng bạn chỉ cần lên ý tưởng và "họa sĩ" NOSU sẽ giúp bạn thực hiện!



TACTICS | Offline Activities

REDUCE

Green Day

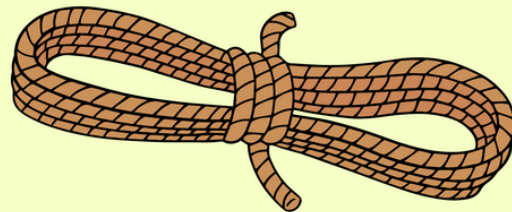
Green Tick



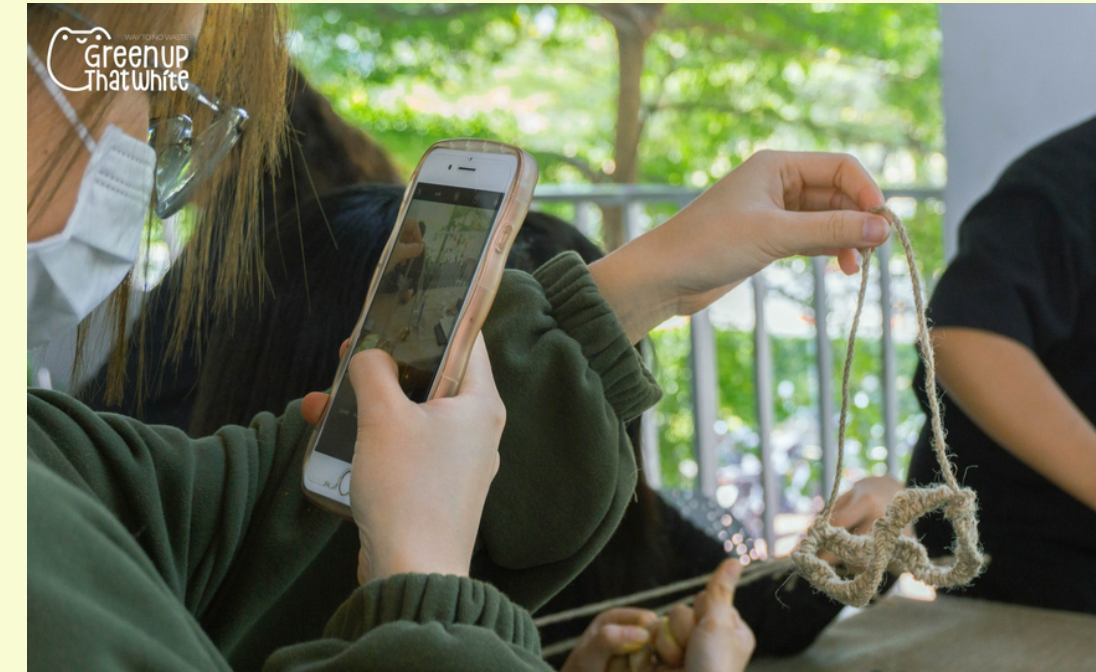
THẺNG THƯỜNG NGỪNG NILON

Đến với “Thằng
“thường” ngừng nylon”
các bạn sẽ được tiếp
cận “giáo trình nâng
cao” bộ môn đan dây.

Những chiếc quai xách ly,
quai xách chậu cây xinh xinh
sẽ được chính bạn thực hiện
dưới sự hướng dẫn từ những
đôi bàn tay điêu luyện của
nghệ nhân nhà NOSU.



Chỉ mất khoảng 15 phút, bạn đã sở hữu cho mình một
chiếc quai xách ly, quai xách chậu cây siêu xinh, siêu độc
đáo mang về rồi đó!



TACTICS | Offline Activities

REUSE

Green Day
Green Tick

TẬN DỤNG ĐÚNG TRÚNG QUÀ TỎ

Khi ghé gian hoạt động,
cơ hội nhận được quà
gần như là 100% nếu bạn
nắm chắc những kiến
thức về tái sử dụng nhựa
dùng một lần.

Bật mí: Source ở
quanh ta

choose
TO
REUSE

LƯỢT CHƠI:

Không giới hạn lượt chơi cho mỗi bạn, nếu
như trả lời đúng liên tiếp 3 câu thì sẽ được
phần quà từ BTC.



TACTICS | Offline Activities

RECYCLE

Green Day

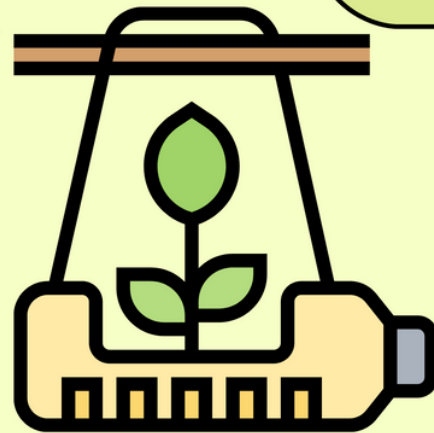
Green Tick



HOẠ CHAI "BYE" RÁC

Tại "Hoạ chai "bye" rác", các bạn sẽ được hoá thân thành những "danh hoạ" tài ba.

Các bé sen đá, xương rồng sẽ được bạn tổ chức gửi tặng sau khi bạn hoàn thành chiếc chậu của mình đó nha.



CHÚ Ý:

Nếu bạn đang sở hữu một chiếc chai nhựa không còn sử dụng nữa, đừng vội vứt đi! Ghé chỗ tụi mình họa chai nhận quà nha.



TACTICS | Offline Activities

RECYCLE

Green Day

Green Tick

TRAO TÚI GỬI TÌNH

Đến với “TRAO TÚI GỬI TÌNH” khi bạn đang sở hữu bên mình những chiếc túi nilon mà không biết làm sao với chúng.

Đừng lo, hãy để Nosu giúp bạn dệt chúng thành những chiếc túi thật hữu ích nhé.



VỀ LIMART - ĐỐI TÁC ĐỒNG HÀNH:

Limart - Zero Waste là một doanh nghiệp xã hội được vận hành bởi đội ngũ người khiếm thị, cung cấp giải pháp xanh và tạo việc làm cho người yếu thế.



TACTICS | Offline Activities

Green Day

Green Tick

GIAN CHECK-OUT

Chỉ cần quét mã QR và thực hiện form feedback sự kiện Green Day, NOSU tặng bạn một tick ngay và luôn!



Ta da! Chúc mừng bạn đã hoàn thành chặng đường khám phá mô hình 3R cùng NOSU. Tại đây chúng mình xin gửi một phần quà "Siêu bự" thay lời cảm ơn đến bạn vì đã tham gia Green Day. Hi vọng với những trải nghiệm ngày hôm nay thì chúng mình cùng nhau bảo vệ "nhà chung" của chúng mình nhé!



BUDGET

No.	Description		Estimated (VND)	Actual (VND)
Expense				
1	Social media campaign	Communication	10.200.000	6.521.000
		Media production	3.000.000	1.000.000
2	Offline communication		0	4.880.000
3	Event	Green Tick	3.000.000	2.283.000
		Green Day	10.000.000	12.798.640
4	Human resources		4.000.000	6.757.760
5	Expense incurred (10%)		3.020.000	
Revenue				
6	Sponsorship	Cash	14.000.000	8.000.000
7		Value-in-kind	20.000.000	24.790.000
8	Event proceeds (Green Day)		0	2.809.000
Total Revenue			34.000.000	35.599.000
Total Expense			33.220.000	34.240.400
Total Surplus			780.000	1.358.600

*Costs included VAT

04

EVALUATION



KEY PERFORMANCE METRICS

Activities	Categories	Planned	Actual	% Achieved
Online	Reaches	50,000	54,159	108.3%
	Engagements*	28,000	26,832	95.8%
	Followers	800	1,385	173.1%
Offline	Activity participations	400	421	105.3%

(*) including post reactions, post interactions, post comments, post shares, post saves, link clicks and video views (Facebook, n.d.)

▶▶▶▶ TARGET AUDIENCE FEEDBACK



The targets are informed about the benefits of minimizing the single-use plastics on the environment.



The project's activities give the target audience the opportunity to participate in environmental protection.

Increased willingness to reduce the usage of single-use plastic to help to save the environment and improve the workspace.

Participants expressed an intent to limit their consumption of single-use plastic products going forward to limit the consumption of single-use plastic products.

PARTNERS/SPONSORS FEEDBACK



Committed to supporting the campaign's long-term success.



Green Up That White is expected to grow and become a strategic partner of the organization.

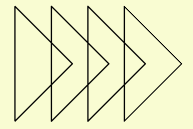
Green Up That White has the potential to grow into a large-scale, long-term undertaking.

Partners and sponsors look forward to cooperating with the research and development of future strategies.

05

CONCLUSION

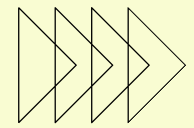




KEY HIGHLIGHTS

- The campaign has almost delivered all the set objectives.
- 17 organizations and individuals contributed as sponsors and partners.
- Communication campaign focuses on a small target group is appropriate.
- Increased awareness about single - use plastic waste can significantly affect behaviour.





LIMITATIONS AND LESSON-LEARNT

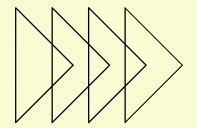
LIMITATIONS

- Did not fully exploit the strength of sub-platform TikTok.
- Green Tick: The number of participants who did not reach 5 ticks is still quite a lot.
- Green Day: Some participants had an unsatisfactory experience due to confusion about the event journey.

LESSON-LEARNT

- Importance of the operating skills.
- Pay attention to the communication when many activities being done at the same time.
- Research more about the factors that can affect the decision to participate and the quality of experience of the target audience.





RECOMMENDATIONS

THEORETICAL IMPLICATIONS

- Compared with previous researchs, the results of primary research show that attitude is not positively related to behavior intentions. It is necessary to research more about the relationship between these two factors.

PRACTICAL IMPLICATIONS

- Focus on improving the target audience's ascribed of responsibility.
- Continue to implement activities that taking advantage of relationships with stakeholders to gradually change consumer habits.
- Replicate the model for many other target groups.





**THANK YOU FOR
LISTENING!**