



Branding Campaign

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TABLE OF CONTENTS

- 1. INTRODUCTION**
- 2. RESEARCH**
- 3. COMMUNICATION OBJECTIVE & KPIs**
- 4. TARGET AUDIENCES**
- 5. APPROACH**
- 6. CREATIVE IDEA**
- 7. CAMPAIGN FRAMEWORK**
- 8. EXECUTION**
- 9. FINANCE REPORT**
- 10. EVALUATION**
- 11. FUTURE PLAN**
- 12. APPENDIX**
- 13. REFERENCES**

1. INTRODUCTION

1.1. ABOUT US

TBP is a group of four fourth-year students, majoring in Multimedia Communications at FPT University. The group name uses the initial of each member's last name to symbolize the unity and fellowship of the team. Through thorough and in-depth research, the team has worked together to create a branding campaign for Đạt Foods - a social impact business that sells processed products made from naturally-cultivated nuts.

1.2. BRAND OVERVIEW

Đạt Foods, a social impact business, established in March 2018, aims to cooperate with farmers to improve their income by providing them with knowledge, skill, and technology that are eco-friendly and sustainable. Therefore, farmers who cooperate with Đạt Foods are highly-skilled in cultivating crops and become more competitive in the market. Đạt Foods aims to transfer the entire technology that takes part in the manufacturing process to the farmers and help them increase the product value through processing resulting in improving their income.

1.3. CLIENT BRIEF

Based on the client brief (Figure 1), Đạt Foods indicates the current problem with the brand is that they have low investment in communication activities. Moreover, Đạt Foods is going to have 2 upcoming milestones in the mid of 2023 including new product lines launching and EU organic certification issued on 4 or 5/2023. Therefore, they desire to invest in communication to lay a better foundation for upcoming milestones of their brand communication.

Client Brief

PROJECT SCOPE

CLIENT	DatFoods	
BRIEF DATE	06 Dec 2022	
TARGET DELIVERY DATE	Feb 2023 – April 2023	
SCOPE OF WORK	Branding Campaign with following tactics: social campaign, video production, and event	
DELIVERABLES	Social media campaign; producing products including a video and an event.	
EVALUATION CRITERIA	Free to Propose	
KEY CLIENT DECISION MAKERS	DatFoods's BODs	
BUDGET	Profession Fees	N/A
	TPC (Third-party cost)	Discuss Later
KEY DATES / DURATION	PRESENTATION DATE (STRATEGY)	19 Dec 2022 - 22 Dec 2022
	PRESENTATION DATE (CONCEPT)	3 Jan 2023 - 7 Jan 2023
	START OF CAMPAIGN	Feb 2023
	END OF CAMPAIGN	April 2023

COMMUNICATION APPROACH

PROJECT BACKGROUND What is the reason for this brief? Is it a Pitch, Initiative, or Commissioned Scope?	Answer: Branding Campaign for Dat Foods
PROJECT OBJECTIVES What is happening in your business and category that is causing the need for this brief? What is inhibiting growth? How will project outcomes help your business or organizational objectives?	Answer: <ul style="list-style-type: none"> Low brand awareness Social media channel has not been fully optimized
THE 'ASK' What are you asking us to do? What is the communications task in light of the above objectives? Please be specific on the requirements	Answer: Dat Foods wants to invest in communication to lay a better foundation for upcoming milestones.
OVERVIEW OF THE CATEGORY What category is this brief for? What category are we playing in? Who are the key competitors in this category and what is your market share?	Answer: Organic/Natural butter and oil products Ex: Peanut Butter: <ul style="list-style-type: none"> Domestic: Golden Farm, Dan D. Park,... Foreign: Skippy, BiotechUSA,... Local brands Nut-based Oil: <ul style="list-style-type: none"> Simply, Tường An, Meizan, Local brands
OVERVIEW OF THE BRAND What is it and what does it stand for – Brand Idea or Purpose? What are the perceptions and mental cues generally associated with your brand? What is it known for?	Answer: Dat Foods is a social enterprise in Vietnam aiming to cooperate with farmers to improve their income by educating them to grow and produce natural nut products. Dat Foods's 5 core values: Human Development, Community, Transparent, Nature, and Equality. The brand currently has a low investment in communication activities . Business Future Milestones:

<p>What are your brand mandates? Any regulations we need to be cautious about?</p>	<ul style="list-style-type: none"> In mid-2023, Dát Foods are going to expand its product lines with new products. Dát Foods is in the process of applying for EU organic certification and it is expected to be issued on 4 or 5/2023. <p>Dát Foods communication channels: https://www.facebook.com/datfoods.vn/ https://datfoods.vn/vi/ https://www.instagram.com/datfoods.vn/</p>
<p>OVERVIEW OF PRODUCT / SERVICE What is it and what does it do? What is its USP? What are the benefits of using it? What makes it remarkable vs. what the competition offers, if at all?</p>	<p>Answer: 2 main product lines</p> <ul style="list-style-type: none"> Butter: peanut butter, and cashew butter. Oil: peanut oil, yellow sesame oil, black sesame oil. <p>Product Features</p> <p>Butter Line:</p> <ul style="list-style-type: none"> Does not contain hydrogenated cooking oil. No herbicides, and no pesticides in the cultivation process. No preservatives, no additives in the production process. Dát Butter's peanut butter processing process limits the natural nutritional components of peanuts. <p>Oil Line:</p> <ul style="list-style-type: none"> Without any preservatives and additives. Completely natural, non-chemical product. Maximum nutritional content and ensuring microbiological safety. Oil does not get malnourished. <p>USP of the social value: accompany with the farmer to cultivate nuts.</p>
<p>OVERVIEW OF TARGET AUDIENCE Who are we trying to reach and why? What are their demographics? What is the role of the category in their lives? What are their perceptions of the brand, both positive and negative?</p>	<p>Answer:</p> <p>Target Customer:</p> <ul style="list-style-type: none"> Female 25-50 years old (with family) Income: Upper Middle, High Class Behavior: Care about health and eat clean May include vegetarians, fitness enthusiasts, ...
<p>KEY MESSAGE TO LAND What is the key message you want to land with this audience?</p>	<p>Answer: Free to propose</p>
<p>REASONS TO BELIEVE What is your credibility to claim this? Why should your audience believe this message?</p>	<p>Answer: Natural farming cultivation, no chemicals Certificate of HACCP - Food Safety ...</p>
<p>TOUCHPOINTS When, where, and with whom might this audience pay the most attention to your message? What are the online and offline channels we can use to communicate with you?</p>	<p>Answer: Offline: Store (An Nam, Kingfoods,...),... Online: Facebook, Instagram</p>
<p>KPIs How would you define success for this initiative? What are your benchmarks – the ones we'd need to achieve or beat?</p>	<p>Answer: Freely to propose</p>
<p>MANDATORIES What are the distinctive brand assets that must be included e.g. visual identity, logo, tagline, etc., or guidelines that must be adhered to.?</p>	<p>Answer: The Brand Guideline will be sent to you No specific cautions.</p>

Figure 1: Client Brief, template, and details organization are developed by TBP Team

2. RESEARCH

2.1. PEST ANALYSIS

2.1.1. Political

- In 2023, Prime Minister Pham Minh Chinh requested the whole industry to concretize the Resolution of the 13th National Party Congress, the resolutions of the Central Committee, and the conclusions of the Politburo to build the agricultural sector. ecology, modern countryside, and civilized farmers, with the motto of taking farmers as the center, taking agricultural development as the foundation, and rural development as the driving force.
- The Ministry of Agriculture and Rural Development has approved the Action Plan for the implementation of the National Green Growth Strategy for the 2021-2030 period, aiming to

develop ecological-oriented agriculture (*Editorial Board of Department of Agriculture and Rural Development, 2022*).

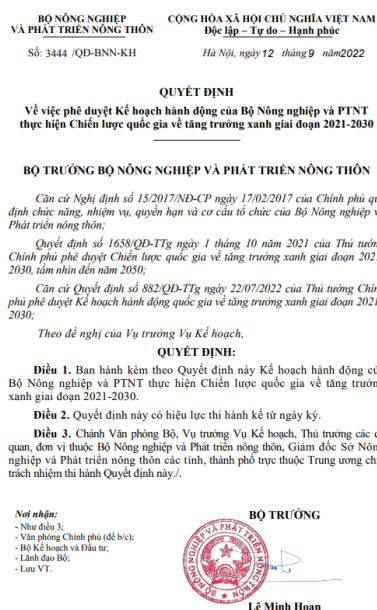


Figure 2: Action Plan for implementing the National Green Growth Strategy for the 2021-2030 period (*Editorial Board of Department of Agriculture and Rural Development, 2022*)

- UNDP, the Ministry of Planning and Investment, and the Canadian Embassy in Vietnam made the announcement of the Project: “Supporting the Ecosystem of Businesses with Social Impact in Vietnam to Respond to Covid-19” (ISEE-COVID Project). The project aims to strengthen the resilience of SIB and contribute to addressing the social and gender issues of Covid - 19 for vulnerable groups (Wiesen, 2022).

Launch of “COVID-19 Adaptation Programme for SIB”, ISEE-COVID project

Opening remarks by Caitlin Wiesen, UNDP Resident Representative in Viet Nam

APRIL 28, 2022

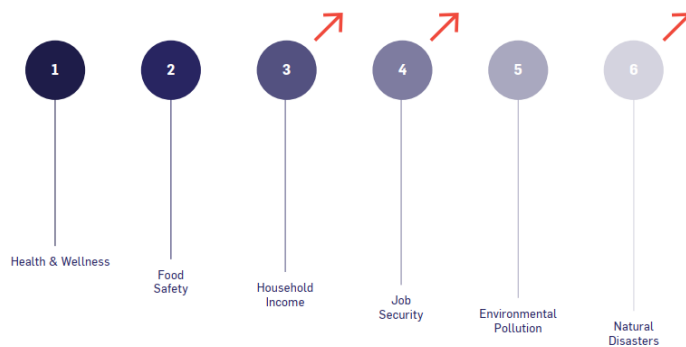
Figure 3: Screenshot from Undp.org (*Wiesen, 2022*).

The above action implies that agriculture has always been the priority for the Government and they are taking steps to implement green agriculture. SIB. It serves as the basis for associations and organizations to establish funds to assist SIBs.

2.1.2. Social

- Consumers are paying more attention to healthy food and alternative protein foods such as plant-based (Minh, 2022). Health and wellness have become the top concerns for Vietnamese consumers, followed by food safety and household income (Huynh, 2021).

Top concerns among Vietnamese households under COVID-19



In a 2021 study^[1], **health and wellness** are cited as the top concerns for Vietnamese consumers, followed by **food safety** and **household income**.

Food poisoning too, has been a growing concern. In 2019, 76 cases of food poisoning were reported, with 2,000 people infected, 1,918 people hospitalized and 8 cases of death.^[1]

Figure 4: Screenshot from “Helping Brands Tap into Vietnam's changing eating habits” report (Huynh, 2022)



Người tiêu dùng quan tâm đến thực phẩm tốt cho sức khỏe

Figure 5: Screenshot from online newspaper article (Minh, 2022)

- Previously, buyers were only concerned with the quality, design, and price of a product; increasingly, the emotional, spiritual, or social effect that a product delivers has become a priority. The #BuySocial movement quickly expanded and has now impacted the habits and lifestyles of Vietnamese people of all ages. It has become a value proposition to consume more responsibly and be more sensible (Dantri.com.vn, 2020). Festivals/events are also organized for SIBs/SEs to bring their brand closer to the public such as “Good Festival” (Phan, 2020).
- Vietnamese agricultural products are increasingly favored by customers, even appearing in Tet gift baskets (Minh, 2022). Green agriculture meets consumers' demand for clean food (Nam, 2022). Customers favor agricultural products for their nutrition and health benefits, highlighting the need for a green lifestyle (Thu, 2022).



KINH DOANH



BuySocial - Xu hướng tiêu dùng tử tế & văn minh

• Thứ năm, 02/01/2020 - 16:30



00:00/03:03



Nữ miền Bắc ▾

Figure 6: Screenshot from online newspaper article (Dantri.com.vn, 2020)



Figure 7: Screenshot from online newspaper article (Phan, 2020)



Figure 8: Screenshot from online newspaper article (Minh, 2022)

Không chỉ lựa chọn những thức quà nông sản, dinh dưỡng, sức khỏe, hình thức các loại giỏ quà cũng đã được quan tâm đến với nhu cầu hướng đến lối sống xanh. Đại diện thương hiệu Gánh Quà Việt cho biết, 3 năm gần đây Gánh Quà Việt luôn cung cấp số lượng lớn các giỏ quà Tết cho cá nhân và doanh nghiệp với sự lựa chọn là những chất liệu gắn gũi, thân thiện với môi trường như giỏ mây, tre để làm bao bì.

Figure 9: Screenshot from online newspaper article (Thu, 2022)

- Based on Social analysis, customers are now shifting their interest into healthier and more sustainable products rather than only concern about the fair price and quality. With a striving demand for healthy products, sustainable brands are now having a better chance than ever to introduce themselves to the audience with quality and sustainable products.

2.1.3. Economic

- Sustainable agriculture brings double benefits: both increase the value of farming (characteristics related to yield, quality, resistance to pests and diseases, adverse conditions, and seed production), while contributing to reducing production costs, protecting the environment, adapting to climate change (Thanh, 2021).



Figure 10: Screenshot from online newspaper article (Thanh, 2021)

2.1.4. Technology

- When a product is organically produced, it comes with high nutritional value that is safe and beneficial to human health, contributes to environmental improvement and protection, and promotes long-term economic growth (Nga, 2022).



Figure 11: Screenshot from online newspaper article (Nga, 2022)

- The Economic and Technology analysis indicated that sustainable agriculture model brings a lot of benefits to society, therefore, Đạt Foods could take advantage of the business model to gain

positive impressions from the public through meaningful key messages: human, environments, farmer's development,...

2.2. MARKET ANALYSIS

2.2.1. Oil and Peanut Butter Competitors

The competitor's analysis is carried out with the two categories: peanut butter and nut-based oil as these are the two key product lines of Đạt Foods. 3 main evaluation criteria including brand positioning, functional claims/USPs, and media channels are examined.

The peanut butter and oil market in Vietnam is already saturated with many names ranging from big to small that offer the same health-driven functional benefits. Đạt Foods will not be able to stand out if it continues to claim the same benefits as other competitors are doing in the market. Therefore, it is necessary to promote Đạt Foods' social value further in order to be distinctive in the sea of sameness, since social and environmental values are attractive hooks to purpose-driven customers (IBM Institute of Business Value, 2022).

● Peanut butter brands in Vietnam

	BIG NAMES			LOCAL			
	DAN D PAK	SKIPPY	GOLDEN FARM	HAPPI OHA	HEBEKERY	SPOON IT UP	GU FOODS
Positioning	-Finest food on Earth	- Something to make everyone smile.	-For your family delicious, quick, and nutritious meals.	-For diet and weight loss	-Foods Care of Health and Beauty	-Naturally from our farmer to your spoon	-GU Foods, ăn healthy cũng phải có GU.
Product Claim/USP	-No - Preservatives -100% natural ingredients -Qualify international certifications such as HACCP, OU KOSHER, ...	- Only three simple ingredients – peanuts, palm oil, and salt.	-Modern technology process from Europe -The factory is certified with International ISO 22000:2018,	-Pure peanut butter made from 100% naturally grown peanuts without chemicals.	-Made from red peanuts	-100% Natural - Suitable for vegans	-Nat-Natural and healthy -Suitable for eat clean.
Media Channels	-Facebook -Website	-Website	-Facebook -Website	-Facebook -Website	-Facebook -Instagram -Tiktok -Website	-Facebook -Instagram	-Facebook -Instagram -Website

Figure 12: Competitors scan of peanut butter brands ranging from big to local names.

● Nuts-based oil brands in Vietnam

	BIG NAMES	LOCAL
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	TUỜNG AN	MEIZAN	SIMPLY	BẢO TÂM	PURO	NOOM	AKORO
Positioning	- Dầu ăn tốt, hiệu món ăn ngon	- Tốt cho tim mạch	- Cho một trái tim khỏe	- Dầu nguyên chất từ Quang Nam	N/A	- Là căn bếp, là vườn sau nhà bạn	- Dầu ăn nguyên chất - Khỏe đẹp và trí tuệ
Product Claim/USP	-7 steps refining European technology for pure oil quality	-Meizan Premium Sesame Oil contains a large amount of healthy natural nutrients	-Simply is proud to be the only cooking oil brand recommended by the Vietnam Heart Association.	-Natural and pure agricultural products are completely extracted from local raw materials.	-100% peanuts without any refining process.	-100% from peanuts, pure oil, cold pressed mechanically unrefined.	-Technology Oil is 3 in 1 to retain the nut nutrition and characteristic flavor of nuts
Nut-based type	- Peanut oil - Sesame oil	- Sesame oil	- Sesame oil	- Peanut oil - Sesame oil	- Peanut oil	- Peanut oil - Sesame oil	- Peanut oil - Sesame oil
Media Channels	- Facebook - Website	- Facebook - Website	- Facebook - Website	- Facebook - Website		- Facebook - Website	- Website

Figure 13: Competitors scan of nut-based oil ranging from big to local names.

2.2.2 Other SIBs

TBP conducts a thorough scan of similar agricultural SIBs to see if they have any remarkable communication activities. SIBs not only emphasize the product's functional benefit but also promote their brand through activities that connect consumers with farmers such as farm tours.

	Ngõng	Sokfam
Products	Variety of agricultural product lines	Coconut flower nectar
Key Activities	<ul style="list-style-type: none"> Farm and Factory Tours: Ngong has farm and factory tours for visitors to explore the product-making process. “Cánh đồng sẻ chia” Program: Connecting consumers to the farmer by discount price pre-ordering with absolute quality. 	<ul style="list-style-type: none"> Farm and Factory Tours: Sokfarm has farm and factory Tours for international and domestic visitors CSR activities/Event sponsorship/Exhibition booth: Sokfarm has many activities to promote the brand image toward the public.

Figure 14: SIBs scanning

2.3. BRAND INVENTORY

2.3.1. Brand elements

- **Brand name:** Đạt Foods
- **Slogan:** All Good. All Natural. All Vietnam

- The phrase “All Good. All Natural. All Vietnam” is a common phrase and it means that the company commits to doing good, producing natural products and only using Vietnamese resources to help Vietnam become a part of the global player in natural farming, productions, and exporting.
- **Mission:** To help Vietnamese farmers to increase their income by partnering with them to naturally cultivate peanuts. At the same time, Đát Foods instruct them to imply modern technology to decrease labor enforcement.
- **Brand guideline:** Đát Foods has provided a brand guideline that requires the team to follow. Below are some of the basic elements.
- **Logo**



Figure 15: Đát Foods's logo breakdown

The essence behind the symbol of the logo is the representation of the three aspects of Đát Foods that are most important to the brand. The leaf symbolizes the commitment of Đát Foods always to use natural ingredients. The “A” or one of the most outstanding features of Vietnamese farmers, the conical hat represents the farmer whom the company strives to help and partner up with. Finally, the “T” represents the technology the company wants to implement to help the farmers and the production team produce better, faster, and more delicious products.

2.3.2. Products

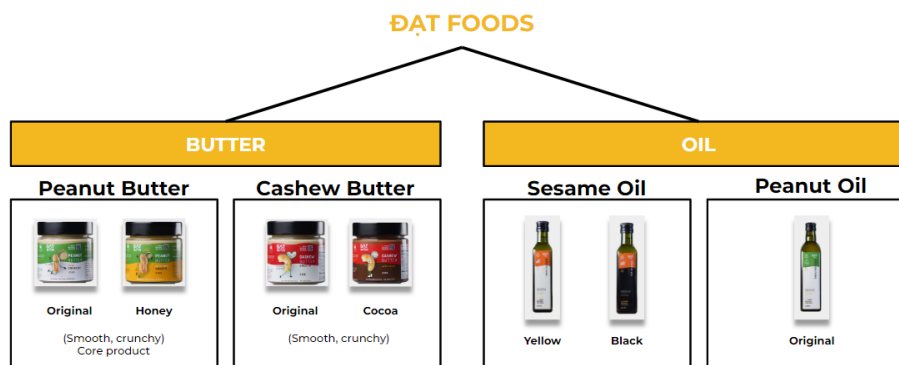


Figure 16: Đát Foods's product lines

- The process: No use of chemical fertilizers, pesticides, and herbicides before and during the cultivation process.
- The product: Made from 100% natural nuts, no added sugar/refined oil, and no preservatives.

2.3.3. Pricing

Product	Price (30g)	Price (210g)	Price (570g)
Butter			
Peanut butter	18.000 VND	75.000 VND	175.000 VND
Honey Peanut Butter	18.000 VND	75.000 VND	175.000 VND
Cashew butter	20.000 VND	79.000 VND	179.000 VND
Cocoa cashew butter	20.000 VND	79.000 VND	179.000 VND
Oil			
Product	Price (250ml)	Price (500ml)	Price (2l)
Peanut Oil	70.000 VND	125.000 VND	430.000 VND
Golden Sesame Oil	75.000 VND	135.000 VND	440.000 VND
Black Sesame Oil	80.000 VND	145.000 VND	450.000D VND

Figure 17: Đát Foods Product Pricing

2.3.4. Distributions

- **Physical Store**

Currently, Đát Foods does not have any official physical store. Most of their products are sold via partnered grocery store chains (Ân Nam Gourmet Market, Tour Les Jours, Nam An Market,...) and many healthy-food shops.

- **Online Store**

Đát Foods does not have any official e-commerce store. Their products are sold through their official website and distributed on partners' e-commerce channels (Shopee, Lazada, ...).

2.3.5. Brand communication

The objective of brand communication scanning is to evaluate the brand's current communication performance regarding Đát Food's owned media channels, earned media, and collaboration activities.

The owned media channels' data is extracted from Đát Food's Meta Business Suite between 12/2022 to 2/2023 for further analysis. The time range of 2 months is selected because it is equal to the campaign's duration, and would be used as the benchmark for later performance comparison. The earned media and collaborative activities, on the other hand, are scanned right from the day Đát Foods was established.

- **Owned Media**

Đát Foods currently has 04 owned media channels including Facebook, Instagram, YouTube, and a website. The analysis will only focus on scanning the primary media channels including Facebook, Instagram, and Đát Foods's website.

- **Facebook Page**

It could be seen that currently most of Đát Foods' fan page followers are female from 24-35 and live in Ho Chi Minh City. This shows that this audience group shows the most interest in Đát Foods on social media and also TBPs would have an audience file that matches the campaign's target.

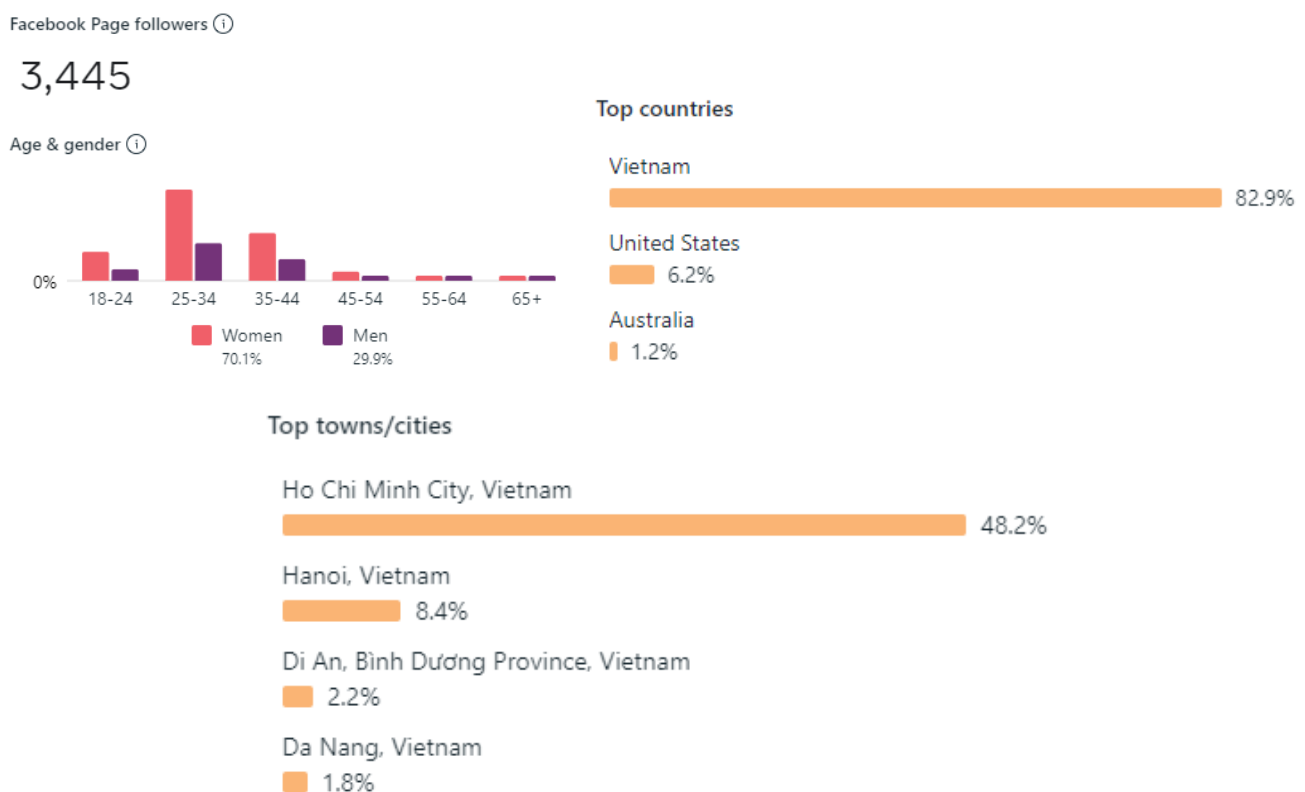


Figure 18: Page followers, age & gender from Meta Business, Đát Foods Facebook page.
(Đát Foods, 2023)

- ❖ Number of page followers: 3,445
- ❖ The largest audiences age group: 25-34
- ❖ Male/female ratio: 29.9 - 70.1%
- ❖ Most of the audience lives in Ho Chi Minh City, Vietnam.

The social media schedule is also not really exploited when the brand only has 6 posts at this time. They also have no investment in reels even though this is one of the most preferred media formats of target audiences (see 4. TARGET AUDIENCES).



Figure 19: Post frequency and interaction from Meta Business, Đạt Foods Facebook page (Đạt Foods, 2023).

- ❖ Posts frequency: 6
- ❖ Reels: 0
- ❖ Interactions per post: 22
- ❖ Interactions per reels: 0

● Earned Media

- **Broadcasting:** Đạt Foods was featured in a video reportage with the topic of “OCOP Program - Resilience for the rural economy”, under the policy and life category of HTV9. Although Đạt Foods has appeared in the mass media, it only appears in the form of a typical business of the OCOP program and does not convey any message about brand value.



Figure 20: Screenshot from HTV9 video broadcasting “OCOP Program - Resilience for the rural economy” on Youtube (Nhu Suong Truong, 2022)

• Collaboration Activities

Brand	KOTO	Hopebox
Time	11/2021	11/11 - 12/12/2021
Activities	Customers could extract 20% out of the total bill cost when purchasing Đạt Foods products to donate for KOTO's operations throughout the campaign.	For each order of combo “Hopebox”, Đạt Foods will give 20% of their revenues to abused women and girls of Hopebox.

Figure 21: Collaboration activities (Đạt Foods Facebook Fanpage, 2021)

• Content Angles

Social media in general, Đạt Foods has many potential content pillars that could highlight their business model and values. However, it is rather spontaneous and lacks a thorough plan to fully exploit those pillars.

	2017-2018	2019-2020	2021	2022
Noticeable Content Angle	<ul style="list-style-type: none"> Farm Tour Promotion Recipe with DF's Product 	<ul style="list-style-type: none"> Discount Program Recipe with DF's Product 	<ul style="list-style-type: none"> CSR Collaboration with other Social Enterprise 	<ul style="list-style-type: none"> Expo Display Activities Trainee Program
Comms Platform	Clean products from farmers		A more comprehensive sustainable approach for the community	

• Media Channels Survey

Bạn biết đến Đạt Foods qua các kênh nào?

23 câu trả lời

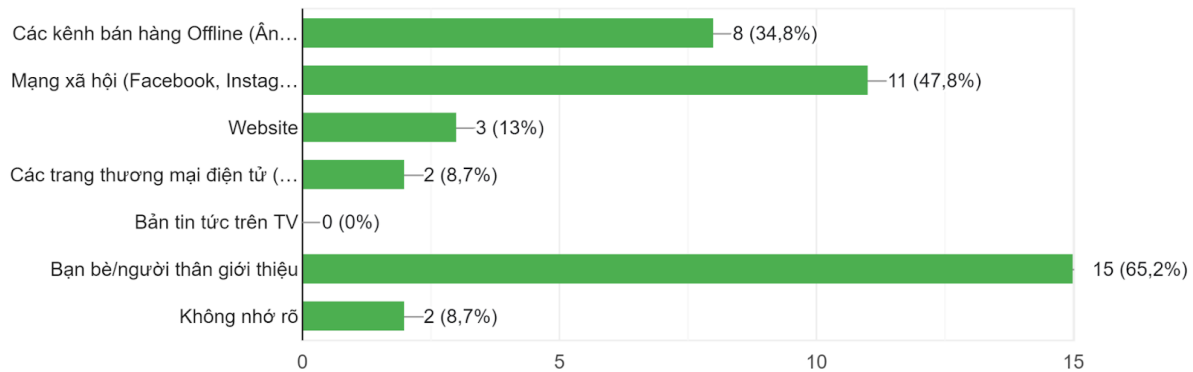


Figure 22: Derived data from Đạt Foods Quantitative Research (2022)

Most of the audience knows Đạt Foods through their friend/relatives or through social media (Facebook, Instagram). It could be seen that social media is a potential channel for Đạt Foods when many customers approach the brand through this platform, therefore TBP decided to use social media as the campaign's key platform.

2.4. BRAND EXPLORATORY

2.4.1. Consumer Knowledge

10 out of 23 respondents who know Đạt Foods could not associate the brand image without list of clues. The audiences mostly associate the brand as “peanut butter brand” or “nut-based product brand”. With the list of clues, most of the audiences choose “nut-based product brand” as their initial thought when thinking of Đạt Foods and just about 10 out of 23 know the brand as an enterprise that accompanies farmers to sustainably cultivate. Overall, the “accompanies farmers to sustainably cultivate” does not leave much of an impression on audiences' minds yet.

Khi nhắc đến Đạt Foods, điều đầu tiên anh/chị nghĩ đến là?

Sao chép

23 câu trả lời

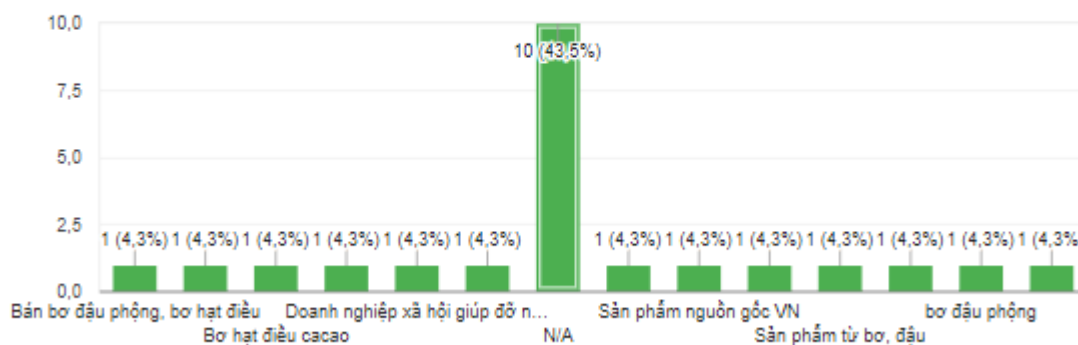


Figure 23: Derived data from Đạt Foods Quantitative Research (2022)

Anh/chị nhớ đến Đạt Foods như là

Sao chép

23 câu trả lời

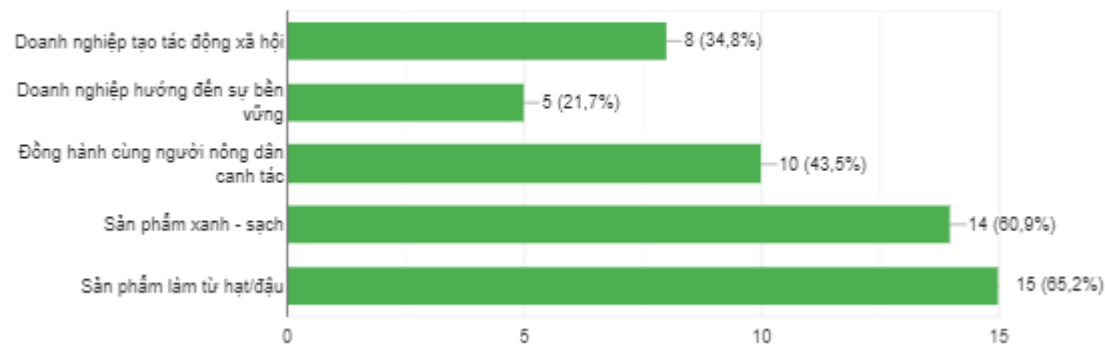


Figure 24: Derived data from Đạt Foods Quantitative Research (2022)

2.4.2. Brand Resonance Pyramid

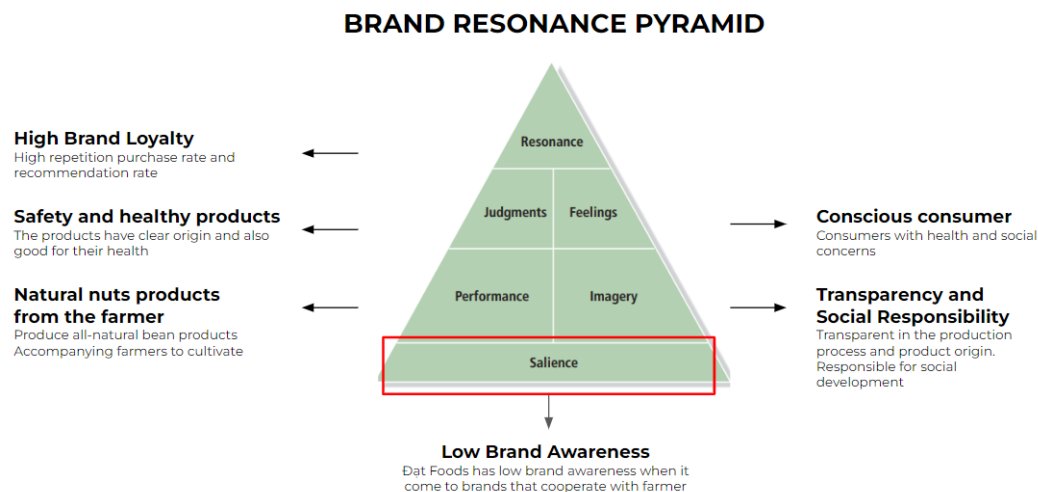


Figure 25: Brand Resonance Pyramid Model (Keller, 2003)

a. Brand Salience

Đạt Foods has low brand awareness when it comes to a brand that accompanies farmers to cultivate sustainably. In the survey, questions measure brand awareness, only 3 out of 180 respondents could mention Đạt Foods when being asked to list out brands that accompany farmers to cultivate. This is also reflected in the entire industry of brands that accompany farmers with up to 113 out of 180 respondents who could not recalling any brands name that related to the sustainable development of the farmer. However, when giving a list of brands that accompany farmers to cultivate sustainably, the number of people who knows Đạt Foods increased to 21 respondents. Overall, Đạt Foods' brand awareness is still low.

Anh/chị hãy kể tên một số thương hiệu đồng hành cùng người nông dân canh tác bền vững

180 responses

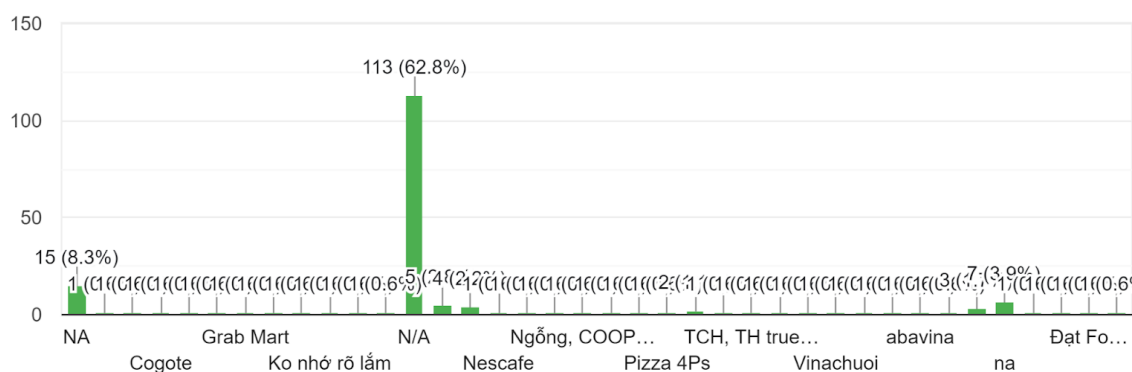


Figure 26: Derived data from Đạt Foods Quantitative Research (2022)

Trong số những thương hiệu đồng hành cùng người nông dân canh tác bền vững bên dưới, anh/chị biết đến thương hiệu nào?

180 responses

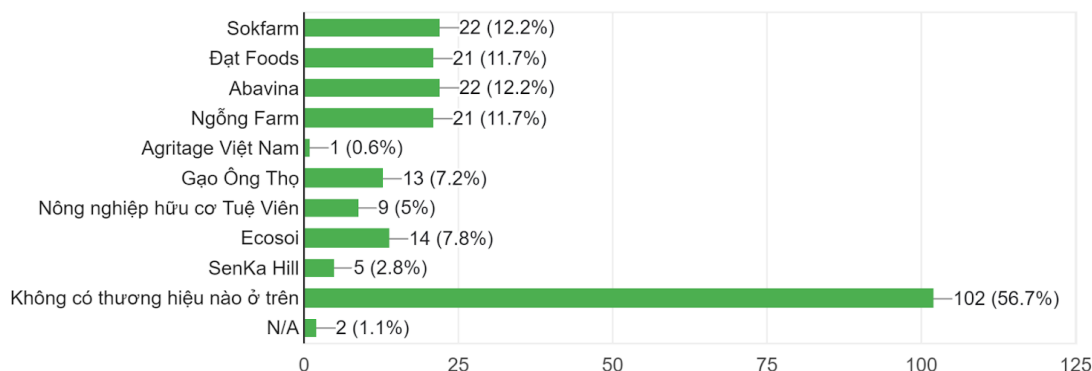


Figure 27: Derived data from Đạt Foods Quantitative Research (2022)

b. Brand Performance

In terms of brand performance, consumers also remember Đạt Foods as a green, clean brand that has products made from nuts and also accompanies farmers to cultivate.

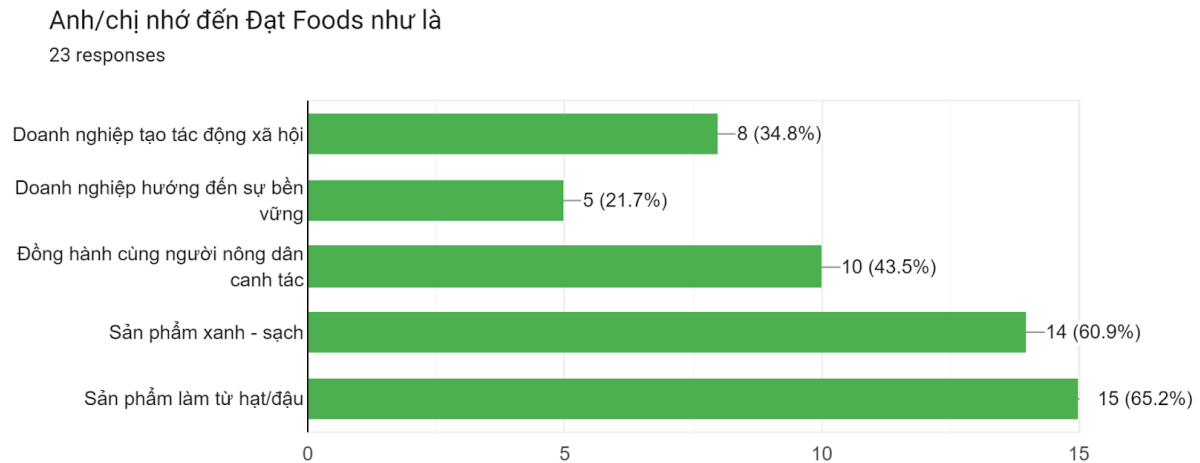


Figure 28: Derived data from Đạt Foods Quantitative Research (2022)

c. Brand Imagery:

80% and 90% of consumers agree that Đạt Foods is a socially responsible as well as an all-natural brand consecutively. In addition, 60% of consumers feel the image of the brand is transparent.

Anh/chị hãy chọn 3 tính từ mà anh/chị nghĩ sẽ miêu tả đúng nhất về hình ảnh của Đạt Foods
10 responses

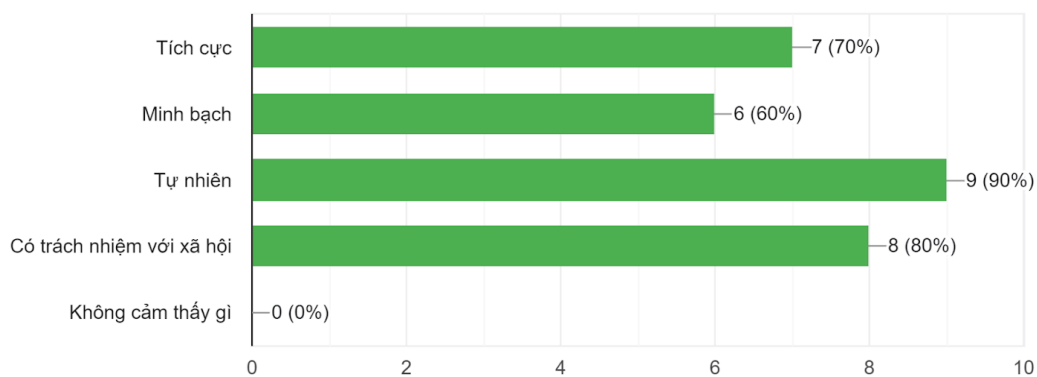


Figure 29: Derived data from Đạt Foods Quantitative Research (2022)

d. Brand Judgements:

The brand receives customer ratings from "Agree" to "Strongly Agree" in terms of clear product origin, healthy benefits, and also delicious taste.

However, respondents who know but have not used Đạt Foods products think that the gap that prevents them from using Đạt Foods's products is because there is not much information about the brand

Anh/chị thấy Đạt Foods là thương hiệu

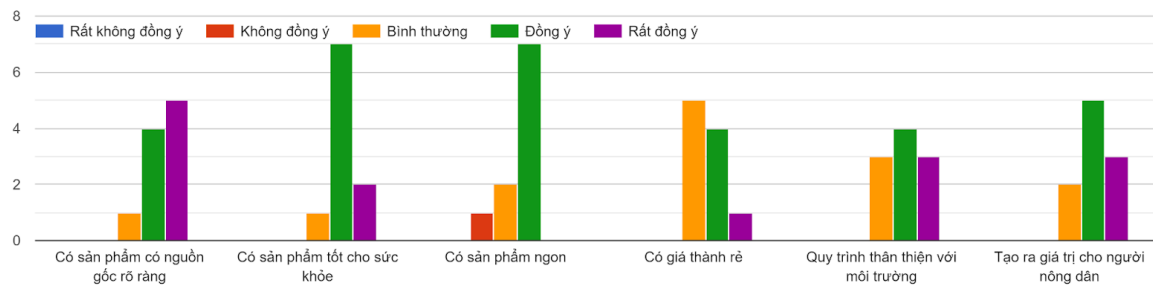


Figure 30: Derived data from Đạt Foods Quantitative Research (2022)

Điều gì khiến anh/chị chưa sử dụng sản phẩm của Đạt Foods

13 responses

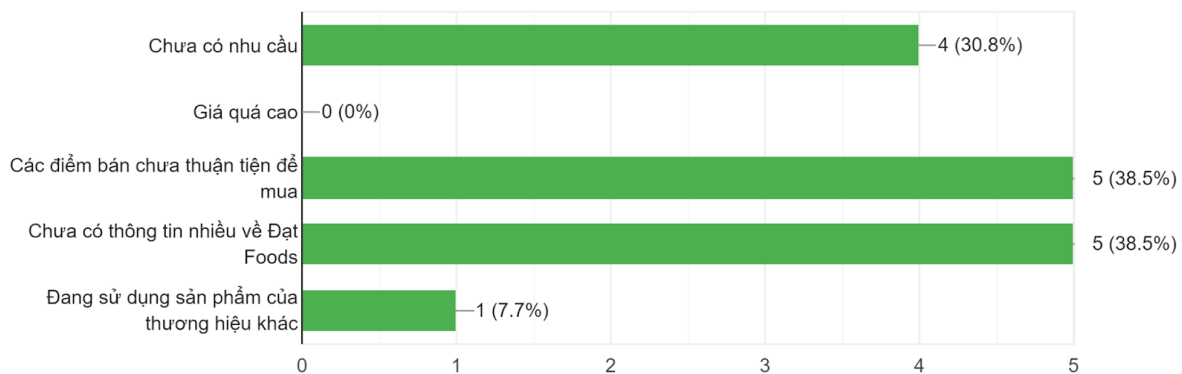


Figure 31: Derived data from Đạt Foods Quantitative Research (2022)

e. Brand Feelings:

Đạt Foods gives consumers the feeling that they are conscious buyers. All of the consumers agree that Đạt Foods gives them a feeling of a socially/environmentally responsible consumer as well as a supporter of Vietnamese goods.

Đạt Foods tạo cho anh/chị có cảm giác bản thân mình:

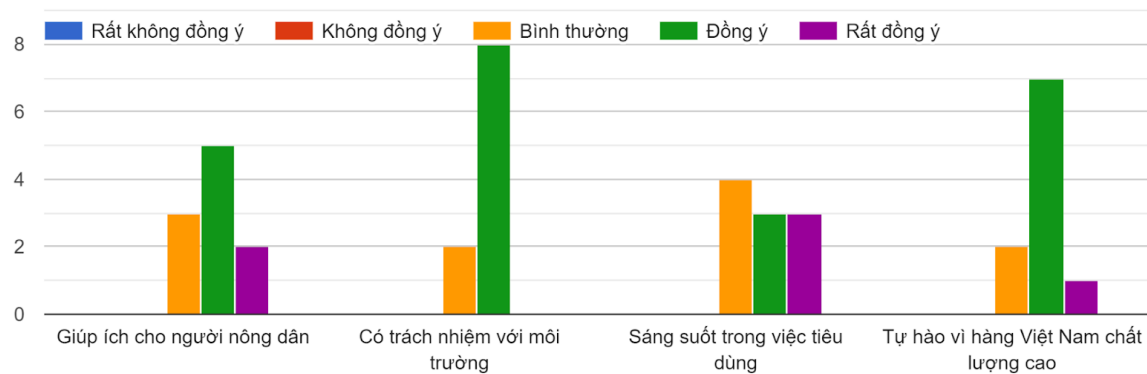


Figure 32: Derived data from Đạt Foods Quantitative Research (2022)

f. Brand Resonance:

Đạt Foods has a really high customer loyalty. 90% of respondents who have used the products rate "Agree" to "Strongly agree" when being asked if they are willing to purchase Đạt Foods products again. Moreover, 90% of the customers will certainly suggest/introduce the brand to their friends/relatives.

Trong tương lai, anh/chị sẽ tiếp tục sử dụng sản phẩm của Đạt Foods hay không?

10 responses

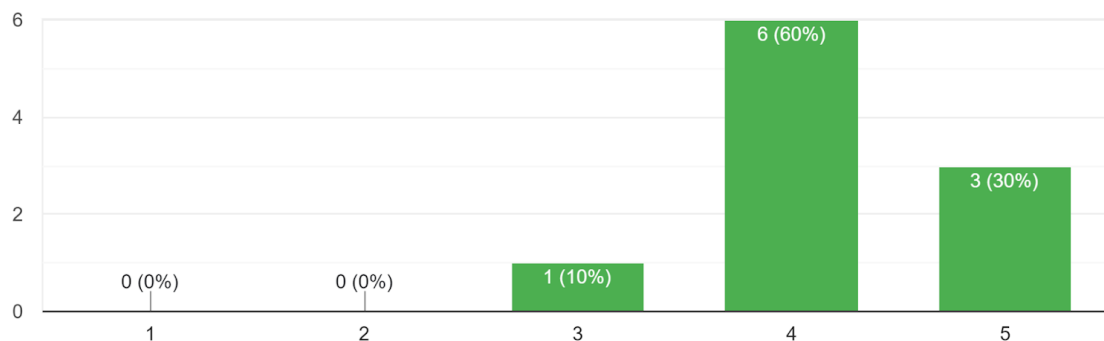


Figure 33: Derived data from Đạt Foods Quantitative Research (2022)

Anh/chị sẽ sẵn lòng giới thiệu Đạt Foods đến bạn bè/người thân không?

10 responses

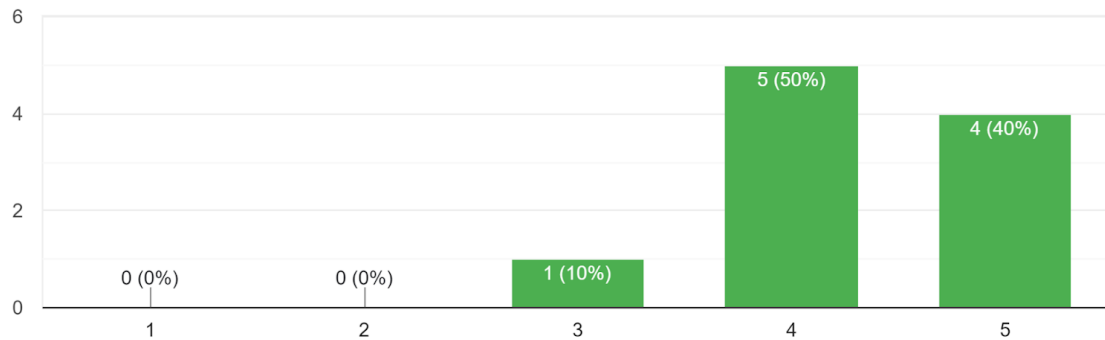


Figure 34: Derived data from Đạt Foods Quantitative Research (2022)

Overall Conclusion

Although the image of the brand is positively known by many people as a clean, green, and transparent brand, currently, Đạt Foods' brand awareness is still low.

2.4. SWOT ANALYSIS

Strength	Weakness
<ul style="list-style-type: none"> ● Products suit the needs of healthy food-consuming behavior. ● Potential product/brand story from the farmer cooperation social value. 	<ul style="list-style-type: none"> ● Highly competitive market with big names and local ones. ● Its USP doesn't stand out from the rest. ● Unclear and lack of investment in brand communication lead to low awareness.
Opportunities	Threat
<ul style="list-style-type: none"> ● Sustainable agriculture business model creates social impact, supported by the government and society. 	<ul style="list-style-type: none"> ● The possible social value approach of big players with advanced market share and brand awareness.

Figure 35: SWOT Analysis

2.5. KEY CONCLUSION

2.5.1. Communication Challenge

- **Low brand awareness:** From the Brand Analysis, we can see the current challenge of Đát Foods in terms of communication is low brand awareness in terms of depth and broad.
- **Brand values are inconsistently communicated on social media:** The social media of Đát Foods has not been optimized, making the brand values inconsistently communicated on media channels.

2.5.2. Communication Opportunity

- **Optimize Facebook Fanpage:** Audiences reach Đát Foods mostly through Facebook. So, to further increase brand awareness, Đát Foods needs to better leverage this channel with a well-thought-out plan.
- **Take advantage of brand values:** It is necessary to further expose the value of Đát Foods as SIBs models are getting more attention from society and the government.

3. COMMUNICATION OBJECTIVES AND KPIs

3.1. COMMUNICATION OBJECTIVES

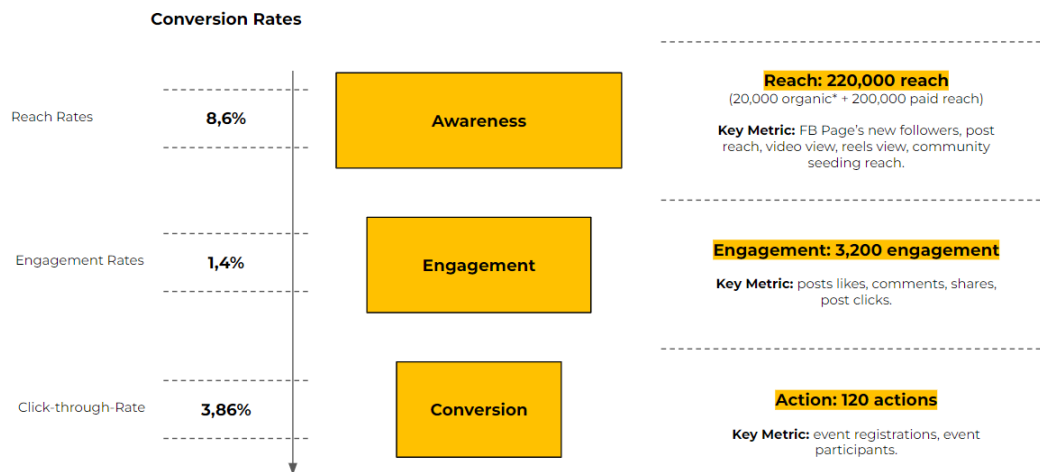
Campaign Objective: Raise brand awareness

- **Awareness:** Increase the awareness of Đát Foods among the target audience as a social impact business that cooperates with farmers to cultivate nuts.
- **Emotional:** Create a positive impression of the audience towards Đát Foods.
- **Action:** Trigger the target audience to participate in the campaign activities.

3.2. KPIS

3.2.1. Conversion Funnels

The KPIs were estimated based on a 3-stage conversion funnel including Awareness - Engagement - Conversion. Because the campaign was run mostly on Facebook, the awareness and engagement rates would be set based on Facebook's annual standard metric benchmarks (socialinsider.com, 2022) while the conversion rate was set based on Facebook's standard conversion rate (dashthis.com, n.d.).



Notes: Conversion Rate was based on annual standard benchmark from socialinsider.com
 *The organic reach was calculated based on: number of current followers * standard reach rates per post * number of social posts in the campaign

Figure 36: Conversion Funnels

3.2.2. KPIs

- Awareness
 - Get a total of 220,000 reaches (reach, views) in the campaign.
 - Get a total of 3,200 engagements (likes, shares, comments, post clicks) in the campaign.
- Emotion
 - Receive 80% of positive responses (comment, reaction) in the campaign posts.
 - Receive 80% of positive responses in the event feedback form.
- Action
 - Get a total of 120 registrations for the event.
 - Get a minimum of 60 participants for the event.

4. TARGET AUDIENCE

4.1. TARGET AUDIENCES IDENTIFICATION

4.1.2. Demographic

- Gender: All gender, mostly female.
- Age: 25 - 34 years old.
- Class: Middle and High Class.
- Living in HCM City, Vietnam.
- Married status: all types but mostly have a family.

4.1.3. Interest and Behavior

- They are the key decision maker in the family.
- They care about themselves & family's healthy living standards.
- They seek environmentally/socially sustainable options when shopping.

4.1.4. Media behavior

- Facebook is their most used social media platform.
- They prefer posts with images and reels the most.

4.2. TARGET AUDIENCES TRUTH

4.2.1. Truth 1: Consumers pay attention to social values that contribute to farmers' s community and the environment in their purchasing process.

- **Truth 1.1.: Consumers are paying more attention to the farmer community in their purchasing process.**
- As a global trend in 2023, consumers are pushing for positive change to support farmers' and workers' livelihoods, and the economic stability of communities (ADM, 2022).



Figure 37: “Global consumer trends driving market growth” report (ADM, 2022)

- Cargill research (2020) on 2,500 adults in the United States, Vietnam, Brazil, and Norway found that the majority of consumers are willing to support the farmers to produce clean food.

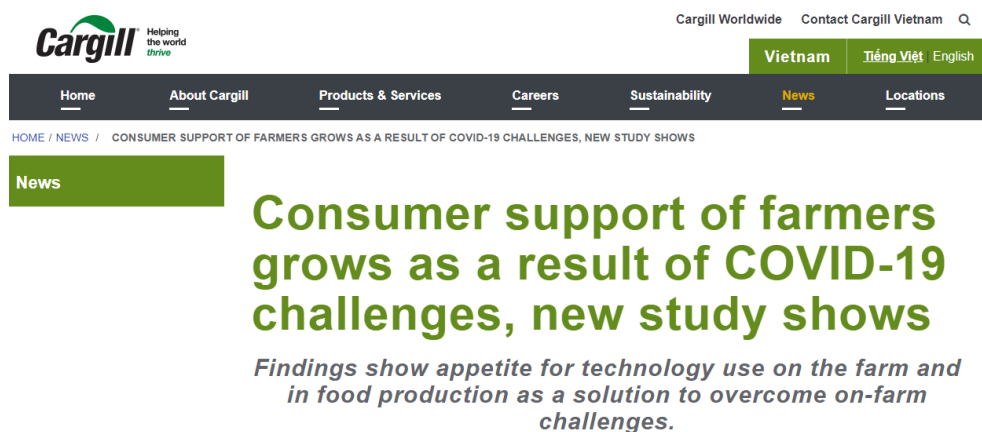


Figure 38: “Feed4thought” report (Cargill, 2020)

- From the survey, 99/180 respondents choose "interested" or "very interested" when being asked if they are interested in brands that accompany sustainable farmers.

Anh chị có quan tâm đến các thương hiệu đồng hành cùng người nông dân canh tác bền vững?
180 câu trả lời

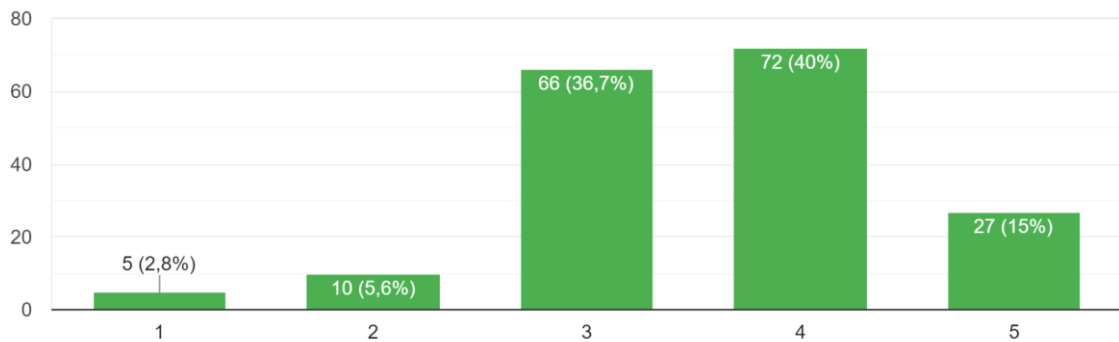


Figure 39: Derived data from Đạt Foods Quantitative Research (2022)

- **Truth 1.2: Consumers also have attention to the environment when purchasing.**
- According to a survey by Decision Lab in 2022 on 4908 respondents, 70% of Millennials respondents do not hesitate to pay more for eco-friendly products.

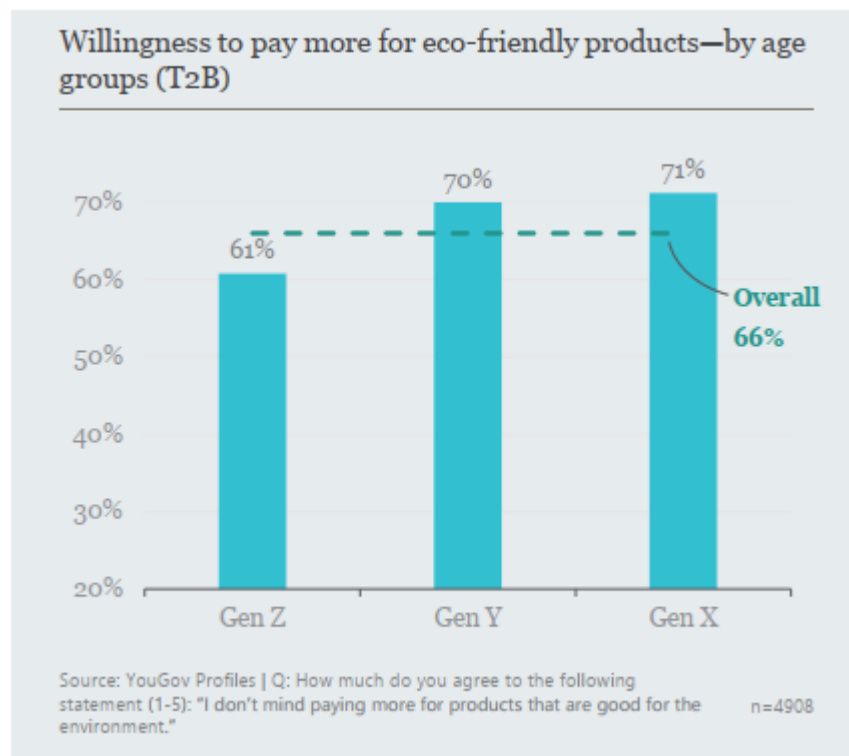


Figure 40: Decision Lab (2022)

- From the Survey, 81,7% of respondents think of sustainability for the environment first when purchasing from a brand with a sustainability approach.

Khi mua hàng từ các thương hiệu kinh doanh bền vững, anh chị thường xem xét yếu tố bền vững ở đây là:
180 câu trả lời

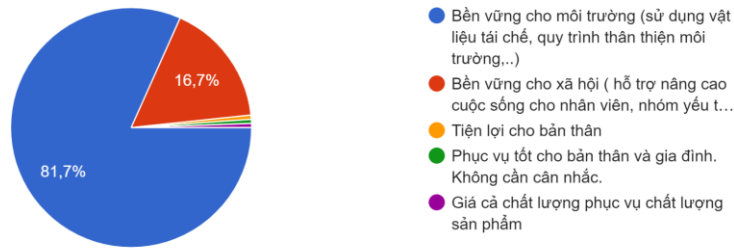


Figure 41: Derived data from Đạt Foods Quantitative Research (2022)

4.2.2. Truth 2: Product's origin & quality are always the customer's top purchasing priorities.

- The Association for Food Transparency (AFT) survey in 2021 shows that more than 56% of consumers are looking for transparency in the products they use.

Một khảo sát mới đây của Hiệp hội Thực phẩm minh bạch (AFT) cho thấy, hiện có hơn 56% người tiêu dùng đi tìm yếu tố minh bạch của các sản phẩm thực phẩm sử dụng, đó là minh bạch trong việc truy xuất nguồn gốc, thành phần, chất lượng sản phẩm... Theo AFT, nhiều ý kiến của người tiêu dùng trong các cuộc khảo sát đều mong muốn hàng Việt cần minh bạch, rõ ràng trong nhãn mác, thông tin về sản phẩm để đáp ứng thị hiếu và yêu cầu ngày càng cao của người tiêu dùng, hướng tới áp dụng các phương án truy xuất hiện đại, các loại bao bì cần đa dạng, thân thiện với môi trường... Có như vậy, hàng Việt mới không bị "quay lưng" ở trên sân nhà, trong bối cảnh nền kinh tế mở cửa ngày càng sâu, rộng.

Figure 42: AFT (2021)

- According to the Survey, 72% of respondents think that the origin and quality of products are always top prerequisites when purchasing.

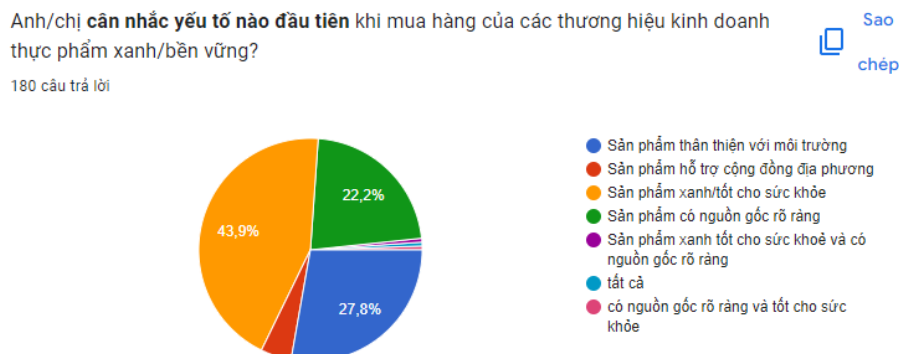


Figure 43: Derived data from Đạt Foods Quantitative Research (2022)

- According to the In-depth interview, 75% of respondents believe that although they do care about social and environmental values when purchasing but their top priority is still product quality.

Survey Question	N.A	L.M	T.T	N.L	A.S	N.T
anh chị có đã có bao giờ cân nhắc về các yếu tố xã hội, giúp đỡ người yếu thế của DN khi mua hàng không? (Ví dụ: hỗ trợ công ông dân tộc thiểu số, người khuyết tật, giúp đỡ lâu dài cho người nông dân)	"Thật ra anh cũng ít khi suy nghĩ tới lắm. Trừ trường hợp những doanh nghiệp có tai tiếng xấu về môi trường hay là về người lao động thì anh sẽ tẩy chay, như là Vedan hay là SHEIN đó đó. Nhưng mà trên hết là chất lượng phải tốt đã rồi những vấn đề kia đến sau."	"Anh nghĩ tùy thuộc vào cái brand story có được kể cho khách hàng hay không? ... Theo anh là việc mình cân nhắc sản phẩm đấy có ảnh hưởng đến người nông dân, có tác động tốt hay không là yếu tố phụ thôi vì quan trọng nhất là chất lượng sản phẩm"	"Tức xem đối với doanh nghiệp như vậy mình sẽ có tình thương, chị thích sản phẩm có behind story, ưu tiên hơn với những sản phẩm thông thường . Mua loại này mình sẽ đóng góp bao nhiêu cho trẻ em vùng cao, ưu tiên hơn. Sản phẩm chất lượng và trong nhu cầu."	"Nếu 1 sản phẩm hàng tiêu dùng thì sẽ chú ý chất lượng trước , sau đó biết được thêm thông tin về các yếu tố xã hội thì sẽ càng tin dùng và ủng hộ"	"Theo quan điểm cá nhân anh ha, thì anh sẽ chưa có cân nhắc tới yếu tố đó nhưng mà trước tiên anh vẫn sẽ cân nhắc về chất lượng."	"Thật ra là cũng tùy sản phẩm á, nếu như sản phẩm đó chỉ biết đến brand đó có những hoạt động CSR hay là họ có chú ý đến những vấn đề đạo đức, xã hội như là không có animal testing thì chị sẽ cân nhắc mua. Mà đó cũng tùy thuộc sản phẩm mình mua nữa á, ví dụ như hàng tiêu dùng thường ngày như nước tương nước mắm các thứ thì nó cũng không có khiến chị phải suy nghĩ á, chỉ là về chất lượng sản phẩm với giá thành thôi."

Figure 44: Figure: Derived data from Đạt Foods Qualitative Research (2022)

4.3. CONSUMER TENSION

According to the above-proven consumer truths, when purchasing, not only do our consumers prioritize the origin and quality of products, but they also consider social values that brands are contributing to the community and environment.

5. APPROACH

5.1. STRATEGIC APPROACH

The Golden Circle (Simon Sinek, 2010) is implemented as a framework to form the campaign value proposition. The model includes 3 basic questions about a business's reason for existence, and it starts with why organizations do what they are doing, how they do it, and what they do.

Brand values are highlighted based on Golden Circles models:

- The brand purpose: For both the farmer and consumer community sustainable development.
- The distinctiveness: Cooperating with farmers to cultivate nuts helps improve not only the farmer's life but also the environment and the quality of their products.
- Value for the consumer: The natural quality and transparent origin is what we offer for consumers directly through the products.



Figure 45: 3 Strategic Priorities of Đạt Foods

5.2. CAMPAIGN PROPOSITION

From the nuts, for the communities

Brand claim: Accompanying the farmer's community to sustainably cultivate nuts and produce clean, healthy nuts products for the consumer community.

6. CREATIVE IDEA

6.1. THE WAY IN

6.1.2. Inspiration:

The butterfly effect or ripple effect all have metaphorical meanings about one's trivial actions that may ultimately lead to significant results over time. It might be as small as a butterfly flap or a drop of water on a calm surface can create a tornado or wave. Just like the butterfly or a drop of water, a nut, though small, can also create a remarkable impact as well.

6.1.3. Word-play:

Moreover, “you reap what you sow” (gieo nhân nào, gặt quả nấy) is one of the most recognizable idioms in Vietnam. However, the verb “sow” or “gặt” is a word that is frequently used for crops so there needs to be an adjustment to make the concept fit a peanut-based brand.

6.2. CONCEPT

Gieo mầm hạt nhỏ Thu niềm vui chung

6.2.1. Rationale

Đạt Foods has taken its first step in using such small, insignificant objects - peanuts and adding more value to it. As a result, it does create a huge impact on others: Making the consumers happy by letting them enjoy high-quality products while being able to assist farmers and the happiness that comes from farmers feeling secure with each harvest.

6.2.2. Key Message

With Đạt Foods, happy farmers are happy with their current job and they end up making happy foods that make consumers happy. And it all starts with just a nut.

7. EXECUTION PLAN

7.1. CAMPAIGN FRAMEWORK

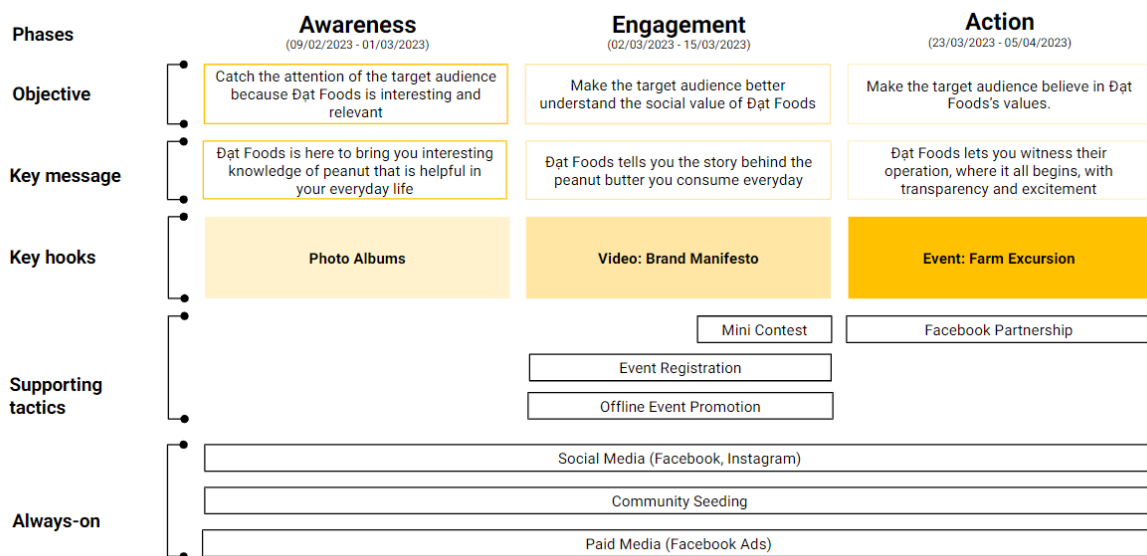


Figure 46: Campaign Framework

Each phase comes with an objective and corresponding tactics that are tailored to meet that objective.

7.1.1 TRIGGER PHASE

The trigger phase is the phase TBP wants the customer to notice the first existence of the brand by sharing fun, easy-to-digest content pillar and a photo album “Where there’s a peanut, there’s happiness” that is shot with an artistic layout and eye-catching bright color.

7.1.2. AWARENESS PHASE

The awareness phase wants the target audience to better know what Đát Food stands for and its value, therefore, a brief TVC with a quick pace for the audiences to quickly digest. The script is thoroughly written to create comprehensive storytelling and it is được breakdown carefully so that the story is visually compelling. The mini-contest would act as a catalyst to amplify the TVC and also drive the audience toward the last phase - action.

7.1.3. ACTION PHASE

The action phase engages the audience with a story mostly about the process and lets them see with their own eyes the values that Đát Foods are doing for the community through a farm excursion.

8. EXECUTION

8.1. SOCIAL MEDIA

8.1.1. Content Pillar

Content Pillar				
	Product	Knowledge	Process	Branding
Description	Product posts emphasize the reason to believe of the product	Show the benefits of eating peanuts or point out any misconceptions of peanut/peanut butter.	The brand shares information about the product-making process	Highlighting the value of ĐF through meaningful stories
Purpose	To show ĐF's brilliant quality of their peanut butter in the eye of the ta	To convince the TA logically with science-proven benefits of the product	Showing that ĐF is transparent in every making process	To show that ĐF is committed to its core value and being consistent in whatever they do
Examples	- The amount of salt in Đát Foods peanut butter	- Peanut butter is boost-mood food - Peanut is a legume not a kind of nut	- The process of harvesting - Peanut butter making in the factory	- Ms. Hai - the first farmer to associate with Đát Foods - 5 core values of Đát Foods toward customers

Figure 47: Campaign Content Pillars

8.1.2. Content Calendar

The current content calendar has been executed according to the content pillar. There are some minor changes to the posting date in several posts. However, the team still managed to maintain the posting frequency - 2 to 3 posts per week to maintain the current activeness of the page.

POST CALENDAR								
STT	Publish date	Time	Post	Nội dung	Assign and Report Link			Status
					Content	Visual	Other	
1	7/2							
2	8/2							
3	9/2	19:00	Tri ân các anh chị cổ vấn Đạt Foods	- Giới thiệu các cổ vấn - Những gì họ làm trong việc giúp đỡ Đạt Foods	Tan Bean			Done
4	10/2	19:00						
5	11/2		Điểm nổi bật của Đạt Foods	- Con người - Giá trị mà Đạt Foods theo đuổi	Tan Bean			Done
6	12/2	19:00						
Week 1								
5	13/2	19:00	Valentine 1: Đạt Foods mách bạn ngô lõi yêu	- Giải thích câu you're the peanut to my jelly	Tan Bean			Done
6	14/2	18:30	Valentine 2		Tan Bean	Quốc Phong		Done
	15/2							
	16/2							
	17/2							
	18/2							
	19/2	21:00	Công thức với đậu mè		Tan Bean	Quốc Phong		Done
Week 2								
	20/2							
	21/2							
	22/2							
	23/2	20:00	Đồ ăn có ảnh hưởng đến tâm trạng ta thế nào	- Giải thích hiện tượng - Suggest các món ăn khiến bạn tỉnh táo (có đậu phộng)	Tan Bean	Chấn Hưng		Done
	24/2	20:00	Chọn bữa ăn sáng để cả ngày đều vui		Tan Bean	Chấn Hưng		Done
	25/2							
	26/2							
Week 3								
	27/2							
	28/2	20:00	Launch photoshoot		Tan Bean			Done
	1/3	19:00	Lượng muối có trong bơ đậu foods có an toàn không?	- Lượng muối trung bình khuyến cáo - Lượng muối có trong Đạt Foods	Tan Bean	Đức Bình		Done
	2/3	19:00	Đậu phộng thuộc họ hạt hay đậu	- Đậu phộng thuộc họ đậu và các đặc điểm đặc trưng - Các cách phòng chống điểm đặc trưng ấy vì nó là con dao 2 lưỡi	Tan Bean	Chấn Hưng		Done
	3/3							
	4/3							
	5/3							

Week 4								
	6/3	19:00	5 giá trị cốt lõi của Đạt Foods		Đức Bình ▾	Quốc Phong ▾		Done
	7/3	09:15	Mỹ Diệu		Đức Bình ▾	Đức Bình ▾		Done
		20:00	Tại sao không còn xuất hiện đom đóm nữa	- Đom đóm hay xuất hiện ở đâu - Thực trạng	Đức Bình ▾	Đức Bình ▾		Done
	8/3	11:12	International Women's Day		Đức Bình ▾	Đức Bình ▾		Done
	9/3	19:00	Góc vườn xanh tại Đạt Foods		Đức Bình ▾	Đức Bình ▾		Done
	10/3	11:09						
	11/3	11:12	Thảo Điền Square Fair					
	12/3	17:00	Event launching		Tan Bean ▾	Tan Bean ▾		Done
Week 5								
	13/3	13:30	Lịch công chiếu		Đức Bình ▾	Đức Bình ▾		Done
	14/3	20:30	Video launching		Tan Bean ▾	Đức Bình ▾		Done
	15/3	19:47	BTS 1		Tan Bean ▾	Đức Bình ▾		Done
	16/3							
	17/3	10:00	Mini game		Tan Bean ▾	Tan Bean ▾		Done
	18/3	11:44	iKermesse de la Francophonie Fair		Đức Bình ▾	Đức Bình ▾		Done
	19/3	19:30	BTS 2		Tan Bean ▾	Đức Bình ▾		Done
	20/3	18:00	Nhắc nhở 18 tiếng chơi game		Tan Bean ▾	Tan Bean ▾		Done
Week 6								
	21/3	21:00	Công bố kết quả		Tan Bean ▾	Tan Bean ▾		Done
	22/3	20:00	Góc sống ảnh hiếm có tại Đạt Foods		Tan Bean ▾	Đức Bình ▾		Done
	23/3	19:05	Các sản phẩm của Đạt Foods		Tan Bean ▾	Đức Bình ▾		Done
	24/3	19:30	Cofounder cty ngkhac va cofound cty chúng tôi		Tan Bean ▾	Tan Bean ▾		Done
	25/3	21:00	Câu Chuyện người gieo hạt - Cô Hai		Đức Bình ▾	Tan Bean ▾		Done
	26/3	20:00	Testimonial - cô Thảo		Tan Bean ▾	Tan Bean ▾		Done
		19:30	Hoàng Hôn tại Đạt Foods		Đức Bình ▾	Đức Bình ▾		Done
	27/3		Top 3 lý do tham gia Event			Tan Bean ▾		Done
Week 7								
	28/3	20:35	Nhắc nhở cuối tuần là Event		Tan Bean ▾	Tan Bean ▾		Done
	29/3	20:00	Góc sống ảnh hiếm có tại Đạt Foods		Tan Bean ▾	Đức Bình ▾		Done
	30/3							Done
	31/3							Done
	1/4	11:00	Event onsite	Chụp hiện trạng, setup đồ tại event như thế nào	Tan Bean ▾	Đức Bình ▾		Done
	2/4							Done
	3/4							Done
	4/4	20:35	Recap hình event	Feedback	Tan Bean ▾	Đức Bình ▾		Done
	5/4		Lời cảm ơn	Cảm ơn mọi người vì đã tham gia Xin lỗi vì những thiếu sót Feedback	Tan Bean ▾	Đức Bình ▾		Done
Week 8								
	28/3	20:35	Nhắc nhở cuối tuần là Event		Tan Bean ▾	Tan Bean ▾		Done
	29/3	20:00	Góc sống ảnh hiếm có tại Đạt Foods		Tan Bean ▾	Đức Bình ▾		Done
	30/3							
	31/3							
	1/4	11:00	Event onsite	Chụp hiện trạng, setup đồ tại event như thế nào	Tan Bean ▾	Đức Bình ▾		Done
	2/4							
	3/4							
	4/4	20:35	Recap hình event	Feedback	Tan Bean ▾	Đức Bình ▾		Done
	5/4		Lời cảm ơn	Cảm ơn mọi người vì đã tham gia Xin lỗi vì những thiếu sót Feedback	Tan Bean ▾	Đức Bình ▾		Done
Week 9								
	6/4	20:00	Ngày thu hoạch tại Đạt Foods		Tan Bean ▾	Tan Bean ▾		Done
	7/4							
	8/4	19:00	Recap video					Done
	9/4							
	10/4							
	11/4	20:00	Câu chuyện người gieo hạt - Anh Long		Đức Bình ▾	Tan Bean ▾		Done
	12/4	20:00	Quy trình xử lý và thu hoạch		Đức Bình ▾	Đức Bình ▾		Done

Figure 48: Content Calendar

Regarding the posting time, the time usually fluctuates between 7 to 9 pm, this is suggested to be the right time for reaching out to the target audience according to the data obtained from Facebook Meta Business. The hashtags used in the content include 2 main hashtags related to the campaign, which are #Gieomamhatnho #Thuniemvuichung #Harvesthappiness. The team also maintained posting frequency - around 3 to 5 posts a week to let the Facebook's algorithm know that the page is active and will push Đạt Foods' post to the target audience.

8.1.3. Facebook Reels

In addition to image-format posts, reels are also useful tools to reach new audiences on Facebook. The reason behind choosing Facebook Reels to start is that Đạt Foods' main channel has been Facebook from the beginning, creating reels content on this platform would keep the audience journey on Đạt Foods Facebook page undisturbed. Furthermore, with the limitation of time and resources, developing a new platform of reels for Đạt Foods is not recommended. Our group has accomplished 4 reels, with multiple angles. The reels focus on conveying entertaining content relating to the people and nature at Đạt Foods, as they would find interesting and seek for more content.



Figure 49: Reels on Đạt Foods Facebook Fanpage

8.1.4. Supporting Tactics

a. Community Seeding

Our group is divided into 6 large categories: Clean eating - healthy eating, healthy lifestyle, nut-based dishes, organic foods, kid raisin, and yoga.

The participants in these groups particularly put their interest in healthy, diet, and also motivational content. Posting content that they are fascinated about, surely will capture their attention and drive them to be aware of Đạt Foods.

Our key talking points are:

- Misconceptions relating to peanut or peanut butter
- Benefits and side-effects of peanut butter

Category	Name	Link	Đã gửi bài	Approve	Link bài đăng
EAT CLEAN - HEALTHY EATING	CHIA SẺ KIẾN THỨC VỀ CHẾ ĐỘ ĂN EAT CLEAN - HEALTHY	https://www.facebook.com/groups/462317001	<input checked="" type="checkbox"/>	<div>Pending</div>	Link bài đăng
	Ăn Chay Sài Gòn	https://www.facebook.com/groups/anchaysaig	<input checked="" type="checkbox"/>	<div>Pending</div>	
	ĂN THỎ - CHỮA LÀNH TỰ NHIÊN	https://www.facebook.com/groups/486069419	<input checked="" type="checkbox"/>	<div>Pending</div>	
	EAT CLEAN - GIẢM CÂN LÀNH MẠNH	https://www.facebook.com/groups/HTEATCL	<input checked="" type="checkbox"/>	<div>Approved</div>	
	Eat clean - Bí quyết sống khỏe, đẹp	https://www.facebook.com/groups/847523149	<input checked="" type="checkbox"/>	<div>Declined</div>	
	Cộng Đồng Healthy - Eat Clean Từ Các Loại Hạt Dinh Dưỡng	https://www.facebook.com/groups/293592196	<input checked="" type="checkbox"/>	<div>Approved</div>	
	CHIA SẺ THỨC ĐƠN EATCLEAN	https://www.facebook.com/groups/401569174	<input checked="" type="checkbox"/>	<div>Approved</div>	
	THÍCH ĂN CHAY (ĂN THỰC VẬT)	https://www.facebook.com/groups/379069539	<input checked="" type="checkbox"/>	<div>Approved</div>	
	ĂN CHAY HEALTHY	https://www.facebook.com/groups/anchayhealth	<input checked="" type="checkbox"/>	<div>Declined</div>	
	TÔI HEALTHY	https://www.facebook.com/groups/toihealthy	<input checked="" type="checkbox"/>	<div>Declined</div>	
	HỘI ĂN KIẾNG - GIẢM CÂN - EATCLEAN - HEALTHY	https://www.facebook.com/groups/573637994	<input checked="" type="checkbox"/>	<div>Declined</div>	
	CHIA SẺ THỨC ĐƠN EATCLEAN	https://www.facebook.com/groups/401569174	<input checked="" type="checkbox"/>	<div>Declined</div>	
	ĐAM MÊ ĐỒ ĂN - THỰC UỐNG CHUẨN TỰ NHIÊN	https://www.facebook.com/groups/623595035	<input checked="" type="checkbox"/>	<div>Pending</div>	
	Eat Clean and Healthy - Cộng Đồng Ăn Sạch và Sống Khỏe	https://www.facebook.com/groups/EatCleanand	<input checked="" type="checkbox"/>	<div>Declined</div>	
	Eat Clean and Healthy - Cộng Đồng Ăn Sạch và Sống Khỏe Việt Nam	https://www.facebook.com/groups/eatcleanand	<input checked="" type="checkbox"/>	<div>Declined</div>	
	EAT CLEAN - ĂN SẠCH SỐNG KHỎE	https://www.facebook.com/groups/thucdoeatec	<input checked="" type="checkbox"/>	<div>Approved</div>	
	EAT CLEAN EAT ALL (ĂN SẠCH ĂN TẤT)	https://www.facebook.com/groups/htpsbefreac	<input checked="" type="checkbox"/>	<div>Declined</div>	
	Dinh dưỡng lành mạnh để kiểm soát cân nặng	https://www.facebook.com/groups/dinhduongl	<input checked="" type="checkbox"/>	<div>Pending</div>	
	Yêu Eatclean	https://www.facebook.com/groups/yeueatclean	<input checked="" type="checkbox"/>	<div>Declined</div>	
	Mê Eatclean	https://www.facebook.com/groups/430409836	<input checked="" type="checkbox"/>	<div>Declined</div>	
EAT CLEAN - GIẢM CÂN LÀNH MẠNH	https://www.facebook.com/groups/HTEATCL	<input checked="" type="checkbox"/>	<div>Approved</div>		
Eat Clean Healthy - Giảm Cân Thuận Việt Cùng HERA	https://www.facebook.com/groups/812289299	<input checked="" type="checkbox"/>	<div>Approved</div>		
Đồ bếp và Nguyên liệu eat clean	https://www.facebook.com/groups/405602387	<input checked="" type="checkbox"/>	<div>Declined</div>		
EATCLEAN KHÔNG KHỎ	https://www.facebook.com/groups/690360712	<input checked="" type="checkbox"/>	<div>Declined</div>		
Eat clean giảm cân diệt mỡ	https://www.facebook.com/groups/534165640	<input checked="" type="checkbox"/>	<div>Declined</div>		
Hội Chị Em Bán Đồ Eatclean - Thực Phẩm Sạch	https://www.facebook.com/groups/101661960	<input checked="" type="checkbox"/>	<div>Declined</div>		
ĂN THỎ - CHỮA LÀNH TỰ NHIÊN	https://www.facebook.com/groups/486069419	<input checked="" type="checkbox"/>	<div>Declined</div>		
EATCLEAN - lối sống lành mạnh và suy nghĩ tích cực	https://www.facebook.com/groups/510577028	<input checked="" type="checkbox"/>	<div>Declined</div>		
EAT CLEAN - ĂN SẠCH SỐNG KHỎE	https://www.facebook.com/groups/thucdoeatec	<input checked="" type="checkbox"/>	<div>Declined</div>		
Eatclean - Ăn Lành Sống Xanh Cùng Vietnah Organic	https://www.facebook.com/groups/eatcleananl	<input checked="" type="checkbox"/>	<div>Pending</div>		
Review Eat Clean - Ăn Sạch Sống Khỏe	https://www.facebook.com/groups/331420748	<input checked="" type="checkbox"/>	<div>Pending</div>		
Thực phẩm sạch - Mua gì ở đâu?	https://www.facebook.com/groups/tpshub/	<input checked="" type="checkbox"/>	<div>Pending</div>		
HEALTHY LIFESTYLES	EAT CLEAN - GIẢM CÂN LÀNH MẠNH CÙNG MOMO	https://www.facebook.com/groups/momodieet	<input checked="" type="checkbox"/>	<div>Declined</div>	
	ĐSÔNG THUẦN TỰ NHIÊN	https://www.facebook.com/groups/songthuannh	<input checked="" type="checkbox"/>	<div>Declined</div>	
	Sống lành Share	https://www.facebook.com/groups/songlanhsh	<input checked="" type="checkbox"/>	<div>Declined</div>	
	Hành Trình Cho Lối Sống Lành Mạnh	https://www.facebook.com/groups/loisong.yog	<input checked="" type="checkbox"/>	<div>Pending</div>	
NUTS - BASED DISHES	Thích Ăn Chay, Từ Thiện, Thiên, Sống An Nhiên	https://www.facebook.com/groups/211045845	<input checked="" type="checkbox"/>	<div>Declined</div>	
	CHIA SẺ CÔNG THỨC SỮA HẠT VÀ MÂY LÀM SỮA HẠT TỐT	https://www.facebook.com/groups/yeusuaht/	<input checked="" type="checkbox"/>	<div>Pending</div>	
	Chia sẻ Công Thức Sữa Hạt, Nước Ép, Healthy Drinks	https://www.facebook.com/groups/113103444	<input checked="" type="checkbox"/>	<div>Pending</div>	
	Chia sẻ Công Thức Làm Sữa Hạt	https://www.facebook.com/groups/chiaaecong	<input checked="" type="checkbox"/>	<div>Declined</div>	
	Hội những người yêu sữa hạt, Các loại hạt dinh dưỡng	https://www.facebook.com/groups/175728487	<input checked="" type="checkbox"/>	<div>Declined</div>	
ORGANIC FOODS	Chúng tôi chọn Thực phẩm Hữu cơ Organic	https://www.facebook.com/groups/827650654	<input checked="" type="checkbox"/>	<div>Pending</div>	
	Cung Ứng Sản Phẩm Hữu Cơ Organic Có Chứng Nhận	https://www.facebook.com/groups/sanphamhu	<input checked="" type="checkbox"/>	<div>Declined</div>	
KID RAISING	HỘI NUÔI CON TOÀN DIỆN	https://www.facebook.com/groups/103824209	<input checked="" type="checkbox"/>	<div>Declined</div>	
	Hội yêu thích Tập Yoga tại TP.HCM	https://www.facebook.com/groups/242259303	<input checked="" type="checkbox"/>	<div>Declined</div>	
YOGA	NGHIÊN YOGA	https://www.facebook.com/groups/nghienyoga	<input checked="" type="checkbox"/>	<div>Declined</div>	
	Yoga Đam Mê	https://www.facebook.com/groups/yogadamme	<input checked="" type="checkbox"/>	<div>Declined</div>	

Figure 50: Community seeding list and tracking

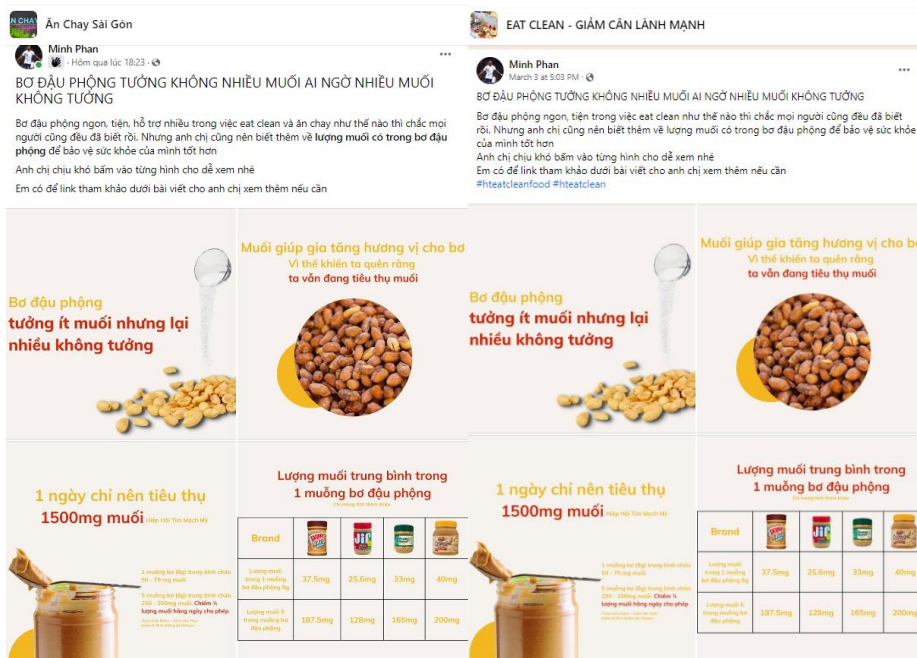


Figure 51: Post in “Ăn Chay Sài Gòn” and “Eat clean - Giảm cân lành mạnh” Community Group

8.1.5. Social Media Cost Report

No.	Item	Unit	Price	Quantity	Cost (VND)
SOCIAL MEDIA					
1	Social Media Ads	Package	3.500.000	1	3.500.000
2	Designer	Person	500.000	1	500.000
3	Social Post Materials	Package	500.000	1	500.000
				TOTAL	4.500.000
				CONTINGENCY (5%)	125.000
				GRAND TOTAL	4.625.000

No.	Item	Unit	Quantity	Price	Total
1	Materials	Package	1	157.000	157.000
2	Facebook Ads	Package	1	3.520.000	3.520.000
3	Designer	Package	1	500.000	500.000
				Total	4.177.000

*The above cost does not include 10% VAT

Figure 52: Social Media Cost Report

8.2. PHOTO ALBUM

8.2.1. Idea

Name: “Where there’s peanuts, there’s happiness”

Format: 3 Collaging Images

On the journey from farm to table, each factor will have its very own interactions with the nuts. The farmer takes care of the nuts, the worker will be ready to park and process the nuts, and consumers could make dishes with nuts.

Along with those private interactions is the joy that nuts bring. Thanks to nuts, farmers can increase their income, thanks to nuts so that workers can work and consumers can enjoy delicious, nutritious meals.

8.2.2. Final Outcome

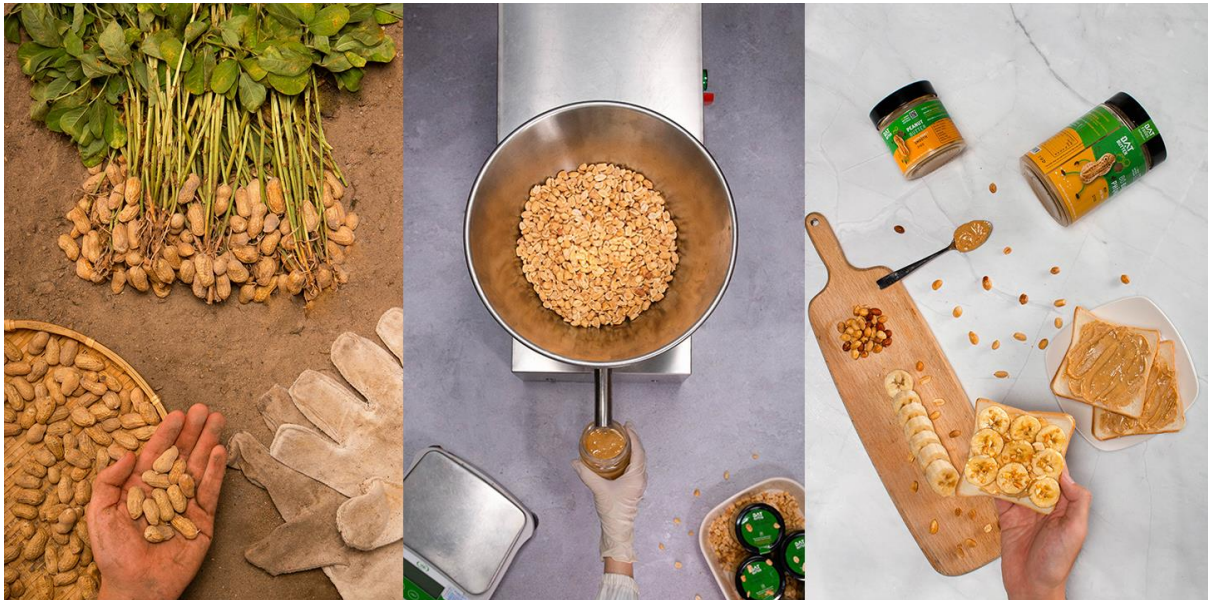


Figure 53: Photo Album Final Outcome

8.2.3. Production Timeline

WEEK 0						
Mon (6/2)	Tue (7/2)	Wed (8/2)	Thu (9/2)	Fri (10/2)	Sat (11/2)	Sun (12/2)
			Pre-Production: Photo album			
WEEK 1						
Mon (13/2)	Tue (14/2 Valentine Day)	Wed (15/2)	Thu (16/2)	Fri (17/2)	Sat (18/2)	Sun (19/2)
					Photo album Shooting: Factory	
WEEK 2						
Mon (20/2)	Tue (21/2)	Wed (22/2)	Thu (23/2)	Fri (24/2)	Sat (25/2)	Sun (26/2)
				Photo album Shooting: Farm and Table		Post-Production
WEEK 3						
Mon (27/2)	Tue (28/2)	Wed (1/3)	Thu (2/3)	Fri (3/3)	Sat (4/3) (Engagement)	Sun (5/3)
Approval	On Air: Photo Album					

Figure 54: Photo Album's Production Timeline

8.2.4. Photo Album Cost Report

No.	Item	Unit	Price	Quantity	Cost (VND)
PHOTO ALBUM					
1	Props	Package	400.000	1	400.000
2	Logistics	Package	100.000	1	100.000
3	Catering	Package	200.000	1	200.000
TOTAL					700.000
CONTINGENCY (5%)					35.000
GRAND TOTAL					735.000

No.	Item	Unit	Quantity	Price	Total
PHOTO ALBUM					
1	Props	Package	1	312.000	312.000
2	Logistics	Package	1	161.000	161.000
3	Catering	Package	1	217.000	217.000
TOTAL					690.000

**The above cost does not include 10% VAT*

Figure 55: Photo Album Cost Report

8.3. VIDEO PRODUCTION: BRAND MANIFESTO VIDEO

8.3.1. Idea

The Brand Manifesto Video illustrates the meanings of what Đát Foods has been doing to fulfill its mission and vision. At the same time, the video reveals the result of the good act from Đát Foods to 3 different stakeholders: the farmers, the Đát Foods Factory Worker, and the Customer.

8.3.2. Storyline

The video expresses the joy of farmers and consumers, with 2 parallel sequence actions with activities related to beans and products. Throughout the video, a variety of joyful moments can be seen with the three main protagonists, showing that what Đát Foods is doing is sustainable in the long run for the community and nature.

- Storyline 1: Happy farmers are happily harvesting a quality peanut. Đát Foods processes the batch wholeheartedly and sends the outcome to consumers.
- Storyline 2: The Mother and Daughter are preparing their breakfast on weekends with joy and laughs as it is a cherishable family moment.

8.3.3. Voice Over & Background Music

a. Voice Over

- Voice talent: Mr. Hung Thanh
- Mood&tone: warm, gentle, firm.

The Brand Manifesto is narrated from the CEO's point of view, a male voice is selected to fully illustrate the characteristics of the brand and the founder himself.

b. Voice Over Script:

Niềm vui trong đời không tự nhiên mà đến

Mà chúng đến từ “hạt đậu ngọt” được kết từ hành động của chúng ta

Là có thể thấy thiên nhiên vẫn ươm mầm sự sống

Bằng những giá trị bền vững mà chúng tôi cùng xây dựng với người nông dân

Là có thể thấy bữa ăn mọi người ngon lành và vẹn toàn dinh dưỡng

Do những mẻ đậu chất lượng và hoàn toàn tự nhiên

Là có thể thấy niềm vui của mọi người luôn có Đạt Foods đồng hành.

Tất cả tạo nên vòng tròn bền vững, nơi niềm vui như được gieo lớn trên cánh đồng bất tận

Niềm vui đầy đến từ hành động chúng tôi chọn

Là gieo thuận tự nhiên những hạt mầm đậu nhỏ

8.3.4. Background Music

We Share This Convoy - Borden Lulu

Mood & Tone: Lively positive - Uplifting - Light Chasing - Epidemic

8.3.5. Shooting Board



1. CUShot - Tay bẻ trái đậu phộng từ cây ra



2.WS - Cảnh toàn feature nông dân đứng giữa cánh đồng đậu phộng của mình



3.MCU - Nông dân ăn miếng đậu phộng và cảm thấy ngon

VO: Niềm vui trong đời không tự nhiên mà đến

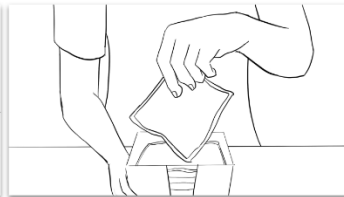
VO: Mà chúng đến từ "hạt đậu ngọt" được kết từ hành động của chúng ta



4. MS - 45 độ qua phải - Mẹ bước tới đặt túi đi chợ lên bàn bếp ft được background bếp và bàn bếp



5. MWS -Nông dân bắt đầu đi vào cánh đồng của mình (ft biển hiệu "Cánh Đồng không thuốc hóa học, không thuốc diệt cỏ")

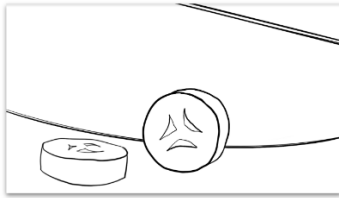


6. MCU - Mẹ lấy miếng sandwich lên feature được cả bịch sandwich và người mẹ ở background

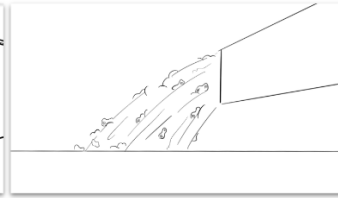
VO: Là có thể thấy thiên nhiên vẫn ước mầm sự sống



VO: là có thể thấy bữa ăn mọi người ngon lành và vẹn toàn dinh dưỡng



19. CU - Mẹ cắt chuối



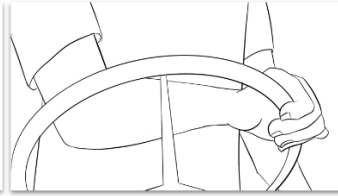
20a. MCU - Eyelevel - 45 độ- Máy
tốt hạt bắt đầu phun hạt ra



20b. MS - Pan qua trái- Trái đậu
phồng được tuốt- Hạt đậu phồng
được trải ra trên tấm bạt



20c. MCU - A ĐỂ đậu phồng cảm
một năm lên và nhìn hài lòng



21. MCU - 45 độ- Anh Đạt Foods
đánh tay lái



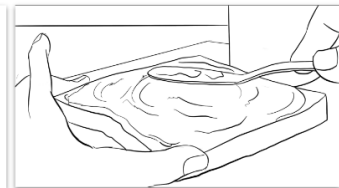
22. CU- Con bé mở hũ bơ đậu
phộng



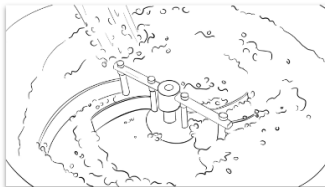
23. MCU - 45 độ- Tay con bé đều đều trét
bơ tròn đều ra miếng táo



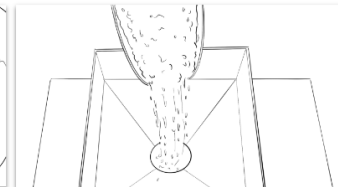
24. MS - 60 độ- Con dứt cho mẹ
miếng táo có bơ



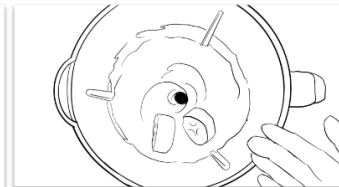
25. MCU - 45 độ- Tay con bé đều đều trét
bơ tròn đều ra miếng bánh mì



26. CU- Máy làm nguội xoay tròn
đều trong đều những hạt đậu
phộng



27. MS - Top Shot- Bơ đậu phộng
vào máy nghiền

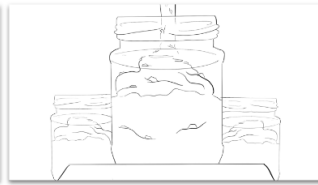


28. MCU - Top Shot- Máy xay sinh
tổ được bắt, nguyên liệu được xay

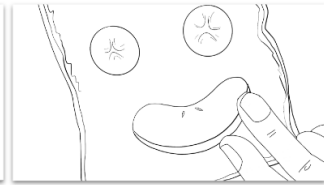
VO: bằng những mẻ đậu chất lượng và hoàn toàn tự nhiên.



29. MCU - Chênh lên trái 60 độ-
Me đổ sinh tố ra ly



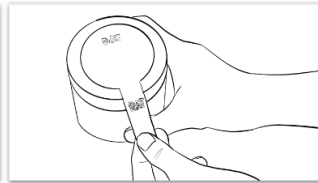
30. CU - Hũ bơ được fill đầy choc



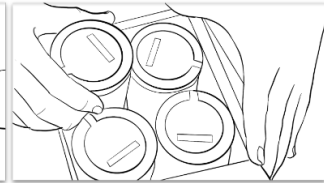
31. MCU - Top Shot- 90 độ- Con bé
dán miếng táo lên sandwich tạo
thành mặt cười



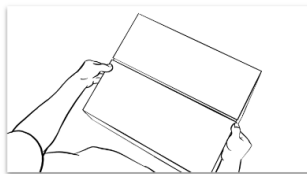
32. CU - 45 độ-Eye Level-Tay miết
dọc xuống, vuốt qua chữ "Đạt
Foods"



33. MCU - Ngang- Ngón tay miết
ngang dán label ft "Bơ đậu phộng
mật ong, hình trái đậu"



34. MCU - Top Shot-Đặt hũ bơ vào
thùng



35. MCU - Top Shot- 60 độ-Tay anh
ĐF đóng nắp thùng lại



36. MCU - Top Shot-60 độ-Tay con
bé gấp miếng sandwich vào nhau



37. MCU - Chính diện - Con bé cầm
miếng bánh lên ăn (miếng bánh
trong frame) và cảm nhận vị ngon

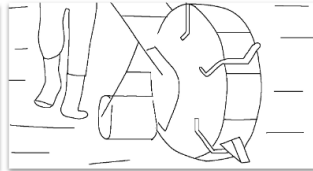
VO: Là có thể thấy niềm vui của mọi người luôn có Đạt Foods đồng hành.



38. MS - Chính diện-Con uống sinh
tổ, mẹ ăn vui vẻ với nhau

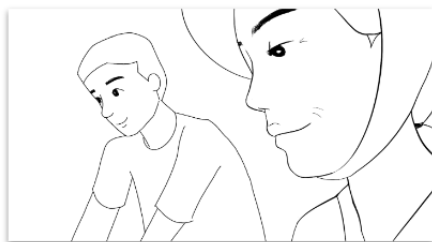


39. MWS-Backshot- Nông dân đi
trên cánh đồng của mình



40. MS-Backshot- Nông dân dùng
máy gieo hạt trên cánh đồng

VO: Tất cả tạo nên vòng tròn bền vững, nơi niềm vui như được gieo lớn trên cánh đồng bất tận



39. MWS - Side Shot- Pan qua phải
thấy a ĐạtFoods đang cùng gieo
hạt với với mình



40. CU - More than eye level - Cây
đậu phộng nhỏ được tưới

VO: Niềm vui đẩy đến từ hành động chúng tôi chọn



41a. WS - Cảnh toàn hai người bắt đầu cày cấy rồi
supper hiện lên + logo ĐF



41b. WS - Cảnh toàn hai người cày cấy blur rồi
supper hiện lên + logo ĐF

VO: Là gieo thuận tự nhiên những hạt mầm đậu nhỏ

Figure 56: Shooting Board, produced by TBP Team

8.3.6. Moodboard

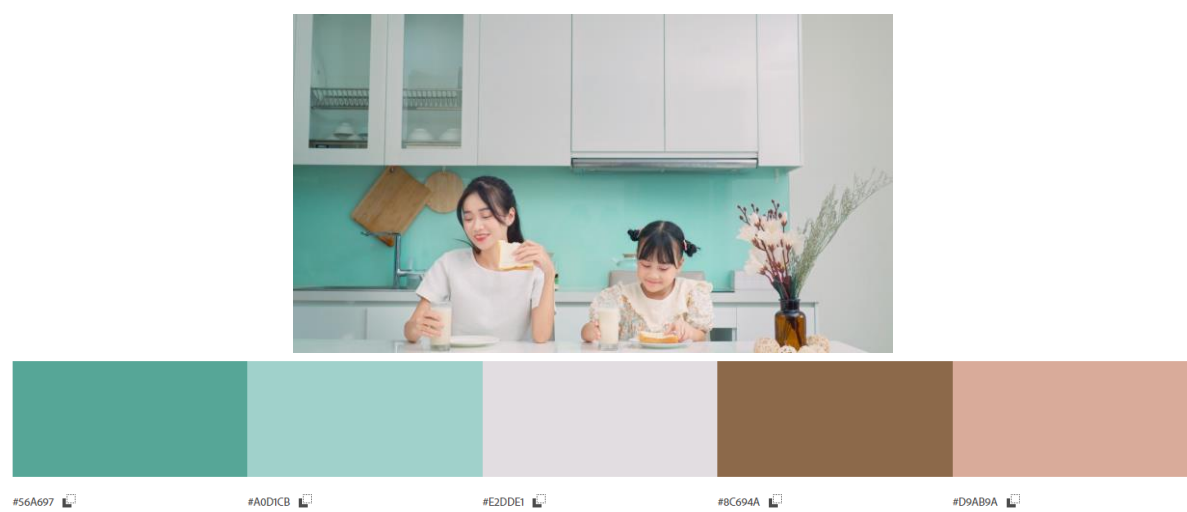


Figure 57: The Kitchen Moodboard



Figure 58: The Farm Moodboard

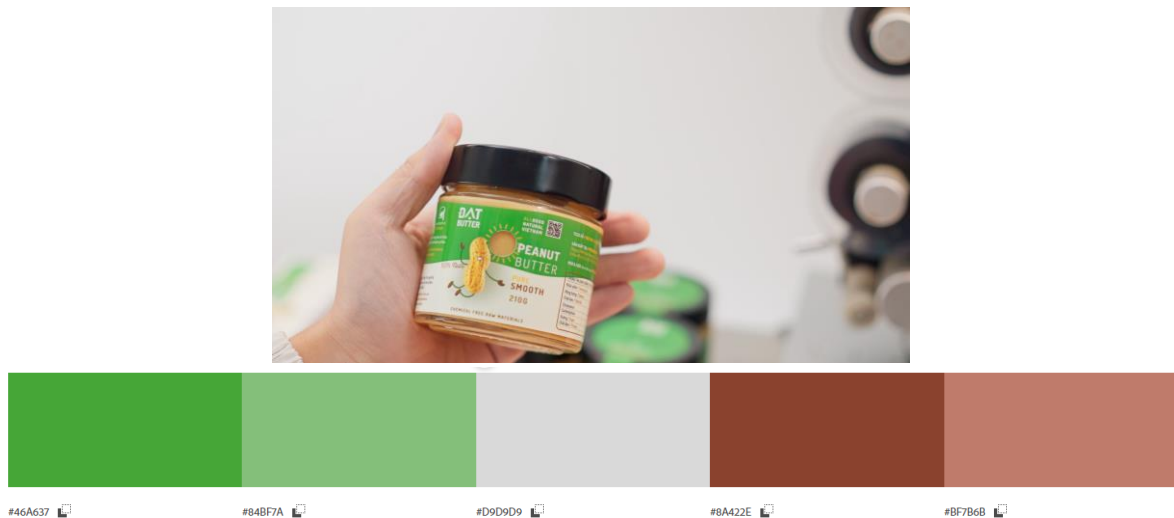


Figure 59: The Factory Moodboard

8.3.7. Video Production Cost Report

No.	Item	Unit	Price	Quantity	Cost (VND)
VIDEO PRODUCTION					
1	Storyboard Artist	Package	1	3.000.000	3.000.000
2	Camera pack and Lighting	Package	1	10.000.000	10.000.000
3	Location	Package	1	3.100.000	3.100.000
4	Props	Package	1	600.000	600.000
	Wardrobe	Package	1	400.000	400.000
5	Talents	Package	1	2.200.000	2.200.000
6	Logistics	Package	1	3.500.000	3.500.000
8	Post production	Package	1	500.000	500.000
				TOTAL	23.300.000
				CONTINGENCY (5%)	1.165.000
				GRAND TOTAL	24.465.000

No.	Item	Unit	Quantity	Price	Total
VIDEO PRODUCTION					
1	Storyboard Artist	Package	1	2.000.000	2.000.000
2	Camera pack and Lighting	Package	1	10.650.000	10.650.000
3	Location	Package	1	3.100.000	3.100.000
4	Props	Package	1	814.400	814.400
5	Talents	Package	1	2.200.000	2.200.000
6	Logistics	Package	1	831.000	831.000
7	Catering	Package	1	1.514.760	1.514.760
8	Post production	Package	1	310.000	310.000
				TOTAL	21.420.160

*The above cost does not include 10% VAT

Figure 60: Video Production Cost Report

8.3.8. Production Timeline

WEEK 0								
Mon (6/2)	Tue (7/2)	Wed (8/2)	Thu (9/2)	Fri (10/2)	Sat (11/2)	Sun (12/2)		
			Pre-Pro					
WEEK 1 (Awareness)								
Mon (13/2)	Tue (14/2 Valentine Day)	Wed (15/2)	Thu (16/2)	Fri (17/2)	Sat (18/2)	Sun (19/2)		
						PPM 1 Video: Update tất tần tật		
WEEK 2 (Awareness)								
Mon (20/2)	Tue (21/2)	Wed (22/2)	Thu (23/2)	Fri (24/2)	Sat (25/2)	Sun (26/2)		
		PPM 2 Video: Align lại hết tất cả trước khi quay	SHOOTING DAY 1 (Farm)		SHOOTING DAY 2 (Flycam in Farm)			
WEEK 3 (Awareness and engagement)								
Mon (27/2)	Tue (28/2)	Wed (1/3)	Thu (2/3)	Fri (3/3)	Sat (4/3) (Engagement)	Sun (5/3)		
Rehearsal	SHOOTING DAY 3 (Farm + Xưởng)	SHOOTING DAY 4 (In-house)				Prez Offline (Chốt mạch video)	PPM 3 Event: Meeting update tất tần tật về event	
Build Set	Offline Approval							
WEEK 4 (Engagement)								
Mon (6/3)	Tue (7/3)	Wed (8/3)	Thu (9/3)	Fri (10/3)	Sat (11/3)	Sun (12/3)		
Voice Over Recording (Thu voice)	Prez Color Grade (Chốt màu video)		Prez Online (Chốt âm thanh, hiệu ứng, subtitle)	Master File		On Air Brand Manifesto Video		
	Color Grade Approval							

Figure 61: Production Timeline

8.3.9. Final Product

- 1 minute 30 seconds Brand Manifesto Video

To see the final product, please click here [Link](#):



Figure 62: Đạt Foods Brand Manifesto Video

8.4. Event

8.4.1. Event Purpose

- Objectives: To allow the audiences to witness Đạt Foods' operations and core values through hands-on experience at the farm.

- KPI: Obtain a total of 60 participants in two days. The rationale for this number is that the venue and the event program's maximum capacity is 60 participants. The number between this number will result in the best experience for all of the customers.

8.4.2. Event Information

- Event Name:

Chuyến thăm Nông Trại Đạt Foods Đạt Foods Farm Excursion



Figure 63: Event Official Poster

- Format: Farm Excursion
- Target audience: mostly family in HCMC (In which, female is the decision maker).

8.4.3. Time & Location

- Time: 2:00 PM - 5:45 PM, April 1st and 2nd, 2023.
- Location: Đạt Foods Farm - No. 4, Street 217, Hoa Phu Commune, Cu Chi District, HCMC.

8.4.4. Ticket Fee

Ticket price (without transportation)

- Adult - 260.000 VND
- Kid (from 3 YO to 12 YO) - 160.000 VND

8.4.5. Event Agenda

TIME	DETAILS
14:00	Check-in
14:15	Đạt Foods Introduction
14:30 - 16:30	- Agriculture experiences - Production experience
16:30	Mini sharing about 2 experiences
16:45	- Booth game - Finger Foods - Product Display
17:30	Photographing Section at the Art Wall
17:45	End of event

Figure 64: Event Agenda

8.4.6. Event Flow

No	Time	Duration		Detailed
1	08:00	00:45	Preparation	- Core team focus - Set up the product display area - Set up table area finger foods. - Prepare ingredients for finger foods
2	08:45	00:15		-Still prepare ingredients for finger foods
3	09:00	00:30		- collaborators gather - Pray

				<ul style="list-style-type: none"> - Distributing Đạt Foods shirt - Breakfast
4	09:30	02:30		<ul style="list-style-type: none"> - Rehearse all positions - Sound check, technical check - Make finger foods
5	12:00	01:00		<ul style="list-style-type: none"> - Lunch break
6	13:00	00:30		<ul style="list-style-type: none"> - Prepare the check-in area - Stabilize personnel position - Review the job description
7	13:30	00:45	Open for guest	<ul style="list-style-type: none"> - Coordinate parking for guests - Check in and paste the name for the guest - Take care of customers
8	14:15	00:15	Co-Founder introduction to the excursion	<ul style="list-style-type: none"> - Prepare hats and boots for farming experience - Prepare coat, hat,... for production experience
9	14:30	00:05		<ul style="list-style-type: none"> - Support Mr. Dat to divide the team for guests
10	14:35	00:10		<ul style="list-style-type: none"> - Move guests to the experience location - Let guests do the procedures of the experience (wearing hats, boots, ...)
11	14:45	00:30	Turn no.1	Stand by at the experience place
12	15:15	00:05		<ul style="list-style-type: none"> - Support the lead to bring everyone back - Report
13	15:20	00:10		Return to the gathering location
14	15:30	00:10	Turn no.2	<ul style="list-style-type: none"> - Move guests to the experience location - Let guests do the procedures of the experience (wearing hats, boots, ...)

15	15:40	00:35		Stand by at the experience place
16	16:15	00:05		- Support the lead to bring everyone back - Report
17	16:20	00:10		Return to the gathering location
18	16:30	00:15	Side Activity	- Mini sharing about 2 experiences
19	16:45	00:45		- Booth game - Finger Foods
20	17:30	00:15	Photographing Section at the Art Wall	- Prepare Camera
21	17:45	00:15	Visitors leave	- Help visitors get the car or bike
22			End of event	- Bring products from the showroom - Dish washing - Drying hats and gloves - Cleaning the workshop

Figure 65: Event Flow

8.4.7. Event Map

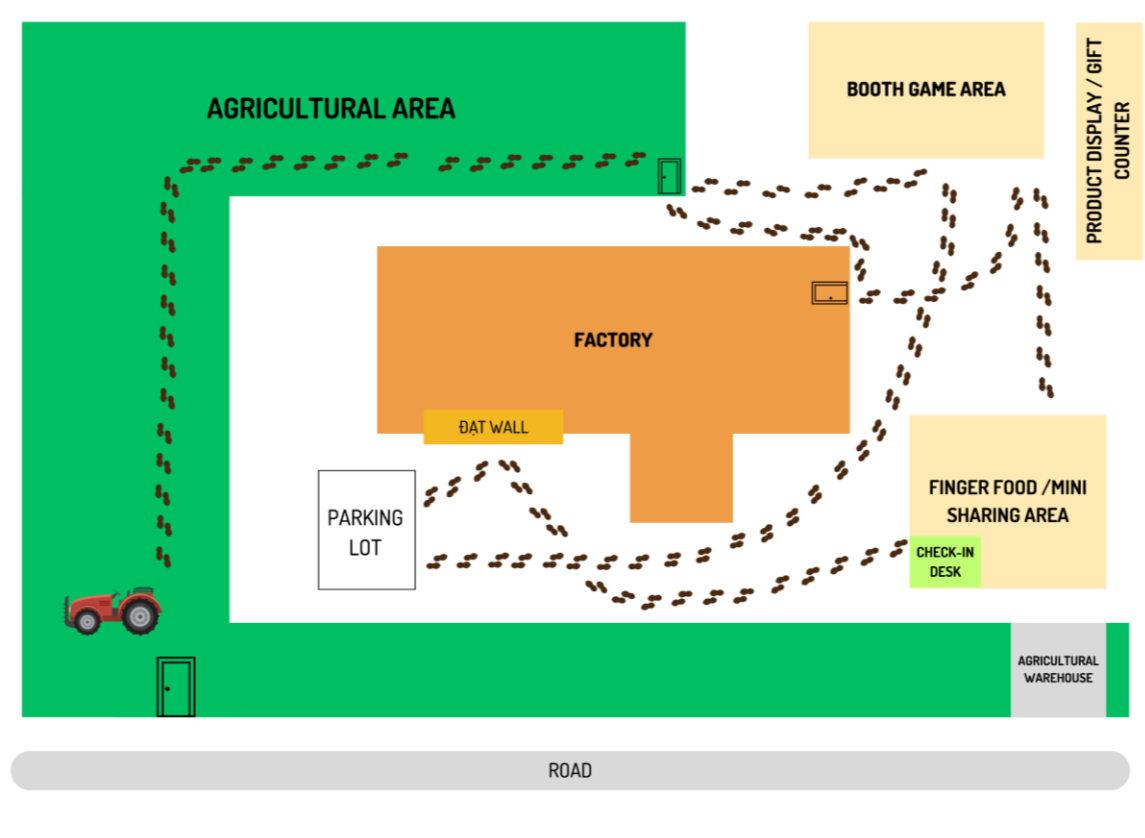


Figure 66: Event Map

8.4.8. Setup Timeline

NGÀY	THỜI GIAN	HOẠT ĐỘNG
28/03/2023	9:00 - 12:00	- Sơn lại Art Wall - Chuẩn bị xe đưa đón cho khách tham quan
	13:00 - 19:00	- Thực hiện các materials cho khu vực trò chơi - Chuẩn bị kịch bản, timeline, sơ đồ nhân sự
29/03/2023	9:00 - 16:00	- Dọn dẹp
	16:00 - 22:00	- Chuẩn bị bàn, ghế cho các khu - Chuẩn bị in ấn các materials cần in
30/03/2023	9:00 - 14:00	SET UP KHU VỰC TRÒ CHƠI - Setup các bảng game - Kiểm tra các phiếu tính điểm. - Checklist các quà tặng - Test game - Chỉnh sửa nếu cần
	14:00 - 16:00	SET UP TRẢI NGHIỆM NÔNG NGHIỆP - Kiểm tra đầy đủ các bao tay, ủng và nông cụ cho khách trải nghiệm - Kiểm tra xe máy cày - Xác nhận nội dung dẫn khách trải nghiệm nông nghiệp
	16:00 - 18:00	SET UP TRẢI NGHIỆM SẢN XUẤT - Kiểm tra đầy đủ đồ bảo hộ khi đi vào xưởng - Kiểm tra về điện và máy móc trong xưởng - Xác nhận nội dung dẫn khách trải nghiệm sản xuất
	18:00 - 22:00	SET UP FINGER FOODS - Setup bàn ghế Finger Food - Phân công công việc chuẩn bị Finger Foods - Checklist các dụng cụ ăn uống
31/03/2023	9:00 - 12:00	- Setup tivi để chiếu các video - Setup các media materials khác
	13:00 - 19:00	- Sound check, mic check - Tivi check - Setup khu trưng bày sản phẩm
	19:00 - 20:30	- Hoàn tất setup - Event Coordinator kiểm tra từng khu vực. - Checklist các materials cần thiết - Checklist chuẩn bị cho ngày onsite

Figure 67: Setup Timeline

8.4.9. Human Resource

a. Setup HR

Time	Role	Task	P.I.C
Sáng 01/04/2023	Event Manager	- Chịu trách nhiệm theo dõi tiến độ tổng khu - Checklist các khu vực sự kiện	Thùy
	Leader booth game	- Chịu trách nhiệm hoàn thành thi công các booth game - Phân chia task cho Runners	Đức Bình
	Leader finger foods	- Chịu trách nhiệm lên checklist các nguyên liệu - Chuẩn bị nguyên liệu	Huyền Trân
	Leader product display	- Chịu trách nhiệm trang trí quầy sản phẩm	Ánh Dương Nhi Nguyễn
	Leader quay hình	- Chịu trách nhiệm kiểm kê thiết bị ghi hình sự kiện - Phân chia khu vực chụp hình cho photographer, videographer	Đức bình
	Set Designer	- Đo đạc, thi công art wall và booth game - vẽ trang trí các materials của sự kiện	Tan Bean Chấn Hưng
	Logistic	- Kiểm kê các materials khác của sự kiện - Phân chia task cho runner	Đức Bình Quốc Phong
	Runner	- Hỗ trợ setup - Nhận task từ leader	Duy Linh Thanh

Figure 68: Setup HR

b. Onsite HR

Time	Role		P.I.C
Chiều 01/04/2023 14:00 - 18:00	Event Manager		Thủy
	Đón trả khách xe 29 chỗ		Quốc Phong
	Check-in		Ảnh Dương Nhi Nguyễn Chị Dung
	Trải nghiệm sản xuất		Mai Hạnh
	Trải nghiệm nông nghiệp		Lư Phụng Thanh Anh Long
	Booth game	Ném vòng	Kim Thanh
		Ném banh	Chấn Hưng
		Thả đậu	Tan Bean
		Bàn Quà Tặng	Nhi Nguyễn
	Finger Foods	Chuẩn bị Finger Foods	Huyền Trần Chị Hương Chị Dung
		Standby phục vụ	Chị Mơ
	Product Display		Anh Đạt Ảnh Dương
	Photographer		Phước Võ Đức Anh
	Videographer		Thành Đạt
	Technical		Đức Bình
	Runner		Quốc Phong

Figure 69: Onsite HR

8.4.10. Event onsite

a. Check-in



Figure 70: Check-in in Farm Excursion

b. Agriculture Experience



Figure 71: Agriculture Experience in Farm Excursion

c. Production Experience



Figure 72: Production Experience in Farm Excursion

d. Mini Sharing



Figure 73: Mini sharing in Farm Excursion

e. Finger Foods



Figure 74: Finger Foods in Farm Excursion

f. Booth Game



Figure 75: Booth game in Farm Excursion

g. Product Display



Figure 76: Product Display in Farm Excursion

h. Art Wall Photographing



Figure 77: Art Wall Photographing in Farm Excursion

8.4.11. Event Promotion

a. Online (Facebook)

- **Social Content Angle:** Harvest season, testimonials, experience photos



Figure 78: Picturesque view at Đạt Foods farm, Official poster on Facebook page

- **Online Activities: Minigame**

Game rule:

The game required the participant to do certain actions in order to be registered as player:

- Like and follow Đạt Food's Facebook page
- Like and watch Đạt Foods brand manifesto video and answer the following question: Which product line appears in the packaging and labeling scene in Đạt Foods Brand Manifesto Video?
- Comment down the answer + a random number from 0 to 99 + tag 2 more persons.

The prize:

The prize is divided into 2 types of winners, two with the quickest answer and 10 lucky answers to help people engage more in the mini-game:

2 people with correct and fastest answers:

- 1 Ticket to Đạt Foods Excursion worth 260.00 VND (including entrance ticket + meals).
- 2 Vouchers for 20% off tickets to Đạt Foods Farm Visit.
- 1 Jar of Peanut Butter Smooth Honey 210g.
- 1 Bottle of Yellow Sesame Oil 250ml.

10 people with the correct and lucky answers:

- 1 Bottle of Honey Smooth Peanut Butter 210g or 1 Bottle of Yellow Sesame Oil 250ml.

Result:

The mini-game attracted 250 participants, 150 organic shares, and 351 reactions which is a major success since this post has a much higher organic performance indicator than any other usual post.



Figure 79: Mini game

● **Community Group Seeding.**

To better spread the word about the event to the potential target audience, the team also implemented community seeding. Groups are categorized according to the behavior, and interest of the participants - which resulted in 5 main categories: Residents community

group, kids outing location, raising children, reviews, places to check in, and travel groups. Thus, it helps to create a content angle that specifies certain groups and makes use of the content to better hook the target audience to the event. The content that is used to seed is divided into 2 angles: An ideal place for a family outing with kids and a farm with a picturesque view for a photoshoot.

No.	Loại	Seeding material	Tên	Link	In charge	Seed	Approve	Link seeding post	Comment	Isbn
1			Công đồng cư dân Vietnam CP	https://www.facebook.com/groups/cudm/h	Bình	✓	Pending			
2			Công đồng cư dân Vạn Phúc City	https://www.facebook.com/groups/cudm.vanphuc/h	Bình	✓	Pending			
3			CÔNG ĐỒNG CƯ DÂN HOMELAND & LA ASTORIA	https://www.facebook.com/groups/cudm.homeland.astoria/h	Bình	✓	Pending			
4			Chợ cư dân Eassey - Flora K&Y - Houses - Sky9 - Thủ Thiêm Garden - Saffra	https://www.facebook.com/groups/44867443997560	Bình	✓	Approved	https://www.facebook.com/groups/44867443997560		
5			CÔNG ĐỒNG CƯ DÂN GRAY RIVERSIDE THỦ ĐỨC	https://www.facebook.com/groups/4331433144013	Bình	✓	Approved	https://www.facebook.com/groups/4331433144013		
6			CÔNG ĐỒNG CƯ DÂN MATEPI HẠNG GIỚI	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
7			Công đồng cư dân Eco Green Sài Gòn - Group Cư Dân Chính Thức	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
8			GROUP TỰ DO BÀNG HẠNG - CƯ DÂN SÀI GÒN CHÍNH THỨC	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
9			Công đồng cư dân Bomi Saka (Group Chính Thức)	https://www.facebook.com/groups/41191194401344	Bình	✓	Approved	https://www.facebook.com/groups/41191194401344		
10			Cư dân Saka - Thủ Thiêm	https://www.facebook.com/groups/41191194401344	Bình	✓	Approved	https://www.facebook.com/groups/41191194401344		
11			CÔNG ĐỒNG CƯ DÂN VILHOMES GRAND PARK	https://www.facebook.com/groups/1881433144013	Bình	✓	Approved	https://www.facebook.com/groups/1881433144013		
12			Chợ cư dân Naman Thủ Đức	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
13			Chợ công đồng cư dân Naman An Phú - Thủ Đức - Germany	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
14			Công đồng cư dân Phú Mỹ Hưng - Quận 7 - TP HCM	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
15			CHỢ TRÈ RA NGOÀI CHƠI-SÀI GÒN	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
16			Chợ trẻ ra ngoài chơi	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
17			Cuối tuần đến con Bít Bút Chơi (Nhóm SĐ)	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
18			Hết cho con đi ngoại cuối tuần	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
19			CHỢ TRÈ RA NGOÀI CHƠI-SÀI GÒN	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
20			BƠ CHƠI CÙNG CON CUỐI TUẦN	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
21			Vũ Vũ Công Con	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
22			ĐÀNG HẠNG CÙNG CON CUỐI TUẦN	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
23			ĐÀNG HẠNG CÙNG CON CUỐI TUẦN	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
24			Sài Gòn Bít Bút Và An Gi	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
25			Bít Bút Và An Gi	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
26			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
27			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
28			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
29			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
30			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
31			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
32			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
33			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
34			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
35			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
36			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
37			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
38			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
39			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
40			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
41			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
42			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
43			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
44			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
45			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		
46			Chợ Trẻ Ra Ngoài Chơi-Sài Gòn	https://www.facebook.com/groups/1031445115028	Bình	✓	Approved	https://www.facebook.com/groups/1031445115028		

Figure 80: Community Group for Seeding List

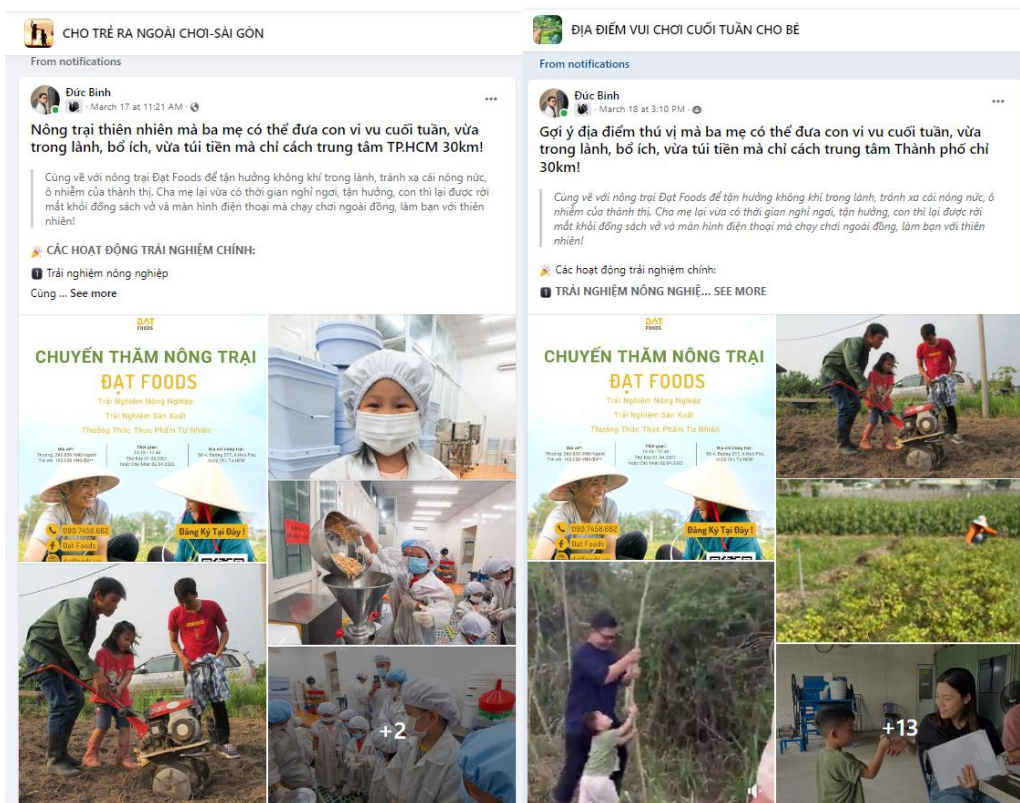


Figure 81: Family outing seeding angle in “Cho trẻ ra ngoài chơi Sài Gòn” and “Địa điểm vui chơi cuối tuần cho bé” community group

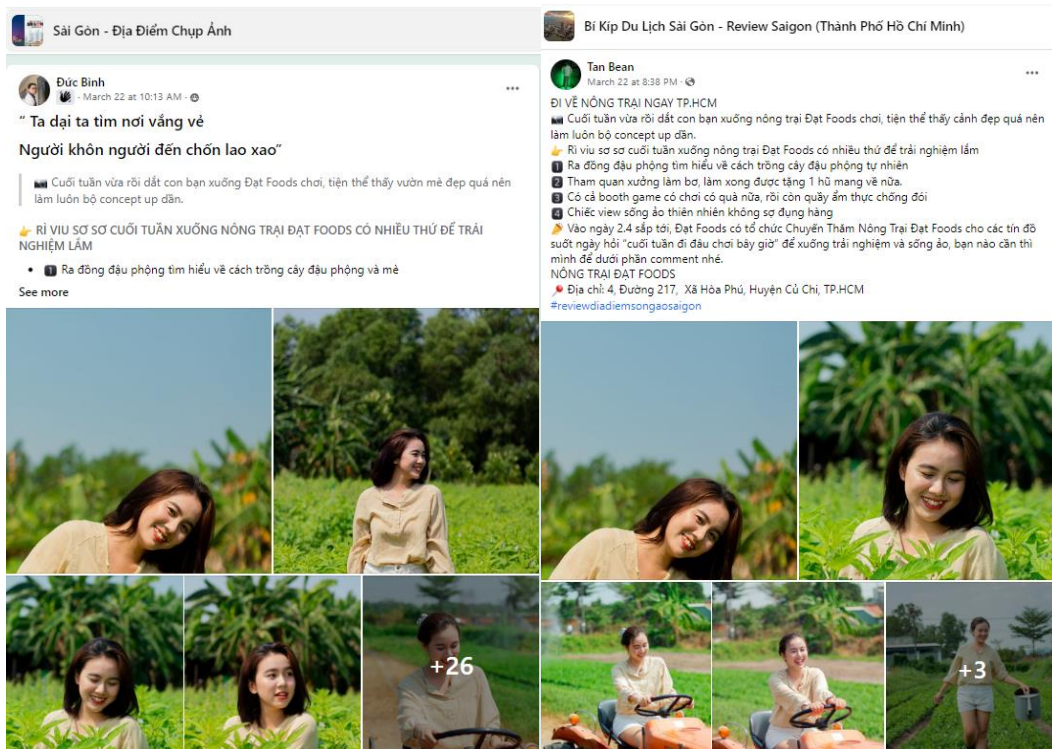


Figure 82: A place with picturesque view angle in “Sài Gòn - Địa điểm chụp ảnh” and “Bí kíp du lịch Sài Gòn - Review Saigon (Thành phố Hồ Chí Minh)” community group

Result:

- 122 Engagement
- 123 reaction
- 33 comments
- 6 shares
- 25 interested messages about the event

Media Partnership

A Little Bit
Sức khỏe

Bạn đi tháng 4 này mình có hẹn với NÔNG TRẠI XANH DAT FOODS.

Dat Foods tổ chức Chuyến đi thăm nông trại xanh Dat Foods. Đây sẽ là cơ hội để bạn có một ngày tách mình khỏi cuộc sống bận rộn của thành phố thường nhật, về với đồng quê để có cho mình những phút giây thư giãn trọn vẹn bên người thân và gia đình.

Các hoạt động trải nghiệm chính:

- Trải nghiệm nông nghiệp...

Seed Planter
March 22 at 10:05 PM

[HỖ TRỢ TRUYỀN THÔNG]

ĐI TRỐN KHỎI SÀI THÀNH - TÌM VỀ NÔNG TRẠI XANH DAT FOODS

Seed Planter rất vui khi được hỗ trợ bởi Dat Foods để giới thiệu chuyến "du lịch về vườn" và cùng ý nghĩa này đến cho mọi người. Nếu mọi người không bận bịu gì vào cuối tuần thì cùng đăng ký tham gia đi "Chuyến Thăm Nông Trại Xanh Dat Foods" ngay nhé! ... See more

HAPPY OHA
4d

CÙNG HAPPY OHA MỘT NGÀY BỎ PHỐ VỀ VƯỜN LÀM "NÔNG DÂN CHÍNH HIỆU" TRẢI NGHIỆM SẢN XUẤT BƠ HẠT TỰ NHIÊN.

Happi Oha rất vui khi đồng hành cùng Nông trại xanh Dat Foods tổ chức chuyến đi "Du lịch về vườn" để có thể giới thiệu đến mọi người một nơi giải tỏa mệt mỏi sau một tuần học tập, làm việc mệt mỏi.

Đây nông trại đầu phòng và chuyên sản xuất các loại bơ đậu theo tiêu chuẩn không thuốc trừ sâu, thuốc diệt cỏ trong quá trình canh tác, các sản phẩm tại nông trại xanh dư... See more

DAT FOODS

CHUYẾN THĂM NÔNG TRẠI DAT FOODS

Trải Nghiệm Nông Nghiệp
Trải Nghiệm Sản Xuất

Thưởng Thức Thực Phẩm Tự Nhiên

Giá vé:
Thường: 260.000 VND/Người
Trẻ em: 160.000 VND/Bé**

Thời gian:
14:15 - 17:45
Thứ Bảy 01.04.2023
Chủ Nhật 02.04.2023

Địa chỉ nông trại:
Số 4, Đường 217, X. Hòa Phú,
H. Củ Chi, TP. HCM

090.7458.682
Dat Foods
datfoods.vn

Đăng Ký Tại Đây!

DAT FOODS

CHUYẾN THĂM NÔNG TRẠI DAT FOODS

Trải Nghiệm Nông Nghiệp
Trải Nghiệm Sản Xuất

Thưởng Thức Thực Phẩm Tự Nhiên

Giá vé:
Thường: 260.000 VND/Người
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Thời gian:
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H. Củ Chi, TP. HCM

090.7458.682
Dat Foods
datfoods.vn

Đăng Ký Tại Đây!

HAPPY OHA

CÙNG HAPPY OHA MỘT NGÀY BỎ PHỐ VỀ VƯỜN LÀM "NÔNG DÂN CHÍNH HIỆU" TRẢI NGHIỆM SẢN XUẤT BƠ HẠT TỰ NHIÊN.

Happi Oha rất vui khi đồng hành cùng Nông trại xanh Dat Foods tổ chức chuyến đi "Du lịch về vườn" để có thể giới thiệu đến mọi người một nơi giải tỏa mệt mỏi sau một tuần học tập, làm việc mệt mỏi.

Đây nông trại đầu phòng và chuyên sản xuất các loại bơ đậu theo tiêu chuẩn không thuốc trừ sâu, thuốc diệt cỏ trong quá trình canh tác, các sản phẩm tại nông trại xanh dư... See more

Figure 83: Media partnership from A Little Bit, Seed Planter and Happi Oha

CỬA HÀNG HỖ TRỢ TRUYỀN THÔNG			
STT	Tên	Document	Link bài HTTP
1	A Little Bit	Form Bài Hỗ Trợ Truyền Thông	https://www.facebook.com/photo/?fbid=540583524902881&set=a.505500781744489
2	One4One	Form Bài Hỗ Trợ Truyền Thông	
3	Bloom Wellness	Form Bài Hỗ Trợ Truyền Thông	
4	Tram Xanh	Form Bài Hỗ Trợ Truyền Thông	
5	Proci	Form Bài Hỗ Trợ Truyền Thông	
6	Seed Planter	Form Bài Hỗ Trợ Truyền Thông	https://www.facebook.com/photo/?fbid=736899941555149&set=a.701581891753621
7	Hạt Điều Bà Tư Bình Phước	Form Bài Hỗ Trợ Truyền Thông	
8	Organicfood.vn - Organic Convenience Store	Form Bài Hỗ Trợ Truyền Thông	
9	Happi Oha	Form Bài Hỗ Trợ Truyền Thông	https://www.facebook.com/happioha/posts/pfbid02sf6HJVA43zure6sYDivPEKvC3uZYaA6qPuX1B2KCW5ByxsrtCtNBjcQnoeTPQJbJI

Figure 84: Checklist of Media Partnership

Result:

- 1.179 reach
- 107 engagements

b. Offline

● **Distribution Store:**

With the assistance of the local intermediaries' distribution stores networks, The Farm Excursion will be featured on the brochure to easily spread to a variety of consumers and customers. The distributor will receive a 20.000 VND commission fee on every The Farm Excursion ticket they sold.

CỬA HÀNG HỖ TRỢ PHÂN PHÁT POSTER			
STT	Tên	Số lượng	Status
1	Cửa hàng thực phẩm Z's store	35	Đã Gửi
2	A Little Bit	60	Đã Gửi
3	ProCI	20	Đã Gửi
4	Dưỡng Sinh Tự Nhiên Liên Thủy	50	Đã Gửi
5	One4One	60	Đã Gửi
6	Organicfood Quận 2	25	Đã Gửi
7	Organicfood Quận 1	25	Đã Gửi
8	Organicfood Quận Phú Nhuận	25	Đã Gửi
9	Organicfood Quận 7	25	Đã Gửi
10	Organicfood Quận Tân Bình	20	Đã Gửi
11	Noda	25	Đã Gửi

Figure 85: List of agreed partners to spread event poster

● **Fairs and Product Exhibitions:**

Event posters were also distributed at Đạt Foods' booth at Kermesse de la Francophonie 2023 and Thao Dien Square.



Figure 86: Dạt Food's booth at Kermesse de la Francophonie 2023

8.4.12. List of Vistors

No.	Name	Gender	Birth Year
Sat, April 1st 2023			
1	Nga Phạm	Nữ	1993
2	Hải Yến	Nữ	1992
3	Phương Anh	Nữ	1993
4	Tuyết Trinh	Nữ	1994
5	Bảo Minh	Nam	2016
6	Hồng Quang	Nam	2017
7	Hoàng Nhật Vi	Nữ	2017
8	Hoàng Hạ Vi	Nữ	2019
9	Thế Vĩ	Nam	2018
10	Thế Sơn	Nam	2020
11	Nguyễn Thị Thùy Trâm	Nữ	1982
12	Tạ Thùy Anh	Nữ	2010
13	Tạ Quỳnh Anh	Nữ	2014
14	Tổng Thị Thùy Ngân	Nữ	1985
15	Lê Giang Sơn	Nam	1983
16	Lê Bảo Nhi	Nữ	2014
17	Nguyễn Thành Tâm	Nam	28/05/1985
18	Nguyễn Lệ Kỳ An	Nữ	04/05/2015
19	Nguyễn Thành Kỳ Anh	Nam	15/11/2017

20	Nguyễn Tuấn Anh	Nam	1963
21	Huỳnh Mai Hương	Nữ	1961
22	Nguyễn Mai Anh	Nữ	1992
23	Bùi Nguyễn Anh Thư	Nữ	2020
24	Dương	Nam	1990
25	Yến	Nữ	2010
26	Quỳnh Mai	Nữ	2012
27	Vũ Đức Trí Thề	Nam	1994
28	Lộc Quỳnh Như	Nữ	1994
29	Trần Quốc Bảo Toàn	Nam	1993
30	Nguyễn Thị Diệu Linh	Nữ	1999
31	Hải Lê	Nam	1990
32	Nguyễn Thế Trung	Nam	1989
33	Trịnh Thanh Hà	Nữ	1989
34	Lê Trọng Nam	Nam	1988
35	Quỳnh Thư	Nữ	1998
36	Anh Thư	Nữ	1998
37	Phương Linh	Nữ	1998
38	Đức	Nam	2015
39	Hạnh	Nữ	2012
Sun, April 2nd 2023			
1	Lý Bửu Ngọc	Nữ	1998
2	Nguyễn Thị Tuyết Nhung	Nữ	1970
3	Nguyễn Thanh Dũng	Nam	1990
4	Nguyễn Yến Nhi	Nữ	1996
5	Trần Quốc Hải	Nam	1986
6	Lê Thụy Ngọc Anh	Nữ	1990
7	Trần Anh Minh	Nam	2014
8	Trần Tuấn Anh	Nam	1988
9	Hoàng Ngọc Phương Thanh	Nữ	1995
10	Huỳnh Phạm Minh Siêng	Nam	1992
11	Nguyễn Thị Út Sáu	Nữ	1984

12	Nguyễn Thị Thu Phương	Nữ	2004
13	Phan Thị Ánh Kim	Nữ	2011
14	Lê Thanh Phong	Nam	1993
15	Lê Thị Thu Hương	Nữ	2012
16	Nguyễn Cao Thanh Trúc	Nữ	2010
17	Lê Ngọc Bảo Trân	Nữ	2004
18	Trịnh Minh Thân	Nam	1995
19	Nguyễn Thị Hoa	Nữ	1996
20	Hoàng Quốc Kỳ Anh	Nam	1994
21	Huỳnh Nhật Tân	Nam	1994
22	Lê Thị Hoài Trang	Nữ	1994
23	Nguyễn Khánh Du	Nữ	1994
24	Phạm Thị Ngọc Ngân	Nữ	1994
25	Nguyễn Công Thanh Hải	Nam	1994
26	Trần Tất Thắng	Nam	1961
27	Đinh Phạm Thiện Thanh	Nam	1993
28	Trần Bảo Việt	Nam	1991
29	Nguyễn Phước Duy	Nam	2015
30	Nguyễn Anh Duy	Nam	1980

Figure 87: List of Attendees on 2 days of event

8.4.13. Event Cost Report

a. Revenue

No.	Item	Price	Quantity	Cost
1	Adult Ticket	260.000	47	12.220.000
2	Kid Ticket	160.000	14	2.240.000
			TOTAL	14.460.000

Figure 88: Revenue in Farm Excursion

b. Event Cost Report

No.	Item	Unit	Price	Quantity	Cost (VND)
EVENT					
1	Decoration and other materials	Package	1.840.000	1	1.840.000
2	Product Display Counter	Package	250.000	1	250.000
3	Gift Counter	Day	1.668.000	1	1.668.000
4	Side Activity	Package	970.000	1	970.000
7	Finger Foods	Day	900.000	2	1.800.000
8	Main Activity: Production Experience	Day	1.000.000	1	1.000.000
9	Logistics	Package	5.100.000	1	5.100.000
				TOTAL	12.592.800
				CONTINGENCY (5%)	629.640
				GRAND TOTAL	13.222.440

No.	Item	Unit	Quantity	Price	Total
1	Decoration & Materials	Package	1	3.877.000	3.877.000
2	Production Experience	Package	1	740.000	740.000
3	Agriculture Experience	Package	1	199.000	199.000
4	Booth Game	Package	1	400.000	400.000
5	Gift and Voucher	Package	1	1.668.000	1.668.000
6	Product Display	Package	1	410.000	410.000
7	Finger Foods	Package	1	834.600	834.600
8	Logistics	Package	1	3.600.000	3.600.000
				Total	11.728.600

***The above cost does not include 10% VAT**

Figure 89: Event Cost Report

8.4.14. Implementation Plan

Time		W0	W1	W2	W3	W4	W5	W6	W7	W8
		06/02 - 12/02	13/02 - 19/02	20/02 - 26/02	27/02 - 05/03	06/03 - 12/03	13/03 - 19/03	20/03 - 26/03	27/03 - 02/04	03/04 - 09/04
Planning	- Setup master plan									
	- Scout venue									
	- Confirm concept and design									
	- Prepare a estimated cost									
	- Make a checklist event									
	- Contact personnel									
	- Contact potential partners for Media Partnerships									
Pre-Event	- Complete Master Plan									
	- Prepare materials in event									
	- Event Promotion: Offline Activities in store buying Dgt Foods products									
	- Contact confirmation from Vistors									
Event	- Setup event									
	- Rehearsal									
Post Event	- On-site									
	- Clean up									
	- Evaluation									
Post Event	- Media After the event									
	- Writing a report									

Figure 90: Farm Excursions Implementation Plan

8.4.15. Risk Management Plan

RISK		PROBABILITY	SOLUTION/PREVENTION
Weather	Baking sun	High	- Check the weather forecast

			- Prepare hats, coats
	Rain	Medium	<ul style="list-style-type: none"> - Check the weather forecast - Prepare a raincoat when going to the field - Moved the finger foods area to the game booth area - The game booth area is temporarily put close to the wall - Clearing gifts
Health	Accident during the tour	Low	<ul style="list-style-type: none"> - Prepare medical kit - Assign a person who is in charge of taking the victim to the hospital
	Car sick	High	<ul style="list-style-type: none"> - Prepare antiemetic - Prepare small plastic bag
	Sunstroke	High	<ul style="list-style-type: none"> - Prepare hats for guests - Let guests sit in a cool, shaded area
	Food poisoning	Low	<ul style="list-style-type: none"> - Carefully check the quality of the food in advance - Assign a person and car to leave in an open space for urgent transportation
Human Resources	Shortage of personnel / unscheduled leave	High	<ul style="list-style-type: none"> - Checklist before the number of personnel - Prepare personnel ready for replacement
Machine	Damaged equipment	Medium	Check up machines
	Power outage at the factory	Low	Power generator
	Electric short, fire and	Low	Prepare evacuation plans in advance, fire equipment.

	explosion		
Customer	Gather late	High	Follow up with customers before boarding time
Traffic	Traffic accident	Medium	Make careful recommendations for the driver
	Traffic jam	High	Estimated traffic jam time

Figure 91: Farm Excursion Risk Management

8.5. ADS PLANNING

8.5.1. Ads Planning

Facebook Ads are implied to key assets in the campaign including Social Posts, Event posts, Minigame posts, Reels, and Brand Manifesto videos. Facebook ads mainly focus on increasing awareness to effectively distribute our posts to the target audience segment.

A/B Test is used to test which age range in the target audience would be interested and generate the most, to be later utilized by future posts.

ADS PLANNING									
STT	Bài Post	Link	Objectives	Budget Set	Budget	Days	Timeline	Total	Estimated reach
1	Event	https://www.facebook.com/...	Increase Awareness	Daily Budget	100.000	3	24/3 - 27/3	300.000	38.300
			Increase Awareness - A/B Test	Daily Budget	200.000	1	3/3 - 4/3	200.000	5000
		Optimized Post from A/B test	Increase Awareness - A/B Test	Daily Budget	300.000	1	24/3	300.000	24000
			Increase Awareness	Daily Budget	200.000	4	23/3 - 28/3	800.000	96000
2	Social Posts		Increase Awareness	Daily Budget	200.000	3	25/3 - 28/3	600.000	8000
3	Video	https://www.facebook.com/...	Increase Awareness	Daily Budget	300.000	1	7/4 - 9/4	300.000	15.000
4	Reel		Increase Awareness	Daily Budget	200.000	1	6/4 - 7/4	200.000	20.000
5	Minigames	https://www.facebook.com/...	Increase Engagement	Daily Budget	100.000	3	18/3 - 20/3	300.000	5.700
TOTAL								3.000.000	212.000
A/B Test (Awareness)									
	Bài post	Link	Objectives	Budget Set	Budget	Days	Optimized Post		
	1	https://www.facebook.com/...	Nhận thức	Daily Budget	200.000	1	Optimized Post from A/B test		
	2	https://www.facebook.com/...							
	3	https://www.facebook.com/...							
	Bài post	Link	Objectives	Budget Set	Budget	Days	Optimized Post		
	1	https://www.facebook.com/...	Nhận thức	Daily Budget	200.000	1	Optimized Post from A/B test		
	2	https://www.facebook.com/...							
	3	https://www.facebook.com/...							

Figure 92: Facebook Ads Plan

8.5.2. Ads Planning Schedule

Schedule																											
WEEK 9 13 thg 3 2023							WEEK 10 20 thg 3 2023							WEEK 11 27 thg 3 2023							WEEK 12 3 thg 4 2023						
13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
Event																											
A/B Test (Nhận thức)																											
A/B Test (Nhận thức)																											
Social Posts (Nhận thức)																											
Social Posts (Tuong tác)																											
Video (Nhận thức)																											
Reel																											
Minigames																											

A/B Test
 Ads Run
 Done

Figure 93: Facebook Ads Planning Schedule

8.5.3. Ads Planning Result

Overall, all of the ads-running posts meet the estimated KPIs. The ad running expenses do not exceed 3 million as originally set out in the ads plan.

STT	Post	Objectives	Estimated Reach	Reach	Actual Cost
1	Event	Awareness	38.300	39.592	410.230
2	Social Posts	Awareness	133.000	161.620	1.650.925
3	Video	Awareness	15.000	14.131	432.866
4	Reel	Awareness	20.000	25.080	208.245
5	Minigames	Engagement	5.700	6.708	224.950
TOTAL			212.000	247.131	2.927.216

Figure 94: Facebook Ads Planning Result

9. FINANCE REPORT

No.	Item	Unit	Quantity	Price	Total
Social Media					
1	Materials	Package	1	157.000	157.000
2	Facebook Ads	Package	1	3.520.000	3.520.000
3	Designer	Package	1	500.000	500.000
Photo Album					
1	Chi Phi Props	Package	1	312.000	312.000
2	Logistics	Package	1	161.000	161.000
3	Catering	Package	1	217.000	217.000
Video Production					
1	Storyboard Artist	Package	1	2.000.000	2.000.000
2	Camera and lighting equipment	Package	1	10.650.000	10.650.000
3	Location	Package	1	3.100.000	3.100.000
4	Props	Package	1	814.400	814.400
5	Talent	Package	1	2.200.000	2.200.000
6	Logistics	Package	1	831.000	831.000
7	Catering	Package	1	1.514.760	1.514.760
8	Post-Production	Package	1	310.000	310.000
Event					
1	Decoration & Materials	Package	1	3.877.000	3.877.000
2	Production Experience	Package	1	740.000	740.000
3	Agriculture Experience	Package	1	199.000	199.000
4	Booth Game	Package	1	400.000	400.000
5	Gift and Voucher	Package	1	1.668.000	1.668.000
6	Product Display	Package	1	410.000	410.000
7	Finger Foods	Package	1	834.600	834.600
8	Logistics	Package	1	3.600.000	3.600.000
TOTAL					38.015.760
ESTIMATED COST					73.080.000
REVENUE IN EVENT					14.460.000

*The above cost does not include 10% VAT

Figure 95: Finance Report

10. EVALUATION

10.1. KPIS ACHIEVEMENTS

KPIs set			Achievement	% Achievement	Evaluation Tools
Awareness	Reach	220.000	289.423	131,55%	Meta Business Suite
	Engagement	3,200	3.363	105%	
Emotion	Positive response in the campaign posts	80%	100%	125%	Meta Business Suite
	Positive response in the event	80%	93.6%	117.6%	Event Feedback Form
Action	Event registrations	120	120	100%	Google Form Report, Meta Business Inbox
	Event participants	60	67	111%	Event Report

Figure 96: Evaluation chart

10.2. SOCIAL MEDIA

10.2.1. Overall Social Statistics

Statistic data is extracted from Đạt Foods Meta Business Suite from 09/02/2023 - 15/04/2023 since the first post of the campaign was uploaded. Đạt Foods During this period, Đạt Foods's Facebook Fanpage uploaded 39 social posts, 2 video clips, and 4 short reels. The posts are consistent with the brand orientation and concept required stated in the planning stage. The same previous period (5/12/2022 - 8/2/2023/) would be selected as a benchmark to compare the effectiveness of the campaign's social media.

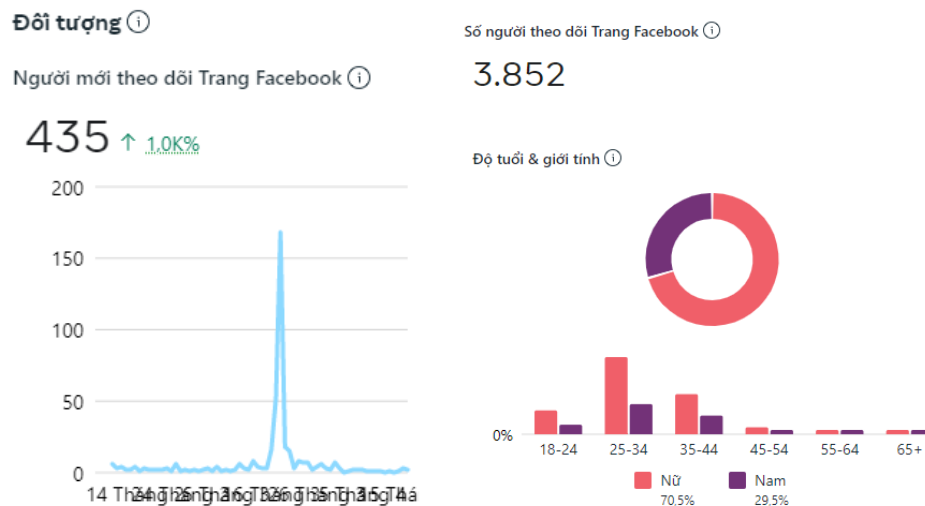


Figure 97: Social Statistics from Meta Business Suite (2023)

In terms of Fanpage performance, overall, Đạt Foods page's followers have increased by 1000%. Moreover, the majority of the audience still remains as the initial audience of the campaign target - females from 24 to 35 years old.

Những cách hỗ trợ bạn phát triển doanh nghiệp



Figure 98: Social Statistics from Meta Business Suite (2023)

About content improvements, post upload frequency increased by 650% and reel upload frequency increased by 100%. The interaction rate was improved by 122.7% with an average interaction per post of 49. The average number of interactions for reels was 3.

10.2.2. Social Media Posts Breakdown

Post	Link	Format	Paid Reach	Reach	Engagement	View
1	Link 1	Carousel		2.088	119	
2	Link 2	Carousel		1.211	77	
3	Link 3	Single Image		1.648	77	
4	Link 4	Single Image		507	50	
5	Link 5	Single Image	35	407	20	
6	Link 6	Single Image		286	15	
7	Link 7	Single Image		693	33	
8	Link 8	Carousel	43.716	44.345	55	
9	Link 9	Single Image		717	60	
10	Link 10	Single Image		357	27	
11	Link 11	Carousel	109.958	110.516	43	
12	Link 12	Single Image		439	30	
13	Link 13	Carousel	188	1.260	81	
14	Link 14	Single Image		619	57	
15	Link 15	Single Image		540	41	
16	Link 16	Single Image		577	38	
17	Link 17	Single Image		423	27	
18	Link 18	Carousel	5.381	6.716	94	
19	Link 19	Single Image	38.396	41.676	197	
20	Link 20	Single Image		1.161	96	
21	Link 21	Video	14.131	19.316	660	7.379
22	Link 22	Carousel		832	53	
23	Link 23	Minigame	6.708	8.463	351	
24	Link 24	Carousel		1.098	78	
25	Link 25	Carousel		485	38	
26	Link 26	Single Image		478	38	

27	Link 27	Single Image		527	36	
28	Link 28	Carousel		1.910	126	
29	Link 29	Carousel	3.538	6.141	48	
30	Link 30	Reel		1.013	45	1.262
31	Link 31	Single Image		533	49	
32	Link 32	Reel		607	30	699
33	Link 33	Single Image		631	44	
34	Link 34	Carousel		512	25	
35	Link 35	Single Image		369	18	
36	Link 36	Single Image		407	27	
37	Link 37	Carousel		1.005	79	
38	Link 38	Carousel		915	70	
39	Link 39	Reel		884	51	960
40	Link 40	Single Image		328	32	
41	Link 41	Reel	25.080	25.080	34	21.946
42	Link 42	Carousel		285	22	
43	Link 43	Video		357	53	161
44	Link 44	Single Image		825	102	
45	Link 45	Carousel		236	17	
TOTAL			247.131	289.423	3.363	32.407

Figure 99: Social Posts Media Report

10.3. BRAND MANIFESTO VIDEO

10.3.1. Video Performance

The brand manifesto video receives a total of 19.323 reaches, 7.389 views, and 662 interactions (504 reactions, 74 comments, 84 shares). In terms of retention rate, the video has 6.495 3 seconds-views and 3.619 15 seconds-views.



Figure 100: Meta Business's Brand Manifesto Video Report

10.3.2. Audiences Reaction

The audiences show an appreciation of the brand value expressed through the brand manifesto video. Besides, they also show a positive attitude towards product quality. This indicates that Đạt Foods has successfully conveyed to the audience the values: benefits to farmers and quality products for consumers.



Figure 101: Screenshot of audiences' comments on Brand Manifesto Post on Meta Business Suite

10.4. EVENT

10.4.1. Registration

- **Audiences attention**

The farm excursion social seeding tactics catch good attention of the audience on social media as they commented and messaged the fan page to require more information about the trip.



Figure 102: Audiences are interested and asking for detail of the event in the seeding post in “CHO TRẺ RA NGOÀI CHƠI - SÀI GÒN” community group.

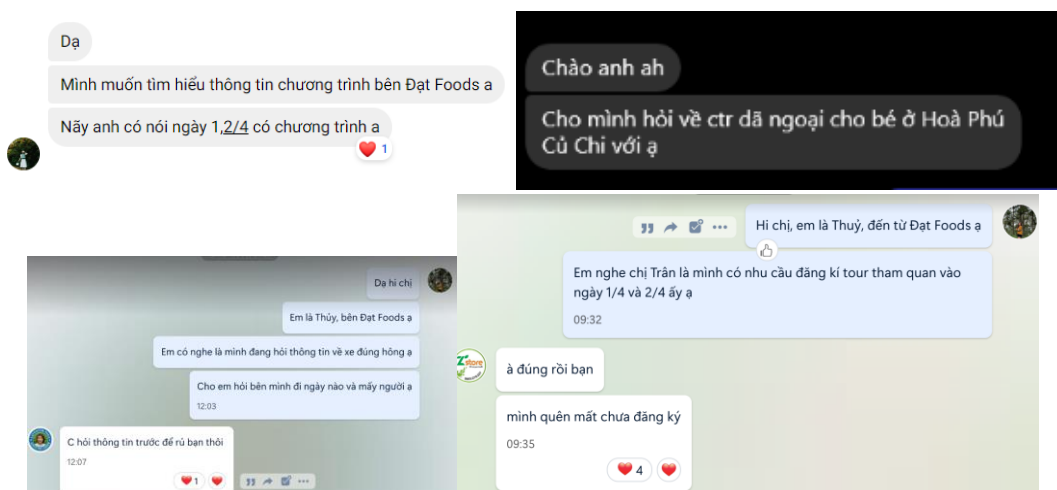


Figure 103: Audience messages asking about the event information and booking

- **Event Registration**

A total of 120 registrations were recorded, through 3 main channels: Facebook Fanpage Message, Registration through Đạt Foods's Partners, and Google Form.

10.4.2. Participants

The total of participants attending the farm excursion was 67 persons, exceeding the event KPIs by 111.6%. In terms of age, based on the registration document, the 24-35 age group accounts for 87.1%, which is the main target of the campaign.

Moreover, most of the participants know about the event through the distributor's introduction. Besides, 2 other media channels that led them to the event are Facebook Fanpage and Word of mouth. It could be seen that the tactics to promote the event are effective and bring a certain number of visitors

Anh/chị bao nhiêu tuổi
31 câu trả lời

Sao chép

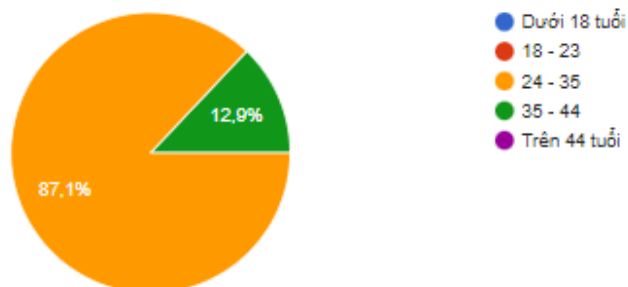


Figure 104: Participant information (Event Feedback Form, 2023)

Anh/chị có dắt theo bé tham gia tour?
31 câu trả lời

Sao chép

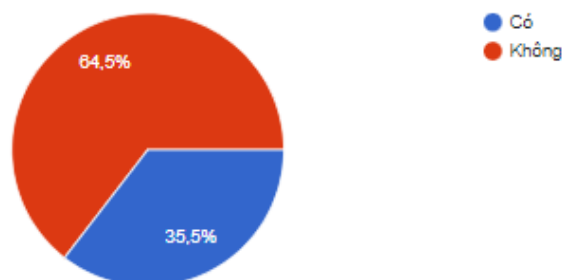


Figure 105: Participant information (Event Feedback Form, 2023)

Anh/chị biết đến Farm Tour qua
31 câu trả lời

Sao chép

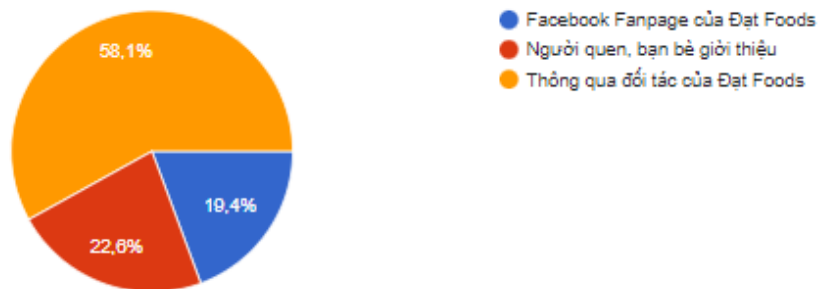


Figure 106: Participant information (Event Feedback Form, 2023)

10.4.3. Event Feedback

The number of feedback forms received was 31. Since the participants mostly attended in groups, only the representative of each group of visitors will participate to fill in the feedback.

Additionally, 93.6% of the participants rated positively on their overall experiment. Based on a 5-point scale, 74.2% of participants rated 5 points, and 19.4% rated 4 points.

Bạn vui lòng đánh giá **trải nghiệm chung** của chuyến đi này
31 câu trả lời

Sao chép

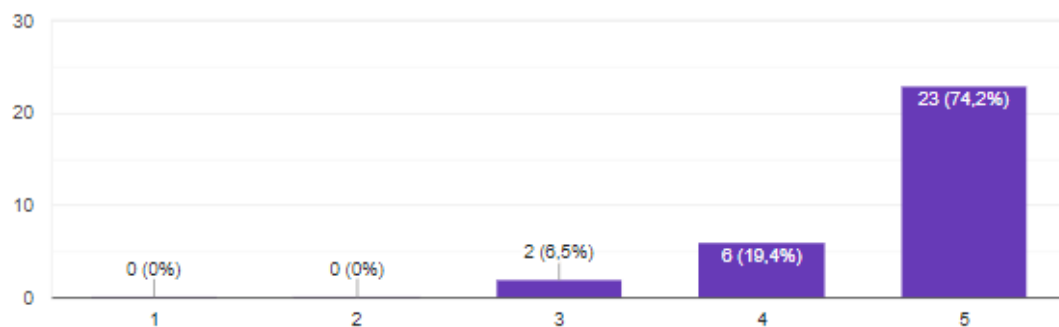


Figure 107 : Participant's overall experiment on Farm Excursion (Event Feedback Form, 2023)

Event activities is also divided into 3 separate sections so participants can give feedback based on their personal experience with each activity. In general, all activities are rated positively by 27/28 out of 31 feedbacks. This shows that participants have had a certain engagement and attraction with the activities designed for the event.

Mức độ hài lòng của bạn về từng hoạt động trải nghiệm

Sao chép

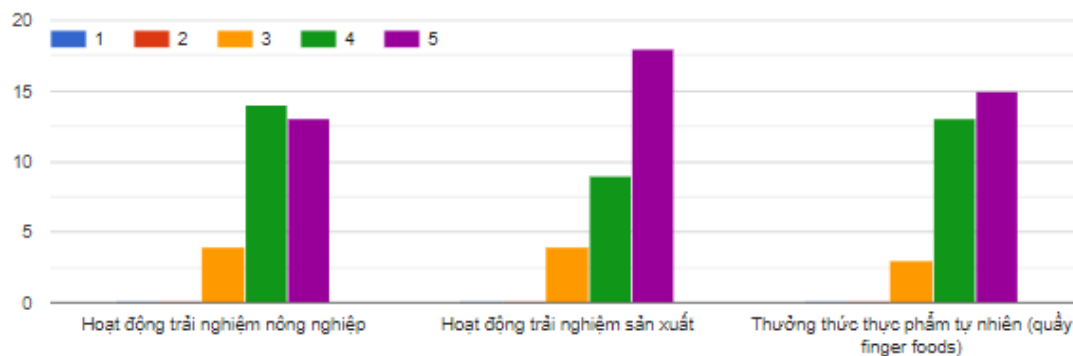


Figure 108: Participant's experiment of each activity on Farm Excursion (Event Feedback Form, 2023)

After the excursion, 96.8% of the participants feel that they believe in the quality and origin of Đạt Foods' products, which, 58.1% of respondents expressed their complete trust. Besides, they also think that food brands should nowadays organize more excursions like this to build trust for their customers. Reflecting on the event objective, after the event, Đạt Foods successfully gained the customer's trust in the brand as well as its product and process.

Sau buổi tham quan và trải nghiệm, bạn có cảm thấy tin tưởng độ minh bạch về nguồn gốc sản phẩm từ Đạt Foods không?

Sao chép

31 câu trả lời

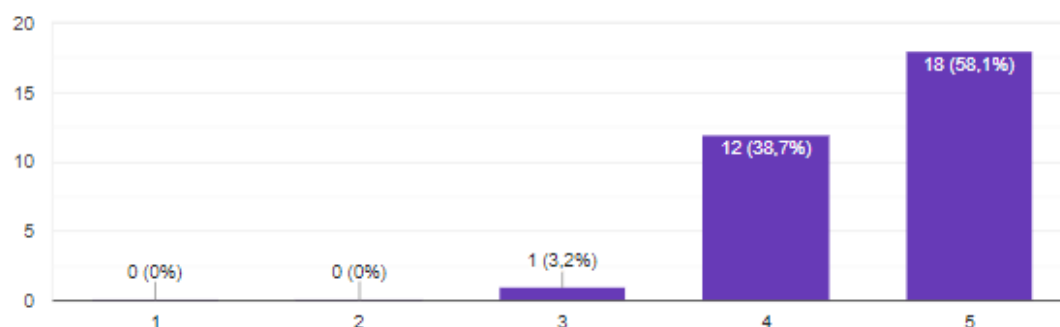


Figure 109: Participant's feedback on the brand origin after Farm Excursion (Event Feedback Form, 2023)

Anh/chị nghĩ các doanh nghiệp thực phẩm nên tổ chức những chuyến trải nghiệm trực tiếp quy trình sản xuất của mình, tạo niềm tin cho người tiêu dùng không?

Sao chép

31 câu trả lời

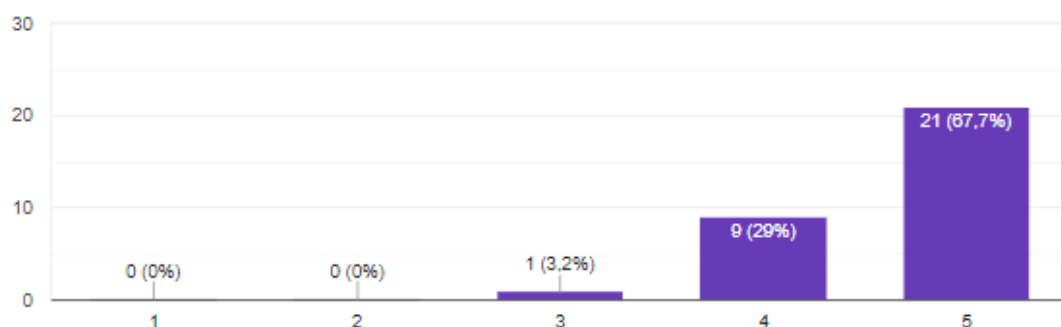


Figure 110: Participant's feedback on the brand origin after Farm Excursion (Event Feedback Form, 2023)

Regarding the brand values, “product quality”, “origin”, “environmentally friendly processes” and “benefits for farmers” has been positively evaluated by visitors with over 95% respondents agree/totally agree with each value. Through the activities arranged in the event, participants could directly experience and believe in the values that the brand is bringing to the community.

Anh/chị thấy Đạt Foods là thương hiệu

Sao chép

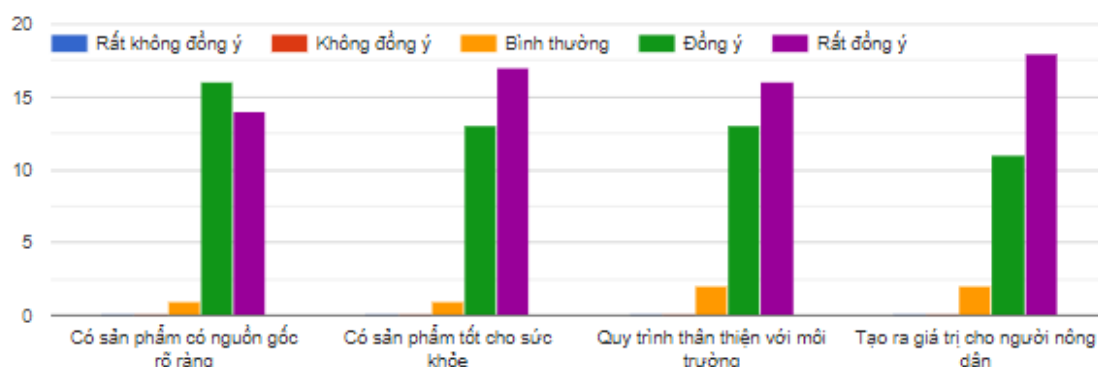


Figure 111: Participant's feedback on the brand value after Farm Excursion (Event Feedback Form, 2023)

The participants were asked if they would choose nuts products from the future, and 96.8% of the respondent totally agree and agree with the statement. The event clearly influences their future purchase decisions of Đạt Foods products.

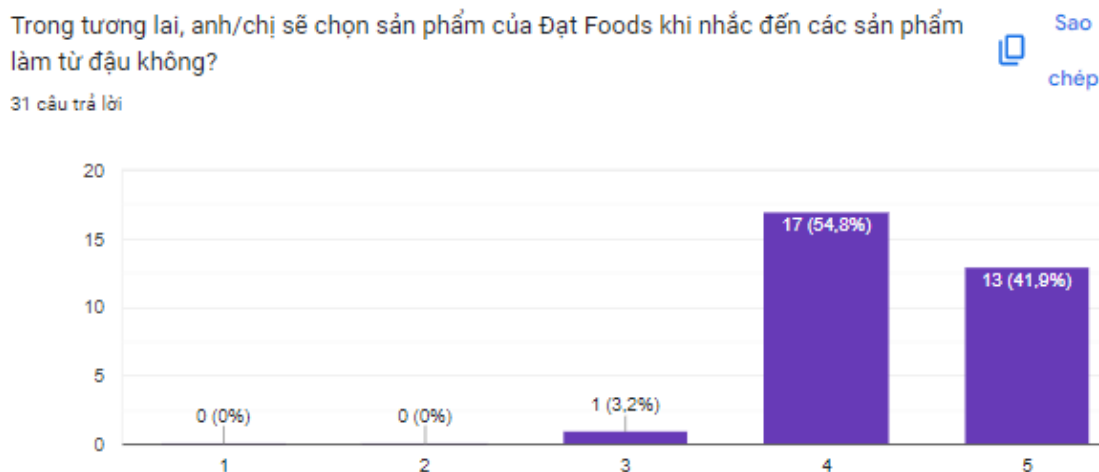


Figure 112: Participant's feedback on future intention after Farm Excursion (Event Feedback Form, 2023)

12. FUTURE PLAN

12.1. UPCOMING CAMPAIGNS

11.1.1. “Tích Điểm Xanh - Nhận Quà Xanh” - Glass Bottle/Jar Retrieving Campaign

Following the successful branding campaign, the management at Đạt Foods has recognized the competence and potential of the entire team. As a result, they have decided to entrust TBP Team with the responsibility of carrying out their upcoming campaign. A suitable allowance has been allocated to TBP for the successful execution of this project.

On April 15th, 2023, Đạt Foods is going to launch a campaign for their customer to submit used Đạt Foods glass bottles and jars in exchange for a score, which later can be transferred into gifts.

Through this mini-campaign, Đạt Foods hopes to raise customer's awareness about protecting the environment, starting from the friendliest action by collecting used glass jars and bottles as well as letting them know about Đạt Food's jar retrieving policy. The brand aims to practice sustainable activities with its customers when collecting points in exchange for sustainable gifts as a means of encouragement.

Once this 2-month campaign is evaluated as successful, Đạt Foods will continue to expand the scale of this campaign, incorporating more sustainable business partners and garbage recycling treatment centers to leverage the effect this campaign brings about.



Figure 113: Teasing Poster for the Campaign

12.1.2. Rice Cake Launching Marketing Campaign

The upcoming campaign is about launching Đạt Foods' new product - rice cake. The campaign will introduce the rice cake, intact with interesting recipes to enjoy the rice cake such as sauce up with the Đạt Foods Butter, smoothie. The campaign mostly takes place on Đạt Foods Facebook page, incorporating promotional activities at their distribution stores and agents.

Time: 18.04.2023 - 15.06.2023

Location:

- Offline: Cooperated distribution stores, and agents
- Online: Đạt Foods Facebook Page

12.2. UPCOMING EXHIBITION & FAIR

11.2.1. OCOP Representative Agricultural product fairs and Exhibitions 2023

On April 21st, Đạt Foods will be proudly presented at the OCOP Representative Agricultural product fairs and Exhibitions 2023. The exhibition displays representative agricultural products which imply modern technologies in agriculture and have brilliant quality. This Fair is a great chance for Đạt Foods to introduce themselves and their products widely to domestic and international customers.

Time: 21.04.2023 - 29.04.2023

Location: Vành Đai Trong Street, Bình Trị Đông B Ward, Bình Tân District, HCMC.

13. FINAL CONCLUSION

13.1. CONCLUSION

The successful completion of the Branding Campaign has enabled Đạt Foods to achieve its predetermined objectives and goals, while also showcasing the brand's core values to a wider audience. The campaign has established a strong foundation for the company's future growth, as it has captured the attention and interest of a growing number of consumers. With the imminent attainment of the EU Organic Certification and the launch of new products, Đạt Foods can leverage the strong foundation built by this campaign to more effectively reach its target audience and convey the brand's story.

13.2. RECOMMENDATION

The coming up milestone is a good opportunity to reach more audiences with a variety of tactics, both offline and online. The brand should maintain post frequency from available content pillars on social media to stay active with the audiences. The future communication direction should still stay as it was during the campaign, which is to engage the audiences with more informative, entertaining content related to Đạt Foods.

For the offline activities, the “Tích Điểm Xanh - Nhận Quà Xanh” - Glass Bottle/Jar Retrieving Campaign is a good chance to engage customers with easy yet effective actions, as to keep the good connection and at the same time, sharing the mutual value about the sustainability and the environment. More offline activities should be taken in order to reach new corporate and usual customers.

14. APPENDIX

14.1. ĐẠT FOODS QUANTITATIVE RESEARCH

13.1.1. Objectives

- Explore consumer behavior/attitudes/media behavior towards green/sustainable food business brands.
- Explore consumer awareness and attitude towards brands that accompany farmers to sustainably cultivate.
- Đạt Foods Brand Health check to determine the effectiveness of the brand on the consumer's mind.

13.1.2. Method

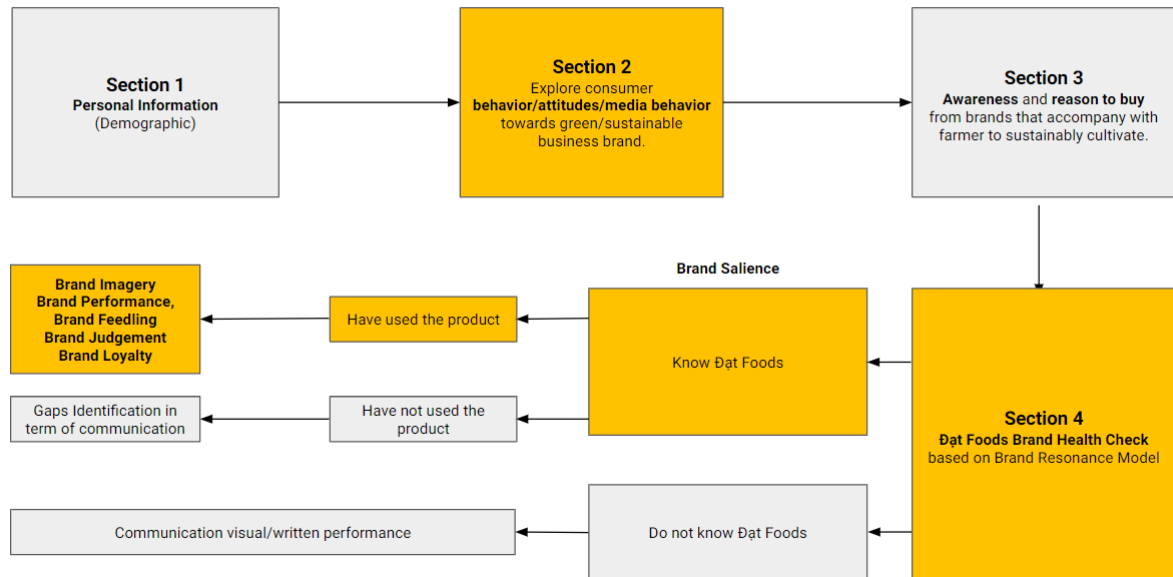
- Qualitative - Survey
- Analysis tool: Google form

13.1.3. Questionnaires Build

- Frequency, a reason to buy, demand, and media behavior of sustainable products.
- Awareness and reason to buy from brands that accompany farmers to sustainably cultivate.
- Brand health check based on Brand Resonance Model.

13.1.4. Survey Flow

SURVEY FLOW



13.1.5. Questionnaires

- **Personal information**

- Giới tính sinh học của anh/chị là
- Hiện nay, anh/chị bao nhiêu tuổi?
- nh/chị hiện đang sinh sống và làm việc ở:
- thu nhập trung bình 1 tháng của anh/chị là khoảng bao nhiêu?
- tình trạng hôn nhân của anh/chị:
- anh/chị có con chưa

- **Questions related to green/sustainable brands behavior/attitudes toward green/sustainable purchase and green/sustainable food brands**

- Anh/chị có thường xuyên cân nhắc các yếu tố bền vững khi mua hàng
- Khi mua hàng từ các thương hiệu kinh doanh bền vững, anh chị thường xem xét yếu tố bền vững ở đây là.
- Anh/chị cân nhắc yếu tố nào đầu tiên khi mua hàng của các thương hiệu kinh doanh thực phẩm xanh/bền vững?
- Anh/chị có cảm thấy tin tưởng độ minh bạch về nguồn gốc sản phẩm của các thương hiệu kinh doanh thực phẩm xanh/bền vững ở Việt Nam?
- Anh/chị nghĩ mình cảm thấy tin tưởng nhất về nguồn gốc/chất lượng sản phẩm khi ?

- **Media behavior toward green/sustainable purchase and green/sustainable food brands**

- Khi anh/chị muốn tìm hiểu thông tin về các thương hiệu kinh doanh thực phẩm xanh/bền vững, anh/chị sẽ tìm kiếm qua kênh truyền thông nào
- Anh/chị muốn tiếp cận được với những thông tin như thế nào về các thương hiệu kinh doanh thực phẩm xanh/bền vững?

- Định dạng nội dung nào anh/chị sẽ cảm thấy hấp dẫn nhất với các thông tin truyền thông từ thương hiệu kinh doanh thực phẩm xanh/bền vững
- Ngoại trừ về mặt sản phẩm, anh/chị nghĩ các doanh nghiệp kinh doanh thực phẩm xanh/bền vững nên cải thiện/đẩy mạnh nhiều hơn vào yếu tố nào để thu hút công chúng
- **Questions related to brands that accompany with farmer awareness and attitude toward brands that accompany with farmer.**
 - Anh chị có quan tâm đến các thương hiệu đồng hành cùng người nông dân canh tác bền vững?
 - Nếu mua sản phẩm từ các thương hiệu đồng hành cùng người nông dân canh tác bền vững, anh/chị nghĩ anh/chị sẽ mua vì?
- **Brand saliences**
 - Anh/chị hãy kể tên một số thương hiệu đồng hành cùng người nông dân canh tác bền vững
 - Trong số những thương hiệu đồng hành cùng người nông dân canh tác bền vững bên dưới, anh/chị biết đến thương hiệu nào?
 - Anh/chị có biết đến thương hiệu Đạt Foods?

Respondent who know Đạt Foods

- **Media Channels**
 - Bạn biết đến Đạt Foods qua các kênh nào?
- **Brand association**
 - Khi nhắc đến Đạt Foods, điều đầu tiên anh/chị nghĩ đến là?
 - Anh/chị nhớ đến Đạt Foods như là
- **Usage**
 - Anh/chị đã từng sử dụng qua sản phẩm của Đạt Foods chưa?

Respondent who do not know Đạt Foods

- **Willingness to know more**
 - Sau khi đọc qua thông tin giới thiệu về thương hiệu ở trên, anh/chị có nghĩ rằng Đạt Foods là một thương hiệu rất thú vị và muốn tìm hiểu thêm trong tương lai không?
 - Xin anh/chị hãy nêu lý do nếu lựa chọn đáp án "Rất không đồng ý" hoặc "Không đồng ý" ở câu hỏi trên

Respondent who know and have used Đạt Foods's product

- **Brand salience**
 - Anh/chị mua sản phẩm khi ?
- **Brand imagery**
 - Anh/chị hãy chọn 3 tính từ mà anh/chị nghĩ sẽ miêu tả đúng nhất về hình ảnh của Đạt Foods

- Brand performance
 - Anh/chị hãy chọn lý do tiên quyết khiến anh/chị chọn mua sản phẩm của Đạt Foods
- Brand judgement
 - Anh/chị thấy Đạt Foods là thương hiệu
- Brand Feeling
 - Đạt Foods tạo cho anh/chị có cảm giác bản thân mình
- Brand Loyalty
 - Hiện tại anh/chị có đang sử dụng sản phẩm của Đạt Foods hay không?
 - Trong tương lai, anh/chị sẽ tiếp tục sử dụng sản phẩm của Đạt Foods hay không?
 - Anh/chị sẽ sẵn lòng giới thiệu Đạt Foods đến bạn bè/người thân không?
 - Khi Đạt Foods tổ chức sự kiện về thương hiệu trong tương lai (VD: tham quan nông trại, workshop trồng đậu,..) thì mức độ sẵn lòng tham gia của anh/chị là

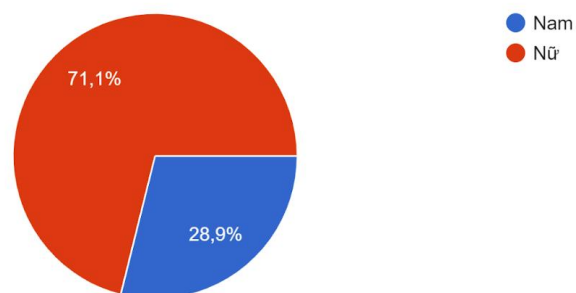
Respondent who know but have not used Đạt Foods's product

- Gaps
 - Điều gì khiến anh/chị chưa sử dụng sản phẩm của Đạt Foods

13.1.6. Result

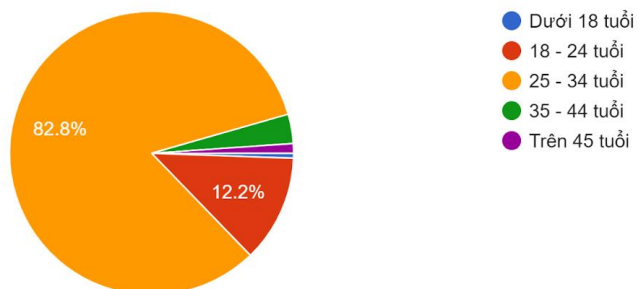
Section 1: Demographic and personal information

Giới tính sinh học của anh/chị là:
180 câu trả lời



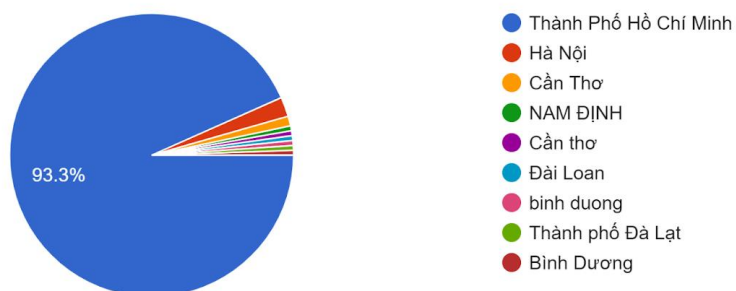
Hiện nay, anh/chị bao nhiêu tuổi?

180 responses



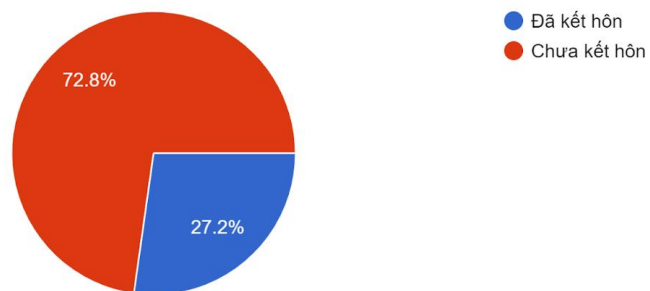
Anh/chị hiện đang sinh sống và làm việc ở:

180 responses



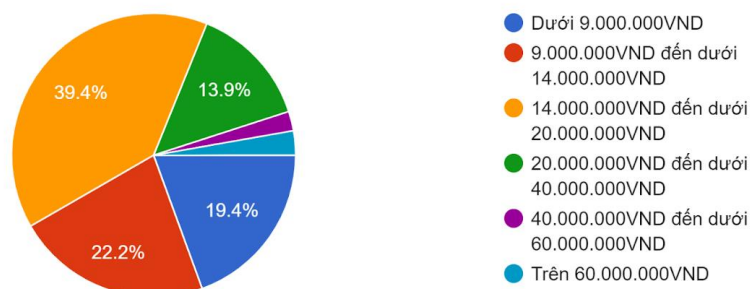
Tình trạng hôn nhân của anh/chị:

180 responses



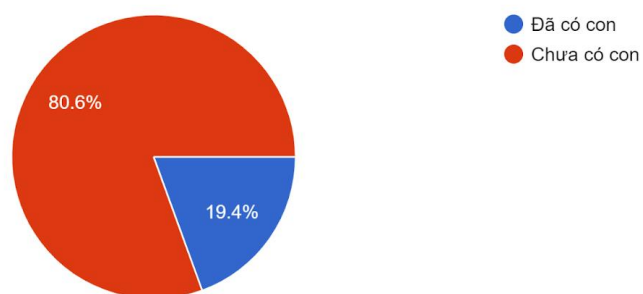
Thu nhập trung bình 1 tháng của anh/chị là khoảng bao nhiêu?

180 responses



Anh/chị:

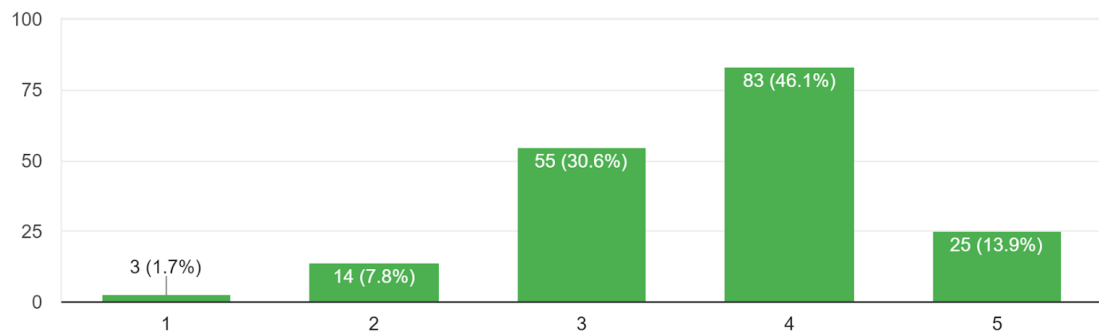
180 responses



Section 2: About natural, sustainable food business

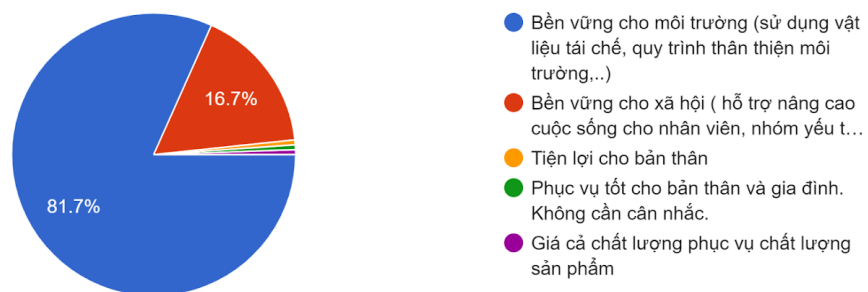
Anh/chị có thường xuyên cân nhắc các yếu tố bền vững khi mua hàng

180 responses



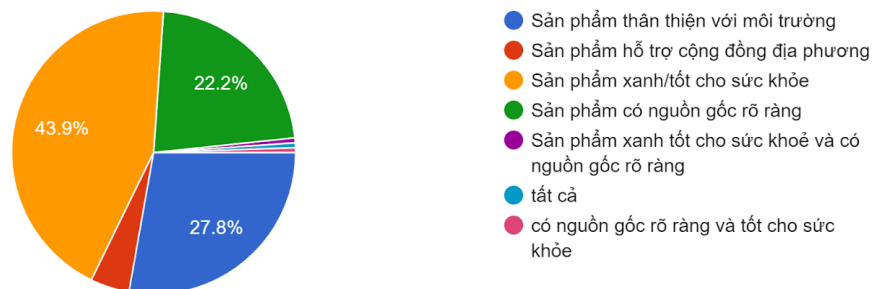
Khi mua hàng từ các thương hiệu kinh doanh bền vững, anh chị thường xem xét yếu tố bền vững ở đây là:

180 responses



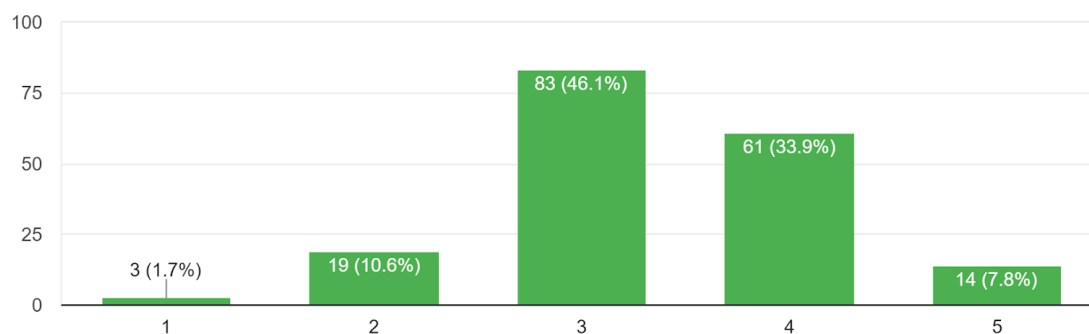
Anh/chị cân nhắc yếu tố nào đầu tiên khi mua hàng của các thương hiệu kinh doanh thực phẩm xanh/bền vững?

180 responses



Anh/chị có cảm thấy tin tưởng độ minh bạch về nguồn gốc sản phẩm của các thương hiệu kinh doanh thực phẩm xanh/bền vững ở Việt Nam?

180 responses



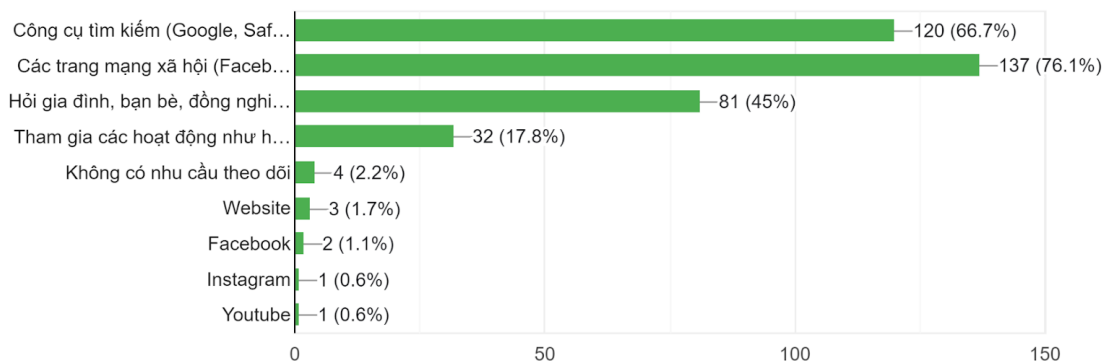
Anh/chị nghĩ mình cảm thấy tin tưởng nhất về nguồn gốc/chất lượng sản phẩm khi

180 responses



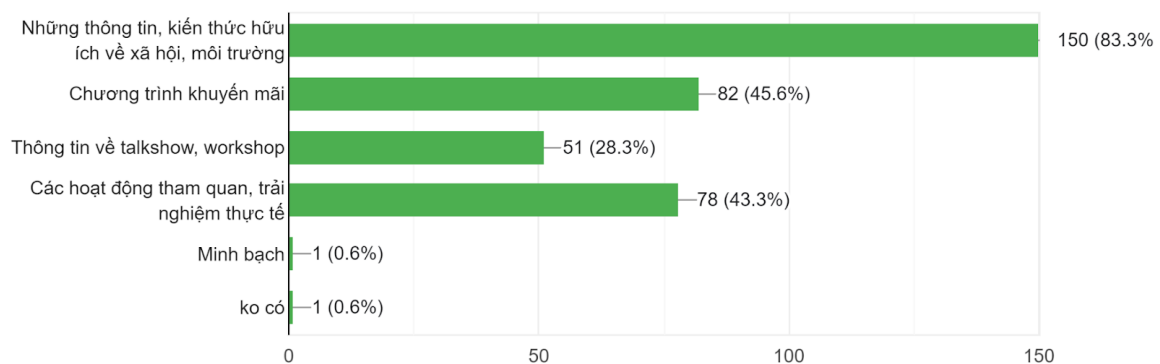
Khi anh/chị theo dõi thông tin về các thương hiệu kinh doanh thực phẩm xanh/bền vững qua kênh truyền thông nào?

180 responses



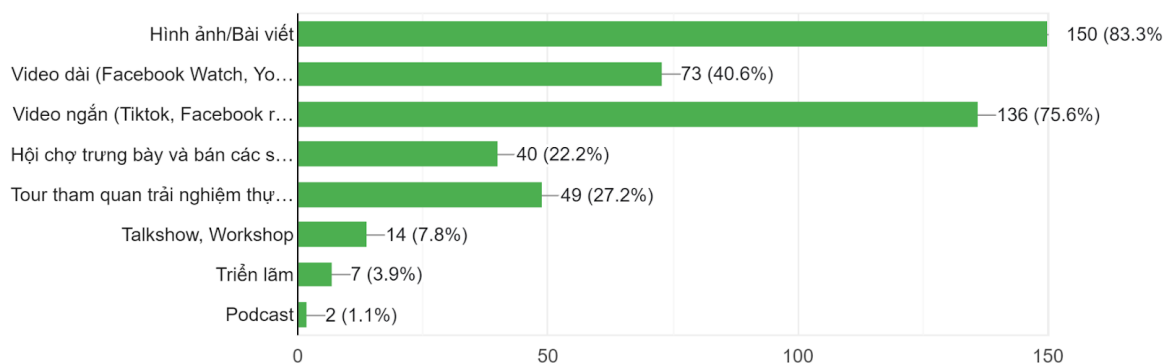
Anh/chị muốn tiếp cận được với những thông tin như thế nào về các thương hiệu kinh doanh thực phẩm xanh/bền vững?

180 responses



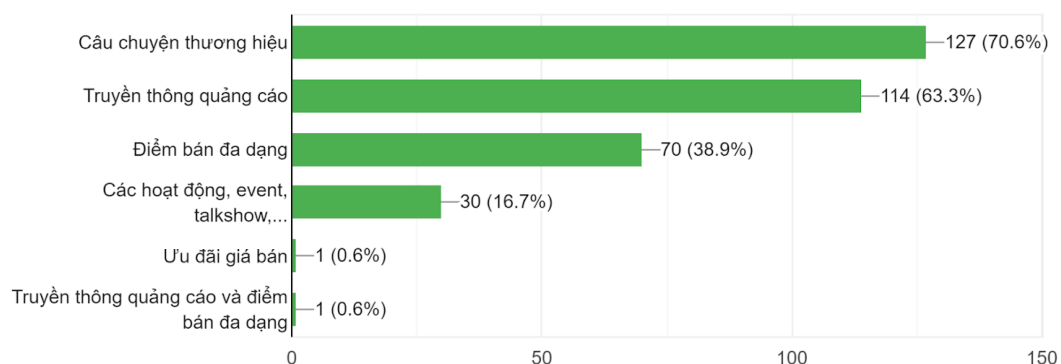
Định dạng nội dung nào anh/chị sẽ cảm thấy hấp dẫn nhất với các thông tin truyền thông từ thương hiệu kinh doanh thực phẩm xanh/bền vững

180 responses



Ngoại trừ về mặt chất lượng sản phẩm, anh/chị nghĩ các doanh nghiệp kinh doanh thực phẩm xanh/bền vững nên cải thiện/đẩy mạnh nhiều hơn vào yếu tố nào để thu hút công chúng

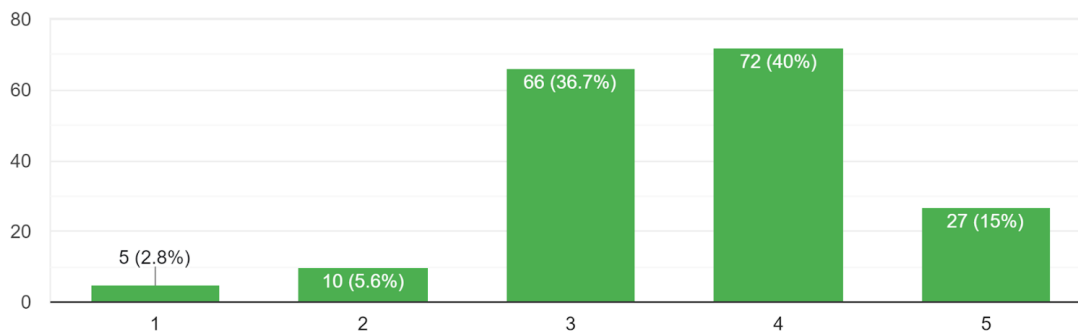
180 responses



Section 3.1: Business accompany farmers to sustainably cultivate

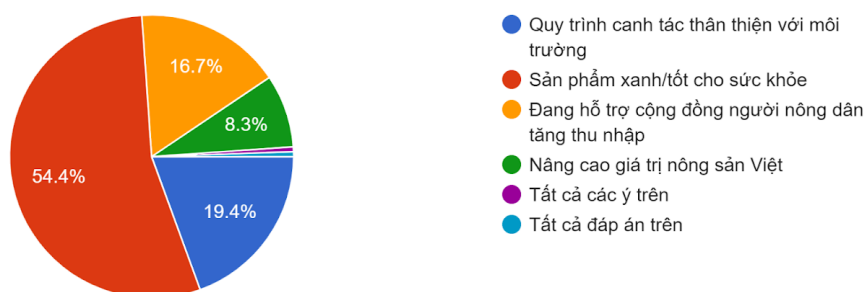
Anh/chị có quan tâm đến các thương hiệu đồng hành cùng người nông dân canh tác bền vững?

180 responses



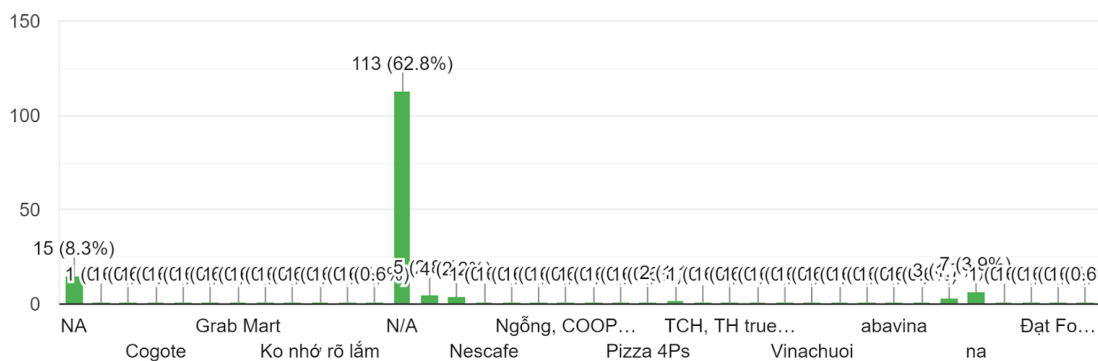
Nếu mua sản phẩm từ các thương hiệu đồng hành cùng người nông dân canh tác bền vững, anh/chị nghĩ anh/chị sẽ mua vì?

180 responses



Anh/chị hãy kể tên một số thương hiệu đồng hành cùng người nông dân canh tác bền vững

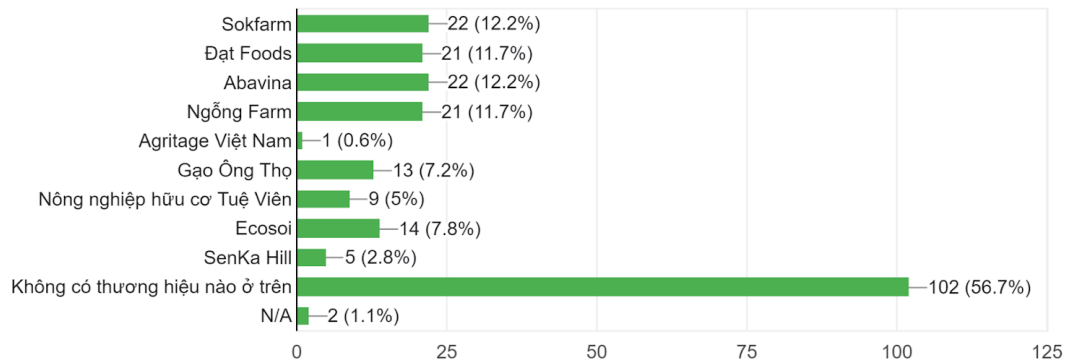
180 responses



Section 3.2: Business accompany farmers to sustainably cultivate

Trong số những thương hiệu đồng hành cùng người nông dân canh tác bền vững bên dưới, anh/chị biết đến thương hiệu nào?

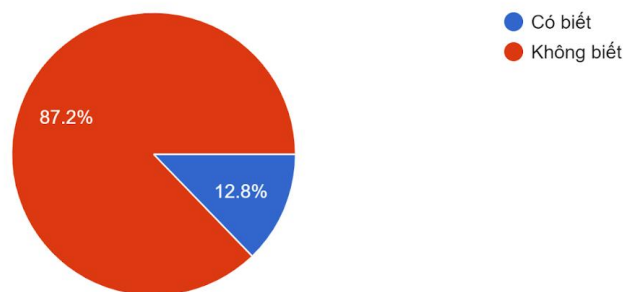
180 responses



Section 4: Đạt Food's brand awareness

Anh/chị có biết đến thương hiệu Đạt Foods không?

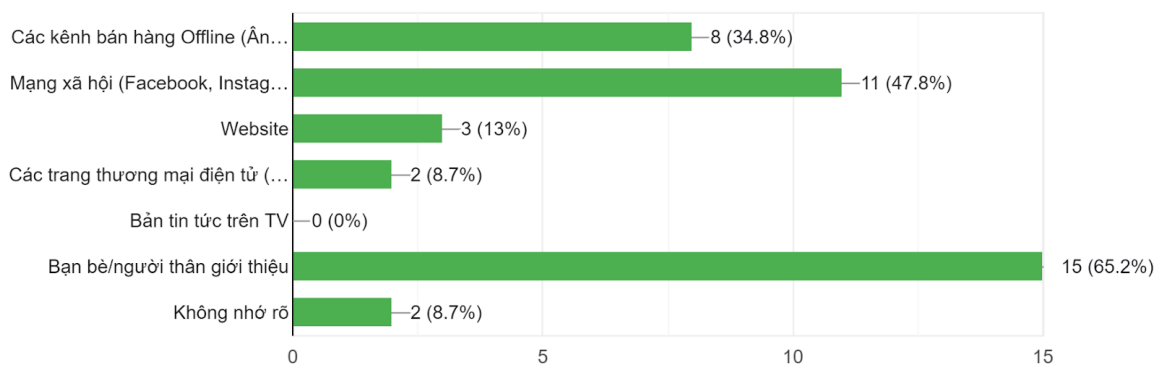
180 responses



Section 4.1: If respondent knows about Đạt Foods

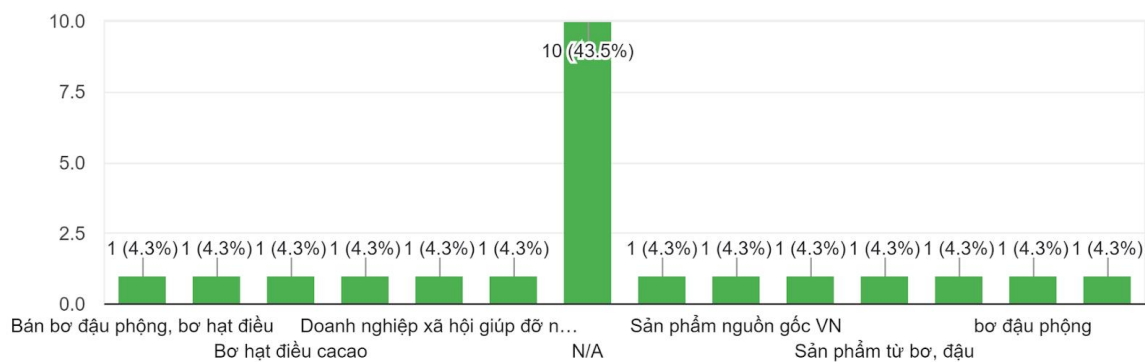
Bạn biết đến Đạt Foods qua các kênh nào?

23 responses



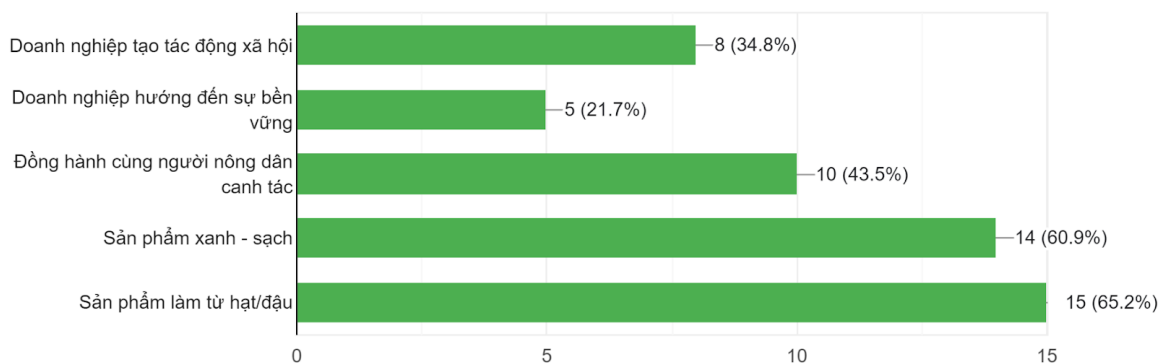
Khi nhắc đến Đạt Foods, điều đầu tiên anh/chị nghĩ đến là?

23 responses



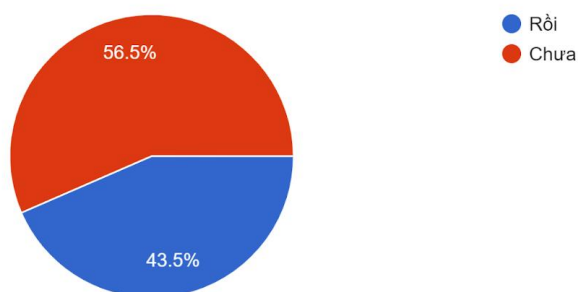
Anh/chị nhớ đến Đạt Foods như là

23 responses



Anh/chị đã từng sử dụng qua sản phẩm của Đạt Foods chưa?

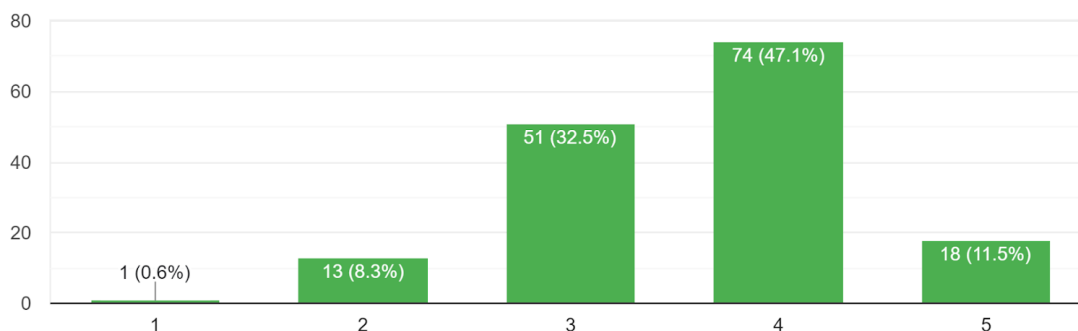
23 responses



Section 4.2: If respondent does not know about Đạt Foods

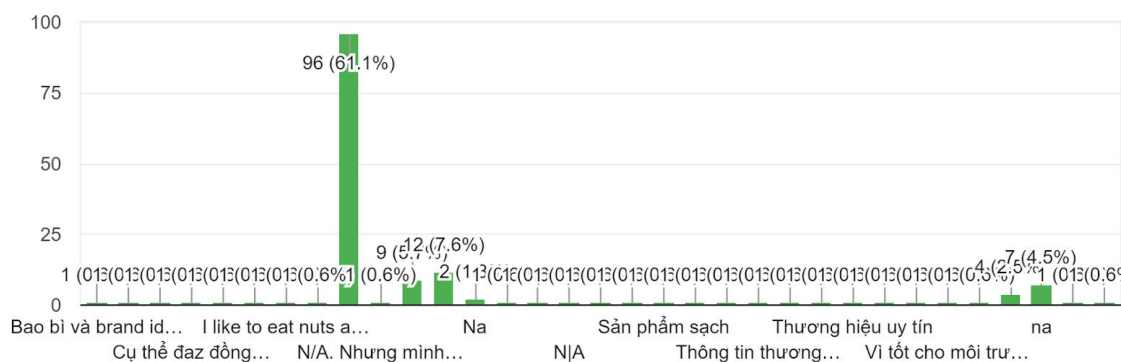
Sau khi đọc qua thông tin giới thiệu về thương hiệu ở trên, anh/chị có nghĩ rằng Đạt Foods là một thương hiệu rất thú vị và muốn tìm hiểu thêm trong tương lai không ?

157 responses



Xin anh/chị hãy nêu lý do nếu lựa chọn đáp án "Rất không đồng ý" hoặc "Không đồng ý" ở câu hỏi trên.

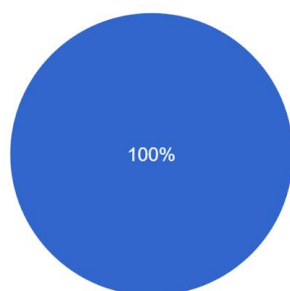
157 responses



Section 4.1.1: If respondents have used Đạt Foods product

Anh chị chọn mua sản phẩm của Đạt Foods khi

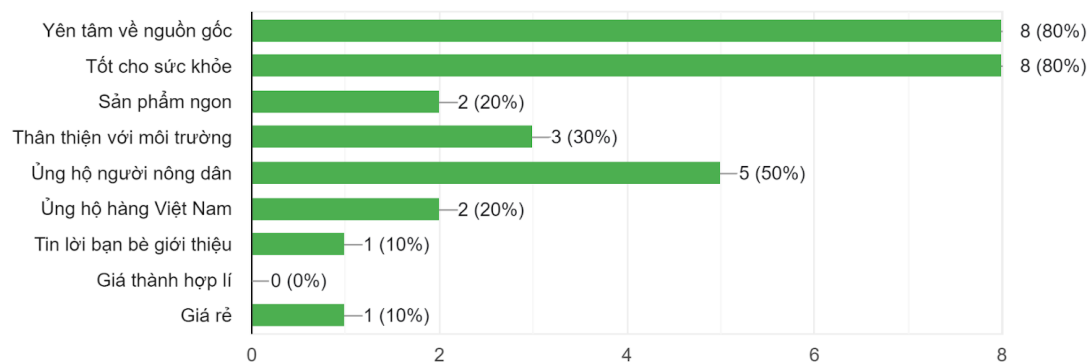
10 responses



- Có nhu cầu mua sản phẩm bơ/dầu từ hạt/đậu
- Có nhu cầu mua sản phẩm ủng hộ người nông dân
- Có nhu cầu mua sản phẩm tốt cho môi trường

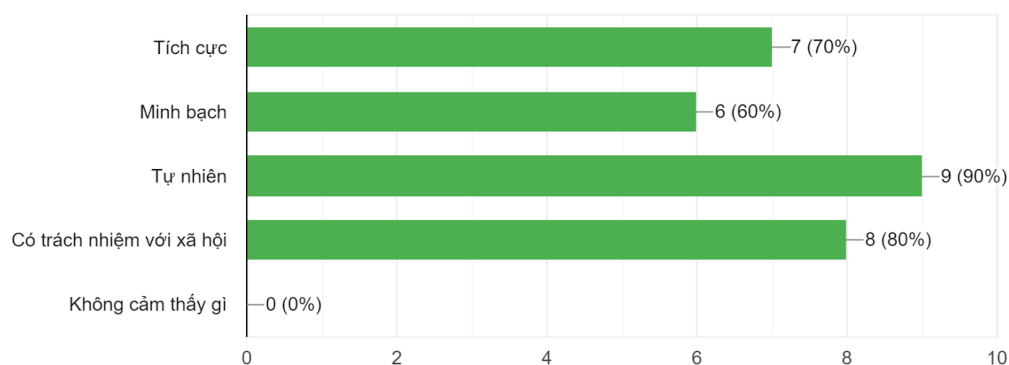
Anh/chị hãy chọn 3 lý do tiên quyết khiến anh/chị chọn mua sản phẩm của Đạt Foods

10 responses

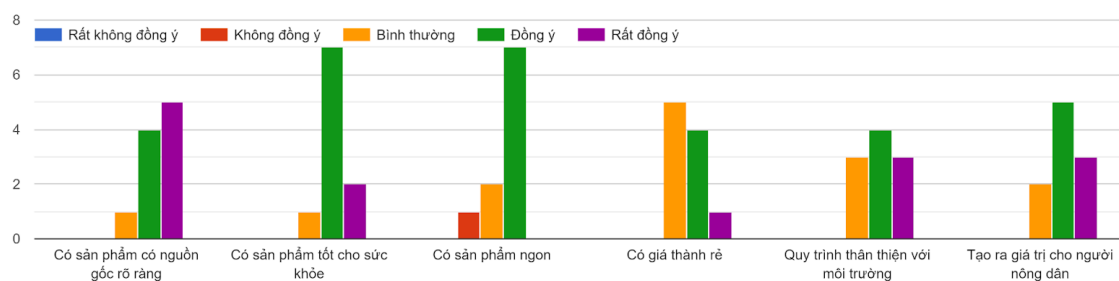


Anh/chị hãy chọn 3 tính từ mà anh/chị nghĩ sẽ miêu tả đúng nhất về hình ảnh của Đạt Foods

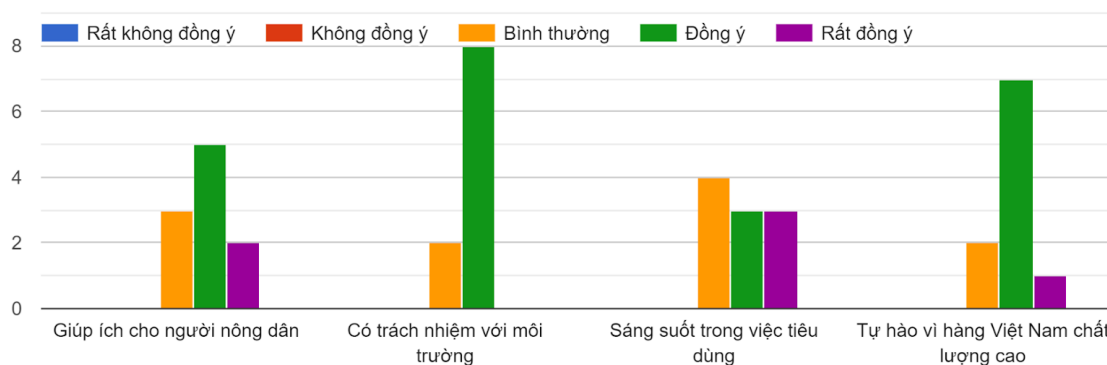
10 responses



Anh/chị thấy Đạt Foods là thương hiệu

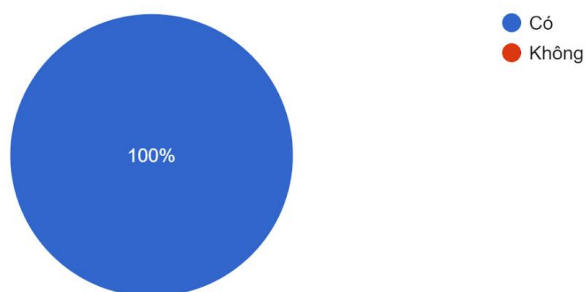


Đạt Foods tạo cho anh/chị có cảm giác bản thân mình:



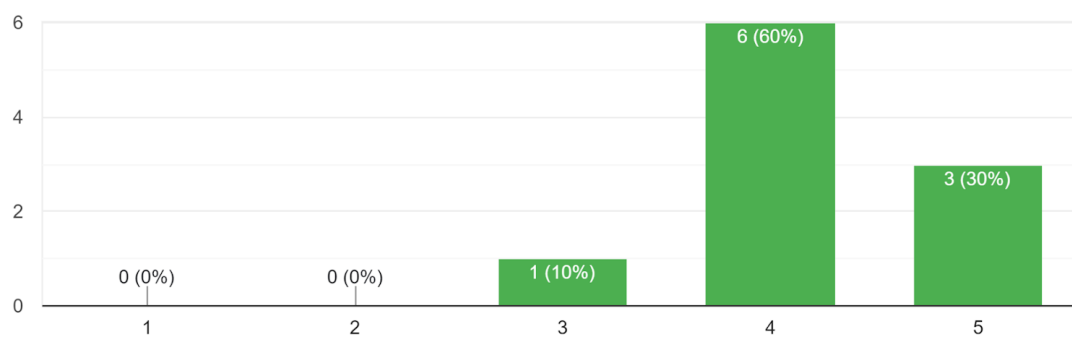
Hiện tại anh/chị có đang sử dụng sản phẩm của Đạt Foods hay không?

10 responses



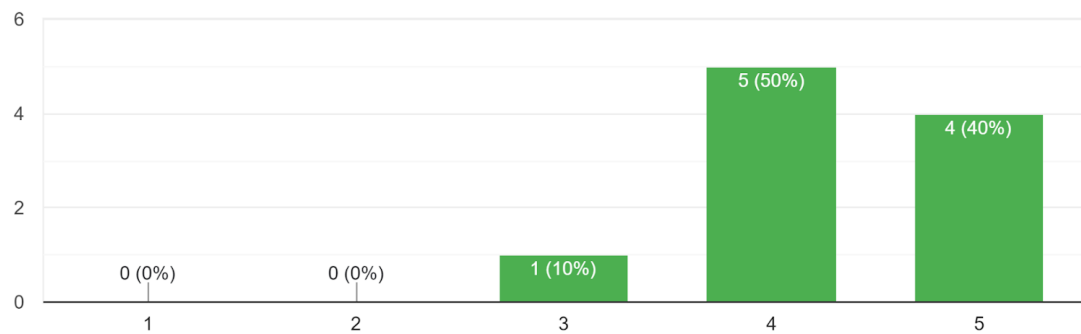
Trong tương lai, anh/chị sẽ tiếp tục sử dụng sản phẩm của Đạt Foods hay không?

10 responses



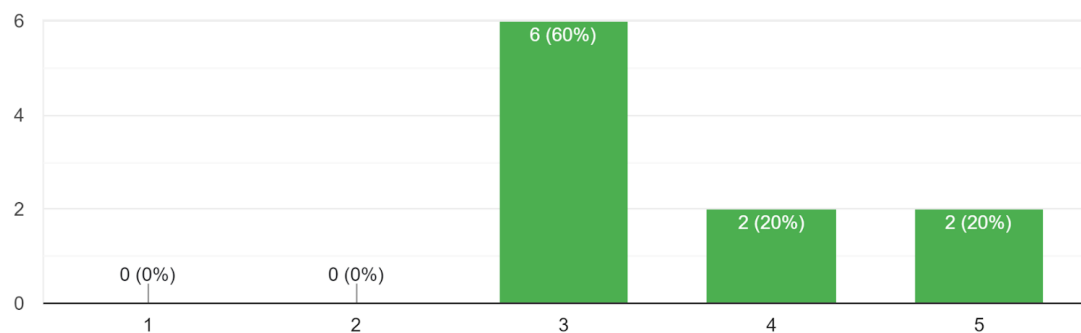
Anh/chị sẽ sẵn lòng giới thiệu Đạt Foods đến bạn bè/người thân không?

10 responses



Khi Đạt Foods tổ chức sự kiện về thương hiệu trong tương lai (VD: tham quan nông trại, workshop trồng đậu,...) thì mức độ sẵn lòng tham gia của anh/chị là

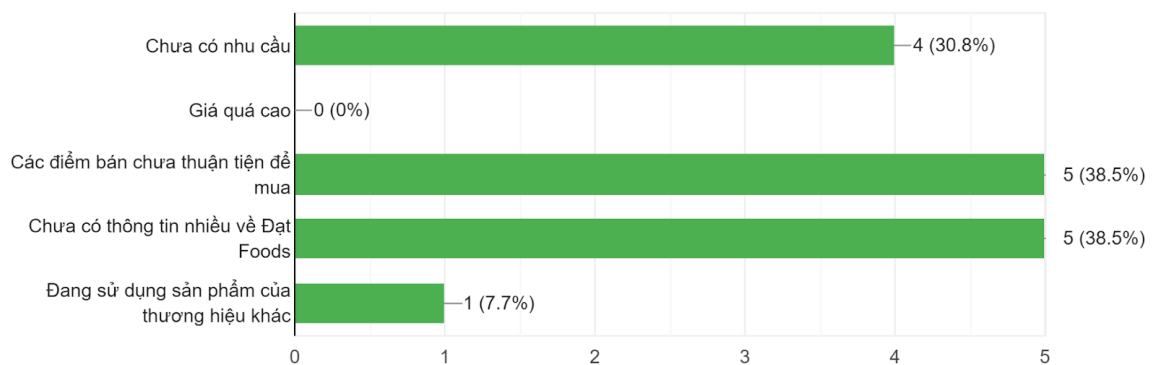
10 responses



Section 4.1.2: If respondents have not ever used Đạt Foods product

Điều gì khiến anh/chị chưa sử dụng sản phẩm của Đạt Foods

13 responses



13.2. ĐẠT FOODS QUALITATIVE RESEARCH

13.2.1. Consent Form

GIẤY CHẤP THUẬN

MỤC ĐÍCH

Buổi "Phỏng vấn 1-1" (In-depth Interview) được thực hiện bởi nhóm TBP (Tan Bean, Nguyễn Đức Bình, Lý Quốc Phong, Nguyễn Thị Thu Thủy) - Sinh viên trường Đại học FPT TPHCM dưới sự điều phối của Phỏng vấn viên Nguyễn Đức Bình. Mục đích của buổi phỏng vấn này là tìm hiểu nhận thức và thói quen tiêu dùng bền vững về những sản phẩm liên quan đến người nông dân. Thông tin thu thập được trong buổi phỏng vấn này sẽ được sử dụng để phục vụ cho mục đích hoàn thành khóa luận tốt nghiệp.

THỦ TỤC

Anh/chị sẽ tham gia buổi phỏng vấn với Điều phối viên và anh/chị sẽ trả lời một số câu hỏi liên quan đến chủ đề. Cuộc thảo luận sẽ được ghi âm và một người (Thành viên TBP) sẽ ghi chép lại nội dung thảo luận. Câu trả lời của anh/chị có thể được sử dụng để làm dữ liệu phân tích, báo cáo trong khuôn khổ khóa luận tốt nghiệp. Thông tin định danh cá nhân (họ tên) của anh/chị sẽ không được tiết lộ hay đề cập dưới bất kì hình thức nào.

Cuộc thảo luận sẽ không có đúng, sai cho câu trả lời các câu hỏi, vì vậy anh/chị có thể trả lời theo quan điểm và trải nghiệm của bản thân. Nhóm TBP hoàn toàn tôn trọng quan điểm, góc nhìn của anh/chị nên sẽ không có sự đánh giá chủ quan nào trong cuộc phỏng vấn.

BẢO MẬT

Nhóm TBP sẽ phân tích thông tin thu thập được từ buổi phỏng vấn, nhưng như đã nêu ở trên, thông tin này sẽ chỉ được sử dụng trong khuôn khổ khóa luận tốt nghiệp và mọi thông tin định danh cá nhân (họ tên) của anh/chị sẽ được bảo mật và đưa vào báo cáo khóa luận dưới dạng ẩn danh.

THÔNG TIN LIÊN HỆ

Nếu anh/chị có bất kỳ câu hỏi hoặc thắc mắc, vui lòng liên hệ:
Nguyễn Thị Thu Thủy - Project Leader
Số điện thoại: 0907458682
E-mail: thuyt10311@gmail.com

Tôi đã hiểu những thông tin được cung cấp và đồng ý tham gia đầy đủ theo các điều kiện đã nêu ở trên.

Ký tên: (Signed)
Họ và tên:

Ngày: 18/01/2023

An email is sent to every interviewee prior to the interview via email and they agree on terms and conditions, privacy disclaimer, and ground rules during the interview.

13.2.2. Questionnaires

Section #1 Sustainable shopping behaviors	Section #2 Behaviors & viewpoints on agricultural reservation issues
<p>Q1: Have you ever purchased green, sustainable products, and how often do you buy them?</p> <p>Q2: a) If you did, did you buy it on purpose or did you just happen to buy it? b) If you haven't bought it yet, why haven't you bought any?</p> <p>Q3: Are you willing to pay a higher price for sustainable, fresher products compared to the same conventional product line?</p> <p>Q4: When shopping at stores with carefully selected goods like An Nam Gourmet or Farmer's Market, among the brands, what outstanding factors pursue you to buy?</p>	<p>Q8: Have you ever "rescued" agricultural products?</p> <p>Q9: How do you feel about the situation where farmers often have to "beg" people to rescue their agricultural goods every year?</p>

<p>Q5: Have you ever considered about social factors of enterprises, such as helping disadvantaged people when buying goods?</p> <p>Q6: Before you buy such socially responsible brands, do you think I need to be informed and communicated about the story from the brand initially, or you will actively seek those values from the brand</p> <p>Q7: What aspect of sustainability do you care about in a product or brand when you shop (environment or people)</p>	
<p>Section #3 Viewpoints about farmer image</p>	<p>Section #4 Viewpoints about businesses' responsibilities towards farmers</p>
<p>Q10: How do you perceive the image of farmers nowadays compared to the past?</p> <p>Q11: How do you see the image of farmers being communicated through TV and the Internet nowadays?</p> <p>Q12: In your opinion, is the farmer community a disadvantaged group in society or in the commodity supply chain or value chain, and why do you think so?</p> <p>Q13: How do you think about the image of farmers being supported to sustainably cultivate nowadays?</p> <p>Q14: Do you think that once farmers are secure about their own livelihood, the products they make will be of better quality?</p> <p>Q15: Do you think farmers are negative or positive agents affecting the environment?</p>	<p>Q16: For businesses that cooperate with farmers, do businesses need to care and be responsible for other benefits and development of farmers? If yes, what benefits and plans can they develop?</p> <p>Q17: Should the responsibility of educating consumers to buy products from a sustainable business, who is supporting the farmer to economically and environmentally sustainable cultivate belong to the consumer themselves, the business, or is it the Government's responsibility?</p>

<p>Section #5 Viewpoints & behaviors when purchasing products from brands that sustainably impact the farmers</p>
<p>Q18: Have you ever bought or know about the brands that accompany farmers to convert to sustainable farming?</p> <p>Q19: In the case of product quality and price all the same, do you think the brand's factor in helping farmers convert to sustainable farming will be strong enough to pursue you to buy?</p> <p>Q20: If you buy from brands that support sustainable farming, why do you feel you need to? Have you ever thought that buying for farmers will help Vietnamese agricultural products go up or do you simply think that you could contribute a little bit of support to farmers?</p>

Q21: When you buy sustainable products from brands that support sustainable farming, will you impress the sustainable impact on farmers' livelihoods or the sustainable impact on the environment?
Q21: Do you think farmers are negative or positive agents affecting the environment?

13.3.3. Key Findings

<p style="text-align: center;">Section #1</p> <ul style="list-style-type: none"> - They less than often buy sustainable purpose and most of the time is not on purpose - They are willing to pay more for sustainable products as long as the quality and freshness are guaranteed - They prioritize the origin and quality when shopping at high-end grocery stores - They do concern about the social value of the brand when choosing between brands, and they care about sustainability in the environment over other sustainable factors. - They agree that businesses should be active more to communicate their brand story and their activities toward customers. 	<p style="text-align: center;">Section #2</p> <ul style="list-style-type: none"> - They often “rescue” the agricultural from the farmer in difficult circumstances when being informed and encountered. - They think the “rescuing” the circumstance is still “a hot potato” the situation, and its consequences from the unsustainability of the process, the farmers in specific and the agriculture industry in general
<p style="text-align: center;">Section #3 Viewpoints about farmer image</p> <ul style="list-style-type: none"> - They think the farmers have certain advances in their technology, but still farming is hard and time-consuming. - They think that once the farmer is secure about their living, they will produce cleaner, fresher products. - They are easy to relate to the farmers as the factor who negatively impacts the environment through cultivation. 	<p style="text-align: center;">Section #4 Viewpoints about businesses' responsibilities towards farmers</p> <ul style="list-style-type: none"> - They agree that businesses should do more to assist the farmers with the long-term development plan, as it would be a mutual benefit and in somewhat, the responsibility of the businesses. - They think it is businesses' responsibility to educate consumers to support the products made from a sustainable model of farmers.

Section #5

- They think that in case of the products have the same quality and the price isn't different too much, they will prefer the brand who is having a sustainable accompany with farmers as plus points.

- They are initially attracted by the factor of sustainability over the farmer's economic sustainability in the environment if they bought products from brands that accompany farmers to sustainably cultivate.

13.3. EVALUATION CALCULATING

Conversion rate		8,60%	1,40%	10%	
TACTICS		AWARENESS	ENGAGEMENT (including likes, shares, post clicks)	ACTION (Event, event registration)	EVALUATION TOOLS
Facebook Page	Social Posts (39 posts)	11.544 organic reach	*	*	Meta Business Suite
	Photo Albums (1 posts)	296 organic reach	*	*	
	Video (1 posts)	296 organic views	*	*	
	Mini Contest (1 post)	296 organic reach	*	*	
	Event (1 post)	296 organic reach	*	*	
	Facebook Reels (4 reels)	1.184 organic views	*	*	
	Facebook Ads	200,000 paid reach/views	*	*	
Facebook Page Partnership	3 Pages, 1 Post 1 Page	888 organic reach	*	*	Partner Meta Business Suite Report
Community Seeding	3 Groups	*	*	*	*
Event	Registration form	*	*	120 Registration	Google Form Report, Meta Business Inbox
	Farm Excursion Day	*	*	60 Participants	Event Report
TOTAL		220,000 organic + paid reach	3,300 engagement	120 actions	
POSITIVE RESPONSE		80%			Facebook Meta Business, Event Feedback Form

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