

PRODUCTION BOOK

PROPOSED BY **TBP TEAM**

Mentor: **Nguyễn Trần Hương Thảo**

OUR TEAM



Nguyễn Thị Thu Thủy
Project Leader/Account



Nguyễn Đức Bình
Production Executive



Tan Bean
Creative



Lý Quốc Phong
Strategic Planner

AGENDA

1. About The Brand
2. The “Ask”
3. Strategic Planning
4. Creative
5. Overall Campaign Performance
6. Social Media
7. Photo Album
8. Video Production
9. Event
10. Supporting Tactics
11. Ads Planning
12. Evaluation
13. Finance Report
14. Future Plans

01

ABOUT THE BRAND



ABOUT THE BRAND / Why they exist



The adversity of “rescuing” Vietnamese agricultural products

The annual adversity of “rescuing” agricultural products for the farmers



Over usage of herbicides in agricultural cultivation

The ongoing worry about herbicides and pesticides in vegetables.



“Good harvest - falling price”, "high price - harvest loss":
Inevitable consequence in fragmented linkage agricultural production

“Good harvest - falling price”, "High price - Harvest loss" -
the repeated problem of dependence in distribution



**SOCIAL IMPACT BUSINESSES
ACCOMPANY WITH FARMERS
TO SUSTAINABLY CULTIVATE**



OUR CLIENT / Who are they



“We partner up with farmers to naturally cultivate nut and help them improve their expertise and income”

THE PROCESS:

- No use of chemical fertilizers, pesticides, and herbicides before and during the cultivation process.

THE PRODUCTS:

- Made from 100% natural nuts
- No added sugar/refined oil
- No preservatives

ABOUT THE BRAND / Their outcome

BUTTER

Peanut Butter



Original



Honey

(Smooth, crunchy)
Core product

Cashew Butter



Original



Cocoa

(Smooth, crunchy)

OIL

Sesame Oil



Yellow



Black

Peanut Oil



Original

02

THE “ASK”



THE “ASK” / From the brief

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 BOOs	
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?	Answer: DatFoods's recommendation: <ul style="list-style-type: none"> Tap into the environmental aspect, and consumer's health. Promote brand value.
Please be specific on the requirements	
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, BiotexUSA... Local brands Nut-based Oil: <ul style="list-style-type: none"> Simply, Tươi 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?	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 .

What is it known for? What are your brand mandates? Any regulations we need to be cautious about?	Business Future Milestones: <ul style="list-style-type: none"> In mid-2023, Dat Foods are going to expand its product lines with new products. Dat Foods is in the process of applying for EU organic certification and it is expected to be issued on 4 or 5/2023. Dat Foods communication channels: https://www.facebook.com/datfoods.vn/ https://datfoods.vn/vn/ https://www.instagram.com/datfoods.vn/
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?	Answer: 2 main product lines <ul style="list-style-type: none"> Butter: peanut butter, and cashew butter. Oil: peanut oil, yellow sesame oil, black sesame oil. Product Features Butter Line: <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. Dat Butter's peanut butter processing process limits the natural nutritional components of peanuts. Oil Line: <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. USP of the social value: accompany with the farmer to cultivate nuts.
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?	Answer: Target Customer: <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, ...
KEY MESSAGE TO LAND What is the key message you want to land with this audience?	Answer: Free to propose
REASONS TO BELIEVE What is your credibility to claim this? Why should your audience believe this message?	Answer: Natural farming cultivation, no chemicals Certificate of HACCP - Food Safety ...
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?	Answer: Offline: Store (An Nam, Kingfoods,...)... Online: Facebook, Instagram
KPIs How would you define success for this initiative? What are your benchmarks – the ones we'd need to achieve or beat?	Answer: Freely to propose
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?	Answer: The Brand Guideline will be sent to you No specific cautions.

THE “ASK”

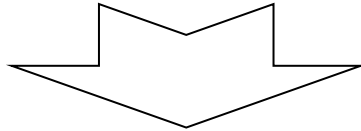
FUTURE MILESTONE

In mid-2023, Đạt Foods are going to expand its product lines with new products.

Đạt Foods is in the process of applying for EU organic certification and it is expected to be issued on 4 or 5/2023.

CURRENT PROBLEM

The brand currently has low investment in communication activities.



THE “ASK”

Đạt Foods wants to invest in communication to lay a better foundation for upcoming milestones communication





03

STRATEGIC PLANNING



PEST Analysis key take-away

01

A chance for SIBs

As the government and customers place a greater emphasis on sustainable development, social impact enterprises are having many opportunities for further development.

02

Products meet consumer's need

Products made from sustainable agricultural process would meet the needs of the market for healthy/clean products.

THE MARKET

Peanut butter and oil markets are fill with brands that have similar healthy product claim.

Consumers have a **wide variety of options** to choose, from big to local names having **similar quality claims**.

Oil and butter brands are conveying their products with **similar product claims** like “natural”, “nutritious”, “100% pure” or certifications of quality standards.



Tuong An
sesame oil: 100%
pure sesame oil



GuFoods peanut butter: diet,
suitable for clean-eating



Tuong An peanut oil:
100% pure



Happi Oha peanut butter
100% peanuts



From the market research, we found out that...

The peanut butter and oil market in Vietnam are already **saturated** with many names from big to small names offering similar **health-driven functional benefits.**

Đạt Foods **will not be able to stand out** if they continue to claim the same health benefits

Therefore, it is necessary to further **promote Đạt Foods social value** to be distinctive in the sea of sameness.

BRAND COMMUNICATION CHALLENGES

01

Low brand awareness

Đạt Foods currently has low brand awareness.

02

Brand value are inconsistently communicated.

The social media of Đạt Foods has not been optimized, making the brand values inconsistently communicated on media channels.



BRAND COMMUNICATION OPPORTUNITIES

Optimize Facebook Fanpage

The audiences reach to Đạt Foods mostly through Facebook. So, to further increase the brand awareness, Đạt 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 Đạt Foods as SIBs models are getting more attention from society and the government.

BRAND COMMUNICATION / Fan Page Scanning

We scan the online communication through Đát Foods Facebook Channels

	2017-2018	2019-2020	2021	2022
Noticeable Content Angle	<ul style="list-style-type: none">• Farm Tour Promotion• Recipe with ĐF's Product	<ul style="list-style-type: none">• Discount Program• Recipe with ĐF'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	

Social media in general, Đát Foods has lots of **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.

BRAND COMMUNICATION

Đạt Foods has low brand awareness

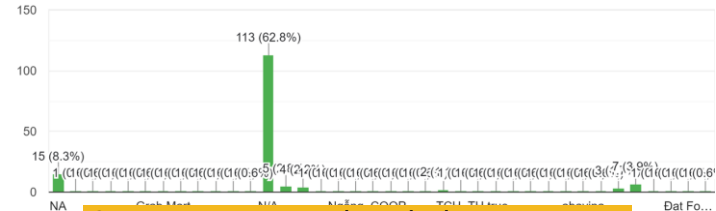
Only 3 out of 180 respondents could mention Đạt Foods when being asked to list out brands that accompany farmers to cultivate.

Among 180 respondents from the brand health check, only 21 respondents know the brand.

This also reflects in Đạt Foods Facebook Page with low page likes/follows. Moreover, without investing in content, the reach of each post, although organic, is still relatively low.

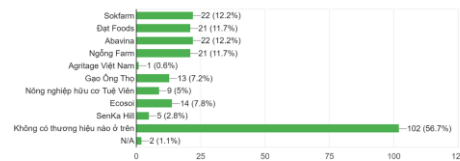


Anh/chị hãy kể tên một số thương hiệu đồng hành cùng người nông dân canh tác bền vững
180 responses



Can you name some brands that accompany sustainable farmers?

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



Among the brands that accompany the sustainable farmers below, which one do you know?

BRAND HEALTH CHECK

BRAND RESONANCE PYRAMID

High Brand Loyalty

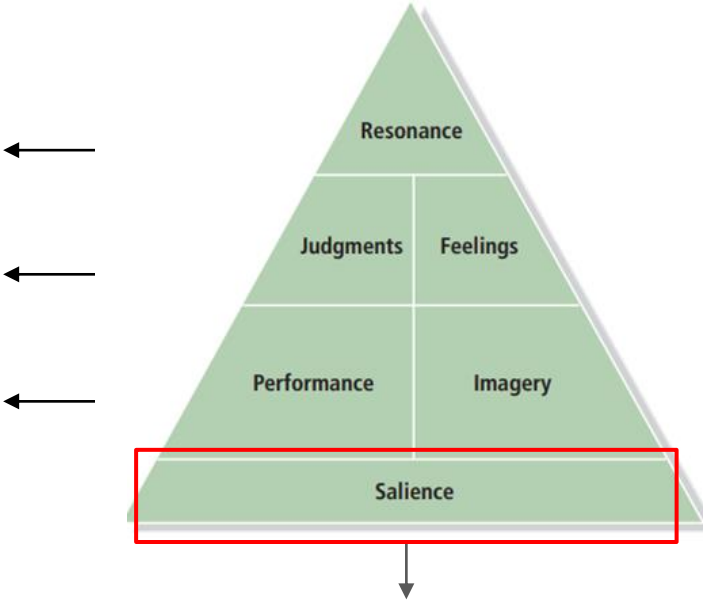
High repetition purchase rate and recommendation rate

Safety and healthy products

The products have clear origin and also good for their health

Natural nuts products from the farmer

Produce all-natural bean products
Accompanying farmers to cultivate



Conscious consumer

Consumers with health and social concerns

Transparency and Social Responsibility

Transparent in the production process and product origin.
Responsible for social development

Low Brand Awareness

Đạt Foods has low brand awareness when it come to brands that cooperate with farmer

OBJECTIVES

CAMPAIGN OBJECTIVE

Raise Brand Awareness

COMMUNICATION OBJECTIVES

AWARENESS

INCREASE THE AWARENESS
OF ĐẠT FOODS AMONG
TARGET AUDIENCE AS A
SOCIAL IMPACT ENTERPRISE
COOPERATE WITH FARMERS
TO RAISE NUTS.

EMOTION

CREATE A POSITIVE
IMPRESSION OF
AUDIENCES TOWARDS
ĐẠT FOODS.

ACTION

TRIGGER TA TO
PARTICIPATE IN THE
CAMPAIGN ACTIVITIES.

AWARENESS

Get a total of **220,000 reach** (reach, views) in the campaign

Get a total of **3,200 engagements**
(including likes, share, comment, 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

TARGET AUDIENCE

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.

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.

Media Behavior

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



TARGET AUDIENCE RESEARCH

We conducted a **SURVEY** with 180 respondents and an **IN-DEPTH INTERVIEW** with 11 respondents

TRUTH 1

Consumers are having more attention to social values that contribute to farmers and the environment in their purchasing process.

TRUTH 2

Products origin & quality are always customer's top purchasing priorities.



CONSUMER TENSION

When purchasing, not only do I prioritize the origin and quality of products, but I also consider social values that brands are contributing to the community and environment.



OPPORTUNITY FOR APPROACH

Đạt Foods cooperate with **APPROACH** to help improve their income, thereby improving the quality of their products and also the environment.

STRATEGIC APPROACH

3 STRATEGIC PRIORITIES OF ĐẠT FOODS

The brand purpose
WHY WE DO

FOR SUSTAINABLE COMMUNITIES

For both the farmer and
consumer community
sustainable development.

Distinctiveness
HOW WE DO

DISTINCTIVENESS IN THE STARTING POINT

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 consumer
WHAT WE DO

TRULY NATURAL AND TRANSPARENT

The natural quality and
transparent origin is what
we offer for consumer
directly through the
products.

**BRAND VALUES NEEDS TO BE STRENGTHEN
IN THE BRANDING CAMPAIGN**



Campaign proposition

From the nuts, for the communities

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

04

CREATIVE IDEA



CONCEPT

Gieo mầm hạt nhỏ Thu niềm vui chung

Key message: Đạt Food's happiness is when planting a peanut makes the farmer happy with their current job and they end up making happy foods that make consumers happy. All create a happy cycle.

FRAMEWORK

Phases	Awareness (09/02/2023 - 01/03/2023)	Engagement (02/03/2023 - 15/03/2023)	Action (23/03/2023 - 05/04/2023)
Objective	Catch the attention of the target audience because Đạt Foods is interesting and relevant	Make the target audience better understand the values of Đạt Foods	Make the target audience believe in Đạt Foods's values.
Key message	Đạt Foods is here to bring you interesting knowledge of peanut that is helpful in your everyday life	Đạt Foods tells you the story behind the peanut butter you consume everyday	Đạt Foods lets you witness their operation, where it all begins, with transparency and excitement
Key hooks	Photo Albums	Video: Brand Manifesto	Event: Farm Excursion
Supporting tactics		Mini-game Event Registration Offline Event Promotion	Media Partnership
Always-on	Social Media Posts		
	Community Seeding		
	Paid Media (Facebook Ads)		

05

SOCIAL MEDIA



SOCIAL MEDIA / Content Pillar

	Product	Knowledge	Process	Branding
Description	Product posts emphasize the reason to believe of the product	Show the benefits of eating peanut 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
Example	<ul style="list-style-type: none">- The amount of salt in Đạt Foods peanut butter	<ul style="list-style-type: none">- Peanut butter is boost-mood food- Peanut is a legume not a kind of nut	<ul style="list-style-type: none">- The process of harvesting- Peanut butter making in the factory	<ul style="list-style-type: none">- Ms. Hai - the first farmer to associate with Đạt Foods- 5 core values of Đạt Foods toward customers

SOCIAL MEDIA / Social Posts

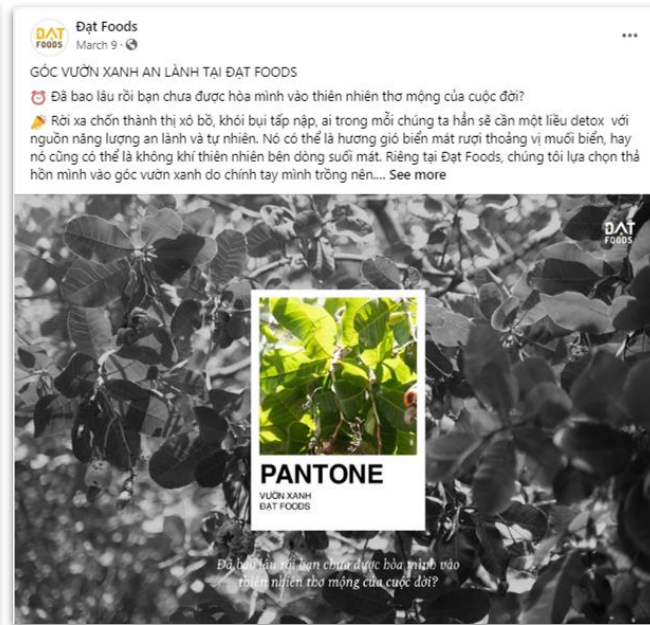
Products Contents



Product Contents on Đạt Foods Facebook page

SOCIAL MEDIA / Social Posts

Entertaining Contents



Entertaining Contents on Đạt Foods Facebook page

SOCIAL MEDIA / Social Posts

Branding Contents



Branding Contents on Đạt Foods Facebook page

06

**PHOTO
ALBUM**



PHOTO ALBUM / Output

Đậu nhỏ đi đâu Niềm vui theo đấy

Where there's peanuts,
there's happiness



07

THE BRAND MANIFESTO VIDEO



SUMMARY

Name: “Gieo Mầm Hạt Nhỏ, Thu Niềm Vui Chung
- Đạt Foods Brand Manifesto Video

Genre: Brand Manifesto Video

Duration: 1 minute 30 seconds.

Objective: To convey the story of Đạt Foods comprehensively, concisely and relatable to the audience

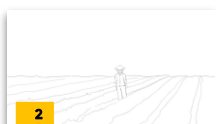
Mood & Tone: Natural, Positive, Uplifting



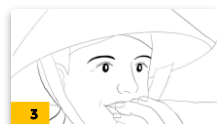
SHOOTING BOARD SUMMARY



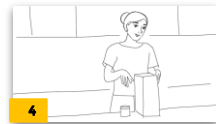
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VO: Niềm vui trong đời không tự nhiên mà đến



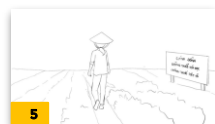
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VO: Mà chúng đến từ "hạt đậu ngọt" được kết từ hành động của chúng ta



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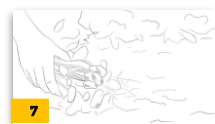
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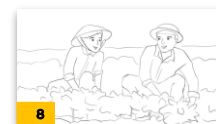
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VO: Là có thể thấy thiên nhiên vẫn ấm măm sự sống



6



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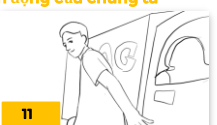
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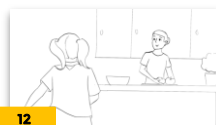
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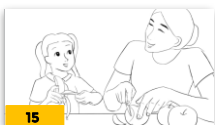
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13
VO: Niềm vui là được thấy người làm nông có thể tiếp tục an tâm với công việc của mình



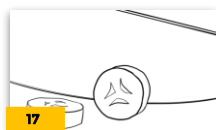
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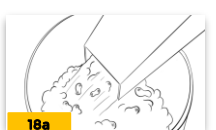
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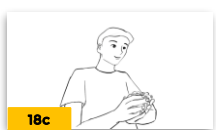
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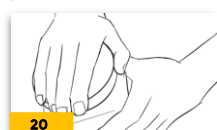
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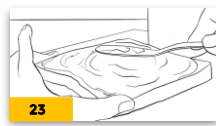
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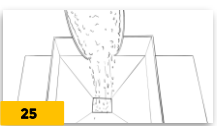
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VO: Là có thể thấy bữa ăn mọi người ngon lành và vẹn toàn dinh dưỡng



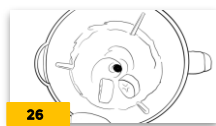
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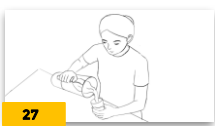
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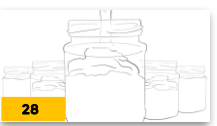
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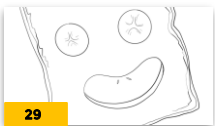
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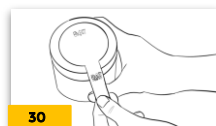
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VO: bằng những mẻ đậu chất lượng và hoàn toàn tự nhiên.



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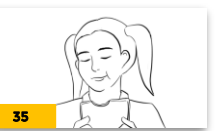
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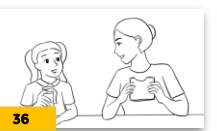
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34



35
VO: Là có thể thấy niềm vui của mọi người luôn có Đạt Foods đồng hành.



36



37
VO: Tất cả tạo nên vòng tròn bền vững, nơi niềm vui như được gieo lớn trên cánh đồng bất tận



38

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



39



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41a



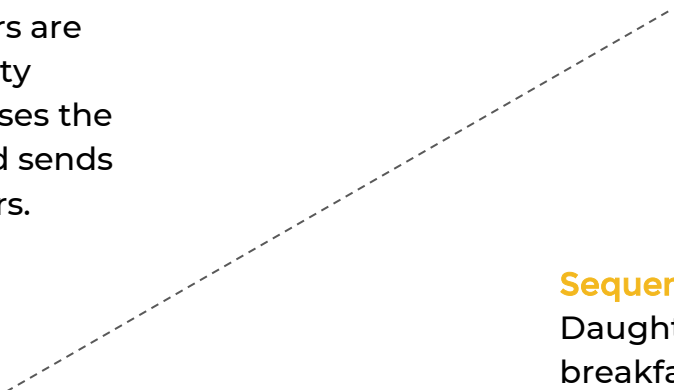
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VO: Là gieo thuận tự nhiên những hạt măm đậu nhỏ

THE IDEA

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

Sequence 1: Happy farmers are happily harvesting a quality peanut. Đạt Foods processes the batch wholeheartedly and sends the outcome to consumers.



Sequence 2: The Mother and Daughter are preparing their breakfast on weekends with joy and laughs as it is a cherishable family moment.

STORYBOARD



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



2. WS - Cảnh toàn thể hiện 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, thể hiện được cả bịch sandwich và người mẹ ở background

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

STORYBOARD



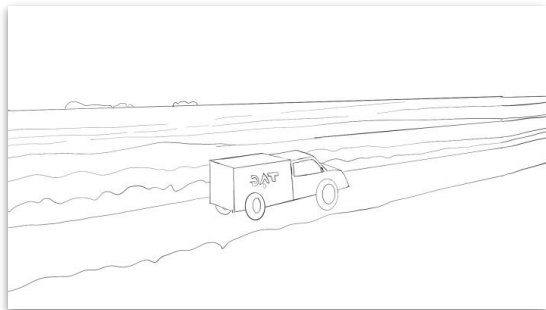
7. MCU - Bàn tay nông dân nhổ cây đậu phộng lên



8. MWS - Direct Shot- Hai người nông dân đang ngồi nhổ đậu rồi quay sang nhìn nhau cười hạnh phúc



9. CU - Cận cảnh tay hai người nông dân lật đậu



10. UW - Xe tải Đạt Foods đến nông trại.



11. MS - Anh Đạt Foods xuống xe, cười hạnh phúc quay lại đóng cửa xe



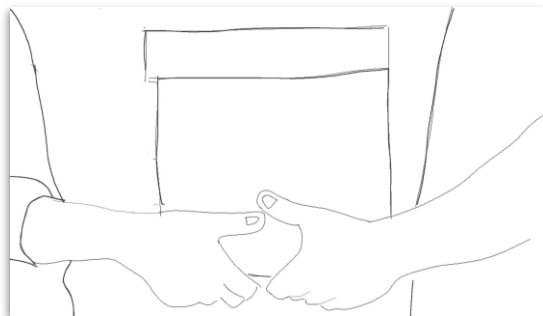
12. MS - BackShot- Con bé mặc đồ học sinh chạy vào bếp để chuẩn bị ăn sáng

VO: Niềm vui là được thấy

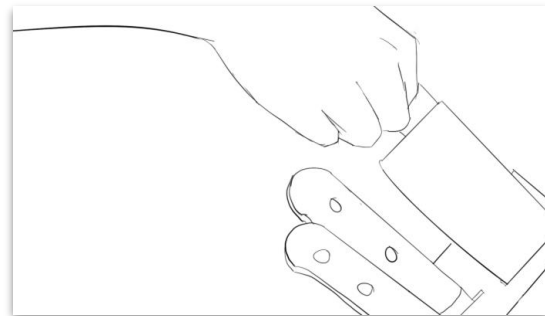
STORYBOARD



13. MS- Anh Đạt và cô nông dân chuyển thùng hàng lên trên xe máy kéo



14. MCU- Cận cảnh tay 2 người chuyển nhau khay/thùng đựng dưa chưa được tước để đỡ lên xe hàng , rút từ phải qua trái



15. MCU- Bàn tay mẹ lấy dao gọt trái cây ra

VO: người làm nông có thể tiếp tục an tâm với công việc của mình



16. MS- 60 độ- Mẹ đang cắt táo



17. MS- 60 độ- Con đang lột chuối



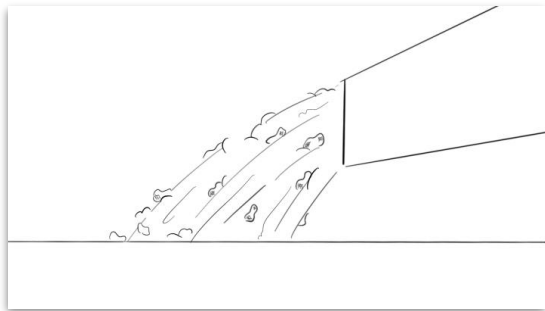
18. CU- 60 độ- Mẹ cắt táo

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

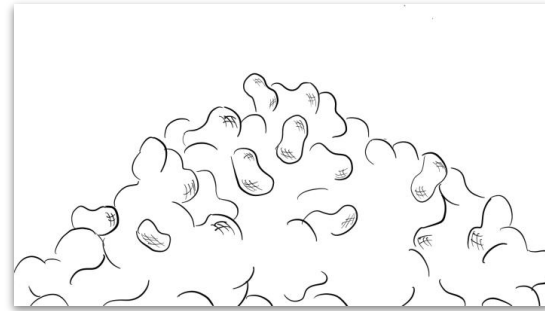
STORYBOARD



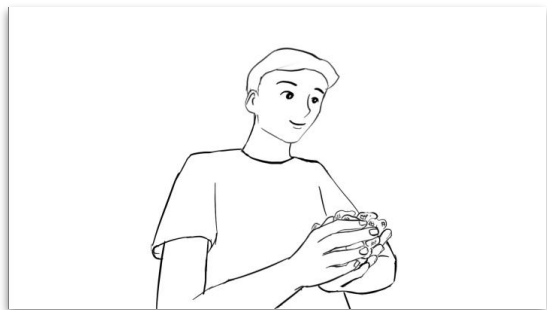
19. CU - Mẹ cắt chuối



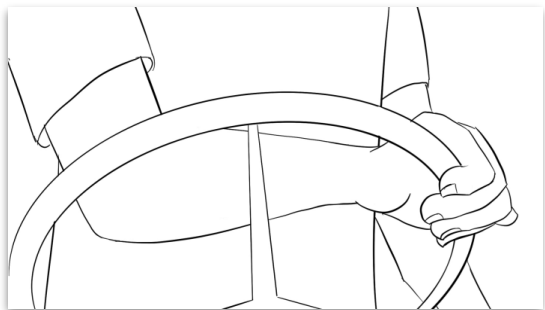
20a. MCU - Eyelevel - 45 độ- Máy tuốt hạt bắt đầu phun hạt ra



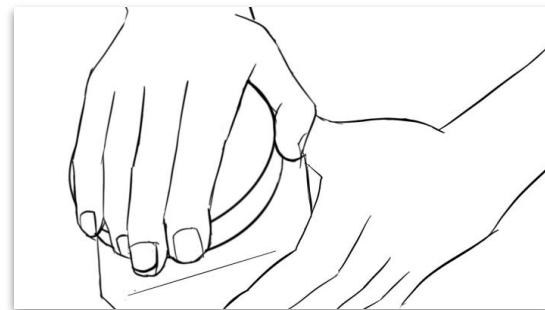
20b. MS - Pan qua trái- Trái đậu phộng được tuốt- Hạt đậu phộng được trải ra trên tấm bạt



20c. MCU - A ĐF đậu phộng cầm một nắm lên và nhìn hài lòng

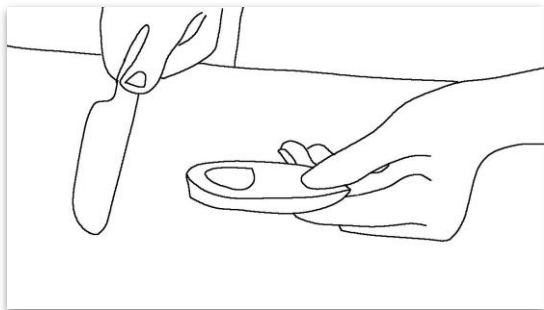


21. MCU - 45 độ- Anh Đạt Foods đánh tay lái



22. CU- Con bé mở hũ bơ đậu phộng

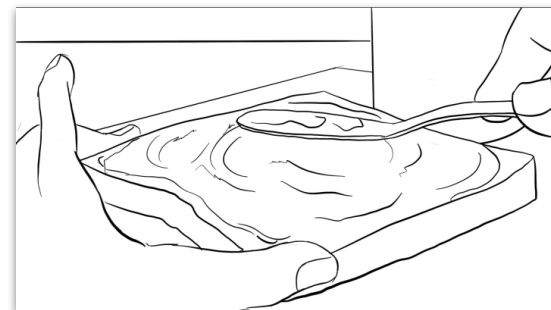
STORYBOARD



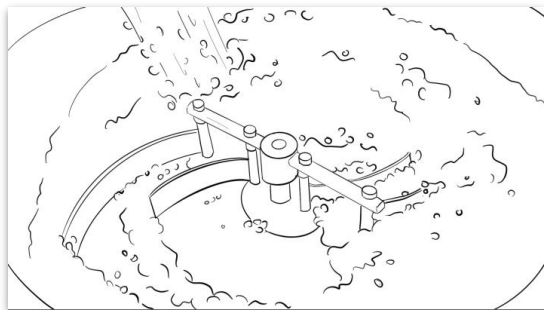
23. MCU - 45 độ- Tay con bé đều đều trét bơ tròn đều ra miếng táo



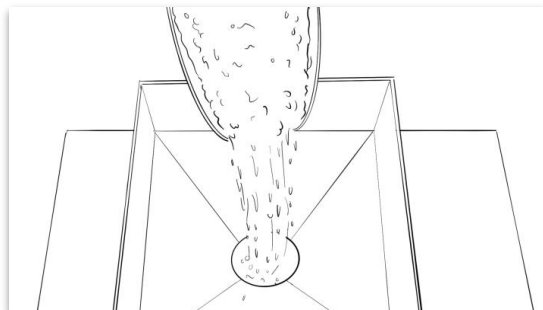
24. MS - 60 độ-Con dứt cho mẹ miếng táo có bơ



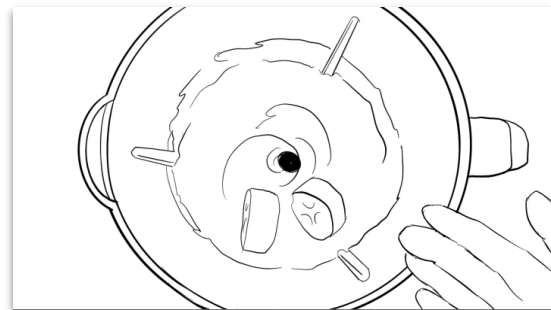
25. MCU - 45 độ- Tay con bé đều đều trét bơ tròn đều ra miếng bánh mì



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



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



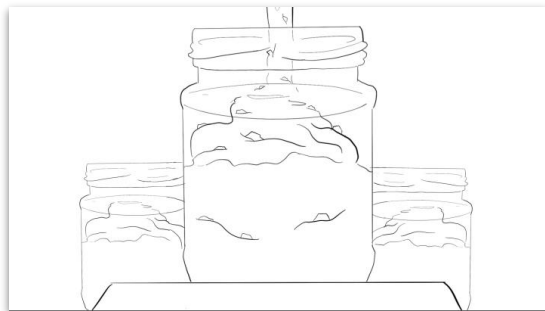
28. MCU - Top Shot- Máy xay sinh tố được bật, nguyên liệu được xay

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

STORYBOARD



29. MCU - Chếch lên trái 60 độ-
Mẹ đổ sinh tố ra ly



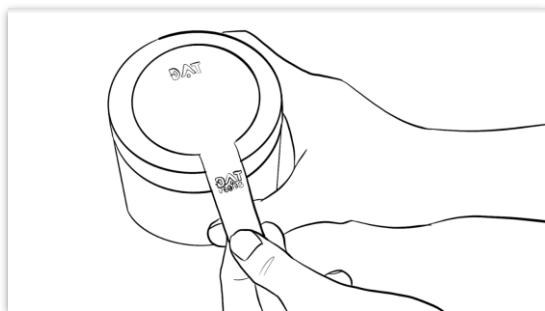
30. CU - Hũ bơ được fill đầy chóc



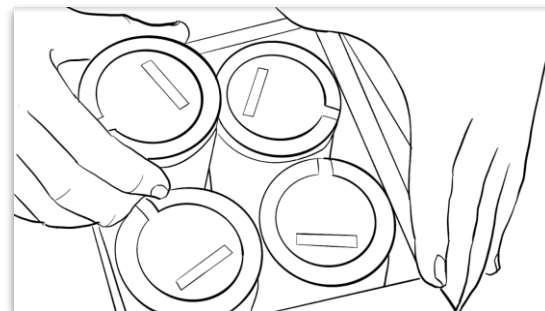
31. MCU - Top Shot- 90 độ- Con bé
dán miếng táo lên sandwich tạo
thành mặt cười



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

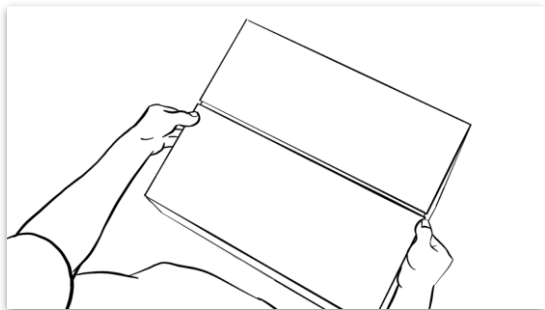


33. MCU - Ngang- Ngón tay miết ngang
dán label ft "Bơ đậu phộng mật ong,
hình trái đậu"

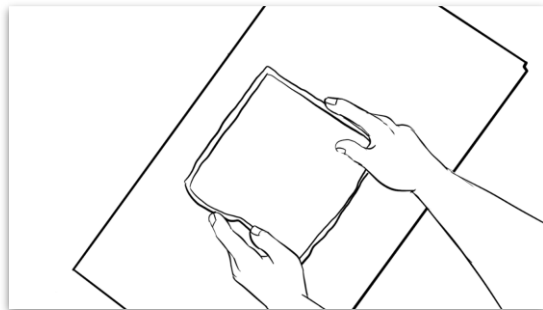


34. MCU - Top Shot-Đặt hũ bơ vào
thùng

STORYBOARD



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

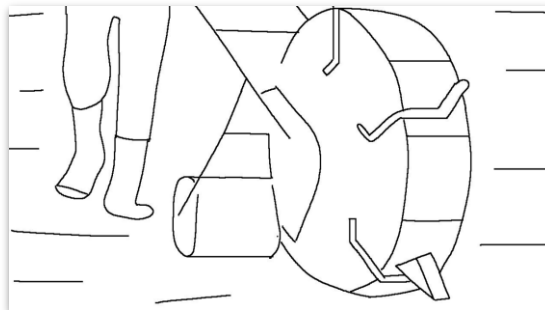
VO: Là có thể thấy niềm vui của mọi người luôn có Đạt Foods đồng hành.



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



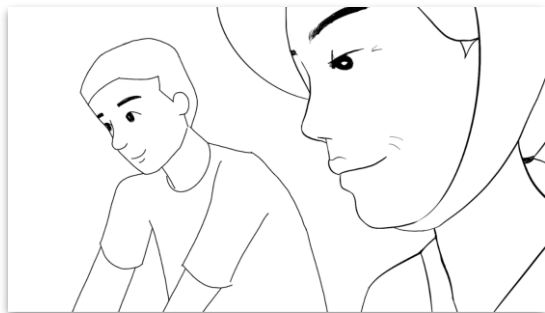
39. MWS-Backshot- Nông dân đi trên cánh đồng của mình



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

STORYBOARD



39. MWS - Side Shot- Pan qua phải
thấy a Đạt Foods 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 Đạt Foods



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

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

MOODBOARD



#E3C09F

#475920

#92A649

#BF7D56

#0A424E



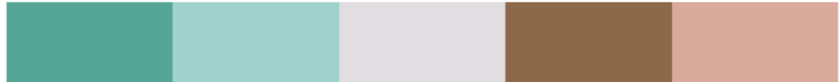
#6DA637

#B6B7A

#D9D9D9

#8A322E

#F78AB



#56A877

#A0DCEB

#E2DCE1

#8C99A4

#D9ABA

Scenario 1: The Farm

Film Set



Miss Hai's Farm

Scenario 1: The Farm

Key Props



Pickaxe



Peanut Basket



Seeding Machine



Peanuts



Agrimotor

Scenario 1: The Farm

Props



Conical Hat



Field's Sign



Peanut Tree



Little Peanut Tree



Peanut Thresher Machine

Scenario 2: The Factory

Film Set



The Factory

Scenario 2: The Factory

Key Props



Peanut Cooling Machine



Peanut Butter
Crusher Machine



Unlabeled 210g
Peanut Butter Jar



Half - Labeled
Peanut Butter Jar



Labeled Peanut
Butter Jar



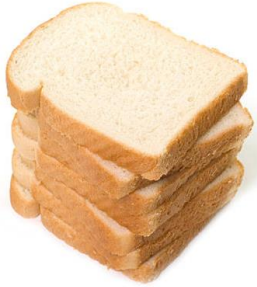
Carton Box

Scenario 3: The House



Scenario 3: In-House

Key Props



Stack of Sandwich



Blender



Fruit Knife



Đạt Foods 570g



Trái Táo



Trái Chuối

Scenario 3: In-House Props



Knife



Smoothie Glass



Spice Jars



Chopping Board



Dat Foods Peanut Oil
250ml



Paper Bag

Gear List

Camera Pack

No	Item	Quantity	Type Of Lending	In Charge
CAMERA PACK				
1	Sony a7S3	1	Rent	Binh + Phong
2	Canon 750D	1	Borrow	Binh + Phong
3	Sony Battery (Ravpower FZ100)	4	Rent	Binh + Phong
4	Canon Battery Charger	1	Borrow	Binh + Phong
5	Ravpower-FZ100 Battery charger	2	Rent	Binh + Phong
6	Smallrig cage for Sony a7S3	1	Rent	Binh + Phong
7	Lens Sony Carl Zeiss Vario Sonnar T* 55 f1.8	1	Rent	Binh + Phong
8	Lens Tamron 28 - 75 F2.8	1	Rent	Binh + Phong
9	Lens Canon 18-55mm f 4.0-5.6	1	Borrow	Binh + Phong
10	Lens Canon 50mm f1.8	1	Borrow	Binh + Phong
11	Monitor Set	1	Rent	Binh + Phong
12	Dana Dolly 2.5m	1	Rent	Binh + Phong
13	Monitor mount	1	Rent	Binh + Phong
14	SD Card (128GB)	2	Borrow	Binh + Phong
15	SD Card (64GB)	1	Borrow	Binh + Phong
16	SD card (64GB)	1	Borrow	Binh + Phong
17	Camera Mount on Kupo	1	Borrow	Binh + Phong
18	HDMI cable (Fullsize-HDMI)	2	Borrow	Binh + Phong
19	ND Filter for lens 67, 49mm	1	Rent	Binh + Phong
20	Tripod	1	Borrow	Binh + Phong
21	Flycam	1	Borrow	Binh + Phong
22	Hard disk 1TB+2TB	2	Borrow	Binh + Phong

Gear List

Lighting Pack

No	Item	Quantity	Type Of Lending	In Charge
LIGHTING PACK				
1	Godox SL60W	1	Borrow	Binh + Phong
2	Yongnuo LED YN600L II Pro + Lightstand	2	Borrow	Binh + Phong
3	Nice Foto SL600A	1	Borrow	Binh + Phong
4	Aperture P300c	2	Rent	Binh + Phong
5	Amaran 200x	2	Rent	Binh + Phong
6	Aputure LS 600d Pro	2	Rent	Binh + Phong
7	Nanlite PavoTube 15C + Ballat	2	Rent	Binh + Phong
8	5in1 Reflector	1	Borrow	Binh + Phong
9	Pin đèn Yongnuo F790	6	Borrow	Binh + Phong
10	Nice Foto Parabolic Softbox	1	Borrow	Binh + Phong
11	Softbox+Grid for Aperture P300c	2	Rent	Binh + Phong
12	Nanlite Fresnel	2	Borrow	Binh + Phong
13	Black Flag	2	Rent	Binh + Phong
14	White Seal	6	Rent	Binh + Phong
15	Reflector	2	Rent	Binh + Phong
16	Lightstand 750 + Kupo	12	Rent	Binh + Phong
17	Sandbag	10	Rent	Binh + Phong

Day 1+2

STRIPBOARD · "ĐẶT FOODS BRAND MANIFESTO VIDEO" DAY 2

SHOOTING DAY 2
25/02/2023

LOCATION: ĐẶT FOODS FARM (<https://goo.gl/maps/ABW5Zi4gJfQaRKxb6>)

ONSET: 6:00AM
ROLLING TIME: 7:00AM

Production Team: 02:00PM
Actors: 02:30PM

No	Time	SHOT	SCENE HEADING	DAY / NIGHT	CAST	SHOOTING LOCATION	EST. SHOOT TIME
1	15:00 - 16:30	10	Cảnh đặt (FLYCAM) máy cây chạy tới, thấy được vườn đậu + đường đất	DAY	anh Đạt	Farm cổ Hai	1 hour 30 minutes

WRAP UP

CASTING

Main Talent | Đạt Foods Staff



Đạt Foods Staff - Mr. Trần Đăng Đạt

CASTING

Main Talent | The Farmer



The Farmer - Miss Hai

CASTING

Main Talent | The Mother



The Mother - Miss Thủy

CASTING

Main Talent | The Daughter



The Daughter - Quỳnh Anh

CASTING

Extra



Đất Foods Staff - Miss Hạnh



The Farmer - Mr. Linh



The Farmer- Miss Út

PRODUCTION TIMELINE

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	
Pre-Pro							
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 bất tất cả trước khi quay	SHOOTING DAY 1 (Farm)		SHOOTING DAY 2 (Flycam in Farm)		
Pre-Pro							
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)		
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)	
Voices Over Recording (Thu voice)		Prez Color Grade (Chốt màu video)	Prez Online (Chốt âm thanh, hiệu ứng, subtitle)	Master File			
		Color Grade Approval					
WEEK 5 (Engagement + Action)							
Mon (13/3)	Tue (14/3)	Wed (15/3)	Thu (16/3)	Fri (17/3)	Sat (18/3)	Sun (19/3)	
On Air: Brand Manifesto Video							

FINAL OUTPUT



Please click [HERE](#)

08

EVENT



EVENT INFORMATION

Purpose:

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

KPI: 60 participants

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.

Ticket Fee (without transportation):

- Adult: 260.000 VNĐ
- Kid (from 3 years old to 12 years old): 160.000 VNĐ



The poster features a background image of two people wearing traditional Vietnamese conical hats (nón lá) and smiling while working in a field of green plants. The text is overlaid on this image.

DAT FOODS

CHUYẾN THĂM NÔNG TRẠI

DẠT FOODS

Trải Nghiệm Nông Nghiệp
Trải Nghiệm Sản Xuất
Thưởng Thức Thực Phẩm Tự Nhiên

Giá vé*: Thường: 260.000 VNĐ/Người Trẻ em: 160.000 VNĐ/Đẻ**	Thời gian: 14:15 - 17:45 Thứ Bảy 01.04.2023 hoặc Chủ Nhật 02.04.2023	Địa chỉ nông trại: Số 4, Đường 217, X. Hoà Phú, H. Củ Chi, Tp. HCM
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Đăng Ký Tại Đây!

090.7458.682

Dạt Foods

datfoods.vn

QR Code

*Giá vé chưa bao gồm phí xe đưa đón.
**Giá vé trẻ em dành cho trẻ từ 36 tháng đến 12 tuổi.
Chương trình chỉ dành cho trẻ trên 36 tháng tuổi.

ONLINE PROMOTION / Community Seeding

Type of groups

- Residents community group
- Kids outing location
- Raising children
- Reviews, place to check in
- Travel groups

Purpose

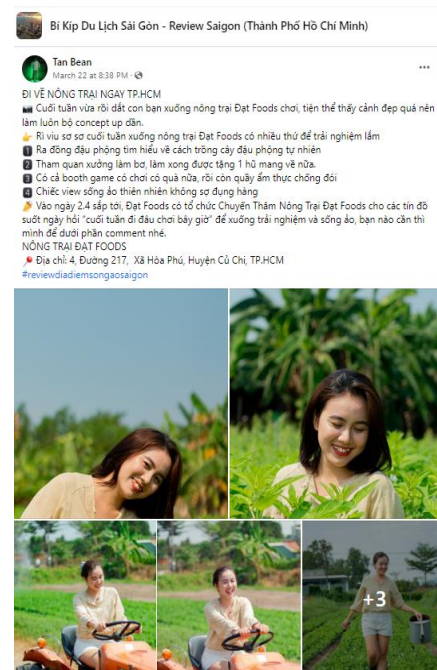
Get attention of potential target audience to aware more about the excursion.

Angles

- Ideal family outing spot
- Hang out space with picturesque view



Angle no.1: Ideal family outing spot



Angle no.2: Hang out space with picturesque view

ONLINE PROMOTION / Media Partnership

A Little Bit
3d · 🌱

Bạn ơi tháng 4 này mình có hẹn với NÔNG TRẠI XANH ĐẠT FOODS.

Đạt Foods tổ chức Chuyến đi thăm nông trại xanh Đạt 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... See more

ĐẠT FOODS

CHUYẾN THĂM NÔNG TRẠI ĐẠT 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/8t**

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

☎️ 090.7458.682
📍 Đạt Foods
🌐 datfoods.vn

Đăng Ký Tại Đây!



Seed Planter
March 22 at 10:05 PM · 🌱

[HỖ TRỢ TRUYỀN THÔNG]

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

Seed Planter rất vui khi được hỗ trợ **Đạt Foods** để giới thiệu chuyến "du lịch về vườn" vô 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 Đạt Foods" ngay nhé! ... See more

ĐẠT FOODS

CHUYẾN THĂM NÔNG TRẠI ĐẠT 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/8t**

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

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

☎️ 090.7458.682
📍 Đạt Foods
🌐 datfoods.vn

Đăng Ký Tại Đây!








HAPPI OHA
4d · 🌱

🌱 CÙNG HAPPI 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 Đạt 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 đư... See more



Media partnership with A Little Bit, Seed Planter and Happi Oha

OFFLINE PROMOTION / Fair Exhibition

Description

Đạt Foods places their booth at multiple expo/fair that expose to attract the target audience.

Purpose

To spread awareness about the event and have the opportunity to engage better with the audience.

Number of distributed poster: 230



Đạt Foods booths at **Thao Dien Square Fair** and **Kermesse de la Francophonie Fair 2023**

OFFLINE PROMOTION / Agent Supporting

Description

The agents support Đạt Foods in delivering event posters to buyers in their purchasing process.

Purpose

To spread awareness about the event.

Rationale

The target consumer of these agent is similar to Đạt Foods target audiences.

Number of distributed poster: 370



EVENT AGENDA

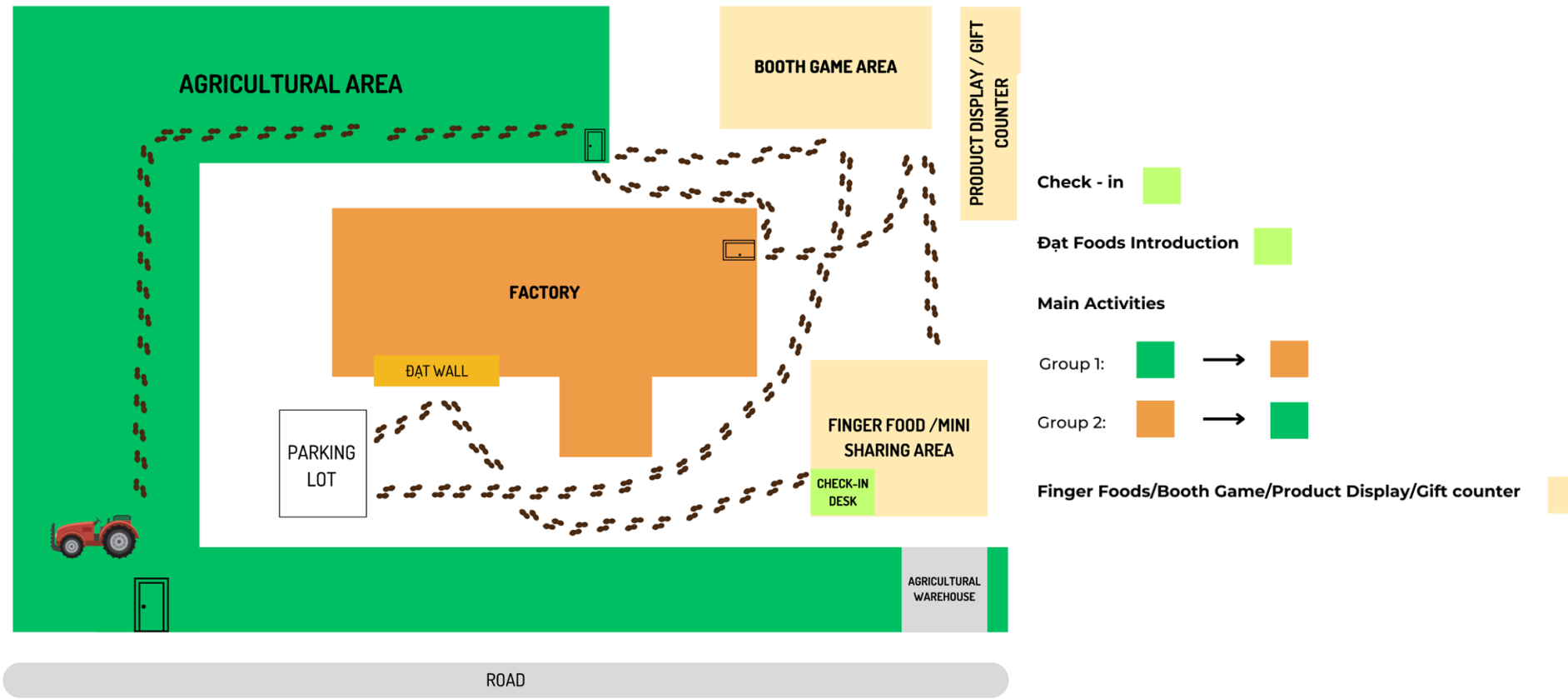
TIME	DETAILS
14:00	Check-in
14:15	Đạt Foods Introduction
14:30 - 16:30	<ul style="list-style-type: none">- Agriculture experiences- Production experience
16:30	Mini sharing about 2 experiences
16:45	<ul style="list-style-type: none">- Booth game- Finger Foods- Product Display
17:30	Photographing Section at the Art Wall
17:45	End of event

EVENT FLOW

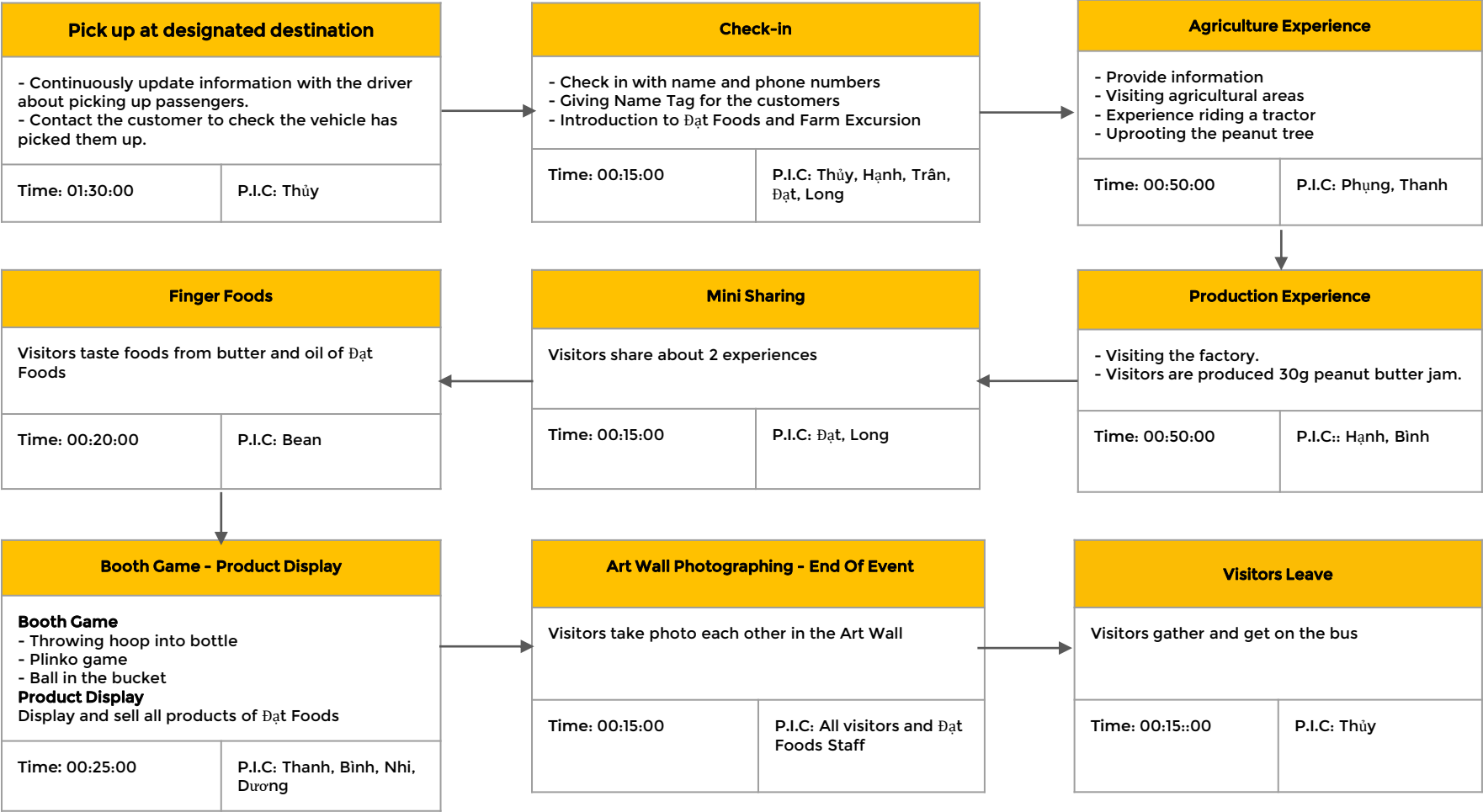
STT	Time	Duration		Detailed
1	08:00	00:45	Preparation	- Core team focus - Set up the product display area - Set up table area finger foods. - Prepare ingredients for finger foods
2	08:45	00:15		-Still prepare ingredients for finger foods
3	09:00	00:30		- collaborators gather - Pray - Distributing Đat Foods shirt - Breakfast
4	09:30	02:30		- Rehearse all position - Sound check, technical check - Make finger foods
5	12:00	01:00		- Lunch break
6	13:00	00:30		- Prepare the check-in area - Stabilize personnel position - Review the job description
7	13:30	00:45	Open for guest	- 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	- Prepare hats and boots for farming experience - Prepare coat, hat,... for production experience
9	14:30	00:05		- Support Mr. Dat to divide the team for guests

10	14:35	00:10	Turn no.1	- Move guests to the experience location - Let guests do the procedures of the experience (wearing hats, boots, ...)
11	14:45	00:30		Stand by at the experience place
12	15:15	00:05		- 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	- 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

EVENT LAYOUT



EXPERIENCE JOURNEY



CHECK-IN



AGRICULTURE EXPERIENCE



PRODUCTION EXPERIENCE



MINI SHARING



FINGER FOODS



BOOTH GAME



PRODUCT DISPLAY



ART WALL PHOTOGRAPHING - END OF EVENT



RISK MANAGEMENT

RISK		PROBABILITY	SOLUTION/PREVENTION
Weather	Baking sun	High	- Check the weather forecast - Prepare hats, coats
	Rain	Medium	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	- Prepare medical kit - Assign a person who is in charge of taking the victim to the hospital
	Car sick	High	- Prepare antiemetic - Prepare small plastic bag
	Sunstroke	High	- Prepare hats for guests - Let guests sit in a cool, shaded area
	Food poisoning	Low	- 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	- 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 explosion	Low	Prepare evacuation plans in advance, fire equipment.
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

09

SUPPORTING TACTICS



SUPPORTING TACTICS / Minigame

Game rules

1. Like và Follow Facebook Page của Đạt Foods.
2. Like and watch the Brand Manifesto video and answer the question:

Which kinds of butter did it appear in the packaging scene.

1. Comment the answer below

Game prizes

1. 2 Quickest answer:
 - Ticket for the excursion
 - Voucher
 - Đạt Food's butter or oil
1. 10 Lucky answer
 - Đạt Food's butter or oil



SUPPORTING TACTICS / Minigame

Participants

250+

Organic shares

150

Reactions

351

SUPPORTING TACTICS / Community Seeding

Description

These group’s participants are interested in knowledge sharing content that might relate to health, diet and also motivational content.

Purpose

Get attention of potential target audience to aware more about peanut butter in general and Đạt Foods in particular.

Key talking points

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

Type of groups
Eat clean - healthy eating
Healthy lifestyle
Nut-based dishes
Organic foods
Kid raising
Yoga

EAT CLEAN - GIẢM CÂN LÀNH MẠNH

Minh Phan
March 3 at 5:03 PM · 🌱

BƠ ĐẬU PHỘNG KHÔNG NHIỀU MUỐI AI NGỜ NHIỀU MUỐI KHÔNG TƯỞNG

Bơ đậu phộng ngon, tiện trong việc eat clean như thế nào thì chắc mọi người cũng đều đã biết rồi. Nhưng anh chị cũng nên biết thêm về lượng muối có trong bơ đậu phộng để bảo vệ sức khỏe của mình tốt hơn

Anh chị chịu khó bấm vào từng hình cho dễ xem nhé
Em có để link tham khảo dưới bài viết cho anh chị xem thêm nữa cần

#hteatcleanfood #hteatclean

Muối giúp gia tăng hương vị cho bơ
Vị thế khiến ta quên rằng
ta vẫn đang tiêu thụ muối

Bơ đậu phộng
tương ít muối nhưng lại
nhiều không tưởng

Lượng muối trung bình trong
1 muỗng bơ đậu phộng

Brand	Jif	Peanut Butter	Kraft	Santitas	On the Border
1 muỗng muối tương đương bình quân là:	37.5mg	25.8mg	33mg	40mg	
1 muỗng muối < trong tương đương bình quân	187.5mg	128mg	165mg	200mg	

1 ngày chỉ nên tiêu thụ
1500mg muối (Hợp Hiệp Việt Nam)

Minh Phan
· Hôm qua lúc 18:23 · 🌱

BƠ ĐẬU PHỘNG TƯƠNG KHÔNG NHIỀU MUỐI AI NGỜ NHIỀU MUỐI KHÔNG TƯỞNG

Bơ đậu phộng ngon, tiện, hỗ trợ nhiều trong việc eat clean và ăn chay như thế nào thì chắc mọi người cũng đều đã biết rồi. Nhưng anh chị cũng nên biết thêm về lượng muối có trong bơ đậu phộng để bảo vệ sức khỏe của mình tốt hơn

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1500mg muối (Hợp Hiệp Việt Nam)

Posts in “Ăn Chay Sài Gòn” and “Eat clean - Giảm cân lành mạnh” Community Groups

10

ADS PLANNING



FACEBOOK ADS PLANNING

ADS PLANNING					
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

11

FINANCE REPORT



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

Note: The cost above does not include VAT

12

EVALUATION

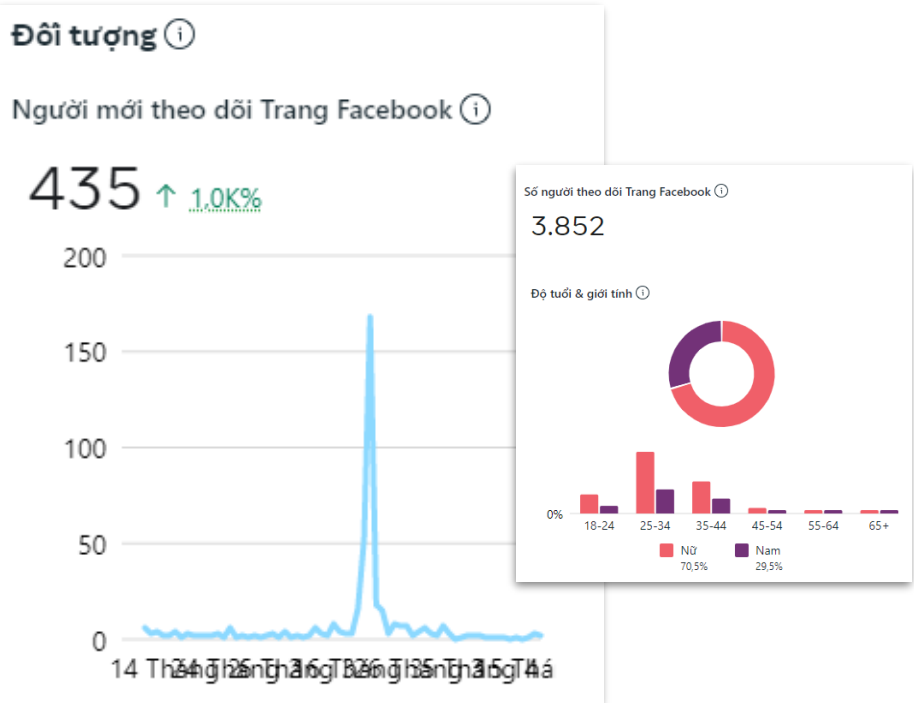


OVERALL CAMPAIGN PERFORMANCE / KPIs Achieved

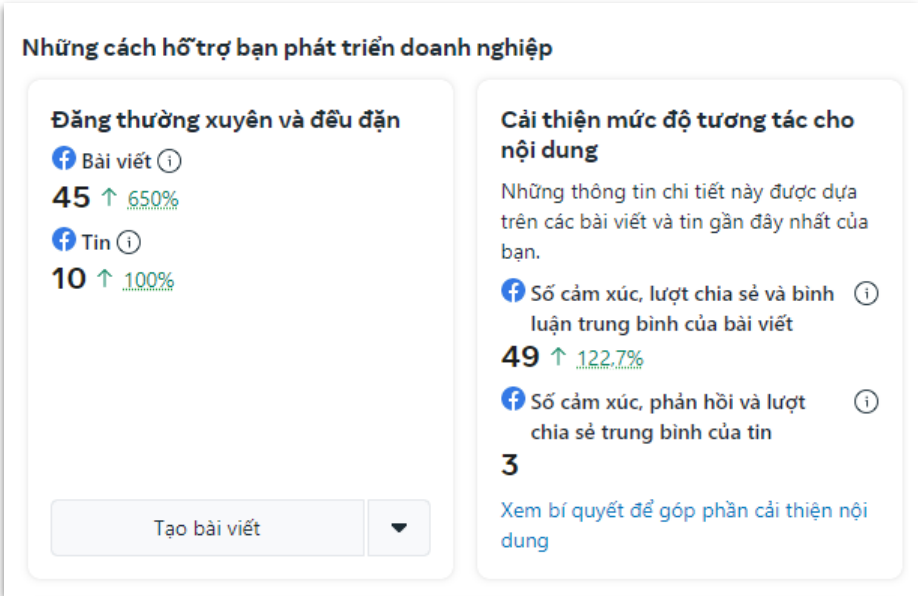
KPIs set			Achievement
Awareness	Reach	220.000	289.423
	Engagement	3,200	3.363
Emotion	Positive response in the campaign posts	80%	100%
	Positive response in the event	80%	93.6%
Action	Event registrations	120	120
	Event participants	60	67

OVERALL CAMPAIGN PERFORMANCE

Fanpage Performance



- New Facebook Page followers increased by 1,000%
- Most of the audiences is still females from 24 to 35 years old, living in Ho Chi Minh City.



- Post frequency improved by 650%
- Reel frequency improved by 100%
- Average engagement rate improved by 122.7%

39 image posts

2 video

4 reels

OVERALL CAMPAIGN PERFORMANCE / Facebook



OVERALL CAMPAIGN PERFORMANCE / Facebook

Reach
289.423

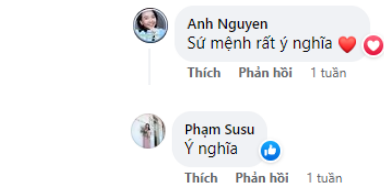
Engagement
3.363

OVERALL CAMPAIGN PERFORMANCE /

Comment Overview



Interacting comments



Target audience's comments on Video Post



Positive comments



Target audience's comments on Minigame

CAMPAIGN PERFORMANCE / Media Partner

Media Partner	Reach	Interaction
Organicfood.vn	96	10
Happi Oha	138	8
Seed Planter	782	77
A little bit	163	12
Total	1.179	107

BRAND MANIFESTO VIDEO / Performance

Reach
19.323

Views
7.389

Interactions
662

Reactions
504

Comments
74

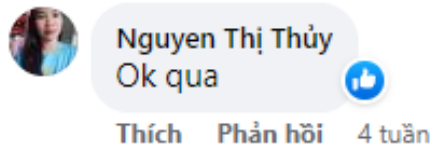
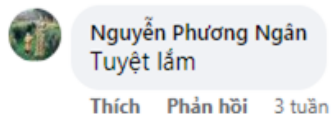
Shares
84

BRAND MANIFESTO VIDEO / Performance

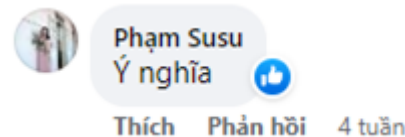
- 3 seconds-views: 6.495
- 15 seconds-views: 3.619



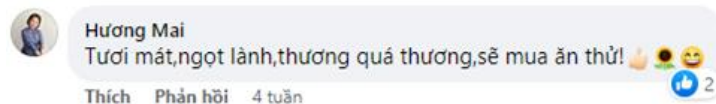
BRAND MANIFESTO VIDEO / Audiences reaction



Audiences show a positive attitude toward the brand manifesto video



They appreciate the brand value expressed in the video



And also talk about their own opinion of the product quality

Registrations

120

Participants

67

Positive Response

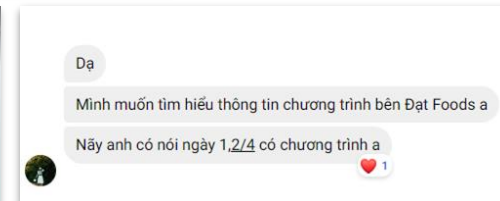
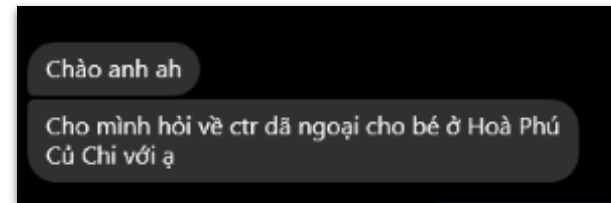
96,3%



EVENT / Audiences Attention



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



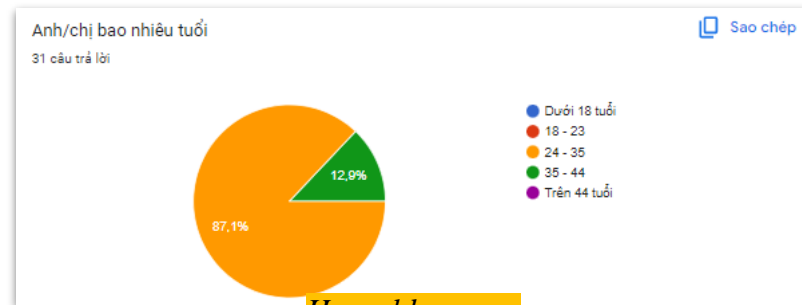
Audience messages asking about the event information and booking

EVENT / Participants

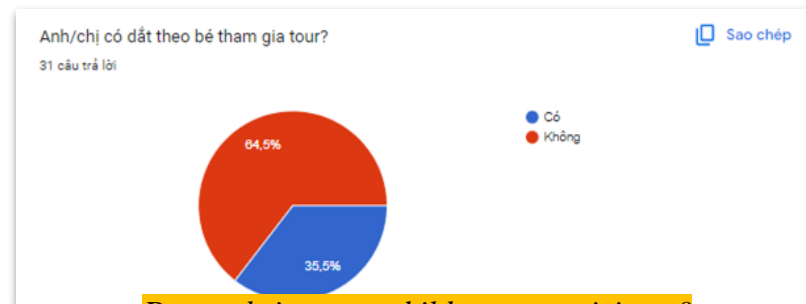
The number of attendees meeting standards in both KPIs and target

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.



How old are you



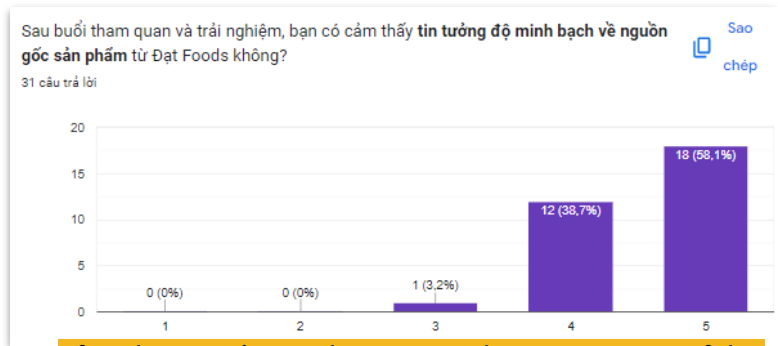
Do you bring your children to participate?

EVENT / Feedback Form

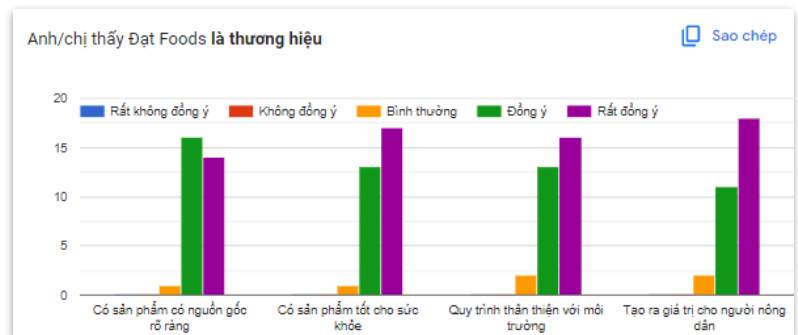
After the event, Đạt Foods successfully gained the customer's trust in the brand as well as its product and process.

96.8% of the participants feel that they believe in the quality and origin of Đạt Foods' products.

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.



After the experience, do you trust the transparency of the origin of Đạt Foods' products?



How do you think of Đạt Foods's values

13

FUTURE PLANS



FUTURE PLANS/ Upcoming Campaigns & Fairs



“Tích Điểm Xanh - Đổi Quà Xanh”
Glass Jar & Bottle Collecting Campaign



OCOP Representative Agricultural product
Fairs and Exhibitions 2023

THANK YOU!