

90%

**Gynecological
diseases**

2 minutes

60%

Being shy

20 **Cervical
cancer**

11 **Dead**

MEET OUR TEAM



Dr. Vũ Việt Nga
Supervisor



Phạm Thị Hải Yến
Content Production & HR Manager



Nguyễn Thu Thủy
Team Leader & Content Production



Hoàng Phương Nhi
Media Planner & Visual Design



Nguyễn Lưu Đức
Content Production & Risk Management



Lê Đỗ Nhật Anh
Media & Visual Design



CAPSTONE PROJECT

A JOURNEY TO HAPPINESS WITH "CHUYỆN CỦA BIM"

A COMMUNICATION CAMPAIGN FROM FPT UNIVERSITY STUDENTS



Supervisor: Dr. Vu Viet Nga

Project team: Fantastic 5

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- ➊ INTRODUCTION
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- ➍ MANAGEMENT PLANNING
- ➎ CAMPAIGN IMPLEMENTATION
- ➏ EVALUATION & RECOMMENDATION



① Introduction

Overview of "A Journey to happiness with
"Chuyện của Bim"



Vision

Spread a positive and create a space to share civilized knowledge on the topic of reproductive health for everyone, especially women

Mission

- Create an environment where everyone can learn and share accurate information about the female genitalia.
- Offer accurate knowledge about the female reproductive system for women to understand their bodies better and practice self-love and care.

Core values

- Accuracy
- Education
- Empathy and respect
- Motivation for change



**CHUYỆN
CỦA BÌM**



OVERVIEW INTRODUCTION

NAME OF CAPSTONE PROJECT

A journey to happiness with "Chuyện của Bim" -

A communication campaign from FPT University Students

CRITERIA

- SAFETY
- CORRECTNESS
- ACCURACY

EVENTS



SOCIAL MEDIA



REASONS TO CHOOSE THE TOPIC

1

FPT CORPORATION'S MOVEMENT

Chuyện của Bim desires to actively contribute to spreading and building a community that effectively embodies FPT's message of "Pursuing Happiness."



2

NOT ALL GENERATIONS ARE OPEN

Feel embarrassed when it comes to things that seem to be physiologically normal.



3

ALARMING STATISTICS OF DEADLY DISEASES

on the prevalence of gynecological cancer

5000 **cases/year**
women with
cervical
cancer

40% **of women**
feel
embarrassed

the terrible issue of infertility is growing

1M infertile and
infertile
couples

50% **of couples**
under the
age 30

OUR SOLUTIONS

"CHUYỆN CỦA BIM"

DETAILED PLANNING AND EXECUTION OF A MEDIA CAMPAIGN

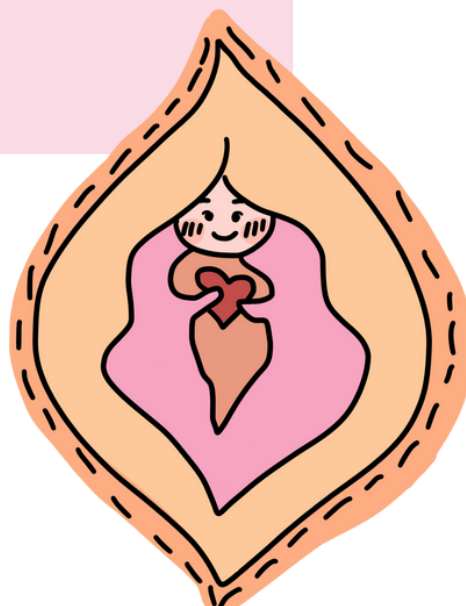
Necessary for Chuyện của Bim - a project that is starting the **process of branding and implementation**

Bringing **positive qualities** not only **physically** but also **mentally**

PERSONALIZED AN ANIMATED CHARACTER "BIM"

Cute, eye-catching style and a **youthful** and **friendly** tone; due to the platform's policies

Increase **brand recognition** for "Chuyện của Bim"



Sponsor and media cooperation

Expertise Sponsorship



**MSI Reproductive Choices
Vietnam**



Melonning



Financial Sponsorship



Tôi 20 - Twenties

Event cooperation



**Phòng Tư vấn Tâm lý ĐH FPT
Hà Nội - Cốc Kẽ**



I'm Nature



2

Research

Subject analysis and research objectives

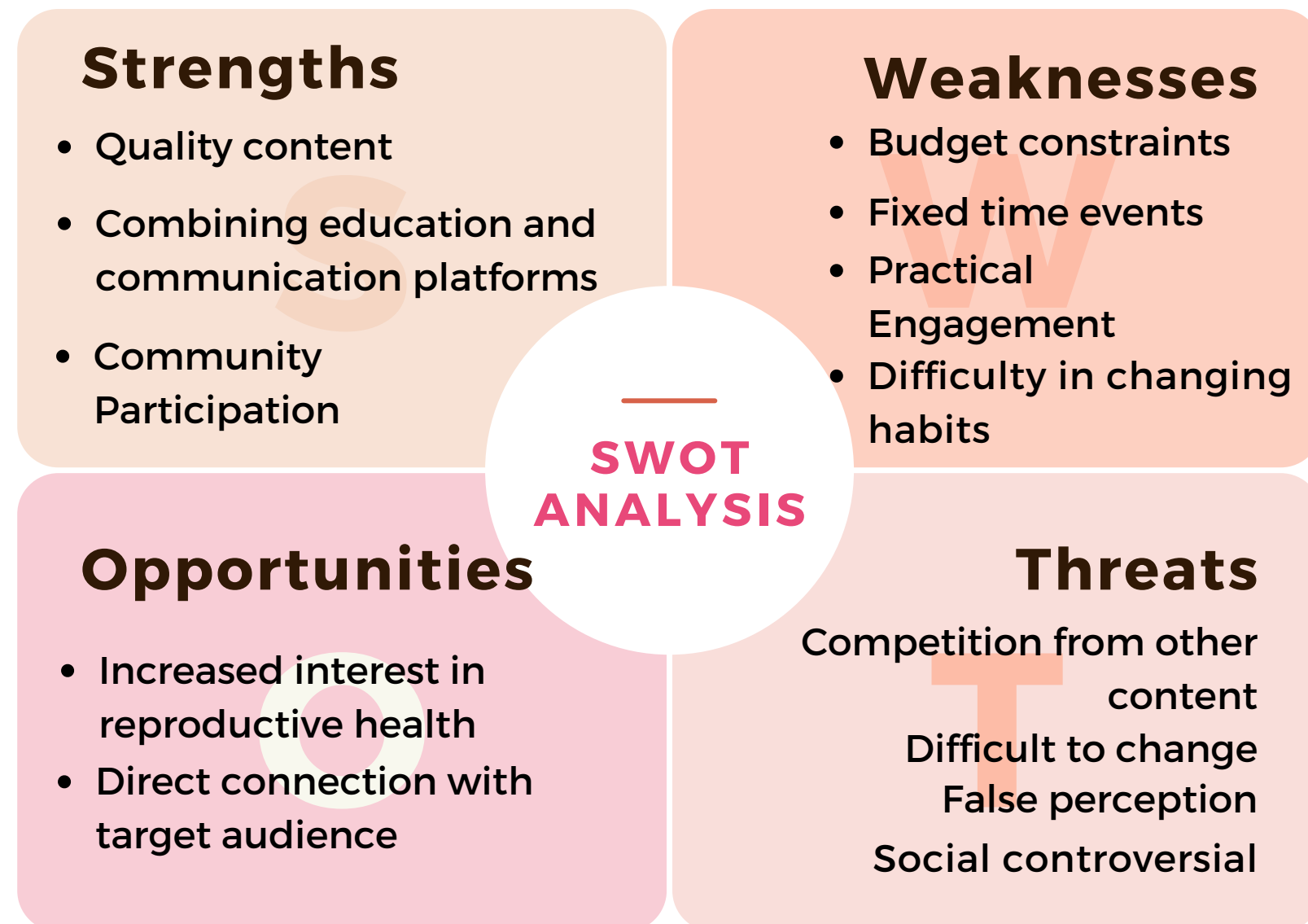
Research Methods

Target Audience Analysis

Media Channels Analysis

ABOUT

The project Chuyện của Bim



ABOUT

the topic
"Pursuing happiness"

CONCEPT



Pursuing happiness is searching for fulfillment and joy through constructive and enjoyable endeavors.



It is connected to the pursuit of life's meaning. You will feel pleased and as though your life has more meaning if you are aware of and actively pursuing your mission.



It helps us better understand the nature of happiness and how to create an environment that promotes happiness by improving quality of life through Chuyện của Bim as well as this campaign.

ISSUES

on sex education and reproductive health care in Vietnam

According to the Ministry of Health and the World Health Organization (WHO)

The rate of having sex
before the age of 14

3.51%
(2019)



1.45%
(2013)

According to Department of Maternal and Child Health

The number of abortions
at the age of 15 - 19 each year

300K - 400K

60-70%

are students

The risk of abortion at facilities has led to **significant health consequences**, such as **infertility & genital infections**.

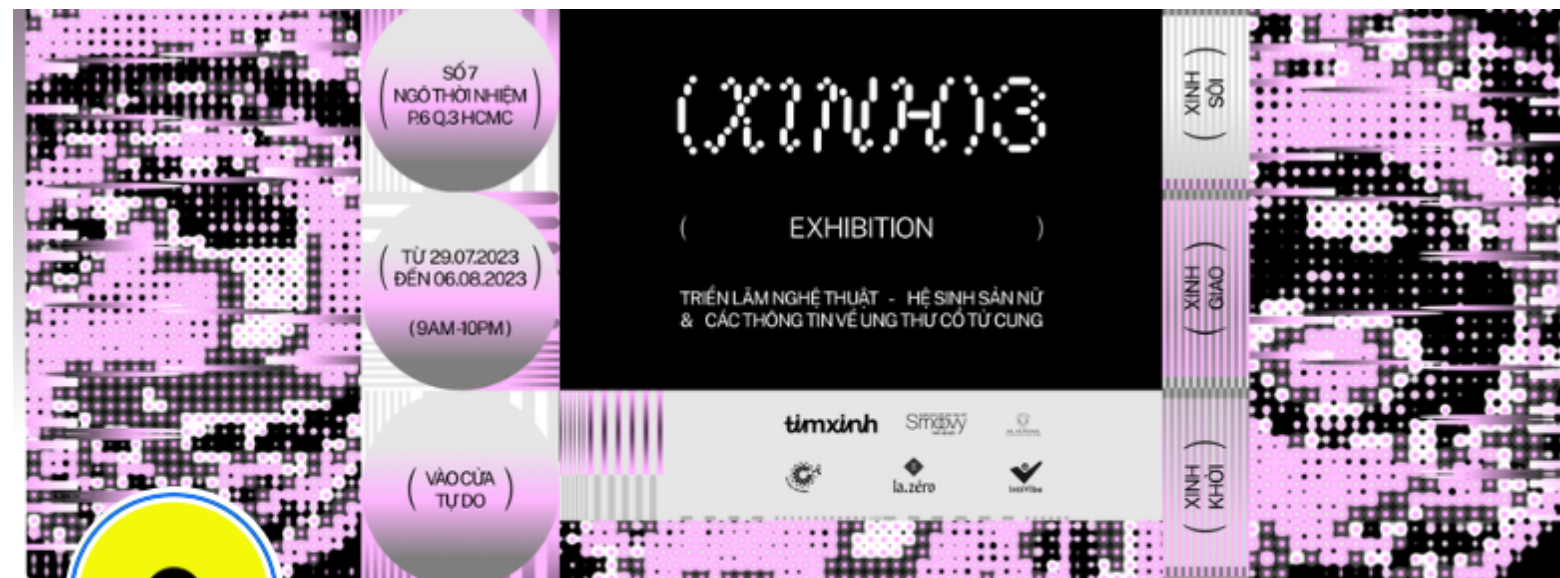
LET'S TAKE A LOOK



Short interview Video

RELATED PROJECTS

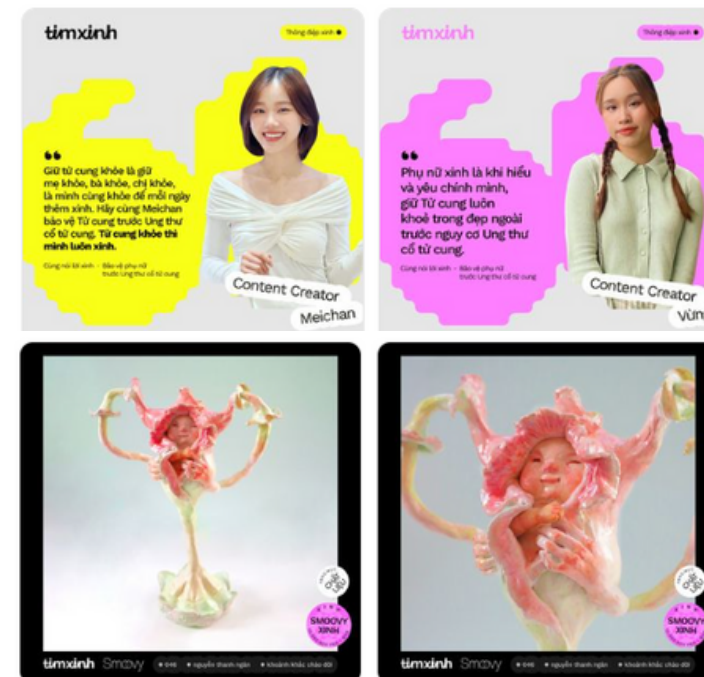
TIM XINH



Tim Xinh

1,9K lượt thích • 2,7K người theo dõi

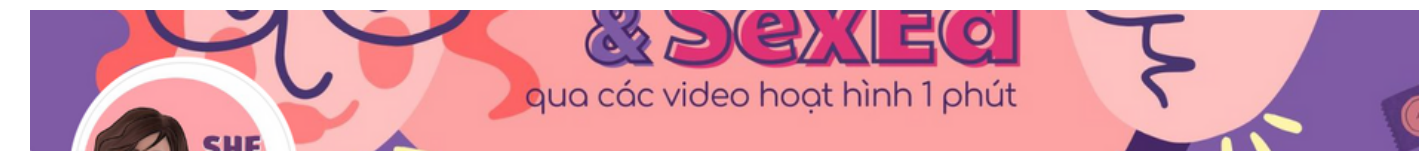
Bài viết Giới thiệu Lượt nhắc Đánh giá Reels Ảnh Xem thêm



A reproductive healthcare community project about uterus

- Facebook Fanpage 2.7K followers)
- Instagram Fanpage (1.6K followers)

SHETALKS



SHE TALKS

46K lượt thích • 158K người theo dõi

🔍 Tìm hiểu thêm 🍎 Đã thích 💬 Nhắn tin

Bài viết Giới thiệu Lượt nhắc Đánh giá Reels Ảnh Xem thêm

Giới thiệu

GDGT toàn diện dưới góc nhìn khoa học - yếu cơ thể từ 1 SexEducator có chứng chỉ ở Anh

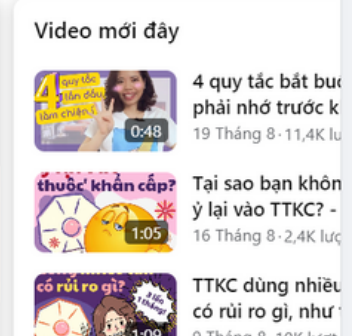
📍 Trang · Giáo dục & học tập

📍 Hà Nội · Đà Lạt, Lâm Đồng · Đà Nẵng · Thành phố Hồ Chí Minh

✉️ shetalks.info@gmail.com

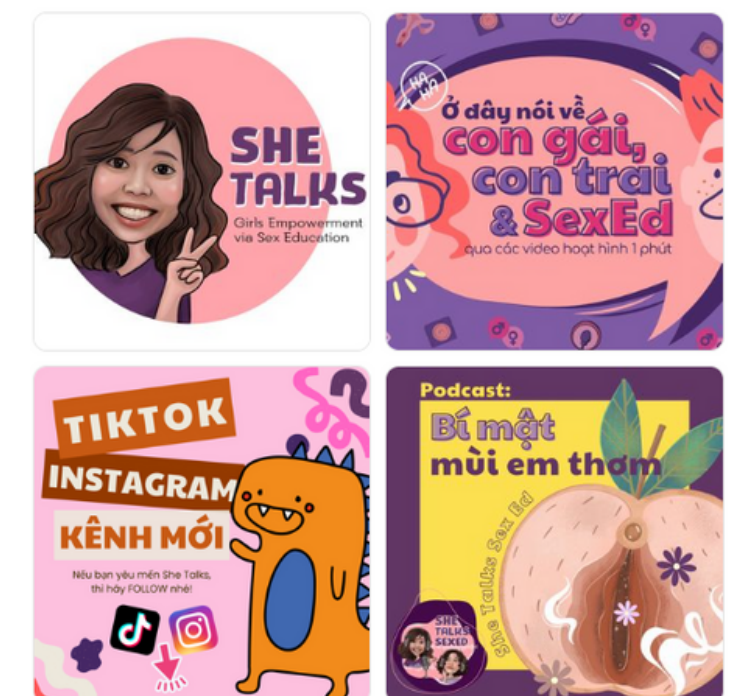
📷 shetalkssexed

Đáng chú ý



A general sex education project

- Facebook Fanpage: 158K followers
- Official Instagram: 2,0K followers



DATA COLLECTION METHODS

#1

Primary Research

Quantitative research is appropriate for studying **respondents' attitudes, views, habits,** and interest levels in reproductive health.

*This primary research was conducted from
(19/6 - 19/7/2023)*



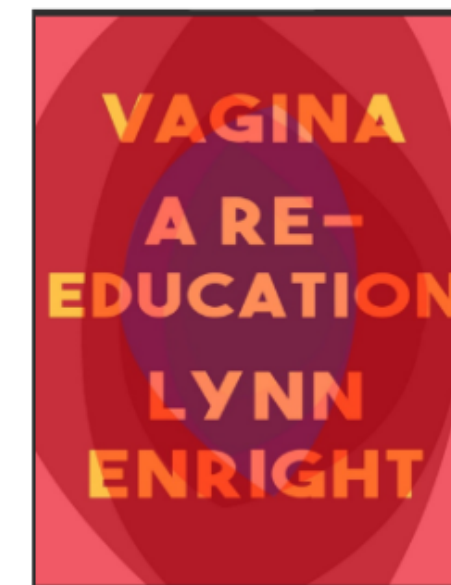
Khảo sát mức độ quan tâm tới chủ đề Chăm sóc sức khỏe vùng kín của phụ nữ Việt Nam

#2

Secondary Research

Gathering information **from official sources or reproductive health papers** published and produced by scientists and clinicians

in order to have a thorough picture of reproductive health care information and knowledge



WHO WE AIM TO TARGET?



GENDER

Female



AGE

18-25

This is a vital time in a woman's life to acquire significant habits and make reproductive and health decisions.



LOCATION

In major cities

Easily access to information via various media sources

Location for educational activities, workshops, and events connected to reproductive health



MEDIA USAGE

Use social media regularly

Self-educate: search and select information from the media sources to better their comprehension and healthcare decisions.

Actively engage: Participation in online forums, healthcare communities, or discussion groups.



WORD OF MOUTH

Sharing is caring

Word of mouth is a strong way to spread the word about sex education and reproductive healthcare.

When people share helpful and true information with their friends and family, it's like tossing a pebble in a pond – the knowledge spreads out.



OCCUPATION

Student, Office worker, General Laborer

Who have been and want to take care of their health through reputable sources of knowledge.

Seek motivation to promote self-improvement and especially know how to cherish themselves.



PSYCHOLOGICAL

Mentality & Interest

Curiosity; Consciousness of self-appearance; sexual relationship are natural aspects of young women's lives

Concern for their comfort and self-confidence of women's intimate body area.





Overall analysis

Vietnam had **77.93 million Internet users** at the beginning of 2023,
or **79.1% of the country's total population** (*datareportal.com*)

70M *users of social networks*
(71% of the population)

64.40M *users aged 18 and above*
using social media in Vietnam

50.6% *users were female*
while 49.5% were male

Facebook *has the most users*
with 91,6% users from 16-64

SUMMARY

According to the aforementioned studies, Chuyện của Bim has the benefit of being able to swiftly increase both **the quantity and quality of content and images** for Vietnamese users to consume on both 2 network platforms: Facebook & Instagram

CHUYỆN CỦA BIM

3

IDEA DEVELOPMENT

Throughout the finalization process, we will outline all the pertinent details and steps that the campaign will undertake.

GOALS

Contribute to the eradication of stereotypes and misconceptions related to female genitals

Boost women's self-confidence and love for their bodies



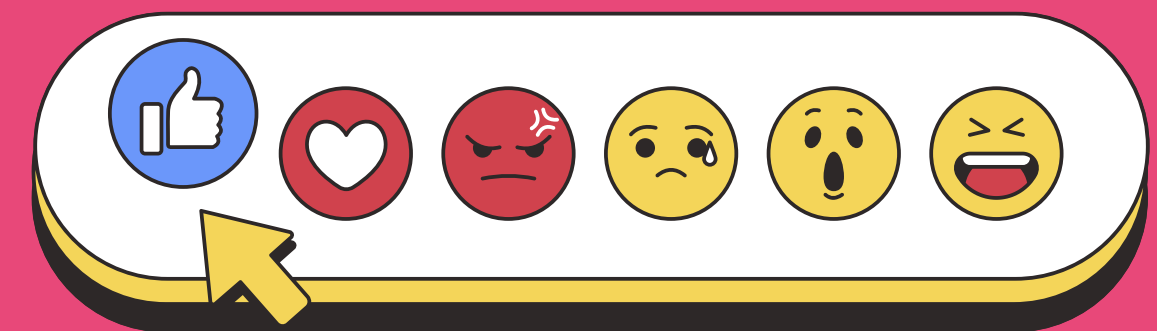
OBJECTIVES

Build a social platform for the purpose of promoting and increasing the awareness of the project via

- Facebook (**estimate 20,000 reaches**)
- Instagram (**15,000 impressions**)

Includes increasing followers, tracking engagement (**approx. 3,000 interactions**), and monitoring video views

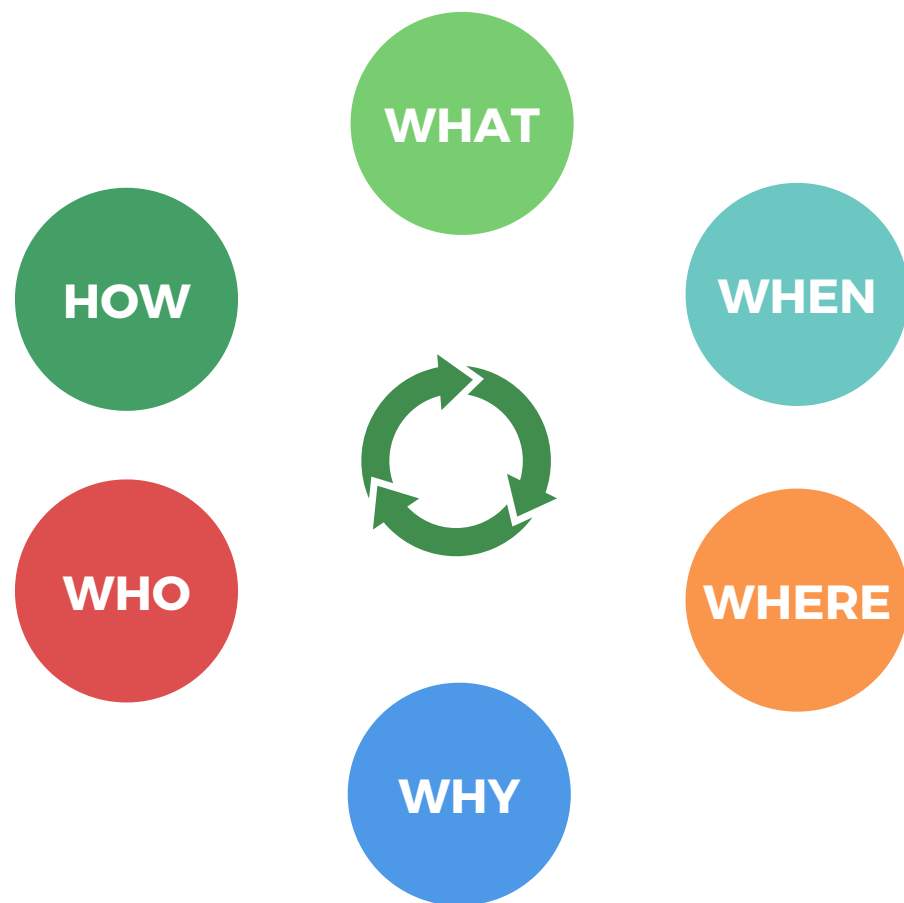
By organizing events with estimated attendances of **20-100 people**, it aims to promote positive change and community-wide awareness of these crucial issues.



Theories apply

5W1H and AIDA Model

5W1H



AIDA Model



Communication strategy

Expressly, the following communication objectives form the basis of **our primary communication plan** from the beginning of **May to August**

To raise awareness of Chuyện của Bim's branding among viewers

Make information that explains what reproductive health care is

Share with the audience the CCB collective spirit

INSIGHTS

PURSUIT OF HAPPINESS

People in society are under a lot of pressure to succeed financially, materially, and personally because of these pressures and problems.

INTEREST IN STORIES AND REAL-LIFE EXPERIENCES

The project aims to promote love, sharing, and reproductive health care through education and communication.

LIMITED KNOWLEDGE ABOUT GENDER

The young one in Vietnam are keen on gender-related topics but often lack access to reliable sources and platforms for open discussions.

THE NEED FOR RELIABLE SOURCES RELIABLE INFORMATION

Young people need trustworthy sources of information to understand gender and take care of their reproductive health

ACTIVELY PARTICIPATE ON SOCIAL NETWORKS

Young people who often use social networks like Facebook, Instagram, and TikTok to express themselves and connect with information.



AIMING to inspire 
Enact **REAL CHANGE**

BIG I D E A

A SERIES of practical 
positive **REAL-LIFE STORIES**

 **NARRATE** experiences and knowledge 
encompassing **JOURNEYS**

Key Message

The main message that "Chuyện của Bim" wants to convey is divided into 2 phases **"Hiểu bao nhiêu, thương bấy nhiêu"** and **"Thăm thương những điều thầm kín"**.

Phase 1: **"Hiểu bao nhiêu, thương bấy nhiêu"**

Emphasize the value of comprehending the challenges, issues, and sentiments of every member of the community.

Phase 2: **"Thăm thương những điều thầm kín"**

We must show love, support, and concern for the mental and reproductive health of others when we recognize their struggles and issues.

Slogan

"Thấu hiểu - Yêu thương - Trân trọng"

Thấu hiểu

Understanding requires openness, a willingness to listen and empathize with others, especially in the areas of gender and reproduction.

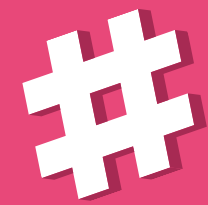
Yêu thương

To love means to be kind, helpful, and to spread love to others around you.

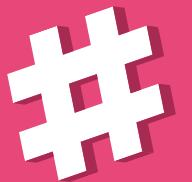
Trân trọng

Respect demands an appreciation of each person's uniqueness and freedom of choice.





Hashtag



#ChuyencuaBim #Nhungdieuchuadamnoi
#Thamthuongnhungdieuthamkin
#Bimtutinkhongngainoi
#Hieubaonhieuthuongbaynhieu #kienthuc #workshop

Key visual

MAIN LOGO

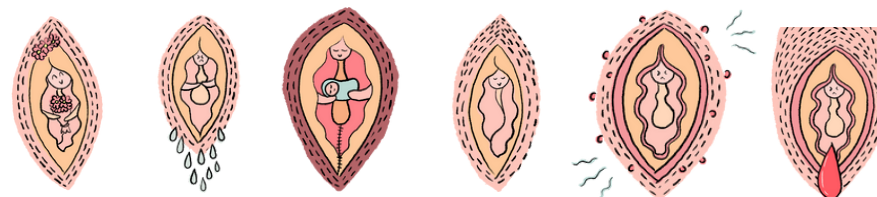


COLOR PALETTE

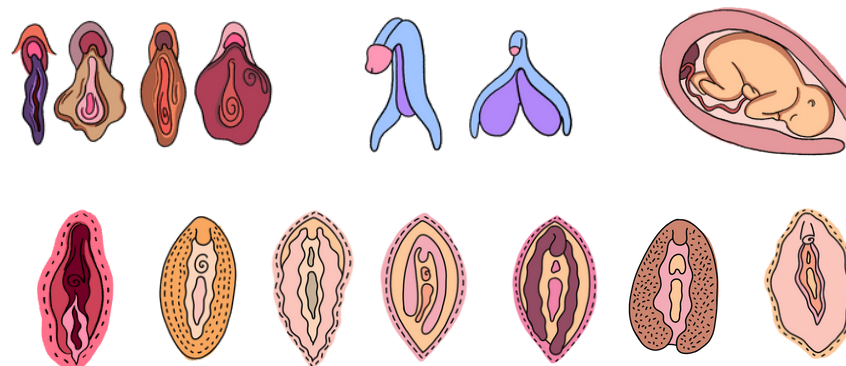


Main colors and logos

BRAND
IDENTITY



GRAPHIC
ILLUSTRATOR



Illustrations for the article

FONTS

Monsterrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

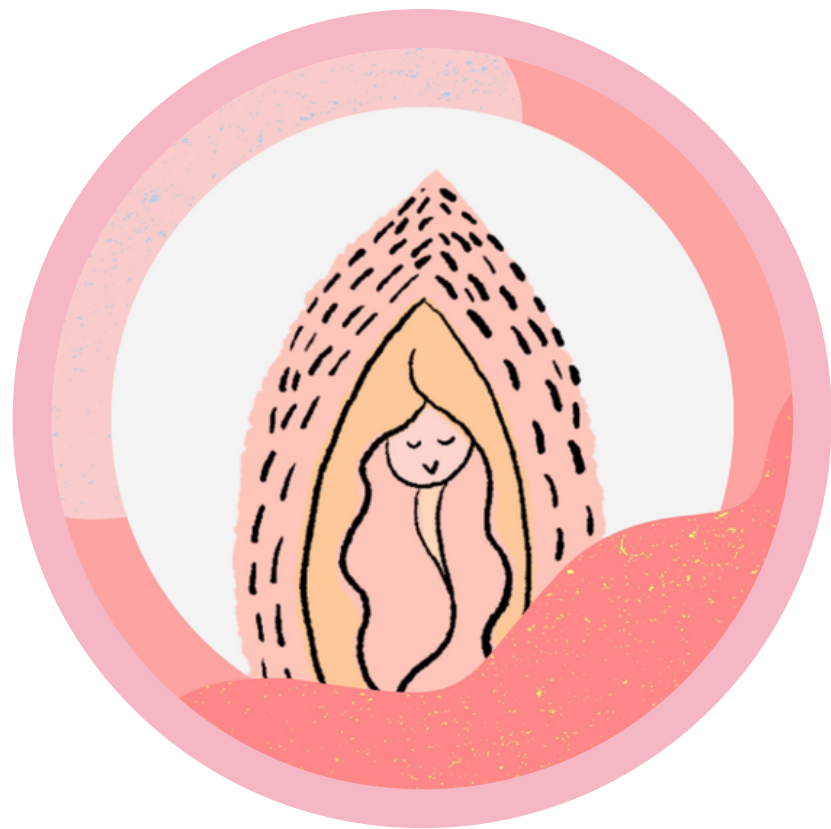
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Main fonts

Communication channels

Social networks offer a space for information sharing, entertainment, learning, and networking in addition to facilitating connections with family and friends.

FACEBOOK



[https://www.facebook.com/
chuyencuabiim](https://www.facebook.com/chuyencuabiim)

INSTAGRAM



[https://www.instagram.com/
chuyencuabiim/](https://www.instagram.com/chuyencuabiim/)



Communication channel strategy

FACEBOOK



Target: 18-25 years old (students, office workers).

Content: We create diverse content on topics about **care, gender stereotypes, workshops**, etc

Content format: The content from reputable websites, scientific researches, books with high accuracy

Advertisement: Using **Facebook Ads** - increase reach & enhance the **effectiveness of communication strategy**

INSTAGRAM



Photos and videos: A photo social network, we always put a **premium on the quality**

Content format: Focuses on images being extracted from reputable websites, scientific researches,...

Hashtag: Used suitable ones to reach the audience

Instagram Stories and Instagram reels: We used this to deliver **higher** quality and **interactive** content

Community: Create a community by **interacting** with followers, **replying** and **participating** in conversations

Execution time

The communication campaign is expected to be implemented based on the experience journey of the target audience that the project brings through two stages of **Awareness (May, June)** and **Interaction (July and August)**.

CHUYỆN CỦA BIM

Communication tactics

A communication tactic for a project is a blueprint for how to reach and interact with your target audience through different media and communication channels.

1. Phases of the campaign

1.1 Phase 1 - Preparation

Meeting with the project's owner to brainstorm ideas and define content and topics



Meeting with MSI to plan long-term cooperation plan



Complete the schedule section



17/04

Meeting with Melonning to plan Workshop 1: "Get to know your Bim - Chào bạn, mình là Bim"

1.2 Phase 2 - Deployment

Organize Workshop 2: "Chuyện của Bim - Sắc màu hạnh phúc" with Cóc Kề



Organize **Workshop 1**: "Get to know your Bim - Chào bạn, mình là Bim" with Melonning

Collect prejudices about Bim by survey

Media posts

10/05

Interview FPT University students about reproductive health

Organize the **Talkshow** "Thầm thương những điều thầm kín"

06/08



1.3 Phase 3 - Future plans

FUTURE PLANS

- 09/2023: the manual book **"Chuyện của Bim - Những điều tưởng dễ nhưng khó nói"**
- 10/2023: the Series Workshop Unitour **"Sự thật về cô bé của bạn"** (3 Universities in Hanoi)
- 11/2023: the Handbook Launch Seminar
- 12/2023: the art gallery/exhibition **"Vulva Beauty - Vẻ đẹp hình chữ V"** will be organized

2. DEPLOYMENT ACTIVITIES

Online media



CONTENT	Knowledge	
	Specialized Topics	Creative Topics: (Q&A; IG Story Games)
	Advertisement	
VISUAL	PHOTO ALBUMS CATEGORIZED BY TOPICS	INFOGRAPHIC PHOTOS
	SHORT VIDEO	
FREQUENCY	18-20 posts/month	16 posts/month

OFFLINE ACTIVITIES

Purpose:

- Increased awareness for participants about the project 'Chuyện của Bim'
- Bringing media projects closer to the public
- Attract target audience, turn potential audience into core audience

Target:

- Create a creative playground through experiential activities
- Improving audience's knowledge about sex education
- Spreading a positive atmosphere
- Attracting participants are mainly students and students.

Implementation content:

- Estimated implementation time
- Content production
- Production of media publications



COMMUNICATION PLATFORM

OWNED MEDIA

Chuyện của Bim is now focusing on **two** primary channels



Facebook Page "Chuyện của Bim"

- Controlling over the material that will be released, and how it will connect with the target audience
- Communicating with followers by reacting to comments, messaging
- Collecting data regarding community page followers, reaches, and interactions using Facebook's analytics tools

The established date: 20/07/2022

Project implementation time: 10/05/2023 - 10/08/2023



Instagram Page "chuyencuabiim"

- Connecting to communicating with the audience, growing a brand, and generating closeness and modernity
- Publishing beautiful images as well as videos, creating a visual interactive array that allows customers to quickly recognize and recall the brand

The established date: 06/08/2022

Project implementation time: 10/05/2023 - 10/08/2023

EARNED MEDIA

Our team is proud to collaborate with MSI - Reproductive Choices Within - **the project's sponsor, co-organizer, and professional patron.**

Establishing and assisting media content generation on the organization's fanpage.

Media posts are moderated by medical professionals as well as verified data before being posted on the official page.

The image has the logo of Chuyện của Bim accompanying MSI and Australian Aid in the media products of the article.

4

MANAGEMENT PLANNING

Work breakdown structure

Cost management

Human Resource Management

Risk management

WORK BREAKDOWN STRUCTURE

WORK STRUCTURE			
Campaign	A JOURNEY TO HAPPINESS with "Chuyện của Bim"		
Start day(expected)	10/5/2023	End date(expected)	10/8/2023
Owner of Project	Le Ngoc Anh	Target	
Project manager	Fantastic 5	- Increase awareness and spread the project to the public, especially girls aged 15 and over and women- Provide knowledge/Raise people's awareness about sex education and reproductive health care- Organize activities for students, students and even working people can participate, share and learn	
Instructors	Ms. Vu Viet Nga		
Project member			
Name	Role		
Nguyen Thu Thuy	Team leader, content creator		
Hoang Phuong Nhi	Design and run ads		
Le Do Nhat Anh	Design, media		
Pham Thi Hai Yen	Content Creator		
Nguyen Luu Duc	Content Creator		
Important milestones			
Execution time	Content		
May	- Prepare communication plans, sponsorship and cooperation plans- Completed social media posts in May- Organize workshop 01		
June	- Completed social media posts in June- Support communication for stakeholders (specifically MSI organization)		
July	- Support communication for stakeholders (specifically MSI organization)- Completing the article on social media in July- Organizing workshop 02		
August	- Posted some articles on social media in August- Organize talk shows		

Cost management



Item		Percent	Unit	Total amount
Total cost of communication		20%	dong	4,000,000 đ
Total event cost		40%	dong	8,000,000 đ
Total cost of personnel		15%	dong	3,000,000 đ
Other costs	Risk	5%	dong	1,000,000 đ
	Reinvestment	20%	dong	4,000,000 đ
Estimated total cost				20,000,000 đ

Communication cost social network

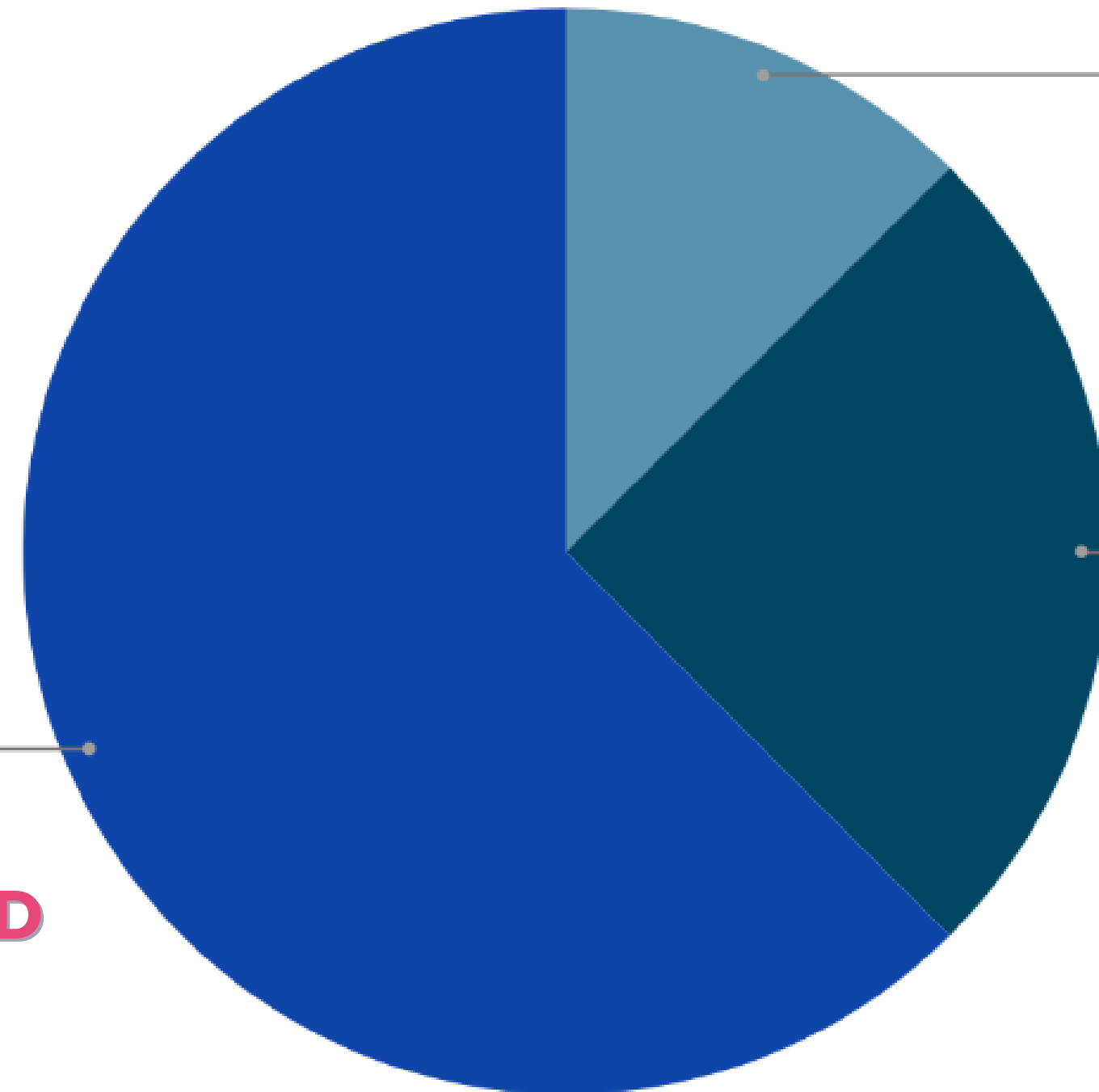
No.	CATEGORY			Time				
				May	June	July	August	Total
1	Online media channel	Facebook	Facebook Ads		200,000 đ	200,000 đ	200,000 đ	600,000 đ
			Book Fanpage/Community		300,000 đ	300,000 đ		600,000 đ
		Instagram	Instagram Ads		200,000 đ	200,000 đ	200,000 đ	600,000 đ
2	PR Press	Newspaper	Book PR articles with available content				1,200,000 đ	2,200,000 đ
			Book PR articles with available content				1,000,000 đ	
TOTAL								4,000,000

Media channel & PR press cost's schedule
for each month

Event cost

Total estimated cost
8.000.000 VND

Talkshow
62,5%
5.000.000 VND



Workshop 1
12,5%
1.000.000 VND

Workshop 2
25,0%
2.000.000 VND

Human resources cost

CATEGORY	Board	CONTENT	Quantity	Unit	Unit price estimate	Total amount
Personnel	Executive Board	The oranges of justice	5	hour	5,000	1,500,000
		Fantastic 5	5	hour	5,000	1,500,000
	Professional advisory team	MSI	10	personel	0	0
	Support Team	Women's Museum	14	day	0	0
	Collaborators	Meal support	18	day	0	0
TOTAL						3,000,000

Risk cost

STT	CATEGORY	Communication	Content	Estimated unit price	Total amount
1	Risk	Organize workshops	There is a shortage of items, costs are incurred	1,000,000	1,000,000
2	Reinvestment	Cost of preparation for the next stage	Communication, cooperation with parties, printing	4,000,000	4,000,000
TOTAL					5,000,000



Human resources management

ST T	Position	People incharge	Job details	Execution time	Requirement achieved
1	Lead Team & Content Production	Nguyen Thu Thuy	<ul style="list-style-type: none">- Responsible for monitoring and evaluating the performance of team members- Connect members to create collective strength to help the group accomplish a common goal- Brainstorm ideas for the detailed content of the proposed plan- Ensure the number of articles and the quality of output content- Check the progress and quality of the work before reporting the results	2 weeks	<ul style="list-style-type: none">- Achieve group goals- Make sure the deadline is on time / 2 days in advance- The quality of the content of the article should be ensured for completeness and accuracy
2	Content Production & HR Management	Pham Thi Hai Yen	<ul style="list-style-type: none">- Manage team performance and come up with methods to improve productivity- Ensure the participation and presence of members in the meeting- Ensure the interests of members- Recruit collaborators for the project- Create ideas for detailed content according to the planned plan- Ensure the number of articles and the quality of output content- Ensure media content is produced according to the set timeline and plan	2 weeks	<ul style="list-style-type: none">- Make sure the deadline is on time / 2 days in advance- Content quality should be ensured for completeness and accuracy
3	Media Planner & Visual Design	Hoang Phuong Nhi	<ul style="list-style-type: none">- Make an overview plan for communication activities for the project- Detailed content planning for each social media platform- Allocate the right amount	2 weeks	<ul style="list-style-type: none">- Make sure the deadline is on time / 2 days in advance- The plan should be as complete and comprehensive as

Giai đoạn trước

Giai đoạn trong

Giai đoạn sau

Risk Management

STT	Risk	Describe	Solution
1	Funding loss	Do not seek funds or engage in conflict while collaborating.	<ul style="list-style-type: none"> - Members of the project use personal funds to provide funding for the creation and maintenance of the project. - Look for fresh sources of funding and make sure the project doesn't rely on just one. - Spend time and cultivate strong bonds with other prospective sponsors. - Work together with like-minded groups, individuals, or organizations to achieve shared objectives to improve your chances of receiving funding.
2	Slow development	The project owner will decide whether to approve the proposal and content.	<ul style="list-style-type: none"> - Before beginning the project, define the objectives, strategies, and approved content with the project owner. - Establish precise work schedules and completion dates as the project is being implemented. - Present drafts, interim versions, or continuing work to the project owner for approval rather than merely waiting for final approval. - To ensure timely delivery of all content to the reviewer, conduct thorough research. - Working effectively to prevent conflicts and arguments boosts project potential and productivity.
3	Negative response	You may run across resistance and hostility from individuals or groups who have prejudiced or traditional viewpoints on the matter.	<ul style="list-style-type: none"> - The administrators will debate and explain any offensive comments among themselves. - Delete any unhelpful, offensive, or promotional comments.
4	Not informed of the plan modification.	Since the team and the project owner share communication, when the project owner modifies the plan, the team will learn about it too late to respond.	<ul style="list-style-type: none"> - Providing feedback that needs to be heard, gaining a better understanding of the project owner's activities to always be aware of changes in the working process - Create a method for notice and communication that is clear. Establish a particular procedure for project owners to communicate changes to their plans. Make sure the information is supplied to the communication team on schedule and request early notice from the project owner. - Make sure that the project owner and the communication team are in constant communication and information exchange. - Make backup plans and be prepared to deal with unforeseen adjustments.
5	The material presented is not understood by readers	The posts lack direction and contain rambling content that lacks stage-by-stage strategies.	<ul style="list-style-type: none"> - Readers who have not yet understood should be given an explanation or a reminder by reacting to comments. - Add a brief comment to condense the article's key point.

STT	Risk	Describe	Solution
6	Talk programs and workshops have garnered little notice and have attracted few people.	The number of people who have signed up to attend discussion shows and workshops is still small, falling short of the group's goal.	<ul style="list-style-type: none"> - Discover and specify your target market. Clearly state who your talk shows and workshops are intended for. - To get the audience's attention, use aggressive promotion and up your marketing efforts. - To publicize talk shows and seminars, use social media platforms, email marketing, internet, and offline communication. - Produce interesting articles, interesting pictures, and interesting videos, then distribute it on appropriate forums, groups, and communities. - Take into account providing alluring incentives or rewards to boost engagement. - Cooperate with colleagues and thought leaders in the same industry. Influencers and partners can spread the word about your talk show and workshop to a bigger audience.
7	Low involvement	Because the content is still only available to readers and because of social network regulations, articles rarely receive interactions after being uploaded.	<ul style="list-style-type: none"> - Place adverts - Encourage participation by posing queries, conducting polls, or soliciting feedback. - Seeding articles from sites with relevant content - Use social media and other means of communication to generate conversation and draw readers. - To increase interest and engagement, post links to the page's content on major social networks and join relevant organizations and communities.
8	Participants in talk shows and workshops cannot be speakers	For private or reluctance-related reasons.	<ul style="list-style-type: none"> - Demands that a contract be signed before cooperating in order to guarantee participation
9	When putting together talk shows and workshops, there are no sponsors	There is no sponsor providing money or resources for discussion shows or workshops.	<ul style="list-style-type: none"> - Make contact with companies, charities, or people who are interested in the event's theme to ask for sponsorship. - Take into account maximizing already-available resources, such as utilizing available space, reducing the use of facilities and equipment, and planning low-resource activities. - Use your current contacts. Request the help of MSI in locating possible sponsors that they have ties to.
10	Workshops and talk shows are rarely attended.	There aren't many people who have signed up and are certain to attend talk shows and workshops.	<ul style="list-style-type: none"> - Create pre-event marketing initiatives to attract attention and boost participation. Use email, social media, and other avenues of contact to engage participants and promote the event. - To encourage marketing and involvement, get in touch with pertinent groups, organizations, or educational institutions. Cooperate with subject-matter specialists to build credibility and draw audience members. - Establish the event's target audience clearly, and concentrate on reaching them with the appropriate information.

5

CAMPAIGN EXECUTION

The most crucial phase, where actions are carried out in accordance with a previously created plan. We will adhere to the suggested course of action, reduce risks, and effectively address any issues that may crop up throughout the execution phase

Campaign Overview

Detailed Implementation Plan

Communication Activities

Project Overview

PLANNING
AND PREPARE



17 Apr 2023 -
10 May 2023

14 May 2023



ORGANIZE
WORKSHOP 1

ORGANIZE
WORKSHOP 2



19 Jul 2023

06 Aug 2023
and after



ORGANIZE
TALKSHOW
& SUMMARIZE

ONLINE ACTIVITIES

Phase 1

"Hiểu bao nhiêu, thương bấy nhiêu"

Number of articles in May & June: 34 articles

Usually deployed time frame: 15h and 20h

Interactions achieved: 1730 interactions

Average: 51 interactions/post

Some posts are delayed and published earlier than expected

Topics

1. Nhật ký của Bim
2. Tâm sự với người ấy
3. Only yes means yes

Ads

Number of ads: 1 post

Running time: 5 days

Budget: 210,000 VND

Reach achieved: 7,124 people

Post interactions: 868 interactions

Pictures



Phase 2

"Thăm thương những điều thầm kín"

Number of articles in July & August: 26 articles

Usually deployed time frame: 15 - 20h

Interactions achieved: 776 interactions

Average: 30 interactions/post

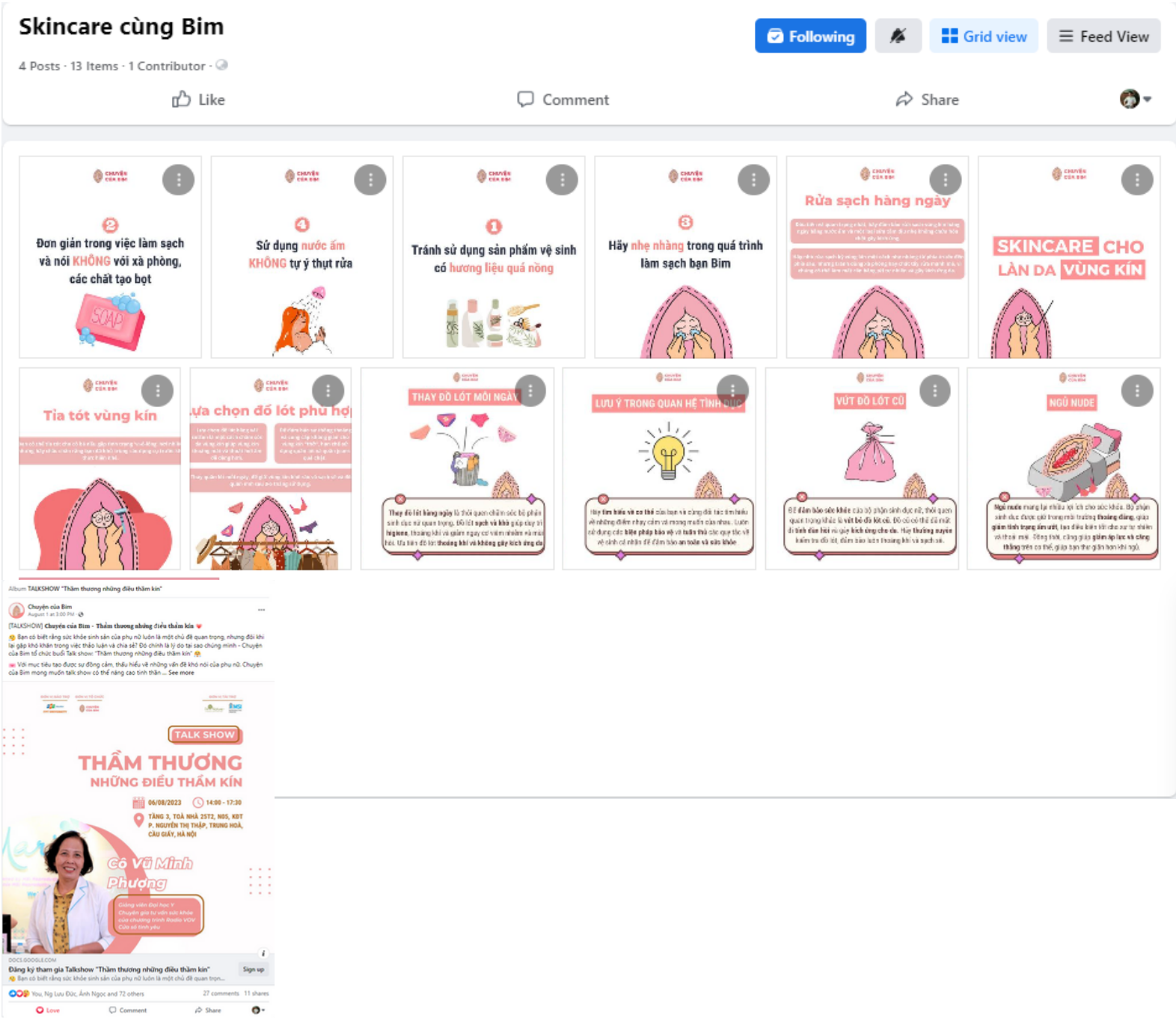
Topics

- 1. Ét-o-ét Day
- 2. Skincare cùng Bim

Ads

Number of ads: 1 post
Running time: 3 days
Budget: 300,000 VND
Reach achieved: 13,040 people
Likes on fanpage: 272 people

Pictures



MSI Reproductive Choices Vietnam Fanpage

Images & Videos in 3 months

Number of written posts: 24 articles

Number of posted media posts: 20 posts

Number of photos produced: 60 photos

(Average: 3 photos/post)

Pictures



Instagram Fanpage

Details

The total number of posts posted on Instagram is 27 posts, equivalent to an average of 8-9 posts/month.

Instagram reach for Chuyện của Bim: 8,676 accounts

Age range: 18-34

Including: 133 accounts that have interacted within the past 90 days

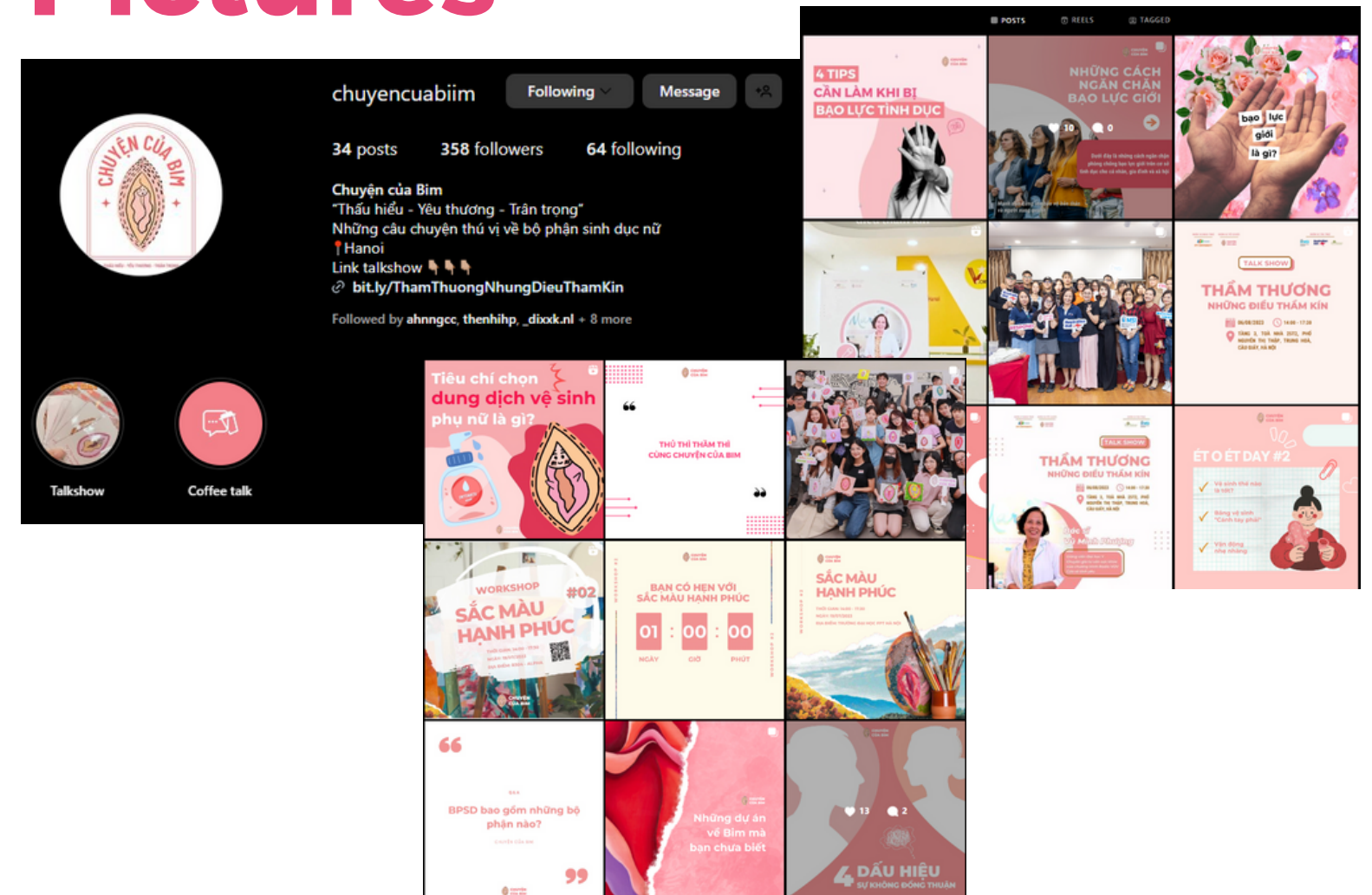
Ads

Number of ads: 1 post

Post reach: 7,726

Link clicks: 410

Pictures



Communication costs overview

870,741VND

Number of ads for Facebook and Instagram

3 ADs for Facebook + 1 ADs for Instagram

Cost of running ads							
Stage	Communication	Category	Time	Number of articles	Unit price (excluding VAT 10%)	Total cost (excluding VAT 10%)	KPI
June	Facebook	Increase post engagement (key article of the month)	5 days	1	199,999	209,999	Reach 7.1K people Interact with post
		Page ads	5 days	1	0	0	
	Instagram	Increase personal visits	5 days	1	0	0	
	Total					209,999	
July	Facebook	Increase post engagement (key article of the month)	3 days	0			
		Page ads	5 days	1	299,682	314,666	Reach 996-2,9K people/day
	Instagram	Increase personal visits	5 days	1	299,059	314,012	Reach 7,726 people 410 clicks for link
	Total					626,678	
August	Facebook	Increase post engagement (key article of the month)	5 days	1	70,741	70,741	Reach 1,674 people
		Page ads	5 days	0	0	0	
	Instagram	Increase personal visits	5 days	0	0	0	
	Total					70,741	

Cost of running ads each month

OFFLINE ACTIVITIES

Workshop 1

“Get to know your Bim! - Chào bạn, mình là Bim!”

Overview

Time: 14/05

Number of participants: 16

Number of media posts: 5

Event time 19:00 - 21:00 (14/05/2023)

Venue of the event Daily Dose - 18 Le Truc, Ba Dinh, City. Hanoi

Participants

- Students, students from universities
- Office worker

Estimated number 15-20 people

Main activities

- Part 1: Overview of the project
- Part 2: Play a card game and fill in the word
- Part 3: All participants share their own knowledge and experiences

Actual cost of implementation: 1.000.000



Workshop 2

"Chuyện của Bim - Sắc màu hạnh phúc"

Overview

Time: 19/07

Number of participants: 24

Number of media posts: 6

Event time	14:00 - 17:30 (19/07/2023)
Venue of the event	Alpha Building - R304, FPT University, Hanoi
Participants	Students at FPT University
Estimated number	20-30 people

Main activities

- Part 1: Play a quiz game to learn basic knowledge
- Part 2: Make a paper picture of genitals from your own perspective
- Part 3: Summarizing, giving gifts to participants

Actual cost of implementation: 1.835.000



Talkshow

"Thầm thương những điều thầm kín"

Overview

Time: 06/08

Number of participants: 41

Number of media posts: 8

Event time	14:00 - 17:30 (06/08/2023)
Venue of the event	25T2 Building – Nguyen Thi Thap, Cau Giay District, Hanoi
Participants	<ul style="list-style-type: none">• Students, students from universities• Office worker
Estimated number	40-50 people
Main activities	<ul style="list-style-type: none">• Part 1: Introduction of the program and sponsors• Part 2: Knowledge sharing from expert speakers with two topics• Take a break between classes and play interactive minigames• Part 3: Summarizing and giving gifts to talkshow attendees

Actual cost of implementation: 5.921.500



6

EVALUATION & RECOMMENDATION

Overall assessment of the effectiveness

A separate assessment of the project's communication campaign

Evaluation of the implementation team and stakeholders

Evaluation from stakeholders

Recommendation



Facebook

29,481 the number of *users reached*

7,705 the number of *visitors*

771 *Organic followers*
22 in four months

The highest post reach

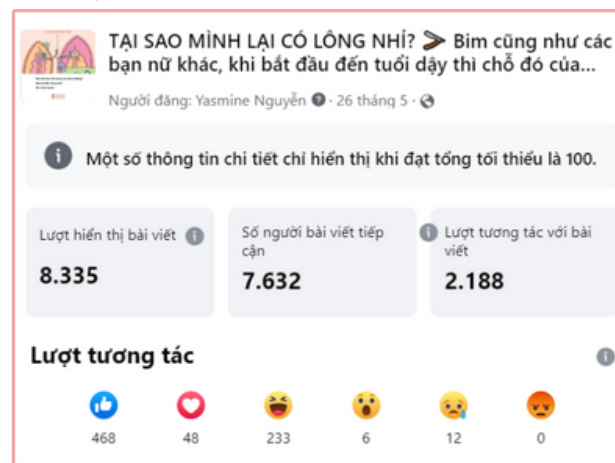
Reach	Visitors	Engagement
2,836	1,993	702



(without ads)

The highest post engagement

Reach	Visitors	Engagement
8,335	7,632	2,188



(with ads)

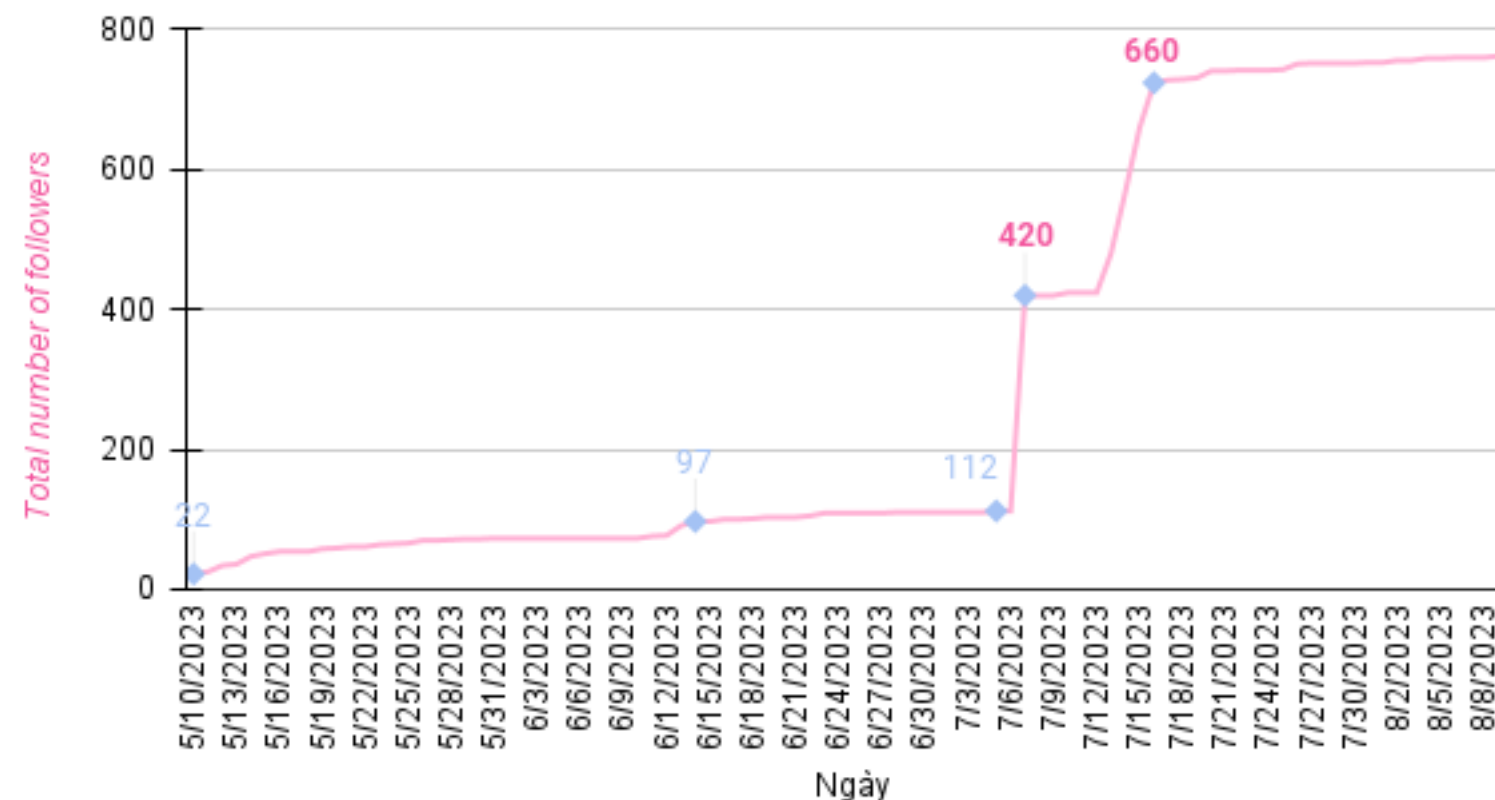


Figure 1.1 a: Total number of Facebook Fanpage followers per day from 05/2023 - 08/2023

The campaign's central communication channel evaluation team aimed to boost the channel's visibility on online platforms, with the reach and relative number of Fanpage followers increasing daily.

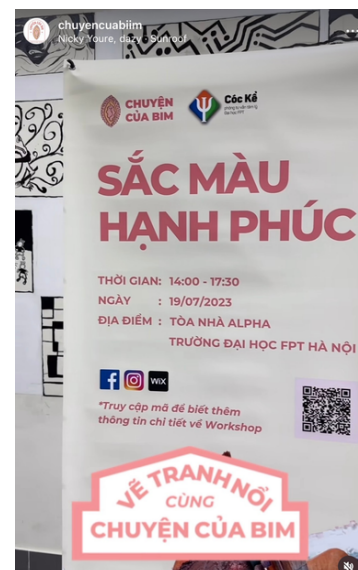


10,661 hits

1,062 visitors

359 *Organic followers*
↑
89 in four months

The highest post reach



Reach
7,952

Like
58

View
9,276

Share
31

(with ads)

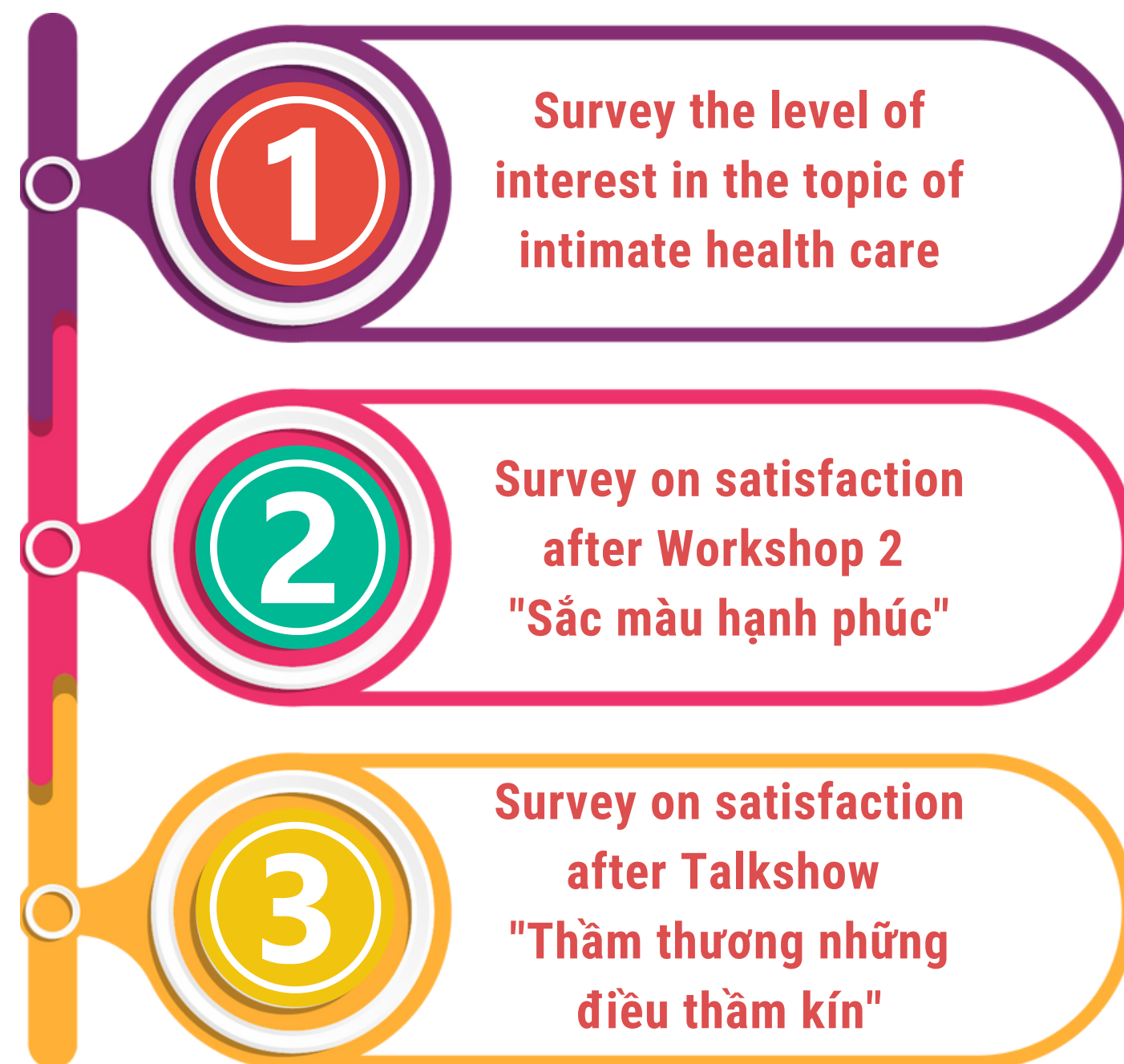
Số người tiếp cận trên Instagram ⓘ

10.661 ↑ 6.1K%



Because of the sensitivity and specificity of the media material on reproductive and genital health, the project team had to refer to the policy on two social networking platforms to ensure that the community policies were not violated.

SURVEY PHASES



The review of research methodologies and information analysis on the issue of reproductive health care

- Enhance knowledge and give accurate, trustworthy information.
- Have **different replies** on reproductive health concerns.
- However, we should **distribute the survey panel more broadly** to achieve diversity in participant responses.

Content

Online communication: the friendly tone;
Avoid overly sensitive words and images.
information is fully sourced, not copyrighted

Expense

Running 3 ads on Facebook and 1 post on
Instagram to reach total 28,151 media
users.

Media channel

Facebook users tend to be more open, and often
share their daily life, activity updates and
interactions - **reaching 90% of planned KPI**
Instagram allows users to create a community of
shared interest on issues - **reaching 89% KPI**

Media Product

The leading pink tone, helping to increase
recognition with an approachable, youthful
style suitable for young people
Communication products are designed in
many forms: short videos & photos

Evaluation of methods

Hành trình Khám phá

Hãy cùng khám phá cơ thể của mình với
một thái độ tò mò, yêu thương và bao dung

@chuyencuabim



RESEARCH AND ANALYSIS METHODS

Communication effectiveness data needs to be analyzed and have clearer data throughout the campaign implementation

ABOUT IDEAS

The content is in the safe zone and not yet highly trending to reach many people

PLANNING AND IMPLEMENTING

Creating an overall communication plan takes time and effort. In order to fully complete the plan, the project team needs to spend time researching

EVALUATION AND MEASUREMENT

The measurement findings are not very large or persuasive; a fresh approach for the next plan is required.

EVALUATION OF THE IMPLEMENTATION TEAM AND STAKEHOLDERS



About the subject

we have successfully partially communicated important information regarding genital care and sex education.

numerous obstacles in connecting with users:
taboo subjects; prevailing beliefs and prejudices



About the project's owner

The project owner has provided our team members with access to a number of sources for research

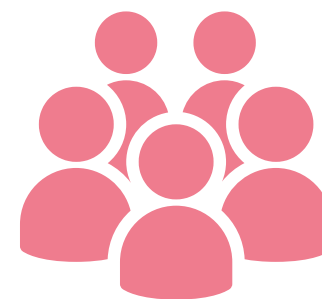
Was unable to closely monitor the group's progress



About the Sponsors

The sponsors and collaborators are supportive and helpful throughout the process.

Sometimes project requirements conflict with the initial objective



About the group

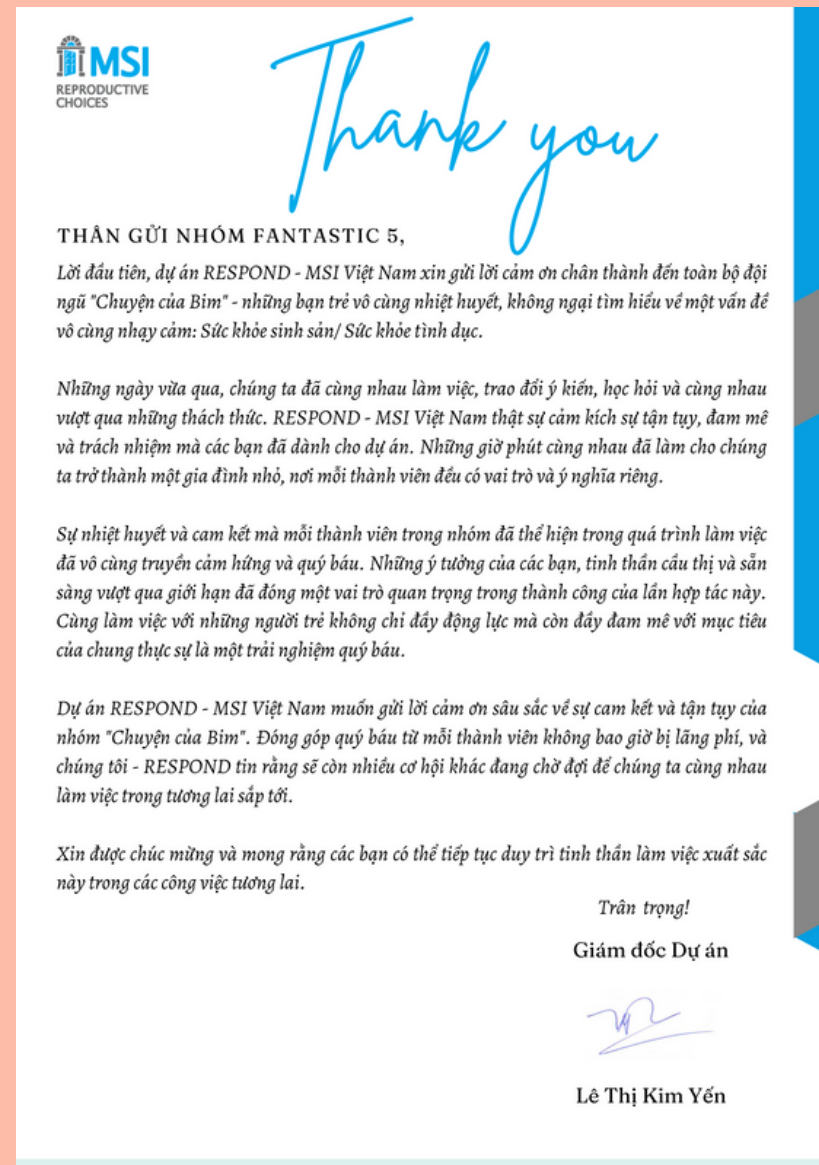
Our team's strength is its capacity for adaptability and swift problem-solving, following the initial plan

Have to learn and research because we had no prior expertise.

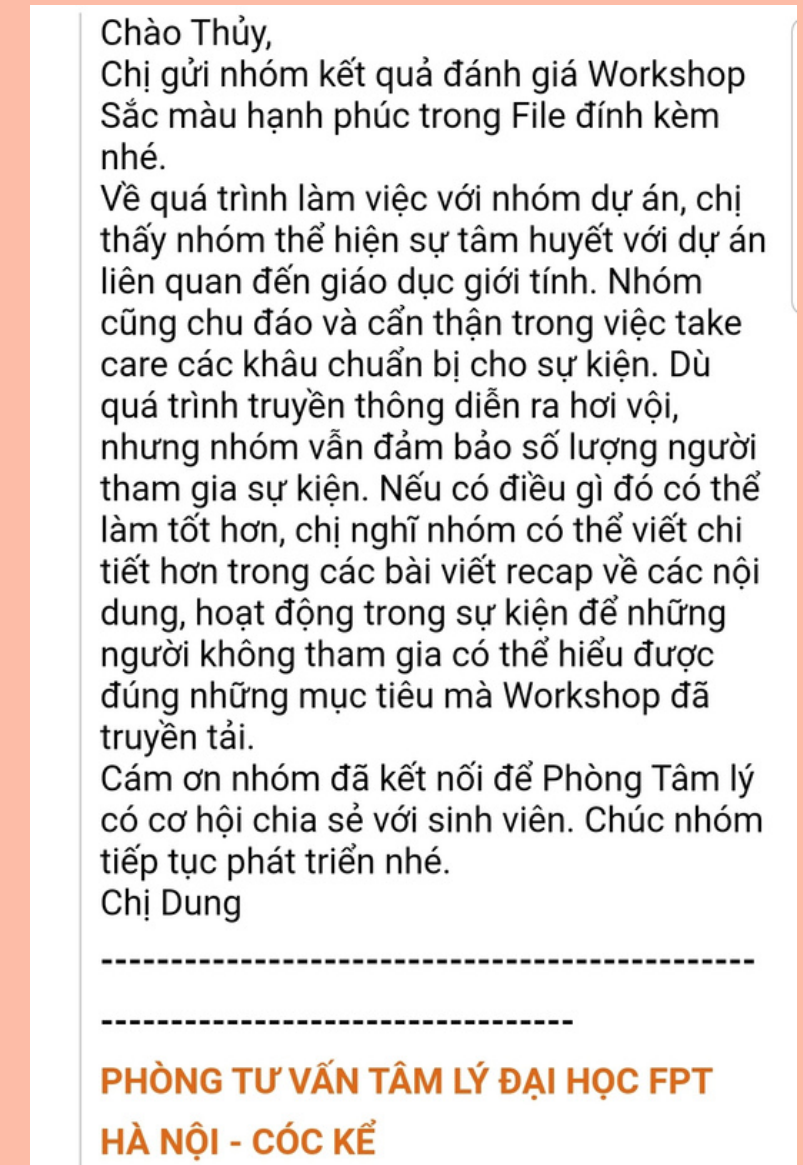
Evaluation from stakeholders



I'm Nature



MSI Reproductive Choices Vietnam



Phòng tâm lý Cốc Kế

RECOMMENDATION

For the project "Chuyện của Bim"

Should Secure the financial side to develop and maintain the project
Better promote the professional ability of the members



School and Department

Should link subject's projects with businesses and media organizations that will help students approach this specialized reality



For students of the next course

Should be more active in learning and experiencing time, frequently asking teachers to discover and improve creative skills.



For our team

Need to be more proactive in our work as members need to actively contribute idea



Là con gái THẬT TUYỆT



A group of approximately 15 students are posing for a photo outdoors. They are standing on a paved area, possibly a courtyard or walkway, with a modern building featuring large glass windows and balconies in the background. The students are dressed in casual attire, including t-shirts, skirts, and jeans. Some are making peace signs or other hand gestures. The entire image is covered with a semi-transparent red overlay, and the text "THANK YOU COUNCIL FOR LISTENING TO OUR PRESENTATION!" is written in large, white, bold, sans-serif capital letters across the center.

**THANK YOU
COUNCIL FOR LISTENING TO
OUR PRESENTATION!**