



COMMUNICATION CAMPAIGN

BBMC VIET NAM WEBSITE COMING SOON

CODE

GRA 497_G7

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SINCERELY THANKS



WE ARE SO THANKFUL

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I. ABSTRACT



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I.1. Our Team

Our project team consists of 4 passionate and dynamic individuals with diverse expertise and strengths, aiming to execute a successful communication campaign and deliver value to society. We take pride in being a diverse team, spanning various fields such as communication planning, graphic design, video/image production, content creation, and data analysis.

Our diversity manifests in our varied professional skills and how we bring fresh perspectives and innovative ideas. With passion and dedication, we are committed to collaborating to shape and execute communication campaigns that meet client expectations and contribute to building a community and a developing society.

The fusion of talent, creative spirit, and profound understanding of trends and communication processes will enable us to provide practical solutions, leave a lasting impression, and create optimal interactions between brands and target audiences. We aspire to contribute to the growth and prosperity of businesses and communities by introducing new ideas, innovative approaches, and impeccable performance in each campaign we undertake.

We sincerely appreciate the invaluable contributions of those who supported and accompanied us throughout the “Communication for the Launch of the BBMC Vietnam Website” project. The guidance and encouragement from our dedicated mentor, Dr. Vu Viet Nga, a multimedia communication lecturer, and BBMC Vietnam’s support have played a crucial role in the success and memorability of this project.

I.2. Our Project

“Before the pandemic, the event industry in Vietnam was experiencing robust growth, with a constant rise in diverse events such as fairs, exhibitions, seminars, and entertainment programs. However, the imposition of social restrictions and isolation measures introduced new challenges to the industry. The direct event system was disrupted, necessitating exploring alternative ways to sustain conveyed with the audience.

Post the COVID-19 pandemic, the events industry in Vietnam underwent a transformative journey marked by challenges and opposition. The outbreak significantly impacted the industry, resulting in considerable changes in organized and executed events. Nevertheless, the resilience and creativity of experts and businesses within the sector led to the emergence of new trends and gradual recovery. BBMC Vietnam, a Trading and Event Entertainment Services Company, views this recovery as a golden opportunity for remarkable advancement in the times ahead.

The communication campaign aimed to deliver genuine value to customers by introducing BBMC Vietnam’s new website. To ensure clear understanding and positive engagement from the target audience, the campaign focused on implementing key activities such as defining communication objectives, constructing strategies, designing and executing advertising and PR activities, organizing launch events, and monitoring campaign effectiveness.

Through introducing the new website, the communication campaign aimed to:

01

Enhance Customer Experience: The target audience would experience convenience, accurate information, and seamless interaction through the new website. Optimized interface and content fostered an engaging and user-friendly experience.

02

Facilitate Deeper Connections: The campaign conveyed exciting and unique brand and product messages, fostered emotional connections, and built trust with the target audience.

03

Cultivate Sustainable Relationships: The new website fostered sustainable customer relationships by providing valuable information and insights, encouraging ongoing interaction and interest in BBMC Vietnam’s products and services.

04

Enhance Conversion: The campaign aimed to facilitate a seamless transition from discovering BBMC Vietnam’s services to making service choices or further engagement. The focus on introducing the new website increased the likelihood of successful conversions.

The Production Book, consisting of 9 sections across 100 pages, comprehensively showcased the team’s project execution process. Moreover, the book held a significant role and importance for BBMC Vietnam, serving as vital documentation for future staff members to study and apply in diverse circumstances and conditions.

II. INTRODUCTION

With the growth of the events organization industry and the necessity for introducing skilled Master of Ceremony (MC) personnel, we are proud and excited to present to you a significant project named “Communication campaign BBMC website coming soon.” Unlike a typical project, it showcases the strong collaboration between our group – university students from FPT University – and BBMC Vietnam, a reputable name in event organization and premier MC introductions.

This project represents a remarkable step for us and the events and communication industry. We understand that building a personal brand for an MC requires excellence in hosting and a robust communication campaign to enhance awareness and make an impact. So, we have set the goal to establish a comprehensive multi-channel communication campaign to introduce and unveil the new BBMC Vietnam website.

The project execution has been greatly supported by dedicated guidance from Dr. Vu Viet Nga – our mentor at FPT University. Her profound understanding of communication, event domains, and interactive skills have helped us grasp strategies and project implementation processes. We view

this as a valuable learning and practical opportunity to develop professional skills for the future.

We have taken the project confidently and responsibly through planning, customer research, communication strategy development, advertising and PR activities, and event organization for the website launch. Each step has been meticulously and creatively executed to create an engaging experience and leave a memorable impression on the customers.

This project signifies the successful collaboration between our team and BBMC Vietnam and brings genuine value to both parties. Introducing a unique technological platform for booking event MCs in Vietnam marks a revolutionary step, and we are proud to contribute to this innovation.

Overall, the “Communication campaign BBMC website coming soon” project is not just about introducing a new website; it’s about contributing to the advancement of event organization and communication in Vietnam. We are confident that this project will create positive impacts and open new opportunities for all of us in the future.

II.1. Basic Project Information:

01



Project name

Communication campaign “BBMC website coming soon.”

02



Campaign Field

Communication and Event Organization.

03



Executing Team

FPT University students.

Scope and Boundaries: The project focuses on creating and implementing a comprehensive multi-channel communication campaign to introduce and launch the new BBMC website, targeting customers in major cities such as Ho Chi Minh City and Hanoi. The project scope includes defining communication objectives, building strategies, designing and executing advertising and PR activities, organizing the launch event, and monitoring the campaign’s effectiveness. The project’s boundaries are set to concentrate on creating customer value through introducing the new website and do not extend beyond communication-related activities.

Timeline: The project has been carried out within the specified timeline from June 2023 to August 2023, with critical milestones executed according to plan.

Achievements: The main project objective is to create an effective communication campaign to enhance brand recognition, interaction, and customer value for BBMC’s services by introducing the new website. The project’s expected outcomes include increasing interaction on communication platforms, improving brand recognition, enhancing online community attention, and attracting target customers.

II.2. Involved Parties and Project Leads

BBMC Vietnam: As the primary entity and a crucial partner in the project, BBMC Vietnam provides resources, knowledge, and vital support to execute a successful communication campaign for the website launch. With credibility and experience in event organization and MC introductions, BBMC Vietnam has laid a strong foundation for the project and helped shape the communication strategy. BBMC Vietnam contributes not only financially but also actively participates in defining the project's objectives and scope. They provide detailed information about products, services, and brand values they want to communicate through the campaign. Additionally, they provide feedback and support throughout the project, ensuring that all communication activities accurately reflect BBMC Vietnam's values and image accurately.



Executing Team: The project's executing team is a diverse group of university students from FPT University, bringing various skills and knowledge to the table. This diversity adds richness and creativity to the project. **With guidance from Dr. Vu Viet Nga – the project mentor at FPT University – the executing team has access to advise and essential knowledge required for quality communication campaign execution.** Dr. Vu Viet Nga supports not only the subject matter but also offers a holistic view and strategy. By combining FPT University's knowledge with practical experience and communication expertise, she helps the executing team shape objectives, plan, and efficiently execute each project step.

The close collaboration between BBMC Vietnam and the executing team is a critical factor in ensuring the success of the "Communication campaign "BBMC website coming soon." The fusion of subject expertise and innovation from the executing team, along with support and vision from BBMC Vietnam, creates a partnership that adds value to both sides.

II.3. Project Selection and Team's Role:



We chose the "Communication campaign "BBMC website coming soon" project with a specific interest in the event organization and communication sector. This reflects a deep understanding of the significance of a high-performance communication campaign when introducing a new product. We recognize that creating attention, interaction, and a strong impression in customers' minds is crucial for the success of a product or service.



BBMC - Nền tảng công nghệ book MC ĐẦU TIÊN tại Việt Nam

1,4K lượt thích • 1,4K người theo dõi



Đặt ngay

Nhắn tin

Thích

Bài viết

Giới thiệu

Xem thêm ▾

...

Vietnam's pioneering role in integrating technology into event organization and communication. The blend of creativity, and knowledge from our project team of future FPT University graduates, and BBMC's team will lead to a successful communication campaign, promising new cooperation opportunities for both us and BBMC Vietnam in the future.

So, our team confidently undertook the role of executing the project. With knowledge and experience accumulated from FPT University, we applied a broader scope of communication, marketing, and event management principles to design and implement diverse and effective communication activities. We understood that a successful communication campaign demands not only creativity and execution skills but also a profound understanding of the target audience, market, and business environment.

For us, collaborating with BBMC Vietnam on this project is an exciting and meaningful opportunity. The shared understanding of the value of connecting with customers through communication activities, combined with brand building and creating a distinctive presence, naturally merged. We believe that partnering with BBMC Vietnam to introduce the new website is not just about promoting their services; it's also about building a strong brand image and showcasing a commitment to customers.

Notably, a highlight and breakthrough of this project is the utilization of advanced technology in booking event MCs in Vietnam. It not only brings innovation and differentiation to our customer engagement approach but also affirms BBMC

III. Research and Analysis Section



III.1. Applied Theory

a. Data Collection Method: Primary

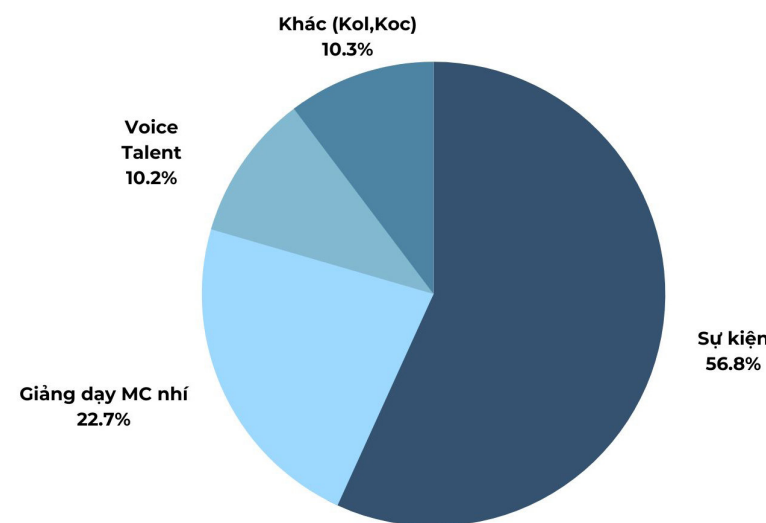
Outsourcing is one of the business solutions that many enterprises, especially in the event industry, choose to reduce costs and focus on human resources and resources for the company's core activities. The demand for outsourcing in the event industry has been increasing recently. Below are some reasons why businesses in the event industry need to use outsourcing.

Firstly, outsourcing helps businesses in the event industry save costs. Instead of owning and operating equipment, facilities, and personnel for event organizations, businesses can use the services of outsourcing partners to save costs and focus on other important aspects of the event.

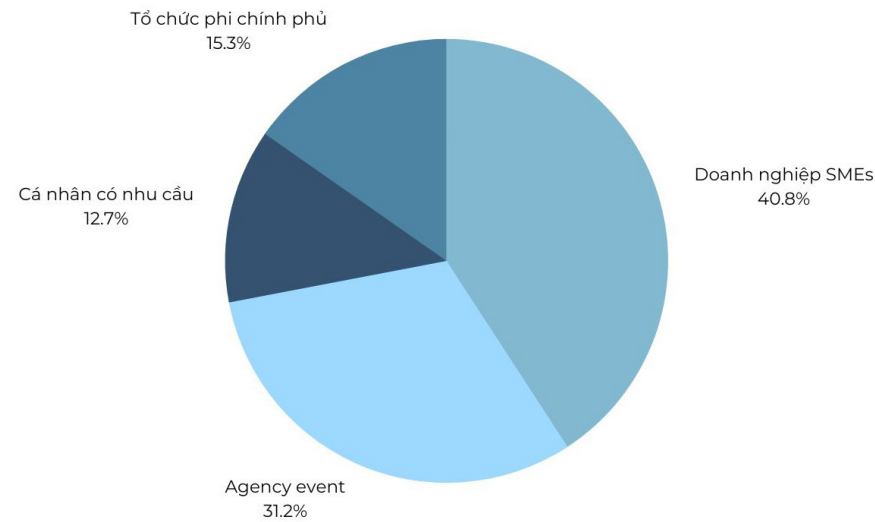
Secondly, using outsourcing allows businesses to focus on their core activities. Organizing a perfect event takes time and effort, from design and planning to execution and management. However, by using the services of professional outsourcing partners, businesses can focus on their core activities without worrying too much about event organization.

Finally, the booking needs of businesses in the event industry are also crucial. Businesses need quick and efficient bookings to ensure the success of their events. Outsourcing partners can help businesses in the event industry meet their booking needs by providing fast and efficient booking services.

a.1. In conclusion, using outsourcing is a good solution for businesses in the event industry to reduce costs and focus on core activities.



a.2. Differentiating by types of events that require BMC personnel booking.



a.1. Segmentation by BMC Customer Industries/Fields

a.2. In conclusion, booking an MC is a pivotal step in the event planning process and constitutes a significant portion of bookings within the event planning industry. Organizers must carefully select and reserve an MC that aligns with their event to ensure its success.

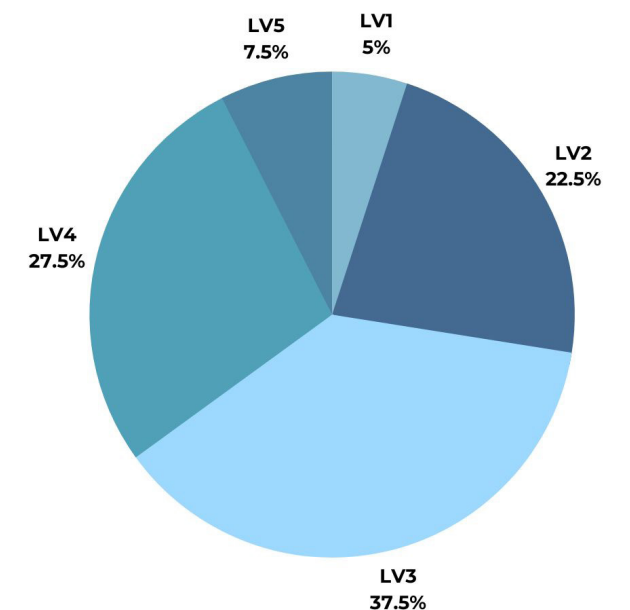
Booking an MC is one of the crucial steps to organizing a successful event. Selecting and reserving a suitable MC for the event requires careful consideration and attention to detail. Booking an MC constitutes the majority of bookings within the event planning industry.

The reason for this is that the MC represents the event and serves as a bridge between the audience and the presenters. An MC can maintain audience engagement and create a cheerful, friendly atmosphere at the event. Therefore, choosing the right MC for the event is of utmost importance.

To book an MC, event organizers often need to approach various resources. Organizers can secure an MC through advertising companies, entertainment agencies, or MC booking websites. However, finding and booking a suitable MC is not an easy task. Organizers need to consider multiple factors such as the MC's style, cost, and previous experience to ensure they have chosen an MC that fits their event.

In the event planning industry, clients often have the demand to book mid-range MCs, who provide a balance of capabilities and come with an appropriate fee level. The reason for this is that clients want to ensure that their MCs can maintain audience engagement and contribute to the success of the event, while still keeping event costs at a reasonable level.

Some clients may be concerned about the quality of mid-range MCs, but the reality is that there are many talented mid-range MCs with suitable pricing. They possess the experience and skills necessary for a successful event, consistently captivating audiences without the need for significant expenditures on well-known MCs. This enables clients to save on event costs while still ensuring quality. When working with BMC, clients can refer to reviews and experiences of MCs before making a booking decision.



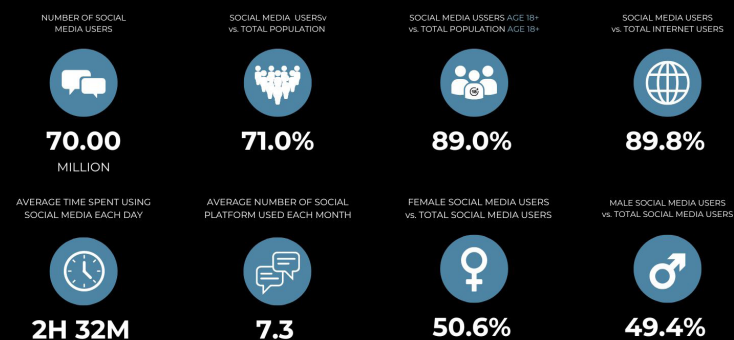
a.3. Segmentation based on the demand for using MCs across the 5 available levels of MCs at BMC

a.3. In conclusion, booking mid-range MCs is a suitable choice for clients looking to ensure quality and cost savings for their event.

b. Data Collection Method: Secondary

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



b.1. Statistics on Social Media Usage in Vietnam in 2023.

At the beginning of 2023, Vietnam had 77.93 million Internet users, accounting for 79.1% of the total population. Additionally, the number of social media users reached 70 million, equivalent to 71% of the total population. The total number of active mobile connections was 161.6 million, equivalent to 164.0% of the total population.

Meanwhile, the internet usage trends of Vietnamese people are also changing. Present-day internet users tend to watch online videos and play online games more frequently. They also use social media platforms to connect with friends and family, share information and showcase their experiences.

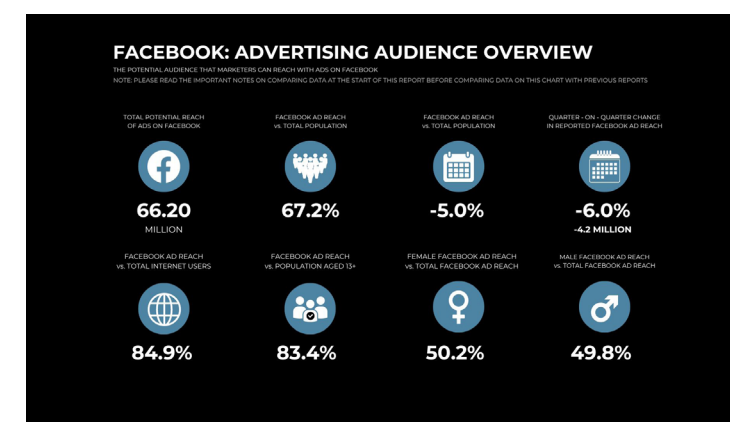
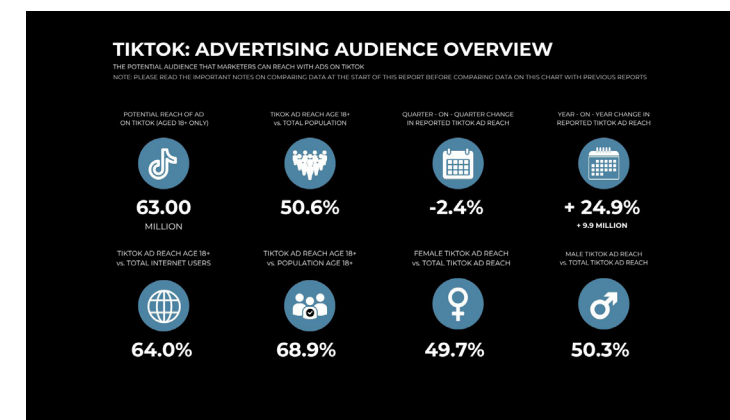
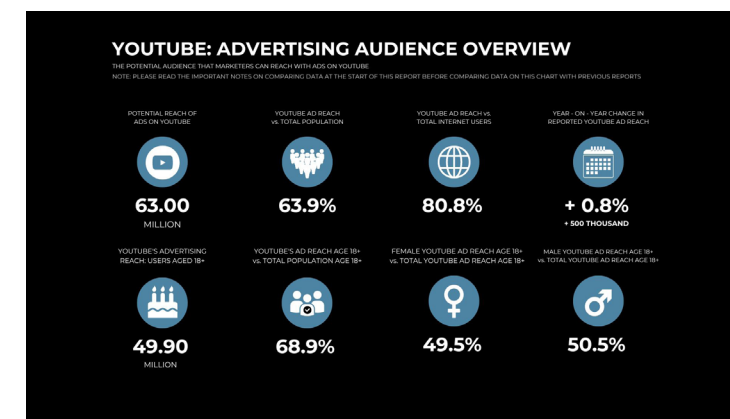
b.1. In summary, the internet is becoming an indispensable part of Vietnamese people's lives, with evolving usage patterns and trends over time. While using the internet brings numerous benefits, it also poses certain risks. Therefore, users need to have knowledge and skills to utilize the internet safely and effectively.

b.2. Statistics on Facebook/Youtube/Tik Tok Users in Vietnam 2023.

In January 2023, Vietnam had 70 million social media users. According to GWI and data.ai, social media is still gaining popularity in Vietnam. However, not every social media user account corresponds to a unique individual. At the beginning of 2023, the number of social media users in Vietnam reached 71.0% of the total population. Nevertheless, only 64.4 million users are aged 18 and above, according to data from advertising planning tools of leading social media platforms.

Nonetheless, this rate remains substantial, constituting 89.0% of the total population aged 18 and above. In other words, 89.8% of Vietnam's total Internet users had used at least one social media platform in January 2023.

The proportion of females using social media in Vietnam is higher than males, with 50.6% being female and 49.4% being male.



According to Meta's report, Facebook had 66.20 million users in Vietnam at the beginning of 2023. However, the potential advertising reach of Facebook in Vietnam has decreased by 4.2 million (-6.0%) from 2022 to 2023, based on data disclosed on Meta's dedicated tools.

During the period from October 2022 to January 2023, the advertising reach of Facebook in Vietnam decreased by 3.5 million (-5.0%). The advertising reach of Facebook in Vietnam was equivalent to 67.2% of the total population at the beginning of 2023 and 84.9% of the Internet user base (regardless of age) in January 2023.

However, Facebook only supports users aged 13 and above, so only 83.4% of the "eligible" population in Vietnam could use this platform in 2023. Meanwhile, the advertising target audience of Facebook in Vietnam is evenly split between males and females, with respective ratios of 49.8% and 50.2%.

According to Google's report, at the beginning of 2023, YouTube had 63.00 million users in Vietnam. The advertising reach of YouTube in Vietnam at the beginning of 2023 was equivalent to 63.9% of the total population.

Advertising on YouTube reached 80.8% of Vietnam's total Internet users in January 2023. Data shows that the potential advertising reach of YouTube in Vietnam increased by 500 thousand (+0.8%) from the beginning of 2022 to the beginning of 2023.

The number of users that marketers can reach through advertising on YouTube in Vietnam increased by 500 thousand (+0.8%) during the period from October 2022 to January 2023.

According to data published in ByteDance's advertising resources, Tik Tok had 49.86 million users aged 18 and above in Vietnam at the beginning of 2023. The advertising reach of Tik Tok reached 68.9% of the total adult population aged 18 and above in Vietnam at the beginning of 2023.

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The advertising reach of Tik Tok in Vietnam was equivalent to 64.0% of Internet users in Vietnam, regardless of age. Data shows that the potential advertising reach of Tik Tok in Vietnam increased by 9.9 million (+24.9%) from the beginning of 2022 to the beginning of 2023. However, the potential spread of advertising on Tik Tok in Vietnam decreased by 1.2 million (-2.4%) from October 2022 to January 2023.

c. Deployment Methodology

In an increasingly competitive event market and with the continuous evolution of marketing channels, BBMCs must acknowledge that traditional communication marketing methods are gradually becoming less effective. Customers are becoming more demanding and sensitive to pricing and services. They are quick to turn away from one company to switch to the products/services of a competing competitor.

To avoid falling into the pitfall that many businesses today are stumbling upon, which is pushing out promotions and advertisements without truly considering the needs and desires of customers, BBMCs need to take a different approach. Many messages carry multiple meanings, and some might even come across as offensive to customers. In such cases, the communication efforts fail to establish a meaningful exchange of information between the two parties. As a result, products and brands are easily forgotten by customers, failing to generate empathy or positive sentiments.

The core value of BBMC Vietnam is “OPTIMIZE costs - PROVIDE timely support - Manage RISKS,” and that is the goal set by BBMC. However, the essence of the 4Ps revolves around selling products and pushing them into the market to satisfy customer needs and desires. BBMC Vietnam has explored the 4Cs model combined with the 4Ps to enhance the effectiveness of the company’s communication and marketing efforts.

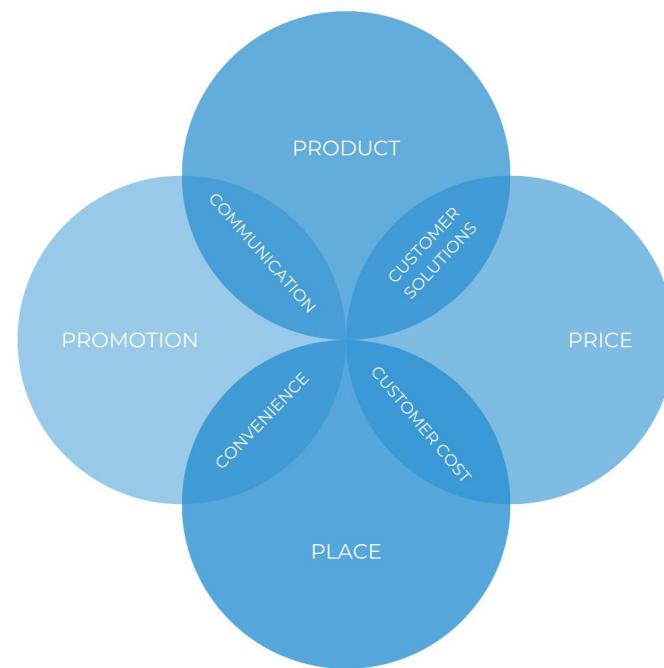
c.1 4Ps & 4Cs Model



Implementing the 4Ps & 4Cs Model for BBMC Vietnam

The integrated model of 4Ps and 4Cs is an effective approach in the field of marketing. 4Ps (Product, Price, Place, Promotion) is the classical marketing model, while 4Cs (Customer needs/wants, Cost to the customer, Convenience, Communication) is a more modern framework. Instead of focusing on product, price, place, and promotion as in the 4Ps model, the integrated model of 4Ps and 4Cs centers around customer needs/ desires, cost to the customer, convenience, and communication. This combination allows BBMCs in Vietnam to prioritize customers, meet their needs optimally, and create value for them.

The customer is at the core of this model. Businesses must address customer needs by providing suitable products or services at appropriate prices, delivering products or services conveniently, and establishing effective communication channels for interaction. This enhances the conversion rate of customers into loyal patrons and contributes to increased sales volume.



Matrix Integration of 4Ps & 4Cs

c.2 PESTEL model

The PESTEL model is a business environmental analysis tool used to assess external factors that influence a company's business operations. PESTEL stands for six factors: Political, Economic, Sociocultural, Technological, Environmental, and Legal.



Analyzing the PESTEL factors helps businesses gain a better understanding of the business environment, enabling them to formulate appropriate strategies.

Political	<p>Currently, the political situation in Vietnam is stable and developing. The Communist Party of Vietnam maintains a firm political power grip in the country and has implemented various reforms to promote economic and societal growth. Additionally, Vietnam has entered into several free trade agreements with different countries and regions, such as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), the EU-Vietnam Free Trade Agreement (EVFTA), and the Regional Comprehensive Economic Partnership (RCEP). These agreements have enabled Vietnam to expand its export market and attract significant investments from various foreign nations.</p> <p>Tax Policy: Tax policies in Vietnam are being reformed and adjusted to be more favorable for businesses, including tax reductions, exemptions, and tax support for newly established enterprises.</p> <p>Market Regulations: Vietnam has introduced many new regulations on market management, consumer protection, and prevention of counterfeit, fake, and prohibited imports, making the business environment more fair and transparent.</p> <p>Business Environment: The business environment in Vietnam is undergoing improvement and development. However, there are still challenges such as environmental pollution, complex administrative procedures, and difficulties in accessing capital. The Vietnamese government has implemented various supportive policies to enhance the business environment, such as electricity price reductions for businesses, streamlining administrative procedures, and strengthening business support.</p>
Economic	<p>Economic Growth: The Vietnamese economy achieved an average annual growth rate of around 6-7% during the period from 2016 to 2020, particularly in the areas of manufacturing, services, and exports.</p> <p>In 2022, economies gradually reopened despite ongoing complex developments. Vietnam's economy in 2022 achieved significant accomplishments. Economic growth, exports, foreign investment, and the development of key economic sectors all saw substantial progress. Economic growth: Vietnam's Gross Domestic Product (GDP) grew by 6.5%, surpassing the targeted 6%. The most attractive sectors for investment were real estate, manufacturing, and services. The positive economic landscape in 2022 provided a foundation for the development of other industries, including the event industry.</p> <p>Economic growth: As the economy develops, people tend to spend more on events and entertainment. This can contribute to the growth and expansion of the event industry.</p> <p>Income levels: People's income also impacts event organization. When people's income increases, they may spend more on events and entertainment, providing opportunities for the event industry to grow.</p> <p>Economic policies: Government economic policies also affect the event industry. When the government introduces supportive policies for cultural, artistic, and entertainment activities, the event industry can benefit and have opportunities for development.</p>

Sociocultural	<p>The society and culture of Vietnam have a significant impact on the development of the event industry as follows:</p> <p>Entertainment Demand: Vietnamese people have a high demand for entertainment and participation in recreational events, especially during festive seasons and weekends. This creates many opportunities for the development of events and entertainment activities.</p> <p>Culture: Vietnam's culture is characterized by diversity and richness, giving rise to various types of unique events and entertainment activities that cater to people's preferences.</p> <p>Family and Friends: Family and friends are integral parts of Vietnamese culture, and events like weddings, birthdays, family gatherings, etc., provide occasions for everyone to come together and bond. As a result, these events are well-organized, warm, and intimate, offering numerous opportunities for the growth of the event industry.</p>
Technological	<p>The trend of digital transformation is a global phenomenon, encompassing activities and processes that convert services, products, and procedures from traditional forms to digital formats. It involves the use of digital technologies to generate new value and enhance the efficiency of operations for both organizations and individuals.</p> <p>BBMC is also such an entity, implementing a new model by leveraging the advantages of technology into its operational processes to enhance customer experience. It also explores new communication channels to reach and engage with customers.</p>
Environmental	<p>The service sector is referred to as the 'smokeless industry' because it does not produce physical materials or goods; instead, it offers services such as tourism, entertainment, education, retail, restaurants, hotels, healthcare, and finance. These services do not generate smoke or environmental pollution like other traditional industries.</p> <p>The service sector is of great interest in Vietnam as it is rapidly growing and holds significant potential. According to statistics from the General Statistics Office, the service sector accounted for over 40% of Vietnam's Gross Domestic Product (GDP) in 2020. It also plays a crucial role in generating employment and attracting foreign investment.</p> <p>BBMC always comprehends its values and responsibilities towards the environment and society. By implementing eco-friendly, smokeless service offerings, it contributes financially and through manpower to activities that contribute to the development of both the environment and society</p>
Legal	<p>The Trademark Protection Law in Vietnam was enacted in 2005 and has been revised and supplemented in 2009 and 2019. While there are still some areas that are not fully optimized in this law, relevant authorities are making efforts to enhance and improve it to better safeguard the rights of businesses in owning and protecting their trademarks.</p> <p>The Labor Law in Vietnam was introduced in 2012 and has been amended and supplemented in 2019. However, businesses still encounter difficulties in complying with the provisions of this law, particularly in implementing regulations concerning working hours, actual wages, and social insurance. Authorities are actively researching and proposing solutions to optimize the Labor Law, aiming to create better working conditions for both businesses and employees.</p>

Summary of the PESTEL Analysis

Conducting a 360-degree analysis using the PESTEL method allows companies to assess the impact of external factors on the market environment, growth prospects, and business effectiveness. Understanding these factors and their significance is crucial for evaluating the strengths and weaknesses of the business, as well as the opportunities and threats within the environment. PESTEL analysis provides relevant and effective information for SWOT analysis, helping to determine business strategies before entering the battlefield. We will delve into more details about SWOT analysis in the following section.

Based on the PESTEL analysis, the proposed approach for this campaign involves public relations activities that deliver value to the community, avoiding communications that are currently being boycotted due to their offensive or culturally inappropriate content in Vietnam. Careful consideration is required to avoid legal issues within the country.

c.3 SWOT Analysis of BBMC Vietnam

Strengths	Youthful and enthusiastic personnel team. Large number of freelance data contributors, covering two major cities, Hanoi and Ho Chi Minh City. Proactively engaging with and utilizing technological solutions.
Weaknesses	The company is still young and inexperienced in the market, hence lacks widespread recognition and partner trust. The workforce is not yet fully developed, leading to inefficiencies in operations. Financial resources are limited.
Opportunities	Consumer behavior and customer information access are undergoing constant changes, providing opportunities for those who can grasp them. As the socio-economic conditions stabilize, the event industry will further flourish, with people showing an increased interest in enjoying a richer spiritual life. Supportive policies for startup enterprises also contribute to this growth.
Threats	Consumer behavior and customer information access are undergoing constant changes, providing opportunities for those who can grasp them. As the socio-economic conditions stabilize, the event industry will further flourish, with people showing an increased interest in enjoying a richer spiritual life. Supportive policies for startup enterprises also contribute to this growth.



CONCLUSION

Based on the SWOT analysis of BBMC Vietnam, we can draw the following conclusions and development proposals.

Conclusion: The company has an innovative leadership team that is currently implementing new technological solutions to reach potential customers. The company needs to focus on shaping a differentiated USP and developing traditional service models in the event industry, while ensuring that BBMC’s USP products are less vulnerable to risk factors. The company has financial management plans and is optimizing the human resources system to ensure stable growth.

Development proposals for BBMC Vietnam: Enhance customer outreach and fundraising from funds and individuals to expand the business scale. Develop new service models, leveraging technology to reach customers. Create an effective marketing and advertising strategy, expand the brand presence across the event market to increase accessibility and attract customers

c.4 5W1H2C5M Model for Communication Campaigns

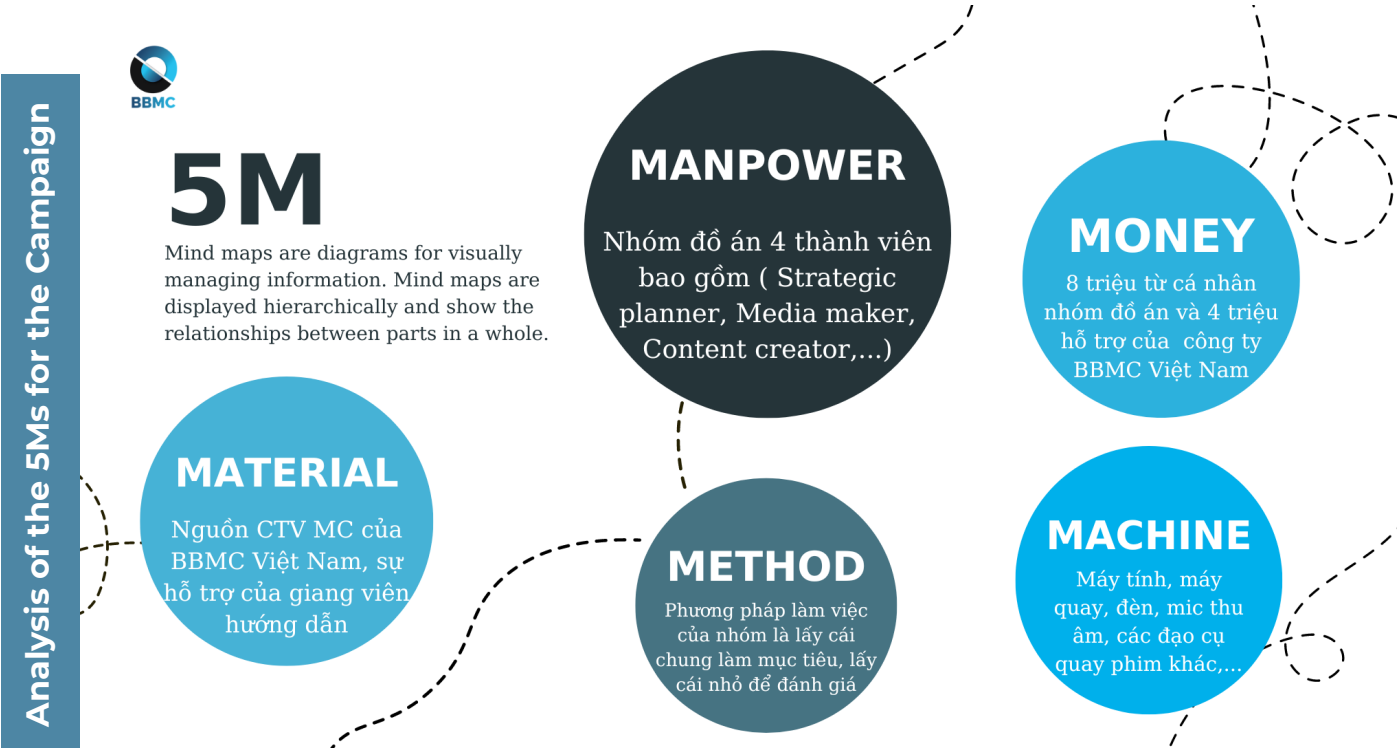
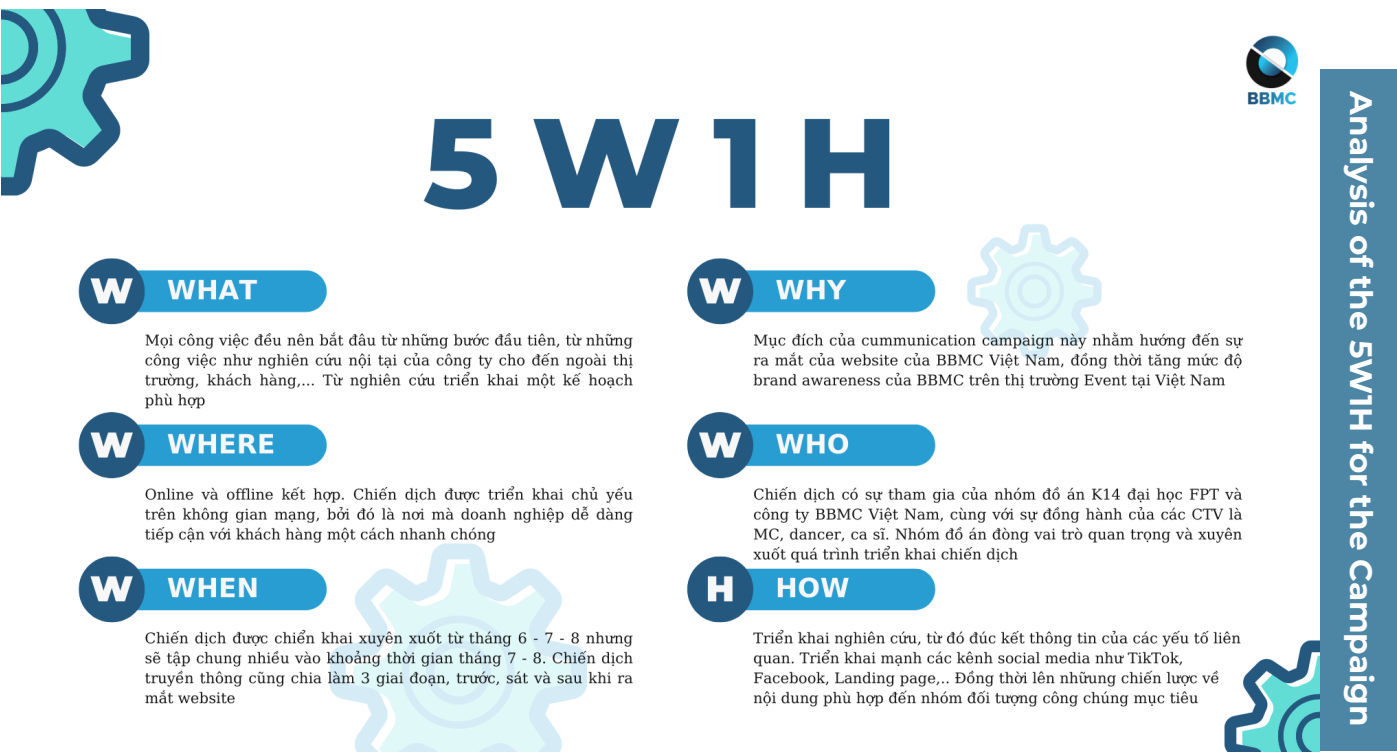
The 5W1H2C5M method is a problem analysis approach that helps guide comprehensive and detailed information gathering and issue resolution. This method consists of 5W1H (What, Why, Where, When, Who, How), 2C (Check and Control), and 5M (Manpower, Material, Method, Machine, and Money).

The 5W1H2C5M method is utilized across various fields such as quality management, project management, market research, issue analysis, and many other domains. It serves as a highly beneficial approach for enabling managers and researchers to gain a deeper understanding of the problem to be solved and identify effective solutions.

Applying 5W1H2C5M assists organizations in designing and implementing more effective communication campaigns, ensuring that messages are delivered to the right target audience, utilizing the most efficient distribution channels, and achieving desired outcomes.

Furthermore, 5W1H2C5M aids organizations in monitoring and measuring campaign effectiveness to adjust strategies and maintain campaign success over the long term.

From the above questions, we can identify the root causes of the issue and propose solutions to enhance product quality, communication campaigns, or business strategies for the company.



Analysis of the 2Cs (Check and Control) for the Campaign

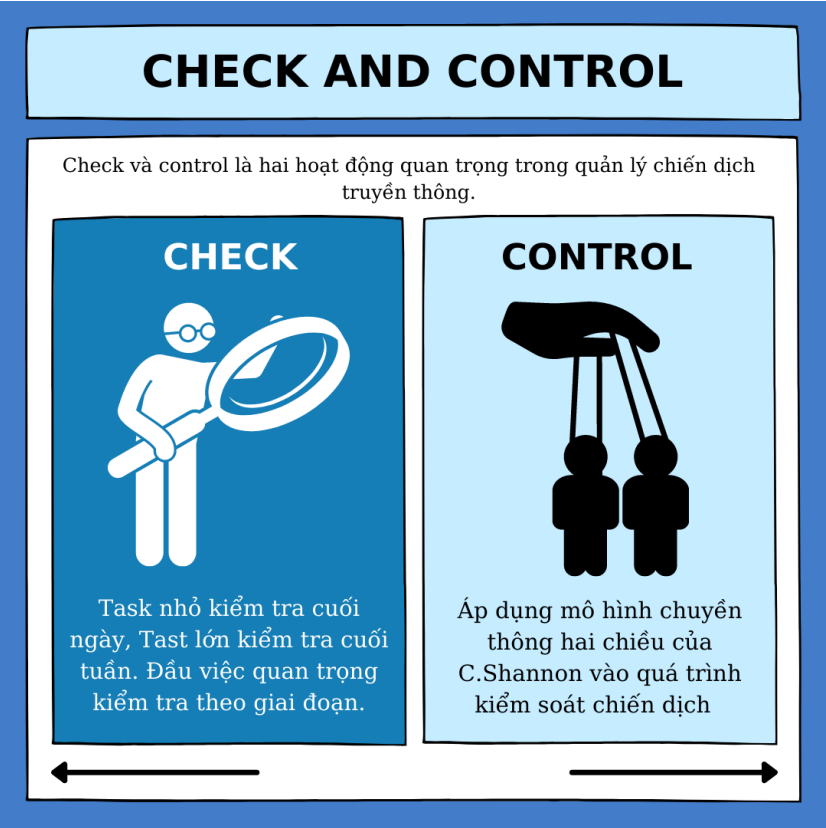
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From the above questions, we can identify the root causes of the issue and propose solutions to enhance product quality, communication campaigns, or business strategies for the company.



The initial objective of this study was to provide both subjective and objective assessments of the internal factors of BBMC company, external factors such as the event market, the post-pandemic Vietnamese economy, and ultimately the needs and desires of BBMC's customers. To arrive at a final conclusion, the team relied on models and theories applied in communication research, yielding highly clear and practical results regarding the subjects under investigation.

In summary, this research has offered us a clearer and more detailed understanding of the impact of communication campaigns on customer consumer behavior. We analyzed factors influencing customer decision-making and behavior, and provided recommendations to optimize the long-term business strategies of BBMC overall and specifically their communication campaigns.

Our research has demonstrated that the presence of brand and advertising messages on various communication channels, including television, press, and social media, has a positive impact on customer purchasing decisions, especially within the online space in Vietnam. As BBMC Vietnam has not invested comprehensively in its communication efforts, it is evident that enhancing investments in advertising activities across different communication channels can contribute to increased sales and profitability.

Furthermore, we examined factors influencing customer trust in the brand, encompassing product quality, brand reputation, and the customer-brand relationship. The results highlighted the importance of customer trust in building a lasting relationship between customers and the brand.

We have also proposed a number of recommendations to optimize the effectiveness of communication campaigns. First and foremost, crafting appropriate advertising messages tailored to the target audience is crucial. Advertising messages need to be designed to align with the needs, preferences, and values of customers. Additionally, using suitable communication channels is pivotal to achieve the highest effectiveness in conveying messages.

Another recommendation is to establish a long-term relationship with customers and make strategic investment decisions to expand in the economic landscape of Vietnam, especially in the last two quarters of 2023. Building a lasting relationship between customers and the brand enhances customer trust in the brand and provides a competitive advantage for the business. BBMC should implement prudent business strategies, avoiding resource wastage in unnecessary activities during the current challenging economic period.

Lastly, we suggest further research to better understand the influence of other factors such as pricing and product quality on customer purchasing decisions, particularly among direct competitors in the market. Subsequent research could provide a more comprehensive view of customer purchasing decisions and help businesses optimize communication activities to increase sales and profitability.

Conclusion of the Study

III.2. Project Lead and Stakeholders

a. Internal Research of Project Team and BBMC Vietnam

About Project Team GROUP 7 - GRA 497

Group 7 - GRA 497 consists of 4 members with diverse expertise to launch a communication campaign for BBMC Vietnam independently. In addition, our team is accompanied by our instructor, Dr. Vu Viet Nga, who is a lecturer in the Multimedia Communication program at FPT University Hanoi.

BBMC is a booking platform for MCs (Masters of Ceremony) catering to event organizing entities or groups/individuals in need. After a prolonged period of being impacted by the Covid pandemic, BBMC has resumed its operations, picking up where it left off with pending plans. With the positive recovery of the event industry, BBMC is gearing up for an explosive communication campaign and the launch of new tools to enhance customer experience. Among these, the website will be the first tool to be introduced. This communication campaign aims to promote BBMC's brand in the market.

About BBMC Vietnam

b. Market Research

Our study reveals that brand presence and advertising messages appearing on media channels such as television, press, and social media have a positive impact on customers' purchasing decisions, particularly within the online space of Vietnam's Internet. However, BBMC Vietnam has not yet systematically invested in communication efforts, indicating that enhancing investments in advertising activities across various media channels could potentially lead to increased sales and profitability for the business.



c. Competitors

Competitors in the market are businesses or organizations that offer similar or comparable products, services, or solutions as you, and compete to attract and serve the same target audience. Identifying competitors involves analyzing and recognizing those individuals or organizations operating within the same industry, providing similar products or services, and having the potential to compete directly or indirectly with BBMC Vietnam.

Understanding the Competitive Landscape: Identifying competitors helps you gain a better understanding of the competitive environment in your industry. You can monitor the behaviors and strategies of competitors to adjust your business strategy accordingly.

Uncovering Strengths and Points of Differentiation: Identifying competitors allows you to recognize their strengths and weaknesses compared to your business. This enables you to find ways to create points of differentiation in your product or service to attract and retain customers.

Freelancer

Freelance MCs in the event market in Vietnam have distinct characteristics and unique approaches to gain an advantage for themselves in seeking and engaging in event-related opportunities. Below are some of their characteristics and approaches:

Personal Brand Building: Freelance MCs often establish a strong personal brand. They utilize social media, personal websites, or other online platforms to introduce themselves, showcase their reputation, and highlight their MC skills.

Extensive Network of Relationships: Freelance MCs often establish a broad network of relationships within the event industry and related fields. They frequently participate in networking events, conferences, and social activities to seek work opportunities and forge new connections.

Event Companies

Event companies in Vietnam exhibit diverse characteristics, reflecting the multifaceted nature of the event industry and the Vietnamese market. Small and medium-sized event companies are often known for their flexibility, dedication, and focus on delivering high-quality event services at competitive prices. Below is an overview of small and medium-sized event companies, as well as companies providing MC rental services in Vietnam:

- Ri Event
- Thiên An Media
- Sol Đồ
- ...

Flexibility: Flexibility is one of the key attributes of small and medium-sized event companies. They possess the capability to customize services to precisely match the needs and budgets of their clients.

III.3. Target Audience



Customer Persona (or Buyer Persona) is a crucial concept in marketing and communication, especially when building and executing effective communication campaigns. It represents an idealized image of the target audience, aiding in a deeper understanding of customers and focusing communication activities more effectively. Here are several reasons why Customer Persona is important:

Effective Focus: Customer Persona helps you concentrate on comprehending and meeting the specific needs of the target audience. Instead of crafting scattered messages, you can create more precise and engaging content and communication campaigns.

Quality Content Creation: Understanding the Customer Persona helps you generate content that truly resonates with and appeals to customers. This enhances the likelihood of interaction and fosters trust from the customer's perspective.

Target Audience Differentiation: In a diverse market, Customer Persona assists in identifying more specific target audiences. This helps avoid wasting communication resources and concentrates on high-potential customers.

Emotional Connection Building: A clear understanding of the Customer Persona enables you to establish a stronger emotional connection with customers. You can use language and messages that align with their values and goals.

Utilizing Existing Data Analysis Methods: By leveraging data from current customers, such as information from CRM systems, customer surveys, and data from previous BBMC product usage, you can identify customer characteristics and behaviors.

Social Media and Google Analytics Data Analysis: Tracking customer online activities on the company's social media platforms allow you to gain insights into their behaviors and preferences. From these two methods, we have compiled the following customer profile:

III.4. Communication Platforms

a. Facebook Page



The Facebook page is a prominent communication channel widely used for brand promotion and customer interaction. This is due to Facebook being one of the largest social media platforms globally, with over 2.8 billion users. This indicates that Facebook can reach a vast potential customer base for BBMC.

Facebook allows customers to engage with your posts through likes, comments, shares, or tagging friends, thereby increasing brand interaction and visibility. The group can promote BBMC's services through posts, videos, or images on the Facebook page. The group can also utilize Facebook's advertising tools to reach potential customer segments.

Furthermore, the Facebook page provides effective analytics tools to measure and analyze the results of the group's communication campaigns. This enables you to adjust your communication strategy for optimal effectiveness. Compared to other communication channels, a Facebook page offers a cost-effective solution, helping you save on advertising expenses.

b. Tik Tok & Short Video



Tik Tok and short videos, in general, have become increasingly popular communication channels for reaching customers. Short video content typically ranges from 15 to 60 seconds, allowing the group to convey its message simply and quickly. This enables customers to easily consume information and maintain focus within a

short timeframe. Tik Tok is one of the most popular short video platforms today, with over 1 billion global users, indicating its potential as a communication channel to reach customers.

High interactivity: Short videos enable users to engage with BBMC Vietnam's content through likes, comments, shares, or by following the company's account. This enhances interaction and popularity for the BBMC Vietnam brand. **Low cost:** Compared to other communication channels, advertising costs on Tik Tok and short videos are relatively low. This helps you save advertising expenses while increasing the effectiveness of your campaign.

Effective advertising: Tik Tok provides advertising tools to reach potential customer segments. The group can utilize in-feed ads, brand takeover ads, hashtag challenge ads, and branded effect ads to connect with its customers. **Easy access to a younger target audience:** Tik Tok is a popular platform among the younger generation, particularly those under 30 years old. As BBMC Vietnam's products and services target a younger audience, Tik Tok serves as an effective communication channel to reach them.

c. Landing page

The landing page holds significant importance in the group's communication campaign, as it helps focus the customer's attention on a specific product or service. It allows advertisers to create advertising campaigns centered around a particular product or service and directs customers directly to the website of that product or service.

The landing page also enhances the interaction and popularity of the product or service. By creating custom and optimized web pages for each product or service, advertisers can increase customer conversion rates and reduce bounce rates.

Furthermore, the landing page helps advertisers collect customer information. By requesting customers to provide contact information or participate in surveys, advertisers can gather customer data and use it to create more effective advertising campaigns in the future.

III.5. Conclusion of Social Media Activities

Social media activities play a crucial role in the communication strategies of businesses. These activities are designed to help businesses reach customers and establish their brand presence in the market.

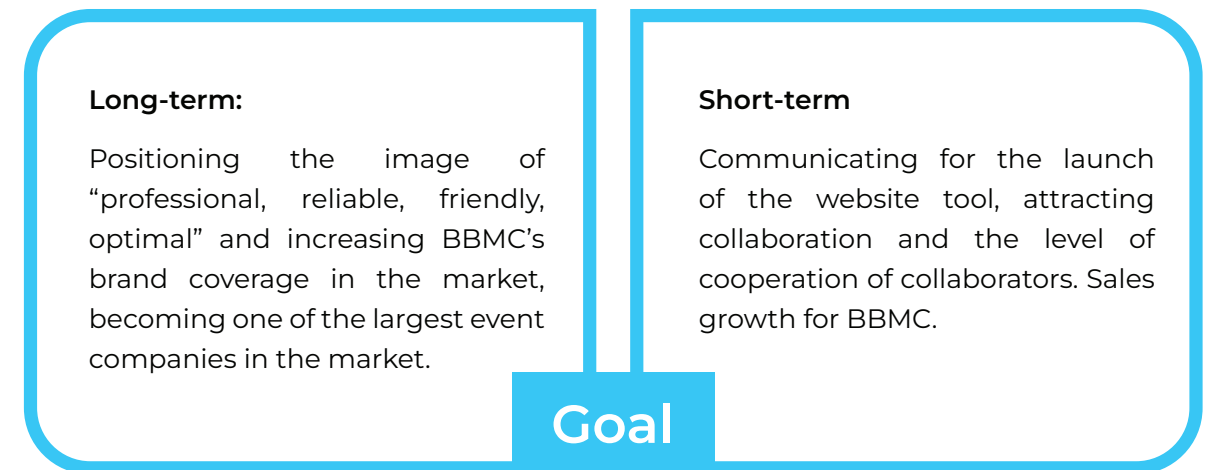
The social media activities that our team is implementing this time include online communication activities such as advertising, a Facebook page, Tik Tok & short videos, and a small portion of email marketing. Each activity has its purpose and means to reach customers and build the brand.

To carry out effective communication activities, our team, and BBMC Vietnam need to have a specific strategy that aligns with the initial objectives set. Activities involving understanding our customers, competitors, and the market are prioritized from the start to create relevant activities.

A series of effective communication activities should have a clear and compelling message to capture the attention of customers. Furthermore, these activities need to be designed to align with the characteristics and preferences of customers to enhance interaction and effectiveness. For these reasons, we highly value creativity and entertainment in our multi-platform content creation activities.

IV. IDEA DEVELOPMENT

IV.1. Goal & Objective



Online:

Website Successfully launched website and introduction TVC

Facebook: Increased 2000 likes on both BBMC’s Facebook pages

Tik Tok: 5000 followers within 3 months

Hashtag “bbmcvietnam”: Achieved over 100,000 views

Objective

Offline:

Event: Event 1 had a participation of 80 - 100 people, while Event 2 had a participation of 30 - 45 people. Both events received over 80% positive feedback.



Qualitative

For customers: BBMC has become a “top-of-mind” keyword whenever they think of booking an MC. They are intrigued and have trust in BBMC.

For collaborators: They are loyal and willing to refer jobs back to BBMC, which demonstrates a great level of trust in BBMC.

IV.2. Communication strategy

a. Content strategy

The media campaign “BBMC website coming soon” has the following main objectives:

Communication for the launch of the website tool

BBMC brand recognition in the market.

Increase the engagement of collaborators with the business

We plan content strategies that focus on content that combines education and entertainment, catching trends / leading content. Because in 2022, thought leadership is identified as one of the top goals of marketers. However, according to the survey for 2023, the preference of brands for this goal has decreased by 31%, behind the goal of entertainment (37%). According to the survey respondents, entertainment will continue to be the top goal in 2024.

We will focus on owned-and-operated channels, one of the key changes in this year’s trend is the increased investment in owned-and-operated channels, including the brand’s website and other platforms (such as social media)



Evaluate the effectiveness of the platforms from the survey

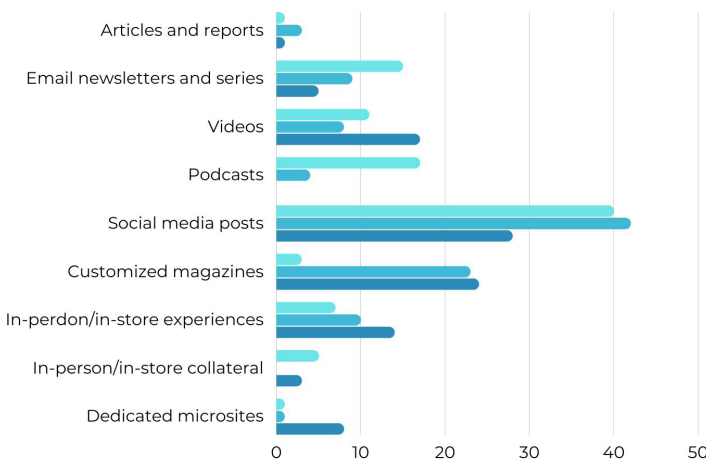
Leveraging the power of video: With video’s expected growth, we’ve invested more in creating and sharing quality video content to deliver visual and impactful messages and attract the attention of consumers. Especially focusing on short video groups on Tik Tok, Youtube Short, and Facebook Reel platforms.

Adjusting the email marketing strategy will be implemented at the final stage of the project because according to the assessment, Email is considered as one of the three effective communication channels for the brand. BBMC needs to optimize its email marketing strategy by providing engaging, personalized content and sending it to the right audience, thereby helping to increase open and engagement rates.

Long-term additions to the communication strategy of BBMC Vietnam:

Monitoring trends and changes in consumer habits: BBMC Vietnam needs to continuously monitor changes in social media landscapes and consumer habits to adjust its approach and interaction with the target audience effectively.

Leveraging the effectiveness of each content format: Based on survey results, marketers should clearly identify the effectiveness of each content format and focus on investing in formats that yield the highest results. For example, social media posts and videos are considered important formats that deliver high effectiveness. However, the potential of email newsletters and other formats such as articles, reports, podcasts, and magazines should not be overlooked.



The trend of applying various media formats over the years.

Big Idea Blueprint

Consumer Reputation	BBMC Vietnam is a company providing personnel for events. BBMC helps its customers manage risks and always provides timely support.
Brand Character	BBMC Vietnam always brings youthful energy and dedication to serve.
Brand Role	With BBMC Vietnam, organizing an event has never been easier. Customers always feel like they are in control of the event without encountering any issues.
Internal Beacon	In Vietnam, our team always works with a “Innovate & Serve” mindset, aiming to optimize the model to provide customers with the best experiences.
Product & Services	All products and services of BBMC Vietnam are oriented towards outsourcing services that help customers optimize their work.

BBMC Vietnam will launch a website tool and, furthermore, a mobile application. These tools are designed to serve two main target groups: customers and BBMC’s partners. Customers will have easy access to BBMC’s services and receive timely support in case of any issues. For partners, the website will serve as an information channel where they can share their own information and strengths with customers. It will also serve as a measure of their value in their respective industries.

Key message

Web BBMC Coming Soon - BBMC is about to launch its website

This is the main key message in this campaign, marking the strong comeback of BBMC and affirming its presence in the market.

Give wings with BBMC - BBMC empowers the young MC community

This key message will be implemented before the main key message. With the desire to reach out to BBMC’s MC freelancer community and strengthen their bond with the organization, encouraging them to refer jobs back to BBMC.

The slogan

“BBMC AT ALL EVENTS”

The slogan “AT ALL EVENTS” of the company carries a deep meaning of commitment and dedication to customers. The phrase “AT ALL EVENTS” can be understood as “in every circumstance,” “always present,” and “never give up.” This slogan reflects that the company is ready to accompany and support customers in every situation, from difficult times to successful moments. It conveys a strong message that helps customers feel reassured and trust in the company’s partnership. The slogan “AT ALL EVENTS” is a promise, a commitment, and a business philosophy of the company, helping to build trust and confidence from customers and achieve success in business.

HASHTAG

Hashtag

#bbmcvietnam

#bbmccomingsoon

#bbmcwebsite

#bbmcatallevent



LOGO

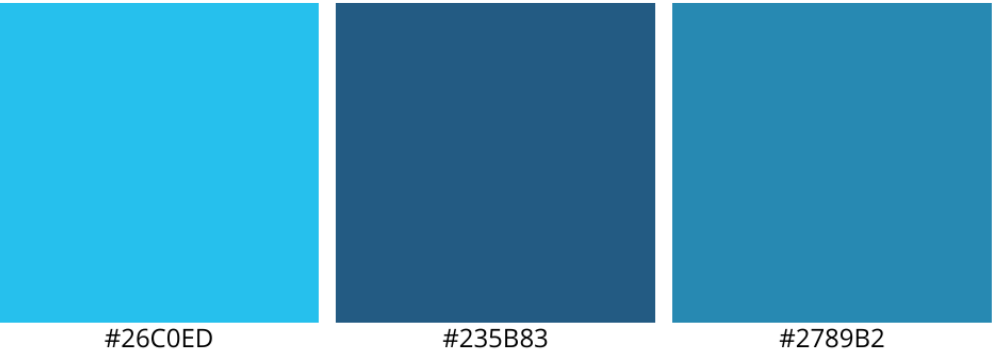


TYPOGRAPHY

Montserrat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Raleway
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

COLOR



b. Channel Strategy:

We will focus on owned-and-operated channels, which is one of the significant changes in this year's trend - the increased investment in channels that the brand owns, including websites and other platforms (such as social media).

Harnessing the power of video: With the expected growth of video, we have invested in creating and sharing high-quality video content to visually convey messages and make a strong impression, capturing the attention of consumers. In Particular, we will focus on short videos on platforms like Tik Tok, Youtube Shorts, and Facebook Reels.

Adjusting the email marketing strategy will be implemented in the final stage of the project, as Email is evaluated as one of the top three effective communication channels for the brand. BBMC needs to optimize its email marketing strategy by providing engaging, personalized content and sending it to the right audience, thereby increasing open and interaction rates.

Facebook Page

Facebook page is an important tool in the communication strategy of businesses today. With over 2.8 billion users worldwide, Facebook is one of the largest social media platforms and provides many opportunities for businesses to reach their customers. Facebook pages are used to promote products, build brand awareness, and interact with customers. Although Facebook pages are no longer a new



communication channel, the value they bring is immense and requires focused investment and development. However, to use Facebook pages effectively, businesses need to have a specific and goal-oriented strategy. Below are some strategies our team suggests for effectively reaching customers using a Facebook page.

Before creating a Facebook page, businesses need to identify their goals. These goals can be increasing sales, building brand awareness, or enhancing customer interaction. Based on these goals, businesses can create relevant content and establish metrics to measure the effectiveness of the Facebook

Tik Tok & Short Video

We place great emphasis on developing short video content in general and Tik Tok in particular for BBMC Vietnam. In the digital age, social media channels have become an essential part of businesses' communication strategies. And Tik Tok, one of the fastest-growing short video apps, has become an important channel for introducing products, building brands, and interacting with customers.

Tik Tok is a popular app among young people, especially Generation Z. With over 1 billion users worldwide, Tik Tok is a channel with great potential for businesses to reach young target customers and create effective communication campaigns.

To meet customer demands, BBMC Vietnam has decided to focus on developing short video content and Tik Tok. We understand that content is the most important factor in creating engaging and attention-grabbing videos. Therefore, we have invested in a professional production team, as well as utilizing advanced tools and software to create high-quality and appealing videos.



Landing Page

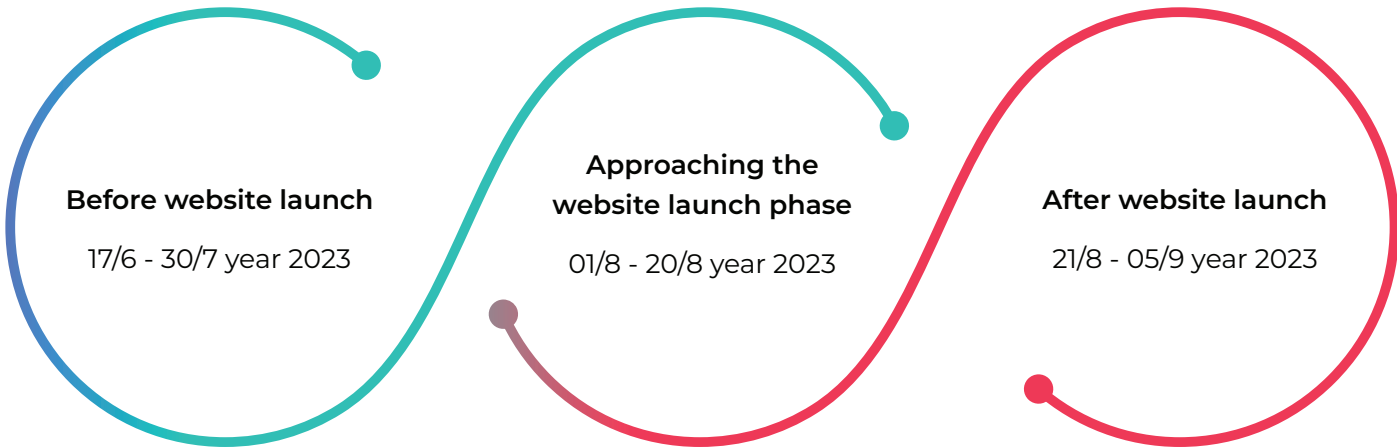
A landing page is an important part of our communication campaign. It is the destination page for customers when they click on an advertisement or other marketing materials. The purpose of this page is to introduce the business's products or services and persuade customers to take a specific action, in this case, signing up for a service.

An effective landing page needs to be designed to be attractive and easy to understand. It should have a clear and compelling headline, and the necessary information about the business's products or services should be presented clearly and understandably (Evergreen content). Additionally, the landing page should have a clear and appealing call-to-action, so that customers can take the desired action of the business.

c. Specific tactics

When approaching a communication campaign, planning a specific strategy is crucial in order to achieve the campaign's objectives. Communication strategies help businesses and organizations optimize the use of communication channels, attract customer attention, and enhance brand recognition. A communication strategy plan includes various elements, from market evaluation and customer research to selecting appropriate communication channels and determining suitable content. In the context of an increasingly competitive market and demanding customers, we propose an accurate and effective communication strategy for BBMC Vietnam, with the hope that this strategy will help BBMC Vietnam differentiate itself and achieve success in meeting its initial goals.

Phase	Activities	Main channel	Goal
Before website launch	Content writing Design poster Quay/dựng short video Chạy quảng cáo	Facebook page Tik Tok Reel Youtube short	Maximizing outreach to the target audience of BMBC.
Approaching the website launch phase	Content writing Design poster Shoot/produce short videos Run advertisements Event (Online or Offline) Booking press coverage	Facebook page Tik Tok Event Press	Build customer and affiliate interest in BBMC's upcoming website.
After website launch	Content writing Design poster Shoot/produce short videos Run advertisements Design web/landing page	Facebook page Tik Tok Website Landing page Gmail	The more customer data we have, the better for implementing email marketing and increasing conversion into revenue



V. IMPLEMENTATION PLAN

V.1. Source of Growth

Target audience	Current user & competitor’s user: Agency event, event organizing center/wedding party venue, restaurant, tourism agency, team building event organizer.	Reasons	Cost reduction: Help reduce costs for service companies and events by reducing workload in management, recruitment, and personnel expenses.
On average, Vietnam has around 1,218,858 events of various sizes each year. These events range from large-scale fashion shows, music conferences, and seminars to smaller events like weddings and engagements.			Increase productivity: Help increase productivity by outsourcing non-core tasks to professional service providers, allowing service and event companies to focus on their core activities.
The event industry in Vietnam is experiencing stable growth, with an annual growth rate of approximately 10%. In terms of economic structure in the first quarter of 2023, the service sector accounted for 43.65%, showing a 1.59% increase compared to the corresponding period in 2022, which was 42.06%.			Improve quality: Allows service and event companies to hire professional service providers, enabling them to benefit from experienced and knowledgeable professionals in their respective fields. This helps enhance the quality of products and services.
Target audience	Non-user & new user: SMEs, Individuals in need of organizing personal events, Small-scale businesses, Schools, Community organizations		Increase flexibility: Helps service and event companies become more flexible in project execution. Service providers can be hired on-demand and only for the necessary duration, allowing companies to quickly scale up or down projects.
Driver	These units often have limited budgets and a small number of members, therefore organizing events can create financial and personnel pressures. Lack of experience: Organizing an event requires project management skills, communication skills, and event organization skills. These units often lack experience in event organization, thus they may encounter difficulties in planning and implementing activities.		
Barrier	The Internet and social media continue to thrive in Vietnam. According to advertising resources from Google and ByteDance, both Youtube and Tik Tok have a significant number of users in Vietnam, with a wide reach for advertising. Youtube has reached 80% of the total internet users in Vietnam as of January 2023, and Tik Tok has reached 64% of the internet user base in Vietnam at the beginning of the year. This demonstrates the influence of these platforms on users in Vietnam.		
	The issue of internet spam content is complex and difficult to quantify due to the rapid development of the internet and the diversity of social media platforms. However, according to some estimates, spam content accounts for a significant proportion of the content on the internet. As a result, there is a risk of the message being disrupted or even unable to reach the target audience.		

The fact that BBMC Vietnam company provides Outsourcing services for the event industry, specifically in the areas of personnel, venues, design, and event agency for customers with needs, is entirely justified

The Outsourcing market for events is truly a blue ocean, with an average market growth of 5-10% per year. This implies that the customer base is expanding both in terms of quantity and demographics.

The customer group of BBMC Vietnam is increasingly getting younger, and at the same time, the usage rate of the Internet and social media in general is trending upwards. This means that the ability to reach customers becomes simpler and more cost-effective.

The Customer Journey helps us understand in detail how customers interact with the brand through various touchpoints. This brings many benefits:

Optimizing Customer Experience: Understanding the Customer Journey helps you identify gaps or issues in the customer interaction process. This allows you to optimize their experience, from improving the website interface to optimizing the payment process.

Discovering Interaction Opportunities: The Customer Journey helps you identify touch points where you can create new interaction opportunities. For example, you may find that using social media for customer interaction yields better results.

Shaping Communication Campaigns: Understanding the Customer Journey helps you determine the timing, location, and best way to deliver your communication messages. You can create content that is relevant to each stage of the customer journey.

Building Continuous Interactions: The Customer Journey doesn't end after a purchase transaction. It also involves maintaining a relationship with customers after they have purchased a product or used a service. This helps build loyalty and encourages repeat purchases.

Adjusting Communication Campaigns: The Customer Journey helps you monitor the performance of your communication campaigns. You can rely on feedback and data from customers to adjust and improve campaigns in real time.

Customer Journey				
Access	Read	Watch	Do	Feel
	Social Media: Facebook page Website	Social media: Tiktok, Facebook Reel, Youtube Short	Events of BBMC Vietnam	Event & Social Media
	Press information			
Behavior	Choose		Experiance	Use
	In need of booking MC, regularly organizing events		From having a need to experiancing the services of BBMC Vietnam	Using different providers and then returning to BBMC
	Curious about a young start-up company like BBMC Vietnam, how their services are		Convinced by the messages of BBMC Vietnam, feeling the difference in pricing and services of BBMC	Attracted to the after-sales policies of BBMC and their customer care activities, leading to reusing their services.
	Introduced by previous customers			
Touchpoint	Aware	Interest	Engage	Use & devilery
	Social Media	Social Media	Social Media	Social Media
	Press information	Landing page	Website	Mail
	Word of mouth	Event	Ads	Telephone
	Ads	Ads	Mail	

V.2. Schedule

Week 1-2: This is the stage of understanding BBMC's business, target customers, and communication objectives. Meeting with the business to gain a deeper understanding of the core values and messages the team wants to share with customers.

Week 3-6: After gathering the necessary information, start building communication campaigns. Research suitable platforms for the business and propose an integrated communication plan, including the use of social media, email marketing, online advertising, and other activities. In this stage, focus on creating engaging content and consistently updating it. Develop scripts, write content, and design to produce creative and high-quality content that aligns with the identified media platforms.

Week 7-9: The stage of organizing events for BBMC combined with completing any remaining tasks. Summarize the results after the campaign.

PROJECT DASHBOARD											
Project Status		Done		Project Manager		Team 7 - GRA497 - SU23		Stakeholder		BBMC Việt Nam	
Schedule		3 Months				Finalcials			10.000.000 VNĐ		
Start Date		16/6/2023				Communication Cost			4.000.000 VNĐ		
Baseline Finish Date		15/8/2023				Event Cost			1.000.000 VNĐ		
Estimated Fisinh Date		24/8/2023				Incurred Cost (Webstie, TVC,...)			5.000.000 VNĐ		
Execution Timeline											
Work Steam		Jun		Jul				Aug			
		W3	W4	W1	W2	W3	W4	W1	W2	W3	
Pitching Idea											
Communication Activities											
Event											
Countdown Webstie											

Implementation schedule

V.3. Managing human resource

Human resource management is an important factor in the team working process. An effective team relies not only on the individual abilities of each member but also on ensuring harmony and good interaction among the members. Human resource management helps the team achieve a balance between the abilities and needs of each member, enabling each member to maximize their potential and contribution to the collective work.

Furthermore, human resource management helps the team resolve conflicts and difficulties encountered during the work process. Conflicts between team members can affect the harmony and effectiveness of the team and can impact the overall work performance. Human resource management provides the team with policies and procedures to address conflicts and difficulties while creating a positive and supportive work environment for team members.

Lastly, human resource management helps the team develop and progress over time. The policies and procedures of human resource management enable the team to assess and improve work performance, while also creating opportunities for members to develop skills and enhance their capabilities. Human resource management is an essential element in the team working process, enabling the team to operate effectively and achieve success in their collective work.

Member	Role	Area of responsibility
Hà Thanh Tùng	Strategic planner	Report, Website, Plan
Phạm Ngọc Tuấn Minh	Shot/edit video	Tik Tok, Reel, Short Tube
Lưu Quang Tuấn	Designer	Facebook
Trần Trung Hiếu	Content writer	Facebook

Roles of team members in the project group

Form	Purpose
Offline	Brainstorm: Regular meetings at the beginning and end of the week to update on progress, status, and challenges in the work. Bonding: Promoting motivation among team members. Filming: The whole team or 2-3 members will go filming together. Sharing documents: The whole team meets to exchange documents and train each other on skills.
Messenger	Immediate updates and encouragement for team members to work. A place for team members to chat and exchange.
Zalo	A place for the team to exchange with the instructor and share common documents.
Telegram	Mainly working on the Tik Tok channel, a place to store videos specifically and work documents in general.

V.4. Risk Management

In every communication campaign, risk management is an important and indispensable factor. A successful communication campaign depends not only on delivering compelling content and messages but also on ensuring that no risks can affect the brand’s image and reputation. A small mistake can cause significant consequences, impacting customer trust and damaging the brand. Therefore, risk management in communication campaigns is extremely important, helping organizations and businesses ensure success and enhance their brand recognition. In the table below, I will summarize the issues that a campaign may encounter.

STT	Risks	Reasons	Level
1	Failure in reaching the target audience.	Wrong targeting of the target audience, lack of understanding of customer needs and desires, lack of information about the target audience.	
2	Lack of interaction and negative interactions.	Inappropriate or unappealing messaging, failure to promptly respond to customer feedback, causing disappointment or disturbing their emotions.	
3	Confusion or misunderstanding of the message.	Unclear message, the use of complex or inappropriate language for the target audience, inaccurate transmission of information.	
4	Negative reactions from the community or online users.	Controversial content, poor management of negative feedback, or failure to moderate content before publishing.	
5	Lack of uniqueness and appeal in the campaign.	Content and ideas are not unique, repetitive with what has been seen before, lacking creative elements and curiosity-inducing factors.	
6	Misunderstanding or violation of legal regulations.	Lack of legal technical checks, the use of images or messages that infringe copyright, or violation of advertising regulations.	
7	Lack of budget control	Undefined budget for the campaign, overspending or not carefully monitoring expenses.	
8	Failure to integrate brand messaging and imagery successfully.	Lack of consistency in conveying brand messaging and imagery, leading to inconsistency and confusion.	
9	Failure to adapt to changes in the media environment.	Inflexibility in changing communication strategies when there are changes in the environment, new trends, or changes in the target audience.	
Using this communication strategy table helps us have a visual overview of the stages in this campaign, which in turn helps us easily anticipate risks in each phase. Additionally, we will categorize the risks into different severity levels.			

Consequence (IPI)

Frequency of occurrence (IPF)

	Very rare	Difficult to occur	Possible to occur	Very likely	Common
Very smal					
Small					
Medium					
Large					
Very large					

Low risk

Medium risk

High risk

Risk management in a cyclical process involves: assessing risk handling, determining the acceptability of residual risks, creating new risk handling if not acceptable, and evaluating the effectiveness of that handling.

Risk mitigation options may include: avoiding risks by deciding not to start or continue activities that generate risks, accepting or increasing risks to pursue an opportunity, eliminating the source of risk, changing the likelihood of occurrence, changing the consequence, sharing risks with one or more parties (including contractual and sponsorship risks), and mitigating risks through prudent decision-making.

A successful risk management program helps organizations consider all the risks they face. Risk management also examines the relationship between risks and their impact on the organization’s strategic objectives.

This comprehensive approach to risk management is sometimes described as enterprise risk management (ERM) because it emphasizes predicting and understanding risks within an organization. In addition to focusing on internal and external threats, enterprise risk management highlights the importance of proactive risk handling. Positive risks are opportunities that can increase enterprise value or, conversely, harm the organization if not exploited. Indeed, the goal of any risk management program is not to eliminate all risks but to preserve and enhance enterprise value by making intelligent risk decisions.

“We don’t handle risks to have no risks. We handle risks to know which risks are acceptable, which risks will take us to our goals, and which risks have enough money to execute them,” shared Forrester Senior Analyst Alla Valente, an expert in governance, risk, and compliance.

Therefore, a risk management program needs to be closely aligned with the organization’s strategy. To link them, risk management leaders must first identify the organization’s risk appetite – the amount of risk the organization is willing to accept to achieve its goals.

V.5. Financial management

Financial management is an important factor in a communication campaign. An effective communication campaign requires reasonable financial investment, ensuring that the budget is allocated efficiently and brings the best value for the business or organization.

Financial management in a communication campaign includes budget planning, cost monitoring, and evaluating the effectiveness of communication activities. Budget planning requires managers to have knowledge of the costs of different communication channels, from television and magazine advertising to online advertising and social media marketing. Managers need to evaluate these channels to allocate the budget appropriately and achieve the highest efficiency.

Cost monitoring is another important factor in financial management. Managers need to track the costs of each communication activity, from content production to advertising costs. Monitoring costs helps managers control the budget and make necessary adjustments to ensure efficient use of the budget.

Lastly, evaluating the effectiveness of communication activities is another important aspect of financial management. Managers need to assess the effectiveness of communication activities to adjust strategies and allocate the budget properly. Evaluating effectiveness also helps managers gather information and insights from communication activities to apply to future campaigns.

PROJECT DASHBOARD			
Project Status	Done	Project Manager	Team 7 - GRA497 - SU23
Stakeholder	BBMC Việt Nam		
Schedule	3 Months	Finalcials	10.000.0000 VND
Start Date	16/6/2023	Communication Cost	4.000.000 VND
Baseline Finish Date	15/8/2023	Event Cost	1.000.000 VND
Estimated Fisin Date	24/8/2023	Incurred Cost (Webstie, TVC,...)	5.000.000 VND
Execution Timeline			

We would like to clearly express that adjusting the cost structure for the execution of activities within the communication campaign is an extremely important factor. With a clear understanding of the situation, we are committed to optimizing every aspect to save costs to the maximum extent. This is necessary because all members of the project team are still students, with limitations in finances and resources.

We understand that the company does not possess strong economic resources, therefore identifying efficient and cost-saving communication channels will be a top priority. We will focus on utilizing direct and indirect communication channels that do not create unnecessary financial pressure.

By smartly and creatively leveraging the existing resources, we believe that we can achieve the best performance in the communication campaign while maintaining a reasonable cost level. We are committed to pursuing savings without compromising the quality and effectiveness of the campaign, while also creating the best conditions for the project team to develop and learn from this real-world experience.

The deployment cost for the current campaign is 10 million VND for activities such as production, content creation, design, advertising, and book printing. Production and creative activities can utilize the existing resources of team members, so no additional costs are incurred. The budget of 8 million VND will primarily be allocated for advertising, launching the website, and landing page. Approximately 4 million VND will be used for running advertisements, 1 million VND for book production, and the remaining balance will be used along with the initial investment from BBMC Vietnam to launch the website and landing page.

VI. DEPLOYMENT/EXCUTION SECTION

VI.1. Project Status Overview:

PROJECT DASHBOARD											
Project Status		Done		Project Manager		Team 7 - GRA497 - SU23		Stakeholder		BBMC Việt Nam	
Schedule		3 Months			Finalcicals			10.000.0000 VNĐ			
Start Date		16/6/2023			Communication Cost			4.000.000 VNĐ			
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Estimated Fisinin Date		24/8/2023			Incurred Cost (Webstie, TVC,...)			5.000.000 VNĐ			
Execution Timeline											
Work Steam	Jun		Jul				Aug				
	W3	W4	W1	W2	W3	W4	W1	W2	W3		
Pitching Idea											
Communication Activities											
Event											
Countdown Webstie											

The Deployment/Execution Phase of the “BBMC Website Launch Communication Campaign” project has been successfully carried out, yielding positive and noteworthy results. During this phase, we executed a series of diverse communication activities across various platforms, ranging from online media to live events, aiming to introduce and promote BBMC’s new website. Here is an overview of the project status at the current moment:

Overall Progress: The project has been proceeding according to the previously established timeline and has achieved a progress rate of 90% compared to the initial plan. The implementation of communication activities has generated active engagement and interaction from the customers, demonstrating the effectiveness and significance of the communication campaign in brand-building.

VI.2. Social Media Activities

Facebook Page

Problem	Kéo lượng tương tác và organic traffic về page BBMC & cung cấp MC		Content có giá trị chia sẻ, tâm sự, hài hước, cảm xúc. Story telling	
Day/ Time	Ngày đăng tốt nhất cho FB	Thứ 2	Thứ 4	Thứ 6
	Thời gian đăng bài tốt nhất	AM: 7H, 9H, 10H PM: 3:15, 7H	AM: 7H, 9H, 10H PM: 3:15, 7H	AM: 7H, 9H, 10H PM: 3:15, 7H
STT	1	2	3	4
Seeding	Facebook Groups	Facebook Watch	Facebook story	Hợp tác thương hiệu/ bài viết
Phù sớg sự hiện diện của BBMC	Nhắm vào đúng tệp đối tượng	Make video nội dung lời cuốn, hài hước, khoảnh khắc thú vị	Đăng tải short video, nội dung bài post lên story để tăng tương tác	MC của BBMC PR trên trang cá nhân của mình
	Hiều insights		Chia sẻ những video thú vị	Gắn kèm link FB BBMC
	Xây dựng group riêng của BBMC (giống tâm sự con sen) với mục đích:			CTV MC viết bài chia sẻ + tag tên sau thời gian hoạt động cùng BBMC Gắn link 1 bài PR
	MC cá nhân chia sẻ các câu chuyện khi hoạt động nghề, những insight thú vị. Người tổ chức sự kiện, cá nhân (nhân viên) tìm kiếm cho sự kiện. Đăng feedback MC của BBMC. Tổ chức vote các giải thưởng cho MC/ dancers/...			

Research Facebook page

CONTENT PILLAR	CONTENT ANGLE		
	PERSONA 1 MC cần công việc, cam kết hoa hồng ổn định	PERSONA 2 Đơn vị tổ chức sự kiện (agency, cty)	PERSONA 3 Người tổ chức sự kiện lẻ
1. SẢN PHẨM	Nền tảng tìm việc MC/Sự kiện	Nền tảng công nghệ Book MC	Nền tảng công nghệ Book MC trực tiếp
	App booking	App booking	Website booking
	Cộng đồng CTV (Cộng đồng MC trẻ, ca sĩ, dancer, helper...)	Tệp MC,...tiềm năng, giàu uy tín	
		Hệ thống có thể phục vụ tối đa 300 khách hàng/ngày	
		Thông tin của khách hàng đều được bảo vệ	
2. NỖI ĐAU KHÁCH HÀNG		Mình bạch về giá cả, được công khai trên hệ thống của BBMC0	Mình bạch về giá cả, được công khai trên hệ thống của BBMC
	Ít cơ hội việc làm	Mất thời gian tìm kiếm MC phù hợp	Số tiền bỏ ra không đáng với dịch vụ/MC
	Không có lộ trình phát triển sự nghiệp rõ ràng	Ít lựa chọn tốt/phù hợp với sự kiện	Không có nhiều sự lựa chọn (Phụ thuộc vào ĐVTC)
	Không có lộ trình xây dựng Thương hiệu cá nhân	Phát sinh chi phí (Chuyển đổi nhân sự)	Mất thời gian tự tìm kiếm
	Nhiều thời gian trống (Lãng phí thời gian)	Dễ gặp sự cố với nhân sự (MC ít trách nhiệm)	MC không phù hợp với vibe, không kéo được mood của sự kiện
3. CASE STUDIES	Mất nhiều % cho đơn vị trung gian (Thu nhập không xứng đáng với năng lực)		
	- Câu chuyện MC chia sẻ quá trình sd dịch vụ của BBMC - Dịch vụ của BBMC mang lại các job, thu nhập ổn cho MC - MC được trả thù lao tốt hơn so vs hoạt động tự do - MC xây dựng đc thương hiệu uy tín cá nhân - MC được test năng lực, nắm rõ lộ trình thăng tiến	- Tìm đc nhiều MC uy tín, phù hợp vs sự kiện - Tiết kiệm thời gian. - Dễ thay đổi linh hoạt MC trong th có rủi ro - Ngân sách phù hợp - MC được kiểm định -> nhiều trách nhiệm	- Tìm đc nhiều MC uy tín, phù hợp vs sự kiện - Tiết kiệm thời gian. - Dễ thay đổi linh hoạt MC trong th có rủi ro - Ngân sách phù hợp - MC được kiểm định -> nhiều trách nhiệm
	- Câu chuyện khởi nghiệp của BBMC	Câu chuyện hợp tác vs BBMC	Chia sẻ của đối tác về BBMC
	- Hành trình gọi vốn. - Các đối tác lớn	BBMC mang lại benefits gì cho đơn vị	
	- Tài trợ chương trình, đóng góp cho xã hội		
5. QUY TRÌNH BOOKING/HDSĐ APP	Sau khi ra mắt website		

Content pillar Facebook page

Persona	Description	Connect Stage	Topic Cluster	Content Pillar		
				Early	Mid	Late
1- MC cần tìm việc, có nguồn thu nhập và cam kết ổn định Nền tảng tìm việc MC/Sự kiện App booking Cộng đồng CTV (Cộng đồng MC trẻ, ca sĩ, dancer, helper...)	Nam/Nữ Sống ở TP.HCM Insight: - Ít cơ hội việc làm - Không có lộ trình phát triển sự nghiệp rõ ràng - Không có lộ trình xây dựng Thương hiệu cá nhân - Nhiều thời gian trống (Lãng phí thời gian) - Mất nhiều % cho đơn vị trung gian (Thu nhập không xứng đáng với năng lực)	Awareness	Nói về nỗi đau thường trực của Persona, những tip & trick, bí quyết	Những chuyện nghề MC, hành trình chinh phục nghề MC, tip & tricks MC cần biết	Những lý do cần khắc phục các nỗi đau, vấn đề gần bó lâu dài nghề MC,...	MC cần học thêm kỹ năng gì, lộ trình phát triển dài hạn tại BBMC, cơ hội hợp tác với các đối tác tiềm năng uy tín, thu nhập tăng, cơ hội phát triển tiềm năng.
		Consideration	Remind về benefits của BBMC, những cam kết được chứng nhận	Lợi ích khi tham gia vào BBMC, commission, vẽ ra hành trình kết nối cộng đồng MC với các bên sự kiện. Lợi ích mà MC dễ dàng nhận thấy (cụ thể, rõ ràng)	Seeding vào các group tìm kiếm MC, chuyện nghề MC,...	- MC được trả thù lao tốt hơn so vs hoạt động tự do - MC xây dựng đc thương hiệu uy tín cá nhân - MC được test năng lực, nắm rõ lộ trình thăng tiến
		Purchase	Giới thiệu về app, website và quy trình booking trên các nền tảng khác nhau	Giới thiệu cộng đồng BBMC, những cá nhân chia sẻ câu chuyện về BBMC	Câu chuyện khởi nghiệp của BBMC, các đối tác lớn, sự tin nhiệm của những MC đã tham gia,...	- Hành trình gọi vốn. - Các đối tác lớn - Tài trợ chương trình, đóng góp cho xã hội - Chia sẻ của các đối tác đã hợp tác.
2- Đơn vị tổ chức sự kiện, agency	Insight: - Mất thời gian tìm kiếm MC phù hợp - Ít lựa chọn tốt/phù hợp với sự kiện - Phát sinh chi phí (Chuyển đổi nhân sự) - Dễ gặp sự cố với nhân sự (MC ít trách nhiệm)	Awareness	Nói về nỗi đau thường trực của Persona	Những khó khăn của đơn vị khi tìm kiếm MC	BBMC mang lại tệp MC trẻ, cam kết rõ ràng	- Phát sinh bất ngờ khi hợp tác vs MC, cần làm gì khi gặp sự cố. - BBCM giảm thiểu các sự cố cho đơn vị
		Consideration	Remind về benefits của BBMC, những cam kết được chứng nhận	Lợi ích khi tham gia vào BBMC, commission, vẽ ra hành trình kết nối cộng đồng MC với các bên sự kiện. Lợi ích mà sự kiện dễ dàng nhận thấy (cụ thể, rõ ràng)	Linh hoạt ngân sách & tìm kiếm đc nhiều MC uy tín khi hợp tác vs BBMC	- Tìm đc nhiều MC uy tín, phù hợp vs sự kiện - Tiết kiệm thời gian. - Dễ thay đổi linh hoạt MC trong th có rủi ro - Ngân sách phù hợp - MC được kiểm định -> nhiều trách nhiệm
		Purchase	Giới thiệu về app, website và quy trình booking trên các nền tảng khác nhau	Giới thiệu cộng đồng BBMC, những cá nhân chia sẻ câu chuyện về BBMC	Câu chuyện khởi nghiệp của BBMC, các đối tác lớn, sự tin nhiệm của những đối tác đã tham gia,...	- Hành trình gọi vốn. - Các đối tác lớn - Tài trợ chương trình, đóng góp cho xã hội
3- Người tổ chức sự kiện lẻ	Insight: - Số tiền bỏ ra không đáng với dịch vụ/MC - Không có nhiều sự lựa chọn (Phụ thuộc vào ĐVTC) - Mất thời gian tự tìm kiếm - MC không phù hợp với vibe, không kéo được mood của sự kiện Vd: MC dành cho đám cưới nhắm đến các cặp đôi sắp cưới, grand opening, hội thảo, hội nghị (Tone & mood riêng, MC thể mạnh riêng, chân dung MC, USP của MC...)	Awareness	Nói về nỗi đau thường trực của Persona	Những khó khăn của đơn vị khi tìm kiếm MC	BBMC mang lại tệp MC trẻ, cam kết rõ ràng	- Phát sinh bất ngờ khi hợp tác vs MC, cần làm gì khi gặp sự cố. - BBCM giảm thiểu các sự cố cho đơn vị
		Consideration	Remind về benefits của BBMC, những cam kết được chứng nhận	Lợi ích khi tham gia vào BBMC, có được tệp MC tiềm năng. Lợi ích về thời gian kết nối nhanh chóng, dễ dàng nhận thấy (cụ thể, rõ ràng)	Linh hoạt ngân sách & tìm kiếm đc nhiều MC uy tín khi hợp tác vs BBMC	- Tìm đc nhiều MC uy tín, phù hợp vs sự kiện - Tiết kiệm thời gian. - Dễ thay đổi linh hoạt MC trong th có rủi ro - Ngân sách phù hợp - MC được kiểm định -> nhiều trách nhiệm
		Purchase	Giới thiệu về app, website và quy trình booking trên các nền tảng khác nhau	Giới thiệu cộng đồng BBMC, những cá nhân chia sẻ câu chuyện về BBMC	Câu chuyện khởi nghiệp của BBMC, các đối tác lớn, sự tin nhiệm của những MC đã tham gia,...	- Hành trình gọi vốn. - Các đối tác lớn - Tài trợ chương trình, đóng góp cho xã hội - Chia sẻ của một số bộ phận đã hợp tác cùng BBMC

CONTENT CALENDAR							
Branding	Tips & tricks	Thông báo events	Chỉ số đo lường/ post		Other activities		
TA chính: MC sự kiện cho đám cưới Nền tảng social: chủ yếu xây dựng fanpage trên FB Multi photos/ single photo/ video nếu có			Reach: 1000-1500 người Lượt tương tác: <100 Share: <10 Audience (follow, like page)		- Seeding lên các group MC về chủ đề tìm kiếm MC hợp tác - Tìm list 10 group để seeding		
MONTH/YEAR							
WEEK	DAY POST	MAIN TOPIC	TIME POST	CONTENT DIRECTION	FORMAT	STATUS	ĐO LƯỜNG THỰC TẾ
1						<input checked="" type="checkbox"/>	
						<input checked="" type="checkbox"/>	
						<input checked="" type="checkbox"/>	
2					<input checked="" type="checkbox"/>		
					<input checked="" type="checkbox"/>		
3						<input checked="" type="checkbox"/>	
4						<input checked="" type="checkbox"/>	
						<input checked="" type="checkbox"/>	
						<input checked="" type="checkbox"/>	

Content calendar Facebook page

Defining Objectives: Before posting on the Facebook page, we need to define our objectives, such as increasing engagement, boosting page visits, driving sales, enhancing brand awareness, etc. Based on this, we can plan our content: Content should align with the objectives and target audience. Ensure that BBMC's content is engaging, entertaining, and informative, and helps customers better understand BBMC's products or services.

Customer Interaction: When customers comment or message you on the Facebook page, team members will be responsible for responding to foster interaction and build a friendly rapport. For messages related to BBMC Vietnam's products and services, the BBMC telesales team will provide advice and responses.

Effectiveness Assessment: Lastly, the effectiveness of Facebook page posts will be evaluated. The team will utilize Facebook analytics tools to assess the performance of posts against the initial objectives and adjust their strategy accordingly.

Brief design		Content
Mục đích ảnh: Facebook post Yêu cầu hình ảnh: Loại file: JPG hoặc PNG Kích thước: 1080×1080 pixels. Tỷ lệ: 1:1 Số lượng ảnh: 1		TẮT TÀN TẬT VỀ DỊCH VỤ BOOKING MC CHO SỰ KIỆN KHAI TRƯỞNG TẠI BBMC
Title: DỊCH VỤ CUNG CẤP MC CỦA BBMC CÓ GÌ MÀ LẠI HOT ĐẾN THẾ?		Những lý do BBMC luôn nằm trong TOP LIST khi khách hàng cần booking MC đến từ dịch vụ chuyên nghiệp và tận tâm của chúng tôi, cùng các cam kết:
Content dạng liệt kê:		<ul style="list-style-type: none">✳️ Hỗ trợ tìm kiếm MC phù hợp linh hoạt theo chi phí.✳️ Tiết kiệm thời gian cho cá nhân, người tổ chức sự kiện nhỏ lẻ, đơn vị tổ chức sự kiện thiếu hụt MC.✳️ Đội ngũ MC chuyên nghiệp giúp tạo bầu không khí hứng thú, nhiều năng lượng cho ngày hội thể thao.✳️ Hỗ trợ quản trị rủi ro với đội ngũ nhân sự hàng đầu Việt Nam.
<ul style="list-style-type: none">✅ Hỗ trợ tìm kiếm MC phù hợp linh hoạt theo chi phí.✅ Tiết kiệm thời gian cho cá nhân, người tổ chức sự kiện nhỏ lẻ, đơn vị tổ chức sự kiện thiếu hụt MC✅ Hỗ trợ khách hàng với đa dạng sự lựa chọn theo thời gian, địa điểm, đặc thù chương trình.✅ Hỗ trợ quản trị rủi ro với đội ngũ nhân sự hàng đầu Việt Nam..		<ul style="list-style-type: none">💡 Cam kết TỐI ƯU chi phí - HỖ TRỢ kịp thời - Xử lý RỦI RO. 🙌 Nhận tư vấn ngay!
CTA: Cam kết TỐI ƯU chi phí - HỖ TRỢ kịp thời - Xử lý RỦI RO. NHẬN TƯ VẤN BOOKING MC NGAY! Hotline: 0909.780.157 Email: bbmcvietnam@gmail.com. *Linh hoạt & sáng tạo sao cho phù hợp là được LƯU Ý 3 LẦN: NHỚ CHÈN CTA :))		<ul style="list-style-type: none">📞 BBMC – Best Booking MC At All Event.📱 Fanpage: https://www.facebook.com/bookmc.bbmcvn☎️ Hotline: 0909.780.157✉️ Email: bbmcvietnam@gmail.com.

The tool for collaboration between designers and content creators is Google Sheets.

Tik Tok & Short Video:

CONCEPT TRIỂN KHAI DỰ ÁN BBMC

STT	Yêu cầu	Chi tiết	Note	Link tham khảo
1	Định hướng kênh	Định hướng phát triển Tiktok của BBMC là một kênh chia sẻ về nghề MC, nơi các khách mời là MC sẽ chia sẻ những câu chuyện của họ trong công việc và về ngành Event nói chung		Vietcetera Advice Douyin
2	Hình tượng	Phong cách hướng đến: Formal, thân thiện, giải trí Trang phục: Lịch sự, nhã nhặn đối với host. Khách mời mặc theo phong cách cá nhân Background: Phòng làm việc, bàn trà đạo, phòng họp, phòng đọc sách Điểm nhấn trong hình ảnh cá nhân: - Host: - Khách mới chia sẻ:		
3	Thời lượng	30s - 45s - 60s - 75s		
4	Chủ đề mẫu	- Chia thành các phần, hoặc một seri chia sẻ kiến thức theo chủ đề: Chia sẻ kiến thức, kinh nghiệm trong nghề MC Tự chuyện về bản thân Chia sẻ về khó khăn và động lực Các góc nhìn cá nhân trong cuộc sống và công việc ...	Các bạn MC khách mời sẽ nên nội dung, Content của BBMC sẽ phụ trách biên tập lại sao cho phù hợp với nền tảng tiktok	
5	Bối cảnh	Setup trong studio hoặc văn phòng của BBMC		
6	Đối tượng tham gia	Host và khách mời	Nên có 2 host nam và nữ	
7	Tên kênh	BBMC on MIC		
	ID	@bbmcvietnam		
	Mô tả	BBMC - Nền tảng công nghệ book MC ĐẦU TIÊN tại Việt Nam Website BBMC		
	Tần xuất đăng	5 video/tuần		
	Khung giờ	11h15 - 17h - 21h		
	SL video/tháng	20 video		
	Mục tiêu	10.000 - 30.000 follow		

Concept 1 BBMC Tik Tok

ĐỊNH HƯỚNG NỘI TIKTOK BBMC		
Nhóm MC	Keyword	Chủ đề mẫu
MC LV 1+2	(Tự cải thiện) (Đặt mục tiêu) (Quản lý thời gian) (Phát triển kỹ năng) (Tập trung tâm trí)	Lý do bản thân lựa chọn nghề MC Các phương pháp đặt mục tiêu trong cuộc sống
	(Tự ti về bản thân) (Bất an) (Nghĩ ngờ bản thân) (Lo lắng về mối quan hệ xã hội) (Tự chối)	Giọng nói hay và sự tự tin đã giúp bản thân mình như thế nào Làm sao để trở thành một người tự tin
	(Khán giả phá đám/làm ồn) (Khán giả bỏ về sớm) (Thời tiết) (Khán giả ngồi phía cuối không tương tác) (Thù/Thiếu chỗ ngồi trong event) (Khán giả đền muộn) (Event bị cháy timeline) (Event bị thiếu nội dung) (Speaker nói không hay/run, quên bài) ...	Những vấn đề thường xuyên phải xử lý trong event Các tip tương tác với khán giả Cách đề tương tác tự nhiên nhất với diễn giả Các tip xử lý trang phục và make up sát giờ event
		Những lưu ý khi dẫn sự kiện trang trọng
MC LV 2+3	(Đảm bảo timeline) (Tăng tương tác, gắn kết) (Điều hướng chương trình) (Tăng cường sự hứng thú),...	...
		Sau bao nhiêu năm làm nghề MC, điều mà tôi ghi nhớ nhất
		Quá trình học hỏi và phát triển đã đem đến cho tôi điều gì
		Đánh đổi điều gì và đạt được điều gì
		...
MC LV 4+5	(Tình yêu) (Mất mát) (Sự cứu rỗi) (Sự tha thứ) (Áp lực và căng thẳng) (Sự ganh đua) (Định hướng) (Sự phấn đấu/cố gắng) (Giác ngộ)	

Content direction for Tik Tok BBMC

During the process of producing short videos, the filming, editing, and content departments play crucial roles in creating high-quality and attention-grabbing videos for customers. However, to achieve high efficiency in their work, these departments need to be organized and coordinated rationally and scientifically. With the support of BBMC Vietnam, our project team has researched and applied effective methods of collaboration between the filming and editing departments in the short video production process.

Firstly, we have structured the filming and editing departments into a professional working team. This helps us leverage the strengths of each department and produce higher-quality products. The filming team takes responsibility for shooting, arranging lighting, sound, and other elements to create beautiful shots that capture the audience's attention. On the other hand, the editing team handles tasks such as post-production, dubbing, scripting, and other elements to produce engaging and informative content.

Secondly, we have utilized appropriate tools and software to optimize the workflow of these departments. These tools facilitate efficient collaboration, while also reducing the time and effort required for video editing and post-production.

A	B	C	D	E	F
TIMELINE QUAY THÁNG 8 BBMC					
LỊCH QUAY (31/07 - 6/08)					
THỨ 2	THỨ 3	THỨ 4	THỨ 5	THỨ 6	THỨ 7
Dự án:	Dự án:	Dự án:	Dự án:	Dự án:	Dự án:
Link kịch bản:	Link kịch bản:	Link kịch bản:	Link kịch bản:	Link kịch bản:	Link kịch bản:
Số lượng kịch bản:	Số lượng kịch bản:	Số lượng kịch bản:	Số lượng kịch bản:	Số lượng kịch bản:	Số lượng kịch bản:
Phụ trách quay:	Phụ trách quay:	Phụ trách quay:	Phụ trách quay:	Phụ trách quay:	Phụ trách quay:
Content:	Content:	Content:	Content:	Content:	Content:
Sale:	Sale:	Sale:	Sale:	Sale:	Sale:
Thời gian:	Thời gian:	Thời gian:	Thời gian:	Thời gian:	Thời gian:
Địa điểm:	Địa điểm:	Địa điểm:	Địa điểm:	Địa điểm:	Địa điểm:

BBMC August Shooting Timeline

TIMELINE DỰNG PHIM TUẦN 4 THÁNG 7												
STT	NHÂN SỰ DỰNG PHIM	DỰ ÁN	NHÂN SỰ CONTENT	VIDEO/ TUẦN	LỊCH DỰNG (23/7 - 30/7)						SẢN LƯỢNG THỰC TẾ	Ghi chú
					THỨ 2	THỨ 3	THỨ 4	THỨ 5	THỨ 6	THỨ 7		
1	MinhPN	BBMC on MIC	HiếuTT	5VID/WEEK	1	2	1	1	2		7/5 video hoàn thiện	
TIMELINE DỰNG PHIM TUẦN 1 THÁNG 8												
STT	NHÂN SỰ DỰNG PHIM	DỰ ÁN	NHÂN SỰ CONTENT	VIDEO/ TUẦN	LỊCH DỰNG (31/7 - 6/8)						SẢN LƯỢNG THỰC TẾ	Ghi chú
					THỨ 2	THỨ 3	THỨ 4	THỨ 5	THỨ 6	THỨ 7		
1	MinhPN	BBMC on MIC	HiếuTT	5VID/WEEK	1	1	2			1		
2		B - Voice	TùngHT	3VID/WEEK				1	2			

BBMC Shooting Timeline

Lastly, we always prioritize customers throughout the short video production process. We consistently listen to their feedback and strive to create products that meet their needs. This is why we are continuously improving and enhancing the quality of our products to ensure customer satisfaction.

Event: The website launch event was successfully organized in Ho Chi Minh City. The event attracted a significant number of attendees, ranging from collaborators to potential customers. The event environment provided opportunities for direct interaction, heightened brand awareness, and product experiential opportunities. Engaging activities and appealing rewards added value to the event, garnering enthusiastic participation from the customer base.

Event: Meeting with Collaborators in Ho Chi Minh City

a. Goal & Objective

Goal	Objective
Internal communication to the community of collaborators in the regional area regarding the launch of the website tool, aiming to attract collaboration and showcase the extent of partners' involvement. Driving growth in terms of BBMC's sales performance.	<div>The number of attendees reached 80% of the 60 collaborators in the Southern region.</div> <div>Effective post-event feedback with positive responses from participants.</div>

b. Organizational Plan

KẾ HOẠCH TỔ CHỨC SỰ KIỆN					
Giai đoạn	STT	Nội dung công việc	Phụ trách	Deadline	Lưu ý
Trước sự kiện	1	Truyền thông sự kiện	TùngHT & BBMC Việt Nam	4/8	Truyền thông nội bộ trong group
	2	Lên nội dung sự kiện	HiếuTT & BBMC Việt Nam	6/8	
	3	Soạn thư mời CTV	TuấnLQ	8/8	Hoàn thiện bộ chữ ký của BBMC
Trong sự kiện	1	Điều phối sự kiện qua Zoom meeting	TùngHT & BBMC Việt Nam	12/08/2023	
	2	MC chương trình	CTV của BBMC Việt Nam		
	3	Record màn hình	MinhPN		Record nhớ check cả âm thanh
	4	Đảm bảo kỹ thuật cho sự kiện	TuấnLQ		
Sau sự kiện	1	Soạn nội dung feedback	TungHT	11/08/2023	Đơn giản hoá nội dung Feedback
	2	Gửi feedback qua mail CTV	TuấnLQ	12/08/2023	
	3	Lên bài truyền thông sau event	HiếuTT	13 - 14/08/2023	

c.Program Content

“Give wings with BBMC” - Empowering the Young MC Community with BBMC

This key message will be conveyed at the upcoming event. To reach out to BBMC's MC collaborator community, the goal is to strengthen their connection to the organization, fostering their readiness to engage in reverse job offers for BBMC Vietnam.

The event content comprises two main focuses. The first is elevating MC compensation levels and BBMC's role in this aspect, while also announcing the upcoming launch of the BBMC website. During the event, BBMC experts will share experiences and insights on enhancing MC compensation. Topics will include building skill profiles, negotiating fees, and identifying job opportunities.

Furthermore, BBMC will introduce its role in supporting and developing young MC talents. BBMC's MC courses will be presented to help young MCs enhance their skills and capabilities. Lastly, BBMC will unveil its new organization website, which will serve as a hub for young MCs to seek job opportunities and access the latest updates in the MC industry.

c. Budget Projection

Optimizing the budget is a primary concern for BBMC Vietnam, which is why the event will be held as a Zoom meeting. The initial estimated expenses amount to around 3,000,000 VND, covering communication/ advertising costs and expert training fees.

CONCLUSION

This internal event by BBMC Vietnam holds significance not only for the company's collaborators but also plays a vital role in the organization's overall communication strategy. The event's primary focus lies in two key objectives: elevating MC compensation levels and highlighting BBMC's role in this aspect, along with announcing the upcoming launch of the new BBMC website. Through this event, BBMC Vietnam aims to convey to its partners, especially the collaborator team, the importance of training, development, and the growth trajectory of young MCs.

Moreover, by introducing BBMC's role in supporting and developing young MC talents, the organization aims to solidify its leading position in this field. In addition, the announcement about the upcoming launch of the new BBMC website is an integral part of the organization's communication strategy. This new website will make it easier for customers and partners to access information and BBMC's services, as well as stay updated on the latest information in the MC industry. It will also serve as a channel to support collaborators in enhancing their compensation value after working with BBMC. Overall, BBMC Vietnam's internal event holds significance for both the company and the collaborator team.

Event “Cham - Voice From the Heart”

a. Goal & Objective

Goal	Objective
It is an event in collaboration with MC Lê Trúc, a promising young MC of BBMC Vietnam. The purpose of partnering to organize this event serves as a tangible endorsement of the message: BBMC Vietnam stands alongside young MCs. Additionally, the “Chạm” event is part of a series of activities introducing B - Voice, a new field that BBMC is pursuing, which is a soft skills training academy.	<div>The number of participating seniors reached 30 individuals..</div> <div>Effective post-event feedback with positive responses from participants.</div>

b. Organizational Plan & Program Content

On the evening of August 18th, Workshop 01 with the theme “Touch - Voices from the Heart” will shine in a warm and sincere atmosphere. This event promises to bring a vibrant and informative space, fostering connections and knowledge sharing among individuals passionate about music and vocal expression.

The workshop will be conducted online through the Google Meet platform, allowing not only participants from nearby areas but also those from afar, spanning across the country and even from abroad, to join. This demonstrates the significance of the event and the potential for global connectivity through technology.

The event is honored to feature a special guest, Associate Professor - Doctor - Physician Trần Hải Yến. As a pioneer in bringing advanced refractive techniques to Vietnam, Dr. Trần Hải Yến has left a remarkable mark with surgeries like Wavefront Laser, EpiLASIK, PTK, Femto Lasik, SMILE, offering hope to individuals with visual impairments. In this workshop, Dr. Trần Hải Yến will openly share insights revolving around improving voice and self-confidence through self-understanding. The knowledge and insights from this distinguished guest are bound to be a source of inspiration and motivation for all attendees.

c. Budget Projection

Despite the limited event budget, which stands at 0đ, we take great pride in delivering a workshop brimming with significance and value. The guest speaker participating in the event is not only a prominent figure within their community but also someone who has achieved remarkable feats in their life. They serve as beacons of effort and direction, inspiring all who encounter them.

While the guest speaker may have foregone substantial opportunities to participate in similar events, we extend our heartfelt gratitude to MC Lê Trúc. With sincerity and a kind heart, MC Lê Trúc stepped up to invite the guest speaker to join the program. Their dedication and belief have forged a priceless connection between us and the guest speaker, bestowing immeasurable value upon the event.

We firmly believe that the combination of relentless effort and unwavering dedication from everyone involved will create an unforgettable and enriching workshop for all participants.

d. Conclusion



To kickstart the Workshop, Assoc. Prof. Dr. Dr. Trần Hải Yến delved into the narrative of “Touching Deep Within - Where Love Originates”. In the subsequent segment, the audience collectively grasped the pivotal role of “Improving Voice” in everyone’s life, as “Language” is the way the heart expresses emotions. The organizing committee believes that after participating in the Workshop, each individual has undergone profound experiences, leading to a deeper understanding of the “Mind and Disposition,” or how to convey the “Inner Essence” to the outside world comprehensively.

We all assume different roles on the stage of life, all to address the question: “Who are we? What purpose do we serve in life?” Throughout the journey of maturity, the path of mindful living has been highlighted as a powerful tool, aiding each individual in leading a peaceful and content life, as emphasized during the Workshop last night.

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The Q&A session, featuring questions revolving around personal emotions, exhibiting the right attitude within family relationships, displaying affection, and confronting life’s difficulties, was addressed by the guest speakers and the host. Their responses were drawn from their personal perspectives and experiences, adding a wealth of intriguing and profound ideas to the event.



TVC

KỊCH BẢN TVC BBMC VIỆT NAM (30S)					
STT	Ý Tưởng	Mô Tả	Giọng Đọc	Minh hoạ	Lưu ý
1	Giới thiệu luôn BBMC là gì. "BBMC nền tảng booking MC đầu tiên tại Việt Nam"	Dòng chữ BBMC dần dần xuất hiện cùng với Logo chuyển động vào. Sau đó dòng chữ BBMC nền tảng booking MC đầu tiên tại Việt Nam chạy từ phải sang trái vào màn hình			
2	Show ra cho người xem thấy BBMC Việt Nam cung cấp những dịch vụ gì	Thể hiện những dịch vụ BBMC cung cấp bằng hoạt hoạ animation. Dịch vụ bao gồm: "Cung cấp nhân sự trong ngành event, Booking Agency event, Cung cấp cơ sở vật chất/địa điểm tổ chức sự kiện"			Cho khán giả thấy BBMC Việt Nam cung cấp nhiều dịch vụ khác nhau trong ngành event
3	Key message 1: Give wings with BBMC - BBMC chấp cánh cộng đồng MC trẻ	Hoạt hoạ thể hiện sự giúp đỡ, kéo nhau đi, và hình ảnh hoạt hoạ một MC cầm Mic mọc lên đôi cánh bay lên bên trên là ánh đèn hoà quang chiếu xuống			
4	Key message 2: Web BBMC Coming Soon - BBMC sắp ra mắt website Show ra cho người xem thấy họ có thể dễ dàng sử dụng dịch vụ trên website	Sau đó mọi thứ tắt ngụp vàng sáng dần chữ "coming soon". Rồi show hình ảnh demo website, nhấn mạnh một lần nữa những dịch vụ của BBMC.			Nhấn mạnh vào key message này, làm nổi bật và dẫn trọng tâm vào thông điệp
5	Nhấn mạnh vào Slogan của công ty là: BBMC AT ALL EVENT	Cuối cùng dòng slogan của BBMC Việt Nam được xuất hiện dưới hình ảnh cách điệu			Sáng tạo dựa trên Sologane của công ty "AT ALL EVENT"

“BBMC Vietnam’s 30-second TVC script”

One of the most crucial tools for conveying the message of a communication campaign is the TVC (Television Commercial). A TVC holds the power to make an impression and leave a mark in the minds of viewers. It can highlight a company’s products or services, draw attention, and motivate potential customers to purchase products or use services.

Understanding the significance of TVC in their communication campaign, BBMC Vietnam is preparing to produce a 30-second TVC that also serves as an introductory piece. This TVC will introduce BBMC’s services and standout features, as well as share experiences and insights on becoming a professional Master of Ceremonies (MC). Through this TVC, BBMC Vietnam aims to reach a broader audience with information about its organization and MC services. The TVC is also intended to boost brand recognition for BBMC Vietnam and attract new enrolments.

However, successfully producing a TVC is not an easy task. It requires meticulous planning, from strategizing and shaping the message to selecting the production team, filming locations, and video editing. BBMC Vietnam is ready to face these challenges to create a visually appealing and impressive TVC. The company believes that the TVC will be a vital tool to enhance brand visibility and attract a greater number of new customers.

Website

The BBMC website has undergone an update process featuring the latest information about the event, the MCs, and other relevant details. The interface has been enhanced to create an intuitive and user-friendly interactive experience. Interaction through images and introductory videos has stimulated the curiosity and engagement of visitors, aiding in the establishment of a robust brand image.



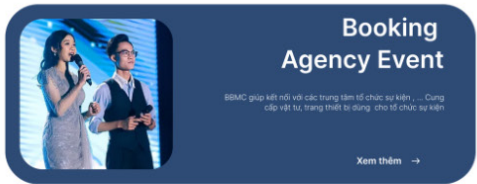
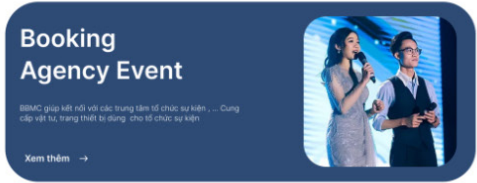
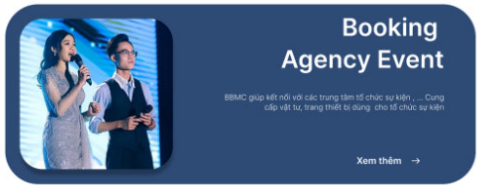
BBMC, the FIRST MC booking platform in Vietnam, is urgently preparing to launch its new website. The intensive preparation phase has reached 90% completion, with the development team striving to wrap up the final tasks.

The new BBMC website has been designed with a user-friendly interface, easy navigation, and optimization for the best user experience. The platform will provide BBMC’s clients with professional software development services, ranging from app design to project management and software testing.

The preparation process for the launch of the new BBMC website has been executed with great care and precision. The development team has conducted thorough testing and rectification of website errors to ensure smooth and efficient functionality. They have also ensured that the BBMC website will be compatible with the most popular web browsers and accessible from mobile devices.

Following the launch of the new BBMC website, the company will continue to enhance and refine the experiential services for its clients. With relentless efforts towards improvement and growth, BBMC hopes that this new website will provide its clients with optimized service experiences.

The mobile interface of the BBMC Vietnam website



VI.3. Master Plan Overview with Checked Progress:

a. Detailing the Blueprint:

A pivotal component of the Deployment/Execution phase is crafting a detailed plan, spanning from pinpointing specific activities, and setting schedules for each stage, to judiciously allocating resources. We have engaged in a concentrated and structured process to ensure that every activity is carried out according to the plan.

First and foremost, we meticulously identified the activities necessary for the execution of the communication campaign and the launch event. These activities encompass content creation for the Facebook Page, video production for Tik Tok, website updates, event planning, and various other related tasks. We segmented them into distinct phases for seamless management and tracking.

Subsequently, we devised schedules for each phase, establishing start and end times for each activity, along with key milestones to ensure project adherence. This plan has been visualized through a Gantt chart, elucidating the interdependencies between activities and the overarching progress of the project.

STT	Detailed Activities	June	July				August		
1	Meeting with team members								
2	Generating ideas for goals and messages								
3	Implementing ideas into written content and creating pitching slides								
4	Presenting to mentor and feedback								
5	Pitching to BBMC Vietnam company								
6	Receiving feedback and making revisions and additions								
7	Determining the research goals/objectives								
8	Identifying relevant parties/stakeholders								
9	Researching and applying theory								
10	Synthesizing and writing the report								
11	Creating a brief plan								
12	Setting goals and objectives								
13	Developing a detailed communication plan								
14	Creating a strategic content plan								
15	Developing detailed tactics/strategies								
16	Implementing communication activities on social media platforms								
17	Creating plans for human resources management/risk/financial management								
18	Executing event activities								
19	Writing four reports during the project implementation								
20	Finalizing the TVC								
21	Completing the landing page								

22	Synthesizing and measuring outcomes/ results									
23	Countdown website									
24	Writing the Production Book									

b.Tracking Progress:

To ensure the project's progress, we have implemented regular monitoring and compared it against the initial plan. We've utilized Gantt charts and progress tables to track the completion status of each activity and compare it with the projected timeline. This aids us in identifying deviations and taking timely corrective measures to keep the project on track.

In addition to progress tracking, we've organized regular meetings to exchange information, provide updates, and address any issues that arise during the execution. Ongoing communication among team members and guidance from our supervising instructor has played a crucial role in overcoming challenges and maintaining the project's momentum.

In summary, the detailed planning and progress monitoring have instilled confidence in executing the "BBMC Website Launch Communication Campaign" project. Leveraging project management tools and effective team interaction, we've ensured that every activity is conducted efficiently and on schedule.

c. Projecting the overall project budget

During the project implementation process, it is inevitable to encounter unexpected cost occurrences. Our team acknowledged this issue while working on the project, and we would like to present the main reasons leading to this as the team's lack of expertise and experience. The unexpected cost overruns have affected the project's timeline. However, we have derived valuable lessons from this experience. We have gained a deeper understanding of the importance of thorough evaluation and planning from the outset, as well as the necessity to invest further in enhancing both domain knowledge and project management skills.

	Specific Strategies	Detailed Activities	Actual Expenses	Budget
1	Research Phase	Target Audience and Market Analysis	742.000 VND	5 millions VND
2	Communication Strategy	Content Strategy Channel Strategy Specific Tactics	1.447.800 VND	25 millions VND
3	Social Media Communication	Content Creation and Social Media Channel Management Social Media Advertising	1.981.000 VND	15 millions VND
4	PR and Partner Relations	Media Partner Collaboration and Management	5.706.500 VND	5 millions VND
5	Launch Event	Event Planning and Communication for Website Launch	0 VND	15 millions VND
6	Measurement and Reporting	Performance Measurement and Reporting Service Fee	3.880.000 VND	5 millions VND

Total Project Budget Allocation	10.000.000 VND
Total Actual Expenses	13.575.300 VND
Additional Expenses	35,753%

The actual expenses of the project have incurred up to 35.753% more than the initial budgeted amount. This has posed a significant challenge to our budget and plans. This substantial discrepancy has necessitated immediate adjustments to ensure the continued efficient completion of the project.

Inaccurate Assessment: An important factor contributing to the significant cost overrun is our inaccurate assessment of various project aspects from the outset. Shortcomings in identifying risks and specific requirements led to inaccurate estimates.

Lack of Management Control: Inefficient management control has also played a role in the cost escalation. Insufficient monitoring and control have resulted in unforeseen situations, leading to higher than anticipated costs.

This report is directly measured during the actual timeframe of the campaign, aiming to assess the communication effectiveness for an integrated marketing communication project with an initial budget of approximately 10,000,000 VND. The goal is to optimize financial resources to achieve communication and marketing objectives. Additionally, the overall budget report provides recommendations for future campaigns for BBMC, specifically:

Ensuring Project Feasibility: Budget allocation ensures that the communication project has sufficient finances to efficiently carry out advertising, PR, event, and other media-related activities.

Cost Control: Budget allocation helps determine specific costs for each activity, ensuring clear financial distribution for each segment of the project. This prevents wastage and ensures efficient financial usage.

Effective Financial Management: Budget allocation establishes the necessary expenditure for each activity, facilitating improved financial management. This ensures the smooth execution of communication activities without financial constraints.

Determining Financial Viability: Budget allocation identifies the financial capacity of the communication project, helping assess whether the project is feasible and can be executed within the set timeframe and budget.

Ensuring Goal Efficiency: Budget allocation guarantees that finances are allocated to activities aligned with the communication strategy and accomplish the predetermined communication objectives.

Mitigating Financial Risks: By having a detailed budget allocation, the project can avoid issues related to insufficient funds or exceeding the budget during the implementation process.

Through this experience, we have gained invaluable lessons. We deeply understand the significance of thorough assessment and risk anticipation from the outset. We have also come to realize the heightened importance of maintaining continuous management and control throughout the project execution.

VI.4. Action Plans: Comparing Goals with Actions

Goal	Action step Descriptions	Party/Dept Responsible	Date to begin	Date Due
Increase engagement on social platforms	<p>Interactivity Content: We have invested time and effort to create quality content on BBMC's Facebook page. By sharing engaging posts, interactive questions, and enticing promotions, we have fostered active engagement and positive interactions from the community.</p> <p>Discussions and Feedback: We have established a friendly environment that encourages discussions and feedback from customers through posts and comments. This has provided them with an opportunity to voice their opinions while stimulating multidirectional interactions.</p> <p>TikTok Video Production: We have leveraged the power of TikTok by producing creative and captivating short videos. These videos have not only attracted a substantial number of views but have also driven multidimensional interactions from the TikTok community.</p>	Content team	1/7	24/8

Goal	Action step Descriptions	Party/Dept Responsible	Date to begin	Date Due
Organize successful events to interact directly with customers.	<p>Event Theme: We identified the theme “Give wings with BBMC - Empowering the Young MC Community with BBMC” for the event. This theme establishes a connection between the brand and customers, providing them with opportunities to participate and engage directly.</p> <p>Experiential Activities: The event was designed with a series of experiential activities, including MC challenges, games, and networking. These activities generate excitement, participation, and multidirectional interactions from customers.</p> <p>Discussions and Rewards: We created a space for discussions and rewards, allowing customers to express their opinions, share knowledge, and receive rewards. This fosters excitement and diverse participation within the event.</p>	Whole team	1/8	23/8

Goal	Action step Descriptions	Party/Dept Responsible	Date to begin	Date Due
Attract customers to BBMC’s website.	<p>Updating Information: We have maintained the regular update of the latest event, product, and service information on the website. This helps us establish a continuous destination for customers to explore and interact.</p> <p>Creating an Interactive Destination: The website is designed with the purpose of creating an interactive environment. Customers can engage in discussions, ask questions, and learn more about BBMC. This provides an opportunity for interaction and engagement from their end.</p>	Content team Design team	1/7	24/8

VII. EVALUATION SECTION

The evaluation of the success of a communication campaign is a crucial factor in assessing its effectiveness. To gauge campaign success, it's essential to identify measurable indicators and utilize both quantitative and qualitative methods. Measuring indicators could encompass metrics such as interaction count, views, shares, likes, comments, and follows. However, evaluating solely through quantitative measures may not provide a comprehensive understanding of the campaign's actual impact.

Hence, a combination of quantitative and qualitative methods is necessary to assess campaign success. Qualitative methods may include content analysis, evaluating the quality of posts, analyzing customer sentiment, and examining market trends. Furthermore, evaluating campaign success should be contextualized within the broader landscape, considering real-world factors. These factors may include market dynamics, economic conditions, societal events, and other elements that could influence the campaign.

By employing an evaluation approach aligned with the initial strategic objectives of the campaign, integrating both quantitative and qualitative methodologies, and factoring in the real-world context, the project team and BBMC Vietnam can gain a comprehensive view of the campaign's effectiveness. This comprehensive assessment enables them to refine their communication strategy to achieve optimal outcomes.

VII.1. Source of Growth

Communication Activities and Channels

The pre-launch phase of the website is a crucial period in the development process of BBMC Vietnam Company. To ensure the success of the communication campaign, we have carried out activities to redefine the company's communication efforts.

The key activities undertaken during this time include Content Writing, Poster Design, Shooting/Editing Short Videos, and Running Advertisements. In Content Writing, we focus on creating high-quality content that resonates with the company's target audience. The generated content must be entertaining, educational and provide practical value to capture the customers' attention.

We have crafted visually appealing designs for Poster Design that capture customers' attention. The plans align with the company's style and exhibit creativity to attract interest. Shooting/Editing Short Videos is a significant activity for engaging customers. We have produced short videos that blend entertainment and education to captivate the audience. These videos are professionally produced and creatively designed to grasp viewers' attention.

Lastly, we have run advertisements to reach the company's target audience. The advertisements are designed to match the company's style and possess a creative edge to attract attention. All these activities are executed with the goal of delivering an effective and successful communication campaign for BBMC Vietnam Company. We believe that these efforts will enable the company to reach its intended customer base and enhance its brand presence in the market.

Objectives and Actual Results

During this phase, the team aimed to maximize engagement with BBMC's target audience through communication activities on Facebook and Tik Tok. Facebook and Tik Tok are two powerful and widely used media platforms among the youth today. Utilizing these platforms allowed the team to reach BBMC's target customer group effectively.



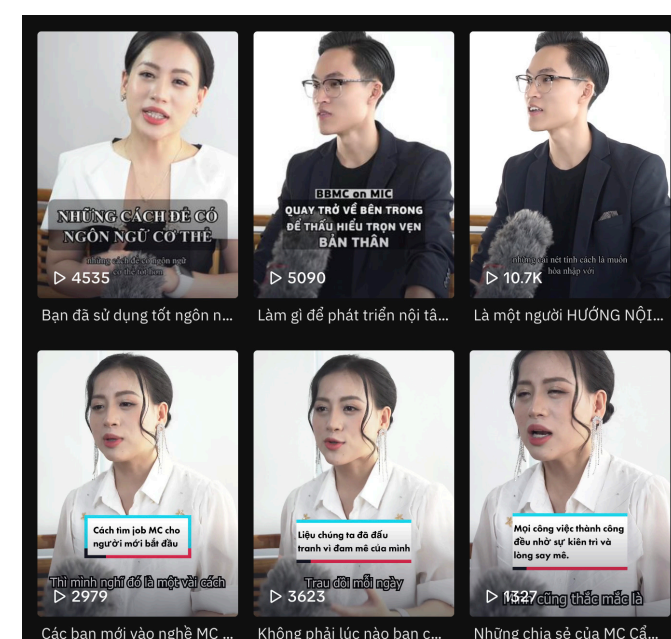
After the implementation phase, significant results have been achieved. In terms of qualitative outcomes, BBMC has received positive feedback from both customers and their network of collaborators (Content Team Volunteers). Additionally, there has been an observed increase in new customers using the company's services.

Specifically, we have collected the following metrics to assess the effectiveness of the campaign:

Among the various communication channels used in BBMC's campaign, Tik Tok stands out as the most successful in achieving positive results. However, other media, such as the Facebook page, have also garnered significant customer interest.

On Tik Tok, BBMC created engaging short videos that captured the attention of a wide audience, particularly among the younger demographic. These videos contributed to increased visits and interactions on BBMC's Tik Tok page.

Nevertheless, not all of BBMC's customers use Tik Tok. Therefore, the company utilized its Facebook page to reach a different segment of customers. BBMC crafted compelling posts and shared valuable content to capture the interest of customers on Facebook. As a result, the company attracted the attention of new customers and experienced a rise in traffic to its Facebook page.



In summary, employing multiple communication channels proved to be a effective strategy in reaching BBMC's diverse target customer base. While Tik Tok emerged as the most efficient communication channel, the use of other platforms like the Facebook page also helped the company engage with a broader range of customers. These out comes demonstrate that BBMC's communication campaign successfully achieved its objectives in reaching the target audience and capturing their interest in the company's products and services....

VII.2. Launching the website phase

In the consolidation phase of a communication campaign, the focus is typically on maintaining and reinforcing the achieved results from the launch phase, ensuring that engagement, interest, and interaction with the target audience are sustained. Objectives during the consolidation phase may include:

1. Ongoing Interaction: Continuously engage with customers through communication activities, creative content, and events.
2. Result Optimization: Evaluate the optimization of results achieved during the launch phase, such as enhancing social interaction, refining online advertising, and improving website engagement.
3. Sustaining Curiosity: Ensure that the target audience maintains curiosity and interest in the brand and its products/services.
4. Generating Interest: The communication campaign needs to generate interest and curiosity around the company's new website. This encourages the target customers to explore the content and services on the website.
5. User Interaction: Aim to stimulate user interaction and engagement on the website, including generating traffic, page views, and time spent on the site.
6. Social Interaction Promotion: The desired outcome is to create sharing and social interaction around the website by sharing content on social media, using hashtags, and providing feedback."

	Number of people accessing over time	Amount of new registered users	Number of orders placed	Average time of users accessing
Figures	11 (8h - 16h) 17 (16h - 24h)	13	2	5 minutes/1 person

Effective Communication on Social Media Channels

FACEBOOK

We are extremely excited and proud to share with you the significant achievements that have been reached after three months of journeying alongside the 'BBMC Vietnam Website Coming Soon' communication campaign. With the support and contributions from both our team and our partner, BBMC Vietnam Company, we have attained remarkable results, marking a strong beginning for our exciting journey ahead.

Increasing Likes and Follows on Facebook Page:



Facebook Page: "BBMC - Vietnam's FIRST MC Booking Technology Platform"

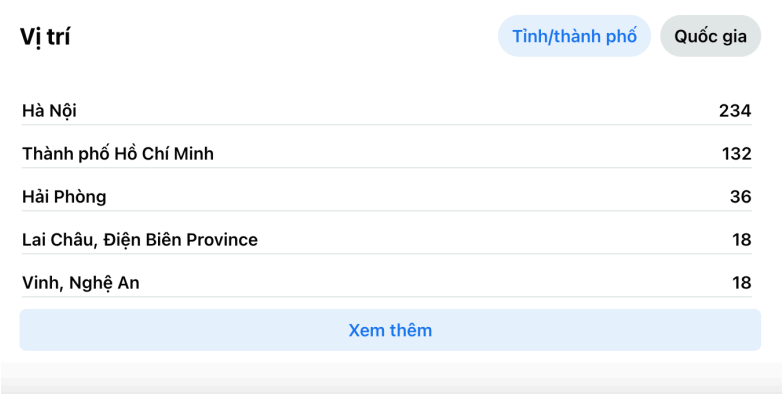
Facebook Page: "Professional MC Services - BBMC Vietnam"

As an integral part of the “BBMC Vietnam Website Coming Soon” communication campaign, we are delighted to announce significant growth in the reach of our official Facebook page. Over the recent period, the average reach per post on our Facebook page has exceeded 2000, particularly targeting the right audience.

Our focus on precise audience targeting has generated a powerful impact that transcends geographical boundaries. We take pride in identifying that the majority of this reach comes from Vietnam's two largest and most important cities, Hanoi and Ho Chi Minh City. This is a clear testament to the campaign's effectiveness in capturing the attention of our intended audience.

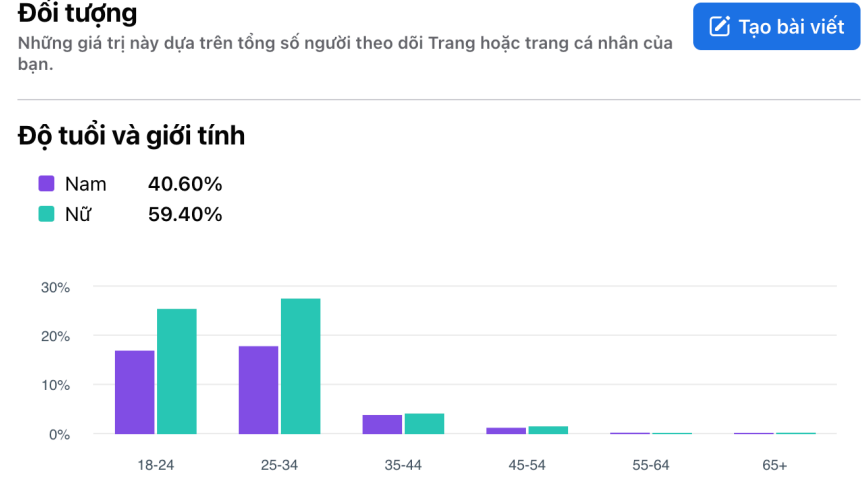
With these impressive numbers, we are confident that the communication campaign is moving in the right direction and garnering attention from the target community. The accurate audience reach and significant engagement from interested individuals serve as tremendous encouragement for us to continue developing and delivering true value to both the brand and the customers.

We commit to ongoing efforts to sustain and enhance the reach of the target audience, along with the campaign’s growth. We appreciate the support and companionship you have provided throughout this journey, and we eagerly anticipate achieving remarkable milestones in the future.



This audience segment is the result of a clear understanding of demographic traits, preferences, online behaviors, and potential customer needs. We make sure that every element from age, gender, location, to interests and desires is meticulously taken into account, to ensure that our message effectively achieves its goals.

The accuracy and interactivity of this audience group have been validated by the significant growth in likes, follows, and reach on our official Facebook page. Every interaction and positive response from this engaged audience not only affirms the campaign’s success but also highlights the adaptability and effectiveness of selecting the right target audience.



The audience segment that we have reached on our Facebook page is a direct reflection of the thorough consideration and diligence that went into researching and identifying the initial target audience for the “BBMC Vietnam Website Coming Soon” campaign. Constructed from accurate and detailed information about the users we intend to engage with, the selected audience group ensures the highest compatibility and responsiveness to the messages and values we aim to convey.

This audience segment serves as inspiration for us to continue developing and refining our communication campaign. We commit to maintaining attention and interaction with this audience group to ensure that our messages and values continue to accurately reflect their needs and desires.

Tik Tok

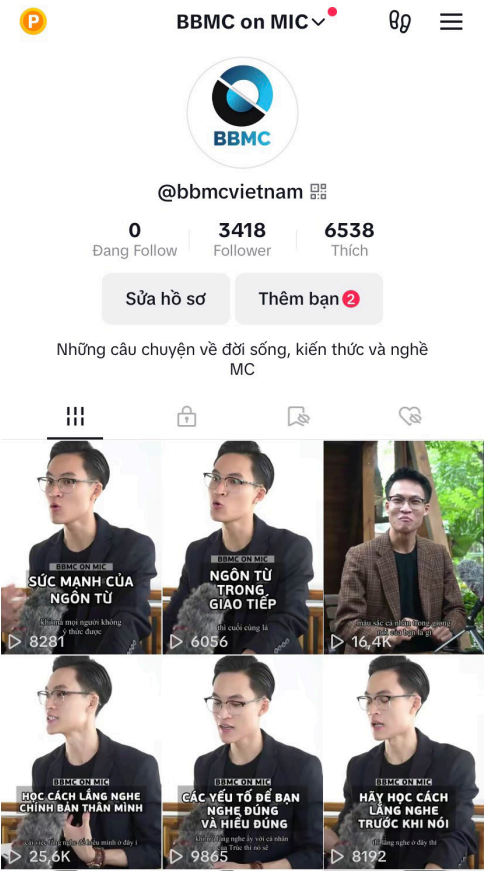
Our creative team has continuously updated and refreshed the content deployed on our Tik Tok channel has been continuously updated and refreshed by our creative team, ensuring that it resonates and captivates the viewers' tastes. From engaging tutorial videos to intriguing content about the events industry and the workings of BBMC Vietnam, each video carries a message of creativity and genuine value.

The positive interaction from the Tik Tok community has infused our content with vibrancy. The likes, comments, and shares not only indicate the viewers’ interest and open doors for leaving an impression and fostering memorable interactions.

With the achievements and outcomes attained in the three-month span, we have confidence that BBMC Vietnam’s Tik Tok channel will continue to thrive and provide exciting experiences for the community. We promise to keep delivering unique and captivating content while devoting our utmost dedication to meet the expectations and preferences of everyone.



BBMC Vietnam’s Tik Tok channel has undergone three exciting and memorable months of deployment, and we cannot help but share the remarkable results achieved. With relentless focus and creativity, our Tik Tok channel has attracted over 1000 followers - a number that represents not only an accomplishment but also a demonstration of connection and support from the community.



One of the proud achievements of our communication campaign on the Tik Tok channel is the content with the hashtag #LearnOnTik Tok. With its continuous allure and strong connection with the audience, this content has garnered over 30,000 views, contributing to building solid expectations and confidence in our journey.

The #LearnOnTik Tok content goes beyond mere lessons; it's optimized to blend entertainment and cater to the tastes of the younger generation. These creative and engaging videos effortlessly convey knowledge and information, establishing a special bond with the audience.

By striking a harmonious balance between education and entertainment, the #LearnOnTik Tok content has prompted positive interactions and sparked audience interest. The 30,000 view count not only signifies the success of the content but also attests to the responsiveness and interest in engaging with intriguing and valuable topics.

We take pride in the achievements that the #LearnOnTik Tok content has brought and pledge to continue crafting unique and high-quality content to meet our audience’s expectations. We believe that the fusion of knowledge and entertainment will remain the key to delivering captivating and enriching experiences on our Tik Tok channel.

VII.3. Evaluation by Instructors and Project Owners

Lecturer

Vietnam: “Truyền thông cho sự ra mắt website BBMC Việt Nam”.

English: A communication campaign “BBMC website coming soon”.

Students of The Capstone project defense



Ha Thanh Tung
HE140472



Luu Quang Tuan
HS153336



Pham Ngoc Tuan Minh
HS130366



Tran Trung Hieu
HE141544

Thesis Content (about research objectives, theoretical foundation, data, analysis, and practical application) Communication for the Launch of the BBMC Vietnam Website” was carried out from June 2023 to August 2023. The project focused on creating and implementing a multi-channel communication campaign to introduce and launch BBMC’s new website, targeting customers in major cities such as Ho Chi Minh City and Hanoi.

The team is responsible for conducting research, brainstorming ideas, planning, executing, and evaluating outcomes. The communication campaign ‘BBMC website coming soon’ has the following main objectives:

Communicate the launch of the website tool.

Enhance BBMC's brand recognition in the market.

Increase the level of commitment of collaborators (CTVs) to the business.

The selected communication channels are Facebook page, Tik Tok, Reels, YouTube shorts, press, website, landing page, and launch event.

The campaign has achieved the set requirements and objectives through quantitative and qualitative evaluations. The project received positive assessments from the sponsor. All communication products have been practically applied. Regarding the thesis, it has provided a comprehensive theoretical foundation and practical analysis of the four key aspects (subject, target, method, and content) to establish the groundwork for the ideation, planning, execution, and practical evaluation of this communication campaign. It also presents insights and recommendations for the future.

Thesis Format (structure, presentation methods, English, citations):

The thesis consists of nearly 100 pages, with a layout that adheres to the requirements of a specialized undergraduate thesis in Media Communication. It is divided into key sections: Introduction, Research, Ideation and Planning, Execution, Evaluation and Measurement, Reflection and Recommendations, Appendices, Reference List, and Tables and Figures. These sections are interconnected and logically linked to the summary and conclusion sections. The thesis includes illustrative diagrams, charts, and tables.

The thesis is beautifully designed, following BBMC’s brand identity. It is presented clearly and concisely. The English language meets the specified criteria and undergoes a plagiarism check, satisfying the university’s requirements.

Students’ Attitudes During the Thesis Process (mindset, group attitude, and individual attitude of each team member, roles and contributions of each team member)

The students, ranging from K13 to K15, collaborate as a team for the first time, despite having prior individual work experiences. The team leader, Ha Thanh Tung, actively sought the chosen topic.

Throughout the project, the students demonstrated seriousness, diligence, proactivity, and creativity in devising communication activities and content. They also excelled in group management, regularly engaging with the supervising instructor. The students swiftly absorbed feedback and met the high expectations set by the instructor. The team members worked harmoniously, fulfilling assigned tasks adeptly, and coordinating effectively to accomplish the communication campaign, write the thesis, and prepare for the defense.

During the completion of the Production Book, the students exhibited independence, diligently incorporating revisions based on the supervisor’s guidance (addressing structural, in-depth research, and plagiarism checks). They also effectively leveraged their creative prowess and the strengths of FPT students, such as design, presentation, and English language skills.

	Number of people accessing over time	Amount of new registered users	Number of orders placed	average time of users accessing
Figures	11 (8h - 16h) 17 (16h - 24h)	13	2	

Project Owner

BBMC Vietnam Event & Entertainment Services Company Limited is extremely proud and grateful for the close collaboration and unwavering contributions of the G7_GRA497 project team during the execution of our communication campaign. The efforts to enhance the introduction of our new BBMC Vietnam website have yielded undeniable results, and we extend our heartfelt praise to each member for their dedication and wholehearted effort.

The G7_GRA497 team has demonstrated their ability to optimize resources and leverage their diverse skills in identifying communication objectives, developing strategies, designing and executing advertising and PR activities, organizing launch events, and monitoring the campaign's effectiveness. Their relentless dedication and team spirit have contributed to the splendid successes we have witnessed recently.

Each team member has contributed not only their expertise but also creativity and a sense of responsibility, setting specific goals and working diligently to achieve them. Their ability to work cohesively and adapt flexibly to changes is a strong team suit, enabling them to excel in overcoming challenges.

We believe that the knowledge and experience gained from this project will hold significant value in the personal and professional development of each of you in the future. We appreciate the commitment and dedication of the G7_GRA497 team and look forward to the possibility of continuing our collaboration on exciting projects that bring value to both parties.

VIII. PERSONAL IMPRESSIONS

To gain a more comprehensive two-way understanding of the project, we also conducted subjective evaluations of the involved parties throughout the working process. This helped us to have an overall and detailed view of the factors influencing the project. By conducting subjective evaluations, we can identify both positive and negative aspects of each stakeholder, thereby proposing measures for improvement, enhancing cooperation, and fostering consensus among the parties. Subjective evaluation also allows us to perceive unclear aspects, identify challenges, and potential opportunities to develop suitable plans and decisions for the project. Throughout our work, we always aim to become astute and insightful observers, ensuring the success and holistic development of the project.

VIII.1. Subject

After completing the campaign, we conducted an evaluation and summary of the working process with various stakeholders, both external and within the team. Through this process, we gained a comprehensive understanding of the positive aspects and challenges we encountered. This evaluation allows us to identify strengths and weaknesses in collaborating with stakeholders, thereby drawing on lessons and insights to enhance the work process in the future.

Furthermore, we also conducted observations and assessments of the effectiveness and understanding among team members. Through discussions and information sharing, we could assess the overall consensus and coordination in our work. This not only helps us recognize the strengths and weaknesses of our team, but also provides opportunities to improve the work environment and enhance the performance of each member.

This summary will serve as valuable information for us to propose necessary adjustments and apply best practices in future projects, thereby fostering a professional working environment and sustainable development.

Lecturer

After a period of working at BBMC, we have gained an understanding of the operational methods, the organized structure, and the high level of discipline within the organization. This is not only reflected in the content approval process of our communication efforts, but also in BBMC's strict adherence to processes and meticulous review of all matters before officially releasing information. A typical example is our meticulous review of visual content related to BBMC, considering even the smallest details to prevent unnecessary errors.

Furthermore, we have also enhanced our soft skills to handle situations intelligently and make decisive problem-solving decisions. The environment at BBMC has provided us with abundant resources and valuable relationships for learning and development in the future.

About the Instructor Dr. Vu Viet Nga

Throughout the project, we had the opportunity to work directly with Ms. Vu Viet Nga (NGAVV) at FPT University.

We have learned valuable lessons from Ms. Nga. She created conditions and provided dedicated support for our campaign. When we were brainstorming ideas for the campaign and the event, we were concerned about the age difference and generational gap that could pose challenges in terms of collaboration and consensus-building. However, Ms. Nga is very open-minded and always listens to our opinions. She not only provides feedback and suggestions for improvement but also avoids traditional rigidity. Ms. Nga also assisted us with administrative paperwork matters.

About the Team

Throughout the implementation and completion of the project, each member within our team had specific roles and responsibilities. However, we always ensured unity and reasonable progress of the work. Below are some subjective assessments from our team regarding the work process:

Clear task allocation: We transparently and fairly divided tasks. Each member was assigned tasks in line with their abilities and skills, ensuring high performance and accuracy in the work.

Organization and unity: We established regular meetings to update work progress, share opinions, and resolve emerging issues. This helped maintain organization and cohesion during the work process.

Support and collaboration: We were always ready to support and collaborate with one another. When a member encountered difficulties, we willingly offered suggestions, assistance, and shared knowledge to resolve the issue.

Sense of responsibility and commitment: We adhered to work schedules and commitments, ensuring tasks were completed within the set deadlines. Each member ensured the quality of their work and contributed positively to the team's success.

Adaptability and flexibility: Throughout the work process, we faced various changes and situations. However, we demonstrated adaptability and flexibility in seeking creative and effective solutions.

In conclusion, our work process was evaluated as unified, highly responsible, and with strong support from each member. These are crucial factors that contributed to our successful outcomes in the project.

Advantages	Disadvantages
<p>We developed a detailed and specific development plan for our campaign and closely monitored the schedule for each phase. Most tasks were monitored and executed according to the planned timeline.</p> <p>The products created by our team underwent strict control and went through multiple review stages before being publicly released. This ensured the quality and accuracy of our products.</p> <p>The team invested a significant amount of time working directly with each other, as well as with the project owner - BBMC Vietnam. This resulted in higher work efficiency and effective communication of information.</p> <p>Each team member took responsibility for their tasks and made efforts to complete their respective parts as efficiently as possible.</p> <p>The connection among team members was relatively strong, with everyone demonstrating a proactive attitude and mutual respect.</p> <p>The team was always open to receiving objective opinions and contributions from colleagues at BBMC, the supervising instructor, and insights from other team members. This greatly contributed to our development and improvement throughout the work process.</p>	<p>Despite our efforts and organizational skills during the work process, there were instances of missed deadlines.</p> <p>Furthermore, we recognized that some of the content developed by our team lacked depth due to a lack of experience and thorough understanding of the MC industry. This could potentially impact the quality and accuracy of the information being conveyed.</p> <p>To address this issue, we need to enhance progress monitoring and ensure that every team member completes their tasks within the specified timeframe. Additionally, investing in research and training to improve our knowledge and expertise in the field of MC is essential.</p> <p>We will strive to create a disciplined working environment and utilize effective time management techniques to ensure all tasks are completed on time. Simultaneously, we will seek opportunities to enhance our understanding and knowledge of MC, thereby strengthening the depth of the content we produce.</p> <p>Through recognizing these weaknesses, we will work towards improvement to achieve higher levels of completion and quality in our work.</p>

VIII.2. Related contents

Organizational approach

We planned the campaign and sought input from experts like Ms. Nga to adjust the plan accordingly.

After finalizing the organizational plan, we established a smoothly coordinated organizing team to ensure the campaign proceeded on schedule and with high efficiency. Our team self-assessed and employed a task allocation method based on each individual's strengths, while maintaining a sense of responsibility, a willingness to learn, and mutual assistance.

We believe that seeking input from experienced professionals will help us fine-tune the plan appropriately and ensure the effectiveness of the campaign. Additionally, organizing a coordinating team plays a vital role in synchronizing work and managing progress. Each team member was assigned tasks based on their abilities and personal goals, fostering creativity and high efficiency.

We are committed to continuing our work with a strong sense of responsibility, a willingness to learn, and mutual support. These are critical factors that help us maintain a sense of unity and achieve success in our campaign.

Nearly all current media content is focused on two main subject groups: professional MCs and Gen Z. Content related to the MC industry tends to capture the audience's attention.

Similarly, media content and events targeting Gen Z have received positive responses and significant feedback from the audience. Some content is creatively produced; however, it has not received high ratings due to rigorous content management by BBMC. These contents must ensure high accuracy, avoid misunderstandings among the audience, and refrain from using non-standard language. Additionally, the overall content needs to be clear and balanced

Communication content

After participating in the process of planning, organizing, and completing the current campaign, we have gained valuable knowledge and experience related to the field of MC industry, event organization and coordination processes, content management and review, as well as the development of soft skills and many other important aspects. Through these learnings, we have gained a clear understanding of our strengths and weaknesses, enabling us to continue to develop and improve ourselves for the better in the future.

IX. RECOMMENDATIONS AND PROPOSALS

After 3 months of implementing the communication campaign for the launch of the BBMC website, we have gained valuable insights into this process. We have recommendations and suggestions for our team as well as for future students, those who will come after us, in the subsequent batches of the Multimedia Communication department at FPT University.

IX.1. Recommendations and Proposals for the Group

Continuing Personal Skill Development: Each member of the team should continue to develop their skills to become experts in their respective fields. This will enable you to make better contributions to future projects.

Learning and Sharing Experiences: We encourage members to learn from and share experiences with each other to enhance their skills. Make the most of opportunities to learn from experienced individuals and share your own experiences with others.

Building Strong Customer Relationships: To succeed in the field of communication, it's important to establish good relationships with clients. Study customer behavior and respond to their needs in order to deliver the best products and services.

Focus on Specialized Areas: With members fulfilling roles such as Strategic Planner, Camera/Editing, Designer, and Content Writer, it's crucial to focus on your specialized areas to become experts in those fields. Propose new and innovative ideas to add value to our clients.

Collaboration with Future Students: Extend your support and collaboration to future students in the Multimedia Communication department at FPT University. Your experiences and insights can contribute to their growth and development.

Embrace Change and Innovation: Stay open to change and innovation in the ever-evolving field of communication. Adapt to new technologies and trends to remain competitive and deliver cutting-edge solutions.

Overall, our journey in this project has taught us valuable lessons and presented us with opportunities for growth. Let's carry these lessons forward as we continue to evolve as professionals in the field of communication.

IX.2. Recommendations and Proposals for the Multimedia Department, FPT University

Multimedia Department, FPT University

Enhancing Training in Creative and Innovative Thinking Skills: To assist students in developing new and creative ideas, we recommend that the Multimedia Department of FPT University reinforce training in these skills. Courses on creative thinking, academic research, or providing study materials for self-learning could be organized.

Creating More Opportunities for Student Practice: To help students enhance their skills and gain experience in project work, we propose that the Multimedia Department of FPT University create more opportunities for student practice. This could involve providing studio spaces, equipment, and necessary software for students to effectively engage in technically demanding subjects, facilitating efficient work.

Encouraging Student Participation in Extracurricular Activities: To foster soft skills and creative thinking, we suggest that the Multimedia Department of FPT University encourage students to participate in

extracurricular activities such as graphic design, advertising, communication, etc. This provides a chance for students to apply theoretical knowledge to real-world scenarios and develop their soft skills.

Organizing Discussion Sessions and Workshops: To facilitate students' interaction with experts and experienced individuals in the Multimedia field, we propose that the Multimedia Department of FPT University organize discussion sessions and workshops. This would offer students an opportunity to learn from experienced professionals, exchange ideas, and expand their network.

Incorporating Real-world Projects into Curriculum: To bridge the gap between academia and industry, we recommend that the Multimedia Department of FPT University integrate real-world projects into the curriculum. This practical exposure would equip students with hands-on experience and prepare them for the challenges of the professional world.

Continuous Feedback and Improvement: To ensure the effectiveness of these proposed enhancements, a continuous feedback mechanism should be established. Regularly assessing the impact of the implemented changes and making necessary adjustments will contribute to the ongoing improvement of the Multimedia program at FPT University.

We believe that these recommendations can contribute to fostering a dynamic learning environment that equips students with the skills and knowledge required to excel in the ever-evolving field of Multimedia.

For the juniors

Congratulations to all the aspiring students pursuing Multimedia studies at FPT University! Your journey of learning and honing your skills will not only provide you with specialized knowledge but also offer a platform to build a strong foundation for your future in the fields of information technology and multimedia communication. Drawing from our experiences and lessons learned, we extend the following recommendations and valuable suggestions:

Focus on Academic Excellence and Skill Development: To become an expert in the field of Multimedia, it's essential to possess a solid foundation of specialized knowledge. Dedicate your efforts to academic excellence and skill development, particularly in areas such as graphic design, video and image production, advertising, and content creation.

Participate in Extracurricular Activities to Develop Soft Skills: Beyond specialized knowledge, soft skills are crucial for success in your career. Engage in extracurricular activities to cultivate your soft skills, including communication, time management, and teamwork.

Stay Abreast of Emerging Technology Trends: The Multimedia field is ever-evolving and dynamic. Keep yourself informed about emerging technology trends, tools, and the latest software to effectively apply them to your work.

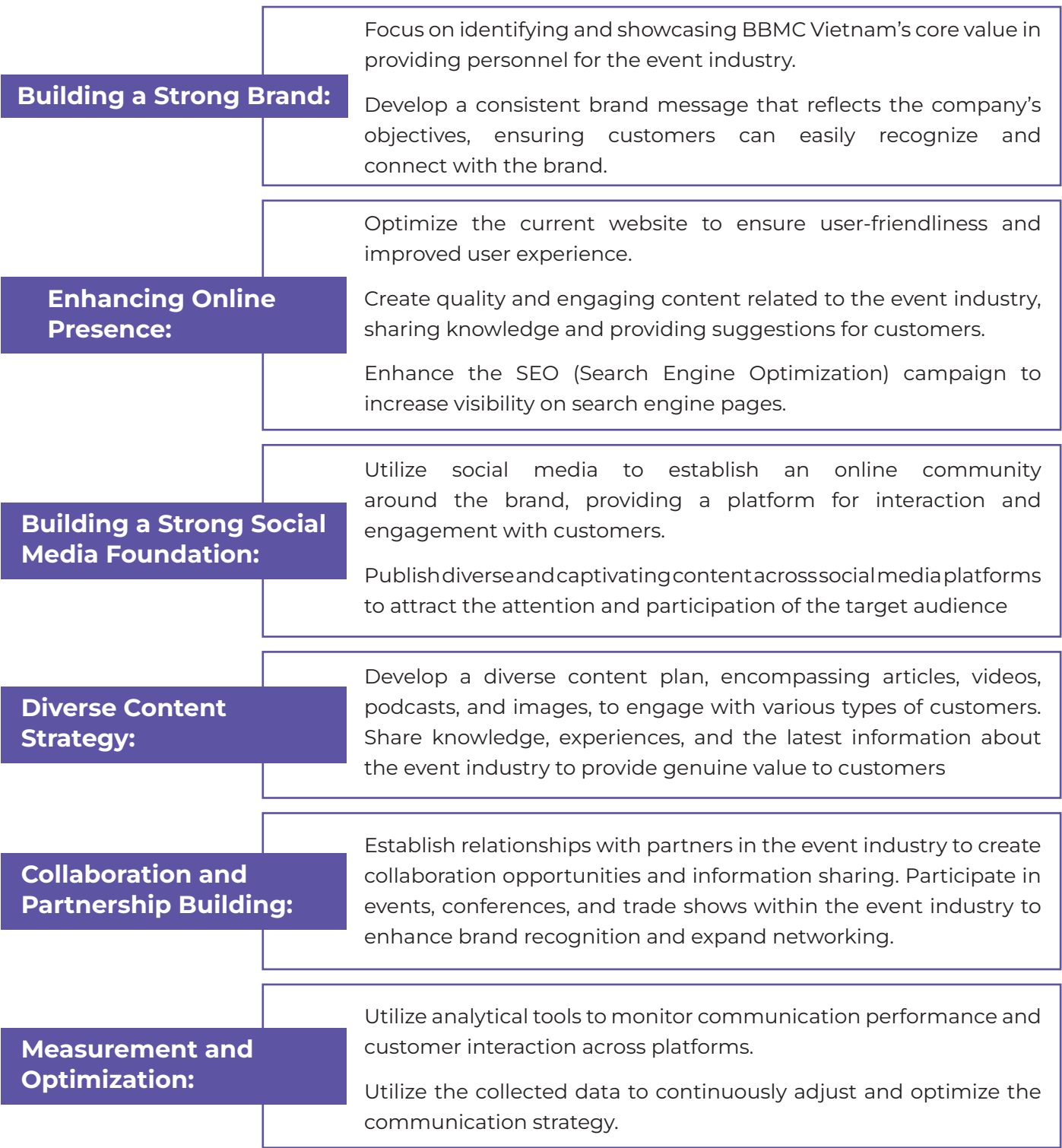
Build Relationships and Network within the Industry: Building relationships and networking within the industry are vital for securing job opportunities and advancing your career. Attend events, engage with industry experts, and cultivate relationships to expand your professional network.

Be Open to Continuous Learning: The world of multimedia is characterized by constant change. Embrace a mindset of continuous learning, staying receptive to new knowledge and skills that arise in this rapidly evolving landscape.

We hope that these recommendations will serve as valuable guidance during your academic journey and beyond. Remember that your dedication to academic excellence, skill development, soft skills, and industry connections will contribute to your success in the dynamic field of Multimedia. Best of luck on your exciting journey ahead!

IX.3. Recommendations and Proposals for the Project

The communication project for the launch of BBMC Vietnam's website has yielded commendable results, and to ensure sustainable growth in the future, we propose the following recommendations and long-term communication strategies:



In the future, BBMC Vietnam can achieve sustainable growth and foster even closer interaction with customers by implementing these long-term communication recommendations and strategies. Commitment and continuous innovation will help the BBMC Vietnam brand maintain a strong position in the event industry and cultivate a valuable community for itself.

X. CONCLUSION

The communication project for the launch of BBMC Vietnam's website has traversed a challenging journey and holds promise in connecting the brand with its target audience. This project has provided us with a profound understanding of how to execute an effective communication campaign in real-world scenarios.

We have witnessed the expansion of awareness about the BBMC Vietnam brand through the utilization of diverse communication channels. By combining online and offline presence, we have created an interactive environment between the brand and customers. Active engagement from the audience on social media platforms has significantly contributed to building an online community around the brand.

Several notable outcomes have been achieved, including enhancing brand awareness and generating curiosity for the new website. Creative and intriguing content has captured the audience's attention and encouraged them to visit the website. However, we need to acknowledge that building a customer base and driving engagement requires substantial time and effort.

The project has also highlighted the importance of building interactive customer relationships. Providing valuable content and prompt responses have fostered positive interactions and instilled trust from customers. Nevertheless, we have also learned that sustaining these interactions is an ongoing challenge demanding continuous investment.

Throughout the project implementation, we encountered some difficulties. The competitive market and limited resources posed constraints on the campaign's scope. However, these challenges have also prompted us to find innovative ways to overcome and maximize the available resources.

Overall, the communication project for the launch of BBMC Vietnam's website has yielded significant and commendable results, along with valuable lessons about effectively executing communication campaigns. While we have not fully met all the initial objectives, the efforts and learnings from this project will continue to support us in future endeavors and contribute to steady strides in brand-to-customer connections. Below is the story canvas of the campaign:

Campaign Name	English: Communication campaign "BBMC website coming soon"
	Vietnamese: Chiến dịch truyền thông ra mắt website BBMC
Subject	BBMC VietNam
	Student Project Group FPT / Instructor: Vu Viet Nga
Purpose	Long - term: Position the image as 'professional, reliable, friendly, and optimized,' and expand BBMC's brand coverage in the market. Aim to become one of the largest event companies in the market.
	Short - term Communicate the launch of the website tool, attract collaboration and engagement from partners. Drive business growth for BBMC

Objective	Quantitative: <i>Online:</i> Website: Organic search rankings achieved within the top 5. Website traffic reaches 3000 - 8000 in the first month after launch. Facebook: Increase of 2000 likes across both BBMC Facebook pages. Tik Tok: 10000 - 30000 followers within 3 months. Reels and Youtube Shorts: Attain over 500000 views. Online News: 2 articles about BBMC. <i>Offline:</i> Events: Event 1 gathers 80 - 100 participants, Event 2 has 25 participants. Receive over 100% positive feedback.
	Qualitative: Online: The TVC and website launch garnered significant attention Website: Organic search rankings achieved within the top 5. Website traffic reaches 3000 - 8000 in the first month after launch. Facebook: Increase of 2000 likes across both BBMC Facebook pages. TikTok: 10000 - 30000 followers within 3 months. Reels and Youtube Shorts: Attain over 500000 views. Offline: Events: Event 1 gathers 80 - 100 participants, Event 2 has 25 participants. Receive over 100% positive feedback.
Target Audience	Primary Age Range: 24 - 35 years old Gender: Male / Female Industry / Field: Event agency, individuals seeking MC booking services Location: In Hanoi Characteristics: Active on various social media platforms with high frequency Has a desire to stay updated on new trends Rapidly engages with and adopts new trends Enjoys novel and fresh experiences
	Secondary Age Range: Above 19 - 30 Gender: Male / Female Industry / Field: MC / TV Presenter Location: Hanoi / Ho Chi Minh City Characteristics: Active on social media platforms with high frequency. Energetic and adaptable in both daily life and online information consumption. Proactively engages on social media platforms as well as in daily activities.
	Hidden (Đối tượng phụ) Age Range: Above 19 - 35 Gender: Male / Female Industry / Field: Communications / Marketing / Events / Entrepreneurship Location: Hanoi / Ho Chi Minh City Characteristics: Regular users of social media Interested in business and entrepreneurship Enjoy exploring new things and entertainment

Message	Web BBMC Coming Soon - BBMC is about to launch a website This is the key message in this campaign, marking the strong comeback of BBMC and affirming its presence in the market.
	Give wings with BBMC - BBMC empowering the young MC community This key message will be deployed before the main key message. With the aim of reaching out to BBMC's community of MC collaborators, and fostering a stronger bond between CTV and the organization, encouraging CTVs to refer jobs back to BBMC.
User Engagement	Engagement and feedback from viewers across BBMC's Owned media channels Number of event participants Number of loyal CTVs willing to collaborate with BBMC in the campaign
	Website visits and customer information submissions Customer feedback after using the service Customer surveys post-campaign
Method	Data collection methods Data processing methods Implementation methods: Theoretical models and PMI project management
Style & Tone	Image: Youthful, modern, professional Color: The colors of BBMC's logo and brand identity Mood: Friendly, professional, trustworthy, optimized
Scope	Target Audience: In the Event industry in general, and specifically MCs Time Frame: Late May 2023 - August 2023 Location: Hanoi, Vietnam Research Area: Outsourcing activities in the Event industry
Budget Estimate	Research Phase: 742.000 VND Communication Strategy: 1.447.800 VND Social Media Communication: 1.981.000 VND TV Commercial (TVC) / Website Production: 5.706.500 VND Launch Event: 0 VND Measurement and Reporting: 3.880.000 VND Total: 13.575.300 VND
Platforms	Online: Owned media channels: Facebook page, Tik Tok, Youtube, BBMC website, Gmail Paid media channels: Press Earned media channels: Facebook groups, customers, CTVs. Offline: Events

XI. PLAGIARISM CHECK RESULT

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new BBMC website is an integral part of the organization's communication strategy. This new website will make it easier for customers and partners to access information and BBMC's services, as well as stay updated on the latest information in the MC industry. It will also serve as a channel to support collaborators in enhancing their compensation value after working with BBMC. Overall, BBMC Vietnam's internal event holds significance for both the company and the collaborator team.

TVC

"BBMC Vietnam's 30-second TVC script"

One of the most crucial tools for conveying the message of a communication campaign is the TVC (Television Commercial). A TVC holds the power to make an impression and leave a mark in the minds of viewers. It can highlight a company's products or services, draw attention, and motivate potential customers to purchase products or use services.

Understanding the significance of TVC in their communication campaign, BBMC Vietnam is preparing to produce a 30-second TVC that also serves

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Sincerely Thanks

Dr. Vu Viet Nga is a devoted mentor and a source of motivation and precious knowledge that helped us gain a deeper understanding of the communication field and the effective execution of campaigns. Her shared experiences, dedicated guidance, and encouragement are priceless sources of motivation that helped us overcome challenges and achieve resounding success.

The support from BBMC Vietnam has provided significant motivation throughout the project implementation. This support extends beyond financial aspects, encompassing the sharing of knowledge and the transfer of crucial information related to the industry and the market. The dedicated interaction and willingness to assist the BBMC Vietnam team have propelled the project beyond its initial limitations.

Dr. Vu Viet Nga's efforts and contributions, coupled with BBMC Vietnam's support, serve as vital motivation and a reliable anchor that helped us surmount challenges and excel in project completion. We sincerely express our gratitude and take pride in this valuable collaboration.

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Overall score

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XIII. REFERENCE

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