

**MINISTRY OF EDUCATION AND TRAINING**

**FPT UNIVERSITY**



Capstone Project Document	
MAZAWEDDING BRAND COMMUNICATION CAMPAIGN	
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<b>Capstone Project code</b>	GRA497

- Can Tho City, 08/2023 -





## APPROVAL SHEET

Title of Project: **MAZAWEDDING BRAND COMMUNICATION CAMPAIGN**

Project Approval Statement:

I hereby confirm that I have reviewed and evaluated the project titled "MAZAWEDDING BRAND COMMUNICATION CAMPAIGN" submitted by student Quách Tấn Hiếu - CS140553, Lê Bá Hải Thiên - CS150105, Võ Minh Duy - CS150751, enrolled in the Capstone Project Multimedia Communications (GRA497), and I approve this project with the following information and content:

1. The project's objectives and scope have been fully addressed.
2. The sections within the project are of quality and completeness.
3. The student demonstrates a strong grasp and understanding of the project content.
4. The content of the project does not violate any copyrights or laws.

I hereby endorse this project and conclude the advising process for the student.

Date:

Project Advisor:

Signature: \_\_\_\_\_

Project Reviewer (if applicable):

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Date: \_\_\_\_\_

## EXECUTIVE SUMMARY

The "Mazawedding Wedding Brand Communication Campaign" is a comprehensive marketing endeavor orchestrated by the premium wedding brand MAZAWEDDING. This campaign seeks to bolster brand recognition, expand customer base, and establish a reputable and high-quality brand image. The campaign centers around the participation in the prestigious Can Tho Wedding Fair 2023 - Love Garden, a platform that congregates elite wedding service and product brands, offering couples a hands-on experience with luxurious wedding dresses, professional makeup, and more.

The campaign encompasses a multifaceted approach involving diverse strategies to accomplish its goals:

- Branding Enhancement: The campaign focuses on increasing brand awareness through various mediums, including social media platforms like Facebook and TikTok. The campaign's success is evident in surpassing the target metrics for engagement, reach, and views on these platforms.
- Revenue and profits Amplification: The campaign's objective is to not only raise brand awareness but also boost revenue. The campaign effectively achieved this goal by surpassing the expected number of contracts signed and outperforming the projected sales figures.
- Customer Relationship Management: The campaign prioritizes building and nurturing customer relationships. Feedback and evaluations from clients have been overwhelmingly positive, achieving the target for positive feedback. The campaign's outreach, through initiatives such as couples' registrations, effectively establishes a strong foundation for lasting customer connections.
- Event Participation: The campaign's highlight is its participation in the Can Tho Wedding Fair 2023 - Love Garden. MAZAWEDDING showcased its Love Garden collection, orchestrated a workshop on wedding trends, and offered a unique experience to curious attendees. The brand's involvement further solidified its position as a prominent wedding service provider.

The outcomes of the campaign far exceeded the predefined Key Performance Indicators (KPIs) across multiple facets. The social media engagement, contracts signed, and customer

feedback metrics demonstrated the campaign's exceptional effectiveness in achieving its objectives.

In conclusion, the "Campaign for Can Tho Wedding Fair 2023 - Love Garden" orchestrated by MAZAWEDDING successfully attained its objectives of enhancing brand recognition, driving revenue and profits growth, establishing enduring customer relationships, and participating prominently in a prestigious event. The campaign's innovative strategies and meticulous execution showcase MAZAWEDDING's commitment to excellence within the wedding industry.

## **ACKNOWLEDGEMENT**

We would like to extend our heartfelt gratitude to all those who have contributed to the successful completion of this project. Their guidance, support, and encouragement have been invaluable in making this endeavour a reality.

We are profoundly thankful to our project advisor, Le Quang Khoi, for their unwavering guidance, expert insights, and continuous encouragement throughout the project. Their valuable feedback and constructive suggestions played a pivotal role in shaping the project.

We extend our gratitude to the entire team at MAZAWEDDING for providing us with the opportunity to work on this campaign. Their openness to ideas, willingness to share knowledge, and dedication to excellence have been truly inspiring.

We are indebted to Phuong MAZA (Founder of MAZA WEDDING), who generously shared their expertise and insights, contributing significantly to the quality and depth of this project.

We are grateful to our friends and families for their unwavering support, understanding, and encouragement during the ups and downs of this journey.

Lastly, we would like to thank our fellow classmates and colleagues who provided us with their encouragement and valuable discussions, enhancing the overall quality of this project.

This project would not have been possible without the collective efforts of all these individuals, and we are honored to have had the opportunity to work with such an exceptional group of people.

### **Group 6**

Quách Tấn Hiếu - CS140553 - Leader

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Capstone Project Multimedia Communications(GRA497)

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## **CHAPTER I. INTRODUCTION:**

### **1.1 Background:**

Can Tho, one of the major cities in the South West of Vietnam, is becoming a hot spot in the wedding industry. With the rapid development of the economy and the intensification of wedding culture, the wedding dress market in Can Tho is becoming diverse and full of potential. The wedding market in Can Tho is not only a place to provide necessary products and services for the wedding day, but also an important part of culture and tradition. With the goal of serving the diverse and unique requirements of the wedding market in Can Tho, MAZA WEDDING emerges as a prominent brand. With a focus on providing premium wedding products and services, MAZA WEDDING not only meets customer needs but also builds a reputable and quality image in the growing wedding industry in Can Tho. The brand focus on realizing wedding dreams is highlighting the MAZA WEDDING brand in the hearts of customers and contributing to shaping the positive perception of the brand in the wedding market in Can Tho.

MAZA WEDDING is one of the leading wedding brands in Can Tho city, founded in 2018 by makeup artist Phuong MAZA. With many years of experience in the field of makeup and wedding industry, MAZA WEEDING has gradually affirmed its position, prestige, and trust of customers in the market. MAZA WEDDING aims to bring trust and add profound beauty to each bride. The brand is committed to always respecting and highlighting the natural beauty of the bride. Quality, creativity and uniqueness are always the top criteria of the brand in the design of wedding dresses.

MAZA WEDDING's core values include professionalism and dedication. The brand is committed to providing customers with the best experiences from makeup and hair services to wedding dress design and rental, along with post-wedding services. Every customer is guaranteed to be consulted and cared for by the brand's team to bring a memorable experience to customers. Besides, MAZA WEDDING provides rich and diverse services such as makeup, hairdressing, design, wedding dress rental as well as professional wedding photography on set. With luxurious and modern design space, the brand hopes to bring customers the best and most convenient experience in Can Tho City. However, in the fierce and fierce competitive environment of the wedding fashion industry in Can Tho City, increasing brand awareness is an important factor to help MAZA WEDDING affirm its

position in the market. Brand recognition ensures that customers can easily recognize the brand and differentiate it from other competitors. Although MAZA WEDDING has achieved some very encouraging results in creating and developing the brand in recent years. However, in the face of fierce competition of the wedding industry to assert its position and brand, MAZA WEDDING needs to grasp and take advantage of new technologies to enhance brand awareness and attract the attention of customers. Recognizing the importance of brand recognition, the authors chose the topic: "MAZAWEDDING Brand Communication Campaign" as the graduation project.

## **1.2 Problem Identification:**

MAZA WEDDING brand has gradually affirmed its strong position in the wedding fashion market in Can Tho City. However, increasing brand awareness is still a big challenge for the company. The main problem in the research topic "MAZA WEDDING Brand Communication Campaign" is identified as follows:

- Competition in the wedding industry: The wedding dress fashion industry is increasingly fiercely competitive, with the emergence of many new brands and the rise of the online market. MAZA WEDDING faced pressure from other competitors, requiring the company to find ways to stand out and strengthen its brand recognition to attract customers' attention.
- Change customers' shopping habits: Today, consumers tend to shop online and refer to information from social media channels. This requires MAZA WEDDING to adjust its marketing and brand promotion strategies to meet the requirements of modern customers and take advantage of new communication channels to enhance brand awareness.
- Measure and evaluate the effectiveness of brand promotion: MAZA WEDDING needs an effective method to measure and evaluate its brand awareness. Currently, the company is experiencing difficulties in quantifying and evaluating the success of promotional and marketing activities, which makes it difficult to adjust and improve brand marketing and communication strategies.
- Communication and interaction with customers: An important factor in increasing brand awareness is effective interaction and communication with customers MAZA WEDDING needs to find ways to enhance communication and direct interaction with customers, from



providing the best shopping experience to creating a community of brand support and sharing on social platforms.

To solve the problems, the authors developed a survey with cognitive variables from journal articles and scientific studies to solve the challenges faced and proposed solutions to increase brand awareness for MAZA WEDDING. This study was conducted on 206 participants (136 women and 70 men) aged from 18 years to 34 years old and surveyed within Can Tho City by direct survey collection. The authors would like to confirm that this survey is the result of research of the authors. The cited figures are completely honest and objective.

In this study, the authors will examine young people's views on marriage arrangements from the family, personal perceptions, personal personality traits, dating behavior, religion and young people's desire to marry in the future. These factors will be viewed as independent variables in the study.

By studying these survey variables, the authors hope to get an overview of the views and influences of various factors on marriage decisions among young people:

Câu 6. Nhận nhận của giới trẻ về việc sắp đặt hôn nhân từ gia đình

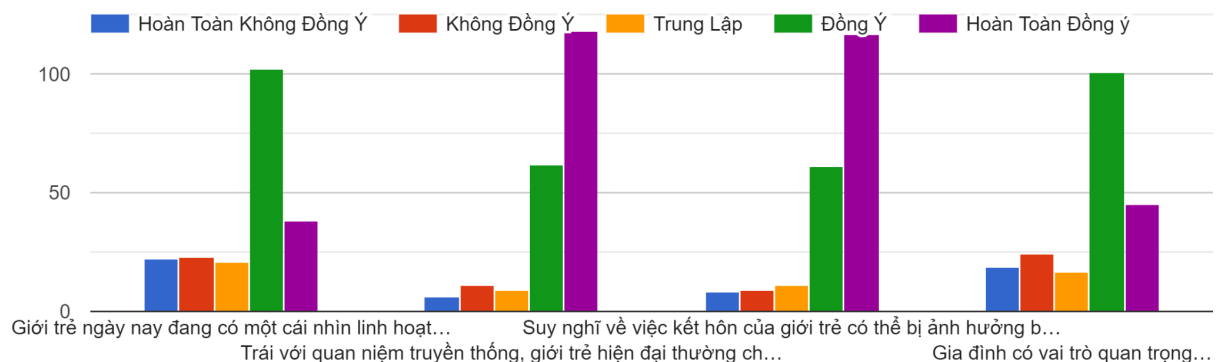


Chart 1 - Young people's perception of arranging marriage from the family

- Young people's perception of arranging marriage from the family: The change in the way young people perceive marriage arrangements from the family can affect the demand and choice of wedding dresses. Research needs to identify these changes and find out how

MAZA WEDDING can adapt and create the right products and services to appeal to this audience.

Câu 7. Nhận thức cá nhân

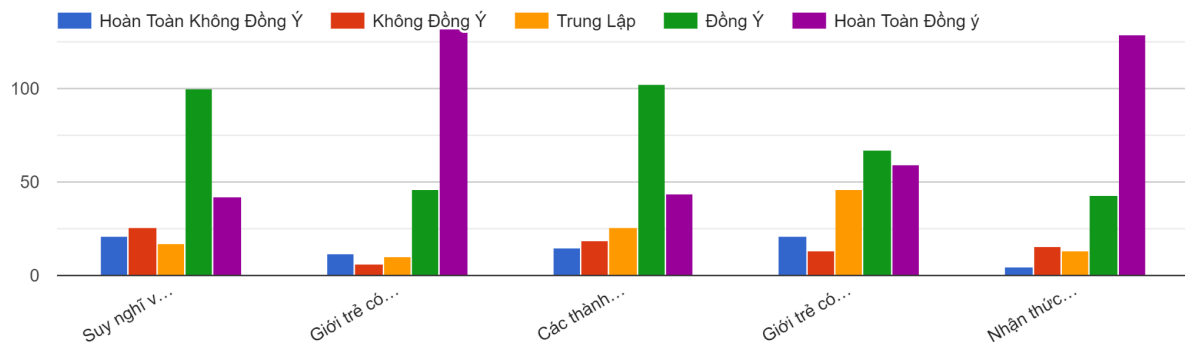


Chart 2 - Personal awareness

- Personal awareness: Customers' personal perception of the MAZA WEDDING brand can affect brand recognition and trust. The study needed to identify the outstanding individual cognitive factors and explore how MAZA WEDDING can improve and create positive perceptions in the minds of customers.

Câu 8. Đặc điểm tính cách cá nhân

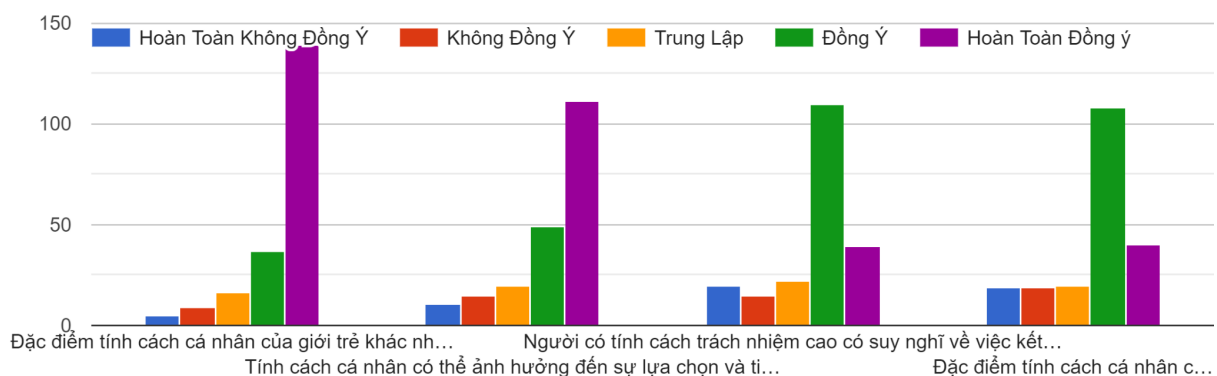


Chart 3 - Personal personality traits

- Personal personality traits: A customer's personal personality traits can influence brand choice and recognition. Research needs to identify relevant individual personality traits and analyze how MAZA WEDDING can interact and make connections with clients based on these traits.

Câu 9. Hành vi hẹn hò

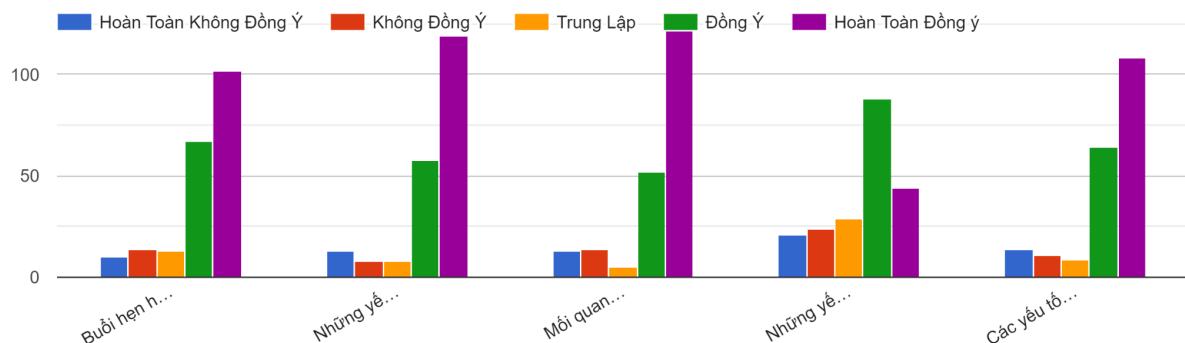


Chart 4 - Dating behavior

- Dating behaviors: Dating behaviors of young people can create different needs and requirements for wedding dresses. Research needs to identify common dating behaviors and trends related to wedding dresses, thereby helping MAZA WEDDING create products and services tailored to the needs of customers.

Câu 10. Tôn giáo

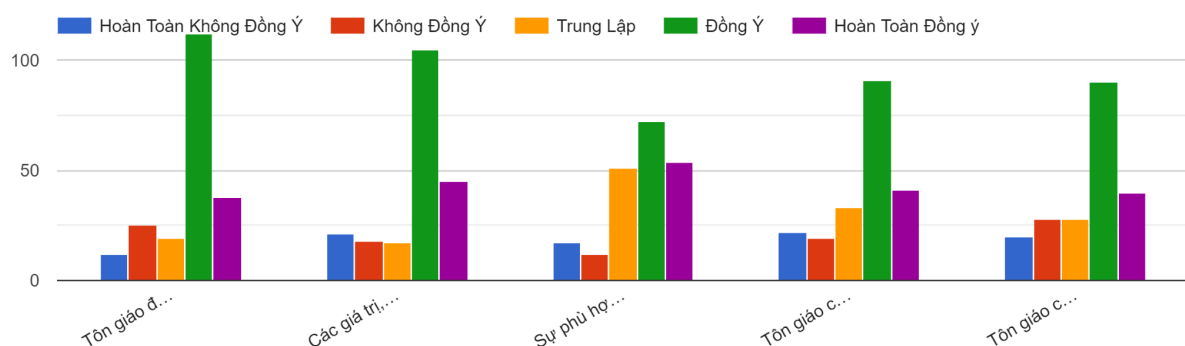


Chart 5 - Religion

- Religion: Religion can have a great influence on a customer's conception and choice of wedding dresses. Research should identify the religious factors involved and learn how MAZA WEDDING can meet the requirements and goals of clients from religious perspectives.

Câu 11. Mong muốn của giới trẻ trong việc kết hôn ở tương lai

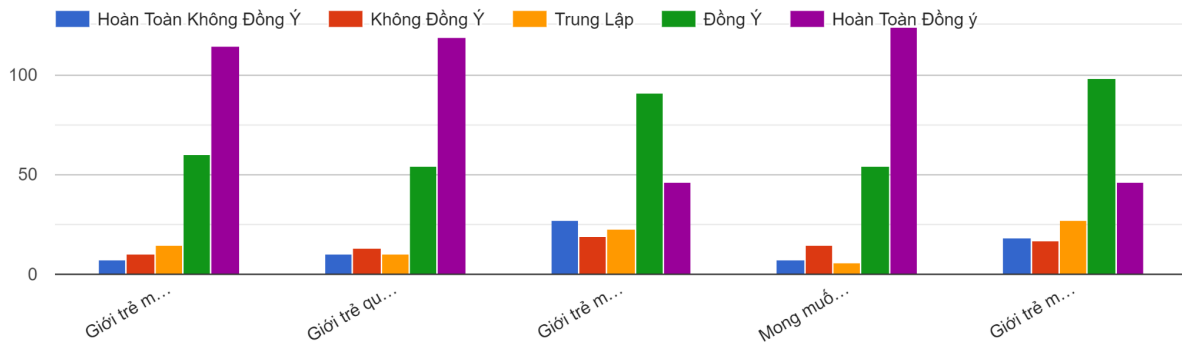


Chart 6 - Young people's desire to get married in the future

- Young people's desire to get married in the future: The study needs to identify young people's desires and trends towards marriage in the future, so that MAZA WEDDING can develop products and services that meet these desires and increase brand awareness among potential customers.

Based on the above cognitive variables, the research will focus on identifying key issues and proposing solutions to enhance brand awareness for MAZA WEDDING.

Câu 12. Quyết định hôn nhân ở giới trẻ

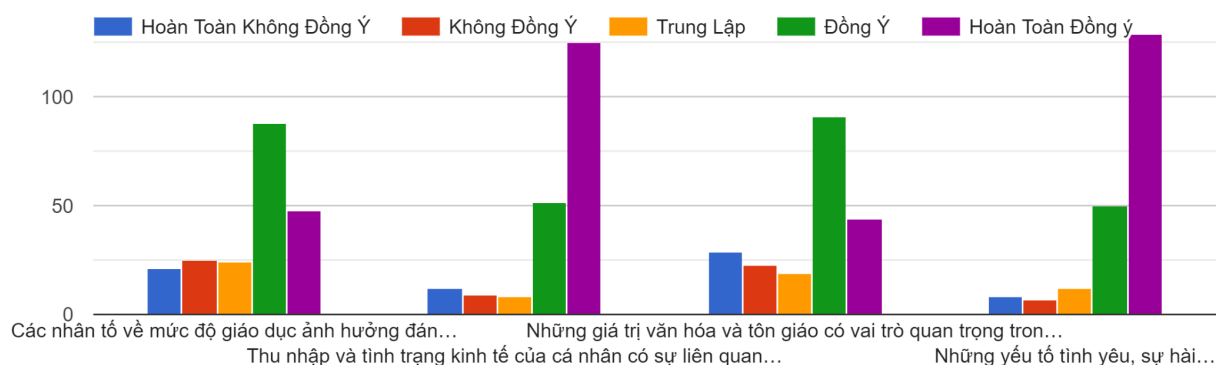


Chart 7 - Marriage decisions among young people

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q12.1	206	1	5	3.57	1.254
Q12.2	206	1	5	4.31	1.121
Q12.3	206	1	5	3.48	1.324
Q12.4	206	1	5	4.38	1.014
Valid N (listwise)	206				

Figure 1 - Statistics: Q12.2 [Income and economic status of individuals are strongly related to young people's marriage decisions].

It can be seen “Figure 1” that in addition to factors such as family, religion, love, and society, the statement "Income and economic status of individuals" is strongly related to young people's marriage decisions" in the variable "young people's marriage decisions" has a great degree of influence, rated with an average value of 4.3, demonstrating strong agreement from young people. Therefore, it is necessary to exploit a campaign such as "Try on Free Wedding Dresses" within the framework of the event "Can Tho Wedding Fair 2023 - Love garden". This campaign will give young people the opportunity to experience the wedding dresses of their dreams without having to spend a lot of money. This not only facilitates the

choice of wedding outfits, but also helps couples better understand the importance of managing family finances in marriage. The "Try on Free Wedding Dresses" campaign can be a great opportunity for young people to learn and reflect before making important life decisions.

### **1.3 The Statement of The Capstone:**

The main objective of the research problem is to discover and improve the brand awareness in the communication aspect of customers for MAZA WEDDING in Can Tho City. From there, to increase revenue, to increase profits and customer interaction with the brand

### **1.4 The Structure of the Capstone:**

#### **I. INTRODUCTION:**

#### **II. RESEARCH/ SITUATION ANALYSIS:**

#### **III. DEVELOPMENT/ PLANNING:**

#### **IV. PRE-PRODUCTION:**

#### **V. IMPLEMENTATION/ PRODUCTION AND DISTRIBUTION:**

#### **VI. POST-PRODUCTION & EVALUATIONS:**

#### **VII. CONCLUSIONS:**

## **CHAPTER II. RESEARCH & SITUATION ANALYSIS:**

### **2.1 Brand Analysis:**

**Owner and resources:** MAZA WEDDING was founded in 2018 by makeup artist Phuong MAZA, who has more than 10 years of experience in makeup and 5 years of experience in wedding dress design. The company has a staff of nearly 30 experienced and knowledgeable people in different fields such as designers, makeup artists, hair stylists, consultants, and

customer care. Location of MAZA WEDDING's headquarters at 205 3/2 Street, Hung Loi Ward, Ninh Kieu District, Can Tho City, Can Tho, Vietnam.

**Field of activity:** MAZA WEDDING operates in the field of providing services and products related to the wedding industry. The company specializes in the design and rental of wedding gowns, provides professional makeup and hairstyling services, as well as wedding photography on set.

**Values and vision:** MAZA WEDDING brings confidence and beauty to every bride. The company considers each bride a star and is committed to respecting and highlighting their natural beauty. MAZA WEDDING's vision is to create beautiful wedding dress designs that are unique to each bride, and accompany the bride from the selection process to the big day.

**Target customers:** MAZA WEDDING's target customers are couples who are preparing to get married and looking for high-quality wedding gown, makeup and wedding photography services and products. The company aims to serve clients with high demands on quality, creativity and style in the wedding industry.

**Competition:** In the wedding industry, MAZA WEDDING faces competition from companies offering similar services and products. To stand out and compete, MAZA WEDDING places a value on clarity, professionalism and dedication to customers. The company focuses on providing the best experience to its customers and creating unique and high-quality wedding dress designs.

## **2.2 Current Situation Analysis:**

To better understand the current situation of the wedding market in Can Tho and MAZA WEDDING's position in this industry, below is an analysis of the current situation:

### ***2.2.1. Situation of the wedding market after the epidemic:***

The number of weddings is increasing dramatically after the COVID-19 crisis. [8]

According to a report from The Knot, this study shows that 2022 has been a record year with 2.6 million couples in the US celebrating their weddings. In that year, couples continued to show loyalty to age-old traditions like opening dancing and knee-jerk proposals, while technology helped couples discover their personal expression. In order to provide a thorough

examination of the wedding process, from engagement to closing, including new trends for Gen Z, The Knot surveyed approximately 12,000 couples who got married in 2022. The study also spoke to newly engaged couples to understand how the economy could affect wedding ceremonies in 2023. [8]

The demand for "compensatory weddings" has increased as many couples have had to postpone or cancel their weddings during periods of uncertainty. [8]

2022 has been a prosperous year for the wedding industry and marks a return to "pre-pandemic normalcy" after two years of severe impact. Less than 10% said their wedding day was affected by COVID-19, down from 27% in 2021. Safety measures such as mask-wearing, social distancing and changing the venue from indoor to outdoor were also significantly reduced. [8]

The average time to get engaged in 2022 was 15 months, although 13% of couples have been engaged for two years or more (not surprising given the effects of the pandemic). December remains the most popular engagement month with 15% of couples choosing to celebrate this milestone with their loved one (Christmas and Christmas holidays are the two most popular!). Most couples asked their parents for permission before proposing (71%).

### *2.2.2. Characteristics about the couple today:*

The average age of marriage for couples surveyed in 2022 was 31. In particular, the oldest Gen Z generation is already 25 years old, entering the age of marriage mainly. While it's easier for younger consumers to embrace technology, they're less likely to meet a partner online than Millennials, and instead, they're more likely to meet a partner at school (22%). Due to more life experience, Millennials' pre-marriage cohabitation rate is much higher than that of Gen Z. [8]



## Who Are Today's Couples?

ABOUT TODAY'S ENGAGED COUPLES	GEN Z 18-25	MILLENNIALS 26-41
Spoke about future finances before getting engaged	90%	86%
Discussed the style of the wedding	70%	61%
Dated 2+ years before getting engaged	68%	60%
Discussed incorporating cultural/religious traditions in wedding	54%	46%
Researched wedding vendors prior to getting engaged	31%	21%
Met online	15%	29%
Grew up in different regions of the US (i.e. North vs. South)	14%	21%

Figure 2- Understanding today's couples (Source:

<https://www.theknot.com/content/wedding-data-insights/real-weddings-study>.)

### 2.2.3 The evolution of the Wedding Fair:

- The demand for services from professional units when organizing wedding ceremonies has promoted the development of Wedding Fair. [8]
- Wedding Fair provides couples with the opportunity to experience first-hand wedding products such as wedding dresses, tables and gifts, and receive thorough advice from experts and staff of service providers.
- Participating in a Wedding Fair helps the bride and groom to experiment and have a more accurate view of the services they will hire for the wedding day.

#### ***2.2.4 Competitor Assessment:***

Based on a survey of 200 participants, MAZA WEDDING has a recognition rate of 59.5%, while competitors such as Nghia Ngo Studio (48%), Ren Bridal (58.5%), Kowloon Studio (54%), and Ktiu Studio (41%) also have high awareness.

Each competitor has unique strengths, such as Nghia Ngo Studio specializing in art photography studios, Ren Bridal is a franchise with high brand recognition and strong communication channels, Kowloon Studio specializes in studios, and MAZA WEDDING focuses on high-end wedding dresses and makeup services.

It can be seen that the wedding market in Can Tho is experiencing a period of positive growth after the crisis period due to the COVID-19 epidemic. The number of wedding ceremonies is expected to increase dramatically, creating demand for "compensatory weddings" from couples who have postponed or cancelled their wedding ceremonies in the past. The trend of personalized and less ceremonial wedding ceremonies is gaining popularity, especially with Gen Z. Couples prefer wedding ceremonies that are unique and personalized. [1]

In this context, Wedding Fairs have become an important means for couples to experience wedding products and services firsthand. In Can Tho, Wedding Fair has also been held more frequently and has an online version. Participating in the Wedding Exhibition helps couples save time and money in finding and choosing wedding services. In addition, Wedding Fair also offers many incentives, good prices and exclusive deals for couples, helping them organize their dream wedding at a reasonable price.

In summary, the wedding market situation in Can Tho is developing positively after a difficult period due to the COVID-19 epidemic. Couples need to organize personalized and unique wedding ceremonies. Wedding Fair plays an important role in creating opportunities to experience and choose wedding services. MAZA WEDDING has built up a good level of awareness in the market, and needs to continue to strengthen competition to attract and retain customers in the wedding market in Can Tho.

## **2.3 Competitors/ Market Analysis:**

### ***2.3.1 Market Size:***

Can Tho is a large and developed city in Southern Vietnam, with a large population and rapid economic growth.

The wedding market in Can Tho is becoming more exciting than ever, due to the increasing demand for weddings and the trend of looking for professional wedding services.

Can Tho attracts not only customers in the city but also from other surrounding areas and provinces, thanks to its favourable geographical location and developed infrastructure.

### ***2.3.2 Competitors:***

Can Tho currently has more than 20 wedding brands in operation, including some big brands such as MAZA WEDDING, Ren Bridal, Cuu Long Studio, Nghia Ngo Studio, and KTIU Studio Can Tho.

Competition mainly focuses on factors such as product and service quality, design style and competitive prices.

Successful wedding brands often build long-term relationships with customers and have attractive promotions to attract and retain customers.

### ***2.3.3 Target customers:***

MAZA WEDDING's target customers are men and women between the ages of 18-35, especially women accounting for a high proportion.

Middle- to high-income customers who are willing to pay for high-class wedding experiences and services.

They seek splendour, elegance and quality on their wedding day, and are willing to invest in memorable experiences.

### ***2.3.4 Customer trends and requirements:***

Customers Can Tho to be interested in the latest design trends and materials in wedding dresses.

They look forward to unique and different experiences on their wedding day, including professional wedding photography and high-quality makeup.

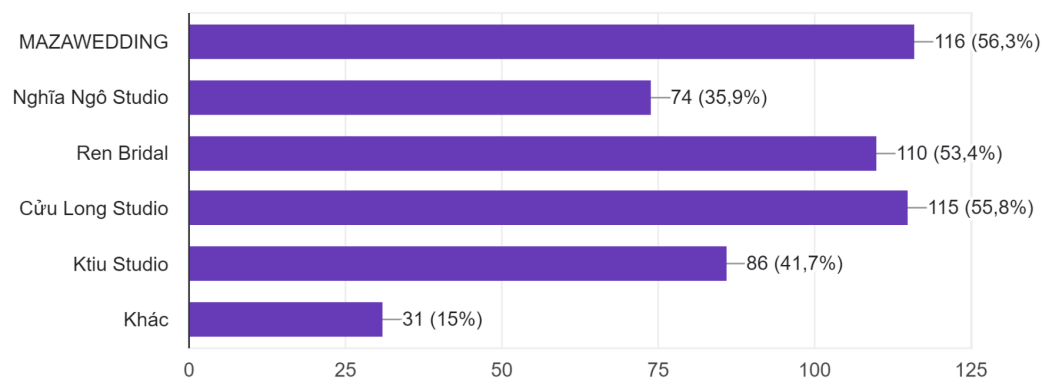
The demand for luxury jewellery and wedding accessories is also increasing.

### ***2.3.5. Evaluate MAZA WEDDING's competitive position:***

MAZA WEDDING is a well-known wedding brand in Can Tho, with the quality and reputation of products and services.

Câu 4. You know which of the following brands of wedding dresses you know:

206 câu trả lời



*Chart 8 - Famous wedding dress brands chosen by survey participants*

MAZA WEDDING has achieved an awareness rate of 59.5%, ranking first compared to other wedding brands such as Ren Bridal, Cuu Long Studio, Nghia Ngo Studio and KTIU Studio Can Tho.

MAZA WEDDING brand has received a high level of awareness from customers, showing the potential to enhance the importance of the brand in the wedding market in Can Tho.

### ***2.3.6 MAZA WEDDING's competitive strategy:***

MAZA WEDDING competes mainly based on the quality and reputation of products and services.

The brand focuses on providing high-end wedding services, including wedding dresses following the latest trends and materials, professional wedding photography services, and high-quality makeup services.

### ***2.3.7 The importance of brand identity:***

In a fair competitive environment, brand identity is an important factor to help MAZA WEDDING stand out and attract customers.

The high awareness of MAZA WEDDING in the survey shows the potential to enhance the importance of the brand in the wedding market in Can Tho.

### ***2.3.8 Customer trends and requirements:***

Wedding dress design trends in Can Tho are diverse, from modern and sophisticated designs to traditional and romantic models.

Customers are interested in high-quality materials such as lace, silk and satin to create a luxurious and outstanding beauty on the wedding day.

In addition to wedding dresses, customers also appreciate professional wedding photography services and makeup services to create the perfect beauty on the big day.

Based on the detailed market analysis above, MAZA WEDDING has identified target customers and competitive challenges in the wedding market in Can Tho. The communication campaign at Can Tho Wedding Fair 2023 - Love Garden will focus on creating attention and enhancing MAZA WEDDING's brand awareness through attractive offers and unique experience.

## **2.4 SWOT analysis:**

### ***2.4.1 Strengths:***

MAZA WEDDING is a wedding dress brand that has been successful in providing quality and diverse products.

Products are revolutionary, suitable for the aesthetics and trends of young people.

MAZA WEDDING has a wide range of wedding dress collections and styles, from traditional to modern, meeting the diverse needs of customers.

MAZA WEDDING has a pretty good media budget, which allows their media campaign to stand out and make a strong impression in the wedding dress industry in Can Tho.

Having a team of experienced, professional, highly specialized staff, creating prestige for customers.

MAZA WEDDING brand has built a good reputation and has trust from customers, especially in providing high quality wedding dress products and professional services.

MAZA WEDDING has the ability to create creative and engaging content, including beautiful images, high-quality promotional videos and unique brand stories, helping to attract the attention of customers.

MAZA WEDDING has the ability to collaborate with many other stakeholders to support the organization of the event. This helps MAZAWEDDING save costs and take advantage of the benefits from partners. For example, they can partner with a décor supplier to receive discount vouchers or special offers on wedding décor. This partnership creates a win-win model, which benefits both MAZA WEDDING and their partners.

#### ***2.4.2 Weaknesses:***

Brand awareness of MAZA WEDDING is currently at a relative level among young people.

MAZA WEDDING faces fierce competition from other wedding dress brands in Can Tho. Building and maintaining brand differentiation and uniqueness in this competitive market can be challenging.

The organization of media events and wedding exhibitions may require significant investment of time, resources and manpower. This may affect MAZA WEDDING's ability to maintain and develop related communication activities.

#### ***2.4.3 Opportunities:***

Young people are a large potential group wishing to buy wedding dresses and interested in fashion trends.

Use digital and social media channels to increase your presence and engagement with potential customers.

Take advantage of fashion events and exhibitions to showcase products and attract customers.

#### 2.4.4 Threats:

Fierce competition from other bridal brands can put pressure on price and promotion.

Changes in fashion trends and customer preferences can affect MAZA WEDDING's interest and access to young people.

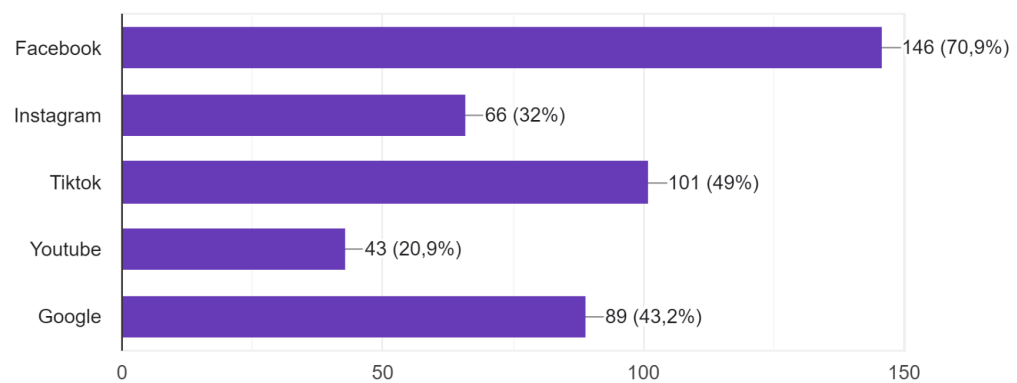
#### 2.5 Market & Platform showcase:

Communication channel analysis: Research and analyze suitable communication channels to reach and interact with target audiences, including traditional media channels and digital media channels.

The main target audience is young people aged 18 -35 years old currently living and working in Can Tho. The group of customers has many different interests, incomes, creativity, access to technology and modern trends. This requires communication activities to create content that is engaging, interesting and relevant to the interests, lifestyles and needs of young people to reach target customers, be it increasing brand awareness, creating links with potential customers, etc increase sales or build trust and credibility in the brand.

Câu 5. Bạn thường tìm kiếm trang phục cưới qua kênh nào?

206 câu trả lời



*Chart 9 - Famous wedding dress brands chosen by survey participants*

For a showcase platform suitable for media production with Can Tho youth, a good choice can be Facebook and Tiktok.

Targeting Can Tho young customers: Facebook is one of the most popular social networks, especially favoured by young people, in which in Can Tho market young people use this platform for the majority. Using Facebook as a showcase platform for media production will help connect directly with the target audience of Can Tho people, will easily reach and interact with them. Convey content messages, images and videos through articles on MAZA WEDDING official Fanpage. Create a theme for people to interact, discuss and share new designs and collections of wedding dresses and promote the collaborative event of the MAZA WEDDING brand. Thereby, it is easy to reach customers, promote the campaign for Can Tho youth.

In addition, the Tiktok platform is also the right choice, TikTok is a social networking application specializing in short videos, with the feature of creating and sharing creative content. TikTok offers video editing effects and tools to create engaging and interesting content. This is a popular platform, with the ability to reach young customers in Can Tho.

Create content that reaches customers such as idea ideas such as event introduction, Makeup transforming into a bride, challenging the program to be a bride for the first time with strangers,... unique content will create excitement and impression for customers to attract and interest in the campaign, and increase the awareness of the MAZA WEDDING brand.

In the marketing campaign of MAZA WEDDING, there are three important forms of communication: Owned Media, Paid Media and Earned Media.

#### ***2.5.1 Owned Media:***

These are media channels that MAZA WEDDING can control and post content freely such as official websites, blogs, social media channels such as Facebook and Tiktok owned by MAZA WEDDING

Control the content and messages shared with the public.

Communicate directly with potential customers and partners via proprietary media platforms.

- Usage strategy:

+ Create engaging and quality content on MAZA WEDDING's website, blog and social media channel to impress and engage customers with the brand.



- + Constantly update information about wedding exhibition events, share photos, videos and useful information to attract potential customers.

### ***2.5.2 Paid Media:***

The form of brand advertising pays to reach customers through social networks such as running Facebook ads, Tiktok, poster printing, standee to promote brand image campaigns.

Reach out widely to the target audience through running ads.

Specify the budget and amount of money paid for each advertising channel chosen.

- Usage strategy: Identify suitable advertising channels such as, advertising on Facebook, Tiktok or printing in publications related to the wedding field. From there, create attractive advertising content and attract customers to attend the wedding exhibition event with MAZAWEDDING.

### ***2.5.3. Earned Media:***

MAZA WEDDING communication is not directly controlled or paid, such as event reviews, videos, comments from customers, sharing on social networks.

Create credibility and increase the virality of the campaign message, as well as the audience will have more trust because it brings more objective elements from the opinions and reviews of customers.

Promote interaction from the community and create natural attraction from the thoughts and feelings of customers participating in the experience evaluation event.

- Usage strategy:

- + Build relationships with journalists who publish articles, photos and positive reviews about MAZA WEDDING's wedding exhibition event. At the same time,

- + Cooperate with influencers with charisma and familiar faces to Can Tho youth, through video reviews about experiences and reviews when influencers attend the event. To promote meaningful messages and promote the event closer to everyone.

+ Encourage customers to share their experiences after participating in the wedding exhibition event on social networks.

## **2.6 Target audience & Stakeholder:**

### ***2.6.1 Target audience:***

Analyze the target audience for the wedding dress exhibition event campaign, the strategy to increase MAZA WEDDING wedding dress brand awareness, including the following elements:

- Age and life stage: The target audience age is 18 -35 years old. This is a group of potential customers, in the life stage with high demand and ability to choose products and services of the brand. Potential customers will be brides and grooms who are preparing for their wedding day, young couples who are getting married, or those who are planning their big wedding event.
- Gender factor: Women will have more designs, sophisticated styles, and more choices in products than men. Therefore, access to advertising media to promote to female audiences will continuously and often be more frequent than men such as images, articles, videos that attract and impress the brand.
- Hobbies and styles: Customers want to have unique creations, wedding dress fashion that captures diverse design trends, suitable colors such as red, white, pink, black (men), traditional or modern wedding styles that suit the preferences of customers.
- Geographical location, region: The group of customers belongs to the Mekong Delta region, mainly working and living in Can Tho City.
- Income and finance: Customers have a decent level of financial income to a high level of income, working or doing personal business in all fields.
- Psychology: Pay attention and invest in choosing wedding products and services on the big day.
- Attitude & Behavior: Consider brands with diversified products, new trending collections, compare competitive prices with other brands in the region.

- Influence and habit of using social networks: The group of young customers has the habit of using social networks regularly, with high frequency and grasping information quickly. The popularity of social networks such as Facebook and Tiktok, targeting target customers creates the right message and marketing strategy.

### ***2.6.2 Persona***

**Full name:** Mrs. Hao.

**Age:** From 25 to 35 years old.

**Gender:** Female.

**Occupation:** Freelance business, stable job, decent to high income.

**Appearance characteristics:** Medium to thin body, height from 1m58 or more, with delicate aesthetic taste.

**Marital status:** Single or soon to be married.

**Hobbies:** Interested in fashion and aesthetic taste, love romance and sophistication in life.

**Residence:** Can Tho.

**Personality traits:** Confident, polite, sophisticated, loves luxury and class.

**Shopping behavior:** Choose high-quality, unique and differentiated products.

**Corevalues:** Looking for perfection, confidence and originality on the wedding day, looking for a delicate, personal, and idiosyncratic wedding dress.

### ***2.6.3 Stakeholders of MAZA WEDDING:***

**Customers:** Customers are the most important stakeholder group for MAZA WEDDING wedding dress brand. They are the ones who buy and use the wedding dress products of this brand. Customer perspectives, needs and satisfaction play an important role in determining the success of MAZA WEDDING and influencing reputation and sales.

**Wedding dress designers and manufacturers:** The wedding dress designers and manufacturers at MAZA WEDDING have an important role to play in creating high-quality

products and meeting customer requirements. They must remain creative, pay attention to detail, and keep up with trends in the wedding dress industry to ensure competition and attract customers.

**Salespeople and consultants:** The sales staff and consultants at MAZA WEDDING store are responsible for advising and supporting customers in the process of choosing wedding dresses. The understanding of fashion trends, communication skills and professionalism of employees are important factors to meet the needs and create comfort for customers.

**Related partners:** MAZA WEDDING may have related partners such as fabric suppliers, dressmakers, carriers, and providers of makeup, hairdressing, or photography services. These partners play an important role in providing raw materials, services and technical support to MAZA WEDDING to ensure the quality and perfection of products.

**Media and bloggers:** Journalists, wedding magazines, bloggers and influencers in the wedding industry can be important stakeholders in creating awareness and spreading information about the MAZA WEDDING brand. Appearances in articles, positive reviews, and celebrity promotion can have a big impact on strengthening brand awareness and attracting new customers.

**Business partners:** MAZA WEDDING can cooperate with other business partners such as wedding planners, hotels, wedding photography studios, or jewelry brands to create complete service packages for customers. This partnership expands the network to reach customers and creates opportunities.

## **CHAPTER III. DEVELOPMENT & PLANNING:**

### **3.1 Overview of a Masterplan:**

MAZA WEDDING participates in the wedding exhibition "Can Tho Wedding Fair 2023 - Love Garden" as a gold sponsor. The wedding exhibition "Can Tho Wedding Fair 2023 - Love Garden" will be held on July 1, 2023 and July 2, 2023 at Sheraton Can Tho Hotel. This is one of the largest events in the wedding industry held this year in the Mekong Delta region. With a variety of activities, the program gathers leading wedding brands, promising to bring many interesting experiences and attractive wedding incentives for couples. Attending the event, soon-to-be couples will have the opportunity to learn and select all the necessary

products and services for the preparation of a complete wedding at a single location, which significantly saves time and effort; It is easier to compare, evaluate and choose products and services that suit the needs of each couple. This is also a golden opportunity for couples to enjoy many special and extremely attractive incentives and gifts to help couples easily realize their wedding dreams.

The blueprint includes the following activities:

- Participating in the wedding exhibition "Can Tho Wedding Fair 2023 - Love Garden" as a gold sponsor: MAZA WEDDING will have a prominent position at the event as an important sponsor. This sponsorship status will strengthen brand awareness and create a strong bond with this prestigious event.
- Attend the workshop "Wedding & Trendy 2023": MAZA WEDDING will participate in a workshop focusing on sharing and updating the latest wedding trends for 2023. The workshop will cover many aspects, including wedding dresses, wedding rings, makeup trends, and wedding décor trends that are expected to be popular in the coming year.
- Launch of "Love Garden" Collection and Performance at the event: MAZA WEDDING will introduce the new collection "Love Garden" at the event. The collection will mainly carry white tones, symbolising sophistication and luxury, which is an attractive element in wedding dress design. The collection will display familiar materials such as chiffon, lace and chiffon, subtly designed with 3D flowers and layered skirts to accentuate the bride's charm on the wedding day.
- Enhance brand awareness through free wedding dress experience: In order to improve brand awareness, the company will provide a free wedding dress experience for event guests. Customers will have the opportunity to try on wedding dresses at no cost. This interactive experience will help create a memorable association between potential customers and brands.
- Bride and groom experience challenge for unknown couples: To attract couples, the company will organize a challenge for unknown couples to experience the role of bride and groom. This activity will bring fun and novelty to the event, encourage participation and create attention for the brand.

- Special promotion for "Can Tho Wedding Fair 2023 - Love Garden": In order to increase brand competitiveness, MAZA WEDDING will provide special promotions exclusively for "Can Tho Wedding Fair 2023 - Love Garden". These promotions include 10% discount, 30% wedding dress program for customers who close contracts at the event, package vouchers worth VND 10,000,000 for the sweepstakes program, encouraging potential customers to choose this brand over other competitors.

By integrating these activities into the blueprint, MAZA WEDDING aims to maximize promotion, attract potential customers, showcase the latest collections and strengthen the brand position in the wedding industry in Can Tho in particular and Vietnam in general.

### **3.2 Objectives & Goals:**

The goal of the blueprint is to build and strengthen the brand's presence in the wedding industry and increase brand engagement on social media platforms through strategic participation in the event "Can Tho Wedding Fair 2023 - Love Garden".

#### **Objectives:**

##### **Business Objectives:**

The business objectives of the campaign are to generate a significant increase in revenue and profitability for MAZAWEDDING in the near term. The campaign aims to achieve growth in sales figures and signed contracts while also emphasizing the establishment of relationships with potential customers.

##### **Marketing Objectives:**

In terms of marketing, the campaign focuses on creating brand recognition and deep brand understanding among potential customers. The campaign also aims to foster strong interaction across social media platforms and increase the participation of potential customers in the Can Tho Wedding Fair 2023 - Love Garden event.

##### **Communication Objectives:**

The communication objectives of the campaign are to project MAZAWEDDING as a dedicated companion in customers' wedding journey. The campaign also seeks to affirm the

excellence of MAZAWEDDING's premium wedding services by showcasing elegant wedding dresses and high-quality makeup services at the Love Garden event.

Overall, the business objectives target revenue and profit growth, marketing objectives center on brand recognition and interaction, and communication objectives aim to establish a trustworthy and high-quality brand image of MAZAWEDDING in the minds of customers.

### **3.3 Key Messages:**

The key message of the campaign is **"Realize your wedding dream"**. With this message, MAZA WEDDING would like to send customers a special invitation to experience memorable moments in their wedding life.

#### **Significance of the Key Message "Realize Your Wedding Dream" in the Campaign**

In the MAZAWEDDING campaign, the key message "Realize your wedding dream" stands as a crucial pillar, forming the foundation for the entire communication and marketing strategy. This message is not merely a slogan; it embodies the philosophy and commitment of MAZAWEDDING in providing unique and memorable wedding experiences for couples.

#### **The Meaning of Key Messages in Branding**

The message "Realize your wedding dream" perfectly aligns with the brand vision of MAZAWEDDING. By emphasizing the transformation of wedding dreams into reality, MAZAWEDDING goes beyond making a promise; it reflects its dedication to perfection and attentiveness to every detail.

In summary, the key message "Realize your wedding dream" is more than a catchphrase; it is a core principle that signifies MAZAWEDDING's commitment to crafting memorable and exceptional wedding experiences for couples. This message contributes to shaping the brand's vision and values in the minds of customers and the community.

### 3.4 Media strategies:

Media	Goal	Strategy
Social media advertising	Increase customer base and create interaction with the public.	Build advertising campaigns on popular social networks like Facebook and TikTok. Use high-quality photos and videos to showcase MAZA WEDDING's wedding fashion collections. Create contests, games, or special promotions to boost customer engagement and engagement.
Promotional videos	Create attention and attract potential customers.	Create a high-quality and engaging promotional video to showcase MAZA WEDDING's services and products. Use beautiful images, animations, and matching music to create a memorable experience. Video ads can be shared on social networks, MAZA WEDDING's website and used as advertising on television and social networks.
Motion Invitation	Create customer curiosity and engagement for the event.	Create a unique and compelling motion invitation to invite customers to the event. Use beautiful animations, sounds, and visuals to create an exceptional customer experience. Motion invitations can be shared on social networks, MAZA WEDDING's website and emailed to potential clients and partners.



Poster	Promote the event and attract public attention.	Unique and high-quality poster design to announce the Can Tho Wedding Fair 2023 - Love Garden event by MAZA WEDDING. Use bright images, program specifics, and attractive offers to capture customers' interest and encourage them to participate. Posters can be distributed on social networks, printed and hung at important locations.
Post on website	Promote the event and increase website traffic.	Write high-quality articles about Can Tho Wedding Fair 2023 - Love Garden on MAZA WEDDING's website. Provide detailed information about the program, introduce MAZA WEDDING's services and products, and encourage customers to participate in the event. Share articles on social networks and use search keywords to increase website traffic.

*Table 1 - Famous wedding dress brands chosen by survey participants*

### **3.5 Tactics:**

Below is a list of specific tactics for MAZA WEDDING's campaign/event at Can Tho Wedding Fair 2023 - Love Garden:

#### ***3.5.1 Create diverse content on social media:***

Post high-quality photos and videos of MAZA WEDDING's wedding fashion collection.

- Share real experiences of couples who have used MAZA WEDDING's services.
- Create games, challenges or poll questions to interact with customers.

#### ***3.5.2 Create attractive promotional videos:***

Create unique and attractive promotional videos about MAZA WEDDING's services and products.

Use animations, beautiful music and images to attract attention and create emotions for the audience.

#### ***3.5.3 Use motion invitations:***

Create a unique and impressive motion invitation to invite customers to the event.

Use beautiful animations, sounds and images to create customer curiosity and engagement.

#### ***3.5.4 Attractive poster design:***

Design unique and high-quality posters to promote Can Tho Wedding Fair 2023 - Love Garden event by MAZA WEDDING.

Use bright images, program specifics and attractive offers to attract customer interest.

#### ***3.5.5 Write quality articles on the website:***

Write detailed articles about Can Tho Wedding Fair 2023 - Love Garden on MAZA WEDDING's website.

Provide information about the program, introduce about MAZA WEDDING's services and products to encourage customers to participate.

Use search keywords to increase website traffic.

#### ***3.5.6 Organize workshops:***

Participate and organize the workshop "Wedding & Trendy 2023" at the event, sharing trends and experiences in choosing wedding outfits.

Ensure content quality and interact positively with attendees.

#### ***3.5.7 Use influencers:***

Hire wedding influencers to promote the MAZA WEDDING brand at Can Tho Wedding Fair 2023.

Ask influencers to write reviews and share their experiences about MAZA WEDDING's services and products on their personal media channels.

Choose influencers with the right image and style to convey the message. To promote the brand, it is necessary to choose the influencer image carefully, connecting the image between the brand and customers through this campaign.

Criteria for choosing influencers are young, dynamic and elegant style, not lacking in elegance in line with MAZA WEDDING's brand image. In addition, influencers must be familiar faces, able to connect and easily reach Can Tho young people – target customers of MAZA WEDDING brand.

#### ***3.5.8 Use check-in and voucher tools:***

Use check-in tools and vouchers on social networks for customers to receive incentives when renting wedding dresses from MAZA WEDDING.

#### ***3.5.9 Lucky draw:***

Organize a lucky draw, giving lucky couples a chance to receive vouchers worth VND 10,000,000 when using MAZA WEDDING's wedding dress and album services.

### **3.6 Budgets and Resources:**

<b>STT</b>	<b>Expense Category</b>	<b>Quantity</b>	<b>Unit</b>	<b>Unit Price</b>	<b>Total Amount</b>	<b>Sponsored By</b>
1	Event Design and Decoration	1	Event	Free	Free	Kelvin Wedding & Event Decor

2	Exhibition Space Rental	1	Event	Free	Free	Sheraton
3	Advertising and Marketing	1	Lump Sum	10,000,000 VND	10,000,000 VND	-
4	Food and Transport for Staff	1	Lump Sum	2,000,000 VND	2,000,000 VND	-
	Total Organization				12,000,000 VND	
5	Sound, Lighting, Filming Equip.	1	Event	Free	Free	Sheraton
6	Backdrop Design and Printing	1	Event	Free	Free	Sheraton, Kelvin Wedding & Event Decor
7	Table and Chair Rental	1	Event	Free	Free	Sheraton

	Total Field Section				Free	
8	Gifts and Vouchers for Customers	1	Lump Sum	20,000,000 VND	20,000,000 VND	-
9	Teabreak Service	1	Lump Sum	2,000,000 VND	2,000,000 VND	-
	Total Customer Care Section				22,000,000 VND	
10	Transportation and Logistics	1	Lump Sum	1,000,000 VND	1,000,000 VND	-
11	Estimated Costs	1	Lump Sum	20,000,000 VND	20,000,000 VND	-
	Total Other Expenses				21,000,000 VND	
	<b>TOTAL BUDGET</b>				<b>55,000,000 VND</b>	

*Table 2 - Budget for the promotion of wedding exhibition events with MAZAWEDDING*

### **3.7 Risk Management**

Manage risks for MAZA WEDDING in Can Tho, consider potential risks and develop strategies to mitigate risks:

#### ***3.7.1 Risks to partners and suppliers:***

**Risk:** The contract is cancelled or does not meet the requirements of Sheraton Can Tho partners, will not be able to participate in the organization, or related stakeholders.

**Minimize:** Choose reliable partners and suppliers based on reputation, reputation and evaluation. Sign detailed contracts and ensure binding efficiency in service quality.

#### ***3.7.2 Budget risk:***

**Risks:** Costs exceeding initial estimates, limited financial resources to organize the event, incurring unnecessary costs such as furniture damage, compensation for damage during the event.

**Mitigation:** Plan a detailed budget and monitor your finances regularly. Plan your budget and look for potential funding sources and partners to provide financial support during the event.

#### ***3.7.3 Advertising and marketing risks:***

**Risks:** The content advertising campaign is not really attractive, ineffective, leading to a lack of attendees, not attracting many people interested and paying attention to the event.

**Mitigation:** Analyze and study specific and detailed target customers. Build an impressive, creative advertising and marketing strategy that connects to customers, taking advantage of online social media channels. Measure and adjust strategies based on customer interactions so that timely and appropriate changes can be made.

### **3.8 Potential achievements:**

The wedding exhibition with MAZA WEDDING in Can Tho can achieve the following potential achievements:

- Create customer attention and interest: The important event in the wedding fashion industry in Can Tho, the cooperation sponsorship of MAZA WEDDING, is an opportunity that can help generate attention and attract the interest of existing customers and increase the likelihood of finding potential customers. Create conditions for the wedding exhibition so that the brand is widely promoted and brand image recognition increases.
- Build relationships with partners: Cooperating with MAZA WEDDING gives the opportunity to build necessary relationships with reputable partners in the wedding fashion industry. The presence of MAZA WEDDING at the wedding exhibition not only creates benefits for the event but also opens up opportunities for cooperation and development of the brand in the future. Displaying and introducing new products: The wedding exhibition with MAZA WEDDING showcases the latest wedding dresses, the "LOVE GARDEN" collection and the introduction of wedding-related services. This increases the reach and attraction of potential customers, creates opportunities to grow profits and increase the number of orders.
- Brand development: The combination of wedding exhibition and MAZA WEDDING can contribute to building and increasing brand awareness among partners to grow strongly. Promoting cooperation can build a strong image in the wedding industry and enhance customer confidence in its products and services.
- Expand customer base: Wedding exhibition is a meeting and interaction place between wedding industry brands and potential customers. Participating in the wedding exhibition with MAZA WEDDING helps to expand the customer base and find new business opportunities, promote image, service quality and connect directly with customers.

Summary of the wedding exhibition with MAZA WEDDING in Can Tho has the potential to achieve achievements such as creating attention, opening up many opportunities, building partnerships, displaying and introducing products, developing brands and expanding customer base.

## **CHAPTER IV. PRE-PRODUCTION:**

### **4.1 Event script/ Content pillars and direction:**

#### *4.1.1 Event Script:*

**Event Introduction (MC):** Welcome all guests to Can Tho Wedding Fair 2023 - Love Garden, a special event organized by MAZA WEDDING - the gold sponsor of this event.

**About MAZA WEDDING (MC):** MAZA WEDDING is a unit specializing in providing high-end services and products for weddings, from beautiful wedding dresses to professional makeup and professional studio services.

**Introducing the services and offers of MAZA WEDDING (MC):** Today, we are honored to be supported by MAZA WEDDING - the gold sponsor of the event. MAZA WEDDING offers a variety of attractive offers, including vouchers for renting wedding dresses, discounts on diamond jewelry and wedding jewelry, discounts on beauty services and much more. Join and explore these promotions at our booth.

**Love Garden (MC) collection:** In particular, MAZA WEDDING will present the Love Garden collection - a unique collection inspired by the beauty of flower gardens and nature. Be prepared for a colorful and stylish fashion show.

**Lucky draw (MC):** And finally, we have a special lucky draw, an opportunity for lucky couples to receive vouchers worth VND 10,000,000 when using MAZA WEDDING's wedding dress and album services. Get involved and become one of the lucky ones!

#### *4.1.2 Content Pillars and Direction:*

##### **Luxurious Wedding Dress Trends:**

- Highlight the latest wedding dress designs, materials, and trends.
- Showcase the uniqueness and elegance of MAZAWEDDING's wedding dresses.
- Provide insights into how the collection aligns with current fashion trends.

##### **Premium Makeup and Studio Services:**

- Present the skilled makeup artists and their ability to create diverse bridal looks.



- Share transformation stories through before-and-after visuals, emphasizing the artistry involved.

#### **Exclusive Event Offerings:**

- Detail the special promotions and discounts available during the Can Tho Wedding Fair 2023 - Love Garden event.
- Highlight the exclusive benefits for customers who sign contracts during the event.

#### **Real Bride and Groom Experience:**

- Share stories of real couples who have experienced MAZAWEDDING's services.
- Showcase their journey, transformations, and the unforgettable moments from their special day.

#### **Event Preparations and Behind-the-Scenes:**

- Offer a behind-the-scenes look at the preparations for the event.
- Show the efforts put into booth setup, decor, and overall event arrangement.

These content pillars will provide a well-rounded and engaging approach to promoting the MAZAWEDDING campaign, catering to various aspects of the brand and the event.

## **4.2 HR:**

#### **Determine the necessary personnel:**

- Evaluating work requirements for Can Tho Wedding Fair 2023 - Love Garden.
- Determine the number and positions to be filled, including MCs, event support staff, makeup artists, and cameramen/photographers.

#### **Recruitment and interview:**

- Post job postings with detailed job descriptions on appropriate recruitment channels.
- Receive and review candidate profiles.
- Conduct interviews and select suitable candidates for each job position.

**Training and preparation of personnel:**

- Organize training sessions and educate employees about the event and their role.
- Provide information about events, schedules, and skills needed for employees to perform their jobs effectively.
- Ensure that all employees have a firm grasp of their information and duties during the event.

**Management and assignment of work:**

- Identify and assign specific tasks to each employee based on their competencies and skills.
- Agree on schedules and assign tasks to ensure all tasks are completed on time.

**Work quality assurance:**

- Conduct monitoring and evaluation of employee performance throughout the preparation process.
- Provide additional support and training as needed to ensure quality of work and customer satisfaction.

**Financial management:**

- Develop a budget plan for the HR part of the event.
- Track and manage personnel related expenses, including salaries, allowances and other expenses.
- Through the HR section of the PRE-PRODUCTION section, we identify, recruit, train and manage human resources to ensure the Can Tho Wedding Fair 2023 - Love Garden event of MAZA WEDDING takes place smoothly and successfully.

**4.3 Timeline:**

Here is an example of a 1-month timeline for the PRE-PRODUCTION section of MAZA WEDDING's Can Tho Wedding Fair 2023 - Love Garden:

**Week 1:**

- Identify event requirements and needs.
- Group meetings to determine goals and budgets.
- Contact and confirm sponsorship from Kelvin Wedding & Event Wedding & Event Wedding & Event and Sheraton for counter decoration and backdrop.

### **Weeks 2-3:**

- Prepare content to send to the organizer's page for posting, including information about MAZA WEDDING, attractive offers and information about the upcoming collection.
- Prepare images for the upcoming collection.
- Design and create video content, articles for media platforms such as TikTok, Facebook and website to communicate for the event and increase brand awareness of MAZA WEDDING.

### **Week 4:**

- Test and finalize prepared content, videos and designs.
- Post content on media channels to promote events and communication for MAZA WEDDING brand.
- Track feedback from customers and interact with them.
- With this timeline within 1 month, MAZAWEDDING can prepare and implement communication activities, decorate counters and backdrops, and prepare content for Can Tho Wedding Fair 2023 - Love Garden. This helps to increase brand awareness and competition in the event, while bringing value to customers and building a prestigious and quality image for MAZA WEDDING in the wedding industry.

#### 4.4 Budget for the event & campaign:

STT	Expense Category	Quantity	Unit	Unit Price	Total Amount	Sponsored By
1	Love Garden Dress Collection Design	15	Lump Sum	2,000,000 VND	30,000,000 VND	-
2	Staff Uniform	30	Set	Free	Free	Available
3	Sound, Lighting, Display Equip for MAZA's counter	1	Set	Free	Free	Kelvin Wedding & Event
4	Lighting for taking photo of customer	2	Piece	Free	Free	Equipment Available
5	Booth Rental and Decoration	1	Set	Free	Free	Kelvin Wedding & Event, Sheraton
6	Design Invitation Letter	1	Piece	Free	Free	Manpower Available
7	Backdrop Design and Production	1	Piece	Free	Free	Kelvin Wedding & Event,
8	Standee Design and Printing	1	Piece	500,000 VND	500,000 VND	Design manpower available

9	Poster Design and Printing	1	Piece	1,000,000 VND	1,000,000 VND	Design manpower available
10	Advertising on Social Media	1	Lump Sum	7,250,000 VND	7,250,000 VND	-
11	Booking Influencer for TikTok	2	Lump Sum	500,000 VND	1,000,000 VND	-
12	Video Content Creation (TikTok & FB Reel)	1	Lump Sum	Free	Free	Manpower Available
13	Content Design for Website	1	Piece	Free	Free	Manpower Available
14	Recruiting and Hiring Event Staff	1	Lump Sum	None	None	-
15	Staff Training	1	Lump Sum	None	None	-
16	Other Expenses	1	Lump Sum	5,000,000 VND	5,000,000 VND	-
	TOTAL COST				44,750,000 VND	

*Table 3 - Budget for the event & campaign*

Determining and managing budgets during PRE-PRODUCTION is critical to ensure the event/campaign is implemented efficiently and economically. MAZA WEDDING should

monitor and adjust budgets to ensure that funds are used effectively and meet event/campaign goals.

#### **4.5 Event kit: Costume, location, equipment, talent, props,etc:**

Here is an example of an Event Kit for Can Tho Wedding Fair 2023 - Love Garden by MAZA WEDDING:

##### **Apparel:**

- Wedding dresses: MAZA WEDDING's Love Garden Collection.
- Costumes for MCs and event staff: Exclusively designed according to MAZA WEDDING's guidelines.

##### **Location:**

- Sheraton Can Tho: The venue is sponsored by Sheraton.
- MAZA WEDDING booth area: Includes backdrop, product display table and dress fitting area.

##### **Equipment:**

- Sound and light system: Ensure good sound and lighting during performance and communication.
- Display: Display videos and images of MAZA WEDDING's products and services.

##### **Talent:**

- MC: Professional and well-versed host of MAZA WEDDING's products and services.
- Event support staff: Provide professional support to customers in the process of experiencing products and services.

##### **Equipment:**

- Props: Flowers, plants, and other decorations create the right space for the Love Garden collection, crowns, accessories

- Banners and signs: Represent the MAZA WEDDING brand and convey the main message of the event.

- Equipping this event will ensure that MAZA WEDDING's Can Tho Wedding Fair 2023 - Love Garden event takes place successfully and makes an impression on customers. All of the above factors are focused to create a memorable experience for customers and show the class and quality of the MAZA WEDDING brand in the wedding industry.

#### **4.6 Design kit: media productions (invitation letter, backdrop, standee, etc.):**

##### **Invitation Letter:**

- Design a professional and attractive invitation template to send to important guests and partners.
- Use images and content to communicate the main message about MAZA WEDDING's events and offers.
- Motion invitation application, which is a new form in the wedding field instead of traditional letters

##### **Backdrop:**

- Unique and attention-grabbing backdrop design.
- Use MAZA WEDDING's image and logo to create brand recognition.
- Provide space to take photos and promote MAZA WEDDING's products and services.

##### **Standee (Hanging Board):**

- Professional and creative standee design to promote MAZA WEDDING brand and event message.
- Use images, slogans and details and have promotions to attract visitors' interest.

##### **Posters:**

- Design beautiful and creative posters to convey the main message of the event and special offers from MAZA WEDDING.

- Use images of Love Garden collection and logo of MAZA WEDDING to create a connection with customers

### **Design Elements:**

Identify design elements such as fonts, colors, icons and images to ensure consistency and alignment with the MAZA WEDDING brand. By using this Design Kit, MAZA WEDDING can create creative and professional communication products to promote Can Tho Wedding Fair 2023 - Love Garden. Visual designs, posters and other design elements will help strengthen brand recognition and capture customer interest.

## **CHAPTER V. IMPLEMENTATION/ PRODUCTION AND DISTRIBUTION**

### **5.1 Overview of the Implementation Plan:**

#### **Before the event:**

##### **Identify requirements and needs for specific planning:**

Identify event requirements and needs to create a detailed and specific plan.

Hold a team meeting to set specific goals and determine a budget for the event.

Contact and confirm sponsorship from Kelvin Wedding & Event Wedding & Event Wedding & Event with Sheraton to decorate the counter and backdrop

##### **Detailed planning of event communication and form of conduct:**

Prepare media content for the organiser page to post, including detailed information about MAZA WEDDING brand, attractive offers for customers attending the event and information about the upcoming collection.

Prepare images and presentation forms for the upcoming collection, in order to create attractiveness and stimulate the customer building.

Create diverse media content such as videos, articles for popular media platforms such as TikTok, Facebook and the brand's website, to communicate for the event and enhance MAZA WEDDING's brand awareness.



**Complete the preparation steps of the plan:**

Test and finalize previously prepared content, videos, and designs.

Post content on previously planned media channels to promote the event and communicate for the MAZA WEDDING brand.

Take care of and track feedback from customers after posting content, and interact positively with them to drive engagement and build long-term relationships.

Overview of MAZA WEDDING's social media event implementation plan focuses on building a creative and diverse communication strategy to attract interest and interaction from customers. Continuously monitoring and evaluating the effectiveness of activities during implementation will help ensure that MAZA WEDDING's goal of increasing social media engagement is effectively achieved.

**In the event:****Participate in "Can Tho Wedding Fair 2023 - Love Garden" as a gold sponsor:**

Define MAZA WEDDING's roles and responsibilities as a gold sponsor of the event.

Locate the exhibition and design an impressive booth to attract the attention of attendees.

Prepare necessary materials and sponsorship to align MAZA WEDDING's brand with the event.

**Attend the Workshop "Wedding & Trendy 2023":**

Sign up for the workshop and make sure you show up on time.

Prepare content to share about the latest wedding trends and information related to the brand of MAZA WEDDING.

Take advantage of networking opportunities and build relationships with professionals and representatives of the wedding industry.

**Launch of the "Love Garden" Collection and show at the event:**

Complete the "Love Garden" collection by preparing wedding dresses and accessories.

Determine the performance order and related activities such as makeup, hairdressing, and stage decoration.

Ensure the smoothness and professionalism of each performance.

**Increase brand awareness MAZA WEDDING through wedding dress experience at 0 VND at the event:**

Prepare a variety of wedding dress models suitable for customers.

Identify a separate area to carry out the wedding dress experience activity.

Make sure to have professional and friendly service staff to create a good customer experience.

**Bride and groom experience challenge for strange couples:**

Prepare related outfits and accessories for couples participating in the challenge.

Design and organize engaging and creative challenge rounds.

Provide guidance and support to participating couples to ensure an enjoyable and memorable experience.

**Special promotion for "Can Tho Wedding Fair 2023 - Love Garden":**

Identify event-specific promotions, offers, and special product packages.

Promote and inform attendees about promotions.

Ensure good support and service for customers for promotions.

Through the implementation of these activities, MAZA WEDDING aims to implement the plan accurately and effectively, create a memorable experience for customers and improve the effectiveness of its marketing and market access in the wedding industry in Can Tho.

**After the event:**

**Determination of Results and Analysis:**

Evaluation of the results and effectiveness of activities participating in wedding exhibitions.

Analyze feedback from customers, markets and partners after the event.

Identify strengths, limitations and opportunities to optimize the effectiveness of communication and product display activities.

#### **Continued Communication and Promotion:**

Continue to develop and update media content with the latest information about MAZA WEDDING and the "Love Garden" collection.

Increase promotion on media channels such as TikTok, Facebook, and websites to maintain attention and fuel the brand.

#### **Build a Follow-up Strategy:**

Determine a follow-up strategy to reach and maintain relationships with potential customers and partners who have been interested and attended the event.

Create incentives and promotions to drive purchase action and create customer engagement.

#### **Increase Connection Efficiency:**

Use the opportunities created from wedding exhibitions to establish and develop strategic partners in the wedding industry.

Connect and collaborate with experts and event organizers, and leverage relationships that can support brand growth.

#### **Prepare for Future Events:**

Evaluate and suggest future events that can be participated in to further build brand recognition and expand the market.

Plan and implement pre-event activities to prepare and optimize participation.

By implementing this plan after the "Can Tho Wedding Fair 2023 - Love Garden", MAZA WEDDING aims to capitalize on the success of the event and continue to build its presence in the wedding industry, as well as enhance interaction and engagement with potential customers and strategic partners.

## 5.2 A Scope Statement:

Project scope of MAZA WEDDING Fashion Brand for the exhibition "Can Tho Wedding Fair 2023 - Love Garden":

**Project overview:** MAZA WEDDING, a famous wedding fashion brand, is the gold sponsor of the exhibition "Can Tho Wedding Fair 2023 - Love Garden". The event will take place over two days, July 1, 2023 and July 2, 2023, at Sheraton Can Tho Hotel. This exhibition is one of the biggest wedding events of the year in the Mekong Delta region, bringing together leading wedding brands and offering a variety of activities. MAZA WEDDING aims to bring an exciting and enriching experience to couples participating in the event, providing attractive wedding packages and opportunities to realize their wedding dreams.

**Project objectives:** The main objectives of MAZA WEDDING when participating in the exhibition "Can Tho Wedding Fair 2023 - Love Garden" include:

- Displaying MAZA WEDDING's latest wedding fashion collection and accompanying services.
- Attract soon-to-be couples to attend the event and build MAZA WEDDING into the first choice for their wedding needs.
- Provide a convenient and comprehensive platform for soon-to-be couples to explore and select all the necessary wedding products and services in a single location.
- Help couples save significant time and effort by providing multiple options and easily comparing, evaluating and customizing to each couple's unique needs.
- Provide exclusive offers, special gifts to enhance the overall experience of couples and help them realize their wedding dreams.
- Products and services: To achieve the project objectives, MAZA WEDDING will provide the following products and services in the exhibition "Can Tho Wedding Fair 2023 - Love Garden":
  - An attractive and informative booth showcasing MAZA WEDDING's latest wedding fashion collection, including wedding dresses, suits, accessories and other related products.

- Knowledgeable and courteous staff to provide personal counseling and support for soon-to-be couples.
- A wide range of wedding packages customized for different tastes and budgets, emphasizing the unique characteristics and benefits of MAZA WEDDING.
- Increase interaction on social media channels to easily attract and create retention with potential customers
- Brochures such as leaflets, catalogs and price lists to inform and interact with visitors.
- Interactive activities such as fashion shows and shows to attract attention and showcase MAZA WEDDING's creativity and expertise.
- Exclusive discounts, special offers and promotions for soon-to-be couples who choose MAZA WEDDING's products and services in the exhibition.
- Increase sales by boosting purchases, enhancing purchase frequency or increasing average order value.

**What is not included:** MAZA WEDDING's scope of participation in the exhibition "Can Tho Wedding Fair 2023 - Love Garden" does not include:

- Overall event organization or management of transportation aspects outside the booth of MAZA WEDDING.
- Provide warranties or commitments that exceed the standard policies of MAZA WEDDING.
- Manage finances or process transactions on behalf of soon-to-be couples.
- Provide transportation or accommodation adjustment services for attendees.

**Binding:** MAZA WEDDING's participation in the exhibition "Can Tho Wedding Fair 2023 - Love Garden" has the following constraints:

- Comply with the exhibition space and booth size provided by the event organizer.
- Operate during the designated exhibition period and comply with the event schedule.

- Comply with the regulations, rules and guidelines of the event.
- Ensure availability and availability of sufficient staff and resources to deliver the desired experience for attendees.
- Adapt to unexpected situations or changes in the infrastructure of events that may occur.

**Assumptions:** The success of MAZA WEDDING's participation in the exhibition "Can Tho Wedding Fair 2023 - Love Garden" is based on the following assumptions:

- Soon-to-be couples attending the event have a sincere interest in planning and shopping for wedding fashion products and services.
- Organizing the event will provide full facilities, infrastructure and advertising support to attract a large number of attendees.
- The brand reputation and marketing activities of MAZA WEDDING will create enough awareness and attract a significant number of soon-to-be couples to the booth.
- Soon-to-be couples attending the event are willing to explore and consider different wedding options, including MAZA WEDDING's products and services.
- MAZA WEDDING will have a professional and effective cooperation with event organizers, suppliers and other stakeholders participating in the exhibition.
- The above Scope Statement provides an overview of the project, mentioning the objectives, products and services, exclusions, constraints and assumptions regarding MAZA WEDDING's participation in the exhibition "Can Tho Wedding Fair 2023 - Love Garden".

**5.3 Outline of Deliverables (ie. set of logos, pages, film, poster, typical post from different channels ....)**

**Logo:**



*Figure 3 - Logo MAZA WEDDING*

**Content Execution:**

<https://docs.google.com/spreadsheets/d/1wG9wUKkHKBHcsSJckBa0-OGsBmGcddTCTxXy1KrysG8/edit?usp=sharing>

Pages:

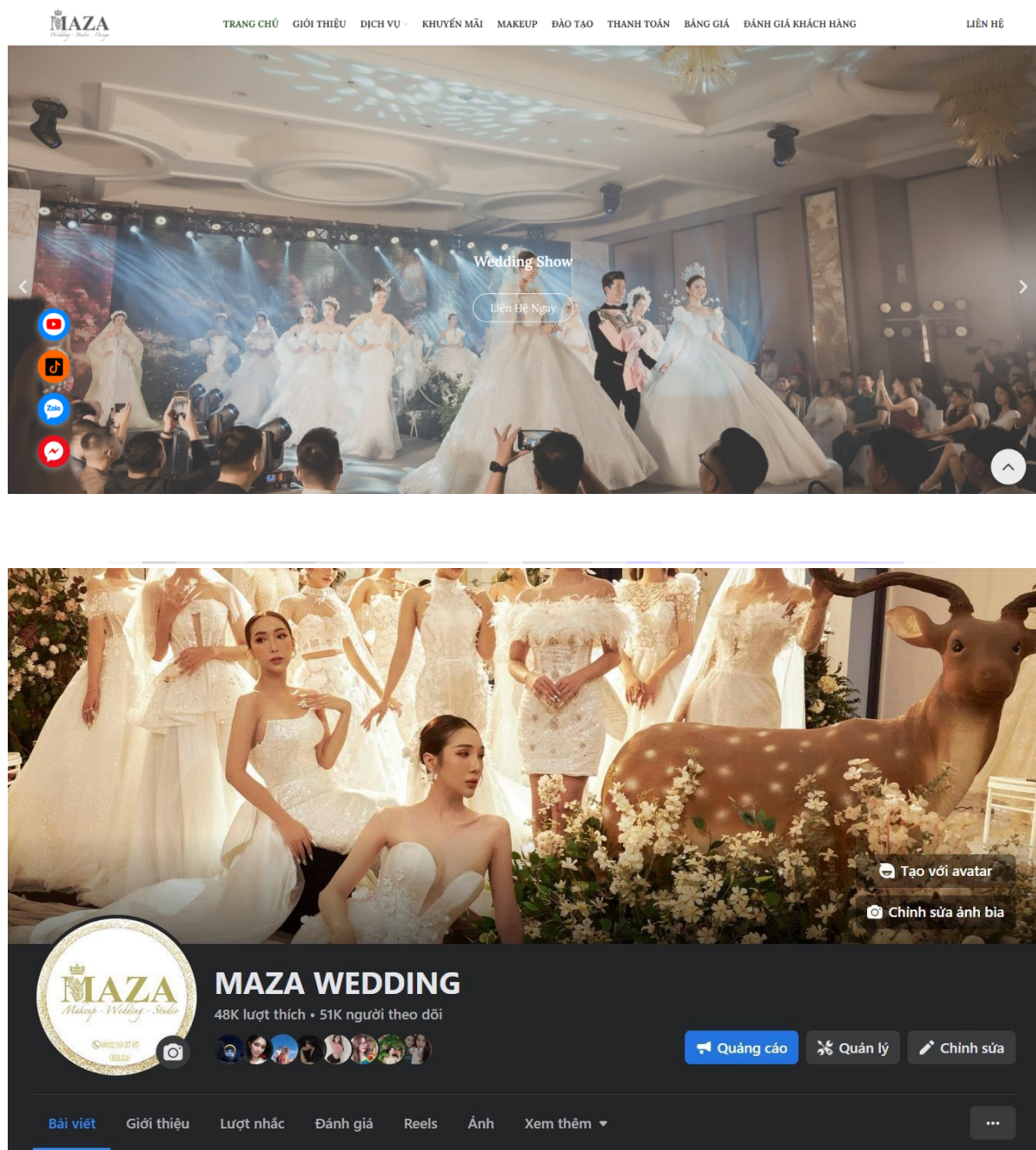


Figure 4,5 - Official Facebook and website of MAZA WEDDING



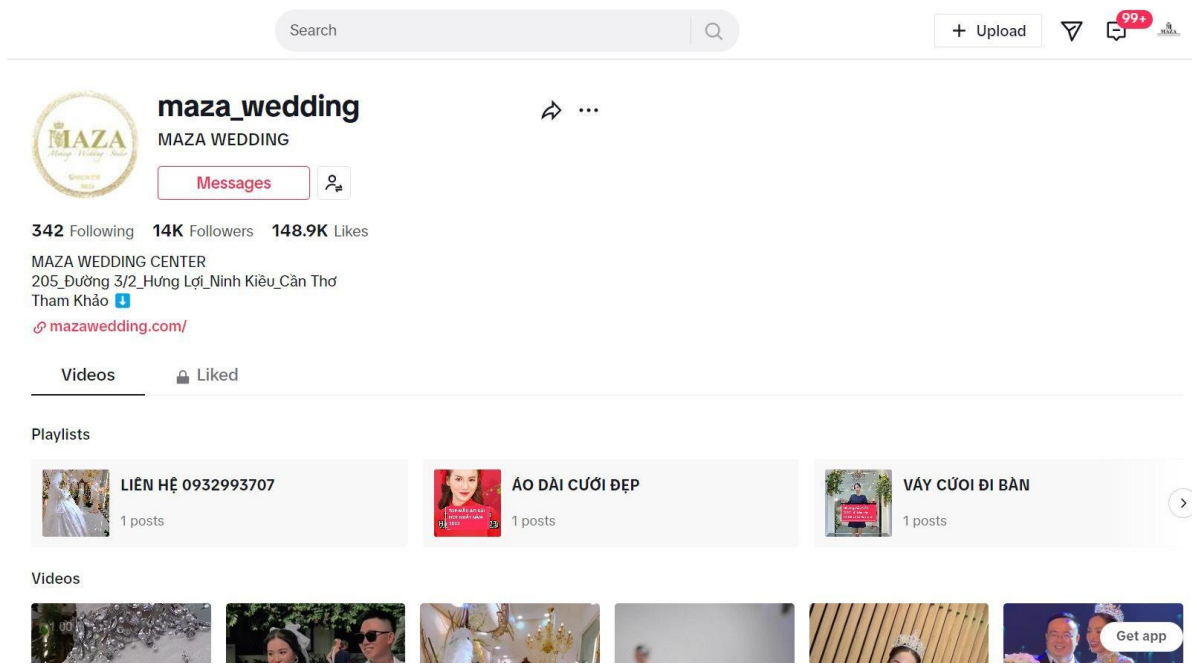


Figure 6 - Fanpage Tiktok: [https://www.tiktok.com/@maza\\_wedding](https://www.tiktok.com/@maza_wedding)

**Poster:**



Figure 7,8,9,10 - Poster of “Can Tho Wedding Fair 2023 - Love Garden”



**Backdrop:**





*Figure 11, 12, 13, 14, 15 - Backdrop of MAZA WEDDING*



**Activities:**



*Figure 16, 17, 18 - Try on Free Wedding Dresses*



*Figure 19,20 - Consulting process of MAZA WEDDING*



*Figure 21,22,23,24 - Prepare for The Fashion Show "Love Garden"*





*Figure 25,26 - Before The Fashion Show “Love Garden”*



*Figure 27,28,29 - Top 3 Miss FPTU Can Tho participate The Fashion Show “Love Garden”*



















*Figure 30,31,32,33,34,35,36,37,38,39,40 - The Fashion Show “Love Garden”*



*Figure 41 - Workshop “Cuoi hoi & TrenDy 2023”*

Video clip:

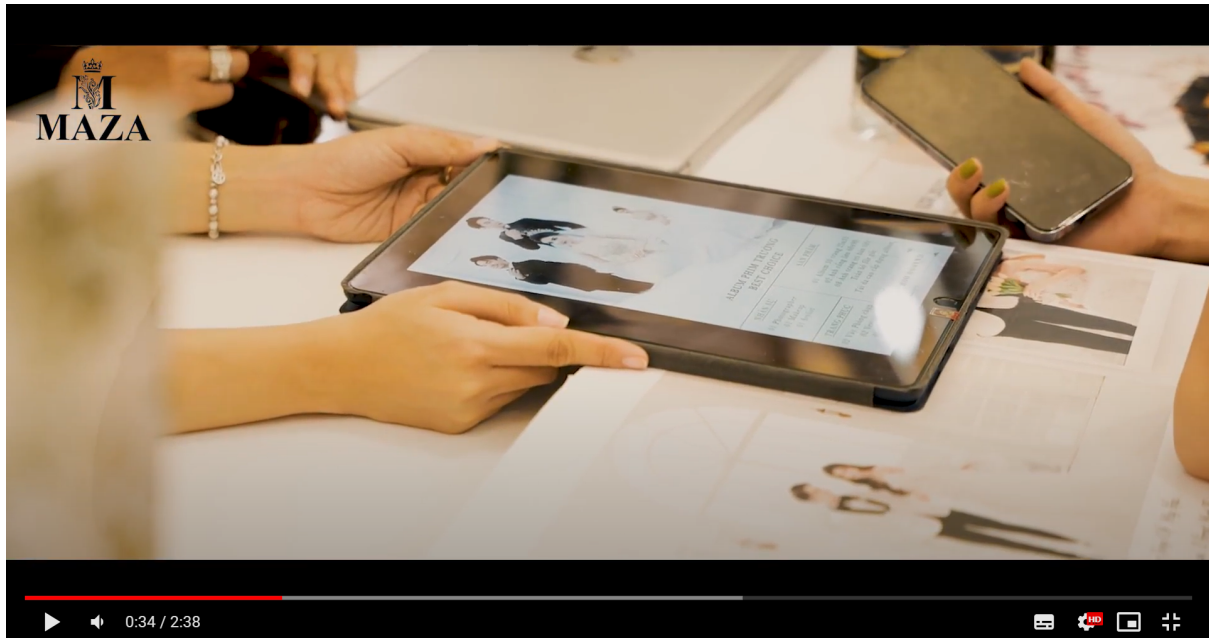


Figure 42 – Recap video about of MAZA WEDDING at “Can Tho Wedding Fair 2023 - Love Garden:

[https://drive.google.com/file/d/1\\_5qGQNSfj3qNCyHWfosclwiUyFf5NZOg/view?usp=sharing](https://drive.google.com/file/d/1_5qGQNSfj3qNCyHWfosclwiUyFf5NZOg/view?usp=sharing)

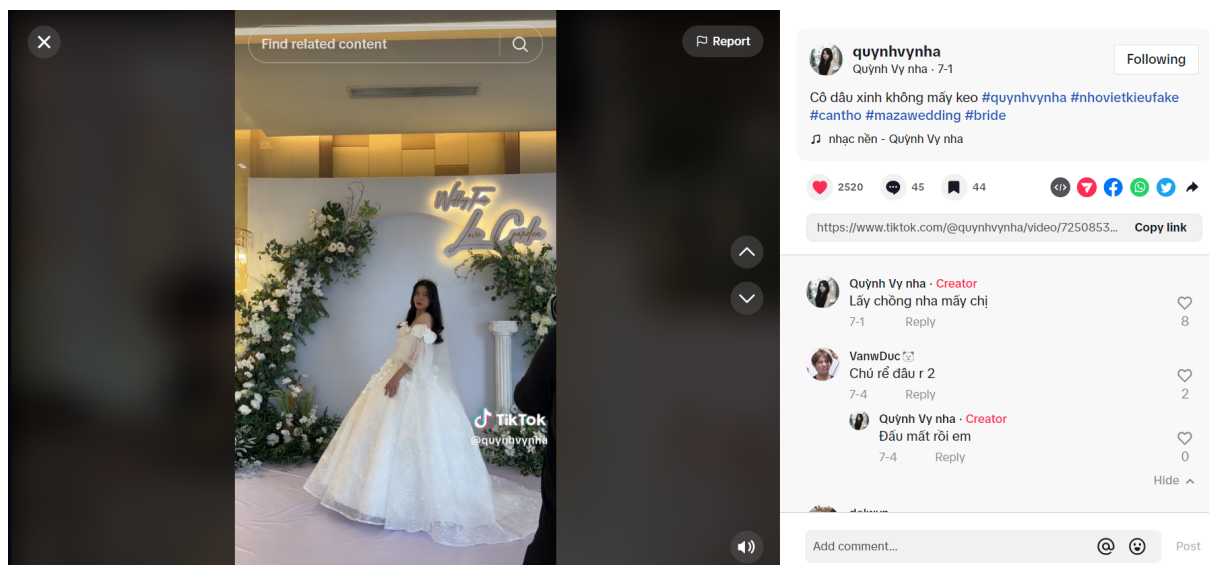


Figure 43- Tiktoker @quynhvynha participate the event “Can Tho Wedding Fair 2023 - Love Garden” : <https://www.tiktok.com/@quynhvynha/video/7250853266215488773>



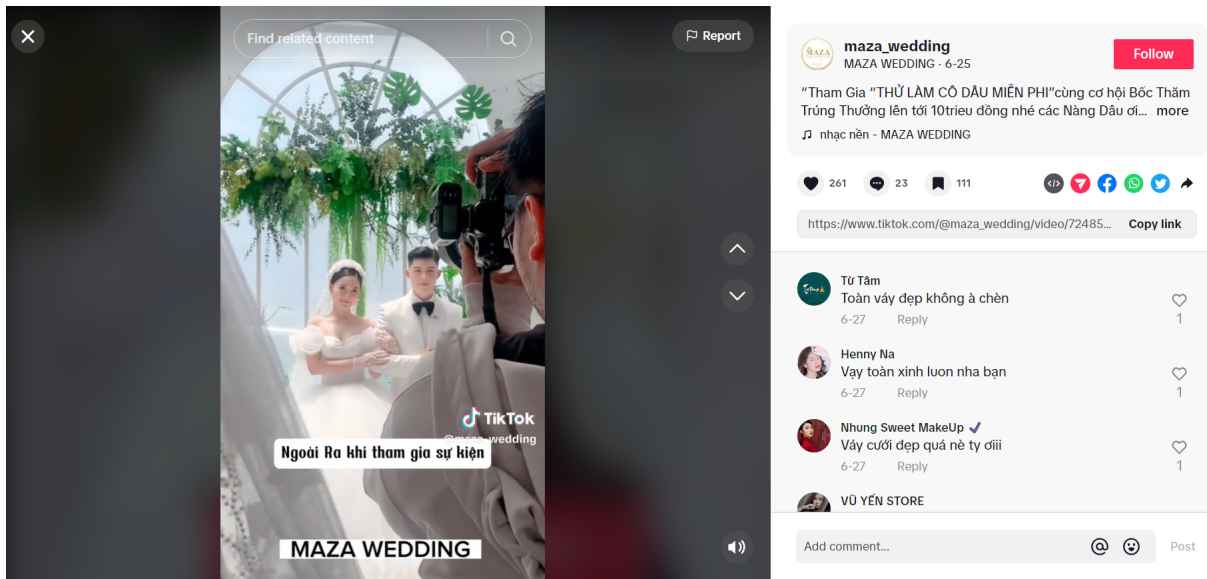


Figure 44 - Pre-event “Can Tho Wedding Fair 2023 - Love Garden”:

[https://www.tiktok.com/@maza\\_wedding/video/7248594148452814086](https://www.tiktok.com/@maza_wedding/video/7248594148452814086)

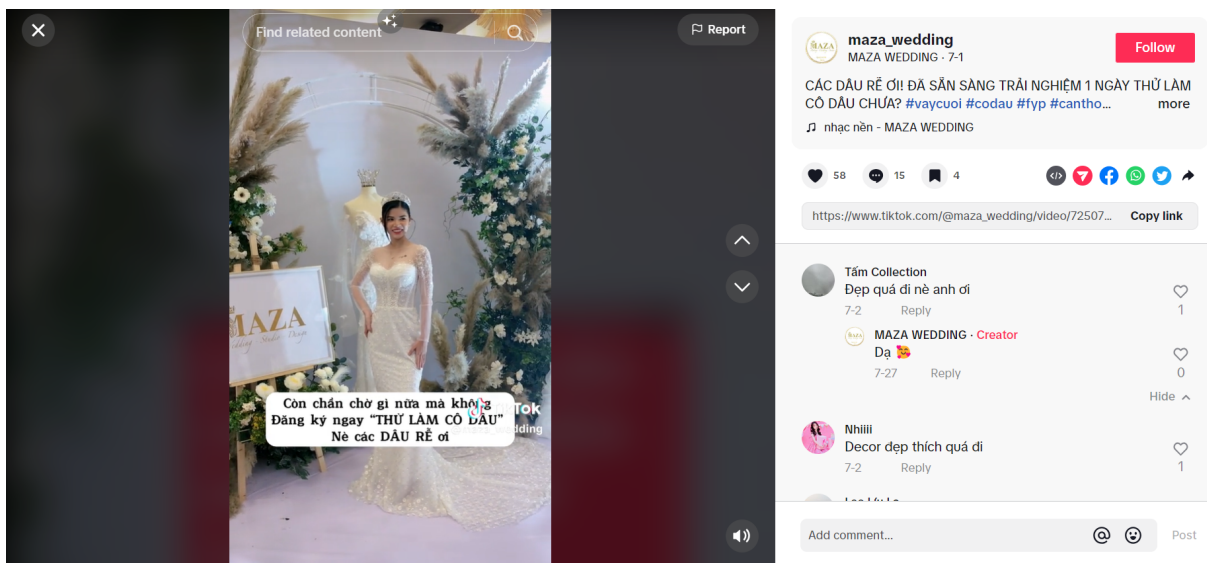


Figure 45 - Activities in the event “Can Tho Wedding Fair 2023 - Love Garden”:

[https://www.tiktok.com/@maza\\_wedding/video/7250756305462365446](https://www.tiktok.com/@maza_wedding/video/7250756305462365446)

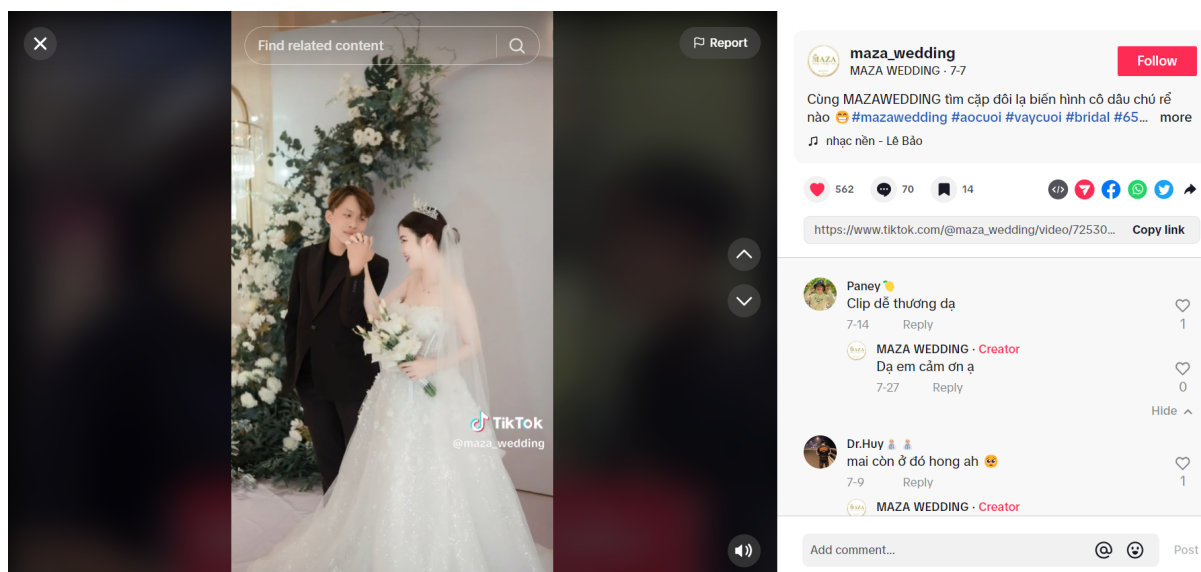


Figure 46 - Wedding Photography challenge for couple:  
[https://www.tiktok.com/@maza\\_wedding/video/7253032748703632645](https://www.tiktok.com/@maza_wedding/video/7253032748703632645)

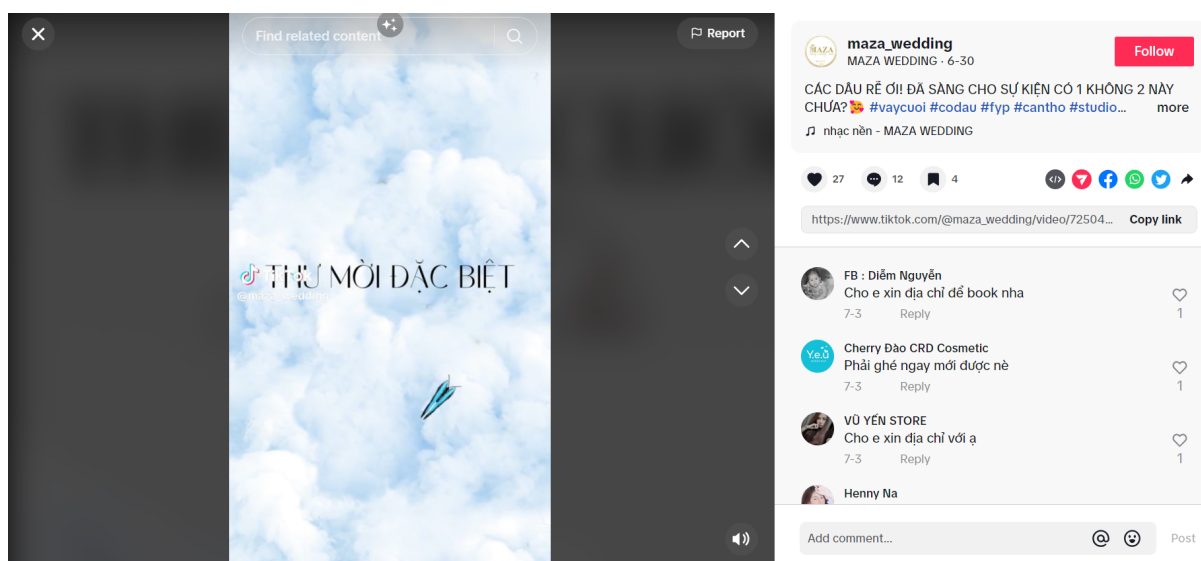


Figure 47 - Motion Invitation Letter of “Can Tho Wedding Fair 2023 - Love Garden”:  
[https://www.tiktok.com/@maza\\_wedding/video/7250433143348399365](https://www.tiktok.com/@maza_wedding/video/7250433143348399365)



## Typical post from different channels:

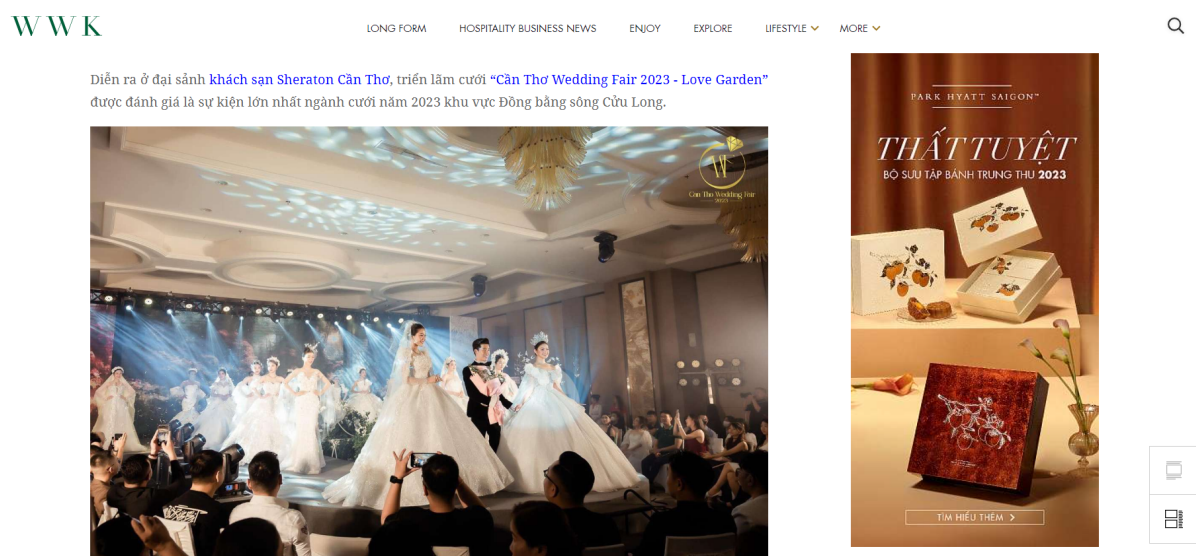


Figure 48 - Event “Can Tho Wedding Fair 2023 - Love Garden” posted by WOWWEEKEND MAGAZINE: [https://www.wowweekend.vn/vi/blog/Nang-cam-xuc-yeu-thuong-tai-Can-Tho-Wedding-Fair-2023-Love-Garden-3044?fbclid=IwAR2H0QPTwpI7vCSDELcQCAKUx3YkXN-kFeYJDRxNNhojJx-hOGKNFvHgYWI\\_aem\\_AXdgiAB6JIW8cy\\_TO3ZKGry7nqmH0tZ8uJutAK1r524fULEEc-k3ANZ5gROlfgpUxX0](https://www.wowweekend.vn/vi/blog/Nang-cam-xuc-yeu-thuong-tai-Can-Tho-Wedding-Fair-2023-Love-Garden-3044?fbclid=IwAR2H0QPTwpI7vCSDELcQCAKUx3YkXN-kFeYJDRxNNhojJx-hOGKNFvHgYWI_aem_AXdgiAB6JIW8cy_TO3ZKGry7nqmH0tZ8uJutAK1r524fULEEc-k3ANZ5gROlfgpUxX0)

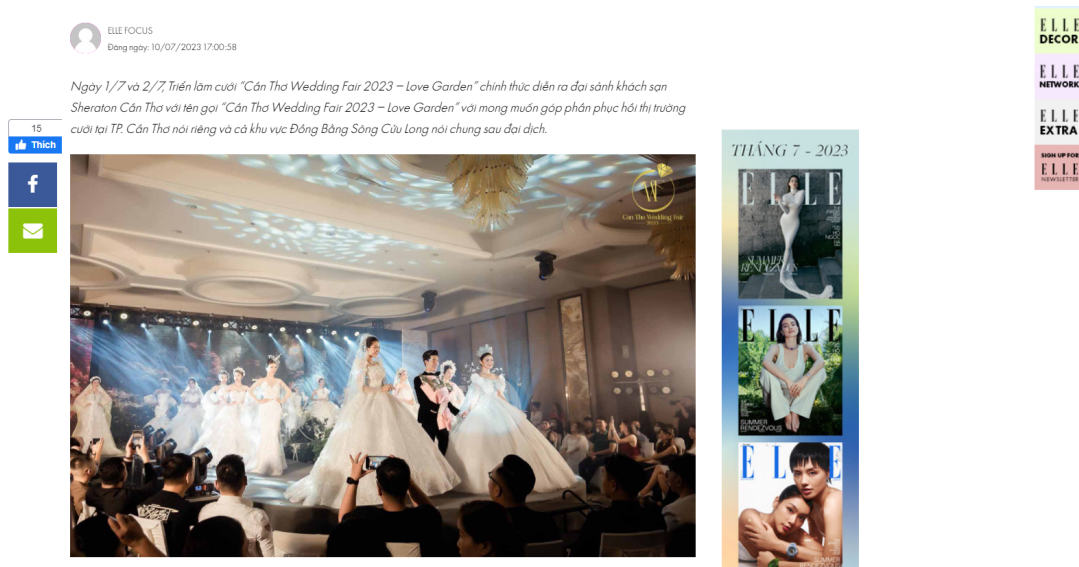


Figure 49 - Event "Can Tho Wedding Fair 2023 - Love Garden" posted by ELLE MAGAZINE:

<https://www.elle.vn/quan-diem-cong-dong/sheraton-can-tho-trien-lam-cuoi-can-tho-wedding>

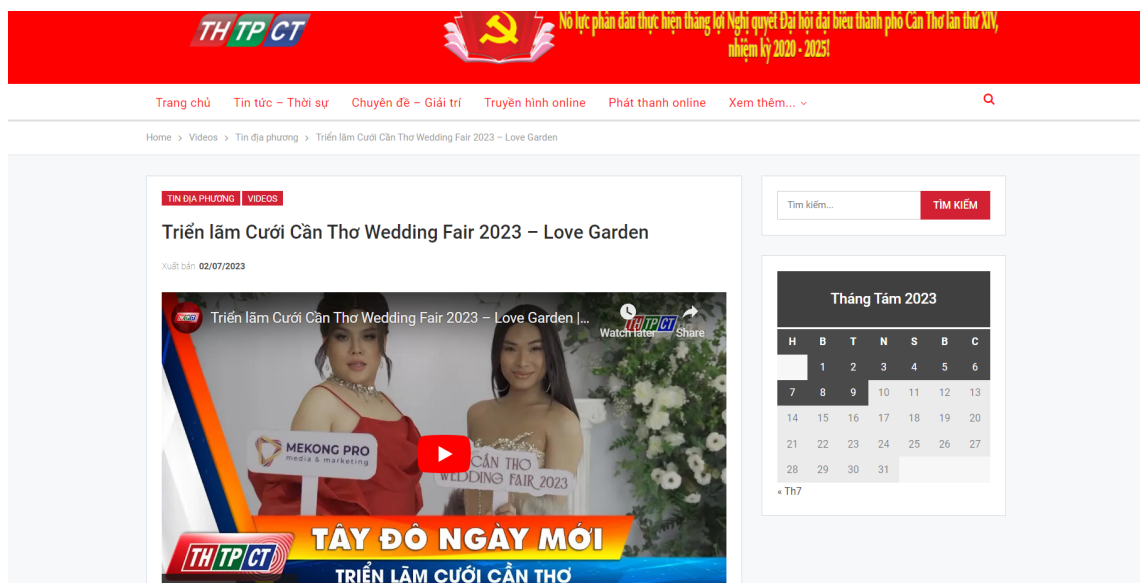


Figure 50 - Event "Can Tho Wedding Fair 2023 - Love Garden" posted by canthotv.vn:

[https://canthotv.vn/trien-lam-cuoi-can-tho-wedding-fair-2023-love-garden/?zarsrc=411&utm\\_source=zalo&utm\\_medium=zalo&utm\\_campaign=zalo](https://canthotv.vn/trien-lam-cuoi-can-tho-wedding-fair-2023-love-garden/?zarsrc=411&utm_source=zalo&utm_medium=zalo&utm_campaign=zalo)

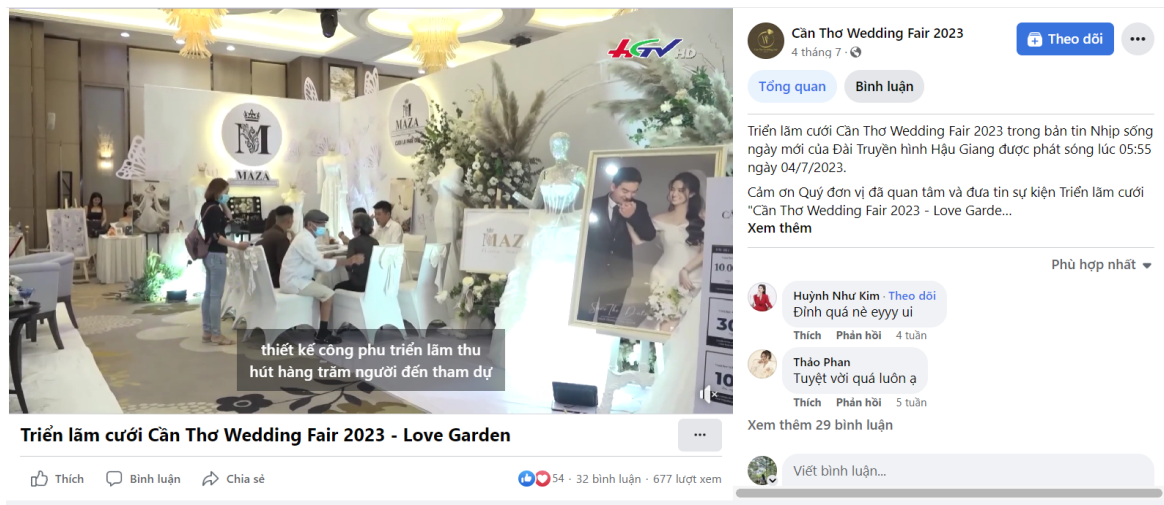


Figure 51 - Event “Can Tho Wedding Fair 2023 - Love Garden” posted by haugiangtivi.vn:

<https://www.facebook.com/watch/?v=3422667514688687>



Figure 52 - Event “Can Tho Wedding Fair 2023 2023- Love Garden” posted by Youtube

“Truyền Hình Dong Thap”: [https://youtu.be/eDfV3\\_g6gaI](https://youtu.be/eDfV3_g6gaI)

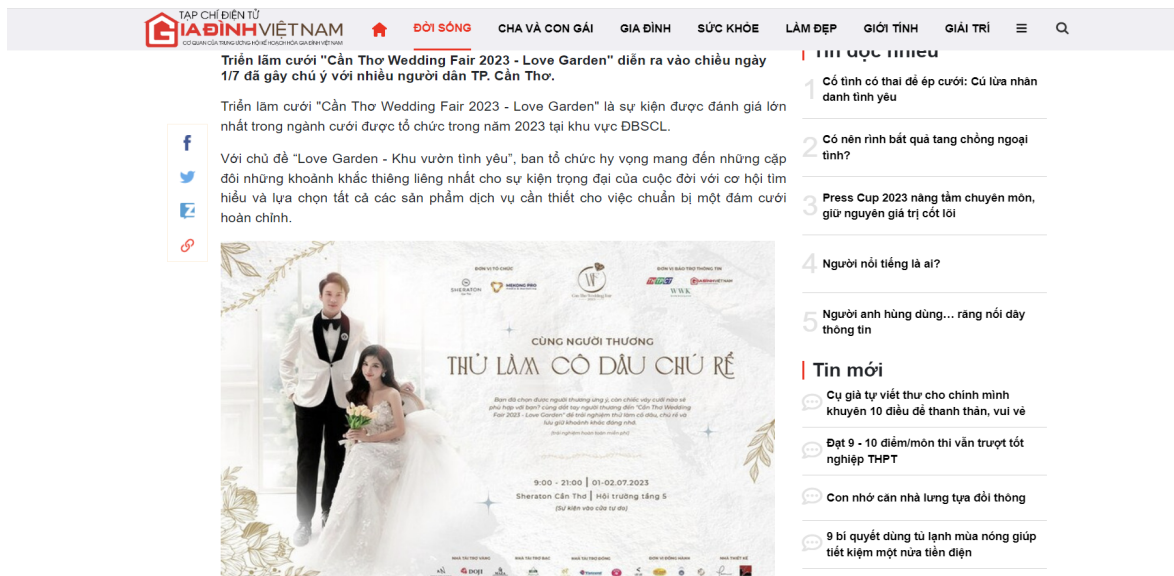


Figure 53 - Event “Can Tho Wedding Fair 2023 - Love Garden” posted by giadinhonline.vn:  
[https://giadinhonline.vn/trien-lam-cuoi-can-tho-wedding-fair-2023-love-garden-d192067.htm?fbclid=IwAR3xs80RIY6xWWPViEKfAE\\_6qJN9NxEf\\_0BWb8Fam7MWyryd5Oe7kq\\_o6dw](https://giadinhonline.vn/trien-lam-cuoi-can-tho-wedding-fair-2023-love-garden-d192067.htm?fbclid=IwAR3xs80RIY6xWWPViEKfAE_6qJN9NxEf_0BWb8Fam7MWyryd5Oe7kq_o6dw)



Figure 54 - Event “Can Tho Wedding Fair 2023 - Love Garden” posted by  
mientay.giadinhonline.vn:  
[https://mientay.giadinhonline.vn/man-nhan-truoc-nhung-bst-cuoi-doc-dao-tai-dem-gala-can-tho-wedding-fair-2023--love-garden-d11995.html?fbclid=IwAR3XSdc\\_qOUmc6surnm5UW-YSnTxeTv7gtP4I6a7xuPuXvqB7HBSMY29MQ](https://mientay.giadinhonline.vn/man-nhan-truoc-nhung-bst-cuoi-doc-dao-tai-dem-gala-can-tho-wedding-fair-2023--love-garden-d11995.html?fbclid=IwAR3XSdc_qOUmc6surnm5UW-YSnTxeTv7gtP4I6a7xuPuXvqB7HBSMY29MQ)



Trang chủ » Văn Hóa » 3 bộ sưu tập cưới độc đáo tại đêm Gala Cần Thơ Wedding Fair 2023

## 3 bộ sưu tập cưới độc đáo tại đêm Gala Cần Thơ Wedding Fair 2023

10/07/2023 09:32

Triển lãm cưới "Cần Thơ Wedding Fair 2023" mang chủ đề "Love Garden - Khu vườn tình yêu" khép lại với nhiều hoạt động thiết thực và ý nghĩa cho nhiều cặp đôi cũng như nhiều gia đình đang chuẩn bị có hỷ sự.

Sự kiện được đánh giá có quy mô lớn nhất trong ngành cưới được tổ chức trong năm 2023 tại khu vực ĐBSCL đã giúp nhiều cặp đôi có cơ hội tìm hiểu và lựa chọn tất cả các sản phẩm dịch vụ cần thiết cho việc chuẩn bị một sự kiện trọng đại của cuộc đời.

Bên cạnh những trải nghiệm sản phẩm, check-in sự kiện hay nhận được sự tư vấn từ các chuyên gia trong ngành cưới của các đơn vị tham gia, người tham dự triển lãm cưới "Cần Thơ Wedding Fair 2023" còn được trực tiếp chiêm ngưỡng nhiều tác phẩm cưới với phong cách truyền thống - hiện đại đan xen. Đây cũng là xu hướng được nhiều cô dâu - chú rể tìm về sau nhiều giai đoạn chuyển đổi của ngành cưới.

### TIN ĐỌC NHIỀU



Samsung Galaxy Z Flip5 và Galaxy Z Fold5: Tuyệt tác công nghệ, tiên phong đem đến trải nghiệm linh hoạt không giới hạn



Xiaomi Việt Nam chính thức ra mắt dòng sản phẩm Redmi Note 11 cùng biệt đội Đón đầu thử thách



Xuân Nhâm Dân, hơn 700 cán bộ nhân viên của Dược phẩm Hoàng Hương nhận lì xì 'tiền tỉ'



Ngắm nhìn các cửa hàng truyền thống trước và sau khi 'lột xác' cùng F99Shop



BEST Express nâng cấp bộ nhận diện thương hiệu chào năm 2022

Figure 55 - Event "Can Tho Wedding Fair 2023 - Love Garden" posted by [vanhocnghethuat.net](http://vanhocnghethuat.net):

<http://vanhocnghethuat.net/3-bo-suu-tap-cuoi-doc-dao-tai-dem-gala-can-tho-wedding-fair-2023-918.html?fbclid=iwar2o3z5szfw6kdkp6jbbmxdghr31li7z7ksr2u9x6hailzvbexlfdt0roq>

### 5.4 Task due Dates:

Stage	STT	Job Portfolio	Proposal deadline	Amount	Undertakers	Rate of progress	Completion date
Pre-event	1.	- Present the group's ideas to receive cooperation to become the event's	2/6/2023	2	Hieu	Completed	2/6/2023

		communications and marketing team.  - Contact and confirm sponsorship from Kelvin Wedding & Event with Sheraton.					
	2.	- Prepare media content for the organizer's page.  - Identify event requirements and needs to create a blueprint.	2/6/2023  - 5/6/2023	2	Thien	Completed	5/6/2023
	3.	- Hold a team meeting to set goals and define a budget.  - Design online invitations to send to customers.	2/6/2023  - 7/6/2023	2	Duy	Completed	7/6/2023
	4.	Talk to the MAZA WEDDING brand	8/6/2023	2	Hieu	Completed	10/6/2023

		and proceed to prepare images and presentation for the upcoming collection.  Perfect media and video content for popular media platforms.	- 10/6/2023				
	5.	Create diverse media content such as videos, articles for media platforms.	11/6/2023	1	Thien	Completed	11/6/2023
	6.	Design posters, backdrops, standee, and gift envelopes for the event.	10/6/2023 - 14/6/2023	1	Duy	Completed	14/6/2023
	7.	Test and finalize previously prepared content, videos, and designs.	15/6/2023 - 17/6/2023	1	Hieu	Completed	17/6/2023

	8.	Carry out detailed planning of event communication and the form of conduct.  Provide projections of event risks and losses.	15/6/2023 - 19/6/2023	2	Thien	Completed	19/6/2023
	9.	Engage positively with customers to drive engagement and build long-term relationships.  Complete the preparation steps of the plan.	15/6/2023 - 21/6/2023	1	Duy	Completed	21/6/2023
	10.	Ensure that all activities have been carried out as planned.  Post and promote events and attractive promotions to attract customers	22/6/2023 - 28/6/2023	2	Hieu	Completed	28/6/2023



	11.	Post repeat media with the main poster of the event's offer  Post invitations on social media channels.	29/6/2023 - 30/6/2023	2	Thien	Completed	30/6/2023
	12.	Summarize and evaluate the communication activities of the event.	22/6/2023 - 30/6/2023	1	Duy	Completed	30/6/2023
<b>During the event</b>	13.	Define the roles and responsibilities of MAZA WEDDING as a gold sponsor.  Locate the exhibition and design impressive booths.  Prepare necessary materials and sponsorship to align the MAZA WEDDING brand with the event.	1/7/2023	3	Hieu cooperates with staff of MAZA WEDDING brand	Completed	1/7/2023

		Record and edit video including reels, video tiktok promote the event.					
	14.	Record video challenge the experience of being a bride and groom for strange couples.  Prepare related outfits and accessories for couples participating in the challenge.	1/7/2023	2	Thien cooperates with employees of MAZA WEDDING brand	Completed	1/7/2023
	15.	Increase brand awareness MAZA WEDDING through wedding dress experience activities for 0 VND.  Prepare a variety of wedding dress models suitable for customers.  Identify a separate area to carry out the	1/7/2023	3	Duy cooperates with staff of MAZA WEDDING brand	Completed	1/7/2023

		wedding dress experience activity.					
	16.	<p>Attend the workshop "Wedding &amp; Trendy 2023".</p> <p>Prepare content to share about the latest wedding trends and information related to MAZA WEDDING.</p> <p>Take advantage of networking opportunities and build relationships with professionals and representatives of the wedding industry.</p>	2/7/2023	3	Hieu film Mr. Phuong MAZA - founder of MAZA WEDDING	Completed	2/7/2023

	17.	<p>Launch of the "Love Garden" Collection and show at the event.</p> <p>Complete the "Love Garden" collection by preparing wedding dresses and accessories.</p> <p>Determine the performance order and related activities such as makeup, hairdressing, and stage decoration.</p> <p>Record and edit video including reels, video tiktok promote the event.</p>	2/7/2023	3	Thien coordinates with all staff and crew to implement the program of MAZA WEDDING brand	Completed	2/7/2023
	18.	<p>Special promotion for "Can Tho Wedding Fair 2023 - Love Garden".</p> <p>Identify event-specific promotions, offers, and special product packages.</p>	2/7/2023	3	Duy cooperates with employees of MAZA WEDDING brand	Completed	2/7/2023

		Promote and inform attendees about promotions.					
<b>After the event</b>	19.	Identify Results and Post-Event Analysis.  Evaluation of the results and effectiveness of activities participating in wedding exhibitions.	3/7/2023  -  9/7/2023	2	Hieu	Completed	9/7/2023
	20.	Continue Communication and Promotion.  Develop and update media content with the latest information about MAZA WEDDING and the "Love Garden" collection.  Increase promotion on media channels such as TikTok,	3/7/2023  -  9/7/2023	3	Thien	Completed	9/7/2023

		Facebook, and websites.					
	21.	Develop a Follow-up Strategy.  Determine a follow-up strategy to reach and maintain relationships with potential customers and partners who attended the event.	2/7/2023 - 9/7/2023	2	Duy	Completed	9/7/2023
	22.	Increase Connection Efficiency.  Use the opportunities created from wedding exhibitions to establish and develop strategic partners in the wedding industry.	10/7/2023 - 15/7/2023	2	Hieu	Completed	15/7/2023

	23.	<p>Prepare for Future Events.</p> <p>Evaluate and suggest future events that can be participated in to further build brand recognition and expand the market.</p> <p>Plan and implement pre-event activities to prepare and optimize participation.</p>	10/7/2023 - 15/7/2023	3	Thien	Completed	15/7/2023
	24.	<p>Create incentives and promotions to drive purchase action and create customer engagement.</p> <p>Analyze feedback from customers, markets and partners after the event.</p>	10/7/2023 - 15/7/2023	2	Duy	Completed	15/7/2023

	25.	Team meetings to bring out the achieved results and limitations and overcome after the event  Processing edit recap video the event process and event activities.	17/7/2023	1	Whole group	Completed	17/7/2023
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*Table 4 - Task due date*

## **5.5 Resources:**

To ensure the success of the MAZA WEDDING wedding exhibition campaign, use the following resources:

### ***5.5.1 Social Media:***

Take advantage of social networking platforms such as Facebook, Tiktok separately to promote the event. Share engaging and engaging photos, videos and articles related to the wedding exhibition event.

Use popular hashtags like #MAZAWEDDING and #TriểnLãmCưới to increase customer reach.

### ***5.5.2 Brand messaging***

Build an existing customer list and a list of future potential customers of the MAZA WEDDING brand.

Send messages to customers participating through MAZA WEDDING's official Fanpage. Create attractive content and many offers, introduce MAZA WEDDING wedding exhibition, including information about date, time, location, list of service providers and special offers.



Create message content with attractive content, can insert images and links to register for the wedding exhibition with MAZA WEDDING brand, to become a Bride – Groom completely free, conveying meaningful message content and many attractive incentives will create attraction and interest of customers.

#### ***5.5.3 Marketing content:***

Create post content and share articles about event information, new wedding dress collections, latest trends and useful content. Use relevant keywords to enhance your article's searchability.

Create introductory videos about exhibition activities, product display design, behind-the-scenes implementation, or share inspiring stories to make event plans.

#### ***5.5.4. Online advertising:***

Run ads on online advertising platforms such as Google Ads, Facebook Ads, and Tiktok Ads to reach potential customers.

Set specific targets for advertising based on analysis of target groups such as age, personality traits and interests of customers.

#### ***5.5.5 PR and media:***

Contact news channels such as newspapers that share and publish content about MAZA WEDDING to wedding websites, magazines, and local media.

Invite special journalists to participate and cover the wedding exhibition to a wide audience.\

#### ***5.5.6. Social Media Partners:***

Contact bloggers, influencers or people with a large following in the young community or wedding experts to cooperate in promoting and introducing MAZA WEDDING wedding exhibition. Support these partners such as providing quality content, fulfillment support, and special offers to their followers when attending the event.

Currently, in Can Tho youth community, Tiktoker Quynh Vy is a familiar face, a character with high recognition in the young community and in line with MAZA WEDDING's

selection image criteria. The choice of the image of a young, dynamic and suitable Tiktoker is the cooperation criteria of the brand and Can Tho Wedding Exhibition event. In order to promote and promote positively, spread the message widely and attract more young people to attend - the target customers MAZA WEDDING wants. To get more opportunities, the ability to reach and connect potential customers through this wedding exhibition event campaign.

#### ***5.5.7. Design and printing:***

Design and print banners, posters, flyers and invitations to promote and convey the relevant content of the event to customers and increase the level of awareness to everyone who knows and participates in the event.

### **5.6 Rationales for Amendments**

**Film camera problem:** For film camera problems due to the lack of photographic film that cannot be replenished in time, leading to the cancellation of on-site photography activities as gifts for attendees, technical errors occur. The alternative is to take and edit photos directly for customers and then transfer them via email or drive so that customers have memories of attending the event.

**Couple:** In case of couple problems, incompatibility between members of the couple, lack of understanding of each other at work, lack of effective interaction and communication, so the filming process is relatively difficult and time-consuming. However, after many changes, tweaks and attempts, the team has completed the desired matching product.

**Loss of visitors due to directions:** In case the first day of the event due to the lack of directions to the event area, some customers could not find the location of the event area so customers could not attend. However, the problem was quickly fixed so that customers could attend the wedding exhibition experience with MAZAWEDDING

**Lack of personnel:** The first-time experience program as a free bride had to end earlier than expected, due to lack of resources, missing personnel such as makeup, costumes, recording for guests had to be cancelled ahead of time, so customers could not experience it, so there were unsatisfied reviews. It is necessary to strengthen the training and development of existing staff, to ensure that the project has sufficient personnel and achieves the goal.

## **5.7 Risk and Management:**

### **Weather-related risks:**

Risks: Adverse weather conditions affect event attendance or preparation, guests cannot attend due to bad weather conditions, travel difficulties affect event efficiency.

Minimize: Contingency plan for welcoming guests, considering attendees' earlier than expected arrival time to ensure smooth travel is not affected by the weather.

### **Personnel risks:**

Personnel during the wedding exhibition event are an important part of ensuring the success of the event. Ensuring human resources effectively, wedding exhibition events can be held smoothly and successfully.

Mitigation: HR risk management can include ensuring adequate staffing, staff training, and developing plans from consultation, preparation, and reception of attendees that need to be well laid out and thoughtful to show the professionalism of the brand.

### **Security risks:**

Securing guests at a wedding event is an important part of risk management. Potential security-related risks, including possible security issues such as loss of property, theft, or theft of property. Because the wedding exhibition event brings together many different large and small partners including: wedding dress shop, gemstone jewelry store,... high-value assets, guarding against the risk of attendees with malicious intent affecting the event.

Security plan: Develop a detailed security plan, including assigning tasks to the security team, ensuring that there is a professional and fully trained security team, capable of recognizing and reacting quickly, observing to ensure the safety of guests, timely prevent bad situations from occurring.

## **5.8 Distribution**

In the wedding exhibition campaign with MAZA WEDDING, distributed to message and promote to potential customers such as:

### ***5.8.1. Social media:***

Through Facebook and TikTok as the two main platforms using promotion in the campaign, it is possible to take advantage of the high popularity and interactivity of two popular social networks to spread the message of the wedding exhibition with MAZAWEDDING to potential customers and create interest in the event.

#### **Facebook:**

Post the posts on the official Facebook page for the wedding exhibition event with MAZAWEDDING. Make sure your page has compelling images and information about the event that engages and interests your audience.

Use Facebook's advertising tools to create special ads with compelling images and videos of event post content. Define your target audience and use audience ads to reach your customers accurately.

#### **TikTok:**

- Create TikTok videos for MAZA WEDDING wedding exhibition. Share engaging short videos about the event, such as behind-the-scenes preparation, challenging real-life experiences with the show, sharing trends, consulting current wedding styles.
- Use the right effects and music to make the video captivating and attention-grabbing. Create challenges or hashtags specifically related to MAZA WEDDING to encourage users to participate and create content related to the event.
- Partner with people with a steady following or influencers to showcase your event and increase your reach to your target audience to recognize and follow up with it.

### ***5.8.2. Brand Message:***

It is essential to send messages and confirmation notifications to guests who have registered for the program. Choosing brand messages is a method to notify customers instead of popular methods such as email, messenger ... then brand messages can attract attention, create more formality and cherish customers.

With location confirmation, join hours so customers can be ready to prepare everything to be able to participate in this event.

Content:



Figure 56 - Content of brand messages to confirm and appointment customers who have registered to participate in the program

### ***5.8.3. Direct advertising through the media:***

Use local advertising tools, such as advertisements on buses or street billboards, to promote MAZA WEDDING exhibition in the local area.

Cooperate with organizational partners to promote the exhibition with posters around Sheraton Can Tho area, elevator advertising, standee displayed directly in the wedding exhibition area.

### ***5.8.4 Website of the brand***

Combined on the official website of the brand MAZA WEDDING, post professional articles related to the MAZA WEDDING wedding exhibition event with detailed information about the event, the list of participating service providers, special activities, preferential promotions and the time of the event. Create a dedicated landing page for customers to register for the exhibition, sending a simple and clear message about the benefits of attendance.

## **CHAPTER VI. POST-PRODUCTION & EVALUATIONS**

### **6.1. Implementation analysis**

After the event is over, it is necessary to perform an analysis and evaluation of the results to draw lessons and improve for the upcoming campaigns. Here's a post-event deployment breakdown:

#### **Evaluate communication effectiveness and increase brand awareness:**

Evaluate the effectiveness of communication activities such as videos, articles, images posted on platforms such as Facebook, TikTok and MAZA WEDDING's website. Track interactions, shares, comments, and interactions from users. Compare actual engagement with your campaign's original goal.

Review MAZA WEDDING's reach and social media engagement before, during, and after the event. Measure the change in reach and engagement after the event compared to before the event.

#### **Evaluate revenue and profits increase:**

Review the number of customers participating at the event and the number of contracts signed at MAZA WEDDING booth to evaluate the effectiveness in increasing revenue and profits.

Evaluate sales growth after the event and compare it to the set target.

#### **Evaluate creating and maintaining customer relationships:**

Review feedback and reviews from customers after the event to understand customer satisfaction and relationships after the event.

Evaluate the effectiveness of customer relationship creation activities during the event and recommend improvements to maintain long-term relationships with customers.

#### **Evaluate increased engagement on social media:**

Evaluate the amount of interaction, interaction and growth of MAZA WEDDING's fanpage, TikTok page after the campaign to consider the effectiveness in increasing interaction on social networks.

Evaluate the effectiveness of social media content and strategies to improve customer engagement and engagement.

### **Learn lessons and suggest improvements:**

Based on the evaluation results, draw lessons and suggest improvements for future event campaigns and communications.

This helps MAZA WEDDING improve efficiency and ensure the success of upcoming events as well as promote the growing MAZA WEDDING brand and strengthen its position in the wedding industry.

## **6.2. Collecting and analyzing outcomes of the project**

### **6.2.1 KPIs**

Goal	Collection results	Minimum KPIs	Actual results	%Results/KPIs
Increase brand awareness	Facebook reach	300,000 visits	383,054 visits	121%
	Facebook engagement	10,000 visits	14,358 visits	143%
	Engagement on TikTok	5,000 visits	5,523 visits	110%
	Video Views On TikTok	100,000 visits	180,208 visits	180%
	Facebook Reel Video Views	30,000 visits	44,032 visits	146%

	Facebook page likes	2000 plays	2361 plays	118%
	TikTok Page Followers	1000 plays	1200 plays	120%
	Website traffic	500 plays	615 plays	123%
Increase revenue and profits	Number of contracts signed	10 contracts	21 contracts	210%
	Sales revenue	100,000,000 VND	315,000,000 VND	315%
	Profits	Increase 10% compare to the latest quâter	Increase 14% compare to the latest quâter	140%
Create and maintain customer relationships	Feedback and reviews from customers	100% positive	100% positive	100%
Program enrollment	Number of registered couples/brides	80 couple	134 couple	167%
	Number of participants at the counter	100 couple	108 couple	100,8%

*Table 5 - Composite KPIs*



Number	Ads Title	Target	KPIs	Actual results	%Result
1	MAZA WEDDING – NHÀ TÀI TRỢ VÀNG “CẦN THƠ WEDDING FAIR 2023 – LOVE GARDEN”	Interaction	500	717	143,4%
2	THỬ LÀM CÔ DÂU LỚN NHẤT NĂM TRỊ GIÁ 0VNĐ	Mess	10	12	120%
3	THỬ LÀM CÔ DÂU LỚN NHẤT NĂM TRỊ GIÁ 0VNĐ	Mess	8	8	100%
4	BRIDAL COLLECTION 2023 MAZA WEDDING	Mess	--	--	--
5	BRIDAL COLLECTION 2023 MAZA WEDDING	Mess	8	8	100%
6	SỰ KIỆN WEDDING FAIR 2023 Tại Sheraton chính thức khai mạc nha các Nàng	Mess	8	7	87,5%
7	<u>Cùng đếm ngược thời gian ra mắt BST váy cưới mới của <a href="#">MAZA WEDDING</a> tại <a href="#">SHERATON Cần Thơ</a></u>	Mess	--	--	--
8	Chúc Mừng CẦN THƠ WEDDING FAIR 2023 Thành Công Rực Rỡ	Interaction	3000	3.225	107,5%

9	Chúc Mừng CẦN THƠ WEDDING FAIR 2023 Thành Công Rực Rỡ	Mess	40	52	130%
10	MAZA WEDDING ra mắt BST Váy Cưới mới nhất tại sự kiện CAN THO WEDDING FAIR 2023	Views	10.000	12.233	122,33%
11	MAZA WEDDING ra mắt BST Váy Cưới mới nhất tại sự kiện CAN THO WEDDING FAIR 2023	Views	10.000	12.315	123,15%
12	NỮ HOÀNG của "LOVE GARDEN "	Interaction	1.000	1.090	109%
13	MAKE UP LOOK "WEDDING FASHION SHOW "	Interaction	2.000	2.849	142,45%
14	WEDDING FAIR 2023 LOVE GARDEN COLLECTION 2023 MAZAWEDDING	Mess	--	--	--
15	WEDDING FAIR 2023 LOVE GARDEN COLLECTION 2023 MAZAWEDDING	Mess	20	26	130%

*Table 6 - Ads Facebook KPIs: Detail Facebook Ads Report*

<https://docs.google.com/spreadsheets/d/1wG9wUKkHKBHcsSJckBa0-OGsBmGcddTCTxXylKrysG8/edit?usp=sharing>

### **6.2.2 Detail Statistic:**

#### **Facebook Statistic:**

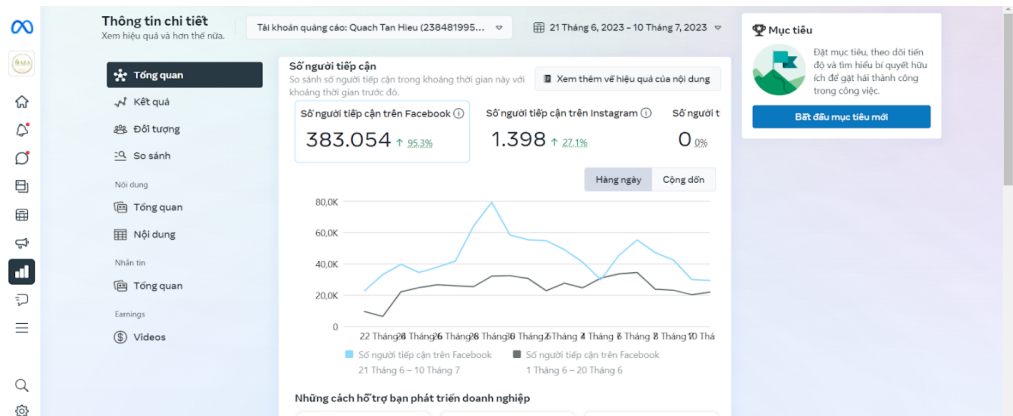


Chart 10 - Post-campaign reach from 6/21/2023 to 7/10/2023 (Derived from Meta Bussinesss)



Figure 57 - Post-campaign engagement from 6/21/2023 to 7/10/2023 (Derived from Meta Bussinesss)

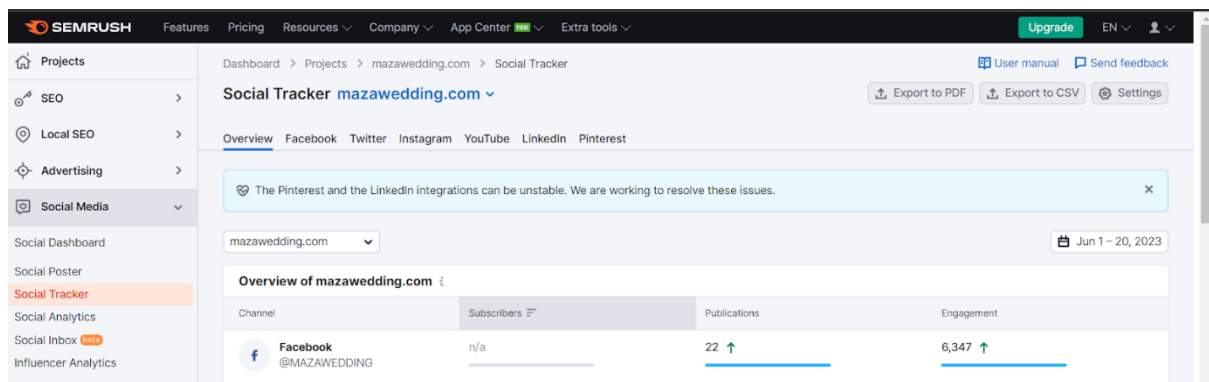


Figure 58 - Pre-campaign engagement from 1/6/2023 to 20/6/2023 (Derived from Semrush)



Chart 11 - Facebook page like (Derived from Semrush)

Post	Eng. r.	People	Link clicks	Video views	Reactions	Shares	Comments
Chúc Mừng CẦN THƠ WEDDING F... Jul 3, 10:24	16.2%	4,142	15	0	674	0	87

Figure 59 - Most engagement post (Derived from Semrush)

## TikTok Statistics:

### MAZA WEDDING's channel:

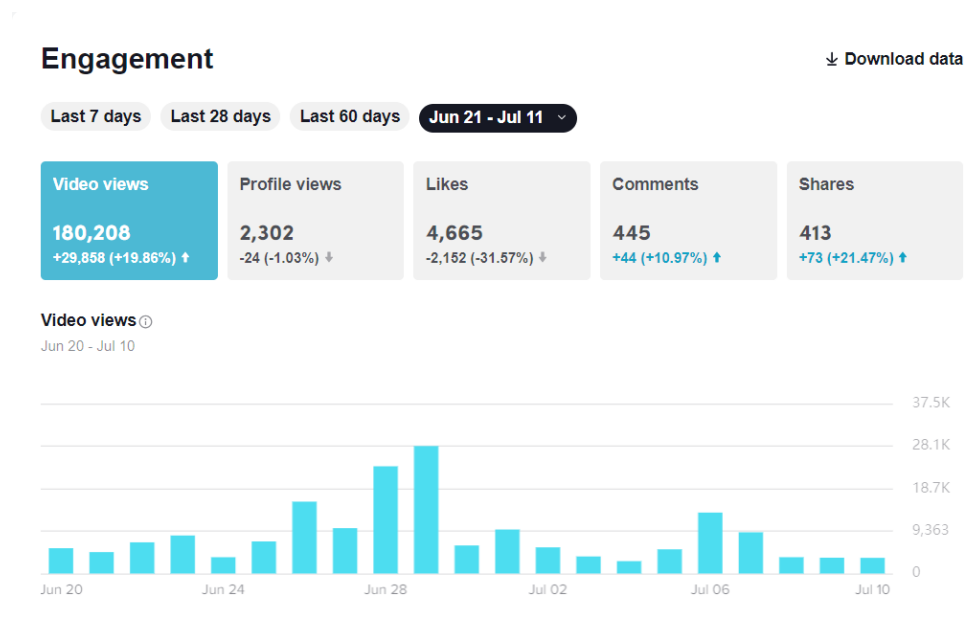


Chart 12 - TikTok MAZA WEDDING Engagement



**maza\_wedding**

MAZA WEDDING

Edit profile

340 Following 12.8K Followers 141.7K Likes



**maza\_wedding**

MAZA WEDDING

Edit profile

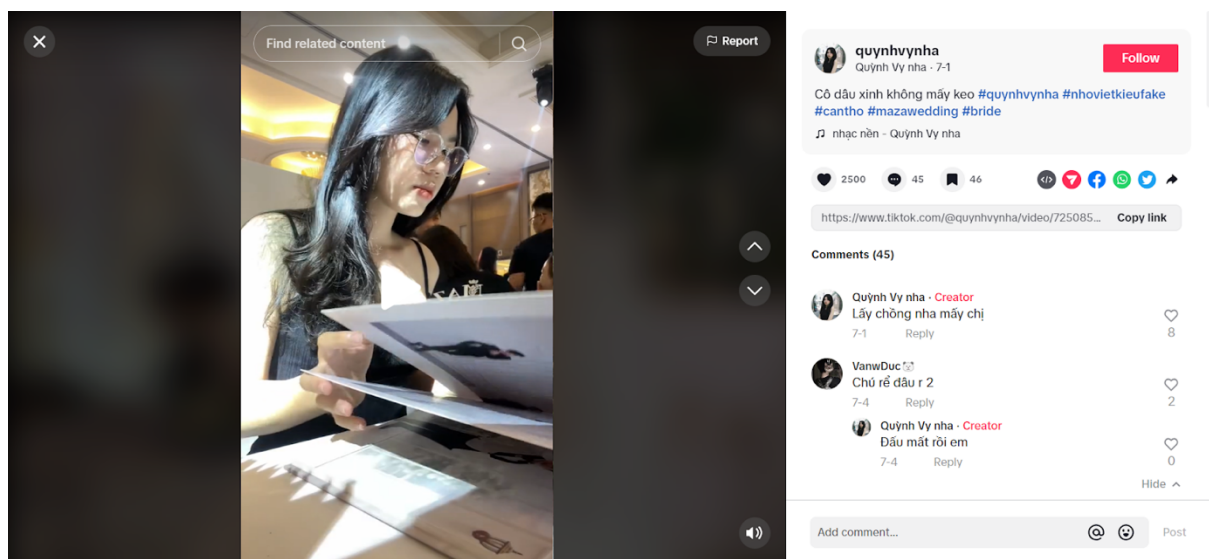
340 Following 14K Followers 148.1K Likes

Figure 60,61 - Follower change detail (Left: before the campaign, Right: after the campaign)

### Influencer's Tiktok chanel:



Figure 62 - Influencer: View Detail



*Figure 63- Influencer: Interaction Detail*

**6.2.3 Evaluate the results collected from the above data:**

MAZAWEDDING's communication campaign at Can Tho Wedding Fair 2023 - Love Garden has brought amazing and enthusiastic results. The brand has focused on increasing brand awareness, creating and maintaining customer relationships, as well as increasing profits through a variety of engaging activities.

**Increase brand awareness (due to table 5):**

The result of increasing brand awareness has surpassed the set goals and achieved unexpected success. The combination of reaching out on social media platforms and creating engaging content has attracted more interactions, likes, and followers, thereby enhancing communication efficiency and making a good impression on customers.

**Increase profits (due to table 5):**

MAZAWEDDING's communication campaign has helped increase profits significantly, far exceeding the set target. Special promotions and offers have piqued the interest of customers and prompted the signing of contracts. This has brought positive business performance and strengthened the brand's position in the wedding industry.

**Create and maintain customer relationships (due to table 5):**

The campaign built an environment of positive interaction with customers, achieving an elite level of positive feedback and reviews. The on-the-counter participation and program registration programs have attracted great interest from the couple, thereby forging a close relationship between the brand and customers.

In summary, MAZA WEDDING's communication campaign at Can Tho Wedding Fair 2023 - Love Garden has achieved impressive results and exceeded the set targets. The combination of activities to stimulate and attract customers, combined with attractive promotions brought amazing business results and made a deep impression on customers at this event.

#### 6.2.4 Detail Participated Customer:

After Can Tho Wedding Fair 2023 - Love Garden, MAZA WEDDING has implemented a strategy to measure the number of couples and brides participating in their counters as follows:

##### Access and consulting services:

When customers come to MAZA WEDDING's counter, the staff will welcome and advise on their wedding services and products professionally and enthusiastically.

After the consultation, the staff will ask the customer to fill in the registration form with personal information to confirm the interest and potential cooperation.

##### Build a list of leads:

To keep in touch and build relationships with potential customers, after filling in the information, the staff will ask customers to visit MAZA WEDDING's fanpage and text their names.

Staff will record customer information and label each message, numbering it further by adding the prefix "Sk\_" and sequence number.

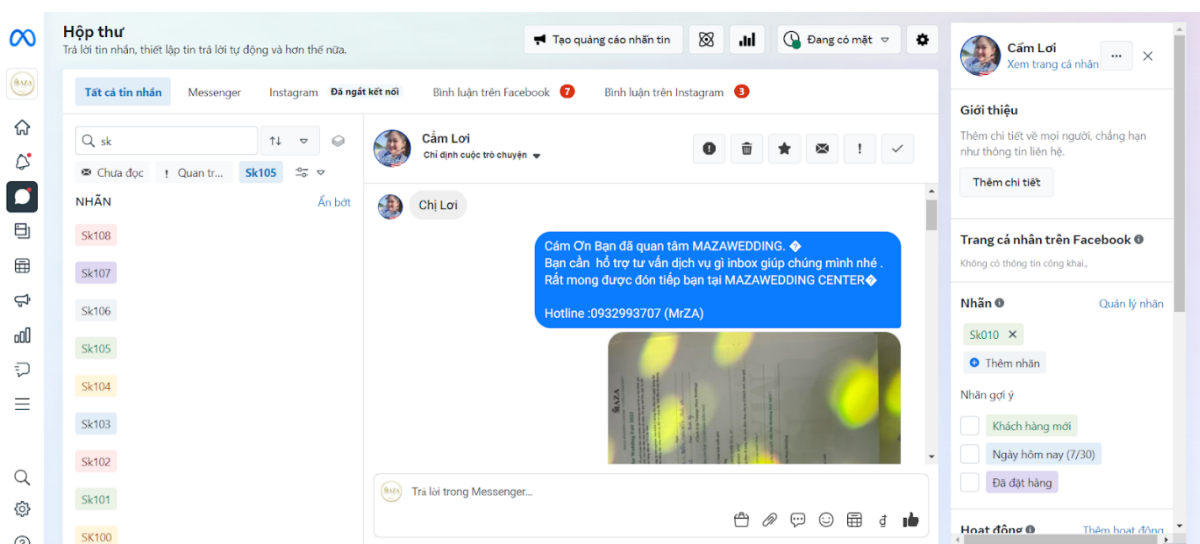


Figure 64 - Tag lead care messages

##### Measure the number of couples and brides involved:

After the event, the marketing team will analyse the number of messages received and count the number of "Sk\_" to determine the number of couples and brides registered at MAZA WEDDING's counter.

Based on the data collected, MAZA WEDDING will confirm the number of 108 couples/brides who participated at their counters during Can Tho Wedding Fair 2023 - Love Garden.

This measurement method not only helps MAZA WEDDING control the number of customers participating at their counter accurately, but also builds relationships with potential customers through continuing to send information, photos taken of guests, and after-event care. The results obtained will provide important information to evaluate the effectiveness of the event and MAZA WEDDING's communication and marketing activities.

#### ***6.2.5 Audience's Feedback***

<b>Question</b>	<b>Answer</b>
<b>How it feels to participate in and experience the free wedding dress try-on program</b>	<ul style="list-style-type: none"> <li>• <b>I feel the professionalism and dedication in service from MAZA WEDDING's team.</b></li> <li>• <b>I feel so happy and grateful to have had the opportunity to participate in this experience.</b></li> <li>• <b>Participating in the free program helps me feel the quality and prestige of MAZA WEDDING brand.</b></li> <li>• <b>I feel extremely happy to find the wedding dress right at this show.</b></li> <li>• <b>The free "Try on Wedding Dresses" program helps me create memorable memories before the wedding.</b></li> </ul>

*Table 6- Audience feedback*



Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q5.1	87	1	5	4.45	.873
Q5.2	87	2	5	4.39	.578
Q5.3	87	2	5	4.53	.644
Q5.4	87	3	5	4.55	.523
Q5.5	87	4	5	4.53	.502
Valid N (listwise)	87				

*Figure 65 - Statistics assessing the satisfaction of factors when experiencing a wedding event  
" Can Tho Wedding Fair 2023 - Love Garden"*

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q7.1	87	4	5	4.55	.500
Q7.2	87	3	5	4.59	.540
Q7.3	87	3	5	4.51	.525
Q7.4	87	2	5	4.46	.625
Q7.5	87	3	5	4.54	.524
Valid N (listwise)	87				

*Figure 66 - Statistics to evaluate your satisfaction when experiencing MAZA WEDDING  
products and services during the event*

The total Mean value of customers when experiencing the event and products and services is 4.51, proving that they are very satisfied with what MAZA has to offer at Can Tho Wedding Fair 2023 - Love Garden. Event activities such as Love Garden collection demonstrations and free wedding try-on experiences attracted attention and created curiosity for MAZA WEDDING.

From event activities, attractive incentives, and creativity in creating customer experience, MAZA WEDDING has succeeded in building a strong and impressive image in the minds of

customers. This will undoubtedly help the brand develop and maintain customer trust in the competitive wedding market.

MAZA WEDDING has shown excellence and professionalism in organizing the communication campaign at Can Tho Wedding Fair 2023 - Love Garden. From providing great experiences, attractive incentives, to active participation in event activities, the brand has scored success points in the hearts of customers.

## **CHAPTER VII. CONCLUSIONS**

### **7.1 Conclusions**

After the wedding exhibition "Can Tho Wedding Fair 2023 - Love Garden" took place, MAZA WEDDING brand has achieved significant achievements and is worth being proud of. From participating in this event for the first time as a gold sponsor, MAZA WEDDING has succeeded in building and strengthening its presence in the wedding industry. Here are the main conclusions:

**Enhance Brand Recognition:** Participating in "Can Tho Wedding Fair 2023 - Love Garden" has helped MAZA WEDDING strengthen its brand awareness and make a strong impression in the minds of attendees and leaders in the wedding fashion industry in Can Tho. With the demonstration of the "Love Garden" collection, MAZA WEDDING has proven its sophistication and professionalism in wedding dress design, while establishing itself as a reliable and admirable brand.

**Impress the "Love Garden" Collection:** The "Love Garden" collection has attracted attention and appreciation from customers and experts in the wedding fashion industry. The creativity in the design, with the delicate combination of the main white color and 3D floral details, has helped to create a unique and sophisticated collection, while meeting the needs and trends of the wedding market today.

**Success in Communication and Promotion:** Communication and promotion campaigns before, during and after the event have achieved high efficiency, promoting the strengthening of brand awareness and attracting attention from a large number of customers. Media

platforms such as TikTok, Facebook, and the website have helped spread the message and create attention for the MAZA WEDDING brand in the wedding industry in Can Tho.

**Scoring points with customers:** Wedding dress experience activities for 0 VND and the bride and groom experience challenge have attracted active interest and participation from couples. This has created an opportunity for MAZA WEDDING to score points with potential customers and establish positive interaction relationships.

**Premium and Trusted Brand Positioning:** Participating in the event "Can Tho Wedding Fair 2023 - Love Garden" and exhibiting the "Love Garden" collection has helped position MAZA WEDDING as a premium, reliable and quality brand. The attention to detail and sophistication in design scored points with customers and created a positive impression.

**Effective Networking after the event:** The event created an opportunity to connect and interact directly with a large number of potential customers and partners. After the event, MAZA WEDDING will continue to leverage the established relationship to maintain engagement and approach customers proactively. Regular communication with customers and the provision of professional consulting services will positively contribute to increasing sales.

**Website and Social Media Optimization:** After the event, MAZA WEDDING updated and optimized its website and social media page to keep information about the event and the "Love Garden" collection and subsequent collections to stay updated and attract customers. Provide detailed information about products, services, and sales policies that help potential customers feel confident and easily make a purchase.

In summary, MAZA WEDDING has achieved excellent achievements in participating in the wedding exhibition "Can Tho Wedding Fair 2023 - Love Garden". Thanks to its dedication, creativity and team coordination, the brand has built a strong position in the wedding market, and will continue to grow and expand the market in the future.

## **7.2 Limitations**

The limitations of the MAZA WEDDING brand after the wedding exhibition "Can Tho Wedding Fair 2023 - Love Garden" takes place:

**Industry competition:** Although the MAZA WEDDING brand has achieved good brand recognition after the event, the wedding market is still a competitive field and requires

continuous development to maintain its position and compete in the industry. It is necessary to face many other strong competitors and ensure that MAZA WEDDING's services and products always meet and exceed customer expectations.

**Change trends:** The wedding market tends to change quickly and continuously. New trends in design, wedding style and matching services are emerging, requiring MAZA WEDDING brand to follow and update immediately so as not to be outdated and lose market share.

**Sponsor exclusivity:** Although MAZA WEDDING is already a gold sponsor at the event "Can Tho Wedding Fair 2023 - Love Garden", competing with other brands in attracting partners and sponsors will be a challenge. To maintain gold funding levels and increase presence, MAZA WEDDING needs to maintain and strengthen relationships with partners and event organizers.

**Meet the diverse needs of customers:** Customers in the wedding industry have diverse and highly personalized needs. MAZA WEDDING brand needs to meet all kinds of requirements and desires of customers, from design to after-sales service. This requires flexibility and creativity in providing unique and personalized solutions for each couple.

**Optimize communication campaigns:** Although MAZA WEDDING has implemented communication campaigns before and during the event, optimizing and measuring the effectiveness of communication activities is still a challenge. It is necessary to identify performance indicators and analyze the results in order to adjust and improve the communication strategy in the future.

**Reshape the image after the event:** After the event, the MAZA WEDDING brand needs to reshape the image and position in the minds of customers. This requires proper consideration and decision in building and creating a high-class and reliable brand image. At the same time, maintain the value and benefits that the brand brings to customers.

### **7.3 Lesson Learnt**

Lesson Learnt about the promotion campaign and wedding exhibition event with MAZA WEDDING:

**Define clear goals:** Before starting the wedding exhibition event promotion campaign, it is important to determine the specific goals that MAZA WEDDING aspires to achieve. Such as:

increasing brand awareness, attracting potential customers, increasing sales or connecting relationships with partners in the wedding industry.

**Create attractive content:** To attract the attention of potential customers, MAZA WEDDING needs to create promotional content for an attractive and unique campaign. It can use images, videos, convey stories with meaningful messages and customer successes, or information about unique products and services of the brand.

**Find strategic partners:** Participating in a wedding exhibition event is also an opportunity to build relationships with partners in the wedding industry. MAZA WEDDING can look for strategic partners such as wedding decoration designers, wedding restaurants, wedding printing services, wedding cakes or event organizers to bring more value to customers.

**Take advantage of social media:** Social media is an important tool in promoting and conveying messages for campaigns. MAZA WEDDING can leverage platforms such as Facebook and Tiktok to share images, videos and information about the brand's products and services. MAZA WEDDING can generate customer discussions and shares from social media posts to enhance interaction and generate interest from customers.

**Evaluation and improvement:** After the end of the promotion campaign and wedding exhibition event, MAZA WEDDING needs to consider and evaluate from customers' feedback so that the brand can improve and optimize future activities, products and services to achieve better efficiency.

#### **7.4 Recommendations:**

Recommendations for MAZA WEDDING brand after the promotion campaign and wedding exhibition event:

- Build a YouTube channel or blog about beauty, love stories and wedding inspiration: Choose the right concept, share bridal makeup tutorials, advice on bridal care and beauty, or wedding dress tips and ideas, Useful wedding tips. This helps the brand to connect and exchange with customers more often, bringing dedication and professionalism when customers come to MAZA WEDDING.
- Create a project to join the community: Organize a wedding dress design contest, a playground for many people who are passionate or love wedding fashion design, so that

everyone can participate in creating unique wedding dresses. This not only brings interaction and creativity to the brand with customers, but also helps the MAZA WEDDING brand promote the image from the contest, standing out in the wedding industry community.

- Brand advertising in wedding magazines: Cooperate with famous wedding magazines or publish your own wedding magazine to promote and introduce MAZA WEDDING's wedding dresses. Can help promote the brand and enhance the credibility, trust and show the professionalism of the brand to customers.

- Aligning environmental messages from recycled products: Developing a product line to recycle, renew and reuse old wedding dresses to design new products in line with the trend of linking the concept of recycling and environmental protection, conveying meaningful and positive messages to the community.

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## APPENDICES

### Appendix A. Survey 1 (SURVEY ON FACTORS INFLUENCING MARRIAGE DECISIONS AMONG YOUNG PEOPLE)

**\*Set of questions:**

Question	Options
Please let us know, are you planning to get married?	<input type="radio"/> Not Married (Stop) <input type="radio"/> Intending or already married (Continue)
Question 1. Please indicate your gender?	<input type="radio"/> Male <input type="radio"/> Female <input type="radio"/> Others
Question 2. Please tell us what age group you belong to?	<input type="radio"/> 18 - 22 years old <input type="radio"/> 23 - 27 years old <input type="radio"/> 28 - 35 years old <input type="radio"/> 35 years and older
Question 3. When do you plan to get	<input type="radio"/> 2023 - 2024



<p><b>married in the near future?</b></p>	<p>O 2024 - 2028</p> <p>O 2029 and beyond</p> <p>O Married</p>
<p><b>Question 4. Which of the following wedding dress brands do you know:</b></p>	<p>O MAZAWEDDING</p> <p>O Nghĩa Ngô Studio</p> <p>O Ren Bridal</p> <p>O Cửu Long Studio</p> <p>O Ktiu Studio</p> <p>O Other</p> <p>(Multiple choice question)</p>
<p><b>Question 5. Which channel do you usually search for wedding outfits through?</b></p>	<p>O Facebook</p> <p>O Instagram</p> <p>O TikTok</p> <p>O Youtube</p> <p>O Google</p> <p>(Multiple choice question)</p>
<p><b>Question 6. Young people's views on family-arranged marriages</b></p> <p>Q6.1 Young people today have a flexible and progressive view of arranging marriage from family.</p> <p>Q6.2.Contrary to traditional beliefs, modern</p>	<p>O Strongly disagree</p> <p>O Disagree</p> <p>O Indifferent</p> <p>O Agree</p> <p>O Totally agree</p>

<p>young people often choose free marriage over family-arranged marriage.</p> <p>Q6.3 Young people's thoughts about marriage can be influenced by family origins and values.</p> <p>Q6.4 The family plays an important role in forming young people's views and thoughts about marriage through education, teaching and teaching.</p>	
<p><b>Question 7. Self Perceptions: Personal perception</b></p> <p>Q7.1. Young people's thoughts about marriage depend on their personal awareness and personal values that they carry in their thinking and philosophy of life.</p> <p>Q7.2. Young people may have diverse views about marriage based on personal experiences, perceptions of love, relationships, and personal goals.</p> <p>Q7.3. Youth members often seek information, advice and exchange with others to form their own thoughts about marriage.</p> <p>Q7.4. Young people tend to seek consensus and social interaction to determine their thoughts and opinions about marriage.</p> <p>Q7.5. Self-awareness allows young people</p>	<p><input type="radio"/> Strongly disagree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Indifferent</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Totally agree</p>

to form their own thoughts about marriage based on personal understanding, education and experience	
<p><b>Question 8. Personality traits: Personal personality traits</b></p> <p>Q8.1. Different young people's personal personality characteristics can influence their thoughts about marriage differently.</p> <p>Q8.2. Personal characteristics can affect young people's choices and standards in choosing partners and romantic relationships.</p> <p>Q8.3. People with a highly responsible personality think of marriage as a long-term commitment and family responsibility, with an emphasis on relationships and stability.</p> <p>Q8.4. Personal personality traits along with experience and education can create young people's own thoughts and opinions about marriage.</p>	<p><input type="radio"/> Strongly disagree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Indifferent</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Totally agree</p>
<p><b>Question 9. Dating behaviors</b></p> <p>Q9.1. First-Date is an important factor that determines the ability to maintain and develop a relationship in the future.</p> <p>Q9.2. Personal factors, including gender, age, education and income, also have a significant influence on dating behavior and</p>	<p><input type="radio"/> Strongly disagree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Indifferent</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Totally agree</p>

<p>marriage decisions.</p> <p>Q9.3. Relationships and interactions during dating are related to development and create the foundation for a stable marriage relationship in the future.</p> <p>Q9.4. Factors such as culture, family traditions and social attitudes impact young people's dating behavior.</p> <p>Q9.5. Economic factors, such as job stability and financial capacity, may play an important role in determining young people's dating behavior and marriage decisions.</p>	
<p><b>Q10.Question 10. Religiosity</b></p> <p>Q10.1. Religion plays an important role in young people's marriage decisions.</p> <p>Q10.2. Religious values, beliefs and principles can influence young people's decisions to get married.</p> <p>Q10.3. Religious compatibility between two people can create unity and a deep connection in the marriage relationship</p> <p>Q10.4. Religion can provide a deep source of motivation and meaning in building and maintaining a long-term marital relationship.</p> <p>Q10.5. Religion provides principles and moral codes in dating and marriage, for</p>	<p><input type="radio"/> Strongly disagree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Indifferent</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Totally agree</p>

guidance and support in making the decision to marry.	
<p><b>Question 11. Young people's desire to get married in the future</b></p> <p>Q11.1. Young people want to get married to build a happy and strong family.</p> <p>Q11.2. Young people are interested in the value of the marriage relationship and want to find a reliable partner and share the values of living together.</p> <p>Q11.3. Young people want an object of love and support that brings peace and happiness in life.</p> <p>Q11.4. Their desire to get married is to create a stable and safe environment for their children in the future.</p> <p>Q11.5. Young people want to have a companion in all areas of life, from career to entertainment, to share joys and difficulties in life.</p>	<p><input type="radio"/> Strongly disagree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Indifferent</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Totally agree</p>
<p><b>Question 12. Marriage decisions among young people</b></p> <p>Q12.1. Factors related to the level of education significantly affect marriage decisions among young people.</p> <p>Q12.2. Individual income and economic status are strongly related to young people's</p>	<p><input type="radio"/> Strongly disagree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Indifferent</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Totally agree</p>

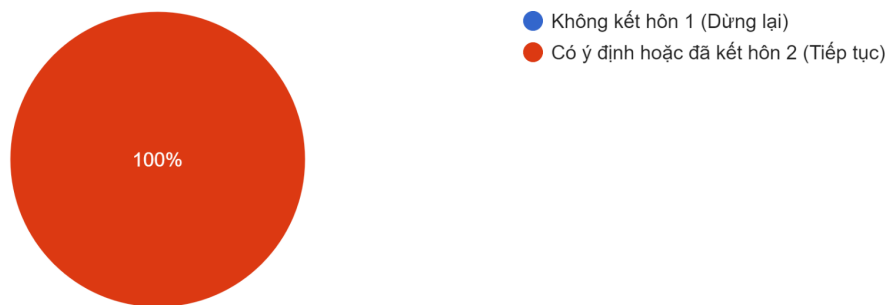
marriage decisions.

Q12.3. Cultural and religious values play an important role in shaping young people's marriage decisions.

Q12.4. The factors of love, harmony and similarity between two people have a great impact on young people's marriage decisions.

Xin vui lòng cho biết, Anh/Chị đã và đang có ý định kết hôn?

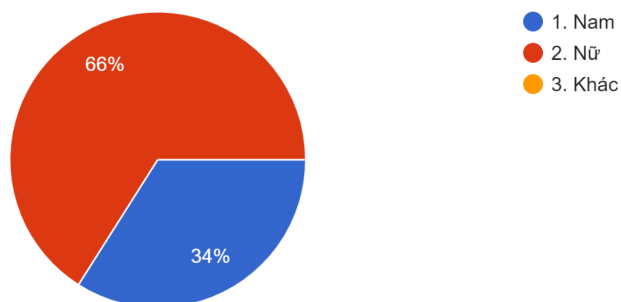
206 câu trả lời



*Chart 13 - Marriage intentions*

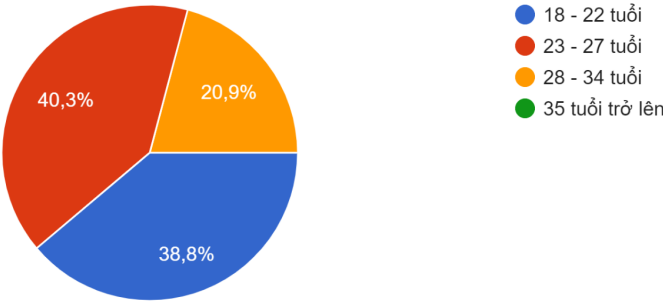
Câu 1. Xin vui lòng cho biết giới tính của Anh/Chị?

206 câu trả lời



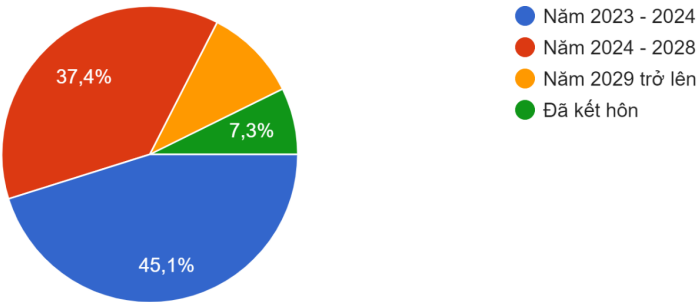
*Chart 14 - Gender distribution*

Câu 2. Anh/Chị vui lòng cho biết mình thuộc độ tuổi nào?  
206 câu trả lời



*Chart 15 - Age distribution*

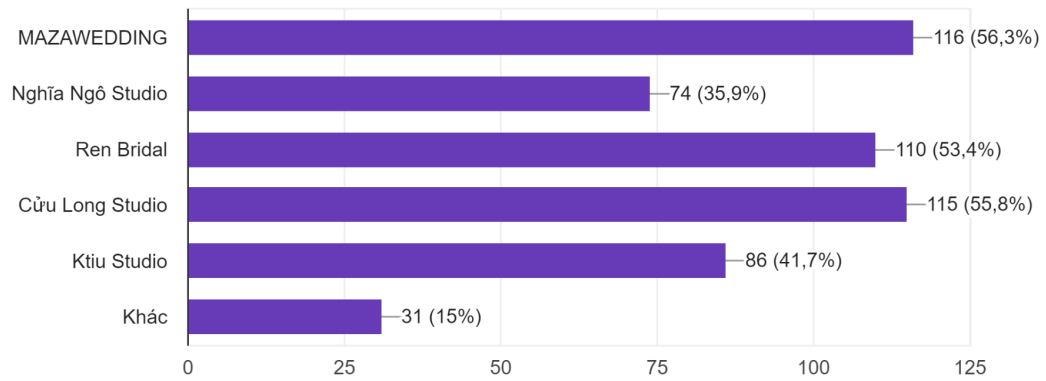
Câu 3. Anh/Chị dự định kết hôn trong thời gian nào sắp tới?  
206 câu trả lời



*Chart 16 - The intended time of marriage*

Câu 4. Bạn biết những thương hiệu áo cưới nào sau đây:

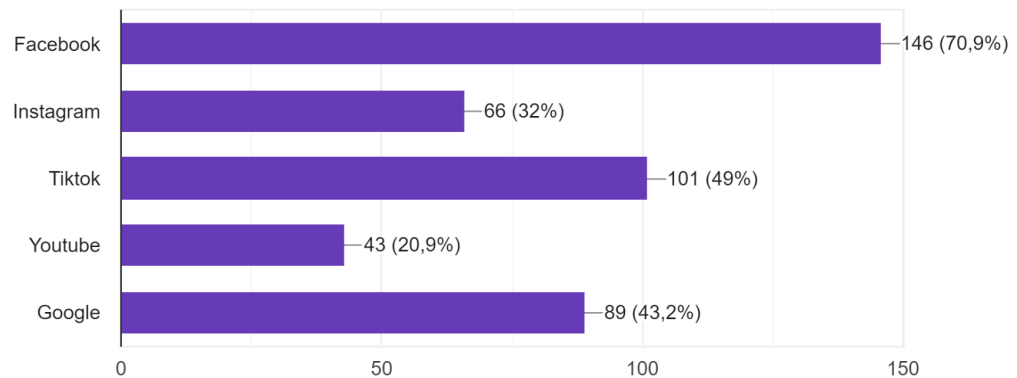
206 câu trả lời



*Chart 17 - Most well-known wedding dress brands*

Câu 5. Bạn thường tìm kiếm trang phục cưới qua kênh nào?

206 câu trả lời



*Chart 18 - Chanel distribution*



Câu 6. Nhận nhận của giới trẻ về việc sắp đặt hôn nhân từ gia đình

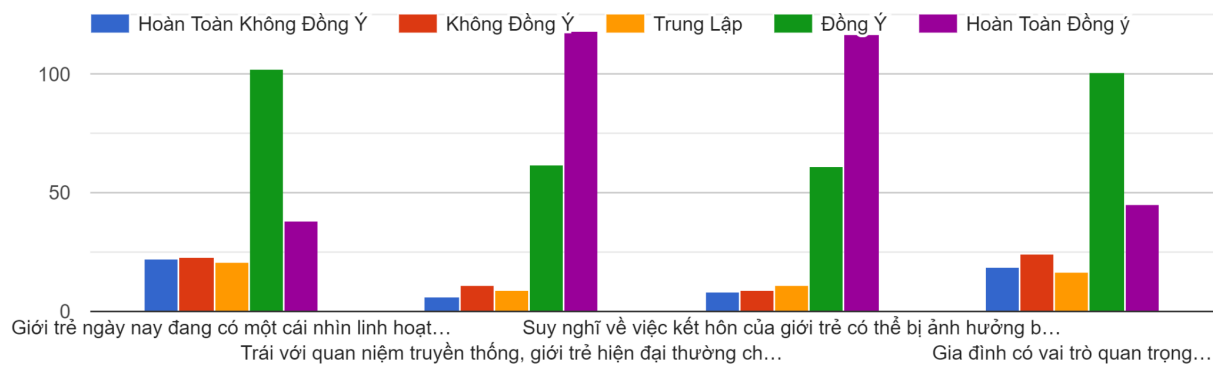


Chart 19 - Young people's perceptions of arranging marriage from the family

Câu 7. Nhận thức cá nhân

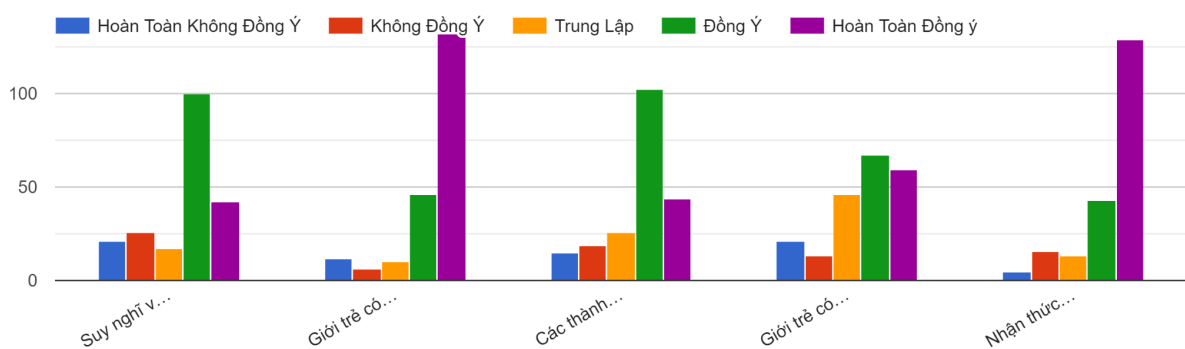


Chart 20 - Personal perception

Câu 8. Đặc điểm tính cách cá nhân

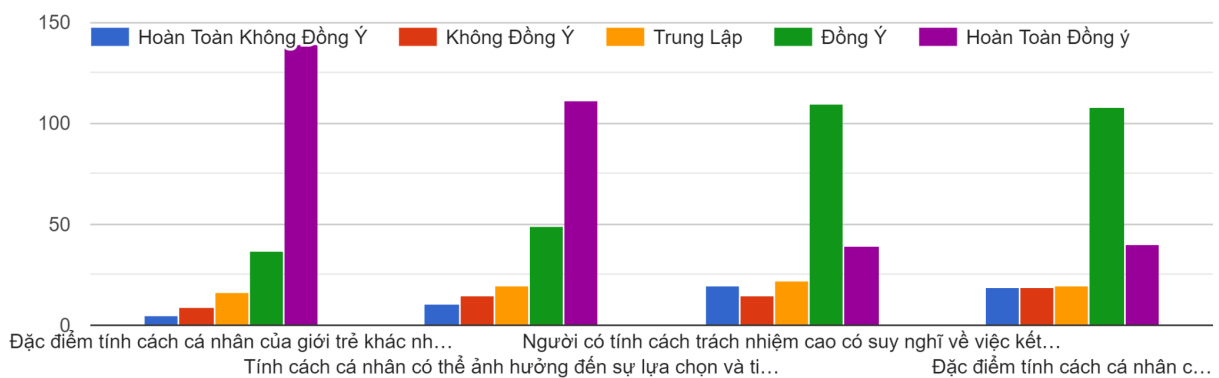


Chart 21 - Individual personality traits

Câu 9. Hành vi hẹn hò

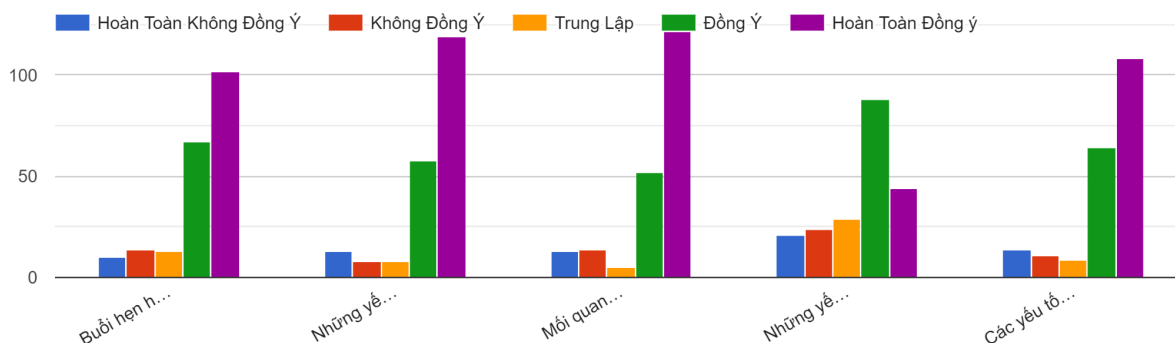


Chart 22 - Dating behavior

Câu 10. Tôn giáo

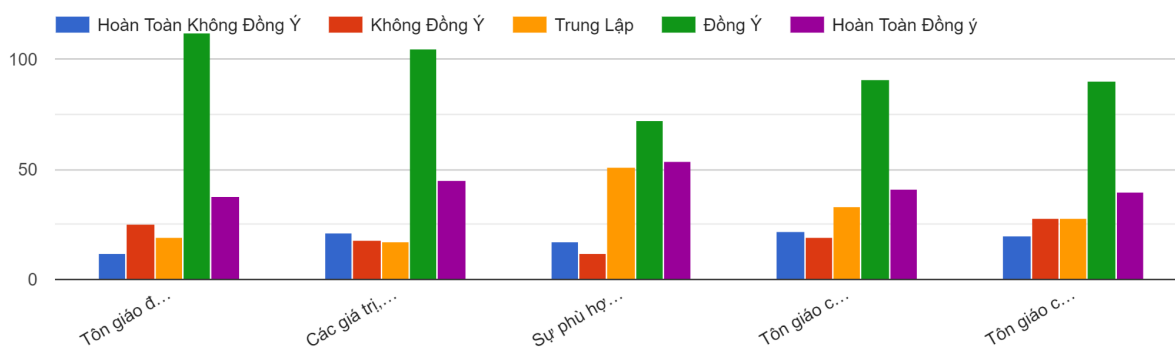


Chart 23 - Religion

Câu 11. Mong muốn của giới trẻ trong việc kết hôn ở tương lai

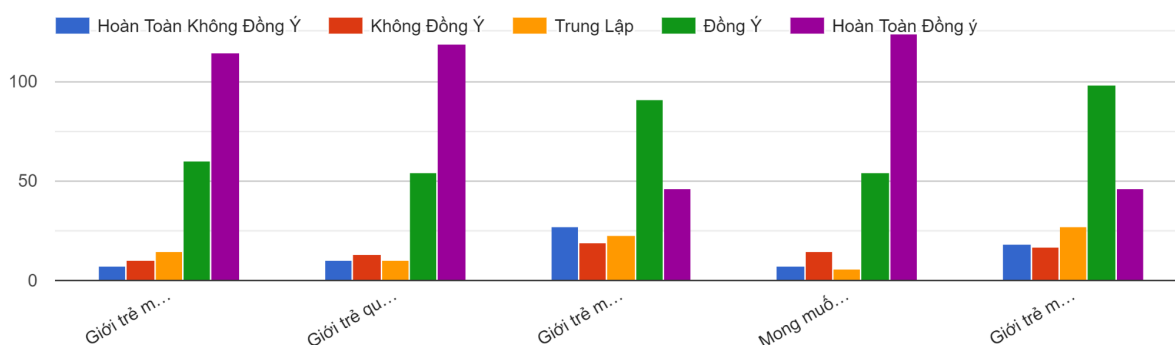


Chart 24 - Young people's desire to get married in the future

Câu 12. Quyết định hôn nhân ở giới trẻ

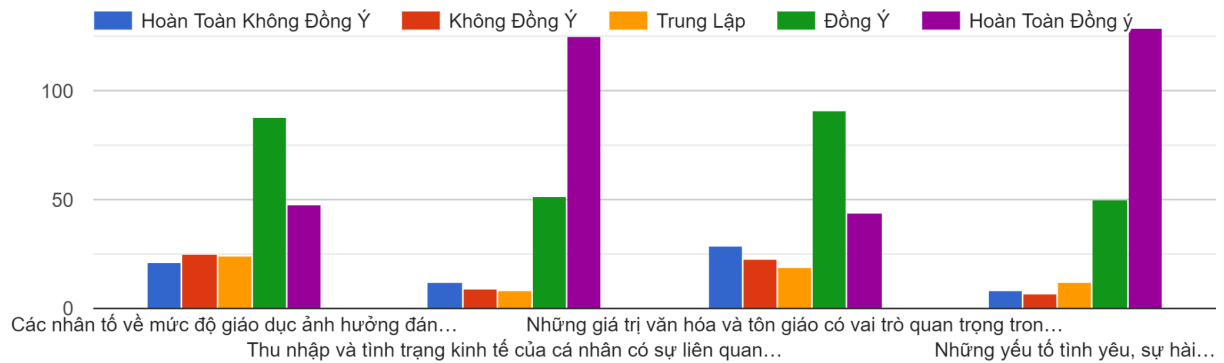


Chart 25 - Marriage decisions among young people

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q12.1	206	1	5	3.57	1.254
Q12.2	206	1	5	4.31	1.121
Q12.3	206	1	5	3.48	1.324
Q12.4	206	1	5	4.38	1.014
Valid N (listwise)	206				

Figure 67 - Descriptive Statistics of Marriage decisions among young people

## Appendix B. Survey 2 (SURVEY ON THE EXPERIENCE OF PARTICIPATING IN THE WEDDING EVENT WITH "MAZA WEDDING" AT SHERATON CAN THO)

\*Set of questions:

Question	Options
Q1. What is yours name ?	(Short answer)

Q2.What is your gender?	<input type="radio"/> Male <input type="radio"/> Female <input type="radio"/> Others
Q3. What age group do you belong to?	<input type="radio"/> 18 - 22 years old <input type="radio"/> 23 - 27 years old <input type="radio"/> 28 - 35 years old <input type="radio"/> 35 years and older
Q4. How did you find out about this event ?	<input type="radio"/> Facebook/Tiktok posts <input type="radio"/> Email/invitation from Organizers <input type="radio"/> Recommended by friends <input type="radio"/> Happened to come in to see the event
<p>Q5. Assess your satisfaction with the factors of experiencing the wedding event</p> <p>"The Can Tho Wedding Fair 2023"</p> <p>Q5.1 Activities during the event</p> <p>Q5.2 Space, event decor design</p> <p>Q5.3 Products on display</p> <p>Q5.4 Message transmission</p> <p>Q5.5 Service quality</p>	<input type="radio"/> Strongly disagree <input type="radio"/> Disagree <input type="radio"/> Indifferent <input type="radio"/> Agree <input type="radio"/> Totally agree



Q1. Họ và tên của anh/chị là ?

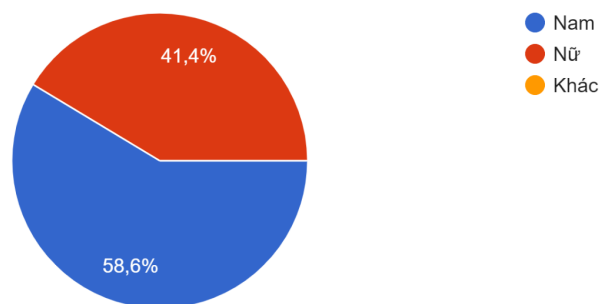
87 câu trả lời

Vũ Xuân Lộc
Ngô Thiên Bửu
Huỳnh Lệ Thủy
Đinh Duy Hùng
Trần Quốc Hiền
Trần Công Tuấn
Đỗ Phượng Tiên
Huỳnh Bảo Lâm
Hoàng Công Luật

*Figure 68 - Name of the participants*

Q2. Giới tính của anh/chị là?

87 câu trả lời



*Chart 26 - Sex Distribution*

Q3. Anh/chị thuộc độ tuổi nào ?

87 câu trả lời

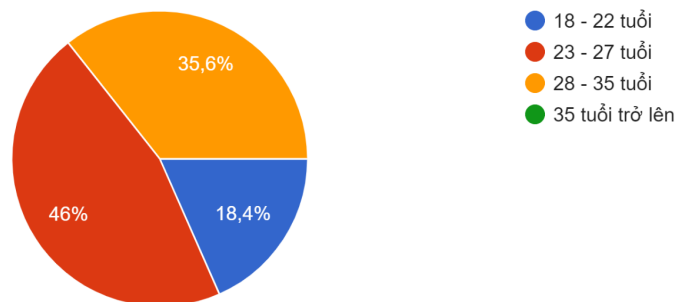


Chart 27 - Age Distribution

Q4. Anh/chị biết đến sự kiện này qua kênh nào?

87 câu trả lời

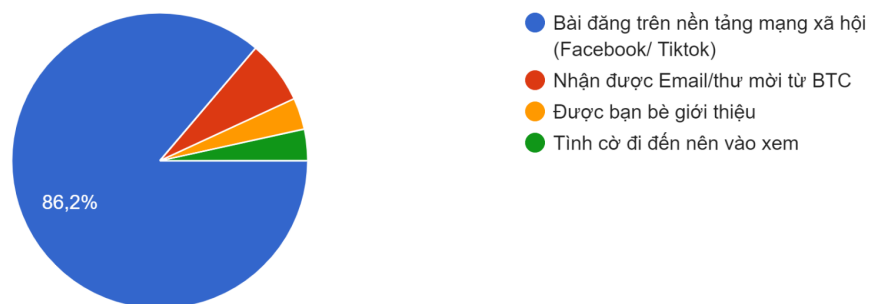
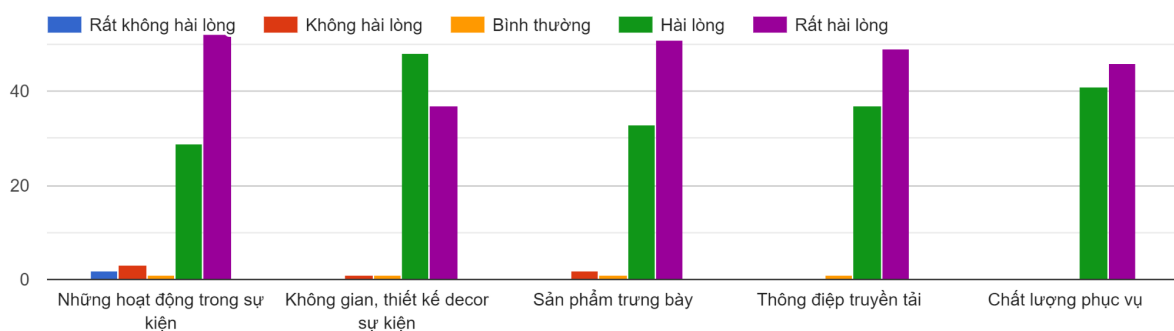


Chart 28 - Chanel that customer find out about the event

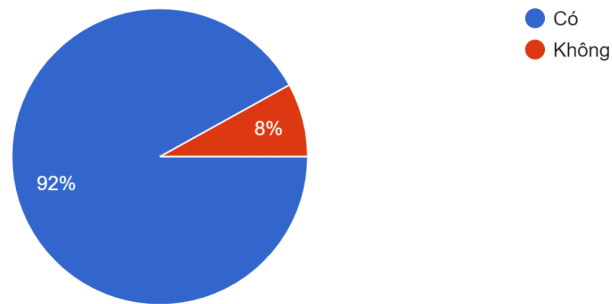
Q5. Đánh giá mức độ hài lòng của anh/chị về các yếu tố khi trải nghiệm sự kiện cưới " WEDDING FAIR 2023 "



*Chart 29 - Satisfaction of the participants with the factors of experiencing the wedding event*

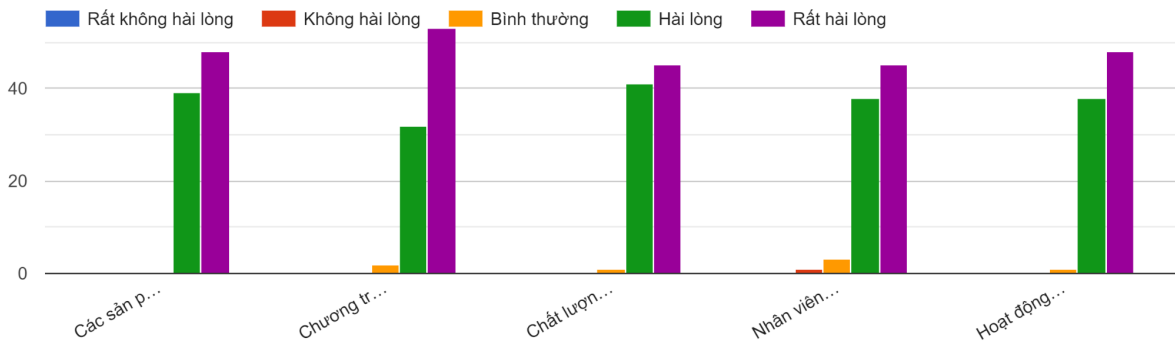
Q6. BST VÁY CƯỚI "LOVE GARDEN" có tạo được ấn tượng với anh/chị về thiết kế hay thông điệp được truyền tải hay không?

87 câu trả lời



*Chart 30 - The attractiveness of new collection Love Garden*

Q7. Đánh giá mức độ hài lòng của anh/chị khi trải nghiệm sản phẩm dịch vụ MAZA WEDDING trong sự kiện

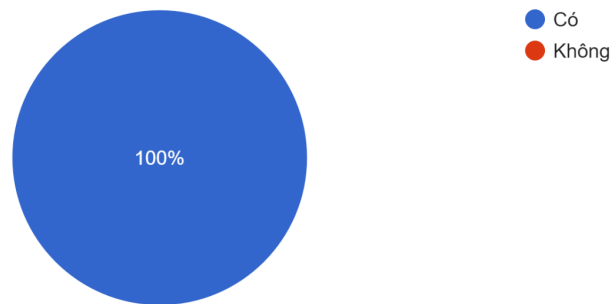


*Chart 31 - Satisfaction of the participants with the factors of experiencing products and service of MAZA WEDDING*



Q8. Trong tương lai anh/chị sẵn sàng trải nghiệm hoặc giới thiệu bạn bè, người thân gia đình về những sản phẩm dịch vụ của MAZA WEDDING

87 câu trả lời



*Chart 32 - Willing to experience or introduce friends and family members about MAZA WEDDING's products and services*

Q9. Cảm nhận khi tham gia và trải nghiệm chương trình "Thử Váy Cưới" miễn phí như thế nào

87 câu trả lời

Em cảm nhận được sự chuyên nghiệp và tận tâm trong việc phục vụ từ đội ngũ của MAZA WEDDING.
Chương trình này thực sự đáng để giới thiệu cho bạn bè và người thân trong tương lai.
Mình thực sự cảm thấy tự tin và quyến rũ khi diện những bộ váy cưới tại chương trình này.
Chương trình Thử Váy Cưới giúp tôi thấy rằng MAZA WEDDING là lựa chọn đúng đắn cho ngày cưới của mình.
Em cảm thấy thật hạnh phúc và biết ơn vì đã có cơ hội tham gia trải nghiệm này.
Chương trình "Thử Váy Cưới" miễn phí giúp em tạo nên những kỷ niệm đáng nhớ trước ngày cưới.
Tôi cảm thấy chương trình Thử Váy Cưới Miễn Phí của MAZA WEDDING thực sự là một trong những điểm nhấn nổi bật tại sự kiện.
Mình thấy vô cùng hạnh phúc và phấn khích khi được thử những bộ váy cưới đẹp và sang trọng.

*Figure 69 - Participant's Feeling and Feedback*

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q5.1	87	1	5	4.45	.873
Q5.2	87	2	5	4.39	.578
Q5.3	87	2	5	4.53	.644
Q5.4	87	3	5	4.55	.523
Q5.5	87	4	5	4.53	.502
Valid N (listwise)	87				

*Figure 70 - Statistics assessing the satisfaction of factors when experiencing a wedding event  
" Can Tho Wedding Fair 2023 - Love Garden"*

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q7.1	87	4	5	4.55	.500
Q7.2	87	3	5	4.59	.540
Q7.3	87	3	5	4.51	.525
Q7.4	87	2	5	4.46	.625
Q7.5	87	3	5	4.54	.524
Valid N (listwise)	87				

*Figure 71- Statistics to evaluate your satisfaction when experiencing MAZA WEDDING  
products and services during the event*

**Media Production:**

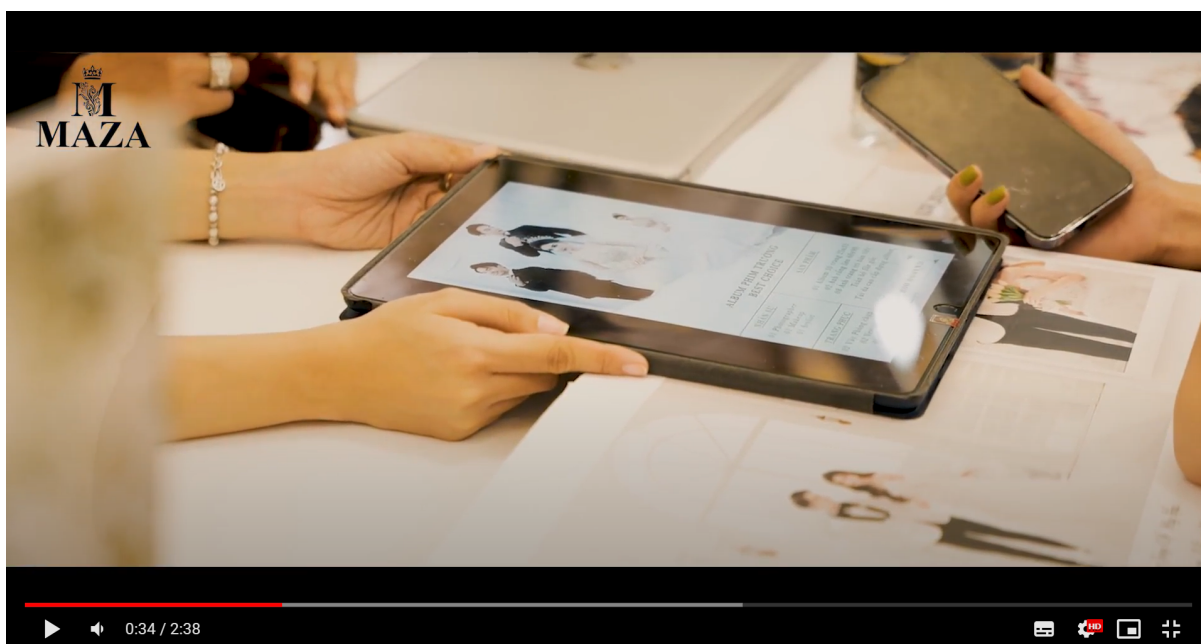


Figure 72 – Recap video about of MAZA WEDDING at “Can Tho Wedding Fair 2023 - Love Garden:

[https://drive.google.com/file/d/1\\_5qGQNSfj3qNCyHWfosclwiUyFf5NZOg/view?usp=sharing](https://drive.google.com/file/d/1_5qGQNSfj3qNCyHWfosclwiUyFf5NZOg/view?usp=sharing)

#### Poster:



*Figure 73,74,75,76 - Poster of “Can Tho Wedding Fair 2023 - Love Garden”*