



**BRANDING CAMPAIGN FOR  
ART & CRAFT BUSINESS BUSINESS TIME**



**TIỆM NỬA THƯỚC**

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**100% Graduation Thesis Report**

# FINAL REPORT

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## 1. INTRODUCTION

### 1.1. BRAND OVERVIEW:

Tiem Nua Thuoc was founded by a team of 2 who were bored with the boring office life and fell in love with the work of creating things. Besides, they want to spread their relaxing energy to stressed young people struggling to find a place to relieve themselves.

From that initial idea, they launched a craft house specializing in producing decorations and handmade items on Hoang Dieu Street, District 4, Ho Chi Minh City. The special feature of the store is that the space is only Tiem Nua Thuoc - also known as a meter and a half, which is also the origin of the name Tiem Nua Thuoc.

### 1.2. ABOUT US:

Jesmonite is a three-member team from FPT University's Multimedia Department working on the Capstone Project. The group's name, Jesmonite, comes from Tiem Nua Thuoc's most prominent material - jesmonite- used to create products and handicraft workshops organized by the brand. Jesmonite represents the close connection between the team and the Tiem Nua Thuoc brand, creating the "personality" the campaign is about.

### 1.3. CLIENT’S BRIEF:

<b>CLIENT</b>	Tiem Nua Thuoc
<b>BRIEF DATE</b>	April 2023

<b>TARGET DELIVERY DATE</b>	April 2023 – August 2023	
<b>SCOPE OF WORK</b>	<b>Branding campaign to increase brand awareness of Tiem Nua Thuoc as an attractive place for young people to release stress through handicraft activities.</b>	
<b>DELIVERABLES</b>	<ul style="list-style-type: none"> <li>• Communication plan for a branding campaign.</li> <li>• Content planning on social media platforms (Facebook, Tiktok).</li> <li>• Production for Tiktok clips &amp; Facebook Reels series.</li> <li>• Event: workshop series on the shop/another place</li> </ul>	
<b>EVALUATION CRITERIA</b>	Free to propose	
<b>KEY CLIENT DECISION MAKERS</b>	Co-founder of TIEM NUA THUOC - Ngo Minh Khanh	
<b>BUDGET</b>	<i>Profession Fees</i>	N/A
	<i>TPC (Third-party cost)</i>	Upon billing
<b>KEY DATES / DURATION</b>	<i>PRESENTATION DATE</i>	<b>May 6, 2023</b>
	<i>START OF CAMPAIGN</i>	<b>May 2023</b>
	<i>END OF CAMPAIGN</i>	<b>August 2023</b>

Figure 1: Table of Client's brief

- **Communication Approach:**

<p><b>PROJECT BACKGROUND</b></p> <p>What is the reason for this brief? Is it a Pitch, Initiative, or Commissioned Scope?</p>	<p>Tiem Nua Thuoc is a new brand in the handicraft industry. Brand awareness of Tiem Nua Thuoc is low. This branding campaign will increase the brand awareness of young people towards Tiem Nua Thuoc as a place and a workshop provider to help them release stress through creative handicraft activities.</p>
<p><b>THE ‘ASK’</b></p> <p>What are you asking to do? What is the communications task in light of The above objectives?</p> <p>Please be specific on the requirements.</p>	<p>We are planning and executing a branding campaign to increase Tiem Nua Thuoc's brand to people that love handicrafts.</p>
<p><b>OVERVIEW OF THE CATEGORY</b></p> <p>What category is this brief for? What category are we playing in? Who are this category's key competitors, and what is your market share?</p>	<p>Increase brand awareness of Tiem Nua Thuoc about the brand and its products: handicraft workshop and personalized handicrafts.</p>
<p><b>OVERVIEW OF THE BRAND</b></p> <p>What is it, and what does it stand for? – Is it's Brand Idea or Purpose? What are the perceptions and mental cues generally associated with your brand? What is it known for? What are your brand mandates? Any regulations we need to be cautious about?</p>	<p>Tiem Nua Thuoc is a small craft house that applies Digital Fabrication technology (CAD to CNC/Laser/3D Printing) on many different materials (Wood, Resin, Brass, Cement, and other materials) to breathe new life into everyday objects. All stages are done by hand to show the style and artistry of the owner.</p> <p>Tiem Nua Thuoc's communication channels:</p> <p><a href="https://www.facebook.com/tiemnuathuoc">https://www.facebook.com/tiemnuathuoc</a></p> <p><a href="https://www.instagram.com/half_a_meter_craft_house/">https://www.instagram.com/half_a_meter_craft_house/</a></p> <p><a href="https://www.tiktok.com/@tiemnuathuoc?lang=en">https://www.tiktok.com/@tiemnuathuoc?lang=en</a></p>
<p><b>OVERVIEW OF PRODUCT / SERVICE</b></p> <p>What is it and what does it do? What is its USP? What are the benefits of using it? What makes it remarkable</p>	<p><b>Main product:</b></p> <ul style="list-style-type: none"> <li>- Jesmonite handicraft workshop</li> <li>- Handicraft products from the materials:</li> <li>- Jesmonite/Resin/Wood.</li> </ul> <p><b>Product features:</b></p>

<p>vs. what the competition offers, if at all?</p>	<p>Jesmonite handicraft workshop:</p> <ul style="list-style-type: none"> <li>- Relaxing and joyful</li> <li>- Create personalized products</li> </ul> <p>Handicraft products:</p> <ul style="list-style-type: none"> <li>- Easy to customize.</li> <li>- Decorative and high application value</li> <li>- High sustainability product</li> </ul> <p>USP: Jesmonite handicraft workshop</p>
<p><b>OVERVIEW OF TARGET AUDIENCE</b></p> <p>Who are we trying to reach and why? What are their demographics? What is the role of the category in their lives? What are their perceptions of the brand, both positive and negative?</p>	<ul style="list-style-type: none"> <li>- 70 % Female, 30% Male.</li> <li>- Young millennials &amp; Gen Z.</li> <li>- Aged 22-27, urban area (currently living in HCM City)</li> <li>- Income B+/A, mainly white collars</li> <li>- Willing to spend on customized products, love handicrafts</li> </ul>
<p><b>KEY MESSAGE TO LAND</b></p> <p>What is the key message you want to land with this audience?</p>	<p>Free to propose</p>
<p><b>REASON TO BELIEVE</b></p> <p>What is your credibility to claim this? Why should your audience believe this message?</p>	<ul style="list-style-type: none"> <li>- Willing to share the process of making the products</li> <li>- Have a certificate of safe materials for the environment and the people using that material</li> </ul>
<p><b>TOUCHPOINTS</b></p> <p>When, where and with whom might this audience pay the most attention to your message? What are the online and offline channels we can use to communicate with you?</p>	<p>Online:</p> <ul style="list-style-type: none"> <li>+ Facebook: posts, reels.</li> <li>+ Tiktok: Clips</li> </ul> <p>Offline:</p> <ul style="list-style-type: none"> <li>+ Event: collaboration workshop with NOTE - The Scent Lab.</li> </ul>
<p><b>KPIs</b></p> <p>How would you define success for this initiative? What are your</p>	<p>Free to propose</p>

benchmarks that we'd need to achieve or beat?	
<b>MANDATORIES</b> What distinctive brand assets must be included, e.g., visual identity, logo, tagline, etc. or guidelines that need to be adhered to.?	To be provided by Tiem Nua Thuoc

*Figure 2: Table of Client's brief*

=> The client's brief shows the level of brand awareness of Tiem Nua Thuoc building its Instagram channel, so they have a low investment for two platforms Facebook and Tik Tok. Besides, they often hit the B to B segment more than the B to C segment. So through the media campaign, they want to build Facebook and Tik Tok channels more carefully as well as invest more in the field. B to

## 2. RESEARCH

### 2.1. PEST ANALYSIS:

#### 2.1.1. Political:

Currently, the government encourages innovation and development of handicraft industries such as art exhibitions, performances and handicrafts. In addition, the government also proposes to innovate and develop these industries by increasing cooperation and using technology in production.

According to Article 10 of the Law on Supporting Small and Medium Enterprises, the support level is reduced to 20% lower than the standard corporate income tax rate (22%). This is an opportunity for businesses in handicrafts and other fine arts industries.

#### 2.1.2. Economic:

Through the "Approval of the strategy to develop Vietnam's cultural industry to 2020, with a vision to 2030", the Prime Minister wants to promote the market to form a consumer community that can help them improve their access to and use of new products and are

educated on the knowledge, experience and service capabilities. In addition, the state has policies to support enterprises in promoting production and culturally-oriented services in the international market.

### **2.1.3. Social:**

The level of income of Vietnamese people will increase through a tremendous increase in the size of the economy, leading to a sharp rise in the average income of Vietnamese people. In Southeast Asia, the intermediate income level of Vietnam is behind Indonesia and Thailand (about 480,000 VND/day). Research shows that the upper middle class in Vietnam (the group with income between 50 - 110 USD per day) is expected to grow by an average of 17% annually until 2030. This illustrates consumers' spending level will change from essential needs such as food and clothing will decrease, and spending on health, leisure, and entertainment will increase. People began to pay more attention to their health and spiritual values than in previous years.

From young people's needs and entertainment trends, it is increasingly innovative and enhanced. Prominent is a form of stress relief through art (Duyen Phan, 2020). Moreover, young people will spend 300,000 - 400,000 on art workshops to innovate and experience. From there, they learn new things and discover their potential.

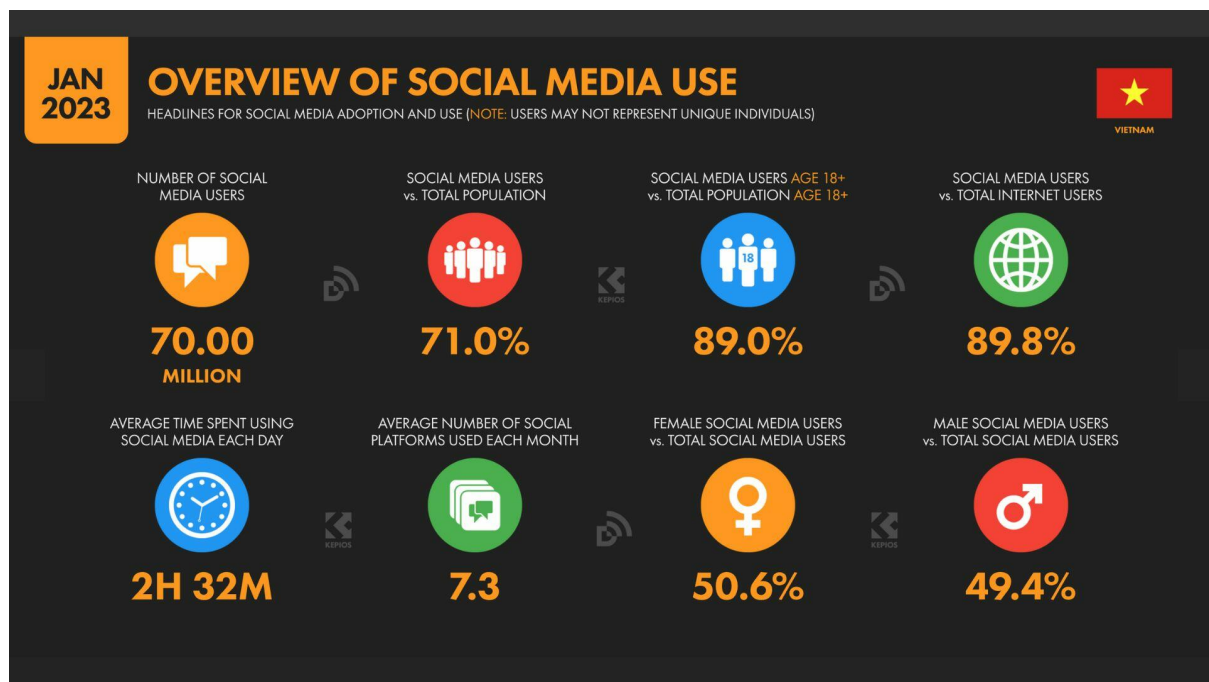
### **2.1.4. Technology:**

The level of income of Vietnamese people will increase through a tremendous increase in the size of the economy, leading to a sharp rise in the average income of Vietnamese people. In Southeast Asia, the intermediate income level of Vietnam is behind Indonesia and Thailand (about 480,000 VND/day). Research shows that the upper middle class in Vietnam (the group with income between 50 - 110 USD per day) is expected to grow by an average of 17% annually until 2030. This proves consumers' spending level will change from essential needs such as food and clothing will decrease and spending on health, leisure and entertainment will increase. People began to pay more attention to their health and spiritual values than in previous years.

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*Figure 3: Picture of Overview of Social media use*

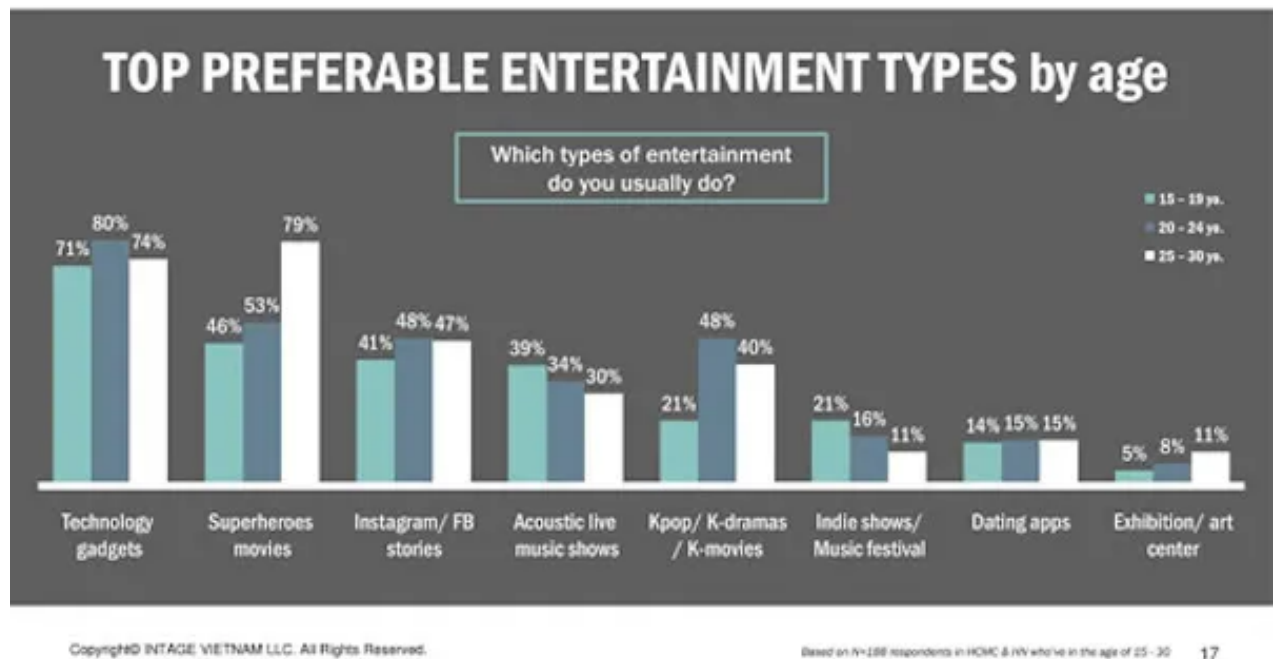
According to statistics of Network.vn, up to 71% of social network users in the total population of Vietnam. Significantly, up to 89% of users are over 18 years old in the total population of Vietnam over 18 years old. It can be seen that that, through social networks, technology has gradually helped Vietnamese people gain more understanding and led them to access the market more quickly.

According to Goodgood report, the youth entertainment trend includes eight forms:

- 76% use electronic devices
- 59% watch superhero-themed movies
- 46% surf Facebook/Instagram
- 35% listen to live music
- 16% attend music shows and festivals
- 15% use dating apps
- 85% visit art galleries and centres

The leading target group of the campaign is 8% (20 - 24 years old) and 11% (25 - 30 years old) respectively.

To develop the art sector in the country, the government has created many media events to promote and continue the passion. Typically the Fine Arts Festival is an opportunity for young artists from 18 to 35 years old to express, exchange and learn creative experiences.



*Figure 4: Statistics on entertainment habits and behaviours of young Vietnamese consumers*

## 2.2. MARKET ANALYSIS:

- Competitor Review:**

For the current market, Tiem Nua Thuoc does not have a direct competitor for a material called Jesmonite. However, with the type of workshop with a tendency to relax and heal, there are still many in the current market. Here are some indirect competitors:

	Type of Workshop	Pricing	Engagement			USP (Workshop with vibe)
			Facebook	TikTok	Instagram	
<b>TIEM NUA THUOC</b>	Made by Jesmonite,	350.000 - 500.000	0,64%	29,11%	3,22%	Colourful, Creativity

	Wood, Leather, Resin & Epoxy, and Magnet					
MOULDING/SHAPING						
Name of Competitors	Type of Workshop	Pricing	Engagement			USP (Workshop with vibe)
			Facebook	TikTok	Instagram	
First Sight Candle - Nến Thơm và Quà Tặng	Candle	380.000	0.01625%	Not Yet	0.05%	Chilling, Relaxing, Creativity
		360.000				
		330.000				
Dip Soul Candle - Workshop, Nến thơm		285.000	0.024%	0.5%	0.5%	Interesting, Joyful
Mèo Bé Workshop		199.000	6.8375%	Not Yet	0.08%	Healing
Coming Home Candle		150.000 - 550.000	0.13%	12,14%	0.02%	Creativity, Relaxing
Datelights Candle		17.000 - 650.000	0.33%	Not Yet	0.07%	Enthusiastic, Relaxing
Iris Nguyen - Perfumery House		2.500 - 2.000.000	0.025%	0.5%	0.5%	The scent has healing and relaxing properties
Cọ Bay Art		39.000 - 420.000	0.85%	1,6%	0.9%	Creative, Relaxing
Gốm Sài Gòn	Pottery making, Ceramic	250.000 - 500.000	2%	450%	7%	Creativity, Patience

<b>Hiên Concept</b>	making	450.000	5,4%	17,31%	6%	Experience, Relax
<b>ART/COLOUR</b>						
<b>Tòong Teng Studio</b>	Ceramic, Mosaic		0.03%	24%	Not Yet	Joyful, Creativity
<b>Trạm Sáng Tạo Moon - Diy &amp; Workshop</b>	Ceramic Wool embroidery Tote bag drawing Painting and decorating potted plants	80.000 - 350.000	0.11%	3,22%	Not Yet	Patience, Relaxing, Interesting
<b>Kirakira Workshop</b>	Tote's Decoration	330.000 - 27.000.000	0.7%	Not Yet	7,68%	Journey, gain experience

<b>Quynh Workshop</b>	Nailbox Pour high-quality essential oil candles Draw Clay Resin Fabric, thread, wool Make beaded bracelets Organic lip balm Mosaic mosaic art Wooden frame with dried flowers	300.000	0,43%	0,17%	0,45%	Personal, meaningful, creativity
<b>The Greenery Art - Workshop Space &amp; Gifts</b>	Scented candles Oil Baking Sand picture Soap	350.000 - 550.000	0,19%	9,5%	0,24%	Personal, creativity
<b>Tiệm Lưu Giữ Ký Ức</b>	Suncatcher Resin Fairy Dome Memory frame Journal	290.000 - 550.000	0,14%	0,16%	8,5%	Commemorative, relaxing, healing
<b>Tipsy Art</b>	Drawing, painting - acrylics	440.000	0,02%	7,82%	3,22%	Creativity, Actively, Colorful

Figure 5: Table of Competitor Review

After listing and comparing Tiem Nua Thuoc's indirect competitors, the following conclusions can be drawn:

- The main social platform is Instagram. Because these days, Facebook is squeezing interaction quite heavily on information pages, leading to indirect competitors' fan pages lacking interaction, so they use Instagram to attract more viewers. Time Nua Thuoc is no exception.
- Compared to the price, Tiem Nua Thuoc is still in a common ground in terms of prices for all types of workshops on the market.
- Tiem Nua Thuoc's strength is its novel ingredients. Since then, it has also become a weak point for Tiem Nua Thuoc because there is too little information about that material.

## 2.3. BRAND INVENTORY:

### 2.3.1.Brand Element:

- **Brand name:** Tiem Nua Thuoc
- **Mission:** Create a feeling of comfort and breathe the owner's personality into each item they have created.
- **Brand Guideline:** Tiem Nua Thuoc always aims at the value of personalization and creativity with its characteristics.
- **Logo:** In Vietnamese, "phân nửa" or "nửa" means 1/2 in math. The shop took that 1/2 symbol to represent the brand name Tiem Nua Thuoc, as well as saying that although the shop is small in terms of space, it cannot limit the creativity inside each person.



*Figure 6: Screenshot of Tiem Nua Thuoc's logo*

### 2.3.2. Product:

- **The Process:** Applied Digital Fabrication technology (CAD to CNC/Laser/3D Printing) on many different materials (Wood), Resin, Brass, Cement, and mostly Jesmonite)
- **The Product:**

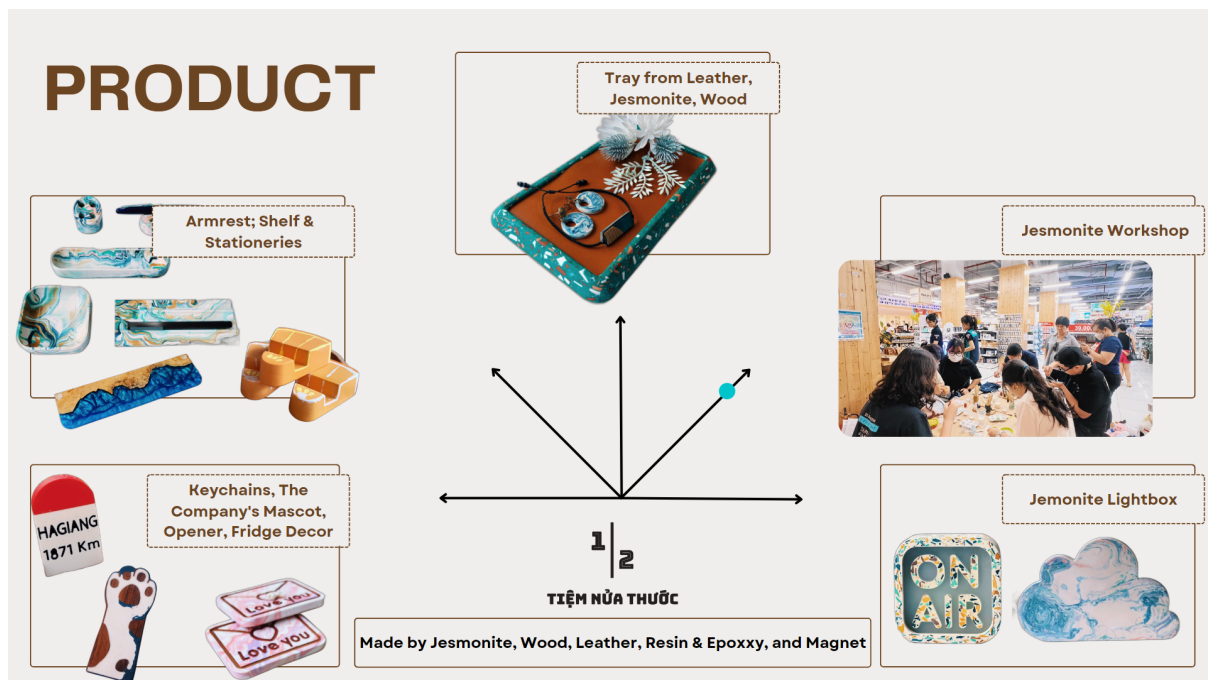


Figure 7: Picture of Product in Tiem Nua Thuoc made by Jesmonite, Wood, Leather, Resin & Epoxy and Magnet

### 2.3.3. Pricing:

Type	Name	Material	Price
<b>Product</b>			
<b>Tray</b>	EDC	Jesmonite & Leather	450,000
	The Zoo	Jesmonite	200,000
	Landscape Textures	Jesmonite	380,000
	Terrazzo	Jesmonite & Wood Frame	290,000

	Doodle Jewelry Tray	Jesmonite	250,000
	Coasters	Jesmonite	120,000
<b>Plant Jar</b>	Test Tube Square Shape	Jesmonite & Glass	420,000
	Test Tube Triangle Shape	Jesmonite & Glass	365,000
<b>Magnet</b>	Keychains	Jesmonite, Magnet	95,000
	The Company's Mascot	Jesmonite, Magnet & Wood	180,000
	Terrazzo Droplets Opener	Jesmonite, Magnet & Wood	170,000
	Love Letter Fridge Decor	Jesmonite & Magnet	150,000
<b>Decor Plate</b>	Frankincense Plate	Jesmonite	180,000
	Plate & Ring Top	Jesmonite	199,000
<b>Key Holder</b>	Jesmonite Key Holder	Jesmonite	290,000
<b>Monitor Stand</b>	Monitor Stand	Resin & Wood	1,200,000
<b>Armrest</b>	Armrest	Resin/Epoxy	990,000
<b>Cutting Board</b>	Walnut	Wood & Jesmonite	700,000
<b>Jesmonite Lightbox</b>	Square	Jesmonite & Magnet	750,000
	Mini Oval	Jesmonite & Magnet	650,000
	Rectangle	Jesmonite, Magnet & Wood	950,000
	Walllamp	Jesmonite & Wood	499,000
<b>Workshop</b>			
<b>Tray</b>	Jewelry Tray	Jesmonite	420,000
<b>Coaster</b>	Coaster Making	Jesmonite	399,000



<b>Jar</b>	Terrazzo Jar	Jesmonite	399,000
<b>Lightbox</b>	Rectangle	Jesmonite & Magnet	950.000

*Figure 8: Table of Tiem Nua Thuoc's products pricing*

#### **2.3.4. Distribution:**

Address: Floor 1, No. 159, Hoang Dieu Street, Ward 09, District 04, City. Ho Chi Minh.

However, Tiem Nua Thuoc is more inclined to operate online because its space is limited (only half a square meter). They often attract audiences and consumers to the shop through social networking platforms. Especially Instagram - where they mainly sell workshops and retail products.

Tiem Nua Thuoc is also available on the Shopee e-commerce platform to sell Jesmonite material. Currently, they cannot expand and expect to have visitors. But the amount they sell is relatively tiny and insignificant.

#### **2.3.5. Brand Communication:**

- **Owned Media:**

Use Meta Business Suit to monitor the effectiveness of two communication channels, Instagram and Facebook. Thereby, it is possible to evaluate the relationship with customers and create the necessary needs of customers. This will be the foundation to stimulate customers' curiosity to experience more services.

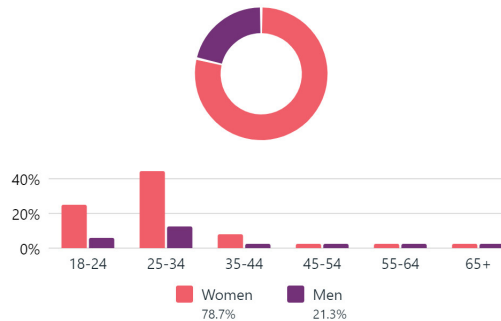
In addition, if customers cannot access information or do not know much about the brand, we will have suggestions through Earned Media.

- ❖ **Facebook:**

Facebook Page followers ⓘ

2,502

Age & gender ⓘ



Page and profile visits

Facebook Page visits ⓘ

2,355 ↑ 23.1%

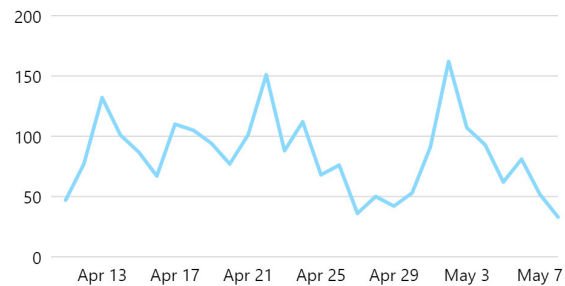


Figure 9: Data are given by Founder of Tiem Nua Thuoc: Facebook Page followers, Page and Profile visits (Tiem Nua Thuoc,2023)

- Page followers: **2.5K**
- Pages like: **2.2K**
- The highest age group: **25- 34**
- Percentage of sex: Woman: **78.7%**; Men: **21.3%**
- Proportion of page visitors each month: increase by **23.1%**

Business comparison

Businesses to watch

Compare your performance against businesses in the **Personal Goods & General Merchandise Stores** category

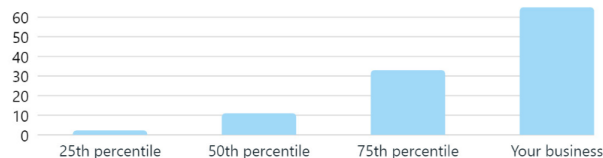
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

65

Higher than others

How often your business published versus others in this category



Reach

Facebook Page reach ⓘ

2,609 ↑ 93.1%



Facebook Page followers ⓘ

2.5K

Similar to others

Typically: 2.1K

New Facebook Page followers ⓘ

61

Similar to others

Typically: 27

Content interactions ⓘ

156

Similar to others

Typically: 240

Figure 10: Data given by Founder of Tiem Nua Thuoc: Page followers with age & gender, page visit, page reach, and public content. (Tiem Nua Thuoc,2023)

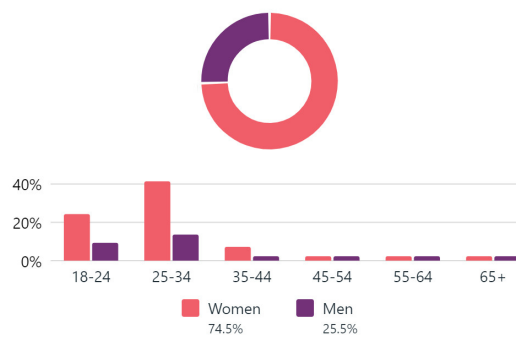
- Number of new page followers: **61**
- Proportion of reach each month: **increase 93.1%**
- Content interaction: **156**

❖ **Instagram:**

Instagram followers ⓘ

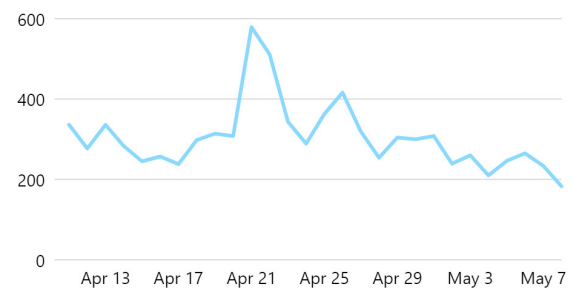
13,764

Age & gender ⓘ



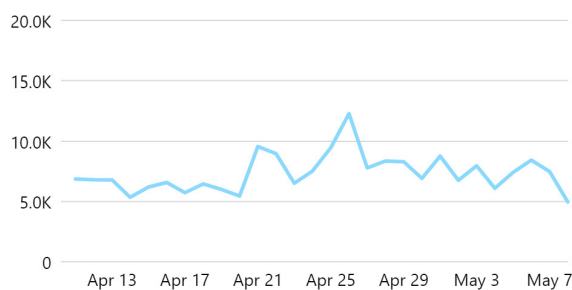
Instagram profile visits ⓘ

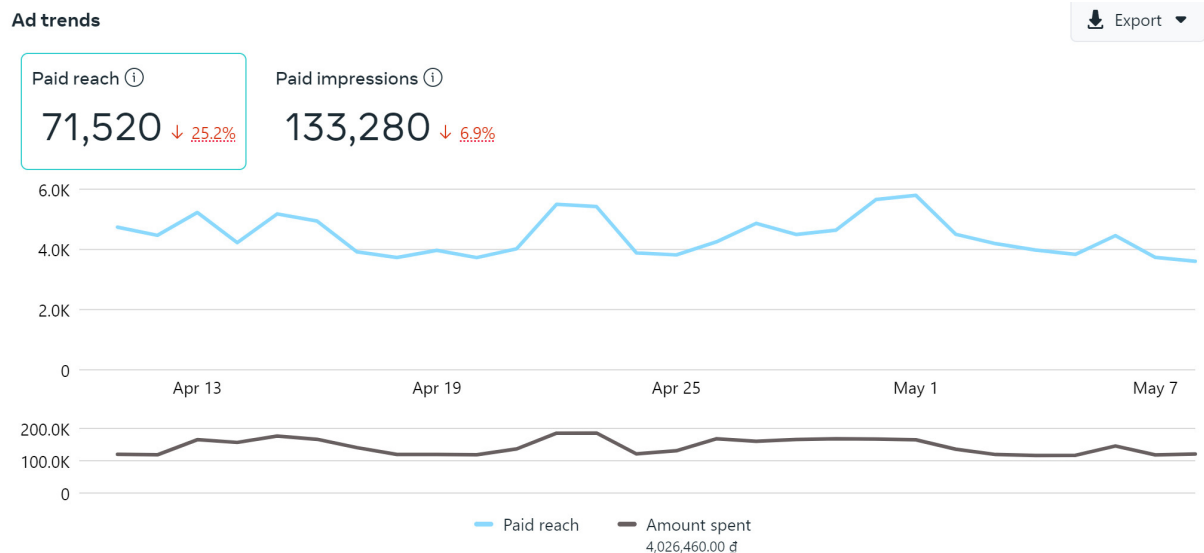
8,516 ↓ 6.7%



Instagram reach ⓘ

90,477 ↓ 15.3%





*Figure 11: Data given by Founder of Tiem Nua Thuoc: Instagram followers, Instagram profile visits and Instagram reach (Tiem Nua Thuoc, 2023)*

- The highest age group: **25- 34**
- Percentage of sex: **Woman: 74.5%; Men: 25.5.3%**
- Instagram profile visit: **decrease 6.7%**
- Proportion of page paid reach: **decrease 25.2%**

According to data analysis on social platforms, Tiem Nua Thuoc attracts more women than men. On the other hand, Facebook page reach has increased recently because Tiem Nua Thuoc's Media team has pushed it to Facebook's Reels. In contrast, because Tiem's content is no longer attractive to young people, the Instagram platform has decreased significantly, specifically by 15.3%. Based on these statistics, the team will set a KPI after the communication campaign for Tiem Nua Thuoc within two months.

#### ❖ Website:

Tiem Nua Thuoc still has its website. In the website content, they often update product information and knowledge not disseminated on Vietnamese websites. Besides, the website still has classic colourss, relaxing but still no less rustic. This only partially shows the feeling that Tiem Nua Thuoc brings to customers, which is comforting but does not yet clearly show personality and taste.

In addition, the website is not invested in synchronous colourss and fonts. Moreover, the frequency of posting on the website is relatively sparse.

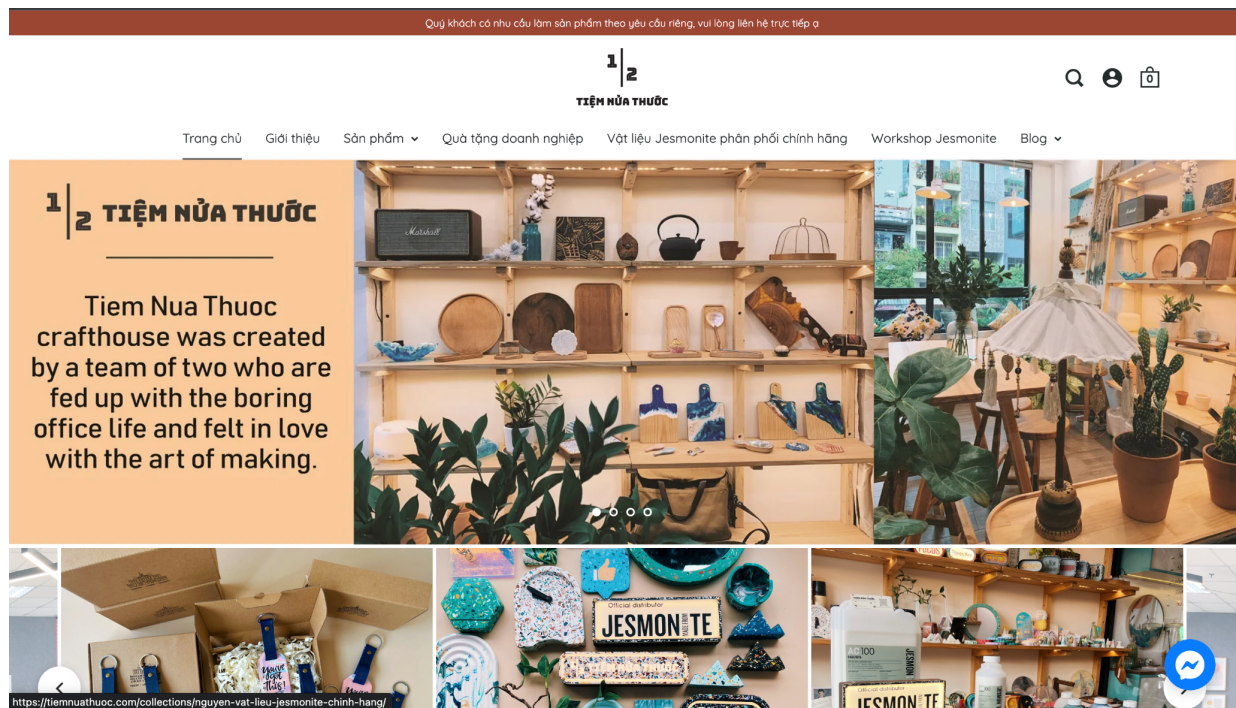


Figure 12: Screenshot of the Main page website of Tiem Nua Thuoc's website

### ● Earned Media:

Tiem Nua Thuoc has had many videos tagging their names in Tik Tok accounts. They often negotiate with customers, mainly influencers, about whether the shop will be free for them to have content, just tag the shop's name or introduce it in the video review. Thanks to this approach, Tiem Nua Thuoc did not have to spend too much money on influencers. However, they still have to spend money on materials.

Anh/chị biết đến các workshop thủ công qua kênh nào

277 responses

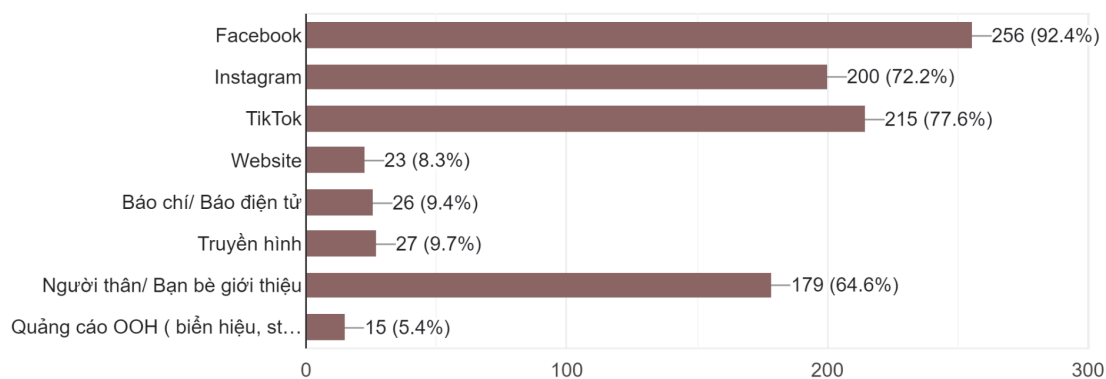


Figure 13: Derived data from Survey (2023)

Most customers know about handicraft workshops in general, and they know about Tiem Nua Thuoc workshops in particular. They often approach or learn about main channels such as Facebook (92.4%), Instagram (72.2%) and Tik Tok. Tok (77.6%). This means promoting on social networking platforms will reach them faster and more effectively.

## 2.4. BRAND EXPLORATORY:

### 2.4.1. Consumer Knowledge:

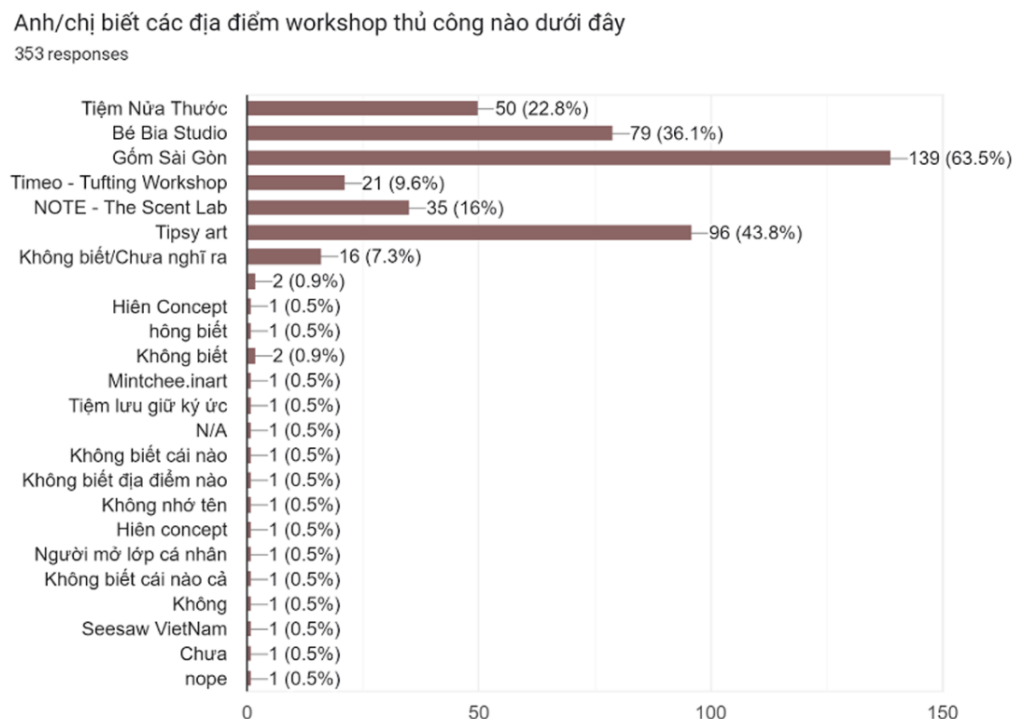


Figure 14: Derived data from Survey (2023)

=> There are **10** individual who do not know any place making handmade workshop, and **6** respondent who chose other places.

Count of Bạn đã từng tham gia/ trải nghiệm sản phẩm hay workshop của Tiệm Nửa Thước chưa?

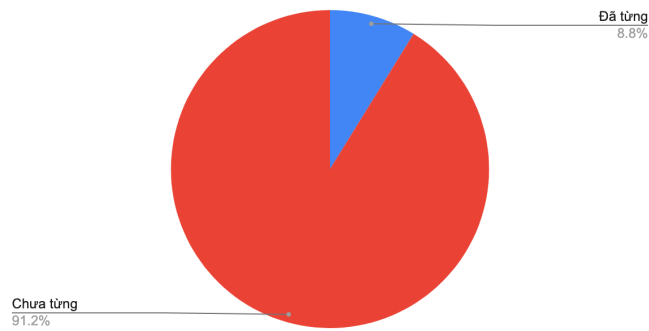


Figure 15: Derived data from Survey (2023)

It can be seen that Tiệm Nua Thuoc is still considered to have a certain brand awareness.

Bạn biết đến Tiệm Nửa Thước qua đâu?

353 responses

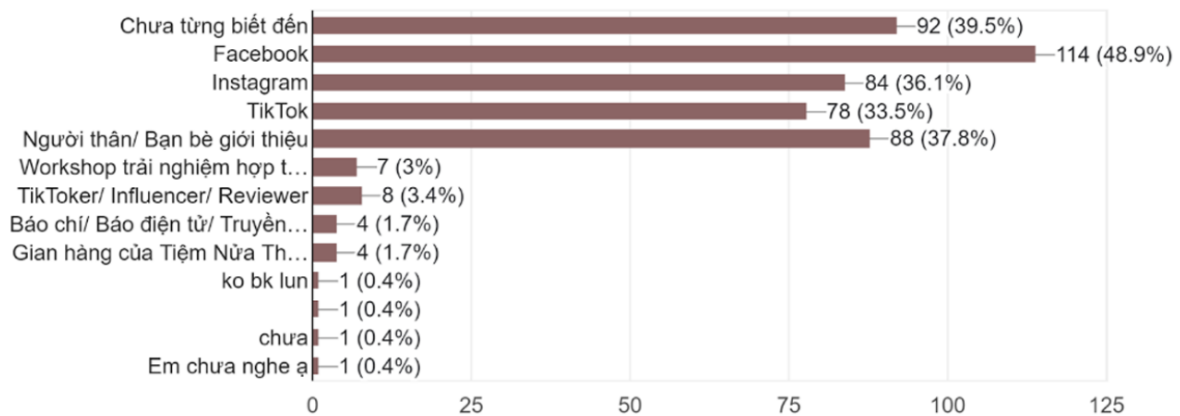


Figure 16: Derived data from Survey (2023)

Chọn 3 từ khóa mà bạn cho rằng là phù hợp với Tiệm Nửa Thước nhất

353 responses

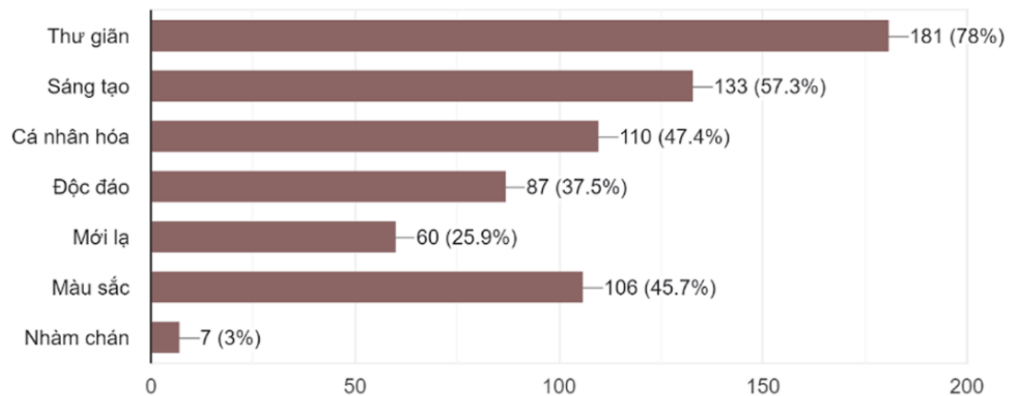


Figure 17: Derived data from Survey (2023)

## 2.4.2. Brand Resonance Pyramid:

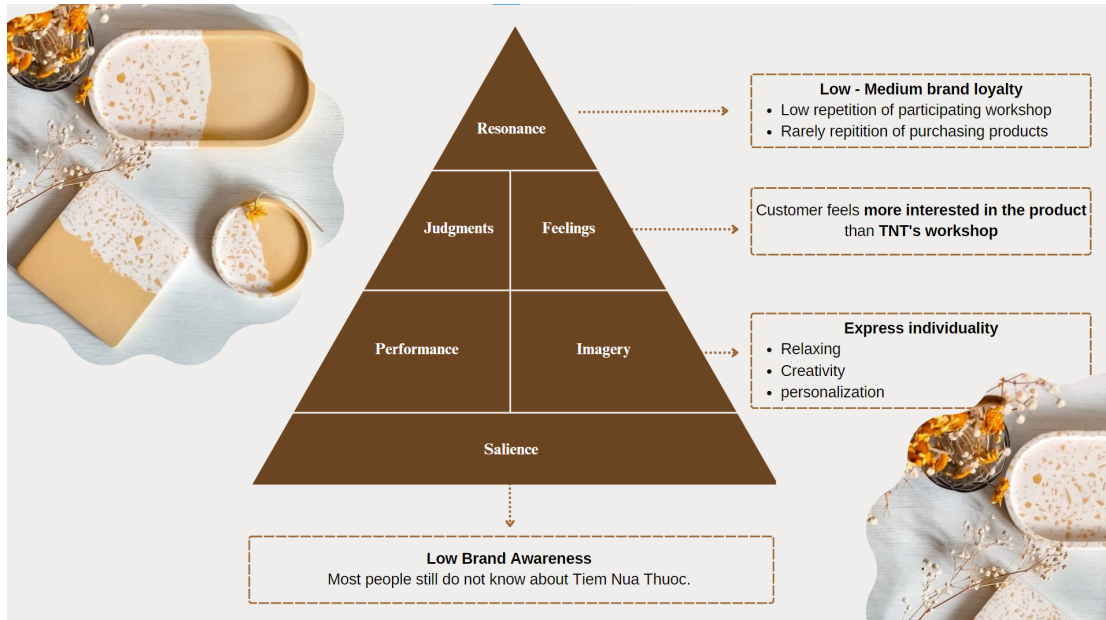


Figure 18: Brand Resonance Pyramid Model (Keller, 2003)

### a. Brand Salience:

According to the survey results, Tiem Nua Thuoc has the lowest level of brand awareness: prompt to remember (Prompt). When it comes to handicraft workshops, they usually think of workshops on making scented candles (79.8%) or making pottery (79.4%) and mold-making workshops only (13.7%). Moreover, when asked about identifying workshop locations, only about 19% of the respondents knew about Tiem Nua Thuoc.

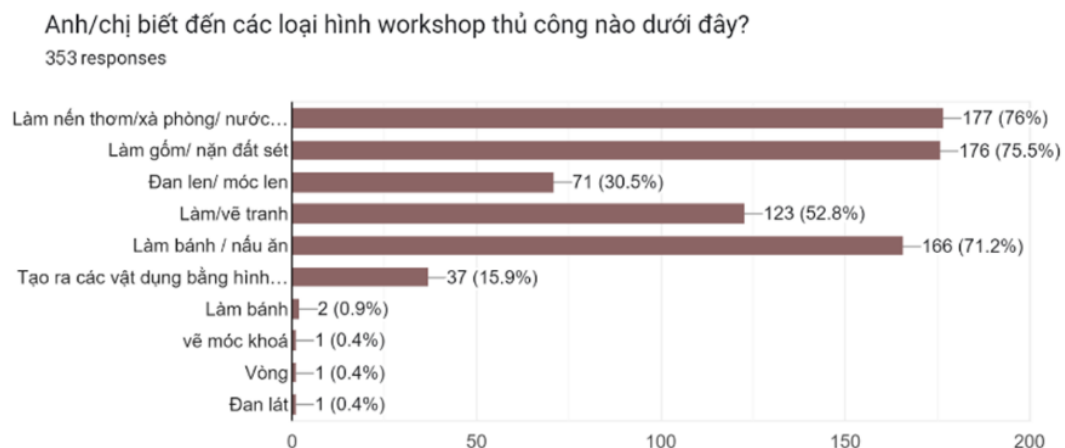




Figure 19: Derived data from Survey (2023)

**b. Brand Performance:**

As for the expectations of the survey participants, Tiem Nua Thuoc can meet factors such as making products with their colourss, being relaxed and experiencing.



Figure 16: Derived data from Survey (2023)

**c. Brand Imagery & Feeling:**

Survey participants said that they expect craft workshops in general and Tiem Nua Thuoc, in particular, to bring them new models of workshops (70.3%). Besides, they also want to enjoy the workshop with beautiful space and positive energy (73.7%). Finally, 63.4% of survey respondents wanted to experience a new field to broaden their understanding and knowledge. In addition, when asked about the image of Tiem Nua Thuoc after they had researched, the survey participants rated the factors associated with relaxation (78.9%), creativity (55.1%) and personalization (51.4%). This has shown that Tiem Nua Thuoc has gone in the right direction that they have been developing.

Chọn 3 từ khóa mà bạn cho rằng là phù hợp với Tiệm Nửa Thuốc nhất  
353 responses

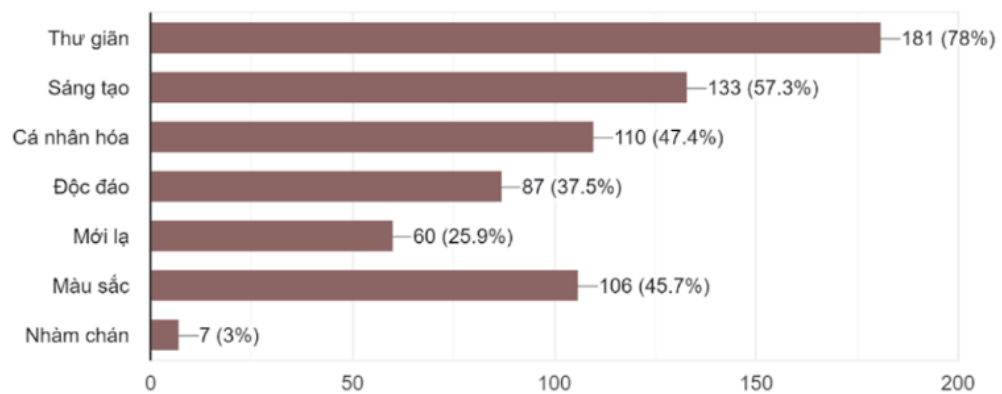


Figure 19: Derived data from Survey (2023)

Trước khi trải nghiệm workshop, anh/chị lựa chọn vì điều gì?  
353 responses

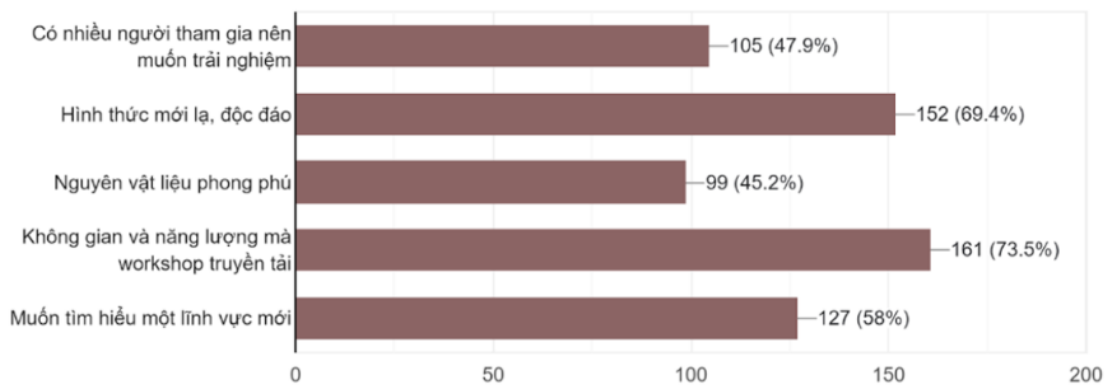
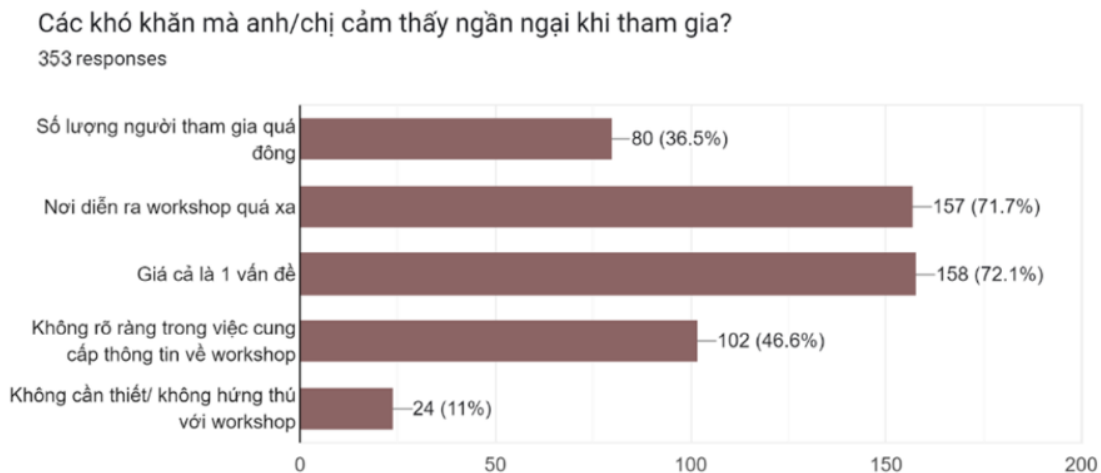


Figure 20: Derived data from Survey (2023)

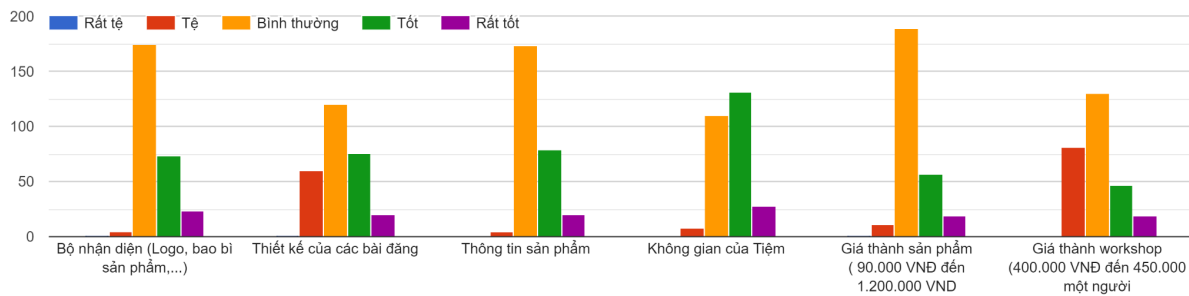
#### d. Brand Judgement:

Based on the factors that prevent customers from choosing to come to the workshop and the subjective factors that customers evaluate after learning about Tiệm Nua Thuoc. The price factor often hinders purchasing decisions and participation in the Tiệm Nua Thuoc workshop.



*Figure 21: Derived data from Survey (2023)*

Bạn đánh giá Tiệm Nửa Thuốc qua các tiêu chí sau đây

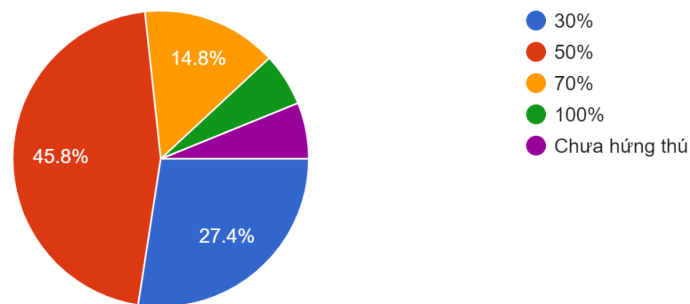


*Figure 22: Derived data from Survey (2023)*

### e. Brand Resonance:

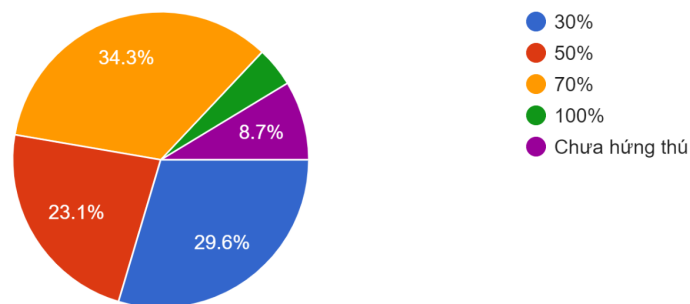
After the survey, Tiem Nua Thuoc had 64 survey participants with a 50% chance of wanting to buy the product. Besides, the people who are 70% likely to buy are 95 out of 233 people surveyed. However, after viewing Tiem Nua Thuoc's information on the social platform, there were 127 respondents, with 50% considering registering for the workshop and 17.6% of people, with 70% deciding to attend the workshop.

Khả năng bạn sẽ đăng kí workshop tại Tiệm Nửa Thước sau khi làm khảo sát này  
277 responses



*Figure 23: Derived data from Survey (2023)*

Khả năng bạn sẽ mua sản phẩm của Tiệm Nửa Thước sau khi làm khảo sát này  
277 responses



*Figure 24: Derived data from Survey (2023)*

## Conclusion:

- Based on the results of the survey, Tiem Nua Thuoc needs to invest more in images, brand identities as well as videos and products in a more specific space.
- Besides, let more and more audiences know about Tiem Nua Thuoc through short videos on Tik Tok. That shows that it is necessary to develop more information about Tiem Nua Thuoc so that more people know and understand more about Tiem Nua Thuoc.

## 2.5. SWOT:

<b>Strength:</b>	<b>Weakness:</b>
<ul style="list-style-type: none"><li>- The first and only brand to hold a workshop on Jesmonite in Ho Chi Minh City.</li><li>- New workshop format compared to the common workshop in the market</li><li>- Customers are free to create according to their personal preferences.</li></ul>	<ul style="list-style-type: none"><li>- The location is in District 4, not close to the central districts like other competitors, limited in production locations for workshops due to small space and located on another store.</li><li>- Brand awareness is not high compared to workshops. Many people in the target audience will not know the brand yet.</li><li>- The methods of making content are boring and have not reached the target audience from 22 to 26.</li></ul>
<b>Opportunities:</b>	<b>Threats:</b>
<ul style="list-style-type: none"><li>- The entertainment needs of young people to relieve stress are more and more diverse</li><li>- The trend of personalization is increasingly supported by young people. They look for activities to express their individual style</li><li>- Income is increasing, so young people are more comfortable paying for entertainment activities.</li></ul>	<ul style="list-style-type: none"><li>- Competition comes from other handicraft workshops</li><li>- Inflation is increasing, and young people will have to be more careful when spending money on entertainment services.</li></ul>

*Figure 25: SWOT Analysis*

## 2.6. KEY CONCLUSION:

### 2.6.1. Communication Challenge:

- Brand awareness is still low compared to other handicraft workshops.
- There is no specific communication plan that stands out to reach the targeted audience.

### 2.6.2. Communication Opportunity:

- With the need to relieve stress as well as create handmade items, the field of handicraft workshops is becoming attractive for young people to learn.
- The development of the TikTok platform: the psychology of information recipients wants information to be transmitted quickly and concisely.

## 3. COMMUNICATION OBJECTIVES AND KPIs

### 3.1. COMMUNICATION OBJECTIVES:

#### **Raise brand awareness:**

- Increase brand awareness of Tiem Nua Thuoc to target audience from 22-27.
- Increase the target audience's interest in Tiem Nua Thuoc-provided workshops and personalized handicrafts of Tiem Nua Thuoc.
- Follow the interaction and consider coming to the workshop/product when there is a need to relieve stress and increase creativity through handicraft activities
- Increase the number of registrations for the workshops after the campaign.

### 3.2. KPIS:

#### **Social channels:**

##### **Facebook:**

- Engagement: **Increase 100%**
- Likes and Followers on Facebook Page increase: **Increase 20%**
- 

##### **Tiktok:**

- Engagement: **Increase 100%**

- Views: **Increase 70% views/ clip**
- Followers: **Increase 50%**

**Event:** Number of people actually participating in the workshop: **80 - 85%**/workshop from previous registrations

## **4. TARGET AUDIENCE**

### **4.1. TARGET AUDIENCES IDENTIFICATION:**

#### **4.1.2. Demographic:**

- Age: 22 - 27
- Mostly is female
- Living in HCM City, Vietnam.

#### **4.1.3. Interest and Behavior:**

- They want to release stress after a long hard-working day.
- They love creativity and handicrafts or art activities for stress release.
- Looking for a handicraft workshop in HCM city.

#### **4.1.4. Media behaviour:**

- Facebook or Tiktok is their most used social media platform for news, events and trend updates.

### **4.2. TARGET AUDIENCES TRUTH:**

- **Gen Z tends to care about mental health and wants to experience new things.**
- **Gen Z does not mind spending money on experiences.**

## Gen Z mạnh tay chi tiền cho các trải nghiệm chữa lành

🕒 18:56, 14/09/2022

Chia sẻ Chia sẻ

(CLO) Vẽ tranh, làm nến, tham gia các lớp thiền, thậm chí là gọi đầu dưỡng sinh và các liệu trình điều trị chuyên sâu vùng đầu và xương khớp, giới trẻ chi tiền vào các dịch vụ chữa lành để giải tỏa áp lực.

### “Mua giấc ngủ” từ những trải nghiệm chữa lành

Là sinh viên năm cuối một trường kinh tế có tiếng tại Hà Nội, Ngô Phương Anh (21 tuổi, Hà Nội) thường xuyên bị lo âu và mất ngủ sau thời gian quay trở lại trường học tham gia vào đợt thực tập và chuẩn bị làm khóa luận tốt nghiệp.

Cố gắng cải thiện tình trạng mất ngủ, ngủ không sâu giấc từ gần 3 tháng qua, Phương Anh đã bỏ ra 2,4 triệu đồng để đăng ký khóa học yoga cho ba tháng. Ngoài việc tham gia lớp yoga, mỗi dịp cuối tuần chị lại cùng bạn bè tham gia các buổi trải nghiệm làm nến thơm, vẽ tranh, thiền thừa để thư giãn, chi phí chị bỏ ra cho mỗi buổi giao động từ 300 ngàn cho đến 700 ngàn đồng.

Figure 26: Screenshot from Cong Luan (<https://www.congluan.vn/>, 2023)

KINH DOANH

## Chán hàng ngoại, dân Hà thành sẵn lòng kẹo "handmade" nửa triệu đồng/kg

An Chi • Thứ sáu, 15/01/2021 - 14:00

Figure 28: Screenshot from Dan Tri (<https://dantri.com.vn/>, 2023)



GIÁO DỤC &gt; TUYỂN SINH

## Đại học đa trải nghiệm, khuyến khích thể hiện cá tính bản thân hút giới trẻ

**D** Trường Thịnh • Thứ hai, 13/02/2023 - 07:13

00:00/03:29 "U" Nam miền Bắc ▾



(Dân trí) - Không đếm tháng năm đi học trong 4 bức tường, không đo thành công bằng điểm số, Gen Z mong muốn học tập trong một môi trường giàu trải nghiệm, khuyến khích phát huy bản lĩnh, thể hiện cá tính bản thân, sáng tạo và hướng về xã hội.

Figure 26: Screenshot from Dan Tri (2023)



# Thi lớp 10

[Podcast](#) | [Tin nóng](#) | [Tin tức 24h](#) | [P](#)[Chính trị](#) [Thời sự](#) [Kinh doanh](#) [Thể thao](#) [Giải trí](#) [Thế giới](#) [Đời sống](#) [Giáo dục](#) [Sức khỏe](#) [Thông tin và Truyền thông](#) [Pháp](#)

ĐỜI SỐNG

28/01/2023 15:00 (GMT+07:00)

## Xu hướng nổi bật khiến cuộc sống Gen Z sôi động hơn trong năm 2023



**Hoàng Dung**  
Nhà báo

[→ Xem các bài viết của tác giả](#)Theo dõi VietNamNet trên [Google News](#)

## Quan tâm đến sức khỏe tinh thần

Không thể phủ nhận rằng tất cả những gì đang xảy ra xung quanh đều có ảnh hưởng trực tiếp đến sức khỏe tinh thần. Từ tin tức về các vụ tấn công tình dục, biến đổi khí hậu, cho đến các vụ xả súng hàng loạt... mọi thứ đang trở nên quá tải đối với nhiều người trẻ.

Nhiều Gen Z phàn nàn về các vấn đề sức khỏe tinh thần. Họ coi đây là nhân tố chính gây ảnh hưởng đến chất lượng sống, hiệu quả công việc, đồng thời phản ánh sức khỏe thể chất.

Thời gian bị cô lập kéo dài trong đại dịch và việc sử dụng thiết bị điện tử quá mức cũng đã gây ra nhiều hậu quả. Do vậy, trong năm tới, Gen Z sẽ hướng tới những trải nghiệm trực tiếp, các hoạt động kết nối cộng đồng.

Figure 26: Screenshot from Vietnamnet (2023)

- **GenZ young people always want to express and affirm their personal identity.**

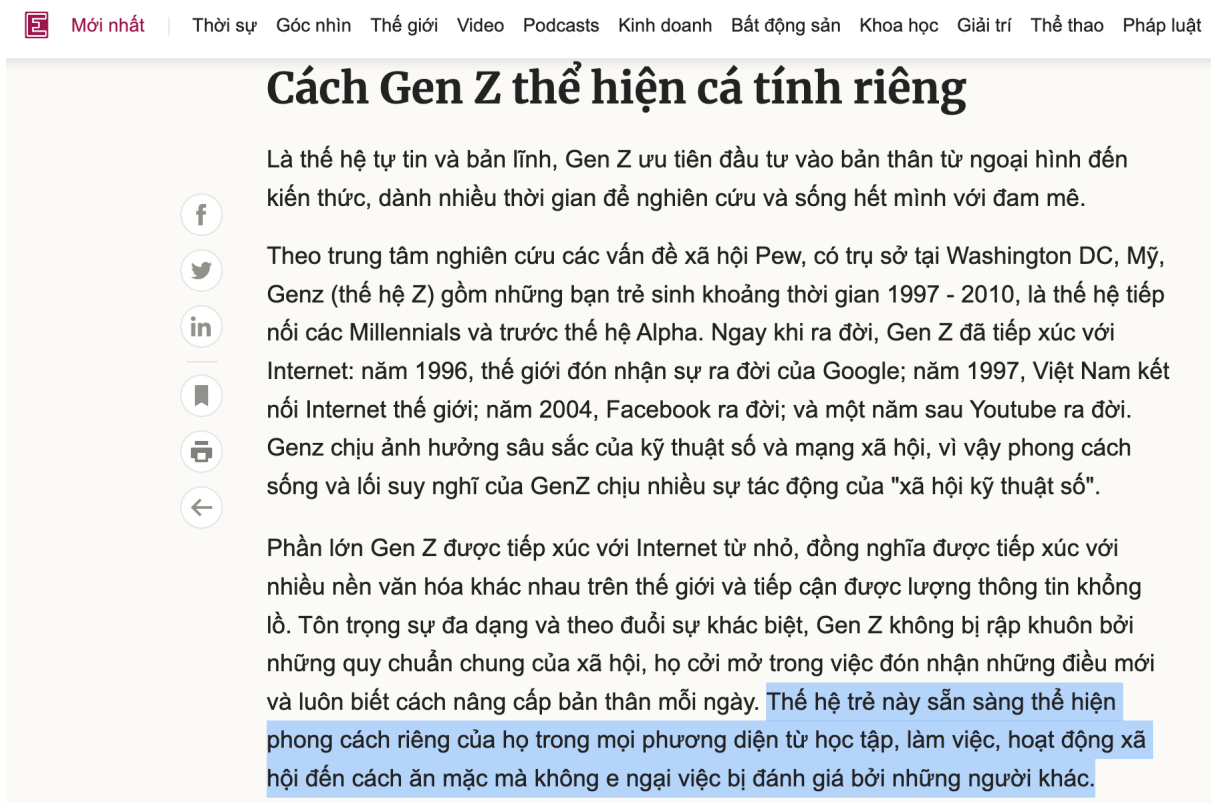


Figure 27: Screenshot from vnexpress.net (vnexpress.net, 2022)

- **Young people these days tend to look to creative forms of handicrafts for entertainment and relaxation:**

## Quán cà phê kết hợp hoạt động trải nghiệm nở rộ, thu hút giới trẻ

Tuổi trẻ học và làm theo Bác - 25/02/2023 20:48 Khánh An

Thích 0 Chia sẻ Chia sẻ Tweet

TTTĐ - Thời gian trở lại đây, những quán cà phê kết hợp với các hoạt động trải nghiệm, workshop trở nên hút khách, đặc biệt là giới trẻ. Thay vì lặn lội đi tìm các hoạt động giải trí quen thuộc như dạo phố, xem phim...nhiều bạn trẻ lựa chọn làm mới ngày cuối tuần của mình với những workshop đầy thú vị, mới mẻ.

Figure 28: Screenshot from Tuoi Tre (<https://tuoitre.vn/ha-noi.html>, 2023)



## "Tự tay làm hết" - thú vui thư giãn tinh thần độc đáo của giới trẻ hiện nay

04-10-2022 - 14:42 PM

(Tổ Quốc) - Đã chán đi cà phê nói chuyện phiếm hay xem phim trong rạp, ngày nay giới trẻ đã tìm cho mình được thú vui mới "xịn sò" hơn.

Các bạn trẻ hiện nay đã không còn gì xa lạ với các workshop thủ công, đặc biệt là workshop tự tay làm cho mình những đồ vật hữu dụng. Sau những giờ làm việc mệt mỏi, thay vì chỉ giải trí xoay quanh chiếc điện thoại hay laptop, sao bạn không hoà cùng không khí ti mẩn làm một món đồ thú vị, xung quanh là một bài nhạc du dương để mọi người có thể cùng nhau xua tan đi phiền muộn. Tự tay làm ra một món đồ thủ công bản thân yêu thích, thật ý nghĩa và thích thú đúng không nào?

Figure 28: Screenshot from To Quoc (<https://ttvn.toquoc.vn/>, 2022)

NHỊP SỐNG TRẺ &gt; CỘNG ĐỒNG MẠNG

## Giới trẻ giải tỏa căng thẳng, hện hò với trải nghiệm "bắn thả len"

**D** Mỹ Hạnh • Thứ sáu, 17/03/2023 - 05:39

Figure 28: Screenshot from Dan Tri (<https://dantri.com.vn/>, 2023)

Gen Z (39%) loves a range of recreational activities in the city core, although millennials (49%) are more interested in nature experiences. A third of them are drawn to creative entertainment pursuits like attending workshops, going to museums, or engaging in artistic endeavors. Klook reports that compared to the final quarter of 2022, orders for these leisure activities had climbed significantly by 30% in 2023.

- Young people prefer handmade items instead of buying mass-produced ones.

**Quảng Ninh ĐIỆN TỬ**  
CƠ QUAN ĐẢNG BỘ ĐẢNG CỘNG SẢN VIỆT NAM TIẾNG NÓI CỦA ĐẢNG BỘ, CHÍNH QUYỀN, NHÂN DÂN TỈNH QUẢNG NINH

KỶ NIỆM 60 năm NGÀY THÀNH LẬP (30/10/1955)

CHÍNH TRỊ KINH TẾ XÃ HỘI PHÁP LUẬT THỂ THAO DU LỊCH VĂN HOÁ QUỐC TẾ ĐỜI SỐNG KHOA HỌC - CÔNG NGHỆ

Đời sống

### Trải nghiệm nghệ thuật với workshop thủ công

Chủ nhật, 04/06/2023 | 14:37:38 [GMT +7]

Lưu In Like 0 Share Chia sẻ Email

Nếu bạn chưa biết cuối tuần làm gì để “đổi gió” sau những ngày học tập, làm việc căng thẳng và không lãng phí những giây phút thanh thoi quý giá thì đừng bỏ lỡ các hoạt động workshop thủ công sáng tạo. Với nhiều bạn trẻ, tham gia các workshop thủ công không đơn thuần là một buổi trải nghiệm thú vị, mà còn là cơ hội để thấu hiểu bản thân, vượt qua giới hạn, thử sức với những điều mới mẻ và kết nối với nhiều bạn trẻ có cùng đam mê.

Figure 28: Screenshot from Bao Quang Ninh (<https://baoquangninh.vn/>, 2023)



Figure 29: Screenshot from Bao Nhan Dan

From survey data and trends in some media news, it is possible to attract a group of customers who are interested in handmade workshops at this age (22 - 27). Moreover, they are also a group of people who want to express their distinct personalities through each product they create. Young people want to join the workshop not only to relax but also to create and rediscover their creativity.

#### 4.3. CONSUMER TENSION:

According to customer truth, young people always want to express their individuality, since then they want to do all the things they can do by themselves. Through those items, they can express their own personality. Besides, they love new experiences and have a keen interest in art. Because maybe through that, they can find inspiration to express their personal identity in a creative way.

### 5. APPROACH

#### 5.1. STRATEGIC APPROACH:

A big difference between Tiem Nua Thuoc from other existing workshops in Ho Chi Minh City is that their customers will be free to mix their own desired colours without being limited by other objective factors. Using the Emotion Approach, focus on expressing positive emotions when playing with fuzzy textures, forgetting the pressures of life to focus on mixing the colours you want, creating the finished product. unique to each person.

The campaign will run from June 7th to August 4th, 2023. The branding campaign for Tiem Nua Thuoc will include the main activities: Social media campaign, video production series, iTVC and Events.

### **Social Media Campaign:**

- 30 posts introducing the brand on Facebook
- 30 Videos on TikTok
- Cross-share all posts on TNT's social platform ecosystem to optimize interaction with TA
- Run ads on two channels Facebook and TikTok

### **Media Production:**

- Video series on TikTok Tiem Nua Thuoc
- 1 iTVC: convey campaign's key message to target audience

**Event:** collaboration workshop with other handicraft workshop brand:

- **Candle House: Coming Home Candle:** is one of the prominent Korean candle making workshops in Ho Chi Minh. They have experience in organizing hundreds of workshops from 2020 until now, Coming Home Candle Studio will support Summer Your Way to create colourful playing experiences for workshop guests.



*Figure 24: Logo of Coming Home Candle*

## 5.2. TACTICS:

	Phase 1: Awareness	Phase 2: Engagement	Phase 3: Action
<b>Time</b>	7/6 - 28/6/2023	5/7 - 20/7/2023	21/7 - 4/8/2023
<b>Mission</b>	Attract attention, create awareness about the key message	Spread the brand's message, interact with the target audience team on many touch points	Amplify brand story through TVC story and live events
<b>Key Activities</b>	Social media posts and TikTok videos	iTVC about Tiem Nua Thuoc	Collaboration workshop
<b>Platform</b>	Tiem Nua Thuoc Instagram Group, KOLs/ Influencers	Tiem Nua Thuoc Instagram Group, KOLs/ Influencers	Tiem Nua Thuoc Instagram Group, Community fan pages, KOLs/ Influencers

*Figure 30: Table of Tactics*

## 6. CREATIVE IDEA

### 6.1. THE WAY IN:

#### **Inspiration:**

Inspired by the stages of product making at Tiem Nua Thuoc, from choosing molds, weighing and measuring the proportions of raw materials, they represent the frameworks and prejudices they are forced to follow to the creative step, mixing colours with new products separate proportions and express their personality, showing off colourful patches like how young people always want to assert their difference and express their own aesthetics. From there, Tiem Nua Thuoc can give them the opportunity to freely express their individuality as well as help them reconnect with their inner child through workshops.



## **6.2. BIG IDEA & CONCEPT:**

### **“CRAFT COLORS AS UNIQUE AS YOU”**

**Tagline: Be the artist of your own colourful world.**

**Rationale:** "Craft" is the nature of the products at Tiem Nua Thuoc, which are made entirely by hand. Besides, the colours mixing activity can tell the personality or difference of the participants because they can manually customize the colours ratios that only they like, which are the difference. It can be said that it is unique, and there is rarely any repeat. From here, it can be said that each person is a separate individual and has their own colours. No one can be like them, and they do not need to become anyone. Because they are unique.

#### **6.2.1. Rationale:**

"Craft" is the nature of the products at Tiem Nua Thuoc, which are made entirely by hand. Besides, the colours mixing activity can tell the personality or difference of the participants because they can manually customize the colours ratios that only they like, which are the difference. It can be said that it is unique, and there is rarely any repeat. From here, it can be said that each person is a separate individual and has their own colours. No one can be like them, and they do not need to become anyone because they are unique.

#### **6.2.2. Key Message:**

Towards the personalization of each product, Tiem Nua Thuoc wishes for customers to break the limits and prejudices surrounding them to do what they want freely. Why can you live in the way of others when you can become an artist, creating your own colourful world?

#### **6.2.3. Insight:**

It can be seen that the target audience is a group of customers with outstanding personalities who absolutely do not want to imitate anyone. Besides, they also have separate interests and show it through their daily activities. It is ultimately through artistic entertainment that they can get inspired and create a completely unique individual being.



## 7. CAMPAIGN FRAMEWORK

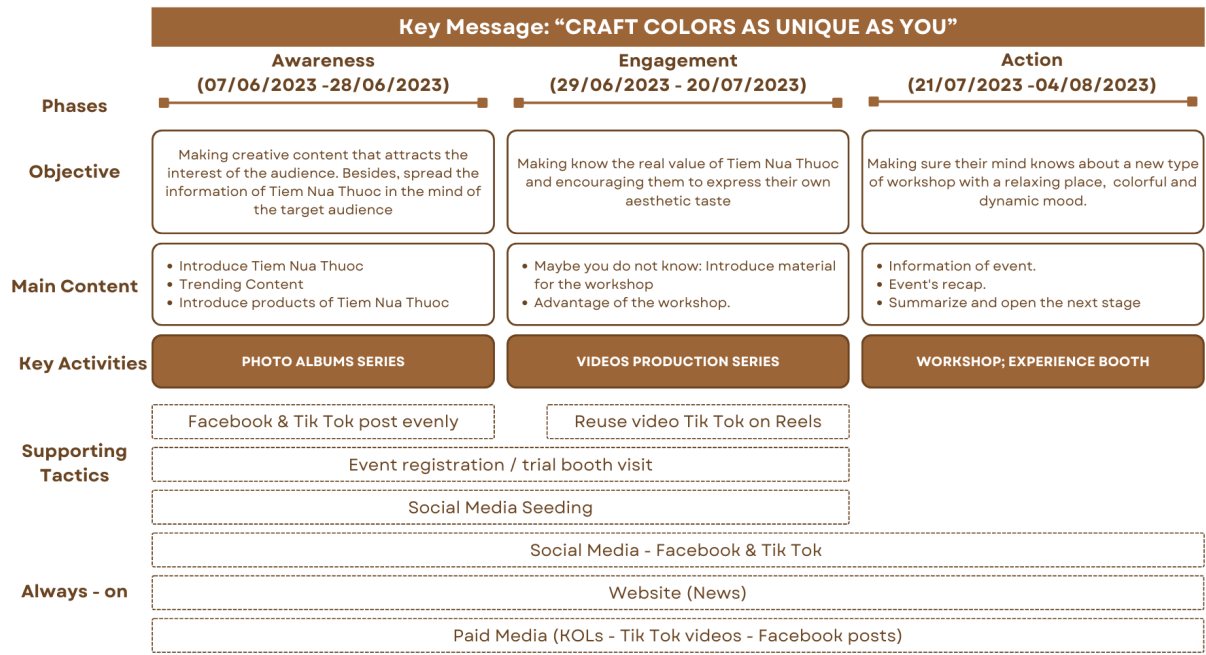


Figure 31: Campaign Framework

The stages have different goals that make up a fairly coherent flow. From the very beginning, the team wanted to create new, unique and attractive content for Tiem Nua Thuoc's "boring" information.

The next stage is the second after the customer knows precisely what Tiem Nua Thuoc trades in. At this point, in addition to improving brand awareness, the team will promote the main message. Besides, the team will alternate with the promotion of Tiem Nua Thuoc's workshop through short videos on Tik Tok, and they are reused on Reels.

In the transition to the final stage, the team will start promoting the upcoming event but still do not forget to emphasize the message until the event is over.

### 7.1 Trigger Phase:

The trigger phase is the stage to introduce Tiem Nua Thuoc's Jesmonite workshop together with USP as the shop is an unlimited creativity when customers can make their own handmade products.

### 7.2 Awareness Phase:

The awareness phase will help customers better understand the workshop atmosphere as well as the workshop space through a short introductory video.

### 7.3 Action Phase:

The action phase engages the audience with a workshop collab with the Coming Home Candle. The workshop helps customers feel not only relaxation but also creative freedom when they can make their own products with their own imprint.

## 8. EXECUTION

### 8.1. SOCIAL MEDIA:

#### 8.1.1. Content Pillar:

Content Pillar			
	Brand	Products	Entertaining/ Real time content
<b>Description</b>	<ul style="list-style-type: none"> <li>- What is the most practical description of what Tiem Nua Thuoc is, what activities are included and what products are available</li> </ul>	<ul style="list-style-type: none"> <li>- Introduce more types of relaxation activities.</li> <li>- Expand the playground for young people.</li> </ul>	<ul style="list-style-type: none"> <li>- Share your customers' workshop moments</li> </ul>
<b>Purpose</b>	<ul style="list-style-type: none"> <li>- Increase brand awareness for customer files.</li> <li>- Building Brand Awareness.</li> </ul>	<ul style="list-style-type: none"> <li>- Retain old customer files.</li> <li>- Increase engagement for social channels.</li> <li>- stimulate customer interest.</li> </ul>	<ul style="list-style-type: none"> <li>- Announcement of brand information.</li> <li>- Time Nua Thuoc products.</li> </ul>

Figure 32: Table of Content Pillar

#### 8.1.2. Content Calendar:

The current content calendar has been executed according to the content pillar. There are some minor changes to the posting date in several posts. However, the team still managed to

maintain the posting frequency - 2 to 3 posts per week to maintain the current activeness of the page.

CHANNEL	JULY						
	MON	TUE	WED	THU	FRI	SAT	SUN
	31					1	2
FACEBOOK							<a href="#">Những chiếc đèn Chill sắc màu</a>
TIKTOK							
	3	4	5	6	7	8	9
FACEBOOK				<a href="#">Chúng mình là ai?</a>			
TIKTOK		<a href="#">Chơi đùa cùng màu sắc tại TNT</a>					<a href="#">Những câu hỏi thường gặp tại workshop</a>
	10	11	12	13	14	15	16
FACEBOOK				<a href="#">Event "Summer Your Way" (ADS)</a>		<a href="#">Reels event</a>	
TIKTOK						<a href="#">Event "Summer your way"</a>	
	17	18	19	20	21	22	23
FACEBOOK	<a href="#">Follow up event 1</a> Event seeding		<a href="#">Follow up event 2</a> Event seeding			<a href="#">Countdown 24h</a> Event seeding	<a href="#">Video recap</a>
TIKTOK							
	24	25	26	27	28	29	30
FACEBOOK		<a href="#">Event recap (Photo album)</a>					
TIKTOK							

Figure 33: Table of Content Calendar

CHANNEL	AUGUST						
	MON	TUE	WED	THU	FRI	SAT	SUN

		1	2	3	4	5	6
FACEBOOK						Giới thiệu workshop (ADS)	Video (ADS)
TIKTOK							
	7	8	9	10	11	12	13
FACEBOOK		Chơi đùa cùng Jesmonite (educate về vật liệu)		TNT xuất hiện tại LOCO		Gian hàng Tiệm Nửa Thước tại LOCO	
TIKTOK			Lưu ý bảo quản sản phẩm tại nhà		Tips phối màu đẹp cực dễ cho người mù màu		
	14	15	16	17	18	19	20
FACEBOOK		Hai họa tiết thường gặp tại TNT		Không gian nhỏ sáng tạo to			
TIKTOK			Câu chuyện của khách workshop		Khách nhận được gì khi tham gia workshop tại TNT		
	21	22	23	24	25	26	27
FACEBOOK		Workshop tăng sức sáng tạo		Những lưu ý khi bảo quản jesmonite tại nhà		Năng chiều tại Tiệm Nửa Thước	
TIKTOK			Chuẩn bị gì khi đến workshop tại Tiệm Nửa Thước				
	28	29	30	31			
FACEBOOK		Móc khóa nhựa tái chế					
TIKTOK							

Figure 34: Table of Content Calendar

Regarding the posting time, the time usually fluctuates between 7 to 9 pm, this is suggested to be the right time for reaching out to the target audience according to the data obtained from Facebook Meta Business. The hashtags used in the content include 3 main hashtags related to the Tiem Nua Thuoc, which are #tiemnuaThuoc #halfametercrafthouse #half\_a\_meter\_crafthouse #jesmonitevietnam. The team also maintained posting frequency - around 3 to 5 posts a week to let Facebook's algorithm know that the page is active and will push Tiem Nua Thuoc's post to the target audience.

### 8.1.3 Facebook reels:

Since before the campaign, Tiem Nua Thuoc has been strong in producing reels on Instagram and sharing on Facebook via Meta, and these reels often have high views and higher engagement than articles. However, such continuous sharing makes customers unable to receive other promotional information. So when the campaign starts, the team will still keep this sharing reels of the business but will have to reduce the frequency and only share the reels related to the campaign.

### 8.1.4. Supporting Tactics:

- **Community seeding:**

In order to increase Tiem Nua Thuoc's reach and sign up for the "Summer Your Way" workshop, the team seeded event presentations into public and private Facebook groups. We mainly seed into community groups, in which the age of the target audience makes up the majority. And the target group is people who are interested in handicraft art, DIY and people who are interested and like to go to craft workshops in HCMC.

CATEGORY	NAME	NUMBER MEMBER	Check	LINK	LINK BÀI	NOTE
JESMONITE	Cộng đồng Jesmonite Vietnam	796	☑	<a href="https://www.facebook.com/groups/231062448481165">https://www.facebook.com/groups/231062448481165</a>	<a href="#">link</a>	
HANDMADE	Nghien Handmade (Đồ Thủ Công)	12.7k	☑	<a href="https://www.facebook.com/groups/149617832381113/">https://www.facebook.com/groups/149617832381113/</a>	<a href="#">link</a>	Từ chối
	Yêu Thủ Công - Love Crafts	9.4k	☑	<a href="https://www.facebook.com/groups/CrochetInspirationVN/">https://www.facebook.com/groups/CrochetInspirationVN/</a>	<a href="#">link</a>	Từ chối
	Nghien Đồ Thủ Công - Quynh Workshop Handmade & DIY	249	☐	<a href="https://www.facebook.com/groups/nghiendothuong/">https://www.facebook.com/groups/nghiendothuong/</a>	<a href="#">link</a>	Ngưng seeding vì đủ số lượng
	Nến Thơm - Hội yêu thích nến ( Love Candles )	117.1k	☐	<a href="https://www.facebook.com/groups/hoiyeuthichnenthom/">https://www.facebook.com/groups/hoiyeuthichnenthom/</a>	<a href="#">link</a>	
	NGHIEN NẾN THƠM & GÓC NGHỆ THUẬT	432.2k	☑	<a href="https://www.facebook.com/groups/270811734043972/">https://www.facebook.com/groups/270811734043972/</a>	<a href="#">link</a>	Từ chối
	Hội yêu thích Nến thơm - Candles	4.7k	☐	<a href="https://www.facebook.com/groups/386855799126112/">https://www.facebook.com/groups/386855799126112/</a>	<a href="#">link</a>	Ngưng seeding vì đủ số lượng
	Hội Nến Thơm Cao Cấp	1.7k	☐	<a href="https://www.facebook.com/groups/nenthomcaocap/">https://www.facebook.com/groups/nenthomcaocap/</a>	<a href="#">link</a>	
	NẾN THƠM XK và TẤT TẦN TẬT ĐỒ DECOR VẼ NẾN	1.8k	☐	<a href="https://www.facebook.com/groups/2137263179745588/">https://www.facebook.com/groups/2137263179745588/</a>	<a href="#">link</a>	
	Hội những người yêu thích nến thơm và Workshop Candle Handmade	11.6k	☑	<a href="https://www.facebook.com/groups/616825349192483/">https://www.facebook.com/groups/616825349192483/</a>	<a href="#">link</a>	Từ chối
WORKSHOP	WORKSHOP, có gì vui	2.5k	☑	<a href="https://www.facebook.com/groups/744764244037036/">https://www.facebook.com/groups/744764244037036/</a>	<a href="#">link</a>	đang chờ duyệt
	WORKSHOP & DIY IN SAIGON	20.2k	☑	<a href="https://www.facebook.com/groups/337776693232945">https://www.facebook.com/groups/337776693232945</a>	<a href="#">link</a>	
	DIY Saigon Workshop	3.6k	☑	<a href="https://www.facebook.com/groups/DIYSaigonWorkshop/">https://www.facebook.com/groups/DIYSaigonWorkshop/</a>	<a href="#">link</a>	
	Yêu Workshop - Nghien thực hành	15.5k	☑	<a href="https://www.facebook.com/groups/theworkshop.vn/">https://www.facebook.com/groups/theworkshop.vn/</a>	<a href="#">link</a>	
	Saigon Creative Courses & Workshops	5.8k	☑	<a href="https://www.facebook.com/groups/saigoncreativeclasses/">https://www.facebook.com/groups/saigoncreativeclasses/</a>	<a href="#">link</a>	
	SAIGON WORKSHOPS	10.9k	☑	<a href="https://www.facebook.com/groups/saigonworkshops/">https://www.facebook.com/groups/saigonworkshops/</a>	<a href="#">link</a>	

Figure 35: Screenshot of Facebook Ads

### 8.1.5. Social Media Cost Report:

No	Item	Unit	Price	Quantity	Cost (VND)	Note
3	Facebook Ads	package	2.000.000	1	2.000.000	
ESTIMATED COST					2.000.000	

Figure 36: Table of Social Media Cost Report

## 8.2. MATERIAL IMAGE:

### 8.2.1. Idea:

The material photos that show the unique selling point of the workshop at Tiem Nua Thuoc is that customers can play with colours, materials and textures, from which they can relax, regain the joy and creativity lost due to the stereotypical, boring office work.

### 8.2.2. Mood and Tone



Figure 37: Screenshot of references on Pinterest

### 8.2.3. Final Outcome:





Figure 38: Pictures of Outcome

#### 8.2.4. Production Timeline:

No	Time	Activity	Note
1	9:00 - 9:30	Gather at the location	
2	9:30 - 10:00	Set up shooting location	
3	10:00 - 12:00	Photographing the shop space, the workshop making process	
4	12:00 - 13:00	Rest	
5	13:00 - 15:00	Take photos of customers at the shop	
6	15:00	End of shoot	

Figure 39: Table of Production Timeline

#### 8.2.5. Material Photo Cost Report:

No	Item	Unit	Price	Quantity	Cost (VND)	Note
1	Logistic	package	100.000	1	100.000	
2	Catering	person	50.000	4	200.000	
<b>ESTIMATED COST</b>					<b>300.000</b>	

Figure 40: Table of Material Photo Cost

### 8.3. VIDEO PRODUCTION: Review of Tiem Nua Thuoc:

#### 8.3.1. Idea:

While comparing with other competitors, noticed that Tiem Nua Thuoc was lacking in videos to introduce the brand with its own strengths. From their own ingredients and products, shoot random short clips to become a complete clip creating a clip introducing the strengths of Tiem Nua Thuoc. The difference here is the products and the happy feelings when completing a product have human value.

#### 8.3.2. Storyboard:

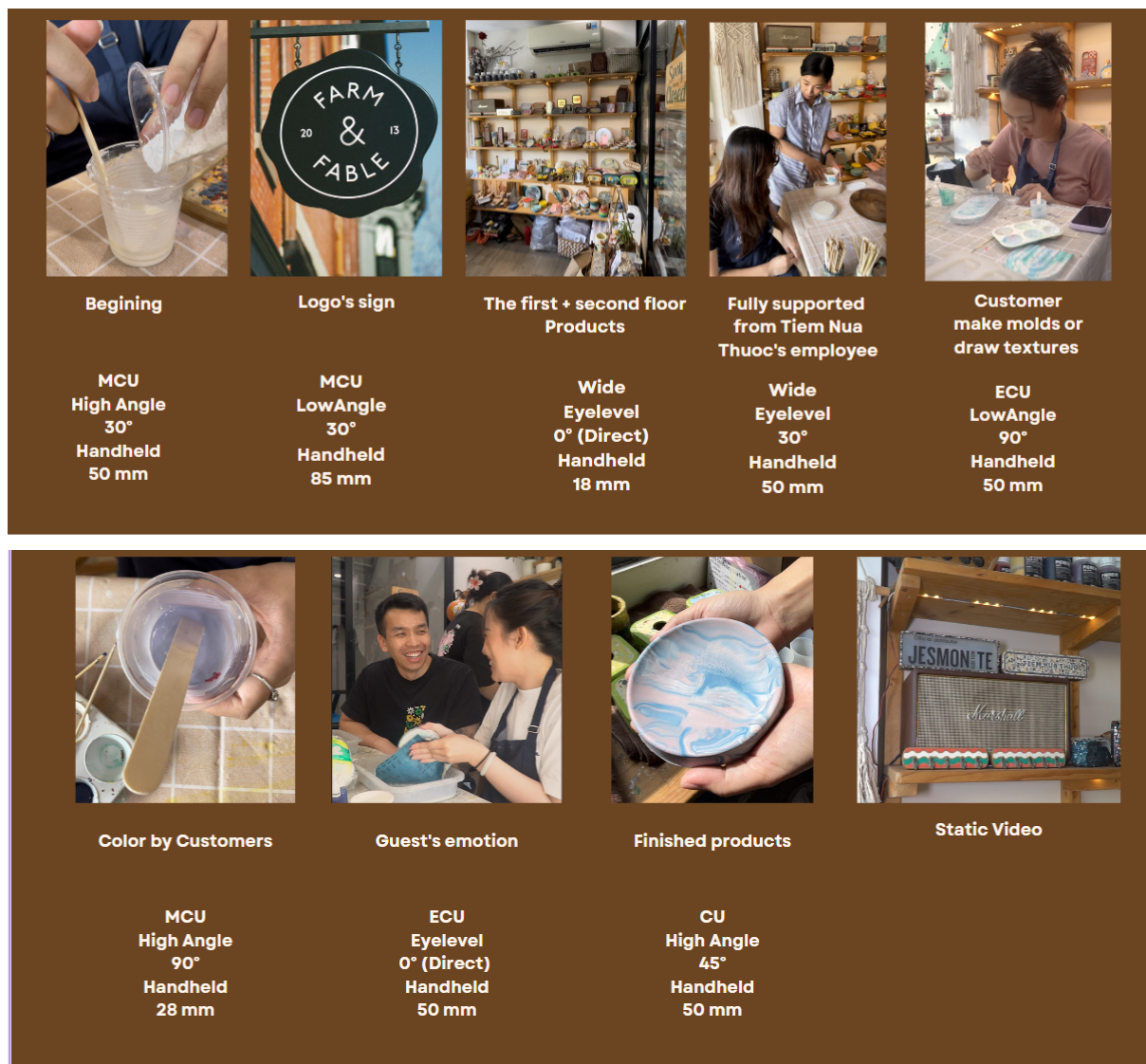


Figure 41: Screenshot of Storyboard



### 8.3.3. Subtitle & Background Music:

#### Subtitle:

- Workshop from Jesmonite Tiem Nua Thuoc “Get creative with colours”.
- Nestled on the 1st floor of a small house on Hoang Dieu Street, District 4”.
- As the name suggests, the shop space is only encapsulated in half a square metre.
- That's why the shop has just expanded an upper floor to accommodate groups of 4-6 people.
- Although small, the space of the shop is still bright and cosy.
- Playing with ingredients, making items of personal value with your own hands.
- You will be able to mix and match colours yourself.
- Not only is it a way to relax, playing with colours also helps you rediscover your creativity.
- So when do you need to refresh yourself...
- Come visit our Tiem Nua Thuoc.

#### Background music:

Blue Moon by Pure - Tunetank.com

<https://tunetank.com/track/5813-blue-moon/>

### 8.3.4. Shooting Board:

DESCRIPTION	SUBJECT	SHOT SIZE	ANGLE	DEGREE (ANGLE)	MOVE MENT	EQUIP MENT	FOCAL LENGTH	EAST. # OF TAKES
Customer behaviour when making workshop		MCU	High Angle	30°	Handheld	-	50 mm	3
Sign		MCU					75mm	1
Doors open and come in		IN	Eyelevel	0° (Direct)	Static	Tripod	18 mm	1
Full shop		IN	Eyelevel	0° (Direct)	Handheld	-	18 mm	1
The shop has just opened the space above for large groups		IN	Eyelevel	0° (Direct)	Handheld	-	18 mm	1

products on the shelf	The product is warm yellow	IN	High Angle	0° (Direct)	Handheld	-	18 mm	1
Set up when picking up customers of the shop		MCU	Eyelevel	0° (Direct)	Handheld		35mm	1
Concierge staff		IN	High Angle	30°	Handheld		50 mm	1
Customer make moulds or draw textures (depends)		ECU	Eyelevel	90°	Handheld	-	50 mm	3
colours customers		MCU	High Angle	0° (Direct)	Handheld	-	28 mm	3
Guest's Emotion		ECU	Eyelevel	0° (Direct)	Handheld	-	50 mm	3
finished product		WITH	High Angle	45°	Handheld		50 mm	3
static videos to insert the address		IN	Eyelevel	0° (Direct)	Static	-	50 mm	1

Figure 42: Table of Shooting Board

### 8.3.5. Video Production Cost Report:

PRODUCTION							
	NO.	ITEM	UNIT	PRICE	QUANTITY	COST (VND)	GHI CHÚ
Transport	1	Transportation	Vehicles	50.000	4	200.000	
Additional Devices	1	Lighting	Items	250.000	2	500.000	Rental
Total:						700.000	
APPENDIX							
	2	Lunch	Portion	35.000	5	175.000	
Total:						175.000	
ESTIMATED COST						875.000	
Incurred Costs (10%):					10%	87.500	
Total:						962.500	

Figure 43: Table of Video Production Cost

### 8.3.6. Production Timeline:

Week 3						
12/06	13/06	14/06	15/06	16/06	17/06	18/06
Pre-Production						
				Scouting Studio		
Week 4						
19/06	20/06	21/06	22/06	23/06	24/06	25/06
Pre-Production						
		Writing Script			Making Storyboard	
Week 5						
26/06	27/06	28/06	29/06	30/07	31/07	01/07
Pre-Production						
Making Storyboard			Making Shotlist			
Week 6						
02/07	03/07	04/07	05/07	06/07	07/07	08/07
Pre-Production						On-Set
Closing Pre-Production Stage						
Week 7						
09/07	10/07	11/07	12/07	13/07	14/07	15/07
Post-Production						
Editing video		Color Grading the Video				
Week 8						
16/07	17/07	18/07	19/07	20/07	21/07	
Post-Production					On-air	
Insert subtitle and music		Final check and choosing the final clip				

Figure 44: Table of Production Timeline

### 8.3.9. Final Product:

[https://drive.google.com/file/d/11en1PTqCDySW5BHyuR4OSJmveroic0jI/view?usp=drive\\_link](https://drive.google.com/file/d/11en1PTqCDySW5BHyuR4OSJmveroic0jI/view?usp=drive_link)

**Hoạt động của người xem**  
Hiệu quả của bài viết từ khi đăng.

Trộn đời ▼ ⓘ

5,5K

0

0:08

13

Lượt xem video trong tối thiểu 3 giây

Lượt xem video trong tối thiểu 1 phút

Phút xem trung bình

Cảm xúc, bình luận



Lượt xem video trong tối thiểu 15 giây

4K

Người xem trong tối thiểu 3 giây

5,4K

Số người tiếp cận được

9K

☒ Biểu đồ cộng dồn

Figure 45: Screenshots about Statistic from Meta Business Suite

## 8.4. EVENT:

### 8.4.1. Event Purpose:

**Objective:** Create an event for customers to experience the feeling of doing all the steps themselves to create unique finished products that prove their distinct personalities.

**KPIs:** 40 people in 2 shifts; 20 people per shift.

**Format:** Handmade Workshop

**Target Audience:** Office workers, young families (children under 10 years old).

### 8.4.2. Event Information:

**Topic: SUMMER YOUR WAY**

**Idea:** The event is held during the summer period while it is too busy in the office environment, and the relaxation time and the time to foster family affection is limited. Summer The Way is a unique and colourful outing that meets the entertainment needs but still doesn't take long for participants to enjoy and enhance their creativity with their loved ones or children. Besides, combining with shaped scented candles can let participants mix colours and choose scents to enjoy the right colours in their imagination. Breaking the way and

making candlesticks contributes to colourizing their own beach so vividly and precisely as they want to create a "part-time" summer vacation, and the participants themselves feel satisfied.

#### 8.4.3. Time & Location:

- **Day: July 23, 2023**
- **Location - Space: Allure Coffee:** has a cozy, modern space and a variety of water dishes. Allure Coffee is quite spacious and has virtual living corners close to nature; the space is surrounded by transparent glass layers that can directly see the summer weather, helping workshop participants feel true to summer and more creative freedom.



*Figure 46: Logo of Allure Coffee*



*Figure 47: Picture inside of Allure Coffee*

#### 8.4.4. Ticket Fee:

In which 400,000 is also divided into the share of each enterprise:

- 200,000 VND is the price of the jesmonite plate
- 150,000 VND is the price of the candle
- 50,000 VND is the support price of Allure Coffee.

At this price, Tiem Nua Thuoc wants to bring new dynamic energy to the craft workshop to make a more outstanding difference.

#### 8.4.5. Event Agenda:

TIME	DETAIL
08:30 13:30	Check in
9:00 14:00	Filling candle-to-candle mould
9:30 14:30	Filling jesmonite to mould
10:00 15:00	Candle shape
10:30 15:30	Grinding jesmonite soles
11:00 16:00	Packaging products

Figure 48: Table of Event Agenda

#### 8.4.6. Event Flow:

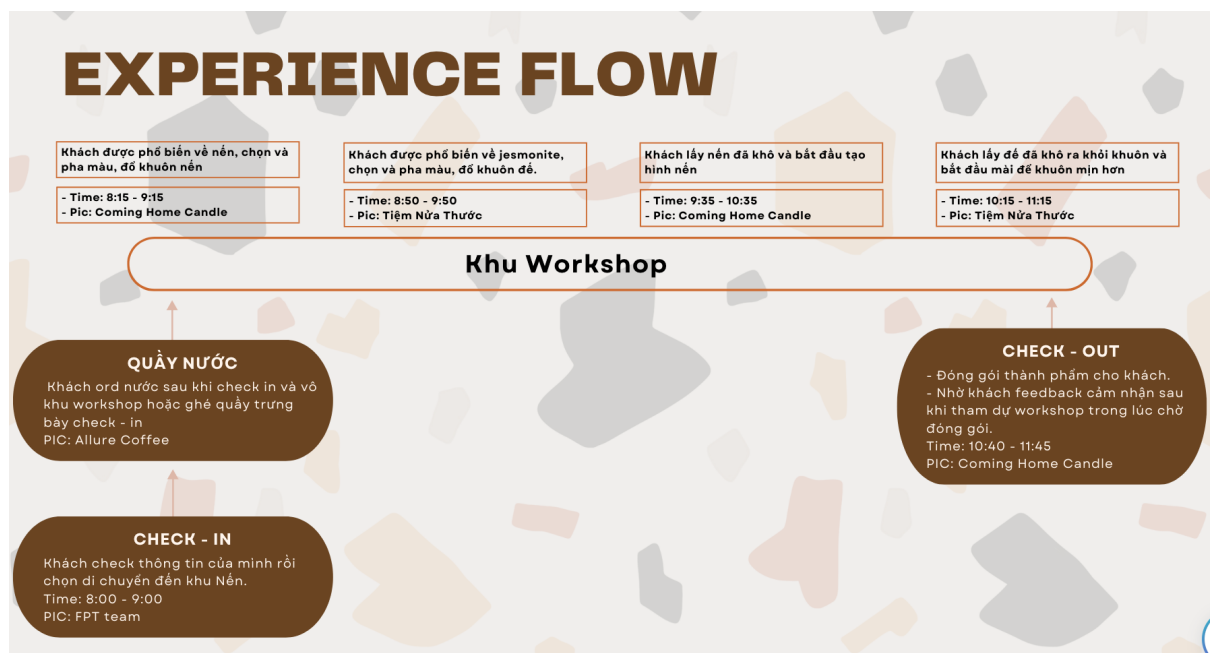
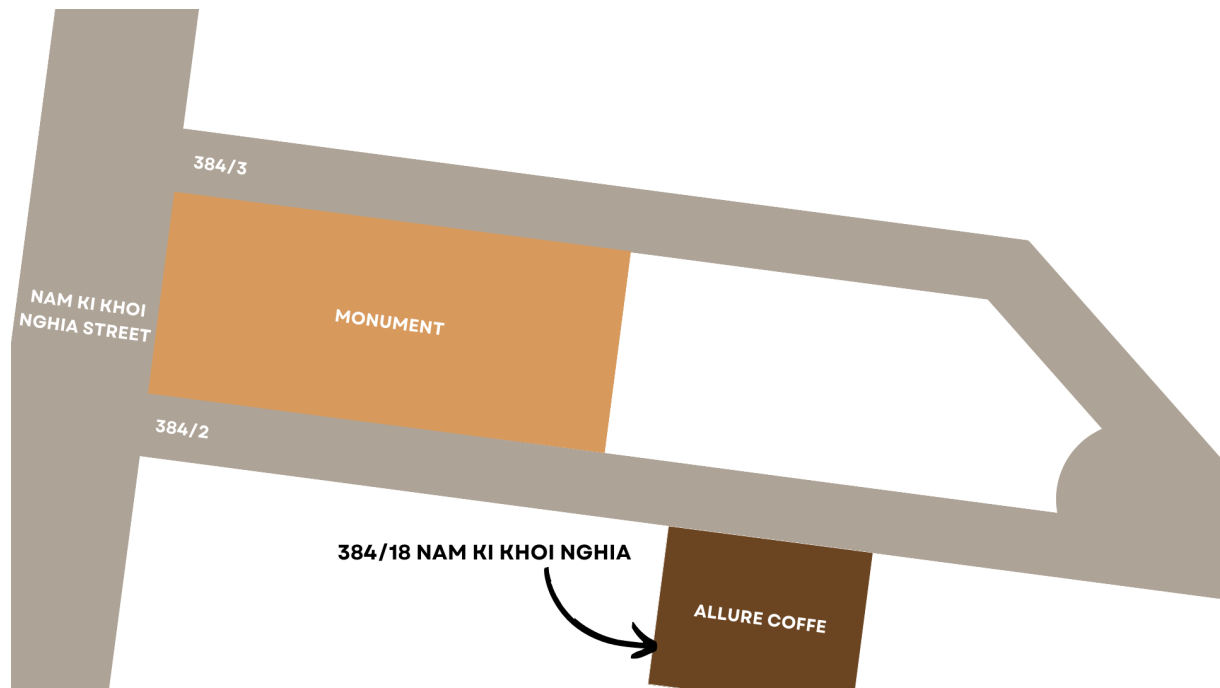


Figure 49: Event flow

#### 8.4.7. Event Map:



*Figure 50: Screenshot of Event Map*

#### 8.4.8. Event Production:



*Figure 51: The staffs card*

**SUMMER YOUR WAY**

Chủ Nhật, Ngày 23/07/2023  
Allure Coffee - 384/18 Nam Kỳ Khởi Nghĩa,  
Phường Võ Thị Sáu, Quận 3, TP.HCM

## ĐĂNG KÝ THAM GIA WORKSHOP SUMMER YOUR WAY

♥ Xin chào, Tiệm Nửa Thước và Coming Home Candle rất cảm ơn vì bạn đã quan tâm đến sự kiện này.

♥ Đây là thông tin về workshop của chúng mình:

**Chủ Nhật ngày 23/07/2023**

Thời gian: **Ca 1: 8:30 - 12:00 ; Ca 2: 13:30 - 17:00**

Địa điểm: ALLURE COFFEE - 384/18 Nam Kỳ Khởi Nghĩa, Phường Võ Thị Sáu, Quận 3, TP.HCM.

Giá vé: **400k đã bao gồm:**

- 1 nến thơm tạo hình
- 1 đế lót jesmonite
- 1 món nước tự chọn

Nếu có bất cứ thắc mắc thì bạn có thể nhắn tin trực tiếp cho fanpage Tiệm Nửa Thước hoặc gọi đến hotline: 090 306 95 33

♥ Hello, Tiem Nua Thuoc and Coming Home Candle so thankful for your interest in this event.

Figure 52: The cover form



Figure 53: The poster for the event on media





Figure 54: The standee

#### 8.4.9. Human Resource:

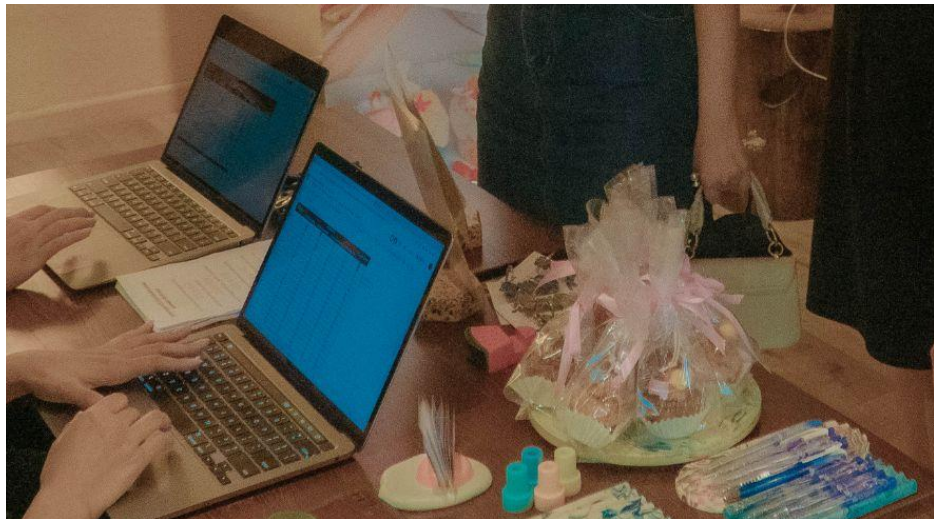
NO	AREA	DETAIL	TIME	PICK	NOTE
1	Event Coordinator	Coordinating the total event	8:00 - 17:00	Khanh Linh	
2	Floor Photographer	Take an overview photo	9:00 - 17:30	Gia Huy	
3	Cameraman	Filming overview	9:00 - 17:30	Gia Huy CTV: Huy Hoang	
4	Manage candle making	Set up event + Display area + Prepare materials and supplies to make candles	8:30 -12:00	NV CHC	
5	Management of jesmonite moulding	Set up event + Display area + Prepare materials and supplies to make jesmonite base	13:30 - 17:15	NV TNT	
6	Security	Ensure order for the event	9:00 - 17:30	CTV: An	

7	Caterer	Provide food and water for employees	11:00 - 13:00	CTV	
8	Reception table	Check-in + checkout	9:00 - 17:30	CTV: Song Khuyen; Hai My	
9	Event Coordinator Supporter	Support program coordination	9:00 - 17:30	Gia Huy ; Trieu Chau	
10	Take Care Of Guest	Support and take care of guests	8:30 -12:00	Trieu Chau	

*Figure 55: Table of Human Resource*

#### **8.4.10. Event onsite:**

##### **a. Check-in:**



*Figure 56: Photo of Check-in*

##### **b. Product Display:**





Figure 57: Photo of Product Display

c. Workshop corner:





*Figure 58: Photo of Workshop corner*

#### **d. Mini Game:**

**Game rule:** Each person takes a picture of their work and tags three sponsors, and then posts their own post or story.

**Reward:** The player can choose gifts from three sponsors; whoever is faster will have more choices.



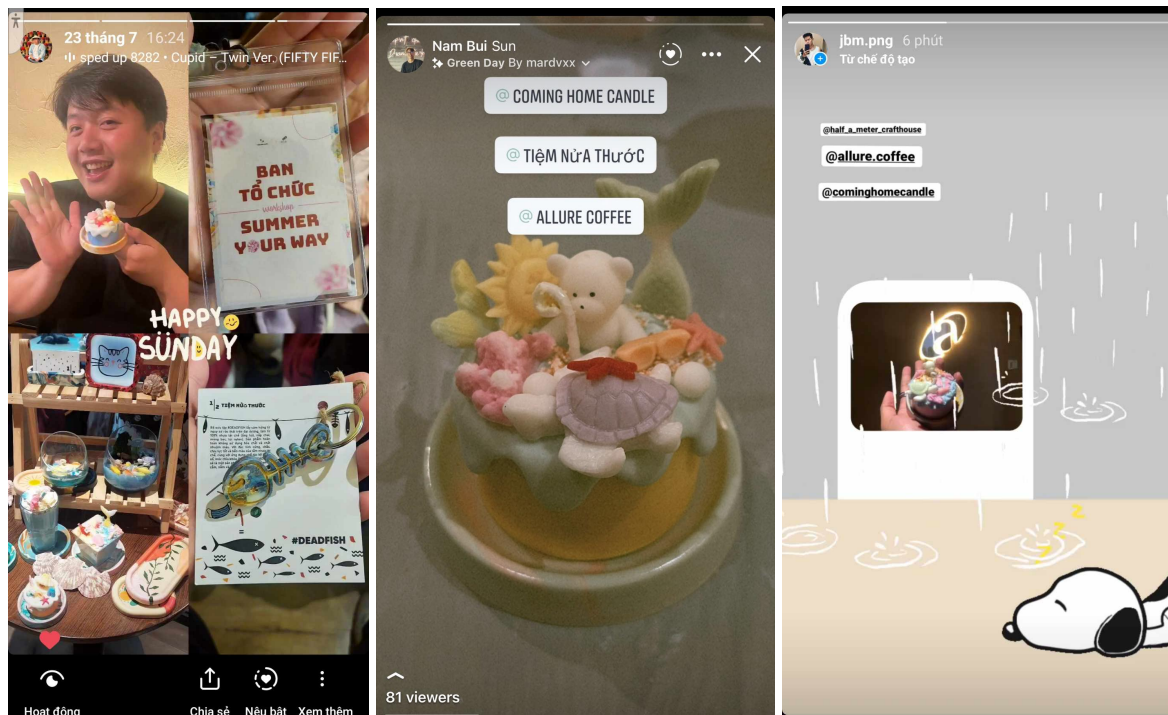


Figure 59: Guests play mini-game



Figure 60: Photo of Ms. Tram guiding Guests to play the Mini-game

#### 8.4.11. Event Promotion:

##### a. Online (Facebook):

- **Objective:** 40 participants
- **Target Audience:** 22 - 27 (working in an office place or interested in handmade)
- **Online:**

- **Facebook:** use thematic contents that promote the event on Tiem Nua Thuoc, Coming Home Candle, Allure Coffee's fan page.
- **Instagram:** use thematic content promoting events on Tiem Nua Thuoc, Coming Home Candle, and Allure Coffee's fan page.
- **TikTok:** post promote video on TikTok.

● **Social Content Angle:**



Figure 60: Screenshot of Social Content Angel

Most of the content pillar thematic uses 3 main angels: **experience, personalization, and creativity.**

**b. Offline:**

- Put the standee in front of Allure Coffee to attract passersby.
- Allure staff was trained to introduce the workshop to Allure's guests.
- The outside corridor remains empty for Allure Coffee's guests to sit and drink and find out about Tiem Nua Thuoc's events.

**8.4.12. Event Cost Report:**

**a. Revenue:**

NO	NAME	COUNT	TIEM NUA THUOC	COMING HOME CANDLE	ALLURE COFFEE
MORNING					
1	Đặng Nguyễn Thảo Uyên	4	800.000 đ	600.000 đ	200.000 đ
2	Trâm	1	200.000 đ	150.000 đ	50.000 đ
3	Nguyễn Thanh Thảo	2	400.000 đ	300.000 đ	100.000 đ
4	Toại	1	200.000 đ	150.000 đ	50.000 đ
5	Phạm Thành Tài	1	200.000 đ	150.000 đ	50.000 đ
6	Hoàng An	1	200.000 đ	150.000 đ	50.000 đ
7	April Nguyen	2	400.000 đ	300.000 đ	100.000 đ
8	Thanh thảo	3	600.000 đ	450.000 đ	150.000 đ
9	Võ Thị Hoàng Nga	2	400.000 đ	300.000 đ	100.000 đ
10	Lê Thị Hà An	1	200.000 đ	150.000 đ	50.000 đ
11	Phương Anh	1	200.000 đ	150.000 đ	50.000 đ
TOTAL		19	3.600.000 đ	2.850.000 đ	950.000 đ
AFTERNOON					
1	Linh Trần	3	600.000 đ	450.000 đ	150.000 đ
2	Trần Bảo Long	1	200.000 đ	150.000 đ	50.000 đ
3	Trang	1	200.000 đ	150.000 đ	50.000 đ
4	Giang	2	400.000 đ	300.000 đ	100.000 đ
5	Như Ý	1	200.000 đ	150.000 đ	50.000 đ
6	Kim Han	1	200.000 đ	150.000 đ	50.000 đ
7	Trần Thị Thanh Tâm	2	400.000 đ	300.000 đ	100.000 đ
8	Chung Hiểu Thanh	1	200.000 đ	150.000 đ	50.000 đ
9	Hoàng Tú	1	200.000 đ	150.000 đ	50.000 đ
10	Phương Phạm	1	200.000 đ	150.000 đ	50.000 đ
11	Đinh Phương Thi	1	200.000 đ	150.000 đ	50.000 đ
12	Nguyễn Thành	1	200.000 đ	150.000 đ	50.000 đ

	Trung				
13	Hồng Anh	2	400.000 đ	300.000 đ	100.000 đ
14	Mỹ Duyên	1	200.000 đ	150.000 đ	50.000 đ
15	Mai	2	400.000 đ	300.000 đ	100.000 đ
16	Nam	1	200.000 đ	150.000 đ	50.000 đ
17	Yên Phương	1	200.000 đ	150.000 đ	50.000 đ
18	Trâm	1	200.000 đ	150.000 đ	50.000 đ
<b>TOTAL</b>		24	4.800.000 đ	3.600.000 đ	1.200.000 đ
<b>TOTAL A DAY</b>		<b>43</b>	<b>8.600.000 đ</b>	<b>6.450.000 đ</b>	<b>2.150.000 đ</b>

Figure 61: Table of Event Revenue

**b. Event Cost Report:**

	NO.	ITEM	UNIT	PRICE	QUANTIT Y	COST (VND)	NOTE
PRINTING	1	Standee	Item	250.000	2	500.000	Size: 0.6x1.8m
	2	Photocopy	Package	3.800	60	228.000	Check in Minigame Feedback form Name card
GIFT	1	Gift	Item	9.000	15	135.000	Voucher Allure sponsored
			Item	60.000	15	900.000	Sample candle (CHC sponsored)
			Item	49.000	20	980.000	Death Fish (sponsored by TNT)
Total:						2.743.000	
DISPLAY							
CHECK IN	1	Pen	Package	26.000	2	52.000	
	2	Snail accessories set up	Package	65.000	1	65.000	
Total:						117.000	
WORKSHOP PLACE							
WORKSHOP	1	Incandescent bulbs	Item	30.000	4	120.000	



	2	Tablecloths	item	28.000	4	112.000	
	3	Water	Dish	50.000	40	2.000.000	
<b>Total:</b>						<b>2.232.000</b>	
<b>APPENDIX</b>							
<b>STAFF/ CTV</b>	1	Aquafina	bin	105.000	1	90.000	
	2	Lunch	part	30.000	16	480.000	
<b>Total:</b>						<b>570.000</b>	
<b>Expected cost</b>						<b>5.662.000</b>	
<b>Incurred Costs (10%):</b>					<b>10%</b>	<b>566.200</b>	
<b>VAT</b>					<b>10%</b>	<b>622.820</b>	
<b>Total:</b>						<b>6.851.020</b>	

Figure 62: Table of Event Cost

#### 8.4.13. Implementation Plan:

STAGE	TASK	PICK	W1 28/05 - 04/06	W2 05/06 - 11/06	W3 12/06 - 18/06	W4 19/06 - 25/06	W5 26/06 - 02/07	W7 03/07 - 09/07	W8 10/07 - 16/07	W9 17/07 - 23/07	W9 24/07 - 30/07
Planning	Edit Proposal	Khanh Linh; Trieu Chau; Gia Huy									
	Key Visual	Khanh Linh									
	Edit report	Khanh Linh; Trieu Chau; Gia Huy									
	Make a list to survey the venue	Khanh Linh; Trieu Chau; Gia Huy									
	Price survey for items	Khanh Linh									
	Make a list, cooperate businesses	Khanh Linh									
	Cooperation Proposal	Khanh Linh									
Pre - Event	Pin and measure the area of the event area	Khanh Linh									
	Spread proposal for candle businesses	Khanh Linh									
	Closing business cooperation and starting to implement event plans for partners (CHC+AC)	Khanh Linh or HAM's Media Team									
	Draw a map of the event area	Trieu Chau									
	Take pictures to get materials for event media	Khanh Linh; Trieu Chau									
	Finalize the design of printing products	Gia Huy									
	Contact printing products	Khanh Linh; Trieu Chau; Gia Huy									
	List of guests	Khanh Linh; Trieu Chau									
	Write a report	Khanh Linh; Trieu Chau; Gia Huy									
	Make a list of collaborators	Gia Huy									
	Get printing products	Gia Huy									
	Get lunch supplies	Khanh Linh; Trieu Chau; Gia Huy									
	Check equipment, tools, products	Khanh Linh; Trieu Chau; Gia Huy									
	Training CTV	Khanh Linh; Trieu Chau; Gia Huy									
	Set up areas	Khanh Linh; Trieu Chau; Gia Huy									
EVENT	Run event	Gia Huy									
	Check & Clean	Khanh Linh									
	Contact & return/return rented/borrowed equipment	Khanh Linh									
POST Event	Write a report	Trieu Chau									
	Write & send thank you letters to guests										
	Write & send thank you letters	Khanh Linh									
	Communication after the event										

Figure 63: Screenshot of Implementation Plan

#### 8.4.14. Risk Management Plan:

RISK		LEVEL	SOLUTION
Electricity supply	Electricity supply	High	<ul style="list-style-type: none"> <li>- Check and make sure there are enough sockets to cook candle wax.</li> <li>- Having a backup plan is to push candle casting to the first step so that electricity-related</li> </ul>

			activities are minimized.
	Electrical equipment		<ul style="list-style-type: none"> <li>- Check and bring all electrical equipment to ensure there is no shortage.</li> <li>- In the process of using electrical equipment, it is necessary to carefully check and monitor electrical equipment to prevent damage.</li> <li>- Check and make sure there are enough sockets to cook candle wax.</li> <li>- Having a backup plan is to push candle casting to the first step so that electricity-related activities are minimized.</li> </ul>
	Explosion		<ul style="list-style-type: none"> <li>- Continually take advantage of the use of electrical equipment and turn off the device as soon as it is no longer in use.</li> <li>- Have a careful plan and procedure for handling fire and explosion.</li> </ul>
Weather	problem	Medium	<ul style="list-style-type: none"> <li>- See the weather forecast if there is rain can notify guests to consider ordering water after the event.</li> <li>- Remind customers to leave helmets at the check-in counter in case it rains.</li> <li>- Visitors can visit or play mini games in the exhibition area and drink cold water until the rain stops.</li> </ul>
Problem	Trouble pouring candles	Medium	<ul style="list-style-type: none"> <li>- Depending on the extent of the burn, the customer will be treated in different ways: <ul style="list-style-type: none"> <li>+ Light and moderate burns at a level that can be first aided: have a first aid box available.</li> <li>+ Severe burns: give first aid and at the same time contact the nearest hospital.</li> </ul> </li> </ul>
Human	Collaborators	Medium	<ul style="list-style-type: none"> <li>- Contact the collaborators and make sure they don't leave until the end of the event.</li> <li>- Always have backup collaborators for each position as soon as the positions are empty.</li> <li>- Train the collaborators to stay in position and assist guests if they have any questions.</li> </ul>
Client	Late	Medium	<ul style="list-style-type: none"> <li>- Take care and guide guests while other customers are doing.</li> <li>- Email or call to confirm that they are going to the event and remind them to be on time</li> <li>- Extend the check-in time by half an hour.</li> </ul>

Timeline	Late Timeline	Medium	<ul style="list-style-type: none"> <li>- Set up is not timely, you can ask for introduction through the brand and take advantage of completing the set up.</li> <li>- If it's too late, you can push the steps of molding and mixing jesmonite first.</li> </ul>
Health	Food poisoning	Low	<ul style="list-style-type: none"> <li>- Depending on the extent of the burn, the customer will be treated in different ways:</li> <li>+ Light and moderate burns at a level that can be first aided: have a first aid box available.</li> <li>+ Severe burns: give first aid and, at the same time, contact the nearest hospital.</li> </ul>

Figure 64: Table of Risk Management

## 8.5. ADS PLANNING:

### 8.5.1. Ads Planning:

Facebook Ads are implied to key assets in the campaign, including Social Posts, Introducing Video Event posts. Facebook ads mainly focus on increasing awareness to effectively distribute our posts to the target audience segment.

No	Post	Link	Objective	Budget Set	Budget	Days	Timeline	Total	Estimated reach
1	Event	<a href="#">Link</a>	Increase Awareness	Weekly Budget	400.000	7	15/7 - 22/7	400.000	15,000
2	Social Post	<a href="#">Link</a>	Increase Awareness	Daily Budget	400.000	7	8/8 - 15/8	400.000	1500
3	Video	<a href="#">Link</a>	Increase Awareness	Daily Budget	400.000	7	7/8 - 14/8	400.000	10,000
<b>TOTAL</b>					<b>1,200,000</b>			<b>1,200,000</b>	<b>26,500</b>

Figure 65: Facebook Ads Plan

### 8.5.3. Ads Planning Result:

NO	Post	Objectives	Reach	Actual Cost
1	Event	Awareness	22,904	700,000
2	Social post	Awareness	1,941	700,000
3	Video	Awareness	19,664	700,000
<b>TOTAL</b>			<b>44,509</b>	<b>2,100,000</b>

Figure 66: Facebook Ads Planning Result

## 9. FINANCE REPORT

PRODUCTION							
	NO.	ITEM	UNIT	PRICE	QUANTITY	COST (VND)	NOTE
Transport	1	Transportation	Vehicles	50.000	4	200.000	
Additional Devices	1	Lighting	Items	250.000	2	500.000	Rental
Total:						700.000	
CTV	1	Lunch	Portion	35.000	5	175.000	
Total:						475.000	
PHOTO							
MATERIAL PHOTO	1	Logistic	package	100.000	1	100.000	
	2	Catering	person	50.000	4	200.000	
MEDIA							
ADS	3	Facebook Ads	package	2.000.000	1	2.000.000	
Total:						2.000.000	
EVENT							
IN ĂN	1	Standee	Item	250.000	2	500.000	Size: 0.6x1.8m
	2	Photocopy	Package	3.800	60	228.000	Check in Minigame Feedback form Name card
GIFT	1	Gift	Item	9.000	15	135.000	Voucher Allure tài trợ
			Item	60.000	15	900.000	Sample nền (CHC tài trợ)
			Item	49.000	20	980.000	Death Fish (TNT tài

							trợ)
Total:						2.743.000	
TRUNG BÀY							
CHECK IN	1	Phụ kiện ốc set up	Package	65.000	1	65.000	
Total:						65.000	
WORKSHOP PLACE							
WORKSHOP	1	Bóng đèn dây tóc	Item	30.000	4	120.000	
	2	Khăn trải bàn	item	28.000	4	112.000	
	3	Bút viết	Package	26.000	2	52.000	
	4	Jesmonite candle holder	Package	200.000	40	8.000.000	
Total:						8,284,000	
PHỤ LỤC							
STAFF/ CTV	1	Aquafina	thùng	105.000	1	90.000	
	2	Cơm trưa	phần	30.000	16	480.000	
Total:						570.000	
Chi phí dự kiến						15,137.000	
Chi Phí Phát Sinh (10%):					10%	1,513,700	
VAT					10%	1,665,070	
Total:						18,315,770	

Figure 67: Table of Finance Report

## 10. EVALUATION:

### 10.1. SOCIAL MEDIA:

#### 10.1.1. Overall Social Statistics

		KPIs set	Achievement	% Achievement
<b>Facebook</b>	Reach	~ 30,000	~ 306.571	~ 1000%
	Like & Followers	Likes: 2,5K Followers: 3k	Likes: 2,8K Followers: 4,1K	Likes: 112% Followers: 136%

<b>TikTok</b>	Views	At least 2k/clips	At least 2.7k/clips	135%
	Followers	6300 followers	6198 followers	98,38%

*Figure 68: Table of Overall Social Statistics*

Statistic data is extracted from Tiem Nua Thuoc Meta Business Suite from 01/07/2023 - 13/08/2023 since the first post of the campaign was uploaded. During this period, Tiem Nua Thuoc's Facebook Fanpage uploaded 19 social posts, 2 video clips, 3 short reels and 6 TikTok clips. The posts are consistent with the brand orientation and concept required stated in the planning stage.

#### 10.2.2. Social Media Posts Breakdown:

- **Facebook:**

Post	Link	Format	Paid reach	Reach	Engagement	View
1	<a href="#">Link</a>	Image		858	73	
2	<a href="#">Link</a>	Images		1,1K	57	
3	<a href="#">Link</a>	Single image	297	22,5K	101	
4	<a href="#">Link</a>	Reel		1,2K	82	1,2K
5	<a href="#">Link</a>	Poster		662	20	
6	<a href="#">Link</a>	Poster		645	30	
7	<a href="#">Link</a>	Single image		342	22	
8	<a href="#">Link</a>	Images		1,085	13	
9	<a href="#">Link</a>	Video		1,1K	14	1,1K
10	<a href="#">Link</a>	Photo Album		1,081	22	
11	<a href="#">Link</a>	Images		1,324	21	
12	<a href="#">Link</a>	Images		1,005	18	
13	<a href="#">Link</a>	Reel		435	3	407
14	<a href="#">Link</a>	Images		697	26	
15	<a href="#">Link</a>	Images		785	30	
16	<a href="#">Link</a>	Video		19,7K	32	14.394
17	<a href="#">Link</a>	Images		1,942	32	

18	<a href="#">Link</a>	Images		398	11	
19	<a href="#">Link</a>	Images		1,458	51	
20	<a href="#">Link</a>	Poster		238	8	
21	<a href="#">Link</a>	Poster		174	5	
22	<a href="#">Link</a>	Images		533	8	
23	<a href="#">Link</a>	Images		721	11	
24	<a href="#">Link</a>	Reel		298	5	288
Total: 24				60,281	695	17,389

*Figure 69: Table of Social Media Posts Breakdown*

**TikTok:**

Post	Link	Format	Paid reach	View	Like
1	<a href="#">Link</a>	Video		2540	70
2	<a href="#">Link</a>	Video		874	26
3	<a href="#">Link</a>	Video		2810	70
4	<a href="#">Link</a>	Video		11,5K	250
5	<a href="#">Link</a>	Carousel		570	13
6	<a href="#">Link</a>	Video		84,5K	1093
Total: 6				102,794	1533

*Figure 70: Table of Social Media Posts Breakdown*

## 10.3. EVENT:

### 10.3.1. Registration:

Dấu thời gian	Cho chúng mình xin tên của bạn nhé! Please give us your name!	Số điện thoại Your phone number	Địa chỉ email xác nhận đăng ký thành công Your email address for us to confirm successful registration	Bạn sẽ tham dự vào ca nào trong ngày 23/07/2023? Which shift will you attend on 23/07/2023?	Bạn sẽ tham dự vào ca nào trong ngày 23/07/2023? Which shift will you attend on 23/07/2023?	Số lượng người tham gia	Số tiền cần chuyển	Đã chuyển khoản	Bán nhận	Gửi mail xác nhận
7/13/2023 18:31:10	Đặng Nguyễn Thảo Uyên	0965100430	dangnguyenthaouyen88@gmail.com	Ca 1: 8:30 - 12:00		4	1,600,000 đ	<input type="checkbox"/>	Team FPT	<input type="checkbox"/>
7/13/2023 21:41:40	Trần	0903069533	thanhtam178@gmail.com	Ca 1: 8:30 - 12:00		1	400,000 đ	<input checked="" type="checkbox"/>	TNT	<input checked="" type="checkbox"/>
7/14/2023 14:51:31	Linh Trần	0977743609	tina.linh0923@gmail.com		Ca 2: 13:30 - 17:00	3	1,200,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/15/2023 11:41:21	Trần Bảo Long	0704510169	nhoxiong29@gmail.com		Ca 2: 13:30 - 17:00	1	400,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/15/2023 20:31:53	Trang	0903040647	quynhtrang0913@gmail.com		Ca 2: 13:30 - 17:00	1	400,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/15/2023 21:49:18	Thảo Ngân	0357351483	nn471916@gmail.com	Ca 1: 8:30 - 12:00		1	400,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/16/2023 14:29:32	Giang	0865242069	vt.giang16@gmail.com		Ca 2: 13:30 - 17:00	2	800,000 đ	<input checked="" type="checkbox"/>	TNT	<input checked="" type="checkbox"/>
7/16/2023 20:17:11	Như Ý	0967832348	nhuynguyen08052000@gmail.com		Ca 2: 13:30 - 17:00	1	400,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/16/2023 23:30:34	Nguyễn Thanh Thảo	0968208146	thaongn1998@gmail.com	Ca 1: 8:30 - 12:00		2	800,000 đ	<input checked="" type="checkbox"/>	TNT	<input checked="" type="checkbox"/>
7/17/2023 12:09:29	Kim Han	0785412488	trpkinhan@gmail.com		Ca 2: 13:30 - 17:00	1	400,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/17/2023 19:31:16	Nguyễn Hưng Thịnh	0969102810	nguyenhungthinh2810@gmail.com		Ca 2: 13:30 - 17:00	2	800,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/19/2023 9:55:38	Phượng Anh	0799941481	lengocphuonganh1110@gmail.com	Ca 1: 8:30 - 12:00		1	400,000 đ	<input checked="" type="checkbox"/>	TNT	<input checked="" type="checkbox"/>
7/19/2023 12:23:59	Hải Âu	0768131004	nguyentuonghai123@gmail.com	Ca 1: 8:30 - 12:00		2	800,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/19/2023 12:31:39	Chung Hiếu Thanh	0981444092	xhdmco@gmail.com		Ca 2: 13:30 - 17:00	1	400,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/19/2023 13:53:57	Hoàng Tú	0799966079	phoangtu2000@gmail.com		Ca 2: 13:30 - 17:00	1	400,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/19/2023 16:46:28	Tôn Nữ Bảo Trân	0707001571	baotranh.work@gmail.com		Ca 2: 13:30 - 17:00	1	400,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/19/2023 17:06:43	Toại	0916290720	sukerdang2907@gmail.com	Ca 1: 8:30 - 12:00		1	400,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/19/2023 20:57:41	Phượng Phạm	0938868004	phuong.l.pham.092@gmail.com		Ca 2: 13:30 - 17:00	1	400,000 đ	<input checked="" type="checkbox"/>	TNT	<input checked="" type="checkbox"/>
7/20/2023 9:52:12	Đinh Phương Thi	0708664056	thi.phuong16112@gmail.com	Ca 1: 8:30 - 12:00		1	400,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/20/2023 17:09:29	Phạm Thành Tài	0335691199	tao3407@gmail.com	Ca 1: 8:30 - 12:00		1	400,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/20/2023 21:13:24	Nguyễn Thành Trung	0347749593	trungnt10012x@gmail.com		Ca 2: 13:30 - 17:00	1	300,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/20/2023 22:02:01	Hồng Anh	0888611422	Honganh.vn132002@gmail.com		Ca 2: 13:30 - 17:00	2	800,000 đ	<input checked="" type="checkbox"/>	TNT	<input checked="" type="checkbox"/>
7/20/2023 23:52:51	Nguyễn Đức Duy	0902352184	ducduyng3110@gmail.com	Ca 1: 8:30 - 12:00		1		<input type="checkbox"/>	Team FPT	<input type="checkbox"/>
7/21/2023 0:59:32	Hoàng An	0367136456	thaingochuanganh29@gmail.com	Ca 1: 8:30 - 12:00		1	400,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/21/2023 18:32:13	Mỹ Duyên	0366220902	duyenmypham02vi@gmail.com		Ca 2: 13:30 - 17:00	1	400,000 đ	<input checked="" type="checkbox"/>	TNT	<input checked="" type="checkbox"/>
7/21/2023 20:11:52	Mai	03841199405	phungxuanmai26052003@gmail.com		Ca 2: 13:30 - 17:00	2	800,000 đ	<input checked="" type="checkbox"/>	TNT	<input checked="" type="checkbox"/>
7/21/2023 21:07:23	Đan Vy	0986008803	Danvy88@gmail.com	Ca 1: 8:30 - 12:00		3		<input type="checkbox"/>		<input type="checkbox"/>
7/21/2023 21:09:27	Nam	0942495763	ngocnambui717@gmail.com		Ca 2: 13:30 - 17:00	1	400,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/21/2023 23:29:10	Yến Phương	0948290702	yenphuong297@gmail.com		Ca 2: 13:30 - 17:00	1		<input type="checkbox"/>		<input type="checkbox"/>
7/22/2023 11:28:32	April Nguyễn	0858588488	huongthao.ngtr@gmail.com	Ca 1: 8:30 - 12:00		2	800,000 đ	<input checked="" type="checkbox"/>	Team FPT	<input checked="" type="checkbox"/>
7/22/2023 11:36:18	Thanh thảo	0919835731	Thanhthaoan2510@gmail.com	Ca 1: 8:30 - 12:00		3	1,200,000 đ	<input checked="" type="checkbox"/>	TNT	<input checked="" type="checkbox"/>
7/22/2023 22:40:10	Xuân Nghi	0888755571	ngnhdx@gmail.com		Ca 2: 13:30 - 17:00	1		<input type="checkbox"/>		<input type="checkbox"/>
7/22/2023 21:19:18	Võ Thị Hoàng Nga			Ca 1: 8:30 - 12:00		2	800,000 đ	<input checked="" type="checkbox"/>	TNT	<input type="checkbox"/>

Figure 71: Screenshot of Registration

#### ● Audiences attention:

Posts about the event were all posted by the three parties Tiem Nua Thuoc, Coming Home Candle, and Allure Coffee, mainly on the fan page and Story on two platforms, Facebook and Instagram, and quickly became known and registered via many people through Google Forms.

### 10.3.2. Event Feedback:

#### ● KPIs:

- + Number of subscribers: **51**
- + Confirmation of participation (money transferred): **44**
- + Actual magistrate: **42** => **reach 105% KPI**

#### ● Event Feedback:

Evaluate	Level of satisfaction about the event (%)	Vibe of the event is exactly what customers want (%)	Customers were able to show their individuality after the event (%)	Customers feel more creative after the event (%)
1	0	0	0	0
2	0.42	0	0	0



3	0	4.7	9.5	4.7
4	9.5	7.1	7.1	7.1
5	90	88	83	88

Figure 72: Table of Feedback form

#### 10.4. MINI GAME:

There are 43/43 gifts sent to customers after they had done their mini-game. That improves the mini-game to attract all the customers to post their products on their personal walls. It is quite certain that 43 people mentioned Tiem Nua Thuoc in their stories and they will naturally reach the customer's friends.



Figure 73: Screenshot from Guests's social media post

### Số người tiếp cận

So sánh số người tiếp cận trong khoảng thời gian này với khoảng thời gian trước đó.

[Xem thêm về hiệu quả của nội dung](#)

Số người tiếp cận trên Facebook ①

5.430 ↑ 56.7%

Số người tiếp cận trên Instagram ①

11.981 ↑ 16.5%

Số người tiếp cận trả phí ①

0 0%

Hàng ngày

Cộng dồn

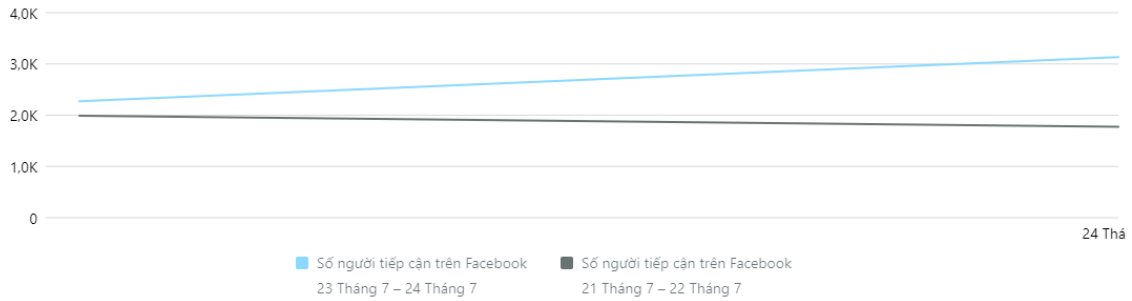


Figure 74: Screenshot from Meta Business Suite (2023)

## 10.5. MEDIA PARTNERS:

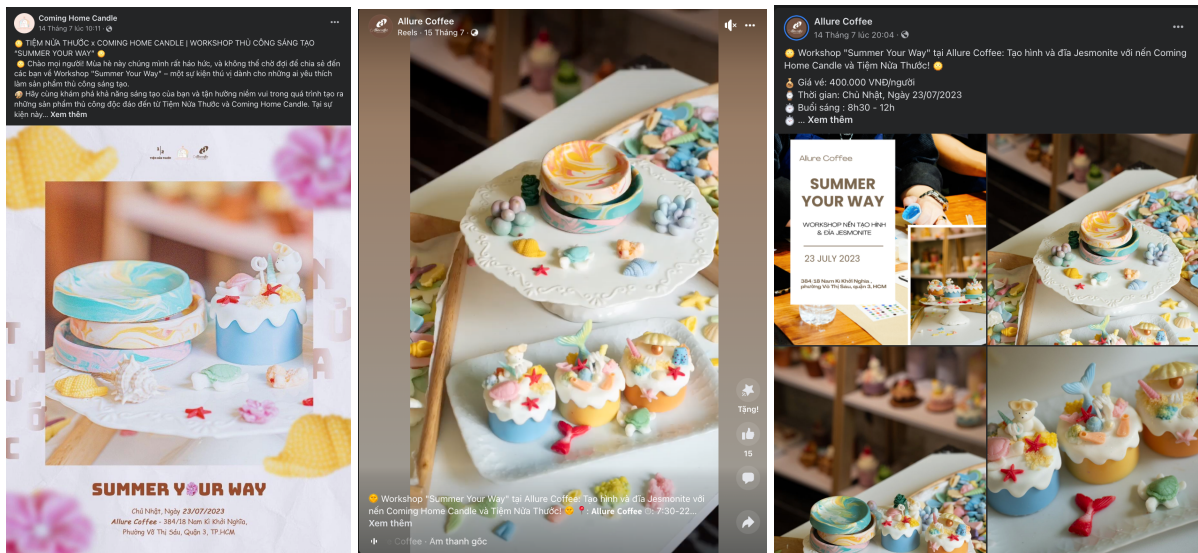


Figure 75: Screenshot from Collaborator's posts

## Lượt truy cập Trang và trang cá nhân

Lượt truy cập trên Facebook ⓘ

7.800 ↑ 21,6%

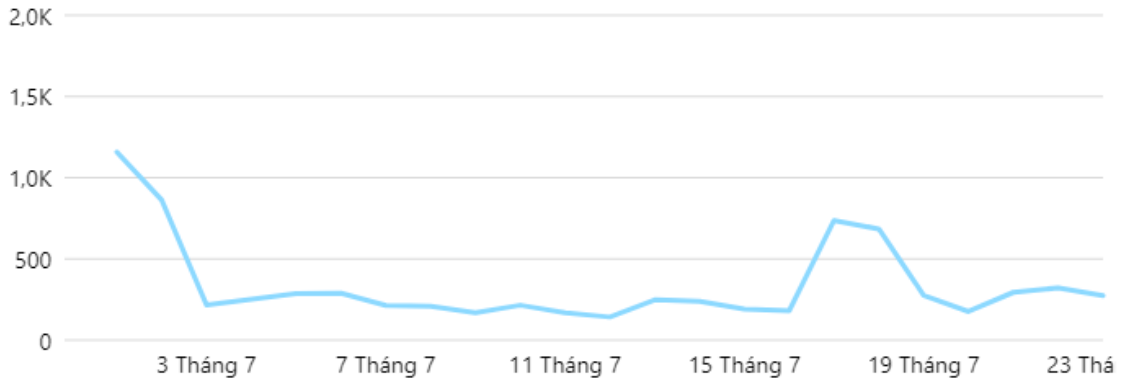


Figure 76: Screenshot from Meta Business Suite (2023)

=> From the event's mini-game, the post of Coming Home Candle, Allure Coffee the reach increased rapidly up to **56.7%** on Tiem Nua Thuoc's fan page. Besides, access times came up to **21,6%**.

## 10.6. VIDEO PRODUCTION:

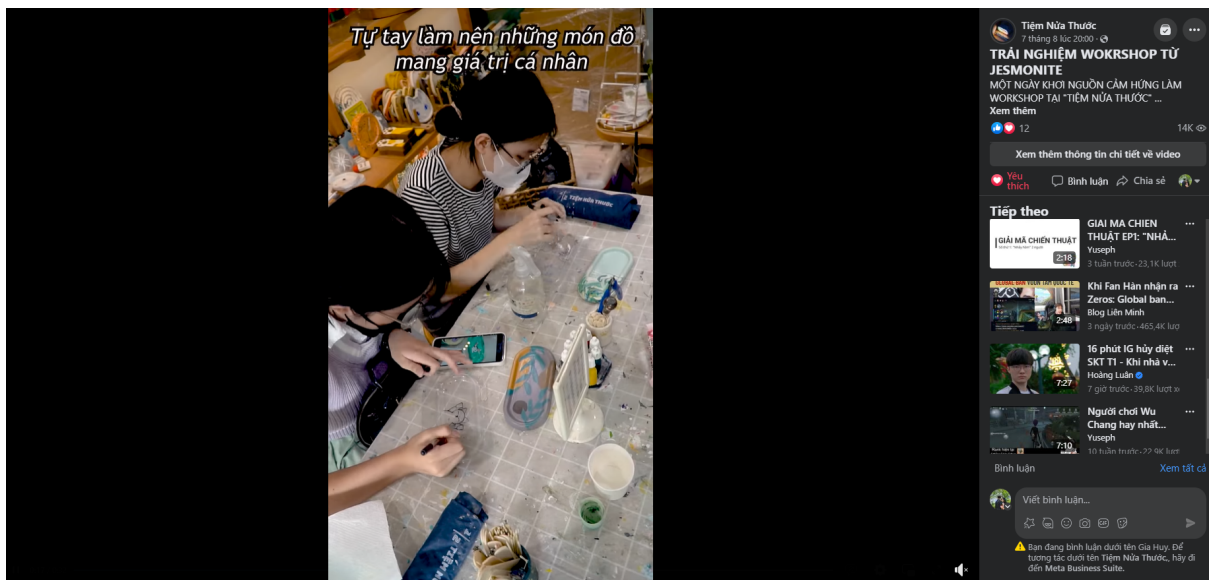


Figure 77: Screenshot of Video on Facebook



Figure 78: Statistics about Video from Meta Business Suite (2023)

**Bài viết sử dụng video này**  
Các bài viết này đang dùng video này trên Facebook.

Bài viết chính	Phản hồi	Số người ti...	Lượt xem vi...	Lượt xem vi...	Lượt xem vi...	Phút xem tr...	Cảm xúc, bi...	Người xem t...
<b>Tiem Nua Thuoc</b> 6 ngày trước	—	19.664	14.394	11.236	0	0:10	16	13.550

Figure 79: Statistics about Video from Meta Business Suite (2023)

=> The video was well received from viewers. Most of them pay attention in the first 10 seconds of the clip and fade as the video gradually moves to the end. After running the ad for a day - on 8/8, the video got more reach than expected. A fresh colours is a must for Tiem Nua Thuoc.

## 12. FINAL CONCLUSION

### 12.1. CONCLUSION:

Completing this campaign has helped Tiem Nua Thuoc to achieve the set objectives and goals, as well as build another social networking platform, Facebook, besides Instagram and TikTok to promote its workshop products and services. Besides, the campaign also helps spread the brand widely to younger customers, attracting young people to register for the workshop on business. With the desire to expand the service, Tiem Nua Thuoc can leverage the solid foundation built by this campaign to reach the target audience and convey the brand's story more effectively.

## 12.2. RECOMMENDATION:

The upcoming milestone is a good opportunity to reach a wider audience with various offline and online tactics. Brands should continue to maintain advertising on the Facebook platform and keep posting frequency from available content columns on social media to stay active with the audience.

The future communication orientation should remain the same as in the campaign: to attract the audience with more entertaining and informative content related to Tiem Nua Thuoc.

For offline activities, businesses should organize collaboration workshops with other craft businesses or quarterly themed workshops to attract customers. Do more offline activities to reach new business customers and repeat customers.

### 12.2.1 Recommended future plan:

- **Future campaign: “Workshop xịn - Nhận quà xanh”**

After a long time of testing, Tiem Nua Thuoc has successfully mixed Jesmonite with used coffee grounds to make decorative products such as coasters, candle cups, etc. Besides, the business has also developed a few new keychain models from recycled plastic besides the Deadfish models.

Within 2 weeks, Nua Thuoc Shop will launch a campaign to promote new products and services. Each customer who registers for the workshop with Jesmonite mix coffee grounds will be given a keychain model from recycled plastic.

Through this small campaign, we want to raise awareness of our customers about recycling and sustainable living, starting with small things like choosing highly sustainable products like Jesmonite and those from Recycled Plastic.



Figure 80: Product Sample



- **Event Purpose:**

**Objective:** Creating a new "green" combination between Tiem Nua Thuoc and Co Bayart. Here, participants will be immersed in the green landscape surrounded by mini bonsai. Besides, they can choose a bonsai that they feel like and grow it in a jesmonite pot with their own style.



*Figure 81: Logo of Cobay Art*

**KPIs:** 50 people in 2 shifts; 25 people per shift.

**Format:** Handmade Workshop

**Target Audience:** Office workers, young families.

**Topic: YOUR COLOR, YOUR BONSAI**

**Idea:** Young people increasingly love and have a strong desire to protect the environment. They often choose and support products that are beneficial to the environment as well as calling each other to plant trees to heal the Earth. Tiem Nua Thuoc will help them protect the environment with the colours of each customer's own personality.

## **13. APPENDIX**

### **13.1. TIEM NUA THUOC'S QUANTITATIVE RESEARCH**

#### **13.1.1. Objectives:**

- To explore the interest/awareness of consumers about handcraft businesses.
- To understand consumer attitudes/behaviours about handcraft businesses.

### 13.1.2. Method:

- Quantitative: Survey
- Analysis tool: Google Form

Đơn vị: Người

	Tổng số			Thành thị			Nông thôn		
	Chung	Nam	Nữ	Chung	Nam	Nữ	Chung	Nam	Nữ
<b>TP. Hồ Chí Minh</b>	<b>8 993 082</b>	<b>4 381 242</b>	<b>4 611 840</b>	<b>7 125 493</b>	<b>3 448 709</b>	<b>3 676 784</b>	<b>1 867 589</b>	<b>932 533</b>	<b>935 056</b>
0-4	547 584	286 552	261 032	423 811	222 204	201 607	123 773	64 348	59 425
5-9	610 815	319 915	290 900	465 222	243 679	221 543	145 593	76 236	69 357
10-14	544 876	284 465	260 411	413 499	216 286	197 213	131 377	68 179	63 198
15-19	656 093	334 021	322 072	528 527	267 595	260 932	127 566	66 426	61 140
20-24	837 965	410 036	427 929	700 751	340 245	360 506	137 214	69 791	67 423
25-29	952 694	461 032	491 662	772 520	371 417	401 103	180 174	89 615	90 559
30-34	914 990	442 634	472 356	713 031	343 198	369 833	201 959	99 436	102 523
35-39	830 842	401 918	428 924	635 841	304 854	330 987	195 001	97 064	97 937
40-44	687 347	338 154	349 193	527 771	255 770	272 001	159 576	82 384	77 192
45-49	622 012	310 729	311 283	490 704	242 229	248 475	131 308	68 500	62 808
50-54	514 473	249 882	264 591	411 799	198 207	213 592	102 674	51 675	50 999
55-59	432 386	200 122	232 264	352 992	162 673	190 319	79 394	37 449	41 945
60-64	339 692	148 630	191 062	279 354	122 272	157 082	60 338	26 358	33 980
65-69	203 635	84 044	119 591	166 305	68 383	97 922	37 330	15 661	21 669
70-74	108 498	42 311	66 187	88 483	34 613	53 870	20 015	7 698	12 317
75-79	82 476	29 843	52 633	66 835	24 381	42 454	15 641	5 462	10 179
80-84	55 838	19 231	36 607	45 966	16 013	29 953	9 872	3 218	6 654
85+	50 866	17 723	33 143	42 082	14 690	27 392	8 784	3 033	5 751

What margin of error can you accept? 5% is a common choice	<input type="text" value="5"/> %
What confidence level do you need? Typical choices are 90%, 95%, or 99%	<input type="text" value="90"/> %
What is the population size? If you don't know, use 20000	<input type="text" value="2038934"/>
What is the response distribution? Leave this as 50%	<input type="text" value="50"/> %
Your recommended sample size is	<b>271</b>

Figure 82: Recommended sample size

### 13.1.3. Survey Flow:

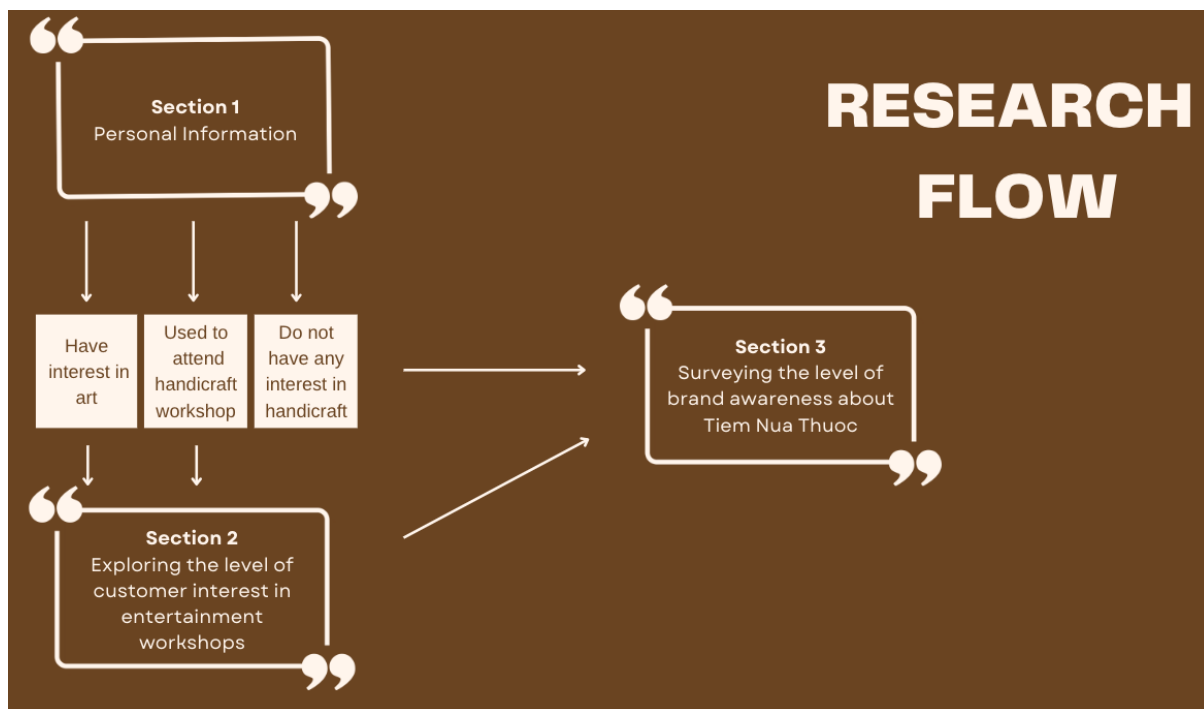


Figure 83: Screenshot of Research Flow



Độ tuổi của anh/chị hiện tại

353 câu trả lời

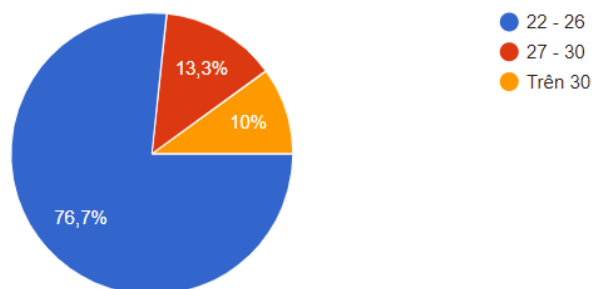


Figure 84: Screenshot of Survey Form

Hiện tại, anh/chị làm công việc gì?

353 câu trả lời

Sao chép



Figure 85: Screenshot of Survey Form

Thu nhập cá nhân của anh/chị ở mức nào

353 câu trả lời

Sao chép

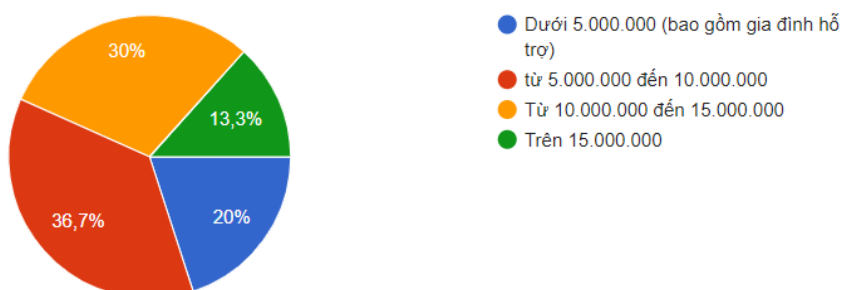


Figure 86: Screenshot of Survey Form

Anh/chị sẽ lựa chọn nơi nào cho các hoạt động nghệ thuật giải trí

Sao chép

353 câu trả lời



Figure 87: Screenshot of Survey Form

Anh/chị có quan tâm và tìm hiểu về các workshop thủ công không (như làm nến, làm gốm, vẽ tranh, tự pha nước hoa,...)

353 câu trả lời

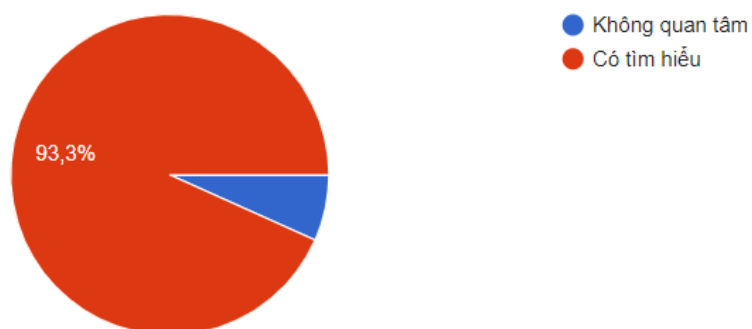


Figure 88: Screenshot of Survey Form

Anh/ chị đã từng tham gia các workshop thủ công nào chưa?

353 câu trả lời

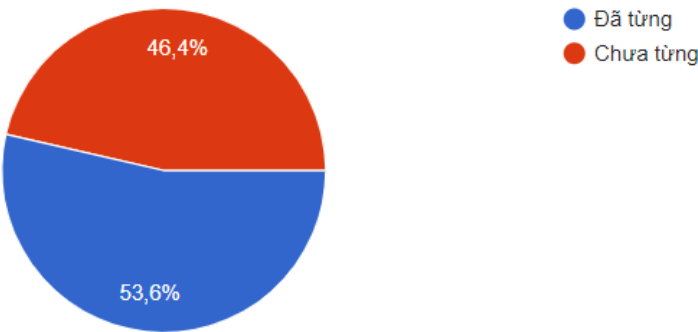


Figure 89: Screenshot of Survey Form

Anh/chị đang quan tâm đến các loại hình workshop thủ công nào?

Sao chép

353 câu trả lời

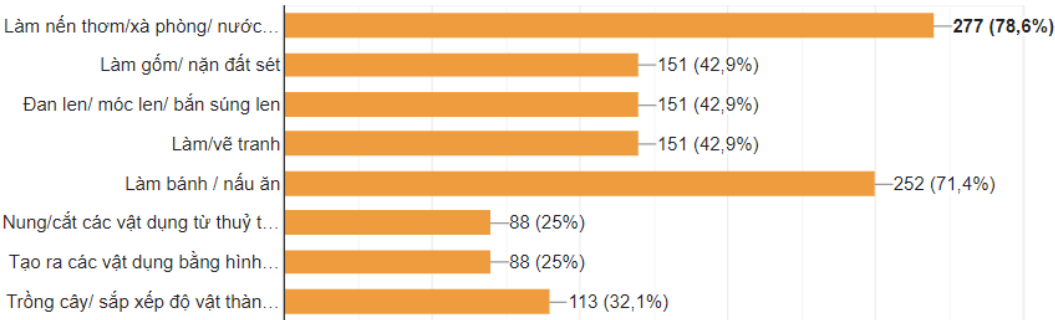


Figure 90: Screenshot of Survey Form

Anh/chị biết đến các workshop thủ công qua kênh nào

Sao chép

353 câu trả lời

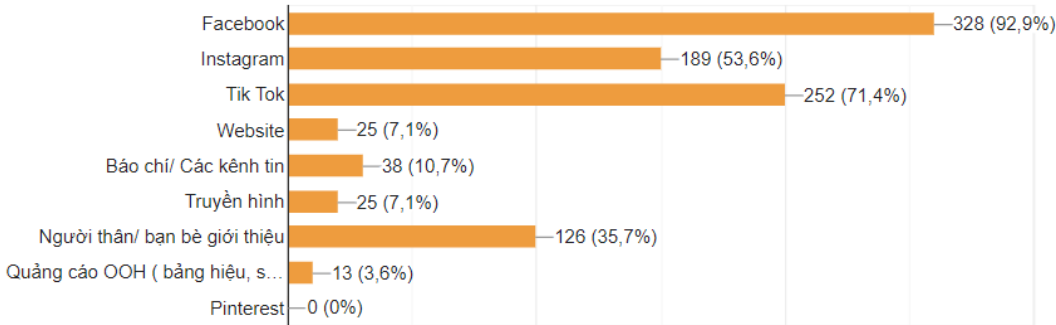


Figure 91: Screenshot of Survey Form

Anh/chị chọn đến các workshop thủ công vào những dịp nào?

Sao chép

353 câu trả lời

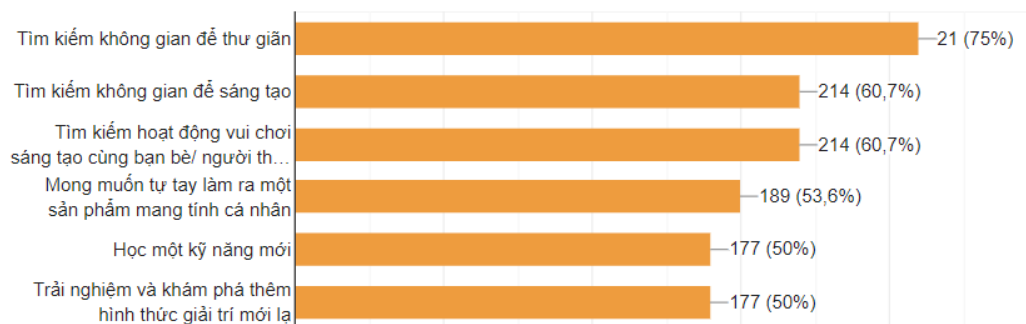


Figure 92: Screenshot of Survey Form

Khi tham gia workshop thủ công anh/chị mong muốn điều gì

Sao chép

353 câu trả lời

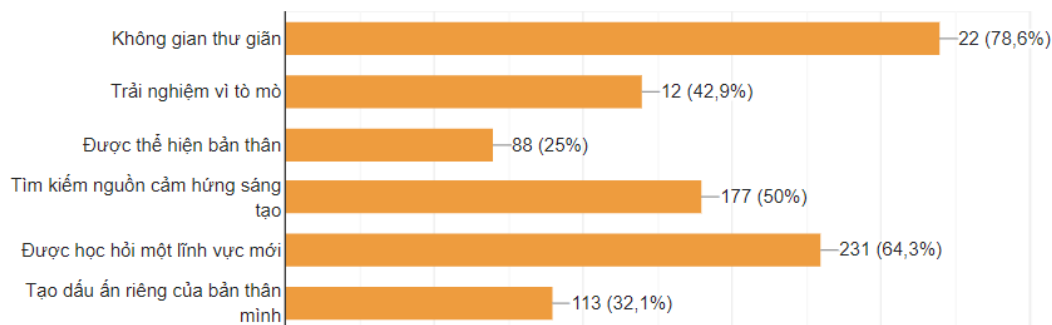


Figure 93: Screenshot of Survey Form

Một workshop thủ công như thế nào sẽ làm anh chị hài lòng?

Sao chép

353 câu trả lời

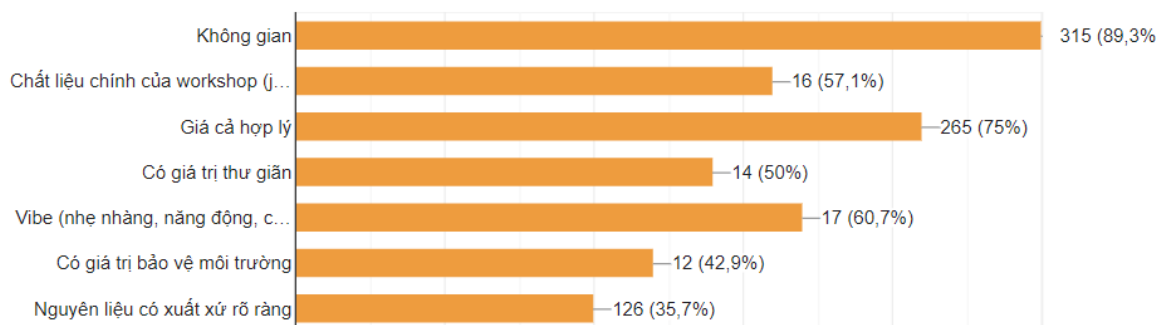


Figure 94: Screenshot of Survey Form

### 13.1.3. The Demand:

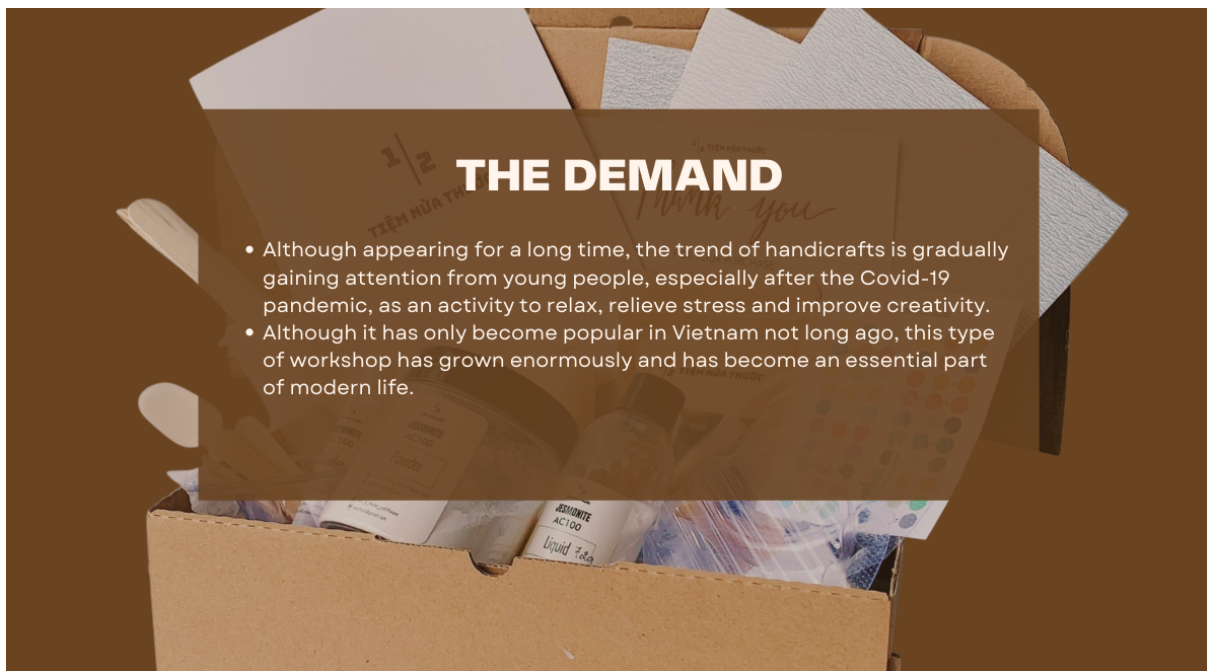


Figure 95: Screenshot of The Demand

### 13.2. TIEM NUA THUOC'S COMMUNICATION PARAMETERS:

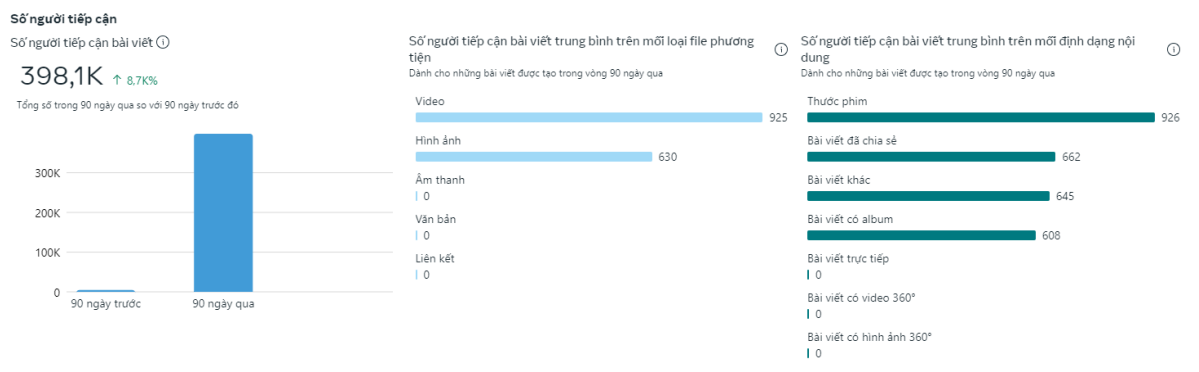


Figure 96: Screenshot of Meta Business Suite



Figure 97: Screenshot of Meta Business Suite

### Số người tiếp cận

Số người tiếp cận bài viết ⓘ

453,4K ↑ 9,6K%

Tổng số trong 90 ngày qua so với 90 ngày trước đó

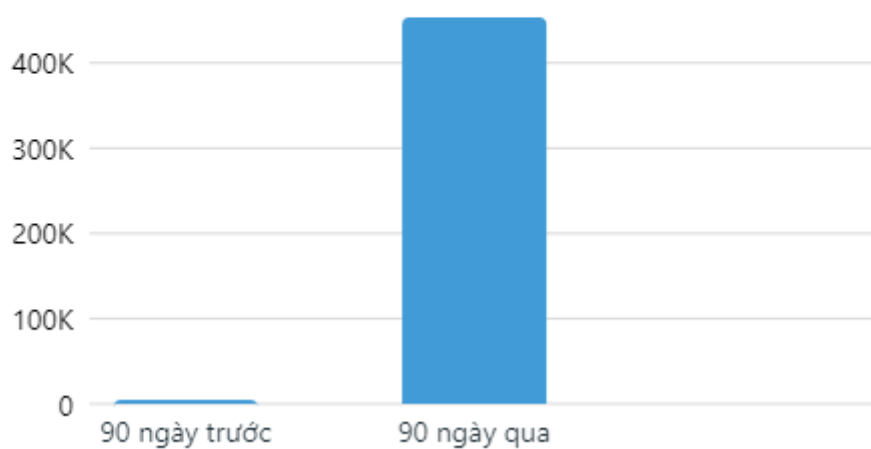


Figure 98: Screenshot of Meta Business Suite

### Lượt tương tác

Số cảm xúc, bình luận về và lượt chia sẻ bài viết ⓘ

5,6K ↑ 2,2K%

Tổng số trong 90 ngày qua so với 90 ngày trước đó

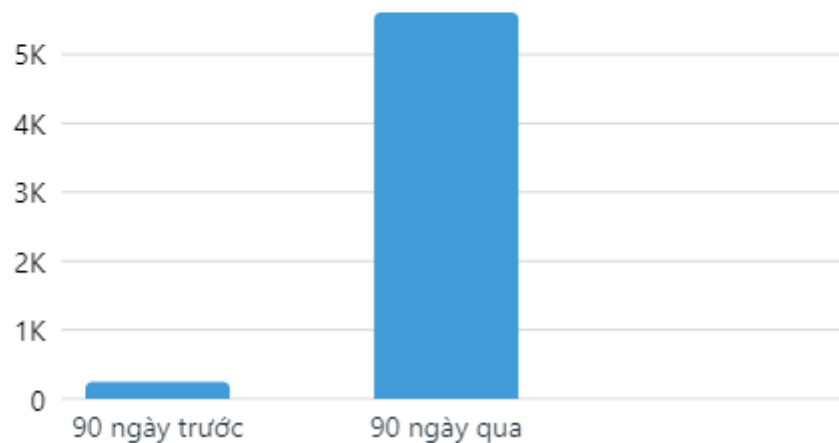


Figure 99: Screenshot of Meta Business Suite

### Số người tiếp cận

Số người tiếp cận trên Facebook ⓘ

13.163 ↑ 5,1%

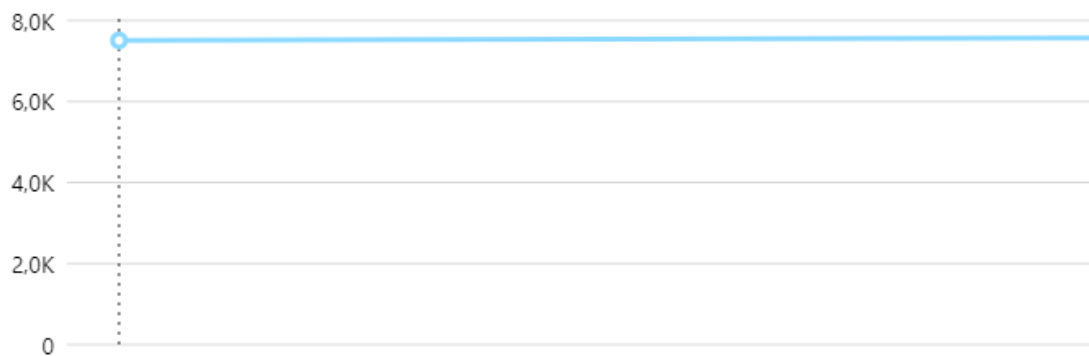


Figure 100: Screenshot of Meta Business Suite



### Số người tiếp cận

Số người tiếp cận trên Facebook ⓘ

214.357 ↑ 0.3%



Figure 101: Screenshot of Meta Business Suite

### Lượt thích và theo dõi mới

Lượt thích mới trên Trang Facebook ⓘ

279 ↑ 108.2%

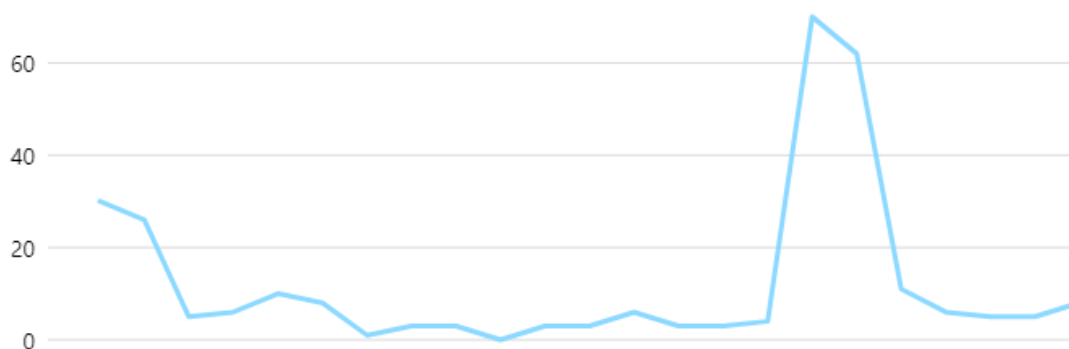


Figure 102: Screenshot of Meta Business Suite

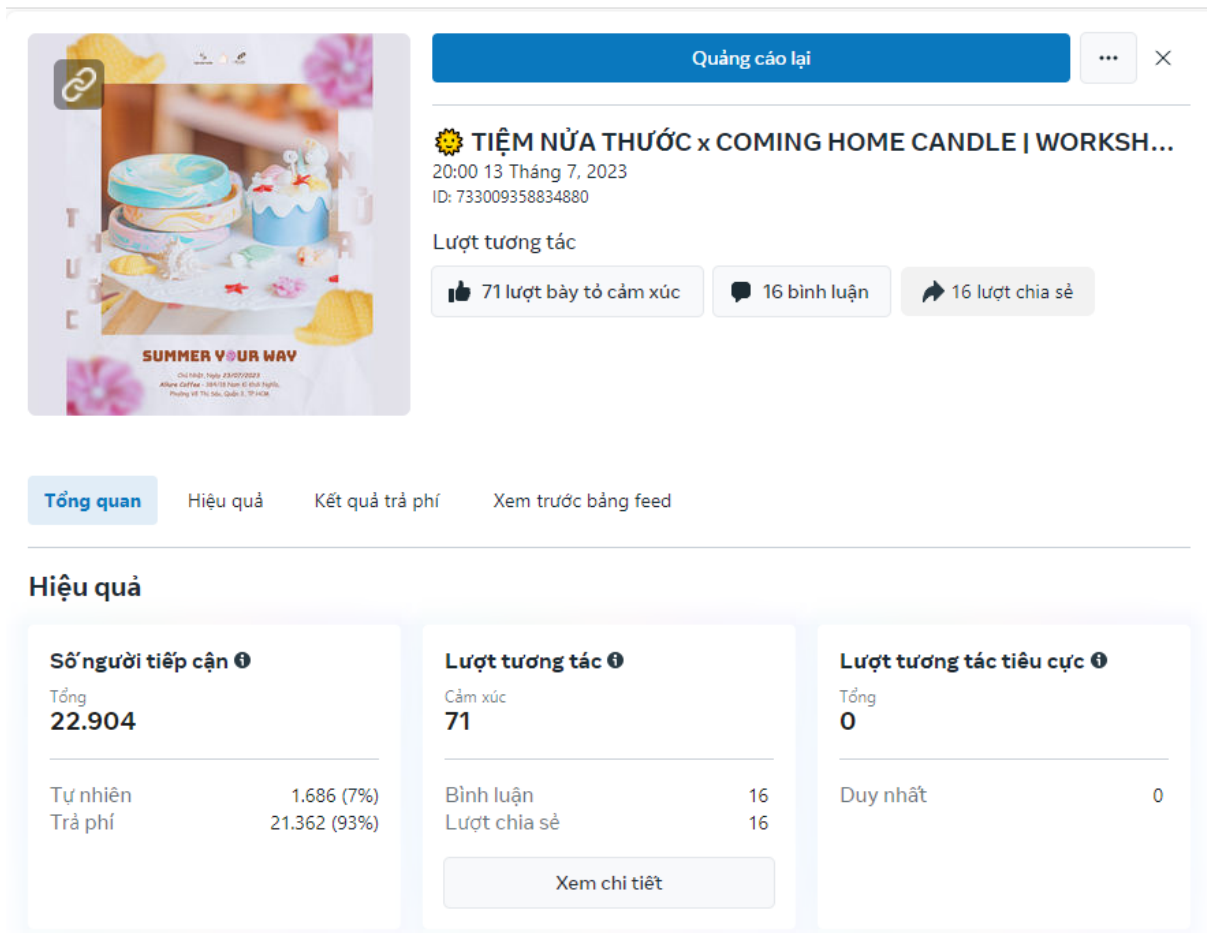


Figure 103: Screenshot of Meta Business Suite

### 13.2.1. Effectiveness of Ads:

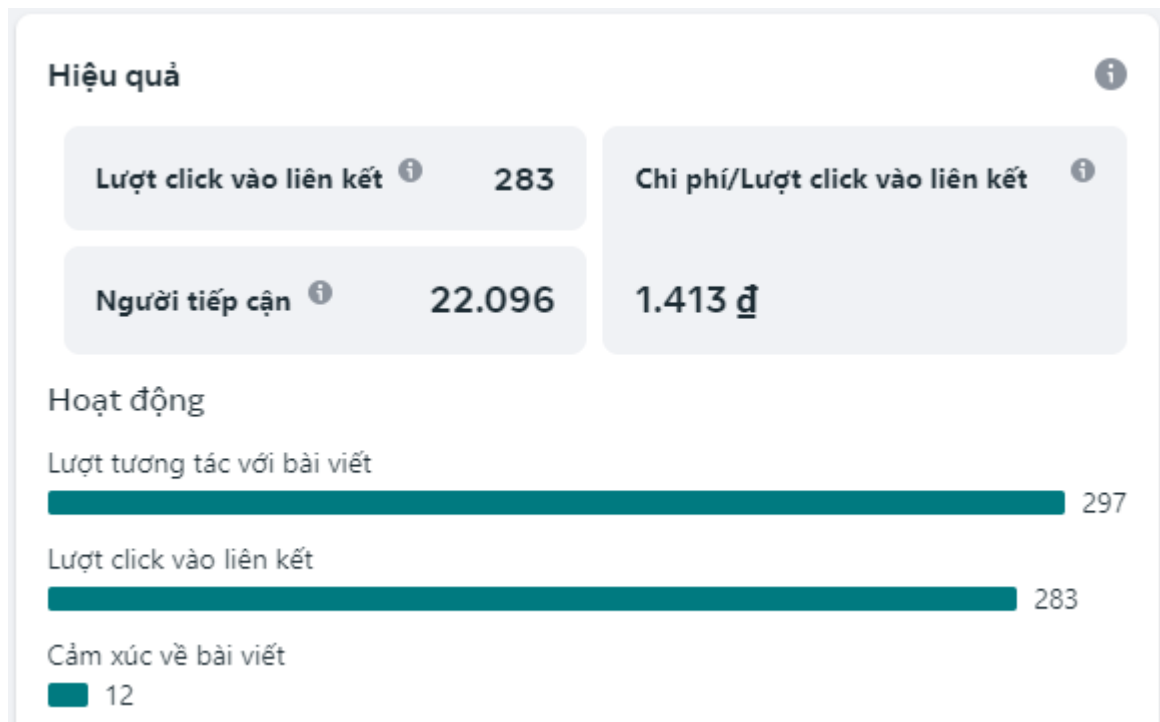


Figure 104: Screenshot of Meta Business Suite

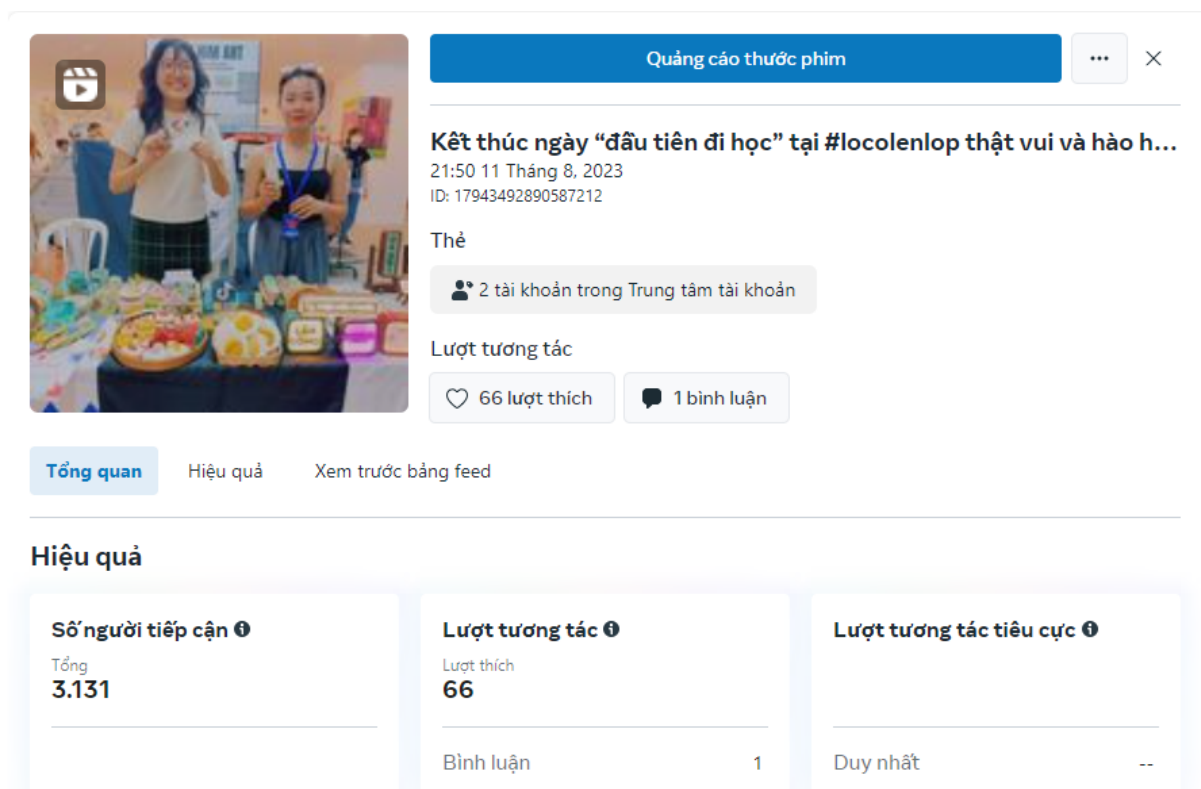


Figure 105: Screenshot of Meta Business Suite

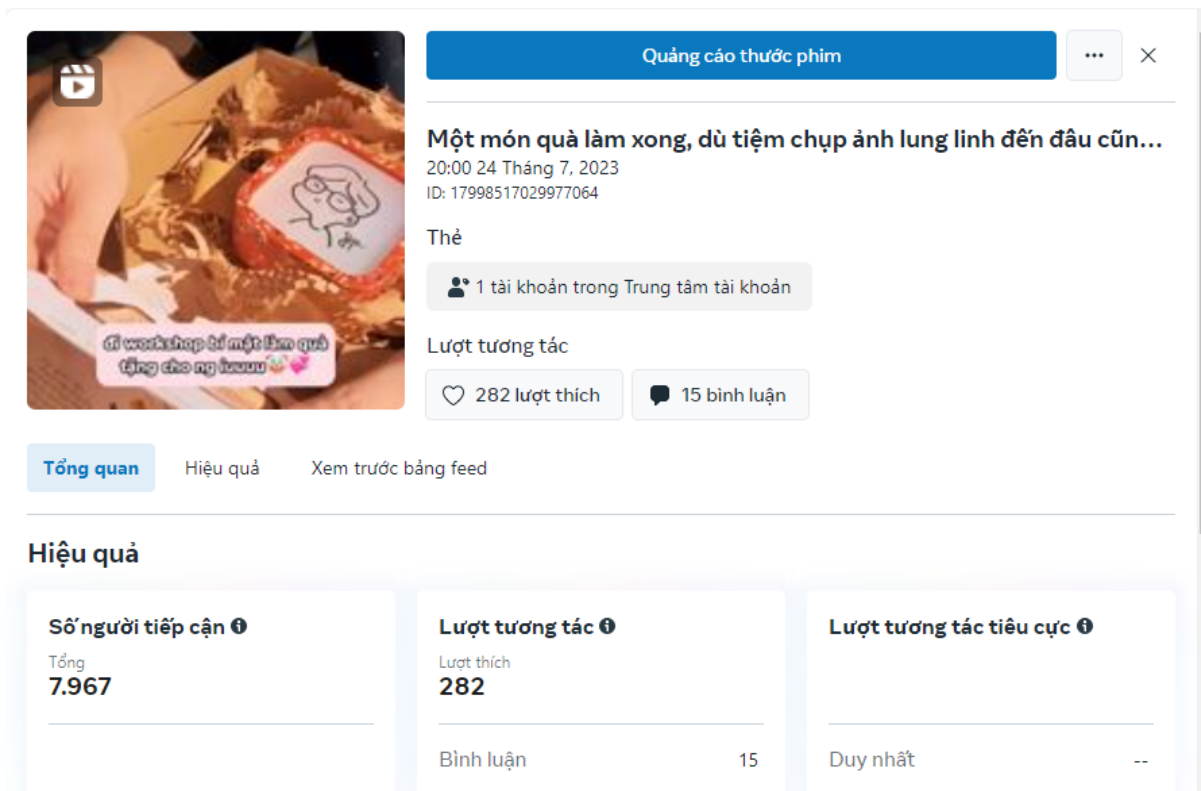


Figure 106: Screenshot of Meta Business Suite

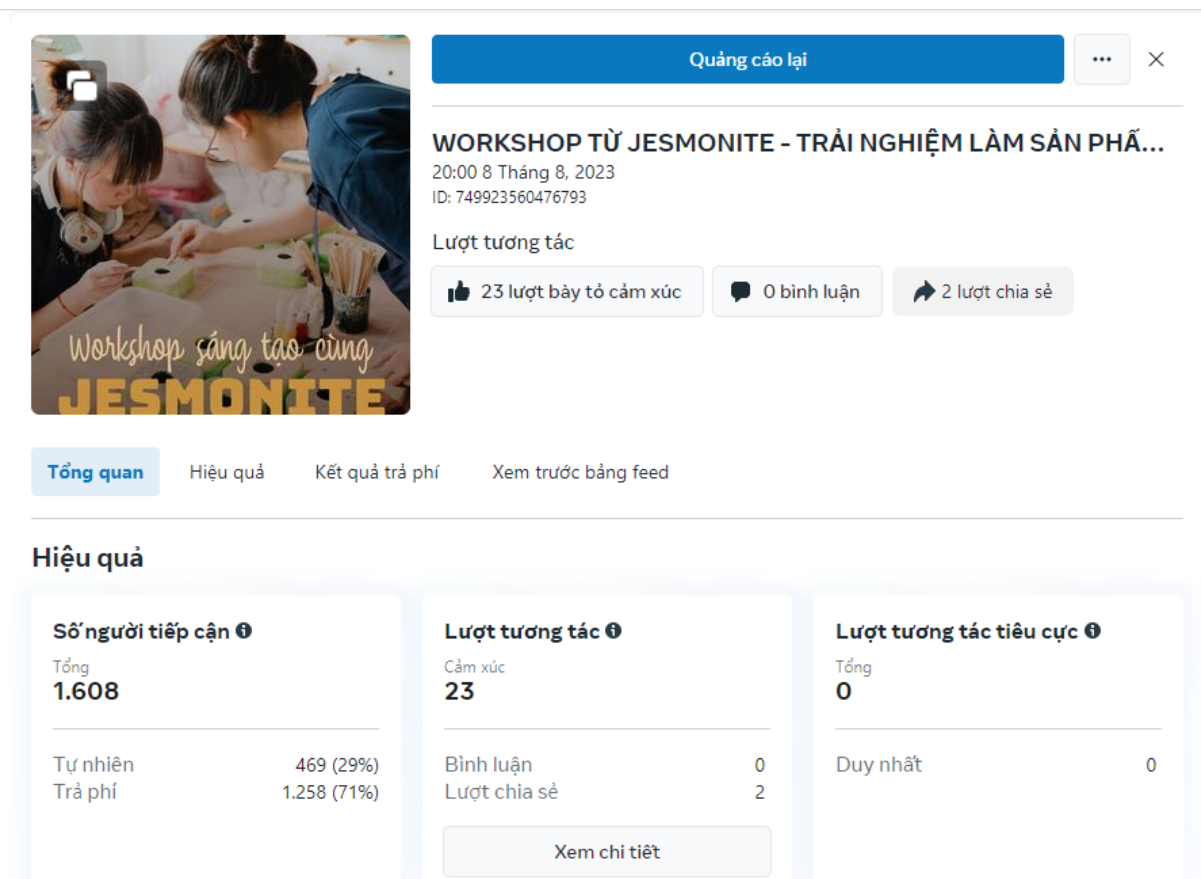


Figure 107: Screenshot of Meta Business Suite

## Kết quả trả phí

Số lần bài viết này được quảng cáo để tiếp cận nhiều tài khoản trong Trung tâm tài khoản hơn.



Quảng cáo: Lượt tương tác với bài viết  
10 Tháng 8

Quảng cáo đang hoạt động

177.195 đ  
Đã chi tiêu

Xem

Figure 108: Screenshot of Meta Business Suite



Figure 109: Screenshot of Meta Business Suite

Hành động với bài viết <span>i</span>	
Tổng lượt click	286
Lượt click vào liên kết	279
Lượt click khác	7
Tổng số ý kiến đóng góp tiêu cực	0

Figure 110: Screenshot of Meta Business Suite

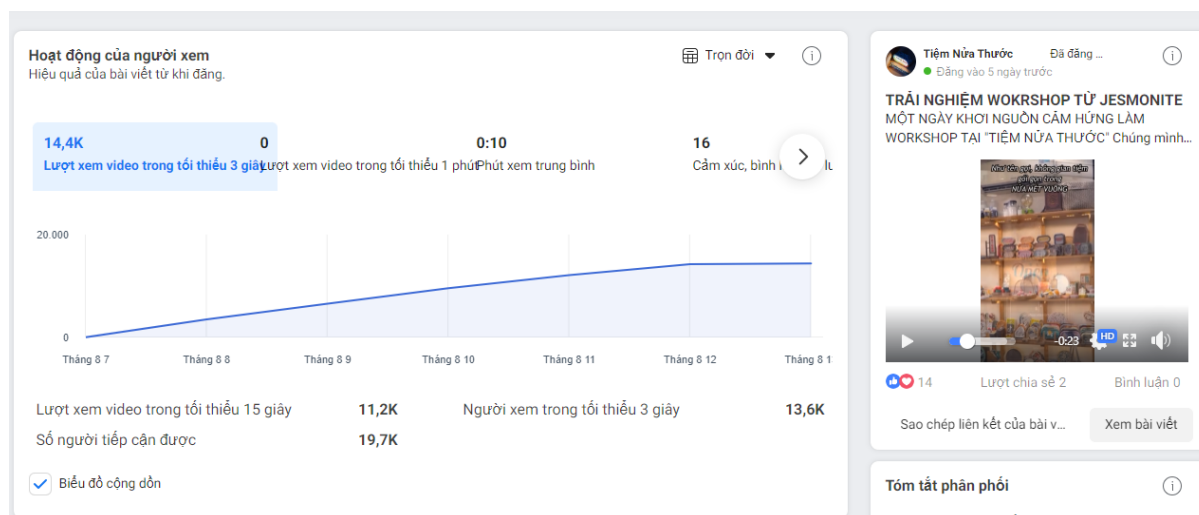


Figure 111: Screenshot of Meta Business Suite

### 13.3. EVENT MAP:

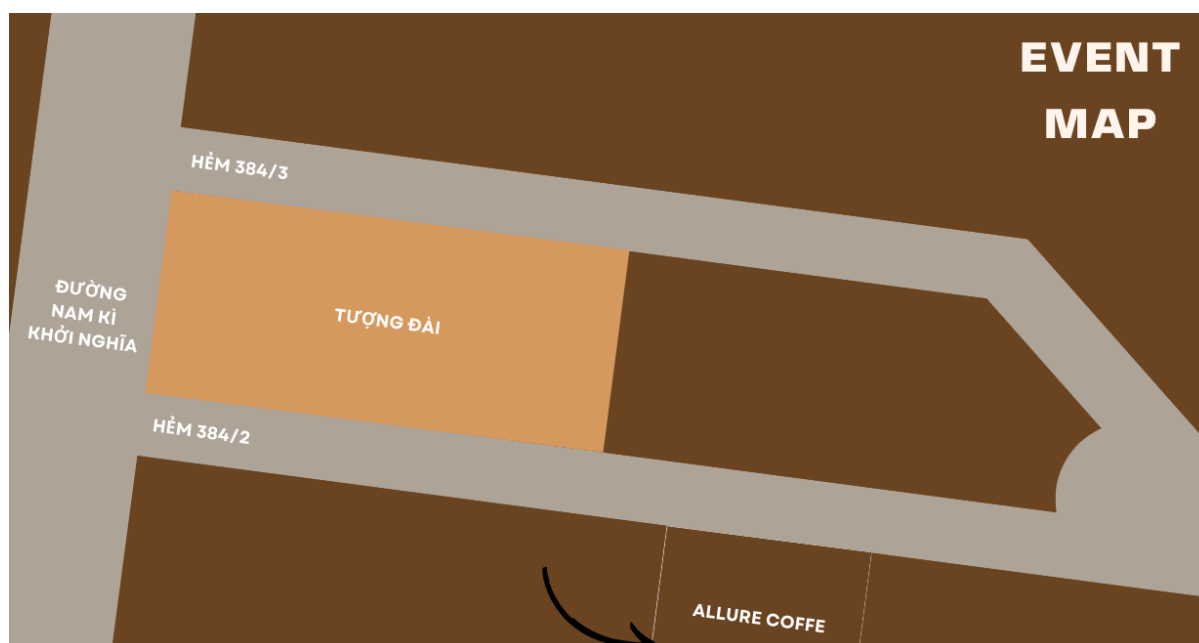


Figure 112: Screenshot of Event Map

## 14. REFERENCES

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