



BRANDING CAMPAIGN FOR TIEM NUA THUOC

ABOUT US



Tran Gia Huy

**Project Leader
Production**



Nguyen Trieu Chau

Strategic Planner



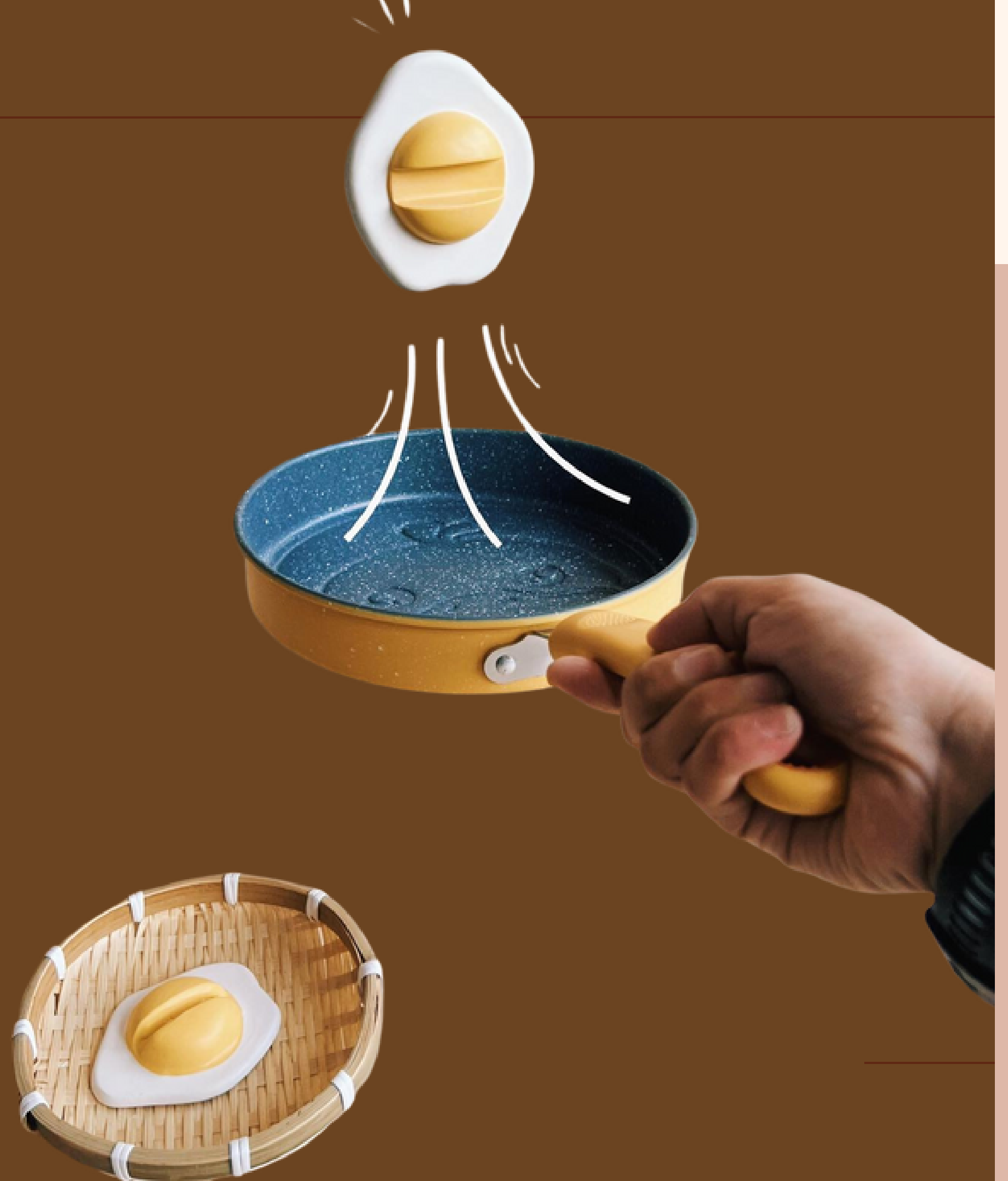
Nguyen Khanh Linh

Event Executive

TIEM NUA THUOC

AGENDA

1. INTRODUCTION
2. RESEARCH
3. COMMUNICATION
OBJECTIVES AND KPIs
4. TARGET AUDIENCE
5. APPROACH
6. CREATIVE IDEA
7. CAMPAIGN FRAMEWORK
8. EXECUTION
9. FINANCE REPORT
10. EVALUATION
11. FUTURE PLAN
12. FINAL CONCLUSION



BRAND OVERVIEW

"Tiem Nua Thuoc was created by a team of two who felt bored with office life and fell in love with the art of making."



CLIENT'S BRIEF RECAP



PROBLEM

Brand awareness on the social media platforms of Tiem Nua Thuoc is low.

THE ASK

Increase brand awareness of Tiem Nua Thuoc about the brand and its products: handicraft workshop and personalized handicrafts.

DELIVERABLES

Build content on two social networking platforms (Facebook & TikTok).

Push up engagements to a new level on Social Media.
Reach & attract a new file of Target Audiences (GenZ)

POLITICAL

- Currently, the government encourages innovation and development of handicraft industries such as art exhibitions, performances and handicrafts.
- According to Article 10 of the Law on Supporting Small and Medium Enterprises, the support level is reduced to 20% lower than the normal corporate income tax rate (22%).

ECONOMIC

- The government 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.
- The Government has policies to support enterprises in promoting production services in the international market.

SOCIAL

- The average income level of Vietnamese people is expected to increase by an average of 17% per year until 2030.
- Young people are willing to spend 300,000 - 400,000 on art workshops to experience & explore.

TECHNOLOGICAL

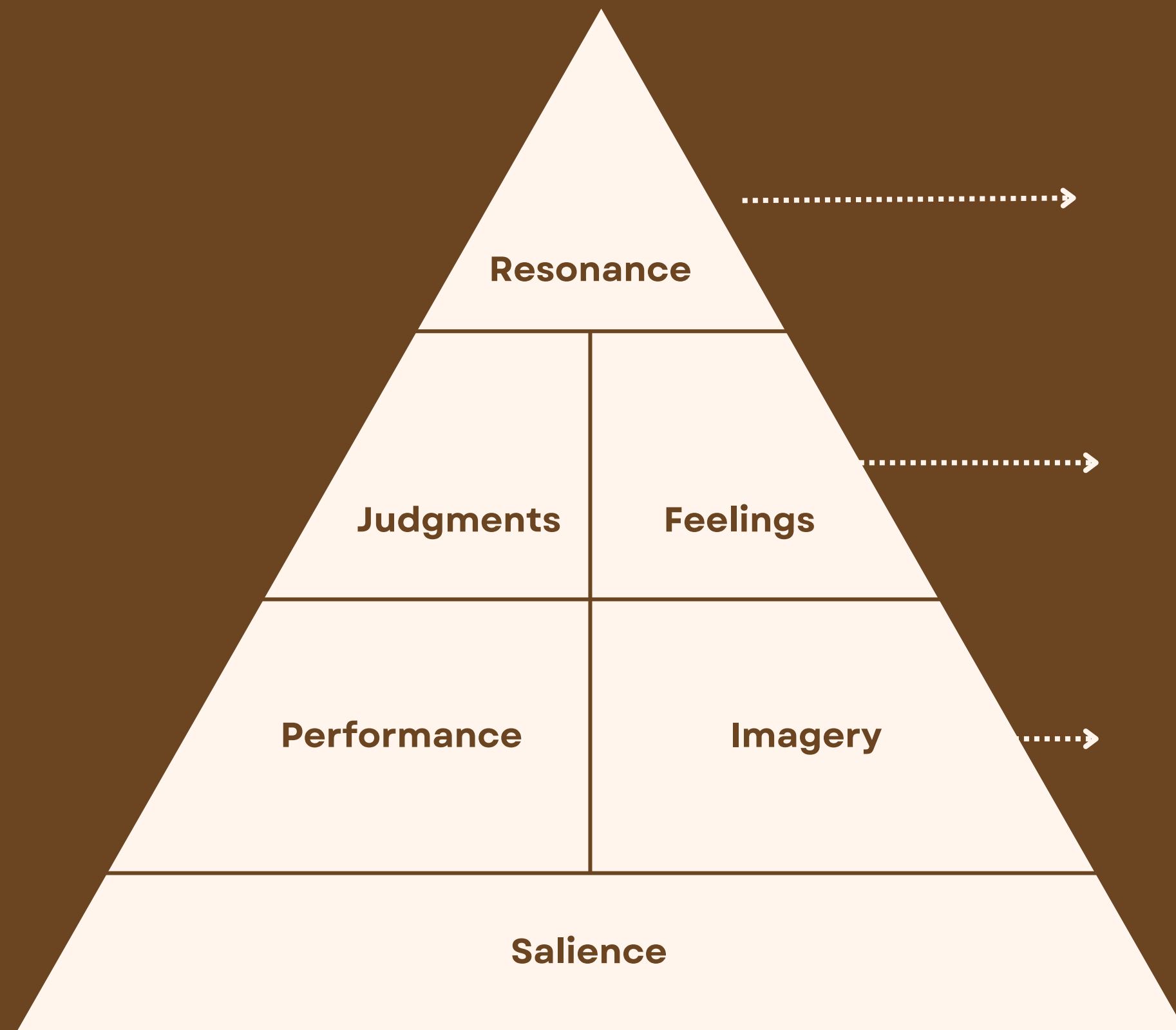
- It shows that, through social networks, technology has gradually helped Vietnamese people gain more understanding and led them to access the market more quickly.
- According to Goodgood report, the youth entertainment trend includes 8 forms 85% visit art galleries and centers The leading target group of the campaign is 8% (20 - 24 years old) and 11% (25 - 30 years old) respectively.

COMPETITOR REVIEW

	Type of Workshop	Pricing	Engagement			USP (Workshop with vibe)
			Facebook	TikTok	Instagram	
TIỆM NỬA THƯỚC	Made by Jesmonite, Wood, Leather, Resin & Epoxy, and Magnet	350.000 - 500.000	0,64%	29,11%	3,22%	Colourful, Creativity
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 Béo 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 making	250.000 - 500.000	2%	450%	7%	Creativity,Patience
Hiên Concept		450.000	5,4%	17,31%	6%	Experience, Relax

COMPETITOR REVIEW

ART/COLOUR						
Name of Competitors	Type of Workshop	Pricing	Engagement			USP (Workshop with vibe)
			Facebook	TikTok	Instagram	
Tòong Teng Studio	Ceramic, Mosaic		0.03%	24%	Not Yet	Joyful, Creativity
Trạm Sáng Tạo Moon - Diy & Workshop	CeramicWool embroideryTote bag drawingPainting and decorating potted plants	80.000 - 350.000	0.11%	3,22%	Not Yet	Patience, Relaxing, Interesting
Kirakira Workshop	Tote's Decoration	330.000 - 27.000.000	0.7%	Not Yet	7,68%	Journey, gain experience
Quynh Workshop	NailboxPour high-quality essential oil candlesDrawClayResinFabric, thread, woolMake beaded braceletsOrganic lip balmMosaic mosaic artWooden frame with dried flowers	300.000	0,43%	0,17%	0,45%	Personal, meaningful, creativity
The Greenery Art - Workshop Space & Gifts	Scented candlesOilBakingSand pictureSoap	350.000 - 550.000	0,19%	9,5%	0,24%	Personal, creativity
Tiệm Lưu Giữ Ký Ức	SuncatcherResinFairy DomeMemory frameJournal	290.000 - 550.000	0,14%	0,16%	8,5%	Commemorative, relaxing, healing
Tipsy Art	Drawing, painting - acrylics	440.000	0,02%	7,82%	3,22%	Creativity, Actively, Colorful



Low brand loyalty

- Low repetition of participating in the workshop
- Rarely repetition of buy products

Customer feels **more interested in the product** than **TNT's workshop**

Express individuality

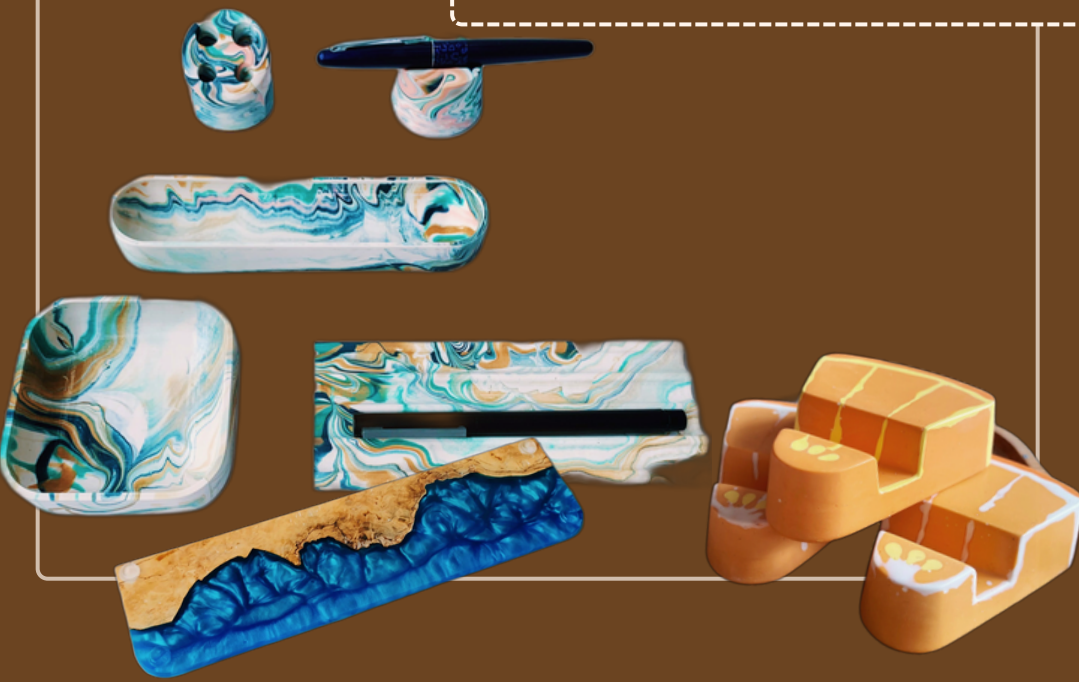
- Relaxing
- Creativity
- personalization

Low Brand Awareness

Most people still do not know about Tiem Nua Thuoc.

PRODUCT

Armrest; Shelf & Stationeries



Keychains, The Company's Mascot, Opener, Fridge Decor



Tray from Leather, Jesmonite, Wood



Jesmonite Workshop



Jemonite Lightbox



1 | 2

TIỆM NỬA THUỐC

Made by Jesmonite, Wood, Leather, Resin & Epoxy, and Magnet

STRENGTHS

- The first and only brand to hold a workshop on Jesmonite in Ho Chi Minh City
- New workshop format compared to the common workshop in the market
- Customers are free to create according to their personal preferences.

WEAKNESS

- 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.
- Many people in the target audience don't know the brand yet The methods of making content are boring, and have not yet reached the target audience from 22 to 26.

OPPORTUNITIES

- They look for activities to express their individual style
Income is increasing, so young people are more comfortable in paying for entertainment activities

THREATS

- Competition comes from other craft workshops
- Inflation is increasing, young people will have to be more careful when spending money on entertainment services.

COMMUNICATION



Communication Objective:
Campaign objective:

- Increase brand awareness of Tiem Nua Thuoc to target audiences from 22-27; income: midle to high
- Raise the interaction and consider coming to the workshop/product when there is a need to relieve stress and increase creativity through handcraft activities.
- Increase the number of registrations for the workshop after the campaign.

KPIs:
Social channels:

	Facebook	TikTok	Event
Engagement	Increase 80%	Increase 80%	-
Likes and Followers	Increase 20%	Increase by 50%	-
Views	-	Increase 70% views/ clip	-
Number of people actually participating in the workshop	-	-	80 - 85%/workshop from previous registrations

TARGET AUDIENCES



Demographic:

- Mostly female.
- Age: 22 - 27
- Living in HCM City, Vietnam.
- Incom: middle to high



Interest and Behaviour:

- They want to release stress after a long hard-working day
- Looking for a handicraft workshop in HCM city.



Media behaviour:

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

TARGET AUDIENCES RESEARCH

TARGET AUDIENCE TRUTH

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

vietnam.net # Thi lớp 10 Podcast Tin nóng Tin tức 24h

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

f Zalo 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.

DÂN TRÍ International Version

MỚI NHẤT VIDEO XÃ HỘI THẾ GIỚI KINH DOANH BẤT ĐỘNG SẢN THỂ THAO VIỆC LÀM NHÂN ÁI SỨC KHỎE VĂN HÓA

KINH DOANH

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

CÔNG LUẬN
CƠ QUAN TRUNG ƯƠNG HỘI NHÀ BÁO VIỆT NAM

Báo chí - Truyền thông Thời sự Quốc tế Kinh tế Pháp luật Xã hội Văn hóa Khoa học

VĂN HÓA Đời sống văn hóa

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,

TARGET AUDIENCES RESEARCH

TARGET AUDIENCE TRUTH

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

Mới nhất

Thời sự Góc nhìn Thế giới Video Podcasts Kinh doanh Bất động sản Khoa học Giải trí Thể thao Pháp luật

Cách Gen Z thể hiện cá tính riêng

Là thế hệ tự tin và bản lĩnh, Gen Z ưu tiên đầu tư vào bản thân từ ngoại hình đến kiến thức, dành nhiều thời gian để nghiên cứu và sống hết mình với đam mê.

Theo trung tâm nghiên cứu các vấn đề xã hội Pew, có trụ sở tại Washington DC, Mỹ, Genz (thế hệ Z) gồm những bạn trẻ sinh khoảng thời gian 1997 - 2010, là thế hệ tiếp nối các Millennials và trước thế hệ Alpha. Ngay khi ra đời, Gen Z đã tiếp xúc với Internet: năm 1996, thế giới đón nhận sự ra đời của Google; năm 1997, Việt Nam kết nối Internet thế giới; năm 2004, Facebook ra đời; và một năm sau Youtube ra đời. Genz chịu ảnh hưởng sâu sắc của kỹ thuật số và mạng xã hội, vì vậy phong cách sống và lối suy nghĩ của GenZ chịu nhiều sự tác động của "xã hội kỹ thuật số".

Phần lớn Gen Z được tiếp xúc với Internet từ nhỏ, đồng nghĩa được tiếp xúc với nhiều nền văn hóa khác nhau trên thế giới và tiếp cận được lượng thông tin khổng lồ. Tôn trọng sự đa dạng và theo đuổi sự khác biệt, Gen Z không bị rập khuôn bởi những quy chuẩn chung của xã hội, họ cởi mở trong việc đón nhận những điều mới và luôn biết cách nâng cấp bản thân mỗi ngày. Thế hệ trẻ này sẵn sàng thể hiện phong cách riêng của họ trong mọi phương diện từ học tập, làm việc, hoạt động xã hội đến cách ăn mặc mà không e ngại việc bị đánh giá bởi những người khác.

DÂN TRÍ

International Version

Thứ

MỚI NHẤT VIDEO XÃ HỘI THẾ GIỚI KINH DOANH BẤT ĐỘNG SẢN THỂ THAO VIỆC LÀM NHÂN ÁI SỨC KHỎE VĂN HÓA GIẢI TRÍ X

GIÁO DỤC > 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

f

t

in

(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.

TARGET AUDIENCES RESEARCH

TARGET AUDIENCE TRUTH

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



International Version

Thứ 6

Chuyên trang

TRÍ THỨC TRẺ

Tin tức

MỚI NHẤT VIDEO XÃ HỘI THẾ GIỚI KINH DOANH BẤT ĐỘNG SẢN THỂ THAO VIỆC LÀM NHÂN ÁI SỨC KHỎE VĂN HÓA GIẢI TRÍ

THỜI SỰ KHOA HỌC GIÁO DỤC ĐỜI SỐNG CÔNG NGHỆ KINH DOANH PHƯƠNG TIỆN GIẢI TRÍ GIỚI TRẺ GIA ĐÌNH

NHỊP SỐNG TRẺ > CỘNG ĐỒNG MẠNG

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

Quảng Ninh

DIỆN TỬ

CƠ QUAN ĐẢNG BỘ ĐẢNG CỘNG SẢN VIỆT NAM TIẾNG NÓI CỦA ĐẢNG BỘ, CHÍNH QUYỀN, NHÂN DÂN TỈNH QUẢNG NINH

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.



Nhân Dân

CƠ QUAN TRUNG ƯƠNG CỦA ĐẢNG CỘNG SẢN VIỆT NAM TIẾNG NÓI CỦA ĐẢNG, NHÀ NƯỚC VÀ NHÂN DÂN VIỆT NAM

HÀ NỘI > TIN CHUNG

Đồ handmade – sự sáng tạo của giới trẻ Hà Nội

NDO - Những năm gần đây, trên thị trường quà tặng, đồ trang sức, đồ chơi... ở Hà Nội xuất hiện thương hiệu mới do các bạn trẻ thực hiện, đó là hàng thủ công làm bằng tay - handmade. Những mặt hàng này không chỉ thu hút khách hàng trẻ tuổi, mà còn là những món quà lưu niệm hấp dẫn khách du lịch bởi chúng mang đậm phong cách và dấu ấn Hà Nội.

CUSTOMER TRUTH – INSIGHT

CREATIVE

PERSONALIZE

EXPERIENCE

RELAX

UNIQUE

COLORFUL



“Mỗi tháng mình đều dành ra 2 buổi cuối tuần để tham gia các Workshop. Ở đây mình được tự tay làm ra nhiều sản phẩm thú vị, đồng thời khám phá thêm được nhiều khả năng của mình nữa” (T, 25 years old)

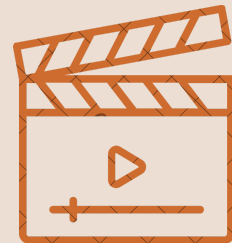
APPROACH

STRATEGY



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 the campaign's key message to target audience



Event: collaboration workshop with another 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.



Tactic run content on three phases that up to three types of content:

TACTIC

APPROACH –TACTICS

	Phase 1: Awareness	Phase 2: Engagement	Phase 3: Action
Time	7/6 - 28/6/2023	5/7 - 20/7/2023	21/7 - 4/8/2023
Mission	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
Key Activities	Social media posts and TikTok videos	iTVC about Tiem Nua Thuoc	Collaboration workshop
Platform	Tiem Nua Thuoc InstagramGroup, KOLs/ Influencers	Tiem Nua Thuoc InstagramGroup, KOLs/ Influencers	Tiem Nua Thuoc InstagramGroup, Community fan pages, KOLs/ Influencers

CAMPAIGN PROPOSITION

Workshops at Tiem Nua Thuoc not only help young people relax after the pressure of work but also help them re-energize their dwindling creativity.

"CRAFT COLOR AS UNIQUE AS YOU"

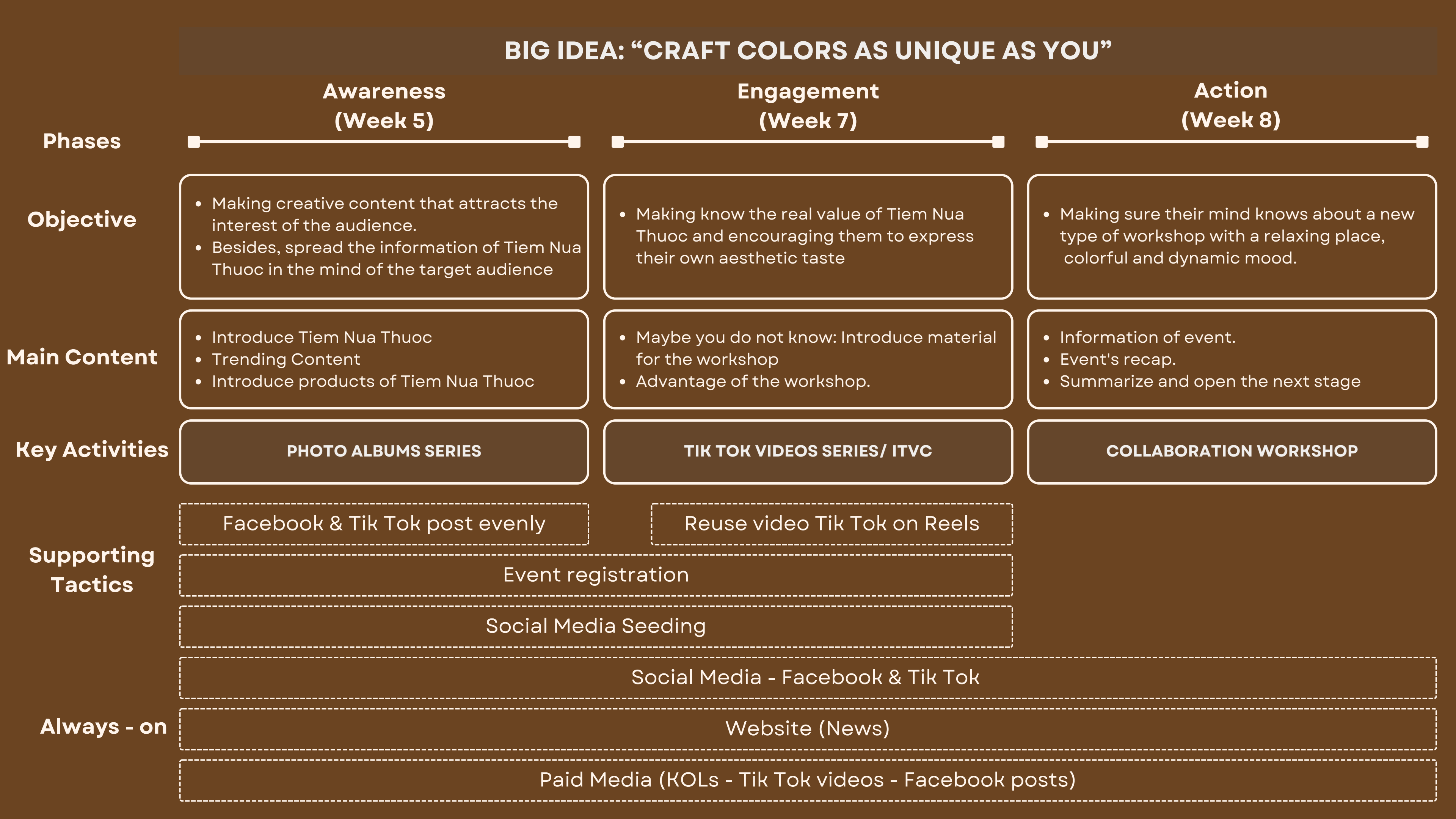
"Be the artist of your own colorful world"

Key message: Personalization encourages customers to create their own personalities and freely do what they want.

CREATIVE IDEA



CAMPAIGN FRAMEWORK



The stage to introduce Tiem Nua Thuoc's Jesmonite workshop together with USP

TRIGGER PHASE



AWARENESS PHASE

Help customers better understand the workshop atmosphere as well as the workshop space through a short introductory video.

Engages the audience with a workshop collab with the Coming Home Candle

ACTION PHASE

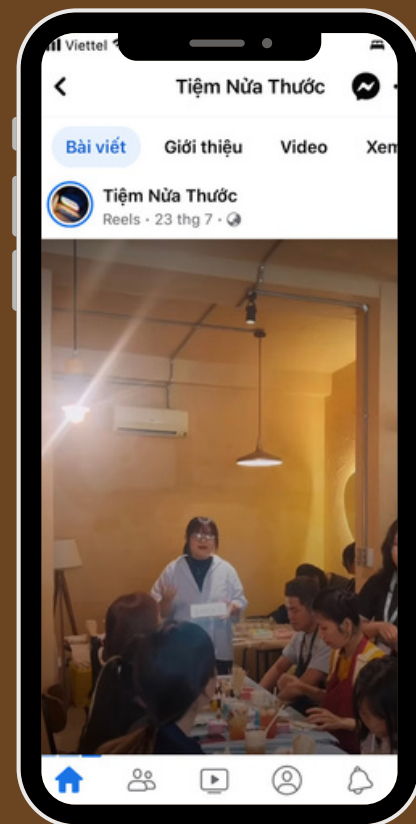




EXECUTION

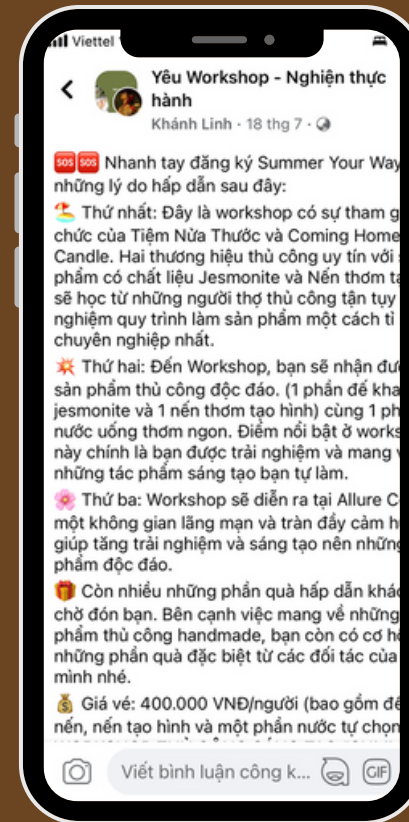
MEDIA

FACEBOOK REELS



Tiệm Nua Thuoc's Instagram and Facebook reels generate high engagement and high views, but their continuous sharing limits customer access to promotional information. The campaign aims to reduce frequency and focus on specific reels.

SEEDING



Tiệm Nua Thuoc's Summer Your Way workshop targets interested individuals in handicraft art, DIY, and attending craft workshops in HCMC, showcasing their skills through public and private Facebook groups.

MAIN CONTENT

SOS SOS Quickly register for Summer Your Way for the following attractive reasons:

🌈 Firstly: This is a workshop with the participation of Half Ruler Shop and Coming Home Candle. Hai is a prestigious handcrafted brand with products made of Jesmonite and Shaped Scented Candles. will learn from dedicated craftsmen and experience the most meticulous and professional product-making process.

🌟 Monday: Come to the Workshop. You will receive 2 unique handmade products. (1 jesmonite-lined tray base and 1 shaped scented candle) and 1 delicious drink. The highlight of this workshop is that you get to experience and bring home your creative works.

🌸 Tuesday: The workshop will take place at Allure Coffee, a romantic and inspirational space that enhances the experience and creates unique works.

📁 There are many other attractive gifts waiting for you. Besides bringing home handmade products, you also have the opportunity to receive special gifts from your partners.

💰 Ticket price: 400,000 VND/person (includes candlesticks, shaped candles and a drink of your choice)

CREATIVE CRAFTS WORKSHOP “SUMMER YOUR WAY”

📌 Time: Sunday, July 23, 2023

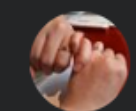
📌 Workshop time frame: Shift 1: 8:30 - 12:00, Shift 2: 13:30 - 17:00

📌 Location: Allure Coffee - 384/18 Nam Ky Khoi Nghia, District 3, HCMC

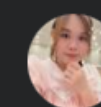
📌 Registration link: bit.ly/workshopsummeryourway

#Workshop #Craft Products #Jesmonite #Scented Candles #SummerYourWay

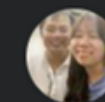
#TiemNuaThuoc #ComingHomeCandle #AllureCoffee



NT Thuong
Ib



Vivian Lam
Cho hỏi bao nhiêu tuổi đc tham gia vậy bạn?



Huong An
workshop "summer your way" còn đăng ký đc không ạ ?

CONTENT PILLAR

	BRAND	PRODUCT	THEMATIC
DESCRIPTION	What is the most practical description of Tiem Nua Thuoc, what activities are included and what products are available.	Introduce more types of relaxation activities. Expand the playground for young people.	Share your customers' workshop moments
PURPOSE	Build and Increase brand awareness for Target Audience	Retain old Target audience. Increase engagement for social channels. Stimulate customer interest.	Announcement of brand information. Tiem Nua Thuoc products.
DIRECTION	Tiem Nua Thuoc provides safe products for human health, and Tiem Nua Thuoc offers workshops to help young people relax.	Tiem Nua Thuoc's products empower customers to express their individuality through the material and creating stage.	Content contains information about promotions, events, minigames, trending content.

MEDIA PRODUCTION

1 | 2

1 | 2

TIỆM NỬA THƯỚC

1 | 2 TIỆM NỬA THƯỚC



#6b4421

#f0eec

#ce6c2f

BUNGEE REGULAR

SVN-Comic Sans MS

UVF ChefScript Pro



Workshop sáng tạo cùng JESMONITE

Từ Thứ Ba đến Chủ Nhật (khung giờ 15h - 17h)
Tiệm Nửa Thuốc - Lầu 1, 159 Hoàng Diệu, quận 4, TP.HCM

SOCIAL MEDIA COST

CHANNEL	JULY						
	MON	TUE	WED	THU	FRI	SAT	SUN
	31					1	2
FACEBOOK	Promotional video (ADS)						Những chiếc đèn Chill sắc màu
TIKTOK							
	3	4	5	6	7	8	9
FACEBOOK				Chúng mình là ai?			
TIKTOK		Chơi đùa cùng màu sắc tại TNT					Những câu hỏi thường gặp tại workshop
	10	11	12	13	14	15	16
FACEBOOK				Event "Summer Your Way" (ADS)		Reels event	
TIKTOK						Event "Summer your way"	
	17	18	19	20	21	22	23
FACEBOOK	Follow up event 1 Event seeding		Follow up event 2 Event seeding			Countdown 24h Event seeding	Video recap
TIKTOK							
	24	25	26	27	28	29	30
FACEBOOK		Event recap (Photo album)	Workshop tại TNT (ADS)		Cảm ơn đơn vị đối tác		
TIKTOK			Bí kíp chọn màu vân marble đẹp				

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		Workshop tăng sức sáng tạo	
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			

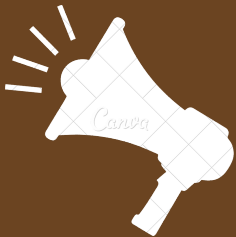
No	Item	Unit	Price	Quantity	Cost (VND)	Note
1	Facebook Ads	package	2.000.000	1	2.000.000	
ESTIMATED COST					5.500.000	

SUPPORTING TACTICS

SEEDING GROUP:

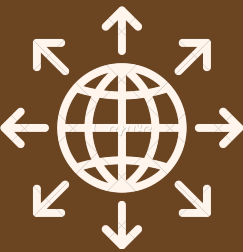
CATEGORY	NAME	NUMBER MEMBER	Check	NOTE
JESMONITE	Cộng đồng Jesmonite Vietnam	796	<input checked="" type="checkbox"/>	
HANDMADE	Nghiện Handmade (Đồ Thủ Công)	12.7k	<input checked="" type="checkbox"/>	Từ chối
	Yêu Thủ Công - Love Crafts	9.4k	<input checked="" type="checkbox"/>	Từ chối
	Nghiện Đồ Thủ Công - Quynh Workshop Handmade & DIY	249	<input type="checkbox"/>	Ngưng seeding vì đủ số lượng
	Nến Thơm - Hội yêu thích nến (Love Candles)	117.1k	<input type="checkbox"/>	
	NGHIỆN NẾN THƠM & GÓC NGHỆ THUẬT	432.2k	<input checked="" type="checkbox"/>	Từ chối
	Hội yêu thích Nến thơm - Candles	4.7k	<input type="checkbox"/>	Ngưng seeding vì đủ số lượng
	Hội Nến Thơm Cao Cấp	1.7k	<input type="checkbox"/>	
	NẾN THƠM XK và TẮT TẦN TẬT ĐỒ DECOR VỀ NẾN	1.8k	<input type="checkbox"/>	
	Hội những người yêu thích nến thơm và Workshop Candle Handmade	11.6k	<input checked="" type="checkbox"/>	Từ chối
WORKSHOP	WORKSHOP, có gì vui	2.5k	<input checked="" type="checkbox"/>	đang chờ duyệt
	WORKSHOP & DIY IN SAIGON	20,2k	<input checked="" type="checkbox"/>	
	DIY Saigon Workshop	3.6k	<input checked="" type="checkbox"/>	
	Yêu Workshop - Nghiện thực hành	15.5k	<input checked="" type="checkbox"/>	
	Saigon Creative Courses & Workshops	5.8k	<input checked="" type="checkbox"/>	
	SAIGON WORSHOPS	10.9k	<input checked="" type="checkbox"/>	

FACEBOOK ADS:



3 posts Total Engagement*: 321 Total Buzz**: 32

ACHIEVEMENT HIGHLIGHT



Reach: 22.576 Engagement: 101



*Engagement: Like + Comment + Share
**Buzz:Comment + Share

MATERIAL IMAGE

1. MOOD AND TONE:



2. PRODUCT:



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

MATERIAL IMAGE

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	

MATERIAL PHOTO COST

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






PRODUCTION

IDEA – FORMAT

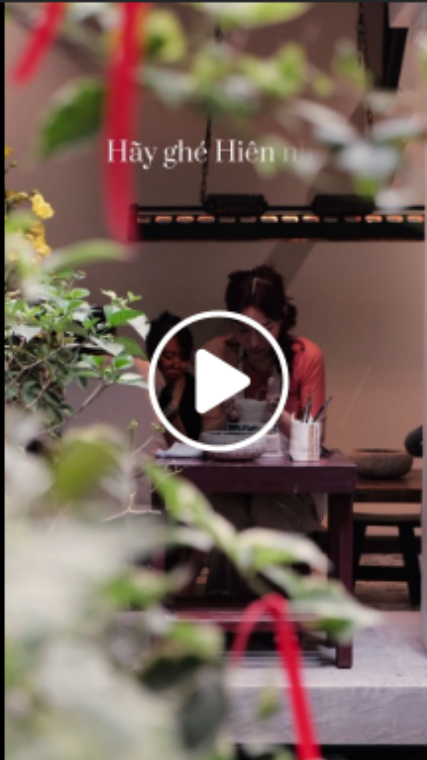
FORMAT

**Hiên Concept**
Được tài trợ · 🌐


🍁 Hiên Concept - Nơi trú ẩn của những tâm hồn nghệ sĩ


"Bạn chẳng cần phải là nghệ nhân để trở thành người nghệ sĩ."

Thật vậy, tụi mình luôn quan niệm như thế, đặc biệt với bộ môn làm gốm thủ công này, sự sáng tạo và vẻ đẹp của tác phẩm không nằm hoàn toàn ở những kỹ thuật thượng thừa, mà chỉ đơn giản nằm ở cái tâm mình đặt vào, và sự sáng tạo trong việc làm gốm gần như là không có giới hạn. Khi tụi mình nhìn những tác phẩm của khách "trú" Hiên, tụi mình thật sự ấn tượng vì d... [Xem thêm](#)



WORKSHOP LÀM GỐM CÙNG HIÊN
Workshop Làm Gốm Cùng Hiên


 **Gửi tin nhắn**

**Gốm Sài Gòn**
Được tài trợ · 🌐


💖 Bình-Yên là cảm giác mình có được khi làm gốm.

Bình thân vuốt, nắn để khối đất từ từ lên hình. Phải thật chú tâm trong từng đường nét, nên chẳng còn đầu óc đâu để buồn, để lo lắng.

Yên lặng, để lắng nghe những tâm sự của chính bản thân; lắng nghe tiếng ủa an không cần tới ngôn từ của những vật nguyên sơ nhất như màu men, như đất. Để thấy được xoa dịu, thấy lòng với đi thương tổn.... [Xem thêm](#)



WORK SHOP LÀM GỐM THỦ CÔNG
WORK SHOP LÀM GỐM THỦ CÔNG

 **Gửi tin nhắn**

Tiem Nua Thuoc's strengths are showcased through videos showcasing their products and ingredients, highlighting their human value and highlighting their unique offerings compared to competitors.

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 <u>Shotlist</u>			
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				

STORYBOARD



Begining

MCU
High Angle
30°
Handheld
50 mm



Logo's sign

MCU
LowAngle
30°
Handheld
85 mm



The first + second floor
Products

Wide
Eyelevel
0° (Direct)
Handheld
18 mm



Fully supported
from Tiem Nua
Thuoc's employee

Wide
Eyelevel
30°
Handheld
50 mm



Customer
make molds or
draw textures

ECU
LowAngle
90°
Handheld
50 mm

STORYBOARD



Color by Customers

MCU
High Angle
90°
Handheld
28 mm



Guest's emotion

ECU
Eyelevel
0° (Direct)
Handheld
50 mm



Finished products

CU
High Angle
45°
Handheld
50 mm



Static Video

DESCRIPTION	SUBJECT	SHOT SIZE	ANGLE	DEGREE (ANGLE)	MOVEMENT	EQUIPMENT	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

SHOOTING BOARD

VIDEO PRODUCTION

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 meter.
- 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 cozy.
- 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.

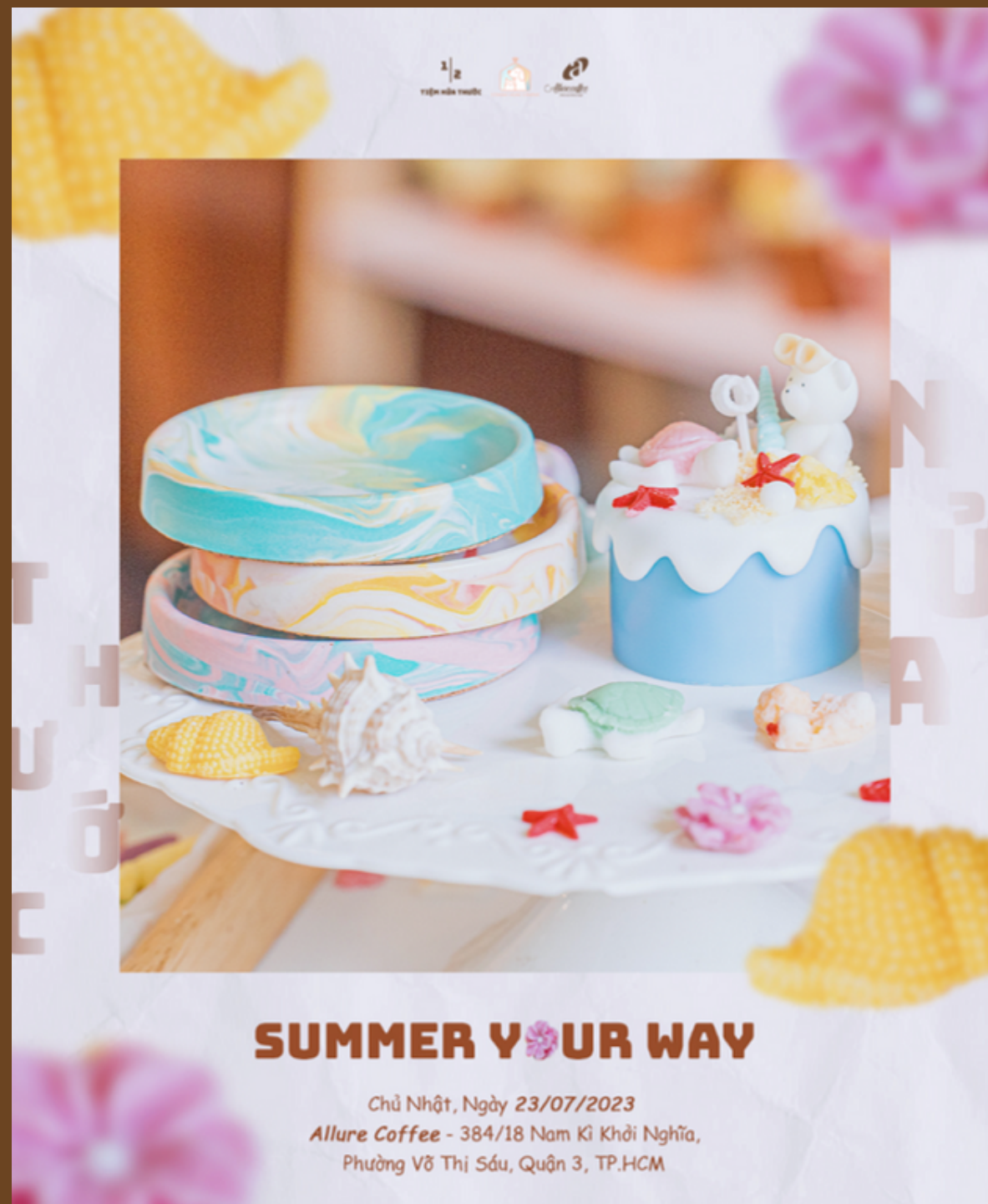
Background music:
Blue Moon by Pure - link

ACTUAL COST

	NO.	ITEM	UNIT	PRICE	QUANTITY	COST (VND)	GHI CHÚ
PRODUCTION							
Transport	1	Transportati on	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	

EVENT

EVENT: SUMMER YOUR WAY WORKSHOP



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).

Topic: SUMMER YOUR WAY

Idea: During the summer period, the office environment offers limited relaxation time, making Summer The Way a unique and colorful outing. Participants can enhance creativity with loved ones or children, creating a part-time summer vacation by creating colorful candlesticks and creating vivid beach colors.

EVENT: SUMMER YOUR WAY WORKSHOP

- **Day: July 23, 2023**
- **Location - Space:** Allure Coffee: has a cozy, modern space and a variety of drinks. Allure Coffee is quite spacious and has photogenic 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.




TICKET FEE: SUMMER YOUR WAY WORKSHOP

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

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





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.

EVENT: WORKSHOP

Number of event's shift: 2

Duration: 3 hours/ shift

AREA	DURATION	ACTIVITIES
CHECK - IN	30 minutes	As soon as guests enter, they will be greeted with instructions for registration. Besides, they can order drink during wait for the workshop begin.
WORKSHOP	2 hours	Everyone was introduced to materials, guided in molding, and assisted in decorating.
CHECK - OUT	30 minutes	Pack the product, play mini game and fill out the event feedback form.

EXPERIENCE FLOW

Customers are taught about candles, choose and mix colors, and mold candles

- Time: 8:15 - 9:15
- Pic: Coming Home Candle

Guests are taught about jesmonite, color selection and mixing, and base molding.

- Time: 8:50 - 9:50
- Pic: Tiem Nua Thuoc

The customer took the dry candle and started to make the candle shape

- Time: 9:35 - 10:35
- Pic: Coming Home Candle

The customer takes the dry sole out of the mold and starts grinding to make the mold smoother

- Time: 10:15 - 11:15
- Pic: Tiem Nua Thuoc

Khu Workshop

QUẦY NƯỚC

Khách ord nước sau khi check in và vào khu workshop hoặc ghé quầy trưng bày check - in
PIC: Allure Coffee

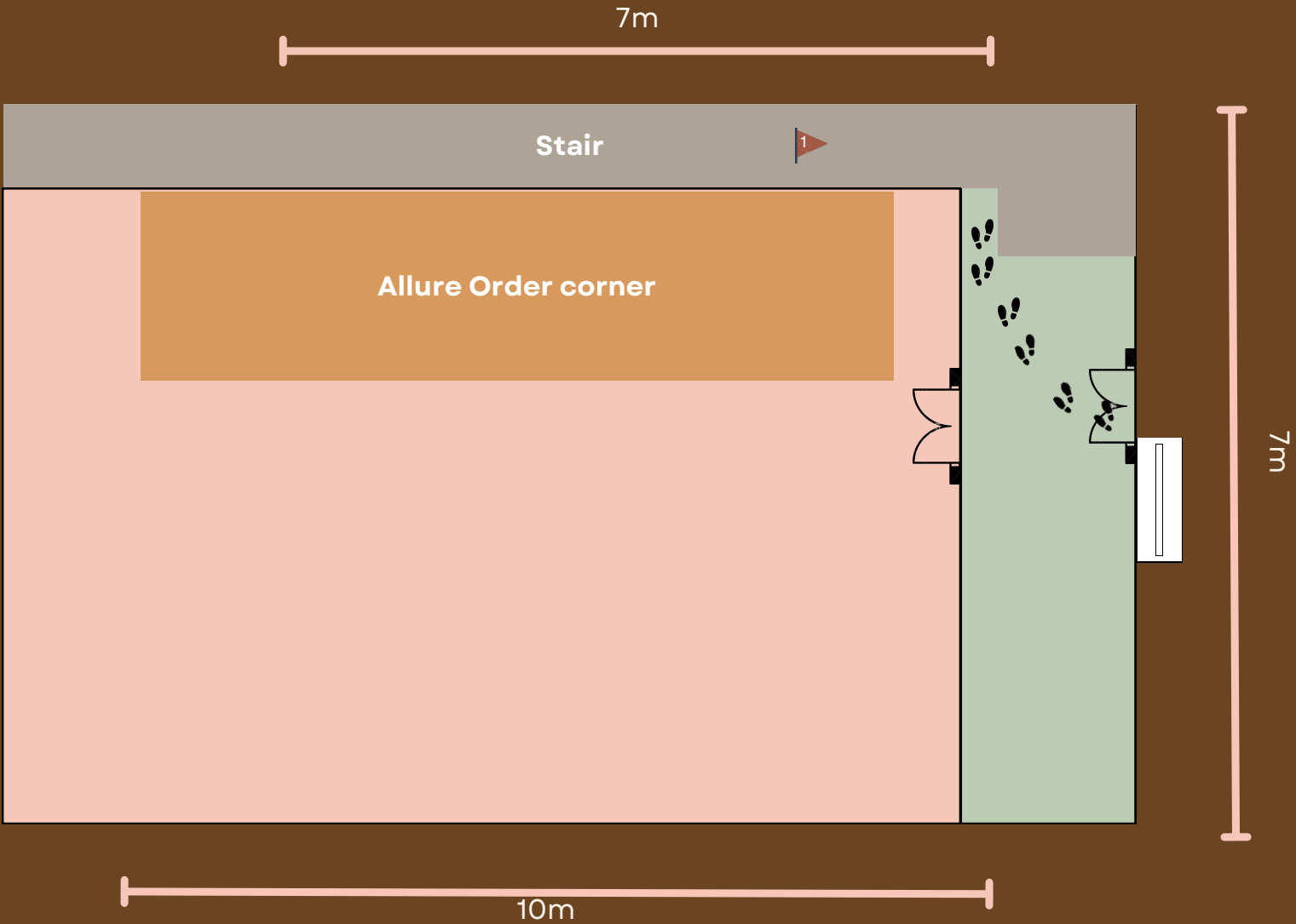
CHECK - IN

Khách check thông tin của mình rồi chọn di chuyển đến khu Nền.
Time: 8:00 - 9:00
PIC: FPT team

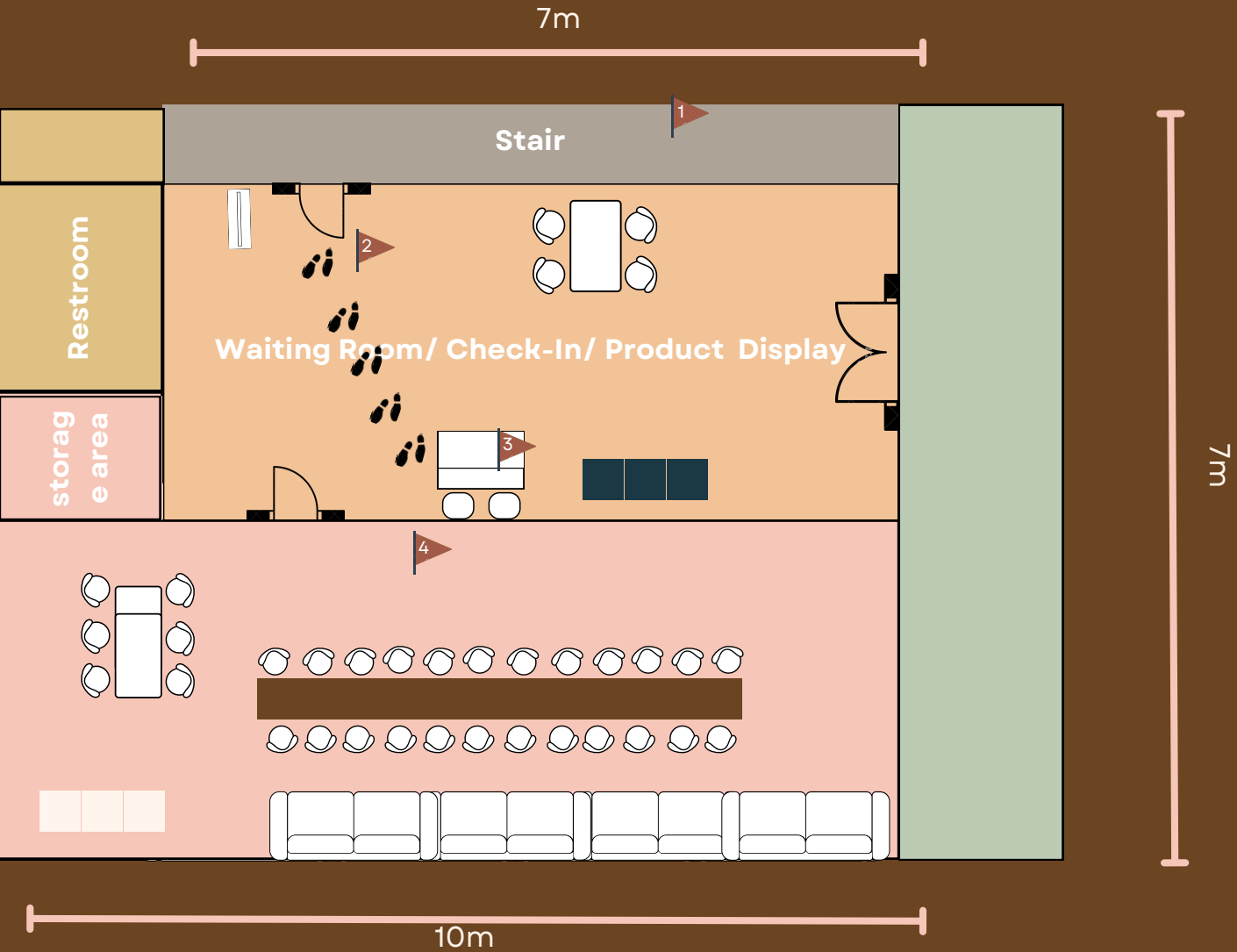
CHECK - OUT

- Đóng gói thành phẩm cho khách.
- Nhờ khách feedback cảm nhận sau khi tham dự workshop trong lúc chờ đóng gói.
Time: 10:40 - 11:45
PIC: Coming Home Candle

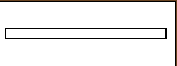
EVENT MAP



GROUND FLOOR



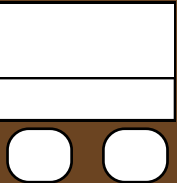
FLOOR 1



Standee



Product Display



Check - in



Prepare table

EVENT PRODUCTION: SUMMER YOUR WAY WORKSHOP



EVENT FLOW – MORNING

AREA	TIME	DUR	CONTENT
SET UP:			
Total	6:00 - 7:30	1.5 hours	Check the equipment and materials for the event:- Furniture- Standee- Publications supporting the event
Candle bar and jesmonite counter		1 hour	- Check the tools and equipment for the workshop
Water counters		1 hour	- Check the ingredients for serving water to the participants in the workshop
MORNING SHIFT:			
Check in	8:30 - 9:00	30 minutes	Receive visitors
Water counters			- Customers check-in, go through the water counter to order and then go to the workshop space
WORKSHOP			
Candle Molding	9:00 - 9:30	30 minutes	- Guests are taught about candles, choose and mix colors, and mold candles
Casting jesmonite	9:30 - 10:00	30 minutes	- Guests are informed about jesmonite, choosing and mixing colors, pouring molds.
Candle decorate	10:00 - 10:30	30 minutes	- The customer takes the dry candle and starts to create the candle shape
Grinding jesmonite soles	10:30 - 11:00	30 minutes	- The customer takes the dry base out of the mold and starts grinding to make the mold smoother
Pack	11:00 - 11:30	30 minutes	- Packing finished products for customers.- Ask customers for feedback after attending the workshop while waiting for packing.
CLEANING AND RECOVERY			
Clean up	12:30 - 13:00	30 minutes	Clean up, have lunch and rest

EVENT FLOW – AFTERNOON

AREA	TIME	DUR	CONTENT
AFTERNOON			
SET UP:			
Total	13:00 - 13:20	20 minutes	Check the equipment and materials for the event:- Furniture- Standee- Publications supporting the event
Candle bar and jes . counter			- Check the tools and equipment for the workshop
Water counters			- Check the ingredients for serving water to the participants in the workshop
OPENING:			
Check In	13:30 - 14:00	30 minutes	- Customers check-in, go through the water counter to order and then go to the workshop space
HANDCRAFT WORKSHOP:			
Candle Molding	14:00 - 14:30	30 minutes	- Guests are taught about candles, choose and mix colors, and mold candles
Casting jesmonite	14:30 - 15:00	30 minutes	- Guests are informed about jesmonite, choosing and mixing colors, pouring molds.
Candle shape	15:00 - 15:30	30 minutes	- The customer takes the dry candle and starts to create the candle shape
Grinding jesmonite soles	15:30 - 16:00	30 minutes	- The customer takes the dry base out of the mold and starts grinding to make the mold smoother
CHECK OUT:			
Pack	16:00 - 16:30	30 minutes	- Packing finished products for customers.- Ask customers for feedback after attending the workshop while waiting for packing.

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 HuyCTV: 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	

EVENT ONSITE



CHECK - IN CORNER



PRODUCT DISPLAY



WORKSHOP AREA

EVENT PROMOTE

Online:

- **Facebook:** use thematic contents that promote the event on Tiem Nua Thuoc, Coming Home Candle, and 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.

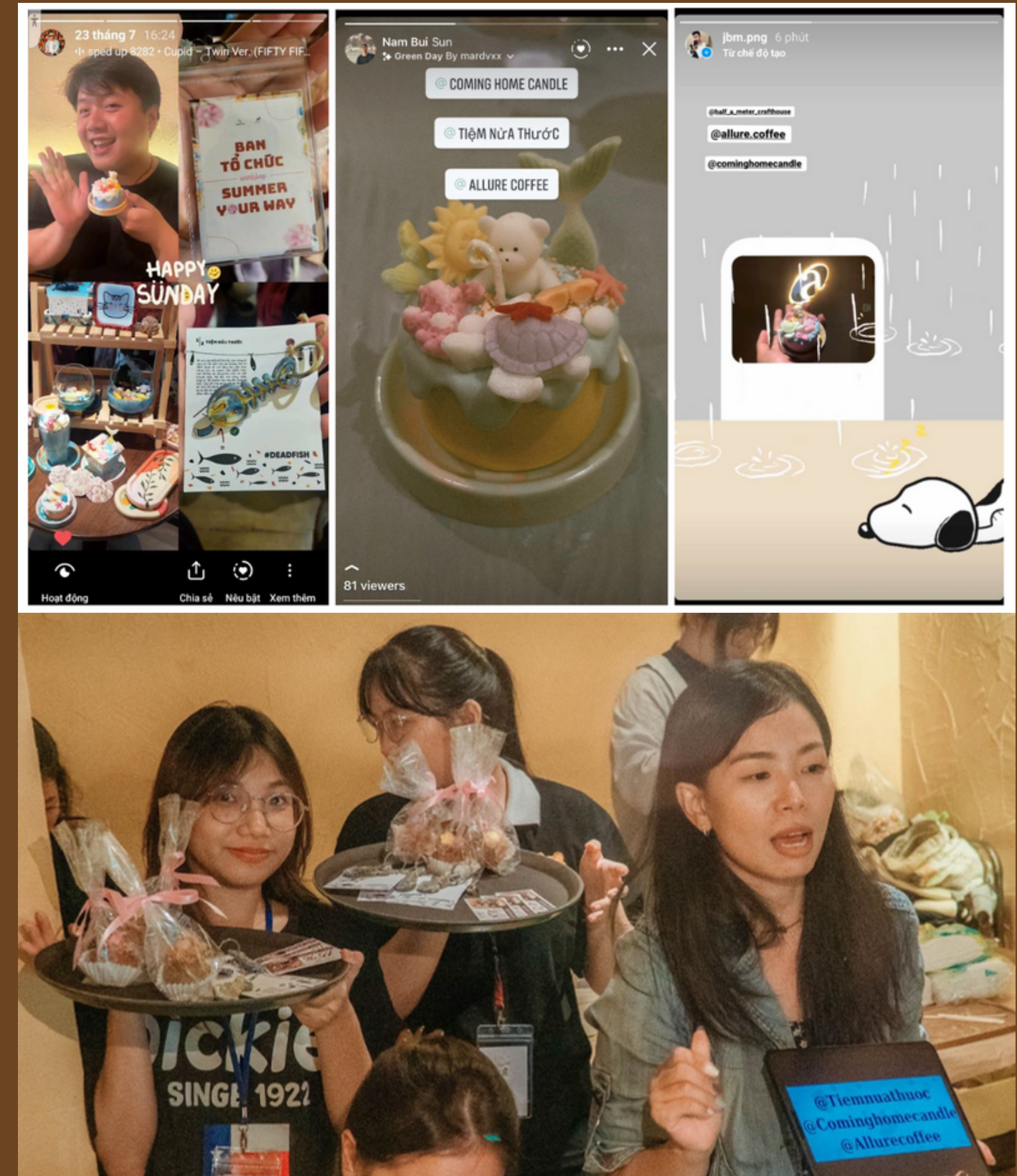
Offline: Put the standee in front of Allure Coffee to attract passersby. Allure staff was trained to introduce the workshop to Allure's guests.

The outside corridor remains empty for Allure Coffee's guests to sit and drink and find out about Tiem Nua Thuoc's events.

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.



EVENT COST REPORT

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	3.800.000 đ	2.850.000 đ	950.000 đ
TOTAL		24	4.800.000 đ	3.600.000 đ	1.200.000 đ
TOTAL A DAY		43	8.600.000 đ	6.450.000 đ	2.150.000 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 Trung	1	200.000 đ	150.000 đ	50.000 đ
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



Total Customer: **43**
41 registered through the form
2 registred direct at the event

	NO.	ITEM	UNIT	PRICE	QUANTITY	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 inMinigameFeedback formName 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	
Total:						2.232.000	
APPENDIX							
STAFF/ CTV	1	Aquafina	bin	105.000	1	90.000	
	2	Lunch	part	30.000	16	480.000	
Total:						570.000	
Expected cost						5.662.000	
Incurred Costs (10%):					10%	566.200	
VAT					10%	622.820	
Total:						6.851.020	

BUDGET

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	Khanh Linh									
	Write & send thank you letters										
	Communication after the event										

RISK MANAGEMENT

RISK		LEVEL	SOLUTION
Electricity supply	Electrical equipment	High	<ul style="list-style-type: none">- Check and bring all electrical equipment to ensure no shortage.- Check and make sure there are enough sockets to cook candle wax.- Have a contingency plan to push candle casting to the first step so that electricity-related activities are minimized.
Explosion	Electrical equipment	High	<ul style="list-style-type: none">- In using electrical equipment, it is necessary to check and monitor electrical equipment to prevent damage carefully.- Continually take advantage of electrical equipment and turn off the device as soon as it is no longer in use.- There are plans and procedures for careful fire handling.- Turn on the air conditioner in the candle wax cooking area on a low level.
Human	Collaborators	Medium	<ul style="list-style-type: none">- Contact the collaborators and make sure they leave at the end of the event.- Always have backup collaborators for each position as soon as the positions are empty.- Training the collaborators to stay in position and support guests if they have any questions.
Accident	Trouble pouring candles	Medium	<ul style="list-style-type: none">- Depending on the degree of burns, customers will be treated in different ways:+ Light and moderate burns at a level that can be first aided: have a first aid box available.+ Severe burns: give first aid and at the same time, contact the nearest hospital.
Timeline	Delay	Medium	<ul style="list-style-type: none">- If staffs don't have time to set up, staffs can ask to introduce the brand and take advantage of the time to complete the set up.- If it is not enough time, staffs can push the steps of pouring the mold, mixing the jesmonite color first.
Weather	Raining	Medium	<ul style="list-style-type: none">- Prepare an umbrella to cover the customer to pick up the bike/car and wear a raincoat.- See the weather forecast if there is rain, can notify guests to consider ordering water after the event.- Remind customers to leave helmets at the check-in counter in case it rains.- Guests can see the exhibition area and drink cold water until the rain stops.
Guest	Join late	Low	<ul style="list-style-type: none">- Email or call to confirm that they are going to the event and remind them to be on time- Extend the check-in time by half an hour.- If the guest comes too late => Sorry the late guest, and refund the money.

ADS PLANNING

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



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
TOTAL			44,509	2,100,000

FINANCE REPORT

	NO.	ITEM	UNIT	PRICE	QUANTIT Y	COST (VND)	NOTE
PRODUCTION							
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	
Total:						300.000	
MEDIA							
ADS	3	Facebook Ads	package	2.000.000	1	2.000.000	
Total:						2.000.000	

EVENT							
PRINTING	1	Standee	Item	250.000	2	500.000	Size: 0.6x1.8m
	2	Photocopy	Package	3.800	60	228.000	Check inMinigameFeedback formName 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	Snail accessories set up	Package	65.000	1	65.000	
Total:						65.000	
WORKSHOP PLACE							
WORKSHOP	1	Incandescent bulbs	Item	30.000	4	120.000	
	2	Tablecloths	item	28.000	4	112.000	
	3	Pen	Package	26.000	2	52.000	
Total:						284.000	
APPENDIX							
STAFF/ CTV	1	Aquafina	bin	105.000	1	90.000	
	2	Lunch	part	30.000	16	480.000	
Total:						570.000	
Expected cost						7.137.000	
Incurred Costs (10%):					10%	713.700	
VAT					10%	785.070	
Total:						8.635.770	

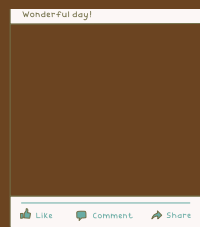
SOCIAL MEDIA

OVERALL SOCIAL STATISTICS

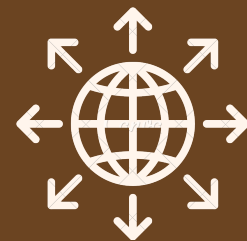
		KPIs set	Achievement	% Achievement
Facebook	Reach	~ 30,000	~ 306.571	~ 1000%
	Like & Followers	Likes: 2,5KFollowers: 3k	Likes: 2,8KFollowers: 4,1K	Likes: 112%Followers: 136%
TikTok	Views	At least 2k/clips	At least 2.7k/clips	135%
	Followers	6300 followers	6198 followers	98,38%

SOCIAL MEDIA

FACEBOOK POSTS BREAKDOWN



24 posts



Reach: 22.576



Engagement: 101

Post	Link	Format	Paid reach	Reach	Engagement	View	13	Link	Reel		435	3	407
1	Link	Image		858	73		14	Link	Images		697	26	
2	Link	Images		1,1K	57		15	Link	Images		785	30	
3	Link	Single image	297	22,5K	101		16	Link	Video		19,7K	32	14.394
4	Link	Reel		1,2K	82	1,2K	17	Link	Images		1,942	32	
5	Link	Poster		662	20		18	Link	Images		398	11	
6	Link	Poster		645	30		19	Link	Images		1,458	51	
7	Link	Single image		342	22		20	Link	Poster		238	8	
8	Link	Images		1,085	13		21	Link	Poster		174	5	
9	Link	Video		1,1K	14	1,1K	22	Link	Images		533	8	
10	Link	Photo Album		1,081	22		23	Link	Images		721	11	
11	Link	Images		1,324	21		24	Link	Reel		298	5	288
12	Link	Images		1,005	18		Total: 24				60,281	695	17,389

SOCIAL MEDIA

TIK TOK POSTS BREAKDOWN



102,794



1533



6

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

EVENT REGISTRATION

Đầu 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	dangnguyenthaouyen84@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	0903069633	thanhtram178@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	lna.linh0623@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	nhuolong79@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	0965242099	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	0967632348	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	thangn1998@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	0785413488	tpkimhan@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	Phuong Anh	0795941481	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	nguyentuonghau123@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 Thành	0981444092	khumeo@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	0799996079	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	bactrantrn.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	Tuoi	0916296720	sukerlang2907@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	Phuong Pham	0938888004	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	0708944056	thiphuong16112u@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	ta03407@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	trungnt10012u@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	Honganhh.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 Đào Duy	0902352184	duodaung0110@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	thanggochoangan29@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	Nội Duyên	0366230902	duyenmypham02v4@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	0384199405	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	0986006603	Danvy88@gmail.com	Ca 1: 8:30 - 12:00		3		<input type="checkbox"/>	▾	<input type="checkbox"/>
7/21/2023 21:09:27	Nam	0942495763	ngoonambu717@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	0946296702	yenphuong297@gmail.com		Ca 2: 13:30 - 17:00	1		<input type="checkbox"/>	▾	<input type="checkbox"/>
7/23/2023 11:28:32	April Nguyen	0858588488	huongthao.ngn@gmail.com	Ca 1: 8:30 - 12:00		2	800,000 đ	<input checked="" type="checkbox"/>	Team FPT ▾	<input checked="" type="checkbox"/>
7/23/2023 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"/>
7/23/2023 22:40:10	Xuân Nghi	0888755571	nghidna@gmail.com		Ca 2: 13:30 - 17:00	1		<input type="checkbox"/>	▾	<input type="checkbox"/>
7/23/2023 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"/>

GUESTS' FEEDBACK – EVALUATION

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

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

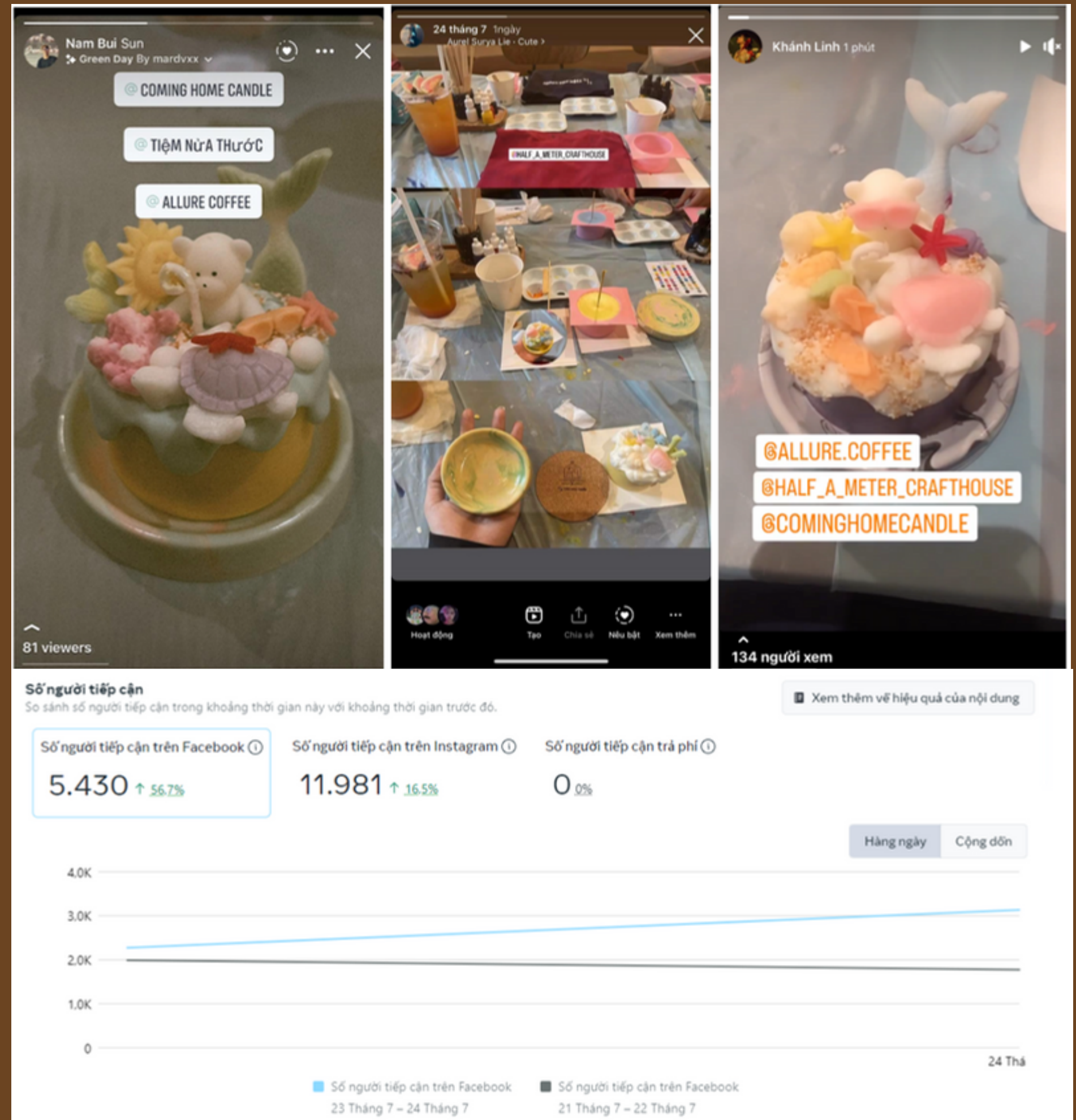
MINI – GAME & EVALUATE THE EFFECTIVENESS



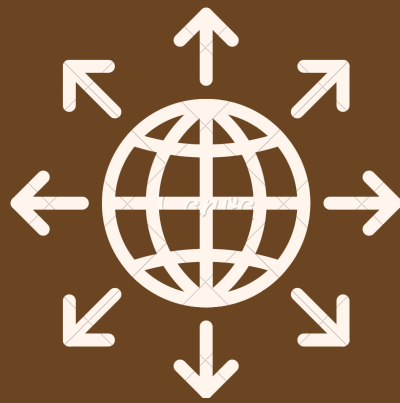
Reach: 5.430



56.7%



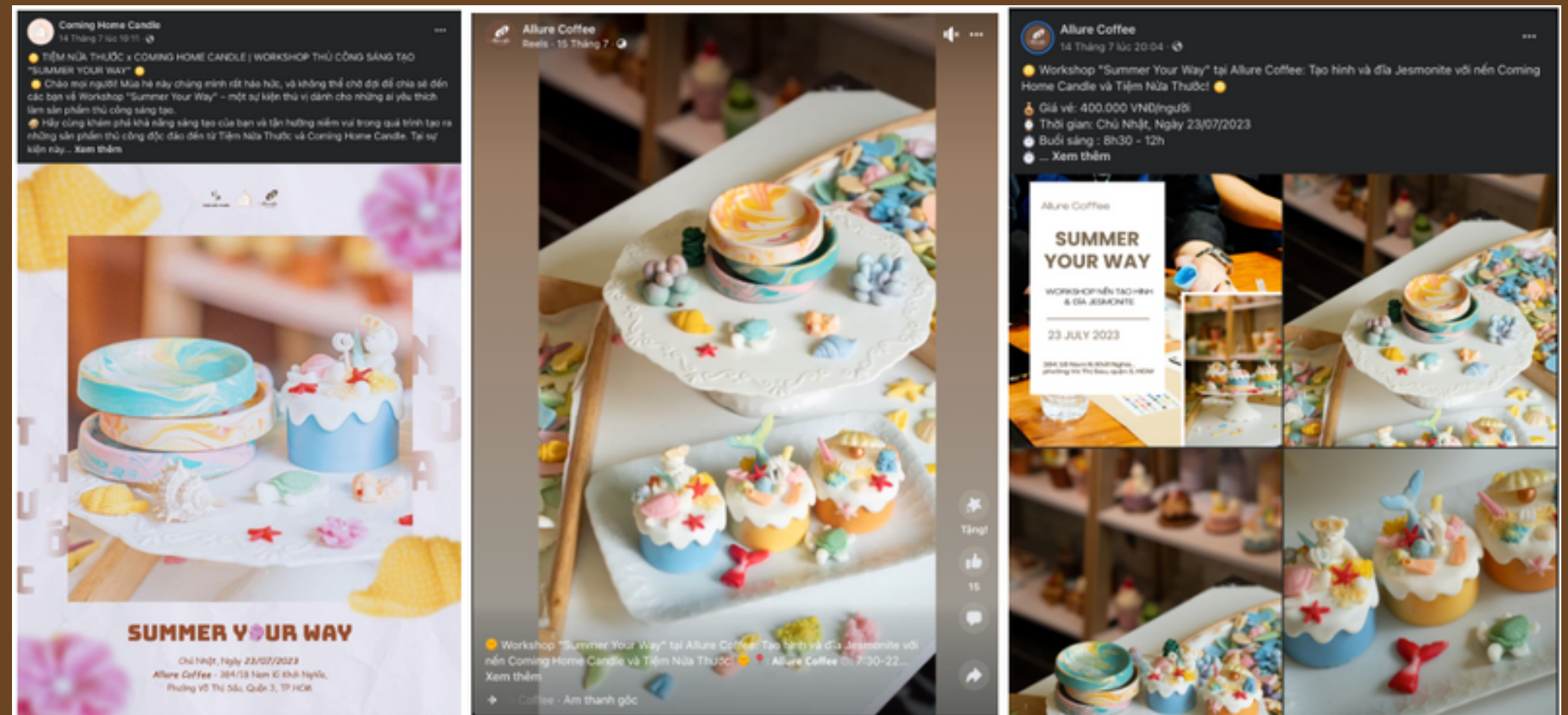
MEDIA PARTNER & EVALUATE THE EFFECTIVENESS



Reach: 7.800



21.6%



Lượt truy cập Trang và trang cá nhân

Lượt truy cập trên Facebook ⓘ

7.800 ↑ 21.6%

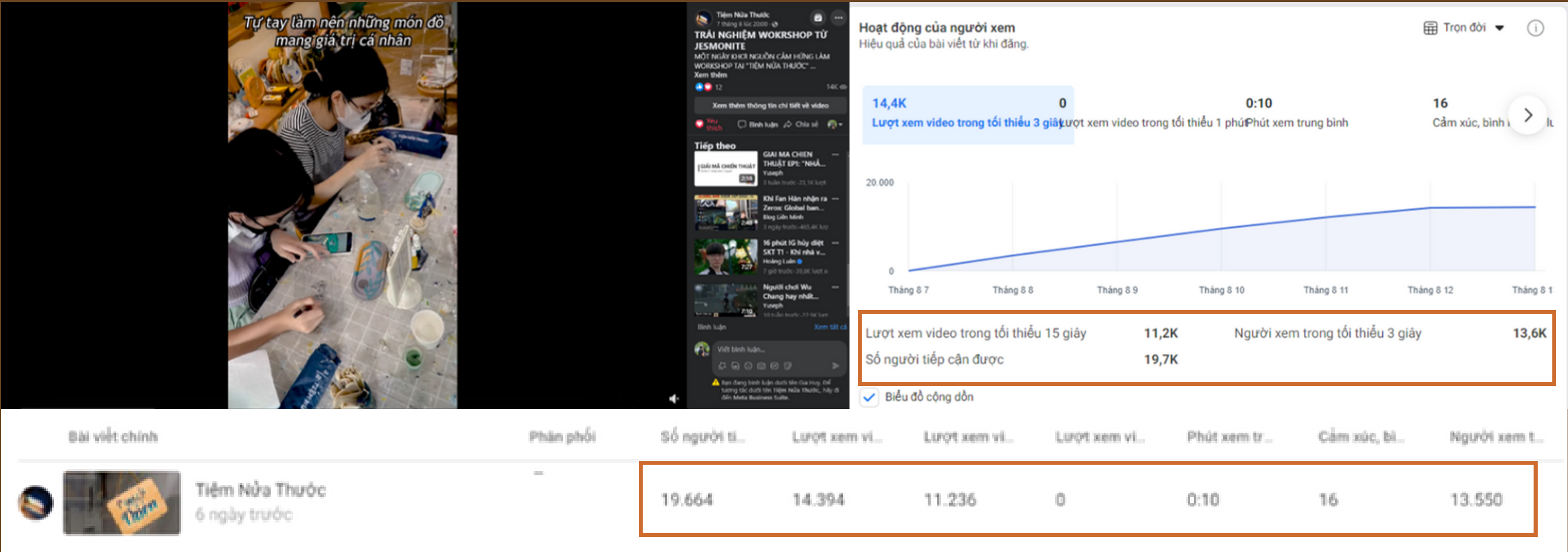


EVALUATION

		KPIs set	Achievement	% Achievement
Facebook	Reach	~ 522	415.887	7,8k
	Like & Followers	Likes: 2,5K Followers: 3k	Likes: 2.9k Followers: 3.1k	Likes: 110% Followers: ~103%
TikTok	Views	At least 2k/clips	At least 2.7k/clips	135%
	Followers	6300 followers	6178 followers	98,06%

Statistical data from 06/07/2023 - 24/072023

VIDEO PRODUCTION



FINAL CONCLUSION



- **CONCLUSION:**

The campaign achieved Tiem Nua Thuoc's objectives, promoting workshop products and services on Facebook, Instagram, and TikTok. This campaign attracts younger customers and expands the business's reach, effectively conveying the brand's story.

- **RECOMMENDATION:**

Tiem Nua Thuoc offers a chance to reach a wider audience through offline and online tactics. Brands should maintain advertising on Facebook platforms and post content regularly. Offline activities include collaboration and themed and targeted workshops to attract new and repeat customers.

FUTURE PLAN



- **Expected Date: September**
- **Format:** Handmade` Workshop
- **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 color of each customer's own personality.



THANK YOU

Q & A