

**CREATIVE ART PROJECT TO INCREASE
THE UNDERSTANDING AND INTEREST OF UNIVERSITY STUDENTS
IN HO CHI MINH CITY WITH VIETNAMESE FOLK CULTURE**

**ĐÀN
SÁC**



FOLK

Close-knit
Developed over time
Inherited

CULTURE

WHY IS “FOLK CULTURE” IMPORTANT?

**FOLK
CULTURE**

An important factor in
establishing national identity

The root culture

THE CURRENT SITUATION

Industrialization and modernization
The fusion of cultures
The rapid development of technology

PROBLEM

Students need to gain understanding and interest in folk culture in order to maintain the cultural identity of the Vietnamese nation.

STATEMENT OF NEED

Increase the understanding and interest of university students in Ho Chi Minh city with Vietnamese Folk Culture

01 RESEARCH

Cultural Diamond Theory
Folk Culture
Social World
Creators
Receiver

02 DEVELOPMENT

Target Audiences
Big ideas
Key Message
Project Identity
Strategic Planning
Tactics
Budgets and Resources
Risk Managements

03 EXECUTION

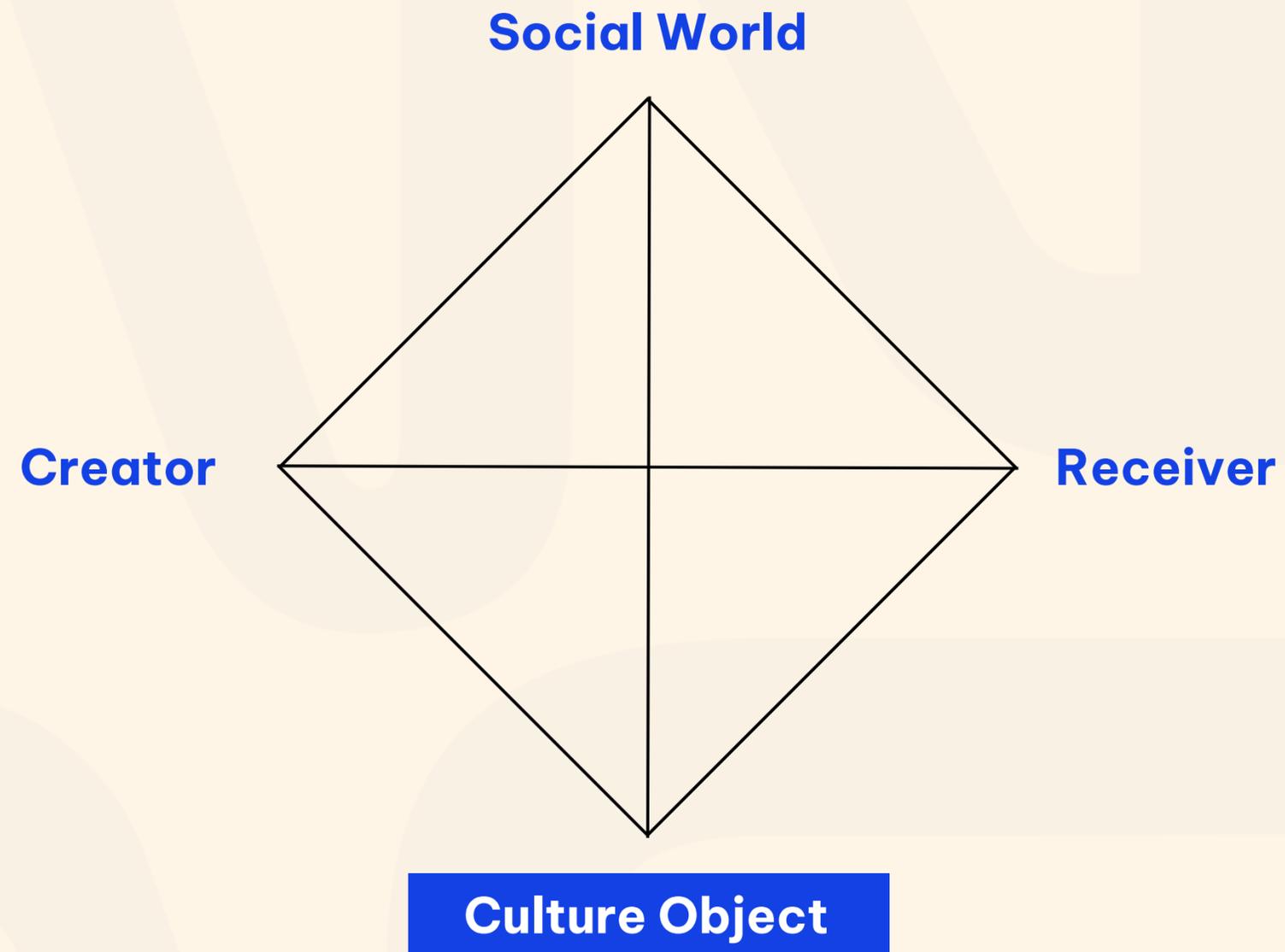
Social campaign
Photoshoot
MV
Event

04 EVALUATION

Outcome
Post campaign evaluation
Lesson learn

05 FUTURE PLAN

RESEARCH



Theoretical foundation

CULTURAL DIAMOND THEORY

Griswold's Cultural Diamond from the 4th Edition of *Cultures and Societies in a Changing World*

FOLK *Includes* CULTURE

01

MATERIAL VALUES

Producing wealth and material things
Material activities

02

SPIRITUAL VALUES

Customs and practices of social organizations
Spiritual life
Folk knowledge (nature, self)

FOLK CULTURE

CHARACTERISTICS

Originality

It is the synthesis of many components, many functions, and many types in a work of folk culture.

Drift

Expressing the unique and common features of local nuances, merged together and elevated into national nuances

Nationality

The word of mouth, the spread of folk culture from one place, one generation, to another place, another generation.

Collectivity

Cultural works are created and cultivated by many people, many generations, many places and times.

FOLK CULTURE

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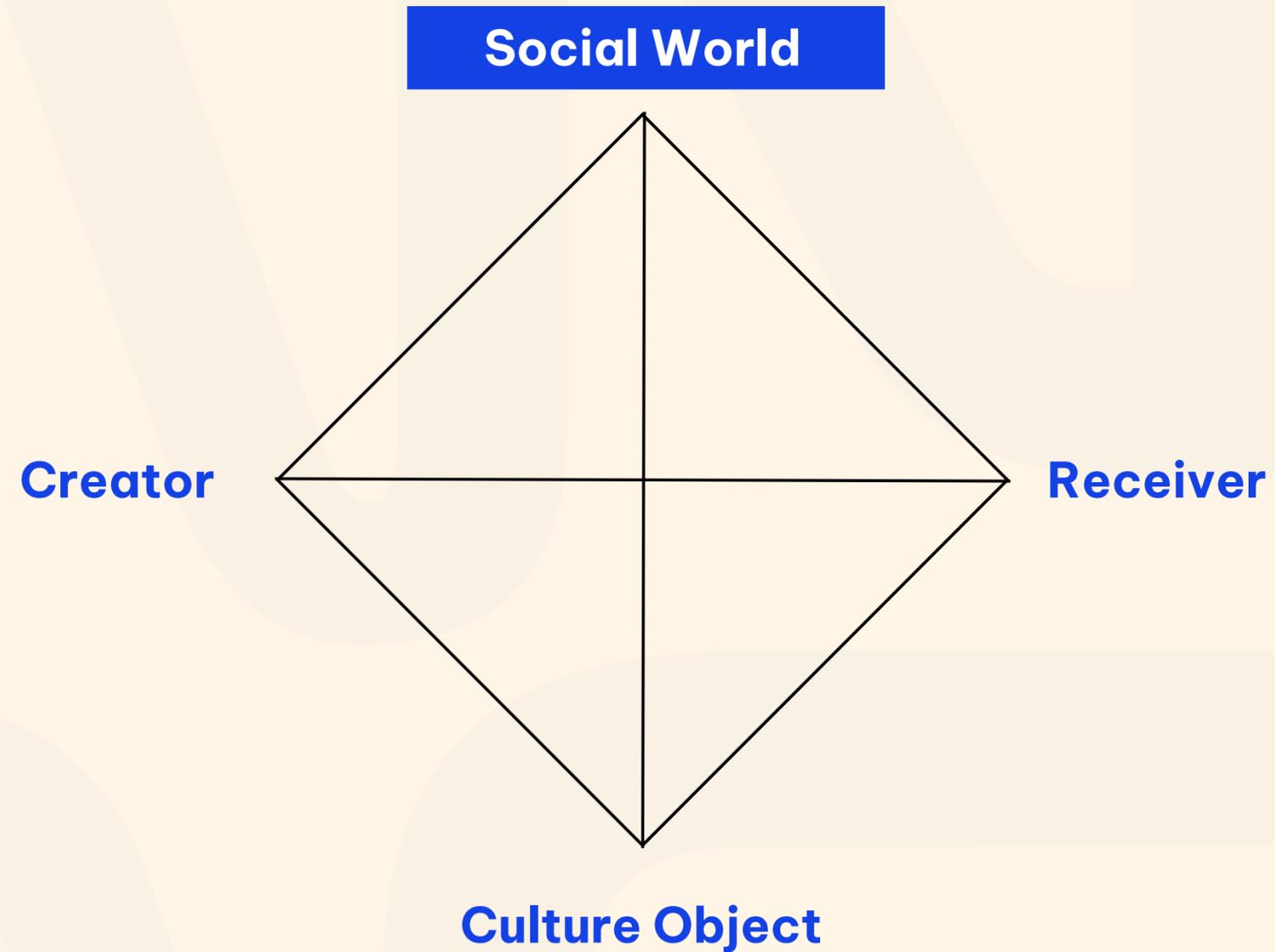
Cultural works are created and cultivated by many people, many generations, many places and times.

Importance of
FOLK CULTURE
in Vietnamese Culture

Folk Culture is the value of an entire nation

Folk Culture receives attention from the government
and offers policies for development

Folk Culture builds the "soft power" strength of a country



Griswold's Cultural Diamond from the 4th Edition of *Cultures and Societies in a Changing World*

Theoretical foundation

CULTURAL DIAMOND THEORY

SOCIAL WORLDS



Social research



**"Rave" music trend
(electronic music)**



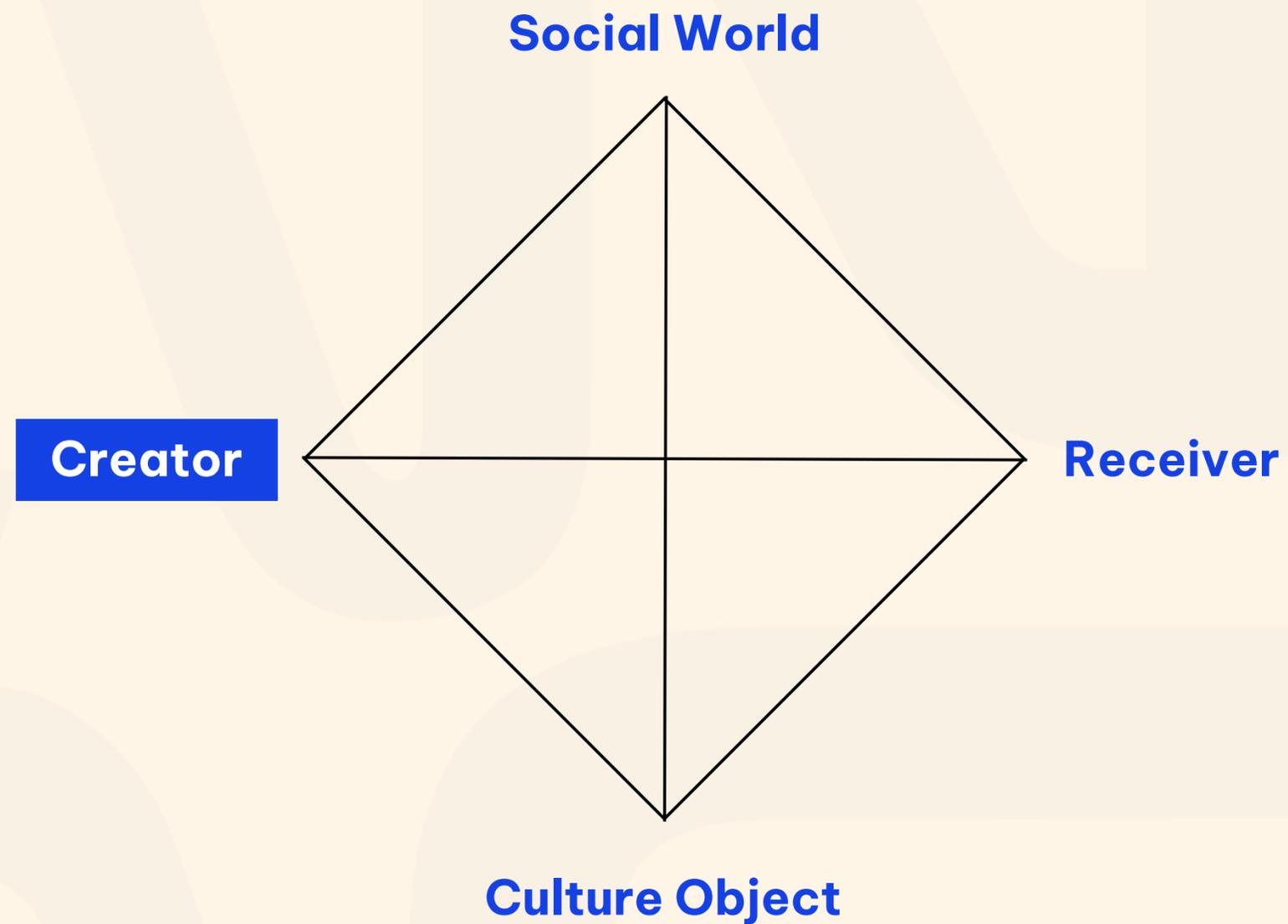
Fusion trend

TRENDS

The current state of
FOLK CULTURE

Folk culture is in
danger of disappearing

Not many people are
interested in Folk Culture



Theoretical foundation

CULTURAL DIAMOND THEORY

Griswold's Cultural Diamond from the 4th Edition of *Cultures and Societies in a Changing World*

KOREA

KOREA



“Idol” of BTS and others



“Pink Venom” of Black Pink and others

TAYLOR SWIFT

TAYLOR SWIFT



Album “Folklore”

The Metacritic user score is **95/100**

Ranks at the top positions on charts like iTunes, Apple Music, Spotify,...

JAY CHOU



Fragrant Rice



Huo Yuanjia



Qing Hua Ci

and more

MAINSTREAM

Foreign

CREATORS

HOANG THUY LINH



Album "Hoang" has achieved a total of

300 million views on Youtube



Album "LINK" has achieved a total of

nearly **300** million views on Youtube

PHUONG MY CHI



Album "Vu Tru Co Bay" has achieved a total of nearly **17** million views on Youtube

Concert "Vu Tru Co Bay" reached **3000** spectators

MAINSTREAM VietNam

HOA MINZY



MV "Thi Mau" has achieved **43** million views on Youtube

MV has gone viral on TikTok with its transformation performance



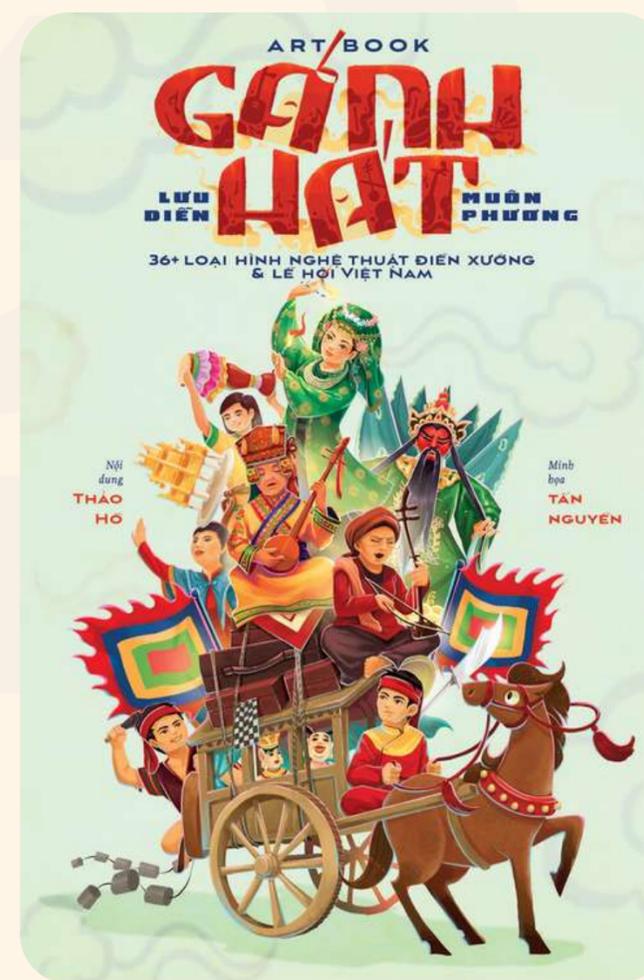
CREATORS



Tiger Remix event series



Projects by Biti's



The photo book project "Ganh Hat Luu Dien Muon Phuong" by the publishing unit Comicola

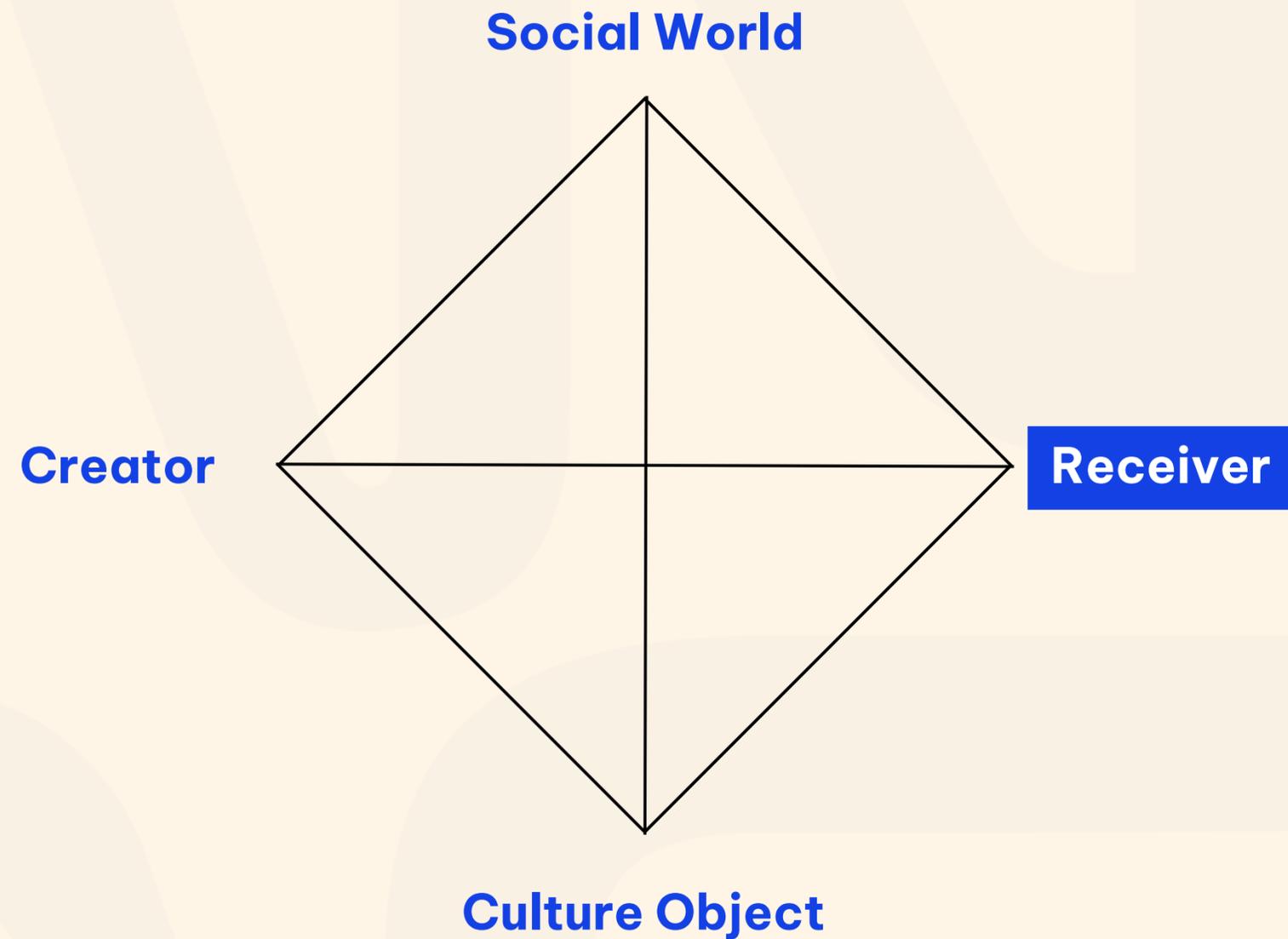
MAINSTREAM Brands



CREATORS

GRASSROOT

PROJECT NAME	ESTABLISHMENT DATE	DURATION TIME	LIKES	FOLLOWS	FANPAGE INTERACTION	STATUS
NGUOC Magazine	August 17, 2021	7 months	6.000	6.000	Approximately 100 reactions and nearly 100 comments	Ceased Activity
LOI Project	December 9, 2021	4 months	1.000	1.100	Mostly over 100 likes on each post	Ceased Activity
Truong ca kich vien	May 2, 2020	2 years 6 months	6.800	7.200	Slightly over 50 likes per post	Still Active
Cai Cach Luong Truyen	September 13, 2021	8 months	2.200	2.500	Slightly over 50 likes per post	Ceased Activity
Ngan Nam Mot Sac	March 21, 2021	1 year 2 months	3.100	3.200	Slightly over 50 likes per post	Ceased Activity
NAN	October 2, 2020	2 months	1.100	1.100	Slightly over 50 likes per post	Ceased Activity



Griswold's Cultural Diamond from the 4th Edition of *Cultures and Societies in a Changing World*

Theoretical foundation

CULTURAL DIAMOND THEORY

RECEIVER

Through 284 students aged 18 - 24 participating in the survey and in-depth interviews with 7 people

15%

Admitted to **not having any knowledge of folk culture**

62%

Neutral towards being interested in folk culture

About 57%

Were **uncertain** about their knowledge of folk culture

5/7 people

They are **not interested** in folk culture

Gen Z with FOLK CULTURE

For several reasons that can be mentioned:

The **old and uninteresting way** of conveying information

The **old and unappealing** folk culture

72%

They expressed their **readiness to experience products and activities related to** folk culture

The surveyed participants' favorite mass media products are

MV Photoshoot Exhibition

The background features a large, stylized logo in shades of blue and yellow. The logo consists of several overlapping, curved shapes that form a central emblem. The word "DEVELOPMENT" is written in a yellow, serif font across the center of the logo.

DEVELOPMENT

DEMOGRAPHIC

- Gender: Both female and male
- Age: 18 - 24
- Education: Focus in College & University
- Live in Ho Chi Minh City
- Marital Status: Mainly single

PSYCHOGRAPHIC & BEHAVIOURAL

EXPERIENCERS

- Have a heightened conge or visual stimulation
- See themselves as very sociable
- Want to stand out

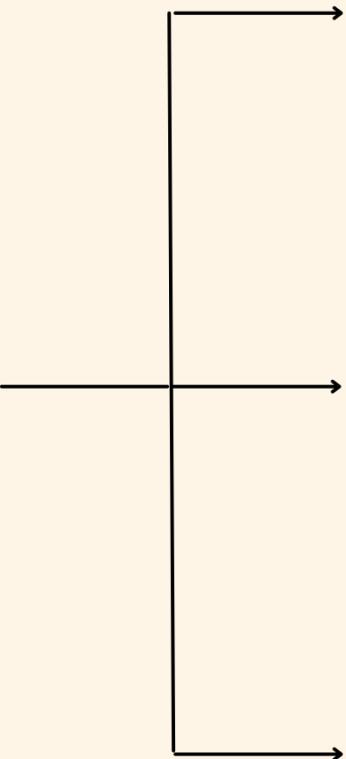
TARGET
AUDIENCES

BIG IDEA

Creative art project

**SAN
SAC**

*Inspired by the "knitting" in
traditional craft village products*



TÌNH Photoshoot - sight
Originating from land and water

THANH MV - sight & hearing
In memories of old age through folk games

ĐỘNG Exhibition - multi-sensory
Crystallizes and exists in each person's personal identity



KEY MESSAGE

*Đan kết sắc màu
Văn Hoá Dân Gian*

PROJECT IDENTITY

SẮC TỐI #1341E4 MÀU CHỦ ĐẠO: 50%	SẮC SÁNG #FFE500 MÀU NHẤN: 20%			
	SẮC SÁNG #1B8CFA MÀU NHẤN: 10%			
	SẮC SÁNG #FFFFFF MÀU NHẤN: 5%	SẮC SÁNG #FFFA7A MÀU NHẤN: 5%	SẮC SÁNG #FFF5E6 MÀU NHẤN: 5%	SẮC TỐI #000000 MÀU NHẤN: 5%

Different color versions



PRIMARY TYPEFACE

MBF SPACE
DDSS

SECONDARY TYPEFACE

BE VIETNAM PRO
DdSs

2D version



3D version



KEY VISUAL

Futuristic
Holographic Surrealism



Đan kết sắc màu văn hoá dân gian



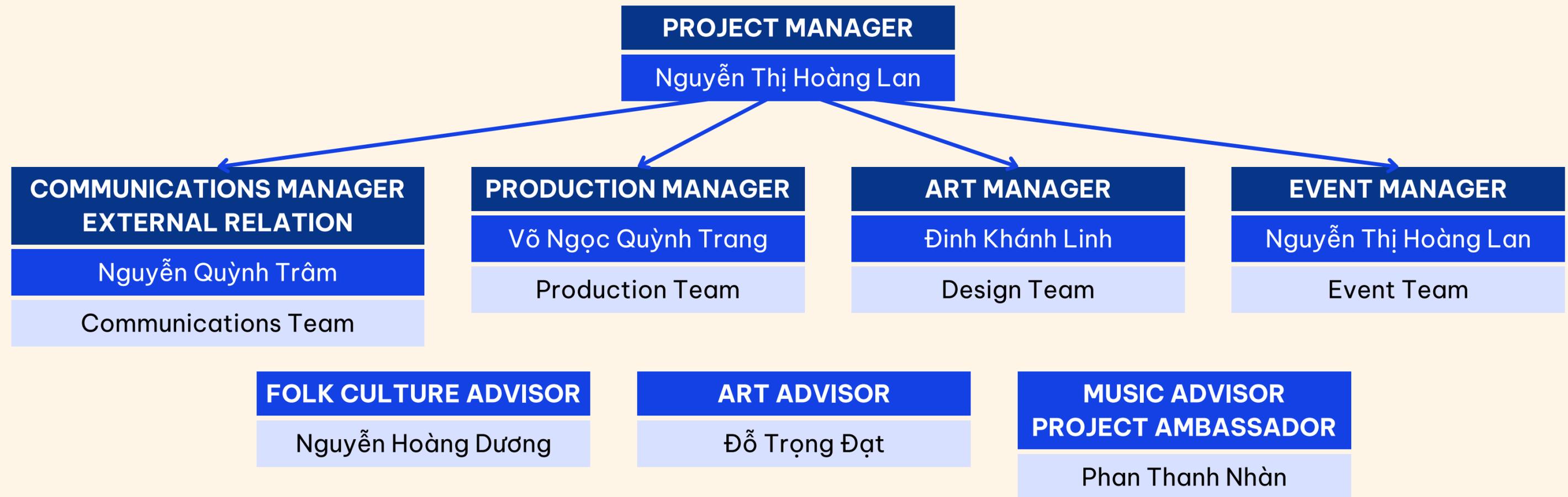
OBJECTIVES

GOAL	OBJECTIVES	EVALUATION TOOLS
<p>Increasing the understanding and interest of university students in Ho Chi Minh City in Vietnamese folk culture</p>	<p>After the project, 80% of the project audience will increase their understanding & interest of folk culture.</p>	<p>Post-Campaign Survey Meta Business Suite TikTok Analytics</p>
	<p>Reach a total of 3000 likes on online communication channels of the project</p>	<p>Meta Business Suite TikTok Analytics</p>
	<p>Reach a total of 100.000 reaches on online communication channels of the project</p>	<p>Meta Business Suite TikTok Analytics</p>
	<p>Reach a total of 20.000 engagements on online communication channels of the project</p>	<p>Meta Business Suite TikTok Analytics</p>
	<p>Reach 30.000 views for MV on Youtube & Facebook</p>	<p>Meta Business Suite TikTok Analytics</p>
	<p>Get 03 editorials on mass media</p>	<p>Online newspaper</p>
	<p>Attract 200 participants in online challenges (including minigames and TikTok Challenge)</p>	<p>Meta Business Suite TikTok Analytics</p>
	<p>Attract at least 200 participants in event</p>	<p>Survey</p>

MASTER PLAN

TIMELINE	23/08 - 20/09	21/09 - 14/10	15/10 - 31/10	01/11 - 30/11
PHASE	LAUNCHING	ATTENTION	ENGAGEMENT	AMPLIFY
THEME	TRUYỀN			
	TỈNH	THANH	ĐÔNG	
OBJECTIVE	Provide information for users to have a general understanding of folk culture and project	Communication by storytelling about the formation of folk culture	Conveying the value of folk culture as the environment for the formation and development of each person.	Conveys the applicability of folk culture elements in the modern era
KEY HOOK	Poster Launching	Photo Album/ KOLs/Minigame	MV/Tik Tok Challenge	Event/Influencers
ALWAY ON ACTIVITIES	Facebook & Instagram posts	Facebook & Instagram posts, Tiktoks videos	Facebook & Instagram posts, Tiktok, Youtube videos	Facebook & Instagram posts, Tiktok, Youtube videos

ORGANIZATIONAL CHART



SELECTION CRITERIA

FOLK CULTURE ADVISOR	ART ADVISOR	MUSIC ADVISOR PROJECT AMBASSADOR
<p>Having in - depth knowledge and professional certificates/diplomas in Folk Culture.</p> <p>Interested in the project, agree with the team's working requirement.</p>	<p>Having experience in the field of artistic creativity. There have been projects on Folk Culture.</p> <p>Interested in the project, agree with the team's working requirement.</p>	<p>Having professional knowledge and experience in the field of music.</p> <p>Understanding electronic folk music. Participated in producing music products with Folk Culture elements.</p> <p>Interested in the project, agree with the team's working requirement. Famous in a certain level among youngsters.</p>

RESOURCES

FOLK
CULTURE
ADVISOR

**NGUYỄN
HOÀNG
DƯƠNG**

*Master of Folklore (University of Social Sciences and Humanities,
Vietnam National University, Hanoi)*

*Researcher on the topic of Folklore Development in the cultural industry
in Vietnam, the United States, and Ireland with Dr. Lữ Thị Thanh Lê.*





RESOURCES

**ĐỒ
TRONG
ĐẠT**

ART
ADVISOR

Fundamental Department Head

at Design Anthropology School

Board Of Directors at Desklass

Logo designers for brands:

The Cocoon Vietnam, Phe La Milk Tea...

Logo designers for exhibitions

(which exploits folk culture elements):

"Ve Ve Hat Boi", "Nay Mam"...

RESOURCES

**PHAN
THANH
NHÀN**
Lộn Xộn Band

MUSIC
ADVISOR

PROJECT
AMBASSADOR

The winner of Sing My Song 2018 (Team Lê Minh Sơn)

***Collaborator of Music Producer DTAP [One of Vietnam's most prominent folktronica pioneers and songwriter of the following songs: De Mi noi cho ma nghe, See tinh (Hoàng Thùy Linh), Nam Quoc Son Ha (Erik),
Huong dan an toan bay (Vietnam Airlines)]***

***Production team member of album and showcase
"Vu Tru Co Bay" (Phuong My Chi)***



ESTIMATED BUDGET

NO	CATEGORIES	BUDGET
1	SOCIAL MEDIA	7,000,000 ₪
2	EVENT	60,000,000 ₪
3	PRODUCTION	40,950,000 ₪
4	PHOTOSHOOT	8,400,000 ₪
5	MV	33,000,000 ₪
6	MERCHANDISE	6,000,000 ₪
7	COST INCURRED	11,395,000 ₪
TOTAL		125,345,000 ₪

RISK MANAGEMENT

RISK	DESCRIPTION	PROBABILITY		
		Low	Medium	High
SOCIAL MEDIA				
Wrong/slow progress	The organizers do not have a backup plan for the activities. Not checking checklists and not working as planned.			x
Leaking information	Important information of the project is revealed.		x	
	Negative inside information is revealed.		x	
Getting negative comments on posts	The content of the post is inappropriate, misleading, and controversial, leading to negative comments.Organizations against the campaign caused.		x	
Hacked Fanpage	Impersonating the organization to post false information.	x		
Content Violation	Content posted on Fanpage infringes copyright.Violation of regulations on posting content of Facebook and Tiktok.		x	
EVENT				
Location	Can not book location		x	
Human Resources	Not enough staffConflicting personnel		x	
Audience	Not many people join			x
Sponsors	Sudden cessation of cooperationAsk for more benefitsThere was a conflict with the organizers.			x
PRODUCTION				
Equipment	Not enough equipment			x
	Lost equipment	x		
	Device broken	x		
Location	The location is not suitable for the scene.No permission	x		
Human Resources	Not enough staffConflicting personnel		x	
Actor	The actor did not show up on time			x
	The actor cancels the schedule before filming			x
	The actor has a conflict of interest with the organizers			x
Sponsors	Sudden cessation of cooperationAsk for more benefitsThere was a conflict with the organizers.		x	

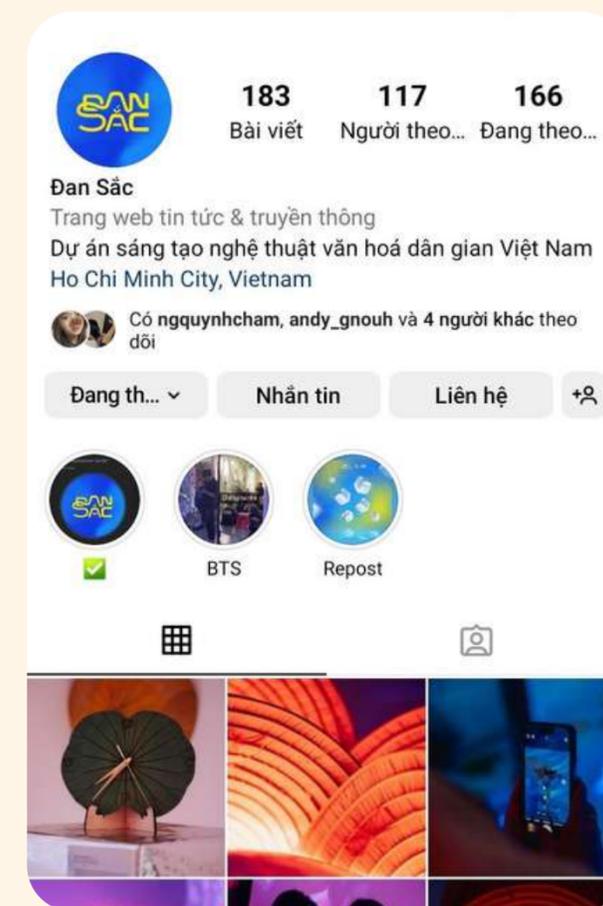
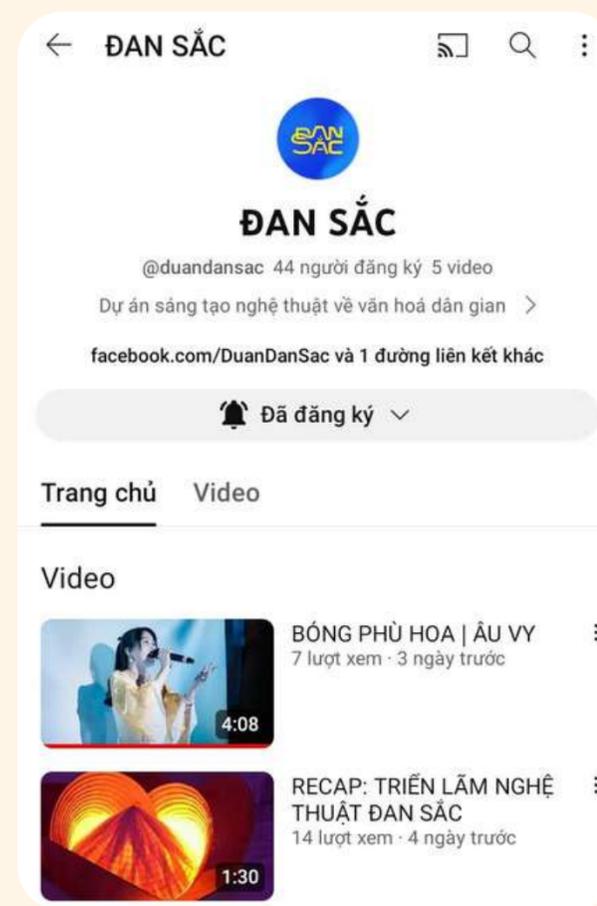
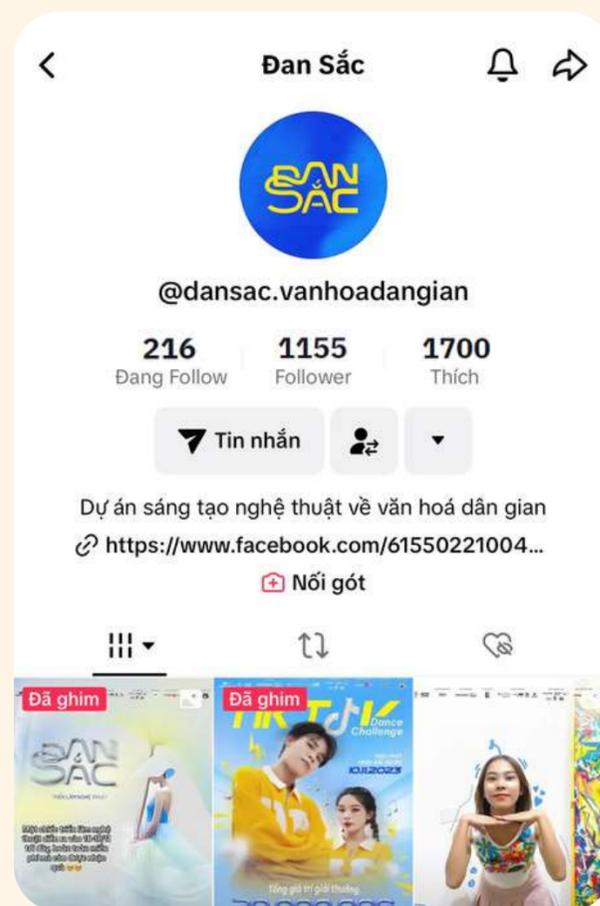


EXECUTION

COMMUNICATIONS

SOCIAL MEDIA

Social media communication is aimed at the target audience to enhance understanding and interest in folk culture while promoting the artistic products of the project.



CONTENT PILLARS AND DIRECTION

Pillar	Information	Educate	Product	Engage	PARTNERSHIP
Direction	Introducing general information about the project	Provides knowledge about Vietnam folk culture	Promote art products such as Photo Album, MV, and exhibitions	Increase interaction with humorous, attention-grabbing content.	Promote sponsor products through product and project similarities
Allocation	20%	10%	50%	5%	15%

TIMELINE MEDIA

Facebook

No	Angles	Air	No	Angles	Air
1	Đổi avatar, cover	23/08	56	Triển lãm chất liệu và bản sắc cá nhân mỗi người	06/11
2	Teasing post 1	24/08	57	Tạo event trên Facebook	06/11
3	Teasing post 2	26/08	58	Bản sắc cá nhân được thể hiện trong triển lãm và ly rượu của riêng bạn	08/11
4	Chính thức ra mắt dự án Đan Sắc	28/08	59	Lưu: Miêm mai trong tình cách	09/11
5	Đan Sắc và những sự thật	31/08	60	Agenda sự kiện	09/11
6	4 tính chất của VHĐG	01/09	61	Trẻ: Chất liệu quen thuộc mang tính dẻo dai của người Việt	10/11
7	Nón lá	02/09	62	Sự xuất hiện đặc biệt của NSUT Hải Phượng và tiết mục dân tranh	10/11
8	Giới thiệu kênh Instagram	03/09	63	Sem: Sự linh hoạt về chất liệu	11/11
9	Giới thiệu cố vấn nghệ thuật	05/09	64	22 Gallery - Điểm đến cho triển lãm lần này	11/11
10	Nguồn cảm hứng ra đời dự án Đan Sắc	06/09	65	Trailer event	12/11
11	Văn hoá dân gian gồm những lĩnh vực nào	06/09	66	Thưởng thức rượu ngon tại Rare	14/11
12	Hát ru: Giai điệu, câu hát, lời bài hát	07/09	67	Nhận những phần quà xinh xắn từ Education First	14/11
13	Cố vấn văn hoá dân gian	12/09	68	Những phần quà bạn sẽ nhận được khi đến triển lãm	14/11
14	Đồng dao dân gian	13/09	69	Live Stage đầu tiên của ĐĐ Quý - Ca sĩ, nhạc sĩ Phan Thanh Nhân	15/11
15	Ra mắt bộ đôi kênh TikTok và Youtube	14/09	70	Những lưu ý khi tham gia triển lãm Đan Sắc	17/11
16	Đố vui: Bạn biết các trò chơi dân gian này không?	18/09	71	Media Onsite: Triển lãm Đan Sắc	18/11
17	Hành trình tăng tiến trải nghiệm của Đan Sắc	19/09	72	Repost link báo Vietnamnews	18/11
18	Teasing album ảnh	20/09	73	Media Onsite: Triển lãm Đan Sắc	18/11
19	Ra mắt "Tình"	22/09	74	Nhìn lại triển lãm Đan Sắc (P1)	19/11
20	Những yếu tố dân gian trong BTS Tình	24/09	75	Nhìn lại triển lãm Đan Sắc (P2)	21/11
21	Hậu trường ekip Đan Sắc đi PTS	25/09	76	Nhìn lại triển lãm Đan Sắc (P3)	22/11
22	Đồ chơi trung thu: Đèn ông sao, đèn kéo quân, múa trống quân, đèn lồng...	26/09	77	Nhìn lại triển lãm Đan Sắc (P4)	23/11
23	Đại sứ dự án	28/09	78	Đan Sắc lắng nghe bạn (Form khảo sát)	27/11
24	Tết Trung Thu	29/09	79	Đan Sắc xuất hiện trên Advertising Vietnam	28/11
25	2 hoạt động đan xen sắp tới của Đan Sắc	30/09	80	Trà NTT Today	01/12
26	Thanh - Sự kết hợp giữa âm thanh và hình ảnh	02/10	81	Nhìn lại triển lãm Đan Sắc (P5)	02/12
27	Minigame	03/10	82	Recap video	02/12
28	Tổng hợp những gương mặt đại sứ truyền thông	04/10	83	Giải mã những câu chuyện trong triển lãm Đan Sắc	03/12
29	"I sản phẩm âm nhạc của đại sứ dự án - Phan Thanh Nhân	05/10	84	Chia sẻ của các bạn gen Z về VHĐG sau khi tham gia triển lãm	03/12
30	Teasing hoạt động Thanh	06/10	85	Kết quả TikTok Dance Challenge	04/12
31	Teasing tên bài hát	09/10	86	Tiết mục cô Hải Phượng	04/12
32	Tổng hợp những chiếc nón độc lạ của các bạn thợ Đan Sắc	10/10	87	Karaoke ĐĐ Quý	05/12
33	Bộ đôi vocal và rapper	11/10	88	Chia sẻ của cô Hải Phượng về VHĐG	05/12
34	MV: Teasing 1	12/10	89	Tiết mục chị Âu Vy	06/12
35	Dàn dancer đến từ nhà FStyle Crew	13/10	90	Những con số tạo nên Đan Sắc	06/12
36	Official Poster MV	14/10	91	Tiết mục Hồng Phúc	07/12
37	Đổi avatar và cover MV	15/10	92	Góc lộ diện: Không gian trước và sau khi set up tại 22 Gallery	07/12
38	Trailer MV	17/10	93	Tiết mục FStyle	08/12
39	Bộ ảnh	18/10	94	ECOLOGUS: Thương hiệu xuất hiện tại triển lãm Đan Sắc	08/12
40	Câu chuyện tình yêu trong MV	19/10	95	Tiết mục chị Nhân	09/12
41	Đếm ngược thời gian đến ra MV	20/10	96	Góc hoài niệm: Khoảnh khắc sơn tượng, làm props tại The Boxes Studio	09/12
42	Tạo sự kiện công chiếu	21/10	97	Thức đêm tranh thủ chạy deadline? Làm một lon cà phê sữa tiên lợi từ Mr.Brown	10/12
43	Official MV	21/10	98	Đến Rare để tạo ra nó bằng hương vị của riêng mình	11/12
44	Thành tích đạt được sau 48 giờ công chiếu	23/10	99	Hậu trường quay MV	12/12
45	Bạn đã biết những yếu tố văn hoá dân gian nào trong MV (P1)	27/10	100	Tiệm bánh Chip Nâu	13/12
46	Khởi động cuộc thi TikTok Dance Challenge	28/10	101	Những outfit dễ thương đến từ nhà Today	14/12
47	Recap: Hậu trường MV	30/10	102	Cảm ơn NTT Đồng hành	15/12
48	Teasing event	30/10	103	Cảm ơn NTT Đồng	16/12
49	Trả quyền lợi: PULL MAN	31/10	104	Cảm ơn NTT Bạc	17/12
50	Trải nghiệm đa giác quan	31/10	105	Cảm ơn NTT Vàng	18/12
51	Bạn đã biết những yếu tố văn hoá dân gian nào trong MV (P2)	01/11	106	Cảm ơn NTT Kim Cương	19/12
52	Những thước ảnh xinh đẹp đến từ The Boxes Studio	02/11	107	NTT: Rioni	20/12
53	Hướng dẫn đồng tác nhảy TikTok Dance Challenge	03/11	108	Cảm ơn đối tác chiến lược	21/12
54	Official poster	05/11	109	Cảm ơn các đơn vị bảo trợ TT	22/12
55	Đổi avatar, cover	06/11	110	Thank You Post	23/12

TikTok

No	Angles	Air
1	Shooting cùng Đan Sắc	24/09
2	Clip đoán các trò chơi trung thu	29/09
3	Thử thách đọc các bài đồng dao	07/10
4	Teasing	16/10
5	Trailer	18/10
6	MV	23/10
7	TikTok Dance Challenge	28/10
8	Clip hướng dẫn nhảy	07/11
9	Official event động	11/11
10	Một ngày trải nghiệm event	18/11
11	Follow Up event	18/11
12	Recap event	02/12
13	Trả quyền lợi NTT: Today	02/12
14	Hậu trường chuẩn bị cho event	03/12
15	Kết quả TikTok Dance Challenge	04/12
16	Tiết mục cô Hải Phượng	04/12
17	Karaoke ĐĐ Quý	05/12
18	Chia sẻ của cô Hải Phượng về VHĐG	05/12
19	Recap event (2)	6/12
20	Tiết mục chị Âu Vy	6/12
21	Tiết mục Hồng Phúc	7/12
22	Phỏng vấn sinh viên về VHĐG	8/12
23	Tiết mục FStyle	08/12
24	Tiết mục chị Nhân	09/12
25	Hậu trường quay MV	12/12
26	Những chương trình hấp dẫn tại Rare mà Thợ Đan Sắc không nên bỏ qua	15/12
27	Review Rare Minihome	17/12

Instagram

No	Angles	Air
1	Đổi avatar, cover	24/08
2	Teasing post 1	24/08
3	Teasing post 2	27/08
4	Chính thức ra mắt dự án Đan Sắc	28/08
5	Những nội dung Đan Sắc sẽ mang đến	01/09
6	4 tính chất đặc trưng của VHĐG	05/09
7	Nón lá: Xưa - nay khác nhau như thế nào?	13/09
8	Giới thiệu cố vấn nghệ thuật: Anh Đỗ Trọng Đạt	14/09
9	Cố vấn văn hoá dân gian: Chị Nguyễn Hoàng Dương	20/09
10	Teasing photoshoot	20/09
11	Ra mắt bộ ảnh "Tình"	01/10
12	Bộ ảnh MV ĐĐ Quý	21/10
13	Những khoảnh khắc tại event ngày 1	18/11
14	Những khoảnh khắc tại event ngày 2	19/11
15	Recap MV	02/12
16	Chia sẻ của các bạn gen Z về VHĐG sau khi tham gia triển lãm	03/12
17	Những con số tạo nên Đan Sắc	06/12
18	Thank you post	23/12



PTS: TÌNH

377 38 17



MINIGAME

414 307 31



MV ĐỒ QUỲ

730 137 207



TRIỂN LÃM ĐAN SẮC

553 119 70

MINIGAME

TOTAL PRIZE VALUE
116,000,000 VND

TIME
03/10 - 10/10

NUMBER OF PARTICIPANTS
152

 417  307  36



TRANG TRÍ
Minigame
NÓN LÁ quẩy hết
ga cùng
CALIFORNIA'S FITNESS FESTIVAL

hãy trang trí & túi!

Đến hết ngày
**10.10
2023**

VOUCHER TONKIN COTTAGE

COMBO VUIIII KHOÉEEE
699.000 VND



TIKTOK DANCE CHALLENGE

TOTAL PRIZE VALUE

20,000,000 VND

TIME

28/10 - 10/11

NUMBER OF PARTICIPANTS CLIPS

30

CHANNELS



👁️ 9000

❤️ 641

💬 46

➡️ 15



CHANGE THE PROJECT'S AVATAR FRAME



CHANGE THE IDENTIFIER *for each stage of product promotion*



Photoshoot "Tinh"



MV "Do Quy"



Art exhibition "Dan Sac"

A close-up photograph of a hand with long, manicured nails holding a white rose. The background is a soft, out-of-focus blue. The text 'PHOTOSHOOT TĨNH' is overlaid in the center in a white, serif font.

PHOTOSHOOT
TĨNH

NUOI
DUONG



VUON
MAM





BAN SAC



KET
TINH

BAN SAC



BAN SAC

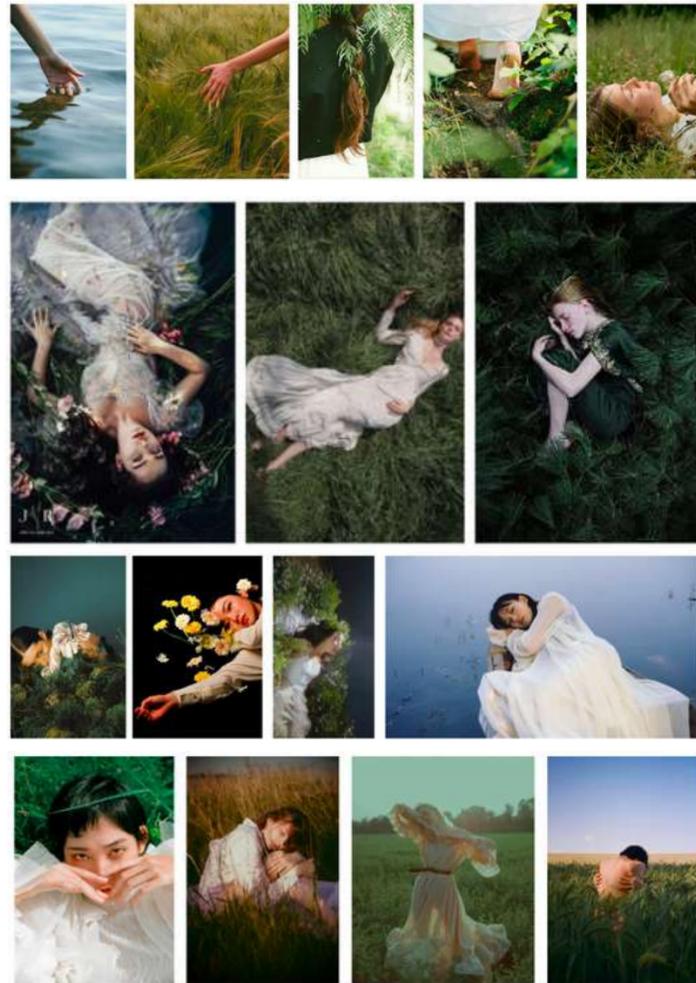
HR

NO	POSITION	P.I.C	S.O.W
Crew			
1	Executive Producer	Quỳnh Trang	<ul style="list-style-type: none"> - Project production management - Manage and coordinate shooting set personnel - Responsible for handling arising situations
2	Line Producer	Hoàng Lan	<ul style="list-style-type: none"> - Manage timeline onset - Followup Shooting angles - Manage & coordinate prop logistics
3	Talent Management	Quỳnh Trâm	<ul style="list-style-type: none"> - Manage & take care model - Manage images and costumes for models
4	Set design	Khánh Linh	<ul style="list-style-type: none"> - Build & conceptualize the shooting scene - Build the onset scene
5	Photographer	Đặng Khoa, Trần Phúc, Tiến Đạt	<ul style="list-style-type: none"> - Responsible for image - Taking photos behind the scenes of production
6	M.U.A	Như, Thanh Thuỷ, Quỳnh Quỳnh	<ul style="list-style-type: none"> - Responsible for the model's makeup
7	Stylish	Hồng Phúc	<ul style="list-style-type: none"> - Responsible for costumes for models - Manage props & costumes for models
8	Logistics	Trần Thị Thanh Thảo, Công Nguyên	<ul style="list-style-type: none"> - Logistical support - Support context setup
Model			
9	Model	Vân Anh	Model selection criteria: Asian face, gentle, balanced, slim body
10		Lê Gia Hân Minu Huỳnh Huỳnh Hồ Thái My Đông Duy	Model selection criteria: Asian face, impressive, balanced, slim body

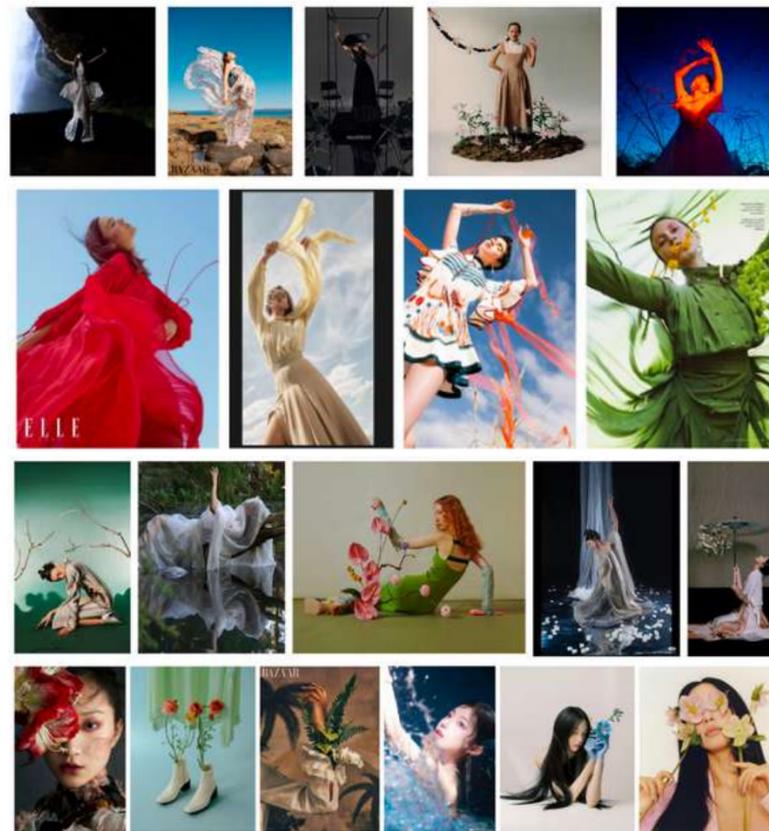
PRODUCTION KIT

Shooting Angles

Phase 1: Nuôi dưỡng



Phase 2: Ươm mầm



Phase 3: Kết tinh



PRODUCTION KIT

Model's costumes, hair, makeup

PHASE 1: NGƯỜI ĐƯỜNG			
Collection: Độc bản	Costume: Fashion Designer: Diễm Thuương	Makeup: Diễm Thuương	Hair: Diễm Thuương
PHASE 2: VƯỜN MÀM			
Collection: Độc bản	Costume: Fashion Designer: Nguyễn Hữu Phước	Makeup: Nguyễn Hữu Phước	Hair: Nguyễn Hữu Phước
Collection: Độc bản	Costume: Fashion Designer: Diễm Thuương	Makeup: Diễm Thuương	Hair: Diễm Thuương
PHASE 3: KẾT TINH			
Collection: Râm nắng	Costume: Fashion Designer: Lâm Tuấn Đức	Makeup: Lâm Tuấn Đức	Hair: Lâm Tuấn Đức
Collection: Tùng Bình Lược	Costume: Fashion Designer: Mỹ Nhu	Makeup: Mỹ Nhu	Hair: Mỹ Nhu

List of props and equipment

NO.	PROPS	QUANTITY	NO.	PROPS	QUANTITY
1	Glossy silver decal sheet, mirror finish	8	20	Pearl earrings	1
2	5m x 5m	1	21	Folklore paintings	3
3	Green tarp 5mx5m	1	22	Fake braids	1
4	Duct tape)	4	23	20L mineral water bottle	1
5	20cm water tank	1	24	Monochord	1
6	Glue	2	25	Soil platform + flowers	1
7	Banh chung and banh day model	4	26	Lotus branch	4
8	Styrofoam lump	1	27	Cartoon box	10
9	Plastic cups	10	28	Cloth hook	6
11	Carton paper	1	31	Drag	1
12	Conical hat	1	32	Grass	1
13	Starlight	1	33	Steam iron	1
14	Mo fan	2	34	White boots size 39	1
15	Black hairspray	1	35	Bluetooth speaker	1
16	Double sided tape	1	36	White high heels size 39	1
17	Dry paper	1	37	Cuff earrings	1
18	Water 5l	1	38	Men's full white shoes size 42	1
19	Long white nail set	1	39	Colored toothpick hair clip	12

Callsheet

SHOOTING TIME	09:00		Sunday, August 27, 2023		
CALL TIME GIỜ TẬP TRUNG EKIP	06:30				
LOCATION	Nhà Người Ta Studio <i>The organizers have prepared lunch for ekip</i>				
NO.	NAME	ROLE	CALLTIME	CONTACT	NOTE
CREW					
1	Quỳnh Trang	Executive Producer	06:45	0834270877	- Project production management - Manage and coordinate shooting set personnel - Responsible for handling arising situations
2	Hoàng Lan	Line Producer	06:45	0967251197	- Manage timeline onset - Followup Shooting angles - Manage & coordinate prop logistics
3	Quỳnh Trâm	Talent Management	06:45	0585201597	- Manage & take care model - Manage images and costumes for models
4	Khánh Linh	Set design	07:30	0906834983	- Build & conceptualize the shooting scene - Build the onset scene
5	Đặng Khoa, Trần Phúc, Tiến Đạt	Photographer	08:00	0364652434	- Responsible for image - Taking photos behind the scenes of production
6	Như, Thanh Thủy, Quỳnh Quỳnh	M.U.A	07:15	0355568057	- Responsible for the model's makeup
7	Hồng Phúc	Stylist	07:15	0797913148	- Responsible for costumes for models - Manage props & costumes for models
8	Trần Thị Thanh Thảo, Công Nguyễn	Logistics	06:45	0906329343	- Logistical support - Support context setup

List of costumes and accessories

NO	PHASE	BST	COSTUME	ACCESSORIES	PREPARATION	NO	PHASE	BST	COSTUME	ACCESSORIES	PREPARATION
1	Nuôi dưỡng	Độc bản		Hat	High heels size 38 Nail Cuff earrings	4	Kết tinh	TOHE		Suit + legs + jacket	White high heels size 39 Black Boots (Model) Multi-colored clips
2	Ươm mầm	Trâu		Earrings, nails	Black high heels size 39	5		Râm Nắng		Full accessories: Shoes, flower crown, necklace, bag, hat	
3		Độc bản		Glove	Black high heels size 39	6		Tùng Bình Lược			White bata shoes size 42

Timeline Onset

NO.	TIME	DUR	CONTENT	CREW P.L.C	MODEL P.L.C	NOTE
1			Decor Setup	Trang, Thảo, Nguyễn, Trâm		Check = iron
2	07:00	02:00:00	Lighting, Cam Set up	Trang, TPPhúc, Đạt		
3	07:30	01:30:00	Makeup look 1,2	Như, Thủy, HPhúc	Vân Anh, Gia Hân	
4	09:00	01:00:00	Take a shot look 1	Trang, Phúc, Đạt, Khoa	Vân Anh	
5			Makeup look 3	Như, Thủy, HPhúc	Minu	
6	10:00	00:30:00	Decor Setup	Trang, Thảo, Nguyễn		
7			Take a shot look 2	Trang, TPPhúc, Đạt, Khoa	Gia Hân	
8	10:30	01:00:00	MUA rests for lunch			
9			Take a shot look 3	Trang, TPPhúc, Đạt, Khoa	Minu	
10	11:30	01:00:00	Makeup look 4	Quỳnh	Thái My	
11			Decor Setup	Trang, Thảo, Nguyễn		
12	12:30	01:00:00	The team takes a lunch break and eats			
13			Makeup look 5	Quỳnh	Huyền Huyền	
14	13:30	01:00:00	Take a shot look 4	Trang, TPPhúc, Đạt, Khoa	Thái My	
15			Makeup look 6	Như, Thủy, HPhúc	Đông Duy	
16	14:30	01:00:00	Take a shot look 5	Trang, TPPhúc, Đạt, Khoa	Huyền Huyền	
17	15:30	01:00:00	Take a shot look 6	Trang, TPPhúc, Đạt, Khoa		
18	16:30	01:00:00	Take a shot look 5.6	Trang, TPPhúc, Đạt, Khoa	Huyền Huyền	
19	17:30	00:30:00	Decor Setup	Trang, Thảo, Nguyễn	Đông Duy	
20	18:00	01:00:00	Take a shot element	Trang, TPPhúc, Khoa, Trâm		
21	19:00	01:00:00	Clean up	All		

FPT Education
TRƯỜNG ĐẠI HỌC FPT

MCM

SAN SAC

CREACOGR TO TODAY

NHÀ TÀI TRỢ VÀNG

PULLMAN Tonkin cottage

NHÀ TÀI TRỢ ĐỒNG

CALIFORNIA FITNESS & YOGA The Boxes Studio

NHÀ TÀI TRỢ ĐỒNG HÀNH

Advertising Vietnam ADS angtao

BẢO TRỢ TRUYỀN THÔNG

Explorians CHAT VIET By TELOS

ĐỐI TÁC CHẾN LƯỢC

ĐƠN VỊ ĐỒNG HÀNH

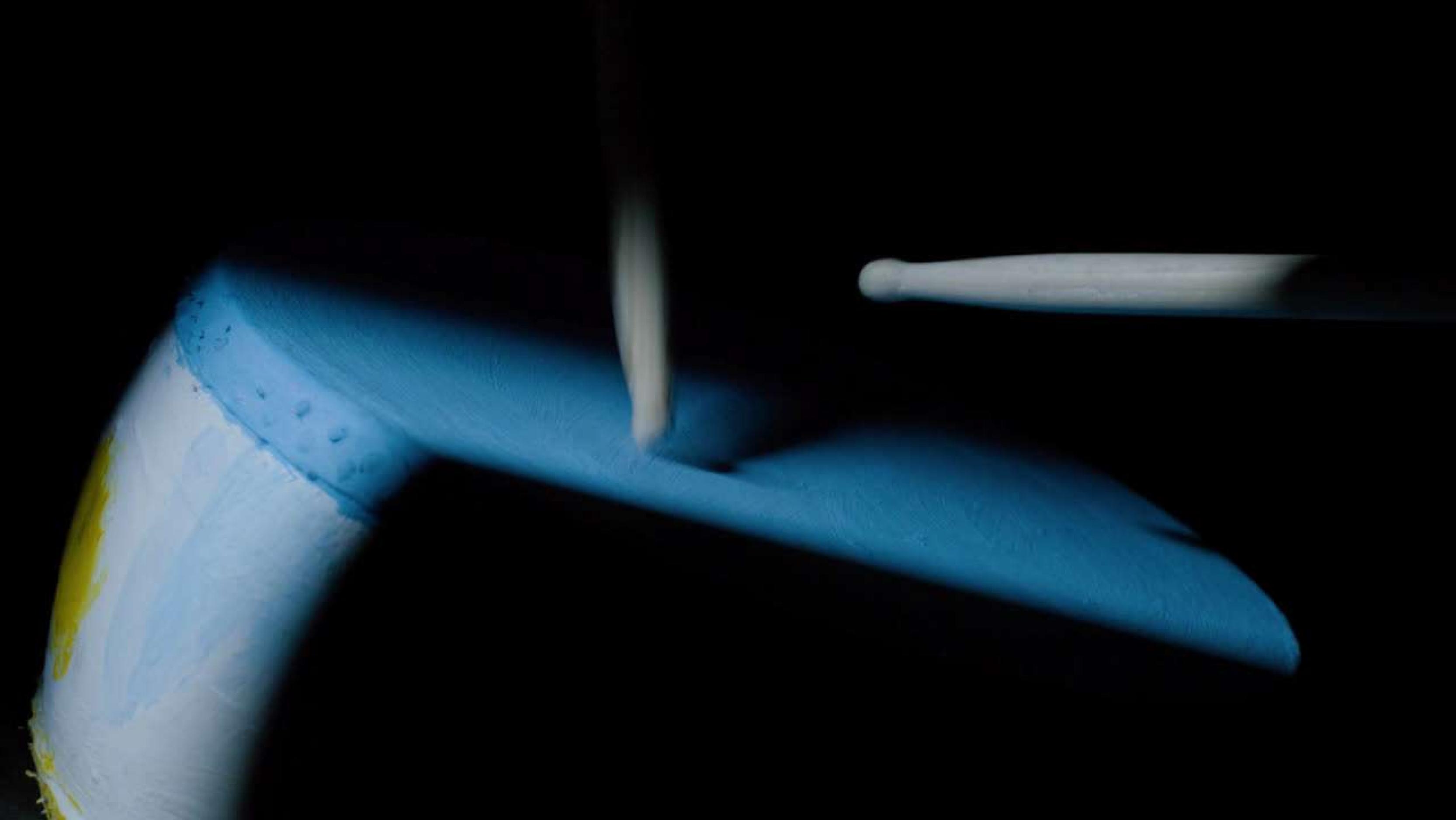
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ĐỒ QUỲ

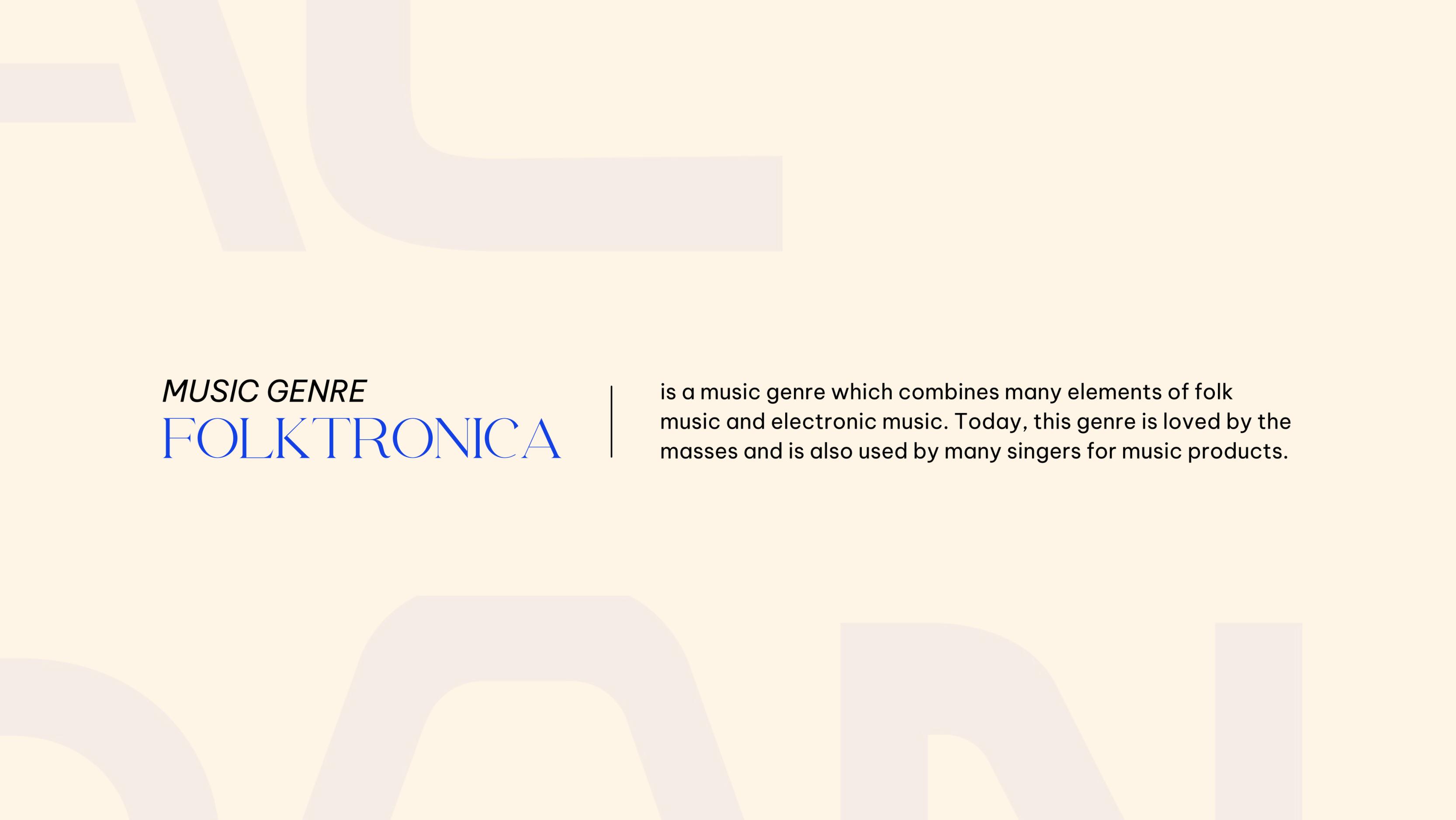
MUSIC VIDEO

ĐAN SẮC x PHAN THANH NHÀN
(ft. RPT NASTEE)



CONCEPT DEVELOPMENT

Inspired by folk games. The MV exploits folk games such as: **5 10 15**, **Rồng rắn lên mây** and **Ô ăn quan**, as cultural materials to convey the message.
The MV content tells a love story to attract young people



MUSIC GENRE
FOLKTRONICA

is a music genre which combines many elements of folk music and electronic music. Today, this genre is loved by the masses and is also used by many singers for music products.

MUSIC

Lyric

INTRO

Em sợ rồi mây sẽ tan
Em sợ lời yêu dối gian
Sợ yêu mà vẫn cô liêu
Haizzz

VERSE 1

Thông minh nhất nhà
Yêu đời lại mê hát ca
Em đây í à
Trước nay vẫn kiêu vậ mà

Do anh quá tuyệt
Như một nhà thơ quá
duyên
Ngọt ngào tự nhiên
Cho tim trốn tìm đảo điên

PRE 1

Ha~
Cớ sao cứ đùa em chuyện trăm năm?
Ha~
Làm em đếm hoài **5 - 10 - 15**

CHORUS

Ố tình là duyên ối a
YÊU ANH THÌ VỰC SÂU CŨNG QUA
Vì yêu thì mấy cũng liêu
Liều liêu liêu

Ố tình là duyên ối a
(CHÚ) NON CAO MÀ VỰC SÂU CŨNG QUA
Vì yêu nào có bao nhiêu
Biết anh là “đồ quý”
Nhưng mà là quý yêu

RAP VERSE

RỒNG RẮN LÊN MÂY ,VẬY THÌ QUA ĐÂY NGỒI CÙNG
Đôi ta thì khác xa còn anh là ác ma
Gặp nhau là vấn vương, cảm giác như pha đường

How about a movie, khiến trò chơi này thú vị
Tại sao mà ta là lại cho cho đi, anh thì không suy nghĩ gì
Em thì vẫn còn đắn đo, đôi hàng mi gầy lẳng lo
Sao mà nay lại nặng to, cảm giác này rất là li kì
Cuộc sống không như là mơ còn anh là chúa trong khu
Sống được hai thập niên làm cho anh thấy mộng lung
Chẳng thể biết được ta là ai, còn anh từ dưới chui lên
Mình gặp nhau và xa ngày mai, dừng chân đứng trước môi em

PRE 2

Ha~
HỎI CHƯA NÉM SỎI SAO ĐÒI ĂN QUAN?
Ha~
Tình duyên kiếp nào đâu trò dục ngang?

BRIDGE

Sợ khi yêu lắm thương vừa
Chẳng còn “đồ quý” cho vừa ý em
MỘT THƯƠNG HAI CHỖ DỐI LỪA
Đừng thề với hứa
Gió đưa cho mà xem

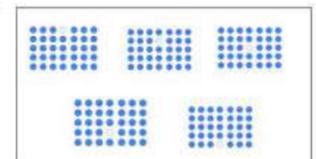
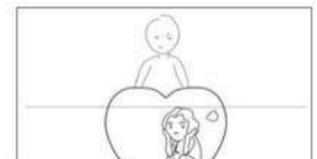
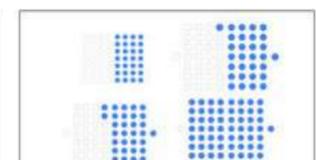
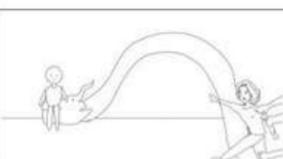
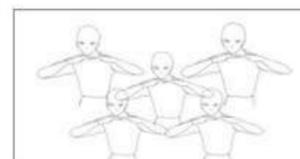
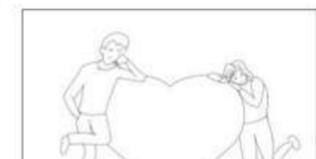
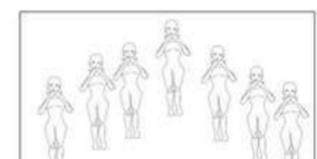
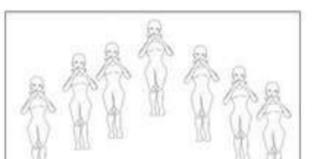
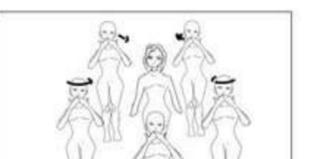
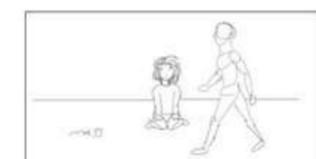
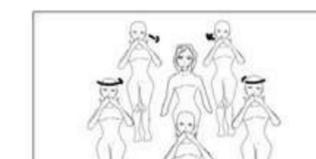
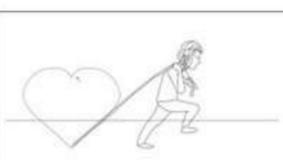
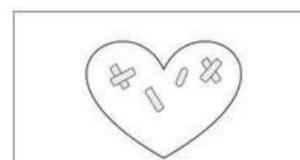
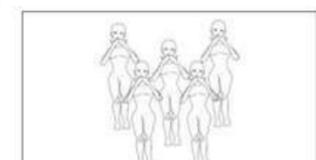
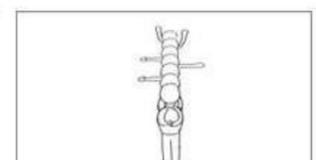
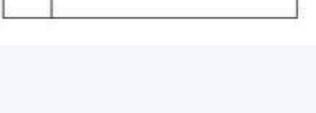
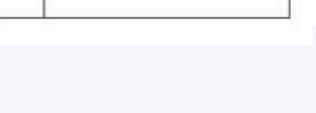
PRODUCTION TIMELINE



SHOT LIST

SCENE	LYRICS/BEAT	SET	SHOT	CAMERA ANGLE/MOVE	LIGHTING	PROPS	DESCRIPTION	TALENT	NOTE
#1	Em sợ rồi mây sẽ tan Em sợ lời yêu dối gian Sợ yêu mà vẫn cố liều Haizz	Rong ran len may	Central	Zoom out from the singer	Spotlight singer	-	The female singer sat holding her legs, worried	Female lead	Sigh the light turns on (see full setdesign)
#2.1	Music	Rong ran len may	Near	Static	Full	Drum rowing 2 drumsticks Rattan hanging rope	Drums beat to the beat (see the sturdy arms of the person tapping)	1 male supporter (strong hands)	Split into 2-4-6-8 frames
#2.2		O an quan	Central	Static	Full	-	Split 0: 6 arms around the female, the female lead is surprised then looks up	Female lead, 3 supports	
#2.3		O an quan	Full	Static	Full	-	Split 1: look up and down, 6 arms snap around the female lead in rhythm	Female lead, 3 supports	
#2.4		5-10-15	Near	Static	Full	Golden square	Split 2: Legs placed on props swinging to the beat	Female lead	White shoes
#2.5		5-10-15	Specific description	Static	Full	-	Split 3: The female protagonist glances from right to left	Female lead	
#2.6		O an quan	Full	Cam tilts from right to left	Full	Blue-white ball	Separation 4: Shadows fall from right to left	-	
#2.7		-	-	-	-	-	Split 5: Ball playback	-	
#2.8		O an quan	Near	Static	Full	-	Split 6: The female lead's leg goes behind the male lead's leg	Female lead, male lead	
#2.9		O an quan	Central	Static	Full	Blue-white ball	Split 7-8: The heroine sits against the wall, the ball is thrown at the heroine	Female lead	
#2.10		Yellow floor	Near	Top down	Full	Blue-white ball	The white ball dances 5 times	-	
#3.1	Thống minh nhất nhà Tếu đời lại mê hát ca	Rong ran len may	Full	Diagonal angle 45, direction from top to bottom	Full	-	4 actors stand in a square (the female lead stands in the middle) - 4 actors look towards the middle - The singer looks at the camera, after finishing verse 4, the actor looks at the camera	Female lead, 4 supports (2 men, 2 women)	Hold the fan
#3.2	Em đây là Trước nay vẫn kiêu vậy mà	O an quan	Central	Straight face	Full	Crown	The singer lip-synced the first verse, so arrogant The next sentence takes the crown from the helper's hand and puts it on his head. The female lead acts like a man	Female lead, 1 support (hand holding crown)	Give the fan to the support person to hold and take the crown
#3.3	Do anh quá tuyệt Như một nhà thơ quá duyên	5-10-15	Central	Drag the cam from the top corner to the front corner	Full	Letters	A pile of letters was thrown at the heroine, the heroine picked up one and read it passionately.	Female lead	
#3.4	Ngọt ngào tự nhiên Cho tim trốn tìm đảo điên	5-10-15	Full	Straight face	Full	Heart	The female lead sits and acts out a passionate scene, while the male character stands behind the heart and smiles triumphantly	Female lead, male lead	Move down
#4.1	Ha-	Blue floor	Central	Diagonal 45 degrees/swirl towards the female lead	Full	Blue-white ball	The female lead lip-syncs, the male lead lies next to her	Female lead, male lead	Check your belongings (any of Nhan's belongings can fit)
#4.2	Có sao cứ đưa em chuyện trăm năm?	5-10-15	Near	Straight face	Full	Heart	The female lead lay on her heart, her expression sulky	Female lead	Try lying on your heart
#4.3	Ha-	Blue floor	Central	Tilt 45 degrees/swirl out to see the male protagonist lying next to him	Full	Blue-white ball	The female lead lies still, the male lead rolls out of the frame	Female lead, male lead	
#4.4	Làm em đắm đuối 5 - 10 - 15	5-10-15	Full	Straight face	Full	Heart glasses	Stop motion: female protagonist wearing glasses walks around searching	Female lead	Saw the full set 5-10-15
#5.1	Ô tình là duyên ố a Yêu anh thì vực sâu cũng qua	O an quan	Full	Hand held	Full	-	5 dancers dance	5 dancers	
#5.2	Vì yêu thì mấy cũng liều	Rong ran len may	Full	Straight face	Full	-	The male lead stands at the dragon's head (the one who catches it) The female lead rushed forward (supporters held back her shirt)	Female lead, male lead	
#5.3	Liều liều liều Ô tình là duyên ố a (Chỉ) Non cao mà vực sâu cũng qua	O an quan	Full	Hand held	Full	-	5 dancers dance	5 dancers	
#5.4	Vì yêu nào có bao nhiêu Biết anh là "đồ quỷ" Nhưng mà là quỷ yêu	5-10-15	Central	The front gradually zooms in on the two main characters	Full	Wooden podium	The female lead's heart fluttered and she looked at the camera The male lead stands on the other side The word "Devil" turned to look at the male lead.	Female lead, male lead	
#6.1	Dance Break 1	O an quan	Full	Fix	Full	Blue - white balls, ball bag	x2: Men and women walk back and forth picking up balls	Female lead, male lead	
#6.2		Blue floor	Central	Static	Full	Blue-white ball	Stop motion: Gradually lose the shadow according to the beat of the music	-	
#6.3		O an quan	Central	Static	Full	Blue - white balls, ball bag	Stop motion: The male's balloon bag gradually rises	lead actor	

#7.1	Rồng rắn lên mây, vậy thì qua đây ngồi cùng Đội ta thì khác xa còn anh là ác ma Gặp nhau là vắn vương, cảm giác như pha đường How about a movie, khiến trò chơi này thú vị Tại sao mà ta là lại cho cho đi, anh thì không suy nghĩ gì Em thì vẫn còn đắn đo, đôi hàng mi gầy lẳng lơ	Rong ran len may	Central	Hand held	Full	-	Cam follows male dancers and female dancers to dance together	2 dancers	
#7.2	Sao mà nay lại nắng to, cảm giác này rất là lì lì Cuộc sống không như là mơ còn anh là chúa trong khu Sống được hai thập niên làm cho anh thấy mỏng lưng Chẳng thể biết được ta là ai, còn anh từ đời chui lên	Rong ran len may	Near	Static	Full	-	The male lead leans against the wall, arms crossed. Acts with a sarcastic expression "This game is interesting" - the male lead glanced as if he was watching and smirked	lead actor	
#7.3	Mình gặp nhau và xa ngày mai, đừng quên đừng trước mắt em	Rong ran len may	Central	hand held,	Full	White podium	The two dancers, male and female, danced together. At the end they separated, the camera zoomed in on the main female dancer sitting on the podium	2 dancers, female lead	
#7.4	Backup		Near	Static	Full	-	The female lead patted her face	Female lead	
#7.5	Backup		Near	Static	Full	-	Nam tapped his foot	lead actor	
#8.1	Ha-	O an quan	Full	Hand held, cam zoom out	Full	White podium	The female lead sits on the podium, stands up, kicks the ball Or the heroine lies down and then kicks the ball.	Female lead	
#8.2	Hỏi chưa ném sỏi sao đòi ăn quan?	O an quan	Central	Hand held, cam zoom in	Full	-	The ball rolled in - The female lead sat flat on the floor, swaying to the melody	Female lead	
#8.3	Ha- Tình duyên kiếp nào đầu trò đọc ngang?	O an quan	Toan	Straight face	Full	Heart	End of sentence- The male lead passed by, the female lead looked after	Female lead, male lead	
#9.1	Ô tình là duyên ố a Yêu anh thì vực sâu cũng qua Vì yêu thì mấy cũng liều	5-10-15	Full	Hand held	Full	-	The female protagonist holds the rope and tries to pull the heart but can't	Female lead	
#9.2	Liều liều liều	5-10-15	Central	Static	Full	Heart 3 personal tape (custom large)	Stop motion: tape gradually appears on the heart	-	Dosage dose dose
#9.3	Ô tình là duyên ố a (Chỉ) Non cao mà vực sâu cũng qua	Rong ran len may	Full	Static	Full	-	5 dancers	5 dancers	
#9.4	Vì yêu nào có bao nhiêu Biết anh là "đồ quỷ" Nhưng mà là...	Rong ran len may	Full	Hand held	Full	-	5 dancers dance, the female enters with the word "devil" ("but" the dancer looks towards the female lead)	5 dancers, female lead	Ms. Nhan jumped out with the word "devil".
#10.1	Sợ khi yêu lắm thương vừa Chẳng còn "đồ quỷ" cho vừa ý em	5-10-15	Full	Hand held	Full	Podium	Nam sat on the podium Woman lying and swaying The female lead is immersed in shadow, lip-syncing Mouth lip syncing, hand raised to mouth (whispering) Dance band	Female lead, male lead	
#10.2	Một thương hai chò dỗi lừa Đừng thế với hóa Giờ đưa cho mà xem	O an quan	Central	Static	Full	Ball Glossy applique form"	Frame 8 - 01: 1 vertical line (7 dancers)"	Female lead	
#10.3	Sẽ thưa ba mẹ em	Rong ran len may	Specific description	Static	Full	-	Dance band Frame 8 - 02: 1 vertical line (7 dancers)	Female lead	
#11.1	Dance break 2	5-10-15	Full	Hand held	Full	-	Dance band Frame 8 - 03: moving the squad	7 dancers	
#11.2		5-10-15	Central	Central focuses on the first female (Close-up - color swipe)	Full	Blue and yellow	Dance band Frame 8 - 04: 7 V-shaped people	7 dancers	
#11.3		O an quan	Full	Hand held/Pull-out	Full	-	Dance band Frame 8 - 05+06: Dance 3 up, 2 down (5 dancers)	7 dancers	
#11.4		Ồ an quan	Full	Hand held	Full	-	Dance band Frame 8 - 07+08: Dance + Conclusion (7 dancers + 1 Singer)	7 dancers	
#11.5		Rong ran len may	Central	Hand held	Full	-	Dial set design -> backup	5 dancers	
#11.6	Rong ran len may	Full	Hand held	Full	-	Dial set design -> backup	7 dancers, Female lead		
#12.1	Rong ran len may	Full	Hand held	Full	-	Dial set design -> backup	-		
#12.2	O an quan	Full	Hand held	Full	-	Quay set design -> backup	-		
#12.3	5-10-15	Full	Hand held	Full	-	Quay set design -> backup	-		

								
1 Ca sĩ nữ ngồi ôm chân, lo lắng Spotlight chiếu tạo cảm giác cô đơn, nhỏ bé	2.1 Trống gõ theo nhịp (thấy cánh tay rắn chắc của người gõ)	2.2 Tách 0: 6 cánh tay quanh nữ, nữ chính ngạc nhiên rồi nhìn lên	2.6 Tách 4: Bóng đổ từ phải qua trái Thay bằng bóng drop	2.7 Tách 5: Bóng playback Thay bằng bóng drop (playback)	2.8 Tách 6: Chân nữ chính đi đến sau chân nam chính	3.1 - Ca sĩ nhìn cam, hát hết câu 4 bạn diễn viên nhìn về cam	3.2 Ca sĩ nhép theo lời câu đầu, chỉnh chèo Câu sau lấy vương miệng từ tay ng hô trợ đội lên đầu	3.3 Nữ chính diễn nét mặt trái 1 đóng thư quảng vào nữ chính, nữ chính nhặt 1 tờ và đọc say mê
								
2.3 Tách 1: ngược mắt lên nhìn xuống, 6 cánh tay búng quanh nữ chính theo nhịp	2.4 Tách 2: Chân gác lên props dựng đưa theo nhịp	2.5 Tách 3: Nữ chính liếc mắt từ phải qua trái	2.9 Tách 7-8: Nữ chính ngồi đưa vào tường, bóng ném vào nữ chính	2.10 Bóng trắng nhảy 5 nhịp	3.1 4 diễn viên đứng thành hình vuông - 4 diễn viên nhìn về hướng giữa	3.4 Nữ chính ngồi diễn cảnh say mê quần quèo, nam đứng sau trái tim cười đặc thẳng	4.1 Nữ chính nhép, nam chính nằm cạnh	4.2 Nữ chính nằm lên trái tim, biểu cảm đổi hơn
								
4.3 Nữ chính nằm im, nam chính lăn ra khỏi frame	4.4 Stop motion: nữ chính đeo kính đi loanh quanh tìm kiếm	5.1 5 dancers nhảy	6.1 x2: Nam, nữ đi qua đi lại nhịp bóng	6.2 Stop motion: Mắt dẫn bóng theo nhịp nhạc	6.3 Stop motion: Túi bóng bạn nam đầu dẫn lên			
								
5.2 Nam chính đứng ở đầu rỗng (người đi bắt) Nữ chính lao đầu đến (những người hỗ trợ giữ áo lại)	5.3 5 dancers nhảy	5.4 Nữ chính đu lên trái tim nhép nhìn cam Chữ "Đồ quý" quay sang nhìn nam chính	7.1 Cam follow dancer nam, dancer nữ vào nhảy chung	7.2 Nam chính tựa vào tường, khoảng tay. Diễn nét đầu "Trò chơi này thú vị" - nam chính liếc mắt như đang nhìn theo và cười đều	7.3 2 bạn dancer nam nữ nhảy chung, đến cuối tách ra, cam zoom vào bạn nữ chính đang ngồi ở bục	11.3 Nhóm nhảy Khung 8 - 03: đi chuyển đội hình	11.4 Nhóm nhảy Khung 8 - 04: 7 người chữ V	11.5 Nhóm nhảy Khung 8 - 05+06: Nhảy 3 trên 2 dưới (5 dancers)
								
8.1 Nữ chính trượt trên bục, hát banh	8.2 Trái banh lăn vào - Nữ chính ngồi bẹp dưới sàn, lắc lư theo melody	8.3 Hết câu hà- Nam chính đi ngang qua, nữ chính nhìn theo	9.4 5 dancers nhảy, nữ đi vào từ chữ "đồ quý" (dancer nhìn về nữ chính)	10.1 Nam ngồi trên bục Nữ nằm lắc lư	10.2 Nữ chính ngáp trong bóng, hát nhép	11.6 Nhóm nhảy Khung 8 - 07+08: Nhảy + Kết (7 dancers + 1 Singer)	12.1 Backup RRLM	12.2 Backup ở ăn quan
								
9.1 Nữ chính cầm sợi dây rỗng kéo trái tim mà không được Đẩy, làm mọi cách cũng không nhúc nhích	9.2 Stop motion: băng dính hiện nhiều dần trên trái tim	9.3 5 dancers	10.3 Miếng nhép theo, tay đưa lên miệng (thăm thỉ)	11.1 Nhóm nhảy Khung 8 - 01: Đội hình 1 hàng dọc (7 dancers)	11.2 Khung 8 - 02: Cam focus vào 2 bạn dancer đầu			

STORY BOARD

NO.	TITLE	NAME	S.O.W
Production Crew			
1	Executive Producer	Quỳnh Trang	<ul style="list-style-type: none"> - Project production management - Manage and coordinate onset timeline - Responsible for handling crisis situations - Management and coordination of production personnel
2	Line Producer	Quỳnh Trâm	<ul style="list-style-type: none"> - Manage onset timeline - Followup photo shooting angles - Manage & follow up media images - Take care talent
3	Production Assistant	Phúc Bảo, Trần Thảo	<ul style="list-style-type: none"> - Mainly responsible for image production - Coordinate & decide on scenes - Work with the Camop team to create filming sources
4	Director	Hoàng Lan	<ul style="list-style-type: none"> - Supporting the Director of visual production - Record locked sources
5	Assistant Director	Khánh Linh	<ul style="list-style-type: none"> - Support the production process - Management of human resources and production props - Manage props& equipment
6	Script Writer	Quỳnh Trang	<ul style="list-style-type: none"> - Conceptualize MV content - Together with the director, build shotlists
7	Storyboard	Hoàng Lan, Duy Lê	<ul style="list-style-type: none"> - Draw storyboards based on the script & shotlist
8	Set design	Khánh Linh	<ul style="list-style-type: none"> - Building MV's set design - Mainly responsible for building onset setdesign - Responsible for managing & producing props for the scene
9	DOP	Nguyễn Trung Huy	<ul style="list-style-type: none"> - Work with the director of visual production - Mainly responsible for shooting at onset
10	Camera Operator	Tiến Đạt, Linh Vũ	<ul style="list-style-type: none"> - Filming on launch day under DOP's allocation

NO.	TITLE	NAME	S.O.W
11	Photographer	Đặng Khoa, Nhi Lu, Thế Mỹ, Thành Tài	<ul style="list-style-type: none"> - Responsible for images - Taking photos behind the scenes of production
12	Gaffer	Kim Minh, Minh Quân, Anh Khôi, Thành Lộc	<ul style="list-style-type: none"> - Set up lighting according to the director's request
13	Editor	Khánh Linh	<ul style="list-style-type: none"> - Mainly responsible for building and completing the MV
14	Stylist	Hồng Phúc	<ul style="list-style-type: none"> - Responsible for costumes for models - Manage props & costumes for models
15	Makeup Artist	Nguyen Lalinh, Thùy Như, Phương Thủy	<ul style="list-style-type: none"> - Responsible for the talent's makeup
16	Hair Stylist	Thùy Như/Phương Thủy	<ul style="list-style-type: none"> - Responsible for the talent's hair
17	Catering	Như Quỳnh	<ul style="list-style-type: none"> - Responsible for meals for the ekip
18	Supporter	Thanh Lâm, Mai Trinh, Thành Duy, Hồ Cường, Ngọc Duyên, Phương Khánh, Duy Tuệ, Thiên Bảo, Trọng Hiếu	<ul style="list-style-type: none"> - Logistical support - Support onset setup
Talent			
1	Singer	Lê Thanh Nhân	<ul style="list-style-type: none"> - Main actress in MV
2	Actor	Lê Đông Duy	<ul style="list-style-type: none"> - Main actor in MV
3	Dancer	Hoàng Kim, Minh Thư, Tấn Cường, Thùy Như, Phương Thủy, Thắng Hùng, Hải Ngọc	<ul style="list-style-type: none"> - Support acting scenes in the MV - Dance performance of scenes in the MV

CHECKLIST

Equipment

NO.	EQUIPMENT	QUANTITY	NO.	EQUIPMENT	QUANTITY
1	Sconce	7	11	Tripod	1
2	Kupo	3	12	Sandbag	3
3	Light leg	2	13	Apartment 1200	1
4	Boom the lights	1	14	Apartment 600	1
5	Wire	5	15	Sky pannel	2
6	Softbox	3	16	200x	1
7	Dresnel	1	17	Set machine A733	1
8	Dana	1	18	Set machine grip	1
9	Jib arms	1	19	Set lenses	1
10	Gimbal	1			

Props

NO.	PROPS	QUANTITY	NO.	PROPS	QUANTITY
1	White paint 18l	2	21	White ribbon	1
2	Empty paint bucket 5l	5	22	Paper tape	2
3	Paint roller	10	23	18 mm rope	3
4	Basic color essence mixed with paint 500ml - Yellow	1	24	Big wire hangs from raitan	5
5	Basic color mix for paint 500ml - Blue	1	25	Letter-cut A4 size paper	20
6	Basic color concentrate mixed with paint 500ml - Red	1	26	Main men's ao dai	2
7	Crown	1	27	Paper, plastic cups, trash bags	1
8	Formex panels	1	28	Ice water bottle	1
9	Paper knives	5	29	Foot wrap	1
10	Drag	5	30	Cake	1
11	Paint brush	3	31	Plastic spoon	1
12	Golden podium	1	32	Mixed paint (8/10)	3
13	3 large printed personal tape	3	33	White paint 15l	1
14	Large bottle of iron glue (500ml)	2	34	Plaster powder + roller	1
15	Clay wall stickers	2	35	Rolling pin	2
16	Foam double-sided tape	2	36	White paint 5l	1
17	Heart glasses	1	37	Hotel (8/10)	1
18	Mesh ball bag (white or yellow)	2	39	Ice	1
19	Rowing drum	1	40	Pencil + sharpener	2
20	Drumstick	2	41	Blue and white plastic soccer ball (8 cm)	150

Consumes

COSTUME CHECKLIST						
ACTRESS						
SET O AN QUAN			SET RONG RAN LEN MAY			
Red dress	White shoes	White feather fan	Red pants	Red and purple silk skirt	Black leather gloves	Black heels
SET 5-10-15						
Yellow Ao dai	Yellow fan	White open-toed shoes				
ACTOR						
SET O AN QUAN			SET 5-10-15			
Red Ao dai	"Blue jeans	Black boots	Black Glasses	Yellow Ao dai	White pants	White sneaker
SET RONG RAN LEN MAY						
Set Renaissance	Black boots					
DANCERS						
SET O AN QUAN			SET RRLM + 5-10-15			
	Pink Skirt	White crop top	Pink shirt	White kaki shorts	Yellow sweater	White kaki shorts
Thuy Nhu	M	Freesize	-	-	M	L
Phuong Thuy	M	Freesize	-	-	L	L
Gold	M	Freesize	-	-	L	L
Huynh Thu	L	Freesize	-	-	L	L
Tan Cuong	-	-	Freesize	34	L	L
Thang Hung	-	-	-	-	XL	XL
Hai Ngoc	-	-	-	-	XL	XL

TIMELINE ONSET

NO.	TIME	DUR	SET	SCENCE	TALENT	PROPS
MORNING						
	06:00	01:30	Set up lights and props			
			Breakfast, worship			
1	07:30	00:30	Rong ran len may	1	Thanh Nhan	-
2	08:00	00:10	Rong ran len may	2.9	Thanh Nhan	Blue and white ball
3	08:10	00:10	Rong ran len may	10.3		-
4	08:20	00:15	Rong ran len may	3.1		-
5	08:35	00:30	Rong ran len may	7.1	Thanh Nhan, 4 dancers	-
6			Rong ran len may	7.3	2 dancers	White podium
7	09:05	00:30	Rong ran len may	9.3		-
8			Rong ran len may	9.4	5 dancers	-
9			Rong ran len may	11.5		-
10	09:35	00:30	Rong ran len may	11.6	5 dancers	-
11			Rong ran len may	5.2	Thanh Nhan, 7 dancers	-
11.1	-		Rong ran len may	7.4	Thanh Nhan, Dong Duy	-
12	10:20	00:15	Rong ran len may	7.2	Thanh Nhan	-
12.1			Rong ran len may	7.5	Dong Duy	-
13	10:35	00:10	Rong ran len may	2.1	Dong Duy	Drums, sticks
14	10:45	00:10	Rong ran len may	12.1	Men's hands	-
15	10:45	00:30	Rong ran len may	-	-	-
LUNCH						
	10:45	01:00	Switch to set up O AN QUAN - Set up lights and props			
	10:55	01:00	Lunch time			
16	11:55	00:20	O an quan	8.1	Thanh Nhan	White podium
17			O an quan	8.2	Thanh Nhan	Blue ball
18	12:15	00:15	O an quan	8.3	Thanh Nhan, Dong Duy	Heart Props
19	12:30	00:10	O an quan	2.8	Thanh Nhan, Dong Duy	-
20	12:40	00:20	O an quan	6.1	Thanh Nhan, Dong Duy	Blue and white ball
21	13:00	00:10	O an quan	6.3	Dong Duy	-
22	13:10	00:15	O an quan	10.2	Thanh Nhan	Blue and white ball
23	13:25	00:15	O an quan	3.2	Thanh Nhan, 1 Support	Crown
24	13:40	00:20	O an quan	2.2	Thanh Nhan, 3 dancers	-
25			O an quan	2.3	Thanh Nhan, 3 dancers	-
26			O an quan	5.1	5 dancers	-
27	14:00	00:30	O an quan	5.3	5 dancers	-
28			O an quan	11.3	7 dancers	-
29			O an quan	11.4	7 dancers	-
30	15:00	00:10	O an quan	2.6	-	Blue and white ball
31	15:10	00:10	O an quan	12.2	-	-
	15:10	01:00	Switch to set up 5 10 15 - Set up lights and props			
32	16:10	00:10	Blue Floor	4.1	Thanh Nhan, Dong Duy	Blue and white ball
33	16:20	00:15	Blue Floor	4.3	Thanh Nhan, Dong Duy	Blue and white ball
	16:35	00:30	Set 5 10 15 - Set up more			
34	17:05	00:15	5 10 15	3.4	Thanh Nhan, Dong Duy	Heart Props
35	17:20	00:15	5 10 15	5.4	Thanh Nhan, Dong Duy	Heart Props
36	17:35	00:15	5 10 15	10.1	Thanh Nhan, Dong Duy	Heart Props
37	17:50	00:30	5 10 15	11.1	7 dancers	-
38			5 10 15	11.2	7 dancers	-
39			5 10 15	-	7 dancers	-
40	18:50	00:15	5 10 15	3.3	Thanh Nhan	Letters
41	19:05	00:10	5 10 15	4.2	Thanh Nhan	Heart Props
42	19:15	00:10	5 10 15	4.4	Thanh Nhan	Heart Props Sun glasses
43	19:25	00:15	5 10 15	9.1	Thanh Nhan	Heart Props
44	19:40	00:10	5 10 15	2.4	Thanh Nhan	White podium
45	19:50	00:10	5 10 15	2.5	Thanh Nhan	-
46	20:00	00:10	5 10 15	9.2	-	Heart Props
47	20:00	00:15	5 10 15	12.3	-	-
48	20:15	00:10	Yellow Floor	2.10	-	Blue and white ball
49	20:25	00:10	Yellow Floor	6.2	-	Blue and white ball
NIGHT						
		00:30	Dinner			
		03:00	Clean up			

ONSET TIME		07:30			Sunday, September 08, 2023
CALL TIME GIỜ TẬP TRUNG EKIP		06:00			
LOCATION		The Boxes Studio 112/6 Phố Quang, Phú Nhuận, Ho Chi Minh			
<i>Park your car in the shopping center parking garage opposite Studio alley The organizers have prepared meals for ekip Ekip wears full black clothes</i>					
NO.	NAME	ROLE	CALLTIME	CONTACT	NOTE
CREW					
1	Quỳnh Trang	Executive Producer	06:00	0854270877	<ul style="list-style-type: none"> Project production management Manage and coordinate onset timeline Responsible for handling crisis situations Management and coordination of production personnel
2	Quỳnh Trâm	Line Producer	06:00	0967251197	<ul style="list-style-type: none"> Manage onset timeline Followup photo shooting angles Manage & follow up media images Take care talent
3	Phúc Bảo, Trần Thảo	Director	06:00	0585201597	<ul style="list-style-type: none"> Mainly responsible for image production Coordinate & decide on scenes Work with the Camera operation team to create filming sources
4	Hoàng Lan	Assistant Director	06:00	0906834983	<ul style="list-style-type: none"> Supporting the Director of visual production Record locked sources
5	Khánh Linh	Production Assistant	06:00	0364652434	<ul style="list-style-type: none"> Support the production process Management of human resources and production props Manage props & equipment
6	Quỳnh Trang	Script Writer	06:00	0355568057	<ul style="list-style-type: none"> Conceptualize MV content Together with the director, build shodists
7	Hoàng Lan, Duy Lê	Storyboard	06:30	0797913148	<ul style="list-style-type: none"> Draw storyboards based on the script & shotlist
8	Khánh Linh	Set design	06:00	0906329343	<ul style="list-style-type: none"> Building MV's set design Mainly responsible for building onset setdesign Responsible for managing & producing props for the scene
9	Nguyễn Trung Huy	DOP	07:00	0906834983	<ul style="list-style-type: none"> Work with the director of visual production Mainly responsible for shooting at onset
10	Trần Đạt, Linh Vũ	Camera Operator	07:00	0386375389	<ul style="list-style-type: none"> Filming on launch day under DOP's allocation
11	Đông Khoa, Nhi Lu, Thế Mỹ, Thành Tài	Photographer	07:00	0775112003	<ul style="list-style-type: none"> Responsible for images Taking photos behind the scenes of production
12	Kim Minh, Minh Quân, Anh Khôi, Thành Lộc	Gaffer	07:00	0367421006	<ul style="list-style-type: none"> Set up lighting according to the director's request
13	Khánh Linh	Editor	07:00	0772609966	<ul style="list-style-type: none"> Mainly responsible for building and completing the MV
14	Hồng Phúc	Stylist	06:00	0904935067	<ul style="list-style-type: none"> Responsible for costumes for models Manage props & costumes for models
15	Nguyen Lalinh, Thùy Như, Phương Thủy	Makeup Artist	06:00	0971400801	<ul style="list-style-type: none"> Responsible for the talent's makeup
16	Thùy Như Phương Thủy	Hair Stylist	06:00	0967251197	<ul style="list-style-type: none"> Responsible for the talent's hair
17	Như Quỳnh	Catering	06:00	0967251197	<ul style="list-style-type: none"> Responsible for meals for the ekip
18	Thanh Lâm, Mai Trinh, Thành Duy, Hồ Cường, Ngọc Duyên, Phương Khánh, Duy Thế, Thiên Bảo, Trọng Hiếu	Supporter	06:00	0967251197	<ul style="list-style-type: none"> Logistical support Support onset setup
TALENT					
1	Lê Thanh Nhân	Singer	06:00	0967251197	<ul style="list-style-type: none"> Main actress in MV
2	Lê Đông Duy	Actor	08:30	0945480822	<ul style="list-style-type: none"> Main actor in MV
3	Thái Hoàng Kim	Dancer	07:15	0849260818	<ul style="list-style-type: none"> Support acting scenes in the MV Dance performance of scenes in the MV
4	Huyền Ngọc Minh Thư	Dancer	07:15	0934051265	<ul style="list-style-type: none"> Support acting scenes in the MV Dance performance of scenes in the MV
5	Lê Tấn Cường	Dancer	07:15	0909480193	<ul style="list-style-type: none"> Support acting scenes in the MV Dance performance of scenes in the MV
6	Lê Thái Thùy Như	Dancer	07:15	0934060719	<ul style="list-style-type: none"> Support acting scenes in the MV Dance performance of scenes in the MV
7	Trần Phương Thủy	Dancer	07:15	0967251197	<ul style="list-style-type: none"> Support acting scenes in the MV Dance performance of scenes in the MV
8	Phạm Lê Thăng Hùng	Dancer	07:15	0585201597	<ul style="list-style-type: none"> Support acting scenes in the MV Dance performance of scenes in the MV
9	Phạm Lê Hải Ngọc	Dancer	07:15	0906834983	<ul style="list-style-type: none"> Support acting scenes in the MV Dance performance of scenes in the MV
10	Thái Hoàng Kim	Dancer	07:15	0364652434	<ul style="list-style-type: none"> Support acting scenes in the MV Dance performance of scenes in the MV
11	Huyền Ngọc Minh Thư	Dancer	07:15	0355568057	<ul style="list-style-type: none"> Support acting scenes in the MV Dance performance of scenes in the MV
12	Lê Tấn Cường	Dancer	07:15	0967251197	<ul style="list-style-type: none"> Support acting scenes in the MV Dance performance of scenes in the MV

CALLSHEET

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SAN SAC

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ARTIST ON

SAN SAC

TRIỂN LÃM NGHỆ THUẬT



**ART EXHIBITION
ĐÀN SẮC**

SEARCHING FOR PERSONAL IDENTITY

Dan Sac exhibition offers a journey of progressive multi-sensory experiences, taking participants through many levels of emotions

THẤU

CHẠM

CẢM

BAMBOO
resilient

SILK
soft

LOTUS
flexible

SIGHT

SIGHT & TOUCH

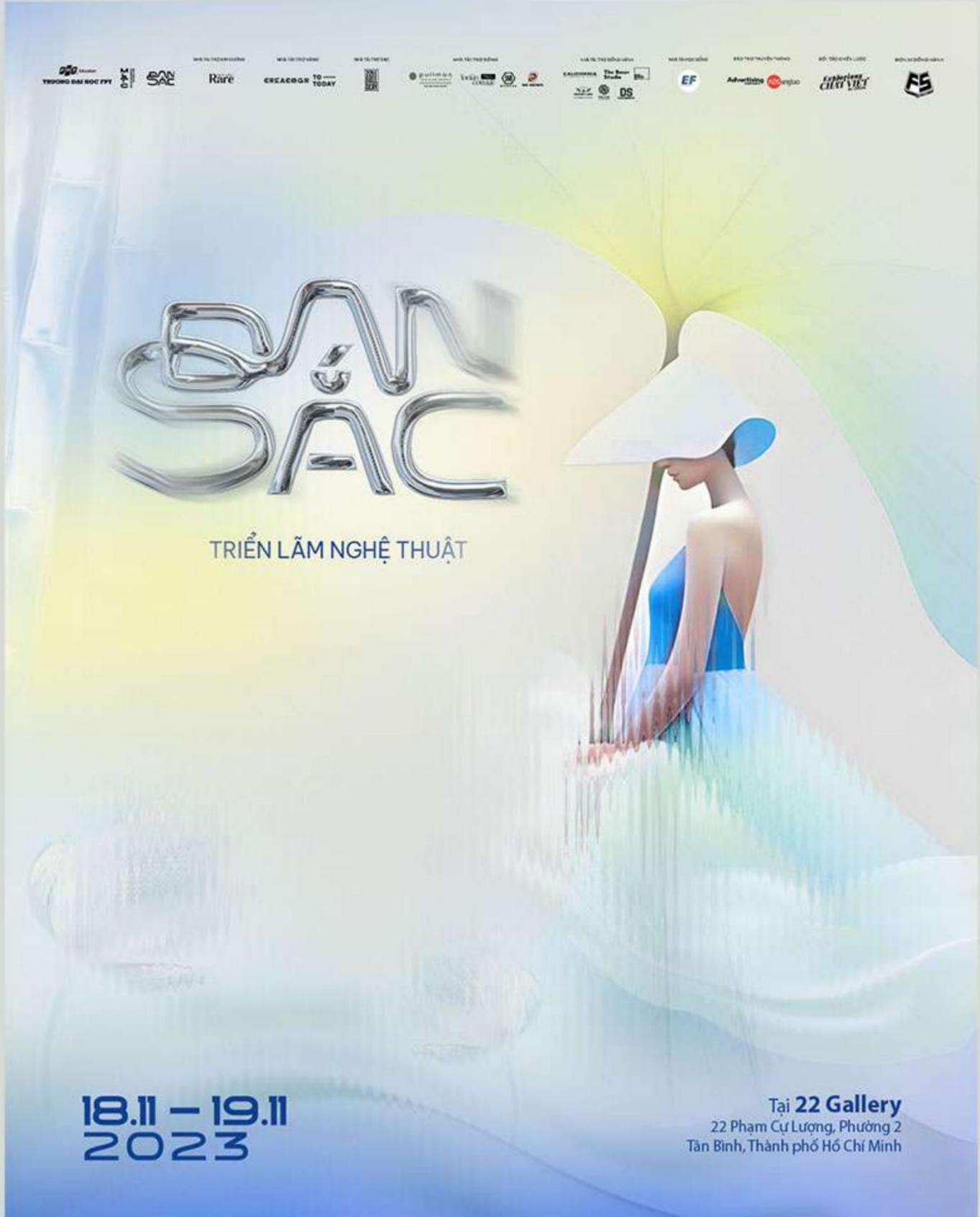
SIGHT & TOUCH & SMELL

HEARING

See folk culture through an artistically arranged bamboo forest

Touch silk to feel its softness as well as see silk artwork

See, touch and feel folk culture through a space arranged like a lotus pond with fragrant lotus scent.



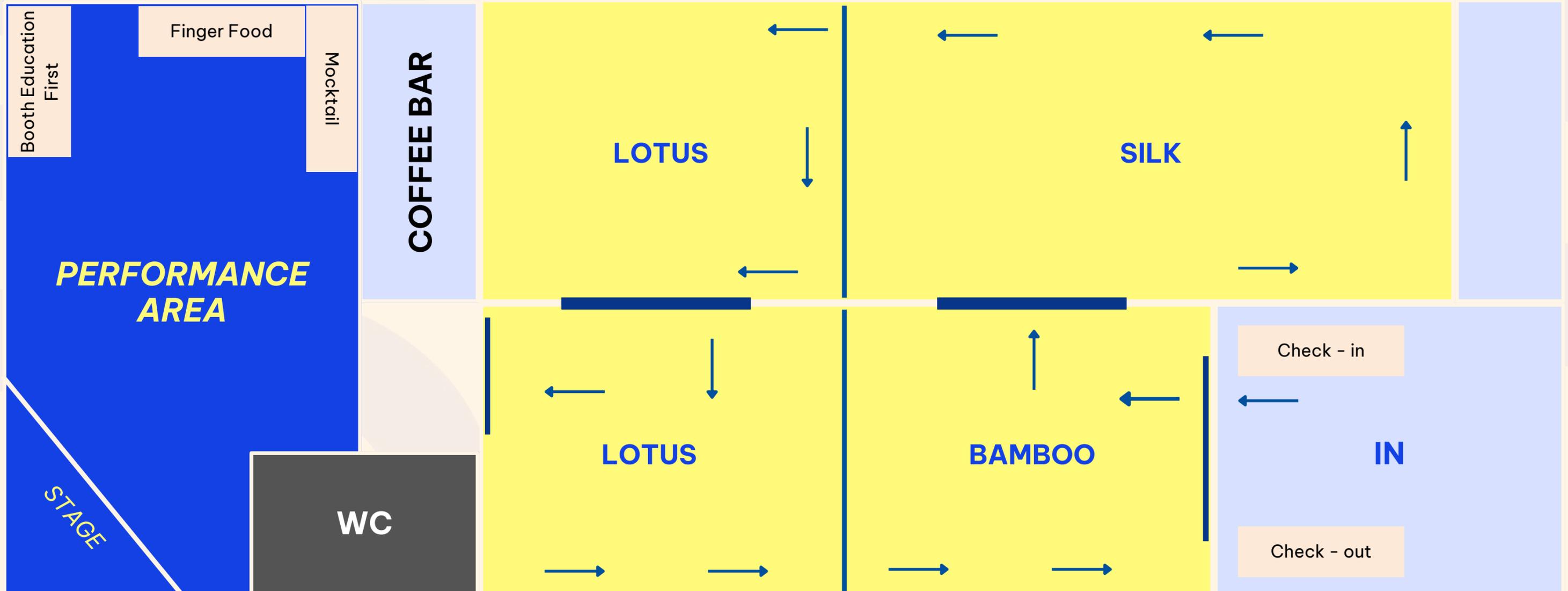
KEY VISUAL



TIME
18/11/2023 -
19/11/2023

LOCATION
22 GALLERY
*22 Phạm Cự Lượng, Phường 2,
Tân Bình, Thành phố Hồ Chí Minh*

EVENT LAYOUT





CẢM

Kết thúc chuyến hành trình với trải nghiệm đa giác quan để **CẢM NHẬN** và là lúc soi chiếu bản thân để thấy Văn Hóa Dân Gian đang tồn tại trong mỗi người với hình hài của tình yêu được đan kết mạnh mẽ.

PHOTO
BOOTH

CHẠM



Tiếp nối hành trình với những điểm **CHẠM**, đủ để ta biết Văn Hoá Dân Gian qua bao thời gian vẫn thật đẹp đẽ, tô điểm thêm nhiều sắc màu trong đời sống.

Và trong chính bản sắc cá nhân mỗi người cũng có một sắc màu đang chờ được khám phá.

Nơi các
THỢ ĐAN SẮC
bắt đầu chuyến hành trình



Bạn đang ở đây

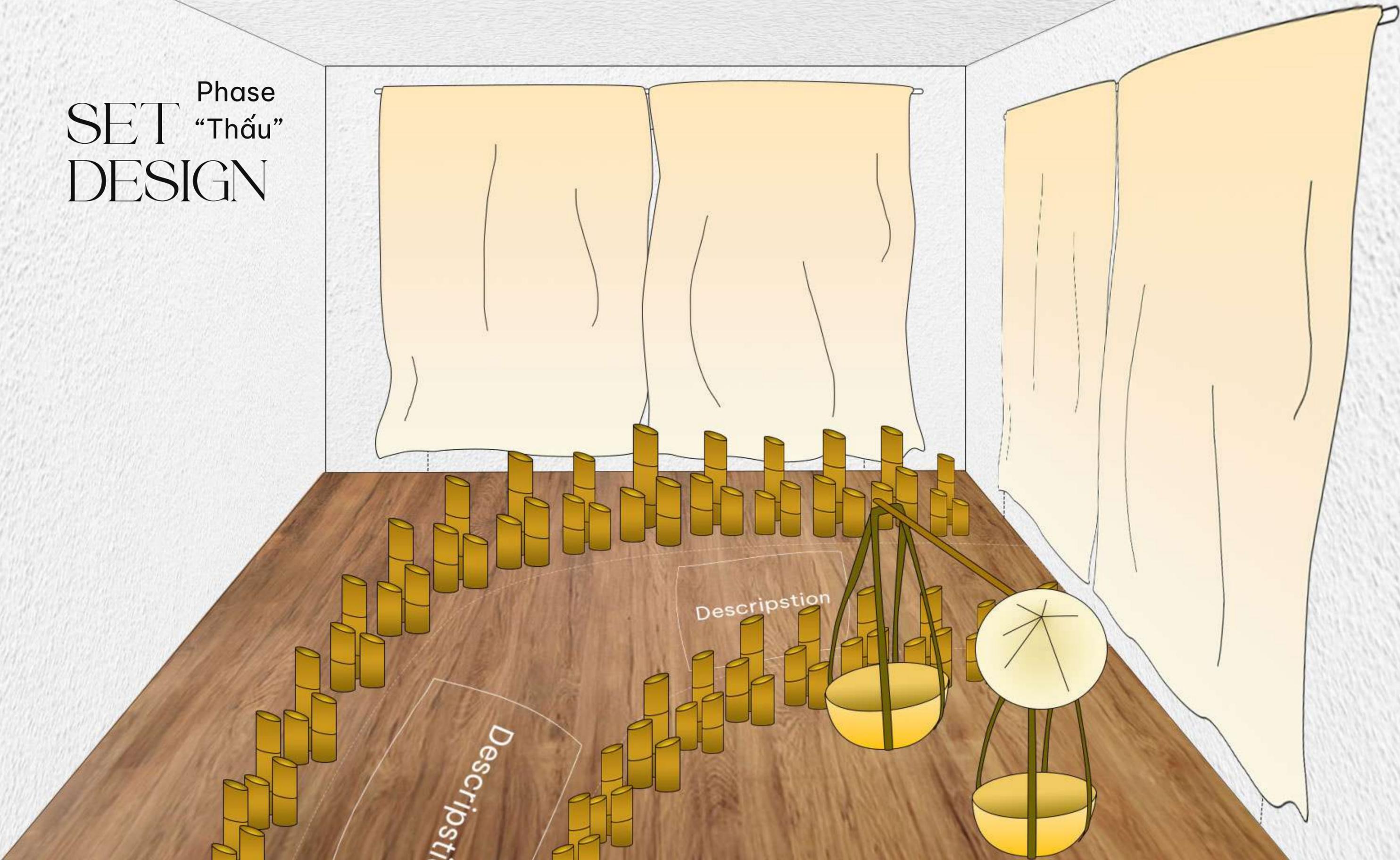


THẤU

Khởi đầu với những khoảng không gian để mỗi người **NHÌN** ngắm và nhận ra rằng Văn Hóa Dân Gian vẫn luôn tồn tại ở khắp mọi nơi, len lỏi và đan kết vào cuộc sống.

*Ai cũng là người thợ đan nên bức tranh Văn Hóa Dân Gian đa sắc màu.
Vậy Văn Hóa Dân Gian ở đâu trong mỗi chúng ta?*

Phase SET DESIGN "Thấu"





TRẺ
BIẾT TƯỞNG QUÁ
SỰ DẪO DAI
QUÁ KHỨA
NIỀM HY VỌNG
TÂM HỒN NGƯỜI VIỆT

**THÍCH BÊN
ĐEO DAI
TỐT BÊN**
**NGƯỜI BẠN
ĐỒNG HÀNH**
Với sức sống mạnh mẽ
và sinh trưởng tốt,
tre dần dà trở thành

PHASE “THẤU”
in exhibition

Phase
"Cham"
SET
DESIGN

Line
art



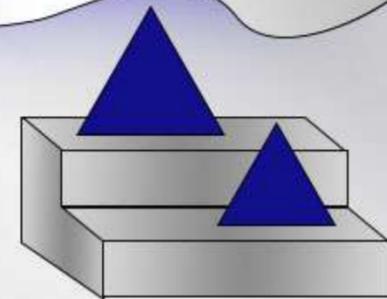
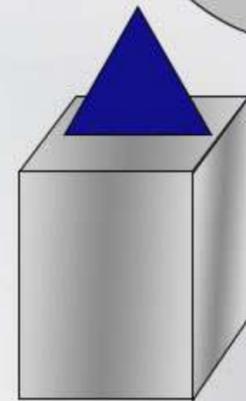
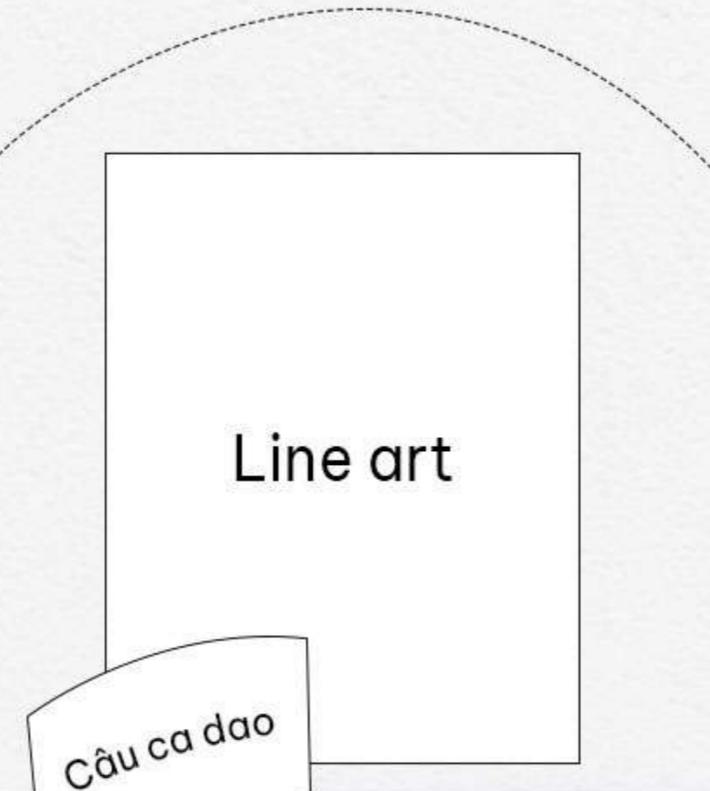
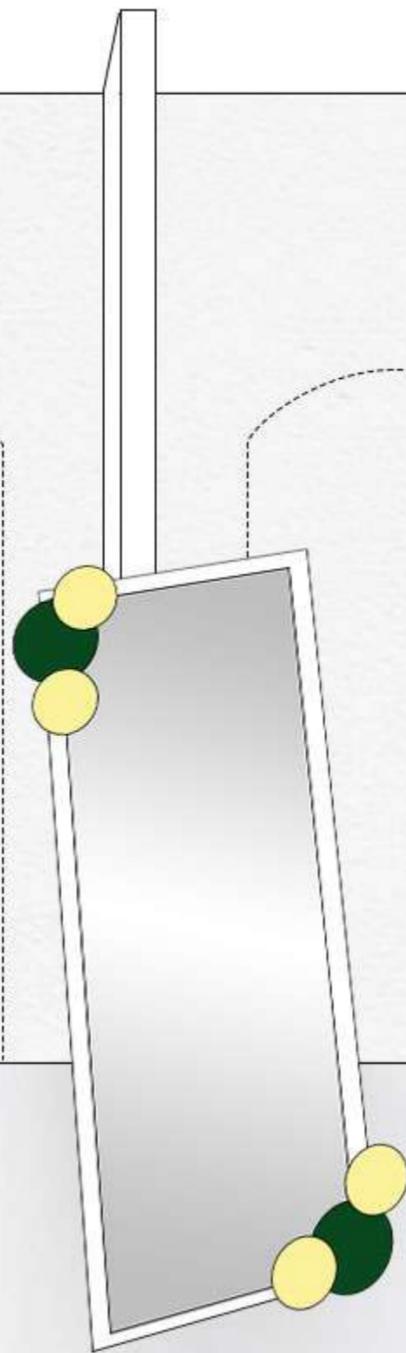
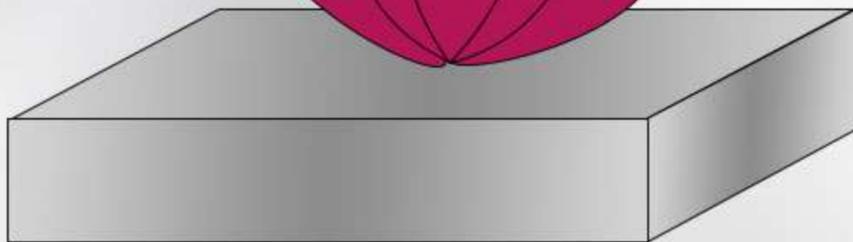
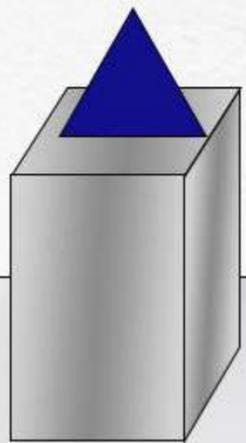
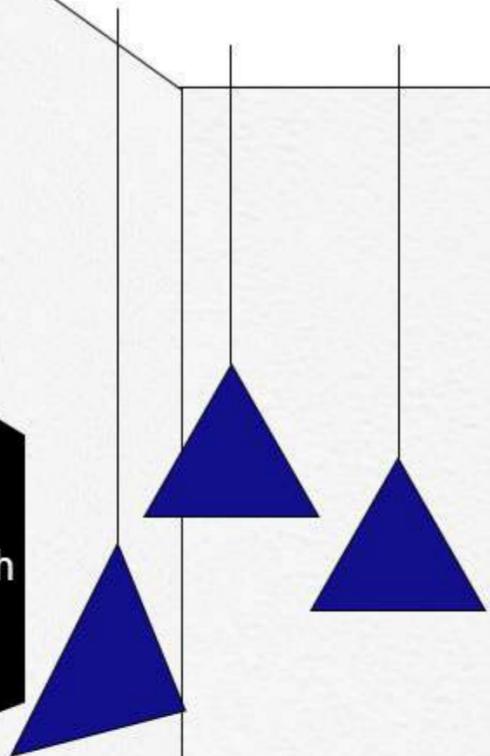


PHASE "CHAM"
in exhibition

SET DESIGN

Phase
"Cảm"

Tranh



PHASE “CẢM”

in exhibition



AGENDA

ART EXHIBITION

SAN SAC

18.11

09:00 - 12:00
Opening Ceremony
& Press Tour

13:00 - 20:00
Open for visitors

19.11

09:00 - 20:00
Open for visitors

19:00 - 20:00
Art performance

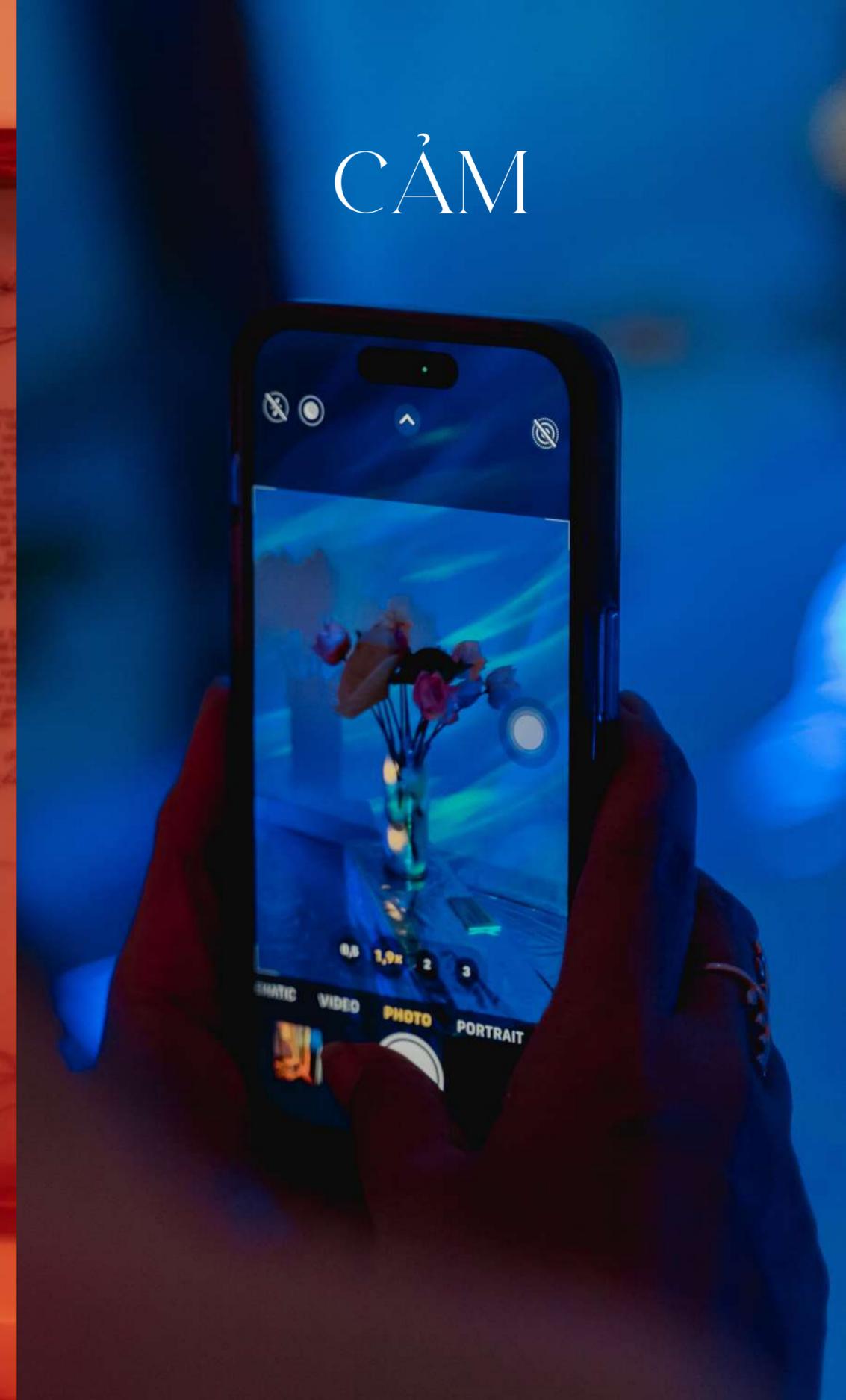


KEY ACTIVITIES

THẤU



CẢM



CHẠM



KEY ACTIVITIES

Performance Session

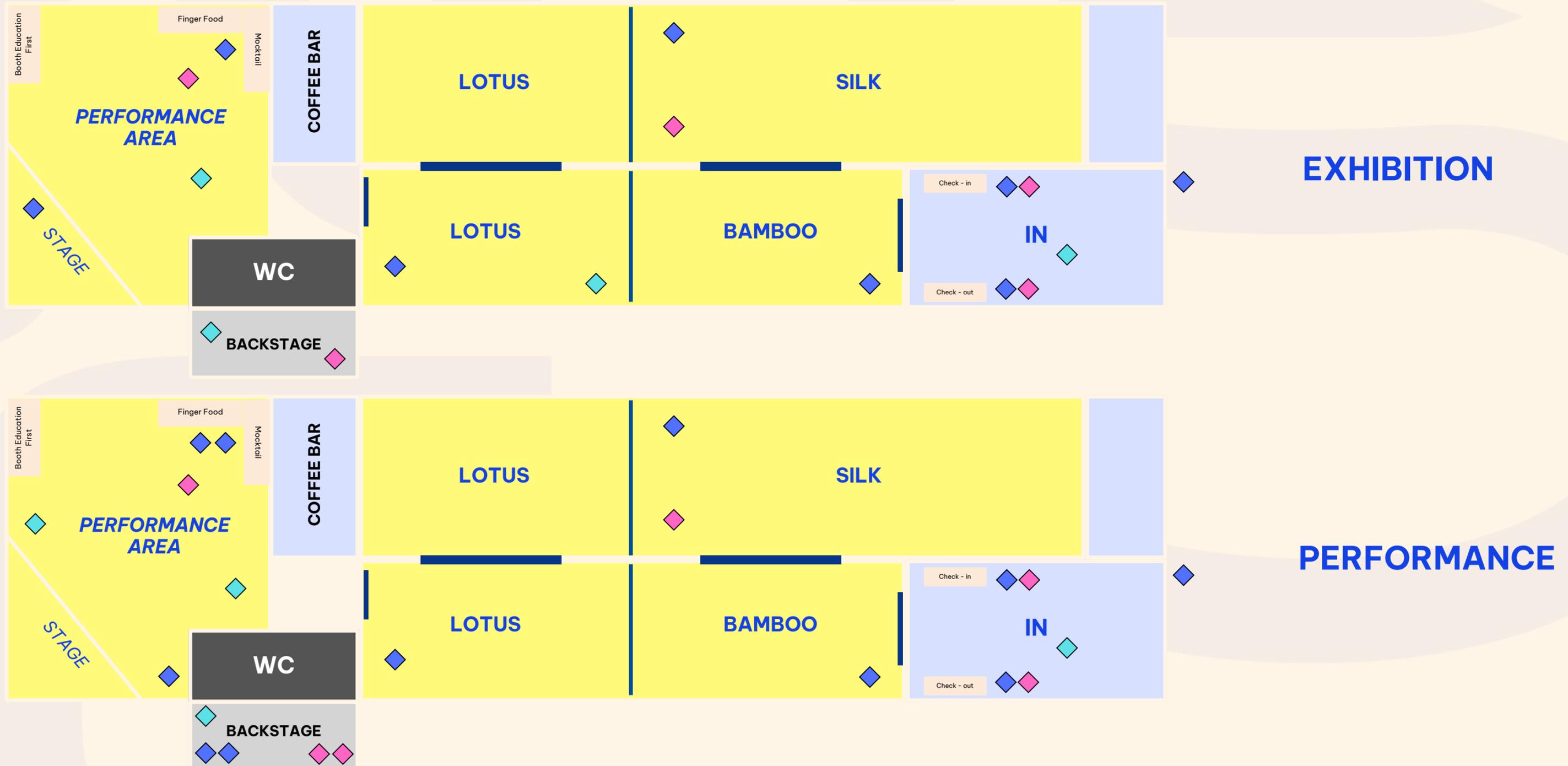
NO.	ART PERFORMANCE	DETAILS	PERFORMER
November 18			
01	“Nắng Xuân”	Solo zither with self-composed songs by Meritorious artist - PhD. Hải Phượng. Head of Traditional Music Department at The Conservatory of Ho Chi Minh City.	Meritorious artist - PhD. Hải Phượng
02	“Mời Trầu”	The song “Mời Trầu” belongs to the folktronica music genre, the song is arranged by young producer Masew, borrowing the lyrics of Ho Xuan Huong’s poetry and the customs of the Tay ethnic people. The performance combines folk dance with bamboo fans and bamboo sticks (Vietnamese folk culture items). Performed by Gen Z talents.	Singer: Hồng Phúc Dancers: Thắng Hùng - Trà Giang
03	“Đồ Quý”	“Đồ Quý” is a song composed by singer-songwriter Phan Thanh Nhân, produced and released by Đan Sắc.	Singer: Phan Thanh Nhân - Dancers
November 19			
01	“Bóng Phù Hoa”	“Bóng Phù Hoa” is a song of the folktronica music genre. Inspired by “Chuyện người con gái Nam Xương” - a work of Vietnamese Literature	Singer: Âu Vy
02	“Mời Trầu”	The song “Mời Trầu” belongs to the folktronica music genre, the song is arranged by young producer Masew, borrowing the lyrics of Ho Xuan Huong’s poetry and the customs of the Tay ethnic people. The singing performance combines folk dance with bamboo fans and bamboo sticks (items in Vietnamese folk culture). Performed by Gen Z talents.	Singer: Hồng Phúc Dancers: Thắng Hùng - Trà Giang
03	“Xa Khơi”	Xa Khơi is a reformed song - a folk performance genre. Portrayed by a Gen Z performer	Singer: Trương Lê Tuấn Kiệt
04	“Vũ Sắc Việt”	Exciting modern dance performance with music from the album “Link” - folktronica music album by Hoang Thuy Linh. Performed by Gen Z talents.	FStyle Crew

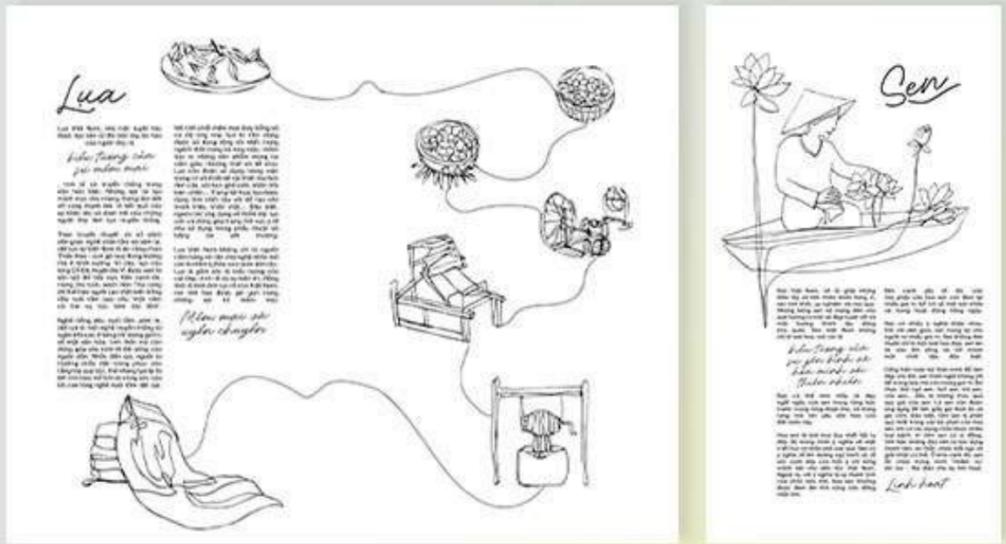
EKIP ONSITE

NO.	ROLE	P.I.C				S.O.W	DOCUMENT		
		18/11VIP/MEDIA TREAT	18/11PUBLIC	19/11 AMPUBLIC	19/11 PMPUBLIC		WALKIE TALKIE	DOCUMENT	PREPARATION
EXHIBITION									
1	Event Manager	Nguyễn Thị Hoàng Lan	- Manage and coordinate all event areas- Responsible for handling arising situations- Main management of the exhibition area- Manage implementation of all processes and event flows	1	Master Script&Event FlowChecklistHRCallsheet				
2	Concept Development	Võ Ngọc Quỳnh Trang	- Management executes the correct concept and story- Support management and coordination of all event areas- Contribute to handling arising situations- Main stage management	1	Master Script&Event FlowChecklistHRCallsheet				
3	Coordinator	Dương Trọng Hiếu	Dương Trọng Hiếu	Dương Trọng Hiếu	Dương Trọng Hiếu	- Capacity of 21 guests/1 turn/20 minutes (7 guests/room). If there are many guests, invite later guests to the garden to drink coffee first- Guide the audience on the right journey of the exhibition- Support the audience when necessary- Assist in taking photos and introduce beautiful shooting angles to guests	1	Master Script&Event FlowHR	
4	Coordinator	Phạm Lê Hải Ngọc		1	Master Script&Event Flow				
5	Coordinator	Lê Thân Thùy Như		1	Master Script&Event Flow				
6	Coordinator	Nguyễn Gia Cát Tường	Nguyễn Gia Cát Tường	Hoàng Tâm	Hoàng Tâm		1	Master Script&Event Flow	
7	Coordinator	Nguyễn Hoàng Ái Thanh	Nguyễn Hoàng Ái Thanh	Nguyễn Hoàng Ái Thanh	Trọng Hiếu	Coordinate guests in the garden area to avoid congestion in one areaFlexible invites guests to experience the areas (sponsor photobooth, backdrop photography...) without any order	1	Master Script&Event Flow	
8	Photographer	Nhi Lu	-	-	-	- Take photos in assigned areas	1		Shooting equipment
9	Photographer	Trọng Diệp	Trọng Diệp	-	Trọng Diệp	- Take photos in assigned areas			Shooting equipment
10	Photographer	Thế Mỹ	Thế Mỹ	-	Thế Mỹ	- Take photos in assigned areas			Shooting equipment
11	Photographer	Trần Phúc	Trần Phúc	Trần Phúc	Trần Phúc	- Take photos in assigned areas	1		Shooting equipment
12	Video Recap	Thiện Trung	Thiện Trung	-	-	- Record recap videos according to assigned areas	1		Shooting equipment
13	Video Recap	Phạm Thuận	-	Phạm Thuận	Phạm Thuận	- Record recap videos according to assigned areas			
14	External Relation Manager Communication Manager	Nguyễn Quỳnh Trâm	Nguyễn Quỳnh Trâm	Nguyễn Quỳnh Trâm	Nguyễn Quỳnh Trâm	- Coordinate cameraman to capture necessary angles- Manage check-in and check-out processes- Manage the process of welcoming and treating the press- Ensure implementation of communication angles	1	Master Script&Event FlowHRMedia Angle	Press kit
15	Set Design Logistics Manager	Đình Khánh Linh	Đình Khánh Linh	Đình Khánh Linh	Đình Khánh Linh	Manage props, tools and issues arising from exhibition productsEnsure products are intact and in accordance with set design	1	Master Script&Event FlowHRMedia Angle	
16	Media team	Hải Phượng	Hải Phượng	Hải Phượng	Hải Phượng	- Support implementing angles to pay sponsor benefits	1	Master Script&Event FlowMedia Angle	
17	Check - in	Nguyễn Tuyết Mai Trinh	Make sure to check - in according to event procedures	1	Event mapQR Code Checkin	Laptop			
18	Check - in	Ngô Thị Diễm Quỳnh	Ngô Thị Diễm Quỳnh	Phương Thủy	Phương Thủy				Laptop
19	Check - out	Phạm Thị Hồng Ngọc	Phạm Thị Hồng Ngọc	Ngô Thị Khánh Nhã	Phạm Thị Hồng Ngọc	Make sure to check - out according to event procedures	1	DoorgiftQR Code Checkout	Laptop
20	Check - out	Thái Hoàng Kim	Thái Hoàng Kim	Nguyễn Thanh Lâm	Phạm Thiên Thảo Ngô Thị Khánh Nhã	Make sure to check - out according to event procedures			Laptop
21	Photobooth	Tăng Thành Định	Tăng Thành Định	Nguyễn Thanh Lâm	Nguyễn Gia Cát Tường	- Support Rare Home serve mocktail/MienMan- Maintain neat hygiene- Support photobooth area	1	Master Script&Event FlowHashtag	
PERFORMANCE									
22	Director	Nguyễn Thị Hoàng Lan	-	-	Nguyễn Thị Hoàng Lan	- Coordinate performances according to the script- Follow-up sound and light		Master Script&Event FlowHR	
23	Stage Manager	Võ Ngọc Quỳnh Trang	-	-	Võ Ngọc Quỳnh Trang	- Update the guest list promptly for the MC- Monitor and support the MC in the script and remind the script- Make sure the MC follows the script and the writer's intentions- Ensure MC's path position and standing position- Flexibly adapt to unexpected situations occurring on stage		Master Script&Event Flow2 MC Script	
24	Guest Takecare	An Khang	-	-	-	- Support press reception- Follow up media angles and interviews		Master Script&Event FlowPress Kit	
25	Guest Takecare	Bảo Huy	-	-	-			Master Script&Event FlowPress Kit	
26	Logistic	Trần Thị Thanh Thảo	- Manage all items of props and tools, time of entry and exit of props- Standby prepare and buy missing props	1	Master Script&Event FlowChecklist				
27	Logistic	Phạm Công Nguyên	Phạm Công Nguyên	Phạm Công Nguyên	Phạm Công Nguyên	- Follow up the exhibition area- Support Quỳnh Trang- Take turns guiding the parking lot- Run props and performance microphones		Master Script&Event Flow	
28	Logistic	Nguyễn Thanh Lâm	Nguyễn Thanh Lâm	Nguyễn Thanh Lâm	Nguyễn Thanh Lâm	- Follow up the exhibition area- Support Hoàng Lan- Take turns guiding the parking lot- Run props and performance microphones	1	Master Script&Event Flow	
29	Catering	Ngô Thị Khánh Nhã	Catering ekip	1					
30	PG	Ngô Thị Khánh Nhã	-	-	-	- Carrying flowers			
31	Talent Manager	Lê Thân Thùy Như	-	-	Lê Thân Thùy Như	Manage sponsor costumes- Supervise and support talent- Ensure talent arrives fully and on time- Guide talent from the dressing room to the performance area on time and consistently.- Check your outfit and makeup according to the correct dress code- Talent support when problems occur		Master Script&Event Flow	
32	Take care talent	Tăng Thành Định	-	-	Tăng Thành Định	- Supervise and support talent- Ensure talent arrives fully and on time- Guide talent from the dressing room to the performance area on time and consistently.- Check your outfit and makeup according to the correct dress code- Talent support when problems occur	1	Master Script&Event Flow	
33	Backstage	Phạm Thiên Thảo	Phạm Thiên Thảo	Lê Thành Duy	Lê Thành Duy	- Manage props and related equipment- Check props entering and exiting the crew room	1	Master Script&Event Flow	

HR ALLOCATION

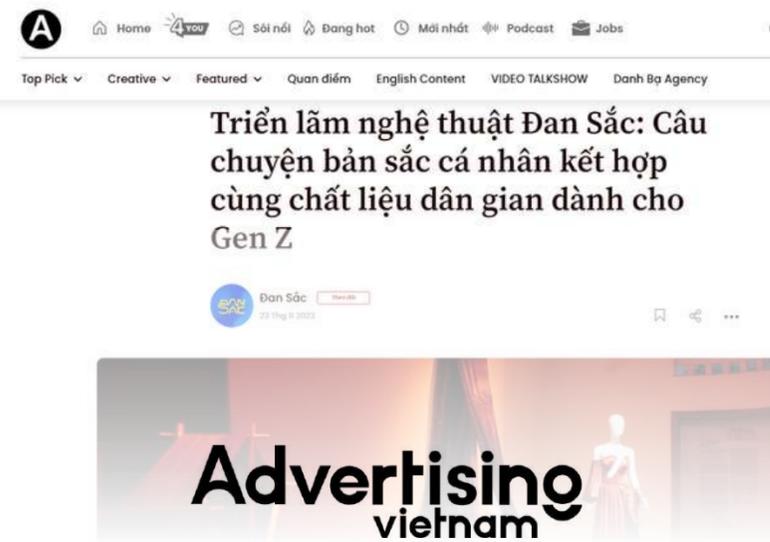
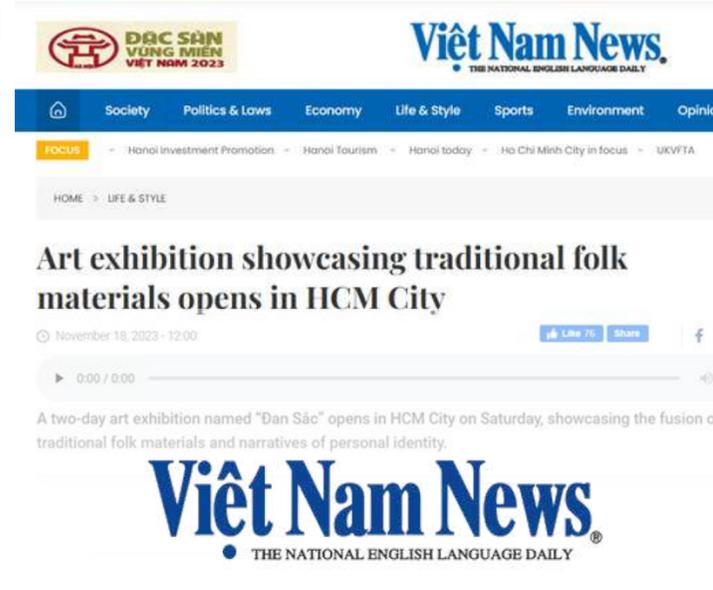
- CORE TEAM 
- LEADER 
- STAFF 





EVENT DESIGN KIT

MEDIA



COMMUNICATIONS SUPPORT

Communication Sponsor Partner

Advertising
vietnam | 2 news page posts

ADSangtao | 3 social posts
2 news page posts

Cooperating unit

Explorians
CHẤT VIỆT
By TELOS


PHAN DANG HOANG

AS
FSTYLE CREW

COMMUNICATIONS SUPPORT

MV “Do Quy”



Explorians
CHẤT VIỆT
By TELOS



Art Exhibition: “Dan Sac”





Thoại rảnh mới đi



Yo Đi Mô



Travel Everywhere



Sài Gòn Đi Đâu



Hân Đi Chơi

COMMUNICATIONS SUPPORT

TikToker



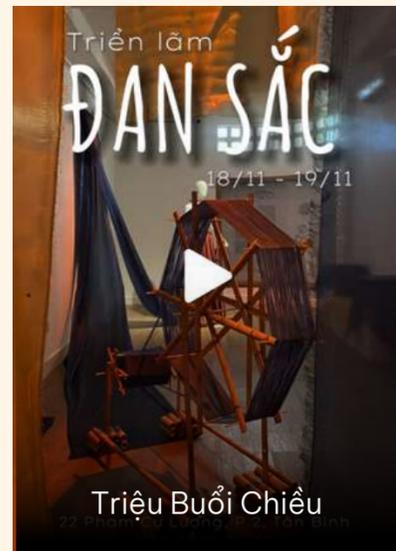
Sài Gòn Có Gì?



Tóc xù mắt cện



Cuối tuần có gì vui



Triệu Buổi Chiều



Nhi Đi Đâu



Sài Gòn Vi Vu

STUDENT AMBASSADOR

NO.	NAME	TITLE	UNIVERSITY
1	Nguyễn Quốc Chánh	Freelancer Model	FPT University Ho Chi Minh City
2	Nguyễn Huy Hùng	MC	University of Finance - Marketing Ho Chi Minh City
3	Bùi Hiếu Ngân	Outstanding student	Greenwich Viet Nam
4	Cao Lê Văn Thuận	Blog Author	University of Social Sciences and Humanities – Vietnam National University Ho Chi Minh City.
5	Hồ Thị Hiếu Ngân	Outstanding student	Industrial University of Ho Chi Minh City
6	Lê Hải Đăng	MC	Ton Duc Thang University
7	Nguyễn Tường Linh	Outstanding student	University of Finance - Marketing Ho Chi Minh City
8	Nguyễn Nhật An	Outstanding student	Ho Chi Minh City International University
9	Trần Đăng Khương	MC	Ton Duc Thang University
10	Nguyễn Tường Vi	MC	University of Economics Ho Chi Minh City

SPONSORSHIP

TOTAL CURRENT SPONSOR

496,708,000 VND

CASH SPONSOR

109,500,000 VND

IN-KIND SPONSOR

387,208,000 VND



EVALUATION

REPORT PROJECT PROGRESS

NO.	OBJECTIVES	ACTUAL KPI	PERCENT	EVALUATION TOOLS
1	After the project, 80% project audience will increase their understanding & interest of folk culture.	95.3%	119%	Post-Campaign Survey Meta Business Suite TikTok Analytics
2	Reach a total of 3000 likes on online communication channels of the project	2.942	98%	Meta Business Suite TikTok Analytics
3	Reach a total of 100.000 reaches on online communication channels of the project	94.704	95%	Meta Business Suite TikTok Analytics
4	Reach a total of 20.000 engagements on online communication channels of the project	17.900	90%	Meta Business Suite TikTok Analytics
5	Reach 30.000 views for MV on Youtube & Facebook	34.900 views	116%	Meta Business Suite TikTok Analytics
6	Get 03 editorials on mass media	04 editorials	133%	Media Clipping
7	Attract 200 participants in online challenges (including minigames and TikTok Challenge)	182 participants	91%	Meta Business Suite TikTok Analytics
8	Attract at least 200 participants in event	288 participants	144%	Survey

POST CAMPAIGN EVALUATION

PROJECT EFFICIENCY

Among 348 responses from university students from 18 - 24 years old in Ho Chi Minh City

Accounting for **95,7%**

Of the responses said that they knew about the project through the project's social media channels

Accounting for **86,5%**

Of the answers was the art exhibition event "Dan Sac"

Up to **460** people
registered to participate in the exhibition within 7 days

Art exhibition event "Dan Sac"

95,3% responses

The audience was more knowledgeable

95,7% responses

The audience was more interested and wanted to find out more

94,5% responses

Understand more about folk culture

After following the activities of the Dan Sac project

Accounting for **95,3%**

They understood more and were more interested in Vietnamese Folk Culture

Accounting for **95,7%**

After following the activities of the Dan Sac project, they wanted to learn more about Vietnamese Folk Culture

Posts on social media channels

Accounting for **88,4%**

The audience understand more about folk culture

MV "Do Quy"

Accounting for **84,1%**

The audience are more interested in Folk Culture

POST CAMPAIGN EVALUATION

TARGET AUDIENCES

Reached the right target audience

According to measurement results from surveys, exhibition participants and audiences from more than 30 universities in Ho Chi Minh City, notably:

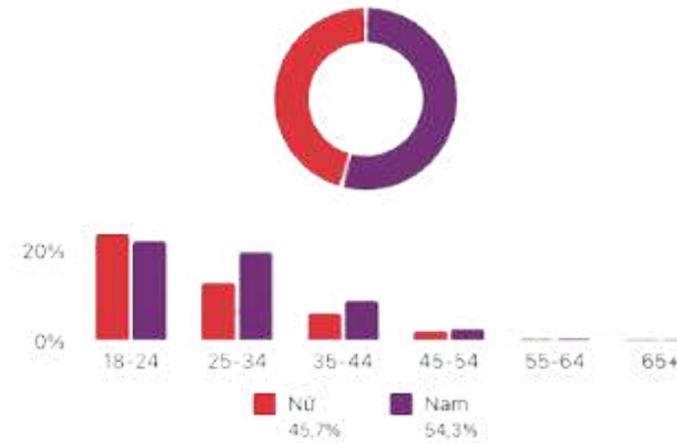


The age group from 18 to 24 constitutes the highest proportion at **46.2%**

Số người theo dõi trên Facebook

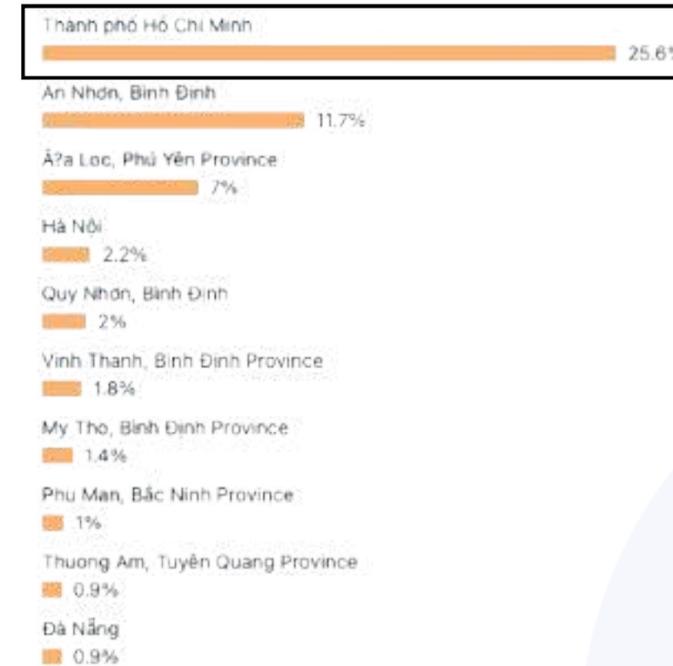
3.106

Độ tuổi & giới tính



Ho Chi Minh City is the most represented geographical region,

Tỉnh/thành phố có nhiều đối tượng nhất



POST CAMPAIGN EVALUATION

CO-OPERATIONS WITH BRANDS AND PRESS

With total sponsorship up to ***nearly 500 million VND***, the project is considered to have development potential,

The project also received the attention of a number of mainstream press agencies



LESSON LEARN



SOCIAL CAMPAIGN

Care must be taken in verifying information as well as conveying it skillfully and appropriately

Accurately determine customer profiles to run effective advertising.

Developed evenly across all media channels.



PRODUCTION

Manage artists and manpower for maximum efficiency.

Carefully manage and prepare for pre-production so that production takes place on the expected timeline and limits arising risks.



EVENT

Improve the venue because the space is relatively small and parking is inconvenient, affecting the exhibition experience.



FUTURE PLAN

FUTURE PLAN

Along with data from the survey form

Accounting
for **55,5%**

They wanted Dan Sac to have more creative arts activities in Theater: drama and dancing

Accounting
for **46%**

they wanted Dan Sac to have more creative artistic activities in cinema, specifically movies

SOCIAL CAMPAIGN

The project continues to communicate more deeply about the Folk Culture of the Northern

PRODUCTION

Releasing musical films

DANCE PERFORMANCE EVENT

Based on the legend of Son Tinh Thuy Tinh, the play is created by experienced choreographers

The Dan Sac project continues to further promote the folk culture of each region with elements revolving around the legend of

“SƠN TINH THỦY TINH”



THANK YOU