

MINISTRY OF EDUCATION AND TRAINING
FPT UNIVERSITY



Capstone Project Document

Communication campaign to increase awareness among young adults in Ho Chi Minh City
about protecting children from physical abuse

KATP

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- Ho Chi Minh City, November 2023 -

CHAPTER I. INTRODUCTION

1.1. BACKGROUND

Child physical abuse is a burning problem in Vietnam today. According to statistics, the population of children nationwide is 24,776,733 children, accounting for 25.75% of the total population (General Statistics Office, 2019). The situation of child physical abuse in Vietnam in 2022 has increased compared to 2021. In the first 4 months of 2023 alone, the National Child Protection Hotline 111 has received many calls related to physical abuse, increasing 11% over the

previous year (Children's Bureau, May 2023). Statistics from the police also show that the trend for child physical abuse in 2023 increases compared to 2022. Ho Chi Minh City, the city with the largest population in the country, is one of the places where the most child physical abuse occurs (Government, 2020). The above situation requires our efforts to act in raising awareness about protecting children from physical abuse, which is very important and urgent.

Currently, the media regularly reports and warns about child physical abuse cases taking place in many different forms and levels, making public opinion extremely sad and upset. In today's society, many people still make the excuse that beating children is to educate them, so causing them physical harm, this is extremely serious. This raises the issue of raising awareness about protecting children from physical abuse, especially raising awareness among young adults today.

1.2. PROBLEM IDENTIFICATION

The issue of protecting children from physical abuse is currently of great concern to society because child physical abuse is increasingly reported by the mass media. From outside society to virtual space and social networks, everyone is discussing and condemning cases of child physical abuse that lead to heartbreaking consequences. Although activities in the community and society to disseminate knowledge and prevent child physical abuse are organized, they are hardly frequent and rarely attract people's attention, or the issue is only a hot topic burns, received society's attention when there were cases of child physical abuse in society with heartbreaking consequences that were widely reported by the media, but people only paid attention for a while and then gradually the others cases of child physical abuse continue to occur and are even more serious. Most people do not have much knowledge about the perception of child physical abuse. Viewpoints on protecting children from physical abuse are mixed and inconsistent, due to the popularity of social and media activities on child protection that are not effective. In the community and society, people are still indifferent and afraid when witnessing acts of child physical abuse. They have not taken the necessary and correct actions to handle situations of child physical abuse that they witness. Given the above situation, raising awareness, especially among young adults, to protect children from physical abuse is extremely important and necessary.

1.3. THE STATEMENT OF THE CAPSTONE

The situation of child physical abuse in Ho Chi Minh City is increasingly serious, with many forms and alarming levels. Through our group's survey research, the awareness of young adults in this city is not high, forcing us to conduct a communication campaign to raise young adults's awareness of child protection from physical abuse. In addition to carrying out social activities, our campaign also promotes the transmission of useful knowledge to the youth generation by clearly understanding the situations of child physical abuse that need to be prevented, how to handle those situations appropriately on social networks and in reality, and also including useful experiential activities that contribute to a society free of child physical abuse.

1.4. THE STRUCTURE OF THE CAPSTONE

The report consists of three chapters, details are as follows.

Chapter I is an overview and introduction to the campaign's topic. This chapter includes an introductory discussion of the current situation of child physical abuse along with data from

secondary research on the situation occurring in Vietnam and in Ho Chi Minh City. The current state of people's awareness of the current situation of child physical abuse and the importance and necessity of carrying out this communication campaign. This is the premise for Chapter II in which we will analyze research and survey data conducted by our group, discuss and find solutions to promote the results of effective and successful implementation of this campaign.

Chapter II is an overview of the communication campaign we will conduct. The PESTLE model identifies relevant factors that influence a campaign, analyze and discuss data from research and surveys that we conduct Identify target audiences, stakeholders. Analyzing these factors helps us better understand the impacts from the surrounding area, thereby leading to further implementation measures to serve the campaign and ensure they are carried out methodically and effectively.

Chapter III, based on the research, analysis of factors and determination of goals in the first two chapters, the implemented plans of the campaign will be presented in detail from the ideation stage to implementation, the end of the campaign, and we will have an evaluation of the effectiveness and success of the project.

CHAPTER II. SITUATION ANALYSIS

2.1. PESTLE ANALYSIS

2.1.1. Political

In general, our government has also issued laws to protect children's rights, especially from physical abuse (Children's Law, 2016). However, enforcement and compliance with these laws remain limited. In addition, the Government and localities have implemented solutions and operating models to build a safe and healthy living environment for children. Thanks to the Government's educational policies and programs to protect children, the strengthening of educational programs, propaganda, and awareness of child physical abuse is being strengthened and promoted. In Vietnam, compliance with laws and state policies on child protection is not only a family responsibility but also the responsibility of the entire society.

2.1.2. Economical

Unemployment and poor economic performance can put pressure on families and increase the risk of physical abuse against children. Low-income families often have high rates of child physical abuse. Poverty also leads to increased pressure and stress on parents and, hence, violence to discipline children. In addition, poor economics also reduces children's ability to access the education and benefits they deserve, which reduces their ability to protect themselves and receive protection from society.

2.2.3. Social

Some traditional family and social cultures still accept violent discipline. Many families and societies still consider hitting children a normal and acceptable method of discipline. Causing many families to over-discipline their children, leading to unwanted situations.

2.2.4. Technological

Activities and programs to protect children focus on calling for community response and connecting people with each other. Nowadays, technology is increasingly developing, and the Internet and social networking sites are widely used by everyone. This is the appropriate communication channel for the project to help the communication plan run smoothly and conveniently. Social networks not only help people connect and chat with each other but can also help people learn new things and receive information conveniently and quickly. With current trends, information about children's issues is always updated quickly on social networking sites and media channels. On current social networking sites (Facebook, YouTube, Instagram, TikTok,...) there are regular activities and programs on child protection, thereby calling on everyone to contribute and participate. In particular, activities and programs need to be careful with the content and information transmitted on social networking sites. This content needs to be carefully censored to avoid conflicts and misleading information.

2.2.5. Legal

According to the legal provisions of the Children's Law, Article 27 on the right to be protected from physical abuse; Vietnam's Law on Handling Administrative Violations, Article 22 regulates the level of punishment when there are acts that affect the psychology and physical health of children (Le Thanh Ngan, 2022). These regulations are intended to raise people's awareness, deter cases of child physical abuse, and wish for a future where there are no more abused children.

2.2.6. Environmental

The living environment is also extremely important, it directly affects people's consciousness and awareness. In Vietnam today, the issue of physical abuse against children is an extremely serious problem. After 19 years of operation, the National Child Protection Hotline 111 has had 9,601 support cases, of which 4,194 cases of child violence accounted for 43.68%. From 2020 until now, the rate of consultation calls related to sexual abuse and physical abuse has accounted for 51.3% (Khanh Linh, 2023). The above numbers are alarming about the increasing problem of physical abuse against children.

In summary, the PESTLE analysis shows an increasing number of physical abuse problems in children. Many families still consider hitting children as a normal method of discipline. However, the State and government have also enacted laws. At the same time, there are Government policies and programs on education and child protection. In addition, it is recognized that today's youth are still not aware enough of the issue of protecting children from physical abuse. From there, we decided to carry out a media campaign to raise awareness among young people about the issue of protecting children from physical abuse, with the hope of a future without cases of physical abuse.

2.2. TARGET AUDIENCE

We realize that young adults contact, receive, and exchange a lot of knowledge and information on social networking sites. Most of them are Internet audiences (Anda Rozukalne, 2012).

Figure 2.1. Media audiences statistic

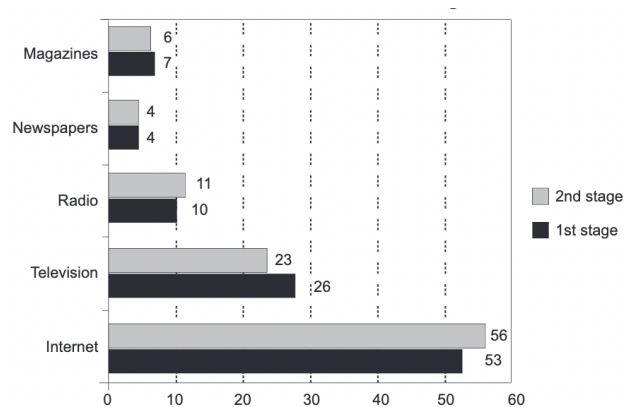


Figure 1. Identifying with certain types of media audience [%]

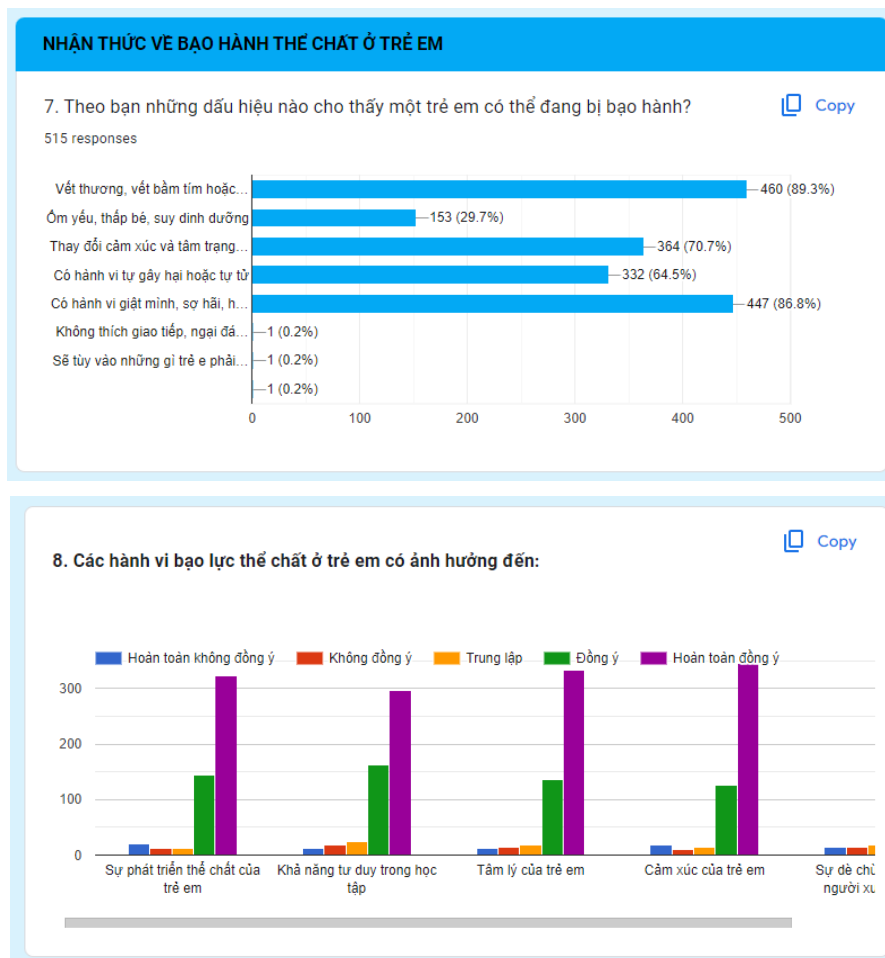
Source: research data.

Source: Young people as a media audience: From content to usage processes, Anda Rožukalne (2012)

Communication campaigns on social networks have a great influence on their awareness and actions. Young adults are also vibrant subjects and can influence the awareness of other subjects in society (2014, as cited in Richard J. Bonnie, Clare Stroud, and Heather Breiner, 2022). However, young adult's awareness of the issue of protecting children from physical abuse is still limited. Some young adults do not know how to detect and intervene when encountering cases of child physical abuse or do not dare to speak up due to fear of being discriminated against, implicated, and threatened, or lack of transparency in the handling process (Nguyen Thuy, 2023). Some young adults can also bring negative impacts to victims by spreading false, judgmental, or insulting information (Thu Phuong, 2023). Therefore, young adults need to increase their knowledge and awareness of this issue, to be able to help and protect children from physical abuse. So we decided to choose a target audience of young adults aged from 18 to 26 in Ho Chi Minh City.

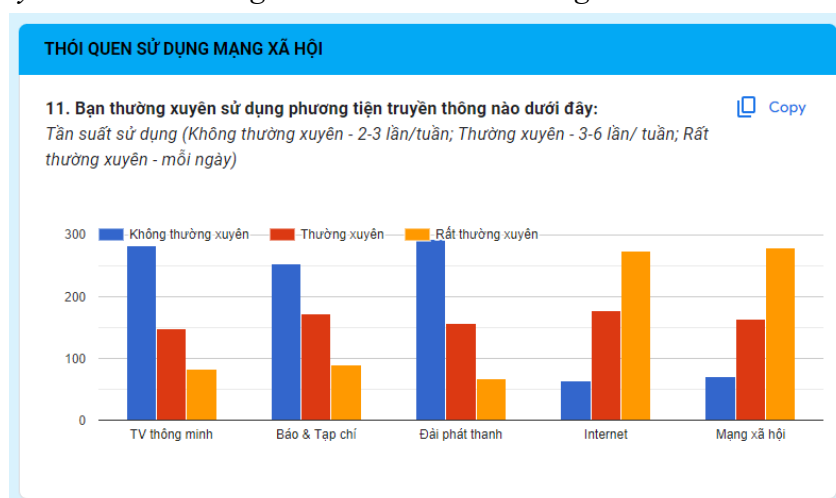
After identifying the target audience, we conducted a survey over a period of 3 weeks on the target audience group. The results obtained show that young adults aged 18 to 26 in Ho Chi Minh City. Through questions about what are the signs that children may be being physically abused, what effects acts of physical abuse have on children and the question about what rights children have. It can be seen that the target audience is aware of the consequences of physical abuse against children as well as the rights of children to be protected.

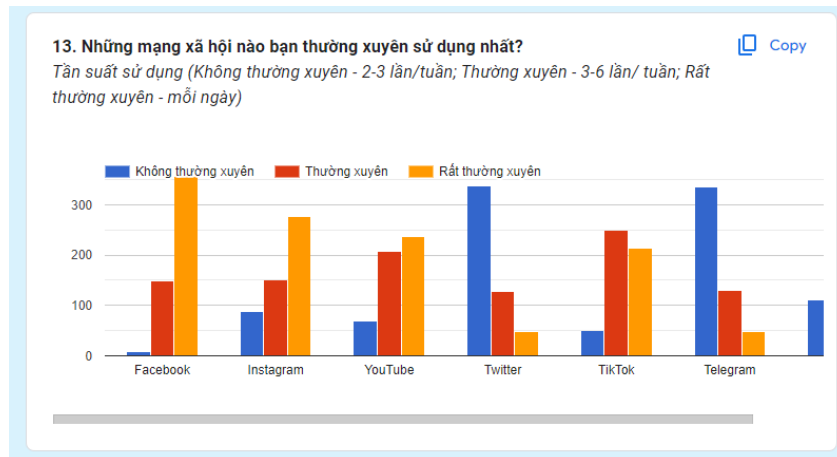
Figure 2.2. Survey results about awareness of target audiences about consequences of physical abuse against children and rights of children to be protected.



In addition, through surveys, the media usage habits of the target audience are also determined. The media that the target audience uses the most is social media (54.2%). Social networks are where they can access important information, especially about child physical abuse. The most used social networks of the target audience obtained after the survey are Facebook (69%) and Instagram (53.6%).

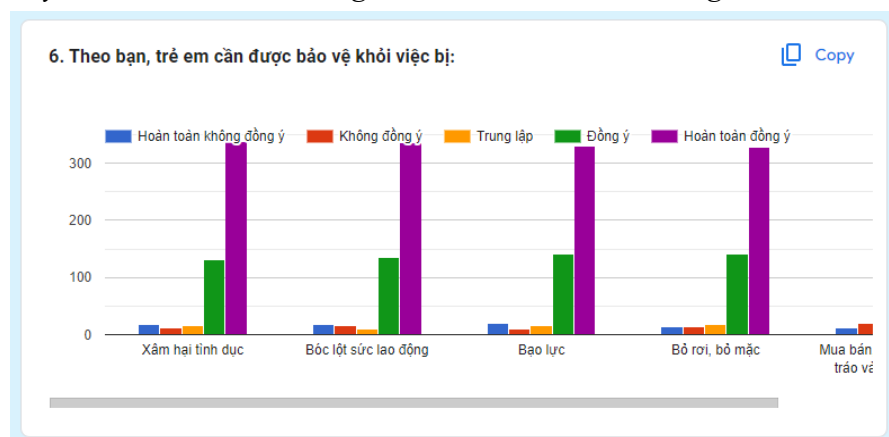
Figure 2.3. Survey results about target audiences' media usage habits





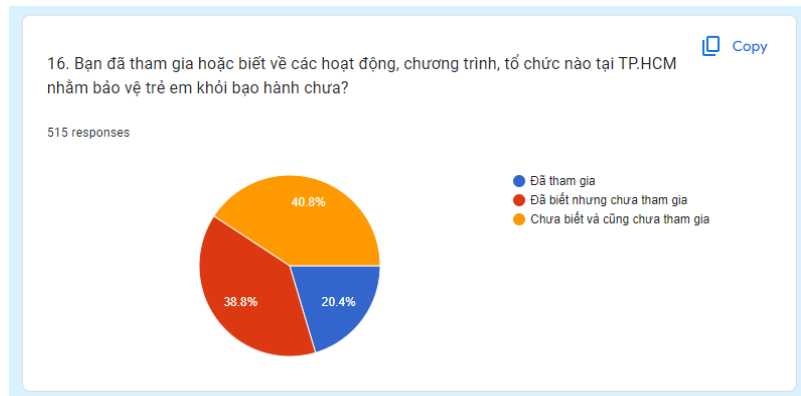
When asked about what rights children have, the majority of answers are about protected rights. It can be seen that people are also aware of the importance of protecting children, but the level of awareness is not very high. It can be seen that in the question about what children need to be protected from, the most chosen answer is protection from sexual abuse (65.5%). Meanwhile, the right to be protected from physical abuse only ranks 4th (63.9%). Through the question, when encountering cases of children being abused, most of the answers are that they feel heartbroken and they will be ready to help those children.

Figure 2.4. Survey results when asked target audiences about what rights children have



And the survey showed that the majority of people do not know and have never participated in any activities or organizations in Ho Chi Minh City to protect children from violence (40.8%).

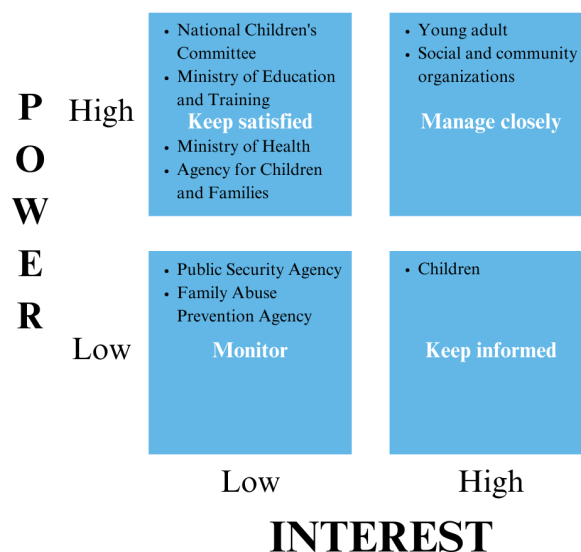
Figure 2.5. Survey results when asked target audiences about participation in child protection activities



Based on what we've found in the studies mentioned earlier, it's clear that many young people aren't fully aware that children have the right to be protected from physical abuse. Despite their strong willingness to help children who have experienced violence, most young people don't know and never join any programs or projects to protect children from physical abuse in Ho Chi Minh City. That's the reason our group decided to carry out this project.

2.3. STAKEHOLDER ANALYSIS

Figure 2.6. Power - Interest matrix



According to the target audience of this project, it is possible to see the stakeholders and their level of influence relative to their power and interests.

- Government and authorities:
 - Ministry of Health
 - Ministry of Education and Training
 - National Children's Committee
 - Agency for Children and Families
 - Public Security Agency
 - Family Abuse Prevention Agency

This group of stakeholders plays a role in developing and establishing policies and regulations related to the project such as the scope and authority of this project. At the same time, cooperate with civil groups, and schools,... to promote education and propaganda on the issue of raising awareness among young people on the issue of protecting children from physical abuse. In addition, authorities play a role in preventing and handling physical abuse against children.

- Young adults:
 - Young adults are the main and direct target group for whom the activities aim to increase their awareness of the issue of protecting children from physical abuse. They can grasp information from many different sources quickly. And they can use their communication abilities to spread positive and important messages to the community. They are very willing to join volunteer organizations to carry out propaganda activities
- Social and community organizations:
 - Volunteer organizations, youth clubs, and other social groups,...

These organizations play a role in calling on young people to join organizations and propaganda campaigns to spread the message about protecting children from physical abuse. In addition, activities can be organized to increase awareness of child physical abuse.

- Children:
 - This is a group directly affected by physical abuse and has the right to be protected. They are still young so they are not aware enough of physical abuse. As mentioned in the PESTLE analysis, many families and societies still accept the use of spanking to discipline children. This also leads to a false perception among children that using spanking to discipline is normal.

Increasing children's awareness of their rights, the signs of physical abuse, and how to protect themselves is important to help them cope with situations of physical abuse and seek help from others.

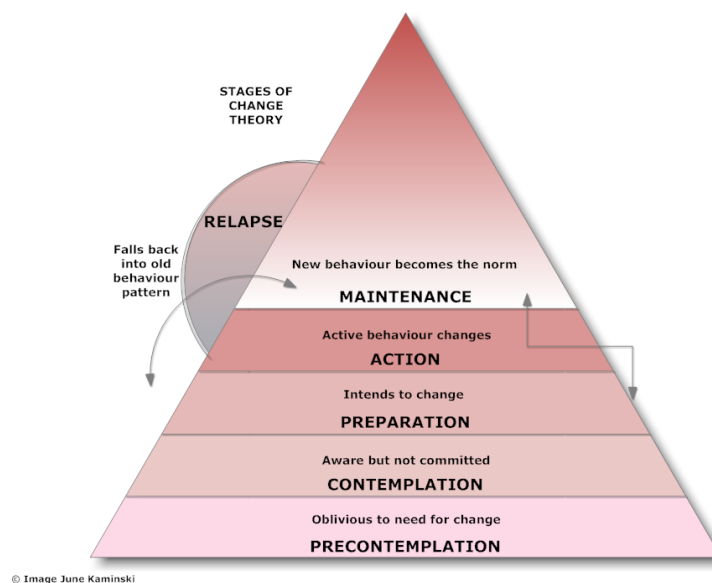
In summary, by building relationships with these stakeholder groups, the project will gain trust, everyone will participate and support this project's success, and most of all, the protection of children from physical abuse can be improved more effectively.

CHAPTER III. PLANNING

3.1. GOALS

While each person possesses their own distinctive attributes and approaches the issue of violence towards children in a distinct manner, the manner in which individuals undergo transformations frequently adheres to a comparable sequence. This phenomenon is encapsulated in the Stages of Change Theory, conceived by James Prochaska and Carlo DiClemente in the 1970s.

Figure 3.1. Stages of Change Theory



Source: Stages of Change Theory (Nursing Informatics Learning Center)

Based on this theory, it becomes evident that achieving the desired outcome of behavior change necessitates an individual's acknowledgment of the existing issue. In the absence of awareness regarding the problem, it is impossible for an individual to change their behavior. Consequently, the initial stride in modifying an individual's behavior concerning the prevention of physical violence against children is to enhance their awareness.

Hence, the goal of "Mang nụ cười cho em" campaign is *increasing awareness among young adults in Ho Chi Minh City about protecting children from physical abuse.*

3.2. OBJECTIVES

The campaign spanned two months and had the goal of raising awareness among young adults in Ho Chi Minh City about protecting children from physical abuse, with the following key performance indicators (KPIs) in place.

According to Dungan-Seaver (1999), broadening the scope and frequency of communication messages can enhance their impact on audience behavior. Consequently, the initial aim of the campaign is to maximize the overall outreach. However, as recommended by Doran (1981), goal-setting should adhere to the SMART criteria, which means objectives should be specific, measurable, achievable, relevant, and time-bound. Therefore, the campaign will gauge its effectiveness in terms of reach by considering the cumulative reach across various social media platforms and attendance at the offline event.

A study showed that a brand's followers play a substantial role in enhancing tangible aspects like customer satisfaction and customer loyalty (Kim, 2020). Consequently, the campaign has established attaining a certain number of followers across all social media platforms as a feasible objective.

Furthermore, there exists a positive correlation between audience engagement on social media and the increase of audience satisfaction, loyalty, retention, and customer lifetime value, as indicated by Cummins et al. (2014). Hence, it is imperative to establish social media engagement as a significant objective. Social media engagement is defined as the cumulative count of user interactions with a post, encompassing reactions, interactions, comments, shares, saves, link clicks, and video views, according to Facebook (n.d.). The detailed methodology for calculating KPIs will be explained in Appendix A.

Figure 3.2. Campaign's KPIs

	Reaches	Likes & followers	Engagements
Social media (Facebook & Instagram)	100,000	1,000	2,100
	Total participants		
Exhibition	200		

3.3. STRATEGIES

3.3.1. Campaign framework

From the Stages of Change Theory mentioned above, a non-profit organization named Raising Voices had successfully developed it at the community level to carry out a project to prevent violence against women and children in Uganda.

Notably, one of the target groups within the whole community that the Raising Voices project has successfully raised awareness of through this framework is young adults. Therefore, we have decided to choose this effective framework to develop our strategy.

According to the definition in the Resource Guide of Raising Voices project, this framework includes 5 phases as follows:

Phase 1: Community Assessment

The Community Assessment phase involves collecting data on people's perspectives and opinions regarding domestic violence and initiating the process of establishing connections with community members

Phase 2: Raising Awareness

During the Raising Awareness phase, the goal is to enhance understanding of domestic violence among both the broader community and various professional domains, such as social and health services, law enforcement, local government, and religious communities. This effort involves disseminating information about different aspects of domestic violence, including its causes and the detrimental effects it has on women, men, families, and the community as a whole.

Phase 3: Building Networks

During the Building Networks phase, the focus is on motivating and aiding both the broader community and diverse professional sectors to contemplate taking action and implementing measures that uphold the safety rights of women. This stage encourages community members to unite and enhance their individual and collective initiatives in order to prevent domestic violence.

Phase 4: Integrating Action

The Integrating Action phase involves the integration of efforts against domestic violence into daily life and the policies and practices of institutions. This phase aligns with the actions taken to bring about individual behavioral changes.

Phase 5: Consolidating Efforts

The Consolidating Efforts phase is a period designated for reinforcing actions and initiatives aimed at preventing domestic violence, with the aim of ensuring their long-term sustainability, ongoing expansion, and advancement.

Figure 3.3. Raising Voices project's framework



Source: Mobilising Communities to Prevent Domestic Violence, Lori Michau & Dipak Naker (2003)

In order to align the framework with our campaign's objectives and the context of Vietnam, we will modify this framework to implement our project in the following manner:

Phase 1: Community Assessment & Raising Awareness	Phase 2: Building Networks	Phase 3: Integrating Action	Phase 4: Consolidating Efforts
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Provides information and knowledge on children physical abuse issue in Vietnam	Arrange engaging online event to draw a larger audience's attention towards the cause of child protection from violence.	Arrange engaging offline event to draw a larger audience's attention towards the cause of child protection from violence.	Launch content that makes target audiences see that their contributions in online and offline events in phase 2 and phase 3 ahead make an actual contribution to protecting children.
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Table 3.1. Project's framework

3.3.2. Big idea:

After researching the target audiences mentioned above, we have come to realize that these young adults in Ho Chi Minh City are very willing and eager to help children who are victims of physical abuse, yet they have not actively participated in any child protection activities or organizations. Therefore, we have developed the following big idea to engage these target audiences:

- Vietnamese: Cùng hành động để bảo vệ trẻ em khỏi vấn nạn bạo hành thể chất ngay hôm nay.
- English: Today, let's take action to protect children from physical abuse.

3.3.3. Key message:

- Vietnamese: Cùng chung tay hành động để mang lại nụ cười cho em
- English: Let's work together to bring smiles to children

3.3.4. Tagline:

- Vietnamese: Mang nụ cười cho em
- English: Bring smile for child

3.3.5. Master plan:

The campaign will run for 10 weeks (from September 30 to December 6).

MASTER PLAN				
PHASE	PHASE 1	PHASE 2	PHASE 3	PHASE 4
TENTATIVE SCHEDULE	30/09 - 23/10	24/10 - 15/11	16/11 - 30/11	01/12 - 7/12
KEY HOOK	Nụ cười cho em đến từ đâu?		Mang nụ cười cho em	
MAIN ACTIVITIES	KICK-OFF	DRAWING CONTEST VIRAL CLIP	EXHIBITION CHALLENGE: EXPERIENCE SHARING	FUND DONATION COLLECT FEEDBACK
TOUCH POINTS	Social posts	Social posts Viral clip	Social posts Event booths, standees, brochures, backdrop	Social posts

Table 3.2. Project's master plan

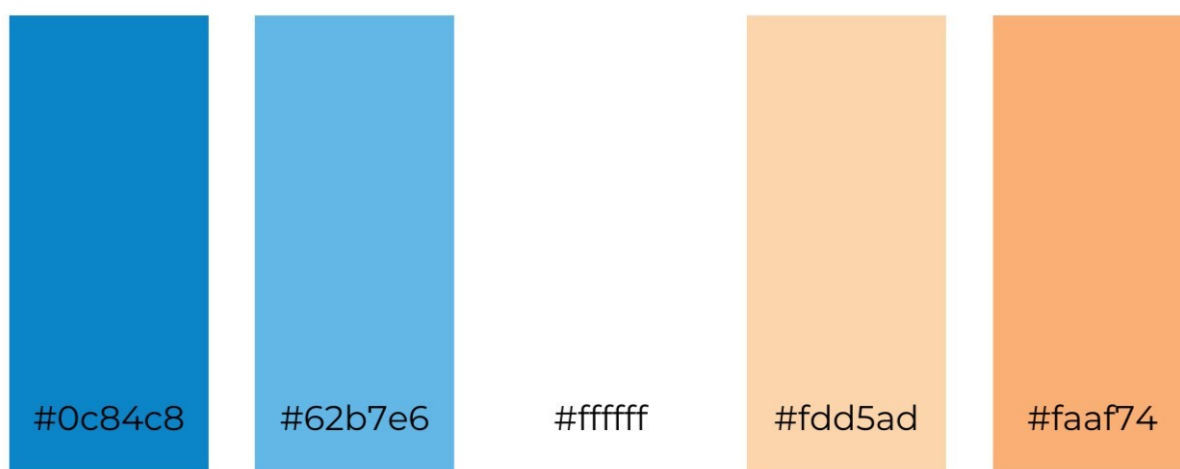
3.4. TACTICS

3.4.1. Campaign identity

Campaign name: Mang Nụ Cười Cho Em (Bring Smile For Child)

Mood and tone: Warming, positive

Color palette:



Logo:



Mascot: Ông bụt (fairy man)



- **Name:** Bụt
- **Story:** Fairy man - "Ông Bụt" in Vietnamese, a familiar icon to Vietnamese people, who embodies the god who always helps everyone, a god who is compassionate and kind. In our Campaign, he specially cares about and strongly condemns acts of physical abuse against children, he is the iconic mascot character for campaign: Increase awareness among young adults Ho Chi Minh to protect children from physical abuse. Fairy man knows and feels all the suffering that children have to endure from physical abuse and he will do everything he can to help prevent that heartbreaking problem.
- **Character:** Kind, friendly, loves children.

3.4.2. Social media campaign

a. Owned media

- Content direction:

CONTENT DIRECTION				
KEY MESSAGE	Cùng hành động để bảo vệ trẻ em khỏi vấn nạn bạo hành thể chất ngay hôm nay			
TAGLINE	MANG NỤ CƯỜI CHO EM			
PLATFORMS	Facebook			
	Instagram			
CONTENT PILLARS	Information	Engagement	Enjoyment	Fulfillment
ANGLE 1	Project information	Information about the drawing contest	Information about the exhibition	Information about the fund donation activity
ANGLE 2	Definition of child physical abuse in Vietnam	Information about the contest's voting system	Information about some collaborative parties	Feedback collection
ANGLE 3	How to respond when you see a case of child abuse	Information about the donation fund of the project	Information about the Experience Sharing challenge	
FORMAT	Texts/Images/Videos	Texts/Images/Videos	Texts/Images/Videos	Texts/Images/Videos

Table 3.3. Project's content direction

Viral Clip

Name: Phép Màu Của Bụt

Scenario: This viral clip shows the image of a boy having to endure the cruel abuse of his stepmother. His life is a series of painful days, being treated by his stepmother with painful whippings. And then, the boy's crying is heard by “ông Bụt”. “Bụt” brought him a miracle to escape that situation.

Flow:

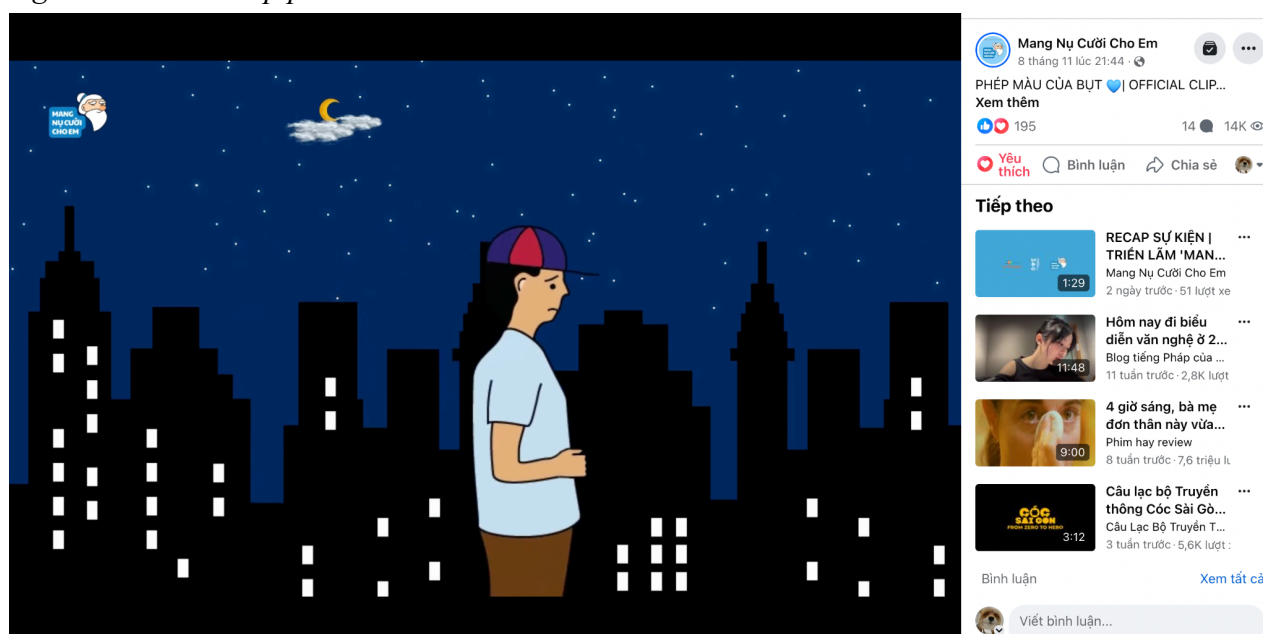
- Give an example of the reality of children being abused: The video begins with an image of a little boy selling lottery tickets, which is a familiar scene to Vietnamese people in general and people in Ho Chi Minh City in particular. The boy had to sell from day to night, suffered from starvation, was beaten, all he wanted was to have a family that loved him.
- Solution: After witnessing what the boy had to endure, “ông Bụt” could not turn a blind eye, so he helped and gave the boy a better life.
- Returning to the current situation: What “ông Bụt” can help is only a few of the cases of children being abused. Thereby raising viewers' awareness of the seriousness of the problem of child abuse taking place in today's life.

Type of video: Animation

Moodboard:



Figure 3.4. Viral Clip published on social media



b. Earned media

Drawing contest's voting system

- Each valid vote for a picture in the campaign's drawing contest is equivalent to 5,000 VND contributed to the donation fund. This donation fund at the end of the campaign will be donated to a non-governmental organization working in the field of child protection.
- To be counted as a valid vote, the voter must publicly share their favorite picture on their personal Facebook wall and add hashtags #Mangnucuoichoem #MNCCE in caption.

Expected partnership organizations:

- Nuôi em (<https://www.nuoiem.com/>)
- Save The Children (<https://vietnam.savethechildren.net/>)
- ChildFund (<https://childfund.org.vn/vi/>)

Intended time: starting November 13 and ending November 18 (6 days).

Objectives: 300 votes.

Viral Clip sharing

- Audiences share the Viral clip publicly on their personal Facebook wall and add hashtags #Mangnucuoichoem #MNCCE in caption to contribute 5,000 VND to the donation fund. This donation fund at the end of the campaign will be donated to a non-governmental organization working in the field of child protection.

Expected partnership organizations:

- Nuôi em (<https://www.nuoiem.com/>)
- Save The Children (<https://vietnam.savethechildren.net/>)
- ChildFund (<https://childfund.org.vn/vi/>)

Intended time: starting November 8 and ending December 2.

Objectives: about 30 shares and 500 views.

Experience sharing challenge

- This is an activity that takes place after the exhibition event ends. For each post posted with content sharing the emotions and experiences that the attendee has while participating in the exhibition, 5,000 VND will be contributed to the donation fund. This donation fund at the end of the campaign will be donated to a non-governmental organization working in the field of child protection.
- To be counted as a valid sharing, the sharer must publicly share their post on their personal Facebook wall and add hashtags #Mangnucuoichoem #MNCCE in the caption.

Expected partnership organizations:

- Nuôi em (<https://www.nuoiem.com/>)
- Save The Children (<https://vietnam.savethechildren.net/>)
- ChildFund (<https://childfund.org.vn/vi/>)

Intended time: starting November 25 and ending November 30 (6 days).

Objectives: about 10 participants.

3.4.3. Exhibition event

This campaign's exhibition is a display of works participating in the drawing competition and awarding prizes to the winning works. In particular, for each person participating in the exhibition and check-in on social media, 15,000 VND will be contributed to the donation fund. This donation fund at the end of the campaign will be donated to a non-governmental organization working in the field of children protection.

Participants check-in, visit the display area of the Top 10 paintings and participate in minigames at two booths: "Vòng Tròn Thông Thái" and "Mảnh Ghép Cho Em".

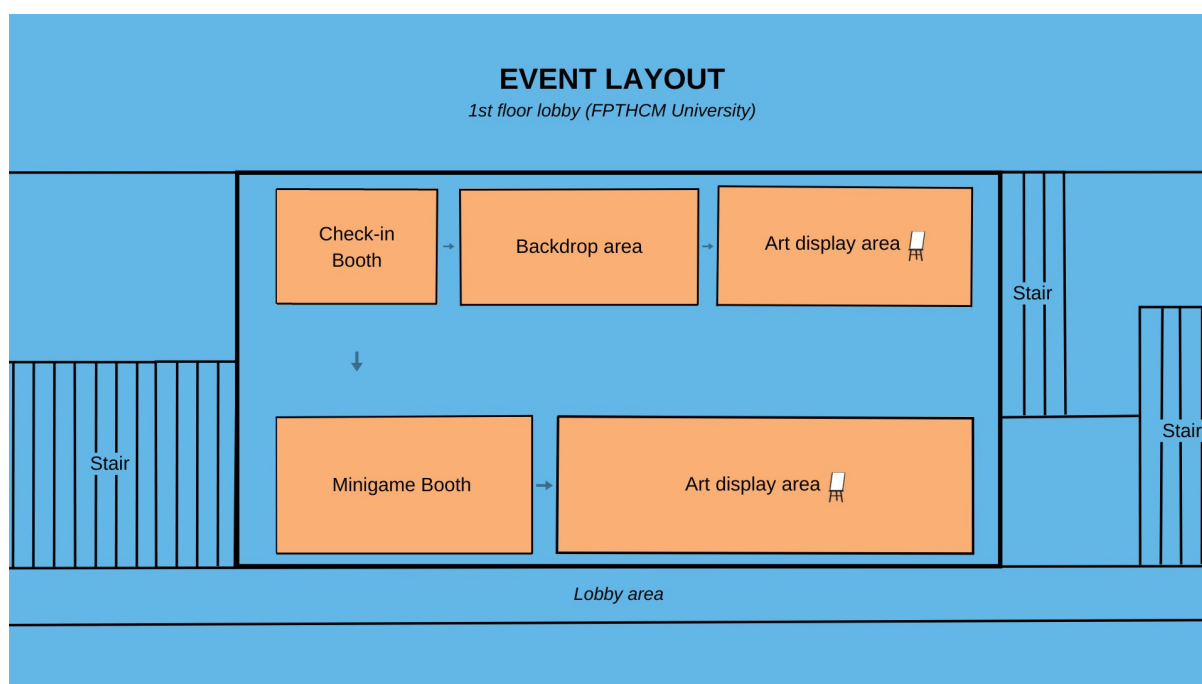
At "Vòng Tròn Thông Thái" booth, participants have to answer some questions about the topic of physical abuse of children. At the "Mảnh ghép Cho Em" booth, participants must participate in a puzzle competition to complete a picture. Besides that, they also have to take photos with the exhibition backdrop and share on their social networks. Finally, participants who complete all activities will receive gifts at the gift booth including stickers, stuffed animals and English-learning scholarships from StudyNowOntario, 5B theater tickets, and Learn English Online accounts.

Location: FPT University, block E2a-7, D1 Street Saigon Hi-tech Park, Long Thanh My Ward, District 9, Ho Chi Minh City.

Intended time: November 23 and 24, from 10:30 a.m. to 5:30 p.m

Objectives: 200 participants.

Exhibition layout



3.5. HUMAN RESOURCES

Table 3.4. Project's human resources

HUMAN RESOURCES				
Category	Position	Description	Quantity	Note
Social Media	Social Media Manager	General management, arranging activities and posts on social media, promoting and ensuring posts are posted on schedule	1	
	Account Manager	Manage and ensure posts are completed and posted on time, responding to messages and comments	2	1 person per 1 account (Facebook, Instagram)
	Content Writer	Write content for posts, ensuring the message is conveyed correctly and completed on schedule	3	
	Graphic Designer	Design images for posts and accounts, ensuring they convey the right message, are eye-catching and attract viewers	3	
Exhibition	Event Manager	General management, ensuring the exhibition runs smoothly, handling crises (if any)	1	
	Visitor Takecare/Guide	Guide visitors, introduce works and answer visitors' questions and concerns (if any)	10	
	Photographer	Take photos of the exhibition	1	
	Videoman	Record exhibition video for recap	1	
	Security	Ensuring security at the exhibition and exhibition, handling	2	

		crises (if any)		
	Graphic Designer	Design publications for the exhibition (posters, standees, etc.)	2	
Clip Production	Director	Directing scenes and managing personnel	1	
	Writer	Write and edit the script, ensuring the intended message is conveyed	1	
	Editor	Post-editing the video, ensuring proper cutting and conveying the intended message	2	
	Designer	Design video, draw characters	1	

3.6. SPONSORSHIP/PARTNERSHIP

In order to find and choose sponsors and partners for the campaign, we compiled a roster of potential sponsors and partnerships by considering the following criteria:

- The characteristic of the "Mang Nụ Cười Cho Em" campaign, which focuses on protecting children from physical abuse, necessitates the inclusion of businesses and organizations catering to children of various age groups, such as those involved in clothing, toys, and nutritious foods. When these entities share a common purpose, it facilitates smoother communication and collaboration between both parties.
- Campaign Scope: Besides considering the campaign's nature, its scale is also a crucial aspect to take into account. Since this collaboration aims to bring mutual benefits to both parties, ensuring compatibility in terms of scale becomes an essential criterion during the partnership agreement negotiations between the two parties. If there is a difference in scale, the selected business must be one that often has many activities supporting campaigns with similar scale and purpose as ours.

Using the criteria mentioned earlier, the project has identified several possible sponsors and partners, including Vinamilk, NutiFood, Dream Kids, Global Art, tiniWorld, Kumon, My Kingdom, and more. You can find a comprehensive list of these potential sponsors and partners in Appendix B, where they are described in greater detail.

3.7. ESTIMATED BUDGET

Details are in Appendix C table.

Table 3.5. Estimated budget

ESTIMATED BUDGET	
Category	Estimated price

Social Media	2.400.000 đ
Exhibition	14.500.000 đ
Viral Clip Production	1.000.000 đ
Donation Fund	5.000.000 đ
Crisis Reserve	2.290.000 đ
Total	25.190.000 đ

3.8. RISK MANAGEMENT

Table 3.6. Risk management

RISK MANAGEMENT			
Category	Risks	Prevent	Handle
Social Media	Do not reach the set number of views	Make sure the content posted must be interesting and attract viewers	Spend more on advertising to increase engagements, try new content type
	Viewers do not understand the message intended to convey	Make sure the content posted is clear so viewers can understand, not too confusing or ambiguous	Can comment for further explanation below the post
	Viewers misunderstand the message intended to convey	Make sure that the posted content does not contain confusing visual elements or language	Can comment for further explanation below the post. If the situation gets worse, the post must be deleted or a correction posted
	Account locked	Ensure posted content is appropriate and does not contain elements that could be considered a violation of community standards	Immediately appeal to have the lock removed. In case the account is permanently locked, consider creating a new account and spending more on advertising to achieve the set number of interactions.
	Account hacked	Set up 2-layer protection and do not share account password with anyone without authority	Immediately lock account or report account to avoid hackers posting posts that could affect reputation. Creating a new account and spending more on advertising to achieve the set number of interactions.

Exhibition	Too many visitors participating	Prepare enough personnel to support visitors, at least 2 staffs at every booths, or more if necessary	Mobilize more human resources to guide visitors, help line up and divide into groups to guide visitors around, so it will be easier to control and avoid causing chaos.
	The number of visitors did not reach the set number	Attract a certain number of viewers, make them interested in the posted content, so they will want to go to the exhibition	Offering more presents, spending more on ads about the exhibition
	Visitors damage the items on display	Place signs informing visitors not to touch the items, and at the same time, do not let visitors run around to avoid bumping into the items on display	Instruct everyone to stay calm to avoid causing chaos, ask visitor(s) to stay to come up with a solution, and ask for compensation if necessary.
	Visitors steal the items on display	Place signs inform visitors not to touch the items, and at the same time, there is always someone to guide and monitor the displayed items, and additional CCTV can be prepared if possible	If discover a lost item, immediately stop accepting visitors and ask permission to check each person present at the exhibition
	Visitors try to cheat to get present	Have at least 2 staffs at every booth to keep track on the visitors	Ask visitors to stop and play the game again, if necessary we can ask the visitors to leave
	Fires or explosions occurred	Carefully check for flammable and explosive items before the exhibition takes place, prepare firefighting equipment, And there must always be signs indicating emergency exits for visitors	Help visitors stay calm to avoid causing chaos and guide them to the nearest emergency exit, and send someone to extinguish the fire, avoiding the fire from spreading to other objects.
Clip	Lack of personnel	Post a recruitment post for support collaborators as soon as possible, so they will have time to make the clip.	Post recruiting support staff with reasonable and attractive fees

Production

	Missed the deadline, could not post on the expected date	Set a deadline a few days before the release date to have more time, avoid setting the deadline too close to the release date. At the same time, keep track of the clip making progress regularly, do not wait until close to the release date to ask.	Find more staff to complete the clip as soon as possible, move other posts to the front, do not leave the posting schedule empty.
	The image is not as expected	Briefly brief the requirements with the staff before they start making the clip, and must regularly monitor and check whether the images meet the requirements or not.	Request image editing as soon as the image does not meet the requirements, can change personnel if necessary.

3.9. EVALUATION AND MEASUREMENT

3.9.1. Qualitative

Table 3.7. Campaign's qualitative evaluation and measurement

Evaluation tools	Data collection
Google Form	The opinions of visitors regarding their experience during the activities and what they observe at the event, as well as any change in awareness, attitude, or behavior related to protecting children from physical abuse.

3.9.2. Quantitative

Table 3.8. Campaign's qualitative evaluation and measurement

Category	Evaluation tools	Data collection
Facebook fanpage's effectiveness	Meta Business Suite	Post reach, engagement, page likes, page followers
Instagram account's effectiveness	Meta Business Suite	Post engagement and page followers

CHAPTER IV. EVALUATION

4.1. SOCIAL MEDIA CAMPAIGN

Campaign effectiveness is evaluated through the overall numbers collected through communication activities on social networks and offline events.

- Reaches: 127,604
- Engagements: 4,670
- Followers: 1,808

4.1.1. Owned media

After a period of running the project, the campaign has achieved all the KPIs set out.

Table 4.1. Social medias' results

Platforms	KPIs	Actual results
Facebook	Total reaches: 100,000 Total followers: 1,000 Total post engagements: 2,100	Total reaches: 127,604 Total followers: 1,659 Total posts engagements: 4,356
Instagram		Total followers: 149 Total posts engagements: 314

Viral Clip

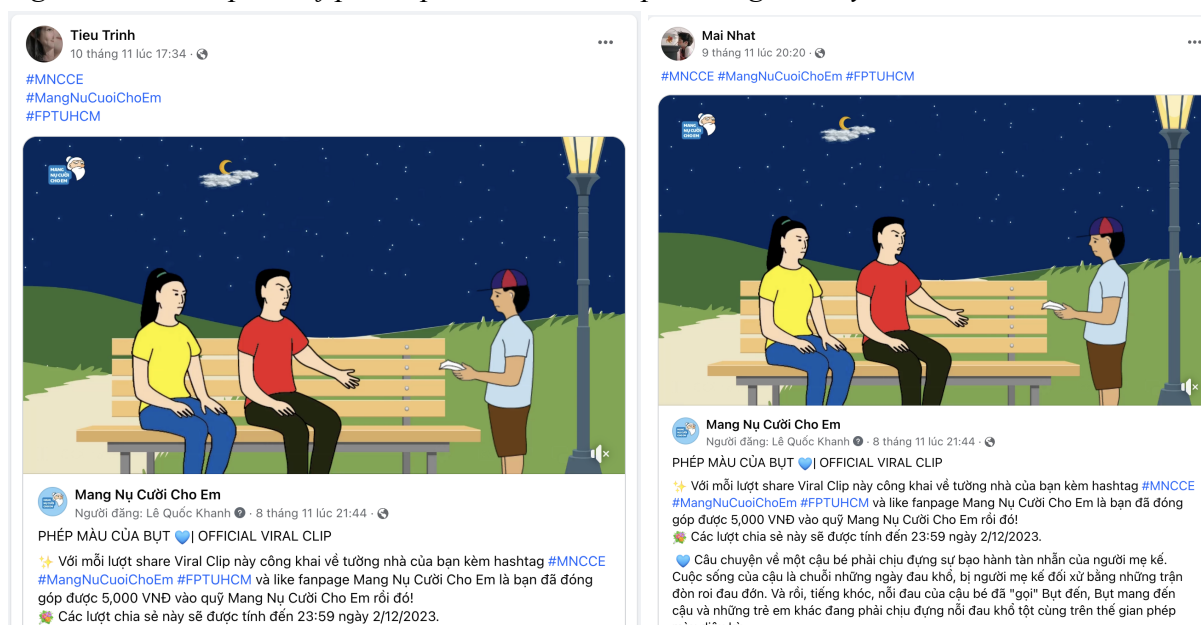
This viral clip has received nearly 200 likes and comments, 212 shares and more than 14,000 views.

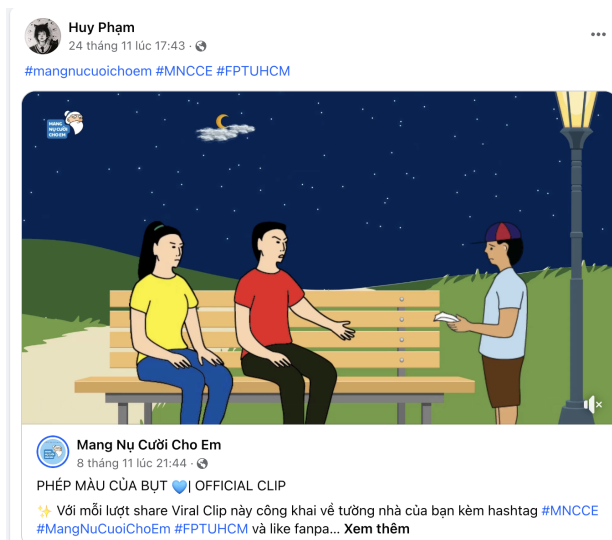
4.1.2. Earned media

a. Viral clip sharing activity

After the viral clip was released, Viral clip sharing activity was implemented. 212 shared posts with 3 hashtags #MNCCE #MangNuCuoiChoEm #FPTUHCM have been created, helping the viral clip as well as the project spread more widely.

Figure 4.1. Some posts of participants in Viral Clip sharing activity.

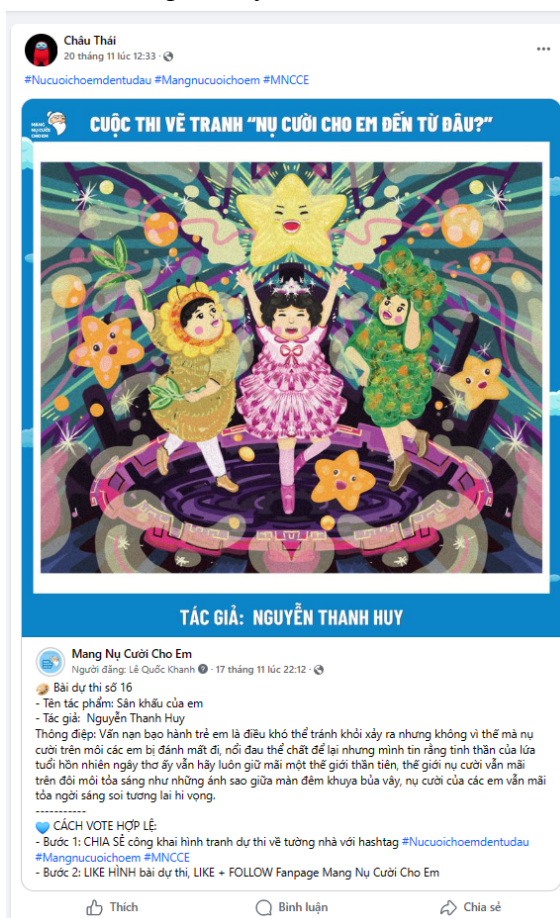




b. Vote activity

Objective has reached 266 people who join to vote of the Drawing Contest "Nụ Cười Cho Em Đến Từ Đâu?", with each such post contributing 5,000 VND to the Mang Nu Cui Cho Em fund.

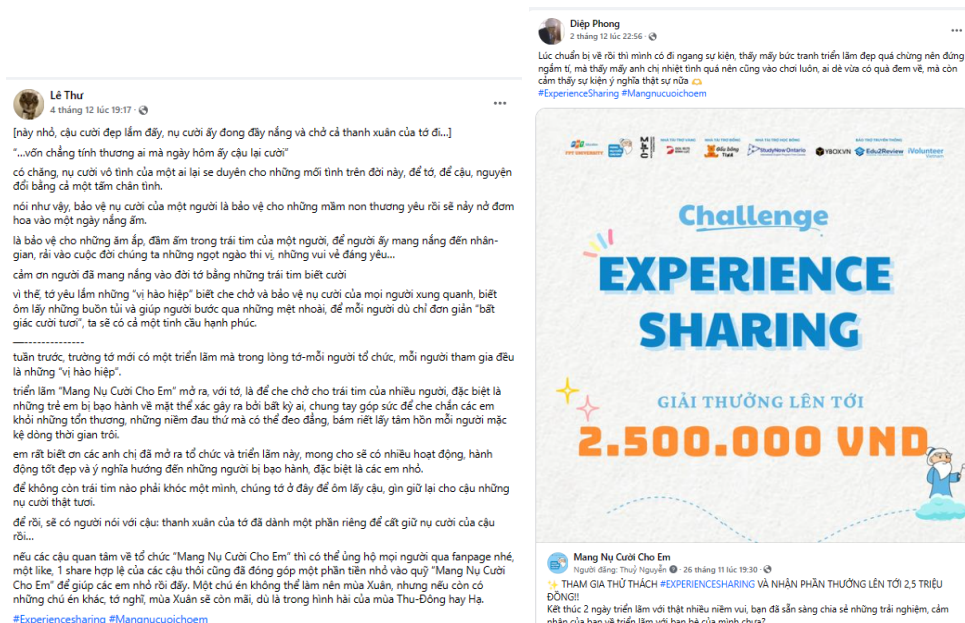
Figure 4.2. Some posts of voters in "Nụ Cười Cho Em Đến Từ Đâu?" Drawing Contest



c. Experience Sharing challenge

The objective of this challenge had reached 10 participants. Participants shared their experience and feelings about the Mang Nu Cười Cho Em exhibition on social media with hashtag #Experiencesharing #Mangnucoichoem.

Figure 4.3 Participant's post of Experience Sharing challenge



4.2. MEDIA SPONSORS

YBOX and Edu2Review and the media sponsors for this campaign. These organizations are units targeted to become media sponsors for the campaign in the planning section.

Figure 4.4. Media post on YBOX website and fanpage

[BT TT] [HCM] Cơ Hội Nhận Ngay Tổng Giải Thưởng Trị Giá 2,000,000 VNĐ Từ Cuộc Thi Vẽ "Nụ Cười Cho Em Đến Từ Đâu?" Do Dự Án "Mang Nụ Cười Cho Em" Tổ Chức (Miễn Phí Tham Dự)

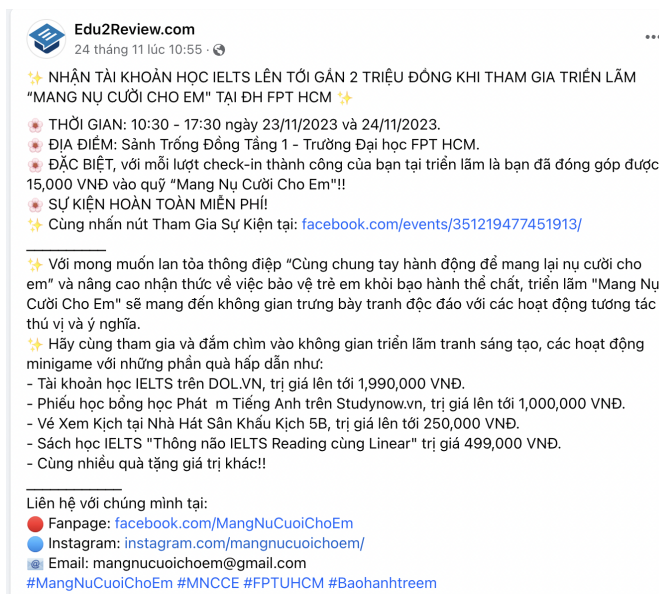


[HCM] Nhận Thưởng Tài Khoản Học IELTS Lên Tới Gần 2 Triệu Đồng Khi Tham Gia Triển Lãm "Mang Nụ Cười Cho Em" Tại ĐH FPT HCM (Miễn Phí Tham Dự)





Figure 4.5. Media post on Edu2Review fanpage




4.3. MEDIA SUPPORT

Campaign has received media support from Multimedia Communications - FPT University HCM fanpage (3,9K followers), Abroad Insider fanpage (34K followers), Company Insider fanpage (36K followers), Company Insider Community (6,9K members), Hội Chăm Học (630,7K members) and many other fanpages and Facebook groups for young people.

Figure 4.6. Media post on Multimedia Communications - FPT University HCM fanpage, Company Insider fanpage, Company Insider Community and Hội Chăm Học group

Multimedia Communications - FPT University HCM
2 Tháng 11 lúc 18:00 · 🌐

[ĐỒ ÁN NGÀNH MC] - DỰ ÁN "MANG NỤ CƯỜI CHO EM" ❤️
Tên đồ án: "Communication campaign to increase awareness among young adults in Ho Chi Minh City about protecting children from physical abuse"
🌟 MỞ KHOA SỨC SÁNG TẠO CỦA BẠN CÙNG CUỘC THI VẼ "NỤ CƯỜI CHO EM ĐẾN TỪ ĐÂU?" 🌟
Hãy dùng ngòi bút của bạn để phát họa nên những suy nghĩ, tâm tư của chính mình về vấn nạn bạo hành trẻ em và gửi về cuộc thi "Nụ Cười Cho Em Đến Từ Đâu?" để cùng nâng cao nhận thức cộng đồng và giành các phần t... [Xem thêm](#)



Company Insider
22 tháng 11 lúc 10:30 · 🌐

[HCM] Nhận Thưởng Tài Khoản Học IELTS Lên Tối Gần 2 Triệu Đồng Khi Tham Gia Triển Lãm "Mang Nụ Cười Cho Em" Tại ĐH FPT HCM (Miễn Phí Tham Dự)

>>>> Xem chi tiết tại: <https://ybox.vn/ldyv1etqulk2y9>
Nhận giải thưởng tài khoản học IELTS lên tới gần 2 triệu đồng khi tham gia triển lãm "Mang Nụ Cười Cho Em" tại Đại học FPT HCM.

Với mong muốn lan tỏa thông điệp "Cùng chung tay hành động để mang lại nụ cười cho em" và nâng cao nhận thức về việc bảo vệ trẻ em khỏi bạo hành thể chất, triển lãm "Mang Nụ Cười Cho Em" sẽ mang đến không gian trưng bày tranh độc đáo với các hoạt động tương tác thú vị và ý nghĩa.
Hãy cùng tham gia và đắm chìm vào không gian triển lãm tranh sáng tạo cùng các hoạt động minigame với những phần quà hấp dẫn như:
Tài khoản học IELTS trên DOL.VN, trị giá lên tới 1.990.000 VNĐ.
Phiếu học bổng học Phát Âm Tiếng Anh trên Studynow.vn, trị giá lên tới 1,000,000 VNĐ.
Vé Xem Kịch tại Nhà Hát Sân Khấu Kịch 5B, trị giá lên tới 250,000 VNĐ.
Sách học IELTS "Thông nã IELTS Reading cùng Linear" trị giá 499,000 VNĐ.
Cùng nhiều quà tặng giá trị khác!

THỜI GIAN: 10:30 - 17:30 ngày 23/11/2023 và 24/11/2023.
ĐỊA ĐIỂM: Sảnh Tầng 1 - Trường Đại học FPT HCM.
ĐẶC BIỆT, với mỗi lượt check-in thành công của bạn tại triển lãm là bạn đã đóng góp được 15,000 VNĐ vào quỹ "Mang Nụ Cười Cho Em"!!
SỰ KIỆN HOÀN TOÀN MIỄN PHÍ!

Liên hệ với dự án tại:
📌 Fanpage: facebook.com/MangNuCuoiChoEm
📌 Instagram: instagram.com/mangnucuoichoem/
📌 Email: mangnucuoichoem@gmail.com

Hội chăm học

Thảo luận Mọi người Sự kiện File phương tiện File

Thủy Nguyễn
22 tháng 11 lúc 14:14 · 🌐

🌟 Nhận tài khoản học IELTS lên tới 2 triệu đồng khi tham gia triển lãm "MANG NỤ CƯỜI CHO EM" tại ĐH FPT HCM 🌟

- ⌚ THỜI GIAN: 10:30 - 17:30 ngày 23/11/2023 và 24/11/2023.
- 📍 ĐỊA ĐIỂM: Sảnh Trống Đồng Tầng 1 - Trường Đại học FPT HCM.
- 🌟 ĐẶC BIỆT, với mỗi lượt check-in thành công của bạn tại triển lãm là bạn đã đóng góp được 15,000 VNĐ vào quỹ "Mang Nụ Cười Cho Em"!!
- 🌟 SỰ KIỆN HOÀN TOÀN MIỄN PHÍ!

🌟 Cùng nhấn nút Tham Gia Sự Kiện tại:
facebook.com/events/351219477451913/

🌟 Với mong muốn lan tỏa thông điệp "Cùng chung tay hành động để mang lại nụ cười cho em" và nâng cao nhận thức về việc bảo vệ trẻ em khỏi bạo hành thể chất, triển lãm "Mang Nụ Cười Cho Em" sẽ mang đến không gian trưng bày tranh độc đáo với các hoạt động tương tác thú vị và ý nghĩa.
🌟 Hãy cùng tham gia và đắm chìm vào không gian triển lãm tranh sáng tạo, các hoạt động minigame với những phần quà hấp dẫn như:
- Tài khoản học IELTS trên DOL.VN, trị giá lên tới **1,990,000 VNĐ**.
- Phiếu học bổng học Phát Âm Tiếng Anh trên Studynow.vn, trị giá lên tới **1,000,000 VNĐ**.
- Vé Xem Kịch tại Nhà Hát Sân Khấu Kịch 5B, trị giá lên tới **250,000 VNĐ**.
- Sách học IELTS "Thông nã IELTS Reading cùng Linear" trị giá **499,000 VNĐ**.
- Cùng nhiều quà tặng giá trị khác!!

Company Insider Community

Thảo luận Mọi người Sự kiện File phương tiện

Đôi Ngoại
22 tháng 11 lúc 10:30 · 🌐

[HCM] Nhận Thưởng Tài Khoản Học IELTS Lên Tối Gần 2 Triệu Đồng Khi Tham Gia Triển Lãm "Mang Nụ Cười Cho Em" Tại ĐH FPT HCM (Miễn Phí Tham Dự)

>>>> Xem chi tiết tại: <https://ybox.vn/ldyv1etqulk2y9>
Nhận giải thưởng tài khoản học IELTS lên tới gần 2 triệu đồng khi tham gia triển lãm "Mang Nụ Cười Cho Em" tại Đại học FPT HCM.

Với mong muốn lan tỏa thông điệp "Cùng chung tay hành động để mang lại nụ cười cho em" và nâng cao nhận thức về việc bảo vệ trẻ em khỏi bạo hành thể chất, triển lãm "Mang Nụ Cười Cho Em" sẽ mang đến không gian trưng bày tranh độc đáo với các hoạt động tương tác thú vị và ý nghĩa.
Hãy cùng tham gia và đắm chìm vào không gian triển lãm tranh sáng tạo cùng các hoạt động minigame với những phần quà hấp dẫn như:
Tài khoản học IELTS trên DOL.VN, trị giá lên tới 1.990.000 VNĐ.
Phiếu học bổng học Phát Âm Tiếng Anh trên Studynow.vn, trị giá lên tới 1,000,000 VNĐ.
Vé Xem Kịch tại Nhà Hát Sân Khấu Kịch 5B, trị giá lên tới 250,000 VNĐ.
Sách học IELTS "Thông nã IELTS Reading cùng Linear" trị giá 499,000 VNĐ.
Cùng nhiều quà tặng giá trị khác!

THỜI GIAN: 10:30 - 17:30 ngày 23/11/2023 và 24/11/2023.

4.4. EXHIBITION EVENT

Mang Nu Cuoi Cho Em exhibition was held for 2 days, November 23 and 24, 2023, attracting 211 participants, reaching 105,5% with objectives (Objectives is 200 participants).



Figure 4.7. Photos of some participants at Mang Nu Cuoi Cho Em Exhibition

Table 4.2: Event agenda

TIME	DURATION	ACTIVITY	DETAILS
DAY 1 - NOV 23			
10:00 - 12:30	2h30	Distribute leaflets	Arrange personnel at the corners of the school to distribute leaflets to students to promote the event.
10:30 - 11:30	1h	Welcome participants	- Welcome event participants. - Instruct them to check-in and participate in event minigames
11:30 - 11:40	10m	Check in	Invite guests participating in the ceremony to take their seats
11:40 - 11:55	15m	Opening	- MC sends greetings, introduces the program, program goals, and activities in the program - Introducing the project's sponsors - Introduce the guests present at the ceremony
11:55 - 12:05	10m	Awards	- Introduction to the drawing contest and its prizes - Announce the winners - Invite sponsors and project's owner to award prizes to winners and take photos
12:05 - 12:15	10m	Closing	- Invite guests to participate in the exhibition's activities - Thank the sponsors and guests for participating in the ceremony - Take photos
12:15 - 17:30	5h15	Welcome participants	- Welcome event participants. - Instruct them to check-in and participate in event minigames
17:30 - 18:00	30m	Clean-up	
DAY 2 - NOV 24			
10:00 - 12:30	2h30m	Distribute leaflets	Arrange personnel at the corners of the school to distribute leaflets to students to promote the event.
10:30 - 17:30	7h	Welcome participants	- Welcome event participants. - Instruct them to check-in and participate in event minigames

17:30 - 18:00	30m	Clean-up	
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Figure 4.8. Event banner led



Figure 4.9. Event standees and leaflets



Figure 4.10. Event booths

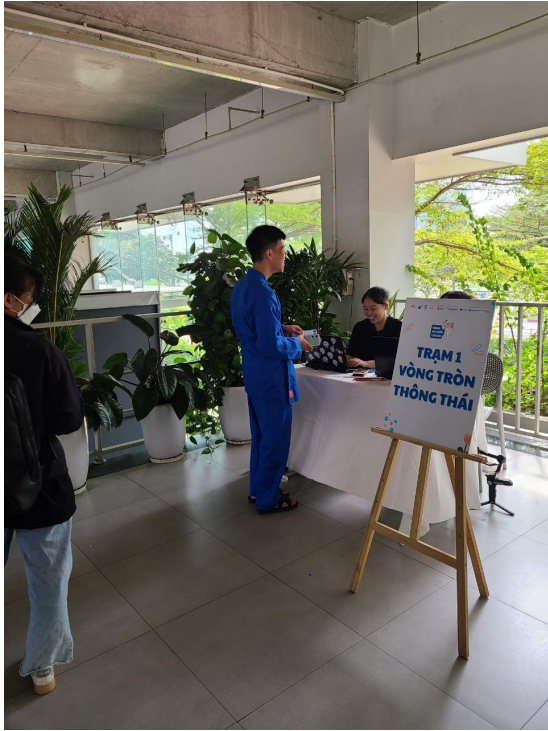


Figure 4.11. Event check-in



4.5. FEEDBACK

Participants in the Mang Nu Cui Cho Em exhibition gave feedback about the exhibition. Most people rated the overall experience at the exhibition very well. The gallery space and minigame activities were all useful, contributing to increasing awareness of the importance of protecting children from physical abuse.

What impressed the participants was that the paintings at the exhibition were colorful, impressive, and meaningful. Participants received cute, attractive gifts such as teddy bears, stickers, English scholarship vouchers, theater tickets, etc. Most people also gave positive reviews about the enthusiastic and friendly staff of the exhibition.

Figure 4.12. Survey results about participants' evaluation of the event overview

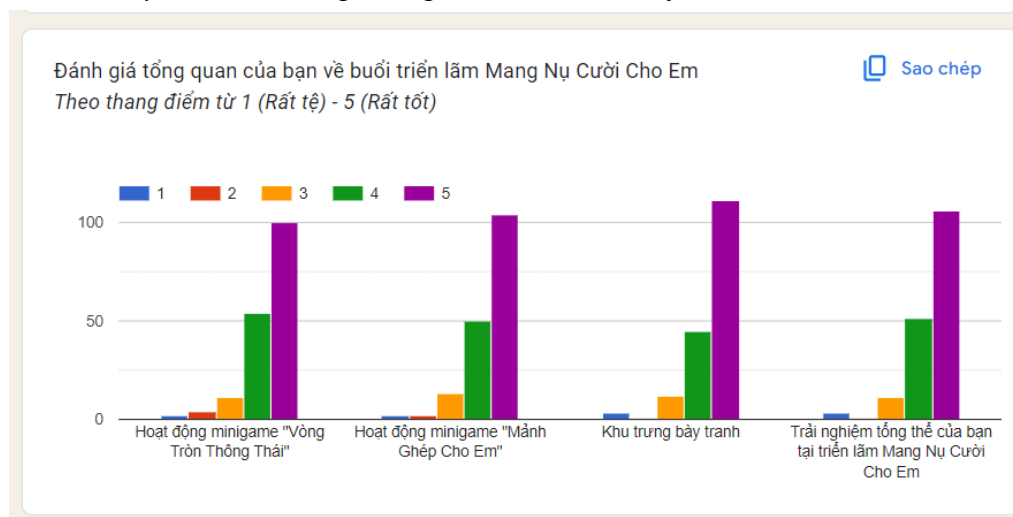
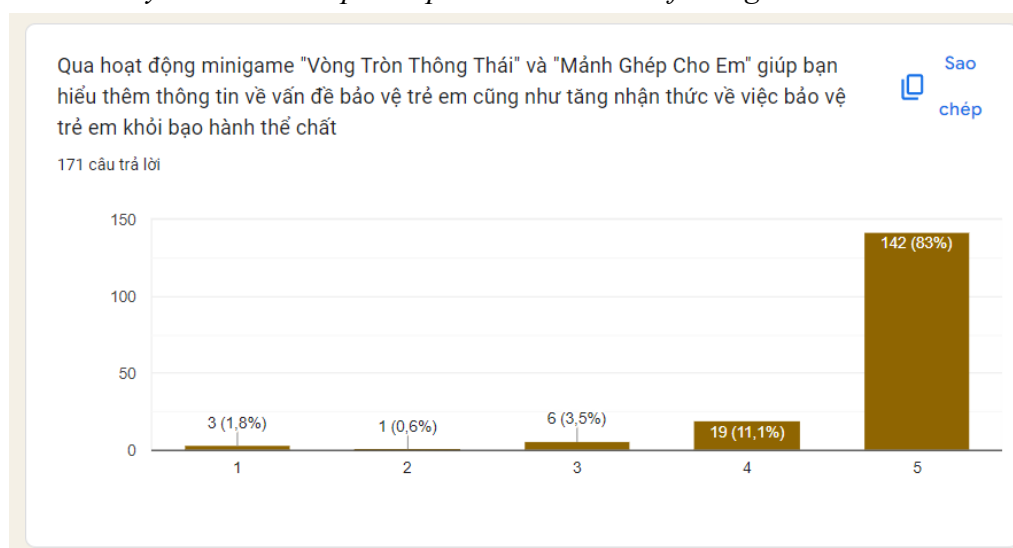
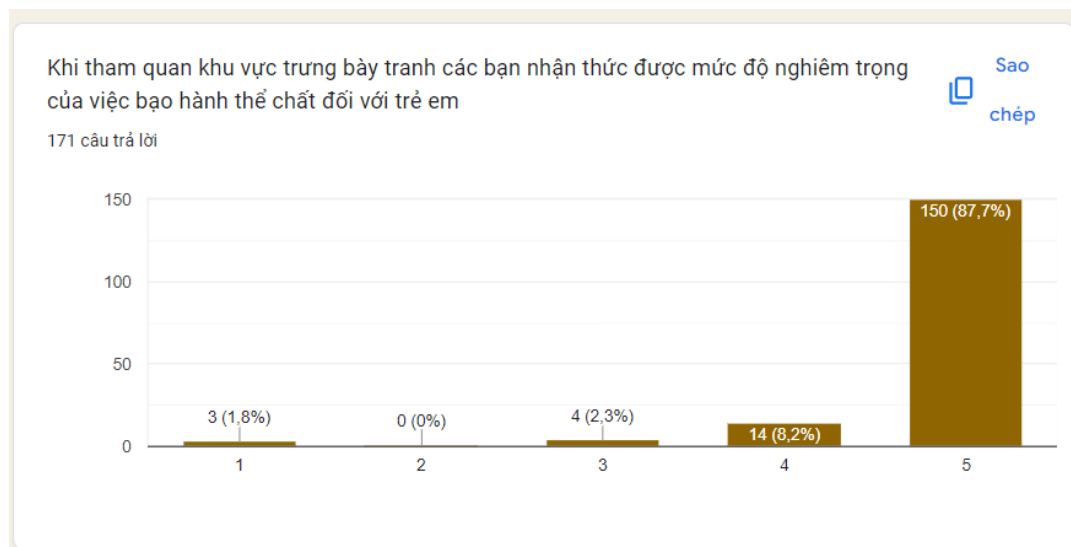


Figure 4.13. Survey results about participants' evaluation of minigame activities



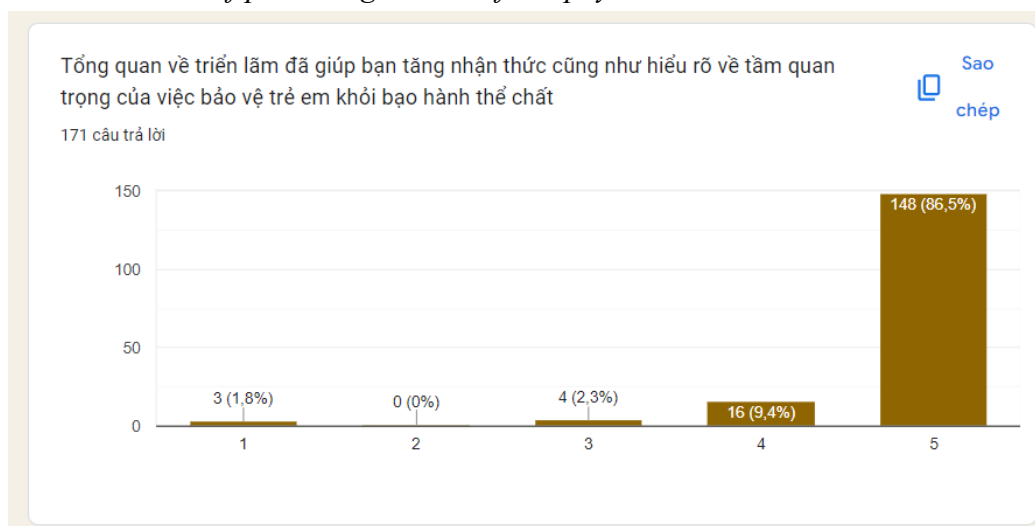
83% of participants rated 5/5 points, 11.1% of participants rated 4/5 points, saying that minigame activities at the exhibition helped them understand more about information and increase awareness of child protection from physical abuse.

Figure 4.14. Survey results about participants' evaluation of their child physical abuse awareness level



87.7% of participants rated 5/5 points, 8.2% of participants rated 4/5 points, saying that visiting the painting display area at the exhibition helped them realize the seriousness of physical abuse of children.

Figure 4.15. Survey results about participants' evaluation of the event overview helped increase their awareness of protecting children from physical abuse



86.5% of participants rated 5/5 points, 9.4% of participants rated 4/5 points, saying that the overall exhibition helped them increase awareness and understand the importance of protecting children from physical abuse.

4.6. ACTUAL COST

Details are in Appendix D table.

Table 4.3. Campaign's actual cost

ACTUAL COST	
Category	Total Amount
Social Media	2.000.000 đ
Exhibition	9.461.000 đ
Donation Fund	5.775.000 đ
Crisis reserve	1.723.600 đ
Total	18.959.600 đ

CHAPTER V. CONCLUSION

After more than two months of operation, the "Mang Nụ Cười Cho Em" campaign has contributed to bringing benefits to children's safety through events and activities that fit within the campaign's framework and aim to raise awareness among young adults in Ho Chi Minh City about protecting children from physical abuse. In order to increase the campaign's virality, the campaign team must address its weaknesses, highlight the things that have been done well, and recommend the next steps for the campaign. Consequently, Chapter Conclusion will have 4 sections: Key highlights are in the first section, Limitations are in the second, Lessons - learnt are in the third, and recommendations are in the final section.

5.1. KEY HIGHLIGHTS

The "Mang Nụ Cười Cho Em" campaign has achieved all of the objectives that were set forth for its online and offline events. Eight companies that are sponsors, media sponsors, and companion partners also provided companionship and support to the campaign. The viral video of the campaign has garnered over 200 shares and nearly 15,000 views, while the drawing competition “Nụ Cười Cho Em Đến Từ Đâu?” has successfully attracted 266 valid votes. These notable achievements underscore the well-planned and executed nature of the campaign, demonstrating substantial support from the target audience. Consequently, the campaign exhibits considerable potential for further development in the future.

5.2. LIMITATIONS

While the campaign successfully attained its predetermined objectives and encountered relatively minor issues during the implementation of budgetary, human resource, and risk management estimates, it is imperative to acknowledge its inherent limitations. Notably, with respect to social media, despite accomplishing the stipulated goals, the campaign has yet to harness the potential of the Instagram sub-platform to maximize the campaign's outreach.

In the context of the event, the decision to conduct the exhibition in an open space, coupled with inadequacies in the supervision of participant care, resulted in suboptimal experiences for certain attendees. The identification of these limitations underscores the need for a comprehensive assessment and resolution of operational inefficiencies within the campaign. Consequently, the team must carefully scrutinize and rectify these issues to enhance the overall effectiveness of the campaign.

5.3. LESSON - LEARNT

Following the execution of the campaign, the team has garnered insights conducive to overcoming challenges and enhancing future endeavors. The identified constraints primarily stem from deficiencies in the team's operational proficiency, necessitating a concerted effort towards skill cultivation in this domain. Therefore, it is imperative to augment competence in this domain through dedicated cultivation, thereby establishing a robust groundwork for the campaign's future development.

In the exhibition planning phase, the "Mang Nụ Cười Cho Em" campaign has yet to ascertain the optimal engagement of the audience in its activities. It is imperative to exercise greater diligence in scheduling events, with particular attention to the temporal considerations involved. The duration required to fully partake in all event activities is estimated to be between 10 to 15 minutes, a timeframe that exceeds the current 15-minute break duration allocated by FPT University. Consequently, the campaign has encountered challenges in motivating participants to actively engage in the entirety of the exhibition.

To address this issue effectively, future iterations of the campaign can benefit from meticulous preparation, involving the implementation of surveys that probe into the audience's temporal constraints and willingness to participate in events. Such data-driven insights can inform more judicious event planning, thereby aligning the campaign's schedule with the preferences and availability of the target audience.

5.4. RECOMMENDATIONS

Drawing insights from the campaign outcomes and the lessons learned, the ensuing recommendations are proffered promptly to enhance the efficacy of the forthcoming campaign endeavors.

The project will persist in the augmentation of digital media platforms, with a particular emphasis on the Instagram platform, renowned for its extensive follower base and diverse demographic appeal. During the preceding phase, the team encountered challenges in social media communication and underutilized the potential of collaborative partners. In the subsequent phase, strategic efforts will be undertaken to forge collaborations with KOLs and partners who share a thematic focus on protecting children from violence. This collaborative approach aims to amplify and cultivate the inherent values that the team endeavors to impart to a wider audience.

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APPENDICES

Appendix A: Campaign KPIs calculation

According to statistics, there are about 1,4 million people aged 18 - 26 living in Ho Chi Minh City (Chung, 2023).

Since over 80% of ad sets analyzed had an audience saturation lower than 5% (Sotrender, 2022), a good On-target percentage reach goal is 5%. Therefore, the number of target audiences this campaign needs to reach is: $1,400,000 \times 5\% = 70,000$ (person).

Targeting an appropriate audience with existing brand awareness, an optimal average view frequency of approximately 1 is recommended, as this prevents viewers from encountering the same advertisement repeatedly, thereby mitigating the risk of ad fatigue. For new viewers, a slightly elevated average view frequency is advisable (DashThis, 2023).

In the context of this campaign, it is proposed to adopt an average view frequency of 1.5. Consequently, the total reach of the campaign can be calculated as follows:

Total Reach = $70,000 \times 1.5 = 105,000$ (reach).

Engagement Rate = Total Engagements/Reaches

-> Total Engagements = Engagement Rate x Reaches

According to digital marketing agency Aamplify, an engagement rate between 1% - 2% is good. Therefore, "Mang Nụ Cười Cho Em" campaign will take 2% as the engagement rate number that needs to achieve.

=> Total Engagements = $2\% \times 105,000 = 2,100$ (engagements)

Appendix B: Potential Sponsors/Partners

STT	ĐỐI TƯỢNG	LĨNH VỰC	TÊN	CONTACT
1	NHÀ TÀI TRỢ	Đồ chơi	Baby Của Tôi	https://www.facebook.com/babycuatoi babycuatoi.vn@gmail.com
2	NHÀ TÀI TRỢ	Đồ chơi	FunnyLand	https://www.facebook.com/funnyland.vn/ csfunnyland@goldenkids.com.vn
3	NHÀ TÀI TRỢ	Đồ chơi	Haste	https://www.facebook.com/hastestore?locale=vi_VN hastestore.sg@gmail.com
4	NHÀ TÀI TRỢ	Đồ chơi	Kids Center	https://www.facebook.com/Teopstorevn linfo@kidscenter.vn
5	NHÀ TÀI TRỢ	Đồ chơi	Lego	https://www.facebook.com/clblegovietnam?locale=vi_VN clblegovietnam@viettinhanh.com.vn
6	NHÀ TÀI TRỢ	Đồ chơi	My Kingdom	https://www.facebook.com/mykingdomvn?locale=vi_VN hotro@mykingdom.com.vn
7	NHÀ TÀI TRỢ	Đồ chơi	Quà tặng tình yêu	https://www.facebook.com/shopqttinhyeu?locale=vi_VN Cangtg@gmail.com

8	NHÀ TÀI TRỢ	Đồ chơi	tiNiStore	https://www.facebook.com/VN.Tinistore cs.tinistore@nkidgroup.com
9	BẢO TRỢ TRUYỀN THÔNG	Giày	Bitis	https://www.facebook.com/bitishunter
10	NHÀ TÀI TRỢ	Nhà sách/Văn phòng phẩm	FAHASA	https://www.facebook.com/fahasa.nhasach?locale=vi_VN fahasa-sg@fahasa.com.vn
11	NHÀ TÀI TRỢ	Nhà sách/Văn phòng phẩm	Nhà sách Cá Chép	https://www.facebook.com/cachep.vn?locale=vi_VN contact@cachep.vn
12	NHÀ TÀI TRỢ	Nhà sách/Văn phòng phẩm	Nhà sách Minh Khai	https://www.facebook.com/fanpage.minhkhai bookstore?locale=vi_VN mk.book@minhkhai.com.vn
13	NHÀ TÀI TRỢ	Nhà sách/Văn phòng phẩm	Nhà sách Phương Nam	https://www.facebook.com/nhasachphuongnam?locale=vi_VN hotro@nhasachphuongnam.com
14	NHÀ TÀI TRỢ	Nước giải khát	Lavie	https://www.facebook.com/LaVie
15	NHÀ TÀI TRỢ	Nước giải khát	Pepsi	https://www.facebook.com/Pepsivietnam
16	NHÀ TÀI TRỢ	Nước giải khát	Pocari Sweat	https://www.facebook.com/pocarivietnam?locale=vi_VN info@pocarisweat.com.vn
17	NHÀ TÀI TRỢ	Quần áo cho trẻ em	AVAKids	https://www.facebook.com/avakidscom cshk@avakids.com
18	NHÀ TÀI TRỢ	Quần áo cho trẻ em	Bibomart	https://www.facebook.com/BiBoMart.com.vn info@bibomart.com.vn
19	NHÀ TÀI TRỢ	Quần áo cho trẻ em	KB Kids	https://www.facebook.com/kbkids263 94linhlinh@gmail.com
20	NHÀ TÀI TRỢ	Quần áo cho trẻ em	Ken Kids Fashion	https://www.facebook.com/KenKidsFashionLive?locale=vi_VN thuyvyphan979@gmail.com

21	HỖ TRỢ TRUYỀN THÔNG	Snack	Kido	info@kdc.vn
22	HỖ TRỢ TRUYỀN THÔNG	Snack	Lay's	https://www.facebook.com/LaysVietnam?locale=vi_VN vnlays@gmail.com
23	HỖ TRỢ TRUYỀN THÔNG	Snack	Orion	https://www.facebook.com/OrionVietnam?locale=vi_VN orionhcm@orionworld.com
24	NHÀ TÀI TRỢ	Thực phẩm cho trẻ em	NutiFood	https://www.facebook.com/nutifoodvietnam nutifood@nutifood.com.vn
25	NHÀ TÀI TRỢ	Thực phẩm cho trẻ em	Vinamilk	https://www.facebook.com/vinamilkofficial vinamilk@vinamilk.com.vn
26	HỖ TRỢ TRUYỀN THÔNG	Thức uống	Milo	https://www.facebook.com/milovietnam
27	NHÀ TÀI TRỢ	Tổ chức hoạt động vui chơi/giảng dạy cho trẻ em	Cáo Kidsplay Solutions	https://www.facebook.com/caokidsplay Admin@caokidsplay.com
28	NHÀ TÀI TRỢ	Tổ chức hoạt động vui chơi/giảng dạy cho trẻ em	Dream Kids	https://www.facebook.com/profile.php?id=100088677858223&locale=vi_VN online.marketing@dreamgames.com.vn
29	HỖ TRỢ TRUYỀN THÔNG	Tổ chức hoạt động vui chơi/giảng dạy cho trẻ em	Global Art	https://www.facebook.com/GlobalArtVietnam?locale=vi_VN info@globalart.vn
30	HỖ TRỢ TRUYỀN THÔNG	Tổ chức hoạt động vui chơi/giảng dạy cho trẻ em	Hướng đạo sinh Sài Gòn	https://www.facebook.com/saigonscouts.org/?locale=vi_VN

31	HỖ TRỢ TRUYỀN THÔNG	Tổ chức hoạt động vui chơi/giảng dạy cho trẻ em	Kids Camp Plus	https://www.facebook.com/khuvuichoitreem hcm munch.vina@gmail.com
32	HỖ TRỢ TRUYỀN THÔNG	Tổ chức hoạt động vui chơi/giảng dạy cho trẻ em	Kumon	https://www.facebook.com/PhuongPhapKumon?locale=vi_VN enquiry@kumon.com.vn
33	HỖ TRỢ TRUYỀN THÔNG	Tổ chức hoạt động vui chơi/giảng dạy cho trẻ em	tiNiWorld	https://www.facebook.com/tiNiWorld info@tiniworld.com
34	HỖ TRỢ TRUYỀN THÔNG	Tổ chức hoạt động vui chơi/giảng dạy cho trẻ em	Titan Education	https://www.facebook.com/titaneducation?l ocale=vi_VN info@titan.edu.vn
35	HỖ TRỢ TRUYỀN THÔNG	Tổ chức hoạt động vui chơi/giảng dạy cho trẻ em	TOMATO Children's Home	https://www.facebook.com/TruongTOMAT O?locale=vi_VN info@tomato.edu.vn
36	HỖ TRỢ TRUYỀN THÔNG	Tổ chức hoạt động vui chơi/giảng dạy cho trẻ em	Trung Tâm Phát Triển Kỹ Năng Trẻ KidsCre8tive	https://www.facebook.com/KidsCre8tive?lo cale=vi_VN kidscre8tive@gmail.com
37	HỖ TRỢ TRUYỀN THÔNG	Tổ chức hoạt động vui chơi/giảng	VUS	https://www.facebook.com/AnhvanhoiViet My.VUS

		dạy cho trẻ em		
38	HỖ TRỢ TRUYỀN THÔNG	Trà	C2	https://www.facebook.com/c2life?locale=vi_VN info@urcvn.com
39	HỖ TRỢ TRUYỀN THÔNG	Trung tâm bảo trợ trẻ em	Làng trẻ em SOS	https://www.facebook.com/soschildrensvillagesVietnam?locale=vi_VN office@sosvietnam.org
40	BẢO TRỢ TRUYỀN THÔNG	Truyền thông	advertising VN	https://www.facebook.com/advertisingvietnamcom Mail: info@advertisingvietnam.com
41	BẢO TRỢ TRUYỀN THÔNG	Truyền thông	brandsvietnam	https://www.facebook.com/BrandsVietnam
42	HỖ TRỢ TRUYỀN THÔNG	Truyền thông	CLB Truyền thông Cóc Sài Gòn	https://www.facebook.com/cocsaigonfuhcm?locale=vi_VN csg.fptuhcm@gmail.com
43	HỖ TRỢ TRUYỀN THÔNG	Truyền thông	Đài Phát Thanh	https://www.facebook.com/daiphathanh.sound contact.cotdien@gmail.com
44	HỖ TRỢ TRUYỀN THÔNG	Truyền thông	FPT Arena	https://www.facebook.com/fpt.arena?locale=vi_VN tuyensinh.arena@fpt.edu.vn
45	HỖ TRỢ TRUYỀN THÔNG	Truyền thông	FPT Around	https://www.facebook.com/fptaround?locale=vi_VN daihoc.hcm@fpt.edu.vn
46	HỖ TRỢ TRUYỀN THÔNG	Truyền thông	FPT Polytechnic	https://www.facebook.com/fpt.poly?locale=vi_VN caodang@fpt.edu.vn
47	HỖ TRỢ TRUYỀN THÔNG	Truyền thông	Hoa Học Trò	https://www.facebook.com/hoahoctro.vn hoahoctro@baotienphong.com.vn
48	HỖ TRỢ TRUYỀN THÔNG	Truyền thông		https://www.facebook.com/insightmatlongngoafanpage @gmail.com
49	BẢO TRỢ TRUYỀN THÔNG	Truyền thông	lotus	https://www.facebook.com/groups/fundingmarketplace/permalink/857041768961359/

50	HỖ TRỢ TRUYỀN THÔNG	Truyền thông		https://www.facebook.com/Mec.Fptuhcm mec.fptuhcmc@gmail.com
51	HỖ TRỢ TRUYỀN THÔNG	Truyền thông	NXB Kim Đồng	https://www.facebook.com/nxbkimdong?locale=vi_VN info@nxbkimdong.com.vn
52	HỖ TRỢ TRUYỀN THÔNG	Truyền thông	S Communicati on	https://www.facebook.com/scoms.ueh?locale=vi_VN contact@scommunicationsgroup.com
53	BẢO TRỢ TRUYỀN THÔNG	Truyền thông	Sao star	https://www.facebook.com/saostar.vn/
54	BẢO TRỢ TRUYỀN THÔNG	Truyền thông	Truyền thông REC	https://www.facebook.com/truyenthongrec
55	BẢO TRỢ TRUYỀN THÔNG	Truyền thông	Trường người ta	https://www.facebook.com/groups/TruongNguoiTa
56	BẢO TRỢ TRUYỀN THÔNG	Truyền thông	Tuổi trẻ	https://www.facebook.com/baotuoitre tto@tuoitre.com.vn
57	HỖ TRỢ TRUYỀN THÔNG	Truyền thông	Vietcetera	https://www.facebook.com/vietcetera?locale=vi_VN team@vietcetera.com
58	BẢO TRỢ TRUYỀN THÔNG	Truyền thông	YAN Kids	https://www.facebook.com/YANKids?locale=vi_VN booking@yan.vn
59	BẢO TRỢ TRUYỀN THÔNG	Truyền thông	yantv	https://www.facebook.com/yantv/
60	HỖ TRỢ TRUYỀN THÔNG	Truyền thông	YBox	https://www.facebook.com/ybox.vn?locale=vi_VN business@ybox.vn
61	HỖ TRỢ TRUYỀN THÔNG	Trường tư	Trường quốc tế iSchool	https://www.facebook.com/ischoolvn?locale=vi_VN info@ischool.edu.vn
62	HỖ TRỢ TRUYỀN THÔNG	Trường tư	Trường quốc tế The	https://www.facebook.com/TheAmericanSchoolTAS?locale=vi_VN marketing@tas.edu.vn

			American School	
63	NHÀ TÀI TRỢ	Văn phòng phẩm cho trẻ em	Concung	https://www.facebook.com/concung cskh@concung.com
64	NHÀ TÀI TRỢ	Văn phòng phẩm cho trẻ em	Kids Plaza	https://www.facebook.com/kidsplaza.com.vn contact@kidsplaza.vn
65	NHÀ TÀI TRỢ	Văn phòng phẩm cho trẻ em	Mẹ và bé	https://www.facebook.com/BProtectedVietnam?mibextid=ZbWKwL contact@intershop.com.vn
66	NHÀ TÀI TRỢ	Văn phòng phẩm cho trẻ em	Shop Bé Con	https://www.facebook.com/dososinh.shopbecon?mibextid=ZbWKwL shopbecons@gmail.com
67	NHÀ TÀI TRỢ	Văn phòng phẩm cho trẻ em	Shop Thiên Đường Trẻ Thơ	https://www.facebook.com/shopthienduongtretho?mibextid=ZbWKwL tuyetpham@thienduongtretho.com
68	NHÀ TÀI TRỢ	Văn phòng phẩm cho trẻ em	Shoptretho	https://www.facebook.com/shoptretho cskh@knic.vn
69	NHÀ TÀI TRỢ	Văn phòng phẩm cho trẻ em	TUT Corner	https://www.facebook.com/familybaby88?mibextid=ZbWKwL trantut2001@gmail.com
70	NHÀ TÀI TRỢ	Văn phòng phẩm cho trẻ em	TutieCare	https://www.facebook.com/TuticareVietnam/ tuticare@veesano.com

Appendix C: Estimated Budget

ESTIMATED BUDGET				
Category	No.	Name	Estimated price	Note
Social Media	1	Collaborators	400.000 đ	
	2	Online drawing contest prizes	2.000.000 đ	
Exhibition	1	Printing media publications	5.000.000 đ	
	2	Display items	5.000.000 đ	
	3	Delivering display items	500.000 đ	
	4	Staff	2.000.000 đ	

	5	Minigame cost	1.000.000 đ	
	6	Meals	1.000.000 đ	
Viral Clip	1	Editor	1.000.000 đ	
Donation Fund	1	Donation	5.000.000 đ	
Other	1	Crisis reserve	2.290.000 đ	
		Total	25.190.000 đ	

Appendix D: Actual cost

No	Category	Item	Unit	Unit Cost	Amount	Total Amount
1	Social Media	Online drawing contest 1st prize	Prize	800.000 đ	1	800.000 đ
2		Online drawing contest 2nd prize	Prize	600.000 đ	1	600.000 đ
3		Online drawing contest 3th prize	Prize	400.000 đ	1	400.000 đ
4		Online drawing contest 4th prize	Prize	200.000 đ	1	200.000 đ
1	Exhibition	Standeers	Item	160.000 đ	2	320.000 đ
2		Leaflets	Item	600 đ	500	300.000 đ
3		Hashtags	Item	55.000 đ	3	165.000 đ
4		Delivering fees	Trip	160.000 đ	1	160.000 đ
5		Drinks & cookies	Portion	8.000 đ	50	400.000 đ
6		Backdrop	Backdrop	2.025.000 đ	1	2.025.000 đ
7		Check-in booth board	Board	65.000 đ	1	65.000 đ
8		Minigame booth board	Board	65.000 đ	3	195.000 đ
9		Minigame gifts	Set	10.000 đ	200	2.000.000 đ
10		Decoration	Set	637.000 đ	1	637.000 đ
11		Minigame items	Set	252.000 đ	1	252.000 đ
12		Staff's meals	Portion	30.000 đ	28	840.000 đ
13		MC	Person	200.000 đ	1	200.000 đ
14		Flowers	Item	160.000 đ	5	800.000 đ

15		Exhibition paintings	Item	65.000 đ	10	650.000 đ
16		Speaker & micro	Device	400.000 đ	1	400.000 đ
17		Special fee	Set	52.000 đ	1	52.000 đ
1	Donation Fund	Donation	Fund	5.775.000 đ	1	5.775.000 đ
1	Other	Crisis reserve		1.723.600 đ	1	1.723.600 đ
		TOTAL		18.959.600 đ		