CAPSTONE PROJECT

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Onlive

đánh số từng trang

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Communication campaign for ON Live project

Exclusive content on livestreaming platform of VTVcab

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Project introduction **Problem Identification** **The Statement of The Capstone** **Project boundary**

Vietnam Cable Television Corporation

VTVcab

Vietnam Interactive Television Joint Stock Company - VTVlive is a member of Vietnam Cable Television Corporation - VTVcab, operating in the fields of: Investment in infrastructure development and business of Internet Protocol interactive television services Television IPTV

- 30 years of formation and development.
- Extensive network in 63 provinces and cities with modern offices across the country.
- The total number of employees nationwide is about 3,500 people.
- Revenue and profits grow steadily every year.

Source:dichvu.vtvcab.vn

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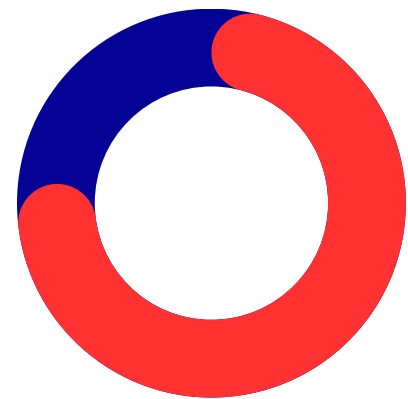
Project introduction   Problem Identification   The Statement of The Capstone   Project boundary

✓ **"Promoting brands"**

✓ **"Establishing communities"**

✓ **"Enhancing interaction"**

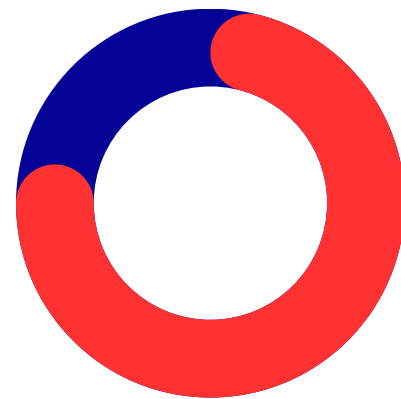Project introduction   **Problem Identification**   The Statement of The Capstone   Project boundary
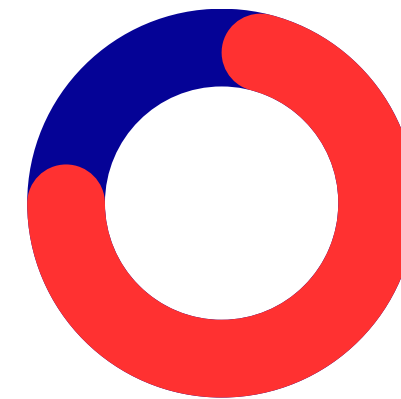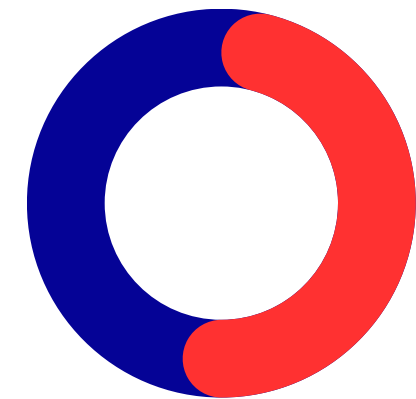
High Internet Penetration

77.93 million internet users in Vietnam (January 2023).
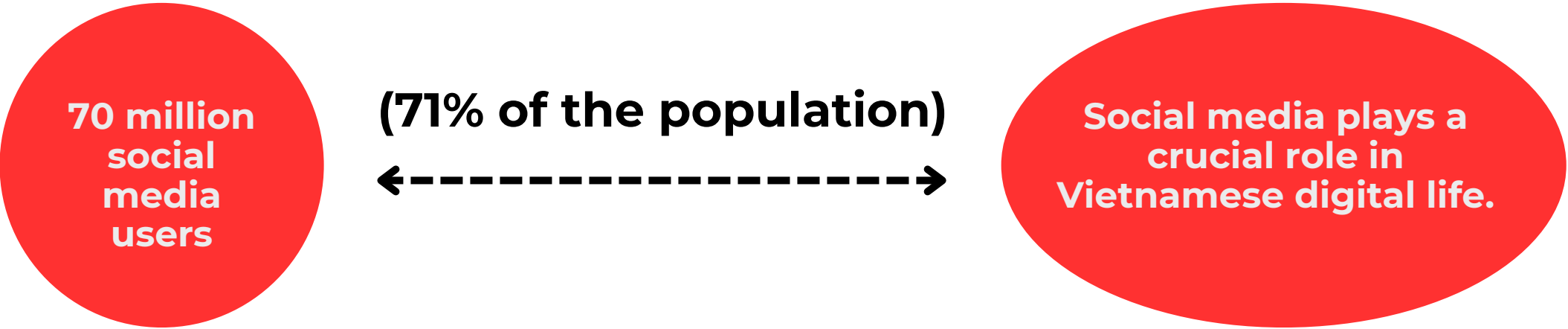
79.1% internet usage penetration rate.

Vietnamese users spend 6 hours 23 minutes on the internet daily.

55.4% of internet usage occurs on mobile devices.

Project introduction   Problem Identification   The Statement of The Capstone   Project boundary

Dominant Social Media

70 million social media users

(71% of the population)

Social media plays a crucial role in Vietnamese digital life.

Project introduction   Problem Identification   The Statement of The Capstone   Project boundary

Live Streaming Popularity

1

Live streaming is a preferred online interaction method.

2

Live streaming technology has advanced, offering smoother experiences.

3

Users actively interact with live content through likes, comments, and reactions.

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS

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Popular Content Categories

62%

Shopping

49%

Entertainment

46%
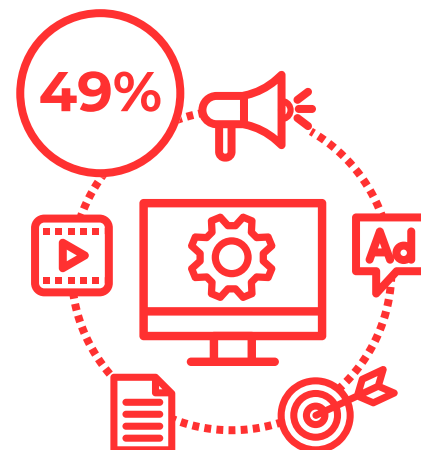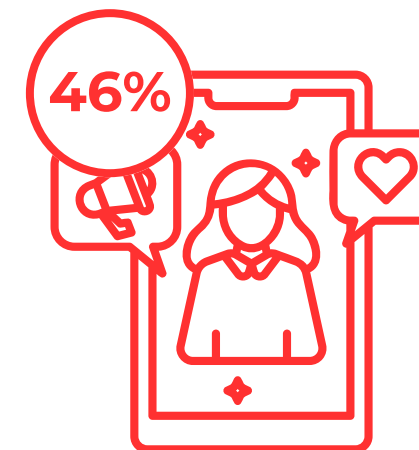
Beauty

Other interests include physical health, mental health, lifestyle, and sports products.

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Company

VTVlive

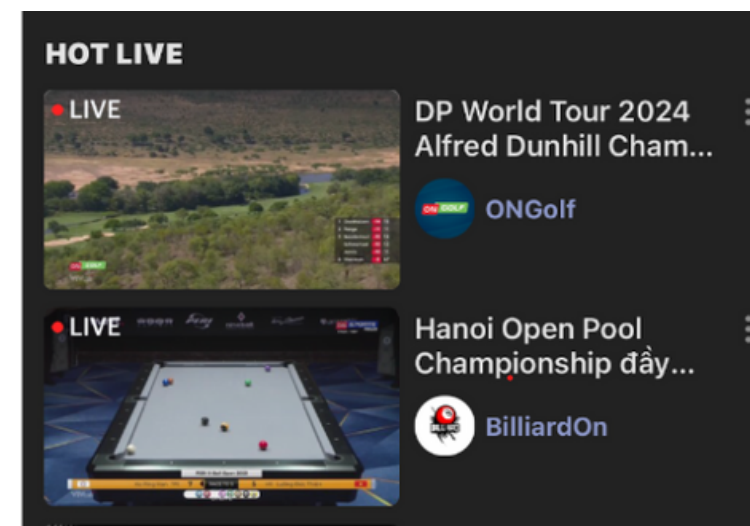- thay ảnh

ON Live

Key characteristics

➡ Overall, ON Live aims to be a leading interactive live streaming platform with unique features, exclusive content, and a focus on user engagement.
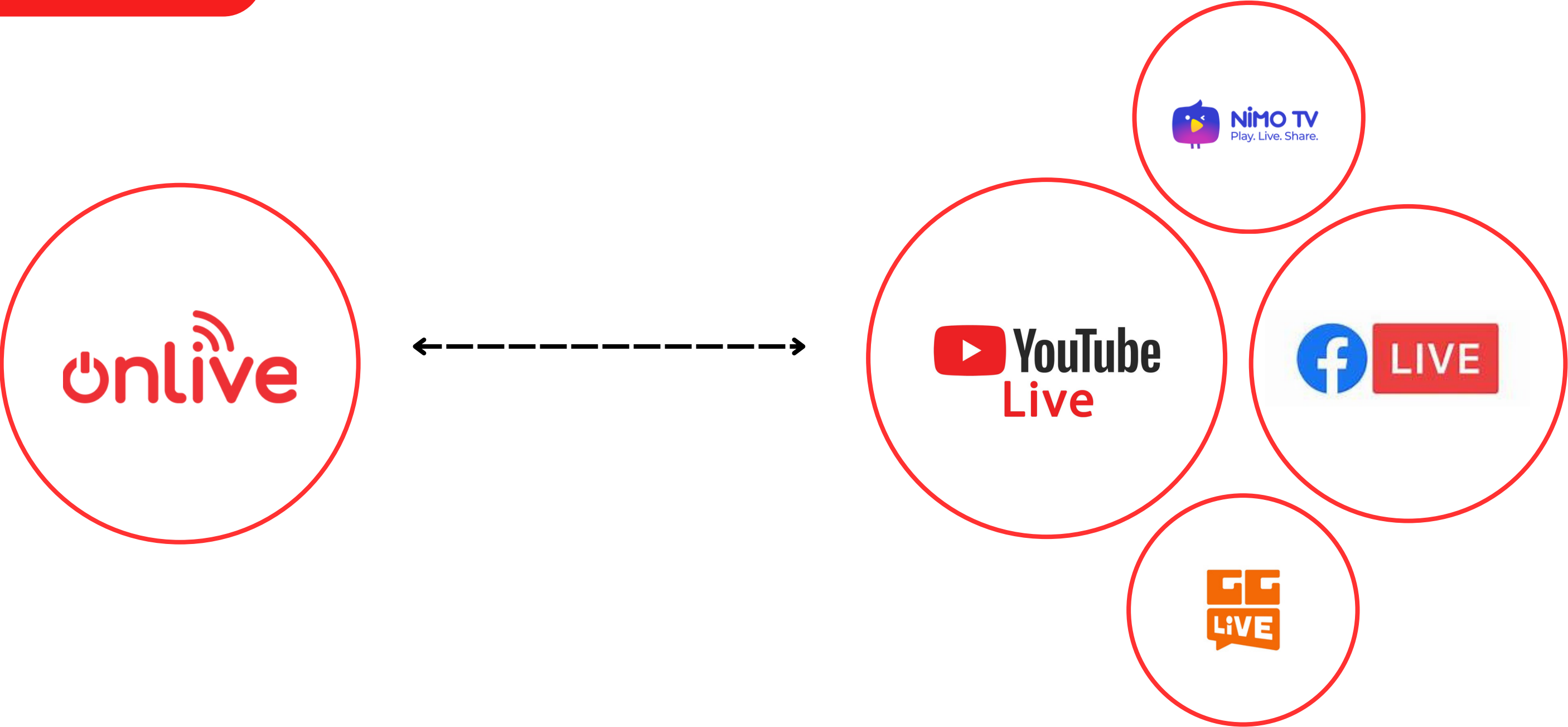
INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS

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COMPETITORS

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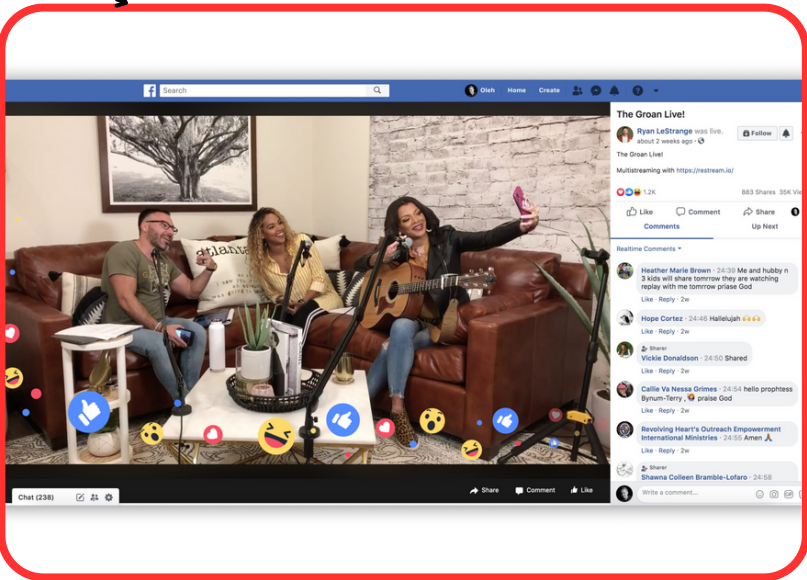
COMPETITORS

These platforms present both direct and indirect competition for ON Live, requiring it to differentiate itself through unique features, exclusive content, and engaging user experiences.

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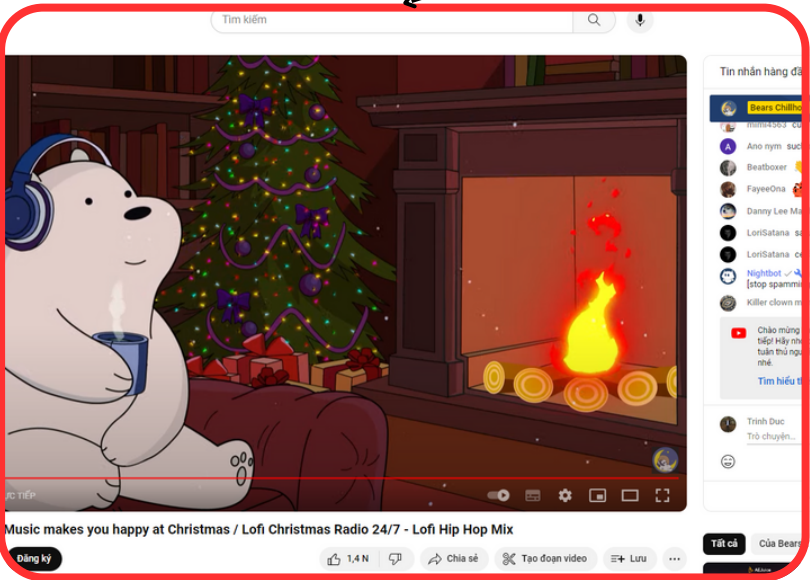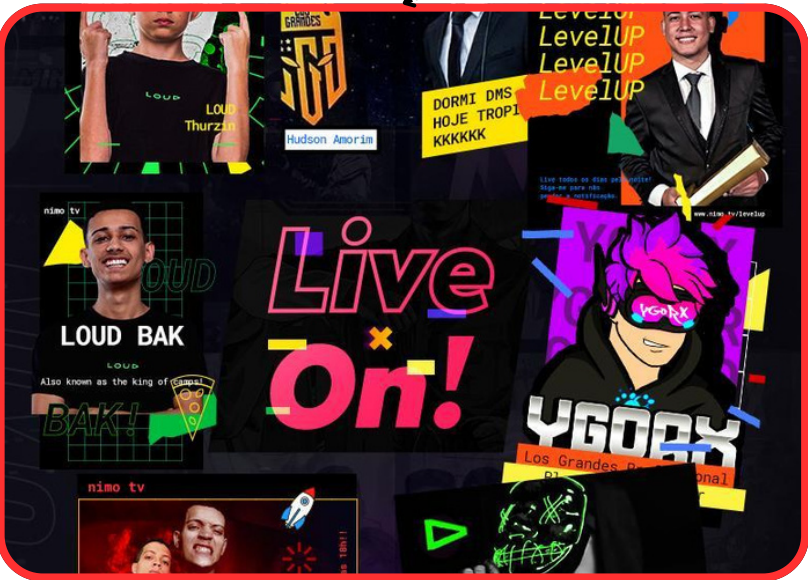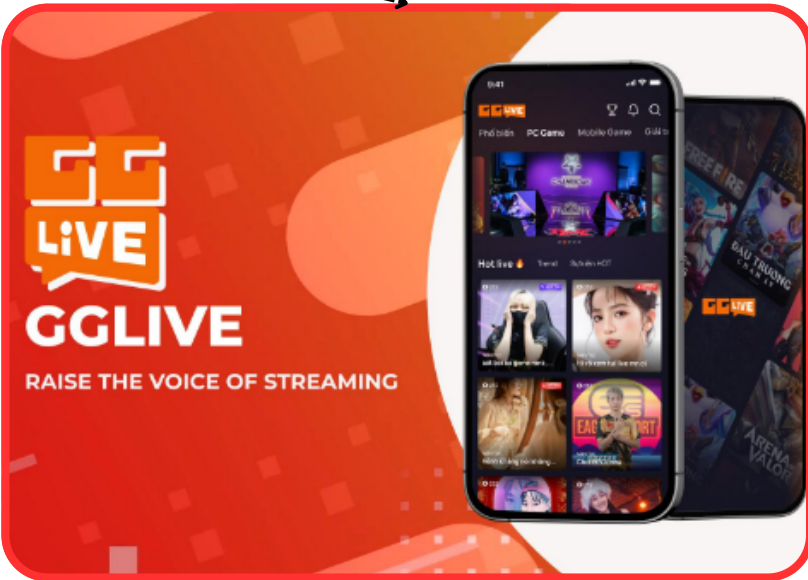## Reasons for choosing the project

Passion for Live Streaming: The team has a strong interest in the live streaming industry and its trends.

Research and Understanding: Extensive research has been conducted to grasp the preferences of young audiences and the landscape of live streaming platforms.

Opportunity: VTVlive's ON Live platform is entering its open beta phase, providing a unique opportunity to contribute to its success.

Partnership: VTVlive has granted the team the opportunity to participate in the project and develop communication strategies.

Campaign Goal: To increase ON Live's visibility and recognition on social media platforms**.**

Planned Activities: The team proposes a three-month campaign with diverse activities, including content creation, events, influencer partnerships, public relations, and other relevant initiatives.

Application of Learning: The project allows the team to apply their knowledge and skills gained in FPT University's Multimedia Communication program.

Project introduction | Problem Identification | **The Statement of The Capstone** | Project boundary

Problems

Low Visibility and Awareness:
- Lack of user awareness and low platform visibility.
- Difficulty convincing users to switch from established platforms.
- Perception of unreliability and lack of trust.

Resource Constraints:
- Limited human and financial resources to manage and develop the platform.
- Need for professional personnel to ensure smooth operation and launch.

Content and Platform Issues:
- Uninteresting and insufficient content to attract users actively.
- Legacy of AfreecaTV's focus on BJs over platform features, leading to disadvantage compared to competitors.
- Lack of interactive features and scripts, hindering user engagement.

Market Uncertainty and Communication:
- Unclear user base and preferences due to limited data.
- Underdeveloped communication channels for ON Live and VTVlive.
- Need for effective communication strategy to reach target audience.

⇢ These identified problems highlight the need for a comprehensive communication campaign to address ON Live's weaknesses and promote its strengths to become a successful live streaming platform.

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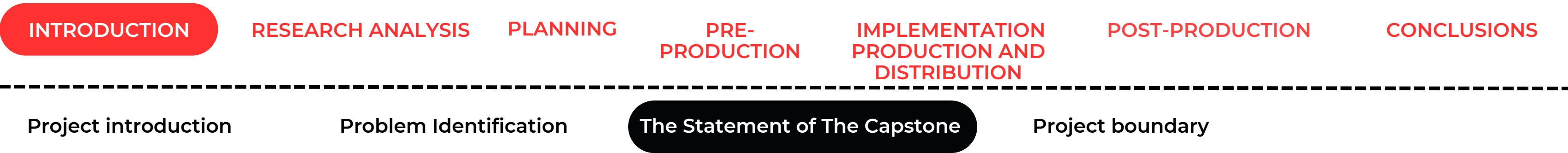
SOLUTIONS

Campaign Objectives

- Increase ON Live's coverage and brand identity.
- Position ON Live as the go-to platform for copyrighted sports, esports, and entertainment content.
- Highlight ON Live's unique features and interactive activities.
- Attract streamers and viewers with high-quality content and engaging experiences.

Key Strategies

- Content Specialisation: Focus on exclusive and high-quality content in sports, esports, and entertainment.
- Interactive Activities: Implement engaging features and incentives to encourage user participation.
- Credibility Building: Develop a secure platform with exceptional user experience.
- Public Perception: Promote ON Live as a new, active, and diverse platform.
- Streamer Support: Attract and empower streamers to create engaging content.
- Market Competition: Differentiate ON Live by emphasising its strengths and unique features.

Campaign Outcome

- Position ON Live as a leading live streaming platform.
- Expand ON Live's audience base and attract both streamers and viewers.
- Achieve a successful platform launch and ensure long-term growth.

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Community Building

Event Support

Campaign Performance Evaluation

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BOUNDARY

Project Deliverables:

- Content calendar and assets (e.g., social media posts, blog articles, videos)
- Social media community management plans
- Communication campaign strategies and plans
- Event communication materials and execution plans
- Campaign performance reports and analyses

Project Exclusions:

- Team will not be responsible for the development or technical aspects of the ON Live platform.
- Team will not be responsible for content creation beyond the scope of communications (e.g., live streams, gaming content).
- Team will not be responsible for managing the financial aspects of the project.

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Brand Analysis   Competitors   Audience Analysis   Current status of corporate communications   Communication channel

RESEARCH ANALYSIS

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ON Live Product

MISSION

To deliver the best possible online experiences to users. Ensuring that content is transmitted clearly and in high quality, providing a safe and convenient interactive environment for users, and meeting the diverse needs of customers.

VISION

ON Live aims to become a platform that provides unique and high-quality online experiences for users, thereby becoming the first interactive livestream platform in Vietnam.

CORE VALUE

Rich content: from television programs and events, to user-generated content. Unlimited creative space for streamers/KOLs through a library of copyrighted content and interactive tools.

Brand Analysis   Competitors   Audience Analysis   Current status of corporate communications   Communication channel

vtvcab's livestream platform

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Brand Analysis   Competitors   Audience Analysis   Current status of corporate communications   Communication channel

PEST Macro Environment Analysis

Technological

Political

Economic

Social

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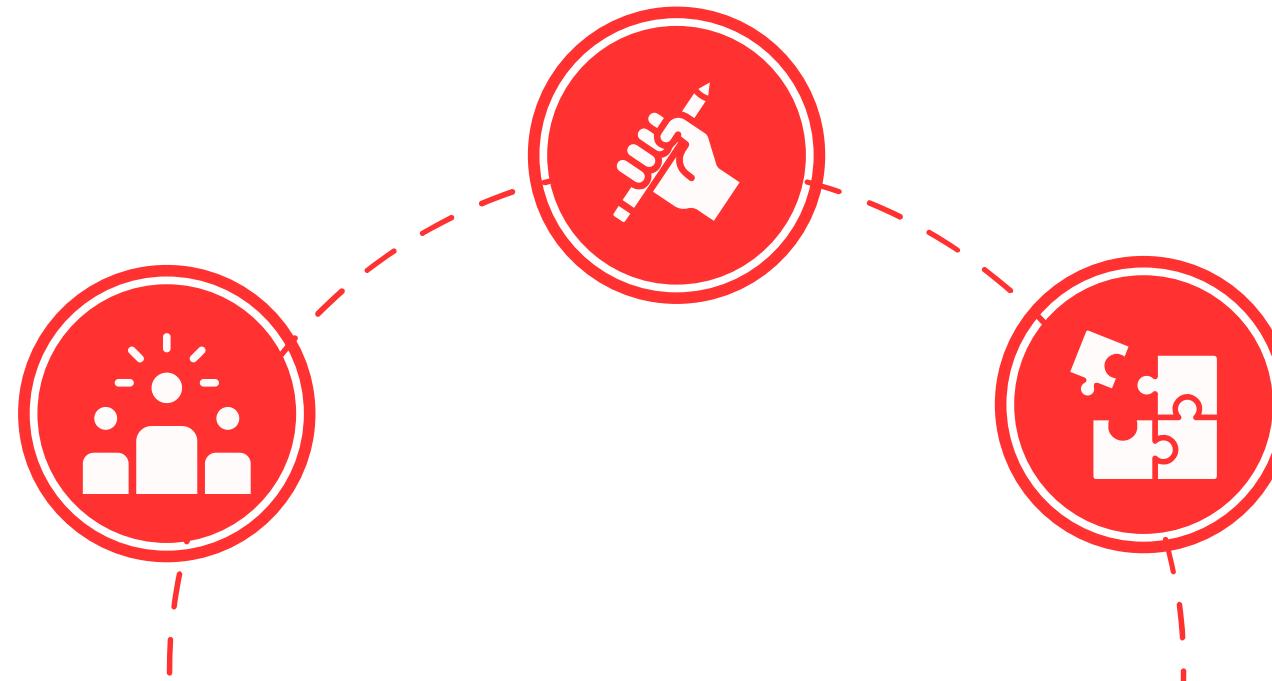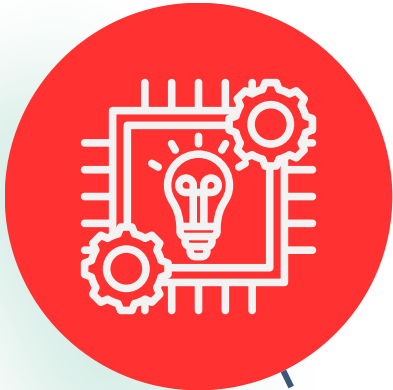
PEST Macro Environment Analysis

Strengths:

- Strong backing from VTVCab and AfreecaTV brings valuable experience, reputation, and resources.
- Access to VTVCab's rich content library, especially in sports, gives ON Live a unique advantage.
- Experienced team with a background in television ensures professionalism and clear direction.
- Livestreaming trend aligns with the preferences of young generations, creating a favourable market environment.

Weaknesses:

- Over-reliance on VTVCab's resources due to limited technical development compared to competitors.
- Lack of diverse interactive features and customization options for streamers.
- Limited ability for streamers to incentivize and attract loyal viewers.

Opportunities:

- Growing popularity of livestreaming and online sales, especially among Gen Z.
- Availability of freelance streamers at reasonable costs.
- Absence of strong local competition focused on supporting streamer content creation.

Threats:

- Dominance of established platforms like YouTube Gaming, Facebook Live, and TikTok Live.
- Difficulty in changing user habits and preferences in a saturated market.
- Potential for rapid market changes requiring adaptability and innovation.
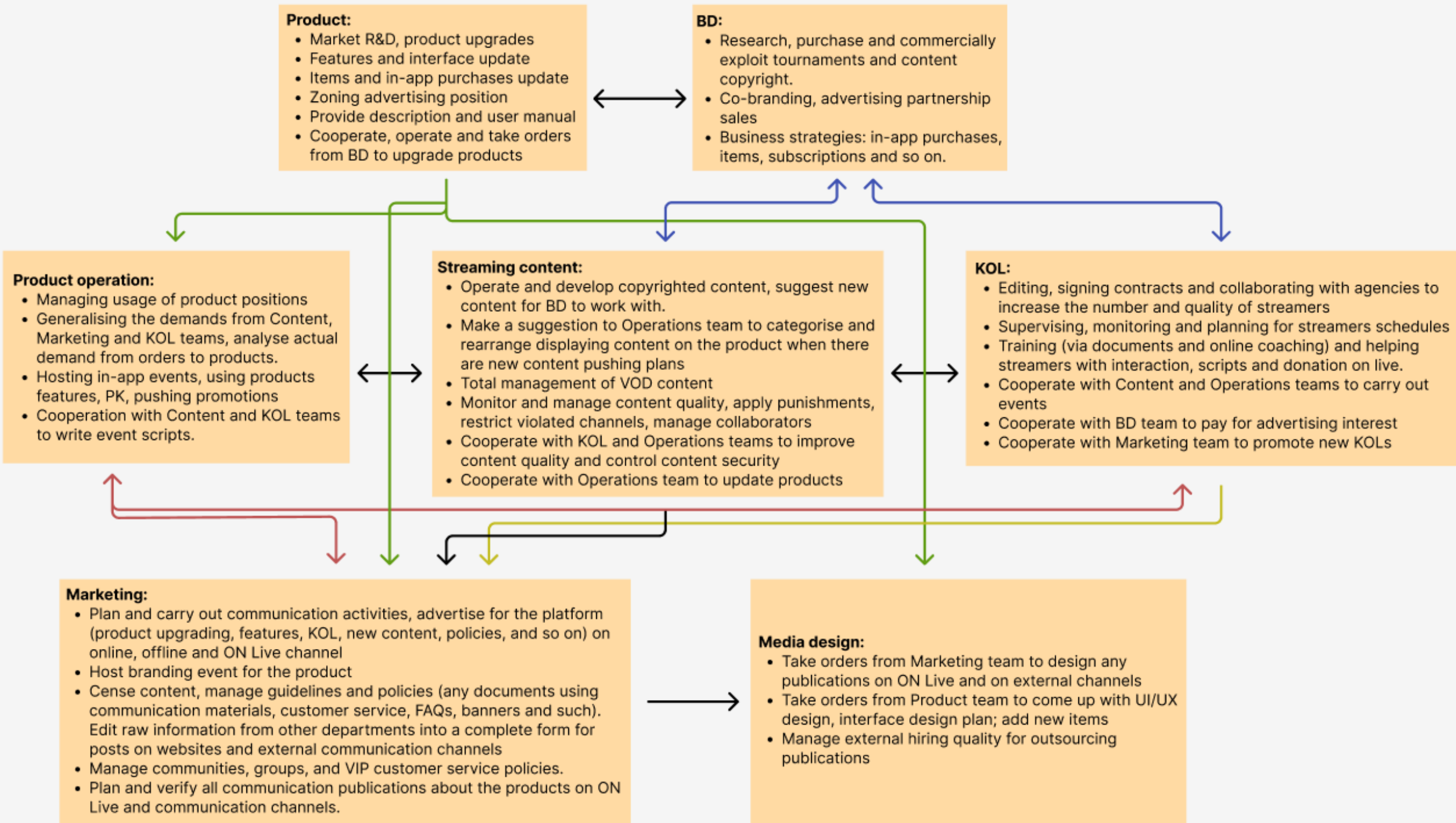- Risk of negative publicity due to unexpected streamer actions.

SWOT analysis

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Project organisational chart

Product:
- Market R&D, product upgrades
- Features and interface update
- Items and in-app purchases update
- Zoning advertising position
- Provide description and user manual
- Cooperate, operate and take orders from BD to upgrade products

BD:
- Research, purchase and commercially exploit tournaments and content copyright.
- Co-branding, advertising partnership sales
- Business strategies: in-app purchases, items, subscriptions and so on.

Product operation:
- Managing usage of product positions
- Generalising the demands from Content, Marketing and KOL teams, analyse actual demand from orders to products.
- Hosting in-app events, using products features, PK, pushing promotions
- Cooperation with Content and KOL teams to write event scripts.

Streaming content:
- Operate and develop copyrighted content, suggest new content for BD to work with.
- Make a suggestion to Operations team to categorise and rearrange displaying content on the product when there are new content pushing plans
- Total management of VOD content
- Monitor and manage content quality, apply punishments, restrict violated channels, manage collaborators
- Cooperate with KOL and Operations teams to improve content quality and control content security
- Cooperate with Operations team to update products

KOL:
- Editing, signing contracts and collaborating with agencies to increase the number and quality of streamers
- Supervising, monitoring and planning for streamers schedules
- Training (via documents and online coaching) and helping streamers with interaction, scripts and donation on live.
- Cooperate with Content and Operations teams to carry out events
- Cooperate with BD team to pay for advertising interest
- Cooperate with Marketing team to promote new KOLs

Marketing:
- Plan and carry out communication activities, advertise for the platform (product upgrading, features, KOL, new content, policies, and so on) on online, offline and ON Live channel
- Host branding event for the product
- Cense content, manage guidelines and policies (any documents using communication materials, customer service, FAQs, banners and such). Edit raw information from other departments into a complete form for posts on websites and external communication channels
- Manage communities, groups, and VIP customer service policies.
- Plan and verify all communication publications about the products on ON Live and communication channels.

Media design:
- Take orders from Marketing team to design any publications on ON Live and on external channels
- Take orders from Product team to come up with UI/UX design, interface design plan; add new items
- Manage external hiring quality for outsourcing publications

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Brand Analysis   Competitors   Audience Analysis   Current status of corporate communications   Communication channel

Stakeholders & partners

PROJECT PARTNERS

BENEFITS FOR ON LIVE

STAKEHOLDER EXPECTATIONS

COMMUNICATION STRATEGY

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Vietnam's Livestream Market

Vietnam currently has about 72 million internet users, accounting for nearly 75% of the population. This number is expected to increase to 95 million by 2025.

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Facebook Live:

Facebook Live is a feature that allows Facebook users to stream live video from their mobile devices. This feature was launched in 2016 and has become one of Facebook's most popular features.

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YOUTUBE GAMING

YouTube Gaming is a platform under YouTube, focusing on gaming content. It was launched in 2015 and has since become one of the most popular platforms for watching and streaming live video games.

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NIMO TV

Nimo TV is a livestream platform developed by Huya Inc - headquartered in China. Since its launch, Nimo TV has been very successful with millions of users from many different countries. This is a diverse entertainment platform, with a variety of livestream topics for users to choose from.

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GG LIVE

GG Live is a livestream platform developed by Vietnamese people and for Vietnamese people, owned by VNG Joint Stock Company, developed and launched in 2021.

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Brand Analysis   Competitors   Audience Analysis   Current status of corporate communications   Communication channel

TAGET AUDIENCE

Demographic

Viewers:

- Gender: 80% male, 20% female

Streamers:

- Gender: 60% male, 40% female

Psychology

Streamers:

- Entertainment and stress relief
- Social connection
- Satisfy curiosity
- Interact with celebrities
- Passion and love for livestreaming
- Personal development
- Making money
- Facing challenges and competition

Streamers:

- Similar to viewers, but with added emphasis on passion, personal brand development, and career goals

Concerns

Viewers:

- Quality content
- Interaction and participation
- Building social relationships
- Unique and exciting content
- Entertainment and relaxation

Streamers:

- Channel development
- Interaction and connection with viewers
- Creating quality content
- Personal brand development
- Factors to foster passion and creativity

Behavior

Streamers:

- Access information through social media
- Make decisions based on emotions
- Pay attention to user experience

Streamers:

- Make decisions based on reason
- Proactively share information
- Interact with the community

Geography

- Focus: Hanoi, Vietnam

- Reason: Economic, cultural, andpolitical center with developed infrastructure and large population

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Team

Current Status

Future Plans:

Key Points

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PAID MEDIA

OWNED MEDIA

EARNED MEDIA

Overview of a Masterplan   Objectives & Goals   Key Message   Strategies - Tactics   Budgets and Resources   Risk Management

PLANNING

onlive

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INSIGHT
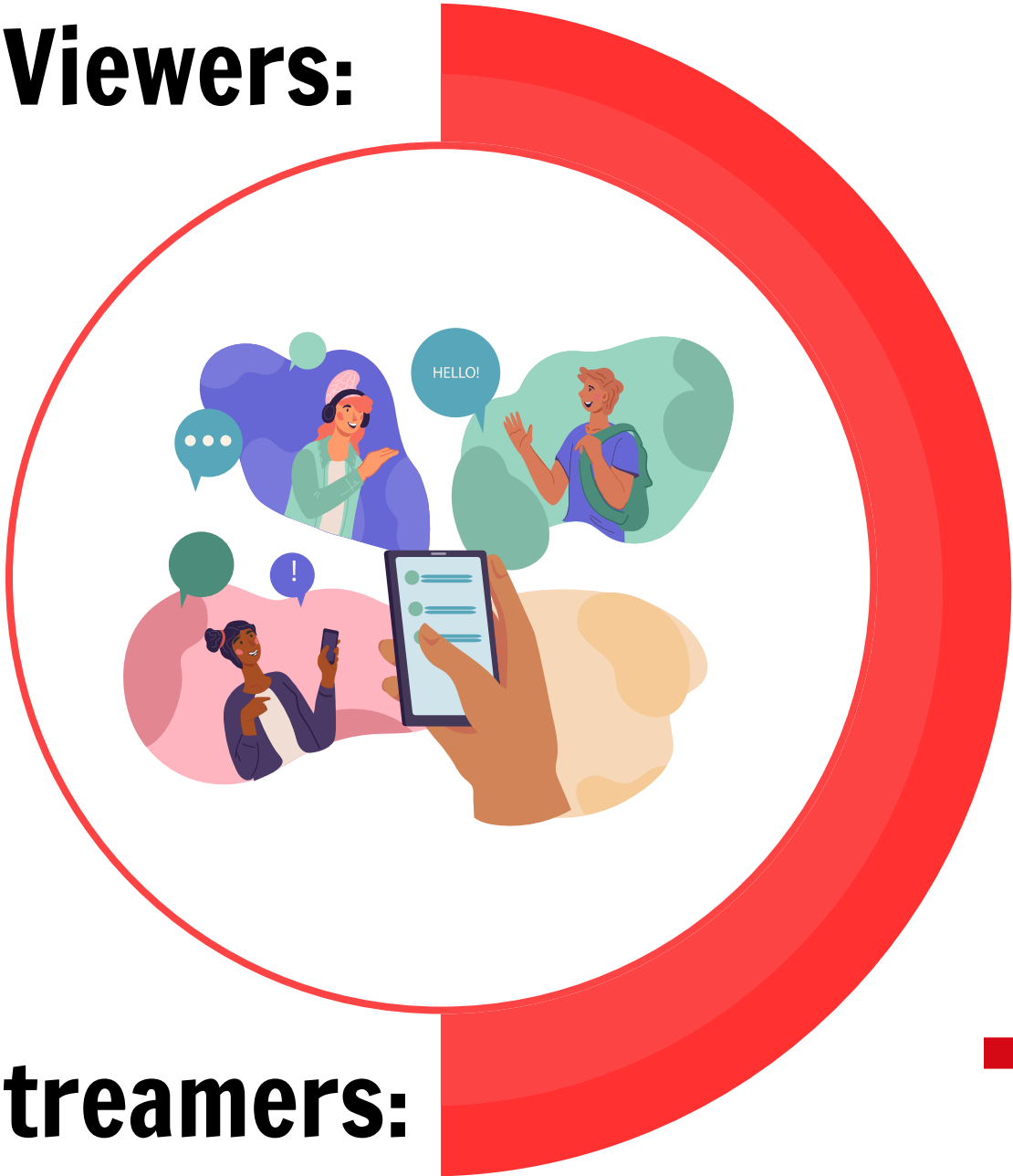
Viewers:

Streamers:

MOTIVATION

EXPECTATIONS

Viewers and streamers alike expect ON Live to be high quality, have stable transmission, high resolution images and videos, optimal UI/UX design, friendly interface, whilst having interesting, customised, creative, and unique content. Viewers should also be able to easily interact with streamers and other viewers. Socially integrated features should allow the audience to share and connect with friends, as well as showing support to streamers.

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Overview of a Masterplan   Objectives & Goals   Key Message   Strategies - Tactics   Budgets and Resources   Risk Management

BIG IDEA

ON Live is a diverse live streaming platform where users can showcase their talents, create content, and pursue their dreams of becoming online influencers or celebrities. The platform welcomes professional gamers, commentators, sports enthusiasts, freelancers, and anyone with a passion to share, connect, and establish their online presence.
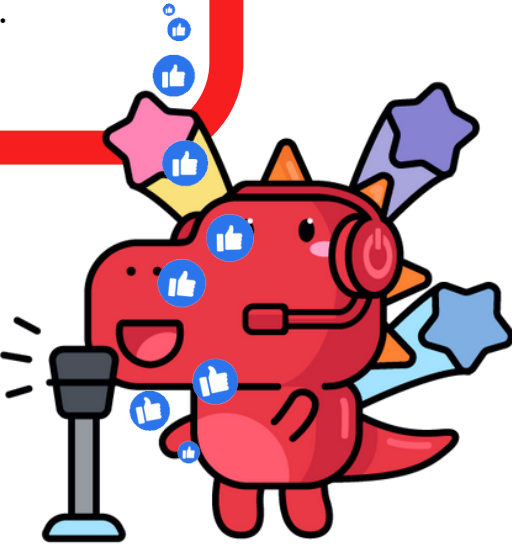
Overview of a Masterplan   **Objectives & Goals**   Key Message   Strategies - Tactics   Budgets and Resources   Risk Management

- Increase page likes and follows to 14,000, and post interactions to 30,000
- Reach 1500 likes and follows.

- ON Live Game Esports and ON Live Sports reach 2,000 likes and follows.
- 300 accounts registration, 50 posts and 10 videos

- ON Live Game Esports and ON Live Sports reach 2,000 likes and follows.
- 300 accounts registration, 50 posts and 10 videos

- Increase channel likes to 150,000 and views to 5 million each for ON Live Esports and On Live Sports.

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KEY MESSAGES

ON Live's communication campaign in the Open Beta includes two main messages:
- Live Your Life
- ON Live is live stream, live stream is ON Live

"Live Your Life" is the main message and the official name of the campaign. The message "Live Your Life" demonstrates the intention of:
- Encouraging users to express their personal selves, share their passion and personal opinions via contents, interaction and connection on the platform.
- Encouraging further exploration through new experiences, especially in the field of gaming and entertainment, or online events on ON Live.
- Providing a supportive, sociable and connecting environment for users in the community, with the hopes that users may have a positive experience on the platform and in life in general.
- Encouraging users to achieve their personal goals and self-development by learning, sharing and interacting on the platform.

Moreover, the message "ON Live is live stream, live stream is ON Live" serve as a long term support with the following intention
- ON Live's commitment to provide quality, yet exceptional live streaming experiences to users.
- ON Live's strive to be top tier live streaming platform, with professionalism in operation and service.
- ON Live provides multiple options on live streaming content, from entertainment to sports with various interactive formats.

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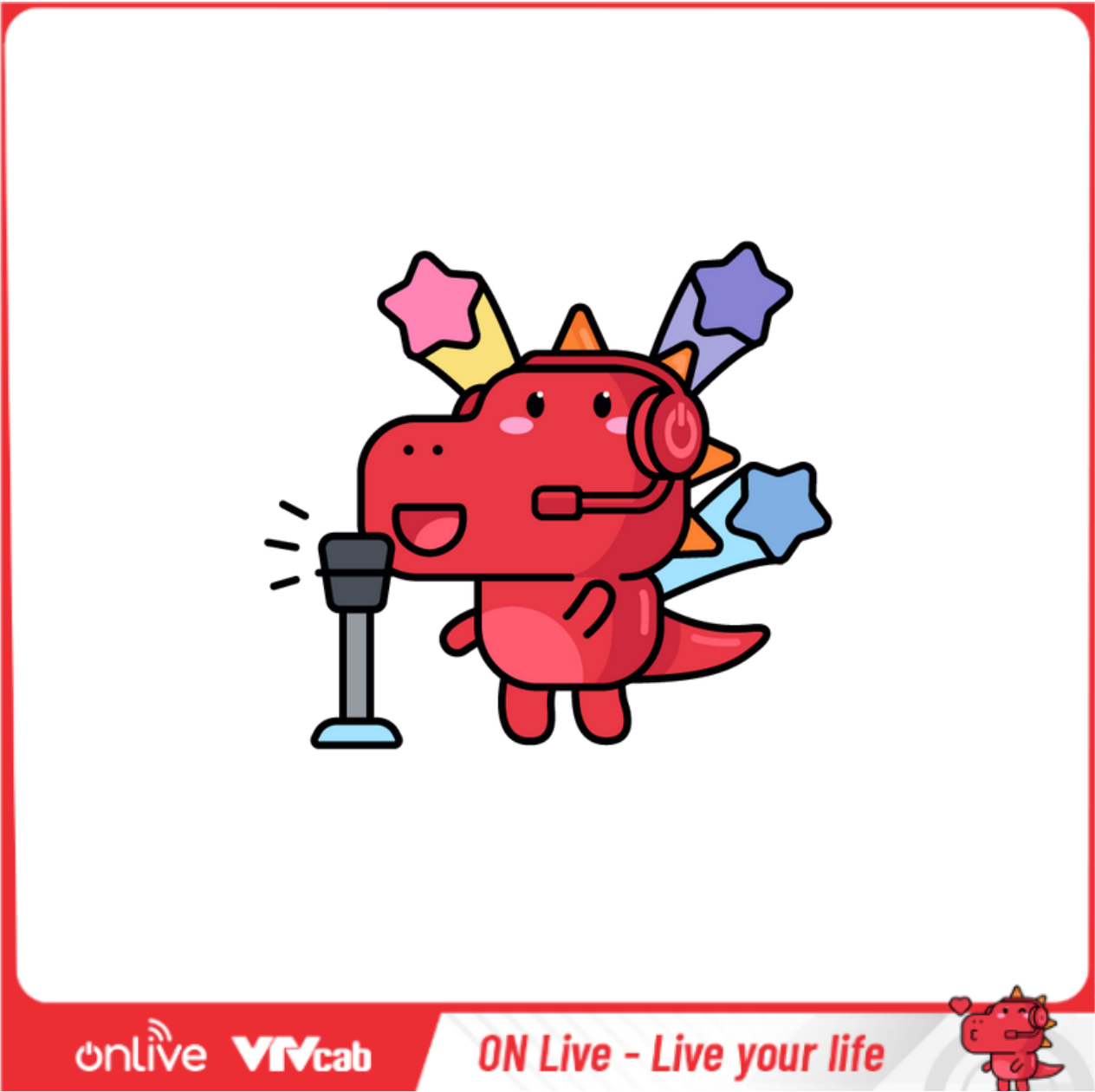Overview of a Masterplan   Objectives & Goals   Key Message   Strategies - Tactics   Budgets and Resources   Risk Management

Key visual

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Brand communication

FORMAL COMMUNICATION PLATFORMS

- Create awareness: Expand the coverage of ON Live brand's identity to the public.
- Create preference: Encourage people to search for and use ON Live.
- Educate the market about the interactive features of ON Live.
- Boost users participation for the platform.

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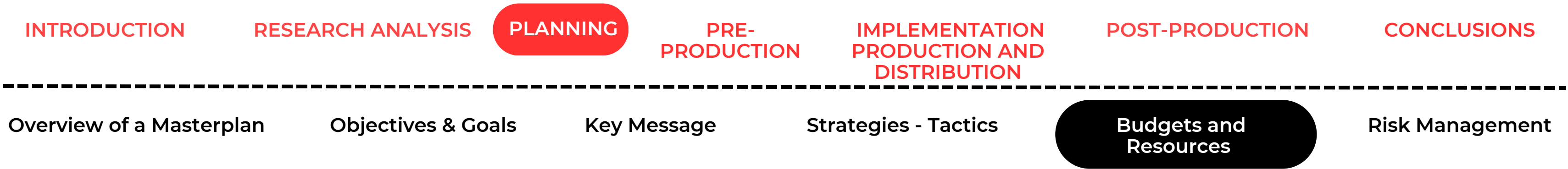
General strategies and tactics

Strategy 1	Communication on formal communication platforms in order to build reputation on owning exclusive content and increase brand awareness.
Strategy 2	Establish communication on the basis of interaction and bonds.
Main activities	• Focus on social media communication, utilising advertising features on social media platforms such as Facebook, TikTok and YouTube. • Associate with KOLs, influencers to advertise via content they produce. • Optimise website content and search engine to attract natural access to ON Live. • Intensively focus on communication via brand ambassadors, events, and press releases on new features.

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Strategy 1

General strategies and tactics

- Tactic 1: Publish PR articles on formal journaling sites and reputable websites
- Tactic 2: Co-branding and associate with reputable partners
- Tactic 3: Book KOLs and influencers to live stream on ON Live.
- Tactic 4: SEO activities
- Tactic 5: Purchase League of Legends World Championship 2023

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Strategy 2

General strategies and tactics

- Tactic 1: Establish a live streaming community from famous streamers, gamers and game enthusiast communities.
- Tactic 2: Live streaming VBC Tournament with influencers and celebrities.
- Tactic 3: Organise chains of events to draw the attention and interaction of the community
- Tactic 4: League Of Legends World Championship Tournament

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS

Overview of a Masterplan   Objectives & Goals   Key Message   Strategies - Tactics   Budgets and Resources   Risk Management
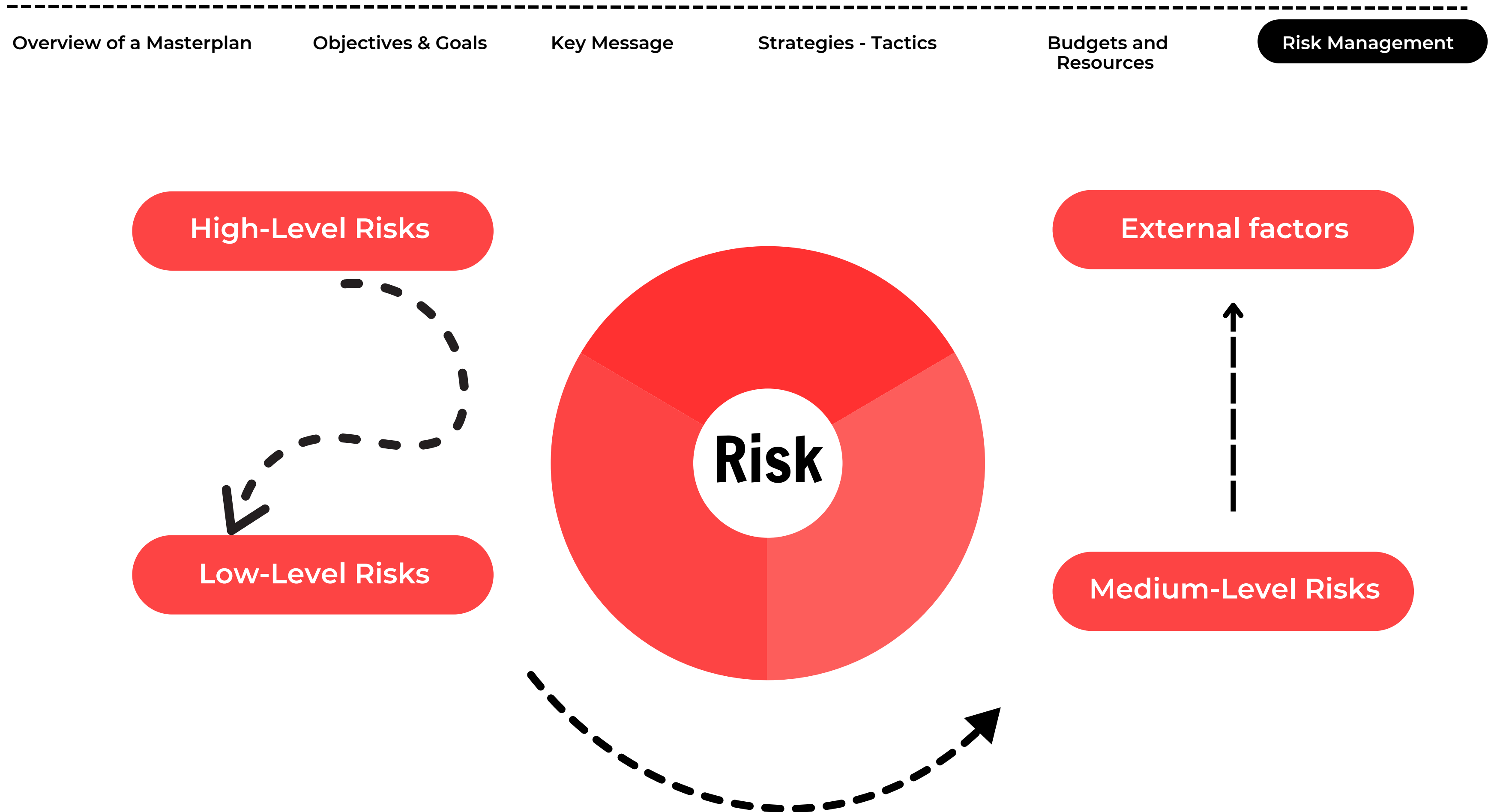
I. Seeding on social media

NO	CATEGORIES		UNITS	PRICE	AMOUNT	TOTAL	PERCENTAGE
1	Face book	Push seeding comments for each post in the group in case the posts are not on top trending.	Comment	1,000,000	3	3,000,000	15%
			Post	2,000,000	3	6,000,000	
		Running Facebook ads	Pack	25,000,000	1	25,000,000	

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Overview of a Masterplan   Objectives & Goals   Key Message   Strategies - Tactics   Budgets and Resources   Risk Management

II. ONLINE events

NO	CATEGORIES	UNITS	PRICE	AMOUNT	TOTAL	PERCENTAGE
1	ON Live Valorant Tournament Season 1				6,000,000	3%
2	ON Live TFT Female Streamers Showmatch				2,300,000	2%

III. OFFLINE events

NO	CATEGORIES	UNITS	PRICE	AMOUNT	TOTAL	PERCENTAGE
1	Viewing Party				6,000,000	3%
2	Media Day				2,300,000	2%

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS

Overview of a Masterplan   Objectives & Goals   Key Message   Strategies - Tactics   Budgets and Resources   Risk Management

	UNITS	PRICE	AMOUNT	PERCENTAGE
TOTAL			188,800,000	80%
ADDITIONAL EXPENSES (10%)			18,880,000	10%
VAT (10%)			18,880,000	10%
GRAND TOTAL			226,560,000	100%

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS

Overview of a Masterplan   Objectives & Goals   Key Message   Strategies - Tactics   Budgets and Resources   Risk Management

INTRODUCTION   RESEARCH ANALYSIS   **PLANNING**   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS

Overview of a Masterplan   Objectives & Goals   Key Message   Strategies - Tactics   Budgets and Resources   **Risk Management**

NO1	Risks	Level of danger	Description	Solution
1	Technical infrastructure issues	High	ON Live is in the process of completion, therefore it is extremely vulnerable to cyber attacks or leaks of users' personal information, especially when lacking a strong security system. Technical issues such as system errors, internet connection loss or cyber attacks can interfere with users' experience, causing loss to users.	Oftenly update new versions to ensure no system or security errors. Oftenly improve live streams quality. Having backup plans and data to quickly restore when needed. Timely report and respond to the public.
2	Copyrights	High	Any violation of regulation about live streaming content, copyright, privacy and online advertising may lead to serious legal and financial issues.	Augment partnership with copyright owners. Educate users on copyright matters. Create official channels to update news and information on copyright matters. Establish clear terms of users to streamers on copyright matters.
3	Negative respond to communication message from the public	Medium	May face opposed opinions and negative responses during communication campaigns, resulting in negative effects to ON Live's brand and reputation.	Conduct surveys on users' opinions about the platform. Delete negative, insulting or unrelated comments. Strictly censor content and communication messages to ensure unity and thorough understanding of the message throughout the campaign.
4	Delayed communication campaign	Low	Dependent on businesses' approval on plans and contents. Personnel do not keep up pace with the project.	Discuss and specify objectives, plans and content that needs approval from the business before starting the project. Schedule tasks and specific milestones during the projects. Continuously update drafts, versions and progress to the business instead of waiting. Thoroughly research and complete tasks early. Careful on each stage to avoid conflicts and improve productivity and the potential of the campaign. Avoid delay among members by continuously encouraging them.

Overview of a Masterplan   Objectives & Goals   Key Message   Strategies - Tactics   Budgets and Resources   **Risk Management**

NO1	Risks	Level of danger	Description	Solution
5	Few interest and participation in communication campaign	Low	Limited participants, do not meet the requirement.	Intensively share posts about the platform on social media communities. Intensively advertise, increase advertising activity and marketing to draw attention, using social media channels. Create interesting and appealing content, images and videos. Share information about the platform on forums and related communities. Propose gifts and promotions to encourage engagement. Associate with other communities.
6	Negative reviews from KOLs	High	KOLs refuse to cooperate or reluctantly cooperate for personal reasons.	Have backup KOLs in case of need. Reconsider terms and requirements to meet the needs of KOLs. Associate with partners and KOLs in the field to approach their audiences. Reinforce terms of conditions.
7	Low interaction on social media platforms	Low	Posts do not meet the requirement of interaction due to limited content and social media policy.	Appealing and captivating content. Catch on trend. Running advertisement. Create polls, surveys or ask for opinions. Advertise by commenting on posts from pages with related content. Use social media platforms and communication channels to interact with the audience. Share content links on fan pages on well-known social media platforms, join in related groups and communities to invoke interest and interaction.
8	Unsuitable content on the platform	Medium	Streamers may violate terms of conditions, copyright regulations or use inappropriate language.	Readjust, construct, and approve live streaming scripts. Increase content censorship. Establish clear content regulation.

Overview of a Masterplan   Objectives & Goals   Key Message   Strategies - Tactics   Budgets and Resources   Risk Management

NO1	Risks	Level of danger	Description	Solution
9	Users' changing tendency	Medium	Users develop different habits from using other live streaming platforms. ON Live must compete to attract and maintain their users on the platform.	Oftenly follow and update users' trends. Diversify live streaming content. Improve interactive features to enhance users' experience.
10	Personnel matters	Low	Members may leave the project during the operation.	Recruit suitable members. Improve terms of conditions and remuneration policy. Train and recruit personnel suitable for each task.
11	Low interaction on social media platforms	High	Budget shortage may pose restrictions on the operation progress.	Build a suitable financial masterplan to avoid budget shortage.
12	External factors	Low	External factors like pandemic, epidemic, economical change or market change may affect the communication campaign and ON Live's business plan.	Monitor and analyse external factors to easily manage. Associate with technology companies to develop features that meet the demands of users.

CONTENT PILLARS & DIRECTION   Human Resources   Timeline   Event kit

IMPLEMENTATION PRODUCTION AND DISTRIBUTION

onlive

CONTENT PILLARS & DIRECTION   Human Resources   Timeline   Event kit

Overall Goal: Increase awareness, create positive impressions, and attract the public to ON Live platform.

Content Pillars

Presenting Streamers

Brand's General Activities

CONTENT PILLARS & DIRECTION **Human Resources** Timeline Event kit

Personnel

Department	Roles	Tasks
Marketing Department	ON Live Marketing team's leader, content personnel, ADs personnel, SEO personnel, intern.	• Develop a promotional communication plan for ON live projects. • Plan on fanpage, main content route for ON live. • Develop strategic and tactics for the project. • Responsible for posts on platforms. • Build customer relationships, create recognition. • Monitor measurement, feedback and evaluation results. • Risk measurement, remediation.
Human Resources Department	Recruitment and personnel	• Allocate and organise the recruitment of personnel to suit the campaign • Responsible for operating, managing and mobilising personnel in all situations • Organise training sessions to improve professional skills and skills needed for personnel
KOLs team	Streamers managing and supervising.	• Organise skills training sessions, help guiding streamers to broadcast, interact, and build donate scenarios • Coordinate with MKT department and content to carry out event activities • Coordinate with MKT room to promote streamer
Streaming Content Department	Content quality supervising and managing.	• Operate, develop copyright content, propose new content to work with • In charge of all VOD content • Coordinate with Kol team to increase content quality, control content safety • Coordinate with the operation department to propose product updates
Design Department	Designing	• Receive orders from the Marketing Department to design the entire publication • Receive orders from the Operations and Marketing team to plan the interface design, UI/UX for the product • Outsourcing quality management focal point for outsourcing publications

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS

CONTENT PILLARS & DIRECTION   Human Resources   Timeline   Event kit

Member's tasks

NO	Tasks	PIC	Details	Time	Requirement
1	Team leading and content creating	Lương Hải Triều	Responsible for monitoring and evaluating the productivity of team members - Connecting members within the group to increase solidarity - Come up with ideas for the detailed content of the plan - Ensure that media content is produced in accordance with the set timelines and plans - Ensure the number of articles and the quality of output content - Check the progress and quality of work before reporting results	2 weeks	• Ensure deadlines are on time • -Lead the team to achieve a common goal • - Ensure the quality of the content is correct, sufficient, detailed and easy to understand
2	Content creating and human resources managing	Lê Linh Chi	Planning the communication campaign and communication channels - Make a detailed content plan for each platform, ensuring that it adheres to the set timeline -Come up with ideas for detailed content as planned	2 weeks	• Ensure deadlines are on time • - Develop a feasible and detailed plan • - Ensure the quality of the content is correct, sufficient, detailed and easy to understand
3	Media planning and visual designing	Nguyễn Xuân Việt	Outline the overall planning of the campaign's communication activities° - Detailed content planning for each communication channel° - Support to design publications, videos, infographics based on the plan framework -Support the processing of image and video content on media channels	2 weeks	• Ensure deadlines are on time • - Building a sympathetic ON live image in the eyes of partners and stakeholders • - Ensure images and videos consistency and strictly follow the brand identity
3	Content creating and risk managing	Nguyễn Quang Thắng	Come up with ideas for the detailed content of the plan - Ensure that media content is produced in accordance with the set timelines and plans - Make predictions and risk handling methods in the most effective and thorough way°	2 weeks	• content are correct, sufficient, detailed and easy to understand • Develop a complete and detailed risk management plan

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS
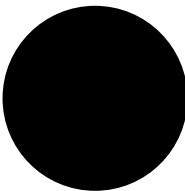
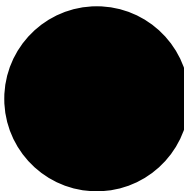CONTENT PILLARS & DIRECTION   Human Resources   Timeline   Event kit
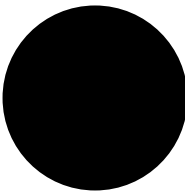
OPEN BETA PHASE

Campaign Period: October 1, 2023 - November 30, 2023

Phase 1: Researching & Planning (September 18 - September 30)

Phase 2: Implementing & Launching (October 1 - November 30)

Phase 3: Evaluating (October 1 - November 30)

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS

CONTENT PILLARS & DIRECTION   Human Resources   Timeline   Event kit

EVENT

NO1	EVENT	Location	Time	Main Activities
1	ON Live Valorant Tournament Season 1	Online on ON Live	6/10/2023 - 14/10/2023	Tournament overview, interactive live streaming activities, announcement of Vietnamese representative.
2	ON Live TFT Women Streamers Show Match	Online on ON Live	19:00 19/10/2023	Organizing TFT show matches, interactive features, gifts for winners and participants.
3	Viewing Party: League Of Legends World Championship	EZ Gaming Cyber Mall	14:00 19/11/2023	Posting content, interactive activities, gifts for winners and participants.
4	Media Day partnered and sponsored by FANCY UNITED	VTVCab	10:00 28/11/2023	Accompanying and sponsoring Fancy team to Korea, communication sponsorship.
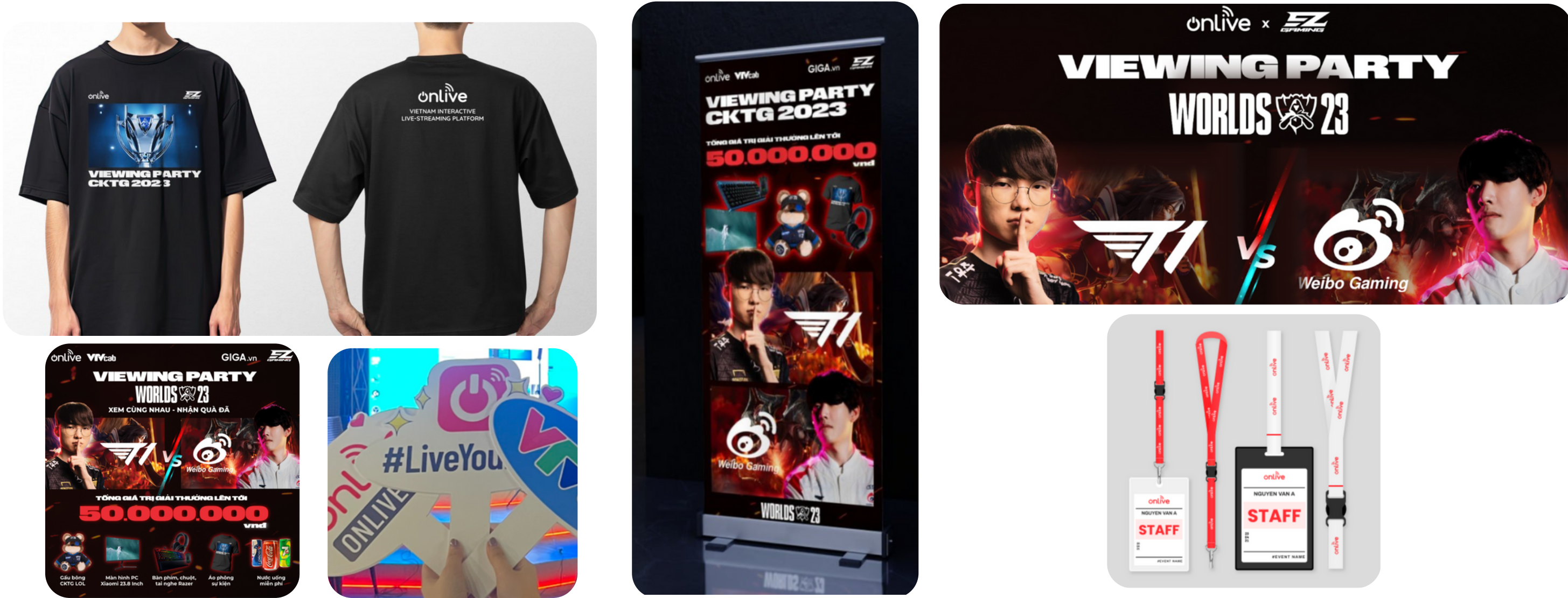
INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS

CONTENT PILLARS & DIRECTION   Human Resources   Timeline   Event kit

Event Viewing Party

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CONTENT PILLARS & DIRECTION   Human Resources   Timeline   Event kit

Event Media Day

Overview of the Implementation Plan   A Scope Statement   Outline of Deliverables   Task due Dates   Resources   Risk and Management

IMPLEMENTATION PRODUCTION AND DISTRIBUTION

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   **IMPLEMENTATION PRODUCTION AND DISTRIBUTION**   POST-PRODUCTION   CONCLUSIONS

Overview of the Implementation Plan   A Scope Statement   Outline of Deliverables   Task due Dates   Resources   Risk and Management

IMPLEMENTATION

Online Events

- ON Live Valorant Season 1 Tournament: Identify talented players, offer a chance to compete in Korea, and promote ON Live in the Valorant community.
- VBC Interactive Participation: Highlight basketball interaction with famous KOLs and Mpakk members.
- TFT Showmatch for Female Streamers: Celebrate female streamers and showcase community diversity.
- Press Booking: Increase brand awareness through articles on major websites.
- Co-branding and Partnerships:
- Collaborated with Riot Games for League of Legends World Championship 2023 broadcast rights.
- Partnered with influential KOLs for live streaming and content creation.
- SEO Activities: Increase visibility of exclusive ON Live content.

Offline Events

- League of Legends World Championship 2023 Viewing Party: Provide a gathering space for fans, exchange, and ON Live interaction.
- Media Day: Award sponsorship publications and moral encouragement to the Fancy team (Vietnam's representative in AfreecaTV VALORANT League 2023).
- Holiday-related content and events: Attract players and fans through diverse activities.

Overview of the Implementation Plan   **A Scope Statement**   Outline of Deliverables   Task due Dates   Resources   Risk and Management

Activity	Details	PIC	Date
ON Live Valorant Tournament Season 1	Tournament introduction posts, gameplay and updates	Triều, Chi	6/10/2023 - 15/10/2023
	Matches highlights	Thắng, Việt	
ON Live TFT Women streamer Showmatch	Interactive questions	Chillies team	12/10/2023 - 15/10/2023
	Tournament guidelines	ON Live team	
	Award system	ON Live team	
Viewing Party: League Of Legends World Championship	Program's script	ON Live team	16 - 19/11/2023
	Program's activities	Chilies team	
	Prizes	Chilies team	
	Guidelines	ON Live team	
Media Day accompanied and sponsored for FANCY UNITED	Posts about companionship and sponsorship	Triều	29/11/2023
	Program managemen	Thắng, Chi, Việt	
	Stage design	Stage design	

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   **IMPLEMENTATION PRODUCTION AND DISTRIBUTION**   POST-PRODUCTION   CONCLUSIONS

Overview of the Implementation Plan   A Scope Statement   **Outline of Deliverables**   Task due Dates   Resources   Risk and Management

Strategy 1: Build brand awareness through official and reputable platforms

Strategy 2: Build community and encourage interaction

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS

Overview of the Implementation Plan   A Scope Statement   Outline of Deliverables   Task due Dates   Resources   Risk and Management

1. ON Live Valorant Tournament season 1

2. Vietnamese Women's Day 20/10

3. League of Legends World Championship

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS

Overview of the Implementation Plan   A Scope Statement   Outline of Deliverables   Task due Dates   Resources   Risk and Management

ONLINE EVENTS AND OFFLINE EVENTS	
TOTAL	74,580,000
VAT (10%)	7,458,000
FINAL TOTAL	82,038,000

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   **IMPLEMENTATION PRODUCTION AND DISTRIBUTION**   POST-PRODUCTION   CONCLUSIONS

Overview of the Implementation Plan   A Scope Statement   Outline of Deliverables   Resources   **Risk and Management**

Risk 8:Prises during break times

Risk 1:Participation overload

Risk 2:Insufficient water supplies for participants

Risk 3Participants do not know what is ON Live and how to participate in minigames

Risks

Risk 7:Unorganised stage

Risk 6:Lack personnel

Risk 5:Viewing Party gain low engagement

Risk 4:Low exposure articles

IMPLEMENTATION ANALYSIS   EVALUATION ON IMPLEMENTED COMMUNICATION CAMPAIGN

POST-PRODUCTION

onlive

IMPLEMENTATION ANALYSIS

EVALUATION ON IMPLEMENTED
COMMUNICATION CAMPAIGN

IMPLEMENTATION ANALYSIS
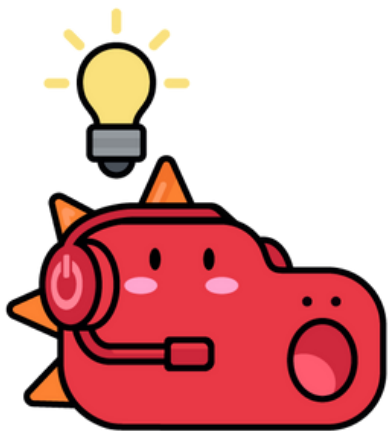
AN OVERVIEW
OF THE
CAMPAIGN

A GENERAL
EVALUATION OF THE
CAMPAIGN
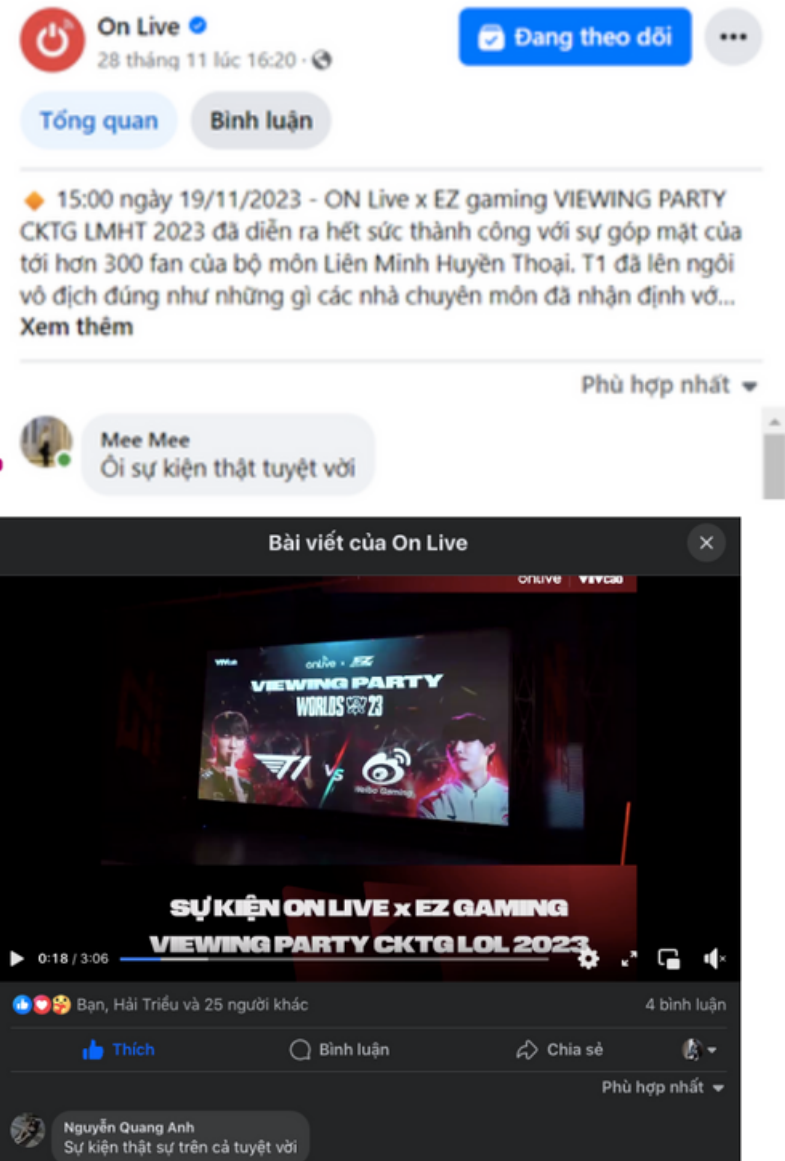
IMPLEMENTATION ANALYSIS

EVALUATION ON IMPLEMENTED COMMUNICATION CAMPAIGN

COMUNICATION ACTIVITIES EVALUATION

- Advantages
- Limitations
- Main communication channels
- Communication publications

IMPLEMENTATION ANALYSIS   EVALUATION ON IMPLEMENTED COMMUNICATION CAMPAIGN

Methods evaluation

Research methods

- Evaluation method is a scientific researching method to help evaluate the feasibility of a campaign. Evaluation method plays an important role in evaluating the performance of communication campaigns. The results of the research will help policy planners make more effective decisions.
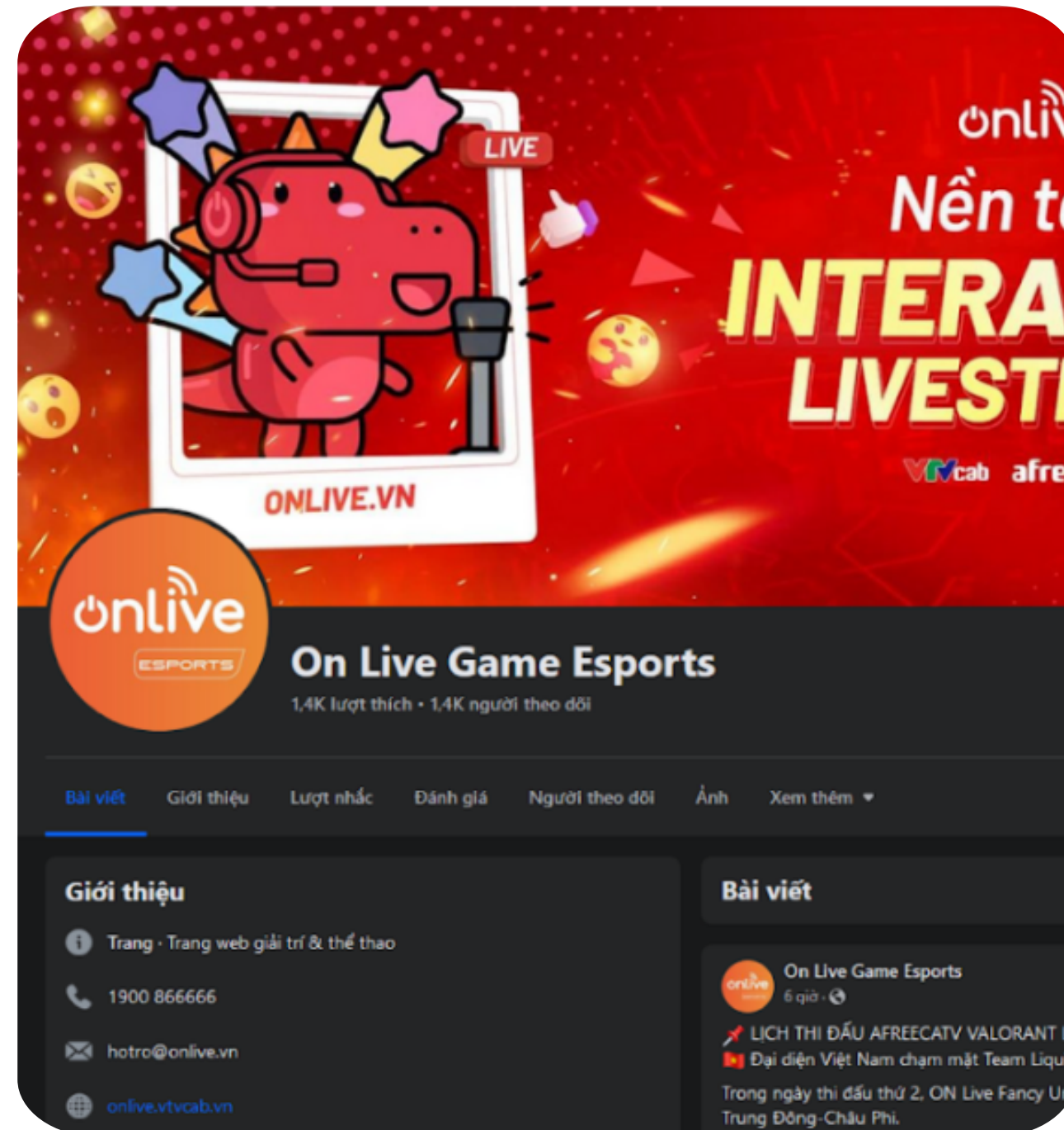
Advantages

- The survey received positive results, most answers show users' interest in live streaming.
- The survey has collected users' opinion on participants and followers of communication channels

Limitations

- The survey needs to be broadened to achieve diversity in answers.
- Communication efficiency data needs analysation and data transparency during the campaign.

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS

IMPLEMENTATION ANALYSIS   EVALUATION ON IMPLEMENTED COMMUNICATION CAMPAIGN

Performance and stakeholders evaluation

The company

Advantages
- The company has a solid foundation and stable development.
- Our team received instruction and care from the company's personnel .

Limitations:
- Unstructured and unplanned working effort.
- Unclear tasks, no proactive tasks distribution.

The team

Advantages
- Closely followed the plan, finished tasks before deadlines.
- Grew and gained experiences from each task.
- Supported each other in the whole process of the project.
- Flexible and timely resolve hardships.

Limitations
- Could not avoid conflicts and dissatisfaction. However, the team resolved this problem and worked together.
- Have had errors during the project, and need improvement.

IMPLEMENTATION ANALYSIS

EVALUATION ON IMPLEMENTED COMMUNICATION CAMPAIGN

Data evaluation

Content	Dates	Units	KPI	Actual results	Results/ KPI (%)
ON Live Facebook's Page					
Total number of posts	18/9-26/11	Posts and images	100	93	93%
Total number of videos		Video	30	28	93.3%
Total amount of post exposure		People	3 million	2.9 million	96,6%
Total amount of interaction		Interaction	30 thousand	28.2 thousand	94%
Total amount of page exposure		Times	5 million	6.4 million	128%
Total number of likes and follows		Likes and follows	1500	1418	95%

IMPLEMENTATION ANALYSIS

EVALUATION ON IMPLEMENTED COMMUNICATION CAMPAIGN

Data evaluation

Content	Dates	Units	KPI	Actual results	Results/ KPI (%)
ON Live Esports TikTok Channel					
Total number of videos	18/9-26/11	Video	150	106	70,6%
Total number of likes		Likes	150 thousand	127.5 thousand	85%
Total number of views		Views	5 million	4,274,376	85,4%
ON Live Sports TikTok Channel					
Total number of videos	18/9-26/11	Video	150	303	202%
Total number of likes		Likes	150 thousand	346.4 thousand	231%
Total number of views		Views	5 million	7,770,415	155,4%

IMPLEMENTATION ANALYSIS

**EVALUATION ON IMPLEMENTED COMMUNICATION CAMPAIGN**

Data evaluation

Offline communication

Content	Dates	Units	KPI	Actual results	Results/ KPI (%)
League Of Legends World Championship 2023 Viewing Party Event					
Total number of posts	1/11-19/11	Posts and images	50	47	94%
Total number of videos		Video	10	8	80%
Total number of participants		People	300	347	115.6%
Total number of exposure		Times	400	416	104
Total number of ON Live registration		People	300	255	85%

CONCLUSIONS   LIMITATIONS   LESSON LEARNT   RECOMMENDATIONS

The communication campaign for the ON live platform has achieved positive results, surpassing the set goal. The campaign helped the ON live platform reach more users and deliver positive results.
In parallel with the implementation of the campaign, the ON live platform has also made positive changes to attract more views as well as bring the best experience to the viewer community.

CONCLUSIONS   LIMITATIONS   LESSON LEARNT   RECOMMENDATIONS

LIMITATIONS
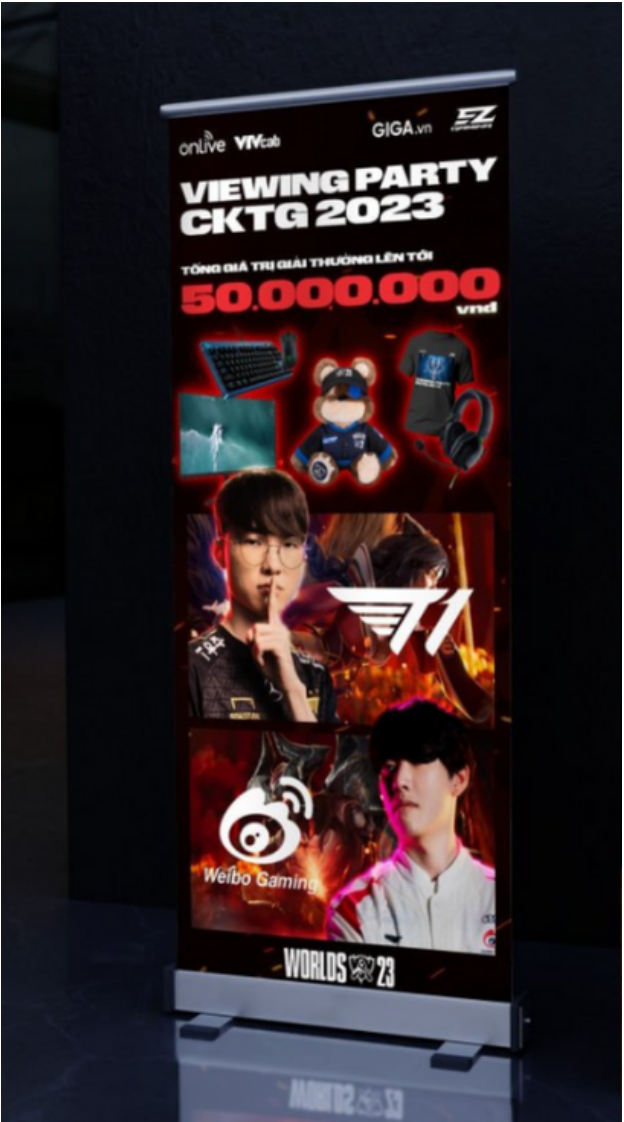
- The identity of ON live is still quite poor because ON live is a new platform in the eyes of the Vietnamese streamer community.
- Because it is in the Open Beta, the platform still has minor errors that have not been fixed, leading to bad experiences.
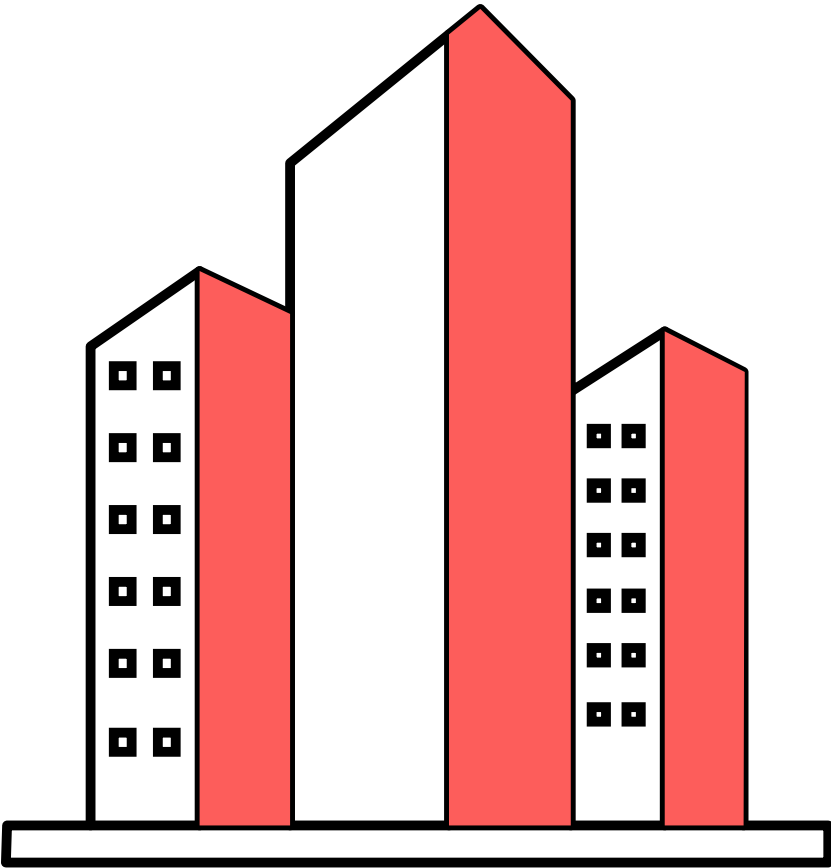- The Viewing Party had a relatively good number of guests, leading to a lack of preparation.

CONCLUSIONS   LIMITATIONS   LESSON LEARNT   RECOMMENDATIONS

ADVANTAGES

Limitations

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS

CONCLUSIONS   LIMITATIONS   LESSON LEARNT   RECOMMENDATIONS

FOR THE COMPANY

Therefore, we suggest to seek for less imbalance matches among female streamers, facial expressions must be adjusted in accordance with their positions, and lastly, the award system should be invested in more. Moreover, there is an inefficiency in communication due to the lack of collaboration between TFT gaming groups, leading to insufficient interest. Therefore, more creative content and programs must be created on ON Live's social media platforms like TikTok, Facebook Reel in order to transmit content about other game genres.

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS

CONCLUSIONS   LIMITATIONS   LESSON LEARNT   RECOMMENDATIONS

For team Chillies

- Responsibilities: Needs to prioritise work and tasks, must not miss out on corporate's activities to quickly and efficiently catch up on internal information.
- Writing skills improvement: Must improve on the ability to communicate with the public, must have a firm grasp on users trends, improve SEO posts efficiency to push the websites on top search results.
- Establish and develop relationships: The lack of communication imposes issues in exchanging ideas, misleading explanations imposes hardship in group working. The team must improve on this.
- Evaluation and lessons: Evaluating the whole working process with ON Live is one thing that the team must do together to look back on what should be improved for the sake of personal growth.
- Objectives: The objectives must be clear in every situation in order to come up with efficient approaches and solutions.

INTRODUCTION   RESEARCH ANALYSIS   PLANNING   PRE-PRODUCTION   IMPLEMENTATION PRODUCTION AND DISTRIBUTION   POST-PRODUCTION   CONCLUSIONS

CONCLUSIONS   LIMITATIONS   LESSON LEARNT   RECOMMENDATIONS

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