

FPT UNIVERSITY

CAPSTONE PROJECT DOCUMENT

**Campaign about comics to support vision screening test for young children:
"Adventure to the Dragon's Cave"**

GRA497_G6			
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EXECUTIVE SUMMARY

Campaign about comics to support vision screening tests for young children: "Adventure to the Dragon's Cave" is a unique creation of FSEC Children's Eye Center and Kim Dong Publishing House, aiming to raise awareness about vision health for Vietnamese children. The comic not only introduces the fascinating story of the journey of Tiger and Sparrow facing the Evil Dragon at the Dragon's Cave, but also integrates the function of checking eyesight right at home.

Based on research on the increasing prevalence of refractive errors in children, the communication campaign focuses on the message of early vision screening at home for children and offers comic books as an entertainment medium combined with vision screening tests. Focus on developing online media channels on Facebook, combined with organizing offline events and collaborating with KOLs and news media to ensure the message spreads widely.

With support from ophthalmologists and at-home vision testing, the project aims to raise awareness about screening for early detection of refractive errors in children. Promises to bring lasting benefits to children's eye health and create innovation in the field of educational comics. At the same time, through the combination of educational and entertainment elements, the project poses new opportunities for the comprehensive development of Vietnamese children.

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We also want to express our special gratitude to FSEC Company, who has accompanied and supported us throughout the implementation of the Comic Campaign to support vision testing for young children: "Adventure to Dragon's Cave." ". Sincerely thank Mr. Le Minh Khanh - FSEC Marketing Director, for his contribution in helping and creating the most favorable conditions for us to complete this project.

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ABSTRACT

The Vision Screening Comic Media Project "Adventure to Dragon's Cave" is a unique creation in the field of media, aiming to increase awareness about early vision screening and vision health for children. With the creation of comic content combined with direct vision screening for children, the project promises to bring a lively and interesting learning experience.

Overall, the highlight of the project lies in the niche product that is unique and different from medical content, vision screening combined with education, where stories are designed not only for entertainment but also to convey the message about the importance of vision care and can directly provide passive screening to children.

Made with bright and attractive color designs, comics help convey messages in a vivid and engaging way, especially for young readers.

Another unique feature of the project is the provision of practical medical-standard knowledge, provided by ophthalmologists from the FSEC Myopia Control Center to help parents equip themselves with more knowledge and have more knowledge. new perspectives on the importance of healthy eyes for children, guiding readers through an educational and entertaining journey. Through this, the project creates a strong bond between children and parents, stimulating curiosity and anticipation of adventurous memories and special connections when parents and children experience the product.

We are group G6 (Multimedia students - K15 at FPT University Hanoi) very honored to participate and develop with this project to bring health benefits to the community.

To do that, our team carries out campaigns based on the following criteria:

- **Feasibility:** The topic of vision screening and eye health care is a practical topic but has not been mentioned much on social networks. At the same time, the comic book product combined with vision screening is a new product that has never appeared on the market, bringing direct benefits to users. Therefore, the strength of the campaign is its focus on the topic of providing knowledge about ophthalmic refraction and eye care for children. Combined with parallel activities on online and offline platforms, it helps bring the project's message to the community widely and effectively.
- **Creativity:** The project uses representative characters who are characters from the comic book, Tiger, Sparrow, Dragon. Characters are depicted with familiar graphics, helping to reduce the dryness of medical-related topics.
- **Community:** Spread positive messages, diverse content, to the parent community about protecting and taking care of your children's eyes. At the same time, connect and accompany your child in that process.

- **Credibility:** Create an accessible, reputable source of information to help people correctly and clearly understand ophthalmic refractive issues to spread community awareness about early vision screening and health care eye.

- **Scientific:** By using research techniques, the project team applied to build accurate strategies and evaluate results to evaluate the effectiveness of the communication plan in this campaign.

Based on the graduation project requirements, this Production Book has a total of 103 pages and is divided into 6 parts to be completed between August 2023 and December 2023. Our group successfully completed and met the requirements of the graduation project under the guidance of lecturers at FPT University Hanoi. Specifically, the Production book includes the following sections:

I. Introduction

II. Research and analysis

III. Campaign plan

IV. Pre-production

V. Implementation and distribution

VI. Evaluation

Overall, the communication activities and work for the media campaign for the vision screening comic product "Adventure to Dragon's Cave" have been evaluated as successful and received positive feedback from readers. , participants, as well as organizations in this collaboration.

CHAPTER I. INTRODUCTION

I.1 Background

I.1.1 Project introduction

- English name: Campaign about comics to support vision screening test for young children: "Adventure to the Dragon's Cave"
- Vietnamese name: Chiến dịch truyền thông sản phẩm truyện tranh sàng lọc thị lực cho trẻ em "Chuyến phiêu lưu đến Hang Rồng"

According to data from the World Health Organization (WHO), refractive error affects about 50% of the Asian population. It is predicted that by 2050, this rate will continue to increase worldwide, especially in Asia with more myopia, with 80-90% of Asian children will be nearsighted (*Thuy Duong, Thu Hien, 20223*).

In Vietnam, studies have shown that the average rate of people with refractive errors accounts for about 30% - 40% of the population, equivalent to about 30 million to 40 million people (*Thai Binh, 2020*). For ages 6 to 15, the rate of refractive errors in cities ranges from 25% to 40%, while in rural areas, the rate ranges from 10% to 15%. If not treated early with myopia glasses or appropriate methods, it will cause visual impairment, especially in children, and can lead to permanent amblyopia (irreversible vision loss in adulthood) (*Nghia Toan, 2023*).

Along with that, the development of modern technology with many electronic devices: such as smartphones, tablets, laptops, televisions... plays a significant role in the daily lives of adults as well as children. From working, studying, to entertainment, relaxation activities also require the support of electronic devices. Life is increasingly modern and busier, parents are also busy with work and housework, rarely spending time playing with their children, so smartphones, tablets, and televisions have become children's companions... Using electronic devices for the right purpose at a moderate level will help children access a lot of useful information and support their development. However, too much exposure to digital devices will cause negative effects on children's health, including vision problems (*Trung tâm Truyền thông sức khỏe Trung ương, 2016*).

In the context of the rapid increase in the rate of children with refractive errors as above, FSEC Children's Eye Center, an organization that has carried out many community activities and projects on ophthalmology for children, has combined with Kim Dong Publishing House to develop the first vision screening comic book project for children in Vietnam called "Adventure to the Dragon's Cave".

I.1.2 Project Choosing Reasons

Purpose: All members of the team consider the field of communication as the field they want to pursue after graduating and looking for a job, so communication planning is an indispensable skill. Accompanied by members who have experience in building

communication plans for products/brands in advance. Therefore, when participating in this project, our team hopes to develop professionally while working here. This is a large-scale, complex event and requires meticulous planning and execution, with attention to detail. From planning, implementation, promotion to collecting feedback after the event, relevant departments need to coordinate closely. This provides a great opportunity for team members to learn and improve their skills.

Relevance: The media campaign for children's vision screening comic book product "Adventure to the Dragon's Cave" has many diverse activities, allowing the team to apply soft skills and knowledge in communication and management event, such as SSG103, DTG111, EVN201, MPL201, MEP201 or PRE201. This is a great opportunity for the team to apply what they have learned into practice.

Meaning: In the context of a rapid increase in the rate of children with refractive errors, FSEC Children's Eye Center has combined with Kim Dong Publishing House to develop the first vision screening comic book project for children in Vietnam called “Adventure to the Dragon's Cave”.

Realizing the urgency and practicality of the problem, the group accompanied FSEC to deploy a media campaign for the vision screening comic product "Adventure to Dragon's Cave" with the desire to bring positive meaning, contributing to solving painful problems in the community.

I.2 Problem Identification

In developed countries, children aged 2 years and older are recommended to have regular eye exams to detect refractive errors early and treat them promptly (*Sức khỏe & Đời sống, 2023*). For amblyopia, treatment is effective when detected early. If detected too late (especially after age 13), vision damage will not change (*Nguyen Duc Thanh, 2016*).

According to children's eye specialist at FSEC Nguyen Huyen Trang (lecturer at Hanoi Medical University), "Amblyopia in children is often detected late (after age 7) in Vietnam. However, treating amblyopia after age 7 is a big challenge compared to cases detected earlier." But at this time, children do not show too many signs or share with their parents if they have eye refraction problems, so parents often do not detect and take their children for examination, accidentally missing the golden time to eye treatment for children. Active screening and timely intervention at the right time not only help restore vision but also affect the child's growth and development (*Reichman NE, Corman H, Noonan K, 2008*) (*Bourne RR, Dineen BP, Huq DM, Ali SM, Johnson GJ, 2004*).

This is also one of the special reasons for FSEC to develop the project "Adventure to the Dragon's Cave" with the desire to help children detect refractive errors promptly during the golden time of treatment.

I.3 The Statement of The Capstone

With the mission of protecting children's eye health, early detection and effective treatment of vision problems in children, especially the increase in myopia in Vietnamese children today, is extremely urgent and important. Adventure to the Dragon's Cave is not only a journey to convey the message of early vision screening and eye health, but also a true commitment to the future of the young generation.

We believe that early vision care is an important key to opening a promising future for children. "Adventure to the Dragon's Cave" not only reminds about the importance of vision screening, but also calls for the participation of the community, especially parents, to ensure that children have the right and opportunity to explore the world around them authentically with their own eyes.

We are committed to accompanying, supporting and creating medical and learning-standard guides, through vision screening comics and educational activities. In this way, we hope each child can embark on his or her own journey of adventure and enjoy a future where all discoveries are possible.

Let's protect children's future with healthy eyes together and emphasize that the vision screening comic "Adventure to the Dragon's Cave" is not just a story, but also our mission.

I.4 The Structure of the Capstone

The structure of the Capstone lesson includes 6 chapters. Chapter 1 introduces the project, project scope and team tasks. Chapter 2 conducts research on communication methods and proposes appropriate communication channels for the vision screening comic product "Adventure to the Dragon's Cave". Chapter 3 will plan the campaign. Chapter 4 conducts preparation and Chapter 5 covers implementation activities.

I.5 Project boundaries

The product communication campaign "Adventure to the Dragon's Cave" will take place from August 20 to November 20, focusing mainly on the communication period after the comic has been published. The project focuses on product communication during the launch phase, communicated on social networks, newspapers and offline events, including event communication.

The project did not include research into the psychology of potential customers, as it was done before the book writing stage. At the same time, we do not produce videos for products but will outsource, focusing our resources on image and text production. We are committed to measuring effectiveness through social media engagement, reach, and reader feedback to ensure campaign success and positive engagement.

I.6 Tasks of capstone team

As a group participating in the communication campaign with the production unit, our responsibilities include:

- Develop a two-phase communication strategy.
- Implement communication materials and products according to plan.
- Extend invitations to partners and sponsors.
- Systematically implement, monitor and modify media channels to ensure consistency throughout the project.
- Support for event organization.
- Measure results.

CHAPTER II. RESEARCH AND ANALYSIS

II.1 Company analysis

II.1.1 About FSEC

FSEC – Fifth sense eye clinic is a children's eye clinic founded in 2020 by Dr. Bui Minh Ngoc (Former Head of Ophthalmology Department, National Eye Hospital) (*FSEC, 2023*). This center cares and treats eye-related problems for all ages, especially focusing on children. This is also the first myopia control center for children in the North with specialized strengths in care and treatment services for amblyopia, strabismus/squint, and myopia control with Ortho-K glasses. (*Kieu Oanh, 2023*).

More than just a clinic, FSEC is a companion in community eye care, always ready to propagate and educate to raise awareness of eye health protection through media platforms. FSEC has conducted many activities such as talk shows and free screening for children to early detect eye defects such as nearsightedness, amblyopia, and retinoblastoma. Or stand out like the Exhibition “Mom! What your eyes say” directs viewers to pay more attention to eye care and raises awareness about the importance of vision screening for children (*Khanh Vy, 2022*).

II.1.2 FSEC's target audience

- Demographic:
 - Gender: both male and female
 - Age: 25-45 years old
 - Occupation: unlimited
 - Status: married and has children
 - Area: Hanoi city and surrounding areas
 - Income: Over 25,000,000 VND/month
- Behavior:
 - Regularly use social networks (Facebook, Youtube,...) to search for information and interact with interesting content.
 - Interested in and looking for issues about eye health, children, eyeglasses, nearsightedness, and fashion.
 - Interested in activities and events that interact with the community and children.
- Persona:
 - Tran Thi Mai
 - Age: 27
 - Gender: Female
 - Occupation: Business
 - Income: 27,000,000 VND/month
 - Hobbies: Reading, cooking
 - Family status: Married, 2-year-old son
 - Personality: Caring, thoughtful, focused on health care and protection

Behavior: often busy with work, let your child look at the phone to play on his own. When eating, also let the child look at the phone to eat more. Tend to search for information on social networks and use social networks to share information.

II.1.3 FSEC own channel

FSEC focuses mainly on online media channels such as Facebook, Zalo, and YouTube along with the official website. The flexible combination of these platforms helps FSEC optimize reach and interaction with target audiences. As follows:

Channel	Purpose
FB	<ul style="list-style-type: none"> - 2 groups: + “Kiểm soát cận thị và hỏi đáp kính ortho-k” + “Hỏi đáp bệnh mắt trẻ em và nhược thị” - Main fanpage: “FSEC - Trung tâm mắt trẻ em” <p>Is the main platform with the most reach. Content types such as text, photos, short videos about everything around FSEC, such as services, customer care, programs, events,...</p>
Zalo OA	The information page provides news and makes medical appointments
Youtube	Short video formats. Promotion platform for main fanpage
Website	Overview page of clinic information and services helps customers easily learn, book appointments, and increase reputation about FSEC

Table 1: Media channels of FSEC

II.1.4 FSEC products

FSEC is an organization specializing in the field of pediatric eye care, focusing on the treatment of amblyopia, strabismus and myopia control. We provide a wide range of services, including the diagnosis and treatment of common and complex vision problems in children.

Productions And Services	Detail
Comprehensive eye examination	The initial eye examination price is 250.000 VND/turn.
General refract test	100.000 VND/turn This is a method to accurately know a child's nearsightedness and farsightedness

Lazy eyes		Correcting glasses is the most important first step in treating strabismus, especially accommodative strabismus. In children, the regulatory system is strongly active, causing an imbalance in the pulling force between muscles, often causing internal strabismus.
Removing ocular foreign objects		150.000đ/turn
Amblyopia		<p>2.000.000 VND - 11.000.000 VND from 20 - 150 training sessions at home</p> <p>FSEC uses exclusive amblyopia training software from the US and divides it into 3 training phases</p> <ul style="list-style-type: none"> - Phase 1: Practice getting acquainted <p>The first training session is guided directly at FSEC or home, then the results are evaluated and the difficulty level of the exercises and practice time are adjusted accordingly.</p> <ul style="list-style-type: none"> - Phase 2: Active training <p>Monitor training results once a week (For the first 4 weeks). The next milestones after that are every 2 weeks throughout the training process. Re-examination milestone: Periodic re-examination (For example, 6-year-old re-examination after 6 weeks)</p> <ul style="list-style-type: none"> - Phase 3: Maintenance training <p>After amblyopia is gone, maintenance training and follow-up examinations are very important to avoid amblyopia recurrence. Time can be extended: 2-3 workouts a week.</p>
Myopia control	ORTHO-K	<ul style="list-style-type: none"> - Ortho-K is a night-time contact lens that controls progressive myopia, is highly effective and helps slow down the process of increasing nearsightedness by 40%, helping users see clearly without needing to wear glasses. daytime. - Suitable subjects: Young people, myopia < -6.00 diopters, astigmatism up to -2.50 diopters (astigmatism no more than 1/2 of myopia) - Price: 14.000.000 VND – 25.000.000 VND.
	Lenses ZEISS Myovision	<ul style="list-style-type: none"> - Peripheral images are pushed to the back of the eye, or "marginal hyperopia" effect in nearsighted people, which is the cause of increased nearsightedness. <p>In Myovision glasses, the peripheral design has a different glass density that helps limit the phenomenon of "Fringal hyperopia" and helps limit the progression of myopia.</p> <ul style="list-style-type: none"> - Can be combined with other myopia control methods - There are coatings to help protect your baby's eyes completely - Price: 4.000.000 VND - 9.000.000 VND/pair

	Low concentrations of Atropine	This is a method of using low concentration eye drops before bed, which helps reduce the rate of myopia increase in children aged 6-13 years old.
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Table 2: FSEC products

II.1.5 Brand identity

- **Logo:**

Brand colors are outstanding colors with 4 main colors: blue, purple, pink, yellow, these are bright colors suitable for children. This helps parents and children when coming to FSEC not feel afraid with the typical white color of hospitals and doctors. This helps children's examination experience become fun and comfortable, and they are no longer afraid when talking about the doctor. In particular, each color carries a different meaning



Figure 1: Logo of FSEC

- Blue: Represents belief, hope, trust and responsibility, creating a sense of security and hope for parents when choosing FSEC for their children
- Purple: Purple is often associated with sophistication and serenity. This color code also represents the care and quality that FSEC brings to customers in the service experience.
- Dark Pink: Pink is often associated with warmth, love and care. This color code can create a feeling of closeness and affection.
- Yellow: Yellow is often associated with freshness, brightness and positivity. It can create an impression of optimism and vitality.

- **Slogan**

FSEC clinic's slogan "More than just a clinic, FSEC is a companion in community eye care" has many important elements, expressing the importance of eye care and mission. devoted to the community.

The message "More than just a clinic" emphasizes FSEC's difference compared to traditional clinics. FSEC is not only a place for vision testing but also a companion, creating a friendly and close care space for patients.

"FSEC is a companion in community eye care" demonstrates FSEC's commitment to supporting and accompanying the community. Not only limited to the clinic, FSEC also takes advantage of the media platform to propagate, educate and raise awareness about eye health protection in the community.

In this way, FSEC is not simply a provider of eye health services but also a trusted source of information and companion in eye care for all members of the community. This slogan truly reflects the importance of eye health and FSEC's commitment to providing comprehensive care and multidimensional educational information.

- **Visual content**

FSEC's images in the media mainly come from reputable doctors in the field of ophthalmology and images of children, to create a realistic, humane and approachable image with the whole community.

Images of reputable ophthalmologists were selected to demonstrate FSEC's professionalism and reliability in the field of eye medicine. This helps build trust from customers, as they feel secure and assured when choosing FSEC as the eye care address for their family.

Besides, using images of children in FSEC's communications has great significance in terms of closeness and positive experiences of children when coming to FSEC. These images create a feeling reminiscent of the words children say to their parents, bringing feelings of peace, joy and trust in the process of taking care of their children's eye health.

These images not only symbolize the professionalism and quality of service that FSEC brings, but also demonstrate special dedication and care for young customers. This contributes to creating a comprehensive picture of eye care and family health, making FSEC a trusted companion for every family.

- **Design styles**

FSEC excels in combining professionalism and intimacy through its unique and sophisticated design style. This is clearly shown in every detail, from communications to clinic space.

FSEC's design style is reflected in the clinic space, which creates a comfortable and modern environment, with a variety of colors and tools for children to play, helping patients feel secure when coming in and receiving care. Warmth and professionalism are key factors in creating an effective working and treatment space.

FSEC's communications continue this momentum with a friendly graphic style, clear use of images and easy-to-understand messages. This not only helps convey the message effectively but also creates closeness and friendliness, connecting with target customers.

In short, FSEC has created a unique and quality design style that combines professionalism and approachability, emphasizing a commitment to eye health and dedicated service to each patient.

II.1.6 Conclusion

Mrs. Nguyen Huyen Trang (CEO of FSEC) shared: "After many years of eye examination for preschool children, I realized that if children do not detect refractive errors early and miss the golden time for treatment, then when discovered, it will be very difficult to help them regain normal vision. So I gathered a group of authors, researched for 2 years, with the determination to build this book to support parents in early detection of visual abnormalities for children aged 3 years and older..." With the desire of the CEO and reinforcing the mission of "not just a clinic, FSEC is a companion in community eye care", FSEC has launched the vision screening comic book product for children "Adventure to the Dragon's Cave". And want to raise public awareness about early eye screening for children.

Based on the research results, an overall assessment of FSEC can be made as follows:

About FSEC:

- It is a reputable clinic with a team of good doctors
- Reach the right target customer file
- Different from other ophthalmology facilities in Hanoi. The facilities are modern and friendly to children and parents, creating a feeling of closeness to customers, which is also different from traditional hospitals.
- The examination procedure is quick and private, making the child feel as comfortable as being with relatives.
- It hasn't been long since its establishment, so it's difficult to compete with long-standing, reputable clinics with a long-standing customer base.

About communication effectiveness:

- Diverse content, diverse content on platforms
- Convey a clear message "More than just a clinic FSEC is a companion in community eye care".
- Coverage is not high yet, more activities are needed to spread brand awareness

II.2 Product analysis of the vision screening comic "Adventure to the Dragon's Cave"

FSEC Children's Eye Center combined with Kim Dong Publishing House to launch the first life skills education storybook combined with vision testing in Vietnam for children.

"Adventure to the Dragon's Cave" is the journey of Tiger and Sparrow facing the Evil Dragon to find peace in the forest. Continuously faced difficulties and challenges, but the power of friendship helped Ho and Sparrow overcome them all. The challenges in the journey to Dragon's Cave are a combination of three visual assessments. Tiger and Sparrow will join the

children in passing the tests of Visual Acuity, Visual Acuity and Visual Vision to be able to defeat the Evil Dragon.

A special feature of the story is that it can test children's eyesight. Children's visual system consists of 3 parts: the eyes receive light signals, the optic nerve pathway, and the occipital lobe processes visual images. This process allows children's eyes to receive light from the outside world and transform it into nerve impulses that are transmitted to the occipital lobe of the brain to process images. For children to see the world brightly, their entire visual system needs to be healthy.

Included with the series is a set of tools to help children and parents conduct tests, including: Results recording sheet; Tape measure; Symbol matching table; 3D glasses; Cover your eyes.

Before the screening, parents need to turn on the room lights and open the windows to ensure enough light during the screening and reading process. After taking the test, parents can access the website fsec.vn or scan the QR code on the result sheet and fill in the results of the recent vision tests to know the results of their child's eyes. The team of Ophthalmic Refractive Specialists from FSEC will receive result information and proactively contact parents to advise in detail about the screening results.

“Adventure to the Dragon's Cave” is a meaningful comic book that can be both medically effective and effective in conveying an educational message of solidarity and courage to children.

Understanding a product's strengths, weaknesses, opportunities, and threats is also extremely important and influential for product communication. Therefore, a specific SWOT analysis is necessary. After researching all aspects of the product, we have provided a specific analysis of the product's Strengths - Weaknesses - Opportunities - Threats as follows:

Strengths	Weaknesses
<ul style="list-style-type: none">- Context: The story was born in a context where the rate of children with refractive errors is increasing, and parents are also paying more attention to family health issues.- Without a direct competitor with the same functionality, the product is currently unique in being able to incorporate active vision screening into the story instead of dry documentation.- Vision screening: The product is medically useful, combined with comics to increase children's interest when using it.- Educational Content: The comic focuses on educational content about vision screening, helping to increase awareness of this issue.- Attractive design: Use bright colors and beautiful designs to attract readers, especially	<ul style="list-style-type: none">- Limited accessibility: Risk of comic accessibility, especially for reader groups that do not have easy access to the product as the product requires a QR scan to read the results.- The price is a bit high: compared to the average cost of a comic book for children.

<p>children.</p> <ul style="list-style-type: none"> - Companion Characters: Companion characters help create a bond with readers, taking them on an entertaining, educational journey. - Minigames: There are minigames, increasing interaction and retaining readers on media platforms. - Support parental participation: Products are health and educational so they have the ability to attract parents' choices. - Reputation: Created by a reputable ophthalmic refraction center and combined with a major publishing house, this is important to the medical accuracy that the product brings. 	
Threats	Opportunities
<ul style="list-style-type: none"> - The comic has medical elements so it is necessary to gain the trust of target customers in terms of credibility and accuracy. - Indirect competition from comic books or children's products easily attracts children. - Risks from rapid changes in trends and interests of readers, affecting interest. 	<ul style="list-style-type: none"> - Collaboration with Educational Partners: There are opportunities to partner with schools and educational organizations to bring products into the learning environment. - Develop an international version to expand its scale and reach foreign readers and organizations. - Expanding in many forms: In addition to the form of screening through comics, "Adventure to the Dragon's Cave" has the opportunity to develop in different forms such as videos or other forms of content to expand or extend the comic series.

Table 3:SWOT analysis of comic product

II.3 Market - Competitors Analysis

II.3.1 PESTEL model for the comic industry in Vietnam

Political	<p>The State of Vietnam recognizes and protects citizens' right to freedom of speech according to Article 25 of the Constitution. The state does not censor works before publication (<i>Vu Quynh, 2022</i>). Works are only banned from being printed or published when they contain propaganda against the State, inciting violence, war, distorting history, etc. to ensure that they comply with the teachings and values of the Party and State.</p>
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Economic	<p>A survey by risk management consulting organization PwC shows that Vietnamese consumers are more cautious with their spending habits. Specifically, 62% of consumers tend to cut down on unnecessary spending due to concerns about rising prices; 54% expect to cut spending on luxury products; 13% plan to cut back on grocery and food spending (<i>Ngoc Diep, 2023</i>). This proves that consumers are tending to tighten their spending habits, leading to a decline in sales of many products.</p>
Social	<p>In the 2019-2020 school year, according to statistics from the Ministry of Education and Training, Vietnam has more than 5 million preschool children, 8 million elementary school students, 5 million middle school students, nearly 3 million high school students, and more than 1 million college students (<i>virac, 2021</i>). This shows the potential readership of the Vietnamese comic book market.</p> <p>In Vietnam, there are nearly 78 million Internet users as of January 2023, accounting for 79.1% of the total population (<i>Simon Kemp, 2023</i>). This creates conditions for comic book businesses in Vietnam to more easily reach their readers through online platforms.</p>
Technological	<p>New technologies such as online, mobile, VR, and AR applications can affect the communication and distribution of comic products.</p> <p>According to Next Move Strategy Consulting, the design industry market in Vietnam is valued at 1.15 billion USD in 2020, and is expected to reach 1.84 billion USD by 2030 (<i>Phan Thi Phuong Thao, Hoang Thanh Thuy, 2022</i>). In Vietnam, there are up to 25 graphic design training establishments, this shows that the graphic design industry is constantly progressing and also creating a positive influence on the quality and reading experience of comics for readers.</p>
Legal	<p>The development of technology makes copyright infringement more difficult to control and causes great damage to the publishing industry. Specifically, according to VTV, publishers can suffer billions of dong each year due to comic copyright infringement (<i>baodientuvtv, 2018</i>). Compliance with copyright laws is important to prevent unauthorized copying and distribution and to protect the author's copyright.</p> <p>Laws may place restrictions on the promotion and distribution of comic books, especially for content aimed at children.</p>

Environmental

Vietnamese people are increasingly concerned about the environment. According to a survey by Asia Plus company of 792 Vietnamese people aged 18-49 nationwide, 55% of people surveyed care about the environment at a high level and 84% care more about the environment than before a year ago (*Asia plus - 2021*). This creates an opportunity for comic book businesses to make a positive impact on the environment through the use of recycled resources or supporting environmental protection activities.

Table 4: PESTEL model for the comic industry in Vietnam

II.3.2 Competitors

The vision screening comic product "Adventure to the Dragon's Cave" focuses on vision screening for children using comics. Currently, there is no product on the market with the same uses, so "Adventure to the Dragon's Cave" is the first product in Vietnam. Therefore, "Adventure to the Dragon's Cave" has no direct competitors, but only indirect competitors such as other comic book product lines and other home vision screening methods.

II.3.2.1 Competitor products

With other products in the Vietnamese comic market, since our country's reform process, the introduction of foreign cultural products has become increasingly rich and diverse, including comic books, especially comic books. Japanese paintings have been very warmly received by Vietnamese children. Since 1986, more and more Japanese comics have appeared in Vietnam (*Ngô Thanh Mai - 2023*). According to Mr. Dang Cao Cuong, Head of the Comics Editorial Board of Kim Dong Publishing House, this unit has published and released many famous comic books, but Vietnamese comics only account for 10%. 70% are Japanese comics, the remaining 20% are stories from some other countries (*Khanh Minh, 2022*).

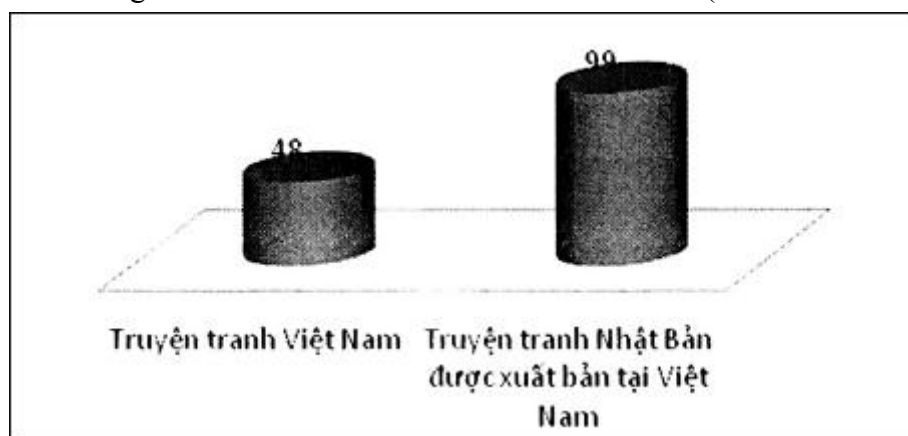


Figure 1: Chart of Vietnamese comics and Japanese comics published in Vietnam from 1987 to 2004 (*Kurokawa, Yuichiro - 2014*)

According to the above statistical table, Japanese comics account for much more quantity than Vietnamese comics. The Japanese comics according to the chart above are comics that

are allowed to be published, but in reality, the number of foreign comics published in Vietnam (not to mention stories with unknown authors) is much higher.

Elements such as sexual elements, violent elements, homosexual groups or images that are considered sensitive in Japanese comics and are inappropriate and not welcome in Vietnam. In Japan, comics are checked and classified according to reader age groups, such as 18+ magazines and books that are often sold in places that are difficult for children to reach, so there are cases where children read love stories or as sensitive as in Vietnam, it rarely happens (Kurokawa, Yuichiro - 2014). In reality, in Vietnam it is very difficult to control or ban these types of comics because when they have been allowed by publishers to release to the market, it is very difficult to manage and is a product of the media. . Comics cannot be limited to a group of readers, especially in the current "flat world" context.

According to the study COMICS WITH CHILDREN DURING THE INTEGRATION PERIOD (Ngô Thanh Mai - 2023), the time when children begin to come into contact with comics is very early. The rate of children knowing about comics from elementary school is 49.7%, followed by 44.2% in kindergarten, and 5.1% in middle school.

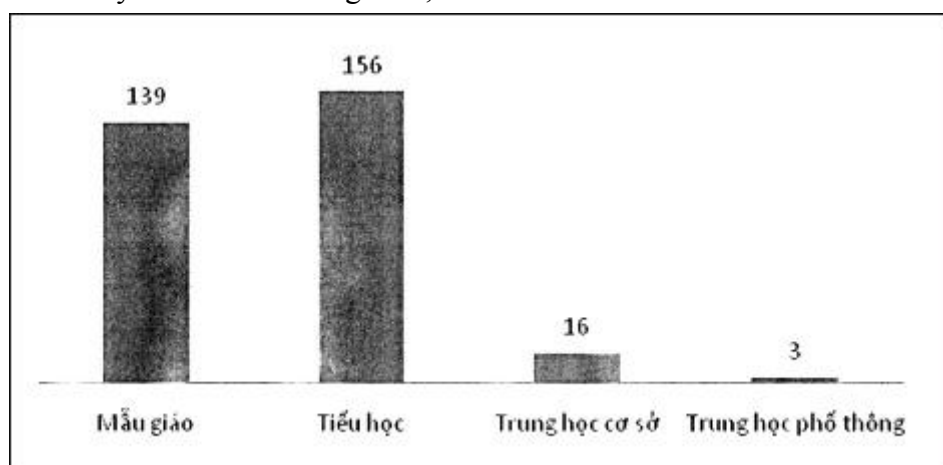


Figure 2: Chart of when children are exposed to comics (Ngô Thanh Mai - 2023)

Comic books are used by kindergartens as visual teaching aids to help children gain initial knowledge about the world around them. Bright colors, vivid images, simple and easy-to-understand content are a useful way for children to get acquainted with nature and society, form life skills, and prepare pre-reading and writing skills. before children enter grade 1.

Also according to this study, comic books are mainly bought and read by children themselves. For children, choosing comics with age-appropriate content is very important, but most of the comics they read are bought by themselves. It is also normal for children to buy their own comics for middle school and high school children, but for elementary school children, choosing comics requires the attention of parents to help them access them. The stories are both educational and entertaining.

Through the survey, it was found that parents do not really care about reading comic books for their children. On the school side, teachers do not really care about guiding students' choice of reading comics (Ngô Thanh Mai - 2023).

With children accessing comics earlier and earlier, the most popular comics are Japanese stories, but it is difficult to control the content and other elements in the story, along with the

fact that parents and teachers do not really care about them. Pay attention to the direction of children's choice of comics. Therefore, the urgency of providing attractive comic products suitable for children's ages is very urgent. Accompanying that is increased responsibility and orientation of families and schools in caring for children and the comic products chosen by children.

With other vision screening methods, currently some hospitals also deploy vision screening packages with modern equipment (Hanoi French Hospital, City International Hospital, Vinmec Health Care System, Hanoi eye hospital...) However, there are not many and the cost is expensive (about 700k for children, 2100k for adults). With home eye screening methods, there are also a number of tests but the results and accuracy are not guaranteed. Along with that, these tests are mainly videos and images on electronic devices, so they can be affected by lighting factors, screen quality... leading to low accuracy.

II.3.2.2 Competitor's media channels

With other products in the Vietnamese comic market, Vietnamese comic products are often released and communicated by publishers through the publisher's media channels. Along with that are PR activities created by the producer, often without separate communication channels for the story itself.

With other vision screening methods:

Hospitals selling vision screening services/products also use communication channels such as Facebook, Zalo, Youtube, etc. However, based on the frequency of communication activities of some hospitals mentioned in section 3.2. 1, we provide analysis with the most frequently active media channel, Facebook (with at least 3 fanpage posts per week) of 2 competitors providing vision screening products/services such as after

- Hanoi French Hospital with 47 thousand followers

Key visual: With the main pink and blue color design, the publications are designed in a modern, uniform manner, emphasizing the main key of the featured content in the photos.

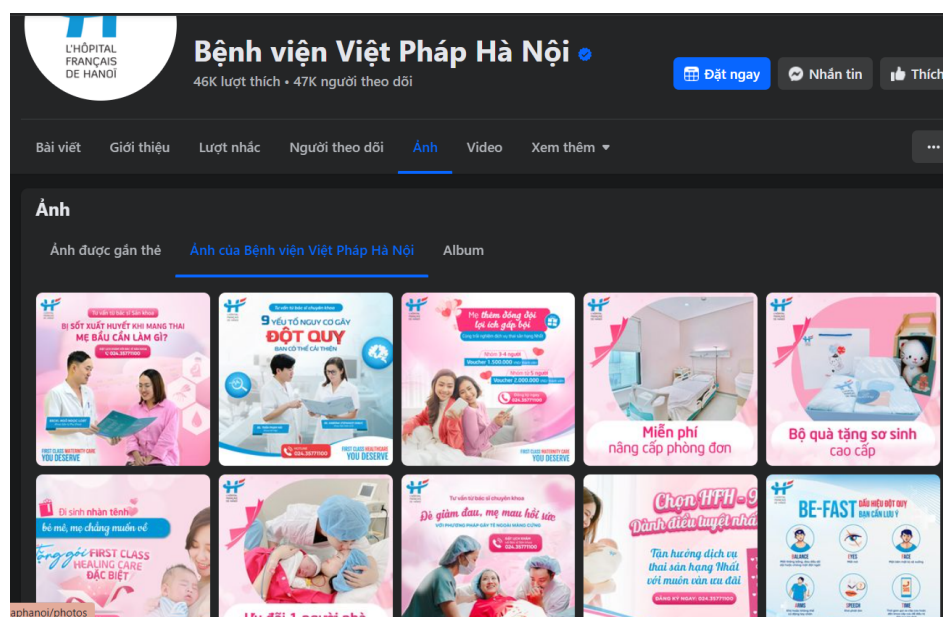


Figure 3: Facebook post of Hanoi French Hospital

Content: Communicating with a variety of products, providing information about health in general, especially maternity health. The product PR route is used much more than the articles providing information and general health, and there is no separate content route about eye health and vision screening.

Advertisement: Focus mainly on communication for maternity services, do not advertise information or products related to ophthalmic refraction

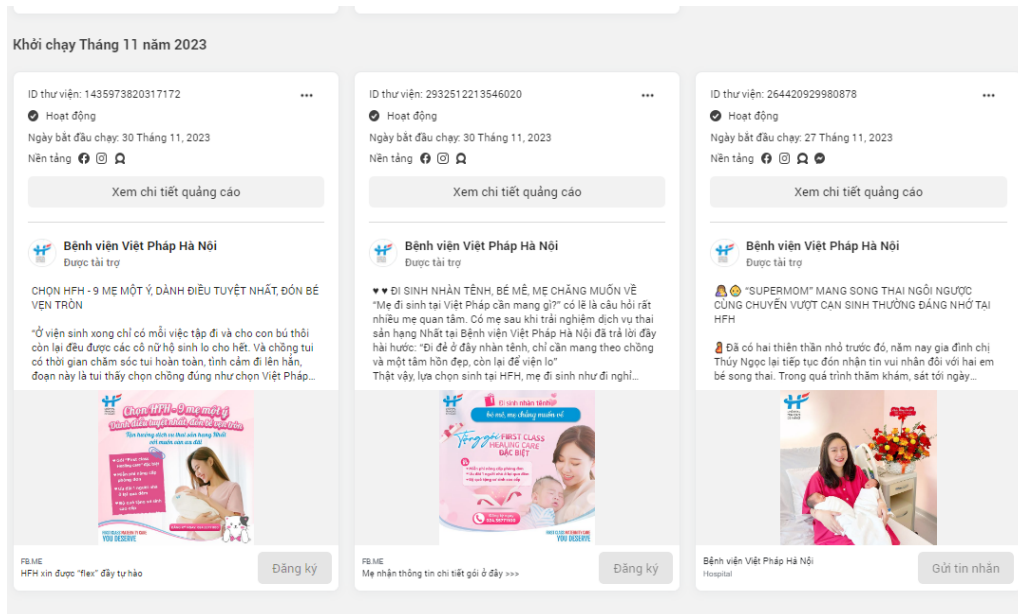


Figure 4: Facebook Ads of Hanoi French Hospital

- **City International Hospital: 78 thousand followers**

Key Visual: With a predominant yellow and green color scheme, the materials are designed with simplicity and a lack of uniformity.

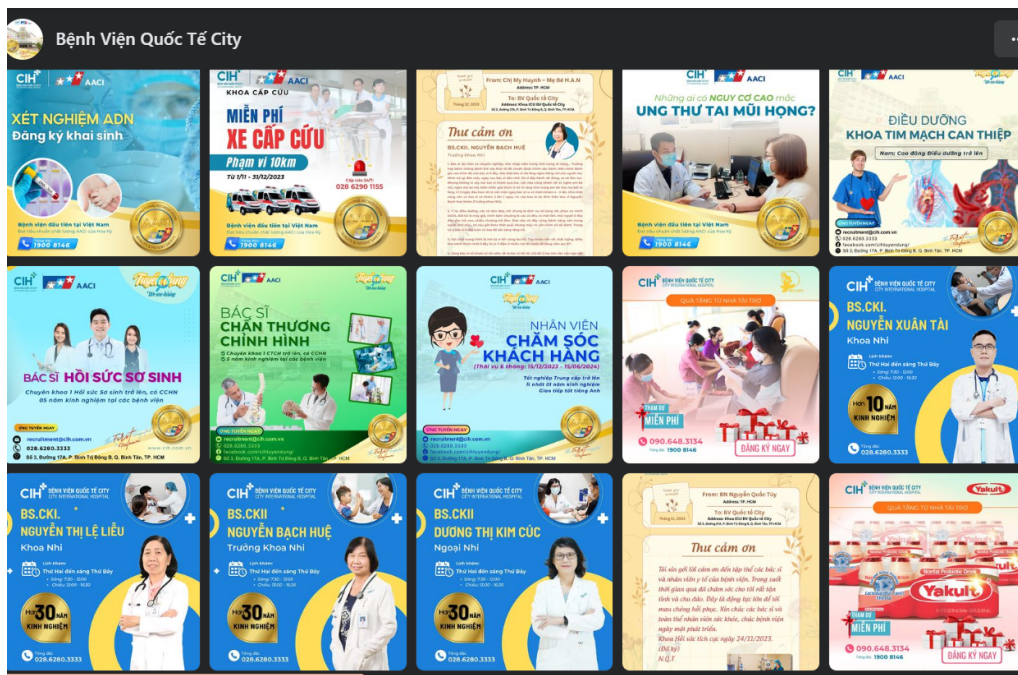


Figure 5: Facebook post of City International Hospital

Content: Diverse product communication, with a greater focus on product promotion and limited channels providing general health information, especially minimal eye health content. There is no dedicated channel for eye health and visual screening content.

Advertisement: Concentrating on communication for obstetrics, gynecology, and internal medicine. No advertising of information or products related to refractive corneal surgery.

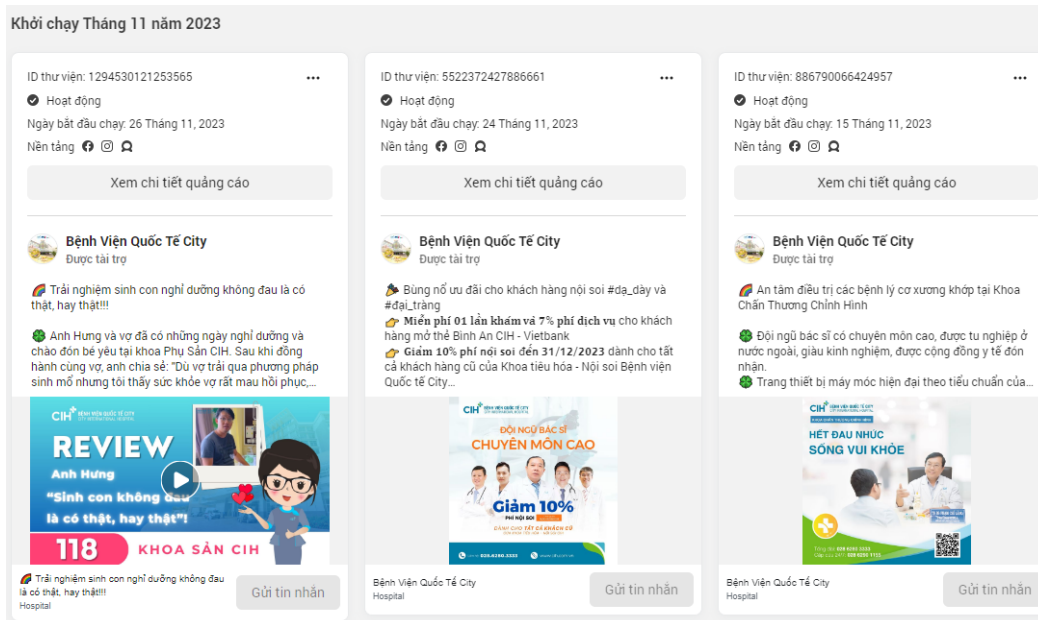


Figure 6: Facebook Ads of City International Hospital

II.3.3 Conclusion

Based on the recent comprehensive analysis of competitors, we can provide the following assessment:

- **With the comic book market in Vietnam:** There is currently no direct competitor for a comic product that combines eye screening and education for children. Existing comics in the market typically focus on entertainment purposes, and children are exposed to comics at an increasingly young age. The most popular comics are Japanese manga, but they are difficult to control in terms of content and other factors. Therefore, providing appealing comic products suitable for children's age groups is crucial
- **With vision screening methods:** Mainly, the services are provided in large hospitals, with high costs and time-consuming travel. These indirect competitors also focus on promoting other core products such as obstetrics and gynecology, without a dedicated, comprehensive communication strategy for refractive, penetrating, and refractive corneal surgery. They almost do not communicate information related to refractive errors as well as visual screening products. Using methods involving documents or videos may affect the accuracy of results due to the blue light emitted from electronic screens.

- **Competitors' media channels:** With other products in the Vietnamese comic market, the stories often do not have their own media channels. With other vision screening methods, they focus on communicating about the variety of products/services they provide, providing little information about general health, especially eye health.

With the industry environment and competitors as studied above, it can be concluded that the vision screening comic product "Adventure to the Dragon's Cave" has a chance to succeed because the competitive pressure is not great when targeting a niche market. With special advantages such as vision screening capabilities and engaging educational content, this product has the potential to attract attention and trust from target customers. A coherent and effective communication strategy can help leverage these strengths to succeed in the market.

II.4 Target audience analysis

Target audience analysis plays an important role in the process of identifying, understanding, and fully meeting the needs of the individuals or objects that the project, campaign, or activity is aimed at. This analysis helps develop an accurate and appropriate direction, creating the optimal opportunity for the project or activity to have the most positive impact on the target audience.

Research on the target audience was conducted by FSEC before producing the book. This study was conducted on 631 subjects and gave the following results for the target audience:

II.4.1 Demographics

Based on data provided by the FSEC Myopia Control Center, the appropriate audience to use vision screening comics is children from 3 years old, and the target media audience is parents aged 25-45 years old. This is an age group with children/grandchildren/children whose ages are appropriate for those using the product and who have important habits and decisions related to personal and family health.

In addition, target groups of office workers, business people, and freelancers working and living in the city will have the opportunity to access an environment that often has easy access to information sources, including the internet, books, magazines, and educational materials. This helps them educate themselves and grasp the latest information about eye health care.

II.4.2 Geolocation

The project's target audience is parents who are already living in the Hanoi city area and neighboring provinces. Living in Hanoi and surrounding areas often means having quick and easy access to information through diverse media sources such as television, radio, newspapers and the internet. This helps target audiences access accurate, up-to-date information about healthcare, as well as learn about relevant community events and programs.

In addition, in Hanoi city there are often many social and community organizations supporting health in general and eye health in particular. This is the area where many educational activities, seminars, and events related to children's health are held. Office workers or freelancers can also easily participate in these activities to improve their knowledge and gain important skills, to share experiences and learn from others, helping Information exchange and community connection are easier.

II.4.3 Psychology

The group of people between the ages of 25 and 45 who are married and have children often have certain knowledge and experience about life. In particular, they have great interest in health and family care issues:

- Special interest in children's health and education: This group places a high priority on their children's health, education and development, is willing to invest, and looks for products or services that support their children. assist in this. However, with the development of social networks and too many unverified news sources, finding information about health and education becomes difficult and sometimes causes anxiety.
- Pressure from work and daily life: leads to lack of time to observe children's health.
- Family Relationships: The need to create a stable and happy family environment is an important priority, and they often seek solutions to strengthen family relationships.
- Challenges in managing time and work: The challenge of managing time between work and taking care of children can create psychological pressure. They need convenient and flexible solutions.

II.4.4 Behavior

Parents aged 25 - 45 who are interested in health care often use media purposefully and wisely. They consider and select information from media sources to improve their understanding and decisions about health care for their families and themselves, often using trusted sources such as medical websites, reputable books and specialized magazines to find accurate and scientifically based information.

Additionally, they regularly monitor social media channels and online videos related to healthcare. These sites provide them with practical advice, guidance on exercises, diet, and ways to maintain good health. Media usage behavior is also demonstrated by frequently participating in online forums, health care communities or discussion groups to exchange knowledge and experiences. They share personal information about the experiments they have applied and discuss their results, allowing others to learn and share.

II.4.5 Conclusion

The target audience that the project wants to target are parents, married people, and those who want to take care of their children's health and education through reputable sources of knowledge.

From here, we create a target customer profile suitable for the campaign as follows:

- **Insight:** Often busy with work, no time but still wants to pay attention, care for and accompany children.
- **Persona:**
Tran Thi Mai
Age: 27
Gender: Female
Occupation: Bank teller
Income: 13,000,000 VND/month
Area of residence: Hanoi
Hobbies: Reading, cooking
Family status: Married, 4-year-old son
Personality: Caring, thoughtful, focused on health care and protection
Behavior: often busy with work so I let my child look at my phone a lot. Tend to search for information on social networks and use social networks to share information.

II.5 Media channel analysis

II.5.1 Online media channels

- The situation of internet use in Vietnam:

The Internet has become an indispensable part of our daily lives and Vietnam is no exception. According to statistics from We Are Social and Meltwater(*Simon Kemp - 2023*), as of January 2023, Vietnam had 77.93 million Internet users, equivalent to 79,1% of the total population. And there are 70 million social media users, equivalent to 71% of the total population. Kepios analysis indicates that Internet users in Vietnam increased by 5.3 million (+7,3%) from 2022 to 2023. There are only 20.6 million (about 20,9%) people in Vietnam who will not use the Internet in early 2023.

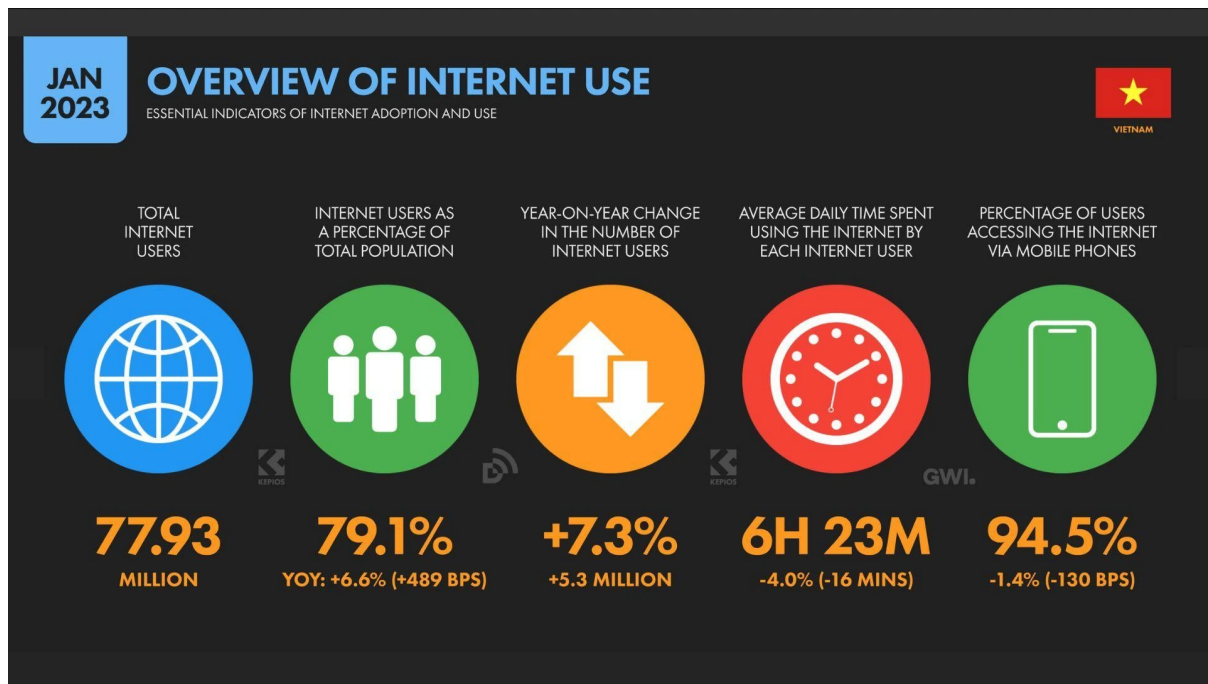


Figure 7: Essential indicators of internet adoption and use in Vietnam

According to organizations GWI and data.ai, the popularity of social networks in Vietnam continues to increase with no signs of slowing down.

- Popular social media platforms in Vietnam

According to the Digital 2023: Vietnam report by We Are Social and Meltwater, in January 2023, among the social media platforms with the most users in Vietnam, Facebook ranked first, accounting for 91,6% of users, Zalo ranked 2nd with 90,1%, Tiktok ranked 3rd with 77,5% (Simon Kemp - 2023)

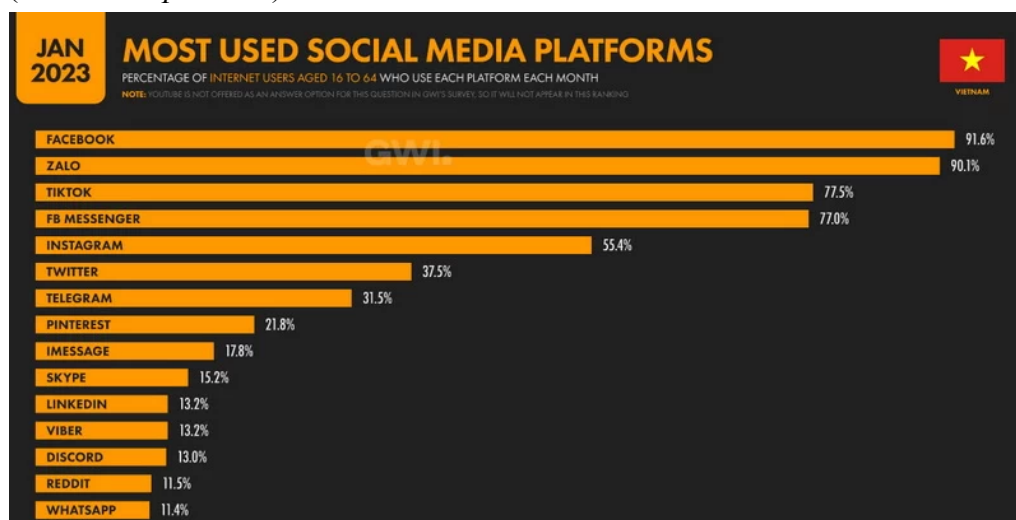


Figure 8: Most used social media platforms in Vietnam

Ranked first among the social media platforms most favorite by users in Vietnam is still Facebook with 34,4%. Zalo also ranked 2nd, with 21,3% of all social network users liking it. Tik Tok ranked third with 20,3%.

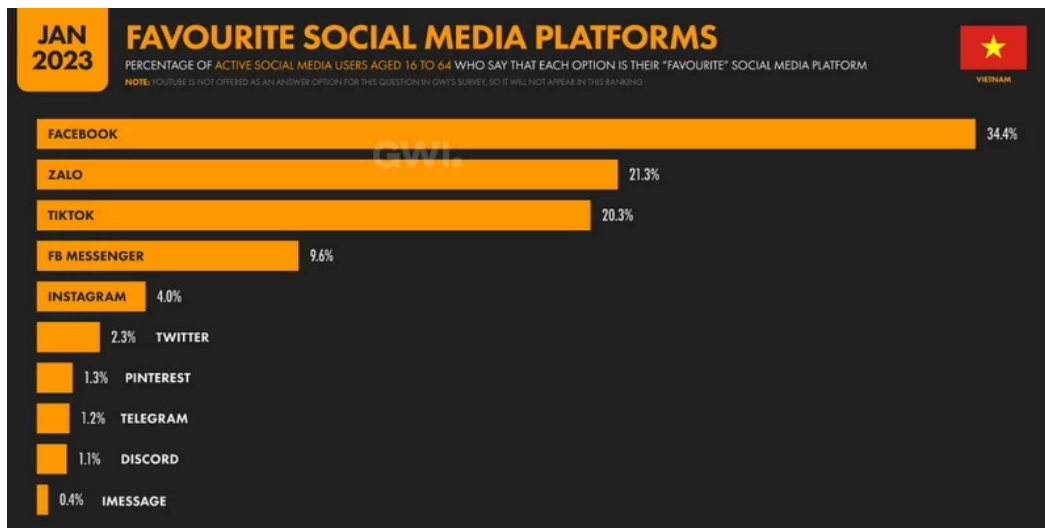


Figure 9: Favorite social media platforms in Vietnam

II.5.1.1 Facebook

According to statistics as of August 2023 by Napoleon Cat (NapoleonCat, 2023), in Vietnam there were 88.4 million Facebook users, accounting for 87% of the total population. Of which women account for 51.6%, aged 25 - 34 years old are the largest user group with 24.9 million people.

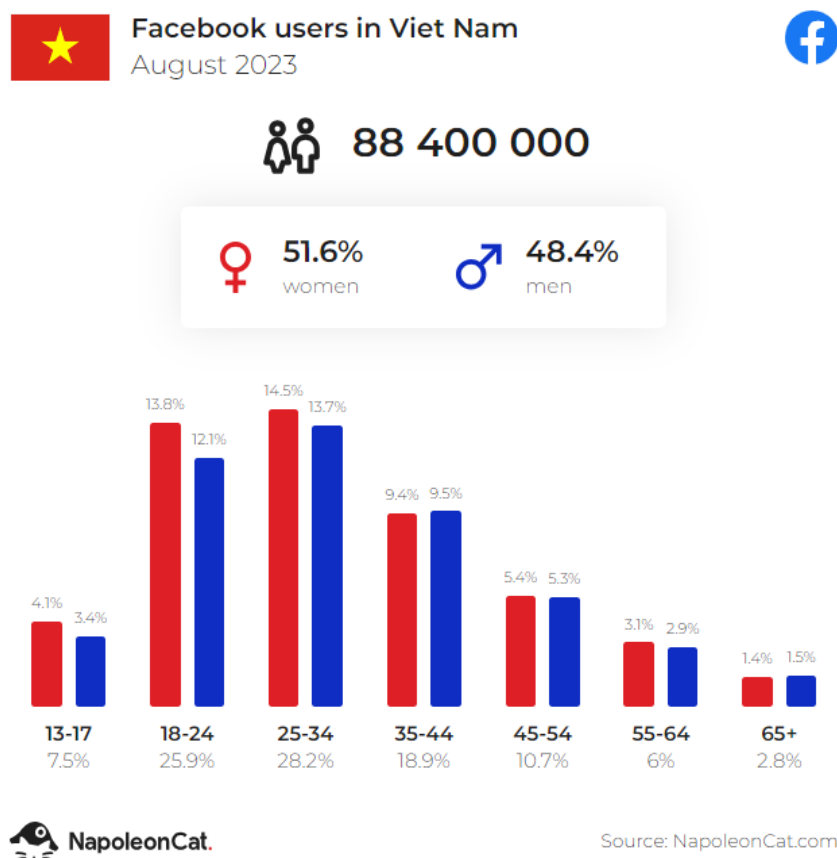


Figure 10: Facebook user in Vietnam in August 2023

In Vietnam, although TikTok is becoming an increasing trend in attracting users through sharing short videos, Facebook is still the most popular social network. Users often choose Facebook to share photos, videos and moments in daily life. Furthermore, many people also use Facebook to do business online, conduct Livestream sales, and even recruit.

Individuals often use Facebook to share information, images, and videos with friends and family. In addition, Facebook is also a source of updated news, events and topics that users are interested in.

II.5.1.2 Zalo

According to data from the Ministry of Information and Communications, Zalo currently has 75 million regular users and has become the most important application in the lives of Vietnamese people (*ictvietnam, 2023*). Thus, it is estimated that users of this made-in-Vietnam messaging platform account for nearly 75% of our country's population.

However, the tendency of Vietnamese people to use Zalo is for texting and communication. According to The Connected Consumer Quarter 1 2023 report recently published by MMA Vietnam and Decision Lab, Zalo also continues to be the most used messaging application in Vietnam. Specifically, Zalo leads with a usage rate of 86%, followed by Facebook with 71%, Messenger with 57% and Instagram with 14%. In 2022, Zalo also leads in this ranking (*ictvietnam, 2023*).

II.5.1.3 Tiktok

According to data published in ByteDance's advertising resources, TikTok had 49.86 million users aged 18 and over in Vietnam at the beginning of 2023 (*Simon Kemp, 2023*).

Vietnamese people are becoming increasingly popular with the use of Tik Tok, a short video sharing application that is taking the world by storm. TikTok is not only an entertainment platform but also a powerful means of communication for the online community.

Tik Tok mainly focuses on short, creative, and often humorous content and TikTok users are highly concentrated between the ages of 18 and under 30 years old (*baodientuvtv, 2023*). The project's target audience of 25-45 years old often has different interests and needs, placing more emphasis on detailed information, specialized knowledge, and academic or specialized content. Tik Tok often requires short attention spans and short video lengths. The 25-45 year old audience, especially those with families and work responsibilities, may not have enough time to follow and actively participate on the platform.

II.5.1.4 Landing page

A content redirection landing page acts as an intermediary page to encourage customers to take a specific action on the next page. This page often creates an environment that motivates customers to take an action such as registering, ordering, downloading, or filling out contact information.

Landing Page redirects content commonly used in online marketing and advertising campaigns. With a focus on a specific action, Landing Page creates favorable conditions for customers to focus and perform the desired action. Design elements, engaging content, and intuitive interface are used to motivate customers and increase conversion rates.

A survey on the effectiveness of landing pages highlighted interesting statistics. The value of social proof on landing pages was confirmed by the fact that conversion rates for landing pages with satisfied customer reviews, photographs, and social media posts are 12.5% compared to 11.4% for pages without social proof. Desktop-only versions of landing pages had a 10.7% conversion rate, while mobile-responsive landing pages had an 11.7% rate.

(Cheryl Baldwin, 2022)

68.2% of landing pages contained more than five call-to-action links, even though it resulted in only 10.5% conversions. On the other hand, landing pages with only one call to action resulted in 13.5% conversions.

From there, we can see that using a landing page with detailed product information and evidence of use can increase conversion efficiency and make it easier to measure customer interest in the product.

II.5.1.5 Conclusion

Based on the above research, the project "Adventure to the Dragon's Cave" chose to use the Facebook platform to promote online communication. The main purpose is to introduce and propagate the story, increasing accessibility and interaction with the project's audience. Choosing the Facebook platform as a popular communication platform in today's society will help reach target audiences easily and effectively. Combined with that, using a landing page helps increase conversion efficiency and measure customer interest in the product more easily.

II.5.2 Offline media channels

Usually with new products, brands often organize offline events to launch the product as a PR action so customers can experience and interact with the new product. Therefore, the project also chose to organize a launch event for the vision screening comic "Adventure to the Dragon's Cave" with the aim of increasing the prestige of the project. This is a product that combines medical uses, so during the launch event we will combine content shared from experts in the field of children's eyes to be able to provide accurate and reputable information to readers.

II.6 Conclusion

After conducting research, we can see the great advantages of "Adventure to the Dragon's Cave":

- FSEC's resources have the strength of being a source of good, reputable doctors. Accompanied by the message "Not just a clinic, FSEC is a companion in community eye care" targeting the right target customers.

- Products have special features and high community significance. It is both effective in terms of health and effective in conveying the message of educating solidarity and courage to children.
- Given the industry environment and competitors, it can be concluded that the product has a chance to succeed in the industry because the competitive pressure is not great.
- The target audience of the product based on FSEC's research results is parents with children from 3 years old, who are 25-45 years old. Often have psychological concerns about health care and family topics but. And they have wise media usage behavior, they quickly access information from media sources but carefully consider and choose to receive information.
- The communication channel most used by the target audience to access information is Facebook. Therefore, the project will deploy content transmission via Facebook and combine it with offline event activities with the purpose of increasing the reputation of the project.

We believe that with the project's communication efforts, the content about early eye screening for children will reach the right audience and gain a deep understanding of this topic.

CHAPTER III. CAMPAIGN PLAN

III.1 Overview of a Masterplan

The communication strategy will use online communication on Facebook as the focus of the project. Combined with booking KOLs and newspapers to increase trust in products, messages, and offline activities to create opportunities to exchange, encourage interaction, and discuss topics of eye care and children's vision screening.

The project is not just a single effort but also an opportunity to change habits and create deep awareness about early eye care and screening for children. At the same time, the project also paves the way for future expansion programs and activities, contributing to the mission of eye health care for Vietnamese children.

During the completion process, we also received many edits and comments from relevant parties to complete the plan. The plan presented in this report will list all the information and all the necessary steps that the campaign will go through.

III.2 Goals & Objectives

III.2.1 Goals

- Launching the vision screening comic product "Adventure to the Dragon's Cave"
- Raising awareness: The main purpose of communication is to raise public awareness about the vision condition of children and the importance of taking care of their vision. This is done through sharing information, stories, and data related to children's vision through media channels.
- Generate interest and participation from parents, community, and other stakeholders. By using powerful and authentic messaging, the media helps send the message that children's vision care is an important priority.
- Target customers deeply understand the entire message of the project and the purpose of vision screening for children

III.2.2 Objectives

- Increase product recognition: With positive, memorable messages, use colors associated with the story for posts and publications on social sites. This helps convince participants and make a strong impression on Adventure to the Dragon's Cave and achieve virality:
 - + Facebook fanpage reached 2.000 page likes, 1.500.000 reaches
 - + Landing page traffic: 3.000 visits
 - + Get positive mentions on Facebook
 - + 200 offline event participants

- Generate interest and support from the community: Media also aims to create interest and support from the community, including attracting the attention of sponsors, partners, and organizations , radio and newspapers pay attention to children's vision health.
 - + Appeared on 5 reputable newspapers
 - + Use 5 KOLs and reach a total reaction 1000 react

III.3 Insight

Customer insight is a deep understanding of customer needs, wants, behaviors, and perspectives. This is important information that we use to better understand our customers so we can improve our content and communication strategies more effectively. Below are some insights that can be applied to the project:

- Pay attention to the health of children's eyesight: Nowadays, with the development of digital technology, many electronic devices are used by parents as tools to comfort children or help them learn. Using electronic devices a lot causes parents to become concerned about accompanying problems such as affecting children's eyesight.
- Parents are interested in educating their children from an early age through comics, which is an increasingly popular trend in modern society.
- Need for reliable sources and reliable information: Parents do not have knowledge about recognizing eye defects and screening their children's eyes. They need clear, reputable sources of information that can be easily accessed and learned.
- Difficulties to take their children to the hospital: Parents often have difficulty taking their children to see their eyes at the traditional clinic, because their children often have fear or anxiety with the atmosphere of the clinic. This creates a significant challenge in the process of eye care for children. Although parents realize the importance of checking and protecting their eyesight, facing their discomfort makes them feel nervous and quite time consuming.

III.4 Key message

The main message we want to convey is divided into 2 phases.

Phase 1: “Protect your child's future with healthy eyes”

The message at this phase focusing on caring for and protecting children's eyesight from an early age is important in a context where vision problems are on the rise, especially in the age of technological development. Children's eyes play an important role in exploring the world and learning from their surroundings. This means that healthy eyes are the first step to building a promising future for children.

Vision diseases are rapidly increasing and can cause many potential problems and complications. Therefore, taking care of and ensuring children's eye health from a young age is an important responsibility of parents and caregivers.

This phase lays an important foundation for creating awareness and encouraging early vision screening, and also promotes comprehensive attention and care for children's vision health.

Phase 2: "Parents are also their children's doctors"

Phase 2 of the project "Adventure to the Dragon's Cave" sets out the important message that parents have an important role in screening children's vision. This message honors parents as their children's first "doctors", the people who best understand their children's development and health.

The message can be expressed by emphasizing unusual visual expressions and signs that parents may observe in their babies, such as squinting, rubbing eyes, closing one eye when looking at a distance, and is different now. Parents are the first people who can detect these changes and preliminarily check their child's vision easily and quickly through the combination of the vision screening comic "Adventure to the Dragon's Cave. "

This message also encourages parents to participate in the vision screening process for their children and emphasizes their role in ensuring the health of their children's vision.

Hashtag:

These are important key phrases in the communication campaign of the project "Adventure to the Dragon's Cave". They not only help create strong recognition for the project but also convey important messages about the project's goals.

#chuyenphieu luu den hang rong: This hashtag is both the name of the storybook and creates curiosity and excitement about the adventure in the story and the discovery of new aspects of eye health for children.

#FSECxKimDong: Demonstrates the cooperation between FSEC Children's Eye Center and Kim Dong Publishing House, creating trust and prestige in the project.

#truyentranhsanglocmat: This is the main hashtag of the project, focusing on vision screening through comics and at the same time promoting awareness of the project's goals.

These hashtags can also be used to create engagement on social media platforms and connect with the community, attracting interest and support from the target audience and those interested in the issue of children's eye health.

III.5 Strategies & Tactics

III.5.1 Strategies

The project's content strategy will use a combination of Emotional Appeal and Rational Appeal. Emotional Appeal creates messages and content that resonate with emotions. Focus on stimulating parents' anxiety and concern about children's eye health, creating a deep affection and motivating them to make positive decisions about vision screening for their children. Rational Appeal focuses on presenting arguments about the characteristics, novel features, benefits and uses of children's vision screening products to convince customers to choose the product to use.

In phase 1, we use emotional appeal to awaken both positive and anxious emotions about early vision screening for children's health and future.

In phase 2, we will use rational appeal to communicate to emphasize the special uses of the product.

By combining both of these motives, the communication strategy will create a comprehensive and convincing image for customers.

“Adventure to the Dragon Cave” will plan and execute the following series of activities:

- Build a social platform to promote and raise awareness of the project through Facebook.
- Organize offline events to increase awareness and trust rates.

III.5.2 Tactics

III.5.2.1 Facebook

Content	
Knowledge	<p>We focus on sharing stories, while ensuring that all information shared is accurate and has been double-checked by the expert ophthalmologists at FSEC. To increase the usefulness and trustworthiness of content, while building trust and positive engagement from readers.</p> <p>We limit sharing of sensitive medical information and avoid complex medical diagnostic topics. Instead, we use a friendly, character-playing tone to create an intimate and easy-to-understand experience. The ultimate goal is to help readers easily receive information and feel comfortable interacting with our content.</p>

Topic	<p>Putting diversity first, giving readers a rich and multi-dimensional experience, for example:</p> <ul style="list-style-type: none"> - Data, facts, dangers about refractive problems. - Knowledge about Eyes and Refractive Errors: <ul style="list-style-type: none"> + This article shares scientific information about eye structure, the effects of light, and common refractive errors. + The video introduces how our eyes work and how we can protect them better. - Tips for caring for and accompanying your child: <ul style="list-style-type: none"> + A series of images showing how to care for children's eyes. + Video about activities that help develop baby's eyesight. - The role of parents in their child's development: <ul style="list-style-type: none"> + This article explores the importance of parental involvement in children's vision development. + Video chat with experts about the important role families play in protecting children's vision. - Story "Adventure to the Dragon's Cave": <ul style="list-style-type: none"> + Illustrations from comics. + The video introduces the characters and story setting. + Introducing the comic and accompanying kit. - Event communication: <ul style="list-style-type: none"> + Photos and videos from events. + Thank the partners and guests for participating in the event. - Quizzes and games about stories, knowledge about eye care, etc. to stimulate interaction. - Q&A and Facts: <ul style="list-style-type: none"> + A series of Q&A articles answering common questions about vision. + Short facts about interesting facts about eyes and eye health.
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Image/video	
Format	<ul style="list-style-type: none"> - Image: <ul style="list-style-type: none"> + Independent photos or flexible image albums on different topics according to the content route + Optimal image size for viewing experience on both computers and mobile phones. - Video: <ul style="list-style-type: none"> + Diverse video formats like long videos or short reels on Facebook to attract attention quickly. + Flexible size, suitable for each specific goal.
Design	<ul style="list-style-type: none"> - Images and videos are clear: <ul style="list-style-type: none"> + Each post has a clear photo and video design that emphasizes the main message. + Use visual and sound effects to increase interactivity and attract attention. - Friendly: <ul style="list-style-type: none"> + Use symbols, drawings, and fonts that are friendly and close to children to give parents a feeling of enveloping, maternal affection and thinking about children when watching. + Create media content that is easily understood and enjoyable. - Featured color set: <ul style="list-style-type: none"> + Use the typical color set of the story "Adventure to the Dragon's Cave" to create strong recognition and association with the brand. + Apply colors gently and harmoniously to keep your profile and media page unified. - All designs need to be consistent throughout the communication campaign.
Frequency	

	<ul style="list-style-type: none"> - Plan a posting schedule with a frequency of 4 posts/week. For months with events, there will be a frequency of 5 posts/week, equivalent to 18-20 posts/month. - The group ensures to post regularly to maintain page interaction but not too spam.
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Table 5: Facebook implementation tactics

Advertising activities will be carried out according to the marketing funnel, Content Marketing Funnel (TOFU – MOFU – BOFU) with 3 stages

- TOFU (Top of Funnel) is the first stage, focusing on attracting potential customers.
- MOFU (Middle of Funnel) is the middle of the funnel stage, focusing on converting potential customers into real customers.
- BOFU (Bottom of Funnel) is the final stage, focusing on maintaining customer relationships and increasing sales.

Facebook Ads			
	Top Of Funnel	Middle Of Funnel	Bottom of Funnel
Describe	<p>Push the issue Attract attention Increase awareness of the campaign</p> <ul style="list-style-type: none"> - Focus on promoting content types in the field of refraction and customer psychology to attract parents' attention to refractive errors, things that affect general health and children's eye health in particular. - Build trust with customers with valuable information, guaranteed to be reputable and accurate. - Become one of the 	<p>Solve problems Stimulate interest in products Communicate before the event</p> <ul style="list-style-type: none"> - Provide solutions and solutions to problems related to refractive errors, emphasizing the importance of screening and protecting children's eyes - Clarify the issue between eye protection and screening related to and affecting the future and development of children. - Promote awareness of early screening issues - Communicate about the product, launch date, expected release date, benefits, uses, special points, differences... 	<p>Communication after the event Recap press to increase trust Call to action</p> <ul style="list-style-type: none"> - Communication after the launch event, combining communication with Kim Dong Publishing House to increase trust for the product - Promote content about products that help, stream content about customer psychology, educate children, create attention, interest, desire and action from parents and caregivers to protect your children's eyesight. - Actual experience from

	pages that customers pay attention to when consulting information about eye care for children	how it can support and help parents and children. - Promote communication in the period before the story launch event, attracting customers who want to experience the story in action.	customers who have used the product - Call to action, click to the landing page to order the story
The main task	Create object files to use for Middle and Bottom stages	Target deeply into currencies from the top of the funnel to prepare for the product distribution phase	Collect user files for performance. Optimize files and costs, promote product distribution.
Key figures	Reach,Click,View	Reach,Click,View	Reach, Click
Ads deployment file	Location: Vietnam Age: 25-34 ; 34-35		
	File 1: Hobbies related to Children, Storybooks, Children's nutrition and health	File 1: Continue running the Top of funnel file	File 1: Similar file from middle of funnel
	File 2: Parents, online learning, Health care	File 2: People who have interacted with the fanpage for 60 days, Watched videos 50%, Inboxed the fanpage, Time on site 30s and 60s	File 2: Similar file from middle of funnel
		File 3: Expand objects from file 2	File 3: Similar file from middle of funnel

Table 6: Facebook Ads implementation tactics

III.5.2.2 Event

- This is a complementary activity for Facebook, increasing the reputation of products and campaigns
- Estimated implementation time:

October: After a period of communication on social networks attracting attention to the topic of children's vision screening, this is the right time to organize an event to launch products, improve reliability and build trust. Build relationships with stakeholders, spreading value to the community.

- Content production:

- + The topic is consistent with the concept and content of the comic, detailed planning and appropriate content are provided, with advice from ophthalmologists.
- + Media:
 - Facebook: Posting information about the event includes 3 stages: before, during and after the event; Create promotional articles and put content around the topic.
 - Standee: Time and location of the event
 - Newspapers: published news about the children's vision screening comic book product "Adventure to the Dragon's Cave" and the message "need to screen children's eyesight early"
- Media publications:
 - + Images and decoration concepts are designed consistently throughout the entire activity, consistent with the project's identity.
 - + Printing time needs to be prepared and deployed 1 week before the event to avoid and promptly overcome unnecessary risks during the event.

III.5.2.3 Booking newspapers, KOLs

- Estimated implementation time: October and November, after launching the comic product.
- Content production:
 - + Research and plan press bookings and KOLs suitable for the project: People whose follower file is mainly female between the ages of 25-45, or people who have young children and are interested in taking care of their family and children, especially eye care for children.
 - + Contact and discuss booking
 - + Write briefs, booking scripts

III.6 Media channel

● Owned media

Owned media are the media that the Comic Project "Adventure to the Dragon's Cave" completely owns and controls. The benefit of owned media is to have complete control over content and communication with your customers, allowing you to build and maintain your own brand, collect customer data and create direct relationships directly with target audience. Currently the project's main focus is on the Facebook channel.

Fanpage Adventure to the Dragon's Cave plays an important role, being a main communication channel, where the project team fully owns and controls. This gives the group autonomy over content, posting time, and how to interact with the target audience. This creates a flexible and creative platform, helping the team communicate their message most effectively.

During the content deployment process, the team carries out special interactive campaigns to increase follower engagement. These are polls, minigames, or quizzes. Such campaigns not only create engaging content but also build a strong community around the topic.

On Fanpage, interacting with followers is a key strategy. By responding to comments, messaging, and using the engagement tools Facebook provides, the group builds relationships and connections with people interested in the topic of pediatric eye care and screening. This is not only a way to convey information, but also an opportunity to create positive interaction about the topic of the Fanpage.

Using Facebook analytics tools, the project team was able to collect detailed data about followers, on-page activity, and how they interacted with content. Not only does this help the team better understand the target audience, but it also provides important information to evaluate performance and improve communications strategy.

- **Earned media**

Earned Media are channels that promote discussion and feedback from customers or stakeholders about the brand. With the Vision Screening Comic Project "Adventure to the Dragon's Cave", earned media is used to include comments, shares, reviews, review articles from the community, and the spread of the community through social networks.

Reviews from customers about the comic book "Adventure to the Dragon's Cave" on personal pages and groups on Facebook are not only personal feelings but also bring many benefits to product communication. These shared articles help build trust and credibility in comics. Customers share their personal experiences, creating an unbiased opinion on the quality and value the product provides.

Not only does it help increase customer access, but it also creates a positive interactive environment on social media platforms. In this way, reviews are not only a way for readers to

share their feelings about stories, but also an important tool for building and maintaining a community interested in eye health and pediatric vision screening.

Although these assessments bring many benefits, they also have disadvantages because of their objectivity. One of the major drawbacks is the possibility of bias and authenticity. Reviews often reflect the writer's personal views, and may be influenced by personal factors and preconceived views, so they may not reflect the true nature and message conveyed through the story. In addition, the large number of posts and review comments on Facebook can lead to inaccurate information, lack of verification, causing confusion for the public and customers who are learning about the product.

To minimize negative reviews and inaccurate information, the project team will quickly learn and respond to negative content, apologize and find ways to fix it. Along with that, increase the sharing of positive content and positive reviews from other readers, helping to create a balanced and positive image of the product.

- **Paid media**

Paid Media are tools and communication channels that brands need to pay a sum of money to promote their products. The Vision Screening Comic Project "Adventure to the Dragon's Cave" uses press booking to cover product launch events and book KOLs. The benefits of Paid media are immediacy and control. With advertisements ensuring content and message, the Comic Book "Adventure to the Dragon's Cave" can reach the target market immediately. This allows control over when, where and how the message is delivered.

Booking major newspapers that publish articles about the comic book launch event (Dan Tri, VnExpress, Suc khoe & Doi song...). With major newspapers, it helps enhance the reputation of the product, taking advantage of support from reputable newspapers to help build a positive image and appreciate the quality of the story. Large newspapers have the ability to share messages with a wide audience, their readers come from many social classes and ages, creating opportunities to reach a diverse customer base. In addition, receiving positive reviews from major newspapers can strengthen the relationship between the project and the press, which can open up opportunities for long-term cooperation and continued support from the newspapers.

Booking KOLs will be carefully selected. Choose KOLs who are hot moms on Facebook with over 30k followers. Because these people are often dedicated mothers, experienced in

taking care of their families. A deep understanding of the importance of eye health for children and a dedication to sharing this message can increase credibility with target customers. Hot moms have the ability to create content that is realistic and close to family daily life. Their sharing of children's vision screening comics can create a deeper impression and stimulate interest from the public. In addition, hot moms often have a large social network and number of followers in their community, collaborating with them provides the opportunity to reach a large number of followers who are interested in issues related to sex. take care of children.

In addition to KOLs who are hot moms, the project also books doctors with a large following on Facebook to share posts on Facebook about the story. Because doctors are experts with in-depth knowledge of medicine and health, especially in the field of eye care, their understanding of eye problems and the importance of vision screening for children I help build accurate and trustworthy messages. Doctors also often have a following among patients and the medical community. Booking famous doctors helps directly reach the target audience, especially those with a special interest in eye care for children. And collaboration with physicians creates an important link between medicine and public education, helping to increase understanding and spirit of health care in the community. Doctor booking combines medical expertise and social influence to raise awareness and create a positive impact for the children's vision screening comic product "Adventure to the Dragon's Cave".

III.7 Resources

III.7.1 Estimate Budget

Estimated budget is 300.000.000 VND, with the following expenses. Based on the proposed tactics and total cost of implementing the campaign, we have come up with a budget estimate as follows:

Category			Estimate
Online communication (65%)	Facebook Ads		35%
	Production of media publications		15%
	Newspaper, KOL		15%
Offline communication (25%)	Event	Organization location	2%
		Stage and background	3%
		Food cost	6%
		Gift expenses	8%
		Personnel	3%
		Media	1%
		Other costs	2%
Costs incurred			10%

Table 7: Estimate budget

III.7.2 HR

HR	Number of members	Task
Team content	3 people	<ul style="list-style-type: none"> - Build plans and write Fanpage content - Create content for design publications
Team visual	2 people	<ul style="list-style-type: none"> - Conceptualize, design media publications, event publications - Production of animation videos - Designing event decoration concepts
Team event	4 persons	<ul style="list-style-type: none"> - Develop event plans - Organize set-up, manage event organization
Team ads	2 people	<ul style="list-style-type: none"> - Manage fanpage, interact with followers - Run ads for articles on fanpage - Landing page design
Team media	1 person	<ul style="list-style-type: none"> - Taking photos of products - Take photos of the scene at the event
PM	1 person	Project management

Table 8: The team's tasks

III.8 Risk Management

No	Risks	Describe	Solution
Communications			
1	Negative feedback about product performance	After buying the story and taking the tests, you may experience dizziness, vertigo, headaches...	<ul style="list-style-type: none"> - Communication finds out customer information, causes of feedback and reports back to customer care - The customer care department contacts to find out the cause, inquires about the customer and offers appropriate solutions and instructions to the customer.
2	Lack of attention on social media.	Articles with low interaction and target customer reach rate	<ul style="list-style-type: none"> - Run ads - Create engagement by asking for opinions, asking questions or creating polls. - Seeding through articles of pages with related content - Use social networks and other communication channels to create interaction and attract readers. - Share links to fanpage content on relevant groups and communities to generate interest and interaction.
3	Negative feedback from the community.	Encounter opposition or negative reactions from some people or groups who have different views or prejudices about the topic.	<ul style="list-style-type: none"> - For constructive objections, the admin will explain and discuss with each other. - Delete comments that are not constructive offensive, indecent or promotional
4	Doubt the credibility of the Fanpage.	The posts and information provided are not reputable enough	<ul style="list-style-type: none"> - Ensure that all information given on the fanpage is accurate and reliable. - Whenever sharing information, clearly mention the origin. - Use images and information from reputable FSEC doctors

			- Actively respond to comments to share more detailed information and answer any questions.
5	Changed by the epidemic situation	The emerging epidemic situation is not included in the content plan	Quickly update the epidemic situation, put appropriate content on the fanpage but still need careful censorship from doctors or FSEC experts.
6	Post removed for violating platform policies	There are words that are easily violated such as people, body, health...	<ul style="list-style-type: none"> - Carefully read the content and regulations of the platform - Carefully censor appropriate content before posting - Request Facebook to reconsider and remove the violation. In case changes cannot be made, a new article will be posted and the content edited accordingly.
7	The page has limited advertising	Ads and reach were restricted by the platform due to violating some policies	<ul style="list-style-type: none"> - Carefully censor content, especially images and videos before posting - Contact Facebook support for support as soon as possible
Event			
8	Technical problems during the event	Sound, lighting, setup not according to plan	<ul style="list-style-type: none"> - Check carefully before the event - Prepare backup items in advance to change into. - Contact businesses, social organizations, or individuals interested in the event's theme to seek sponsorship.
9	Sponsor does not sponsor the event	There is no sponsor in terms of funding or materials event.	- Consider optimizing existing resources, such as using free space, minimizing equipment and facilities, and organizing low-resource activities.
10	Fire event timeline	Time is not enough for all the content in the event	<ul style="list-style-type: none"> - Have rehearsals, carefully prepare the script before the event - Reduce the time of some communication parts

11	The number of participants registered is not as planned	The number of people participating in the event is too many or too few	<ul style="list-style-type: none"> - Build a pre-event marketing campaign to generate attention and increase participation. Use social networks and other communication channels to promote the event and call for participants. - Contact relevant organizations, communities or schools to support promotion and participation. - Limit registrations to avoid too many uncontrollable numbers - Invite a reasonable number of guests and confirm participation from guests.
12	Speakers did not attend the event	For personal reasons or some force majeure reasons.	<ul style="list-style-type: none"> - Require to sign a contract before cooperating to ensure participation - Prepare backup content for experts in the product production team to speak.
13	No press came to report on the story	The press is not enthusiastic, writing articles, reporting news	<ul style="list-style-type: none"> - Contact the newspapers to invite cooperation early to arrange reporting plans - Booking newspapers to ensure the goal of increasing credibility
14	License issue when organizing	Permits are required for the event to take place	<ul style="list-style-type: none"> - Apply for full organizational licenses, fire prevention, food hygiene and safety... - Be prepared if you are inspected, it can be brought out at any time.
15	Safety and health issues during the event.	Children playing around leads to injury	<ul style="list-style-type: none"> - Organize the event in a safe location and area that does not pose a danger to children - Prepare a first aid kit, ready for any situation.
Finance & human resources			
16	Shortage of human resources	Insufficient human resources to implement proposed plans	<ul style="list-style-type: none"> - Have a reasonable and effective management and human resource distribution plan - Hire more support collaborators
17	Costs are not	Cost deficiency	<ul style="list-style-type: none"> - Prepare careful budget estimates

	enough to meet the headings		- Cut unnecessary costs or use available human resources to prepare yourself.
18	Unexpected price fluctuations.	Costs for items not as planned	<ul style="list-style-type: none"> - Survey before making a budget estimate - Estimate costs arising in the plan - Bargain for a suitable price
Partners and Sponsors			
18	Loss of support from partners or sponsors	Can't ask for sponsorship or encounter disagreements while collaborating	<ul style="list-style-type: none"> - Project members use personal finances to contribute capital to develop and maintain the project - Find additional sources of funding, ensuring that the project does not rely on just one source of funding. - Invest time and build good relationships with potential sponsors. - Collaborate with relevant organizations, groups or individuals who share common goals to enhance your ability to apply for funding.
19	Failure to cooperate and interact ineffectively	Because the group is a communication cooperator with an existing project, when the project changes plans, the group receives the notification late and cannot react in time.	<ul style="list-style-type: none"> - Expressed the need to participate and grasp more of the project owner's activities to always have an overview of changes in the working process - Establish a specific process for notifying plan changes from the project owner. Ask project owners to notify early and ensure that information is delivered to the communications team on time. - Ensure continuous communication and information exchange between the communications team and the project owner. - Prepare contingency plans and be ready to face unexpected changes.

Table 9: Risk management

CHAPTER IV. PRE-PRODUCTION

IV.1 Project Timeline

IV.1.1 Planning phase (20/8 - 31/8)

A. Plannig phase	August	
	Week 3	Week 4
Come up with ideas		
Create key messages		
Choose concept		
Develop a communication plan		
Develop an implementation plan		

Table 10: Planning phase

IV.1.2 Deploying phase (1/9 - 18/11)

B. Deploying phase	September				October				November		
	1	2	3	4	1	2	3	4	1	2	3
Producing											
Key visual design											
Build landing pages											
Content production											
Producing publications for social networks											
Producing trailer videos											
Event plan											
Launching											
Phase 1: Bảo vệ tương lai con với đôi mắt khỏe mạnh											
Post about refractive errors in children											
Article on the topic of children's eyes and future											
Phase 2: Bố mẹ cũng là "bác sĩ" của con											
Parents are also their children's doctors											
Comic launch event: Adventure to Dragon's Cave											
The eye screening effect of stories											

Table 11: Deploying phase

IV.1.3 Evaluating Phase (19/11 - 25/11)

C. Evaluating Phase	November
	Week 4
Collect surveys	
Measure communication effectiveness and operational efficiency	

Table 12: Evaluating phase

IV.2 Content preparation

IV.2.1 Facebook

IV.2.1.1 Content pillars

- Pillars 1: Comic product "Adventure to the Dragon's Cave"
 - Promote the product's "first" keyword
 - Product information (origin, ingredients, uses)
 - User manual
 - Notes when using stories
 - Information on 2 composing and publishing units: FSEC and Kim Dong
- Pillars 2: Target customer psychology
 - Addressing the direct pain of parents:
 - + How children's eyes can see when they are sick
 - + Do children really see like their parents do?
 - + No travel time is wasted when using vision screening comics
 - Resolving parents' pain:
 - + Parents are too busy to think of activities to play with their children
 - + How do I need my parents to communicate?
 - + The psychological state of children when they are not talked to and educated by their parents
 - Used customer feedback
 - Personalize customer experience:
 - + Website to fill in private results, private consultants from FSEC

- + Store and care for your child's health immediately
- Children are entertained with stories, forming good habits
 - + Does reading stories form good habits for children?
 - + Activities at home that parents can do to help their children develop their talents
- The educational nature of the story combines education with health
- Pillars 3: Field of refraction
 - Current data on the situation of children with refractive errors
 - How do refractive errors affect children's vision?
 - How can stories help, age milestones, and effectiveness of the test?
 - Ways to check refraction at home for children
 - Age milestones parents need to pay attention to to protect their children's eyes
- Pillars 4: Holiday and sales posts
 - Mid-Autumn Festival celebration post
 - Posted on World Sight Day 2023
 - Vietnamese Women's Day October 20 and Vietnamese Teachers' Day November 20 - Holiday discounts
 - Christmas December 25, discounts with gifts for children
 - Posts increase credibility and encourage customers to buy products
- Pillars 5: Posts about offline activities

With the above 5 pillars, detailed content plan for Facebook posts is as follows:

STT	Ngày đăng	PIC	Content pillars	Outline	Nội dung chi tiết	Caption	Ảnh/Video	Trạng thái
Giai đoạn 1: Bảo vệ tương lai con với đôi mắt khỏe mạnh								
Tháng 9								
1	17/9	Thương	1. Sản phẩm truyền tranh	Công bố dự án	- Ảnh sáng mờ ra thế giới, nhưng liệu trẻ em của chúng ta có đang nhìn thấy đúng cách? - Giới thiệu Truyền tranh sáng lọc mắt ĐẦU TIÊN tại Việt Nam sắp ra mắt	link	Hình ảnh	Đã duyệt
2	18/9	Tâm	3. Lĩnh vực khúc xạ	Thực trạng mắc tật khúc xạ và tỷ lệ sáng lọc mắt của trẻ em Việt Nam	- Sự gia tăng đáng kể của tật khúc xạ ở trẻ em và tác động của nó đối với sức khỏe - Gần 3 triệu trẻ em Việt Nam mắc tật khúc xạ - Trong số gần 15 triệu trẻ em từ 6-15 tuổi, khoảng 20% mắc các tật khúc xạ	link	Hình ảnh	Đã duyệt
3	19/9	Thương	3. Lĩnh vực khúc xạ	Những yếu tố ảnh hưởng đến sự gia tăng tật khúc xạ ở trẻ em	Các yếu tố đóng góp vào sự gia tăng của tật khúc xạ trẻ em, bao gồm yếu tố di truyền và môi trường - Sử dụng thiết bị điện tử - Thời gian sử dụng mắt - Thời gian đọc sách và việc học - Thiếu các hoạt động ngoài trời - Thiếu ánh sáng tự nhiên - Yếu tố di truyền	link	Hình ảnh	Đã duyệt
4	21/9	Tâm	3. Lĩnh vực khúc xạ	Dấu hiệu nhận biết trẻ mắc tật khúc xạ	Các dấu hiệu cho thấy trẻ có vấn đề về thị giác và các tật khúc xạ thường gặp ở trẻ em	link	Reel	Đã duyệt
5	23/9	Tâm	3. Lĩnh vực khúc xạ	Phát hiện tật khúc xạ ở trẻ sơ sinh và trẻ nhỏ gặp nhiều khó khăn	Những khó khăn để phát hiện tật khúc xạ ở trẻ sơ sinh và trẻ nhỏ. - Khả năng diễn đạt của trẻ còn hạn chế - Sự chênh lệch về phát triển có thể không rõ ràng cho đến khi trẻ bắt đầu tham gia các hoạt động học tập - Khó trong việc kiểm tra mắt trẻ nhỏ - Sự thiếu hiểu biết của phụ huynh	link	Hình ảnh	Đã duyệt
6	25/9	Thương	3. Lĩnh vực khúc xạ	Những thực phẩm dinh dưỡng tốt cho mắt trẻ em	Dinh dưỡng cho trẻ mắc tật khúc xạ: Những thực phẩm giúp bảo vệ đôi mắt	link	Video	Đã duyệt
7	27/9	Tâm	2. Tâm lý khách hàng mục tiêu	Tật khúc xạ ảnh hưởng đến việc học của trẻ như thế nào	Tật khúc xạ có thể ảnh hưởng đến khả năng học tập và tiến bộ trong sự phát triển tư duy của trẻ - Giảm hiệu quả học tập - Giảm sự tập trung và hiểu bài - Ảnh hưởng đến phát triển tư duy	link	Hình ảnh	Đã duyệt
8	28/9	Thương	3. Lĩnh vực khúc xạ	Ảnh hưởng mắt trời có tốt cho mắt trẻ	Việc tiếp xúc nhiều với tia UV từ ánh nắng mặt trời có thể dẫn tới bỏng mắt, gia tăng nguy cơ mắc bệnh thoái hóa điểm vàng, đục thể thủy tinh, ảnh hưởng đến chất lượng cuộc sống sau này.		Reel	Đã duyệt
9	29/9	Thương	4. Các bài đăng ngày lễ và bán hàng	Chúc mừng tết trung thu 2023	Chúc mừng tết trung thu 2023	link	Hình ảnh	Đã duyệt
Tháng 10								
1	1/10	Hương	2. Tâm lý khách hàng mục tiêu	Tật khúc xạ ảnh hưởng đến cuộc sống hằng ngày của gia đình	Tật khúc xạ ảnh hưởng đến cuộc sống hằng ngày của gia đình - Nhu cầu chăm sóc y tế tăng cao - Cần phải điều chỉnh cuộc sống hằng ngày để đáp ứng các nhu cầu đặc biệt của trẻ	link	Hình ảnh	Đã duyệt
2	2/10	Tâm	3. Lĩnh vực khúc xạ	Những bài tập giúp mắt thư giãn tại nhà			Reel	Đã duyệt
3	3/10	Tâm	2. Tâm lý khách hàng mục tiêu	Đôi mắt và tương lai con	Mắc tật khúc xạ có thể dẫn đến các hạn chế về nghề nghiệp, hoạt động, ngoại hình... Khiến cho con gặp các khó khăn trong cuộc sống tương lai	link	Hình ảnh	Đã duyệt
4	5/10	Thương	2. Tâm lý khách hàng mục tiêu	Tâm lý trẻ em bị tật khúc xạ	Trẻ em có thể bị ảnh hưởng tâm lý và tình thần khi phải đối mặt với tật khúc xạ	link	Video	Đã duyệt
5	6/10	Tâm	2. Tâm lý khách hàng mục tiêu	Những cách giải trí tại nhà cho trẻ em khi mắc các tật khúc xạ	Những cách giải trí tại nhà cho trẻ em khi mắc các tật khúc xạ - Các trò chơi lắp ghép, xây dựng - Trò chơi có chiều sâu và cấu trúc 3D để kích thích thị lực - Nghe truyện kể hoặc podcast - Đọc dưới ánh sáng tốt => quan trọng là bố mẹ vui chơi, kết nối cùng con	link	Hình ảnh	Đã duyệt
Giai đoạn 2: Bố mẹ cũng là "bác sĩ" của con								
Tháng 10								
1	7/10	Hương	1. Sản phẩm truyền tranh	Giới thiệu bộ truyền tranh sắp ra mắt	Giới thiệu bộ truyền tranh sắp ra mắt, set ava, ảnh bìa fanpage - Nhấn mạnh: truyền tranh sáng lọc mắt ĐẦU TIÊN tại Việt Nam - Mục đích, mục tiêu của bộ truyền: Sáng lọc mắt tại nhà cùng con	link	Hình ảnh	Đã duyệt
2	9/10	Thương	1. Sản phẩm truyền tranh	Giới thiệu nhân vật chính Hồ, Sà, Rỗng	Giới thiệu nhân vật chính truyền tranh sáng lọc mắt ĐẦU TIÊN tại Việt Nam: - Ra mắt "người bạn đồng hành" cùng bố mẹ sáng lọc mắt tại nhà cho trẻ: Hồ, Sà và Rỗng	link	Giới	
3	10/10	Tâm	4. Các bài đăng ngày lễ và bán hàng	Chúc mừng Ngày Thị giác Thế giới - World Sight Day 12/10/2023	Chúc mừng Ngày Thị giác Thế giới - World Sight Day 12/10/2023	link	Hình ảnh	Đã duyệt
4		Hương	1. Sản phẩm truyền tranh	Trailer 1 truyền	Trailer 1 truyền	link	Video	Đã duyệt
5	11/10	Thương	4. Các bài đăng ngày lễ và bán hàng	Bài viết tương tác	"Minigame: tìm kiếm những người bạn trong cuộc phiêu lưu bị lạc mắt (tìm hình)"	link	Hình ảnh	Đã duyệt
6	12/10	Tâm	2. Tâm lý khách hàng mục tiêu	Những ưu điểm của việc sáng lọc mắt tại nhà cho trẻ	Những ưu điểm của việc sáng lọc mắt tại nhà cho trẻ: - Sớm phát hiện các tật khúc xạ - Chủ động, không cần tốn thời gian di chuyển ra các phòng khám - Cha mẹ có thể tương tác, kết nối cùng con qua các bài test và đọc truyện	link	Hình ảnh	Đã duyệt

7	13/10	Tâm	4. Các bài đăng ngày lễ và bán hàng	Công bố ngày phát hành truyện - Pre-order	- Bộ ảnh công bố bộ truyện tranh "Chuyến phiêu lưu đến hang rồng" - Pre-order: Ngày hội sản sale, giảm giá truyện 10% từ 14/11 đến 16/11 dành riêng cho bố mẹ preorder - PR landing page	link	Hình ảnh	Đã duyệt
8	14/10	Hương	1. Sản phẩm truyện tranh	Đơn vị phát hành truyện	Thông tin 2 đơn vị sáng tác và phát hành: FSEC và Kim Đồng	link	Hình ảnh	Đã duyệt
9	15/10	Thương	1. Sản phẩm truyện tranh	Chuyến gia sẽ đồng hành cùng truyện	Chuyến gia sẽ đồng hành cùng những người bạn trong khu rừng: Chuyến gia điều trị u nguyên bào vồng mạc TS.BS. Phạm Thị Minh Châu; Chuyến gia Khúc xạ nhãn khoa Nguyễn Huyền Trang	link	GIF	Đã duyệt
10	16/10	Hương	1. Sản phẩm truyện tranh	Giới thiệu bộ kit	Có gì trong bộ kit đi kèm trong bộ truyện tranh sáng lọc mắt đầu tiên tại Việt Nam, để bố mẹ cùng con tới "Hang Rồng"	link	Hình ảnh	Đã duyệt
11	17/10	Thương	1. Sản phẩm truyện tranh	Trailer 2 truyện	Trailer 2 truyện	link	Video	Đã duyệt
12	18/10	Tâm	5. Các bài đăng về hoạt động offline	Công bố sự kiện ra mắt	- Tạo event - bia event - Công bố sự kiện kèm thư mời tham gia sự kiện Ảnh: thư mời tham gia sự kiện	link	Hình ảnh	Đã duyệt
13	19/10	Thương	4. Các bài đăng ngày lễ và bán hàng	Bài viết tương tác	Công bố kết quả minigame	link	Hình ảnh	Đã duyệt
14	20/10	Tâm	4. Các bài đăng ngày lễ và bán hàng	Chúc mừng Ngày Phụ nữ Việt Nam 20/10	Hồ và Sẻ mừng Ngày Phụ nữ Việt Nam 20/10	link	GIF	Đã duyệt
15	21/10	Tâm	5. Các bài đăng về hoạt động offline	Bài cảm ơn sau sự kiện	Bài cảm ơn khách mời, đối tác, khách hàng đã tham gia sự kiện	link	Hình ảnh	Đã duyệt
16	22/10	Thương	1. Sản phẩm truyện tranh	Hướng dẫn sử dụng truyện	Video hướng dẫn sử dụng các bài test trong truyện	link	Video	Đã duyệt
17	23/10	Thương	5. Các bài đăng về hoạt động offline	Hình ảnh sự kiện ra mắt	Những hình ảnh đáng yêu trong sự kiện ra mắt truyện	link	Hình ảnh	Đã duyệt
18	25/10	Tâm	1. Sản phẩm truyện tranh	Video animation	Video animation: em bé tương tác cùng nhân vật	link	Video	Đã duyệt
19	27/10	Thương	4. Các bài đăng ngày lễ và bán hàng	Công bố truyện đã lên kệ tại các nhà sách	Truyện đã có mặt tại các nhà sách: Kim Đồng, Tân Việt, Tiến Tho, Fahasa Ngoài ra khách hàng có thể tham khảo thêm thông tin tại landing page	link	Hình ảnh	Đã duyệt
20	28/10	Thương	2. Tâm lý khách hàng mục tiêu	Mắt trẻ nhìn thấy như thế nào khi mắc tật khúc xạ	- Mắt trẻ có thể nhìn thấy như thế nào khi mắc tật khúc xạ - Con có thật sự nhìn thấy giống bố mẹ (hình ảnh chia thành 2 cột: 1 cột hình ảnh con nhìn thấy, 1 bố mẹ nhìn thấy)	link	Hình ảnh	Đã duyệt
21	30/10	Tâm	2. Tâm lý khách hàng mục tiêu	Truyện tranh kết nối bố mẹ và con	Đọc truyện không chỉ xây dựng thói quen đọc cho trẻ, mà còn là cách tốt nhất để xây dựng kết nối giữa bố mẹ và con	link	Reel	Đã duyệt
Tháng 11								
1	1/11	Tâm	4. Các bài đăng ngày lễ và bán hàng	Bổ mẹ nói gì về cuốn truyện (KOL)	Chia sẻ của hot mom (đã booking) về nội dung và trải nghiệm truyện	link	Reel	Đã duyệt
2	3/11	Thương	5. Các bài đăng về hoạt động offline	Báo chí nói gì về sự kiện	- Recap lại các bài ở trên các báo - Cảm ơn báo đã quan tâm tới truyện và sự kiện ra mắt	link	Hình ảnh	Đã duyệt
3	5/11	Hương	2. Tâm lý khách hàng mục tiêu	Các mốc độ tuổi cha mẹ cần lưu ý để bảo vệ đôi mắt cho con	Các mốc độ tuổi cha mẹ cần lưu ý để bảo vệ đôi mắt cho con - Sơ sinh đến 6 tháng - 6 tháng - 2 tuổi - 2 - 6 tuổi - 6 - 12 tuổi - 12 - 18 tuổi - Trên 18 tuổi	link	Reel	Đã duyệt
4	6/11	Thương	3. Lĩnh vực khúc xạ	Giới thiệu 3 bài test	Giới thiệu về 3 bài test trong truyện: thị lực, sắc giác, thị giác nổi	link	Hình ảnh	Đã duyệt
5	8/11	Thương	3. Lĩnh vực khúc xạ	Vì sao trẻ cần 3 bài test	Tính hiệu quả của 3 bài test Vì sao trẻ cần test 3 bài test này	link	Hình ảnh	Đã duyệt
6	9/11	Tâm	2. Tâm lý khách hàng mục tiêu	Lợi ích của việc bố mẹ đọc truyện cùng con	Việc giao lưu với con không chỉ là một hoạt động vui nhộn mà còn là chìa khóa mở cánh cửa tâm hồn của đứa trẻ. Bố mẹ có thể đọc sách cùng trẻ để kích thích sự tò mò và thảo luận về những ý tưởng	link	Video	Đã duyệt
7	10/11	Tâm	2. Tâm lý khách hàng mục tiêu	Chuyến gia khúc xạ nhãn khoa từ FSEC tư vấn kết quả	Khách hàng có thể để lại thông tin trên website để nhận được thông tin tư vấn từ các bác sĩ của FSEC	link	Hình ảnh	Đã duyệt
8	12/11	Thương	4. Các bài đăng ngày lễ và bán hàng	Các chuyến gia mắt cũng đã lựa chọn để sáng lọc mắt cho con	Các chuyến gia mắt cũng đã lựa chọn để sáng lọc mắt cùng con trong những ngày cuối tuần: Reup ảnh feedback từ chuyến gia	link	Hình ảnh	Đã duyệt
9	14/11	Tâm	2. Tâm lý khách hàng mục tiêu	Chia sẻ kinh nghiệm từ các bác cha mẹ	Hành trình chăm sóc mắt với con có tật khúc xạ: Kinh nghiệm từ các bác cha mẹ	link	Hình ảnh	Đã duyệt
10	15/11	Thương	4. Các bài đăng ngày lễ và bán hàng	Cập nhật tình hình bán truyện	1000 cuốn truyện bán đi - 1000 trẻ em được sáng lọc	link	Hình ảnh	Đã duyệt
11	17/11	Tâm	2. Tâm lý khách hàng mục tiêu	Nhấn mạnh cha mẹ có thể trở thành bác sĩ sáng lọc mắt ngay tại nhà cho con	Bố mẹ có thể sử dụng truyện sáng như một công cụ hỗ trợ để trở thành bác sĩ sáng lọc mắt ngay tại nhà cho con	link	Hình ảnh	Đã duyệt
12	18/11	Hương	2. Tâm lý khách hàng mục tiêu	Lợi ích của việc kết hợp giữa y tế và giáo dục trong truyện tranh sáng lọc mắt đầu tiên tại Việt Nam	Lợi ích của việc kết hợp giữa y tế và giáo dục trong truyện tranh sáng lọc mắt đầu tiên tại Việt Nam	link	Hình ảnh	Đã duyệt

Table 13: Content plan on Facebook

IV.2.1.2 Landing page

Landing page will be attached to each product post to provide detailed information and persuade viewers to take a specific action.

- Outstanding title, emphasizing the message: Early vision screening is to protect your child's future
- Detailed information about the product
- Actual images of the product
- Call to action, collect data

IV.2.1.3 Reels

Sharing from doctors from FSEC Myopia Control Center about eye care tips for children, eye exercises and useful information about ophthalmology.

IV.2.1.4 Video

Prepare content, book outsourcing to produce videos:

- The animation video about the adventure journey to the dragon's cave with children, attracts customers with story content that carries the meaning of solidarity and perseverance for children and introduces the tests that will be included in the story.
- The comic's trailer video is to introduce the product to customers, its features, special features, and the date the story will be released.

IV.2.2 Booking newspaper, KOLs

- Purpose:
 - Reach a target number of customers who know about the product and message through the follower files of KOLs and readers of the press
 - Increase product and message awareness
 - Increase the project's credibility through the credibility of the newspaper and KOLs.
- Booking list

KOLs/Newspaper		Target Audiences	Number of followers/ Estimate reach
KOL	Nguyen Ngoc Anh	Minimalist style, gentle, cozy, caring for family and children	35.000
	Doctor Le Sang Sang	Medical student community, Hanoi Medical University	1.300
	Doctor Doan Duc Long	Experts in the medical field, potential partners, readers interested in eye health care	2.600
	Doctor Pham Thi Minh Chau	The target audience is experts in the field of ophthalmology, myopia control, or people who want to learn more about ophthalmology	20.000
	Doctor Ha Huy Thien Thanh	Gen y subjects (mostly female) are 20-40 years old, have children; Content shares life, family, travel, is close, fun, inspiring, and creates positivity	3.000

Newspaper	VnExpress	Fanpage has high interaction; Readers are diverse, including domestic readers, the overseas Vietnamese community, international readers interested in Vietnam, professionals, scholars and the younger generation.	100.000-150.000
	Suc khoe & Doi song	Individuals interested in health, medicine, lifestyle and related topics	100.000-130.000
	Quan doi nhan dan	Soldiers and military officers, people interested in politics and the military	70.000-100.000
	Cong dan & Khuyen hoc	Community of learners, parents, teachers, and people interested in education and society.	70.000-100.000

Table 14: Booking list KOLs, Newspaper

- Script
- KOLs:
 - + Post content: can be flexible according to daily style. Information that can be mentioned and emphasized: Vision screening for young children is an important and urgent issue. There are eye problems that, if not screened in time, can cause serious problems, even loss of vision. power and influence on children's future. The story "Adventure to the Dragon's Cave" can help parents connect with their children gently, helping them to screen their eyes cooperatively and easily. The story has an educational message about friendship and skills for dealing with life situations. In addition, personal impressions from KOLs can be shared...
 - + Concept: Take pictures/ Record the entire process of interacting with children and comics. The frames show children's comfort to help the public see convenience and family connection through stories. Videos can be used to show a mother's convenience and concern for her child's eye health, and the storybook helps solve those concerns.
- Newspaper: Emphasis on the first children's vision screening comic in Vietnam. This project is a collaboration between FSEC Children's Eye Center and Kim Dong Publishing House. The project's goal is to attract attention from experts and the parent community so that children's eye health care is focused on earlier, opening doors for the comprehensive development of Vietnamese children.

IV.3 Event

IV.3.1 Purpose

- Launching the first vision screening comic product in Vietnam "Adventure to the Dragon's Cave"
- Improve reliability, provide knowledge about children's vision screening from the sharing of reputable doctors in the ophthalmology industry
- Attract attention from target audience and stakeholders

IV.3.2 Preparation task

N o	ITEM	DETAILS	QUANTITY	PIC	DEADLINE
1	Work with the venue	Contact Kim Dong to arrange a set-up time and test run the event script		Thuý	10/10
2	Distributing event organization personnel	Allocate personnel in charge of set-up tasks		Thương	7/10
3		Plan for allocating personnel in charge of event work (including outsourced personnel)		Tâm	7/10
4		Booking outsourcing personnel		Hương	14/10
5	Design	standee, stage background	- 3 standee - 1 set background	Phong Nguyễn	11/10
6		background	1 zone	Phong Nguyễn	11/10
7		Gift set	1 set	Tú Anh	8/10
8		BTC card	1 photo	Tú Anh	11/10
9		speaker slides	1 set	Tú Anh	11/10
10	Print publications	standee, stage decoration background	- 3 standees - 1 background set	Tú Anh	15/10
11		Gift set	300 sets	Phong Nguyễn	15/10

12		BTC card	27 pieces	Tú Anh	15/10
13		decorative mica background	1 set	Tú Anh	15/10
14	Video production	Video of gratitude to the story's production team	1 videos	Nam	15/10
15	Pack up	teabreak	250 exports	Huong	18/10
16		Drinking water	5 boxes of 350ml	Huong	
17		Table	10 pieces	Huong	
18		Tablecloths	10 pieces	Huong	
19		Chair	300 pieces	Huong	
20		Story stage	4 pieces	Huong	
21		Story making price	4 pieces	Huong	
22		Walkie talkie	7 pieces	Huong	
23		BTC card blank	27 pieces	Huong	
24		Follow lights	1 piece	Huong	
25		Wire	5 rolls	Đạt	
26		Tape	5 rolls	Đạt	
27		Drag	3 pieces	Đạt	
28		Ladder	1 piece	Đạt	
29		Flower	3 bundles	Đạt	
30		Flowers burn incense	5 flowers	Đạt	
31		Incense sticks	2kg	Đạt	
32	Browse pre-event publications	post-production publications speaker slides animation videos Video of gratitude to the story's production team		Khánh	18/10
33	Rehearsal	Rehearse according to the script in advance		Khánh	20/10

Table 15: Prepare for events

IV.3.3 Time & location

Time: 14:00-17:00 Saturday 21/10/2023

Venue: Floor 3, Kim Đồng Publishing House, 55 Quang Trung, Hai Ba Trung, Ha Noi

IV.3.4 Invited guests

With the participation from the above guests, we will send invitations 1 week before the event date to ensure that guests have enough time to schedule their participation. Use communication channels such as email, zalo, or phone calls to ensure all guests receive invitations.

List of organizations and guest partners at the event:

No	Organization	PIC	Status
1	Orbis Vietnam	Vũ	Attending
2	UNIQI Preschool	Trang	Attending
3	ETS	Vũ	Attending
4	VIETCAN	Vũ	Attending
5	Contex Vietnam Company Limited		Attending
6	Star Vision Company		Attending
7	Do Tran Medical Supplies Company Limited		Attending
8	Zeiss Vision Vietnam Company		Attending
9	Doctor4U Family Doctor Clinic		Attending
10	Monkey Vietnam		Not Attending
11	True Colors system		Attending
12	Retinal Tumor Community	Châu	Attending
13	Department of Early Childhood Education, Central Pedagogical College		Attending
14	Eye Care Foundation - Vietnam	Trang	Attending
15	Kim Đồng Publishing House	Thuý	Attending

Table 16: Invite list

IV.3.5 Format

No	Main activities/Section	Time
1	Welcoming guests and announcing program information	30 minutes
2	Introduce the context, program, and introduce guests	20 minutes
3	Speaker's speech	25 minutes
4	Video Storytelling	7 minutes
5	Share "The Creative Journey: The Idea and Birth of the Story."	18 minutes
6	Sharing from parents whose children had their eyes screened early	10 minutes

7	Combined Tea Party: - Experience Comics Firsthand - Experience the consulting booth - Animation video presentation	55 minutes
8	Take photos and interact with the audience	30 minutes
9	Practice guests	10 minutes

Table 17: Format of event

IV.3.6 Stage setup

- The stage is decorated according to the concept of the story
- LED screen projected on stage
- Follow spotlights
- Background

IV.3.7 Design for Event

IV.3.7.1 Invitation letter



Figure 11: Invitation letter design

IV.3.7.2 Backdrop



Figure 12: Backdrop event design

IV.3.7.3 Standee

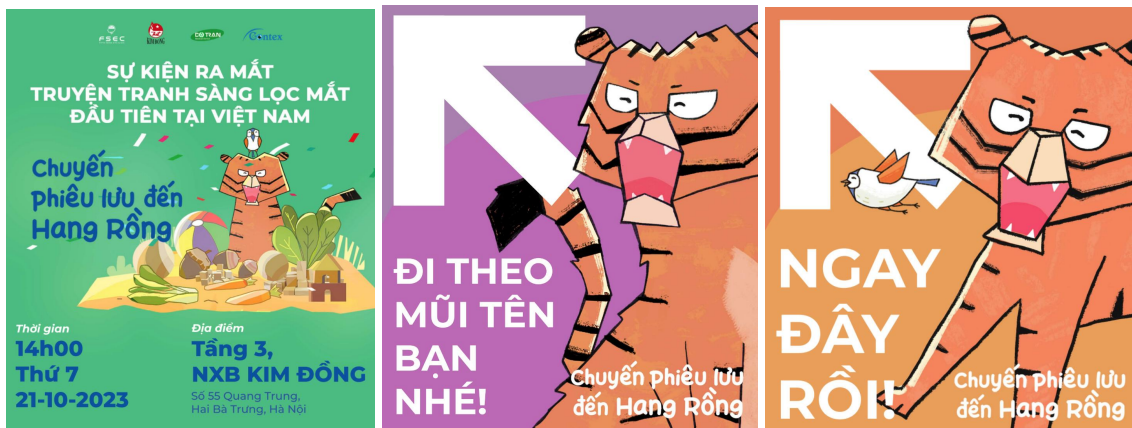


Figure 13: Standee event design

IV.3.7.4 Gift set

To thank parents and guests who attended the book launch event, gift sets will be given to everyone.



Figure 14: Gift set design

IV.4 Design kit: media productions

IV.4.1 Key visual

- Avatar:



Figure 15: Avatar of fanpage

- Cover



Figure 16: Cover of fanpage

- Main colors:

Green: Green is often associated with the freshness and vitality of nature. In comics, it is a source of inspiration to create a lively atmosphere throughout the entire story. Green can also be used to create mystery and mystery, especially when the Tiger and Sparrow approach the Dragon's Cave. It can express the mystery and danger of this place.

In addition, use orange, purple and blue as the colors of the 3 characters to build an identity for the story.

- Font: Freude and Montserrat

Freude (Main): has a cheerful and harmonious typeface, which may reflect the positive and exciting atmosphere of children's comics. With its clear and uniform use of letters, Freude Freude enhances readability for children, especially readers who are just learning to read.

Montserrat (Add-on): chosen because it has a clean and modern design. This makes it relevant, helping to convey the message clearly and easily. Montserrat often has large thickness and spacing between letters, helping to improve visibility on many different types of devices without losing aesthetics.

The combination of Freude Freude and Montserrat can create a uniformity in design, helping to create a positive and professional impression. The combination of main font and complementary font helps create a balance between prominence and practicality, making the reading experience easier and more convenient.

IV.4.2 Design for Facebook

IV.4.2.1 Image

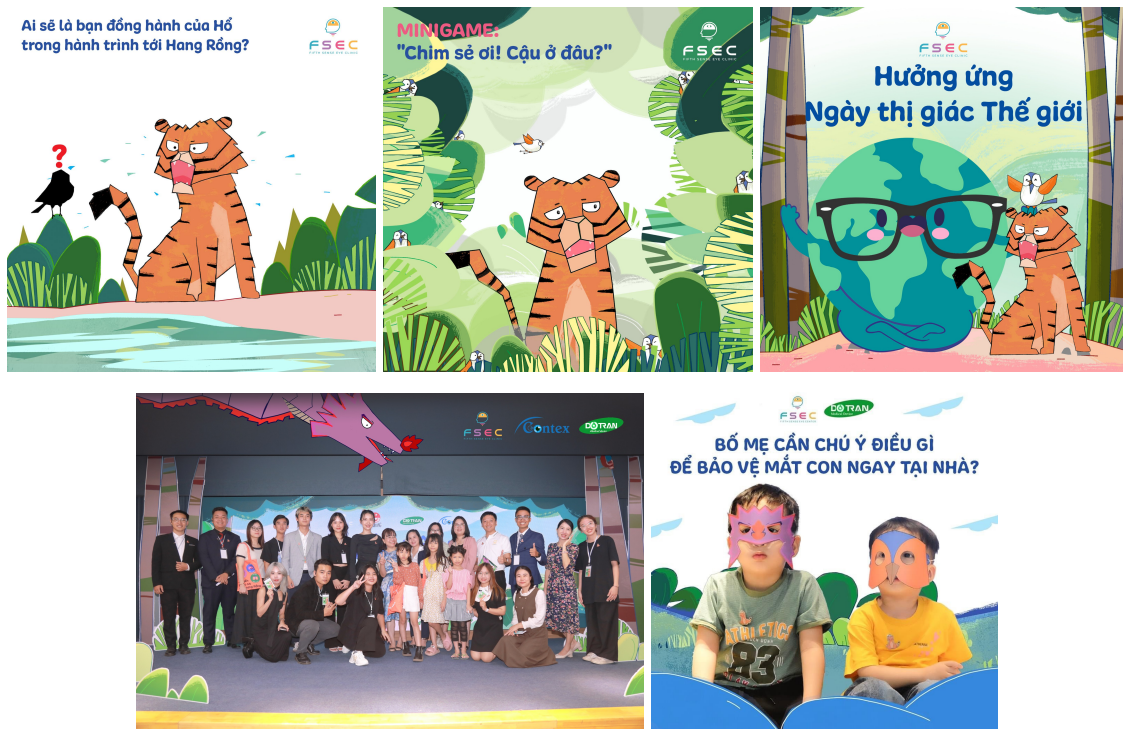


Figure 17: Image design for facebook

IV.4.2.2 Video

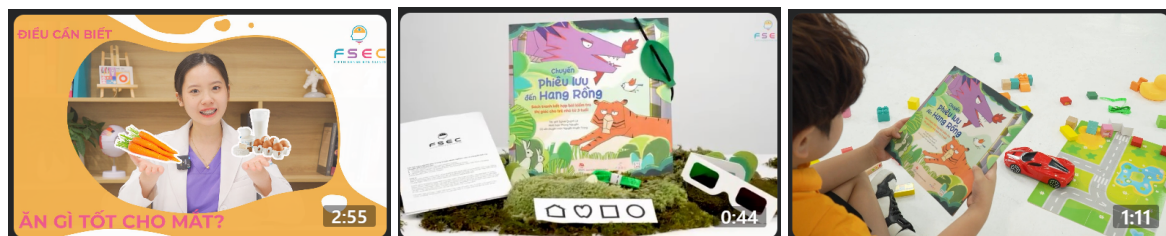


Figure 18: Video design for facebook

IV.4.2.3 Reel



Figure 19: Reel design for facebook

IV.4.2.4 Landing page

With a friendly and easy-to-use interface, the landing page <https://chuyenphieuluudenhangrong.fsec.vn> is not only a place to introduce products but also an information portal where people can immerse themselves in the fascinating world of comics.



Figure 20: Landing page design

CHAPTER V. IMPLEMENTATION AND DISTRIBUTION

V.1 Overview of the Implementation Plan

- Project: Communication campaign for vision screening comic product: "Adventure to the Dragon's Cave"
- Time: September 18, 2023 - November 18, 2023
- Main communication channel: Facebook Fanpage
- Offline event: Launching the vision screening comic: Adventure to the Dragon's Cave

Overview timeline

No	Category	September			October				November			
		W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
1	Facebook post											
2	Facebook Ads											
3	Launch event											
4	Newspapers											
5	KOLs											

Table 18: Overview timeline

V.2 Detailed implementation activities

V.2.1 Fanpage Facebook

During the period from September 17, 2023 - November 18, 2023, Fanpage "Adventure to the Dragon's Cave" deployed a total of 48 communication articles divided into 2 main stages:

- Phase 1 (September 17 - October 6, 2023): Protect your child's future with healthy eyes
- Phase 2 (October 7 - November 18, 2023): Parents are also their children's "doctors"

Number of deployments: Average 18-20 articles/month are posted on the fanpage.

The content is deployed based on:

- The main content pillars are as follows

Pillars 1: Comic product "Adventure to the Dragon's Cave"

Pillars 2: Target customer psychology

Pillars 3: Field of refraction

Pillars 4: Holiday and sales posts

Pillars 5: Posts about offline activities

- Main topics by month

September: Refractive problems in children

October: Your child's eyes and future & The vision screening effect of stories

November: Parents are also my children's doctors

V.2.1.1 Phase 1 (September 17 - October 6, 2023): Protect your child's future with healthy eyes

The main aim of phase 1 "Protect your child's future with healthy eyes" of the "Adventure to Dragon's Cave" campaign is to focus on creating awareness and concern about children's vision condition children, especially the problem of myopia is increasing.

During this phase, the purpose of the project is to provide readers with correct - enough - accurate information about issues related to vision, health and child care..

During this period, the number of posts deployed on Facebook Fanpage is: 15 posts (including 10 post and 5 video) and content is deployed according to 2 topics.

- “Problems of refractive errors in children” - this topic aims to provide information and actual data on refractive errors, its effects and consequences for the media target audience.
- "Children's eyes and future" - this topic aims to emphasize the importance of screening and protecting children's eyes, revealing some special points about vision screening stories to prepare for phase 2.

The content in these two topics is approached in the form of professional knowledge in an easy-to-understand way through friendly and positive language.

- The design image will use bright colors, reflecting FSEC's identifying colors, creating an intuitive and friendly space. The main characters in the image are cute babies, helping to make the message approachable and easy to absorb.
- The content is built based on synthesis and reference from reliable medical book sources, censored and guaranteed to be accurate by the project owner and doctors from the FSEC ophthalmology organization. The goal is to ensure that the information communicated is complete, accurate, and understandable to the target audience.

- Short video with the participation of experts from FSEC. We will use existing scripts and combine sound and music to create a fun and friendly atmosphere, helping viewers have a positive and exciting learning experience.

At this stage we have done a post deployment with:

- Frequency: 1 post/day
- Regular deployment time frame: 8:00 p.m
- Reach achieved: 579.092
- Number of interactions achieved:

STT	Ngày dự kiến đăng	Ngày đăng bài	Outline	Ảnh/Video	Lượt react	Lượt comment	Lượt share
Giai đoạn 1: Bảo vệ tương lai con với đôi mắt khỏe mạnh							
Tháng 9							
1	17/9	17/9	Công bố dự án	Hình ảnh	31	9	8
2	18/9	18/9	Thực trạng mắc tật khúc xạ và tỷ lệ sàng lọc mắt của trẻ em Việt Nam	Hình ảnh	85	16	11
3	19/9	20/9	Những yếu tố ảnh hưởng đến sự gia tăng tật khúc xạ ở trẻ em	Hình ảnh	19	2	7
4	21/9	21/9	Dấu hiệu nhận biết trẻ mắc tật khúc xạ	Reel	26	3	1
5	23/9	23/9	Phát hiện tật khúc xạ ở trẻ sơ sinh và trẻ nhỏ gặp nhiều khó khăn	Hình ảnh	25	4	0
6	25/9	25/9	Những thực phẩm dinh dưỡng tốt cho mắt trẻ em	Reel	16	1	9
7	27/9	28/9	Tật khúc xạ ảnh hưởng đến việc học của trẻ như thế nào	Hình ảnh	72	11	8
8	28/9	30/9	Ánh nắng mặt trời có tốt cho mắt trẻ	Reel	13	0	1
9	29/9	29/9	Chúc mừng tết trung thu 2023	Hình ảnh	14	0	0
Tháng 10							
1	1/10	1/10	Tật khúc xạ ảnh hưởng đến cuộc sống hằng ngày của gia đình	Hình ảnh	27	7	1
2	2/10	4/10	Những bài tập giúp mắt thư giãn tại nhà	Reel	33	2	9
3	3/10	3/10	Đôi mắt và tương lai con	Hình ảnh	143	8	3
4	5/10	2/10	Tâm lý trẻ em bị mất tật khúc xạ	Video	39	2	0
5	6/10	6/10	Những cách giải trí tại nhà cho trẻ em khi mắc các tật khúc xạ	Hình ảnh	24	3	8

Table 19: Facebook interactions phase 1

The content is distributed according to the main Content pillars

- Refraction field

In the content at this stage, we present statistics related to the eyes and refractive errors that are increasing in today's pediatric population. In this way, we want to focus on a data perspective to highlight the issue and make parents clearly aware of the importance of protecting their children's eyesight.

We also explain in detail how refractive errors affect children's vision, thereby highlighting the issue and creating awareness of the risks that refractive errors pose. At the same time, we place emphasis on sharing information about important age milestones that parents need to pay attention to, helping them have a full view of the important time to take care of their children's vision.

The post was built with the goal of not only providing information but also creating value for parents with young children, stimulating interest and discussion on this topic.

- Target customer psychology

In these content pillars, we focus on highlighting the issues and direct impacts on the

lives and psychology of parents when their children have refractive errors. About how children's eyes can see when sick: This helps parents better understand their children's vision condition and increases their concern for this issue.

Effects of refractive errors on children and their future: Description of how refractive errors can affect a child's health and development, especially in the future. Children's discomfort and psychology, highlighting the psychological aspects and discomfort that children may face when having refractive errors.

Or how aesthetic problems and confidence in daily activities of children can be limited when they have refractive errors, and at the same time give specific examples and real-life cases of children who have experienced it. have passed and have been or are currently undergoing treatment at FSEC.

Words stimulate empathy and attraction from parents, helping them realize the importance of taking care of their children's vision from an early age.

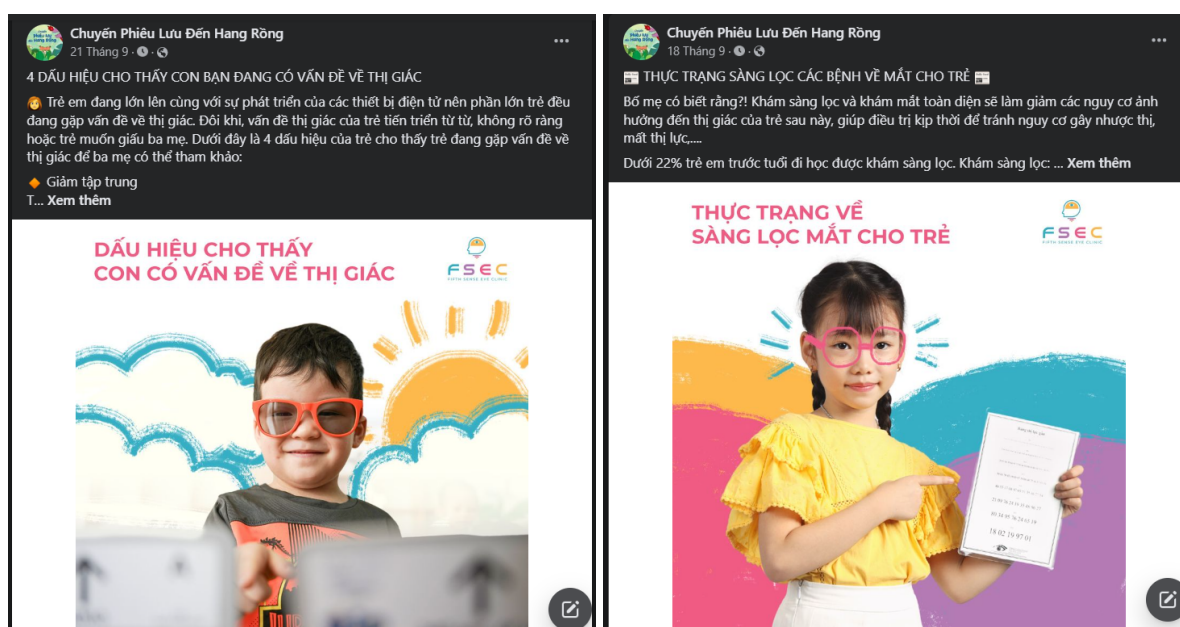


Figure 21: Example post in phase 1

V.2.1.2 Phase 2 (October 7 - November 18, 2023): Parents are also their children's "doctors"

After 3 weeks of implementing the campaign to identify refractive issues widely on social networks, the project was transferred to a plan to increase user interaction and communication for upcoming offline activities in July and November. 8. In phase 2, the "Parents are also their children's doctors" campaign will focus on clarifying the issue between eye protection and screening and how parents' companionship will affect their future. hybridity and child development. At the same time, we also promote communication about the product to help parents better understand how comics work. Promote and call for specific actions on the part of parents and caregivers to protect and care for their children's vision,

such as participating in proactive home vision screening with information-based stories for their children. message "Parents are also my children's doctors".

This phase lasts for 5 weeks, the number of posts on Facebook fanpage deployed is: 33 posts (including 22 posts, 8 videos) and Content is deployed according to 2 topics

- Launching the vision screening comic: Adventure to the Dragon's Cave: this topic is to introduce the story, the launch event, mini games to increase interaction for the Fanpage, and content revolving around the story
- “Parents are also their children's doctors” - this topic aims to emphasize the benefits of early vision screening along with stories, the connection and role of parents in screening their children's eyes and clarifying the issue. The difference between eye protection and screening and the companionship of parents will have an impact on the child's future and development.

The content in these two topics is approached in the form of characters accompanying children and parents on a visual journey to the future.

- Deployed in Multi-photo format, with the main characters being characters in comics, divided into small images. Videos and short clips are easy to understand, intuitive and attractive
- The colors continue to use the campaign's identifying tones for consistency. Bright color tones create a healthy and reader-friendly feeling
- Title: large and clear design, easy to read

At this stage we still perform post deployment with:

- Frequency: 1 post/day
- Regular deployment time frame: 8:00 p.m
- Reach achieved: 1.375.085
- Number of interactions achieved:

STT	Ngày dự kiến đăng	Ngày đăng bài	Outline	Ảnh/Video	Lượt react	Lượt comment	Lượt share
Giai đoạn 2: Bố mẹ cũng là "bác sĩ" của con							
Tháng 10							
1	7/10	7/10	Giới thiệu bộ truyện tranh sắp ra mắt	Hình ảnh	53	0	13
2	9/10	9/10	Giới thiệu nhân vật chính Hồ, Sẻ, Rồng	Gif	41	5	2
3			Chúc mừng Ngày Thi giác Thị giác Thế giới - World Sight Day 12/10/2023	Hình ảnh	13	0	0
4	10/10	10/10	Trailer 1 truyện	Video	62	5	7
5	11/10	11/10	Bài viết tương tác 1	Minigame	1800	1k	845
6	12/10	13/10	Những ưu điểm của việc sàng lọc mắt tại nhà cho trẻ	Hình ảnh	175	12	11
7	13/10	12/10	Công bố phát hành truyện - Pre-order (landing page)	Hình ảnh	47	6	23
8	14/10	14/10	Đơn vị phát hành truyện	Hình ảnh	29	0	2
9	15/10	15/10	Chuyên gia sẽ đồng hành cùng truyện	Hình ảnh	34	3	4
10	16/10	16/10	Giới thiệu bộ kit	Hình ảnh	27	1	5
11	17/10	18/10	Trailer 2 truyện	Video	77	8	10
12	18/10	17/10	Công bố sự kiện ra mắt	Hình ảnh	30	0	8
13	19/10	19/10	Bài viết tương tác 2	Hình ảnh	27	2	4
14	20/10	20/10	Chúc mừng Ngày Phụ nữ Việt Nam 20/10	Gif	21	1	0
15	21/10	22/10	Bài cảm ơn sau sự kiện	Hình ảnh	18	3	0
16	22/10	23/10	Hướng dẫn sử dụng truyện	Video	561	13	29
17	23/10	24/10	Hình ảnh sự kiện ra mắt	Hình ảnh	41	7	6
18	25/10	25/10	Video animation	Video	66	5	0
19	27/10	21/10	Công bố truyện đã lên kệ tại các nhà sách	Hình ảnh	784	19	21
20	28/10	28/10	Mắt trẻ nhìn thấy như thế nào khi mắc tật khúc xạ	Hình ảnh	31	2	6
21	30/10	27/10	Truyện tranh kết nối bố mẹ và con	Reel	27	8	1
Tháng 11							
1	1/11	1/11	Bố mẹ nói gì về cuốn truyện (KOL)	Reel	46	2	7
2	3/11	7/11	Báo chí nói gì về sự kiện	Hình ảnh	19	0	2
3	5/11	4/11	Các mốc độ tuổi cha mẹ cần lưu ý để bảo vệ đôi mắt cho con	Reel	24	2	1
4	6/11	2/11	Giới thiệu 3 bài test	Hình ảnh	21	4	3
5	8/11	8/11	Vì sao trẻ cần 3 bài test	Hình ảnh	27	1	4
6	9/11	10/11	Lợi ích của việc bố mẹ đọc truyện cùng con	Video	24	7	1
7	10/11	6/11	Chuyên gia khúc xạ nhãn khoa từ FSEC tư vấn kết quả	Hình ảnh	134	4	9
8	12/11	12/11	Các chuyên gia mắt cũng đã lựa chọn để sàng lọc mắt cho con	Hình ảnh	76	12	19
9	14/11	14/11	Chia sẻ kinh nghiệm từ các bác cha mẹ	Video	41	5	8
10	15/11	15/11	Cập nhật tình hình bán truyện	Hình ảnh	25	0	0
11	17/11	17/11	Cha mẹ có thể trở thành bác sĩ của con	Hình ảnh	226	14	6
12	18/11	18/11	Lợi ích của việc kết hợp giữa y tế và giáo dục trong truyện	Hình ảnh	51	2	11

Table 20: Facebook interactions phase 2

The content is distributed according to Content pillars

- Comic product "Adventure to the Dragon's Cave"

In the content at this stage, we promote the product's "first" keyword to emphasize the uniqueness of the product, while also clarifying the reputation of the product with its origin from a screening center. Prestigious vision is FSEC and the content is made and guided by experts in the vision industry. Finally released by a reputable organization, Kim Dong publishing house.

How the story works, the website allows parents to assess their child's condition and personalize the story experience.

- Target customer psychology

The posts are intended to motivate parents to accompany their children, solving father's pain when parents are too busy to think of play activities with their children, and how children need their parents to interact. The way the product brings dual effects is that it can help parents accompany their children on the "Adventure to the Dragon's Cave" journey when screening their children's eyes together.

At the same time, also share feedback from customers who have used it and their process in the form of stories.

- **Posts about offline activities and media posts for event activities**
- **Holiday and sales posts:** Posts about holidays such as Mid-Autumn Festival and Vietnamese Women's Day. Instructions on how to purchase and where bookstores have the product.



Figure 22: Example post in phase 2

V.2.1.3 Ads activities in detail

Based on the tactics of deploying communication on the Facebook platform, costs and initial goals of the project, we implemented advertising on the fanpage "Adventure to Dragon's Cave" as follows:

Budget data has been changed to ensure company confidentiality.

STT	Nội dung	NGÀY BẮT ĐẦU	NGÀY KẾT THỨC	Định dạng	Mục Tiêu	Link source	OKR	Kết quả		Chi phí	Tần Suất	Đánh giá kết quả
								Reach	Engage / mess / lead			
Top Of Funnel												
1	Công bố bắt đầu dự án - AVT fanpage	18/09/23	25/09/23	Hình Ảnh	Reach	Link	13.000	13.358		1.000.000 đ	1+	ĐẠT
2	Thực trạng mắc tật khúc xạ và tỷ lệ sàng lọc mắt của trẻ em Việt Nam	19/09/23	26/09/23	Hình Ảnh	Reach	Link	13.000	16.535		1.000.000 đ	1+	ĐẠT
3	Những yếu tố ảnh hưởng đến sự gia tăng tật khúc xạ ở trẻ em	20/09/23	27/09/23	Hình Ảnh	Reach	Link	6.000	5.113		500.000 đ	2+	ĐẠT
4	Dấu hiệu nhận biết trẻ mắc tật khúc xạ	21/09/23	26/09/23	Reels	Reach	Link	13.000	19.217		1.000.000 đ	1+	ĐẠT
5	Phát hiện tật khúc xạ ở trẻ sơ sinh và trẻ nhỏ gặp nhiều khó khăn	23/09/23	28/09/23	Hình Ảnh	Reach	Link	6.000	4.720		500.000 đ	2+	KHÔNG ĐẠT
6	Tật khúc xạ ảnh hưởng đến việc học của trẻ như thế nào	27/09/23	03/10/23	Hình Ảnh	Reach	Link	6.000	6.688		500.000 đ	1+	ĐẠT
7	Ảnh hưởng mặt trời có tốt cho mắt trẻ	28/09/23	04/10/23	Reels	Reach	Link	10.000	17.031		500.000 đ	2+	ĐẠT
8	Tật khúc xạ ảnh hưởng đến cuộc sống hàng ngày của gia đình	01/10/23	08/10/23	Hình Ảnh	Reach	Link	6.000	9.251		500.000 đ	2+	ĐẠT
Middle Of Funnel												
9	Những bài tập giúp mắt thư giãn tại nhà	02/10/23	05/10/23	Reels	Reach	Link	3.000	5.365		250.000 đ	1+	ĐẠT
10	Đổi mắt và tương lai con	03/10/23	09/10/23	Hình Ảnh	Reach	Link	13.000	13.593		1.000.000 đ	2+	ĐẠT
11	Những cách giải trí tại nhà cho trẻ em khi mắc các tật khúc xạ	06/10/23	13/10/23	Hình Ảnh	Reach	Link	6.000	3.760		500.000 đ	2+	KHÔNG ĐẠT
12	Tâm lý trẻ em bị mất tật khúc xạ	05/10/23	07/10/23	Video	Reach	Link	10.000	19.702		500.000 đ	2+	ĐẠT
13	Giới thiệu bộ truyền tranh sắp ra mắt	08/10/23	18/10/23	Hình Ảnh	Reach	Link	35.000	68.862		3.000.000 đ	2+	ĐẠT
14	Trailer 1 truyền	10/10/23	16/10/23	Video	Reach	Link	15.000	23.416		1.000.000 đ	2+	KHÔNG ĐẠT
15	Bài viết tương tác 1	11/10/23	17/10/23	Minigame	Engage	Link	1.500	70.256	3.825	3.000.000 đ	1+	ĐẠT
16	Những ưu điểm của việc sàng lọc mắt tại nhà cho trẻ	12/10/23	19/10/23	Hình Ảnh	Reach	Link	13.000	14.714		1.000.000 đ	2+	ĐẠT
17	Công bố phát hành truyền - Pre-order (landing page)	13/10/23	20/10/23	Hình Ảnh	Lead	Link	100	165.023	117	10.000.000 đ	2+	ĐẠT
18	Đơn vị phát hành truyền	14/10/23	20/10/23	Hình Ảnh	Reach	Link	6.000	1.281		500.000 đ	1+	KHÔNG ĐẠT
19	Video demo sự kiện	15/10/23	21/10/23	Video	Reach	Link	6.000	6.960		500.000 đ	2+	ĐẠT
20	Chuyến gia sẽ đồng hành cùng truyền	16/10/23	23/10/23	Hình Ảnh	Reach	Link	6.000	5.780		500.000 đ	1+	KHÔNG ĐẠT
21	Trailer 2 truyền	17/10/23	20/10/23	Video	Reach	Link	15.000	14.031		1.000.000 đ	1+	ĐẠT
22	Công bố sự kiện ra mắt	18/10/23	22/10/23	Hình ảnh	Reach	Link	25.000	29.144		2.000.000 đ	1+	ĐẠT
23	Hướng dẫn sử dụng truyền	22/10/23	28/10/23	Video	Reach	Link	15.000	19.007		1.000.000 đ	1+	ĐẠT
24	Hình ảnh sự kiện ra mắt	23/10/23	30/10/23	Hình ảnh	Reach	Link	6.000	8.895		500.000 đ	1+	ĐẠT
25	Video animation	24/10/23	01/11/23	Video	Reach	Link	30.000	30.652		2.000.000 đ	1+	ĐẠT
Bottom Of Funnel												
26	Công bố truyền đã lên kệ tại các nhà sách kèm link order	27/10/23	03/11/23	Hình Ảnh	Lead	Link	250	251.869	290	20.000.000 đ	2+	ĐẠT
27	Mắt trẻ nhìn thấy như thế nào khi mắc tật khúc xạ	28/10/23	04/11/23	Hình ảnh	Reach	Link	4.000	175.052		350.000 đ	2+	ĐẠT
28	Truyền tranh kết nối bố mẹ và con	01/11/23	05/11/23	Reels	Reach	Link	15.000	20.955		1.000.000 đ	1+	ĐẠT
29	Bố mẹ nói gì về cuốn truyền (KOL)	01/11/23	06/11/23	Reels	Reach	Link	15.000	411.787		1.000.000 đ	2+	ĐẠT
30	Các mốc độ tuổi cha mẹ cần lưu ý để bảo vệ đôi mắt cho con	05/11/23	07/11/23	Video	Reach	Link	15.000	175.011		1.000.000 đ	2+	ĐẠT
31	Giới thiệu 3 bài test	06/11/23	08/11/23	Hình Ảnh	Reach	Link	55.000	59.889		2.500.000 đ	2+	ĐẠT
32	Vì sao trẻ cần 3 bài test	08/11/23	09/11/23	Hình Ảnh	Reach	Link	15.000	7.028		1.000.000 đ	1+	ĐẠT
33	Lợi ích của việc bố mẹ đọc truyền cùng con	09/11/23	10/11/23	Video	Mess	Link	200	60.285	275	3.000.000 đ	2+	ĐẠT
34	Chuyến gia khúc xạ nhân khoa từ FSEC tư vấn kết quả	10/11/23	11/11/23	Hình Ảnh	Reach	Link	15.000	100.847		1.000.000 đ	2+	ĐẠT
35	Các chuyến gia mắt cùng đã lựa chọn để sàng lọc mắt cho con	12/11/23	14/11/23	Hình Ảnh	Lead	Link	50	61.215	48	5.000.000 đ	1+	KHÔNG ĐẠT
36	Chia sẻ kinh nghiệm từ các bậc cha mẹ	14/11/23	15/11/23	Video	Lead	Link	50	1.178	52	350.000 đ	2+	ĐẠT
37	Cha mẹ cũng có thể trở thành bác sĩ của con	17/11/23	17/11/23	Hình Ảnh	Reach	Link	55.000	57.151		3.000.000 đ	2+	ĐẠT
38	Lợi ích của việc kết hợp giữa y tế và giáo dục trong truyền	18/11/23	18/11/23	Hình Ảnh	Reach	Link	15.000	15.095		1.000.000 đ	1+	ĐẠT
VAT (10%)										7.395.000		
Tổng								1.954.177		81.345.000		

Table 21: Implement detailed Ads

V.2.2 Newspaper, KOLs

V.2.2.1 Newspapers

Collaborating newspapers have posted product information on their profile pages, timing and content details are listed below.

Newspaper	Date	Link
VnExpress	25/10/2023	link
Quan Doi nhan dan	21/10/2023	link
Suc khoe & Doi song	25/10/2023	link
Cong dan & Khuyen hoc	22/10/2023	link

Table 22: Newspapers posts

V.2.2.2 KOLs

In addition to the press, we also cooperate with KOLs who are influential hot moms in the field of family and child care and reputable doctors in the Vietnamese ophthalmology industry.

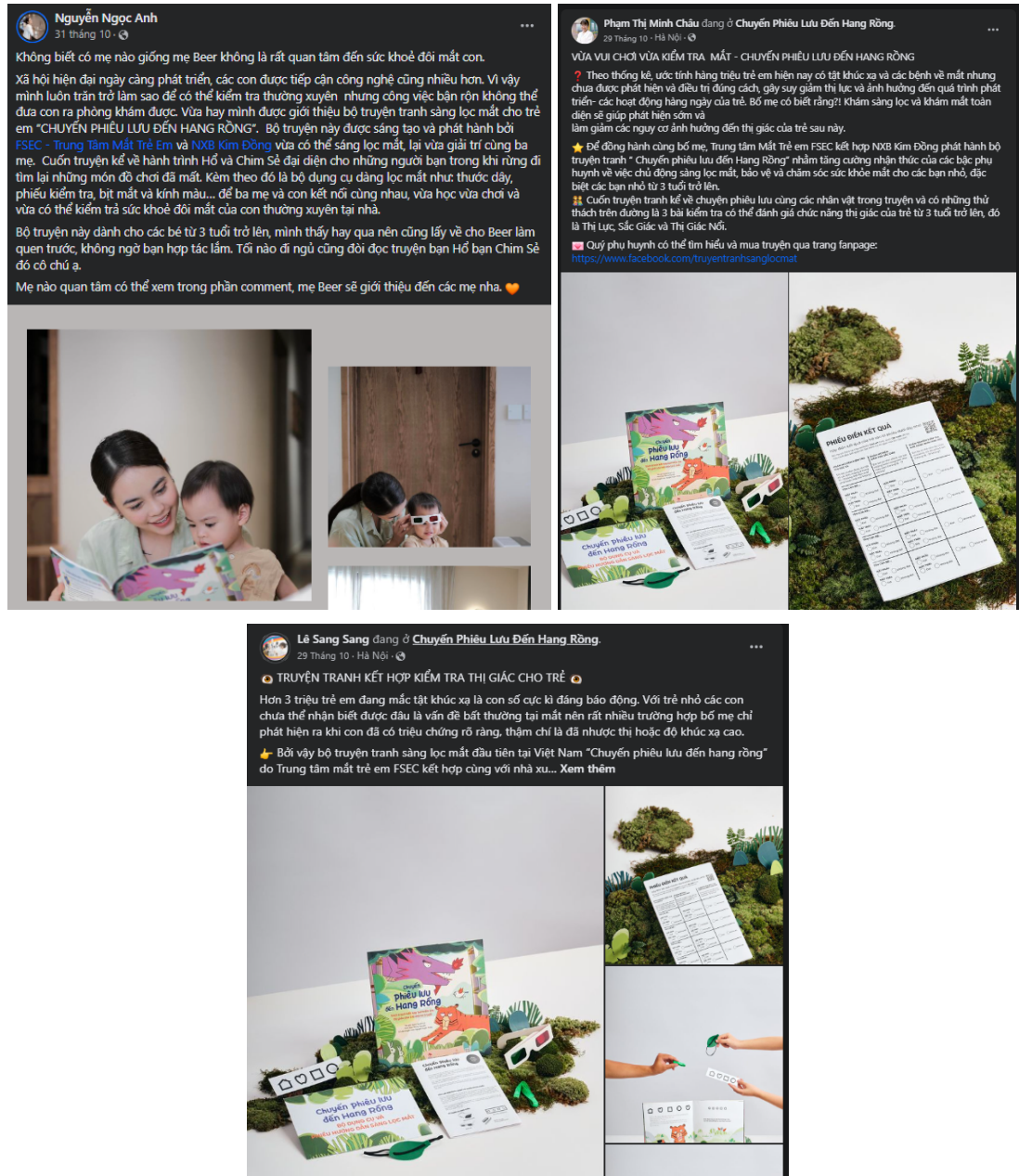


Figure 23: KOLs posts

V.2.3 Event

- Participants

Speaker Dr. PhD. Phạm Thị Minh Châu, expert in the field of children's eyes and refraction; representative of the story production team, professional advisor Nguyễn Huyền Trang; MC; project partners and sponsors; parents and children.



● Agenda:

STT	Thời gian	Thời lượng	Mục	Nội dung
1	14h-14h25	25 phút	Checkin	Tặng phần quà với những khách hàng tới tham dự event
2	14h25-14h30	5 phút	Ôn định tổ chức	Kính thưa quý vị ! Sự kiện ra mắt truyền tranh "Chuyến phiêu lưu đến hang Rồng" dự kiến được bắt đầu từ 14 giờ 30 phút. Quý vị vui lòng ổn định chỗ ngồi và chuyển điện thoại của mình sang chế độ rung để chuyến phiêu lưu chính thức bắt đầu. Xin chân thành cảm ơn !
3	14h30-14h32	2 phút	Lời mở đầu	Chào mừng quý vị khách quý, các gia đình, bạn nhỏ đã tham dự vào chuyến hành trình phiêu lưu tới Hang Rồng của chúng tôi ngày hôm nay. Lời đầu tiên cho phép xin được gửi tới quý vị tham dự sự kiện tại hội trường trực tiếp lời cảm ơn, lời chúc sức khỏe, lời chào trân trọng nhất.
4	14h32-14h40	8 phút	Cảm ơn NTT	Góp mặt trong sự kiện này, xin được giới thiệu sự hiện diện của các vị khách quý: Về phía xin được trân trọng giới thiệu: Ông Bà..... Ông Bà..... Cùng với sự có mặt của các vị đại biểu, khách quý, các anh chị phóng viên nhà báo, các gia đình và bạn nhỏ tham dự sự kiện của chúng tôi ngày hôm nay. Cảm ơn vì đã ủng hộ chúng tôi trong suốt chặng hành trình vừa qua và cả những cột mốc sắp tới!
5	14h40-14h45	5 phút	Giới thiệu, trình bày thực trạng	Quý vị khách quý, gia đình mình thân mến! Đôi mắt là cửa sổ tâm hồn, đặc biệt với các bạn nhỏ, đôi mắt là tương lai của các con, ảnh hưởng đến mỗi bước đi trong đời của trẻ. Hầu hết ai trong số chúng ta cũng bắt đầu chăm sóc sức khỏe mắt sau khi phát hiện một thành viên trong nhà có vấn đề về mắt thay vì tìm soát trước khi nó xảy ra. Ngày nay, các bậc phụ huynh đã có tìm hiểu và nhận thức rõ hơn về các vấn đề sức khỏe của trẻ, nhưng vẫn để thị giác thì chưa hẳn đã được quan tâm đầy đủ. Điều này khiến đội ngũ có chuyên môn về mắt, đặc biệt là mắt trẻ em rất lo lắng và cũng là một trong những lý do để "Chuyến phiêu lưu đến hang Rồng ra đời". Điều này có thể gây ra hậu quả, ảnh hưởng gì tới với sức khỏe mắt, đặc biệt với mắt trẻ nhỏ mà khiến cho chúng tôi phải thực hiện dự án đến vậy? Sau đây, tôi xin giới thiệu đại diện đặc biệt tới từ Trung tâm Mắt Trẻ em FSEC - TS.BS Phạm Thị Minh Châu - hướng dẫn nghiên cứu để tài truyền tranh giải đáp cho những thắc mắc đầy cấp thiết trong thời hiện đại này nhé! Xin mời chị ạ!
6	14h45-14h47	2 phút	Sự xuất hiện của TS.bs. Phạm Thị Minh Châu	
7	14h47-15h	13 phút	Diễn giả TS.bs. Phạm Thị Minh Châu	- Xin gửi lời chào tới tất cả quý vị khách quý, các gia đình, quý báo chí đang có mặt trong hội trường ngày hôm nay! - Cảm ơn Xuân Mai đã nói lên được niềm lo lắng của chúng tôi. Đây cũng là động lực để chúng tôi có dự án này, có những nghiên cứu khoa học chuyên sâu cho dự án. - (Nói về lý do có dự án) Đây là dự án được chúng tôi ấp ủ không chỉ mới mà từ rất lâu, trước cả đại dịch Covid-19, khi mà trong quá trình thăm khám tôi gặp rất nhiều trường hợp các bạn nhỏ bị nhược thị nhưng do phát hiện muộn mà bỏ lỡ giai đoạn điều trị lý tưởng nhất là dưới 7 tuổi của trẻ. Chính vì thế mà từ sau này có đeo kính và tập mắt thì cũng khó đạt được thị lực 9-9-10. - (Nói về ảnh hưởng của thị lực với giáo dục) Thị lực kém cũng ảnh hưởng rất nhiều đến học tập, sinh hoạt và sự tự tin của con. Tuy nhiên các bạn nhỏ tuổi lại rất khó nhận thức được vấn đề tại mắt của mình đặc biệt là các bạn có tật khúc xạ bẩm sinh, vì khi mà con sinh ra thì thể giới con nhìn thấy đã luôn không rõ nét như vậy rồi. - (Nghiên cứu thực trạng) Phần lớn (~80%) tình trạng suy giảm thị lực ở các nước đang phát triển đều có thể điều trị được, thường bằng kính và điều này đặc biệt đúng ở trẻ em. - (Vai trò của tầm giác): Để sự tầm soát suy giảm thị lực ở trẻ được hiệu quả, mô hình lý tưởng nhất là sự phối hợp chặt chẽ trong hành động và trao đổi thông tin giữa: GIA ĐÌNH-NHÀ TRƯỞNG Y TẾ - (Tại FSEC và dự án) Vậy nên trong 2 năm qua, tôi và FSEC đã dày công nghiên cứu và phát triển công cụ giúp bố mẹ đánh giá được chức năng thị giác cho con tại nhà. Đó chính là cuốn truyền tranh "Chuyến phiêu lưu tới hang rồng" - Và để làm được điều này thì ngoài sự cố gắng của nhóm, chúng tôi còn có sự hỗ trợ rất lớn đến từ tổ chức "Eye care foundation", "Nhà xuất bản Kim Đồng", "Công ty Đỗ Trần", "Công ty Conex" - Nhờ có sự quyết tâm và tin tưởng của các nhà tài trợ, những người bạn có cùng mục tiêu chăm sóc mắt trẻ em, FSEC đã thành công ra mắt cuốn truyền tranh trong ngày hôm nay. - Vậy nên, SÀNG LỌC MẮT SƠM CHO TRẺ MẮM NON LÀ CHÌA KHÓA QUAN TRỌNG TRONG GIÁM TÝ LỆ SUY GIẢM THỊ LỰC VĨNH VIỄN Ở TRẺ EM
8	15h-15h15	15 phút	Hỏi đáp	Hỏi đáp từ khán giả tới BS Châu về chủ đề sàng lọc mắt sớm cho trẻ em - MC: Vừa rồi là phần chia sẻ từ bs Châu về chủ đề sàng lọc mắt sớm cho trẻ em, xin mời các vị khán giả đặt câu hỏi cho diễn giả...
9	15h15-15h22	7 phút	Video story telling	- (Video dẫn vào funny, hút sự chú ý) - (Video storytelling hành trình tạo nên dự án)
10	15h22-15h24	2 phút	Chia sẻ "Hành Trình Sáng Tạo: Ý Tưởng và Sự Ra Đời Của Truyền."	Chị Trang đứng giữa sân khấu, đèn spotlight mới chiếu vào Chị Trang chào
11	15h24-15h35	11 phút	Chia sẻ "Hành Trình Sáng Tạo: Ý Tưởng và Sự Ra Đời Của Truyền."	- (Giới thiệu tổng quát Bộ truyền) Thông điệp chúng tôi muốn gửi gắm tới các bé trong câu chuyện này là Tinh thần trong sáng và sự đoàn kết hướng thiện sẽ giúp các bé vượt qua những khó khăn trong cuộc sống. Bộ truyền của chúng tôi không chỉ có truyền mà trong đó chúng tôi đã cân thận nghiên cứu và đóng gói một bộ kit, bao gồm từ hướng dẫn sử dụng, dụng cụ hỗ trợ sàng lọc mắt và kèm link hướng dẫn chi tiết cách làm. - (Giải thích chức năng các bài test) Chức năng từng test và bộ công cụ đi kèm - (Đóng góp cho công đồng của dự án truyền tranh) Công cụ sàng lọc chức năng thị giác cho phụ huynh, Trạm đối truyền, Nhà của đom đóm - (Cam kết của đội ngũ dự án trong chăm sóc các Phụ huynh trong khâu giải đáp và tư vấn kết quả sàng lọc)
12	15h35-15h40	5 phút	Chị Trang tri ân ekip sản xuất truyền	- NSLục đã được đến đây bước đầu - Sự chung tay Cuối cùng Bộ truyền tranh Chuyến phiêu lưu đến Hang Rồng cũng đã thành hình và chứa đựng toàn bộ tâm huyết của tất cả con người mà tôi đã tri ân ở trên, gửi gắm tới Quý phụ huynh cùng các bé thân yêu. Sau phát biểu chị Trang, MC mời đại diện ekip sản xuất tặng hoa
13	15h40-15h50	10 phút	Đại diện phụ huynh có con được sàng lọc mắt từ sớm	- MC giới thiệu Anh Hoàng Vũ, phụ huynh em Khánh An lên chia sẻ về câu chuyện khám sàng lọc mắt sớm cho con, phát hiện mắt con mắc tật khúc xạ và kịp thời chữa trị tại FSEC - Sau khi phát biểu, MC mời đại diện ekip sản xuất tặng hoa phụ huynh
14	15h50-15h55	5 phút	MC nhắc lại về dịch vụ FSEC	Một hành trình dài, nhiều cảm xúc và ý nghĩa, tất cả đều là vì các bạn nhỏ, vì những mầm non tương lai của đất nước. FSEC mong rằng, chặng đường tiếp theo sẽ được quý vị khách quý, các bậc phụ huynh tiếp tục đồng hành, tạo ra tầm giác thật vững chắc cho tương lai của trẻ. Sau khi những cuốn truyền được mang về nhà các bạn nhỏ, FSEC mong rằng sẽ nhận được sự phản hồi tích cực tại nền tảng đánh giá kết quả sàng lọc mắt trên fsec.vn. Trung tâm mắt trẻ em FSEC tại 213 Tôn Đức Thắng đã sẵn sàng chào đón các bạn nhỏ tới chăm sóc sức khỏe mắt. Có chú chuyên gia sẽ dành cho các bạn nhỏ những sự quan tâm trong từng cú chỉ, tiếp đón các bạn để điều trị chuyên sâu ngay khi phát hiện mắt có vấn đề thông qua "Chuyến phiêu lưu đến hang Rồng"!
15	15h55-16h	5 phút	Giới thiệu các khu còn lại	Trong hội trường ngày hôm nay, có các quý đối tác, quý khách hàng và đặc biệt là các gia đình nhỏ. Bên phải tay trái của tôi đây là bữa tiệc của các bạn mừng thú trong khu rừng, bên tay phải và trước mặt tôi là những thử thách Hồ và Sẻ cũng vượt qua để có thể hoàn thành chuyến phiêu lưu đến Hang Rồng. Ngoài ra, mọi người có thể đọc tài truyền và giao lưu với tác giả, nhận lời tư vấn miễn phí từ đội ngũ chuyên gia tại gian trưng bày truyền.
16	16h-16h20	20 phút	Chụp ảnh tập thể	Trước khi chuyển tới phần tiếp theo tôi xin phép được mời quý đại biểu, khách mời bước về phía sân khấu để chụp ảnh kỷ niệm. Xin trân trọng kính mời quý vị Kính mời các vị đại biểu hướng đến phía máy chụp hình. Xin được kính mời quý vị sẽ cùng tiên về phía các khu vực đặc biệt này của chúng tôi để thưởng thức bữa tiệc, trải nghiệm, chụp hình và ghi lại những khoảnh khắc đáng nhớ cho chuyến phiêu lưu đặc biệt này hôm nay nhé!
17	16h20-17h	40 phút	Trải nghiệm tương tác truyền và giải đáp thắc mắc	Tiếp theo, chúng tôi xin trân trọng kính mời quý vị ghé các khu vực trưng bày để trải nghiệm tương tác với truyền. Chúng tôi còn có quầy giải đáp mọi thắc mắc về truyền cũng như sàng lọc mắt ở phía bên phải lời vào. Xin trân trọng kính mời quý vị!
18	17h		Kết thúc	Kính thưa quý vị, chỉ còn ít phút nữa thôi, hành trình trải nghiệm hôm nay của chúng ta sẽ kết thúc. Quý vị hãy nhanh chóng chụp hình, trải nghiệm các hoạt động chưa thử nhé! Sự kiện ra mắt truyền tranh Chuyến Phiêu Lưu Đến Hang Rồng đến đây là kết thúc. Hy vọng quý khách đã có những giây phút trải nghiệm thú vị và sản phẩm của chúng tôi. Chúng tôi xin chúc quý khách sức khỏe và gặp nhiều may mắn và gặt hái được nhiều thành công trong cuộc sống. Quý vị đừng quên mang những phần quà ý nghĩa của Hồ, Sẻ và FSEC gửi tới mọi người trước khi rời khỏi khu rừng nhé! Một lần nữa, xin cảm ơn quý vị đã đồng hành cùng sự kiện ngày hôm nay của chúng tôi. Xin chào tạm biệt và hẹn gặp lại trong hành trình tiếp theo!
19	17h-17h10	10 phút		Tiến khách

Table 23: Event agenda

V.3 Budget

Budget data has been changed to ensure company confidentiality.

Hạng mục	Chi tiết	Số lượng	Đơn vị	Đơn giá	Tổng tiền	Ghi chú
Truyền thông online						
Facebook	Facebook Ads	38	Bài		81.345.000	
	Hot mom - Nguyễn Ngọc Anh	1	Người	14.000.000	14.000.000	
	Bác sĩ Lê Sang Sang	1	Người	2.000.000	2.000.000	
	Bác sĩ Phạm Thị Minh Châu	1	Người	2.000.000	2.000.000	
	Bác sĩ Đoàn Đức Long	1	Người	2.000.000	2.000.000	
	Bác sĩ Hà Huy Thiên Thanh	1	Người	2.000.000	2.000.000	
Sân xuất ấn phẩm	Sản xuất 1 video animation, 2 video trailer	1	Gói	32.000.000	32.000.000	
	Set up background chụp sản phẩm	1	Gói	1.000.000	1.000.000	
	Video hướng dẫn sử dụng truyền	1	Gói	3.000.000	3.000.000	
	Mẫu nhí	3	Người	500.000	1.500.000	
Bảo chí	VNExpress	1	Bài	10.000.000	10.000.000	
	Quản đội nhân dân	1	Bài	7.000.000	7.000.000	
	Sức khỏe & Đời sống	1	Bài	5.000.000	5.000.000	
	Công dân & Khuyến học	1	Bài	4.000.000	4.000.000	
Vận chuyển	Gửi sản phẩm cho Hot mom và Bác sĩ	5	Người		176.000	
Tổng chi phí truyền thông online					167.021.000	

Hạng mục	Chi tiết	Số lượng	Đơn vị	Đơn giá	Tổng tiền	Ghi chú
Truyền thông offline						
Event						
Địa điểm tổ chức	Hội trường tầng 3, NXB Kim Đồng				7.000.000	
Sân khấu và bối cảnh	Âm Thanh và Ánh Sáng	1	Bộ			Kim Đồng hỗ trợ
	Màn Hình LED	1	Cái			
	Đèn follow	1	Cái	500.000	500.000	
	Bộ đàm kèm tai nghe	7	Bộ	50.000	350.000	
	Dây thép	5	Cuộn	19.000	95.000	
	Băng keo	5	Cuộn	37.000	185.000	
	Kéo	3	Cái	11.000	33.000	
	Standee và chân đỡ	3	Bộ	180.000	540.000	
	Fomex trang trí sân khấu	1	Bộ	3.160.000	3.160.000	
Chi phí ăn uống	In mica trang trí khu checkin	1	Bộ	1.750.000	1.750.000	
	teabreak	250	Xuất	80.000	20.000.000	
	Nước uống	5	Thùng	82.000	410.000	
Các chi phí khác	Ăn trưa	27	Người	41.000	1.107.000	
	Khăn trải bàn	10	Cái	14.500	145.000	
	Già dụng truyền	4	Cái	23.700	94.800	
	Thẻ BTC	27	Cái	12.500	337.500	
	Hoa thấp hương	5	Bông	10.000	50.000	
	Quả thấp hương	2	Kg	45.000	90.000	
Chi phí di chuyển	Vận chuyển dụng cụ	1	Gói	628.000	628.000	
	Diễn giả di chuyển	2	Lượt		318.000	
Chi phí quà tặng	Hoa	5	Bó	150.000	750.000	
	Sticker	300	Cái	12.000	3.600.000	
	Huy hiệu	300	Cái	31.000	9.300.000	
	Túi tote	300	Cái	38.200	11.460.000	
Media	Chụp Ảnh	1	Người			
	Quay phim	1	Người	3.000.000	3.000.000	
Nhân sự	MC	1	Người	2.000.000	2.000.000	
	Công tác viên takecare	5	Người	200.000	1.000.000	
	Diễn giả	1	Người	3.000.000	5.000.000	
Tổng chi phí truyền thông offline					72.903.300	
VAT (10%)					23.992.430	
Tổng chi phí					263.916.730	

Table 24: Actual budget

V.4 HR

STT	CATEGORIES	DETAILS	PIC	STATUS	DEADLINE
Fanpage					
1	Daily	Deploy foundational content	Thương	Done	22/8
		Visualize project	Tâm	Done	21/8
		Deploy posts on fanpage platform	Phong Nguyễn	Done	31/8
		Create events, change page names, optimize tasks on the page	Tâm	Done	22/8
2	Viral publications	Media product production plan	Thương	Done	27/8
		- Brief videos using real people	Nam	Done	29/8
		- Brief video animation for VTV	Nam	Done	29/8
		Connect VTV, Uniqi Preschool (Working with Ms. Trang)	Vũ	Done	21/8
PR Booking					
1	Newspaper	Booking plan/SEO optimization	Cường	Done	25/8
		Write and send	Đạt	Done	5/9
2	KOL/ Influencer	Booking plan within the industry/outside the industry	Thương	Done	31/8
		Brief KOLs	Tâm	Done	5/9
3	Booking		Thương	Done	7/9
Ads					
1	Performance	Performance plan	Vân Phong	Done	22/8
2	Reach	List of advertising publications	Thương	Done	7/9
		Ads deployment plan	Vân Phong	Done	9/9
3	Engagement	Event	Hương	Done	Follow daily
		Click to web		Done	
		Landing page		Done	
4	Group	Run viral publications		Done	
		Run publications according to the seeding plan	Done		
5	Old customer file	Deployment plan/scenario after customers access ads	Sang	Done	
Event					
1	Plan to organize the launch event	Activities at events	Sang	Done	25/9
			Tâm		
2	Concept organizes a story launch event	- Visualize - Booths if any	Phong Nguyễn	Done	28/9
3	Online communication plan	Plan media activities before the event	Khánh	Done	
			Hương	Done	
4	Implement online communication plan	Activities at events	Khánh	Done	23/9
			Tâm		
5	Work with the venue	- Ms. Thuy contact Kim Dong for the venue (report back on Monday)	Vũ	Done	26/9
6	Distributing event organization personnel		Khánh	Done	26/9
7	Event planning and management		Thủy	Done	
8	Make a video product to thank the production team	Production and presentation	Nam	Done	12/10
9	Event publications		Phong Nguyễn	Done	10/9
			Tú Anh		

Table 25: HR

CHAPTER VI. EVALUATION AND SUGGESTIONS

VI.1 Campaign evaluation

After 3 months of implementing the media campaign for the vision screening comic product "Adventure to the Dragon's Cave", the project team went to the stage of evaluating the effectiveness of the media campaign to monitor whether the campaign was effective or not. achieve the initial goal set. Evaluation is especially important because this is a method that helps the project team recognize the advantages and disadvantages of the whole process, and can also review the efforts of the entire team, read, understand and analyze the results. data to be able to improve in future projects.

Below is an overview of the results achieved after the campaign.

No	Describe	Objectives	Results	Completion rate
Facebook				
1	Page likes	2000 Likes	2700 Likes	135%
2	Total reach	1.500.000 Reaches	2.389.749 Reaches	132%
3	Visit the Landing page	3000 Visits	14487 Visits	482%
Event				
5	Join the event	200 Participants	210 Participants	105%
Newspapers/KOLs				
6	Number of interactions on Hotmom's and Ophthalmologist's posts	4 Doctors and 1 Hotmom with 1000 Reactions on product posts on personal Facebook	Doctor Le Sang Sang Doctor Doan Duc Long Doctor Pham Thi Minh Chau Doctor Ha Huy Thien Thanh -> ~500 react	70%
7			Hotmom Nguyen Ngoc Anh: 208 react	
8	Appeared in reputable newspapers	5 Newspapers	- Quan Doi nhan dan - VnExpress - Cong dan & Khuyen hoc - Suc khoe & Doi song	80%

Table 26: Measure campaign results

VI.1.1 Fanpage Facebook

During the time we built and deployed the project on the Fanpage Adventure to the Dragon's Cave, the number of people approached was **2.389.749 reaches**. The number of followers on the fanpage has since increased to **2.900 followers**.

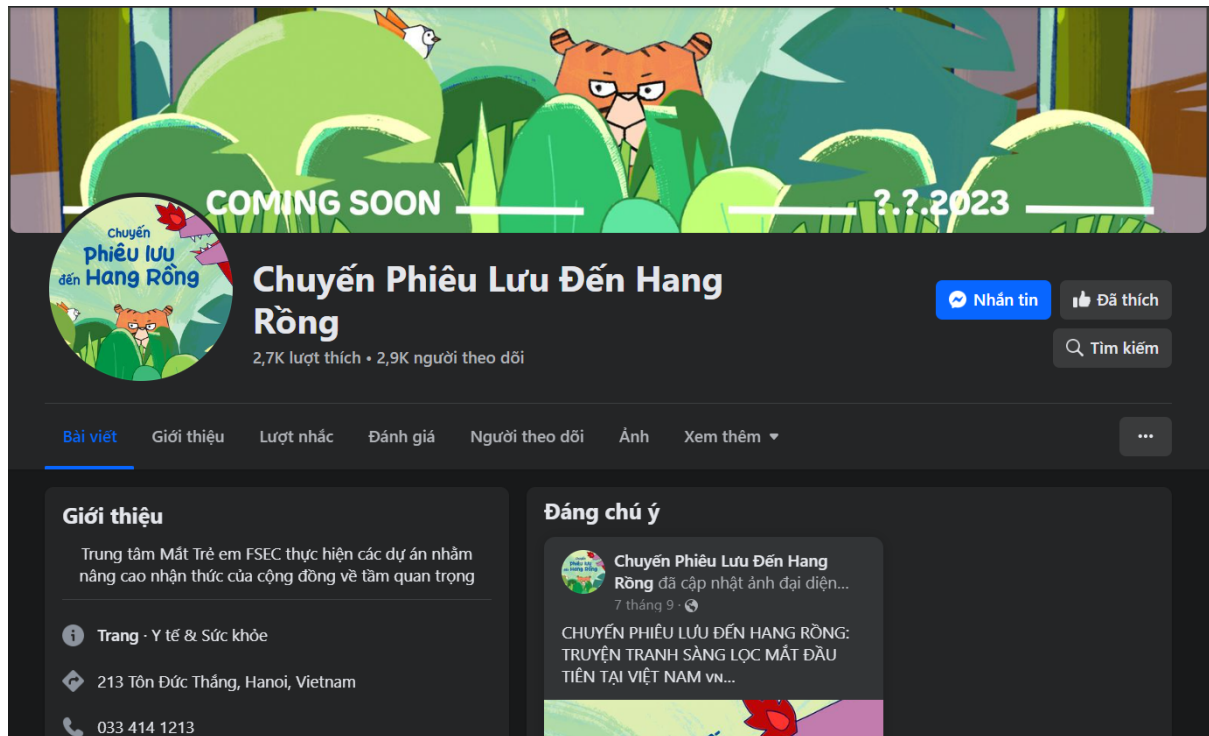


Figure 24: Fanpage Adventure to the Dragon's Cave

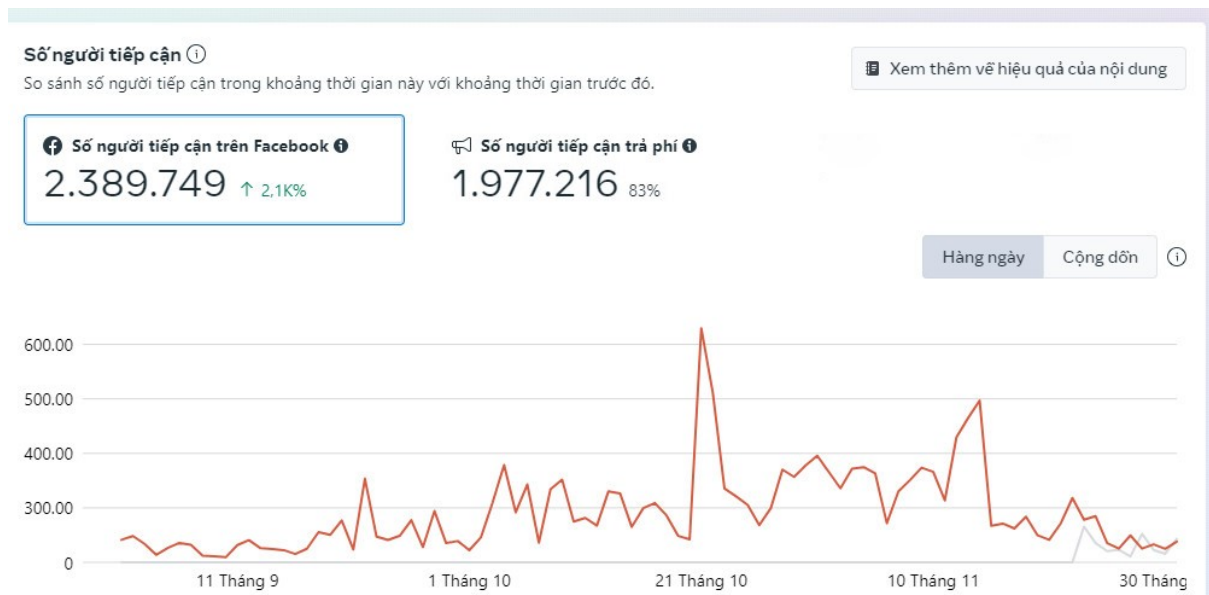


Figure 25: Reach of Fanpage Adventure to the Dragon's Cave

As seen, the initial number of followers of Fanpage is quite low, but after 1 month of operation, deployment and starting with content chains that attract attention from the audience, the Adventure to the Dragon's Cave has gained a fanpage of **more than 1,800 followers**. However, this is not the desired number of the project team.

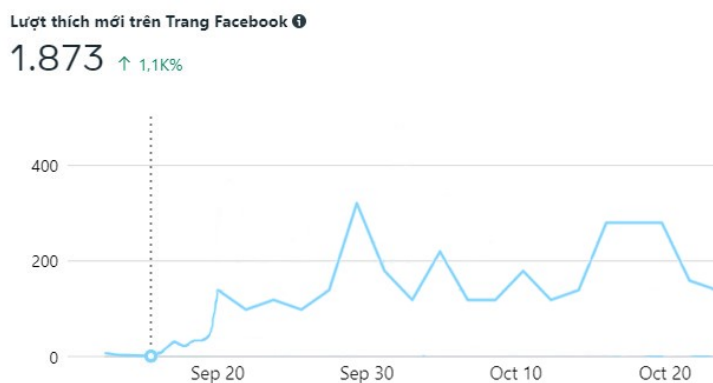


Figure 26: The growth of likes on the fanpage

So we started the process of distributing content on Fanpage to go deeper into content that brings value to help parents solve the vision and health problems for children that we mentioned before, at the same time. Promote product advertising and sharing from doctors or parents of children with refractive errors to increase product coverage as well as add practical knowledge to parents.

Choosing an article with appropriate content for the campaign with an attractive title and landing page to optimize customer experience helped fanpage Adventure to Dragon's Cave after only 1 month after the story's launch event (October 21 - November 20) reached **more than 2 million 3 hundred thousand visits** and had **more than 14 thousand people visits** the landing page to learn information about the product after the publication of the story. **More than 2,600 comic books** were sold in just 1 month. This number can show that Adventure to the Dragon's Cave has reached the right target audience and brought real value in terms of content that is professional but not dry, helping readers be ready to follow and access the product.

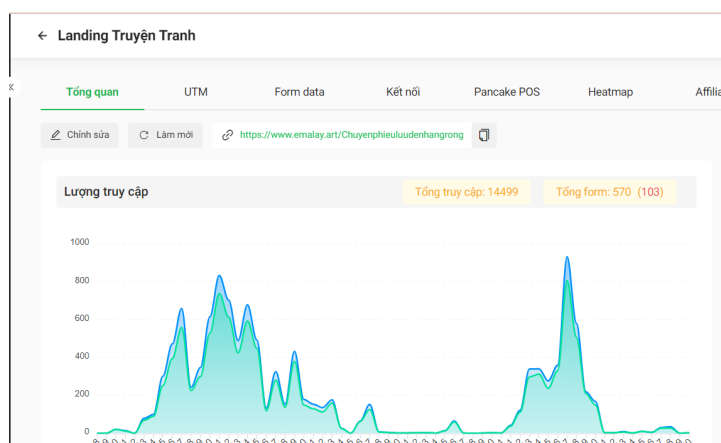


Figure 27: The growth of visits on landing page

In addition, on the fanpage we also received a lot of positive feedback from the audience about the meaning that “Adventure to the Dragon's Cave” brings.

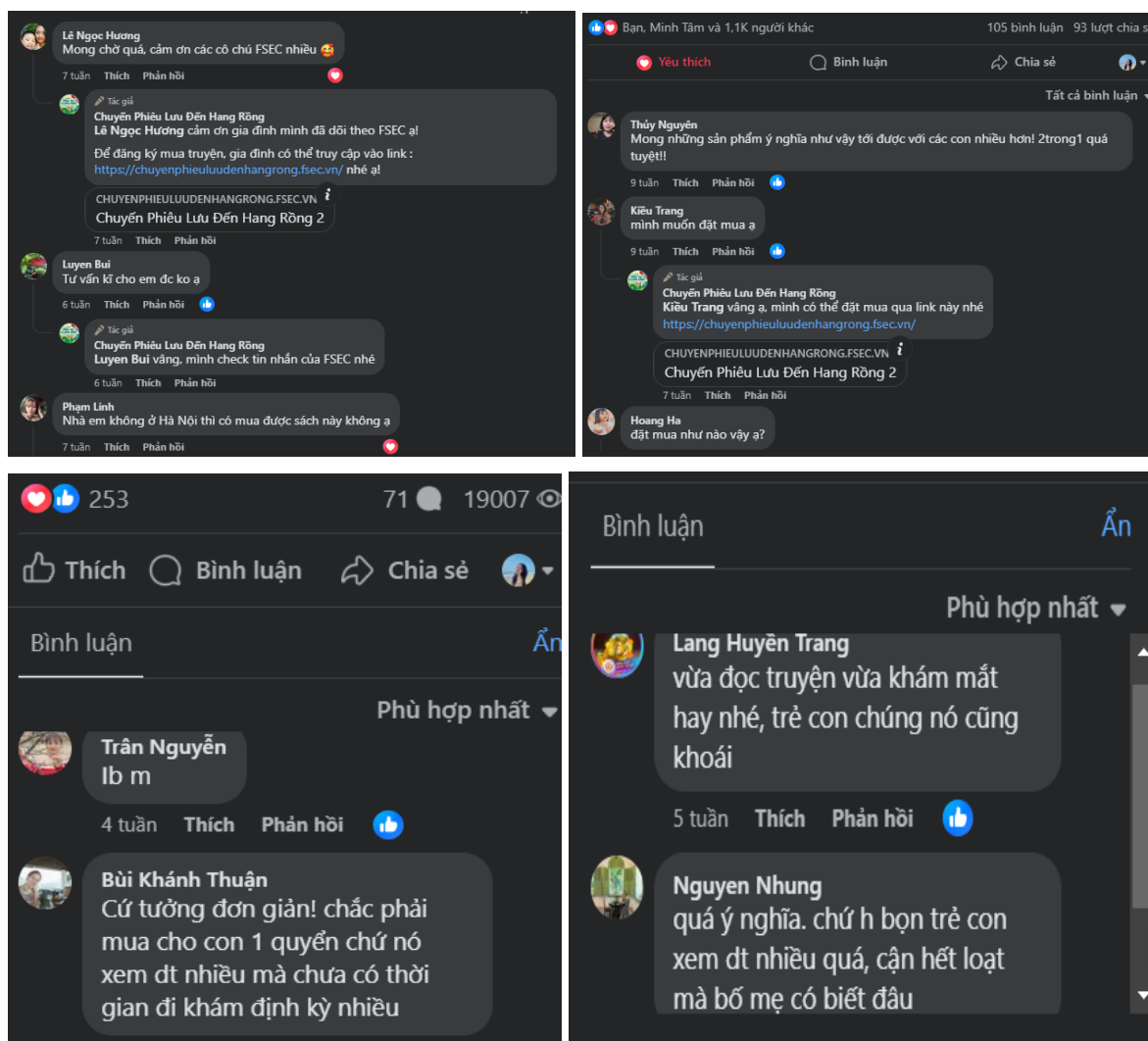


Figure 28: Positive feedback on fanpage

VI.1.2 Event

The launch event of the vision screening comic “Adventure to Dragon's Cave” held at Kim Dong Publishing House on October 21 attracted a lot of attention from parents of young children and ophthalmologists. , an expert on children's refractive errors, came to participate. The event attracted **210 guests** and more than **20 children** participating in the experience at the event.

During the event, Dr. Pham Thi Minh Chau, currently Deputy Head of the Children's Ophthalmology Department at the Central Eye Hospital and a member of the Vietnam Ophthalmology Association/Hanoi Ophthalmology Association, shared extremely useful information. about refractive errors, eye care for children and sharing experiences so that parents can accompany their children.

At the end of the event, we received **extremely positive feedback** from participating parents:

- **Ms. Nguyen Thuy Trang (Hanoi)** shared that her child is 6 years old and has the habit of playing on the phone often. Therefore, she was very worried about her baby

being nearsighted early and decided to buy it for her when the story was released. "Through reading books, children can both check their eye health and reduce the time they spend on electronic devices."

- **Ms. Nguyen Hai Hang Thuong (Hoan Kiem, Hanoi)** attended the launch of the series with her two young children and expressed: "I find this to be an extremely practical and meaningful publication for children, besides By reading books, children can also detect eye problems early. Eyes are an extremely important part of every human being. When detected early, we will have early and effective treatment for our children."
- **Ms. Ngo Ngoc Huyen (Ha Dong, Hanoi)** participating in the book launch ceremony with her child said: "I am very impressed with the eye test kit and instruction sheet included with the book set, how to use it is not complicated. From now on, I will check my child's vision more often at home."

From there, it can be seen that our communication campaign combined with the launch event has increased trust in the medical properties of the product as well as the message of early vision screening for children to parents. Parents have paid more attention to their children's refractive problems, not just myopia.

VI.1.3 KOLs/Newspapers

After the launch event, the vision screening comic project "Adventure to the Dragon's Cave" also received a lot of attention from major newspapers such as VNExpress, Vietnam People's Army newspaper, Health & Life live and review site Toan123 and other newspaper sites. This has brought trust and spread the product to users, contributing to promoting and increasing the number of children receiving early vision screening.

In addition, KOLs who are hot moms and reputable doctors in the field of children's refractive errors participate in sharing the product to confirm the medical properties and uses of the product. This is extremely important, contributing to affirming to customers the safety and professionalism that the product brings.

However, due to the specifics of the medical industry, the spread from KOLs who are leading doctors in the industry and hot moms has not been as effective as we expected in terms of interaction with each post.

VI.1.4 Earned media

In addition, we also have earned media, which are shares on social networks, word of mouth referrals and customer reviews and discussions about "Adventure to the Dragon's Cave". This form of natural promotion helps enhance reputation and attract attention from the community, while also contributing to shaping a positive image of the product in the minds of customers.

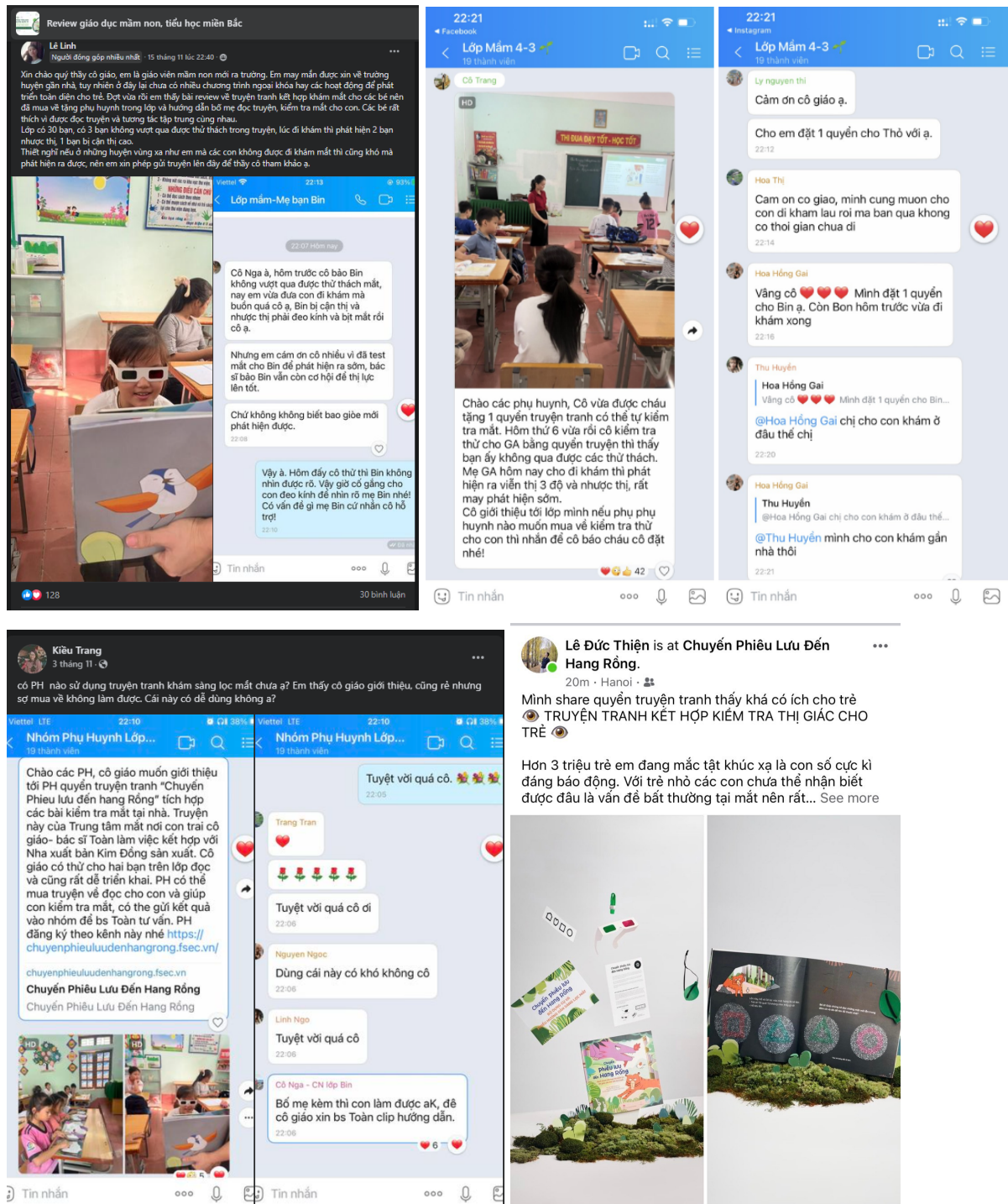


Figure 29: Customers introduce/mention products

VI.2 Interview results

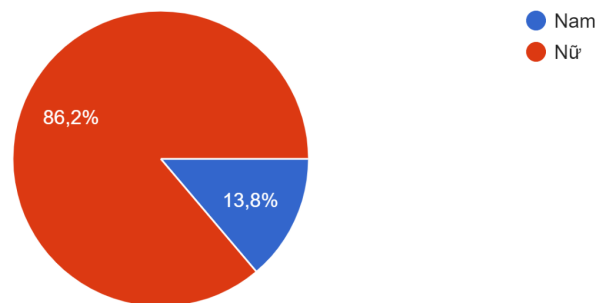
VI.2.1 Quantitative

To measure the effectiveness of communication, the team conducted a survey from December 1 to December 3 with customers who left information needing advice on the results after screening on the website and received 152 survey responses. Participants were asked to

answer a few questions about the comic product "Adventure to the Dragon's Cave" and the message of early vision screening for children. The survey results obtained are as follows:

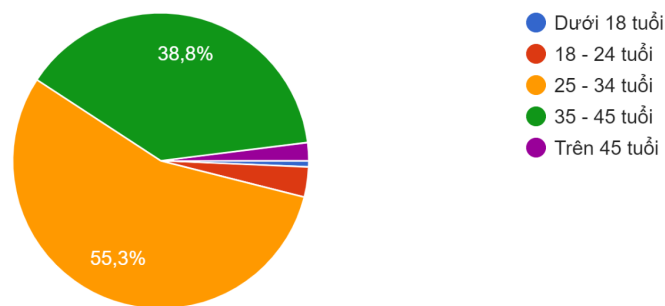
Giới tính của bạn là?

152 câu trả lời



Độ tuổi của bạn nằm trong khoảng nào?

152 câu trả lời



Hiện tại bạn đang sinh sống tại khu vực nào?

152 câu trả lời

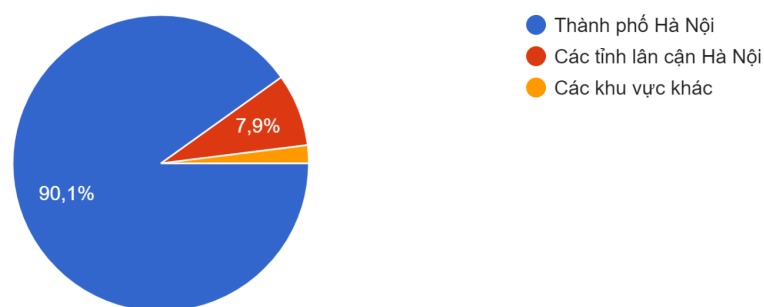


Figure 30: Chart survey participants' basic information

Of the 152 survey participants, 13,8% were men, 86,2% were women. Of which the age group 25-45 accounts for 94,1%, other ages account for 5,9%. And 90,1% currently live in Hanoi city area, 7,9% in provinces neighboring Hanoi, 2% in other areas.

VI.2.1.1 Coverage

Among those who responded to the survey, up to 60,5% of people answered that they did not know about the urgency and benefits of early vision screening for children **before** knowing about "Adventure to the Dragon's Cave", and only 39,5% of people knew. Because the subjects filling out the survey are people who have bought the stories, it can be said that after the media has conveyed the eye-screening effects of the stories to customers. Main media channels include: Fanpage Adventure to the Dragon's Cave (36,8%), Doctor's introduction (17,8%), Bookstore (15,8%), Articles shared on Facebook (9,9%) and Shares from acquaintances (7,2%), Newspaper articles (4,6%).

Bạn có biết về lợi ích của việc sàng lọc thị lực từ sớm cho trẻ em từ trước khi biết tới "Chuyến phiêu lưu đến Hang Rồng" không?

152 câu trả lời

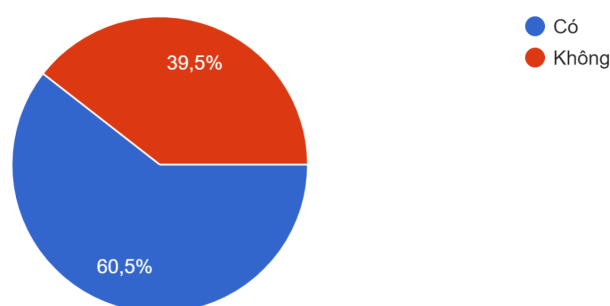


Figure 31: Chart number of people knew about early vision screening for children before knowing about the product

Bạn biết đến truyện tranh "Chuyến phiêu lưu đến Hang Rồng" là qua đâu?

152 câu trả lời

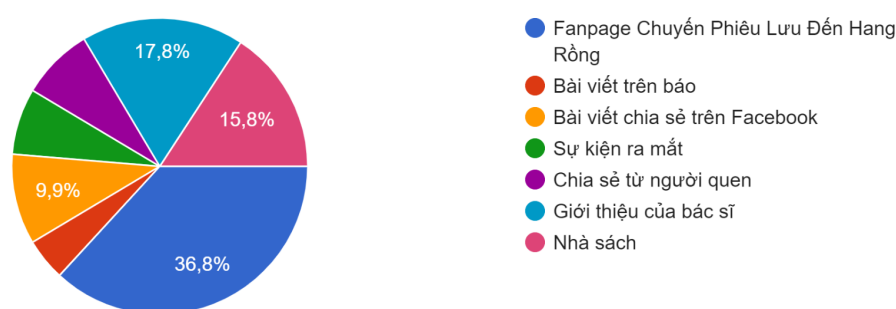


Figure 32: Chart channels through which respondents receive information about Adventure to the Dragon's Cave

It can be seen that the combination of offline and online media channels along with reasonable information frequency has helped the comic "Adventure to the Dragon's Cave" spread to everyone. Most of the interviewers did not know about vision screening and the benefits it brings, but after learning about the product, everyone knew about the benefits of

early vision screening for children. These people are mostly between the ages of 25-45, this is also the target audience that the project wants to reach. In addition, the communication channels through which they receive information are also the channels through which we actively control and transmit content.

VI.2.1.2 Attitudes and behaviors towards the comic book “Adventure to the Dragon's Cave” and the message of children's vision screening

To determine opinions and attitudes about the product, we asked participants to give their feelings about the product. The scale is based on the Likert Scale (1=Very useless, 5=Very useful).

Cảm nhận của bạn về sản phẩm truyện tranh "Chuyến phiêu lưu đến Hang Rồng" như thế nào?
152 câu trả lời

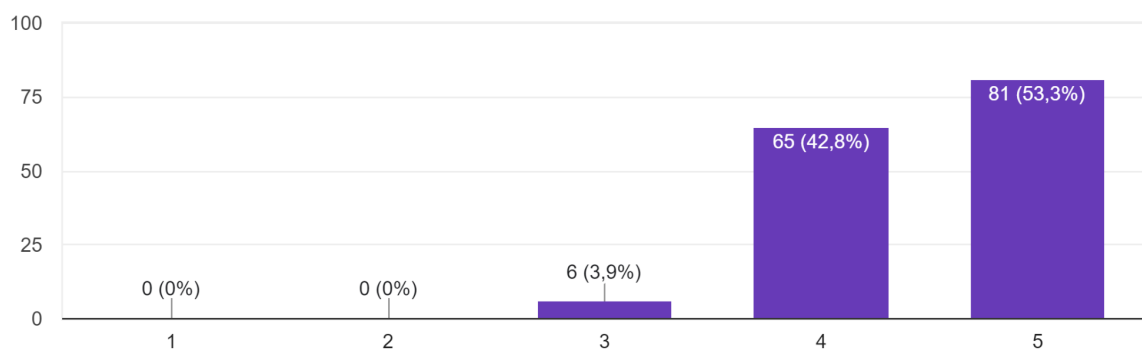


Figure 33: Chart respondent's attitudes towards Adventure to the Dragon's Cave

The results showed that 96,1% of 152 people had positive feelings about the comic product "Adventure to the Dragon's Cave". Specifically, up to 53,3% of respondents thought the product was very useful, 42,8% thought the product was useful. Only 3,9% (equivalent to 6 people) think the product is normal.

Yếu tố nào sau đây đã thúc đẩy bạn quyết định mua truyện ngoài công dụng sàng lọc mắt?

152 câu trả lời

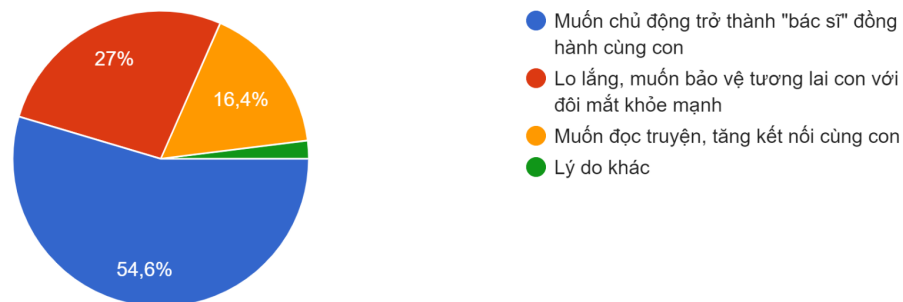


Figure 34: Chart factors motivating customers to buy “Adventure to the Dragon's Cave”

Some factors motivate customers to decide to buy the product: Worry, wanting to protect their child's future with healthy eyes (54,6%); Want to read stories and increase connection with children (27%); Want to become a "doctor" to accompany your child (16,4%), Other reasons (2%). It can be seen that customers have bought the product and had their children's eyes screened, understand the product's uses but still do not understand the entire message that the project wants to convey.

Sau khi biết về lợi ích của việc sàng lọc thị lực sớm cho trẻ em, bạn nhận thấy mức độ quan trọng của chủ đề này như thế nào?

152 câu trả lời

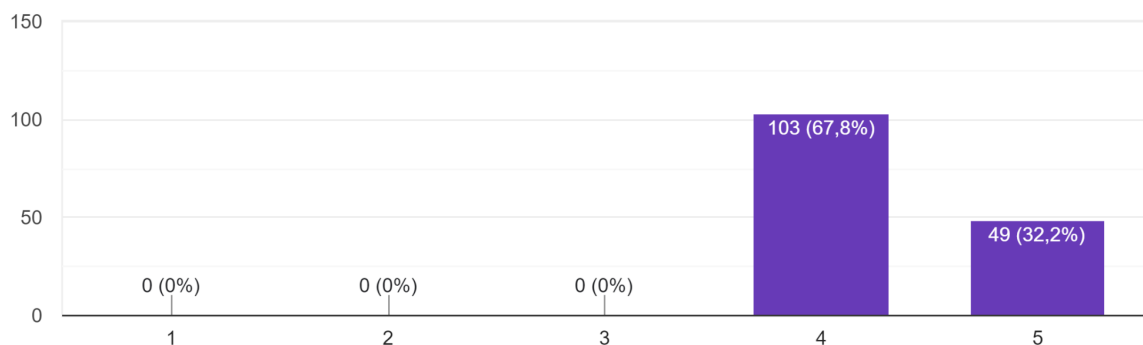


Figure 35: Chart respondents' attitudes about the importance of early vision screening for children

Bạn có thấy rằng thông điệp sàng lọc thị lực cho trẻ em từ sớm cần được chia sẻ rộng rãi, nhiều người biết đến không?

152 câu trả lời

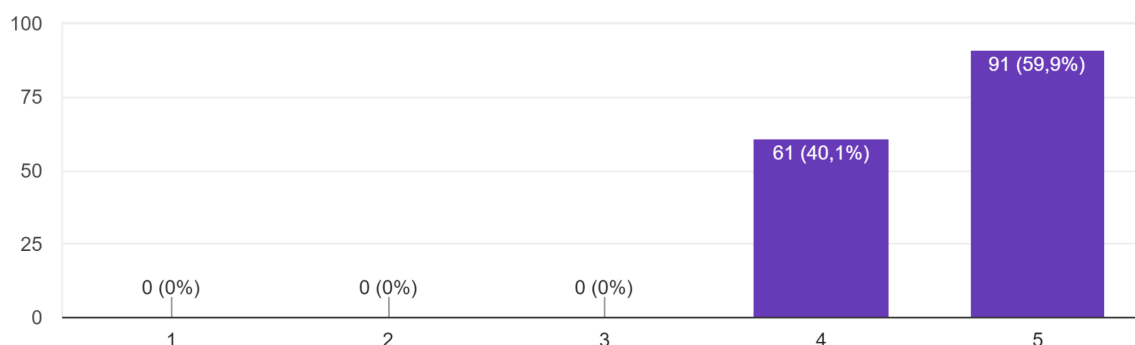


Figure 36: Chart respondents' attitudes about early vision screening for children need to be widely shared and known by many people

Finally, 100% of people who answered the question thought that early vision screening for children is very important and should be widely shared and known by many people.

It can be seen that the respondents had a certain understanding of the topic of vision screening for children and the message that the project wants to convey. Comics not only attract the attention of the target audience but also prove the effectiveness of combining education and entertainment in comic products to convey the message of eye screening to children.

VI.2.2 Qualitative

We collaborated with FSEC's customer care department to collect customer opinions through the data customers left on the landing page and obtained specific results as follows:

Mrs. Nguyen Thi Thuy (Hanoi) shared: "I have a 6-year-old daughter and have the habit of playing on the phone often. Therefore, I was very worried about my child being nearsighted early and decided to buy the story for my child as soon as it was released."

Mrs. Hoang Nhu Quynh (Teacher, Hanoi): "I am a preschool teacher. Through discussions with parents, I learned about the story and went to find out. Seeing that the story is very meaningful because it can examine the eyes of children, I bought it for my class to use and found it very easy to do."

Mr. Nguyen Huy Phat (Cau Giay, Hanoi): "My family has a child with congenital strabismus, so after knowing the story, I found it very meaningful. I bought them as gifts for my friends' children to help everyone understand the importance of early detection of eye diseases and timely treatment."

Mrs. Vu Thi Ngoc (Ha Dong, Hanoi): "This comic book eye screening helps me entertain and interact with my children after a long day at work. The meaning of the story also makes my child interested. I hope there will be another episode so I can screen my child's eyes more carefully at home."

Mrs. Nguyen Ngoc Mai (Doctor, Hanoi): "When surfing Facebook, I saw an article with the sentence 'parents are also their children's doctors', which made me realize that every day I am busy examining patients at the hospital and do not spend much time with my children. . So I bought the story so I can become my child's doctor, read it together and have fun overcoming challenges."

Mr. Hoang Manh Dat (Hai Ba Trung, Hanoi): "I find this story very useful. Comics not only make my child love reading more, but also help my family monitor my child's eye health easily."

Mrs. Tran Thi Oanh (Hoai Duc, Hanoi): "This is the first time I learned about the importance of early eye examination for children, and the rest can be examined at home, so I bought it for my child to read. My child enjoyed reading and doing it very much."

Mrs. Nguyen Huyen Trang (CEO of FSEC): "Thank you to the media team for conveying the message that FSEC and I want to convey to the public. You show your enthusiasm and eagerness to learn in each stage of the project. Although there are still some limitations in implementation, the planned goals that I wanted during this period have been achieved. I hope to be able to accompany you in FSEC's future communication campaigns."

In short, all opinions consider early vision screening for children to be essential, and the comic book "Adventure to the Dragon's Cave" is a meaningful and practical product to help them easily carry out vision screening for children.

VI.3 Strengths and limitations

The project was successfully implemented with talking numbers and brought certain effectiveness. However, during the project implementation process, there are still certain limitations. Below we will evaluate the strengths and limitations of the project as well as those of the members during the campaign implementation period.

VI.3.1 Campaign

- Strengths of the Campaign:
 - Community campaign brings value: The campaign addresses the current urgent issue when children's myopia is increasing, bringing benefits and value to the community with shared content.
 - Target the Right Audience: The campaign targets the exact target audience, i.e. parents aged 25-45 with children aged 3 and up. This ensures the effectiveness of the message and content being conveyed.

- Use Reliable Sources of Information: The campaign places emphasis on providing reliable and scientifically based information about children's vision. The information is developed and moderated by doctors and ophthalmic refraction experts at FSEC
- Combining Multiple Media: The combination of text, images, and informative videos helps enrich the viewer experience. This increases engagement and understanding of the message.
- Creating Real Value: The campaign not only provides information but also creates real value for parents. Specific instructions on how to screen children's vision through comics helps increase the subject's ability to perform actions.
- Stable funding source: The project has financial support from the FSEC myopia control center with guaranteed funding for all project activities.
- Campaign Limitations:
 - Not yet deployed on multiple platforms: The project can reach more audiences if it has access to a variety of different platforms such as tik tok, insta.
 - Scale is not enough: The project is mainly implemented in the Hanoi area and there is only 1 event in 2 months, this may affect the spread of the project.
 - The target audience does not deeply understand the message: The project has conveyed the benefits and meaning of early vision screening for children, but customers still do not know the entire message that the project wants to convey.
 - Competition from Other Campaigns: In the field of health care and children's education, there are many different campaigns and information sources. The "Adventure to the Dragon's Cave" campaign needed to compete for attention among other options.

VI.3.2 About the capstone team

- Strengths
 - Based on the project owner's directions in terms of content and image, the team has largely followed the initial plan.
 - During the operation, knowledge and experience are things that the group receives a lot.
 - The group grew from creative and learning skills, wholeheartedly devoted to the project.
 - Teamwork activities are very good, always supporting each other in many cases.
 - The ability to be flexible and find quick solutions to problems is the team's strength, seen most closely during project implementation.

- Limitations
 - Plans and ideas need to be approved by the business and need to be edited many times to suit the business.
 - The team's skills are limited, so the project cannot stand out much.
 - Lacking experience in planning, the group had to study and work during the organization period.
 - The location is very far from school, causing limitations in travel to meet deployment time and school time.

VI.4 Recommendation

The conclusion of FPT University students' media campaign for the vision screening comic "Adventure to Dragon's Cave" marks the culmination of our group's rich experiences and invaluable lessons. Yet, drawing insights from the aforementioned results and assessments, we aim to offer recommendations to propel the continuous growth and enhanced service of the "Adventure to the Dragon's Cave" project for the community. Furthermore, these suggestions also extend to the School, the upcoming semester's students, and our collective, laying a foundation for potential breakthroughs in the future.

VI.4.1 Recommendations for the project

- To ensure the sustainability of a long-term project, a comprehensive, robust, and detailed plan is essential. We suggest that the project owner promptly approve the activity and personnel plan, guaranteeing the timely execution and progress of necessary tasks.
- Expanding the project's reach, we propose a deployment across multiple platforms and the incorporation of additional offline experiential events in various locations to enhance coverage.
- Throughout the project's operation, there should be a concerted effort to highlight and promote the professional capabilities of team members, contributing to the overall quality of the preparation work.
- Optimizing recruitment strategies to bring in more collaborators for media support and event management is crucial for the project's success.
- Financial sustainability for the project's growth and expansion is paramount. Our team recommends establishing collaborations with additional stakeholders to foster exchange and achieve common objectives, thereby fortifying the project's position.

So far, the project has attracted widespread attention and love. However, there remains untapped potential to expand its impact and create additional value for the community. The recommendations made by our team are poised to be beneficial, to maintain the role of the

"Adventure to the Dragon's Cave" project as a steadfast companion for parents, children and parties other related. This practical and friendly initiative remains committed to bringing consistent value to the community, while promoting the development of many projects with similar impacts in the future.

VI.4.2 Recommendations for FPT University

With a keen aspiration for advancement, we wish to put forth recommendations for the school, particularly regarding the Multimedia Communication subject. While theoretical knowledge and skills are crucial for communication students at the university level, in reality, theory often offers only partial support. The remaining piece of the puzzle lies in students gaining hands-on experience to tackle real-world challenges. Thus, we advocate for FPT to provide students with more practical interactions, enabling them to navigate various work scenarios. It is essential that students not only engage with businesses during internships but also establish connections with enterprises and media organizations throughout their academic journey, allowing them to immerse themselves in the practicalities of this field. This approach not only facilitates the application of theoretical knowledge to real-world tasks and fosters industry relationships but also enables students to amass skills and experiences for the future.

Given the dynamic nature of the media industry, which frequently evolves with new trends and technologies, it is imperative that curricula and instructors remain current. Integrating subjects covering communication foundations, technical skills, project management, and the ability to work in a multicultural environment is crucial. Creativity and energy are integral to communication, so schools should consider organizing competitions, events, or projects that stimulate creativity, encourage individual expression of ideas, and foster collaborative problem-solving among students.

VI.4.3 Recommendations for future students

Indeed, we need to prepare carefully to be able to participate in working activities with organizations. It is important to start with a clear understanding of basic concepts and principles in the field of communication. This helps build a solid foundation and supports academic and career progression. In addition to studying in the classroom and focusing on specialized subjects, we also need to seek more practical experiences and learn from friends, experienced people and teachers. This helps students develop the necessary professional skills and confidently face all situations.

Learning soft skills such as communication, teamwork, time management and problem solving are important in the communications field. Developing these skills will help you stand out in the workplace. For students who have no experience working in community projects, try it once to experience the fun, because this is a field full of potential and requires creativity.

VI.4.4 Recommendations for our team

While our team has effectively managed the working process without conflicts, there are still areas where improvement is needed to optimize our professional capacity:

- Proactiveness is key; members should actively contribute opinions and propose suggestions to enhance the product effectively.
- Skills such as communication with stakeholders, time management, and proper work organization need refinement.
- Continuous learning is essential; gaining more knowledge in areas like content writing and design, and staying updated on new trends and technologies will empower us to produce more impressive products collaboratively in the future.
- Additionally, our team commits to applying the experiences and lessons gleaned from this project to fine-tune our approach for upcoming projects. This will ensure that we are well-prepared to collaborate seamlessly with other organizations.

VI.5 Lessons learned

During the actual implementation of the vision screening comic product communication project "Adventure to the Dragon's Cave", the group has accumulated a lot of experiences and practical lessons. This will help the team a lot for practical work later. Some of the lessons and practical skills we have received during the campaign implementation are:

- Teamwork: We have developed teamwork skills, effectively combining multiple teams to accomplish common goals.
- Planning throughout the project: We have practiced planning skills for a specific media project with detailed tasks and general management to ensure the project is implemented according to plan.
- Research and data analysis: To implement a communication plan, conducting actual market research is an indispensable step. Through the project, we have developed additional skills in research and data analysis to evaluate the effectiveness of the campaign.
- Time management: Implementing tasks according to the previously set timeline has helped us learn how to practically manage time. When there are many tasks and goals to do, time management and arrangement are extremely important.
- Event organization skills: Participating from beginning to end of the event and all stages from planning, preparation, implementation and evaluation has helped us gain more experience in implementing and implementing a specific event.

VI.6 Conclusion

The communication campaign for the children's vision screening comic product "Adventure to the Dragon's Cave" is a campaign to increase awareness about early vision screening for children and maintain their eye health. The project implements two main phases combining

both online and offline communication with meaningful topics and messages. We are proud of our valuable content not only medically but also spiritually, because each storybook sold means an eye screening. "Dragon's Cave Adventure" is not only a close companionship of parents but also a journey to find protection for children's eyes.

With the increasing spread and awareness, we believe that Dragon's Lair Adventure will become popular and contribute to helping many children have healthy vision under the active care of parents and the community. .

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