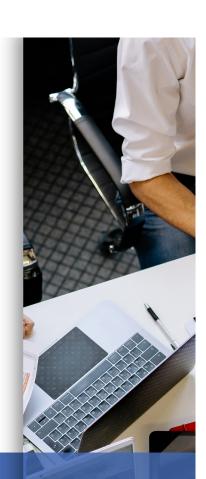**FPT** Education
**FPT UNIVERSITY**

# Production
# Book

Code: GRA497_G17

## Communication Campaign for Better Life: Enhance the brand awareness of BeLi English and Bstudy

Supervisor
**Tran Thuy Duong**

Member:
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Duong Ngoc Huyen

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# SUMMARY

| Categories | Description |
|---|---|
| Project | Communication Campaign for Better Life Organization: Enhancing The Brand Awareness of BeLi English and Bstudy |
| Organization and Its Subsidiary Companies | Better Life is an organization founded by Mr. Nguyen Trung Hieu. Better Life has two main subsidiary companies which are BeLi English and Bstudy.<br>- BeLi English is known as an English language training provider.<br>- Bstudy is known as an English learning app. |
| Client | Mr. Nguyễn Trung Hiếu - Founder of the organization |
| Project Duration | 27/07/2023 - 15/12/2023 |
| Big Idea | **Creating A Clear Brand Identity and Ensuring Its Consistency via E-Content Strategies**<br>This overarching theme establishes a consistent and cohesive brand identity for BeLi English and Bstudy, subsidiaries of the Better Life Organization.<br>- Media Product Development: Create synchronized and cohesive media products to convey standardized brand messages.<br>- Communication Activity Alignment: Implement consistent strategies across various communication channels to reinforce a unified brand identity.<br>- Media Quality Reinforcement: Strengthen the quality of communication processes to ensure a standardized and impactful brand representation. |
| Project Goal | **1. Ensure Brand Consistency:**<br>Utilize the design to enhance brand identity for BeLi English, including a new logo, color palette, website, and media publication on social media by creating a professional, uniform and easily recognizable image.<br><br>**2. Increase Social Media Engagement:**<br>Increase social media interactions (likes, comments, shares) on the BeLi English and Bstudy facebook page via new content strategies, while ensuring each fanpage targets the right customers.<br><br>**3. Improve Brand Credibility:**<br>Foster a trusting relationship with the community and maintain a positive online reputation with positive mentions and reviews. |
| Key Activities | 1. Brand Development: |

| | |
|---|---|
| | - Re-branding: Creating new corporate identity package for BeLi English and Bstudy, including new logo, mascot, color palette, website and content strategies.<br>- Online Media Management: Ensuring content consistency on online media platforms of BeLi English and Bstudy.<br>2. Media Production:<br>- Website Revitalization: Redesigning and launching an updated website for BeLi English to reflect the new brand identity.<br>- Online Media Content Development: Developing engaging content for social media platforms (Facebook pages for BeLi English and Bstudy; Bstudy Instagram account) and BeLi English website. A wide range of content formats is used such as video, image, sound and text.<br>3. Event Assistance:<br>- Media Support and Event Assistance: We worked with the BeLI team to leverage their events during the time we conducted our project. |
| Media Platforms Managed By Us | 1. Social Media:<br>- Bstudy:<br>  + Facebook: Bstudy Việt Nam<br>  + Instagram: tienganh_allday<br>- BeLi English:<br>  + Facebook: Anh ngữ BeLi English<br>2. Website:<br>- BeLi English: https://belienglish.com/ |
| **Results** | |
| BeLi English Performance | - **Facebook**<br>  + Reach: 124.43%<br>  + Interactions: 134.29%<br>  + New Facebook Page Likes: 162.2%<br>  + Visits on Facebook: 133.68%<br>- **Website**<br>  + Keyword engine search volume: 131.11%<br>  + Visit: 129%<br>  + Visit duration: 134.48%<br>- **TVC**<br>  + Reach: 101.8%<br>  + Impression: 85.14%<br>  + Interaction: 110%<br>  + Likes and reactions: 109%<br>  + Comments: 116.36%<br>  + Share: 100% |
| Bstudy Performance | - **Facebook**<br>  + Reach: 130.93% |

| |
|---|
| + Interactions: 125%<br>+ New Facebook Page Likes: 160.6%<br>+ Visits on Facebook: 120.1%<br>- **Instagram**<br>   + Reach: 123.58%<br>   + Interactions: 112%<br>   + New Followers: 102.6% |

# TABLE OF CONTENT

# CHAPTER 1. INTRODUCTION: ABOUT OUR CAPSTONE PROJECT

## 1. PROJECT OVERVIEW

| English name | Communication Campaign for Better Life Organization: Enhancing The Brand Awareness of BeLi English and Bstudy |
| --- | --- |
| Vietnamese name | Chiến dịch Truyền thông cho Better Life: Nâng cao độ nhận diện thương hiệu của BeLi English và Bstudy |

### 1.1. Project Introduction

The Communication Campaign for Better Life Organization, aimed at enhancing the brand awareness of BeLi English and Bstudy, is a project spearheaded by the VIVA team—a group of accomplished final-year students majoring in Multimedia Communication at FPT University. Spanning from July 27, 2023, to December 15, 2023 This project is a testament to the team's dedication and experience in the field. The client for this initiative is Mr. Nguyen Trung Hieu, the founder of Better Life Organization.

Viva Team and Mr. Hieu as our client

The central concept driving this project is the establishment of brand identity uniformity among online media platforms for the main subsidiary companies, BeLi English and Bstudy, under the mother organization known as Better Life. This initiative aims to bring cohesion and consistency to the visual and conceptual aspects of both brands. This strategic endeavor involves aligning various elements, such as logos, color schemes, content style, and design elements, to create a seamless and harmonized identity.

The primary focus of the project revolves around the development and fortification of the organization's communication products and activities. With a keen eye on the intricacies of multimedia communication, the VIVA team is committed to crafting compelling narratives that resonate with the target audience. The multifaceted nature of this undertaking encompasses optimizing the brand identity of BeLi English and Bstudy, two integral subsidiaries of Better Life Organization.

## BeLi English

Quality over Quantity.
Less is More.

Happy employees lead to
happy customers, which leads
to a successful business.

## Bstudy

The only way to beat 'fear' is to
take massive actions.

It's not just about ideas. It's all
about making ideas happen.

## Goals for 2023

1. Convert and succeed with new business model of BeLi English.

2. Expand Bteacher.

3. Reach the target number of Bstudy active users

- - -

4. BeLi English Mini.
   • Open the gates for Bstudy + Bteacher.

5. BeLi English Franchise.

6. BeLi Art - Mai Lâm.

7. BeLi Kindergarten - Mai Lâm.
   • Optimize BeLi Edu model.

- - -

8. Start BSM

9. Start Bmedia

26-01-2023

Better Life Organization

Moreover, the team is also set to contribute significantly to the overarching goal of elevating the brand image recognition of BeLi English and Bstudy. In the pursuit of elevating Better Life Organization's brand identity, a long-term content strategy has been devised. The first facet involves a visual transformation, beginning with the development of a distinctive new logo, new website interface of BeLi English and new mascot of Bstudy, aiming to establish a memorable and recognizable visual identity. This is complemented by a revision of the color palette, strategically revamped to evoke a sense of professionalism and ensure consistency across all branding elements.

Through a combination of diverse multimedia elements and strategic communication activities, the VIVA team aspires to propel Better Life Organization to long-term targets and provide positive benefits for the society.
- Long-term benefits to Better Life: Maintain a clear and consistent brand identity to build connection and trust with audiences and stakeholders. From there, corporate culture shall be shaped more clearly, in a direct and indirect way.
- Long-term benefits to society: Evoke the interest in learning and teaching for students and teachers. Hence, trigger them to find suitable teaching and learning methods.

The results of the Better Life communication campaign reflect a resounding success across various key performance indicators for both BeLi English and Bstudy. On Facebook, BeLi English achieved remarkable increases in reach (124.43%), interactions (134.29%), new page

likes (162.2%), and visits (133.68%), indicating a significant improvement in audience engagement and brand visibility. The website performance also exhibited substantial growth, with a keyword engine search volume increase of 131.11%, a visit increase of 129%, and a noteworthy visit duration increase of 134.48%.

In the realm of TV commercials (TVC), BeLi English achieved a solid reach of 101.8%, and interactions surged by 110%, showcasing a highly engaging and interactive TVC component of the campaign.

Similarly, Bstudy witnessed notable improvements in Facebook metrics, with a reach increase of 130.93%, interactions increasing by 125%, and new Facebook page likes growing by 160.6%. The campaign's impact extended to Instagram, where Bstudy experienced a reach growth of 123.58%, interactions increased by 112%, and new followers saw a positive uptick of 102.6%. These outcomes underscore the comprehensive success of the communication campaign in bolstering online presence and engagement across multiple social media platforms.

## 1.2.  Reasons for Undertaking The Project

The decision to undertake this project is grounded in the unique suitability of the VIVA team to fulfill its objectives. As a group of final-year students specializing in Multimedia Communication at FPT University, the VIVA team brings a diverse skill set, fresh perspectives, and a comprehensive understanding of contemporary communication strategies. Our academic background, coupled with our creative and innovative approach, makes us well-equipped to tackle the challenges of enhancing the brand awareness of BeLi English and Bstudy under the Better Life Organization.

Better Life distinguishes itself by integrating the technology (Bstudy) with the English training program (BeLi English Center), which utilizes international textbooks of high standards, widely recognized in major English systems. Additionally, with a teaching staff comprising 100% university degree holders, possessing international teaching certificates such as TEFL, TESOL, and TKT of BeLi English and with the initiative technology of the application Bstudy, Better Life ensures a high-quality educational experience (BeLi English, 2023). However, despite these strengths, the brand still faces challenges in establishing a robust presence within the Vietnamese public due to limitations in current communication strategies. The online media platforms interactions are suboptimal, and there exists competition from other pages with higher quality and more established reputations. Fragmented, inconsistent content on the communication content coupled with subpar quality in images and colors contribute to a perceived lack of professionalism and customer attraction. **(See Appendix 1)**

To address these shortcomings, Viva Team is committed to a strategic overhaul. The focus will be on elevating the brand identity of 2 facebook pages (BeLi & Bstudy); building an instagram

account (Bstudy); developing mascot for Bstudy and redesigning BeLi English website, delivering creative, interesting, and high-quality content that resonates with the audience. Specific target audiences for each channel will be thoroughly reviewed, allowing for the formulation of precise communication strategies tailored to the right customers.

For the VIVA team themselves, this project serves as a valuable learning experience, providing practical insights into real-world communication challenges and solutions. It contributes to the team's professional development, leaving them with a portfolio showcasing their capabilities in executing a comprehensive communication campaign.

The legacy extends to the clients, Mr. Nguyen Trung Hieu, and the Better Life Organization. The project aims to optimize communication products and activities, thereby creating a lasting positive impression on the brand identity of BeLi English and Bstudy. Moreover, the impact on the target audience is significant, fostering increased awareness and engagement with the educational offerings of BeLi English and Bstudy.

By optimizing the brand identity and communication activities of organizations dedicated to education and better living, the project contributes to the broader societal goal of promoting accessible and quality education. The legacy is not just about immediate gains but underscores a commitment to making a positive and lasting contribution to the community and society as a whole.
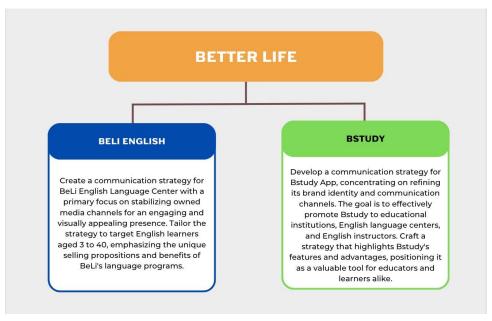
Viva Team envisions that this project will transform the social media networks of Better Life's two main components i.e. Bstudy and BeLi English into trustworthy hubs and the preferred choice for customers seeking English education for those who want to learn English in the suburbs of the city. The objective is not just to enhance brand awareness but to establish BeLi English as a beacon of quality and innovation in the field of language education.

## 1.3.  Client Brief and Our Proposal

Recognizing the evolving demands of language learners, especially in the realm of English language proficiency in Vietnamese suburban areas (An Binh, 2023), Mr. Hieu as the CEO of the organization aims to implement a robust communication campaign for BeLi English and Bstudy, aligning with the Better Life Organization's mission to provide accessible and impactful education. With a focus on creative solutions and a keen emphasis on positive impact, the client aims to position BeLi English and Bstudy as quality, practical learning platforms with a reasonable price.

Better Life Organization, encompassing BeLi English and Bstudy. The primary goal is to enhance content appeal on owned media channels while fostering synergy between BeLi English
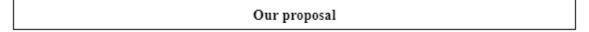
and Bstudy. BeLi targets English learners aged 3 to 40, while Bstudy aims to refine its brand identity and engage educational institutions, language centers, and instructors.



Client Brief

In essence, the client brief underscores a holistic approach to education, combining innovation, accessibility, and positive impact, with the ultimate goal of establishing BeLi English and Bstudy as influential players in the educational landscape.

According to the brief of our client, Viva Team proposes a strategic overhaul under the project to enhance brand identity, content quality, and customer engagement.

Our proposal

| Categories | Description |
|---|---|
| Big Idea | **Creating A Clear Brand Identity and Ensuring Its Consistency via E-Content Strategies**<br><br>This overarching theme establishes a consistent and cohesive brand identity for BeLi English and Bstudy, subsidiaries of the Better Life Organization.<br>- Media Product Development: Create synchronized and cohesive media products to convey standardized brand messages.<br>- Communication Activity Alignment: Implement consistent strategies across various communication channels to reinforce a unified brand identity.<br>- Media Quality Reinforcement: Strengthen the quality of communication processes to ensure a standardized and impactful brand representation. |
| Objectives | 1. Improve Brand Identity:<br>- Rebuild the image and brand identity of the BeLi, Bstudy: elevating the 2 facebook pages (BeLi & Bstudy); building an instagram account (Bstudy); developing mascot for Bstudy and redesigning BeLi English website, creating a professional, uniform, and easily recognizable image.<br>2. Content Optimization:<br>- Create creative, interesting, and high-value content tailored to specific customer segments.<br>- Ensure alignment with the interests and needs of the target audience.<br>3. Increase Interaction:<br>- Promote positive interaction on the fan page, including likes, comments, shares, and active engagement within the learner community.<br>4. Create Engagement with Customers:<br>- Develop communication strategies to better understand and engage with the target audience.<br>- Foster a sense of community and connection among learners.<br>5. Create Credibility and Reputation:<br>- Implement strict management practices for fanpages and personal pages to uphold the credibility and trustworthiness of the BeLi English and Bstudy brand.<br>6. Achieve Growth and Efficiency:<br>- Establish specific metrics and targets to evaluate project effectiveness.<br>- Ensure measurable growth in brand awareness and engagement. |
| Slogan | 1. BeLi English: Learn the most, no worries about cost (Học vui hết ý, |

| | không lo chi phí)<br>The slogan conveys the essence of a positive and affordable learning experience of BeLi English Center. This message emphasizes the core values that BeLi wants to convey to customers.<br>2. Bstudy: Better Education - Better Life<br>This is the message set by the founder of Bstudy - Mr. Hieu hopes this message will be conveyed through all campaigns of Bstudy. This application is dedicated to delivering a meaningful and engaging education that contributes to the betterment of individual lives and society as a whole. |
|---|---|
| **Proposal for BeLi English (See Appendix 2)** ||
| Redesign Brand Identity | 1. Create a New Logo: Design a fresh logo that encapsulates the essence of BeLi English, fostering brand recognition and memorability.<br>2. New Color Set: Develop a harmonious and appealing color palette that reflects professionalism and consistency across all branding elements.<br>3. Standards for Brand Identity: Establish guidelines and standards to maintain a uniform and cohesive brand identity across various platforms.<br>4. Design and Rebuild New Website: Overhaul the BeLi English website to align with the new brand identity, ensuring a user-friendly interface and seamless navigation. |
| Content Management | 1. Build Content and Manage Fanpage: Curate and create interesting, valuable, and relevant content tailored to the interests and needs of the target audience.<br>2. Strict Fanpage Management: Implement rigorous management practices for fanpages and personal pages to safeguard the reputation and uphold the quality of the BeLi brand. |
| Event Assistance | Support in coming up with ideas for events, communication before and after all events of BeLi English center and support in organizing some events. |
| Introduction TVC | Filming a New Introduction TVC: Produce a dynamic and compelling introduction video for BeLi English, highlighting key features, values, and the unique learning experience. |
| Expected Outcomes | - Elevated brand recognition and memorability.<br>- Improved user engagement on the fanpage.<br>- Enhanced website functionality and user experience.<br>- Positive community interactions and feedback.<br>- Increased attendance and participation in BeLi English events.<br>- A cohesive and professional brand identity.<br>- Increase potential customers<br>- Customers registering to study at the center via Facebook page and website increased |

| Proposal for Bstudy (See Appendix 3) | |
|---|---|
| User Experience Improvement | Contribute to Improving Application UX:<br>Collaborate in enhancing the user experience of the Bstudy application, ensuring it aligns with the preferences and needs of the target audience. |
| Mascot Design and Animation | 1. Create a New Mascot Design: Develop a fresh and appealing mascot design aligned with Bstudy's brand identity.<br>2. Animation Set for the Mascot: Design an animation set for the mascot, incorporating dynamic and engaging elements to enhance brand recognition. |
| Content Management | 1. Build Content and Manage Fanpage (Bstudy Vietnam): Curate and create engaging content for the Bstudy Vietnam fanpage, tailored to the interests and needs of the target audience.<br>2. Manage Instagram (tienganh_allday): Develop and manage captivating content on Instagram, creating a cohesive and appealing visual representation of Bstudy's offerings.<br>3. Develop Scripts and Edit Videos: Create compelling video scripts and edit videos for both the fanpage and TikTok channels, ensuring consistency with the overall brand tone. |
| Company Profile Creating | Build Bstudy Brand Profile:<br>This profile serves as an important document of the business. The main purpose is to create a professional and positive impression of the company among partners and customers. This profile provides detailed information about Bstudy's products, services, and capabilities. |
| Expected Outcomes | - Enhanced content quality and engagement on fanpages.<br>- Consistent and appealing brand representation on Instagram.<br>- Compelling video content for both fanpage and TikTok channels.<br>- Established Bstudy brand profile for reference and consistency.<br>- Fresh and recognizable mascot design with engaging animation.<br>- Improved user experience within the Bstudy application. |

## 1.4. Our Roles In The Project

The Viva Team acts as the company's Media team leading the project. Our team, composed of five members specializing in Multimedia Communication Management, plays a pivotal role in reshaping the brand identities of BeLi English and Bstudy. Each team member brings a unique set of skills and passion for effective communication, ensuring a comprehensive and strategic approach to the project. As the Viva Team progresses through the project's phases, our collaborative efforts are geared towards achieving measurable growth and efficiency. By setting specific metrics and targets, the team aims not only to enhance brand awareness but also to establish BeLi English and Bstudy as trusted  for English education in their respective domains. The team's dedication, skills, and strategic mindset are the driving forces behind the success of this communication campaign.

| Team Responsibilities | Description |
|---|---|
| Brand Identity Redesign Executives | The team takes on the responsibility of redesigning the brand identity for BeLi English, incorporating a new logo, color palette, and website design. This role involves not only creativity but also a keen understanding of how visual elements contribute to the overall perception of the brand. |
| Content Creation and Management Executives | Content is at the heart of any successful communication campaign. The team excels in developing creative, relevant, and high-value content for BeLi English and Bstudy. This involves tailoring content to specific target audiences, ensuring it resonates with learners and engages them positively. |
| Social Media Engagement Support | To amplify brand awareness, the team focuses on enhancing social media interactions on platforms like Facebook and Instagram. This entails not only posting engaging content but also promoting positive interactions, likes, comments, and shares within the learner community. |
| Event Assistance | Our responsibilities include coming up with ideas and developing communication strategies for the event. If there is an event planned, we also are involved in supporting and running the event, including tasks such as coordinating logistics, managing media coverage, and ensuring smooth execution of the event. |
| Multimedia Production | From filming and producing introduction videos to creating mascot designs and animations, the team's multimedia production specialists bring visual storytelling to the forefront. Their work contributes to the overall attractiveness and professionalism of the brands. |

## 2. COMPANY OVERVIEW

### 2.1. About Better Life

Better Life, founded by an esteemed FPT alumni, is an organization at the forefront of educational innovation. With a strong commitment to shaping the future of English learning, the institution stands as a long-standing excellence in the field. Better Life prides itself on offering a diverse range of products that cater to various needs of learning English. The organization understands the unique requirements of learners and has developed a portfolio of brands aimed at education and management software. This approach ensures that individuals can find tailored solutions to enhance their language learning journey. The institution's commitment to providing quality, practical learning experiences, making education enjoyable and accessible aligns with its overarching goal of "Better English - Better Life" (BeLi English, 2023).

### 2.1.1. Vision

Better Life Organization aspires to secure the top position as the leading enterprise in the intersection of education and technology within Vietnam. This vision underscores a commitment to not only excel in the business realm but also to make a significant impact on the educational landscape of the country (BeLi English, 2023). The vision effectively communicates the institution's aspirational goal, reinforcing the school's commitment to life-changing language education.

### 2.1.2. Mission

The central mission of Better Life Organization is to elevate the standards of Vietnamese education. This mission aligns with a broader societal goal, reflecting a dedication to contributing positively to the educational development of the nation. Better Life's mission emphasizes transformative language education that fosters personal growth, effective communication, and global opportunities. The mention of a vibrant and inclusive learning community aligns with the commitment to making learning enjoyable and comfortable, as stated in the slogan - "Better English - Better Life" (BeLi English, 2023).

### 2.1.3. Core Values

The slogan, "Better English - Better Life," encapsulates the overarching mission of Better Life Organization. It effectively communicates the value proposition of the institution, emphasizing the positive impact of English proficiency on overall life experiences. The association of Better Life Organization as a brand recognized for quality, practical learning, and affordability is well-reflected in the slogan.

The core values—Excellence, Affordability, Inclusivity, Empowerment, Innovation, Collaboration, Integrity, Continuous Learning, and Community Engagement—provide a robust framework for the institution's culture. These values align closely with the emphasis on quality, practicality, and accessibility stated in the slogan. The commitment to community engagement resonates well with the institution's societal responsibility (BeLi English, 2023).

- High Technology Application: Better Life Organization places a strong emphasis on the application of high technology across its various business domains. This core value signifies a commitment to leveraging technological advancements to enhance the quality and effectiveness of educational services.
- Personnel Dedication to Customers, Passionate about Work: The core values highlight the pivotal role of personnel in the organization. Employees are expected to demonstrate unwavering dedication to customer satisfaction and a passion for their work. This emphasis on personal attributes aligns with the organization's commitment to excellence.

### 2.1.4. Business Orientation

At Better Life Organization, the business orientation revolves around innovation, expansion, and creating transformative educational experiences. Their strategic goals for 2023 reflect the

commitment to pushing boundaries and redefining language education. Mr. Hugh Nguyen, the founder of Better Life Organization, has outlined a comprehensive and ambitious set of goals for 2023.



**BeLi English**

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**Bstudy**

The only way to beat 'fear' is to take massive actions.

It's not just about ideas. It's all about making ideas happen.

**BETTER LIFE**
english school

**Bstudy**

**Goals for 2023**

1. Convert and succeed with new business model of BeLi English.

2. Expand Bteacher.

3. Reach the target number of Bstudy active users

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4. BeLi English Mini.
   - Open the gates for Bstudy + Bteacher.

5. BeLi English Franchise.

6. BeLi Art - Mai Lâm.

7. BeLi Kindergarten - Mai Lâm.
   - Optimize BeLi Edu model.

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8. Start BSM

9. Start Bmedia

26-01-2023

2023 Goals of Better Life

- English Training Center - BeLi English: Better Life Organization operates BeLi English, a prominent English training center. This business area reflects the organization's commitment to language education, aiming to empower individuals with English proficiency.

Old Logo BeLi English

-   Supply of Human Resources for Bteacher English Teachers: The organization engages in the supply of human resources specifically for Bteacher English teachers. This business area signifies a commitment to not only educating students but also ensuring the availability of qualified and dedicated educators.

-   Technology Platform for Teaching and Learning all Bstudy app: Better Life Organization ventures into the technology realm with a dedicated platform for teaching and learning across various subjects. This aligns with the organization's core value of high technology application, emphasizing the integration of technology into the educational process.



Logo Bstudy

-   BSM Middle Management Software: The organization provides BSM middle management software, indicating a foray into the technological infrastructure that supports effective educational administration. This diversification aligns with the organization's vision to be a leader in both education and technology.

## 2.2. Beli English As a Subsidiary Company

### 2.2.1. Vision

BeLi English aspires to be a leading institution in the English education landscape. The center commits to upholding a reputation for quality, ensuring affordability, delivering clear educational outcomes, and fostering a fun and diverse learning environment (BeLi English, 2023). The emphasis on language mastery aligns with the institution's role in equipping students with a tool for global communication and understanding.

### 2.2.2. Mission

BeLi English's mission statement, "At BeLi English, we don't just teach English; we empower futures, equipping our students with the language skills and global perspectives needed to thrive in an interconnected world," encapsulates the institution's purpose (BeLi English, 2023). The mission emphasizes empowerment, language skills, and a global perspective, portraying a holistic approach to education.

- Quality Assurance: The core value of academic excellence underscores BeLi's commitment to maintaining high educational standards (BeLi English, 2023).
- Global Recognition: Embracing international standards in teaching and pronunciation positions BeLi English as a globally recognized institution (BeLi English, 2023).
- Adaptability: The emphasis on modern teaching methods and fostering critical thinking skills signals a commitment to adaptability and staying current with educational trends (Bouchrika, 2021).

### 2.2.3. Core Values

BeLi English Center is driven by a set of core values that embody its dedication to providing top-tier education. These values form the foundation of the center's philosophy, shaping its approach to teaching and fostering the holistic development of its students (BeLi English, 2023).

| Core Values | Description |
|---|---|
| Affordable Price | This core value emphasizes affordability, signaling that BeLi English aims to make education accessible to a broad audience by offering reasonable and competitive prices. This commitment aligns with the idea that cost should not be a barrier to obtaining quality education |

| | |
|---|---|
| | (BeLi English, 2023). |
| Fun Dynamic Environment | BeLi English strives to create a fun and dynamic learning environment that encourages creativity and positive interaction. The center recognizes that a lively and engaging atmosphere can greatly enhance the learning experience. Students are encouraged to actively participate, express themselves, and enjoy the process of acquiring English skills. By fostering a vibrant and enjoyable setting, BeLi English aims to make learning English a fun and rewarding journey (BeLi English, 2023). |
| Quality Output | BeLi English is committed to ensuring that students not only acquire English skills but also master them and confidently use the language. The center understands the importance of practical application and focuses on developing students' ability to effectively communicate in English. With a strong emphasis on output quality, BeLi English provides comprehensive language training, personalized guidance, and ample opportunities for practice, allowing students to gain proficiency and achieve their language goals (BeLi English, 2023). |

### 2.2.4. Business Strategies

BeLi English Center strategically positions itself in the competitive education sector through a comprehensive set of business strategies. The success and sustainability of the center are underpinned by a multifaceted approach, focusing on quality education, teacher excellence, student and parent satisfaction, program diversity, technological integration, brand building, and strategic collaborations.

| Core Values | Analysis |
|---|---|
| Education quality | At the heart of Bstudy's mission is a steadfast commitment to |

| Business Strategies | Analysis |
| --- | --- |
| Affordable Price | BeLi aims to make its English language courses accessible to a wider audience by ensuring that cost is not a significant barrier to entry (BeLi English, 2023). This strategy recognizes the importance of catering to diverse economic backgrounds and expanding the reach of English education . It may attract students who are price-sensitive and seeking a cost-effective yet quality learning experience. |
| Fun Learning Environment | Creating a fun learning environment suggests that BeLi is strategically invested in making the educational experience enjoyable, engaging, and interactive for students (BeLi English, 2023). |
| Quality Output | The focus on quality output signifies a commitment to delivering high standards of education, ensuring that students achieve |

| | |
|---|---|
| | meaningful and measurable learning outcomes (BeLi English, 2023). |
| Education Quality as the Cornerstone | BeLi English prioritizes education quality by developing high-quality curricula that leverage modern and creative teaching methods (BeLi English, 2023). This commitment ensures that students receive effective and engaging learning experiences. |
| Investing in Quality Teaching Teams | A key strategy involves recruiting, developing, and training a team of quality teachers. BeLi recognizes the pivotal role of passionate and well-trained educators in creating a positive learning environment (BeLi English, 2023). |
| Student and Parent Care Policies | BeLi places a strong emphasis on fostering a supportive environment for students and parents. Regular meetings, effective communication, and supportive policies contribute to a positive experience for both students and their families (BeLi English 2023). |
| Diverse Study Programs | Recognizing the diversity of student needs, BeLi offers a range of study programs (BeLi English 2023). This strategy ensures that the center caters to a broad spectrum of learning preferences, fostering a comprehensive educational experience. |
| Technological Integration for Flexibility | Leveraging technology, BeLi invests in an online learning platform to provide flexible learning options (BeLi English, 2023). This not only adapts to modern learning trends but also enhances the interactive and enjoyable aspects of the educational process. |
| Brand Building and Targeted Marketing | BeLi is committed to building and maintaining a strong brand associated with quality education (BeLi English, 2023). Advertising campaigns are strategically designed to reach target audiences, enhancing the visibility and reputation of the center. |
| Establishing Connections and Collaborations | (This is an internal company source, not publicly available) Strategic partnerships with schools, businesses, and organizations broaden BeLi's networks. This not only expands learning opportunities for students but also strengthens the center's position in the broader educational ecosystem. |
| Continuous Evaluation and Improvement | (This is an internal company source, not publicly available) A crucial aspect of BeLi's strategy involves ongoing measurement and evaluation. This ensures the continuous enhancement of educational quality and responsiveness to student feedback. The center remains agile, making necessary adjustments to optimize its offerings. |

## 2.3. Bstudy As a Subsidiary Company

### 2.3.1. Vision

Bstudy aspires to construct a versatile and inclusive educational community, accommodating diverse learning styles. The vision fosters innovation and positivity, departing from traditional educational norms, aiming to create a stimulating learning environment. By building a comprehensive educational platform, Bstudy not only provides content but empowers teachers to optimize the English language teaching process. (Bstudy, 2023).

### 2.3.2. Mission

Bstudy's mission reflects a dedicated commitment to revolutionizing the landscape of education, with a particular focus on English language learning and teaching. The mission is intricately designed to encapsulate multifaceted objectives aimed at leveraging technology to enhance educational quality while providing robust support to both educators and learners. Central to Bstudy's mission is the establishment of a comprehensive educational platform, a hub designed to offer intelligent, effective, and accessible tools and resources. This platform serves the dual purpose of empowering teachers to craft diverse and optimal teaching experiences, thus optimizing the English language teaching process. (Bstudy, 2023).

### 2.3.3. Core Values

Bstudy, as a pioneering educational platform, stands firmly on a foundation of four core values that reflect its unwavering dedication to quality education and personal development. These values encompass a holistic approach to learning and teaching, ensuring a positive and enriching experience for both educators and learners (Bstudy, 2023).

### 2.3.4. Business Strategies

Bstudy's business campaign is strategically designed to ensure success and sustainable development. The multifaceted approach encompasses marketing and promotion, audience expansion, and international growth. Bstudy's current business strategy focuses on two target markets. Bstudy's business strategy involves initially targeting B-B users, such as schools, English training centers, and teachers, and then expanding its reach to B-C customers, encompassing students and working individuals. By considering the app as a versatile tool and aiming to expand its presence internationally, Bstudy seeks to provide effective language learning solutions across various educational contexts.

| Business Strategies | Analysis |
| --- | --- |
| B-B (Business-to-Business): | (This is an internal company source, not publicly available) Bstudy aims to target schools, English training centers, and teachers who teach Teaching Assistants (TAs) to use the app as a tool for lesson preparation, assigning lessons, grading, and correcting assignments. By positioning itself as a valuable resource similar to Quizzi, Bstudy aims to provide efficient and effective tools for educational institutions and educators. This strategy aims to establish Bstudy as a trusted platform within the academic community, optimizing the teaching and learning process. |
| B-C (Business-to-Consumer) | (This is an internal company source, not publicly available) In the next phase, Bstudy plans to expand its target market to include students and working individuals aged 9 and above. The focus shifts to directly targeting individuals who can benefit from the app's features and functionalities. By offering a user-friendly interface and relevant content, Bstudy aims to attract and engage students and working professionals, making the app accessible for their language learning needs. Additionally, Bstudy has ambitions to expand its app to many other countries, possibly with the intention of promoting global reach and cultural diversity in language learning. |

# CHAPTER 2. RESEARCH AND INSIGHTS

# 1. SECONDARY RESEARCH AS THE MAIN RESEARCH APPROACH

Like other media projects, our team conducted research using both secondary research methods and primary research methods. With the primary method, the team conducted research by going directly to companies considered BeLi's competitors to find out information about the curriculum, costs, and how they communicate directly to customers. However, it must be said that secondary research is the type of research our team uses the most, based on documents provided by customers and by media materials searched on the internet.

Secondary research involves the collection, analysis, and synthesis of data that has been previously gathered by others (Alchemer, 2018). This approach proves to be valuable for several reasons.

Firstly, secondary research is recognized for its cost-effectiveness and time-efficiency (Alchemer, 2018). In contrast to primary research, which demands the allocation of resources to reach a sufficiently large sample size, secondary research leverages existing data sets and studies, reducing both financial and temporal investments. This aspect aligns with the project's constraints in terms of budget and timeline, making secondary research a pragmatic choice.

## 1.1. Data Collection and Analysis

Conducting large-scale primary research, especially in a diverse and expansive context such as Vietnam, can be logistically challenging and resource-intensive (Bouchrika, 2021). Given these limitations, relying on the wealth of information already compiled by other researchers with substantial sample sizes becomes a practical alternative. Secondary research enables the project to tap into a broad spectrum of knowledge and insights without the need for extensive data collection efforts.

To conduct research for the communication campaign, data was collected from various internal organizations, published scientific research articles, graduation thesis reports, survey reports from large organizations, textbooks, and news from official newspapers.

| Internal Organizations | Data was gathered from internal organizations such as Better Life, BeLi English, and Bstudy companies. This could include |

| | relevant statistics, market research, consumer insights, and any other data sources available within these organizations. The aim was to utilize existing internal knowledge and expertise to inform the communication campaign. |
|---|---|
| Scientific Research Articles | Published scientific research articles were utilized to gain insights into relevant topics related to the campaign. These articles could provide valuable information, studies, and trends regarding the needs of learning English, market situation, scientific theory. Peer-reviewed journals or reputable academic sources were likely used in this process. |
| Graduation Thesis Reports | Graduation thesis reports, especially those related to communication, media studies, or marketing, could provide valuable insights and analysis. These reports often contain in-depth research conducted by students and could offer relevant data, trends, and perspectives on the target audience and effective communication strategies. |
| Survey Reports from Large Organizations | Survey reports conducted by large organizations could offer valuable statistical data and insights into the preferences, behaviors, and attitudes of the target audience. |
| Textbooks | Textbooks related to communication, marketing, media studies, or advertising might have been referred to in order to gain theoretical knowledge and best practices in developing effective communication campaigns. These textbooks could provide a foundation for understanding key concepts and principles in communication planning and execution. |
| News from Official Newspapers | Official newspapers and trusted news sources might have been utilized to gather the latest industry news, trends, and relevant information. This could include news articles that discuss the evolving role of radio in society, emerging communication trends, and insights into the target audience's media preferences. |

In essence, the decision to employ secondary research methodology stems from a strategic consideration of optimizing resources while still ensuring access to reliable and pertinent information. By utilizing data from these sources, the research for the communication campaign would have been comprehensive, incorporating internal knowledge, external research, and industry insights. This data-driven approach would ensure a well-informed and effective communication strategy for implementing the project. This approach aligns with the project's overarching goal of executing a comprehensive and well-informed Communication Campaign within the specified constraints.

## 1.2. Case Study Analysis

The secondary research approach extends to the examination of Case Studies, offering real-world examples of successful communication campaigns within the education sector or similar domains. Analyzing case studies provides valuable insights into best practices, challenges faced, and innovative strategies employed by organizations with comparable objectives (Priya, 2020).

The case study method stands as a cornerstone in the realm of social research, offering a comprehensive and in-depth exploration of various dimensions (Priya, 2020). Understanding the dynamics, methodologies, and outcomes of similar campaigns contributes to the formulation of a well-informed and strategic communication plan for Better Life Organization. It enables the identification of effective communication channels, messaging strategies, and engagement tactics that align with the unique goals of the project.

In summary, through a combination of comprehensive data analysis and in-depth case study examination, the research team aims to craft a communication campaign that is not only informed but also strategically positioned for success.

### 1.2.1. Apollo English Case Study

Apollo Vietnam Education and Training Organization, guided by the profound belief that "Learning is a powerful door to help make life better". This mission seeks to "train the young generation of Vietnam to become global citizens, promoting individual prosperity and contributing to the positive development of the country and the world" (Nguyen, 2023).

Apollo English strategically positions itself as a leading provider of English courses for children aged 3-16, offering both face-to-face and online learning options. The organization strives to provide a unique learning experience for its students, emphasizing a commitment to continuous improvement with the slogan "Where the best becomes better." They want to convey the message that in their learning environment, excellence can always evolve further (Nguyen, 2023; Brand Dance, 2013).

In terms of marketing and communication channels, Apollo English employs various strategies to reach its target audience. They have a Facebook page with a large number of likes and followers, indicating a strong online presence. Their YouTube channel has garnered millions of views. The website is visually appealing, designed with the symbolic colors of Apollo, creating an atmosphere of purity and passion for learning (Nguyen, 2023).

In conclusion, Apollo Vietnam Education and Training Organization adopts a multi-channel approach combining direct communication, online media, television sponsorship, and public relations to effectively market its English courses for children. Moreover, the organization's

commitment to fostering a love for learning, community engagement, and corporate social responsibility positions it as a leader in shaping the educational landscape in Vietnam.

### 1.2.2. British Council Case Study

The British Council, a renowned cultural and educational organization, collaborated with Gray Group to launch an innovative banner advertising campaign titled "Know Your English." The campaign aimed to engage users in Singapore, Malaysia, Shanghai, and Bangkok by providing an interactive experience. The banner featured the unique functionality of displaying the meaning of highlighted words along with an audio clip, enabling users to hear the correct pronunciation instantly (Brands Vietnam, 2014).

The campaign's standout feature was the ability to interact with users based on their actions. When users highlighted any word on the website, the banner would dynamically present the meaning of the word and offer an audio clip for correct pronunciation. Moreover, the campaign strategically targeted specific regions, including Singapore, Malaysia, Shanghai, and Bangkok. One of the noteworthy aspects of the campaign is the substantial amount of time users spent interacting with the banner. This approach likely considered the linguistic diversity and English language learning interest in these areas.

The success of the "Know Your English" banner campaign offers valuable insights for future marketing endeavors.The campaign's effectiveness in language learning regions emphasizes the importance of tailoring advertising strategies to specific demographics and geographical areas. By seamlessly integrating educational content with user interactivity, the campaign not only achieved substantial engagement but also surpassed industry benchmarks. The campaign's success is a testament to the potential of creative and interactive approaches in digital marketing, particularly in the context of language learning and cultural organizations.

## 2. MARKET RESEARCH

### 2.1. The English Training Market in Vietnam

The National Foreign Language Project in Vietnam, spanning from 2008 to 2020, received criticism for not significantly improving the country's English proficiency. The 2019 EF English Proficiency Index ranked Vietnam 65th out of 100 countries, indicating a decline since 2015. Despite government commitments and investments in education, this has led to a robust market for English language training (Đinh, 2012).

The English Language Training market in Vietnam is thriving for both domestic and foreign businesses, experiencing strong revenue growth until the onset of the Covid-19 pandemic in 2019. Major players like VUS, Apax English, Apollo English, and British Council recorded varying profits. The growing affluent class contributes to the demand for high-quality education following international standards. With public sector education falling short, the demand for modern educational programs, including English, has surged. Major private brands continue to thrive, making English training one of the fastest-growing education segments in Vietnam, with a 20% average annual growth rate (Đoàn, 2023).

However, this growth is accompanied by fierce competition and fluctuations in market share. English proficiency is transitioning from a competitive advantage to a labor market requirement, driven by globalization and the need for improved communication skills. English, with its high Q value, remains crucial in this context (Q&Me, 2015).

In summary, despite challenges and increased competition, the English training market in Vietnam continues to be a lucrative and dynamic sector, propelled by demographic factors, government investments, and the evolving demands of a globalized workforce.

## 2.2.    Needs for English Language Learning in Vietnam

The surge in globalization has left an indelible mark on countries across the globe, Vietnam being no exception. The nation's receptive approach, symbolized by its open-door policy and accession to the WTO, has garnered substantial support and investments from developed nations, where English functions as the predominant language of communication (Đoàn, 2023). English proficiency is now a prerequisite for all international trade, import-export activities, and foreign investments. The realms of politics, economics, and education have experienced noteworthy investments, notably evidenced by the proliferation of international schools (Đinh, 2012).

**Significance of English Across Sectors:**

| Significance | Analysis |
| --- | --- |
| In Trade and Economics | Engaging in global trade mandates proficiency in English, the universal language of international business. Vietnam's effective communication with investors and partners from influential countries like the US, Japan, UK, Australia, and Germany hinges on a robust command of the English language (Q&Me, 2015). |
| Within the Education Sector | The burgeoning investment in the education sector, exemplified by the establishment of numerous international schools, underscores the pivotal role of English in academic settings. Ho Chi Minh City alone boasts approximately 50 international schools, underscoring the escalating demand for quality English education (Đinh, 2012). |

**Individual Advantages:**

| Advantages | Analysis |
|---|---|
| For Employment Opportunities | English proficiency stands as a coveted asset in the job market. Positions requiring communication with international partners give preference to candidates with formidable language skills. A fluency in English not only enhances competitiveness but also unlocks avenues for career advancement (Đinh, 2012). |
| In Qualifications and Study Abroad | The pursuit of advanced degrees, such as Master's and PhD programs, necessitates proficiency in English. Renowned international exams like IELTS and Cambridge also demand a high level of English proficiency. This proficiency is a gateway to academic excellence and success in studying abroad (Đoàn, 2023). |
| Within the Global Job Market | Securing employment in foreign companies hinges on English proficiency. Effectual communication in English is often considered a prerequisite for esteemed positions like Head of Department or Director (Đoàn, 2023). |

| For Aspiring Students Studying Abroad | A palpable desire among Vietnamese students to study abroad is evident, with countries like Australia, the US, China, Singapore, and England being favored choices. Proficiency in English is not only integral to academic success but is also vital for seamless integration into foreign educational landscapes (Đoàn, 2023). |
|---|---|

**Challenges and Apprehensions:**

| Challenges | Analysis |
|---|---|
| Disparities in Education | Despite the escalating importance of English, a survey by the Department of Higher Education reveals disparities in English proficiency among graduates. A mere 10.5% of surveyed universities deem their graduates adequately proficient for job requirements (Đinh, 2012). |
| Concerns Regarding Employability | Students harbor concerns not only about meeting academic standards but also about their employability post-graduation. English proficiency is viewed as a pivotal factor in securing lucrative employment in the fiercely competitive job market (Hà & Phạm, 2015). |

**Trends in Studying Abroad:**

| Categories | Analysis |
|---|---|
| Increasing Number of Students Opting for Overseas Education | Statistics signify a burgeoning trend of Vietnamese students opting to study abroad, with Australia, the US, China, Singapore, and England being preferred destinations. The desire for international exposure and knowledge propels this upward trajectory (Hà & Phạm, 2015). |
| Elevated Importance of English in Foreign Education | English proficiency assumes paramount importance for students studying abroad, where national or international English certificates are often prerequisites. Effectual communication in English becomes indispensable for academic achievements and successful integration into foreign societies (Đoàn, 2023). |

In 2015, a survey conducted by Q&Me shed light on the motivations and preferences of English learners in Vietnam, primarily focusing on individuals aged 18 and above. Notably, half of the respondents revealed that they pursued English studies with a clear emphasis on career and job-related objectives, indicating the widespread perception of English as an indispensable asset for professional growth and employment prospects.

Moreover, data from Coc Coc (2022) revealed English as the dominant language in online searches, comprising 66% of total language searches. The primary motivation for these searches was the acquisition of practical knowledge for self-introduction, communication, and work-related purposes. The survey, which involved 509 respondents, found that 90% considered learning English crucial and necessary. The participants expressed a strong inclination to learn English for convenient communication, work-related activities, and personal life. Online channels, particularly websites and applications, played a significant role in supporting language learners.

In summation, the imperative to learn English in Vietnam spans economic, educational, and individual growth dimensions. Proficiency in English is progressively becoming a prerequisite for success across various sectors, both domestically and globally, as the demand for quality English education continues its upward trajectory. Addressing the highlighted challenges and concerns becomes imperative to ensure that graduates are aptly prepared for the competitive and interconnected global landscape.

## 2.3. Needs and Interests of Parents in Suburban area

The field survey conducted by Better Life Organization in the suburban areas of the city has unveiled a pressing demand for English language learning. The residents in these suburbs express a specific need for affordable English learning opportunities, coupled with a desire to learn from native speakers, emphasizing the importance of quality education in a dynamic environment. The identified needs underscore an opportunity for Better Life to tailor its English

learning programs to meet the specific requirements of suburban residents, potentially enhancing the organization's market presence and impact in these areas.

The expressed interests of parents in suburban areas regarding English learning programs reveal a multifaceted set of priorities. Affordability emerges as a pivotal factor, underlining the financial considerations that significantly influence the preferences of parents in suburban areas. This emphasis on cost-effectiveness reflects the pragmatic approach of this demographic. The demonstrated interest in technology integration, including online resources and virtual classrooms, signifies a readiness to embrace modern educational tools. Practical language skills, such as real-life communication and job interview proficiency, stand out as key areas of interest, reflecting a practical orientation in English education

Understanding the nuanced needs and interests of parents in suburban areas is paramount for Better Life Organization's mission to design effective and appealing English learning programs. By aligning with these findings, the organization can enhance its outreach and ensure that its educational initiatives resonate with the target audience in these specific communities, contributing to the enrichment of English education in suburban areas.

## 2.4. Mobile Trends in English Learning in Vietnam

In recent years, the surge in interest in mobile-assisted language learning has sparked curiosity about how second language (L2) learners, specifically in Vietnam, utilize and perceive smartphone apps for learning English (Nguyễn, 2022). This section delves into the purposes and attitudes of L2 learners concerning Smartphone English Language Learning Apps (SELLA) in the Vietnamese context.

The proliferation of mobile technology, especially smartphones, has prompted a paradigm shift in education. Language learning, benefitting from this trend, has seen substantial advancements through Computer-Assisted Language Learning (CALL), Mobile-Assisted Language Learning (MALL), and Technology-Assisted Language Learning (TALL) (Bui et al., 2023). Smartphones offer advantages such as cost-effectiveness, efficiency, interactivity, and convenience in language learning. The abundance of mobile applications, especially SELLA, designed to aid English language acquisition, has garnered increased interest among L2 English learners in Vietnam (Bui et al., 2023).

Notably, in the aftermath of the COVID-19 pandemic, online English learning became a preferred option, fostering a robust market for English teaching apps. Duolingo, a prominent player in this space, experienced a remarkable 67% growth in active users in Vietnam from January 2021 to January 2022. Vietnam emerged as the largest market in Southeast Asia and the second-largest in Asia, following India, for Duolingo (Nguyễn, 2022).

Duolingo's revenue streams include in-app advertising, Duolingo Plus membership subscriptions, and fees for the Duolingo English Test. The app's revenue hit $250 million in the previous year, showcasing the success of its free strategy, which garnered a substantial user base before introducing a membership registration mechanism (Nguyễn, 2022).

In conclusion, the study provides valuable insights into the dynamic landscape of English language learning in Vietnam, emphasizing the pivotal role of SELLA and the accelerating growth of online language learning platforms.

## 2.5. Communication Touchpoints in English Learning

In the realm of English language learning, online advertising emerges as the predominant communication touchpoint, capturing the attention of a substantial majority of working individuals. It claims the top spot, standing out significantly from word-of-mouth recommendations and traditional media, which hold the second and third positions, respectively. Notably, the remaining direct touchpoints exhibit a lower reach, engaging only about 1/8 to 1/7 of respondents expressing a desire to learn English (Coc Coc, 2022).

Breaking down the realm of online advertising further, search engines take the lead as the preferred means for individuals with a keen interest in learning English for personal development. Notably, prominent search engines such as Google and Coc Coc capture a significant share of user preference, constituting 53.0% of online advertising usage (Coc Coc, 2022).

Following closely, social networks also play a pivotal role in the online advertising landscape for English learning. Platforms like Facebook, Twitter, Instagram, and Zalo collectively capture the attention of a considerable portion of the target audience, representing 45.2% of social networks usage in the context of English learning (Coc Coc, 2022).

These findings underscore the digital dominance in reaching and engaging individuals interested in learning English. In light of this digital landscape, organizations and educational institutions seeking to attract English learners are advised to strategically leverage online advertising. A particular emphasis should be placed on enhancing search engine visibility and maintaining a robust presence on social media platforms. This strategic focus aligns with the evolving preferences and behaviors of the target audience, ensuring maximum impact and effectiveness in the competitive arena of English language learning outreach (Coc Coc, 2022).
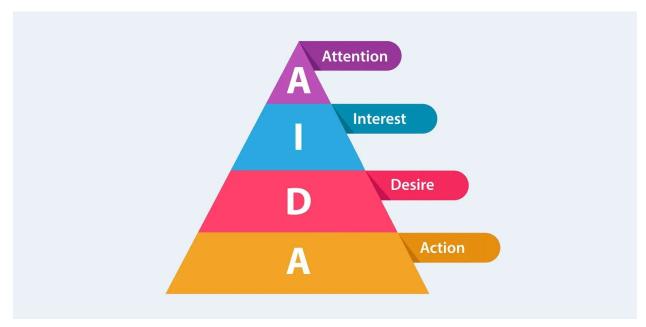
# 3. THEORETICAL FRAMEWORK

## 3.1. E-Content Development Theories

### 3.1.1. AIDA Model

The utilization of the AIDA Model theory in the project aims to strategically guide the Communication Campaign for Better Life Organization, focusing on BeLi English and Bstudy, by understanding and addressing the stages individuals go through in the process of making decisions related to brand engagement and participation.

The AIDA Model, developed in 1898 by St Elmo Lewis, delineates a linear hierarchy of stages that a potential customer typically progresses through during the decision-making process: Attention, Interest, Desire, and Action. This model has found enduring relevance in advertising, digital marketing, sales strategies, and public relations campaigns due to its simplicity and effectiveness in capturing the essence of the customer's journey (CFI, n.d.; Oxford University Press, n.d.).
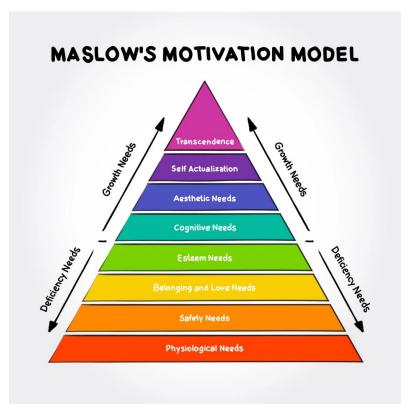


AIDA Model

The Communication Campaign progresses through stages: Attention (creating awareness), Interest (stimulating curiosity), Desire (connecting benefits with consumer needs), and finally, Action (prompting purchase). Crafting standout content is key in the Attention stage. Moving to Interest involves highlighting product features and benefits. The Desire stage requires persuasion, connecting product benefits with consumer desires. The ultimate goal is to drive consumers to the Action stage, where they actively seek and purchase the product. Effective advertising transcends awareness and interest, culminating in tangible actions.

The AIDA Model aligns with the project's goals by providing a structured framework to guide communication strategies. The campaign aims to influence the target audience behavior, moving them from initial awareness to active engagement and, ultimately, participation with BeLi English and Bstudy. This model serves as a roadmap for designing compelling content and interactions that resonate with the audience at each stage of their decision-making journey.

### 3.1.2. Maslow's Motivation Model

The choice to incorporate Maslow's Motivation Model theory in the content development for the Communication Campaign for Better Life Organization stems from the understanding that motivation plays a pivotal role in the success of any endeavor, especially in the context of language learning and educational programs. Maslow's Need Theory of Motivation provides a comprehensive framework for understanding the diverse needs that individuals bring to the workplace and educational settings (Jones, 2023). This theory suggests that motivation is intrinsically tied to fulfilling a hierarchy of needs, ranging from basic physiological requirements to higher-order needs like self-actualization.

Maslow's Motivation Model

In the Attention stage, the primary objective is to capture the consumer's notice and initiate awareness of the product or service. For the Communication Campaign, this implies crafting content and messaging that stands out, ensuring that the audience becomes aware of the existence and offerings of BeLi English and Bstudy (Oxford University Press, n.d.).

Moving to the Interest stage, the campaign aims to stimulate curiosity and engagement. This involves communicating the special features and benefits of the products, addressing specific needs, and fostering a favorable response from the audience. Content design becomes crucial during this stage to maintain interest and prompt the consumer to explore further (Oxford University Press, n.d.).

The Desire stage represents a more intricate phase where the campaign seeks to create a connection between the product's benefits and the consumer's needs and wants. This requires a persuasive approach to convince the audience that the product is not only attractive but also aligned with their desires and requirements. The challenge lies in moving beyond mere interest to genuine desire (Oxford University Press, n.d.).

Ultimately, the campaign endeavors to lead the audience to the Action stage, where consumers actively seek out the product and make a purchase. This is the culmination of successful brand communication efforts, emphasizing that effective advertising goes beyond creating awareness and interest; it should drive tangible actions (Oxford University Press, n.d.).

## 3.2. Communication Campaign Planning Theories
### 3.2.1. Communication Campaign Theory



Communication Campaign Theory

The utilization of communication campaign theory, particularly drawing from Atkin and Rice's definition (2012), serves as a foundational framework for the project with the goal of enhancing the brand awareness of BeLi English and Bstudy. Rice and Atkin conceptualize a communication campaign as purposeful, emphasizing its objective to inform or influence behaviors within a defined mass audience and timeframe.

The key rationale for employing communication campaign theory lies in its structured and strategic approach. This organization is crucial for ensuring that the campaign's messages are cohesive, consistent, and effectively transmitted across various mediated channels. The use of multiple channels is particularly significant as it allows the campaign to reach a broad and diverse audience, maximizing its impact (Atkin & Rice, 2012).The theory acknowledges the importance of a specific timeframe, emphasizing the need for a concentrated and time-sensitive effort.

Furthermore, the theoretical foundation provides a systematic guide for planning, implementing, and evaluating the campaign. It underscores the purposeful nature of communication campaigns, emphasizing the intentionality behind each message and activity (Atkin & Rice, 2012).

In summary, the adoption of communication campaign theory, provides the project with a structured and purposeful framework. This framework guides the planning and execution of organized communication activities, ensuring a strategic approach to inform and influence mass audiences effectively within a specified timeframe.

### 3.2.2. SWOT Analysis

The choice to utilize the SWOT analysis theory in the content development for the Communication Campaign for Better Life Organization is rooted in the strategic planning process it offers. SWOT, which stands for Strengths, Weaknesses, Opportunities, and Threats, provides a comprehensive framework for assessing both internal and external factors that can impact the success of the campaign (Schooley, 2023).

SWOT Analysis Model

In the context of the Communication Campaign, a SWOT analysis allows for a systematic evaluation of internal factors (Strengths and Weaknesses) and external factors (Opportunities and Threats). Strengths may include aspects like financial resources, physical resources, human resources, and intellectual property. Weaknesses, on the other hand, may encompass areas needing improvement, such as processes, skills, or resource limitations.

The SWOT analysis involves creating a table that juxtaposes the four elements, facilitating a clear comparison. The interplay between internal strengths and weaknesses with external opportunities and threats provides valuable insights. For instance, recognizing how internal weaknesses may align with external threats can pinpoint critical issues requiring attention. Furthermore, the SWOT analysis serves as a foundation for generating recommendations and strategies based on the identified factors. By leveraging strengths and opportunities to overcome weaknesses and threats, the Communication Campaign can develop creative and innovative approaches.

In essence, the SWOT analysis theory is chosen for its ability to provide a structured and comprehensive understanding of the internal and external landscape, empowering the Better Life Organization to make informed decisions and develop effective strategies for the Communication Campaign.

### 3.2.3. Consumer Decision Making Process

The adoption of the Consumer Decision Making Process theory for the Communication Campaign for Better Life Organization is rooted in the recognition of the pivotal role consumer

behavior plays in the success of marketing strategies. The paper of Stankevich's literature review and evaluation of core models and theories in the area of buying decision-making (2017) underscore the significance of understanding how and why consumers make purchasing decisions.



The 5 stages of the consumer decision-making process

The consumer decision-making process represents a dynamic journey, and recognizing the "moments that matter" in this process becomes a strategic imperative. The framework presented in the research highlights the key factors that influence consumer behavior, providing marketers with insights into opportunities to sway decisions in favor of the company's offerings. The focus on understanding these decisive moments and influencing factors positions marketers to tailor their campaigns effectively (Stankevich, 2017).

Moreover, the research acknowledges that consumer behavior is often influenced by irrational choices, challenging traditional economic theories and assumptions about rationality. The emergence of behavioral economics as a field underscores the importance of understanding the context of decisions in the marketplace (Stankevich, 2017).
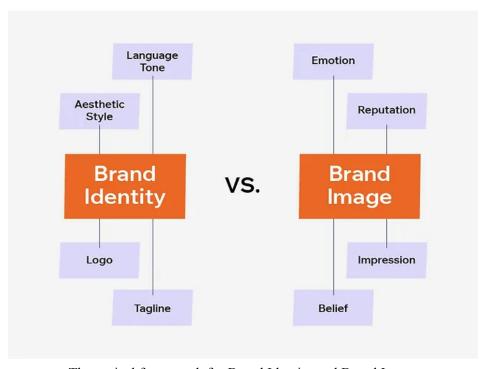
The Consumer Decision Making Process theory encompasses various decision-making phases, from extended problem-solving to limited problem-solving and habitual decision-making. Recognizing the diversity of consumer decision journeys allows marketers to tailor their strategies accordingly, employing different approaches based on the complexity of the decision (Stankevich, 2017).

In conclusion, the adoption of the Consumer Decision Making Process theory in the Communication Campaign for Better Life Organization is a strategic choice driven by the need to deeply understand and influence consumer behavior. By aligning marketing strategies with the intricacies of the decision-making process, the campaign aims to create value, enhance customer satisfaction, and gain a competitive edge in the market.

## 3.3. Brand Development Theories

### 3.3.1. Branding and Brand Image Theory

The incorporation of branding and brand image theory is integral to the project's strategy for enhancing the brand awareness of BeLi English and Bstudy. The American Marketing Association defines a brand as any distinctive feature that identifies goods or services, encompassing elements such as name, logo, color scheme, typography, and design. Brand identity, as a subset, involves these visual and symbolic elements working in concert to establish a recognizable image for the brand, facilitating consumer identification and connection (American Marketing Association, n.d.).



Theoretical framework for Brand Identity and Brand Image

According to Bambang Sukma Wijaya (2013), brand image holds paramount importance in brand development. It is intricately linked to a brand's reputation and credibility, serving as a guiding factor for consumers in deciding to engage with a product or service. The brand image shapes a unique experience for consumers, influencing their inclination to become loyalists or opportunists who may easily switch to another brand. In essence, brand image becomes a decisive factor in consumer behavior, impacting brand loyalty and market positioning.

Brand marketing, as described by the American Marketing Association, is the strategic approach employed by companies to promote and establish a brand in the market (American Marketing Association, n.d.). This involves creating a distinct identity, values, and perceptions that differentiate the brand from its competitors. The key components in this process are brand elements, including the name, logo, symbol, package design, or other characteristics that set a product apart and make it identifiable. (Keller, 2012 & American Marketing Association)

In summary, the project's adoption of branding and brand image theory is grounded in the understanding that a well-crafted brand identity and image are pivotal in influencing consumer behavior, fostering loyalty, and differentiating BeLi English and Bstudy in the competitive market. By leveraging these theoretical frameworks, the project aims to strategically position and promote the brands, creating a lasting and positive impact on their target audiences.

### 3.3.2. Brand Archetype
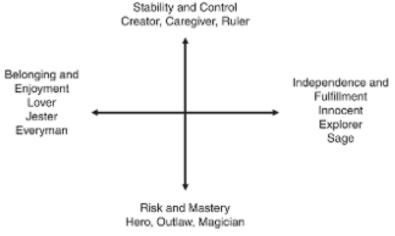
The adoption of Brand Archetype theory in the brand development for the Communication Campaign for Better Life Organization is driven by the understanding that brand archetypes are integral to shaping brand personality. This approach allows marketing managers to define the essence of a brand, its values, and the connection it establishes with consumers. By employing archetypal frameworks, brands can transcend the mere transactional relationship with consumers and imbue their offerings with deeper, symbolic meanings aligned with customers' desires and motivations.

The 12 Brand Archetype

In the archetypal approach, the emphasis shifts from the tangible products to the intangible aspects of brand experience and meaning. It acknowledges that consumers' perceptions are not solely shaped by marketing narratives but are also influenced by personal experiences, word of mouth, and exposure to media and pop culture. This recognition of external influences underlines the importance of tailoring brand strategies to accommodate diverse consumer perceptions across cultures. The use of archetypes in brand development creates a spiritual and mystical identity for brands, fostering a more profound and meaningful connection with consumers on a subconscious level. (Adi et al., 2015; Siraj & Kumari, 2011; Xara-Brasil et al., 2018)

Mark and Pearson's archetypal model, rooted in Carl Jung's theory, categorizes 12 archetypes into four main human drivers: "belonging and enjoyment," "independence and fulfillment," "stability and control," and "risk and mystery." The two-axis framework proposed by Mark and Pearson helps group archetypes into clusters based on common attributes and major human drivers, providing a nuanced understanding of the motivations that guide consumer behavior. (Mark & Pearson, 2001; Xara-Brasil et al., 2018)

```
                    Stability and Control
                    Creator, Caregiver, Ruler

                              ↑
Belonging and                                     Independence and
Enjoyment                                         Fulfillment
Lover                                             Innocent
Jester          ←─────────────┼─────────────→     Explorer
Everyman                                          Sage

                              ↓

                    Risk and Mastery
                    Hero, Outlaw, Magician
```

**Source:** Adapted from Mark and Pearson (2001)

Brand personality model

The Brand Archetype theory offers a comprehensive framework that aligns with the varied motivations of consumers (Xara-Brasil et al., 2018). By understanding and leveraging these archetypal dimensions, the Communication Campaign for Better Life Organization seeks to create a brand narrative that resonates deeply with the diverse aspirations and fears of its target audience, fostering a more meaningful and lasting brand-consumer relationship.

### 3.3.3. Top-Of-Mind Awareness

The adoption of Top-of-Mind Awareness (TOMA) theory in the brand development for the Communication Campaign for Better Life Organization is rooted in the fundamental understanding that brand awareness is a foundational element of customer-based brand equity. Aaker's (1991) customer-based brand-equity dimensions underscore the significance of awareness, asserting that a brand holds no value or equity if customers are not aware of it. Brand awareness, as highlighted by Kapferer (2005), serves as an indicator of brand equity, signifying saliency and the extent to which a customer's mind is engaged when cued by the product.

Aaker (1991) further delineates two levels of awareness: stimulus-based brand recognition and memory-based brand recall, commonly known as top-of-mind awareness (TOMA). TOMA gauges whether a brand is recalled without the use of any memory aid, representing a more challenging but potent form of brand awareness. TOMA is not merely an indicator of the intention to purchase but a critical factor in influencing actual brand choice and behavioral tendencies (Hakala et al., 2012).
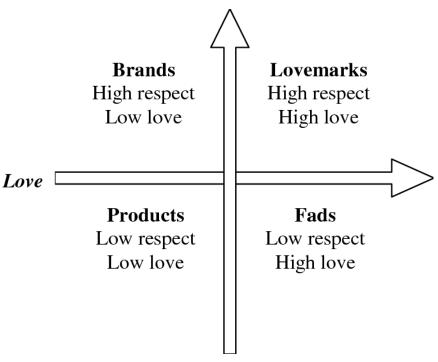
Top-Of-Mind Awareness model

Following Keller's (1993) definition of brand equity, which posits that favorable brand associations lead to positive responses such as purchase intention or choice, TOMA becomes a strategic element in shaping consumer behavior. The linkage between the need and the brand name is emphasized by various authors, underlining its critical role in brand success (Hakala et al., 2012).

In summary, TOMA is not merely a measure of brand recall but a strategic lever that, when effectively leveraged, can lead to stronger brand preference and loyalty. By making a brand top-of-mind in the relevant category, Better Life Organization aims to position BeLi English and Bstudy as preferred choices, influencing consumer behavior and fostering a deeper connection between the brand and its audience. The incorporation of TOMA theory in the Communication Campaign aligns with the goal of enhancing brand awareness and, consequently, customer-based brand equity.

### 3.3.4. Lovemarks Theory

The adoption of Lovemarks theory in the brand development for the Communication Campaign for Better Life Organization stems from a recognition of the evolving nature of consumer-brand relationships. Lovemarks theory, introduced by Roberts (2004), posits that brand loyalty transcends rationality and is driven by two essential components: "love" and "respect.". Respect reflects the functional aspects of a brand, encompassing performance, reputation, and trust, while love delves into the emotional attributes that foster a deep, passionate connection between consumers and the brand.

| Brands | Lovemarks |
|---|---|
| High respect | High respect |
| Low love | High love |

*Love* →

| Products | Fads |
|---|---|
| Low respect | Low respect |
| Low love | High love |

Brand Lovemarks model

In a contemporary marketing landscape where functional benefits alone may not suffice for differentiation due to the similarity in product attributes, emotional benefits play a pivotal role in crafting brand-based differentiation strategies (Fournier, 1998; Roberts, 2004; Carroll and Ahuvia, 2006; Batra et al., 2012; Giovanis & Athanasopoulou, 2018). Lovemarks theory acknowledges the significance of emotional connections in consumer-brand relationships and classifies brands into four types based on the love-respect grid: Lovemark brands, quality brands, fads, and mere products.
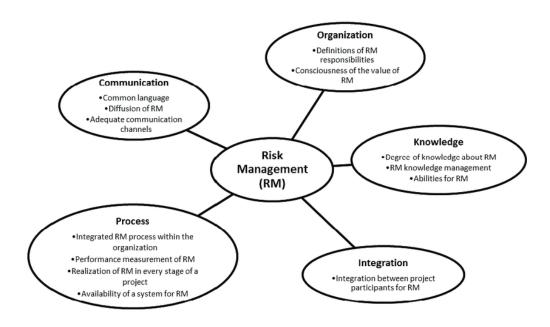
Lovemark brands, as vividly described by Pawle and Cooper (2006), go beyond expectations of great performance. They establish intimate, emotional connections with consumers, reaching not only the mind but also the heart and gut. Lovemarks are characterized by a profound sense of passion and are embraced with fervor, creating enduring relationships that go beyond mere transactions. The Lovemarks theory aligns with the goal of the Communication Campaign, aiming to position BeLi English and Bstudy as highly desired brands that not only fulfill functional needs but also elicit deep emotional connections. The theory recognizes that Lovemarks are not easily replaceable, and their absence is mourned by consumers, emphasizing the enduring nature of the relationships they foster (Giovanis & Athanasopoulou, 2018).

By integrating Lovemarks theory into the brand development strategy, Better Life Organization seeks to go beyond conventional brand loyalty, fostering emotional connections that resonate with consumers and contribute to sustained brand success. The campaign aims to position BeLi

English and Bstudy not just as educational services but as Lovemarks that inspire passion and commitment among their audience.

## 3.4. Risk Management Theories

The application of Risk Management theory in the project to optimize the effectiveness of the Communication Campaign for Better Life Organization, specifically for BeLi English and Bstudy, is grounded in the evolving landscape of project management and the inherent complexities and uncertainties associated with projects.



Risk Management model

Modern project management, as highlighted by Edwards and Bowen (2013), extends beyond traditional tasks of organizing, controlling, and acquiring resources (Edwards & Bowen, 2013). It now grapples with the dynamic demands of numerous stakeholders and necessitates dealing with competing and conflicting priorities. With the sophistication of tools and techniques, project managers can generate better information and exert greater control over projects, facilitated by advancements in information and communication technology.

Risk, as a concept, is deeply embedded in the societal context, shaped by societal norms, values, and practices. Edwards and Bowen (2013) emphasize the contextual nature of risks, arising from decisions to engage in activities, carry out tasks, make commitments, or enter obligations (Edwards & Bowen, 2013). This sociological framing of risk underscores the importance of understanding and managing risks within the specific context of the project and its environment.

The principles of risk management, as outlined by Mobey & Parker (2002), Kishk & Ukaga (2008), and Lam et al. (2007), offer a systematic and quantitative approach to assess, anticipate, and address potential risks throughout the project lifecycle. Risk management is crucial for assessing project viability, controlling risks to minimize loss, alleviating risks through proper planning, and avoiding dissatisfactory projects to enhance profit margins.

Risk management principles also enhance team involvement by providing a mechanism for reporting potential problems, increasing the team's stake in the overall project success. Embedding risk into the decision-making process becomes a long-term exercise, ensuring that risk considerations are central to decision-making, aligning with the overarching goals of the Communication Campaign for Better Life Organization.

# 4. COMPANY ANALYSIS

## 4.1. BeLi English

Founded in 2016, BeLi English Center has solidified its position as a long-standing institution in the language education sector (BeLi English, 2023). While not widely recognized, the main center's deliberate choice of location on the outskirts, rather than in more central and strategic areas, has been a deliberate strategy to cater to the needs of residents in suburban areas of the city. The center casts a wide net, catering to a diverse clientele ranging from 3 to 40 years old. BeLi's offerings extend beyond traditional English language programs, encompassing an array of subjects such as Science, Technology, Arts, Mathematics, and Soft & Life Skills. BeLi English's commitment to excellence in language education is embodied in their six state-of-the-art facilities situated across Vietnam—three in Hanoi, one in Bac Ninh, and one in Ho Chi Minh City—with over 3000 students actively engaged in a transformative learning experience. They take pride in their mission to cultivate language proficiency and global awareness, and our impressive track record reflects this dedication. **(See Appendix 4)**



| 3000+ | 99% | 48,000 | 01 |
|---|---|---|---|
| Học viên | Chuẩn đầu ra | Bài giảng | App độc quyền |

BeLi English Achievements

**Key Achievements:**

Cambridge Certificates: A remarkable 291 students have achieved Cambridge certificates, a testament to the efficacy of BeLi teaching methods and the commitment of learners (BeLi English, 2023).

IELTS: Many students pass IELTS, 99% of students meet the output standards without needing to retake (BeLi English, 2023).

### 4.1.1. Insights

BeLi English's insights play a pivotal role in the execution of the communication campaign for the Better Life Organization, particularly in enhancing brand awareness. Understanding BeLi English insights is crucial for the Viva team to implement BeLi English's communication campaign, enabling tailored engagement with the Better Life Organization community. This approach ensures a deep resonance with the audience's needs, preferences, and aspirations, fostering higher engagement and connection.

BeLi English's insight-driven communication campaign for the Better Life Organization is strategically attuned to the dynamic landscape of the English training market in Vietnam (Đoàn, 2023). This campaign recognizes the urgent and growing need for English proficiency in the country, with a particular focus on catering to the market demand for learning English in suburban areas (BeLi English Marketing Department, 2023). The price strategy i.e. "reasonable price" aligns with the practical considerations of the target audience. It conveys the message that BeLi English is dedicated to providing high-quality education without sacrificing accessibility. BeLi English primarily offers offline courses to provide students with diverse and rich in-person activities. Offline courses have their unique advantages, including face-to-face interactions, group activities, and real-time feedback (BeLi English, 2023). By carefully integrating online learning components, BeLi English can enhance its overall educational offerings, making learning more accessible and flexible for a broader range of students while maintaining the valuable in-person experiences that are a hallmark of offline courses (BeLi English, 2023). By understanding that online advertising, particularly through search engines and social networks, dominates communication touchpoints, BeLi English strategically engages with its target audience through these channels.

Diverse Learning Activities at BeLi English

The insights gained from the English training market's competitive landscape, the educational needs of the Vietnamese population, the prevalence of mobile learning, and the effectiveness of online advertising contribute to BeLi English's campaign efficacy (An Binh, 2023; Bui et al., 2023; Đinh, 2012); Đoàn, 2023; Hà & Phạm, 2015). The campaign not only meets the immediate need for English proficiency but also aligns with the broader goals of the Better Life Organization. By addressing specific challenges faced by learners, offering adaptable and flexible learning solutions, and optimizing resource allocation based on audience preferences, BeLi English enhances its brand awareness and influence within the Better Life Organization community. The campaign's impact goes beyond conventional metrics, fostering long-term relationships and contributing to positive social impact, thereby solidifying BeLi English's position as a socially responsible education provider in Vietnam.

### 4.1.2.    Brief of Our Clients

The client is a visionary leader who is dedicated to improving educational possibilities and empowering people via language learning: the CEO of Better Life Organisation. The CEO hopes to answer the changing demands of learners—especially with regard to English language competency in Vietnam—by utilizing creative solutions with an emphasis on making a good social impact. The primary objective of the communication campaign is to elevate the brand awareness of BeLi English, positioning it as a high-quality, practical learning platform. The focus is not only on acquiring international certificates but also on providing a fun and comfortable learning experience, all while maintaining an affordable tuition structure. Additionally, the goal is to communicate the availability of online classes and leverage Bstudy as a tool for efficient student management. The communication campaign aims to transform BeLi English into a recognized and preferred brand for quality, practical learning. By combining online segment strategies, integration with Bstudy, and emphasizing customer-friendly and professional qualities, the objective is to significantly increase student registrations and brand engagement.

01 CREATE A COMMUNICATION STRATEGY FOR BELI ENGLISH LANGUAGE CENTER.

02 FOCUS ON STABILIZING OWNED MEDIA CHANNELS FOR AN INTRIGUING CONTENT AND VISUALLY.

03 TAILOR THE STRATEGY TO TARGET ENGLISH LEARNERS AGED 3 TO 40.

04 EMPHASIZE THE UNIQUE SELLING PROPOSITIONS AND BENEFITS

BELI ENGLISH

Client Brief for BeLi English

| Client's Key Requirements | Description |
|---|---|
| Communication Strategy | Develop a robust communication strategy for BeLi English Language Center that aligns with the organization's overall objectives. Emphasize a cohesive narrative that reflects BeLi's commitment to providing exceptional language learning experiences. |
| Owned Media Stabilization | Focus on stabilizing owned media channels by curating intriguing content that enhances visual appeal. Ensure consistency in messaging and design across platforms to reinforce BeLi's unique identity. |

| Target Audience Positioning | Tailor the strategy to effectively engage English learners aged 3 to 40. Craft age-appropriate content that speaks to the diverse needs and preferences of the target demographic. |
|---|---|

### 4.1.3. Context of BeLi English

In the contemporary context of globalization and the surging demand for English proficiency, language centers have evolved beyond traditional roles (An Binh, 2023). In a world characterized by intense competition and rapid developments, English centers, including BeLi English, play a pivotal role in offering diverse learning experiences. Students today seek not just

language skills but also exposure to science, technology, arts, mathematics, and essential soft skills (An Binh, 2023).

The advent of technology has catalyzed the rise of online learning, allowing students to engage with coursework at their own pace and convenience (Bui et al., 2023). This dual challenge and opportunity have compelled English centers to innovate, adapting their teaching methods.

Established in 2016, BeLi English Center has grown to encompass five facilities across Vietnam—three in Hanoi, one in Bac Ninh, and one in Ho Chi Minh City—with over 3000 students (BeLi English, 2023). Targeting a wide age range, from 3 to 40 years old, BeLi English offers a diverse array of programs spanning not only English learning but also science, technology, arts, mathematics, and soft skills.

The integration of modern learning methods, including technology and hands-on activities, ensures that the learning process is both captivating and applicable to real-life scenarios. The center's success is evident in the notable achievements of its students, with a substantial number attaining Cambridge certificates and a high percentage meeting the standards for IELTS without the need for retakes.



Unique Learning Method of BeLi English

In its pursuit of becoming a leading English Center, BeLi English emphasizes reputable quality, reasonable pricing, clear educational outcomes, and a diverse and enjoyable learning environment. The center's commitment to innovation and excellence underscores its role in shaping the future of English education in Vietnam.

### 4.1.4.　Customer Analysis

| Categories | Students | Workers | Parents |
|---|---|---|---|
| **Geography** | | | |
| Region | Vietnam | | |
| Location | City suburbs and neighboring provinces, specifically Ha Noi city, Bac Ninh City, Ho Chi Minh City,... | | |
| **Demographics** | | | |
| Age | 3 - 22 | 24 - 40 | |
| Gender | All | | |
| Academic level | Student-College students | Minimum 12/12 | |
| **Psychology** | | | |
| Lifestyle | Dynamic, lively, enjoys exploring new things, and is adaptable in a creative environment | The target audience adopts a frugal lifestyle, indicating a preference for cost-effective solutions and services. | |

| | | |
|---|---|---|
| Hobbies | Likes to experience new learning environments and enjoys interacting with foreigners | The audience expresses a desire to find low-priced, high-quality products and services. This highlights their interest in obtaining value for their money, emphasizing quality while keeping costs in check. |
| Needs | Children in the suburbs need to have access to English learning methods appropriate to their age and level. Learning through games, singing, and fun activities is a useful way for children to absorb language in the most natural and effective manner. | The primary concern is the quality of the learning environment for their children (educational atmosphere, teaching methods, and overall setting conducive to effective learning). They are also concerned about the safety and security as well as the availability of amenities and services. |
| **Behavior** | | |
| Brand Loyalty | Not much exposure to technology. Commonly used platforms: YouTube, TikTok, and gaming applications. | They don't have much need to search for reputable and long-standing centers like the British Council, Language Link, Apollo... |
| | | Parents often seek quality education and effective English learning. If they find a trustworthy brand with effective teaching methods and good results, they will be loyal to that brand. |
| | | They have knowledge of technology and are often skilled in using online platforms and applications. |
| Regarding Technology | | They commonly search through online social networking sites such as Facebook, websites, or call via hotline. |

### 4.1.5. Competitor Analysis

Choosing a competitor for BeLi English English center is done based on two strategic reasons. That's because both BeLi English and its competitors target the low-cost segment, serve the same customers, and both have facilities in the same area. This choice helps BeLi English capture specific markets, optimize marketing and promotion strategies, as well as enhance competition in the local environment.

### 4.1.5.1. International English System Scots English Long Bien

| Categories | Description |
|---|---|
| Overview | Scots English Long Bien is a proud member of the Scots English College system, a prominent English training institution based in Sydney, Australia. Recognized as one of the top five English training schools in Australia, Scots English Long Bien extends its influence to the Vietnamese market. |
| Address | SCOTS ENGLISH Building, 702 Nguyen Van Cu, Long Bien District, Hanoi |
| Target Audience | 3 to 18 years old. |
| Products/ Services | - Kindy Preschool English Program (3 - 5 years old): Tailored for early childhood language development.<br>- Kids Elementary English Program (6 - 11 years old): Geared towards elementary-level language acquisition.<br>- ACADEMIC Academic Foundation English Program (12 - 15 years old): Focused on building a strong foundation for academic English.<br>- IELTS Preparation Program: Designed to help individuals practice and prepare for the IELTS examination. |
| Communication | While the content on Scots English Long Bien's Facebook page maintains consistency, there are observations about occasional sketchy designs that may not align with the overall brand identity. Some product designs are noted as not being entirely eye-catching. However, the website is commended for its neatness, eye-catching interface, and clear, detailed content. |
| Preferred Levels | Scots English Long Bien enjoys a high rating, receiving 5 stars from its user base. |
| Price | 1.8 million to 2.3 million VND per month. |
| SWOT | |
| Strengths | - Association with a well-established international English training institution.<br>- Broad range of programs catering to various age groups.<br>- Positive user reviews and a high star rating. |
| Weaknesses | - Inconsistencies in design elements on the Facebook page.<br>- Some product designs may lack visual appeal. |
| Opportunities | - Enhance brand consistency across all communication channels. |

| | |
|---|---|
| | - Improve the visual appeal of product designs to attract a larger audience. |
| Threats | - Competition from other English training institutions in the market.<br>- Potential customer dissatisfaction due to design inconsistencies. |



International English System Scots English Long Bien

### 4.1.5.2. Bright Smile Academy Foreign Language Center

| Categories | Description |
|---|---|
| Overview | Established in 2004 under Kim Hoan Trading & Construction & QC Co., Ltd., Bright Smile Academy is dedicated to providing high-quality English training, with a specific focus on general English and IELTS preparation. The center takes pride in its continuous development and the ongoing improvement of teaching methods tailored to its students. |
| Address | 3 Bac Kim No – Dong Anh – Hanoi |
| Target Audience | 4 to 23 years old |
| Products/ Services | - English Course for Preschool Children (3 - 6 years old) - KIDDY<br>- English Course for Children (6 - 10 years old) - SMARTKIDS<br>- English Course for Children (10 - 18 years old) - SUPERTEEN<br>- English Communication Course |

| | |
|---|---|
| | - Practice IELTS |
| Communication | Bright Smile Academy Foreign Language Center boasts a highly professional brand identity, featuring a unique and easily recognizable logo. The brand colors, images, and style maintain consistency across all media channels. The Fanpage is designed attractively, presenting diverse, eye-catching, and interesting content. Articles are optimized with images and content, creating a positive impression. |
| Preferred Levels | The center enjoys a top rating of 5 stars from its user base. |
| Price | 2-3 million VND per month. |
| **SWOT** | |
| Strengths | - Established track record since 2004.<br>- Focus on continuous improvement and suitable teaching methods.<br>- Professional and consistent brand identity.<br>- Attractive and diverse content on the Fanpage. |
| Weaknesses | |
| Opportunities | - Leverage the established brand identity for further recognition.<br>- Expand offerings or introduce new courses based on market demand. |
| Threats | - Competition from other language centers.<br>- Adapting to evolving educational trends and technologies. |



Bright Smile Academy

### 4.1.5.3. ETC Foreign Language and Skills Center

| Categories | Description |
| --- | --- |
| Overview | Established on December 2, 2005, in Hanoi, ETC (English Training Center) aims to be a prestigious and high-quality Vietnamese foreign language training center. With a commitment to training quality, ETC focuses on innovation and continuous improvement of training programs, teachers, and staff. The center has achieved notable success, contributing to the development of foreign language education and training. |
| Address | 134 Ngoc Han Cong Chua, Ninh Xa, Bac Ninh City |
| Target Audience | 5 to 18 years old. |
| Products/ Services | - English Communication for Children and Teenagers (6 - 16 years old)<br>- English Grammar for Elementary, Middle, and High School Students (7 - 18 years old)<br>- Preparation for Entrance Exams in English Classes<br>- Practice for IELTS, TOEIC, SAT<br>- Online IELTS Test Preparation Courses |
| Communication | ETC currently faces challenges in brand recognition, with content on the Fanpage described as sketchy, poor, and fragmented. There seems to be a lack of attention and investment in image design. However, the website is noted for its user-friendliness, featuring a clear and detailed search interface. |
| Preferred Levels | The center holds a rating of 4 stars according to user reviews. |
| Price | 3 - 6 million VND per month. |
| **SWOT** | |
| Strengths | - Established in 2005 with a commitment to quality training.<br>- Diverse range of programs for different age groups.<br>- Offers online IELTS test preparation courses. |
| Weaknesses | - Low brand recognition and sketchy content on the Fanpage.<br>- Lack of investment in image design. |
| Opportunities | - Improve brand recognition through strategic communication.<br>- Enhance content quality and design on the Fanpage. |
| Threats | - Increasing competition in the foreign language training market.<br>- Evolving educational trends and preferences. |

ETC Foreign Language and Skills Center

### 4.1.5.4. TalkFirst English

| Categories | Description |
|---|---|
| Overview | TalkFirst positions itself as a provider offering a transformative international standard English and IELTS learning experience, emphasizing an unwavering commitment to training quality. The courses are tailored for busy working professionals and students, aiming to deliver a scientific and methodical approach to learning English while encouraging an enjoyable learning experience. |
| Target Audience | 18 to 35 years old. |
| Products/ Services | - English for People Who Have Lost Their Basic Knowledge in English<br>- English Course for IT Professionals<br>- IELTS Online Exam Preparation Course<br>- English Communication Course |
| Communication | TalkFirst utilizes various media platforms to engage with its audience. While the content posted is described as somewhat sketchy and repetitive, articles with high emotional appeal garner significant interaction. The |

| | brand maintains a consistent and professional expression through uniform colors and images. |
|---|---|
| Preferred Levels | TalkFirst enjoys a high rating of 5 stars based on user reviews. |
| Price | 2-3 million VND per month. |
| **SWOT** | |
| Strengths | - Emphasis on providing an international standard learning experience.<br>- Tailored courses for specific demographics, such as IT professionals.<br>- Commitment to training quality. |
| Weaknesses | - Content is described as sketchy and repetitive. |
| Opportunities | - Enhance content variety and avoid repetition to maintain engagement.<br>- Leverage emotional appeal in articles for continued high interaction. |
| Threats | - Increasing competition in the English and IELTS learning sector.<br>- Evolving preferences and expectations of the target audience. |



TalkFirst English

### 4.1.5.5. Res Vietnam English Center

| Categories | Description |
| --- | --- |
| Overview | Res Vietnam English Center is an international English school system established in 2007, specializing in IELTS preparation and offering English courses for children and teenagers. |
| Target Audience | 5 to 23 years old. |
| Products/ Services | - Intensive, Online IELTS Courses<br>- English Communication Course<br>- English Course for Children |
| Communication | The content on Res's Facebook page is described as consistent, but some designs are considered sketchy and not entirely aligned with the brand identity. While product designs are not perceived as eye-catching, the website is commended for being neat, with an eye-catching interface and clear, detailed search content. |
| Preferred Levels | 4 stars based on user reviews. |
| Price | 3-5 million VND per month. |
| **SWOT** | |
| Strengths | - Specialization in IELTS preparation, meeting a specific need in the market.<br>- Clear and detailed search content on the website. |
| Weaknesses | - Some designs on Facebook are considered sketchy and not consistent with brand identity.<br>- Product designs are not perceived as eye-catching. |
| Opportunities | - Improve and align designs on Facebook with the established brand identity for a more cohesive appearance.<br>- Enhance product designs to make them more visually appealing. |
| Threats | - Competition in the IELTS and English course market.<br>- Evolving preferences and expectations of the target audience. |

Res Vietnam English Center

### 4.1.6. Brand Positioning

| Categories | Description |
|---|---|
| | **SWOT Analysis** |
| Strengths | 1. Diverse Learning Methods: BeLi English boasts a range of engaging indoor and outdoor learning activities, providing students with diverse and immersive learning experiences. <br> 2. High-Quality Teaching Staff: All teachers are 100% European-American, ensuring native language proficiency and delivering a high standard of English education. <br> 3. International Curriculum: The inclusion of an international curriculum enhances the educational offerings, catering to a global standard and attracting a diverse student base. <br> 4. English Learning App: The presence of a dedicated English learning app reflects BeLi's commitment to utilizing technology for enhanced learning experiences. <br> 5. Effective Parent Communication: BeLi excels in promptly updating parents about their children's progress, fostering a transparent and collaborative relationship between the institution and parents. <br> 6. Affordable Tuition Prices: The institution offers affordable tuition, making quality English education accessible to a broader demographic. |
| Weaknesses | 1. Low Brand Recognition: BeLi English faces challenges in terms of brand recognition, requiring focused efforts to increase awareness and establish a stronger brand presence. <br> 2. Weak Communication Strategies: Communication strategies |

|  | need improvement to effectively convey the institution's values and offerings to the target audience.<br>3. Underdeveloped Website: The current website lacks an eye-catching design and has a sketchy appearance, potentially impacting the overall user experience and brand perception.<br>4. Inconsistent Content Route: The content route lacks consistency and fails to clearly express the brand personality, necessitating a strategic overhaul of content creation and delivery. |
|---|---|
| Opportunities | 1. The need for students and parents to learn English is increasing, especially in suburban areas.<br>2. Online learning: Seize the opportunity of online learning to expand your student base and provide flexibility in learning. |
| Threats | 1. Intense Market Competition: BeLi English operates in a highly competitive segment, requiring continuous efforts to differentiate itself from competitors.<br>2. Changing Student Needs: Anticipate and adapt to evolving student needs and expectations, necessitating a flexible and versatile approach in course offerings and teaching methods.<br>3. Difficulties in recruiting teachers: Facing difficulties in recruiting and retaining high quality teachers.<br>4. Risk of losing students: Face the challenge of retaining students and ensuring they stay committed to the end of the course. |

### Market Positioning

BeLi English is distinguished by its commitment to providing affordable and high-quality language education. Positioned as a forward-thinking institution, BeLi excels in offering a comprehensive and adaptable learning experience, marked by a multidisciplinary approach, innovative programs, and seamless technology integration. The emphasis on flexibility and personalized learning further enhances its core values of affordability and quality, ensuring that BeLi continues to meet the diverse needs of its students.

### Comparison to Competitors

| Scots English Long Bien | While Scots English Long Bien focuses on international recognition, BeLi English competes by highlighting its tech-savvy and innovative approach, offering a more diverse and adaptable learning experience. |
|---|---|
| Bright Smile Academy | BeLi English distinguishes itself by emphasizing technology integration and modern learning methodologies, providing a unique selling proposition compared to the continuous improvement focus of Bright Smile Academy. |
| ETC Foreign Language Center | BeLi English competes through a more advanced online presence and a multidisciplinary approach to language learning, aiming to attract |

| | |
|---|---|
| | students with a dynamic and holistic educational experience. |
| GLN English Center | BeLi English positions itself as a dynamic and adaptable alternative, especially with its focus on technology and personalized learning, setting it apart from GLN's emphasis on standardized quality. |
| TalkFirst English | BeLi English aims to compete through a more comprehensive and multidisciplinary approach, offering a holistic learning experience compared to TalkFirst's emphasis on methodical learning for professionals. |
| Res Vietnam English Center | BeLi English differentiates itself with a stronger emphasis on technology integration, adaptability, and a diverse range of learning programs, providing a more modern and well-rounded educational offering. |

### 4.1.7. Communication Strategy Analysis

BeLi English caters to a diverse audience, including children under 13 and students/workers aged 13 to 40, offering English learning programs and interdisciplinary courses (BeLi English, 2023)(154). BeLi English center has quite good communication strategies for its fanpage. They already have the ideas of content that appeal to customers such as: sharing fun videos in the classroom, sharing student achievements, sharing enrollment information and discount strategies. However, the current communication strategy has some drawbacks. The fanpage interactions are suboptimal, facing competition from other pages with established quality and reputation. The content lacks focus, consistency, and professionalism, hindering effective communication. Currently, BeLi English Center relies on "Word of Mouth" without a defined strategy, resulting in weak social network channel development.

| Categories | Content | Analysis |
|---|---|---|
| **Media Platforms (See Appendix 1 - BeLi English)** | | |
| Current Platforms Used | Fanpage BeLi English | Facebook fanpage called "Anh Ngữ BeLi English" to communicate the center's courses and activities to the target audience. <br> => Low interaction and fragmented content show that there is a need for a more specific and clear way to reach goals. Content quality, image quality, and posting frequency need to be planned specifically, professionally, and consistently in terms of branding. |
| | Zalo Account | Have a good connection strategy on the zalo platform. Dedicated customer care staff through each lesson. Always |

| | | ready to answer questions from students and parents. |
|---|---|---|
| Communication Strategy | Target Audience Specificity | In the past, BeLi did not yet target a specific audience range, tailoring content to suit the needs and preferences of pupils, students, and working individuals. |
| | Word of Mouth | Encourage satisfied students and parents to share their experiences on social media. Develop referral programs or incentives for word-of-mouth recommendations. Leverage user-generated content to build authenticity and trust. |
| | Content Quality Assurance | Content quality is average. There was an intention to film the classes and show off the students' achievements, but the way of communication was not professional from the images to the design colors. |
| Challenges and Areas for Improvement | Low Interaction Rates | The fanpage struggles with low interaction rates, potentially due to competition from other pages with established quality and reputation. |
| | Fragmented Content | The content lacks focus, and fragmentation may be hindering its effectiveness. |
| | Unprofessional Design | Both content and design elements exhibit a lack of professionalism, impacting the overall attractiveness of the brand. Investing in professional design services and maintaining a consistent visual style can significantly improve the brand's appeal. |
| | Limited Interactions | Fanpage BeLi English encounters challenges with low interaction rates on the fanpage. |
| | Targeted and Focused Content | There is a need to refine content to be more specific and aligned with the target audience. |
| | Disjointed Content Flow | One significant issue is the disjointed content flow across platforms. The lack of consistency in messaging, branding, and content themes results in a fragmented brand image. This inconsistency undermines the establishment of a recognizable and cohesive BeLi English identity. |
| | Unification of Identifier | The unification of the brand identifier is lacking. Logos, color schemes, and overall branding elements need to be standardized across all channels to enhance brand |

| | | recognition and foster a sense of uniformity. |
|---|---|---|
| | Limited Viewer Research | Insufficient research on the demographics and preferences of the channel viewers hampers content relevance. A thorough understanding of the target audience is crucial for tailoring content that resonates with their interests and needs. |

| **Event Management** | | |
|---|---|---|
| Weaknesses | Impromptu Organization | Events are organized in an impromptu manner without a clear timeline or thorough staff training. This approach introduces risks and can compromise the brand's professionalism. A more structured and well-planned event strategy is needed. |
| | Lack of Recaps or Communications | Post-event communications, such as recaps and follow-ups, are lacking. These communications are essential for maintaining engagement, reinforcing brand values, and addressing any concerns or feedback from participants. |
| | Inconsistent Organization | Events are inconsistently organized, failing to effectively convey the spirit and values of BeLi English. A standardized and well-defined event organization process can enhance the brand's image and impact positively. |

| **Website** | | |
|---|---|---|
| Weaknesses | Design and Color Palette | The current color palette lacks attractiveness, which may impact the visual appeal of the website. Consider incorporating vibrant and engaging colors that align with the brand identity, creating a visually appealing and memorable experience for users. |
| | Unclear Call to Action (CTA) Sentences | The CTA sentences on the website lack clarity, making it challenging for users to understand the next steps or desired actions. Clear and concise CTAs are essential for guiding users seamlessly through the website's navigation. |
| | Insufficient Click-Bait Stimulation | Registration buttons fail to stimulate click-bait effectively. Engaging and persuasive language, coupled with visually enticing buttons, is necessary to encourage users to take the desired actions, such as signing up or exploring further. |
| | Cumbersome Description Content | The description content on the website is cumbersome and difficult to grasp. Users may find it overwhelming, boring, or even misleading, leading to potential disinterest. |

| | | Streamlining and simplifying content can improve user comprehension and interest. |
|---|---|---|
| | Information Overload on Landing Page | The landing page contains an excessive amount of information, potentially overwhelming users. An information-rich page, coupled with a vague CTA, can confuse users and hinder effective communication. Prioritizing key messages and providing a more focused user journey can mitigate this issue. |
| | Poor Optimization | While the interface is designed for mobile phones, poor optimization for computer use is evident. Users accessing the website from desktops may encounter challenges, diminishing the overall user experience. A responsive design that caters to both mobile and desktop users is crucial for broad accessibility. |

## 4.2. Bstudy

Bstudy emerges as a transformative force in the realm of English language education, offering an exceptionally effective learning and teaching application for both students and teachers. Personalized, interactive, and highly effective learning is what makes Bstudy stand out as a cutting-edge platform that goes beyond limitations. Its strategic features align with contemporary educational needs, making it a valuable asset for students and teachers alike. (This is an internal document of the enterprise, not made public) As the platform continues to evolve, Bstudy stands poised to further revolutionize English language education. **(See Appendix 5)**

### 4.2.1. Insights
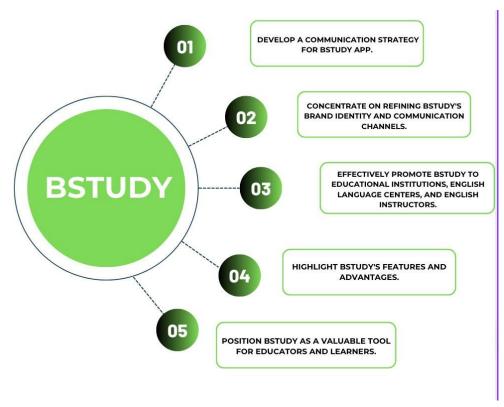
Positioned within a competitive landscape, Bstudy understands the evolving needs of English learners in the country, particularly the demand for practical language skills in both academic and professional contexts (Suputra, n.d.). Acknowledging the significant role of online platforms and mobile technology in English language learning, Bstudy aligns its campaign with the prevalent mobile trends, recognizing the effectiveness of smartphone apps and the increasing popularity of online English learning resources (Bstudy, 2023).

In response to the compelling need for English proficiency in Vietnam, Bstudy tailors its communication strategy to emphasize the practical benefits of language learning, catering to both students and working professionals.

Furthermore, Bstudy's campaign reflects an awareness of the economic and social factors influencing the English training market, including the impact of COVID-19 on the shift to online learning (BMC Medical Education, 2021). By leveraging this insight, Bstudy positions itself as an adaptable and innovative solution provider, meeting the changing needs of learners amid pandemic-induced disruptions.

### 4.2.2. Brief of Our Clients

The client is the CEO of Better Life Organization, a visionary leader committed to enhancing educational opportunities and empowering individuals through language learning. With a focus on creating positive social impact, the CEO envisions leveraging innovative solutions to address the evolving needs of learners, particularly in the context of English language proficiency in Vietnam. The CEO aims to implement a robust communication campaign for Bstudy, aligning with the Better Life Organization's mission to provide accessible and impactful education. The primary goal is to enhance brand awareness and promote Bstudy 2.0, a transformative educational platform set to launch in December 2023. The client seeks a campaign that not only highlights Bstudy's advanced features but also emphasizes its role in reshaping the online learning landscape.



Client Brief for Bstudy

| Client's Key Requirements | Description |
| --- | --- |
| Brand Image | The client seeks an enhanced brand image for BeLi English with a particular emphasis on a clean and professional identity for customer presentation. The objective is to redesign the social media channels (Facebook & Instagram) to be visually appealing yet suitable for the B-B audience, comprising schools, teachers, and centers. This aligns with the strategic content routing targeting the educational sector. Additionally, in response to these requirements, the team will develop a comprehensive company profile, strategically crafted for effective pitching purposes. |
| Brand Awareness | Increase awareness of Bstudy and its innovative features in the educational technology market. |
| Strategic Positioning | The client expects the communication campaign to strategically position Bstudy 2.0 as a comprehensive and integrated educational platform. Emphasis should be placed on its capacity to replace popular learning applications like Quizizz, Bamboozle, and Quizlet. |
| Features Showcase | The CEO desires a detailed showcase of Bstudy 2.0's features, emphasizing its flexibility in quiz creation, engaging educational games, and interactive exercises for vocabulary building. The campaign should underscore how these features contribute to a diverse and cross-platform learning experience. |
| Social Impact Narrative | As the CEO is deeply committed to social impact, the communication campaign should weave a narrative around how Bstudy 2.0 contributes to positive educational outcomes, aligning with the broader goals of Better Life Organization. |
| Target Audience Engagement | The campaign should be tailored to resonate with the diverse needs, preferences, and aspirations of the Vietnamese audience, both students and educators. Understanding the insights gained from the English training market, the need for language proficiency, and mobile learning trends is crucial in crafting effective messages. |
| Launch Readiness | Considering the impending launch of Bstudy 2.0 in December 2023, the campaign should create anticipation and excitement among the target audience. It should also communicate the readiness and reliability of the platform. |

| Integration with Organizational Goals | The client expects the communication campaign to seamlessly integrate with the organizational goals of Better Life Organization. This includes promoting education, skill development, and creating opportunities for a better life through language proficiency. |
|---|---|

### 4.2.3. Context of Bstudy

Bstudy, an integral part of the Better Life Education and Training Corporation, operates within a reputable educational organization with extensive experience in training and education. Bstudy represents the intersection of education and technology, offering modern, creative learning, and teaching solutions for both educators and learners (Bstudy, 2023).

The application is designed to provide interactive, flexible, and personalized learning experiences, enriched with diverse educational content and advanced interactive tools. Notably, Bstudy extends its impact beyond student learning to create smart classroom management tools, facilitating effective and convenient organization, management, and evaluation of the teaching process for educators (Bstudy, 2023).

The passion for creating advanced and innovative learning experiences is evident in Bstudy's achievements within its first six months of operation. (Excerpted from internal company documents, not made public) With 1600 students actively using the application and a cumulative vocabulary exceeding 68,000, Bstudy has demonstrated its effectiveness in delivering diverse and rich educational content. The recurring usage rate of 60% attests to the platform's stability and user engagement. Over 100 teachers have leveraged the application to enhance the teaching process, and more than 30 schools and centers have adopted Bstudy, showcasing its influence across various educational institutions. A remarkable 30% paid account ratio and a Monthly Transaction Value (GMV) exceeding 28 million underscore Bstudy's market adoption and potential for further growth. These accomplishments affirm Bstudy's mission of providing innovative and effective educational solutions, emphasizing its commitment to advancing the realms of education and technology for the betterment of both educators and students.

### 4.2.4. Customer Analysis

Bstudy, an Exceptionally Effective English Learning and Teaching Application, strategically targets students, English teachers, and educational institutions, offering a versatile and advanced English learning and teaching application. The application's adaptability, user-centric features, and focus on technological integration position it as an effective tool for diverse educational needs.

| Categories | School owner, English center owner (Business) | | Student, Teacher (Customer/ User) |
|---|---|---|---|
| **Geography** | | | |
| Region: Vietnam City: City suburbs and neighboring provinces | | | |
| **Demographics** | | | |
| Age | 25 - 50 | 9-24 | 25-50 |
| Genders | All | | |
| Academic Level | Pedagogical qualifications | Student | Pedagogical qualifications |
| **Psychology** | | | |
| Lifestyle | **Balanced Work-Life Integration**: Supports teachers in managing their professional responsibilities effectively while maintaining a healthy work-life balance. | **Energetic Lifestyle:** Geared towards students juggling academic responsibilities, extracurricular activities, and a desire for language proficiency. | **Healthy lifestyle:** focusing on long-term goals, and having clear living ideals. There are still ideas from previous generations |

| Hobbies | **Professional Development:** Assumes a dedication to continuous learning and professional development among educators. | **Digital Engagement and Learning:** Assumes an interest in digital engagement as a leisure activity, aligning with the modern lifestyle of students. | **Creative studies:** Applying the best and most advanced teaching methods to their students makes students love learning more |
|---|---|---|---|
| Needs | **Effective Teaching Tools:** Provides resources for lesson planning, interactive teaching, and smart classroom management to enhance the overall teaching experience. | **Language Proficiency for Academic Success:** Students seek effective language learning tools to excel academically and improve their communication skills. | **New teaching methods:** update the most advanced and most useful teaching methods so that students can absorb lessons more easily |
| **Behaviours** | | | |
| | **Integration into Teaching Practices:** Educators seamlessly integrate the application into their teaching methodologies for improved outcomes. | **Regular App Usage:** Students engage with the application consistently, incorporating language learning into their daily routine. | **Choosing and Purchasing Educational Resources:** choose the best and best textbooks, bringing a lot of useful knowledge |
| | **Utilizing Bstudy for Professional Growth:** Teachers will leverage English Learning Apps as a resource for continuous professional development, exploring new teaching methods, and staying updated on language education trends. | **Active Participation in Exercises:** Students actively participate in interactive exercises, quizzes, and games embedded in the application for a dynamic learning experience. | **Using technology in teaching:** choosing applications that support learning in an effective and enjoyable way for students |
| | **Utilizing Communication Tools:** | **Exploring Various Application** | **Search for academic communities:** search for |

| | | |
|---|---|---|
| Teachers use communication tools within the application to facilitate effective communication with students, fostering a collaborative learning environment. | **Features:** Students passionately explore the diverse features offered, including quizzes, games, and vocabulary-building exercises, to gain a holistic language learning experience. | reputable learning communities so students can exchange and improve their knowledge |

### 4.2.5.    Competitors Analysis

In the vibrant landscape of English learning applications, Bstudy emerges as a contender with a distinctive approach that places it at the forefront of innovation. Bstudy's competitive advantage lies in its innovative approach, leveraging technology for a comprehensive learning experience. While competitors excel in specific areas such as user base, pronunciation, or memory-focused learning, Bstudy aims to carve its niche by offering a holistic platform that combines advanced technology with effective teaching methods. Continued innovation and a focus on personalized learning will be key for Bstudy's success in this dynamic market. Bstudy sets itself apart through an innovative and interactive learning experience, incorporating cutting-edge technologies such as artificial intelligence (AI) and data analytics. The emphasis on personalized learning solutions distinguishes Bstudy from its competitors, providing users with a tailored educational journey.

| Competitors | Analysis |
|---|---|
| Duolingo | Duolingo, a giant in the industry with over 500 million users worldwide, boasts a substantial market share. Its success is attributed to a game-based learning approach that captivates users, making language acquisition both engaging and effective. The combination of a broad user base, established brand presence, and free access contributes significantly to Duolingo's widespread popularity. |
| Memrise | Memrise adopts a memory-based learning methodology, utilizing images, audio, and video to enhance vocabulary and grammar retention. The application's strengths lie in its effective memory-focused techniques, multimedia-rich content, and a global user engagement strategy. Memrise successfully caters to learners seeking a comprehensive and engaging language learning experience. |
| Busuu | Busuu distinguishes itself by offering interactive courses tailored to individual learning goals, fostering a vibrant user community for |

| | |
|---|---|
| | collaborative learning. The platform's strengths include diverse course offerings, interactive learning features, and a large and engaged user community. Busuu's commitment to interactive language education positions it as a key player in the market. |
| ELSA Speak | ELSA Speak specializes in English pronunciation, utilizing advanced voice recognition technology to assist learners in achieving native-like proficiency. The application's strengths lie in its pronunciation-centric approach, technological innovation, and a nuanced focus on language intricacies. ELSA Speak stands out as a unique solution for learners prioritizing pronunciation mastery. |
| TFLAT | TFLAT caters specifically to Vietnamese learners, providing diverse English lessons suitable for various proficiency levels. The application's strengths include a targeted approach to the Vietnamese audience, diverse lesson offerings, and alignment with local communication needs. TFLAT's specialized focus sets it apart as a valuable resource in the Vietnamese market. |

### 4.2.6. Brand Positioning

| Categories | Description |
|---|---|
| **Unique Selling Proposition (USP)** | |
| Multi-function integration | The Bstudy application is intended for the target audience of teachers and students, both of whom have the right to use the app as a teaching and learning application. |
| **SWOT Analysis** | |
| Strengths | 1. Easily manage the quality of education, measure student learning effectiveness, and have a ranking table for students<br><br>2. Features of assigning homework online and controlling students' scores through the application<br><br>3. All features of the app are completely free: The entire application and all basic features such as assigning assignments, controlling scores, and student rankings are free, facilitating students and teachers.<br><br>4. Create a passive income source for teachers: Create opportunities for teachers to earn income through opening student management classes on the app, introducing new users or other educational organizations to the app |

| | |
|---|---|
| Weaknesses | 1. Brand recognition is not high:The brand lacks prominence compared to competitors, impacting overall recognition.<br><br>2. The website is still sketchy and the design is not eye-catching<br><br>3. UI/UX is not user-friendly<br><br>4. Limited Programs: The app lacks diversity in programs, limiting the range of offerings.<br><br>5. There are no clear statistics on student effectiveness after using the app |
| Opportunities | 1. Easily promote images to target audiences because the application has no direct competitors<br><br>2. The need to self-study English on online applications is increasing<br><br>3. The need for teachers to find online apps to help manage students and assign homework is increasing. |
| Threats | 1. Interface Competitiveness: Ensuring the app's interface remains competitive and engaging compared to rival platforms.<br><br>2. Brand Recognition Challenges: The challenge of establishing clear brand recognition in a competitive market.<br><br>3. Interface Competitiveness: Ensuring the app's interface remains competitive and engaging compared to rival platforms. |

### Market Positioning

Bstudy positions itself as a locally attuned English learning app, leveraging its cultural insight to provide a unique and effective learning experience. The focus on user connectivity and efficient student management tools reinforces its commitment to a seamless educational journey.

### Comparison with Competitors

While Bstudy competes with global giants, its emphasis on cultural understanding and effective student management sets it apart. Duolingo and Memrise may have broader user bases, but Bstudy's localized approach gives it an edge in meeting the specific needs of Vietnamese learners. In addition, Duolingo is a learning and translation application and

| Communication Situation | Analysis |
|---|---|
| Limited Media Channels and Fragmented Content | Bstudy primarily relies on a single media channel, limiting its reach and potential audience engagement. Additionally, the content posted on this channel appears fragmented, lacking a cohesive and strategic approach. |
| Unprofessional Content and Design | The content and design on the existing media channel exhibit unprofessionalism, potentially impacting the brand's image. A more polished and professionally curated content strategy, complemented by visually appealing design elements, is essential for establishing credibility. |
| Undefined Target Audience | The lack of clarity regarding the target audience raises concerns about the effectiveness of the communication strategy. Identifying and understanding the target demographic is crucial for tailoring content and engagement strategies to meet specific audience needs and preferences. |
| Unclear Posting Frequency | The posting frequency on the channel is unclear, leading to inconsistency in content delivery. A well-defined and consistent posting schedule is vital for maintaining audience interest and regular engagement. |
| Landing Page Development | A dedicated landing page was designed and launched to effectively advertise the app. The landing page has highlighted key features, benefits, and include a clear call-to-action for app downloads. |

# CHAPTER 3. PROJECT PLANNING

# 1.    OVERVIEW OF MASTER PLAN
## 1.1.    Our Goals And Objectives
### 1.1.1.    Our Long-term Goals

The Communication Campaign for Better Life Organization has a long-term goal of boosting the brand awareness of Better Life. This initiative focuses on two subsidiary companies, BeLi English and Bstudy, which align with the organization's overall vision. The project aims to support the creation of an interconnected education system, fostering a holistic learning experience for young individuals, particularly in English language acquisition. Going beyond language proficiency, the organization seeks to promote essential soft skills crucial for personal and professional development. The ultimate objective is to establish a strong brand presence for

BeLi English and Bstudy, positioning them as integral components within the educational ecosystem. This strategic move contributes to the broader mission of Better Life Organization, which is dedicated to empowering individuals through comprehensive and interconnected learning opportunities.

### 1.1.2.    Beli English Communication Objectives

Communication objectives for BeLi English would typically focus on creating awareness, building a positive brand image, and encouraging engagement among the target audience. By aligning communication objectives with these project goals, BeLi English can effectively position itself as a leading English center with a focus on quality education at an affordable cost, fostering increased awareness, engagement, and positive brand perception among the target audience.

| Objective | Description |
|---|---|
| Brand Identity Enhancement | Strengthen and enhance the overall brand identity of BeLi English to reflect its commitment to good, progressive educational quality at a low cost. |
| | Develop and implement a comprehensive brand identity strategy that includes consistent visual elements, messaging, and values across all communication channels. |
| Uniform Brand Image | Establish a uniform brand image characterized by a professional, modern, and approachable style. |
| | Ensure consistency in design elements, color schemes, and tone of communication across various platforms, including website, social media, and promotional materials. |
| Optimized Communication Effectiveness | Optimize the effectiveness of communication products, message content, and activities to resonate with the target audience. |
| | Conduct regular assessments of communication materials, refining content based on audience feedback, and ensuring alignment with the evolving educational landscape. |
| Increased Interaction Level | Foster higher levels of interaction between BeLi English and its audience to create a dynamic and engaging learning environment. |
| Enhanced Recognition | Increase recognition levels by making the target audience more interested in BeLi English. |

### 1.1.3. Bstudy Communication Objectives

Bstudy is an English learning application that makes it easier for learners to learn vocabulary. The application can also connect with teachers to make the learning process easier. By focusing on these communication objectives, Bstudy can establish itself as a user-friendly English learning application with a strong social media presence, fostering increased awareness, engagement, and adoption among both students and teachers.

| Objective | Description |
|---|---|
| Brand Identity Enhancement | Develop a brand identity for Bstudy that is perceived as friendly and approachable, aligning with the application's goal of making teaching and learning English easier. |
| | Design a visually appealing mascot that conveys a friendly and approachable vibe. Incorporate relatable language and imagery in all communication materials. |
| Content and Image Communication Plan on Social Media | Develop and implement a comprehensive communication plan for content and images on social media channels to engage and educate the target audience. |
| Increased Awareness and Interaction on Social Media | Increase awareness and interaction levels on social media channels to expand Bstudy's reach and engagement with the audience. |
| Application Promotion to Target Audiences (Students and Teachers) | Spread awareness and promote Bstudy not only among students but also among teachers who can benefit from the application's connectivity features. |

## 1.2. Our Project Big Idea and Key Messages

The big idea for the communication campaign "Creating A Clear Brand Identity and Ensuring Its Consistency via E-Content Strategies' '. This overarching theme establishes a consistent and cohesive brand identity for BeLi English and Bstudy, subsidiaries of the Better Life Organization. Includes three main activities: Media product development, communication activity alignment, media quality reinforcement.

| Categories | Analysis |
|---|---|
| Theme and Concept | The central theme for this project revolves around "Creating Uniformity of Brand Image." This concept aims to establish a consistent and cohesive brand image for BeLi English and Bstudy, subsidiaries of the Better Life Organization. The objective is to convey standardized brand messages, ensuring a unified and impactful representation across all communication channels. |
| Brand Identity | **Repositioning as a Innovative Educational Brand**: The big idea focuses |

| | |
|---|---|
| Reshaping | on reshaping BeLi English and Bstudy's identity beyond a conventional language organization. It positions the organization as a comprehensive and innovative educational brand, suggesting a broader scope of offerings.<br><br>**Core Values Communication:** By highlighting core values such as innovation, youthfulness, professionalism, and quality, the campaign aims to communicate the principles that define Better Life. This contributes to a clearer and more resonant brand identity. |
| Enhancing Brand Consistency | **Consisting With Core Values:** The big idea introduces and emphasizes core values, providing a consistent message across various communication channels. This helps in creating a unified and recognizable brand image. The inclusion of "at a reasonable price" aligns with the practical considerations of the target audience. It communicates that Better Life is committed to quality education without compromising affordability. This strategy makes it easier for the audience to pay more attention to the services that Better Life provides. |

**Key Messages**

Our project key messages collectively project Better Life as an innovative, quality-focused, and comprehensive educational brand. They appeal to the target audience's desire for a modern, engaging learning environment and emphasize the broader educational benefits beyond language proficiency.

| Key Messages | Description |
|---|---|
| Creative Innovation | 1. Better Life embraces creative and modern teaching methods:<br>This message positions Better Life as a forward-thinking institution, adapting modern pedagogical approaches. Creative innovation is innovation in image and creativity in content. Deliver quality communication products to target audiences.<br><br>2. Innovative approaches to solidify language foundations and foster holistic development:<br>- Highlighting innovation in language education reinforces the idea that Better Life is at the forefront of educational advancements. The emphasis on holistic development indicates a commitment to nurturing well-rounded individuals. |
| Improving Quality | 1. Commitment to quality education:<br>- This message establishes Better Life's commitment to excellence, emphasizing the pursuit of educational quality. It communicates a dedication to providing a superior learning experience. |

| | |
|---|---|
| | 2. Providing English teaching services with a focus on comprehensive development:<br>- This reinforces the idea that English teaching is a part of a larger educational journey. By promoting creativity and critical thinking, Better Life positions itself as a place where students not only acquire knowledge about English but also develop essential life skills. The integration of solid knowledge with creative methods suggests a balanced and comprehensive educational approach. This combination aims to make learning not only effective but also engaging. |

### 1.3. Project Key Concept

The primary focus of Project Key Concept is to imbue professionalism in providing scholarly, reliable information in a familiar, easy-to-understand, and friendly style. This strategic approach aims to facilitate better engagement with the target audience, fostering a positive and lasting impression of the Better Life Organization brand.

| Categories | BeLi English | Bstudy |
|---|---|---|
| Brand Archetype | BeLi English adopts the brand archetypes of Caregiver and Creator. As a Caregiver, it seeks to nurture and support learners in their English language journey. Simultaneously, as a Creator, it emphasizes innovation and creativity in the educational process. | Bstudy embodies the brand role models of The Everyman and The Caregiver. These archetypes collectively contribute to creating a brand that is relatable, authoritative, and nurturing. |
| Content Format | Video; Images and Graphics; Textual Articles; Quizzes and Games; Live and Q&A; Learning Library; & Interactive Content | Video; Images and Graphics; Articles; Learning Library; Interactive Content |
| Brand Tone | Dynamic and Youthful; Positive and Encouraging; Close and Friendly; Instruction and Learning; Encouraging and Engaging; Adaptable to Content; Respectful and Trustworthy | Professional and Reputable; Adaptable Content; Close and Friendly; Respectful and Trustworthy; Encouraging and Engaging; Dynamic and Youthful |
| Color | + Blue ( #8ecae6 )<br>+ Light blue ( #219ebc )<br>+ Dark blue ( #023047 )<br>+ Yellow orange ( #ffb703 ) | + Dark green ( #66AE36 )<br>+ Bright dark green (#73C22F )<br>+ Green banana (#A3E868)<br>+ Dark brown (#B4742C) |

| | | |
|---|---|---|
| | + Dark orange ( #fb8500 ) | + Light brown ( #DB9E67 ) |

## 1.4. Project Timeline

| Categories | BeLi English | Bstudy |
|---|---|---|
| Brand Archetype | BeLi English adopts the brand archetypes of Caregiver and Creator. As a Caregiver, it seeks to nurture and support learners in their English language journey. Simultaneously, as a Creator, it emphasizes innovation and creativity in the educational process. | Bstudy embodies the brand role models of The Everyman and The Caregiver. These archetypes collectively contribute to creating a brand that is relatable, authoritative, and nurturing. |
| Content Format | Video; Images and Graphics; Textual Articles; Quizzes and Games; Live and Q&A; Learning Library; & Interactive Content | Video; Images and Graphics; Articles; Learning Library; Interactive Content |
| Brand Tone | Dynamic and Youthful; Positive and Encouraging; Close and Friendly; Instruction and Learning; Encouraging and Engaging; Adaptable to Content; Respectful and Trustworthy | Professional and Reputable; Adaptable Content; Close and Friendly; Respectful and Trustworthy; Encouraging and Engaging; Dynamic and Youthful |
| Color | + Blue ( #8ecae6 )<br>+ Light blue ( #219ebc )<br>+ Dark blue ( #023047 )<br>+ Yellow orange ( #ffb703 ) | + Dark green ( #66AE36 )<br>+ Bright dark green (#73C22F )<br>+ Green banana (#A3E868)<br>+ Dark brown (#B4742C) |

## 2. BELI ENGLISH COMMUNICATION PLAN (See Appendix 2)

### 2.1. Big Idea and Key Message

#### 2.1.1. Big Idea

"Creating A Clear Brand Identity and Ensuring Its Consistency via E-Content Strategies"

This overarching theme establishes a consistent and cohesive brand identity for BeLi English and Bstudy, subsidiaries of the Better Life Organization.

- Media Product Development: Create synchronized and cohesive media products to convey standardized brand messages.
- Communication Activity Alignment: Implement consistent strategies across various communication channels to reinforce a unified brand identity.
- Media Quality Reinforcement: Strengthen the quality of communication processes to ensure a standardized and impactful brand representation.

#### 2.1.2. Key Message

"Learn the most, no worries about cost" (Học vui hết ý, không lo chi phí)

The key message of BeLi English, encapsulated in the phrase "Learning has fun, no worries about costs," conveys the essence of a positive and affordable learning experience. This message emphasizes that the process of learning English at BeLi is enjoyable, engaging, and devoid of financial concerns. It highlights the commitment to providing a fun and interactive educational environment without imposing burdensome costs, aiming to make language learning accessible and stress-free for students. The phrase reflects BeLi English's dedication to combining the elements of enjoyment and affordability in its approach to language education.

## 2.2. Key Concept

| Categories | Description |
|---|---|
| **Brand Archetype** | |
| Caregiver | Beli English prioritizes students' well-being with close care and support throughout their learning journey. The center aims to create a nurturing environment, ensuring students feel secure and confident in their progress. |
| Creator | Beli English emphasizes creativity and innovation. They continuously develop unique content and learning activities, bringing fresh and imaginative ideas to provide an engaging and effective learning experience for their students. |
| **Content Format** | |
| Video | Leverage the power of video to introduce BeLi, offer English tutorials, share engaging stories, and create educational games. The visual medium enhances message delivery and captures audience attention effectively. |
| Images and Graphics | Utilize visually appealing images and graphics to represent BeLi's brand and products. Engaging visuals should be relevant, fun, and resonate with the target audience. |
| Textual Articles | Create quality articles covering English, education, and related topics to enhance BeLi's reputation and attract learners. The content should be informative and valuable to the audience. |
| Quizzes and Games | Implement quizzes, games, and contests with prizes to increase customer engagement. This strategy fosters interaction and sustains interest in BeLi's platform. |
| Live and Q&A | Use live sessions for Q&A with English instructors or experts. This fosters engagement, addresses audience queries, and establishes a direct connection with learners. |

| | |
|---|---|
| Learning Library | Develop an online learning library with diverse English learning resources, including documents, books, and videos. This adds value for customers, encouraging them to revisit the platform regularly. |
| Interactive Content | Promote audience interaction through interesting posts, opinion polls, and discussions. Create a sense of community and engagement around BeLi's educational content. |
| **Brand Tone** | |
| Fun and Youthful | Infuse a cheerful and youthful tone that appeals to both adults and children. Use language that is friendly, easy to understand, and fosters a connection with the audience. |
| Positive and Encouraging | Maintain a positive and encouraging tone, motivating customers to participate in English learning and entertainment activities through BeLi. |
| Close and Friendly | Establish a close and friendly tone, particularly for student customers. Use sincere and relatable language to build a connection with learners. |
| Instruction and Learning | Adopt an instructional tone suitable for both adults and children. The language should facilitate easy absorption and application of English knowledge. |
| Dynamic and Youthful | Reflect dynamism and youthfulness in the tone, aligning with the interests and lifestyle of the 13 to 40-year-old age group. Use vibrant and energetic expressions. |
| Close and Loving | Cultivate a tone that is close and loving, positioning BeLi as a trustworthy companion supporting learners in their English journey. |
| Encouraging and Engaging | Foster an encouraging and engaging tone to sustain learner interest and motivation in educational and entertainment activities. |
| Adaptable to Content | Tailor the tone to each content type and topic on the fanpage. Match the tone to the nature of the content, ensuring appropriateness for various audience segments. |
| Communicate Values and Commitment | Convey BeLi's values and commitment to supporting English learning and personal development. Use positive language to highlight the benefits BeLi brings to its customers. |
| Uniform and Unified | Maintain a uniform and unified tone across all platforms to build recognition and trust in the BeLi English brand. |
| Respectful and Trustworthy | Ensure the tone is respectful and trustworthy, prioritizing customers' interests and needs in message delivery. |

| **Content Styles Recommendations for Content Development** | |
|---|---|
| Simple and Easy to Understand | Utilize language that is simple and easy for children to understand. Avoid complex and confusing words to ensure clear communication of messages. |
| Professional and Academic | Maintain a professional and academic tone in articles and content related to English learning and certification exams. This approach ensures information is conveyed appropriately, clearly, and reliably. |
| Inspire | Infuse encouraging and inspirational language to motivate children in their learning and development journey. Inspire a positive attitude towards the challenges of learning English. |
| Encourage and Motivate | Use words that actively encourage and motivate customers, particularly children, in their English learning and preparation for certification competitions. Cultivate confidence and sustained interest in the learning and practice process. |
| Stimulate Curiosity | Craft words and stories that stimulate children's curiosity, fostering a desire to learn and explore further. Engage their natural sense of wonder to enhance the learning experience. |
| Emotional Connection | Establish an emotional connection with children through close and loving words. Create a sense of closeness and trust, ensuring a supportive and caring environment for their learning journey. |
| Instructions and Explanations | Provide clear and detailed instructions and explanations regarding skills and details related to learning English and English certification exams. Enhance customers' understanding of the exam review and preparation process. |
| Praise and Encouragement | Incorporate praise and encouragement when children successfully complete learning tasks. This positive reinforcement builds confidence and motivation to persist in their learning endeavors. |
| Promoting Learning | Use language that actively promotes learning and ignites passion for improving English skills. Cultivate enthusiasm for achieving high scores on exams and fostering a continuous commitment to learning. |
| Accurate and Reliable Information | Ensure the use of accurate and reliable language when conveying information related to English learning and certification competitions. Avoid the inclusion of inaccurate or speculative information to maintain trust and credibility. |
| **Language to be Needed in Content Development** | |
| Simple and easy to understand | Use simple and easy-to-understand language, avoid using complex and confusing words to convey the message clearly to the target audience. |

| | |
|---|---|
| Inspire | Use encouraging and inspirational language to motivate children to strive to learn and develop. |
| Compliments and encouragement | Use praise and encouragement when children successfully complete learning tasks, helping them feel confident and motivated to keep trying. |
| Emotional attachment | Use close and loving words to connect emotions, create closeness and trust. |
| Respectful and trustworthy | Tone of voice should be respectful of the target audience and trustworthy. Put customers' interests and needs first in conveying messages. |
| Communicate value and commitment | Beli's tone of voice should convey the brand's values and commitment to supporting English learning and personal development. Use positive and affirming language to demonstrate the commitment and benefits that Beli brings to customers. |
| **Language to be Avoided in Content Development** | |
| Offensive Language | Avoid the use of offensive, violent, or inappropriate language for children. Steer clear of words like "bad" or "disgusting" that may be inappropriate for their age. |
| Off-Topic Language: | Refrain from using off-topic language that is not related to IELTS. This helps maintain focus and prevents confusion among customers. For instance, avoid messages like "Welcome to the Beli for IELTS fanpage, which provides information about studying abroad and working abroad!" |
| Complex Language | Steer clear of language that is overly complex and difficult for the audience to understand. Avoid using complicated terms or phrases that may hinder their comprehension. |
| Confusing Language | Avoid the use of confusing language or complex technical terms that are not easily understood by customers. |
| Threatening Language | Stay away from threatening, negative, or fear-inducing language that may make children feel scared or worried. Avoid expressions like "if you don't study well, you will fail." |
| Negative Language | Refrain from using negative language or making negative comments about the IELTS exam preparation. Ensure that communication is encouraging and motivational |
| Language Not Appropriate for Children | Avoid language and content that are not suitable for children. Ensure that posts and content are age-appropriate, avoiding sensitive issues or content inappropriate for their age. |
| Excessive | Steer clear of excessive promotional and sales language. Focus on |

| | |
|---|---|
| Advertising and Sales Language | providing useful information and support for IELTS preparation rather than overemphasizing enrollment |
| Complicated Technical Language | Avoid using complex technical language that may not be suitable for children. Opt for language that is easy for them to understand and absorb, avoiding terms like "equation," "function," or "law." |
| Unrealistic Promises | Refrain from making unrealistic promises about achieving high scores in IELTS. Ensure the transmission of truthful and objective information about the exam. |
| **Colors** | |
| Blue (#8ecae6) | This is the main color, representing lightness and closeness. The spirit of freedom and creativity is embodied in this color, as it allows for an open and unrestrained perception. The high white ratio makes it versatile for combining with various tones. |
| Light Blue (#219ebc): | Complementing the main blue, the light blue shade adds depth and variation. It contributes to the overall sense of freedom and creativity while maintaining a harmonious blend within the color scheme. |
| Dark Blue (#023047): | Adding contrast and depth, the dark blue shade provides a grounding element to the palette. It ensures that the brand maintains a balanced and visually appealing identity. |
| Yellow-Orange (#ffb703): | Associated with cheerfulness, joy, and energy, yellow-orange brings optimism and warmth to the brand. It creates a positive and vibrant impression, fostering a sense of confidence and joy. |
| Dark Orange (#fb8500): | Reflecting vibrancy, enthusiasm, and determination, dark orange adds a touch of boldness to the color palette. It signifies creativity and a spirited approach to fun activities, aligning with the brand's dynamic nature. |
| **Media channel** | |
| Facebook | Fanpage: Anh ngữ BeLi English |
| Website | Website BeLi English |
| Hashtag | #belienglishforkids |

## 2.3. Key Activities

| Activities | Description |
|---|---|
| Fanpage: "Anh Ngữ BeLi English" ||
| Plan a Long-term Media Campaign | - Develop a strategic plan for continuous media campaigns on the "BeLi English" fanpage.<br>- Identify themes, content types, and posting schedules for sustained engagement. |

| Change Brand Identity | - Oversee the rebranding process, including logo redesign, color palette updates, and visual elements.<br>- Ensure a smooth transition and consistent application of the new brand identity across platforms. |
|---|---|
| Fanpage Administration | - Regularly manage and update the fan page with relevant content.<br>- Engage with the audience, respond to comments, and address inquiries to maintain a vibrant online community. |
| Create Media Posts to Increase Brand Awareness | - Develop engaging and informative media posts aligned with the brand positioning and marketing goals.<br>- Utilize a variety of content types, such as videos, images, and text, to cater to different audience preferences. |
| Designing Media Publications | - Design visually appealing publications for both online and offline media to enhance brand visibility.<br>- Ensure consistency with the new brand identity in all media publications. |
| Website Design and Administration | - Oversee the design and maintenance of the BeLi English website.<br>- Ensure the website reflects the updated brand identity and provides a seamless user experience. |
| **Event Assistance** | |
| Extracurricular experience at Erahouse science park | In charge of post-media, filtering photos, editing photos and creating articles to recap events |
| Promotional Events at preschools | To promote the newly opened center in Mai Lam to children |
| English olympic golden bell ringing Event | In charge of post-media, video editing and content creating to recap event |
| "Foreigner Hunting" Event on Hoan Kiem Lake walking street | In charge of event timeline, communication plan for pre-event and post-event, producing photos and articles to recap the event |
| Mid-autumn Festival Event | Ideas, timeline, communication plan before and after the event Implementing events in Bac Ninh and Mai Lam, take photos, filter photos, edit photos, combine videos and recap event |
| Halloween Event | Develop event timeline, communicate before and after, filter and edit |

| | |
|---|---|
| | photos, recap event |
| **Website** | |
| Website Redesign | - Enhance online presence and user experience.<br>- Update visuals, navigation, and layout for the website. Ensure mobile responsiveness. |
| Website Launch | - Coordinate the launch, communicate new features, and encourage engagement. |
| Multichannel Promotion | - Amplify Website reach through various platforms.<br>- Leverage social media, and cross-promote with the redesigned website. |
| **TVC** | |
| Scriptwriting | - Craft engaging and informative TVC dialogue.<br>- Develop a script that reinforces key messages and resonates with the target audience. |
| Production Planning | - Plan shooting locations, equipment, and scheduling. |
| TVC Filming | - Develop a creative concept, storyboard, and script. Conduct casting and plan production logistics. |
| Video Editing and Post-Production | - Edit video, add special effects, and ensure alignment with the brand's visual identity. |
| Multichannel Promotion | - Implement a multichannel promotion strategy to promote TVC reach through various platforms. |

## 2.4. Communication Timeline

| Stage | Description | Topics of Content | Content Format |
|---|---|---|---|
| Brand Awareness Creation Phase (Beli Plus) - 2 Weeks | Recreating the Beli brand image with consistency in content, meticulous product design, and diverse content formats. The goal is to establish a more professional and polished image in the eyes of customers. | Focus on Beli tips, Beli fun, Beli share, Beli story, and occasional Beli News to engage customers daily. The content aims to tap into the customer's subconscious, leaving a lasting impression of a more professional Beli. | Text, videos, images |
| Interaction Creation Phase | Building on the professional awareness created in Phase | Prioritize Beli talk, Beli challenge, Beli tips, and | |

| | | | |
|---|---|---|---|
| (Beli Connect) - 10 Weeks | 1, this phase emphasizes organizing mini-games and online activities aligned with monthly events (e.g., National Day, School Opening Ceremony, Mid-Autumn Festival, Vietnamese Women's Day, Halloween). The goal is to increase customer interaction with Beli's fan page. | Beli fun to keep customers engaged and involved in various activities. | |
| Push-Up Phase (Beli Beside You) - 2 Weeks | Focus on website development, promote online courses, and increase website traffic. | Focus on topics such as: BeLi Story, BeLi News, BeLi Share. The purpose is to enhance the provision of course information and attract more traffic to the website. | |

### 2.4.1. Time to post

| Time to post | | |
|---|---|---|
| Time | Afternoon from Monday to Thursday: From 1pm to 4pm | Avoid posting too much during business hours from Monday to Friday. |
| Posting frequency | Posting frequency is about 4 posts per week for each fanpage | |

## 2.5. KPI and Measurement Methods

| BeLi English Facebook Page Measurement Index | | | | |
|---|---|---|---|---|
| No | Categories | UNIT | KPI | Objectives |
| 1 | Reach | Reach | 12,000 | Increase Reach and Engagement |
| | Follower | Follower | 800 | |
| | Interactions | React | 3,500 | |
| | New Facebook Page Likes | Like | 500 | |
| | Visits on Facebook | Visit | 5,000 | |

| Website | | | | |
|---|---|---|---|---|
| 2 | Keyword engine search volume | Search per month | 450 | Increase the rate of customers accessing the website, searching for the website and registering for courses on the website |
| | Rate of keyword search for information (BeLi) | Rate | 40% | |
| | Rate of keyword search for transaction (BeLi) | Rate | 40% | |
| | Visit | Visit per month | 100 | |
| | Visit duration | Minute per visit | 3:30 | |
| | Number of pages clicked on per visit | Pages | 3 | |
| TVC | | | | |
| 3 | Reach | Reach | 500 | The goal is to increase access to TVC to convey BeLi's facilities, courses and culture to target audiences. |
| | Impression | Impression | 700 | |
| | Interaction | Engage | 400 | |
| | Likes and reactions | Likes | 300 | |
| | Comments | Comments | 55 | |
| | Share | Share | 100 | |

# 3. BSTUDY COMMUNICATION PLAN (See Appendix 3)

## 3.1. Big Idea and Key Message

### 3.1.1. Big Idea

"Teach Together, Learn Together, Together with Bstudy" (Cùng Dạy, Cùng Học, Cùng Bstudy)
In the contemporary world, the process of learning and teaching has evolved beyond individual actions; it has become a community journey where people connect, share knowledge, and support each other in their personal and professional development. "Teach Together, Learn Together, Bstudy Together" is the foundational idea of Bstudy, creating a dynamic and positive learning community where both teachers and students immerse themselves.

| Teach Together | The Bstudy app is a reliable partner for teachers, who can leverage features such as lesson planning, assigning homework, and grading quickly and conveniently. This makes teaching more efficient and time-saving, allowing teachers to focus on the teaching process and support students more effectively. |
|---|---|
| Learn Together | Bstudy is the perfect companion for anyone looking to learn English easily and for free. With personalized vocabulary sets, pronunciation correction capabilities, and the ability to practice for exams online, Bstudy is not just a typical English learning app; it's an intelligent companion that helps learners enhance their language skills flexibly and effectively. |
| Together With Bstudy | Bstudy is not just an app; it's a companion on your English education journey. With a desire to share knowledge, create a positive learning environment, and support learners every step of the way, Bstudy is not only a tool but also a reliable source of motivation and support. |

From "Teach Together, Learn Together,Together With Bstudy," the emphasis is on solidarity, support, and the power of learning as a community. Bstudy is committed to providing a learning experience that is not only of quality but also meaningful and engaging.

### 3.1.2. Key Message

"Better Education - Better Life"

The phrase "Better Education - Better Life" underscores the crucial role of education in an individual's life. Education not only imparts the knowledge and skills necessary for personal development but also opens up opportunities for career advancement. A quality education system creates knowledgeable and conscientious citizens capable of making positive contributions to society. Bstudy is dedicated to delivering a meaningful and engaging education that contributes to the betterment of individual lives and society as a whole.

## 3.2. Key Concept

| Categories | Description |
|---|---|
| **Brand Archetype** | |
| The Everyman | Bstudy positions itself as a companion and supporter for educators on their teaching and management journey, aiming to enhance the quality of education. |
| The Caregiver | Bstudy will always care about the quality of students' learning and willing to share their difficulties when learning English. |
| **Content Format** | |
| Video | Leverage the power of engaging videos to introduce Bstudy, provide instructions on its usage, and share stories about teachers' experiences with the Bstudy app. Videos visually convey messages and attract customer attention. |
| Images and Graphics | Utilize professional images and graphics to showcase Bstudy's brand and products, ensuring they align with the content to attract the target audience. |
| Textual Post | Write quality articles covering topics related to English teaching, education, and other relevant aspects. These articles enhance Bstudy's reputation and attract educators interested in learning and improvement. |
| Learning Library | Establish an online teaching library with English teaching materials, books, videos, and other educational resources, creating ongoing value for customers and encouraging regular visits to the fan page. |
| Interactive Content | Encourage customer interaction with Bstudy through interesting posts, opinion polls, voting, feedback, etc., fostering discussion and community engagement. |
| **Brand Tone** | |
| Professional and Reputable | As a platform targeting teachers, maintain a professional yet familiar language to build brand reputation. |
| Adapt to Content | Adjust the tone for each type of content and topic. For instructional content, maintain a professional and clear tone, while for fun content, adopt an interesting and humorous tone. |
| Instruction and Learning | Choose a tone that instructs and facilitates learning, helping teachers easily convey English knowledge. |

| | |
|---|---|
| Respectful and Trustworthy | The tone should be respectful and trustworthy, prioritizing teachers' interests and needs in message delivery. |
| Encouraging and Engaging | Maintain an encouraging and engaging tone to keep customers interested and motivated in learning and entertainment activities. |
| Uniform and Consistent | Ensure Bstudy's tone of voice is consistent across all platforms and content, contributing to customer recognition and trust in the brand. |
| **Content Styles Recommendations for Content Development** | |
| Simple and Easy to Understand | Utilize language that is simple and easy for children to understand. Avoid complex and confusing words to ensure clear communication of messages. |
| Professional and Academic | Maintain a professional and academic tone in articles and content related to English learning and certification exams. This approach ensures information is conveyed appropriately, clearly, and reliably. |
| Inspire | Infuse encouraging and inspirational language to motivate children in their learning and development journey. Inspire a positive attitude towards the challenges of learning English. |
| Encourage and Motivate | Use words that actively encourage and motivate customers, particularly children, in their English learning and preparation for certification competitions. Cultivate confidence and sustained interest in the learning and practice process. |
| **Language to be Needed in Content Development** | |
| Quality | This word characterizes the brand's care, effort and commitment to quality education. |
| Commitment | Focuses on the brand's dedication and commitment to providing quality education and student support. |
| Professional | Focus on professionalism in the way the brand communicates and provides services. |
| Community | Delivers a message about building an academic community and positive interaction between students. |
| Engagement | Describes the level of interaction and participation of students in the learning process. |
| Social Responsibility | Refers to a brand's commitment to social responsibility and positive influence in the community. |
| Confident | Confident language helps create a positive environment and strengthens |

| | students' confidence |
|---|---|
| Effort | The language of effort helps build and encourage a spirit of effort in students. It conveys the message that effort is important and can lead to success. |
| Curiosity | The language of learning is often accompanied by a spirit of curiosity and interest. It can stimulate students' natural curiosity and make them want to explore more about the study topic. |
| Explore | Exploratory language is often accompanied by curiosity and excitement. When teachers use this language, they encourage students to seek new knowledge, improve understanding, and motivate learning. |
| **Language to be Avoided in Content Development** | |
| Limit | Avoid using words that create the feeling of limiting students' abilities. Instead, focus on your potential and ability to grow. |
| Inflexible | Avoid using language that creates the impression that the educational program is inflexible or unable to adapt to the diverse needs of students. |
| Mandatory | Avoid using language that makes students feel like learning is an obligation, and instead, focus on positive experiences and personal benefits. |
| Criticize | Avoid using words that criticize or disparage other educational methods without providing reasons or solutions. |
| Benefit | Avoid using language that creates the impression that the brand only cares about its own benefits, instead, focus on the real value it brings to students. |
| Confusing | Avoid using language that makes the message confusing or difficult to understand. |
| Negative | Avoid using negative language that makes children feel self-conscious or not confident about their abilities. |
| Discriminatory | Avoid using language that creates discrimination based on gender, skin color, nationality, or any other factor. |
| Emphasizing Appearance | Avoid using language that makes children feel that appearance is important, instead, focus on the value of learning and personal development. |
| Criticize | Avoid using direct criticism or criticism, instead, focus on suggesting ways to improve and encouraging growth. |

| Colors | |
|---|---|
| Dark Green (#66AE36) | Dark green is a color associated with nature, symbolizing freshness, growth, and renewal. |
| Bright Dark Green (#73C22) | Adding freshness and purity, symbolizing flexibility and openness to receiving new knowledge. |
| Banana Green (#A3E868) | Associated with creativity, optimism, and warmth, representing a friendly and supportive learning environment, creating engagement and trust. |
| Dark Brown (#B4742C) | Associated with consensus, stability, and sincerity, representing certainty, trust, and an unwavering commitment to quality education. |
| Light Brown (#DB9E67) | Bringing warmth, creating a comfortable and friendly atmosphere, symbolizing sharing, connection, and sincerity in the learning community. |
| Media channel | |
| Facebook | Fanpage: Bstudy Việt Nam |
| Instagram | tienganh_allday |
| Hashtag | #bstudy#bstudyvietnam #bstudyvn<br>#english #cunghoc #cungbstudy #learningenglishonline<br>#english #learningenglish |

## 3.3. Key Activities

| Activities | Description |
|---|---|
| Fanpage: "Bstudy Việt Nam" | |
| Plan a Long-term Media Campaign | - Develop a strategic plan for continuous media campaigns on the "Bstudy Vietnam" fanpage.<br>- Define themes, content formats, and posting schedules to maintain audience interest. |
| Change Brand Identity | - Lead the rebranding effort, encompassing logo redesign, color scheme updates, and visual elements.<br>- Ensure a cohesive implementation of the refreshed brand identity across various channels. |
| Fanpage Administration | - Regularly manage and update the fan page with relevant content, announcements, and updates.<br>- Foster engagement through timely responses to comments and inquiries. |

| | |
|---|---|
| Create Media Posts to Increase Brand Awareness | - Generate compelling media posts aligned with the brand's identity and messaging.<br>- Diversify content to cater to different audience preferences and platforms. |
| Designing Media Publications | - Design visually appealing publications for online and offline media, adhering to the new brand identity.<br>- Maintain consistency in media publications to reinforce brand recognition. |
| **Instagram: "tienganh_allday"** ||
| Introduction to App Bstudy | Embarking on the journey on BeLi's Instagram, the first stage focuses on broadly introducing the Bstudy app. Welcome posts and short videos will serve as opportunities to make a strong impression, piquing the curiosity of followers. Positive reviews from users and teachers will highlight the real value that Bstudy brings, building trust within the learning and teaching community. |
| Introducing Features for Teachers | Moving to the second stage, BeLi's Instagram will emphasize how Bstudy supports teachers. Posts will provide detailed insights into lesson planning tools, teaching strategies, and classroom management features. In-depth tutorial videos will help educators understand how to efficiently utilize every feature. Sharing success stories from teachers using Bstudy will add persuasion and motivation. |
| Introducing Features for Students | Finally, the third stage will showcase Bstudy's features aimed at supporting students in their learning journey. Posts and videos will focus on personalizing the learning experience, from personalized vocabulary sets to the ability to practice exams online. Learning challenges will provide an opportunity for students to express and share their experiences, increasing interaction and fostering a positive learning community on BeLi's Instagram. |
| **Mascot** ||
| Design 10 Mascot Designs for Bstudy | - Create a variety of mascot design options aligned with Bstudy's brand personality and values.<br>- Consider feedback and iterate on designs for finalization. |
| Create Content Routes and Publications for Mascot | - Develop content routes and publication strategies featuring the mascot across various platforms.<br>- Leverage the mascot's image to enhance brand recognition and engagement. |
| **Company Profile** ||

| Create a Brand Profile for the Bstudy Brand | - Develop a comprehensive brand profile outlining Bstudy's mission, values, and unique selling points.<br>- Ensure alignment with the refreshed brand identity. |
|---|---|

## 3.4. Communication Timeline

| Stage | Description | Topics of Content | Content Format |
|---|---|---|---|
| Brand Awareness Creation Phase - 2 Weeks | Establishing brand awareness for Bstudy by developing the platform consistently and professionally. The focus is on daily content development, both meticulous and regular, to tap into customers' subconscious perceptions of the brand. | **Facebook**: Emphasize B-fun, B-tips, and intersperse articles about B-share to engage the audience.<br>**Instagram**: Begin creating an Instagram page with viral content, utilizing brand colors and logos to reinforce brand awareness. | Text, videos, images |
| Interaction Creation Phase - 6 Weeks | Building on the professional brand awareness created in Phase 1, this phase focuses on organizing mini-games and online activities to boost customer interaction with Bstudy's social media platforms. | **Facebook**: Highlight B-challenge, B-fun, B-tips, and B-share, with alternately posted articles like B-story.<br>**Instagram**: Launch giveaway mini-games and engaging content to maintain and increase interaction, along with sharing more about Bstudy and BeLi. | |
| Push-Up Phase - 2 Weeks | Introduce commercial activities to enhance Bstudy's positive image, community connections, and engagement. Utilize this phase to secure media coverage, increasing Bstudy's reputation and brand awareness, and potentially running ads to boost sales. | **Facebook**: Alternately use previously introduced topics, selecting those suitable for proposed content. Post booked articles to enhance brand reputation if applicable.<br>**Instagram**: Share more about BeLi and Bstudy, regularly post planned articles to attract maximum followers and interaction, contributing to the page's growing popularity. | |

## 3.5. KPI and Measurement Methods

| Stage | Description | Topics of Content | Content Format |
|---|---|---|---|
| Brand Awareness Creation Phase - 2 Weeks | Establishing brand awareness for Bstudy by developing the platform consistently and professionally. The focus is on daily content development, both meticulous and regular, to tap into customers' subconscious perceptions of the brand. | **Facebook**: Emphasize B-fun, B-tips, and intersperse articles about B-share to engage the audience. **Instagram**: Begin creating an Instagram page with viral content, utilizing brand colors and logos to reinforce brand awareness. | Text, videos, images |
| Interaction Creation Phase - 6 Weeks | Building on the professional brand awareness created in Phase 1, this phase focuses on organizing mini-games and online activities to boost customer interaction with Bstudy's social media platforms. | **Facebook**: Highlight B-challenge, B-fun, B-tips, and B-share, with alternately posted articles like B-story. **Instagram**: Launch giveaway mini-games and engaging content to maintain and increase interaction, along with sharing more about Bstudy and BeLi. | |
| Push-Up Phase - 2 Weeks | Introduce commercial activities to enhance Bstudy's positive image, community connections, and engagement. Utilize this phase to secure media coverage, increasing Bstudy's reputation and brand awareness, and potentially running ads to boost sales. | **Facebook**: Alternately use previously introduced topics, selecting those suitable for proposed content. Post booked articles to enhance brand reputation if applicable. **Instagram**: Share more about BeLi and Bstudy, regularly post planned articles to attract maximum followers and interaction, contributing to the page's growing popularity. | |

# 4.   PROJECT RISK MANAGEMENT

| Risk Identify | Risk Priority | Risk Analyze | Prevention | Precautionary Plan |
|---|---|---|---|---|
| Legal and Ethical Issues | High | Copyright issues related to website design, mascot creation, and media publications. | Conduct a thorough review of all website design elements, mascot designs, and media publications to identify any potential copyright infringements. | Establish a process for addressing copyright concerns promptly, including removing or modifying content if necessary. |
| | | | Stay informed about copyright laws and regulations to ensure compliance. | Conduct regular audits of website content, mascot designs, and media publications to ensure ongoing compliance with copyright laws. |
| | | Potential violation of policies on social media platforms due to sensitive language and images. | Clearly define guidelines for language and images on social media platforms to align with platform policies. | Monitor social media accounts for any policy violation notices and address them immediately. |
| | | | Provide training to the team on copyright laws and social media platform policies. | Seek feedback from legal advisors to assess the organization's adherence to legal and ethical standards. |
| Social Media Crisis | Medium | Potential negative comments, backlash, or controversies on social media platforms that could harm the reputation of Better Life Organization. | Develop a crisis communication plan to address potential issues promptly. | Establish clear guidelines for social media interactions, monitor comments regularly, and have a crisis communication plan in place. |
| | | | Train social media managers on crisis response and moderation. | |
| | High | Potential misinformation | Conduct regular training on responsible social | Maintain an up-to-date crisis communication |

| | | or controversies can lead to a crisis. | media usage. Establish a crisis communication team. Clearly define protocols for addressing misinformation or controversies. | plan. Regularly review and update crisis response protocols. |
|---|---|---|---|---|
| Event Low Attendance | Medium | Events might attract fewer attendees than anticipated. | Implement effective marketing strategies. Offer incentives for early registration. | Have contingency plans for last-minute promotions or engagement activities to boost attendance. |
| | | | Leverage social media and influencers for event promotion. Ensure clear communication about event details. | Monitor registrations closely and adjust strategies accordingly. |
| Low Audience Engageme nt | Medium | Risk of low engagement or interest from the audience. | Conduct audience surveys or pre-event polls to understand preferences. | Have backup entertainment options or engagement activities in case of low audience participation. |
| | | | Plan interactive activities to keep attendees engaged. | |
| | | | Leverage social media for pre-event engagement and excitement. | Encourage real-time audience feedback for adjustments during the event. |
| Website Technical Issues | Medium | Risks related to technical problems during the website redesign process. | Regularly test and troubleshoot technical aspects of the redesign. Hire experienced web developers. Implement a staging environment for testing. | Establish a rollback plan in case of critical technical issues. |
| | | | Back up the existing website before making significant changes. Regularly update and patch website software. | Monitor website performance closely after the redesign. |
| Website | Medium | Potential issues | Involve real users in the | Create a support system |

| | | | | |
|---|---|---|---|---|
| User Experience Challenges | | impacting the user experience on the redesigned website. | testing phase. Address usability concerns promptly. | for users to report issues. Monitor website analytics for user engagement and feedback. |
| | | | Implement responsive design for a seamless user experience across devices. | |
| TVC Production Delays | High | Risks associated with delays in TVC production due to unforeseen circumstances. | Develop a detailed production schedule with buffer times. | Plan meticulously and allocate sufficient time for each production stage. |
| | | | Have contingency plans for unexpected delays. | Regularly review the production schedule and adjust as needed. |
| | | | Communicate timelines clearly to all team members and stakeholders. | Keep an open line of communication between all involved parties to address challenges promptly. |
| Budget Overruns | Medium | Risk of exceeding the allocated budget for media production. | Get detailed quotes from vendors and service providers. Monitor expenses closely during production. | Establish clear budget guidelines and approval processes. |
| | | | Have a financial buffer for unforeseen costs. Reevaluate priorities if budget constraints arise. | Conduct regular budget reviews with the finance team. |
| Mascot Design Approval | Medium | Risks related to the approval process for mascot designs, including potential disagreements or revisions. | Involve key stakeholders in the design review process. Set clear milestones for design approvals. Provide detailed design briefs to the design team. | Establish a feedback loop for design reviews. Have alternative design options prepared in case of disagreements. |
| Mascot Brand Alignment | Medium | Ensuring that the mascot design aligns | Collaborate with the marketing and branding teams for input on mascot | Conduct regular check-ins to ensure ongoing alignment with |

| | | with Bstudy's brand identity and values. | design. Ensure that the design team has a deep understanding of Bstudy's brand identity and positioning. | brand guidelines. Seek input from various departments to validate brand alignment. |
|---|---|---|---|---|
| Manpower Shortage | High | Insufficient staff to handle the various tasks and responsibilities of the campaign. | Determine the required number of staff members for each stage of the campaign based on workload estimates. | Maintain clear staff lists for each stage. Cross-train team members to cover tasks in case of absences or emergencies. |
| Staff Members with Bad Attitudes | Medium | Staff members exhibiting unprofessional behavior or a negative attitude. | Clearly communicate expectations for behavior and professionalism during the campaign. | Provide ongoing training and supervision to ensure all staff members adhere to desired attitude and behavior standards. |
| Internal Members Prevented from Working | High | Team members unable to work due to personal health issues, personal work, or other unforeseen circumstances. | Promote a healthy work environment and encourage team members to prioritize their well-being. | Maintain open communication and ensure that tasks can be handled by multiple team members. Use technology for remote collaboration if necessary. |
| Member's Personal Account | High | A team member's personal account (email, social media) is hacked, potentially compromising sensitive information. | Educate team members about cybersecurity and two-step authentication methods. | Have protocols in place to manage and recover from hacked accounts. Limit access to sensitive information and ensure accounts are promptly secured. |
| Media Production Quality | High | Producing content that lacks creativity, engagement, or relevance to the target audience. | Thoroughly plan and brainstorm content ideas that align with the TV shows' themes and audience preferences. | Constantly review content quality and gather feedback from a diverse team before publication. Be ready to revise or |

| | | | | replace content if necessary. |
|---|---|---|---|---|
| Technical Glitches or Errors in Media Publication | High | Technical issues during content recording, editing, or distribution. | Conduct professional equipment and reliable software for recording and editing. | Have backup equipment available, and thoroughly test content before publishing. If issues occur, fix and re-upload content as soon as possible. |

## 5. ESTIMATED COST

Below is a detailed estimated cost table for implementing the campaign. This table is built based on information collected from clients as well as the group's network relationships from partners and media agencies. Costs are specifically classified to fully reflect all aspects of the campaign, from advertising and media costs to other costs such as events and market research.

Notably, this table is only an estimated cost and will undergo adjustments when the Viva team participates in the campaign. The contribution of the Viva team will adjust the strategy to ensure efficiency and cost in project implementation.

| | Category | Description | Estimated cost (VND) |
|---|---|---|---|
| | **Media Production** | | |
| 1 | Content Creation | Content creation involves developing engaging materials tailored to a specific audience and platform. | 11.120.000 |
| 2 | Graphic Design | Creating visuals, infographics, thumbnails, and promotional materials. | 1.989.000 |
| 3 | Video Editing | Costs for cutting, editing, graphics, and animation video. | 4.400.000 |
| 4 | TVC | Costs for filming and producing TVC of BeLi English | 5.000.000 |
| 5 | Media Equipment | Costs for renting equipment for media production | 2.100.000 |
| | **Brand Management** | | |
| 1 | Logo | Costs for redesigning logo of BeLi English | 4.000.000 |
| 2 | Mascot | Costs for creating and designing mascot of Bstudy | 5.500.000 |
| 3 | Company profile | Cost for copywriting and designing company profile of Bstudy | 6.000.000 |
| 4 | Website UX UI | Costs for coding and redesigning website of BeLi English | 30.000.000 |
| 5 | Brand Identity | Costs for changing brand identity on T-shirt, notebooks, mugs, etc. with a new logo | 15.000.000 |

| | Event Assistance | | |
|---|---|---|---|
| 1 | Printing and Materials | Costs for printing promotional materials, printing kits, and event materials. | 2. 000.000 |
| 2 | Media and communication | Costs for photography, videography, graphic design and copywriting for recapping event | 3.300.000 |
| | **Other** | | |
| 1 | Cost incurred | Buffer for unexpected expenses or changes. | 5.000.000 |
| **Total** | | | **95.409.000** |

# CHAPTER 4. PROJECT EXECUTION

## 1.    BELI ENGLISH PLAN IMPLEMENTATION

To achieve client requirements and at the same time meet  Viva Team's goals, our team built a comprehensive content strategy plan for BeLi, with a key focus on stabilizing owned media channels to create uniformity and enhance brand recognition.

Viva Team has proposed a series of measures to implement this strategy. First, we will redesign the logo and brand colors to ensure uniformity in communicating the message and keep the brand consistent. Second, our team will restructure the content and publications on the Facebook fanpage (BeLi English) to attract customers. Viva Team will also design and rework the content on the website to create brand uniformity, provide complete information and images, making it convenient to reach target customers. For BeLi English's event, our team will deploy a communication strategy on social networking platforms to reach the largest target audience. Finally, the Viva team proposes to produce TVC - a video introducing and advertising BeLi English, with concise, consistent brand content, clearly demonstrating the core values and culture of BeLi English.

### 1.1.    Brand Identity Management
#### 1.1.1.    Production Schedule

| Task | August | | | | September | | | | October | | | | November | | | | December | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 |
| **Website Redesign** | | | | | | | | | | | | | | | | | | |
| Gather requirements and data | | | | | █ | | | | | | | | | | | | | |
| Develop new design concept of Website for BeLi English | | | | | | █ | █ | | | | | | | | | | | |
| Create content & structure | | | | | | | | █ | | | | | | | | | | |
| Design website | | | | | | | | | █ | █ | █ | | | | | | | |

| Task | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Perform testing and debugging | | | | | | | | | | | | | █ | █ | | | | | | |
| Design banner and create detail content | | | | | | | | | | | | | | █ | █ | | | | | |
| Test and revision | | | | | | | | | | | | | | | █ | █ | | | | |
| Launch website and perform post-launch tasks | | | | | | | | | | | | | | | | | | █ | █ | █ |
| **TVC Production** | | | | | | | | | | | | | | | | | | | | |
| Develop ideas and develop scripts | | | | | | | | | | | █ | | | | | | | | | |
| Storyboard | | | | | | | | | | | | █ | | | | | | | | |
| Finalise script | | | | | | | | | | | | | █ | | | | | | | |
| Make a schedule and budget | | | | | | | | | | | | | | █ | | | | | | |
| Filming and sound producing | | | | | | | | | | | | | | | █ | | | | | |
| Editing & post-production | | | | | | | | | | | | | | | | █ | | | | |
| Feedback and revision | | | | | | | | | | | | | | | | | █ | | | |
| TVC promotion | | | | | | | | | | | | | | | | | | █ | | |
| **BeLi English Logo Redesign** | | | | | | | | | | | | | | | | | | | | |
| Identify current trends and best practices | █ | | | | | | | | | | | | | | | | | | | |
| Develop a creative brief | █ | | | | | | | | | | | | | | | | | | | |
| Generate multiple logo design concepts | █ | | | | | | | | | | | | | | | | | | | |

| Task | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Explore different color palettes | ■ | | | | | | | | | | | | | | | | |
| Present to stakeholders for feedback and selection | | ■ | | | | | | | | | | | | | | | |
| Revisions to the selected logo concept | | ■ | | | | | | | | | | | | | | | |
| Fine-tune the color palette | | ■ | | | | | | | | | | | | | | | |
| Obtain final approval | | | ■ | | | | | | | | | | | | | | |
| Generate high-resolution versions of the logo and color palette for different media | | | ■ | | | | | | | | | | | | | | |
| Integrate the new logo and color palette across various touchpoints. | | | ■ | | | | | | | | | | | | | | |
| Update marketing materials, website, social media profiles, etc., with the redesigned visual elements. | | | ■ | | | | | | | | | | | | | | |

### 1.1.2. Work Assignment

| Task | Thuong | Lam | Hoang | Ly | Huyen |
|---|---|---|---|---|---|
| **Fanpage** | | | | | |
| Write content | | | | ■ | ■ |
| Design | | ■ | ■ | | |
| Fanpage administration | | | | | ■ |
| Testing | ■ | | | | |
| **Website** | | | | | |
| Research | ■ | ■ | ■ | ■ | ■ |
| Planning & Monitoring | ■ | | | | |
| Idea Developing | ■ | ■ | ■ | ■ | ■ |
| Copywriter | | | | ■ | ■ |
| Graphic Design | | ■ | | | |
| Photographer | | ■ | ■ | | |
| Communicate with stakeholders | ■ | | | | |
| Testing | ■ | | | ■ | ■ |

| TVC | | | | | |
|---|---|---|---|---|---|
| Proposing brief | ■ | | | | |
| Planning & Monitoring | ■ | | | | |
| Scripting + Storyboard | ■ | | | | |
| TVC production | | ■ | ■ | | |
| Supporter | ■ | | | ■ | ■ |
| Editing & post-production | | ■ | ■ | | |
| **BeLi English Logo Redesign** | | | | | |
| Planning & Monitoring | ■ | ■ | ■ | ■ | ■ |
| Idea Developing | ■ | | | ■ | ■ |
| Graphic Design | | ■ | ■ | | |
| Communicate with stakeholders | ■ | | | | |

**1.1.3.    Website**

**1.1.3.1.    Website Content**

| Home | | | | |
|---|---|---|---|---|
| - Introduction about Intriguing Learning Activities<br>- Three banners:<br>    + Course incentives<br>    + Introduction about Learning Apps - Bstudy<br>    + Introduction about TPR Learning Method<br>- Introduction about Education program with Course objectives & Commitment from BeLi combined with introductory TVC.<br>- BeLi English's achievements<br>- Courses of BeLi English<br>- Teacher profile<br>- Registration form | | | | |
| About BeLi English | Education program | News & Event | Stories of Belier | Recruitment |
| - Short introduction<br>- Established history<br>- Vision, Mission, Goals, Core Values<br>- Registration form | - English for Kids<br>- English for Teens<br>- English for communication<br>- Training course for TOEIC<br>- Training course for IELTS<br>- Tutor 1 and 1 | - Articles about events or news of BeLi English | - Sharings from students<br>- Sharing from parents<br>- Sharings from teachers | - Announcements about recruitments of teachers and officers |
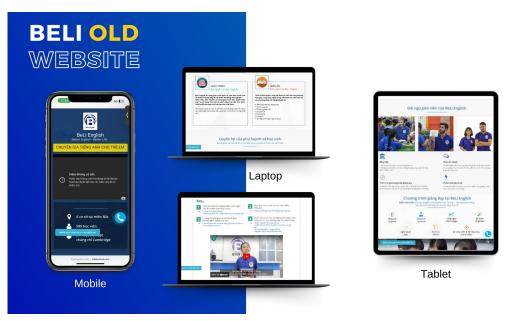
### 1.1.3.2. Website Interface
### 1.1.3.2.1 BeLi English's old website

BeLi English's old website faces several issues. Firstly, being a single-page site, it fails to meet the criteria for an official website, providing a limited and non-comprehensive user experience. The content is poorly organized, making it challenging for users to find information and understand academic programs logically. Additionally, the use of photos with unknown origins poses a risk to the website's reputation and may create a negative impression on visitors. Lastly, the old website lacks clear categorization of study programs, making it difficult for potential customers to fully grasp the learning opportunities offered, thus hindering the ability to attract and retain the target audience.

BeLi English's Old Website: link

BeLi English old website

**1.1.3.2.1 BeLi English's new website**

BeLi English's new website, created by the Viva Team, marks a substantial improvement over its predecessor. The modern design and clear brand identity, featuring a new logo and colors, address past issues. Notable enhancements include detailed content, user-friendly publications with actual center images, and optimized registration forms on all pages. This comprehensive upgrade not only promotes the brand effectively but also ensures a positive and engaging experience for customers.

BeLi English's new website: link

BeLi English new website

### 1.1.4. Logo

#### 1.1.4.1 BeLi English's old logo

BeLi English's old logo was designed with a two-part layout: image and text. The image has a big letter "B" in the middle with a circle surrounding it with a line. Inside the circle are images that represent diamonds. This is not consistent with the core values that BeLi wants to bring for customers; it is "Affordable Price". On the other hand, the diamond pattern has many color bands that are not highly aesthetic and make it difficult to combine with other media publications. The letter "B" in the image inside the logo is in a large, round font while the text layout below uses a thinner font so the brand name "BeLi English" does not stand out. Finally, this old logo only has one version, making it difficult to design multi publications when inserting the logo.

BeLi English's old logo

### 1.1.4.1 BeLi English's new logo

The BeLi English logo concept development encompasses various elements, each contributing to the overall symbolism and representation of the brand.

- **Shape:** The circular form of the logo retains its original shape but undergoes stylization by incorporating two circles with a small tail, enhancing its aesthetic appeal. The circular shape can also represent unity, continuity, and the holistic nature of education provided by BeLi.
- **Letter B:** The letter "B" within the circle is stylized with an upward curve, symbolizing growth and development. This curve signifies progress not only in learning English but also in various aspects of life.
- **Text:** The text component of the logo employs a sans-serif font that communicates modernity, creativity, and flexibility. The choice of a slightly fat font adds a touch of stability to the text, ensuring visibility and making "BeLi English" prominently stand out. This choice not only enhances readability but also conveys a sense of reliability and strength.

BeLi English's new logo

### 1.1.5.   TVC

BeLi English's TVC, developed over six weeks, strategically focuses on promoting the message "Learn the most, no worries about cost" (Học vui hết ý, không lo chi phí) to increase brand awareness and attract target customers. The detailed content covers various aspects of the center, including facilities, curriculum, student achievements, cultural aspects, teaching methods, and staff dedication. Real feedback from students and parents enhances credibility. The TVC visually emphasizes an affordable, engaging, and enjoyable learning experience, featuring bright colors, an open space, diverse characters, and the BeLi English team. The key message centers on BeLi's core values of affordability, enjoyable learning, and guaranteed quality outcomes, encapsulated in the slogan "Learn the most, no worries about cost." **(See Appendix 6)**

### 1.1.5.1.   Production Timeline

| Day | Time | Task |
|---|---|---|
| **Scripting** | | |
| 23/10 | | Meeting with client and team members to reach consensus about TVC big idea and main content<br>Assign and arrange work for members to complete scripting, logistics work and finance |
| 27/10 | | Finish demo script and contact with talents<br>Meetings with client and stakeholders to get revision for the script |
| 1/11 | | Finalize script<br>Plan production and costs<br>Link script |
| 5/11 | | TVC  production |
| 17/11 | | Editing & post-production |
| 18/11 | | Feedback and revision |
| 1/12 | | TVC promotion |

| TVC | | |
|---|---|---|
| 5/11 | Morning | General Introduction<br>- Wide shot of the center from a distance or aerial view<br>- Close-up of the center's surroundings<br>- Reception desk shot<br>- Entrance shot with the MC's appearance |
| | | Introduction to the Center<br>- Classroom and facilities shots<br>- Parent and BeLi staff filling out registration form<br>- English language classroom activities with students and teachers<br>- MC in the office with teachers working |
| | Afternoon | Programs at the Center<br>- MC holding textbook in a classroom<br>- Transition shots between different age groups and courses<br>    + Shots of 3-6-year-old class activities<br>    + Shots of 6-11-year-old class activities<br>    + Shots of 11-17-year-old class activities<br>    + Shots of adult English communication class |

BeLi Companion Program
- Students studying using the Bstudy app on a tablet
- Shots of satisfied parents receiving notifications about their child's progress

Students' Achievements and Testimonials
- MC at reception desk or classroom with rewards displayed
- Testimonials from young students
- Testimonials from teenage students
- Testimonials from parents

| Editing | |
|---|---|
| 6/11 | Importing and organizing footage<br>Reviewing all footage and making initial selections |
| 8/11 | Creating a rough assembly of the commercial<br>Adding basic transitions and titles |
| 11/11 | Fine-tuning the rough assembly<br>Refining the pacing and timing<br>Sound producing |
| 15/11 | Adding background music or sound effects<br>Adjusting color grading and visual effects as needed |
| 17/11 | Polishing the editing further<br>Implementing any client feedback or requested changes<br>Fine-tuning the audio levels and mixing<br>Adding subtitles |
| 18/11 | Finalizing the commercial<br>Reviewing the entire edit for consistency and coherence<br>Making final color adjustments and grading<br>Adding end screen with contact information and logo |
| 19-27/11 | Rendering the final version of the TV commercial<br>Delivering the completed commercial to the client for approval<br>Making final changes or revisions based on client feedback<br>Exporting the approved version in the desired format and resolution |
| Post-Production | | |
| 1/12 | 9:00 | Upload TVC online platform (Website & Facebook)<br>Link TVC |

## 1.2. Media Platform Development
### 1.2.1. Content Line (See Appendix 7)

| Code | Content Line | Meanings of Content Line Pain => Solution => Gain | Subject | Percentage |
|---|---|---|---|---|
| Line.0 025 | BeLi - Overview | Center overview | 1. BeLi | 2% |
| Line.0 024 | BeLi Ads - Speaking | How to teach + learn Speaking at BeLi effectively for Cambridge test or IELTS test | 1. BeLi | 1% |
| Line.0 023 | BeLi Ads - Writing | How to teach + learn Writing at BeLi effectively for Cambridge test or IELTS test | 1. BeLi | 1% |
| Line.0 022 | BeLi Ads - Reading | How to effectively teach + learn Reading at BeLi for Cambridge test or IELTS test | 1. BeLi | 1% |
| Line.0 021 | BeLi Ads - Listening | How to effectively teach + learn Listening at BeLi for Cambridge test or IELTS test | 1. BeLi | 1% |
| Line.0 020 | BeLi Ads - Grammar | How to teach + learn Grammar at BeLi effectively for Cambridge test or IELTS test | 1. BeLi | 2% |
| Line.0 019 | BeLi Ads - Vocabulary | How to teach + learn Vocabulary at BeLi effectively for Cambridge test or IELTS test | 1. BeLi | 2% |

| | | | | |
|---|---|---|---|---|
| **Line.0 018** | BeLi Ads - International certificates | Enhance your benefits, value,... when possessing international certificates Cambridge for Kids and IELTS for Teen | 1. BeLi | 1% |
| **Line.0 017** | BeLi Ads - Điểm số trên trường | Worried about your child getting low grades in school => BeLi provides: 1. Worksheet exercises according to the content in the school. 2. Online exercises on the app according to the content in school. 3. Tutoring for students who arrive early or leave late is provided by dedicated teachers. | 1. BeLi | 1% |
| **Line.0 016** | BeLi Ads - Price | I want my child to have an international certificate but I'm afraid of high tuition fees => Reasonable tuition | 1. BeLi | 3% |
| **Line.0 015** | BeLi Ads - Teacher | Worried about who your child will study with? => Enhance the image and introductory information of Teachers and Teaching Assistants | 1. BeLi | 2% |
| **Line.0 014** | BeLi Ads - Curriculum | Worried that my child's learning content is not standard, not orthodox, and has no long-term benefits. => The learning path is methodical and clear, according to each level and age group... learn 2 in 1: - Just follow the international program Cambridge for Kid or IELTS for Teen, aiming to get a certificate with many benefits to enter a specialized school of choice, - Just followed the Ministry of Education's strategy to help students confidently achieve high scores in exams. | 1. BeLi | 2% |

| | | | | |
|---|---|---|---|---|
| Line.0 013 | BeLi Ads - Messages | 1. Parents send their children to school but don't know what their children will learn?<br>=> There is a message announcing the content of the class, after each session, sent to the class group.<br><br>2. Parents send their children to school but don't know how their children learn?<br>=> There are messages of comments, reviews, and advice, after each session, sent privately 1-1. | 1. BeLi | 2% |
| Line.0 012 | BeLi News | Make announcements, news about courses, admission announcements,... | 1. BeLi | 5% |
| Line.0 011 | BeLi Feedback from Teacher | Feedback from Teachers | 1. BeLi | 2% |
| Line.0 010 | BeLi Feedback from Student | Feedback from Students | 1. BeLi | 2% |
| Line.0 009 | BeLi Feedback from Parents | Feedback from Parents | 1. BeLi | 2% |

| Line.0 008 | BeLi Honor - Teacher | Honor the teacher with the most achievements in the month/quarter (for example, having many students with high scores) | 1. BeLi | 2% |
|---|---|---|---|---|
| Line.0 007 | BeLi Honor - Student | Honoring students | 1. BeLi | 2% |
| Line.0 006 | BeLi Events - Experience | Share extracurricular events, such as outdoor learning sessions, museum or zoo tours, along with photos and student experiences.

Pain: I hope my child has many experiences outside of the classroom
=> Outdoor, Western hunting | 1. BeLi | 32% |
| Line.0 005 | BeLi Contest - BSS | I hope I can present in front of a crowd => BSS | 1. BeLi | 1% |
| Line.0 003 | BeLi Tips - Knowledge | Share knowledge content, methods and learning tips | 1. BeLi | 18% |
| Line.0 002 | BeLi Fun - Entertain | Memes are funny, entertaining,... | 1. BeLi | 8% |
| Line.0 001 | BeLi Talk - Conversation reportage | Worried that my child cannot communicate confidently, especially with foreigners.
=> Report on conversations between students and teachers based on situations in learning and life | 1. BeLi | 3% |

### 1.2.2. Media Schedule

| No. | Copywriter | Editor | Monitor | Sept | Oct | Nov | Dec |
|---|---|---|---|---|---|---|---|
| 1 | Ly + Huyền | Thương + Lâm + Hoàng | Ly + Huyền +Thương | 15 per/month | 19 per/month | 20 per/month | 14 per/month |
| Total of post: 68 posts | | | | | | | |

### 1.3. Offline Event Assistance

BeLi English Center's event that complements clients' additional requests. This emphasizes that the event is not only an opportunity to interact and connect with students, but also an element that brings added value to the learning experience. Viva Team is mainly responsible for supporting the event, instead of organizing the event directly. We create ideas, organizational and technical support within the allowable framework, multi-platform media communication before and after all events, thereby strengthening relationships and creating experiences. positive for customers.

#### 1.3.1. Event Schedule

| No. | Event | Aug | Sept | Oct | Nov |
|---|---|---|---|---|---|
| 1 | Outdoor Event: Extracurricular experience at Erahouse science park | 13/8 | | | |
| 2 | Promotional Events at Preschools | 21/8 | | | |
| 3 | English Olympic Golden Bell ringing Event | | 14/9 | | |
| 4 | "Foreigner Hunting" Event on Hoan Kiem Lake walking street | | 17/9 | | |
| 5 | Mid-autumn Festival Event | | 29/9 | | |
| 6 | Halloween Event | | | 29-31/10 | |

### 1.3.2. Event 1: Extracurricular experience at Erahouse science park

| Categories | Description |
| --- | --- |
| Time | August 13 |
| Location | Erahouse science park |
| Participants | English teachers, students at Dong Anh, Mai Lam, Long Bien, Bac Ninh facility |
| Purpose of the event | To create a useful experiential course with a variety of activities for students |
| Our Team Responsibilities | In charge of post-media, filtering photos, editing photos and creating articles to recap events |

### 1.3.3. Event 2: Promotional Events at preschools

| Categories | Description |
| --- | --- |
| Time | August 21 |
| Location | Ngô Quyền, Mai Lâm Preschool |
| Participants | BeLi Employees & VIVA Team |
| Purpose of the event | To promote the newly opened center in Mai Lam to children<br>To inform about promotion programs that check in to receive free popcorn and course discount vouchers. |
| Our Team Responsibilities | Producing media publications and implementing the event |

### 1.3.4. Event 3: English olympic golden bell ringing Event

| Categories | Description |
| --- | --- |
| Time | September 14 |
| Location | BeLi English Ngọc Thụy |
| Participants | English teachers, students at Dong Anh, Mai Lam, Long Bien facility |
| Purpose of the event | create a fun English contest |
| Our Team Responsibilities | In charge of post-media, video editing and content creating to recap event |

### 1.3.5. Event 4: "Foreigner Hunting" Event on Hoan Kiem Lake walking street

| Categories | Description |
| --- | --- |
| Time | September 17 |
| Location | Hồ Gươm Walking street |
| Participants | Teachers of BeLi English, children at age 10+ |
| Purpose of the event | Experience practical English with foreigners, improve reflexes and improve confidence in communicating |
| Our Team Responsibilities | In charge of event timeline, communication plan for pre-event and post-event, producing photos and articles to recap the event |

### 1.3.6. Event 5: Mid-autumn Festival Event

| Categories | Description |
|---|---|
| Time | September 29 |
| Location | BeLi English Mai Lam and Bac Ninh facility |
| Participants | English teachers, students at Dong Anh, Mai Lam, Long Bien, Bac Ninh facilities |
| Purpose of the event | To celebrate traditional cultural event, while connecting students and increasing soft skills among them |
| Our Team Responsibilities | Ideas, timeline, communication plan before and after the event Implementing events in Bac Ninh and Mai Lam, take photos, filter photos, edit photos, combine videos and recap event |

### 1.3.7. Event 6: Halloween Event

| Categories | Description |
|---|---|
| Time | October 29; October 30; October 31 |
| Location | BeLi English Ngoc Thuy, Dong Anh & Bac Ninh, Mai Lam & Dong Tang Long facilities respectively |
| Participants | English teachers, students from various facilities |
| Purpose of the event | To create a dynamic environment to help children unleash their creativity in collaboration with their English skills and soft skills |
| Our Team Responsibilities | Develop event timeline, communicate before and after, filter and edit photos, recap event |

## 2. BSTUDY PLAN IMPLEMENTATION

Viva Team aims to promote Bstudy effectively to educational institutions, English centers, and instructors. Their comprehensive strategy involves restructuring content on the Bstudy Việt Nam Facebook fanpage to create an official and attractive communication channel. Additionally, the introduction of a mascot aims to enhance brand recognition. To diversify communication, a new Instagram channel (tienganh_allday) will be established.

For direct promotion, the team plans to create a professional company profile that provides detailed information about Bstudy's products, services, and capabilities. This profile serves as a

valuable document to leave a positive impression on partners and customers, highlighting Bstudy's professionalism and reputation in the education industry.

## 2.1. Brand Identity Management
### 2.1.1. Our Production Schedule

| Task | 8 | | | | 9 | | | | 10 | | | | 11 | | | | 12 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 |
| **Mascot Design** | | | | | | | | | | | | | | | | | | |
| Gather requirements and data | | | | | | | | | ▓ | ▓ | | | | | | | | |
| Conceptualize mascot design | | | | | | | | | | | ▓ | | | | | | | |
| Create digital illustration of mascot | | | | | | | | | | | | ▓ | ▓ | | | | | |
| Review and make revisions | | | | | | | | | | | | | | ▓ | ▓ | | | |
| Finalize design and improve diversity mascot | | | | | | | | | | | | | | | | ▓ | | |

| Task | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Implemented in media products | | | | | | | | | | | | | | | | | █ | █ |
| **Company Profile Creation** | | | | | | | | | | | | | | | | | | |
| Collect relevant information about the company | | | | | █ | | | | | | | | | | | | | |
| Define the structure and format | | | | | | █ | | | | | | | | | | | | |
| Outline the content for each section | | | | | | | █ | | | | | | | | | | | |
| Writing and Editing | | | | | | | | █ | | | | | | | | | | |
| Writing and Editing | | | | | | | | | █ | | | | | | | | | |
| Review and Approval | | | | | | | | | | | | █ | | | | | | |
| Proofreading and Finalization | | | | | | | | | | | | | █ | | | | | |

### 2.1.2. Work Assignment

| Task | Thuong | Lam | Hoang | Ly | Huyen |
|---|---|---|---|---|---|
| **Mascot** | | | | | |
| Research | | | | ▓ | |
| Planning & Monitoring | ▓ | | | | |
| Idea Developing | | ▓ | ▓ | ▓ | |
| Graphic Design | | ▓ | | | |
| Communicate with stakeholders | ▓ | | | | |
| Testing | ▓ | | | ▓ | ▓ |

| Company Profile | | | | | |
|---|---|---|---|---|---|
| Research | | | | ▓ | |
| Planning & Monitoring | ▓ | | | | |
| Idea Developing | | | | ▓ | |
| Content Developing | | | | ▓ | |
| Graphic Design | ▓ | | | | |
| Communicate with stakeholders | ▓ | | | ▓ | |

### 2.1.3. Mascot

The Bstudy Mascot combines the imagery of a "tree sprout" and a "superhero cape" to represent effective support in the educational environment. It symbolizes Bstudy's commitment to being a reliable companion for teachers in organizing and managing teaching methods, while also fostering excitement and curiosity in students' learning. The Mascot serves as a source of encouragement and motivation, working towards the common goal of improving education quality and promoting comprehensive student development. **(See Appendix 10)**

### 2.1.4. Company Profile

| **Table of Content** | |
|---|---|
| About Bstudy | 1. Overview of Bstudy<br>2. Introduction to Logos and Business Names<br>3. Introduction to Slogan and Mascot<br>4. Introduction to Vision, Mission, Core Values<br>5. Introduction to the process of formation and development |
| Detail Content | 1. Introduction to the field of activity<br>2. Introducing the company's products and services<br>3. Achievements |
| Creative team | Mr. Nguyễn Trung Hiếu<br>Date of birth: January 5, 1995<br>Hometown: Dong Anh, Hanoi |
| Development Goals | Bstudy's development goal in December 2023 is to launch version Bstudy 2.0 with a fully featured website. The aim is to create a comprehensive and integrated educational platform that offers a diverse and cross-platform learning experience for both teachers and students.<br>Bstudy 2.0 will be equipped with powerful features that can serve as alternatives to popular learning applications like Quizizz, Bamboozle, and Quizlet. It will provide users with a wide range of functionalities, including flexible quiz creation, engaging educational games, and interactive exercises for vocabulary building. |

| Link Company Profile |
|---|

## 2.2. Media Platform Development (See Appendix 9)

### 2.2.1. Content Line

| Code | Content Line | Meanings of Content Line Pain => Solution => Gain | Subject | |
|------|-------------|---------------------------------------------------|---------|---|
| Line.0 053 | Shadowing feature | Helping students learn pronunciation | 3. Bstudy | 2% |
| Line.0 052 | Reorder feature | Helping students remember vocabulary and reading more easily | 3. Bstudy | 2% |
| Line.0 051 | Overview introduction | Overview | 3. Bstudy | 3% |
| Line.0 050 | Quick essay writing feature | Helping Teachers save time and prepare lessons | 3. Bstudy | 3% |
| Line.0 049 | Shadowing feature | Learn pronunciation with Shadowing | 3. Bstudy | 2% |
| Line.0 048 | Report to Parents feature | Help teachers become more popular with parents through customer care features | 3. Bstudy | 1% |
| Line.0 047 | B Challenge | Create English challenges with rewards to stimulate interaction with the fanpage | 3. Bstudy | 3% |
| Line.0 046 | B Share | Share teachers' experiences when using the Bstudy app | 3. Bstudy | 5% |

| | | | | |
|---|---|---|---|---|
| Line.0045 | B Story | Sharing about app | 3. Bstudy | 30% |
| Line.0044 | B Tips | English teaching tips | 3. Bstudy | 12% |
| Line.0042 | Bstudy for Student - Overview | App overview | 3. Bstudy | 2% |
| Line.0041 | Bstudy for Student - Pricing | Comparing prices between studying on the app and studying at the center | 3. Bstudy | 2% |
| Line.0040 | Bstudy for Teacher - Prepare, deliver and check the Speaking lesson | How to teach Speaking with Bstudy | 3. Bstudy | 2% |
| Line.0039 | Bstudy for Teacher - Prepare, assign | How to teach Writing with Bstudy | 3. Bstudy | 3% |

| | | | | |
|---|---|---|---|---|
| | and check Writing articles | | | |
| Line.0038 | Bstudy for Teacher - Soạn, giao và kiểm tra bài Reading | How to teach Reading with Bstudy | 3. Bstudy | 3% |
| Line.0037 | Bstudy for Teacher - Prepare, assign and check the Listening lesson | How to teach Listening with Bstudy | 3. Bstudy | 2% |
| Line.0036 | Bstudy for Teacher - Prepare, assign and check Grammar lessons | How to teach Grammar with Bstudy | 3. Bstudy | 2% |

| | | | | |
|---|---|---|---|---|
| **Line.0035** | Bstudy for Teacher - Prepare, assign and check Dictation lessons | How to teach Listening+Writing through Dictation with Bstudy | 3. Bstudy | 3% |
| **Line.0034** | Bstudy for Teacher - Prepare, assign and check Shadowing lessons | How to teach Reading+Speaking through Shadowing with Bstudy | 3. Bstudy | 1% |
| **Line.0033** | Bstudy for Teacher - Prepare, assign and check Vocab lessons | How to teach Vocab with Bstudy | 3. Bstudy | 2% |
| **Line.0032** | Bstudy for Student - Speaking | How to learn Speaking with Bstudy effectively for Cambridge test or IELTS test | 3. Bstudy | 2% |

| Line.0031 | Bstudy for Student - Writing | How to learn Writing with Bstudy effectively for Cambridge test or IELTS test | 3. Bstudy | 1% |
|---|---|---|---|---|
| Line.0030 | Bstudy for Student - Reading | How to learn Reading with Bstudy effectively for Cambridge test or IELTS test | 3. Bstudy | 2% |
| Line.0029 | Bstudy for Student - Listening | How to learn Listening with Bstudy effectively for Cambridge test or IELTS test | 3. Bstudy | 2% |
| Line.0028 | Bstudy for Student - Grammar | How to learn Grammar with Bstudy effectively for Cambridge test or IELTS test | 3. Bstudy | 1% |
| Line.0027 | Bstudy for Student - Dictation | How to learn Listening+Writing with Bstudy effectively for Cambridge test or IELTS test | 3. Bstudy | 2% |
| Line.0026 | Bstudy for Student - Shadowing | How to learn Reading+Speaking with Bstudy effectively for Cambridge test or IELTS test | 3. Bstudy | 2% |
| Line.0025 | Bstudy for Student - Vocabulary | How to learn Vocabulary with Bstudy effectively for Cambridge test or IELTS test | 3. Bstudy | 2% |

### 2.2.2. Media Schedule
#### 2.2.2.1. Bstudy Facebook Page

| No. | Copywriter | Editor | Monitor | Oct | Nov | Dec |
|---|---|---|---|---|---|---|
| 1 | Ly + Huyền | Thương + Lâm + Hoàng | Ly + Huyền +Thương | 19 per/month | 20 per/month | 5 per/month |
| Total of post: 43 posts | | | | | | |

#### 2.2.2.2. Bstudy Instagram Account (See Appendix 10)

| Month | Week | Topic | Format |
|---|---|---|---|
| **Phase 1(Introduce App Bstudy - 2 weeks)** | Week 1 (16 - 22/10) | **Teaching Together, Studying Together, Bstudy Together Introduction** | Text - Images |
| | | Teaching Together | Text - Images |
| | | Studying Together | Text - Images |
| | | Bstudy Together | Text - Images |
| | Week 2( 23 - 29/10) | Teaching Together | Text - Images |
| | | B Tips | Video |
| | | **Bstudy Together** | Text - Images |
| | | B Share | Text - Images |
| | | Teaching Together | Video |
| | | **Bstudy Together** | Text - Images |

| | | Studying Together | Text - Images |
|---|---|---|---|
| | | B Fun | Video |
| | | **Bstudy Together** | Video |
| **Phase 2 (Introduce Function of Bstudy for Teachers - 5 weeks)** | Week 3 (30/10 - 5/11) | Teaching Together | Text - Images |
| | | Legendary song, do you still remember? | Video |
| | | **Bstudy Together** | Text - Images |
| | | B Share | Text - Images |
| | | B Challenge | Video |
| | | **Bstudy Together** | Text - Images |
| | | Teaching Together | Text - Images |
| | | B Tips | Video |
| | | **Bstudy Together** | Text - Images |
| | | B Share | Text - Images |
| | | Studying Together | Video |
| | | **Bstudy Together** | Text - Images |
| | | B Fun | Text - Images |
| | | B Story | Video |
| | | **Bstudy Together** | Text - Images |
| | | B Challenge | Text - Images |
| | | B Share | Video |
| **Total Post: 48** | | | |

# 3. TOTAL PROJECT BUDGET

When evaluating Better Life's communication campaign, although precise cost details may remain confidential, we can still analyze the general cost distribution across various campaign elements. The effectiveness of the campaign does not solely rely on cost figures but rather on how effectively the budget was utilized to meet the campaign's objectives. The main objective should be assessing the efficiency of each activity, channel, or initiative in terms of cost-effectiveness within the campaign.

| | Category | Description | Actual costs (VND) |
|---|---|---|---|
| | | **Media Production** | |
| 1 | Content Creation | Content creation involves developing engaging materials tailored to a specific audience and platform. | 0 |
| 2 | Graphic Design | Creating visuals, infographics, thumbnails, and promotional materials. | 0 |
| 3 | Video Editing | Costs for cutting, editing, graphics, and animation video. | 0 |
| 4 | TVC | Costs for filming and producing TVC of BeLi English | 4.500.000 |
| 5 | Media Equipment | Costs for renting equipment for media production | 0 |

| | Category | Description | Actual costs (VND) |
|---|---|---|---|
| | | **Brand Management** | |
| 1 | Logo | Costs for redesigning logo of BeLi English | 0 |
| 2 | Mascot | Costs for creating and designing mascot of Bstudy | 0 |
| 3 | Company profile | Cost for copywriting and designing company profile of Bstudy | 0 |
| 4 | Website UX UI | Costs for coding and redesigning website of BeLi English | 15.000.000 |
| 5 | Brand Identity | Costs for changing brand identity on T-shirt, notebooks, mugs, etc. with a new logo | 15.000.000 |

| | | Event Assistance | |
|---|---|---|---|
| 1 | Printing and Materials | Costs for printing promotional materials, printing kits, and event materials. | 2.000.000 |
| 2 | Media and communication | Costs for photography, videography, graphic design and copywriting for recapping event | 0 |
| | | **Other** | |
| 1 | Salaries and Fees | Payments to the campaign team, content creators, IT professionals, media team and event staff. | 5.000.000 |
| | | **Total** | **41.500.000** |

# CHAPTER 5. PROJECT EVALUATION

## 1. BELI ENGLISH COMMUNICATION EFFECTIVENESS

In the case of BeLi English, a comprehensive evaluation across various categories, including social media metrics, website performance, and the impact of TV commercials, provides insights into the success of their communication strategies. BeLi English's communication strategies have proven to be highly effective across various platforms, demonstrating strong engagement on social media and a positive trend in website interactions. This comprehensive assessment provides valuable insights for refining and enhancing future communication strategies to further bolster BeLi English's online presence and engagement.

| Category | Time | Unit | KPI | Actual Result | Result/KPI (%) |
|---|---|---|---|---|---|
| **BeLi English Facebook Page Measurement Index** | | | | | |
| Reach | 17/8 - 9/12 | Reach | 12,000 | 14,932 | 124.43% |
| New Follower | 17/8 - 9/12 | Follower | 800 | 1,300 | 162,5% |
| Interactions | 10/9 - 8/12 | React | 3,500 | 4,700 | 134.29% |
| New Facebook Page Likes | 17/8 - 9/12 | Like | 500 | 811 | 162.2% |
| Visits on Facebook | 17/8 - 9/12 | Visit | 5,000 | 6.684 | 133.68% |
| **Website** | | | | | |
| Keyword engine search volume | 10/10 - 8/12 | Search per month | 450 | 590 | 131.11% |
| Rate of keyword search for information (BeLi) | 10/10 - 8/12 | Rate | 40% | 50% | 125% |
| Rate of keyword search for transaction (BeLi) | 10/10 - 8/12 | Rate | 40% | 50% | 125% |
| Visit | 10/10 - 8/12 | Visit per month | 100 | 129 | 129% |
| Visit duration | 10/10 - 8/12 | Minute per visit | 3:30 | 4:34 | 134.48% |
| Number of pages clicked on per visit | 10/10 - 8/12 | Pages | 3 | 5 | 166.67% |

| TVC | | | | | |
|---|---|---|---|---|---|
| Reach | 1/12 - 9/12 | Reach | 500 | 509 | 101.8% |
| Impression | 1/12 - 9/12 | Impression | 700 | 596 | 85.14% |
| Interaction | 1/12 - 9/12 | Engage | 400 | 440 | 110% |
| Likes and reactions | 1/12 - 9/12 | Likes | 300 | 327 | 109% |
| Comments | 1/12 - 9/12 | Comment | 55 | 64 | 116.36% |
| Share | 1/12 - 9/12 | Share | 50 | 50 | 100% |

## 1.1. BeLi English Facebook Page

One of the key indicators of online presence is the reach of a Facebook page. BeLi English has not only met but exceeded its target, boasting a reach of 14,932 compared to the set goal of 12,000. This surpassing figure signifies a robust online presence and effective content distribution during the specified evaluation period. Furthermore, audience engagement on the Facebook page has been remarkable, with interactions reaching 4,700 reactions against the target of 3,500. The growth of the Facebook community has also been promising, as the actual result for new page likes stands at 811, surpassing the initial goal of 500. The platform has successfully garnered interest and engagement, exemplified by the exceeded target of 6,684 visits against the goal of 5,000.

## 1.2. Website Performance

BeLi English has demonstrated a heightened interest in its content, with a search volume of 590 per month, surpassing the target of 450. The rates of keyword searches for both information and transactions have witnessed improvement, moving from 40% to 50%. This uptick in effectiveness suggests that the website is adept at providing information and facilitating transactions, contributing to a positive user experience. Monthly visits to the website have shown a notable increase, reaching 129 against the set target of 100. The average visit duration has also seen improvement, with visitors spending an average of 4:34 minutes on the site compared to the previous duration of 3:30 minutes. Furthermore, the goal of three pages clicked per visit has been exceeded, with visitors exploring an average of five pages per visit.

## 1.3. TVC Impact

Turning attention to the impact of TV commercials, the reach may have slightly missed the target, but a substantial impression of 596 has been achieved against the goal of 700. The metrics of interaction, likes, reactions, comments, and shares on social media in response to the TV commercials all indicate positive engagement. Actual results either met or surpassed the targets,

suggesting that the TV commercials effectively captured audience attention and generated meaningful interactions on social media platforms.

### 1.4. Target Audience Acknowledgment

The evaluation of BeLi English's communication effectiveness delves into the demographic details of its Facebook page followers, shedding light on key factors that influence our outreach strategy. Among the age groups, individuals aged 25-34 constitute the largest proportion of the audience, underscoring the appeal of BeLi English content to this particular demographic. Following closely, subjects aged 35-44 years old represent another significant segment of the follower base, indicating true to the campaign's goals.

Gender-wise, the Facebook page has garnered a notable female majority, with women accounting for 69.5% of the total followers. The revelation that the predominant demographic on BeLi English's Facebook page comprises women between the ages of 25-44 years old carries significant implications for the understanding of the target audience. The choice to engage with content from BeLi English may indicate a keen interest in finding a trustworthy and effective English learning environment for their children.

Geographically, the data reveals that the provinces and cities with the highest concentration of BeLi English Facebook page followers are Ho Chi Minh City and Hanoi, constituting 15% and 12.7% of the total audience, respectively. The strategic decision to prioritize article distribution to audiences in Ho Chi Minh City is substantiated by the recent opening of a branch in this area. The higher reach in Ho Chi Minh City, therefore, reflects a deliberate effort to prioritize and cater to the growing community in that region.

## 2. BSTUDY COMMUNICATION EFFECTIVENESS

The evaluation of Bstudy's communication effectiveness on both Facebook and Instagram platforms reveals a consistently positive performance across key metrics. The notable increases in reach, interactions, and new followers signify an effective social media strategy that is successfully engaging the audience and expanding the brand's online presence. This data-driven assessment provides valuable insights for refining and optimizing future communication strategies, ensuring continued success in reaching and resonating with the target audience.

| Category | Time | Unit | KPI | Actual Result | Result/KPI (%) |
|---|---|---|---|---|---|
| **Bstudy Facebook Page Measurement Index** | | | | | |
| Reach | 27/7 - 9/12 | Reach | 1,500 | 1,964 | 130.93% |
| Interactions | 10/9 - 8/12 | React | 2,000 | 2,500 | 125% |
| New Follower | 27/7 - 9/12 | Follow | 800 | 1,302 | 162,8% |
| New Facebook Page Likes | 27/7 - 9/12 | Like | 500 | 803 | 160.6% |
| Visits on Facebook | 27/7 - 9/12 | Visit | 3,000 | 3,603 | 120.1% |
| **Bstudy Instagram Account Measurement Index** | | | | | |
| Reach | 9/9 - 9/12 | Reach | 3,500 | 4,314 | 123.58% |
| Interactions | 9/9 - 9/12 | React | 100 | 112 | 112% |
| New Followers | 9/9 - 9/12 | Follow | 2,000 | 2,052 | 102.6% |

## 2.1. Bstudy Facebook Page

In terms of reach, Bstudy has demonstrated a notable increase, achieving a reach of 1,964 compared to the target of 1,500 during the specified period from 27/7 to 9/12. This reflects a commendable 130.93% performance against the set goal, indicating a successful expansion of their audience and increased visibility on the Facebook platform. Interactions on the page have also seen a significant uptick, with 2,500 reactions compared to the target of 2,000, representing a remarkable 125% achievement. This heightened engagement suggests that Bstudy's content is resonating well with its audience, fostering a dynamic and responsive community. The growth of new Facebook page likes has been exceptional, surpassing the target of 500 and reaching 803, showcasing a notable 160.6% achievement. Additionally, visits on Facebook have seen a substantial increase, with 3,603 visits compared to the target of 3,000, representing a 120.1% success rate. This surge in visits indicates a heightened interest and engagement with Bstudy's content on the Facebook platform.

## 2.2. Bstudy Instagram Account

The evaluation extends to Bstudy's Instagram account, where the reach has witnessed a commendable increase from 3,500 to 4,314 during the period from 9/9 to 9/12, achieving a robust 123.58% of the set target. This growth in reach underscores the effectiveness of Bstudy's Instagram strategy in expanding its audience and enhancing visibility on the platform. Interactions on Instagram, measured through reactions, have exceeded expectations, with a total

of 112 reactions against the target of 100, demonstrating a noteworthy 112% success rate. The acquisition of new followers on Instagram has also been positive, reaching 2,052 against the target of 2,000, achieving a solid 102.6% success rate. This suggests that Bstudy's Instagram content is resonating well with the audience and attracting new followers to the account.

### 2.3. Target Audience Acknowledgment

With a total of 1,516 followers, the data reveals a distinctive profile of Bstudy's audience. The largest proportion of followers falls within the age range of 25-34, indicating a significant appeal to individuals in this demographic. Notably, the 18-24 age group closely follows, underlining a broad reach across young adults, potentially students and early professionals seeking educational support.

In terms of gender distribution, Bstudy's audience is predominantly female, constituting 59.6% of the total followers. Understanding the demographics allows Bstudy to create targeted and resonant messaging that addresses the specific needs and expectations of this audience segment.

Geographically, Hanoi emerges as the primary area reaching the most target audiences. This insight into the geographical distribution of followers enables Bstudy to refine its localization strategies, ensuring that content and communications are tailored to suit the preferences and nuances of the Hanoi audience.

Furthermore, the emphasis on connecting teachers with students adds a collaborative and interactive dimension to the learning experience. This not only addresses the evolving preferences of modern learners but also aligns with the contemporary dynamics of remote and online education. The incorporation of features that simplify the homework assignment and lesson correction process reflects a commitment to enhancing the overall user experience, making Bstudy a comprehensive and user-friendly tool for language learners.

## 3. PROJECT CLIENT EVALUATION

Better Life's communication project is a success across various dimensions, owing to meticulous goal-setting, adept use of media channels, and compelling content creation. The project surpassed targets and serves as an inspiration for other organizations refining their communication strategies. Commendations from the project owner, reflected in a perfect score of 10, acknowledge the team's dedication and creativity, particularly in enhancing brand awareness on online platforms. This positive evaluation not only validates efforts but also exceeds expectations, leaving a lasting impression on the target audience and stakeholders.

The staff's evaluation of the VIVA team provides valuable insights into the impact on employee development and overall communication strategy enhancement. Understanding the team's

modus operandi aligns employees with organizational goals, and the shift from spontaneous to planned initiatives signifies strategic evolution. Recognition of receiving full training underscores the team's commitment to comprehensive employee development, fostering a versatile and adaptable workforce capable of navigating contemporary communication landscapes.

In essence, Better Life's communication project showcases strategic execution, creative excellence, and team dedication, with the positive evaluation affirming its effectiveness and meaningful impact within and beyond the organization.

## 4.   INTERNAL AUDIT OF VIVA TEAM

| Team members | Description |
|---|---|
| Phan Minh Thuong (Group Leader) | Thuong, as the Group Leader, exhibits a commendable ability to plan in detail and effectively. Her capacity to assign work fairly and flexibly contributes to a balanced and efficient team dynamic. Additionally, Thuong's creative thinking and excellent problem-solving abilities enhance the team's overall effectiveness. However, there is room for improvement in ensuring closer collaboration when necessary to meet deadlines. Strengthening coordination efforts could further optimize workflow and enhance the team's ability to deliver projects on time. |
| Duong Ngoc Huyen | Huyen showcases notable strengths in creating quality and attractive media content on the BeLi English fan page. Her exceptional writing skills, particularly in crafting event news, contribute to engaging and compelling content creation. To further elevate content quality, Huyen could explore ways to increase engagement and feedback from customers. This adjustment aims to align content more closely with the desires of the target audience, ensuring a more resonant and impactful presence on the BeLi English fan page. |
| Nguyen Khanh Ly | Ly stands out for creativity and effectiveness in producing content on Bstudy's fan page and scripts for both fanpage and TikTok. Her positive teamwork spirit fosters a collaborative atmosphere within the team. To broaden the content's appeal, Ly is encouraged to explore increased diversity in content creation. This diversification aims to attract a larger audience and ensures the team's work resonates with a broader demographic. |
| Dang Nhat Hoang | Hoang excels in producing unique and quality content on Bstudy's Instagram page and events. His excellent video recording and photography skills contribute to visually appealing and engaging content. To optimize impact on Instagram, Hoang is encouraged to enhance the integration of content and advertising strategies. A more strategic approach can elevate the effectiveness of the content, aligning it more closely with the brand's promotional goals. |
| Hoang Tung Lam | Lam's strengths lie in designing publications and editing videos with high quality. Their dynamic approach and readiness to face design challenges contribute to the team's ability to maintain a polished and professional brand image. While maintaining high-quality design work, Lam is advised to focus on sustaining creativity and innovation. This ensures that the brand image remains fresh and resonant, aligning with the evolving preferences of the audience and industry trends. |

# CHAPTER 6. PROJECT REFLECTION

## 1. POSITIVE KEY POINTS

The comprehensive implementation of the communication campaign for Better Life Organization stands as a testament to the project team's prowess, resulting in a cascade of positive reflections that extend far beyond the initial expectations. The campaign has not only achieved remarkable milestones but has also laid the groundwork for a lasting legacy and positioned the organization to harness substantial potential in future endeavors.

A standout accomplishment is the campaign's resounding success in surpassing the predetermined Key Performance Indicators (KPIs). The ability to exceed KPIs underscores the team's effectiveness in navigating challenges and optimizing resources for maximum impact.

Through adept allocation of responsibilities, they orchestrated a symphony of tasks with remarkable precision and speed. This accomplishment reflects not only their individual competencies but also the team's cohesion, coordination, and shared dedication to excellence in project execution.

In the short term, the team showcased exceptional productivity by generating a substantial volume of engaging posts across various fanpage channels, including Beli, Bstudy, and Instagram (Bstudy). The ability to sustain such engagement demonstrates the team's agility and capacity to deliver immediate, tangible results, fostering a connection with the target audience.

The team exhibited creativity and expertise in revamping the logo, color set, TV commercial, mascot, website, and business profile. This comprehensive overhaul reflects a forward-thinking approach, ensuring that these elements are not merely visually appealing but also strategically aligned with Better Life Organization's brand identity for sustained, long-term use. This legacy will serve as a robust foundation for the organization's future communication efforts, projecting a cohesive and enduring brand image.

The project team's dedication and attention to detail, evident in achieving both short-term and long-term objectives, have positioned Better Life Organization for sustained success in enhancing brand awareness and engagement. Their collective efforts have fortified the organization's standing in the competitive landscape, setting the stage for continued growth and impact in the realm of communication campaigns.

## 2. PROJECT LIMITATIONS

While the implementation of the communication campaign for Better Life Organization has seen numerous positive outcomes, it is essential to acknowledge areas where the project team encountered challenges, leading to negative reflections on certain aspects of the campaign.

One notable setback involves occasional delays in progress compared to the original plan. Although these delays did not significantly impact the overall project, they represent a point of concern, indicating potential areas for improvement in project management and timeline adherence. The team's ability to address these delays effectively will be crucial in optimizing future project timelines and ensuring a more seamless execution.

In the context of website development, there is a notable gap in the completion of the recruitment section. The business's busyness and the consequent delay in providing necessary content have impeded the team's progress in finalizing this section. This underscores the interdependence of different elements within the project, where delays in one area can cascade and affect other components. Addressing this issue necessitates improved communication and collaboration between the project team and the business stakeholders.

In conclusion, while the communication campaign has seen significant achievements, addressing these negative reflections is vital for continuous improvement. Proactive measures, including refining project management processes, enhancing responsiveness to urgent requests, improving communication with business stakeholders, and addressing research-related challenges, will contribute to overcoming these setbacks and fortifying the project team's overall effectiveness.

## 3. LESSONS LEARNED FROM THE PROJECT

Reflecting on the positive and negative aspects of the communication campaign for Better Life Organization, the project team has garnered valuable insights that serve as lessons learned for future endeavors. These reflections provide a roadmap for improvement and optimization in various aspects of project execution.

One significant lesson learned from the positive reflections is the need to arrange time and plans more reasonably to prevent the occurrence of delays. While the team demonstrated efficiency and achieved numerous milestones, occasional setbacks were noted in terms of adhering to the original timeline. To address this, future projects will benefit from a more meticulous approach to time management, ensuring that tasks are allocated with realistic deadlines and that the team maintains a proactive stance in meeting them.

In conclusion, the positive and negative reflections have served as valuable sources of learning for the project team. The identified lessons, including the need for improved time management, clear agreements on urgent deadlines, thorough website editing, and a balanced allocation of resources, will guide the team towards more effective and efficient project execution in the future. These insights contribute to the continuous growth and refinement of the team's capabilities in delivering successful communication campaigns.

## 4. OUR RECOMMENDATIONS

Reflecting on the completed communication campaign for Better Life Organization, the project team has compiled a set of recommendations aimed at propelling the project to new heights in the upcoming phases. These recommendations are designed to address specific areas of improvement and capitalize on opportunities for further development.

For BeLi English, the team proposes a more robust development of online tutoring courses and online educational content. Recognizing the growing trend of online learning, this recommendation aims to enhance BeLi's presence in the digital education space, providing learners with accessible and high-quality courses. Additionally, the team suggests leveraging Key Opinion Leaders (KOL) and Key Opinion Consumers (KOC) to create engaging videos discussing the new courses. This strategy aligns with the contemporary marketing landscape, where influencer collaborations can significantly impact brand visibility and credibility. To amplify reach and engagement, the team recommends running targeted advertisements to drive more traffic and data.

In the case of Bstudy, the team recommends diversifying the morphologies of the mascots associated with the brand. This suggestion aims to create a more inclusive and relatable visual identity, catering to a broader audience. To enhance credibility, the team proposes creating a video featuring feedback from B-B customers, including school owners, center owners, and teachers who have utilized the application. This user-generated content can be utilized in advertising campaigns to build trust and authenticity. Expanding the reach further, the team recommends booking newspapers for wider dissemination of Bstudy's initiatives. Moreover, collaborating with well-known English teachers as Key Opinion Leaders or Key Opinion Consumers is advised to strengthen communication about the app and enhance its market position.

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# APPENDIX

Appendix 1: Old communication data of BeLi English and Bstudy

Appendix 2: Proposal for BeLi English

Appendix 3: Proposal for Bstudy

Appendix 4: BeLi English research documents

Appendix 5: Bstudy research documents

Appendix 6: TVC script

Appendix 7: BeLi English's Workflow Management

Appendix 8: Mascot Design

Appendix 9: Bstudy's Fanpage Workflow Management

Appendix 10: Bstudy's Instagram Workflow Management

# Communication Campaign for Better Life: Enhance the brand awareness of BeLi English and Bstudy

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