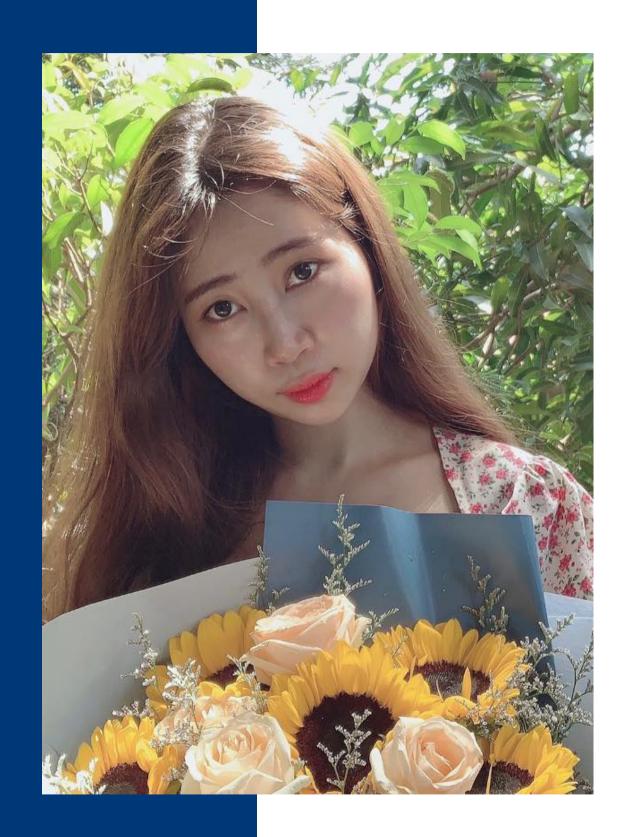FPT Education

FPT UNIVERSITY

CAPSTONE PROJECT

Communication Campaign for Better Life:
Enhance the brand awareness of **BeLi English** and **Bstudy**
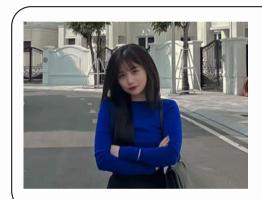
By GRA497_G17

INSTRUCTOR

TRAN THUY DUONG

→

TEAM
MEMBERS

DANG VIET HOANG

Designer
Editor
Content creator

PHAN MINH THUONG

Team Leader
Content Creator
Quality checker

DUONG NGOC HUYEN

Content creator
Quality checker

HOANG TUNG LAM

Designer
Editor

NGUYEN KHANH LY

Content creator
Quality checker

TABLE
CONTENT

I. INTRODUCTION

ABOUT THE PROJECT

Better Life Organization is embarking on a strategic Communication Campaign to **elevate the brand awareness** of two key offerings: **BeLi English** and **Bstudy**.

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

TIME: **July 27**, 2023 - **December 15**, 2023

HUMAN RESOURCE: **ViVa Team**

PROJECT BUDGET

Total budget

41.500.000 VND

TARGET AUDIENCE

AGE 13- 45 years old

Primary TA: 12 - 25 years old
Students, University students

2nd TA: 26 - 45 years old
Parents, teachers

Gender: **All**

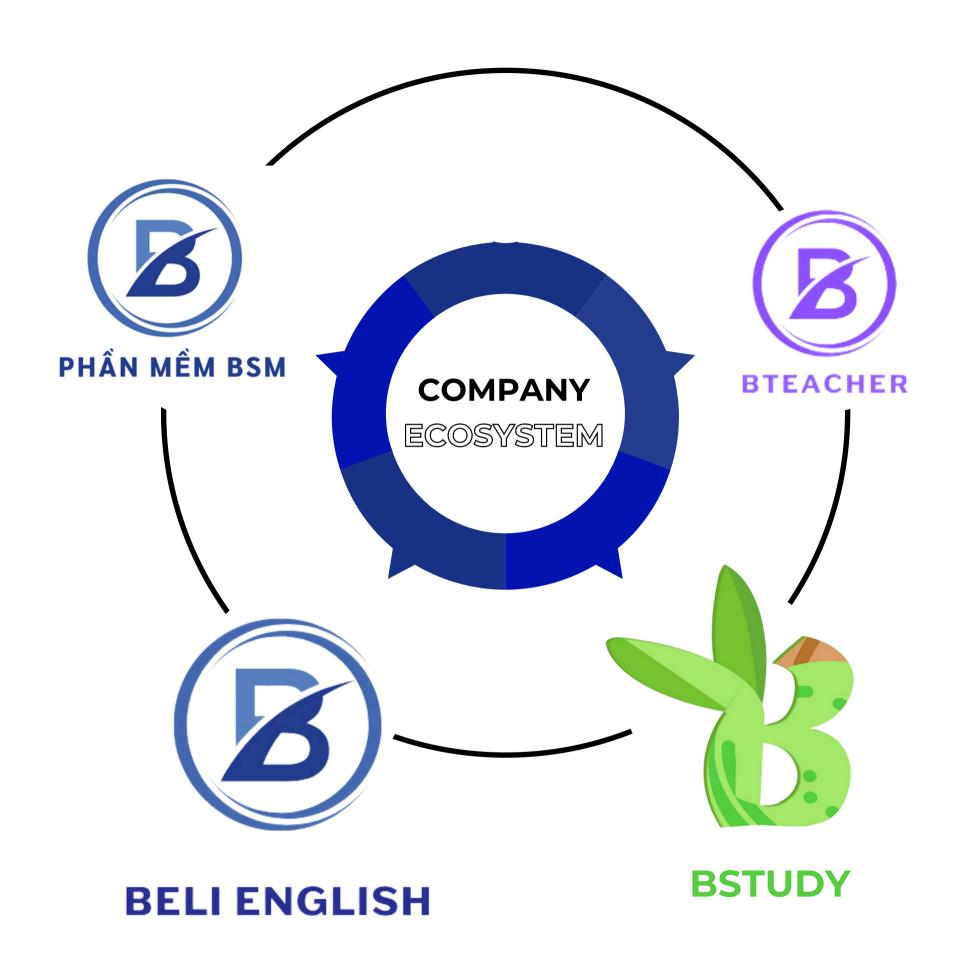Region: **Vietnam**

PROJECT BUDGET

Total budget

41.500.000 VND

Better Life
Organization

Nguyen Trung Hieu

A former student of FPT University, also the founder of Better Life organization since 2016.

COMPANY ECOSYSTEM

PHẦN MỀM BSM

BTEACHER

BELI ENGLISH

BSTUDY

VISION	MISSION	CORE VALUE	BUSINESS ORIENTATION
Better Life Organization aspires to secure the top position as the leading enterprise in the intersection of education and technology within Vietnam.	Better Life's mission emphasizes transformative language education that fosters personal growth, effective communication, and global opportunities.	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.	Their strategic goals for 2023 reflect the commitment to pushing boundaries and redefining language education. • BeLi English English Training Center • Supply of Human Resources for Bteacher English Teachers • Technology Platform for Teaching and Learning all Bstudy app • BSM Middle Management Software

COMPANY
ANALYSIS

Founded in **2012**, BeLi English Center has solidified its position as a **long-standing institution** in the language education sector.
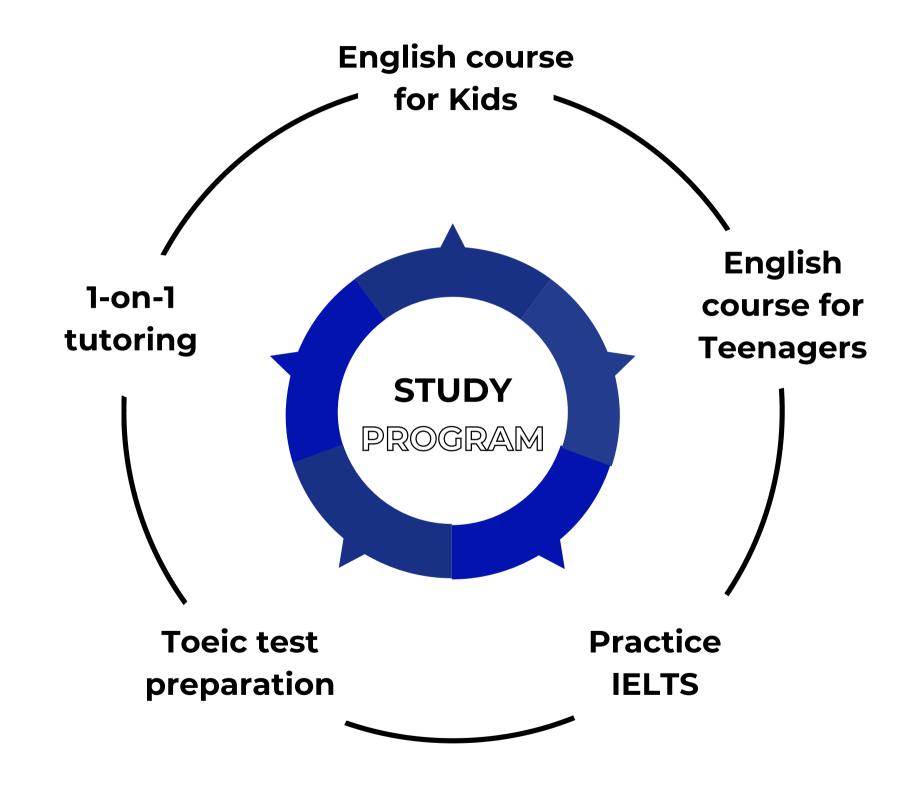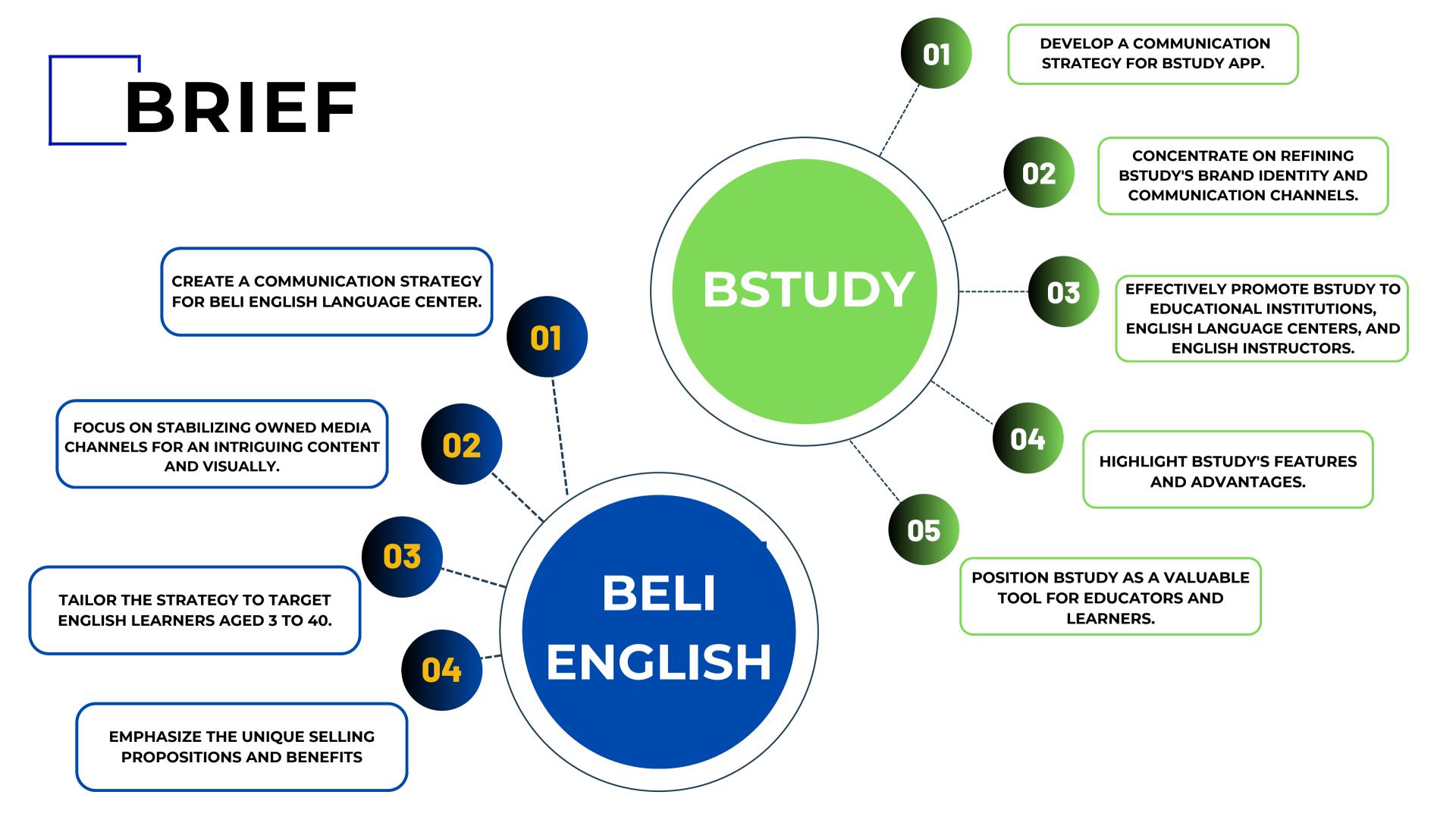
AGE

TARGET CUSTOMER
3- 35 years old

Main location of the center: Suburbs of big cities such as Hanoi and Ho Chi Minh City, Bac Ninh,...

English course for Kids

English course for Teenagers

1-on-1 tutoring

STUDY
PROGRAM

Toeic test preparation

Practice IELTS

BRIEF

BSTUDY

01 DEVELOP A COMMUNICATION STRATEGY FOR BSTUDY APP.

02 CONCENTRATE ON REFINING BSTUDY'S BRAND IDENTITY AND COMMUNICATION CHANNELS.

03 EFFECTIVELY PROMOTE BSTUDY TO EDUCATIONAL INSTITUTIONS, ENGLISH LANGUAGE CENTERS, AND ENGLISH INSTRUCTORS.

04 HIGHLIGHT BSTUDY'S FEATURES AND ADVANTAGES.

05 POSITION BSTUDY AS A VALUABLE TOOL FOR EDUCATORS AND LEARNERS.

BELI ENGLISH

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 AS A SUBSIDIARY COMPANY

VISION

Providing high-quality and practical English training programs.
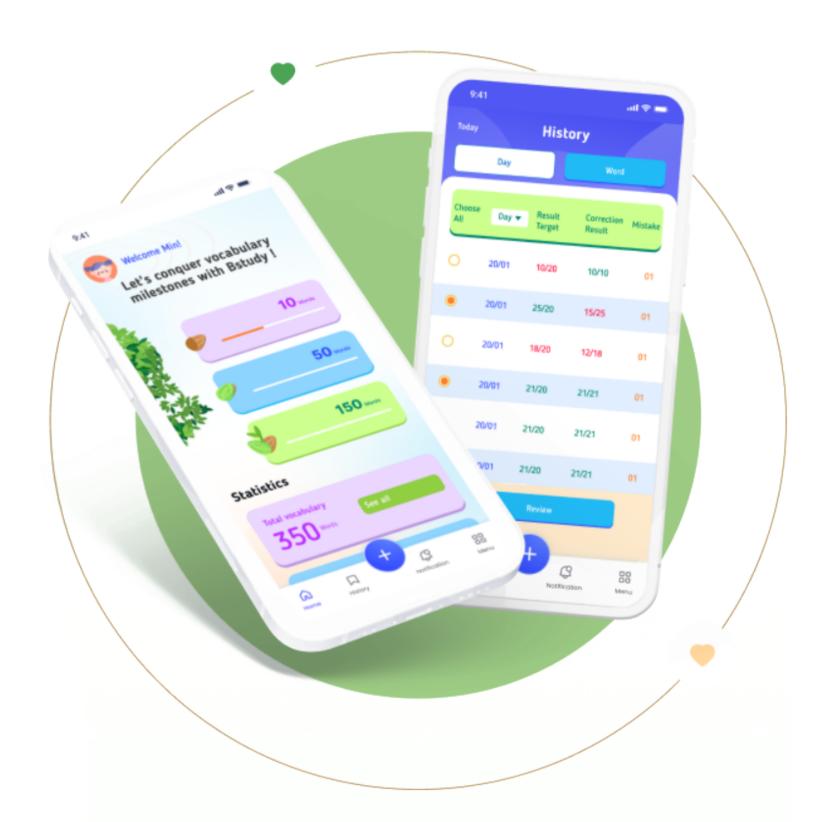Committed to providing students with an effective

MISSION

Helps students achieve success in using English. Improve your school scores and possess international certificates.

CORE VALUES

- Affortable Price
- Fun and dynamic environment
- Commitment to "Output quality"

BSTUDY

- ✦ Bstudy is an effective tool to support teachers and students in the teaching and learning process with a B2B2C business model.

- ✦ Bstudy has 2 distinct strengths as follows:

  - Supporting teachers in managing and organizing assignment chains

  - Personalize students' English learning

BSTUDY ENGLISH AS A SUBSIDIARY COMPANY

VISION

Bstudy aspires to construct a versatile and inclusive educational community, accommodating diverse learning styles.

MISSION

Dedicated commitment to revolutionizing the landscape of education, with a particular focus on English language learning and teaching.

CORE VALUES
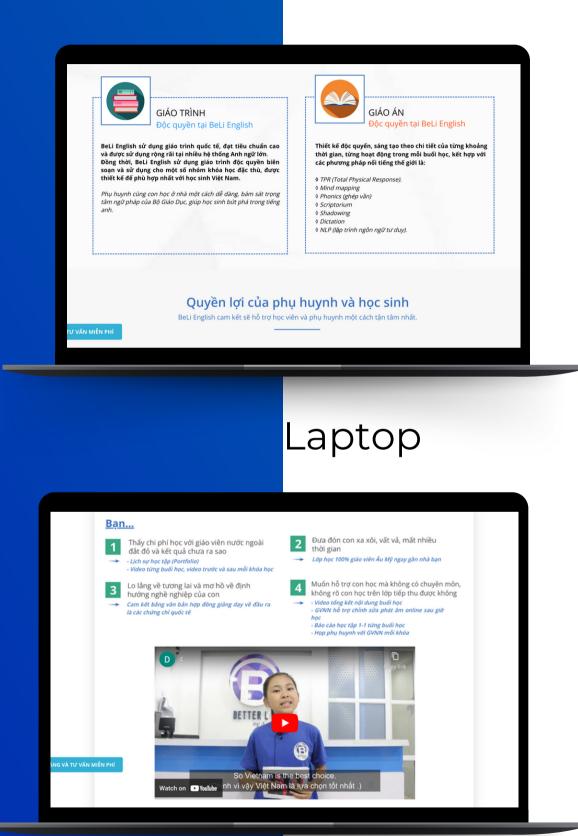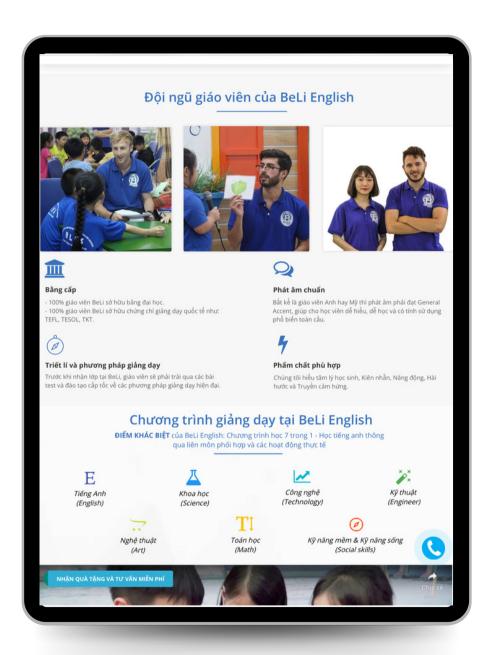
- Quality
- Creativity
- Community
- Convenience

BELI OLD
WEBSITE

Laptop

Mobile

Tablet

BELI OLD
FANPAGE

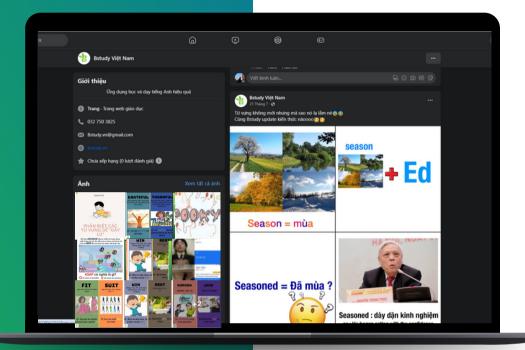Mobile

BSTUDY OLD FANPAGE
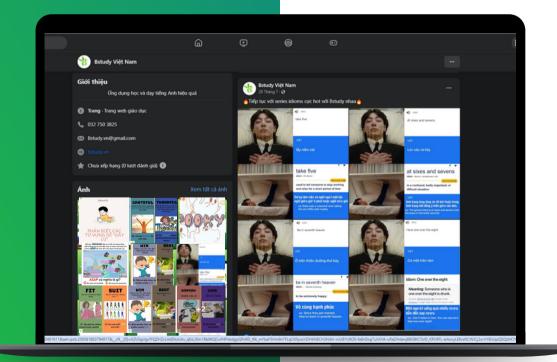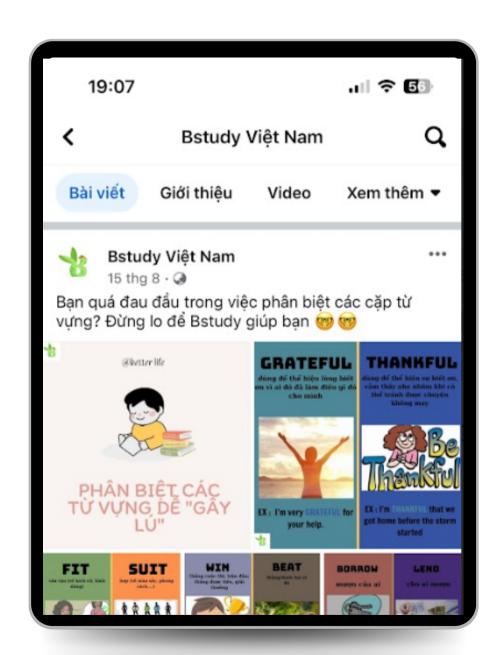
Mobile

Laptop

Tablet

II. RESEARCH

SECONDARY RESEARCH

Secondary research involves the collection, analysis, and synthesis of data that has been previously gathered by others

In the project, secondary research is extracted from researched customer surveys, including: statistical data and market research.

Excerpted from market analysis reports and demand for learning English in Vietnam. From there, identify competitors and capture the market.

MARKET RESEARCH

The English Training Market in Vietnam

Needs for English Language Learning in Vietnam

Needs and Interests of Parents in Suburban area

Mobile Trends in English Learning in Vietnam

Communication Touchpoints in English Learning
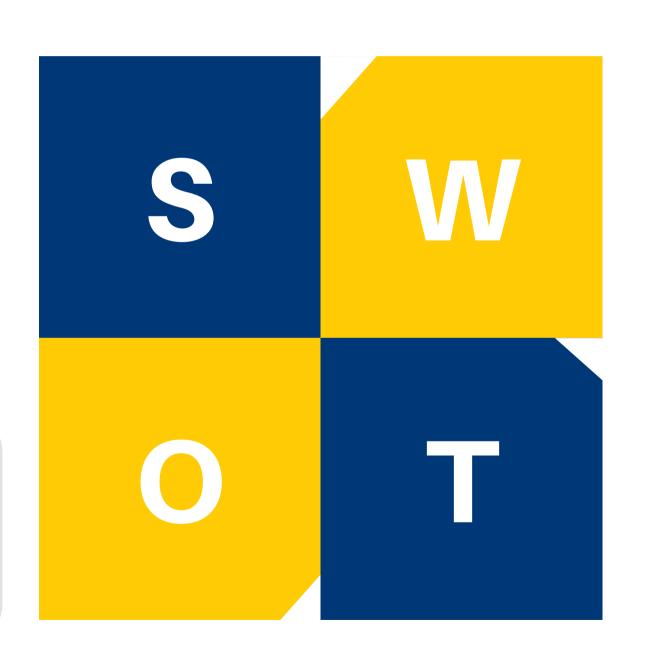
SWOT ANALYSE

STRENGTHS

- Diverse learning methods
- High-quality teaching staff
- International curriculum
- English learning app
- Effective parent communication
- Affordable tuition prices

WEAKNESSES

- Low brand recognition
- Weak communication strategies
- Underdeveloped website
- Inconsistent content route

OPPORTUNITIES

- Holiday Communication Campaigns
- Competitions and Events
- Leverage Existing Customer Base
- Online Community Building

THREATS

- Intense Market Competition
- Changing Student Need
- Content Creativity
- Human Resource Limitation

S W
O T

TARGET AUDIENCE BELI ENGLISH

CATEGORIES	STUDENT		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	

TARGET AUDIENCE BELI ENGLISH

CATEGORIES	STUDENT		WORKERS	PARENTS
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.		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.	
REGARDING TECHNOLOGY			They commonly search through online social networking sites such as Facebook, websites, or call via hotline.	

competitor analysis

SCOTS ENGLISH

BRIGHT SMILE ACADEMY

RES ENGLISH SCHOOL

TALKFIRST ENGLISH

ETC FOREIGN LANGUAGE AND SKILLS CENTER
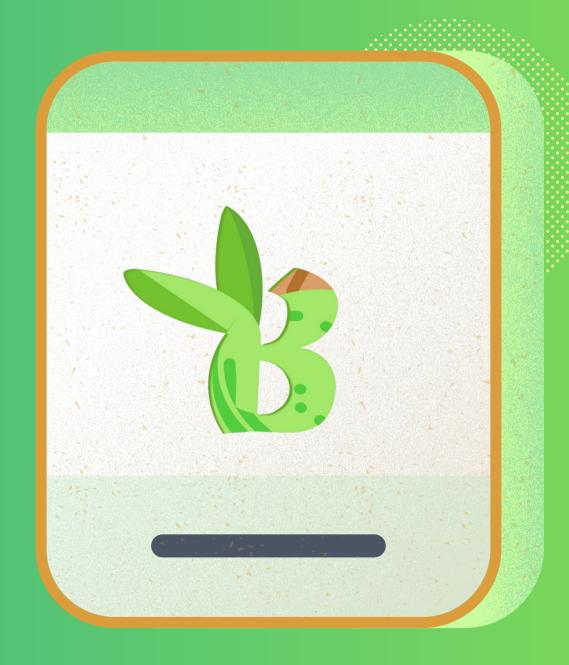
STRENGTH POINTS

✦ **AFFORTABLE PRICE**

✦ **Diverse learning methods**

✦ **Learn through games**

✦ **Develop soft skills for students**

✦ **Attractive outdoor activities**

✦ **TPR Learning methods**

BSTUDY

ANALYSIS
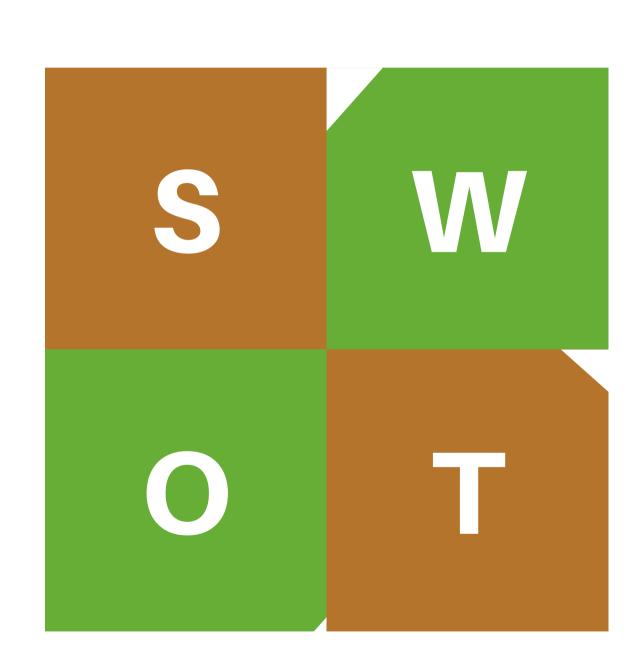
SWOT ANALYSE

STRENGTHS

- ✦ Easily manage the quality of education
- ✦ Measure student learning effectiveness
- ✦ All features of the app are free
- ✦ Create a passive income for teacher

WEAKNESSES

- ✦ Brand recognition is not high
- ✦ The website is still sketchy and the design is not eye-catching
- ✦ UI/UX is not user-friendly
- ✦ Limited Programs

OPPORTUNITIES

- ✦ Save time and study costs
- ✦ Easily promote images to target audiences
- ✦ Image Enhancement
- ✦ Content Creation
- ✦ Online Channel Development

THREATS

- ✦ Intense Market Competition
- ✦ Changing Student Need
- ✦ Content Creativity
- ✦ Human Resource Limitation

S **W** **O** **T**

TARGET AUDIENCE BSTUDY

Categories	School owner, English center owner (Business)		Student, Teacher (Customer)
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

TARGET AUDIENCE BSTUDY

Categories	School owner, English center owner (Business)		Student, Teacher (Customer)
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
Behaviors			
	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: Teachers use communication tools within the application to facilitate effective communication with students, fostering a collaborative learning environment.	Exploring Various Application Features: Students passionately explore the diverse features offered, including quizzes, games, and vocabulary-building exercises, to gain a holistic language learning experience.	Search for academic communities: search for reputable learning communities so students can exchange and improve their knowledge

competitor analysis

SCOTS ENGLISH

BRIGHT SMILE ACADEMY

RES ENGLISH SCHOOL

GLN ENGLISH CENTER

TALKFIRST ENGLISH

USP

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.
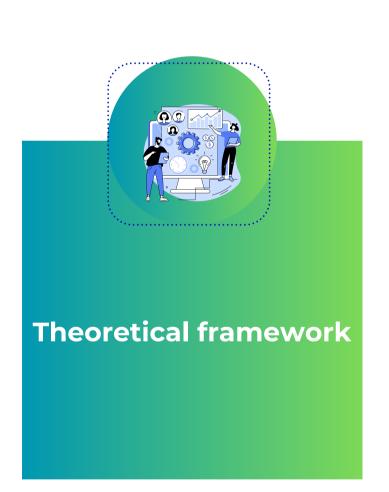
TEACHER

STUDENT

THEORETICAL
FRAME WORK

Secondary Research

Market research

Company Analysis

Theoretical framework

E-CONTENT
DEVELOPMENT THEORIES

AWARENESS

In the Attention stage, the team created outstanding content and messages for BeLi English and Bstudy. Also use prominent brand colors, combined with images and videos to make customers remember the brand.

INTEREST

Moving to the Interest stage, in content strategy, the team often emphasizes the unique, outstanding features of BeLi English and Bstudy.

DESIRE

The project creates communication messages that persuade target customers

AWARENESS

Finally, the campaign endeavors to lead the audience to the Action stage, under each content article, often inserting call-to-action sentences to promote customer action.

The AIDA model

In the context of the Communication Campaign, understanding the needs of both the team members involved in the project and the target audience, particularly parents and learners, is crucial. Maslow's theory enables the campaign managers to tailor their communication strategies based on the specific needs and motivations of different stakeholders.

MASLOW'S MOTIVATION MODE

COMMUNICATION CAMPAIGN
PLANNING THEORIES

COMMUNICATION CAMPAIGN THEORY

Apply theoretical framework to create communication plans for the organization to ensure output.

SWOT ANALYSIS
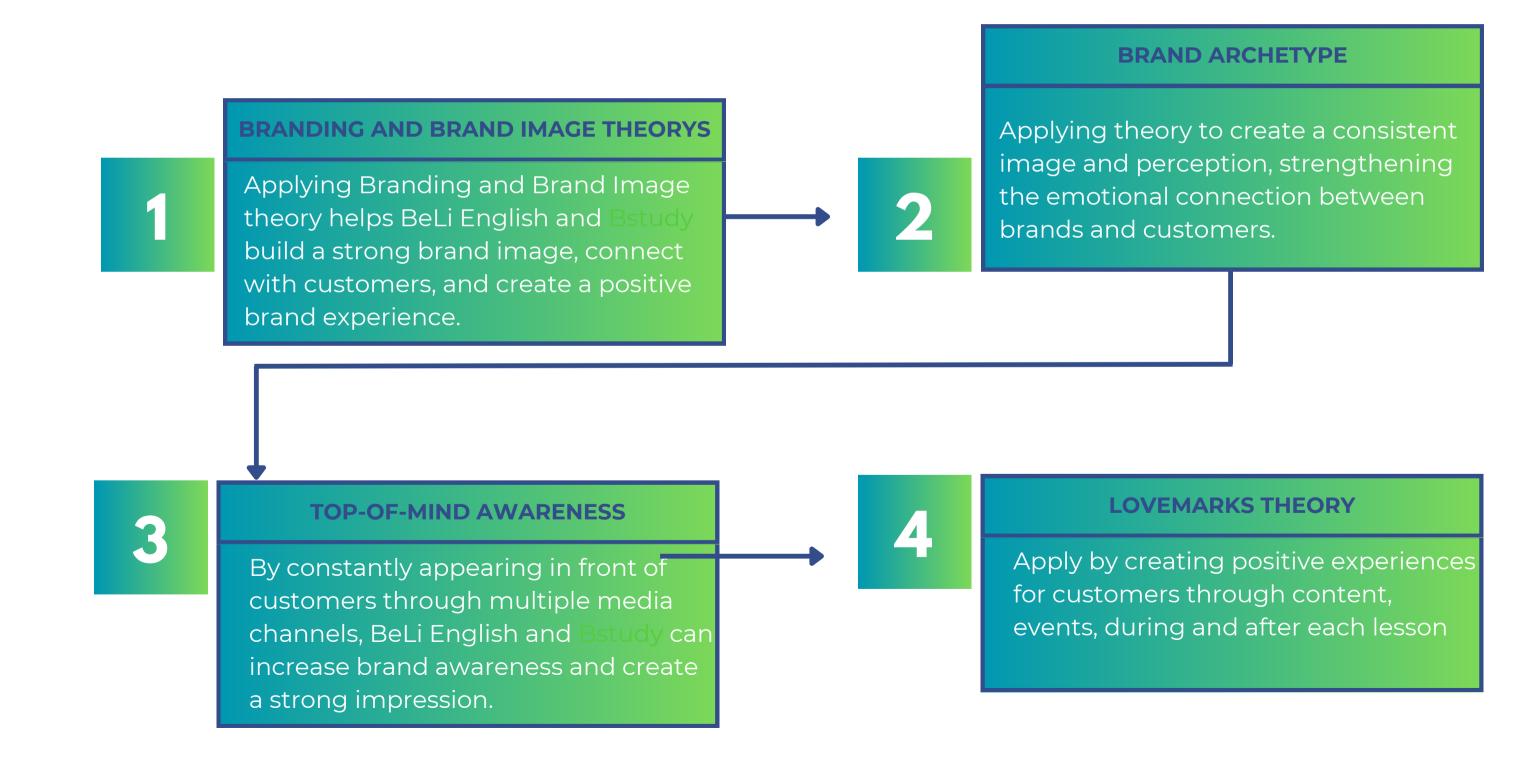
Apply to analyze Better Life, Beli English and Bstudy (Strengths and Weaknesses) and external factors (Opportunities and Threats)

CONSUMER DECISION MAKING PROCESS

Apply this theory to understand customer purchasing decision behavior and optimize communication campaigns for the organization.

BRAND DEVELOPMENT
THEORIES

BRAND ARCHETYPE

Applying theory to create a consistent image and perception, strengthening the emotional connection between brands and customers.

BRANDING AND BRAND IMAGE THEORYS

1

Applying Branding and Brand Image theory helps BeLi English and Bstudy build a strong brand image, connect with customers, and create a positive brand experience.

2

TOP-OF-MIND AWARENESS

3

By constantly appearing in front of customers through multiple media channels, BeLi English and Bstudy can increase brand awareness and create a strong impression.

LOVEMARKS THEORY

4

Apply by creating positive experiences for customers through content, events, during and after each lesson

RISK MANAGEMENT THEORIES

Managing risk in media campaigns helps ensure stability and flexibility in the face of unpredictable challenges. Integrating risk management theories helps communication campaigns become flexible, ready to face change and minimize the negative impact of risks.

III. PROJECT PLANNING

BETTER LIFE

BIG IDEA

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

Strategies

1. **Media Product Development**

2. **Communication Activity Alignment**

3. **Media Quality Reinforcement**

Project Goal

1.
Ensure Brand
Consistency
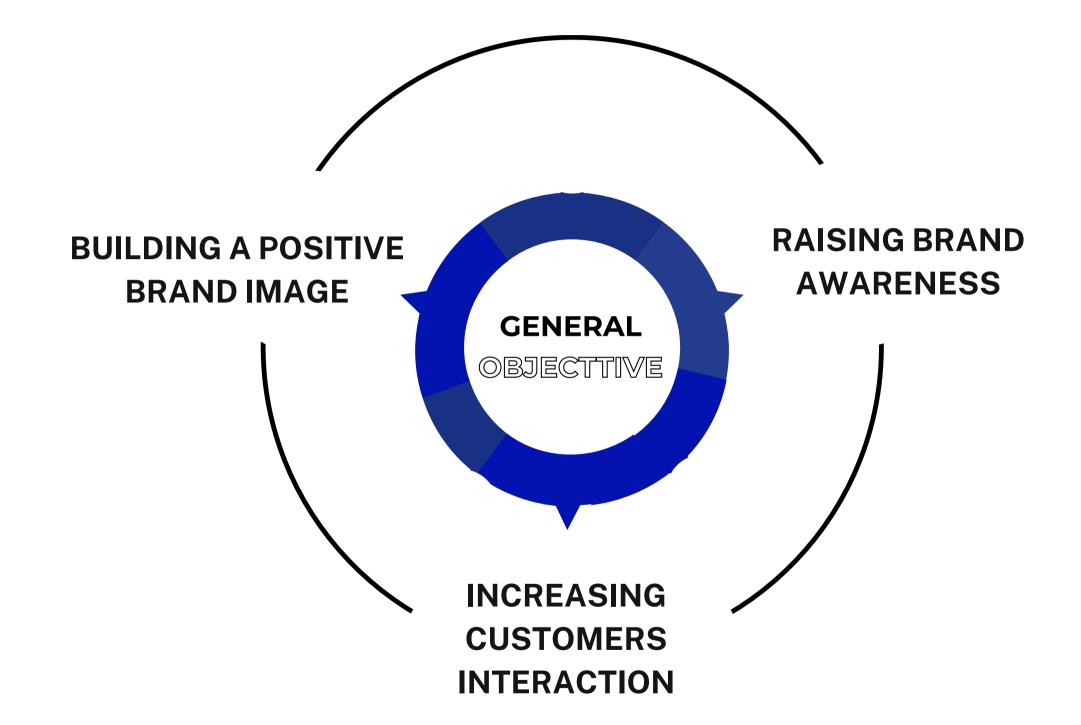
2.
Increase Social
Media Engagement

3.
Improve Brand
Credibility

OVERVIEW

BUILDING A POSITIVE
BRAND IMAGE

RAISING BRAND
AWARENESS

GENERAL
OBJECTTIVE

INCREASING
CUSTOMERS
INTERACTION

Total Duration | The project was implemented within 20 week to accomplish all all of our predetermined goals.

BELI ENGLISH

SLOGAN

"Learning the most, no worries about costs."

(Học vui hết ý, không lo chi phí)

"Learn the most, no worries about cost" conveys the essence of a positive and affordable learning experience. 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.

BRAND
ARCHETYPE

THE CAREGIVER
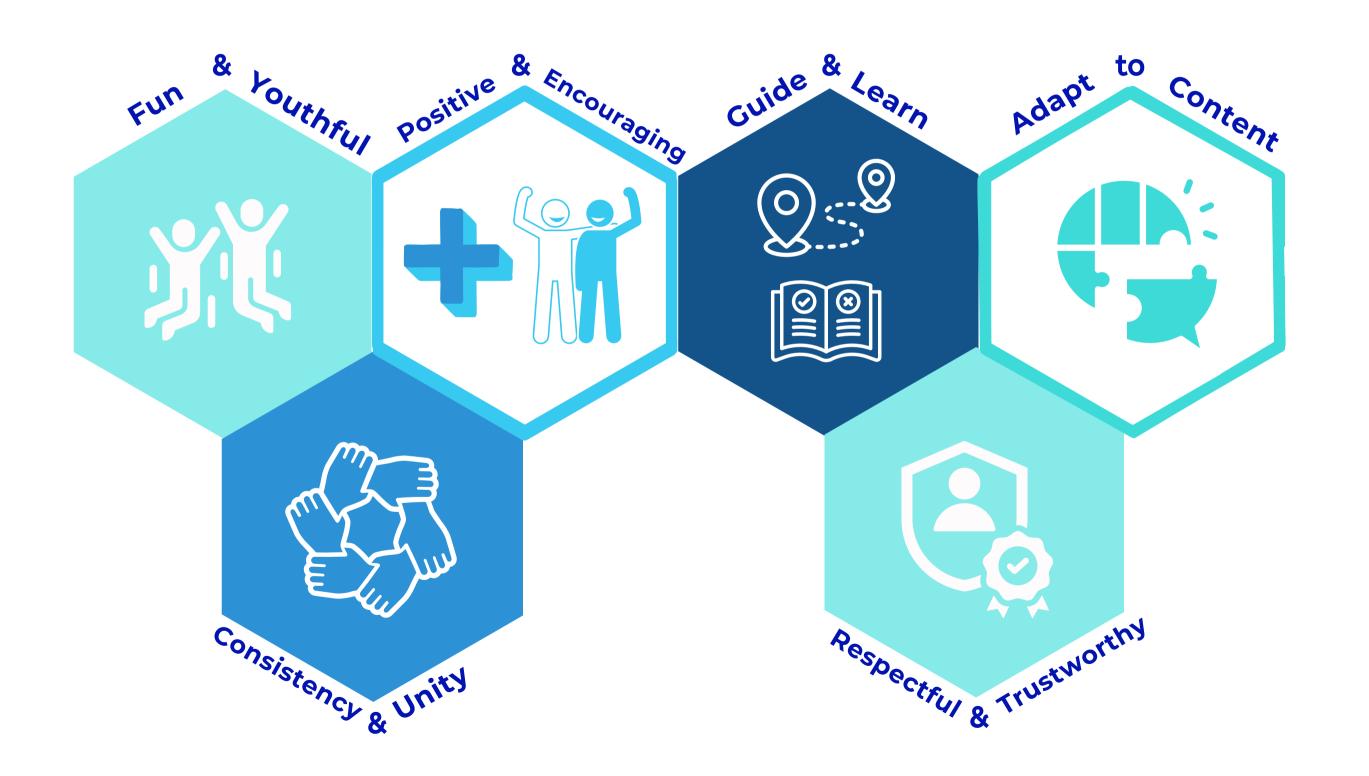
BeLi English prioritizes students' well-being with close care and support throughout their learning journey. The center aims to create a nurturing environment, ensuring students feel secure and confident in their progress.

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.

the Creator

BSTUDY

OVERVIEW

Goal #1
Raising customer awareness of the brand

Goal #2
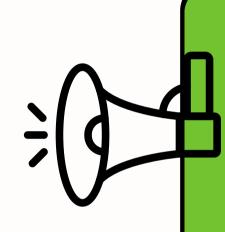11 weeks were needed to fulfill aforementioned goal.

Goal #3
Finding potential customers

Goal #4
Promoting communicationf or BSTUDY
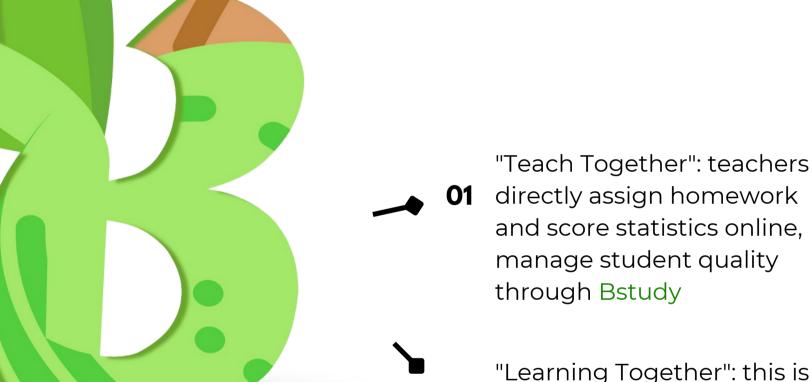
SLOGAN

> "Teach Together, Learn Together, Bstudy Together"
> *(Cùng dạy cùng học, cùng BSTUDY)*

This is a completely new classroom, creating a space for teachers and students to interact more easily.

01 "Teach Together": teachers directly assign homework and score statistics online, manage student quality through Bstudy

02 "Learning Together": this is a platform that helps students study and receive homework from teachers. In addition, students can use the app's integrated features to improve their English proficiency.

BRAND
ARCHETYPE

Bstudy positions itself as a companion and supporter for educators on their teaching and management journey, aiming to enhance the quality of education.

EVERYMAN

THE CAREGIVER

Bstudy positions itself as a companion and supporter for educators on their teaching and management journey, aiming to enhance the quality of education.

BRAND TONE

Adapt to Content

Guide & Learn

Professional & Reputable

Consistency & Unity

Respectful & Trustworthy

IV. PLANNING

IMPLEMENTATION
PLAN
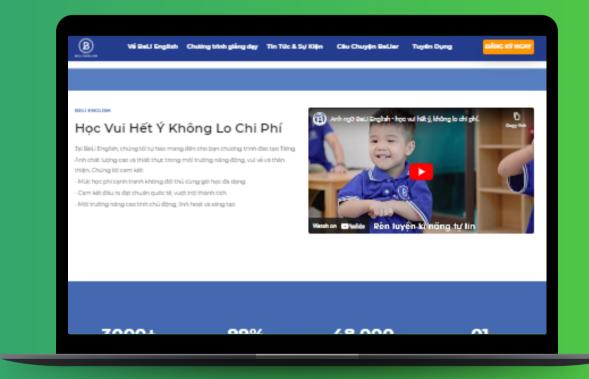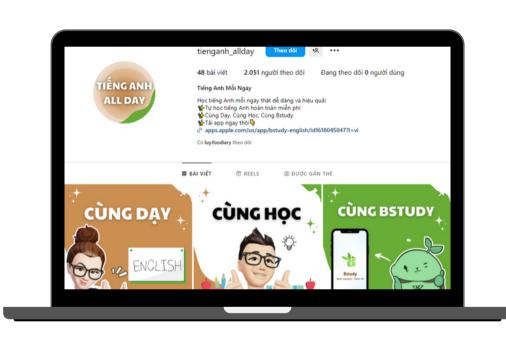
TVC

Event Assistance

IMPLEMENTATION
PLAN

Design Mascot
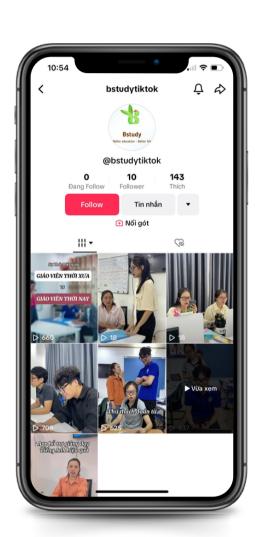
**Fanpage
"Bstudy Việt Nam"**

**Instagram
"tienganh_allday"**

IMPLEMENTATION
PLAN

COMPANY profile

Bstudy's script tiktok

TIMELINE
OVERVIEW
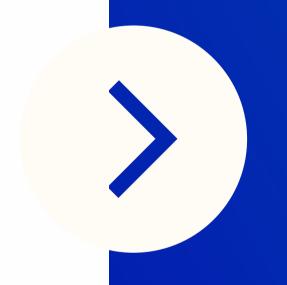
Task	WEEK	8				9				10				11				12	
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2
Research Phase	BELI ENGLISH	■	■																
	🌱						■	■											
Idea development and planning stage	BELI ENGLISH			■															
	🌱								■										
Implement the plan	BELI ENGLISH				■		■	■	■	■	■	■	■	■	■	■	■	■	■
	🌱									■	■	■	■	■	■	■	■	■	■

BELI ENGLISH
PLAN

BELI ENGLISH

LOGO
REDESIGN

BeLi English

BELI ENGLISH

Mobile

BRAND IDENTITY

BELI ENGLISH

FONT

Armitage Black AaBbCc ✓

COLOR PALLETS

Medium Dark Blue #243C8D	**Light Blue** #577FC0	**Soft Blue** #4469B0
Softer Blue #4469B0	**Light Yellow** #FFCB04	**Medium Dark blue** #FFB72C
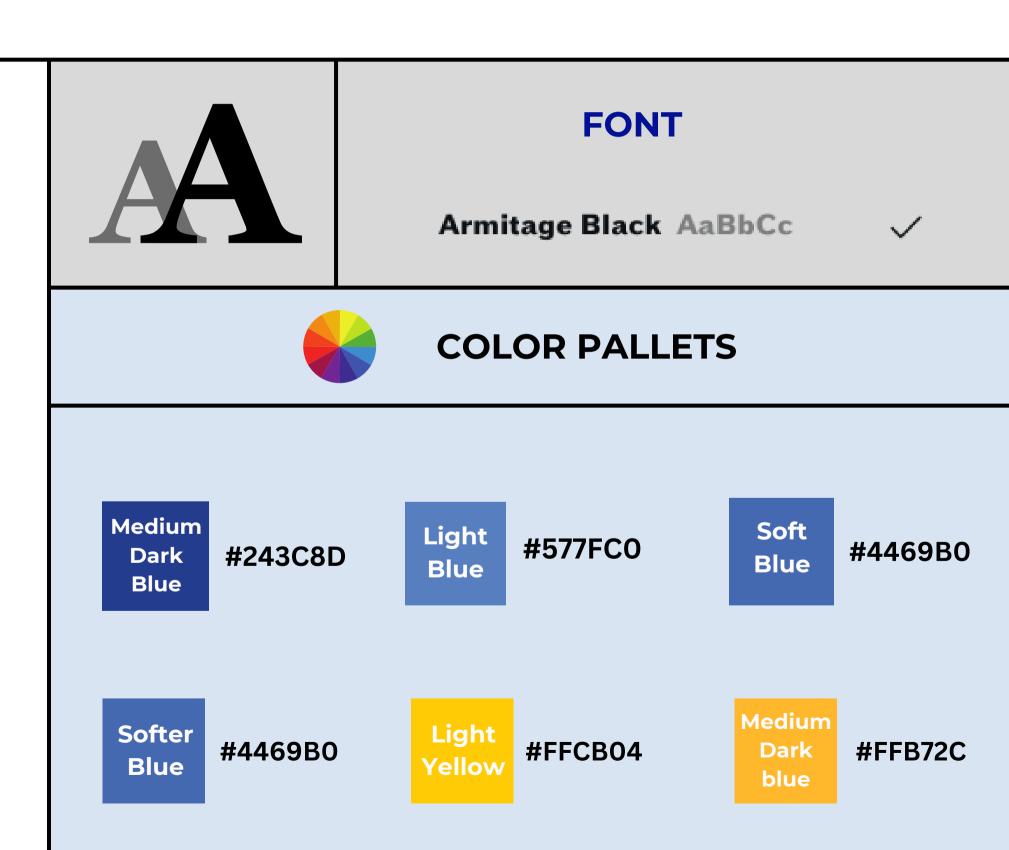
Mobile
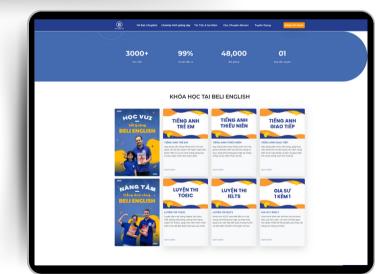
MEDIA
CHANNEL

Owned Media

Website "**Anh ngữ BeLi English**"
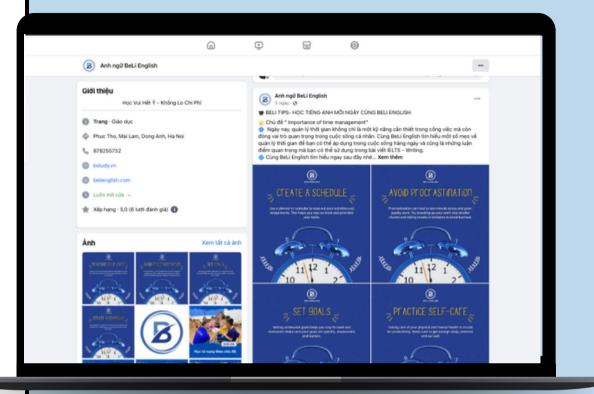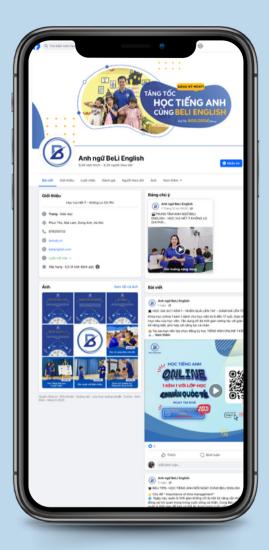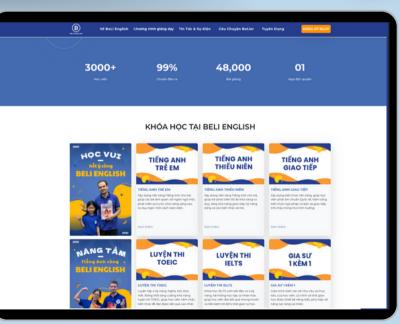
anpage "**Anh ngữ BeLi English**"

FANPAGE

🕐	**Implementation start time:** August 17, 2023
⏳	**Posting frequency:** 4 posts/week
🕐❓	**Posting time:** 13:00 - 16:00
#	#belienglish #anhngubelienglish
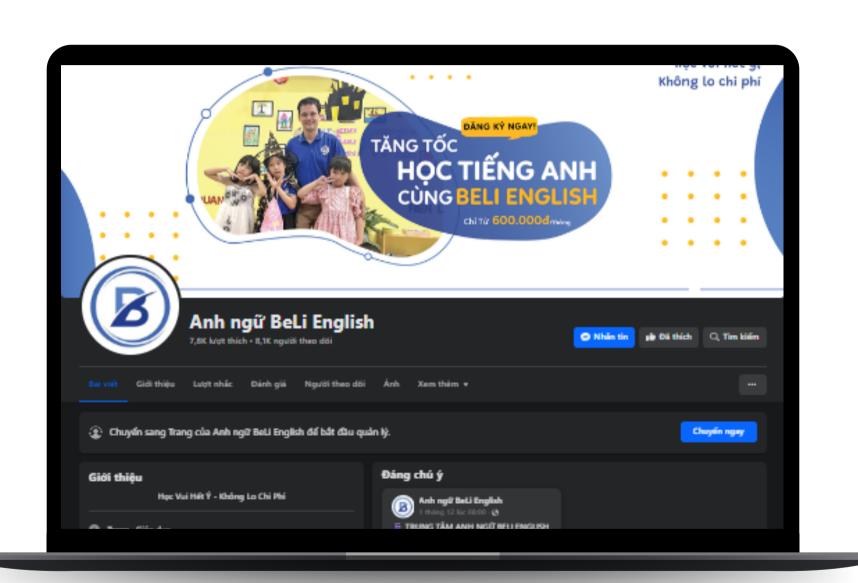
"Anh ngữ BeLi English"

TIMELINE OVERVIEW

Content Line	Frequency
Beli Tips	**20%**
Beli Share	**15%**
Beli Fun	**15%**
Flex cùng Beli	**10%**
Beli Talk	**5%**
Beli Story	**20%**
Beli Challenge	**5%**
Beli News	**10%**
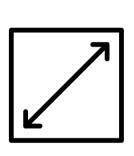
CONTENT SYSTEM

STT	TÊN BÀI POST	Tuyến nội dung (Mã tuyến)	THỂ LOẠI NỘI DUNG	CHỊU TRÁCH NHIỆM CONTENT	CHỊU TRÁCH NHIỆM ẢNH	Người giám sát	TÌNH TRẠNG THỰC HIỆN
1	MANG NIỀM VUI HỌC TIẾNG ANH CÙNG GIÁO VIÊN NƯỚC NGOÀI	Line.0006	Ảnh ▼	Huyền	Thương	Thương	4. Đã đăng trên kênh chính thức ▼
2	Hoạt động trải nghiệm " Giao tiếp với người bản ngữ" cùng BeLi English	Line.0006	Ảnh ▼	Huyền	Thương	Thương	4. Đã đăng trên kênh chính thức ▼
3	Tuyển sinh cơ sở HCM BÀI 1	Line.0012	Ảnh ▼	Huyền	Lâm	Huyền	4. Đã đăng trên kênh chính thức ▼
4	KHÔNG CHỈ HỌC TIẾNG ANH MÀ CÒN LÀ TƯ DUY PHẢN BIỆN	Line.0003	Ảnh ▼	Huyền	Lâm	Thương	4. Đã đăng trên kênh chính thức ▼
5	Khám phá Thế Giới Động Vật qua Các Từ Vựng Tiếng Anh	Line.0003	Ảnh ▼	Huyền	Thương	Thương	4. Đã đăng trên kênh chính thức ▼
6	SỰ KIỆN CUỐI THÁNG 9 NÀY - Các BeLiers đã biết gì chưa	Line.0012	Ảnh ▼	Ly	Hoàng	Ly	4. Sự đăng trên kênh chính thức ▼
7	ĐĂNG KÝ NGAY - NHẬN QUÀ LIỀN TAY	Line.0012	Video ▼	Ly	Lâm	Ly	4. Đã đăng trên kênh chính thức ▼
8	10 CÂU NÓI TRUYỀN CẢM HỨNG HỌC TẬP TIẾNG ANH	Line.0003	Ảnh ▼	Ly	Hoàng	Ly	4. Đã đăng trên kênh chính thức ▼
9	HỌC TIẾNG ANH CHƯA BAO GIỜ DỄ ĐẾN THẾ CHỈ VỚI 5 TIPS SAU	Line.0003	Ảnh ▼	Ly	Lâm	Ly	4. Đã đăng trên kênh chính thức ▼

FACEBOOK

FORMAT, IMAGE CRITERIA

Format of publications to post on Facebook:

SIZE
940 x 788 pixels (normal post)
1640x924 pixels (cover image)
2400 x 2400 pixels (avatar)

DESIGN
According to the brand identity

MAIN FONT

Armitage Black AaBbCc ✓

IMAGE CRITERIA
- **High quality**
- **Sharp**
- **Bright**
- **Beautiful**

CONTENT
Show enough detailed content
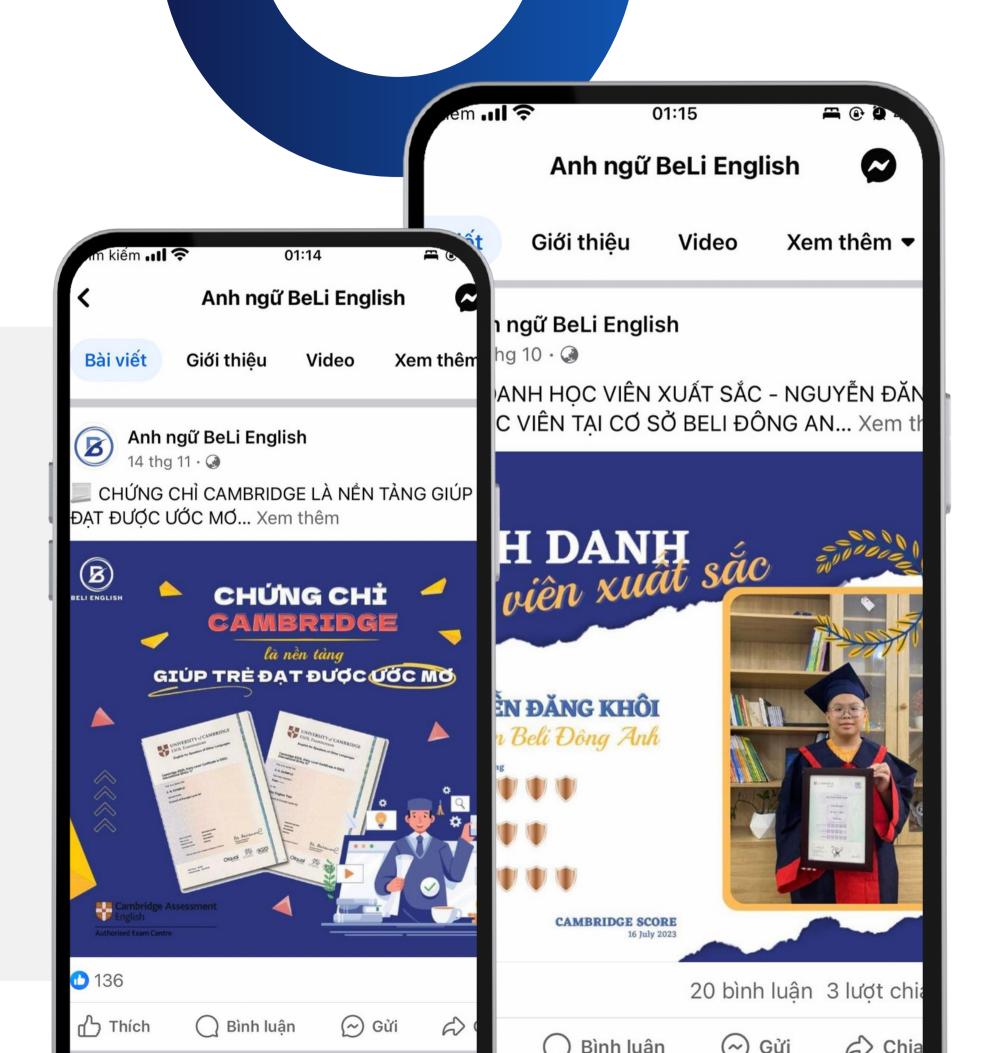
LOGOS
Stick the logos "BeLi English" in the middle

KEY
ACTIVITIES

COMMUNICATION
ACTIVITIES

Fanpage
"Anh ngữ BeLi English"

WEBSITE

belienglish.com

SCAN ME!

"Anh ngữ BeLi English"

TIMELINE WEBSITE
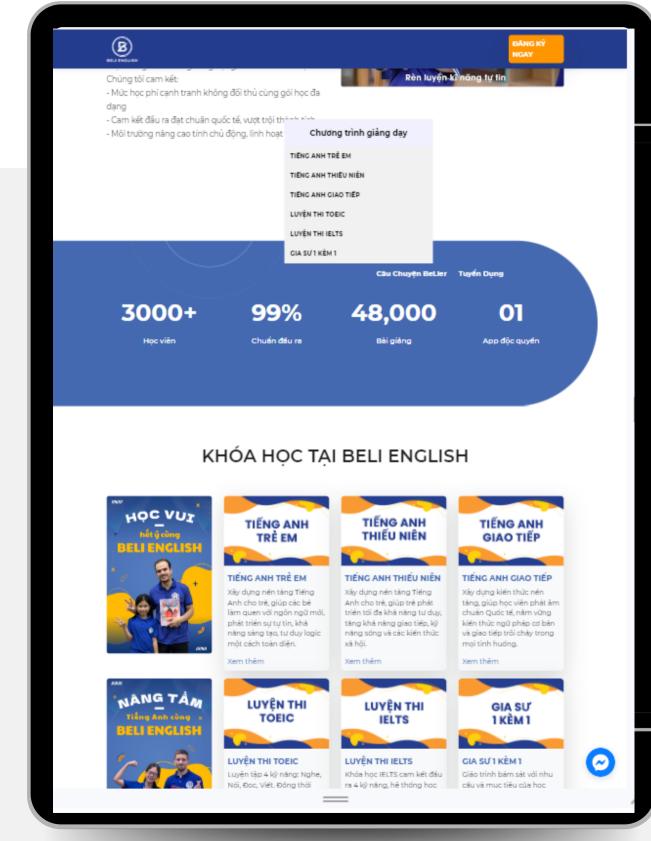
Task	WEEK	9				10				11				LATER STAGE			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Research Phase		■															
Content and design			■	■	■												
Programming, creating detailed content and design						■	■										
Testing and editing								■	■	■	■	■					
Maintenance												■	■	■	■	■	■

KEY ACTIVITIES

COMMUNICATION
ACTIVITIES

Website
"Anh ngữ BeLi English"

EVENT

Event "Experiencing extracurricular activities at Erahouse science park"

Event "Mid-Autumn Festival"

Event "Going to school"

Event "Halloween"

Event "Ringing the English Olympic Golden Bell"

Event "Western Hunting on Hoan Kiem Lake Walking Street"

GAMES
maximus odio ac, pellentesque lacus. Nullam lobortis gravida.

01:15 PM

DJ PERFORMANCE
maximus odio ac, pellentesque lacus. Nullam lobortis gravida.

02:00 PM

BREAK
maximus odio ac, pellentesque lacus. Nullam lobortis gravida.

03:00 PM

MAIN GUEST APPEARANCE
maximus odio ac, pellentesque lacus. Nullam lobortis gravida.

03:30 PM

CLOSE OF PROGRAM
maximus odio ac, pellentesque lacus. Nullam lobortis gravida.

05:00 PM

HALLOWEEN PARTY
17H00 – 21H00
BELI ENGLISH

EVENT PLANNING

TIME	TASK	DESCRIPSION
13/08/2023	**Event "Experiencing extracurricular activities at Erahouse science park"**	In charge of post-communication, filtering photos, editing photos and creating event recaps
21/08/2023	**Event "Going to school"**	In charge of designing publications and running events
17/09/2023	**Event "Western Hunting on Hoan Kiem Lake Walking Street"**	In charge of timeline, pre- and post-events communication, photo filtering, and photo editing

EVENT PLANNING

TIME	TASK	DESCRIPSION
29/09/2023	**Event "Mid-Autumn Festival"**	Create ideas, timeline, communicate before and after the event, run events in Bac Ninh and Mai Lam, take photos, filter photos, edit photos, combine videos and event recaps
14/09/2023	**Event "Ringing the English Olympic Golden Bell"**	In charge of post-communication, video editing and recap skien writin
29/10/2023 - 31/10/2023	**Event "Halloween"**	Create an event timeline, communicate before and after, filter and edit photos, recap the event

TVC PLANNING

Key message

"An affordable, engaging, and enjoyable learning experience with BeLi English"

Main concept
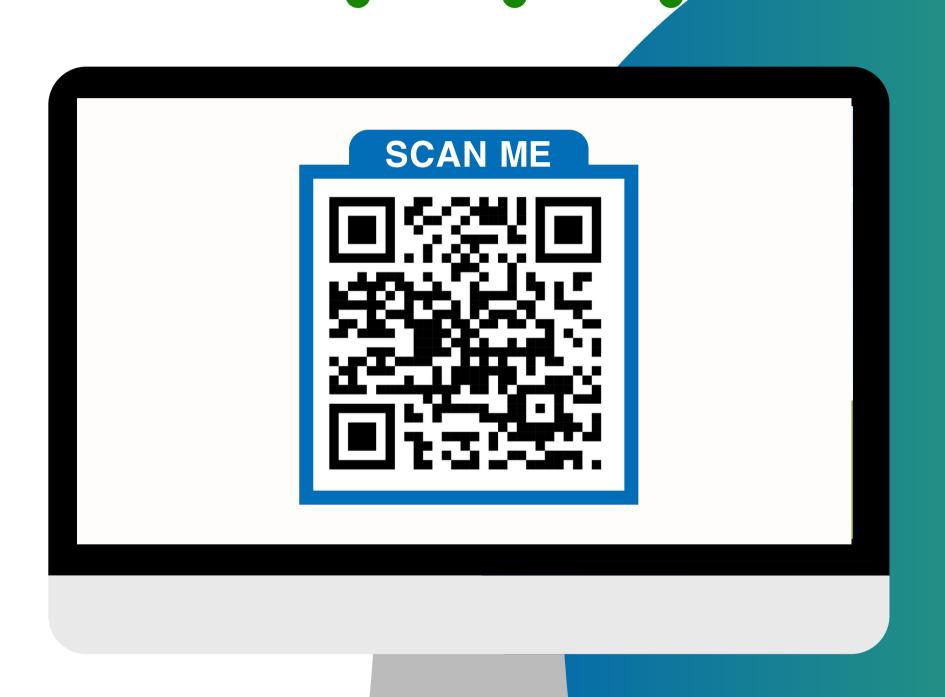
Bright colors and an open space, with a storyteller, foreign teachers, students of diverse ages, and the BeLi English team

Key visual

Emphasize BeLi's three core values: Affordable price, enjoyable learning experience, and guaranteed outcome quality. .

BSTUDY'S
PLAN

MASCOT
DESIGN

Hello

HOHOHO!

× **Symbol:** "tree sprout" and "superhero cape"

× **Personality**: cheerful, sociable, heroic, helpful

× **Meaning:** Mascot is not only an external symbol but also a reliable companion, ready to share joy and help in every step of the learning journey. Bstudy's Mascot is not just a symbol, but a solid source of encouragement, bringing joy and effective support to the learning community.

#97DF9D #A3E868 #66AE36 #6F574D #DB9E67 #B4742C

Implementation start time: October 5th, 2023

Posting frequency: 4 posts/week

Posting time: 15:00 - 18:00

Hashtag:
#bstudy
#bstudyvietnam
#bstudyvn

Footer:
Bstudy - Better Education, Better Life
☎ Hotline: 0878.255.732
🌐Website: https://bstudy.vn/
#bstudy #bstudyvietnam #bstudyvn
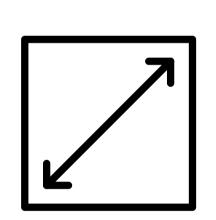
FACEBOOK

FORMAT, IMAGE CRITERIA

Format of publications to post on Facebook:

SIZE
2048 x 2048 pixels (normal post)

2048 x 1356 pixels (normal post)

2896 x 1448 pixels (cover image)

2048 x 2048pixels (avatar)

IMAGE CRITERIA

- **High quality**
- **Sharp**
- **Bright**
- **Beautiful**

DESIGN
According to the brand identity

MAIN FONT
Armitage Black

CONTENT
Show enough detailed content

BSTUDY ENGLISH
15 mins

Wonderful day!

Like Comment Share

CONTENT
FORMAT

Content Line	Frequency
Beli Tips	15%
Beli Fun	20%
Beli Story	15%
Beli Share	40%
Beli Challenge	10%

Implementation start time: October 22th, 2023

Posting frequency: 9 posts/week

Posting time: 15:00 - 18:00

Hashtag:
#cungday
#cunghoc
 #cungbstudy
#learningenglishonline

#bstudy
#english
#learningenglish

Footer:
Tiếng Anh Mỗi Ngày - Học Tiếng Anh Chưa
Bao Giờ Là Khó.

#cunghoc #bstudy #english
#learningenglishonline #learningenglish

INSTAGRAM

FORMAT, IMAGE CRITERIA

Format of publications to post on Facebook:

SIZE
2048 x 2048 pixels (normal post)
2048 x 2048 (avatar)

DESIGN
According to the brand identity

MAIN FONT : Armitage Black

IMAGE
Image criteria

PHOTOS
High quality, sharp,bright and beautiful

CONTENT
Show enough detailed content

CONTENT FORMAT

Content Line	Frequency
Beli Tips	**33.3%**
Beli Fun	**33.3%**
Beli Share	**33.3%**
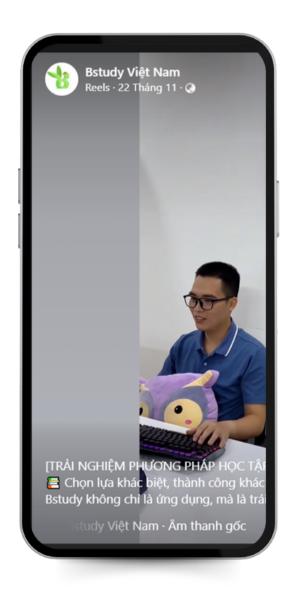
BSTUDY SCRIPT
TIKTOK AND FANPAGE
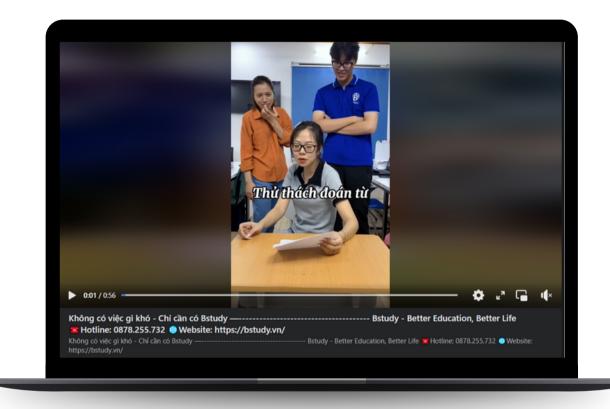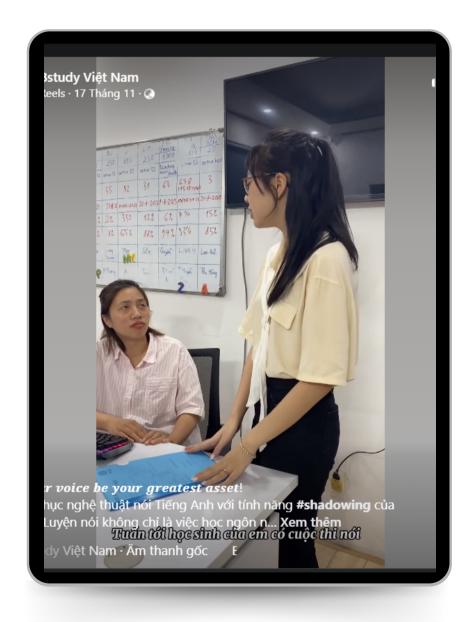
Bstudy Việt Nam
Reels · 22 Tháng 11 ·

[TRẢI NGHIỆM PHƯƠNG PHÁP HỌC TẬP
📚 Chọn lựa khác biệt, thành công khác
Bstudy không chỉ là ứng dụng, mà là trải
Bstudy Việt Nam · Âm thanh gốc

Thử thách đoán từ

Không có việc gì khó - Chỉ cần có Bstudy ———————————— Bstudy - Better Education, Better Life
📧 Hotline: 0878.255.732 🌐 Website: https://bstudy.vn/
Không có việc gì khó - Chỉ cần có Bstudy ———————————— Bstudy - Better Education, Better Life 📧 Hotline: 0878.255.732 🌐 Website:
https://bstudy.vn/

0:01 / 0:56

bstudytiktok

Bstudy
Better education – Better life

@bstudytiktok

Bstudy Việt Nam
Reels · 17 Tháng 11 ·

r voice be your greatest asset!
...hục nghệ thuật nói Tiếng Anh với tính năng #shadowing của
... Luyện nói không chỉ là việc học ngôn n... Xem thêm
Tuần tới học sinh của em có cuộc thi nói
...dy Việt Nam · Âm thanh gốc

V. BUDGET

ESTIMATED COST

Category		Description	Estimated cost (VND)	Actual cost (VND)
Event Assistance				
1	Printing and Materials	Costs for printing promotional materials, printing kits, and event materials.	**2.000.000**	**2.000.000**
2	Media and communication	Costs for photography, videography, graphic design and copywriting for recapping event	**3.300.000**	**0**
Other				
1	Salaries and Fees	Payments to the campaign team, content creators, IT professionals, media team and event staff.	**5.000.000**	**5.000.000**
	Contingency	-	**5.000.000**	**5.000.000**

Category		Description	Estimated cost (VND)	Actual costs (VND)
Brand Management				
1	Logo	Costs for redesigning logo of BeLi English	**4.000.000**	**0**
2	Mascot	Costs for creating and designing mascot of Bstudy	**5.500.000**	**0**
3	Company profile	Cost for copywriting and designing company profile of Bstudy	**6.000.000**	**0**
4	Website UX UI	Costs for coding and redesigning website of BeLi English	**30.000.000**	**15.000.000**
5	Brand Identity	Costs for changing brand identity on T-shirt, notebooks, mugs, etc. with a new logo	**15.000.000**	**15.000.000**

Category		Description	Estimated cost (VND)	Actual costs (VND)
Media Production				
1	Content Creation	Content creation involves developing engaging materials tailored to a specific audience and platform.	**11.120.000**	**0**
2	Graphic Design	Creating visuals, infographics, thumbnails, and promotional materials.	**1.989.000**	**0**
3	Video Editing	Costs for cutting, editing, graphics, and animation video.	**4.400.000**	**0**
4	TVC	Costs for filming and producing TVC of BeLi English	**5.000.000**	**4.500.000**
5	Media Equipment	Costs for renting equipment for media production	**2.100.000**	**0**

ESTIMATED
COST
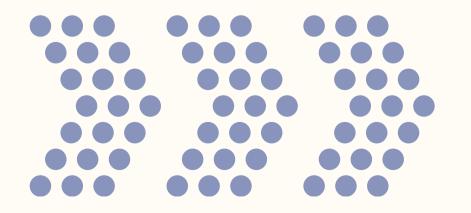
No.	Category	Estimated cost (VND)	Actual Cost (VND)
1	Media Production	24.609.000	4.500.000
2	Brand Management	60.500.000	30.000.000
3	Event	5.300.000	2.000.000
4	Other	10.000.000	10.000.000
5	Total	100.409.000	41.500.000

VI. PROJECT EVALUATION
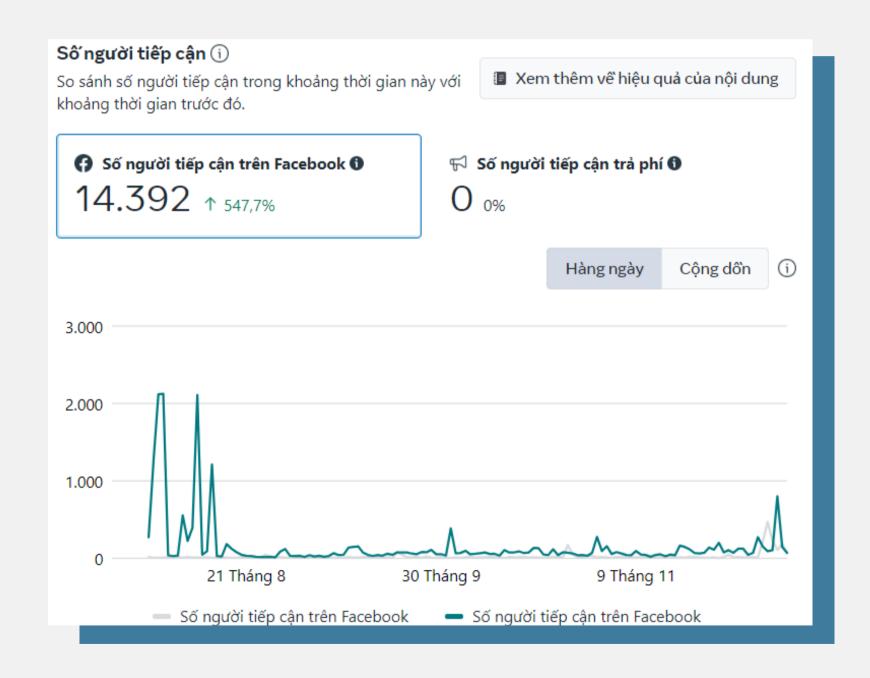
EVALUATION
BELI ENGLISH

POST PRODUCTION
EVALUTION
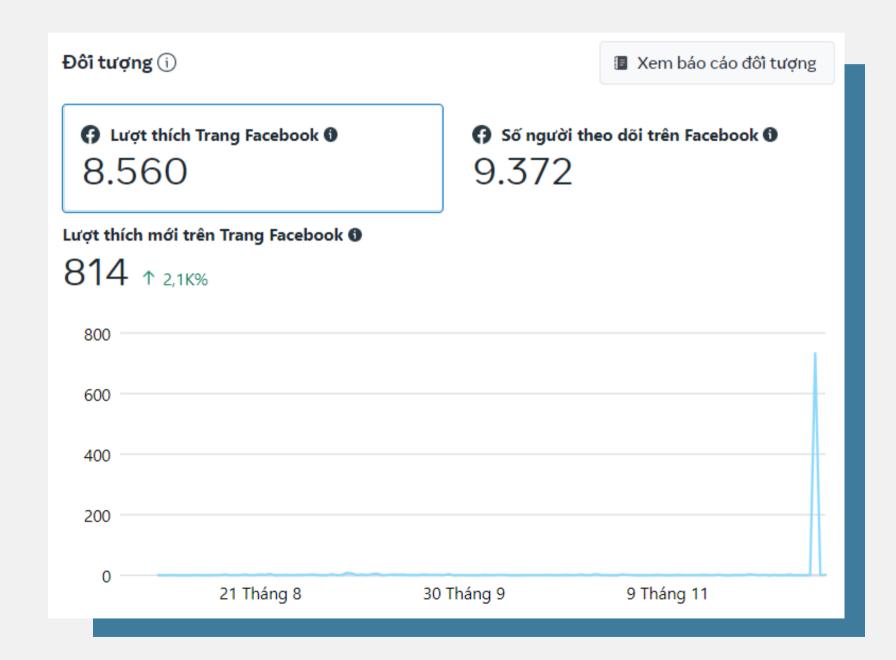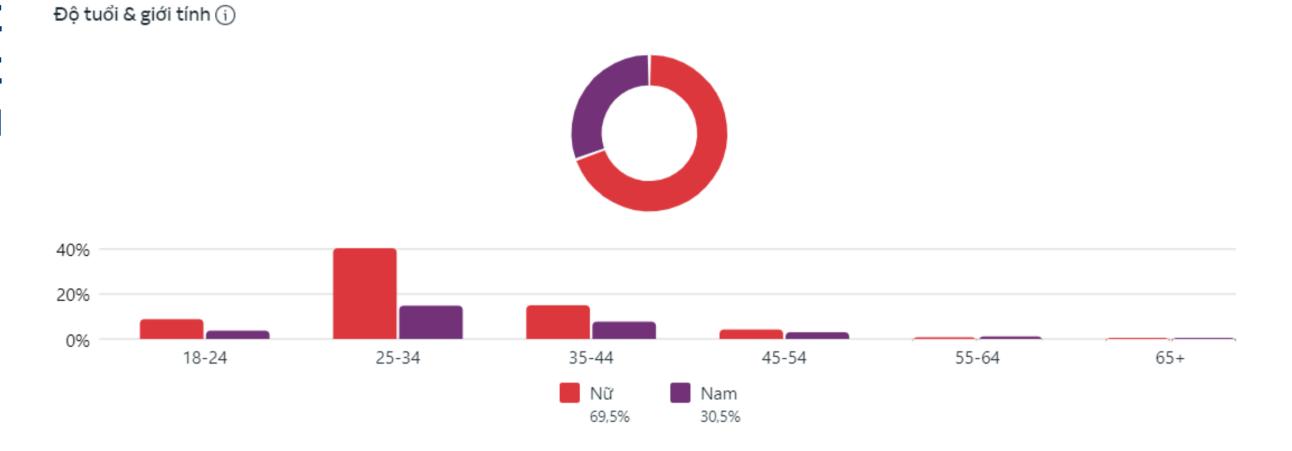
Category	Time	Unit	KPI	Actual Result	Result/KPI (%)
BeLi English Facebook Page Measurement Index					
Reach	17/8 - 9/12	Reach	12,000	14,932	124.43%
New Follower	17/8 - 9/12	Follower	800	1,300	162,5%
Interactions	10/9 - 8/12	React	3,500	4,700	134.29%
New Facebook Page Likes	17/8 - 9/12	Like	500	811	162.2%
Visits on Facebook	17/8 - 9/12	Visit	5,000	6.684	133.68%

BeLi English Facebook Page Measurement Index

EVALUATE THE EFFECTIVENESS OF THE MEDIA CAMPAIGN

Độ tuổi & giới tính ⓘ

Nữ
69,5%

Nam
30,5%

Tỉnh thành phố có nhiều đối tượng nhất

Ho Chi Minh	17.3
Ha Noi	14.7
Hai Phong	6.9
Da Nang	4.5

Lượt tương tác

4,6K

Lượt tương tác

Số cảm xúc, bình luận về và lượt chia sẻ bài viết

4,6K ↑ 388,6%

Tổng số trong 90 ngày qua so với 90 ngày trước đó

- 4K
- 3K
- 2K
- 1K
- 0

90 ngày trước | 90 ngày qua

Số cảm xúc, bình luận và lượt chia sẻ trung bình của bài viết trên mỗi loại file phương tiện ⓘ

Dành cho những bài viết được tạo trong vòng 90 ngày qua

- Video — 153
- Hình ảnh — 92
- Âm thanh | 0
- Văn bản | 0
- Liên kết | 0

Số cảm xúc, bình luận và lượt chia sẻ trung bình của bài viết trên mỗi định dạng nội dung ⓘ

Dành cho những bài viết được tạo trong vòng 90 ngày qua

- Bài viết khác — 121
- Bài viết có album — 87
- Bài viết trực tiếp | 0
- Thước phim | 0
- Bài viết có video 360° | 0
- Bài viết có hình ảnh 360° | 0

Bài viết tự nhiên hiệu quả nhất

Sau đây là những bài viết đạt hiệu quả cao trong 90 ngày qua. Khi biết rõ yếu tố nào mang lại hiệu quả, bạn có thể quyết định tạo gì và chia sẻ gì tiếp theo, từ đó tiếp tục gặt hái thành công.

Bài viết có nhiều người tiếp cận nhất ⓘ

Ⓕ Bài viết trên Facebook

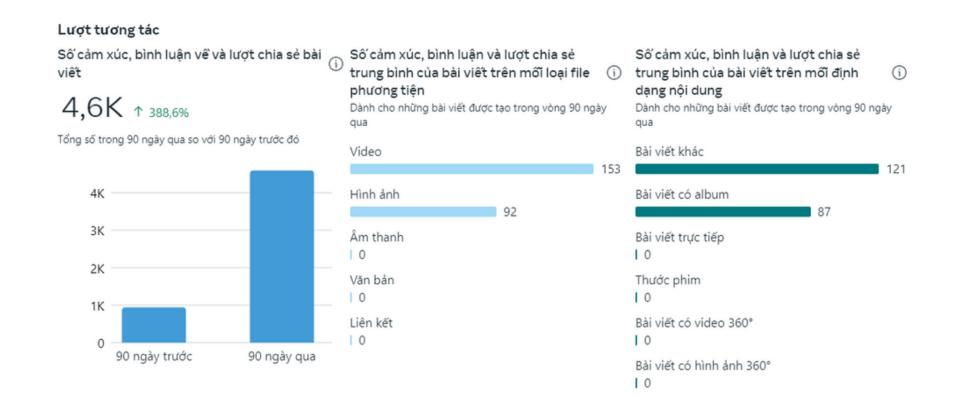🔔🔔🔔 RECAP SỰ KIỆN "LỄ HỘI TRĂNG RẰM" TẠI TRUNG...

00:41, 2 Tháng 10, 2023

Bài viết này tiếp cận được 823 người, cao hơn **357%** so với số người tiếp cận bài viết ở mức trung bình của bạn (180 người) trên Facebook.

Bài viết có nhiều cảm xúc nhất ⓘ

Ⓕ Bài viết trên Facebook

💐💐💐 CHÚC MỪNG NGÀY PHỤ NỮ VIỆT NAM 20/1...

19:30, 19 Tháng 10, 2023

Bài viết này nhận được số cảm xúc nhiều hơn **111%** (219 cảm xúc) so với bài viết ở tầm trung bình của bạn (104 cảm xúc) trên Facebook.

Bài viết có nhiều bình luận nhất ⓘ

Ⓕ Bài viết trên Facebook

🔔🔔🔔 RECAP SỰ KIỆN "LỄ HỘI TRĂNG RẰM" TẠI TRUNG...

00:41, 2 Tháng 10, 2023
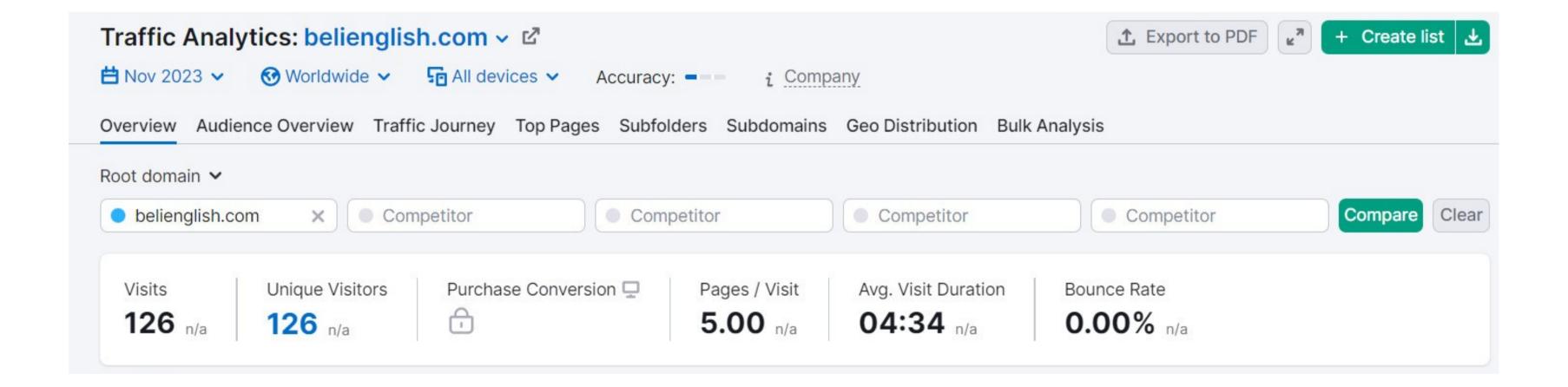
Bài viết này nhận được số bình luận nhiều hơn **154%** (33 bình luận) so với bài viết ở tầm trung bình của bạn (13 bình luận) trên Facebook.

BELI ENGLISH WEBSITE

Category	Time	Unit	KPI	Actual Result	Result/KPI (%)
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%

BELI ENGLISH WEBSITE

Traffic Analytics: belienglish.com

⬆ Export to PDF ↗ + Create list ⬇

📅 Nov 2023 ⌄   🌐 Worldwide ⌄   🖥 All devices ⌄   Accuracy: ▬▬▬   ⓘ Company

Overview Audience Overview Traffic Journey Top Pages Subfolders Subdomains Geo Distribution Bulk Analysis

Root domain ⌄

● belienglish.com ✕ | ○ Competitor | ○ Competitor | ○ Competitor | ○ Competitor | Compare | Clear

Visits	Unique Visitors	Purchase Conversion 🖥	Pages / Visit	Avg. Visit Duration	Bounce Rate
126 n/a	**126** n/a	🔒	**5.00** n/a	**04:34** n/a	**0.00%** n/a

BELI ENGLISH TVC

Category	Time	Unit	KPI	Actual Result	Result/KPI (%)
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%

EVALUATION
BSTUDY

POST PRODUCTION
EVALUTION
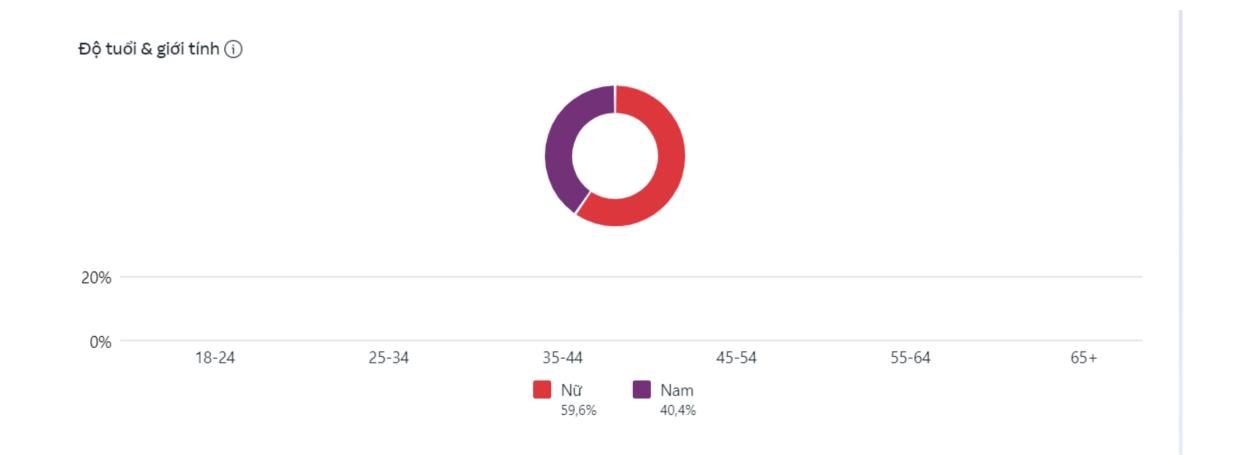
Category	Time	Unit	KPI	Actual Result	Result/KPI (%)
Bstudy Facebook Page Measurement Index					
Reach	27/7 - 9/12	Reach	1,500	1,964	130.93%
Interactions	10/9 - 8/12	React	2,000	2,500	125%
New Follower	27/7 - 9/12	Follow	800	1,302	162,8%
New Facebook Page Likes	27/7 - 9/12	Like	500	803	160.6%
Visits on Facebook	27/7 - 9/12	Visit	3,000	3,603	120.1%

POST PRODUCTION
EVALUTION

EVALUATE THE EFFECTIVENESS OF THE MEDIA CAMPAIGN

Độ tuổi & giới tính ⓘ

20%

0%

| 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |

■ Nữ
59,6%

■ Nam
40,4%

Tỉnh thành phố có nhiều đối tượng nhất

Ha Noi	54.9
Lang son	4
Bac Ninh	2.2

BELI ENGLISH WEBSITE

Traffic Analytics: belienglish.com ⌄ ☑   ⬆ Export to PDF   ⤢   + Create list ⬇

📅 Nov 2023 ⌄   🌐 Worldwide ⌄   🖥 All devices ⌄   Accuracy: ▬▬ ▬ ▬   ℹ Company

Overview   Audience Overview   Traffic Journey   Top Pages   Subfolders   Subdomains   Geo Distribution   Bulk Analysis

Root domain ⌄

| 🔵 belienglish.com ✕ | ⚪ Competitor | ⚪ Competitor | ⚪ Competitor | ⚪ Competitor | Compare | Clear |

Visits	Unique Visitors	Purchase Conversion 🖥	Pages / Visit	Avg. Visit Duration	Bounce Rate
126 n/a	**126** n/a	🔒	**5.00** n/a	**04:34** n/a	**0.00%** n/a

BSTUDY
INSTAGRAM

90 ngày qua ⌄

9 tháng 9 - 7 tháng 12

Tổng quan

Bạn đã có thêm 2.051 người theo dõi so với 11 tháng
6 - 8 tháng 9.

Tài khoản tiếp cận được	4.314	›
Số tài khoản đã tương tác	112	›
Tổng số người theo dõi	2.052 **+205.100%**	›

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%

VII. CONCLUSION

ABOUT
CAMPAIGN

ACHIEVEMENT

Exceed the set KPIs

Managing and allocating human resources appropriately

Produce additional resource posts for the company before closing the project

Design and synchronize the brand identity, including:
+ Logo
+ Color palette
+ TVC
+ Company profile
+ Website

PROJECT EVALUATION

PROJECT LIMITED

- Sometimes the set progress has not been achieved compared to the beginning

- The recruitment part of the website has not been completed as expected

- Bstudy's work progress is slower than BeLi due to many difficulties during the research period

ABOUT TEAM

IMPROVEMENT

Arranging your time and plans more reasonably to avoid missing deadlines

Focusing more human resources on Bstudy to speed up progressively

Editing the website more, experience more to fix errors that don't work properly

Clearing agreement with the business about urgent deadlines

RECOMMENDATION
BeLi

✓ Developing stronger online tutoring courses/online courses

✓ Booking KOL/KOC to make videos to talk about the new course

✓ Running ads to get more data flowing in

RECOMMENDATION
Bstudy

✓ Developing mascots with more diverse morphologies

✓ Making videos to get feedback from B-B customers who are school owners, center owners, and teachers who have used them to run ads to increase credibility.

✓ Booking the newspaper to spread more widely

✓ Booking KOL/KOC are famous TA teachers to promote stronger communication about the app

Thank You
for watching