

CAPSTONE PROJECT: GRA497_G16

COMMUNICATIONS CAMPAIGN FOR THE NEW VERSION 'Trang Nguyen 4.0' EDUCATIONS SYSTEM



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APPROVAL SHEET



APPROVAL SHEET

This capstone project report, titled “COMMUNICATIONS CAMPAIGN FOR THE NEW VERSION 'TRẠNG NGUYÊN 4.0' EDUCATION SYSTEM,” has been diligently prepared and submitted by our team. We are honored to acknowledge the invaluable collaboration with Trang Nguyen Education, the esteemed partnering entity.

Trang Nguyen Education officially endorses and authorizes the submission of this capstone project report. The collaboration between our team and Trang Nguyen Education in executing the communication campaign has been a testament to the commitment to excellence and innovation in education.

Trang Nguyen Education hereby grants explicit permission for the use and dissemination of the information and insights contained within this report. This endorsement solidifies the integrity and credibility of the findings presented herein.

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EXECUTIVE SUMMARY

In the context of Industry 4.0, educational technology has emerged as a powerful force, democratizing access to knowledge. Trạng Nguyên Education's upgrade to "Trạng Nguyên 4.0" signifies a pivotal step in constructing a learning society tailored to individual needs. Beyond being a mere educational website, Trạng Nguyên aspires to be the cornerstone of a comprehensive knowledge system for Vietnam's future.

Our communication campaign for the new version "Trạng Nguyên 4.0," is designed with three key goals. Firstly, we aim to increase exposure of Trạng Nguyên and Trạng Nguyên 4.0. Secondly, we focus on sustaining Trạng Nguyên's brand image as a prominent supporter of Vietnamese Language Learning. Lastly, we strive to raise awareness about the technological upgrades in Trạng Nguyên 4.0, encouraging students to actively engage in learning through educational libraries and games.

Spanning from August to October 2023, the communication campaign strategically leveraged various media platforms, including Facebook, website, and events, to introduce and immerse audiences in the Trạng Nguyên 4.0 experience. During this campaign, we achieved notable milestones, including a monthly website traffic of 2.61 million with a scroll depth exceeding 60%, and a growth of over 1,000 likes and followers on each of Trạng Nguyên's Facebook pages (Trạng Nguyên Education & Trạng Nguyên Tiếng Việt), reaching a total reach of over 100,000. Additionally, our commitment to diversifying content related to Vietnamese learning showcased how Trạng Nguyên and Trạng Nguyên 4.0 empower students to actively participate in their learning journey.



ACKNOWLEDGEMENT

The team would like to express our gratitude to FPT University Hanoi and the faculty members of the Multimedia Communication department for imparting the knowledge that enabled us to apply it to this project and compile this report. We would also like to extend our sincere appreciation to Lecturer Nguyen Thi Hue, our project advisor, for her unwavering support and detailed guidance, which played a crucial role in enabling us to execute the project and prepare the report comprehensively and meticulously.

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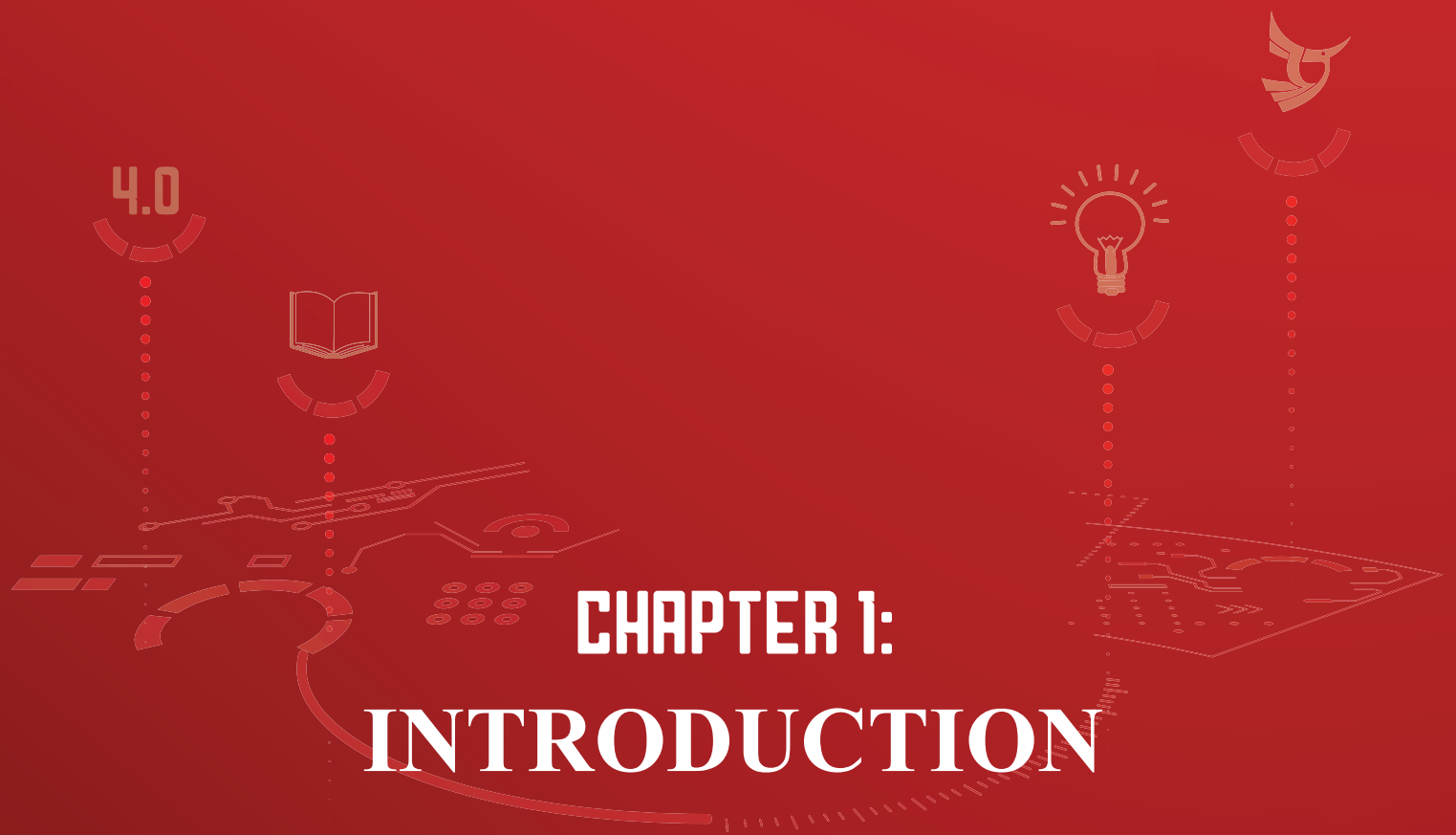
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I. PROJECT INTRODUCTION

1. Background

Vietnam's educational landscape has undergone a profound transformation in recent years, especially in the realm of online education for primary school students. The COVID-19 pandemic accelerated the shift to remote learning, prompting schools to quickly adopt online education platforms. Furthermore, the growing demand for education in Vietnam, particularly for primary school students, has intensified, with strong competition from prominent EdTech players.

In light of these educational advancements, the Trạng Nguyên Education stands out as a leading EdTech initiative in Vietnam, specifically focusing on the Vietnamese language. By leveraging cutting-edge technology and innovative teaching methods, Trạng Nguyên opens doors to comprehensive Vietnamese language education for students across the nation.

In the upcoming 2023/2024 academic year, Trạng Nguyên Education will introduce 'Trạng Nguyên 4.0', a groundbreaking leap in educational innovation. This version combines advanced technology, enhanced learning materials, and specialized products for an unmatched learning experience.

Through strategic communication efforts, Trạng Nguyên Education aims to inform primary school students and parents across Vietnam about the enhanced learning opportunities and enriching benefits offered by Trạng Nguyên 4.0. Consequently, Trạng Nguyên will broaden the reach of its Trạng Nguyên 4.0 product, enhance brand perception, and increase brand

2. About the company

2.1 Overview

Trạng Nguyên Education is an online education platform that has been enriching the educational landscape of Vietnam for over 8 years. Launched in April 2015, Trạng Nguyên Education offers a range of programs, including two key products: "Trạng Nguyên Tiếng Việt" playground and "Trạng Nguyên Toàn Tài" playground.

Trạng Nguyên Education's mission goes beyond language learning; it aims to cultivate a strong sense of national identity among primary school students. By delving into the intricacies of the Vietnamese language, geography, and history, students not only enhance their linguistic skills but also develop a profound understanding of Vietnamese heritage.

2.2 Core commitments

- **Vision:** Trạng Nguyên's vision is to create an educational ecosystem that uniquely combines technology and reality, fostering the development of creative thinking. Trạng Nguyên also aims to become a global educational technology corporation, synonymous with creativity and breakthroughs, all while preserving and honoring national culture.
- **Mission:** To educate Vietnamese students with a focus on cultivating beautiful personalities, mastering knowledge, fostering groundbreaking creativity, and instilling a deep sense of national cultural & identity.
- **Core value:** “Sáng tâm trí - Đổi tư duy - Tạo giá trị” (Enlightened Minds - Transformative Mindsets - Value Creation).



- **Educational Philosophy:** “Dân tộc - Sáng tạo - Nhân văn - Khai phóng” (Ethnicity - Creativity - Humanity - Enlightenment).

2.3 USPs

Pioneering in Vietnamese Language Online Education: The pioneer in online education tailored to the Vietnamese language with 8 years of experience, facilitating students' understanding of their mother tongue. This enables the transmission of culture, tradition, national pride, and patriotism.

Advisory Council, a team of experts supporting the Vietnamese language program, including Mr. Le Van Lan, Associate Professor Dr. Pham Van Tinh, and numerous organizations such as the Vietnamese Institute of Linguistics and the Institute of Vietnamese Studies.

II. PROBLEM IDENTIFICATION

As an initial step in the plan, from September 2023, the first two educational programs to be upgraded in Trạng Nguyên 4.0 are Trạng Nguyên Tiếng Việt and Trạng Nguyên Toàn Tài. Accordingly, the communication campaign to launch new products and launch with many interesting experiential activities through the event "Trạng Mở Tương Lai" is planned to be organized and deployed from the beginning of August until the beginning of the year. October, which overlaps with the time we need to do the capstone project.

As students majoring in Multimedia Communication Management, we find that Trạng Nguyên's media campaign is a very good opportunity to apply the knowledge learned at university into practice as it includes a full range of traditional and modern media activities.. Therefore, we chose to carry out a Communications Campaign for the New Version 'Trạng Nguyên 4.0' Education System for our graduation project.

The suitability of our team for the project

- Some members of the group have experience in conducting communication activities in the field of education.
- Members have had internships in positions in event organization, social media, journalism and websites, so they can take on many roles in Trạng Nguyên's communication campaign.
- The members agree and believe in the vision and mission of Trạng Nguyên which is to train Vietnamese students: beautiful in personality, master of knowledge, groundbreaking creativity, imbued with national identity.

The significance of the project for Trạng Nguyên

- Communicate to customers, press and the public about the launch of the Trạng Nguyên 4.0 education system.
- Increase customer engagement with Trạng Nguyên.
- Develop a communication plan for the stages after Trạng Nguyên launches the next educational products.



The significance of the project for us

- Good opportunity to practice applying knowledge learned at school.
- Accumulate more experience in creating and running communication plans in general and for the education sector in particular.
- Becoming a part of an educational project aimed at the comprehensive development of students, contributing value to society.

III. THE STATEMENT OF THE CAPSTONE

1. Project boundaries

Trạng Nguyên 4.0 is a media campaign aimed at launching a new product, primarily targeting parents aged 28 to 38 with children in primary school. Additional target groups include the press, teachers, and students. The project will focus on promoting Trạng Nguyên through communication channels such as owned media (Facebook, website) and paid media (articles, digital news). Our scope is directed towards B2C communication activities, excluding B2B engagements.

2. Roles of the team in the project

- Responsible for conducting market and customer research
- In charge of building the communication strategy for the launch event "Trạng Nguyên 4.0"

2.1 Stage 1

- Responsible for building communication strategies for the social networking platform Facebook for the two main channels "Trạng Nguyên Tiếng Việt" and "Trạng Nguyên Education", in addition to the sub-channel "Trạng Kể Bạn Nghe".
- Participate in building communication strategies for Trạng Nguyên website.
- In charge of building communication strategies for the event "Trạng Mở Tương Lai" including social networking, television and press sections.
- Participate in developing a plan to deploy the event "Trạng Mở Tương Lai".
- In charge of implementing the launch media campaign "Trạng Nguyên 4.0" for the social networking platform Facebook for the two main channels "Trạng Nguyên Tiếng Việt" and "Trạng Nguyên Education", in addition to the sub-channel "Trạng Kể Bạn Nghe".
- Participate in implementing communication strategies for Trạng Nguyên website.
- In charge of implementing communication strategies for the "Trạng Mở Tương Lai" event including social networking and television (digital news) sections, in addition to participating in supporting the press section.
- Participate in implementing the event "Trạng Mở Tương Lai".
- Participate in measuring and evaluating results after the event.

2.2 Stage 2

In charge of developing a communication proposal for Trạng Nguyên for the fourth quarter of 2023.



- Recommended communication activities on Facebook to increase audience engagement for pages "Trạng Nguyên Tiếng Việt" and "Trạng Nguyên Toàn Tài".
- In charge of building and implementing October communication activities and events on the Facebook page "Trạng Kể Bạn Nghe".
- Responsible for building Trạng Nguyên 4.0 media proposal in short video format on the TikTok platform.
- Participate in implementing activities to build Podcast Trạng Nguyên 4.0 channel.

3. Role of team members in the project

Names	Roles in the project
Nguyễn Hữu Quang Nhật	Plan and write media articles for Trạng Nguyên's Facebook pages Support writing articles for Trạng Nguyên's website Take care of press guests at the Trạng Mở Tương Lai event Assist the VTC News representative in featuring Trạng Nguyên in their news coverage.
Phạm Võ Châu Giang	Plan and write media articles for Trạng Nguyên's Facebook pages Designing media publications for Facebook fanpages and website of Trạng Nguyên Support writing articles for Trạng Nguyên's website Came up with ideas and plans for the "Trạng Mở Tương Lai" event Responsible for Main communications of "Trạng Mở Tương Lai" event Support the area to experience the Trạng Mở Tương Lai event
Nguyễn Tuấn Tài	Plan, write communication articles, and design materials for Trạng Nguyên's Facebook fan pages Support in writing articles for Trạng Nguyên's website Participate in developing communication proposals for Trạng Nguyên in the form of podcast content interview guests, including teachers, parents, and students participating in the Trạng Mở Tương Lai event Plan, write communication headlines, and design materials for the Trạng kể Bạn nghe fanpage Support in writing articles for the Trạng kể Bạn nghe website section Plan, write communication articles, and promote the online storytelling competition "Gửi tháng 10 - Triệu lời yêu thương"
Tạ Thị Huệ	Designing media publications for Facebook fanpages and website of Trạng Nguyên Support the area to experience the Trạng Mở Tương Lai event
Đàm Anh Tuấn	Plan, write articles and optimize SEO for Trạng Nguyên's website Support writing articles and designing publications for Trạng Nguyên's Face Book fanpages Develop a communication proposal for Trạng Nguyên in the form of Short Video content Develop a communication proposal for Trạng Nguyên in the form of Podcast content In charge of the technical department during the Trạng Mở Tương Lai event

Table 1: Role of team members in the project



IV. THE STRUCTURE OF THE CAPSTONE

Embarking on a transformative journey, this comprehensive narrative unfolds across seven meticulously crafted chapters, each a pivotal layer in the intricate tapestry of our capstone project.

Commencing with Chapter I, our collaborative project with the business entity unfolds, presenting identified challenges and the methodical approaches crafted to address them.

In Chapter II, a comprehensive situation analysis of the online education and EdTech sectors sets the stage. Here, we closely examine Trạng Nguyên Education's potential, competitive landscape, and target audience, laying the foundation for strategic decision-making in subsequent chapters.

Building upon these insights, Chapter III - Development centers on crafting the strategic blueprint for the campaign. Detailed master plan overview, goal setting, audience identification, key message, media strategies & tactics, budget, and risk management form the core focus of this pivotal chapter.

Chapter IV delves into the Pre-production phase, spotlighting meticulous planning and content pillar creation before campaign production.

Transitioning seamlessly to Chapter V - Implementation, we move towards the realization of our strategic blueprint. This section outlines a comprehensive scope statement, deliverables, task lists, resource allocation, distribution planning, and risk management.

In Chapter VI - Implementation Analysis, predefined objectives and channel development metrics are assessed. Stakeholder interviews, surveys, and social media insights provide a concise overview of project outcomes, further detailed in the appendix.

Finally, in Chapter VII - Conclusion, we encapsulate findings, delineate limitations, distill lessons learned, and provide actionable recommendations. Serving as the project's culmination, this chapter offers comprehensive insights and guidance for future initiatives.







I. SITUATION ANALYSIS

1. Online Education Landscape in Vietnam

In Vietnam, there's a growing trend among parents of primary school students to explore alternative educational options alongside traditional schooling. Extracurricular classes outside regular school hours have been popular, but recent government concerns about overburdening students have shifted attention to online education.

Over the past decade, online platforms have gained popularity for integrating learning with entertainment, offering interactive lessons, multimedia content, and gamified experiences. This trend towards online education reflects a broader societal change where technology is harnessed to create innovative and interactive learning environments.

Particularly noteworthy is the field of EdTech, the amalgamation of education and technology. The EdTech market in Vietnam began to take shape around 2006-2007, aligning with the initial phase of Vietnam's internet economy. However, it was only from 2016 onwards, with a significant surge during the 2020-2021 period, primarily due to the pressing demands posed by the COVID-19 pandemic, that the need for online teaching and learning dramatically increased.

Recent data from Nikkei revealed a remarkable upswing in Vietnam's EdTech market, soaring from 2 billion USD in 2019 to an impressive 3 billion USD (Nikkei, 2021). Additionally, EdTech remains the third most heavily invested sector in technology in Vietnam from 2014 to 2022. The total venture capital investment in the EdTech sector in Vietnam amounts to 103 million USD, ranking just behind payments (462 million USD) and retail (416 million USD) (VJST, 2022).

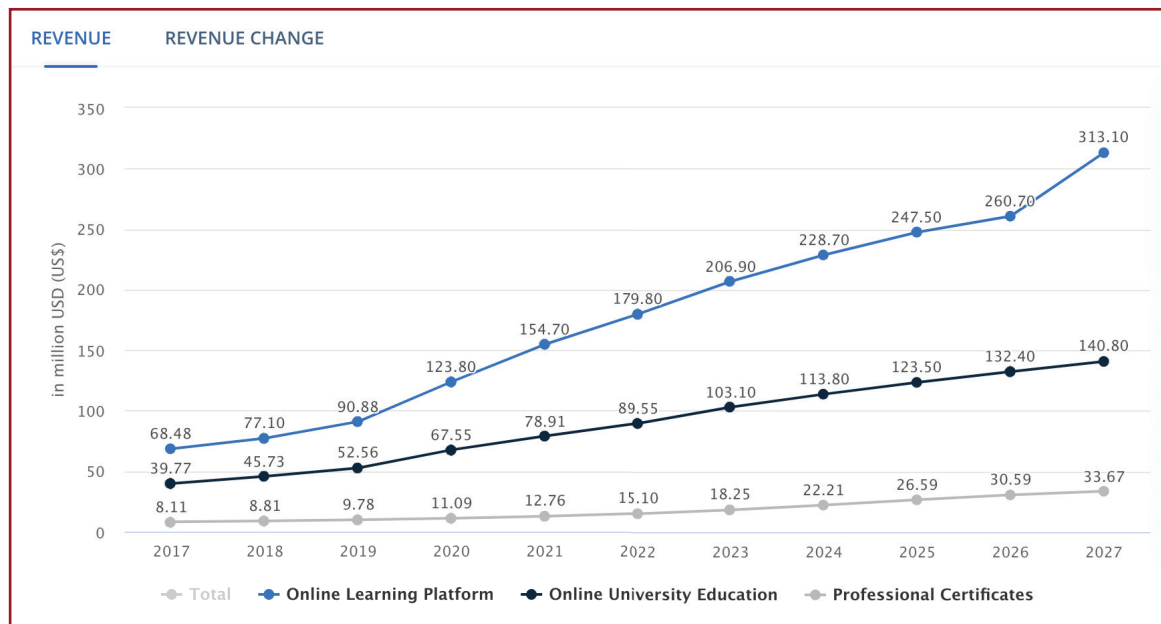


Chart 1: Revenue of online learning platforms in Vietnam, from 2017-2023 and projections until 2027 (Statista, 2023).

E-learning and Edtech are experiencing significant growth, particularly in Vietnam, for several compelling reasons:



- Firstly, **Edtech is one of the few industries that is less affected by the economic recession** because education is always the top priority of Vietnamese parents for their children. Unlike other sectors, the willingness of parents to invest in education through E-learning solutions shows minimal signs of decline.

Specifically, annual spending on education in Vietnam has increased 2.3 times in a decade to about 7 million dong (\$304) per student in 2020, according to the General Statistics Office, nearly doubled compared to 2012, and has not decreased compared to 2018, before the COVID-19 epidemic. This steadfast dedication ensures a consistent demand for online learning platforms, making Edtech a thriving and stable industry (*General Statistics Office, 2021*).

- **Advancements in technology and online learning management systems have revolutionized education.** Vietnam benefits from favorable conditions as it conducts teaching and learning activities in such an environment, with nearly 100% nationwide electricity coverage. Thanks to this, students are becoming increasingly familiar with online learning and improving their skills in virtual education.

Moreover, the availability of cutting-edge tools such as 3D teaching technology, video lectures, interactive games, and Learning Management Systems (LMS) has further enhanced the educational experience. They provide dynamic, accessible, and engaging educational resources.

- **COVID-19 and its aftermath have turned Edtech into an exceptionally vibrant market.** With classrooms closing, online learning became essential, turning Edtech into a high potential market. This shift underscored technology's pivotal role in modern education, highlighting Edtech's innovative solutions amidst challenging times.

"Covid-19 and its consequences have propelled Edtech into an exceptionally dynamic market. According to Mr. Pham Giang Linh, CEO of Galaxy Education and Executive Director of HOCMAI, 'Covid-19 is a timely boost that has made Edtech a necessity as there's no other option.' (*Thanh Nien, 2022*).

- And finally, **the collaboration and connectivity among diverse schools and education associations** nationwide and globally have led to the development of extensive educational resources and higher quality content. Pham Hong Quat, the director of the Department of Market Development and Science and Technology Enterprises, stated that Vietnam is actively pursuing 'open innovation' strategies to attract more resources. This approach aims to bolster the startup innovation ecosystem specifically the Edtech sector (*VietnamPlus, 2022*).

However, EdTech, in particular, and online education, in general, are experiencing rapid evolution, especially in the context of technology and science advancing exponentially. Consequently, this is a highly competitive market with a multitude of platforms following various trends.



2. Trends in Primary School Online Learning

2.1 Deployment forms

In Vietnam, online learning for elementary school is implemented diversely through various forms, catering to small groups of students, large-scale classroom management, and a wide range of lecture topics and knowledge. Below are some of the most common forms of online learning:

- **Regular online classes:** Students can participate in online classes remotely through various online educational platforms, a trend that gained significant popularity during the COVID-19 pandemic when remote education became a safe solution. This trend is quite understandable given that between March 2020 and November 2021, schools in Vietnam were completely or partially closed for 31 weeks, including 7 weeks of complete closure (UNICEF Vietnam, 2022).
- **Smart Class (Online Class Session and Online Live Session):** An upgraded version of regular online classes, smart classes incorporate various technological enhancements aimed at improving the quality of learning. These classes, with features like interactive tools and multimedia resources, offer students a dynamic learning environment.
- **Online Learning Platforms:** Numerous schools and educational institutions have developed online learning platforms to deliver courses, teaching materials, and live lectures. Leveraging Learning Management Systems (LMS), these platforms facilitate seamless access to educational resources, enhancing the overall learning experience. Students can engage with interactive content, follow customized learning paths, and complete assignments, ensuring a comprehensive and interactive online learning environment.
- **Online Education System:** This term encompasses a broader context, including the entire infrastructure of digital education. It comprises various elements, including online learning platforms, content management systems, student information systems, assessment tools, and administrative tools. Online Education Systems are comprehensive frameworks that facilitate the entire process of digital education, including curriculum planning, content delivery, student management, and assessment.
- **Mobile applications:** According to UNICEF, although 81% of Vietnamese students have internet access, only 37% own a computer. This disparity often affects students in rural areas, where economic challenges persist despite electricity and internet coverage. This limitation hampers distance learning through simulated classroom settings (UNICEF Vietnam, 2022).

The solution lies in mobile applications. Despite not replicating a classroom setting, these apps offer teaching materials, interactive lectures, and online exams, empowering students to learn at their convenience, from any location.

Additionally, there are various other diverse deployment methods, such as educational platforms for businesses, school management systems, exam preparation models, etc.

2.2 Types of learning content

Below are some popular learning topics in Vietnam, each offering a distinct approach to knowledge acquisition and skill development.



- **Languages**

The majority of EdTech companies in Vietnam focus on language development (especially English). This trend can be attributed to two key factors. Firstly, there is a high demand among parents to teach languages to their children from an early age. Many parents seek ways to help their children learn international curricula, even through games utilizing artificial intelligence applications to personalize their child's learning experience (VTV News, 2022).

Secondly, children can easily learn languages through online platforms such as iOE and Duolingo. These platforms offer vibrant educational games that aid in vocabulary acquisition and enhance listening and speaking skills. Furthermore, these interactive games empower children to take an active role in their learning journey, fostering a proactive approach to education.

This approach holds true for teaching elementary school children, regardless of whether it's a foreign language or their native tongue. Therefore, the focus is not only on teaching foreign languages but also on preserving and enriching the child's proficiency in their mother tongue, such as Vietnamese.

- **STEAM**

Only recently introduced, STEAM (Science, Technology, Engineering, Art, and Math) has emerged as a fresh and trendy educational approach for Vietnamese elementary school students. Parents believe that engaging children in STEAM education enhances their critical thinking, fosters creativity, and makes them smarter, liberating them from the confines of traditional education.

Online interactive platforms offer captivating activities and experiments, empowering students to unravel scientific mysteries, delve into technology, experiment with engineering principles, and express their creativity through arts and mathematics. Hence, akin to the rise of EdTech initiatives in foreign languages, numerous EdTech projects are now channeling investments into the thriving field of STEAM education.

- **Logical thinking math**

Logical thinking math, a concept introduced in Vietnam a decade ago, has witnessed a decline in recent years. Parents now prioritize fostering their children's diverse skills, encompassing physical activities, languages, and soft skills, over solely emphasizing mathematics as in the past.

Nevertheless, logical thinking math remains integral in nurturing problem-solving skills and enhancing cognitive abilities. Interactive platforms offer engaging puzzles and challenges, stimulating young minds to think critically and logically.

Furthermore, there might be online classes for elementary students in other fields such as social sciences and arts, but these are not common and not highly suitable for online teaching.



2.3 Methods

- **Learning Management Systems (LMS):**

Learning Management Systems (LMS) have become the backbone of modern education. These platforms offer a centralized hub where educational materials, resources, and assessments are organized and delivered. Through LMS, students can access course materials, engage in interactive discussions, submit assignments, and track their progress, fostering a more organized and efficient learning process.

- **Learner-Centric Approach:**

Shifting the focus from traditional teaching methods, educators now place students at the center of the learning experience. Teachers transition from being knowledge transmitters to becoming mentors and companions on the students' educational journey. This approach emphasizes understanding individual learning needs, providing personalized guidance, and fostering a supportive learning environment. By recognizing and catering to each student's unique strengths and challenges, educators empower students to thrive academically and personally (Pedersen & Liu, 2003, p. 57)

- **Gamification and Micro-Learning:**

Integrating elements of gamification into lessons injects enthusiasm and engagement into the learning process. By incorporating game-like features such as rewards, challenges, and interactive activities, educational content becomes more enjoyable and captivating. Additionally, the implementation of micro-learning, breaking down lessons into small, digestible chunks, enhances retention and understanding. Micro-learning allows students to grasp concepts efficiently while accommodating their busy schedules, making the learning experience flexible and adaptable. These techniques collectively heighten motivation and interactivity, creating an immersive and dynamic learning platform for students.

3. Online Contests for Primary School Students in Vietnam

Vietnam students have had significant exposure to various online contests, with two standout platforms being iOE and Violympic, both operating nationwide. iOE focuses on English proficiency, while Violympic centers around mathematics. Both platforms share a common motif: integrating tests into engaging games, requiring students to apply knowledge alongside quick reflexes.

iOE and Violympic have become pioneers, setting the standard for other online educational contests in Vietnam. The success of these platforms has paved the way for a multitude of online educational contests in the country, shaping the landscape of digital learning experiences for Vietnamese primary school students.

II. COMPANY ANALYSIS

1. Company insights



Founded in 2015, Trạng Nguyên is an education system that provides online learning platforms and digital educational content for Vietnamese primary school students. Their products and services target the education market in Vietnam.

The name ‘Trạng Nguyên’ was chosen to reflect Vietnam's long scholarly tradition of imperial examinations. Trạng Nguyên was the title bestowed upon the top laureate who passed the demanding imperial exam system in feudal Vietnam. Trạng Nguyên simulates ancient imperial examinations with 3 levels: District (Thi Hương), Provincial (Thi Hội) and National (Thi Đình).

Specifically, Trạng Nguyên operates in the edtech sector, offering software and content to enhance teaching and learning for young Vietnamese students. Their platforms aim to nurture creativity, critical thinking, knowledge application, and problem-solving skills - equipping students with essential competencies for the 21st century.

Trạng Nguyên chose to develop first in the Vietnamese segment for many reasons. Trạng Nguyên emphasizes Vietnamese cultural values by promoting proficiency in the mother tongue and appreciation for national heritage. This balances global skills with a strong local identity. This strong foundation in their mother tongue anchors students in Vietnamese cultural identity. It provides core literacy for academic and career success. Trạng Nguyên smartly focuses on Vietnamese language mastery as a gateway for both cultural grounding and global competitiveness.

Trạng Nguyên utilizes educational technology, including multimedia lessons, games, animations, and interactive exercises, to enable personalized, self-paced learning accessible anytime and anywhere. This represents an evolution from traditional classroom-based models to more modern, student-centered online education aligned with global best practices.

Trạng Nguyên serves three main segments:

Students:

Students are users of Trạng Nguyên's products. Trạng Nguyên aims to provide an engaging, rewarding learning experience for Vietnamese primary school students. Their platforms make studying enjoyable through games, animations, and interactive lessons. This appeals to digitally native children who expect learning to be interactive and fun. The appealing multimedia content grabs attention better than textbooks. The games and contests also motivate students to learn through healthy competition. Personalized learning paths adapted to each child's level allow students to progress at their own pace. This promotes student autonomy and self-efficacy. Ultimately, Trạng Nguyên strives to nurture creative, culturally-aware students equipped with 21st century skills.

Parents:

Parents are the ones who spend money to buy Trạng Nguyên products. Trạng Nguyên provides flexibility and enrichment to help parents supplement their child's education. The platforms allow students to learn anytime, anywhere, at their own pace. This caters to busy parents juggling hectic schedules. Parental controls allow oversight of progress. The



curriculum helps parents nurture creativity, critical thinking, and cultural grounding. Trạng Nguyên's engaging content makes learning fun, reducing parent-child conflicts over studying. The community features help parents connect and share education tips and concerns.

Teachers:

Teachers are intermediaries who introduce Trạng Nguyên's products to parents, and at the same time accompany students in learning and experiencing Trạng Nguyên's products. Trạng Nguyên empowers teachers to deliver more engaging, customized lessons efficiently.

Basis for building Trạng Nguyên's programs: Portrait of students following the new general education program; Multiple Intelligences (Harvard Professor: Howard Gardner); Thinking Level Scale (Educational Psychologist: Benjamin Bloom); Constructivism (Jean Piaget and Lev Vygostky); The 5C's skill set for students in the 21st century. From there, Trạng Nguyên's methodology applies active learning theories which show children acquire knowledge most effectively through interactive, multisensory experiences. Content is designed to be engaging and focus on real-world application. The technology allows customized learning paths tailored to each child's strengths and pace:

- Multi-sensory learning: Trạng Nguyên delivers lessons through diverse media including videos, games, animations, slideshows, music, etc. This multisensory approach caters to different learning styles and keeps students engaged.
- Microlearning: Lessons are structured into bite-sized 2-3 minute chunks focused on a single concept. This allows steady knowledge building while aligning with children's limited attention spans.
- Learning by doing: Interactive exercises, games, and real-world challenges are used rather than passive content consumption. Applying knowledge drives retention.
- Problem-based learning: Challenges and puzzles teach critical thinking and problem-solving skills. This develops the ability to adapt knowledge to new situations.
- Personalized learning: Adaptive technology tailors the experience to each student's strengths, needs and pace. Learners have autonomy over their own path.
- Gamification: Games, points, levels, and competitions motivate learning through play. This leverages children's natural curiosity and competitive spirit.
- Storytelling: Stories and characters are used to engage emotions and imagination to solidify lessons. This builds empathy and cultural awareness.

This methodology aims to inspire a lifelong love of learning instead of just teaching to the test. Aligned with global best practices, it develops Vietnamese students' full potential in a locally-relevant way.

These offerings address the need for modern education that equips Vietnamese students to thrive in an increasingly globalized, technology-driven world. Parents today expect flexible, highly-engaging education that brings out their child's full potential. Teachers need tools to individualize instruction efficiently. Students expect learning to be fun and hands-on.

This holistic framework aims to produce well-rounded citizens ready to thrive in the 21st century. Students develop moral character while mastering essential literacies like math, science, and technology. Life skills in creativity, communication, collaboration and critical



thinking enable them to solve complex problems. Cultural grounding instills national identity, while a global outlook fosters openness and ambition.

Trạng Nguyên prepares Vietnamese children to fully harness technology's potential to create value and drive progress, while retaining the humanism, ethics and wisdom to use it responsibly. Their modern methodology develops global citizens who cherish Vietnam's traditions while being drivers, not just consumers, of innovation.

2. Company products

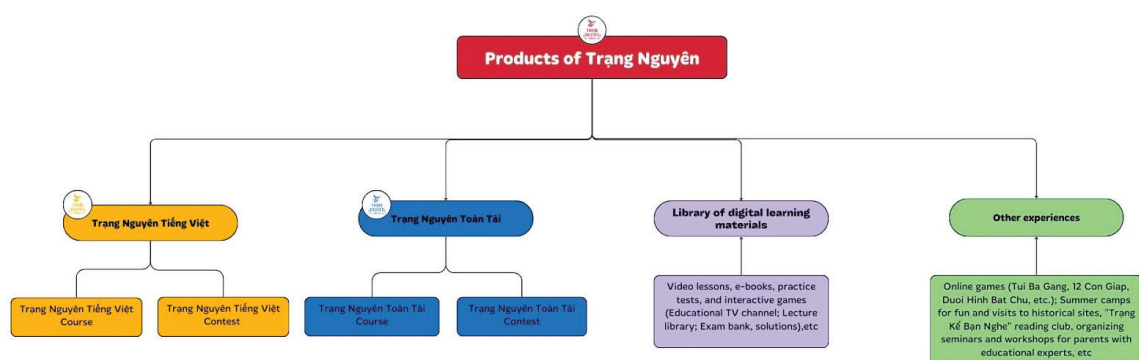


Chart 2: Products of Trạng Nguyên

2.1 About Trạng Nguyên Education System

Trạng Nguyên Tiếng Việt

Trạng Nguyên's main product is Trạng Nguyên Tiếng Việt, an online Vietnamese language learning platform. Trạng Nguyên Tiếng Việt is Trạng Nguyên's first product in the form of an online contest, also one of the first online contests for primary school students. This supports their mission to nurture pride in the mother tongue and heritage. The engaging games and lessons build proficiency while interweaving history, traditions, and values. Trạng Nguyên Tiếng Việt is the foundation for Trạng Nguyên to further develop digital learning platforms and expand into many other fields.

Trạng Nguyên Tiếng Việt, aligned with the 2018 comprehensive general education program of the Ministry of Education and Training, places a strong emphasis on integrating modern technology platforms to deliver high-quality, digitally relevant lectures. Curated by an experienced team, the content represents the nation's cultural essence, fostering these values in students from their early years in elementary school. The program is dedicated to building and developing students in the new century: Beautiful personality - Strong mind - Bright thinking - Rich in knowledge.

Outstanding advantages of Trạng Nguyên Tiếng Việt:

- Hosts the largest Vietnamese contest for primary school students “Trạng Nguyên Tiếng



Việt” - with 8 years of experience in organizing and engaging over 5 million students annually across 63 provinces and cities.

- Offers the most comprehensive supplementary learning program aligned with three sets of primary school textbooks. Features over 2,000 in-depth lectures, 1,000 unique 3D videos, 30,000+ questions, etc.

- The system providing lectures and knowledge of Vietnamese Trạng Nguyên is like a miniature ‘TV channel’ with diverse content and diverse forms. Help students stay excited and proactive in self-studying Vietnamese.

- Content creation team with many years of experience, well-trained from the Ministry of Education. The team of expert appraisers are leading Vietnamese experts in the industry, dedicated to education.

Trạng Nguyên Toàn Tài

Trạng Nguyên Toàn Tài was born and developed to meet the requirements of the 2018 general education program from the Ministry of Education and Training.

Trạng Nguyên Toàn Tài stands out with its interdisciplinary approach, offering students comprehensive knowledge. Through simulated practical lectures in various subjects and topics, students gain insights applicable to real-life situations, fostering proactive and excited engagement in acquiring new knowledge

Trạng Nguyên Toàn Tài includes 2 segments: Trạng Nguyên Toàn Tài Course and Trạng Nguyên Toàn Tài Contest:

- Trạng Nguyên Toàn Tài Course: The interdisciplinary course equips students with knowledge and skills (more than 2,000 creative lectures, more than 10,000 practice questions, more than 1,000 knowledge games) about Mathematics, English, Sciences, Social sciences, Life skills, etc.
- Trạng Nguyên Toàn Tài Contest: This contest is a playground designed to foster comprehensive knowledge development in students. It encompasses training, language development, mathematical thinking, and an appreciation for nature, society, geography, history, and national culture within a healthy environment.

Over three years, the contest has achieved remarkable growth: the 2020-2021 school year has 46 thousand participants; The 2021-2022 school year increased to 524 thousand candidates; The 2022-2023 school year has 341 thousand candidates participating

Library of digital learning materials

In addition, Trạng Nguyên has an extensive library of digital learning materials including video lessons, e-books, practice tests, and interactive games (Educational TV channel with 5,000 3D news videos, special topics, and gameshows; Lecture library with more than 10,000 2D and 3D lectures; Exam bank, solutions with more than 200,000 questions, etc.). These align with national education standards while applying technology for a more immersive experience.



Other experiences

Besides the main products mentioned above, Trạng Nguyên also launches other new experiences that attract students: Online games (Tui Ba Gang, 12 Con Giap, Duoi Hình Bát Chu, etc.); Summer camps for fun and visits to historical sites, "Trạng Kể Bận Nghe" reading club, organizing seminars and workshops for parents with educational experts, etc.

2.2 Trạng Nguyên 4.0 Online Education System

Trạng Nguyên 4.0 incorporates technology enhancements, user experience improvements, expanded content and new community features to provide a modern, engaging and efficient learning platform tailored to students:

- The website interface has been revamped for greater usability through improved navigation, streamlined information architecture, and compliance with modern web standards. These enhancements aim to help users easily find and access relevant content.
- Expanded practice and assessment capabilities allow students to test comprehension after each lesson, track learning progress through automated evaluations, and get personalized feedback based on performance.
- An upgraded rewards system with points and badges provides further motivation for students to actively participate in lessons and exercises. Gamifying the experience taps into children's natural competitive spirit.
- Monthly events and skills challenges ("Hoa sữa nông nân", "Hương dương khát vọng", etc) have been added to supplement in-class curriculum and prepare for the Trạng Nguyên Tiếng Việt contest. These timely activities reinforce knowledge retention.
- Complementary satellite projects such as Trạng Kể Bận Nghe for literature appreciation and Trạng Nguyên Lịch Sử to explore history, etc. offer expanded learning opportunities beyond core subjects.

In essence, the annual Trạng Nguyên contest, while traditionally a cornerstone learning activity that assesses knowledge and skills in an enjoyable manner, has recently undergone a strategic transformation with the introduction of Trạng Nguyên 4.0. Trạng Nguyên 4.0 integrates advanced educational technology to deliver a personalized, adaptive experience, prioritizing a passion for learning over a test-centric focus.

3. Communication channels

3.1 General analysis

Communication channels play a crucial role in the education sector, acting as the bridge between schools, teachers, students, and parents. In the digital age, the landscape has expanded significantly, offering various options such as websites, social media platforms, video channels, and word-of-mouth interactions.

First of all, websites have become essential communication tools for businesses, providing a flexible platform to interact and connect with a wide range of audiences. This approach involves engaging in digital interactions that enable the exchange of ideas, products, and services, all tailored to meet users' needs and desires (Orzan & Orzan, 2007). In terms of online communication strategies, this approach offers numerous benefits to both users and companies, fostering stronger relationships between the two parties (Grosbeck, 2006).



In addition to utilizing websites, social networks serve as a vital channel for businesses when implementing marketing communications, branding, and brand engagement strategies.

According to the statistics in 2023, the total number of social media users in Vietnam is approximately 70 million, accounting for 71% of the country's total population (this percentage may not be entirely accurate due to individuals having multiple unverified social media accounts). Looking more broadly, it is evident that digital technology has permeated almost every segment of Vietnamese society (*Kemp, 2023*).

According to the report above, the most prevalent social media platforms in Vietnam include Facebook (91.6%), Zalo (90.1%), TikTok (77.5%), Facebook Messenger (77%), and Instagram (55.4%). On average, individuals in Vietnam dedicate 2 hours and 32 minutes daily to social media usage.

However, there has been a significant decline in advertising on Facebook. Figures from Meta's own tools reveal that Facebook's potential ad reach in Vietnam decreased by 4.2 million (-6.0 percent) between 2022 and 2023. For more recent context, the data indicate that the number of users that marketers could reach with ads on Facebook in Vietnam decreased by 3.5 million (-5.0 percent) between October 2022 and January 2023.

Instead, businesses need to focus on how interactions can become the driving force connecting brands and consumers. Through social media, businesses can directly engage, respond to customers, making them feel connected, heard, and valued, thereby enhancing brand awareness and engagement.

According to a report from Sprout Social, the most effective way for a brand to have an impact on social media is by responding to their customers. 51% of consumers consider this the best way for a brand to be noticed, and 70% of those surveyed expect a company to provide personalized responses to their customer service needs (*Sprout Social, 2023*).

In addition to Facebook and Facebook Messenger, Zalo has emerged as a highly valuable communication platform within the country. Surpassing even Facebook Messenger in popularity, Zalo stands as the most commonly used messaging application in Vietnam. Remarkably, it experienced a significant 6% growth in user engagement during the fourth quarter of 2022, showcasing an impressive upward trajectory (*Decision Lab & MMA Vietnam, 2023*).

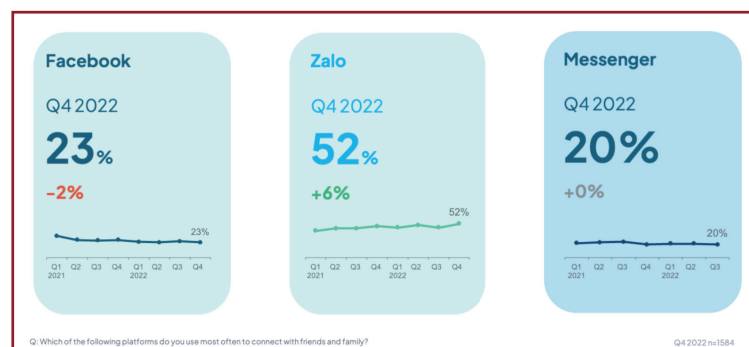


Chart 3: The growth rate of social networks as of Q4 2022.



Unlike platforms such as Facebook and YouTube, primarily utilized for news updates, Zalo serves as a widely used application for personal communication, connecting individuals with their families, friends, colleagues, and other relationships in life. Particularly noteworthy among Generation X and Generation Y, Zalo reigns as the top social media platform used for these purposes, boasting a dominant usage rate of 60% and 59% respectively.

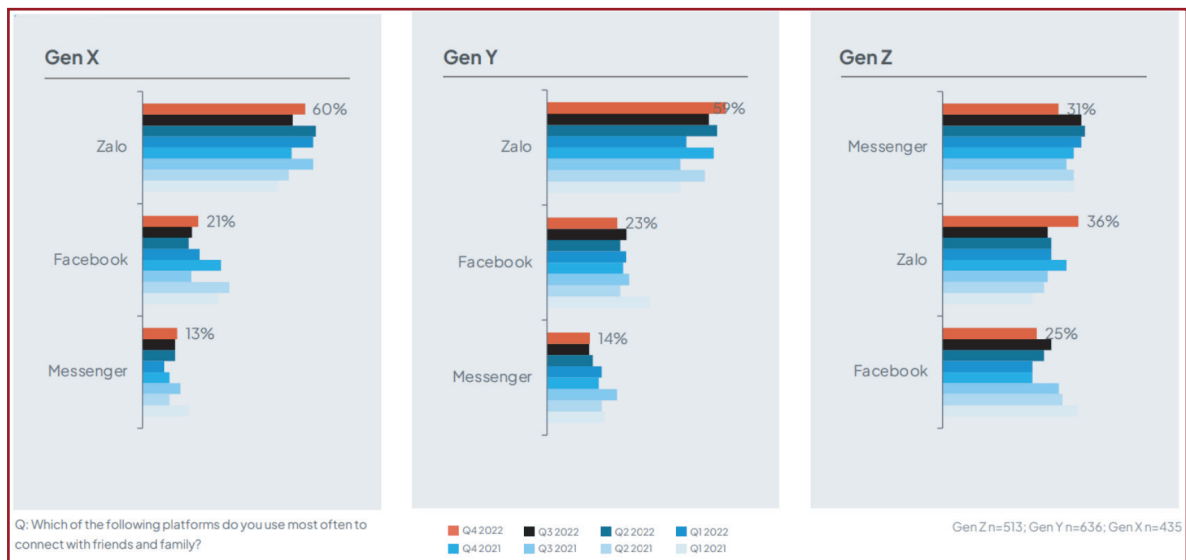


Chart 4: The usage rate of social media platforms for connecting with family and friends among Gen X, Y, and Z.

Zalo's effectiveness is particularly evident when targeting parents as their primary audience, given their significant usage of the platform (utilize statistics for validation). Zalo allows for direct feedback, seamless connection, and easy information exchange through phone numbers. Moreover, it offers efficient community management capabilities through the Zalo Official Account (OA) system.

For some new platforms like TikTok, Podcasts aim to serve the goal of increasing engagement with old audiences and spreading to new viewers. As mentioned above, TikTok is the 3rd most popular platform (77.5%) in Vietnam. In its 2021 report in the Vietnamese market, TikTok said education is one of the three content categories with the most breakthrough creators of the year (*TikTok, 2021*). Next, in the 2022 report in the Vietnamese market, TikTok also pointed out that the "Mother and baby" content segment had a growth in the number of video views of 181% and the number of videos posted was 201% compared to 2021 (*TikTok, 2022*).

Besides TikTok, Podcast is also a suitable channel for Trạng Nguyên to bring valuable content to customers. As of 2022, the number of podcast titles and episodes has increased nearly 200% compared to 2020. The number of listeners has also increased by 40% since 2018 (*Nielsen, 2022*). In Vietnam, there are more than 2900 podcast channels with about 76 thousand Podcast episodes published upload. Notably, the education segment ranked 2nd in the most popular podcast categories (*Liulo.fm, 2021*). It can be seen that Podcast is a good platform for Trạng Nguyên to develop educational content, reach new target groups and increase engagement with old customer groups.



Finally, it is crucial to remember that for an educational project, the relationships with schools, teachers, and local educational authorities are essential in bringing the product to students and parents. In other words, this is word-of-mouth.

For instance, a notable example is the Internet-based English Olympics competition (iOE), which has thrived in Vietnam over the past decade due to close partnerships with Provincial and City Departments of Education, and even the Ministry of Education and Training, in organizing and scaling up the event, expanding its reach nationwide (*VJE, 2023*).

On the other hand, the relationship with teachers holds paramount importance for an EdTech project. Teachers act as intermediaries, bridging the gap between the business, parents, and students. They play a pivotal role as the first users of the product, evaluating its effectiveness, planning, and incorporating it into their lesson plans to ensure its optimal use within the curriculum (*ViewSonic, 2020*).

3.2 Social Media Platforms

Some social media channels that Trạng Nguyên is active in include:

- **Zalo:** This messaging app serves as a robust platform for community management, connecting parents and teachers seamlessly while offering exceptional customer support. On this platform, Trạng Nguyên has established numerous small groups organized by provinces to manage regional communities, providing parents with swift and enthusiastic assistance. Additionally, leveraging the Zalo Official Account (OA) system, Trạng Nguyên effectively disseminates information related to products, competitions, and more, directly to parents.

Zalo stands out as a powerful tool in enhancing Trạng Nguyên's communication efforts for several reasons. Firstly, Zalo is widely used by individuals within the age range of parents with primary school or kindergarten-aged children. Utilizing Zalo for communication represents a strategic approach to reaching the precise target audience and potential customers effectively.

Moreover, Zalo serves as more than just a messaging app; it acts as a multifaceted solution that not only boosts engagement but also streamlines administrative tasks and issue resolutions. Its continuous two-way communication capability empowers Trạng Nguyên to promptly gather valuable teacher feedback, enabling proactive support for parents and students.

- **Facebook:** Trạng Nguyên's Facebook channel serves as a hub to enhance customer engagement with the brand. Beyond conveying essential information, Facebook acts as a platform for Trạng Nguyên to establish direct communication with its audience, fostering a sense of community and connection.

Previously, Trạng Nguyên only utilized a single Facebook channel named "Trạng Nguyên". This platform primarily featured content related to the Trạng Nguyên Vietnamese Language Contest, as well as educational materials focused on teaching Vietnamese language to primary school students (folk sayings, idioms, riddles, grammar, poetry, etc.).



However, with the commencement of the new school year 2023/2024 and the preparations for upgrading to Trạng Nguyên Online Education System 4.0 (Trạng Nguyên 4.0), there will be changes in the operation of the Facebook channel. Accordingly, the Trạng Nguyên channel will be renamed "**Trạng Nguyên Tiếng Việt**," continuing to post content related to the Trạng Nguyên Tiếng Việt contest and Vietnamese language related content.

On the other hand, Trạng Nguyên has created an additional page named "**Trạng Nguyên Education**." This platform will serve as a communication hub for the brand, sharing educational news, brand updates, and parenting tips.

As of July 31, 2023, just before the project began, the Trạng Nguyên Tiếng Việt Facebook page (formerly Trạng Nguyên) had amassed 47,456 likes and 52,422 followers. Meanwhile, the newly established Trạng Nguyên Education page has garnered 5,129 likes and 5,337 followers. Regarding content, we evaluate it as not highly diverse, as there is a need to expand the range of content pillars on both Trạng Nguyên Tiếng Việt and Trạng Nguyên Education.

- **Facebook Messenger:** Alongside Trạng Nguyên's two main pages, there is a dedicated customer support team on Facebook Messenger, providing rapid responses and assistance. This service is essential, particularly for parents aged 35 and above, who might not be tech-savvy and have limited exposure to online educational platforms. Through prompt and comprehensive support, this will enhance brand engagement and user satisfaction significantly.
- **YouTube:** Trạng Nguyên's YouTube channel had amassed 6.52k subscribers as of the end of July 2023. The videos are mainly aimed at children and students aged 6-12 years old. The content includes introductions to Trạng Nguyên, demonstrations of the teaching and learning website, coverage of Trạng Nguyên Tiếng Việt and Trạng Nguyên Toàn Tài contests, concise study and exam-taking guides, and 5-7 minute videos imparting knowledge on Vietnamese, History, and Mathematics. Additionally, there's a storytelling corner, featuring fairy tales, stories, and anecdotes about life, captivating the young audience with animated illustrations.

Upon conducting a comprehensive investigation and analysis of our situation, we have identified specific challenges associated with venturing into YouTube. The creation of visually appealing content, especially 3D cartoons, requires a substantial investment of effort and resources. Despite this, the Trạng Nguyên YouTube channel has experienced relatively low organic views compared to our expectations.

Considering these factors, we have chosen to concentrate our efforts on other channels that are more efficient.

3.4 Traditional media

Trạng Nguyên found that positive media coverage can significantly enhance reputation and public awareness. Therefore, they have invested significantly in building relationships with traditional media agencies.



- **Print media:** Major national newspapers like Giaoduc, Thanh Nien and VTC News, etc. provide editorial coverage of Trạng Nguyên (courses, new features, tests, events, etc.)
- **Television:** Trạng Nguyên also focuses on building relationships with major television agencies, such as VTC. Television channels will often report on major events of Trạng Nguyên such as Trạng Nguyên Tiếng Việt contest.
- **Regional media:** Cultivating relationships with press in strategic provinces ensures localized promotion that resonates with communities. Trạng Nguyên is highlighted as a pride of the region.

3.5 Previous communication campaign & plan:

We have identified two key communication initiatives undertaken by Trạng Nguyên in the past:

- **Communication Campaign for the Trạng Nguyên Tiếng Việt - Thi Đình academic year 2022-2023:** The Trạng Nguyên Tiếng Việt - Thi Đình contest is the largest annual event organized by Trạng Nguyên. This is a national-level competition, held offline directly in Hanoi, to select the most outstanding participants.

The campaign commenced on April 1, 2023 (announcement of the list of participants entering the contest) and continued until April 29, 2023 (one week after the conclusion of the final round and the award ceremony). Throughout the campaign, Trạng Nguyên extensively communicated about the preparation and organization of the competition, as well as provided essential information and guidance for participating contestants.



Figure 1: Photo of Communication Campaign for the Trạng Nguyên Tiếng Việt – Thi Đình academic year 2022–2023

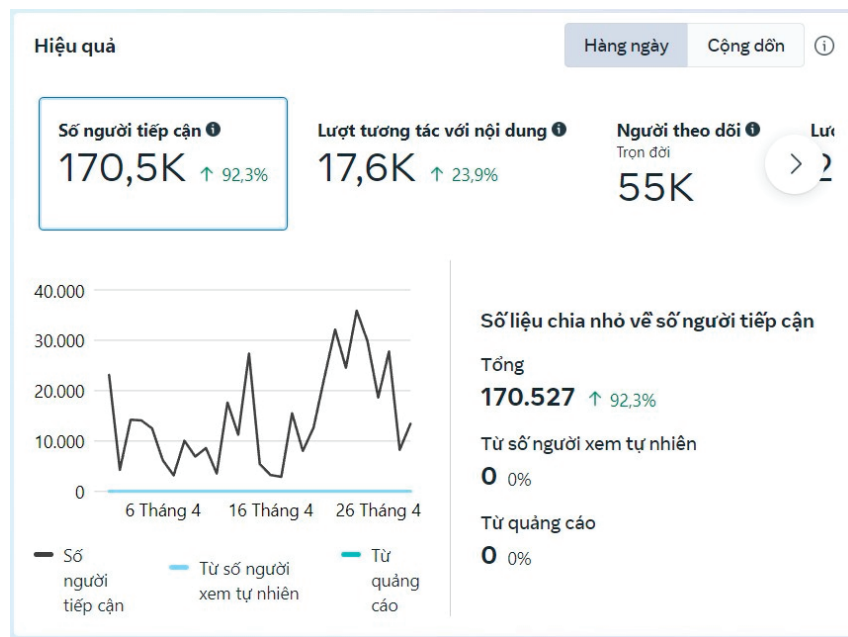


Chart 5: Statistics of Communication Campaign for the Trạng Nguyên Tiếng Việt - Thi Đình academic year 2022-2023

Communication Plan for the Launch of the Trạng Nguyên Toàn Tài contest. Trạng Nguyên Toàn Tài is an intellectual playground organized by Trạng Nguyên for primary school students with cross-disciplinary knowledge tests. The plan is set to commence from December 21, 2019, until the end of January 2020.



Figure 2: Launch post of the Trạng Nguyên Toàn Tài contest



4. Brand identity changing

The rise of the Industry 4.0 and educational innovation, Trạng Nguyên recognized the need to evolve its brand identity to align with its strategic expansion beyond just the Trạng Nguyên Tiếng Việt contest.

Logo: Initially, the logo and visual identity of Trạng Nguyên emphasized the idea of traditional competitions, with images of Trạng Nguyên, Tu Tài (, and more literary contests with multiple colors.



Figure 3: Trạng Nguyên's old logo

However, the launch of new platforms such as Trạng Nguyên Toàn Tài, Trạng Nguyên Lịch Sử and various others to serve broader learning requires a brand image that conveys a broader educational mission. Therefore, Trạng Nguyên introduced a new logo and visual identity. The new logo retains the identity of Trạng Nguyên's name while adding modern elements but still carries traditional Vietnamese cultural elements.

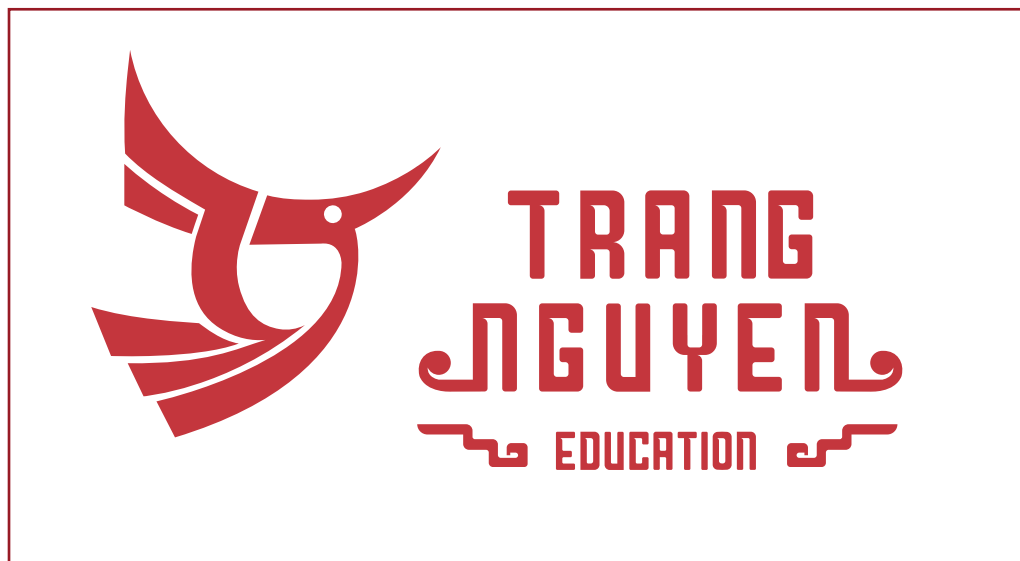


Figure 4: Trạng Nguyên's new logo

The updated brand guidelines established a modern, appealing aesthetic for communications, anchored by the heron image. The heron is a symbol, the heron is both familiar and sacred. The heron rises high and wide like an eternal desire to conquer the sky, symbolizing the dream of transcending space despite storms, challenges and difficulties. It is a beautiful and sacred symbol of the Vietnamese nation for thousands of years.

Besides, from the main logo, Trạng Nguyên has separate logos for each category it is aiming for and developing: Trạng Nguyên Tiếng Việt; Trạng Nguyên Toàn Tài; Trạng Nguyên Lịch Sử; Trạng Nguyên Công Nghệ; Trạng Nguyên E-School; Tiếng Việt Kiều Bào.



Figure 5: The new logo system of Trạng Nguyên.

Color:

The color of the Trạng Nguyên Education logo is mainly dark red. Besides, each category will also have its own representative colors.

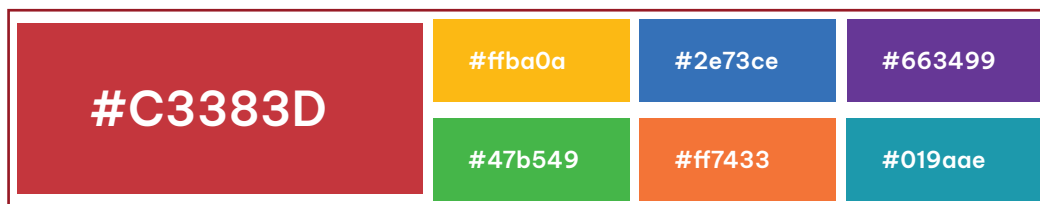


Figure 6: The standardized color of Trạng Nguyên and its products.

Typography:



Figure 7: The standardized typography set of Trạng Nguyên.

Inspired by humanism, this font set beautifully blends tradition and modern stylization, capturing the essence of harmony. This connection embodies a profound and humane meaning for the Trạng Nguyên brand.



In summary, this identity change is a high-profile embodiment of Trạng Nguyên's persistent efforts to enhance learning outcomes and experiences. Proactive communications can strengthen brand awareness and perception among parents, teachers, and partners.

5. Conclusion

To conclude, Trạng Nguyên is an education technology company founded in 2015 that provides online learning platforms and digital educational content for Vietnamese primary school students, especially in Vietnamese language learning.

Trạng Nguyên utilizes educational technology, including multimedia lessons, games, animations, and interactive exercises, to enable personalized, self-paced learning accessible anytime, anywhere. This represents an evolution from traditional classroom-based models to more modern, student-centered online education aligned with global best practices.

Trạng Nguyên also uses a mix of communication channels to connect with diverse stakeholders, drive engagement, and support their educational mission. These include websites, social media platforms like Facebook and Zalo, YouTube videos, press coverage, and word-of-mouth via networking.

Trạng Nguyên 4.0 transitions to personalized, prioritizing a passion for learning over a test-centric focus, leveraging cutting-edge technology to deliver adaptive assessments, gamification, and expanded satellite projects. While retaining its cornerstone contest, the strategic upgrade prioritizes nurturing curiosity and engagement through self-paced, globally-inspired educational journeys. This transformation blends technological innovation with Vietnamese traditions to empower digitally-fluent, motivated students.

III. COMPETITOR ANALYSIS

1. Main competitors



2.1 VioEdu

VioEdu is an online education platform that offers both learning and testing opportunities, primarily targeting students in grades 1-9. Secondary target groups include teachers and educational institutions.

VioEdu is an online education system designed for secondary school students, aiming to personalize the learning experience for each student. It claims to save 30-50% of study time and improve learning efficiency by utilizing the latest technologies such as AI, big data analysis, knowledge graph modeling, and compatible learning methods.

VioEdu offers courses in three main subjects: Mathematics, Vietnamese, and English, catering to secondary school students. Additionally, VioEdu organizes math competitions for students in grades 1, 2, and 3.



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1,499,000 VND 1,980,000 VND	
Lựa chọn gói học	



 GÓI HỌC 12 tháng	 300
Combo này bao gồm 3 môn với thời gian học 12 tháng:	
<ul style="list-style-type: none">• Tiếng Việt• Toán (tiếng Việt)• Toán (tiếng Anh)	
Ngoài ra:	
+ Được thách đấu 10 lượt mỗi ngày trong Thách	
Đấu	
+ Tặng 300 kim cương vào tài khoản	
+ Tặng 01 Gói chặn 2 trong 1	
Giảm 1,121,000 VND	
1,999,000 VND 3,120,000 VND	
Lựa chọn gói học	

Figure 8: Learning Offers at VioEdu.

2.2 iOE

The Internet Olympiads of English (IOE) is an English competition that has been implemented since the academic year 2010-2011 under the guidance of the Ministry of Education and Training (MOET) in collaboration with VTC Online, a subsidiary of the Vietnam Multimedia Corporation (VTC), which is responsible for the direct execution of the competition by building the technical platform and designing the content.

The target participants in IOE are students from grade 3 to grade 9 who reside and study in Vietnam. The training and competition content in IOE is designed based on the knowledge relevant to each grade level and the standard curriculum set by the MOET.

3. Other competitors

Monkey:

Monkey Vietnam provides the number one digital application for English and early education for children aged 0 to 10. Each of Monkey's products conveys love, guidance, dreams, and the joint efforts of parents for their children during their initial steps on the journey of exploring knowledge.

Hocmai:

This platform helps students grasp the theory according to the curriculum framework in the textbooks, apply the theory proficiently in exercises, and master various types of exercises in the textbooks and workbooks.



Figure 9: Information about Hocmai Platform.

The excellent study program includes the following courses:

- **Primary School:** Mathematics, Vietnamese Language, English.
- **Secondary School:** Mathematics, Physics, Chemistry, Biology, English, Literature, History, Geography.
- **High School:** Mathematics, Literature, English, Physics, Chemistry, Biology.

Hocmai has developed and updated its mobile learning application, making it easier and more convenient for learners to access Hocmai's programs.

IV. TARGET AUDIENCE RESEARCH

1. Target Audience Research via Secondary Research

Over the years, the scale of Trạng Nguyên contests has been progressively expanding, indicating that Trạng Nguyên is increasingly reaching a broader spectrum of students, spanning across the entire country. With the current upgrade to Trạng Nguyên 4.0, understanding the insights of the target audience is a crucial goal to ensure that Trạng Nguyên's product aligns with the specific needs of students today.

To fully and accurately grasp the insights of Trạng Nguyên's target customer group, we have collected and analyzed a series of reports and studies with the question "What do students and parents want in the era of education 4.0?"

In the past, schools prioritized grades, leading students to learn solely for exams or high marks, often neglecting a true understanding of the material. This emphasis on rote learning proved ineffective. Students were previously too dependent on the school, and the school became the center in the educational relationship (EcoleGlobal, 2021).

However, students now want to achieve more. Resolution 29-NQ/TW affirmed "taking learners as the center", active learning activities, consistent with the philosophy of many other education systems in the world (MOET, 2023). Vietnamese education is aiming to diversify methods of transmitting knowledge to students. The learner is the center with surrounding

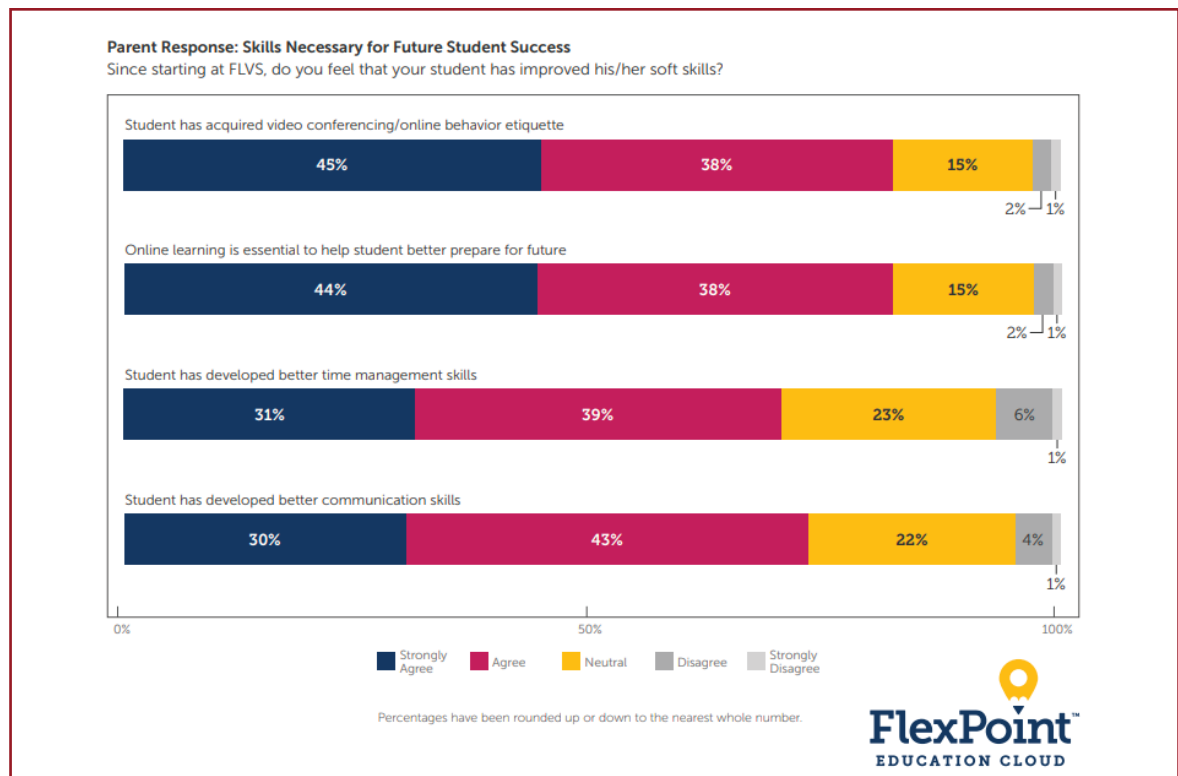


Chart 6: Parents' response about their children's soft skills after participating in online school by FLVS for at least 90 days

links such as teachers, libraries, classrooms, internet, friends, experts, etc.

It can be observed that online learning methods open up various new aspects for students to develop skills, particularly soft skills. According to a recent survey conducted by Florida Virtual School (FLVS) and FlexPoint, the majority of parents agree or strongly agree that their children have significantly improved soft skills such as communication or time management after attending online school by FLVS for at least 90 days (*Fleetwood, 2021*).

For Vietnamese parents, they are spending more and more money on their children's educational activities. According to the General Statistics Office of Vietnam, in 2020, on average, households spent more than 7.0 million VND for a member studying in 1 school year, an increase of about 7.0% compared to 2018 (*GOS, 2021*). They consider that their children's education will open up better future career opportunities and are therefore willing to spend more money.

This leads us to the conclusion that the need for innovation in both knowledge and teaching methods in education is becoming pressing and urgent. Students and teachers are gradually becoming familiar with the new "learner-centered" learning method and using more electronic devices, online learning platforms and exams. It creates opportunities for private educational organizations to develop new study and exam programs, keep up with world trends and meet the aspirations of students and parents.



2. Target Audience Research via Qualitative Study

To gain in-depth understanding of our dummy blocks, we conducted an in-depth interview with 8 participants from the audience and customer groups (3 primary school students, 3 parents and 2 teachers). The questions will focus on exploring the audience's perceptions and experiences about the adventures and courses of Trạng Nguyên and other competitors in the market, thereby providing two groups of recommendations about products and about the media.

2.1 For primary school students (interview answers in the appendix)

(1) The target group of primary school students knows and participates in Trạng Nguyên, Violympic Math and IOE English competitions through their parents and homeroom teachers. The children are quite passive and depend on their parents or teachers in deciding to participate in the competition. From there, Trạng Nguyên can indirectly approach children through the above two target groups.

(2) The group of primary school students is not aware of the Trạng Nguyên brand, the competition's structures, or the Trạng Nguyên course, but instead pays attention and clearly remembers the content of the competitions. This shows that the contact point between Trạng Nguyên and the students lies mainly in the products of competitions and courses, not in communication activities.

(3) The target group of primary school students wants the contest to have more games and rewards.

(4) Although the Trạng Nguyên course includes review of classroom knowledge, advanced knowledge, games, and events, currently primary school students are only seeing this course as helping them review lessons for primary school students' exam rounds, not an educational program that provides knowledge to children.

It can be seen that the target group of primary school students is still in the development stage with immature awareness of abstract issues such as communication and branding. Children are the ones who directly use Trạng Nguyên's products and are greatly influenced by parents and teachers. So, we can use an indirect approach to this target group by influencing two groups of parents and teachers through communication campaigns.

2.2 For parents of primary school students

(1) Parents' income ranges from 25 - 40 million/month and they spend 1 - 3 million/month/child on non-public educational activities.

(2) Parents know about the Trạng Nguyên, Violympic Math and IOE English competitions through social networks, teachers and other parents. This group of people has a fairly basic understanding of the Trạng Nguyên competition.

Ms. Nguyen Thi Hien Hoa (35 years old, Hung Yen) said: "I've known about the Trạng Nguyên contest through social networks, teachers and other parents. This is a Vietnamese language competition, students join via computer like Violympic and late rounds will be hosted at school with a teacher supervising. In addition, I also let my children participate in the



Violympic competition."

(3) Parents believe that the value that the Trạng Nguyên contest brings is friction, improving knowledge and experience for students, helping students get excited about learning and helping parents evaluate their abilities. my strength.

Ms. Nguyen Thi Hien Hoa (35 years old, Hung Yen) said: "The contest helps my child gain more knowledge, be competitive, motivated, and evaluate capacity."

(4) Parents believe that the advantages of the Trạng Nguyên contest are flexible preparation and testing, professionalism in organization and rewards for students.

Mr. Bui Van Ninh (31 years old, Hai Phong) said: "The contest was organized on a large scale, my child and I were enthusiastically guided so we did not encounter any difficulties."

(5) Parents believe that the competition needs to reach mainly parents, reward children more at school level rounds and reduce advanced knowledge to help attract more students to participate. They also think that these are things that other competitions like Violympic or IOE do very well.

Ms. Nguyen Thi Thoi (34 years old, Hanoi) shared: "Violympic and IOE competitions have an additional gift exchange after taking the exam such as notebooks, pen boxes, thermos bottles, teddy bears, umbrellas... which makes My child is very excited."

(6) Parents, whether they have not or have registered for the Trạng Nguyên course, all think that this course helps their children perform better in the Trạng Nguyên rounds. They mentioned some difficulties they encountered: their children forgot to do their homework, got distracted, and suggested that the course should have direct interaction with the teacher.

In general, the parent target group has basic awareness and good attitudes about the Trạng Nguyên contest. However, about the Trạng Nguyên course, they still do not have the full view that Trạng Nguyên wants as an independent course with the goal of helping students master basic knowledge and become familiar with advanced, related knowledge. subject. The target group of parents is willing to spend money and wants to actively learn about educational activities for their children.

2.3 For primary school teachers (interview answers in the appendix)

(1) The target group of teachers said they knew about the Trạng Nguyên, Violympic Math and IOE English competitions through the school and social networks. They have a fairly complete and accurate understanding of the Trạng Nguyên competition.

(2) The target group of teachers feels that the Trạng Nguyên Tiếng Việt contest is a useful knowledge playground to help children practice and entertain themselves after stressful school hours. They also said that the advantages they saw in this contest were knowledge that was close to the curriculum, easy-to-understand questions, flexible review time, and helping students have better academic results in school.

(3) The target group of teachers believes that the Trạng Nguyên course mainly helps students practice better before entering the rounds of the Trạng Nguyên competition. But they have



some difficulties in reminding students to study the course at home and they want Trang Nguyen to have more rewards and capacity assessment tests for students.

In summary, the target group of primary school teachers has a full awareness and positive attitude towards the Trạng Nguyên competition but not completely with the Trạng Nguyên course. The target group of teachers believes that Trạng Nguyên brings value in knowledge and experience to their students. They also gave suggestions for the Trạng Nguyên 4.0 system such as creating more rewards and capacity assessment tests.

Conclude

- All target groups have a positive attitude towards the competition and the Poinsettia course and see this as an opportunity for elementary school students to apply and consolidate their knowledge.
- All target groups are aiming for a common idea of creating excitement and initiative in learning for elementary school students with interesting rewards, lessons, and exercises that are consistent with knowledge.
- The student group is greatly influenced by the parent and teacher groups.
- The parent group is willing to proactively learn and receive information about their children's educational activities.

3. Target Audience Research via Quantitative Study

In addition to analysis, we used qualitative data to build a survey to collect the opinions of the parent group about the contest and course Trạng Nguyên's studies. This survey was conducted online through the company's customer care channel Zalo and collected 203 responses. Survey participants will answer a series of demographic questions and will then be streamed into groups that are known to have participated in the Trạng Nguyên competition and are enrolled in the Trạng Nguyên course. Others people that are not in the stream will be pushed to the submission section to avoid disturbance or misuse.

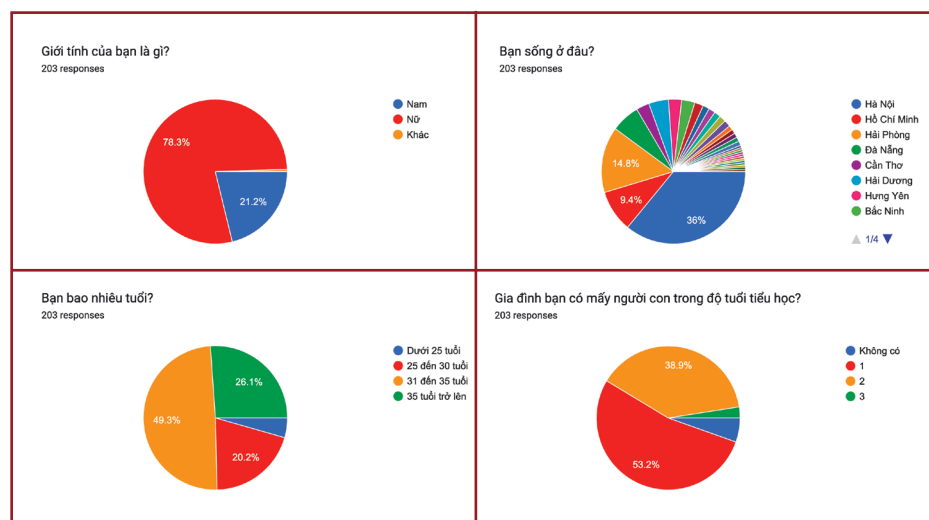


Chart 7: Demographics of the target audience in survey

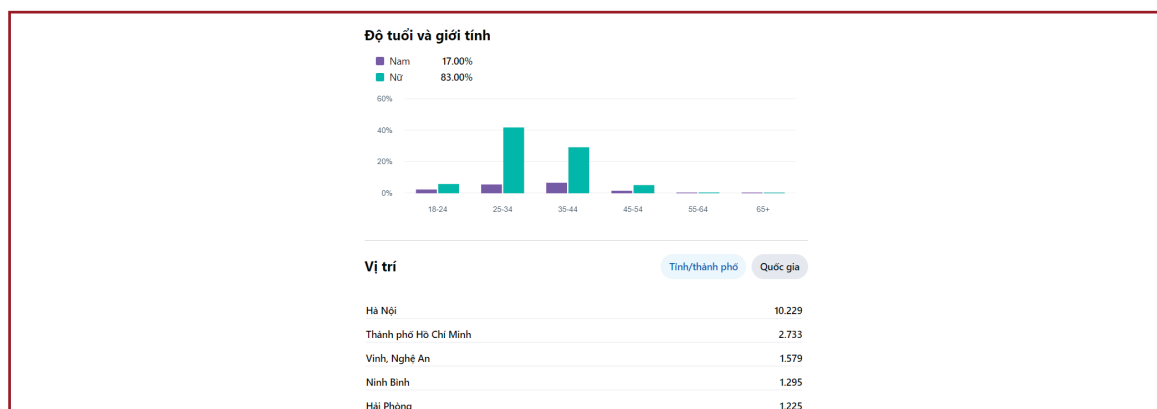


Chart 8: Demographics of the target audience on Facebook page Trạng Nguyên Tiếng Việt

Survey participants were 78.3% female, 21.2% male, and 0.1% did not disclose their gender. Of these, mainly people live in big cities with Hanoi 36%, Hai Phong 14.8%, Ho Chi Minh City 9.4% and Da Nang 6.4%. In general, the demographic information of the surveyed target group is quite similar in terms of age, gender and place of residence compared to the data measured on the Vietnamese Trạng Nguyên page - Trạng Nguyên's main Facebook social networking site. This shows that the survey target group is quite consistent with Trạng Nguyên's audience target group, helping other data become more accurate and reliable.

(1) Income and expenditure levels of parents

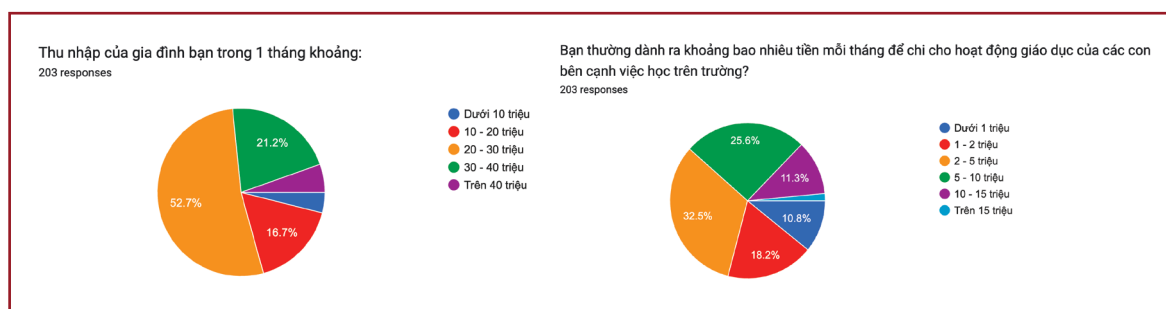


Chart 9: Income and expenditure levels of parents

Data from the survey shows that parents have income mainly from 20-30 million/month (52.7%). A good income level will help parents be willing to spend money on their children's educational activities, especially non-public educational activities.

The survey shows that the most common spending for their children's non-public education ranges from 2-5 million/month (32.5%) and 5-10 million/month (25.6%). However, spending a lot of money will also come with the quality of education that needs to be guaranteed for their children. Trạng Nguyên's target audience is quite young, mainly from 31 to 35 years old, so their level of understanding, interest and initiative will be higher, demanding more quality educational products.

(2) The level of awareness of the target audience about the Trạng Nguyên contest

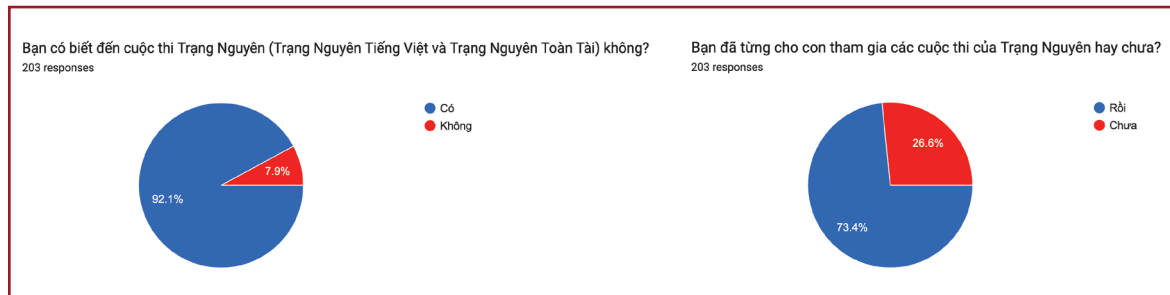


Chart 10: The level of awareness of the target audience about the Trạng Nguyên contest 1

Among those who filled out the survey, 92% knew about Trạng Nguyên competitions and 73% had ever let their children participate in the competition. However, this data lacks objectivity because the survey was conducted on Trạng Nguyên's customer care groups, so the percentage of people who know about Trạng Nguyên is naturally high.

Through the survey, Trạng Nguyên's main competitors were identified as the Mathematics Violympic Competition (91.3% known) and IOE English (83.2% known). With a large overlapping audience file, Trạng Nguyên can exploit experience from the two competitors' communication activities while building unique features to help customers be impressed and

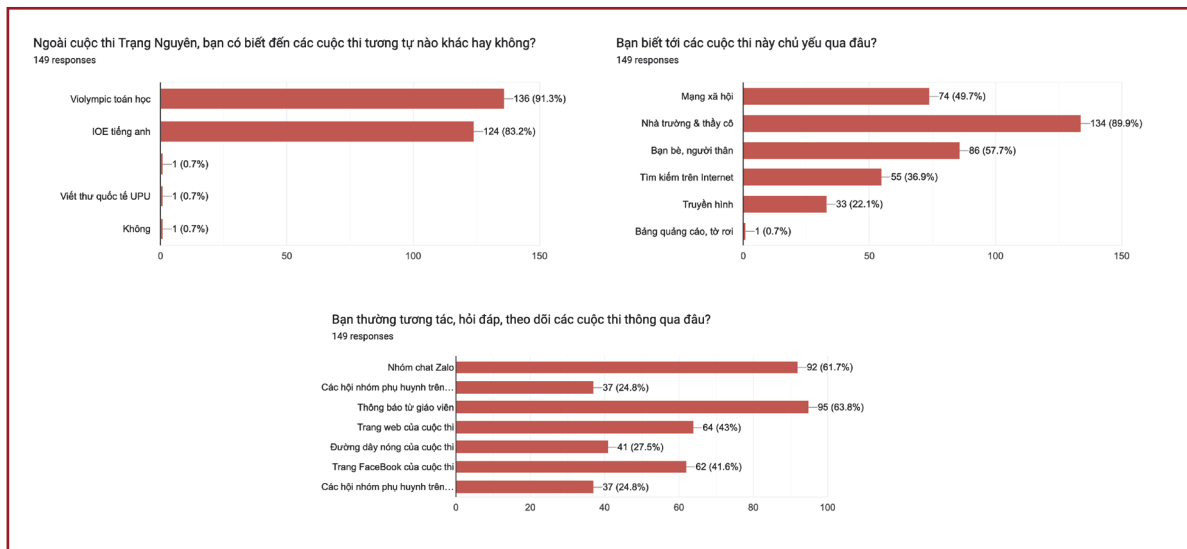


Chart 11: The level of awareness of the target audience about the Trạng Nguyên contest 2

remember their brand. When asked how they learned about competitions, the group mentioned three main factors: school and teachers (89.9%), friends, relatives (57.7%), and social networks. (49.7%). It can be seen that parents are greatly influenced by their families and teachers in having their first awareness of the brand.

Besides, the survey showed that this group of subjects mainly interacted, followed and asked questions through teachers (63.8%), the contest's Zalo chat group (61.7%), the contest's website (43%) and Facebook page (41.6%). It can be seen that, in the later stages, after parents let their children participate in the contest, they were more proactive in interacting, monitoring, and asking and answering questions directly with the contest organizers.



(3) Evaluation of the target audience about the Trạng Nguyên contest

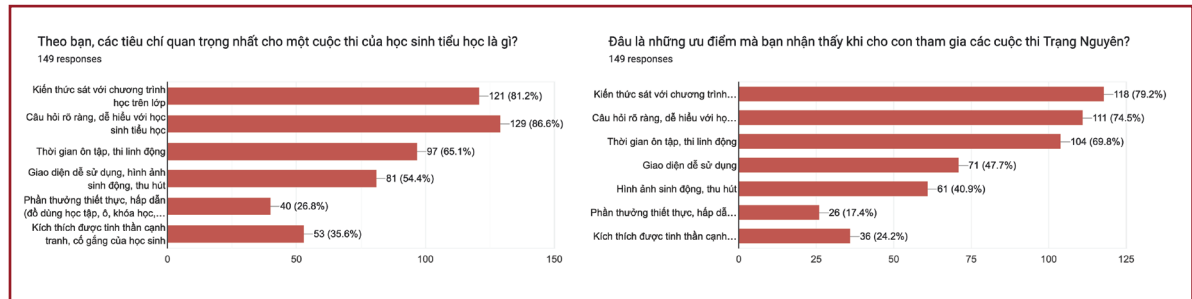


Chart 12: Evaluation of the target audience about the Trạng Nguyên contest 1

The survey respondents said that important elements of a contest include: knowledge close to the classroom curriculum (79.2%), clear, easy-to-understand questions (74.5%), and flexible study time (69.8%). These are the strengths that Trạng Nguyên has and needs to promote.

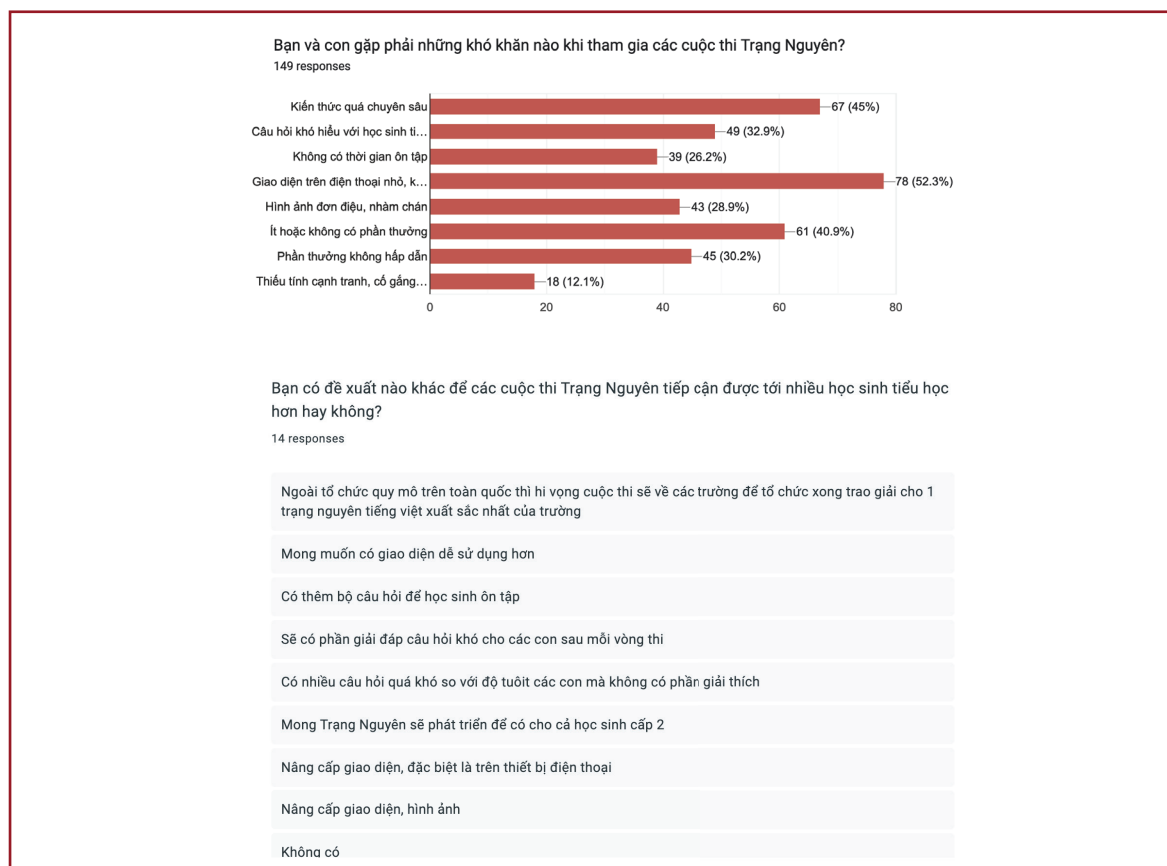


Chart 13: Evaluation of the target audience about the Trạng Nguyên contest 2

Survey respondents said they encountered difficulties due to reasons such as small phone interface, difficult to follow (52.3%), too specialized knowledge (45%), little or no reward (40.9%). In addition, when asked about other suggestions to help the Trạng Nguyên contest reach more students, we received a number of suggestions on optimizing the interface, adding more school-level sections, and adding other correction sections after each round.



In summary, from the survey analysis we can see:

- Survey results are highly reliable when the demographics match the data of other Trạng Nguyên channels.
- The audience is willing to spend money, time and effort on their children's learning activities.
- The audience is highly knowledgeable and has detailed assessments of the Trạng Nguyên education system.
- Viewers know Trạng Nguyên through teachers and interact with Trạng Nguyên through Trạng Nguyên's Facebook social networking site and customer care channel Zalo.

V. SWOT ANALYSIS

STRENGTHS

- **Experience and Expertise:** Trạng Nguyên has been a pioneer in the field of Vietnamese language online education, drawing on Vietnam's cultural heritage. This helps students gain a clearer understanding of the Vietnamese language and its appropriate usage.
- **Educational Quality:** The company is renowned for providing high-quality education, ensuring students' development through online competitions and accompanying course materials tailored for students.
- **Technological Innovation:** Trạng Nguyên incorporates modern technology and has upgraded to the Trạng Nguyên 4.0 interface to enhance the quality of education and management.
- **Existing Achievements:** With over 10 million students across 63 provinces and municipalities, spanning more than 853 districts, and over 8,675 schools, Trạng Nguyên has a strong foundation to build upon.
- **Website:** Trạng Nguyên's website serves as a central hub, playing a crucial role in keeping parents updated on news and information about competitions. Additionally, it provides a platform for purchasing for online courses or registering contests & events. The website is known for its fast loading times, diverse content, and responsiveness to the needs of visitors.



WEAKNESSES

- **Customer Care:** Trạng Nguyên's customer care efforts still have room for improvement in terms of consistency.
- **Product Diversification:** The expansion into diverse educational domains, such as Trạng Nguyên Toàn Tài and Trạng Nguyên Lịch Sử, is in its early stages and needs significant development to establish a truly comprehensive education system. Further efforts are needed to provide a wide array of high-quality educational content across various subjects.
- **Social media:** Trạng Nguyên is in the process of enhancing its presence on the Facebook platform, but the current content direction reflects a conventional and less innovative approach.
- **Event organizing skills:** There are limitations in executing events to capture everyone's attention. Team members have not been specifically assigned roles in planning and implementing tasks for the events.

OPPORTUNITIES

- **Increasing Demand for Quality Education:** The growing interest of parents in quality education provides an opportunity for Trạng Nguyên to expand its market share. Trạng Nguyên's competitions for students offer an opportunity for them to be admitted to secondary schools when they achieve awards.
- **Collaboration Potential:** Collaborative efforts with the Ministry of Education and poets can open up new opportunities for the company.
- **Education Technology Development:** Utilizing new technologies such as online and remote learning can expand the scope of its activities.

THREATS

- **Cybersecurity Incidents:** Due to its heavy reliance on technology, Trạng Nguyên is susceptible to cybersecurity risks, particularly concerning the personal data of primary school students. Any incidents in this realm could significantly impact the examination process, potentially jeopardizing the privacy and security of these young learners' personal information.
- **Socio Economic and Societal Changes:** Changes in societal attitudes and economic conditions can influence the demand for education and parents' financial capacity to pay for it.



- **Course Costs:** Trạng Nguyên must address the issue of rising course costs, as this can lead parents to question the value their children receive when course fees increase.
- **Accessibility:** Parents and students are more aware of Trạng Nguyên's examinations than its courses and materials. This necessitates a marketing revamp to improve its visibility and accessibility.

VI. CONCLUSION

Through research and analysis, we have drawn the following conclusions:

Regarding the Context:

- The online education sector for primary school students is experiencing significant growth, especially after COVID-19 and in Industry 4.0.
- Students are becoming increasingly familiar with and adept at online learning.
- Various methods and technological innovations are emerging to support student-centered learning.
- Online language learning is showing great potential in leveraging technology for effective learning.

Regarding the Company

- Trạng Nguyên is an education technology company founded in 2015 that provides online learning platforms and digital educational content for Vietnamese primary school students.
- Trạng Nguyên's main products include: Trạng Nguyên Tiếng Việt (online Vietnamese language and culture platform); Trạng Nguyên Toàn Tài (interdisciplinary knowledge and skills course); Digital learning materials library, etc.
- Trạng Nguyên 4.0 introduces several upgrades: Enhanced website interface and navigation; Expanded assessment capabilities and personalized feedback; Additional games, events and challenges; Complementary projects for literature and history appreciation, etc.
- For future development, Trạng Nguyên has shifted from a solely contest-focused approach to adopting a blended learning journey model that fosters a passion for learning, personalization, and places the learner at the center.

Regarding Communication Channels

- Social media is increasingly used by all age groups, including Generation X and Generation Y parents, as a channel to enhance engagement with the brand.
- Trạng Nguyên's website serves as a central hub for customers to explore information, product systems, and make purchasing decisions. The Trạng Nguyên website will update its interface with the upgrade to Trạng Nguyên 4.0.
- In addition to the Trạng Nguyên Tiếng Việt Facebook for communication about



Vietnamese language learning products and the Trạng Nguyên Tiếng Việt contest, there is now the Trạng Nguyên Education channel for news and communication surrounding the brand.

- Zalo, Facebook Messenger are important channels for quick response and personalized engagement with customers.
- Trạng Nguyên has the potential to diversify its media presence through other channels such as TikTok and Podcast.

Regarding Competitors

- Key competitors include iOE and VioEdu, along with several smaller competitors such as Monkey and Hocmai.
- Trạng Nguyên differentiates itself by emphasizing the transmission of Vietnamese values, culture, and history through Vietnamese language learning. Trạng Nguyên also adopts modern educational methods while closely aligning with the latest educational programs outlined by the Ministry of Education.

Regarding Target Audiences

- Students and teachers are familiar with new learning methods that use more electronic devices, online learning platforms and exams.
- All target groups are aiming for a common idea of creating excitement and initiative in learning for elementary school students with interesting rewards, lessons, and exercises that are consistent with knowledge.
- The parent group has a good understanding about education and is willing to spend money, time and effort on their children's learning activities.
- We will choose parents as the main target audience for this communication project.





4.0

CHAPTER 3: DEVELOPMENT



I. OVERVIEW OF A MASTERPLAN

1. Overview

Based on our in-depth analysis of Trạng Nguyên, competitive landscape, and target audience needs, we have devised a comprehensive communications masterplan focused on supporting their strategic goals for the upcoming period:

- Rebranding with a new visual identity. Launching a complete rebranding encompassing a new visual identity, logo, design system, messaging framework and brand guidelines. This rebranding will modernize Trạng Nguyên's image to better convey their evolution into an innovative edtech leader.
- Successful launch of the upgraded Trạng Nguyên 4.0 online education system: upgrading technology and the value it brings. Rolling out a major upgrade of the Trạng Nguyên website and e-learning platforms to introduce Trạng Nguyên 4.0. The new website will bring superior navigation, user experience, and reflect the new brand identity.
- Organizing a high-profile unveiling event for Trạng Nguyên 4.0. Organizing a high-profile press and partner unveiling event to officially announce the arrival of Trạng Nguyên 4.0. This landmark occasion will generate buzz and visibility for their transformation.
- Building awareness around the shift from being contest-focused to a study-centric model with Trạng Nguyên courses and playgrounds.

Given the array of pivotal brand-building initiatives Trạng Nguyên aims to undertake in the coming months, we will adopt a phased approach for the communications masterplan.

2. Phase of communication plan

2.1 Stage 1 - Implementation

This critical phase encompasses all the communications activities to introduce the Trạng Nguyên website version 4.0 and upgraded courses of Trạng Nguyên from August - October. It is divided into 3 stages:

Phase 1 (August 1st - August 24th): Prepare for the New Version Launch

In the first phase, we will focus on communicating the preparation for the launch of the new version, Trạng Nguyên 4.0. We will gradually unveil the innovations and upgrades for the upcoming academic year through various communication channels. During this initial phase, our primary emphasis is on shaping content direction and establishing guidelines for our communication channels to ensure consistent posting and maintain a cohesive style across our posts.

Phase 2 (August 25th - September 18th): New Version Launch and Unveiling Event

With the new brand primed, this stage centers on the official product launch. A major unveiling event will be hosted for media, partners, teachers, parents and students to experience the new platform and courses. The new website will also go live featuring in-depth product details. PR and social media will drive awareness of the transformed offerings. This is establishing Trạng Nguyên 4.0 firmly in audience minds as an innovative advancement.



Phase 3 (September 19th - October 10th): Post-Launching and focus on Trạng Nguyên Tiếng Việt

The final phase is designed to maintain momentum following the initial buzz. During this phase, our communications will prominently highlight the Trạng Nguyên playground, which complements our courses. Of particular note is the commencement of the Trạng Nguyên Tiếng Việt contest, which has entered its initial rounds for the academic year 2023-2024. These preliminary rounds offer students a valuable opportunity to engage with our products at no cost, extending this benefit to students nationwide. Concurrently, our ongoing social media efforts will showcase user testimonials and introduce new platform features, strategically transforming interest into tangible purchases and product utilization.

2.2 Stage 2 - Development of Communication Plan Proposal for the Remaining of 2023 (October 11th - October 18th)

In Stage 2, our focus is on developing a communication plan proposal for the rest of 2023. This crucial phase involves guiding content creation for social media and websites, aligning with our primary objectives and diversifying to some new platforms. Our goal is to enhance and optimize our communication strategies by considering emerging trends and exploring innovative media formats, such as TikTok and podcasts.

In summary, this comprehensive master plan delivers a structured blueprint to manage the upcoming rebrand introducing the Trạng Nguyên website version 4.0. The two-stage approach ensures both the immediate launch requirements and long-term growth are covered.

II. GOALS & OBJECTIVES

1. General goals & objectives

This section meticulously explores each facet of our communication strategy, illustrating how Trạng Nguyên is oriented when implementing the communication campaign for the new version of the Trạng Nguyên 4.0 Online Education System.

The main goals we set in this communication campaign are:

+ Increase exposure of Trạng Nguyên and Trạng Nguyên 4.0

Objectives:

- Increase Trạng Nguyên website's monthly traffic to surpass the 2 million mark.
- Achieve growth on the Trạng Nguyên Education Facebook page with a target of 650 new likes and followers, and a total reach of 30,000.
- Secure media presence for the launch event in at least 5 media outlets

+ Sustain Brand Image in Supporting Vietnamese Language Learning

Objectives:

- Achieve growth on the Trạng Nguyên Tiếng Việt Facebook page with a target of 1000 new likes and followers, 5000 total interactions, and a total reach of 80,000 (about 20% increase compared to the previous period).
- Increase 5% participation levels in the 1st round of the Trạng Nguyên Tiếng Việt contest.



- Diversify content related to Vietnamese Language Learning for students.

+ Enhance awareness about technological upgrades for Trạng Nguyên 4.0, empowering students to proactively engage in learning with educational libraries and games.

Objectives:

- At least 50% of the content in phase 1 addresses the transformation in brand identity.
- At least 50% percent of content in phase 2 center around technological upgrades or offering customer guidance to facilitate their transition to Trạng Nguyên 4.0.
- Create communication content highlighting how Trạng Nguyên empowers students to actively participate in their learning journey.
- Increase Trạng Nguyên's website scroll depth to surpass the 50% mark.

2. Objectives for Each Stage/Phase

2.1 Stage 1 - Phase 1: Prepare for the New Version Launch (August 1st - August 24th):

The main focus during this phase is to "Build Anticipation and Excitement": Foster anticipation and excitement about the changes in Trạng Nguyên's brand identity and system. The emphasis will be on the Trạng Nguyên Education page, while on the Trạng Nguyên Tiếng Việt page, as the new academic year has not yet commenced, maintaining stable figures is sufficient without the need for aggressive promotion.

Objectives:

- Trạng Nguyên Education Facebook Page: Achieve 100 new likes and follows, reach 5000 individuals.
- Trạng Nguyên Tiếng Việt: Achieve 100 new likes and follows, reach 30000 individuals (slight increase compared to the data from the same period in the previous time).
- At least 50% of the content addresses the transformation in brand identity.
- Provide user guides and FAQ to prepare for the upgrade to Trạng Nguyên 4.0.

2.2 Stage 1 - Phase 2: New Version Launch and Unveiling Event (August 25th - September 18th)

This marks the official launch of the Trạng Nguyên 4.0 Online Education System and our redesigned website. Hosting a successful launch event is crucial for positive media coverage and engaging key stakeholders. Our goal is to enhance brand and product awareness, ensuring our audience is well-informed about the updates, new features of Trạng Nguyên 4.0, and our renewed focus on educational content for students.

Objectives:

- Organize a launch event to introduce the new version of the Trạng Nguyên 4.0 Online Education System.
- Conduct interviews with education leaders, notable figures in the education sector, teachers, and parents of students to gather valuable material for media communication.
- Media presence across multiple platforms, acknowledged by mainstream channels, press, and news outlets.



- Increase website traffic, pages per session and scroll depth
- Trạng Nguyên Education Facebook Page: Attain 300 new likes and follows, with a reach of 20,000 (increasing by 2-3 times compared to the figures achieved in the previous period).
- Trạng Nguyên Tiếng Việt Facebook Page: Attain 500 new likes and follows, with a reach of 40,000 (based on the data from the same period in the previous time).
- 50% percent of content will center around technological upgrades or offering customer guidance to facilitate their transition to Trạng Nguyên 4.0.

2.3 Stage 1 - Phase 3 (September 19th - October 10th): Post-Launching and focus on Trạng Nguyên Tiếng Việt

In this stage, we aim to further strengthen what has been built in Phase 2. Additionally, our focus will shift towards Trạng Nguyên Tiếng Việt, as it marks the beginning of the new academic year, and the Trạng Nguyên Tiếng Việt competition is set to be launched nationwide.

Objectives:

- Maintain the website metrics for Trạng Nguyên similar to the previous stage
- Trạng Nguyên Education Facebook Page: Achieve 250 new likes and follows, with a reach of 15,000 (slightly reducing the target compared to the figures in phase 2, considering the boost in phase 2 from the launch of Trạng Nguyên 4.0).
- Trạng Nguyên Tiếng Việt Facebook Page: Maintain the same objectives as in Phase 2, aim to reach 10% increase engagements per post, and diversify content types related to Vietnamese learning.
- Side project "Trạng kể Bạn nghe": Increase reach, page visits, and interactions by 30% compared to the same period in the previous stage.

2.4 Stage 2

In Stage 2, our goal is to propose various content formats for our communication channels, including experimenting with new media formats such as TikTok and podcasts. This initiative aims to explore and evaluate the effectiveness of these emerging platforms in reaching our target audience. Through this experimentation, we intend to gain insights that will guide our strategic direction for the remainder of the year 2023.

Objectives:

- Present ideas and execute demonstrations (demo), segmented across various communication channels such as Facebook, TikTok and Podcasts.
- Continue the implementation of the side project "Trạng kể Bạn nghe" throughout October and set the direction for the remaining stages of 2023.



III. TARGET AUDIENCES

From the audience research, we have built the target audience table for the communication campaign for Trạng Nguyên 4.0. Among them, the three subjects we mentioned include primary school students, their parents and their teachers. And after analysis, we selected the parent object as the main media object for this campaign. They are willing to spend time, money and effort to help their children learn and develop in the best and most comprehensive environment. They are open-minded and are heavily influenced by teachers, social networks and other parents in choosing educational programs for their children.

	Primary Audiences	Secondary Audience	
	Parents	Students	Teachers
Demographics			
Gender	Male, Female	Male, Female	Male, Female
Age	Mainly from 28 to 38 years old	From 6 to 10 years old	None
Incomes	Mainly from 15 to 35 million	None	None
Status	Married, have children	Studying in elementary school	Work at elementary school
Geographics			
Region	Vietnam		
City	Ha Noi, Da Nang, Can Tho, Ho Chi Minh city, Hai Phong		



Psychographics			
Cognitions	Realize the importance of education for your children	Likes to play games, likes to compete, likes rewards	We hope to have more playgrounds and courses for students to review and apply the knowledge they have learned
Values	They want to fulfill their responsibilities as parents and want their children to have the opportunity to learn and develop on par with their friends	Want to be praised by parents, recognized by friends and feel proud	Feeling happy and proud to help students gain knowledge
Mainly influenced by	Family, School, Other parents, Social networks	Parents , Friends, Teachers	School, Parents
Behaviors			
Spend on educational activities outside the installation	Mainly from 2 to 8 million VND	None	None
Communication channel used	FaceBook, Zalo, Phone, Word of mouth	None	Zalo, FaceBook, Phone, Workplace

Table: Target audiences



IV. KEY MESSAGES

Focusing on the learning aspect for students, Trạng Nguyên 4.0 not only organizes competitive events but also provides value and knowledge. Offering diverse and interactive learning experiences, along with rich and visual learning materials, it encourages free learning and the development of critical thinking. The goal is not only to achieve success in competitions but also to foster holistic development, helping students become global citizens, ready to reach out to the world and face challenges.

Trạng Nguyên Slogan: “Giáo dục từ tâm - Vươn tầm thế giới”

Originating from the days when the founding team participated in charity programs in the highlands, where ethnic minority children lived, Trạng Nguyên Tiếng Việt faced numerous challenges in bringing literacy to these areas. The difficulty extended beyond the challenging transportation, shortage of human resources, and material resources to the very books being provided. With 54 ethnic groups sharing the same set of textbooks, teaching and learning became hindered, Trạng Nguyên had to grapple with the following challenging questions:

- How to teach Kinh language to children in the highlands?
- How can teachers in remote areas easily teach Vietnamese?
- How can Vietnamese become a language and a subject that everyone can proudly refer to?

Driven by love in heart for culture, language, and the history of Vietnamese, Trạng Nguyên Tiếng Việt was established.

“Giáo dục từ tâm”

Trạng Nguyên Tiếng Việt, specifically, and Trạng Nguyên Education, in general, are the crystallization of the desire for a future where Vietnamese culture perseveres for generations to come. It aims to embody **"Hồn Việt - Người Viết - Hóa Tiếng Việt"**.

Thus, Trạng Nguyên's first choice was to create an education program driven by sincerity and the desire to produce valuable products that cater to the majority of students. By focusing on heart-centered education, the emphasis is not on revenue, business equations, or grand structures but on the essence of the content itself.

“Vươn tầm thế giới”:

Trạng Nguyên realized that addressing the societal challenge of universalizing basic knowledge for the majority of students is not enough. In the era of globalization, integration, and the move towards students becoming global citizens, providing knowledge alone is insufficient. Students also need to be equipped with critical thinking skills and various competencies.

Trạng Nguyên recognizes that the portrait of Vietnamese students thriving in this era involves understanding oneself (through a deep understanding of one's roots, upbringing, and education), understanding the world around them, having a lifelong learning mindset, and practical application of knowledge.



Campaign slogan: “Trạng Mở Tương Lai”

In the context of the overall messaging that will accompany Trạng Nguyên 4.0's developmental journey, we recognize the need for a distinct message for the initial phase of Trạng Nguyên 4.0. Therefore during this campaign, it is crucial to articulate a message that effectively highlights the technological advancements—the prominent feature of introducing a new version.

Above all, this approach aligns with the campaign's third goal: "Enhance awareness about technological upgrades for Trạng Nguyên 4.0, empowering students to proactively engage in learning with educational libraries and games." Ensuring consistency in purpose and messaging will imbue the campaign with coherence, reinforcing a unified front in communicating and disseminating the message.

We have observed that Trạng Nguyên 4.0, the new version, will usher in a new future. This future extends beyond online education and the future of learning the Vietnamese language; it encompasses the future of educational opportunities for all students across the nation. Therefore, we have determined to select the main message for this campaign as:

“Trạng Mở Tương Lai”.

The key messages of the "Trạng Mở Tương Lai" campaign draw inspiration from the homophonic pair “Trạng - Chạm” to highlight the gesture of "Chạm - Mở" (Touch - Open).

"Chạm" signifies students interacting with knowledge at Trạng Nguyên by touching with their cursor, keyboard, or smartphones. Additionally, "Chạm" conveys Trạng Nguyên reaching out to students, parents, and teachers through various channels.

The value of "Chạm" that "Trạng" aims for is education from the heart—accompanying students on their learning journey to become global citizens. The cultural touch of "Trạng" can reach out to the future, extending its influence globally.

The key message "Trạng Mở Tương Lai" will be disseminated through various channels, with a special focus on naming the Launch Event of Trạng Nguyên 4.0. Additionally, we will convey the key message through encompassing speeches and interviews with the leadership team, event scripts, design elements, publications, media articles, and renowned education experts.

V. MEDIA STRATEGIES & TACTICS



Strategies	Tactics	Missions/Purposes
Social Media Strategy Utilize social media like Facebook and Zalo for content sharing, engaging the community, and promoting Trạng Nguyên 4.0 & Trạng Nguyên's educational mission.	Create engaging content about Trạng Nguyên and Trạng Nguyên 4.0 on social media platforms + Mainly focus on Facebook Trạng Nguyên Education (TN Edu) & Facebook Trạng Nguyên Tiếng Việt (TNTV) + Engage with visual and content elements	Increase interaction and sharing from the community. Reach & attract target audiences Boost exposure of Trạng Nguyên & Trạng Nguyên 4.0
	Facebook TN Edu: focus on the brand, designed to encapsulate the essence of Trạng Nguyên's educational mission.	Enhance brand awareness Enhance awareness about tech upgrades for Trạng Nguyên 4.0, empowering students to proactively engage in learning
	Facebook TNTV: showcase the Trạng Nguyên Tiếng Việt contest & products, serving as a dynamic platform for Vietnamese learning.	Sustain Brand Image in Supporting Vietnamese Language Learning
	Cross-sharing	Optimize reach & engagement
	Visual consistency: ensures a unified graphic style across Trạng Nguyên's posts	Creating a cohesive visual identity Enhance audience recognition
	Actively respond and customer support on Facebook, Messenger, and Zalo channels.	Increase engagement, positive feedback, and overall satisfaction
Educational Content Strategy Focus on developing educational content that aligns with Trạng Nguyên's mission and values.	Develop various education content formats + Topic-specific knowledge, interesting knowledge + Interactive educational games + Parents' guide on child education	Enhance the educational experience Sustain Brand Image in Supporting Vietnamese Language Learning Increase sharing and engagement from the community.
	Combine educational content and entertainment content to engage audiences	Increase sharing and engagement from the community.
	Create satellite projects, such as teaching children reading skills or Vietnamese history.	Diversify educational offerings Enhance awareness about empowering students to proactively engage in learning
PR strategy Implement a PR strategy to unveil and highlight the significance of Trạng Nguyên 4.0, emphasizing its importance and shaping its future direction.	Highlighting Trạng Nguyên's new version, direction, mission, brand positioning, awards, etc.	Enhance brand awareness
	Organize a launch event for Trạng Nguyên 4.0 + Press releases, livestreaming + Inviting key stakeholders & media to generate buzz and coverage + Highlight the innovative aspects and impact of the upgrade.	Generate media coverage, boost exposure Increase interaction and sharing from the community. Engage key stakeholders
	Arrange exclusive interviews with Trạng Nguyên's leaders, education experts, and stakeholders	Enhance awareness about Trạng Nguyên & Trạng Nguyên 4.0
	Leveraging VTC Relationship: Trạng Nguyên's strong ties with VTC, a prominent television station affiliated with the Voice of Vietnam (VOC). Plan to collaborate closely with VTC, ensuring media coverage on VTC News platform	Attain media benefits through VTC News

Table 2: Media strategies & tactics of the campaign

VI. BUDGETS AND RESOURCES

1. Budgets

The total budget for the communications masterplan is estimated at 200 millions VND. This will enable execution of key initiatives across two phases:

Stage 1 Launch Budget:

- Social media content creation: 5 millions VND
- Paid social media advertisements: 5 millions VND
- Launch event: 150 millions VND

Stage 2 Ongoing Budget:

- Sustaining social media content production: 5 millions VND
- Ongoing social media advertisements: 2 millions VND
- PR: 30 millions VND



The website upgrade and launch event will be one-time fixed costs to kick off the new branding. After launch, we have budgeted monthly to continually create engaging social content, run targeted promotions to acquire new followers, and pursue PR opportunities.

This budget will facilitate building strong foundations in Phase 1 to successfully establish the upgraded Trạng Nguyên 4.0 brand. Ongoing efforts in Phase 2 will then elevate engagement and retention on social platforms where the brand interacts daily with students and parents.

2. Human Resources

The series of activities for the "communication campaign for the new version of the "Trạng Nguyên 4.0" education system" will be directly directed and managed by the Board of Directors of Trạng Nguyên. In particular, the Communications & Marketing Department (our team belongs to the Communications and Marketing department) will be mainly responsible for planning, organizing and implementing. Besides, there is also active support from other departments in the company such as the content department, human resources department, customer care department, etc and support from member companies.

Although Marketing & Communications holds central accountability, the cross-functional nature of Trạng Nguyên allows tapping collective expertise across the organization to execute a seamless, impactful communications campaign. The Communications & Marketing Department will be aligned through an integrated committee led by senior management and convening weekly to ensure collaboration.

This well-coordinated human capital approach allows optimally harnessing Trạng Nguyên's capabilities to convey the upgraded product and user benefits to key audiences.

VII. RISK & ISSUE MANAGEMENT PLAN

From the research, we built a Risk & Issue Management table for the media campaign launching the Trạng Nguyên 4.0 system. The table will include Risk Identification, Reason, Risk Management and Precautionary Plan. In particular, we divide the issues into large sections including Human resources, Operations & production, Audience & Customer response and Event Risk. With this table, we identify crises related to Misunderstanding, Slow work progress, Lack of Engagement and Media-related risks in event as highly likely to occur and of high importance.



Category	Risk Identification	Reason	Risk Management	Precautionary Plan
Human resource	Misunderstanding	Serving the communication plan for Trang Nguyen 4.0, the company has recruited and cooperated with a series of new personnel. During operations, misunderstandings may occur between old and new employees.	Organize emergency department meetings to resolve problems so that the workload can continue to be handled	Department heads organize weekly meetings, training, and dissemination of working methods, attitudes, and communication.
	Lack of knowledge about product and campaign	New employees or even old employees may be confused with the changes from the new Trang Nguyen 4.0 education system.	The head of that department or an individual from the training department will immediately provide support in the form of personal training to quickly handle the work.	The training department (R&D department) will organize large-scale product training sessions including the content department (in charge of building product content), the technology department (in charge of building the system), the development department (in charge of sales, customer care), communications & marketing department (in charge of product promotion)
	Bad attitude of employees towards customers and audiences on online social networks	Personal reasons, lack of ability, lack of skills	Management intervenes to discuss and apologize directly to customers and audiences. At the same time, handle the employee by giving quick instructions so that the employee can continue to complete the job or temporarily transfer to another task.	Managers will need to re-evaluate human capabilities and qualities in job positions to maximize employee productivity. For dealing with customers, managers organize training sessions on communication skills for employees.
Operation & production	Slow work progress	The Technology Department failed to complete Web Trang Nguyen 4.0 on schedule	Work with the head of technology to clarify the level of work delay. Then hold a meeting to discuss solutions such as: offering to work overtime with bonuses, dividing work into smaller fixed milestones, delaying the announcement of new products.	Managers will need to re-evaluate human capabilities and qualities in job positions to maximize employee productivity. They may also require hiring additional contract, seasonal and permanent employees.
		Communication products do not meet requirements	Engage with team members to gather their feedback and insights on the communication products. Encourage open communication to understand the challenges they are facing.	Managers will need to re-evaluate human capabilities and qualities in job positions to maximize employee productivity. Revisit the original requirements for the communication products. Ensure that the requirements are clear, realistic, and aligned with the needs of the team.
		Multiple layers of approval required for campaign materials or decisions, delays can occur if the approval process is slow or cumbersome.	Review the approval workflow to identify unnecessary steps and bottlenecks. Streamline the process to make it more efficient and reduce the number of layers involved. Establish realistic timelines for each approval stage.	Clearly define the decision-making authority at each level of approval. Ensure that lower-level approvers have the autonomy to make decisions within their scope without constantly seeking higher-level approval. Schedule regular meetings or check-ins specifically for the approval process.
Audience & Customer response	Lack of Relevance or Poor Messaging	the campaign message or content is not relevant to the target audience, they may not engage with it. Understanding the audience's needs and interests is crucial for crafting a compelling message	This shows that the previous target audience research was not accurate, the communications & marketing department needs to re-do customer research, and review the communication plans initially established or in released publications to find errors.	Consumer behaviors and preferences can evolve, so staying current ensures that your messages remain relevant over time. Flexibility and a willingness to learn from audience feedback.
	Lack of Engagement	Failing to provide ways for the audience to actively engage with the campaign, such as through social media, contests, or surveys, can result in a passive response.	Review and re-evaluate whether the content meets the goal of increasing customer engagement or not. Make changes as needed such as adding giveaways, more engaging or controversial Q&A sessions	
	Negative Public Perception	It can come from the Trang Nguyen 4.0 not living up to expectations or the brand's communication messages not matching what the product currently has.	Review your brand's communication messages and ensure they accurately reflect the current state of Trang Nguyen 4.0. If there were overstatements or exaggerations, consider revising the messaging to provide a more realistic representation.	Actively engage with key stakeholders, including customers, partners, and employees. Seek their input and feedback to understand their perspectives and expectations. Ensure internal alignment between different departments, especially between marketing and product development.
	Failure to Address Feedback	Ignoring or mishandling audience feedback can result in a negative perception. Actively listen to the audience, address concerns, and make improvements based on feedback.	Check the effectiveness of the system for receiving customer comments. The manager intervenes to correct the culture and process of receiving customer opinions. If the matter goes too far, Trang Nguyen can proceed to provide a customer review form on a nationwide scale and apologize.	Ensure that team is trained to handle feedback professionally and constructively. This includes customer support teams, social media managers, and anyone else who may be interacting with the audience. Assign this task to an individual or a group to collect feedback from customers and viewers periodically. Organize periodic reports with managers and leaders to evaluate customer comments and make modifications if possible.
	Manpower Shortage	Lack of human resources can occur Because Trang Nguyen chooses to organize the event herself instead of hiring outside resources.	Prioritize tasks based on their importance and urgency. Consider outsourcing specific tasks or hiring temporary staff during peak periods to address short-term manpower shortages.	Conduct thorough resource planning early in the project. Identify the skills and manpower required for each phase and allocate resources accordingly. Cross-train team members on multiple tasks to ensure that essential functions can be carried out even if some team members are unavailable.
Event Risk	Logistical Problems	Poor planning and execution of event logistics, such as venue selection, transportation, and technical arrangements, can lead to disruptions and negatively impact the product launch.	Managers intervene, identify problems and prioritize important or urgent issues to be resolved first.	Identify potential risks associated with logistics and create contingency plans for each scenario. This could include backup transportation options, alternative venues, or technical support in case of equipment failures. Conduct test runs of the event before the official event date.
	Technical Failures	Issues with audio-visual equipment, live streaming platforms, or other technical components can disrupt presentations and demonstrations during the product launch event.	Call the venue's technical support, prepare scripts for the MC to present while the technical department processes.	
	Media-related risks	Invited journalists did not attend the event.	Quickly contact these journalists after the event to send sources and ask them to write articles.	Proactively contact early and confirm with journalists about invitations to attend the event. Assign the task of contacting journalists to personnel with expertise in media communication.
		During the event, the livestream crashed, the image and sound quality were not good or an error occurred.	While working to fix the issues, engage with the audience through alternative means. Use social media, chat features, or other communication channels to interact with the audience and keep them informed.	Contingency plan in place for technical failures include having a backup livestream platform, alternative audiovisual equipment, or a secondary internet connection.
		A communication crisis occurs due to incorrect statements made during the event by the board of directors or negative feedback from guests right at the event.	As soon as a crisis is detected, Trang Nguyen needs to immediately establish an emergency crisis management committee with the participation of the board of directors, advisors and communications department. This committee will analyze the source, seek support and make quick and timely decisions to isolate the problem and minimize the impact on the company and new products.	Prepare speech scripts for leaders, new products need to be thoroughly tested at the company and at the event venue.

Table 3: Risk & Issue Management Plan

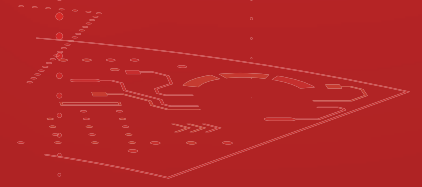




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4.0



CHAPTER 4: PRE-PRODUCTION



I. CONTENT PILLARS AND DIRECTION

1. Content strategy

The content strategy for Trạng Nguyên's communication plan unfolds across various channels, primarily focusing on Facebook pages, Trạng Nguyên Education and Trạng Nguyên Tiếng Việt, while extending its presence to other platforms such as TikTok, the official website, newspapers, and television. The content is tailored to align with the different phases outlined in the communication plan.

1.1 Stage 1 - Phase 1: Prepare For The New Version Launch (August 1st - August 24th):

- Unveil the new Trạng Nguyên brand identity, including the logo, visual style guide, and key messages.
- Generate anticipation and excitement through teasers, hints about system upgrades, and notices about the Trạng Nguyên education system.
- Teaser about product details to maintain suspense and curiosity.

1.2 Stage 1 - Phase 2: New Version Launch and Unveiling Event (August 25th - September 18th)

- Officially launch the new Trạng Nguyên 4.0 platform and widely communicate about this upgrade across various platforms, showcasing the new interface, features, user guides, etc.
- Host a major unveiling event, engaging media, partners, teachers, parents, and students.
- Showcase in-depth product details on the new website.
- Encourage two-way interaction and user-generated content: Encourage parents to write reviews and experience about Trạng Nguyên 4.0.

1.3 Stage 1 - Phase 3: Post-Launch (September 19th - October 10th)

- Sustain momentum with PR efforts focused on trials and purchase consideration for new educational products.
- + Promote the Trạng Nguyên playground accompanying the courses, especially Trạng Nguyên Tiếng Việt contest
- + Side project Trạng kể Bạn nghe: Organize engaging activities such as storytelling contests to attract the participation of young children.

1.4 Stage 2: Development of Communication Plan Proposal for the Remaining Duration of 2023

- Platform Diversification: Expand our content presence across multiple platforms, with a primary focus on Facebook, website, TikTok, and podcasts.
- Educational Insights: Develop insightful content on the website, offering in-depth articles and resources related to Trạng Nguyên 4.0, education trends, and relevant topics.
- TikTok Demos: Create teaser and demo videos on TikTok showcasing interesting knowledge related to the Vietnamese language.
- Podcast Series: Plan a podcast series featuring interviews with famous writers, poets, Trạng Nguyên mentors, and notable figures. Each episode could explore diverse aspects of learning Vietnamese for primary school students and provide valuable insights.



1.5 Tone and voice

Social Media:

- Utilize a language that is accessible and easily comprehensible.
- Foster a friendly and approachable tone, establishing a connection with parents and students.
- Encourage active engagement, feedback, and community sharing.

Press and Websites:

- Maintain a professional and dignified language, reflecting the seriousness of educational content.
- Emphasize clarity and provide in-depth information regarding educational advancements.

2. Content pillars

2.1 Trạng Nguyên Education Facebook Page

This page is designed to encapsulate the essence of Trạng Nguyên's educational mission. It will serve as the official online space for Trạng Nguyên Education, sharing valuable educational content, updates, and insights.

- News
 - Weekly education news compilation: Posted every beginning of the week, content includes highlights from Trạng Nguyên as well as important elementary education news.
 - News related to Trạng Nguyên Education.
- Product
 - Introducing the upgraded version Trạng Nguyên 4.0.
 - Introducing features and the new interface of the Trạng Nguyên website and products.
 - Infographics highlighting products of Trạng Nguyên 4.0.
 - Trạng Nguyên 4.0's curriculum.
 - Guides and FAQs.
- Engagement
 - Minigame
- Guide for parents and students
 - Parenting tips in children education
 - Study tips for various school subjects.
- Event
 - Pre-event: Countdown to the event
 - During Event: Livestream, guest invitations, event coverage, key moments.
 - After Event: Interviews with parents, teachers, students post-event; statements from BOD representatives; interesting moments captured after the event.



2.2 Trạng Nguyên Tiếng Việt Facebook Page

This channel exclusively features the Trạng Nguyên Tiếng Việt contest, offering an interactive platform for participants and the audience. Our focus is on providing accessible information for parents and participants. Additionally, we create content related to the Vietnamese language with engaging direction.

- **Product**

- Introduction to courses and learning resources of Trạng Nguyên Tiếng Việt within the upgrade of Trạng Nguyên 4.0.

- **Learning**

- Angles on the Vietnamese language curriculum: knowledge, exercises.
- Learning Vietnamese through poetry, proverbs, and music..
- Simple and fun Vietnamese mini-games for children: puzzles, fill-in-the-blanks, word searches, etc.

- **Trạng Nguyên Tiếng Việt contest**

- Announcements about the schedule, format of the competition rounds.
- Instructions for students in the contest.

2.3 Trạng kể BẠN nghe Facebook Page

"Trạng kể BẠN nghe" is a satellite project of Trạng Nguyên focused on teaching reading skills to children aged 5 to 8. The main activity of the project is a free online storytelling session held on the Zoom platform every Wednesday evening.

News:

- News related to children's learning, reading, and books
- Reminders for parents about the upcoming storytelling sessions

Products:

- New features and interface
- Curriculum
- Summarize the content of the week's story
- Which book series offers for children
- Share stories and comic books suitable for children

Advice & Guidance

- Parenting advice, guidance, study tips
- The benefits of reading; methods, skills to improve reading abilities.
- Ways to synthesize information

Games and attractive activities:

- Interesting knowledge (literature, poems)
- Mini-games: mazes, crosswords, gifs, applying children's information synthesis skills



Events:

- Reading stories event for children
- Events, online contests
- Recap of storytelling sessions

2.4 Website

The website serves as a hub for audiences to search and explore news and insightful articles, as well as company and product information.

News about Trạng Nguyên Education

- News and events related to Trạng Nguyên Education, including the launch event of Trạng Nguyên 4.0.
- Updates on the product system and courses offered by Trạng Nguyên.

News about Trạng Nguyên's playgrounds

- Updates related to the Trạng Nguyên Tiếng Việt contest.
- News related to other contests, monthly events, or sideline activities..

Parents Corner

- Effective parenting tips covering knowledge, skills, mindset, and nutrition.
- Meaningful stories and lessons about family.

Teacher's Corner

- Effective teaching methods for educators.
- Strategies for teachers to efficiently integrate technology into their teaching.

2.5 Zalo

Important news related to Trạng Nguyên, such as the Trạng Mở Tương Lai event and the upgrade to Trạng Nguyên 4.0

- User guides for adapting to Trạng Nguyên 4.0
- Announcements about the Trạng Nguyên Tiếng Việt contest and monthly events, as well as sideline activities.

2.6 Newspapers and Television media

- Coverage about the launching event and Trạng Nguyên 4.0
- Interviewing representatives of the BOD, teachers, parents, and students

II. Launch Event

1. Overview

Event name: “**Trạng Mở Tương Lai**”

- **Time:** September 9, 2023

- **Location:** Trade Union Conference Center - No. 1A Yet Kieu, Hanoi, Vietnam



- **Expected number of attendees:** 150 people

- **Participants:**

- Departments of Education
- Students, Parents, Teachers
- Media and press agencies

Goals:

- Officially inaugurates the new era of Trạng Nguyên 4.0 towards becoming an omnichannel education provider leveraging advanced technology.
- Generate buzz and visibility for Trạng Nguyên's transformation into next-generation learning systems tailored for modern students.
- Engage stakeholders, media, partners and community influencers as amplifiers to propagate the message broadly.
- Set the stage for driving registrations and subscriptions to experience benefits firsthand.

Objectives:

- Ensure at least 80% of guests attend
- Create buzz, increase 20% reach and impression on social networks
- At least 50% of invited media parties will attend and post and report on the event.
- Collect feedback to evaluate event impressions and Trạng Nguyên 4.0, receive at least 90% satisfied feedback
- Create at least one activity to experience Trạng Nguyên 4.0

2. Big idea and Concept

Big idea:

"Trạng Mở Tương Lai": is inspired by the homophonic operation "Chạm - Mở" (Touch to open).

- "Chạm" (Touch) here is the child's touch with the mouse pointer, with the keyboard, with the smartphone to connect with knowledge at Trạng Nguyên (knowledge can be simply understood as courses, learning programs, competitions, etc of Trạng Nguyên).
- "Chạm" here also means that Trạng Nguyên is touching students, touching parents, touching teachers through various electronic information channels.

The value of "Chạm" that "Trạng" wants to aim for is education from the heart, from communication towards the new technology era to build global citizens so that "Trạng's" culture can "Chạm" - Touching the future and reaching out to the world.

Slogan:

"Giáo dục từ tâm – Vươn tầm thế giới"

Concept:

- Tradition combined with new technology.
- Main colors of the event: red and blue (red symbolizes traditional values and Trạng Nguyên; green symbolizes new technology, change and upgrade).



3. Agenda

Phases	Time	Topic	Note
Before the event	8:30 - 9:00	Welcoming delegates Experience with Trang Nguyễn products	
Ceremony session	9:00 - 9:05	Opening: MC announces the reason and introduces the delegates	
	9:05 - 9:10	Welcome speech from the Board of Directors of Trang Nguyễn	
	9:10 - 9:15	Expert speech	
	9:15 - 9:25	Introducing Trang Nguyễn - A journey to connect the future	
	9:25 - 9:30	Trạng Mỏ Tương Lai Chạm - mở Trang Nguyễn 4.0	Key Moment
	9:30 - 9:45	Photo exchange between the Board of Directors of Trang Nguyễn and the leaders of the Department of Education	
Celebration session	9:45 - 9:50	Students compete with the game "Túi Ba Gang"	
	9:50 - 9:55	Teachers tested their spelling skills with games	
	9:55 - 10:00	Parents accompanied a word catch activity	
	10:00 - 10:05	Experience Trang Nguyễn Tiếng Việt & Trang Nguyễn toàn tài 4.0	
	10:05 - 10:15	Giving gifts, ending the experience	
End the event	10:15 - 10:30	Take a picture	
END			

Table 4: Planned Agenda for the Trạng Mỏ Tương Lai Event

Key Moment:

Representatives of the company's Board of Directors and representatives of students participating in Trang Nguyễn went up on stage to press the button to start the new version of Trang Nguyễn - Trang Nguyễn 4.0.



Figure 10: Key moment in the "Trạng Mỏ Tương Lai" event

4. Communications Plan



Phases		Times	Communication Channels	Activities	Details
Before the Event (7/8 – 25/8)	Before Launching	10/8–14/8	Facebook Fanpage (TNTT, TNTV, internal)	How important is digital learning in the era of Industry 4.0? Hint: What's new at Trang Nguyen? (coming soon)	
			Media support (Facebook parent group, parent community)	New educational methods and theories	Example: – Can you please suggest reputable websites for my child to study online and find trustworthy learning materials? – Is it better for my child to attend additional classes or enroll in online courses for a more proactive approach?
	Launching	20/8	Video launching	Initiate discussions in parent communities	
			Facebook Fanpage	Journey of Trang Nguyen --> preparing to unveil a new page	
			Media support	Post articles + video launching the event	
			Zalo	Share event launching articles with various groups	
			Press	Post news about the event launch date	
			Website	Press release about the upcoming event launch - 2 articles	
	After Launching	20/8–25/8	Facebook Fanpage	Web news: Upcoming event launch	
				Mini-games	
				Countdown to the event launch	
				Benefits of integrating technology into education	
				Change avatar	
At the Event	26/8	Facebook Fanpage	Post articles about the new interface, new products, usage guides, and experiences		
			Live update: The new journey has begun		
			Livestream: <i>Trạng Mở Tương Lai</i>		
			Live update: Introducing new products (key moment video)		
			Live update: Activities in the event section		
		Press:	Recap		
			Press release		
		TVC + VTC + VTV	Same-day coverage of the event What experts say about the new Trang Nguyen 4.0 product		
			Facebook Fanpage	Interviews: Opinions and thoughts of teachers/parents about Trang Nguyen 4.0	
		Video: What does the CEO, Ms. Huong, say about the brand repositioning of Trang Nguyen?			
		Introduction of the new features of Trang Nguyen 4.0			
		After the Event	27/8 – After	VTV24, VTC Fanpage	Video: What does the CEO, Ms. Huong, say about the brand repositioning of Trang Nguyen?
Website	News on the successful organization of the event launch ceremony				
	New features of Trang Nguyen 4.0				
Media support	Request teachers/parents to write review articles				
Press	Post supportive articles for event coverage				
Promotion activities	Course discounts				

Table 5: Communication plan for the event "Trang Mở Tương Lai"

Budget:

The budget allocation for executing this landmark event will be covered in detail within the disbursement section, outlining specific expenditures across relevant categories.

At this preliminary planning phase, we have projected an enveloping event budget based on benchmarks for occasions of comparable scale and components. However, rather than specify proposed line-item budgets, we believe transparently disclosing final actual costs upon completion will provide definitive accountability. Actual fund allocation specifics will materialize post-activation to enable outcome-focused review minus fiscal noise.



III. TIMELINE

1. Timeline stage 1

TASK TITLE	Phase 1 (1/8 - 24/8)																							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Important Milestones																								
Prepare for the upgrade of Trạng Nguyên 4.0																								
Announce the new brand identity																								
Officially upgrade to "Trạng Nguyên 4.0"																								
Preparing for the launch event "Trạng Mở Tương Lai"																								
Launch event "Trạng Mở Tương Lai"																								
Open 1st round of Trạng Nguyên Tiếng Việt (TNTV) Contest																								
Open 2nd round of TNTV Contest																								
Facebook																								
Build Trạng Nguyên Education channel																								
Communication on the rebranding efforts																								
Communication on the upgrade to Trạng Nguyên 4.0																								
Communication about the launch event "Trạng Mở Tương Lai"																								
Communication on the products within Trạng Nguyên 4.0 system																								
Communication about the TNTV Contest																								
Weekly Education News																								
Educational Content for Parents and Kids																								
Vietnamese Learning Games and Puzzles for the Weekend																								
Website																								
Publish articles in the Parent's Corner and Teacher's Corner																								
Optimize SEO for existing articles across the system																								
News and articles about Trạng Nguyên																								
Các kênh khác																								
Zalo: Notification of Trạng Nguyên 4.0 upgrade, guide for parents																								
Press and Television: Media coverage of the launch event																								
Encourage User-Generated Content (UGC) about Trạng Nguyên 4.0																								
Announcement and guidance for students joining TNTV Contest.																								

TASK TITLE	Phase 2 (25/8-18/9)																	
	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11
Important Milestones																		
Prepare for the upgrade of Trạng Nguyên 4.0																		
Announce the new brand identity																		
Officially upgrade to "Trạng Nguyên 4.0"																		
Preparing for the launch event "Trạng Mở Tương Lai"																		
Launch event "Trạng Mở Tương Lai"																		
Open 1st round of Trạng Nguyên Tiếng Việt (TNTV) Contest																		
Open 2nd round of TNTV Contest																		
Facebook																		
Build Trạng Nguyên Education channel																		
Communication on the rebranding efforts																		
Communication on the upgrade to Trạng Nguyên 4.0																		
Communication about the launch event "Trạng Mở Tương Lai"																		
Communication on the products within Trạng Nguyên 4.0 system																		
Communication about the TNTV Contest																		
Weekly Education News																		
Educational Content for Parents and Kids																		
Vietnamese Learning Games and Puzzles for the Weekend																		
Website																		
Publish articles in the Parent's Corner and Teacher's Corner																		
Optimize SEO for existing articles across the system																		
News and articles about Trạng Nguyên																		
Các kênh khác																		
Zalo: Notification of Trạng Nguyên 4.0 upgrade, guide for parents																		
Press and Television: Media coverage of the launch event																		
Encourage User-Generated Content (UGC) about Trạng Nguyên 4.0																		
Announcement and guidance for students joining TNTV Contest.																		



TASK TITLE	Phase 3 (19/9 - 10/10)																			
	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8
Important Milestones																				
Prepare for the upgrade of Trạng Nguyên 4.0																				
Announce the new brand identity																				
Officially upgrade to "Trạng Nguyên 4.0"																				
Preparing for the launch event "Trạng Mở Tương Lai"																				
Launch event "Trạng Mở Tương Lai"																				
Open 1st round of Trạng Nguyên Tiếng Việt (TNTV) Contest																				
Open 2nd round of TNTV Contest																				
Facebook																				
Build Trạng Nguyên Education channel																				
Communication on the rebranding efforts																				
Communication on the upgrade to Trạng Nguyên 4.0																				
Communication about the launch event "Trạng Mở Tương Lai"																				
Communication on the products within Trạng Nguyên 4.0 system																				
Communication about the TNTV Contest																				
Weekly Education News																				
Educational Content for Parents and Kids																				
Vietnamese Learning Games and Puzzles for the Weekend																				
Website																				
Publish articles in the Parent's Corner and Teacher's Corner																				
Optimize SEO for existing articles across the system																				
News and articles about Trạng Nguyên																				
Các kênh khác																				
Zalo: Notification of Trạng Nguyên 4.0 upgrade, guide for parents																				
Press and Television: Media coverage of the launch event																				
Encourage User-Generated Content (UGC) about Trạng Nguyên 4.0																				
Announcement and guidance for students joining TNTV Contest.																				

Table 6: Trạng Nguyên 4.0 Timeline Plan Stage 1

2. Timeline stage 2

TASK TITLE	Stage 2 (11/10 - 31/12)		
	October	November	December
Trạng Nguyên Education			
Communication activities			
Trạng Nguyên Tiếng Việt			
Communication for 3rd round of TNTV Contest			
Communication for 4th round of TNTV Contest			
Trạng Kể BẠN NGHE			
Communication activities			
Podcast activities			
TikTok			
Build Trạng Nguyên TikTok channel			
Website Trạng Nguyên			
Publish articles and News			

Table 7: Trạng Nguyên 4.0 Timeline Plan Stage 2

3. Timeline for Trạng Kể BẠN NGHE side project

Activities	September							October						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Reminding about the weekly book reading session.		x							x					
Summary post of the week's story content.	x							x						
Book reading activity session.			x						x					
Recap post of the reading session for the child.				x						x				
Showcasing the child's creative products.	x				x						x			
Featuring the child's story reading via video.						x						x		
Sharing tips on fostering good reading skills for children.							x							
Post on effective study tips for the child.		x						x						
Introducing a storytelling competition.									x					
Detailing the competition rules.									x					
Explaining the scoring criteria for the competition.									x					
Post about the competition prizes.										x				
Encouraging parents and children to participate.											x			
Uploading the child's competition entry.								x	x		x	x	x	x
Featuring feedback from parents.												x		
Summarizing the competition.														x

Table 8: Trạng Kể BẠN NGHE Timeline Plan



IV. DESIGN KIT

1. Design kit



Figure 11: Trang Nguyen's new logo kit



Figure 12: Trang Nguyen's mascot kit

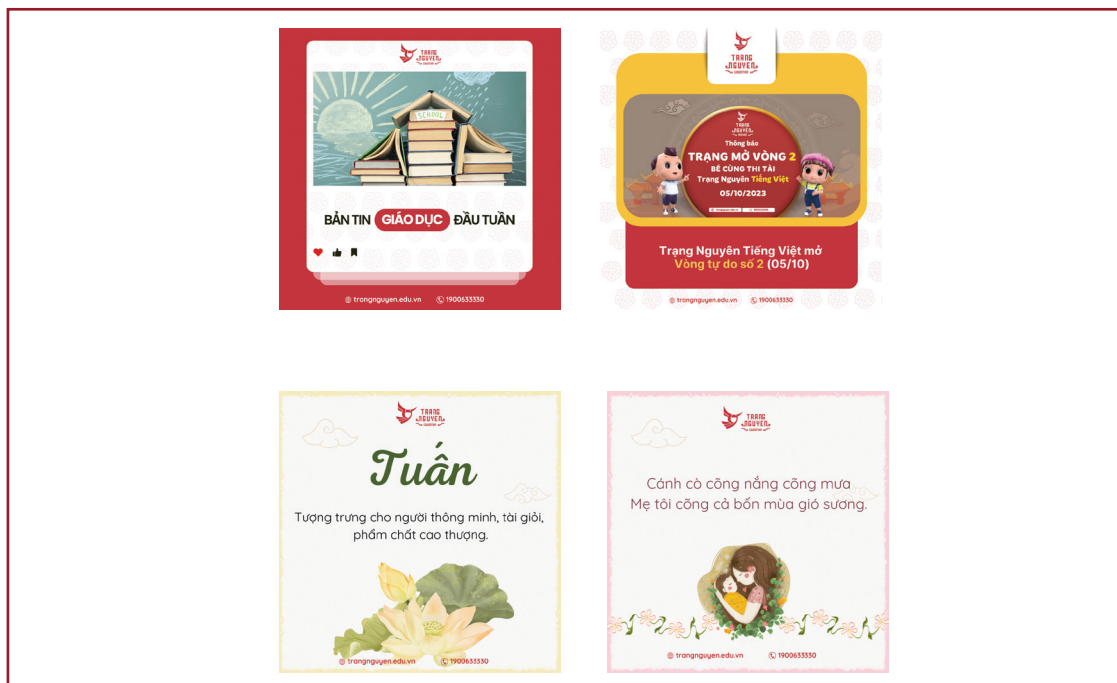


Figure 13: Templates for post types

2. Event kit



Figure 14: Backdrop of event



The background is a solid dark red. It features several decorative elements: a large, faint, light red graphic of a circuit board or network map; a vertical dotted line on the left with a '4.0' at the top; a light red book icon; a light red lightbulb icon; and a light red bird logo at the top right. A large, curved, light red line sweeps across the bottom of the page.

CHAPTER 5: IMPLEMENTATION



I. OVERVIEW OF THE IMPLEMENTATION PLAN

As mentioned in the Development and Pre-Production chapters, our plan is executed through two stages. Encompassing a range of channels and media, the plan strategically aims to position and introduce the new educational platform, fostering engagement and brand recognition. Through targeted initiatives such as social media campaigns, website optimization, and a launch event, the implementation plan delineates a cohesive strategy to accomplish the overarching objectives of the campaign.

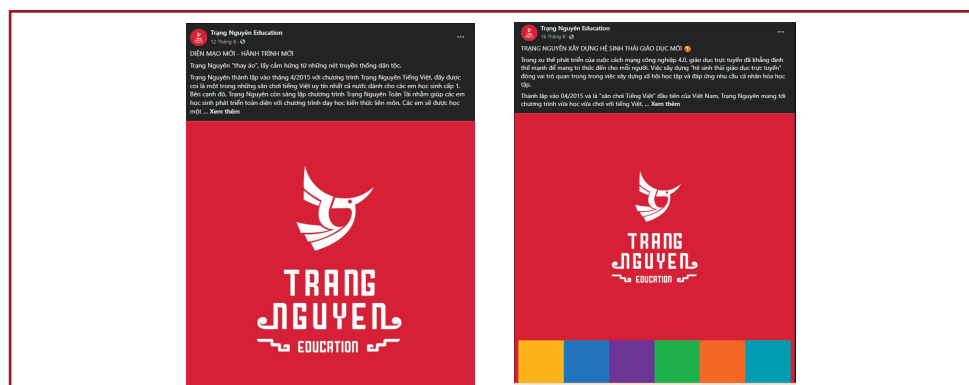
		Stage 1			Stage 2
		Phase 1	Phase 2	Phase 3	
Time		Aug 1st - Aug 24th	Aug 25th - Sep 18th	Sep 19th - Oct 10th	Remaining of 2023
Channels	Facebook				
	Website				
	Event				
	TikTok				
	Podcast				

Table 9: Overview of our Implementation Plan

II. STAGE 1 - PHASE 1 (AUGUST 1ST - AUGUST 24TH): PREPARE FOR THE NEW VERSION LAUNCH

1. Prepare for the New Version Launch

As the kickoff stage of the masterplan, Stage 1 aimed at reminding key stakeholders of Trạng Nguyên's new visual brand identity and direction across its owned media channels.. This renewal spirit was captured by the slogan “Trạng Nguyên: Diện mạo mới - Hành trình mới (Trạng Nguyên - New Look, New Journey)”. During this period, Trạng Nguyên focused on leveraging owned media channels like its website and Facebook pages to widely remind the brand identity changes.



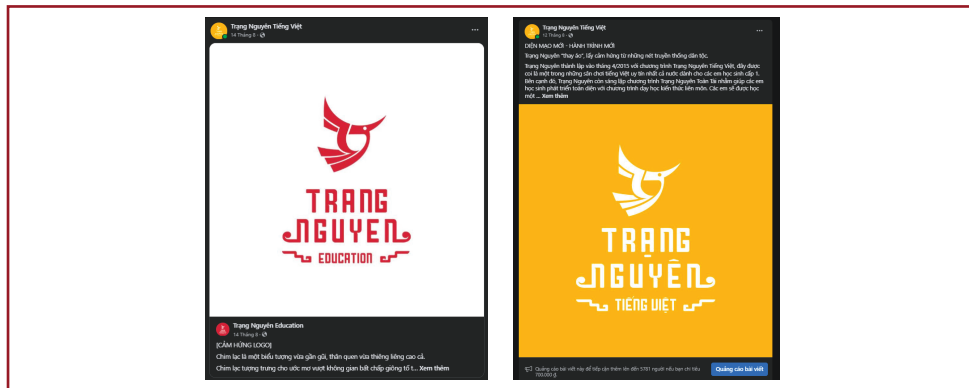


Figure 15: Posts Regarding the Trang Nguyễn Logo Change

Next, some hints were shared regarding enhancements within the upcoming 4.0 platform, without revealing detailed product specifications to sustain intrigue. For instance, the transformation's key pillars around personalized learning, gamified content, expanded playgrounds and next-gen technology integration were teased, presenting a glimpse of future capabilities.

In addition, we implemented other content lines such as the weekly education newsletter and interactive Vietnamese language games with the goal of fostering engagement and interaction with our audiences. This diversified our educational content offerings to cater to a broader range of interests.



Figure 16: Facebook Post Templates



Furthermore, comprehensive guidelines were developed to align communication deliverables with Trang Nguyễn's new visual identity. Standardized specifications guided the creation of Facebook posts, website content, and search-optimized articles to project a consistent brand image. All materials utilized on-brand fonts, colors schemes, and graphic elements that exemplified the redesigned branding. Similarly, dedicated templates were produced for designing supporting graphics and visuals across channels.

With the website, the Trang Nguyễn 4.0 website launched articles that officially announced the new brand identity and articulated the defining message of an auspicious "Trang Nguyễn 4.0" era dawning. Additionally, informative articles tailored for key audience subgroups populated the Parents' Corner and Teacher's Corner sections. With search-optimized content catering to parents seeking child development guidance and educators exploring technology-enabled instruction, these resources aimed to establish the website as a value-adding destination. More broadly, the diverse, segment-specific content positioned the website as an enriching hub offering tangible learning support.



Figure 17: Parents Corner Interface on the Trang Nguyễn Website

With articles on the website, we have performed keyword research activities and built an SEO article writing plan for the Trang Nguyễn website. This plan will be implemented throughout stage 2. In addition, we have met to discuss new proposals for the website interface such as adding a "table content" section, optimizing the size of the website. Fixed images in multiple positions and added measurement features.

This coordinated outreach across multiple channels aimed to swiftly disseminate impactful messaging about a revamped Trang Nguyễn ready to embark on an exciting new chapter. This laid critical groundwork preparing for the upcoming official new platform launch in subsequent stages.

2. Establish side-project “Trang kể BẠN nghe”



"Trạng kể Bạn nghe" was founded by Trang Nguyễn's teachers in August 2023, with the aim of creating a wholesome and educational "listening-reading culture" space for students aged 5-8 on Wednesday evenings through online storytelling. During its early days, "Trạng kể Bạn nghe" wasn't heavily focused, and the goal at this time was to do the best possible.

KEY ACTIVITIES:

Listening: Children listen to the teacher narrating stories.

Answering Questions: Children respond to questions from the teacher.

Problem Solving: Children learn how to handle various situations that may arise in real life.

Creative Corner: Children practice creating products following the teacher's guidance.

III. STAGE 1 - PHASE 2 (AUGUST 25TH - SEPTEMBER 18TH): NEW VERSION LAUNCH AND UNVEILING EVENT

1. Trang Nguyễn 4.0 & Trạng Mở Tương Lai Launch event

On August 25th, we officially announced the completion of the technological upgrade to Trang Nguyễn 4.0 across all platforms, including Facebook, Zalo, Website, and more. During these days, our focus has been on supporting and guiding teachers, parents, and students in getting acquainted with the interface and new features of Trang Nguyễn 4.0, helping them adapt and immerse seamlessly into the enhanced learning experience.

Next, our plan is centered around the launch event of Trang Nguyễn 4.0 - "Trạng Mở Tương Lai". As it is not an open event, we are not actively promoting it beforehand. Leading up to the event, we have initiated a series of countdown articles to inform our audience and build anticipation for the launch.

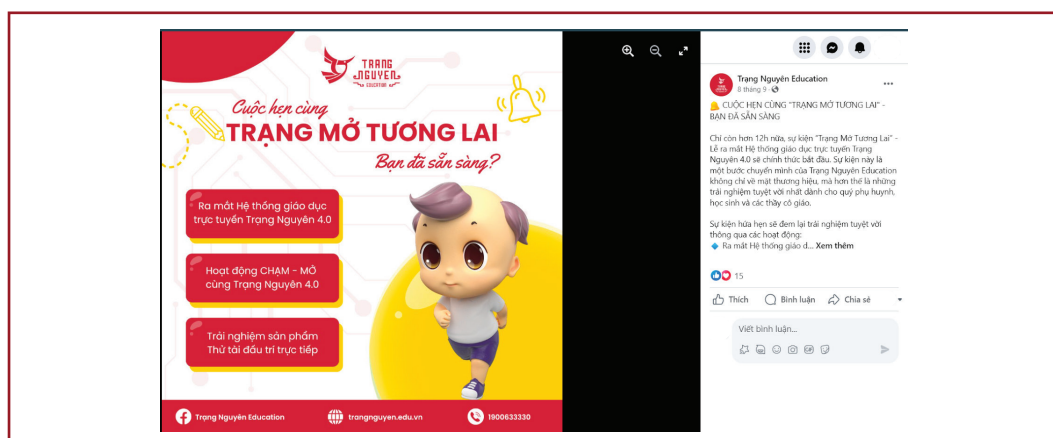


Figure 18: Countdown Post for Trạng Mở Tương Lai Event on Facebook

Furthermore, during this period, due to the recent technological upgrade, we have introduced additional content angles providing guidance on updating to the new version. These



articles offer instructions on how parents can easily log in and familiarize themselves with the Trạng Nguyên 4.0 system.

Before the event took place, we also implemented an additional activity to change the avatar frame to "Trạng Mở Tương Lai". This was done to create a sense of unity and connection among Trạng Nguyên employees and other stakeholders – individuals who also have an affinity and bond with Trạng Nguyên.



Figure 19: Trạng Nguyên 4.0 Avatar Frame

On September 9, 2023, “Trạng Mở Tương Lai” Event marked the launch of Trạng Nguyên Education Ecosystem 4.0. The ceremony took place with the presence of nearly 30 delegates and educational experts; more than 60 teachers and parents; students; more than 20 partner units and media came to cover the event. The event program and activities aligned closely to the agenda outlined during the planning phase, with no major changes.

The opening ceremony featured welcome remarks, inspirational speeches from education experts and senior leadership, and an overview of Trạng Nguyên's journey connecting future generations.

The highlight was the launch of Trạng Nguyên 4.0 with executives and student representatives unveiling the new platform. Attendees then participated in experiential product demos.

The event continued with immersive edutainment activities including knowledge games and competitions for students, teachers and parents to experience Trạng Nguyên’s offerings firsthand. Souvenirs closed the event on a high note.



Figure 20: Images from the Event Activities

The well-orchestrated event execution allowed guests to fully absorb Trạng Nguyên's excitement for writing an innovative new chapter.

Synchronized multimedia communication plan maximizes impact:

- Livestream on Facebook live speeches, new products and guest opinions to update online audiences in real time. This stimulates an organic viral effect.
- Updated articles on social networks with photos, behind the scenes, comments from participants and general videos. Diverse content suitable for many audiences helps spread the word.



Figure 21: Live Update Posts for the Event on Facebook



After the event concludes, we also recap and publish interviews with special guests or relevant documentation related to the occasion, providing our audience with valuable insights and extending the event's reach beyond its physical or virtual boundaries. This post-event content strategy aims to prolong the impact of the event, fostering continued interest and engagement among our audience.

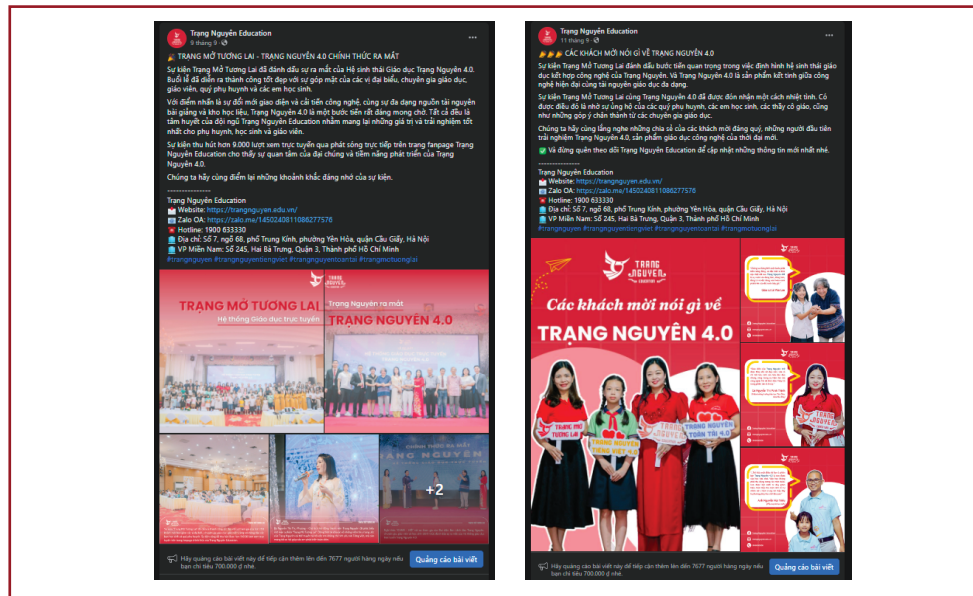


Figure 22: Posts Following the *Trang Mở Tương Lai* Event on Facebook

The event garnered significant media coverage, prominently featured in renowned publications such as the Vietnam Journal of Education (*tapchigiaoduc.edu.vn*), Vietnam Education Magazine (*giaoduc.net.vn*), VietTimes, and the prioritized news program of the day, VTC News. The selection criteria for these platforms were based on their high reach, credibility, and influence within the education industry, as well as considering Trang Nguyễn's existing media relationships. Additionally, Trang Nguyễn was also featured in several local provincial newspapers.

This extensive media presence not only enhances the event's credibility but also reinforces its impact through widespread public communication. For detailed figures, please refer to Appendix 7 - Media Outlets Presence.

2. Other focus

2.1 Facebook and Website

In Phase 2, our continued focus remains on the two Facebook pages of Trang Nguyễn. Benefiting from the product launch effect, our objectives are geared towards growth, with content strategically designed to raise awareness about technological advancements, enhance the educational program, and improve teaching methods for students. This phase aligns with our commitment to leveraging the momentum generated by the product introduction to amplify our digital presence and provide valuable insights into the upgraded technology and educational methodologies.



Regarding the website, in addition to promoting news related to Trạng Nguyên 4.0, we continue to refine the articles in the Parent Corner and Teacher Corner. However, due to some technical issues related to the new website platform, this content stream will temporarily pause in Phase 2. The unpublished articles will be stored in an article library for Trạng Nguyên's future use.

2.2 Side-project “Trạng kể Bạn nghe”

"Trạng kể Bạn nghe" continues to maintain its weekly book reading activities with children and their own creative initiatives. In addition to posts about reading sessions and the children's creations, content development articles are still being consistently maintained.



Figure 23: One of the sessions of the "Trạng kể Bạn nghe" program



Figure 24: The creative products of the students in the "Trạng kể Bạn nghe" program.



IV. STAGE 1 - PHASE 3

1. Main focus

In Phase 3, the impact from the launch has diminished, resulting in an expected decline in statistics. Therefore, our focus now shifts to maintaining engagement levels for those who have connected with Trạng Nguyên, encouraging their continued association with the brand through the website and the Trạng Nguyên Education page.

Simultaneously, emphasis is directed towards the Trạng Nguyên Tiếng Việt page as the Trạng Nguyên Tiếng Việt contest officially kicks off. The key strategy involves sustaining content frequency and diversity, with a special focus on Vietnamese language-related content. Examples include exploring Vietnamese through poetry and deciphering the meanings of Hán Việt words used in naming children.

Another content angle revolves around the Trạng Nguyên Tiếng Việt contest. We have extensively explored this content stream on both the Trạng Nguyên Tiếng Việt Facebook page and the website, aiming to provide information about the contest for parents and participants.

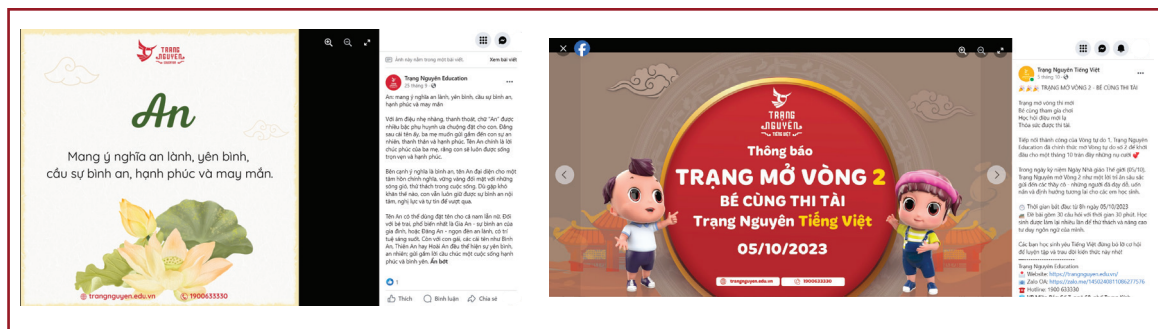


Figure 25: Facebook Posts in Phase 3

During the Mid-Autumn Festival, we organized a minigame that combined a maze-solving challenge with poetry creation. This initiative aimed to provide both entertainment and attractive rewards for our audience, while also incorporating activities that reflect the cultural essence of the Vietnamese language.



Figure 26: Mid-Autumn Festival Minigame on Facebook

On the other hand, we consistently release news-style posts highlighting Trạng Nguyên activities, including the opening of contest rounds and sideline events. Proactive customer care



and feedback activities are maintained to the maximum on platforms such as Facebook, Messenger, and Zalo, ensuring customers' positive engagement and feedback with Trang Nguyễn.

Towards the end of this phase, we received the news that Trang Nguyễn won the "Digital Transformation for Community Award 2023" as part of the Vietnam Digital Awards 2023. Subsequently, we crafted media articles highlighting this achievement and integrated the visions and goals that Trang Nguyễn aims to pursue and develop in the future.



Figure 27: Trang Nguyễn Education Receives Awards at VDA 2023

2. Trang Kể Bạn Nghe side project

"Gửi tháng 10 - Triệu lời yêu thương" is storytelling contest is conducted online through video submissions for students aged 5 to 11.



Figure 28: Introducing the online storytelling competition "Gửi tháng 10 - Triệu lời yêu thương"



Once again, children have a special opportunity to express love and gratitude for the most cherished woman in their lives – whether it be their mother, grandmother, aunt, or sister. The theme "Gửi tháng 10 - Triệu lời yêu thương" is indeed a precious opportunity for children to showcase that love.



Figure 29: Images of contestants and their entries

Based on the scale of the event, the contest aimed to attract 15 submitted entries along with helping to increase 100 likes for the Trạng kể BẠN NGHE fanpage. However, in reality, the competition drew in 48 submitted entries (exceeding the set goal by 220%) and gained over 300 likes (surpassing the initial goal by over 200%).

In addition to the competition, Trạng kể BẠN NGHE also amplifies its communication channels to attract participants and provide opportunities and skills for children's development through the competition. In Phase 3, Trạng kể BẠN NGHE continues to organize weekly storytelling sessions as a means to communicate more about the competition to parents and children.

After the competition, Trạng kể BẠN NGHE also received highly positive contributions and feedback regarding the competition, aiming to support children in their development and creativity.

V. STAGE 2 - DEVELOPMENT OF COMMUNICATION PLAN PROPOSAL FOR THE REMAINING DURATION OF 2023

1. Permanent implementation

- Trạng Nguyên Tiếng Việt Facebook page: The current content strategy remains unchanged, and the implementation will proceed according to the plan for the upcoming TNTV rounds.
- Trạng Nguyên Education Facebook page: The content strategy will continue to be executed as planned, covering brand communication, key educational topics, and event updates.



- **Trạng Kể Bạn Nghe:** Trạng kể Bạn nghe continues to host weekly bedtime storytelling sessions with children every Wednesday evening, along with content that shares the skills and benefits of reading with children. The goal is to foster a love for reading in children and encourage them to explore personal development.

Website: Continue to develop news & articles related to Trạng Nguyễn, Parents Corner and Teacher's Corner.

2. New Deployment Directions

2.1 Trạng Nguyễn Tiếng Việt Facebook page

- Diversify additional content angles about learning Vietnamese through poetry and music. For example, we can extract a beautiful verse or the meaning of a prominent author. This format is becoming popular on social media as it is both simple and easily digestible, generating interest in reading poetry, not only for children but also for adults.
- Vietnamese Vocabulary Library: folk proverbs, idioms by topic, etc.

2.2 Trạng Nguyễn Education Facebook page

Increase two-way interactive posts between parents and Trang Nguyen to stimulate discussions.

Incorporate monthly themes aligned with events. E.g. November's "Teacher Appreciation Month" theme - Applicable content appreciating teachers' contributions.

Trạng Nguyễn Lịch Sử:

Trạng Nguyễn Lịch Sử is a project designed to help students learn more about history and foster a greater love for the history of our country. The project shares intriguing historical knowledge through various new approaches and forms that are sometimes not found in textbooks.

Within Trạng Nguyễn Lịch Sử, there is an activity called "Trạm Sử" (Historical Station). This activity takes place online to disseminate interesting historical information, featuring the presence and insights of Professor of History, Lê Văn Lan, covering various captivating topics related to the glorious historical periods of the Vietnamese nation. The aim is to enhance the understanding and love for history among students.



Figure 30: Demonstration of the operation of the Trạm Sử in the Trạng Nguyễn Lịch Sử project



2.3 Trạng Kể Bạn Nghe

Podcast

In addition to the previous articles, we recommend that the channel Trạng Kể Bạn Nghe can develop more podcast content. They will include talk show podcast episodes with writers and poets about elementary school works and weekly meaningful storytelling podcast episodes for students.

Pillar	Content	Định dạng	Suitable time
Trò chuyện với các tác giả có tác phẩm trong chương trình học Tiếng Việt tiểu học	- Diễn giả chia sẻ về bản thân - Diễn giả chia sẻ về tác phẩm, hoàn cảnh ra đời, ý nghĩa - Diễn giả trả lời một số câu hỏi khác - Diễn giả gửi lời nhắn đến các em học sinh	Video	20h00
Kể chuyện	- Người đọc chia sẻ về chủ đề của tập - Người đọc kể câu chuyện - Người đọc diễn giải ý nghĩa và liên hệ thực tế cho các em học sinh	Video	

Table 10: Proposed Trạng Nguyễn Podcast Content Pillars

The proposed plan for the Podcast content format will aim to increase engagement between loyal audiences and the Trạng Nguyễn brand. At the same time, it helps them have a source of content to provide their children with more useful and interesting stories and knowledge. We have also planned to propose deploying podcast content for the Trạng Kể Bạn Nghe channel in November and December. Below is a demo content table for November including podcast talk show episodes with literary authors. The goal of the plan is to post a minimum of 2 videos per week on Trạng Kể Bạn Nghe's social networking platforms. Learning is posted every Friday night and podcasts tell meaningful stories every Sunday night. For detailed figures, please refer to Appendix 8 - Podcast materials.

THÁNG	Tháng 11/2023: Cúc họa mi cười + Tháng 12/2023: Mai vàng vui tươi	NỀN TẢNG	FaceBook, YouTube, Spotify			
<div><div></div></div>	<div><div>✓</div><div>CONTENT IDEA 1: Talkshow</div><div>CONCEPT/IDEA</div><div>Xây dựng chuỗi talkshow với các diễn giả có tác phẩm trong chương trình Tiếng Việt tiểu học nhằm đưa ra các suy nghĩ, ý kiến giúp học sinh hiểu hơn về tác phẩm đó. - Diễn giả chia sẻ về bản thân - Diễn giả chia sẻ về tác phẩm, hoàn cảnh ra đời, ý nghĩa - Diễn giả trả lời một số câu hỏi khác - Diễn giả gửi lời nhắn đến các em học sinh</div><div>MỤC ĐÍCH</div><div>Đổi mới công ty, tăng sự gắn kết giữa khán giả trung thành với Trang Nguyễn. Đổi mới khán giả mục tiêu, để cha mẹ cung cấp cho học sinh tiểu học thêm các dạng nội dung kiến thức bổ ích, thú vị vào mỗi tối.</div><div>FORMATS</div><div>Video</div><div>HASHTAGS</div><div>#GiaoDuc #TieuHoc #GiaDinh #TrangNguyen</div><div>DEMO</div><div></div></div> <td><div><div>✓</div><div>CONTENT IDEA 2: Kể chuyện</div><div>CONCEPT/IDEA</div><div>Xây dựng chuỗi podcast kể chuyện với các câu chuyện ý nghĩa cho học sinh theo chủ đề hàng tháng của hệ thống Trạng Nguyễn 4.0. - Người đọc chia sẻ về chủ đề của tập - Người đọc kể câu chuyện - Người đọc diễn giải ý nghĩa và liên hệ thực tế cho các em học sinh</div><div>MỤC ĐÍCH</div><div>Đổi mới công ty, tăng sự gắn kết giữa khán giả trung thành với Trang Nguyễn. Đổi mới khán giả mục tiêu, để cha mẹ cung cấp cho học sinh tiểu học thêm các câu chuyện thú vị, ý nghĩa vào mỗi tối.</div><div>FORMATS</div><div>Video</div><div>HASHTAGS</div><div>#GiaoDuc #TieuHoc #GiaDinh #TrangNguyen</div><div>DEMO</div><div></div></div></td> <td><div><div>VIDEO GOAL</div><div>16</div></div><div><div>PLANNED</div><div>16</div></div><div><div>PUBLISHED</div><div>0</div></div><div><div>PERCENT TO GOAL</div><div>0%</div></div></td>	<div><div>✓</div><div>CONTENT IDEA 2: Kể chuyện</div><div>CONCEPT/IDEA</div><div>Xây dựng chuỗi podcast kể chuyện với các câu chuyện ý nghĩa cho học sinh theo chủ đề hàng tháng của hệ thống Trạng Nguyễn 4.0. - Người đọc chia sẻ về chủ đề của tập - Người đọc kể câu chuyện - Người đọc diễn giải ý nghĩa và liên hệ thực tế cho các em học sinh</div><div>MỤC ĐÍCH</div><div>Đổi mới công ty, tăng sự gắn kết giữa khán giả trung thành với Trang Nguyễn. Đổi mới khán giả mục tiêu, để cha mẹ cung cấp cho học sinh tiểu học thêm các câu chuyện thú vị, ý nghĩa vào mỗi tối.</div><div>FORMATS</div><div>Video</div><div>HASHTAGS</div><div>#GiaoDuc #TieuHoc #GiaDinh #TrangNguyen</div><div>DEMO</div><div></div></div>	<div><div>VIDEO GOAL</div><div>16</div></div> <div><div>PLANNED</div><div>16</div></div> <div><div>PUBLISHED</div><div>0</div></div> <div><div>PERCENT TO GOAL</div><div>0%</div></div>			
<div>Tháng 11 - Cúc họa mi cười</div>	<div>Tuần 1</div> <div>Thứ 6 11/11</div> <div>Chủ Nhật 12/11</div> <div>Talkshow</div> <div>Kể chuyện</div> <div>Mô tả nội dung</div> <div>Gặp gỡ và trò chuyện với nhà thơ Trần Đăng Khoa và bài thơ "Trăng ơi, từ đâu đến?"</div> <div>Video</div> <div>Nội yet</div> <div>Notes</div> <div>Link Caption</div> <div>Link Ảnh</div> <td><div>Tuần 2</div><div>Thứ 6 12/11</div><div>Chủ Nhật 13/11</div><div>Talkshow</div><div>Kể chuyện</div><div>Mô tả nội dung</div><div>Gặp gỡ và trò chuyện với nhà thơ "Bên Đổng Khoa và bài thơ "Trăng ơi, từ đâu đến?"</div><div>Video</div><div>Nội yet</div><div>Notes</div><div>Link Caption</div><div>Link Ảnh</div><td><div>Tuần 3</div><div>Thứ 6 12/11</div><div>Chủ Nhật 19/11</div><div>Talkshow</div><div>Kể chuyện</div><div>Mô tả nội dung</div><div>Gặp gỡ và trò chuyện với nhà thơ Trần Đăng Khoa và bài thơ "Hạt gạo làng ta"</div><div>Video</div><div>Nội yet</div><div>Notes</div><div>Link Caption</div><div>Link Ảnh</div><td><div>Tuần 4</div><div>Thứ 6 19/11</div><div>Chủ Nhật 20/11</div><div>Talkshow</div><div>Kể chuyện</div><div>Mô tả nội dung</div><div>Gặp gỡ và trò chuyện với nhà thơ Phạm Đình Ân và bài thơ "Bắc Mầu Em Yêu"</div><div>Video</div><div>Nội yet</div><div>Notes</div><div>Link Caption</div><div>Link Ảnh</div><td></td><td></td></td></td></td>	<div>Tuần 2</div> <div>Thứ 6 12/11</div> <div>Chủ Nhật 13/11</div> <div>Talkshow</div> <div>Kể chuyện</div> <div>Mô tả nội dung</div> <div>Gặp gỡ và trò chuyện với nhà thơ "Bên Đổng Khoa và bài thơ "Trăng ơi, từ đâu đến?"</div> <div>Video</div> <div>Nội yet</div> <div>Notes</div> <div>Link Caption</div> <div>Link Ảnh</div> <td><div>Tuần 3</div><div>Thứ 6 12/11</div><div>Chủ Nhật 19/11</div><div>Talkshow</div><div>Kể chuyện</div><div>Mô tả nội dung</div><div>Gặp gỡ và trò chuyện với nhà thơ Trần Đăng Khoa và bài thơ "Hạt gạo làng ta"</div><div>Video</div><div>Nội yet</div><div>Notes</div><div>Link Caption</div><div>Link Ảnh</div><td><div>Tuần 4</div><div>Thứ 6 19/11</div><div>Chủ Nhật 20/11</div><div>Talkshow</div><div>Kể chuyện</div><div>Mô tả nội dung</div><div>Gặp gỡ và trò chuyện với nhà thơ Phạm Đình Ân và bài thơ "Bắc Mầu Em Yêu"</div><div>Video</div><div>Nội yet</div><div>Notes</div><div>Link Caption</div><div>Link Ảnh</div><td></td><td></td></td></td>	<div>Tuần 3</div> <div>Thứ 6 12/11</div> <div>Chủ Nhật 19/11</div> <div>Talkshow</div> <div>Kể chuyện</div> <div>Mô tả nội dung</div> <div>Gặp gỡ và trò chuyện với nhà thơ Trần Đăng Khoa và bài thơ "Hạt gạo làng ta"</div> <div>Video</div> <div>Nội yet</div> <div>Notes</div> <div>Link Caption</div> <div>Link Ảnh</div> <td><div>Tuần 4</div><div>Thứ 6 19/11</div><div>Chủ Nhật 20/11</div><div>Talkshow</div><div>Kể chuyện</div><div>Mô tả nội dung</div><div>Gặp gỡ và trò chuyện với nhà thơ Phạm Đình Ân và bài thơ "Bắc Mầu Em Yêu"</div><div>Video</div><div>Nội yet</div><div>Notes</div><div>Link Caption</div><div>Link Ảnh</div><td></td><td></td></td>	<div>Tuần 4</div> <div>Thứ 6 19/11</div> <div>Chủ Nhật 20/11</div> <div>Talkshow</div> <div>Kể chuyện</div> <div>Mô tả nội dung</div> <div>Gặp gỡ và trò chuyện với nhà thơ Phạm Đình Ân và bài thơ "Bắc Mầu Em Yêu"</div> <div>Video</div> <div>Nội yet</div> <div>Notes</div> <div>Link Caption</div> <div>Link Ảnh</div> <td></td> <td></td>		

Table 11: Proposed Trạng Nguyễn Podcast master plan & example detail plan



2.4 TikTok

Based on the research in chapter II and planning in chapter III, we proposed that Trạng Nguyên develop a TikTok channel with the aim of diversifying content and aiming to increase the reach and coverage of Trạng Nguyên to the public, the audience. Below is a table of the channel's Content Pillars including quiz pillar, knowledge pillar and challenge pillar.

Pillar	Content	Định dạng	Suitable time
Đố vui	Sắp xếp các chữ cái để tạo thành từ đúng	Carousel	11h30 - 13h30
	Sửa lỗi chính tả	Carousel	
	Đoán đồ vật qua hình ảnh	Carousel	
	Đố vui bằng thơ	Carousel	
Kiến thức thú vị	Mẹo nhỏ học tập cho bé	Carousel/Video	6h00 - 9h00
	Kiến thức tự nhiên	Carousel/Video	
	Kiến thức văn hóa, lịch sử	Carousel/Video	
Thử thách	Hướng dẫn mẹ và bé làm đồ thủ công	Video	18h00 - 20h00
	Thử thách sáng tác câu chuyện	Video	
	Tập thể dục mỗi ngày cùng bé	Video	

Table 12: Proposed Trạng Nguyên TikTok Content Pillars

Below is a proposed TikTok Status plan for November. The table includes content ideas, goals, and descriptions to help support people easily improve their content. these pillars. The goal we set for the channel is to produce a minimum of 20 posts in November with specific posting schedules as below. For detailed figures, please refer to Appendix 9 - TikTok materials.

CONTENT IDEA 1: Đố vui		CONTENT IDEA 2: Kiến thức thú vị		CONTENT IDEA 3: Thử thách		POST GOAL	
CONCEPT/IDEA		CONCEPT/IDEA		CONCEPT/IDEA		PLANNED	
Tạo các thẻ câu hỏi liên quan đến kiến thức tiếng Việt tiểu học để đăng dưới dạng Carousel. + Sắp xếp các chữ cái để tạo thành từ đúng + Sửa lỗi chính tả + Đoán đồ vật qua hình ảnh + Đố vui bằng thơ		Xây dựng các video hoặc carousel cung cấp các kiến thức cho học sinh tiểu học xoay quanh Tiếng Việt và có thể mở rộng sang các môn học khác khi hình thức đã có lượng follow ổn. Chủ đề bài thơ chủ đề tháng của hệ thống Trạng Nguyên 4.0 + Mẹo nhỏ học tập cho bé + Kiến thức tự nhiên + Kiến thức văn hóa, lịch sử		Xây dựng các video thử thách giúp và giải đáp thắc mắc kết nối với nhau hơn thông qua các hoạt động của Trạng Nguyên. + Hướng dẫn nấu ăn và bé làm đồ thủ công + Thử thách sáng tác câu chuyện + Tập thể dục mỗi ngày cùng bé		PUBLISHED	
MỤC ĐÍCH		MỤC ĐÍCH		MỤC ĐÍCH		PERCENT TO GOAL	
Đối với công ty, tăng tương tác giữa khán giả với các bài đăng của kênh, giúp khán giả nhận thức được kênh chuyên xây dựng nội dung về Tiếng Việt tiểu học. Đối với khán giả mục tiêu, họ có thể lưu lại các bài đăng này để cho con ôn luyện.		Đối với công ty, giúp khán giả nhận thức được kênh chuyên xây dựng nội dung về Tiếng Việt tiểu học. Đối với khán giả, cung cấp các kiến thức hữu ích được truyền tải dễ hiểu, sinh động cho học sinh tiểu học.		Đối với công ty, tăng tương tác giữa khán giả với các bài đăng của kênh, giúp khán giả nhận thức được kênh chuyên xây dựng nội dung về Tiếng Việt tiểu học. Đối với khán giả, cung cấp các gợi ý thú vị để cả gia đình thêm gắn kết với nhau hơn, giúp con nhận được sự quan tâm, tình yêu thương nhiều hơn từ cha mẹ.		0%	
FORMATS		FORMATS		FORMATS		HASHTAGS	
Carousel		Carousel/Video		Video		#GiaoDuc #TieuHoc #GiaoDinh #TrangNguyen	
NOTES		NOTES		NOTES		NOTES	
Tuần 3	13/11	14/11	15/11	16/11	17/11	18/11	19/11
	Kiến thức		Đố vui		Đố vui	Thử thách	Thử thách
	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung
	Cách nói "người thầy, cô" trong các tiếng dân tộc khác nhau ở Việt Nam phần 1		- Tìm từ sai chính tả		- Sắp xếp các chữ cái để tạo thành từ đúng	- Hướng dẫn gấp giấy thành các con vật dễ thương	- Hướng dẫn làm tấm thiệp tặng thầy cô giáo nhân ngày nhà giáo Việt Nam
	Video		Carousel		Carousel	Video	Video
	Not yet		Not yet		Not yet	Not yet	Not yet
	Notes	Notes	Notes	Notes	Notes	Notes	Notes
	Link Caption		Link Caption		Link Caption	Link Caption	Link Caption
	Link Ấn phẩm		Link Ấn phẩm		Link Ấn phẩm	Link Ấn phẩm	Link Ấn phẩm

Table 13: Proposed Trạng Nguyên TikTok master plan and example detail plan



VI. BUDGET

Below are the actual budget figures. Overall, the event costs did not exceed the budget outlined in the initial planning. However, the figures have been changed to ensure business security.

Event budget				
STT	CONTENT	UNIT PRICE	AMOUNT	TOTAL AMOUNT
DESIGN				3,550,000
1	Backdrop checkin	2,000,000	1	2,000,000
2	Standee	200,000	4	800,000
3	Invitation	10,000	60	600,000
4	Organization Car	5000	30	150,000
Venue				35,000,000
5	Hall	35,000,000	1	35,000,000
6	Audio and Lighting			
7	Lead screen			
8	Delegate table flowers			
9	Delegate table drinks			
10	Tablecloth			
11	Red fabric-covered gift trays			
12	3 reception tables			
13	Miccro			
GIFTS				37,000,000
STAFF				5,000,000
21	MC	5,000,000	1	5,000,000
LOGISTICS				850,000
22	Walkie-talkies	50,000	5	250,000
23	10 experience computers	0	10	0
24	WiFi signal	500,000	1	500,000
25	Power outlets	100,000	5	100,000
MEDIA				13,500,000
26	2 video cameras	12,000,000	2	12,000,000
27	2 photographers		2	
28	Video recap	1,500,000	1	1,500,000
29	Touch screen effects video	1,500,000	1	1,500,000
COMMUNICATIONS				24,500,000
30	VTV television - VTV1	3,000,000	1	3,000,000
31	VTC television	3,000,000	1	3,000,000



32	Hanoi television	3,000,000	1	3,000,000
33	Dan Tri newspaper	2,000,000	1	2,000,000
34	VNEpress newspaper	5,000,000	1	5,000,000
35	Education Times newspaper	1,000,000	1	1,000,000
36	Viettime newspaper - digital media association	500,000	1	500,000
37	Local media	300,000	15	4,500,000
38	Education magazine	500,000	5	2,500,000
FACILITIES				7,850,000
39	Water for the event	70,000	5	350,000
40	Round-trip transportation for equipment via taxi	300,000	5	1,500,000
41	Fruit offerings at 2 locations: company and event venue	500,000	2	1,000,000
42	Traditional ao dai for receptionists	200,000	10	2,000,000
43	VIP guest pick-up and drop-off car rental	300,000	10	3,000,000
ADDITIONAL EXPENSES				5,000,000
44	Backup arrangements			5,000,000
Total event cost excluding VAT				132,250,000
VAT				13,225,000
TOTAL EVENT COST				145,475,000

Table 14: Budget for the event "Trạng Mỏ Tương Lai"

Communication campaign total budget						
STT	Stage	Content	Unit	Quantity	Unit Price	Total Amount
1	Stage 1	Running Facebook Ads	1 pack	1	5,000,000	5,000,000
		Social media content creation	article	5	1,000,000	5,000,000
		Total event cost				132,250,000
2	Stage 2	Running Facebook Ads	1 pack	1	2,000,000	2,000,000
		Social media content creation	article	5	1,000,000	5,000,000
		PR				30,000,000
Total cost excluding VAT						179,250,000
VAT						17,925,000
TOTAL COST						197,175,000

Table 15: Communication campaign total budget




VII. RISK AND ISSUE MANAGEMENT ASSESSMENT

During the communication campaign to launch the Trạng Nguyên 4.0 system, some of the risks that we raised in the issue and risk management section of chapter III occurred and were handled quite well. In the table below, we have listed the risks we face and their severity. Dangerous risks affecting campaigns include Misunderstandings, Lack of understanding of the product and campaign, Slow work progress, Lack of social engagement, Logistical issues and related risks to the media during the Trạng Mở Trương Lai event.

Category	Risk Identification	Reason	Severity	Risk Management	Precautionary Plan
Human resource	Misunderstanding	Serving the communication plan for Trạng Nguyên 4.0, the company has recruited and cooperated with a series of	Medium	Organize emergency department meetings to resolve problems so that the workload can continue to be handled	Department heads organize weekly meetings, training, and dissemination of working methods, attitudes, and communication.
	Lack of knowledge about product and campaign	New employees or even old employees may be confused with the changes from the new Trạng Nguyên 4.0 education system.	Medium	The head of that department or an individual from the training department will immediately provide support in the form of personal training to quickly handle the work.	The training department (R&D department) will organize large-scale product training sessions including the content department (in charge of building product content), the technology department (in charge of building the system), the development department (in charge of sales, customer care), communications & marketing department (in charge of product promotion)
Operation and production	Slow work progress	Communication products do not meet requirements	Low	Engage with team members to gather their feedback and insights on the communication products. Encourage open communication to understand the challenges they are facing.	Managers will need to re-evaluate human capabilities and qualities in job positions to maximize employee productivity. Revisit the original requirements for the communication products. Ensure that the requirements are clear, realistic, and aligned with the needs of the team.
		Multiple layers of approval required for campaign materials or decisions, delays can occur if the approval process is slow or cumbersome.	Medium	Review the approval workflow to identify unnecessary steps and bottlenecks. Streamline the process to make it more efficient and reduce the number of layers involved. Establish realistic timelines for each approval stage.	Clearly define the decision-making authority at each level of approval. Ensure that lower-level approvers have the autonomy to make decisions within their scope without constantly seeking higher-level approval. Schedule regular meetings or check-ins specifically for the approval process.
Audience & Customer response	Lack of Relevance or Poor Messaging	the campaign message or content is not relevant to the target audience, they may not engage with it. Understanding the audience's needs and interests is crucial for crafting a compelling message	Low	This shows that the previous target audience research was not accurate, the communications & marketing department needs to re-do customer research, and review the communication plans initially established or in released publications to find errors.	Consumer behaviors and preferences can evolve, so staying current ensures that your messages remain relevant over time. Flexibility and a willingness to learn from audience feedback.
	Lack of Engagement	Failing to provide ways for the audience to actively engage with the campaign, such as through social media, contests, or surveys, can result in a passive response.	Medium	Review and re-evaluate whether the content meets the goal of increasing customer engagement or not. Make changes as needed such as adding giveaways, more engaging or controversial Q&A sessions	
	Negative Public Perception	It can come from the Trạng Nguyên 4.0 not living up to expectations or the brand's communication messages not matching what the product currently has.	Low	Review your brand's communication messages and ensure they accurately reflect the current state of Trạng Nguyên 4.0. If there were overstatements or exaggerations, consider revising the messaging to provide a more realistic representation.	Actively engage with key stakeholders, including customers, partners, and employees. Seek their input and feedback to understand their perspectives and expectations. Ensure internal alignment between different departments, especially between marketing and product development.
Event Risk	Manpower Shortage	Lack of human resources can occur Because Trạng Nguyên chooses to organize the event themselves instead of hiring outside resources.	Low	Prioritize tasks based on their importance and urgency. Consider outsourcing specific tasks or hiring temporary staff during peak periods to address short-term manpower shortages.	Conduct thorough resource planning early in the project. Identify the skills and manpower required for each phase and allocate resources accordingly. Cross-train team members on multiple tasks to ensure that essential functions can be carried out even if some team members are unavailable.
	Logistical Problems	Poor planning and execution of event logistics, such as venue selection, transportation, and technical arrangements, can lead to disruptions and negatively impact the product launch.	Medium	Managers intervene, identify problems and prioritize important or urgent issues to be resolved first.	Identify potential risks associated with logistics and create contingency plans for each scenario. This could include backup transportation options, alternative venues, or technical support in case of equipment failures. Conduct test runs of the event before the official event date.
	Media-related risks	Invited journalists did not attend the event.	Medium	Quickly contact these journalists after the event to send sources and ask them to write articles.	Proactively contact early and confirm with journalists about invitations to attend the event. Assign the task of contacting journalists to personnel with expertise in media communication.

Table 16: Risk and Issue Management Assessment



The background is a solid red color. Scattered across the page are several white line-art icons. On the left, there is a '4.0' icon above a dotted line, an open book icon above another dotted line, and a circuit board icon. On the right, there is a lightbulb icon above a dotted line and a camera icon above another dotted line. A large, faint white line-art graphic of a camera or lens is positioned in the lower right quadrant. The text 'CHAPTER 6:' is in a bold, sans-serif font, and 'POST-PRODUCTION & EVALUATIONS' is in a larger, bold, serif font, both centered on the page.

CHAPTER 6:

POST-PRODUCTION & EVALUATIONS



I. IMPLEMENTATION EVALUATION

1. Overview evaluation

Based on the overarching goals and objectives presented in Chapter 3, we have evaluated our overall results for this communication plan in the table below.

Goals	Objectives	KPI	Results	% Completion	% Increase*
Increase exposure of Trạng Nguyên and Trạng Nguyên 4.0	Increase Trạng Nguyên website's monthly traffic to surpass the 2 million mark.	2 million	2.61 million	130.5%	
	Achieve growth on the Trạng Nguyên Education Facebook page with a target of 650 new likes and followers, and a total reach of 30,000.	650	1058	163%	
		650	1483	228%	
		30000	32896	110%	
Sustain Brand Image in Supporting Vietnamese Language Learning	Secure media presence for the launch event in at least 5 media outlets	5	3**	60%	
	Achieve growth on the Trạng Nguyên Tiếng Việt Facebook page with a target of 1000 new likes and followers, 5000 total interactions, and a total reach of 80,000 (about 20% increase).	1000	1053	105%	+287.1%
		1000	1474	147%	+352.1%
		5000	6937	139%	+37.4%
Enhance awareness about technological upgrades for Trạng Nguyên 4.0, empowering students to proactively engage in learning with educational libraries and games.		80000	71678	90%	+9.5%
	Increase 5% participation levels in the 1st round of the Trạng Nguyên Tiếng Việt contest.	5%	None***	x	
	Diversify content about Vietnamese Language Learning for students	✓	✓	✓	
	At least 50% of the content in phase 1 addresses the transformation in brand identity.	50%	52.94%	105.9%	
	At least 50% of Phase 2 content focuses on transitioning to Trạng Nguyên 4.0	50%	74.5%	149%	
	Create content highlighting how Trạng Nguyên empowers students to actively participate in their	✓	✓	✓	
	Increase Trạng Nguyên's website scroll depth to surpass the 50% mark.	50%	60.26%	120.5%	
	* Compare to previous period				
	** Excluding local newspapers or local media outlets.				
	*** Information is not disclosed due to security reasons				
	The figure are as of October 11, 2023				

Table 17: Overview KPI evaluation

In general, we have achieved numerous positive outcomes. The fundamental goals have been successfully accomplished, aligning with the established benchmarks during the Development phase. All objectives have yielded positive results, surpassing the set targets, especially evident in the key metrics of the website. The performance indicators on both Trạng Nguyên Education and Trạng Nguyên Tiếng Việt Facebook channels have also exhibited significant growth. Only 2 out of the 15 objectives have not been achieved as planned, and 1 out of 15 objectives remains inconclusive due to the company's data security considerations.

In terms of the website, given the nature of the data collection period, we will assess the website on a monthly basis, with detailed insights presented in section 1.3.

2. Specific evaluation at each phase

2.1 Stage 1 - Phase 1 (August 1st - August 24th): Brand Identity Change



	Criterion	KPI	Results	% Completion	% Increase*
TN Education	Achieve 100 new likes	100	95	95%	
	Achieve 100 new follows	100	125	125%	
	Reach 5000 individuals	5000	6812	136%	
TNTV	Achieve 100 new likes	100	129	129%	+63%
	Achieve 100 new follows	100	205	205%	+83%
	Reach 30000 individuals	30000	38355	128%	+17.4%
Both	% content address the transformation in brand identity	50%	52.94%	105.9%	
	Provide user guides and FAQ to prepare for the upgrade to Trạng Nguyên	✓	✓	✓	
	* Compare to previous period				

Table 17: KPI evaluation for phase 1

Through the table above, it can be observed that we have exceeded targets in 6 out of 7 KPIs, falling short only in one indicator.

Conversely, we have achieved success in a metric not included in the stated objectives, namely, engagement with content on the Trạng Nguyên Tiếng Việt page. Thanks to new and compelling content that captivated audiences, we achieved a total of approximately 3200 interactions (almost doubling compared to the previous period) across 19 posts, averaging about 168 interactions per post.

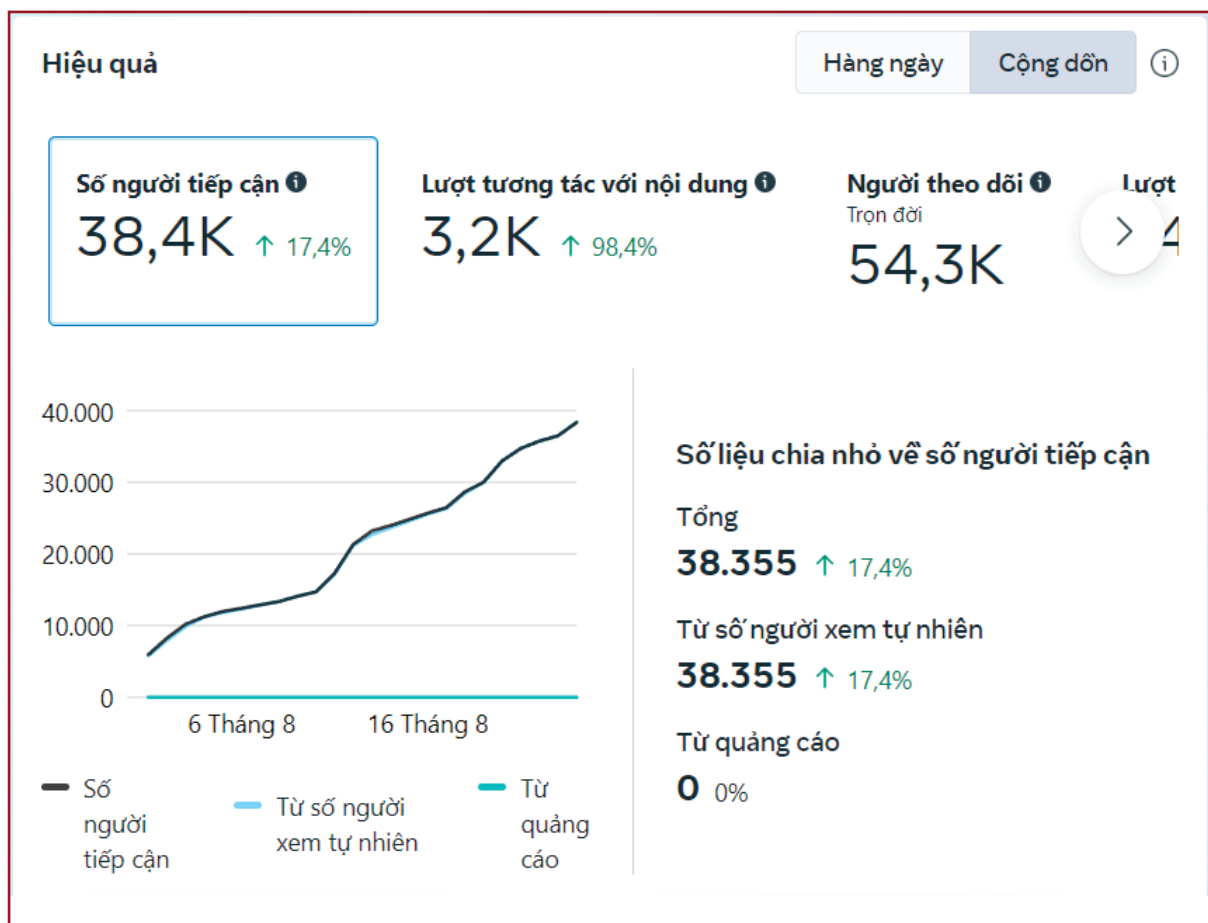


Chart 14: Trạng Nguyên Tiếng Việt Facebook page statistic - Phase 1



2.2 Stage 1 - Phase 2 (August 25th - September 18th): New Version Launch and Unveiling Event

	Criterion	KPI	Results	% Completion	% Increase*
TN Education	Achieve 300 new likes	300	576	192%	+500%
	Achieve 300 new follows	300	792	264%	+528.6%
	Reach 20000 individuals	20000	20460	102%	+200%
TNTV	Achieve 500 new likes	500	627	125%	+364%
	Achieve 500 new follows	500	904	181%	+326%
	Reach 40000 individuals	40000	34472	86%	-11.7%
Both	% content about transitioning to Trạng Nguyên 4.0	50%	74.5%	149%	
	* Compare to previous period				

Table 19: KPI evaluation for phase 2

In phase 2, we focused intensively on communicating the technological upgrade of Trạng Nguyên 4.0, as well as the Future Open Status event. Thanks to the positive buzz impact of these activities and diverse content streams that engaged the audience, we achieved commendable growth results.

The Facebook page for Trạng Nguyên Tiếng Việt has not achieved the desired reach as anticipated. This can be attributed, in part, to a higher concentration of content related to Trạng Nguyên Education, resulting in a lower reach for Trạng Nguyên Tiếng Việt than expected. Nevertheless, we have successfully met the targets for new likes and follows, demonstrating positive engagement and growth in our audience.

In addition to tracking overall performance metrics across our communication channels, we orchestrated the successful "Trạng Mở Tương Lai" launch event. The event proved to be a triumph, drawing together a diverse array of esteemed guests, industry experts, educators, parents, and students. It not only served as a dynamic platform to unveil the features of Trạng Nguyên 4.0 but also garnered substantial media coverage. Moreover, the event yielded valuable interview content, contributing to our ongoing communication initiatives and providing essential material for in-depth post-event evaluations. For a more detailed breakdown, please refer to the dedicated evaluation section in 1.3 of this chapter.

2.3 Stage 1 - Phase 3 (September 19th - October 10th): Post-Launching and focus on Trạng Nguyên Tiếng Việt

With a focus on the Trạng Nguyên Tiếng Việt Facebook page, we endeavored to maintain the achieved figures from phase 2. However, it's evident that the communication impact from the upgrade to 4.0 was substantial. The initial rounds of the Trạng Nguyên Tiếng Việt contest were optional and conducted online, serving as a launch with limited material for generating media buzz. Therefore, we fell short of the goal to sustain the numbers from phase 2. Nevertheless, the slight decrease in metrics in phase 3 is acceptable, considering the significant successes we achieved in phase 2.

On the other hand, there has been diversity in the content streams related to learning Vietnamese, encompassing various formats and topics, bringing excitement to children in their Vietnamese language studies. This not only aligns with Trạng Nguyên's development direction



	Criterion	KPI	Results	% Completion	% Increase*
TN Education	Achieve 250 new likes	250	380	152%	-32.1%
	Achieve 250 new follows	250	544	218%	-29.6%
	Reach 15000 individuals	15000	17681	118%	-12.2%
TNTV	Achieve 500 new likes	500	298	60%	-49.9%
	Achieve 500 new follows	500	468	94%	-45.6%
	Reach 40000 individuals	40000	25694	64%	-15%
	% increase engagement per post	10%	10.1%	101%	
	* Compare to previous period				

Table 20: KPI evaluation for phase 3

for this academic year but also contributes to achieving the goal of increasing engagement with the audience.

2.4 Stage 2

Looking from an overall perspective, the proposal plan has been approved and highly regarded for its creativity, feasibility, budget efficiency, and alignment with the resources of Trạng Nguyên.

3. Other evaluations

3.1 Trạng Nguyên website

The reporting limitations stem from the structure of the website analytics system, which allows data retrieval only on a monthly basis. Consequently, our evaluations will be conducted on a monthly basis, scrutinizing the growth trends over successive months. It's important to note that the data source under consideration is the Trạng Nguyên website (trangnguyen.edu.vn).

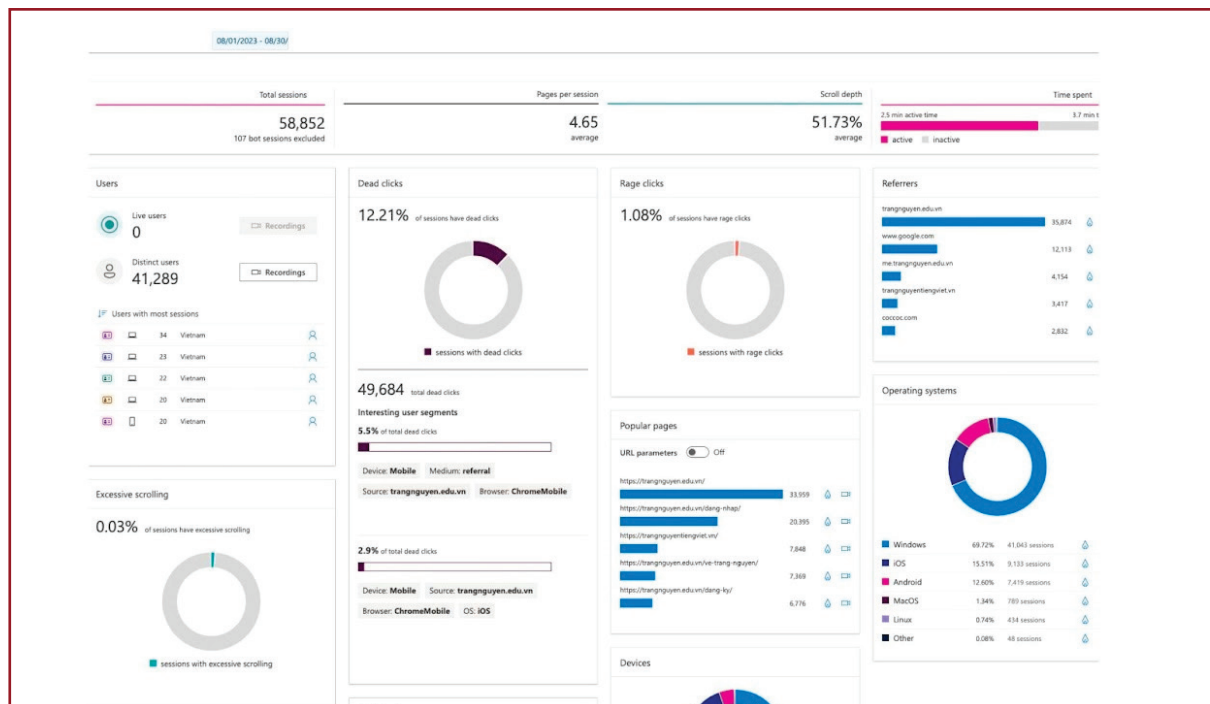


Chart 15: Trạng Nguyên website statistic in August

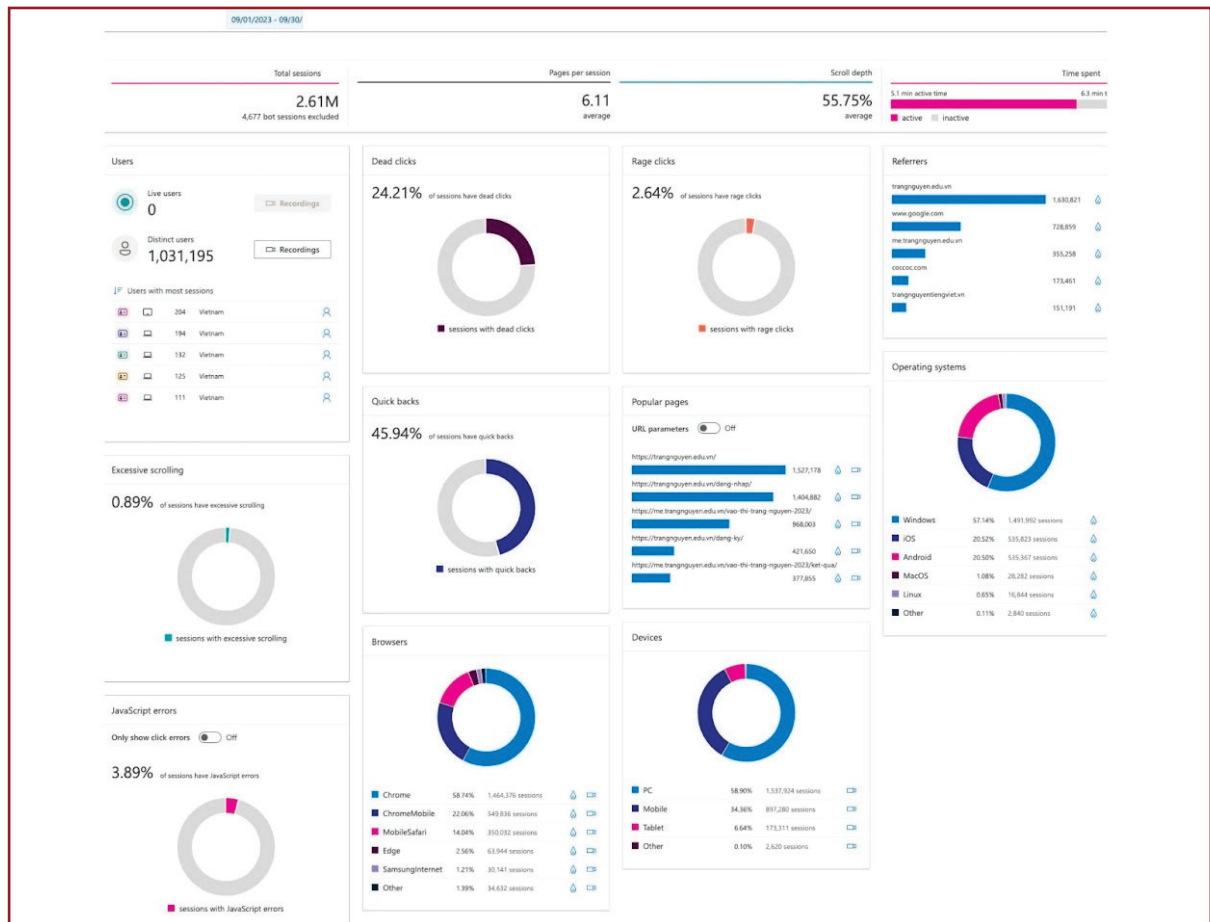


Chart 16: Trạng Nguyên website statistic in September

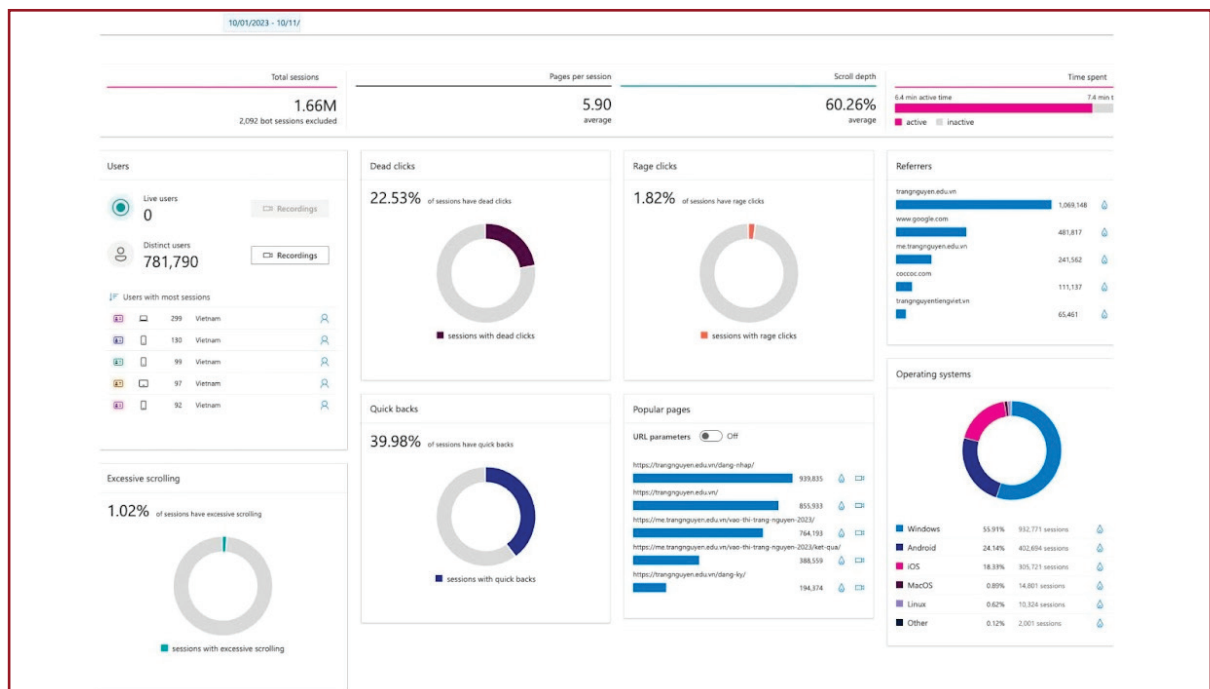


Chart 17: Trạng Nguyên website statistic in early October (October 1st - October 11th)



In September, we observed significant growth in key metrics, particularly in the number of sessions (traffic). This surge can be attributed to the notable publicity surrounding the launch of Trạng Nguyên 4.0. However, another factor explaining this sudden growth is the new academic year contributing to a concentrated influx of traffic, surpassing the levels experienced during the summer break.

There is also a slight uptick in both pages per session and scroll depth. In comparison to the increase in traffic, these metrics mark the accomplishment of an important objective, indicative of several advantages:

- **Enhanced Traffic Quality:** The rise in scroll depth and pages per session suggests the attraction of a substantial volume of high-quality users—individuals who express genuine interest and engage actively with the website.
- **Improved User Experience:** The increase in pages per session indicates that users are navigating through more pages than before. This could be a result of either an improved user experience or an increased relevance between pages.
- **Elevated Content Quality:** The observed increase in scroll depth may be associated with the overall quality of content. If the content on the website is compelling and valuable, users are more likely to continue their journey, exploring more content along the way.
- **Increased Conversion Opportunities:** If the website offers information or products aligned with user interests, the heightened scroll depth and pages per session can potentially amplify conversion opportunities. Users are more likely to locate the necessary information or products, enhancing the likelihood of conversion.

Due to some external constraints, we were only able to retrieve data for the month of October from the 1st to the 11th, representing approximately one-third of the month's duration. When analyzing the daily traffic, the continued upward trend indicates the success of our efforts in maintaining momentum post the launch event. Moreover, there is a consistent retention of the pages per session metric, coupled with a slight increase in scroll depth. This underscores the sustained engagement of our audience, demonstrating their ongoing interest and interaction with our content. These metrics collectively suggest a positive trajectory in user engagement and satisfaction despite the limited data available for this reporting period.

3.2 Launch event “Trạng Mở Trưng Lai”

Attendee Rate:

The event succeeded in engaging over 90% of invited guests, achieving strong attendee that met targets. Social media outreach were key customer acquisition channels, supplemented by strong word-of-mouth buzz.

Social Reach and Engagement:

Across Facebook, the launch event generated 94,7% more reach and 44% increased engagement compared to benchmarks. Live social coverage created high visibility, while multimedia recap content extended shelf life.

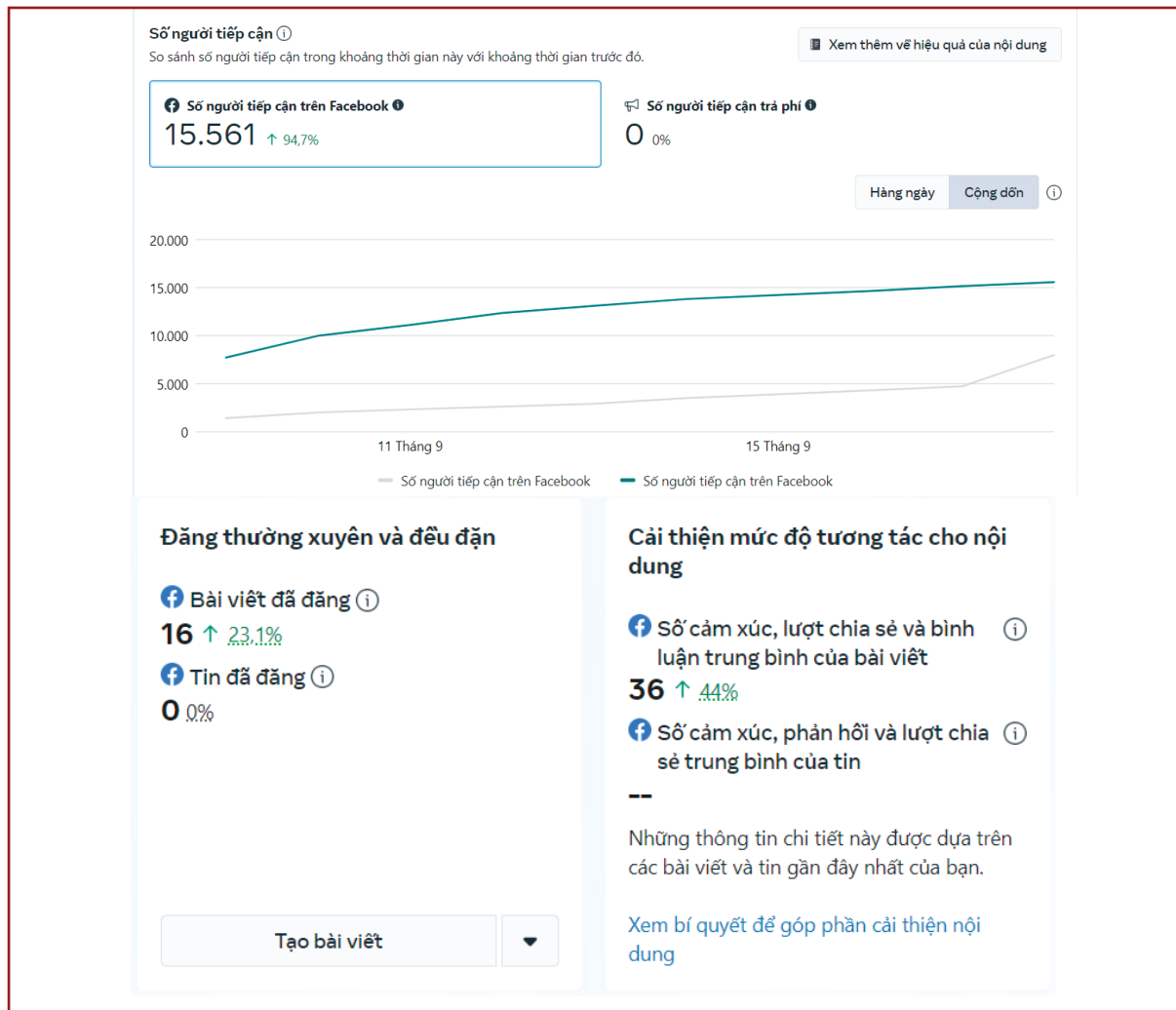


Chart 18: Facebook Page Metrics for Trang Nguyen Education around the time of the Launch Event

Media Presence:

Launch event news was featured across various broadcast and print outlets such as VTC News, Vietnam Journal of Education (tapchigiaoduc.edu.vn), Vietnam Education Magazine (giaoduc.net.vn), VietTimes and some local newspapers. However, an opportunity area persisted regarding not yet fully achieving presence on Vietnam's leading mainstream outlets like VTV, and VnExpress.

User Feedback:

Interview results showed 90% of participants rated the event as "excellent" in terms of experience quality, enjoyment and meeting expectations. The product demo received positive feedback on usefulness. Constructive inputs regarding opportunity areas were also collected for optimization.

Product Exposure:

The event featured comprehensive Trang Nguyen 4.0 demonstrations through experiential zones. These immersive experiences served as proofs-of-concept, conveying the platform's capabilities effectively to amplify launch impact.



In summary, collective metrics indicate the launch event delivered against goals across awareness amplification, community excitement and platform education - providing a springboard for the next growth phase.

II. COLLECTING AND ANALYZING OUTCOME(S) OF THE PROJECT

We have collected some opinions from guests participating in Trạng Mở Trương Lai event. The guests were asked about their impressions during the event and the following specific results were obtained:

Nguyen Thi Kim Xuyen (parent): “I am quite curious and excited about the launch event of Trang Nguyen 4.0. I hope that participating with Trạng Nguyên will help my children access and grasp technology faster. I hope my children will be excited, curious to explore and more proactive in learning.”

Nguyen Hai Chieu (teacher, parent): “I find Trạng Nguyên a useful playground and effective tool for teaching. As a parent, I feel the passion for education, the young generation and products. I see integrating technology into education as inevitable. I will let my child register and experience intuitive, vivid lessons, learning and playing very naturally. I want to bring updated information about educational methods and progressive ideas of the world to Trang Nguyen, with many new methods, meeting the practical needs of teachers and students.”

Do Thanh Quynh Chi (student): “I find the new version of Trạng Nguyên very good, as I study the very beautiful cartoon images. I like Trạng Nguyên because Trạng Nguyên teaches me how to write poetry and learn Vietnamese folk songs and proverbs.”

History Professor Le Van Lan (professional advice): “Only with development and dynamism can there be particularly high efficiency and updates. Trạng Nguyên 4.0 is a rise to the right level, right heart, right mind and right position in the current development situation of the country.”

The participating guests all expressed interest and curiosity about the new Trạng Nguyên 4.0 system. They believe that the trend of combining technology with education is inevitable of the times and Trang Nguyen is on the right track. After the experiential activity, the guests said they felt fascinated by the game and believed that these games would help elementary school students be proactive and more easily absorb Vietnamese knowledge.

III. POSITIVE AREA AND LIMITATION

1. Positive area

The success of a communication campaign requires synchronized and methodical efforts across multiple facets. We appreciate the positive outcomes achieved through the diligence of the entire team. Although there remains room for improvement, below are some aspects we executed effectively, contributing to favorable results for Trạng Nguyên:



- **Successful event organization - A milestone in the entire campaign:**

The launch event "Trạng Mở Trưng Lai" was successfully organized with the attendance of experts, teachers, parents and media. This event was a milestone, creating a strong impression and publicity for the upgrade of Trạng Nguyên 4.0.

- **Effective media coverage for Trạng Nguyên 4.0, especially on social media and web-site platforms:**

The communication campaign for Trạng Nguyên 4.0 achieved relatively good media coverage, particularly on social media channels like Facebook and the Trạng Nguyên website. Key metrics like reach, engagement and traffic saw good growth during campaign periods.

- **Developed effective content pillars and directions for the two Facebook pages:**

Trạng Nguyên Tiếng Việt and Trạng Nguyên Education:

We established clear content guidelines for scheduling and style - e.g. news at the beginning of the week, entertainment content on weekends. This created consistency across posts and helped enhance audience recognition.

- **Created guidelines for Facebook, website and designs to enable consistent posting:**

Guidelines on visual identity, fonts, color schemes and templates ensured communication deliverables aligned with Trạng Nguyên's new branding, projecting a consistent image across channels.

2. Limitation

The following section highlights the most pressing communications gaps identified based on the rebrand launch. We believe acknowledging these constructive limitations will lead to instituting mitigating processes to fulfill Trạng Nguyên's potential:

- **Media Coverage Limitations:**

Press coverage in major print and television media has not been particularly good during the initial launch phase. Important launch announcements have yet to penetrate top-level mainstream media such as VTV, Vnexpress and leading domestic newspapers.

- **Analytics & Measurement Gaps:**

With limited historical benchmarks for campaigns of comparable scale, quantifiable performance metrics and impact dashboards are still maturing. More extensive analytics should be embedded to optimize future efforts.

- **Content Pipeline Limitations:**

Backup content series and contingency message plans were insufficiently prepared as fallback options in case of product delays or technical issues disrupting the scheduled launch timeline.

- **Limited User-Generated Content:**

A gap existed regarding fully catalyzing user-generated content (UGC) and two-way community conversations. Establishing open forums focused on peer knowledge transfers allows



harnessing authentic voices beyond Trang Nguyen's singular voice. We've been mindful of creating media content routes that promote user-generated content (UGC) and two-way community conversations. However, those routes are few and the results are not really good. Facilitating interactions between users multiplies exposure and retention.

- **Personalized Communication Shortcomings:**

A proposed concept for personalized communication remains in pipeline approval stages - providing customized student progress certificates/badges as motivational recognition. Such individualized celebratory content would likely spur immense parent pride and social media sharing. Thereby helping to communicate for Trạng Nguyên 4.0 more effectively.

IV. RECOMMENDATION

Continuous media nurturing:

- Trang Nguyen should establish cooperative partnerships with media agencies, especially influential ones like VNExpress, ZNews, etc.
- Trang Nguyen can enhance its public image through activities like school visits and Corporate Social Responsibility (CSR) initiatives such as build libraries, classrooms and donate books to poor children in remote areas; provide scholarships and free courses to underprivileged students; etc. to garner goodwill with the public, paving the way for more positive media coverage.

Solution for Limited User-Generated Content:

- Introduce a range of forums or discussion boards tailored to different aspects of Trạng Nguyên 4.0, such as subject-specific discussions, problem-solving forums, and creative project collaboration spaces
- Trang Nguyen needs additional certificates or rewards for each student when participating in studying and testing to encourage social media sharing by parents about their children's learning journey. This boosts word-of-mouth and UGC.
- Launch social media campaigns encouraging parents to share personalized success stories or achievements of their children, creating a positive online narrative.
- Schedule regular live sessions where educators, experts, or Trạng Nguyên representatives can interact with users in real-time, answering questions and fostering a sense of community.
- Increase use of platforms like Zalo and Facebook Messenger for direct customer care and community building to facilitate organic advocacy and conversations.
- Trang Nguyen should have policies to encourage parents to participate in expanding question banks, exam questions, libraries, and learning materials for students.

Addressing Personalized Communication Shortcomings:

- **Accelerate Approval for Individualized Recognition:** Advocate for expedited approval processes for the personalized communication concept, emphasizing its potential to



enhance student motivation and parental engagement.

- Trang Nguyen has a "personal profile" feature on the website that allows each student's learning progress to be recorded. Parents can easily track and receive personalized updates on their child's results and progress. From there, Trang Nguyen media can create campaigns to encourage parents to share about their children's learning journey.
- Improve an online feedback system via Zalo or Facebook Messenger to gather student/parent inputs and directly address their concerns in a personalized way
- Develop segments on the website with testimonials from parents about their children's learning success stories after using Trang Nguyen to inspire trust.

Flexible planning:

- Maintain a flexible content creation process to quickly create additional content, prevent risks (for example, products not launching on time, delaying the opening date of a new round, etc.)

Improve measurement framework:

- Find more useful measurement tools to support effective measurement and market and customer analysis.
- Develop a quantifiable KPI dashboard that includes awareness, engagement, registrations, and customer satisfaction.
- Deploy deep social listening through proprietary and third-party tools to gather audience insights.

V. LESSON LEARNT

- The team has the opportunity to experience working in a professional business environment.
- The team learns skills and knowledge from multimedia communication professors to apply them to the project.
- The team has the ability to learn how to survey, research, and analyze data.
- The team learns how to handle communication and content on various social media platforms.
- The team has the opportunity to work with and engage with media organizations to enhance communication and diplomatic skills.
- The team learns how to facilitate connections between different departments.
- The team learns how to organize an event systematically and understands the intricacies of event planning.
- The team has the chance to further explore how to build communication campaigns, create content, and write in an engaging manner.
- The team gains experience in an educational environment, especially in Vietnamese, to grasp and understand more about the Vietnamese language.





CONCLUSIONS

The team had the opportunity to apply the knowledge acquired in the field of Multimedia Communication at FPT University Hanoi, such as teamwork skills, analytical skills, research skills, and communication campaign skills, into the project. Additionally, the team had the chance to gain practical experience in the educational environment, particularly deepening their understanding of the Vietnamese language. This allowed us to engage in social media communication campaigns, event organization, and assess the effectiveness of communication after the campaign.

Ultimately, our dedicated endeavors aimed to fortify Trạng Nguyên's position in the education technology sector and elevate the introduction of Trạng Nguyên 4.0. Through strategic communication initiatives, we aimed to not only meet but exceed the expectations of Trạng Nguyên, contributing to its continued success in shaping the future of Vietnamese learning and education in Vietnam.



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APPENDIX

I. FACEBOOK CONTENT LIST

1. Trạng Nguyên Education

CONTENT PLAN TRẠNG NGUYÊN EDUCATION					
THỨ	NGÀY	GIỜ	PILLAR	CHỦ ĐỀ	NỘI DUNG BÀI VIẾT
T7	12/08	19h05	Thông báo chính	Hành trình mới của Trạng Nguyên	DIỆN MAO MỚI - HÀNH TRÌNH MỚI Trạng Nguyên "thay áo", lấy cảm hứng từ những nét truyền thống dân tộc. Định hướng của Trạng Nguyên trong năm học mới
T2	14/08	20h00	Về Trạng Nguyên	Cảm hứng logo	Ý nghĩa, cảm hứng logo mới hình chim lạc của Trạng Nguyên
T4	16/08	19h00	Về Trạng Nguyên	Hệ sinh thái giáo dục Trạng Nguyên	TRẠNG NGUYÊN XÂY DỰNG HỆ SINH THÁI GIÁO DỤC MỚI
T7	19/08	19h00	Tin tức - Sự kiện	Kỷ niệm ngày Cách mạng Tháng 8	78 NĂM TỰ HÀO CÁCH MẠNG THÁNG 8 THÀNH CÔNG
T4	23/08	19h00	Thông báo chính	Thông báo lịch nâng cấp Trạng Nguyên 4.0	THÔNG BÁO: TRẠNG NGUYÊN NÂNG CẤP HỆ THỐNG VÀO NGÀY 25/08/2023
T5	24/08	09h00	Sản phẩm	Hướng dẫn đăng ký tài khoản	Infographic: HƯỚNG DẪN ĐĂNG KÝ TÀI KHOẢN TRẠNG NGUYÊN 4.0
		09h15	Sản phẩm	Hướng dẫn reset mật khẩu	Infographic: HƯỚNG DẪN LẤY LẠI MẬT KHẨU TÀI KHOẢN TRẠNG NGUYÊN
		09h30	Sản phẩm	Hướng dẫn vào thi/học	Infographic: HƯỚNG DẪN VÀO THI/VÀO HỌC TRẠNG NGUYÊN 4.0
		14h00	Tin tức - Sự kiện	Đếm ngược 1 ngày nâng cấp TN 4.0	Chỉ chưa đầy 24 giờ nữa, chúng ta sẽ được trải nghiệm phiên bản Trạng Nguyên 4.0 - bước bất phá phát triển hệ sinh thái giáo dục kết hợp công nghệ thực tế của Trạng Nguyên.
T6	25/08	09h00	Thông báo chính	Thông báo chính thức nâng cấp TN 4.0	THÔNG BÁO: NÂNG CẤP THÀNH CÔNG PHIÊN BẢN MỚI TRẠNG NGUYÊN 4.0 BETA
T7	26/08	15h00	Thông báo chính	Topic hỗ trợ khách hàng	TOPIC HỖ TRỢ TRẠNG NGUYÊN 4.0 BETA
		20h00	Sản phẩm	Trạng Nguyên 4.0 có gì mới	Bảng so sánh những cải tiến, nâng cấp của Trạng Nguyên 4.0 ♦ Trạng Nguyên ra mắt phiên bản mới 4.0, khẳng định giá trị học tập sáng tạo và đổi mới. ♦ GS Nguyễn Trọng Toán: "Học Toán ở Việt Nam thiếu sự tư duy và tự khám phá". ♦ .TP. Hà Nội đề xuất coi nói trường học ở nội thành, giải quyết vấn đề quá tải học sinh.
		09h00	Tin tức - Sự kiện	Bản tin Trạng Nguyên 28/8	
T2	28/08	16h00	Tin tức - Sự kiện	Hướng dẫn tham gia sự kiện tháng 8	Infographic hướng dẫn SỰ KIỆN THÁNG 8 - HƯỚNG DƯƠNG KHÁT VỌNG
		19h00	Sản phẩm	Hướng dẫn chơi game Túi Ba Gang	Infographic hướng dẫn chơi game Túi Ba Gang CHƠI "TÚI BA GANG" - RƯỚC NGÂN KIẾN THỨC
T4	30/08	16h00	Chủ điểm giáo dục	Infographic mô hình giáo dục Kiềng 3 chân	Infographic mô hình giáo dục Kiềng 3 chân "Học - Thi - Chơi" của Trạng Nguyên
		19h00	Thông báo chính	Thông báo lịch nghỉ 2/9	THÔNG BÁO NGHỈ LỄ 2/9 Trạng Nguyên trân trọng thông báo lịch nghỉ lễ 2/9 như sau: ⌚ Thời gian nghỉ lễ: Từ ngày 31/08/2023 - 04/09/2023 ⌚ Thời gian làm việc lại: 05/09/2023
T2	04/09	09h00	Sản phẩm	Công bố giá khóa học TNTV	CÔNG BỐ GIÁ TRẠNG NGUYÊN TIẾNG VIỆT NĂM HỌC MỚI Chỉ với 800K TẶNG CON CỎ HỘI SÁNG TẠO VÀ PHÁT TRIỂN
		14h00	Tin tức - Sự kiện	Bản tin Trạng Nguyên 4/9	♥ Hào hứng không khí đón chào ngày khai giảng ♥ Giáo dục Việt Nam tăng 5 bậc, lọt top 60 thế giới
		19h00	Thông báo chính	Thông báo lịch mở vòng 1 Trạng Nguyên Tiếng Việt	NGÀY 08/09 - MỪNG NGÀY TIẾNG VIỆT - MỞ VÒNG 1 TRẠNG NGUYÊN
T3	05/09	11h00	Tin tức - Sự kiện	Tin khai giảng	Chùm ảnh BLĐ Trạng Nguyên đến thăm các trường
		16h00	Sản phẩm	Ưu đãi tựu trường	ƯU ĐÃI NGẬP TRÀN - TỰU TRƯỞNG HÂN HOAN TRẠNG NGUYÊN CHÍNH THỨC MỞ BÁN GÓI HỌC TRẠNG NGUYÊN TIẾNG VIỆT VỚI ƯU ĐÃI ĐẶC BIỆT
T4	06/09	16h00	Sản phẩm	Hướng dẫn mua khóa học TNTV	Infographic: HƯỚNG DẪN VÀO MUA GÓI HỌC TRẠNG NGUYÊN TIẾNG VIỆT NĂM HỌC MỚI
T5	07/09	19h00	Thông báo chính	Thông báo lễ ra mắt Trạng Nguyên 4.0	THÔNG BÁO: TRẠNG MỞ TƯƠNG LAI - "CHẠM" ĐẾN TƯƠNG LAI
T6	08/09	09h30	Tin tức - Sự kiện	Đếm ngược 1 ngày đến lễ ra mắt	Chỉ còn hơn 12h nữa, sự kiện "Trạng Mơ Tương Lai" - Lễ ra mắt Hệ thống giáo dục trực tuyến Trạng Nguyên 4.0 sẽ chính thức bắt đầu. Sự kiện này là một bước chuyển mình của Trạng Nguyên Education không chỉ về mặt thương hiệu, mà hơn thế là những trải nghiệm tuyệt vời nhất dành cho quý phụ huynh, học sinh và các thầy cô giáo.
		16h00	Sản phẩm	Chương trình ưu đãi Trung thu	[ƯU ĐÃI ĐẶC BIỆT] 🎁 Chương trình TRUNG THU CÙNG TRẠNG - RẠNG RỠ TƯƠNG LAI từ 20h ngày 08/09 đến 23h59 phút ngày 30/09/2023
T7	09/09	08h00	Thông báo chính	Thông cáo báo chí về lễ ra mắt	THÔNG CÁO BÁO CHÍ Lễ ra mắt Hệ thống giáo dục trực tuyến Trạng Nguyên phiên bản 4.0
			Tin tức - Sự kiện	Livestream lễ ra mắt	LIVESTREAM SỰ KIỆN "TRẠNG MƠ TƯƠNG LAI
			Tin tức - Sự kiện	Live update lễ ra mắt	[CẬP NHẬT] SỰ KIỆN "TRẠNG MƠ TƯƠNG LAI" ĐÃ SẴN SÀNG!
					Chùm ảnh các khách mời xuất hiện trước lễ ra mắt Trạng Nguyên 4.0
			Tin tức - Sự kiện	Live update lễ ra mắt	[CẬP NHẬT] TRẠNG MƠ TƯƠNG LAI TRÌNH LÀNG SẢN PHẨM MỚI
					Video key moment
			Tin tức - Sự kiện	Live update lễ ra mắt	[CẬP NHẬT] CÙNG "TRẠNG MƠ TƯƠNG LAI" TRẢI NGHIỆM WEB 4.0
					Chùm ảnh học sinh, phụ huynh và giáo viên trải nghiệm Trạng Nguyên 4.0
		15h00	Thông báo chính	Lễ ra mắt Trạng Nguyên 4.0 - Trạng Mơ Tương Lai	TRẠNG MƠ TƯƠNG LAI - TRẠNG NGUYÊN 4.0 CHÍNH THỨC RA MẮT Chùm ảnh recap sự kiện



CN	10/09	09h00	Thông báo chính	Thông báo chính thức ra mắt Trạng Nguyên 4.0	"Trạng Mơ Tương Lai" - Trạng Nguyên ra mắt Hệ thống Giáo dục trực tuyến Trạng Nguyên phiên bản 4.0
T2	11/09	16h00	Tin tức - Sự kiện	Phỏng vấn các khách mời tại lễ ra mắt	Chùm ảnh các khách mời nhận định về Trạng Nguyên 4.0
		20h00	Tin tức - Sự kiện	Video lễ ra mắt Trạng Nguyên trên bản tin VTC NEWS	Video: GÓC NHÌN CỦA VTC NOW VỀ TRẠNG NGUYÊN 4.0
T3	12/09	19h00	Tin tức - Sự kiện	Chùm ảnh học sinh trải nghiệm Trạng Nguyên 4.0	CÁC EM HỌC SINH THÍCH THÚ KHI TRẢI NGHIỆM TRẠNG NGUYÊN 4.0 Với phương pháp "Học tập chủ động (Active learning)", Trạng Nguyên xác định học sinh sẽ là trung tâm, là người làm chủ các bài học, làm chủ quá trình học tập và tiếp thu những kiến thức mới.
T4	13/09	15h00	Về Trạng Nguyên	Những đổi mới của Trạng Nguyên trong năm học mới	TRẠNG NGUYÊN 4.0 - NHỮNG ĐỔI MỚI CHO THỜI ĐẠI MỚI Giải thích lý do Trạng Nguyên đổi mới toàn diện và hệ lộ hướng đi tiếp theo trong thời gian tới
		19h00	Về Trạng Nguyên	Hành trình phát triển của Trạng Nguyên	Infographic hành trình 8 năm phát triển của Trạng Nguyên
T5	14/09	19h00	Về Trạng Nguyên	Chia sẻ của BOD về hành trình của Trạng Nguyên	CHUYÊN BẢY GIỜ MỖI KẾ VỀ TRẠNG NGUYÊN TIẾNG VIỆT NĂM HỌC 2022 - 2023 Theo tâm sự và chia sẻ của chị Phương Nguyễn (Chủ tịch hội đồng thành viên Trạng Nguyên Education)
T6	15/09	14h00	Sản phẩm	Giới thiệu trò chơi Tái ba gang	VỮA HỌC VỮA CHƠI CÙNG "TÁI BA GANG" <<Trò chơi nhập vai thử thách chính tả hấp dẫn dành cho học sinh Tiểu học>>
		19h00	Về Trạng Nguyên	Lợi ích của con khi học cùng Trạng Nguyên	CON NHẬN ĐƯỢC GÌ KHI HỌC CÙNG TRẠNG NGUYÊN? Nâng cao kiến thức liên môn Phát triển tư duy, phát triển kỹ năng Trải nghiệm đa giác quan
CN	17/09	19h00	Chủ điểm giáo dục	Cầm nang mùa tựu trường	CẦM NANG GIÚP CON TỰ TIN MÙA TỤT TRƯỜNG MÀ CHA MẸ NÀO CŨNG CẦN!
T2	18/09	09h00	Tin tức - Sự kiện	Bản tin Trạng Nguyên 18/9	★ Học sinh cả nước hưởng ứng vòng tự do 1 Trạng Nguyên Tiếng Việt ★ Học sinh trải nghiệm học tập chủ động cùng Trạng Nguyên 4.0 ★ Tổng kết buổi sinh hoạt tuần 5 của Trạng kể bạn nghe
		19h00	Chủ điểm giáo dục	Kỹ năng giúp trẻ an toàn khi gặp hỏa hoạn	7 KỸ NĂNG GIÚP TRẺ AN TOÀN KHI GẶP HÒA HOẠN MÀ BA MẸ CẦN BIẾT!
T3	19/09	09h00	Tin tức - Sự kiện	Thông báo mở sự kiện tháng 9	[SỰ KIỆN THÁNG 9] LUYỆN TẬP TIẾNG VIỆT VỚI "HOA SỮA NỒNG NÀN"
T4	20/09	16h00	Tin tức - Sự kiện	Hướng dẫn tham gia sự kiện tháng 9	HƯỚNG DẪN THAM GIA SỰ KIỆN THÁNG 9 - HOA SỮA NỒNG NÀN
T7	23/09	19h00	Chủ điểm giáo dục	Những quy tắc an toàn cho trẻ	NHỮNG QUY TẮC AN TOÀN CHO TRẺ MÀ CHA MẸ CẦN BIẾT 👉 Giới thiệu 12 vấn đề gây tai nạn thường gặp ở trẻ em 👉 Hướng dẫn ba mẹ cách dạy con phòng tránh và xử lý các tình huống gây tai nạn
T2	25/09	09h00	Tin tức - Sự kiện	Bản tin Trạng Nguyên 25/9	
		19h00	Tiếng Việt	Ý nghĩa các từ Hán Việt đặt tên cho con	TOP 6 TÊN ĐẸP CHỦ ĐỀ "ĐỨC HẠNH" CHO CÁC THIÊN THẦN NHỎ
T3	26/09	09h00	Tin tức - Sự kiện	Thông báo mở vòng Thử tài	[THÔNG BÁO] MỞ THỬ TÀI: LUYỆN KIẾN THỨC - RÈN KỸ NĂNG
T5	28/09	16h00	Tin tức - Sự kiện	Sự kiện Kể chuyện trên Trạng kể Bạn nghe	GỬI THÁNG 10 - TRIỆU LỜI YÊU THƯƠNG 🍁💖 ► Sự kiện tranh tài Kể truyện Online qua video dành cho học sinh từ 5 - 11 tuổi
		19h00	Tiếng Việt	Minigame Trung thu	MINIGAME: CHỈ ĐƯỜNG ĐÚNG - "CÒM" THƠ HAY - TRÚNG NGAY QUÀ TRUNG THU 🍁
T6	29/09	19h00	Tin tức - Sự kiện	Tết Trung thu	Trạng Nguyên gửi lời chúc Tết Trung thu đến các em học sinh và phụ huynh
T3	03/10	09h00	Tin tức - Sự kiện	Bản tin Trạng Nguyên 3/10	★ 25/9, Trạng Nguyên Tiếng Việt mở THỬ TÀI VÒNG 2 với hơn 20.000 lượt tham dự. ★ Tài khoản giáo viên để tạo tài khoản, cấp mật khẩu cho học sinh ★ Cuộc thi Gửi Tháng 10 - Triệu Lời Yêu Thương chính thức bắt đầu ★ Cuộc thi Tìm đường đúng - "còm" thơ hay dành cho tết Trung Thu
T4	04/10	17h00	Tin tức - Sự kiện	Trạng Nguyên trao học bổng cho 228 học sinh Hà Nội	Thông báo trao học bổng cho 228 học sinh quận Thanh Xuân, huyện Ba Vì, huyện Quốc Oai
		20h00	Tin tức - Sự kiện	Công bố kết quả minigame Trung thu	Công bố kết quả và danh sách người trúng giải minigame Trung thu
T7	07/10	19h00	Tin tức - Sự kiện	Trạng Nguyên nhận giải thưởng tại VDA 2023	TRẠNG NGUYÊN EDUCATION vinh dự nhận GIẢI THƯỞNG CHUYÊN ĐỔI SỐ VÌ CỘNG ĐỒNG 2023
T2	09/10	19h00	Tiếng Việt	Bản tin Trạng Nguyên 9/10	★ Trạng Nguyên Tiếng Việt mở Vòng tự do số 2 (05/10). ★ Vinh danh Trạng Nguyên tại giải thưởng Chuyên đổi số Việt Nam 2023. ★ Trạng Nguyên trao 228 suất học bổng cho học sinh trên khắp Thủ đô.
T3	10/10	09h00	Tin tức - Sự kiện	Giải phóng Thủ đô	MỪNG 69 NĂM NGÀY GIẢI PHÓNG THỦ ĐÔ (10/10/1954 - 10/10/2023)
		19h00	Về Trạng Nguyên	Hành trình vì cộng đồng của Trạng Nguyên	Infographic những con số ấn tượng trên hành trình 8 năm của Trạng Nguyên

2. Trạng Nguyên Tiếng Việt

CONTENT PLAN TRẠNG NGUYÊN TIẾNG VIỆT					
THỨ	NGÀY	GIỜ	PILLAR	CHỦ ĐỀ	NỘI DUNG BÀI VIẾT
T3	01/08	19h00	Thông báo chính	Thông báo cập nhật thông tin tài khoản học sinh năm học mới	THÔNG BÁO CẬP NHẬT THÔNG TIN TÀI KHOẢN HỌC SINH NĂM HỌC 2023 – 2024.
T5	03/08	19h00	Thông báo chính	Ra mắt dự án Trạng kể Bạn nghe	Chương trình "Trạng kể Bạn nghe" được sáng lập bởi các thầy cô giáo của Trạng Nguyên với mong muốn tạo ra không gian "văn hoá nghe – đọc" lành mạnh, bổ ích cho các học sinh trong độ tuổi 5 – 8.
T7	05/08	19h00	Chủ điểm giáo dục	Lòng biết ơn	LÒNG BIẾT ƠN SẼ GIÚP TRẺ TÌM THẤY HẠNH PHÚC Lòng biết ơn không chỉ là đức tính vĩ đại nhất mà còn là khởi nguồn của mọi đức tính tốt đẹp khác
T4	09/08	19h00	Sản phẩm	Diễn giả buổi giới thiệu dự án Trạng kể Bạn nghe	[THÔNG BÁO SỰ KIỆN] GIỚI THIỆU DIỄN GIẢ BUỔI GIỚI THIỆU CHƯƠNG TRÌNH "TRẠNG KỂ BẠN NGHE" 🍁
T7	12/08	19h05	Thông báo chính	Hành trình mới của Trạng Nguyên	DIỆN MẠO MỚI - HÀNH TRÌNH MỚI Trạng Nguyên "thay áo", lấy cảm hứng từ những nét truyền thống dân tộc. Định hướng của Trạng Nguyên Tiếng Việt trong năm học mới
T4	16/08	09h00	Tin tức - Sự kiện	Thông báo đóng vòng Tự do năm học cũ	Thông báo đóng vòng Tự do năm học cũ để chuẩn bị tốt cho năm học mới 2023-2024
		16h00	Sản phẩm	Giới thiệu buổi sinh hoạt đầu tiên của Trạng kể Bạn nghe	BUỔI SINH HOẠT ĐẦU TIÊN CỦA TRẠNG KỂ BẠN NGHE CÓ GÌ?



T6	18/08	19h00	Tiếng Việt	Đố vui cùng Trang	Các bạn hãy cho Trang Nguyên biết: “Thứ gì để nguyên lấp lánh trên trời, bót đầu thành chỗ cá bơi hàng ngày?”
CN	20/08	19h00	Tiếng Việt	Chủ điểm tục ngữ, thành ngữ	THỬ THÁCH: HIỂU ĐÚNG NHỮNG CÂU TỤC NGỮ, THÀNH NGỮ ĐƠN GIẢN
T4	23/08	19h00	Thông báo chính	Thông báo lịch nâng cấp Trang Nguyên 4.0	THÔNG BÁO: TRẠNG NGUYÊN NÂNG CẤP HỆ THỐNG VÀO NGÀY 25/08/2023
T5	24/08	09h00	Sản phẩm	Hướng dẫn đăng ký tài khoản	Infographic: HƯỚNG DẪN ĐĂNG KÝ TÀI KHOẢN TRẠNG NGUYÊN 4.0
		09h15	Sản phẩm	Hướng dẫn reset mật khẩu	Infographic: HƯỚNG DẪN LẤY LẠI MẬT KHẨU TÀI KHOẢN TRẠNG NGUYÊN
		09h30	Sản phẩm	Hướng dẫn vào thi/học	Infographic: HƯỚNG DẪN VÀO THI/VÀO HỌC TRẠNG NGUYÊN 4.0
		14h00	Tin tức - Sự kiện	Đếm ngược 1 ngày nâng cấp TN 4.0	Chỉ chưa đầy 24 giờ nữa, chúng ta sẽ được trải nghiệm phiên bản Trang Nguyên 4.0 - bước bứt phá phát triển hệ sinh thái giáo dục kết hợp công nghệ thực tế của Trang Nguyên.
T6	25/08	09h00	Thông báo chính	Thông báo chính thức nâng cấp TN 4.0	THÔNG BÁO: NÂNG CẤP THÀNH CÔNG PHIÊN BẢN MỚI TRẠNG NGUYÊN 4.0 BETA
T7	26/08	15h00	Thông báo chính	Topic hỗ trợ khách hàng	TOPIC HỖ TRỢ TRẠNG NGUYÊN 4.0 BETA
		20h00	Sản phẩm	Trạng Nguyên 4.0 có gì mới	Bảng so sánh những cải tiến, nâng cấp của Trang Nguyên 4.0
T2	28/08	16h00	Tin tức - Sự kiện	Hướng dẫn tham gia sự kiện tháng 8	Infographic hướng dẫn SỰ KIỆN THÁNG 8 - HƯỚNG DƯƠNG KHÁT VỌNG
		19h00	Sản phẩm	Hướng dẫn chơi game Túi Ba Gang	Infographic hướng dẫn chơi game Túi Ba Gang CHƠI “TÚI BA GANG” - RUỐC NGÀN KIẾN THỨC
T4	30/08	19h00	Thông báo chính	Thông báo lịch nghỉ 2/9	THÔNG BÁO NGHỈ LỄ 2/9 Trang Nguyên trân trọng thông báo lịch nghỉ lễ 2/9 như sau: ⌚ Thời gian nghỉ lễ: Từ ngày 31/08/2023 - 04/09/2023 ⌚ Thời gian làm việc lại: 05/09/2023
T6	01/09	19h00	Tiếng Việt	Đố vui cùng Trang	Ba mẹ cùng các con thử tài diễn vào chỗ trống với câu tục ngữ này nào: “Con có cha như nhà có nóc Con không cha như ... đứt đuôi”
CN	03/09	19h00	Sản phẩm	Infographic khóa học mới Trang Nguyên 4.0	Infographic so sánh ưu điểm và sự nâng cấp của các khóa học Trang Nguyên 4.0 so với những năm học trước
T2	04/09	09h00	Sản phẩm	Công bố giá khóa học TNTV	CÔNG BỐ GIÁ TRẠNG NGUYÊN TIẾNG VIỆT NĂM HỌC MỚI Chỉ với 800K TẶNG CON CƠ HỘI SÁNG TẠO VÀ PHÁT TRIỂN
		19h00	Thông báo chính	Thông báo lịch mở vòng 1 Trang Nguyên Tiếng Việt	NGÀY 08/09 - MỪNG NGÀY TIẾNG VIỆT - MỞ VÒNG 1 TRẠNG NGUYÊN
T3	05/09	11h00	Tin tức - Sự kiện	Tin khai giảng	Chùm ảnh BLĐ Trang Nguyên đến thăm các trường
		16h00	Sản phẩm	Ưu đãi tựu trường	ƯU ĐÃI NGẬP TRÀN - TỰU TRƯỞNG HÂN HOAN TRẠNG NGUYÊN CHÍNH THỨC MỞ BÀN GÓI HỌC TRẠNG NGUYÊN TIẾNG VIỆT VỚI ƯU ĐÃI ĐẶC BIỆT
T4	06/09	16h00	Sản phẩm	Hướng dẫn mua khóa học TNTV	Infographic: HƯỚNG DẪN VÀO MUA GÓI HỌC TRẠNG NGUYÊN TIẾNG VIỆT NĂM HỌC MỚI
T5	07/09	19h00	Thông báo chính	Thông báo lễ ra mắt Trang Nguyên 4.0	THÔNG BÁO: TRẠNG MỞ TƯƠNG LAI - “CHẠM” ĐẾN TƯƠNG LAI
T6	08/09	08h00	Thông báo chính	Chính thức mở vòng 1 Trang Nguyên Tiếng Việt	THÔNG BÁO: CHÍNH THỨC MỞ VÒNG 1 TRẠNG NGUYÊN
		16h00	Sản phẩm	Chương trình ưu đãi Trung thu	[ƯU ĐÃI ĐẶC BIỆT] 📺 Chương trình TRUNG THU CÙNG TRANG - RẠNG RỠ TƯƠNG LAI từ 20h ngày 08/09 đến 23h59 phút ngày 30/09/2023
T7	09/09	08h00	Thông báo chính	TCBC lễ ra mắt Trang Nguyên 4.0	THÔNG CÁO BÁO CHÍ Lễ ra mắt Hệ thống giáo dục trực tuyến Trang Nguyên phiên bản 4.0 Sự kiện “Trạng mở tương lai”
		11h00	Thông báo chính	Lễ ra mắt Trang Nguyên 4.0 - Trạng Mở Tương Lai	Chùm ảnh: TRẠNG MỞ TƯƠNG LAI - TRẠNG NGUYÊN 4.0 CHÍNH THỨC RA MẮT
T3	19/09	16h00	Tiếng Việt	Thử thách Tiếng Việt	THỬ THÁCH TINH MẮT - BẮT CHỮ VỚI CÂU ĐỒ NHÀ TRẠNG!
		20h00	Tin tức - Sự kiện	Thông báo sự kiện tháng 9 "Hoa sữa nồng nàn"	THÔNG BÁO MỞ [SỰ KIỆN THÁNG 9] LUYỆN TẬP TIẾNG VIỆT VỚI “HOA SỮA NỒNG NÀN”
T3	26/09	09h00	Tin tức - Sự kiện	Thông báo mở vòng Thử tài	[THÔNG BÁO] MỞ THỬ TÀI: LUYỆN KIẾN THỨC - RÈN KỸ NĂNG
T6	29/09	18h00	Tin tức - Sự kiện	Tết Trung thu	MỪNG TẾT ĐOÀN VIÊN - AN YÊN HẠNH PHÚC 🍊 “Trung thu là Tết đoàn viên Nhà nhà sum họp an yên dòng chảy”
T4	04/10	17h00	Tin tức - Sự kiện	Trạng Nguyên trao học bổng cho 228 học sinh Hà Nội	Thông báo trao học bổng cho 228 học sinh quận Thanh Xuân, huyện Ba Vì, huyện Quốc Oai
T5	05/10	08h00	Thông báo chính	Mở vòng 2 Trang Nguyên Tiếng Việt	THÔNG BÁO: TRẠNG MỞ VÒNG 2 - BÉ CÙNG THI TÀI
T7	07/10	19h00	Tiếng Việt	Tục ngữ - thành ngữ	Tổng hợp tục ngữ - thành ngữ về tình mẫu tử
CN	08/10	19h00	Tiếng Việt	Tiếng Việt qua bài thơ Mẹ	Ý nghĩa bài thơ Mẹ - Phan Thị Thanh Nhàn
T3	10/10	09h00	Tin tức - Sự kiện	Giải phóng Thủ đô	Kỷ niệm Giải phóng Thủ đô 10/10 <i>Kết hợp các câu đố về địa danh lịch sử tại Hà Nội</i>

3. Side project Trạng Kể Bạn Nghe

TIMELINE (thứ 3,5,6 đăng 2 bài/ngày, thứ 2, 4, 7, CN đăng 1 bài/ngày)							
Tháng 9							
Thứ	Ngày	Thời gian đăng	Nội dung	Loại bài đăng	Dạng hiển thị	Link Content	Link Visual
Thứ 4	30/08	11h30	Những lỗi mà phụ huynh thường mắc phải khi hướng dẫn con trẻ đọc sách	Ảnh + caption	1 ảnh 900x900	❌ 3 điều mà cha mẹ không nên làm khi đọc sách cùng trẻ ❌	Link
		14h30	Mẫu chuyện ngắn về mẹ và bé	Ảnh + short caption	1 ảnh 900x900	Những lời nói, suy nghĩ trong trẻ luôn mang lại niềm vui và động lực lớn đối với cha mẹ	Link
Thứ 5	31/08		Recap buổi đọc sách ngày 30/08	Nhiều ảnh			
				1 video			



Thứ 6	01/09		5 mẹo giúp con tóm tắt thông tin hiệu quả khi đọc sách	Ảnh + caption	1 ảnh 900x900	📖 3 MẸO CƠ BẢN CHO BỐ MẸ GIÚP CON NẮM BẮT THÔNG TIN KHI ĐỌC SÁCH 📖	Link
			5 hoạt động giản đơn giúp con yêu thương bản thân mình	Ảnh + caption	1 ảnh 900x900	📖 5 ĐIỀU CƠ BẢN HÀNG NGÀY GIÚP TRẺ QUAN TÂM BẢN THÂN HƠN: BỐ MẸ CÙNG LƯU Ý NHÉ 📖	Link
Thứ 7	02/09		Bài thơ về ngày 02/09	Ảnh + caption			
			Feedback của phụ huynh về buổi TKBN	Ảnh + caption			
Chủ nhật	03/09		Feedback của phụ huynh về buổi TKBN	Video + caption	1 ảnh 900x900		
Thứ 2	04/09		Đồ vui cuối tuần, ôn nhanh bài cũ	Ảnh		📖 ĐỌC THƠ ĐOÁN TỪ CÙNG BÉ 📖	Link
Thứ 3	05/09	14h	3 khung giờ giúp con đọc sách hiệu quả	Ảnh		📖 3 KHUNG GIỜ PHÙ HỢP GIÚP CON ĐỌC SÁCH HIỆU QUẢ 📖	Link
		20h	Bài về câu chuyện tiếp theo trong buổi TKBN tới	Ảnh			
Thứ 4	06/09	14h	Đọc sách và tạo ra thực hành cùng con	Ảnh + caption		📖 3 LỢI ÍCH TỪ VIỆC BỐ MẸ KHUYẾN KHÍCH CON VỪA ĐỌC SÁCH VỪA THỰC HÀNH 📖	Link
Thứ 5	07/09	14h	Recap buổi đọc sách ngày 06/09	Nhiều ảnh			
		20h		1 video			
Thứ 6	08/09	20h	3 không gian lý tưởng giúp con đọc sách hiệu quả	Ảnh + caption		📖 3 KHÔNG GIAN LÝ TƯỞNG CHO CON ĐỌC SÁCH HIỆU QUẢ: BỐ MẸ HÃY CÙNG THAM KHẢO 📖	Link
Thứ 7	09/09	20h	Feedback của phụ huynh về buổi TKBN	Ảnh + caption			
Chủ nhật	10/09	20h	Feedback của phụ huynh về buổi TKBN	Video + caption			
Thứ 2	11/09	20h	3 lợi ích đọc sách cho con trước giờ đi ngủ	Ảnh + caption		📖 3 LỢI ÍCH BỐ MẸ NÊN ĐỌC SÁCH CHO CON TRƯỚC GIỜ ĐI NGỦ 📖	Link
Thứ 3	12/09	14h	Kỹ năng vận động tinh và 3 cách giúp con phát triển vận động tinh từ sớm	Ảnh + caption		📖 3 CÁCH PHÁT TRIỂN VẬN ĐỘNG TINH SỚM CHO CON 📖	Link
		20h	Bài về câu chuyện tiếp theo trong buổi TKBN tới	Ảnh + caption			
Thứ 5	14/09	14h	Recap buổi đọc sách ngày 06/09	Nhiều ảnh			
		20h		1 video			
Thứ 6	15/09	14h	Những kỹ năng con học được từ Trang kể Bạn nghe	Ảnh + caption		📖 NHỮNG KỸ NĂNG CON HỌC ĐƯỢC TỪ TRANG KỂ BẠN NGHE 📖	Link
Thứ 7	16/09	20h	Feedback của phụ huynh về buổi TKBN	Ảnh + caption			
Chủ nhật	17/09	20h	Feedback của phụ huynh về buổi TKBN	Video + caption			
Thứ 3	19/09	14h	3 mẹo giúp con giao tiếp hiệu quả	Ảnh + caption		📖 3 MẸO GIÚP TRẺ TỰ TIN TRONG GIAO TIẾP: CHA MẸ CÙNG LƯU Ý 📖	
		20h	Bài về câu chuyện tiếp theo trong buổi TKBN tới				
Thứ 4	20/09	20h	3 loại sách con có thể đọc trước giờ đi ngủ			📖 3 CUỐN SÁCH CON NÊN ĐỌC TRƯỚC GIỜ ĐI NGỦ: BỐ MẸ CÙNG LƯU Ý 📖	
Thứ 5	21/09	14h	Recap buổi đọc sách ngày 06/09	Nhiều ảnh			
		20h		1 video			
Thứ 6	22/09	20h	Những sản phẩm sáng tạo của con	Ảnh + caption			
Thứ 7	23/09	20h	Feedback của phụ huynh về buổi TKBN	Ảnh + caption			
Chủ nhật	24/09	20h	Feedback của phụ huynh về buổi TKBN	Video + caption			
Thứ 4		20h	Tạo môi trường đọc sách tại nhà cho con	Ảnh + caption			
		20h	Những khoảnh khắc đáng yêu của con khi tham gia cùng Trang kể Bạn nghe	Ảnh + caption			
		14h	Tips phòng ngừa đau mắt đỏ cho con	Ảnh + caption		📖 BỘ KỸ NĂNG GIÚP CON PHÒNG ĐAU MẮT ĐỎ: BỐ MẸ HẾT SỨC LƯU Ý 📖	
		20h	Giới thiệu nội dung trong buổi TKBN tiếp theo	Ảnh + caption			
			meme: - Con tôi đầu tuần - Con tôi khi cuối tuần (đón trung thu, vui chơi tung bừng)	Ảnh + caption			
			Recap buổi đọc sách ngày 06/09	Nhiều ảnh			
				1 video			
			3 mẹo giúp trẻ đọc truyện truyền cảm	Ảnh + caption			
			Hãy cùng bố mẹ check xem 1 tháng qua con đã làm được những hoạt động gì có ích nào?	Ảnh + caption			

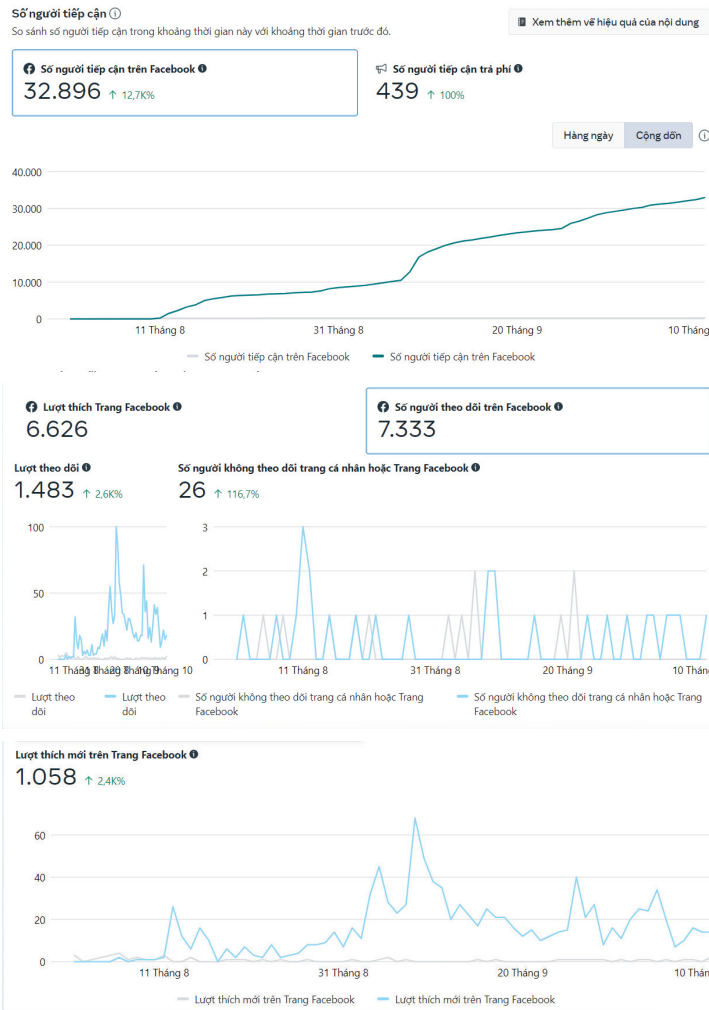


TIMELINE TRẠNG KẾ BẠN NGHE - CUỘC THI KỂ CHUYỆN THÁNG 10								
Giai đoạn	Ngày	Keyword	Nội dung	Loại bài đăng	Link Content	Link Visual	Link bài đăng fanpage	Link bài đăng web
Trước cuộc thi	01/10 - 10/10	27/09	Giới thiệu cuộc thi	Ảnh + caption	KHỞI ĐỘNG CUỘC THI KỂ CHUYỆN "GỬI THÁNG 10 TRIỆU LỜI YÊU THƯƠNG"	Link	Link	Link
		30/09	Kick-off cuộc thi	Thay ảnh bìa + caption	"GỬI THÁNG 10 - TRIỆU LỜI YÊU THƯƠNG" QUA NHỮNG TÂM TÌNH CỦA CON	Link	Link	Link
			Thẻ lệ video yêu cầu	Ảnh + caption	[TRẠNG KẾ BẠN NGHE] CÁCH THỨC VIDEO DỰ THI "GỬI THÁNG 10 - TRIỆU LỜI YÊU THƯƠNG"	Link	Link	Link
		01/10	FAQ của phụ huynh	Dạng infographic	CÁCH THỨC NỘP BÀI DỰ THI KỂ CHUYỆN "GỬI THÁNG 10 TRIỆU LỜI YÊU THƯƠNG": BỐ MẸ HÃY CÙNG LƯU Ý	Link	Link	Link
		02/10	Phòng chống đau mắt đỏ cho trẻ	Dạng infographic	BỘ KỸ NĂNG GIÚP CON PHÒNG ĐAU MẮT ĐỎ: BỐ MẸ HÃY SỨC LƯU Ý	Link	Link	Link
		03/10	Giới thiệu cuộc thi	Video + caption + word of mouth	KHÁM PHÁ CUỘC THI KỂ CHUYỆN ONLINE "GỬI THÁNG 10 - TRIỆU LỜI YÊU THƯƠNG" CÙNG CÔ LIÊN VÀ CÔ MƠ	Link	Link	Link
		03/10	Tuyển bài cổ định TKBN			Link	Link	Link
		04/10	4 mẹo giúp bé tự tin sáng tạo câu chuyện	Ảnh + caption	3 MẸO HAY GIÚP CON THAM GIA KỂ CHUYỆN SÁNG TẠO: BỐ MẸ HÃY LƯU Ý	Link	Link	Link
		05/10	Tuyển bài cổ định TKBN	Buổi đọc sách tuần này có gì				
		05/10	Thông báo thời gian nộp bài dự thi	Video + caption	Chỉ còn 5 ngày nữa thôi là cổng gửi bài dự thi đóng rồi...	Link	Link	
		05/10	Tuyển bài cổ định TKBN	Recap tuần 8				
		06/10	Tham gia cuộc thi giúp bé điều gì	Dạng ảnh + caption	5 ĐIỀU CON ĐƯỢC THỰC HIỆN KHI THAM GIA CUỘC THI KỂ CHUYỆN ONLINE "GỬI THÁNG 10 TRIỆU LỜI YÊU THƯƠNG" LÀ GÌ	Link	Link	Link
		07/10	Mẹo giúp bé tự tin trước ống kính	Infographic	4 MẸO GIÚP CON TỰ TIN TRƯỚC...	Link	Link	Link
		07/10	Bà, mẹ và chị gái đóng vai trò quan trọng như thế nào trong cuộc sống của con	Ảnh + caption	BÀ, MẸ VÀ CHỊ GÁI ĐÓNG VAI TRÒ QUAN TRỌNG NHƯ THẾ NÀO TRONG CUỘC SỐNG CỦA CON	Link	Link	Link
		08/10	Tuyển bài cổ định TKBN	Video HS				
Trong cuộc thi	11/10 - 19/10	08/10	Tuyển bài cổ định TKBN	Video HS				
		09/10	Thông báo còn 1 ngày để nộp bài dự thi	Ảnh đếm ngược	Bài countdown 24h	Link	Link	Link
		10/10	FAQ của phụ huynh	Dạng ảnh so sánh	CÁCH THỨC BÌNH CHỌN HỢP LỆ CHO CON: BỐ MẸ HÃY CÙNG LƯU Ý	Link	Link	Link
		11/10	Cách thức chấm giải	Ảnh + caption	NHỮNG QUY TẮC TÍNH GIẢI CUỘC THI KỂ CHUYỆN ONLINE "GỬI THÁNG 10 - TRIỆU LỜI YÊU THƯƠNG"	Link	Link	Link
		12/10	Giới thiệu BGK chấm thi	Ảnh		Link	Link	Link
Sau cuộc thi	20/10 - 23/10		Cảm nghĩ của PH về cuộc thi			Link	Link	Link
		11/10 - 19/10	Đăng các bài dự thi	Tập trung vào đây tương tác cho các bài dự thi	Thiết kế 1 khung sẵn cho video (như thiết kế intro, outro, tên thí sinh, mã số, cách thức bình chọn,...)			
		19/10	Phòng vấn BGK	phòng vấn BGK khi chấm bài, cảm nghĩ của BGK	Link		Link	Link
			Thông báo kết thúc vòng bình chọn	Thông báo đóng cổng bình chọn bài dự thi và thông báo đón chờ kết quả được tiết lộ vào ngày 20/10	Link			Link
		20h 20/10	THÔNG BÁO KẾT QUẢ	Thông báo kết quả cuộc thi + tag tên phụ huynh có con được giải	Link		Link	Link
		21/10	Một bài tương tác với phụ huynh	Cảm nhận của phụ huynh về cuộc thi và cảm nhận về phần thi của con mình (lấy dữ liệu làm truyền thống cho bài tiếp theo)	Link	Link	Link	Link
			Phương pháp dạy con qua hình ảnh và các trò chơi	Phương pháp dạy con qua hình ảnh và các trò chơi	https://docs.google.com/document/d/1DzNHHDNncDjuP-zXIVQFAQBOYr85Uo4NiI2MB2My5tY/edit	Link	Link	Link
			Đăng bài con kể lại câu chuyện Sự tích hoa cúc trắng	Bạn nhỏ kể lại câu chuyện Sự tích hoa cúc trắng	https://docs.google.com/document/d/10PTRb_nQlny9evsk_lwjOZbqeOCkG5GM3WHMAEWnsBE/edit	Link	Link	Link
			Tri ân tới các phụ huynh	Bộ hoạt động trong 15 ngày liên tiếp giúp bố mẹ dạy trẻ tại nhà	List các hoạt động	Link	Link	Link
		20h 23/10	Thông báo những thành quả của cuộc thi	Lời cảm ơn tới các quý phụ huynh và những feedback đáng nhớ	Ảnh cap màn hình comment từ bài trước đó	Link	Link	Link

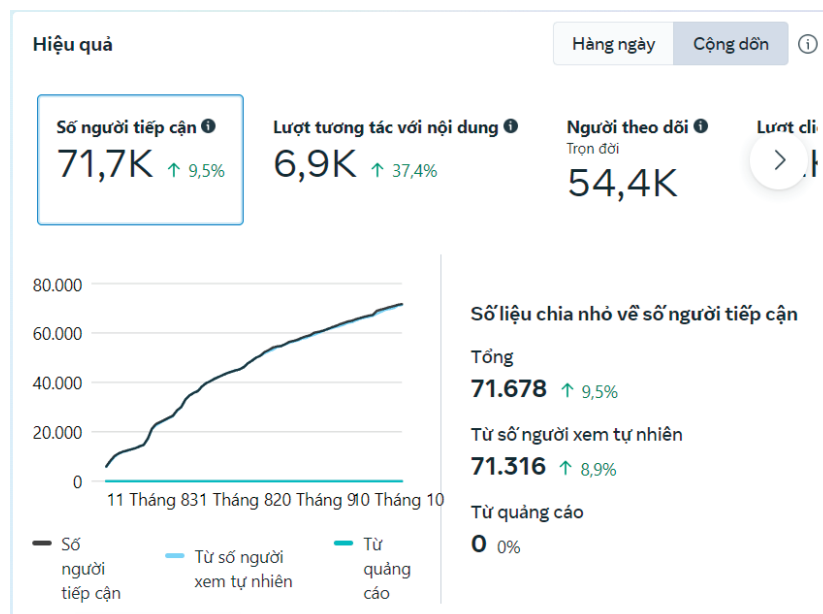


II. FACEBOOK STATISTICS

1. Trạng Nguyên Education



2. Trạng Nguyên Tiếng Việt



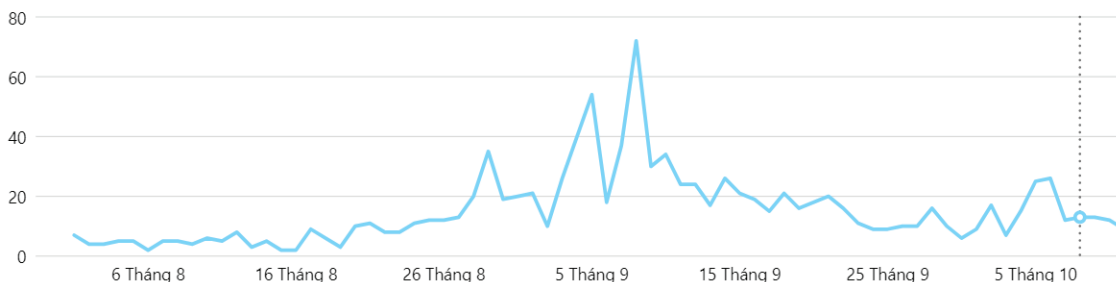


Lượt thích và theo dõi mới

Xuất

Lượt thích mới trên Trang Facebook

1.053 ↑ 287.1%

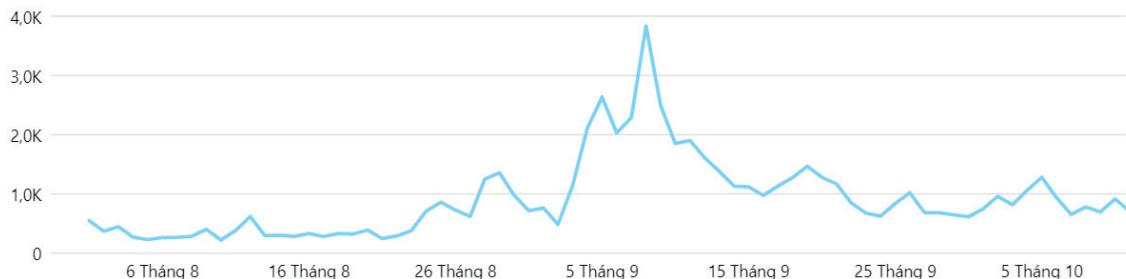


Lượt truy cập

Xuất

Lượt truy cập trên Facebook

65.255 ↑ 1.17.5%



III. WEBSITE CONTENT

PIC	Chuyên mục	Topic	Key words	Progress	Link
Tuần	Dạy con yêu thương	Cách để cha mẹ không phải cần lời mà con vẫn ngoan	không phải nặng lời mà con vẫn ngoan	Public	Bài 1
Tuần	Dạy con yêu thương	6 cách hành xử của cha mẹ giúp con trở thành đứa trẻ tự tin	giúp con trở thành đứa trẻ tự tin	Public	Bài 2
Tuần	Dạy con mạnh khỏe	7 nguyên tắc vàng cha mẹ Nhật dạy con trẻ trưởng thành	cha mẹ Nhật dạy con trẻ trưởng thành	Public	Bài 3
Tuần	Dạy con mạnh khỏe	4 bí quyết nuôi dạy con thành công của bố mẹ Do Thái	nuôi dạy con thành công	Public	Bài 4
Nhật	Dạy con thành tài	5 nguyên tắc vàng giúp cha mẹ tạo thói quen đọc sách cho trẻ	tạo thói quen đọc sách cho trẻ	Public	Bài 5
Nhật	Dạy con yêu thương	Top 10 phim thiếu nhi hay và ý nghĩa dành cho bé	phim thiếu nhi hay và ý nghĩa	Public	Bài 6
Nhật	Dạy con thành tài	Cha mẹ có lợi gì khi cho con học trực tuyến?	cha mẹ có lợi gì khi cho con học trực tuyến	Public	Bài 9
Tài	Dạy con thành tài	3 điều giúp cha mẹ đồng hành cùng trẻ trong quá trình tự học	đồng hành cùng trẻ	Public	Bài 10
Tài	Dạy con mạnh khỏe	3 mẹo tạo thói quen tốt mà cha mẹ nên dạy cho trẻ	tạo thói quen tốt	Public	Bài 11
Nhật		4 kỹ năng quản lý lớp học hiệu quả dành cho giáo viên tiểu học	kỹ năng quản lý lớp học	Public	Bài 12
Nhật		Chuẩn bị tựu trường: 4 cách để thầy cô chủ động hơn!	chuẩn bị tựu trường	Public	Bài 3
Nhật		Sử dụng công nghệ trong giảng dạy: Ưu điểm và thách thức	công nghệ trong giảng dạy	Public	Bài 4
Nhật		3 cách giúp thầy cô rèn luyện tư duy phản biện cho học sinh	rèn luyện tư duy phản biện cho học sinh	Public	Bài 5
Tài		4 mẹo học tập tại trường thầy cô có thể dạy trẻ	mẹo học tập tại trường	Public	Bài 6
Tài		5 bước để dạy học sinh khi gặp lỗi sai: thầy cô hãy áp dụng ngay	dạy học sinh khi gặp lỗi sai	Public	Bài 7



IV. WEBSITE SEO GUIDELINE

CÁC YÊU CẦU CƠ BẢN BÀI VIẾT CHUẨN SEO		
STT	NỘI DUNG	CHI TIẾT
1	CHÍNH TẢ	- Đúng chính tả. - Đúng yêu cầu về gõ word như đặt dấu cách sau “ ”, “ ”... hay các yêu cầu về căn chỉnh, lề. - https://www.slideshare.net/Inquang/qui-tac-tieng-viet - Sử dụng danh xưng “ ba mẹ ”. Không sử dụng “ phụ huynh ”
2	TỪ KHÓA CHÍNH	- Ưu tiên từ khóa dài (định hướng của Trạng Nguyên) - Từ khóa chính phải xuất hiện trong tiêu đề, sapo, nội dung và kết luận . Tần suất 5, 7 lần với bài viết từ 800 - 1000 chữ .
3	HÌNH ẢNH	Kích thước ảnh: chiều ngang trên 800px. Ảnh bìa kích thước fix 800x600 Kích cỡ ảnh: 150 - 300 kb Định dạng ảnh: JPG Tên ảnh: ghi theo form: tu khoa 01, tu khoa 02... Ví dụ: lam dep bang dau dua 01, lam dep bang dau dua 02...
	LƯU Ý	- Tiêu đề ưu tiên có số - Tiêu đề có độ dài tối ưu từ 50 đến 70 ký tự - Độ dài của các câu ưu tiên dưới 20 từ - Độ dài của 1 đoạn ưu tiên dưới 300 từ - Từ khóa rải đều trong bài, tránh tập trung vào 1 đoạn - Bài viết từ 800 - 1000 chữ sẽ sử dụng 1 ảnh bìa và 1, 2 ảnh mô tả bên trong. (chia đều ảnh trong bài viết) - Đăng bài trên hệ thống sử dụng cỡ chữ 19 và font chữ Arial, in đậm các từ khóa, Heading - Ghi nguồn các content từ Táo Giáo Dục và nhóm giáo viên Việt Nam.
5	CÁC LỖI THƯỜNG GẶP	- Sử dụng ảnh có logo của thương hiệu khác - Chính tả, lặp từ

V. IN-DEPTH INTERVIEW WITH TARGET AUDIENCES RESULT

BẢNG CÂU TRẢ LỜI KHẢO SÁT CÁC NHÓM ĐỐI TƯỢNG MỤC TIÊU

Kính gửi Quý Anh/Chị,

Chúng tôi là nhóm sinh viên chuyên ngành Quản trị Truyền thông Đa Phương tiện, trường Đại học FPT Hà Nội. Hiện nay, chúng tôi đang triển khai nghiên cứu khán giả mục tiêu nhằm phục vụ cho chiến dịch truyền thông của thương hiệu Trạng Nguyên, rất mong anh/chị dành chút thời gian để hoàn thành bản phỏng vấn này. Tính chất khách quan của các câu trả lời sẽ là những thông tin chuẩn xác nhất để giúp chúng tôi hoàn thành báo cáo nghiên cứu. Mọi thông tin của anh/chị sẽ chỉ dùng cho mục đích nghiên cứu và không dùng cho bất kỳ mục đích nào khác.

I. HỌC SINH (các thông tin chúng tôi thu thập bên dưới đã được sự đồng ý của phụ huynh học sinh)

THÔNG TIN NGƯỜI TRẢ LỜI PHỎNG VẤN 1

- **Họ tên:** Cao Bích Phương
- **Giới tính:** Nữ
- **Địa chỉ:** Hà Nội
- **Chức năng nhiệm vụ** (liên quan đến vấn đề truyền thông đang nghiên cứu): **Học sinh tiểu học**
- **Lớp:** 3

CHI TIẾT PHẦN CÂU HỎI PHỎNG VẤN 1



- Câu 1: Em có biết tới cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài không?
Em có
- Câu 2: Em cho biết thêm em biết tới cuộc thi qua đâu? (thầy cô, nhà trường, bạn bè, cha mẹ, mạng xã hội...)
Mẹ hỏi em có muốn tham gia thi không và em đã chọn Trạng Nguyên Tiếng Việt vì em thích tiếng Việt
- Câu 3: Em đã từng tham gia các cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài chưa?
Đang tham gia thi
- Câu 4: Em có biết cuộc thi Trạng Nguyên do ai tổ chức, cuộc thi dành cho đối tượng nào, giải thưởng là bao nhiêu, các vòng thi, thể thức cuộc thi như thế nào?
Em không biết
- Câu 5: Em cảm thấy mình đạt được gì khi cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?
Em được ôn luyện tiếng Việt, khi đạt được giải thưởng thì em rất vui và tự hào trước các bạn
- Câu 6: Đây là điều em thích thú ở cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?
Em thích các câu hỏi bắt em phải suy nghĩ sáng tạo như bài cho từ và ghép thành nhiều câu
- Câu 7: Đây là điều em cảm thấy khó khăn khi tham gia cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?
Bài tập về từ chỉ đặc điểm gây khó khăn cho em, còn trong quá trình thi, em không gặp khó khăn gì với trang web bởi vì em được cô giáo và mẹ hỗ trợ.
- Câu 8: Em nghĩ cuộc thi cần có thêm điều gì để hấp dẫn nhiều bạn học sinh tham gia hơn?
Em không biết
- Câu 9: Ngoài cuộc thi cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài, em đã từng tham gia cuộc thi nào tương tự chưa?
Em thi toán VioEdu và tiếng anh Olympic IOE
- Câu 10: Em cảm thấy cuộc thi này có gì hay và hấp dẫn em tham gia?
Các bạn trong lớp cùng tham gia nên em muốn thi để đạt top cao và cuộc thi còn có thưởng nữa
- Câu 11: Em đã từng đăng ký học khóa học Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài chưa?
Em chưa
- Câu 12: Theo tưởng tượng của em, khóa học này sẽ như thế nào?
Em nghĩ khóa học này để ôn luyện cho cuộc thi Trạng Nguyên
- Câu 13: Em nghĩ đây là điểm khác biệt của khóa học này so với chương trình học trên trường?
Em nghĩ khóa học này sẽ có nhiều hình ảnh và video sinh động hơn

THÔNG TIN NGƯỜI TRẢ LỜI PHỎNG VẤN 2

- **Họ tên:** Bùi Ánh Tường Vi
- **Giới tính:** Nữ
- **Địa chỉ:** Hà Nội
- **Chức năng nhiệm vụ** (liên quan đến vấn đề truyền thông đang nghiên cứu): **Học sinh tiểu học**



- **Lớp: 5**

CHI TIẾT PHẦN CÂU HỎI PHÒNG VẤN 2

Câu 1: Em có biết tới cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài không?
Em có

Câu 2: Em cho biết thêm em biết tới cuộc thi qua đâu? (thầy cô, nhà trường, bạn bè, cha mẹ, mạng xã hội...)

Biết qua cô giáo giới thiệu năm lớp 4. Lên lớp 5 thì em không thi Trạng Nguyên nữa vì cô giáo chỉ đưa bọn em đăng ký thi IOE

Câu 3: Em đã từng tham gia các cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài chưa?

Em thi Trạng Nguyên Tiếng Việt năm lớp 4

Câu 4: Em có biết cuộc thi Trạng Nguyên do ai tổ chức, cuộc thi dành cho đối tượng nào, giải thưởng là bao nhiêu, các vòng thi, thể thức cuộc thi như thế nào?

Em không biết

Câu 5: Em cảm thấy mình đạt được gì khi cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Em nghĩ là kiến thức về cách dùng các câu em được luyện và nhớ nên khi viết văn em không bị viết câu thiếu chủ ngữ nữa.

Câu 6: Đây là điều em thích thú ở cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Em thích bài tập về chính tả với bài chủ ngữ vị ngữ

Câu 7: Đây là điều em cảm thấy khó khăn khi tham gia cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Em không nhớ

Câu 8: Em nghĩ cuộc thi cần có thêm điều gì để hấp dẫn nhiều bạn học sinh tham gia hơn?

Em thích Trạng Nguyên có nhiều trò chơi hơn và có phần thưởng cho bọn em như VioEdu

Câu 9: Ngoài cuộc thi cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài, em đã từng tham gia cuộc thi nào tương tự chưa?

Em thi tiếng anh IOE

Câu 10: Em cảm thấy cuộc thi này có gì hay và hấp dẫn em tham gia?

Tại vì em theo đội tuyển tiếng anh nên em được cô chọn đi thi IOE

Câu 11: Em đã từng đăng ký học khóa học Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài chưa?

Em chưa

Câu 12: Theo tưởng tượng của em, khóa học này sẽ như thế nào?

Em nghĩ khóa học này để ôn luyện cho cuộc thi Trạng Nguyên

Câu 13: Em nghĩ đây là điểm khác biệt của khóa học này so với chương trình học trên trường?

Em nghĩ khóa học này chắc là giống với trên trường em học. Cô giáo em dạy cũng dùng máy chiếu với cho chơi game nhiều.

THÔNG TIN NGƯỜI TRẢ LỜI PHÒNG VẤN 3

- **Họ tên: Đào Văn Thái**

- **Giới tính: Nam**



- **Địa chỉ: Hà Nội**
- **Chức năng nhiệm vụ** (liên quan đến vấn đề truyền thông đang nghiên cứu): **Học sinh tiểu học**
- **Lớp: 4**

CHI TIẾT PHẦN CÂU HỎI PHÒNG VẤN 3

Câu 1: Em có biết tới cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài không?

Em có

Câu 2: Em cho biết thêm em biết tới cuộc thi qua đâu? (thầy cô, nhà trường, bạn bè, cha mẹ, mạng xã hội...)

Biết qua cô giáo năm lớp 3 và lớp 4

Câu 3: Em đã từng tham gia các cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài chưa?

Em thi Trạng Nguyên Tiếng Việt năm lớp 3 và lớp 4

Câu 4: Em có biết cuộc thi Trạng Nguyên do ai tổ chức, cuộc thi dành cho đối tượng nào, giải thưởng là bao nhiêu, các vòng thi, thể thức cuộc thi như thế nào?

Em không biết

Câu 5: Em cảm thấy mình đạt được gì khi cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Em được bằng khen của trường

Câu 6: Đầu là điều em thích thú ở cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Em thích bài tập chọn các từ cùng loại

Câu 7: Đầu là điều em cảm thấy khó khăn khi tham gia cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Em thấy các bài tập chính tả khó và em hay làm nhầm

Câu 8: Em nghĩ cuộc thi cần có thêm điều gì để hấp dẫn nhiều bạn học sinh tham gia hơn?

Em muốn có nhiều phần thưởng hơn

Câu 9: Ngoài cuộc thi cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài, em đã từng tham gia cuộc thi nào tương tự chưa?

Em đã từng tham gia cuộc thi Violympic toán học

Câu 10: Em cảm thấy cuộc thi này có gì hay và hấp dẫn em tham gia?

Em không rõ bởi vì mẹ lựa chọn cho em tham gia cuộc thi này

Câu 11: Em đã từng đăng ký học khóa học Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài chưa?

Em có

Câu 12: Em cảm thấy khóa học này giúp em học được gì nhiều nhất?

Nó giúp em ôn bài cho các vòng thi

Câu 13: Em cảm thấy đâu là những bất tiện mà em gặp phải trong quá trình tham gia khóa học?

Em học xong bài mà lần sau làm lại em vẫn quên

Câu 14: Em nghĩ khóa học cần thay đổi gì để cải thiện chất lượng tốt hơn?

Em không có

Câu 15: Em nghĩ Trạng Nguyên cần làm gì hỗ trợ học tập tốt hơn cho các em không?

Em không



II. PHỤ HUYNH

THÔNG TIN NGƯỜI TRẢ LỜI PHÒNG VẤN 1

- **Họ tên:** Nguyễn Thị Thơi
- **Giới tính:** Nữ
- **Địa chỉ:** Hà Nội
- **Chức năng nhiệm vụ** (liên quan đến vấn đề truyền thông đang nghiên cứu): **Phụ huynh**
- **Tuổi:** 34

CHI TIẾT PHẦN CÂU HỎI PHÒNG VẤN 1

Câu 1: Mức thu nhập của vợ chồng bạn là khoảng bao nhiêu?

25-30 triệu / tháng

Câu 2: Bạn đã có con hay chưa và có mấy cháu, các cháu đang học lớp mấy?

Tôi có hai con. 1 cháu học lớp 5 tuổi 1 cháu học lớp 4

Câu 3: Bạn thường dành ra khoảng bao nhiêu tiền để chi cho các hoạt động giáo dục của con bên cạnh việc học trên trường?

Khoảng 1 triệu/ 1 tháng cho mỗi cháu

Câu 4: Bạn có biết tới cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài không?

Tôi có

Câu 5: Bạn cho biết thêm bạn biết tới cuộc thi qua đâu? (thầy cô, nhà trường, bạn bè, con cái, mạng xã hội...)

Qua bạn bè giới thiệu

Câu 6: Bạn đã từng cho con tham gia các cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài chưa?

Rồi, con thi Trạng Nguyên Tiếng Việt năm lớp 3

Câu 7: Bạn biết những gì về cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Tôi thấy cuộc thi này khá giống cuộc thi VioEdu và IOE

Câu 8: Bạn cảm thấy cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài đem lại những gì cho học sinh tiểu học?

Chắc là để cọ xát và nâng cao năng lực học tập cho các con

Câu 9: Đây là ưu điểm mà bạn nhận thấy ở cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Tôi thấy các con thi xong sẽ được khen thưởng nên các con rất hào hứng và cuộc thi có thể giúp ôn luyện kiến thức trên lớp của các con

Câu 10: Đây là thiếu sót mà bạn nhận thấy ở cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Không có

Câu 11: Bạn nghĩ cuộc thi cần có thêm điều gì để hấp dẫn nhiều bạn học sinh tham gia hơn?

Tôi nghĩ cần thưởng nhiều hơn cho các con ở các vòng ngoài

Câu 12: Ngoài cuộc thi cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài, bạn đã từng biết tới hay cho con tham gia cuộc thi nào tương tự chưa?

Tôi có biết đến cuộc thi VioEdu và IOE.

Câu 13: Bạn cảm thấy cuộc thi đó có điều gì khác (tốt hơn, chưa tốt bằng) so với cuộc thi của Trạng Nguyên?



Các cuộc thi này có thêm phần đổi phần quà sau khi làm bài thi như tập vở, hộp bút, bình nước giữ nhiệt, gấu bông, ô...

Câu 14: Bạn đã từng đăng ký học khóa học Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài cho con chưa?

Tôi có

Câu 15: Bạn cảm thấy khóa học này giúp con học được gì nhiều nhất?

Tôi cảm thấy khóa học giúp con nắm được các dạng đề trước khi bước vào các vòng thi của TNTV

Câu 16: Bạn cảm thấy đâu là những bất tiện mà bạn và con gặp phải trong quá trình tham gia khóa học?

Tôi cảm thấy bài giảng hơi ít tương tác, học trực tuyến với cô giáo sẽ hấp dẫn hơn

Câu 17: Bạn nghĩ khóa học cần thay đổi gì để cải thiện chất lượng tốt hơn?

Tôi muốn bài học có thêm nhiều phần quà sau khi làm bài và nhiều tương tác hơn trong quá trình học

THÔNG TIN NGƯỜI TRẢ LỜI PHỎNG VẤN 2

- **Họ tên:** Bùi Văn Ninh
- **Giới tính:** Nam
- **Địa chỉ:** Hải Phòng
- **Chức năng nhiệm vụ** (liên quan đến vấn đề truyền thông đang nghiên cứu): **Phụ huynh**
- **Tuổi:** 31

CHI TIẾT PHẦN CÂU HỎI PHỎNG VẤN 2

Câu 1: Mức thu nhập của vợ chồng bạn là khoảng bao nhiêu?
40 triệu/ tháng

Câu 2: Bạn đã có con hay chưa và có mấy cháu, các cháu đang học lớp mấy?
Hai cháu lớp 2 và lớp 5 tuổi

Câu 3: Bạn thường dành ra khoảng bao nhiêu tiền để chi cho các hoạt động giáo dục của con bên cạnh việc học trên trường?
2 triệu cho 1 cháu

Câu 4: Bạn có biết tới cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài không?
Tôi có

Câu 5: Bạn cho biết thêm bạn biết tới cuộc thi qua đâu? (thầy cô, nhà trường, bạn bè, con cái, mạng xã hội...)

Tôi biết cuộc thi này thông qua FaceBook và quyết định cho con thi khi được thầy cô gợi ý

Câu 6: Bạn đã từng cho con tham gia các cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài chưa?

Rồi

Câu 7: Bạn biết những gì về cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Tôi biết đây là một cuộc thi online trên máy tính dành cho học sinh. Nếu đạt giải các con sẽ được nhà trường khen thưởng.

Câu 8: Bạn cảm thấy cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài đem lại những gì cho học sinh tiểu học?



Tôi nghĩ là kiến thức cho các con và khiến các con hào hứng hơn với việc học tập.

Câu 9: Đây là ưu điểm mà bạn nhận thấy ở cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Cuộc thi tổ chức quy mô lớn, tôi và con được hướng dẫn nhiệt tình nên không gặp khó khăn.

Câu 10: Đây là thiếu sót mà bạn nhận thấy ở cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Cách thức tiếp cận gần gũi hơn với phụ huynh để phụ huynh biết vì trẻ con không thể chủ động biết được

Câu 11: Bạn nghĩ cuộc thi cần có thêm điều gì để hấp dẫn nhiều bạn học sinh tham gia hơn?

Tôi nghĩ cuộc thi cần có nhiều phần thưởng và đi tới trường trực tiếp

Câu 12: Ngoài cuộc thi cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài, bạn đã từng biết tới hay cho con tham gia cuộc thi nào tương tự chưa?

Tôi biết IOE, VioEdu. Con tôi có thi VioEdu.

Câu 13: Bạn cảm thấy cuộc thi đó có điều gì khác (tốt hơn, chưa tốt bằng) so với cuộc thi của Trạng Nguyên?

Tôi thấy giao diện hoạt hình sinh động, các câu hỏi gần gũi với chương trình học của các con và có rất nhiều phần thưởng.

Câu 14: Bạn đã từng đăng ký học khóa học Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài cho con chưa?

Tôi chưa

Câu 15: Theo tưởng tượng của bạn, khóa học này sẽ như thế nào?

Nó sẽ ra đề, như lò luyện thi cho cuộc thi Trạng Nguyên.

Câu 16: Bạn nghĩ, khóa học này sẽ giúp học sinh đạt được gì?

Các con sẽ có sự rèn luyện kỹ, hiểu rõ hơn về các lỗi sai

Câu 17: Bạn nghĩ đây là điểm khác biệt của khóa học này so với chương trình học trên trường?

Không

Câu 18: Bạn nghĩ khóa học cần có điều gì để bạn và con muốn đăng ký học?

Cần vui vẻ hơn, cần có nhiều phần thưởng hơn

Câu 19: Bạn có đề xuất khác gì để Trạng Nguyên hỗ trợ học tập tốt hơn cho các con không?

Không

THÔNG TIN NGƯỜI TRẢ LỜI PHỎNG VẤN 3

- **Họ tên:** Nguyễn Thị Hiền Hòa

- **Giới tính:** Nữ

- **Địa chỉ:** Hưng Yên

- **Chức năng nhiệm vụ** (liên quan đến vấn đề truyền thông đang nghiên cứu): **Phụ huynh**

- **Tuổi:** 35

CHI TIẾT PHẦN CÂU HỎI PHỎNG VẤN 3

Câu 1: Mức thu nhập của vợ chồng bạn là khoảng bao nhiêu?

40 triệu/ tháng

Câu 2: Bạn đã có con hay chưa và có mấy cháu, các cháu đang học lớp mấy?

Ba cháu lớp 1, lớp 3 và lớp 6



Câu 3: Bạn thường dành ra khoảng bao nhiêu tiền để chi cho các hoạt động giáo dục của con bên cạnh việc học trên trường?

Khoảng 10 triệu cho 3 cháu

Câu 4: Bạn có biết tới cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài không? Tôi có

Câu 5: Bạn cho biết thêm bạn biết tới cuộc thi qua đâu? (thầy cô, nhà trường, bạn bè, con cái, mạng xã hội...)

Qua mạng xã hội, thầy cô và các phụ huynh khác

Câu 6: Bạn đã từng cho con tham gia các cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài chưa?

Rồi, con thi TNTV năm lớp 5

Câu 7: Bạn biết những gì về cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Tôi biết đây là một cuộc thi về tiếng Việt, học sinh thi các vòng đầu qua máy tính như Violympic và các vòng sau sẽ thi tại trường với cô giáo giám sát.

Câu 8: Bạn cảm thấy cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài đem lại những gì cho học sinh tiểu học?

Có thêm kiến thức, có tính cạnh tranh động lực, đánh giá được năng lực của mình

Câu 9: Đây là ưu điểm mà bạn nhận thấy ở cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Quá trình ôn luyện và thi linh hoạt nên các con có thể thi được mọi lúc

Câu 10: Đây là thiếu sót mà bạn nhận thấy ở cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Để có tính công bằng nhất cho học sinh, sát với chương trình học trên trường thay vì cho kiến thức nâng cao, nâng cao về tốc độ, số lượng thay vì làm khó quá thì học sinh lại phải đi học thêm, làm nó thân thiện hơn để các con mong muốn được đi thi thay vì bắt.

Câu 11: Bạn nghĩ cuộc thi cần có thêm điều gì để hấp dẫn nhiều bạn học sinh tham gia hơn?

Tôi không có ý kiến thêm

Câu 12: Ngoài cuộc thi cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài, bạn đã từng biết tới hay cho con tham gia cuộc thi nào tương tự chưa?

Tôi biết cuộc thi Violympic

Câu 13: Bạn cảm thấy cuộc thi đó có điều gì khác (tốt hơn, chưa tốt bằng) so với cuộc thi của Trạng Nguyên?

Con tôi từng thi cuộc thi Violympic ở trường. Tôi cảm thấy cuộc thi này giống với Trạng Nguyên Tiếng Việt.

Câu 14: Bạn đã từng đăng ký học khóa học Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài cho con chưa?

Rồi

Câu 15: Bạn cảm thấy khóa học này giúp con học được gì nhiều nhất?

Khóa học này cô giáo đăng ký cho con tôi và các bạn sau khi vượt qua vòng 3, cô giáo bảo rằng khóa học sẽ có kiến thức sát so với đề thi nên gợi ý chúng tôi mua cho các con. Tôi nghĩ khóa học sẽ giúp con ôn luyện tốt hơn cho các vòng thi cao hơn.

Câu 16: Bạn cảm thấy đây là những bất tiện mà bạn và con gặp phải trong quá trình tham gia khóa học?

Con tôi thường quên không ôn thi hàng ngày

Câu 17: Bạn nghĩ khóa học cần thay đổi gì để cải thiện chất lượng tốt hơn?

Tôi nghĩ khóa học cần có nhiều bài tập ôn tập hơn bên cạnh các bài giảng.

Câu 18: Bạn có đề xuất khác gì để Trạng Nguyên hỗ trợ học tập tốt hơn cho các con không?

Không



III. GIÁO VIÊN

THÔNG TIN NGƯỜI TRẢ LỜI PHÒNG VẤN 1

- **Họ tên:** Vũ Thị Hà My
- **Giới tính:** Nữ
- **Địa chỉ:** Hưng Yên
- **Chức năng nhiệm vụ** (liên quan đến vấn đề truyền thông đang nghiên cứu): **Giáo viên**
- **Đơn vị công tác:** Trường tiểu học, THCS Xuân Quan
- **Tuổi:** 36

CHI TIẾT PHẦN CÂU HỎI PHÒNG VẤN 1

Câu 1: Thầy/ cô có biết tới cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài không?

Tôi có

Câu 2: Thầy/ cô cho biết thêm biết tới cuộc thi qua đâu? (phụ huynh, nhà trường, bạn bè, học sinh, mạng xã hội...)

Mạng xã hội, nhà trường

Câu 3: Các học sinh của thầy/ cô có từng ai tham gia các cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài chưa?

Rồi

Câu 4: Thầy/ cô cảm thấy cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài đem lại những gì cho học sinh tiểu học?

Các cuộc thi của Trạng Nguyên giúp học sinh của tôi được ôn luyện lại các kiến thức đã học ở trường. Ngoài ra, đây còn là một sân chơi bổ ích giúp trẻ giải trí sau những giờ học căng thẳng.

Câu 5: Đây là ưu điểm mà thầy/ cô nhận thấy ở cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài?

Tôi thấy cuộc thi giúp các em có thêm nhiều từ vựng để sử dụng trong các bài tập làm văn hơn, các em cũng được luyện kỹ năng đặt câu chính xác, đầy đủ chủ vị ngữ. Ngoài ra tôi rất thích câu hỏi viết câu theo từ cho sẵn, nó giúp các em sáng tạo và liên kết các từ đã học với nhau.

Câu 6: Ngoài cuộc thi cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài, thầy/ cô đã từng biết tới cuộc thi nào tương tự chưa?

Rồi, tôi biết tới cuộc thi Violympic và Tiếng Anh IOE

Câu 7: Thầy/ cô đã từng đăng ký tài khoản khóa học Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài chưa?

Tôi đã từng đăng ký tài khoản khóa học TNTV

Câu 8: Thầy/ cô cảm thấy khóa học này giúp con học sinh được gì nhiều nhất?

Khóa học giúp các con luyện thi sát hơn cho các vòng thi sâu của Trạng Nguyên Tiếng Việt

Câu 9: Thầy/ cô cảm thấy đâu là những bất tiện mà thầy/ cô và học sinh gặp phải trong quá trình tham gia khóa học?

Các học sinh khá lười việc làm các bài trong khóa học, thường cần giáo viên và phụ huynh nhắc nhở.

Câu 10: Thầy/ cô nghĩ khóa học cần thay đổi gì để cải thiện chất lượng tốt hơn?



Tôi mong khóa học sẽ có nhiều hơn các phần thưởng để kích thích trẻ nhỏ hứng thú học tập hơn.

Câu 11: Thầy/ cô có đề xuất khác gì để Trang Nguyên hỗ trợ học tập tốt hơn cho các con không?

Không

THÔNG TIN NGƯỜI TRẢ LỜI PHỎNG VẤN 2

- **Họ tên: Nguyễn Thị Trang**
- **Giới tính: Nữ**
- **Địa chỉ: Hà Nội**
- **Chức năng nhiệm vụ (liên quan đến vấn đề truyền thông đang nghiên cứu): Giáo viên**
- **Đơn vị công tác: Trường Tiểu học Liên Phương**
- **Tuổi: 25**

CHI TIẾT PHẦN CÂU HỎI PHỎNG VẤN 2

Câu 1: Thầy/ cô có biết tới cuộc thi Trang Nguyên Tiếng Việt và Trang Nguyên Toàn Tài không?

Tôi có

Câu 2: Thầy/ cô cho biết thêm biết tới cuộc thi qua đâu? (phụ huynh, nhà trường, bạn bè, học sinh, mạng xã hội...)

Cô biết tới thông qua nhà trường, mạng xã hội

Câu 3: Các học sinh của thầy/ cô có từng ai tham gia các cuộc thi Trang Nguyên Tiếng Việt và Trang Nguyên Toàn Tài chưa?

Rồi

Câu 4: Thầy/ cô biết những gì về cuộc thi Trang Nguyên Tiếng Việt và Trang Nguyên Toàn Tài?

Chị biết rằng đây là cuộc thi được tổ chức lấy cảm hứng từ 3 kỳ thi Trang Nguyên thời phong kiến Hương, Hội, Đình. Cuộc thi dành cho học sinh tiểu học với trọng tâm là tiếng Việt và các kiến thức liên môn.

Câu 5: Thầy/ cô cảm thấy cuộc thi Trang Nguyên Tiếng Việt và Trang Nguyên Toàn Tài đem lại những gì cho học sinh tiểu học?

Tôi nghĩ rằng đây sẽ là một sân chơi rất bổ ích, mang lại kiến thức và giúp các con được cọ sát, cạnh tranh với nhau, nâng cao tinh thần học hỏi.

Câu 6: Đầu là ưu điểm mà thầy/ cô nhận thấy ở cuộc thi Trang Nguyên Tiếng Việt và Trang Nguyên Toàn Tài?

Sát với chương trình học trên lớp của các con. Câu hỏi rõ ràng, dễ hiểu đối với học sinh tiểu học. Thời gian ôn tập, thi linh động để học sinh làm quen với cuộc thi. Đây cũng là những điều chị thấy rất thích ở cuộc thi Trang Nguyên năm nay. Rất phù hợp với học sinh tiểu học.

Câu 7: Đầu là thiếu sót mà thầy/ cô nhận thấy ở cuộc thi Trang Nguyên Tiếng Việt và Trang Nguyên Toàn Tài?

Cuộc thi cho đến nay chưa thấy gì bất tiện.

Câu 8: Thầy/ cô nghĩ cuộc thi cần có thêm điều gì để hấp dẫn nhiều bạn học sinh tham gia hơn?



Không có

Câu 9: Ngoài cuộc thi cuộc thi Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài, thầy/ cô đã từng biết tới cuộc thi nào tương tự chưa?

Tôi biết tới cuộc thi Violympic và IOE Tiếng Anh

Câu 10: Thầy/ cô đã từng đăng ký tài khoản khóa học Trạng Nguyên Tiếng Việt và Trạng Nguyên Toàn Tài chưa?

Tôi có

Câu 11: Thầy/ cô cảm thấy khóa học này giúp con học sinh được gì nhiều nhất?

Khóa học giúp các con ôn luyện các bộ câu hỏi sát hơn với vòng thi Trạng Nguyên Tiếng Việt. Ngoài ra, khóa học hỗ trợ ôn luyện kiến thức trên lớp cho học sinh.

Câu 12: Thầy/ cô cảm thấy đâu là những bất tiện mà thầy/ cô và học sinh gặp phải trong quá trình tham gia khóa học?

Việc nhắc nhở học sinh ôn luyện tại nhà cần sự giúp sức của cả phụ huynh bởi các con chưa tự giác.

Câu 13: Thầy/ cô nghĩ khóa học cần thay đổi gì để cải thiện chất lượng tốt hơn?

Khóa học nên có thêm các phần thưởng và các bài đánh giá năng lực hàng tuần để giáo viên và phụ huynh nắm được mức độ hiểu bài của con

Câu 14: Thầy/ cô có đề xuất khác gì để Trạng Nguyên hỗ trợ học tập tốt hơn cho các con không?

Không

Xin chân thành cảm ơn!

VI. EVENT PHOTOS



[illegible]



IX. TIKTOK MATERIALS

	Thứ 2	Thứ 3	Thứ 4	Thứ 5	Thứ 6	Thứ 7	Chủ Nhật
Tuần 1			1/11	2/11	3/11	4/11	5/11
			Kiến thức		Đồ vui	Thử thách	Thử thách
	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung
			Những sự thật thú vị về Tiếng Việt phần 1: cách trẻ nhỏ học ngôn ngữ thông qua việc bắt trước		- Sắp xếp các chữ cái để tạo thành từ đúng	- Hướng dẫn gấp giấy các loại quả dễ thương	- Tập thể dục cùng bé
			Video		Carousel	Video	Video
			Not yet		Not yet	Not yet	Not yet
	Notes	Notes	Notes	Notes	Notes	Notes	Notes
			Link Caption		Link Caption	Link Caption	Link Caption
			Link Ấn phẩm		Link Ấn phẩm	Link Ấn phẩm	Link Ấn phẩm
Tuần 2	6/11	7/11	8/11	9/11	10/11	11/11	12/11
	Kiến thức		Đồ vui		Đồ vui	Thử thách	Thử thách
	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung
	Tìm hiểu về các kỳ thi thời xưa và các danh xưng Trạng Nguyên, Thâm Hoa, Bảng Nhân		- Tìm từ sai chính tả		- Sắp xếp các chữ cái để tạo thành từ đúng	- Hướng dẫn gấp giấy các loại quả dễ thương	- Tập thể dục cùng bé
	Video		Carousel		Carousel	Video	Video
	Not yet		Not yet		Not yet	Not yet	Not yet
	Notes	Notes	Notes	Notes	Notes	Notes	Notes
	Link Caption		Link Caption		Link Caption	Link Caption	Link Caption
	Link Ấn phẩm		Link Ấn phẩm		Link Ấn phẩm	Link Ấn phẩm	Link Ấn phẩm
Tuần 3	13/11	14/11	15/11	16/11	17/11	18/11	19/11
	Kiến thức		Đồ vui		Đồ vui	Thử thách	Thử thách
	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung
	Cách nói "người thầy, cô" trong các tiếng dân tộc khác nhau ở Việt Nam phần 1		- Tìm từ sai chính tả		- Sắp xếp các chữ cái để tạo thành từ đúng	- Hướng dẫn gấp giấy thành các con vật dễ thương	- Hướng dẫn làm tấm thiệp tặng thầy cô giáo nhân ngày nhà giáo Việt Nam
	Video		Carousel		Carousel	Video	Video
	Not yet		Not yet		Not yet	Not yet	Not yet
	Notes	Notes	Notes	Notes	Notes	Notes	Notes
	Link Caption		Link Caption		Link Caption	Link Caption	Link Caption
	Link Ấn phẩm		Link Ấn phẩm		Link Ấn phẩm	Link Ấn phẩm	Link Ấn phẩm



Tuần 4	20/11	21/11	22/11	23/11	24/11	25/11	26/11
	Kiến thức		Đồ vui		Đồ vui	Thử thách	Thử thách
	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung
	Cách nói "người thầy, cô" trong các tiếng dân tộc khác nhau ở Việt Nam phần 2		- Tìm từ sai chính tả		- Sắp xếp các chữ cái để tạo thành từ đúng	- Hướng dẫn gấp giấy thành các con vật dễ thương	- Tập thể dục cùng bé
	Carousel		Carousel		Carousel	Video	Video
	Not yet		Not yet		Not yet	Not yet	Not yet
	Notes	Notes	Notes	Notes	Notes	Notes	Notes
	Link Caption	Link Caption	Link Caption	Link Caption	Link Caption	Link Caption	Link Caption
	Link Ảnh phẩm	Link Ảnh phẩm	Link Ảnh phẩm	Link Ảnh phẩm	Link Ảnh phẩm	Link Ảnh phẩm	Link Ảnh phẩm
Tuần 5	27/11	28/11	29/11	30/11			
	Kiến thức		Đồ vui				
	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung	Mô tả nội dung
	Giải thích lý do giọng các vùng miền nói tiếng Việt khác nhau		- Sắp xếp các chữ cái để tạo thành từ đúng				
	Video		Carousel				
	Not yet		Not yet				
	Notes	Notes	Notes	Notes	Notes	Notes	Notes
	Link Caption	Link Caption	Link Caption				
	Link Ảnh phẩm	Link Ảnh phẩm	Link Ảnh phẩm				

X. ACTIVITIES IN THE PROJECT





XI. QR CODE

Trạng Nguyên Tiếng Việt



Trạng Nguyên Education



Trạng Kể BẠN NGHE



Demo Podcast

