

COMMUNICATION CAMPAIGN

Camile BRIDAL WEDDING DRESS brand



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EXECUTIVE SUMMARY

With the goal of increasing customer recognition and sympathy for tailoring and wedding dress design services, our project team implemented a communication campaign in the fourth quarter of 2023 called ***"The Journey"***.

The campaign carries a meaningful message: When the journey is a catalyst that makes the results more meaningful. The campaign's content was covered on Facebook, TikTok and Offline events platforms and received good feedback from the audience.

The campaign will take place over a period of 3 months, from September 10, 2023, to December 10, 2023, and is divided into 4 main phases: (1) Market research and evaluation of Camile Bridal's current activities; (2) Trigger & Awareness, creating customer awareness through small events and parallel communication, generating a multi-sensory perception; (3) Trust & Engagement, enhancing awareness and building trust with customers to foster closer interactions through a series of continuous and diverse communication activities; (4) Amplify & Booming, developing and expanding on previous activities, combining to create the core activities of the campaign, covering mainstream media channels. However, all stages must always adhere to content management and production closely aligned with the campaign's messaging.

In particular, the campaign contributed to increasing monthly revenue by 20%, revenue by 18% over the same period last year, and the number of customers coming to the store increased significantly. On TikTok hashtags #tuxuongmaydenleduong reached 313,000 views (organic views) after just over 1 month.

ACKNOWLEDGMENT

First and foremost, to express our gratitude to the lecturer who guided us throughout this thesis project, Ms. Le Lan Ngoc. We truly appreciate her guidance, trust, and patience. The team is grateful for Ms. Lan Ngoc's enthusiastic support and timely presence, which greatly contributed to the successful completion of our graduation thesis.

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Gudnai Team also expresses heartfelt gratitude, with special hugs and kisses as a unique "proposal," to the individuals, the officers, and staff at Camile Bridal. Working with the people here made us feel like we were working with family. Special appreciation goes to CEO Hoa Duong, Ms. Thuy Linh, Ms. Myli, Mr. Kim Dat, who continuously sacrificed time and resources to assist us.

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CHAPTER I

OVERVIEW

A. PROJECT OVERVIEW

1. Name of capstone project

English name

MEDIA CAMPAIGN FOR
CAMILE BRIDAL WEDDING DRESS BRAND

Vietnamese name

CHIẾN DỊCH TRUYỀN THÔNG CHO
THƯƠNG HIỆU VÁY CƯỚI CAMILE BRIDAL

2. Reason for choosing Project

Contextual factors

- From August to September of the lunar calendar every year is the golden time for many couples choosing to hold their weddings, so the demand for wedding dress rental and tailoring services increases during this period.
- Under the influence of fashion trends and movies, more and more couples want to have a perfect wedding, starting with choosing the most beautiful wedding dress. However, unlike existing wedding dresses, some people choose to tailor wedding dresses on demand to create a unique dress, expressing their own personality and style.
- Product personalization: According to the April 2021 report of the David's Bridal brand, 86% of women want at least one personalized element in their wedding dress design. Therefore, wedding dress tailoring services can meet this need by creating unique designs and creating customers' personal impressions through exchanging and sharing their preferences.

- Today's wedding dress market, specifically on-demand tailoring, is witnessing competition from big brands, however in the mid-range -> affordable segment (5-15 million/1 dress), there is no such thing. There are many brands focusing on development.

Reason for choosing the topic

- Through this media campaign project, we have the opportunity to become interns at Camile Bridal business as the communications department. As final year students of FPT University, we want to be able to apply the knowledge we have learned at school, which is closely related to the professional knowledge we have learned in school. Subjects such as SSG201 (Events and Events Management), DTG102 (Advertising and Communications), EVN201 (Culture and Events), MPL201 (Communications and Events Project Management), CCO201 (Management Communications), BRA301 (Brand Management) provided us with a solid foundation in how to organize and manage events.
- (Implementing the communication project for the Camile Bridal brand "The Journey" is a practical opportunity to apply the knowledge we have learned. We will have the opportunity to carry out important aspects such as management time management, resource management, project management, marketing, and creating unique customer experiences. This communications project will also allow us to present and share the knowledge and skills that we have accumulated, and at the same time promote our professional development in the field of event organization and communication.)
- Realizing that everyone has the desire to own their own "Dream Dress", but not everyone has the opportunity to make that dream come true. That's why we want to become insiders and better understand the real situation. We want to develop an effective communication campaign for the wedding dress brand Camile Bridal to provide valuable information. and increase brand awareness through direct and indirect communication activities.

Once again, we want all brides to have the ability to own their own "dream wedding dress" for their special occasion, which is something we feel very happy and excited about.

3. Project Overview

Project Overview

Media campaign to promote the image of the wedding dress brand Camile Bridal. In this campaign, the group will combine with the Camile Bridal brand to promote the tailoring service to design wedding dresses for the bride's request. Through this campaign, the group will help the brand increase its recognition in the wedding dress industry. Besides, educate the consumer market that tailoring your own wedding dress is not complicated and not so expensive that only people with a lot of money can do it. Not only that, Camile Bridal wants to become a pioneering brand, bringing the tailoring segment to development.

3.1. The current Project

In accordance with the goals and objectives of Creating Awareness and Engagement, the communication campaign "The Journey" for the Camile Bridal brand is implemented and delivered in two main stages.

- Awareness: October 9 until November 11
- Engagement: From November 12 until December 8.

3.2. The proposed Project

- The communication campaign plan of the project "The Journey" is a series of activities
 - Workshop "Từ xưởng may đến lễ đường" with a team of organizers from Camile family conducted with main partners such as The Adam, Doji, Map Studio, Hanoi Tower, Platino.
 - Post-Workshop communication activities such as the series "From A to Z", stories about "Hugs", livestreams on TikTok and Facebook and products revolving around the brand (Video & Postcard...).

3.3. Boundaries of the Project

Project goals

- Educate the consumer market that tailoring your own wedding dress is not complicated and not so expensive that only people with a lot of money can do it. (Customers who use the service can directly participate in the design and production process of that wedding dress so they can cherish it - As well as accompany Camile on the happiest day).
- Want to promote tailored tailoring services for each customer to increase brand value through the service along with many small parallel campaigns.
- Bringing the tailoring segment to development.
- Increase sales revenue and increase brand recognition in on-demand tailoring services.
- Helps the bride feel appreciated and meaningful for her own wedding day (Dream wedding dress - Camile Bridal).
- Make the current wedding dress industry in general and tailoring services in particular more beautiful and meaningful (A segment that needs to be developed - a separate path suitable for general customers).

Scope: Communication Campaign field.

Project limits: Mainly focused on Hanoi area (Where Camile Bridal's headquarters is located).

Channel: TikTok, Instagram, Facebook

Role of the team in the project

- Research: Market, Competitors, Customer Insights, ...
- Planning: Campaign ideas, Social content routes, Workshop activity ideas.
- Implementation: Work with related parties to cooperate with the brand, Develop article content (text, images, videos) on social sites, Organize and supervise Workshop implementation.
- Evaluate and measure project result.

B. COMPANY OVERVIEW

1. Overview of Camile Bridal

1.1. Camile Bridal established

Camile Bridal was established from 2014 to present by Ms. Duong Thi Hoa, the founder, at 45 Nguyen Hy Quang Street, O Cho Dua Ward, Dong Da District, Hanoi City. Camile Bridal is a famous wedding dress brand in the field of bridal wedding dresses in Vietnam with more than 10 years of experience in the market. Camile Bridal is committed to providing brides with the best quality products and best services along with a team of experienced staff who will always listen, understand and help brides on their journey to find their brides. Give yourself the most perfect wedding dress for the most important day in every girl's life. At Camile Bridal, brides can freely choose wedding dresses and ao dai models with a variety of designs and styles to suit all tastes. In addition, the bride can choose the "tailor-made tailoring" service according to her needs, personality and personal preferences. This is considered the most outstanding service of Camile Bridal compared to other services. Other wedding dress brands made by Camile Bridal have a direct factory at the showroom, so all needs for editing wedding dresses that the bride desires will be met. Camile will support the bride in editing until any time. Get the dress you want without incurring any additional costs.

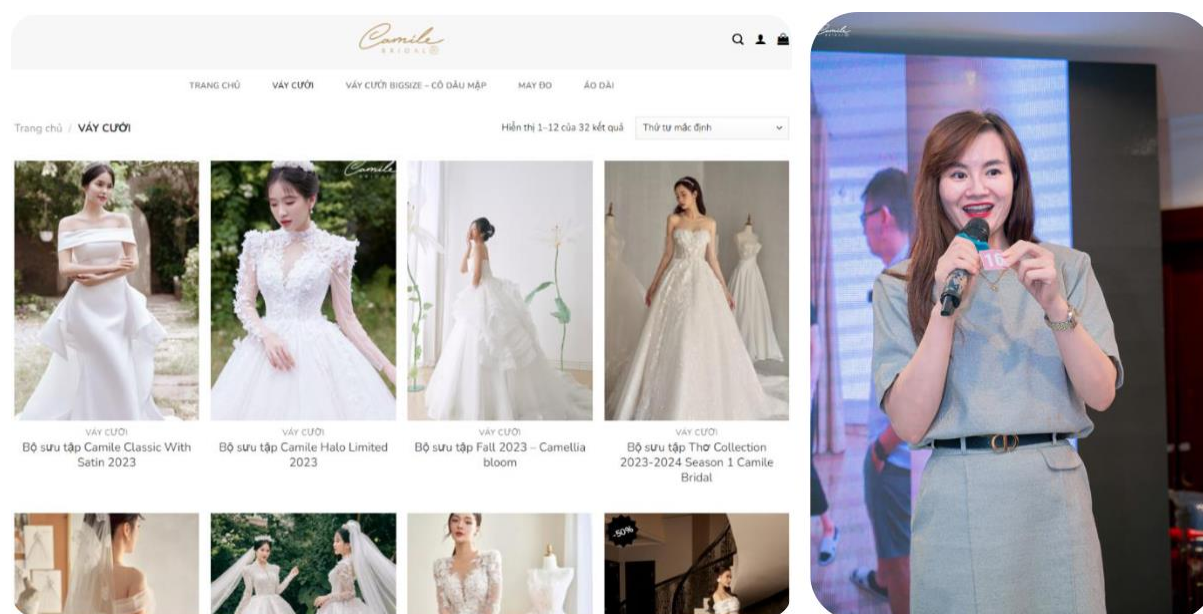


Image 1. Overview of Camile Bridal 1

1.2. Products and services

- **High-end wedding dress rental in Hanoi:** at Camile Bridal, brides will admire gorgeous and luxurious wedding dresses from the latest wedding dress collections such as lace wedding dresses, satin wedding dresses, chiffon wedding dresses, dresses. Shoulder wedding dresses, fishtail wedding dresses... are suitable for the trend of minimalist wedding dresses in 2023. Each wedding dress sent to customers is Camile Bridal's enthusiasm when meticulously cared for from the design stage. Designing and choosing sewing materials, up to the stage of sewing dresses and attaching stones and crystals. Therefore, Camile is very "fastidious" when designing wedding dresses and always requires the highest quality materials, from imported lace to high-end Swarovski crystals, which are carefully selected by experts little by little. so that when the model is created it will be as perfect as possible.
- **Tailoring and renting wedding dresses in Hanoi:** Because we understand that wedding dresses are very important to brides and each bride wants to own her own "unique" dress. That's why Camile Bridal has provided a tailor-made service for renting high-end wedding dresses on request at a very affordable cost, as cheap as the rental price is only 7 million VND. Every bride who chooses to have her wedding dress tailored at Camile's house will receive detailed advice on the model and materials. The bride will also be directly involved in the selection of materials to bring the best results. the most satisfactory products.

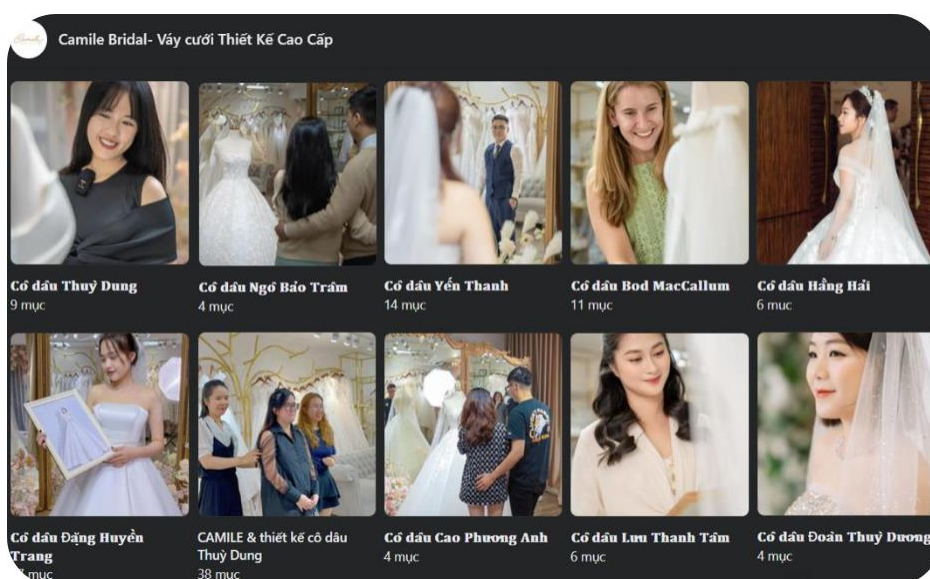


Image 2. Overview of Camile Bridal 2

- **Hanoi wedding ao dai rental, engagement ao dai, mother of the bride ao dai:** Each traditional wedding ao dai is always indispensable in the wedding ceremony of couples, in addition to gorgeous wedding dresses. luxurious. Because the wedding ao dai for the bride and groom is a long-preserved cultural beauty of Vietnam. Understanding that, in addition to renting high-end wedding dresses in Hanoi and accepting tailor-made rental wedding dresses, Camile Bridal also introduces to couples collections of bridal wedding ao dai, couple wedding ao dai, and ao dai for couples. mother of the bride and groom through traditional designs on high-quality silk and brocade fabric with wedding ao dai rental service. Therefore, when wearing Camile Bridal's ao dai designs, the wearer will certainly become luxurious, elegant and attractive.

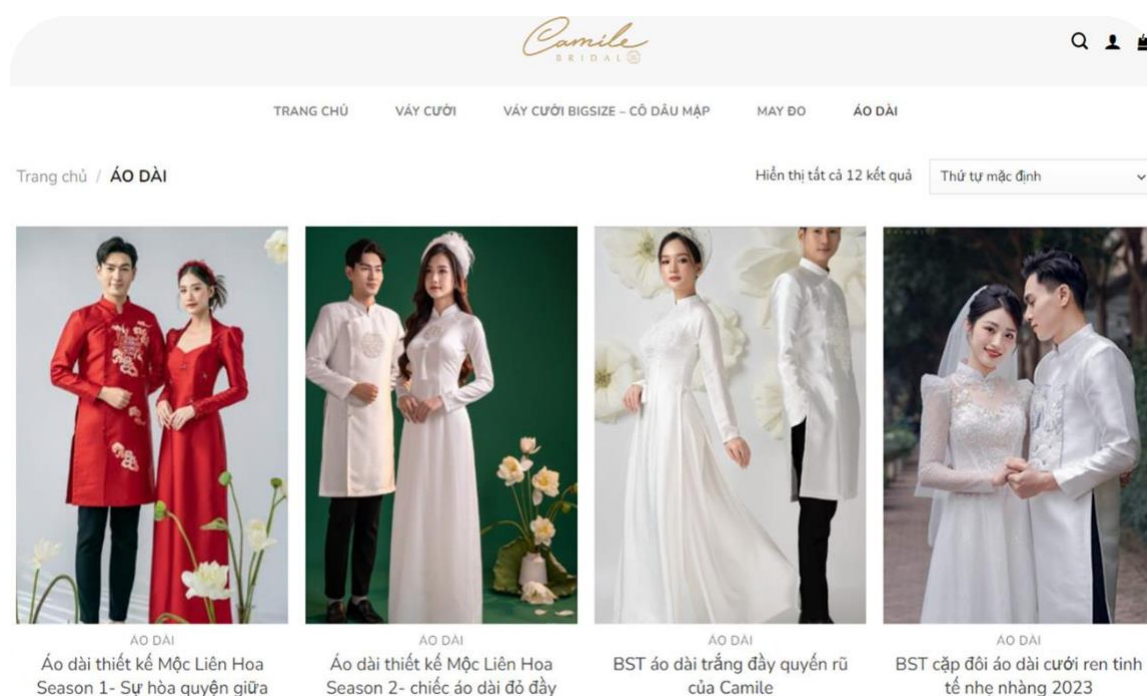


Image 3. Overview of Camile Bridal 3

2. Vision, Mission, Core Value

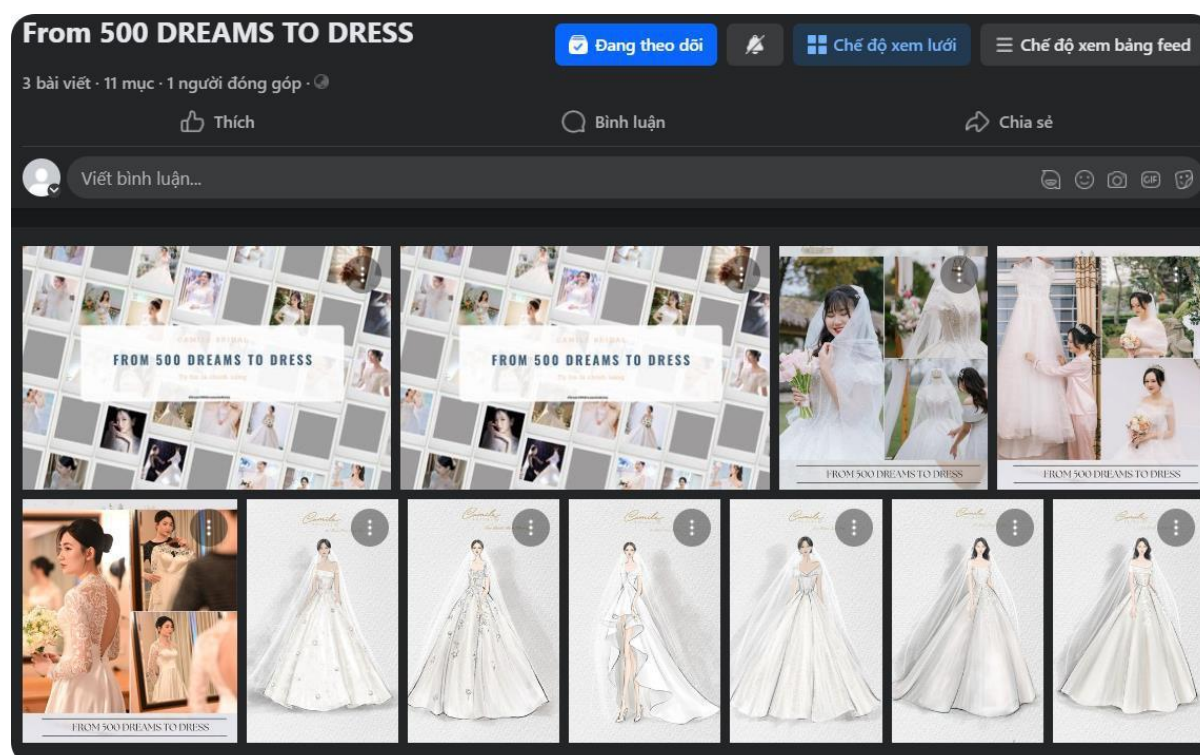


Image 4. Vision, Mission, Core Value

2.1. Vision

Camile is positioned as the leading brand in tailoring and designing wedding dresses on demand. Therefore, by 2025, Camile Bridal will become the leading unit in tailoring and designing wedding dresses for the customer segment with the ability to pay 20-60 million on their own.

2.2. Mission

Camile Bridal's mission is to bring millions of brides custom-designed wedding dresses with their own style, personality and uniqueness at affordable prices.

2.3. Core value

Wedding dresses are individually designed by designers with quality and differences in design. Wedding dresses are designed specifically to ensure no plagiarism, materials are carefully selected and sewn to be comparable to other products in the high-end 50-100 million.

- Customers can have designs tailored to their preferences, personality, and especially to cover their body flaws.
-

- The positioning price is suitable for many young people who desire a custom-designed wedding dress that they can pay.
- Bringing customers better quality products and services than expected with dedication and kindness from Camile Bride's staff.
- Dedication and sincerity from Camile's CEO, customer-centred and desire to bring the best and highest value to customers.

3. Brand identity

3.1. The meaning of the Logo



Figure 1. Brand's Logo

Camile Bridal's logo is a logo that combines text and a rose image. Always wanting the most minimalism possible to help customers easily recognize and remember the brand, which is why Camile Bridal chose a logo in text form, not necessarily another type of logo. In Camile's logo, two font styles are used: a soft handwritten font and a sans-serif font, straight and thin. Soft handwritten fonts tend to create a friendly, familiar feeling, helping customers feel close and connected to the brand. Not only that, soft handwritten fonts always show naturalness, openness, freedom, flexibility and creativity and that is exactly what Camile Bridal wants to bring to customers when deciding to use them... Use products and services of Camile Bridal. When choosing Camile Bridal's products and services, the bride will be free to create a wedding dress that suits her and Camile Bridal is always flexible in adjusting to suit all the bride's needs. In addition to using fonts for soft writing, Camile Bridal also uses sans-serif fonts with straight and thin lines. This is a small detail, but it helps Camile's logo become more balanced and the rose image is also associated with the image of the bride on her wedding day.

3.2. The meaning of the Slogan



Figure 2. Brand's Slogan

Camile Bridal with the slogan "Tự tin là chính nàng"

Confidence to be yourself is not only the brand's slogan, but it is also the guideline that Camile's CEO, Ms. Duong Thi Hoa has applied to all custom-designed wedding dress products. Right from the early days when founded Camile Bridal did not follow the trend of creating luxurious, gorgeous, and lavish wedding dresses, but instead took customers as the core for the brand's development. When brides become beautiful and confidently shining in Camile's wedding dress is the biggest success and what the entire staff wants to bring to brides. Help brides ``Tự tin là chính nàng'' is the responsibility and duty of all staff at Camile Bridal.

3.3. The meaning of using beige in Camile Bridal's logo and slogan design

Camile's logo and slogan use color as the main color tone. Color is always a favorite color and is widely used in fashion brand designs. Beige brings a warm, gentle feeling, creating a gentle, close, friendly feeling and for each customer who chooses to use the service, Camile Bridal products will always bring a cozy, comfortable space. like being at home and will always create closeness and friendliness between staff and customers. That's why Camile Bridal decided to choose color tone as the main color for the brand identity.

3.4. Brand personality

- ***Sophistication, meticulousness, elegance:*** This is shown through careful choices of materials as well as in the design of a wedding dress for each bride. Conformity is very necessary because no bride is the same, they will have their own advantages and disadvantages so sophistication is shown in the fact that the designer must clearly see that to utilize and limit. Not every bride can just wear an expensive dress to become gorgeous and shine.

- **Romance:** Camile focuses on creating designs that bring a romantic atmosphere from the use of soft materials and textures to delicate and elegant cuts.
- **Confidence:** The desire to always want every bride to own her own "Unique" wedding dress so she can confidently shine on the important day of her life.
- Camile does not ask to follow the trends of designing luxurious, gorgeous, and lavish wedding dresses, but takes the customer as the core to develop a product or always takes it as the center to develop with the sole purpose of developing a product. especially to meet and satisfy future brides.

3.5. Brand voice

- **Language:** Lightly, tender, cute and girly.
- **Expression:** Use familiar and emotional language to describe or describe the unique high-quality designs of the collection or give suggestions to brides.
- > Present as a friend, a relative or even a trustworthy companion of the brides.

3.6. Culture

- Special care comes from every small detail not only in the products but also in all services Camile Bridal provides to customers with the desire to create the best shopping experience for brides.
- Always respect and understand the feelings and requests of future brides.
- Dedicate yourself to every product and every detail to meet customer needs until customers are satisfied.

3.7. Personal Branding (CEO)

The CEO of Camile Bridal may appear as a creative and inspirational person, and shows love and passion for each product produced by the brand. CEO Hoa Duong considers his job not simply to create beautiful wedding dresses for future brides, but the CEO sees himself as someone who collects the ideas and dreams of future brides and Patching and assembling it creates a complete picture.

Nicknamed "The one who creates dreams into reality"

4. The advantage in competition (USP and angels)

- **Strong brand and emotional connections:** Camile Bridal has always placed great emphasis on creating a unique sentiment surrounding its brand. Camile Bridal not only sells goods but also develops emotional experiences, and social media material frequently focuses on fostering a sense of joy, harmony, and sharing between the company and its audience.
- **Promote engagement with the neighborhood and interaction:** Camile Bridal supports community involvement through seminars, exhibitions, and outreach initiatives.
- **Timing and engagement opportunities:** Camile Bridal employs a recurrent schedule to provide material, such interesting programs or collections, to keep customers interested in the brand all year round.
- Although bespoke tailoring is becoming more and more common among **wedding dress manufacturers**, Camile Bridal educates consumers on how to more easily and affordably customize their own wedding gown. The only individuals who can do it are those with enormous salaries.
- **Combined with the message:** Design your own distinctive and fashionable wedding gown with the bride. Every bride is unique in terms of their body type, faults, personalities, interests, and sense of style. They wear several versions of their ideal wedding gowns together with their wedding gowns. Camile will walk by her, listen to her, and help her while she makes her ideal wedding gown.

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CHAPTER



CHAPTER II

RESEARCH AND ANALYSIS

A. SITUATION ANALYSIS

1. Communication in wedding dress industry

1.1. Bridal Gowns Market in the world

Key Insights

- According to our research analyst's view, the worldwide wedding gowns market is expected to develop at a CAGR of roughly 6.5% over the projected period (2023-2030).

- The worldwide wedding gowns market was valued at around USD 44.2 billion in 2022 and is expected to reach USD 73.2 billion by 2030.

Over the projected period, the growing trend of weddings and marriages is likely to fuel the growth of the bridal gown market.

- The ball gown category is predicted to have the biggest market share over the forecast period.

- The georgette section is predicted to increase rapidly during the projection period, based on the material.

Growing trends in weddings and marriages drive the market growth

- The frequency of weddings and marriage rates have a direct influence on bridal gown demand. Cultural and cultural standards, as well as changing marriage tastes, all contribute to the growth of the worldwide wedding gown industry. Bridal gown demand is driven by factors such as a rise in the number of weddings, destination weddings, and distinctive wedding themes.

- According to secondary research, around 30,000 weddings take place in India each day, over 900,000 every month, and over 10 million per year. This wedding and marriage trend is projected to continue, driving market development during the projection period.

Key Market Insights

- *Growing Demand:* The demand for bridal dresses has been steadily rising, driven by a growth in weddings, cultural influences, and social media exposure.
- *Changing Fashion Trends:* As fashion trends change, so do bridal gown styles and designs. Today's brides look for distinctive, bespoke gowns that showcase their unique personalities and fashion choices.
- *Online Retailing:* The rise of e-commerce has had a big influence on the wedding gown industry, giving women easy access to a huge selection of alternatives and allowing for personalization.
- *Sustainability and ethical conduct:* Customers are becoming more aware about sustainability and ethical conduct. Eco-friendly textiles, fair trade methods, and supply chain transparency are becoming more and more in demand.

Market Drivens

1. *Growing disposable incomes:* Growing disposable incomes have increased expenditure on weddings, notably bridal dresses, in emerging nations.
2. *Increasing Wedding Numbers:* The demand for bridal dresses has been boosted by a rise in the number of marriages, which has been observed around the world in the wedding business.
3. *The impact of social media:* Websites like Instagram, Pinterest, and wedding blogs have fostered a society that is visually focused, encouraging brides to look for distinctive and cutting-edge bridal dresses.
4. *Desire for Personality:* Modern brides like weddings that are tailored to them, down to the bridal dresses that are made specifically for them and that showcase their distinct sense of fashion and personalities.

Key Market Trend

1. *Sustainable and Minimalist Designs:* Growing interest in sustainability has increased demand for eco-friendly and simple wedding gown designs.
2. *Inclusiveness and Body Positivity:* Bridal gown designers are encouraging body positivity via their advertisements and embracing inclusiveness by providing a wide range of sizes.

3. Non-Traditional hues: To add a special touch to their wedding apparel, brides are experimenting with non-traditional hues like pink, champagne, and pastels.

4. Mix-and-Match Separates: By matching various shirts and bottoms, brides may create their own distinctive outfits with this trend in separates.

Key Industry Development

1. Virtual Try-On: Retailers of bridal gowns have embraced virtual try-on technology, enabling brides to see how a dress might appear on them without really trying it on.

2. Sustainable textiles: In order to create more eco-friendly, products, designers and producers are combining recycled materials, organic cotton, hemp, and other sustainable textiles into their wedding gown lines.

3. Size Inclusivity: There has been a push in the market for sizes to be inclusive, with manufacturers broadening their size ranges and providing made-to-measure choices to accommodate various body shapes.

4. Customization Options: Bridal gown companies are increasingly allowing brides to customize their gowns by adding particular changes, decorations, or colors. **(MarkWide Research, 2023).**

In conclusion, Participants in the market should concentrate on meeting the wide range of consumer tastes, embracing sustainability, and utilizing technology to improve customer experiences as the market expands. By staying attuned to the latest trends and providing high-quality, personalized options, businesses can thrive in the bridal gowns market and contribute to the joy and happiness of countless brides around the world.

1.2. Bridal Gowns Market in Vietnam

- Vietnamese bridal gowns have a distinctive past and a wealth of traditional values. The ao dai is the customary attire for the bride and husband on both weekdays and formal events. Ao dai is made specifically for each person based on their dimensions. The bride adds elegance to the wedding ceremony by donning a cloak over the ao dai. Although bright pink may occasionally emerge, red is frequently employed. The bride may don a scarf or a conical hat.

- Even though it is unknown who the first bride in Vietnam to wear a Western-style wedding dress was, the Western wedding dress has already been introduced and is popular in Vietnam. There are several businesses and retailers that rent out wedding gowns and then later launch other wedding services... That performs admirably. The bride and groom can switch between Western-style clothes and ao dai attire three or four times on the wedding day. Traditional wedding attire appears to be "fading" in favour of Western wedding dress fashion.

This year's dress models that are most popular with brides tend to be a bit sexy, thin and light. Two-strap shirts, light tails or boat necks, tight waists and light straps are still at their peak. If last year, translucent fabric with glitter was preferred by most brides, this year the wedding dress models are all designed on taptá fabric, foam, wrinkled or thin lace... simple but luxurious to create giving the wearer a gentle and graceful gait.

- This year, the most popular pricing for wedding gowns for hire is 900,000-5,000,000 VND/set/rental (including cosmetics), with the most popular "goods" ranging from 1 to 2 million VND/set. Most stores strive to entice clients by offering modest presents, haircuts, and discounted art photography... Some establishments also hire cars and make wedding flowers for 150,000- 250,000 VND each bundle and 600,000 VND per cart (including decorating). Brides reported that charges for all of these services were 10-15% more than the previous year.

1.3. Communication campaign for Bridal Gowns in Vietnam

Influencer Marketing

- The marriage of Streamer Xemesis and Xoai Non was solemnized in November 2020. The Xoai Non bride's collection of wedding gowns, notably the main wedding gown costing tens of billions of dong, is one of the ceremony's attractions. The designer of a number of brides' wedding gowns is Linh Nga Bridal, a prestigious wedding dress company.

- The "mythologizing" of this wedding, which made Xoai Non the bride, has been facilitated by social media coverage of luxury themes and the participation of several notable personalities from the entertainment industry. Many girls find her admirable, which helps Linh Nga Bridal spread the message "Reaching the Princess Dream" more effectively. **(Advertising Vietnam, 2020)**

Fashion Show

Hacchin Couture x Lan Khue

- Lan Khue collaborated with the Hacchic Couture brand for the "ALUMINIUM Fashion Show" to mark her ten years as the lead designer and active participant in the creative process.

- The fashion show has the participation of contestants of The New Mentor - a famous reality TV show about models in Vietnam. In particular, the fashion show was held around the time that The New Mentor program was gaining popularity on social networking platforms, and the participating contestants also had a certain level of recognition with the public.

Platform: WEDDING SYMPHONY

- With a goal of connecting the best creative and artistic minds in Vietnam, LUXUO Media Vietnam Group formally announces the "platform" WEDDING SYMPHONY as the trend of extravagant weddings continues to grow.

WEDDING SYMPHONY has a variety of cross-cutting activities that are particularly created around the subject, such as the BE MADE OF LOVE video series, where top experts in a variety of wedding-related professions will talk about their experiences and share their opinions. their suggestions for organizing the ideal wedding.

- The WEDDING ART GALLERY show will come after the BE MADE OF LOVE VIDEO SERIES, launching a creative venue that resonates with creative minds via seamless experiences including Showcase, a performance of the La La Land Mini Concerto, knowledge exchange in the Private Section, and open workshops. Particularly, during the Private Sections activity, the 100 couples who register as soon as possible will have the chance to meet and speak directly with top designers in order to create their ideal wedding design.

- The VIETNAM WEDDING SYMPHONY AWARDS 2023 awards ceremony, which promotes the growth of this business in the Vietnam area in particular, also adds a "climax melody" for genuinely uplifting occasions. throughout the entire planet. The fashion show held as part of the awards event will, in particular, showcase high-end wedding designs and take attendees on a quest to discover the actual meaning of the most significant white garment in the course of human life.

2. Social Media use in Vietnam

- In 2022, Vietnam had a population of over 100 million, more than two-thirds of whom were frequent users of social media. Particularly, Facebook was utilized by over 90% of internet users in Vietnam (Meta), making it the most popular social media network in the nation. Local messaging app Zalo has routinely surpassed other worldwide juggernauts like YouTube and TikTok to rank as the second most popular social network at the same time.

- After being made available to Vietnamese internet users in 2019, TikTok swiftly gained popularity, becoming one of the most widely used social media sites in the nation. It has gained particular traction among Generation Z. With around 50 million people active on the social video platform, Vietnam has the second largest TikTok audience in the Asia Pacific region as of January 2023. In Vietnam, TikTok has lately expanded its capabilities to become a social commerce platform that users found to be simple, practical, and amusing to use. TikTok is now more than simply a short video sharing channel.

- Over 75% of Vietnamese internet users followed influencers on social media as of May 2023, and almost 80% of them said they had purchased anything as a result of the recommendations of influencers. Contrarily, social commerce transforms these platforms into real-time channels for buying and selling that enable one-on-one communication between users.

- TikTok has millions of active viewers globally since its debut in 2017. The platform makes use of algorithms to choose the material that users interact with most frequently and to continually propose other content that would meet viewers' needs.

- This type of commerce has had steady development and is currently one of the top e-commerce platforms in Vietnam with the greatest penetration rates, suggesting the potential of social media as the country's future one-stop shop for consumers. **(Statista, 2023).**

The Rising of TikTok in Vietnam - Social media Platform for Gen Z

- TikTok is well-liked by the majority of Gen Z in Vietnam together with other social media applications, not just for amusement but also for online buying activities.

The For You Page feature on TikTok distributes collected material and edits it based on users' comment-like-share actions. Users trade their data for a tailored experience in return for access to select trending filters. As a result, social media users, particularly members of Generation Z, have been debating issues related to personal data and children's safety.

- With some considering abandoning the applications for privacy-related reasons. Users under the age of 18 won't be able to view information intended for a certain audience, according to TikTok, which will help limit the display of content that might not be suitable for everyone. **(Statista, 2023).**

B. COMPANY ANALYSIS

1. 4Ps and 4Cs analysis

4P's	4C's
Product	Customer
Camile Bridal is a provider of wedding dresses for rent, making services, custom wedding design...	Camile Bridal meets and solves customer needs as well as assists in choosing rental dresses and accompanies the bride in making and designing wedding dress
Price	Cost
Camile Bridal average revenue for each service ranges from 60-65%/product (15.000.000 VND - 70.000.000 VND)	Currently Camile Bridal has 3 main classification levels for making and designing services including: Elegant, Luxury, and Limited for brides
Place	Convenience
Camile Bridal currently has a showroom in central Hanoi, combining social media channels Facebook, Instagram and TikTok	Camie Bridal focuses mainly on the Facebook and TikTok platform to communicate and work with customers primarily and effectively
Promotion	Communication
Camile Bridal's strategy for customers is PR with the message "Create your own unique and stylish wedding dress with the brides"	Besides two-way communication platforms such as Facebook and Instagram, Camile also has other personal channels such as Zalo, Texting.

Table 1. 4P's and 4C's analysis

2. S.W.O.T analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> The fact that Camile Bridal has been in business for 9 years and has a young staff that always adopts trends quickly also helps the business satisfy even the most picky clients. In terms of "tailoring and wedding dress design" services, Camile Bridal is certain that it is among the top wedding dress brands. Target consumers are between the ages of 22 and 30 and have monthly incomes of 20 to 50 million, with a range of 20 to 80 million for individual plans. 	<ul style="list-style-type: none"> There aren't many people in departments, especially in teams like marketing or communications, which only have one or two people. The communications team has not performed its duties well, initiatives started at the beginning of the year have not met their objectives, and other projects are stagnant and behind schedule as a result. Although it has been in operation for nine years and made some progress, the store's showroom only has one location. Furthermore, as rivals continually establish more showrooms with greater spaces to boost awareness for brides, the little space is also a significant problem.
Opportunities	Threats
<ul style="list-style-type: none"> High-end wedding dress companies frequently overlook their target audience (salary 20 - 50 million VND/2 months). People will spend more time and money to fulfil the rising demand for wedding dresses as the socio-economic environment grows more stable throughout time. 	<ul style="list-style-type: none"> Competitive pricing with large brands or wedding dress design companies that have been around for a while and directly compete with people. Natural catastrophes, wars, diseases, social crises, and economic crises are among the unpredictable elements that are occurring more often.

Table 2. S.W.O.T Analysis

3. Competitors analysis

Currently, Camile Bridal has competitors in different aspects such as: Linh Nga Bridal (service competition), White Peony Bridal (price competition)...

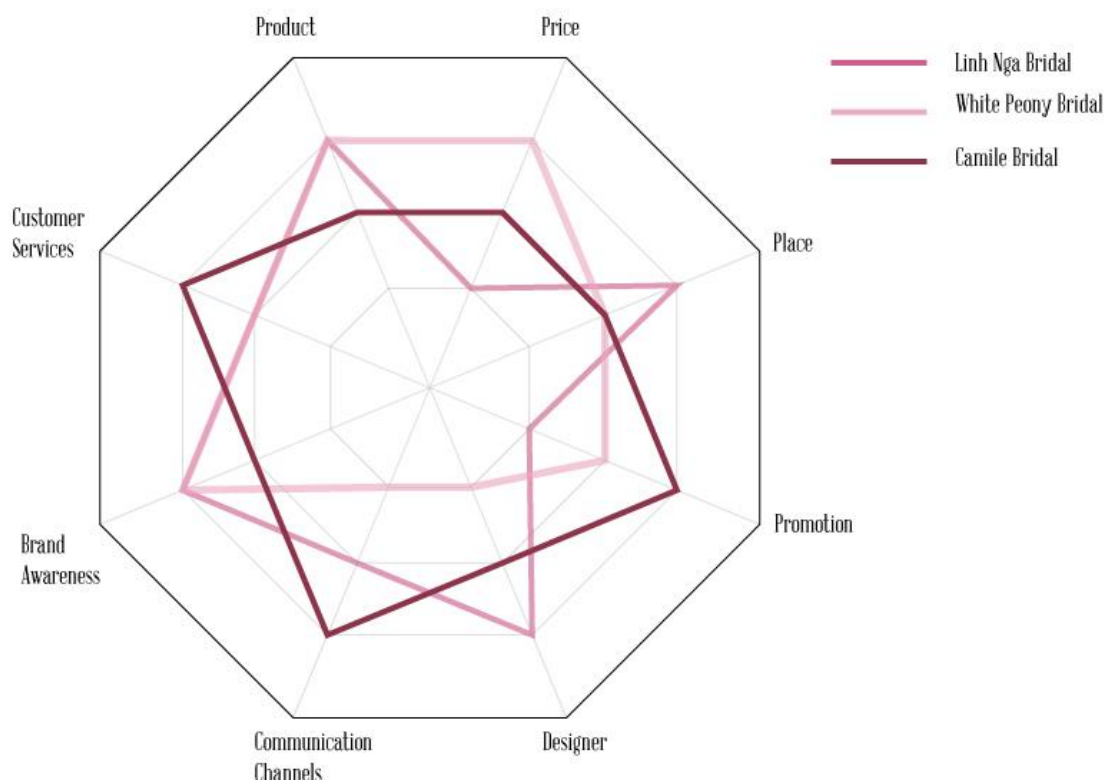


Figure 3. Competitors analysis spider-web diagram

3.1. Linh Nga Bridal

Facebook	Instagram	Tiktok	Pinterest	Youtube
Publish: June 24, 2019 Likes: 342K Followers: 381K Running ads: 5 articles (From August 2023)	Publish: June, 2012 Likes: 383.6K Followers: 67.7K	First video: March 17, 2019 Likes: 383.6K Followers: 46K Average views: ~ 20K	Followers: 3.1K Monthly views: 855.3K	Number of registrations: 3.6K

Table 3. Competitors analysis - Linh Nga Bridal

3.1.1. Strengths

Quality and design: Linh Nga Bridal is known for its high quality and beautiful, sophisticated wedding dress designs. Having more than 4 years of experience in the field of designing and sewing wedding costumes - Linh Nga Bridal is always proud to be a prestigious wedding dress brand in Vietnam ranked in the TOP 5 brands voted by marry.vn.

The brand has designers, consultants and staff with profound knowledge about wedding dresses. A typical example is designer Linh Nga - CEO Linh Nga Bridal - the person behind the most expensive wedding dress in Vietnam that Xoai Non wore on the big day. With experience and expertise, Linh Nga Bridal is able to provide customers with professional advice and support from the process of choosing samples, measuring, creating forms to detailed adjustments. Evidence for this can be. ositive reviews from previous customers about Linh Nga Bridal's consulting and care services. That is why Linh Nga Bridal is currently the address chosen by many stars and artists to wear beautiful dresses to attend events, award ceremonies, red carpets, launch ceremonies, ...

Convenient location: The location of Linh Nga Bridal store in Hanoi is located in a prime location, convenient for customers to access. The Hanoi base store is located in the central area of the city and near areas with many wedding activities. This creates convenience for customers when they want to come to Linh Nga Bridal to shop and try on wedding dresses. And going to the store to experience it directly is not too difficult.

3.1.2. Weaknesses

Price: The company focuses mainly on middle and high-class people and this makes part of the market unable to access and experience its products. In addition, quality goes hand in hand with price, so Linh Nga Bridal's products and services may have higher prices than some competing brands. This may reduce accessibility for some customers with limited budgets.

3.2. White Peony Bridal

Facebook	Instagram	TikTok
Publish: December 1, 2014 Likes: 62K Followers: 63K Running Ads: 5 articles (from August 2023)	Publish: July 2017 Followers: 10.6K	Followers: 12 Likes: 24 First video: July 18, 2023 Latest video: August 5, 2023 Average views: ~200

Table 4. Competitors analysis - White Peony Bridal

3.2.1. Strengths

- **Unique design:** White Peony Bridal has a strong element in creating unique, beautiful wedding dress designs that carry the unique characteristics of each collection, attracting customers' attention without Massive compared to other tailor-made wedding dress brands.
- **Product quality:** White Peony Bridal focuses on product quality, ensuring meticulousness in every detail and using high-quality materials.
- **Price:** There is also a service to rent dresses available from the collection and tailor designs. Tailored design prices are not too high but the quality is still guaranteed, so customers have many choices of services that suit themselves.
- **Social:** Have a communication concept, unify the communication content line and have a stable posting frequency (5 posts/week). Take care of elaborate Fan Page and Instagram images; Content revolves around collections, wedding dress products, and bridal/wedding remakes; with product packaging (full package).

3.2.2 Weaknesses

Brand identity: White Peony Bridal has not built a strong brand identity, has a TikTok platform but is not active and in use. The average interaction is not strong; There are not many content routes yet, and the content routes are not yet diverse, which may reduce customer recognition and trust. You can add content that hits insight instead of each product image.

C. CUSTOMERS INSIGHTS RESEARCH

1. Primary research: Survey

- The wedding industry is one of the fields that develops strongly and constantly changes over time. With the increasing demand of young couples wanting a perfect wedding, the wedding industry market is increasingly competitive and diverse. The wedding dress market comprises many different constituents, such as consumers, designers, and wedding dress manufacturers. In this market, retailers are equally crucial. Designers come up with new designs for wedding dresses while taking into

account a variety of elements, such as individual preferences, cultural influences, and current fashion trends. These patterns are used as a foundation by manufacturers to create bridal gowns. These producers utilize new sewing techniques and skilled artisans. According to secondary analysis, in India, about 30,000 weddings take place per day, over 900,000 per month, and more than 10 million per year. Wedding and marriage trends are expected to grow further, thereby driving market growth in the current and upcoming periods. (MAHAVIR AIWALE; Jun 6, 2023; *Global Bridal Gowns Market Size, Share, Growth Report 2030*).

- Currently, most couples are familiar with the wedding dress rental service available at stores, in which the service of tailoring and designing locally owned wedding dresses is still a niche market in the wedding industry, not really popular yet. To gather primary data on the level of understanding and attitudes that contribute to behavior among young people of various ages (ranging from 18 to 35 years old) and couples preparing for marriage, as well as groups of them. We used a 259-person survey: The survey showed that up to 159 people (61.4%) have heard or know about the wedding dress rental tailoring service. Immediately followed by 98 people (37.8%) who have never heard of it or know it, this is considered a not small number.

Bạn đã từng nghe hoặc được biết về Dịch vụ may đo thuê váy cưới trước đây không?

259 responses

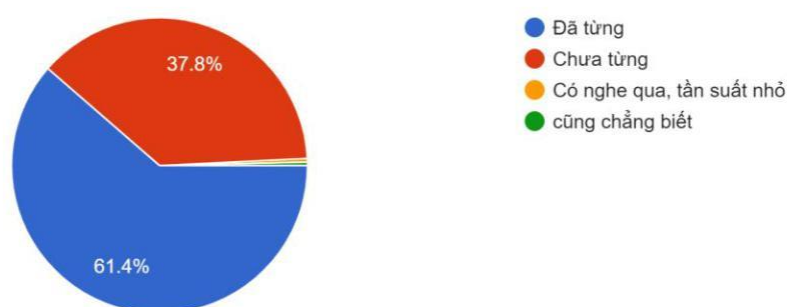


Figure 4. Research Survey - Have you heard or known about wedding dress rental tailoring service before?

Of the 259 people who filled out the survey, we asked their subconscious thoughts about how much more the cost of a rented tailoring service and wedding dress design service would be compared to a ready-to-rent service. The results showed that the majority of people (38.2%) think it will be 50-70% higher and 29.7% think the price will be 20-30% higher.

Theo bạn, chi phí cho Dịch vụ may đo thuê, thiết kế váy cưới nhỉnh hơn khoảng bao nhiêu so với dịch vụ thuê sẵn?

259 responses

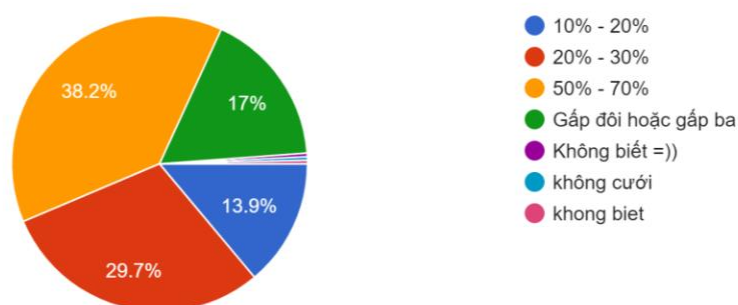


Figure 5. Research Survey - In your opinion, how much more does the cost of a rental tailoring and wedding dress design service cost compared to a ready-made rental service?

To explain the problem, the majority of people who filled out the survey thought that the cost of a tailor-made wedding dress rental service would be many times greater than a ready-made dress rental service because 133 people (51.4%) think that tailor-made design services will have more advantages. One of those advantages that stands out is that custom design and tailoring fits the body, making it easy to change the design and helping them feel more confident. For 64 people (24.7%) - the advantage chosen by the fewest people, thinking that it will save time, shows that in each person's perception, tailoring and designing a wedding dress will take a lot of time. They can use that time to prepare for other things.

Theo bạn, việc thiết kế và may đo tùy chỉnh có ưu điểm gì so với việc mua một chiếc váy cưới sẵn có từ cửa hàng?

259 responses

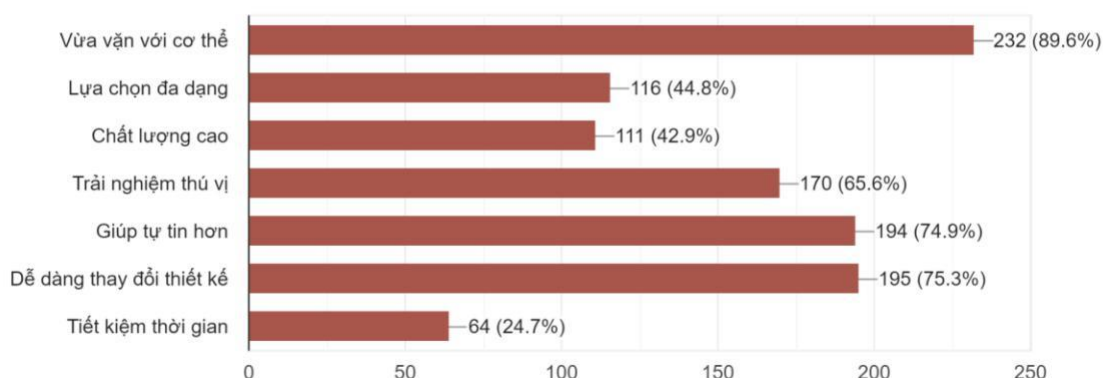


Figure 6. Research Survey - In your opinion, what are the advantages of custom design and tailoring compared to buying a ready-made wedding dress from a store?

Besides the advantages of the Wedding Dress Design Tailoring Service, the majority of people (57.9%) think that the Service is worth the investment. That's why people are most concerned about the price factor at 29%, followed by product quality at 20.1%.

Theo bạn, yếu tố nào được bạn quan tâm nhất trước khi chọn dịch vụ may đo thuê và thiết kế váy cưới theo yêu cầu?

259 responses

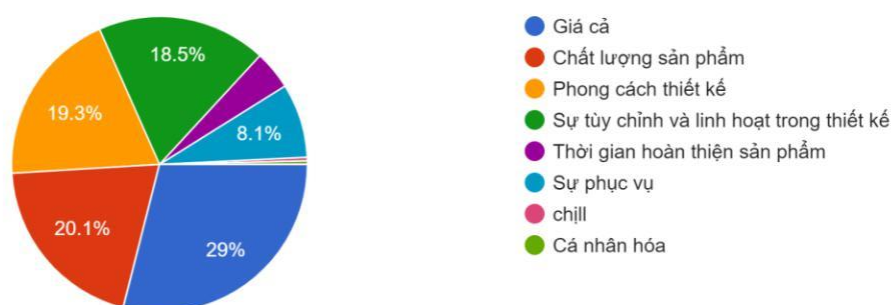


Figure 7. Research Survey - In your opinion, what factors do you care about most before choosing a tailoring service and designing a custom wedding dress?

When choosing to use the Tailoring and Design service, up to 185 people (71.4%) said they wanted to participate in choosing fabric/material for the dress, 70.3% wanted to participate in the design process on paper and 46.5% want to attach stones/accessories to the dress. 62 people said they strongly agreed and 87 people agreed that they would be willing to put in the effort to participate in all design stages to get the most satisfactory dress. The results confirmed a generally high level of interest in wanting to participate in wedding dress design.

Khi đặt may thiết kế váy cưới, bạn tham gia/ mong muốn tham gia vào những khâu nào? (Chọn nhiều đáp án)

259 responses

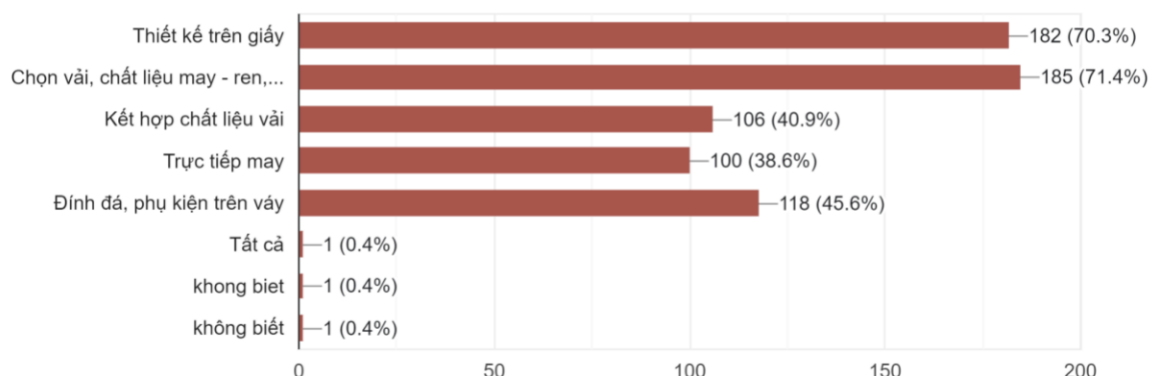


Figure 8. Research Survey - When ordering a wedding dress design, what steps do you participate/want to participate in?

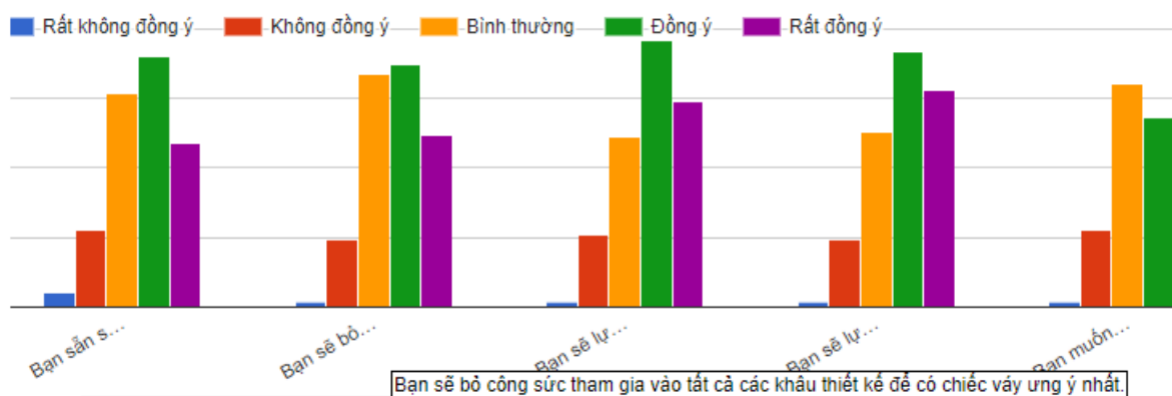


Figure 9. Research Survey - What are your views on the actions below?

It can be said that the issue of cost and time to complete a made-to-measure wedding dress is the biggest barrier that makes people hesitate or not choose this service even though they think this service has many advantages and is worth the investment.

2. Secondary research

- One of the most significant rituals in the wedding planning process is choosing the wedding gown. It is the most mentioned sacred artefact within the ritual of a wedding (Otnes & Lowry 1993). One of the most significant decisions a bride must make is the search for the perfect dress and fitting with myself. The dress that is chosen by

a bride reflects the taste and the value of the bride and is tied to her identity (Otnes & Lowry 1993).

- In a study carried out by Thomas (2011), it was found that it was every woman's dream to be seen as the most beautiful version of themselves on their wedding day and agreeing with this, Otnes and Scott (1996) state that ritual dictates that a woman is most beautiful on her wedding day. Marketers use this ideology to shape the thought process of a bride to be on her wedding day. Otnes and Scott (1996) states that a bride is traditionally presented on her wedding day in a "radiant, decorous and picture-perfect" manner (p.43).

According to Otnes and Lowry (1993), in order for a wedding to be seen as a proper wedding, the white dress must be featured. The majority of brides regard choosing their wedding dress as an emotionally charged experience in which the perfect dress is magically revealed to them.

The current situation

Pressure on appearance

- Besides those beautiful things, Brides face a variety of types of pressures and expectations with regard to their looks in the lead-up to their wedding. This pressure comes from a variety of sources, right from the bride herself, the wedding attendees and the wedding industry.

- This study in the UK is the first to examine pre-wedding body image worries and experiences. Either an online survey or a semi-structured interview involved 134 people. Following a reflexive thematic analysis of the data, an overall theme that reflected the expectations and pressures around one's body image in the lead-up to a wedding emerged. The wedding industry itself, as well as perceived and/or actualized judgement from others, such as those in attendance at the wedding, were the main sources of these pressures and expectations. Many brides hoped to lose weight in preparation for the wedding, and failing to reach weight-loss goals had serious consequences in terms of feelings, emotions, and behaviour. The findings have significant ramifications for those in the aesthetics sector who interact with people who have weight-related or other appearance-related issues. (Jennifer Taylor,

Alison Owen, Corrina Mchale; 02 April 2023; *A qualitative exploration of pre-wedding body image concerns in UK brides*).

- According to the Office of National Statistics, there were 278.599 weddings in the UK in 2019 (including 6.728 same-sex marriages). Weddings present a very positive but often stressful life event, with body image being identified as a particularly stressful factor (Prichard and Tiggemann, 2008). According to data from a 2019 poll (Mental Health Foundation, 2019), one in five persons reported feeling ashamed about their body image in the previous year. Body dissatisfaction is widespread, especially in Western society (Tiggemann, 2011). Body dissatisfaction can have wide-reaching negative implications, including low self-esteem and depression (Paxton et al, 2017), being an identified risk factor for disordered eating (Stice and Shaw, 2007) as well as being related to various other health-risk behaviours such as smoking (King et al, 2005) and sunbed tanning (Prior et al, 2014).

- There hasn't been much research, especially in the UK, on body image experiences in the setting of weddings. According to studies done outside of the UK, brides place a lot of importance on how they look, with weight loss being a common concern and goal for brides in relation to wedding preparations (Prichard and Tiggemann, 2008; Neighbors and Sohal, 2008; Prichard and Tiggemann, 2014).

- Other participants spoke about how the wedding business, particularly in relation to body size and shape, perpetuates appearance "norms," with bridal shops perceived as exclusively serving thin women or women of a slim figure: "I had to buy 3 wedding dresses due to having my wedding cancelled and rearranged 3 times due to Covid and my weight increased considerably with each cancellation despite my efforts to lose weight! I felt embarrassed and completely devastated!".

Bridal shops efforts at inclusivity appear to have the opposite effect, for example: 'As a bride you are bombarded with slim young models, dresses are designed for slim figures and bridal shops exclusively calling themselves 'curvy bride' makes you feel out of the ordinary if you need to find your dress there.'

- One participant's perception of her appearance declined as a result of her experience at a bridal shop: "I generally feel okay about my appearance, although visiting a plus size bridal shop where there were only four dresses to fit me was a low." One of the participants experienced a perceived sense of being judged for her weight as a result of the bridal shop staff actively encouraging weight loss behaviors: "I felt the ladies in the dress shop were quite judgmental, saying I needed to eat better and basically lose weight, so I felt very negative towards me." While both brides and grooms typically strive to achieve an internalized socio-cultural ideal, women are more likely to be influenced by the pressure to alter their look for the big day and frequently struggle with their body image (Neighbors & Sobal, 2008). According to one study, 67% planned to exercise more and over 50% of them intended to reduce weight (Prichard & Tiggemann, 2008). Brides-to-be experience pressure from the media, which emphasizes the importance of the bride's beauty on the big day through wedding publications, social media, and the film industry (Deluca, 2007 cited in Prichard & Tiggemann, 2009). The narrow representation of brides and the unattainable portrayal of perfection can become internalized as a personal goal, increasing the risk for depression (Vannucci & Ohannessian, 2018). Jen, 27, from Liverpool, didn't choose the wedding dress she wanted but one that was "flattering". She said she felt "so self-conscious about [her] arms being visible that [she] had to get drunk" before she felt able to remove her "fluffy shawl". (Kate Baird and newly wed; September 17, 2021; *YOUR WEDDING DAY: SURVIVE BODY IMAGE EXPECTATIONS AND OWN IT*).

The fear of a "not-fitting" dress on the wedding day

Research by vintage jewelry experts, William May, has conducted research identifying the three worst scenarios that can turn a perfect wedding day into a complete nightmare. You know that this incredibly important day of your life can also be one of the most stressful from the moment you start planning your wedding. Brides-to-be understandably want everything to go as smoothly as possible on their big day after months and often years of planning. Nearly half of respondents (48%) agreed

that an ill-fitting wedding dress would be the worst thing that could happen to them. It is understandable that women worry about how their wedding dress will fit given that fittings take place so long in advance, as well as the adjustments and diets that must be done in the lead up to the wedding.

Interest and desire level for taking part in the process of making a wedding dress

- An investigation website was created to look into mass customization of wedding dresses after a thorough search of bridal websites was carried out and organized in February and March 2001. It offered a choice of design features or components through interactive illustrations and was based on Duray's conceptual framework of mass customization (Duray, 1997; Duray, Ward, Milligan & Berry, 2000). The site served as the experimental treatment for subjects. Following their visit to the site, the subjects completed a questionnaire that dealt with their experience and personal demographic information. A convenience sample of 100 young women between the ages of 18 and 32 was identified through e-mail recruitment. Results confirmed a high overall interest in involvement with the design of a wedding gown. Yet those subjects who were very interested in design involvement were significantly different than those who were less interested in spending more time or paying more money. Subjects who owned more personal technological devices and spent more time on computers and the Internet were significantly more willing to purchase the designed gown. Four categories of bridal websites were identified based on-site characteristics and strategies: marketing, browsing, advice, and customizing. Involvement in wedding dress design on the Internet is not yet available but appears to hold potential for the bridal industry. Research that studies the identification of potential customers by their high interest in design involvement, evaluation of product type and other interactive opportunities for design involvement, and use of Internet customization strategies with other channels of distribution is recommended. (Rita Choy, Suzanne Loker; January/March 2; *Mass Customization of Wedding Gowns: Design Involvement on the Internet*).

- Through secondary research results, we determined that every woman's dream is to be considered the most beautiful version of herself on her wedding day. A perfect, gorgeous and suitable wedding dress are important factors that make the big day more perfect. Because of the desire to be the most beautiful on their wedding day, many brides have to face many types of pressure and expectations about their appearance before the wedding. Many brides have had bad experiences at wedding dress rental stores because they only have dresses for girls with a proportionate body or considered slim. Even the act of losing weight is actively encouraged by bridal shop employees.
- In addition, through surveys, the results confirm a high level of general interest in participating in wedding dress design. Brides want to have their own wedding dress designed that is not only gorgeous and outstanding, but also needs to fit their body. And being able to participate in the design process and customize the wedding dress makes them excited.

D. CURRENT STATUS OF MEDIA

**Data measured and compared from April 12, 2023, to July 11, 2023*

	Facebook	TikTok
<i>Time</i>	July 11, 2023 - October 8, 2023	August 10, 2023 - October 8, 2023
<i>Approach</i>	<ul style="list-style-type: none"> Gender Female: 87.6% Male: 12.3% Most popular age range 18 to 24: 59% 25 to 34: 40.1% Personal page visits: 8,030 -> Increase 71% Number of clicks on external links: 115 - Increase 66.6% Number of clicks on business address: 28 - Increase 211% Accessible content Reels: 2896 Posts: 1771 Story: 1305 Videos: 99 Accounts reached: 59971 (92.4% from advertising, of which 2640 came from followers and 57.3K came from non-followers) Number of impressions: 337990 - Increase 74.4% 	<ul style="list-style-type: none"> Reach: 273,209 - Reduce 60.27% Audience reached: 200,173 - Reduce 64.23% Profile views: 4,516 - Reduce 45.57%
<i>Interaction</i>	<ul style="list-style-type: none"> Number of interactions with news: 13 (9 reactions and 4 shares) Video interactions: 6 (1 share and 5 saves) - Increase 20% Interacted accounts: 1,164 (309 people have followed and 855 people have not followed) Number of interactions with the video: 538 (379 likes, 10 comments, 110 saves and 39 shares) - Increased by 7.6% 	<ul style="list-style-type: none"> Likes: 2,963 - Reduce 73.92% Number of shares: 233 - Increase 4.48% Number of comments: 78 - Reduce 38.58%

Follower	<ul style="list-style-type: none"> • Female: 82.1% • Male: 17.8% • Location • Hanoi: 37.2% • Ho Chi Minh City: 15.9%
-----------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Table 5. Current status of Media Platform

***Below are a few more images**

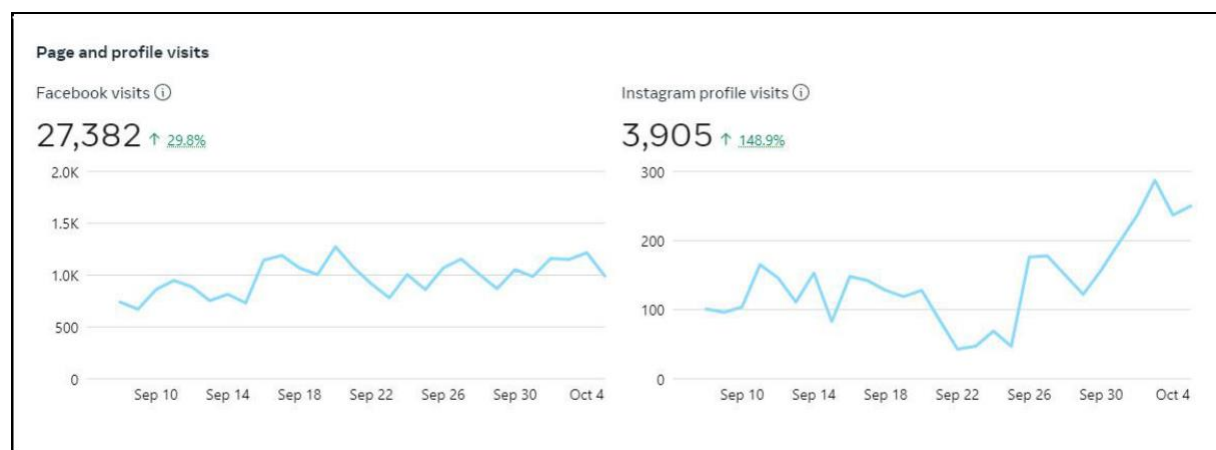


Figure 10. Current status data 1



Figure 11. Current status data 2

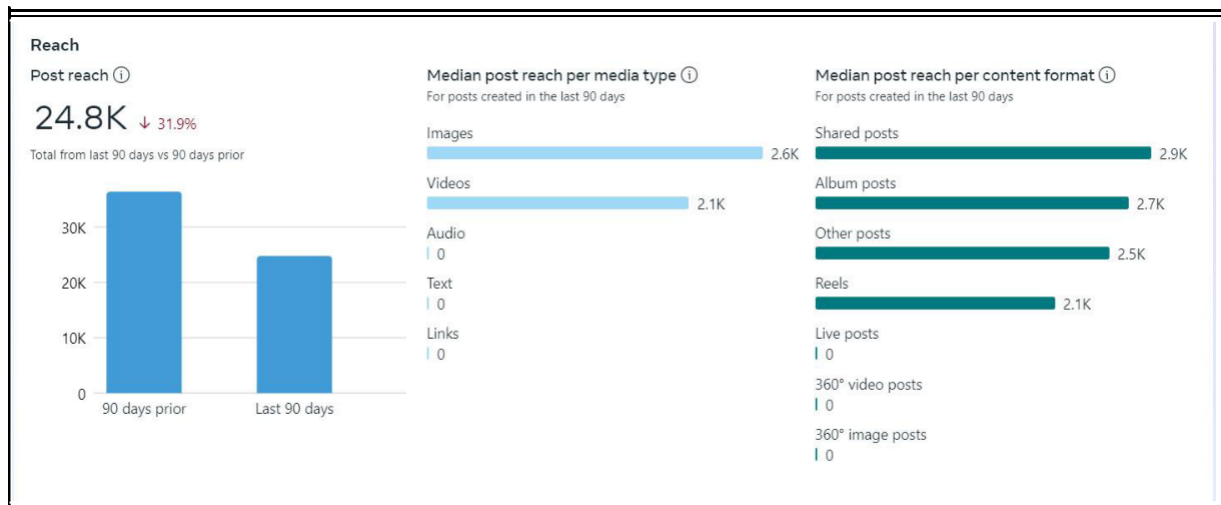


Figure 12. Current status data 3

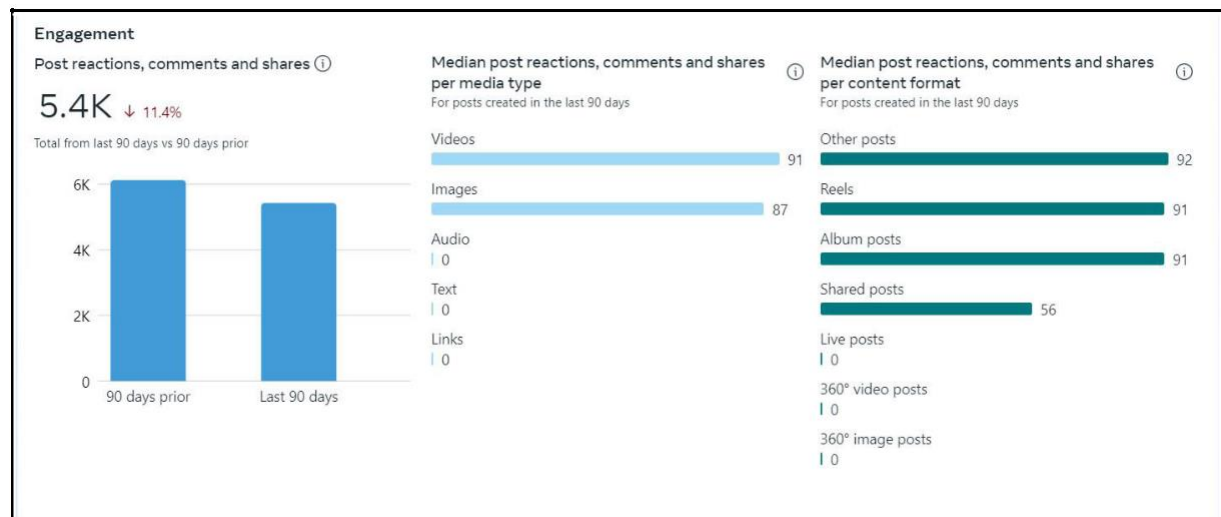


Figure 13. Current status data 4

→ **Conclusion:** Camile Bridal's current content quality is not really good and effective. Based on the data, it can be seen that Camile's communication effectiveness is highly unstable and inconsistent.

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CHAPTER



CHAPTER III

COMMUNICATION PLAN

A. PLAN OVERVIEW

1. Target audience

Vietnamese brides aged 22-30 years old, who are in the stage of accumulating life experience and often planning their wedding. This is the appropriate age to get married and start a family. Have an average personal income and are able to self-pay part or all of important personal plans ranging from 20-80 million VND.

2. Big Idea

The Journey” (Hành Trình)

3. Key message

The journey is a catalyst that makes the outcome more meaningful

4. Channels: Facebook, TikTok

5. Hashtags

#Thejourney #Tuxuongmaydenleduong

6. Activities



B. COMMUNICATION GOALS AND OBJECTIVES

1. Qualitative Goals

1.1. Long-term Goals

- Increase brand awareness for Camile Bridal.
- They are developing a distinguished wedding dress brand image by leading in tailoring services - designing wedding dresses at pricing comparable to rental prices, with customers earning an average of 15-20 million VND/month able to use the service.
- Increase the level of "brand love" of customers towards the brand, expand the source of new customers from old customers.

1.2. Short-term Goals

- Educate customers about tailoring - wedding dress design services, letting them know that Camile Bridal is one of the top wedding dress brands in tailoring - wedding dress design services.
- Effectively promote two communication channels: Facebook and TikTok of Camile Bridal, creating a premise for a communication campaign.
- Build a stronger relationship with not only the bride but also the bride's closest relatives.
- Reach new customers through customers who have experienced the service.

2. KPIs

- Reach 15-20 couples attending the workshop.
- Average 60 interactions/post on Facebook
- Achieve 100 interactions for signature posts on Facebook
- Average 60 interactions/video on TikTok
- Achieve 100 interactions for landmark posts on TikTok
- Achieve 200.000 hashtag "tuxuongmaydenleduong" on TikTok
- The company's fourth quarter revenue increased by 20% compared to the third quarter.
- Top 3 influential wedding dress brands in tailoring and design services by the end of 2023
- Achieve 88% positive feedback and contributions after the campaign.

3. Smart objectives

Specific	Increase brand presence and engagement on social media through a comprehensive communication campaign, aiming to enhance reach and interaction on both Facebook and TikTok.
Measurable	Based on real surveys and market analysis conducted in the fourth quarter -Regarding Facebook: a 5% reach rise from the third quarter -Regarding TikTok: a 10% reach rise from the third quarter
Attainable	-The goals are established based on research and an assessment of Gudnai team's capabilities, with some input from the support of Camile Bridal's Marketing team, ensuring that they are realistic and achievable within the capabilities of the team. -To enhance the effectiveness of communication and achieve positive results, here are the golden moments of the wedding season, during which Camile is gradually establishing itself as a competitive brand in the bespoke design and tailoring services. Additionally, the team is actively contributing to creating highly engaging content across Camile Bridal's social media platforms to boost the feasibility of favorable communication.
Relevant	The set goals are directly related to the strategic objectives of Camile Bridal, aiming to enhance awareness and engagement with the target audience on key social media platforms.
Timely	From September 10th to December 10th.

Table 6. S.M.A.R.T Objectives

C. SEGMENTATION AND TARGETING

1. Segmentation

Market segmentation involves dividing the market into distinct groups of buyers, learning more about target groups with different characteristics or behaviours with different needs (Who are they?, what are their needs? What problems are they facing and what are their needs?). Businesses will be able to offer items that best meet the real needs of their target audience when they focus on their needs and provide practical answers or solve problems. That's difficult. The market can be divided into segments based on demographics, geography, psychographics and behaviour, etc. For our purposes, we choose to segment the market mainly based on the criteria of age, needs, hobby, revenue.

2. Target audiences

Key definition

- **Pain Point:** Specific problems that customers are experiencing or afraid of.
- **Hobby:** What customers are impressed, interested in and pay attention to.
- **Touch point:** Interaction between customers and brands such as event activities (Workshop, exhibition...), advertising and video images... attracts customers' attention and interest row.
- **Communication channels usage behavior:** Research social media channels and platforms that target customers regularly use is Geographical Location.
- **Demographic segmentation:** Statistics on specific customer characteristics. This data can include age, income, style, etc.
- **Education, Religion, and Family,...**
- **Geographical location:** Geographical location, place of residence, where the target group lives.
- **Challenges:** Difficulties in learning about services or satisfying needs.

Target audiences of our project

Vietnamese brides and grooms are aged 22-32, these are people who are in the stage of accumulating life experience and regularly planning their wedding. This is the appropriate age to get married and start a family. Have an average personal income and be able to self-pay part or all of important personal plans ranging from 20-80 million VND. May be living or working abroad. The current time is the end of the year, also known as wedding season.

Geographical Location

The main area is around Hanoi, Vietnam (Inner city and suburbs), besides there are many other provinces and cities nationwide. Even abroad.

Demographic

❖ Main Target



Sex

Female - *Bride*

Relationship status

Not married and want to get married

Salary

Income ranges from 8 million - 20 million

Age

22 - 32

Image 5. Main Target 1

Pain Point:

- Financial Pressure: This group may face financial pressure when preparing for the wedding, so an effective and flexible financial solution will be an important factor.
- Limited Time: Managing time between work, relationships, and wedding preparations is a challenge, so a convenient and flexible solution is appreciated.
- Others: The measurements don't match, the shape of the dress doesn't cover flaws, there's no model I like, I'm afraid it won't suit me, it's too big, ...

Hobbies:

- Follow Wedding Trends: This group may enjoy following wedding trends through social media platforms and blogs, where they can look for ideas and inspiration for their wedding day.
- Participate in Wedding Communities: Interest in participating in online or offline wedding-related communities to share information and experiences with peers.
- Pursuing splendor, wanting to stand out, personalization, individuality, ...

Touch point:

- Website: This target group can use the website, join wedding groups to search for information and products, as well as perform online shopping.
- Fashion and Branding: They can gain exposure to the brand through online presence, social media advertising, and workshop events related to the wedding fashion industry.
- Blog and Wedding Content: Exposure to wedding content will help them gather information and choose products based on other people's experiences.

Communication channels usage behavior: Facebook, TikTok, Instagram.

Challenges:

- Don't Know Where to Start: This person may have difficulty starting the wedding preparation process, especially in choosing the right outfit.
- Not Clear About Wedding Fashion Trends: They may feel confused by the variety of wedding fashion trends and need support in the selection process.

❖ Secondary Target

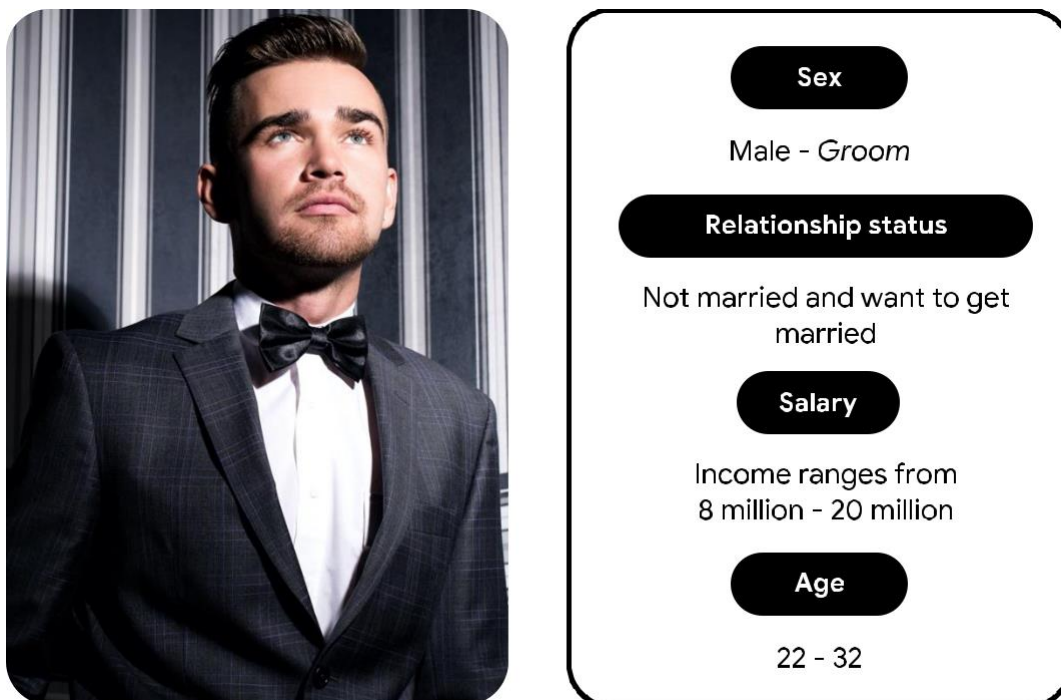


Image 6. Main Target 2

Pain Point:

- Financial Pressure: This group may face financial pressure when preparing for the wedding, so an effective and flexible financial solution will be an important factor.
- Limited Time: Managing time between work, relationships, and wedding preparations is a challenge, so a convenient and flexible solution is appreciated.

Hobbies:

- Follow wedding trends: This group may enjoy following wedding trends through social media platforms and blogs, where they can look for ideas and inspiration for their wedding day.
- Join a Wedding Community: Interested in joining online or offline wedding-related communities to share information and experiences with colleagues.
- Pursuing luxury, wanting to stand out, individuality...
- Want to give my future wife a meaningful gift for the upcoming big day.
- Choose and prepare with your bride for the upcoming wedding day.

Touch point:

- Website: This target group can use the website, join wedding groups to search for information and products, as well as perform online shopping.
- Fashion and Branding: They can gain exposure to the brand through online presence, social media advertising, and workshop events related to the wedding fashion industry.
- Blog and Wedding Content: Exposure to wedding content will help them gather information and choose products based on other people's experiences.

Communication channels usage behavior: Facebook, TikTok, Instagram.

Challenges:

- Don't Know Where to Start: This person may have difficulty starting the wedding preparation process, especially in choosing the right outfit.
- Not Clear About Wedding Fashion Trends: They may feel confused by the variety of wedding fashion trends and need support in the selection process.
- Confused about gifts: The end of the year is wedding season and there are many special days to express feelings and develop relationships. The groom will definitely need a meaningful gift for his wife to start a new journey.

Mindset

BRIDE

- Wishing to become the most beautiful, confident and shining bride on the happiest day of her life.
- Want to find a wedding dress that is not only beautiful but also suits your personality and body.
- Looking forward to finding a professional and reputable wedding dress brand and service.
- High quality service, enthusiastic advice at reasonable costs.
- There are many special, cost-effective promotions that can reduce costs for families.
- Many diverse designs to suit the bride's preferences and personality.
- Want to have a special and unique wedding experience right from choosing your outfit to participating in the process of creating your own wedding dress.
- Desire to modernize the wedding dress experience and personalize every aspect, keeping up with current trends.

GROOM

- "I want my wife to be the brightest person on her wedding day."
- Turn the couple's ideas into the most beautiful reality.
- Looking forward to a pleasant shopping experience.
- They hope that the company will provide dedicated and enthusiastic support as a companion.
- Expect lots of special offers.

D.PLAN

1. Big Idea: "Hành Trình" - The Journey

The Journey" - From the garment factory to the ceremony hall

The Journey - Directly is the journey of tailoring and designing wedding dresses. Indirectly is the journey of love, from the moment two people start to the journey through a series of difficulties together. Choosing this big idea, the group wants to emphasize more on the role of "catalysts" on the long journey. We understand and realize that: It is not the materials or unique designs that create uniqueness for custom-designed wedding dresses, but is created by a journey containing many emotions when the bride personally participates in the process of creating her own unique wedding dress.

2. Key message:

"The journey is a catalyst that makes the outcome more meaningful"

- "The Journey": Journey refers to the process or path that someone or something must go through to achieve a goal or result. It includes disagreements, challenges, difficulties, and personal growth.
- "Catalyst": catalyst means the factor or stimulus that contributed to making the process or journey more meaningful and special. It could be anything, an event or an experience.
- "Outcome more meaningful": This implies that the outcome of the journey will bring a more significant value than achieving the goal directly. May involve learning, growth, positive change or deep understanding.

To be able to reach the destination meaningfully and completely, there is not only the end result but also the long journey we journey together passing has important meaning. Key messages also emphasize appreciating and enjoying the process rather than focusing on the end result.

3. Hashtags: #Thejourney #Tuxuongmaydenleduong

4. Key visual:

The familiar branding elements are shapes, colors, symbols, numbers, and letters.

Color, on the other hand, is the most memorable factor.

4.1 Colour choice:

Pink is used as the main color, creating a gentle feeling and highlighting the brand personality that always aims to be thoughtful, considerate, caring, and caring. Besides, pink also represents the desire for a happy ending, a complete "pink" point marking the end of the journey. At the same time, it opens a new and promising chapter for the next journey.



Figure 14. Color choice

4.2 Font of text

- Facebook design font
 - Headline: SVN-Ameyallinda Signature (*SVN-Ameyallinda Signature*)
 - Body text: VL Abraham Lincoln (VL Abraham Lincoln)
- TikTok design font: VL Abraham Lincoln & UTM HelvetIns (**UTM HelvetIns**)

In the campaign, 3 fonts are used throughout with the title font being SVN-Ameyallinda Signature, the content font being VL Abraham Lincoln and the highlight font being UTM HelvetIns. The title font shows the nature of the simple, soft, gentle

dress. The use of soft handwritten fonts tends to create a friendly and familiar feeling, helping customers feel close and connected to the brand.

Serif font (font with serifs) for the content with clean, thin lines shows the elegance and sophistication of each dress. Often the fashion industry also favors serif fonts.

UTM HelvetIns font is a large, thick font that is completely different from the above two fonts. This font is used a lot on the TikTok platform and it is a font that creates emphasis and makes a difference to create attention and curiosity.

5. Media strategies and Tactics

5.1 Media Strategies

- Enhance the media image on social networking sites for the brand. The strategy is implemented through a combination of offline and online communications, with the main focus being on social media communications and adjusting content to suit the campaign message. The main images used in the publications will be brides who have used Camile Bridal's tailoring services and staff. Content on social media platforms focuses on sharing useful tips needed for brides and sharing knowledge about tailoring and wedding dress design in an easy-to-understand way so that customers can quickly access more information about tailoring service, wedding dress design.
- The team performs posting with regular frequency and maintains continuity. This helps the brand appear in the minds of viewers trust and will always continue to accompany customers.
- Use quality images and videos: High-quality images and videos are important for conveying messages and evoking emotions. Using professional images and videos for display will make your target audience happy. In addition, the team also plans experiential activities to help customers trust and have closer experiences with Camile Bridal's products and services.
- With a gentle and considerate style of transmission, customers will feel and remember Camile as a reliable friend, psychology can answer and share all questions for them - those who are about to enter the marriage journey.

5.2 Tactics

5.2.1 Storytelling Format

Formed from human needs - liking to listen to shared stories and it will have a deeper memorable impression when that story is expressed through images. And the storytelling strategy is the bridge the campaign chooses to spread the stories of real couples to spread the message and connect emotionally.

5.2.2 Coverage strategy

The campaign covers the entire content stream on both Camile Bridal's Facebook and TikTok channels.

- On the TikTok platform, the highest content allocation group for series from A - Z accounts for 50%, brand USP and wedding dress design tailoring service accounts for 30%, and the remaining 20% is for trending videos.
- On the Facebook platform, the group divides content to share knowledge and share useful tips by 50%. The remaining 50% is for the company's USP content and wedding dress design tailoring service.

5.2.3 Direct experience

This is a tactic that helps customers develop good feelings and emotions about the brand. The team plans to connect Camile Bridal with target customers through real-life experiences with the Workshop activity "From the garment factory to the wedding hall" to help them better visualize the process the bride will be participating in. make a wedding dress. Besides, there are offline activities of the series of activities of "Hugs" week on the walking street. From there, everyone will see and perceive the noble value and message that the brand wants to spread.

5.2.4 Take advantage of the gift giving method

Not only does it stimulate people to interact and spread the word outside, bringing more members and followers to the fanpage, but this tactic partly helps increase the likelihood of converting purchases from vouchers received by customers.

6. PR activity

- When planning the campaign, we have a few suggestions for posting news on online newspapers such as "Sức khỏe và Đời sống, 24h, Lao động Thủ đô, and VTVNews". PR booking price for the campaign after contact will range from 5 million to 10 million per article.
- Technology Investment and Development Company) and exchanged more information about the activities within the campaign.
- At the end of the exchange process, the group's "Hug" campaign was evaluated by VTC as having profound and meaningful storytelling. VTC decided to report on the campaign on December 8th and plan with us to film the news to premiere on VTC1 channels.
- As a result, instead of renting online newspaper pages, we chose to solely broadcast news with VTC on television and Camile Bridal's on various social network platforms.
- Because the "Hug" campaign mainly targets feelings between people, husband and wife, parents and children, acquaintances and strangers. The above newspapers have good traffic, their reader segments are also widespread and attract readers of many ages.
- In the process of communicating the "Hug" campaign on the satellite Tiktok channel "Những con nai bị Gud". We were contacted by VTC (Vietnam Television

E. STAKEHOLDER

Stakeholder is a term used to refer to people and a group of people who have a close relationship with the business and are interested in the operation process and success of the project. These are people who are interested and have the ability to share resources, can influence, and have a direct or indirect impact on the brand such as strategies, plans, activities, event programs, etc. .. In this group's project, Group has carefully identified the Stakeholders as follows:

Camile Bridal

- Saleroom
- Marketing Department
- Product Production Department

Client

- Couple 1: Mr. Hung - Ms. Thuy
- Couple 2: Mr. Luong - Ms. Hoa
- Couple 3: Hoang Anh's family

Partners

- Doji jewelry
- Map Studio wedding reportage
- Platino Studio
- Hanoi Tower wedding center
- Vest Adam Store
- VTC1 television station



F. COMMUNICATION CHANNELS

Owned media:

The two primary communication platforms employed in the Camile Bridal communication campaign are Facebook and TikTok. Content on Facebook is meant to give information about wedding dress design and tailoring services, new collection photos, and customer feedback. TikTok material is amusing while also diversifying the content for the already created TikTok channel.

Facebook

Has a consistent quantity of interaction and strong conversation. However, the articles on tailoring and design services are not very in-depth and informative, and only cover the bride receiving the garment. At the same time, the frequency of posting is relatively low.

TikTok

Large number of Followers, and good interaction for videos receiving designer dresses. However, the amount of interaction of these videos has tended to decrease recently, and there is no longer any content other than these topic videos. The company also wants to diversify content on the TikTok channel.

G. COMMUNICATION CHANNELS STRATEGY

1. Media Plan

Sheet **MEDIA PLAN** – [Link](#)

1.1 Phase 1 - Market research

PHASE 1: 10/09/2023 - 20/09/2023					
TYPES	ACTIVITIES	DETAILS	PLATFORM	REQUIREMENTS/GOALS	TIMELINE
CORE MISSION: Research information about CAMILE BRIDAL wedding dress brand					
Investigate the market and evaluate the business's present activities.	Hanoi Market Research	- Join the Camile Bridal Marketing team to conduct customer surveys and collect data. - Subjects aged 18 to 35+		Get data for the fourth quarter communication	10/09 - 13/09
Analyze rival brands	Hanoi Market Research	Classify rivals according to location, price, and services.		Get data for the fourth quarter communication	
Research existing communication channels of Camile Bridal	Learn about Facebook	Investigate channel content and methods for deployment The third quarter's main theme concepts; channel	Facebook	Determine the new content direction by analyzing and assessing the previous content style.	14/09 - 20/09
	Learn about Tiktok	Investigate channel content and methods for deployment The third quarter's main theme concepts; channel	Tiktok		
	Research content direction for Facebook and Tiktok channel	- Find strategic directions, big ideas, key messages and how to create trends - Determine color, tone, hashtags for the entire campaign	Facebook Tiktok		

Table 7. Media Plan - Phase 1

1.2 Phase 2 - Trigger & Awareness

PHASE 2: 21/09/2023 - 25/10/2023				
TYPES	ACTIVITIES	DETAILS	PLATFORM	TIMELINE
CORE MISSIONS: - Raise awareness for customers by organize an event - Create the campaign's message for various channels				
Administration and development of communication channels	Create content, plan direction and post on Facebook	- Set up contents and design for: + Categorize articles on the page "Camile Bridal – Váy cưới thiết kế cao cấp" - Identify the workshop's direction - Set up timeline and posting time - Set up key message hashtags	Facebook	21/09 - 30/09
	Create content, plan direction and post on Tiktok	- Set up contents and edit video clip for Tiktok channel "Camile Bridal – Váy cưới thiết kế cao cấp" - Identify the workshop's direction - Set up timeline and posting time - Set up key message hashtags	Tiktok	
	Await the approval of the orientation content	Await approval of the sample content by the Marketing team before deploying	Facebook Tiktok	01/10 - 08/10
	Customer service feedback on various channels	Keep an eye on the channels, engage with customers, and reply to their inquiries and remarks	Facebook Tiktok	08/10 - 25/10
	Manage communication crisis	Forecast the media crisis phase 2, taking into account the direction of public opinion and the processing of comments	Facebook Tiktok	21/09 - 25/10
Event "Workshop: The Journey - Từ Xưởng may đến Lê đường"	Before Workshop	- Have a meeting with Camile Bridal's marketing team to discuss and approve ideas for the day's workshop	Facebook Tiktok	1/10
		- Make an extensive to-do list (sheet) to monitor item progress		25/09 - 08/10
		- Comprehensive planning for the event: venue, participants, partners, visitors, expenses, MC, staff, risks, etc...		08/10 - 20/10
	Workshop	- Produce significant photos and associated articles - Share press releases and provide comprehensive details about the workshop on Camile Bridal's social media platforms - Collaborate with the event production team to ensure that all program elements are carried out in accordance with the original timetable. - Organize the program's activity recording - Take both group and individual pictures for visitors and partners - Interview participants, employees, partners and CEOs. - Press releases about morning and afternoon programming	Facebook Tiktok	21/10
	After Workshop	- Edit and synthesize interview segments - Edit and synthesize recap videos - Write a thank-you note to attendees, partners, and visitors - Share the highlights of the most memorable moments on various channels	Facebook Tiktok	22/10 - 25/10

Table 8. Media Plan - Phase 2

1.3 Phase 3 - Trust & Engagement

PHASE 3: 26/10/2023 - 28/11/2023				
TYPES	ACTIVITIES	DETAILS	PLATFORM	TIMELINE
CORE MISSIONS: - Raise awareness and trust for customers by organize and develop Tiktok Series A through Z, Minigame, Livestream - Manage and produce content on media channels that follow the campaign's message				
Administration and development of communication channels	Create a Tiktok Series A through Z on Camile Bridal's Tiktok channel	- Await the approval of the orientation content - Set up timeline and posting time - Get ready to film and edit videos - Set up key message hashtags - Create scripts for minigames and livestreams	Tiktok	26/10 - 31/10
	Create content, plan direction and post on Facebook	- Await the approval of the orientation content - Set up timeline and posting time - Get ready to edit photos and videos - Set up key message hashtags - Create scripts for minigames and livestreams	Facebook	26/10 - 31/10
	Launch Tiktok Series A through Z on Camile Bridal's Tiktok channel	- Divide up the articles into categories pertaining to primary and secondary services - Partition the quantity of postings based on trend clips, series clips, and images - Share wedding dress knowledge for viewers - Apply key message hashtags in every single post - Takecare every single post	Tiktok	01/11 - 28/11
	Launch Minigame and Livestream on Camile Bridal's Facebook and Tiktok channel	- Create many Minigame in Livestream - Write content to announce about Minigame - Explain how to play Minigame - Announcement of winners	Facebook Tiktok	14/11 - 28/11

Table 9. Media Plan - Phase 3

	Customer service feedback on various channels	Keep an eye on the channels, engage with customers, and reply to their inquiries and remarks Evaluate comments and make channel content better	Facebook Tiktok	01/11 - 28/11
	Manage communication crisis	Forecast the media crisis phase 3, taking into account the direction of public opinion and the processing of comments	Facebook Tiktok	26/10 - 28/11
Event: International Free Hugs Day	Create a new project to get more engagement	- Pick International Free Hugs Day as a small event - Make an extensive to-do list (sheet) to monitor item progress - Speak with VTV about combining news bulletin broadcasts		17/11 - 19/11
	Await the approval of the orientation content	- Await approval of the sample content by the Marketing team before deploying - Await approval of the sample content by Vietnam Television - Media Company before deploying		20/11
	Offline Communications	Communicating Offline at Ho Guom Walking Street with the "Free Hugs" banner		26/11
	Get ready to film and edit videos	Prepare materials for the event: Make sure that the scripts, guests, performers, camera gear, editor... are all ready		21/11 - 28/11

Table 6. Media Plan - Phase 3

1.4 Phase 4 - Amplify & Booming

PHASE 4: 29/11/2023 - 10/12/2023				
TYPES	ACTIVITIES	DETAILS	PLATFORM	TIMELINE
CORE MISSIONS: - Continue build and develop Tiktok Series A through Z - End the Communication Campaign with an Event about International Free Hugs Day - Manage and produce content on media channels that follow the campaign's message				
Administration and development of communication channels	Continue building and developing Tiktok Series A through Z	- Set up timeline and posting time - Get ready to film and edit videos - Set up key message hashtags	Tiktok	29/11 - 10/12
	Add more content direction to increase organic engagement	Post articles and interview snippets on the "Hug" event include 3 state: Before, D-Day, After	Facebook Tiktok	29/11 - 10/12
	Customer service feedback on various channels	Keep an eye on the channels, engage with customers, and reply to their inquiries and remarks Evaluate comments and make channel content better	Facebook Tiktok	29/11 - 10/12
	Manage communication crisis	Forecast the media crisis phase 4, taking into account the direction of public opinion and the processing of comments	Facebook Tiktok	29/11 - 10/12
Event: International Free Hugs Day	Await the approval of videos demo and content	Submit sample videos to the VTV team and await their approval Submit "confidential interview" videos to the Marketing team and await their approval		29/11 - 30/11
	Viral clip spreads the message	Upload videos on Camile Bridal's various channels	Facebook Tiktok	30/12 - 07/12
	Television news reports on International Free Hugs Day	Upload videos on VTC1	VTC Facebook Tiktok	8/12

Table 10. Media Plan - Phase 4

2. Media - Used Timeline

Sheet **FACEBOOK TIMELINE & TIKTOK TIMELINE** – [Link](#)

2.1. Facebook Timeline

FACEBOOK TIMELINE																													
CAMILE BRIDAL GRA497_G9		20/09/2023							25/09/2023							02/10/2023							09/10/2023						
Task		18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
PHASE 1		M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
Context planning																													
Context oriented browsing																													
Order design																													
Event notification																													
Announce the event location																													
Announcement of participating partners																													
Benefits of participating in the event																													
Wedding dress design activities 1																													
Event Map + Timeline Workshop																													
COUNTDOWN 3 DAYS OF THE EVENT																													
Wedding dress design activity 2																													
COUNTDOWN 1 DAY OF THE EVENT																													
Announce the number of participants																													
PHOTO RECAP: Activities during the event																													
Love story: Mr. ADAM & Ms. Doji																													
Thank you & Gratitude to our partners																													
Announcement of 2 couples winning "Special Gift"																													
VIDEO RECAP: HIGHLIGHT WORKSHOP																													
Interview at the end of the event																													

FACEBOOK TIMELINE																													
CAMILE BRIDAL GRA497_G9		06/11/2023							13/11/2023							20/11/2023							27/11/2023						
Task		4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1
PHASE 2		S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F
Highlight From The Journey Workshop																													
If anything is too difficult, let Camile take care of it																													
Any size is available, there's just no mistake																													
Revealing 2 things the bride probably doesn't know																													
Announcement of Livestream 1																													
LIVESTREAM 1																													
There's no need to go far when true love is right in front of you																													
A masterpiece created from dream materials																													
A special gift from the groom to the bride: Wedding dress																													
Announcement of Livestream 2																													
LIVESTREAM 2																													
Give "You" a worthy gift																													
Announcing Mlangane results																													
THE IMPORTANCE OF "MADE TO MEASURE WEDDING DRESS DESIGN"																													
Announcement of Livestream 3																													
LIVESTREAM 3																													

FACEBOOK TIMELINE																													
CAMILE BRIDAL GRA497_G9		06/11/2023							13/11/2023							20/11/2023							27/11/2023						
Task		8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5
PHASE 3		W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T
Announcing the campaign for International Hugging Day																													
Hug photo 1: From blouse to wedding dress																													
VIDEO Recap touching scene: HUG 1																													
Happy International Hug Day 2023																													
Hug 2 photo: From stubbornness to maturity																													
Memorable moments in the interview 2																													
Hug 3 photo: From motorbike to wedding car																													
Memorable moments in the interview 3																													
What wedding dress to wear for "Winter is not cold"																													
8 Steps to Your Dream: Discover the Tailoring Process at Camile Bridal																													
RECAP VTC1 news																													

Table 11. Media - Used Timeline 1

2.2. TikTok Timeline

TIKTOK TIMELINE																													
CAMILE BRIDAL GRA497_G9		18/09/2023							25/09/2023							02/10/2023							09/10/2023						
Task		18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
PHASE 1		M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
Plan content and video ideas																													
Browse and modify																													
Choose actors and record																													
Trailer: Poster Workshop																													
Introduction: What does The Journey Workshop have?																													

	30/10/2023					06/11/2023					13/11/2023					20/11/2023					27/11/2023					04/12/2023																	
	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9	10	
Task	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	
PHASE 2																																											
From the garment factory to the wedding hall: The "bulky" couple P1																																											
From the garment factory to the wedding hall: The "bulky" couple P2																																											
From the garment factory to the wedding hall: The "bulky" couple P3																																											
Why think so much!																																											
Any size is available, just no wrong size																																											
From the garment factory to the wedding hall: "Dream couple" P1																																											
From the garment factory to the wedding hall: "Dream couple" Part 2																																											
From the garment factory to the wedding hall: "Dream couple" P3																																											
Livestream announcement 1																																											
Livestream 1																																											
Far away on the horizon, but right in front of my eyes there is Camile																																											
TREND: Started dreaming																																											
Livestream announcement 2																																											
Livestream 2																																											
TREND: The day our love is together																																											
If anything is too difficult, let Cami(le) take care of it (from A-Z)																																											
From the garment factory to the wedding hall: The unjust couple in the narrow lane" Part 1"																																											
From the garment factory to the wedding hall: "The unjust couple in a narrow lane" P2																																											
From the garment factory to the wedding hall: "The unjust couple in a narrow lane" P3																																											
Livestream announcement 3																																											
Livestream 3																																											
When I forced my husband to lose weight so he could fit into his wedding dress																																											

TIKTOK TIMELINE

CAMILE BRIDAL
ORA497_G9

ARRA497_G9	06/11/2023					13/11/2023					20/11/2023					27/11/2023					04/12/2023					11/12/2023									
Task	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	
When he calls you princess and you decide to be his princess on the big day																																			
As long as the customer wants, Camile is ready to serve																																			
PHASE 3																																			
INTRODUCTION VIDEO- TRAILER																																			
VIDEO Hug 1: From blouse to wedding dress																																			
VIDEO Hug 2: From stubbornness to maturity																																			
VIDEO Hug 3: From motorbike to wedding car																																			
Recap: VTC news																																			

Table 12. Media - Used Timeline 2

CHIẾN DỊCH TRUYỀN THÔNG CHO THƯƠNG HIỆU CAMILE BRIDAL

3. Estimated Cost

The total budget for the communications masterplan is estimated at 5 millions VND.

Media Cost					
NO	CATEGORY	QUANTITY	UNIT	UNIT PRICE (vnd)	TOTAL (vnd)
A	Content				0
1	Concept Idea	-	-	free	-
2	Script TikTok	13	-	-	-
3	Script Livestream	3	-	-	-
B	FILMING				0
1	Light System	2	piece	-	-
2	Camera	3	piece	-	-
3	Lens	3	piece	-	-
4	Microphone wireless	2	piece	-	-
5	Tripod	3	piece	-	-
6	Logistics		piece	-	-

C	PRODUCTION				1500000
1	Model	1	people	300,000	300000
2	MC Livestream	3	people	400,000	1200000
3	Actor	-	people	-	-
4	KOC/KOL	-	people	-	-
5	Voice Record	-	-	-	-
6	Music Copyright Soundtrack Music	-	-	-	-
D	Advertising				0
1	Set ads	3	month	organic	-
E	Estimated Cost				5,000,000
	Total cost				6,500,000

Table 13. Estimated Cost

Estimated Cost

H. RISK MANAGEMENT

1. The importance of risk management

Every project runs the possibility of undesirable events occurring, which can have serious consequences. This likelihood can be defined generically as project risk, or the possibility that an unforeseen event will threaten the project's success. If these risks are not handled, they have the potential to escalate into crises, which are systemic incidents that produce widespread tension within an organisation. Crises are perceptual in the sense that they may depart from stakeholders' expectations of an organisation's behaviour, so harming its brand. Concerns are perceptual in the sense that they may differ from stakeholders' expectations of the organisation's behaviour, resulting in brand damage. The larger the project and the greater the number of parties involved, the more likely something will go wrong. As a result, future communication issues are likely.

2. Risk management methodologies

Our risk management strategy is based on a three-phase crisis management technique from the book "Managing an Ongoing Crisis: Plan, Manage, and Respond" by W. Timothy Coombs. This process includes:

2.1 Prepare before the crisis

- **Detect and classify problems:** Comprehensively analyse every aspect of the project to predict and analyse possible causes of crises.
- **Develop a response plan:** Develop a specific plan for each risk, especially risks that have the potential to become a crisis.
- **Risk monitoring:** Closely monitor all risks and if potential risks are detected, notify immediately to develop a response plan.

2.2 Crisis response

- **Recognize and communicate a crisis:** Assess the severity and communicate the situation appropriately.
- **Evaluate and implement the response plan:** Determine the application of the plan and make necessary adjustments immediately.

2.3 Post-crisis assessment

- **Evaluate crisis resolution:** Liaise with stakeholders to ensure issues are resolved and track project progress.
- **Modify and adapt:** Analyse the source of the problem, ensure risks are better monitored, and strengthen response plans based on experience.

Risk	Description	Level	Solution
Production Progress	Software or production equipment has problems affecting the progress of the project's product completion.	High	Regularly take care of production equipment or always have a plan to prepare backup equipment during the production process.
	Insufficient human resources in the production process cause delays in the production process.	High	Conduct a resource assessment before implementing the plan. Be ready to deploy contingency plans for processes that will encounter risks or problems.
	The problem of filming space can affect the implementation progress.	Medium	Notify and understand the available time frames of filming space to avoid delays in production.
	Personnel in the production process cannot coordinate with each other.	Low	Change the most suitable scenario and resources for personnel. Prepare a replacement.
Communication Crisis	Expected range not achieved.	Medium	Determine the cause and fix promptly.

	Received a lot of negative feedback from the public.	Medium	Correctly redirect public opinion, explain logically with authentic evidence and possibly correct and apologise if the information causes misunderstanding.
Event Crisis Management	There is a problem with the network signal, affecting the quality of the Livestream image.	High	Prepare backup transmission lines, and some other sources.
	Received negative feedback live on air.	Medium	Handle it directly on the air to avoid causing misunderstandings for others.
	Copyright issues.	High	Request permission from the song's owner. Check to determine if it is copyrighted by posting it on your profile. If so, the song must be edited to ensure quality for the event.
	Expenses may suddenly arise.	High	It is necessary to monitor the situation to eliminate, optimise and control costs.
	Personnel problems.	Medium	Selection carefully considers roles and responsibilities. Prepare backup staffing plans for each role.

Table 14. Risk Management 1

3. Project risk classification and management

Details for out Activities

Activities	Risk	Solution
Workshop "The Journey"	Printed publications have wrong colors, problems or are not as expected.	<ul style="list-style-type: none"> - Resolved on the same day the person in charge of the job will have to reprint the entire thing to keep up with the event schedule. - Print 2 - 3 days in advance to allow time for the worst-case scenario. - Before printing, the criteria for evaluating the finished product should be clear.
	Serving equipment has technical problems.	<ul style="list-style-type: none"> - Prepare spare equipment (2 of each type). Check 1 day before the event to ensure stability.
	The MC hosting the show was absent for some reason.	<ul style="list-style-type: none"> - Prepare 1 backup MC to also run for the event. - Request to sign a contract before cooperating to ensure participation.
	Before the event, Workshop proactively contacted guests to remind them about the event's operating time, but for some reason, the guests were absent (the majority).	<ul style="list-style-type: none"> - Rearrange a specific time and arrange it based on the guests' schedules because the event has 2 morning and afternoon sessions, so it will be more flexible for the guests.
	Not enough people	<ul style="list-style-type: none"> - Connect with other resources (friends, acquaintances...) for support - Outsource to ensure quality and quantity.
	The space of the premises is not as expected in the original plan.	<ul style="list-style-type: none"> - Contact the building manager 1 day in advance to discuss clearly and find a satisfactory solution.

	The number of people registered to participate in the workshop is limited, not meeting the target set by the group.	<ul style="list-style-type: none"> - Research and define target audience. Clearly identify the audience your workshop is aimed at. - Strongly promote, increase promotional and marketing activities to attract attention from the audience. - Use social media channels, email marketing, online and offline communications to announce talk shows and workshops. - Create engaging content, engaging images and videos, and share information on relevant forums, groups, and communities. - Review activities and offer attractive rewards or incentives to encourage participation.
	Confusion, inaccurate information	<ul style="list-style-type: none"> - Review the script carefully and rehearse it 1 day before implementing the activity. - Agree with the participating parties on a content information to avoid confusion and misunderstanding for participants.
Series TikTok	Low interaction - When the product is posted, it does not receive much interaction because the content has many reader restrictions and social network policies.	<ul style="list-style-type: none"> - Run ads. - Create engagement by asking for opinions, asking questions, or creating polls. - Seeding through articles of sites with related content. - Use social networks and other communication channels to create interaction and attract readers. - Share links to your page's content on popular social networks and participate in relevant groups and communities to generate interest and engagement.

Viewers cannot grasp the information conveyed - The content is rambling; the posts do not have specific directions or plans for each stage.	<ul style="list-style-type: none"> - Explain and convey by responding to comments to readers who do not yet understand. - Comments summarize the main idea that the article wants to aim for.
Slow production schedule - Technical issues, human resources...	<ul style="list-style-type: none"> - Always prepare backup plans for situations (For example, production facilities must always have 2 machines or actors must always have a backup person to replace them).
Weather problems affected the filming scene.	<ul style="list-style-type: none"> - Arrange and prioritize outdoor scenes on normal days to avoid bad weather affecting production progress.
During the production process, the finished product encountered technical problems (broken computer, lost memory card...)	<ul style="list-style-type: none"> - Always prepare a plan to rent or prepare backup equipment and back up materials in 2 copies to prevent the worst-case scenario from happening.
Product quality is not good.	<ul style="list-style-type: none"> - Carefully research your target audience: <i>"What could interest them?"</i> - Carefully review product content with relevant parties to improve quality and make the most appropriate modifications.
Copyright issues.	<ul style="list-style-type: none"> - Censor the information and determine whether it is related to copyright issues. If so, it will have to be revised so as not to affect the quality of the product.
Received negative feedback.	<ul style="list-style-type: none"> - Redirect public opinion, explain based on logical factors accompanied by authentic evidence. - Sorry for the misleading information for viewers.
Sudden expenses arise.	<ul style="list-style-type: none"> - Make a list of things that may arise and resolve or optimize them to minimize costs as much as possible during the production process.

Livestream	The Internet signal has unstable problems that reduce image quality and performance.	<ul style="list-style-type: none"> - Select a technical employee to be able to resolve and handle arising issues as quickly as possible. - Check and test run carefully for technical issues. - Prepare a backup network source for the Livestream session.
	The number of interactions is not high, the connection of activities is weak.	<ul style="list-style-type: none"> - Call for support and post announcements about activity times. - Prepare seeding questions to use some social network accounts for seeding to increase interaction in the activity. - Prepare to play interesting Mini Games at each Livestream session.
	The content does not really attract viewers.	<ul style="list-style-type: none"> - Research and learn about the target group's priority issues and delve into what the target group is facing to come up with solutions. - Offer many attractive incentives and realistic content.
	The MC had a problem so he couldn't participate	<ul style="list-style-type: none"> - Need to ensure exact timing for MC and may sign a contract for certainty. - Prepare 1 backup MC in case the worst case scenario occurs.
	Broadcast equipment has problems	<ul style="list-style-type: none"> - Check thoroughly and approve twice in advance (1 day and 2 hours before the activity)
"ÔM"	Guests cannot come.	<ul style="list-style-type: none"> - Agree and discuss carefully with guests about detailed implementation time. - Proactively welcome guests to avoid delays on both sides.

	There will be missing scenes or there will be some unapproved scenes that have to be re-shot	<ul style="list-style-type: none"> - Review the script carefully and in detail. - Clearly assign the roles of some team members to prevent the worst-case scenario.
	Technical problems during production.	<ul style="list-style-type: none"> - All equipment used has backup equipment and raw materials must always be kept in 2 equipment to avoid unnecessary incidents. - Prepare some backup sources to replace equipment promptly.
	The location of the implementation space has problems or does not meet the needs.	<ul style="list-style-type: none"> - Prepare 2 backup plans that match the criteria the group has given and proactively contact them to ask about available time. - One day before carrying out the activity, come and survey it first and come up with some issues that need to be resolved immediately to avoid the situation of doing it while solving it.
	Insufficient human resources.	<ul style="list-style-type: none"> - Agree on the minimum number of people needed for the activity, the role and position of each person in the activity, and based on the role, prepare an appropriate backup plan while still ensuring output quality.
	The weather does not meet the image quality requirements.	<ul style="list-style-type: none"> - Make a clear detailed plan of the materials that need to be collected and arranged according to time factors to shorten filming time. Spend about 3 days.
Minigame	The image is not synchronized with the original plan.	<ul style="list-style-type: none"> - Moderate post publication before posting on social media platforms.
	The format is confusing for participants.	<ul style="list-style-type: none"> - Moderate and test minigames to make quick notes and modifications before posting on social networks.

Table 15. Risk Management 2

IMPLEMENTATION

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CHAPTER IV

IMPLEMENTATION

A. EVENT

1. Workshop: The Journey

1.1. Brief and proposal(s)

Camile Bridal hopes to provide a comfortable workshop for prospective brides in October, which is often considered a month for women. In order to give client the broadest understanding of the service, tailoring, and wedding dress design services are explained in detail during the workshop. The workshop offers the most thorough and truthful expertise and experience on activities related to wedding dress design. Additionally, brands may inform consumers, increase awareness, and persuade brides to use the service. In particular, the following might be listed as the Workshop's highlights:

- **(Knowledge)** With an understanding of the general steps involved in making a wedding dress, couples or brides may design and finish making their own wedding veil or dress.
- **(Experience)** Create your own wedding veil and mix and match materials for a bridal gown.
- **(Gift)** Get savings on marriage-related services and companionship.

1.2. Goals - Objective

GOALS

- Raise client knowledge of the offering "MAKING FOR RENT, DESIGNING WEDDING DRESSES ON REQUEST"
- Refer to several providers of services (partners).
- Build a stronger sense of goodwill (trust) between brands and consumers.
- Gain more operational expertise and assist clients in comprehending the on-demand customization process.

- Improve the business's brand health
- Build positive working relationships with partners;-Increase revenue or conversion index linked to tailoring services and wedding dress design on demand.

OBJECTIVES

- 15–30 couples are included in the workshop.
- Revenue: More than three pairs signed in the product and service contract.

1.3. Target audience

- Age range: 20 to 30
- Habit: Gather information regularly, monitor social media, speak with friends and family, attend wedding-related events, and assess merchandise before purchasing on their wedding day.
- Utilize social media: TikTok, Facebook, Instagram, and other major social media sites.
- Marital status: This might refer to someone who is engaged, getting ready to get married, or thinking about getting married soon.
- Interests: Appreciates beauty, enjoys drawing attention to oneself and others, enjoys fashion, and aspires to be a "princess".
- Gender: The wedding dress industry is primarily populated by women, with potential male interest.
- Geographic: Residing both overseas and in Vietnam.

1.4. Message

When the bride herself actively contributes to the process of designing a wedding dress with her own unique impression, the garment will have even greater significance. It will be the result of a trip through various emotions.

"From the clothes factory to the wedding ceremony: a workshop for all couples on the path to discover the ideal destination of love" Brides and grooms may choose materials, trim, attach lace to the garment, and make the dress themselves—all crucial phases in creating the ideal wedding dress—in person at the " " Workshop. Handmade wedding veils have a distinct character.

1.5. Plan

1.5.1. Offline Plan

Sheet PLAN WORKSHOP – [Link](#)

WORKSHOP "THE JOURNEY - TỪ XƯỞNG MAY ĐẾN LỄ ĐƯỜNG"		
CATEGORIES	DETAILS	NOTE
Workshop Name	"THE JOURNEY - TỪ XƯỞNG MAY ĐẾN LỄ ĐƯỜNG"	
Key Message	A bridal gown that was made out of a fantasy and is exclusive to her is the most sentimental present. Accompanying with Camile in transforming the stuff of aspirations into reality.	
Highlight	- (Knowledge) Couples or brides who are aware of the general steps involved in making a wedding dress can design and finish their own wedding gown and veil. - (Experience) Create your own wedding veil and mix and match materials and accessories for your gown. - (Gift) Receive discounts/vouchers from Camile Bridal and accompanying partners.	
Form	The consulting + Workshop experience is served and displayed by the "mini-booths" + Talkshow	
Concept	Minimalism or Flowerist	

Location	Wedding Convention - Hanoi Tower, 49 Hai Ba Trung	2nd floor
Time	Saturday, 21/10/2023 - 2 slot/day Morning slot: 9 A.M - 12 P.M Afternoon slot: 2 P.M - 5 P.M	3 hours/slot
Reason for choose 21/10 to organize	- We want to use the effect of October 20 as a way for men to give a gift to their better half. Furthermore, young couples often tend to experience workshops on their anniversaries. - Usually on October 20 or a few days before, there will be a large number of couples wanting to participate in the workshop experience in all areas, so organizing it a day late is also a way for us to create competition with other organizations. Furthermore, participating in the workshop for free and having many attractive gifts is also a way for us to compensate for the weakness of organizing late.	
Couples invited	15 - 30 couples	For all day

Partners	Vest	Adam Store	Two male mannequins for suits at WS + two advisors (Gift: Voucher for 30% off available vest lines and 20% off Tuxedo lines)
	Wedding Planner	MAP Studio - Wedding Film	
	Studio	Palatino Studio	
	Location	Hanoi Tower	Arrange two long tables for the tea break: - Fruits (fruits like grapes and tangerines that don't require peeling are given preference) - Easy little cakes (cupcakes, macarons, etc.) - Filtered water with a Camile Bridal label.
	Jewelry	Doji	- Two advisors - Vouchers ring discount - Twenty complimentary umbrellas and cups
Departments	Committee Organization	Marketing Team Camile Bridal - FPT Uni - Partners	
	Communication team		
	Media team	Platino studio	
	Logistics team	FPT student group	

Departments	Committee Organization	Marketing Team Camile Bridal - FPT Uni - Partners	
	Communication team		
	Media team	Platino studio	
	Logistics team	FPT student group	
Social Media	Before	Facebook, Instagram, Tiktok, Website, Landingpage	Determine and list the main and auxiliary channels.
	D-day	Facebook, Tiktok, Instagram	
	After	Facebook, Tiktok, Instagram	
Communication activities	Before	3. ONLINE CHANNELS	
	D-day		
	After		

Workshop Goals		<ul style="list-style-type: none"> - Increasing customer awareness about the service "Tailor & Design - Wedding dress" - Mention services provided by several parties (Partners) - Boost consumer benevolence toward brands (Trust) - Expand operational expertise and assist clients in comprehending the on-demand customization service method - Boost the business's income or conversion index in relation to on-demand wedding dress design and tailoring services - Strengthen the brand - Establish connections that benefit both parties 	
Workshop activities	Share knowledge	Listening to the CEO of Camile Bridal discuss the "Tailor & Design - Wedding dress" service	
	Consulting & Experience Mini-booths (Spontaneous)	<ul style="list-style-type: none"> - Visit and receive advice on tailoring and renting wedding dress designs on request - Camile Bridal - Visit and get advice about wedding services - Palatino Studio - Visit and get advice on suits for the groom - Adam Store - Visit and listen to wedding reportage advice - Map Studio - Visit and get advice about wedding planner - Hanoi Tower - Visit and get advice about wedding jewelry - Doji 	
	Engagement activities	<ul style="list-style-type: none"> - Making wedding veil - Trimming and attaching lace accessories to the prepared dress (part of the design stage in the brand's service) " 	
	Others	<ul style="list-style-type: none"> - Take Check-in and Selfie photos at the Backdrop areas and spaces at the Workshop - Use Tea-break party - Lucky Draw - Interviews with CEOs, attendees, partners 	
"The Guest's experiential journey (Route)"	Starting point	Direct visitors to check-in at the counter located in the foyer on the first floor.	
	Check-in	<ul style="list-style-type: none"> - Check guest information + Choose lottery number - Gift (From Camile Bridal) - Take check-in photos at the Workshop backdrop - Enter the staging area 	
	Pantry	<ul style="list-style-type: none"> - Serve snacks and drinks to guests participating - There will be take care staff to explain instructions to get to the table or go sightseeing while the program has not yet started (1 vs 1) 	
	Opening the Workshop	<ul style="list-style-type: none"> - MC + takecare team stabilized the couples in their seats - MC introduces the Workshop (Partners, main activities in the Workshop) - Camile's representative came up to say a few words about the meaning of WS 	
	Share general knowledge about services	- The designer of Camile Bridal talks about personalized fitting and design offerings	Camile determines the content
	Engagement activities	<ul style="list-style-type: none"> - After hearing the introduction and some information about the on-demand tailoring and design service, the MC will lead into activity part 1 of attaching accessories to the prepared wedding dresses. - At the end of the activity of attaching accessories, we will move on to activity part 2 of making chiffon (Product is 80% complete). - While the guests are participating in the activity, the MC will interview a few couples. 	Once the product is finished, clients will leave their personal information. After the veil is finished, Camile will contact guests to pick it up at the Camile Bridal showroom
	Interactive activities available at the booths	<ul style="list-style-type: none"> - Following their completion of the two immersive experiences, participants are free to walk among the booths to get guidance and exclusive deals from partner businesses. - In addition, guests can take a rest or help themselves to food that the organizers have set up at the "Tea break" table. 	
	Ending the Workshop	<ul style="list-style-type: none"> - CEO Camile Bridal came up to say thank you to the guests participating in the workshop - In the lucky draw, the bride received a valuable gift from Camile and expressed her feelings about the winning couple - End workshop - Take a picture - Interview guests after finishing 	
Personnel	MC	Phù Hoàng	https://www.facebook.com/phuhuangfpt
	Takecare team	Camile Bridal + FPT + Palatino	
	Partner representative	Map studio + Adam Store + Doji + Hanoi Tower	2 staff/team
Committee Organization's dresscode		Black T-shirt	

Table 16. Offline Plan

1.5.2. Online Plan

Sheet FACEBOOK CONTENT PLAN & TIKTOK CONTENT PLAN – [Link](#)

❖ Facebook Direction Plan

Facebook: Camile Bridal- Váy cưới Thiết Kế Cao Cấp					
Phase	Date	Title	The Script & Design	Image/ Gif	Published
Phase 1 (9/10-25/10)	9/10	Announcing the appearance of the Event Workshop	Thùy, Hoàng Anh	Link 1	link
	10/10	Revealing the place where "From garment factory to ceremony" is realized - TOWER HANOI	Thùy, Hoàng Anh	Link 2	link
	12/10	Introducing the accompanying partners of Workshop "THE JOURNEY"	Thùy, Hoàng Anh	Link 3	link
	15/10	ĐĂNG KÝ THE JOURNEY - "VỢ" VOUCHER HẾT Ý	Thùy, Hoàng Anh	Link 4	link
	15/10	Revealing activities only available at the wedding Workshop "The Journey"	Dương, Hoàng Anh	Link 5	link
	16/10	Practice being a wedding dress designer	Hiền, Hoàng Anh	Link 6	link
	17/10	THE JOURNEY MAP & TIMELINE	Hiền, Hoàng Anh	Link 7	link
	18/10	"THE JOURNEY" WORKSHOP WEDDING 3 DAYS LEFT	Thùy	Link 8	link
	19/10	The wedding dress is Art - The creator is the Artist	Thùy, Hoàng Anh	Link 9	link
	21/10	The most beautiful moments in Workshop THE JOURNEY - SLOT 1	Thùy, Hiền, Hoàng Anh	Link 10	link
	21/10	Closing "THE JOURNEY" with beautiful memories	Thùy, Hiền, Hoàng Anh	Link 11	link
	22/10	♡LOVE STORY Mr. ADAM and Ms. DOJ ♡	Hiền	Link 12	link
	22/10	Grateful and Thank you to our partners	Thùy	Link 13	link
	23/10	Step by step realizing the "Journey" of love Announcement of 2 couples winning "Special Gift"	Thùy	Link 14	link
	24/10	RECAP "THE JOURNEY" WORKSHOP CAMILE BRIDAL	Team	Link 15	link
	25/10	Interview: Feelings of couples at "The Journey"	Team	Link 16	link
	27/10	Highlight from "The Journey" Workshop	Team	Link 17	link

Table 17. Online Plan - Facebook

❖ TikTok Direction Plan

TikTok: Camile Bridal- Váy cưới Thiết Kế Cao Cấp					
Phase	Date	Title	The Script & Design	Video	Published
Phase 1 (9/10 - 15/10)	9/10	Teaser trailer: "The Journey" Workshop	Thùy	Link 1	link
	15/10	Introduction: What does The Journey Workshop have? 3 reasons you shouldn't miss "The Journey" Workshop	Hiền	Link 2	link

Table 18. Online Plan - TikTok

1.6. Script

1.6.1. Offline

Time: 21/10/2023

Number of applications: Morning slot: 11 couples & Afternoon slot: 19 couples

Number of attendees: Morning slot: 10 couples & Afternoon slot: 14 couples

Workshop - Morning Slot

Sheet SCRIPT TIMELINE WS – [Link](#)

WORKSHOP "THE JOURNEY - TỪ XƯỞNG MAY ĐẾN LỄ ĐƯỜNG"						
Num	State	Time	Activities	Personel	Location	Note
1	Prepare	19/10	Finish the décor and deliver it to the HN Tower		Lobby on the 1st and 2nd floors	
		20/10	Rehearsal 1 Remind time and location for guests 1			
2	Prepare & Settle	7:00a.m - 9:00a.m (21/10)	As scheduled, the workshop preparation gets everyone together.		Lobby on the 1st and 2nd floors	
			Set up a room for the WS meeting.			
			Rehearsal 2			
			Remind time and location for guests 2			
3	Welcoming guests	9:00a.m - 9:30a.m	Instruct guests to park their cars and move to the Workshop venue		Lobby on the 1st and 2nd floors	When letting guests know they are invited, MC can say "The brand's experience activity will take place at 9:30 a.m., so please come 15 minutes earlier to check-in to receive special gifts from brand, selfie as well as understand more about the experiential activities during the WS session before the event begins"
			Takecare team Welcoming couples participating in the Workshop			
			Check-in to verify guests details			
			Gifts for guests (Camile's present) + Couple bracelets			
			Take check-in photographs for guests with the backdrop + hashtag			
			Give guests a Workshop mini map + Brief instructions on the moving process in the Workshop mini map			
			Serve snacks and drinks to guests			
4	Opening the Workshop	9:30a.m - 10:00a.m	MC + Takecare team will stabilize the pairs into seats MC will introduce the Workshop (Partners, main activities included in the Workshop)			Ex: Share about the process of measuring a custom-designed wedding dress, share about how to coordinate the materials to make a complete wedding dress and the advantages of the company in terms of the service of measurement rented on the market (How to build confidence of guests)
			Representative of Camile-CEO made a statement on the issue of "Tailor & Design Wedding Dress on Demand"			
5	Activity part 1	10:00a.m - 10:20a.m	MC initiates Activity 1 Perform the adhesive operation and the ingredients on the prepared wedding dress			
6	Musical performance	10:20a.m - 10:30a.m	"Mãi mãi bên nhau" - Phú Hoàng			
7	Activity part 2	10:30a.m - 11:00a.m	MC initiates Activity 2 Pairing activity for couples			
8	Connecting Activity 2 to the "Mini-booths" Experience	11:00a.m - 11:05a.m	MC will introduce the booths (promote and give information to everyone)		The 2nd floor	
9	Visit Mini-booths	11:05a.m - 11:40a.m	Guests who attend the Workshop are free to experience the service stands of their own interest			
			Interviewing guests in the process of visiting the booth			
10	Ending the Workshop	11:40a.m - 12:00p.m	MC coordinates to the prize-winning bidding			
			Lucky visits the couples received a valuable gift from Camile (Make the wedding offer in the winning invitation section - "Special Rewards")			
			Prizes awarded to the lucky couple			
			CEO Camile Bridal expressed gratitude to the guests and supporting partners			
11	Total	9:00a.m - 12:00p.m	Guest interview after completion	ALL	Hanoi Tower	Additional time: around 30 minutes

Table 19. Workshop - Morning Slot

Workshop - Afternoon Slot

WORKSHOP "THE JOURNEY - TỪ XƯỞNG MAY ĐẾN LỄ ĐƯỜNG"						
Num	State	Time	Activities	Personel	Location	Note
1	Prepare & Settle	12:00p.m - 2:00p.m (21/10)	The preparation of the workshop will bring together the full membership as planned		Lobby on the 1st and 2nd floors	
			Set up a room for the Workshop meeting			
			Rehearsal 3			
			Remind time and location for guests 3			
2	Welcoming guests	2:00p.m - 2:30p.m	Instruct guests to park their cars and move to the Workshop venue		Lobby on the 1st and 2nd floors	When letting guests know they are invited, MC can say "The brand's experience activity will take place at 9:30 a.m., so please come 15 minutes earlier to check-in to receive special gifts from brand, selfie as well as understand more about the experiential activities during the WS session before the event begins"
			Takecare team Welcoming couples participating in the Workshop			
			Check-in to verify guests details			
			Gifts for guests (Camile's present) + Couple bracelets			
			Take check-in photographs for guests with the backdrop + hashtag			
			Give guests a Workshop mini map + Brief instructions on the moving process in the Workshop mini map			
			Serve snacks and drinks to guests			
3	Opening the Workshop	2:30p.m - 3:00p.m	MC + Takecare team will stabilize the pairs into seats			Ex: Share about the process of measuring a custom-designed wedding dress, share about how to coordinate the materials to make a complete wedding dress and the advantages of the company in terms of the service of measurement rented on the market (How to build confidence of guests)
			MC will introduce the Workshop (Partners, main activities included in the Workshop)			
			Representative of Camile-CEO made a statement on the issue of "Tailor & Design Wedding Dress on Demand"			
4	Activity part 1	3:00p.m - 3:20p.m	MC initiates Activity 1 Perform the adhesive operation and the ingredients on the prepared wedding dress			
5	Musical performance	3:20p.m - 3:30p.m	"Mãi mãi bên nhau" - Phú Hoàng			
6	Activity part 2	3:30p.m - 4:00p.m	MC initiates Activity 2			
			Pairing activity for couples			
7	Connecting Activity 2 to the "Mini-booths" Experience	4:00p.m - 4:05p.m	MC will introduce the booths (promote and give information to everyone)		The 2nd floor	
8	Visit Mini-booths	4:05p.m - 4:40p.m	Guests who attend the Workshop are free to experience the service stands of their own interest			
			Interviewing guests in the process of visiting the booth			
9	Ending the Workshop	4:40p.m - 5:00p.m	MC coordinates to the prize-winning bidding			
			Lucky visits the couples received a valuable gift from Camile (Make the wedding offer in the winning invitation section - "Special Rewards")			
			Prizes awarded to the lucky couple			
			CEO Camile Bridal expressed gratitude to the guests and supporting partners			
			Guest interview after completion			
10	Total	2:00p.m - 5:00p.m		ALL	Hanoi Tower	Additional time: around 30 minutes

Table 20. Workshop - Afternoon Slot

1.6.2. Online

Facebook

Sheet TIMELINE

TIMELINE COMMUNICATIONS ON FACEBOOK											
Closed-caption (applies to all posts)											
CAMILE BRIDAL - VAY CƯỚI THIẾT KẾ CAO CẤP Tư vấn là chính năng Hotline: 0978 425 418 (Ms Hoa) Địa chỉ: Số 45 Nguyễn Hy Quang, Đống Đa, Hà Nội Tiktok: www.tiktok.com/@camilebridalsince2014 Website: http://camile.vn Instagram: https://www.instagram.com/camilebridal											
State	Num	Day	Post Name	Post Caption	Media Material	In charge			Time Post	Condition	
						Admin	Content	Media / Des		Await approval	Posted
	1	09/10	Công bố sự xuất hiện của Workshop	<p>✦ WORKSHOP "THE JOURNEY" (CAMILE BRIDAL) ✦</p> <p>Chắc hẳn bạn sẽ tò mò về nghĩa ban đầu khi bắt đầu được tạo nên bởi hành trình chứa đựng nhiều cung bậc cảm xúc khi có dấu tự tay tham gia vào quá trình tạo ra chiếc váy cưới mang đậm dấu ấn cá nhân của riêng mình.</p> <p>"The Journey" - Từ xưởng may đến lễ đường - một Workshop dành cho tất cả các cặp đôi đang trên hành trình tìm kiếm đến hoàn hảo của tình yêu. Tại "The Journey" Workshop, các cô dâu chú rể sẽ được đích thân tham gia và thực hiện những bước vẽ cùng quan trọng trong việc hoàn thiện một chiếc váy cưới từ chọn nguyên liệu, cắt tỉa, đính kết lên váy, tự làm veil cưới mang đậm nét cá tính riêng.</p> <p>Đến với The Journey Workshop, bạn sẽ nhận được:</p> <ul style="list-style-type: none"> Trải nghiệm thú vị kèm những món quà xinh xắn Voucher ưu đãi chỉ có tại Workshop từ thương hiệu lớn như: Trang sức: Doji, Palatino Studio, Vest: Adam Store, MAP Studio... Camile sẽ đi tìm Nàng dâu may mắn nhất sẽ hữu môn quà MIỄN PHÍ toàn bộ chi phí cho một chiếc váy thiết kế. <p>Để đảm bảo trải nghiệm của các cặp đôi được trọn vẹn, Camile Bridal sẽ giới hạn số lượng tham gia vì thế đừng quên sắp xếp lịch và đăng ký tham dự. Form sẽ được gửi trước 20/10 và có thể sớm hơn khi đã đủ slot.</p> <p>-- HOÀN TOÀN MIỄN PHÍ VÀO CỬA --</p> <p>Buổi Workshop đã chuẩn bị đầy đủ các dụng cụ, các năng chỉ cần diện form và trải nghiệm để có được cảm xúc trọn vẹn nhất.</p> <p>Đăng ký ngay hôm nay: https://workshop.camile.vn/</p> <p>Thời gian tổ chức: Slot 1: 9h-12h và Slot 2: 14h-17h ngày 21/10/2023</p> <p>Địa điểm: Hanoi Tower - 49 P. Hai Bà Trưng, Trần Hưng Đạo, Hoàn Kiếm, Hà Nội</p>	Design	Thủy	Thủy	Hoàng Anh	10h30		
	2	10/10/2023	CÔNG BỐ ĐỊA ĐIỂM TỔ CHỨC	<p>📍 Hành trình minh yếu như rang ngoài, có em làm bạn đời</p> <p>Hành trình Workshop nhà Camile thật tuyệt vời khi Hanoi Tower là nơi diễn ra tổ chức.</p> <p>Được vẽ như một viên ngọc giữa lòng thủ đô, Hanoi Tower chính là nơi sẽ đồng hành để The Journey Workshop được diễn ra ngày 21/10 này. Hanoi Tower từ hào là lựa chọn hoàn hảo trong lĩnh vực tổ chức sự kiện và tiệc cưới, luôn lấy khách hàng làm kim chỉ nam cho mọi hoạt động chắc chắn sẽ khiến mọi người có những trải nghiệm tuyệt vời nhất khi tham gia sự kiện lần này.</p> <p>Các bạn còn đắn đo gì mà không lên kế hoạch cho 21/10 lần này tại The Journey Workshop?</p>	Design	Thủy	Thủy	Hoàng Anh	19h30		
	3	12/10/2023	ĐỐI TÁC	<p>[GIỚI THIỆU BÊN ĐỐI TÁC ĐỒNG HÀNH CỦA WORKSHOP "THE JOURNEY"]</p> <p>Camile Bridal xin trân trọng giới thiệu đến quý các bạn nhà tài trợ sẽ đồng hành cùng chương trình Workshop "THE JOURNEY" - Từ xưởng may đến lễ đường.</p> <p>Hanoi Tower - Cung cấp cho khách hàng 03 dịch vụ chính: Dịch vụ Tiệc cưới, Hội nghị - Sự kiện, Sở hữu vị trí đắc địa trung thành phố Hà Nội, Tháp Hà Nội tự hào là lựa chọn hoàn hảo trong lĩnh vực tổ chức sự kiện và tiệc cưới.</p> <p>ADAM STORE - Thương hiệu vest cưới may sẵn hàng đầu Việt Nam với 10 năm hoạt động trên thị trường hiện giờ đã có bề dày 60 của hàng trên 50 tỉnh thành Việt Nam. Mục tiêu xây dựng thương hiệu thời trang mang xu hướng phong cách đa dạng từ trẻ trung, năng động đến lịch lãm, đẳng cấp; đây cũng chính là niềm đam mê và niềm tự hào của chúng tôi.</p> <p>Trang sức DOJI - Từ hào là thương hiệu Quốc gia Việt Nam uy tín gần 30 năm trong ngành Vàng bạc Trang sức với hệ thống phân phối trải dài từ Bắc vào Nam, sự đa dạng về chủng loại, độc đáo về kiểu dáng và sự tinh tế về thiết kế, nhiều sự lựa chọn về mức giá.</p> <p>Palatino Studio - Với hơn 10 năm kinh nghiệm và phong cách "Luôn đặt lợi ích của khách hàng lên hàng đầu" - sự hài lòng của khách hàng là thước đo uy tín và hiệu quả của chúng tôi. Palatino từ hào đã phục vụ hàng ngàn các cặp đôi khi tới ngày trọng đại của đời mình trong suốt thời gian qua với những cơn sóng không khí như 4500 album Pre - Wedding, hơn 1000 album phong sự cưới.</p> <p>MAP Studio - Với khẩu hiệu "Lưu trọn phút giây - Đong đầy cảm xúc", bạn sẽ hoàn toàn yên tâm bởi tư vấn lịch trình tổ chức lễ ăn hỏi và lễ cưới của các cặp đôi.</p> <p>Camile Bridal xin chân thành cảm ơn sự đồng hành từ những quý đối tác trên. Nhờ có sự đồng hành, chúng tôi mới có thể tiếp tục mang đến cho mọi người tham gia những trải nghiệm giá trị trong "The Journey" Workshop.</p>	Design	Thủy	Thủy	Hoàng Anh	19h00		
Before	4	15/10/2023	VOUCHER	<p>DĂNG KÝ THE JOURNEY - "VOT" VOUCHER HẾT Ý</p> <p>Ưu đãi dành riêng cho khách tham dự workshop CAMILE BRIDAL</p> <ul style="list-style-type: none"> Giảm 25% chi phí may đo thiết kế áp dụng vào tất cả các dòng váy (ưu đãi dành cho khách hàng đăng ký học đóng trước 29/02/2024) Giảm tới 60% giá thuê BST váy cưới có tại cửa hàng, trừ BST Mây Collection (hiện tại giảm max tại cửa hàng là 50%) Giảm tới 40% giá thuê BST Mây Collection (hiện tại giảm max tại cửa hàng là 30%) <p>TRANG SỨC DOJI</p> <p>Đong hàng kim cương viên</p> <ul style="list-style-type: none"> Tặng ưu đãi 5 triệu cho hóa đơn từ 50 triệu - dưới 100 triệu Tặng ưu đãi 10 triệu cho hóa đơn từ 100 triệu - dưới 200 triệu Tặng ưu đãi 20 triệu cho hóa đơn từ 200 triệu - dưới 500 triệu Tặng ưu đãi 50 triệu cho hóa đơn từ 500 triệu trở lên <p>Đong hàng trang sức cao cấp</p> <ul style="list-style-type: none"> Tặng ưu đãi 2 triệu cho hóa đơn từ 10 triệu - dưới 30 triệu Tặng ưu đãi 5 triệu cho hóa đơn từ 30 triệu - dưới 50 triệu Tặng ưu đãi 10 triệu cho hóa đơn từ 50 triệu - dưới 100 triệu Tặng ưu đãi 20 triệu cho hóa đơn từ 100 triệu <p>ADAM STORE</p> <p>Giảm giá 20% trực tiếp trên tất cả các sản phẩm vest may đo và may sẵn của The Tuxedo</p> <p>PALATINO STUDIO</p> <p>Giảm 5% toàn bộ gói chụp cho khách hàng tham dự workshop</p> <p>MAP STUDIO</p> <p>Dành cho khách đăng ký gói chụp từ 12 triệu</p> <ul style="list-style-type: none"> Tặng phòng in ảnh cưới 1 triệu đồng Tặng gói chụp Beauty Photo Studio trị giá 2 triệu đồng Tặng MC dẫn chương trình lễ ăn hỏi / lễ cưới trị giá 3 triệu đồng Tặng Thycam ngày ăn hỏi / cưới trị giá 4 triệu đồng 	Design	Thủy	Thủy	Hoàng Anh	9h30		

	5	15/10/2023	TRẢI NGHIỆM ĐONG ĐÁY- MANG QUÀ VỀ TAY	<p>Bắt mí các hoạt động chỉ có tại wedding workshop "THE JOURNEY - TỪ XƯỞNG MAY ĐẾN LỄ ĐƯỜNG?"</p> <p>Đây là những hoạt động trải nghiệm dành riêng cho các cô dâu và chú rể tương lai, Camile sẽ đồng hành cùng các bạn trong quá trình tạo nên những sản phẩm đậm chất "riêng" nhất từ chính đôi bạn tại của mình.</p> <p>👉 Trải nghiệm tất cả, ghép ren và đính các phụ liệu lên váy cưới.</p> <p>👉 Tự tay tạo ra một chiếc VIEL, CÚOI theo chính ý tưởng của mình.</p> <p>👉 Tham gia trải nghiệm các khâu khâu sửa ráp dần khác từ các đôi tác của Camile tại Workshop.</p> <p>Và đặc biệt, các cặp đôi, cô dâu chú rể khi tham gia trải nghiệm Workshop sẽ nhận được chiếc VIEL CÚOI do chính các bạn làm ra, cùng với đó là vô cùng nhiều các quà tặng hấp dẫn khác.</p> <p>Váy thì còn chần chờ gì nữa, hãy đăng ký và đến trải nghiệm Workshop "THE JOURNEY - TỪ XƯỞNG MAY ĐẾN LỄ ĐƯỜNG?" vào ngày 21/10 cùng Camile Bridal</p> <p>📍 Đăng ký tham gia Workshop ngay hôm nay: https://workshop.camile.vn/</p>	Design	Thủy	Dương	Hoàng Anh	19h00	☑	☑
	6	16/10/2023	TẬP LÀM NHÀ THIẾT KẾ VÂY CÚOI	<p>TẬP LÀM NHÀ THIẾT KẾ VÂY CÚOI</p> <p>Giấc mơ của các cô dâu, là sự bùng nổ của chiếc váy công chúa mà nàng có thể tự tin khoe lên mình vào dịp trọng đại nhất. Tự tay thiết kế, tự tay tạo nên chiếc váy cưới trong mơ không chỉ giúp nàng có váy cưới ưng ý mà còn thêm những giá trị ý nghĩa.</p> <p>Giấc mơ đó không ở đâu xa, mà ở ngay tại Workshop The Journey - Từ xưởng may đến lễ đường của nhà Camile Bridal</p> <p>Đăng ký tham gia ngay hôm nay, tại: https://workshop.camile.vn/</p> <p>Slot 1: 9h - 12h (Chỉ còn 6 slot)</p> <p>Slot 2: 14h - 17h (Đã hết slot)</p> <p>Địa điểm: Hà Nội Tower - 49 P. Hai Bà Trưng, Trần Hưng Đạo, Hoàn Kiếm, Hà Nội</p> <p>-----</p> <p>Ảnh 3: Đầu tiên, dựa trên số đo và sở thích của cô dâu nhà thiết kế sẽ may, ráp và hoàn thiện form dáng cho chiếc váy cưới.</p> <p>Ảnh 4: Lựa chọn, kết hợp vải là bước quan trọng nhất quyết định độ bóng bẩy hay mềm mại cho chiếc váy. Vì thế, Có thể kết hợp vải ren với các chất liệu khác để tăng sự tinh tế, sang trọng.</p> <p>Ảnh 5: Cuối cùng, đính đá hoặc họa tiết hoa 3D để tô điểm cho chiếc váy bình bình hơn.</p>	Design	Hiền	Hiền	Hoàng Anh	19h00	☑	☑
	7	17/10/2023	EVENT MAP	<p>THE JOURNEY MAP & TIMELINE</p> <p>Để có một trải nghiệm trọn vẹn cùng The Journey "Từ xưởng may đến lễ đường" cô dâu, chú rể hãy "bỏ túi" ngay SƠ ĐỒ và TIMELINE các hoạt động trong sự kiện.</p> <p>Hẹn gặp các cặp đôi vào Thứ 1, ngày 21/10 để cùng Camile Bridal viết nên một hành trình đẹp!</p> <p>Đăng ký tham gia ngay hôm nay, tại: https://workshop.camile.vn/</p> <p>Slot 1: 9h - 12h (Chỉ còn 6 slot)</p> <p>Slot 2: 14h - 17h (Đã hết slot)</p> <p>Địa điểm: Hà Nội Tower - 49 P. Hai Bà Trưng, Trần Hưng Đạo, Hoàn Kiếm, Hà Nội</p>	Design	Hiền	Hiền	Hoàng Anh	17h00	☑	☑
	8	18/10/2023	REMIND DIỄN ĐÀN	<p>📍 THE JOURNEY WORKSHOP WEDDING (3 DAYS LEFT) 📍</p> <p>👉 Tổng đài nhà Camile Bridal nhận được thông báo những slot tham gia buổi chiếu đã được các cặp đôi đăng ký lấp đầy. Những slot tham gia buổi sáng vẫn còn đang đợi các nàng đến tham.</p> <p>Chỉ còn 3 ngày công đồng ký sẽ chính thức đóng lại. Cùng rất nhiều lợi ích và đặc quyền khi tham gia, Camile Bridal tin rằng sẽ thật đáng tiếc nếu bạn bỏ lỡ thêm 1 cơ hội quý báu này.</p> <p>Chỉ cần một "click" để có ngay trải nghiệm chưa từng có ngay thời nào: https://workshop.camile.vn/</p> <p>Slot 1: 9h - 12h (Chỉ còn 6 slot)</p> <p>Slot 2: 14h - 17h (Đã hết slot)</p>	Gift	Thủy	Thủy	Thủy	10h00	☑	☑
	9	19/10/2023	NGHỆ THUẬT - NGHỆ NHÂN	<p>👉Chiếc váy cưới là Nghệ Thuật - Người tạo nên là Nghệ Nhân👉</p> <p>Không chỉ những nhà thiết kế tài năng mới tạo nên sự khác biệt, mà với Camile Bridal thì chính Nàng cũng là những "Người Nghệ Nhân" sẽ thực hiện hóa được ý tưởng về một chiếc váy cưới đúng với ý thích của chính mình.</p> <p>Tự tay tạo ra một tác phẩm nghệ thuật đặc sắc cho bản thân khi tham gia vào từng công đoạn làm một chiếc váy cưới sẽ là một kỉ niệm và trải nghiệm khó quên dành cho Nàng để bắt đầu một hành trình cưới đúng ghi nhớ. Và trải nghiệm đó không đâu xa mà ở ngay tại Workshop "The Journey" của Camile Bridal đó.</p> <p>-----</p> <p>(Caption viết riêng từng ảnh)</p> <p>Ảnh 3: Chính Cô dâu - Nhà thiết kế chính - Quản lý - Chuyên viên hỗ trợ sẽ lên bàn phác thảo mẫu váy, dựa trên chất liệu Nàng yêu cầu. Bàn phác thảo sẽ lên trong 3-5 ngày. Sau khi có bản phác thảo sẽ thảo luận cùng cô dâu để chỉnh sửa thêm, đến khi Nàng ưng một chiếc bản thiết kế nè.</p> <p>Ảnh 4: Sau khi lên form váy, các Nàng dâu tại Hà Nội sẽ tận tay duyệt trực tiếp tại showroom. Nàng duyệt bản thiết kế ren và phụ kiện Online sẽ vẫn được thay đổi thêm nếu cần nha.</p> <p>Ảnh 5: Tự mình tham gia khâu lựa chọn và đính kết váy, đồng thời Nàng còn được chính của fix lại váy theo số đo lần cuối để chiếc váy mang đậm tính cá nhân trở nên hoàn hảo nhất.</p>	Design	Thủy	Thủy	Hoàng Anh	19h30	☑	☑
		20/10/2023	STORY REMIND 1 NGÀY	no caption	Gift	Thủy	Thủy	Thủy	9h00	☑	☑
D-Day	10	Trưa 21/10	WS SÁNG	<p>Những khoảnh khắc đẹp nhất trong Workshop THE JOURNEY - SLOT SÁNG</p> <p>Các cặp đôi không chỉ được trải nghiệm những hoạt động thú vị mà còn được lại là những khoảnh khắc xua động. Từng giây phút trong The Journey đem tới cho các cặp đôi, mong rằng sẽ được lưu giữ mãi qua những tấm hình giá trị.</p> <p>Đừng quên hẹn vào SLOT CHIỀU của THE JOURNEY nhé!!</p>	Media	Thủy	Thủy	Hoàng Anh Thủy Hiền	14h00	☑	☑
	11	Tối 21/10	WS CHIỀU	<p>Khép lại THE JOURNEY với những kỷ niệm đẹp</p> <p>Cùng ngắm nhìn những hình ảnh đẹp sắc đã thu được của các cặp đôi tại The Journey - Từ xưởng may đến lễ đường. Chúc các cô dâu, chú rể tương lai sớm đóng hàng cùng nhau viết nên hành trình đầy ý nghĩa.</p> <p>Cảm ơn các cặp đôi đã đến và tạo nên những kỷ niệm đẹp cùng Camile Bridal.</p>	Media	Thủy	Thủy	Hoàng Anh Thủy Hiền	20h00	☑	☑
After	12	Trưa 22/10	LOVE STORY	<p>💖 LOVE STORY Ảnh ADAM và Chú ĐÔI 💖</p> <p>Ngôi nhà hạnh phúc hạnh phúc của các cặp đôi tại Workshop, ekip chúng tôi còn được chứng kiến hành trình tìm lại nụ cười của anh ADAM!</p>	Media	Hiền	Hiền	Hoàng Anh Hiền	11h00	☑	☑
	13	Tối 22/10	CẢM ƠN ĐỐI TÁC	<p>[TRẦN ẮN & CẢM ƠN CÁC QUÝ ĐỐI TÁC]</p> <p>Sự thành công rực rỡ "THE JOURNEY" WORKSHOP không thể không kể đến đóng góp lớn của những quý đối tác: Hanoi Tower Wedding & Convention, Trang Sốc Đẹp, Adam Store, Phòng sự cưới - MAP Studio, Palatino Studio.</p> <p>Cảm ơn vì đã đồng hành xuyên suốt sự kiện, mang đến những màu sắc và giá trị tuyệt vời, Camile Bridal và các quý đối tác không thể vui mừng hơn khi đã, đang và sẽ trở thành một phần Hành Trình của những cô dâu chú rể tương lai🥰</p>	Media	Thủy	Thủy	Hoàng Anh Hiền	19h00	☑	☑
	14	23/10/2023	CÔNG BỐ NGƯỜI CHẼN THẮNG	<p>👉TỪNG BƯỚC THỰC HIỆN HOÀ HÀNH TRÌNH YÊU👉</p> <p>Những món quà mà Camile Bridal mong muốn tìm được chỉ nhận cuối cùng cũng đi có những bên dâu cho riêng mình tại THE JOURNEY Workshop.</p> <p>Mong rằng "Special Gift" được Camile Bridal trao tay sẽ giúp các cô dâu chú rể tương lai bước gần hơn tới cái kết viên mãn. Camile Bridal sẽ hoàn thiện giấc mơ váy cưới của các nàng dâu cho hành trình yêu của mình🥰</p>	Media	Thủy	Thủy	Hoàng Anh Thủy	19h30	☑	☑
	15	24/10/2023	RECAP HIGHLIGHT	<p>RECAP THE JOURNEY WORKSHOP CAMILE BRIDAL</p> <p>Trong tiết trời mùa thu lãng mạn, Workshop mang tên "THE JOURNEY" về chủ đề Từ xưởng may đến Lễ đường do Camile Bridal kết hợp cùng các bên đối tác tổ chức đã diễn ra thành công tốt đẹp.</p> <p>Camile vô cùng hạnh phúc trước sự tham gia đầy hào hứng của các cô dâu chú rể tương lai. Hy vọng Workshop đã thực sự mang đến cho mọi người những khoảnh khắc, trải nghiệm và dự vị xúc cảm đặc biệt🥰</p>	Video	Thủy	Thủy	Hoàng Anh	19h30	☑	☑

Table 21. Workshop - Facebook timeline

❖ TikTok

Sheet TIMELINE – [Link](#)

TIMELINE COMMUNICATIONS ON TIKTOK											
State	Video	Day	Post			In charge			Time Post	Condition	
			Video Name	Caption	Media Material	Admin	Content	Media / Des		Await approval	Posted
Workshop	1	10/09/2023	Sự xuất hiện của sự kiện WORKSHOP "THE JOURNEY - TỪ XUÔNG MÂY ĐẾN LỄ ĐUÔNG"	Trải nghiệm trò thành nhà thiết kế cùng Workshop váy cưới lớn nhất tháng 10 #weddingworkshop #thejourney #mayvaycuoi #camilebridal #tuxuonngmaydenleduong	Video		Thủy	Thủy	10h30	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	2	15/09/2023	3 lý do bạn nhất định phải đi Wedding Workshop nhà Camile Bridal ngày 21/10 này	Hà Nội thứ 7 phải lên đồ... để đi cưới!!! #thejourney #weddingworkshop #tuxuonngmaydenleduong #camilebridal #fyp #xuhuong	Video		Hiên	Hiên	10h30	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Table 22. Workshop - TikTok timeline

1.7. Budget

ESTIMATED COST									
Num	Categories		Quantity	Details	Unit Price (VND)	Into Money (VND)	Total/ Categories	Supplier	Note
1	Premises: Hanoi Tower Wedding Convention 49 Hai Ba Trung, Hoan Kiem District, Hanoi	Main led screen	1	Led pixel O2					Decorative premises Includes: decoration + lighting + sound
		Sound system	1		15,000,000	15,000,000	15,000,000	Hanoi Tower	
		Lighting	1						
		Installation personnel	1						
		Chair	50						
		Round table	4						
2	Tea Break	Long table	10						
		Lavie filtered water	3	22 bottles/pail	110,000	330,000			
		Fruits (Grapes, Tangerines, Melons)	4		75,000	300,000			
		Tiramisu Cake	2		280,000	560,000	2,670,000	Camile Bridal	
		Choux cream	10		30,000	300,000			
		Macarons	4		110,000	440,000			
		Tissue	10		2,000	20,000			
3	Present	Gifts for Guests	30	Scarf + thank you card + Veil	108,000	3,240,000			
		Voucher	30	Discount vouchers	12,000	360,000	3,600,000	Camile Bridal	
4	Printing	Partner nameplate	6	Doji, Adam Store, Hanoi Tower, Map Studio, Palatino Studio, Camile Bridal	5,000	30,000			
		Check-in stickers	2	Printed as stickers on guests' shirts (1 sheet has numbers 1 -> number 20)	25,000	50,000			
		BTC card	20	Includes photo and strap	5,000	100,000			
		Backdrop	1	Size 5m x 3m	2,000,000	2,000,000			
		Standee	3	Size 0.8m x 2m + buy feet	266,000	800,000			
		Workshop diagram	1	Printed on A0 size	20,000	20,000			
							3,994,000	Camile Bridal	

		Handheld hashtag	5	Handheld hashtags include: Camile Bridal logo, The Journey, Yes Ido, Marry me, let's get married	100,000	500,000		
		1st printing			116,000	116,000		
		2nd printing			108,000	108,000		
		Print water bottle stickers			270,000	270,000		
5	Hire an MC	1	Phù Hoàng	800,000	800,000	800,000	FPT	MC backup: Đường
6	Lunch for BTC + Milk tea	14		40,000	560,000	560,000		
7	Walkie talkie	2		600,000	600,000	600,000		
8	Scissors and staples	15		30,000	450,000	450,000		
9	Travel expenses	2		300,000	600,000	600,000		
10	Parking at the event	20		10,000	200,000	200,000		
11	Backup Cost (Risks arising)	1				2,847,400		Backup fee is 10% of total fee
12	VAT	1				3,132,140		10%
TOTAL				34,453,540				
						Unit: VND		

❖ BACKDROP



Figure 16. Workshop Backdrop "The Journey"

❖ LINE UP

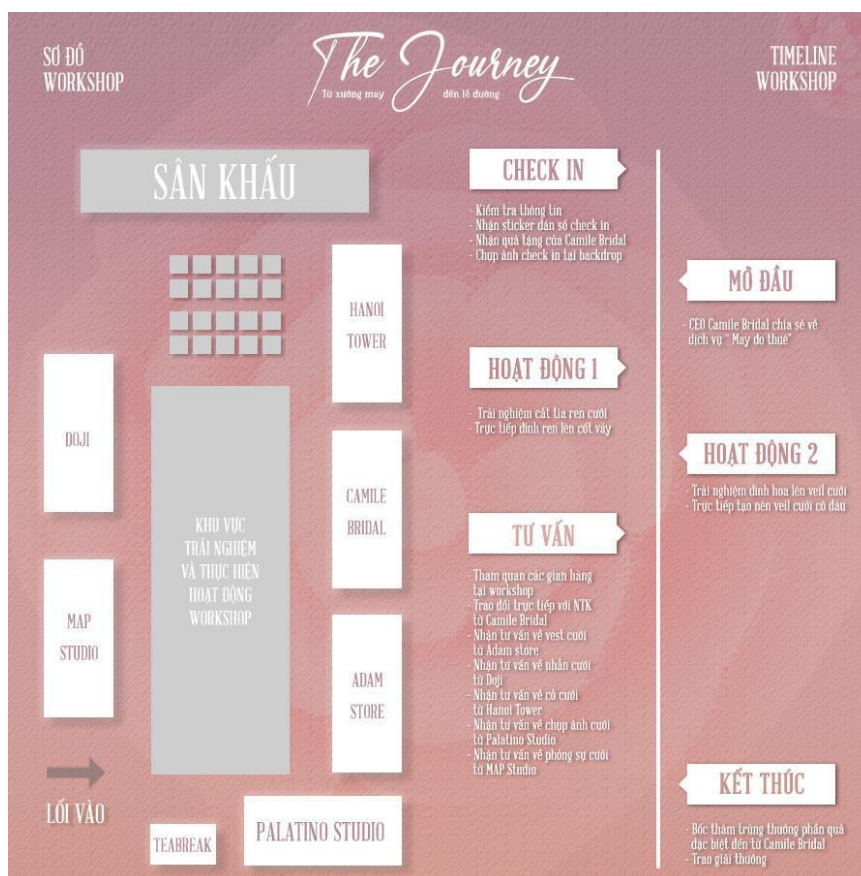


Figure 17. Workshop Line Up "The Journey"

❖ ORGANIZER CARD



Figure 18. Workshop Organizer Card "The Journey"

❖ PARTNER CARD

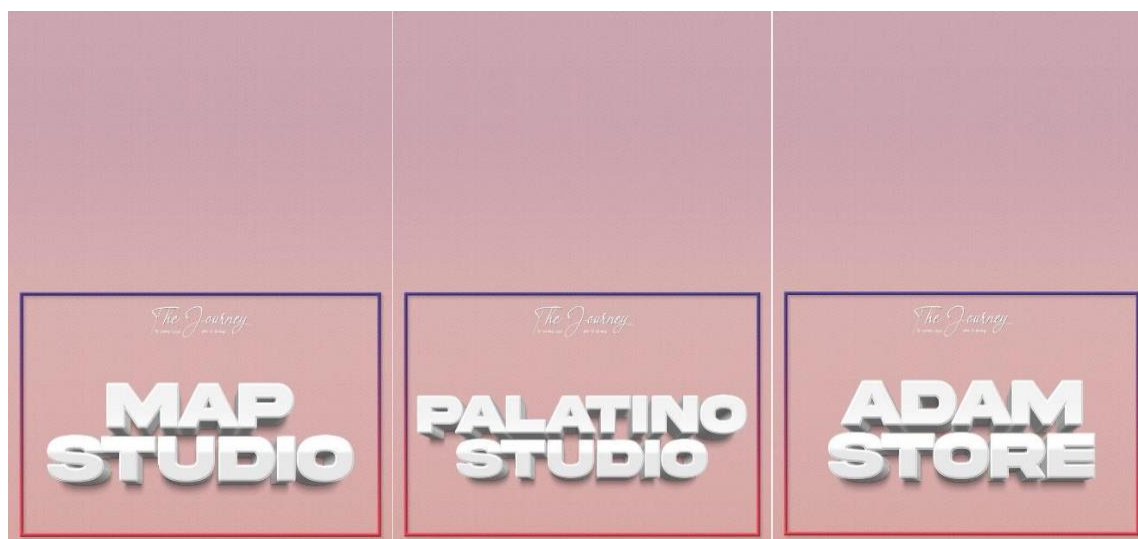


Figure 19. Workshop Partner Card "The Journey"

❖ **POCK-UP HASHTAG**



Figure 20. Workshop Hashtag "The Journey"

2. Event: International Free Hugs Day 2023

2.1. Brief and proposal(s)

International Hug Day is observed on December 4, and on this day, we will give our loved ones long, passionate embraces. Furthermore, a hug may also be used to ease the pain or suffering we unintentionally inflict one another. More significantly, an embrace is the act of ending a protracted trip and beginning a brand-new one that is full of hopes. As a result, the group decided to make HUG action the theme of the

campaign's last activity. In order to spread love messages and inspire couples to adopt a more optimistic perspective on love's challenges, the group will perform video interviews with couples to learn about their challenges.

2.2. Goals - Objective

GOALS

- Use real-life couple tales to illustrate important lessons.
- Urge couples to support one another during a journey's challenges.
- The Journey campaign's ideal conclusion

OBJECTIVES

- Hashtag #tuxuongmaydenleduong has 200k views.
- Reaching ten satellite video routes and six primary video routes.

2.3. Target audience

Age range: 20 to 30

Habit: Using social media extensively for communication, amusement, and information-seeking

Marital status: This might refer to someone who is engaged, getting ready to get married, or thinking about getting married soon.

Interests: Enjoys absorbing deep love messages or podcasts.

Gender: Individuals who are in love or have had romantic troubles

2.4. Message

There are a lot of various journeys we have to go through in life. There will be times on those travels when things don't go as planned, we disagree, and we could even harm each other. Ultimately, though, a good embrace helped to gradually heal the wounds and address the difficulties. As a result, giving this embrace is similar to ending a long journey so that a new one might begin.

2.5. Plan

[Link](#)

CATEGORIES	WHO DO YOU WANT TO HUG?
TIME	30/11 - 7/12
SOCIAL MEDIA PLATFORM	Facebook, Tiktok
ABOUT INTERNATIONAL FREE HUGS DAY	Hugs are a natural and incredibly significant display of human compassion when we want to communicate love, thanks, or just sympathy and sharing. And it's especially poignant given that December 4 is designated as International Free Hugs Day every year. On this day, we shall express our affection for our loved ones by giving them firm embraces. It may be letters or phone calls expressing your wish to hug individuals who are far away.
MESSAGE	There will be many different travels we must take during our lives. Those travels are not always full with flowers, but there will be times when we disagree and harm one other. But, in the end, a strong hug helped to gradually address the difficulties and remove the hurts. Thus, cuddling here is analogous to concluding a long voyage so that a new adventure in life might begin.
VOICE	<ul style="list-style-type: none"> - Conveying meaningful messages from true stories of couples - Encourage couples to accompany each other through the difficulties of a journey - The complete ending for The Journey campaign
TONE	<ul style="list-style-type: none"> - Pink, Orange, and White (bright hues) - Image: eye-catching, emotional - Tone: Gentle, Dreamy
GOALS	<ul style="list-style-type: none"> - Reached 300k views hashtags: #tuxuongmaydenleduong - Achieved 8 main video routes and 10 satellite video routes
OVERVIEW OF CLOSED INTERVIEW & PHOTOBOOK CONTENT	<ul style="list-style-type: none"> - The couple had issues getting to know each other, falling in love, and marrying, but they were all resolved owing to understanding and a strong hug. - Two couples shooting photographs, each with their own narrative. - Hug is the main picture. - Main characters: A male and female in a romantic connection who are about to marry/mother-child relationship - Supporting characters: Family members
HASHTAGS	#chiendichom#om#hugs#nhungcaiom#freehug#4thang12#internationalfreehugsday #thejourney#tuxuongmaydenleduong#camilebridal#thietkevaycuoi #phongvankin#photobook#tuaoblousedenvaycuoi#tumotordenxehoa#tungaydaidentruongthanh
POST	8
GUESTS	<ul style="list-style-type: none"> - Mr. Duy Hung - Ms. Pham Thuy - Mr. Luong - Mrs. Hoa - Mr. Hoang Anh - Hoang Anh's Mom

Table 24. General Script for “HUG”

2.6. Script

Sheet KỊCH BẢN PHÒNG VẤN 1 & 2 & 3 – [Link](#)

❖ HUG 1

TỪ ÁO BLOUSE ĐẾN VÁY CƯỚI					
STT	MOOD	CÂU HỎI	NỘI DUNG	TEXT	NHẠC
1	STRESS	HOOK	He is afraid that what he says he may regret later		The music is a bit tense
2	Happy	Can you briefly introduce yourself?	Introduce yourself	Name, Occupation, Place of residence	
3	Happy	On International Hug Day, who do you want to send a hug to?	Mr. Hung tested the name of the person he wanted to hug to the organizers		
4			A STORY WITH A HUG		
5	Fun, Exciting	When did you two officially meet each other?	It was in the fall of 2019, I first saw that girl, a beautiful girl, as gentle as the autumn breeze, I wanted to protect and protect her my whole life. *Mr. Hung tells his own story* Then, before graduation day, that girl officially became my girlfriend. The one who liked first was me, but the one who confessed first was her. I asked why, and she said she liked my sincerity and perseverance, maybe that's why she put her trust in me.	Sincere & persistent Faith	
6	MOOD TRANSITION	<<Transition sentence>>	But I let her down many times, and she took the initiative to say goodbye.		Sound + shocking light
7	Sad, gloomy	During those 5 years, what difficulties did you two encounter?	The story of 5 years and 3 exams, because of career pressure, two people quarreled and had a lot of conflicts. Tell a sad story during this time period. *Mr. Hung tells his own story* From then on, after every argument, I will gently hug her and comfort her and everything will be okay.	Keywords	
8	Softer, sad but less stressful	Message to your girlfriend	Honey, the past 5 years have made you suffer many disadvantages, resentments, and many times shed tears because of me. I'm not good, I haven't really tried my best to make you proud of me. But now is a new journey for the two of them, married life will have many experiences as well as more difficulties, requiring both of them to agree and understand each other better. Please consider the past 5 years as a stepping stone for us to have a lot of luggage for the future. I love you more than the word love!	Keywords	
9		MESSAGE REVEALING	Mr. Hung held up his phone in front of the camera and said: The person I want to give a hug to is my wife!	Keywords	
10			Ms. Thuy appeared unexpectedly with a self-prepared gift	Keywords	https://youtu.be/CkD0MxAn3TA?si=-CANzZhuNHZmMEuo

Table 25. Script for “HUG”1

❖ HUG 2

TỪ MOTOR ĐẾN XE HOA				
NO	MOOD	QUESTIONS	DETAILS	CHECK
1	Happy	Can you introduce yourself?	Introduce	✓
2	Happy	So that viewers can understand better, can you tell us what you and your partner are like to each other?	Hoa husband's Luong wife's	✓
3	Happy	On International Free Hugs Day, who do you want to send a hug to?	Mr. Luong and Ms. Hoa wrote the name of the person they wanted to send a hug to the organizers	✓
"Early" Love				
4		How did you come together?	*Around 2009, when he recruited her as an employee. He likes her because she has a pretty appearance and is eager to learn. She "fell in love" with him after hearing him communicate with customers, close sales, and advise on difficult cases.	✓
5	Happy, Exciting	Who takes the initiative to confess love first?	*None of us..	✓
6		And how long have you two been together?	*Almost 15 years	✓
Shuffle MOOD				
11	HOOK	5 years has been a very long journey since Mr. Bean was born, with a trip across Vietnam that brought along his 5 year old son, it's a story not only related to time, finances but also related to health/life. What and how did you have to change?		✓
12	Emotional	Do you think that sometimes, we have to hide something from our partners just to make them feel more secure and it will make our love life rosier?		✓
13	Emotional	I know we had a very rosy journey, but if one day you had a big argument, and it was very difficult to make up, what would you do?		✓

Shuffle MOOD				
7	Sad	WHAT DO YOU HATE THE MOST ABOUT YOUR PARTNER?	Mr. Luong Mrs. Hoa	✓
PASSION FOR MOTORS AND HOW MOTORS CONTRIBUTE TO BRINGING TWO HEARTS CLOSER TOGETHER				
8	Happy, Exciting	That's when two people discovered each other's passion for motorbikes	<i>*The fateful motorbike, it was the turquoise Shadow 750... And then the two of us told each other that we should strive to buy this bike. I don't understand why nature has had words together since then</i>	✓
A PICTURE OF FINANCIAL DIFFICULTY AND CREATURE UNSURPRISE				
9	Sad	During your relationship, what difficulties did you encounter? And finally how to solve it?	<i>*In 2010, we started a business together in the same field...there were days when we only had 20k left for both of us...And then we sat down to analyze to find a new source of money. There were days when we finished our coffee and had it. I have enough money to pay for coffee, and I'm brave enough to ask each other what to eat for lunch</i>	✓
10	Happy, Exciting	So it's been 15 years since the wedding day, so I can confidently guess around 2011 that you and I got married, so we can share more about the wedding day, the proposal scene or what factors led to the marriage. Can the filling be pink like today?	<i>*The "Xuyen Viet" road trip... had a baby halfway through... had to return for a wedding... was escorted by a motorcade from Nga Tu So to My Dinh...</i>	✓
Shuffle MOOD to "The Hug"				
14	Emotional	What does a hug mean to you? Do you think that hugging is a way to reconcile after each hurt?	<i>*For me, hugging is the touchpoint for an ending and a new beginning.</i>	✓
15	Happy	Message for couples when facing difficulties in love and in life	<i>*The message I want to send to young people is to enjoy your own emotions, be yourself in everything, including love. No one is perfect. If you feel peace and sincerity with someone, then believe in yourself, that is, believe in your choice and believe in the other person. Look at the positive things in life. Even if you or the other person's actions are not very good or not very reasonable, let's work together to overcome those shortcomings to make everything more positive. And let's share more together, open up and share more with each other. Because for her, life is about experiences and there will be great experiences that make us believe that this life has many more wonderful things for us to discover, and bad experiences will give us lessons to continue. keep walking up.</i>	✓
	Public message	Mr. Luong and Mr. Hoa held up their phones in front of the camera and said: I want to give this big hug to my family!		✓
16	Happy, Emotional	Trước khi bước vào một hành trình mới, anh có điều gì gửi đến chị không?	<i>*Every Day is a "Journey", each journey is a full experience of work and family and the most real emotions! No pretense, no color... it comes naturally from in everyone's heart! He always wishes and realizes all the "Wishes" of her and her children! For me, Family is the cradle of all happiness and the root of love! He Loves His Wife, Loves His Children and that is the "Longest Journey" that he wishes to bring to this world for His Wife! Thank you "Hug" for giving me a short summary and continuing to write about your life</i>	✓

Table 26. Script for "HUG"2

❖ HUG 3

Từ ngày đại diện trưởng thành						
Interviewer: Ninh Duy Duc Interviewee: Phan Hoang Anh Location & Time: 6th Floor, 45 Nguyen Hy Quang & 7pm-8pm Dress requirements: Formal						
STT	MOOD	QUESTIONS	CONTENT	TEXT	SOUND EFFECT	CHECK
1	STRESS	HOOK	- Case 1: Sadness, anxiety, impatience... are a series of emotions that any parent must experience at least once in their life. Although after that mistake of ours, as a parent, have we ever truly felt like ourselves... - Case 2: Everyone has at least once made the most important person to them cry without even the slightest thought...			✓
2	Happy	Can you briefly introduce yourself?	- Introduce information about yourself? - If you could use two words to describe yourself, what would you choose? Why choose that word?			✓
3	Happy	Brief introduction about "HUG" and international HUG Day	Just like waving to each other or shaking hands, actions that seem very normal but they all express the meaning of goodwill and a certain attachment. The same goes for "HUG". This is an extremely natural action expressing human affection but it has a special meaning... When we want to express our love to the other person, our affection, gratitude, even sympathy. Because of that specialness, December 4 every year is chosen as International Free Hugs Day. On this day, we will show our love to our loved ones with tight hugs. For those who are far away, it could be letters or phone calls expressing your desire to hug them.			✓
4	Happy	On International Hug Day, who do you want to send a hug to?	Before starting our program as well as on the eve of December 4, the International "HUG Day", surely after hearing some information about this special and meaningful day, your mind is definitely already there, the people you want to give this "HUG" to. So you can... -> ACTION: Hoang Anh texted the name of the person who wanted to give a hug to the organizers			✓
- HUG STORY -						
5	Fun, Exciting	What is the feeling of "Being Loved" for you?	I'm an introvert and don't often share my difficulties with others and I usually hide my feelings. So for me, the feeling of being loved is when someone realizes that I'm not okay even though I haven't told them that. Not everyone can see that from me so it's really something very special to me.			✓
6	Fun, Exciting	What does a hug mean to you? Do you think that hugging is a way to reconcile after each hurt?	- Meaning? - It's a way to reconcile but don't hurt each other over things that shouldn't be...			✓
7	Quiet	"In the past, you must have encountered many 'difficulties, barriers, problems' in love, right? Whenever you encountered obstacles, AI was the one who helped you in those difficulties. At that time and how to help? (Give advice, Remind...)"	- Mom is my own love consultant...			✓
8	Quiet	Surely you have also experienced a few loves before, so can you share about the most memorable love that stayed with you the longest?	The most memorable love for me was my most recent love, when I met and flirted with a girl who was 5 years older than me. At that time, I was a trainee and met her at the company. At first, it was just like just texted each other normally and then somehow I felt like I had feelings for her so I decided to flirt with her. Even though I knew she was much older than me and knew my parents would object, at that time I felt like I really wanted to have a special relationship with that person, so I almost ignored everything. After that, my mother knew and the two of us also had loud arguments with each other. About that time, I didn't care to ask anything about my mother, I just texted and flirted day and night... <H.A continued to tell the story>			✓
9	Quiet	At a time in the past, was there ever a time when you had to face difficult decisions between emotions and reason? Can you tell us how difficult that decision was?				✓
10	MOOD TRANSITION	<<Transition sentence>>	Talk about how the mother cried and suffered from depression but still cared about her child?			✓
11	Sad, gloomy	What is the lesson/What is realized after this memory?	- What do you feel when you see "your mother crying"? - Lesson/what? - What to prepare yourself for the future?			✓
12	Excited, serious	Do you have anything you want to convey to young people?	Don't just look at the luxurious, sparkling things out there and forget that right here around you, right in front of your eyes, there are always priceless but extremely simple things... That is GIA DINH			✓
13	Softer, sad but less stressful	"A message to your Mother later what you've been through 'những gì bạn đã trải qua"	Thank you, mom and dad, who worked hard to give birth and raise me up... I know I still have many shortcomings in the past and present, I'm still immature... But I WANT to try improve myself even more, WANT to give my parents more joy... and especially I WANT to hug my parents tightly, so tightly that I will never leave my side so that you can hear me clearly, say I LOVE MY DAD AND MOTHER SO MUCH...			✓
14	Happy, positive	Send it to your future self	To the future H.A - maybe a better version of the present or vice versa, if you're watching this video this interview was probably done a long time ago but whatever the future H.A is like Don't hurt the most important people around you. Instead of hurting them, why don't you "HUG" them tightly and tell them how much you love them?			✓
15		MESSAGE PUBLISHING	Hoang Anh held up his phone in front of the camera and said: I want to send this tight hug to my Mom and Dad!			✓

Table 27. Script for "HUG"3

2.7. PR activity

- During the process of implementing the HUG campaign for International Hug Day, reporters at VTC1 were impressed with the campaign and felt the message was suitable to spread to the community. Therefore, VTC1 had a short report, about 2 minutes, to report on the Hugging activity conducted by Camile Bridal and a group of FPT students.
- The video content shares the message of the hug campaign with images of young people on walking streets and FREE HUG activities in public places. Simultaneously, the stories of couples appearing in the HUG campaign are also portrayed. The story of two testing experts, a couple passionate about speed and a family with disagreements due to the generation gap.
- The video report was broadcast on TV and posted by Camile Bridal on Facebook and TikTok.



Image 7. CEO of Camile Bridal



Image 8. "HUG" activities on the walking street at Hoan Kiem Lake 1



Image 9. "HUG" activities on the walking street at Hoan Kiem Lake 2



Image 10. "HUG" activities on the walking street at Hoan Kiem Lake 3



Image 11. "HUG" activities on the walking street at Hoan Kiem Lake 4

B. MEDIA PRODUCTION

1. Facebook: Camile Bridal- Váy cưới Thiết Kế Cao Cấp

With the purpose of providing detailed information about wedding dresses in general and about tailoring and design services in particular. We choose the transmission channel as Facebook.

The content will be divided into:

50 % providing general information about sewing and measuring wedding dress designs

50 % the content about the service's USP, associated with the content on TikTok:

- Bigsize wedding dress line
- The cost of tailoring and design services is not as expensive as people think
- The bride is involved in all the tailoring and design processes

Facebook: Camile Bridal- Váy cưới Thiết Kế Cao Cấp

Phase	Date	Title	The Script & Design	Image/ Gif	Published
Phase 1 (9/10-25/10)	9/10	Announcing the appearance of the Event Workshop	Thúy, Hoàng Anh	Link 1	link
	10/10	Revealing the place where "From garment factory to ceremony" is realized - TOWER HANOI	Thúy, Hoàng Anh	Link 2	link
	12/10	Introducing the accompanying partners of Workshop "THE JOURNEY"	Thúy, Hoàng Anh	Link 3	link
	15/10	ĐĂNG KÝ THE JOURNEY - "VOT" VOUCHER HẾT Ý	Thúy, Hoàng Anh	Link 4	link
	15/10	Revealing activities only available at the wedding Workshop "The Journey"	Dương, Hoàng Anh	Link 5	link
	16/10	Practice being a wedding dress designer	Hiền, Hoàng Anh	Link 6	link
	17/10	THE JOURNEY MAP & TIMELINE	Hiền, Hoàng Anh	Link 7	link
	18/10	"THE JOURNEY" WORKSHOP WEDDING 3 DAYS LEFT	Thúy	Link 8	link
	19/10	The wedding dress is Art - The creator is the Artist	Thúy, Hoàng Anh	Link 9	link
	21/10	The most beautiful moments in Workshop THE JOURNEY - SLOT 1	Thúy, Hiền, Hoàng Anh	Link 10	link
	21/10	Closing "THE JOURNEY" with beautiful memories	Thúy, Hiền, Hoàng Anh	Link 11	link
	22/10	💖 LOVE STORY Mr. ADAM and Ms. DOJI 💖	Hiền	Link 12	link
	22/10	Grateful and Thank you to our partners	Thúy	Link 13	link
	23/10	Step by step realizing the "Journey" of love Announcement of 2 couples winning "Special Gift"	Thúy	Link 14	link
	24/10	RECAP "THE JOURNEY" WORKSHOP / CAMILE BRIDAL	Team	Link 15	link
	25/10	Interview: Feelings of couples at "The Journey"	Dương, Thúy, Hoàng Anh	Link 16	link
	27/10	Highlight from "The Journey" Workshop	Team	Link 17	link
Phase 2 (6/11-28/11)	6/11	If anything is too difficult, let Cami(le) take care of it	Thúy, Hoàng Anh	Link 18	link
	9/11	Any size is available, there's just no mistake	Dương, Hoàng Anh	Link 19	link
	11/11	Revealing 2 things the bride probably doesn't know	Thúy, Hoàng Anh	Link 20	link
	13/11	Announcement of Livestreams 1	Đức, Hoàng Anh	Link 21	link
	14/11	LIVESTREAM 1: The return of Camile Bridal livestream	Team	Link 22	link
	15/11	There's no need to go far when true love is right in front of you	Dương, Hoàng Anh	Link 23	link
	17/11	A masterpiece created from dream materials	Dương, Hoàng Anh	Link 24	link
	18/11	A special gift from the groom to the bride: Wedding dress	Hiền, Hoàng Anh	Link 25	link
	19/11	Announcement of Livestreams 2	Đức, Hoàng Anh	Link 26	link
	20/11	Minigame "Vén màn giấc mơ"	Đức, Hoàng Anh	Link 27	link
	21/11	LIVESTREAM 2: BLACK FRIDAY	Team	Link 28	link
	22/11	Give "You" a worthy gift	Thúy, Hoàng Anh	Link 29	link
	23/11	Announcing Minigame results	Đức, Hoàng Anh	Link 30	link
	25/11	The Importance of "Made to measure wedding dress design"	Thúy, Hoàng Anh	Link 31	link
	28/11	Announcement of Livestreams 3	Đức, Hoàng Anh	Link 32	link
	28/11	LIVESTREAM 3: Honoring perfect curves (bigsize)	Team	Link 33	link

Phase 3 (30/11 - 7/12)	30/11	Announcing the campaign for International Hugging Day	Thùy, Hiền	Link 31	link
	1/12	Hug photo 1: From blouse to wedding dress	Hiền	Link 32	link
	2/12	VIDEO Recap touching scene: HUG 1	Hoàng Anh	Link 33	link
	4/12	International Free Hugs Day 2023	Thùy	Link 34	link
	4/12	VIDEO Recap touching scene	Team	Link 35	link
	5/12	Hug 2 photo: From stubbornness to maturity	Hiền	Link 36	link
	6/12	Memorable moments in the interview 2	Hiền	Link 37	link
	7/12	Hug 3 photo: From motorbike to wedding car	Hiền	Link 38	link
	8/12	Memorable moments in the interview 3	Hiền	Link 39	link
	9/12	What wedding dress to wear for 'Winter is not cold'	Đức, Hoàng Anh	Link 40	link
	10/12	8 Steps to Your Dream: Discover the Tailoring Process at Camille Bridal	Đức, Hoàng Anh	Link 41	link
	10/12	RECAP VTC1 news	Hiền, Hoàng Anh	Link 42	link

Table 28. Content for Facebook 1

Facebook Content Plan

2. TikTok: Camille Bridal- Váy cưới Thiết Kế Cao Cấp

With the purpose of providing information in a familiar and entertaining way to attract customers interested in the service, content on Tiktok is distributed in 3 directions::

50% Series A-Z

30% Videos about service USPs

20% Videos that catch trends

TikTok: Camille Bridal- Váy cưới Thiết Kế Cao Cấp					
Phase	Date	Title	The Script & Design	Video	Published
Phase 1 (9/10 - 15/10)	9/10	Teaser trailer: "The Journey" Workshop	Thùy	Link 1	link
	15/10	Introduction: What does The Journey Workshop have? 3 reasons you shouldn't miss "The Journey" Workshop	Hiền	Link 2	link
Phase 2 (1/10 - 10/12)	1/11	From the garment factory to the wedding hall: The "bulky" couple P1	Hiền, Hoàng Anh	Link 3	link
	3/11	From the garment factory to the wedding hall: The "bulky" couple P2	Hiền, Hoàng Anh	Link 4	link
	4/11	From the garment factory to the wedding hall: The "bulky" couple P. end	Hiền, Hoàng Anh	Link 5	link
	6/11	Why think so much!	Thùy, Hoàng Anh	Link 6	link
	8/11	Any size is available, just no wrong size	Dương, Hoàng Anh	Link 7	link
	10/11	From the garment factory to the wedding hall: "Dream couple" P1	Hiền, Hoàng Anh	Link 8	link
	11/11	From the garment factory to the wedding hall: "Dream couple" P2	Hiền, Hoàng Anh	Link 9	link
	12/11	From the garment factory to the wedding hall: "Dream couple" P. end	Hiền, Hoàng Anh	Link 10	link
	13/11	Livestream announcement 1	Team	Link 11	link
	14/11	Livestream 1	Team		
	16/11	Far away on the horizon, but right in front of my eyes there is Camille	Dương, Hoàng Anh	Link 12	link
	18/11	TREND: Started dreaming	Hiền	Link 13	link
	19/11	Livestream announcement 2	Thùy	Link 14	link
	20/11	Livestream 2	Team		

	21/11	TREND: The day our love is together	Thùy, Hoàng Anh	Link 16	link
	22/11	If anything is too difficult, let Cami(le) take care of it (from A-Z)	Thùy, Hoàng Anh	Link 17	
	25/11	From the garment factory to the wedding hall: "The unjust couple in the narrow lane" P1	Thùy, Hoàng Anh	Link 18	link
	26/11	From the garment factory to the wedding hall: "The unjust couple in the narrow lane" P2	Thùy, Hoàng Anh	Link 19	link
	27/11	From the garment factory to the wedding hall: "The unjust couple in the narrow lane" Pend	Thùy, Hoàng Anh	Link 20	link
	28/11	Livestream 3	Team		
	29/11	When I forced my husband to lose weight so he could fit into his wedding dress	Dương, Thủy, Hiền	Link 21	link
	9/12	When he calls you princess and you decide to be his princess on the big day	Thùy, Hoàng Anh	Link 22	
	10/12	As long as the customer wants, Camile is ready to serve	Dương, Hoàng Anh	Link 23	
Phase 3 (30/11 - 9/12)	30/11	INTRODUCTION VIDEO: TRAILER	Team	Link 24	link
	1/12	VIDEO Hug 1: From blouse to wedding dress	Hiền, Hoàng Anh	Link 25	link
	6/12	VIDEO Hug 2: From stubbornness to maturity	Hiền, Hoàng Anh	Link 26	link
	8/12	VIDEO Hug 3: From motorbike to wedding car	Hiền, Hoàng Anh	Link 27	link
	10/12	RECAP VTC1 news	Team	Link 28	link
	11/12	As long as the customer wants, Camile is ready to serve	Dương, Hoàng Anh	Link 29	link

Table 29. Content for TikTok 1

TikTok Content Plan

3. TikTok (vệ tinh): Những con nai bị gud

TikTok: Những con nai bị gud ✨			
Phase	Date	Title / Caption	Published
1	11/11	Work at a wedding dress brand to wear a wedding dress soon	link
	12/11	The project is so chill	link
	12/11	Mr. Editor and Ms. Marketing ✨	link
	14/11	What happened to him?	link
2	24/11	[UPCOMING] The Hug Campaign will start on December 1	link
	26/11	Loving the right person is always happy	link
	28/11	Accompany you from difficult times to the wedding	link
	30/11	[UPCOMING] The hug campaign will be broadcast on December 1	link
	30/11	[UPCOMING] 2023 Embrace Campaign with MOTO couple	link
	1/12	Take wedding photos of 4 people belike	link
	2/12	RECAP HUG 1 I didn't come to see you because I had a reason...	link
	4/12	On International Hug Day, December 4, who do you want to hug?	link
	6/12	Recap HUG 2 I realized I was my mother's source of life...	link
	10/12	THANK YOU AND GOODBYE	link

Table 30. Content for TikTtok satellite

TikTok Vệ Tinh

C. TOTAL CAMPAIGN BUDGET

TOTAL CAMPAIGN BUDGET					
NO	CATEGORY	QUANTITY	UNIT	UNIT PRICE (vnd)	TOTAL (vnd)
1	Budget Media	-	-	-	6,500,500
2	Budget Workshop	-	-	-	34,453,540
	TOTAL				40,954,040

Table 31. Total campaign budget

Total Campaign Budget

D. HUMAN RESOURCES

1. Total campaign

Participating in implementing this communication campaign, our team has 5 members collaborating with the staff of the Camile Bridal brand. Therefore, our human resources management strategy includes managing the work of the proposed team and collaborating with Camile Bridal. This part of our report will detail how these processes are implemented.

2. Responsibility assignment

- For each role activity, the RACI matrix assigns four basic tasks to each participant:

- **R (Responsible):** Each member or group is responsible for implementation (The person doing the work)
- **A (Accountable):** Person responsible for approving and authorising that task (People who ensure the work is being done)
- **C (Consulted):** When implementing a project/Plan you may need to consult with certain consultants (People who provide input before and during the work process)
- **I (Informed):** People who need to be reported to (People who are informed about the progress of the work)

- Camile Bridal finally approved the proposal after a few additional adjustments. The next stage is to determine the skills of each member and assign tasks to each member, then make notes in the project file to track and monitor implementation progress. Camile Bridal provided significant support to our project. Therefore the RACI matrix we applied includes Camile Bridal as well as the internal team.
- The RACI matrix shown below is the final form we use to coordinate and monitor the implementation team's activities on our project. What should be noted is that during the implementation process, the members' functions become flexible and may in certain cases replace and support each other to solve other tasks.

Task	Thủy	Hoàng Anh	Dương	Hiên	Đức
Organize events					
Planning	A/R	R	R	R	A/R
Guests attended	A/R	R	R	R	R
Content Production					
Script content	A/R	I	R	R	R
Photograph	C/R	A/R	C	C/R	C
Edit Film / Graphic Design	C/R	R	C	C/R	C
Casting	A/R	I	A/R	R	R
Copyrighting	A/R	A/R	C	R	C
Project management					
Scheduling	A/R	I	R	R	C
Media reporting	R	R	R	R	R
Progress reporting	A/R	C	R	R	R
Measure effectiveness	A/R	C	C	A/R	C
Communication					
Communication with Camile Bridal	R	A/R	R	R	R
Communication with Customer	R	I	I	R	I

Table 32. The RACI matrix

Date	Title	The Script & Design
9/10	Announcing the appearance of the Event Workshop	Thủy, Hoàng Anh
10/10	Revealing the place where "From garment factory to ceremony" is realized - TOWER HANOI	Thủy, Hoàng Anh
12/10	Introducing the accompanying partners of Workshop "THE JOURNEY"	Thủy, Hoàng Anh
15/10	ĐĂNG KÝ THE JOURNEY - "VỢ" VOUCHER HẾT Ý	Thủy, Hoàng Anh
15/10	Revealing activities only available at the wedding Workshop "The Journey"	Dương, Hoàng Anh
16/10	Practice being a wedding dress designer	Hiền, Hoàng Anh
17/10	THE JOURNEY MAP & TIMELINE	Hiền, Hoàng Anh
18/10	"THE JOURNEY" WORKSHOP WEDDING 3 DAYS LEFT	Thủy
19/10	The wedding dress is Art - The creator is the Artist	Thủy, Hoàng Anh
21/10	The most beautiful moments in Workshop THE JOURNEY - SLOT 1	Thủy, Hiền, Hoàng Anh
21/10	Closing "THE JOURNEY" with beautiful memories	Thủy, Hiền, Hoàng Anh
22/10	♥ LOVE STORY Mr. ADAM and Ms. DOJI ♥	Hiền
22/10	Grateful and Thank you to our partners	Thủy
23/10	Step by step realizing the "Journey" of love Announcement of 2 couples winning "Special Gift"	Thủy
24/10	RECAP "THE JOURNEY" WORKSHOP CAMILE BRIDAL	Team
25/10	Interview: Feelings of couples at "The Journey"	Dương, Thủy, Hoàng Anh
27/10	Highlight from "The Journey" Workshop	Team
6/11	If anything is too difficult, let Cami(le) take care of it	Thủy, Hoàng Anh
9/11	Any size is available, there's just no mistake	Dương, Hoàng Anh
11/11	Revealing 2 things the bride probably doesn't know	Thủy, Hoàng Anh
13/11	Announcement of Livestreams 1	Đức, Hoàng Anh
14/11	LIVESTREAM 1: The return of Camile Bridal livestream	Team
15/11	There's no need to go far when true love is right in front of you	Dương, Hoàng Anh
17/11	A masterpiece created from dream materials	Dương, Hoàng Anh

17/11	A masterpiece created from dream materials	Dương, Hoàng Anh
18/11	A special gift from the groom to the bride: Wedding dress	Hiền, Hoàng Anh
19/11	Announcement of Livestreams 2	Đức, Hoàng Anh
20/11	Minigame "Vén màn giấc mơ"	Đức, Hoàng Anh
21/11	LIVESTREAM 2: BLACK FRIDAY	Team
22/11	Give "You" a worthy gift	Thúy, Hoàng Anh
23/11	Announcing Minigame results	Đức, Hoàng Anh
25/11	The Importance of "Made to measure wedding dress design"	Thúy, Hoàng Anh
28/11	Announcement of Livestreams 3	Đức, Hoàng Anh
28/11	LIVESTREAM 3: Honoring perfect curves (bigsize)	Team
30/11	Announcing the campaign for International Hugging Day	Thúy, Hiền
1/12	Hug photo 1: From blouse to wedding dress	Hiền
2/12	VIDEO Recap touching scene: HUG 1	Hoàng Anh
4/12	International Free Hugs Day 2023	Thúy
4/12	VIDEO Recap touching scene	Team
5/12	Hug 2 photo: From stubbornness to maturity	Hiền
6/12	Memorable moments in the interview 2	Hiền
7/12	Hug 3 photo: From motorbike to wedding car	Hiền
8/12	Memorable moments in the interview 3	Hiền
9/12	What wedding dress to wear for 'Winter is not cold'	Đức, Hoàng Anh
10/12	8 Steps to Your Dream: Discover the Tailoring Process at Camile Bridal	Đức, Hoàng Anh
10/12	RECAP VTC1 news	Team

Table 34. Content for Facebook 2

TIKTOK

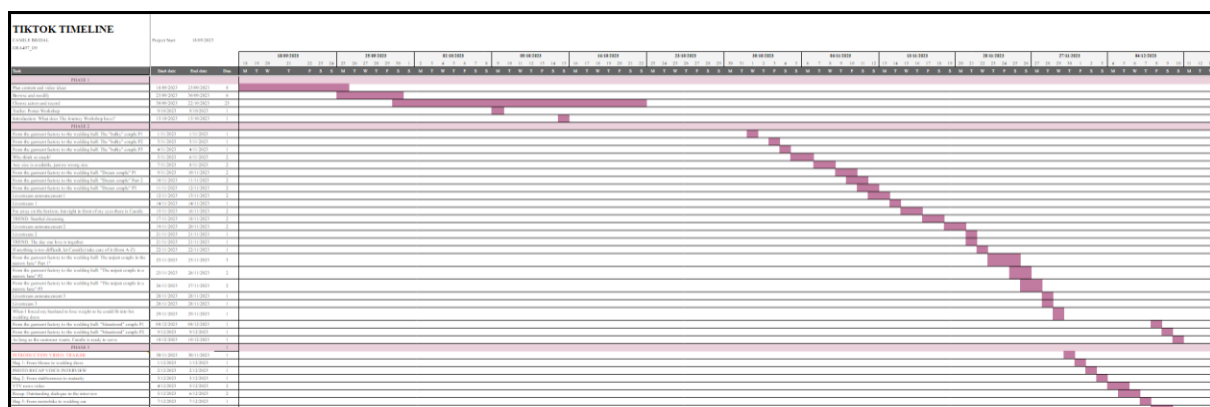


Table 35. TikTok timeline

9/10	Teaser trailer: "The Journey" Workshop	Thủy
15/10	Introduction: What does The Journey Workshop have? 3 reasons you shouldn't miss "The Journey" Workshop	Hiền
1/11	From the garment factory to the wedding hall: The "bulky" couple P1	Hiền, Hoàng Anh
3/11	From the garment factory to the wedding hall: The "bulky" couple P2	Hiền, Hoàng Anh
4/11	From the garment factory to the wedding hall: The "bulky" couple P. end	Hiền, Hoàng Anh
6/11	Why think so much!	Thủy, Hoàng Anh
8/11	Any size is available, just no wrong size	Dương, Hoàng Anh
10/11	From the garment factory to the wedding hall: "Dream couple" P1	Hiền, Hoàng Anh
11/11	From the garment factory to the wedding hall: "Dream couple" P2	Hiền, Hoàng Anh
12/11	From the garment factory to the wedding hall: "Dream couple" P. end	Hiền, Hoàng Anh
13/11	Livestream announcement 1	Team
14/11	Livestream 1	Team
16/11	Far away on the horizon, but right in front of my eyes there is Camile	Dương, Hoàng Anh
18/11	TREND: Startled dreaming	Hiền
19/11	Livestream announcement 2	Thủy
20/11	Livestream 2	Team
21/11	TREND: The day our love is together	Thủy, Hoàng Anh
22/11	If anything is too difficult, let Cami(le) take care of it (from A-Z)	Thủy, Hoàng Anh
25/11	From the garment factory to the wedding hall: "The unjust couple in the narrow lane" P1	Thủy, Hoàng Anh
26/11	From the garment factory to the wedding hall: "The unjust couple in the narrow lane" P2	Thủy, Hoàng Anh
27/11	From the garment factory to the wedding hall: "The unjust couple in the narrow lane" P. end	Thủy, Hoàng Anh
28/11	Livestream 3	Team
29/11	When I forced my husband to lose weight so he could fit into his wedding dress	Dương, Thủy, Hiền
9/12	When he calls you princess and you decide to be his princess on the big day	Thủy, Hoàng Anh

10/12	As long as the customer wants, Camile is ready to serve	Dương, Hoàng Anh
30/11	INTRODUCTION VIDEO: TRAILER	Team
1/12	VIDEO Hug 1: From blouse to wedding dress	Hiền, Hoàng Anh
6/12	VIDEO Hug 2: From stubbornness to maturity	Hiền, Hoàng Anh
8/12	VIDEO Hug 3: From motorbike to wedding car	Hiền, Hoàng Anh
10/12	RECAP VTC1 news	Team
11/12	As long as the customer wants, Camile is ready to serve	Dương, Hoàng Anh

Table 36. Content for TikTok 2

4. Team communication

We use the same communication channels and several types of direct and indirect forms to connect and work together to communicate when we need to agree on something and solve a problem. that the group is facing.

Method

- **Direct:** Meeting at FPT University, in Hanoi, Camile Bridal Store.
- **Indirect:** Through group work tools (Gmail, Meet...) or popular social networks (Facebook, Zalo)

The table below lists all the communication channels we used for the project (purpose and methods are also included).

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CHAPTER V

EVALUATION

A. ACTIVITIES

1. Workshop “The Journey”



Image 12. Workshop “The Journey” 1

The workshop was successful with a large participation from women and couples about to enter married life who wanted to learn more deeply about the service and process of tailoring and designing wedding dresses. With 10 couples for the morning

slot and 14 couples for the afternoon slot, they have contributed to spreading the message of Workshop "The Journey" that "when the bride herself actively contributes to the process of designing a wedding dress with her own mark. The dress will have even greater meaning. It will be the result of a trip experiencing many different emotions."



Image 13. Workshop "The Journey" 2

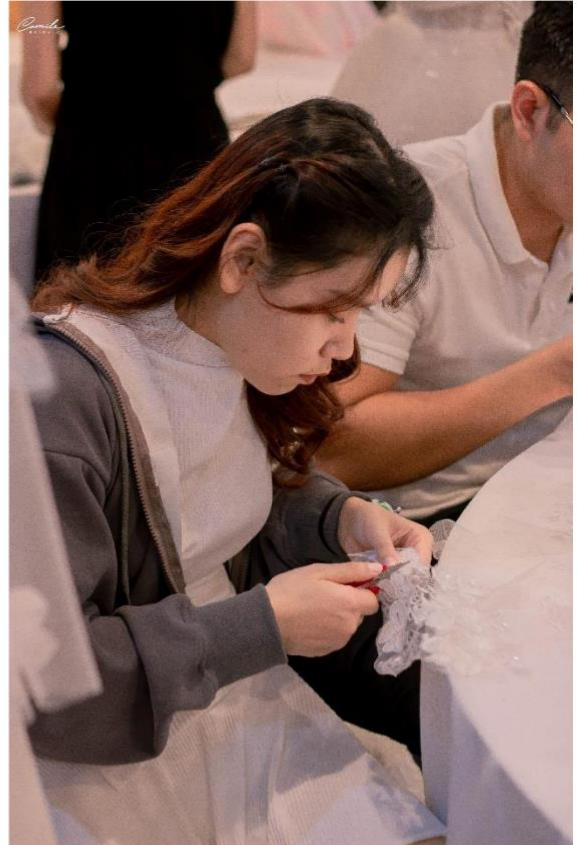


Image 14. Workshop “The Journey” 3



2. Livestream 1,2,3

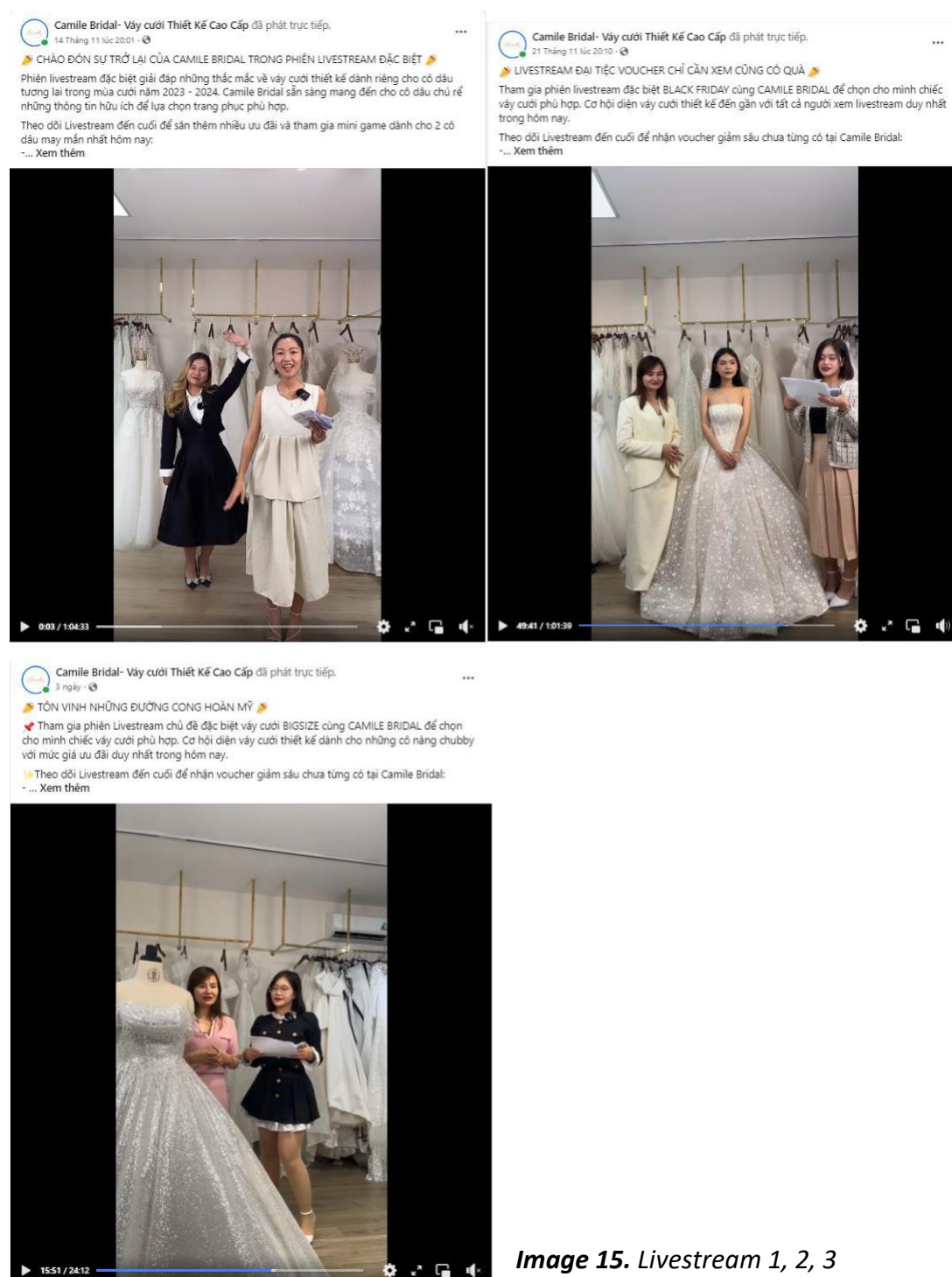


Image 15. Livestream 1, 2, 3

Three Livestream sessions are conducted regularly on Tuesdays of 3 consecutive weeks. With 3 different topics including Livestream 1 "Camile comeback" Detailed consultation on WEDDING DRESSES DESIGNING and MEASUREMENT service according to individual measurements, suitable for body shape; Livestream 2 Black Friday; Livestream 3 "Honoring the perfect curve" advises on big size dresses and

tailoring for plus size brides. In addition, in each livestream session there are small supporting minigames to attract, interact and maintain viewers such as "Guess the price of a pretty dress, receive a voucher immediately"

3. Minigame

Camile Bridal- Váy cưới Thiết Kế Cao Cấp
20 Tháng 11 lúc 20:00 · 🌐

🎮 [MINIGAME] "Vén màn giấc mơ" từ Camile Bridal 🌟
Hoà chung không khí Black Friday, Camile Bridal mang tới cơ hội diện váy cưới thiết kế với minigame độc đáo, đừng bỏ lỡ cơ hội tham gia ngay nhé.

🎁 Quà tặng có hạn:
- Giải nhất - Voucher 30% chi phí may đo thiết kế/voucher giảm 70% chi phí thuê váy cưới.
- ... Xem thêm

MINIGAME *Vén màn giấc mơ*

Đặt tên cho váy cưới

1 2 3
4 5 6
7 8 9

a b c
d e f
g h i

Camile Bridal- Váy cưới Thiết Kế Cao Cấp
23 Tháng 11 lúc 20:01 · 🌐

[CÔNG BỐ TRÚNG GIẢI] MINIGAME "VÉN MÀN GIẤC MƠ" 🎉🎉🎉
🏆 Các mảnh ghép "Bộ váy cưới trong mơ" của nàng đã được hoàn thiện.
🌟 Xin chúc mừng cô dâu tương lai HÂN HY với bộ váy cưới trong mơ tên là "NHẬT HẠ" đã chiến thắng Minigame "Vén màn giấc mơ" lần này.
📩 Các bạn được trúng giải vui lòng inbox page để nhận những phần quà giá trị nha.
💖 Ch... Xem thêm

Công bố kết quả MINIGAME

Vén màn giấc mơ

1e 2b 3i 4D 5F 6A 7C 8G 9H
Nhật Hạ

1e 2b 3i 4D 5F 6A 7C 8G 9H

Yến Hải
1E 2B 3I 4D 5F 6A 7C 8G 9H Nhật Nguyệt Ng Lưu ĐứcHoàng Nam #camilebridal
Thích · Phản hồi · 1 tuần

🔒 Fan cứng
Jun Hoàng
1E 2B 3I 4D 5F 6A 7C 8G 9H MÂY BỒNG BÈNH Tạ Vũ Minh ChâuTa Việt AnhTa Nhat Anh#camile
Thích · Phản hồi · 1 tuần

Phan Anh Việt
1e2b3i4d5f6a7c8g9h THƠ NGÂY MÀU NẮNG Bạch Dương Nguyễn Vũ Minh
#camilebridal

Image 16. Minigame

4. Event “Những cái ÔM”



Camile Bridal- Váy cưới Thiết Kế Cao Cấp cùng với Phạm Thuỷ và 2 người khác.

2 ngày · 🌐

...

[CHIẾN DỊCH ÔM] - CHÚC MỪNG NGÀY QUỐC TẾ ÔM 04/12

Đã bao lâu rồi bạn chưa ôm một ai đó? Đã bao lâu rồi bạn chưa nhận được một cái ôm từ ai đó? Ngày Quốc Tế ÔM 04/12/2023 chính là dịp để bạn được ÔM, được chữa lành, được yêu thương.

Nhân ngày Quốc Tế Ôm, Camile đem tới một chiếc ôm rất khác, một chiếc ôm có ý nghĩa lớn lao hơn bao giờ hết. Đó là xoa dịu tổn thương trong các mối quan hệ, kết thúc hành trình cũ và mở ra một hành trình mới đầy hứa hẹn. Hy vọng mọi khó khăn, mọi... [Xem thêm](#)



Ôm

"Một chiếc ôm xóa tan mọi khoảng cách
Một chiếc ôm gắn kết mọi yêu thương"



- 

David Duong
Mê chữ ê kéo dài!!!
23 giờ Thích Phản hồi
- 

Đức
Anh chị này chất thật 🤩
20 giờ Thích Phản hồi
- 

Jun Hoàng
cả nhà nhìn hạnh phúc quá ạ 🤩🤩
19 giờ Thích Phản hồi
- 

Su Bi
Hạnh phúc quá quá ^^
9 giờ Thích Phản hồi
- 

Thanh Hiếu Đáng iu
4 ngày Thích Phản hồi
- 

Bảo Khánh
Câu chuyện cảm động quá shop ạ 🥺
4 ngày Thích Phản hồi
- 

Anthony Bùi
Thật là đẹp...
4 ngày Thích Phản hồi
- 

Nguyễn Lan Vy · Theo dõi
Dễ huơnggg
4 ngày Thích Phản hồi

Camile Bridal - Váy cưới Thiết Kế Cao Cấp
5 ngày · 📍

[CHIẾN DỊCH ÔM] Cặp đôi bác sĩ

Đó là vào mùa thu của năm 2019, anh lần đầu nhìn thấy cô gái ấy, một cô gái xinh đẹp, nhẹ nhàng như làn gió mùa thu, anh đã muốn bảo vệ và che chở cho cô gái ấy cả đời.

Thế nhưng anh đã để cô ấy phải thất vọng nhiều lần, và cũng chính cô ấy chủ động nói lời chia tay. ... Xem thêm




Chiến dịch Ôm 1
Từ Áo BLOUSE đến VÁY CƯỚI

Trong những tuần tháng thanh xuân đầy nắng gió, áp lực tài chính chúng mình đã TÀN TRUẬT nhau rất nhiều...

ĐÓN XEM TẠI @camilebridalsince2014



Camile Bridal - Váy cưới Thiết Kế Cao Cấp
Reels · 2 Tháng 12 · 📍



KHOẢNH KHẮC CẢM ĐỘNG TRONG CHIẾN DỊCH ÔM 2023
#tuxuongmaydenleuong #camilebridal #phongvan #couple

👍 56

Camile Bridal - Váy cưới Thiết Kế Cao Cấp
1 ngày · 📍

[CHIẾN DỊCH ÔM] BỐ MẸ VÀ CON TRAI

Trong tình yêu, mình vẫn luôn nghĩ rằng tình yêu của mình là do mình lựa chọn dù có như nào thì nó cũng không có ảnh hưởng và liên quan gì đến mọi người xung quanh vậy nên mình chẳng bao giờ quan tâm đến lời nói của mọi người ngay kể cả là MẸ người mà mình tin tưởng nhất, là một chuyện gia tư vấn tình cảm riêng của mình

Mình đã từng có thời gian tìm hiểu và làm quen một chị A lớn hơn mình 5 tuổi và nhà cũng ở xa không phải ở miền Bắc. Mẹ m... Xem thêm




Chiến dịch Ôm 2
Từ NGANG BƯỚNG đến TRƯỞNG THÀNH

Mình từng là đứa con ngoan ngoãn, hiền hòa mà bạn bè hay chê cười, nhưng bây giờ thì xây ra khuôn mặt khác xa hẳn rồi!

ĐÓN XEM TẠI @camilebridalsince2014



Camile Bridal - Váy cưới Thiết Kế Cao Cấp
Reels · 6 Tháng 12 · 📍



[CHIẾN DỊCH ÔM] Mình là nguồn sống của mẹ!
#tuxuongmaydenleuong #thejourney #camilebridal #InternationalFreeHugDay

👍 4



Image 17. "ÔM" Activities

The series of activities of the "HUG" campaign launched on the occasion of International Free Hugs Day (December 4) brings true stories and profound perspectives from couples with the desire to convey a meaningful and encouraging message. Everyone accompanies each other to overcome all difficulties of a journey.

B. MEDIA EFFECTIVENESS

1. Facebook Camille Bridal- Váy cưới Thiết Kế Cao Cấp

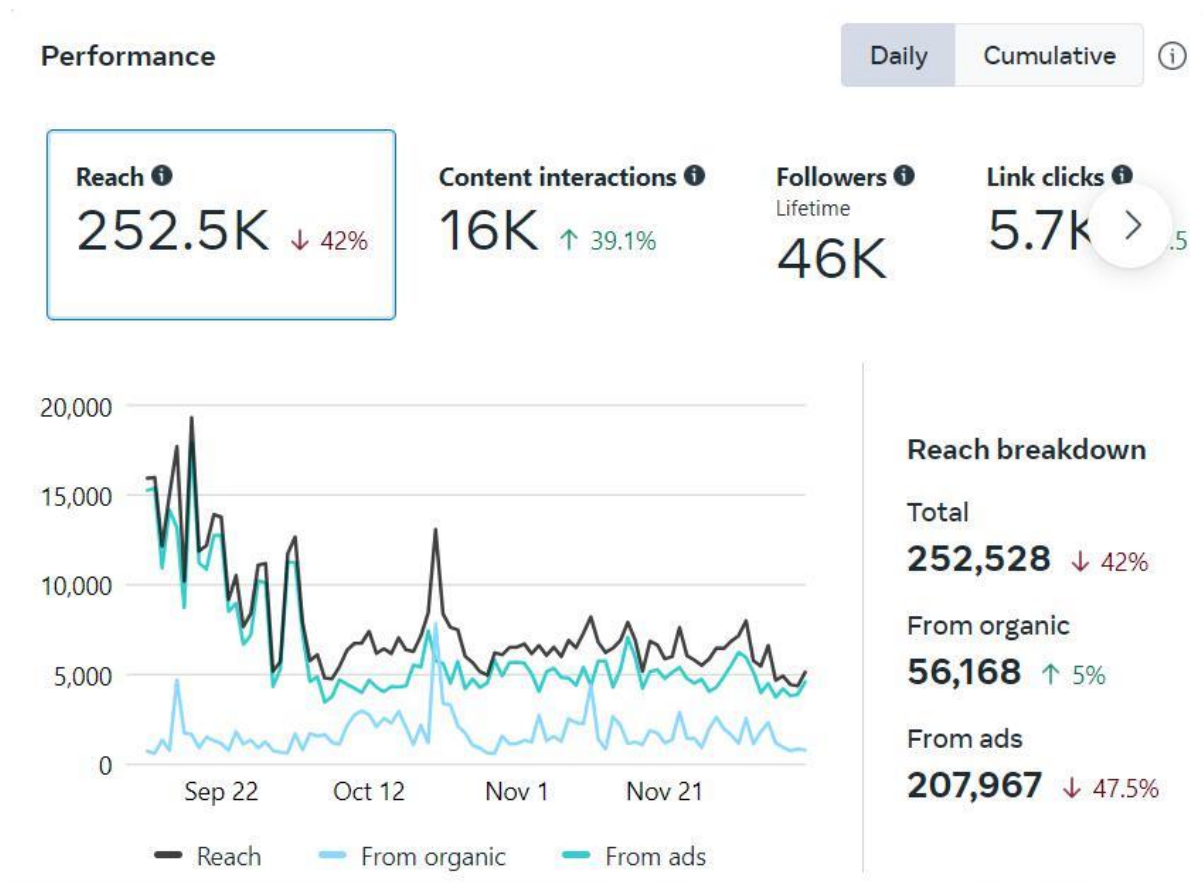


Figure 21. Media Effectiveness - Facebook channel 1

The number of reach in 3 months of working on the project reached 252.5K, down 42%. To explain this, it can be seen that the company's advertising collection line decreased by 47.5%, causing the total number of reach to decrease. But statistics also show that the group's content route has organic reach reaching 56,168 (increase of 5%). At the same time, the number of content interactions on articles reached 16K, an increase of more than 39%.

Đối tượng ①

Xem báo cáo đối tượng

Lượt thích Trang Facebook ①

44.521

Số người theo dõi trên Facebook ①

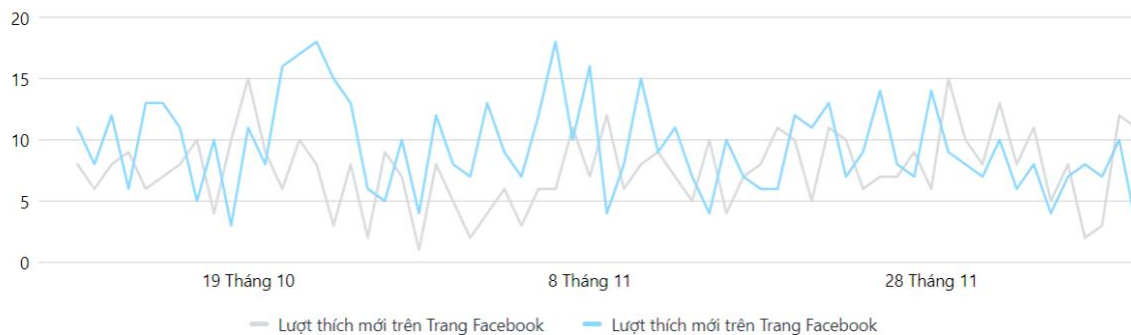
45.991

Người theo dõi trên Instagram ①

13.952

Lượt thích mới trên Trang Facebook ①

601 ↑ 30,7%



Đối tượng ①

Xem báo cáo đối tượng

Lượt thích Trang Facebook ①

44.522

Số người theo dõi trên Facebook ①

45.992

Người theo dõi trên Instagram ①

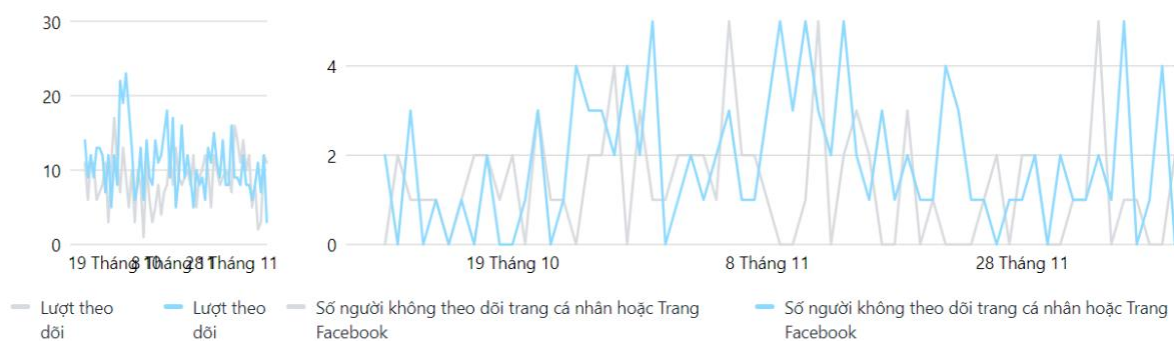
13.953

Lượt theo dõi ①

683 ↑ 25,8%

Số người không theo dõi trang cá nhân hoặc Trang Facebook ①

115 ↑ 38,6%



Lượt truy cập

Lượt truy cập trên Facebook ⓘ

74.239 ↑ 37.4%

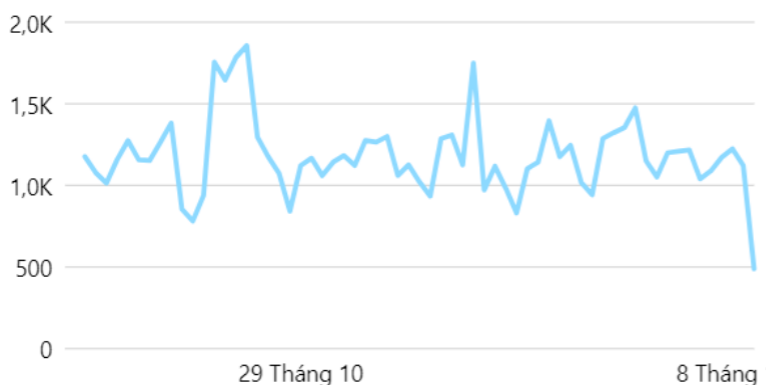


Figure 22. Media Effectiveness - Facebook channel 2

After 3 months of implementing the project, we helped Page Camile Bridal - Vay cưới Thiet Ke Cao Cap increase 601 new Facebook page likes (increase of 30.7%). At the same time, it increased 25.8% of new followers for the fanpage. Page visits increased by 74,239K, equivalent to an increase of 37.4%. The highest recorded number of visits was 1,857 on October 24, after the Workshop "The Journey".

Lượt tương tác

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

10,7K ↑ 190,9%

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



Số người tiếp cận

Số người tiếp cận bài viết ⓘ

31,4K ↑ 6,3%

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

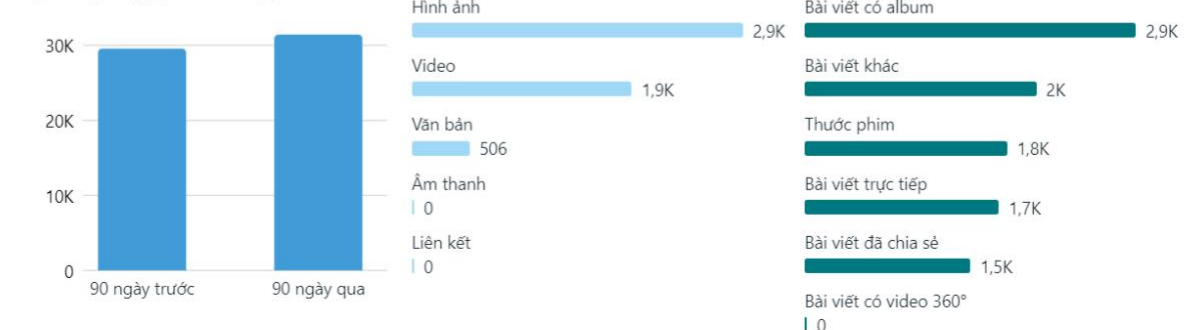


Figure 23. Media Effectiveness - Facebook channel 3

During the project implementation phase on the Facebook platform, the number of people accessing the article reached 31.4K, an increase of 6.3%. The average number of people reaching the article on the content format "Article with album" reached 2.9K and Video reached 1.9K. Articles and news are posted more regularly, so Interactions including number of reactions, comments and shares of displayed articles reached 10.7K in 3 months, a significant increase of more than 190%. Posts on Fanpage are getting more and more attention from customers. Interaction for each post ranges from 60 - 150.

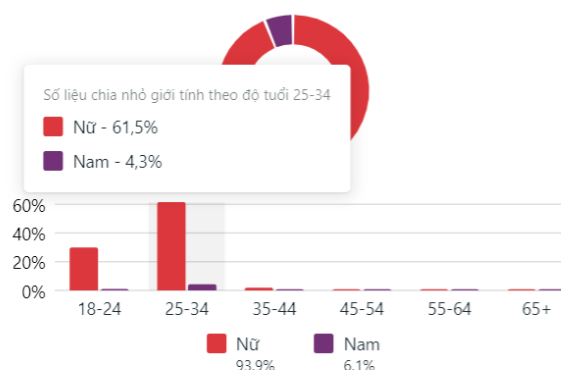
Đối tượng hiện tại

Đối tượng tiềm năng

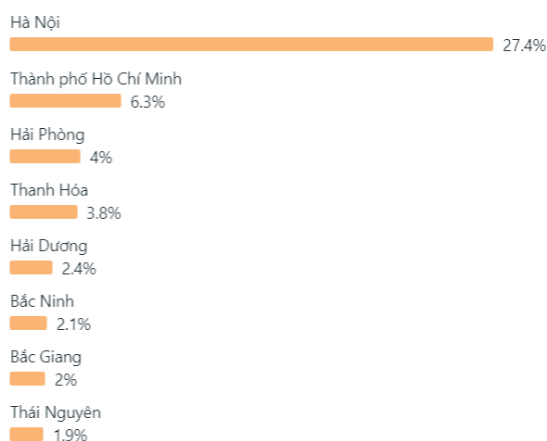
Số người theo dõi trên Facebook ⓘ

45.992

Độ tuổi & giới tính ⓘ



Tỉnh/thành phố có nhiều đối tượng nhất

**Figure 24.** Media Effectiveness - Facebook channel 4

In the past month (November 9 - December 9, 2023), statistical results show that our project has successfully attracted and reached the main target audience with 93.9% female followers, of which 61.5% are between 25 and 35 years old. It can be seen that female interest is relatively high.

Nhắn tin

Lượt bắt đầu cuộc trò chuyện qua tin nhắn

970 ↑ 45%

ⓘ Người liên hệ mới ⓘ

865 ↑ 44,6%

**Figure 25.** Media Effectiveness - Facebook channel 5

From the numbers reached through the content of the articles, the number of conversations started via text messages increased by 45% and "new contacts" also

increased by 44.6% in the 3 months of the fourth quarter of implementing the campaign.

Bài viết tự nhiên hiệu quả nhất

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

Bài viết có nhiều người tiếp cận nhất ①



Bài viết trên Facebook
Những khoảnh khắc đẹp nhất từ Workshop THE JOURNEY - SLOT S
00:31, 21 Tháng 10, 2023

Bài viết này tiếp cận được 9.011 người, cao hơn **240%** so với số người tiếp cận bài viết ở mức trung bình của bạn (2.652 người) trên Facebook.

Bài viết có nhiều cảm xúc nhất ①



Bài viết trên Facebook
ĐĂNG KÝ NGAY HÔM NAY - "JOURNEY" "The Journey"
20:16, 13 Tháng 10, 2023

Bài viết này nhận được số cảm xúc nhiều hơn **392%** (418 cảm xúc) so với bài viết ở tầm trung bình của bạn (85 cảm xúc) trên Facebook.

Bài viết có nhiều bình luận nhất ①



Bài viết trên Facebook
CẢM NGHĨ CỦA CÁC CẶP ĐÔI TẠI JOURNEY Ngoài việc hào hứng vô
06:21, 25 Tháng 10, 2023

Bài viết này nhận được số bình luận nhiều hơn **1.100%** (36 bình luận) so với bài viết ở tầm trung bình của bạn (3 bình luận) trên Facebook.

Figure 26. Media Effectiveness - Facebook channel 6

No	Description	KPI	Actual result	% Result/ KPI
1	Post reach	30,400	31,400	103,3%
2	Facebook visits	50,000	74,239	148.48%
3	Engagement	9,000	10,700	118,9%

Table 37. KPI Camille Bridal - Váy cưới Thiết Kế Cao Cấp Fanpage

2. Tik Tok Camille Bridal- Váy cưới Thiết Kế Cao Cấp

Lượt tiếp cận

Số lượt xem video

359.407

+80.6K (+28.91%) ↑

Đối tượng đã tiếp cận

251.378

+47.6K (+23.33%) ↑

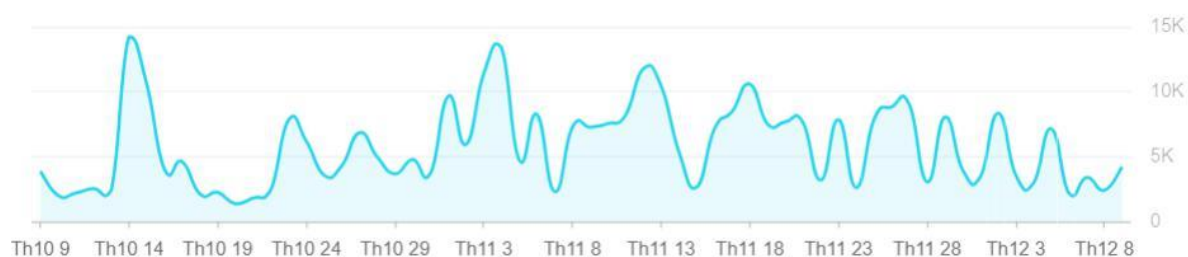
Lượt xem hồ sơ

7.518

+2.9K (+62.17%) ↑

Số lượt xem video ①

9 Th10 2023 - 9 Th12 2023



Lượt tiếp cận

Số lượt xem video

359.407

+80.6K (+28.91%) ↑

Đối tượng đã tiếp cận

251.378

+47.6K (+23.33%) ↑

Lượt xem hồ sơ

7.518

+2.9K (+62.17%) ↑

Đối tượng đã tiếp cận ⓘ

9 Th10 2023 - 9 Th12 2023



Lượt tiếp cận

Số lượt xem video

359.407

+80.6K (+28.91%) ↑

Đối tượng đã tiếp cận

251.378

+47.6K (+23.33%) ↑

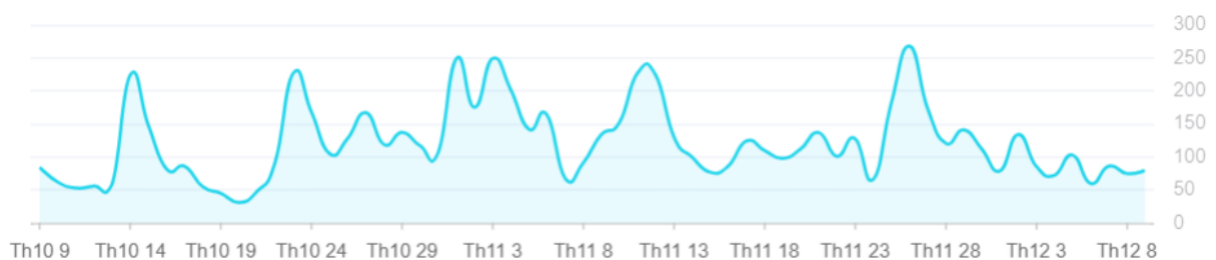
Lượt xem hồ sơ

7.518

+2.9K (+62.17%) ↑

Lượt xem hồ sơ ⓘ

9 Th10 2023 - 9 Th12 2023



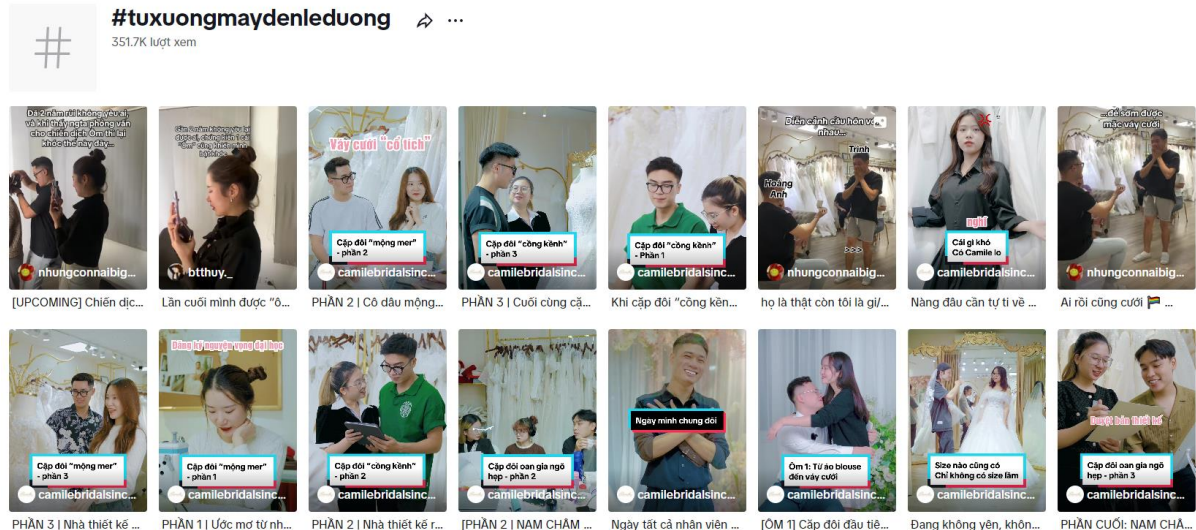


Figure 27. Media Effectiveness - TikTok channel 1

- During the project implementation phase, the number of people reached on TikTok increased. Specifically, video views increased by nearly 30%, audience reach increased by 23.33% and profile views increased by 62.17%. TikTok is receiving more and more attention from customers. Engagement per post ranges from 5K views to over 11K views.
- TikTok Camile Bridal-Vay Cưới cao cấp is shifting content in the campaign from videos of brides receiving dresses and promoting collection images to video and video interactions.
- It is inevitable that views, likes, and comment shares will be affected. However, this content stream is slowly gaining viewership and maintaining steady viewing levels. At the same time, the campaign's main hashtag #Tuxuongmaydenleduong also reached 312,8K views.

Tương tác

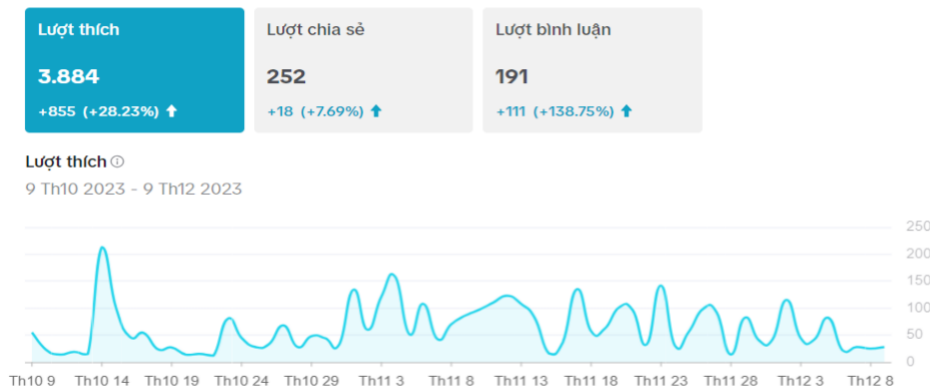
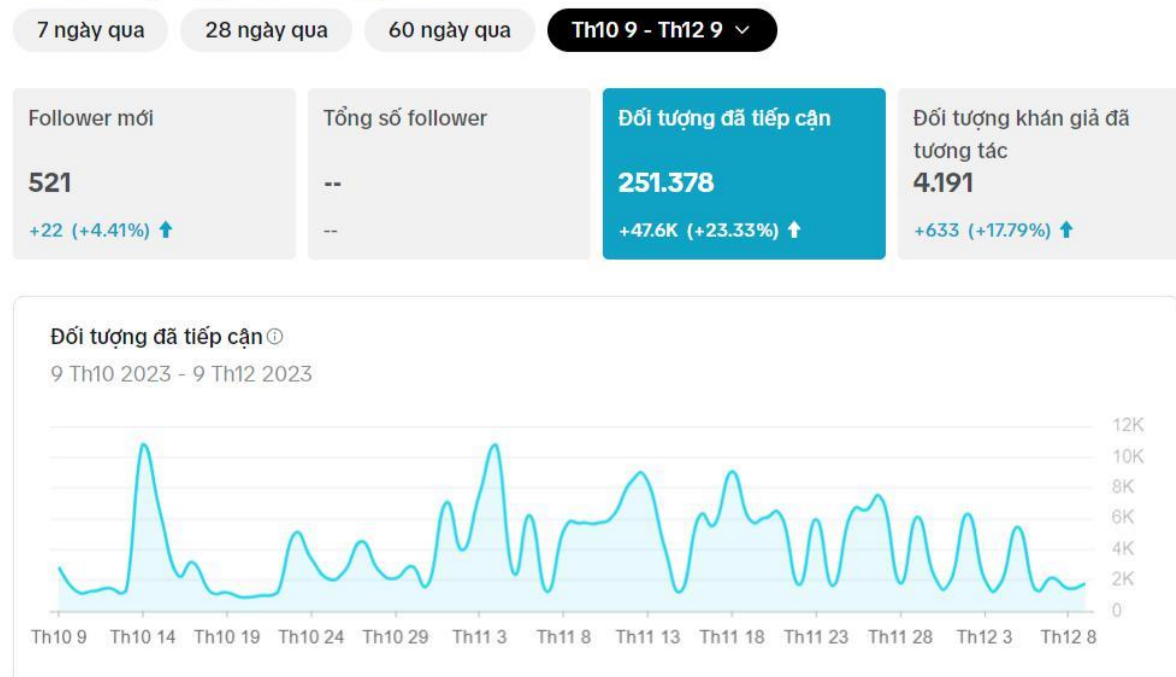


Figure 28. Media Effectiveness - TikTok channel 2

During the 3 months of the project, display likes increased by more than 28% and all interactions tended to be steady, especially on the day the video was posted.

Đối tượng khán giả

↓ Tải về dữ liệu



Đối tượng khán giả

[Tải về dữ liệu](#)

7 ngày qua

28 ngày qua

60 ngày qua

Th10 9 - Th12 9

Follower mới

521

+22 (+4.41%) ↑

Tổng số follower

--

--

Đối tượng đã tiếp cận

251.378

+47.6K (+23.33%) ↑

Đối tượng khán giả đã tương tác

4.191

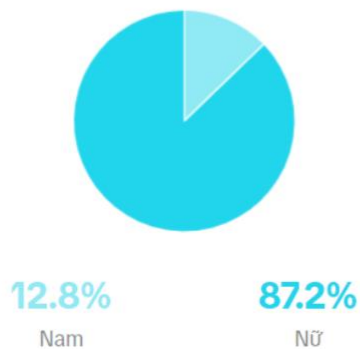
+633 (+17.79%) ↑

Đối tượng khán giả đã tương tác ⓘ

9 Th10 2023 - 9 Th12 2023



Giới tính ⓘ



Độ tuổi ⓘ

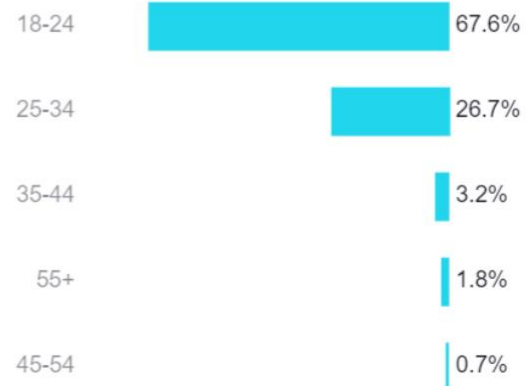


Figure 29. Media Effectiveness - TikTok channel 3

The audience accessing the channel during the 3 months of implementing the project recorded 251,378 visits, an increase of more than 23%, and the audience that interacted also increased by nearly 18%. Statistical results show that our project has attracted and reached the majority of female audiences (accounting for 87.2%) on the company's TikTok platform.

KPI Camile Bridal - Vay cuoi Thiet Ke Cao Cap TikTok				
No	Description	KPI	Actual result	% Result/ KPI
1	Video view	300,000	359,407	119,8%
2	Reached audience	200,000	251,378	125,68%
3	Engaged audience	4,000	4,191	104,77%
4	Engagement: Like	3,000	3,884	129,46%

Table 38. KPI Camile Bridal - Vay cuoi Thiet Ke Cao Cap TikTok

3. TikTok “Những con nai bị gud”

Name: Gud deer - Creative way of saying group code name G9 - Goodnight - Gud deer.

Content posting time: November 1, 2023

Reason for creating the channel: Due to the limited number of videos posted per day on the TikTok Camile channel (maximum 1 video/day) and the need to ensure the consistency of the content on the TikTok channel, it is necessary to create a new channel to Post this content.

Content: Post behind-the-scenes images of the content the group produces.

Result:

- Followers: Increase 50 followers (from 5 -> 55)
- Like: Increase about 4500 likes
- Video: 1 trending video (127K views and 4101 likes, 24 comments and 7 videos over 1000 views
- Searched keywords: HUG campaign, international free HUG day, wedding dress.

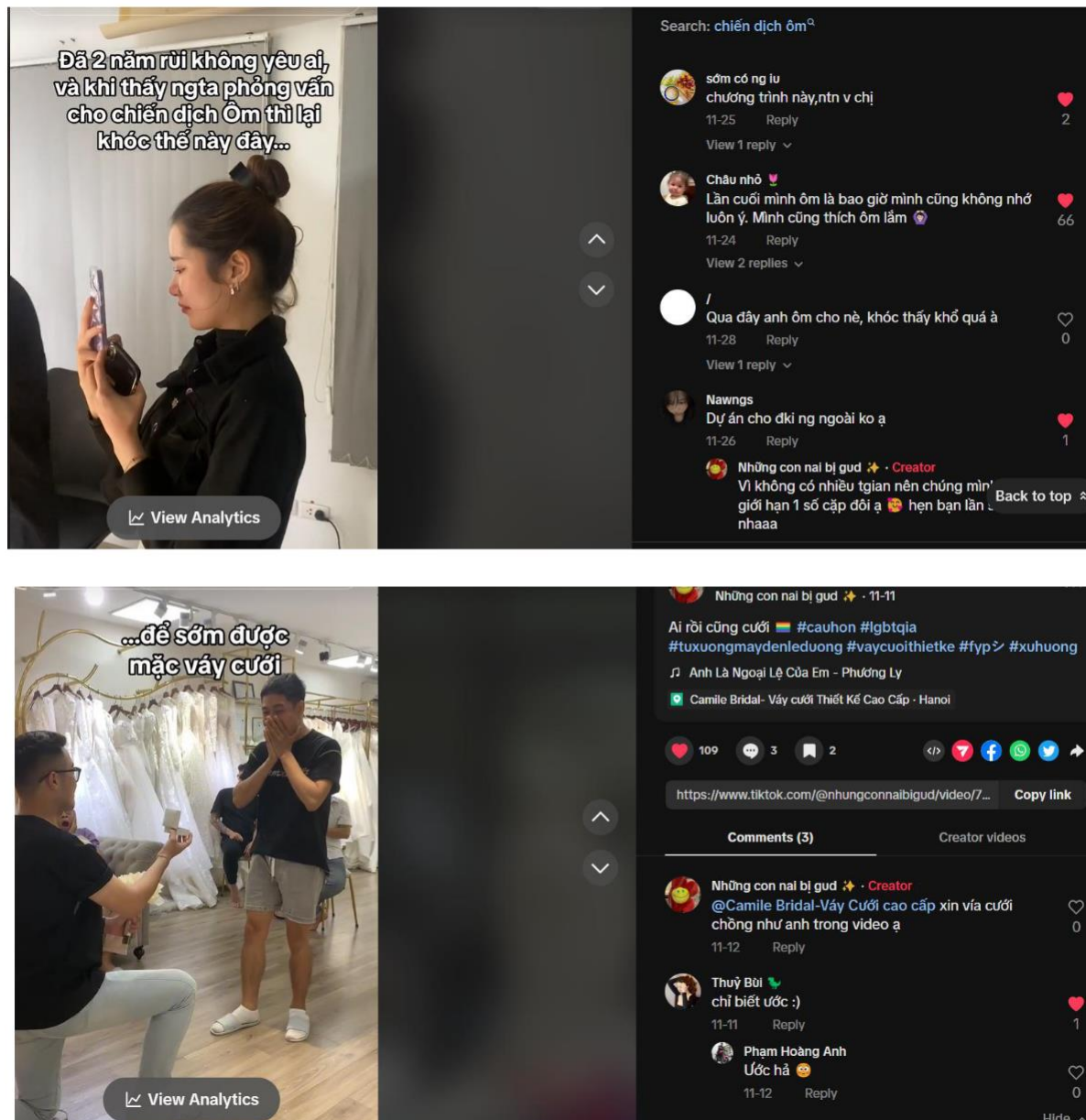


Figure 30. Media Effectiveness - TikTok "Những con nai bị gud"

C. REVENUE EFFECTIVENESS

1. Revenue by Months

Revenue by Months

2023



Figure 31. Revenue effectiveness by Months

- Since the group joined in mid-September, Camile Bridal's revenue has increased sharply by 19.16% in October.
- In November, the brand continued to maintain a stable revenue level and grew by 1.84%.

2. Revenue by Quarters 2023



Figure 32. Revenue effectiveness by Quarters

- Third's Quarter Revenue(July - September):
 - ✓ July's revenue: 685,250,000 VND
 - ✓ August's revenue: 781,900,000 VND
 - ✓ September's revenue: 1,046,250,000 VND
- Compared to the third quarter of this year, the fourth quarter had a clear increase in revenue with 3.8% of revenue in just the first 2 months.
- It is expected that if December revenue grows steadily and stably like October and November, total revenue of the fourth quarter could increase by more than 35% compared to the third quarter.

3. From the Year-ago Period

Revenue by Quarters

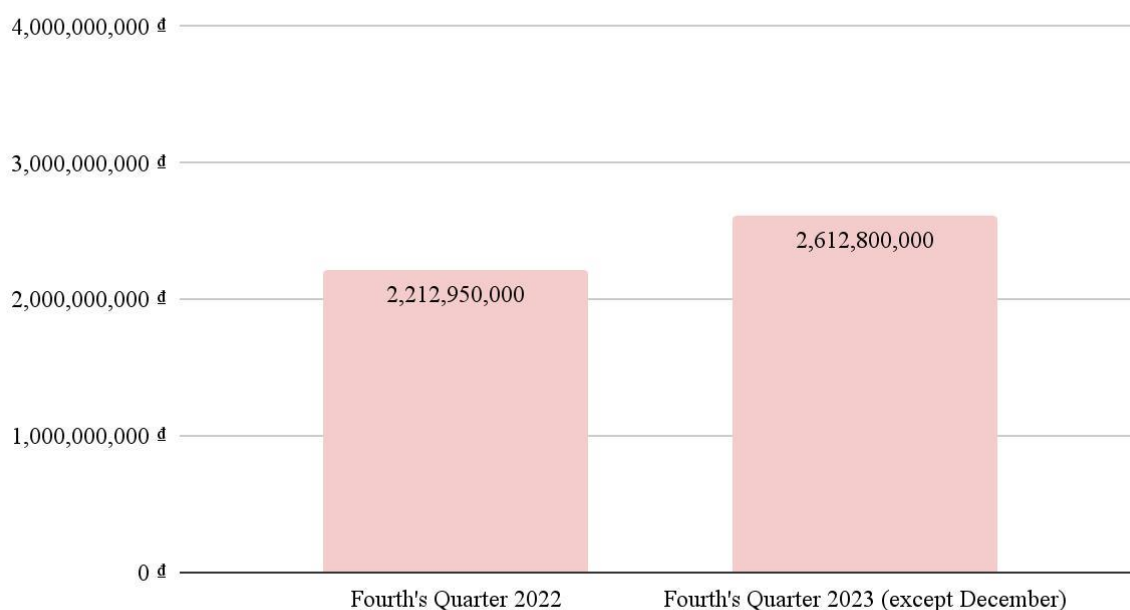


Figure 33. Revenue effectiveness from the Year-ago Period

- Fourth's Quarter 2022 Revenue(October - December):
 - ✓ October's revenue: 1,028,700,000 VND
 - ✓ November's revenue: 817,600,000 VND
 - ✓ December's revenue: 366,650,000 VND
- In just the first 2 months of the fourth quarter of 2023, Camile's revenue increased by 18.07% compared to its own revenue in the fourth quarter of last year.
- It is expected that if December revenue grows steadily and stably like October and November, total revenue of the fourth quarter of 2023 can increase by nearly 40% compared to the fourth quarter of 2022.
- Camile's year-end revenue in 2022 saw a significant setback as they experienced a steady decline in revenue. The influence of the "Gudnai" team can be clearly seen in the fourth quarter of 2023 compared to the fourth quarter of 2022, when Camile's year-end revenue in 2023 grew prominently compared to the third quarter and remained stable in the fourth quarter.

D. FEEDBACK

1. Survey

We did a short survey with a scope of around 200 persons at the conclusion of the series of activities in the project campaign "Communication Campaign for the wedding dress brand Camile Bridal," comprising customers and people accessing media channels and non-customers and non-reachers. Following the successful survey of 210 persons, we came to the following broad conclusions:

Bạn biết đến Chiến dịch Truyền thông cho thương hiệu váy cưới Camile Bridal qua đâu ?
210 responses

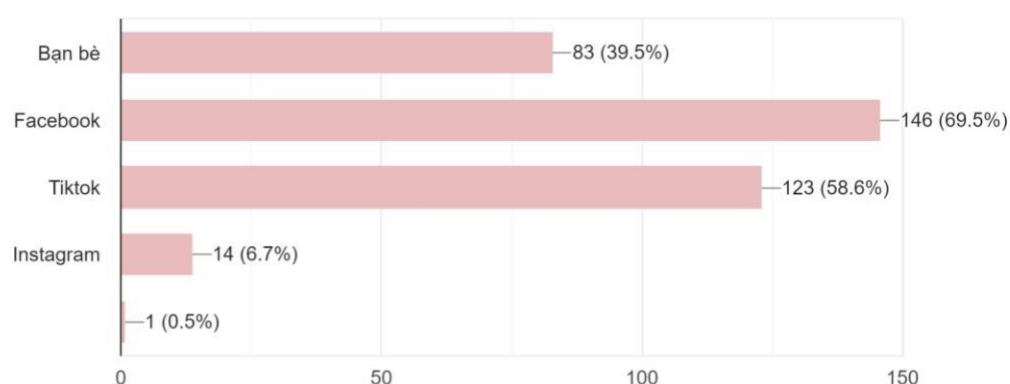


Figure 34. Quality Evaluation Survey - How did you know about the Communication Campaign for the wedding dress brand Camile Bridal?

Bạn thấy các bài đăng về thương hiệu váy cưới Camile Bridal với tần suất ?
210 responses

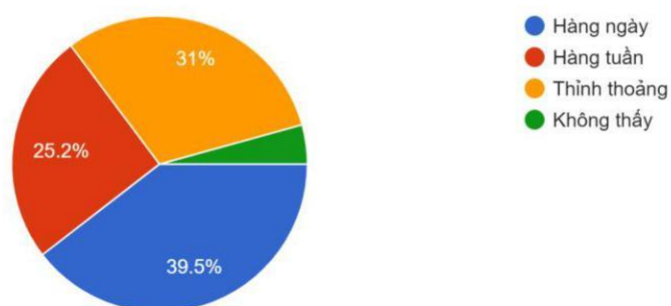


Figure 35. Quality Evaluation Survey - How often do you see posts about wedding dress brand Camile Bridal?

Bạn thường xem các bài đăng về thương hiệu váy cưới Camile Bridal vào thời điểm nào ?

210 responses

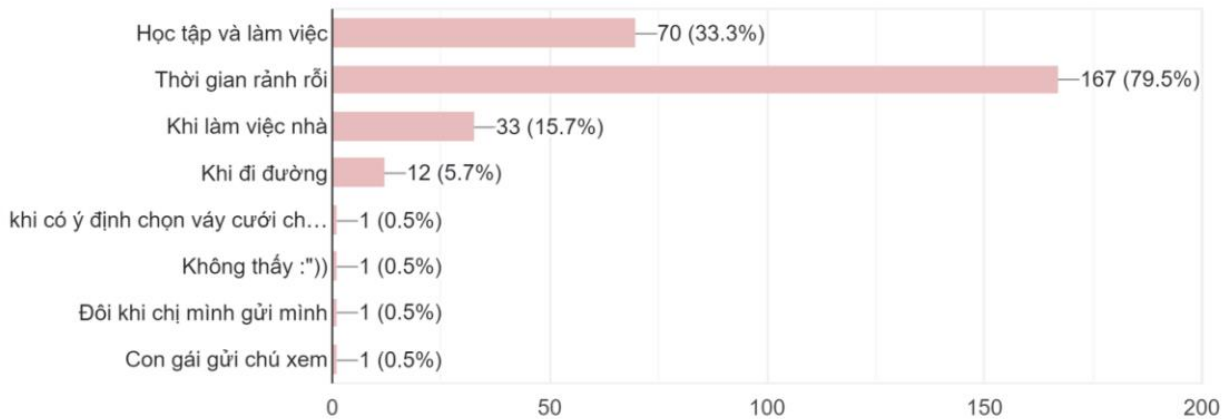


Figure 36. Quality Evaluation Survey - When do you usually see posts about the Camile Bridal wedding dress brand?

Bạn nhận biết visual của những bài đăng như thế nào ?

209 responses

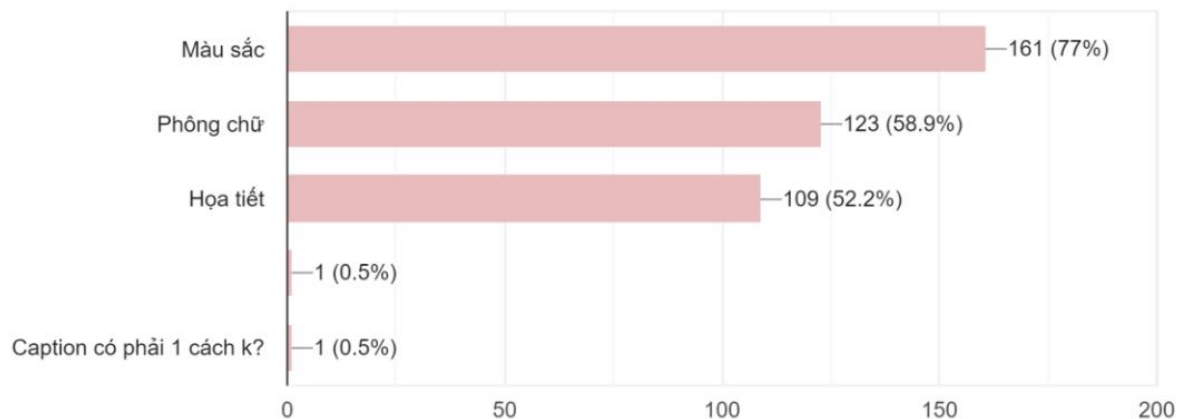


Figure 37. Quality Evaluation Survey - How do you recognize the visuals of posts?

Cảm nhận chung của bạn về các bài đăng về thương hiệu váy cưới Camile Bridal trên các nền tảng mạng xã hội ?

210 responses

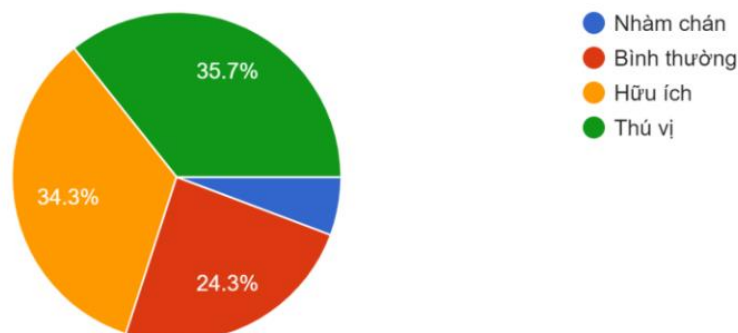


Figure 38. Quality Evaluation Survey - What is your general opinion about posts about wedding dress brand Camile Bridal on social media platforms?

Hãy chọn 3 chiến dịch gần đây nhất mà bạn ấn tượng trên các kênh MXH "Camile Bridal - Váy cưới thiết kế cao cấp"

210 responses

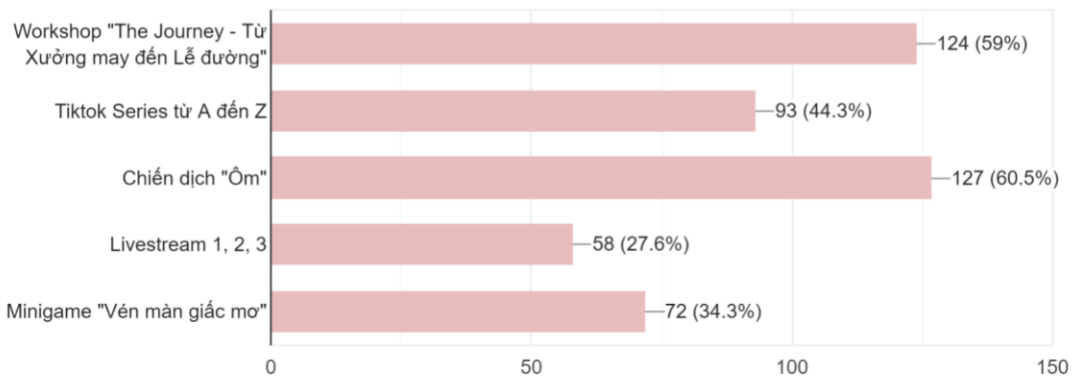


Figure 39. Quality Evaluation Survey - Please choose the 3 most recent campaigns that impress you on social networks "Camile Bridal - High-end designer wedding dresses"?

Tổng thể chất lượng các bài đăng trên kênh Facebook "Camile Bridal - Váy cưới thiết kế cao cấp" theo cảm nhận của bạn

210 responses

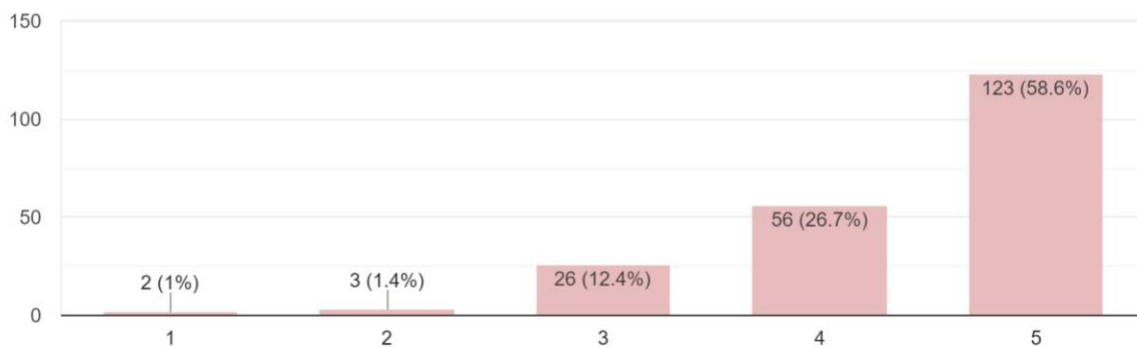


Figure 40. Quality Evaluation Survey - Overall quality of posts on Facebook channel "Camile Bridal - High-end designer wedding dresses" according to your opinion?

Tổng thể chất lượng các bài đăng trên kênh Tiktok "Camile Bridal - Váy cưới thiết kế cao cấp" theo cảm nhận của bạn

210 responses

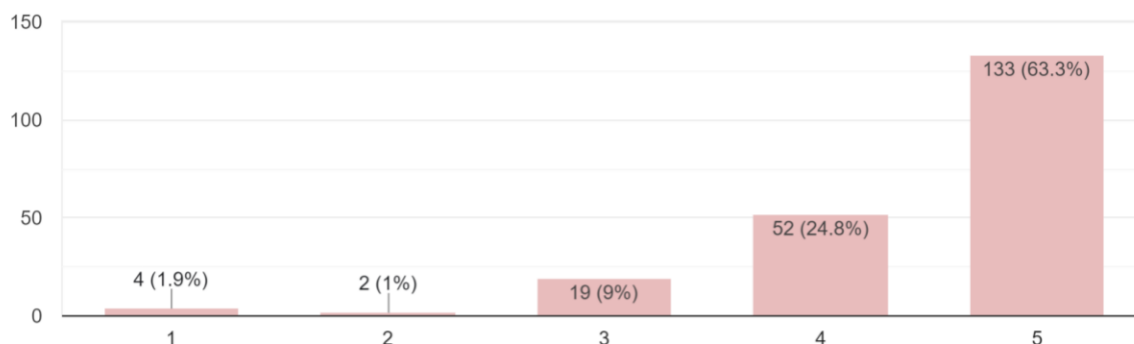


Figure 41. Quality Evaluation Survey - Overall quality of posts on TikTok channel "Camile Bridal - High-end designer wedding dresses" according to your opinion?

Bạn thấy các kiến thức về dịch vụ "May đo - thiết kế riêng" mà Gudnai chia sẻ có thú vị ?

210 responses

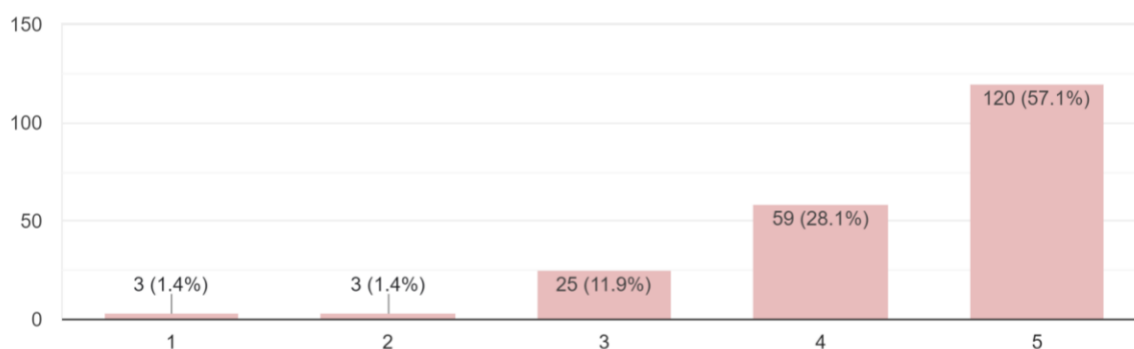


Figure 42. Quality Evaluation Survey - Do you find the knowledge about the "Customized - tailor-made" service that Gudnai shares interesting?

Chất lượng hình ảnh và video theo cảm nhận của bạn ?

210 responses

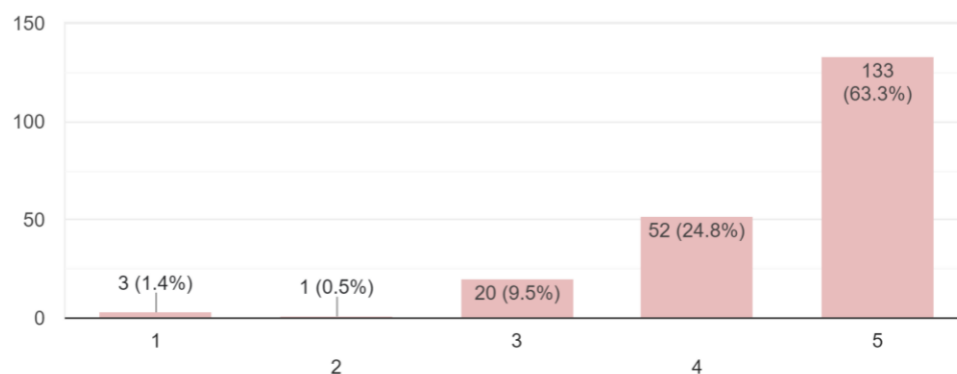


Figure 43. Quality Evaluation Survey - What is the quality of images and videos in your opinion?

Bạn mong muốn Chiến dịch nâng cao chất lượng hơn về mặt nào ?

210 responses

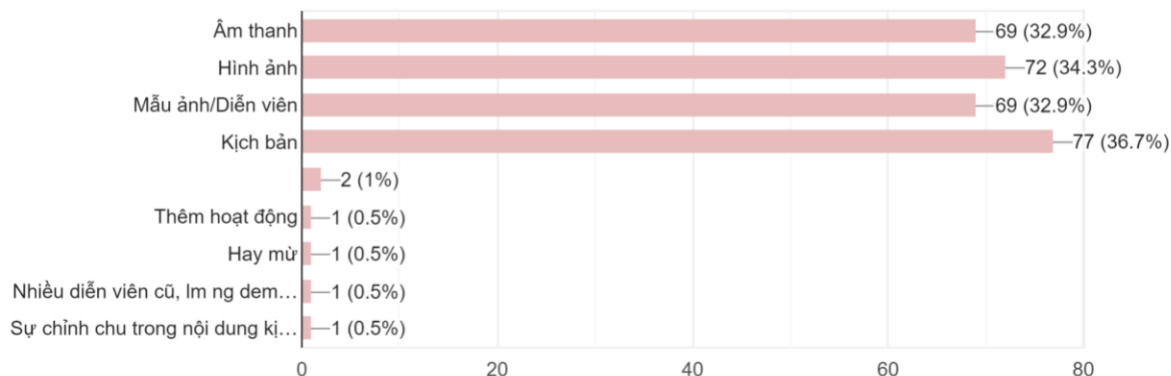


Figure 44. Quality Evaluation Survey - In what aspects do you want the Campaign to improve quality?

Sau khi biết về Chiến dịch "Truyền thông cho thương hiệu váy cưới Camile Bridal", bạn có sẵn sàng giới thiệu đến với người khác không ?

210 responses

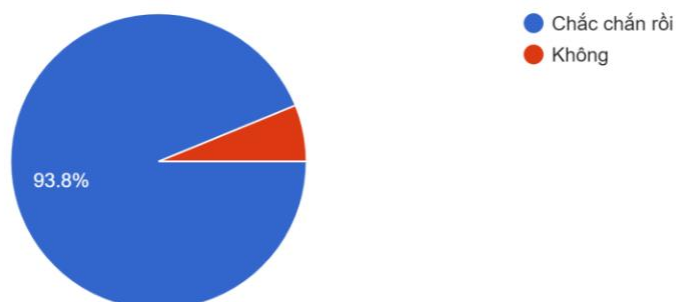


Figure 45. Quality Evaluation Survey - After learning about the "Communication Campaign for the wedding dress brand Camile Bridal", are you willing to introduce it to others?

Góp ý của bạn về Chiến dịch "Truyền thông cho thương hiệu váy cưới Camile Bridal" và team Gudnai?

133 responses

Mình thấy mọi người làm việc rất siêng năng, các bạn viết bài đăng và làm content khá ấn tượng. Mình đánh giá cao điều này.

Mình không có

chúc các thành viên trong team Gudnai sẽ đạt được kết quả tốt.

Tôi nghĩ bạn có thể hướng đến nhiều đối tượng hơn. Thay vì chỉ có các cặp đôi, bạn có thể thêm những đối tượng như mẹ đơn thân hoặc các bạn độc thân nhưng vẫn muốn thử váy cưới chẳng hạn, mình nghĩ như thế sẽ đa dạng hơn.

Chúc team thủ khoa ngành MC

Cải thiện hơn nữa chất lượng các vid trên tiktok

good

Rất tốt, không có ý kiến gì

Figure 46. Your comments on the "Communication Campaign for wedding dress brand Camile Bridal" and the Gudnai team?

Conclusion:

- Up to 93.8% of survey respondents regarded the project's chain of activities as GOOD to VERY GOOD and were willing to introduce the project to people around them.
- According to the poll, the majority of people are aware of the project's sequence of activities via social networking sites, demonstrating that 95.7% of people can notice the frequency of postings compared to 4.3% who have never seen it.
- Almost 94.3% of people have good feelings about posts on Social Networking platforms. Of these, 70% of people have the same feeling that the posts are highly useful and interesting.
- The majority of participants expressed their admiration for the Workshop: The Journey - From the Garment Factory to the Ceremony, the "HUG" Campaign, and the TikTok Series from A to Z during the series of events. They learn about the brand's offerings and are inspired by these engaging activities.
- In addition to the positive ratings, the survey reveals that everyone wants the campaign to raise the standard of the performers, screenplay, sound, and graphics. They also recommended that we focus on a wider range of audiences.

2. In-depth interview

Along with clients who are utilizing Camile Bridal's services, we also conducted in-depth interviews with the CEO, Marketing Manager, and Sales team. In order to get the most unbiased viewpoints, these interviews seek to elicit the most lucid emotions from all participants. The responses we got from interviewees are listed below:

IN-DEPTH INTERVIEW EVALUATING THE EFFECTIVENESS OF THE CAMPAIGN			
NO	Question	Interviewer	Response
1	Did the campaign generate the expected engagement? For example, in aspects of customer attraction, interaction between old and new customers on fansites as well as tiktok, number of customers using the service,...	Sale - Ms. Myli	The FPT team's campaign really met and solved most aspects of the problems that Camile was facing before. For example, the company's Marketing resources become more proactive, stronger and more effective. With the team's presence, Camile will have more interesting activities and attract more customers during this year's wedding season. The number of customers who know about the "Tailor for Hire" service and trust in choosing to use the service has also increased significantly compared to last year and the past 6 months - to the point that many days there are not enough employees to Consulting for each customer.
		CEO Mrs. Hoa	First, I want to thank the FPT team for always being diligent and diligent in the marketing activities that the company offers as well as coming up with many creative content ideas to help the company's communication routes become more diverse and richer. a lot in advance. In recent times, Camile has not only gained many close connections with old customers but also created many new trustworthy relationships with both Camile's partners and customers. Communication channels on Tiktok and Facebook have also become much "busier" than before. What is worth noting here is that after organizing the Workshop and doing communication work at Camile, it was well received by many partners and received positive comments from many customers. Not only that, recently on December 24, Camile was very honored to be invited by PNJ brand to attend a 2-day Workshop at PNJ's main store. This can be considered a sign of the current strength of the brand and its coverage and position in the market at the present time.
2	How did the campaign affect you? Maybe about aspects like marriage/work/psychology/feelings,...	Mr. Long - Mrs. Huyen	The campaign makes me feel like I'm reliving my youth, giving me a more youthful feeling, appreciating my partner and having more time to look back at our journey together.
		Lead MKT Ms. Linh	The campaign makes Camile's customer experience more attentive, adding more love to the brand. I personally feel very happy because the campaign has brought a lot of new breeze to Camile.
3	Are the series of activities in the past 3 months of Camile Bridal really attractive?	Sale - Ms. Myli	In the series of activities in the past 3 months, there were many impressive points that attracted customers to the store. Some customers even came to ask about some of Camile's activities such as the Workshop "The Journey" or the whole campaign. "HUG" was recently broadcast. To say the least, in the past 3 months, Team's series of campaign activities have really attracted customers and increased Camile's coverage to a new level.
		Mr. Hung/Mrs. Thuy	I was lucky to be one of two couples who won a prize on the day of the Workshop. It was truly an unforgettable feeling. I have to admit that the activities in the workshop are very interesting and make me extremely excited. After that day, we also actively followed and learned more about the company's other activities, which were very diverse and attractive. Finally, our agency's HOM service team was also fortunate to participate. Besides us, other couples also had very attractive stories. To achieve that, the company's series of activities have certainly contributed a lot to creating such genuine emotions.
4	How did campaign creativity contribute to media appeal?	CEO Mrs. Hoa	The creativity in the campaign is expressed in a methodical, scientific way and addresses the exact issues that future brides are concerned about and worried about. After doing communication work to answer those questions combined with clearly defining each service niche that the brand provides, the public seems to understand better and put more trust in the brand.
		Mr. Hung/Mrs. Thuy	I've been following your tiktok series, because I follow the page, so every day I surf I see you guys downloading videos. I've noticed that you guys use the staff here, including one of my wedding dress consultants who is also an actress. In general, I find the actors very charming and funny. I watched it and found the content to be very good and meaningful, sometimes mixed with a bit of humor but not overdone or lose its image. Especially the series about couples, you guys have very good ideas, sometimes making me feel like myself and my husband in your roles. Couple videos especially attract me more than other videos.
5	Has the campaign helped you make any changes in your understanding of the brand's services?	Mrs. Nguyet (mother of bride Anh Duong)	She's old and doesn't use social media much, but since she started looking for wedding dress brands to support her daughter, she's also followed Camile's page. At first, she just read and researched, but there was a part where she read a lot of articles about "tailoring and design" and she was also curious, so she sent it to her daughter to ask for her opinion. At first, Ms. Duong was afraid that the service would be more expensive than renting, so she decided to give up and look for other companies. Then one day, when she was surfing Facebook, she accidentally saw that her house said the service was not more expensive than renting, along with old posts that she had researched, so the next day she had to bring Anh Duong over immediately to learn more about the price. , so there's a dress pick-up today.
6	How does the company's campaign compare to that of its competitors? (WS with competitors of the same service or chain of activities that the company performs while competitors do not)	Lead MKT Ms. Linh	The "Hug" campaign is very good and meaningful, marking Camile's brand in the eyes of customers and in the market. Luckily, Camile was also published by a VTC1 report and spread extremely valuable images, which that rival brands do not have. As for WS, Camile also confidently received extremely high-quality feedback from participating couples. WS not only offers free admission, but also has gifts for every participating couple, which certainly makes customers more satisfied.
		Mr. Long - Mrs. Huyen	Very meaningful, I think brands should have campaigns like this to make customers feel "loved".
7	How does the campaign affect our position and reputation in the market?	CEO Mrs. Hoa	After the campaign was deployed, Camile's position in the market changed markedly, partners actively contacted to discuss and provide more referrals to their customers through Camile. Especially PNJ's upcoming Workshop event, like previous sessions, did not have Camile's attendance, but this year Camile is very honored to participate as a guest and supporting partner in this event. Many brides put their trust in the company's products and services as shown by the many days when there were many waves of customers causing overload due to lack of human resources, but they still happily waited for their turn.

8	What are the advantages and disadvantages of developing a campaign without separating it from the page's existing content (receiving dresses), and how do those advantages and disadvantages affect the communication results of the campaign?	CEO Mrs. Hoa	Advantages: The campaign will be more harmonious and integrated with content flowing more smoothly across media channels, helping viewers feel seamless and useful, unlike conventional advertising. Economical and optimized more energy and time instead of starting from zero. Increasing Camile's interaction with customer groups or followers at channels will even have many good reviews from old customers. Disadvantage: If the core values and nature of the brand are not clearly understood from the beginning, the content of the campaign can easily become distracting and confusing for viewers. And it does not maximize the creativity of the whole Team but must rely on available resources to develop ideas.
		Lead MKT Ms. Linh	Advantage: This is how your campaigns and the company's campaigns are always run in parallel. For me, it's like we are dividing the segments to make the content more diverse and have more angles." Providing more knowledge to customers and letting them know the results after the bride receives the dress will give them more trust and hope in Camile. Disadvantages: Of course, having too many content streams will also cause visitors to be overwhelmed with information and feel uncomfortable. In the early stages, they will also have more articles about clips analyzing the content. the company's service, it will be boring for customers, the dress receiving series cannot be balanced, even if run in parallel, Tiktok's bot will gradually lose the direction that Camile built from the beginning.
9	Are the communication channels we have used effective?	Lead MKT Ms. Linh	According to her, whether it is effective or not depends on the customer's judgment. If I speak from the perspective that I feel, Tiktok is having a great effect, new customers who rent and receive dresses all feedback that they know the brand through Tiktok, as for Facebook, they still lack experience in management. The page and the content of the posts are still very scattered. Because most customers know Camile through Facebook, she cannot evaluate whether it is effective or not. As for the offline channels you organize like WS and HOM, I really appreciate and admire you, with just 5 of you, you have helped Camile organize campaigns that Camile has not been able to do since Covid. All the feedback she received during those campaigns was good feedback.
		Sale - Ms. Myli	There are a few media channels (FB, INS, TIKTOK) that have been used in these campaigns that are really effective and positively received by the public. This is also one of the signs showing the effectiveness of communication as well as a first step to develop the company's channels to become stronger, more connected and more bustling for the public. (Future brides)
10	How has the campaign influenced your decision to use Camile's services?	Mrs. Tuyet (mother of the bride Phuong Anh)	People like her are very careful, as I see older people like us are all like that. I will read very carefully and want to know more to feel the service. She also sent messages to many pages because they did not say it clearly, then waiting for the staff to respond was quite long and dependent. Instead, her children's Facebook pages were very easy to track, she just needed to read them and take pictures. Besides, she can remember all the information she needs, and doesn't waste time texting them to ask questions.
		Mr. Hung/Mrs. Thuy	We're just getting ready to get married and have no intention of looking for a wedding dress anytime soon. That day, Hung sent me a link to register for the workshop, wanting to invite me out on October 20. I was ok right away, we were able to participate in the experiences that day and had great results to bring back. Actually, we had been following Camile since before, but had not yet decided, but the WS session was really like a big step forward for us. I decided right away. Furthermore, that was the day we cried in front of so many strangers, it was the first time. Then the second time was when we were also invited by you to participate in the HUG campaign. All of those times made us love and understand each other more even though we have been together for 5 years. You really helped us have more memorable memories and more sympathy before entering the "ceremony".

Table 39. In-depth interview with clients

Conclusion:

- For Camile Bridal: The CEO, Lead Marketing, and Sales personnel all believe that the campaign is highly effective and that the sequence of events is unique, resulting in engagement that goes above and beyond what is expected. In addition, a lot of important materials were gathered for the firm to utilize later on by the campaign. The effort has generally produced improvements in the brand's competitiveness in the market, notably in terms of helping it expand revenue, even though it hasn't entirely outperformed rivals.
- For Camile's customers: Customers, from brides to family, are impressed with the brand's new activities. Many consumers believe the postings are visually appealing and offer a positive message, which contributes to the brand's success. They come to use and enjoy the services of the organization. Other consumers who directly participated in the events stated that they were inspirational and extremely humanistic activities that not only helped them develop more trust in love but also provided them with a better understanding of wedding gowns in particular and the wedding business in general.

3. Other

We obtained several feedback samples from consumers from rivals' TikTok clips; they believe Camile's services are inexpensive yet of high quality. Furthermore, there is always support personnel available to assist customers.

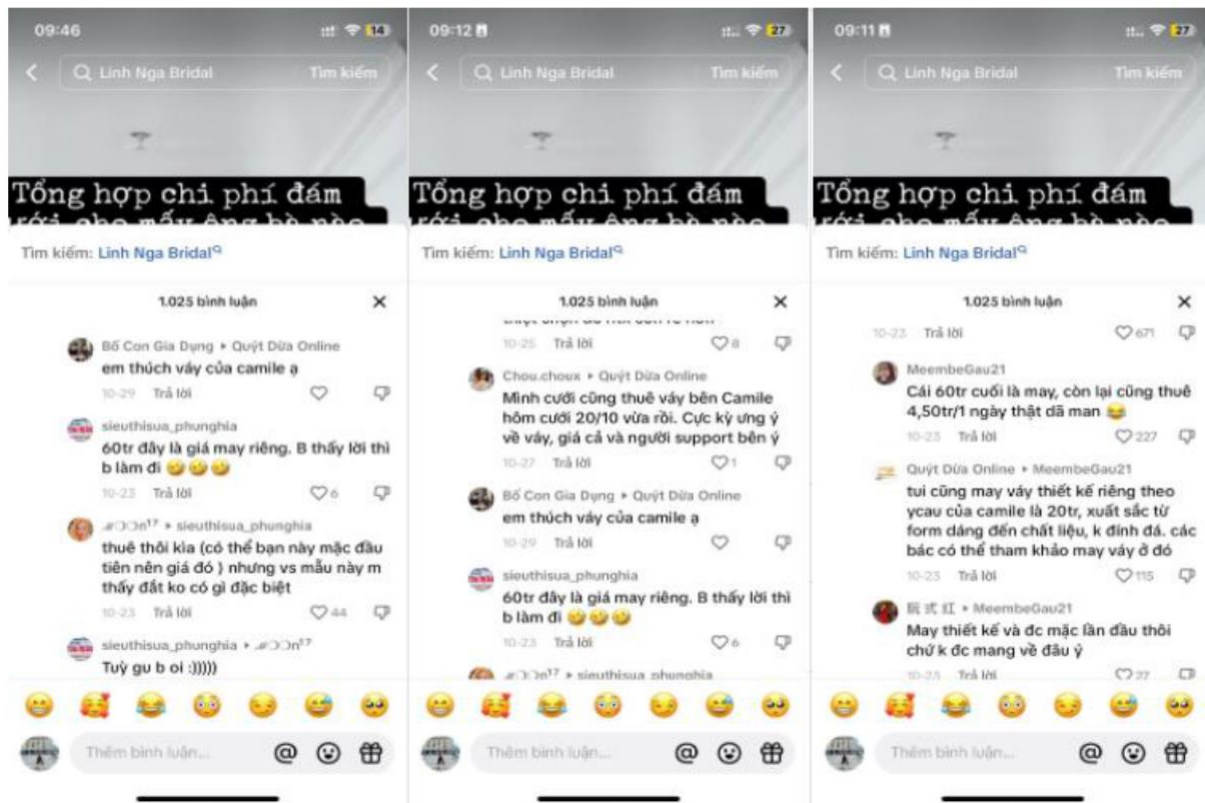


Image 18. Other feedback

E. THE PROJECT OWNER'S EVALUATION TO OUR TEAM

CÔNG TY TNHH THƯƠNG MẠI VÀ
DỊCH VỤ HIỀN AN

Camile
BRIDAL

LỜI CẢM ƠN

Thân gửi team G9,

Thời gian vừa qua, với kế hoạch truyền thông xuất sắc của các bạn mà Camile Bridal đã có những bước tiến vượt trội. Thương hiệu Camile Bridal đã được biết đến nhiều hơn và tạo được dấu ấn nhất định đối với khách hàng. Thay mặt cho Camile Bridal, tôi chân thành gửi lời cảm ơn tới những đóng góp của các bạn.

Suốt thời gian thực tập tại Camile Bridal, tôi ghi nhận sự cống hiến của các bạn đối với từng chiến dịch, từng hoạt động truyền thông từ nhỏ đến lớn. Mỗi thành viên đều có thể mạnh riêng và không ngừng nỗ lực để đạt được mục tiêu chung đã đề ra. Tôi tin rằng, với kiến thức, kỹ năng và lòng nhiệt huyết này các bạn sẽ tiến xa, tạo nhiều điểm nhấn hơn trong chặng đường sự nghiệp của mình.

Một lần nữa, Camile Bridal cảm ơn những đóng góp của cả team.

Trân trọng!

Hà Nội, ngày 12 tháng 12 năm 2023



GIÁM ĐỐC
Dương Thị Hoa

Figure 47. Thank you letter from Camile to our team

F. REFLECTION

1. Our Team Role In This Project

Members	Role	Positive Points	Negative Points
Pham Hoang Anh	Leaders + Designer + Filming	Always proactive, enthusiastic, eager to learn, perfectionist and have a high sense of responsibility.	Easily pressured and encountering difficulties, they often find their own solutions and do not communicate information well.
Bui Thu Thuy	Ideas Content + Planner + Researcher	Enthusiastic, perfectionist, hard-working, multi-tasking, covers all tasks, straightforward and has a high sense of responsibility.	It's easy to offend others, and it's highly secure and doesn't have many breakthroughs.
Le Thi Thu Hien	Ideas Content + Designer + Researcher	Good ideas, versatile, good listener, responsible for assigned work.	Not a perfectionist, not conveying information carefully, forgetful and distracted in some cases.
Bui Nghia Duong	Ideas Content + Planner	Good communication, many new breakthrough ideas, flexible in all situations and good observation and networking skills.	Easily distracted, slow to progress, often holding on to work to affect other things, leisurely.
Ninh Duy Duc	Planner + Researcher	Eager to learn, good communication, able to cover tasks, know how to listen, good Networking	Not yet a perfectionist in some tasks, easily distracted, conservative and forgetful, not yet groundbreaking, slow in progress and often subjective.

Table 40. Our Team Role In This Project

2. Our Team's Knowledge and How we apply in practice

Members	Positive Points	Negative Points
Pham Hoang Anh	Good filming and editing have professional thinking, beautiful and harmonious design.	Editing is behind schedule, there are a few designs that do not match the project visuals
Bui Thu Thuy	Logical plan, detailed method, in-depth research, good content quality.	The content is not yet diverse, so it should change for each situation.
Le Thi Thu Hien	Have professional design thinking, unique content ideas and creativity.	Not proactive in design, need to improve skills in using words.
Bui Nghia Duong	Good ideas are highly groundbreaking and flexible when problems arise.	Need to supplement visual design skills for more flexibility in work.
Ninh Duy Duc	Make a detailed and complete plan, taking into account many possible situations.	Knowledge is not deep, there are many mistakes when preparing lessons or performing stages, handling situations is not quick, or pressing time limits affects quality.

Table 41. Our Team's Knowledge and How we apply in practice

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CONCLUSION

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CHAPTER VI

CONCLUSION

A. CONCLUSIONS

Although the team faced some challenges and difficulties in the early stages of the project, they were ultimately able to tackle the assigned tasks and successfully completed them together. The members' best efforts contributed to the success of the project. Throughout their work, the team learned a lot from the disability formulae they encountered. By addressing issues such as lack of commitment, slow progress, and equipment problems, the team gained important insights about project and team management. In particular, the collective's adaptability in solving problems of creating equipment and activities during work. It helps teams better understand how to carefully account for resources and manage risk.

B. LIMITATIONS

- During the initial stages of the project, there were some team members who were unable to take the necessary level of seriousness. This has led to some members not completing tasks in the project and slowing down the progress of the entire work.
- Some members were negligent at first, not following the initially set roadmap. That action negatively impacts the progress of the project. Tasks that are assigned behind schedule not only affect future work but also place unnecessary pressure on team members.
- In addition, the equipment used for the project was not carefully calculated from the beginning. Specifically, the computer was not enough to meet the needs of producing videos and images for the media campaign. That affected the project's progress and directly affected communication effectiveness.

C. LESSON LEARNT

Lessons learned from problems in the early stages of a project are important for improving team performance and ensuring project success. Here are some important points the team can learn from this experience:

1. Commitment and Seriousness

Every team member needs to understand and achieve the level of seriousness required for the project. This includes ensuring people complete tasks in the correct order and commit to work within time.

2. Time and Route Management

Time management is a key factor to ensure project progress. The roadmap needs to be carefully designed and every member needs to contribute to it.

3. Equipment Double Calculation

Before starting a project, it is necessary to ensure that the required equipment and resources are carefully accounted for. The use of computers that are not powerful enough has affected the ability to produce content for communication campaigns.

4. Risk management

It is important for the team to identify and manage risks from the beginning to deal with problems that may arise during project implementation.

5. Efficiently communicate

Further communication within the team needs to be active and effective. Every member needs to be fully informed about changes in presentation or any issues to be able to respond to feedback promptly.

D. RECOMMENDATION

1. Recommendations for the Camile Bridal

- This project has brought us many valuable lessons and valuable practical experiences. Besides, we still want to give some suggestions for Camile Bridal's upcoming communication efforts to help the brand develop and reach further in the future. The first important thing is that advance planning for content production needs to be clearer and more systematic. Planning before production will help the production team and especially the company have time to research and edit in more detail and more appropriately so that the production phase is not delayed or encountered a problem. Number of unwanted risks. Next is about new trends that must always be updated to provide groundbreaking creative content that can reach the younger generation better than ever (Especially the Gen Z and Alpha generation groups in the future).

- The company's current information management system on social networks has enough content, but there are still some gaps, such as the balance between diverse and rich untapped posts that can easily cause problems. the lack of information. Specifically, Fanpages need to focus on optimizing tools to save budget and performance of media products. Finally, regarding the product issue, this is a product line that is difficult to sell directly and must go through many stages to reach the final decision for the target customer group. Therefore, brands need other methods to motivate customer groups to think about the product, such as selling VOUCHER on platforms that can help save both the company and customers in the decision stage.
- It is necessary to increase articles related to the professional content of the "Design Tailoring" service to help the public clearly understand the service and see what they are looking for.
- The articles need to be more regular, with the content exploiting the most authentic aspects of the service, not just the product.
- Products and services about "Design Tailoring" need a "name" to increase recognition of this product line.
- Create a separate TikTok channel (Satellite channel to support the main channel). When separated, the content stream will be more focused and deeper and the awareness of the service segment will also increase a lot.
- Create a number of topics each week with new perspectives and unique breakthroughs that attract interested people.

Conclusion: Currently, the brand's human resources team is still not complete in terms of quantity and quality. There are not many new perspectives and breakthrough steps. Therefore, the brand needs to recruit new human resources with methodical qualities and appropriate skills to reach future customer groups.

2. Recommendations for the FPT University

From the viewpoints stated above, we would like to offer some wishes for the Multimedia Communication major we are studying. We have done a lot of research on theory and important skills during our studies as students but when doing the project we can see that although theory has important support essential but not all-consuming,

the school needs to add extracurricular practice options or cooperate to help some student activities in school (such as start-up, small businesses, etc.) so that students like us are less confused and have a clearer picture of each part of the work that needs to be done when implementing any project. Another thing we hope is that during the project implementation phase, the school can allow us to focus without having to study parallel subjects in class. This can allow us to completely focus our resources and minds on the project to achieve maximum effectiveness.

3. Recommendations for the next semester's student

- In addition to carefully learning the knowledge in school, students should observe more reality based on that theoretical framework, meaning they should use more examples to better understand the theory being taught. Exchanging and sharing information with friends in the same industry, in different industries, and even with teachers is very necessary. This can help them better understand a problem from many different angles and create a comprehensive view of a problem that has many different solutions, and this even helps with preparation. If you are always ready, you will not be confused or confused during the implementation phase of any project.
- To work under stress, every difficult situation from childhood to adulthood is unplanned, you must always have a strong mentality and not be afraid of difficulties when facing it, every difficulty will always have a way. The solution only requires the whole group to unite and make efforts. It is necessary to balance the two issues of life and work, as well as the courage to make a breakthrough to create change and things that no one thinks of. Always have a sense of responsibility, discipline and eagerness to learn to develop and discover yourself in all fields.
- In the end, we can tell you that this will be a wonderful and unforgettable experience.

Thư cảm ơn

Kính gửi Camile Bridal,

Chúng em xin gửi lời cảm ơn chân thành đến Camile vì đã tạo điều kiện thuận lợi và hỗ trợ nhiệt tình trong quá trình nhóm thực hiện bài khóa luận tốt nghiệp.

Sự hỗ trợ của Camile đã góp phần quan trọng vào sự thành công của dự án lần này. chúng em chân thành biết ơn về những kiến thức, nguồn lực quý báu mà Camile đã chia sẻ. Những chia sẻ đó đã giúp nhóm có thêm những kiến thức về lĩnh vực váy cưới cô dâu.

Một lần nữa, chúng em xin chân thành cảm ơn sự hỗ trợ nhiệt tình của tất cả mọi người tại Camile Bridal. Đây không chỉ là một phần quan trọng của hành trình học tập của nhóm mà còn là những kinh nghiệm quý báu mà nhóm sẽ mang đi trong sự nghiệp tương lai.

Mong rằng mối quan hệ giữa nhóm sinh viên FPT và Camile Bridal sẽ tiếp tục phát triển và hy vọng rằng trong tương lai, nhóm sẽ có cơ hội được hợp tác cùng Camile Bridal vào những dự án mới.

Chân thành cảm ơn và kính chúc Camile Bridal ngày càng thành công.

Trân trọng,

Team sinh viên fpt
Những con nai bị gud

Figure 48. Thank you letter from our team to Camile

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APPENDIX

A. RESEARCH SURVEY

1. What is your gender?
2. What is your age?
3. What is your occupation?
4. What is your average monthly income?
5. What is your current relationship status?
6. Where do you live?
7. Have you heard or known about wedding dress rental tailoring service before?
8. In your opinion, how much more does the cost of a rental tailoring and wedding dress design service cost compared to a ready-made rental service?
9. In your opinion, what is the difference between "Tailoring" and "Owning" wedding dresses?
10. Do you have plans to learn about custom tailoring and wedding dress design services in the future?
11. Do you think that tailoring services to rent and design wedding dresses on demand have more advantages than renting existing wedding dresses?
12. –In your opinion, what are the advantages of custom design and tailoring compared to buying a ready-made wedding dress from a store?
13. What factors and issues can be considered when thinking about choosing tailoring service, custom wedding dress design service? [Personalization element]
14. What factors and issues can be considered when thinking about choosing tailoring service, custom wedding dress design service? [Customization in design]
15. What factors and issues can be considered when thinking about choosing tailoring service, custom wedding dress design service? [Quality]
16. What factors and issues can be considered when thinking about choosing tailoring service, custom wedding dress design service? [Accuracy in tailoring]

17. What factors and issues can be considered when thinking about choosing tailoring service, custom wedding dress design service? [Ideal price]
18. What factors and issues can be considered when thinking about choosing tailoring service, custom wedding dress design service? [Completion time]
19. What factors and issues can be considered when thinking about choosing tailoring service, custom wedding dress design service? [Involved in the production process]
20. What made you decide to choose tailor-made services to design wedding dresses on demand?
21. In your opinion, what factors do you care about most before choosing a tailoring service and designing a custom wedding dress?
22. Do you think the service of renting tailoring and designing wedding dresses on demand is worth investing in?
23. Do you research and gather opinions from friends, family or other sources about the design and style of the wedding dress you want?
24. When ordering a wedding dress design, what steps do you participate/want to participate in? (Select multiple answers)
25. What are your views on the actions below? [You are willing to spend time waiting for a dress design (2 -3 months) instead of renting an existing dress.]
26. What are your views on the actions below? [You will put effort into all stages of design to have the most satisfactory dress.]
27. What are your views on the actions below? [You will choose a wedding dress design company with beautiful designs]
 - a. What are your views on the actions below? [You will choose a wedding dress company with a thorough and detailed design roadmap.]
28. What are your views on the actions below? [You want your own design that only you own.]
29. What are your views on the actions below? [You just want to rent a self-designed dress to optimize costs]

30. For you, is a self-designed wedding dress considered a meaningful gift from him to her?
31. Do you know of any wedding dress brands that can meet your tailoring and design needs?
32. If there is a wedding dress company on the market that offers tailoring services, designs wedding dresses on request at a reasonable price as well as quality finished products, would you choose it?
33. If you want to find a reputable wedding dress brand specializing in tailoring services, designing wedding dresses on demand, especially MADE TO RENTAL, where will you look?
34. In your opinion, what do wedding dress brands with custom tailoring services and wedding dress design services need to focus more on to bring the best benefits to customers?
35. If you could suggest more ideas or programs for wedding dress brands that offer tailoring services and custom wedding dress designs, what would they be and why?

<https://forms.gle/E7QJ9vzMefJgFx8P8>

B. QUALITY EVALUATION SURVEY

1. What is your gender?
2. What is your age?
3. How did you know about the Communication Campaign for the wedding dress brand Camile Bridal?
4. How often do you see posts about wedding dress brand Camile Bridal?
5. When do you usually see posts about Camile Bridal wedding dress brand?
6. How do you recognize the visuals of posts?
7. What is your general opinion about posts about wedding dress brand Camile Bridal on social media platforms?
8. Please choose the 3 most recent campaigns that impress you on social networks "Camile Bridal - High-end designer wedding dresses"?
9. Overall quality of posts on Facebook channel "Camile Bridal - High-end designer wedding dresses" according to your opinion?

10. Overall quality of posts on TikTok channel "Camile Bridal - High-end designer wedding dresses" according to your opinion?
11. Do you find the knowledge about the "Customized - tailor-made" service that Gudnai shares interesting?
12. What is the quality of images and videos in your opinion?
13. In what aspects do you want the Campaign to improve quality?
14. After learning about the "Communication Campaign for the wedding dress brand Camile Bridal", are you willing to introduce it to others?
15. Your comments on the "Communication Campaign for wedding dress brand Camile Bridal" and the Gudnai team?

<https://forms.gle/kencSx7YSMfb1HTA6>

C. IN - DEPTH INTERVIEW

1. Did the campaign generate the expected engagement? (For example, in aspects of customer attraction, interaction between old and new customers on fan sites as well as TikTok, number of customers using the service,...)
2. How did the campaign affect you? Maybe about aspects like marriage/work/psychology/feelings...?
3. Are the series of activities in the past 3 months of Camile Bridal really attractive?
4. How did campaign creativity contribute to media appeal?
5. Has the campaign helped you make any changes in your understanding of the brand's services?
6. How does the company's campaign compare to that of its competitors? (WS with competitors of the same service or chain of activities that the company performs while competitors do not)
7. How does the campaign affect our position and reputation in the market?
8. What are the advantages and disadvantages of developing a campaign without separating it from the page's existing content (receiving dresses), and how do those advantages and disadvantages affect the communication results of the campaign?
9. Are the communication channels we have used effective?
10. How has the campaign influenced your decision to use Camile's services?

THANK YOU



COMMUNICATION CAMPAIGN

Camile

BRIDAL WEDDING DRESS

◆ brand