

MINISTRY OF EDUCATION AND TRAINING

FPT UNIVERSITY



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Capstone Campaign Document	
Communication campaign encourages young people to spend time with family	
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ABSTRACT

Family is the cell of society, the solid foundation of each individual, bringing warmth and spiritual support to all family members. Vietnamese families have always been associated with precious traditional values such as the bond between family members; Children must be filial, attentive, and take care of their grandparents and parents; etc. However, in today's modern society, those traditional values are increasingly fading. Modern young people spend less and less time with family, especially those who live away from family for many different reasons. That may be due to the generation gap between children and grandparents and parents. It may be due to the pressures in life, work pressure, study pressure, and peer pressure weighing heavily on young people today. In addition, the development of social networks can also cause young people to spend more time on it instead of spending time with family. Spending less time with family can cause the relationship between young people and family members to become increasingly eroding. Because of that, Về Home communication campaign was conducted to encourage young people to spend quality time with their families, realizing the importance of family bonds in today's rapidly developing world. The campaign uses a multi-platform approach, including social media engagement and events, to effectively reach and engage the target audience. The campaign has achieved positive results and feedback from followers, thereby confirming the effectiveness of the campaign. Although key objectives were achieved, the campaign encountered a number of limitations, including challenges in accurately targeting and measuring impact on target audiences, geographic reach limitations as well as limited resources and implementation time. In the future, the campaign can continue to be implemented but there will need to be changes in strategy. Although the topic of family may not be new, it is still a topic that needs attention and is actively communicated regularly.

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CHAPTER I: INTRODUCTION

A. BACKGROUND INFORMATION

Family is a familiar concept to everyone. However, definitions of family have varied from country to country, and also within country ([UNESCO, M. L, 1992](#)). In Vietnam, the concept of family includes a group of people living together, attached based on marriage and blood relationships, usually husband and wife, parents and children. Vietnamese people inherently consider family as the top priority in life, followed by health, employment, income, friends, education, leisure time, status, and religious and political beliefs ([Thi, 2020](#)). The Vietnamese Party and state are always interested in maintaining, building, and developing the role of the family. "The family is a cell of society, an important environment to form, nurture and educate personality, preserve and promote good traditional culture, fight against social evils, and create human resources to build and protect the Fatherland" is the explicit definition of the Vietnamese government's family development strategy through 2030.

Vietnamese families have always emphasized the role of traditional values, especially moral values and behavioral standards in family relationships. Among all traditions, love and sharing between family members is the most prominent and highly valued value. Specifically, what determines a family's happiness is not material wealth or prosperity, but love, connection, sharing, care, and mutual support. In the relationship between children and their parents and grandparents, the responsibility of children is not only to respect, love, obey, and take care of their parents and grandparents but also to strive to cultivate themselves continuously. Study and excel, bringing honor and pride to the family. Vietnamese people, whether living in Vietnam or abroad, whether young or old, in any position, are family-oriented, yearning to be loved and shared. No matter how many times the family has gone through, whether it has changed from the traditional model to the modern one, it is still an indispensable part of each person's life, a great spiritual motivation for each person to overcome all difficulties and challenges in life.

B. PROBLEM IDENTIFICATION

Currently, some traditional family values are being deformed and fading. The traditional family model is gradually changing to a nuclear family model, meaning that instead of having 3-4 generations living together in the family, there are now only 2 generations. When they reach adulthood, young people tend to leave their families to go to school in another city. The overall relationship between family members is becoming loose and lacking cohesion. In modern society, young people have more and more pressure from work, study and life. In addition, accepting modern ideas and culture causes young people to have changes in their thoughts and opinions. That causes an invisible gap between young people and previous generations. In general, those problems make them tend to spend less time with family. Especially for young

people living far away from family, spending less time with family can cause unpredictable consequences.

C. STATEMENT OF NEED

Realizing that traditional values in Vietnamese families are increasingly fading and the problem that young people today tend to spend less time with family, the group decided to carry out the campaign within 3 months to encourage young people to spend time with family. However, instead of solving the problem of less and less time, the group will orient young people to spend quality time with their families.

CHAPTER II: RESEARCH

A. SECONDARY RESEARCH

1. Theoretical Framework

a) Home:

There are numerous interpretations of what the term "home" means, depending on which viewpoint is used. According to Sixsmith (1986), the concept of "Home" is divided into 3 concepts including personal home, social home, and physical home. In general, "Home" can be understood based on two aspects: Physical and spiritual. Physically, home will be synonymous with house, which is a space consisting of physical structures and architectural styles. From a spiritual perspective, a person's home is a deep wellspring of significance, a pivotal emotional and occasionally physical reference point that is encompassed in sentiments of safety, contentment, and belonging (Sixsmith, J, 1986).

b) Family time:

Family time is simply understood as time spent on family activities. Family activities are divided into 4 categories: productive time, maintenance time, mealtime, leisure time (Offer, Shira, 2013). Productive time is school-related activities, such as doing homework and attending school events, volunteering, participating in extracurricular activities, attending religious and community services, and traveling to and from school. Maintenance time are routine activities in the house such as cleaning, cooking, babysitting, etc. Mealtime is a family meal, however, it can include a series of activities such as shopping or gathering food, meal preparation, prayer in some families, eating, conversation, and cleaning up (Larson, et al 2006). Finally, in this campaign, the concept of "family time" is based on the concept of "leisure time". Leisure time is each person's free time to participate in optional family activities such as playing games, talking to parents, visiting friends, engaging in athletics and outdoor activities, and watching television.

c) Core and Balance Model of Family Leisure Functioning:

The Core and Balance Model of Family Leisure Functioning integrates Iso-Ahola's (1984) notion of the significance of both stability and change with Kelly's (1999) concept of two separate leisure patterns (Zabriskie et al, 2001). This is all within the context of family leisure. The core family leisure patterns consist of everyday, low-cost, accessible activities that many families engage in frequently. They are typically spontaneous and informal, requiring little planning and few resources. These patterns provide predictable family leisure experiences that foster personal connections and feelings of closeness. In contrast, balance patterns involve less common and less frequent activities that provide new experiences. They require a greater investment of resources and are usually not home-based. Balance family leisure patterns offer new experiences that challenge and stimulate family systems, allowing them to grow and develop as a cohesive unit.

d) Quality family time:

The concept of "Quality time" is defined as concentrated, unstressed, and uninterrupted periods of time [\(Kremer-Sadlik et al, 2007\)](#). Spending quality time with family enhances and maintains family well-being. Quality time is used to replace and compensate for time deficits. Quality family time was measured in family activities, meaningful conversations, and feelings of family connection [\(Dobbs, S, 2020\)](#).

e) Music and emotion

Music is essentially an organized sound consisting of diverse acoustic elements. The ability of music to evoke strong emotions and impact mood is what primarily draws people to it. In daily life, music is frequently employed for emotional self-management. Furthermore, music holds significant therapeutic potential in relieving stress, anxiety, and depression. Scherer and Zentner [\(2004\)](#) emphasize another key method of inducing emotions, which involves imagination or recollection from memory. In this process, music triggers connections to emotionally significant memories, potentially evoking similar but less intense emotional responses compared to the initial experience. Music appears to be particularly effective in bringing emotional memories into conscious awareness, serving as a potent cue for this purpose.

2. PEST

Political

Vietnamese Government policies focus on preserving, building, and promoting the role of the family:

- The Prime Minister's Decision No. 2238/QĐ-TTg, dated December 30, 2021, approves the Vietnam Family Development Strategy until 2030.
- Vietnamese family development strategy for 2020, vision 2030" was approved by the Prime Minister on May 29, 2012, to "Building prosperous, progressive, happy, truly Vietnamese families is each person's home, a healthy cell of society." It is affirmed that the family is a crucial setting for the development, nurturing, and education of human personalities; it also helps to maintain and advance virtuous traditional culture and generates human resources to construct and defend the Fatherland.

Resolution of the 13th National Party Congress, contributing to the effective implementation of family work, promoting traditional Vietnamese family values, to orientate the building of sustainable, happy families in Ho Chi Minh City.

The City Department of Culture and Sports presides and coordinates with relevant units to advise the City People's Committee to issue Decision No. 1306/QĐ-UBND Approving the campaign "Research and develop evaluation criteria Happy families in Ho Chi Minh City in the period

2021 - 2030" includes 5 criteria: Family behavior; facility condition; mental conditions; education; medical and health care.

Economic

Vietnam is currently developing a socio-economic development strategy that will cover the years 2021–2030.

Vietnam cannot avoid the impacts of the difficult world economic situation, but the signs of economic recovery are currently quite clear. The economy has many drivers for growth in both 2023 and 2024.

According to the General Statistics Office Report published on May 29, 2023, up to 94.8% of households said their monthly income remained unchanged or increased compared to the previous month, despite the difficult economic realities. Only 5.2% of households rated that they had a reduced income or "don't know".

Social

According to the British Council's nationally representative survey of the young generation, three-quarters (75%) of respondents said family is the fundamental factor that shapes who they are, and four-fifths (80%) of people think that family is at least a factor that governs the self-identification process.

According to research on the young generation by the British Council, young Vietnamese - at least those living in urban areas - show a preference for individual values, as opposed to collective values. They feel less connected to the local community, especially when compared to their parents and grandparents. With the popularity of virtual entertainment and mobile devices, young people feel that face-to-face meetings have decreased.

Young people are exposed early to the Internet, social networks, and foreign cultures, causing young people today to have different perspectives and worldviews than previous generations. That makes life in today's modern families change. Parents and children cannot find a common voice and often have conflicts, leading to young people increasingly losing connection with their families.

Living in a hustle and bustle culture and under invisible pressures imposed by society and family, young people today are experiencing economic concerns and the desire for success and financial freedom. In addition, young people are also pressured by their academic results, which causes young people to have to race against deadlines, leaving them exhausted, with no time to take care of themselves and their relatives.

Technology

Young Vietnamese people are immersed in online social activities and spend an average of two and a half hours on social networks every day (Kepios Facebook data analysis cited in We Are Social, 2019, pp. 32-35). For example, of the 62 million social media users nationwide, about 75% of them are aged 13–34 (ibid). In January 2023, there were 77.93 million Internet users, accounting for 79.1% of the population. The total number of mobile devices is 161.6 million, accounting for more than 164% of the country's population. The ease of owning smart devices with an Internet connection makes family members reduce face-to-face communication and spend less time together.

The strong development of social networks, especially TikTok. This helps family-related content to be strongly transmitted, attracting many views. Technology development creates a premise for young people to be able to contact their families and share family content easily and quickly through social networking platforms.

3. SWOT

SWOT			
Strength	Weakness	Opportunity	Threat
The campaign's theme emphasizes the emotional benefits of spending time with family and creating a strong connection with the target audience.	Time and resources to implement the campaign are limited.	Young people are aware and interested in family topics. Thereby, the campaign can receive support from the target audience. The development of technology, especially social networks, helps the campaign effectively reach the target audience.	The change in young people's current habits and attitudes towards spending time with family, especially in the hustle and bustle of life and work pressure. Therefore, it takes time for the target audience to change their views and have the behavior of spending time with family. The campaign was implemented during

			the period when many of the brand's Tet campaigns were deployed. That makes it difficult for the campaign to spread out.
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Table 1: SWOT analysis

B. PRIMARY RESEARCH

1. Research Method

This study comprises two main components to yield results, which include: Theoretical Research and conducting a survey:

- **Theoretical Research:** In the first part of the research, we started by searching for previous research articles by researchers on the topic of family. We use keywords such as family, family time, adolescent, family activity, family leisure,... to search for research articles. We used Google Scholar to search for research articles. The sources of the research article are all reputable, the information is authenticated and has been cited in many other research articles.
- **Conducting a survey:** After collecting all the necessary information from research articles, we used a survey format to collect a large number of samples with the topic: "Survey of young people's perception about spending time with family nowadays"

Questionnaire Design and Sampling Method

- **Questionnaire Design:** The questionnaire begins in part 1 with an identifying question: "What is your gender?". The second part of the questionnaire was inspired by the Family Leisure Activity Profile (FLAP) model ([Walton KM, 2019](#)). This questionnaire model uses two types of family activities: core family activities, and balance family activities. Respondents were first asked: "Which of the following family activities have you been involved in?". Then respondents are asked: "Frequency of involvement in core/family balancing activities" and "Duration of involvement in core/family balancing activities". Finally, respondents were asked: "How do you feel about how much time you spend participating in family activities" to know about their perception of the amount of time spent on family activities to know whether that amount of time was enough or not. In the third part of the questionnaire, respondents were asked: "For you, quality time with your family is time" and "How satisfied you are with the quality of family time" to know about their awareness and perception of quality time for family based on the concept of "Quality Time" taken from research articles. Then, respondents were asked about their needs about whether

they wanted to prioritize the quantity or quality of family time. In the final part of the questionnaire, respondents were asked about their behavior in using social networks to search, share, and follow content on family topics.

- **Sampling method:** Send the survey to 18-24 years old students from various universities across Ho Chi Minh City. Most survey forms will be sent online to optimize time and effort. A few surveys will be distributed in person using pre-prepared QR code forms.
- **Sample size:** the number of samples is based on Raosoft software - a popular software to know the number of samples to take based on the following factors: margin of error, confidence level, population size, and response distribution. After filling in all the parameters, the number of samples Raosoft proposed for this survey is from 377 - 385 samples.

2. Data Collection and Analysis

- The data were collected through Google Forms, mainly shared on various social media platforms, including personal Facebook profiles, friend networks, and groups dedicated to family. In addition to online data collection, the research team conducted direct outreach to young individuals at universities.
- The survey commenced on Sunday, January 7, 2024, and concluded on Sunday, January 21, 2024, with a total of 303 responses received. Data analysis was carried out by descriptive analysis.

3. Result

Perceived quantity of family time

Cảm nhận của bạn về thời lượng tham gia vào các hoạt động gia đình
303 responses

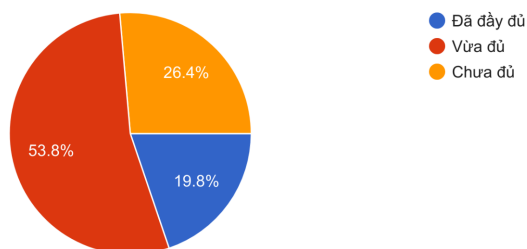


Figure 1: Perceived quantity of family time

When asked about their feelings about the amount of time they spend participating in family activities, only 19,8% of respondents said they felt complete, meaning that the amount of time they spent with family was consistent with the amount of their free time. The remaining majority

of respondents felt that it was slightly enough and not enough, thereby realizing that there was no balance in arranging and managing time for work, study, and family. In general, respondents are aware of the quantity of family time.

Perceived quality of family time

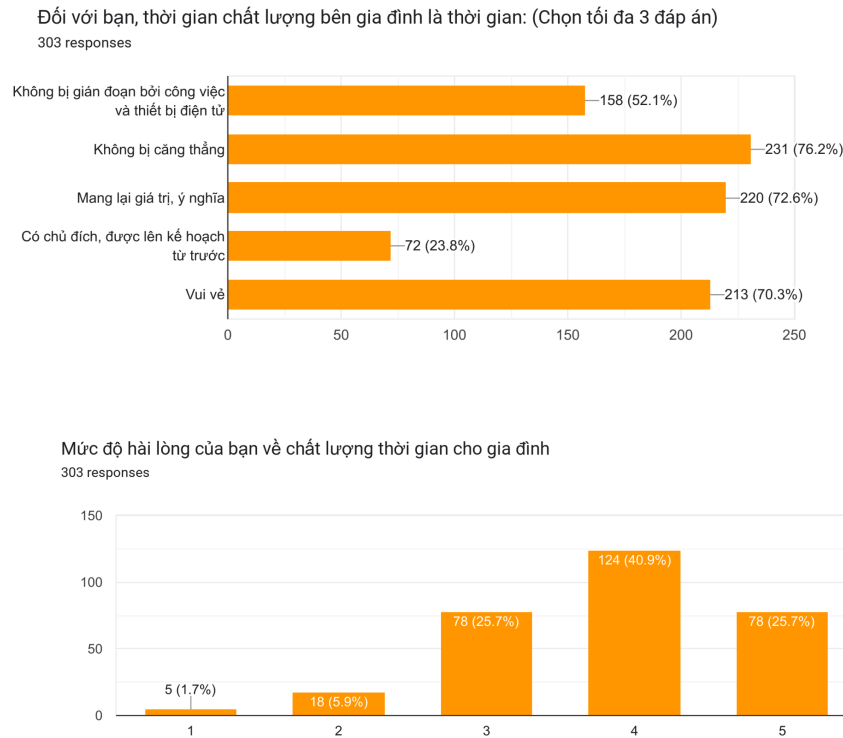


Figure 2: Perceived quality of family time

According to Kremer-Sadlik [\(2007\)](#), quality time is the time that ensures three factors: concentrated, unstressed, and uninterrupted. Based on respondents' responses, it can be said that most respondents are aware of the concept of quality time and its elements. However, if considered according to the above concept, only the unstressed factor is perceived by respondents. Concentrated and uninterrupted factors are still of interest but not as much as other factors. In general, most respondents are aware of the quality of family time.

Theo bạn, bạn sẽ mong muốn:
303 responses

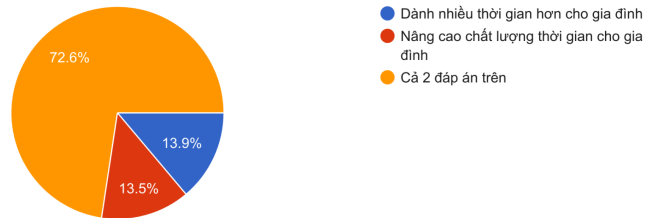
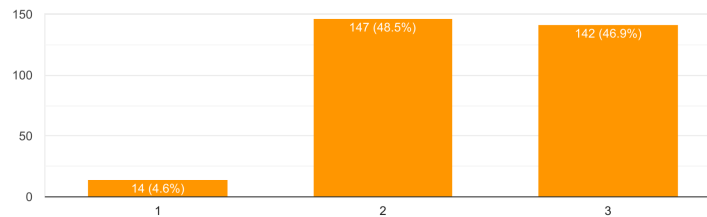


Figure 3: Desire of respondents

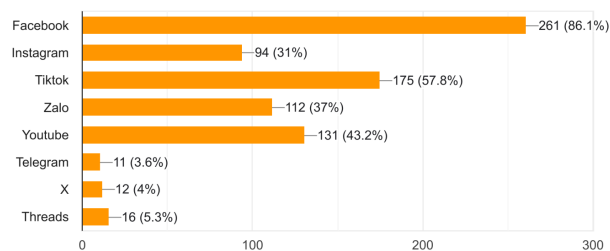
Finally, when asked about respondents' desire to spend more time with family or improve the quality of time, more than 72% of respondents wanted both. Through this, it can be said that the respondents are interested in spending time with family in general.

Social media usage behavior

Mức độ quan tâm của bạn đối với các nội dung/chiến dịch về chủ đề gia đình
303 responses



Bạn thường sử dụng ứng dụng mạng xã hội nào để xem các nội dung về gia đình? (Chọn tối đa 2 đáp án)
303 responses



Hình thức nội dung về gia đình bạn thường tiếp cận trên mạng xã hội (Chọn tối đa 2 đáp án)
303 responses

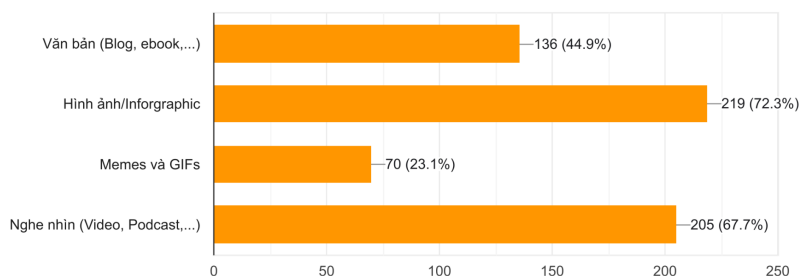
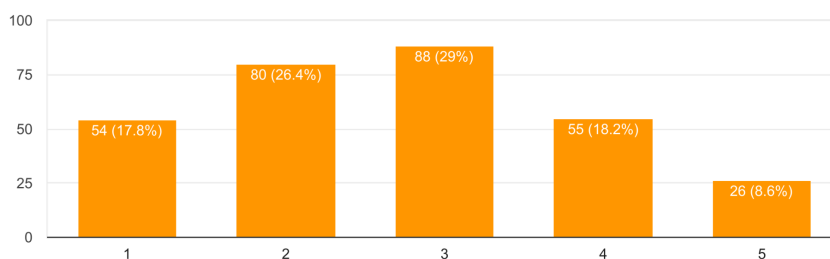


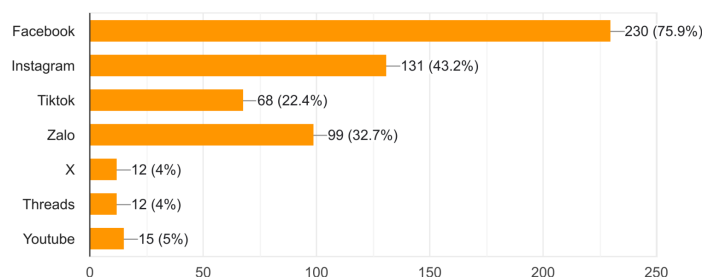
Figure 4: Social media behavior

First, most respondents are interested in content/campaigns on family topics in general in the media. Among the social networks used to monitor family content, Facebook and TikTok are the two most chosen platforms. Finally, two forms including images and audio-visual are the two forms that respondents frequently access on social networking sites.

Mức độ thường xuyên chia sẻ nội dung về gia đình của bạn trên mạng xã hội
303 responses



Bạn thường sử dụng nền tảng mạng xã hội nào để cập nhật, chia sẻ và lưu trữ những khoảnh khắc gia đình? (Chọn tối đa 2 đáp án)
303 responses



Bạn thường sử dụng những hình thức nào để cập nhật, chia sẻ và lưu trữ khoảnh khắc gia đình trên mạng xã hội? (Chọn tối đa 2 đáp án)
303 responses

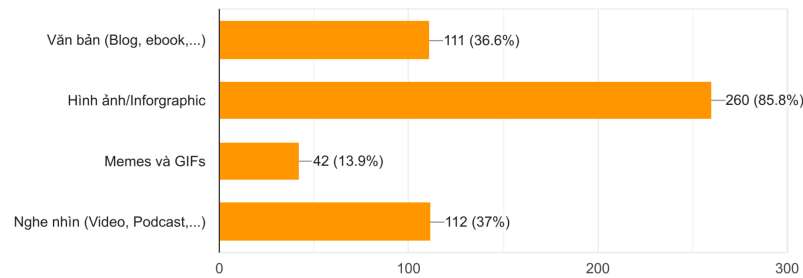


Figure 5: Behavior of sharing content about family

Regarding sharing moments and content related to family topics, respondents share content about family, but the frequency is only average. Facebook and Instagram platforms are the two most used platforms for sharing. Respondents mainly used the form of posting images about family topics on social networking sites.

4. Key findings

Based on observations and research, young people are aware of spending time with their families. However, young people today are facing a lot of pressure in life, and their views are increasingly different from previous generations.

=> The problem is that the relationship between young people and their families is becoming increasingly distant and disconnected

Through research results, young people are aware and interested in the topic of family, want to spend more time with family and improve the quality of family time.

=> The purpose of the campaign will be to encourage young people to spend time with family

Young people use Facebook and TikTok channels the most to watch family content. Image and audio-visual formats are the two most widely reached formats.

=> Choose Facebook and TikTok channels as the two platforms for the campaign. Prioritize content production in image and audio-visual formats

Young people have the behavior of sharing content about family topics on social networking platforms. However, the level of sharing is not frequent. Facebook and Instagram platforms are most used to share content about family. Image format is mostly used.

=> Develop a strategy to encourage young people to share more about their families on social networks (Facebook & Instagram)

5. Conclusion

From the results analyzed above, in general, it can be concluded that young people today are aware of spending time with family. Moreover, young people today have a certain interest in media content and campaigns related to family topics. Young people also share family photos and moments on social networks. Psychologically, although there is a lot of information that young people today are under pressure from many sides, spending a lot of time on study, work, social networks, etc., they still want to spend more time with their families and improve the quality of family time.

CHAPTER III: STRATEGY

A. COMMUNICATION CAMPAIGN

1. Goal & Objectives

Goal

- Encourage young people to spend quality time with family

Objectives

	Awareness	Action	Emotion
Objective	Encourage online followers to join the offline event Encourage the target audience to spend quality time with family Convey content that encourages young people to spend quality time with family	Encourage the target audience to participate in minigames and offline event	Evoke and create feelings of family for event participants Create empathy and emotional connection with content and activities on social networks.
KPIs	Overall KPIs Reach: 80000 Engage: 15000 Follower: 1400 70% of feedback are aware of the content and meaning of the campaign 70% of feedbacks agree that they will spend quality time with family 40 people participate in the event through the media	150 people participate in the event 80 people participate in the minigame	70% positive feedback from event participants 80% of feedback are satisfied with the content and activities of the campaign

Table 2: Campaign's Objective

2. Target Audience

a) Primary target audience

- Demographic:
 - Age: 18 - 24
 - Gender: both male and female
- Geographic:
 - Currently living, studying, and working in Ho Chi Minh City
 - Living away from home
- Psychographic:
 - There is interest in content and campaigns on family topics
 - Desire to improve the quality of family time
 - Be aware of family time spending behavior
 - Open perspective, willing to do and say what they want
 - Leaning toward individualism, paying little attention to relatives and the surrounding community
- Behavioral:
 - Regularly use social networks, follow and watch content about family
 - Sharing family content and photos on social networks

b) Secondary target audience

- Demographic:
 - Age: 18 - 24
 - Gender: both male and female
- Geographic:
 - Anywhere in the world
 - Living away from home
- Psychographic:
 - There is interest in content and campaigns on family topics
 - Be aware of family time spending behavior
 - Open perspective, willing to do and say what they want
- Behavioral:
 - Regularly use social networks, follow content about family
 - Sharing family content and photos on social networks

3. Campaign roadmap

Stage	Phase 1	Phase 2	Phase 3
-------	---------	---------	---------

	8/1 - 18/2	19/2 - 31/3	1/4 - 15/4
Objective	Increase awareness about the campaign, family topics, and family time	Increase the target audience's interest and desire to spend time with family	Encourage target audience to spend time with family
Message	Nói về nhà	Hướng về nhà	Gửi nhà chân tình
Strategy	<ul style="list-style-type: none"> - Introducing the campaign, campaign topic - Provide concepts and clearly explain elements in the campaign - Raise current issues in modern families related to family time - State clearly why it is family time? (its importance and benefits for young people) - Share stories and photos of family moments 	<ul style="list-style-type: none"> - Offer perspectives and solutions for lack of time for family - Organize activities to evoke a feeling of connection and a desire to spend time with family <ul style="list-style-type: none"> + Online: Nhật ký về “Nhà” + Offline: Event series - Create Media Production that carries the message - Share stories and photos of family moments 	<ul style="list-style-type: none"> - Use resources from the event to spread the campaign message - Spread the campaign's message more widely - Share stories and photos of family moments
Channel	Facebook (main), Instagram, TikTok		

Table 3: Campaign roadmap

4. Campaign Identity

a) Big Idea “Về Nhà”

Based on key findings about the problems and desires of today's young people about spending time with family. According to observation, songs and campaigns of brands to encourage young people to go home to their families will often have the word "Return" in the campaign or song name. The big idea of “Về Nhà” derived from the idea of the saying "Are you home yet?" by

parents combined with the way the game uses the language of young people "Về hông?". However, the meaning of the word "Về" in the campaign means **towards**. Thereby, we want to convey that Vietnamese people, no matter where they are, always head home. The word "Hômê" originates from the word "Home", using wordplay to create a big idea name that is creative, easy to impress, and remembered by young people.

b) Key message: Let's send sincerity, mingle love

This message encourages spending quality time with family through meaningful conversations. This includes sharing feelings, stories, and life experiences with family. Thereby, creating memorable memories, strengthening relationships, and creating cherished moments with family in the context of living away from home, with limited free time.

c) Tagline: “*Thương nhà - Thương mình*”

“*Thương nhà*” is love and attachment to family, where we are born, where we are nurtured, protected, and give us the best. Family love is a sacred feeling, nothing can replace it. “*Thương mình*” is loving, appreciating yourself, taking care of and protecting yourself. Self-love is the foundation of a happy and fulfilling life.

The two phrases “*Thương nhà*” and “*Thương mình*” are placed next to each other as an affirmation that love for family and self are two things that are closely related to each other. When we love our family, we will be loved and protected by our family. When we love ourselves, we will have enough strength to overcome all difficulties and challenges. One of the ways for young people to express their love for their families is to spend time with them.

5. Concept

When discussing family, people often understand that there must be three components, namely father, mother, and children, like three legs of a stool. Three components make up a family, but it cannot be a home. To become a home, each member must fulfill their responsibilities.

Inspired by the song “*Ba ngọn nến lung linh*”, the concept of the campaign was built using color tones symbolizing the images of father, mother, and child combined with 2D shapes to express each member's personality, and emphasizing the importance of spending time with family. Thereby acting as a thread linking phases together.

B. EVENT

1. Idea

- With the idea of wanting to evoke and spread the message “*Hướng về nhà*”, the main activity of the event is for the audience to write letters and Về Hômê will be the intermediary to bring those letters home to the family.

- The meaning and intrinsic power of handwritten letters are inherently perfect, however, Về Hôme does not want to talk about handwritten letters as an old culture, but through the event, Về Hôme will bring handwritten letters to the target audience in particular and event participants in general, a perspective of young people, of modern times.
- Handwritten letter activity will be integrated into the Acoustic meeting to promote emotions and motivate the audience to participate actively.
- Side activities also include interactive booths.

2. Concept

“Hướng về nhà” or “Toward Home” wants to convey that no matter where a child is, he or she always heads home. The event aims to evoke a sense of belonging and appreciation for one's family while tapping into participants' emotions through acoustic activity. The activities and selection of materials for the event all aim to be rustic, close, cozy, and evoke a feeling of homesickness.

=> From "Hướng về nhà" in your mind to taking concrete action and finally, being able to spend more quality time with your family. The team wanted to find a location that was cozy and had a corner of the house to highlight the concept. In addition, the location should have open, spacious space.

3. Objective

Total: 150 participants; 40 participants know about this event through Về Hôme social channels

4. Form of participation

In terms of how to participate, participants will go directly to the venue. Then, at the order counter, participants give the code that the campaign has posted and communicate on social media platforms. The code will be used to measure the communication effectiveness of the campaign. For walk-ins, people are free to participate in activities during the event. The measurement of the total number of visitors to the event will be calculated by the number of vouchers.

5. Event production timeline

NO.	CATEGORIES	January			February				March			
		W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11
1	Name/concept/ key message											

2	Event Flow/detail activities in event											
3	Proposal event/contact partner											
4	Scouting venue/site-check											
5	Visual design, print publication											
6	Agenda/ Event Script											
7	Contact suppliers											
8	Prepare props/production media offline											
9	HR: Onsite team, Event Ekip											
10	Event Setup/rehearsal											
11	Event days											

Table 4: Event production timeline

C. Sponsorship/Partnership

To spread the campaign and help it to be implemented effectively, a few cooperation and sponsorship strategies need to be implemented:

- About the media segment, call for support from surrounding relationships to spread the campaign's media content. Next, look for units and fanpages that meet the target audience's requirements to cooperate and call for support to help post media support content.
- About events, look for units and businesses with the same purpose and mission to cooperate and sponsor event items to optimize event costs.

CHAPTER IV: PRE-PRODUCTION

A. COMMUNICATION CAMPAIGN

1. Content pillar

Content pillar	Family time	Family Activity	Campaign information	Others
Content Angle	<p>Objective: convey information about time-spending topics for families</p> <ul style="list-style-type: none"> - Concepts and definitions: family time, family, home - Benefits and importance of spending time with family - Time management for young people today: current status, time management tips - Promote the importance of "quality time" in spending time with family: 	<p>Objective: Share ideas for activities that families can enjoy together.</p> <ul style="list-style-type: none"> - Promote spiritually meaningful activities in the family (family meals) - Suggested family activities (core and balance activity) - Share happy, joyful family moments during family activities 	<p>Objective: Provide information related to the Campaign and activities within the campaign</p> <ul style="list-style-type: none"> - Campaign Introduction information - Sponsor information, sponsorship, media companion,... - Information about campaign's activities 	<p>Objective: Attract attention with humorous content on family topics</p> <ul style="list-style-type: none"> - Funny situations while participating in family activities - Senseless and humorous sayings in conversations between members - Collected memes - Catch the trend

	definition, reasons, tips, comparison between quantity and quality			
Tone	Positive, encouraging and educational	Playful, enthusiastic, evokes connection	Formal	Humorous
Mood	Inspirational, warm	Fun and lively, encouraging feelings of unity and joy	Serious	Funny, pleasant, positive
Allocation	30%	50%	15%	5%
Content type	Social post, short video			

Table 5: Content pillar

2. Communication timeline

FACEBOOK					
No.	Content	Air date	No.	Content	Air date
1	Coming soon #1	10/1/2024	43	Livestream random số trúng thưởng	12/3/2024
2	Reel: Coming soon #2	12/1/2024	44	Công bố giải thưởng Minigame	12/3/2024
3	Giới thiệu dự án: Về Hôme	14/1/2024	45	Nhà hàng sự kiện	15/3/2024
4	Giải thích về thời gian cho gia đình	17/1/2024	46	Thư tay là gì? (phương tiện chính để trò chuyện từ thời ông bà,...) và lợi ích	16/3/2024
5	Vì sao thời gian cho gia đình ngày càng ít đi	19/1/2024	47	Công bố sự kiện	19/3/2024

6	Vì sao lại chọn chủ đề thời gian cho gia đình?	21/1/2024	48	Công bố code giảm giá nước khi tham gia sự kiện	21/3/2024
7	Lợi ích của việc dành thời gian cho gia đình	22/1/2024	49	Sự kiện tụi tui có gì?	23/3/2024
8	Úp mở series "Nhật ký về Nhà"	24/1/2024	50	Short video: Viết thư tay gửi cho gia đình, tại sao không?	24/3/2024
9	Thời lượng hay chất lượng?	31/1/2024	51	Nhắc nhở lịch và thời gian sự kiện bắt đầu trong chuỗi event	24/3/2024
10	Thời gian chất lượng đối với sinh viên xa nhà là gì	1/2/2024	52	Nhắc nhở ngày bắt đầu sự kiện	25/3/2024
11	Meme: Về Nhà đi con	2/2/2024	53	Hướng dẫn đường tới quán	27/3/2024
12	Thay cover Happy New Year 2024	2/2/2024	54	Đã chuẩn bị xong, mời bạn đến chơi	27/3/2024
13	Thay avatar Happy New Year 204	3/2/2024	55	Media onsite ngày 1	28/3/2024
14	Reel: Đường về nhà ăn tết nhưng mà lạ lắm	3/2/2024	56	Eecap ngày 1	29/3/2024
15	Nhắc nhở sắp đến Tết (Khơi gợi cảm giác đoàn tụ)	3/2/2024	57	Media onsite ngày 2	29/3/2024
16	Reel: Về đến nhà nhưng lạ lắm	4/2/2024	58	Nhắc nhở tối này diễn ra acoustic	30/3/2024
17	Khoe ảnh hoa nhà bạn	4/2/2024	59	Short video: Phỏng vấn cảm nhận của người tham gia sự kiện	30/3/2024
18	Playlist khiến bạn muốn về nhà trong dịp tết	5/2/2024	60	Media onsite ngày 3	30/3/2024
19	Thông điệp 28 tết	7/2/2024	61	Thông báo ngày cuối cùng diễn ra sự kiện	31/3/2024

20	Checkin đi chợ Tết	7/2/2024	62	Media onsite ngày 4	31/3/2024
21	Stories template tick vào	8/2/2024	63	Cảm ơn sau sự kiện	1/4/2024
22	Chúc mừng năm mới (12h đêm)	9/2/2024	64	Recap ngày 3: Acoustic	2/4/2024
23	Tết với mình là..?	11/2/2024	65	Short video - Recap ngày 3: Viết thư trong acoustic	3/4/2024
24	Story Instagram template Mừng 1 check: Show ảnh mừng 1 của bạn	11/2/2024	66	Recap ngày 4	4/4/2024
25	Meme: Cập nhật tình hình năm nay	13/2/2024	67	Short video: Những khoảnh khắc đáng nhớ trong sự kiện	6/4/2024
26	Happy Valentine	14/2/2024	68	Những con số ấn tượng sau sự kiện	8/4/2024
27	Hết tết, mình phải lên thành phố lại để tiếp tục công việc	17/2/2024	69	Ekip đang tiến hành gói thư để trao tận tay người nhà	9/4/2024
28	NKVN #1: Đời sống	19/2/2024	70	Thư tay có ý nghĩa đặc biệt đối với người nhận	10/4/2024
29	NKVN #2: Công việc	21/2/2024	71	Ekip bắt đầu giao thư tận tay người nhà	11/4/2024
30	NKVN #3: Học hành	23/2/2024	72	Short video: ekip trao thư tận tay đến các phụ huynh tại Sài Gòn	12/4/2024
31	Reel: Interview 1	26/2/2024	73	Short video: phỏng vấn những người nhà được nhận thư tại Sài Gòn	14/4/2024
32	NKVN #4: Giải trí	29/2/2024	74	Cảm ơn đơn vị đồng hành	15/4/2024
33	Reel: Interview 2	2/3/2024			

34	NKVN #5: Bạn bè	4/3/2024			
35	NKVN #6: Giải trí	6/3/2024			
36	Thông báo Minigame trên Instagram	7/3/2024			
37	Chúc mừng ngày 8/3	8/3/2024			
38	Interview 3 về gia đình, nhận ra tình cảm ntn, lòng chúc mừng 8/3	8/3/2024			
39	Hướng dẫn tham gia minigame	9/3/2024			
40	Cập nhật tình hình tham gia minigame	10/3/2024			
41	Mention lại giải thưởng minigame cho những người chưa biết	10/3/2024			
42	Nhắc nhở hạn chót tham gia minigame	11/3/2024			

Table 6: Facebook communication timeline

TIKTOK					
No.	Content	Air date	No.	Content	Air date
1	Úp mở dự án	12/01	29	Nhật ký về nhà #5	04/03
2	Ra mắt dự án	15/01	30	Nhật ký về nhà #6	06/03
3	Vì sao nên về nhà?	16/01	31	Chúc mừng ngày 8/3	08/03
4	Thông điệp Về Home #1	19/01	32	Thư tay là gì?	16/3/2024
5	Bữa cơm gia đình	20/01	33	Công bố sự kiện	19/3/2024

6	Những chủ đề trò chuyện trong bữa cơm gia đình	21/01	34	Công bố code giảm giá nước khi tham gia sk	21/3/2024
7	Những bộ phim nên xem cùng gia đình	22/01	35	Sự kiện tui tui có gì?	23/3/2024
8	Thông điệp Về Hôme #2	23/01	36	Nhắc nhở lịch và thời gian sự kiện bắt đầu trong chuỗi event	24/3/2024
9	Dấu hiệu Tết đến	28/01	37	Nhắc nhở ngày bắt đầu sự kiện	25/3/2024
10	Thông điệp Về Hôme #3	29/01	38	Hướng dẫn đường tới quán	27/3/2024
11	Thời lượng hay chất lượng?	30/01	39	Đã chuẩn bị xong, mời bạn đến chơi	27/3/2024
12	Thời gian chất lượng đối với sinh viên xa nhà	31/01	40	Khoảnh khắc ngày 1	28/3/2024
13	Thông điệp Về Hôme #4	02/02	41	Khoảnh khắc ngày 2	29/3/2024
14	Tết đối với người xa nhà	03/02	42	Nhắc nhở tối này diễn ra acoustic	30/3/2024
15	Những bài hát về Tết	04/02	43	Khoảnh khắc ngày 3	30/3
16	Hành trình về nhà	05/02	44	Khoảnh khắc ngày 4	30/3/2024
17	Template "Mình đã chuẩn bị đón	08/02	45	Cảm ơn sau sự kiện	1/4/2024

	Tết như thế nào?"				
18	Thông điệp Về Hôme #5 (thông điệp năm mới)	09/02	46	Những con số ấn tượng sau sự kiện	8/4/2024
19	Chúc mừng năm mới	10/02	47	Ekip đang tiến hành gói thư để trao tận tay người nhà	9/4/2024
20	Ý nghĩa dịp Tết	11/02	48	Thư tay có ý nghĩa đặc biệt đối với người nhận	10/4/2024
21	Chụp hình gia đình ngày Tết	12/02	49	Ekip bắt đầu giao thư tận tay người nhà	11/4/2024
22	List boardgame chơi cùng gia đình ngày Tết	13/02	50	Cảm ơn đơn vị đồng hành	15/4/2024
23	Hướng về nhà	19/02			
24	Nhật ký về nhà #1	21/02			
25	Làm thế nào để hướng về nhà?	22/02			
26	Nhật ký về nhà #2	23/02			\
27	Nhật ký về nhà #3	25/02			
28	Nhật ký về nhà #4	29/02			

Table 7: Tiktok communication timeline

3. Tactics

No.	Format	Tactics	Execution
1	Online	Minigame	<p>To spread the campaign to more people. Create a playground for participants and at the same time motivate the target audience to send congratulations to their Mothers on March 8. Attract and reach new target audiences for channels and campaigns.</p> <ul style="list-style-type: none"> ● Channel: Instagram ● Time: From 7/3/2024 to 12/3/2024 ● Participation rules <ul style="list-style-type: none"> ○ Step 1: Follow instagram account @vehomecampaign ○ Step 2: Fill in personal information in the registration section on the program website ○ Step 3: Choose a random 3-digit number from 100-999 ○ Step 4: Enter your greetings to Mom (maximum 200 words) ○ Step 5: Click send <p>*Note:</p> <ul style="list-style-type: none"> ● Each account can only do it once ● Complete all steps to be considered valid ● If all numbers do not match the result, the number closest to the result will win ● Prize: Total value up to 500,000VND
2	Online	Landing page	<p>With the desire to have a place to provide visual information and an overview of the campaign, the Landing Page will be a showcase tool synthesizing all information and products on the main platforms of the campaign.</p>
3	Online	Interview Series	<p>Create a series of interviews with the participation of guests, and students away from home, to learn and explore more perspectives and perceptions of the target audience about "family time". With 2 separate themes, each episode will have different guests, designed</p>

			<p>to inspire and touch the audience's emotions.</p> <ul style="list-style-type: none"> ● Channel: <ul style="list-style-type: none"> ○ Facebook: Upload deep interview videos with long duration ○ Tiktok and Instagram: Highlight guest answers, and short videos suitable for the platform
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Table 8: Communication campaign tactics

4. Design Kit

Logo:



Figure 6: Campaign's logo

Idea:

The logo is built from the orthographic spelling of the word "Gia" (Vietnamese) in Chinese as 家 (transliteration jiā), translating into common Vietnamese meaning as home, family.

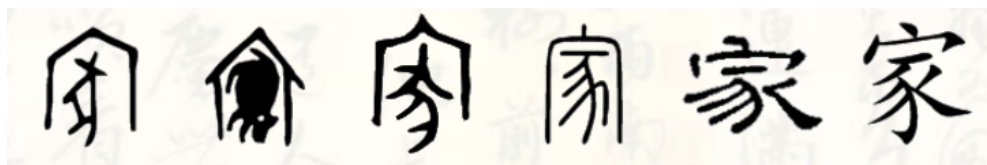


Figure 7: How to develop the autographic writing of the word "Gia" (Vietnamese) from the golden text form to the book of revelation

Color Palette:

Use bright, prominent, cheerful color tones throughout the campaign to create an impression and easily reach the target audience.

COLOR PALETTE

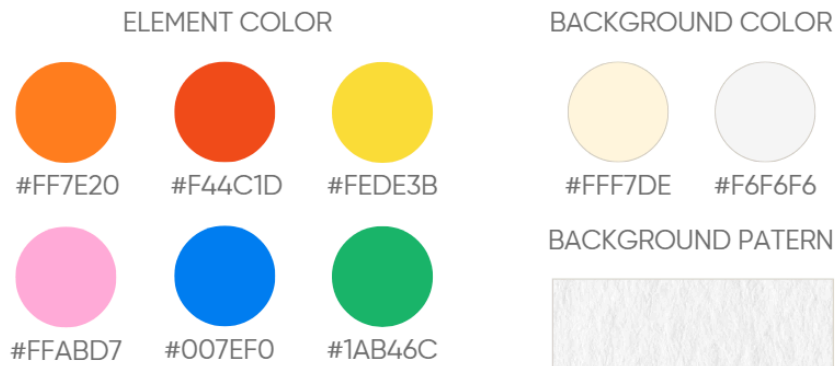


Figure 8: Color Palette

Typography:

PRIMARY FONT



SECONDARY FONT



Figure 9: Typography

5. Key visual

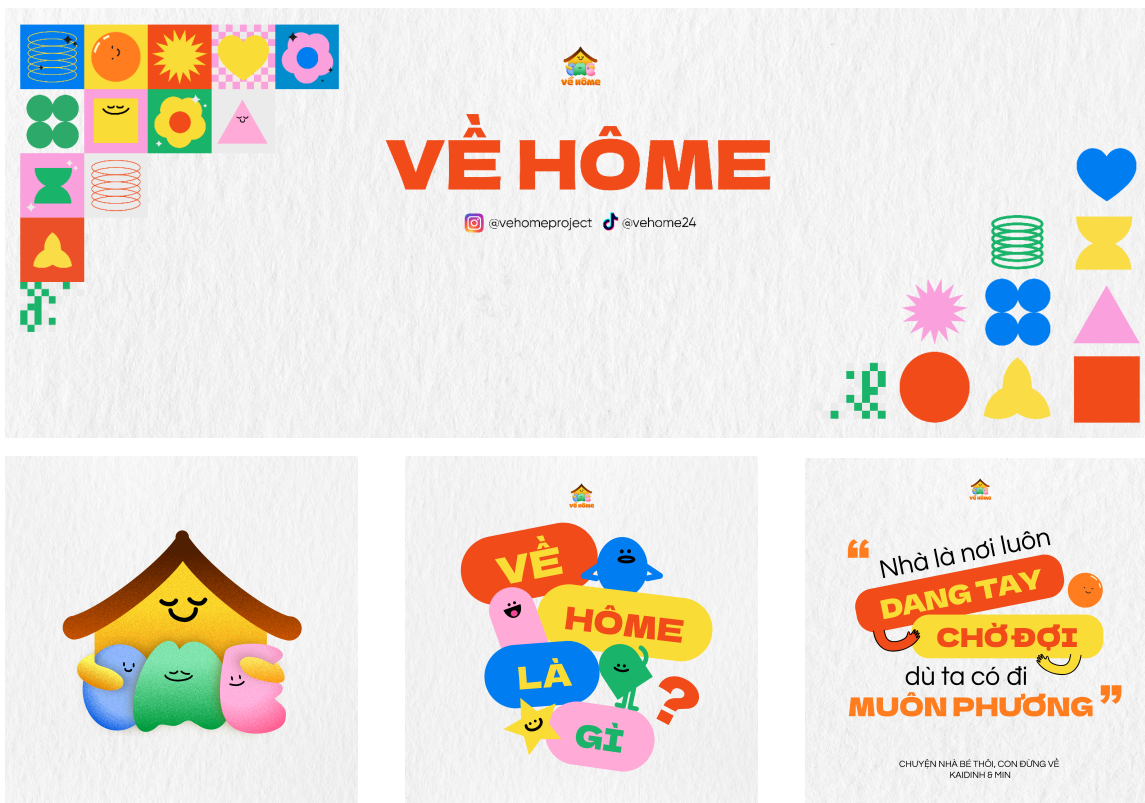


Figure 10: Key visual

B. EVENT

1. Time

Date: 28/3/2023 - 31/3/2023

Time: from 17:00 to 22:00

Time	1/3 - 27/3	28/3	29/3	30/3	31/3	31/3 - 7/4
Preparation						
Interactive activities						
Acoustic Meeting						
Evaluation						

Table 9: Event overall timeline

2. Location

Yên Cafe

Address: 108A Tay Lan, Binh Tri Dong A, Binh Tan Ho Chi Minh City



Figure 11: Yên Cafe

Yen Cafe is a garden-style café, the items and decorations are mostly made from wood, bringing a rustic and intimate feeling. The shop uses a yellow light system to make the space spacious but still bring a cozy feeling. Based on the concept and message in the 2nd phase of the campaign "Towards home", the campaign wishes to find a place that fits the criteria such as: spacious, homely, warm, and bringing a feeling of closeness like a backyard in a house. After exploring the venues, the campaign decided to choose Yen Cafe as the venue for the event series.

3. Event Layout

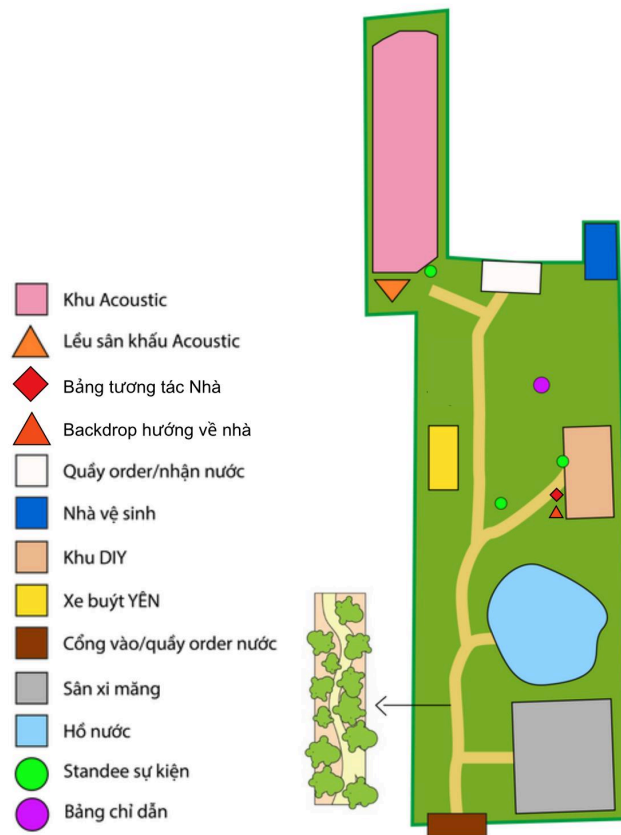


Figure 12: 2D event layout

4. Event Activities

a) Interactive area

The interactive area during the event is where attendees have the opportunity to interact directly with pre-set booths. The content of the booths revolves around the concept of "Hướng về nhà". Through interacting with activities, participants will have a fun, family-oriented time.



Figure 13: Photobooth “Hương Về Nhà” design

A photobooth is where event participants can check in and take beautiful photos as souvenirs. The photobooth is made of wood, and has a house-shaped frame, giving it a cozy, rustic feeling. Decorative elements on the photobooth are inspired by the campaign concept, with colorful shapes. There are also familiar sayings that promote the value of family. Thereby evoking the feeling of homesickness, and the desire to return, and connect with family.



Figure 14: Reference of interactive board “NHÀ”

Source: Pinterest

The interactive board "NHÀ" is an interactive activity in which participants will write meaningful messages about family and post them on the board. Participants can also see other messages coming from people, thereby bringing a positive, enjoyable feeling.



Figure 15: Reference of receiving messages activity
Source: Pinterest

The activity of receiving messages is an activity in which participants will randomly pick pre-prepared messages and put them in a mailbox. The messages revolve around family and life, encouraging viewers to appreciate family and spend time with family.

b) Acoustic

Acoustic is an activity that brings gentle, profound music performances with rustic instruments such as guitar, piano, cajon... acoustic music will create a warm, close atmosphere. and is a bridge that connects everyone in the family. The acoustic music night will have the theme "Hướng về nhà". In it, the band will perform songs on the theme of family, bringing the audience nostalgic moments, remembering beautiful memories with family, and evoking the feeling of reunion with family. At the same time, meaningful family stories will be conveyed to the audience with the hope of bringing quiet, emotional moments, and evoking the desire to connect with family.

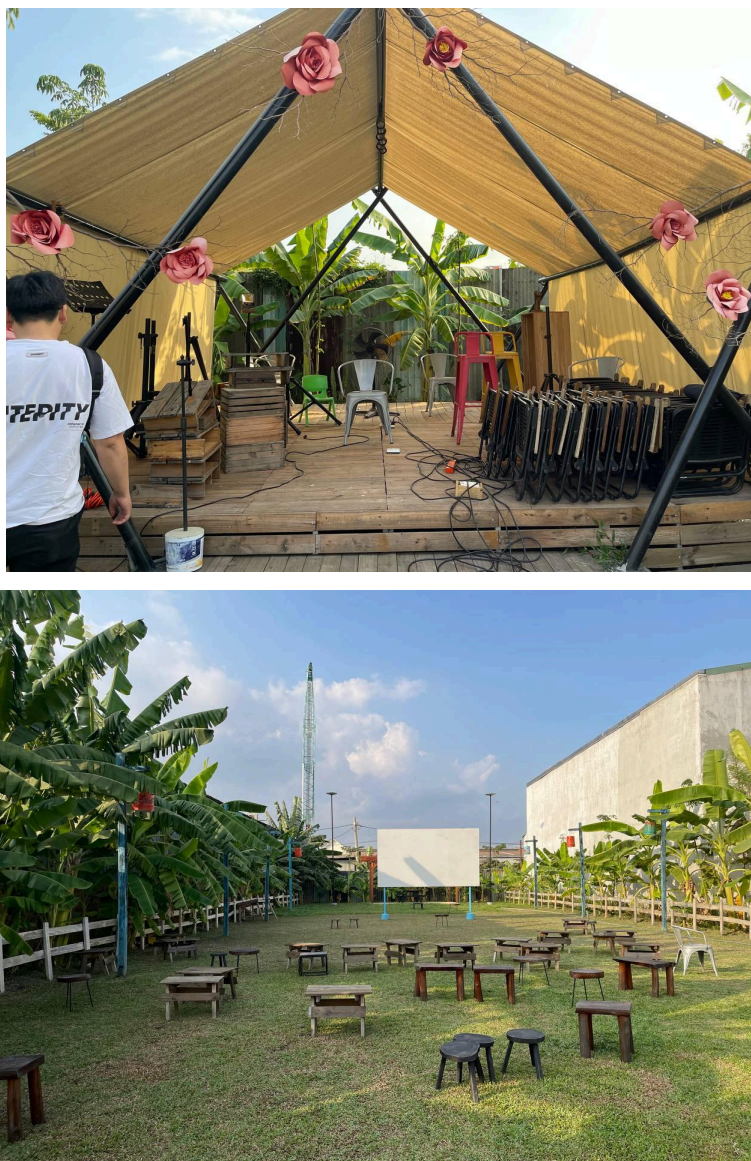


Figure 16: Acoustic area

Acoustic band: Passion Band SaiGon



Figure 17: Passion Band
Source: Passion Band Saigon

Experience:

- "Tê Tụ" show - Hoa Sen University 11/2022
- VNG Uprace 2023
- HDBANK Golf Opening 23
- 3rd at "Liên hoan band nhạc toàn thành"
- Carlsberg Beer Event
- Lễ Khai Trương công ty cổ phần IWE HOMES, Cộng Cafe Thảo Điền, Sữa Chua Trân Châu Hạ Long Bàu Cát, Magic hair salon,...
- White place, Gem Center, Asiana Tân Phú, Nikko hotel, Chloe gallery, L'apella Bar, Yên Cafe...

MEMBERS	ROLE
GIA KHÁNH	GUITAR

MINH KHÔI	VOCAL
KHÁNH HUYỀN	VOCAL
ĐĂNG KHOA	KEYBOARD
HÙNG PHẠM	BASS
MINH NGUYỄN	DRUMMER

Table 10: Passion Band's members

c) Handwritten letter

The handwritten letter activity is a meaningful experience, helping participants express their feelings and care for their families through handwritten letters. This activity encourages people to temporarily put aside the noise of modern life, take time to reflect, and share their thoughts and feelings honestly and simply with their families.



Figure 18: Mailbox sample

Source: Pinterest

Procedure:

- When coming to the information desk, participants will be given a letter and a pen to write down their thoughts and words they want to say to their family.
- After finishing writing, the participant sends a letter to the organizers, and then receives a gift from the organizers.

- The organizing committee will select the best and most meaningful letters to read and share with the audience during the acoustic session.
- After the event ends, the organizers will compile, and package the letters and send them to the letter writer's family.

5. Event Agenda

Timeline Acoustic day (30/3)			
No.	Time	Duration	Activity
1	19:15 - 19:30	15 minute	Countdown
2	19:30 - 19:32	2 minute	Introducing the event
3	19:32 - 19:34	2 minute	Vocal guides people to write letters and disseminate active content
4	19:34 - 19:35	1 minute	Opening the Acoustic session
5	19:35 - 20:15	50 minute	Band performances
6	20:15 - 20:35	20 minute	Breaktime
7	20:35 - 20:45	10 minute	Read letters
7	20:45 - 21:15	30 minute	Communicate with the audience
8	21:15 - 21:30	15 minute	Band performances
9	21:30 - 21:35	5 minute	The organizers spoke and thanked the companions
10	21:35 - 21:40	5 minute	Sing the theme song together
11	21:40 - 22:00	20 minute	Take photos together, end of the program

Table 11: Timeline acoustic

6. Human resources

a) Ekip onsite

No.	Role	PIC	Statement of work
-----	------	-----	-------------------

		28/03	29/03	30/03	31/03	
1	Event manager	Đỗ Tiểu Bình	Đỗ Tiểu Bình	Đỗ Tiểu Bình	Đỗ Tiểu Bình	<p>Coordinate all facets of the event, ensuring a cohesive and successful experience.</p> <p>Anticipate and resolve challenges with a proactive and resourceful approach.</p> <p>Develop and implement streamlined event processes, maximizing efficiency and impact.</p>
2	Coordinator	Nguyễn Việt Thành	Nguyễn Việt Thành	Nguyễn Việt Thành	Nguyễn Việt Thành	<p>Manage communication with all stakeholders involved in the event.</p> <p>Develop and implement a logistics plan for event setup, breakdown, and execution.</p> <p>Oversee vendor management and ensure all deliveries</p>

						<p>and services meet contractual obligations.</p> <p>Coordinate with venue staff on logistics, security, and technical needs.</p> <p>Develop and manage a volunteer or staff team for event execution.</p> <p>Resolve any unforeseen issues or challenges that arise during the event.</p>
4	Media manager	Trần Hoàng Tuyết Nhi	Trần Hoàng Tuyết Nhi	Trần Hoàng Tuyết Nhi	Trần Hoàng Tuyết Nhi	<p>Manage on-site media relations and press inquiries.</p> <p>Oversee social media coverage during the event, including live updates and audience engagement.</p> <p>Coordinate with event staff on any necessary announcements or communication updates.</p>

						Capture event highlights (photos, videos) for post-event communication materials.
5	Photoshoot, video recap	Trần Hoàng Tuyết Nhi	Trần Hoàng Tuyết Nhi	Mai Văn Trí	Trần Hoàng Tuyết Nhi	Take photo of key moment, recap video
6	Supporter			Trần Minh Thư Ngô Thị Tú Uyên Trần Nguyễn Hoàng Phi		Set up assigned areas or equipment Provide logistical support Assist attendees with information requests, and navigation. Monitor event areas and address any minor issues that may arise. Break down assigned areas or equipment after the event.

Table 12: Ekip onsite table

b) Callsheet

HƯỚNG VỀ NHÀ Về Hôme CALLSHEET ONSITE				
CALL TIME		16:00	NOTE: The crew should wear FREE clothing (no sandals): should be discreet, clothes must not be torn, do not wear crop tops, skirts must be worn with shorts inside or leather socks, no shorts; Neat, light makeup, neat hair Prepare a 7x10cm card bag, the organizers will distribute the cards Avoid bringing laptops and valuable items	
LOCATION: YÊN CAFE 108A Tay Lan, Binh Tri Dong A, Binh Tan Ho Chi Minh City				
NO.	NAME	POSITION	CALLTIME	NOTE
EKIP CORE TEAM				
1	ĐỖ TIÊU BÌNH	EVENT MANAGER	16:00	28-31/3
2	NGUYỄN VIỆT THÀNH	COORDINATOR	16:00	28-31/3
3	TRẦN HOÀNG TUYẾT NHI	MEDIA	16:00	28-31/3
SUPPORTER				
5	MAI VĂN TRÍ	CAM OP	16:30	30/3
6	TRẦN MINH THƯ	SUP	16:00	30/3
7	NGÔ THỊ TÚ UYÊN	SUP	16:00	30/3
8	TRẦN NGUYỄN HOÀNG	SUP	16:00	30/3

	PHI			
PASSION BAND				
STT	HỌ VÀ TÊN	VỊ TRÍ	CALLTIME	NOTE
1	KHÁNH	GUITAR	18:30	30/3
2	MINH KHÔI	VOCAL	18:30	30/3
3	KHÁNH HUYỀN	VOCAL	18:30	30/3
4	ĐĂNG KHOA	KEYBOARD	18:30	30/3
5	HÙNG PHẠM	BASS	18:30	30/3
6	MINH NGUYỄN	DRUMMER	18:30	30/3

Table 13: Callsheet

7. Checklist

Category	Item	Description	Quantity
INFORMATION DESK	Information Board	Orientation: - Logo Về Hôme & Yen - Event name "Hướng Về Nhà" - "Join activities now to receive attractive gifts" - Handwritten letter - Acoustic music night - Date and time of the event - CTA of following campaign social media	1
	Wooden frame for the board		1

	Voucher	Voucher reduce water bill from 5-10%	150
	Table		1
	Tablecloths		1
INTERACTIVE BOARD	Wooden shelf		1
	Board		1
	Sticky note		200
MESSAGE MAILBOX	MAIL BOX		1
	LETTER		200
MAILBOX “GỬI NHÀ CHÂN TÌNH”	MAIL BOX		1
	LETTER	including: - Address, phone number of sender or family - Content fill section	150
	GIFT	CALCULATED BY PORTION - 1 gift paper bag - 1 pack of candy and cake	150
PHOTO BOOTH	DECORATION		1
	HOUSE WOODEN FRAME		1
ACOUSTIC	Acoustic board	Logo Về Hôme & Yên Title: "Acoustic music night Hướng về nhà"	1
	Wooden shelf		1
	Gift		3
LOGISTIC ITEM	Organizer card	Lanyard + card printing	10

	Sending mail (Envelope + postage stamp)		150
	Glue Guns		1-2
	Glue stick for glue gun		1
	Construction tape measure		1
	Cloth tape		3
	Pen	Used for activities	80
	Led headlights		2
	Offerings		1
	Candle		50
	Glass cup		30

Table 14: Checklist

8. Design Kit

- Organizer card



Figure 19: Organizer Card

- **Logo Sticker**



Figure 20: Circle Sticker

- **Voucher Box**



Figure 21: Voucher box

- **Handwritten letter**

[illegible]

Figure 22: Handwritten letter

- **Voucher card:** Discount 10% and discount 5%

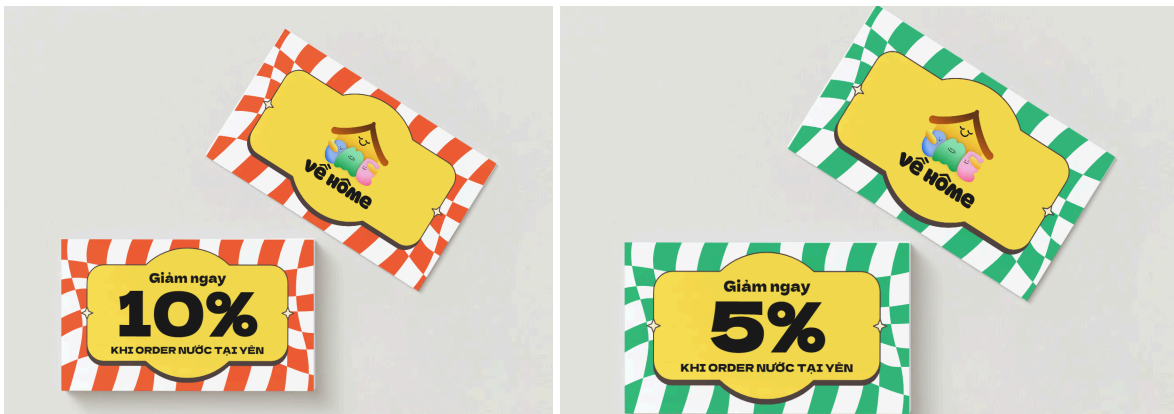


Figure 23: Voucher gift card

- **Information board: 60 x 80 cm**



Figure 24: Information board

9. Media Support

To spread the campaign to more audiences, the campaign has called for media support from some units as follows:

No.	Name	Category
1	Yên	Fanpage
2	Sen	Fanpage
3	Multimedia Communications - FPT University HCM	Fanpage

Table 15: Media support

C. ESTIMATED EXPENSES

Category		Estimated expense
Communication campaign	Advertising	1.000.000 VNĐ
	Minigame	500.000 VNĐ
Event	Venue	33.000.000 VNĐ
	Set up	4.987.440 VNĐ

	Human resource	12.325.000 VNĐ
	Activity	8.361.760 VNĐ
	Logistic	3.217.320 VNĐ
Total		68,279,040 VNĐ

Table 16: Campaign's estimated expense

*Total estimated costs include taxes, management costs 5%, incidental costs 3%

D. RISK MANAGEMENT

Potential risks during campaign implementation have been mentioned by the team in the table below. Risks are assessed for likelihood of occurrence with 3 levels along with their impacts. Finally, solutions have been put in place to prevent risks from occurring and causing unwanted consequences.

Risk	Description	Probability			Impact	Solution
		Low	Medium	High		
Communication campaign						
Hack accounts and personal information	Campaign social media accounts can be hacked and used to spread false or destructive messages.	x			Loss of control over information, loss of customer trust	Use strong passwords and update them regularly for all social media accounts. Enable two-factor verification to protect accounts. Educate employees on information security measures and how to detect unusual activities.
Page does not reach many	The media campaign did not reach many		x		Communication effectiveness is not satisfactory	Develop a seeding plan and organize activities to attract

people	people and did not achieve the set targets					more people to know about the campaign
Violation of legal regulations	The campaign violates laws related to privacy protection, advertising, or image use.		x		Fines, lawsuits, damage to brand image	Identify and comply with relevant laws and industry regulations. Use legal services to check and verify content before publishing. Train members on legal and industry regulations to ensure compliance.
Reported, banned channel on social networking platforms	The campaign uses images and sentences that violate the social networking platform's usage policy.		x		Violation of social media platform usage policy; account banned.	Carefully read the usage policies of each platform used by the campaign. Avoid using words and images that are not allowed to be used to ensure the page does not receive a warning, and at the same time avoid the campaign being locked or failing.
Human resource	Personnel participating in communication for the campaign behaved incorrectly,		x		Internal turmoil, affecting the campaign flow. At worst, the campaign could stop.	Have a strategy to train and guide all personnel before implementing the campaign. Agree on how to

	affecting internal personnel and the campaign					work, ensuring everyone achieves the same goal.
Event						
Category did not finish on time	The implementation of the event was delayed more than planned because the items in the event did not meet the requirements from the Organizing Committee.		x		The campaign timeline was delayed, affecting the Media department. Causes additional costs. The human resources department has to work harder, causing depression.	Build a tight and detailed timeline and checklist for all items. The team needs to clearly understand the time and timeline of the campaign to complete items on time.
Not enough staff to carry out the event	The number of available personnel is not enough to cover and manage the areas in the event		x		Unable to meet participants' requests, participants have to wait for a long time, creating negative attitudes. Items that do not have a manager can easily lead to theft and property damage.	Provide requirements for the number of personnel needed for the event in general and for specific items. Recruit personnel before the event takes place.
Personnel do not know the information	Personnel do not understand their roles, positions, and responsibilities; do not understand the headings,	x			Causes confusion and delay during the event. Activities may be delayed because personnel do not have information.	Develop training plans and train staff. Build internal communication channels. Communicate

	timeline, and requirements of the event				Easily causes loss of trust and affection of participants	effectively internally.
External factors influence	Bad weather conditions; participants whose behavior is harmful to the event; Unnecessary accidents happen	x			The event timeline is affected, processing time is lost. Influence the image of events and campaigns.	Develop a contingency plan for possible risks. Prepare all necessary equipment and utensils to handle problems when problems occur

Table 17: Campaign's risk management

E. CAMPAIGN EVALUATION AND MEASUREMENT

	Awareness	Action	Emotion
Objective	<p>Encourage online followers to join the offline event</p> <p>Encourage the target audience to spend quality time with family</p> <p>Convey content that encourages young people to spend quality time with family</p>	Encourage the target audience to participate in minigame and offline event	<p>Evoke and create feelings of family for event participants</p> <p>Create empathy and emotional connection with content and activities on social networks</p>
Tools to measure	Meta Bussiness Suite Tiktok Bussiness Suite Google Form	Landing page overview Voucher	Google Form Interview

Table 18: Campaign's evaluation

CHAPTER V: PRODUCTION AND DISTRIBUTION

A. COMMUNICATION CAMPAIGN

1. Social Media Calendar

Within 3 months, the team has implemented media content on media platforms. Below is a table of contents that has been implemented and posted:

January 2024						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01	02	03	04	05	06
07	08	09 FACEBOOK INSTAGRAM	10 FACEBOOK INSTAGRAM	11	12 FACEBOOK INSTAGRAM TIKTOK	13
14 FACEBOOK INSTAGRAM TIKTOK	15 TIKTOK	16 TIKTOK	17 FACEBOOK INSTAGRAM TIKTOK	18 TIKTOK	19 FACEBOOK INSTAGRAM TIKTOK	20 TIKTOK
21 FACEBOOK INSTAGRAM TIKTOK	22 FACEBOOK INSTAGRAM TIKTOK	23 TIKTOK	24 FACEBOOK INSTAGRAM TIKTOK	25 TIKTOK	26 TIKTOK	27
28 FACEBOOK TIKTOK	29 FACEBOOK TIKTOK	30 TIKTOK	31 FACEBOOK INSTAGRAM TIKTOK	01	02	03

February 2024						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	01 FACEBOOK INSTAGRAM TIKTOK	02 FACEBOOK TIKTOK	03 FACEBOOK INSTAGRAM TIKTOK
04 FACEBOOK INSTAGRAM TIKTOK	05 FACEBOOK	06 FACEBOOK INSTAGRAM TIKTOK	07 FACEBOOK INSTAGRAM TIKTOK	08 FACEBOOK INSTAGRAM TIKTOK	09 FACEBOOK INSTAGRAM TIKTOK	10 FACEBOOK INSTAGRAM TIKTOK
11 FACEBOOK INSTAGRAM TIKTOK	12 TIKTOK	13 FACEBOOK TIKTOK	14 FACEBOOK INSTAGRAM	15	16	17 FACEBOOK INSTAGRAM
18	19 FACEBOOK INSTAGRAM TIKTOK	20 FACEBOOK INSTAGRAM TIKTOK	21 FACEBOOK INSTAGRAM TIKTOK	22 TIKTOK	23 FACEBOOK INSTAGRAM TIKTOK	24
25 TIKTOK	26 FACEBOOK	27 INSTAGRAM	28 FACEBOOK INSTAGRAM TIKTOK	29 FACEBOOK INSTAGRAM	01	02

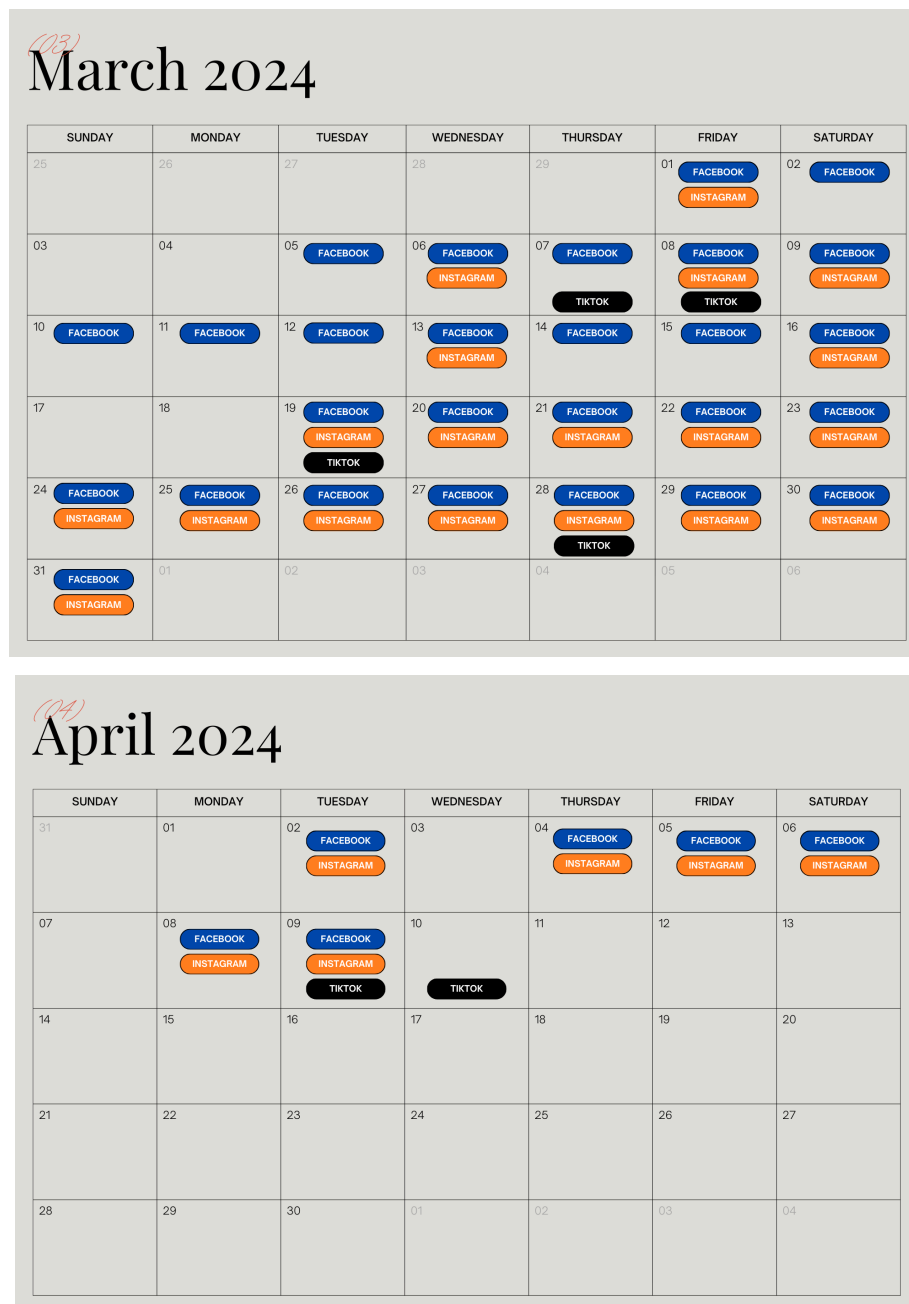


Figure 25: Social media calendar

Total posts across all platforms: 180 posts, including:

- **Facebook:** 84 posts
- **Instagram:** 52 posts
- **Tiktok:** 44 videos

2. Social Post

- Facebook: <https://www.facebook.com/vehome.campaign>

- Instagram: <https://www.instagram.com/vehomecampaign/>
- Tiktok: <https://www.tiktok.com/@vehome24>

Regarding the implementation of the content according to the Content Pillar proposed as follows:

- Family time
 - Type: Social post (photo, album, video)

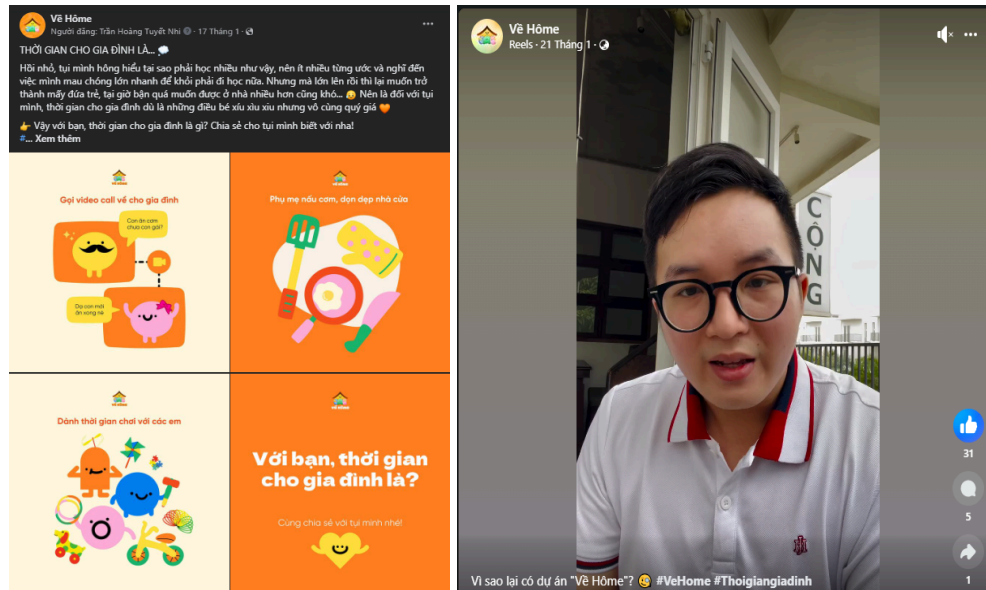


Figure 26: Family time social post

- Family activity
 - Type: Social post (photo, album)



Figure 27: Family activity social post

- Campaign information
 - Type: Social post (photo, album, video)

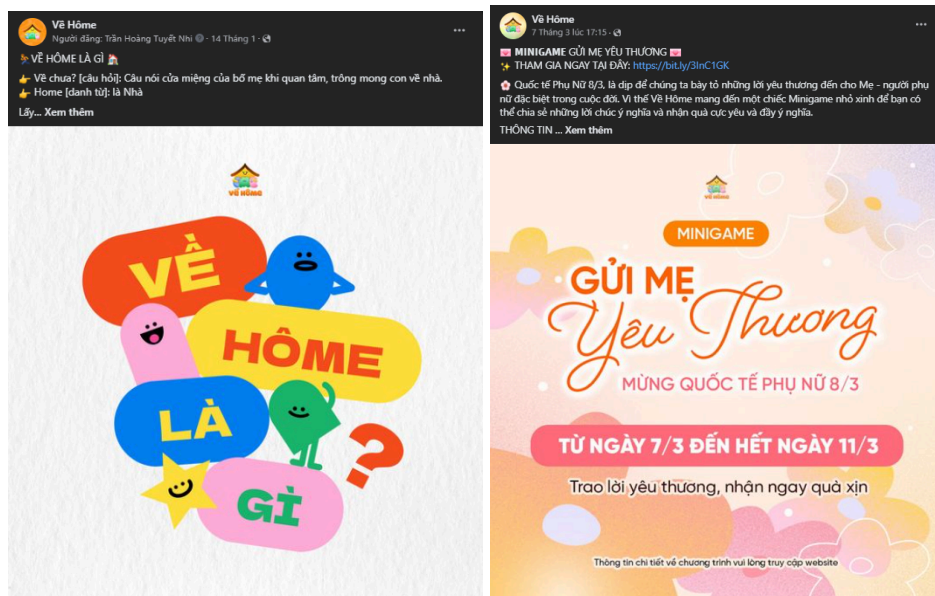


Figure 28: Campaign information social post

- Others
 - Type: Social post (photo, album, video)

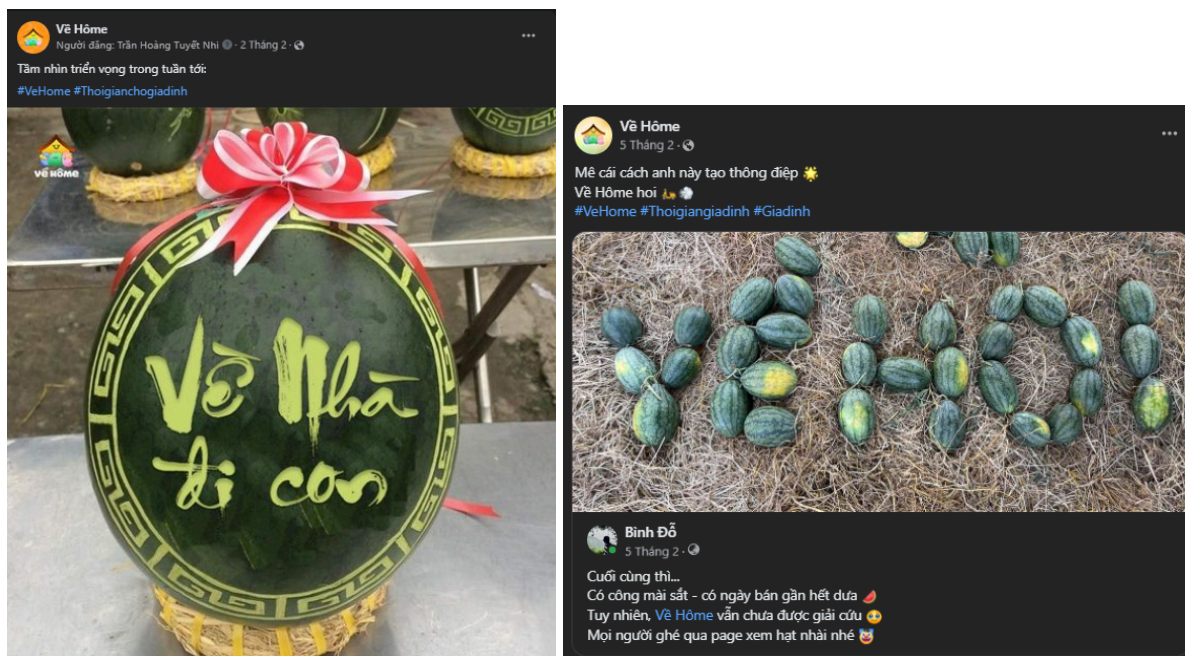


Figure 29: Other social post

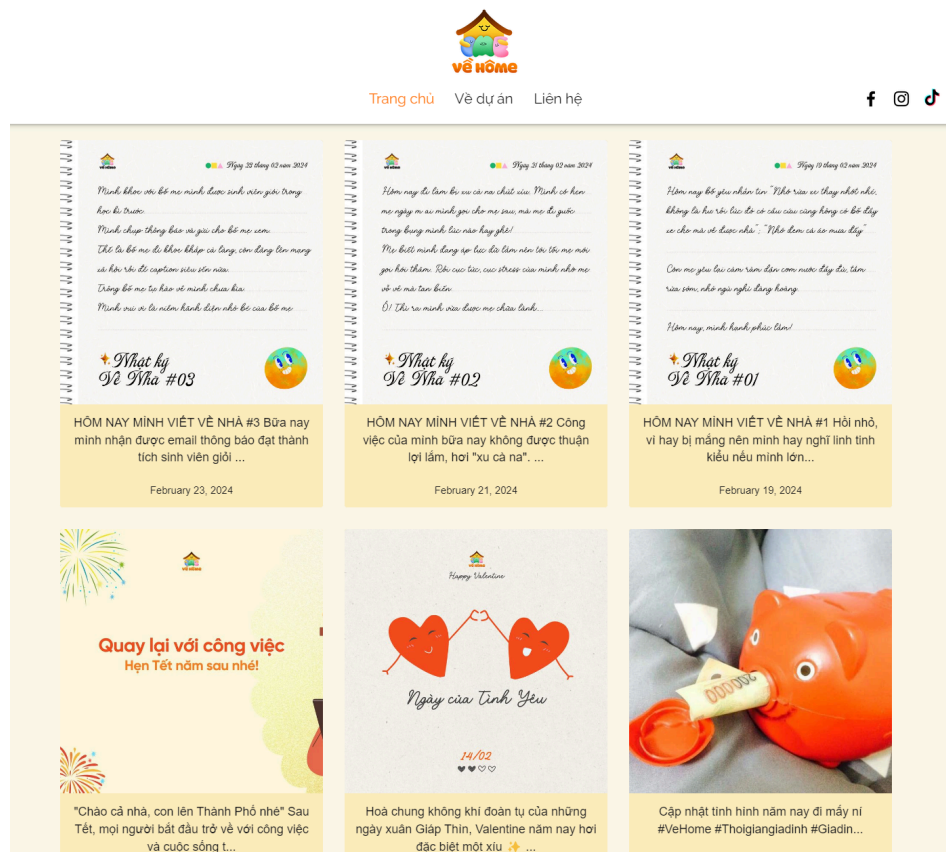
As mentioned in [Table 8](#), the team conducted a series of interviews with young people in the campaign's target audience on the topic "Hướng Về Nhà". A total of 2 topics were implemented including: friends, work. In the video, the team came up with pre-prepared questions (see [appendix 5](#)) to ask the interviewees. The videos have been posted in 2 forms: full clip and short clip. Full clip is a video format that shows the entire interview to help viewers grasp the content and topic of the clip. Short videos are videos cut from long videos, aiming to shorten each question in the interview, so viewers will not be bored when having to watch long videos.



Figure 30: Some guests in the Interview Series

3. Landing page

The campaign's landing page is done on Wix, a website that allows users to create landing pages, and websites for campaigns or businesses completely free of charge. The team took advantage of Wix's available tools to create a landing page for the campaign. The landing page is designed according to the minimalist trend, the color used for the landing page is light yellow tone, bringing a pleasant feeling, not too harsh. On the menu bar of the landing page, there are 3 sections: home page, about campaign, and contact. The home page is where the team exposes publications and media products posted on the two platforms Facebook and TikTok. The landing page will automatically update the publication list every time a new publication is posted. In the campaign section, the team provides basic information about the campaign including purpose, names of members, and contact information for each member. In the contact section, the team provides the address, contact information and a form that allows visitors to email the team. In addition, on the landing page, there is also a logo that navigates 3 links to 3 social networking sites of the campaign. It's a way to attract landing page visitors who can access social media platforms.



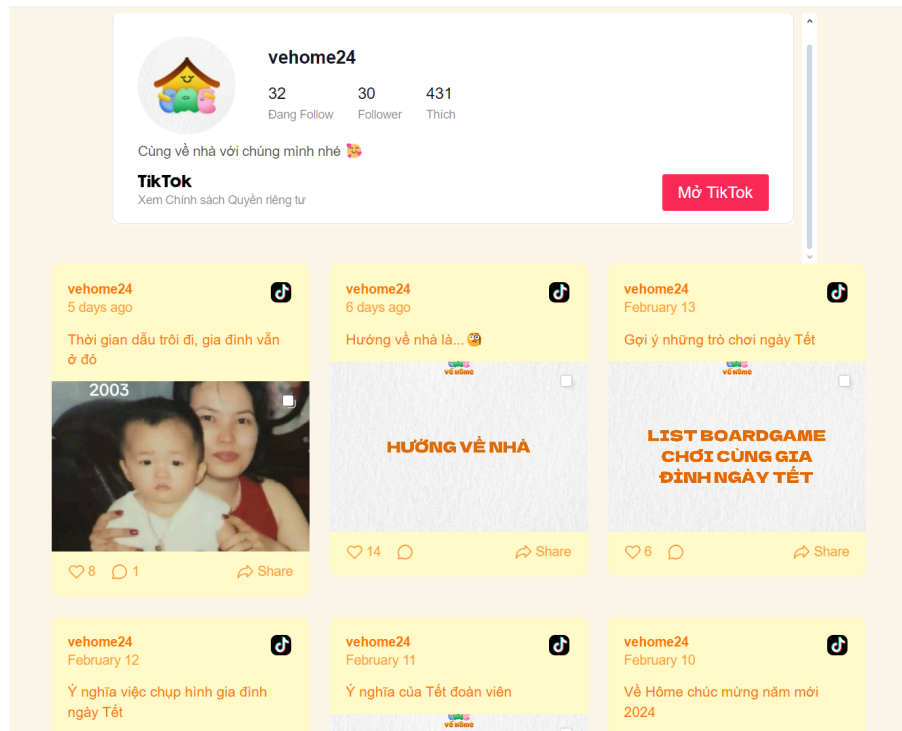


Figure 31: Campaign's Landing Page

4. Minigame “Gửi mẹ yêu thương”

Minigame's landing page is made on Wix, with two main colors: white and orange. The landing page includes 4 sections:

- Section 1: the meaning of International Women's Day March 8 and the team's wishes when carrying out this activity; There is a call to action button to attract participants
- Section 2: basic information about the minigame including participation rules, start and end time, prizes
- Section 3: minigame participation section. The team designed a form that allows participants to enter the necessary information to participate in the minigame
- Section 4: Pop-up notification. This pop-up will display the wishes that the participant has entered along with a call to action "Please send your wishes to Mom!". There are also navigation buttons to the campaign's social media pages.

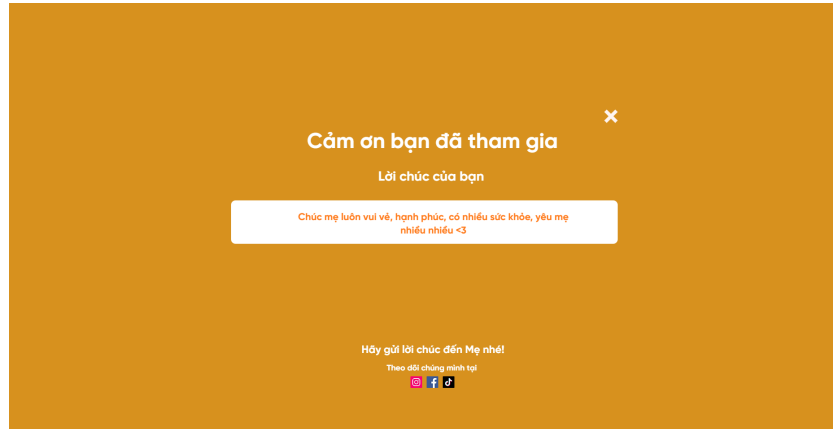


Figure 32: Minigame's Landing page

B. EVENT

Based on the content and plans presented in the above sections, the team has implemented a series of events including interactive activities along with an Acoustic music night with the theme "Hướng Về Nhà". The event items, equipment, and supplies were mostly done manually by the team.

1. Interactive activities:

Based on the drawing and 2D photobooth design of the event, the team searched for the necessary materials and tools to construct this wall. The main material of the photobooth is made of wood, fixed with iron bars. After completing the photobooth's frame, the team decorated it with formatted panels designed similar to the 2D design, including shapes full of shapes, colors, and familiar sayings of each family. At the top of the photo booth is the logo of the campaign as well as the companion unit - Yen Cafe. Finally, to make the photo booth stand out, the team used LED strings hanging around. Wooden materials along with the yellow color of LED lights highlight the concept of the event in particular and the concept of Yen Cafe in general. After completion, the photo booth received a lot of attention from participants, who came to read the sayings as well as take check-in photos.



Figure 33: Photobooth “Hương Về Nhà”

The interactive board “NHÀ” is constructed with the main material being wood. The team used 2 racks and 1 sheet of plywood measuring 1m x 1m8 to make this interactive board. After completing the frame, the team used paint to draw the word “NHÀ” and decorated it with LED strings. The activity of writing messages about family was enthusiastically participated by everyone. In addition to writing messages, participants also decorated the interactive board with family drawings. Positive messages about family were spread to many young people visiting the event area.



Figure 34: The interactive board “NHÀ” is filled with messages



Figure 35: Young people participate in activities at the interactive board "NHÀ"

Regarding message-receiving activities, the team wrote nearly 300 messages on sticky notes. Regarding the mailbox, the team used wooden materials to build a mailbox shaped like a house. Then decorate with stickers along with the title of the activity.



Figure 36: Activities to receive messages about family

2. Acoustic

On the evening of March 30, 2024, an Acoustic music night with the theme "Hướng Về Nhà" took place. A total of 12 songs were performed by Passion Band and brought emotions to many audiences. In addition to performing songs, the music night also includes other activities such as letter writing, letter reading, and singing exchanges. Finally, there was a speech by the organizers to convey the campaign's message to everyone and thank the units and personnel who accompanied the event. Before the Acoustic session took place, the team set up items for the Acoustic session. First, the team set up tables and chairs for participants. On each table were handwritten letters, ballpoint pens, feedback sheets, and candles. Next, the team set up an information table right next to the stage, with gifts and mailboxes on the table. In addition, the team has set up the stage, lighting system, speakers, and technical area.



Figure 37: Acoustic music night

3. Handwritten letter

Regarding handwritten letter-writing activities, the team has carried out construction and implemented items as planned. First, the team printed letters based on the design that came with the envelopes. Next, the team created a house-shaped mailbox with decorative elements. For each letter sent, the participant receives a small gift and a message about family prepared by the team.



Figure 38: Handwritten letter writing activity

4. Media support

The series of events "Hương Về Nhà" has received media support from Facebook fanpages such as Sen and Multimedia Communications - FPT University HCM.



Figure 39: Media support from Sen



Figure 40: Media support from Multimedia Communications - FPT University HCM

5. Sponsorship/Partnership

During this event, the team worked directly with Yen Cafe and received a lot of support from the business. First, the business supported the location and tools to construct items during preparation for the event. Next, for the cost of the event venue, Yen Cafe decided to support the team. Therefore, event organization costs have been optimized. The "Hương Về Nhà" event series is an open event, no registration required, free participation. Therefore, this is also an

opportunity for Yen Cafe customers to have more experiences and receive attractive gifts. This cooperation is also an opportunity to increase the rate of returning customers because event participants will receive discount vouchers.

C. ACTUAL COST

Category		Estimated expense	Actual
Communication campaign	Advertising	1.000.000 VNĐ	450.000 VNĐ
	Minigame	500.000 VNĐ	316.000 VNĐ
Event	Venue	33.000.000 VNĐ	0 VNĐ (Sponsored)
	Set up	4.987.440 VNĐ	4.987.440 VNĐ
	Human resource	12.325.000 VNĐ	12.325.000 VNĐ
	Activity	8.361.760 VNĐ	7.745.190 VNĐ
	Logistic	3.217.320 VNĐ	2.212.055 VNĐ
Total		68.279.040 VNĐ	32.923.305 VNĐ

Table 19: Campaign's Actual Cost

*Total actual costs include taxes, management costs 5%, incidental costs 3%

CHAPTER VI: CAMPAIGN EVALUATION

A. Awareness

After more than 3 months of running the campaign on all 3 platforms, with Facebook being the main platform, the data calculated as of April 14 were obtained as follows:

Metric.	Campaign KPIs	Archived	Percentage
Reach	80000	80578	101%
Engagement	15000	12885	86%
Follower	1400	1689	121%
Event participation through media	40	45	112%

Table 20: Awareness KPIs

Channel	KPIs	Archived	Evaluation Method
Facebook	Total followers: 1000 Total reach: 34000 Total engagement: 10000	Reach: 40948 Engagement: 10380 Follower: 1398	Meta Business Suite
Instagram	Total followers: 200 Total reach: 16000 Total engagement: 2500	Reach: 10303 Engagement: 1861 Follower: 153	Meta Business Suite
Tiktok	Total followers: 200 Total reach: 30000 Total engagement: 2500	Reach: 29327 Engagement: 644 Follower: 138	Tiktok's creator analysis

Table 21: KPIs of each channel

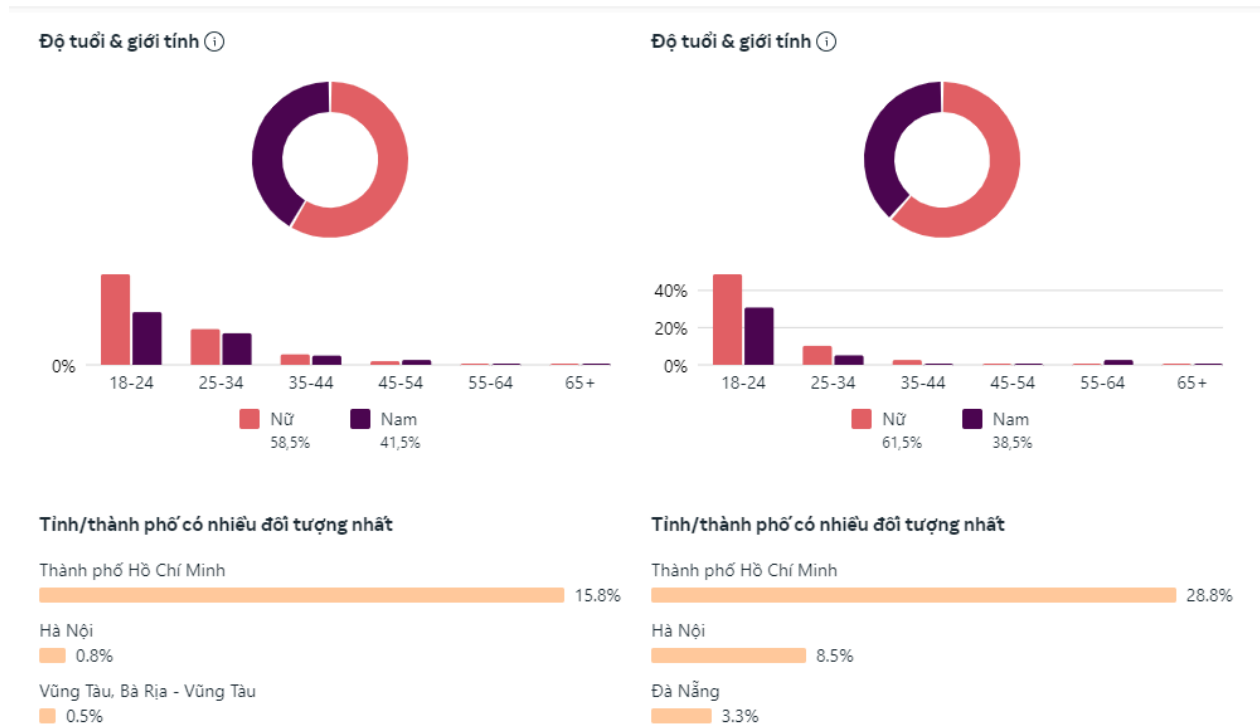


Figure 41: The target audience of the communication campaign has been reached

To evaluate communication effectiveness, the team sent a survey to campaign followers to collect everyone's opinions. The team has collected a total of 312 feedback from followers.

Chiến dịch đã giúp tôi nhận thức về ý nghĩa của việc dành thời gian chất lượng cho gia đình.
312 responses

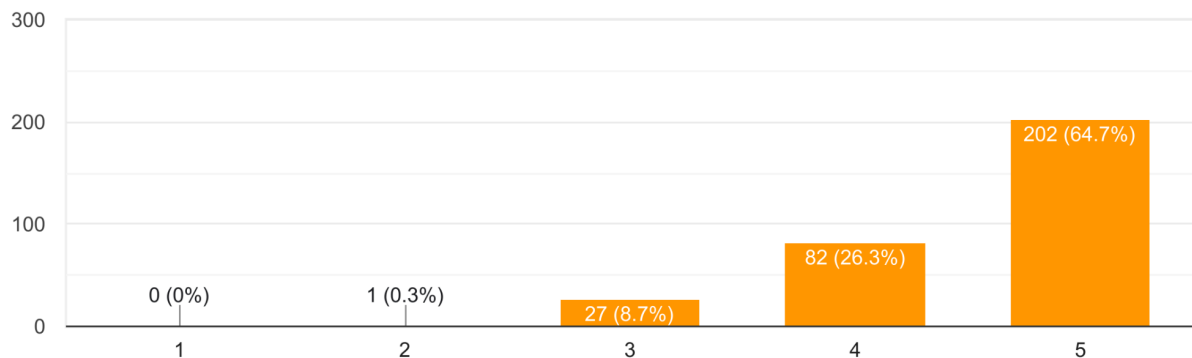


Figure 42: Effectiveness of media content

Regarding the media content, 91% of followers generally agreed with the opinion that the media content helped people understand what the campaign was aiming for and the effectiveness of

conveying messages related to the campaign's purpose. Through the survey, it can be seen that the campaign effectively conveyed the campaign's purpose of spending quality time with family. In addition, the above data also exceeded the KPIs initially set by the team by 70%.

Tôi sẽ thay đổi hành vi và dành thời gian chất lượng cho gia đình sau khi theo dõi chiến dịch.

312 responses

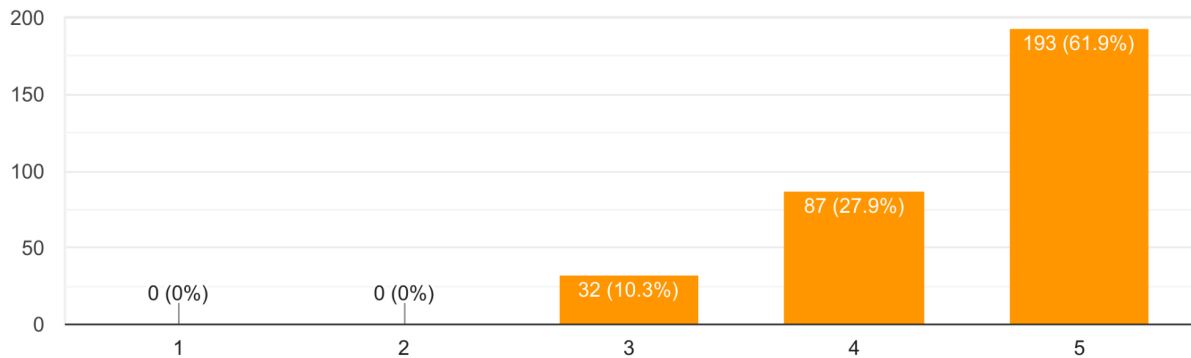


Figure 43: Effectiveness of the campaign

Regarding the intention to spend quality time with family after following the campaign, nearly 90% of followers are very willing to perform that behavior. The above figures have surpassed the initial KPIs set by the team by 70%.

B. Action

After 4 days, the "Hướng Về Nhà" series of events achieved the following results:

- Total number of event participants: 292 people
- Total number of people attending the Acoustic music night: 113 people

Measuring the effectiveness of the event is based on the number of event participants and positive feedback from participants.

Objective	KPIs	Archived	Percentage
Total number of event participants	150	292	194%
Total number of people participating in the minigame “Gửi mẹ yêu thương”	80	107	134%

Table 22: Action results

C. Emotion

Tôi cảm thấy hài lòng với các hoạt động và nội dung của chiến dịch.

312 responses

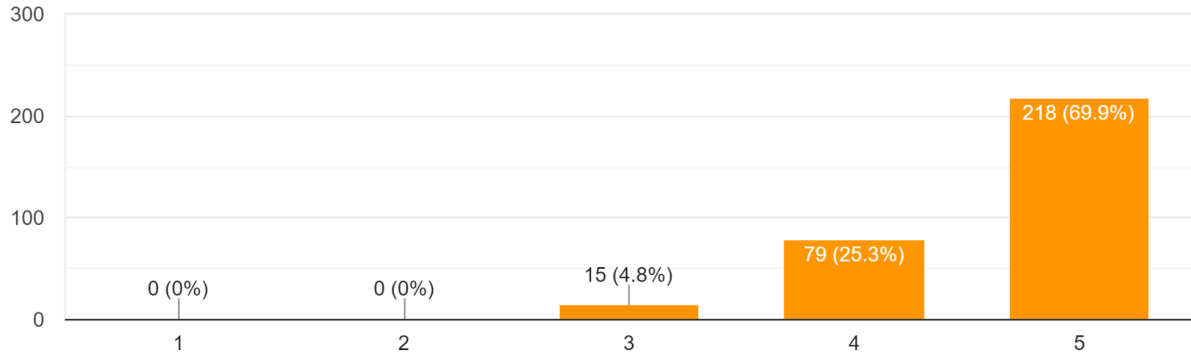


Figure 44: Satisfaction with the content and activities of the campaign

Regarding the content and activities of the campaign, the results showed that 95% of feedback felt satisfied with the activities and content of the campaign. That shows that the campaign's content and activities have a positive impact on followers.

Đêm nhạc đem lại cảm giác gợi nhớ về gia đình

113 câu trả lời

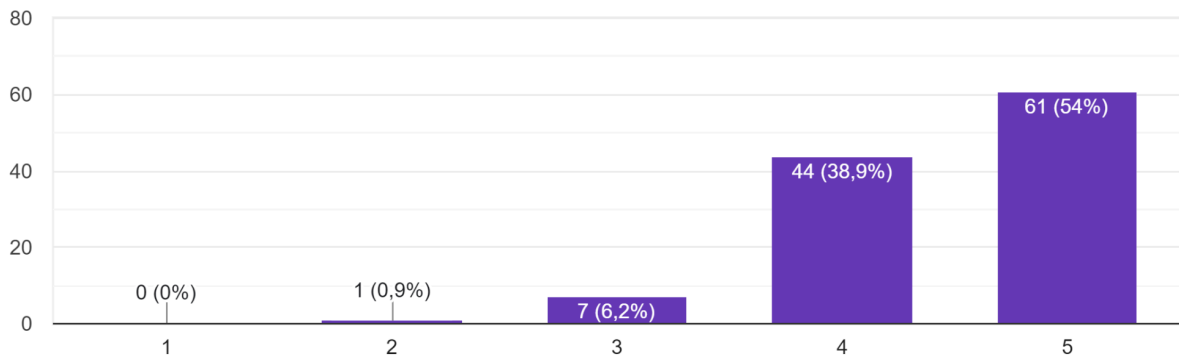


Figure 45: Effectiveness of Music Night

Regarding the effectiveness of the music night, the team asked participants' opinions on whether the music night brought a feeling reminiscent of family. The results show that 93% of participants strongly agree with the above opinion. This shows that the use of Acoustic music and family-themed songs chosen by the team has touched the emotions of the participants. In addition, the above data also shows that the team has achieved the set KPIs of 70%.

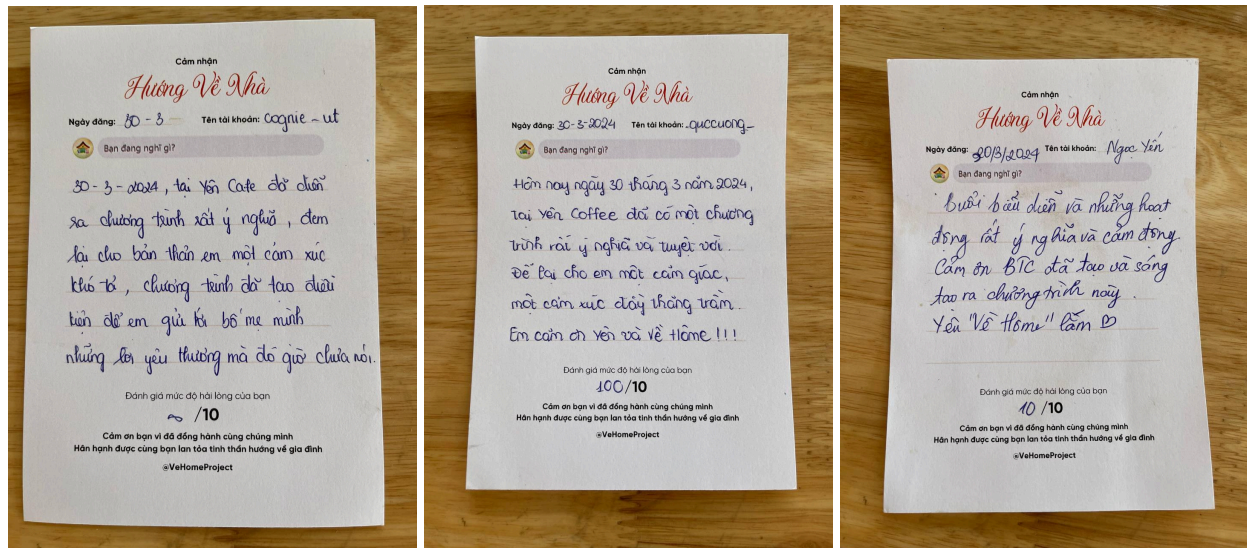


Figure 46: Feedback directly at the event

The team also collects feedback directly during the event. Feedback shows that participants feel inspired and encouraged to spend quality time with their families through activities and Acoustic music nights.



Figure 47: Interview participants at the event

Finally, the team conducted direct interviews with event participants to get everyone's perspectives and thoughts about the event. In general, those interviewed commented that "Hương Về Nhà" is a meaningful event, bringing many emotions to everyone. Regarding the music night, the interviewees said that the music night touched everyone's emotions, the handwritten letter-writing activity was the activity that left the biggest impression on the participants.

CHAPTER VII: CONCLUSION

Conclusion

After 15 weeks, in general, the campaign has been completely implemented according to the proposed plans, although there were problems during the research process as well as determining factors to evaluate the effectiveness of the campaign. However, according to the team's assessment through feedback, the campaign has brought positive values and succeeded in conveying the message, thereby encouraging young people to spend quality time with their families. As we continue to face the challenges of modern life, it's important to remember that the foundation of our happiness often lies in the connections and relationships we nurture at home. We hope that the momentum created by this campaign will inspire lasting change and encourage more young individuals to value and invest more in their family relationships.

Limitation

Although our media campaign achieved its objectives, there are still some limitations that need to be acknowledged. Firstly, the campaign targets young people living far away from family, however, communicating to a mass audience on social networks as well as conducting an open event makes it impossible for the team to accurately measure followers whether they live away from family or not. Secondly, achieving the ultimate goal of the campaign is almost impossible in this campaign. In the SWOT analysis, the team mentioned the risk of the campaign and that measuring the purpose of the campaign takes a lot of time because it is impossible for participants to have immediate behavior. Thirdly, the campaign's event was held quite far from the center of Ho Chi Minh City. Although it still reached the right target audience of the campaign, however, the event only reached the majority of young people around the Binh Tan area, not reaching a variety of other districts. Finally, the biggest limitation of the campaign is the time and resources for implementation. 3 months is not enough for the team to change their behavior and achieve their goals. Limited people and resources make it impossible for the team to carry out a large-scale campaign like other brands have been doing on the topic of family.

Lesson Learnt

After 15 weeks of campaign implementation, the team encountered difficulties in management and operation and learned many lessons from the campaign. First, the reason for the difficulty in operating the campaign is due to the lack of strict management of tasks. Therefore, seriously complying with work deadlines and managing more strictly is an extremely important thing to learn. When it comes to implementing a media campaign, especially on social topics, one of the most important things is to spread the message to as many audiences as possible. With a student-scale campaign, spreading the campaign will face many difficulties, especially in terms of not having enough resources to book KOLs or KOCs to promote the campaign. Therefore, the team compensated for that problem by actively seeding into Facebook groups. The team selected groups suitable to the topic and focused on many of the campaign's target audiences to conduct seeding. The results show that seeding brings many benefits to the campaign, especially reaching more audiences and spreading the campaign to everyone. Regarding the event, the lesson the team learned is to closely manage related parties. Before deciding to carry out this event, the team had other ideas but could not implement them, partly because the team failed to manage stakeholders. The next lesson is about communication before and during the event. This event was largely communicated on social networks, which caused Yen Cafe's guests to not get information about the event. During the event, although many guests were interested, most of them did not know information related to the event, thereby creating fear when approaching the event area. The lesson learned here is to smoothly combine online and offline communication for the event, avoiding the situation where participants do not have information about the event, creating discomfort when participating.

Recommendations

The topic of family is always a topic of concern to the government, state, and brands. Family is the cell of society, if the family is happy, then society will develop. Therefore, continuing to carry out campaigns on the topic of family is a necessity to help society develop. For Về Nhà, we raise the issue of modern youth spending less and less time with family. Thereby, the campaign is carried out to compensate for the lack of time with quality time for the family. However, the campaign is just stopping at encouragement. In the future, the campaign can focus on implementing content and strategies to help young people share quality moments and time with their families on social networking platforms. To do that takes a lot of time, however, the most important thing that the campaign aims to do from the beginning is that the campaign spread positive content and messages about family, touching the emotions of followers. Next, to spread the message to the majority of young people, the campaign needs a strategy to combine with press and media units or combine with KOLs and KOCs specializing in content on the topic of family.

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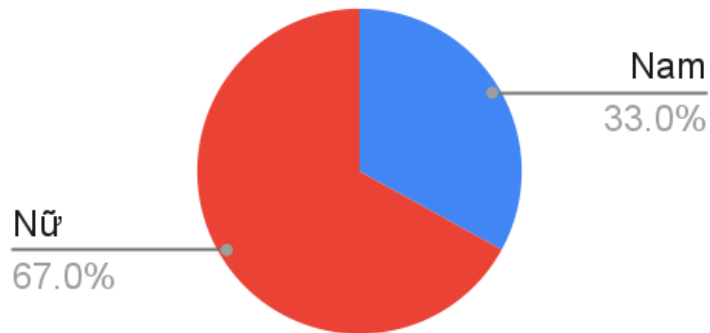
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APPENDIX

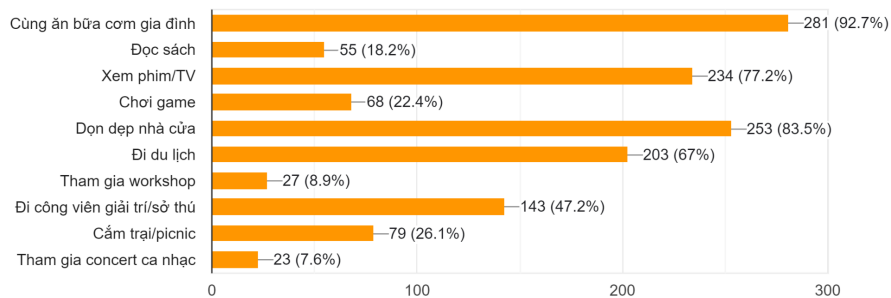
Appendix 1: Summary of results obtained from the survey

Giới tính của bạn là gì?

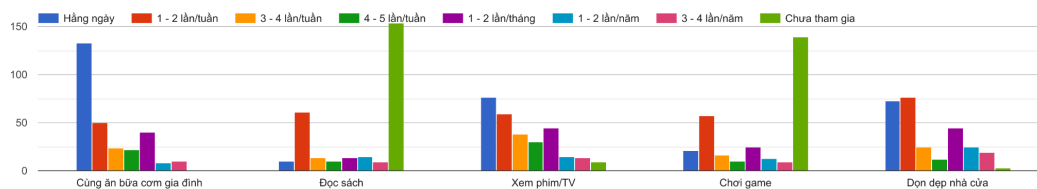


Bạn đã/đang tham gia vào hoạt động gia đình nào dưới đây?

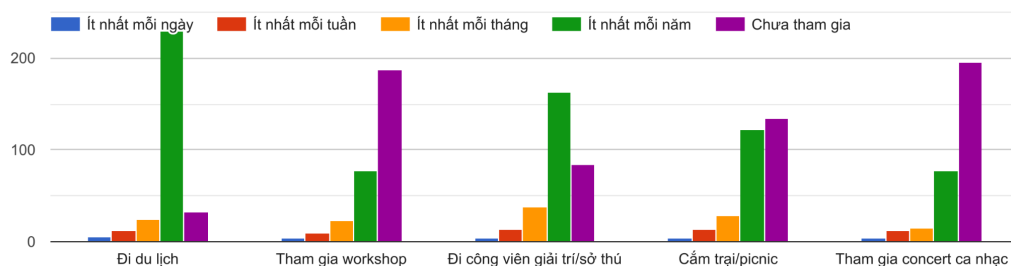
303 responses



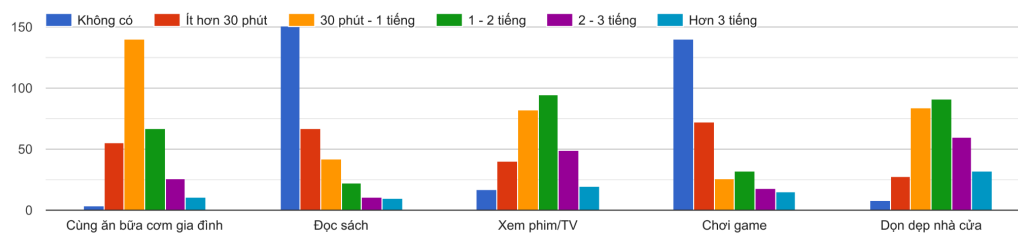
Tần suất bạn tham gia vào các hoạt động cốt lõi gia đình



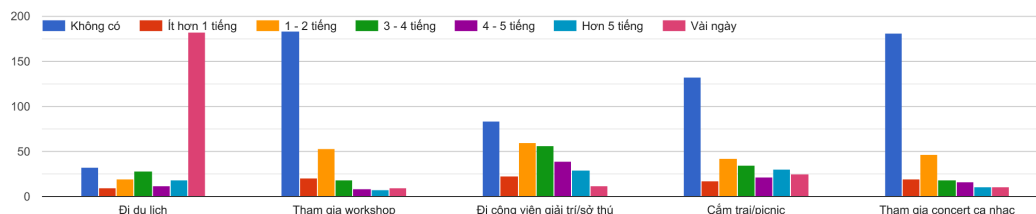
Tần suất bạn tham gia vào các hoạt động cân bằng gia đình



Thời lượng tham gia các hoạt động cốt lõi gia đình

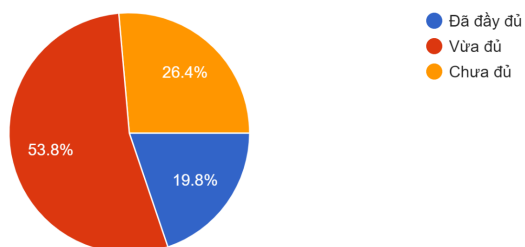


Thời lượng bạn tham gia vào các hoạt động cân bằng gia đình



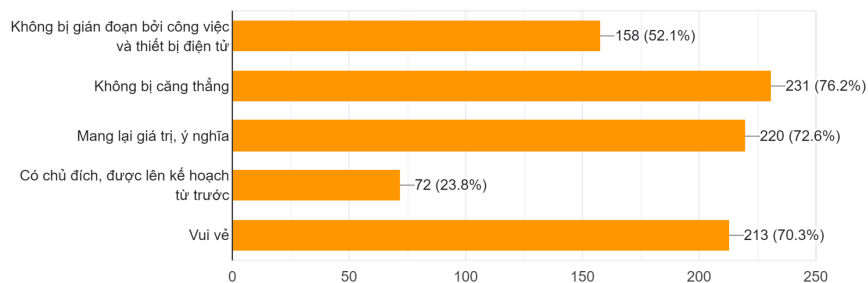
Cảm nhận của bạn về thời lượng tham gia vào các hoạt động gia đình

303 responses



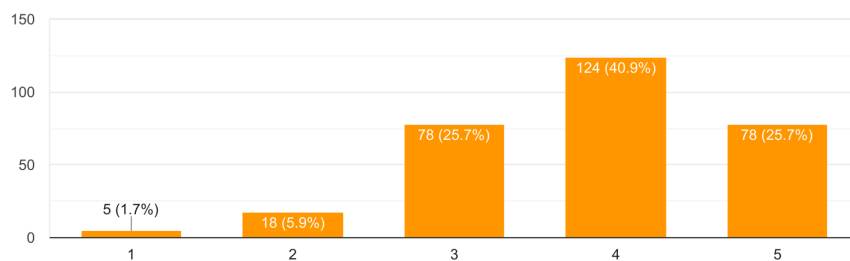
Đối với bạn, thời gian chất lượng bên gia đình là thời gian: (Chọn tối đa 3 đáp án)

303 responses



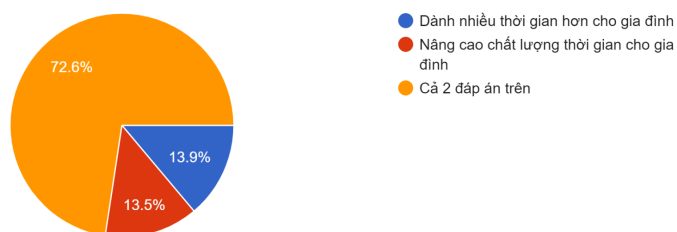
Mức độ hài lòng của bạn về chất lượng thời gian cho gia đình

303 responses



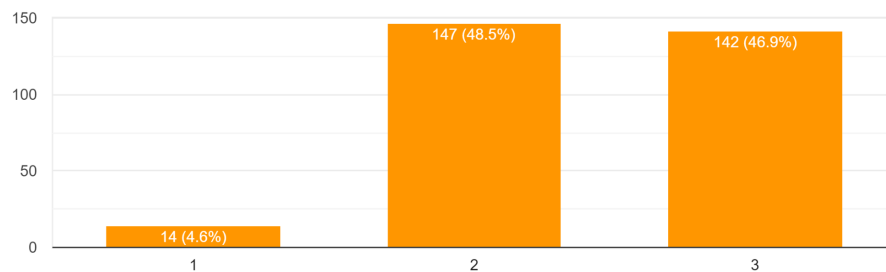
Theo bạn, bạn sẽ mong muốn:

303 responses



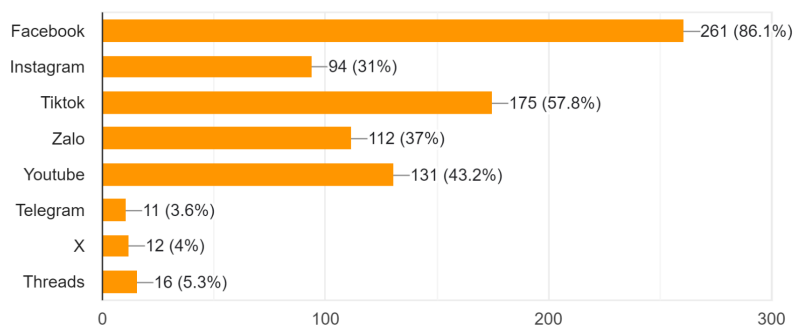
Mức độ quan tâm của bạn đối với các nội dung/chiến dịch về chủ đề gia đình

303 responses



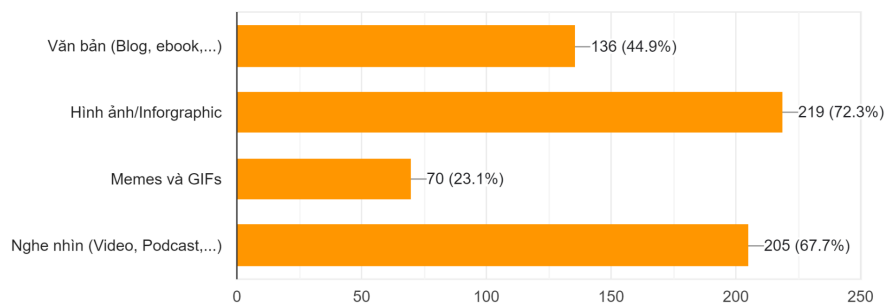
Bạn thường sử dụng ứng dụng mạng xã hội nào để xem các nội dung về gia đình? (Chọn tối đa 2 đáp án)

303 responses



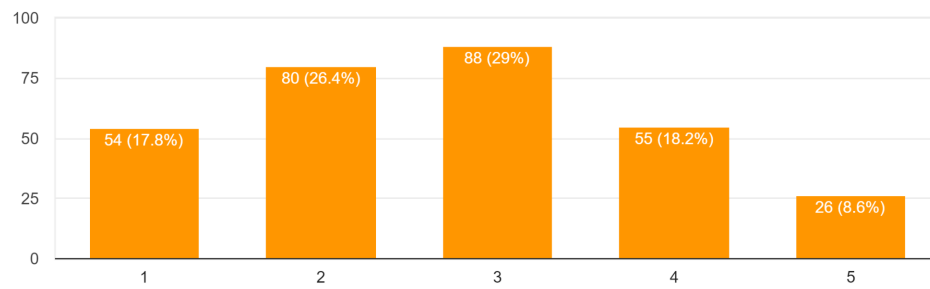
Hình thức nội dung về gia đình bạn thường tiếp cận trên mạng xã hội (Chọn tối đa 2 đáp án)

303 responses



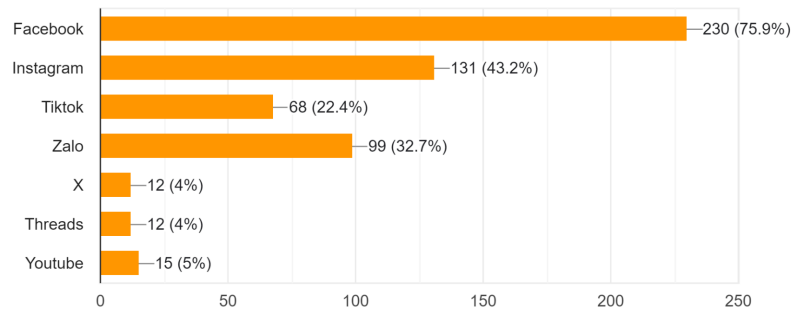
Mức độ thường xuyên chia sẻ nội dung về gia đình của bạn trên mạng xã hội

303 responses



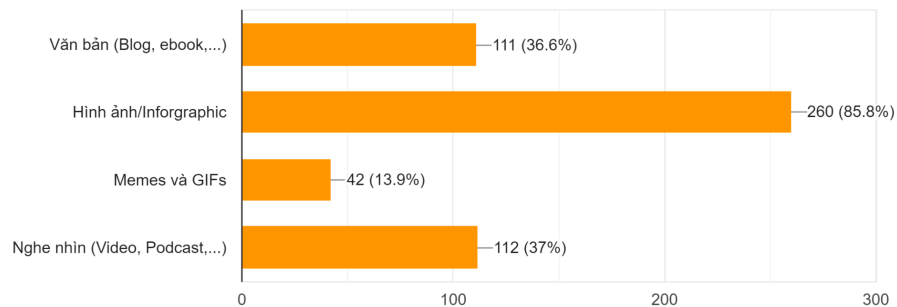
Bạn thường sử dụng nền tảng mạng xã hội nào để cập nhật, chia sẻ và lưu trữ những khoảnh khắc gia đình? (Chọn tối đa 2 đáp án)

303 responses



Bạn thường sử dụng những hình thức nào để cập nhật, chia sẻ và lưu trữ khoảnh khắc gia đình trên mạng xã hội? (Chọn tối đa 2 đáp án)

303 responses



Appendix 2: Campaign estimated expenses

No.	Category	Detail	Quantity	Unit	Unit price	VAT	Amount
I. COMMUNICATION CAMPAIGN							
1	Advertising		10	post	100.000 VNĐ		1.000.000VNĐ
2	Minigame		1	Pack	500.000 VNĐ		500.000VNĐ
II. EVENT							
VENUE							
1	Event location	Includes event counter area and acoustic area	1	Pack	33.000.000VNĐ		33.000.000 VNĐ
SET-UP							
1	Interactive board "NHÀ"	1.8m x 1.2m	1	Pcs	1.200.000 VNĐ	96.000 VNĐ	1.296.000 VNĐ
2	Photobooth	2.4m x 2.4m	1	Pcs	2.000.000 VNĐ	160.000 VNĐ	2.160.000 VNĐ
3	Standing wooden mailbox		1	Pcs	250.000 VNĐ	20.000 VNĐ	270.000 VNĐ
4	Mailbox "Gửi nhà chân tình"		1	Pcs	168.000 VNĐ	26.880 VNĐ	181.440 VNĐ
5	Labor setup and teardown		1	Pack	300.000 VNĐ	24.000 VNĐ	324.000 VNĐ

6	Board frame		2	Pcs	250.000 VNĐ	40.000 VNĐ	540.000 VNĐ
7	Acoustic	Speaker Sound Card Connecting wire Calibrator Soundman	1	Pack	5.800.000 VNĐ		5.800.000 VNĐ
HUMAN RESOURCES							
6	Event Team		1	Pack	2.000.000 VNĐ		2.000.000 VNĐ
7	Supporter		1	Pack	825.000 VNĐ		825.000 VNĐ
8	Photographer, Filming		1	Pack	500.000 VNĐ		500.000 VNĐ
9	Acoustic Band		1	Pack	4.000.000 VNĐ		4.000.000 VNĐ
ACTIVITIES							
MESSAGE MAILBOX							
20	Letter	400 pcs/pack	1	Pack	46.000 VNĐ	3.680 VNĐ	49.680 VNĐ
MAILBOX "GỬI NHÀ CHÂN TÌNH"							
22	Letter	Light color kraft paper	150	Pcs	4.000 VNĐ	48.000 VNĐ	648.000 VNĐ
24	Paper bags	Size 20x14cm	150	Pcs	1.400 VNĐ	16.800 VNĐ	226.800 VNĐ
25	Gift	Types of confectionery	1	Pack	1.000.000 VNĐ	80.000 VNĐ	1.080.000 VNĐ
INTERACTIVE BOARD "NHÀ"							
21	Sticky note	100 pcs/pack	4	Pack	9.000 VNĐ	2.880 VNĐ	38.880 VNĐ

ACOUSTIC							
26	Gift		3	Pcs	100.000 đ	32.000 đ	324.000 đ
LOGISTIC							
27	Logistic	F&B for groups, travel expense support	1	Pack	500.000 VNĐ	40.000 VNĐ	540.000 VNĐ
28	Organizer card	Print card + lanyard	10	Pcs	15.000 VNĐ	12.000 VNĐ	162.000 VNĐ
29	Sending mail (Envelope + postage stamp)		1	Pack	1.000.000 VNĐ	80.000 VNĐ	1.080.000 VNĐ
30	Glue Guns		1	Pcs	48.000 VNĐ	3.840 VNĐ	51.840 VNĐ
31	Glue stick for glue gun		5	Pcs	2.500 VNĐ	1.000 VNĐ	13.500 VNĐ
32	Construction tape measure		1	Pcs	20.000 VNĐ	1.600 VNĐ	21.600 VNĐ
33	Cloth tape	6 pcs/pack	1	Pack	119.000 VNĐ	9.520 VNĐ	128.520 VNĐ
34	Pen		80	Pcs	1.500 VNĐ	9.600 VNĐ	129.600 VNĐ
35	Offerings		1	Pack	500.000 VNĐ	40.000 VNĐ	540.000 VNĐ
36	LED headlight		2	Pcs	258.000 VNĐ	41.280 VNĐ	557.280 VNĐ
37	Candle	50 pcs	1	Pack	72.000 VNĐ	5.760 VNĐ	77.760 VNĐ
38	Glass cup		30	Pcs	102.750 VNĐ	8.220 VNĐ	110.970 VNĐ

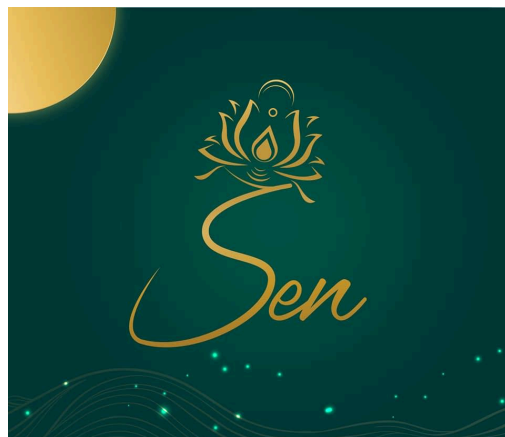
TOTAL NO TAX	61.094.000 VNĐ
TAX	797.520 VNĐ
Manage Cost 5%	3.054.700 VNĐ
Incurred cost 3%	1.832.820 VNĐ
TOTAL	66.779.040 VNĐ

Appendix 3: Acoustic night song list

No.	Name
1	Khi em lớn
2	Hôm nay con bận rồi
3	Sao cha không
4	Ước mơ của mẹ
5	Cha
6	Mẹ
7	Cha và con gái
8	Mẹ tôi
9	Cho con được thay cha
10	Chưa bao giờ mẹ kể
11	Cha già rồi đúng không
12	Bát cơm mặn

Appendix 4: Information of partnership units

Sen is a campaign of students at FPT Polytechnic College with 1.3k likes and 1.4k followers on Facebook.



Multimedia Communications - FPT University HCM is a media page of FPT University's multimedia industry with 3.5k likes and 4.1k followers.



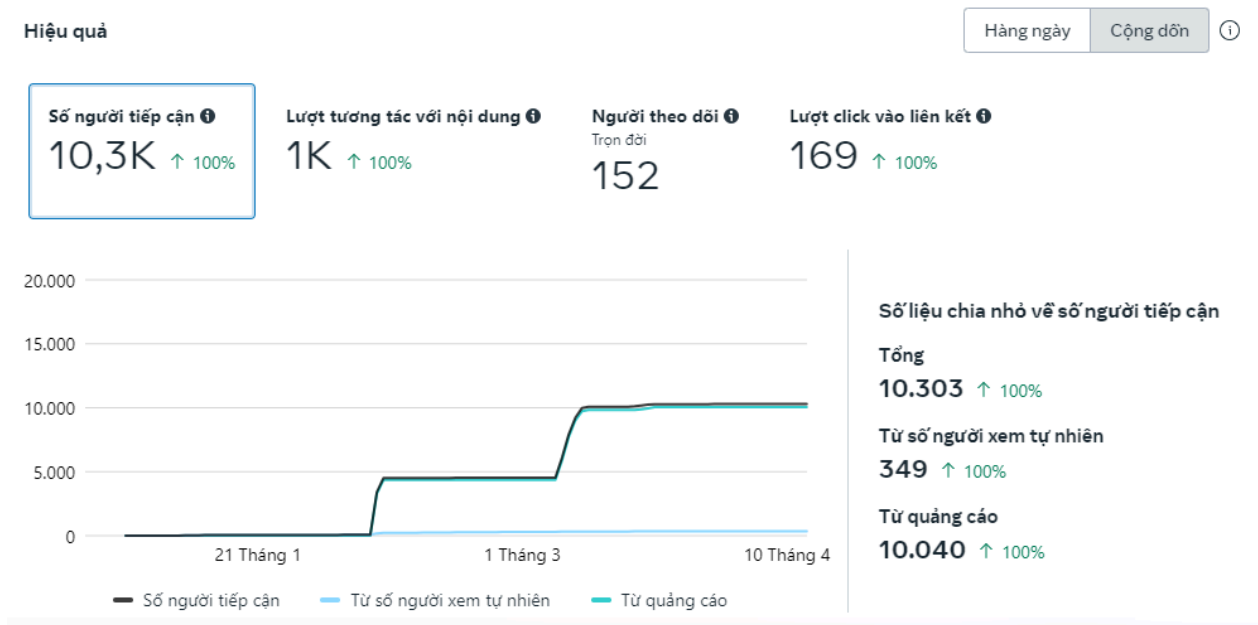
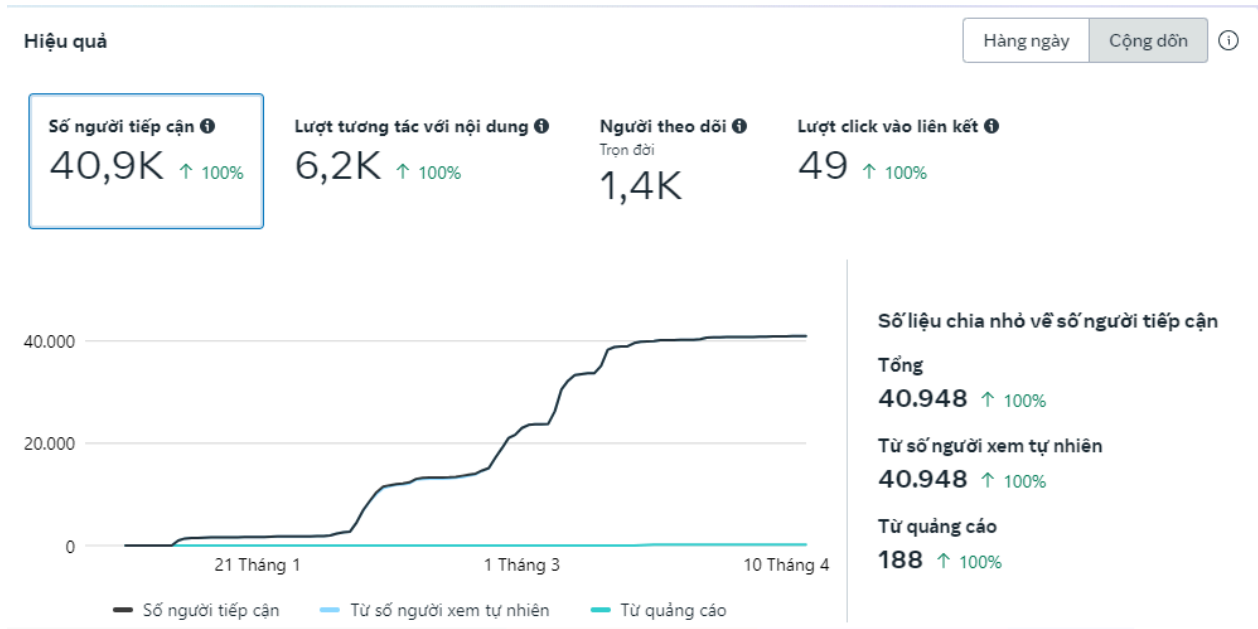
Yên Café is a business model of a relaxing space, a coffee shop with many experiential activities. The business has agreed to sponsor space at Yen Cafe for us to organize the event.



Appendix 5: “Hương Về Nhà” Interview series questions

No.	Question
1	Introduce about yourself and your family
2	Do you often share about your work/friends with your family? If so, why did you choose your family to share those topics?
3	What is a work/friends memory you share with your family?
4	If you had a message about family, what would you send to everyone?

Appendix 6: Data on communication channels



Lượt tiếp cận

Số lượt xem video

29.465

+29.5K (>999.99%) ↑

Đối tượng đã tiếp cận

23.271

+23.3K (>999.99%) ↑

Lượt xem hồ sơ

208

+208 (>999.99%) ↑

Số lượt xem video ⓘ

1 Th01 2024 - 13 Th04 2024



Tương tác

Lượt thích

647

+647 (>999.99%) ↑

Lượt chia sẻ

7

+7 (>999.99%) ↑

Lượt bình luận

34

+34 (>999.99%) ↑

Lượt thích ⓘ

1 Th01 2024 - 13 Th04 2024

