



**MINISTRY OF EDUCATION
AND TRAINING**

FPT UNIVERSITY

GRADUATION THESIS REPORT



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**REPORT NO.1: Introduction - Development -
Pre-Production**

1.1 Introduction - Development - Pre-Production

1.1.1 Introduction

According to our research, 10 years ago, on Tran Phu Street wich people often called "frame street" used to be dominated by Chu Lai frame workshop. All customers with the demand for painting frames at that time, chose Chu Lai as a prestigious location to provide the most diverse, fastest, and best picture frame items. Yet now, in looking back, it is only the glorious days in the past, what Chu Lai faced now is the decrease in sales, the saturation of the competitive industry. That is also the reason that we chose Chu Lai, bringing the name of this frame workshop back to its original position. To do that, understanding this business is inevitable.



1.1.2 Campaign name:

Revive Chu Lai frame workshop from the saturation of the frame manufacturing industry

1.2 Development stage:

It's never been easy to revive a company. Understanding that, we will try to do everything best to improve the company. The first is mourning the average daily turnover of the facilities, changing the company's communication channels, and running a media campaign. To do this, we need to know about online marketing, as well as mastery of design facilities to create the most attractive brand

image.

1.2.1 Problem definition

- Business overview

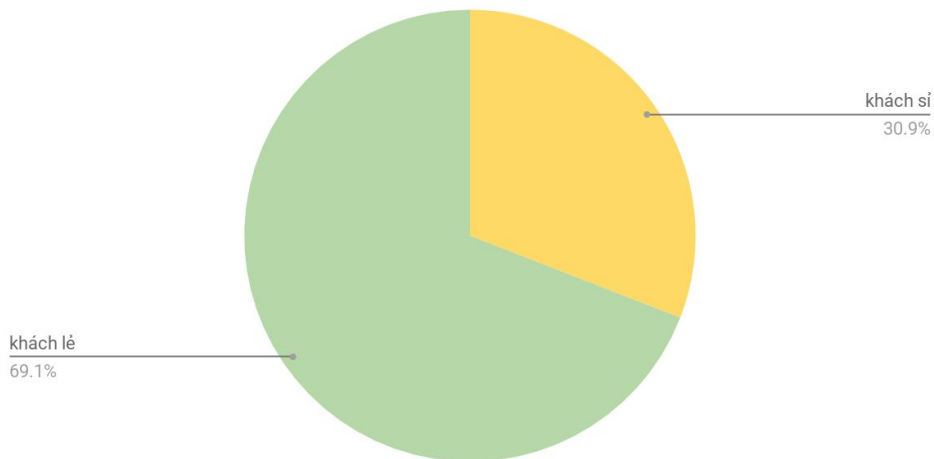
During the process of formation and development, the Chu Lai frame workshop went through many stages, responding to many new needs, understanding trends from time to time. The bloom of cross embroidery painting in 2012-2014 boosted the company's revenue, helping the company get a good profit in those years. However, any trends go down, followed by a serious decrease in sales of the Chu Lai frame workshop in the following years.

The two main customer groups of the company are those wishing to use the frame as a decoration. They use them to embellish the living space, enhance the value of art products such as pictures or souvenirs. Besides, there is a group of customers focusing on keeping their memories, certificates of merit as proof of self-worth.

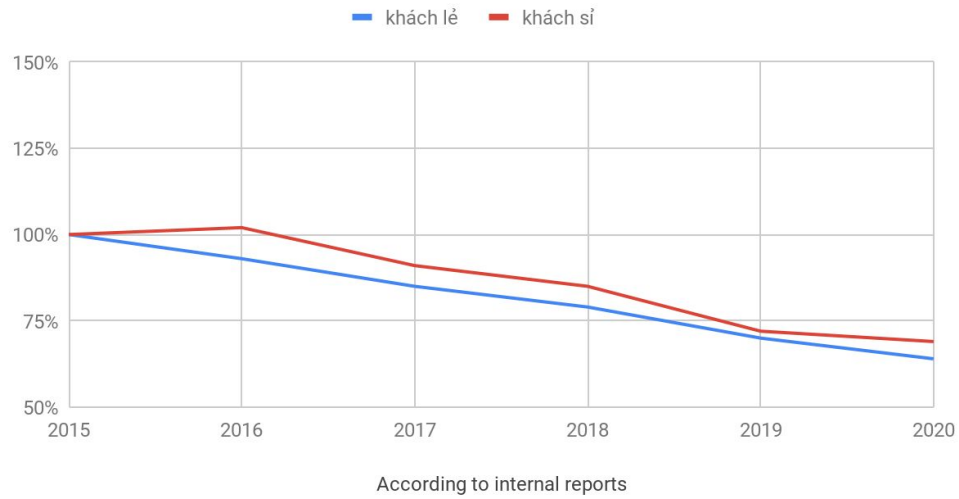
According to the company's statistics, the average revenue of two facilities of the Chu Lai company has decreased by up to 50% compared to the beginning of 2016. Specifically, the average revenue of both establishments is 20 million week's days and 40 - 50 million for weekends and *holidays. The drop in revenue and the rise in inflation have proved a serious problem for Chu Lai. At the same time, bear the burden of production cost, wages and struggling with the decreasing number of visitors due to CoronaVirus. That must be an alarming sign of the company's financial situation. What needs to be done now is to find a new trend, find new customers, and make profit.

Customer types

According to internal reports



Tỉ lệ doanh thu xưởng khung Chu Lai 2015 - 2020 so với năm 2015



1.2.2 Pre-Production

The first stage is the pre-period. We mainly focus on analyzing the company from limitations, advantages, or competitors. Understanding the company is critical to helping it grow. At the same time, plan and ideas about key messages for the campaign, for the change of communication channels such as website, fan page, Instagram. Moreover, prepare content for SEO posts, images for posts, and Facebook ads.

1.2.3 SWOT Analysis

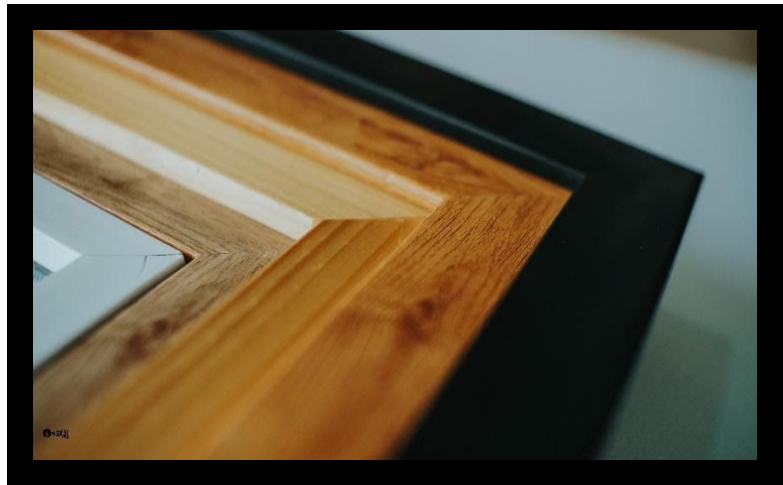
1.2.3.1 STRENGTH

Staff and product

With more than 10 years of experience, being one of the first enterprises to lay the foundation for the development of the farming industry, can not fail to mention Chu Lai's biggest strength lies in the level of workers which is extremely high and innovative, also the product's quality is always superior to the general premises. For more than a decade, from their skilled craftsmen, they have created unique styles of picture frames, mirror frames, custom frames, bringing value to the business while creating an extremely wide wave spread across the city.

Customer services

Enable to capture customer psychology. Chu Lai provides customers with the best services. The picture frame, when ordered, will be manufactured immediately, with an average waiting time of 10 minutes for each finished picture frame with glass and post. Thanks to that, buying picture frames becomes faster and more convenient than ever. Moreover, Chu Lai also has a door-to-door delivery service for customers who do not have time.



Based on more than 1 decade of experience, it is not difficult for our skilled craftsmen to give suggestions on the best, most beautiful frame with any art product.

Customizable

With over 200 frames available, you can choose the most suitable size. Don't be constrained by poor quality pre-made frames. These are frames designed to best suit the needs of the customer.

1.2.3.2 WEAKNESSES

First, in any type of business, there is a need for a key customer base. That's what Chu Lai lacks. Recently, Chu Lai only focuses on old customers, with old needs, does not expand, and does not focus on any kind of customers. This caused a serious delay in the number of visitors and the overall morale of the company.

Besides, not having a brand identity is an inherent weakness of Chu Lai. Inherently with the thought that the picture frame industry is dusty and practical. So the design of the signboard and logo also has very simple features and does not cause excitement. The change is extremely necessary because it is the brand identity, the first thing customers look at to evaluate the business.

Customers often come to Chu Lai after they have approached dozens of different framing factories - also direct competitors. How to minimize their access to other competitors is to define the purpose in advance for customers, is not to Tran Phu street to buy frames, but to Chu Lai to make a frame.

1.2.3.3 THREATS

Main rival groups:

1. Group of traditional frame factories (including Chu Lai frame workshop) : These are frame factories with long experience, high skills, good customer service, and low cost. But in terms of Marketing, SEO, and brand image extremely weak (almost none), leading to the backward and inaccessible subjects younger customers and losing customers old (familiar customers).
2. Group of retailers importing Chinese goods: This group usually sells ready-made, non-customizable, poor quality picture frames, often without experience and overview view. However, they run very effective ads, "instant noodles", so they also have a good number of customers, especially young customers.
3. Group of workshops painting combined with the frame: Although this group is not skilled but has an aesthetic taste, it is easy to reach out to customers who require art. At the same time on the media, they are also very popular with the artwork as a springboard.

COVID 19:

The pandemic situation is unpredictable and can lead to a decrease in the need for home decoration, delaying the graduation progress of many students, and the work progress of many domestic and foreign companies will most likely directly lead to a reduction in the need to purchase frames, photographs, and certificates of merit for related purposes.

=> This is an inevitable risk for the time being but the disease situation in Vietnam is already relatively under control so we will operate under the assumption of framework demand in HCMC in the second quarter of 2020. There will be a slight rise and return to normal levels in 2021.

Supply and demand

Due to bad weather as well as other objective factors, there may be a shortage of raw materials for frames imported from wood factories in different places, especially high-grade frames made from precious woods.

=> Currently the workshop has a relatively large amount of material for frame making available at the warehouse in Ho Chi Minh City, so this will not be a big problem in the near future.

The demand for new customers increasing through the campaign will surpass current production capacity thresholds.

=> If there is a case where the demand of the customer is too great, we can use the method of outsourcing production to the neighboring frame factories.

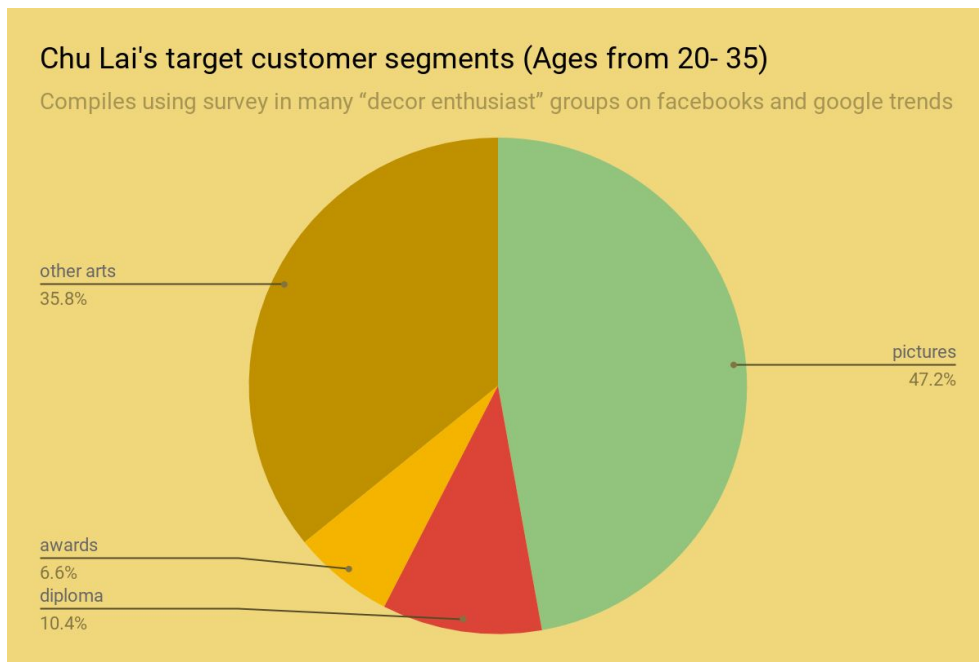
1.2.3.4 OPPORTUNITIES

In general, in the picture frame market in Ho Chi Minh City at present, It can be said that this is a narrow market that has not been fully exploited by any other manufacturers, importers, and retailers for different reasons (major rival groups). If we grasp this opportunity and carry out the communication most effectively, the production capacity and experience inherent in the Chu Lai Frame workshop will easily win for ourselves a sizable part of the framing industry currently in HCMC.

1.2.3.5 Target customer

Age: 20-35 years old

Regarding customer insight, the following is a chart showing customer tastes that we have surveyed. Since then give the right judgment to develop a key message for this communication campaign.



1.3 Communication Plan

1.3.1 MAIN COMMUNICATION CHANNEL AND KEY MESSAGE

1.3.1.1 Main communication channels:

Facebook:

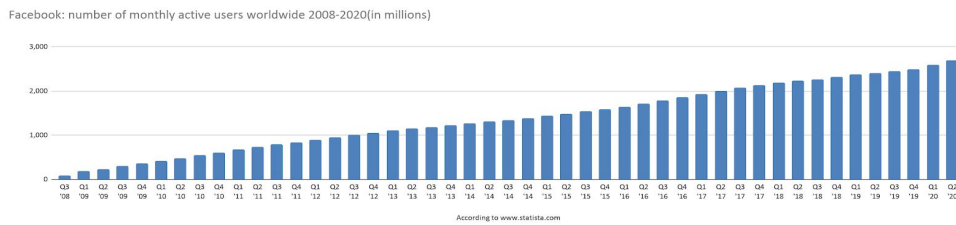


Figure 1 : According to statista.com

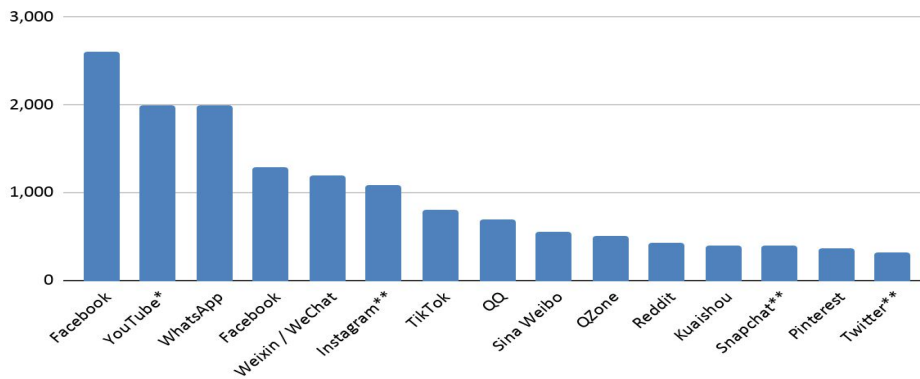
- The biggest social media site in the world with over 2.7 billion monthly active users in 2020 with the number of active users in VietNam is 45.3 million in 2019.
- 76% of 18–24-year-olds use Facebook and 84% of 25–30-year-olds use Facebook (according to <https://www.statista.com/> and <https://sproutsocial.com/>)
- Instagram and Facebook are connected. So it's easier to target your audience based on Facebook data. All budgeting and scheduling tasks, the setup and creation of ads are done through Facebook

Website:

- Add credibility. The 21st-century consumer is skeptical; in fact, 56% of people stated that they won't trust a business without a website. Having a good website instantly boosts your credibility as a legitimate business.
- Saving time. communicating with potential customers takes time. Your website can save you that time by providing answers to common and uncommon customer questions and inquiries
- A website acts as a platform for your messaging and shapes the online perception of your business in a way that your social media channels cannot provide.

Instagram:

Global social networks ranked by number of users 2020 (in millions)



According to www.statista.com

- According to Forrester, Instagram is the king of social media with a 4.21% engagement rate.
- In terms of ROI and cost, Instagram marketing returns the best results. It's effective and less time-consuming than other online marketing channels. (according to <https://www.statista.com/> and <https://sproutsocial.com/>)
- Instagram and Facebook are connected. So it's easier to target your audience based on Facebook data. All budgeting and scheduling tasks, the setup and creation of ads are done through Facebook

1.3.1.2 Key message:

"Keeping memories, elevating arts"

- **Message style:**

Emotional

- **Main ideas:**

Help Chu Lai reach out to new customers easier. Change and reinforce the image and brand with the message of *enhancing the value of art* and *keeping memories*. These are also the two main groups of products that Chu Lai targets, one is the group of customers who often make personal pictures and certificates of merit to keep memories. The other is art people for decorative purposes, this key message will help reach both subjects.

1.3.2 DETAILED PLANS

Step 1: Analysis and evaluation of existing media channels

- About the website, this is the website that has existed for a while. Thus carry with it a very outdated design language and visual. Therefore, the reach and effectiveness of this website are not as effective as it can be. That is the reason why we will completely change the website, the new website will have a wooden theme combined with a minimalist design philosophy to make the website more eye-catching and friendly, thereby attracting customers. At the same time, emphasizing that being able to customize the picture frame is one of the special features of Chu Lai.

- Regarding fan page, Chu Lai currently has only 1 fan page, "Full Body Mirror", absolutely no brand image, this cannot be considered as the main fan page of the company. While the reach and customer conversion rate are still fairly steady plus it doesn't maintain frequent posts. Therefore, we will create a new fan page, use a common theme, post posts to promote the brand on this world's No. 1 social networking platform.
- Instagram, this has never been the main goal of Chu Lai, but to reach young customers and to avoid any future dispute/ complication, owning an Instagram account is a necessity.

Step 2: Content Creation and SEO

- We will write an article about tips, home decoration instructions, related to picture frames. That will help to attract more visitors to the website and fan page. Then insert the keywords, SEO articles to install the product, Chu Lai brand. All articles will be posted regularly on the fan page and website. In terms of images, frames, finished products, frame batches will be taken to beautify the brand on Instagram.
- Catching the trend of learning about "stories in the profession" or "only people in the profession know", we will embark on the implementation of 30s TVC on the steps to form a picture frame, this TVC will be a big boost. for media campaigns

Step 3: Run targeted ads

Summarize

The niche with few advertisers => the cost of running the ads (pay per click) will be relatively low because it is not competitive (bid keywords) with too many sellers.

Due to the characteristics of the customer audience, the advertisement will likely be more accessible on mobile means => visual-oriented advertising posts (Image must be beautiful, eye-catching).

To facilitate the production and transportation process of customers who only focus on HCM City,

Ads are divided into 2 main groups (in each group there will be separate ads to serve research analysis and perfect)

- Ads A: Targeted at customers who prefer the beauty and home decoration
- Ads B: Targeted at customers with qualifications need to enhance the value of itself attract attention to the qualifications

After each 10-day cycle, mastering the effectiveness of test ads will be synthesized and analyzed to find the most effective form

Details

Ads A

- **Demographic:** young audience, densely populated area, university
- **Psychographic Area:** Objects have just searched for decorations (study table, bookshelf, lamp, flower vase, art tools ...)
- **Target keywords** picture frame, Cute picture frame, beautiful picture frame, home decoration...
- **Pictures:** Beautiful picture frames, beautiful, simple frames, ...
- **Texts:** Beautiful, cheap, handmade, custom frames ...

Ads B

- **Demographic:** private objects Young and middle-aged people, densely populated areas, corporate areas, university campuses.
- **Psychographic:** subjects who like to buy luxuries of wood decoration products, and students at the end of the semester.
- **Target keywords:** Certificate of merit, custom frame, handmade frame, pattern frame, wooden certificate frame, ...
- **Pictures:** All kinds of luxurious, elaborate, elaborate frames ...
- **Texts:** Creating value, enhancing social status, attracting attention, premium materials, ...

Step 4: Target results and Evaluation

1.3.2 TARGET

For total revenue growth, we aim to increase revenue by 210% for total 2 the workshop is operating.

In terms of media goals, we set out 4 big goals:

- Increase mentions about Chu Lai brand every month by 12.5%
- Increase traffic for website and fan page by 22%
- An increasing number of followers increase the number of followers on channels. media to 33%
- Increase discussions, repost, customer feedback to 9%

1.3.3 EVALUATION TOOLS

1. Brand mention and recognition (reach): Googles trends, keyword research tools, and Facebook business tools
2. The number of likes and comments: Compile base on the actual number of fan pages and website
3. Sales and Profit: base on company internal reports
4. Conversion rate: compile base on the reach and sales statistics
5. Market expansion rate: Googles trends, keyword research tools, and Facebook business tools

1.3.4 BUDGET and Person in charge

	work	Performer	Duration	amount (VND)
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1	Redesign Web pages	Outsourced	September 24	8,000,000
2	Research and planning	Thanh Binh	September 18 - September 24	7,000,000
3	Shoot and edit TVC	Van Truong		
4	New Products lookbooks	Van Truong	September 24 - October 22	
5	Created Facebook, Instagram and maintained all media channels	Thanh Binh	September 24 - December 11	
6	Copywriting (all media channels)	Van Truong	October 22 - December 11	
7	SEO management	Thanh Binh	October 22 - December 11	5,000,000
8	Run, evaluate and refine Ads	Thanh Binh	October 22 - December 11	
Total				20,000,000

1.4 TIMELINE AND PROGRESS

1.4.1 Timeline

We ek	Phase	Work	Objective
1	RESEARCH	Target customers	Find out who is the main target customer
2		Main communication channels	Decide which media channels to use to get the best effects
3		Key message	Decide on the main message that this campaign going to deliver to the customer

4		Main Theme	Decide on the central visual on which the campaign is build upon
5	PRE-PRODU CTION	Posting tools	Create main non website media channels
6		Contents ideas	Brainstorm posts ideas base on the key message
7		Media production tools	Acquire production equipments
8		Funding	Propos the plan to the CEO and ask for funding approval
9	PRODUCTIO N	Contents	Write the contents required for posts on fan pages
10		Media	Takes new pictures of products, make TVC
11		Posting fan pages	Using created content and media posting it on media channels at the appropriate time, formmat, and wording
12		Ads	Create and run several ads simultaneously
13		Evaluate and adjustment	Basses on the feedback adjust the posts and refining the agorism of ads
14	EVALUATIO N	KPI	Base on the KPI set at the beginning grade the result got from the campaign
15		Lesson learned	Learn from the results and implement those experiences in future campaigns

1.4.2 Progress

- About the progress and task list, please refer to the Gantt chart attached below.

Communication campaign: Reviving Chu Lai frame workshop from the saturation of picture frame manufacturing

1.4.3 REPORT TIMELINE

week	work	Performer	Duration
1	Redesign Web pages	Outsourced	September 24
2	Research and planning	Thanh Binh	September 18 - September 24
3	New Products lookbooks	Van Truong	September 24 - October 22
Report 1			
1	Redesign Web pages	Outsourced	September 24
2	Shoot and edit TVC	Van Truong	
3	New Products lookbooks	Van Truong	September 24 - October 22
4	Created Facebook, Instagram and maintained all media channels	Thanh Binh	September 24 - December 11
5	Copywriting (all media channels)	Van Truong	October 12 - December 11
6	Monitoring all media channels	Thanh Binh	September 24 - December 11
Report 2			
1	Redesign Web pages	Outsourced	September 24
2	Created Facebook, Instagram and maintained all media channels	Thanh Binh	September 24 - December 11
3	Copywriting (all media	Van Truong	October 22 - December 11

	channels)		
4	Shoot and edit TVC	Van Truong	
5	Monitoring all media channels	Thanh Binh	September 24 - December 11
Report 3			
1	Redesign Web pages	Outsourced	September 24
2	Created Facebook, Instagram and maintained all media channels	Thanh Binh	September 24 - December 11
3	Copywriting (all media channels)	Van Truong	October 22 - December 11
4	Monitoring all media channels	Thanh Binh	September 24 - December 11
Report 4			

1.4.4 PRODUCTION RISKS

- Equipment: For this project, we will be using our own equipment including cameras, vehicles, frames, studio, and backdrop,... To minimize this risk we had prepared a list of contacts that we can borrow and/or rent all the required pieces of equipment.
- Weather: most of our productions will be happening indoor thus weather should not be a very big issues
- Partners: In the case of our partner miss the deadline or can't deliver the products at an acceptable level we are prepared to work twice as hard as well as invite other outside helps to finish the projects on time
- Funding: our initial estimated fun is 20.000.000 VND but incases of the cause of production exceeded that amount we have contacted the company and asked for an extra 10.000.000 VND for redundancies
- Accidents:

1.4.5 Pre-production requirements

Human resources

The group consists of two people: me, Cao Van Truong, and Nguyen Quoc Thanh Binh are the two main human resources. Mr. Binh will be in charge of marketing, analytics, and management jobs. Van Truong will be in charge of production including designing publications, TVC, photographing products, and managing the direction of the campaign. Moreover, Ms. Phuong also supports questions, knowledge gaps. Some external friends support web and content difficulties.

Resources needed

Analysis of the company's customers, spending statistics for analysis, source web code to revise the website. Seo keywords about picture frames, websites, media channels of foreign frame brands.

Deliverables

- New products lookbook of over 400 products

Customer

- Please refer to [Target Customer](#)

Sale Kit:

- Photos of frame products, photos
- TVC 30s on the production process of painting frames

Location:

- 95 Tran Phu P4 Q5
- 111 Tran Phu P4 Q5

REPORT NO.2: PRODUCTION STAGE

2.1 PLANNING & KPI

2.1.1 Redesign Web pages

Completely redesign and redo the website in 3 months with the help of an extra web developer we hire with a budget of 3.000.000 VND

2.1.2 Research and planning

Finish up the information gathering and research phase in the first 2 weeks and then go to the planning phases in week 3 finally put it into action from week 4. (For the specific, please refer to [report-1](#))

2.1.3 Shoot and edit TVC

Filming footage about the process of creating a perfect picture frame at Chu Lai factory. Aiming to reach over 1000 views and bring more customers to the company.

2.1.4 New Products lookbooks

In 8 weeks

- take individual pictures of over 400 products to set as product icons for our website.
- Take 40 compositions/artsy pictures to use in advertisement and fan pages.

2.1.5 Copywriting

- **Facebook**

Write up to 5 posts per week for the first 2 weeks and then 3 posts until the end of the campaign (Short form, intended to draw in the customer)

- **Website**

Write 1 post per week (long-form, intended to educate, keep the customer interested)

2.1.6 Media management

2.1.6.1 Facebook

- Setup this new media channel to fit with the agreed-upon main theme (logo, profile picture, profile information, buttons,...)
- 4 posts per week for the first 2 weeks and then 3 posts per week till the end of the campaign (all with original pictures, designated hashtags, and SEO)

2.1.6.2 Instagram

- 1 new picture per day with designated hashtags (#)

2.1.6.3 website

- Continue to check in with the developer on the progress of the main website and give feedback on the website to make sure it is up to standard.

2.1.7 Run, evaluate and refine Ads

2.1.7.1 Create and run

Create and run 10 different ads divided evenly between 2 ads groups with a budget of 5.000.000 VND

Ads A

- **Demographic:** young audience, densely populated area, university
- **Psychographic Area:** Objects have just searched for decorations (study table, bookshelf, lamp, flower vase, art tools ...)
- **Target keywords** picture frame, Cute picture frame, beautiful picture frame, home decoration...
- **Pictures:** Beautiful picture frames, beautiful, simple frames, ...
- **Texts:** Beautiful, cheap, handmade, custom frames ...

Ads B

- **Demographic:** private objects Young and middle-aged people, densely populated areas, corporate areas, university campuses.
- **Psychographic:** subjects who like to buy luxuries of wood decoration products, and students at the end of the semester.
- **Target keywords:** Certificate of merit, custom frame, handmade frame, pattern frame, wooden certificate frame, ...
- **Pictures:** All kinds of luxurious, elaborate, elaborate frames ...
- **Texts:** Creating value, enhancing social status, attracting attention, premium materials, ...

2.1.7.2 Evaluate

- Look at the statistic of each of the ads and pick out the best ones and create new ads based on that

2.1.8 New Logo

Creating a logo bearing bold core values of Chu Lai, emphasizing the appearance of the company. Create credibility for the company's image

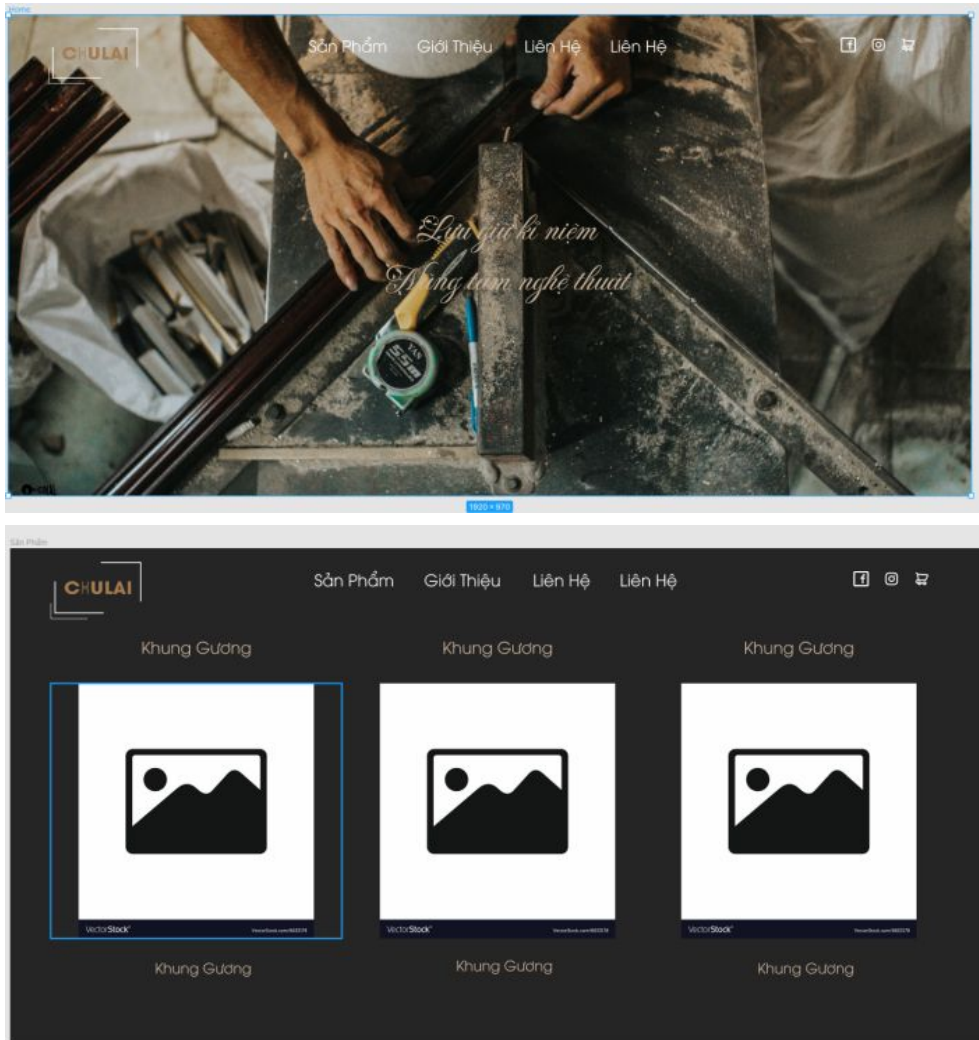
2.2 ACTUAL PROGRESS

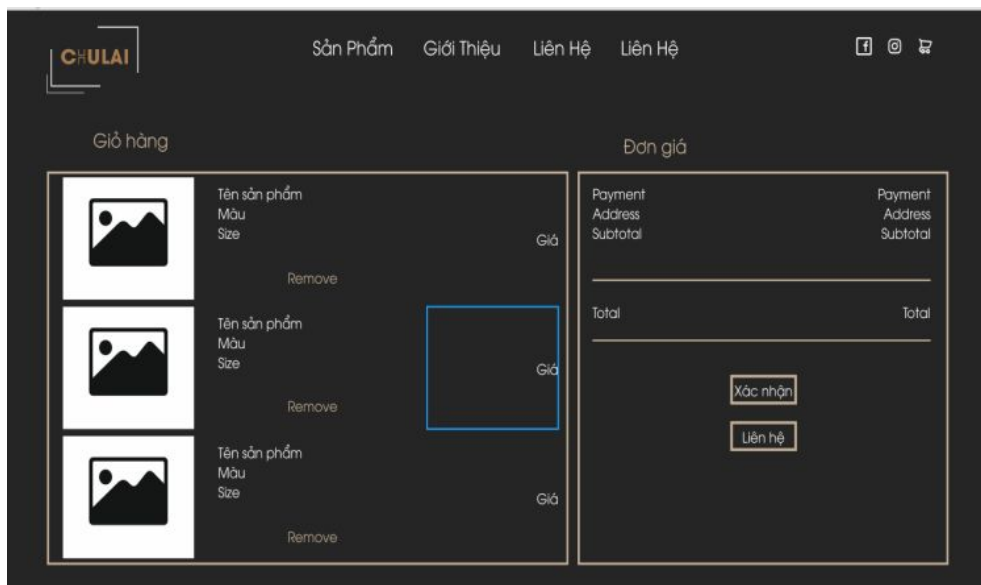
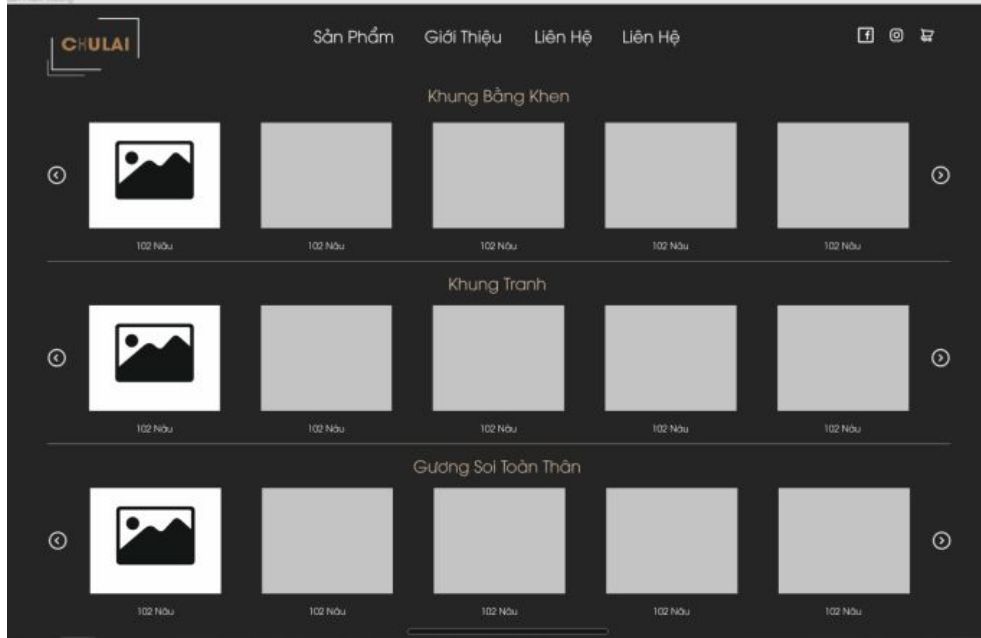
2.2.1 Redesign Web pages

It soon came to aberrant that we would not be going to have enough manpower to complete this monumental task within the specified time. Thus we settle on creating a mock website (without a back-end) to serve as a demonstration and also employ an extra designer to help us figure out the layout of the pages.

Then til now we have had 5 meetings with the designer team and has complete the design of the website and move on to the implementation

Here is the current design for our website.







2.2.2 Research and planning

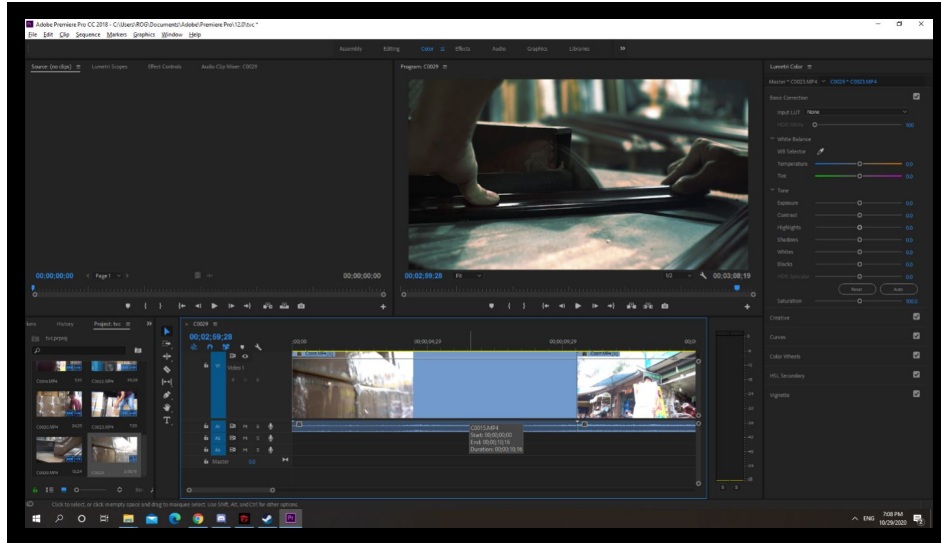
Because of the niche nature of our products our data set is pretty limited so we have to be creative with our research method which includes 6 steps.

1. We use the company internal database to determine the target audience (age, vocation, interest)
2. Then through that we determined what channel they usually use and which group they belong to.
3. We insert our self in those group and find out what they like and dislike through comments, like and share on those group posts
4. Afterward, we compile this information back into what our audience interested in and get hook by
5. Base on that we create our posts, pictures, and ads
6. Back to step 4

And we finished our initial research on schedule. But there was a bit of a setback when we found out that our plan to use the new website as the new selling platform was delayed and may not be finished until February, because of that we decided to use our Facebook fan page itself as our main selling platform for now. And so we make slight changes to our plan which mean we have to do extra research on how to effectively advertise and sell directly on social media platforms such as Facebook.

2.2.3 Shoot and edit TVC

About 30 footage has been recorded. However, there is no interesting footage needed for the. It needs more complicated orders, and requires many stages of manufacturing to show the sophistication and meticulousness of the company's machining. Since then, it is emphasized that Chu Lai's value lies in its always top quality.



2.2.4 New Products lookbooks

With more than 300 frames, categorizing to suit different groups of customers is an extremely difficult requirement. Requires consultation of craftsmen and customer inquiries based on products available at the company. The photos that we aim to both bring to customers the actual product image and create eye-catching beauty for the overall image of the company. We focus heavily on unique products, demonstrating Chu Lai's processing skills, creating new demands, and welcoming new customers.



DSC04499



DSC04518



DSC04603



DSC04648



DSC04657



DSC04700



DSC04723



DSC04744



DSC04760



217-đỏ



217-vàng



218-vàng



316-trắng-vàng



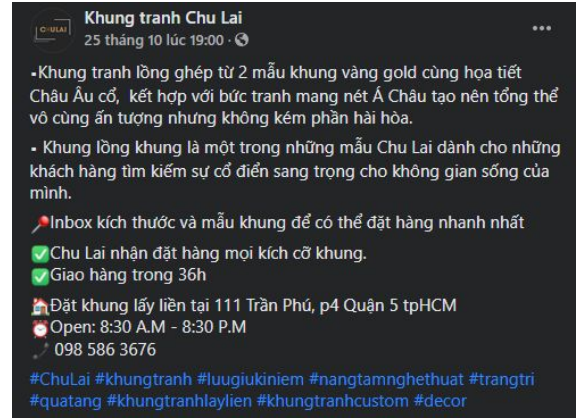
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316-vàng

2.2.5 Copywriting

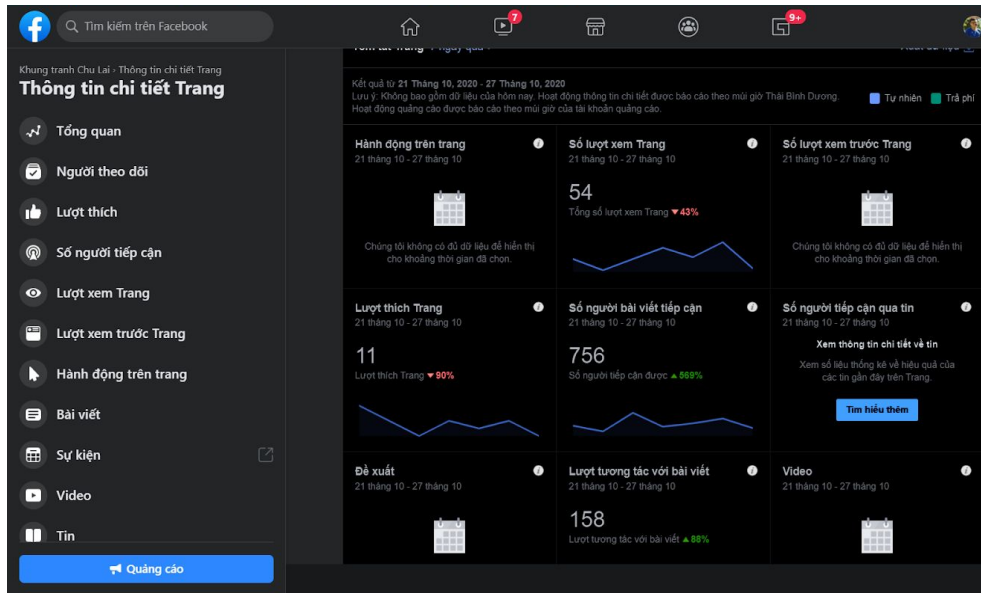
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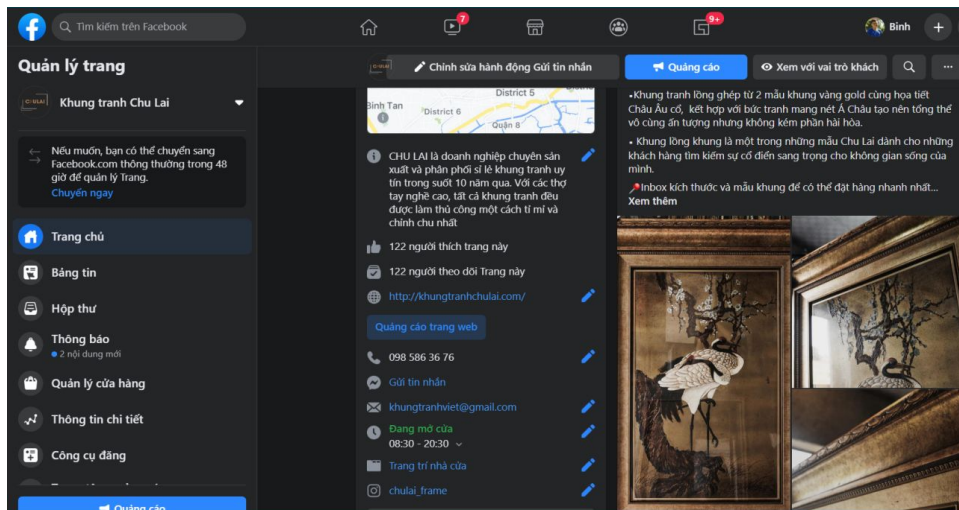
2.2.6 Media management

2.2.6.1 facebook

We created our Facebook fan page on the 15 of Oct and until now we have posted a total of 7 posts and gather more than 750 organic interaction (we have yet to run any paid advertisement)



The reason we haven't run any advertisements is that our new lookbooks are still incomplete and so if we paid to pull the audience's attention to our fan page right now wouldn't be effective because they would not be able to see individual products.



Facebook interface showing the 'Quản lý trang' (Page Management) section for 'Khung tranh Chu Lai'. The left sidebar contains navigation options: Trang chủ, Bảng tin, Hộp thư, Thông báo, Quản lý cửa hàng, Thông tin chi tiết, and Công cụ đăng. The main content area includes:

- Khởi thảo tối đa Trang kinh doanh:** A section encouraging users to update their business information.
- Mời bạn bè thích Trang:** A section to invite friends to like the page, listing users like Trần Thị Thu Vân, Khanh Nguyen, and Thuỳ Nguyễn.
- Thông tin chi tiết:** A section showing page statistics for the last 28 days.
- Post:** A post by Ngọc Phương about the business, mentioning 10 years of experience and listing services like custom frames and photo printing.

Facebook interface showing the 'Quản lý trang' section for 'Khung tranh Chu Lai'. The main content area includes:

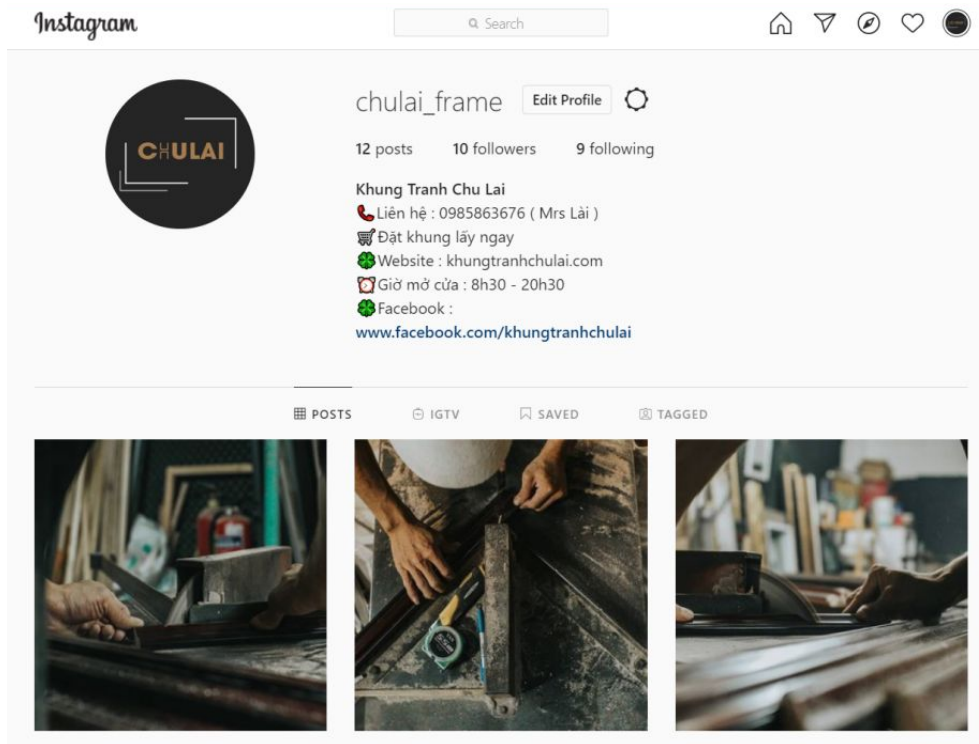
- Chỉnh sửa hành động Gửi tin nhắn:** A section for managing message actions.
- Tham gia:** A section for joining groups, listing 'Những người yêu Quán' and 'Những người yêu Quán'.
- Ảnh:** A gallery of images showing various frame designs and products.
- Tính minh bạch của Trang:** A section for page transparency.
- Post:** A post by Văn Trường about a contest or promotion, mentioning a prize and a deadline.

Facebook interface showing the 'Quản lý trang' section for 'Khung tranh Chu Lai'. The main content area includes:

- Map:** A map showing the location of the business in Binh Tan, District 6, Quận 8.
- Post:** A post by Bình Nguyễn with a quote: "Cha mẹ quên mẹ mày rồi!!!! Cha mẹ sẽ lấy người khác. Mày sẽ ở với đi ghê." and a photo of a person.
- Post:** A post by Bình Nguyễn with a quote: "Thằng Huy Mập chung lớp nhà trẻ với tôi đang há hê chọc tức tôi chỉ vì tôi ăn cái bánh bao cuối cùng nó định ăn. Không cần nói lời nào hay chọc lóc như bao đứa trẻ khác, tôi nhẹ nhàng tới gần nó và "phép"- đứng vậy, tôi cần nói! Tôi phải cần cho nó tỉnh ra, không thể để nó ăn làm nó ngu ngơ như vậy được. Tại sao có thể nó ra những điều vô lý đó với một cô gái đáng yêu như tôi được... Xem thêm"

2.2.6.2 Instagram

Also on Oct 15, we created our Instagram account with the name ChuLai_frame and have posted 12 original pictures



But like with our Facebook fan page we still haven't run ads.

2.2.7 Run, evaluate and refine Ads

2.2.7.1 Create and run

The reason we haven't run any advertisements is that our new lookbooks and website are still incomplete and so if we paid to pull the audience's attention in right now it wouldn't be effective because they would not be able to see individual products and purchase them.

But we had set up all the infrastructure and funding needed as well as created the ads itself which are going to be put in action as soon as our products album is complete.

Google Ads Overview for Campaign: Chu Lai ads

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview

Ad group status: All Campaign: Chu Lai ads

Clicks: 6 Impressions: 43 Avg. CPC: ₫8.9K Cost: ₫53.4K

Keywords

Searches

Google Ads Ad groups for Campaign: Chu Lai ads

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Ad groups

Ad group status: All but removed

Ad group	Status	Ad group type	Clicks	Imp.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Khung bảng	Campaign paused	Standard	0	0	-	-	₫0	0.00	₫0	0.00%
Khung tranh	Campaign paused	Standard	6	43	13.95%	₫8.9K	₫53,374	0.00	₫0	0.00%
Total A.			6	43	13.95%	₫8.9K	₫53,374	0.00	₫0	0.00%

Reporting is not real-time. Time zone for all dates and times: (GMT+07:00) Indochina Time. Learn more

Google Ads Settings for Campaign: Chu Lai ads

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Settings

- Campaign name: Chu Lai ads
- Campaign status: Paused
- Goal: Website traffic
- Networks: Google Search Network
- Locations: Vietnam (country)
- Languages: Vietnamese
- Budget: ₫150,000/day
- Bidding: Maximize clicks
- Start and end dates: Start date: October 26, 2020 End date: Not set
- Conversions: Account-level conversions setting
- Ad rotation: Optimize: Prefer best performing ads
- Campaign URL options: No options set
- Dynamic Search Ads setting: Get automated search targeting and customized ad headlines based on your website
- IP exclusions: No exclusions set

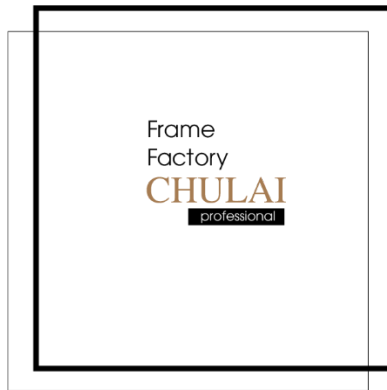
2.2.7.2 Evaluate

Though not yet officially run any ads but on Friday 23th Oct we have had a trial run with one of the ads for 2hrs with a respectable result of 43 views and 6 clicks which means that we have a conversion rate of almost 20%.

2.2.8 New Logo

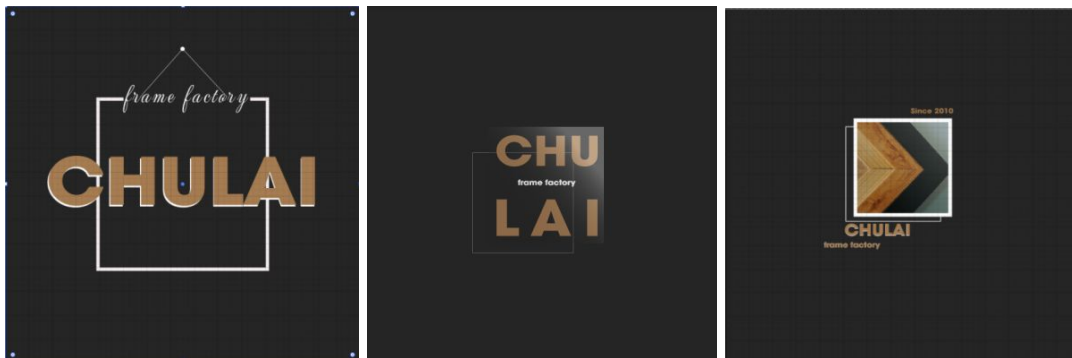
Creating a new logo for a company is a very difficult task for non-designers like me. Applying the knowledge I have learned, and understanding the interests of the CEO, I tried to create a simple yet attractive Logo, at the same time expressing the company's meaning.

First, with the minimalism design theme, I made the following logo very quick:



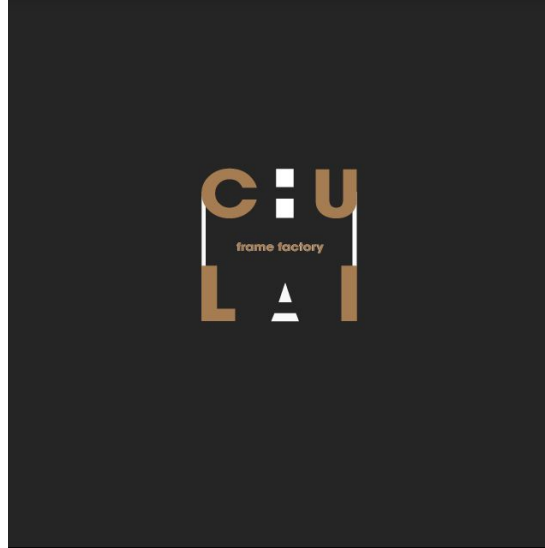
After receiving suggestions from teachers, we realized that this logo did not make an impression on the company's name, and also encountered basic design errors. I decided to redesign.

Some logo options :



The last idea is Negative Space. I know this is a very risky decision because to be able to design in this style I need to have creative thinking about images and characters. However, because I was very impressed with this design style, I decided to try it.

This is the most likely option. :



However, the problem is the stylized letter H so that it is easy to understand, to avoid confusing the company name. This took me a lot of time to experiment because the letter H was inherently difficult to emphasize.

Here's the next option:



And finally, after a hard time designing, we agreed on one last option.



Logo of Chu Lai Limited

This logo both represents the true Negative Space design style, while putting the brand name in a 3-dimensional frame, but not confined but very "open". Plus the whole background will be transparent so it will convey the message well: the frame of the future will take care of every need, every picture you have.

2.3 Reflection

Right now, we are lacking in actual images of the products. Because this has to be based on the store's existing product supply. At the same time, choosing products that are beautiful enough and demonstrate the company's production techniques is extremely difficult

REPORT NO.3: PRODUCTION (PHASE 2)

3.1 PLANNING & KPI

3.1.1 Redesign Web pages

Completely redesign and redo the website in 3 months with the help of an extra web developer we hire with a budget of 3.000.000 VND

3.1.2 Research and planning

Finish up the information gathering and research phase in the first 2 weeks and then go to the planning phases in week 3 finally put it into action from week 4. (For the specific, please refer to [report-1](#))

Afterward, continue with the near real-time feedback's data analysis and make adjustments to the Facebook and ads algorithm

3.1.3 Shoot and edit TVC

Filming footage about the process of creating a perfect picture frame at Chu Lai factory. Aiming to reach over 1000 views and bring more customers to the company.

3.1.4 New Products lookbooks

In 8 weeks

- take individual pictures of over 400 products to set as product icons for our website.
- Take 40 compositions/artsy pictures to use in advertisement and fan pages.

3.1.5 Copywriting

- **Facebook**

Write up to 5 posts per week for the first 2 weeks and then 3 posts until the end of the campaign (Short form, intended to draw in the customer)

- **Website**

Write 1 post per week (long-form, intended to educate, keep the customer interested)

3.1.6 Media management

3.1.6.1 Facebook

- Setup this new media channel to fit with the agreed-upon main theme (logo, profile picture, profile information, buttons,...)

- 4 posts per week for the first 2 weeks and then 3 posts per week till the end of the campaign (all with original pictures, designated hashtags, and SEO)

3.1.6.2 Instagram

- 1 new picture per day with designated hashtags (#)

3.1.6.3 website

- Continue to check in with the developer on the progress of the main website and give feedback on the website to make sure it is up to standard.

3.1.7 Run, evaluate and refine Ads

3.1.7.1 Create and run

Create and run 10 different ads divided evenly between 2 ads groups with a budget of 5.000.000 VND

Ads A

- **Demographic:** young audience, densely populated area, university
- **Psychographic Area:** Objects have just searched for decorations (study table, bookshelf, lamp, flower vase, art tools ...)
- **Target keywords** picture frame, Cute picture frame, beautiful picture frame, home decoration...
- **Pictures:** Beautiful picture frames, beautiful, simple frames, ...
- **Texts:** Beautiful, cheap, handmade, custom frames ...

Ads B

- **Demographic:** private objects Young and middle-aged people, densely populated areas, corporate areas, university campuses.
- **Psychographic:** subjects who like to buy luxuries of wood decoration products, and students at the end of the semester.
- **Target keywords:** Certificate of merit, custom frame, handmade frame, pattern frame, wooden certificate frame, ...
- **Pictures:** All kinds of luxurious, elaborate, elaborate frames ...
- **Texts:** Creating value, enhancing social status, attracting attention, premium materials, ...

3.1.7.2 Evaluate

- Look at the statistic of each of the ads and pick out the best ones and create new ads based on that

3.1.8 New Logo

Creating a logo bearing bold core values of Chu Lai, emphasizing the appearance of the company. Create credibility for the company's image

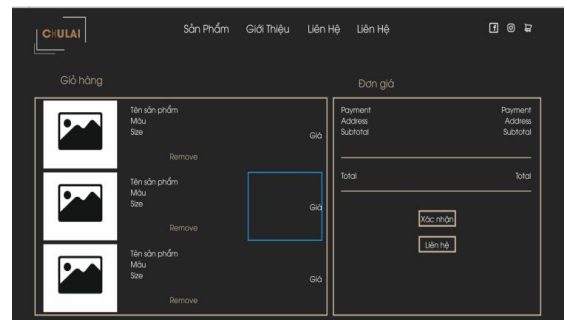
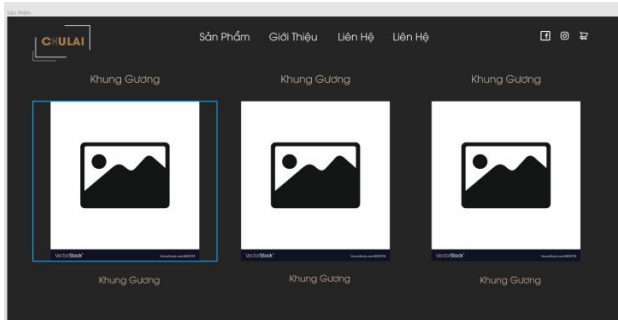
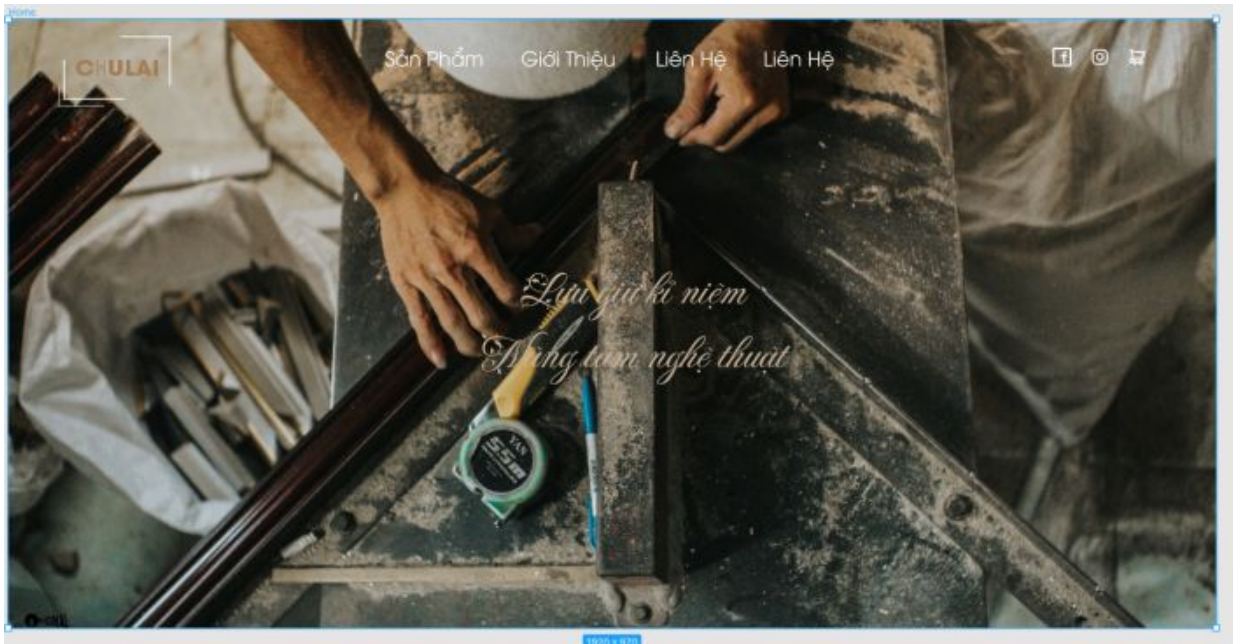
3.2 ACTUAL PROGRESS

3.2.1 Redesign Web pages

It soon came to aberrant that we would not be going to have enough manpower to complete this monumental task within the specified time. Thus we settle on creating a mock website (without a back-end) to serve as a demonstration and also employ an extra designer to help us figure out the layout of the pages.

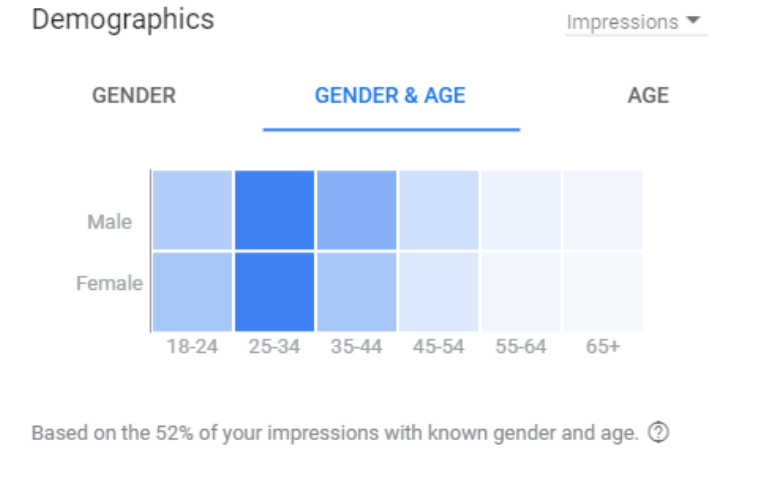
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Here is the current design of our website.



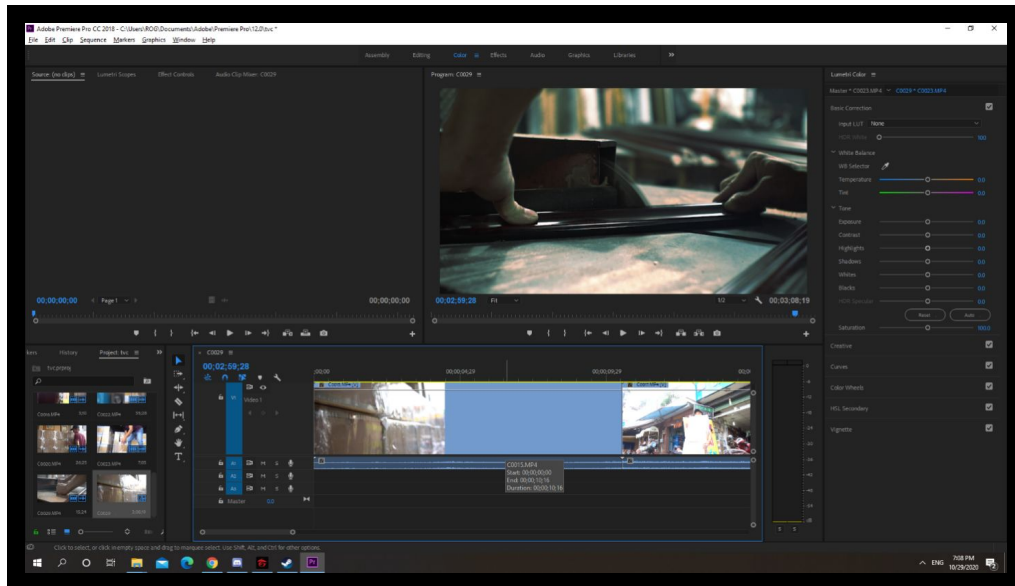
3.2.2 Research and planning

After one month of running, we had concluded that our research was spot on about the target audience (ages, size, interest, most likely uses,...keywords).



3.2.3 Shoot and edit TVC

About 30 footage was recorded. However, there is no interesting footage needed for tv. It needs more complicated orders, and requires many stages of manufacturing to show the sophistication and meticulousness of the company's machining. Since then, it is emphasized that Chu Lai's value lies in its always top quality.



3.2.4 New Products lookbooks

With more than 300 frames, categorizing to suit different groups of customers is an extremely difficult requirement. Requires consultation of craftsmen and customer inquiries based on products available at the company. The photos that we aim to both bring to customers the actual product image and create eye-catching beauty for the overall image of the company. We focus heavily on unique products, demonstrating Chu Lai's processing skills, creating new demands, and welcoming new customers.



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DSC04744



DSC04760



217 nâu



217 vàng



218 vàng



316 hồng vàng



316 vàng đen



316 vàng

3.2.5 Copywriting

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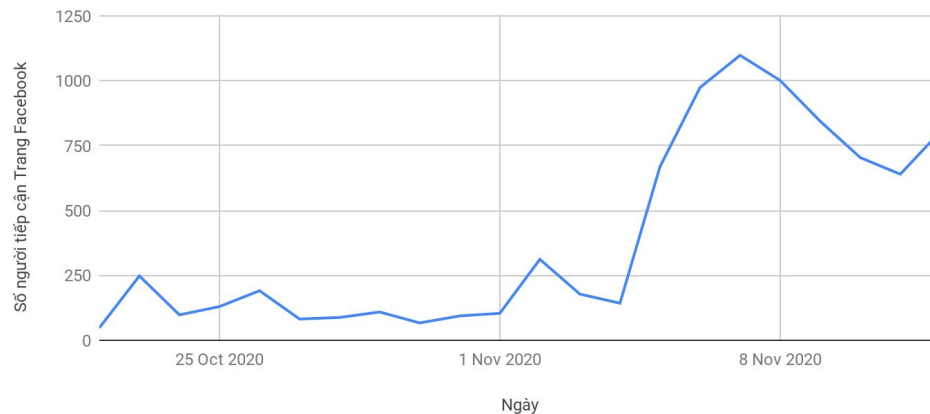


3.2.6 Media management

Facebook: We are currently using the Facebook fan page as our main selling and interacting website as a stop-gap measure because our main store website is still in development. Due to the nature of trust and buying behavior of Vietnamese people we believed that when it finished our website was going to have twice as much sales conversion as our fan page.

Although only a stop-gap measure our fan page is currently showing very promising interacting and sale figures.

Number of Facebook interaction per day



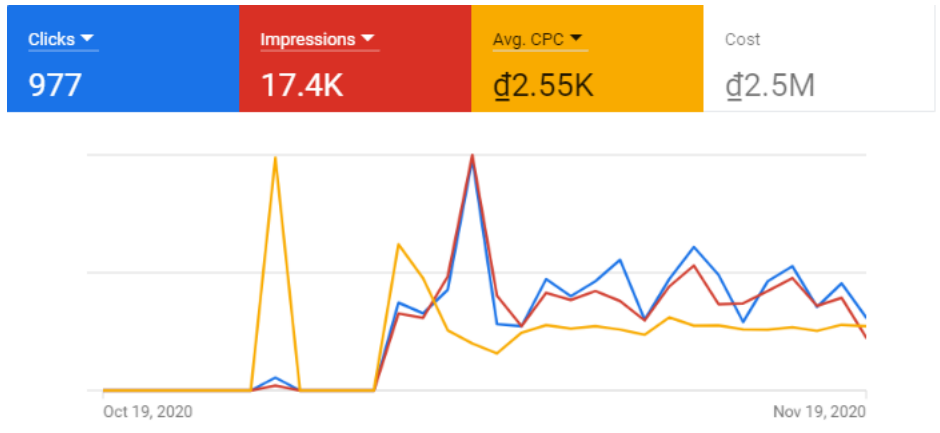
With an average post able to reach nearly 1000 users and the best post reach over 6000 potential customers.

We are planning on posting more posts in the near future but are still constrained by the number of original media we have and able to create at the moment

3.2.7 Run, evaluate and refine Ads

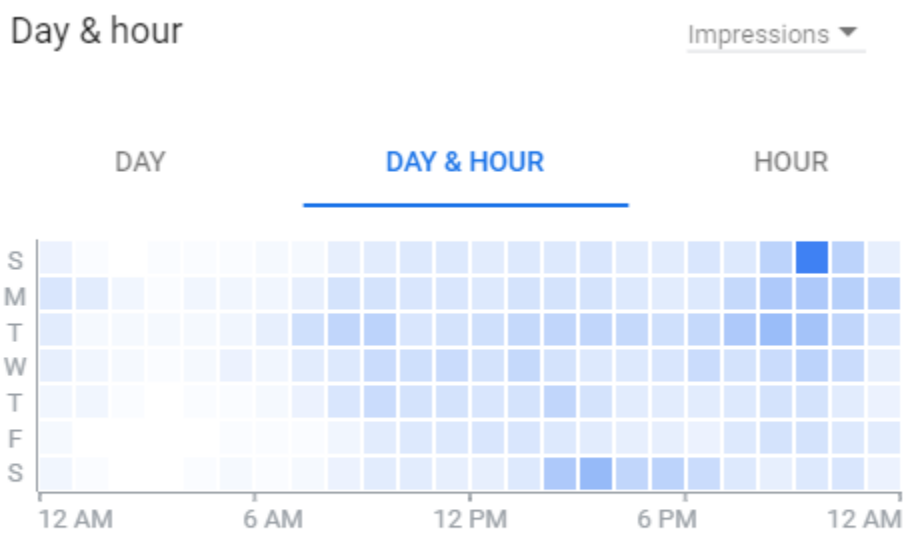
7.1 Create and run

Thanks to our research and the continued refinement of the search algorithm we have bring down the average CPC or “cost per click” (the average cost per conversion from seeing the ads to clicking into the site, the average CPC for our market segment is about 6.000vnd/click) from 9.000vnd/click (first run) to 2.500vnd/click (3 days after the first run till now) a 70% reduction in effective cost.



Along with the reduction in cost, we have also picked out a selected set of behavior that is indicative of high buying tendency instead of just browsing. This is shown as the sudden drop in click and impression in the second week.

Another bonus to pick out a selected set of behavior that is indicative of a high buying tendency instead of just browsing is that they are more likely to stay longer and interact more with our page this helps our page to rival “giants” in advertisements like Lazada and Shoppy in term of conversion rate (~9%) with 84 out of 980 people click on the ads become our customer.



3.3 Reflection

Right now, we are lacking in actual images of the products. Because this has to be based on the store's existing product supply. At the same time, choosing products that are beautiful enough and demonstrate the company's production techniques is extremely difficult.

REPORT NO.4: EVALUATION

4.1. Review the campaign's strategy and objectives

According to the company's statistics, the average revenue of the Chu Lai frame workshop has decreased by up to more than 50% compared to the beginning of 2016. From an average of over 450 million VND each month to an average of 200 million VND in 2019, the problem is exaggerated with the decrease in the demand due to the Covid 19 epidemic 2020. This is an alarming sign of the company's financial situation.

4.1.1 Research methodology approach

4.1.1.1 Problem recognition

The decreasing revenue is likely because of the lack of innovation brought by the complacency of the company once at top of the framing industry. To prove this hypothesis we began by visiting and evaluating many other frame workshops, their website, and fan pages on social media platforms (Facebook, Instagram) coupled with this we also looked into many other e-commerce platforms (Tiki, Lazada, Shopee,...) and compared them with our own.

Through which we determined that the face of the brand is aging. We use the word aging because the company's image over time has lost its connection with modern society in general and the youth segment in specific. The main reason for this detachment from its younger customer base is because of its lack of presence on social media, outdated website, and unattractive product presentation.

4.1.1.2 Methods of analysis

Because of the niche nature of the product segment, we decided to use a little unorthodox method to get the required information for the campaigns.

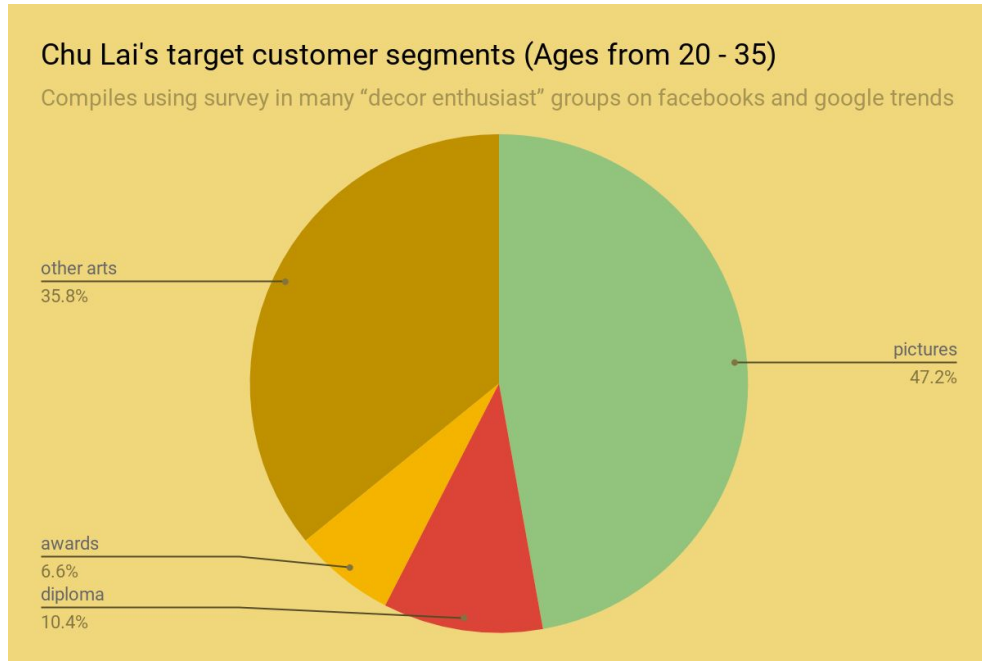
1. We use the company internal database to determine the target audience (age, vocation, interest)
2. Then through that we determined what channel they usually use and which group they belong to.
3. We insert ourselves in those groups and find out what they like and dislike through comments, like, and share on those group posts as well as use the posts and poll systems in those groups to seed questions. (EX: What types of decor items do you often buy (polls)? What styles? Where do you often buy them (poll)? Why do you buy them? Do you have a favorite play to buy frames?..)
4. Afterward, we compile the replies and comments as well as going into the individual profiles of the commenter to get their interest, ages, and sex.
5. Base on that we create our posts, pictures, and ads

4.1.1.3 conclusion

After the research phase, we concluded that:

4.1.1.3.1 Target audience

Our main target audience for this campaign would be at the age of 20 to 35 years old and their interest (according to polls and comments) would be as follows.



We have also concluded that most potential customers that buy frames for picture and arts tend to buy based on the look of the frames, the looks of posts on social media, and the legitimacy of the logo/website.

4.1.1.3.2 Communication channels

About the website, this is the website that has existed for a while. Thus carry with it a very outdated design language and design. Therefore, the reach and effectiveness of this website are not as effective as it can be. That is the reason why we will completely change the website, the new website will have a wooden theme combined with a minimalist design philosophy to make the website more eye-catching and friendly, thereby attracting customers. At the same time, emphasizing that being able to customize the picture frame is one of the special features of Chu Lai.

Regarding fan page, Chu Lai currently has only 1 Facebook fan page, "Full Body Mirror", with absolutely no brand image, this cannot be considered as the main fan page of the company. Though the reach and customer conversion rate is still fairly steady plus it doesn't maintain frequent posts. Therefore,

we will create a new fan page, to post posts to promote the brand on this world's No. 1 social networking platform.

Although building a strong Instagram is not the main goal of this campaign, owning an official Instagram account is also a necessity.

4.1.3 objectives

For total revenue growth, we aim to increase revenue by 210%.

In terms of media goals, we set out 4 big goals:

- about Chu Lai brand every month by 12.5%
- Increase traffic for website and fan page by 22%
- An increasing number of followers increases the number of followers on channels. media to 33%
- Increase discussions, repost, customer feedback to 9%

4.2 Overview of the campaign's creative approach

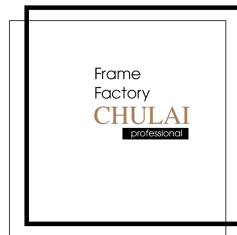
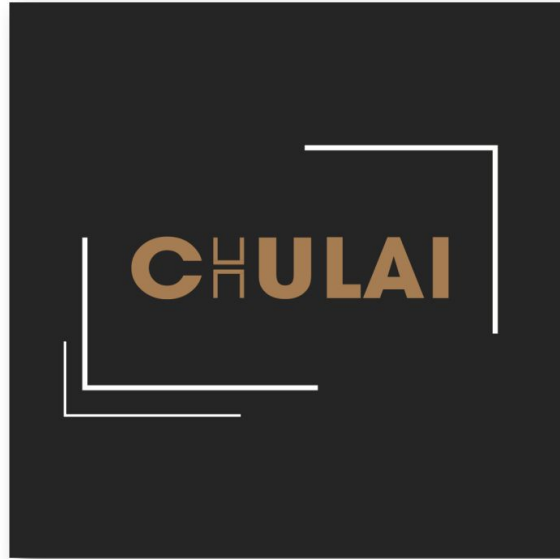
Step 1: Renew brand identity

We will start by refreshing the brand identity of the Chu Lai frame workshop, the Logo will be renewed and all of the products look book will be re-created. This new identity will center around the idea of quality and beauty mainly using the colors below.



- **Logo**

After a few a period of designing and redesigning, we have decided to choose this as the new Logo and face for the company

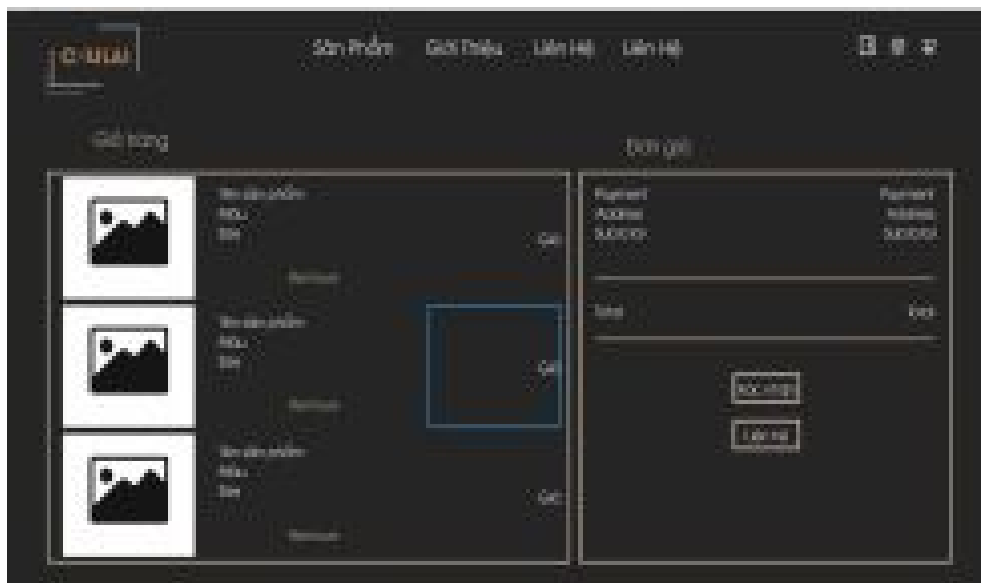


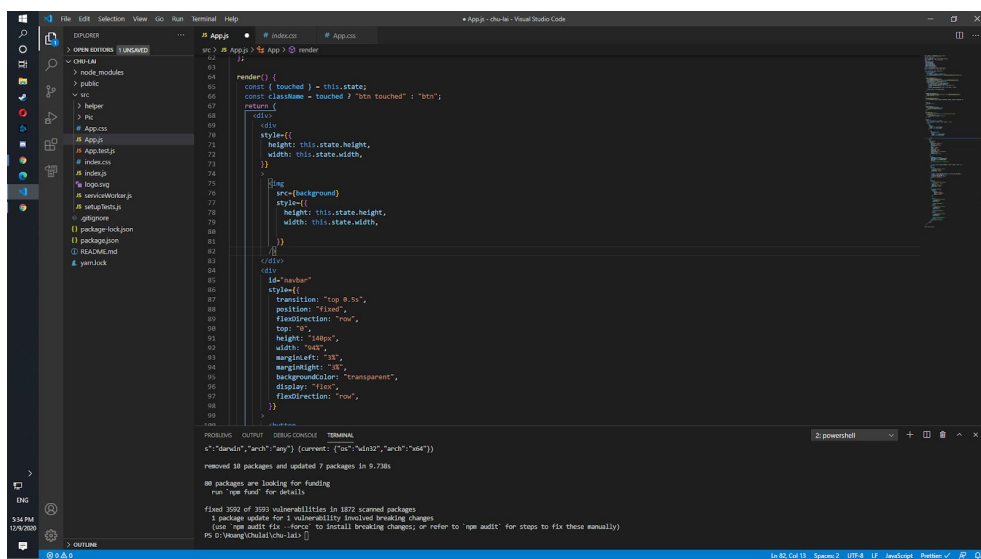
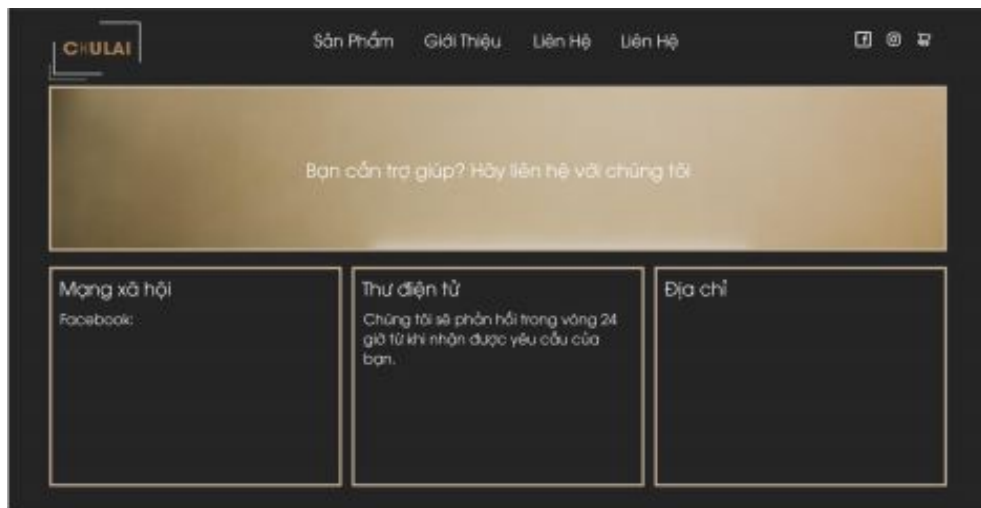
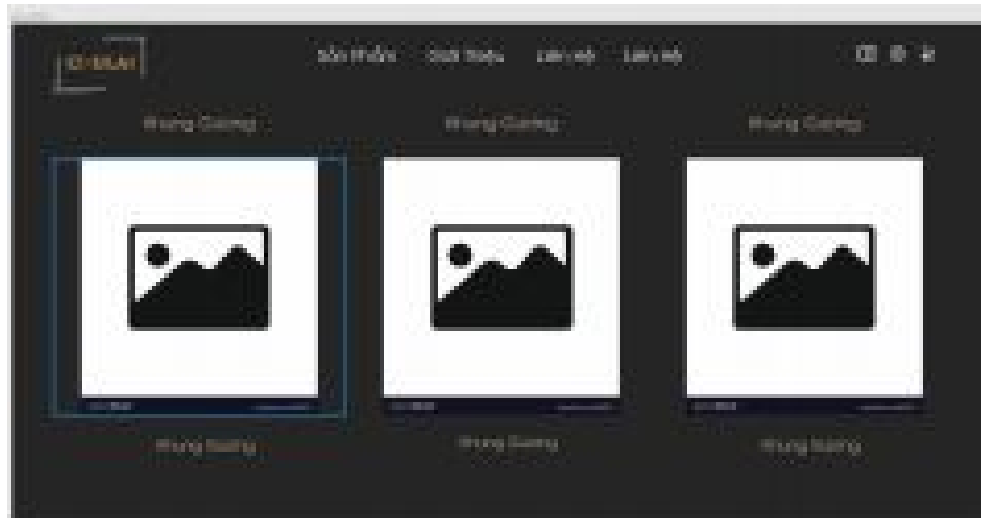
Step 2: Renovating fan page and website

- **Website:**

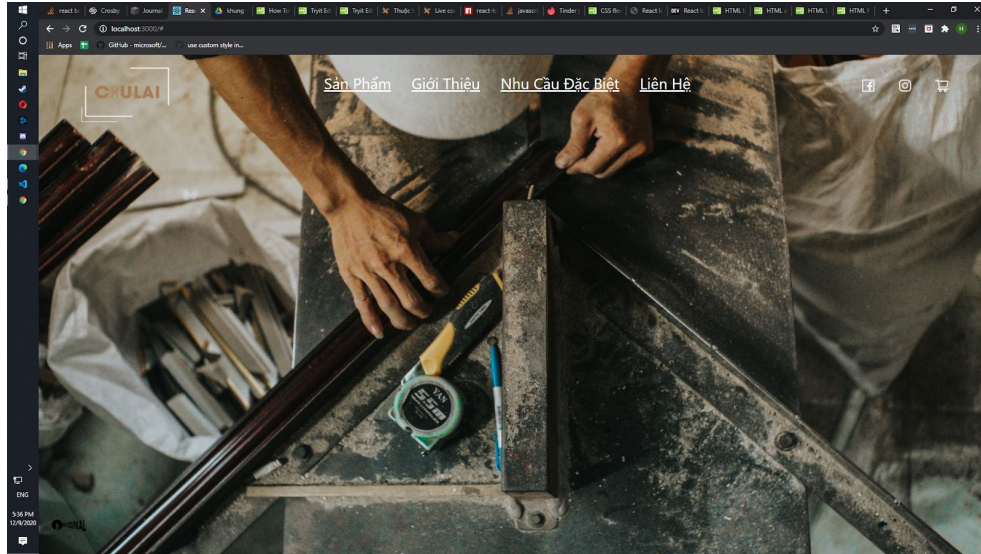
It soon came to aberrant that we would not be going to have enough manpower to complete this monumental task within the specified time. Thus we settle on creating a mock website (without a back-end) to serve as a demonstration and also employ an extra designer to help us figure out the layout of the pages.

Then until now we have had 9 meetings with the designer team and have completed the design of the website and moved on to the implementation (contracted to a third party).





Here is the current design of our website



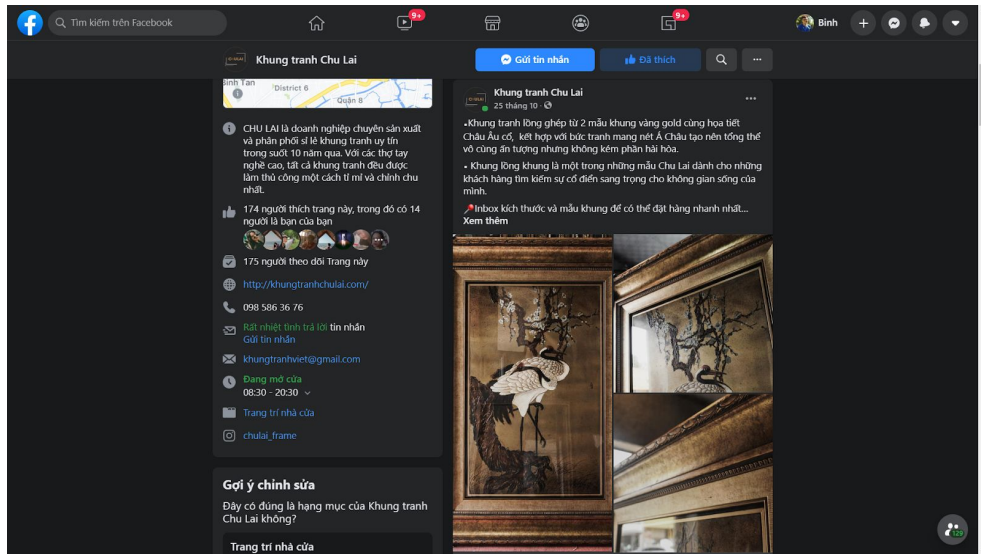
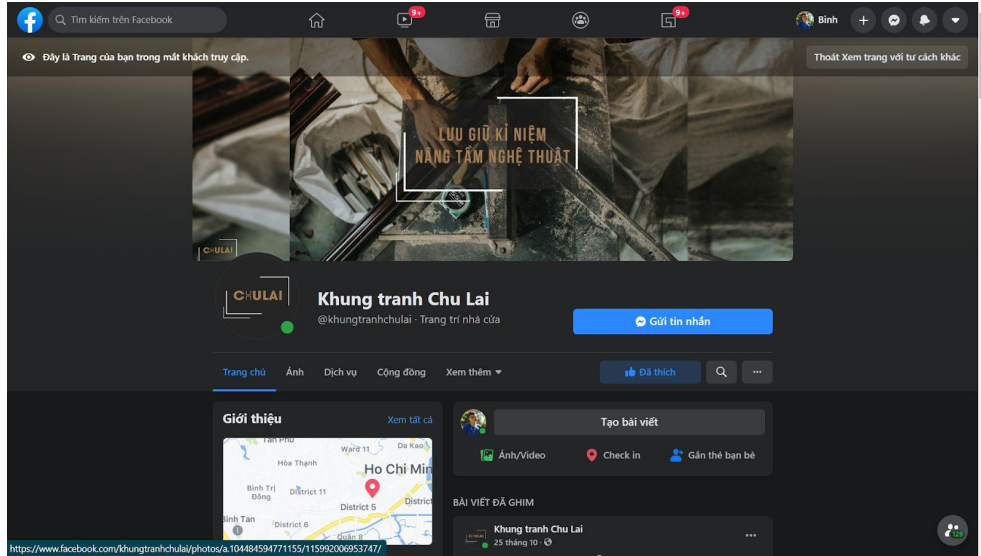
The website will be the main face of the company as well as the main communication channel of the frame workshop.

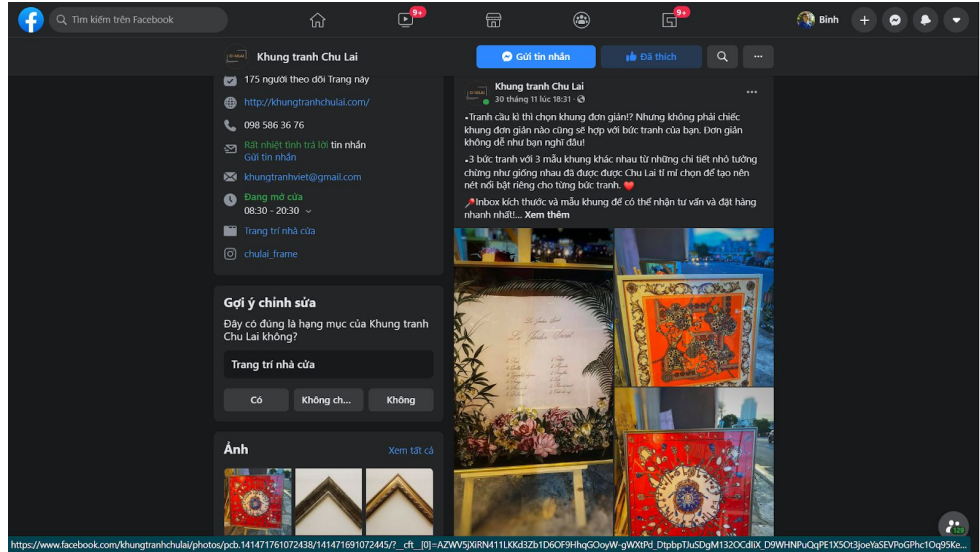
Website <https://khungtranhquan5.com/> will be renovated. To be more user-friendly and fit the new core concept of the campaign.

- The interface and order method on the website will change: option to choose frame code, size, glasses - mica, quote directly according to the order. This is aimed at making the transaction experience of customers more convenient, helping buyers to choose and determine the price as easily as possible.

- **Fanpages:**

- Fanpage will also be redesigned to have a unique design template and color tone. Postings will mostly be product images captured under the same concept. At the same time, there will also be some alternating posts about design tips and concepts, creating a curiosity effect for customers.





A few weeks into the campaign we found out that there are a little bit of a set back when our plan to use the new website as the new selling platform was delayed and may not be able to be implemented until February, because of that we decide to use our Facebook fan page itself as our main selling platform for now.

Step 3: Shoot 30 seconds TVC

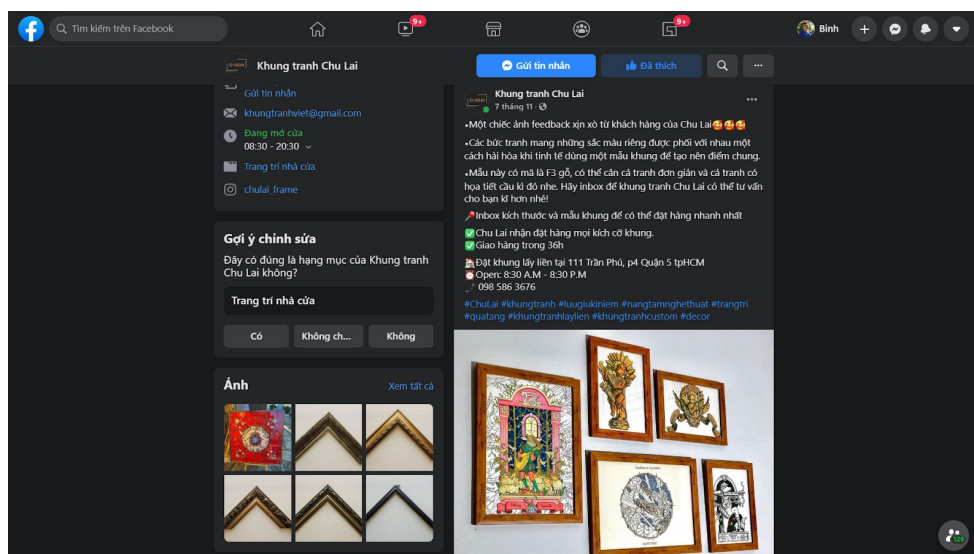
When we have finished the production process for the new TVC but after discussion with the CEO of the company it is decided that this TVC will be used after the website is finished in order to maintain the consistency and value of the company image.

Here is the link to the TVC on Youtube: [Khung tranh Chu Lai](#)

Step 4: Communicate

- Posts:

Because to use our Facebook fan page as a temporary selling site not just as a fan site our posts have been focused on the key customers of the company. Not too meaningful but direct to the needs of consumers, avoiding difficulties in receiving information. The articles on the fan page mainly direct people to contact Chu Lai frame, helping to transform interaction into orders. From the beginning, we identified content as the most important thing to focus on, because this is what customers read, getting good content for the fan page will drive a lot of sales. Hashtags are also tools to help assess coverage, so we've put hashtags on all content.



- **ads:**

Run two main ads groups to target our two main target audiences. These ads will help to funnel a steady stream of customers to our website.

Ads A

- **Demographic:** young audience, densely populated area, university
- **Psychographic Area:** Objects have just searched for decorations (study table, bookshelf, lamp, flower vase, art tools ...)
- **Target keywords** picture frame, Cute picture frame, beautiful picture frame, home decoration...
- **Pictures:** Beautiful picture frames, beautiful, simple frames, ...
- **Texts:** Beautiful, cheap, handmade, custom frames ...

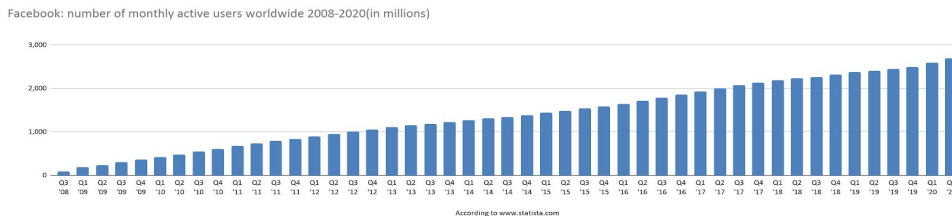
Ads B

- **Demographic:** private objects Young and middle-aged people, densely populated areas, corporate areas, university campuses.
- **Psychographic:** subjects who like to buy luxuries of wood decoration products, and students at the end of the semester.
- **Target keywords:** Certificate of merit, custom frame, handmade frame, pattern frame, wooden certificate frame, ...
- **Pictures:** All kinds of luxurious, elaborate, elaborate frames ...
- **Texts:** Creating value, enhancing social status, attracting attention, premium materials, ...

4.3 Break down results by channel

4.3.1 Key channels

Facebook fan page



- The biggest social media site in the world with over 2.7 billion monthly active users in 2020 with the number of active users in VietNam is 45.3 million in 2019.
- 76% of 18–24-year-olds use Facebook and 84% of 25–30-year-olds use Facebook (according to <https://www.statista.com/> and <https://sproutsocial.com/>)
- Instagram and Facebook are connected. So it's easier to target your audience based on Facebook data. All budgeting and scheduling tasks, the setup and creation of ads are done through Facebook

Website:

- Add credibility. The 21st-century consumer is skeptical; in fact, 56% of people stated that they won't trust a business without a website. Having a good website instantly boosts your credibility as a legitimate business.
- Saving time. communicating with potential customers takes time. Your website can save you that time by providing answers to common and uncommon customer questions and inquiries
- A website acts as a platform for your messaging and shapes the online perception of your business in a way that your social media channels cannot provide.

4.3.2 Channel objectives

Facebook fan page

Currently, we are using our Facebook fan page as our main and only selling site along with the initial intention of being a fan page to raise awareness and thus our main objective for it will be:

- Revenue:

4.3.3 Performance is broken down by KPIs and metrics

4.3.3.1 Social

Objective: build awareness and drive sales

*Due to the request of the company CEO, we only run a limited amount of paid ads to test customer perception and gather information for the main campaign which will happen when the website has been completed.

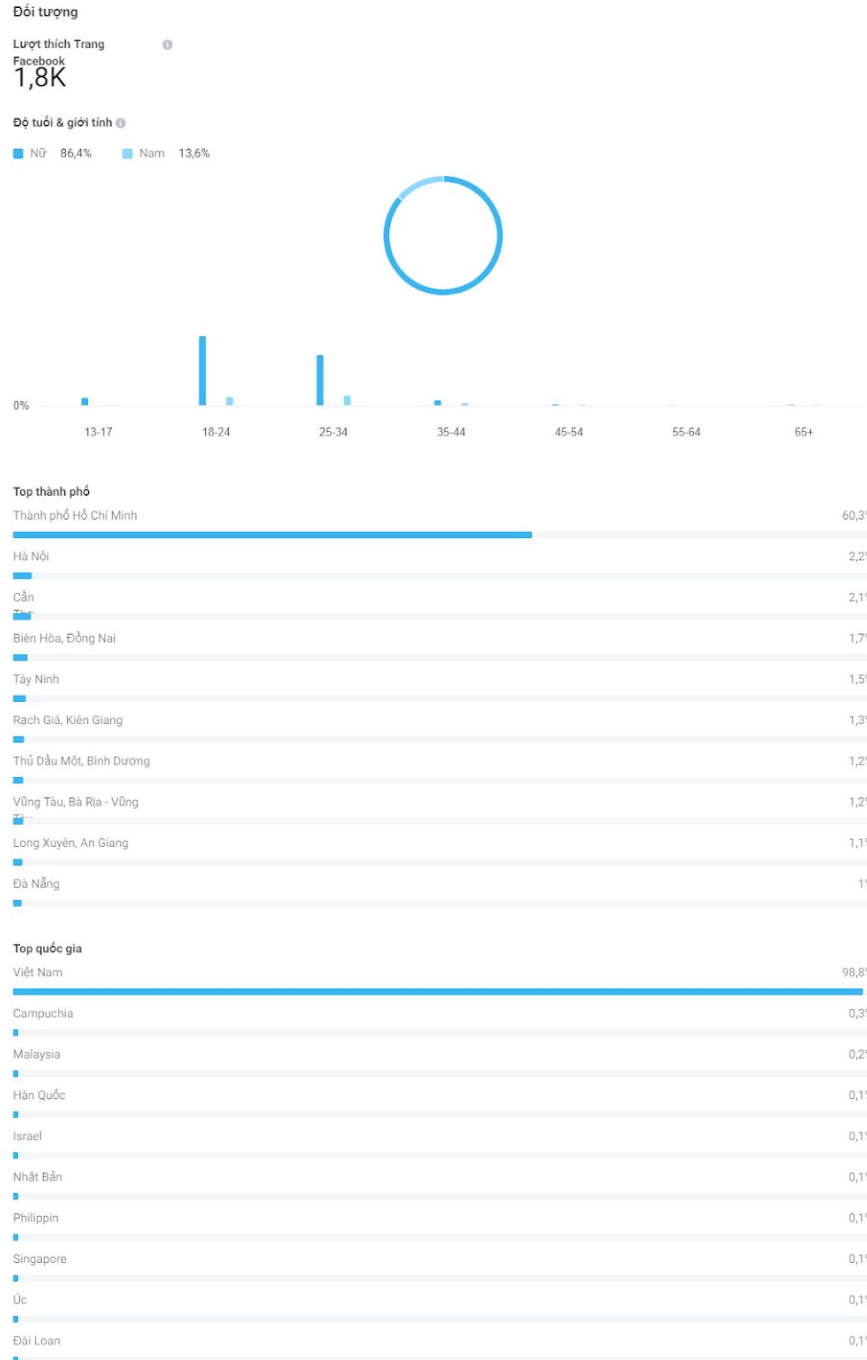
We are currently using the Facebook fan page as our main selling and interacting website as a stop-gap measure because our main store website is still in development. Due to the nature of trust and buying behavior of Vietnamese people, we believe that when it is finished our website is going to generate even more purchases.

Although only a stop-gap measure our fan page is currently showing very promising interacting and sales figures.

Metrics:

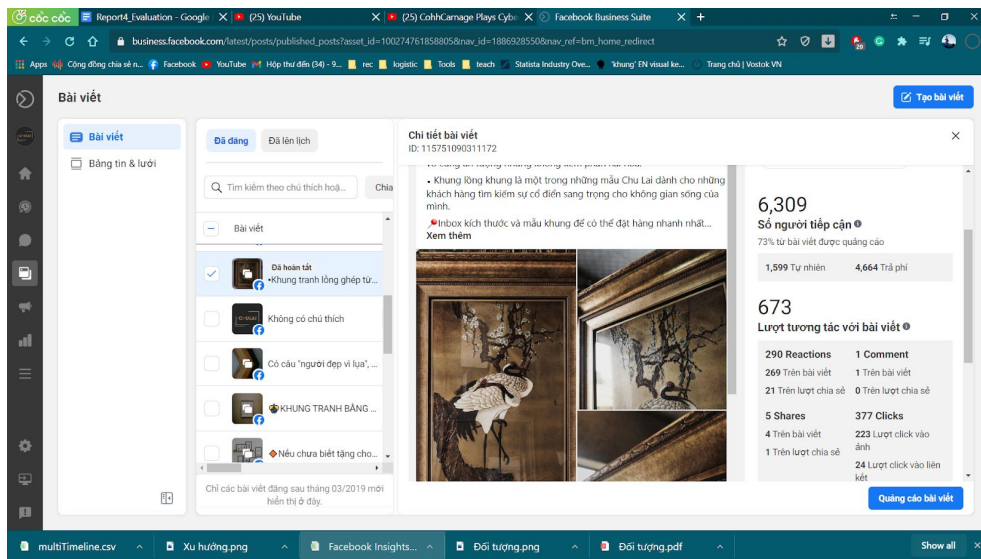
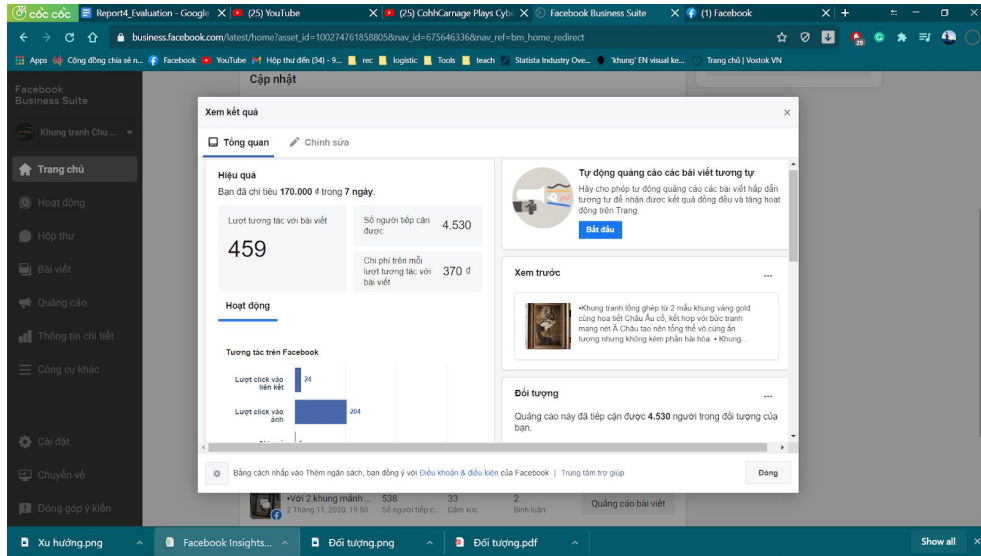
Percentage of target audience reached :

- In this category, we determine that our target audience selection was spot on according to our research

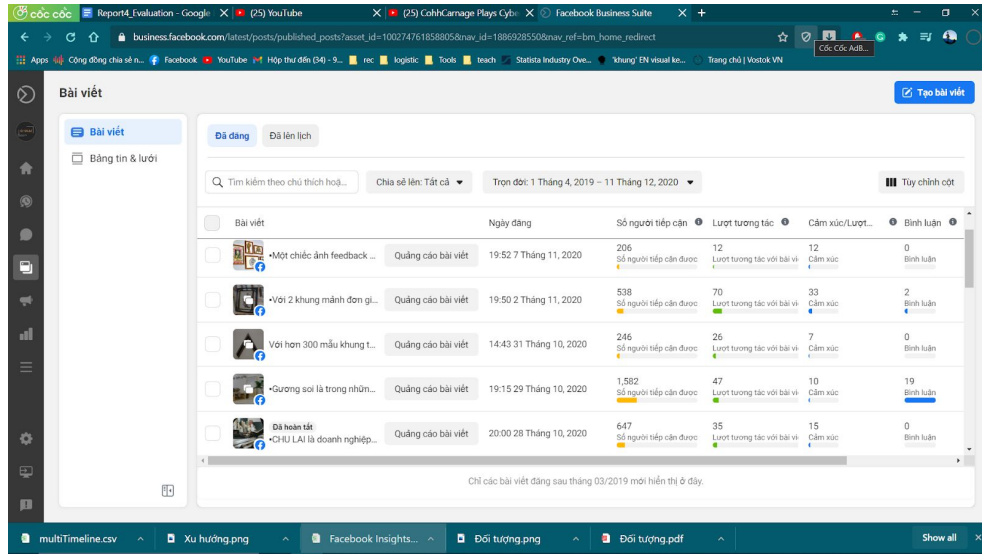


The number of like and share:

- Through the period of 3 weeks, we have received 1.8 thousand like on our pages
- We also run Facebook ads on some of our posts and receive some positive feedback from our customers. Research a total of 6300 people (4500 of which are paid reach and 1600 organically)

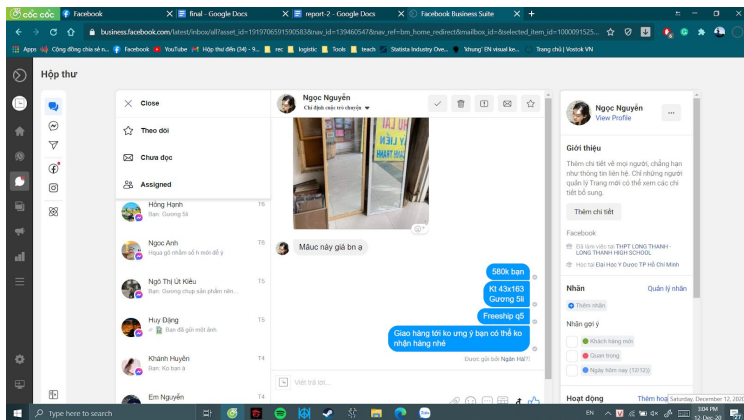


- Not only that our non-ads posts also receive a decent amount of attention from our customer



Revenue:

In this period of time, we also see a spike in the company revenue of over 400% in the week we run ads and a sustained increase in revenue of nearly 290% (from the average of 192 million VND per months to 550 million per month for the months of October and November (compare to 2019). This is despite the fact the average revenue of the company this year has been consistently lower than 2019 by more than 30% probably because of the Covid-19 pandemic affecting the economy at large.



4.3.3.2 Search / ads

Objective: influence consideration and drive action

*Due to the request of the company CEO, we only run a limited amount of paid ads to test customer perception and gather information for the main campaign which will happen when the website has been completed.

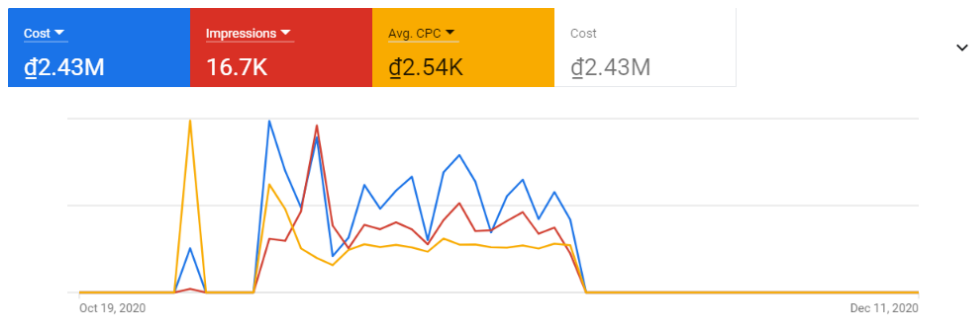
Metrics:

Total spending: 2.43 million VND

Average CPC: 2.540 VND (the average cost per conversion from seeing the ads to clicking into the site, the average CPC for our market segment is about 7.000vnd/click)

Impression rate: 16.700

Initially, the cost per click of our ads is quite high, and we determined that is unsustainable. After a period of research, we found out that the prices of these keywords have been artificially driven up by some giant e-commerce site like Tiki, Lazada, Shopee. Knowing this we decided to use the least aggressive bidding strategy which aims at “careful buyer” these are the people that usually search and look through a lot of pages and websites before buying an item. This is possible thanks to our new professional products lookbook.



Average position: we usually show up as the 8th or 9th result.

4.4 Provide key take-outs

Throughout this campaign, we had received a lot of success but also encounter many many problems:

1. Don't underestimate anything

Through the delay of our website and the subsequent decisions of the company CEO to use this campaign only as a trial run while waiting for the main website, we can see that even a tiny miscalculation can have a big impact on the plan as a whole.

2. Research and production must go hand in hand in any ICM.

At the beginning of our campaign, we encountered many problems due to the lack of communication between our production team and researcher which caused us a lot of time that can be used for many other things.

3. In the frame making industry, quality is of the utmost importance.

After we gather all the data we found out that most of the new customers we created for the workshop through this “trial run” have and will be a returning source of income with some of them generating more than 3 separate purchases in November alone.

4. Contents, beauty, and a generous amount of call to action.

Of all our posts the ones that generate the most revenue must have:

- Images of the REAL products. Through our campaign, we learn that using stocked images or too stylized ones no matter how beautiful they are have less impact than the images thought not as beautiful but more realistic. (generate needs & draw in attention)
- Good tips and suggestions on how to use the product (create trusts)
- Calls to action, and instruction for purchases (Seal the deal)

4.5 Recommendations for next steps

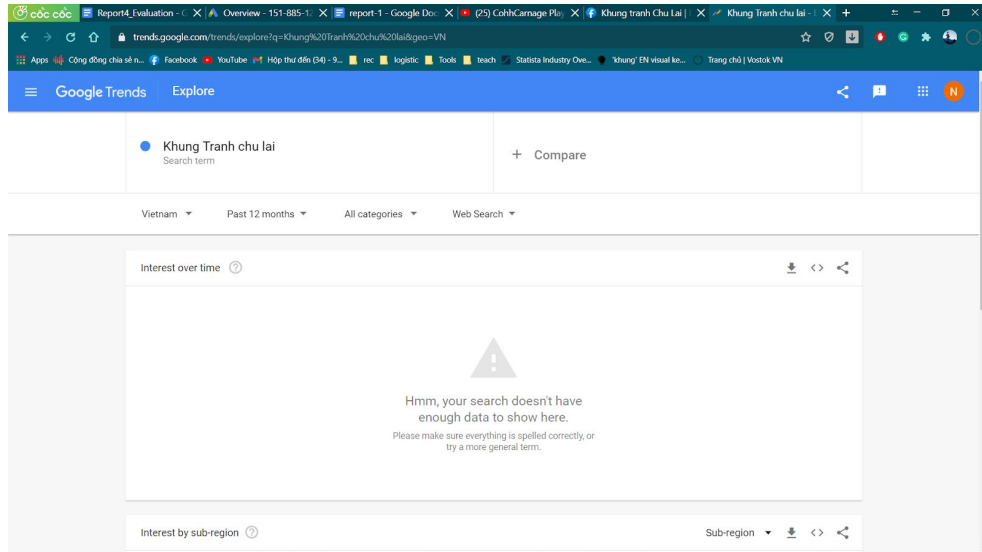
4.5.1 Review results versus the plan

Comparing the result to our initial plan we can proudly say that we have reached and exceeded the projection for this campaign for these categories:

- Revenue
- Traffic on the fan page(Views, likes, and share)

But we also see that we have failed to set a realistic timeline for our new web pages which still haven't been finished.

In addition, we must also admit that some of the key metrics for evaluating we set out at the beginning were unmeasurable, chief of them are the mention of our brand name across all channels.



4.5.2 Analyze step-change learnings

We have been contracted by the Chu Lai Frame workshop to continue this rebranding process. The continuation of this campaign will include the following.

1. Finished the development of the new website
2. Focus on B to B for the last month of 2020 and the first quarter of 2021. Mainly reach out to Schools, companies, corporations through email/direct marketing In preparation for the year-end events, awards, and graduation ceremonies at schools.

4.6 All Meeting Minutes

Team Meeting

Member list:

1. Cao Văn Trường – SS130002
2. Nguyễn Quốc Thanh Bình – SS130280

Date: Sept/18/2020

Time : 10h30 a.m

Location : room no.015

Meeting called by: Mrs. Nguyễn Quốc Thụy Phương **Type of meeting:** Identify the topic of project
Facilitator: Mrs. Nguyễn Quốc Thụy Phương **Note taker:** No
Timekeeper: No
Attendees: Cao Văn Trường, Nguyễn Quốc Thanh Bình, Mrs. Nguyễn Quốc Thụy Phương
Please read: Enter reading list here
Please bring: Notes of ideas

Minutes

Agenda item: Enter agenda item here **Presenter:** Cao Văn Trường

Discussion:

Determine the feasibility of an idea for the project.

Conclusions:

Name of project: Việc dậy xưởng khung Chu Lai từ sự bão hòa của ngành sản xuất khung tranh

Action items

- ✓ Apply for business permission
- ✓ Market research
- ✓ Identify key message

Person responsible

Cao Văn Trường
Nguyễn Quốc Thanh Bình
Cao Văn Trường

Deadline

Sept/25/2020
Sept/25/2020
Sept/25/2020

Team Meeting

Member list:

1. Cao Văn Trường – SS130002
2. Nguyễn Quốc Thanh Bình – SS130280

Date: Sept/25/2020

Time : 10h30 a.m

Location : room LAB 021

Meeting called by: Mrs. Nguyễn Quốc Thụy Phương **Type of meeting:** Planning
Facilitator: Mrs. Nguyễn Quốc Thụy Phương **Note taker:** No
Timekeeper: No
Attendees: Cao Văn Trường, Nguyễn Quốc Thanh Bình, Mrs. Nguyễn Quốc Thụy Phương
Please read: Enter reading list here
Please bring: Notes of ideas

Minutes



Agenda item: Enter agenda item here **Presenter:** Nguyễn Quốc Thanh Bình

Discussion:

What is key message ?

Volume of work

Devison of work

Conclusions:

Agreed with key message : "Luru giữ kỉ niệm, nâng tầm nghệ thuật"

Reproduct : Website. Fanpage. Making TVC, SEO

Devison of work :

- Marketing : Bình
- Production : Trường

Action items

✓ TVC idea

✓ Customer Analysis

Person responsible

Cao Văn Trường

Nguyễn Quốc Thanh Bình

Deadline

Oct/02/2020

Oct/02/2020

Team Meeting

Member list:

1. Cao Văn Trường – SS130002
2. Nguyễn Quốc Thanh Bình – SS130280

Date: Oct/02/2020

Time : 10h30 a.m

Location : room LAB 021

Meeting called by: Mrs. Nguyễn Quốc Thụy Phương **Type of meeting:** Defense Project Outline
Facilitator: Mrs. Nguyễn Quốc Thụy Phương **Note taker:** No
Timekeeper: No
Attendees: Cao Văn Trường , Nguyễn Quốc Thanh Bình, Mrs. Nguyễn Quốc Thụy Phương
Please read: Enter reading list here
Please bring: Powerpoint

Minutes

Agenda item: Enter agenda item here **Presenter:** Cao Văn Trường

Discussion:

- Brand analysis
- Plan
- Report 1

Conclusions:

- Redefining the direction for the company is to favor online media
- Define the steps for the campaign including preparation, Edit media pages, SEo articles, shoot products, run ads.
- Making Report No.1

Action items	Person responsible	Deadline
✓ Report No.1	Cao Văn Trường	Oct/12/2020
✓ Report No.1	Nguyễn Quốc Thanh Bình	Oct/12/2020
✓ Content for SEO	Cao Văn Trường	Oct/09/2020

Team Meeting

Member list:

1. Cao Văn Trường – SS130002
2. Nguyễn Quốc Thanh Bình – SS130280

Date: Oct/09/2020

Time : 10h30 a.m

Location : room LAB 021

Meeting called by: Mrs. Nguyễn Quốc Thụy Phương **Type of meeting:** Checking progress
Facilitator: Mrs. Nguyễn Quốc Thụy Phương **Note taker:** No
Timekeeper: No
Attendees: Cao Văn Trường, Nguyễn Quốc Thanh Bình, Mrs. Nguyễn Quốc Thụy Phương
Please read: Enter reading list here
Please bring: Powerpoint

Minutes

Agenda item: Enter agenda item here **Presenter:** Cao Văn Trường

Discussion:

- Working progress is not fast
- There's still too much brainstorm
- Website repair still has many shortcomings

Conclusions:

- Speed up the process, proceed to capture sets of products
- The main work to do now is to produce media publications
- Finalize the website layout and re-code



Action items	Person responsible	Deadline
✓ Shooting pics of products	Cao Văn Trường	Oct/19/2020
✓ Draw wireframe of website	Cao Văn Trường	Oct/19/2020
✓ SEO	Nguyễn Quốc Thanh Bình	Oct/19/2020