



Graduation thesis

# FARM & FOREST BRAND CAMPAIGN

THE SPIRIT

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01

**PROBLEM DEFINITION**



# Our Team



Ngo Ngoc Lam  
**PROJECT MANAGER**



Dang Ngoc Duong  
**R&D MANAGER**

# Project overview

## FARM & FOREST PURE ESSENTIAL OILS

In 2010, the brand was founded by Mr. Hoang Viet Hai in HCMC. With a traditional and vintage style, Farm & Forest wishes to bring sympathy with aromatherapy.



# Research stages

01

18/4 – 5/5

Overall research

02

6/5 – 9/5

Primary research

03

10/5 – 20/5

Niche market research

# Market overview



## POLITICAL

no attention from  
the government



## ECONOMIC

concentrated market in big city,  
different price segments



## SOCIAL

passive use of aromatherapy



## TECHNOLOGY

often not associated  
with technology



## LEGAL

legal regulations  
are not clear



## ENVIRONMENT

plant origin is  
good for health



## PROBLEM DEFINITION

### 2. Situational Analysis

# Brand Overview



## QUANTITATIVE RESEARCH

"Survey on user understanding of pure natural essential oils" with 200 people living and working in Ho Chi Minh City.



## QUALITATIVE RESEARCH

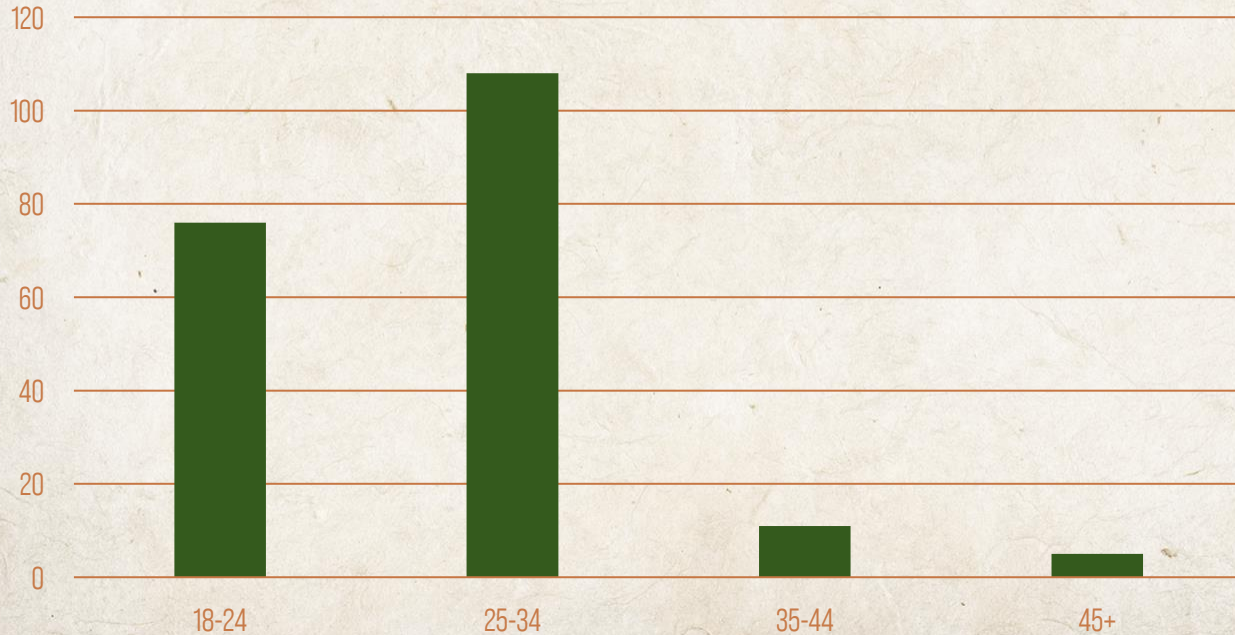
Deep interviews with 2 of the most loyal customers of Farm & Forest.





# Quantitative Research

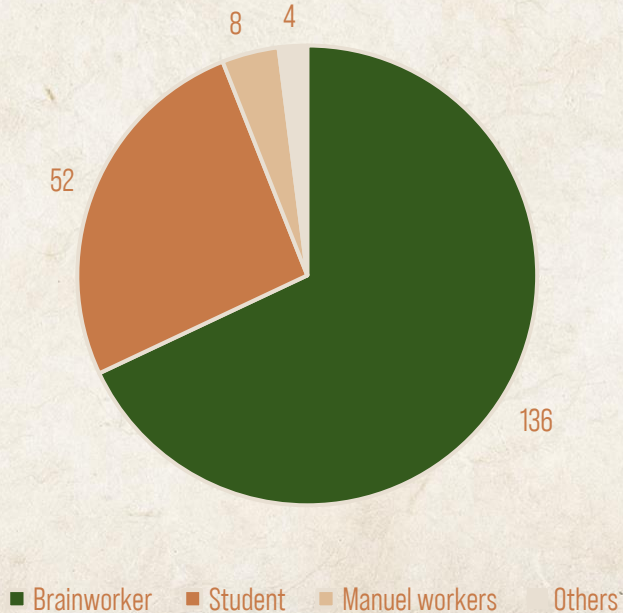
AGE GROUP



The age group is mainly around 18-34 years old.

# Quantitative Research

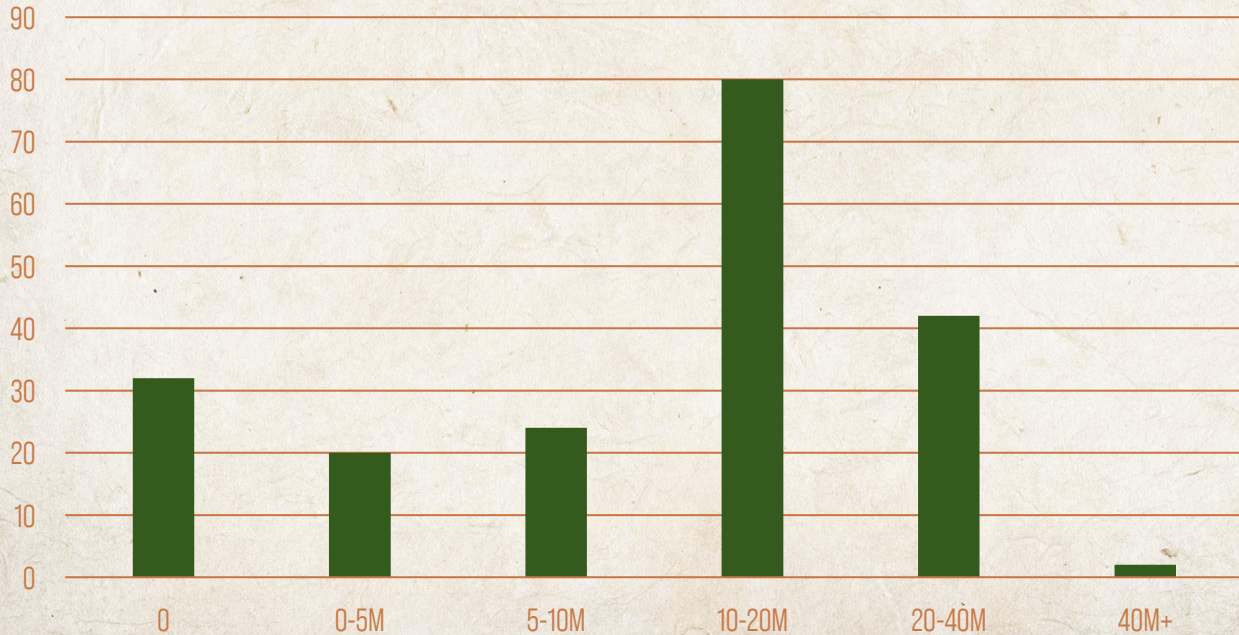
GRAPH OF RESPONDENTS DISTRIBUTION ACROSS PLATFORMS



68% are currently working as brainworkers.

# Quantitative Research

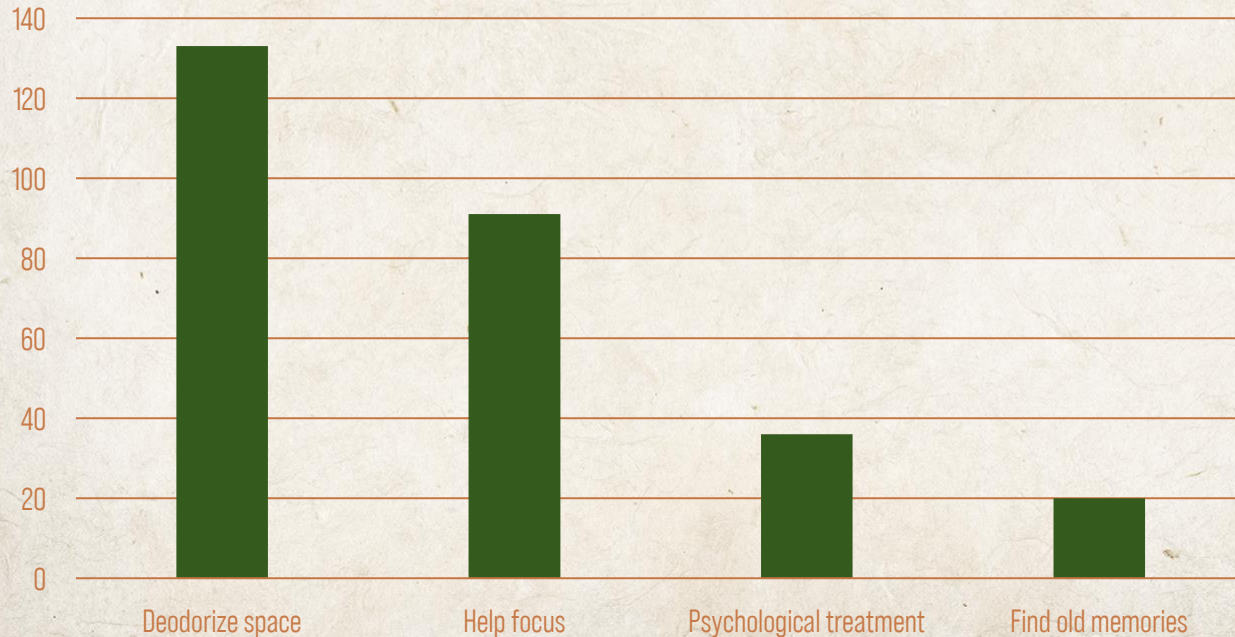
## MONTHLY INCOME



40% of those surveyed have an income of 10-20 million VND/month.

# Quantitative Research

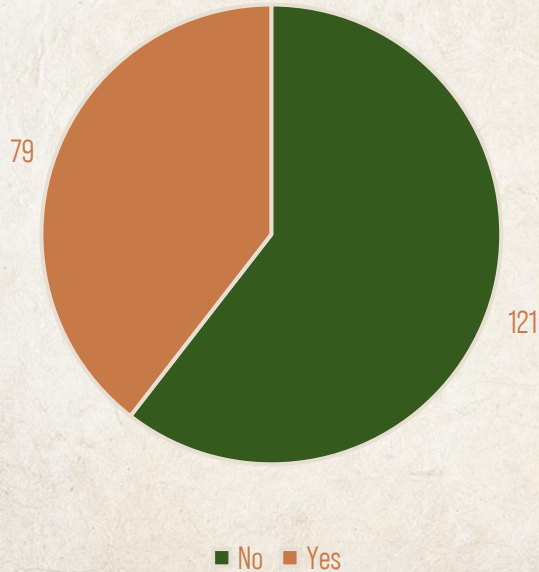
## PURPOSE OF USE



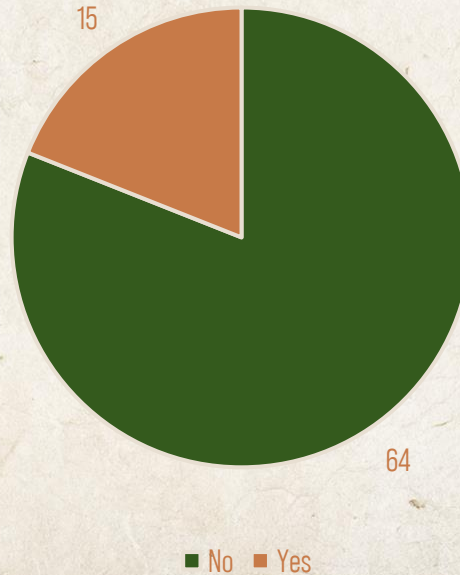
The main purpose they used was to spray the room to deodorize [66.5%] and to help focus more at work [44.2%], most of them used essential oils because they were introduced by acquaintances [62.8%].

# Quantitative Research

## HEARD ABOUT FARM FOREST



## USED FARM FOREST PRODUCTS



The popularity of the brand is not high.

# Quantitative Research

## CUSTOMER REVIEWS ABOUT FARM & FOREST'S ONLINE COMMUNICATION



Online media factor  
is not appreciated.

# Qualitative Research



## HOW THEY KNOW

Through Yen Lam Ceramic store



## WHAT THEY LIKE

Product quality, scent  
and appearance.



## THEIR COMMENTS

Communication is not good enough to  
attract new customers.

## PROBLEM DEFINITION

### 2. Situational Analysis

# Brand resonance pyramid

## LOVE AND LOYAL TO THE BRAND

Mostly due to friends' recommendations

## SATISFIED WITH THE PRODUCT

Customers are satisfied with the quality and service attitude

## GOOD QUALITY AND SERVICE ATTITUDE

Appreciated in many aspects but not strong in communication

RESONANCE

JUGEMENT FEELING

PERFORMANCE IMAGERY

SALIENCE

## NO CLEAR FEELING YET

Customers do not have a clear perception of the brand

## UNDEFINED PERSONALITY

Most customers only remember the typical scent

## LOW BRAND AWARENESS

Brand elements are not unified and connected





## PROBLEM DEFINITION

### 2. Situational Analysis

# Brand identity



FARM - FOREST

The logo is designed in a simple, vintage direction.



# Brand identity



Except for product packaging, there has been **no further development** of the brand identity as well as other brand elements.

## PROBLEM DEFINITION

### 2. Situational Analysis

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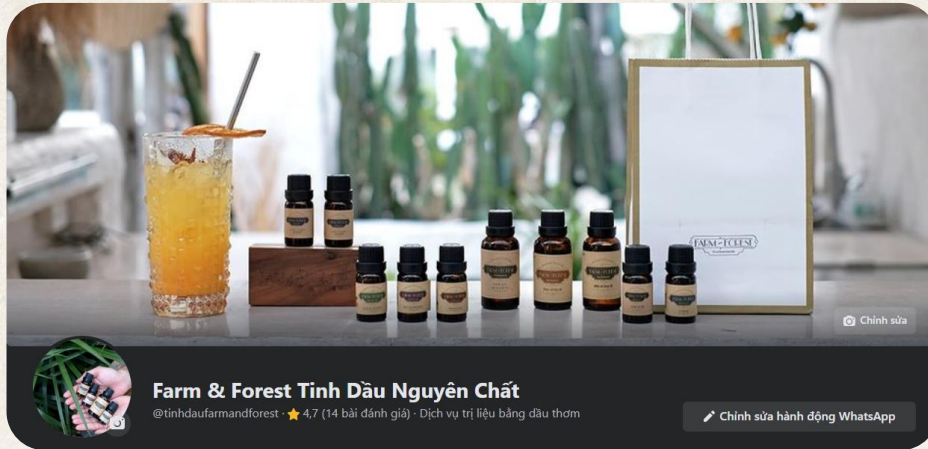
Most customers only remember the typical scent

## LOW BRAND AWARENESS

Brand elements are not unified and connected

## PROBLEM DEFINITION

### 2. Situational Analysis



## ADVANTAGES

Currently have 14824 likes and 15155 followers.

Information such as “About” or contact has been fully updated.

## PROBLEMS

Likes are intervened, not customers increase naturally.

The reach and interaction of the posts on the page are very low.

# Communication Channels

# Communication Channels

## ADVANTAGES

Content: share the effects and stories of essential oils.

Image: natural and vintage style.

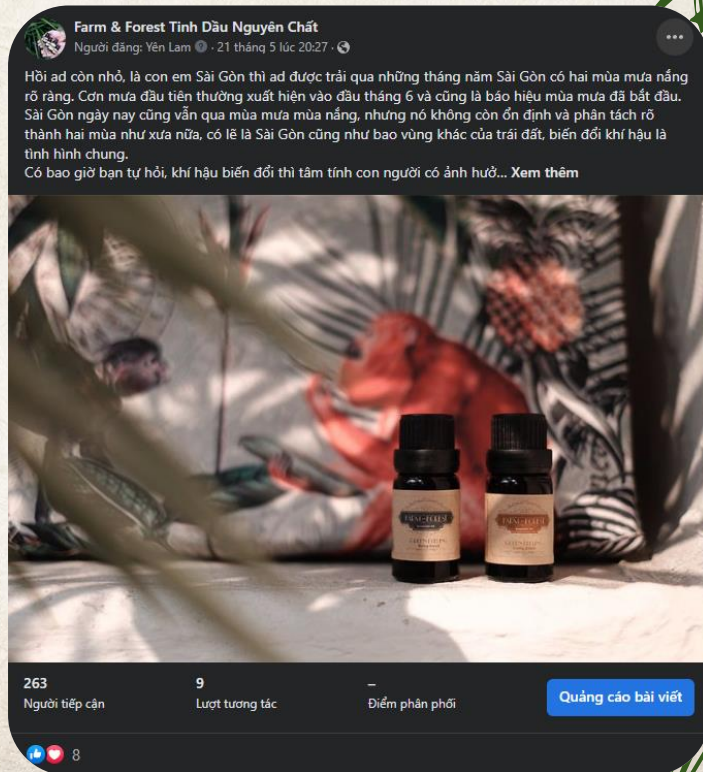
## PROBLEM

Long post but does not highlight the main idea.

Do not include contact information or hashtags.

Images are inconsistent and have a clear, uniform layout.

Do not have logo.



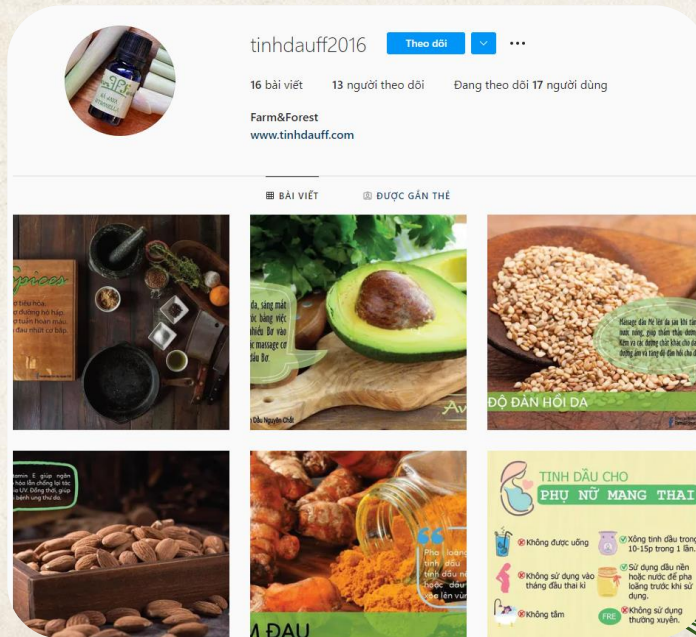
# Communication Channels

## PROBLEM

Built Instagram channels  
with different names  
[@farmforestpureoil, @tinhdauff2016,...]

Do not use for a long time (5+ years)

Do not know who was  
holding these domains.



## PROBLEM DEFINITION

### 2. Situational Analysis

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RESONANCE

JUGEMENT FEELING

PERFORMANCE IMAGERY

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## NO CLEAR FEELING YET

Customers do not have a clear perception of the brand

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Brand elements are not unified and connected

## PROBLEM DEFINITION

### 2. Situational Analysis

# Competitive analysis

	FARM & FOREST	LA CHAMPA	HAKU FARM	HA EVA
				
LOCATION	Binh Thanh district, HCMC	Binh Thanh district, HCMC	District 3, HCMC	Binh Thanh district, HCMC
STYLE	Vintage, quality	Vintage, traditional	Modern, youthful, quality	Modern, luxury
TARGET CUSTOMERS	25-34 years old	25-34 years old	22-29 years old	25-34 years old
MAIN COMMUNICATION CHANNEL	Facebook	Website	Facebook, Instagram, Shopee, Website	Facebook, Website, Shopee



## PROBLEM DEFINITION

### 2. Situational Analysis

# Competitive analysis

## FARM & FOREST



### LOCATION

Binh Thanh district, HCMC

### STYLE

Vintage, quality

### TARGET CUSTOMERS

25-34 years old

### MAIN COMMUNICATION CHANNEL

Facebook

## LA CHAMPA



Binh Thanh district, HCMC

Vintage, traditional

25-34 years old

Website

## HAKU FARM



District 3, HCMC

Modern, youthful, quality

22-29 years old

Facebook, Instagram, Shopee, Website

## HA EVA



Binh Thanh district, HCMC

Modern, luxury

25-34 years old

Facebook, Website, Shopee

## PROBLEM DEFINITION

### 2. Situational Analysis

# Competitive analysis

## FARM & FOREST



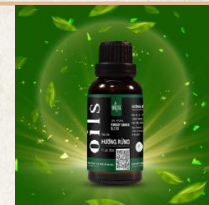
## LA CHAMPA



## HAKU FARM



## HA EVA



### LOCATION

Binh Thanh district, HCMC

Binh Thanh district, HCMC

District 3, HCMC

Binh Thanh district, HCMC

### STYLE

Vintage, quality

Vintage, traditional

Modern, youthful, quality

Modern, luxury

### TARGET CUSTOMERS

25-34 years old

25-34 years old

22-29 years old

25-34 years old

### MAIN COMMUNICATION CHANNEL

Facebook

Website

Facebook, Instagram, Shopee, Website

Facebook, Website, Shopee

## PROBLEM DEFINITION

### 2. Situational Analysis

# Competitive analysis

## FARM & FOREST



### LOCATION

Binh Thanh district, HCMC

### STYLE

Vintage, quality

### TARGET CUSTOMERS

25-34 years old

### MAIN COMMUNICATION CHANNEL

Facebook

## LA CHAMPA



Binh Thanh district, HCMC

Vintage, traditional

25-34 years old

Website

## HAKU FARM



District 3, HCMC

Modern, youthful, quality

22-29 years old

Facebook, Instagram, Shopee, Website

## HA EVA



Binh Thanh district, HCMC

Modern, luxury

25-34 years old

Facebook, Website, Shopee

## PROBLEM DEFINITION

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### 2. Situational Analysis

#### STRENGTH

Variety & quality products

Verified origin

Natural experience space

Community-oriented expert

#### OPPORTUNITY

Create own application products

Position the business owner as an expert

#### WEAKNESS

Low brand awareness

Communication channel has  
not yet developed

Brand personality has not been clearly

#### THREAT

User prejudice about the market

Focus on quality rather than trend

Competitors have strong media

# SWOT Analysis



## PROBLEM DEFINITION

### 2. Situational Analysis

# Statement of Needs



**BRAND IDENTITY**



**COMMUNICATION  
CHANNELS**



**BRAND PERSONALITY**





02

PLANNING



## PLANNING

### 1. Goals & Objectives

# Campaign goals

## BRAND IDENTITY

Orientation of the image and personality of the brand:

## BRAND PERSONALITY

Building a brand has innovation, capturing customer psychology.



## COMMUNICATION CHANNELS

Promote communication to transmit knowledge about pure essential oils.

# Message objectives



## THINK/UNDERSTAND

Promote brand association with the keyword **balance, mental health care**.



## FEEL

Touch **emotions** and create **empathy** with customers.



# Communication objectives

**1500 PER POST**

Increase reach per Facebook page post from 500 to 1500.

**+500 PAGE LIKES**

Increase from 14800 to 15300 Facebook page likes.

**500+ VIEWS PER POST**

For each videos of the podcast series.



**+300 FOLLOWERS**

On Instagram - new communication channels.

**+1000 MEMBERS**

To join the community group on Facebook.



# Target audiences



## DEMOGRAPHIC

- Age: 18 – 34 years old
- Geographic: live and work in HCMC
- Occupation: students, brainworker
- Income: 9M+ VND/month

## PSYCHOGRAPHIC

- Pay attention to mental health issues.
- Are experiencing or are likely to face difficulties in life balance
- Like to experience nature, gentle, deep.
- Tends to seek sharing.





## INSIGHT

The hustle and bustle of life makes many people not take care of themselves, leading to **emotional imbalance**.

# BIG IDEA

“Cửa tiệm của sự cân bằng”  
- The Store of Balance





# KEY MESSAGE

Farm & Forest is also a place to help you have time to sit back and think, share stories, relieve pressure and partially **regain balance** in life.

# Targeted media

50%



## FACEBOOK PAGE

Main channel of the campaign,  
focus on content.

40%



## INSTAGRAM

Develop new channel,  
focus on visual.

10%



## FACEBOOK GROUP

Building a community to discuss  
about emotional balance.

# Campaign timeline

01

7/6 – 17/6

Perfecting the image,  
shaping the brand  
personality

02

18/6 – 30/7

Create brand  
associations  
and empathy

03

1/7 – 25/7

Create interaction  
and share

# Campaign timeline

PERIOD	OBJECTIVES	TIME	CHANNELS	ACTIVITIES
I	Perfecting the image, shaping the brand personality	07/06 - 17/06	Facebook Page & Instagram	<ul style="list-style-type: none"><li>- <b>Launched</b> a new media channel - Instagram.</li><li>- Announcement, change the <b>brand identity</b>.</li><li>- Post articles of content categories to introduce general brands and existing <b>product lines</b>.</li></ul>
			Facebook Group	<ul style="list-style-type: none"><li>- <b>Create</b> a group and <b>build</b> the group's initial discussion structure.</li></ul>



# Campaign timeline

PERIOD	OBJECTIVES	TIME	CHANNELS	ACTIVITIES
II	Create brand associations and empathy	18/06 - 30/06	Facebook Page	<ul style="list-style-type: none"> <li>- Launched the <b>Podcast</b> "Hít thở sâu - cân bằng cảm xúc" once a week.</li> <li>- Continue to post articles from <b>4 content categories</b>.</li> </ul>
			Instagram	<ul style="list-style-type: none"> <li>- Create <b>highlight stories</b> about existing essential oils.</li> <li>- Continue to post articles from <b>4 content categories</b>.</li> </ul>
			Facebook Group	<ul style="list-style-type: none"> <li>- Continue to create frequent and varied <b>discussions</b> about emotional balance equations.</li> <li>- <b>Review</b> and <b>seeding</b> of pure natural essential oils in general, and Farm &amp; Forest in particular as a form of mental health support.</li> </ul>

# Campaign timeline

PERIOD	OBJECTIVES	TIME	CHANNELS	ACTIVITIES
III	Create interaction and share	01/07 - 25/07	Facebook Page	<ul style="list-style-type: none"> <li>- Launched the "essential oil for beginners" <b>set product</b>.</li> <li>- <b>Mini game</b>: "Cân bằng cảm xúc" - Emotional balance. Giveaway essential oil product set.</li> </ul>
			Instagram	<ul style="list-style-type: none"> <li>- <b>Mini game</b>: "Cân bằng cảm xúc" - Emotional balance. Giveaway essential oil product set.</li> <li>- Continue to post articles from <b>4 content categories</b>.</li> </ul>
			Facebook Group	<ul style="list-style-type: none"> <li>- Continue to create frequent and varied <b>discussions</b> about emotional balance equations.</li> </ul>

# FACEBOOK PAGE

The post is divided into **5 categories** according to the concept of storytelling – conversation.



## HÍT THỞ SÂU – CÂN BẰNG CẢM XÚC

A **podcast series** that share personal feelings, reactions and thoughts on issues in life.



## TRẠM CÂN BẰNG CẢM XÚC

**Inspirational** articles and stories



## CHUYỆN CỦA MÙI HƯƠNG

**Stories** associated with essential oil scents



## HƯƠNG LAN TỎA

**Sideline activities** of the brand, events affecting society



## Kiến thức tinh dầu

**Sharing** information, health-related effects, instructions for use of mixing,...

# INSTAGRAM

Focus on visual expression.

Create a direct interaction on the brand's Instagram story.



# Facebook Page & Instagram

CATEGORY	CONTENT	CLASSIFY	HASHTAG	WEIGH
Trạm cân bằng cảm xúc	<b>Inspirational articles and stories</b> associated with emotional balance and life balance from books are commented on from the admin's perspective.	<ul style="list-style-type: none"> <li>- Feeling</li> <li>- Story</li> <li>- No need to involve essential oils</li> </ul>	#Tramcanbangca mxuc	40%
Chuyện của mùi hương	<b>Stories</b> associated with <b>essential oil scents</b> , descriptions of natural essential oils currently available at the store.	<ul style="list-style-type: none"> <li>- Feeling</li> <li>- Story</li> <li>- Need related to essential oil scent</li> </ul>	#Chuyencuamuih uong	20%
Kiến thức tinh dầu	Articles <b>sharing information</b> about the effects of essential oils related to health, instructions for use & mix.	<ul style="list-style-type: none"> <li>- Science</li> <li>- Research</li> <li>- Guide</li> </ul>	#Kienthuctinhdau	20%
Hương lan tỏa	<b>Brand stories</b> , social activities, events of the brand on the sidelines of the campaign, impact on the environment, ...	<ul style="list-style-type: none"> <li>- PR information</li> <li>- Sympathy</li> </ul>	#Huonglantoa	20%

# Podcast script

PART	CONTENT	SCRIPT
Introduction	About podcasts	MC: Xin chào mọi người, mình là Ngọc Lam và đây là Podcast "Hít thở sâu - cân bằng cảm xúc"
		Intro
	Introduce content and guests	Chào mừng mọi người đã đến với tập [NO.] của chuỗi podcast "Hít thở sâu - cân bằng cảm xúc".  Ở mỗi số podcast, chúng ta sẽ có một khách mời cùng đồng hành để kể về câu chuyện của họ rằng họ đã từng mất cân bằng, chênh vênh như thế nào và họ đã làm những gì để cân bằng lại cuộc sống của mình.  Tại số mở màn ngày hôm nay, chúng ta sẽ cùng chào đón [GUEST]. Xin chào anh/chị ạ!
	Guests introduce themselves	GUEST: Xin chào mọi người, mình là... Mình rất vui.....(Bày tỏ cảm nghĩ khi là khách mời của chuỗi podcast)

# Podcast script

PART	CONTENT	SCRIPT
Telling stories	Suggest for guests to guess the scent of essential oil being burned.	MC: [GUEST] này, anh/chị. người thử xem hôm nay chương trình đã đốt mùi gì cho anh/chị?
	Hints on the guest's unbalanced story	MC: Có phải mùi hương này...
	Guest talk about how to solve the problem	

# Podcast script

PART	CONTENT	SCRIPT
Ending	Suggest a scent that matches the guest's personality for a special gift	<p>MC: Cảm ơn [GUEST] đã tham gia chương trình podcast ngày hôm nay. Hy vọng câu chuyện của [GUEST] sẽ đem lại những thông điệp tích cực cho các quý vị khán thính giả. Đây là món quà mà chương trình đã pha và dành tặng riêng cho [GUEST].</p> <p>GUEST: Cảm ơn [MC] đã cho [GUEST] cơ hội được chia sẻ và trải lòng. Chúc chương trình ngày càng thành công. Xin chào MC và chào tất cả mọi người.</p> <p>MC: Xin chào tất cả các bạn, hẹn gặp lại các bạn trong số tiếp theo của chuỗi Podcast "Hít thở sâu - cân bằng cảm xúc!".</p>



# Facebook Group

CATEGORY	CONTENT	CLASSIFY	HASHTAG
Bản tin tại trạm	Share <b>thoughts</b> of members at their personal perspective on issues related to psychology and emotions in society	<ul style="list-style-type: none"><li>- Information</li><li>- Story</li><li>- Social commentary</li><li>- Closeness</li></ul>	#Bantintaitram
Chiếc cân cảm xúc	Interesting <b>scientific studies</b> on human emotions. Experience methods, therapy, treatment, support, emotional balance.	<ul style="list-style-type: none"><li>- Information Science</li><li>- Knowledge</li></ul>	#Chieccancamxuc
Trải nghiệm lắng nghe cảm xúc	Share <b>life-experience stories</b> of emotional peaks (joy, happiness, euphoria, sadness, pain, anxiety) and how people have rebalanced them.	<ul style="list-style-type: none"><li>- Personal story</li><li>- Personal perspective</li><li>- Closeness</li></ul>	#Langnghecamxuc
Bạn ơi, cho mình hỏi...	People's <b>Q&amp;A corner</b> on emotional issues, mental health and support methods.	<ul style="list-style-type: none"><li>- Closeness</li><li>- Connection</li><li>- Interactive</li></ul>	#Banoichominhhoi

# Budget

CATEGORY	ITEM	COST (Unit: VND)	NOTE
Ads costs	Facebook	1.500.000	
	Instagram	1.500.000	
Gift costs	Minigame	3.000.000	Including artifacts
	Podcast guests	3.000.000	
Contingency		1.000.000	
TOTAL		10.000.000	

# Evaluation



## WHEN?

After each stage, there will be an assessment and appropriate adjustment



## WHERE?

Reviews on Facebook, Instagram



## HOW?

Compare the reach and interaction through Meta Business Suite



03

EXECUTION



## EXECUTION

### 1. Communication Channels

# GENERAL IMAGE ORIENTATION



We set a fresh image and color orientation, in harmony with nature, combined with vintage style.

The post that started the campaign on Facebook

## EXECUTION

### 1. Communication Channels

# GENERAL IMAGE ORIENTATION

Light color



Dark color



Color Palette



Elements

The concept was inspired by the logo and stamp printed on the product bottle label of the Farm & Forest brand.



## EXECUTION

### 1. Communication Channels

# GENERAL IMAGE ORIENTATION

Images and posts are used uniformly, and the size is adjusted based on the type of post on different platforms.



Image series post applicated for Facebook



Carousel post applicated for Instagram

## EXECUTION

### 1. Communication Channels

# GENERAL IMAGE ORIENTATION



Thumbnail for podcast series



## EXECUTION

### 1. Communication Channels

# GENERAL IMAGE ORIENTATION



Instagram feed

## EXECUTION

### 1. Communication Channels

# GENERAL IMAGE ORIENTATION

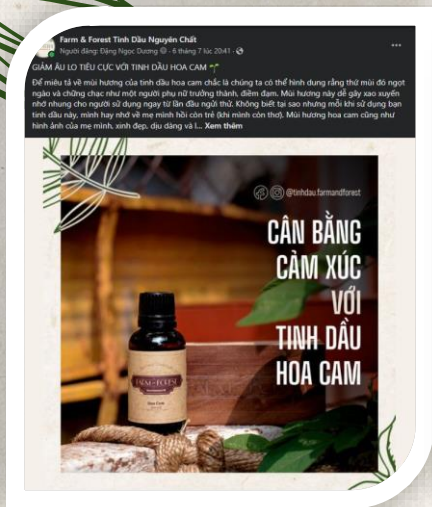


Image of Facebook Group post "Trạm Cân Bằng Cảm Xúc"

Particularly for the Facebook Group channel "Trạm Cân Bằng Cảm Xúc", this is a **secondary channel** to attract target customers, so it will not be directly associated with the brand.

Instead, we use an image orientation that is **somewhat similar** in typeface and color to create brand associations in terms of attitude.

# FACEBOOK PAGE



“Trạm Cân Bằng Cảm Xúc”



“Kiến Thức Tinh Dầu”



“Chuyện Của Mùi Hương”



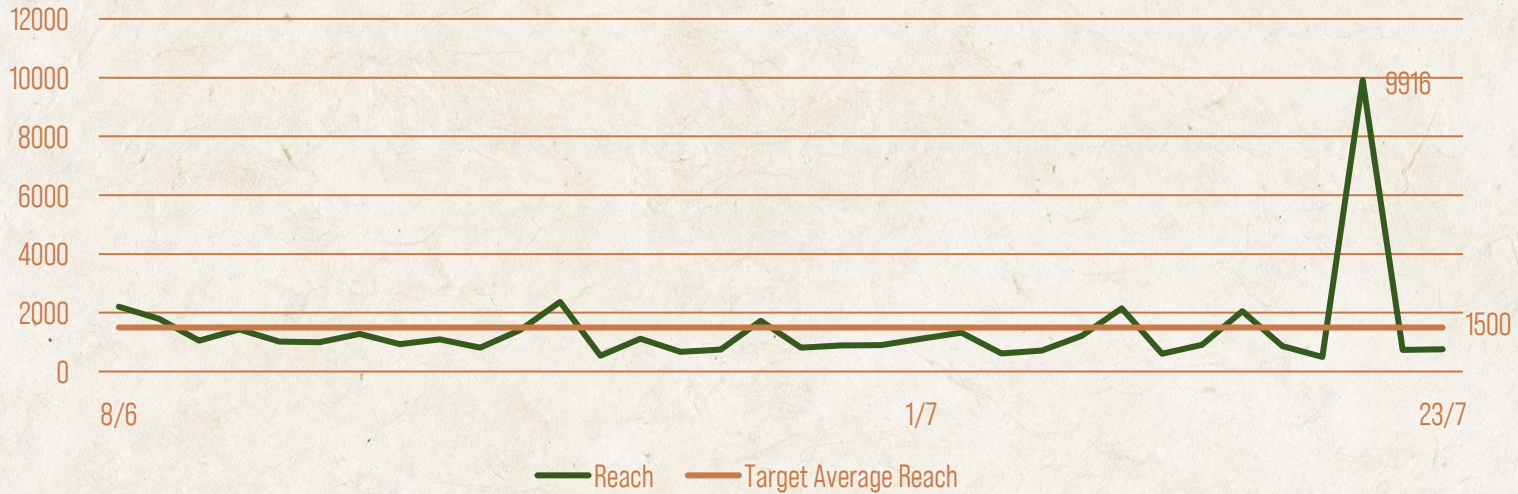
“Hương Lan Tỏa”

Page post 4 categories in the time frame 8pm. to 9pm. with a unified concept and image.

## EXECUTION

### 1. Communication Channels

## GROWTH CHART OF REACH THROUGH EACH POST ON FACEBOOK PAGE



**PAGE LIKES**

15422

**AVERAGE REACH**

1390

**POST FREQUENCY**

5-6 posts per week

## EXECUTION

### 1. Communication Channels

# MINIGAME



Minigame post

## FACEBOOK

9916

Reach

791

Reaction

448

Comment

420

Share

## INSTAGRAM

8871

Reach

132

Heart

92

Comment

90

Mentioned

# PODCAST

### [Podcast] HÍT THỞ SÂU - CÂN BẰNG CẢM XÚC · 4

[Xem tất cả](#)

Chuỗi podcast "Hít thở sâu - Cân bằng cảm xúc" sẽ là nơi để mọi người cùng ngồi lại mỗi tối cuối tuần để lắng nghe những xúc cảm chân thành và nhận lại đâu đó những thông điệp tích cực. Mỗi số, chúng mình sẽ mời đến đây những vị khách mời khác nhau. Mỗi người sẽ có những câu chuyện, những trải nghiệm riêng về sự mất cân bằng mà họ đã từng đối mặt cũng như cách mà họ đã vượt qua...



#### Tập 4 | Hiểu rõ bản thân để thấu hiểu mọi người

1 tuần trước · 573 lượt xem

Bạn và 48 người khác



#### Tập 3 | Bắt đầu từ những việc bản thân yêu thích

2 tuần trước · 488 lượt xem

Bạn và 52 người khác



#### [HÍT THỞ SÂU - CÂN BẰNG CẢM XÚC] - Tập 2 | Vượt qua ranh giới khác biệt v...

3 tuần trước · 579 lượt xem

Bạn và 52 người khác

Podcast series "Hít Thở Sâu - Cân Bằng Cảm Xúc"

## EXECUTION

### 1. Communication Channels

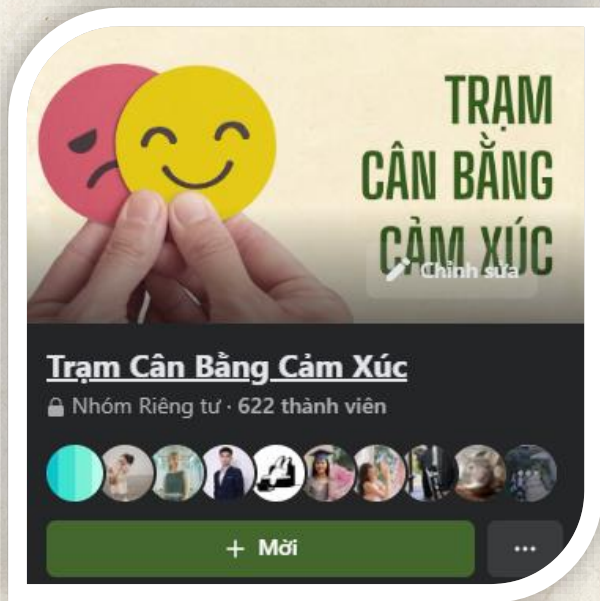
# Podcast

NO	TITLE	GUEST	DURATION	VIEW	REACH	REACTION	LINK
1	Thuyết phục bản thân chấp nhận chính mình [Convince yourself to accept yourself]	Việt Hải	36:23	500	1412	59	<a href="#">Episode 01</a>
2	Vượt qua ranh giới khác biệt văn hóa [Crossing the boundaries of cultural differences]	Văn Hoàn	37:57	591	1725	60	<a href="#">Episode 02</a>
3	Bắt đầu từ những việc bản thân yêu thích [Start with what you love]	Minh Tuấn	38:20	501	1420	52	<a href="#">Episode 03</a>
4	Hiểu rõ bản thân để thấu hiểu mọi người [Know yourself to understand others]	Kế Nam	25:15	693	1218	51	<a href="#">Episode 04</a>

## EXECUTION

### 1. Communication Channels

# FACEBOOK GROUP



#### Mô tả

Trạm Cân Bằng Cảm Xúc được chứng minh lập nên với mục đích tạo ra một cộng đồng "mở lòng" và tập cách cân bằng cảm xúc bản thân.

Trên tinh thần lắng nghe và KHÔNG phán xét. Đây là nơi tất cả mọi người có thể cùng nhau:

- Chia sẻ câu chuyện và cảm xúc của mình
- Trao đổi và thảo luận về những kinh nghiệm, phương pháp cân bằng cảm xúc bản thân

Những chuyên mục nội dung của trạm bao gồm:

- Bản tin tại trạm (#Bantintaitram): Chia sẻ suy nghĩ thành viên trạm tại góc nhìn cá nhân về các vấn đề liên quan tâm lý, cảm xúc trong xã hội.
- Chiếc cân cảm xúc (#Chieccancamxuc): Những nghiên cứu khoa học thú vị về cảm xúc của con người. Những kinh nghiệm phương pháp, liệu pháp, điều trị, hỗ trợ cân bằng cảm xúc.
- Trải nghiệm lắng nghe cảm xúc (#Langnghecamaxuc): Chia sẻ những câu chuyện trải nghiệm cuộc sống về những lần đạt đến đỉnh cao của cảm xúc (vui mừng, hạnh phúc, hứng phấn, buồn bã, đau khổ, lo lắng) và cách mà mọi người đã cân bằng lại chúng.
- Bạn ơi, cho mình hỏi (#BanoiChominhhoi): Góc hỏi đáp của mọi người về những vấn đề liên quan cảm xúc, sức khỏe tinh thần và các phương pháp hỗ trợ.

Trạm Cân Bằng Cảm Xúc rất vui mừng chào đón bạn tham gia và chia sẻ bài viết với chúng mình. Mọi người luôn lắng nghe bạn! <3 Ấn bít

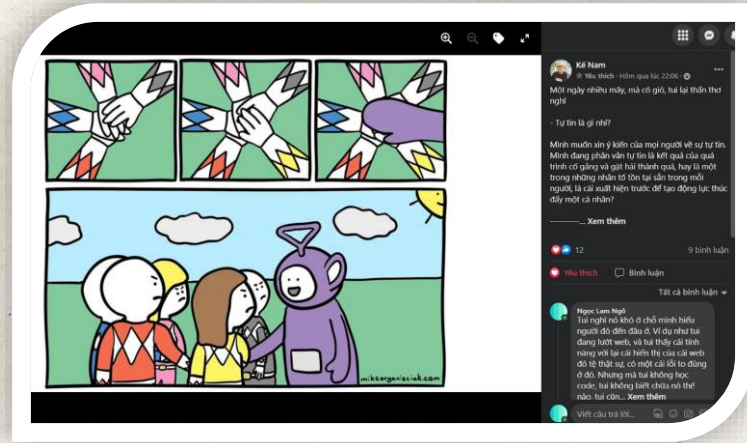
"Trạm Cân Bằng Cảm Xúc" Group Information



## EXECUTION

### 1. Communication Channels

# FACEBOOK GROUP



Posts by admin and group members

## EXECUTION

### 1. Communication Channels

# FACEBOOK GROUP

**Ngọc Lam Ngô**  
Quản trị viên · 5 thg 7 · 🌐

Đừng ai trả lời bình luận của một ai cả, hãy thả tim cho tất cả mọi bình luận.

Bắt đầu hành trình rèn luyện, cân bằng cảm xúc của chúng ta thôi nào!



**Post này để mọi người bình luận tâm sự**  
về những khó khăn, chính vì thế mà mình đang gặp phải cảm xúc của mọi người hiện tại. Ban có thể bình luận bằng acc clone nếu ngại.

Do quản trị viên thêm #chiasie #suckhoetinhthan #canbangcamxuc

Xem thông tin chi tiết **Số người tiếp cận bài viết: 243**

👍👎👤 18 6 bình luận

**Kế Nam**  
👤 · 7 thg 7 · 🌐

TÂM HỒN 16 TUỔI

Đang nói về những sinh vật dưới vùng sâu thẳm, có loại nhớp nháp, có đen, không lồ...

- Tao để ý con gì càng trên cao thì tuổi thọ càng ngắn, ngược lại dưới sâu thì tuổi thọ càng dài.
- Vậy hà. Đầu mày ví dụ thử coi!
- Chim nè, nó sống trên cao nên tuổi thọ vài tháng. Có thể vài năm. Còn có mấy con như cá voi, cá heo, rùa biển thì sống có khi lâu hơn người nữa.

Tôi ngắm nghĩ một lúc. Ví dụ là về tim thì có báo cáo khoa học nào liên hệ giữa độ cao nơi sinh vật với tuổi thọ không ha? Có thì cũng không biết bao giờ tôi mới mở r... Xem thêm

Do quản trị viên thêm #chiasie #Langghecamxuc #canbangcamxuc

Xem thông tin chi tiết **Số người tiếp cận bài viết: 290**

👍👎👤 18 7 bình luận

**Dương Dương**  
28 thg 6 · 🌐

Nghỉ được, thì làm được.

Quần, anh mình, chung đội tuyển Toán, giờ mở quán trà sữa.

Phải kể mình với anh cùng học trường chuyên, Toán. Anh Quân giỏi lắm, cũng đi thi này nọ và ẵm giải... Xem thêm



Họ và tên	Điểm	Điểm
Nguyễn Văn A	100	100
Nguyễn Văn B	100	100
Nguyễn Văn C	100	100
Nguyễn Văn D	100	100
Nguyễn Văn E	100	100
Nguyễn Văn F	100	100
Nguyễn Văn G	100	100
Nguyễn Văn H	100	100
Nguyễn Văn I	100	100
Nguyễn Văn J	100	100

Do quản trị viên thêm #chiasie #Langghecamxuc #canbangcamxuc

Xem thông tin chi tiết **Số người tiếp cận bài viết: 243**

👍👎👤 Ban, Đặng Ngọc Dương và 12 người khác 2 bình luận

**Thành viên nhóm**  
4 ngày · 🌐

Mọi người cho mình xin địa chỉ vài chỗ bình yên để giải khuây ở TPHCM với ạ. Chỗ nào tĩnh lặng, mát mẻ và không ồn ào ấy ạ.

Mình cảm ơn

👤 Do quản trị viên thêm #banoichominhhoi

Xem thông tin chi tiết **Số người tiếp cận bài viết: 352**

👍👎👤 Ban, Đặng Ngọc Dương và 11 người khác 7 bình luận

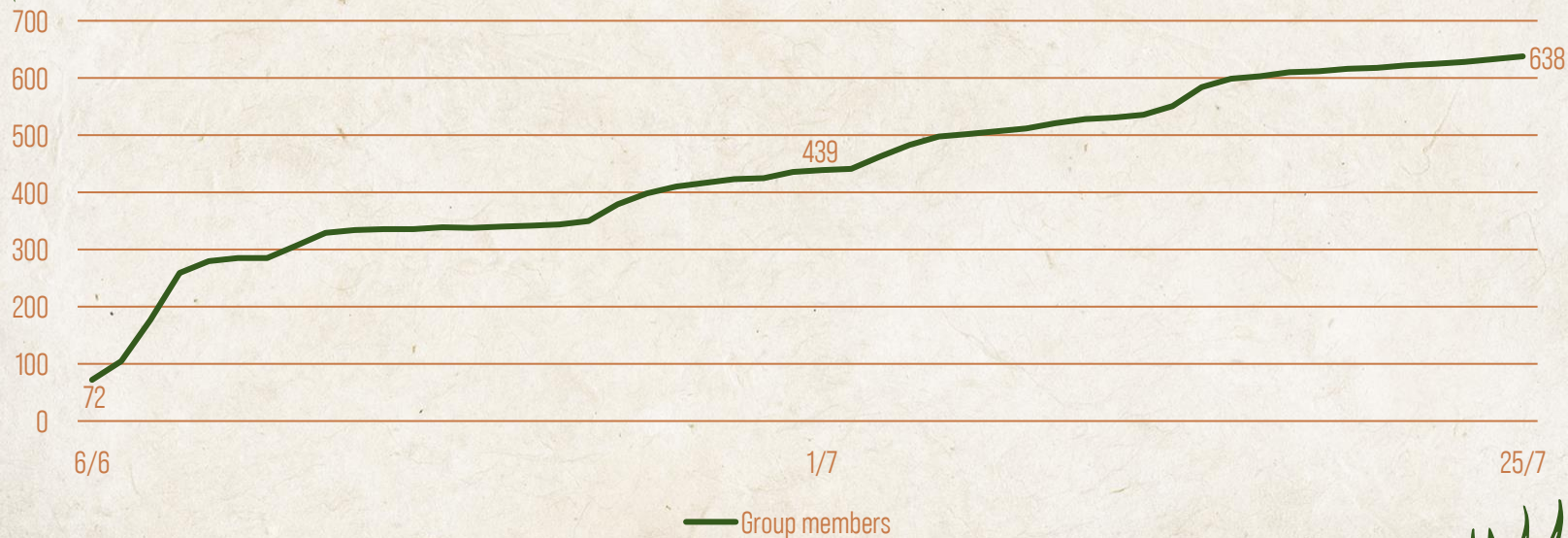
👍 Thích 🗨️ Bình luận 📧 Gửi

Group reach

## EXECUTION

### 1. Communication Channels

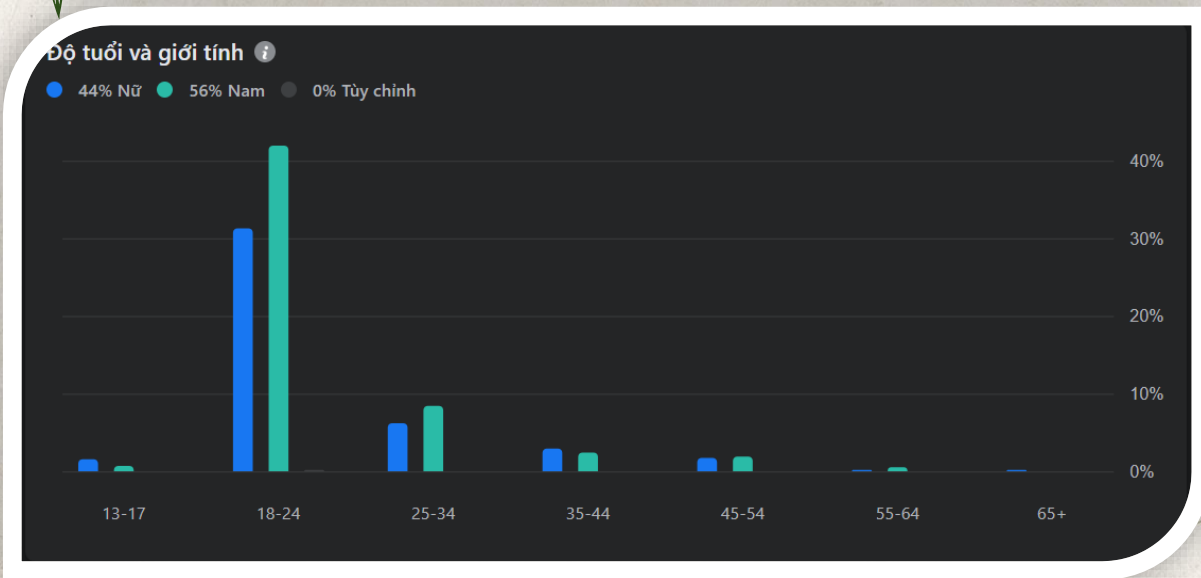
## GROWTH CHART OF THE GROUP MEMBERS



## EXECUTION

### 1. Communication Channels

# FACEBOOK GROUP



Tỉnh/thành phố có nhiều thành viên nhất

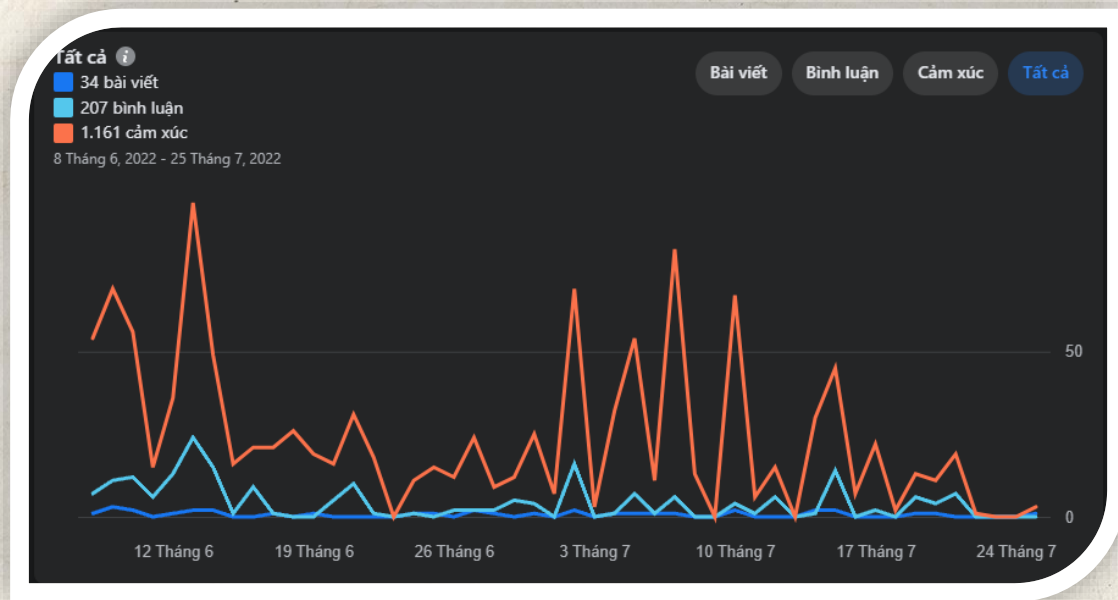
Thành phố Hồ Chí Minh	358
Cái Bè, Tiền Giang	40
Thủ Dầu Một, Bình Dương	26
Ap Hau Hoa, Tiền Giang Province	17
Dĩ An, Bình Dương	14
Cần Thơ	11
Biên Hòa, Đồng Nai	11
Ap An Thai, Tiền Giang Province	10
Hà Nội	9
Cai Lậy, Tiền Giang	9

Group members distributed by age & geographical location

## EXECUTION

### 1. Communication Channels

# FACEBOOK GROUP



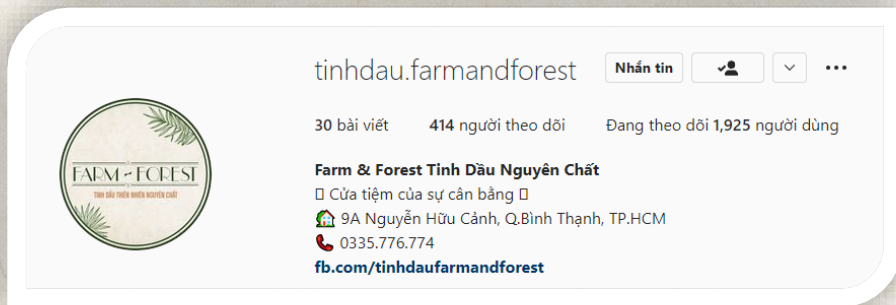
Group growth chart: Posts, comments and emotions (excluding admin posts)

## EXECUTION




### 1. Communication Channels

# INSTAGRAM

The content of the Instagram channel is **unified** with the Facebook channel and is emphasized on the image when there is a link to the article in the feed.



The screenshot shows the Instagram profile for 'tinhdau.farmandforest'. The profile picture is a circular logo with 'FARM & FOREST' and 'TINH DẦU THIÊN NHIÊN NGUYÊN CHẤT' text. The bio includes the address '9A Nguyễn Hữu Cảnh, Q.Bình Thạnh, TP.HCM' and the phone number '0335.776.774'. The website 'fb.com/tinhdaufarmandforest' is listed at the bottom. The post count is 30, and there are 414 followers and 1,925 people following.

tinhdau.farmandforest **Nhắn tin**   

30 bài viết   414 người theo dõi   Đang theo dõi 1,925 người dùng

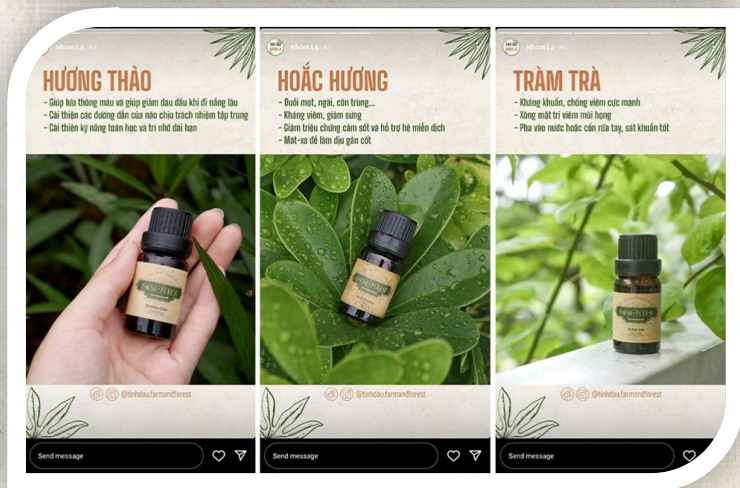
**Farm & Forest Tinh Dầu Nguyên Chất**  
□ Cửa tiệm của sự cân bằng □  
🏠 9A Nguyễn Hữu Cảnh, Q.Bình Thạnh, TP.HCM  
☎ 0335.776.774  
[fb.com/tinhdaufarmandforest](https://fb.com/tinhdaufarmandforest)

Farm & Forest's Instagram



## EXECUTION

### 1. Communication Channels



Story highlight

## INSTAGRAM

In addition, this channel also creates some **highlight stories** on the wall of the personal page so that customers can access and track pre-sorted essential oil products.



04

EVALUATION





## EVALUATION

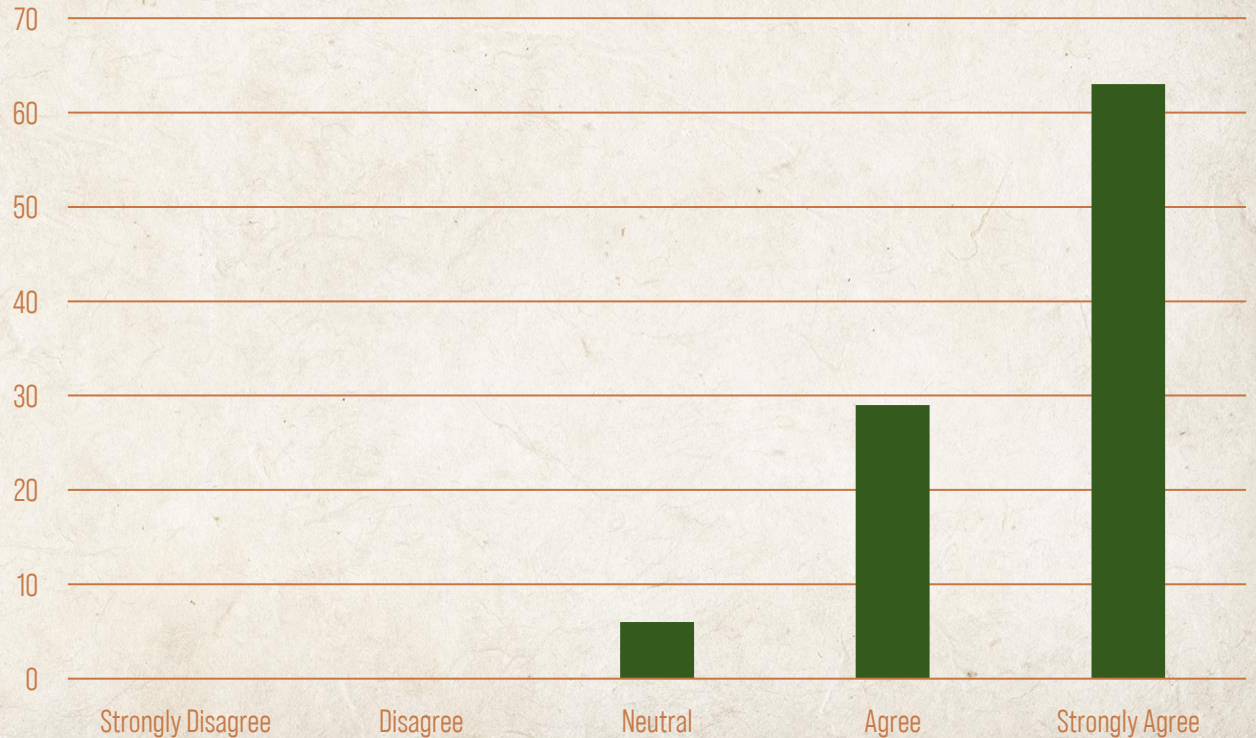
### 1. Goals & Objectives

# BRAND IDENTITY

Up to **64.3%** of customers think that they can easily identify Farm & Forest's media publications.

This shows that the brand has successfully built their own identity, making them **unique** and **different** from competitors in the industry.

## SURVEY RESULTS ON THE EASE OF FARM & FOREST RECOGNITION



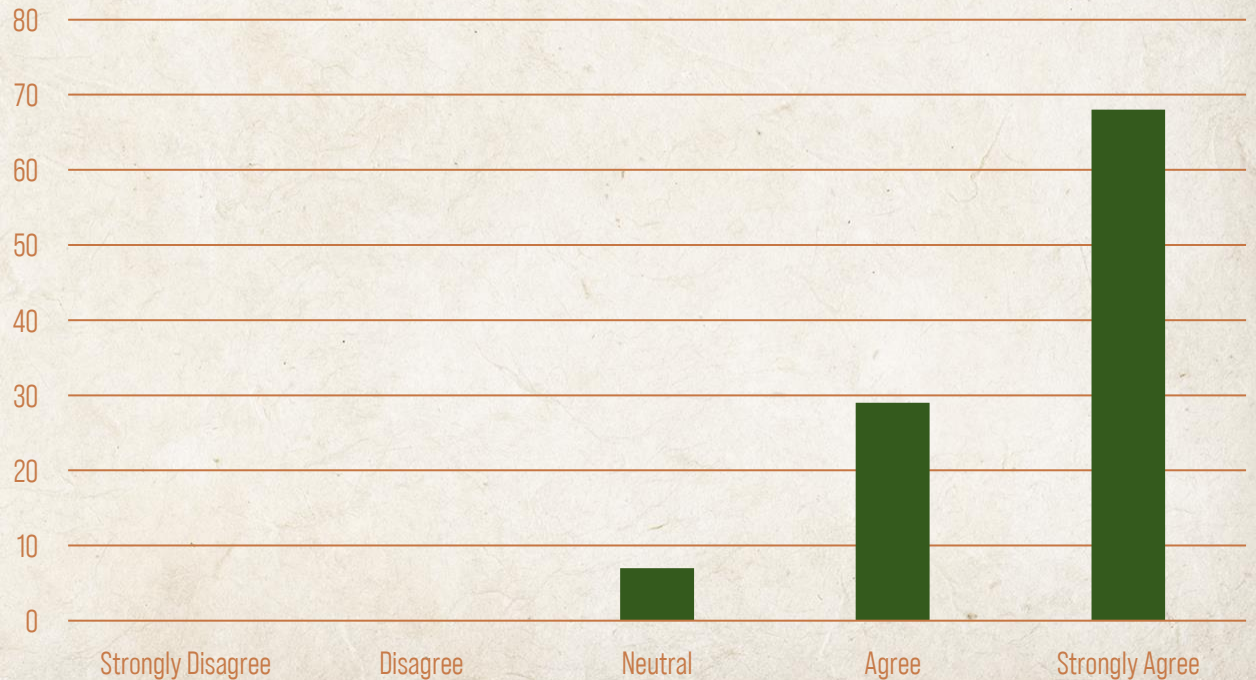
## EVALUATION

### 1. Goals & Objectives

# COMMUNICATION CHANNELS

Communication channels have also been promoted when up to **64.7%** said that they strongly agree with the idea that Farm & Forest's communication has done well.

## SURVEY RESULTS ABOUT FARM & FOREST HAVE GOOD COMMUNICATION



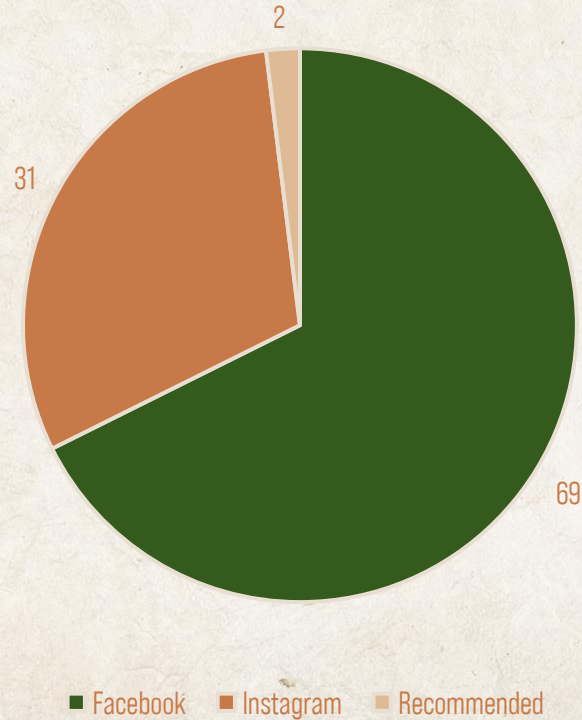
## EVALUATION

### 1. Goals & Objectives

# COMMUNICATION CHANNELS

In addition, in this survey, **67.6%** of respondents know the brand through Facebook and **30.4%** from Instagram.

## GRAPH OF RESPONDENTS DISTRIBUTION ACROSS PLATFORMS



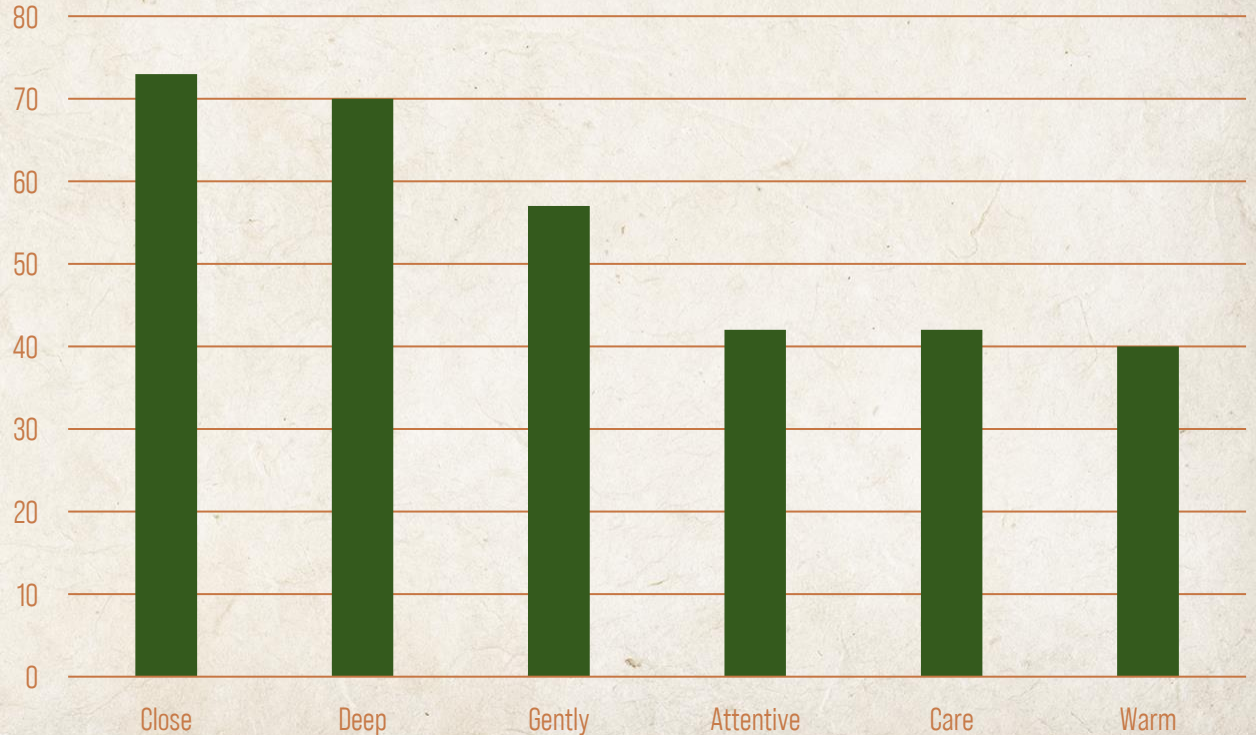
## EVALUATION

### 1. Goals & Objectives

# BRAND PERSONALITY

With adjectives such as "close", "deep", "gently", customers can feel that the Farm & Forest brand has certain personalities and 70% of them strongly agree with the idea. that Farm & Forest brings them closeness and empathy.

## ADJECTIVES DESCRIBING FARM & FOREST



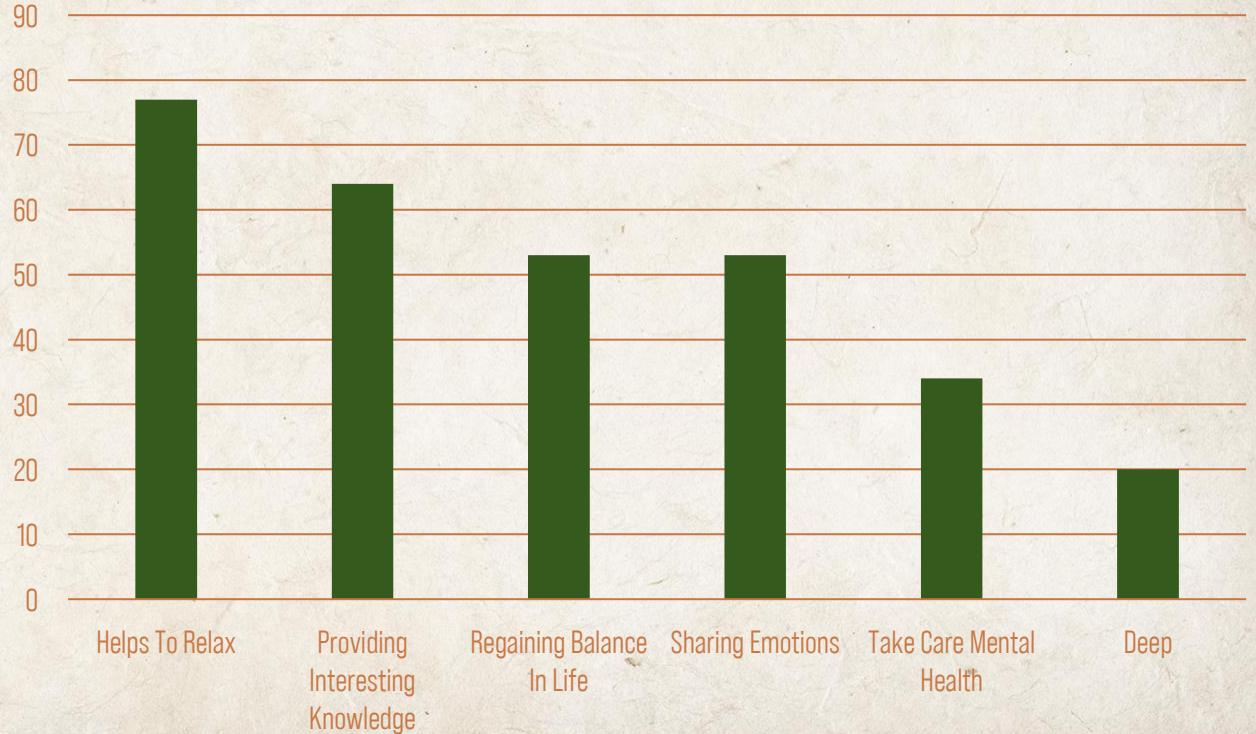
## EVALUATION

### 1. Goals & Objectives

# BRAND PERSONALITY

Moreover, they can find value here such as "helps to relax", "providing interesting knowledge" or "regaining balance in life". Thus, not to mention products, Farm & Forest has brought positive impacts to their potential customers and kept their loyal customers attached.

### GRAPH OF THE BENEFITS THAT FARM & FOREST BRINGS



## EVALUATION

### 1. Goals & Objectives

# KPI Progress

OBJECTIVES	CURRENT	TARGET	PROGRESS	WEIGH
Increase <b>reach</b> from 500 to 1500 average reach per Facebook Page post.	890	1000	89%	50%
Increase Facebook page <b>likes</b> from 14800 to 15300.	622	500	124%	
Get at least 500 views/video for a video of a <b>podcast series</b> .	570	500	114%	
Gain 300 <b>followers</b> on a new media channel - Instagram.	414	300	138%	40%
Reach 1000 <b>members</b> to join the community group on Facebook.	638	300	64%	10%

## EVALUATION

### 2. Budget

# Budget

CATEGORY	ITEM	USED (Unit: VND)	COST (Unit: VND)	NOTE
Ads costs	Facebook	1.187.000	1.500.000	
	Instagram	1.156.000	1.500.000	
Gift costs	Minigame	3.000.000	3.000.000	Including artifacts
	Podcast guests	400.000	3.000.000	
Contingency		0	1.000.000	
TOTAL		5.743.000	10.000.000	

# Increase sales for business



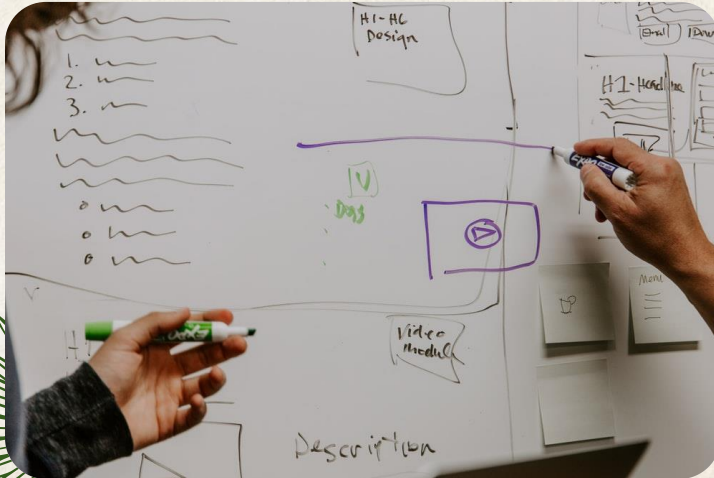
	FACEBOOK DIRECT MESSAGES	INSTAGRAM DIRECT MESSAGES	ONLINE ORDERS	TOTAL ORDERS	REVENUE
Before	20	0	18	68	=
After	59	15	41	97	-
Growth	295%	+15	228%	143%	136%

According to the information provided by the business, we have the parameters as the table above to compare the same period **45 days before and after** the campaign.

It has brought certain benefits in terms of sales for Farm & Forest.



# Opportunity to continue working



Before the end of the campaign (specifically, July 15, 2022), the business made an offer for two members of the team to continue working as a **media freelancer** for the parent company of Farm & Forest is Hoang Giang ceramic company.

This shows that the business has recognized and felt **satisfied** with the campaign results that have been achieved even though it has not entered the climax.

# Key Learning



## POLICIES

Pay attention to the policies on the platforms in use to avoid errors.



## RE-USE

Use old content sensibly to improve the quality effect.

# COMPLETING ACCOMPANYING PUBLICATIONS

After researching and completing sending brand guidelines for businesses, we continue to take product photos and design **communication publications** for businesses such as cards or product menus. These publications are linked and uniform, bearing the brand mark.



Thank you card attached to the product

# COMPLETING ACCOMPANYING PUBLICATIONS

In which the product menu is designed in a **square size** so that customers can flexibly monitor on both computer and mobile devices, and the menu is also displayed in **Vietnamese - English bilingual** to serve foreign customers.



Bilingual menu

# BRINGING PRODUCTS TO SHOPEE PLATFORM



In the near future (Q4/2022), the business will open a **sales channel** and upload all natural essential oil products on the Shopee platform.

We have supported businesses to take **product photos** and **design thumbnails** for products posted on Shopee.

Product photo and corresponding design thumbnail

**THANK YOU.**

