



Media Production

BUILD UP A TIKTOK CHANNEL VUA NEM

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Capstone Project Code: GRA497_G9

GROUP MEMBER



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HONG HANH
Member



LUONG
SY HIEP
Member



HOANG
TUNG LAM
Member

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01. INTRODUCTION

PROJECT INTRODUCTION

The TikTok media channel Vua Nem was created to carry out the noble task of bringing the soul of both the brand and the people of Vua Nem together. The TikTok channel emphasizes the entertaining personality and hospitality of the staff, thereby bringing moments of relaxation to the audience.

REASON FOR CHOOSING PROJECT

- The project has good potential
- The group can improve its abilities in content creation
- The team received support from Vua Nem and the technical team

PROJECT OVERVIEW

The Current Project

- The TikTok Vua Nem media channel development project is invested in and developed by Vua Nem enterprise in the project of brand expansion on social media platforms. The TikTok Vua Nem channel was created in November 2022 with stable growth in interaction and wide reach
- The TIKTOK Vua Nem channel development project for the fourth quarter of 2022 will continue to produce media products emphasizing the core values of the business.

BOUNDARIES

- Only develop content on Tiktok platform and not others.
- Only build content and producing videos, excluding other categories like TikTok Seller and Livestream.



GROUP DUTIES

OUR ROLE IN THIS PROJECT

- Conducts market research for TikTok production planning.
- Builds content and drafts the script.
- Produces and edits the video to share on TikTok.

ABOUT COMPANY

Vua Nem is Vietnam's leading retailer of mattresses and bedding. Vua Nem focuses on distributing well-known domestic and international brands such as Amado, Dunlopillo, and Tempur (USA)



100% genuine product



The most competitive price in the market



Product consulting service by experts



Free shipping within 30km



Free returns within 30 days



Warranty in accordance with Manufacturer's regulations



0% Interest Installment



Same day shipping

VISION

Following the expansion of its retail chain in the nation, Vua Nem aims to extend and build its brand in the Southeast Asian market, followed by Asia.

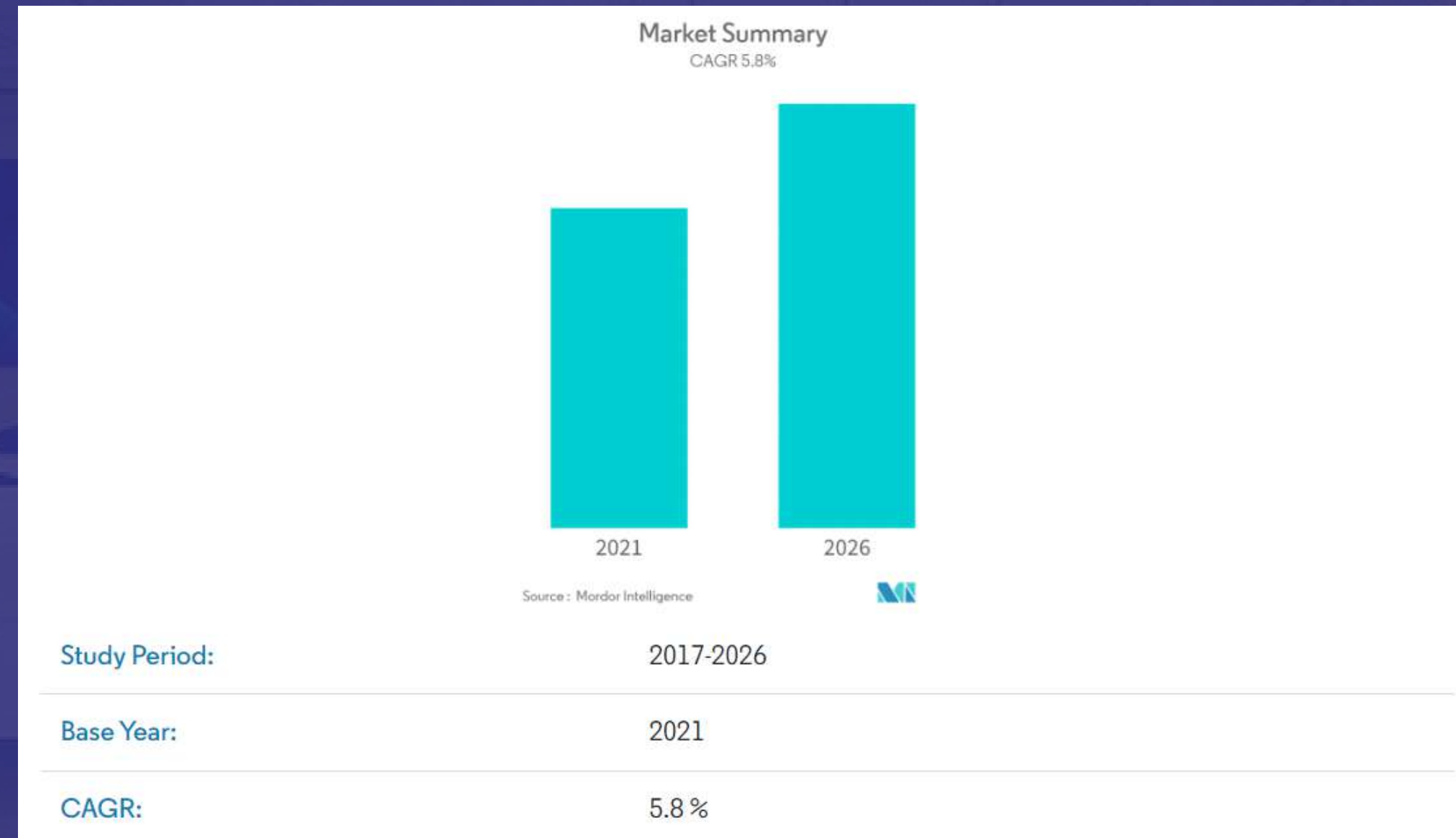
MISSION

Vua Nem, with the purpose of "Bringing a Good Night's Sleep to Every Home," provides its consumers with the best sleeping solutions as well as the simplest and most convenient purchasing experience.



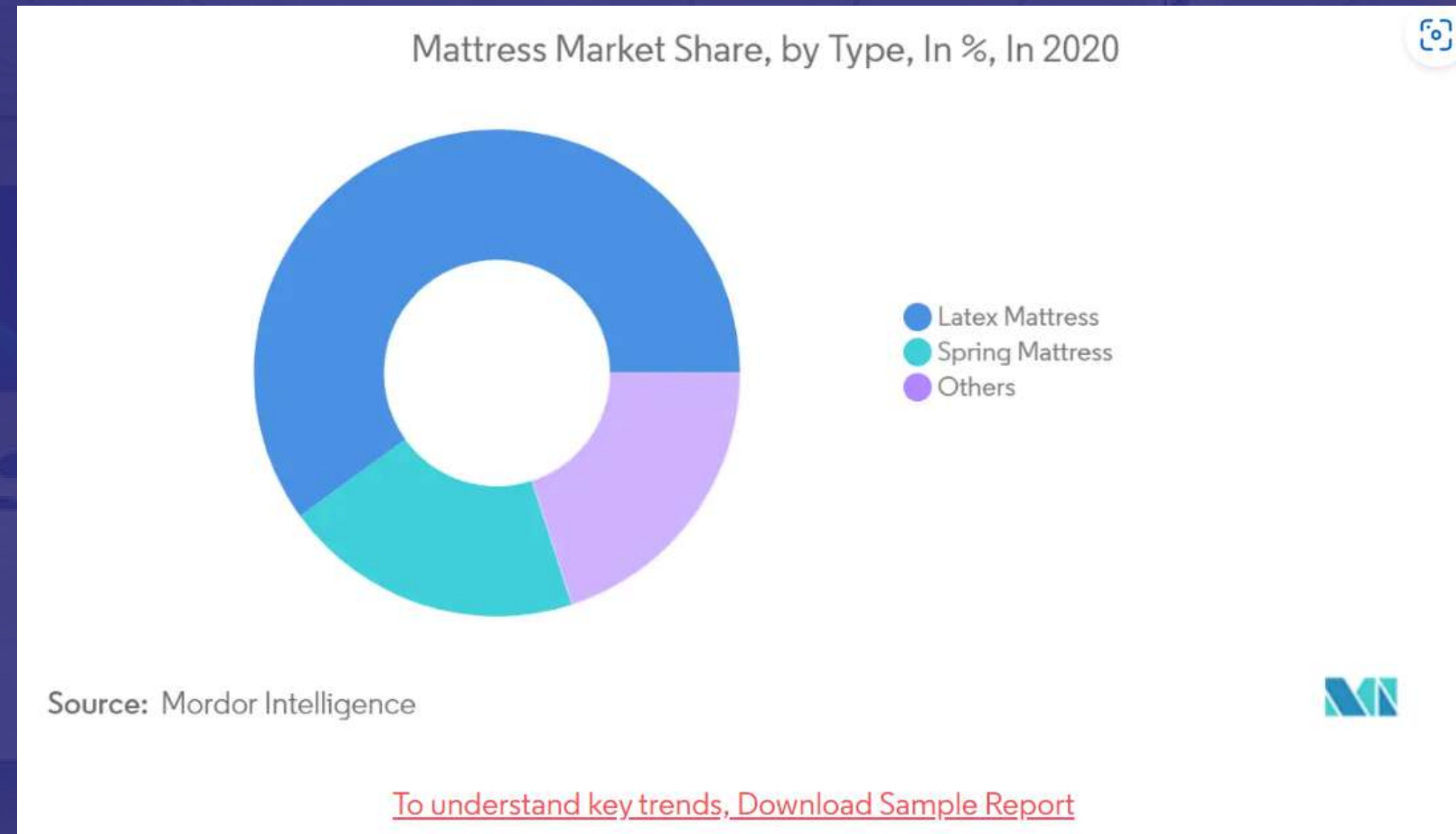
02. RESEARCH

SITUATION ANALYSIS



Due to the rising demand for mattresses among customers, the size of the Vietnam mattress market is predicted to grow at a CAGR of 5.8% between 2021 and 2026.

SITUATION ANALYSIS



Depending on consumer preferences, spring mattresses and latex mattresses are the most common types of mattresses nationwide. Vua Nem is currently distributing genuine and diversified products from abroad.



NEM VAN THANH

RESEARCH

Competitors Analysis

Reportedly, Van Thanh's revenue on the e-commerce platform reached VND 12 billion in 12 months and increased by more than 10% compared to the last quarter.



RESEARCH

Competitors Analysis

Everpia Joint Stock Company and Everon Bedding Products, the top bedding goods brand in Vietnam market, reached 264.8 billion VND, up by nearly 71% and its gross profit on sales reached 110 billion VND, up by 131%.

KING KOIL
MATTRESS CO.

RESEARCH

ANALYSIS OF VUA NEM

Vua Nem employs many social media platforms and in-store with customers. Currently, we can easily search for Vua Nem on TV, TikTok, online newspapers,

vuanem.



Chiếc nệm không thể cưỡng???
Series TikTok Vua Nệm hài hước #1

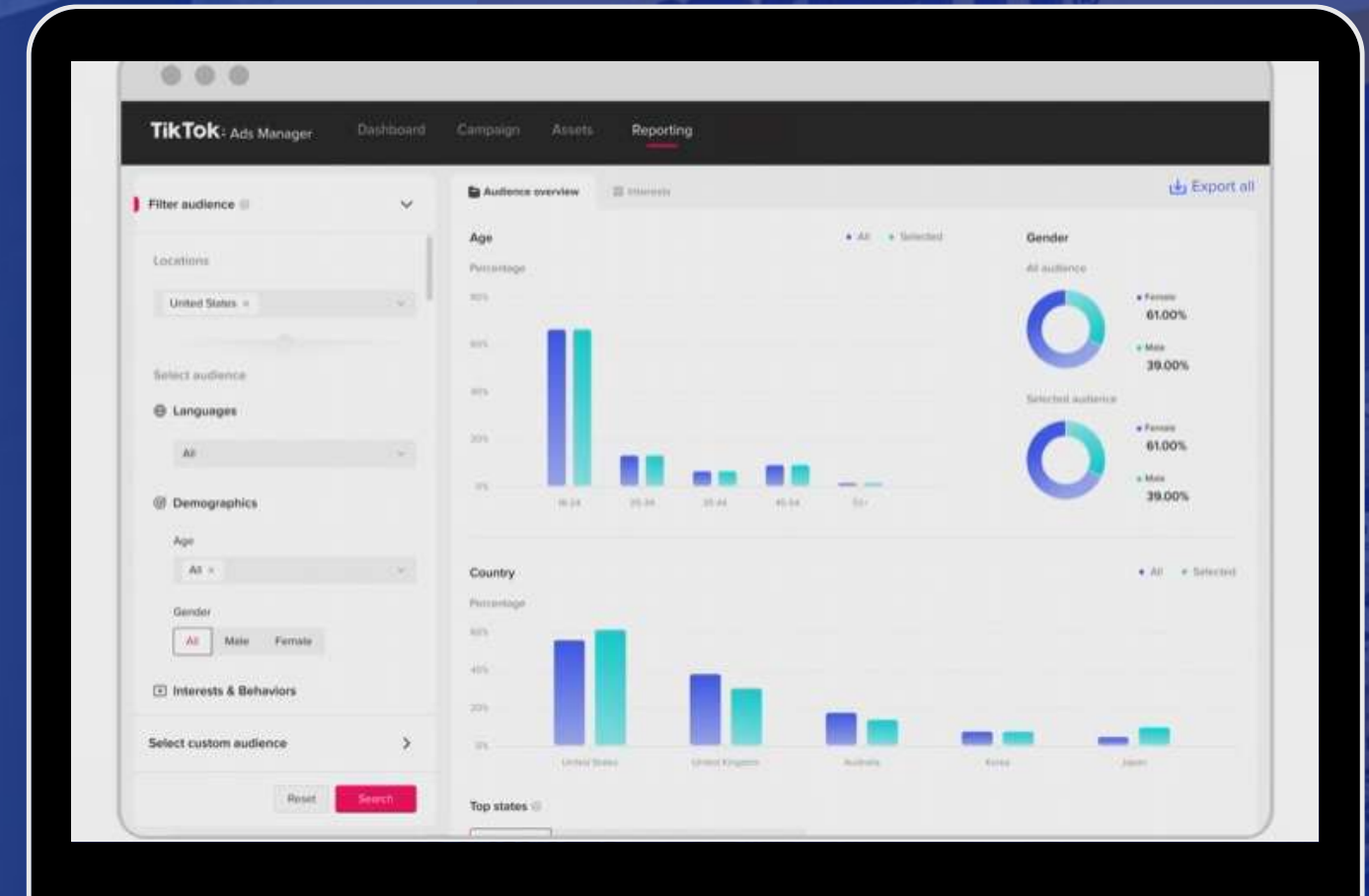
AUDIENCE RESEARCH

Secondary research

- Consumers have a habit of following and interacting with channels with engaging and humorous content. Finally, hashtags have the effect of reaching viewers and are keywords to help people easily find your content.

Primary research

- According to a qualitative study, customers and employees learn about Vuanemofficial through friends, trends, and hashtags. Vuanemofficial is known for its interesting and interactive content and viewer-friendly interface.





Nguyen Mai Thy

I learned about Vua Nem' TikTok through my leisurely TikTok browsing. The experience of watching TikTok Vua Nemis quite unique; for me, the situations in the video amuse and occasionally spark small arguments among viewers. Regarding the products of the channel, I have had the opportunity to see the Vua Nem thanks to these videos on TikTok.



Truong Quoc Anh

Through trends and the hashtag, I found Vuanemofficial. Situational videos, which aim to amuse viewers and occasionally even themselves, are very common these days. I believe Vuanemofficial did a good job with the videos and hope that they will be able to continue with fresh comedic situations and keep the flow of the videos uninterrupted.



Truong Thi Ngoc My

For me, it was a challenge to decide to build a channel in the direction of a video series and not a TikTok shop. However, thanks to the team and the efforts of the actors and supporters, it has brought the viewers a close but equally entertaining experience. Regarding the product element, I think that because it's a TikTok shop, maybe the channel can help us sell products online.



Bui Thi Van Anh

There will be many challenges with the content of the channel Vuanemofficial. I know about the channel through my friends in the same unit. The TikTok market now has a lot of stores that also make experience and situation video series. So to be able to create interaction and follow-up from viewers, VuanemOfficial has created its own character from the cast and a team of young and enthusiastic content creators.

SWOT

Strengths

- Professional media team, the index on the channels reached a stable level, and the index on the TikTok channel grew well.
- The content of the media products is interesting, attractive to viewers, and transparent, conveying the message of Vua Nem through each product.

Opportunities

- In 2022, the TikTok media channel of Vua Nem will produce a series of videos that continuously update trends to help the channel increase the amount of interaction significantly => Increase its coverage.

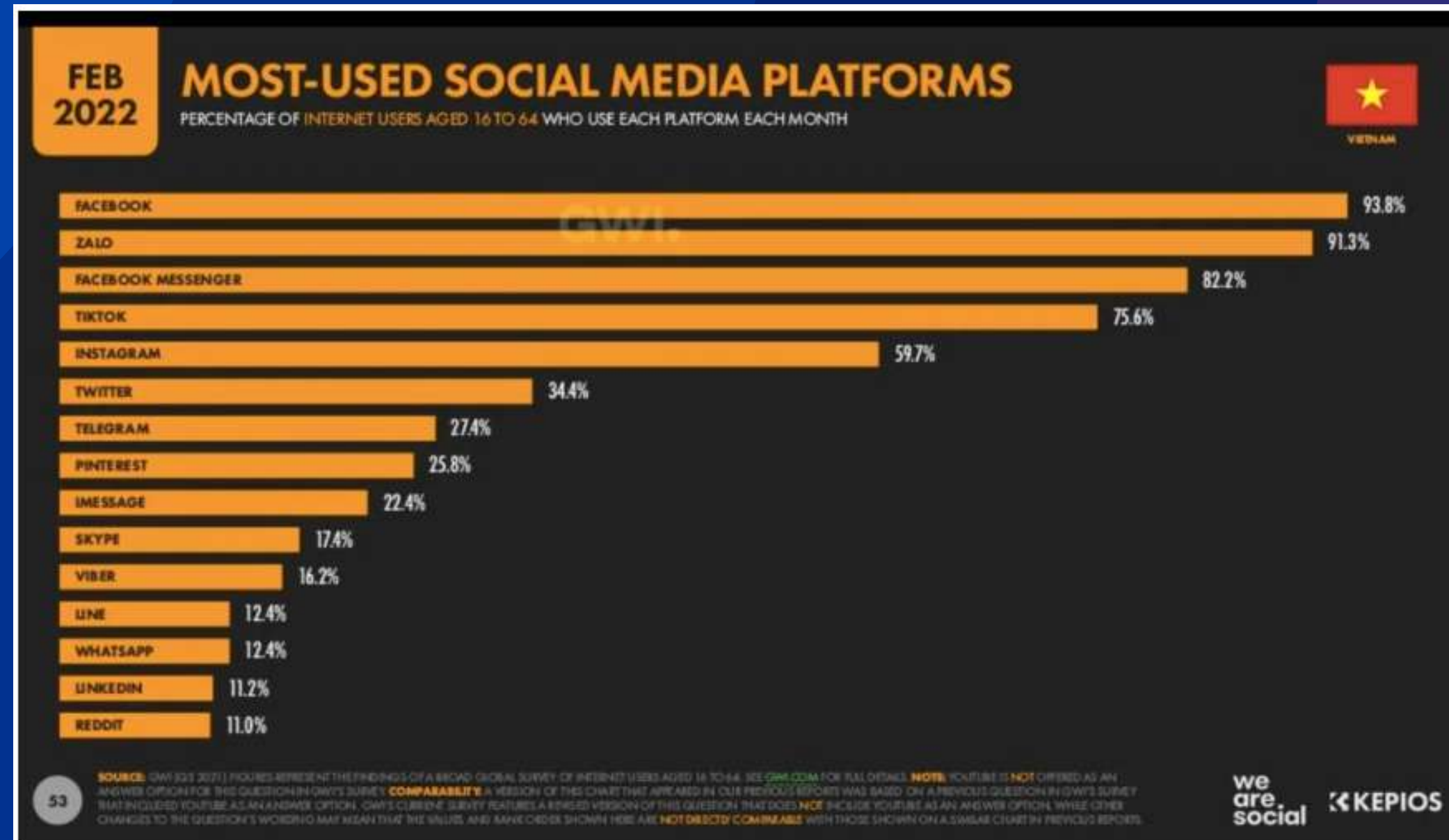
Weaknesses

- Content production media products are limited in the scope of the store.
- TikTok's content censorship regulations are getting tighter and tighter.=> Harder to make trending contents than before. Videos must be carefully checked to avoid violations.

Threats

- There are many businesses that are also going in the direction of developing situational videos on TikTok => Interactive competition and media product content.

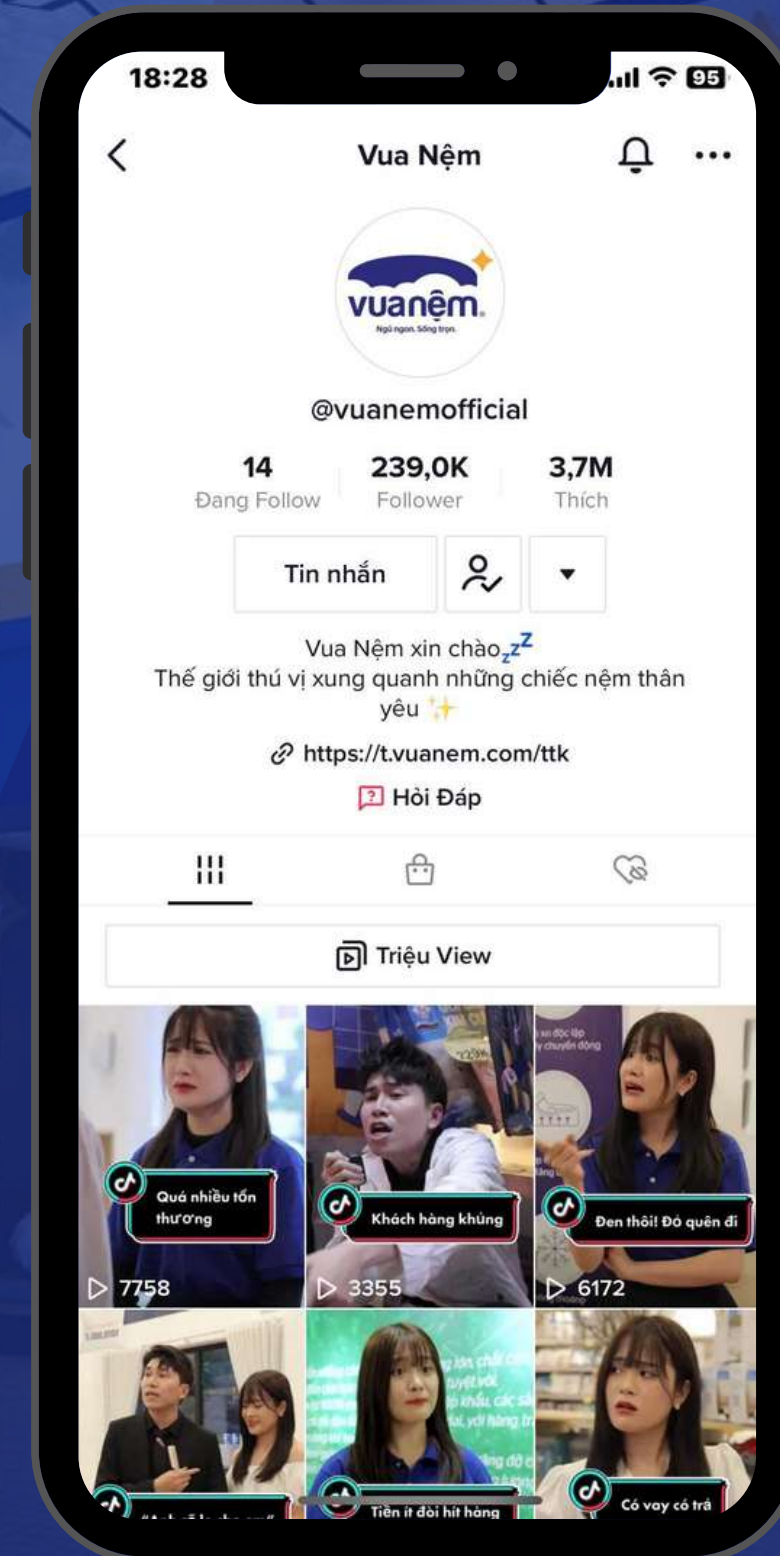
CHANNEL AND TOOLS



In the digital age, brands have long been aware of the benefits of investing in a social media strategy.

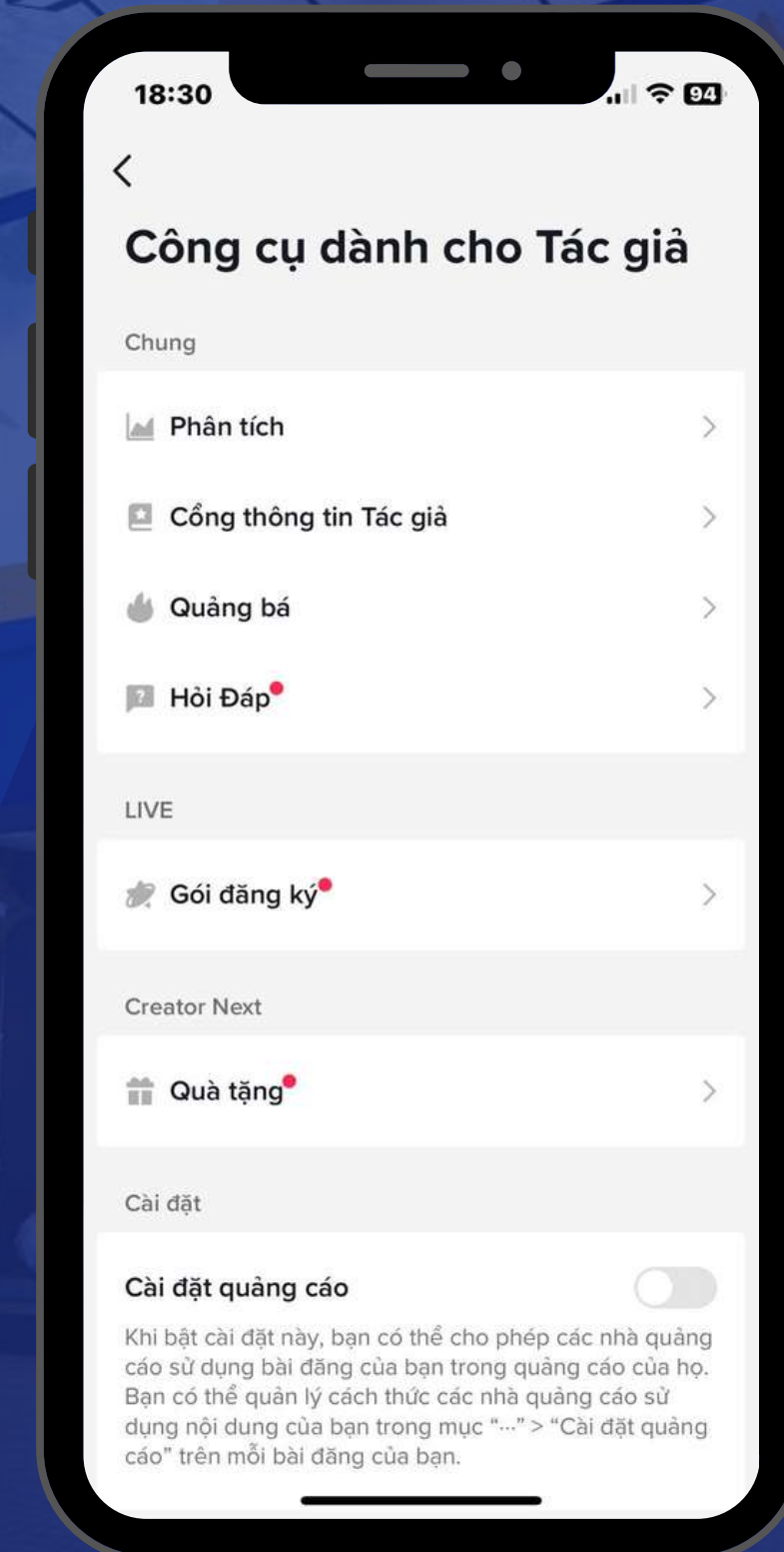
TIKTOK CHANNEL ANALYSIS

- The official media channel of Vua Nệm on this platform is the TikTok channel "Vuanemofficial" which was established in August 2021.
- This is a daily communication channel that integrates advertising programs and product promotions into different fictional scenarios.
- Vua Nệm's TikTok channel has 180,000 followers as of August 2022.



CREATOR TOOLS

- **Analytics:** Use analytics to gain insight into the performance of your video. You can view a video overview.
- **Creators' portal:** The Creator Portal is where creators can learn more about the basics of getting started on TikTok and connecting with an audience.
- **Promote:** Promote is an advertising tool available in the TikTok app. This tool can help you get more people to discover your videos.
- **Q&A:** The Q&A feature allows viewers to directly ask questions through your Profile page or video section.



HOW TO BUILD A TIKTOK CHANNEL?

- How Do Videos Get Onto The Trending?
- Timetable for TikTok posting and improvement
- The effect of hashtags
- Music selection on TikTok
- Common Fundamental Errors



HOW DO VIDEOS GET ONTO THE TRENDING?

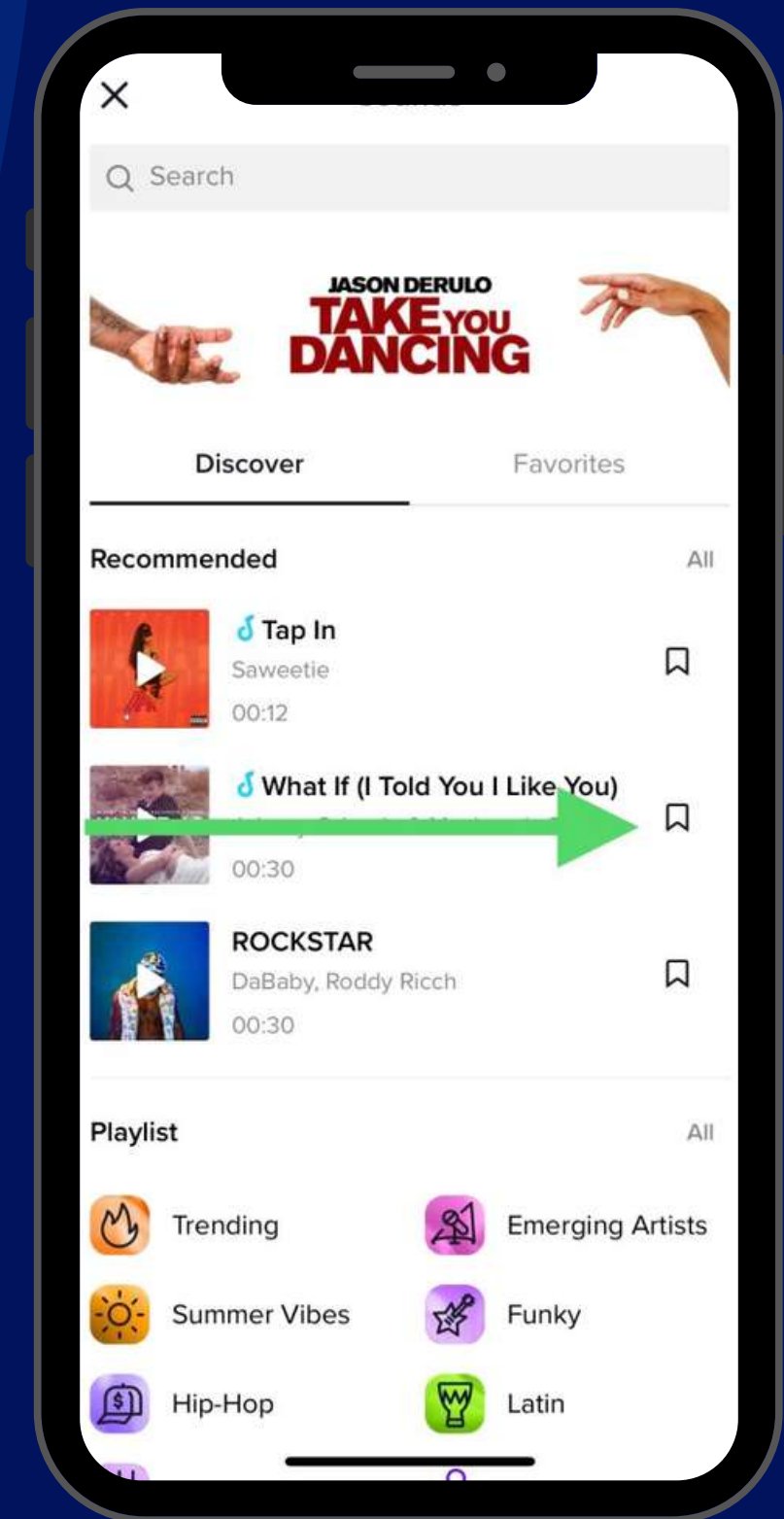
- Choose a target audience to create a trend.
- Need to make regular videos and try to interact with viewers.
- Guarantee video quality

TIMETABLE FOR TIKTOK POSTING

- Post videos at the same time as our target audiences are online helps the video reach more people.

THE EFFECT OF HASHTAGS

- Use hashtags with high number of followers

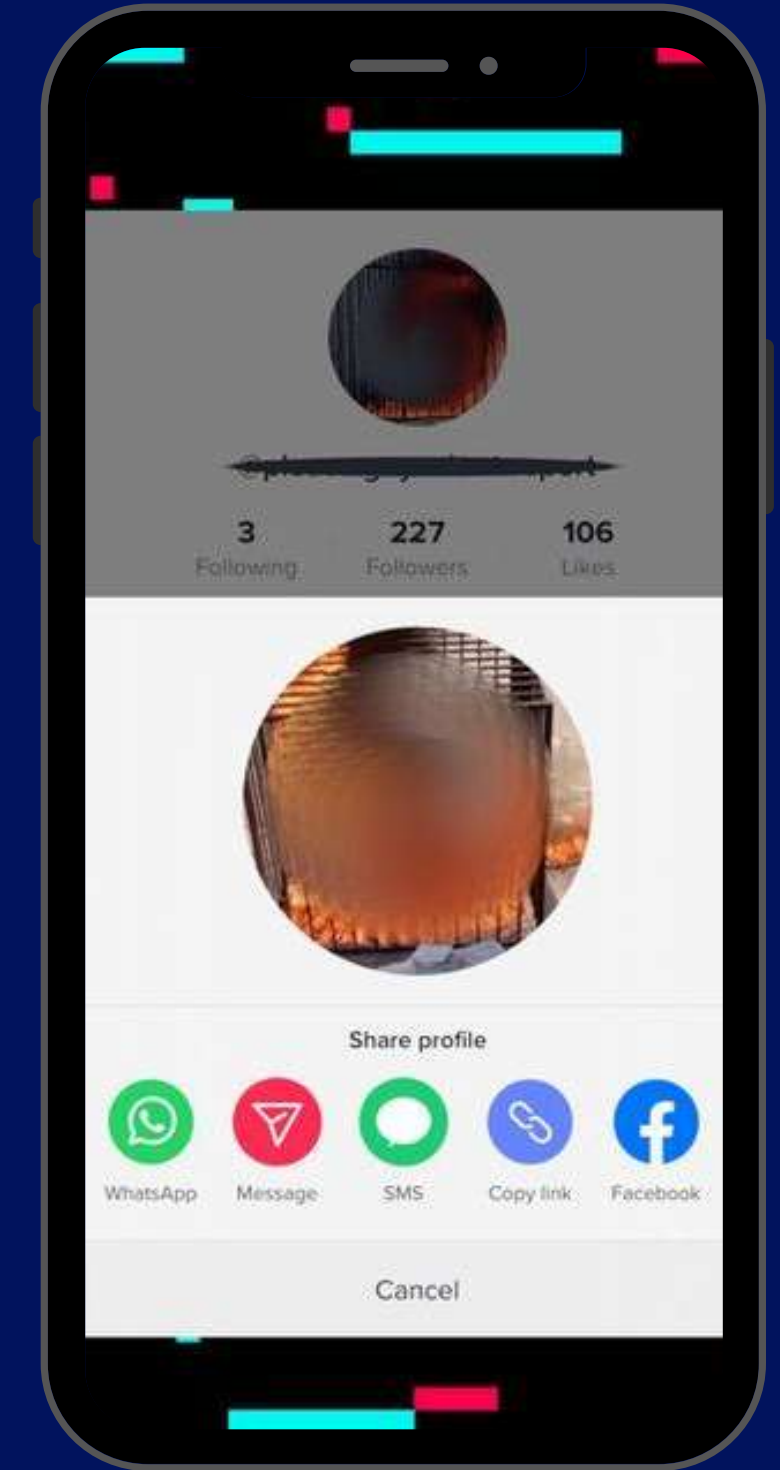
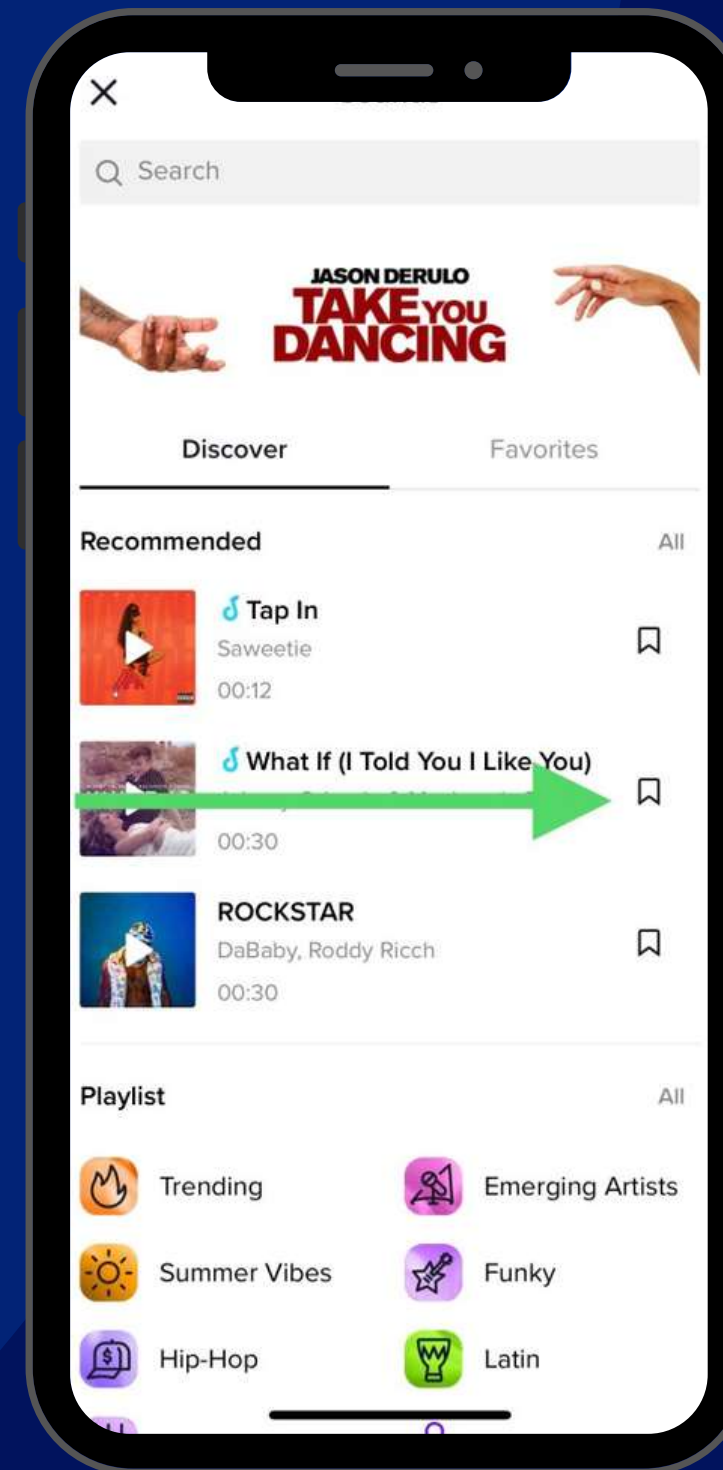


MUSIC SELECTION ON TIKTOK

- Music on TikTok is a topic that every TikTok creator needs to keep in mind when producing and posting videos.
- A perfect video when converging 2 factors "necessary" and "sufficient". "Necessary" is to comply with the policy so as not to be flagged as a violation by TikTok. "Sufficient" means that the video chooses good and appropriate music.

COMMON FUNDAMENTAL ERRORS

- Avoid cursing
- Avoid pointing your finger at the phone.
- Do not use images of drugs, smileys, cigarettes, etc.
- Do not use the word "dead."
- Do not create content about suicide.
- Do not mock or insult anyone.



CONCLUSION

- Today, Vua Nem has many competitors in Vietnam mattress market and all of them have their own advertising strategies and messages.
 - Therefore, Vua Nem needs to take new steps to not be mixed with the market. By developing a TikTok channel with humorous content, Vua Nem becomes a pioneer on TikTok in the Vietnam mattress market.
 - The content and indicators of Vua Nem channel are being well received by the public, so promoting the development of the TikTok channel is a necessity.
- With the current strengths of TikTok, along with knowledge and information about content building on TikTok, developing the TikTok channel "Vuanemofficial" will help Vua Nem reach more customers and increase brand coverage.



03. PLANNING

GOALS - OBJECTIVES

GOALS

- Increase the number of followers of the channel.
- Increase the number of potential customers for the brand.
- Make the brand more widely known to consumers. Create virality to improve brand awareness through viral videos.
- Provide product information such as prices, incentives, after-sales ... to users by cleverly conveying messages through the channel's videos.

OBJECTIVES

- Increase at least 5000 followers per month.
- Reach over 10,000 views per month for at least 50% of the videos uploaded to the channel.
- Have at least 2 videos with 1 million views.
- Reach 250,000 likes per video.
- Reach 1000 shares during the project implementation.
- Reach at least 50,000 people accessing the channel per month.
- Attract 30% more potential customers.

SEGMENTATION

- Viet Nam is a developing nation with 70% of the population have low income, and the rest 30% have average to high income.
- The cost of meeting the needs for blanket and mattress of the low income group ranges from 1-1.5 million dong, thus Vua Nem determined that the target buyers of this product would be middle to high income earners.

TARGET AUDIENCE

Active Group

Audience
(18 - 24 years old)

Potential Group

Potential Customer
(24 - 44 years old)

18 - 24: The group of viewers contribute to the channel
24 - 44: The group of viewers that can be potential customers

Active Group

Potential Group

Male , Female

18 - 24 years old

24 - 44 years old

Using the TikTok app

Ha Noi, Ho Chi Minh

Looking for interesting and funny videos for entertainment.

Interested in the brand of Vua Nem

Seeking to connect with young people and learn about trends

Interested in the brand of Vua Nem

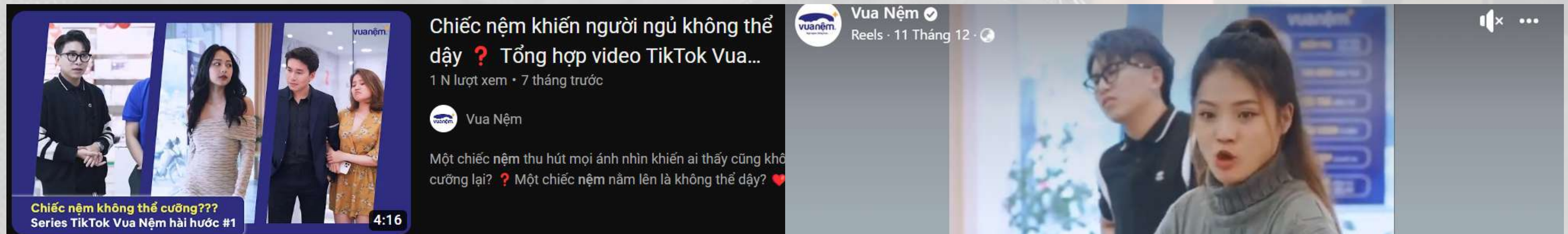
Active Group

Potential Group

Participate and follow the activities

Youtube, Facebook

Youtube, Facebook



The screenshot shows a social media post from the account 'Vua Nệm'. On the left is a video thumbnail with the title 'Chiếc nệm không thể cưỡng???' and 'Series TikTok Vua Nệm hài hước #1' with a 4:16 duration. The main text of the post reads: 'Chiếc nệm khiến người ngủ không thể dậy ? Tổng hợp video TikTok Vua...' with '1 N lượt xem • 7 tháng trước'. Below the text is the profile picture and name 'Vua Nệm'. The video content shows a man and a woman in a room, with the woman looking surprised.

STRATEGIES

Brand Image Strategies

A channel that brings friendly images to everyone

Positioning Strategies

The TikTok channel Vuanemofficial will contribute to asserting the brand's position in the country and connecting with consumers through humorous videos.

TACTICS

Content management

In order to produce a huge number of videos per week, the content creation team needs to transmit information through the relevant departments to direct the video and avoid errors in the creative process.

Trending system

During production stage, VuanemOfficial focused on character development through humorous stories, as well as updating new information on trends and content posting schedules.

Using KOLS in video content

Throughout the channel's videos, the visual team has combined with actors with expertise in comedy, making it easy to reach and relate to viewers.

BIG IDEAS

Message

"Ngu Ngon Song Tron"

Slogan

"Interesting World Around Dear Mattresses"

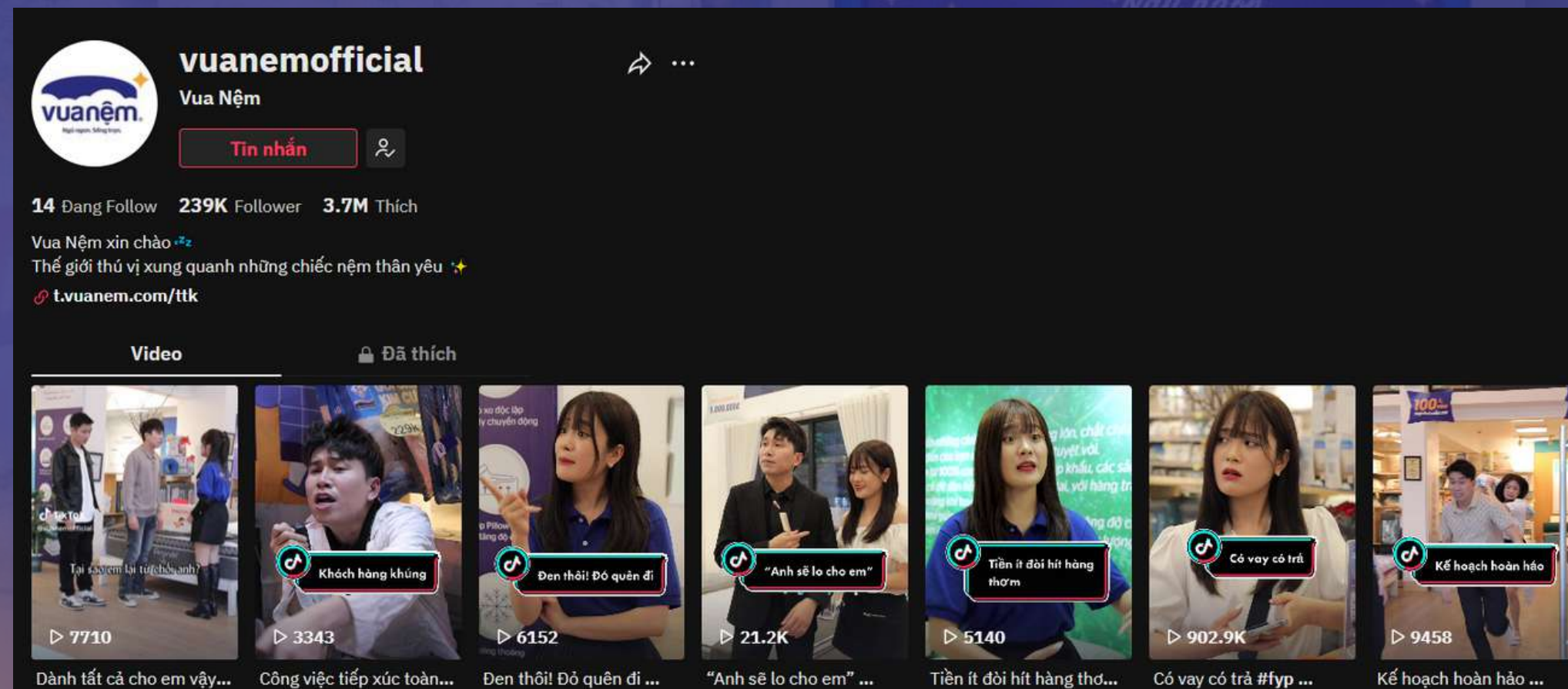
Hashtag

#vuanem #fyp #tiktokvietnam #ngungonsongtron

MEDIA CHANNEL

- Tiktok channel of Vua Nệm

The Tiktok channel Vua Nệm is a place for interesting and funny videos revolving around Vua Nệm's employees, customers, and products.



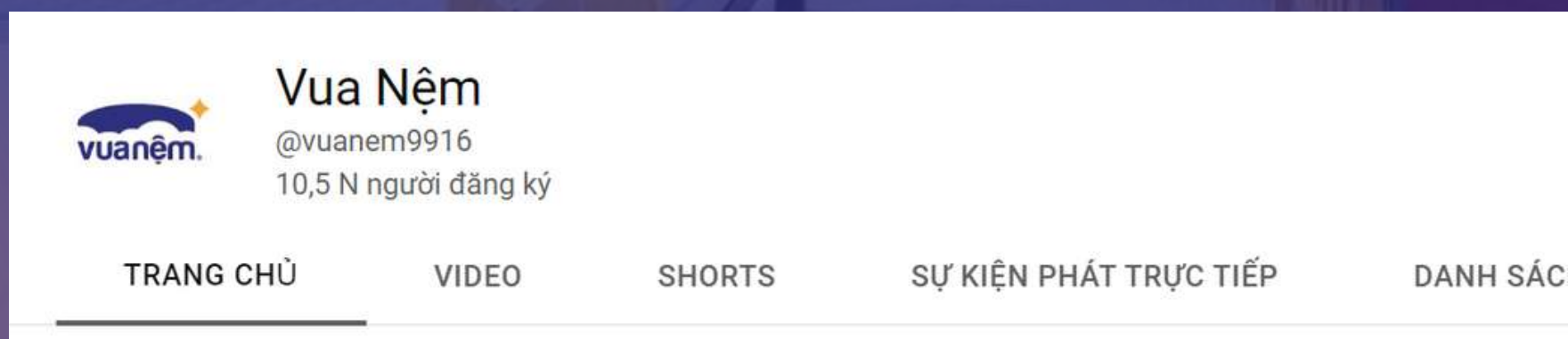
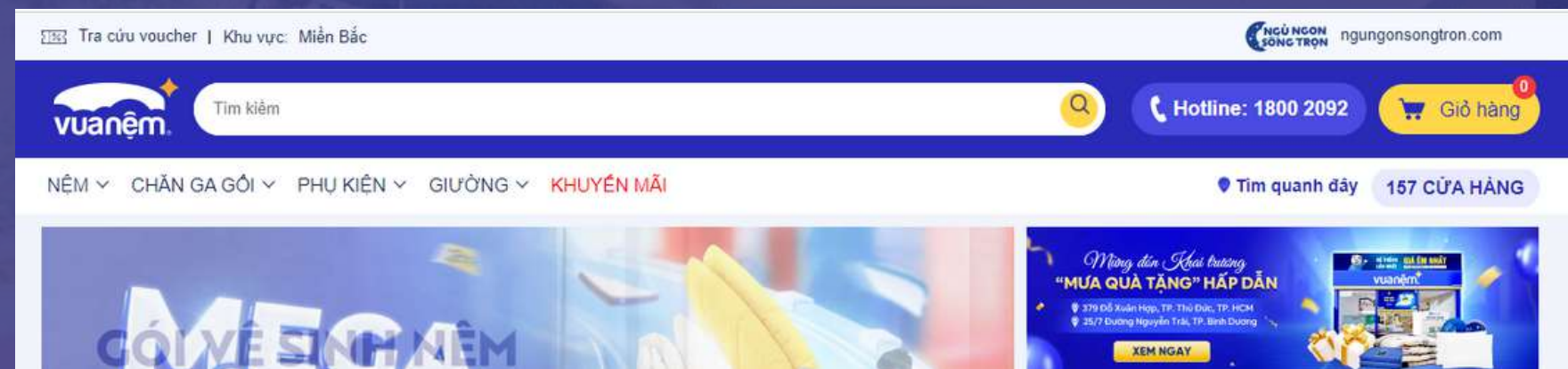
The screenshot shows the TikTok profile for 'vuanemofficial' (Vua Nệm). The profile includes a bio, follower counts (14 Đang Follow, 239K Follower, 3.7M Thích), and a grid of video thumbnails. Each thumbnail features a video title and a play count.

Video Title	Play Count
Dành tất cả cho em vậy...	7710
Khách hàng khùng	3343
Đen thôi! Đò quên đi ...	6152
"Anh sẽ lo cho em" ...	21.2K
Tiền ít đòi hít hàng thơ...	5140
Có vay có trả #fyp ...	902.9K
Kế hoạch hoàn hảo ...	9458



MEDIA CHANNEL

The channels post information about the brand, its products, or the Vua Nệm brand itself, such as photographs, videos, news, and commercials.



MEDIA CHANNEL

Earned Media

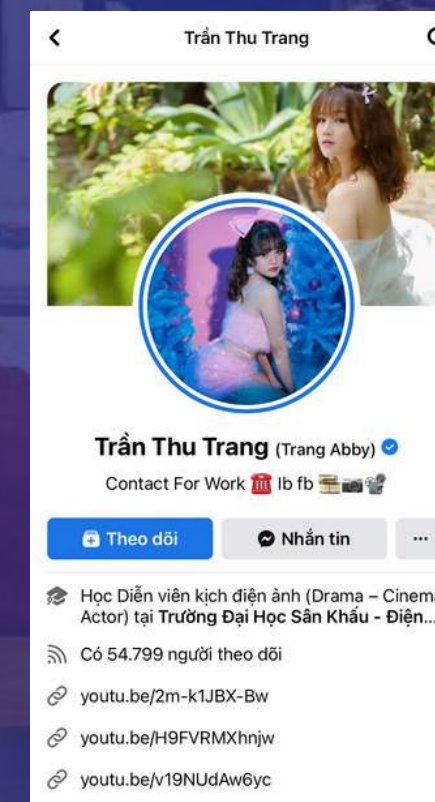
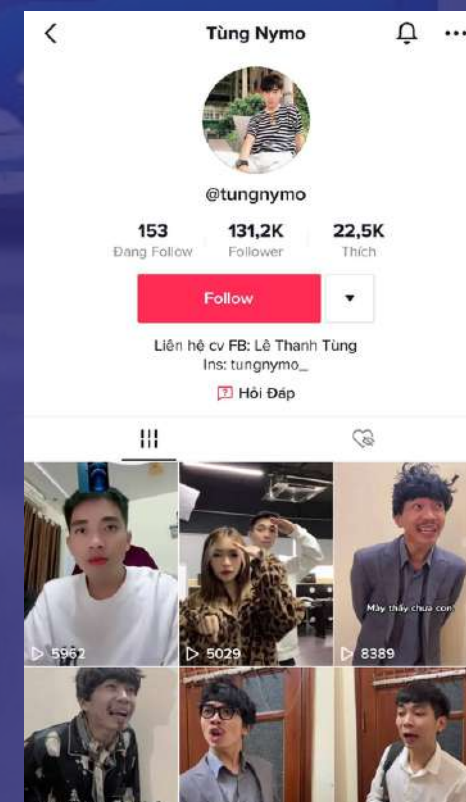
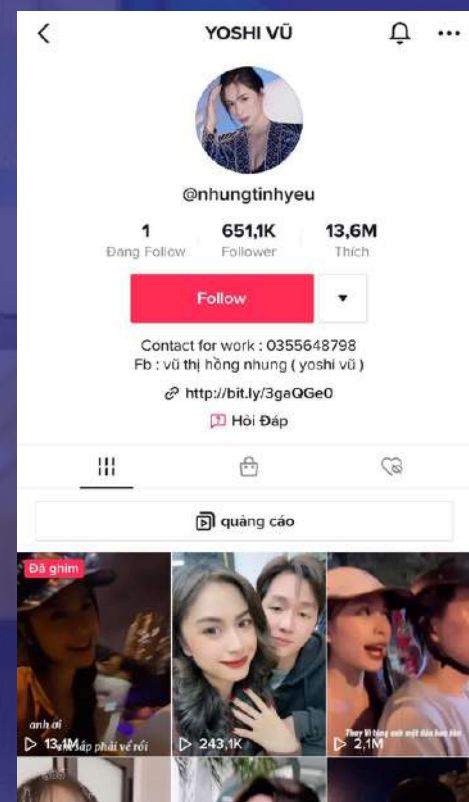
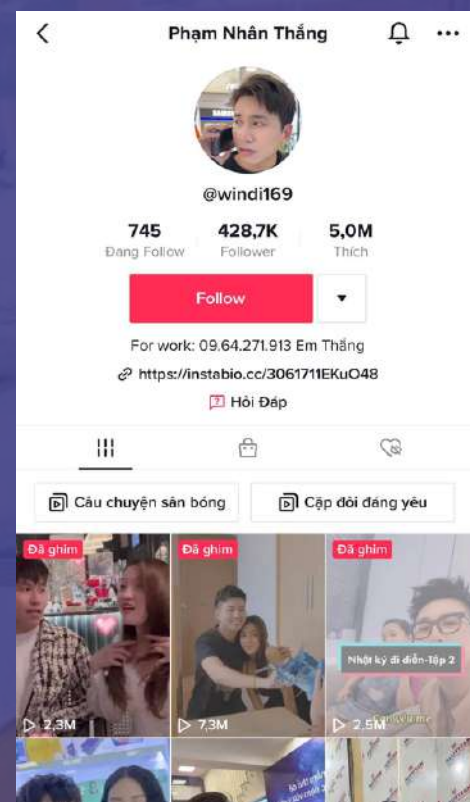
- The distribution of prizes for the Vua Nem channel's minigame winners (Voucher, products ...)
- Word of mouth: Use live conversations and social media, encourage staff members and consumers to tell their friends and family about the minigames and prizes they won.



MEDIA CHANNEL

Paid Media

- The actors in the video of Vuanem Official have a high amount of interaction on social networks, which contribute to promoting the interaction of media products.



PRODUCTION PLAN

5/8/2022 - 31/8/2022: Working with customers of Vua Nem before implementing the project

- The meeting was for the purpose of both parties agreeing on the work requirements and workflow of the project.
- The team works with the brand on ideas and finalizes the content.
- The team finds and works with actors.

Or	Full Name	Cast	Unit Price	Total amount
1	Phung Van Thang	500.000	1 Scenario	500.000
2	Le Thanh Tung	400.000	1 Scenario	400.000
3	Tran Thi Thu Trang	500.000	1 Scenario	500.000
4	Vu Thi Hong Nhung	500.000	1 Scenario	500.000



PRODUCTION PLAN

The campaign is implemented from 1/9/2022 to 27/11/2022 and is divided into 5 phrases:

- Phase 1: 1/9 - 15/9 - Deploy the scenario phase 1
- Phase 2: 10/9 - 30/9 - Deploy the scenario phase 2
- Phase 3: 25/9 - 14/10 - Deploy the scenario phase 3
- Phase 4: 10/10- 28/10 - Deploy the scenario phase 4
- Phase 5: 20/10 - 27/11 - Deploy the scenario phase 5

Month		September				October				November			
Week		1	2	3	4	1	2	3	4	1	2	3	4
Phase		Phase 1											
		Phase 2											
		Phase 3											
		Phase 4											
		Phase 5											
The team works with the brand on ideas and finalizes the content													
Create detailed content and directions for the channel													
Find and work with actors													
Pre-production	Scripting												
	Find the background												
	Prepare props and technical equipment												
Production	Practice reading the script												
	Record video												
Post-production	Save the file												
	Edit video												
	Content moderation before posting												
Upload videos to the TikTok channel													

Deployment Progress Table



RISK MANAGEMENT

RISK MANAGEMENT

Risks in the production process

- Human resource
- Equipment
- Budget

Risks in the process of public video

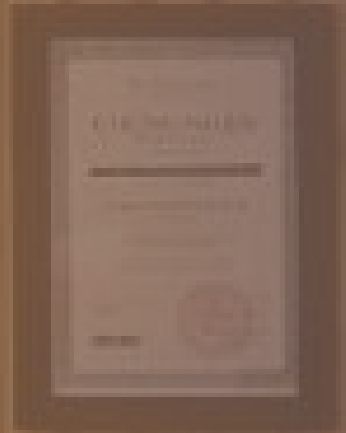
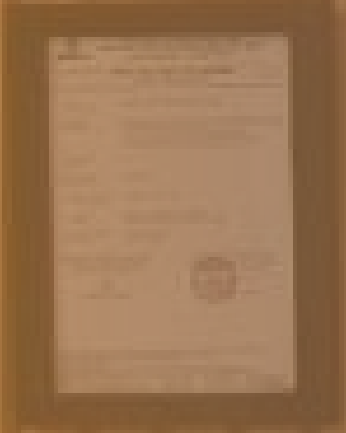
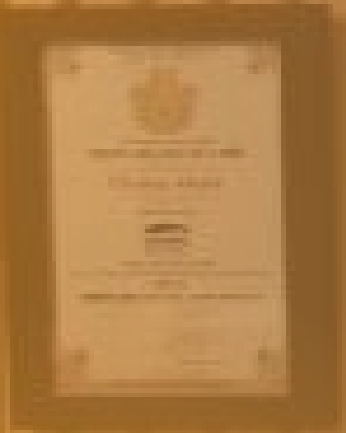
- Legal and ethical issues
- The problem of external influences

BUDGET

- The budget is roughly the cost to construct a TikTok channel for Vua Nem.
- The method is determined by the amount of work required to produce content, the cost of the props, and budgeting for unneeded risks.

Order	Work	Detail	Unit	Amount	Unit price	Total amount
1	Writer	1 people	Video	50	500,000	25,000,000
2	Channel manager	1 people	Month	3	3,000,000	9,000,000
3	Cameraman	1 clip	1 clip	50	500,000	25,000,000
4	Director	1 clip	1 clip	50	500,000	25,000,000
5	Editor	50 clip	50 clip	50	500,000	25,000,000
6	Equipment	10 lighting, Reflector, flag,...	Month	3	3,500,000	10,500,000
7	Stylist/ Makeup/ Take care	The stylist will take care of the make-up, costumes for actors, and store staff included in the script for 3 months.	Month	3	3,500,000	10,500,000
8	Logistics	Food and drink expenses chuyển cho đoàn	Month	3	3,000,000	9,000,000
	SUM					139,000,000

vua nệm ✨



04. IMPLEMENTATION

PRODUCTION PROCESS

Script

Prepare

Record

Edit

Upload



Phase 1 (1/9/2022 - 15/9/2022)

Deploy the scenario phase 1

1/9 +Make a phase 1 script. +Preparing the filming equipment	2/9 +Sending the phase 1 script +Receiving feedback on the phase 1 script +Editing the phase 1 script +Approving the phase 1 scenario +Proposing the scenario 1	3/9 +Video recording phase 1	4/9 +Save the recording file for phase 1 +Edit phase 1 video +Upload phase 1 video	5/9 +Edit phase 1 video
6/9 +Edit phase 1 video	7/9 +Edit phase 1 video	8/9 +Edit phase 1 video +Upload phase 1 video	9/9 +Edit phase 1 video +Upload phase 1 video	10/9 +Edit phase 1 video +Upload phase 1 video +Make a phase 2 script
11/9 +Edit phase 1 video +Make a phase 2 script. +Sending the phase 2 script +Receiving feedback on the phase 2 script	12/9 +Edit phase 1 video +Upload phase 1 video +Editing the phase 2 script +Approving the phase 2 scenario	13/9 +Upload phase 1 video +Video recording phase 2	14/9 +Save the recording file for phase 2 +Edit phase 2 video	15/9 +Upload phase 1 video +Edit phase 2 video

Progress table for phase 1

Phase 2 (10/9/2022 - 30/9/2022)

Deploy the scenario phase 2

10/9 +Make a phase 2 script. +Edit phase 1 video +Upload phase 1 video	11/9 +Make a phase 2 script. +Sending the phase 2 script +Receiving feedback on the phase 2 script +Edit phase 1 video	12/9 +Editing the phase 2 script +Approving the phase 2 scenario +Proposing the scenario 2 +Edit phase 1 video +Upload phase 1 video	13/9 +Video recording phase 2 +Upload phase 1 video	14/9 +Save the recording file for phase 2 +Edit phase 2 video
15/9 +Edit phase 2 video +Upload phase 1 video	16/9 +Edit phase 2 video +Upload phase 2 video	17/9 +Edit phase 2 video	18/9 +Edit phase 2 video +Upload phase 2 video	19/9 +Edit phase 2 video
20/9 +Edit phase 2 video	21/9 +Edit phase 2 video	22/9 +Upload phase 2 video	23/9 +Edit phase 2 video	24/9 +Edit phase 2 video
25/9 +Upload phase 2 video +Make a phase 3 script	26/9 +Upload phase 2 video +Make a phase 3 script. +Sending the phase 3 script +Receiving feedback on the phase 3 script	27/9 +Upload phase 2 video +Editing the phase 3 script +Approving the phase 3 scenario +Proposing the scenario 3	28/9 +Video recording phase 3	29/9 +Save the recording file for phase 3 +Edit phase 3 video
30/9 +Upload phase 2 video +Edit phase 3 video				

Progress table for phase 2

Phase 3 (25/9/2022 - 14/10/2022)

Deploy the scenario phase 3

25/9 +Make a phase 3 script. +Upload phase 2 video	26/9 +Make a phase 3 script. +Sending the phase 3 script +Receiving feedback on the phase 3 script +Upload phase 2 video	27/9 +Editing the phase 3 script +Approving the phase 3 scenario +Proposing the scenario 3 +Upload phase 2 video	28/9 +Video recording phase 3	29/9 +Save the recording file for phase 3 +Edit phase 3 video
30/9 +Edit phase 3 video +Upload phase 2 video	1/10 +Edit phase 3 video	2/10 +Edit phase 3 video +Upload phase 3 video	3/10 +Edit phase 2 video +Upload phase 2 video	4/10 +Edit phase 2 video +Upload phase 2 video
5/10 +Edit phase 3 video	6/10 +Edit phase 3 video +Upload phase 3 video	7/10 +Edit phase 3 video	8/10 +Edit phase 3 video +Upload phase 3 video	9/10 +Edit phase 3 video +Upload phase 3 video
10/10 +Edit phase 3 video +Make a phase 4 scrip	11/10 +Edit phase 3 video +Make a phase 4 script. +Sending the phase 4 script +Receiving feedback on the phase 4 script	12/10 +Edit phase 3 video +Upload phase 3 video +Editing the phase 4 script +Approving the phase 4 scenario +Proposing the scenario 4	13/10 +Edit phase 3 video +Video recording phase 4	14/10 +Edit phase 3 video +Upload phase 3 video +Save the recording file for phase 4 +Edit phase 4 video

Progress table for phase 3

Phase 4 (10/10/2022 - 28/10/2022)

Deploy the scenario phase 4

10/10 +Make a phase 4 script. +Edit phase 3 video	11/10 +Make a phase 4 script. +Sending the phase 4 script +Receiving feedback on the phase 4 script +Edit phase 3 video	12/10 +Editing the phase 4 script +Approving the phase 4 scenario +Proposing the scenario 4 +Edit phase 3 video +Upload phase 3 video	13/10 +Video recording phase 4 +Edit phase 3 video	14/10 +Save the recording file for phase 4 +Edit phase 4 video +Edit phase 3 video +Upload phase 3 video
15/10 +Edit phase 4 video +Upload phase 4 video	16/10 +Edit phase 4 video +Upload phase 4 video	17/10 +Edit phase 4 video	18/10 +Edit phase 4 video +Upload phase 4 video	19/10 +Edit phase 4 video +Upload phase 4 video
20/10 +Edit phase 4 video +Upload phase 4 video +Make a phase 5 script.	21/10 +Edit phase 4 video +Make a phase 5 script.	22/10 +Edit phase 4 video +Upload phase 4 video +Make a phase 5 script. +Sending the phase 5 script +Receiving feedback on the phase 5 script	23/10 +Edit phase 4 video +Editing the phase 5 script	24/10 +Edit phase 4 video +Editing the phase 5 script
25/10 +Edit phase 4 video +Upload phase 4 video +Approving the phase 5 scenario +Proposing the scenario 5	26/10 +Upload phase 4 video +Video recording phase 5	27/10 +Video recording phase 5	28/10 +Upload phase 4 video +Save the recording file for phase 5 +Edit phase 5 video	

Progress table for phase 4

Phase 5 (20/10/2022 - 27/11/2022) - Deploy the scenario phase 5

20/10 +Make a phase 5 script. + <i>Edit phase 4 video</i> + <i>Upload phase 4 video</i>	21/10 +Make a phase 5 script. + <i>Edit phase 4 video</i>	22/10 +Make a phase 5 script. +Sending the phase 5 script +Receiving feedback on the phase 5 script + <i>Edit phase 4 video</i> + <i>Upload phase 4 video</i>	23/10 +Editing the phase 5 script + <i>Edit phase 4 video</i>	24/10 +Editing the phase 5 script + <i>Edit phase 4 video</i>
25/10 +Approving the phase 5 scenario +Proposing the scenario 5 + <i>Edit phase 4 video</i> + <i>Upload phase 4 video</i>	26/10 +Video recording phase 5 + <i>Upload phase 4 video</i>	27/10 +Video recording phase 5	28/10 +Save the recording file for phase 5 +Edit phase 5 video + <i>Upload phase 4 video</i>	29/10 +Edit phase 5 video
30/10 +Edit phase 5 video	31/10 +Edit phase 5 video	1/11 +Edit phase 5 video	2/11 +Edit phase 5 video	3/11 +Edit phase 5 video +Upload phase 5 video

4/11 +Edit phase 5 video +Upload phase 5 video	5/11 +Edit phase 5 video +Upload phase 5 video	6/11 +Edit phase 5 video	7/11 +Edit phase 5 video +Upload phase 5 video	8/11 +Edit phase 5 video +Upload phase 5 video
9/11 +Edit phase 5 video +Upload phase 5 video	10/11 +Edit phase 5 video +Upload phase 5 video	11/11 +Edit phase 5 video	12/11 +Edit phase 5 video +Upload phase 5 video	13/11 +Edit phase 5 video +Upload phase 5 video
14/11 +Edit phase 5 video	15/11 +Edit phase 5 video +Upload phase 5 video	16/11 +Edit phase 5 video +Upload phase 5 video	17/11 +Edit phase 5 video +Upload phase 5 video	18/11 +Edit phase 5 video
19/11 +Edit phase 5 video +Upload phase 5 video	20/11 +Edit phase 5 video	21/11 +Edit phase 5 video	22/11 +Edit phase 5 video +Upload phase 5 video	23/11 +Upload phase 5 video
24/11 +Upload phase 5 video	25/11 +Upload phase 5 video	26/11 +Upload phase 5 video	27/11 +Upload phase 5 video	

Progress table for phase 5

SCRIPTING

Write a script => Send the script => Get feedback => Edit the script => Script approval

KỊCH BẢN 4: NỆM LÒ XO AMANDO ORLANDO

Cặp vợ chồng đi đến xem nệm

Người vợ vừa đi vừa cầu nài về người chồng của mình

Hai người vừa ngồi xuống nệm thì chồng không nghe thấy gì nữa

Thắng:

Vợ ơi! Vợ nói gì đấy anh không nghe thấy gì cả vợ ơi!

Trong khi đó khẩu hình miệng của vợ vẫn mấp máy

Thắng hoảng loạn:

Mình điếc rồi à?

Tùng đi đến

Tùng:

Không phải đâu anh ạ!

Tùng kéo Thắng đứng dậy lại nghe chửi rồi lại để Thắng ngồi xuống nệm lại không nghe gì

Tùng:

Đây là do khả năng cách ly chuyển động và tiếng ồn của nệm Amando Orlando với hệ thống lò xo túi độc lập giúp hạn chế tối đa ảnh hưởng chuyển động từ người bên cạnh, Nệm nâng đỡ tối ưu các đường cong của cơ thể mang lại cảm giác êm ái, thư giãn

Thắng:

Hay quá! Chốt ngay cho anh quả này nha!

Thắng nằm thư giãn trong khi Trang vẫn đang nói liên hồi bên cạnh



PREPARE

Background



PREPARE

Technical equipment



Video Recording

Setting up the
equipment



Unifying ideas
and script order



Working with
actors



Record testing



Recording

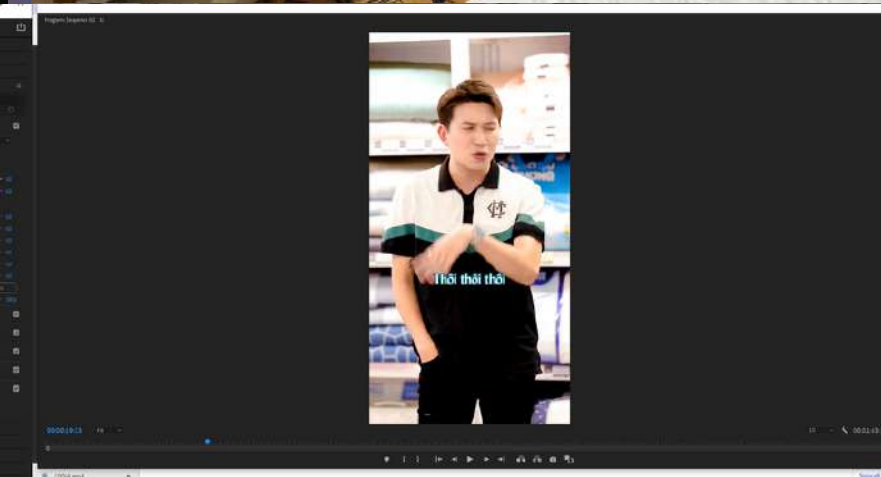
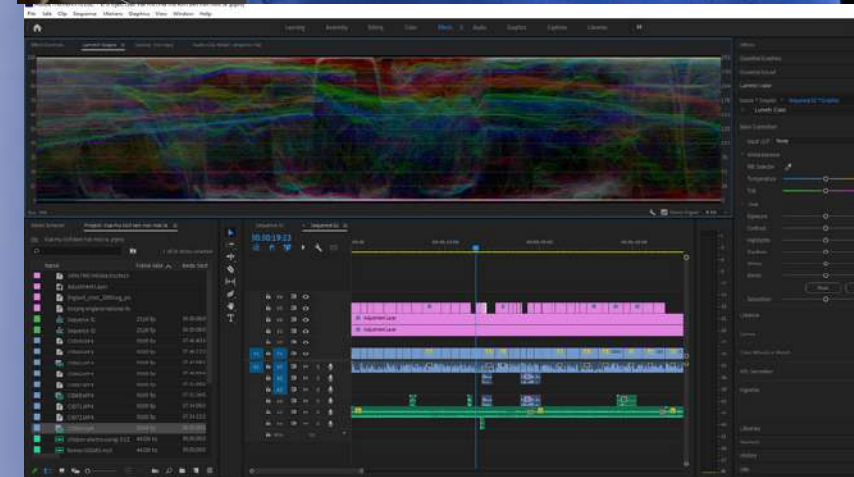
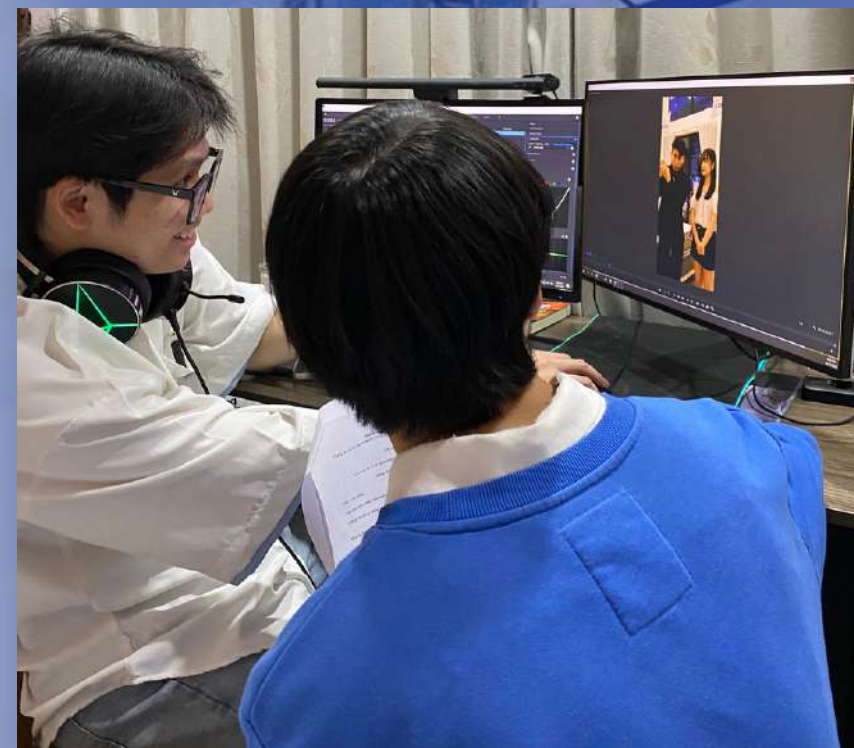


Some photos were taken during the recording process



Video Editing

- Preserve and archive of the recording file
- Build the raw script timeline
- Build a raw background music frame for the video
- Enhance the character's emotions with music effects
- Add subtitles



Video Uploading

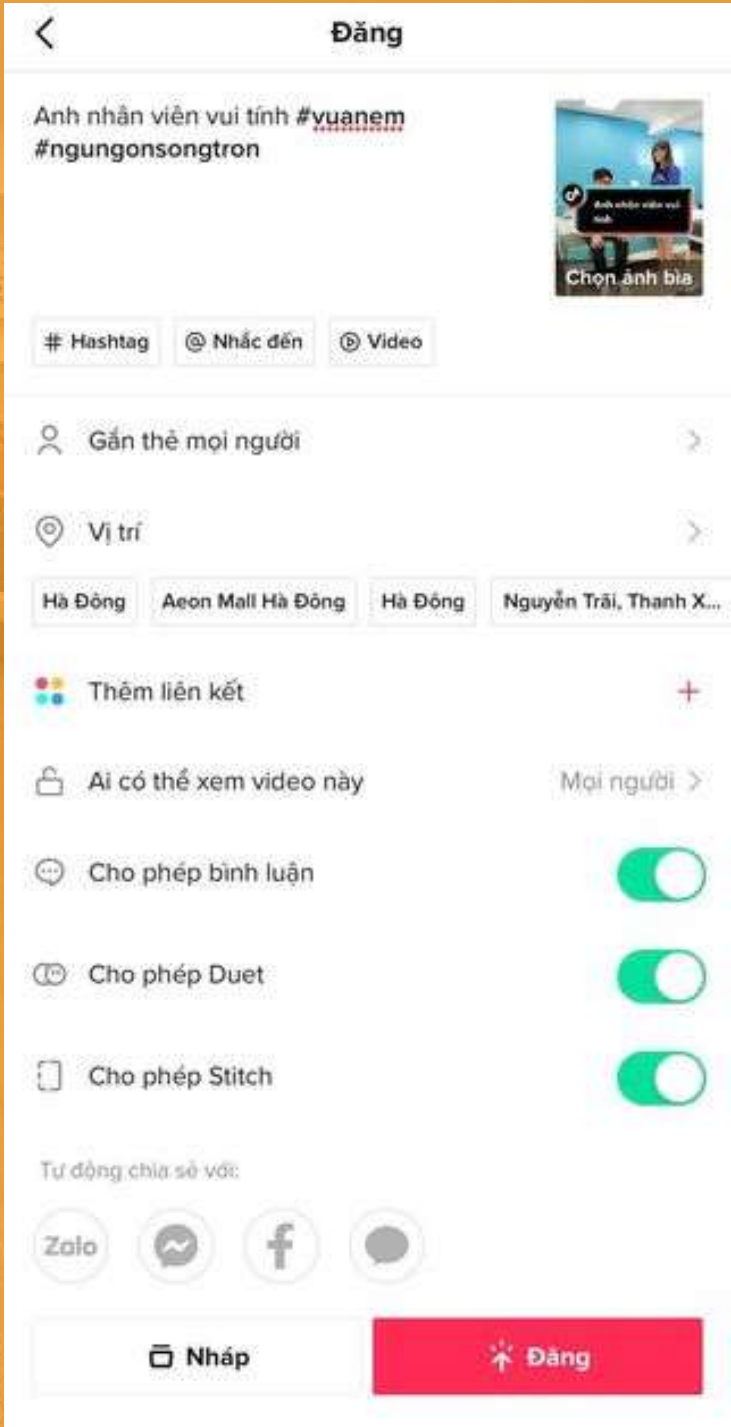
Check the contents



Check policy



Upload



TikTok VuaNemofficial

Phase 1

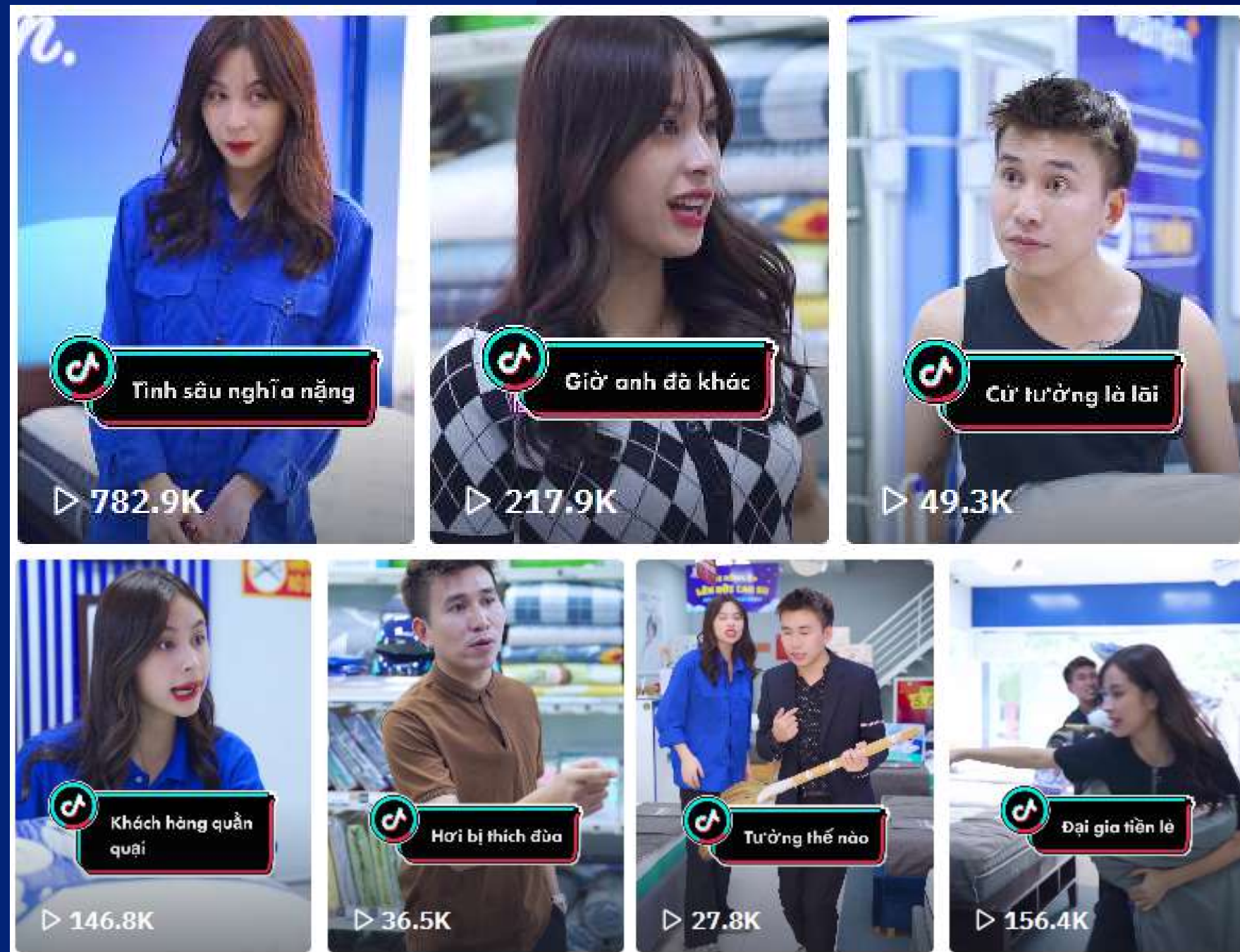
1/9	2/9	3/9	4/9
			TikTok channel: Tình yêu to lớn
5/9	6/9	7/9	8/9
			TikTok channel: Cay đắng tình xưa
9/9	10/9	11/9	12/9
TikTok channel: Đã bảo không được bán	TikTok channel: "Nay đây mai đó"		TikTok channel: Quản lý tường bờ
13/9	14/9	15/9	
TikTok channel: Cô vợ làm trò		TikTok channel: Cuộc tình chóng vánh	



TikTok VuaNemofficial

Phase 2

	16/9	17/9	18/9
	TikTok channel: Tình nghĩa sâu nặng		TikTok channel: Giờ anh đã khác
19/9	20/9	21/9	22/9
			TikTok channel: Cứ tưởng là mãi
23/9	24/9	25/9	26/9
		TikTok channel: Khách hàng quần quai	TikTok channel: Hơi bị thích đùa
27/9	28/9	29/9	30/9
TikTok channel: Tưởng thế nào			TikTok channel: Đại gia tiền lẻ



TikTok VuaNemofficial

Phase 3

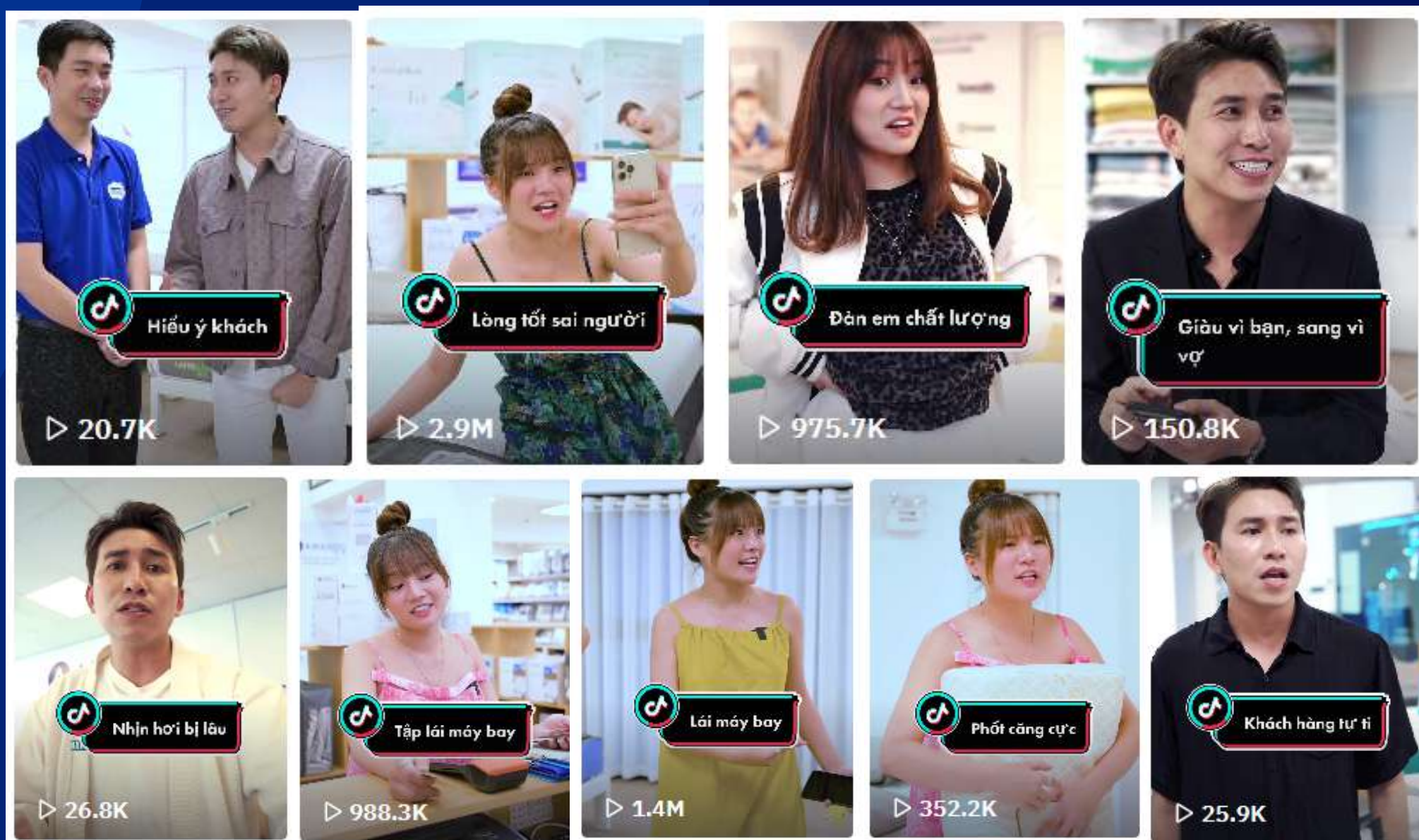
1/10	2/10	3/10	4/10
	TikTok channel: Khách hàng mất não	TikTok channel: Quên tên tí thời	TikTok channel: Muốn chị nhận hàng đâu phải dễ
5/10	6/10	7/10	8/10
	TikTok channel: Ước mơ thành hiện thực		TikTok channel: Đại gia ảo tưởng
9/10	10/10	11/10	12/10
TikTok channel: Mãi mãi là anh em			TikTok channel: Chị đại không lòng vòng
13/10	14/10	15/10	
	TikTok channel: Không thể nào quên		



TikTok VuaNemofficial

Phase 4

15/10	16/10	17/10	18/10
TikTok channel: Hiếu ý khách	TikTok channel: Lòng tốt sai người		TikTok channel: Đàn em chất lượng
19/10	20/10		22/10
TikTok channel: Giàu vì bạn, sang vì vợ	TikTok channel: Nhịn hơi bị lâu		TikTok channel: Tập lái máy bay
23/10	24/10	25/10	26/10
		TikTok channel Lái máy bay	TikTok channel Phốt căng cực
27/10	28/10		
	TikTok channel Khách hàng tự ti		



TikTok VuaNemofficial			
Phase 5			
1/11	2/11	3/11	4/11
		TikTok channel: Tình bạn tốt	TikTok channel: Nhân viên thật thà
5/11	6/11	7/11	8/11
TikTok channel: Có tật giật mình		TikTok channel: Vị khách cà lăm	TikTok channel: Thích Bad boy
9/11	10/11	11/11	12/11
TikTok channel: Phía sau sự thật	TikTok channel: Hãy yêu theo cách của bạn		TikTok channel: Nhân viên out trình
13/11	14/11	15/11	16/11
TikTok channel: Theo đuổi chị đi em		TikTok channel: Chồng trong mơ	TikTok channel: Khó tính vì đâu
17/11	18/11	19/11	20/11
TikTok channel: Cảm động lòng người		TikTok channel: Khi báo fake gặp báo giấy	
21/11	22/11	23/11	24/11
	TikTok channel: Tai không nghe tim không đau	TikTok channel:Lỡ lạc mắt em	TikTok channel: Hay tưởng bờ lắm
25/11	26/11	27/11	
TikTok channel: Mê trai đầu thai mới hết	TikTok channel:Công khai người yêu	TikTok channel: Trộm văn minh nhân viên nhiệt tình	





05. EVALUATION

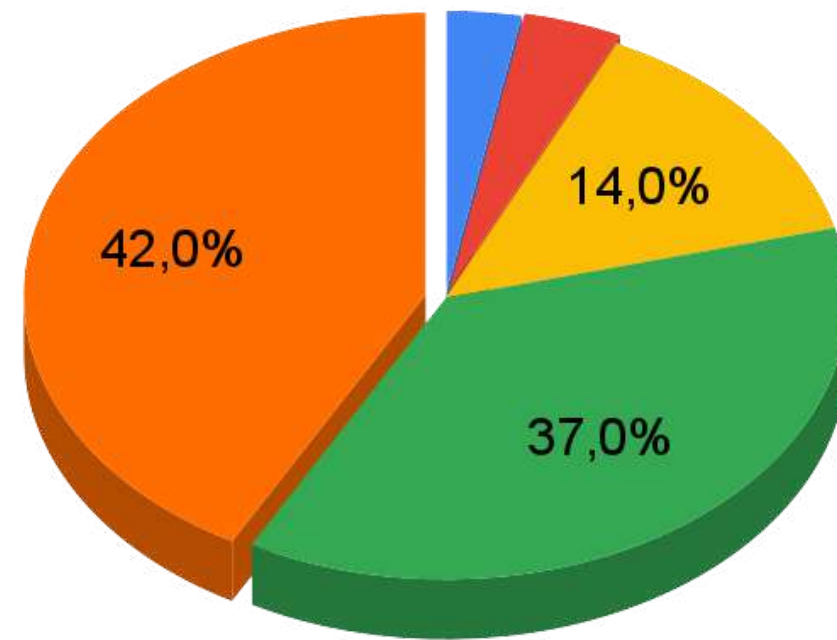
EVALUATION

Content	KPI	Results	% Completed
Follow	21.000	43.000	205%
View	15.000.000	23.173.000	154%
Video Million Views	2	3	150%
Like	700.000	761.000	109%
Comment	4.000	4.914	123%
Share	1.000	1.286	128%
Save	10.000	11.419	114%
Profile Views	150.000	157.000	104%
Potential Customers	30%	51%	170%

KPI Total (1/9/2022 - 27/11/2022)

EVALUATION

Channel Statistic

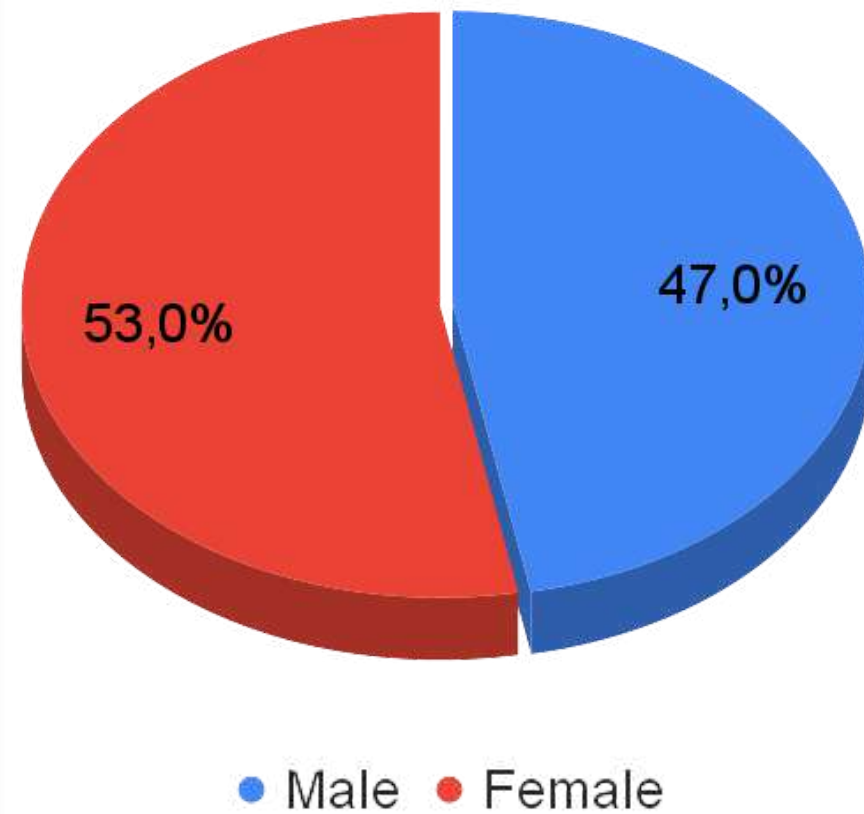


● 55+ ● 45-54 ● 34-44
● 25-34 ● 18-24

The main viewing age of the Vuanemofficial channel is from 18 to 24 years old, but the channel also attracts viewers from 25 to 34 years old to follow the development of content.

EVALUATION

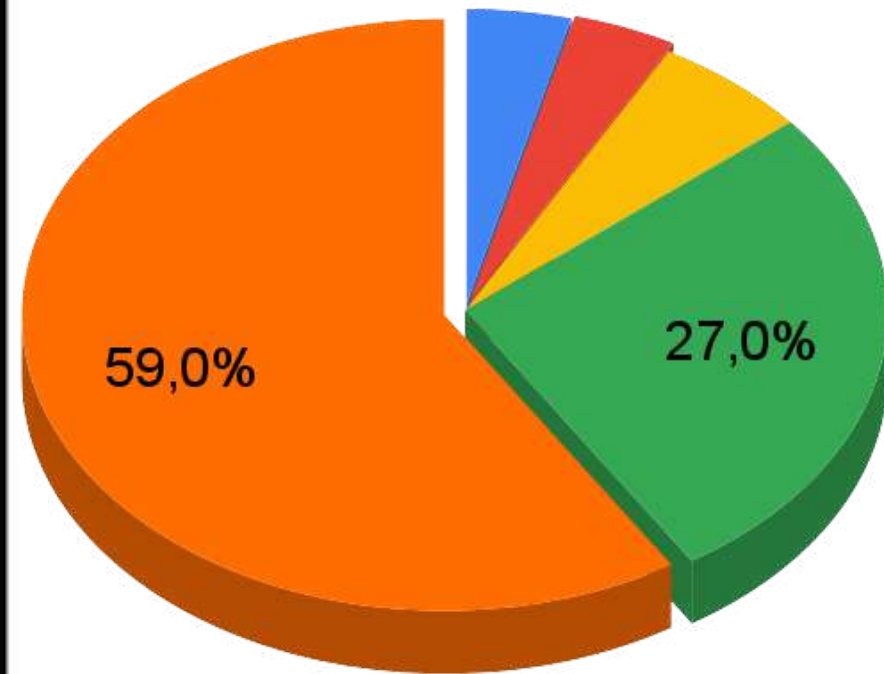
Channel Statistic



There is not a significant difference in the number of viewers from the two genders, Vuanemofficial offers content that is gender diverse and is displayed through a chart.

EVALUATION

Channel Statistic



● Bac Ninh ● Bac Giang ● Da Nang
● Ho Chi Minh ● Ha Noi

The analysis table reveals that the videos on the channel are appropriate for many regions, particularly Ho Chi Minh City and Hanoi.

EVALUATION

Vua Nem's Feedback

Mr. N Manager:

"First of all, I would like to thank the team for the efforts that the whole team has made to complete the job well in the past. I personally see that although they are young, they are very enthusiastic and always try to learn. At first, although he was surprised and did not adapt to the progress of the work, after about 2 weeks, he found that they had caught up with the progress of the project quite quickly, the indicators achieved, and the results were quite good. At the end of the project, he and the communication team were quite satisfied with the results achieved. Although it's over, I also want to get feedback from your team to improve together."

Ms. Nguyet (staff at Vua Nem store):


"I find the filming very interesting and happy to support you in the filming. They're all quite funny and sometimes even reflect my work stories. In general, the channel's content is quite fun and entertaining to watch."




Audience's Feedback

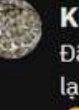
 **phuong huynh**
👍👍👍
cú trả thù ngoạn mục 🤩
9-8 Trả lời
Vua Nệm · Tác giả
bất ngờ chưa bà zà
9-13 Trả lời

 **Linhkalmal**
rất là hay,tính giải trí cao
9-10 Trả lời
Vua Nệm · Tác giả
👍👍
9-13 Trả lời

 **Nguyễn My**
Có thể ra thêm nhiều video dc ko ạ! E mê quá hihi
9-26 Trả lời
Vua Nệm · Tác giả
cảm ơn bạn

 **Đỗ Hoan577**
đúng là không bỏ tập nào. giải trí cao phết. kkk
9-10 Trả lời
Vua Nệm · Tác giả
Cảm ơn bạn nhiều 🤩
9-10 Trả lời

 **hoàng lan**
tui coi 3 ng này mắc cười quá
10-3 Trả lời
Vua Nệm · Tác giả

 **Khia**
Đã cố dặn lòng cái kết sẽ cảm lạnh mà không ngờ
lạnh đến vậy luôn 🤩 đúng là QUÀ TẶNG MỘT ĐỒ
👍👍👍
10-16 Trả lời
Vua Nệm · Tác giả
Tấm lòng anh trai vẫn được ghi nhận 🤩


 **Linh cóc**
mới mua cái này xong. 16t8
9-26 Trả lời
Vua Nệm · Tác giả
cảm ơn bạn đã lựa chọn Vua Nệm
9-28 Trả lời


 **현신 아틴**
bên mình diễn sâu quá 🤩 hôm nay em mới thấy
vua nệm đi qua Thanh Xuân Hà Nội 🤩
9-20 Trả lời
Vua Nệm · Tác giả
ạ cảm ơn bạn
9-28 Trả lời


 **Quyenxinhgaiiii**
Anh xem mai ko chan
9-18 Trả lời


 **Quyenxinhgaiiii**
Hay lm em oi
9-18 Trả lời


Audience's Feedback

 **Thanh Thị** ✓
Cười sặc cơm. 🤩
11-1 Trả lời
Hoàng Tuyết 98
diễn hay ghê


 **Khiếu Thanh (Tiệm nhà Dứa)**
Cười k ngậm dc mồm. Chưa lần nào xem mà k
10-27 Trả lời
Vua Nệm · Tác giả
Cảm ơn bạn
10-31 Trả lời


 **Chị Khênh** ❤️
Vừa thấy ông này lượn chợ xanh 🤩
11-19 Trả lời
Vua Nệm · Tác giả
Bắt quả tang jang hồ đi chợ xanh hả bạn 🤩

 **Tờ VAnh** 🙏
Nhân viên ra chốt quả 2 bố con cười k nhạt được
mồm 🤩
10-18 Trả lời
Vua Nệm · Tác giả
👍👍👍


 **Lệ Miên 91**
địa chỉ ở đâu mình đến mua đệm.


 **Lưu Đức sửa xe** 🚗
Loại rẻ nhất bn a
10-24 Trả lời

 **Phạm Lua7378**
nhân viên vua nệm nhìn cứng xiu 🤩

 **Hoàng Đình**
tiểu phẩm nào của vua nệm cũng hay và buồn cười
🤩🤩🤩

 **hê lấu** 🐒🐒🐒
xuất sắc a ơi 🤩🤩
9-25 Trả lời

 **Hanh Nguyen**
🤩 ông qc cách âm do đệm hơi bị kinh đấy 🤩
11-22 Trả lời

 **Hậu Hâm**
Ừ Trường Chinh ngay gần chỗ mình làm nè, mấy lần
đi qua 🤩

REFLECTION

Positive Points

- The project achieved high ratings and positive feedback from Vua Nêm and the audience.
- Exceeded the target within the deadline



- The production team has a good team spirit and high efficiency.
- Members learn a lot from experience and have more relationships at work that will help in the future.

REFLECTION

Negative Points

The first two weeks of the project's implementation were slow because the team could not keep up with the schedule, but after that, the progress became stable.



The schedule for posting videos on TikTok is not specifically agreed upon due to many inadequacies affected by other user channels.

Vua Nem' TikTok channel has not promoted sales on TikTok but only provided information about products and promotions.





Recommendations

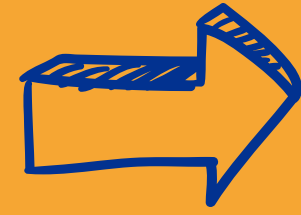


- (1) Retaining viewers with episodic videos
- (2) Attracting customers who need to learn about products
- (3) Development of the TikTok Shop section

TEAM'S CONTRIBUTION TO THE PROJECT

- Create a TikTok Vuanemofficial script.
- Schedule filming
- Participate in the process of filming, editing, and posting products.
- Learn and understand the operating rules of TikTok and the Vuanemofficial Channel.
- Monitor channel growth metrics.
- Collect and track audience interactions and feedback.
- Take feedback and use it to improve the next product.
- Collaborate with the production team in all production processes for media products.





Lessons Learned

- Tasks Scheduling
- Ideation And Script
- Video Recording Skills
- Video Editing Skills
- Communication And Teamwork Skills
- TikTok Skills
- Handling Situations Skills
- The Caretaking Skills

Thanks For
Listening





PRESENTATION

Supervisor: Nguyen Thi Hue
Team member:
Tran Nhat Huy
Hoang Tung Lam
Le Hong Hanh
Luong Sy Hiep

