



FPT UNIVERSITY

CAPSTONE PROJECT DOCUMENT

Organizing Ambedo Fiesta Event Season 2 - Summer Vibes

GRA497_G8			
Group Members	Nguyen Truong An	Leader	HE 141131
	Nguyen Khanh Ly	Member	HS150287
	Le Hong Hanh	Member	HS150279
	Do Trung Thanh	Member	HE141124
Supervisor	Dr. Nguyen Thi Hue		
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ABSTRACT

In the current time, Japanese culture is experiencing strong development and widespread influence worldwide. With the advancement of information technology and the Internet, Japanese culture has become popular and highly influential. The community of Japanese culture enthusiasts in Vietnam is growing and becoming more diverse, particularly among the young generation who have a special affinity for Otaku culture. However, in Vietnam, there are still limited opportunities and festivals dedicated to these young enthusiasts.

Recognizing this trend, Ambedo Fiesta was established with the purpose of creating a festival that provides activities and events for young people who love Japanese culture, especially Otaku culture. It aims to be a wholesome cultural playground for the youth and is organized by the company Ambedo Co., Ltd. Following the success of the first season, the second season of Ambedo Fiesta - Summer Vibes will take place from 9:30 to 21:30 on July 2, 2023, at the Quan Ngua Sport Complex, 30 Van Cao Street, Lieu Giai Ward, Ba Dinh District, Hanoi.

The main activities of the event include an Art Market featuring 148 talented Vietnamese artists, a Hiphop festival in collaboration with the New York Style group, the Yosakoi Festival with 10 talented and longstanding YOSAKOI teams from Hanoi, and a Hello Kitty exhibition showcasing a collection of over 25 years. Additionally, there will be free workshops and activities, such as traditional Japanese games experiences, a couple dance workshop conducted by the Song Vu Club, a tea workshop with the Ambassador of An Chi Brand, style consultation workshop with Huong Spring Academy & Lisa May home, a creative zone with Woolfoo, and many other experiential activities.

The project will span three months, from April to July, with a budget of 1,300,000,000 VND. The event has attracted over 4,000 participants, 148 artists participating in 77 booths, and 21 food and beverage booths. In terms of communication effectiveness, the event's Fanpage has achieved more than 1,150,000 total reach and 45,400 interactions. On average, each post garners 210 interactions.

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A. INTRODUCTION

I. PROJECT INTRODUCTION

1. Name of The Capstone

- English name: Organizing Ambedo Fiesta Event Season 2 - Summer Vibes
- Vietnamese name: Tổ chức sự kiện Ambedo Fiesta Mùa 2 - Summer Vibes

2. Project Introduction

Ambedo Fiesta Season 2 - Summer Vibes is an event designed for young enthusiasts who are passionate about Japanese culture, especially Otaku culture. Organized by Ambedo company, the event aims to create an interactive and engaging space for the community of anime and manga lovers in Japanese culture. Additionally, the program combines various cultural activities to showcase the diversity and richness of the culture. The festival also features displays and sales of company products, including clothing, specially designed prints, and stage performances. Moreover, the event attracts businesses, investors, and business partners who exhibit their products and services at Ambedo's festival. It provides them with an effective opportunity to reach and promote their products to their target audience, the Otaku fans.

The event brings an exciting and authentic Otaku experience, along with a plethora of activities and programs tailored for young people passionate about anime, manga, and Japanese culture. The primary objective of Ambedo Fiesta Season 2 is to create a friendly, vibrant, and enthusiastic environment where young enthusiasts can come together, connect, and share their passions. Additionally, the event also integrates various other cultural elements and incorporates additional side activities to attract new attendees and add uniqueness to the event.

At the festival, young people have the opportunity to participate in various activities, including:

- **Cosplay:** Involving dressing up as characters from famous comic books and video games.
- **Exhibition and shopping:** Ambedo Fiesta Season 2 features exhibition and shopping areas with numerous booths selling anime, manga, and Otaku-related merchandise.
- **Performance programs:** The event showcases various performance programs, including workshops and cultural showcases such as Yosakoi performances, Lolita Fashion shows, and special guest meet & greets with Yuji Koi.

- Additionally, there are also integrated cultural activities like the Art Market, Hiphop Battle dance from the Underground culture, Workshops introducing Japanese games, and a Tea Workshop with brand ambassador An Chi.

3. Project Choosing Reasons

Firstly, the group sees event organization as a field we aim to pursue after graduation and when seeking employment, as it is a necessary skill in the communication industry. All members are highly interested in event planning and have prior experience in organizing events. Therefore, participating in this project aligns with the desires of all individuals in the group.

This is a large-scale event that is complex and requires meticulous planning and attention to detail. From planning, execution, promotion, to post-event feedback collection, various related departments need to closely coordinate. This provides an excellent opportunity for the team members to learn and enhance their skills.

Ambedo Fiesta Season 2 features a diverse range of activities, allowing the team to apply their soft skills and knowledge in communication and event management, such as SSG103, DTG111, EVN201, MPL201, MEP201, or PRE201. It's a great chance for the group to put into practice what they have learned.

Additionally, a portion of the revenue from Ambedo Fiesta Season 2 goes towards charity work, giving the event a meaningful humanitarian dimension. This action also sends a message about the spirit of compassion and solidarity. By collectively contributing to building schools, all participants of the event come together to provide educational opportunities for underprivileged children in remote and underdeveloped areas. We also want to spread a positive message to everyone, so we have decided to choose this project.

4. Project Overview

4.1 The Current Project

Ambedo Fiesta was conceptualized in early 2023 with a focus on creating a festival specifically for young people passionate about Japanese culture, particularly Otaku culture. The main idea behind the event was to provide a high-quality cultural playground where enthusiasts of Japanese and Otaku culture could come together to experience, interact, and share their common passions. Ambedo Fiesta Season 1 exceeded all expectations and garnered

significant attention from the community and target audience. The event became an attractive destination and a favorite among young people who love Japanese culture, Otaku, anime, manga, and art.

Based on the resounding success of Season 1, Ambedo decided to establish an annual schedule for the event, hosting it twice a year in spring and summer. This regular organization of the event ensures its stability and continuity, while also building a strong and trustworthy brand for Ambedo Fiesta. With the frequency of two editions per year, Ambedo will have opportunities to improve and expand the event, introducing new activities and exceptional performances. This will create even more appeal and uniqueness for participants, promising unforgettable and exceptional experiences.

4.2 The Proposed Project

The project's proposal is to build upon the successes achieved in Season 1. However, with Season 2, we will bring in novelty by combining additional cultural elements such as Hip-hop culture and tea culture. The objective of incorporating these elements is to attract a broader audience, not just limited to young people who love Otaku culture, but also extend the appeal to other target groups, while also attracting more partners and brand collaborations. The focus will be on creating an engaging and diverse program that delivers an unforgettable experience for participants. We will develop an effective communication and promotion strategy before, during, and after the event, utilizing various media and social channels to capture the interest and engagement of the audience. Ensuring the event's safety and implementing security measures to protect the audience, performers, and staff will be paramount. We will evaluate the event's effectiveness by gathering feedback from attendees, partners, and team members, and learn from this experience to improve and develop future events.

5. Boundaries of The Project

5.1 Regarding the project

The scope of the project is limited from April to July 2023. During this timeframe, our focus will be on developing the script and framework for the Ambedo Fiesta Season 2 - Summer Vibes event. We will engage and invite performers and entertainment teams to participate in the event. We will collaborate with event partners to set up stages, booths, and select suitable venues for the event. Our main objective is to successfully organize the Ambedo Fiesta Season 2 - Summer Vibes event.

Prior to the event, we will conduct pre-event media and marketing activities to attract sponsors, partners, and participants. We aim to build a professional, high-quality, and reliable image for our event organizing company.

After the event, we will engage in post-event media and communication efforts to acknowledge the success of the Ambedo Fiesta Season 2 - Summer Vibes event and maintain interest from our customers and partners. Additionally, we will carry out performance evaluation and measurement to assess the effectiveness of the campaign and gain insights for future events.

5.2 The group's responsibilities

As an internal team within our organization, our responsibilities encompass:

- Crafting pre-event communication strategies.
- Executing planned communication materials and products.
- Extending invitations to partners and sponsors.
- Managing communication throughout and post-event.
- Assisting in event organization.
- Conducting outcome measurement for event effectiveness.

II. THEORY ANALYSIS

1. Definition & purpose of event

An event is one or more purposeful activities that take place at a specific time and location, organized by an individual or organization. Through an event, one or more meaningful messages will be delivered to the participants attending the event. Depending on different perspectives, each individual may have a different definition of events.

2. Types of events

Events are a concept in the fields of social sciences and media, studying the nature and classification of events. Events can be categorized based on various factors, including:

- **Based on scale and time:**
 - Large-scale events: These are events of significant magnitude that usually last for an extended period, attracting a large number of participants and are crucial in spreading messages or influencing the public.

- Small-scale events: These are events with a smaller scope, taking place over a shorter period and typically directed towards specific objectives.
- **Based on purpose:**
 - Entertainment events: These events are designed to create enjoyment, entertainment, and excitement for the audience, such as art performances, concerts, or entertainment TV programs.
 - Educational events: These events focus on imparting information, knowledge, or skills to the participants, such as workshops, courses, or lectures.
 - Fundraising events: These events aim to raise funds or sponsorship from the public to support charitable activities, research, or community-benefiting projects.
 - Commemorative events: These events are organized to honor, commemorate, and mark significant events in history, culture, or the personal and family lives of individuals or organizations.
- **Based on characteristics:**
 - Public events: These events are open to the general public and may allow free participation or require tickets for attendance.
 - Private events: These events have limited audience participation and often require invitations or pre-registration.
- **Based on format:**
 - Live events: These events take place at a specific time with the direct presence of the audience and organizers.
 - Online events: These events are organized and participated in via the internet, do not require physical presence, and may include online conferences, live streams, or events on social media.

Understanding the theory of different types of events helps in organizing and executing specific events more effectively, optimizing their impact and achieving the set objectives.

3. Characteristics of Events

The characteristics of events refer to the defining attributes or features that help distinguish and categorize different types of events. These characteristics can vary depending on the context and the specific field of study. In the context of event management, some common characteristics of events include:

- **Purpose:** Events serve a specific purpose or objective, whether it's to entertain, educate, commemorate, raise funds, promote a cause, celebrate, or achieve other goals.
- **Time and Duration:** Events have a defined start and end time. They can vary in duration, ranging from a few hours to several days or even longer, depending on the nature of the event.
- **Scale:** Events can be small-scale, such as private parties or workshops with limited attendees, or large-scale, like international conferences, festivals, or sports events that attract thousands of participants.
- **Audience:** Events are designed for a target audience, which can be the general public, specific groups, professionals, or stakeholders with common interests.
- **Format:** Events can be live, with participants attending in person, or virtual, taking place online through various digital platforms.
- **Content:** Events can encompass a wide range of content, such as performances, presentations, exhibitions, workshops, competitions, networking sessions, and more.
- **Planning and Organization:** Events require careful planning, coordination, and execution to ensure they run smoothly and achieve their intended goals.
- **Marketing and Promotion:** Events often involve marketing and promotional activities to attract attendees and create awareness about the event.
- **Budget and Funding:** Events involve financial considerations, including budgeting, funding sources, and revenue generation (e.g., ticket sales, sponsorships).
- **Impact and Evaluation:** After an event, its success and impact may be assessed through various evaluation methods, such as attendee feedback, economic impact analysis, and media coverage.

These characteristics, along with other factors, help event organizers and managers tailor their approach, resources, and strategies to create successful and memorable events for their intended audience.

4. Determinants and Motivations

History shows that the demand for events is often primarily determined by social factors (such as the need for social integration, interpersonal interaction, mutual support, bonding, and reinforcement of social rules and structures). The demand for status, public commemoration, and the development of religious, civil, commercial, and community rituals also play a significant role. Events are also driven by economic, organizational, political, status, charitable, and philanthropic needs.

5. Process of event organization

- Define the objectives and requirements of the event.
- Plan and design the event program.
- Prepare resources and choose the venue for the event.
- Promote and publicize the event.
- Organize and coordinate activities during the event.
- Evaluate and analyze the outcomes after the event.

6. SWOT Theory

SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis is a popular strategic planning tool used in business and management. It helps organizations identify internal strengths and weaknesses as well as external opportunities and threats in their competitive environment. Here is an overview of the SWOT theory:

- **Strengths:** These are internal positive factors and resources that an organization possesses. These strengths provide a competitive advantage and help them achieve their objectives. Examples of strengths may include a strong brand reputation, skilled workforce, advanced technology, efficient processes, and stable financial position.
- **Weaknesses:** These are internal negative factors that hinder the organization from performing at its best or achieving its goals. Identifying weaknesses allows the organization to address and improve them. Weaknesses may include a lack of resources, outdated technology, poor management, or limited market share in specific segments.
- **Opportunities:** These are external factors and situations that the organization can leverage to gain benefits. Recognizing opportunities enables businesses to identify

potential areas for growth and expansion. Opportunities may arise from changes in market trends, emerging technologies, or new customer needs.

- **Threats:** These are external factors that can negatively impact the organization's performance or success. Identifying threats helps organizations prepare and minimize potential risks. Threats may include fierce competition, economic downturns, regulatory changes, or shifts in consumer preferences.

SWOT analysis is typically conducted as part of the strategic planning process and provides valuable insights for decision-making and strategy development. After performing the analysis, organizations need to use this information to develop and implement effective strategies to achieve their goals. Furthermore, SWOT analysis is not a one-time activity; it should be regularly reviewed to adapt to changing business conditions and market dynamics.

7. SMART Objectives

George T. Doran introduced the SMART model in 1981 as a fundamental set of criteria that should be incorporated into the statement of any meaningful and effective purpose (Doran, 1981; Day and Tosey, 2011). The acronym "SMART" in this model stands for Specific, Measurable, Achievable, Relevant, and Time-Bound.

Specific: The objectives of a program or plan should be clear and easily understandable by team members and stakeholders.

Ask yourself these questions:

- What are the exact plans?
- What actions need to be taken?
- What are the desired achievements?
- Who is responsible for executing the plan?
- What are the target audience and expected outcomes?

Measurable: It is essential to identify what will be measured to track progress, impact, or success. Sometimes, existing measurements and targets need to be met for a particular program or grant. However, the most straightforward measurements may not always be the most significant.

Ask yourself these questions:

- How will the change be measured in terms of size and direction?
- What data will be used to demonstrate that the objective has been achieved?
- Where will this data come from?
- If the goal cannot be directly measured, is there an alternative measure that can be used? If not, is there a better-suited measure available?

Achievable: Objectives should be realistic and feasible when considering the available resources, knowledge, and time.

Ask yourself these questions:

- What is the most effective way to accomplish this goal?
- Can this goal be achieved within the given timeframe or environment? Is it better to scale it up or down?
- What resources will support us in reaching this goal? What obstacles or constraints do we need to address?

Relevant: Objectives must be aligned with the broader aims and goals. Consider how achieving a specific objective will impact the ability to achieve overall goals. It is essential to assess how the objective relates to the larger program, strategy, or organization's mission, vision, and goals. Additionally, consider the significance of the goal to the team and other stakeholders. Objectives connected to the mission and core principles of the organization are more likely to be endorsed by leadership, and those supported by other stakeholders will receive more buy-in.

Ask yourself these questions:

- Will this goal contribute to the organization's objectives?
- Does it appear worthwhile to measure this goal? Is it feasible to set a metric for this goal?

Time-Bound: The timeframe for achieving objectives should strike a balance to avoid procrastination.

Ask yourself these questions:

- When will this objective be completed?
- Is the deadline realistic?
- Should it be accomplished soon or in the distant future?

III. COMPANY OVERVIEW

1. About Ambedo

Ambedo Limited Liability Company (Ambedo Co., Ltd) is a company specialized in organizing events related to Japanese culture, particularly Otaku culture. Founded by Ms. Dinh Thi Cam Van on March 9, 2020, the company initially operated as a domestic and international travel agency. However, at the beginning of 2023, recognizing the potential of Japanese cultural events and festivals, the company decided to shift its focus from the travel industry to event organization.

With 19 years of experience in event management and a passion for Otaku and Japanese culture, Ms. Van made the decision to redirect the company's purpose to create Japanese cultural events, especially focusing on Otaku culture. The primary goal is to establish a space for interaction and inspiration among the young community who love activities such as cosplay, comics, manga, and more.

Aside from organizing the mentioned activities, Ambedo also serves as a platform for young Vietnamese artists to showcase their works and products. The company is committed to providing memorable and high-quality events that contribute to the development of the Japanese culture community in Vietnam.

By creating these events, Ambedo aims to bridge the gap between young Vietnamese artists and their audiences, fostering a sense of community and enriching the Japanese cultural scene in Vietnam.

2. Brand identity



Figure 1: Ambedo Company Logo

Logo: The logo of Ambedo features two main colors, black and blue, symbolizing professionalism, uniqueness, and modernity. The combination of these colors creates a strong and sophisticated impression for the brand.

Colors: Black is the primary color of the Ambedo brand, representing creativity and intelligence. Blue symbolizes strength and intellect. The combination of these two colors creates a sense of balance and contrast, showcasing Ambedo's breakthrough and uniqueness.

Consistency: Across all communication channels and materials, Ambedo should adhere to the rules regarding the use of colors, logo, and typography to ensure consistency and establish a strong and reliable brand image.

With this Brand Identity, Ambedo communicates its professionalism, creativity, and uniqueness. The black and blue color scheme and elegant design will make the brand stand out and leave a lasting impression on customers.

B. PROJECT PLANNING

I. RESEARCH & ANALYSIS

1. Situation Analysis

The "Otaku" culture (おたく or オタク) is a term used in Japan to refer to individuals who have a special and passionate interest in various aspects of Japanese culture such as: anime, manga, video games, cosplay,... The otaku culture has flourished and gained significant influence among the youth in Vietnam. This can be attributed to several reasons:

- The allure of manga and anime: Japan has produced a large amount of manga and anime with various genres and diverse themes, ranging from adventure, humor, romance, fantasy, to science fiction, horror, action, and many others. The richness of content has attracted the interest of numerous fans both within and outside Japan. In 2019, according to the Publishing, Printing, and Distributing Department, Vietnam had over 60 publishers with nearly 30 million copies of comic books printed, but most of them were translated from foreign countries. Comic books of foreign origin accounted for over 90% of Vietnam's comic book market. Among them, Japanese manga dominated the market. Another survey conducted at the National Library of Vietnam in January

2019 showed that the number of Japanese manga significantly outnumbered comic books from other countries. From this, it can be seen that Japanese manga, in particular, and Otaku culture, in general, have a tremendously significant influence on the youth in Vietnam.

STT	Nation	Number of comics by volume	Number of single comics
1	Japan	2090	73
2	Vietnam	1296	1416
3	China	249	83
4	Korea	26	5
5	America	133	25
6	France	110	46
7	Belgium	32	3
Tổng		3936	1651

*Table 1: Statistics of Manga Publications in Vietnam from Japan, China, South Korea, the United States, France, Belgium, and Vietnam up to 2018.
(National Library of Vietnam)*

Tổng quan tình hình truyện tranh Việt Nam



*Figure 2 : Overview of the situation of Vietnamese comics
(Source: Department of Publication, Printing and Distribution, Vietnam)*

- Support from the government and tourism industry: The Japanese government and tourism industry have recognized the economic potential of otaku culture and have supported and encouraged events, exhibitions, and fairs related to pop culture to attract international tourists. In 2023, it marks the 50th anniversary of Vietnam-Japan diplomatic relations. Japan is one of Vietnam's most important trading partners. Both sides have signed numerous trade and investment agreements to enhance bilateral cooperation, closely collaborating in areas such as education, science and technology, culture, tourism, and security.
- Community and fan-driven promotion: With the development of information technology and the internet, Otaku culture has become easily accessible and widely spread. Online communities allow fans to exchange information, creativity, and share their passion, creating a strong community that has a significant impact on the entertainment industry. On Facebook, when searching for terms like "otaku," "cosplay," or "anime," numerous fan pages and groups with hundreds of thousands, even millions of members, will appear. The promotion and support from the otaku community have contributed to the sustainable development of this culture.

From the development of Otaku culture, cosplay festivals have also emerged and sparked the passion and excitement of young Vietnamese. "Cosplay" is an English term coined by the Japanese, combining the words "costume" and "role-play." At cosplay festivals, people often dress up as their favorite characters, requiring creativity and skills in designing and crafting costumes, ranging from superhero uniforms, anime characters to fantastical beings from the virtual world. It is precisely because of this that cosplay festivals are unique and captivating events, attracting a large number of fans and enthusiasts of Japanese comic book characters and costumes.

The number of cosplay events and activities in Vietnam has also seen a significant increase in recent years. Some major events such as Anime Festival Asia (AFA) and Comic Con Vietnam have attracted thousands of participants. Exhibitions, fairs, cosplay contests, and anime fan club gatherings take place quite regularly in major cities like Hanoi, Ho Chi Minh City, and Da Nang. The anime and cosplay fan community in Vietnam extensively use social media platforms to share cosplay photos, videos, articles, and anime-related news. Fan pages, groups, YouTube channels, and personal accounts dedicated to anime, cosplay, manga, etc.,

have experienced substantial growth, attracting a large number of fans and fostering positive interactions.

Fanpage	Total Likes Follow
AOW - Anime/Manga Fanpage	1,167,000
One Piece FC in Vietnam	760,000
Conan Vietnam FC	598,000
Muse Việt Nam	465,000
Shingeki No Kyojin : Attack On Titan Việt Nam Fan Club	422,000
Taihen giải trí	580,000

Table 2: Some anime Fanpage with high likes and followers on Facebook

In the second half of 2023, there were approximately 12 cosplay festivals held in Hanoi. Except for Japan Wave 8 and Halloween The Garden, all the remaining festivals were organized for the first time. The strong proliferation of these events can be attributed to Ambedo Fiesta season 1, which was the first event in Hanoi to be organized and charged an admission fee. The success of season 1 made many organizers realize the potential of the event and motivated them to organize similar ones. With new players entering the cosplay event organizing industry, the competition, support, and anticipation from the audience were the main reasons that led the organizers to decide on holding Ambedo Fiesta season 2.

Festival HN	Ngày tổ chức	Khu vực	Địa điểm tổ chức
Summer Festival 2023	???	Hà Nội	???
Rantantaun 2023	18/6/2023	Hà Nội	Nhà thi đấu Hoàng Mai, phố Nguyễn An Ninh, Tương Mai, Hoàng Mai
AMG Festival	1-2/7/2023	Hà Nội	Cung Văn hoá lao động hữu nghị Việt - Xô, quận Hoàn Kiếm
Ambedo Fiesta mùa 2	02/07/2023	Hà Nội	Cung thể thao tổng hợp Quần Ngựa - 30 Văn Cao, Q.Ba Đình
Japan Wave 8	?/7/2023	Hà Nội	Savico Megamall Hà Nội
Tanabata Matsuri	09/07/2023	Hà Nội	Phố đi bộ Pont de Long Biên
Cosplay Pool Party	09/07/2023	Hà Nội	Bể bơi Quan Hoa (165 Cầu Giấy, Quan Hoa, Hà Nội)
Summer Day - Yokinatsu	30/7/2023	Hà Nội	Công viên Yên Sở - Quốc lộ 1A, Hoàng Liệt, Hoàng Mai
Lumos	20/08/2023	Hà Nội	Trung tâm tiệc & sự kiện Vạn Hoa cơ sở Thái Thịnh
Vietnam Japan Comic Fes	Thu 2023	Hà Nội	???
Halloween The Garden	?/10/2023	Hà Nội	Trung tâm thương mại The Garden, Khu đô thị The Manor, đ. Mễ Trì
L'Aurora 2023	??/12/2023	Hà Nội	???

Table 3: Cosplay Events Schedule in Hanoi for the Second Half of 2023

(Huong Cosplay Confession)

2. Competitors analysis

Identifying competitors is an essential and indispensable process in today's business environment. Understanding and grasping competitors allows businesses to have a comprehensive view of the market they are operating in. This not only enables them to understand their position in the market but also creates opportunities to develop strong competitive strategies. Through analyzing competitors, companies can identify their strengths and weaknesses compared to their rivals, making it easier to focus on improving or developing unique advantages to create differentiation.

In the scope of the Ambedo Fiesta Summer Vibes event, we focused on events with similar activities rather than studying the organizing companies. The selected competitors for analysis are events that take place around the same time as Ambedo Fiesta Summer Vibes or events with a large-scale organization and a prominent reputation in Hanoi city.

2.1. AMG Festival

AMG Festival is a festival event organized by YGODA Trading and Service Co., Ltd., targeting anime, manga, and gaming enthusiasts. The event takes place over 2 days at the Vietnam-Soviet Friendship Labor Cultural Palace, on July 1st and 2nd. The festival offers various activities, including free photo booths, lantern street, traditional attire dressing, treasure hunt, food stalls, and booths for artists and industry partners. On the stage, the audience can participate in many mini games and quizzes with prizes, Yosakoi performances, JPOP music, and fun competitions like the Cosplay Catwalk and Cosplay Contest. There are two types of admission tickets: 180,000 VND/ticket/day for individuals above 13 years old and a combo ticket for 2 days at 350,000 VND/ticket. Children under 13 years old can join for free.

The festival's mascot is GHOST ORGE, inspired by the Japanese folk tale "Naita Akaoni " (The Red Ogre Who Cried), carrying the message of enjoying wonderful time with friends in this summer festival.

AMG Festival started its media communication from mid-April 2023, primarily through its Fanpage to attract audience attention and interaction. Contents posted on the Fan Page include introductions of VIP guests, Yosakoi performance teams, artist booths, and a guide for participating in the program. They also organized two competitions, including the

COSPLAY CONTEST SUMMER FES 2023 and SUMMER RUNWAY 2023, to enhance participation and appeal to the event.

Although the AMG Festival has the potential to influence the Ambedo Fiesta season 2 Summer Vibes event, which takes place at the same time and targets a similar audience, the AMG Festival is still in its development stage, focusing on program construction and audience attraction. Ambedo Fiesta needs to consider its strengths and find ways to capitalize on opportunities to differentiate itself and learn new ideas to attract additional target customers.



Figure 3: Mascot of the AMG festival

2.2. Japan Wave

Japan Wave, the Traditional Japanese Culture Festival, is a free event organized twice a year by Fly Media, a company specializing in advertising film services. This year, the event will take place on August 5th and 6th at Savico MegaMall shopping center, expecting to attract around 10,000 participants aged between 18 and 35.

Japan Wave 8, with the theme "Joyful Summer: Hè vui hết sảy," includes main activities such as cosplay performances, traditional Japanese games, mini-games, and workshops. One prominent feature of Japan Wave is its authentic Japanese cultural atmosphere. The workshops are carefully selected and invested in terms of content, featuring activities like making Temari

balls, role-playing games [CHINATSU]/[KASUMI], inspired by the manga "Kimi No Yoru Ni Fureru," bamboo dragonflies, soap bubbles SHABONDAMA, and more.

The primary media channel for Japan Wave is its festival's fan page. Content posted includes introductions to the program's activities, judges, special guests, sponsors, partners, mini-games, workshops, etc. Due to the abundance of activities, there is a relatively high frequency of posts, with an average of 2-3 posts per day. Additionally, collaborations with other prominent figures have brought Japan Wave closer to the public.

After 4 years of organization, Japan Wave has built a loyal audience and established its position in the industry. However, being held free of charge within the confines of a shopping center limits the experiential activities and booths, which have not fully met the demands for self-expression, buying, selling, and exchanging among anime enthusiasts.



Figure 4: Banner of the Japan Wave

2.3. Halloween The Garden

Halloween The Garden is an annual event organized once a year at the end of October by The Garden Shopping Center. As of this year, the event has reached its 13th season. The purpose of the event is to build the brand for The Garden Shopping Center and the Bitexco Group in general. The festival takes place during Halloween, so the activities are characteristic of the Halloween theme. Additionally, it serves as a "gathering place for cosplayers - people who love dressing up as characters from movies and manga, with beautiful and elaborate costumes, creating a breathtaking space with the presence of thousands of beloved characters."

Being a free event with good organization and many sponsored gifts, Halloween The Garden attracts young cosplay enthusiasts. Specifically, the event is usually held on October 30th and 31st each year within the premises of The Garden Shopping Center. When attending the festival, the audience has the opportunity to immerse themselves in a space filled with characters from various movies and manga, brought to life by hundreds of cosplayers from all over. Participants also have the chance to receive valuable gifts from sponsor units. It is also a place for networking, buying and selling merchandise from artist booths. It is no wonder that this is one of the most anticipated events of the year for many young people in Hanoi.

Halloween The Garden does not have a dedicated fan page. All media activities are posted on the fan page/website of The Garden Shopping Center. The content includes festival activities, judges, images from the cosplay competition "Best Coser of the Year," etc., similar to the analysis of other festivals above. Leveraging the extensive ecosystem of the organizing company, the event also receives media support from major brands such as Kim Dong Publishing House, The Manor Central Park, etc. Additionally, the participation of fan clubs with hundreds of thousands of fans, such as One Piece in Vietnam, Free Fire, also contributes to the hype of the festival.

Being organized for many years, however, has both pros and cons. While the audience is familiar with the traditional activities, they also desire new and unique experiences. Another point to consider is that the event targets all age groups, including children, which results in certain limitations in terms of costumes and props for those who want to cosplay. Moreover, organizing the event within the premises of the shopping center, which is not located in the city center, poses challenges for the transportation of some audience members.



Figure 5: Banner of the Halloween The Garden

3. Ambedo Fiesta Season 1

3.1. Information

Ambedo Fiesta Season 1 is scheduled to take place from 9:30 AM to 9:30 PM on March 11th and 12th, 2023, at the Thanh Xuan Cultural Information and Sports Center. The event is expected to attract around 6000 participants.

Ambedo Fiesta Season 1 features a total of 74 Art Market booths that adhere to Ambedo Fiesta's standards. The event will showcase various activities, including Yosakoi performances, workshops, talk shows, meet-and-greet sessions, quiz games, and an art market section. This area indoors will host 148 talented young artists. There are also 7 sponsors and partners: Kim Đồng, Boozilla, W.Creative, Lien Minh Event, U Lesa Retreat, and Color Fiesta.

In addition, Ambedo Fiesta Season 1 includes 5 food booths, 6 commercial booths, and 1 automated vending machine, offering a variety of dining and shopping options for attendees.

Furthermore, Ambedo Fiesta is dedicated to charity efforts. The event will donate 100% of the revenue from the charity booths and a portion of the ticket sales to support a charity program benefiting 25 children with disabilities and orphans in Minh Phu commune, Soc Son district. The total amount raised for this cause is 68,000,000 Vietnamese dong.

The target audience for this event primarily consists of students, young professionals, and office workers aged 15 to 24, residing in Hanoi. Approximately 70% of the attendees are female, with the remaining being male or identifying as other genders. They share a common interest in watching anime and reading manga. They enjoy participating in special events to socialize with friends and make new acquaintances who share similar interests. They have a "collecting culture," investing time and finances in exclusive and limited-edition products. These individuals often use smartphones, spend a significant amount of time online, and readily engage with activities on social media platforms.



Figure 6: Ambedo Fiesta Season 1

3.2. Communications

The communication efforts for the event started from January 7th to March 20th, 2023. The primary communication channels utilized were the event's Fanpage, Facebook groups associated with the event, as well as communication channels provided by partners, sponsors, and supporters such as Kim Dong, Boo, Boozilla, Color Fiesta, Cosplay VN, Nhà Bên Rừng - U Lesa, W.Creative Mochi Studio, Yeah1, iVolunteer, Tinmoi247, and YBox,...

Over the course of slightly more than two months, the event's Fanpage achieved a remarkable 20.8K likes and followers, exhibiting a 104% increase compared to the set target. The outreach on Facebook reached a total of 3,012,062 individuals. Out of this, 2,615,954 people were reached through paid promotion on Facebook, and 396,109 people were reached organically. The average engagement metrics for the posts were as follows: 275 reactions, shares, and comments per post. Additionally, there were 1,517 initiated conversations through direct messaging.

4. Target audiences analysis

4.1 Secondary research

In a study focused on university students, Eng (2012) summarized the common characteristics of individuals identified as otaku. These individuals are often perceived as shy, introverted, and withdrawn from society. They heavily rely on the online world, preferring to communicate through the Internet and using online communication for various purposes such as watching anime, movies, playing games, downloading music, accessing information, and more. Despite their limited social interaction, they enjoy communicating with people who share their interests, such as anime, comics, and games (collectively referred to as ACG). Additionally, they engage in communication based on ACG-related topics or content.

Therefore, social media platforms and otaku-themed events are places where they often communicate and engage in buying and selling items.

According to a survey on otaku community shopping behavior (2012) conducted with 148 valid responses out of 105 survey questionnaires sent in Taipei, Taiwan, the majority of respondents were between the ages of 15 and 25. The participants primarily consisted of males (73.3%), and the age group between 21 and 25 (63.8%). Furthermore, most of the respondents had attained higher education degrees such as college or university degrees, with monthly expenditures ranging from \$101 to \$200 USD. Moreover, 44.8% of the respondents spent two to four hours on the Internet daily. This indicates that a significant portion of the otaku community comprises students who are willing to spend money on ACG-related merchandise.

Variable	Frequency	Percentage (%)
Gender		
Male	77	73.3
Female	28	26.7
Age		
15–20	38	36.2
21–25	67	63.8
Education		
High school	13	12.4
College or university	92	87.6
Monthly pocket money		
Under \$100	26	24.8
\$101–200	30	28.6
\$201–300	27	25.7
\$301–400	10	9.5
Over \$400	12	11.4
Daily PC-use		
Less than 2 hours	6	5.7
2–4 hours	47	44.8
4–8 hours	37	35.2
More than 8 hours	15	14.3

Table 4: Survey of Otaku Community Shopping Preferences

In recent times, there has been a notable development in organizing events for the otaku community in Vietnam, attracting the attention and participation of many young individuals. A prime example of this is the Hobby Horizon festival, held on April 22-23, 2023, exclusively for those who love Manga, Anime, Comics, and eSports throughout the entire territory of Vietnam. This event is expected to draw 30 thousand visitors and feature more than 300 partner booths.

The growth of events like Hobby Horizon showcases the strong development of the otaku community in Vietnam. This indicates an increasing interest in content related to Manga,

Anime, Comics, and eSports. Young people are not only consuming this content but also seeking to engage and create an environment for exchange and sharing of interests. These festivals are not just places for young individuals to meet and interact, but they also provide business opportunities for organizations and enterprises looking to target this market.

With the rising otaku community and the growing interest in otaku culture and related content, the potential for strong development in event organization and business within this field is evident. This presents a diverse range of business opportunities, from event organization and trading in otaku-related products to providing services and experiences for a blossoming community in Vietnam.

4.2 Primary research

4.2.1. Qualitative research

To gather reviews and gain a deeper understanding of people's perceptions of the Ambedo Fiesta Season 2 - Summer Vibes event, our team interviewed six individuals, including members of the organizing committee (BTC), partners, and participants from Season 1. Through data collection and analysis, our team obtained the following results:

- Ms. Dinh Thi Cam Van - 43 years old (Head of Organizing Committee): After the successful and well-received Ambedo Fiesta Season 1, and the positive feedback from participants, she decided to organize Season 2. With the hope that Ambedo Fiesta Season 2 continues to make an impact, providing a wholesome platform for young people, offering real-world experiences, and fostering closer engagement with different cultural backgrounds.
- Ms. Dang To Anh - Founder of Lisa May Home (Partner & Sponsors Ambedo Fiesta Season 2): She is eagerly looking forward to the second season, as her experience with Season 1 showed her that Ambedo Fiesta is an entertaining and wholesome program for young people. Seeing participants immerse themselves in the event and gain new experiences was inspiring. She hopes that Season 2 will bring more surprises and incorporate more traditional cultural activities.
- Mr. Le Hoang Phuong (Silver Monkey) - New York Style Crew (Partner & sponsors Ambedo Fiesta Season 2): When invited by Mrs. Van to perform, he found the Ambedo Fiesta event very interesting. However, he suggests that if the event could integrate Underground culture, it would add uniqueness and vibrancy.

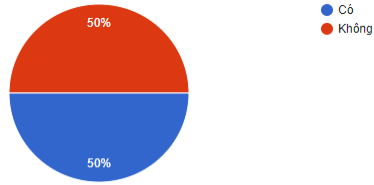
- Ms. Pham Phuong Linh - 22 years old (Staff of Ambedo Fiesta Season 2): She participated in Ambedo Fiesta Season 1 as a participant and found the program to be professionally organized with various engaging activities. This led her to apply for a different role within the organizing committee for Season 2. She hopes that Season 2 will be exciting, bringing joy and valuable experiences to the participants.
- Mr. Ta Tan Dung - 25 years old (Participant of Season 1): Having taken part in Season 1, he found Ambedo Fiesta quite interesting. However, he believed that the activities were somewhat limited and lacked novelty compared to similar events. He hopes that Season 2 will introduce more combinations and experiential activities to enhance its uniqueness and freshness.
- Mr. Vu Thien Trung - 16 years old (Hanoi): He had never participated in such an event before, usually just seeing them on social media. This year, he stumbled upon the Ambedo Fiesta Season 2 event on Facebook, followed it, and found the activities appealing and interesting, with various experiences interwoven with culture. Therefore, he decided to purchase a ticket and join this season.

Through individual interviews, it can be observed that terms such as "interesting," "anticipation," "experience," "wholesome," "vibrant," and "entertainment" can be summarized from both participants and non-participants in the Ambedo Fiesta event. It's evident that most interviewees perceive this as an exciting and lively event, offering diverse experiences and a beneficial platform for young people. Additionally, 5 out of 6 interviewees expressed that it would be even more appealing if Season 2 introduced activities that combine multiple cultural elements.

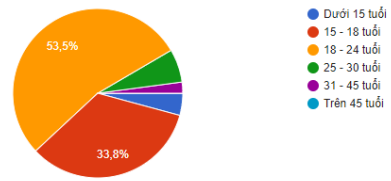
4.2.2. Quantitative research

In order to gather more information about customer needs and desires, the organizing committee conducted a survey on the official fanpage of the Ambedo Fiesta event, resulting in the collection of 142 survey responses.

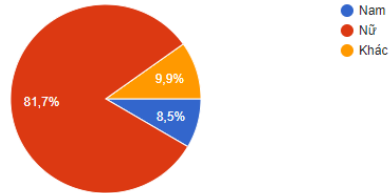
Bạn có tham gia Ambedo Fiesta mùa 1 không?
142 câu trả lời



Độ tuổi của bạn
142 câu trả lời



Giới tính của bạn
142 câu trả lời



Nghề nghiệp của bạn
142 câu trả lời

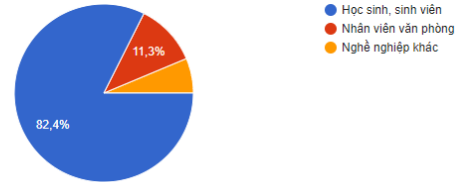


Chart 1: Survey participants' s basic information Ambedo Fiesta Season 1

Based on the survey results from 142 respondents, it can be seen that 50% of them participated in Ambedo Fiesta Season 1, while the remaining 50% did not. The survey indicates that the primary audience of interest consists of young people living in Hanoi, within the age range of 15 to 24. The age group of 15-24 accounts for 87.3%, with only 4.2% being under 15 years old, 6.3% falling within the 25-30 age range, and a mere 2.1% being above 30 years old. The main demographic comprises students, accounting for 82.4%, followed by 11.3% office workers, and 6.3% with other occupations. There is a noticeable gender imbalance, with 81.7% being female, 8.5% male, and the remaining 9.9% identifying as another gender.

5. Media Analysis

Currently, there are numerous prominent media outlets. According to a report from Datareportal, the three most popular social media platforms worldwide are Whatsapp (15.8%), Instagram (14.3%), and Facebook (14.2%). This demonstrates that Facebook remains one of the media platforms that people are interested in and using.

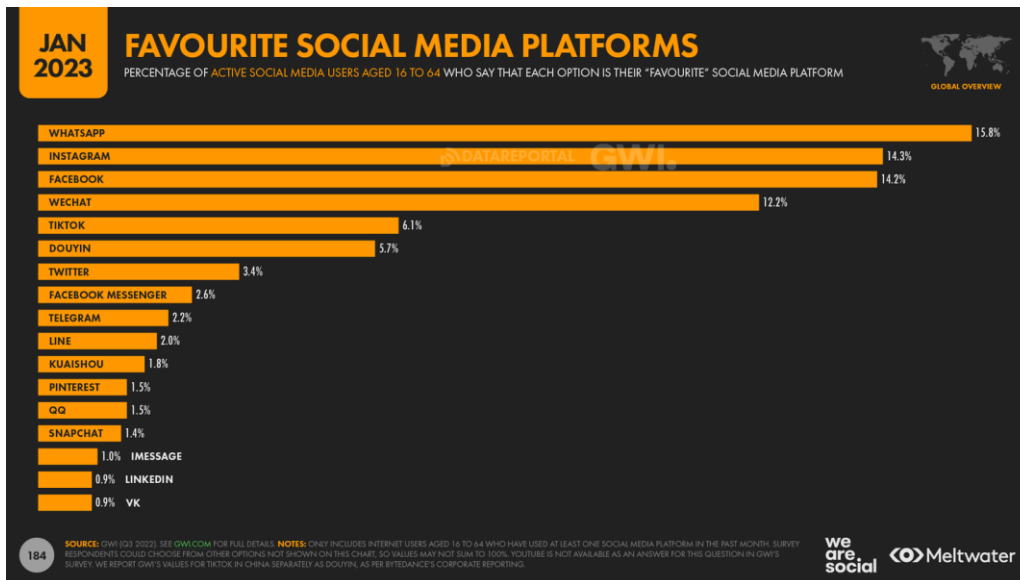


Figure 7: The World's Favorite Social Media Platforms January 2023

The usage duration of social media applications also needs to be mentioned. According to Datareportal's report on the monthly usage time of social media applications per user, TikTok takes the lead with an average usage time of 23 hours and 28 minutes, a year-on-year change of 19.7% (+3 hours and 51 minutes). Next is YouTube with an average monthly usage time of 23 hours and 9 minutes, a year-on-year change of -2.3% (-32 minutes). The third position is held by Facebook with an average monthly usage time of 19 hours and 43 minutes, a year-on-year change of 0.7% (+8 minutes).

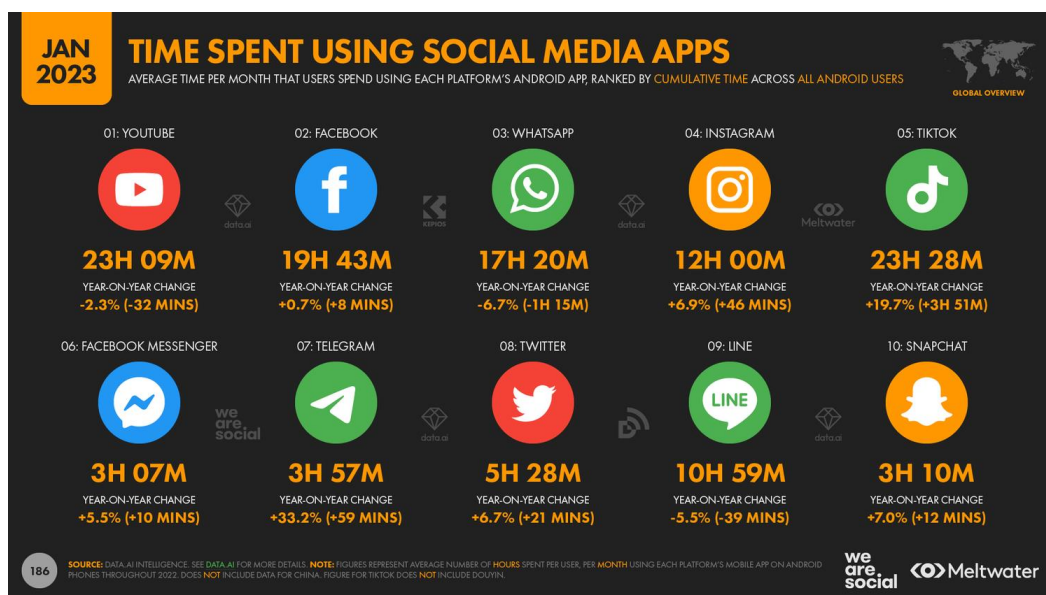


Figure 8: Time Spent Using Social Media Apps Per User Per Month (Cumulative Ranking)

Among the current social media platforms, Facebook is one of the favored and widely used platforms by the otaku community. It helps you discover otaku events, engage in interactions with people who share similar interests like cosplay, anime, games, and more. Facebook hosts a vast number of groups, and within these groups, you can find otaku communities.

6. SWOT Analysis

- **Strengths**

- **Unique:** The Ambedo Fiesta season 2 festival has a creative and distinctive concept, entirely different from other festival events. For the first time in Vietnam, a festival emerges that combines Otaku culture with Underground culture. This can draw attention and interest from the public.
- **Diverse Content:** The diversity of the program is a strong point of Ambedo Fiesta. There are numerous activities that creatively blend Otaku and Underground cultures, making it engaging and captivating for attendees. From artist showcases, cosplay catwalk, lolita fashion show, tea ceremony workshops, Hip Hop Battle Dance competition, DJ shows, Graffiti exhibitions, to various other entertaining and dining experiences, the festival offers a wide range of attractions. This creates an exciting and immersive experience for the guests.
- **Venue:** The festival is held at the Quàn Ngựa Sport Palace - a convenient and spacious location situated in the center of the city with excellent transportation links, including several bus routes passing through (making it easily accessible for students and young people). This favorable location allows for the attraction of a large number of ticket-buying attendees to participate in the event.
- **Professional Organizing Team:** The event is organized by a team with extensive experience and knowledge in event management. The festival's organizing committee is led by Ms. Dinh Thi Cam Van - an Event Manager from Bitexco Properties, with 19 years of experience in marketing, communications, and event planning. Under her leadership, the festival has been elevated to new heights with each season.

- **Weaknesses**

- Ambedo Fiesta is a relatively young festival, having been organized for only 2 seasons.
- And there remains a portion of attendees who are hesitant about the organization and the quality of the event.
- As the event is still relatively young, many technical aspects are still being handled manually and lack professionalism. The payment and ticket delivery process for participants is quite cumbersome and unprofessional, leading to errors in ticket issuance and requiring a lot of time for verification.

- **Opportunities**

- The potential for growth and market expansion in the event organizing industry is significant, providing opportunities for companies like Ambedo to increase the scale and enhance the quality of events. By making serious investments and operating in a meticulous and professional manner, Ambedo can attract new clients and expand the influence of its festivals to neighboring cities, other provinces, or even internationally.
- The growing Otaku community presents a great opportunity for attracting potential sponsors and partners. Building and developing a strong brand is essential to garner attention, establish a prominent position, and earn a good reputation within the event organizing industry. A robust brand helps attract partners, sponsors, and target audiences while ensuring that the events are associated with positive and trustworthy values. Moreover, it provides a chance to increase customer trust and confidence in the organization.
- Creating a positive ripple effect for society: Implementing more meaningful and humane CSR activities showcases the social responsibility of the business. This helps disseminate positive information about the event and attracts additional potential customers.

- **Threats**

- Budget and sponsorship: One significant challenge is gathering sufficient financial resources to organize the event. This demands that the event itself has a stable funding source. Additionally, identifying various revenue streams and

managing the budget effectively is crucial to ensure the event's smooth operation.

- Competitors: In the event market, there are numerous competing players, posing a challenge to stand out in a competitive environment by providing innovative and unique experiences. This requires the ability to create distinctive and exciting activities that offer novel experiences, catering to the needs and preferences of customers.
- Commercial and contract negotiation: Facing difficulties in negotiating and signing contracts with partners and sponsors is a challenge. The key is to engage in effective contract negotiations that protect the interests of the event and ensure reasonable terms and conditions are agreed upon by both parties.
- Building a loyal customer base: To ensure the success of the festival, it is crucial to establish a strong connection with the broader community of Japan culture enthusiasts, particularly those interested in Anime, gaming, and related interests. This can be achieved by creating interactive activities and providing benefits that cater to the needs of the event's loyal customer base.
- Adapting to market changes and staying ahead of trends: The events industry can evolve rapidly with the emergence of new trends and competitive events. The challenge is to keep up with these trends and market changes while creating fresh and captivating experiences to maintain customer engagement and interest.

7. Conclusion

The trend of loving Japanese culture is increasing significantly, becoming more popular, and attracting the attention of young people in Vietnam. This can be demonstrated through the development of activities such as cultural festivals, art exhibitions, Cosplay contests, and Anime fan club gatherings organized by various entities and young enthusiasts interested in Japanese culture.

Currently, Japanese cultural festivals have been organized frequently, but the content lacks distinctiveness and diversity. The demands of young people nowadays require high-quality content, focusing on various unique and extraordinary activities. This poses a challenge for event organizers to meet the increasing interest of the youth. Recognizing these issues,

Ambedo Fiesta season 2 will be a gathering place for Otaku enthusiasts, combining Otaku culture with other cultures to create a creative and vibrant playground this summer.

One of the strengths of the event is the head organizer of Ambedo Fiesta, Ms. Dinh Thi Cam Van, who is also the head organizer of The Garden Halloween Festival (the most anticipated Cosplay event of the year for Cosplayers organized by The Garden Shopping Mall). The post-event survey results also show a high percentage of participants from the first season who are willing to participate in the next season, indicating the success and potential for the event's development.

The main target audience for these activities is aged between 18 to 24, with 68% being female and 32% male. This demographic has a high demand for media consumption and often uses social media platforms to share and engage with content related to Japanese culture.

Among the current social media platforms, Facebook is one of the favored and widely used platforms by the otaku community. It helps you discover otaku events, engage in interactions with people who share similar interests like cosplay, anime, games, and more. Facebook hosts a vast number of groups, and within these groups, you can find otaku communities. According to a report from Datareportal, the three most popular social media platforms worldwide are Whatsapp (15.8%), Instagram (14.3%), and Facebook (14.2%). The average monthly usage time of Facebook is 19 hours and 43 minutes, a year-on-year change of 0.7% (+8 minutes). This demonstrates that Facebook remains one of the media platforms that people are interested in and using. Ambedo Fiesta 2 primarily utilizes fan pages (Ambedo Fiesta), groups (Ambedo Fiesta Community), and influential personal accounts within the Anime and Cosplay event organizing industry as its main media channels. Additionally, the event receives media support from partners, which has helped attract a large number of fans and foster positive interactions.

II. PROJECT PLANNING

1. Goals & Objectives

1.1. Goals

- Organize a playground for young people who have a fondness for Japanese Otaku art and culture, and uniquely fuse it with other cultures.
- Draw in a diverse crowd of participants, partners, and supportive sponsors for the event.

- Generate profits for the company through event activities such as ticket sales, booths, and merchandise offerings.
- Disseminate the brand and image of the Ambedo company.
- Acquire financial resources through the event to support charitable endeavors.
- Strengthen the event's proprietary communication channels.

1.2. Objectives

- **Activities objectives**
 - Attract around 4,000 participants.
 - Achieve approximately 1,500,000,000 in revenue, with 200,000,000 in profit.
 - Secure the engagement of 15 sponsors and partners interested in and supporting the program.
 - Draw in 100 artist booth registrations and 100 hip-hop competition entries.
 - Invite 7 food and commercial stalls.
 - Raise and collect 70,000,000 for the charity fund.
- **Communication objectives (15/04/2023 - 15/07/2023)**
 - Total Likes & Follows on the Facebook fanpage reach 30,000.
 - Total reach of the Facebook fanpage reaches 1,000,000.
 - The Ambedo Fiesta community group reaches 7,000 members.
 - The rate of participants with positive feedback about the program reached 80%
 - The rate of participants who want to continue participating in the next season reached 70%
 - The rate of participants knowing that the organizer is Ambedo company reached 70%

2. Target Audience

Classification	Target Audience
Demographics	
Gender	Male/Female

Age	15 - 25
Job	Students
Geographic	
Region	Viet Nam
City	Ha Noi
Psychographic	
Attitude	Friendly, profound, introverted
Habit, hobby	Knowledgeable, and passionate about anime, cosplay, comics, and video games, as well as collecting merchandise.
Behavior	
Media Channel	Facebook
Social Media Usage Time	8:00 AM- 11:00 AM; 3:00 AM - 5:00 PM; 8:00 PM - 11:00 PM
Influenced by	Friends with shared interests, internet, manga, anime, and games.

Table 5: Target Audience of Ambedo Fiesta Season 2

3. Strategies And Tactics

3.1. Strategies

- **Event Strategies**

- Focus on enhancing activities with a Japanese cultural element, particularly the Otaku culture.
- Invite Key Opinion Leaders (KOLs) in cosplay, renowned comic artists, and Japanese brands to participate as partners, aiming to attract a younger audience.
- Organize additional cultural events to draw in diverse participants.

- **Communication Strategies**

- Emphasize owned media channels, such as the program's group and Facebook fanpage, due to their substantial follower base among potential customers.
- Utilize visuals featuring KOLs, artists, and Japanese brands for communication purposes to attract participants.

3.2. Tactics

- **Event Tactics**

- Focus on the main activity, the art market, featuring merchandise and figures related to manga and anime, designed by artists selected by the Organizing Committee.
- Add more activities that showcase Japanese culture, such as Yosakoi dance, Fandom Booth for Japanese comics and animation, and workshops for traditional Japanese games.
- Invite toy brands and Japanese food vendors to offer products that represent Japanese culture, targeting interested young attendees.
- Invite KOLs in cosplay and renowned comic artists to host talk shows and interactive sessions.
- Incorporate traditional cultural activities like Tea Ceremony and Underground culture to infuse diversity and novelty into the event.
- Collaborate with partners and sponsors to organize workshops on pattern art and dance.

- **Communication Tactics**

- Create a community of interest around the event to establish a connection and interaction with the target audience, building a community and fostering participation.
- Collaborate with relevant KOLs, partners, and sponsors, such as artists, cosplayers, publishers, gaming stores, and Japanese food vendors, for communication and promotion.
- Generate unique and engaging content that aligns with Otaku culture trends, including articles, images, and videos. Ensure content diversity with various themes related to Otaku culture and other cultures to attract a diverse target audience.

- Initiate interactive activities such as mini-games, program-related contests, meet-and-greet sessions, and autograph sessions with special guests. Introduce challenges related to program content.
- Offer ticket packages, early bird discounts, or special deals to encourage early ticket purchases by fans, stimulating interest and providing incentives or special gifts for loyal customers or those who participated in the previous season.

4. Concept

Ambedo Fiesta Season 2 - Summer Vibes is an innovative event that combines Japanese Otaku culture with various other cultural influences, crafting a distinctive and dynamic experience within an energetic and vibrant atmosphere. The event not only offers unique entertainment activities but also captures the essence of a fresh, colorful, and lively summer. Under the theme "Summer Vibes," Ambedo Fiesta Season 2 aims to create a space of diverse and vibrant experiences, bringing forth a summer that's full of excitement, vitality, and exuberance.

4.1. Key Message

Ambedo Fiesta Season 2 - Summer Vibes aspires to provide young people with a wholesome, vibrant, and dynamic playground by ingeniously blending Japanese Otaku culture with other cultural influences. This synthesis aims to create a unique and energetic summer experience. This event is more than just an ordinary entertainment festival; it serves as a bridge between various cultural elements. It conveys a message to the youth to explore, preserve traditional culture, and engage with new cultures, fostering learning and experiences. Furthermore, Ambedo Fiesta Season 2 is also a humanitarian event, conveying the message of "bringing positive values, giving meaningful contributions" through philanthropic projects that contribute to community building.

4.2. Hashtag

#AmbedoFiesta #AmbedoFiesta2 #Summervibes #Ambedo #AnnFie

4.3. Key Visual

- Color: Green and Pink
- Concept: Playful, adorable design suitable for the youth audience
- Mascot: Ann&Fie

- The mascots Fie&Ann draw inspiration from the two main sibling characters, Tanjiro & Nezuko, in the famous Japanese manga "Demon Slayer." Fie is an abbreviation for “Fiesta” and Ann is an abbreviation for “Ambedo.”
- Fie, the mascot with a bright green hue, takes inspiration from the protagonist Tanjiro. With radiant eyes, Fie embodies strength, determination, and an unyielding spirit, bringing the confidence and enthusiasm of summer. It symbolizes the dynamic and lively essence of Summer Vibes.
- Ann, the mascot in a sweet pink color, is modeled after the Brand Ambassador of Ambedo Fiesta - little An Chi, and is a playful version of Nezuko. With a cheerful smile and a gentle nature, Ann exudes cuteness and a serene demeanor, representing the gentle side of summer. Ann embodies the inspiration for joy and optimism in Summer Vibes.

Using the primary colors of green and pink, the intention is to convey a sense of youthful and cheerful summer. Green is often associated with freshness, vitality, and youthfulness, while pink is linked with sweetness, femininity, and adorableness. The combination of these two colors creates a vibrant and lively color palette.



Figure 9: Cover of Ambedo Fiesta Season 2

5. Event Activities

The Ambedo Fiesta event was organized on July 2, 2023, at the My Dinh National Stadium, featuring the following main activities:

1. Art Market
2. Yosakoi Dance Performances
3. Lolita Fashion Show
4. Hiphop Battle Dance
5. Experience Traditional Japanese Games
6. Creative Zone with Wolfoo
7. Enhancing the chances of winning in the cosplay competition with the famous guest cosplayer Yuji Koi
8. Tea Workshop with Brand Ambassador An Chi
9. Couple Dance Workshop by Song Vu Club
10. Style Consultation Workshop with Huong Spring Academy & Lisa May Home
11. Creating Patterns for Fabrics and Upcycling with Lisa May Home.

6. Media Channel

The program has gained a certain resonance, with a substantial database collected from passionate cosplayers who have participated in previous instances of The Garden, along with an analysis of the aforementioned media platforms. The program will focus on Owned Media and Earned Media, excluding the use of Paid Media.

6.1. Owned Media

6.1.1. Page Facebook: <https://www.facebook.com/ambedofiestavn>

The ticket sales channel, charitable products, and the dissemination of official event information and news are established. Simultaneously, there are organized mini-games and contests to interact with everyone.

6.1.2. Group Facebook: <https://www.facebook.com/groups/638428274751304>

A community for exchanging, buying, and selling items as well as for providing answers and sharing information related to the event.

6.1.3. Email

Send invitations and thank-you letters to sponsors and partners. Send registration results for artist booths, commercial booths, culinary booths, recruit volunteers, and confirmations of successful ticket purchases.

6.2. Earned Media

In order to enhance interaction across media platforms, we have formulated ideas and organized activities to boost engagement, such as contests and mini-games. Participants and their relatives can share these mini-games and contests. Additionally, we are also incorporating media channels from partners and sponsors to further amplify the.

6.2.1. Participant Shares

Participants in mini-games need to share information about their posts, while contestants in the competition will share their thoughts about the program and can encourage votes by liking, commenting, and sharing on social media platforms.

6.2.2. Word of mouth

Throughout the program, the Organizing Committee will convey information about the tournament, prizes, and encourage candidates to share stories and prize-related information with their friends, family, and direct conversations on social media.

6.2.3. Partner and Sponsor Media Channels

Utilizing partner and sponsor media channels is an effective way to increase event reach and spread. By collaborating with partners and sponsors, tracking and evaluating effectiveness, awareness and access to the target audience can be enhanced without incurring direct advertising costs.

7. Project Timeline

This report will present an overview of the project's progress, production status, and communication milestones. The project was initiated from April 13th to July 15th and was divided into three phases:

Phase	Time	Content
Planning	13/4 - 15/05	Developing the conceptual idea, organizing activities, and defining the key message; creating a communication plan and an execution plan.

Deploying	Producing	15/05 - 01/07	Scouting for venues and suppliers; inviting sponsors and culinary and commercial booths; compiling guest lists; sending invitations; producing media assets including images, videos, printed materials, and event product; program content.
	Launching	02/07	Organizing Ambedro Fiesta Event Season 2 - Summer Vibes
Evaluating		03/07 - 15/07	Assess the level of project completion compared to the initial objectives and goals.

Table 6: Project Timeline

7.1. Planning Phase (13/04 - 15/05)

No.	Categories	April		May
Week		3	4	1
1	Brainstorming, idea generation			
2	Select a concept			
3	Create the core message			
4	Develop the communication plan			
5	Construct the implementation plan			
6	Prepare the sponsorship dossier			

Table 7: Planning Phase Timeline

7.2. Deploying Phase (15/05 - 02/07)

Month	May			June				July	
Week	2	3	4	1	2	3	4	1	2
Producing									
Design the logo									
Create visual designs									
Invite partners and sponsors to join the journey									
Finalize the website and populate it with content.									
Produce materials for social media channels									
Produce teaser videos									
Produce multi-content short videos: Capturing youth trends, interviewing partners, festival survival guides,...									
Launching									
Open various types of festival attendance tickets									
Announce the list of artists participating in the Art Market									
Announce samples of products available for sale at various Circles' booths									
Announce activity content									
Issue a press release									
Livestream the main stage activities and the rounds of the New York Summer Fiesta Battle Dance competition.									

Table 8: Deploying Phase Timeline

7.3. Evaluating Phase (02/07 - 15/07)

No.	Categories	July	
		1	2
	Week		
1	Conduct participant surveys		
2	Interview partners, artists, and attendees.		
3	Measure communication effectiveness, operational efficiency, communication effectiveness		

Table 9: Evaluating Phase Timeline

8. Estimated Cost

For program security reasons, the budget has been changed from reality.

Categories		Content	Estimated Cash (VND)
1	Logistics	Rent a place	
		Printing	
		Sound and light, Led screen, props, stage, equipment, booth,...	
		Hip Hop Award	
Estimated Total (Logistics)			1.000.000.000
2	Outsource	Hire Video Shooting, Photography	
		Hire an MC, judges.	
		Performances	

		Invite KOLs	
		Collaborator Support Fee	
	Estimated Total (Outsource)		300.000.000
Estimated Total			1.300.000.000

Table 10: Estimated Cost

9. Human Resource

Position	Personnel	Job Description
Head of the Organizing Committee	Ms. Dinh Thi Cam Van	Supervise and manage all media activities and event organization.
Deputy of the Organizing Committee	MS. Dinh Thi Van Anh	Manage the main stage area, guests, and artists.
Head of Finance & Logistics Committee	Mr. Nguyen Trong Hoan	In charge of financial activities and event setup. Ensure security and hygiene.
Head of Human Resources Department	Ms. Do Thuy Hoa	Manage and coordinate collaborators.
Content Team	Nguyen Khanh Ly Le Hong Hanh Nguyen Truong An Pham Phuong Linh	- Develop and execute the media timeline. - Innovate new concepts for activities and communication campaigns. - Manage Facebook groups and fan pages.

Designer, Video Editor Team		Do Trung Thanh Nguyen Truong An	<ul style="list-style-type: none"> - Develop concepts and design key visuals, promotional materials... - Shoot and edit videos.
Collaborators	Coordinator	4 persons	<ul style="list-style-type: none"> - Ensure order at the check-in area, prohibiting items like guns, military cosplay, and dangerous objects from entering the event. - Assist attendees in queueing for check-in.
	Check in	4 persons	<ul style="list-style-type: none"> - Perform check-in procedures. - Guide attendees on the event entry pathways.
	Booth Support	17 persons	<ul style="list-style-type: none"> - Assist with setup and sales as instructed by booth staff. - Engage and encourage people to visit and make purchases. - Receive and hand over items as required.
	VIP Area	4 persons	<ul style="list-style-type: none"> - Maintain order and provide services for VIP guests. - Ensure cleanliness and security in the VIP area. - Promptly assist with reasonable requests from VIP guests.
	Stage	6 persons	<ul style="list-style-type: none"> - Set up the stage and performances as required. - Coordinate acts of artists and guests to ensure they follow the schedule.

			- Assist in resolving any stage-related issues.
	Information Booth	6 persons	- Provide advice and answer inquiries from participants. - Distribute gifts to attendees based on predefined activities by the organizers. - Receive information about lost items and return them to their owners.
	Baggage Drop Counter	2 persons	- Receive items from event participants for safekeeping. - Store and return the items to the respective owners accurately.
	Hygiene and security	10 persons	- Monitor whether participants have checked in. - Ensure cleanliness and security of the event area.
	Warehouse	1 persons	Preserve the organizers' belongings

Table 11: Human Resource

10. Risk Management

Category	Risk identification	Reason	Risk management	Precautionary plan
Human resources	Lack of Personnel	Insufficient workforce to manage the production	Mobilize resources from related departments, along with personnel from	Mobilize resources from related departments, in collaboration with

		process	various levels	personnel at various levels
MC Arrives Late	MC arrives later than scheduled, due to subjective or objective reasons.	During the time the MC is not present, supplementary activities and audience interactions should be organized to extend the duration. In the worst case, an urgent replacement for the MC might be necessary, 30 minutes prior to the start of the first performance. Alternatively, a representative from the organizing committee will lead the proceedings.	In the contract signed with the MC, compensation levels for violations should be clearly stated. Multiple rehearsals are essential to ensure the MC fully understands the program content.	
MC Reads or Presents the Script Incorrectly	This can occur due to confusion or last-minute changes that weren't communicated to the MC.	Immediately inform the MC, apologize to the audience, and let the MC flexibly guide the program back on track.		
Stage Performances	Due to mistakes	Continue performing in accordance with	Before the performance,	

Encounter Issues	made by performing teams	the tempo and rhythm of the piece.	thorough rehearsals and preparations are necessary. Check the condition of the equipment and props to ensure there are no malfunctions or issues. The audio equipment supplier should be contractually bound to address any unforeseen issues.
	Due to issues stemming from physical facilities, musical instruments, or performance props	Request the audience's understanding for additional time to prepare the complete performance. In the worst-case scenario, delay other performances or unaffected activities.	
Employees with Poor Attitudes	Due to mistakes made by employees, affecting participants' experience	Immediately have the employee apologize to the guest in case of an incident. Prioritize offering a gift to the guest to enhance their satisfaction..	It's essential to review and train employees on their attitude. Furthermore, clearly outline awareness and attitude aspects of staff in the commitment document.
Security Department Fails to Ensure Performance	The security department's performance is compromised due to overcrowding or ineffective	Remind the security department and immediately contact them to request additional security personnel if necessary, or deploy the organizing	Detailed statistics and understanding of the event's importance are crucial, along with contractual obligations with the security provider.

		work.	committee team to take over security duties if needed.	
Operation and production	Supplier Fails to Meet Product Requirements	The quality of the products during production doesn't meet the specified requirements.	Request the supplier to find ways to rectify the situation.	Assign someone responsible for working with the supplier and regularly inspect the product quality. The product contract should include commitments to ensure compliance with agreed-upon requirements.
	Audio and Lighting Malfunctions	Due to lack of prior testing, insufficient preparation, or unexpected incidents.	Demand immediate resolution from the technical department.	Conduct pre-event checks. Require the event supplier to ensure the continuous nature of the event, including aspects of audio, lighting, and materials to cater to the performance needs.
	Electrical Equipment Issues	Insufficient or malfunctioning equipment.	Prioritize equipment for crucial activities, and immediately rent new equipment.	Check equipment before the event to ensure they are fully charged
	Ineffective Organization, Operation,	Lack of effectiveness in	Review the plan, address issues, remind and demand	Create detailed task assignment plans. Communicate

	and Coordination of Staff	coordination and organization as per the plan	staff's focus	processes, content, and tasks to all staff and regularly monitor and motivate everyone
	Inappropriate Partnerships Affecting the Event Negatively	Unprofession al behavior impacting the organization	Discuss the issues with the supplying companies and partners and make changes if necessary	Evaluate and select suitable, experienced partners for a successful event collaboration
	Faulty Filming and Photography Materials	Products obtained from the event have quality issues	Quickly contact experts and seek replacement solutions	Regularly check memory cards and image/video quality
Legal and ethical issues	Inspection by Regulatory Authorities	Haven't worked with the authorities yet	Engage in dialogue with the regulatory authorities, and in the worst case scenario, announce that the performance may need to be postponed.	Permission and collaboration with regulatory authorities should be sought and established before organizing the event.
	Inappropriate Costumes, Inappropriate Performances	Not being pre-approved before performing.	Delay the performance, request costume changes, and modify the performance.	Preview and approve performances in advance to ensure appropriate costumes.
The safety during the event	Food Safety	Participants may encounter health issues	There is a medical team available for timely handling; severe cases will be	Choose reputable vendors; food stalls must register with a food safety permit

		when consuming food at the festival	taken to Military Hospital 354, located 300 meters away	
	Lost Items during the Event	Participants might unfortunately experience theft or accidental loss of belongings during the event	The organizing committee will make announcements through speakers to aid in retrieving lost items. In the case of high-value items, authorities can be informed for proper handling	BTC will pre-announce on the fanpage that there will be a designated area for item safekeeping, while also clarifying that they are not responsible if individuals misplace their belongings
	Exploited by malicious individuals	Due to the large crowd at the event, participants might become targets for malicious actions.	Request a report of the incident, if true, ask the bad guy to apologize and ask him out of the festival	Announcements on the fanpage remind participants to take self-protective measures. The organizing committee will arrange security personnel around the affected areas to prevent any untoward incidents.
	Participants Bringing Dangerous Items	Participants are bringing potentially dangerous items such as	It is required to leave these hazardous objects outside the event premises. In case of any adverse	Announcements on the fanpage inform cosplayers of this policy. The organizing committee

		knives, swords, guns,...	situation, authorities can be notified.	has a security team at the check-in area to inspect and prevent the entry of dangerous items.
	Conflicts among Participants	Disputes arise among participants.	Private meetings are arranged for discussions and resolutions based on a spirit of reconciliation. In serious cases, relevant authorities can be informed for intervention.	The BTC arranges a team and security personnel around the event area to handle such situations promptly.
	Electrical and Fire Incidents	Electrical and fire incidents occur.	Guests are informed to evacuate through designated exits, use temporary firefighting tools, and immediately contact the fire rescue center.	Fire prevention and firefighting equipment should be regularly checked. Event venue providers should have necessary resources available to handle emergencies if they arise.
Budget	Significant Budget Discrepancy in Organization	Unexpected expenses and equipment damage lead to repair demands.	Immediate coordination with financial management and suppliers is necessary to find appropriate	Thoroughly research budget plans, considering potential expenses and market price fluctuations. As the event date

			and cost-effective solutions.	approaches, stay in touch with suppliers to monitor any changes in prices. Adjust the expenditure plan accordingly in case of risks like scarcity of supplies, damages, or price increases.
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Table 12: Risk Management

III. PRE - LAUNCH

1. Key Visuals Design

1.1. Key Concept

Regarding the design concept, all visuals for Ambedo Fiesta 2 - Summer Vibes are themed around a summer festival, incorporating symbols such as the sun, clouds, beach umbrella, palm trees, sunglasses, ice cream, and inflatable balloons. The main color scheme consists of green and pastel pink, with a gentle transition from green to pink. The central theme of the designs revolves around the use of the mascot Ann&Fie, showcasing adorable expressions like crying, laughing, pouting, and hip-hop dancing. The use of bold and soft colors and varied expressions of the mascot will be adapted to match each specific post.

1.2. Logo

The logo is designed to be simple, combining the brand name with the concept of season 2. The Kitten regular handwritten font is used, with a balance of thin and bold strokes, creating a light and whimsical feeling. The design also incorporates balloon and palm tree motifs to evoke the vibrant, youthful, and creative atmosphere of summer.



Figure 10: Logo of Ambedo Fiesta Season 2

1.3. Key Visuals

Throughout the communication timeline, the Key visual of Ambedo Fiesta remains creative and exudes positive energy, using a color palette dominated by leaf green and pastel pink. It combines iconic elements of summer such as the sun, clouds, umbrellas, palm trees, sunglasses, ice cream, and balloons. This imagery evokes a feeling of immersing oneself in the cheerful atmosphere of a summer festival.

The use of leaf green represents freshness, youthfulness, and dynamism, while pastel pink signifies happiness, sweetness, and creativity. This combination creates a feeling of freshness, full of energy, and incredibly adorable.

Overall, the Key visual of Ambedo Fiesta generates an exciting and colorful sensation, reminiscent of the excitement and joy of a vibrant and lively summer festival.

1.4. Mascot

- Mascot: Ann&Fie



Figure 11: Mascot of Ambedo Fiesta

1.5. The Production of Ambedo Fiesta

- T-shirts, badges, tote bags, stickers,...



Figure 12: Items of Ambedo Fiesta

1.6. Media Publications

Adhering closely to the concept and color theme, the communication materials are designed cohesively. These communication materials are intended for various media channels

such as fan pages, community groups, and YouTube. The sizes must be appropriate for the content posting requirements on each media platform to achieve the best quality.

- VIP Invitation



Figure 13: VIP Invitation Card

- Banner



Figure 14: Banner of Ambedo Fiesta Season 2

- Wristband ticket



Figure 15: Wristband ticket of Ambedo Fiesta Season 2

- Sticker



Figure 16: Sticker of Ambedo Fiesta Season 2

- Organizer's card



Figure 17: Organizer's card of Ambedo Fiesta Season 2

2. Partners and Sponsors

2.1. Art Market

The Art Market is the soul of the festival; therefore, choosing accompanying artists for Ambedo Fiesta is of utmost importance. Ambedo Fiesta plans to open the registration for Art Market booths for one week. The number of participating artists in this season will depend on the quality of the artists' images and artworks submitted to the Organizing Committee. The selection and quality assessment process will be decided by the Head of the Organizing Committee, Ms. Dinh Thi Cam Van, and the Instructor - Designer - Artist, Ms. Dang To Anh.

2.2. Yosakoi Festival

The Yosakoi Festival will feature the participation of Yosakoi teams that were involved in season 1. However, in season 2, these teams will be required to invest more in their performances and performance costumes.

2.3. Special Guests

Special guest Yuji Koi will continue to be a companion to Ambedo Fiesta in season 2. In season 1, Yuji Koi only participated online, which left Vietnamese fans of Yuji Koi feeling regretful as they couldn't get autographs or take photos with their idol.

2.4. New York Summer Fiesta - Battle Dance 2023

The street-style Hip-hop dance competition is a part of the event series of Ambedo Fiesta season 2, co-organized with New York Style Crew (NYS). New York Style Crew will be responsible for media promotion to attract participants, selecting the profiles of contestants, and inviting judges, DJs, and MCs for the competition.

2.5. Sponsors and Partners

One of the crucial elements to ensure the success of Ambedo Fiesta 2 - Summer Vibes is the support from partners and sponsors. This section will present in detail the strategy for inviting partners and accompanying sponsors.

Identifying the target partners and sponsors: To identify suitable partners and sponsors, we conducted thorough research and analysis of brands, organizations, and individuals related to the activities that the festival targets. We also explored reputable publishers, distributors of exclusive goods, and influential figures within the Japanese culture enthusiast community.

Inviting Partners and Sponsors Strategy:

- Firstly, we identified effective methods and communication channels to approach potential partners and sponsors. Our team utilized email, phone calls, face-to-face meetings, social media connections, and personal relationships to reach out to potential partners and sponsors.
- Upon receiving responses, we sent them our sponsorship proposal and profile. We emphasized the value and benefits that Ambedo Fiesta brings to partners and sponsors, such as reaching a new audience, enhancing brand image, and exploring potential business collaborations.
- We provided different sponsorship packages with corresponding benefits to cater to diverse interests and needs. These benefits may include:
 - Logo and name recognition on marketing materials and event communications.
 - Brand promotion on the event stage and exhibition space.
 - Networking opportunities with potential customers during the festival.
 - Marketing and PR support from the Organizing Committee.
 - By offering flexible and tailored sponsorship packages, we aim to attract positive interest and support from partners and sponsors, ensuring the success of Ambedo Fiesta 2 - Summer Vibes.
- Sponsorship framework and benefits

No	Category	Benefits	Sponsorship packages		
			Gold Quantity: 03	Silver Quantity: 05	Partnership
1	Fanpage Ambedo Fiesta	The sponsor's logo will appear on all online collaterals starting from the date of signing the sponsorship contract. They will also be mentioned in all published posts.	x	x	x

		An independent article will introduce the products/services of the sponsor.	3	2	1
		The sponsor's logo will appear in prominent positions on the festival's featured videos.	x	x	x
		The representative of the sponsor will be interviewed in the featured videos of Ambedo Fiesta.	x	x	-
2	Press Release	The name of the sponsor will be mentioned in the press release.	x	x	x
3	Media materials	The sponsor's logo will appear on the media materials (such as brochures, flyers, posters) and POSM (Point of Sale Materials).	x	x	x
	Booth	Standard Commercial Booth (3mW x 3mL x 2.5mH). Sponsors have the option to combine multiple booths to create a larger area. For special booth designs, the production cost will be directly paid to the official contractor, Lien Minh Events.	5	3	1

	Positioning of standees	The positioning of the sponsor's standee setup (requiring standees with steel frames suitable for outdoor use in windy conditions)	5	3	2
4	Sampling	The products/vouchers/gifts from the sponsor will be given to guests at the check-in counter right at the entrance gate. The content needs to be agreed upon with the organizing committee in advance	x	x	x
5	Charity program	Being selected as a representative to attend the inauguration ceremony of the school in Dien Bien in 2025 (or 2024 if there is enough funding for early construction) is a great honor. The construction budget for the school will be allocated from ticket sales, charity booths, potential profits (if any) from Ambedo Fiesta, and other contributions (if available). This project aims to create a significant impact on the community and provide better educational facilities for the region.	x	x	x
6	Other	Being granted priority	x	x	x

	Benefits	sponsorship for the next season.			
		The sponsor will have the opportunity to organize a promotional contest within the framework of Ambedo Fiesta. The content and format of the contest will be agreed upon with the event organizers in advance. All costs associated with the contest will be covered by the sponsor. The contest can be conducted either online, offline, or through a combination of both formats, providing flexibility to engage a wider audience and promote the sponsor's brand effectively.	x	x	-
		Being invited to present awards at the New York Summer Fiesta battle dance	x	x	-
		Being given complimentary tickets to attend the festival.	1000	500	200
		Special guests/Brand Ambassadors of Ambedo Fiesta will visit and take photos at the sponsor's booth.	x	x	x

Table 13: Sponsorship framework and benefits

3. Logistic

3.1. Venue

The selection of the venue is one of the critical factors contributing significantly to the success of the festival. The primary objective consideration is the weather, mainly the elements of the weather. After careful consideration, the event organizers have agreed on choosing the Quần Ngựa Sport Palace, located at 30 Văn Cao Street, Liễu Giai Ward, Ba Đình District, Hanoi. The venue provides an indoor space with a well-functioning air conditioning system to counter the summer heat of Hanoi. It has a spacious floor area to set up the Art Market, commercial booths, stages, and accommodates up to 4000 seats for attendees. The location fulfills all necessary infrastructure requirements to meet the needs of the participants.



Figure 18: Venue for organizing Ambedo Fiesta Season 2

3.2. Layout



Figure 19: Layout of Ambedo Fiesta Season 2

3.3. The setup of the venue

On the evening of June 30, the Organizing Committee, together with the partner LienMinh Events, proceeded with the event space setup, including sound and lighting installations, stage setup, projection equipment, and arranging booths for artists, partners, and sponsors according to the festival's layout and pre-agreed plan.

On the evening of July 2, the venue was cleaned up and returned to the Quân Ngựa Sport Palace.



Figure 20: Setup of the venue

3.4. Rehearsal

No	Time	Content
1	19:00	Begin the rehearsal program
2	19:10	The representative from Hanoi Department of Culture is present at the venue and ready to inspect the festival's performances and activities.
3	19:20	The head of the organizing committee delivers the opening speech of the festival.
4	19:25	Rehearse two dance performances by Hanoi Sennen Yosakoi

		and Núi trúc Sakura Yosakoi.
5	19:45	Rehearse the dance performance of "Toca Toca" by the Brand Ambassador An Chi.
6	20:00	Rehearse the Fashion show : LOVE NOVELS LOLITA
7	20:30	Soundcheck Workshop – Couple dance
8	20:40 - 21:30	Freestyle dance battle (Allowing contestants to become familiar with the stage)
9	21:30	Finish the rehearsal program

Table 14: Scenario for the rehearsal of Ambedo Fiesta Season 2

C. PROJECT EXECUTION

I. OVERVIEW

Detailed Stage Script: The festival includes numerous parallel activities, so to have an overview and a comprehensive understanding of how the activities will operate, we can refer to the following stage script. The script will cover all essential aspects: time frames, durations, detailed content, visual LED, sound, lighting, and responsible personnel. With this, we can effectively manage the activities.

STAGE SCRIPT - AMBEDO FIESTA 2

No	Duration	Content	Execution	Visual Led	Audio	Lighting
1	9:00 - 9:05	MC appearance - Reason announcement	MC Minh Quan	Main Key Visual	Opening music	Throughout the event
2	9:05 - 9:10	Head of Organizing Committee speech	Ms. Dinh Thi Cam Van	Main Key Visual		Throughout the event
3	9:10 - 9:15	Press representative speech	Journalist Ho Quang Loi	Main Key Visual		Throughout the event
4	9:15 - 9:25	Presenting flowers to				

		sponsors				
5	9:25 - 9:30	Opening declaration	Ms. Dinh Thi Cam Van			
6	9:30 - 10:30	Yosakoi performances	1. Hanoi Sennen Yosakoi	Performing Team Key Visual	Preparation music for performing team	According to the performance schedule
			2. Yokaze Yosakoi			
			3. Kumo Yosakoi			
			4. Núi trúc Sakura Yosakoi			
			5. Hanasaki Yosakoi			
			6. Hanuyo Yosakoi			
			7. Hanoi Sennen Yosakoi			
			8. Nishinami Yosakoi			
			9. SIE Yosakoi			
			10. Thăng Long Yosakoi			
			11. Touyoukoi			
			12. Ulis Yosakoi			
7	10:30 - 11:30	Encounter and interact with famous Cosplayer: Yuji Koi & Ambedo Fiesta Brand Ambassador: An Chi.	- Ms. Phung Phuong Hanh - An Chi - MC: Minh Quan	Visual Meet & Greet	MIC	

8	11:30 - 12:00	Fashion show : LOVE NOVELS LOLITA	Lolita Constellation	Visual Lolita fashion show	Preparation music for performing team	According to the performance schedule
9	12:00 - 13:00	Workshop – Couple dance	Song Vu Club	Visual Couple dance		According to the performance schedule
10	13:00 - 18:00	Preliminary Round: New York Summer Fiesta – Dance Battle 2023	- JUDGE: SEIYA (Vertex – Japan) - DJ: BOLO (Singapore) - MC: KIDD (Sine – Viet Nam)	Visual Hiphop		According to the performance schedule
11	18:00 - 19:30	DJ show	Special session for Wibu	Visual Hiphop		According to the performance schedule
12	19:30 - 22:00	Final Round: New York Summer Fiesta – Dance Battle 2023		Visual Hiphop		According to the performance schedule
13	22:00	Event Conclusion				

Table 15: Stage Script of Ambedo Fiesa Season 2

II. EVENT EXECUTION

1. Art Market

1.1 Details

The Art Market activity is open to individual artists, authors, cosplayers, crafters, producers, and circles (groups of individuals). It serves as an exhibition for selling various

creative products made by these artists, authors, etc., catering to festival attendees who are interested in purchasing unique and artistic items.

The activity attracted 148 artists with 77 booths, especially with the participation of famous cartoonist Meo Moc. He is a professional manga artist and author. After 8 years of operation, Meo Moc has 18 comic books and many illustrated works published, most notably the series "Meo Moc" and "Tay Du Hi".

1.2 Timeline

- April 16: Registration opens.
- April 23: Registration closes.
- May 3: Introduction of artists participating in the Art Market.
- June 19: Introduction of samples from the participating artists

1.3 Media



Figure 21: Art Market of Ambedo Fiesta 2

2. Yosakoi Festival

2.1 Details

Yosakoi is a traditional Japanese dance that originated in the city of Kochi, Kochi Prefecture, in the 1950s. It is characterized by its lively rhythmic movements and a fusion of traditional and modern styles, creating a unique and captivating form of dance. Yosakoi performances often incorporate flags, fans, drums, and traditional musical instruments such as the shamisen (a three-stringed instrument) and taiko (large drum). While preserving its traditional elements, Yosakoi allows for creativity and flexibility in the performances. With its

joyful dance steps and dynamic choreography, Yosakoi exudes a spirit of celebration and leaves a positive and lasting impression on the audience.

The Yosakoi Festival at Ambedo Fiesta is a cultural exchange and connection activity between Vietnam and Japan. It is a place where young people who love Yosakoi can freely express their individuality and meet others who share the same passion for Yosakoi performances. This festival provides a platform for enthusiasts to come together, showcase their talents, and create meaningful connections with like-minded individuals who share the same passion for Yosakoi dance.

This season's Yosakoi Festival features the participation of 10 Yosakoi teams showcasing 11 remarkable performances, brimming with the vibrant energy of Japanese culture. The mesmerizing dance routines, colorful costumes, and lively songs create an atmosphere of joy, excitement, and allure for everyone in attendance.

The fusion of tradition and modernity is evident through various costume elements, including yukata robes, military-inspired attire, and even traditional Vietnamese outfits. Each team's performance style adds to this blend, making the festival a visual feast for the eyes. Spectators easily perceive the cohesive team spirit within each act, evident through distinct group slogans representing their individuality.

The Yosakoi Festival at Ambedo Fiesta also serves as a space for interaction and amusement, providing an opportunity for people to come together, connect, and revel in shared enjoyment.

2.2 Timeline

Time	Performance Team	Performance Name
9:30 - 10:30	<ol style="list-style-type: none"> 1. Hanoi Sennen Yosakoi 2. Yokaze Yosakoi 3. Kumo Yosakoi 4. Núi trúc Sakura Yosakoi 	<ol style="list-style-type: none"> 1. Túc Mục 2. Tứ thần kỳ 3. Kumo Yosakoi 4. Thiên lý bách hoa

	5. Hanasaki Yosakoi	5. Hanasaki Yosakoi
	6. Hanuyo Yosakoi	6. Ngao du trời đất
	7. Hanoi Sennen Yosakoi	7. Tơ duyên
	8. Nishinami Yosakoi	8. Nishinami Yosakoi
	9. SIE Yosakoi	9. SIE Yosakoi
	10. Thăng Long Yosakoi	10. Thăng Long Yosakoi
	11. Ulis Yosakoi	11. Ulis Yosakoi

Table 16: Yosakoi Festival Timeline

2.3 Media



Figure 22: Yosakoi Festival

3. Lolita Fashion Show: Love Novels

3.1 Details

Ambedo Fiesta season 2 collaborates with Lolita Constellation to organize the Love Novels Lolita Fashion Show. This activity aims to bring together all Lolita fashion enthusiasts to connect and exchange ideas about Lolita fashion, as well as share the most positive aspects of this unique fashion style.

The Lolita fashion show featuring 28 diverse outfits has truly provided me with an exciting and colorful experience. Each ensemble in the program stands as an individual work of art, showcasing the finesse in amalgamating various elements of Lolita fashion. From the delicate pleats, ribbons, and adorned gemstones to the choice of fabrics and hues, all have contributed to crafting a sense of harmony and perfection.

The collection of 28 outfits represents various sub-genres within Lolita fashion. From the gentle sweetness of Sweet Lolita, characterized by pastel tones and charming floral motifs, to the alluring darkness of Gothic Lolita, exuding an aura of mystery with its black palette and unique accessories, and the elegance of Classic Lolita, resonating with sophistication and refinement — all of these elements together create a diverse amalgamation of emotions and styles.

3.2 Media

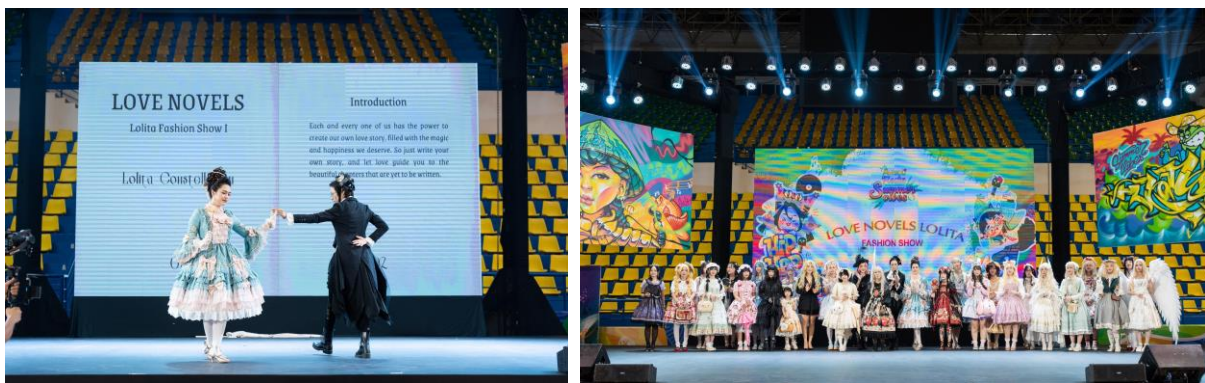


Figure 23: Lolita Fashion Show

4. Workshop Programs

4.1. Timeline

Workshops are an integral and concurrent part of the festival's activities. As mentioned earlier, the prominent figures featured in the festival typically share a common target audience with the program. Therefore, these workshops are led by our partnering collaborators and will be adjusted to better suit the preferences of participants. The activities encompass a diverse range of experiences, from traditional Japanese games sponsored by The Japan Foundation to couples' dance routines and workshops on learning about tea and its appreciation. Alongside the activities outlined in the mission card, this approach helps the audience visualize the variety of workshops present at the festival, encouraging them to engage in all experiences. Additionally, it serves as a means to ensure the interests of our sponsors are upheld.

TIME	WORKSHOP	WORKSHOP CONTENT	ORGANIZER	VENUE
10h00 - 20h00	Experience traditional Japanese games	At the exhibition booth, the audience participating in the Workshop had the opportunity to learn, guide and directly play traditional games from Japan: Kendama, Daruma drop block, spinning top,...	The Japan Foundation	Japanese culture corner
10:00 - 20:00	Creative Zone with Wolfoo	At Wolfoo's booth, program participants will have the opportunity to visit the collection from the Wolfoo family. Besides, you can freely create detailed pages for famous mascot characters.	Wolfoo	Creative Zone
10:30	Workshop “Nâng cao cơ hội chiến thắng khi thi đấu cosplay” with Special Guest Cosplayer Yuji Koi.	At the main stage of the program, famous guest cosplayer Yuji Koi will directly share and answer questions about cosplay competition experience in the international arena. Words have helped everyone have more lessons to improve their chances of winning in future cosplay competitions.	Cosplayer YUJI KOI	Main stage

11:45	Tea Workshop with An Chi Brand Ambassador	At Vo Tu Tra's booth, Ambedo Fiesta brand ambassador and Mr. Nguyen Van Truyen - Vo Tu Tra representative will share with everyone the origin and how to make delicious tea leaves. Besides, the way to make tea, the order to offer tea in the most standard way.	Vo Tu Tra + An Chi	Vo Tu Tra's booth
12:00	Couple Dance Workshop by Song Vu Dance Club	At the main stage of the program, Mr. Ngoc Duy - Chairman of Song Vu Club will share and direct everyone the basic dances, introduction to double dance.	CLB Song Vu	Main Stage
15:00	Style Consultation Workshop with Huong Spring Academy & Lisa May Home	At Lisa May Home's booth, a representative of Huong Spring Academy will use everyday materials to create highlights in the participants' costumes. In addition, when participating in the Workshop, you also have the opportunity to be consulted on style orientation that suits you personally.	Lisa May Home + Huong Spring Academy	Lisa May Home's booth
9:00 - 20:00	Pattern Creation for Fabric and Upcycling with Lisa May Home	At Lisa May Home's booth, you will be told by Ms. Dang To Anh - the stall representative about the origin and life cycle of	Lisa May Home	

		fabrics. From there, stories about sustainable fashion will also be mentioned, encouraging people to reuse clothes for the green environment.		
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Table 17: Workshop Timeline

4.2. Checklist

No	Category of work	Details	Deadline
1	Plan	Contact, appraise with partners in accordance with the content and orientation of the program	20/6
2	Content Building	Build activities that will be included in the festival	25/6
		Create a form to survey your needs and desires	30/6
3	Media	Filming and editing interview videos, activities will be available in the workshop	30/6
		Post articles, partner introduction videos	30/6
4	Preparation	Prepare items, tools related to Workshop, exhibition booth	1/7
		Rehearsal	1/7

Table 18: Checklist of Workshops Program

4.3. Sponsors, partners to organize Workshop



Figure 24: Sponsors, partners to organize Workshop at Ambedo Fiesta Season 2

4.4. Media



Figure 25: Workshops held at Ambedo Fiesta Summer Vibes

5. Hip Hop Dance Battle: New York Summer Fiesta 2023

This is the first time a Hip Hop stage has been integrated into the setting of a festival like Ambedo Fiesta. The competition is officially named the New York Summer Fiesta 2023 – a collaboration between New York Style Crew - Hanoi - Vietnam and Ambedo Fiesta. The competition consists of two main segments: Hip Hop and Open Style. Participants will directly showcase their performances to any music provided by the organizers, with a duration of 45 seconds. After the participants perform, the judging panel will score and select the Top 16 contestants/teams with the highest scores, followed by a direct elimination round to determine the ultimate winner.

5.1. Timeline

	No	Time	Duration (Minute)	Detail
Prelim	1	13:00 - 14:30	90	Check in + Warm up
	2	14:30 - 14:40	10	MC announces the start of the program
	3	14:40 - 14:55	15	MC speaks/welcome everyone
	4	15:55 - 16:25	30	Open style Competition 2 vs 2

	5	16:25- 17:55	30	Hip Hop Competition 1 vs 1
	6	17:55 - 19:00	65	Break time
Top Battles	7	19:00 - 19:05	5	Judge Seiya's Showcase
	8	19:05- 19:15	10	Result announcement + draw for competition
	9	19:15 - 19:25	10	Qualifier 2
	10	19:25- 19:55	30	Knockout round

Table 19: Timeline of New York Summer Fiesta 2023

5.2. Guests and participants



Figure 26: MC KID



Figure 27: DJ BOLO



Figure 28: Judge Seiya



Figure 29: 164 individuals/teams of contestants

5.3. MC's detailed stage script

	No	Content	Detail content	MC's Script
Prelim	1	Check in + Warm up	DJ: play warm up music	
	2	MC announces the start of the program	MC will announce, invite everyone to pay attention to the event area	

		MC came on stage and started coordinating	
3	MC speaks and greets everyone	State the reason for the event	Unlike other battle, this year New York Style released a completely different tournament called: NEW YORK SUMMER FIESTA 2023. This year's tournament, NEW YORK STYLE CREW is honored to be accompanied by AMBEDO FIESTA - an annual festival organized for passionate communities. This will be a unique combination between the underground Hip Hop world and the Otaku world.
		About New York Summer Fiesta & Organizers	Immediately, I would like to introduce on stage the representative of Ambedo Fiesta organizing committee: Ms. Dinh Thi Cam Van.
		About Judge, DJ, MC	Judge: Seiya from Japan - Winner Line Up Battle - Hip Hop side 2023 DJ: Bolo is from Singapore MC: Kidd
		Giving thank you certificates to BTC, Judge, DJ, MC - take pictures	We would like to invite Ambedo Fiesta Head of Organizing Committee, Ms. Dinh Thi Cam Van, and New York Style Team Leader, Mr. Phuong Silver Monkey to present certificates of thanks to Judge, DJ and MC.
		Announcement of total prizes	The total prize is up to 27 million VND, of which: 1vs1 Hip Hop 1st Prize: 8 million VND in cash Hip Hop 1vs1 second prize: 3 million VND in cash Open Style 2vs2 First Prize: 10 million VND in cash Open Style 2vs2 second prize: 4 million VND in cash

				In addition, in harmony with the Cosplay atmosphere of Ambedo Fiesta festival, the organizers also have 2 more attractive prizes for Best cosplay: Hip Hop 1vs1: 500 thousand cash Open Style 2vs2: 1 million 500 thousand cash
	4	Competition Open style 2v2	Open Style 2v2 Qualifier Rules Explained	Open Style 2 vs 2: Qualifiers to select the Top 12 Teams - 4 teams with the highest score, go straight to the top 8 - The remaining 8 teams will go to the knockout stage to choose 4 teams to compete with the 4 teams with the highest score
			Open Style Qualifier 2v2	
	5	1v1 Hip Hop Competition	Hip Hop 1v1 Qualifier Rules Explained	"Hip Hop 1 vs 1: Qualifiers select the Top 24 contestants. - 8 contestants with the highest score, go straight to the top 16 - The remaining 16 contestants will compete in the knockout round to choose 8 contestants to compete with the 8 people with the highest scores in the Top 16.
			Hip Hop Qualifier 1v1	
	6	Break time	Scoring + DJ playing music	
Top Battles	7		Showcase of Ambedo Fiesta brand ambassador - An Chi	
	8	Judge Seiya's Showcase		Seiya from Vertex - Japan

9	Result announcement + draw for competition	MC read out the names of the contestants who made it to the Top up stage. Draw the order of competition of both categories	Hip Hop: Top 8 people with the highest score will be read from high to low -> decide the number of matches The top 16 people in the 2nd round will be drawn in the order of the number of matches -> 8 winners will have the same match order with the 8 people with the highest score. Open Style: similar
10	Vòng loại 2	Qualifier 2 - Top 16 Hip Hop : 15 minutes 1 round - 45s	
		Qualifier 2 - Top 8 Open Style : 15 minutes 2 rounds - 45s	
11	Knockout round	Top 16 Hip Hop chính thức: 15 phút 1 hiệp - 45s	
		Top 8 Hip Hop: 20 minutes 2 rounds - 45s	
		Top 8 Hip Hop: 20 minutes 2 rounds - 45s	
		TOP 4 Open Style: 15 minutes 3 rounds - 45s	
		Top 4 Hip Hop: 10 minutes 2 rounds - 45s	
		Kiểu mở cuối cùng: 10 phút 3 hiệp - 45s	
		Last Hip Hop: 5 minutes	

			2 rounds - 45s	
	12		Awarding prizes, taking pictures	

Table 20: MC's detailed stage script

5.3. Media



Figure 30: Dance battle competition New York Summer Fiesta 2023

6. Meet & Greet

Yuji Koi is a guest appearance at the show. She has experience at many major cosplay competitions, currently living in Switzerland. Yuji Koi is the representative of Vietnam at the World Cosplay Summit 2017, the WCS finalist judge in Saudi Arabia SA, the Single Representative for Switzerland at ECG 2023 and a judge of over 15 countries around the world. Appearing at Ambedo Fiesta, Yuji Koi will have the opening part with a dance cover performance of Toca Toca with brand ambassador An Chi. After that, there will be a Q&A

session in Meet and Greet and will share experiences to improve winning in cosplay contests through the workshop "Nâng cao cơ hội chiến thắng khi thi đấu Cosplay" right on the stage.

6.1. Timeline

No	Time	Duration (Minute)	Detail
1	10:30 - 10:40	10	Dance cover: Toca Toca
2	10:40 - 11:40	20	Meet & Greet
3	11:00 - 11:30	30	Workshop: “Nâng cao cơ hội chiến thắng khi thi đấu Cosplay”

Table 21: Timeline of guest program

6.2. Guest and brand ambassador



Figure 31: Cosplayer Yuji Koi & An Chi brand ambassador

6.3. MC Scripts

No	Time	Content	MC Script
1	10:30 - 10:40	Dance cover: Toca Toca	<p>Today, we are honored to witness an energetic and special dance performance, a fantastic combination of two exceptional dance talents. They are ready to present to us the captivating dance routine "Dance Cover Toca Toca"!</p> <p>And now, let's welcome Yuji Koi and An Chi to the stage with their exciting "Dance Cover Toca Toca" performance! Get ready to experience a wonderful and surprising show! Let's immerse ourselves in the music and dance and enjoy this moment together!</p>
2	10:40 - 11:00	Meet and Greet	<p>Ladies and gentlemen,</p> <p>Ambedo Fiesta was born with the desire to create a creative playground for young people. This will be a place of cultural exchange among different backgrounds and diverse activities. At the same time, the festival also aims to spread positive values to the community and introduce our representative face - who will represent the charitable aspects of the festival, participate in promotional activities for future festivals, little Nguyen An Chi. Can the audience please give a warm round of applause to welcome our brand ambassador? Thank you for your kind appreciation.</p> <p>In today's Meet and Greet session, we also have another very special guest. Can the audience guess who that is? Minh Quan would like to give</p>

		<p>you a hint: it's a beautiful and famous female cosplayer. Hearing this, I'm sure everyone has the answer, right? And none other than, let's welcome cosplayer Yuji Koi.</p> <p>MC can have a conversation with An Chi:</p> <ul style="list-style-type: none"> - Yuji Koi, could you send greetings to everyone participating in today's festival? - Yuji Koi, how are you feeling right now? - In Ambedo Fiesta season 1, unfortunately, you could only interact with the audience through the screen. Does today's live stage match what you imagined? - Do you see Yuji Koi looking pretty today, everyone? Please share with us about your cosplay for today. - When did you first learn about cosplay, Yuji Koi? How long has it been since your first cosplay? Who inspired you? Specifically, how did it happen? - Can you remember the cosplayer who first introduced you to people and gained your popularity? - It has been... years since you started pursuing cosplay. What have you enjoyed the most during this time? - How do you envision your future development? <p>Dear audience, today is a wonderful opportunity to meet and interact with the program's special guests. Do you have any questions for them? Let's choose 5 participants.</p> <p>Thank you for the insightful sharing from An Chi and Yuji Koi. We wish both of you to continue</p>
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			<p>living with your passions and succeed on the paths you've chosen.</p> <p>And this brings us to the end of the MEET & GREET program. Thank you all for listening and engaging in the interaction with our guests.</p>
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Table 22: Meet and Greet Stage Script

6.4. Media

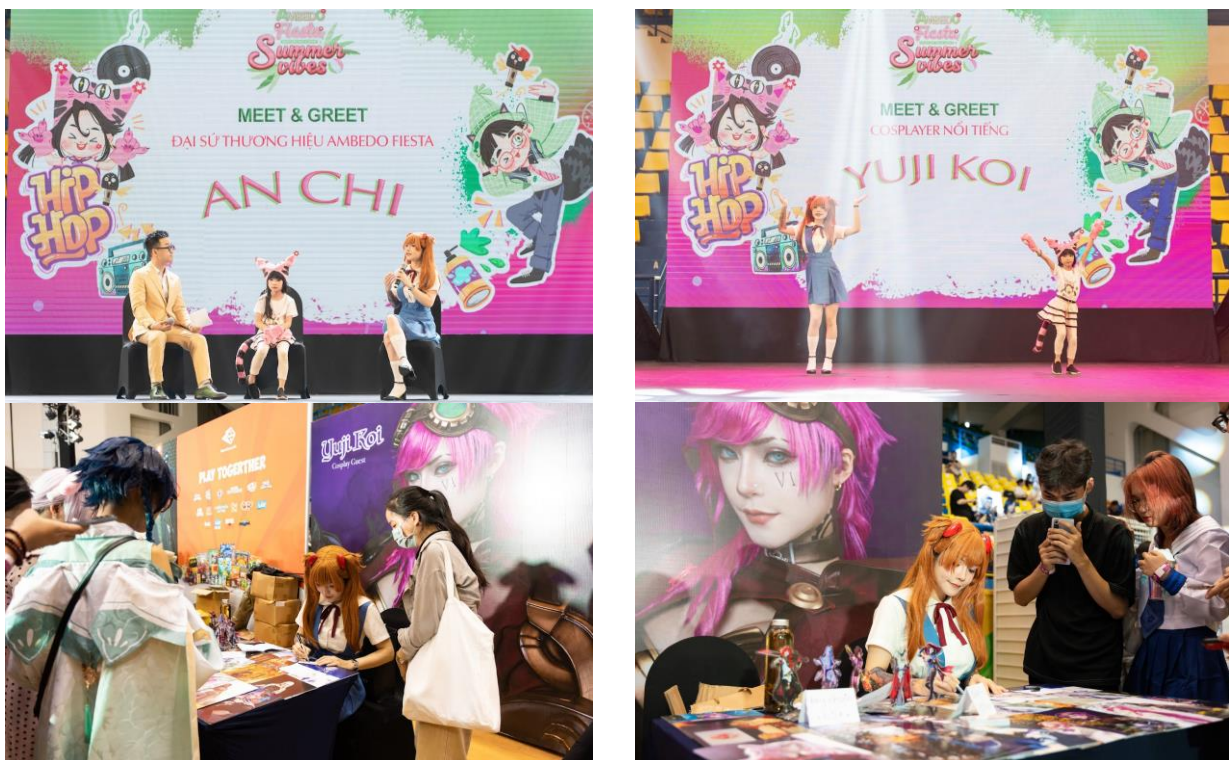


Figure 32: Meet & Greet, Dance Cover

III. COMMUNICATIONS TIMELINE

FACEBOOK TIMELINE FOR AMBEDO FIESTA 2 - SUMMER VIBES			
Date Submitted	Posting Time	Content	Chanel
WEEK 3 - MAY (15/5- 21-5)			

15/5	7-9 PM	Announcement of the results of the "Hidden Location Hunt" Minigame	Facebook + Community
16/5	7-9 PM	Announcement of Application Deadline for Collaborators	Facebook + Community
18/5	3-5 PM	Meme	Facebook
18/5	7-9 PM	Announcement of the Competition: NEW YORK SUMMER FIESTA - DANCE BATTLE 2023	Facebook + Community
19/5	7-9 PM	Uncle Ho's Birthday	Facebook
20/5	13PM - 15PM	Meme	Facebook
20/5	20 PM	Announcement of the "3S Ambedro Fiesta in My Eyes" Contest	Facebook + Community
21/5	7-9 PM	Meme	Facebook
WEEK 4 - MAY (22/5- 28-5)			
22/5	10AM	Introduction of the Artist/Circle	Facebook + Community
22/5	3PM	Introduction of the Artist/Circle	Facebook + Community
22/5	8PM	Introduction of MC Kidd	Facebook + Community
22/5	4 PM	Meme	Facebook
23/5	10AM - 8PM	Introduction of the Artist/Circle	Facebook + Community
24/5	10AM	Countdown to Booth Registration Deadline	Facebook + Community
24/5	9 PM	Video An Chi	Facebook + Community
24/5	3PM - 8PM	Introduction of the Artist/Circle	Facebook

25/5	8 PM	Introduction of DJ Bolo	Facebook + Community
25/5	10 AM - 3PM	Introduction of the Artist/Circle	Facebook + Community
26/5	10 AM - 3PM	Introduction of the Artist/Circle	Facebook + Community
26/5	9 PM	Trending Tiktok Video	Facebook
27/5	10AM - 8PM	Introduction of the Artist/Circle	Facebook + Community
28/5	10AM - 3PM - 8PM	Introduction of the Artist/Circle	Facebook + Community
28/5	4 PM	Meme	Facebook
WEEK 1 - JUNE (29/5- 4/6)			
29/5	10AM	Countdown: 3 Days Left to Register for Fandom Hub Booth	Facebook + Community
29/5	3PM - 8PM	Introduction of the Artist/Circle	Facebook + Community
30/5	10AM - 8PM	Introduction of the Artist/Circle	Facebook + Community
31/5	10AM - 8PM	Introduction of the Artist/Circle	Facebook + Community
31/5	24h	Closing Fandom Hub Booth Registration	Facebook + Community
31/5	4 PM	Conan	Facebook
1/6	8 AM	International Children's Day	Facebook + Community
	4 PM	Media Support: Vô Tứ Trà	Facebook + Community

	8 PM	Introduction of Couple Fandom Hub Booth	Facebook + Community
	3PM - 8PM	Introduction of the Artist/Circle	Facebook + Community
2/6	7-9 PM	Announcement of Teaser	Facebook + Community
	3PM - 8PM	Introduction of the Artist/Circle	Facebook
3/5	8PM	Introduction of the Head Organizer - Minigame	Facebook + Community
	10AM - 3PM	Introduction of the Artist/Circle	Facebook + Community
4/6	7AM	Looking Back at the Hello Kitty Anniversary Milestone	Facebook + Community
	10AM - 3 PM	Introduction of the Artist/Circle	Facebook + Community
WEEK 2 - JUNE (5/6- 11/6)			
5/6	10 AM	Introduction of the Artist/Circle	Facebook + Community
	3 PM	Introduction of the Artist/Circle	Facebook + Community
	8 PM	Introduction of the Artist/Circle	Facebook + Community
6/6	10 AM	"Summer Activities 2023 - YOUNG LEADERSHIP Aspiring Dreams" of An Chi	Facebook
	3 PM	Introduction of the Artist/Circle	Facebook + Community

	8 PM	Introduction of the Artist/Circle	Facebook + Community
7/6	10 AM	Introduction of the Artist/Circle	Facebook + Community
	3 PM	Introduction of the Artist/Circle	Facebook + Community
	8 PM	Media Support: WCF	Facebook
8/6	10 AM	Introduction of the Artist/Circle	Facebook + Community
	3 PM	Introduction of the Artist/Circle	Facebook + Community
	8 PM	Introduction of WOWO by Tagger	Facebook + Community
9/6	10 AM	Introduction of the Artist/Circle	Facebook + Community
	3 PM	Introduction of the Artist/Circle	Facebook + Community
	8 PM	Types of People When Attending a Festival	Facebook + Community
10/6	3 PM	Introduction of the Artist/Circle	Facebook + Community
	10 PM	Top Fan (part 2)	Facebook
11/6	10 AM	Introduction of the Artist/Circle	Facebook + Community
	3 PM	Romantic Moments of Couples in Conan	Facebook
	8 PM	Announcement of the Results of the Minigame Introducing the Head Organizer	Facebook + Community

WEEK 3 - JUNE 6 (12/6- 18/6)			
12/6	10 AM	Introduction of the Artist/Circle	Facebook + Community
	3PM	Media Support: The Face	Facebook
	8 PM	Top Fan (Part 3)	Facebook
13/6	10 AM	Introduction of the Artist/Circle	Facebook + Community
	8 PM	Introduction of Booth: "Trang Tien Ice Cream"	Facebook + Community
14/6	10 AM	Introduction of the Artist/Circle	Facebook + Community
	2:30 PM	Addressing Frequently Asked Questions from Inbox Messages Fanpage	Facebook
	3:30 PM	Introduction of Mirinda	Facebook + Community
	8 PM	Introduction of ESPOT	Facebook + Community
15/6	10 AM	Introduction of the Artist/Circle	Facebook + Community
	8 PM	Introduction of Pizza Hips	Facebook + Community
16/6	8 PM	Introduction of Board Game VN	Facebook + Community
	3 PM	Announcement of Art Market Layout	Facebook + Community
	10 AM	Extend the registration for WOWO pre-order purchase.	Facebook + Community

17/6	3 PM	Introduction of booth Slam Dunk	Facebook + Community
	8 PM	Introduction of Vo Tu Tra	Facebook + Community
18/6	8:30 PM	Introduction of Graffiti exhibition	Facebook + Community
WEEK 4 - JUNE (19/6- 25/6)			
19/6	10AM	Introducing the games at the BGVN booth.	Facebook + Community
	8 PM	Sample Artist/Circle Premium	Facebook + Community
20/6	3 PM	Venue preview video	Facebook
	8 PM	Video Song Vu Interview	Facebook
21/6	7AM	Vietnamese Press Day	Facebook + Community
	3 PM	Introduction of Huong Spring Academy	Facebook
	8 PM	Introduction of Me-O	Facebook + Community
22/6	8:30AM	Introducing the benefits of VIP tickets.	Facebook + Community
	4 PM	Sample Artist/Circle	Facebook + Community
	8 PM	Introduction of Genki Japan House	Facebook + Community
	9 PM	Introduction of VNPAY Wallet	Facebook + Community

23/6	10 AM	Introduction of Gifts from Me-O.	Facebook + Community
	8 PM	Video Lisa May Interview	Facebook
24/6	10 AM	Check-In Instruction Video	Facebook + Community
	3 PM	Behind-the-scenes of An Chi Brand Ambassador's dance rehearsal.	Facebook
	8 PM	Introduction of Corn Cosplay Shop	Facebook + Community
25/6	3 PM	Guidebook: Tips for Attending a Festival	Facebook + Community
	8 PM	Japanese Cultural Experience Area - Japan Foundation	Facebook + Community
	10:30 PM	Remind closing VIP ticket purchase form.	Facebook
WEEK 5 - JUNE (26/6- 2/7)			
26/6	10 AM	Top fan	Facebook
	8PM	Layout festival	Facebook + Community
27/6	10 AM	Closing Day for Standard Ticket Purchase - 1 day left	Facebook
	8 PM	Introduction of Salt Cafe	Facebook + Community
	9PM	Graduation of high school student	Facebook
28/6	2:30 PM	Media Support: Board Game	Facebook
	3 PM	Register music for the DJ Show.	Facebook + Community

	10 PM	Introduction of WOLFOO	Facebook + Community
29/6	7 AM	Media Support: Pizza Hips	Facebook
	16:00	Full event layout (including pathways and parking lots)	Facebook + Community
	10 AM	Timeline Event	Facebook + Community
	3 PM	FGO, JJK Check Video	Facebook
30/6	10 AM	Reminder for the "Ambedo in My Eyes" 3S Contest.	Facebook
	2PM	Introduction to the Charity Booth	Facebook + Community
	8 PM	Introducing the Summer Vibes Gift Exchange Booth: Task Completion Activity.	Facebook + Community
	3 PM	Activity at Hello Kitty Booth	Facebook + Community
1/7	10 AM	WOWO - Qpocket	Facebook + Community
	10:30	Yuji Koi - Workshop	Facebook + Community
	3 PM	Updating event setup images.	Facebook + Community
	8 PM	Countdown: 12 hours before the festival begins	Facebook
2/7	9 AM	Livestream	Facebook
	11 AM	Update event image Part 1	Facebook

	1:30 PM	Livestream	Facebook
	3 PM	Update event image Part 2	Facebook
	10 PM	Thank you message (after the event)	Facebook + Community
WEEK 1 - JULY (3/7 - 9/7)			
3/7	8 PM	Thank you to sponsors and partners.	Facebook + Community
	3 PM	Reminder for the "Ambedo in My Eyes" 3S Contest.	Facebook + Community
4/7	8 AM	Album New York Summer Fiesta: Battle Dance	Facebook
	3 PM	Album Hello Kitty Booth	Facebook
	8 PM	Album Booth VIP (Part 1)	Facebook
5/7	8 AM	Album Booth VIP (Part 2)	Facebook
	3 PM	Top Fan	Facebook
	8 PM	Album Yosakoi Festival	Facebook
6/7	3 PM	Album Lolita Fashion Show	Facebook
	8 PM	Album Board Game	Facebook
7/7	8 AM	Album Meet & Greet	Facebook
	3 PM	Album Workshops	Facebook
	8 PM	Media Support: Color Fiesta	Facebook
8/7	3 PM	Album Sponsor Booth (Part 1)	Facebook
	8 PM	Media Support: Mit Photography	Facebook
9/7	3 PM	Album Art Market	Facebook
	8 PM	Album Sponsor Booth (Part 2)	Facebook

WEEK 2 - JULY (10/7 - 11/7)			
10/7	8 PM	Thank you to the organizing committee.	Facebook
11/7	8 PM	Online opening of the Charity Booth.	Facebook + Community

Table 23: Communications Timeline

IV. WHAT WE DID?

1. About Communication

- Similar to season 1, the media posts shared on the fanpage usually revolve around introducing the artist's booth and partners through text and illustrative images, following the consistent structure of the program.
- In this second season, when participating in the communication efforts for Ambedo Fiesta, the team brainstormed ideas, wrote scripts, filmed, and edited videos with diverse content and trending approaches: introducing partners and sponsors, creating dance tutorial videos at the festival following the trend of the movie "The Little Mermaid," or introducing locations and event schedules according to the trend set by Blackpink's first-ever concert in Vietnam. Short videos are also created for the tastes of the viewers. All of these efforts resulted in diverse and relatable communication content, making it easily accessible to the intended target audience of the program. Depending on each partner, the question scenario will be adjusted accordingly. In general, however, the questions will involve issues of:
 - Could you introduce yourselves and your booth?
 - Have you ever participated in a festival similar to Ambedo Fiesta before?
 - Why did you decide to join the program?
 - What will you bring to Ambedo Fiesta season 2?
 - Is there something specific you're looking forward to in this edition of the event?

2. Event organization

- During the time of content development for the event, the team contributed to creating survey forms and writing reports on the participants' needs for each content in the program to add or remove programs to match. suit the audience's preferences.

- Build MC script in the program: Opening, Meet and Greet as well as Dance cover program
- Support in getting items and inventory of sponsoring partners
- Support booth stage setup
- During the event: support the check-in area, monitor the stage and support the sponsor booth.

D. EVALUATION & REFLECTION

I. PROJECT RESULTS

1. Activities Results

To measure the effectiveness after the event, we collected the results and compared them with the goals set out before the event in the table below:

No	Activities	Unit	KPI	Actual result	Result/KPI (%)
Activities Results					
1	Open for ticket sales	Number of people buying tickets	4,000	4,000	100
2	Partner and sponsor booth	Number of participants	15	17	113
3	Artist's Market	Number of participants	100	130	130
4	Food and commercial stalls	Number of participants	7	7	100
5	Dance Battle	Number of participants	100	164	164
6	Charity fund	Amount of contribution	70,000,000	80,000,000	114
Financial Results					
1	Ticket sales	Amount earned	800,000,000	800,000,000	100
2	Painter's booth	Amount earned	120,000,000	140,000,000	117

3	Food and commercial stalls	Amount earned	100,000,000	105,000,000	105
4	Partner and sponsor	Amount earned	280,000,000	455,000,000	162,5
5	Total revenue	Amount earned	1,300,000,000	1,500,000,000	115
6	Profit	Amount earned	200,000,000	200,000,000	100

Table 24: Activities Results & Financial Results

In the first ticket sales activity, tickets were sold 100% online and were only available for purchase until June 28th. After the deadline passed, despite the strong desire of many individuals to buy tickets or some wanting to make offline purchases, in order to ensure the quality and safety of the event, Ambedo decided to cap the number of tickets at 4,000.

After calculating the venue's space, Ambedo anticipated having around 80 artist booths for exhibition. Upon opening the registration form, the organizing committee received over 130 registration submissions, which amounted to 162.5% of the expected number. This can be attributed to the success of the first season and the participation of well-known booths.

To cater to the dining needs of participating guests, the organizing committee planned for about 4 food and beverage booths. After verifying their food safety documentation, the following booths were approved: Trang Tien Ice Cream, Mirinda, Muoi Cafe, Sushi Genki, and Hip Pizza.

The number of participants registered for the Dance Battle exceeded the target by a significant margin, reaching 164% of the projected amount. This can be attributed to the high quality of the judging panel and the DJ, as well as the involvement of popular contestants in the program.

Both charitable contributions and profits surpassed the initial set targets. Specifically, Ambedo Fiesta Season 2 - Summer Vibes generated a profit of 300,000,000VND along with a charitable contribution of 80,000,000 VND. These results were achieved through prudent cost management and engaging activities that attracted a sizable audience.

2. Community Results (13/04/2023 - 15/07/2023)

No	Activities	Unit	KPI	Actual result	Result/KPI (%)
Communication Results (13/04/2023 - 15/07/2023)					
1	Total Like & Follow fanpage		30,000	28,000	93
2	Total Reach		1,000,000	1,150,000	115
3	Community group Ambedo Fiesta	Number of participants	7,000	7,500	107
4	Participants have a positive impression of the program	Percentage of survey participants after the event	80%	97,20%	121,25
5	Opinions want to continue participating in the next season	Percentage of survey participants after the event	70%	73,30%	104
6	Participants know Ambedo is the organizer of the Ambedo Fiesta Summer Vibes . event	Percentage of survey participants after the event	70%	72%	102

Table 25: Communication results (13/04/2023 - 15/07/2023)

The set goal was to increase the total number of Likes and Follows on the Ambedo Fiesta fan page to 30,000 (an increase of 10,000 compared to season 1). The achieved result was only 93% of the target. There are two main reasons explaining this outcome: Ambedo Fiesta season 2 did not allocate any budget for advertising, and the target audience for season 2 was quite similar to that of season 1, resulting in a relatively stable audience size with slow but steady growth.

The total reach of the Ambedo Fiesta fan page reached a figure of 1,150,000, exceeding the KPI by 115%. This number surpassed the benchmark and significantly exceeded the figure of 500,000 organic reach in season 1. The Ambedo Community had a total of 7,500 members, reaching 107%. However, after establishing a position in the audience's perception through the

program, it's entirely possible to expand its customer base through broader communication efforts in subsequent seasons.

In the post-program survey, the number of individuals with a positive impression of the program was 97.2%, and 73.3% of those surveyed expressed their intention to return for the next season, surpassing the target by 104%. These impressive numbers indicate that the program needs to maintain its strengths and improve its weaknesses to continually enhance its quality.

Another noteworthy point is that 72% of respondents identified Ambedo as the company organizing the Ambedo Fiesta festival. Although this result exceeded the target by 102%, the organizers should still review their activities to further enhance this figure.

3. Media Effectiveness

To measure the effectiveness of the communication campaign, we will conduct measurements on the Ambedo Fiesta fanpage. The criteria considered are: Reach count and total interaction volume. These criteria will to some extent reflect the communication effectiveness.

No	Description	KPI	Actual result	Result/KPI (%)
Fanpage Ambedo Fiesta				
1	Total Reach	1,000,000	1,150,000	115
2	Total Engagement	40,000	46,500	116,25
3	Total Like & Follow fanpage	30,000	28,000	93
4	Number of members in the community group	7,000	7,500	107
5	Average reach per post	3,000	3,600	120
6	Average engagement per post	200	243	121,5
7	Total number of posts in 1 month	270	282	104

Table 26: Metrics on online channels (Updated on 15/7)

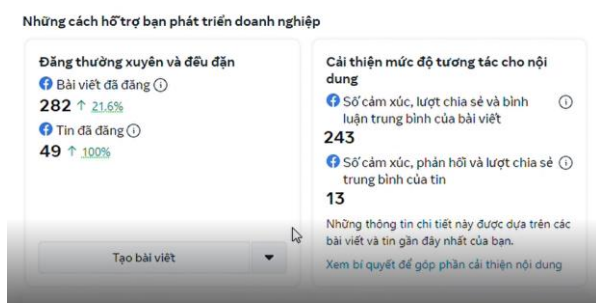
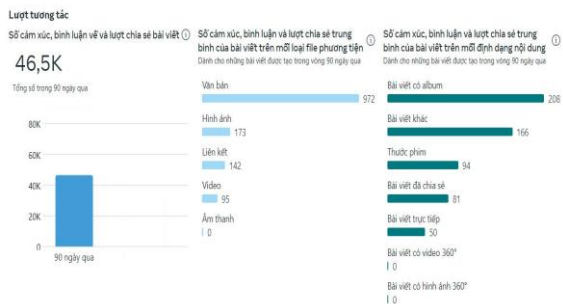
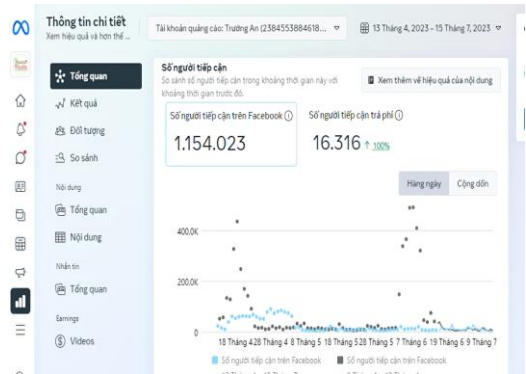
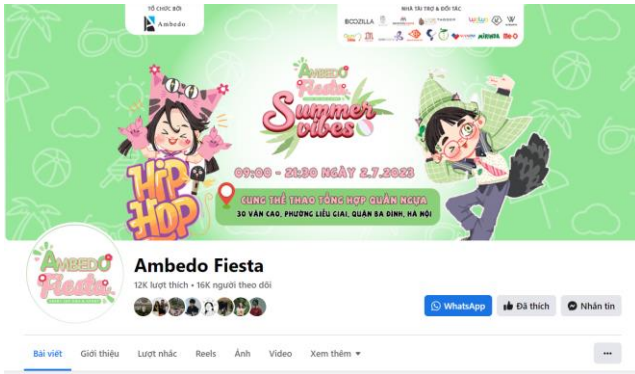


Figure 33: Statistical of communication effectiveness on the Ambedo Fiesta fanpage

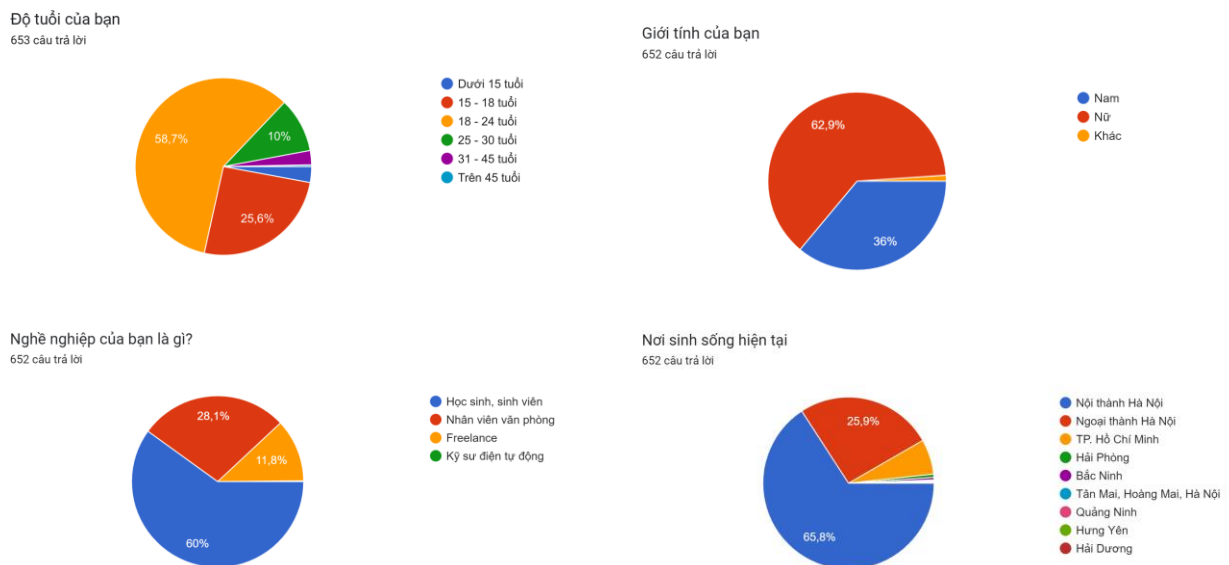
Nội dung		Tạo bài viết	60 ngày qua	Lượt tương tác	
	SAMPLE VẬT PHẨM TẠI AMBEDO FIESTA ART MARKET ————— ❤️ Tất cả các khách tham dự Ambedo Fiesta, được tặng code giảm 50% dịch v... T5, 22 Tháng 6	Số người bài viết tiếp cận	28.988	Lượt tương tác 24.788	Không thể quảng cáo
	SAMPLE VẬT PHẨM TẠI AMBEDO FIESTA ART MARKET ————— ❤️ Tất cả các khách tham dự Ambedo Fiesta, được tặng code giảm 50% dịch v... T5, 22 Tháng 6	Số người bài viết tiếp cận	28.486	Lượt tương tác 19.798	Không thể quảng cáo
	【 GIỚI THIỆU HOẠ SĨ THAM GIA ART MARKET AMBEDO FIESTA SEASON 2: SUMMER VIBES - CIRCLE PEPPSI KOULA 】 ————— 🌸🌸🌸... T5, 8 Tháng 6	Số người bài viết tiếp cận	18.823	Lượt tương tác 10.434	Không thể quảng cáo
	SAMPLE VẬT PHẨM TẠI AMBEDO FIESTA ART MARKET (PREMIUM BOOTH) ————— ❤️ Ambedo Fiesta mùa 2 còn có 3 trạm sạc của E-SPOT, cho... T2, 19 Tháng 6	Số người bài viết tiếp cận	17.733	Lượt tương tác 10.363	Không thể quảng cáo
	【 CÔNG BỐ SƠ ĐỒ GIAN HÀNG ART MARKET 】 ————— 🌸🌸🌸 BTC Ambedo Fiesta mùa 2: Summer Vibes xin hân hạnh công bố Sơ ... T6, 16 Tháng 6	Số người bài viết tiếp cận	27.511	Lượt tương tác 9.965	Không thể quảng cáo
	【 HÌNH ẢNH BOOTH CHỤP ẢNH VIP - AMBEDO FIESTA MÙA 2 SUMMER FIESTA 2023 (P1) (còn nữa) ————— 🌸🌸🌸 ————— ❤️ Đừng quên giữ... T3, 4 Tháng 7	Số người bài viết tiếp cận	42.630	Lượt tương tác 7.932	Không thể quảng cáo

Figure 34: Top featured articles in the campaign

II. EVALUATION

1. Quantitative Results

To gauge effectiveness, the team created a post-event audience opinion survey and received 650 responses from direct participants of the festival. The survey collection period was from July 2nd to July 15th. Participants were asked to respond to a series of questions related to gender, age, purpose of attendance, and opinions regarding the Ambedo Fiesta Season 2: Summer Vibes event.



Bạn tham gia Ambedo Fiesta mùa 2 với tư cách gì?
651 câu trả lời

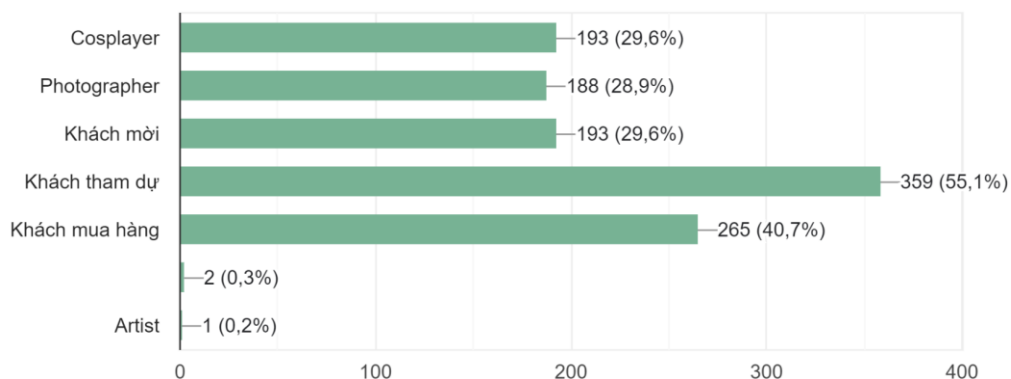


Chart 2: Survey participants' basic information Ambedo Fiesta Season 2

The survey participants consisted of 62,9% females and 36% males. The age groups of participants were primarily between 15 and 24 years old. Specifically, 25,6% of participants

were aged 15 to 18, 58,6% were in the 18 to 24 age group, and only 0,1% were above 65 years old. The predominant occupations were students, accounting for 60%. The proportion of office workers was 28,1%, and freelancers made up the remaining 11,8%. The majority of participants were from Hanoi, accounting for 91,9%. More specifically, 65,8% were from the inner city, and 25,9% were from the suburban areas. Ho Chi Minh City also had a participation rate of 6,6%. Among the participants, the largest roles were customers and event attendees, with percentages of 40,7% and 55,1% respectively.

1.1. Coverage

The survey results indicated that 72% (equivalent to 440) of the opinions were aware that the organizer of Ambedo Fiesta Season 2 was Ambedo Company. 24,4% of the survey participants were uncertain, and the proportion of those who did not know this was 3,6%.

Bạn có biết đơn vị tổ chức Ambedo Fiesta mùa 2 là Công ty TNHH Ambedo không?
611 câu trả lời

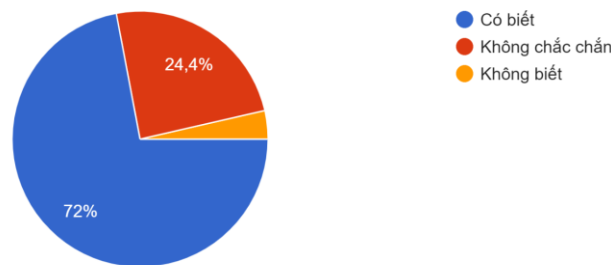


Chart 3: Number of people who know Ambedo Company

Bạn biết đến Ambedo Fiesta mùa 2 qua đâu?

652 câu trả lời

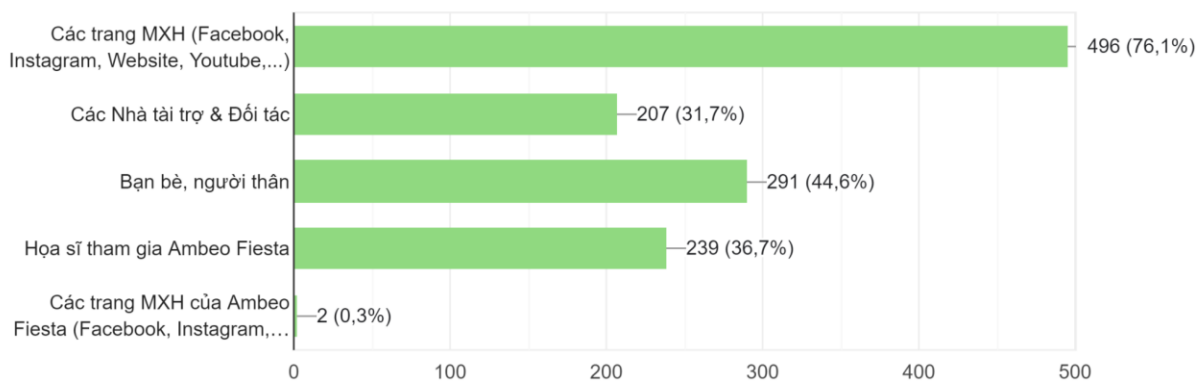


Chart 4: Channels through which respondents receive information about Ambedo Fiesta 2

The effectiveness of online communication channels in bringing the image of Ambedo Fiesta closer to the attending audience can be observed, as this factor contributed to 76,1%. This is entirely reasonable considering the predominant age group of 15-24 years old, who tend to spend a significant amount of time on social media. The second most influential factor is "Word of Mouth," specifically from family and friends, accounting for a relatively high percentage of 44,6%. This demonstrates the trust and satisfaction the audience had from Season 1.

From this, it can be concluded that the communication campaign has succeeded in effectively reaching the intended target audience.

1.2. Attitudes and Behaviors toward Ambedo Fiesta 2: Summer Vibes

To ascertain viewpoints and attitudes towards the festival, we requested participants to provide their overall impressions of the event. Subsequently, participants were asked to provide specific feedback on each activity within the project, including the stage program, artist booths, commercial and partner booths, food and beverage stalls, and sideline activities. Additionally, several other issues were addressed: event location, event security, organizing team, and event cleanliness. The scale used for assessment is based on the Likert Scale (1=Completely Dissatisfied, 5=Very Satisfied).

Bạn cảm thấy tổng quan Ambedo Fiesta mùa này như thế nào? (Theo thang điểm từ 1 đến 5, trong đó 1 là không hài lòng, 5 là rất hài lòng)

650 câu trả lời

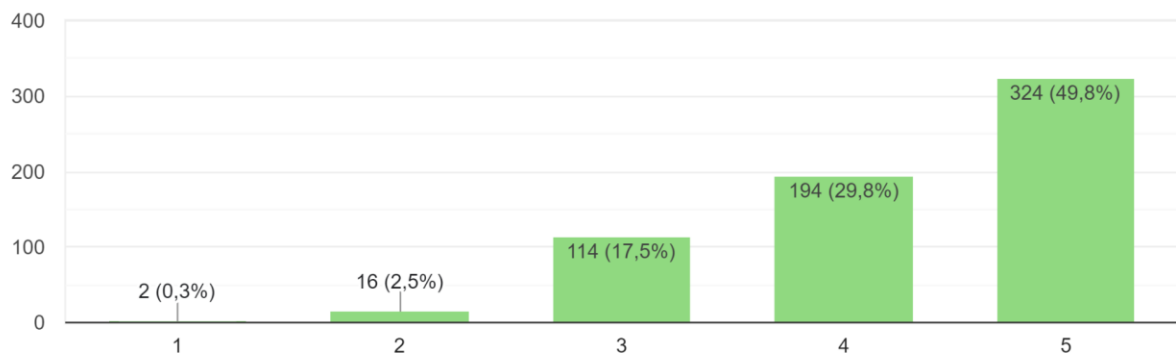


Chart 5: Respondent's attitudes towards Ambedo Fiesta Season 2

The results reveal that among the 650 event participants, 79,8% felt satisfied and very satisfied with this season's festival. Specifically, a significant 49,9% (equivalent to 324 individuals) responded as "very satisfied," while 29,9% (equivalent to 194 individuals) indicated being "satisfied." Furthermore, 113 survey respondents (17,4%) reported feeling "neutral." Only 2,5% and 0,3% of the attendees expressed "dissatisfied" and "very dissatisfied" sentiments, respectively.

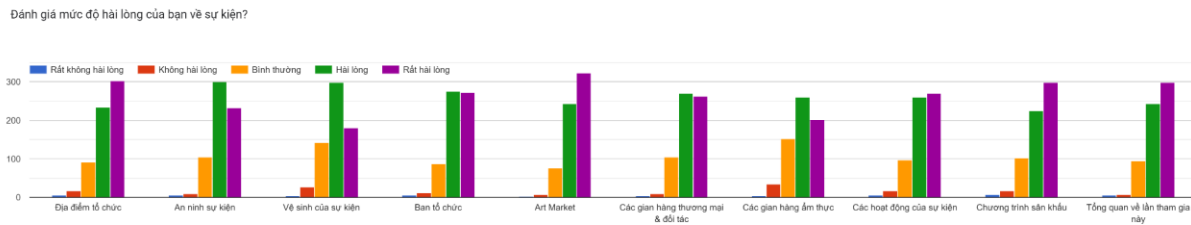


Chart 6: Survey to assess audience satisfaction about the event

It can be observed that the event venue, the art market booths, and the stage program received more "satisfied" responses overall. Some issues that were reflected as "neutral" or even "dissatisfied" include the event's cleanliness and the food and beverage stalls.

One question posed in the survey was: "Are you willing to introduce Ambedo Fiesta to your relatives, friends, and continue to participate in the next season?" A total of 73,3% (equivalent to 476 responses) answered "definitely yes." The proportion of those who were "considering" stood at 26% (equivalent to 169 responses). Only 4 participants (0,6%) from the survey expressed a lack of interest in participating in the next season of Ambedo Fiesta.

Bạn có sẵn sàng giới thiệu Ambedo Fiesta tới người thân, bạn bè và tiếp tục tham gia mùa sau không?
649 câu trả lời

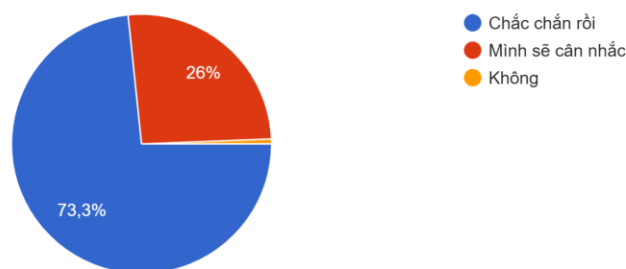


Chart 7: Participants Interested in Introducing Ambedo Fiesta to Friends, Family Next Season

Overall, participants in the event have had a quite positive perception of the activities within the festival. The quality of the artist booths and the stage program received high evaluations. Season 2 introduced some very novel activities, and while a few opinions indicated that they were not entirely suitable, they still garnered significant audience response. This serves as a foundation for the organizing committee to focus on investing even further. However, alongside these positive aspects, a number of issues also arose that affected participants' experiences. These are also areas the program organizers need to pay attention to and improve in the future.

2. Qualitative Results

To obtain qualitative insights into the key activities of the project, we conducted in-depth interviews with event participants. The selected interviewees encompassed attending audiences (both first-time attendees and those who participated in Ambedo Fiesta Season 1), as well as guests (sponsors, partners). The interview questions included: (1) How do you evaluate the program's preparation? (2) What are your thoughts on the activities taking place at the festival? (3) Have you attended Ambedo Fiesta Season 1? How do you assess the differences between Season 2 and Season 1? Here are some specific interview results:

2.1. Feedback from Participating Audience

We conducted interviews with some of the attendees of the Season 2 festival. The questions included: Most of the participants provided positive feedback right after experiencing the festival activities. People felt that Season 2 of the festival listened to participant feedback and introduced fresh combinations that had not been seen before. The festival also offered attendees a richer experience. Here are some specific examples:

Mr. Nguyen Manh Tung (attended both 2 seasons): "I feel that the organizers have taken the feedback from the audience of Season 1 and improved. The space was comfortable, not cramped and hot. The quality of the food has also been improved. Especially the Mirinda booth with the super friendly and enthusiastic staff."

Mr. Le Minh Thang (first-time attendee): "I've also been to some other festivals before. But this is the first festival where I didn't feel tired even after spending the whole day. I got to meet artists in person, buy merchandise, watch performances, and there was enough food, drinks, and resting places too. I was most impressed by the hip-hop stage; they were truly

amazing, and the music was lit. Looking forward to Season 3, hoping the program quality will be maintained like this."

Mr. Vu Trong Binh (first-time attendee): "At first, when the ticket prices were announced, they seemed a bit high. But considering the central location, air conditioning, and spaciousness, I decided to give it a try. The artist booths were of great quality, and there were quite a few other booths and sideline activities. I felt that the stage program, specifically the Wibu and Hip-hop parts, didn't quite match."

Overall, the feedback from attendees indicates that they had positive impressions of the festival's activities. The organizers' efforts to improve based on Season 1 feedback were noted, and the festival's atmosphere, diverse offerings, and venue amenities were well-received.

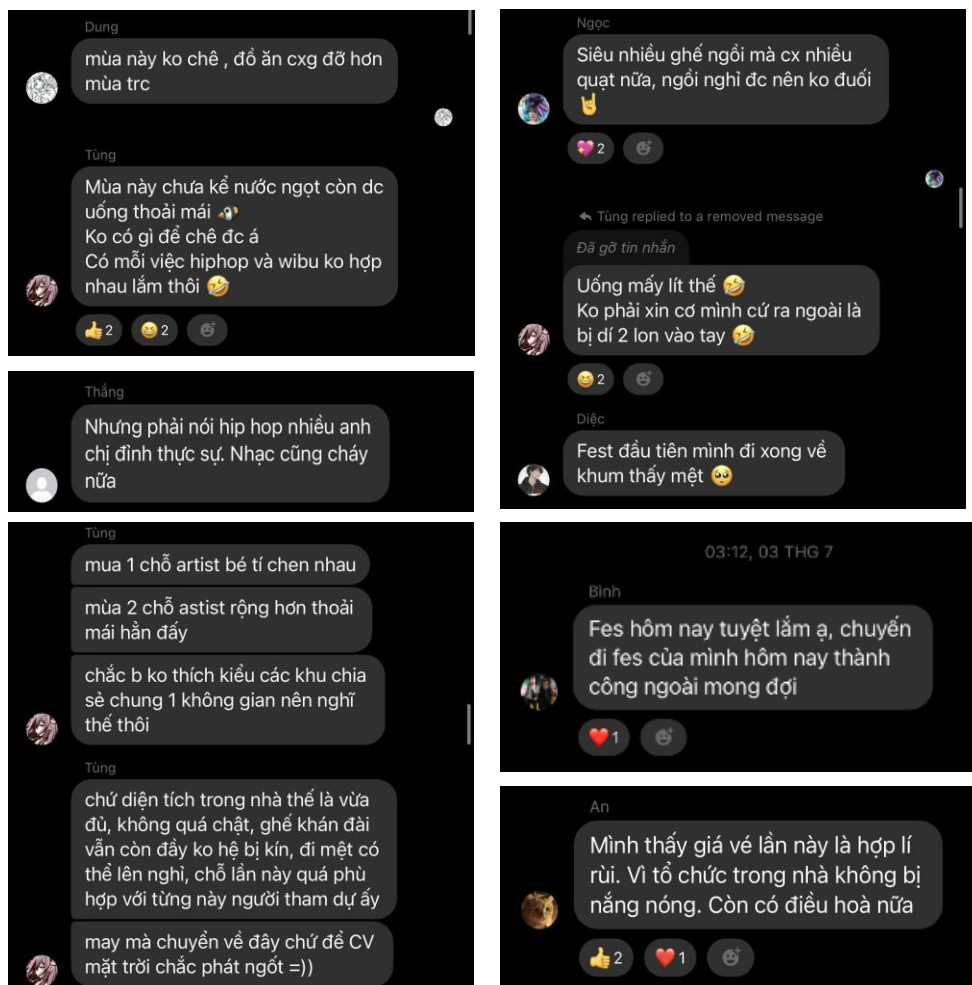


Figure 35: Audience Feedback After Participating in the Program

2.2 Feedback from Participating Guests, Partner

Mr. Ho Quang Loi (Vice Chairman of the Vietnam Journalists Association): "Ambedo Fiesta Season 2: Summer Vibes is a wholesome playground for young people who love cultural exchanges between nations. The festival has created an opportunity for everyone to meet, chat with like-minded individuals, and provided a platform for young talents to showcase themselves."



Figure 36: Writer, journalist Ho Quang Loi

Ms. Yuji Koi (Cosplayer): "I've been cosplaying for over 10 years. More than half of that time was in Switzerland, so I've been exposed to various and diverse costume festivals. At Ambedo, I found some very Japanese cultural elements, but there were also some novel aspects like Hip-hop. Regardless of the segment, I could see that the organizers have put a lot of effort into the quality."



Figure 37: Special guest cosplayer Yuji Koi

Ms. Ha Minh Phuong (Representative of Board Game VN): "This is the first time Board Game VN has joined hands with Ambedo Fiesta. We decided to participate in the program because we saw the quality of Season 1 and the progress made by the organizing team. Today, standing within the festival's space, we can say that our expectations have been fully met. We wish you all will have truly memorable experiences at Ambedo Fiesta Summer Vibes."



Figure 38: Ms. Ha Minh Phuong - Vietnam Board Game representative

Artist Meo Moc: "I was fortunate to participate in Ambedo Fiesta in both season 1 and season 2. I see that each content will have its own difference. In this season 2, I can still see the

organization's thoroughness, the variety of activities and booths that make up the attraction of the festival."



Figure 39: Painter Meo Moc

In conclusion, the feedback from participating guests and attendees has been quite positive regarding the preparation and content investment of the organizing team. There were innovative combinations introduced in Season 2 compared to Season 1. While some of these combinations might have seemed unconventional at first, overall, they left an impressive mark on Ambedo Fiesta Summer Vibes and contributed to creating a lively and vibrant atmosphere throughout the festival.

2.3. Social Listening

To gauge the current discussions surrounding Ambedo Fiesta Summer Vibes, we conducted searches for relevant keywords such as "Ambedo Fiesta" and "Season 2 Summer Vibes" on social media platforms, along with reviewing comments on the program's fanpage about people's post-event impressions. The results revealed that participants have been sharing highly positive comments about the event.

Lam Ēii
cảm ơn BTC nha, đi 2 mùa r, hẹn mùa sau ạ
1 tuần Thích Phản hồi 2

Trần Hương
mùa này địa điểm rộng rãi thoải mái lắm á
1 tuần Thích Phản hồi 2

Uy Ca
Lần đầu đi fes rất hoang mang nhưng BTC quá tuyệt vời luôn ạ, mọi người siêu thân thiện, từ giờ fes ở đâu em ở đó
1 tuần Thích Phản hồi 2

Nguyễn Thanh Nga
ôi thích cáaaaa, được làm việc với mn thật là vui, fes năm nay cũng đỉnh khỏi bàn luôn
1 tuần Thích Phản hồi 2

Christine Do
Các bạn staff, nhân viên vệ sinh cùng với bên an ninh làm việc rất tuyệt vời luôn ạ
1 tuần Thích Phản hồi 3

Minh Nguyễn
Mùa 2 hơn hẳn mùa 1 :3 hóng mùa 3
1 tuần Thích Phản hồi 2

Kim Anh
đi 2 mùa rồi đều rất tuyệt lun á, hóng mùa sau đi tiếp
1 tuần Thích Phản hồi 2

Ma Hữu
mùa này địa điểm oke lắm ạ, nếu có mùa 3 thì tổ chức tiếp ở đấy cũng đc ạ vì mát mẻ
1 tuần Thích Phản hồi 3

Hoàng Tường
Mê đi amb tâm linh hay sao í lần nào cg đẹp zì
1 tuần Thích Phản hồi 2

Trang Thùy
Ss2 cháy quá trời luôn ạ
1 tuần Thích Phản hồi 2

Ha Tu
Fes lần này vui quá xá aaaaaa
1 tuần Thích Phản hồi 2

Hạnh Phương cùng với **Dinh Thi Cam Van**
3 tháng 7 lúc 09:07



Chụp ảnh cùng người phụ nữ quyền lực nhất **Ambedo Fiesta** ✨. Event thành công là do 1 tay chị quản xuyên hết đó
Quên mất ko chụp với bé An Chi, 2 cô cháu nhảy nhót với nhau suốt mà có cái ảnh cũng quên chụp. Mà cô vẫn còn "ché" lắm, từ giờ hãy gọi bằng chị chứ đừng gọi bằng cô nhé hu hu
Ngoài ra rất cảm kích các bạn CTV/tình nguyện viên mũ hồng đã làm việc rất vất vả và chăm chỉ để hỗ trợ event! Thương các em nóng nực nhưng vẫn don dao chạy mọi nơi để giúp bất cứ ai cần giúp đỡ, sau fes mong các e sớm được nghỉ ngơi nhé
(À e nào đến cuối cứ đòi chị accept friends thì inbox chị đi nhé, nhiều friend request quá chị ko tìm đc ai hết)




Thành Đỗ, Phạm Phương Linh và 1,1K người khác 26 6

Hara Natsuga
3 tháng 7 lúc 08:02

Sáng chạy ừ qua **Ambedo Fiesta** tưởng là gặp được chị Van và ủng hộ anh em nhưng hóa ra việc duy nhất tôi làm là báo **Đạo** và **Châu Hoàng OTL** kiểu vô tình thực sự, cảm ơn k thêm nhìn quảng thủng vào túi rồi về nhà quảng túi vào xó. Lúc Ken hỏi tôi còn thông minh vụt tâm và tru nghĩ là "ô Ken cũng về đó đem bán à giới quá"
Lần này gặp được **Mộc Huân** nè lại được tặng tranh siêu xinh đẹp, nét thật là mê óoooooo, mãi yêu. Nhưng mà tay thời quá may đến pack thứ 3 vớt đc 1 Geto
Gặp **Gao Đê Nâu** chụp không, được số Roy nhưng k cướp đc đành ngắm người trả lại chính chủ =)) Đc Czm cho 3 chiếc polaroid xinh xù của Chillies huhu mê!
Không dám khoe đồ phủ phấm sơ mẹ cả đánh, mẹ nhìn ảnh mai đing mắng con nhé =)) Hôm nay đến sớm nên xing đc vào gian của idol **Zenotaku**, chú mùa trc chen k nổi huhu. Tôi còn công đc tiền cho cả Fuji - **Ô già 1000 tuổi**, tôi chỉ muốn bung hết art print của bạn í về huhu. Art market mãi đình a, nếu có lần sau em vẫn sẽ chạy v. hùa =))

Dinh Thi Cam Van và 44 người khác 33 bình luận 3 lượt chia sẻ

Figure 40: Content mentioning Ambedo Fiesta Summer Vibes on social media

The majority of participants expressed feelings of joy and enthusiasm when attending the festival. The event brought a rich and memorable experience to those who participated. The dedication and enthusiasm of the program organizers also left a positive impression on the audience.

III. REFLECTION

1. Positive Points

Ambedo Fiesta is the first event to bring together Underground culture and Otaku culture. This creative and groundbreaking fusion has been well received by the audience. Season 2 has been evaluated as meticulously prepared and detailed. The organizers listened to the feedback from Season 1 and improved the program's quality. Specifically, after the conclusion of Ambedo Fiesta Season 1, the organizers created a survey to gather feedback from participants regarding the preparation, festival content, and suggestions for the next season. Based on these opinions, the program's creators planned to retain the positives and enhance the areas that needed improvement from the previous season. Throughout the project's execution, the organizers consistently listened and considered audience feedback to provide the best possible experience for participants.

The program's content reflects investment, research, and innovation. The diverse activities offer a multifaceted experience for the audience. While studying the situation and competition, Ambedo Fiesta deeply understands the importance of building a quality program and continuously renewing itself to serve its audience.

The communication strategy is close, capturing hot trends, and reaching the right target audience. As individuals studying and pursuing careers in communication, the team places great emphasis on how to genuinely attract their intended audience. To realize this idea, they update new trends and make communication content increasingly relatable and easily digestible for the audience.

The ability to attract attention and sponsorship from sponsors and partners has been achieved through relentless effort and meticulousness in each activity. Ambedo Fiesta Summer Vibes has garnered support and collaboration from prominent names – brands that share the same target audience as the festival.

The image of Ambedo as a company and Ambedo Fiesta as an event has left a positive impression on the audience. Although the festival is the first of its kind in Hanoi for Japanese culture enthusiasts, due to the investment in the quality of activities, Ambedo Fiesta continues to receive love and support from the audience.

The members of the organizing team display a strong sense of responsibility, enthusiasm, and leave a lasting impression on participants. The selection of 100 candidates out of over 700 applications for various positions highlights the competitive nature of these roles. The selected team members are individuals who possess a deep passion for Japanese culture, along with dedication and professionalism in their work. All these factors have contributed to the success of the festival.

2. Negative Points

The groundbreaking idea and the spirit of "willing to try, willing to do" from the program creators in combining Otaku and Underground Hip Hop cultures cannot be denied. Overall, the audience has responded quite positively to this fusion. However, upon a general evaluation of the effectiveness, the team realized that this combination wasn't entirely suitable. After the event, the number of Hiphop enthusiasts interested in and wanting to participate in Ambedo Fiesta was not substantial. From the perspective of the Ambedo Fiesta audience, what they cared about more was content related to Otaku culture. Even though the timing of the Japanese performance programs and the Hiphop Dance battle programs was nearly the same, the Japanese culture-related programs were scheduled in the first half of the day—when attendees wanted to buy merchandise from the artist booths. This created difficulties for those who wanted to follow the stage performances.

The issue of personnel quality is also an aspect that Ambedo Fiesta Season 2 has to pay more attention to in the future. Alongside the enthusiastic collaborators who left a positive impression on the audience, some parts of the team still did not fulfill their responsibilities adequately. Specifically, the event's MC, despite having been part of the previous season, made mistakes in reading the names of performing teams due to lack of proper stage rehearsals. This is indeed a significant concern as it affects the program's quality. Additionally, the cleanliness personnel were not entirely diligent in their duties, impacting the overall experience of the participating audience.

3. Recommendations

As time goes on, the emergence of festivals catering to Otaku culture enthusiasts is increasing. This compels Ambedo to invest even more into the activities within the festival and create its distinct identity.

In Season 2, the direction of creating a platform for the exchange of cultural backgrounds within Ambedo Fiesta is indeed appropriate. The introduction of the Underground Hiphop culture has brought a "breath of fresh air" contributing to the overall vibrant atmosphere of this year's "Summer Vibes" theme. However, the atmospheres of these two cultures have yet to fully captivate and engage the audience. This could be attributed to the lack of interaction between the two cultural aspects in the same space and time, or perhaps their stark differences. In the upcoming seasons, cultural exchanges can continue to be explored, but the significance of "fusion" needs to be better showcased in the festival's activities.

For instance, in the next season (which is scheduled to be held on January 16 of the lunar calendar), the theme could revolve around the fusion of ancient and contemporary Vietnamese-Japanese cultures. To elaborate on this theme, activities such as Dong Ho painting, crafting anime characters with "To he," or folding origami figures of famous Vietnamese historical figures could be included.

The festival's content could be enriched with more diverse workshop programs to enhance audience interaction. It's evident that many workshop activities come from event partners. However, in the future, Ambedo could develop more workshop programs that strongly embrace Japanese culture, such as Sumo demonstrations, Kimono dressing, or Geisha-style makeup tutorials.

From the outset, Ambedo identified the Ambedo Fiesta as a long-term and important event of the Ambedo brand. To ensure the development and sustainability of Ambedo Fiesta in the future, in addition to continuously innovating and perfecting the program, the quality of services also needs to be improved. Results from previous seasons demonstrate that the event has attracted the interest of many volunteer collaborators. When opening the application for collaborators, the organizers received more than 700 applications and selected only more than 100 best positions. The match rate is quite high and can miss many potential candidates. Responsible and dedicated young individuals who truly enjoy the program can be seen as

potential alternatives to hiring outside staff, who may be more difficult to manage due to lack of previous interactions and relationships.

4. Lesson learned

Ambedo Fiesta Summer Vibes is an excellent opportunity for our group to engage in various tasks involved in organizing a paid event.

The first lesson is constantly learning, perfecting every day and daring to take on challenges.”Unlike the events we've participated in before, Ambedo Fiesta carries a distinct and unique character. As we had not been involved in similar events in the past and had limited familiarity with Otaku culture, we encountered several challenges in understanding the target audience and the festival's programs. Activities that we looked forward to the most, beloved characters, popular storylines, audience reactions upon receiving information, common vocabulary they use everything seemed unfamiliar to our team members. This necessitated thorough research on our part. Gathering information served the purpose of:

- Program content development: What is Yosakoi performance? Which performance teams are famous in Hanoi? How did the tea ceremony culture originate and develop?,...
- Building media content for videos posted on Facebook Reel/Fanpage: What field does the partner work in? What is the spirit they want to convey? What is the content of the fandom's favorite series?,...
- Answer questions from the audience on the page

Training research and exploration skills in tackling new issues is a valuable experience. These skills encompass gathering and sifting through information from various sources, assessing the authenticity and reliability of information, and processing it objectively and impartially. These skills not only deepen our understanding of a subject but also foster independent thinking and problem-solving abilities. Consequently, we can approach and confront life's challenges with greater confidence and flexibility, becoming more imaginative and creative in our work.

The second lesson is to learn how to divide work and time properly. The fast-paced progression of events and the substantial workload demand excellent time management. Participating in all tasks such as content development, designing materials, executing communication plans, creating survey forms, writing reports, has greatly contributed to the

growth of all team members. Each member assumes a different role, yet everyone comprehends the tasks and progress of other departments. However, this coexists with feelings of tension and pressure to meet deadlines. The "Introduction to Activities" video required 14 revisions, and the initial fanpage posts underwent multiple modifications, leading to missed deadlines. After these errors and failures, we realized the importance of thorough planning before commencing any task. Crafting a clear and specific schedule aided our team in better organization and time management. Simultaneously, prioritizing tasks and breaking them into smaller components facilitated monitoring and completion. Through learning and improving time management, team members felt more confident and worked more efficiently.

The last lesson is to learn how to take control of the problem and react flexibly to any situation. A significant and valuable lesson the team learned through organizing the Ambedo Fiesta Summer Vibes event is risk management. Dress rehearsals played a pivotal role in controlling errors, ensuring optimal preparedness, and enhancing the performance of an activity or event. Each step of the dress rehearsal process helped identify potential errors, mistakes, or undesired consequences that could arise in reality. Conducting tests and meticulous checks for each aspect of the event allowed us to adjust and optimize all facets, from organizational structure and technical aspects to communication and procedures. Regardless of professionalism and experience, unforeseen circumstances can occur at any time, necessitating the quick and flexible response of team members.

Throughout the 3-month journey alongside the event, mistakes and disagreements emerged. However, above all, everyone persisted in pursuit of the common goal, refusing to give up, and continuously improving themselves. All those minor daily changes contributed to the success of the program as a whole and the personal growth of individual members.

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APPENDIX

Interviewing Participants, Collaborators, Guests and Sponsors



Set up for the Event



The image of us at the event

