#### CREATIVE ART PROJECT TO INCREASE THE UNDERSTANDING AND INTEREST OF UNIVERSITY STUDENTS IN HO CHI MINH CITY WITH VIETNAMESE FOLK CULTURE



### FOLK Close-knit Developed over time Inherited



### WHY IS "FOLK CULTURE" IMPORTANT?

An important factor in establishing national identity

L----- The root culture

#### THE CURRENT SITUATION

Industrialization and modernization The fusion of cultures The rapid development of technology

#### PROBLEM

Students need to gain understanding and interest in folk culture in order to maintain the cultural identity of the Vietnamese nation.

#### STATEMENT OF NEED

Increase the understanding and interest of university students in Ho Chi Minh city with Vietnamese Folk Culture

RESEARCH Cultural Diamond Theory Folk Culture Social World Creators Receiver

#### **EXECUTION**

Social campaign Photoshoot MV Event



#### DEVELOPMENT

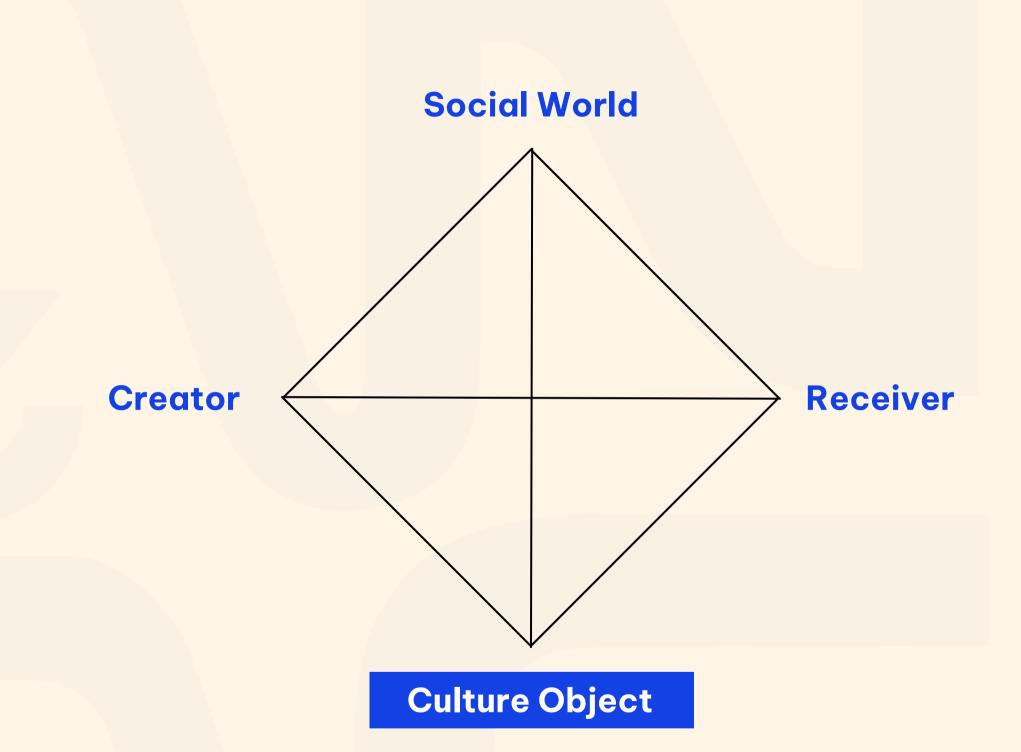
Target Audiences Big ideas Key Message Project Identity Strategic Planning Tactics Budgets and Resources Risk Managements

**EVALUATION** Outcome Post campaign evaluation Lesson learn

**FUTURE PLAN** 

# RESEARCH





Griswold's Cultural Diamond from the 4th Edition of Cultures and Societies in a Changing World

### Theoretical foundation CULTURAL DIAMOND THEORY

### **MATERIAL VALUES**

Producing wealth and material things Material activities

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Spiritual life

### FOLK Includes CULTURE

#### **SPIRITUAL VALUES**

Customs and practices of social organizations

Folk knowledge (nature, self)

### FOLK CULTURE



It is the synthesis of many components, many functions, and many types in a work of folk culture.

### Drift

Expressing the unique and common features of local nuances, merged together and elevated into national nuances The word of mouth, the spread of folk culture from one place, one generation, to another place, another generation.

### Collectivity

Cultural works are created and cultivated by many people, many generations, many places and times.

### CHARACTERISTICS

### Nationality

### FOLK CULTURE



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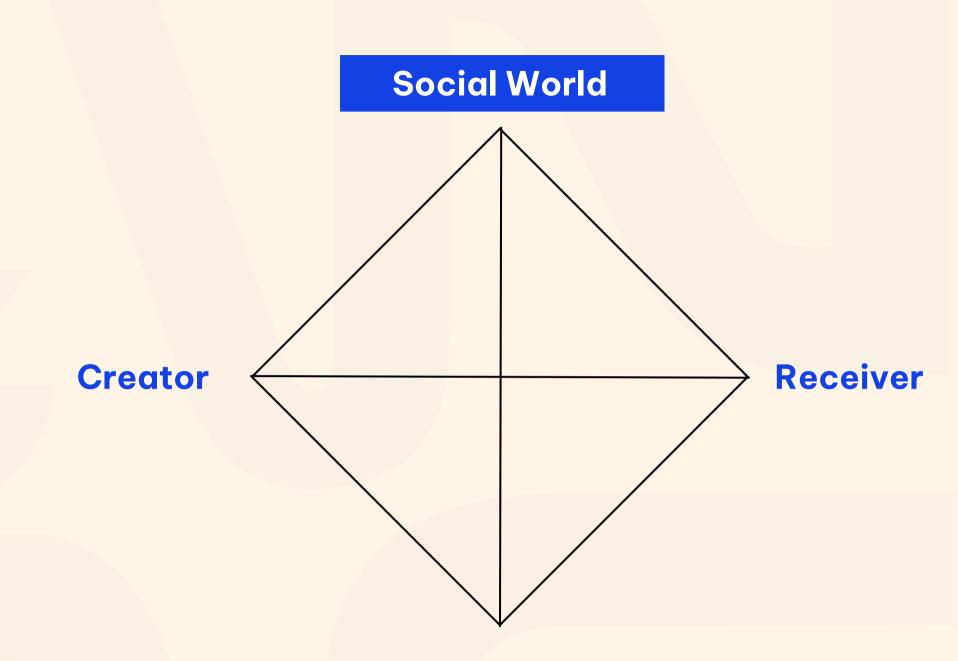
### Nationality

### Importance of FOLK CULTURE in Vietnamese Culture

Folk Culture is the value of an entire nation

Folk Culturee receives attention from the government and offers policies for development

Folk Culture builds the "soft power" strength of a country



#### **Culture Object**

Griswold's Cultural Diamond from the 4th Edition of Cultures and Societies in a Changing World

### Theoretical foundation CULTURAL DIAMOND THEORY

### SOCIAL WORLDS



Social research



"Rave" music trend
(electronic music)



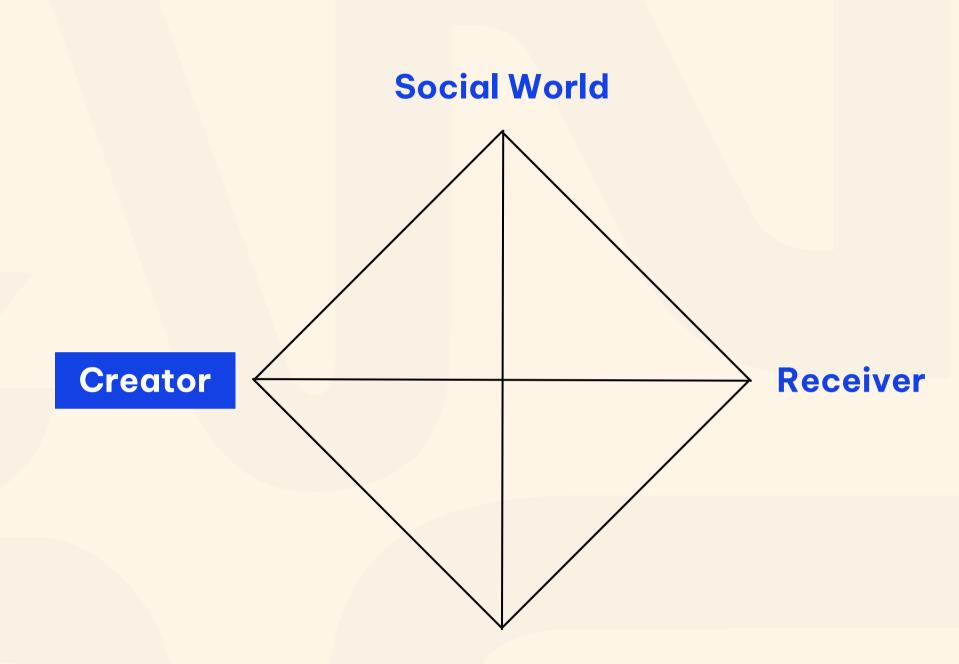
**Fusion trend** 

### *The current state of* FOLK CULTURE

Folk culture is in danger of disappearing

### TRENDS

Not many people are interested in Folk Culture



#### **Culture Object**

Griswold's Cultural Diamond from the 4th Edition of Cultures and Societies in a Changing World

### Theoretical foundation CULTURAL DIAMOND THEORY

#### KOREA

#### **KOREA**



"Idol" of BTS and others



"Pink Venom" of Black Pink and others

TAYLOR SWIFT

#### **JAY CHOU**



Fragrant Rice



Huo Yuanjia



Album "Folklore"

#### The Metacritic user score is **95/100**

Ranks at the top positions on charts like iTunes, Apple Music, Spotify,...



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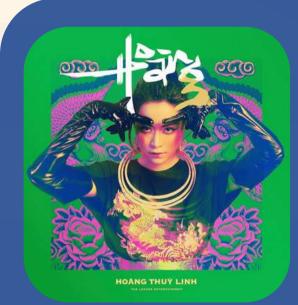
and more

Qing Hua

MAINSTREAM Foreign

### CREATORS

#### HOANG THUY LINH



Album "Hoang" has achieved a total of

300 million views on Youtube



Album "LINK" has achieved a total of



#### **PHUONG MY CHI**



Album "Vu Tru Co Bay" has achieved a total of *nearly* 17 million views on Youtube

Concert "Vu Tru Co Bay" reached 3000 spectators

#### MAINSTREAM VietNam

#### HOA MINZY



MV "Thi Mau" has achieved 43 million views on Youtube

MV has gone viral on TikTok with its transformation performance  $\bigcirc$ 

CREATORS



#### Tiger Remix event series



#### Projects by Biti's



The photo book project "Ganh Hat Luu Dien Muon Phuong" by the publishing unit Comicola

#### MAINSTREAM Brands

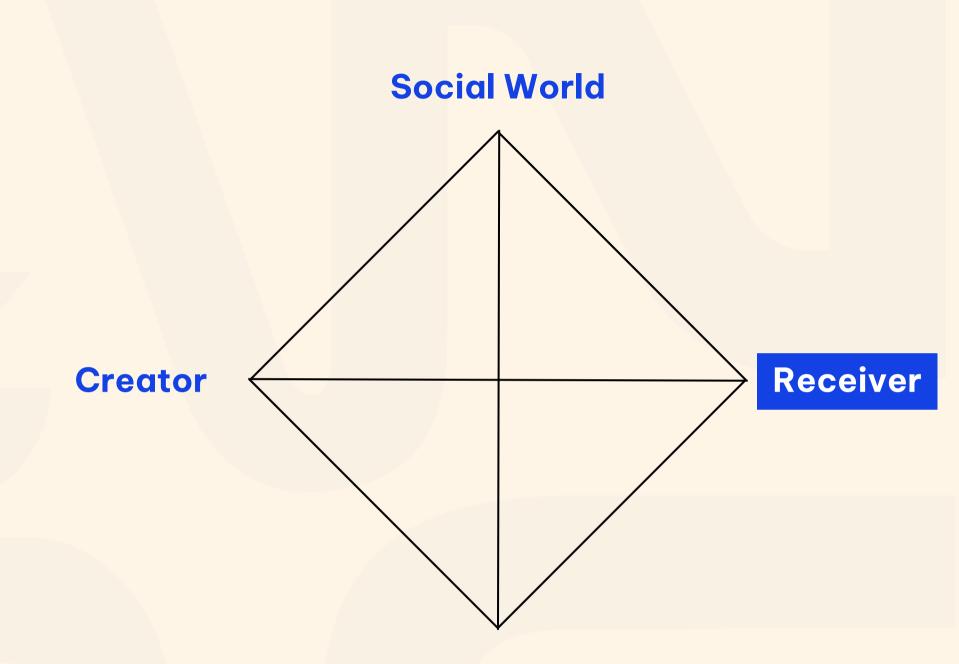
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### CREATORS

PROJECT NAME	ESTABLISHMENT DATE	DURATION TIME	LIKES	FOLLOWS
NGUOC Magazine	August 17, 2021	7 months	6.000	6.000
LOI Project	December 9, 2021	4 months	1.000	1.100
Truong ca kich vien	May 2, 2020	2 years 6 months	6.800	7.200
Cai Cach Luong Truyen	September 13, 2021	8 months	2.200	2.500
Ngan Nam Mot Sac	March 21, 2021	1 year 2 months	3.100	3.200
NAN	October 2, 2020	2 months	1.100	1.100

### GRASSROOT

FANPAGE INTERACTION	STATUS
Approximately 100 reactions and nearly 100 comments	Ceased Activity
Mostly over 100 likes on each post	Ceased Activity
Slightly over 50 likes per post	Still Active
Slightly over 50 likes per post	Ceased Activity
Slightly over 50 likes per post	Ceased Activity
Slightly over 50 likes per post	Ceased Activity



#### **Culture Object**

Griswold's Cultural Diamond from the 4th Edition of Cultures and Societies in a Changing World

### Theoretical foundation CULTURAL DIAMOND THEORY

### RECEIVER

Through 284 students aged 18 - 24 participating in the survey and in-depth interviews with 7 people



Admitted to **not having** any knowledge of folk culture

About 57%

Were **uncertain** about their knowledge of folk culture

For several reasons that can be mentioned: The old and uninteresting way of conveying information The old and unappealing folk culture

**Neutral towards being** interested in folk culture

7 people

They are not interested in folk culture

Exhibition Photoshoot MV

#### Gen Z with FOLK CULTURE

They expressed their **readiness to** 72% experience products and activities related to folk culture

The surveyed participants' favorite mass media products are

# DEVELOPMENT



#### DEMOGRAPHIC

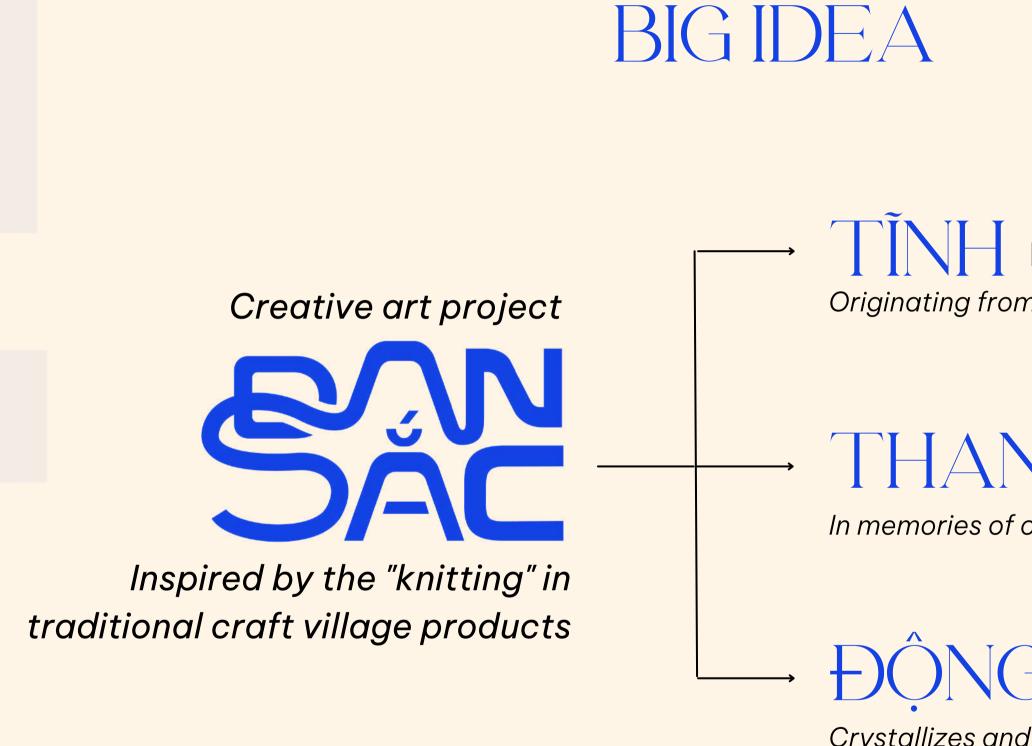
- Gender: Both female and male
- Age: 18 24
- Education: Focus in College & University
- Live in Ho Chi Minh City
- Marital Status: Mainly single

#### **PSYCHOGRAPHIC & BEHAVIOURAL**

#### **EXPERIENCERS**

- Have a heightened conge or visual stimulation
- See themselves as very sociable
- Want to stand out

TARGET AUDIENCES



**TINH** Photoshoot – sight Originating from land and water

#### THANH MV - sight & hearing In memories of old age through folk games

Exhibition - multi-sensory

Crystallizes and exists in each person's personal identity

## KEY MESSAGE

Đan kết sắc màu Văn Hoá Dân Gian



#### **BE VIETNAM PRO** MBF SPACE DdSs DDSS

PROJECT IDENTITY

#### PRIMARY TYPEFACE

MÀU CHỦ ĐẠO: 50%

SẮC TỐI

#1341E4

#### SECONDARY TYPEFACE

SẮC SÁNG #FFE500 MÀU NHẤN: 20	0%		
SẮC SÁNG #1B8CFA MÀU NHẤN: 10	1%		
SẮC SÁNG #FFFFF MÀU NHẤN: 5%	SẮC SÁNG #FFFA7A MÀU NHẤN: 5%	SẮC SÁNG #FFF5E6 MÀU NHẤN: 5%	SẮC TỐI #000000 MÀU NHẤN: 5%







#### Different color versions





**3D version** 



CREACOGR

### KEY VISUAL

Futuristic Holographic Surrealism



NHÀ TÀI TRO ĐÓNG HÀN ALIFORNIA The

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BROTED TRUEN THOMT

NOT THE CHIEN HOP





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OON M COND HANH

Adventising ADS inglao



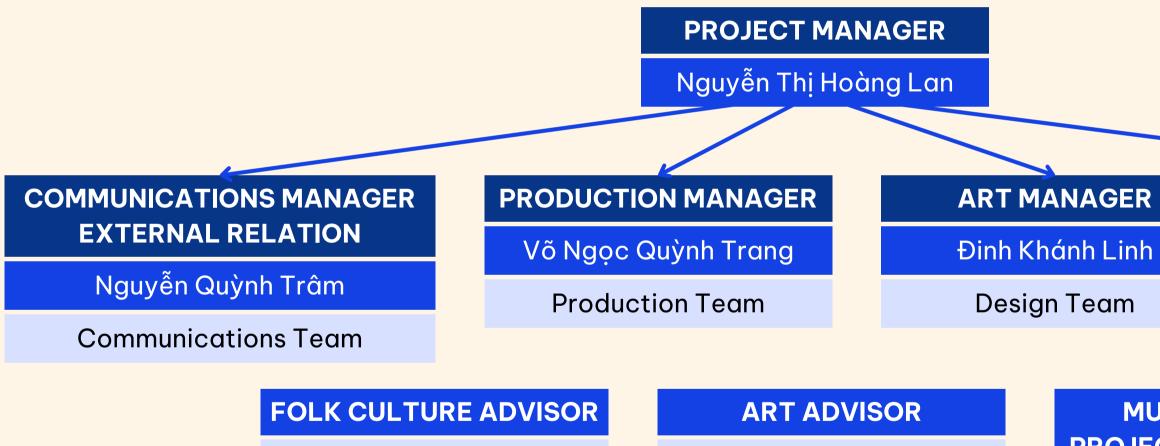


GOAL	OBJECTIVES	<b>EVALUATION TOOLS</b>
	After the project, 80% of the project audience will increase their understanding & interest of folk culture.	Post-Campaign Survey Meta Business Suite TikTok Analytics
	Reach a total of 3000 likes on online communication channels of the project	Meta Business Suite TikTok Analytics
Increasing the	Reach a total of 100.000 reaches on online communication channels of the project	Meta Business Suite TikTok Analytics
understanding and interest of university students in Ho Chi Minh City in Vietnamese folk culture	Reach a total of 20.000 engagements on online communication channels of the project	Meta Business Suite TikTok Analytics
	Reach 30.000 views for MV on Youtube & Facebook	Meta Business Suite TikTok Analytics
	Get 03 editorials on mass media	Online newspaper
	Attract 200 participants in online challenges (including minigames and TikTok Challenge)	Meta Business Suite TikTok Analytics
	Attract at least 200 participants in event	Survey

### MASTER PLAN

TIMELINE	23/08 - 20/09	21/09 - 14/10	15/10 - 31/10	01/11 - 30/11
PHASE	LAUNCHING	ATTENTION	ENGAGEMENT	AMPLIFY
TRUYỀN		YÊN		
THEME	THEME TĨNH		THANH	ĐỘNG
OBJECTIVE	Provide information for users to have a general understanding of folk culture and project	Communication by storytelling about the formation of folk culture	Conveying the value of folk culture as the environment for the formation and development of each person.	Conveys the applicability of folk culture elements in the modern era
KEY HOOK	Poster Launching	Photo Album/ KOLs/Minigame	MV/Tik Tok Challenge	Event/Influencers
ALWAY ON ACTIVITIES	Facebook & Instagram posts	Facebook & Instagram posts, Tiktoks videos	Facebook & Instagram posts, Tiktok, Youtube videos	Facebook & Instagram posts, Tiktok, Youtube videos

### ORGANIZATIONAL CHART



Nguyễn Hoàng Dương

Đỗ Trọng Đạt

#### **EVENT MANAGER**

Nguyễn Thị Hoàng Lan

**Event Team** 

#### **MUSIC ADVISOR PROJECT AMBASSADOR**

Phan Thanh Nhàn

### SELECTION CRITERIA

FOLK CULTURE ADVISOR	ART ADVISOR	
Having in - depth knowledge and professional certificates/diplomas in Folk Culture. Interested in the project, agree with the team's working requirement.	Having experience in the field of artistic creativity.There have been projects on Folk Culture. Interested in the project, agree with the team's working requirement.	Havi the f Unde prod elem Inter work amo



#### **MUSIC ADVISOR PROJECT AMBASSADOR**

ving professional knowledge and experience in field of music.

derstanding electronic folk music.Participated in ducing music products with Folk Culture ments.

erested in the project, agree with the team's rking requirement.Famous in a certain level ong youngsters.

### RESOURCES

### FOLK CULTURE ADVISOR

Master of Folklore (University of Social Sciences and Humanities, Vietnam National University, Hanoi)

Researcher on the topic of Folklore Development in the cultural industry in Vietnam, the United States, and Ireland with Dr. Lư Thị Thanh Lê.





Fundamental Department Head at Design Anthropology School Board Of Directors at Desklass Logo designers for brands: The Cocoon Vietnam, Phe La Milk Tea... Logo designers for exhibitions (which exploits folk culture elements): "Ve Ve Hat Boi", "Nay Mam"...

### RESOURCES

### RESOURCES

# PHANMUSICTHANHADVISORPROJECTPROJECTAMBASSADOR

The winner of Sing My Song 2018 (Team Lê Minh Sơn)

**Collaborator of Music Producer DTAP** [One of Vietnam's most prominent folktronica pioneers and songwriter of the following songs: De Mi noi cho ma nghe, See tinh (Hoàng Thùy Linh), Nam Quoc Son Ha (Erik), Huong dan an toan bay (Vietnam Airlines)]

**Production team member** of album and showcase "Vu Tru Co Bay" (Phuong My Chi)



### ESTIMATED BUDGET

NO	CATEGORIES	BUDGET
1	SOCIAL MEDIA	7,000,000 <u>a</u>
2	EVENT	60,000,000 <u>a</u>
3	PRODUCTION	40,950,000 <u>a</u>
4	PHOTOSHOOT	8,400,000 <u>a</u>
5	MV	33,000,000 <u>a</u>
6	MERCHANDISE	6,000,000 <u>a</u>
7	COST INCURRED	11,395,000 <u>a</u>
	TOTAL	125,345,000 ₫



### RISK MANAGEMENT

RISK	DECONDICION	PROBABILITY		
RISK	DESCRIPTION	Low	Medium	High
	SOCIAL MEDIA			
Wrong/slow progress	The organizers do not have a backup plan for the activities. Not checking checklists and not working as planned.			х
Leaking information	Important information of the project is revealed.		x	
Leaking information	Negative inside information is revealed.		x	
Getting negative comments on posts	The content of the post is inappropriate, misleading, and controversial, leading to negative comments. Organizations against the campaign caused.		x	
Hacked Fanpage	Impersonating the organization to post false information.	x		
Content Violation	Content posted on Fanpage infringes copyright. Violation of regulations on posting content of Facebook and Tiktok.		x	
	EVENT			
Location	Can not book location		x	
Human Resources	Not enough staffConflicting personnel		x	
Audience	Not many people join			x
Sponsors	Sudden cessation of cooperationAsk for more benefitsThere was a conflict with the organizers.			x
	PRODUCTION			
	Not enough equipment			x
Equipment	Lost equipment	x		
	Device broken	x		
Location	The location is not suitable for the scene.No permission	x		
Human Resources	Not enough staffConflicting personnel		x	
	The actor did not show up on time			х
Actor	The actor cancels the schedule before filming			х
	The actor has a conflict of interest with the organizers			х
Sponsors	Sudden cessation of cooperationAsk for more benefitsThere was a conflict with the organizers.		x	



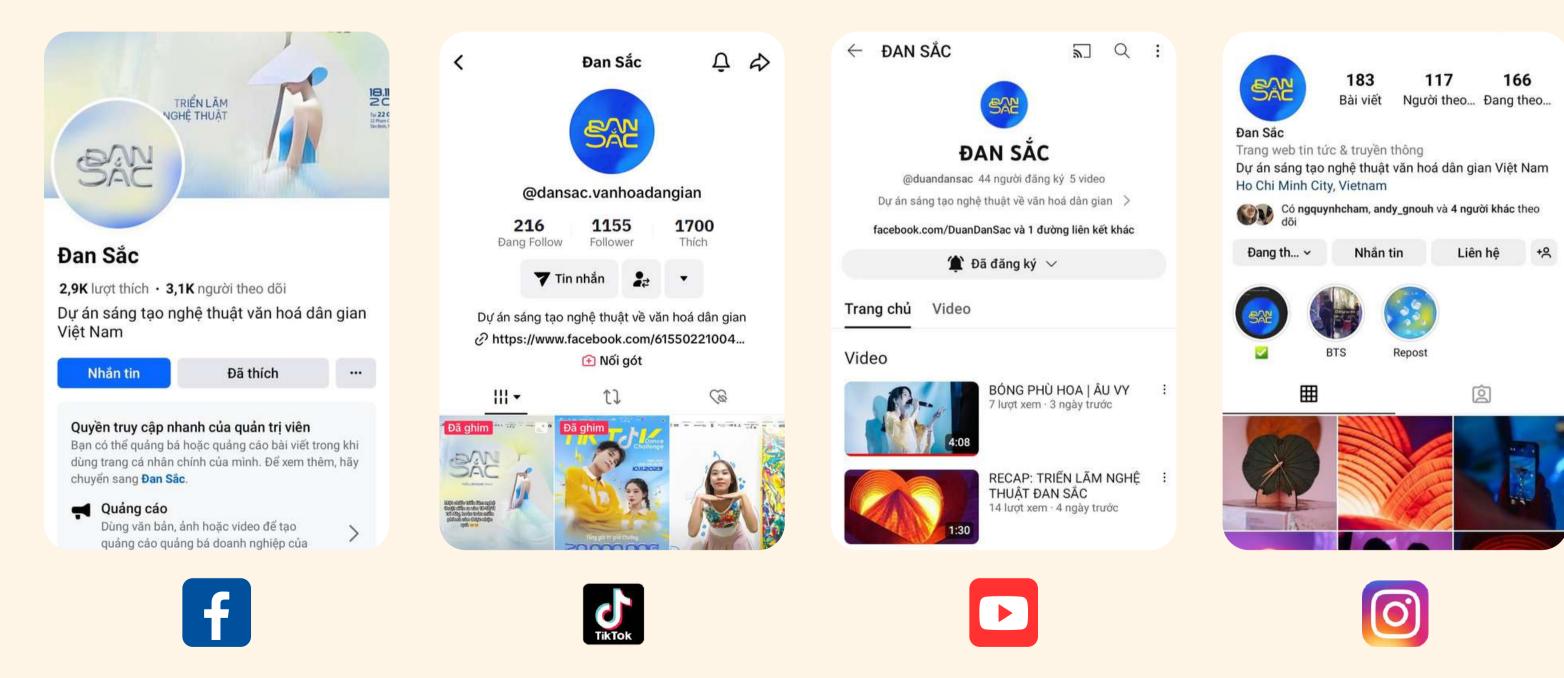


# COMUNICATIONS



### SOCIAL MEDIA

### Social media communication is aimed at the target audience to enhance understanding and interest in folk culture while promoting the artistic products of the project.





## CONTENT PILLARS AND DIRECTION

Pillar	Information	Educate	Product
Direction	Introducing general information about the project	Provides knowledge about Vietnam folk culture	Promote art products such as Photo Album, MV, and exhibitions
Allocation	20%	10%	50%

### Engage

Increase interaction with humorous, attentiongrabbing content.

### PARTNERSHIP

Promote sponsor products through product and project similarities

**5%** 

### 15%

### TIMELINE MEDIA

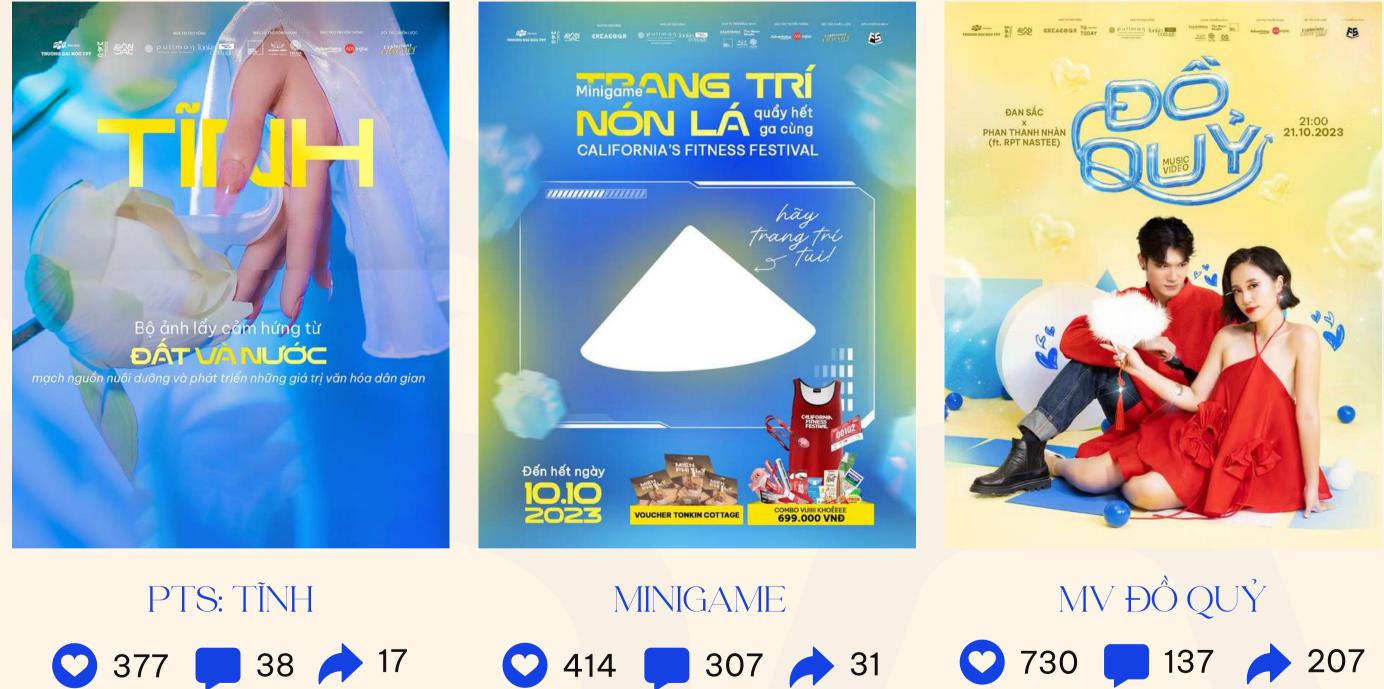
### Facebook

No	Angles	Air	No	Angles	Ai
1	Ðői avatar, cover	23/08		Triển lãm chất liệu và bản sắc cá nhân mỗi người	06/1
2	Teasing post 1	24/08		Tao event trên Facebook	06/
3	Teasing post 2	26/08	58	Bản sắc cá nhân được thể hiện trong triển lãm và ly rượu của riêng bạn	08/
1	Chính thức ra mắt dự án Đan Sắc	28/08	59	Lụa: Mềm mại trong tính cách	09/
5	Den Går ut al-Den system	31/08	1		
	Đan Sắc và những sự thật	31/08	60	Agenda sự kiện	09/
5	4 tính chất của VHDG	01/09	61	Tre: Chất liệu quen thuộc mang tính dèo dai của người Việt	10/
			1		
7	Nón lá	02/09	62	Sự xuất hiện đặc biệt của NSUT Hải Phượng và tiết mục đàn tranh	10/
8	Giới thiệu kênh instagram	03/09	1		
	Giol thiệu kenn Instagram	Uarua	63	Sen: Sự linh hoạt về chất liệu	11/
۹.	Giới thiêu cố vấn nghệ thuật	05/09			
	dior the covaringing theat	00/09	64	22 Gallery - Điểm đến cho triển lãm lần này	11/
0	Nguồn cảm hứng ra đời dự án Đan Sắc	06/09	65	Trailer event	12/
1	Văn hoá dân gian gồm những lĩnh vực nào	06/09	66	Thường thức rượu ngon tại Rare	14/
2	Hát ru: Giai điều, câu hát, lời bài hát	07/09	67	Nhân những phần quả xinh xắn từ Education First	14/
3	Cố vấn văn hoá dân gian	12/09	68	Những phần quả ban sẽ nhân được khi đến triển lãm	14/
	Đồng dao dân gian	13/09		Live Stage đầu tiên của Đồ Quỷ - Ca sĩ, nhạc sĩ Phan Thanh Nhàn	15/
	Ra mắt bô đôi kênh TikTok và Youtube	14/09			
		14/03	/0	Những lưu ý khi tham gia triển lãm Đan Sắc	17/
6	Đố vui: Bạn biết các trò chơi dân gian này không?	18/09	74	Media Onsite: Triển lãm Đan Sắc	18/
	Hành trình tăng tiến trải nghiêm của Đan Sắc	10.000		Repost link báo Vietnamnews	
	÷	19/09			18/
	Teasing album ành	20/09		Media Onsite: Triển lãm Đan Sắc	18/
9	Ra mắt "Tĩnh"	22/09	74	Nhìn lại triển lãm Đan Sắc (P1)	19/
٥	Những yếu tố dân gian trong BTS Tĩnh	24/09	75	Nhìn lại triển lãm Đan Sắc (P2)	21/
1	Hậu trường ekip Đan Sắc đi PTS	25/09	76	Nhìn lại triển lãm Đan Sắc (P3)	22/
2	Đã chơi trung thu: Đèn ông sao, đèn kéo guân, múa trống guân, đèn lông	26/09	77	Nhìn lại triển lãm Đan Sắc (P4)	23/
	Đại sử dự án	28/09	· <b>j</b> · · · · · · · · · · · · · · · ·	Dan Sắc lắng nghe ban (Form khảo sát)	27/
	Tết Trung Thu	29/09		Đan Sắc xuất hiện trên Advertising Vietnam	28/
5	2 hoạt động đan xen sắp tới của Đan Sắc	30/09	80	Trå NTT Totoday	01/
6	Thanh - Sự kết hợp giữa âm thanh và hình ảnh	02/10			
			· <b>j</b> · · · · · · · · · · · · · · · ·	Nhìn lại triển lãm Đan Sắc (P5)	02/
7	Minigame	03/10		Recap video	02/
8	Tổng hợp những gương mặt đại sứ truyền thông	04/10		Giải mã những câu chuyện trong triển lãm Đan Sắc	03/
9	1 sản phẩm âm nhạc của đại sứ dự án - Phan Thanh Nhân	05/10	84	Chia sẻ của các bạn gen Z về VHDG sau khi tham gia triển lãm	03/
0	Teasing hoat động Thanh	06/10	85	Kết quả TikTok Dance Challenge	04/
1	Teasing tên bài hát	09/10	86	Tiết mục cô Hải Phượng	04/
	Tổng hợp những chiếc nón độc lạ của các bạn thợ Đan sắc	10/10		Karaoke Đồ Quỳ	05/
	Bô đối vocal và rapper	11/10		Chia sẻ của cô Hải Phượng về VHDG	05/
	MV: Teasing 1	12/10		Tiết mục chị Âu Vy	06/
	Dân dancer đến từ nhà FStyle Crew	13/10		Những con số tạo nên Đan Sắc	06/
6	Official Poster MV	14/10	91	Tiết mục Hồng Phúc	07/
7	Ðői avatar vá cover MV	15/10	92	Góc lộ diện: Không gian trước và sau khi set up tại 22 Gallery	07/
8	Trailer MV	17/10	93	Tiết mục FStyle	08/
	Bô ảnh	18/10	94	ECOLOTUS: Thương hiệu xuất hiện tại triển lãm Đan Sắc	08/
	Câu chuyên tinh yêu trong MV	19/10		Tiết mục chi Nhàn	09/
	Đếm ngược thời gian diễn ra MV	20/10		Góc hoài niệm: Khoảnh khắc sơn tường, làm props tại The Boxes Studio	09/
	Tạo sự kiện công chiếu	21/10		Thức đêm tranh thủ chạy deadline? Làm một lon cà phê sữa tiện lợi từ Mr.Brown	10/
3	Official MV	21/10	98	Đến Rare để tạo ra nó bằng hương vị của riêng mình	11/
4	Thành tích đạt được sau 48 giờ công chiếu	23/10	99	Hậu trường quay MV	12/
5	Bạn đã biết những yếu tố văn hoá dân gian nào trong MV (P1)	27/10	100	Tiệm bánh Chip Nâu	13/
6	Khởi động cuộc thi TikTok Dance Challenge	28/10	101	Những outfit dễ thương đến từ nhà Totoday	14/
	Recap: Hậu trường MV	30/10	·•••••••••••••••••••••••••••••••••••••	Cảm ơn NTT Đồng hành	15/
•••••	Teasing event	30/10	·••·····		16/
	÷	÷	· [·····	Cảm dn NTT Đông	l
	Trà quyền lợi: PULL MAN	31/10	·•••••••••••••••••••••••••••••••••••••	Cảm dn NTT Bạc	17/
0	Trải nghiêm đa giác quan	31/10	105	Cảm dn NTT Vàng	18/
1	Bạn đã biết những yếu tố văn hoá dân gian nào trong MV (P2)	01/11	106	Câm dn NTT Kim Cương	19/
2	Những thước ảnh xinh đẹp đến từ The Boxes Studio	02/11	107	NTT: Riori	20/
	Hướng dẫn động tác nhảy TikTok Dance Challenge	03/11	••••••••••	Cảm ơn đối tác chiến lược	21/
-	Official poster	05/11		Câm di các đơn vị bảo trợ TT	22/
4					

### TikTok

No	Angles	Air	No	Angles	Air
1	Shooting cùng Đan Sắc	24/09			
2	Clip đoán các trò chơi trung thu	29/09		Đối avatar, cover	24/08
3	Thử thách đọc các bài đồng dao	07/10	2	Teasing post 1	24/08
4	Teasing	16/10	3	Teasing post 2	27/08
5	Trailer	18/10		······	
6	MV	23/10	4	Chính thức ra mắt dự án Đan Sắc	28/08
7	TikTok Dance Challenge	28/10	5	Những nội dung Đan Sắc sẽ mang đến	01/09
8	Clip hướng dẫn nhảy	07/11	6	4 tính chất đặc trưng của VHDG	05/09
9	Official event động	11/11	7	Nón lá: Xưa - nay khác nhau như thế nào?	13/09
<b>+</b>	Một ngày trải nghiệm event	18/11			
÷	Follow Up event	18/11	8	Giới thiệu cố vấn nghệ thuật: Anh Đố	14/09
+	Recap event	02/12		Trọng Đạt	
	Trả quyền lợi NTT: Totoday	02/12	9	Cố vấn văn hoá dân gian: Chị Nguyễn	20/09
+	Hậu trường chuẩn bị cho event Kết quả TikTok Dance Challenge	03/12 04/12	2	Hoàng Dương	20/09
			10	Teasing photoshoot	20/09
16	Tiết mục cô Hải Phượng	04/12			
17	Karaoke Đồ Quỷ	05/12	11	Ra mắt bộ ảnh "Tĩnh"	01/10
18	Chia sẻ của cô Hải Phượng về VHDG	05/12	12	Bộ ảnh MV Đồ Quỷ	21/10
*	Recap event (2)	6/12	13	Những khoảnh khắc tại event ngày 1	18/11
÷	Tiết mục chị Âu Vy	6/12			
*	Tiết mục Hồng Phúc	7/12	14	Những khoảnh khắc tại event ngày 2	19/11
÷	Phỏng vấn sinh viên về VHDG	8/12	15	Recap MV	02/12
*	Tiết mục FStyle	08/12		Chia sẻ của các bạn gen Z về VHDG	
÷	Tiết mục chị Nhàn Hậu trưởng quay MV	09/12	16	sau khi tham gia triển lãm	03/12
20	Hậu trường quay MV Những chương trình hấp dẫn tại Rare mà	12/12	17	įį	06/10
26	Thợ Đan Sắc không nên bỏ qua	15/12	17	Những con số tạo nên Đan Sắc	06/12
27	Review Rare Minihome	17/12	18	Thank you post	23/12

### Instagram



○ 414 307 → 31



○ 730 ■ 137



MINIGAME

TOTAL PRIZE VALUE 116,000,000 VND

> TIME 03/10 - 10/10



152



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### TIKTOK DANCE CHALLENGE TOTAL PRIZE VALUE 20,000,000 VND TIME 28/10 - 10/11 **NUMBER OF O** 9000 **PARTICIPANTS CLIPS 3**() **O** 641 46 **CHANNELS** / 15 f J









### CHANGE THE PROJECT'S AVATAR FRAME



### CHANGE THE IDENTIFIER for each stage of product promotion



#### 352) 22 Tháng 9 - 🕲 ÎNH - KHỔI NGUỒN CỦA CÁC GIẢ TRI VĂN HOÁ DĂN GI

Đạn Sắc cũng vi

à những mạch nguồn nuôi dưỡng vạn vật. đất và nước đã dân dân hình thành nén cuộc sống, và theo ông chây của thời gian, văn hoá dân gian cũng dân ra đới qua cách con người tương tác, ứng xử với t

íy cảm hừng từ hai yếu tổ không thể thiếu này. Tình kế cầu chuyện hình thành và phảt triển của văn is đán gian qua 3 giai đoạn: Nuôi dường những giá trị này từ ban sơ. đến lúc những giá trị này vươn ìm phát triển và ... Xem thêm





túc & truvên thông



MV "Do Quy"

Photoshoot "Tinh"



#### Art exhibition "Dan Sac'

# PHOTOSHOOT TINH



# NUOI DUONG

SAC



# INH

SAC





### HR

NO	POSITION	P.I.C
		Crew
1	Executive Producer	Quỳnh Trang
2	Line Producer	Hoàng Lan
3	Talent Management	Quỳnh Trâm
4	Set design	Khánh Linh
5	Photographer	Đăng Khoa, Trần Phúc, Tiến Đạt
6	M.U.A	Như, Thanh Thuỷ, Quỳnh Quỳnh
7	Stylish	Hồng Phúc
8	Logistics	Trần Thị Thanh Thảo, Công Nguyên
		Model
9		Vân Anh
10	Model	Lê Gia Hân Minu Huỳnh Huỳnh Hồ Thái My Đông Duy

#### S.O.W

- Project production management
- Manage and coordinate shooting set personnel
- Responsible for handling arising situations
- Manage timeline onset
- Followup Shooting angles
- Manage & coordinate prop logistics
- Manage & take care model
- Manage images and costumes for models
- Build & conceptualize the shooting scene
- Build the onset scene
- Responsible for image
- Taking photos behind the scenes of production
- Responsible for the model's makeup
- Responsible for costumes for models
- Manage props & costumes for models
- Logistical support
- Support context setup

Model selection criteria: Asian face, gentle, balanced, slim body

Model selection criteria: Asian face, impressive, balanced, slim body

# PRODUCTION KIT

Shooting Angles

### Phase 1: Nuôi dưỡng



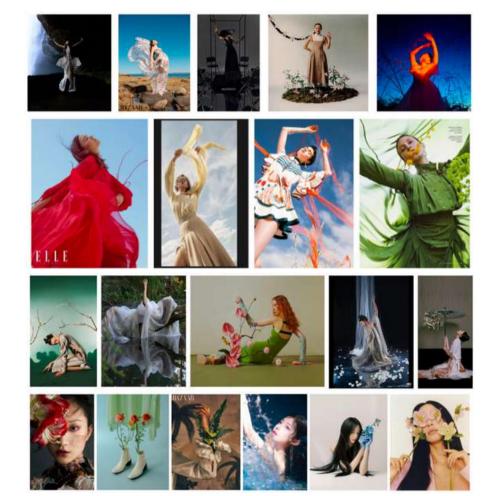








### Phase 2: Ươm mầm



### Phase 3: Kết tinh



### PRODUCTION KIT

### Model 's costumes, hair, makeup



### List of props and equipment

NO	PROPS	QUANTITY	NO.	PROPS	QUANTITY
1	Glossy silver decal sheet, mirror finish	8	20	Pearl earrings	1
2	5m x 5m	1	21	Folklore paintings	3
3	Green tarp 5mx5m	31	22	Fake braids	10
4	Duct tape)	4	23	20L mineral water bottle	1
5	20cm water tank	1	24	Monochord	1
6	Glue	2	25	Soil platform + flowers	1
7	Banh chung and banh day model	4	26	Lotus branch	4
8	Styrofoam lump	1	27	Cartoon box	10
9	Plastic cups	10	28	Cloth hook	6
11	Carton paper	1	31	Drag	1
12	Conical hat	1	32	Grass	1
13	Starlight	1	33	Steam iron	1
14	Mo fan	2	34	White boots size 39	1
15	Black hairspray	1	35	Bluetooth speaker	1
16	Double sided tape	1	36	White high heels size 39	1
17	Dry paper	1	37	Cuff earrings	1
18	Water 51	1	38	Men's full white shoes size 42	1
19	Long white nail set	1	39	Colored toothpick hair clip	12

### List of costumes and accessories

NO	PHASE	BST	COSTUME	ACCESSORIES	PREPARATION	NO	PHASE	BST	COSTUME	ACCESSORIES	PREPARATION
1	Nuôi dưỡng	Độc bản	in the second se	Hat	High heels size 38 Nail Cuff earrings	4		тоне	X	Suit + legs + jacket	White high heels size 39 Black Boots (Model) Multi-colored clips
2	Ươm mầm	Trầu	AL A	Earrings, nails	Black high heels size 39	5	Kết tinh	Rám Nắng	A	Full accessories: Shoes, flower crown, necklace, bag, hat	£
3	Uom mam	Độc bản		Glove	Black high heels size 39	6		Tủng Binh Lục	-	*	White bata shoes size 42

### Callsheet

	SHOOTING TIM	ſĒ		09:00			
	CALL TIME GIỜ TẬP TRUNG I	EKIP		06:30		Sunday, August 27, 2023	
	LOCATION		Nh	à Người Ta Sti	udio		
		The orga	nizers have prep	ared lunch for	ekip	- II	
NO.	NAME	ROLE	CALLTIME	CONTACT		NOTE	
			CREV	V.			
1	Quýnh Trang	Executive Producer	06:45	0854270877	- Manage and	uction management coordinate shooting set personnel for handling arising situations	
2	Hoàng Lan	Line Producer	06:45	0967251197	<ul> <li>Manage timeline onset</li> <li>Followup Shooting angles</li> <li>Manage &amp; coordinate prop logistics</li> </ul>		
3	Quỳnh Trầm	Talent Management	06:45	0585201597		ake care model ges and costumes for models	
4	Khánh Linh	Set design	07:30	0906834983	- Build & con - Build the on	ceptualize the shooting scene set scene	
5	Đảng Khoa, Trần Phúc, Tiến Đạt	Photographer	08:00	0364652434	- Responsible - Taking phot	for image os behind the scenes of production	
6	Như, Thanh Thuỷ, Quỳnh Quỳnh	M.U.A	07:15	0355568057	- Responsible	for the model's makeup	
7	Hồng Phúc	Stylish	07:15	0797913148	- Responsible for costumes for models - Manage props & costumes for models		
8	Trần Thị Thanh Thảo, Công Nguyên	Logistics	06:45	0906329343	- Logistical support - Support context setup		

### Timeline Onset

NO.	TIME	DUR	CONTENT	CREW P.I.C	MODEL P.L.C	NOTE
1	07.00	02.00.00	Decor Setup	Trang, Thảo, Nguyên, Trâm		Check + iror
2	07:00	02:00:00	Lighting, Cam Set up	Trang, TPhùc, Đạt		
3	07:30	01:30:00	Makeup look 1,2	Như, Thượ, HPhúc	Vân Anh, Gia Hân	
4	09:00	01-00-00	Take a shot look 1	Trang, Phúc, Đạt, Khoa	Ván Anh	
5	09:00	01:00:00	Makeup look 3	Như, Thuý, HPhúc	Minu	
6	10:00	00:30:00	Decor Setup	Trang, Tháo, Nguyên	2010/00/20	
7	10:30	21.00.00	Take a shot look 2	Trang, TPhüe, Đạt, Khoa	Gia Hản	
8	10:30	01:00:00	MUA rests for lunch			2
9	11:30	01.00.00	Take a shot look 3	Trang, TPhúc, Đạt, Khoa	Minu	
10	11:50	01:00:00	Makeup look 4	Quýnh	Thải My	
11			Decor Setup	Trang, Tháo, Nguyên		
12	12:30	01:00:00	The team takes a lunch break and eats			
13		2000	Makeup look 5	Quýnh	Huỳnh Huỳnh	
14	13:30	01:00:00	Take a shot look 4	Trang, TPhue, Dat, Khoa	Thái My	
15	13:50	01:00:00	Makeup look 6	Như, Thuý, HPhúc	Đông Duy	
16	14:30	01:00:00	Take a shot look 5	Trang, TPhúc, Đạt, Khoa	Huýnh Huýnh	
17	15:30	01:00:00	Take a shot look 6	Trang, TPhúc, Đạt, Khoa		
18	16:30	01:00:00	Take a shot look 5.6	Trang, TPhúc, Đạt, Khoa	Huỳnh Huỳnh Đông Duy	
19	17:30	00:30:00	Decor Setup	Trang, Tháo, Nguyên		
20	18:00	01:00:00	Take a shot element	Trang, TPhúe, Khoa, Trám		
21	19:00	01:00:00	Clean up	All		

NHÀ TÀI TRỢ ĐỔNG







NHÀ TÀI TRỢ VÀNG

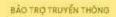






NHÀ TÀI TRỢ ĐỔNG HÀNH





ĐỔI TÁC CHẾN LƯỢC

DON VI DÓNG HÀNH







### ĐAN SẮC × PHAN THANH NHÀN (ft. RPT NASTEE)



### CONCEPT DEVELOPMENT

Inspired by folk games. The MV exploits folk games such as: **5 10 15**, **Rồng rắn lên mây** and **Ô ăn quan**, as cultural materials to convey the message. The MV content tells a love story to attract young people



is a music genre which combines many elements of folk music and electronic music. Today, this genre is loved by the masses and is also used by many singers for music products.

### MUSIC Lyric

#### **INTRO**

Em sơ rồi mây sẽ tan Em sơ lời yêu dối gian Sơ yêu mà vẫn cô liêu Haizzz

#### VERSE 1

Thông minh nhất nhà Yêu đời lại mê hát ca Em đây í à Trước nay vẫn kiêu vậy mà

Do anh quá tuyêt Như một nhà thơ quá duyên Ngọt ngào tự nhiên Cho tim trốn tìm đảo điện

### **PRE 1**

Ha~ Cớ sao cứ đùa em chuyện trăm năm? Ha~ Làm em đếm hoài 5 - 10 - 15

#### **CHORUS**

ố tình là duyên ối a YÊU ANH THÌ VƯC SÂU CŨNG QUA Vì yêu thì mấy cũng liều Liếu liều liêu

#### ố tình là duyên ối a (CHỨ) NON CAO MÀ VỰC SÂU **CŨNG QUA**

Vì yêu nào có bao nhiêu Biết anh là "đồ quỷ" Nhưng mà là quỷ yêu

#### **RAP VERSE**

#### RÔNG RẮN LÊN MÂY, VẬY THÌ QUA ĐÂY NGÔI CÙNG

Đôi tạ thì khác xạ còn ạnh là ác mạ Gặp nhau là vấn vương, cảm giác như pha đường

How about a movie, khiến trò chơi này thú vị Tại sao mà ta là lại cho cho đi, anh thì không suy nghĩ gì

Em thì vẫn còn đắn đo, đôi hàng mi gầy lắng lo Sao mà nay lại nắng to, cảm giác này rất là li kì Cuộc sống không như là mơ còn anh là chúa trong khu

Sống được hai thập niện làm cho anh thấy mông lung

Chẳng thế biết được ta là ai, còn anh từ dưới chui lên

Mình gặp nhau và xa ngày mai, dừng chân đứng trước môi em

Ha~ HỔI CHƯA NÉM SỔI SAO ĐÒI ĂN QUAN? Ha~ Tình duyên kiếp nào đâu trò doc ngang?

#### **BRIDGE**

**PRE 2** 

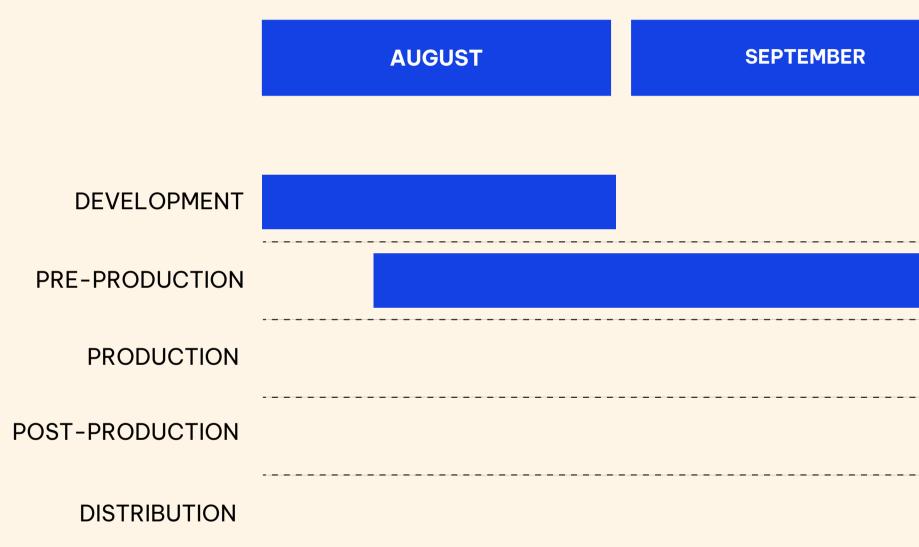
Sợ khi yêu lắm thương vừa Chẳng còn "đồ quỹ" cho vừa ý em MÔT THƯƠNG HAI CHỚ DỐI LỪA Đừng thể với hứa Gió đưa cho mà xem



Ô ăn quan

5 - 10- 15

### PRODUCTION TIMELINE



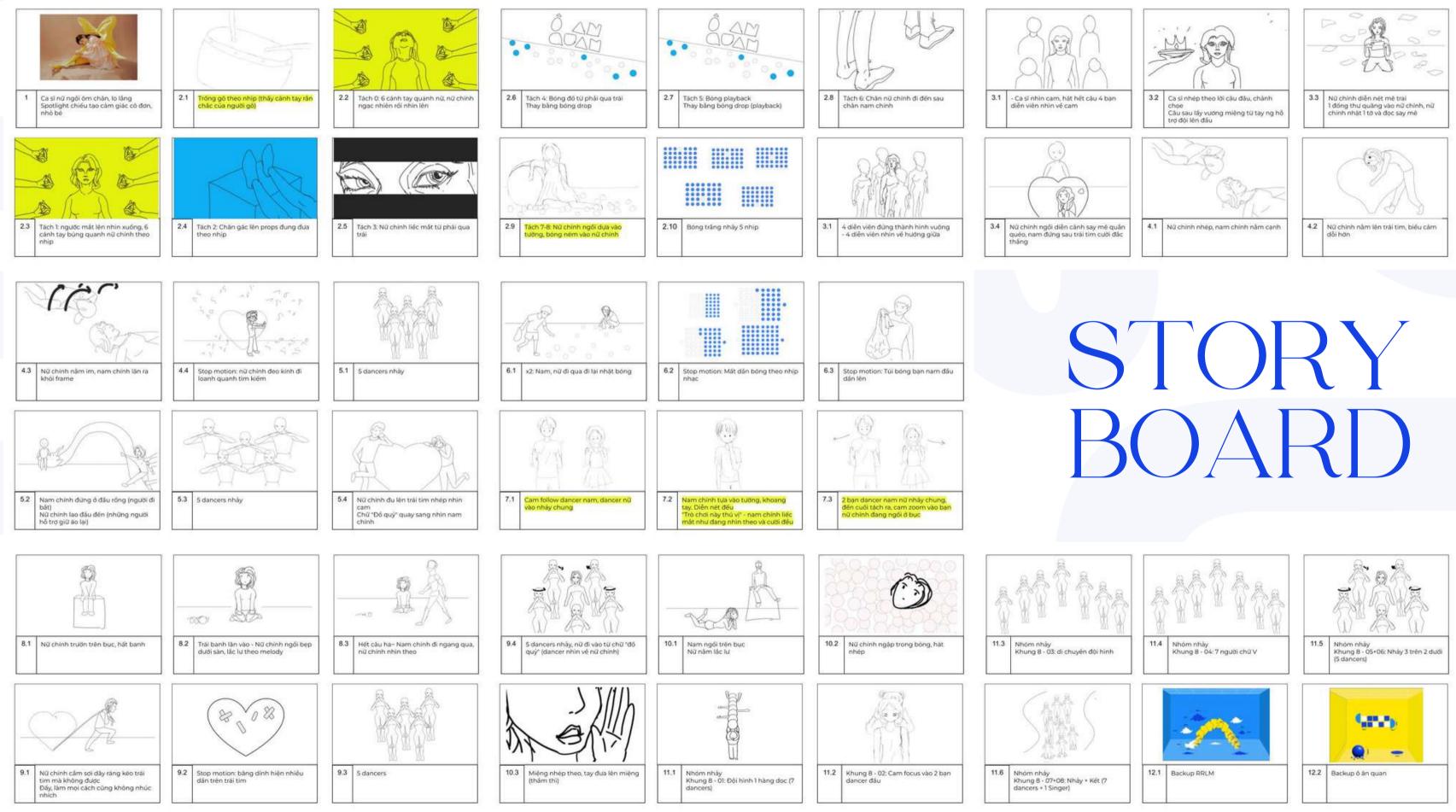
#### OCTOBER

# SHOT LIST

Interview of mind of and Any birth of Sign         Policy rate (a) birth of Sign of Si	SCENE	LYRICS/BEAT	SET	SHOT	CAMERA	LIGHTING	PROPS	DESCRIPTION	TALENT	NOTE
Image: The state is the state of		Em sợ rồi mây sẽ tan Em sợ lời yêy đối gian	Rong ran len			Spotlight				
1.1     And the main of the			may		singer	singer		2 2 27		setdesign)
$ \frac{1}{12} $ $ \frac{1}{22} $ $ $	#2.1			Near	Static	Full	2 drumsticks	· · · ·		Split into 2-4-6-8 frames
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	#2.2		O an quan	Central	Static	Full	-			
41.3     Salari:     510-13     Section     Pail     Pail<	#2.3		O an quan	Full	Static	Full	-		· · · ·	
1-3     Nation     2-10-13     description     South     Print     1     is int     1     is int     1     Printle read       2-2     0-4     0-4     0-4     0-4     0-4     0-4     0-4     0-4     0-4       2-1     0-4 <td< td=""><td>#2.4</td><td></td><td>5-10-15</td><td>Near</td><td>Static</td><td>Full</td><td>Golden square</td><td>Split 2: Legs placed on props swinging to the beat</td><td>Female lead</td><td>White shoes</td></td<>	#2.4		5-10-15	Near	Static	Full	Golden square	Split 2: Legs placed on props swinging to the beat	Female lead	White shoes
13     Out update     Final	#2.5	Music	5-10-15		Static	Full	-		Female lead	
42.1     Om quas     Near     State     Full	#2.6		O an quan	Full		Full	Blue-white ball	Separation 4: Shadows fall from right to left	-	
4.2.3     O an quan     Central     Static     Fund     Image hash static gas     Had       42.3     O an quan     Central     Static     Fund     Blow-shafe hall, sign for a large static gas and the valit, for a large static gas and the value for a large static gas and the v	#2.7		-	-	-	-	-	Split 5: Ball playback	-	
1     Or inguise     Central     Join     Paul     Description for     Fail and the second     Paula is a place to the family for a space of the family family family for a space of the family fami	#2.8		O an quan	Near	Static	Full	-			
5.1.       Träng mich nicht vick       Rong rau ien       Pull       Diegonal angle 45, direction from top in be motified.       Finale istad.       Finale istad.<	#2.9		O an quan	Central	Static	Full	Blue-white ball		Female lead	
#5.1       The day much which which make       Rong matter may       Full       Diagonal angle 45, for the day of the day much make the day when much be a construction when much means the day much make the day much	#2.10		Yellow floor	Near	Top down	Full	Blue-white ball		-	
49.2       Der dag i å Jorde my ok klav udg må Jorde my ok klav udg må       O an quan       Central       Straight face prime       Full       Central       Straight face prime       Full       Central       Straight face prime       Full       Central       Straight face prime       Full       Full       The sent sentence takes the cross from the dark Take fund and prix it on blass.       Fermale lead.       More down.         #3.4       Ager orging ar oking Cho nn soft im data dark       5-10-15       Full       Straight face transmitted for an and read in participation and read transmitted for an and read in participation and read transmitted for an and read transmitted for an and read in participation and read transmitted for an and read in participation and read transmitted for an and read transmitt	#3.1			Full	direction from top	Full	-	in the middle) - 4 actors look towards the middle - The singer looks at the camera, after finishing	supports (2 men, 2	Hold the fan
#3.3       Norming an logic       5-10-15       Central       the bog corner to the form corner to	#3.2	Em đây í à Trước nay vẫn kiêu vậy mà	O an quan	Central	Straight face	Full	Crown	The next sentence takes the crown from the helper's hand and puts it on his head.		person to hold and take the
#34       Operation of the set of the	#3.3		5-10-15	Central	the top corner to	Full	Letters		Female lead	
#4.1       Har-       Blue floor       Central degree swithing towards here female lead       Full       Blue-white ball       The female lead lip-syncs, the male lead lies next lead       Female lead, male lead, male lead       Check your bolongings (any of Nan's belongings (any of Nan's bel	#3.4		5-10-15	Full	Straight face	Full	Heart	scene, while the male character stands behind the		Move down
Image       Description       Description <thdescription< th="">       &lt;</thdescription<>	#4.1	Ha~	Blue floor	Central	degrees/swirling towards the female	Full	Blue-white ball			
#4.3       Har-       Blue floor       Central degrees/multi out to protagonist lying new to him protagonist lying new to him       Full       Blue-white ball       The female lead lies still, the male lead rolls out of female lead, male lead         #4.4       Lâm em dấm hoài 5 - 10 - 15       5-10 - 15       Full       Straight face       Full       Heart glasses       Stop motion: female protagonist wearing glasses       Female lead       Saw the full set 5-10-15         #5.1       7 thu enh thi vor câu công qua       O an quan       Full       Hand held       Full       -       5 dancers       5 dancers         #5.2       17 syêu thi mẩy công liểu       Rong ran len may       Full       Straight face       Full       -       5 dancers       Female lead, male lead       lead         #5.2       17 syêu thi mẩy công liểu       Rong ran len may       Full       Straight face       Full       -       The male lead rushed forward (supporters held back her shirt)       Female lead, male       lead         #5.3       (Chinh là dingén ó la (ching qua       O an quan       Full       Hand held       Full       -       5 dancers       female lead, male       lead         #5.4       Bitu liểu       0 an quan       Full       Hand held       Full       -       5 dancers       female lead, male       lead	#4.2		5-10-15	Near	Straight face	Full	Heart		Female lead	Try lying on your heart
#4.4       Lam em aem nodi 3 - 10 - 13       3 - 10 - 13       3 - 10 - 13       Full       Straight face       Full       Full       -       5 dancers       5 dancers         #5.1       Ó tinh là dugén ói a Yêu anh thì vục sảu cũng qua       O an quan       Full       Hand held       Full       -       5 dancers dance       5 dancers         #5.2       Vi yêu thì mẩy cũng liều       Rong ran len may       Full       Straight face       Full       -       The male lead stands at the dragon's head (the one who catches it)       Female lead, male lead         #5.3       Chinh là dugén ói a (Chinh Non cao mà vục sâu cũng qua       O an quan       Full       Hand held       Full       -       S dancers       Female lead, male lead       Female lead, male lead         #5.3       Vi yêu nào cò bao nhiêu Biết cmh là "aố quốy" Nhưng mà là quố yêu       5 -10 -15       Central       The front gradually zoms in on the characters       Full       -       S dancers       Female lead, male lead       Female lead, male lead         #6.1       O an quan       Full       Fix       Full       Blue - white balls ball bag       X2. Men and women walk back and forth picking up balls       Female lead, male lead       Female lead, male lead         #6.2       Dance Break 1       Elue floor       Central       Static       Full       Blu	#4.3	Ha~	Blue floor	Central	degrees/swirl out to see the male protagonist lying	Full	Blue-white ball			
#5.1       Feu anh thì vực tầu cũng qua       O an quan       Full       Hand held       Full       -       5 dancers       5 dancers         #5.2       Vì yêu thì mấy cũng liều       Rong ran len may       Full       Straight face       Full       -       The male lead stands at the dragon's head (the one who catches it)       Female lead, male lead         #5.3       Cithi là duyên ối a (Chức) Non cao mà vực tâu cũng qua       O an quan       Full       Hand held       Full       -       The female lead's heart fluttered and she looked at the dragon's head (the one who catches it)       Female lead, male lead         #5.3       Chứch là đuyên ối a (Chức) Non cao mà vực tâu cũng qua       O an quan       Full       Hand held       Full       -       The female lead's heart fluttered and she looked at the dragon's head (supporters held back her shirt)       Female lead, male lead         #5.4       Vì yêu nào có bao nhiều Biểt anh là "dô quỹ"       5-10-15       Central       The front gradually zooms in on the two main characters       Full       Wooden podium       The female lead's heart fluttered and she looked at the camera The word Devil' turned to look at the male lead       Female lead, male lead         #6.1       O an quan       Full       Fix       Full       Blue - white balls, ball bag       x2. Men and women walk back and forth picking       Female lead, male lead         #6.1       Blue fl	#4.4	Làm em đếm hoài 5 - 10 - 15	5-10-15	Full	Straight face	Full	Heart glasses		Female lead	Saw the full set 5-10-15
#5.2       Vi yêu thi máy cũng liều       Rong ran len may       Full       Straight face       Full       -       who catches it) The female lead rushed forward (supporters held lead       Female lead, male lead         #5.3       Liều liều liều ở tình là đuyền ối a (Chứ) Non cao mà vực sâu cũng qua       O an quan       Full       Hand held       Full       -       S dancers dance       5 dancers         #5.4       Vi yêu nào có bao nhiều qua       5-10-15       Central       The front gradually zooms in on the two main characters       Full       -       The female lead's heart fluttered and she looked at the camera The male lead's heart fluttered and she looked at the camera The male lead's heart fluttered and she looked at the camera The male lead's heart fluttered and she looked at the camera The male lead's heart fluttered and she looked at the camera The male lead's heart fluttered and she looked at the camera The male lead's heart fluttered and she looked at the camera The male lead's heart fluttered and she looked at the camera The male lead's heart fluttered and she looked at the camera The male lead's heart fluttered and she looked at the camera The male lead's heart fluttered and she looked at the camera The male lead's heart fluttered and she looked at the camera The male lead's heart fluttered and she looked at the camera The male lead's heart fluttered and she looked at the camera The male lead's heart fluttered and she looked at the camera       Female lead, male lead         #6.1       O an quan       Full       Fix       Full       Blue - white balls, ball bag       Stop motion: Gradually lose the shadow according to the	#5.1		O an quan	Full	Hand held	Full	-	5 dancers dance	5 dancers	
#5.3       Ó tinh là duột ối à (Chứ) Non cao mà vực sâu cũng qua       O an quan       Full       Hand held       Full       -       5 dancers dance       5 dancers         #5.4       Vì yêu nào có bao nhiều Biết anh là "đổ quố" Nhưng mà là quố yêu       5-10-15       Central       The front gradually zooms in on the two main characters       Full       -       5 dancers dance       5 dancers         #6.1       O an quan       Full       Fix       Full       Blue - white balls, ball bag       x2: Men and women walk back and forth picking up balls       Female lead, male lead         #6.1       Blue floor       Central       Static       Full       Blue - white balls, ball bag       x2: Men and women walk back and forth picking to the beat of the music       Female lead, male lead         #6.2       Dance Break 1       Blue floor       Central       Static       Full       Blue-white ball ball bag       Stop motion: Gradually lose the shadow according to the beat of the music       -       -	#5.2			Full	Straight face	Full	-	who catches it) The female lead rushed forward (supporters held	Female lead, male	
#5.4       Description       5-10-15       Central       zooms in on the two main characters       Full       Wooden podium       the camera The male lead stands on the other side International lead       Female lead, male lead         #6.1       0 an quan       Full       Fix       Full       Blue - white balls, ball bag       x2: Men and women walk back and forth picking up balls       Female lead, male lead         #6.1       0 an quan       Full       Fix       Full       Blue - white balls, ball bag       x2: Men and women walk back and forth picking up balls       Female lead, male lead         #6.2       Dance Break 1       Blue floor       Central       Static       Full       Blue - white ball, ball bag       Stop motion: Gradually lose the shadow according to the beat of the music       -         #6.2       Dance Break 1       Blue floor       Central       Static       Full       Blue - white ball, ball bag       Stop motion: Gradually lose the shadow according to the beat of the music       -	#5.3	Ở tình là đuyên ối a (Chứ) Non cao mà vực sâu cũng	O an quan	Full	Hand held	Full	-	5 dancers dance	5 dancers	
#6.1     Dance Break 1     Blue floor     Central     Static     Full     Blue-white ball Blue-white ball     Stop motion: Gradually lose the shadow according to the beat of the music	#5.4	Biểt anh là "đồ quỹ"	5-10-15	Central	zooms in on the two main	Full	Wooden podium	the camera The male lead stands on the other side	Female lead, male	
#6.2     Dance Break 1     Blue floor     Central     Static     Full     Blue-white ball Blue-white ball     Stop motion: Gradually lose the shadow according to the beat of the music	#6.1		O an quan	Full	Fix	Full				
Blue, white balls Ston motion: The wale's balloon has gradually	#6.2	Dance Break 1	Blue floor	Central	Static	Full	-	Stop motion: Gradually lose the shadow according		
wo.5 O an quan Central Static Full ball bag rises	#6.3		O an quan	Central	Static	Full	· · · · · · · · · · · · · · · · · · ·	Stop motion: The male's balloon bag gradually	lead actor	

Rồng rắn lên máy, vậy thì qua đây ngồi cùng Đồi ta thì khác xa còn anh là ác Gặp nhau là vấn vương, cảm giác như pha đường Rong ran len #7.1 Cer How about a movie, khiến trò chơi này thủ vị may Tại sao mà ta là lại cho cho đi, anh thì không suy nghĩ gì Em thì vẫn còn đắn đo, đôi hàng mi gầy lắng lo Sao mà nay lại nắng to, cảm giác này rất là li kì Cuộc sống không như là mơ còn anh là chúa trong khu Rong ran len #7.2 may Sống được hai thập niện làm cho anh thấy mông lung Chẳng thế biết được ta là ai, còn anh từ dưới chui lên #7.3 Minh gặp nhau và xa ngày mai, dùng chân đứng trước mỗi em Rong ran len C may #7.4 Backup #7.5 Backup #8.1 O an quan Ha~ #8.2 Hồi chưa ném sỏi sao đòi ăn O an quan quan? Ha~ #8.3 Tỉnh duyên kiếp nào đầu trò dọc ngang? O an quan Ô tình là duyên ối a #9.1 Fêu anh thì vực sâu cũng qua Vì yêu thì mấy cũng liêu 5 -10-15 #9.2 Liếu liều liêu 5 -10-15 Ó tình là đuyên ối a Rong ran len may #9.3 (Chứ) Non cao mà vực sâu cũng qua Vî yêu nào có bao nhiêu Biểt anh là "đồ quỹ" Nhưng mà... Rong ran len may #9.4 Sợ khi yêu lắm thương vùa #10.1 Chẳng còn "đồ quỹ" cho vùa ý 5 -10-15 Một thượng hai chó đối lừa #10.2 Đừng thể với hứa Gió đưa cho mà xem O an quan Rong ran len may #10.3 Sễ thựa ba mẹ em des 5 -10-15 #11.1 #11.2 5 -10-15 #11.3 O an quan Dance break 2 #11.4 Ô ăn quan Rong ran len #11.5 C may Rong ran len #11.6 may Rong ran len may #12.1 #12.2 O an quan #12.3 5 -10-15

CanalIsed baidFullSuppleCan billow make dators and female datorsJancersNurrJancersJancersJancersJancersJancersNurrJancersFullJune datorsJancersJancersNurrJancersFullJune datorsJancersJancersNurrJancersFullJune datorsJune datorsJancersNurrJune datorsFullJune datorsJune datorsJune datorsNurrJune datorsFullJune datorsJune datorsJune datorsNurrJune datorsFullJune datorsJune datorsJune datorsNurrJune datorsFullFullJune datorsJune datorsJune datorsNurrJune datorsFullFullFullJune datorsJune datorsJune datorsNurrJune datorsFullFullFullJune datorsJune datorsJune datorsJune datorsNurrJune datorsFullFullFullJune datorsJune datorsJune datorsJune datorsPuelFullFullFullFullFull Hall HallJune datorsJune datorsJune datorsJune datorsPuelFullFullFull HallFull Hall HallFull Hall Hall Hall Hall Hall Hall Hall H							
Near         Static         Full	Central	Hand held	Full	-		2 dancers	
Central         hand held,         Full         White poiss         Degrees and the end by separated, the cames and bedree stranged, the cames and bedree stranged.         2 dancer, female lead           New         Static         Full         -         The female lead patted her face         Female lead         -           New         Static         Full         -         Nam tupped hit for         Head actor         -           Full         Hand Add, cam         Full         -         Nam tupped hit for         Female lead         -           Central         Static         Full         -         The female lead state on the poistum.         Female lead         -           Central         Statight face         Full         -         The female lead state on the poistum.         Female lead         -           Tota         Stratight face         Full         Heart         Female lead state on the poistum to the stock of the repe and trise to the reperime repoistom repoistrate reperime reperime reperime reperime reperime	Near	Static	Full	-	crossed. Acts with a sarcastic expression "This game is interesting" - the male lead glanced	lead actor	
Near Static         Full         ·         Nam tapped his ford         lead store         inclusion           Full         Hand bald, cam out         Pull         White podum         The feasible and its on the podum, tank up, for feasible and its on the podum, tank up, for feasible and its on the podum, tank up, for feasible and its on the podum, tank up, for feasible and its of the full         Feasible and its first on the feasible and its of the feasible and	Central	hand held,	Full	White podium	together. At the end they separated, the camera zoomed in on the main female dancer sitting on	2 dancers, female lead	
Hand held, can zoom out         Full         White podium ick the hard is on the podium, itada up, of the hardine lise down and then kicks the bull.         Female lead           Central         Hand held, can zoom in         Full         -         The female lead arts on the podium, itada up, of the hardine lise down and then kicks the bull.         Female lead         Female lead           Toan         Straight face         Full         Heart         End of semale lead and the rops and tries to pull be hard to can' pull be hard to can'         Female lead         Female lead           Full         Hand held         Full         -         The female protagonist holds the rops and tries to pull be hard to can'         Female lead           Full         Hand held         Full         -         Someon: tape gradually appears on the heat         -         Dosage dose dose           Full         Static         Full         -         S dancers         S dancers         S dancers           Full         Hand held         Full         -         S dancers in why wing The female lead is immetred in shadow, idwit?         S dancers         S dancers         Min. Nhan jumped out with the word "devit?"           Full         Hand held         Full         Podium         Nam at on the podium, 'dwit?         S dancers         S dancers           Full         Hand held         Full <td>Near</td> <td>Static</td> <td>Full</td> <td>-</td> <td>The female lead patted her face</td> <td>Female lead</td> <td></td>	Near	Static	Full	-	The female lead patted her face	Female lead	
Full         Prior and the date of	Near	Static	Full	-		lead actor	
Central TownStraight faceFullFullHeart Heart and def sentonceThe male lead passed by; the lead def sentonceThe male lead passed by; the leadFemale lead, male leadFullHand heldFullHeart 3 perioral tape (custom harge)Stop motion: tape gradually appears on the heart default appears on the heart-Doage dose doseFullStaticFull-5 dancers5 dancers5 dancersFullStaticFull-5 dancers dance, the female enters with the word deart? ("but" the dancer looks towards the female lead)5 dancers, female lead word "devil".FullHand heldFull-5 dancers dance, the female enters with the word dearer looks towards the female lead)5 dancers, female lead word "devil".FullHand heldFull-5 dancers dance, the female enters with the word dearer looks towards the female lead)5 dancers, female lead word "devil".FullHand heldFull5 dancers dance, the podium Woman bing and waying The female enter with the word dearer looks towards the female lead5 dancers, female lead word "devil".FullHand heldFullFullHand heldFullPodium formThe female enter with the word dearer looks towards the female lead-FullHand heldFull-Podium formFemale enter with the word dearer-FullHand heldFullPodium formPodium formFemale enter with th	Full	zoom out	Full	White podium	kicks the ball Or the heroine lies down and then kicks the ball.	Female lead	
Ioan         Straight Rice         Full         Heart         female lead looked after         lead           Full         Hand held         Full         -         The female protagonist holds the rope and tries to pull the heart but can't         Female lead         Female lead           Central         Static         Full         Heart 3 personal tape (custom large)         Stop motion: tape gradually appears on the heart         -         Doiage doie doie           Full         Static         Full         -         5 dancers         5 dancers         dancers           Full         Hand held         Full         -         5 dancers dance, the female enters with the word drewit? (Put" the dancer looks towards the female lead)         5 dancers, female lead         Mat. Nhan jumped out with the lead)           Full         Hand held         Full         -         -         Static         Mat. Nhan jumped out with the lead)           Full         Hand held         Full         Polium         Norm a yong any awaying The female lead is immersed in shadow; lead         Female lead         Mat. Nhan jumped out with the lead           Full         Hand held         Full         Gloiny applyce form <sup>**</sup> Frame 8 - 01: 1 vertical line (7 dancers)         Female lead           Static         Full         Gloiny applyce form <sup>**</sup> Frame 8 - 02: 1 ver	Central		Full	-		Female lead	
Fund         Hand held         Full         Heart genome (custom large)         pull the heart but cant         Petmäle lead           Central         Static         Full         Heart genome (custom large)         Stop motion: tape gradually appears on the heart         -         Dosage dose dose           Full         Static         Full         -         5 dancers         5 dancers           Full         Hand held         Full         -         5 dancers dance, the female enters with the word devil" ("but" the dancer looks towards the female lead)         5 dancers, female lead word "devil".           Full         Hand held         Full         -         S dancers dance, the female enters with the word devil" ("but" the dancer looks towards the female lead)         5 dancers, female lead word "devil".           Full         Hand held         Full         Policium         Nam at an on the polium Woman lying and awaying The female lead is immersed in hadow, ip-syncing. Mooth lip syncing, hand raised to mouth (whispering) Dance band         Female lead, male lead         Mat. Nhan jumped out with the lead           Specific         Static         Full         Glossy applique form?         Pame 8 - 01: 1 vertical line (7 dancers)         Female lead, male lead         Static           Full         Hand held         Full         Static         Full         Dance band Frame 8 - 01: 1 vertical line (7 dancers)         female	Toan	Straight face	Full	Heart		· · ·	
Central         Static         Full         3 personal tage (custom large)         Stop motion: tage gradually appears on the heart         -         Dosage dose dose           Full         Static         Full         -         5 dancers         5 dancers         5 dancers           Full         Hand held         Full         -         5 dancers dancer, de fenale enters with the word "devil" ("burd" the dancer looks towards the female "devil" ("burd" the dancer looks towards the female lead         5 dancers, female lead         Ms. Nhan jumped out with the word "devil".           Full         Hand held         Full         -         5 dancers dancer dancer, de female enters with the word "devil" the dancer looks towards the female lead         5 dancers, female lead         Ms. Nhan jumped out with the word "devil".           Full         Hand held         Full         Podium         Nam sat on the podium "Unsmarking and straying The female lead is immersed in shadow, ilp-syncing, hand raised to mouth (whitipering) Dance band         Female lead         Ms.           Static         Full         Ball Glossy applay fermale so the podium         Female lead         Female lead         Incers           Full         Hand held         Full         Parce band Frame 8 - 02: noving the squad         7 dancers         Incers           Full         Hand held         Full         .         Dance band Frame 8 - 03: moving the squad </td <td>Full</td> <td>Hand held</td> <td>Full</td> <td>-</td> <td></td> <td>Female lead</td> <td></td>	Full	Hand held	Full	-		Female lead	
FullHand heldFull-Sdancers dance, the female enters with the word "devil" ("but" the dancer looks towards the female lead)S dancers, female lead word "devil".FullHand heldFull-Sdancers dance, the female enters with the word "devil" ("but" the dancer looks towards the female lead)S dancers, female lead word "devil".FullHand heldFullPodiumNam sat on the podium Woman bring and waying The female lead is inmersed in shadow, lip-yncing Mouth lip syncing, hand raised to mouth (whipering) Dance bandFemale lead, male leadStaticFullBall Glossy applique form"Frame 8 - 01: 1 vertical line (7 dancers)Female leadSpecific escriptionStaticFullOnce band Frame 8 - 02: 1 vertical line (7 dancers)Female leadFullHand heldFull-Dance band Frame 8 - 03: moving the squad7 dancersCentral (Close-up -color swipe)FullBlue and yellowDance band Frame 8 - 04: 7 V-shaped people7 dancersFullHand heldFull-Dance band Frame 8 - 05: 60: Dance 3 up, 2 down (5 dancers)7 dancersFullHand heldFull-Dance band Frame 8 - 05: 00 Dance 3 up, 2 down (5 dancers)7 dancersFullHand heldFull-Dance band Frame 8 - 05: 40: Dance 4 Dancers7 dancersFullHand heldFull-Dance band Frame 8 - 05: 40: Dance 4 Donclusion (7 dancers)7 dancersFullHand heldFull-Dial set design	Central	Static	Full	3 personal tape	Stop motion: tape gradually appears on the heart	-	Dosage dose dose
Full       Hand held       Full       -       "devul" ("bur" the dancer looks towards the female       5 dancers, female lead       Min. Nam jumped out winn the word "devul".         Full       Hand held       Full       Podium       Nam sat on the podium       Nam sat on the podium       Female lead, male lead, male lead       Female lead       Female lead, male lead       Female fef	Full	Static	Full	-	5 dancers	5 dancers	
FullHand heldFullPodiumWoman Uring and swaring The female lead is immersed in shadow, Ilp-syncing Mouth lip syncing, hand raised to mouth (Mispering) Dance bandFemale lead, male leadCentralStaticFullGlossy applique form"Frame 8 - 01: 1 vertical line (7 dancers)"Female leadSpecificStaticFullClossy applique form"Frame 8 - 02: 1 vertical line (7 dancers)Female leadFullHand heldFull-Dance band Frame 8 - 02: 1 vertical line (7 dancers)female leadFullHand heldFull-Dance band Frame 8 - 03: moving the squad7 dancersCentralCentral focuses on the first female (Cose-up - color outFullBlue and yellowDance band Frame 8 - 04: 7 V-shaped people7 dancersFullHand heldFull-Dance band Frame 8 - 04: 7 V-shaped people7 dancersFullHand held Pull- outFullDance band Frame 8 - 04: 7 V-shaped people7 dancersFullHand heldFull-Dance band Frame 8 - 04: 7 V-shaped people7 dancersFullHand heldFull-Dance band Frame 8 - 04: 7 V-shaped people7 dancersFullHand heldFull-Dance band Frame 8 - 04: 7 V-shaped people7 dancersFullHand heldFull-Dance band Frame 8 - 04: 7 V-shaped people7 dancersFullHand heldFull-Dance band Frame 8 - 04: 7 V-shaped people7 dancers <t< td=""><td>Full</td><td>Hand held</td><td>Full</td><td>-</td><td>"devil" ("but" the dancer looks towards the female lead)</td><td>5 dancers, female lead</td><td></td></t<>	Full	Hand held	Full	-	"devil" ("but" the dancer looks towards the female lead)	5 dancers, female lead	
CentralStaticFullGlossy applique form"Frame 8 - 01: 1 vertical line (7 dancers)"Female leadSpecific escriptionStaticFullDance band Frame 8 - 02: 1 vertical line (7 dancers)Female leadFullHand heldFull.Dance band Frame 8 - 03: moving the squad7 dancersCentral focuses on the first female (Close-up - color swipe)FullBlue and yellowDance band Frame 8 - 03: moving the squad7 dancersFullHand held Pull - outFullBlue and yellowDance band Frame 8 - 04: 7 V-shaped people7 dancersFullHand held Pull - outFull.Dance band Frame 8 - 05+06: Dance 3 up, 2 down (5 dancers)7 dancersFullHand heldFull.Dance band 	Full	Hand held	Full	Podium	Woman lying and swaying The female lead is immersed in shadow, lip-syncing Mouth lip syncing, hand raised to mouth (whispering)		
escription       Static       Full       Frame 8 - 02: 1 vertical line (7 dancers)       Female lead         Full       Hand held       Full       -       Dance band Frame 8 - 03: moving the squad       7 dancers         Central focuses on the first female (Close-up - color swipe)       Full       Blue and yellow       Dance band Frame 8 - 04: 7 V-shaped people       7 dancers         Full       Hand held/Pull - out       Full       -       Dance band Frame 8 - 04: 7 V-shaped people       7 dancers         Full       Hand held/Pull - out       Full       -       Dance band Frame 8 - 04: 7 V-shaped people       7 dancers         Full       Hand held       Full       -       Dance band Frame 8 - 04: 7 V-shaped people       7 dancers         Full       Hand held       Full       -       Dance band Frame 8 - 04: 7 V-shaped people       7 dancers         Full       Hand held       Full       -       Dance band Frame 8 - 07+08: Dance + Conclusion (7 dancers)       7 dancers         Central       Hand held       Full       -       Dial set design -> backup       5 dancers         Full       Hand held       Full       -       Dial set design -> backup       7 dancers, Female lead         Full       Hand held       Full       -       Dial set design -> backup       -	Central	Static	Full	Glossy applique	Frame 8 - 01: 1 vertical line (7 dancers)"	Female lead	
Full       Hand held       Full       -       Dance band Frame 8 - 03: moving the squad       7 dancers         Central       Central focuses on the first female (Close-up - color swipe)       Full       Blue and yellow       Dance band Frame 8 - 04: 7 V-shaped people       7 dancers         Full       Hand held/Pull - out       Full       -       Dance band Frame 8 - 04: 7 V-shaped people       7 dancers         Full       Hand held/Pull - out       Full       -       Dance band Frame 8 - 05+06: Dance 3 up, 2 down (5 dancers)       7 dancers         Full       Hand held       Full       -       Prame 8 - 07+08: Dance + Conclusion (7 dancers + 1 Singer)       7 dancers         Central       Hand held       Full       -       Dial set design -> backup       5 dancers         Full       Hand held       Full       -       Dial set design -> backup       7 dancers, Female lead         Full       Hand held       Full       -       Dial set design -> backup       -         Full       Hand held       Full       -       Dial set design -> backup       -         Full       Hand held       Full       -       Dial set design -> backup       -         Full       Hand held       Full       -       Quay set design -> backup       - <td>•</td> <td>Static</td> <td>Full</td> <td></td> <td></td> <td>Female lead</td> <td></td>	•	Static	Full			Female lead	
Central       Central focuses on the first female (Close-up - color swipe)       Full       Blue and yellow       Dance band Frame 8 - 04: 7 V-shaped people       7 dancers         Full       Hand held/Pull - out       Full       -       Dance band Frame 8 - 05+06: Dance 3 up, 2 down (5 dancers)       7 dancers         Full       Hand held       Full       -       Dance band Frame 8 - 05+06: Dance 3 up, 2 down (5 dancers)       7 dancers         Full       Hand held       Full       -       Dance band Frame 8 - 07+08: Dance + Conclusion (7 dancers)       7 dancers         Central       Hand held       Full       -       Dial set design -> backup       5 dancers         Full       Hand held       Full       -       Dial set design -> backup       7 dancers, Female lead         Full       Hand held       Full       -       Dial set design -> backup       -         Full       Hand held       Full       -       Dial set design -> backup       -         Full       Hand held       Full       -       Dial set design -> backup       -         Full       Hand held       Full       -       Dial set design -> backup       -		Hand held	Full	-	Dance band	7 dancers	
Full       Out       Full       -       Frame 8 - 05+06: Dance 3 up, 2 down (5 dancers)       7 dancers         Full       Hand held       Full       -       Prame 8 - 05+06: Dance 4 up, 2 down (5 dancers)       7 dancers         Full       Hand held       Full       -       Prame 8 - 07+08: Dance + Conclusion (7 dancers)       7 dancers         Central       Hand held       Full       -       Dial set design -> backup       5 dancers         Full       Hand held       Full       -       Dial set design -> backup       7 dancers, Female lead         Full       Hand held       Full       -       Dial set design -> backup       -         Full       Hand held       Full       -       Dial set design -> backup       -         Full       Hand held       Full       -       Quay set design -> backup       -         Full       Hand held       Full       -       Quay set design -> backup       -	Central	the first female (Close-up - color	Full	Blue and yellow	Dance band	7 dancers	
Full       Hand held       Full       -       Dance band Frame 8 - 07+08: Dance + Conclusion (7 dancers       7 dancers         Central       Hand held       Full       -       Dial set design -> backup       5 dancers         Full       Hand held       Full       -       Dial set design -> backup       7 dancers, Female lead         Full       Hand held       Full       -       Dial set design -> backup       7 dancers, Female lead         Full       Hand held       Full       -       Dial set design -> backup       -         Full       Hand held       Full       -       Dial set design -> backup       -         Full       Hand held       Full       -       Quay set design -> backup       -	Full		Full	-		7 dancers	
Full     Hand held     Full     Oil a set design -> backup     7 dancers, Female lead       Full     Hand held     Full     -     Dial set design -> backup     -       Full     Hand held     Full     -     Quay set design -> backup     -	Full		Full	-	Dance band Frame 8 - 07+08: Dance + Conclusion (7 dancers	7 dancers	
Full     Hand held     Full     Old Set design -> backup     -       Full     Hand held     Full     -     Quay set design -> backup     -	Central	Hand held	Full	-	Dial set design -> backup	5 dancers	
Full     Hand held     Full     Quay set design -> backup     -	Full	Hand held	Full	-	Dial set design -> backup	7 dancers, Female lead	
	Full	Hand held	Full	-	Dial set design -> backup	-	
	Full	Hand held	Full	-	Quay set design -> backup	-	
Full Hand held Full - Quay set design -> backup -	Full	Hand held	Full	-	Quay set design -> backup	-	



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NO.	TITLE	NAME	S.O.W	NO.	TITLE	NAME	S.O.W	
		Production Crev	J A A A A A A A A A A A A A A A A A A A	11	Photographer		- Responsible for images	
1	Executive Producer	Quỳnh Trang	- Project production management - Manage and coordinate onset timeline		riotographer		- Taking photos behind the scenes of production	
		a guint rong	<ul> <li>Responsible for handling crisis situations</li> <li>Management and coordination of production personnel</li> </ul>	12	Gaffer	Kim Minh, Minh Quân, Anh Khôi, Thành Lộc	- Set up lighting according to the director's request	
2	Line Producer	Quỳnh Trâm	- Manage onset timeline - Followup photo shooting angles - Manage & follow up media images - Take care talent	13	Editor	Khánh Linh	- Mainly responsible for building and completing the MV	
3	Production Assistant	Phúc Bảo, Trần Thảo	- Mainly responsible for image production - Coordinate & decide on scenes - Work with the Camop team to create filming sources	14	Stylist		- Responsible for costumes for models - Manage props & costumes for models	
			- Supporting the Director of visual production	15	Makeup Artist	Nguyen Lalinh, Thùy Như, Phương Thuỷ	- Responsible for the talent's makeup	
4	Director	Hoàng Lan	- Record locked sources		Hair Stylist	Thùy Như/Phương Thủy	- Responsible for the talent's hair	
5	Assistant Director	Khánh Linh	- Support the production process - Management of human resources and production props	16				
			- Manage props& equipment	17	Catering	Như Quỳnh	- Responsible for meals for the ekip	
6	Script Writer	Quỳnh Trang	- Conceptualize MV content - Together with the director, build shotlists		_	Thanh Lâm, Mai Trinh, Thành Duy, Hồ Cường, Ngọc	- Logistical support	
7	Storyboard	Hoàng Lan, Duy Lê	- Draw storyboards based on the script & shotlist	18	Supporter	Duyên, Phương Khánh, Duy Tuệ, Thiên Bảo, Trọng Hiếu	- Support onset setup	
			- Building MV's set design			Talent		
8	Set design	Khánh Linh	<ul> <li>Mainly responsible for building onset setdesign</li> <li>Responsible for managing &amp; producing props for the scene</li> </ul>	1	Singer	Lê Thanh Nhàn	- Main actress in MV	
9	DOP	Nguyễn Trung Huy	- Work with the director of visual production - Mainly responsible for shooting at onset	2	Actor	Lê Đông Duy	- Main actor in MV	
10	Camera Operator	Tiến Đạt, Lĩnh Vũ	- Filming on launch day under DOP's allocation	3	Dancer		- Support acting scenes in the MV - Dance performance of scenes in the MV	

## CHECKLIST

NO.	EQUIPMENT	QUANTITY	NO.	EQUIPMENT	QUANTITY
1	Sconce	7	11	Tripod	1
2	Kupo	3	12	Sandbag	3
3	Light leg	2	13	Apartment 1200	1
4	Boom the lights	1	14	Apartment 600	1
5	Wire	5	15	Sky pannel	2
6	Softbox	3	16	200x	1
7	Dresnel	1	17	Set machine A733	1
8	Dana	I	18	Set machine grip	1
9	Jib arms	1	19	Set lenses	1
10	Gimbal	1			

### Props

80.	PROPS	QUANTITY	NO.	PROPS	QUANTITY
1	White paint 181	2	21	White ribbon	1
2	Empty point bucket 51	5	22	Paper tape	2
3	Paint roller	10	23	18 mm rope	3
4	Basic color essence mixed with paint 500ml - Yellow	1	24	Big wire hangs from ratian	3
5	Basic color mix for paint 500ml - Blue	1	25	Letter-cut A4 size paper	20
6	Basic color concentrate mixed with paint 500ml - Red	1	26	Main men's ao dai	2
7	Crown	1	27	Paper, plastic cups, trash bags	1
8	Formex panels	1	28	Ice water bottle	1
9	Paper knives	5	29	Foot wrap	1
10	Drag	5	30	Cake	1
11	Paint brush	3	31	Plastic spoon	1
12	Golden podium	1	32	Mixed paint (8/10)	3
13	3 large printed personal tape	3	33	White paint 151	1
14	Large bottle of iron glue (500ml)	2	34	Plaster powder + roller	1
15	Clay wall stickers	2	35	Rolling pin	2
16	Foam double-sided tape	2	36	White paint SI	1
17	Heart glasses	1	37	Hotel (8/10)	1
18	Mesh ball bag (white or yellow)	2	39	leed	1
19	Rowing drum	1	40	Pencil + sharpetter	2
26	Drumstick	2	41	Blue and white plastic soccer ball (8 cm)	150

		COSTUME C	HECKLIST			
		ACTS	RESS			
	SET O AN QUAN			SET RONG RA	N LEN MAY	
Red dress	White shoes	White feather fan	Red pants	Red and purple silk skirt	Black leather gloves	Black heels
	SET 5-10-15					
Yellow Ao dai	Yellow fan	White open-toed shoes				
		ACT	OR	:45		
200.0015 - 10 March - 11	SET O A	AN QUAN		SET 5-10-15		
Red Ao dai	"Blue jeans	Black boots	Black Glasses	Yellow Ao dai	White pants	White sneaker
SET RONG R.	AN LEN MAY					
Set Renaissance	Black boots					
		96				
		DANC	ERS			CONTRACTOR OF THE OWNER
		SET Ó ĂN QUA	N		SET RRLM + 5-10-15	
	Pink Skirt	White croptop	Pink shirt	White kaki shorts	Yellow sweater	White kaki short
Thuy Nhu	М	Freesize	÷		M	L
Phuong Thuy M Freesize		+ :		L	L	
a manual a numb	Gold M Freesize					
	м	Freesize		-	L	L
	M L	Freesize			L	L
Gold						
Gold Huynh Thu	L		#5		L	L

### Equipment

### Consumes

NO.	TIME	DUR	SET	SCENCE	TALENT	PROPS			
	MORNING								
	06:00	01:30	Set up lights and props						
			Breakfast, worship						
1	07:30	00:30	Rong ran len may	1	Thanh Nhan	-			
2	08:00	00:10	Rong ran len may	2.9	Thanh Nhan	Blue and white ball			
3	08:10	00:10	Rong ran len may	10.3		-			
4	08:20	00:15	Rong ran len may	3.1		-			
5			Rong ran len may	7.1	Thanh Nhan, 4 dancers	-			
6	08:35	00:30	Rong ran len may	7.3	2 dancers	White podium			
7			Rong ran len may	9.3		-			
8	09:05	00:30	Rong ran len may	9.4	5 dancers	-			
9			Rong ran len may	11.5		-			
10	09:35	00:30	Rong ran len may	11.6	5 dancers	-			
11	10:05	00:15	Rong ran len may	5.2	Thanh Nhan, 7 dancers	-			
11.1	-		Rong ran len may	7.4	Thanh Nhan, Dong Duy				
12	10:20	00:15	Rong ran len may	7.2	Thanh Nhan	-			
12.1			Rong ran len may	7.5	Dong Duy				
13	10:35	00:10	Rong ran len may	2.1	Dong Duy	Drums, sticks			
14	10:45	00:10	Rong ran len may	12.1	Men's hands	Diano, Sacas			
15	10:45	00:30	Rong ran len may		-				
- 15	10.45	00.30	LUNCH	-	-	-			
	10:45	01:00	Switch to set up O AN QUA		- and means				
	10:45		Lunch time	IN - Set up light	s and props				
16	10:55	01:00		0.1	Thenh Mean	77 P. (n			
16	11:55	00:20	O an quan	8.1	Thanh Nhan	White podium Blue ball			
17			O an quan	8.2	Thanh Nhan				
18	12:15	00:15	O an quan	8.3	Thanh Nhan, Dong Duy	Heart Props			
19	12:30	00:10	O an quan	2.8	Thanh Nhan, Dong Duy				
20	12:40	00:20	O an quan	6.1	Thanh Nhan, Dong Duy	Blue and white ball			
21	13:00	00:10	O an quan	6.3	Dong Duy				
22	13:10	00:15	O an quan	10.2	Thanh Nhan	Blue and white ball			
23	13:25	00:15	O an quan	3.2	Thanh Nhan, 1 Support	Crown			
24	13:40	00:20	O an quan	2.2	Thanh Nhan, 3 dancers	-			
25			O an quan	2.3	Thanh Nhan, 3 dancers	-			
26	14:00	00:30	O an quan	5.1	5 dancers	-			
27			O an quan	5.3	5 dancers	-			
28	14:30	00:30	O an quan	11.3	7 dancers	-			
29	14.50	00.50	O an quan	11.4	7 dancers	-			
30	15:00	00:10	O an quan	2.6	-	Blue and white ball			
31	15:10	00:10	O an quan	12.2	-	-			
	15:10	01:00	Switch to set up 5 10 15 - Se	t up lights and p	props				
32	16:10	00:10	Blue Floor	4.1	Thanh Nhan, Dong Duy	Blue and white ball			
33	16:20	00:15	Blue Floor	4.3	Thanh Nhan, Dong Duy	Blue and white ball			
	16:35	00:30	Set 5 10 15 - Set up more						
34	17:05	00:15	5 10 15	3.4	Thanh Nhan, Dong Duy	Heart Props			
35	17:20	00:15	5 10 15	5.4	Thanh Nhan, Dong Duy	Heart Props			
36	17:35	00:15	5 10 15	10.1	Thanh Nhan, Dong Duy	Heart Props			
37	17.20	00.00	5 10 15	11.1					
38	17:50	00:30			7 dancers	-			
39	18:20	00:30	5 10 15	-	7 dancers	-			
40	18:50	00:15	5 10 15	3.3	Thanh Nhan	Letters			
41	19:05	00:10	5 10 15	4.2	Thanh Nhan	Heart Props			
42	1	[	1	4.4	Thanh Nhan	Heart Props			
44	19:15	00:10	5 10 15	7.7	r nann rynan	Sun glasses			
43	19:25	00:15	5 10 15	9.1	Thanh Nhan	Heart Props			
44	19:40	00:10	5 10 15	2.4	Thanh Nhan	White podium			
45	19:50	00:10	5 10 15	2.5	Thanh Nhan	-			
46	20:00	00:10	5 10 15	9.2	-	Heart Props			
47	20:00	00:15	5 10 15	12.3	-	-			
48	20:15	00:10	Yellow Floor	2.10	-	Blue and white ball			
					-	Blue and white ball			
40	20:25	00.10	Yellow Floor	0.2					
49	20:25	00:10	Yellow Floor	6.2	-	Dide and white our			
49	20:25		NIGHT		-	Disc and mine our			
49	20:25	00:10			-	Dide and Hinte out			

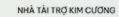
ONSET TIME			07:30			Sunday, September 08, 2023
CALL TIME GIỞ TẤP TRUNG EKIP			06:00			
LOCATION			The Boxes Studio 112/6 Phổ Quang, Phủ Nhuận, Họ Chi Minh			september oo, soso
		Park your car	in the shopping The organizers	censer parking garage o have prepared meals for ars full black clothes	opposite Studio al	¢.
0.	NAME	ROLE	CALLTIME	CONTACT		NOTE
			No. Sec. So & Art Mar	CREW		
1	Quỳnh Trang	Executive Producer	06:00	0854270877	<ul> <li>Manage and</li> <li>Responsible</li> <li>Management</li> </ul>	uction management coordinate onset timeline for handling crisis situations and coordination of production personnel
2	Quỳnh Trầm	Line Producer	06.00	0967251197	<ul> <li>Manage ons/</li> <li>Followup ph</li> <li>Manage &amp; fi</li> <li>Take care tal</li> </ul>	oto shooting angles Mow up medis images
3	Phúc Bảo, Trần Thảo	Director	06:00	0585201597	- Coordinate &	misble for image production 2 décide on scenes 1e Camera operation team to create filming sources
4	Hoàng Lan	Assistant Director	06.00	0906834983	- Supporting t - Record lock	he Director of visual production id sources
5	Khánh Linh	Production Assistant	06:00	0364652434	- Management	production process of human resources and production props pack equipment
6	Quynh Trang	Script Writer	06:00	0355568057	- Conceptualiz	e MV content h the director, build shotlists
7	Hoàng Lan, Duy Lê	Storyboard	06:30	0797913148	- Draw storyb	oards based on the script & shotlist
s	Khánh Linh	Set design	05:00	0906329343	<ul> <li>Building MV's set design</li> <li>Mainly responsible for building onset setdesign</li> <li>Responsible for managing &amp; producing props for the scene</li> </ul>	
9	Nguyễn Trung Huy	DOP	07:00	0906834983	<ul> <li>Work with the director of visual production</li> <li>Mainly responsible for shooting at onset</li> </ul>	
0	Tiến Đạt, Lĩnh Vũ	Camera Operator	07:00	0386375389	the sub-	aunch day under DOP's allocation
11	Đảng Khoa, Nhi Lu, Thế Mỹ, Thành Tài	Photographer	07:00	0775112003	- Responsible - Taking photo	for images is behind the scenes of production
12	Kim Minh, Minh Quân, Anh Khôi, Thành Lộc	Gaffer	07:00	0367421006	- Set up lighting according to the director's request	
3	Khánh Linh	Editor	07:00	0772609966	- Mainly responsible for building and completing the MV	
4	Hồng Phúc	Stylist	06:00	0904935067		for costumes for models 25 & costumes for models
15	Nguyen Lalinh, Thủy Như, Phương Thuỷ	Makeup Artist	06:00	0971400801	- Responsible	for the talent's makeup
6	Thủy Như Phương Thủy	Hair Stylist	06:00	0967251197	- Responsible for the talent's hair	
17	Như Quỹnh Thanh Lâm, Mai Trinh, Thành Duy, Hồ Cuông, Ngọc Duyên, Phương Khánh, Duy Tuộ, Thiên Bảo, Trọng Hiểu	Catering	06:00	0967251197	Responsible for meals for the ekip     Logistical support     Support onset setup	
				TALENT		
1	Lê Thanh Nhàn	Singer	06:00	0967251197	- Main actress	
2	Lễ Đồng Duy	Actor	05:30	0945480822	- Main actor in	
3	Thải Hoàng Kim	Dancer	07:15	0849260818	<ul> <li>Support acting scenes in the MV</li> <li>Dance performance of scenes in the MV</li> </ul>	
4	Huỳnh Ngọc Minh Thư	Dancer	07:15	0934051263	<ul> <li>Support acting scenes in the MV</li> <li>Dance performance of scenes in the MV</li> </ul>	
5	Lẻ Tấn Cường	Dancer	07:15	0909480193	Support acting scenes in the MV     Dance performance of scenes in the MV	
6	Lê Thân Thủy Như	Dancer	07:15	0934060719	<ul> <li>Support acting scenes in the MV</li> <li>Dance performance of scenes in the MV</li> </ul>	
Ż	Trần Phương Thuỷ	Dancer	07:15	0967251197	- Dance perfor	ag scenes in the MV mance of scenes in the MV
s	Phạm Lê Thắng Hùng	Dancer	07:15	0585201597	- Dance perfor	ng scenes in the MV mance of scenes in the MV
9	Phạm Lẻ Hải Ngọc	Dancer	07:15	0906834983	- Dance perfor	ng scenes in the MV mance of scenes in the MV
0	Thải Hoàng Kim	Dancer	07:15	0364652434		ig scenes in the MV mance of scenes in the MV
1	Huỳnh Ngọc Minh Thư	Dancer	07:15	0355568057		ng scenes in the MV mance of scenes in the MV
2	Lẻ Tấn Cường	Dancer	07:15	0967251197	- Support activ	ag scenes in the MV mance of scenes in the MV

CALLSHEET

TIMELINE ONSET

NOTE	
100 102	





Rare

NHÀ TÀI TRỢ VÀNG



2211 DALL DERV

NHÀ TÀI TRỢ ĐỔNG





TRIỂN LÃM NGHỆ THUẬT



### ART EXHIBITION ĐAN SẮC

### SEARCHING FOR PERSONAL IDENTITY

Dan Sac exhibition offers a journey of progressive multi-sensory experiences, taking participants through many levels of emotions

THẤU	СНАМ
BAMBOO resilient	SILK soft
SIGHT	SIGHT & TOUCH
	HEARING
See folk culture through an artistically arranged bamboo forest	Touch silk to feel its softness as well as see silk artwork

CÅM

LOTUS flexible

### **SIGHT & TOUCH & SMELL**

See, touch and feel folk culture through a space arranged like a lotus pond with fragrant lotus scent.

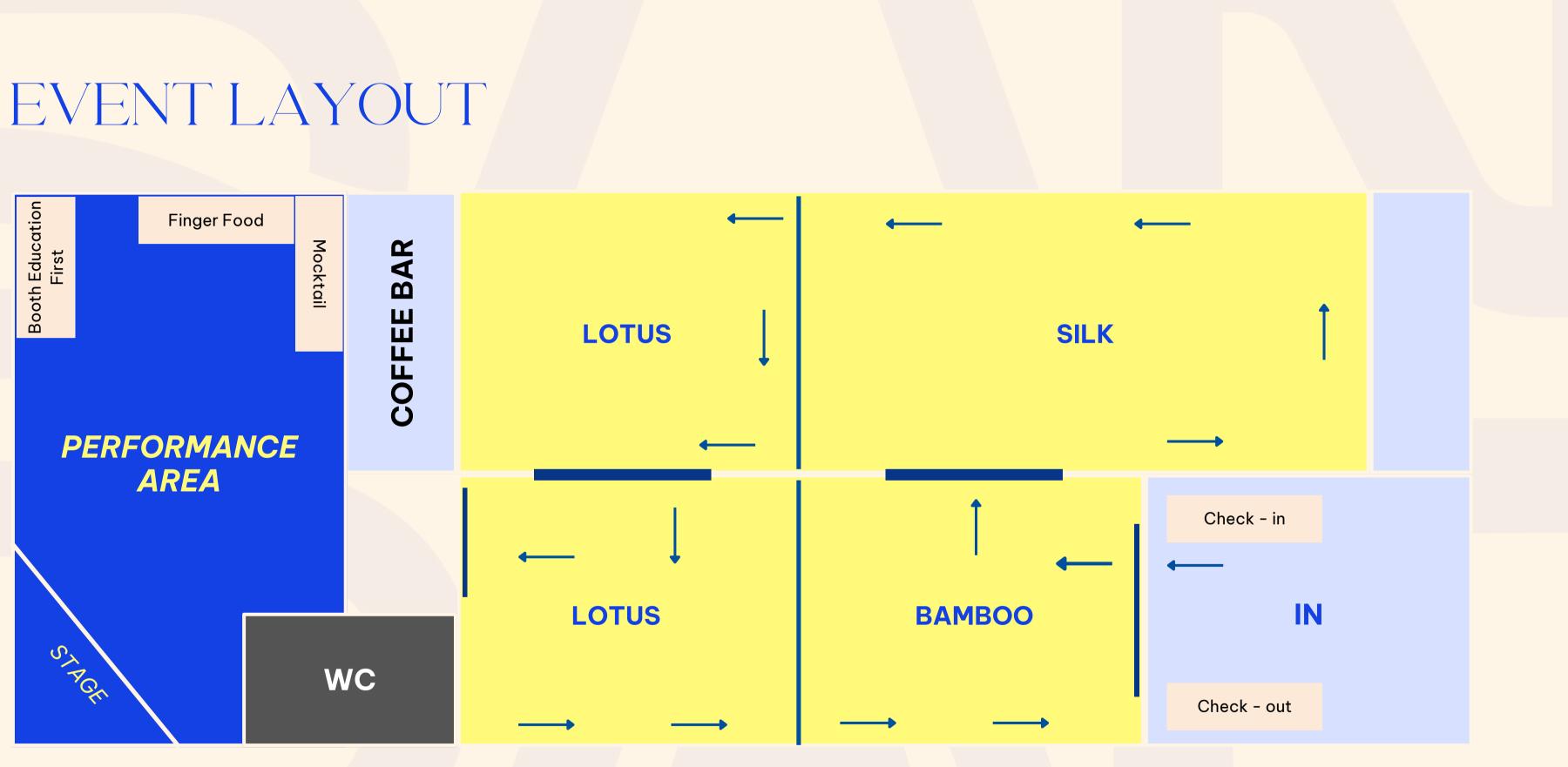


KEY VISUAL

# TIME 18/11/2023 -19/11/2023

# LOCATION

22 GALLERY 22 Phạm Cự Lượng, Phường 2, Tân Bình, Thành phố Hồ Chí Minh



Tiếp nối hành trình với những điểm CHẠM, đủ để ta biết Văn Hoá Dần Gian qua bao thời gian vẫn thật đẹp đẽ, tô điểm thêm nhiều sắc màu trong đời sống.

Khởi đầu với những khoảng không gian để mỗi người NHÌN ngắm và nhận ra rằng Văn Hóa Dân Gian vẫn luôn tồn tại ở khắp mọi nơi, len lỏi và đan kết vào cuộc sống.

Kết thúc chuyến hành trình với trải nghiệm đa giác quan để CẢM NHÂN và là lúc soi chiếu bản thân để thấy Văn Hóa Dân Gian đang tồn tại trong mỗi người với hình hài của tình yêu được đan kết manh mẽ.



Ai cũng là người thợ đan nên bức tranh Văn Hóa Dân Gian đa sắc màu. Vậy Văn Hóa Dân Gian ở đâu trong mỗi chúng ta?

CHAM

Và trong chính bản sắc cá nhân mỗi người cũng có một sắc màu đang chờ được khám phá.

> Nơi các THƠ ĐAN SẮC bắt đầu chuyến hành trình

> > Bạn đang ở đây





PHASE "THẦU" in exhibition

20

ÉODAI

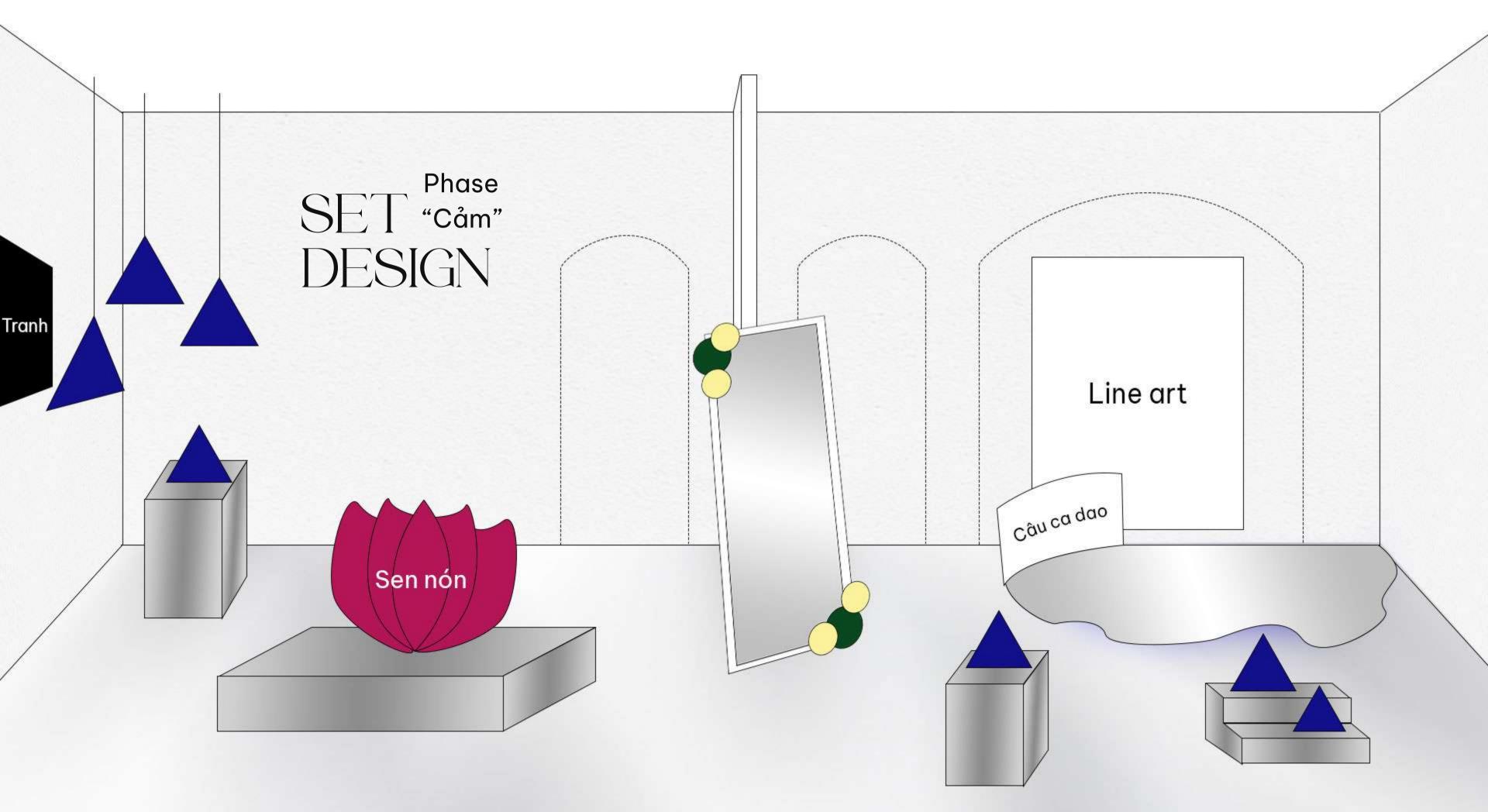
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18.11

09:00 - 12:00 Opening Ceremony & Press Tour

> **13:00 - 20:00** Open for visitors

**19.11** 09:00 - 20:00 Open for visitors

**19:00 - 20:00** Art performance



KEY ACTIVITIES











## KEY ACTIVITIES Performance Session

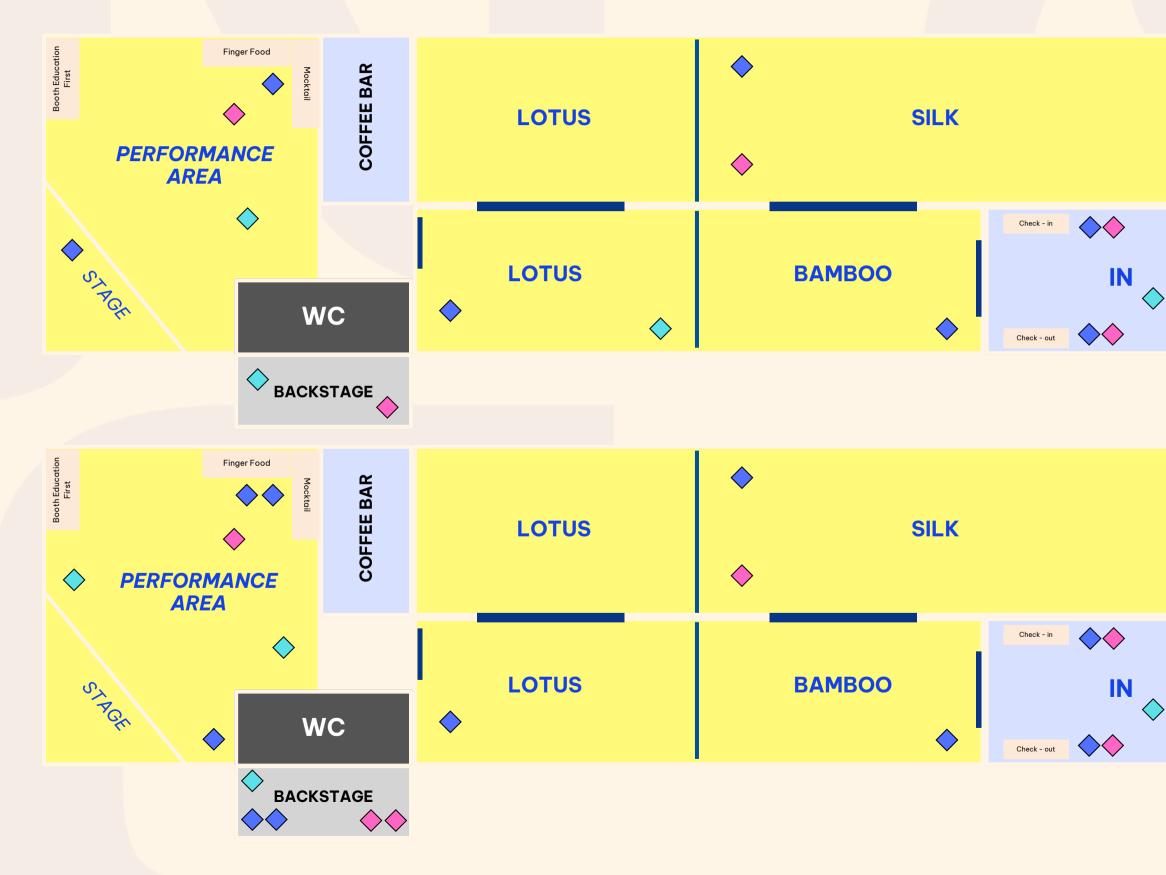
NO.	ART PERFORMANCE	DETAILS	PERFORMER
		November 18	
01	"Nắng Xuân"	Solo zither with self-composed songs by Meritorious artist - PhD. Hải Phượng. Head of Traditional Music Department at The Conservatory of Ho Chi Minh City.	Meritorious artist - PhD. Hải Phượng
02	"Mời Trầu"	The song "Mời Trầu" belongs to the folktronica music genre, the song is arranged by young producer Masew, borrowing the lyrics of Ho Xuan Huong's poetry and the customs of the Tay ethnic people.The performance combines folk dance with bamboo fans and bamboo sticks (Vietnamese folk culture items).Performed by Gen Z talents.	Singer: Hồng PhúcDancers: Thắng Hùng - Trà Giang
03	"Đồ Quỷ"	"Đồ Quỷ" is a song composed by singer-songwriter Phan Thanh Nhàn, produced and released by Đan Sắc.	Singer: Phan Thanh Nhàn - Dancers
		November 19	
01	"Bóng Phù Hoa"	"Bóng Phù Hoa" is a song of the folktronica music genre. Inspired by "Chuyện người con gái Nam Xương" - a work of Vietnamese Literature	Singer: Âu Vy
02	"Mời Trầu"	The song "Mời Trầu" belongs to the folktronica music genre, the song is arranged by young producer Masew, borrowing the lyrics of Ho Xuan Huong's poetry and the customs of the Tay ethnic people.The singing performance combines folk dance with bamboo fans and bamboo sticks (items in Vietnamese folk culture).Performed by Gen Z talents.	Singer: Hồng PhúcDancers: Thắng Hùng - Trà Giang
03	"Xa Khơi"	Xa Khoi is a reformed song - a folk performance genre. Portrayed by a Gen Z performer	Singer: Trương Lê Tuấn Kiệt
04	"Vũ Sắc Việt"	Exciting modern dance performance with music from the album "Link" - folktronica music album by Hoang Thuy Linh.Performed by Gen Z talents.	FStyle Crew

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## EKIP ONSITE

			P	P.I.C				DOCUMENT	
NO.	ROLE	18/11VIP/MEDIA TREAT	18/11PUBLIC	19/11 AMPUBLIC	19/11 PMPUBLIC	S.O.W	WALKIE TALKIE	DOCUMENT	PREPARATION
						EXHIBITION			
1	Event Manager	Nguyễn Thị Hoàng Lan	- Manage and coordinate all event areas- Responsible for handling arising situations- Main management of the exhibition area- Manage implementation of all processes and event flows	1	Master Script&Event FlowChecklistHRCallsheet				
2	Concept Development	Võ Ngọc Quỳnh Trang	- Management executes the correct concept and story- Support management and coordination of all event areas- Contribute to handling arising situations- Main stage management	1	Master Script&Event FlowChecklistHRCallsheet				
3	Coordinator	Dương Trọng Hiếu	Dương Trọng Hiếu	Dương Trọng Hiếu	Dương Trọng Hiếu		1	Master Script&Event FlowHR	
4	Coordinator	Phạm Lê Hải Ngọc	- Capacity of 21 guests/1 turn/20 minutes (7 guests/room). If there are many guests, invite later guests to the garden to drink coffee	1	Master Script&Event Flow				
5	Coordinator	Lê Thân Thuỳ Như	first- Guide the audience on the right journey of the exhibition- Support the audience when necessary- Assist in taking photos and introduce beautiful shooting angles to guests	1	Master Script&Event Flow				
6	Coordinator	Nguyễn Gia Cát Tường	Nguyễn Gia Cát Tường	Hoàng Tâm	Hoàng Tâm		1	Master Script&Event Flow	
7	Coordinator	Nguyễn Hoàng Ái Thanh	Nguyễn Hoàng Ái Thanh	Nguyễn Hoàng Ái Thanh	Trọng Hiếu	Coordinate guests in the garden area to avoid congestion in one areaFlexible invites guests to experience the areas (sponsor photobooth, backdrop photography) without any order	1	Master Script&Event Flow	
8	Photographer	Nhi Lu	-	-	-	- Take photos in assigned areas	1		Shooting equipment
9	Photographer	Trọng Điệp	Trọng Điệp	-	Trọng Điệp	- Take photos in assigned areas			Shooting equipment
10	Photographer	Thế Mỹ	Thế Mỹ	-	Thế Mỹ	- Take photos in assigned areas			Shooting equipment
11	Photographer	Trần Phúc	Trần Phúc	Trần Phúc	Trần Phúc	- Take photos in assigned areas	1		Shooting equipment
12	Video Recap	Thiện Trung	Thiện Trung	-		- Record recap videos according to assigned areas	1		Shooting equipment
13	Video Recap	Phạm Thuận	-	Phạm Thuận	Phạm Thuận	- Record recap videos according to assigned areas			
14	External Relation Manager Communication Manager	Nguyễn Quỳnh Trâm	Nguyễn Quỳnh Trâm	Nguyễn Quỳnh Trâm	Nguyễn Quỳnh Trâm	- Coordinate cameraman to capture necessary angles- Manage check-in and check-out processes- Manage the process of welcoming and treating the press- Ensure implementation of communication angles	1	Master Script&Event FlowHRMedia Angle	Press kit
15	Set Design Logistics Manager	Đinh Khánh Linh	Đinh Khánh Linh	Đinh Khánh Linh	Đinh Khánh Linh	Manage props, tools and issues arising from exhibition productsEnsure products are intact and in accordance with set design	1	Master Script&Event FlowHRMedia Angle	
16	Media team	Hải Phượng	Hải Phượng	Hải Phượng	Hải Phượng	- Support implementing angles to pay sponsor benefits	1	Master Script&Event FlowMedia Angle	
17	Check - in	Nguyễn Tuyết Mai Trinh	Make sure to shock - in generaling to event procedures	1	Event mapQR Code Checkin	Laptop			
18	Check - in	Ngô Thị Diễm Quỳnh	Ngô Thị Diễm Quỳnh	Phương Thuỷ	Phương Thuỷ	Make sure to check - in according to event procedures			Laptop
19	Check - out	Phạm Thị Hồng Ngọc	Phạm Thị Hồng Ngọc	Ngô Thị Khánh Nhã	Phạm Thị Hồng Ngọc	Make sure to check - out according to event procedures	1	DoorgiftQR Code Checkout	Laptop
20	Check - out	Thái Hoàng Kim	Thái Hoàng Kim	Nguyễn Thanh Lâm	Phạm Thiên Thảo Ngô Thị Khánh Nhã	Make sure to check - out according to event procedures			Laptop
21	Photobooth	Tăng Thành Định	Tăng Thành Định	Nguyễn Thanh Lâm	Nguyễn Gia Cát Tường	- Support Rare Home serve mocktail/MienMan- Maintain neat hygiene- Support photobooth area	1	Master Script&Event FlowHashtag	
						PERFORMANCE			
22	Director	Nguyễn Thị Hoàng Lan	-	-	Nguyễn Thị Hoàng Lan	- Coordinate performances according to the script- Follow-up sound and light		Master Script&Event FlowHR	
23	Stage Manager	Võ Ngọc Quỳnh Trang	-	-	Võ Ngọc Quỳnh Trang	- Update the guest list promptly for the MC- Monitor and support the MC in the script and remind the script - Make sure the MC follows the script and the writer's intentions- Ensure MC's path position and standing position- Flexibly adapt to unexpected situations occurring on stage		Master Script&Event Flow2 MC Script	
24	Guest Takecare	An Khang	-	-	-	Support processonation. Follow up modia angles and interviews		Master Script&Event FlowPress Kit	
25	Guest Takecare	Bảo Huy	-	-	-	- Support press reception- Follow up media angles and interviews		Master Script&Event FlowPress Kit	
26	Logistic	Trần Thị Thanh Thảo	- Manage all items of props and tools, time of entry and exit of props- Standby prepare and buy missing props	1	Master Script&Event FlowChecklist				
27	Logistic	Phạm Công Nguyên	Phạm Công Nguyên	Phạm Công Nguyên	Phạm Công Nguyên	- Follow up the exhibition area- Support Quỳnh Trang- Take turns guiding the parking lot- Run props and performance microphones		Master Script&Event Flow	
28	Logistic	Nguyễn Thanh Lâm	Nguyễn Thanh Lâm	Nguyễn Thanh Lâm	Nguyễn Thanh Lâm	- Follow up the exhibition area- Support Hoang Lan- Take turns guiding the parking lot - Run props and performance microphones	1	Master Script&Event Flow	
29	Catering	Ngô Thị Khánh Nhã	Catering ekip	1					
30	PG	Ngô Thị Khánh Nhã	-	-	-	- Carrying flowers			
31	Talent Manager	Lê Thân Thùy Như	-	-	Lê Thân Thùy Như	Manage sponsor costumes- Supervise and support talent- Ensure talent arrives fully and on time- Guide talent from the dressing room to the performance area on time and consistently Check your outfit and makeup according to the correct dress code- Talent support when problems occur		Master Script&Event Flow	
32	Take care talent	Tăng Thành Định	-	-	Tăng Thành Định	- Supervise and support talent- Ensure talent arrives fully and on time- Guide talent from the dressing room to the performance area on time and consistently Check your outfit and makeup according to the correct dress code- Talent support when problems occur	1	Master Script&Event Flow	
33	Backstage	Phạm Thiên Thảo	Phạm Thiên Thảo	Lê Thành Duy	Lê Thành Duy	- Manage props and related equipment- Check props entering and exiting the crew room	1	Master Script&Event Flow	

## HR ALLOCATION





#### **EXHIBITION**

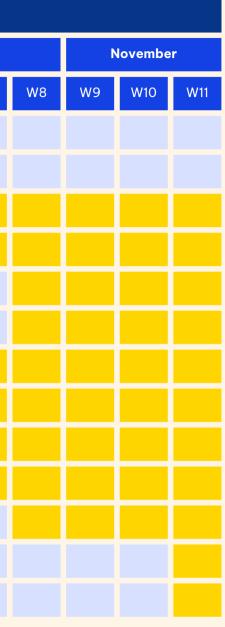
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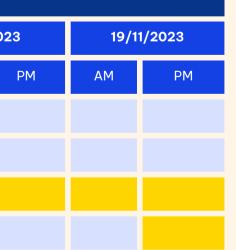
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#### PERFORMANCE

	EVEN		UCTION	TIMELI	NE			
NO.			Septe	mber			Octo	ober
NO.	CATEGORIES	W1	W2	W3	W4	W5	W6	W7
1	Name/ concept/ key message							
2	Event flow/ detail activities in event							
3	Proposal event/ contact sponsor							
4	Scouting venue/ site-check/ vent layout							
5	Visual design, print publications							
6	Agenda/Event Script							
7	License/ copyright							
8	Contact talents/ contact special guest							
9	Contact suppliers and construction parties							
10	Prepare props/ production media offline							
11	Human Resource: Ekip Onsite							
12	Event setup/ rehearsal							
13	Event onsite							

			TIMEI	INE ONSET			
NO.	CONTENT	16/11,	/2023	17/11	/2023	18/11	/202
NO.	CONTENT	АМ	РМ	АМ	РМ	AM	
1	Set up						
2	Press Tour						
3	Open for visitors						
4	Art performance						





### ARTWORK SCOUT

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2	Nghệ Thuật Đản Giao Việt Nam	Xoppe and No Eart to A use Note upto these of states of Yanni. Tuple dual: Chev. Httl: Xuan Print Play, Quan Hu Bala Note, Nika Nago Chang Mindo Hud, Hui Ca Xia, Hone Ca Yai, Ya Kibi saya hani suppi trada and plana plah thi shake relay relang, senang chang ain turing dite gian Ven Nam.		hip-juva.hida	
3	Ma	ster picken fils ober höreg to gene otte man. Höreg gan blatt anter stude oder to bit mang trads bilar attar toe ble gån ben ver gans		higs. libro.gogh	
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•	Varg Set Mit Thur	Song kanti vir dan gust to the sing di san van her daap chân pla hei shring "an zur vil" mong vin son. Vin nê stidu nê vit vezt teiz gan khin, shring wî dey deşe în gile gus ning tea tiet vir ster. Trig kling, Liz Phang.	Thipsin, Vide Asia Kibung	Tape V.SHT	C4-2 plant bala: SACK + 33c pblim
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12	Cai Long Kim Sol	nhưn đần tác đười số ở Việt Nam. Anhoak Cá Laming Tân Tác to đượ với long tinh rei, việt ming các thể tế việng giữ rung, giữ ngọc. Truyền tại và gốt đến Nam đượ như thủ khủ các được thực được nghiện minh thuật đến từ các sự các.	Và Jula Nasi	- Biger, Warre Local - Impa, Warre Josha Jama Jamas Jama	
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2)	The Photography	Trang phat wang ins hadny imple thing, miss da, die gene nat ett alding min dit choi huy hus tell al imple, oten manng han bit tell Tit Nit Diby vir sticking bit and their many ins hoting die gant ette alorg and gin Dae Ach Tox	Day Are Tex.	Lot
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11	Long ugh? Into hing this goint			
14	Nave IS	ાંગણ પ અન્ય સામાનુ મોલેન્દુ કાંગા સાથ ગયા. ઉત્તુ કેલેનુ હાત તેના માંગણ પ્રાથમાં છું 'અંગમ પે તે છેટુ તેના પ્રેસ મોલે ફાર ત્યાં છે. બેલું તે સામે હતું ગુભ્યુલ, 'પ, આમ તે, 'પ મોલેનુ અને પ્રાથમાં છે. જે આ ગયા, આપ લાખ પાત પંચાય છે. જે આ ગયા માંગ તેનું તે આ ગયા પ્રાથમ પંચાય છે. પ્રાપ્યુપેલ બેલું છી અને પંચ માંગ ના બેલે બે દીમાં 'પણ પિટ્ટ તેવા'	Tole Phone (Link Dong Link Anti Shay Tole 15 Nghi Mat Hash Mini Doy Mac Doa Dong Nghi	Tora Ingil Non-Kuta Nati Kuta at Dista Kuta at Dista Kuta at Nati Kuta at Dista At Dis
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te.		"Massler" (age 44 club) vi "obsider". Ngilia ilo of 40 mile blav via osi iau cini không di voie vien treb redrije, khône obsi dan obje ha không ti mák di die vieng via os ola oli din ha via obje nižm na dini 16 deer "situáln" mile obi ktông dee Kale ovi ta o via bil anti	5.184	Militang
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#### PERFORMANCE SCOUT

STF	TÁC PILÁM	DETAILS	ARTIST	LINK	NOTE
1	Show Méa rồi nước Viet Nam Water Pappet art - Thung Long Water Pappet Theater	Máa sối nước có từ Đohang 1000 năm trước, trong thời kỳ bha biến và hình vượng, mộc nghi vô chiế điển giữn và tận bượng có kế bhộ và truyện thống văn bha dân tộc. Điền này tạo cơ biệ boặn bảo cho các mghể vất sải nghi với dễm năm tối thứ ng nvà điện vănc. Mấn nếi thể có nhiếu toại hiến và phát triển trừn toàn thế giải nhơng mủa nếi mác là Loại hình mghế thưởi điển trừn toặn thế giải nhơng mủa nếi mác là		Link	
ż	Hat + Dân Nguyệt "Kiba"	Dân Nguyệt + Hật solo 1 nguội, ca khúc màng nội dang, giải điều đậm chất dân gian cùng nhạc cụ dân tộc (đăn nguyệt).	Cao Bá Harog	• Ksha	
	Dân đồng ca nhạc cụ dân tộc	Một dân đồng ca (Sáo, dân tranh, đán bầu, dân tạpuyết) đặn các bải GenZ, EDM hay các bài nhạc dân tộc bằng các nhạc cụ dân tộc tại trưởng FPT.	EII	EIX	
4	Não To He	Nghệ nhận biểu diễn quy trình nặc tô họ, giao hru với khán giả. Tặng khán giả TÔ HE nổu khán giả tri 50 được keyword bla bla	BoitLike	Tò.He	

#### TIKTOKER SCOUT



#### VENUE SCOUT

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PRINTING & FLOWERS SCOUT

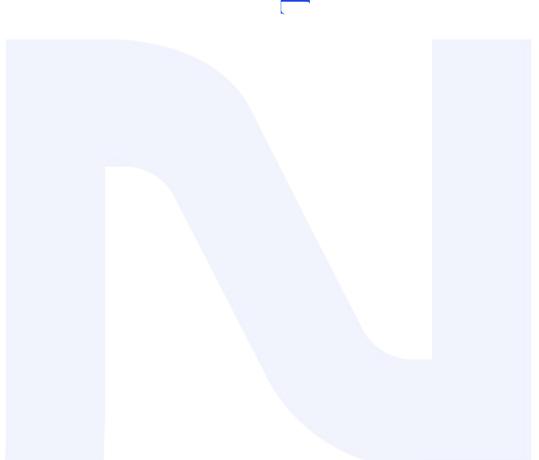


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## TIMELINE ONSET

## TECHNICAL SCRIPT

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001	- MC Officiale ổn địm lần 2 MC, Chi cón là phát hòa Chương trình Biểu diễn Nghệ thuật - Triển làm Qua tiếc sẽ bắt đầu, (Tên MC) sin mới tất cả các ban tiến vào xhu vực sự kiến, ốn địm vị trì đã chương trình được tắt đầu:	
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	- Biểu diễn bết mục Bóng phù hoa	
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0.05	Khai mac choong trinh	
	- MC Khei mạc chương tími Xin được chác những tiế cả các bạn khán giả đã cả mặt tại Đêm Tinn ciến Nghệ thuật - Trên Lim Dan đá coặn nhơn xay. Và thi là (Tán MC), vô cũng vinh dự khi là người đồng: tián củng các bạn chuyển hành trình thấi nghiệm văn toái lân này.	
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	Từ xua đến nay vận hoá luôn được hình thành song song giữa việc con người tác động. Nh tự nhiện và ngược lài, vì thế Can Sắc luôn tín địng trong trá tim một người con Việt.	

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#### Quả cao nho nhỏ miếng tiểu hội Này của Xuân Hương đã quật rội

Có phải duyên rhau trì thêm lai Đừng sanh như là bạc như vối
Xin mội tất cả các ban trưởng trúc tiết mục "Mội tiểu". Đười sự trình đến của Hồng Phúc, Trá Giang và Tháng Hùng.
-Biéu dien tiết mục Nội tiêu
frieth dien teit muc 'Xa kitor'
- MC giới triều bắt mục Xa khải - Tuần Kiết MC Liên tục chuẩng tính, mởi các bạo cuộc đắm chiến trong một không gian đảm chấc mường đặn giản với những đặc thức casi với piếm tiêu ling, cùng những dựa hó đá diết biến sông, Với giọng ca Tuần Kiết cùng bắt hát Xa khơi của nhạc sĩ Tiguyễn Tái Tuấ.
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- MC cảm on 5 mội khách thêm quan triển lầm NC. Thay mặt BTC chuong tím, vin triển trọng cảm ơn sự đồng hành của các Nhà tái trọ Chung hện dất các đất các

The proof of the Both of Both man Phú Quốc

ất lần nữa. Đạn Sắc vin chân thành bảm an

MC SCRIPT

## CHECKLIST

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## TRAINING EKIP

NO.	TIME	CONTENT	
1	16/12	Team meeting to understand clearly: - Event content, event flow - SOW of each position in the event, team leaders - Practice situations that may occur during the event	
2	17/12	- Route running crew - Rehearsal events and art performances	
3	18-19/12	- Meeting with the team at the end of the day to report and provide solutions to outstanding issues	



## CALLSHEET

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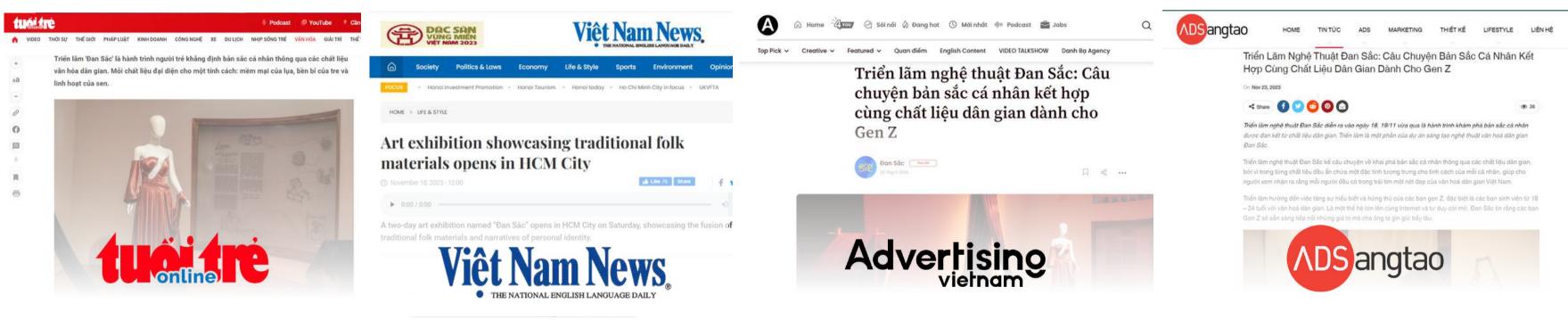
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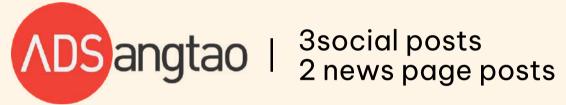
## MEDIA



## COMMUNICATIONS SUPPORT

**Communication Sponsor Partner** 





## **Cooperating unit**







## COMMUNICATIONS SUPPORT

## MV "Do Quy"

## Art Exhibition: "Dan Sac"







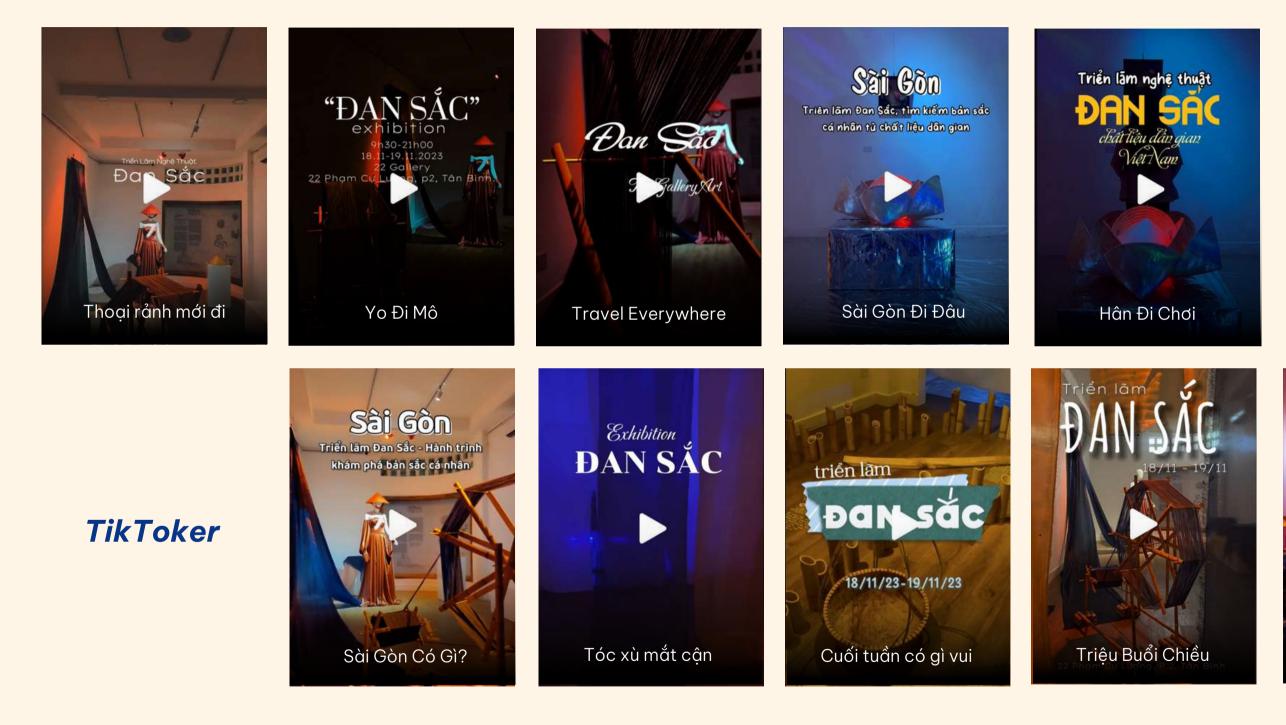












## COMMUNICATIONS SUPPORT





## STUDENT AMBASSADOR

NO.	NAME	TITLE	
1	Nguyễn Quốc Chánh	Freelancer Model	
2	Nguyễn Huy Hùng	MC	Univer
3	Bùi Hiếu Ngân	Outstanding student	
4	Cao Lê Văn Thuận	Blog Author	Universit
5	Hồ Thị Hiếu Ngân	Outstanding student	I
6	Lê Hải Đăng	MC	
7	Nguyễn Tường Linh	Outstanding student	Univer
8	Nguyễn Nhật An	Outstanding student	F
9	Trần Đăng Khương	MC	
10	Nguyễn Tường Vi	MC	U

#### UNIVERSITY

FPT University Ho Chi Minh City

ersity of Finance - Marketing Ho Chi Minh City

**Greenwich Viet Nam** 

ity of Social Sciences and Humanities – Vietnam National University Ho Chi Minh City.

Industrial University of Ho Chi Minh City

Ton Duc Thang University

ersity of Finance - Marketing Ho Chi Minh City

Ho Chi Minh City International University

Ton Duc Thang University

University of Economics Ho Chi Minh City

## SPONSORSHIP

**TOTAL CURRENT SPONSOR** 

## 496,708,000 VND

## **CASH SPONSOR** 109,500,000 VND

**IN-KIND SPONSOR** 





PHU QUOC BEACH RESORT





Tonkin <sup>ngày tinh</sup> dêm mơ COLLAQC









# 387,208,000 VND

















## REPORT PROJECT PROGRESS

NO.	OBJECTIVES	ACTUAL KPI
1	After the project, 80% project audience will increase their understanding & interest of folk culture.	95.3%
2	Reach a total of 3000 likes on online communication channels of the project	2.942
3	Reach a total of 100.000 reaches on online communication channels of the project	94.704
4	Reach a total of 20.000 engagements on online communication channels of the project	17.900
5	Reach 30.000 views for MV on Youtube & Facebook	34.900 views
6	Get 03 editorials on mass media	04 editorials
7	Attract 200 participants in online challenges (including minigames and TikTok Challenge)	182 participants
8	Attract at least 200 participants in event	288 participants

PERCENT	EVALUATION TOOLS
119%	Post-Campaign Survey Meta Business Suite TikTok Analytics
98%	Meta Business Suite TikTok Analytics
95%	Meta Business Suite TikTok Analytics
90%	Meta Business Suite TikTok Analytics
116%	Meta Business Suite TikTok Analytics
133%	Media Clipping
91%	Meta Business Suite TikTok Analytics
144%	Survey

## POST CAMPAIGN EVALUATION



Among 348 responses from university students from 18 - 24 years old in Ho Chi Minh City

95,7%

Of the responses said that they knew about the project through the project's social media channels

Accounting 86,5%

Of the answers was the art exhibition event "Dan Sac"

Up to 460 people

registered to participate in the exhibition within 7 days

Art exhibition event "Dan Sac"	Posts
95,3% responses	Accou
The audience was more knowledgeable	The c more o
95,7% responses The audience was more interested	MV "[
and wanted to find out more	Accou
94,5% responses	The a in Folk
Understand more about folk culture	

#### After following the activities of the Dan Sac project

Accounting 95,3%

Accounting 95,7%

After following the activities of the Dan Sac project, they wanted to learn more about Vietnamese Folk Culture

They understood more and were more interested in Vietnamese Folk Culture



#### s on social media channels

unting 88,4%

audience understand about folk culture

#### Do Quy"

unting 84,1%

audience are more interested k Culture

## POST CAMPAIGN EVALUATION

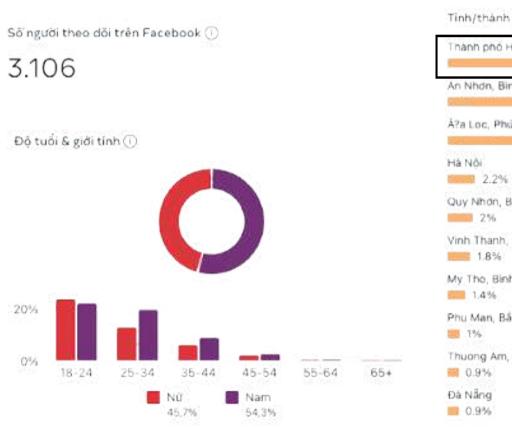


Reached the right target audience

According to measurement results from surveys, exhibition participants and audiences from more than 30 universities in Ho Chi Minh City, notably:



The age group from 18 to 24 constitutes the highest proportion at 46.2%





#### Ho Chi Minh City is the most represented geographical region,

iố Chí Minh	
	25.6%
ih Định	
11.7%	
Yên Province	
7%	
inh Định	
Binh Đinh Province	
Dinh Province	
c Ninh Province	
Tuyên Quang Province	

## POST CAMPAIGN EVALUATION

## **CO-OPERATIONS WITH BRANDS AND PRESS**

With total sponsorship up to *nearly 500 million VND*, the project is considered to have development potential,

The project also received the attention of a number of mainstream press agencies



## LESSON LEARN

## SOCIAL CAMPAIGN

conveying it skillfully and appropriately

Accurately determine customer profiles to run effective advertising.

Developed evenly across all media channels.





- Care must be taken in verifying information as well as

- Manage artists and manpower for maximum efficiency.
- Carefully manage and prepare for pre-production so that production takes place on the expected timeline and limits arising risks.

Improve the venue because the space is relatively small and parking is inconvenient, affecting the exhibition experience.

# FUTUREPLAN



## FUTURE PLAN

Along with data from the survey form

Accounting 55,5%

They wanted Dan Sac to have more creative arts activities in Theater: drama and dancing

## Accounting for 46%

they wanted Dan Sac to have more creative artistic activities in cinema, specifically movies

#### SOCIAL CAMPAIGN

The project continues to communicate more deeply about the Folk Culture of the Northern

#### PRODUCTION

Releasing musical films

#### **DANCE PERFORMANCE EVENT**

Based on the legend of Son Tinh Thuy Tinh, the play is created by experienced choreographers

The Dan Sac project continues to further promote the folk culture of each region with elements

# revolving around the legend of "SON TINH THUY TINH"



## THANK YOU

