



Project
NGẮN ĐÚNG ĐẸN



POJO TEAM

Phát
Phan

Project Manager



Mỹ
Hạnh

Social Manager



Tường
Vy

Art Director



Minh
Tiến

Editor



Ngắn đúng đắn

A short term for
'short-form video (SFV) content'

Expressing the desire that watching,
creating and sharing positive SFVs is “đúng đắn”

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Market Research

02

**Pre-production
Plan**

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Execution

Online campaign
Motion graphic and
animation
Podcast series
Event
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04

Evaluation

01.



Project “Ngăn đung dẫn”

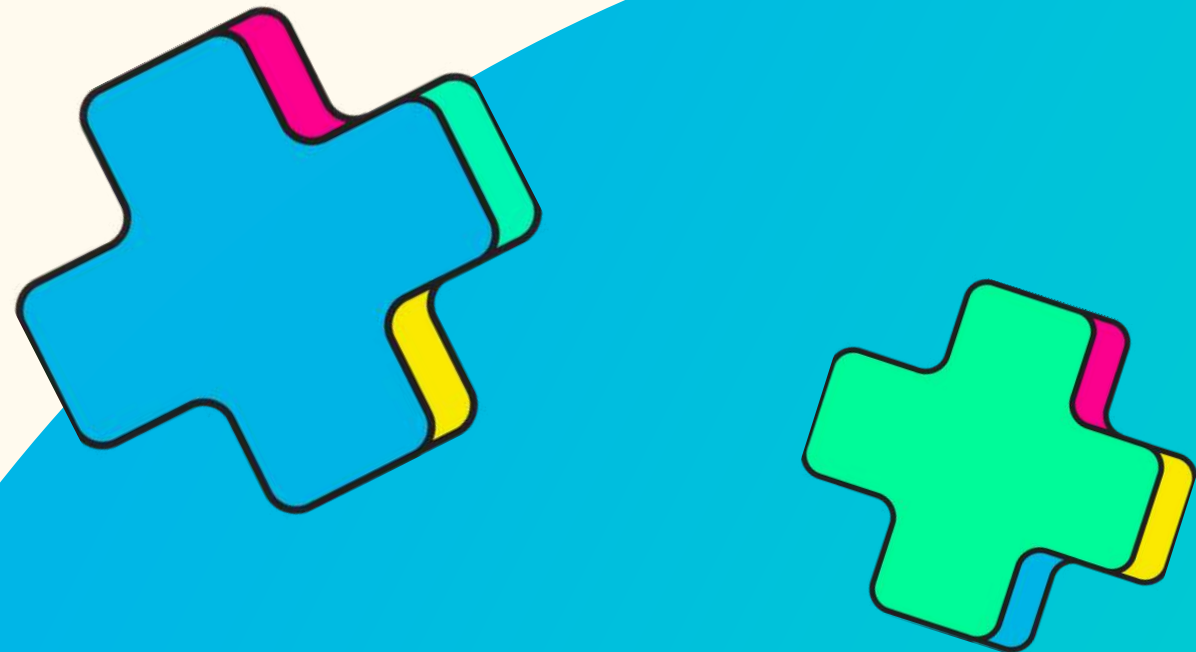
Market Research

Context

Short video platforms

are deviating from their intended purpose

causing user dependency on algorithms and harmful content.



Users can make a
positive environment

by recognizing these issues, **watch, create and share** positive content.

SWOT analysis

STRENGTHS

- Mention new and emerging issues today.
- Short videos - a new trend in the media used mostly by young people.
- Multimedia production.

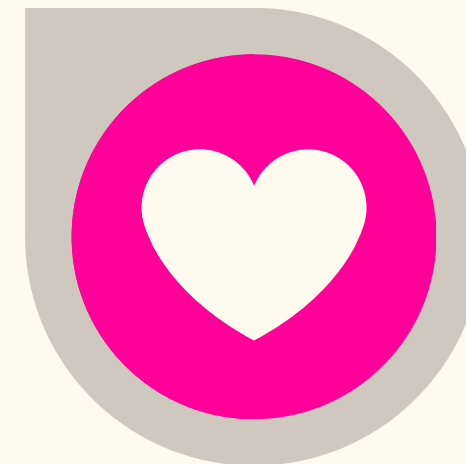


WEAKNESSES

- Target mass of audience.
- Limited time and budget.
- New campaign with new topic.

OPPORTUNITIES

- Many potential audiences as short videos are developing fast and the chance to be a content creator is open.
- Opportunity to grow deeper and more focused campaigns in the future.



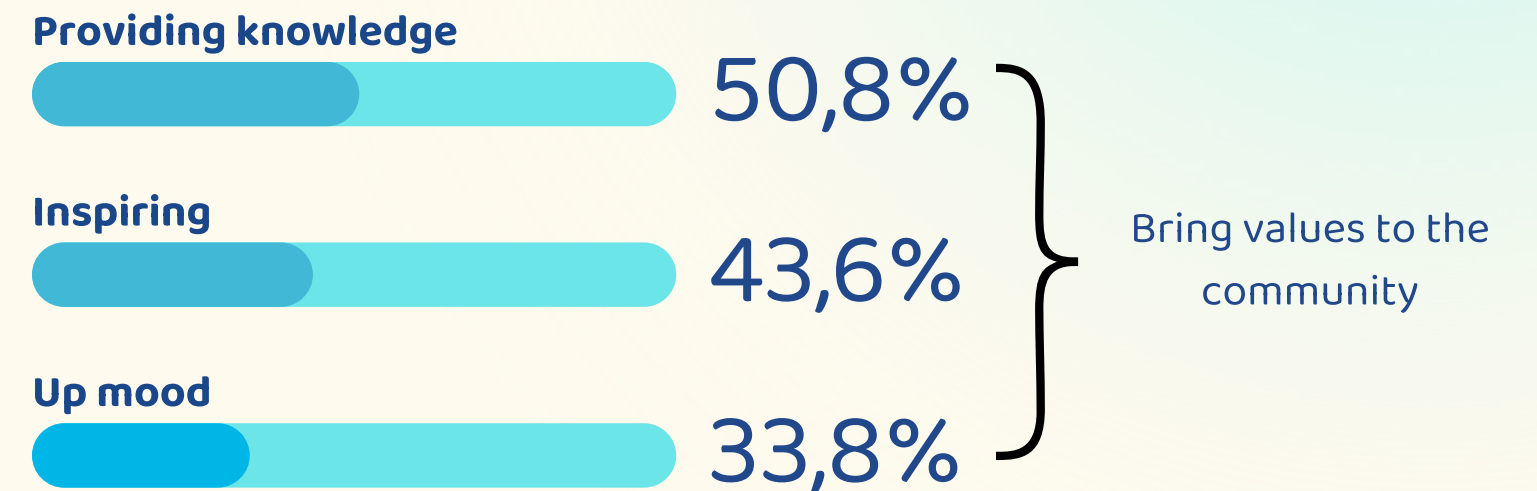
THREATS

- Censorship policy of social networks.
- Social issues quickly encounter mixed criticisms.

Ths. Đinh Quỳnh Châu



What is positive content?



“
Positive content leads to good emotions and positive behavior, the meaning of “positive” depends on the insight of Target Audience.

Big Idea

Empowering users to promote positive short video content by providing information about its impact on individuals, sharing perspectives from experts, and creating a positive short video environment.

Key Message

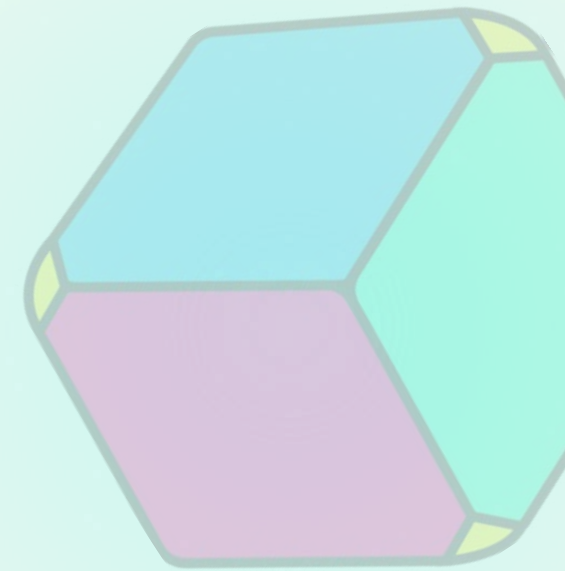
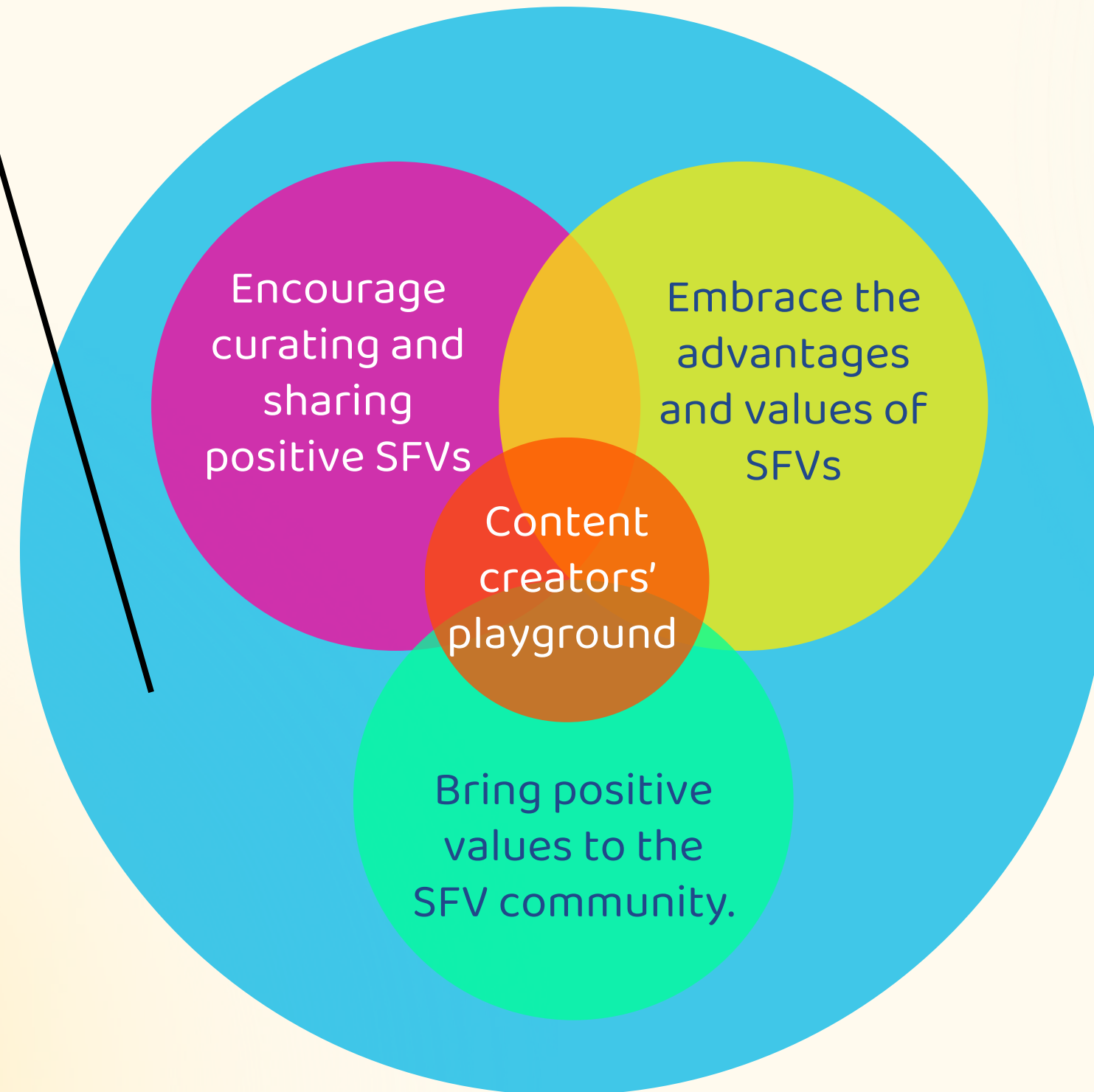
“Xem đúng - Tạo ngắn - Sẻ chia tích cực”

Tagline

Xem ngắn đúng - Dẫn đo chi

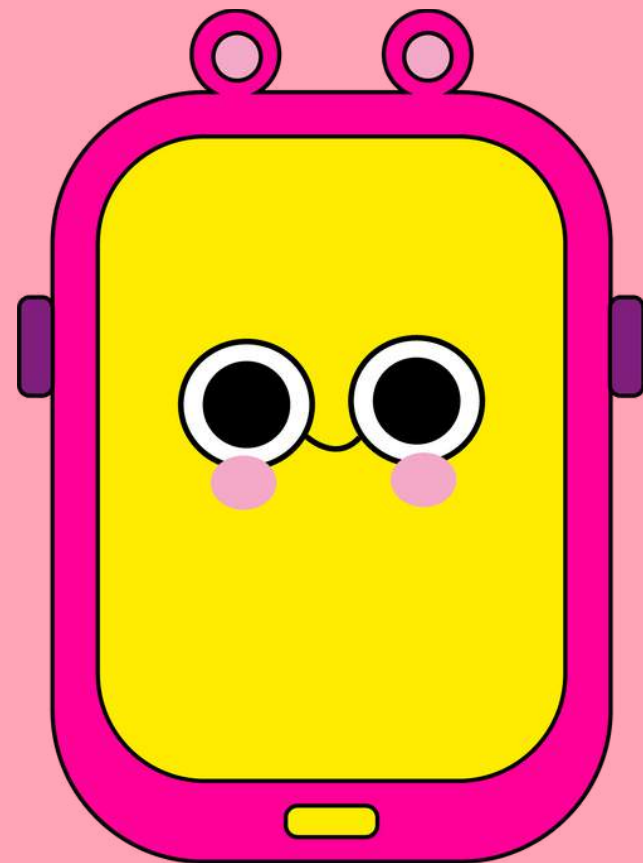
Goal & Objectives

Make the SFV community a positive and healthy place.



Target Audience

PO



Demographic

18

Years-old



Ho Chi Minh
City



Undergraduate
student

Psychographic

FOMO.

Have a fast lifestyle

Multitasking

Needs for instant gratification.

Behaviour

Dynamic, confident, likes new things

Aims to be a content creator

JO



Demographic

23

Years-old



Ho Chi Minh
City



Undergraduate
student

Psychographic

Confident, creative

Want to make money from being a content creator

Wonder about brand image, content direction

Behaviour

Seeks for new trends or new inspiration

Finds chances to exchange experiences with former creators.

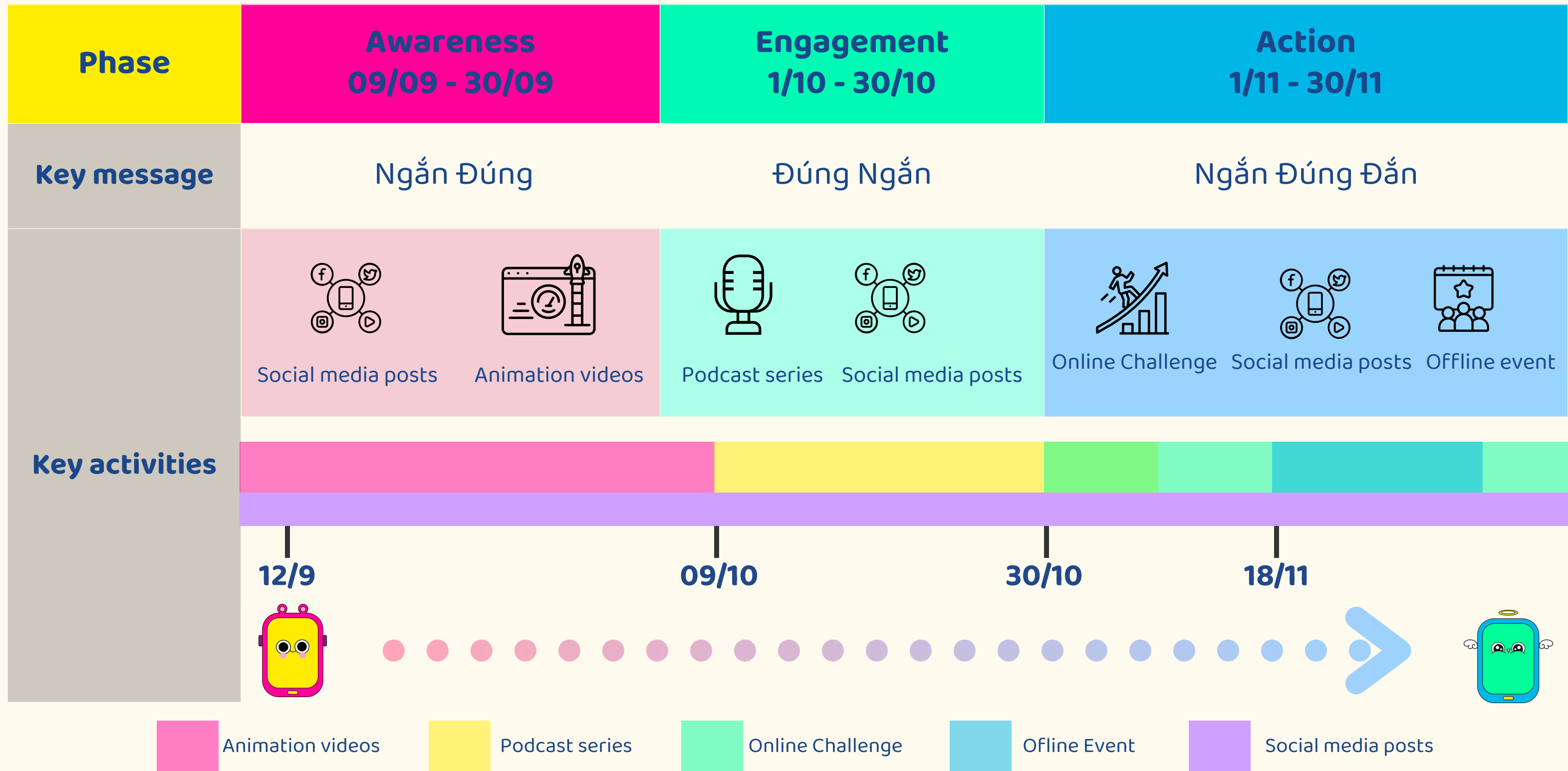
02.



Project “Ngăn đung dẫn”

Strategies & Tactics

Campaign strategy





Content Pillar

Knowledge

Provide the audience with information to understand the campaign 'Ngăn Đúng Đắn' and the knowledge the campaign wants to convey.

Promotion

With the aim of promoting the 'Ngăn Đúng Đắn' campaign and acknowledging the accompanying sponsors, we gather alongside the organizing committee.

Podcast

Providing audiences with information, personal perspectives and knowledge from experts and influencers in the field of short video content production.

Activities

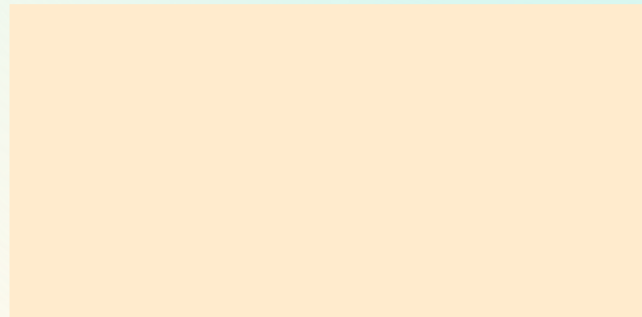
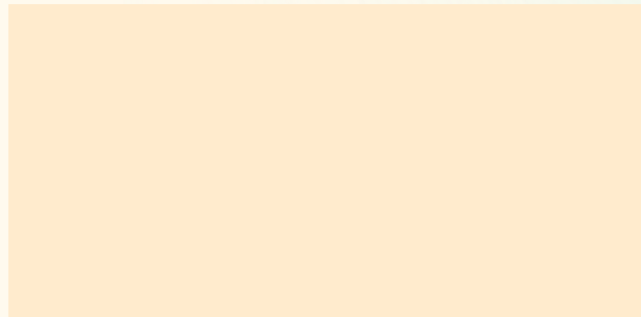
Interactive activities with the audience help them better understand the campaign's message

Other

Trending articles, celebrations, other topics.



VIEWERS



CONTENT CREATOR



Brand kit

LOGO

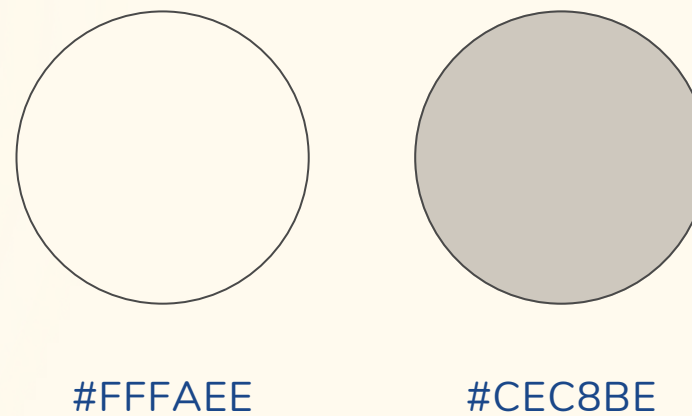


COLOR PALLETE

ELEMENT COLOR



BACKGROUND COLOR



TYPOGRAPHY



UTM ALBA MATTER
REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
0123456789!/?€#\$\$%



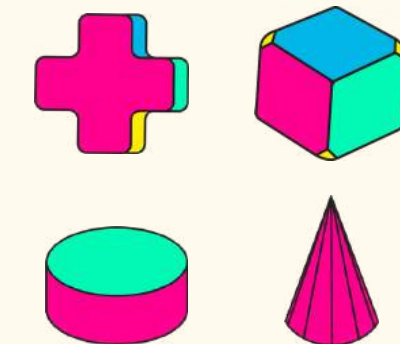
BALOO 2

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
0123456789!/?&#\$\$%


























MASCOT



ELEMENTS



































Media timeline

MON	TUE	WED	THU	FRI	SAT	SUN
		18  	19	20   	21   	22  
23  	24  	25  	26	27  	28   	29
30  	31  					

October



MON	TUE	WED	THU	FRI	SAT	SUN
		1  	2   	3  	4  	5  
6  	7    	8  	9    	10  	11   	12    

November

-  Knowledge
-  Activities
-  Promotion
-  Podcast
-  Others

Key Performance Indicators

SOCIAL MEDIA POST



ANIMATIONS



PODCAST



CHALLENGE



EVENT



90%
positive feedbacks

90%
participants engaged in workshops

03.



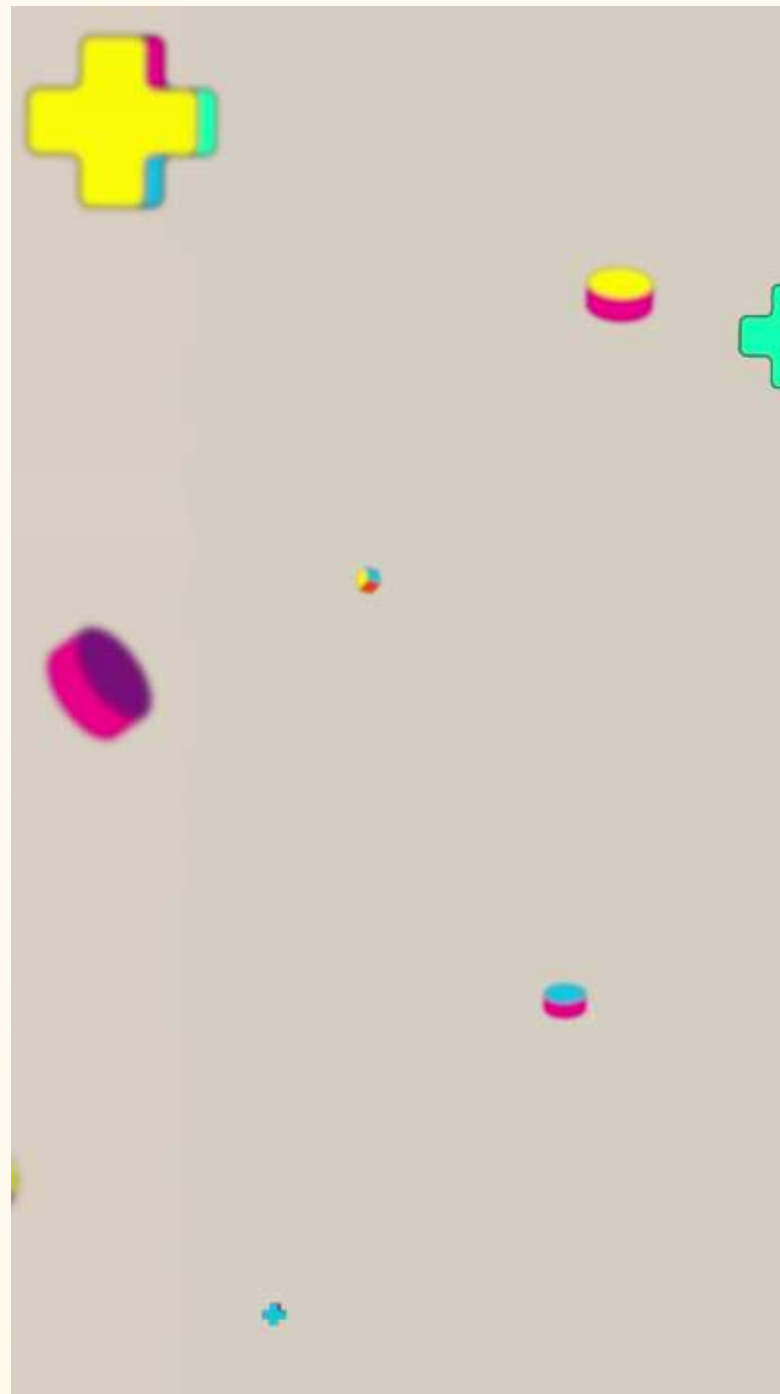
Project “Ngăn đung dẫn”

Execution

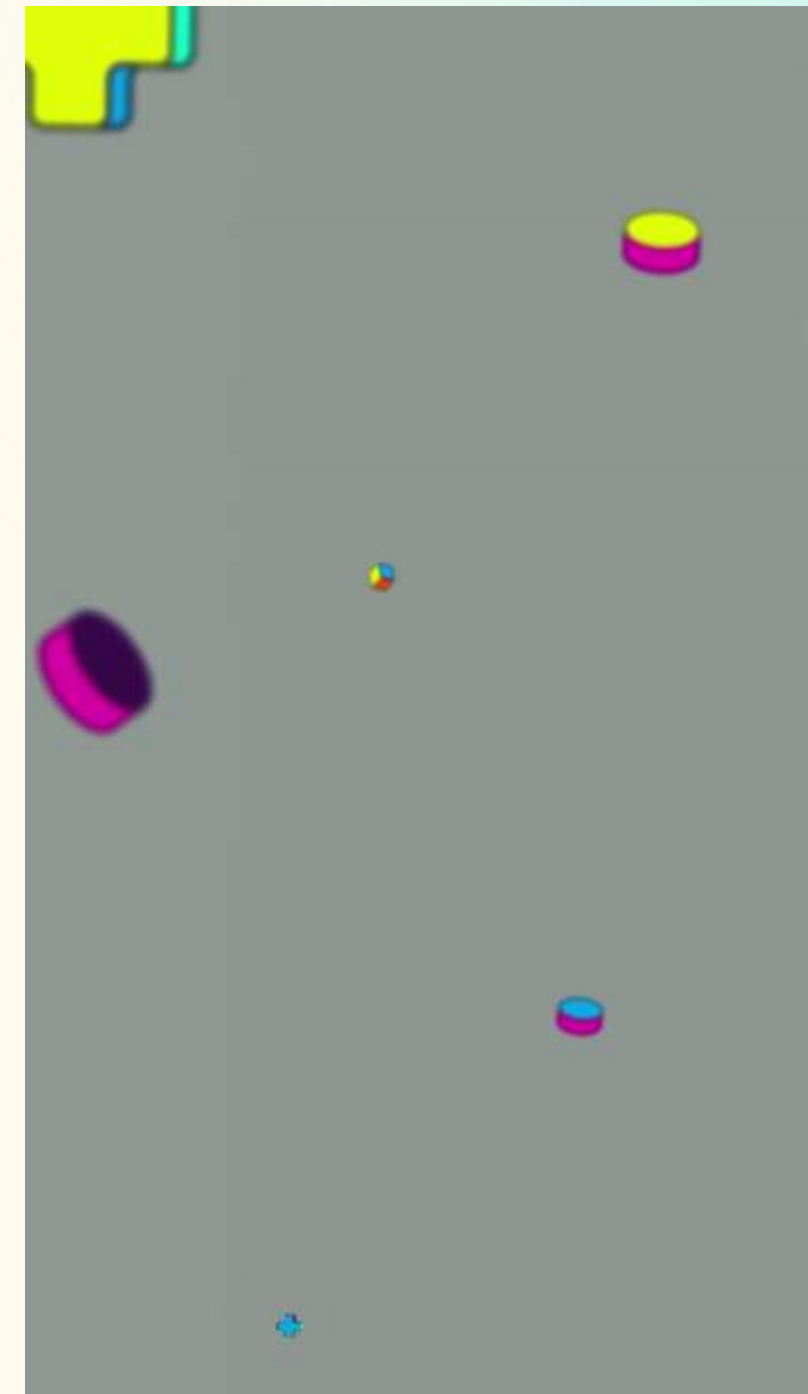
Motion graphic



Inniate Campaign



“Poso biết tuốt tập 1”



“Poso biết tuốt tập 2”

Podcast series

Wot

ĐỨNG NGẪN

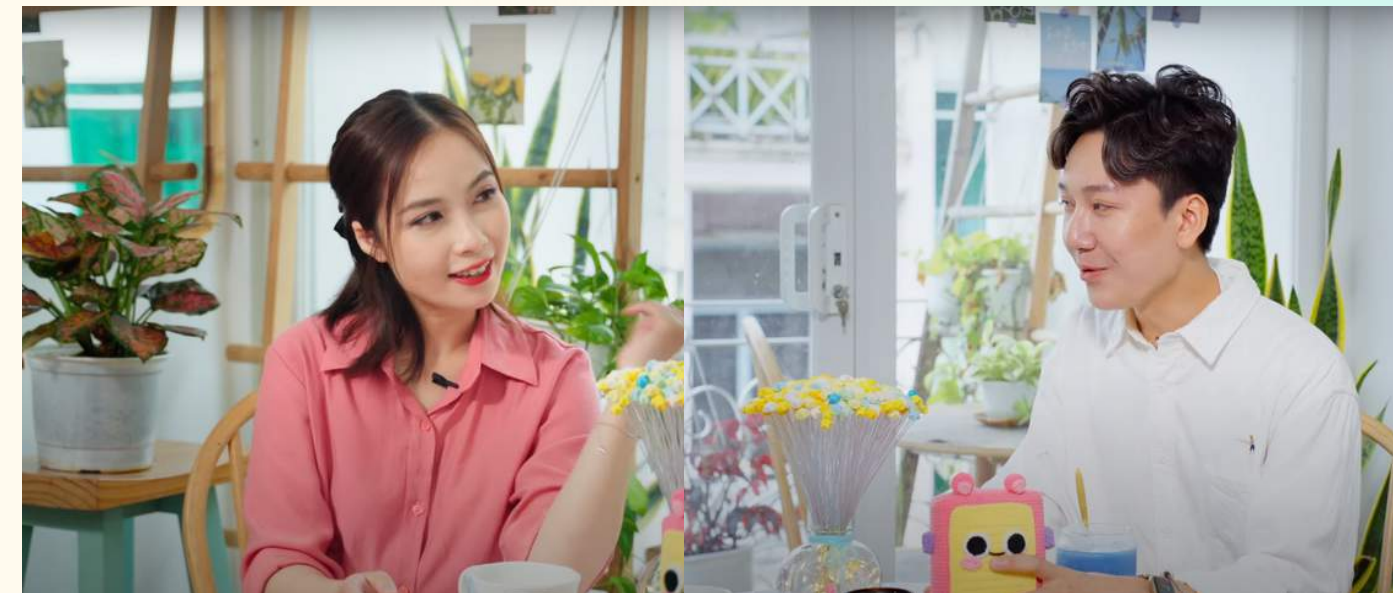




Tiệm trà Mùa hoa nở

53/30 Đ. Trần Khánh Dư, Phường Tân Định, Quận 1,
Thành phố Hồ Chí Minh

Set design



GUEST SPEAKERS

THS. Nguyễn Hải Uyên



Đức Anh Phạm



Thanh Đình Duy



Võ Nhy Đào



Trần Quan

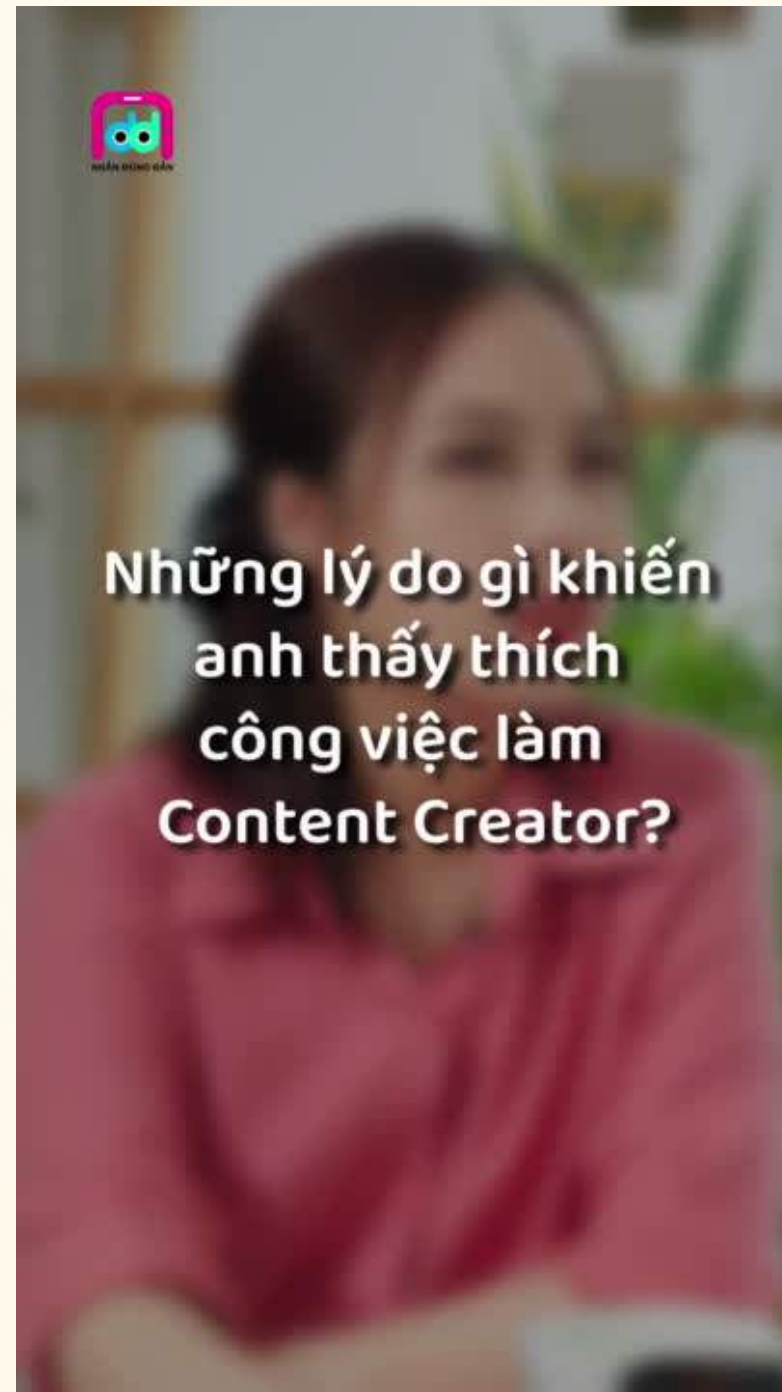


Short version



30 phút để hướng dẫn cách thức chỉnh sửa hình ảnh

[Ep1: Nguyễn Hải Uyên](#)



Những lý do gì khiến anh thấy thích công việc làm Content Creator?

[Ep2: Đức Anh Phạm](#)



Một nhân vật nào đó ở trên MXH ra

[Ep3: Thanh Đình Duy](#)

SỰ KIỆN TRẢI NGHIỆM



ngắn

Hãy trở thành một content creator đúng dẫn!

DATE

NOVEMBER 18

TIME

10 A.M – 6 P.M

VENUE

The XOAY café

'SHORT' CHALLENGE

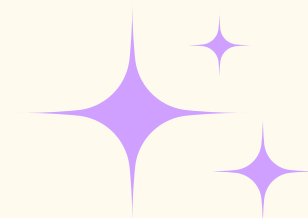
Share your thoughts, spread positivity!

MEET&GREET WITH POSO

Interact with new technology!

WORKSHOPS

Create and produce shorts!



Location



The XOAY cafe

203/38A Đặng Thùy Trâm, phường
13, Bình Thạnh, Bình Thạnh, Vietnam

Event agenda

The agenda of key activities in the event.

10:00-
18:00

10:00-
10:45

11:00-
13:15

14:00-
14:45

15:00-
17:15



**'Short' Challenge
with 'Short' Frame**



**Meet&Greet
with POSO**



**Workshop 1
TẠO NGẮN ĐÚNG**



**Meet&Greet
with POSO**



**Workshop 2
QUAY ĐÚNG NGẮN**

Special guests

Workshop 1:



TẠO NGẮN ĐÚNG

(Guest: Content Creator "Thánh đột nhập" Duc Anh Pham).

Share how to build content strategies and self-image, tips for creating content and scripting short videos. Practice exchanging ideas and scenarios with the speaker.

Workshop 2:



QUAY ĐÚNG NGẮN

(Guest: Mobile Video Specialist Thy Freestyle).

Share techniques, angles, and how to shoot with your phone for short vertical video content. Practice exchanging and filming short videos on the spot with the speaker.



Design kit



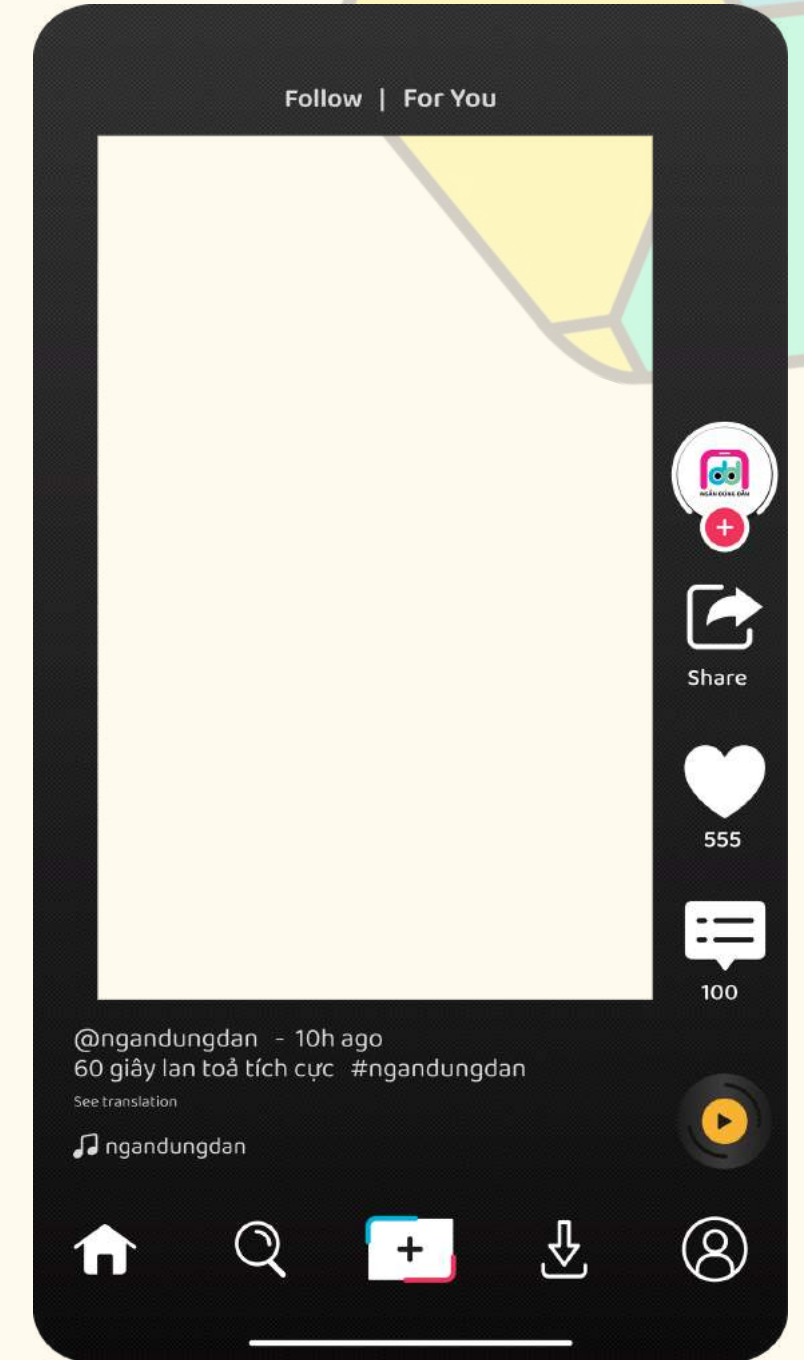
Backdrop



Poster

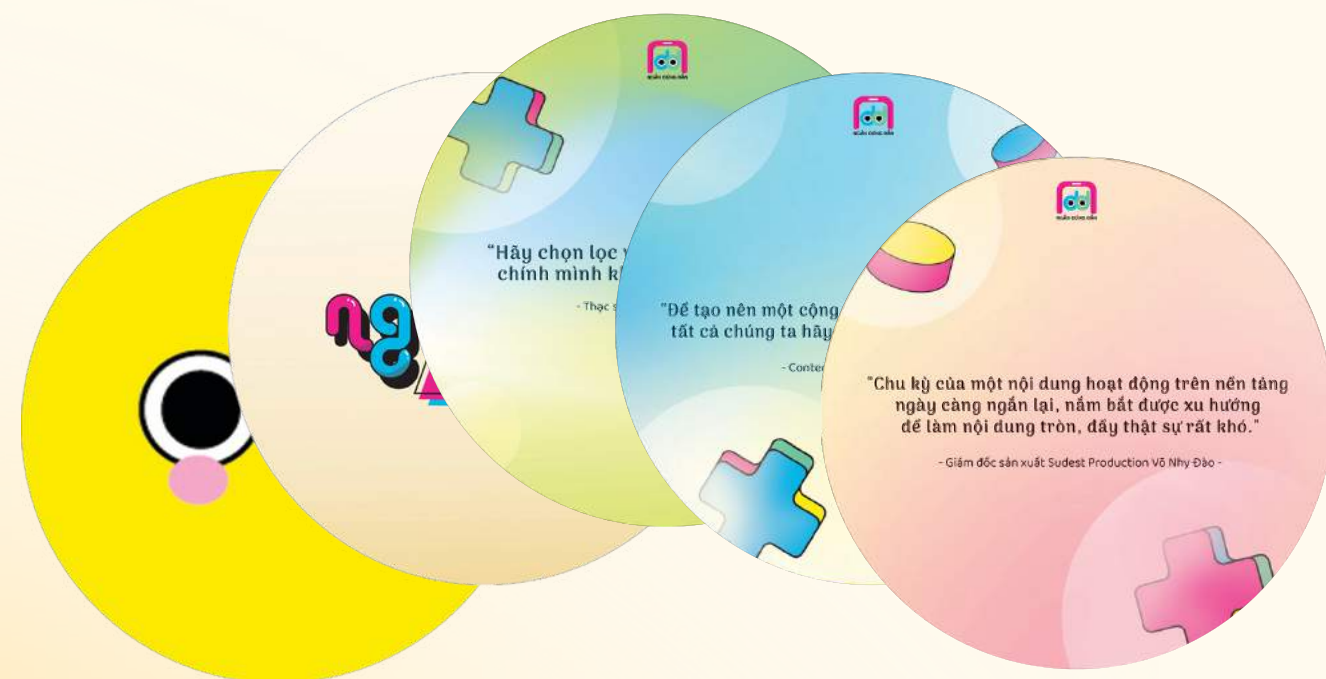


Standee



'Short' Frame

Design kit



Hand fan



Sticker



Keychain

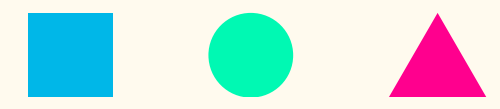
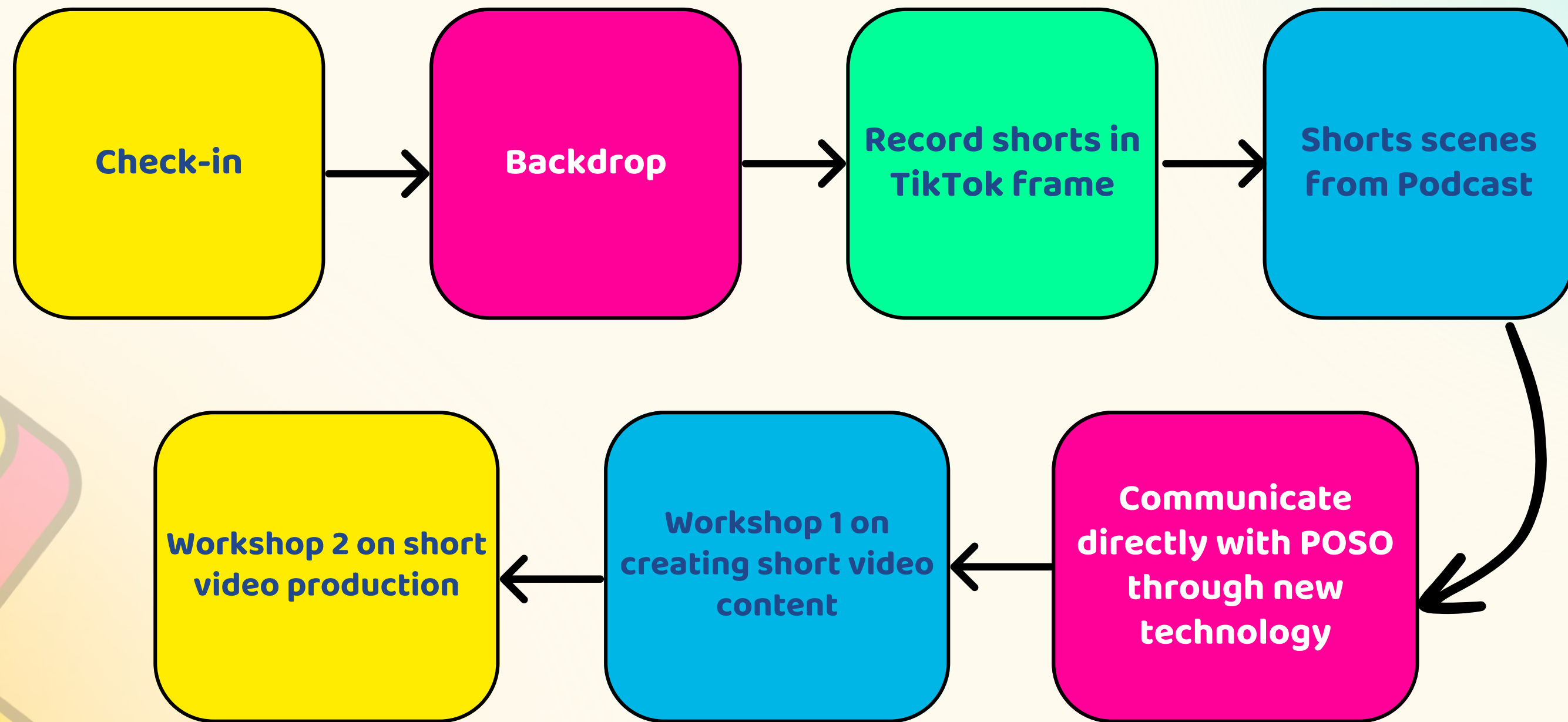


Griptok

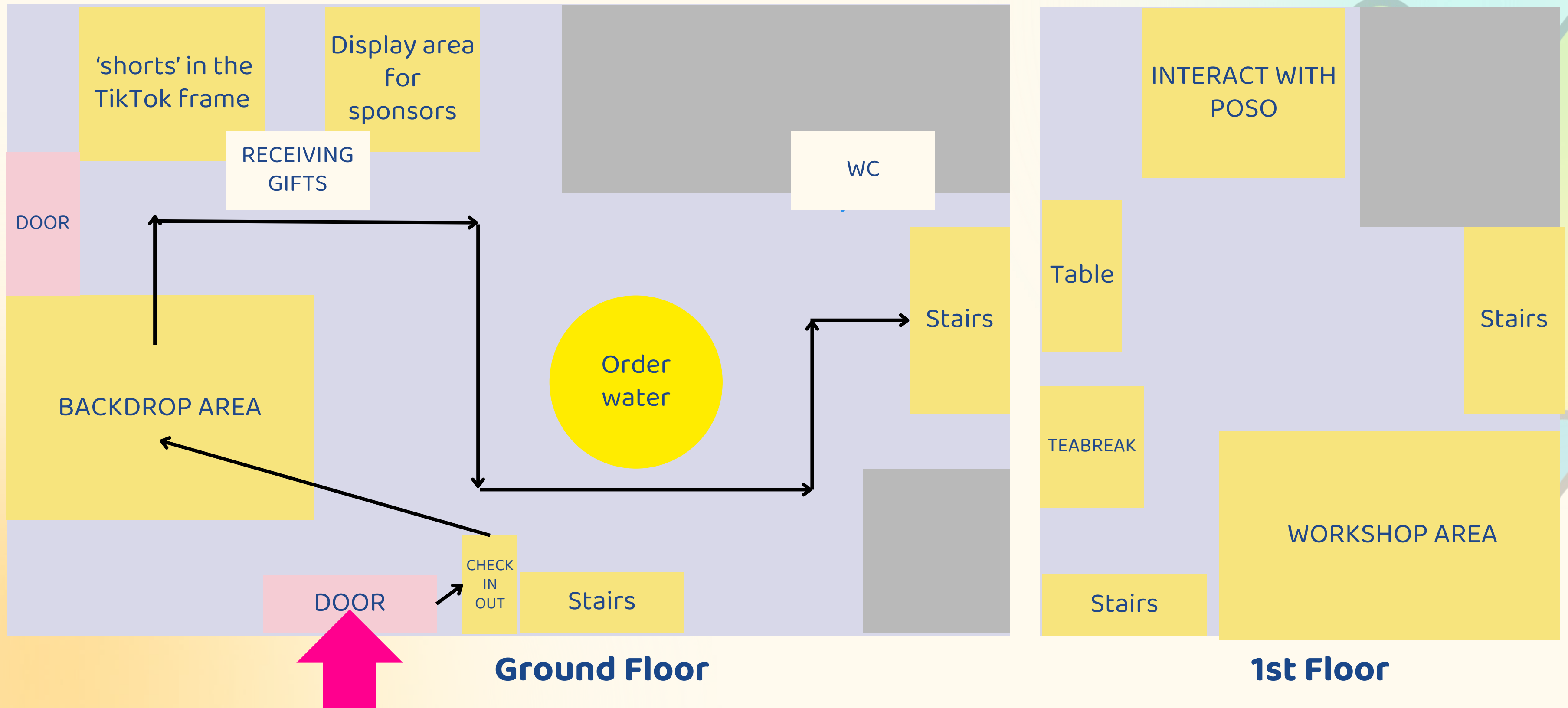


Wristband

Event Experience



Event Experience map



03. Execution-Event

Project “Ngắn đúng đắn”



03. Execution-Event

Project “Ngắn đúng dẫn”



Challenge

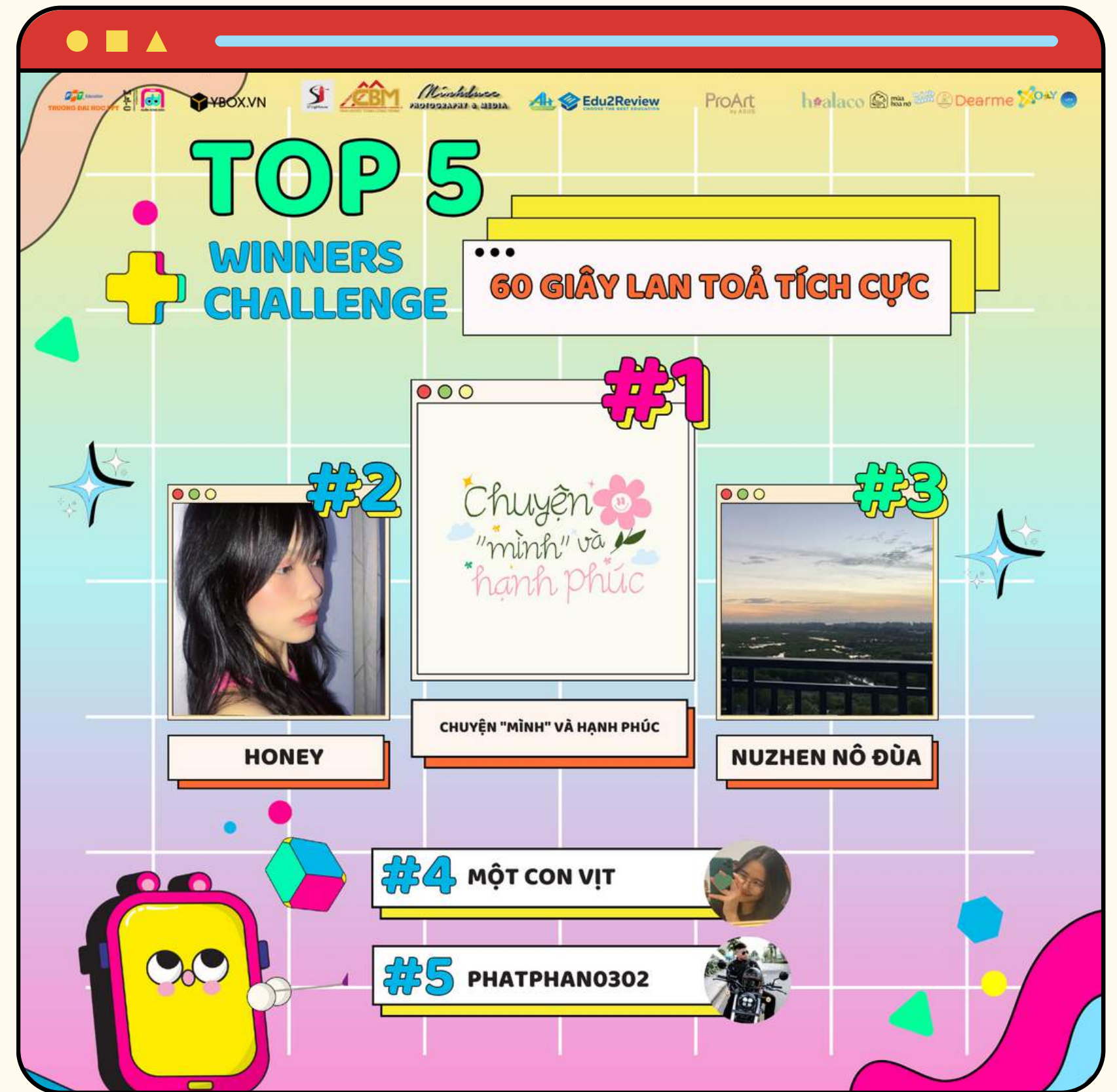
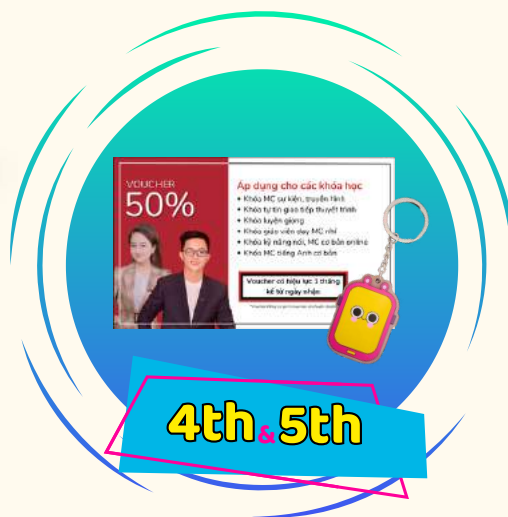
‘Đúng Ngắn’

An online challenge for content creators with the aim of creating and spreading positivities through short-form videos








Challenge's Prizes

Challenge
'60 giây tích cực'



Actual expense

Content	Budget	Actual Expense	
Podcast production	40.000.000 VNĐ	20.000.000 VNĐ	 
Offline event	60.000.000 VNĐ	15.000.000 VNĐ	  
Online campaign (online challenge)	30.000.000 VNĐ	2.000.000 VNĐ	  
Total	130.000.000 VNĐ	37.000.000 VNĐ	>100.000.000 VNĐ



14 SPONSORS

BẢO TRỢ TRUYỀN THÔNG



NHÀ TÀI TRỢ ĐÚNG ĐẪN



CHOOSE THE BEST EDUCATION

NHÀ TÀI TRỢ TƯƠI TẮN



Dearme

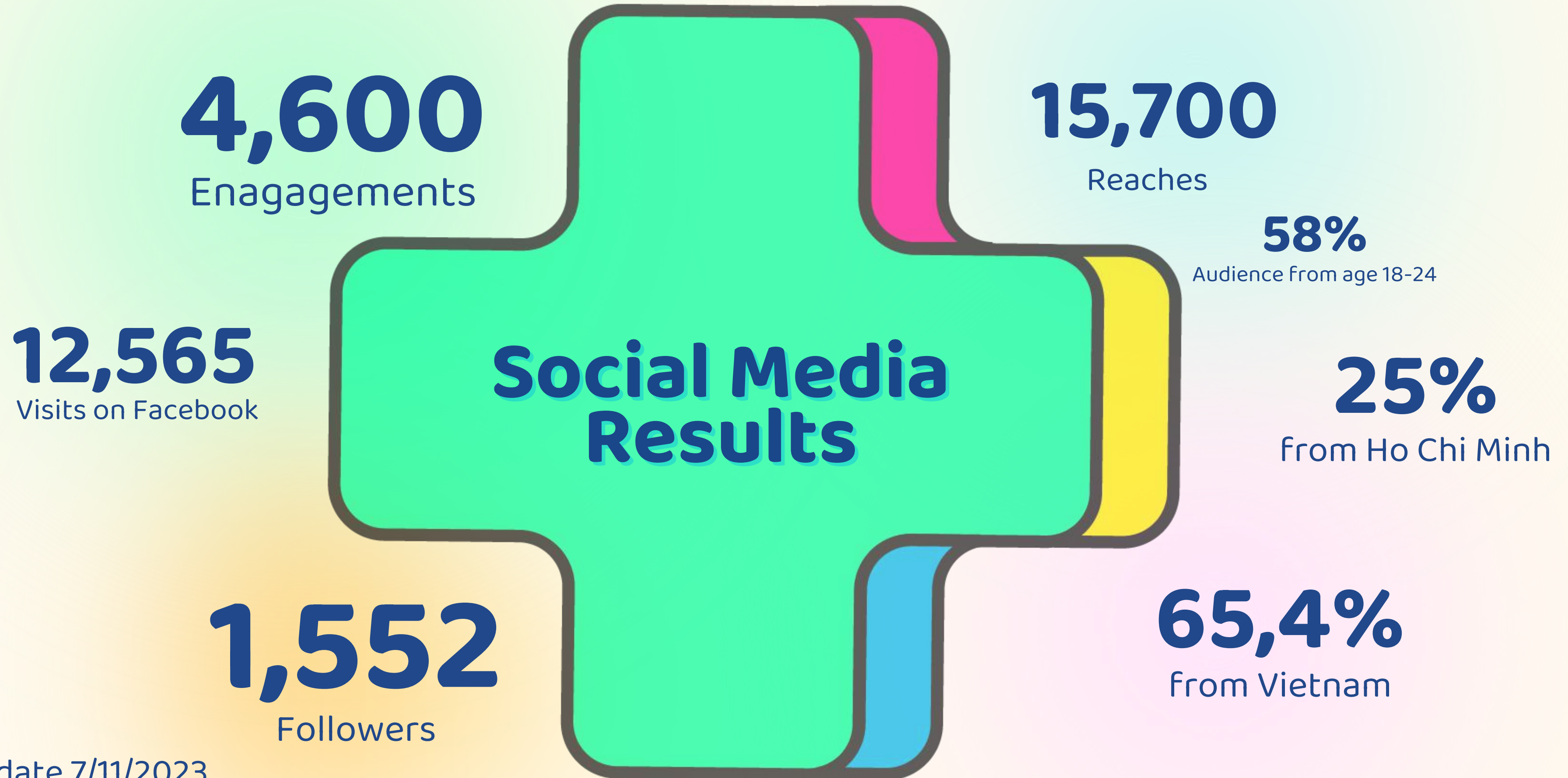


04.



Project “Ngăn đúng dẫn”

Results & Evaluation



*update 7/11/2023

04. Results & Evaluation

Project “Ngăn đung dẫn”

119

Views on YouTube

3,078

Views on Facebook

4,000

Views on Tiktok

**Animation/
Motion
Graphics**

>50

Participants

12,200

Hashtags views

**Challenge
Results**



*update 7/11/2023

197
REGISTRATIONS

80
Feedbacks



95%
satisfied

107
PARTICIPANTS

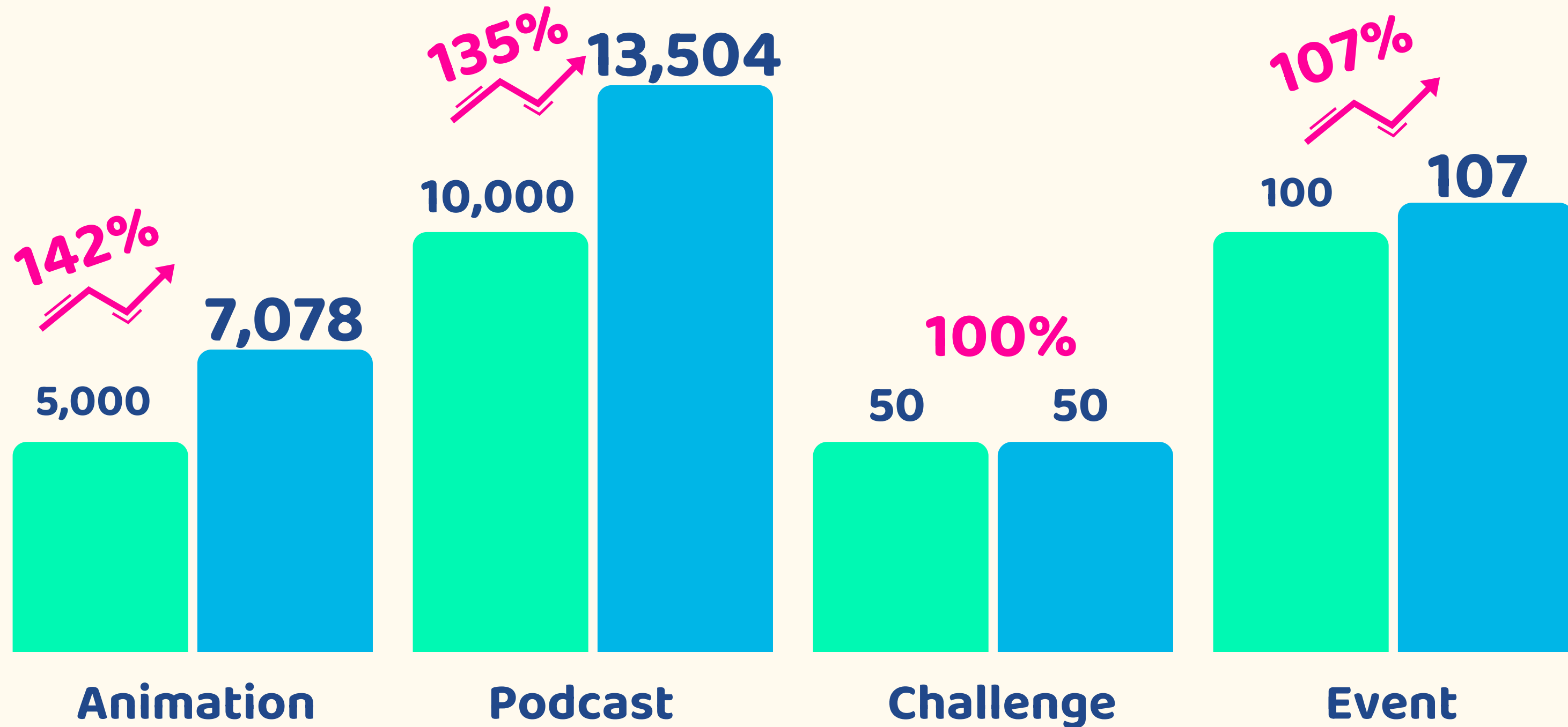
75%
Feedback rate

*update 7/11/2023

04. Results & Evaluation

Project “Ngăn đung dẫn”

- KPIs
- Achievements



Thank you!

Facebook: Ngăn Đúng Dẫn
ngandungdan@gmail.com
090 169 99 36



The Impression Clip

05.



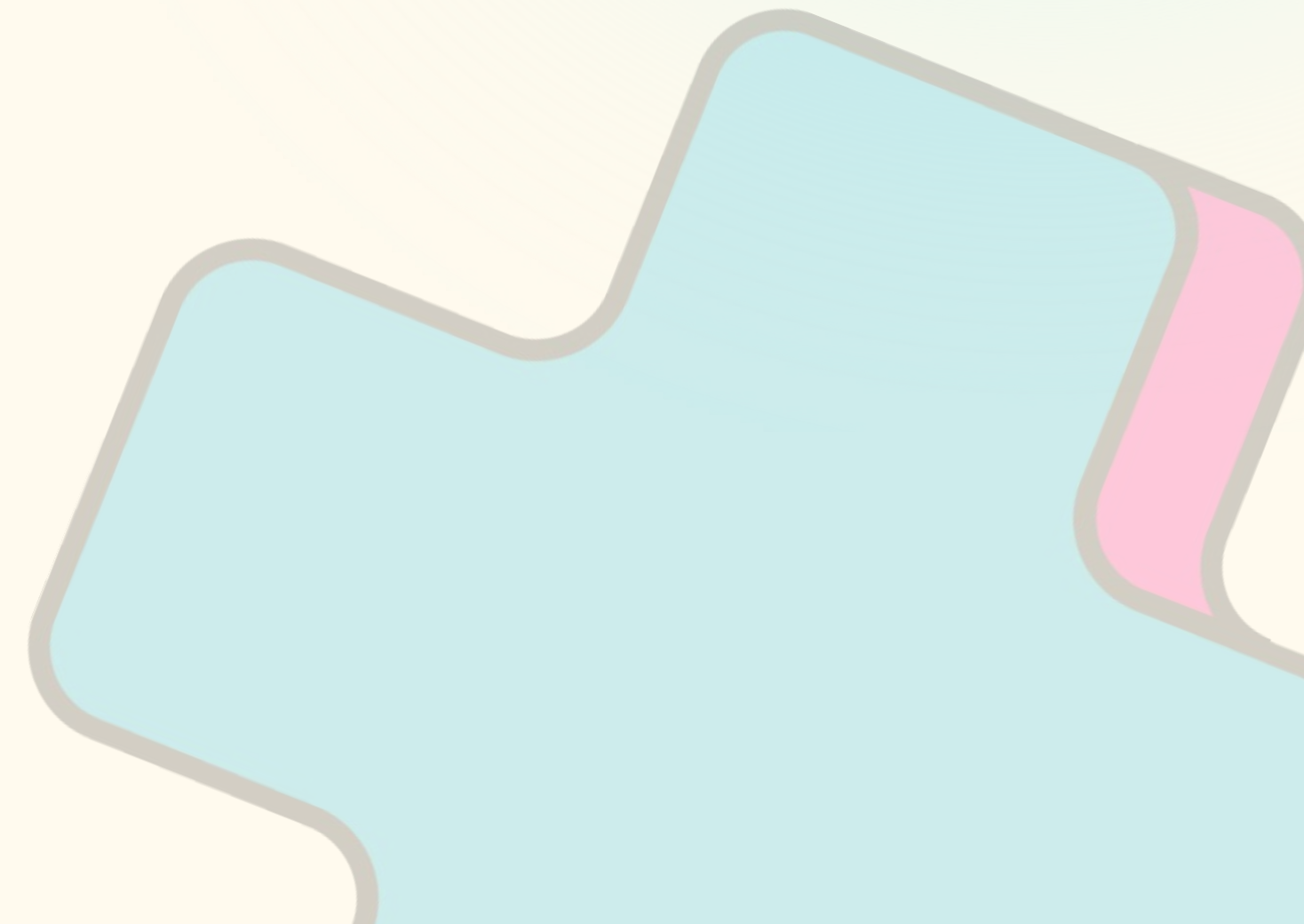
Project “Ngăn đúng dẫn”

APPENDIX

Introduction

We are a group of FPT University students who recognize the tremendous potential in short form videos (SFVs) content, especially its ability to reach the community. Our project is:

‘Ngăn Đúng Dẫn’- A communication campaign to encourage young people to curate and share positive content through short-form videos on social media platforms



P

- Currently, Vietnam has not experienced significant political fluctuations both domestically and internationally since June 2023.
- The value-added tax has been reduced from 10% to 8%.

E

- Global economic recession in 2023.
- Sponsors may find it difficult to provide monetary support, opting instead for material support.

S

- The "Gen Z" generation is gradually becoming the main workforce in society and the primary consumer group of SFV.
- The level of intellectual and academic development among this generation has increased significantly.

T

- Vietnam is keeping up with technology trends and various social media platforms.
- Most companies, educational institutions, and many other sectors have become aware of the presence of artificial intelligence.

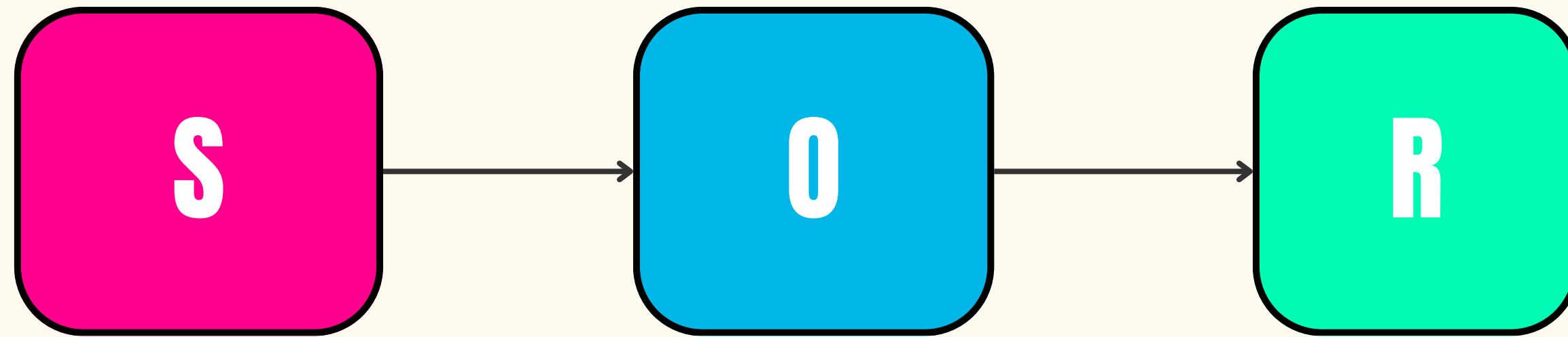
E

- A project scheduled for late 2023 will likely encounter rain and tropical depressions in the southern region.
- High humidity and temperature.
- Adherence to environmental protection laws in Vietnam.

L

- Compliance with intellectual property laws and cybersecurity laws in Vietnam.
- Avoiding the dissemination of false information that undermines the government and goes against cultural norms.
- Compliance with the project requirements of FPT University.

SOR Model



Stimulus

Algorithm, content diversity, short content, simplicity, quick comprehension, instant gratification.

Organism

Instant gratification, the increase in dopamine creating a flow of experience.

Response

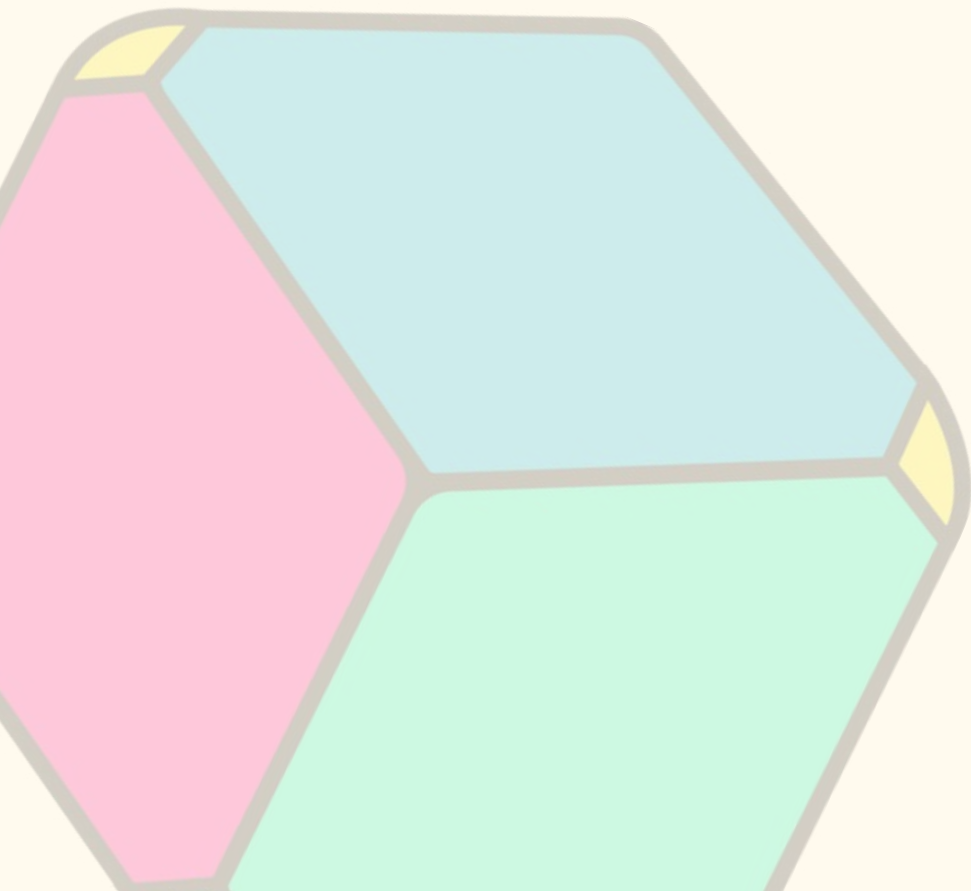
Uncontrolled SFV viewing behavior.

Model by Albert Mehrabian and James A. Russel

(Qin et al., 2022) (Gao, 2023)

POSITIVE (adjective)

According to Cambridge dictionary, 'positive' in adjective means: full of hope and confidence, or giving cause for hope and confidence



“Positive is when a human achieving stage of well-being.”

Hedonic-Subjective well-being

'A person with subjective well-being (Hedonic) will indicate within the last weeks/months feeling rarely fearful, worried, distressed, or upset but rather eager, inspired, and energetic.'

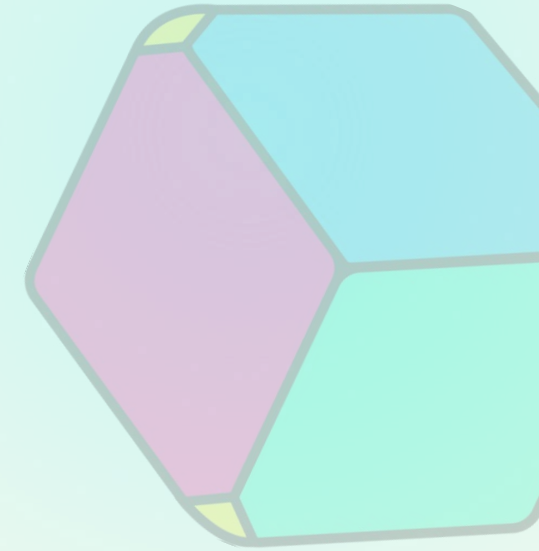
Ryan, R.M. and Deci, E.L. (2001)



Survey result

Nearly 400 participants

- More than 80% at the age of 18-24 and most of them still study
- The most use social media site are Facebook and TikTok
- 95% of participants watched shorts
- Nearly 70% want to gain knowledge from animation/ motion graphic videos and podcasts.
- 74% watch SFVs on TikTok and 67% watch on Facebook Reels.
- 35% chose workshop as their favorite kind of event.



Target Audience

Viewers

Junior Content Creators

Senior Content Creators

Demographic

- Age: 18-24 (main), 16-18 (secondary).
- Living in key cities: Ho Chi Minh City.
- Education: High school & Undergraduate students.

Psychographic

- Fall under work pressure and want to find a way to postpone it.
- Have Fear Of Missing Out (FOMO).
- Have a fast lifestyle and want to consume lots of instant information for instant gratification.
- Multitasking

- Dynamic, confident, likes to explore and discover new things
- Wishing to share moments and content with everyone
- Ready to challenge themselves in new things

- Confident and want to express themselves through SFV.
- Aim to bring values to the community.
- Have high self-esteem.
- Want to make money from being a content creator

Media Behavior

- Use social media frequently.
- Consume SFVs everyday.
- Seek for a way to reach positive content through SFVs.




























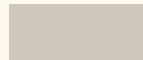
- Record their daily activities, share with friends.
- Use SFVs as a way to express and share their moments.
- They are viewers most of the time, so their personas are close to viewers.

- Create content on SFV platforms.
- Brainstorm new content everyday.
- Seek for new trends or new inspiration.
- Find chances to exchange experiences with former creators.

Media strategy

Phase	Awareness 09/09 - 30/09	Engagement 1/10 - 30/10	Action 1/11 - 30/11
Key message	Video ngắn là gì?	Đúng Ngắn	Ngắn Đúng Đắn
Content	<ul style="list-style-type: none"> - Provide basic information before the audience can Participate in the Following activities. - Use motion graphics and animation to deliver knowledge so that it is easy for the audience to access. 	<ul style="list-style-type: none"> - Guests' perspectives on how short videos impact the young at the present time. - Online challenge encouraging audiences to create and spread positive videos 	<ul style="list-style-type: none"> - Help audiences experience the process of building and using short video content to understand the process and create a more positive online environment.
Objective	Attract attention and provide information	Attract attention and increase audience excitement Attract audiences to participate in the challenge	Attract audiences to offline events
Key activities	Social media posts + Animation videos	Podcast series + Social media posts + Online Challenge	Offline event



MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9  f	10
11	12    f  	13  f	14  f	15  f  f	16  f	17
18  f	19  f	20  f	21    f  	22  f	23  f	24
25  f	26	27	28    f  	29  f	30	

September

Knowledge
 Activities
 Promotion
 Podcast
 Others

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2 f	3 f	4 f	5 f	6 f	7 f	8 f
9 f	10 f	11 f	12 f	13 f	14 f f	15 f
16 f	17 f	18 f 📶 ▶	19 🎵	20 🎵 f	21 🎵 f f	22 f
23 f	24 f	25 f 📶 ▶	26 🎵	27 🎵 f f	28 🎵 f	29 🎵 f
30 f	31 f					











































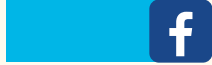

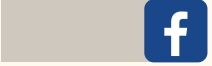

October



MON	TUE	WED	THU	FRI	SAT	SUN
		1 f 📶 📺	2 🎵 f	3 🎵 f f	4 🎵 f f	5 🎵 f f
6 f	7 f f	8 f 📶 📺	9 🎵 f	10 🎵 f f	11 🎵 f f	12 f
13 f	14 f	15 f	16	17 f	18	19
20 f	21	22 f	23 f	24 f	25 f	26 f
27 f	28 f	29 f 📶 📺	30			

November

Knowledge
 Activities
 Promotion
 Podcast
 Others

MON	TUE	WED	THU	FRI	SAT	SUN
				1    	2      	3      
4    	5    	8    	7    	8    	9    	10  
11  	12	13	14	15	16	1
18	19	20	21	22	23	24  
25	26	27	28	29	30	31

December

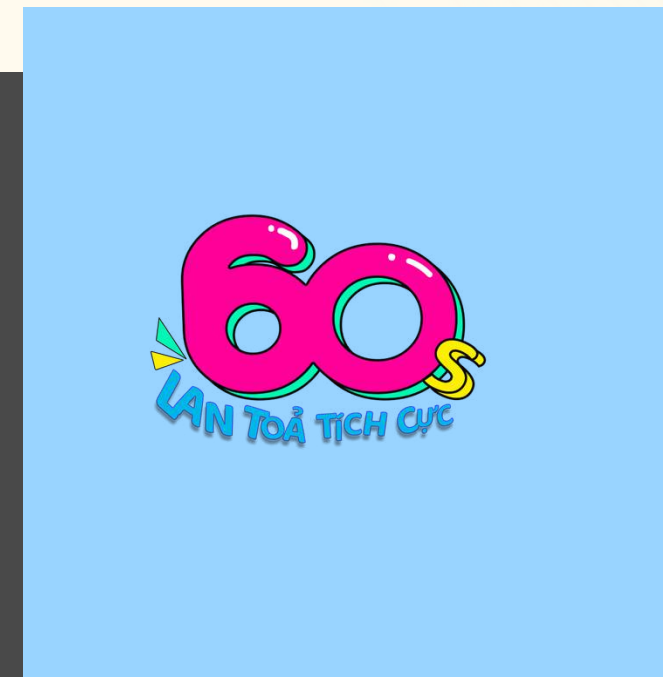
Project Ngắn đúng dẫn



01 Online campaign



02 Podcast series



03 Online challenge



04 Offline event

Khách mời cho series podcast

Vai trò của khách mời

- Trở thành khách mời trong 1 số podcast, chia sẻ những kinh nghiệm và kiến thức liên quan đến chủ đề.
- Mỗi số podcast sẽ được ghi hình và đăng tải dưới các hình thức sau:
 - 3 video ngắn dưới 1 phút cắt từ số podcast đăng tải trên Facebook, Reels, TikTok và YouTube Shorts.
 - 1 trailer podcast và 1 video highlight đăng tải trên Facebook và YouTube.
 - 1 bản audio đăng trên Spotify.
 - 1 video podcast đăng trên YouTube.

Quyền lợi của khách mời

- Được giới thiệu trên landing page.
- 1 bài viết giới thiệu trên fanpage.
- 1 bài viết cảm ơn trên fanpage.
- Được toàn quyền sử dụng hình ảnh trong podcast.

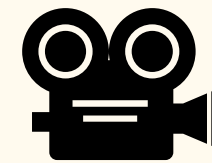


Nguyễn Hải Uyên



Ep 1: Tự tìm con đường của bản thân bằng video ngắn

Master of Psychology - Ho Chi Minh City University of Education



12/10/2023

ON AIR

18/10/2023

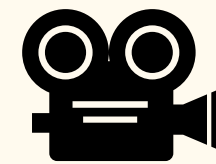


Đức Anh Phạm



**Ep 2: Con đường sáng tạo
bắt đầu từ giá trị**

Content Creator



17/10/2023

ON AIR

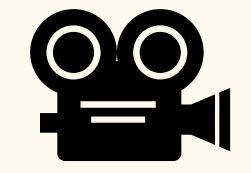
15/10/2023





Thanh Đình Duy

Ep 3: Giữ bản thân đi trên con đường tích cực
Creative Director



10/10/2023



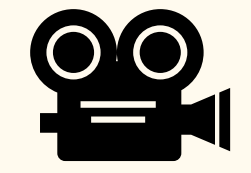
1/11/2023





Trần Quan

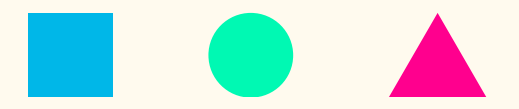
Ep 4: Trải nghiệm tạo nên hành trình
Expert of Marketing Communication



2/11/2023



10/11/2023

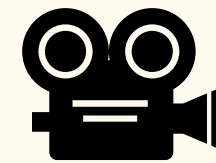




Võ Nhỹ Đào

Ep 5: Rồi chúng ta sẽ “ngắn” đi?

Executive Producer



19/10/2023

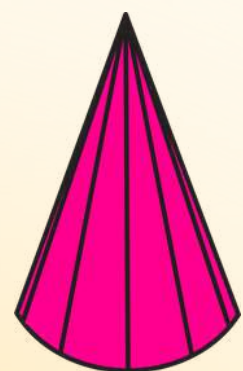


29/11/2023



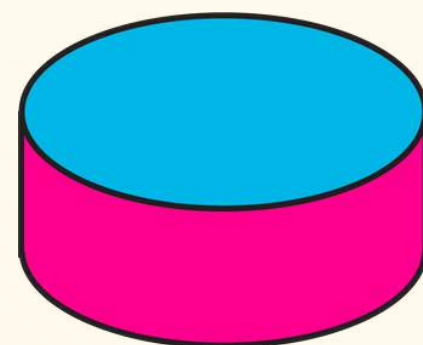
Sponsor package

Monetary sponsorship



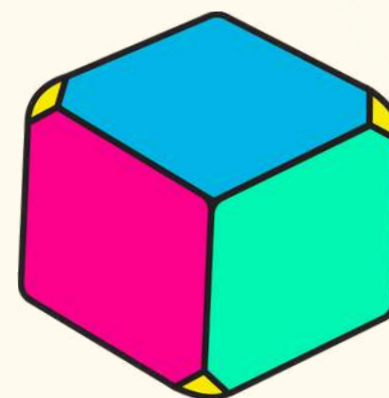
Xinh Xắn package

5.000.000 VND



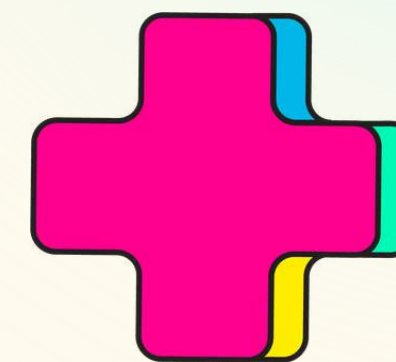
Tươi tắn package

10.000.000 VND



Chắc Chắn package

15.000.000 VND



Đúng Đắn package

20.000.000 VND



Sponsor package

In-kind sponsorship

The above mentioned monetary sponsorship packages can be converted into in-kind of equivalent value.

Project artifacts that are expected to be sponsored include:

- Sound, light.
- Suitable location for filming podcast series or event venue (hall).
- Online gift challenge.
- Teabreak.
- Other products suitable for the project.



Note

Business can discuss more about benefits or desired items.



Quyền lợi nhà tài trợ - truyền thông

STT	Quyền lợi	Gói Đúng Đắn	Gói Tươi Tắn	Gói Chắc Chắn	Gói Xinh Xắn
1	Hashtag doanh nghiệp được gắn trên bài đăng của chương trình	3 hashtags	2 hashtags	2 hashtags	1 hashtag
2	Logo nhà tài trợ xuất hiện trên các ấn phẩm truyền thông xuyên suốt (bài đăng, poster, cover, video recap,...)	x	x	x	x
3	Nhà tài trợ được đặt sản phẩm, logo trong series podcast	3 tập	2 tập	1 tập	1 tập
4	Bài cảm ơn chung các nhà tài trợ	x	x	x	x
5	Nhà tài trợ được chiếu TVC tại GALA	Dưới 60s	Dưới 45s		

Quyền lợi nhà tài trợ - truyền thông

STT	Quyền lợi	Gói Đúng Đắn	Gói Tươi Tắn	Gói Chắc Chắn	Gói Xinh Xắn
6	Bài cảm ơn riêng	1 bài	1 bài		
7	Nhà tài trợ được đăng bài giới thiệu trên fanpage của dự án trong thời gian truyền thông cho GALA	2 bài	1 bài	1 bài	
8	Logo và website nhà tài trợ xuất hiện trong landing page của dự án	x	x	x	x
9	Sản phẩm của nhà tài trợ được xuất hiện trong video recap	x	x	x	
10	Nhà tài trợ được toàn quyền sử dụng video, hình ảnh của GALA	x	x	x	x

Quyền lợi nhà tài trợ tại GALA

STT	Quyền lợi	Gói Đúng Đắn	Gói Tươi Tắn	Gói Chắc Chắn	Gói Xinh Xắn
11	Logo nhà tài trợ được đặt trên photoboth check-in	x	x	x	x
12	Logo nhà tài trợ xuất hiện trên standee, ấn phẩm tại GALA	x	x	x	x
13	Nhà tài trợ được đặt standee riêng tại GALA	3 cái	2 cái	1 cái	
14	Thiệp mời tham dự được gửi đến đại diện nhà tài trợ	x	x	x	x
15	Được đặt bàn/ booth tại event	x	x		
16	Phát sản phẩm của nhà tài trợ: flyers, các sản phẩm khác	x	x	x	

References

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- Qin, Y., Omar, B., & Musetti, A. (2022). The addiction behavior of short-form video app TikTok: The Information Quality and System Quality Perspective. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.932805>

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