
IT'S APRIL
SHOW TIME!

SINCE 2006,

AS A STRATEGIC BRAND & GROWTH BUILDER

WE CONTINUOUSLY CREATE IMPACT-DRIVEN SOLUTIONS



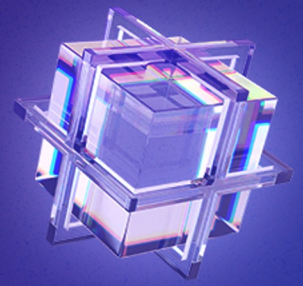
STRATEGY & GROWTH

Marketing strategy
Brand strategy
Consumer & market insights



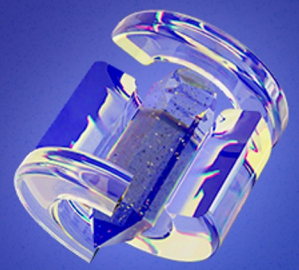
CAMPAIGN

IMC Campaign
TVC, Video & Key Visual
Corporate Identity
Packaging Design
Brand Website



SOCIAL MEDIA, PR & INFLUENCERS

Social Content & Management
Influencers & Creators
PR & Press
Paid Social & Search
Media Planning & Buying



AI CREATIVE & PRODUCTION

AI TVCs & Brand Films
AI Key Visuals
AI Product Shots & Animation
Social Video Ads
Concept Films & Animatics

BRANDS WE HAVE ACCOMPANIED WITH





CASE STUDIES

ALCOHOLIC BEVERAGES

DIAGEO

DIAGEO Executive summary

BRAND INFORMATION

Diageo is the largest multinational producer of alcoholic beverages from the UK. It owns many leading spirits brands globally, including Johnnie Walker (from premium to luxury products), Mortlach, Singleton, Talisker, etc., suitable for a wide range of customers from mainstream to luxury.

FIRST BRIEF IN 2019

During Diageo's global summit in Vietnam, Diageo approached April with the goal of creating a breakthrough to enhance brand recognition in the Vietnamese market.





The summit coincided with the US-North Korea handshake during the 2019 Hanoi Summit.

This creative live content generated ~2400 organic interactions and was the first social post marking the start of a 5-year collaboration between Diageo and April.

5 YEARS OF PARTNERSHIP

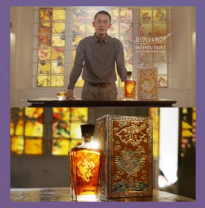
Based on strategic direction, April has been responsible for everything from Social Plans/Fanpage Management to Packaging Design & Thematic Communication, with the following criteria:

- **Man:** Understanding the Dark Market and the consumer base.
- **Method:** Strategic mindset applied in every consultancy activity.
- **Material:** Innovative connections with partners from various fields.
- **Money:** Best-value-offer in terms of both cost and effectiveness.

STRATEGIC IDEA

As Diageo's partner, April conducted in-depth research into the brand, the market, and consumer needs, proposing the **ARTIST COLLABORATION** strategy. Over 2 years of implementation, this approach laid the foundation for creating uniqueness, from packaging to thematic campaigns, continuing to evolve.

2021



John Walker & Sons XR 21 x Phap Lam artist Do Huu Triet

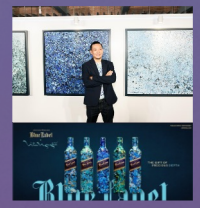
2022



John Walker & Sons XR 21 x Dau Bac artist Quach Phan Tuan Anh



Johnnie Walker Blue Label x Musician Trinh Cong Son



Johnnie Walker Blue Label x Contemporary artist Lieu Nguyen

2023



King George V x Lacquer artist Dinh Van Son



Johnnie Walker Blue Label x Contemporary artist Lieu Nguyen & fashion designer Nguyen Hoang Tu



Johnnie Walker Blue Label x Artist Hung Ro & Digital artist Lucia Pham

HIGHLIGHT ACHIEVEMENTS

Muse design awards

Diageo Capital Event 2023 - Strategy into Action

VTV24 - Giữ lửa nghề Đậu Bạc

ALWAYS-ON-CONTENT

Through Always-On Content, April effectively communicates Diageo's multiple brands while maintaining the distinct characteristics of each product line, from visuals to messaging.



OTHER CAMPAIGNS

In addition to this, April has partnered with Diageo to carry out numerous campaigns, ranging from Social Plan to Thematic Campaigns:

- 2019: White Walker thematic launching.
- 2020: Celebrate 200 years of Keep Walking. Premium Core Summer Highball social.
- 2022: Johnnie Walker 48 Y.O launching.
- 2020-2021-2022: Special Releases.

DIAGEO Highlight project

The summit coincided with the US-North Korea handshake during the 2019 Hanoi Summit.

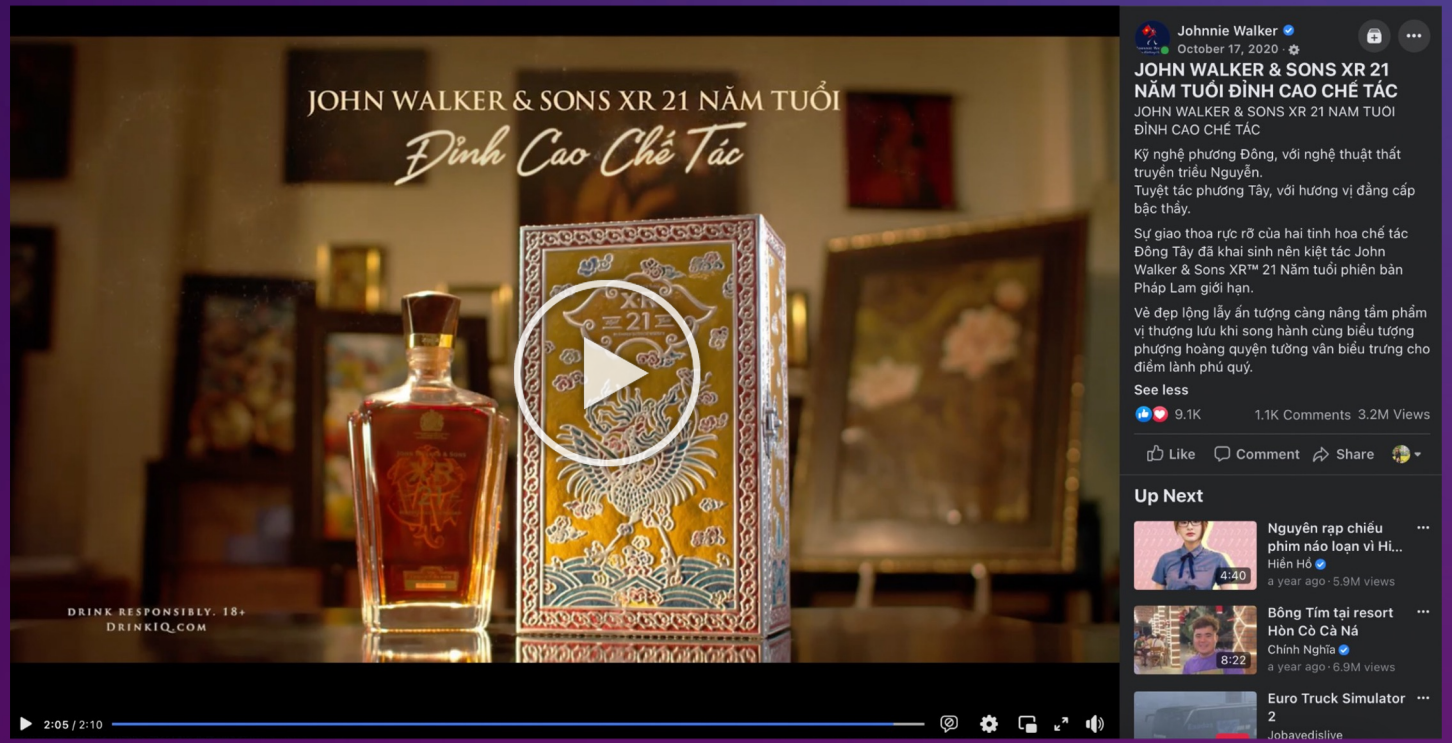
This creative live content generated ~2400 organic interactions and was the first social post marking the start of a 5-year collaboration between Diageo and April.



John Walker & Sons XR 21 x Phap Lam Artist Do Huu Triet

April brought international sophistication, deeply rooted in an understanding of Vietnamese culture and art history, by collaborating with Phap Lam artisan Do Huu Triet. He crafted Tet holiday packaging for XR 21 using the ancient Phap Lam technique, a craft that had been lost for centuries, once used exclusively in the Hue royal court.

Video link





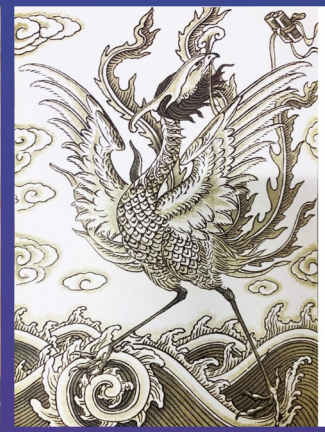


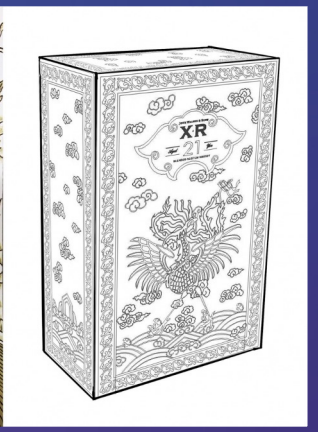
John Walker & Sons XR 21 x Silver Artisan Quach Phan Tuan Anh

Continuing to demonstrate a deep understanding of Eastern culture, history, and a strategic vision for a Western brand, April orchestrated the East-West fusion collaboration with Artisan Quach Phan Tuan Anh, a master in silver craftsmanship, which has become a lost art.

Video link











MUSE DESIGN AWARD







King George V x Lacquer Artist Dinh Van Son

The King George V whisky stirred inspiration in lacquer artist Dinh Van Son, who created a one-of-a-kind lacquer piece to harmonize the royal imagery of both Eastern and Western influences. The artwork featured the iconic Long Ma, symbolizing prosperity and wealth, bringing good fortune for the 2022 Lunar New Year, marking a year of recovery post-pandemic.











Johnnie Walker Blue Label - Late Musician Trinh Cong Son

Inspired by the shared worldview and the poetic artistic legacy in the music heritage of the late musician Trịnh Công Sơn, April created an exclusive collaboration between the rare and distinguished Johnnie Walker whisky and his legendary, captivating, and sophisticated songs.

Video link



Video link

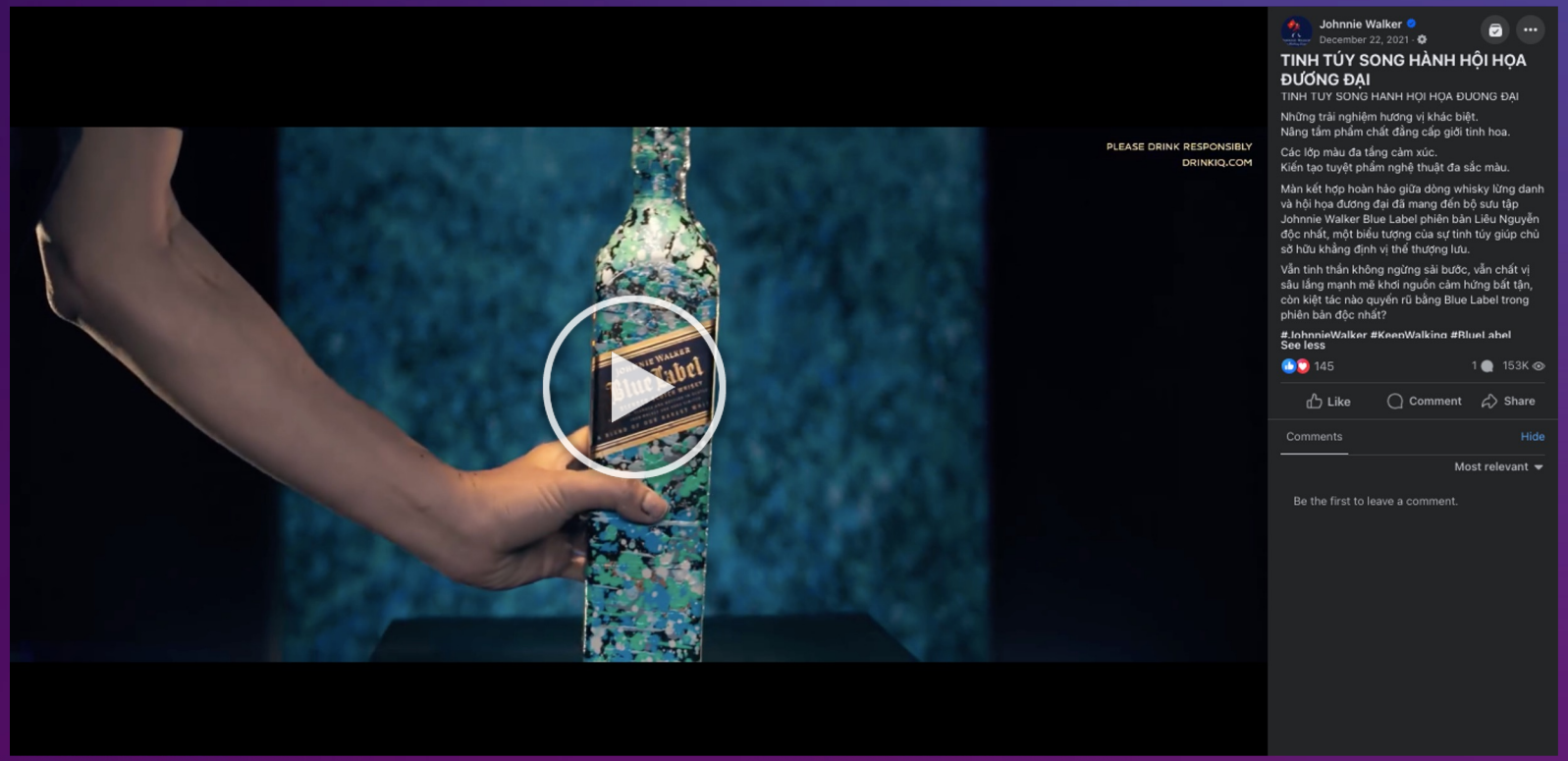




Johnnie Walker Blue Label x Contemporary Artist Lieu Nguyen

For Johnnie Walker Blue Label, which is associated with contemporary positioning, April suggested collaborating with contemporary artist Lieu Nguyen Huong Duong. His renowned pointillist artwork and creative thinking enhanced market awareness of the product, creating a visually rich and unique brand experience.

Video link







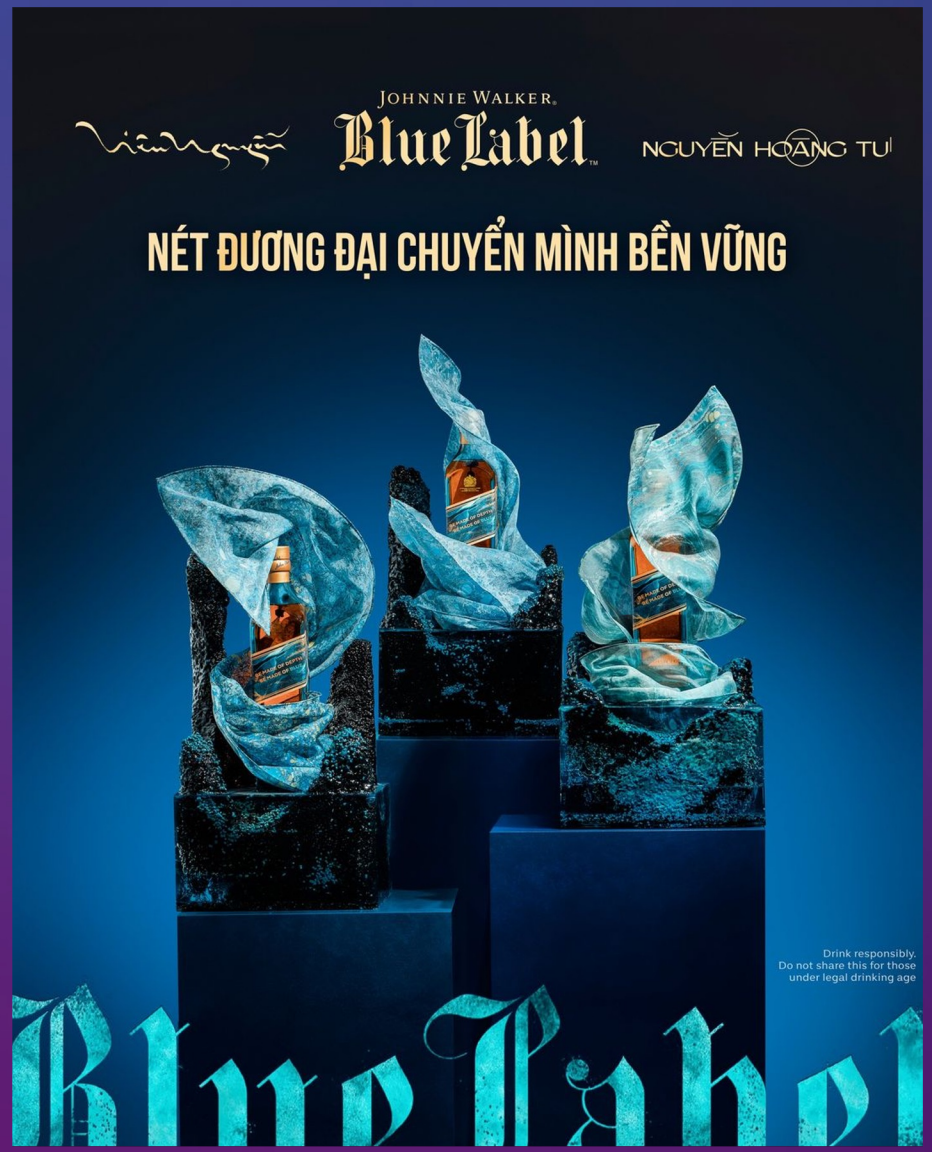
DIAGEO Highlight project

Johnnie Walker Blue Label x Contemporary Artist Lieu Nguyen & Fashion Designer Nguyen Hoang Tu

The Artist Collaboration platform continued with the combination of Lieu Nguyen's contemporary visual art and fashion designer Nguyen Hoang Tu's modern fashion design philosophy. Both drew inspiration from Johnnie Walker Blue Label, crafting artistic expressions that highlighted the brand's luxury, modernity, and sustainability.







DIAGEO Always-on-content





















Mortlach Intercontinental Da Nang

Video Link



Mortlach Launching Event Video

Video Link



ALCOHOLIC BEVERAGES

ROYAL ARCTIKA™

Packaging Design

Royal Arctika is a premium beer brand born from European brewing heritage and a spirit of exploration.

Crafted with meticulous attention to ingredients and brewing precision, the brand brings together distinctive Arctic-inspired innovation and refined taste to create a more elevated beer experience.

Its portfolio includes **Day Chiller**, a refreshing light lager crafted to complement food, and **Night Strong**, a smooth, complex strong lager inspired by whisky-aged aromas.



Packaging Design







DAY CHILLER GOURMET BEER FOR FOODIES

Ultimate Lasting Refreshment.
A Gastronomic Revolution.

Crafted to complement food, Day Chiller Beer delivers crisp, lasting refreshment shaped by European brewing tradition and modern refinement. Enabled by the patented Arctic Frost Effect™, a natural cooling sensation from Siberian wild hops, it cleanses the palate and sharpens flavors – remaining clear and balanced from the first sip to the last bite.



NIGHT STRONG BEER WHISKY AROMA

Boldly Complex.
Unbelievably Smooth.

Inspired by whisky-aging aromas, Night Strong delivers a rare balance of strength and smoothness, with a subtle bourbon sweetness that unfolds gently on the palate. Warm and indulgent in character, it is made for slow moments – offering depth and refinement for those who appreciate whisky notes without the weight of the morning after.

Launching Campaign

Royal Arctika
Published by Như Như · 7 August at 16:30 ·

NÂNG LY KHỞI VỊ
MỞ LỐI PHIÊU LƯU... See more



Royal Arctika
Published by Như Như · 8 August at 11:00 ·

English Below
[ROYAL ARCTIKA x FLAVORS VIETNAM 2026] ... See more







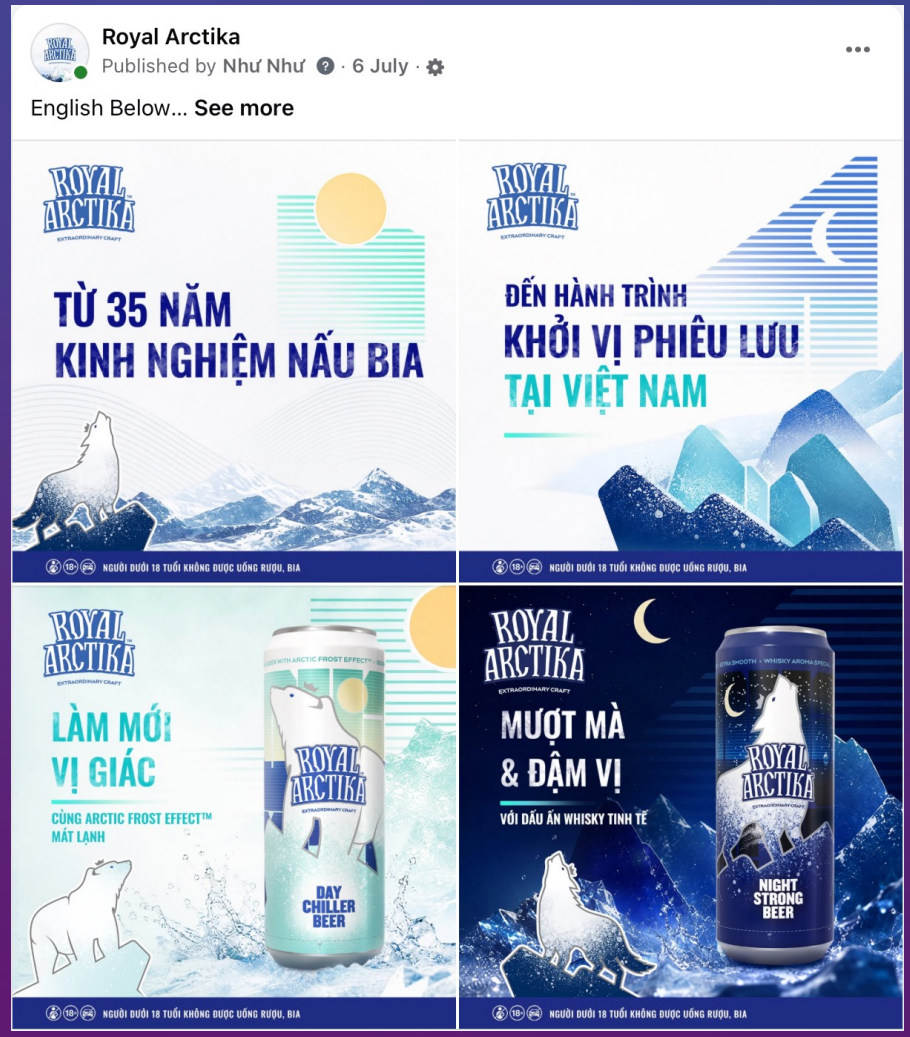
Royal Arctika
Published by Như Như · 23 July at 11:48 ·

English Below
[ROYAL ARCTIKA x RISING CHEFS CHALLENGE 2026]... See more



Launching Campaign





F&B

Jollibee®

Delivery service IMC campaign - Executive summary

BRAND INFORMATION

Jollibee is a leading fast-food chain from the Philippines that entered the Vietnamese market in 2005. Over the years, Jollibee has grown significantly, becoming one of the top 3 fast-food brands in Vietnam, with 176 stores.

The brand is well-known for its positioning: "More Delicious, More Fun", with its signature products being Chickenjoy and Jolly Spaghetti.

PRODUCT INFORMATION

Jollibee Express Delivery is the brand's food delivery service in Vietnam, characterized by its friendly and efficient service that ensures the food's quality is maintained during delivery.

CAMPAIGN OBJECTIVE

To increase awareness of Jollibee Express Delivery as the best food delivery service for fast-food lovers.

CREATIVE DIRECTION

BRING THE WHOLE JOLLIBEE STORE TO YOU

JEDs (Jollibee Express Delivery), with the best service, ensures the quality from service to food is maintained as it is transported from the store to your location, with the mission of bringing the entire Jollibee experience to wherever you are

HUMAN TRUTH

Consumers are concerned that the quality of food delivered may not be as good as dining in-store, which diminishes their experience and lowers their expectations of the delivery service.



PRODUCT TRUTH

Jollibee Express Delivery ensures the best quality service and food delivery, from the restaurant to your door, with a mission to bring the full Jollibee experience to you.

SERVICE NAME

NGON VUI SHIP (YUMMY FUN SHIP)

KEY MESSAGE

GIÒN NGON MỌI LÚC, VUI MỌI NƠI (CRISPY EVERYTIME, FUN EVERYWHERE)

KẾ HOẠCH TRUYỀN THÔNG

Phase 1: Awareness		Phase 2: Amplify	
Jul	Aug	Sep	Oct
Social post tease	Release full motion KV	Bumper ad	
Community fanpages reup		Community groups share & review	
Always-on-content			

Delivery service IMC campaign - Highlight assets

Unskippable bumper ads

Video link



Delivery service IMC campaign - Highlight assets

Always-on-content









KV Burger Tôm - Executive Summary

BRAND INFORMATION

Jollibee, a leading fast-food chain from the Philippines, entered the Vietnamese market in 2005 and has since grown to become one of the top 3 fast-food brands in Vietnam with 176 stores.

Jollibee is known for its positioning: "More Delicious, More Fun", with key products like Chickenjoy and Jolly Spaghetti.

PRODUCT INFORMATION

The shrimp burger is a product with high potential at Jollibee. Shrimp burgers are also popular among competitors (such as KFC and Lotteria), but neither of them has executed strong or clear communication for this product.

CAMPAIGN OBJECTIVES

1. Increase awareness of Jollibee's new Shrimp Burger.
2. Differentiate Jollibee's Shrimp Burger from competitors' products by emphasizing the "More Real Shrimp" aspect.

CREATIVE DIRECTION

The Amazing Taste
The Amazing Tôm-Burger

"We bring the amazing taste experience of the Shrimp Burger, making its debut at Jollibee for the first time."
Keywords: Fresh shrimp, new flavor, first time, amazing taste.

KEY MESSAGE

Tôm Burger – Tôm thật tươi, vị thật mới (Shrimp Burger – Fresh Shrimp, Fresh Taste)

ART DIRECTION

Focus on the product to highlight the freshness and flavor of Jollibee's Shrimp Burger, portraying it as an icon that invites consumers to indulge in its unique taste.







KV Burger Tôm - Highlight assets

KV





Social post adaptation

Teasing minigame



Announcing result



Announcing winner





Jollibee Chilli Chicken KV & Product video - Executive Summary

BRAND INFORMATION

Jollibee is a leading fast-food chain from the Philippines, which entered the Vietnamese market in 2005. It has grown to be one of the top 3 fast-food brands in Vietnam, with 176 stores.

Known for its slogan "More Delicious, More Fun," its key products include Chickenjoy and Jolly Spaghetti.

PRODUCT INFORMATION

Within Jollibee Vietnam's product lineup, Chilli Chicken stands out as a core offering, attracting a wide customer base and contributing to strong double-digit growth year on year.

Unique Selling Proposition (USP):
The perfect balance of spicy and sweet flavors in every bite.
Reason to Believe (RTB):

- Harmonious Sauce: The unique sauce recipe achieves a perfect balance between sweet and spicy flavors.
- Intense Spiciness: Made with a blend of various chili peppers, the chicken provides a deep, spicy experience from the inside out.

CAMPAIGN OBJECTIVE

increase awareness and drive preference for Jollibee Chilli Chicken among fast-food lovers who enjoy spicy flavors, not only for its **great taste** but also for its **mood-lifting** qualities.

CREATIVE DIRECTION:

Spicy-bomb Chicken

When enjoying Chilli Chicken, consumers will immerse themselves in a variety of mood-enhancing sensations, from the bold spiciness to the sweetness and juiciness.

HUMAN TRUTH

Flavors can evoke happiness and excitement, particularly the combination of spicy and sweet.



PRODUCT TRUTH

Jollibee's Chilli Chicken delivers intense spiciness, combined with the sweetness of the sauce and juicy meat, creating a harmonious taste experience in every bite.

KEY MESSAGE

Gà sốt cay - Cay cay ngọt ngọt, ngon bừng vị

(Chilli Chicken – Spicy and sweet, booming flavor)

CREATIVE MAGNIFIER

To emphasize the bold flavor experience, the campaign focused on expressing the burst of excitement felt by consumers when eating Chilli Chicken. This was conveyed through dynamic visuals and exclamatory descriptors like SPICY, SWEET, and BOOM! to amplify the sensory impact of the product.

Jollibee Chilli Chicken KV & Product video - Highlight assets

KV & TVC





Video link

Jollibee Chilli Chicken KV & Product video - Highlight assets

Social posts







Jolly Spaghetti KV & Product video - Executive Summary

BRAND INFORMATION

Jollibee is a leading fast-food chain from the Philippines, which entered the Vietnamese market in 2005. It has grown to be one of the top 3 fast-food brands in Vietnam, with 176 stores.

Known for its slogan "More Delicious, More Fun," its key products include Chickenjoy and Jolly Spaghetti.

PRODUCT INFORMATION

Besides Chickenjoy, Jolly Spaghetti is another favorite product, leading Jollibee Vietnam with a growth rate at double-digit growth in 2023.

USP: Cheese. Meat. A Sweet Surprise!

RTBS:
1. Sauce: Delicious spaghetti with a blend of cheese and beef sauce on top
2. Pairing: Enjoy and balance the flavors when eating Jolly Spaghetti with Fried Chicken

CAMPAIGN OBJECTIVE

Increase the recognition and love of Fast-food lovers for Jollibee Jolly Spaghetti not only because of **"Great tasting"** but also **"Mood lifting"**

CREATIVE DIRECTION:

The symphony of flavor

Jolly spaghetti connects exciting flavors into a mouthwatering harmonized experience like a melody of enjoyment.

HUMAN TRUTH

Plentiful flavors can uplift people's excitement, especially when blended harmoniously.



PRODUCT TRUTH

Jolly spaghetti with the harmonizing of cheese and beef sauce on top creates a mouthwatering and enjoyable experience.

KEY MESSAGE

Mỳ Ý Jolly - Sốt, Mỳ hoà nhịp. Ngon hết ý

(Jolly Spaghetti - Sauce, Noodles in harmony. Delicious)

CREATIVE DEVICE

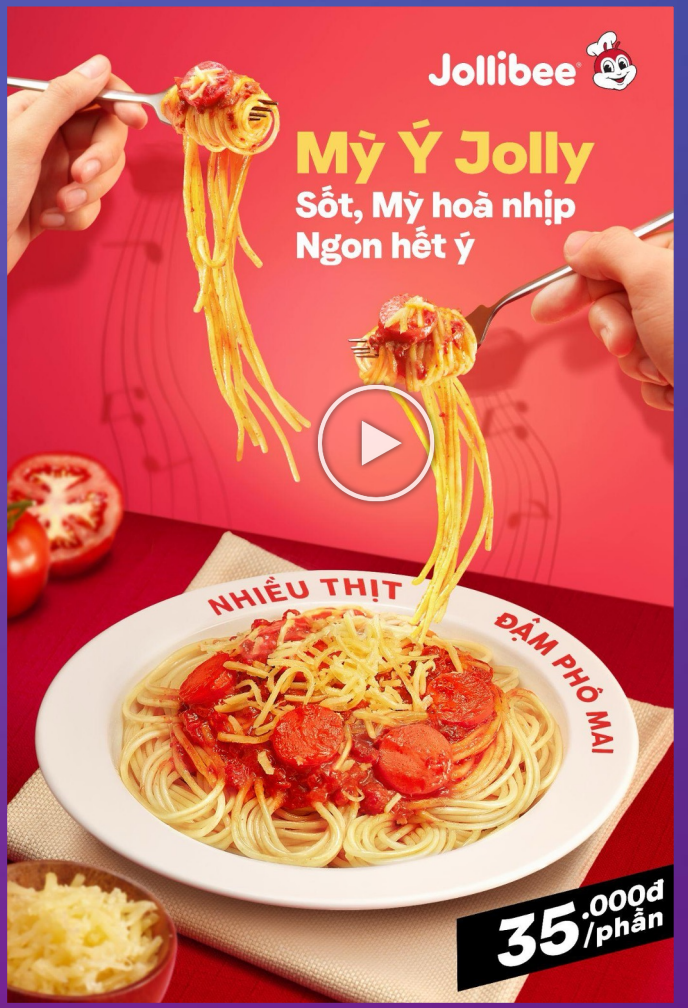
Phase 1: The shadows of the noodles form lines on the talent's shirt, connecting the musical notes embroidered on the shirt into a musical score.

Phase 2: Use the shadow of a hand holding a fork to print on the wall the image of a conductor coordinating the orchestra.

Jollibee Jolly Spaghetti KV & Product video - Highlight assets

KV & TVC





Video link

F&B

VIKODA

RE-LAUNCH CAMPAIGN



Key Message:

Vikoda – Nguyên bản như ngọc trong đá



Key Visual Series

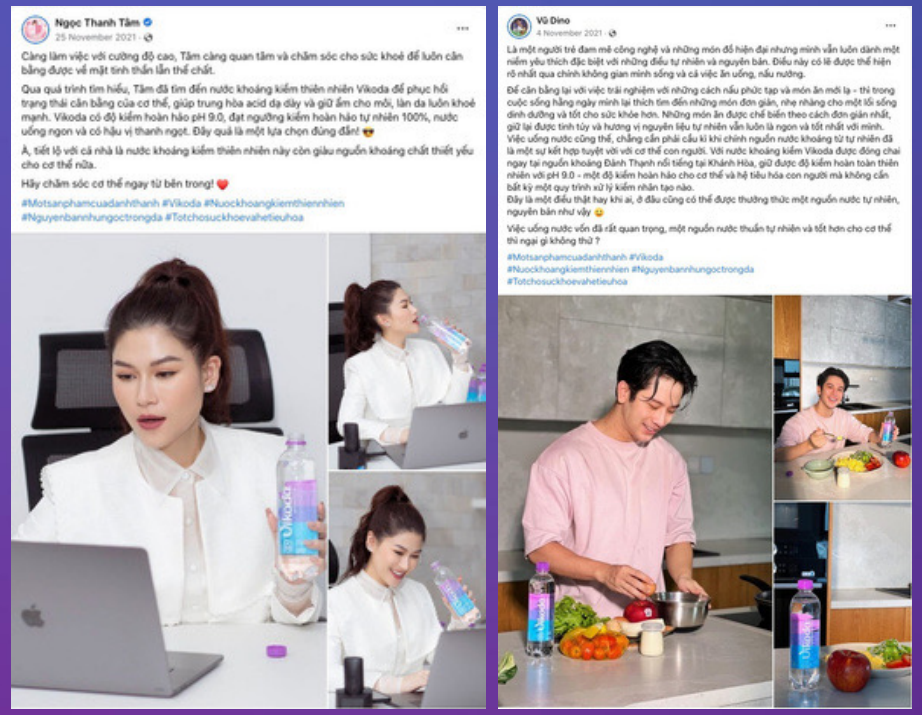


THE WORK SHOWCASE

AGILE CONTENT



INFLUENCER OUTREACH



THE WORK SHOWCASE

FUNFACT SERIES













F&B

MARINE BOY
DIGITAL CAMPAIGN



CHALLENGE

Marine Boy has been a beloved brand by kids, especially age 4-9 due to its appealing creative snack mold, game case and the whole story about a marine world. After the successful Marinevenger launch in 03 seasons, the brand was struggling with the sale drop gradually. The problem mainly lied on the crafted model which was no longer suited for kids' interest, so it is challenging to maintain the sales. Either keeping the same game direction or changing to another kind of game, and then which tactics will sustain kids' interest for 03 months and more, April had started the challenge by doing qualitative research to find exactly the answer.

OBJECTIVES

- Regain the brand preference & enhance repeated purchase after the sales peak
- Push sales grow 30%

DELIVERABLES

- An integrated plan for 3 months including strategy & creative
- Assets, communication framework, social tactics
- Concept & executional idea with design
- KOLs outreach to spread out the campaign

WE ARE REALLY INTO THEIR IMAGINATION WORLD!



New Characters

While card is still the most favorite of kids at this age, but is it can be more playful & extraordinary that leverage their imagination to an upper level?

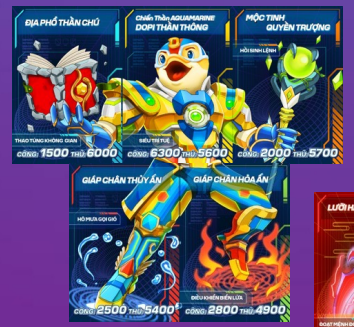
Starting with characters, they are utilized from the current crew of Marine Boy due to its familiarity with kids. To add on, they are attached with cooler combat skills and upgraded cuteness to cooler machinery appearance.



New Mechanic

Instead of playing card by card as usual, the new mechanic introduces kids a way more interesting battle by enabling to collect and craft cards that empowers compound power of the character. We make it battle- worthier with stronger power and function, but still keep it simple to play, which is comprehensive for kids at this age and make it shareable with their friends.

DOPI CHARACTER





VILLAIN CHARACTER

Packaging Design

Special Cards

The special cards are made of metallic material, which encourages kids to collect more.







iTVC

LINK VIDEO

FASHION & JEWELRY

PNJ

Branding campaign - Executive summary

BRAND INFORMATION

PNJ (Phu Nhuan Jewelry) is a fashion brand targeting women, known for its core values of creativity, elegance, and trustworthiness.

PNJ's brand positioning is focused on honoring the true value of women, inspiring confidence and motivation, and empowering them to express their uniqueness.

CHALLENGES & COLLABORATION CONTEXT

PNJ aimed to engage three different target groups using specific platforms:

- Romantic Relationships
- Family Bonds
- Personal Empowerment

For the Personal Empowerment platform, PNJ focused on Self-Celebration, a concept rooted in self-love. However, self-love is a popular theme within the jewelry, fashion, and cosmetics industries, making it challenging for PNJ to stand out.

Therefore, PNJ sought a creative concept that would distinguish the Self-Celebration platform and appeal to women aged 30-45 during key seasons such as Lunar New Year and Christmas.

TARGET AUDIENCE

Women aged 30-45 who are:

- Modern and Open-minded
- Confident and Independent
- Know how to enjoy life and reward themselves

These women are **self-aware** and no longer driven by societal expectations. They are confident in their abilities and proud of their achievements, choosing what's best for themselves

CONSUMER TRUTH

The target audience for PNJ consists of women who are in their "prime" stage of life. They have enough experience and self-awareness to not be influenced by external factors, yet they still know what the best choices are for themselves.

They have the right to choose the best for themselves.

BRAND TRUTH

With PNJ's positioning of honoring the true value of women:

- PNJ is not just the top choice for jewelry.
- PNJ has also become a trusted brand, linked to the right to shine through self-awareness, deserving recognition and appreciation.

CREATIVE CONCEPT

MỸ QUYỀN CHU TOÀN (WHOLLY BEAUTY RIGHT)

Deep within every woman is the instinct to seek beauty. What could be more fulfilling than enhancing your own beauty and that of your loved ones from a place of self-love and belief that you're choosing the best?

CREATIVE ASSETS

Xmas Photoshoot



Mỹ Quyền (Beauty right) **– Ha Nhi Music Video**



Thần tài Quý Mão (God of Wealth – Year of the Cat) **Product video**



Tet Photoshoot



Thần Tài (God of Wealth) **ITVC**

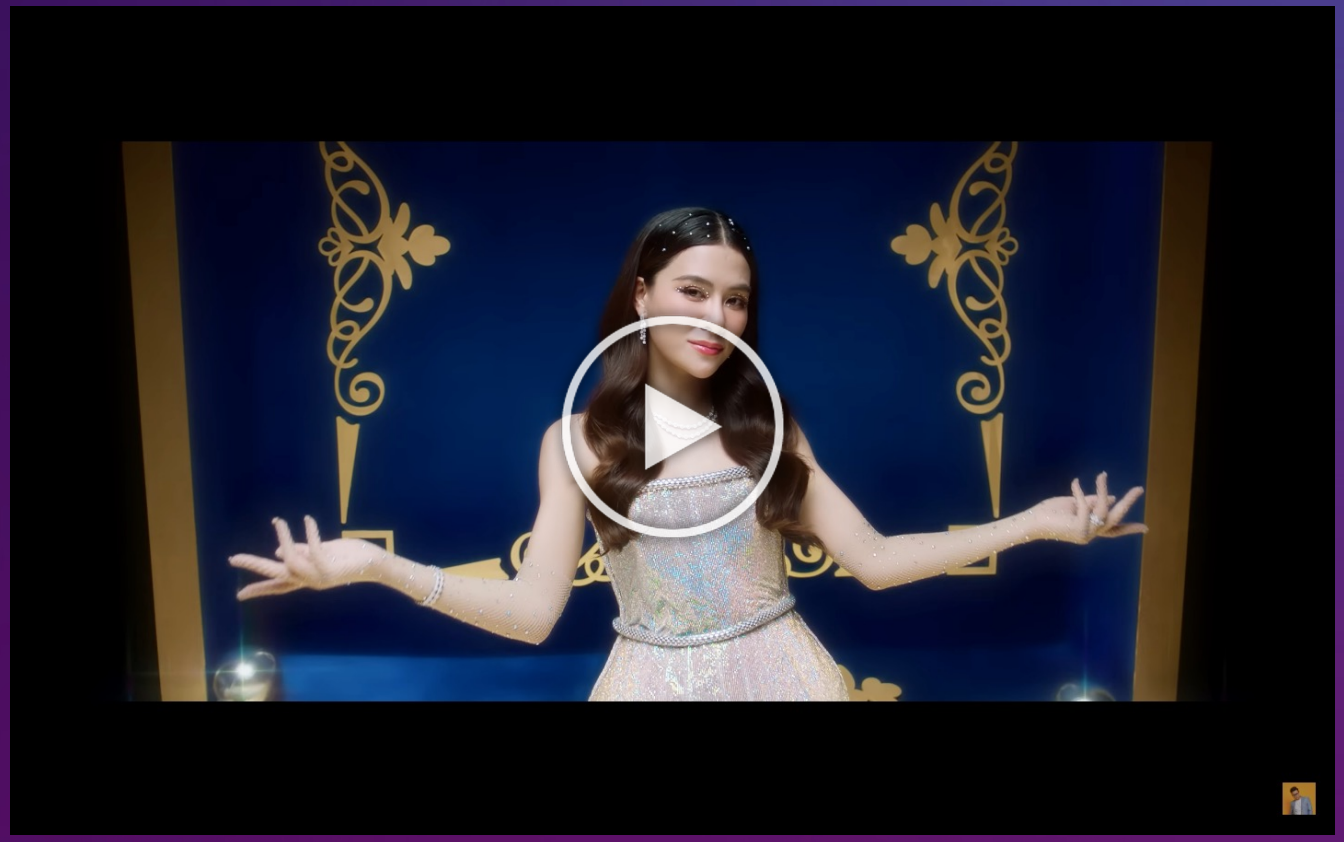


In addition, by using Influencer, Community, and PR strategies, we effectively spread the inspirational message to the target audience across all touchpoints.

Branding campaign - Highlight Assets

Mỹ Quyền (Beauty right) **– Ha Nhi**
Music Video

Video link



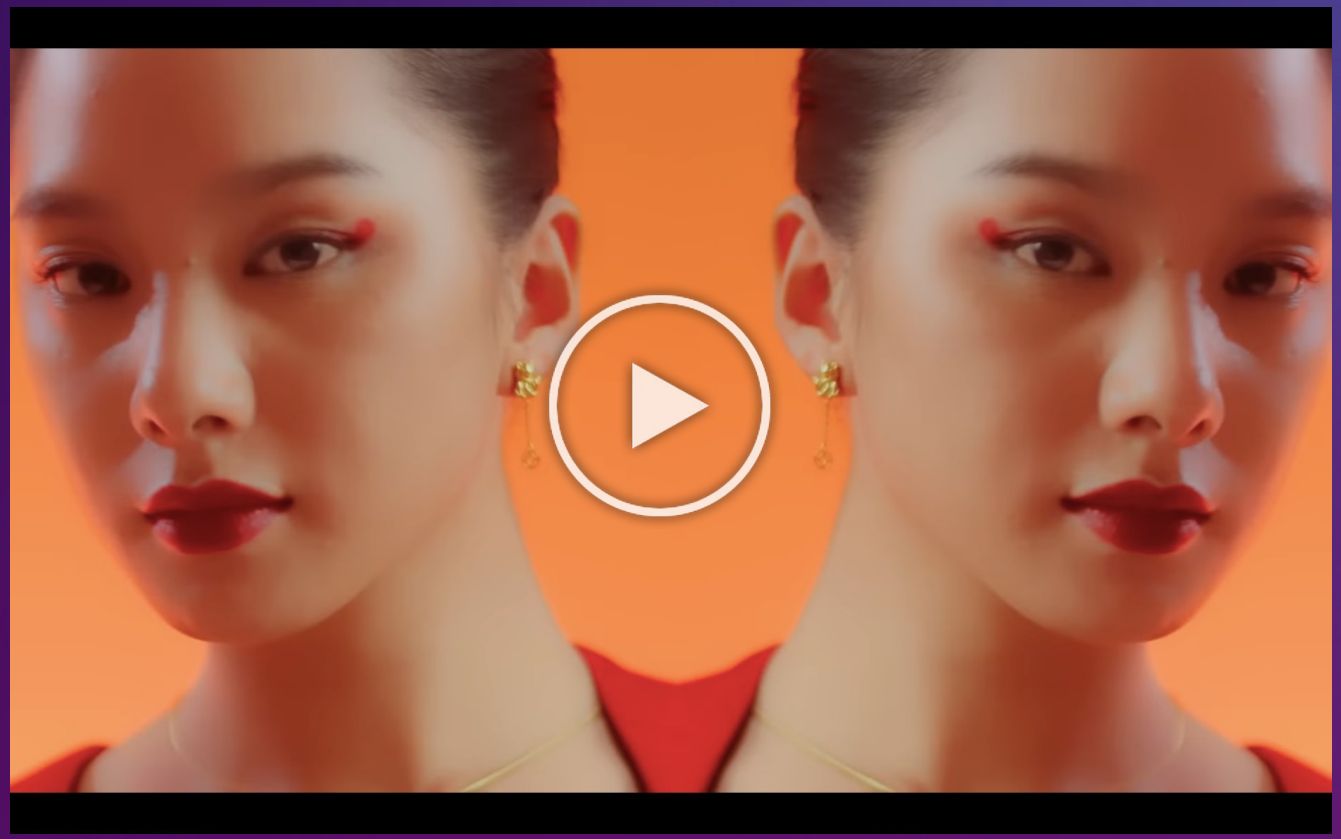




Branding campaign - Highlight Assets

Thần tài Quý Mão (God of Wealth – Year of the Cat)
Product video

Video link







Branding campaign - Highlight Assets

Thần Tài (God of Wealth)
iTVC

Video link





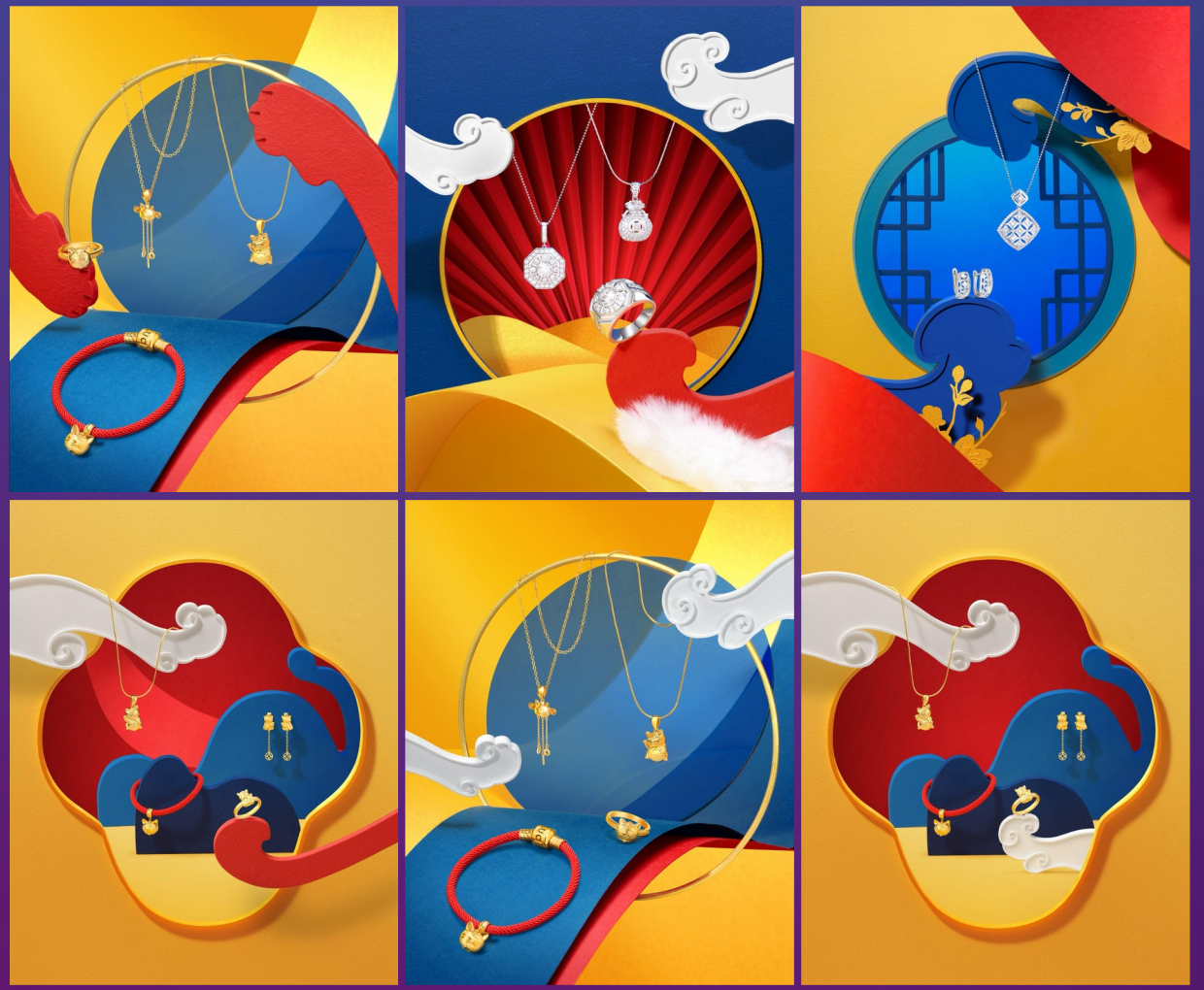


Branding campaign - Highlight Assets

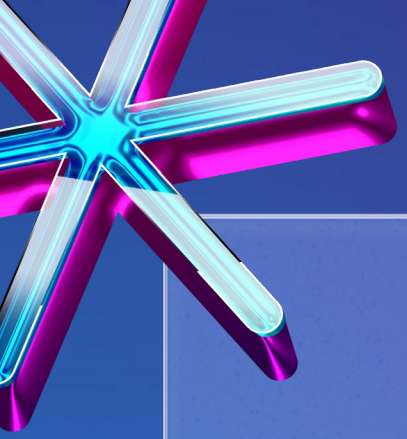
Xmas Photoshoot

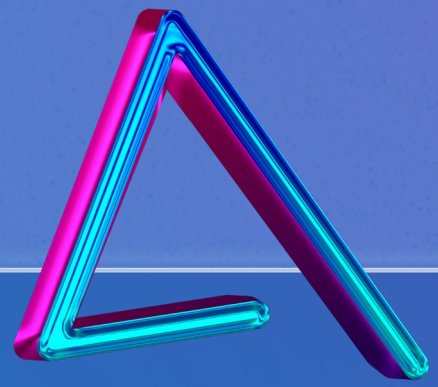


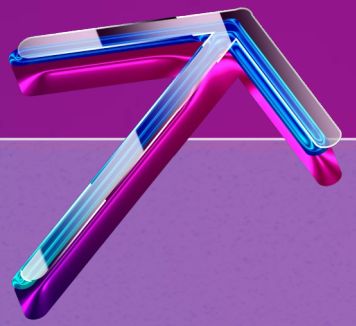
Tet Photoshoot



COSMETICS









Hada Labo

PERFECT X SIMPLE

Hada Labo

Hada Labo Digital campaign - Executive summary

BRAND INFORMATION

Hada Labo is a well-known cosmeceutical brand with a rich cultural heritage rooted in Japan, which gives it a distinctive brand identity. The brand provides three product lines for Vietnamese women: moisturizing, whitening, and anti-aging.

With the philosophy of "Perfect x Simple," Hada Labo focuses solely on delivering ingredients that truly benefit the skin.

PRODUCT INFORMATION

Moisturizing & Cleansing are currently the prominent trends in the cosmetics industry, aligned with high customer demand.

Hada Labo aimed to increase awareness of its face wash line by presenting a fresh, youthful image while highlighting the product's unique features – cleansing and moisturizing with advanced HA (Hyaluronic Acid), targeting young women.

CAMPAIGN OBJECTIVES

1. Increase awareness of Hada Labo's face wash line.
2. Present a fresh, youthful, and joyful image while highlighting the unique features of the product.
3. Capitalize on the rising trend of face washes to capture market share.

CREATIVE DIRECTION

Simple Happiness

By giving you perfectly clean and moisturized skin, Hada Labo helps you enjoy life's simple pleasures. The campaign aimed to convey how the product delivers not only clear, hydrated skin but also the joy that comes with feeling fresh and confident.

CONSUMER TRUTH

"I love things that are simple yet perfect; they can make my day, and having 'perfect skin' is part of that."

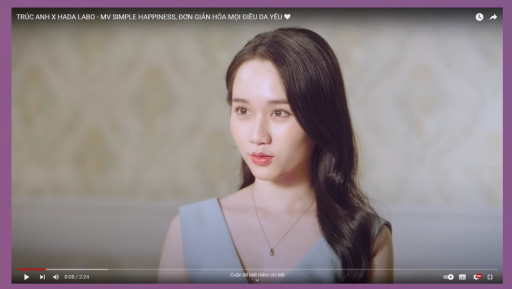
BRAND TRUTH

"Perfect x Simple":
Hada Labo focuses on providing essential skincare benefits with an emphasis on simplicity. It utilizes soap-free cleansing technology combined with advanced Hyaluronic Acid (HA) to deliver perfect skin, emphasizing minimalism and effectiveness.

CREATIVE ASSETS

MV ft Truc Anh

The campaign kicked off by MV with popular KOL to capture attention from the target audience.



Digital Photo Album ft Truc Anh

Utilizing KOL imagery to boost brand recognition and create immediate impressions across digital channels.





Digital Product Photo Series

Leveraging the simplicity and effectiveness of the product, a consistent visual concept was used to highlight the product's physical benefits.





In addition to the key assets that maintain a consistent and cohesive concept, we optimized the campaign's effectiveness by employing strategies such as MV covers, video reactions, KOLs, social challenges, reviews, and community engagement to boost interactions with the target audience.

Digital campaign - Highlight assets

Music video ft Truc Anh

The campaign kicked off by MV with popular KOL to capture attention from the target audience.

[Video link]



Digital campaign - Highlight assets

Digital Photo Album ft Truc Anh

Utilizing KOL imagery to boost brand recognition and create immediate impressions across digital channels.









Digital campaign - Highlight assets

Digital Product Photo Series

Leveraging the simplicity and effectiveness of the product, a consistent visual concept was used to highlight the product's physical benefits.











FINANCE

Pinetree
SECURITIES

IMC campaign - Executive summary

BRAND INFORMATION

Pinetree is a subsidiary of Hanwha Investment and Securities, a member of the Hanwha Group, which is one of the seven largest conglomerates in South Korea.

Pinetree Securities entered the Vietnamese market, positioning itself as a digital financial solutions provider, with a mission to offer investment opportunities to customers through innovative products and services.

CHALLENGES

Pinetree had low brand awareness in the existing market, partly due to its recent entry into Vietnam. Therefore, Pinetree aimed to attract consumer attention by promoting appealing benefits such as:

- **0% trading fees**
- **No changes in margin rate**
- **No complicated requirements**

CAMPAIGN OBJECTIVES

Capture attention and build awareness for Pinetree Securities among the target audience by delivering the message of **Chứng khoán Pinetree - Trọn đời miễn phí (Pinetree Securities - Lifetime 0 Fee)**, thereby elevating brand recognition and solidifying the brand's commitment to offering unique benefits to investors.

TARGET AUDIENCE

Mass audience who are interested in or currently investing in Vietnam's stock market, encouraging them to consider Pinetree Securities for their trading needs.

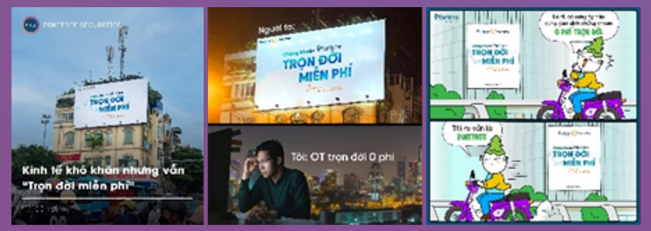
CREATIVE SOLUTION

Using the core message **Chứng khoán Pinetree - Trọn đời miễn phí (Pinetree Securities - Lifetime 0 Fee)** the campaign focused on conveying the product's functional benefits while also incorporating emotional storytelling to ensure memorable and long-lasting impressions of the brand.

Phase 1: Functional education
Key visual ensures consistency in brand identity



OOH and community channels maximize the spread of visuals and messaging



Phase 1: Emotional enhancement
Digital film narrates the brand's story and values.



Supporting assets attract interaction from the target audience:

- 'Lifetime zero fee' jingle
- Microsite mini game designed for traders

IMC campaign - Highlight assets

Key visual ensures consistency in brand identity



OOH and community channels maximize the spread of visuals and messaging





IMC campaign - Highlight assets

Digital Film - Story 1

Video link



IMC campaign - Highlight assets

Digital Film - Story 2

Video link



IMC campaign - Highlight assets

Digital Film - Story 3

Video link



TECHNOLOGY

“CHO NIỀM VUI LAN TOẢ”
CAMPAIGN

Canon







THE CHALLENGE

-

As we all know today the world isn't a perfect place for a good camera anymore. Professional cameras are considered inconvenient and geeky while smart phone cameras are becoming more mainstream.

So how can we help a great brand like Canon create more impressions and convincing reason-to-buy in younger Vietnamese audience?

THE SOLUTION

-

To combine 02 trendy things that young people are looking for: Running and Fashion, we created The Fashion Me Run campaign as an annual event to appeal to Vietnam's trendy, youthful, mobile-first generation.

Introduction Video









LINK VIDEO

Online registration and event materials









Live event


Canon
Cho Niềm Vui Lan Tỏa
EOS M50
PHONG CÁCH CỦA TÔI
fashion me run 2018
CANON EOS M50
FASHION ME RUN
2018
GIẢI THƯỞNG
GƯƠNG MẶT ĐẠI DIỆN
FASHION ME RUN




Canon
FASHION ME RUN
EOS M50






Canon
FASHION ME RUN
EOS M50



THE CHALLENGE

-

We work with Canon Vietnam to reposition their business products into business solutions. This new approach requested a more insightful way of communication to attract the attention and interest of business owners and operation managers.

THE SOLUTION

-

- Reposition all Canon Business Products into “The Solutions For Business Improvements”.
- Create a thematic campaign with the call-to-action “Smart Investment Empowers Your Business” that combine digital advertising and editorial articles to generate awareness and recruit lead forms.

Canon Vietnam – B2B Campaign



Canon Vietnam – B2B Campaign





Canon Vietnam – B2B Campaign

Facebook Content

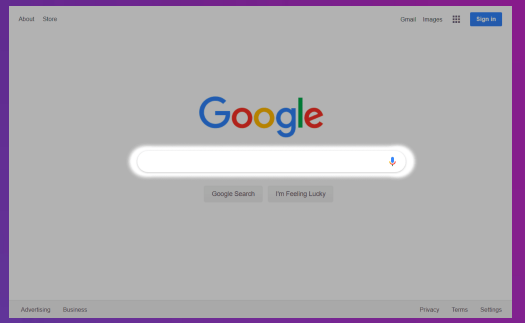




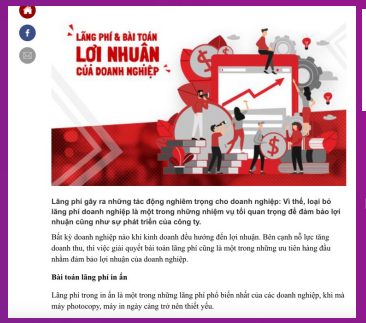




Search Content



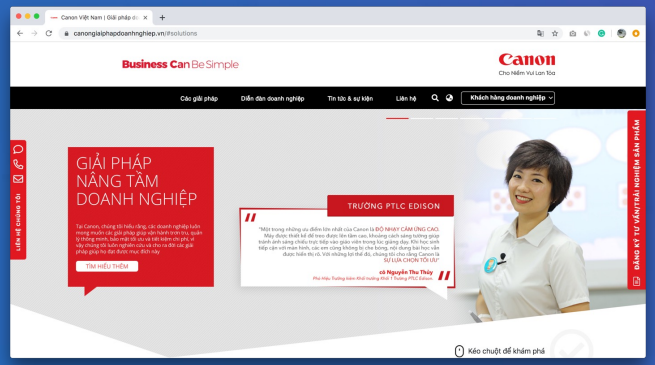
Editorial Content

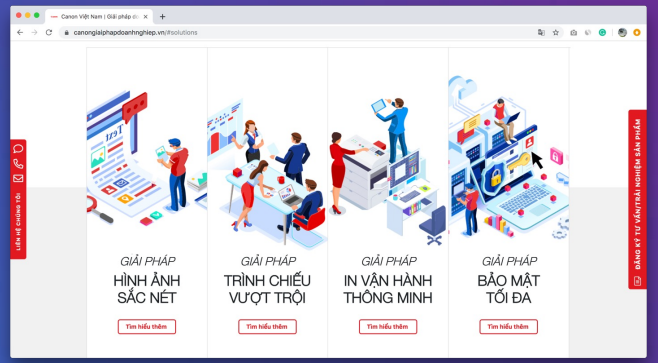


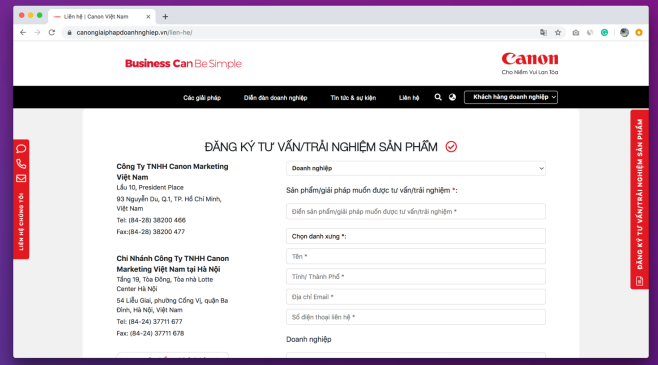
CAFEF
www.cafef.vn

Carebiz

>20,000,000 impressions







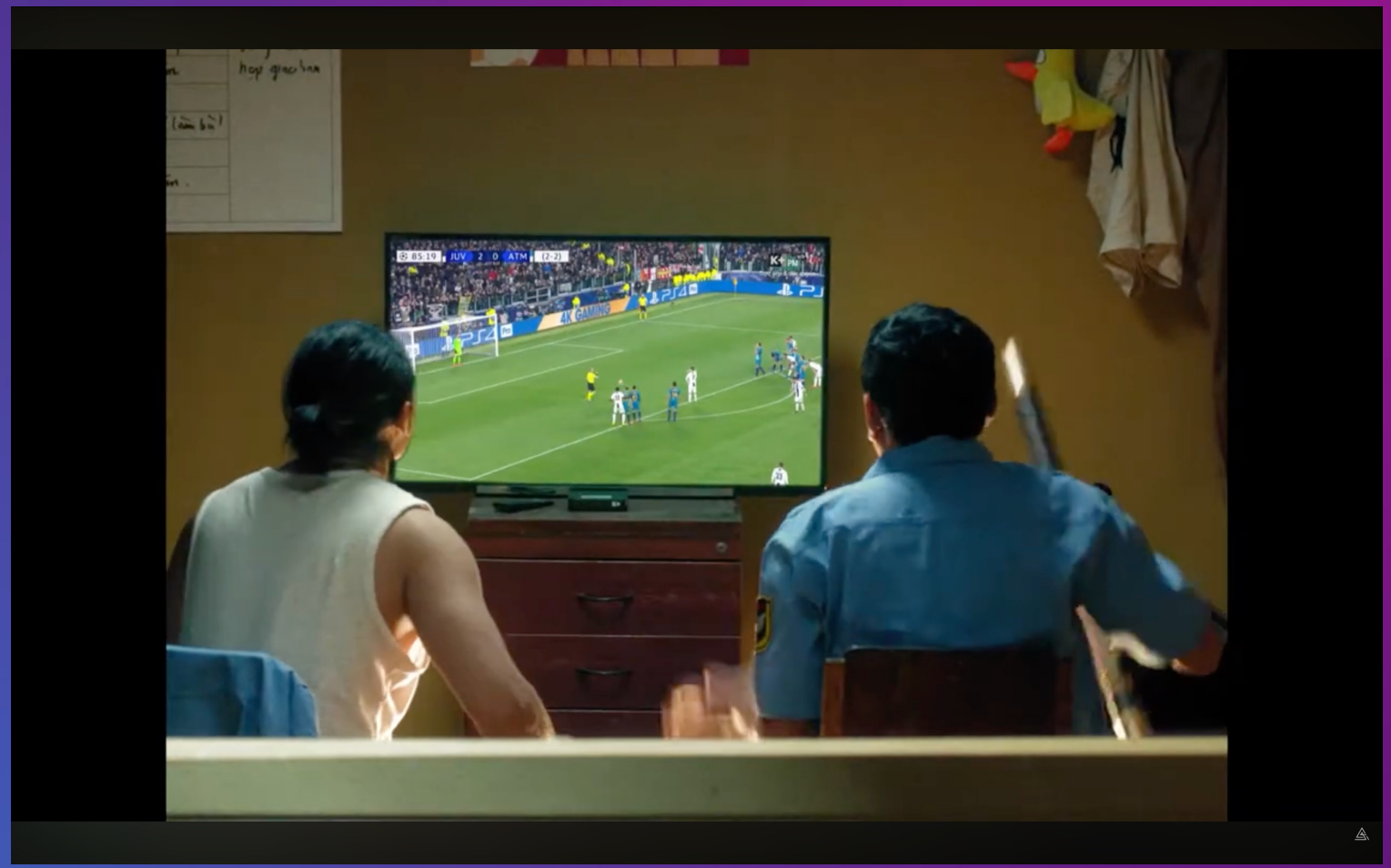
700 Business Leads for Canon B2B Solutions.

TECHNOLOGY

BE APP

SOCIAL CAMPAIGN

K+ TVC



Ronaldo K+

Link video

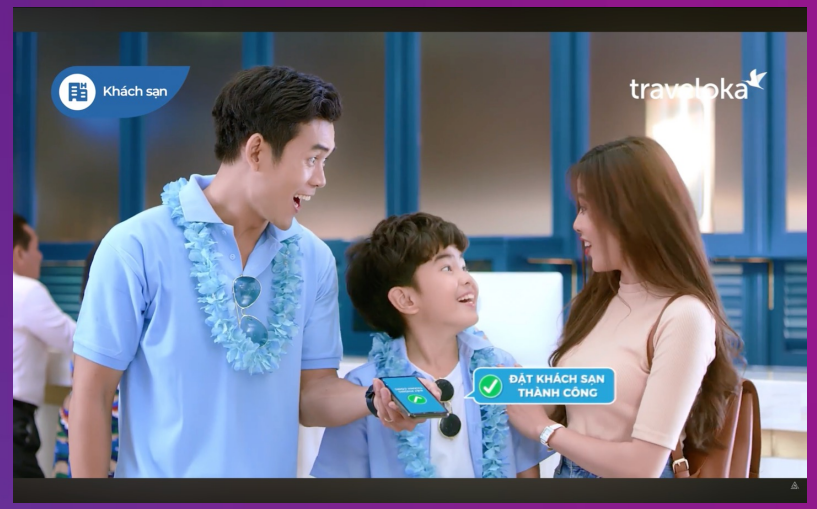
TRAVELOKA



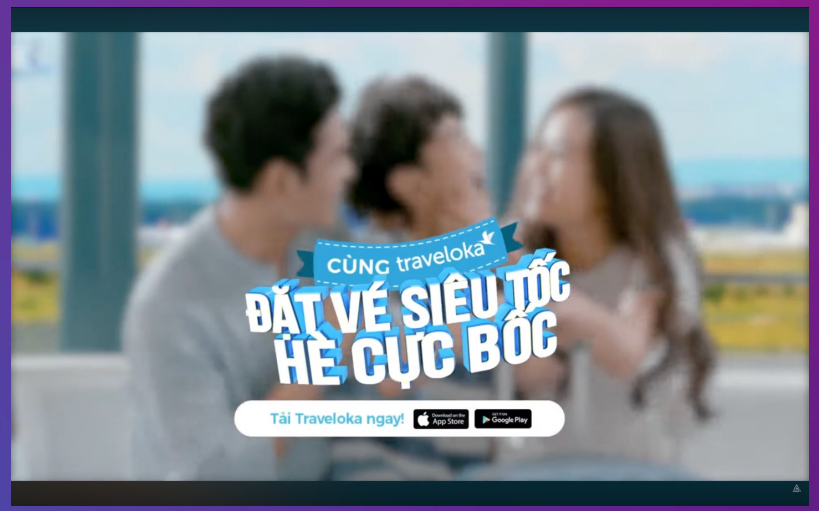
TRAVELOKA DIGITAL VIDEO | A&A

Link video

TRAVELOKA



Traveloka Digital Video | Hotel [Link video]



Traveloka Digital Video | Flights [Link video]

TECHNOLOGY

NATIONWIDE AWARENESS
CAMPAIGN

vivo

VIVO – NATIONWIDE AWARENESS CAMPAIGN

CONCEPT: CELEBRITY ENDORSEMENT
A nationwide poster campaign featuring artist and new smartphone.
STAR FACE: HP
Followers 5.2million. Music social influence with 17-35 females.
Nationwide star influence with 14-21 rural and urban youth.

RESULTS:
4 MILLION VIEWS ONLINE
SALES INCREASE 67%

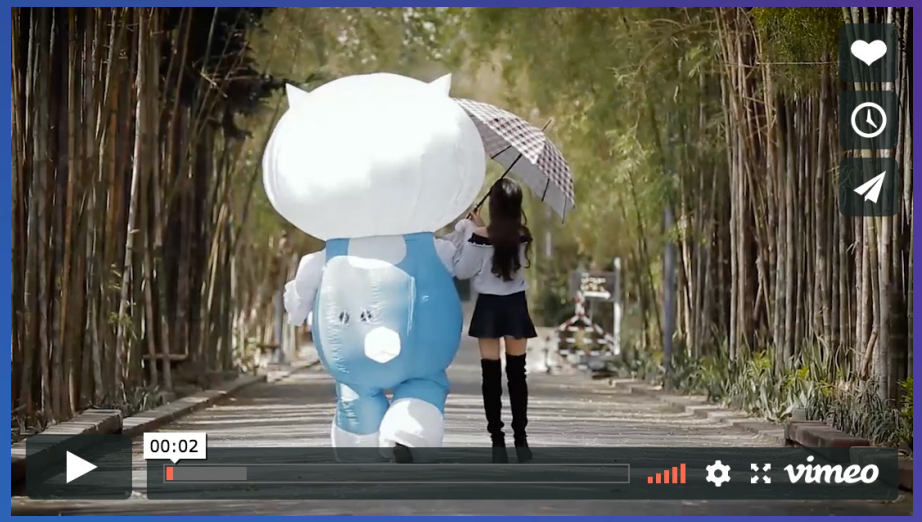
SOW & DELIVERABLES:
KOL FB posts / Talent brand contract / International Photography / Studio lighting / Image retouch + resize / Engagement analytics / Talent management

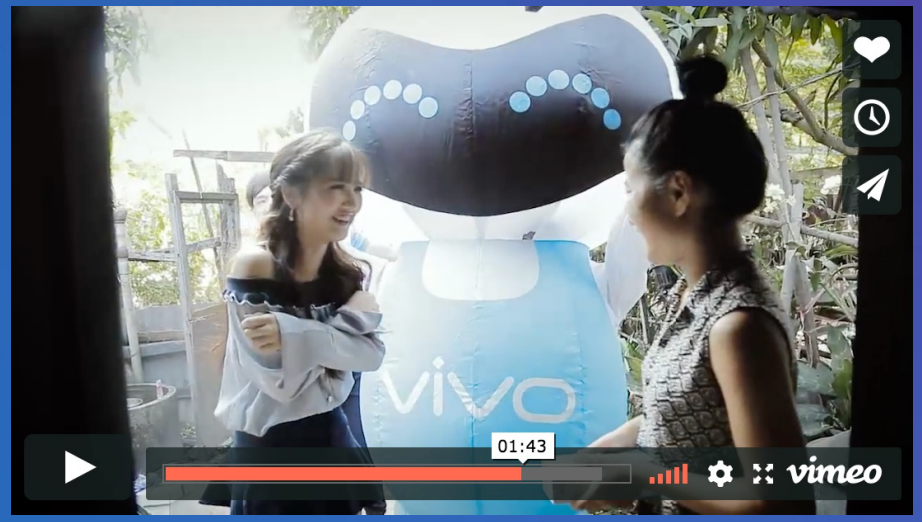






VIVO – VIRAL KOL CAMPAIGN





https://vimeo.com/261774801

CONCEPT: SURPRISE CELEBRITY DELIVERY
Nationwide viral with surprise celebrity influencer twist.

STAR FACE: ALICE ONG
Followers 1.5million. Social influence with cool 16-25 urban youth.

RESULTS:
215,000 ENGAGMENTS
4 MILLION IMPRESSIONS



REAL ESTATE

VINHOMES

FANTASY HOME CAMPAIGN

“AN TÂM TIẾT KIỆM, SINH LỜI ĐẠI GIA”

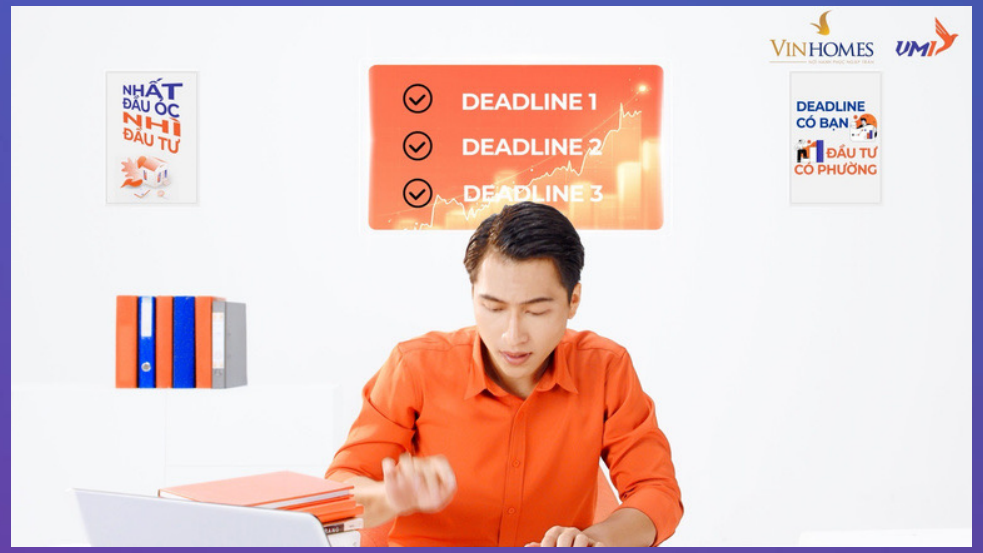
With Fantasy Home, the money investment is not only safe as saving deposits, but also yield profits in a sustainable way, helping the investors become wealthier while doing nothing else.

April targets different kinds of investors due to its benefit of depositing only a small amount of money which is suited for most people: Students, Retailers, Office workers, Retired people.

iTVC Series



CLIP 1: TARGETING RETIRED PEOPLE Link video



CLIP 2: TARGETING OFFICE WORKERS Link video



CLIP 3: TARGETING RETAILERS Link video



CLIP 4: TARGETING STUDENTS Link video

OTHER HIGHLIGHTED CASES...

DIGITAL CAMPAIGN







HAFELE
DIGITAL VIDEO

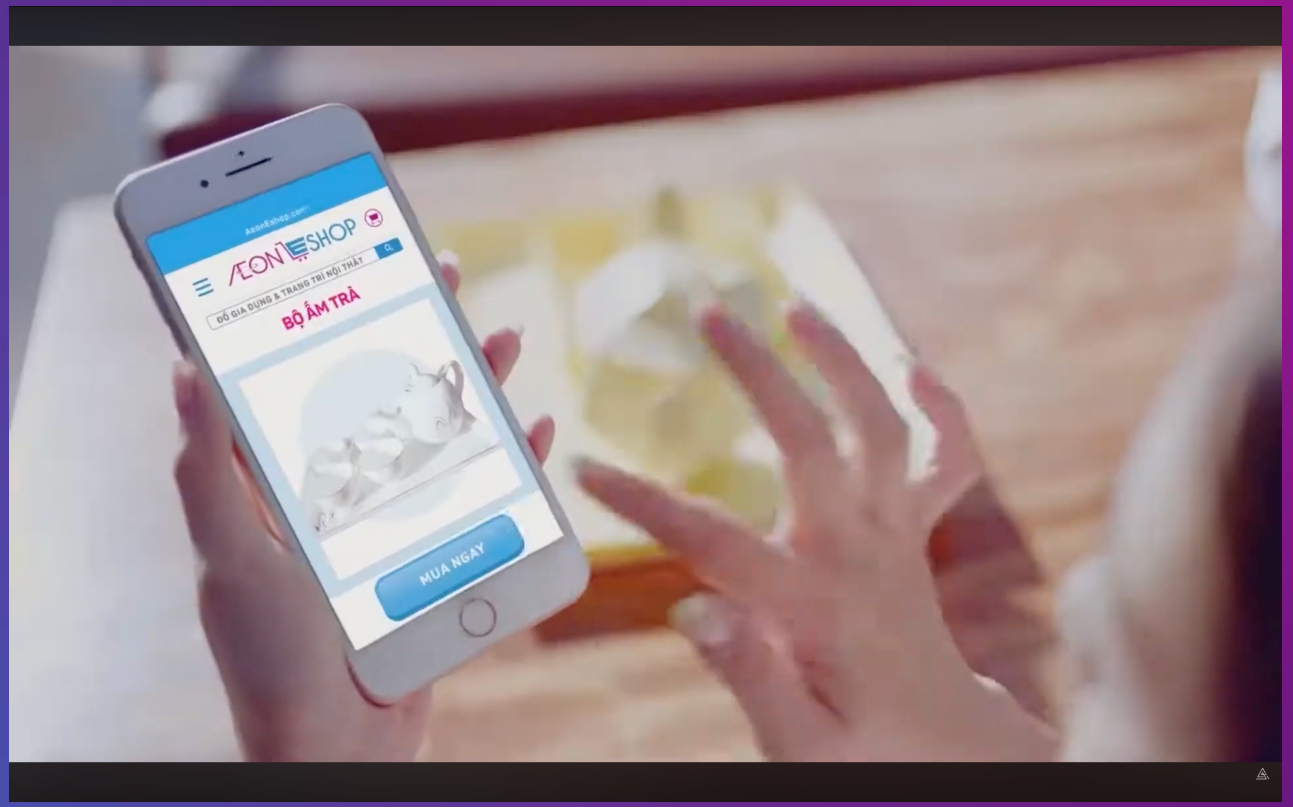


VIỆC BẾP NHẸ NHÀNG, RỘN RÀNG NIỀM VUI

Link video

AEON

DIGITAL VIDEO



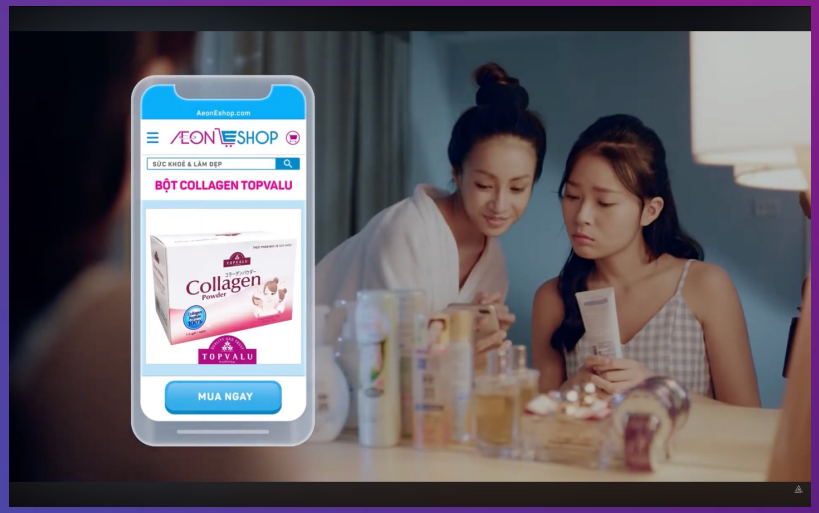
AEONESHOP | CHỌN HÀNG NHẬT, TRỌN NIỀM TIN

Link video

AEON
DIGITAL VIDEO

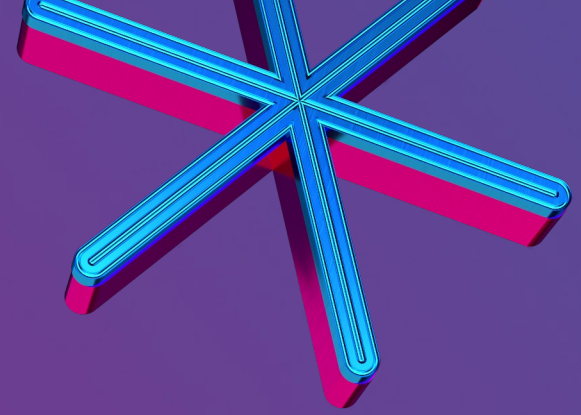


AEON ESHOP DIGITAL VIDEO 2 Link video



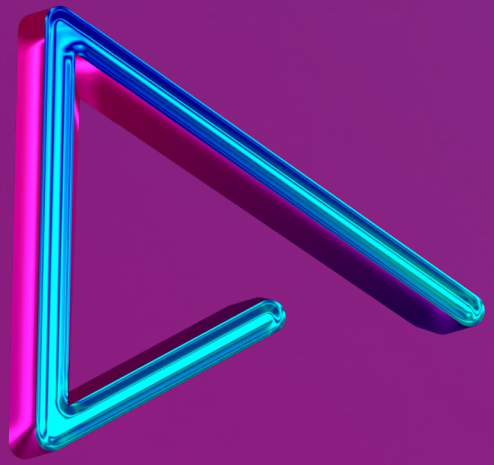
AEON ESHOP DIGITAL VIDEO 3 Link video





April Australia

Daniel Pham – Business Director
daniel@apriladvertising.com





THANK YOU
LADIES & GENTLEMEN