UNIVERSITY OF ECONOMICS HO CHI MINH CITY
SCHOOL OF INTERNATIONAL BUSINESS – MARKETING

A Comprehensive Assessment of BUSAI Memecoin's Social Media Performance and Recommendations a Content Marketing Plan for Improved Communication Effectiveness at Playground Co., Ltd.

Student full name: Vo Phuoc Thien

Major: Marketing   Class: DH47MR002

Instructor: PhD. Dinh Tien Minh

Ho Chi Minh City – 2024

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Student ID: 31211025447   **Class: DH47MR002**

Major: Marketing   **Class ID: K47**

GVHD: PhD. Dinh Tien Minh

Year 2024

ACKNOWLEDGEMENT

Student,

Vo Phuoc Thien

DECLARATION

I hereby certify that the Internship Report titled "**A Comprehensive Assessment of BUSAI Memecoin's Social Media Performance and Recommendations a Content Marketing Plan for Improved Communication Effectiveness at Playground Co., Ltd.**" is my original work and has not been plagiarized from any other individual or organization.

Student,

Vo Phuoc Thien

III

ENTERPRISE/ORGANIZATION EVALUATION

FORM 1: EVALUATION AND CONFIRMATION BY THE ENTERPRISE/ORGANIZATION ON A PRACTICAL SEMESTER

EVALUATION FORM BY ENTERPRISE/ORGANIZATION

The School of International Business - Marketing, University of Economics HCMC (UEH) would like to acknowledge your acceptance for Student: Võ Phước Thiện Class: MR002 Class ID: 47

Come to practice at the company for a period of time: 05/08 to 13/10/2024

Students are practicing and working at the department: Marketing

In the company: Playground CO., LTD

Working time: 5 days/week

The practical semester is an opportunity for students to approach the practical and professional working environment at the enterprise/organization. We respectfully request that you - the person in charge of the student's internship - evaluate the student's internship process at the enterprise according to the criteria table below.

Please rate the student's performance at your company following the criteria (by circling the corresponding marks):

Criteria	Fail	Pass	Credit	Distinction	High Distinction
1. **Professional knowledge** (master the knowledge and tools used in the field of practice)	1	2	3	4	(5)
2. **Professional skills** (be capable in decision-making, work planning and organization, time management, office tools, and so on)	1	2	3	4	(5)
3. **Teamwork skills** (be an active teammate or an effective leader, effective communication, team contributions...)	1	2	3	4	(5)
4. **Attitude** (honest, professional, friendly, self-disciplined, proactive learning, creative, work-enthusiastic...)	1	2	3	4	(5)
5. **Task completion** (Complete the work as required, on time, and ensure quality of work)	1	2	3	4	(5)
6. **Thesis contributions to the enterprise/organization** (Interesting, relevant topic; demonstrates good understanding of the business; feasible, practical solution; high contribution)	1	2	3	4	(5)

Thanks very much for the assistance you provide. It is sincerely appreciated.

Confirmation from the enterprise/organization:

Full name: KUNG KYUNG CHUL

Position: CEO   Email : tuyendung@playgroundvina.com

(Sign and seal)

EVALUATION FORM OF THE PRACTICAL SEMESTER REPORT BY THE INSTRUCTOR

STUDENT NAME: __Vo Phuoc Thien___STUDENT ID: 31211025447

CLASS: __DH47MR002_____

COMPANY/ORGANIZATION:_ PLAYGROUND CO., LTD _____

CRITERIA	MAX. POINTS	MARKED BY INSTRUCTOR
Part 1: Internship diary	**15**	
1. **Content** *(detailed, specific, following the internship process, lessons learned ...)*	10	
2. **Presentation** *(follow the format regulations and reference styles, professional structure)*	5	
Part 2: Internship report	**55**	
1. **Content** *(Good business understanding, practical content, suitable for the training program, logical, complete, creative in identifying problems or recommendations…)*	25	
2. **Independent research skills** *(Complete and appropriate document research, information evaluation/analysis, appropriate research methods, following the schedule…)*	10	
3. **Problem solving skills** *(identify the problem accurately, develop a proposal based on appropriate expertise, develop practical and feasible solutions ...)*	10	
4. **Presentation** *(The writing style is clear, concise, free of grammatical errors, and presented following regulations….)*	5	
5. **Attitude and behavior** *(Professional, honest, progressive, time management, proactive, positive…)*	5	
TOTAL	**70**	

Instructor name:_____

Signature:_____   Date: _____

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ABSTRACT

The topic "**A Comprehensive Assessment of BUSAI Memecoin's Social Media Performance and Recommendations a Content Marketing Plan for Improved Communication Effectiveness at Playground Co., Ltd.**" in a 10-week research period from August 5, 2024 to October 13, 2024.

The purpose of the study is to investigate the problems associated with developing and executing a social media content marketing strategy for a BUSAI Memecoin initiative to enhancewith the goal of enhancing communication efficiency. Young people want to find entertainment principles through memecoin projects; however, the current volatility of the memecoin market leaves users perplexed and unable to determine where a suitable memecoin project is. The research was undertaken in the context of technology and digital information. Users tend to enjoy and dare to challenge themselves with new experiences. The author employed desk research, qualitative research, and quantitative research as part of the studies methodology. In order to determine, establish, and recommend an appropriate content marketing plan to support the communication effectiveness of the BUSAI project, the topic is based on the Selective Perception theory and the AIDA model in communication. Utilizing qualitative research in developing an appropriate questionnaire, the author surveyed 400 Ho Chi Minh City-based memecoin enthusiasts between the ages of 18 and 34. Factors that support the perception, processing, selection, retention, and reaction to stimuli when exposed to memecoin project social media postings are among the factors included in the survey. Based on the survey results, the author constructed a content marketing strategy that would be appropriate for this particular BUSAI project and improve communication effectiveness on social networking platforms. This strategy would be in line with the target audience's specific information reception required and would be analyzed behaviorally and psychologically employing the data that was assembled. The author will present the conclusions and program plan recommendations in CHAPTER 3 of the report. In addition, the author will specifically illustrate the posting plan, content line, posting time, seeding plan, and describe the campaign idea for the end of the fourth quarter of 2024 and the beginning of the first quarter of 2025.

INTRODUCTION

Internship Background

Given the pronounced technological inclinations and penchant for novelty among Gen Z, the robust integration of foreign trends such as memecoins is an inevitable phenomenon. While the regulatory landscape in Vietnam has yet to definitively classify memecoins as specific products or services due to their complex nature, their potential is undeniable. As a dynamic UEH student eager to embrace challenges and explore global trends, I am keen to seek out novel experiences to expand my horizons and gain practical exposure to cutting-edge developments. Upon learning of Playground Co., Ltd.'s commitment to delivering innovative AI-powered products and its pioneering role in emerging fields like cryptocurrency, I was excited about the prospect of an internship.

I aspire to apply my academic knowledge to a novel, untested domain, thereby uncovering my latent potential. During the internship, I aim to acclimate to a corporate work environment, foster connections with colleagues, and enhance my skills in teamwork, problem-solving, and presentation. Furthermore, I seek to delve into cryptocurrency marketing, particularly in the volatile memecoin sector. This will enable me to understand the psychology of a distinct demographic, engage with a novel community, and implement targeted marketing strategies.

By participating in this internship, I expect to contribute to Playground's mission while simultaneously developing a comprehensive understanding of the cryptocurrency industry and honing my professional skills. This experience will serve as a valuable stepping stone in my academic and career journey.

Reason for choosing the topic

In the memecoin market, social media is where potential investors conduct their primary research and content marketing is vital for user acquisition and retention. A strong content marketing strategy that aligns with the unique value proposition of the memecoin can greatly improve user engagement and adoption. Since BUSAI is fundamentally a technology, it's important to have content that highlights its user-oriented nature in order to drive adoption. The current communication is not best suited to exploit the full potential of the project. This report aims at solving this problem by presenting an overall analysis of BUSAI's social media activities along with practical suggestions for a content marketing plan. The specific objectives

for this report are to analyze BUSAI's current social media status, find the gaps in their current content marketing strategy and also suggest actionable ways to enhance communication. The report is entitled "**A Comprehensive Assessment of BUSAI Memecoin's Social Media Performance and Recommendations for a Content Marketing Plan for Improved Communication Effectiveness at Playground Co., Ltd**."

Research Object and Scope

Research Object

The Content Marketing Plan for SNS platforms of the project BUSAI memecoin

Research Scope

Product line: Meme coin BUSAI

Target audience: Meme Enthusiasts, FOMO Investors, Profit Seeker

Time: from 05/08/2024 to 13/10/2024

Geography: Vietnam

Method of implementation

This research employed a mixed-methods approach, combining a comprehensive desk research component (leveraging existing academic literature and online resources) with both qualitative and quantitative data collection. Qualitative data was gathered through in-depth interviews with five participants (aged 18-34) who were either current or aspiring memecoin investors and two experts specializing in creating engaging and effective content for entertainment-based campaigns. Quantitative data was obtained from a survey of 400 individuals to ensure the findings were statistically significant and generalizable.

Thesis layout

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1.1. Company Overview

1.1.1. History of Formation and Development

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3.1.1. Conclusions from Quantitative Research

3.1.2. Conclusions on the Evaluation of Social Media Communication Effectiveness

3.2. Proposed Content Marketing Plan for BUSAI's SNS Platform

3.2.1. Overall Proposal

3.2.2. Strategic Content Marketing Plan

3.2.2.1. Marketing Objectives

3.2.2.2. Marketing Key Results

3.2.2.3. Proposed Plan

3.2.2.3.1. Overall Plan

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3.2.2.3.3. Seeding Plan

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CHAPTER 1

INTRODUCTION TO PLAYGROUND CO., LTD

1.1 Company Overview

1.1.1. History of Formation and Development

Playground was founded in 2021 to provide innovative human resource-based technology solutions amidst the COVID-19 pandemic. With nearly 100 developers in Vietnam, we met the growing demand for IT solutions, and established Playground in Korea to provide competitive pricing and cutting-edge indirect solutions worldwide. Despite challenges, Playground remains committed to growth, innovation, and leading the future of AI technology solutions globally. At Playground, we deliver inventive concepts and cutting-edge technologies, crafting offerings tailored to meet customer needs. Consistently aligned with the latest trends, our innovative solutions are dedicated to minimizing costs, enhancing productivity, and boosting revenue. Elevate your business to new heights with Playground's commitment to excellence. Playground - Where Innovation Meets Profit. We harness AI, SaaS, Game & Metaverse, Decentralized, data, and network management technologies to create the most profitable, trendsetting business solutions. Partner with us for unrivaled client satisfaction and endless possibilities.

A new future and opportunity to be shown by the Web3.0 era together with the MZ generation Web 3.0 has potentially changed the future of the Internet and the way consumers interact with brands, opening up another opportunity for us. British computer scientist Gavin James Wood, co-founder of Ethereum, first coined the term 'Web 3.0' in 2014, said the future of the Internet will be decentralized, with all other data stored in the Decentralized and network management technologies and owned by the general public. The Web 3.0 market is growing at a rapid pace. Continued advances in technology and the movement of data ownership to users are linked to a rise in the market, and the market value is expected to grow from 1343.55 million USD in 2022 to 87761.35 million USD in 2030. Web3.0's technology allows users to enjoy better browsing and platform experiences and to own and manage data faster. Web3.0 is more dynamic and user-friendly than previous versions, and major government agencies in each country are already working to create a regulatory environment that helps develop Web 3.0. Playground is a creative and passionate company that always enjoys generating unique ideas and putting them into practice. The main business promoted by Playground is planned and

implemented in Web 3.0. Through new opportunities in the era of Web 3.0, we will continue to discover successful business models with the MZ generation who have grown along with digital technology to predict the future and take the lead.

1.1.2. Company Vision, Mission, and Core Values

- Playground Vision

In Playground's future, artificial intelligence (AI) is going to encourage ground-breaking developments in every industry. With the goal of spearheading the development and dissemination of ground-breaking artificial intelligence applications, Playground wants to be in the front of this technological revolution. The Playground vision comprises a future in which artificial intelligence (AI) coexists peacefully with human pursuits, boosting production, encouraging creativity, and building a more just and sustainable society. Through the development of innovative AI solutions, they want to usher in a new age of unparalleled opportunities for society.

- Playground Mission

Playground is committed to crafting bespoke AI solutions that are meticulously tailored to meet the dynamic demands of contemporary trends. By leveraging the power of artificial intelligence, Playground aims to optimize business operations, reduce costs, enhance productivity, and drive substantial revenue growth for our clients. Playgroudn's mission is to redefine the boundaries of what is possible with AI, empowering businesses to achieve unprecedented levels of efficiency and success. Through innovative and transformative solutions, they strive to set new industry standards and elevate their clients to new heights.

- Playground Core Value

At the heart of Playground lies a steadfast commitment to customer satisfaction. Playground prioritize building long-lasting partnerships with our clients based on trust, transparency, and mutual success. Their core value of customer-centric innovation drives them to consistently deliver exceptional value by:

- **Understanding unique needs:** Playground invests time in thoroughly understanding their clients' specific challenges and objectives, ensuring that their solutions are precisely tailored to requirements.

- **Fostering innovation:** Playground cultivates a culture of innovation, encouraging their team to explore new ideas and develop groundbreaking AI solutions that address emerging market trends.

- **Delivering exceptional results:** They are dedicated to exceeding Playground's clients' expectations by providing high-quality, reliable, and scalable AI solutions that drive tangible business outcomes.

- **Building lasting partnerships:** Playground believes in the power of collaboration. By working closely with their clients, they build strong, enduring partnerships that foster mutual growth and success.

In summary, Playground is a visionary company dedicated to harnessing the power of AI to drive innovation, improve efficiency, and create a better future for our clients and society as a whole.

1.1.3. Business Scope

Artificial Intelligence (AI)

Playground leverages advanced AI algorithms to redefine decision-making, automate processes, and introduce innovative solutions.

Software as a Service (SaaS)

Proficient in delivering cloud-based software solutions, Playground ensures seamless accessibility, scalability, and efficient management.

Game & Metaverse Development

Playground excels in creating immersive digital experiences, pushing the boundaries of interactive entertainment and virtual environments.

Decentralized Technologies

Embracing decentralized applications, Playground enhances security, transparency, and efficiency in various business processes.

Data Management

Proficient in handling and analyzing extensive datasets, Playground empowers businesses with valuable insights and informed decision-making.

Network Management

Playground excels in designing and managing networks, ensuring reliable connectivity and secure infrastructure for seamless business operations.

Figure 1: Information images of the fields that Playground company is targeting
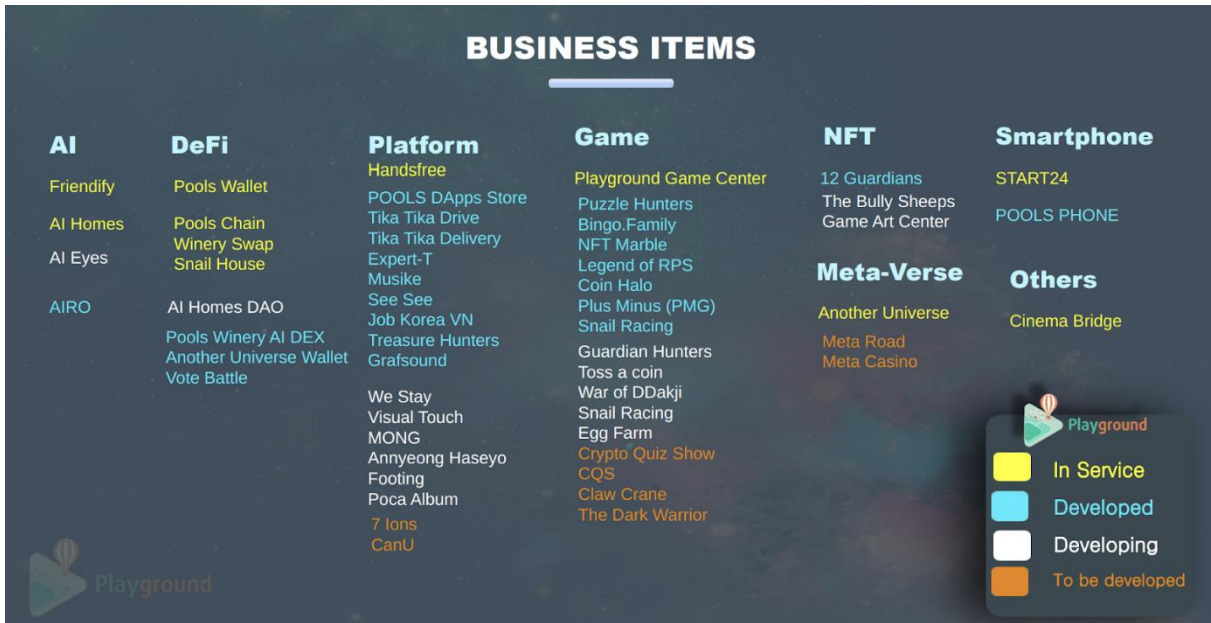
Figure 2: Illustration of Playground's business items

1.2. Company Organizational Structure

- **Company** : PLAYGROUND COMPANY LIMITED
- **CEO** : KUNG KYUNGCHUL
- **Capital** : 20,000,000,000 Dong (about 1.12 billion won (KRW))
- **Homepage** : Playgroundx.site
- **Address** : 14th Floor, HM Town Building, 412 Nguyen Thi Minh Khai, Ward 05, Dis.3, HCMC, Vietnam
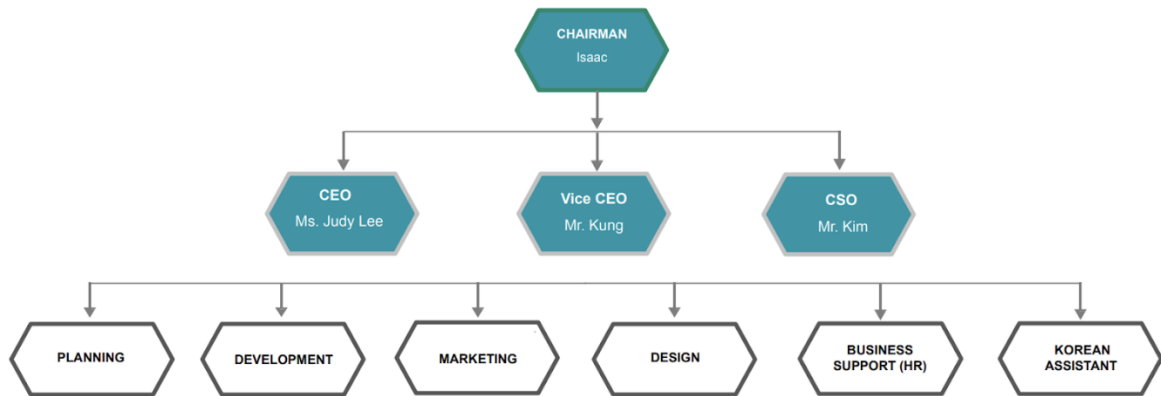
Figure 3: Company organizational structure

Figure 4: Member of the company's marketing team

Playground Company boasts a robust and professional organizational structure, with a strong focus on technology development and application. The company employs a hierarchical management model to establish an efficient operational system that ensures seamless coordination among departments.

At the apex of the organization, Mr. Isaac, as Chairman, sets the overall strategic direction for the company. Ms. Judy Lee, the Chief Executive Officer (CEO), directly oversees day-to-day business operations and ensures the achievement of organizational objectives. Mr. Kung, as Deputy CEO, and Mr. Kim, as Chief Security Officer (CSO), collaborate with the CEO in managing and operating the company.

Playground's organizational structure is divided into specialized departments, including:

- **Planning Department:** Responsible for strategic planning, market analysis and performance evaluation.
- **Development Department:** Focuses on research, development and improvement of products and services.
- **Marketing Department:** Develop and implement marketing strategies, promote brands and market products.
- **Design Department:** Responsible for product design, user interface and user experience.
- **Business Support Department (HR):** Manage human resources, build corporate culture and ensure smooth human resource administrative activities.

- **Korean Support Staff:** Provide language support services to Korean partners and customers.

The Playground Marketing department operates as a cohesive unit, united by the common goal of bringing the company's products and services closer to its customers. The team's seamless collaboration has resulted in numerous successful marketing campaigns, contributing significantly to the company's growth. From ideation and execution of creative advertising campaigns to data analysis and performance evaluation, the Marketing team consistently works towards a shared objective.

1.3. Business Operations

Currently, Playground company is running many projects on technology and applications, including the following potential and outstanding projects:

- Friendify AI

Friendify AI is a pioneering service dedicated to exploring the synergy between human intelligence and artificial intelligence. Our mission is to shape a brighter future by developing cutting-edge technologies that positively impact human lives. With a focus on human-AI compatibility, Friendify AI aims to harness the power of AI to create a better world. Our platform empowers users to engage in natural, friendly conversations with AI and utilize advanced features such as document, audio, and image summarization.
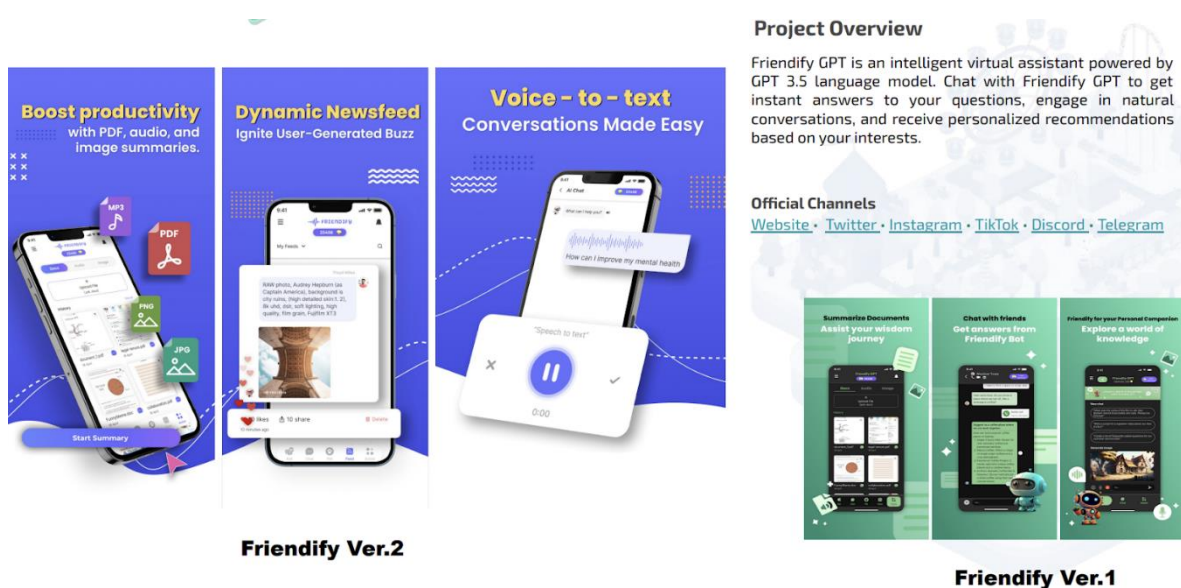
Figure 5: Friendify AI Product Illustration

- Smart24

START24 faces the challenge of providing a user-friendly smartphone with cutting-edge features, ensuring seamless creativity and functionality, all while maintaining a sleek and appealing design.

Playground delivers a secure and intuitive smartphone platform with cutting-edge features, ensuring users can unleash their creativity seamlessly and with ease.
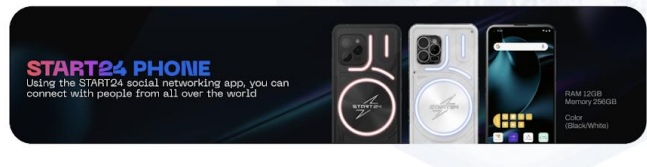
Figure 6: SMART24 PHONE Product Illustration

Figure 7: Outstanding features of SMART24 PHONE

- AI home

AI Homes is an online platform where developers can display and sell their AI-focused apps and tools, while prospective buyers can explore, select, and make purchases.
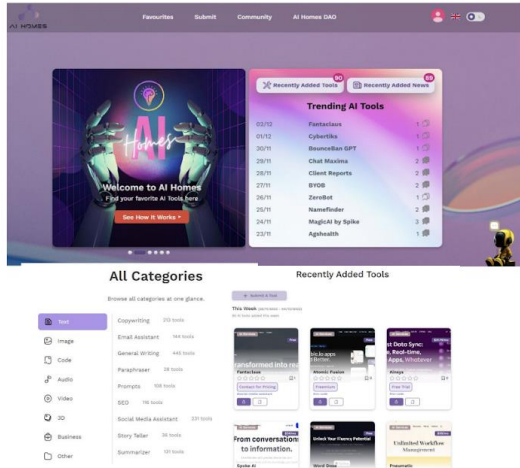
Figure 8: AI Home Product Illustration

- Pool Wallet

As a cutting-edge security technology product, Pool Wallet leverages our extensive experience in manufacturing and developing advanced technological solutions. Combining robust security features with a user-centric design, Pool Wallet offers a seamless and secure transaction experience. Our commitment to innovation ensures that users can confidently manage their digital assets with the highest level of protection.

Figure 9: Pool Wallet Product Illustration

- BUSAI

As part of our company's diverse portfolio of cryptocurrency projects, BUSAI stands out as a unique embodiment of Asian cultural charm with its endearing panda mascot. Designed to evoke feelings of friendliness, humor, and subtlety, BUSAI's core message of "Eat, Sleep, and Grow" encapsulates the project's relaxed and community-oriented ethos. This philosophy encourages participants to simply enjoy the experience, fostering a sense of trust and shared enjoyment while generating potential returns. The resounding success of BUSAI is evident in its successful completion of Pre-sale Phase 1 and its imminent transition to Phase 2. This achievement not only underscores the project's appeal but also promises to deliver even more value to our users.
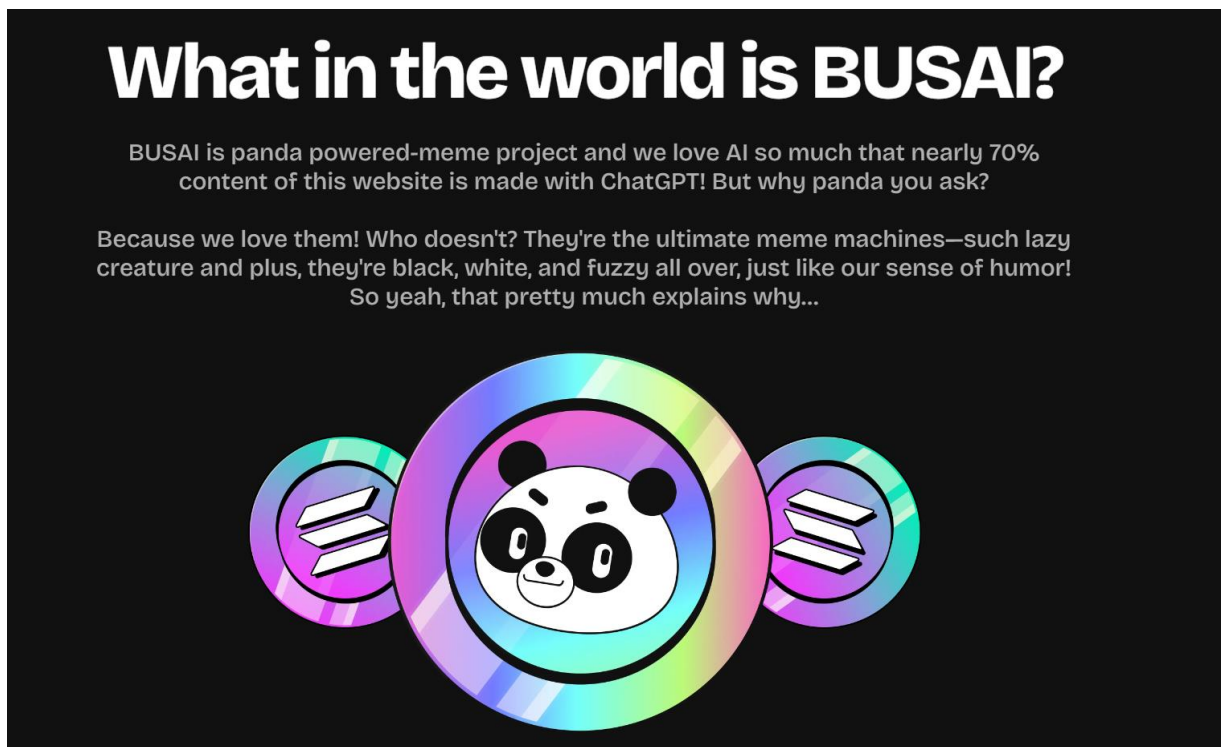
Figure 10: Introducing BUSAI memecoin

Moreover, the BUSAI project has seen significant development in various features to encourage user engagement with the BUSAI Token and enhance the overall user experience. The BUSAI ecosystem has garnered substantial positive sentiment, fostering a dedicated community of users. This growth is a testament to the project's success in driving user adoption and solidifying its position as a leading player in the industry.
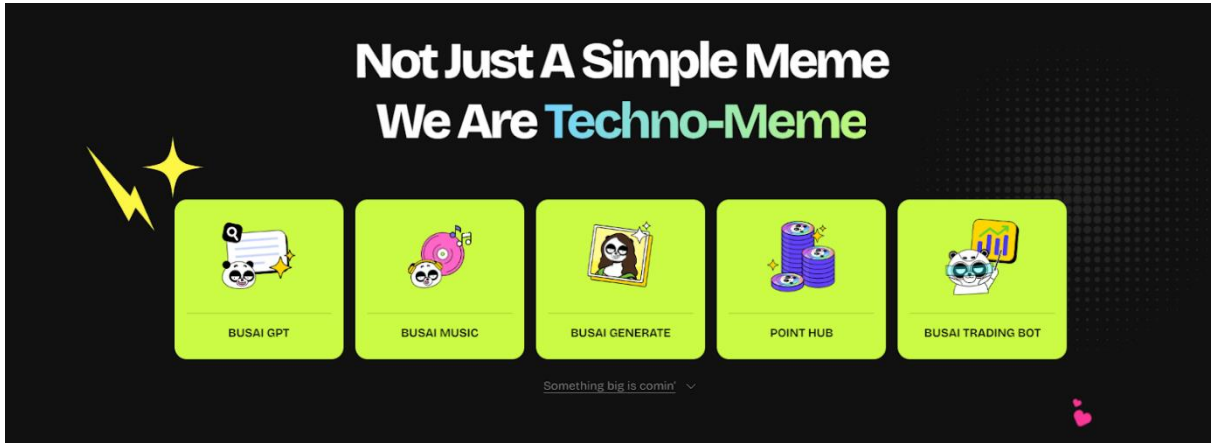
Figure 11: Attractive features in BUSAI ecosystem

Among the aforementioned products and projects, three stand out as particularly significant in solidifying Playground's position as a leading industry player. These projects have demonstrated the company's capabilities, reinforcing its reputation for reliability and production expertise. The following table presents a detailed overview of these remarkable achievements.

1. AI Homes (Website)

• Official opening date: August 14th 2023

Channel	Amount of Users
Total Traffic	19.594
Total registered users	837
Average engagement time per session	40s
Engagement Rate	45,64%

2. Pools Wallet (Application)

• Official opening date: March 6th 2023

Channel	Amount of Users
Installed	101.675
Total users	10.585
Daily active users	1.549
Monthly active users	23.324
Average engagement time	6m 31s
Review & Ratings	App Store: 4.7 GG Play: 3.8

3. Friendify AI (Application)

• Official opening date: April 6th 2023

Channel	Amount of Users
Installed	59.407
Total users	6.430
Daily active users	264
Monthly new users	901
Average engagement time	14m 16s
Review & Ratings	App Store: 4.6 GG Play: 4.1

Figure 12: Outstanding achievements of Playground company projects

Chapter 1 Summary

Chapter 1 provides a comprehensive overview of Playground Co., Ltd., offering insights into its establishment, operational achievements, business objectives, and organizational structure. With a diverse range of expertise in advanced technologies and a dedicated development team, Playground is poised to continue expanding its market presence and enhancing user experiences through innovative features. Moreover, the company is committed to promoting the transformative power of technology and AI in contemporary society.

CHAPTER 2

RESEARCH PROBLEM ANALYSIS

2.1. Reasons for choosing a thesis topic

2.1.1. Memecoin in Vietnam

The Vietnamese cryptocurrency landscape has witnessed a significant surge in popularity, particularly among memecoins. These internet-driven digital assets have capitalized on the youth's fascination with emerging technologies and the allure of potential high returns. The burgeoning interest in blockchain and crypto in Vietnam is fueled by factors such as curiosity, investment prospects, decentralization, and the ripple effects of social media. However, the evolving regulatory landscape poses challenges to the industry's stability. Despite these challenges, the long-term outlook for cryptocurrencies in Vietnam remains optimistic. To thrive in this dynamic market, memecoin projects must strategically leverage content marketing. This approach involves creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. By providing potential customers with information that addresses their needs and desires, memecoin projects can effectively convert prospects into customers.

Content marketing is a marketing strategy that utilizes the creation and distribution of valuable, relevant, and consistent content to attract and retain a clearly defined audience. The ultimate goal is to convert prospects into customers by providing them with information that addresses their needs and desires. Moreover, in today's digital age, individuals are increasingly exposed to a vast array of information sources, leading to constant shifts in human behavior. The utilization of digital platforms not only enables businesses to adapt to current trends but also facilitates more innovative and diversified communication strategies, thereby ensuring the effectiveness of business operations.

In today's digital age, social networking sites (SNS) have become indispensable platforms for businesses to reach and engage with their target audiences. For technology-focused companies like Playground, the content disseminated on these platforms is particularly crucial due to the inherent complexity of their products. This is especially true for meme coins, which often require a deep understanding of underlying technologies, market trends, and potential risks.

Potential customers of meme coins are more likely to seek out in-depth information and timely updates on the company's SNS pages or website. This is because they need to make informed decisions about whether to invest in these products, and they rely on credible sources to provide them with the necessary information. By consistently publishing high-quality content, Playground can establish itself as a trusted authority in the meme coin space and attract potential customers who are looking for reliable information. Furthermore, the content disseminated on SNS platforms can play a vital role in building and maintaining brand awareness. For a technology-focused company like Playground, it is essential to create a strong brand identity that resonates with its target audience. This can be achieved through the consistent use of branding elements, such as logos, colors, and messaging, across all SNS channels. Furthermore, encouraging a feeling of community and commitment among the target audience may be accomplished through interacting with followers through messages, shares, and comments. For software-related companies like Playground, posting material on social media platforms is crucial, particularly when handling complicated products like meme coins. By giving prospective clients comprehensive details as well as regular updates, Playground can draw in new clients and position itself as a trustworthy professional in the meme currency industry. In addition, a target audience's feeling connected to one another may be fostered and recognition of the company increased through regular content development and interaction with following.

2.1.2.   BUSAI's   communication   activities   on   current   SNS   platforms
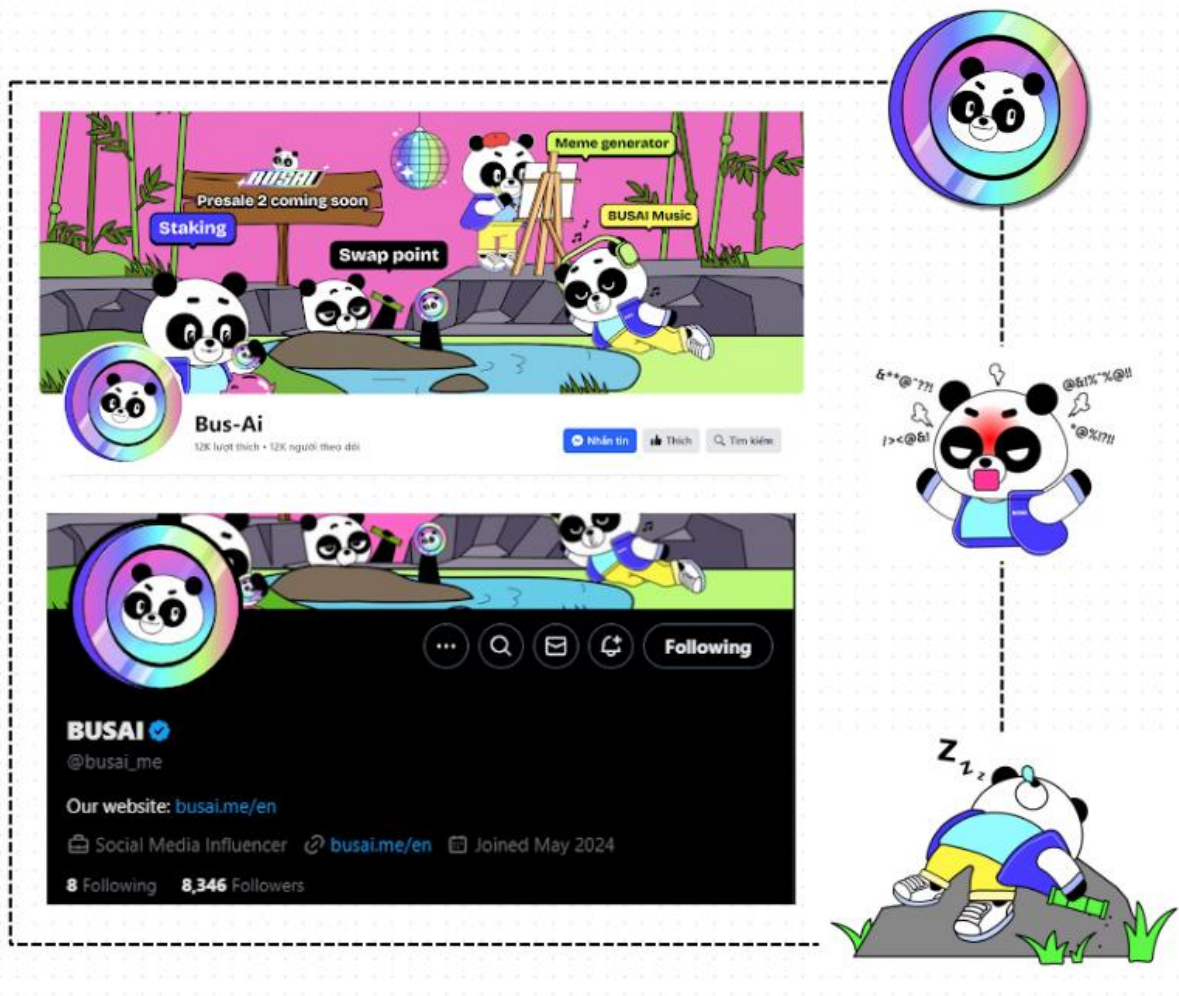
Figure 13: BUSAI's official social media pages on Twitter and Facebook

Facebook, Twitter, Telegram, and Instagram are the four main social media networks that are used by Playground's BUSAI project. Facebook and Twitter distinguish out as the most popular platforms among them, with over 12K and 8K followers, respectively. The BUSAI community's demographic study indicates that a significant portion of its users are between the decades of 18 and 34. Remarkably, more than 60% of Facebook's followers share this enthusiasm, indicating a particularly significant affinity for memecoin aficionados in this age bracket. The tendency is much more noticeable on Twitter, where the comparable number is more than 80%. These results demonstrate how social media played a major role in constructing the community behind the BUSAI project and illustrate a strong relationship between the project's popularity and the tastes of more youthful, tech-savvy people.
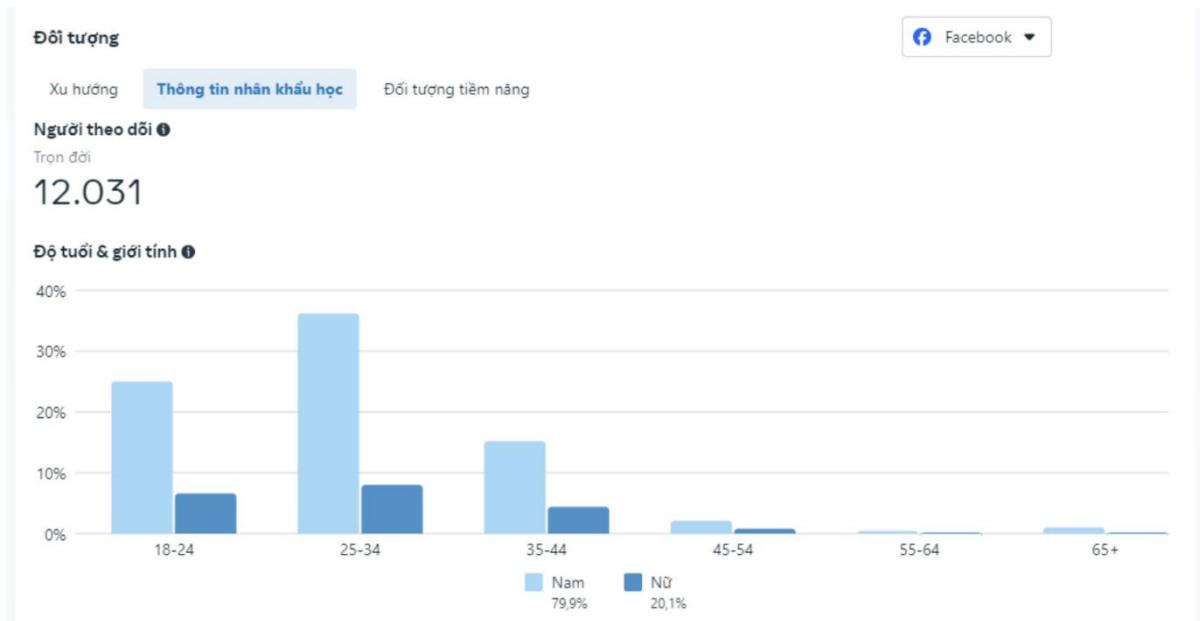
Figure 14: Facebook Audience Analytics
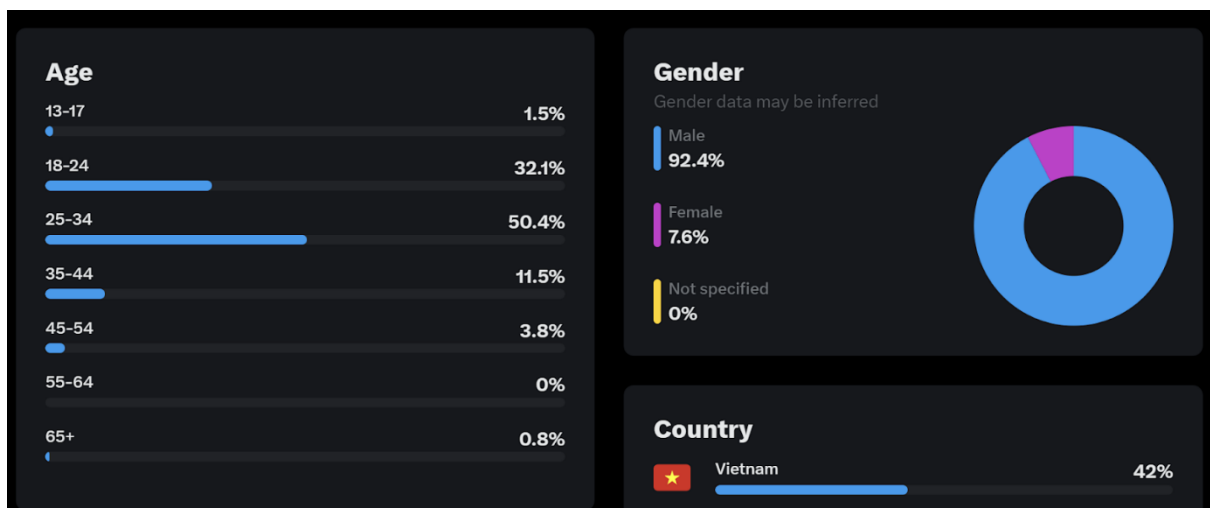
Figure 15: Twitter Audience Analytics

The target demographic of BUSAI is young individuals with a penchant for novelty and a keen appreciation for the humor inherent in memes. Driven by a fear of missing out (FOMO) and a desire to be at the forefront of social media trends, this demographic seeks out engaging and entertaining content. Consequently, BUSAI's social media strategy is centered around the creation and curation of humorous memes that align with contemporary online trends. By fostering a sense of community and promoting positive energy through contests and events, BUSAI aims to solidify its position as a leading platform for youthful entertainment and social interaction.
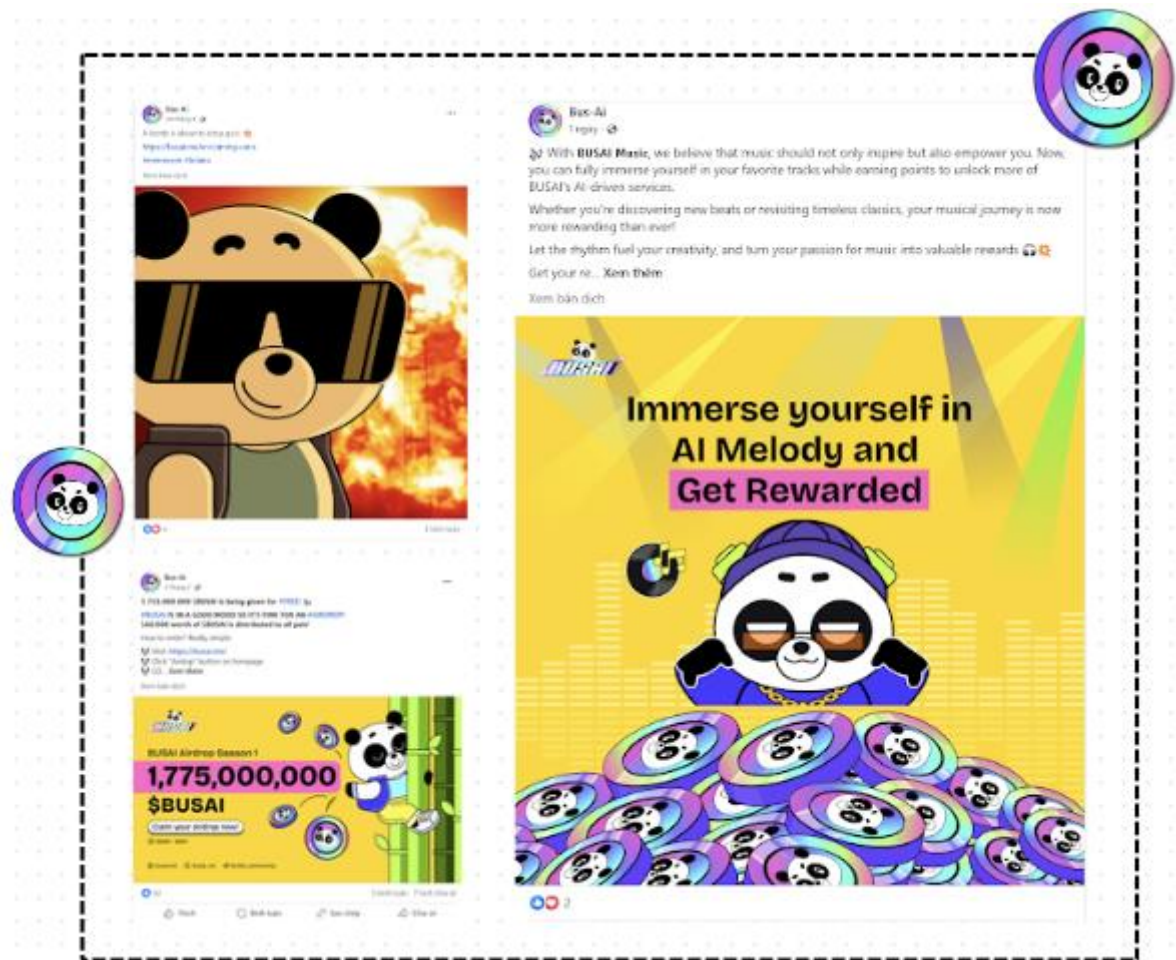
Figure 16: BUSAI's social media posts

However, after a period of operation, the effectiveness of BUSAI's social media posts has shown a marked decline. The reach of its content on these platforms has gradually diminished. A specific analysis of the project's social media metrics on Facebook reveals a stagnation in user visits to the BUSAI Fanpage. While there was a peak in visits around September 22nd, the majority of other time periods exhibited significantly lower traffic, consistently falling below 20.
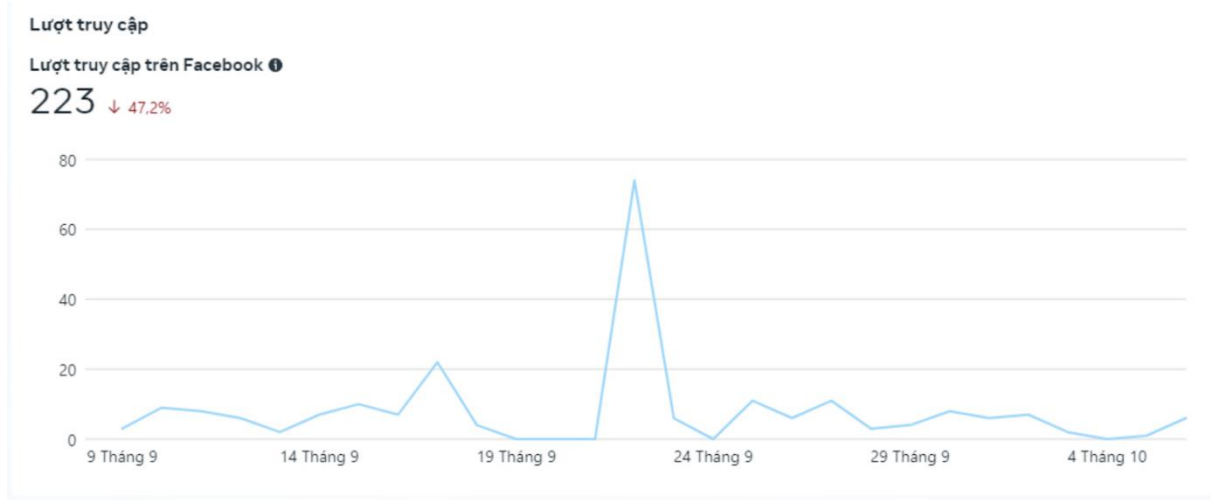
Figure 17: Facebook Traffic Analysis

Furthermore, the reach metrics for these posts exhibited significant fluctuations, with no consistent upward trend. Data revealed substantial variations in reach across different time periods, often with wide discrepancies between data points. The number of users engaging with these posts has decreased by nearly 58.6% from its peak, and there is a notable scarcity of posts achieving a reach of over 150.
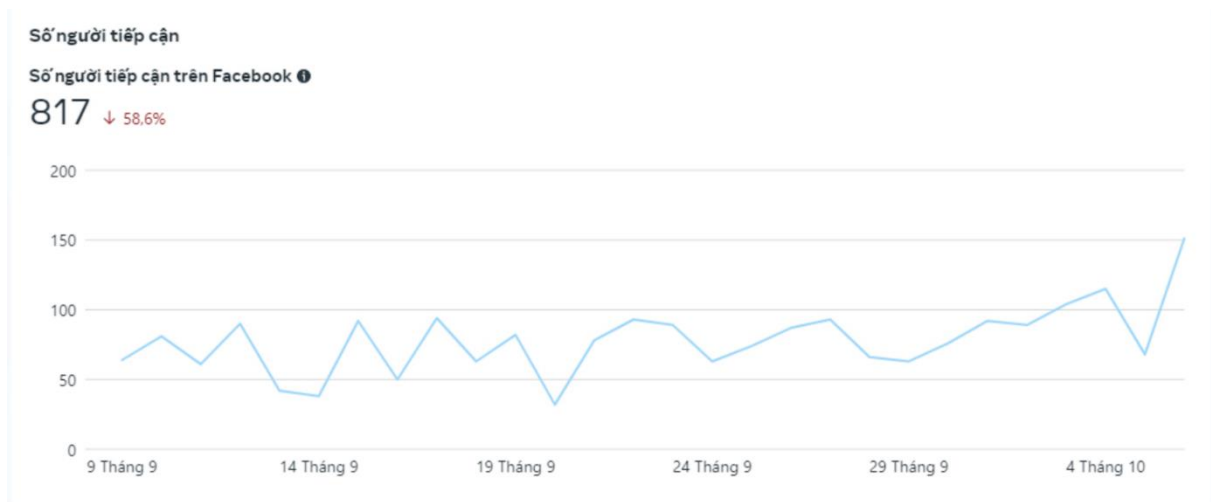
Figure 18: Facebook Reach Analysis

A comprehensive analysis of BUSAI's key performance indicators indicates a substantial decline across multiple metrics. The quantity of Facebook posts has decreased by 44.4% in relation to the maximum capacity of 200, and user engagement has fallen by over 60%. These quantitative findings suggest a concerning trend that requires further qualitative inquiry to understand the underlying causes.

Figure 19: Analyzing Top Content Formats on Facebook

Beyond the Facebook platform, BUSAI's Twitter account has exhibited a marked decline in engagement. The reach and impression metrics have fluctuated significantly over the past month, peaking at a mere 470 interactions around early October before demonstrating a downward trend. This suggests a potential erosion of the account's visibility and influence within the Twittersphere.
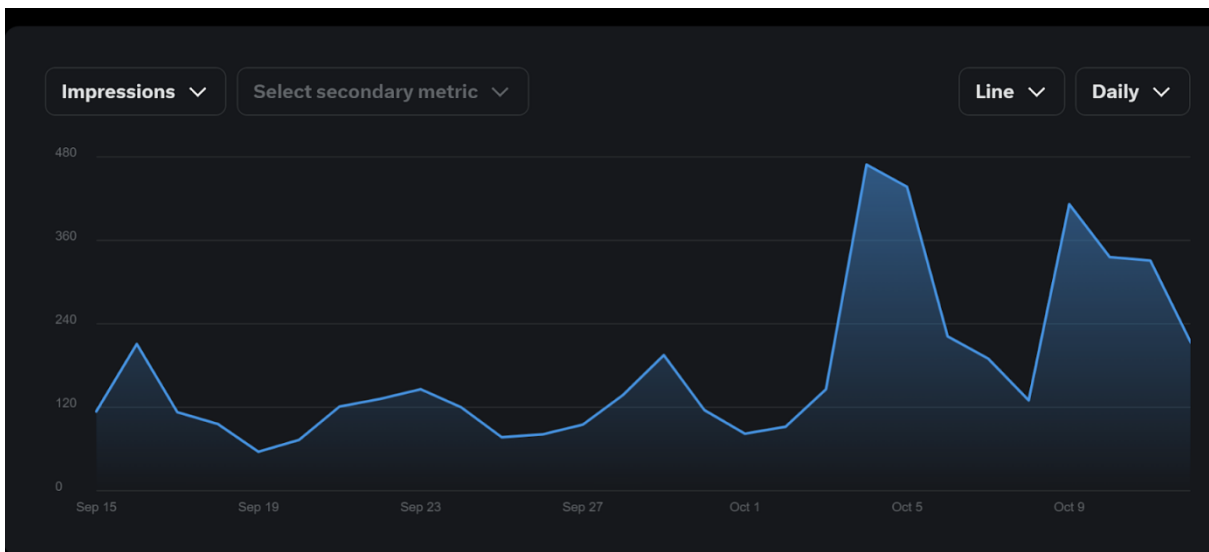
Figure 20: Twitter impression analysis

A significant decline in reach has been observed, directly correlating with a decrease in user engagement. The number of reactions per post over the past month has consistently fallen below 16, exhibiting substantial fluctuations and even reaching zero in some instances. This data suggests a concerning downward trend in audience interaction with the content.

Figure 21: Twitter Likes analysis

Furthermore, a significant decline in the number of new followers was observed, attributed to the platform's inability to effectively distribute content to this demographic. The peak acquisition of new users during this period was a mere seven individuals, indicating a substantial hindrance to user growth.
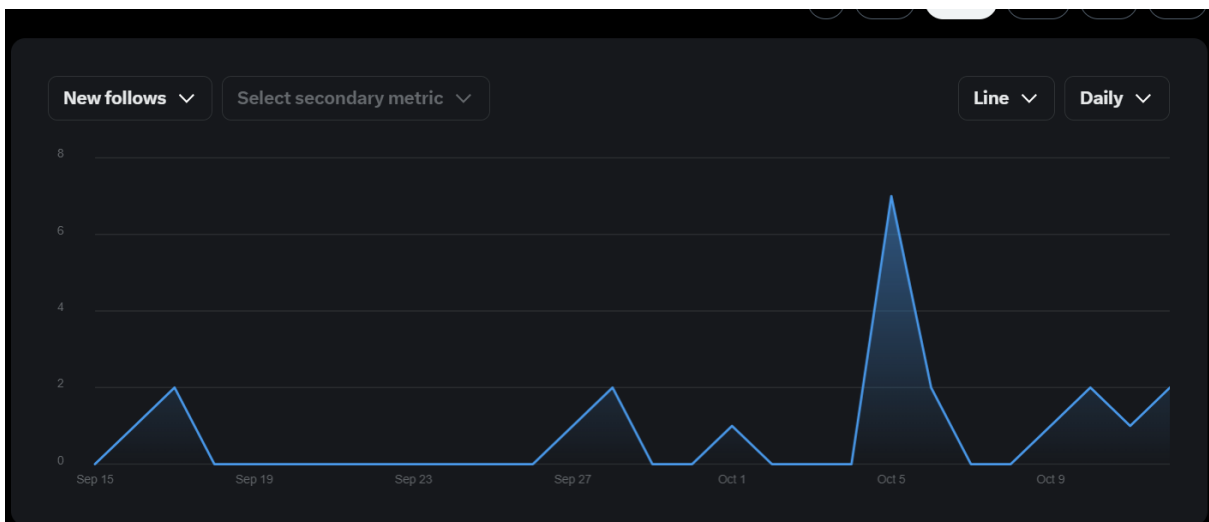
Figure 22: Twitter New Follows analysis
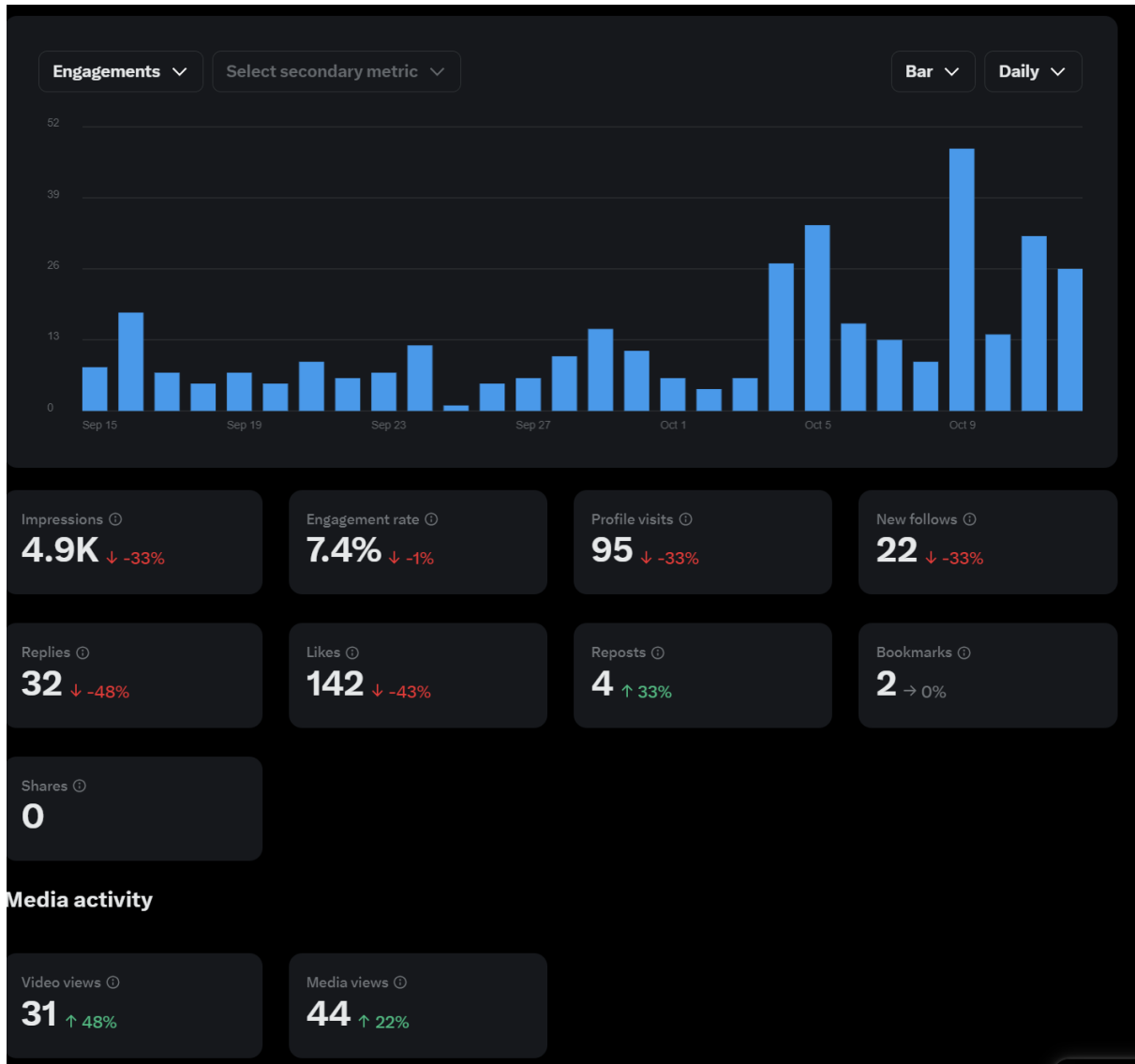
Figure 23: Twitter Engagement analysis

The project's social media presence on platforms such as Twitter and Facebook has exhibited numerous challenges in content execution and distribution. A distinct lack of a well-defined, long-term strategy is evident, as the content creation process appears to be heavily influenced by fleeting trends. This has resulted in a sporadic, ad-hoc approach to content production, lacking a consistent posting schedule. Consequently, the project has been unable to establish a regular cadence that effectively resonates with its target audience and attracts new users.

2.2. Research objectives

This research aims to enhance the performance of social media activities and increase brand awareness for the BUSAI meme coin project of Playground Co., Ltd. To achieve this, three primary objectives have been set:

- Evaluating the effectiveness of social media platforms in promoting Project BUSAI from a corporate perspective and BUSAI's followers regarding the effectiveness of the project's social media content.
- Identify and analyze the target audience's behavior and preferences on social media;
- Proposing a Content Marketing Plan to improve communication effectiveness and enhance brand awareness for the BUSAI project.

2.3. Research methodology

2.3.1. Desk Research

2.3.1.1. Objectives

To examine the current state of the company's social media activities. This will serve as a foundation for understanding the strengths and weaknesses of the current communication efforts and for proposing improvement plans.

2.3.1.2. Procedure for data collection

Data was collected and analyzed from internal information sources and relevant online resources from trusted websites.

2.3.2. Qualitative research

2.3.2.1. Objectives

The survey will be conducted with two target participants, each with specific objectives:

Participant 1: By proposing a qualitative questionnaire, the researcher aims to delve into users' experiences when engaging with BUSAI's current social media content and their perceptions of the project. These insights will uncover new and deeper findings to inform the development of a quantitative questionnaire. Subsequently, the study will assess factors influencing user engagement with marketing content on social media platforms and identify the most preferred content formats. This information will be used to develop a content marketing strategy incorporating these elements.

Participant 2: A qualitative questionnaire will be designed to examine the content creation strategies of individuals who have implemented content marketing campaigns on BUSAI's social media platforms and, more broadly, within the memecoin and blockchain sectors. This

research will provide a comprehensive overview of effective content marketing campaigns in the crypto industry. Based on these in-depth findings, a quantitative questionnaire will be developed to verify the accuracy of the results and facilitate the adoption of successful content marketing strategies.

2.3.2.2. Theoretical framework
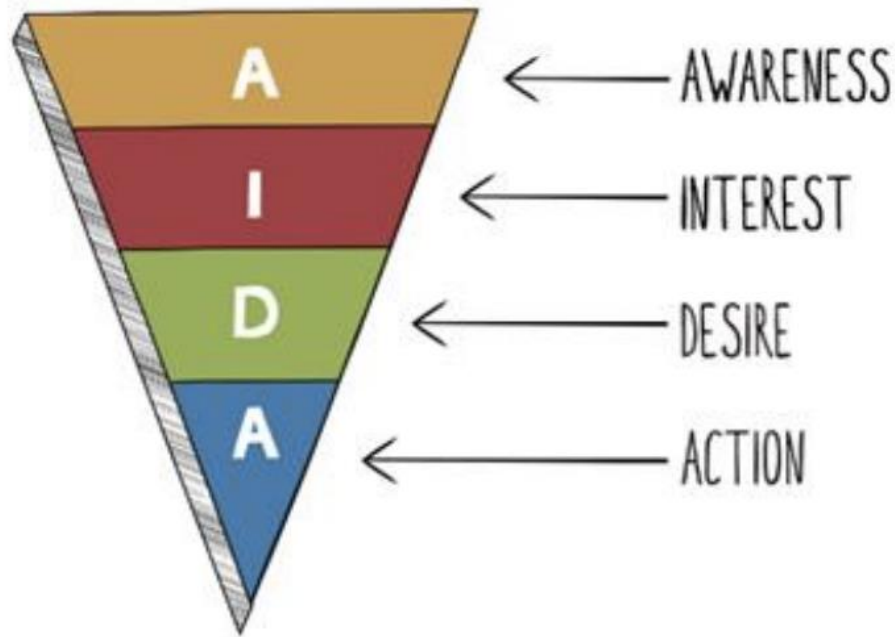
Figure 24: AIDA Model

The research employed both qualitative and quantitative survey methods, with questionnaires designed around the AIDA model. This model, commonly used in communication studies, aids in identifying audience behaviors and preferences on digital platforms, informing the creation of targeted communication strategies (Akpan, 2022). To further enrich the understanding of the target audience's responses, the study also incorporated the Selective Perception Theory, a cornerstone of user psychology. This theory emphasizes the role of individual attitudes, beliefs, and values in shaping perceptions of social stimuli (Wilhoit & de Bock, 1976). By integrating this theoretical framework, the research sought to provide a comprehensive view of the target audience's psychological reactions to social media content.

2.3.2.3. Procedure for data collection

- Sampling method and procedure: In-depth interviews were conducted using a convenience sampling method.

- Participants:

- **Participant 1:** Individuals aged 18-34 residing in Ho Chi Minh City who are currently studying or employed, expressing interest in memecoins, cryptocurrencies, and blockchain technology. These participants actively follow memecoin projects, including BUSAI.

- **Participant 2:** Creative experts on BUSAI's social media platforms who are employed by the company and possess extensive experience in content creation for cryptocurrency and memecoin projects.

- **Sample Size:** 5 participants 1 and 2 participants 2.

- **Interview Duration:** 30 minutes per interview.

- Rationale for Target Audience Selection:

- **Target Audience 1:** Based on BUSAI's social media follower demographics reported by Meta, over 60% of the audience falls within the 18-34 age range. This demographic is characterized by a penchant for novelty, a keen eye for opportunities, a fondness for humorous content such as memes, a strong sense of community, and a pronounced Fear Of Missing Out (FOMO) mentality.

- **Target Audience 2:** In-house experts and employees with experience in creating content related to blockchain and memecoins possess a deep understanding of the industry's unique characteristics, the psychology of its target audience, and effective strategies to engage users and generate trending content on these platforms. Moreover, they are equipped to develop comprehensive content marketing plans to ensure successful implementation on various social media platforms.

- Rationale: This specific demographic was chosen as they represent the largest proportion of followers on the project's social media pages. Their insights will be valuable in identifying factors influencing engagement and determining the preferred content and information they seek on social media.

2.3.3. Quantitative research

2.3.3.1. Objectives

Through the application of statistical methods and data analysis, this study aims to identify the key factors influencing engagement rates and to determine the preferred content formats and information that the surveyed group seeks from social media posts to enhance the effectiveness of communication. Additionally, the optimal posting times for achieving maximum engagement with this specific audience will be established.

2.3.3.2. Procedure for data collection

- Data collection method: An online survey was distributed via Google Forms using a convenience sampling method.

- Participants: The target population consisted of 18-34 year-olds residing in Ho Chi Minh City who align with the profiles of FOMO investors, profit seekers, and meme enthusiasts.

- Sample size: The sample size was determined using:
n= z2 (p.q) / e2 = 1,962 (0,55. 0,45) / 0.052 = 380,3184

Sample size calculation:
- n: sample size
- z: z-score corresponding to a 95% confidence level (z = 1.96)
- p: estimated population proportion (p = 0.55, based on the preliminary report from Ho Chi Minh City Department of Health indicating that 54.9% of the population is aged 18-49 as of June 1, 2023)
- q = 1 – p = 0.45
- e: margin of error (e = ± 5%)
- Based on the calculated sample size of 380.3184, the author decided to round down to a sample size of 400.

2.4. Research limitations

This research has several limitations. Firstly, due to time constraints, the study was conducted within a limited timeframe from August 5th to October 13th, 2024, and was geographically restricted to Vietnam. Consequently, the findings may not be generalizable to other countries or periods.

2.5. Research Findings

2.5.1. <u>Findings from Desk Research</u>

Content marketing has emerged as a cornerstone of most businesses' marketing strategies. The COVID-19 pandemic accelerated a shift in consumer behavior and information consumption patterns. Contemporary consumers no longer merely seek product or service information; they demand valuable content that addresses their specific needs and challenges. This shift has fueled the rise of **interactive content**, encompassing quizzes, surveys, interactive videos, and engaging articles. Such content not only captures audience attention but also fosters a more immersive and enjoyable user experience, encouraging deeper brand engagement.

Memecoins, in particular, necessitate a heightened focus on enhancing user experience and making information consumption more enjoyable. Consequently, interactive elements should be prioritized and explored as innovative tools to improve communication effectiveness and elevate user satisfaction.

A further development in marketing is video marketing. The swift growth of platforms such as YouTube, TikTok, and Instagram Reels has confirmed video's reputation as a potent message-delivery tool. Videos that are short and sweet, captivating, educational, or entertaining have become incredibly popular as replacements for traditional commercials. Customers are requesting increasing amounts of dynamic content that delivers entertainment and information in short periods as they become more resistant to pictures that are static. As a result, incorporating video content can improve overall engagement and diversify user experiences.

And to be able to create an effective content marketing plan, we can identify and implement through the following steps:

Step 1: Defining Objectives for a Content Marketing Plan

A robust and efficient content marketing plan hinges upon the precise articulation of objectives. By clearly defining the goals for each phase, organizations can optimize resource allocation and avoid the pitfalls of pursuing overly ambitious, yet ultimately unattainable, targets. A diffuse focus can lead to a diluted effort, resulting in suboptimal outcomes for all objectives. To ensure a successful campaign, it is imperative to establish specific, measurable, achievable, relevant, and time-bound (SMART) objectives. These objectives should align with the broader business goals and be informed by a thorough understanding of the target audience. For instance, a

content marketing campaign might aim to increase brand awareness, drive website traffic, generate leads, or foster customer loyalty. By prioritizing these objectives, marketers can develop a targeted content strategy that effectively addresses the specific needs and desires of the audience.

Step 2: Conduct In-Depth Research

A comprehensive understanding of the brand, product, competitors, market, and target audience is essential for developing a successful marketing strategy.

- **Brand Research:** Delving into brand research involves identifying the core values, mission, vision, and resources of the brand. This analysis provides a foundation for understanding the brand's unique selling proposition and positioning in the market. Techniques such as brand audits, brand tracking studies, and brand personality assessments can be employed to gather insights.

- **Product Research:** A thorough product analysis focuses on identifying the key features, benefits, and unique selling points that differentiate the product from competitors. By conducting market research, focus groups, and customer surveys, marketers can uncover consumer perceptions and preferences, enabling them to develop compelling value propositions and messaging.

- **Competitive Analysis:** Assessing the competitive landscape is crucial to identify direct and indirect competitors, their strengths, weaknesses, and market positioning. Competitive analysis can be conducted through various methods, including SWOT analysis, benchmarking, and perceptual mapping.

- **Market Research:** Market research involves gathering data on market size, growth trends, consumer behavior, and industry dynamics. By analyzing market data, marketers can identify opportunities and threats, and make informed decisions about target markets, product positioning, and pricing.

- **Target Audience Research:** Understanding the target audience's demographics, psychographics, behaviors, and needs is fundamental to developing effective marketing communications. Techniques such as customer segmentation, profiling, and journey mapping can be used to create detailed customer personas and tailor marketing messages accordingly.

The combination of these research efforts allows marketers to develop a comprehensive understanding of the market landscape, identify opportunities for growth, and develop a tailored marketing strategy that resonates with the target audience. By uncovering consumer insights,

marketers can create compelling brand stories, differentiate their products, and build lasting customer relationships.

Step 3: Defining the Communication Message

The formulation of a compelling communication message is a critical juncture in any campaign. To ensure maximum impact, the message must adhere to five fundamental principles:

- **Specificity and Directness:** The message should be concise and unambiguous, addressing the core issue or proposition without unnecessary embellishment. This ensures that the intended audience grasps the central idea promptly.
- **Audience Relevance:** A successful message is one that resonates with the target audience. It should tap into their existing knowledge, beliefs, and concerns, establishing a connection that fosters engagement and interest.
- **Clarity and Simplicity:** Employing clear and familiar language is paramount. Jargon or overly complex terminology can alienate the audience and hinder comprehension. The message should be easily understood by individuals from diverse backgrounds.
- **Distinctiveness:** A memorable message stands out from the crowd. It should possess unique qualities that differentiate it from competing messages. This uniqueness can be achieved through innovative phrasing, compelling imagery, or a distinctive tone of voice.
- **Consistency and Memorability:** A coherent and consistent message is more likely to be retained. By avoiding contradictions and maintaining a unified theme, the message becomes more easily recognizable and recalled. A memorable message leaves a lasting impression on the audience.

Step 4: Developing a Content Direction

Based on the in-depth analysis of our target audience and their pain points, we can now develop a comprehensive content direction. This involves crafting a clear and concise narrative that aligns with our overall marketing objectives. By carefully considering the customer journey and the various touchpoints, we can create a content strategy that effectively guides potential customers through the decision-making process.

Step 5: Identifying Core Pillars

The fifth step in the content development process involves the meticulous identification of core pillars. These pillars serve as the foundational themes that underpin the entire content strategy.

To ensure that these pillars are both relevant and impactful, a comprehensive analysis of various factors must be conducted.

Key considerations in pillar identification include:

- **Audience needs:** A deep understanding of the target audience's pain points, interests, and information-seeking behaviors is paramount. This can be achieved through market research, customer surveys, and analytics.

- **Industry trends:** Staying abreast of the latest industry trends and developments is essential for creating content that resonates with the audience and positions the brand as a thought leader.

- **Competitive landscape:** Analyzing the content strategies of competitors can help identify gaps in the market and opportunities for differentiation.

- **Business objectives:** The selection of core pillars should align with the overall business objectives, such as increasing brand awareness, driving sales, or improving customer engagement.

Step 6: Content Idea Development

A robust content idea development process typically involves several key activities. Firstly, brainstorming sessions can be conducted to encourage a free flow of ideas and foster creativity. Secondly, SWOT analysis can be employed to evaluate the strengths, weaknesses, opportunities, and threats associated with various content concepts. Additionally, a content calendar can be created to plan the distribution of content over a specific time period, ensuring consistency and relevance. By systematically evaluating and refining content ideas, creators can maximize the impact of their content and achieve their desired outcomes.

Furthermore, the effectiveness of content idea development is contingent upon a clear understanding of the content's objectives. Whether the goal is to increase brand awareness, generate leads, or drive sales, the content ideas must be aligned with these overarching objectives. By setting clear and measurable goals, content creators can track the success of their content and make data-driven adjustments as needed.

Step 7: Evaluating and Selecting Promising Concepts

Once a comprehensive pool of concepts has been generated, a rigorous evaluation process is necessary to identify the most promising ideas for further development. This stage involves a systematic assessment of each concept against a predefined set of criteria, ensuring that the

selected ideas align with the overall project objectives, resource constraints, and market demands.

Step 8: Incorporating Content into the Content Calendar

A comprehensive content calendar serves as a strategic roadmap, outlining the creation and distribution of content aligned with defined objectives. Essential components of an effective content calendar include:

- **Clear Objectives:** Explicitly stating the desired outcomes of each content piece, such as increasing brand awareness, driving website traffic, or generating leads.
- **Pillar Topics:** High-level themes that serve as the foundation for content creation, ensuring consistency and coherence within the content strategy.
- **Content Titles:** Concise and compelling titles that accurately reflect the subject matter and entice the target audience.
- **Distribution Channels:** Specifying the platforms or channels where each piece of content will be published, optimizing reach and engagement.
- **Timeline:** Establishing a realistic timeline for content creation, editing, and publication to maintain consistency and meet deadlines.
- **Key Performance Indicators (KPIs):** Defining measurable metrics to evaluate the success of each content piece and the overall content strategy.

Step 9: Content Creation and Social Optimization

Once the keyword research, content planning, and competitor analysis have been completed, it's time to move on to the core of the content marketing process: content creation and optimization. This step involves crafting high-quality, engaging content that is both informative and optimized for search engines.

- **Content Creation:** Begin by developing a detailed content outline that aligns with the chosen keywords and addresses the identified pain points of the target audience. The content should be well-structured, easy to read, and visually appealing. Employ a variety of content formats, such as blog posts, articles, infographics, and videos, to cater to different learning styles and preferences.
- **On-Page Optimization:** Incorporate the target keywords naturally throughout the content, including in the title, headings, meta description, and body text. Ensure the content is well-formatted with appropriate headings, subheadings, and bullet points to improve readability. Optimize images with descriptive alt text and compress them to improve page load speed.

- **Technical SEO:** Pay attention to technical SEO factors such as URL structure, internal linking, and mobile-friendliness. Implement structured data to provide search engines with additional information about your content and enhance its visibility in search results.

- **Content Promotion:** Once the content is published, promote it across various channels to increase its reach and engagement. Utilize social media, email marketing, and paid advertising to drive traffic to the content.

Step 10: Publication and Measurement

Upon content deployment, a comprehensive evaluation is imperative to gauge its efficacy. Key performance indicators (KPIs) that should be monitored include:

- **Keyword Ranking:** Tracking the search engine ranking of targeted keywords provides insights into the content's visibility and search engine optimization (SEO) effectiveness.

- **Page Views, Time on Page, Bounce Rate, and Actions:** These metrics offer a granular view of user engagement. High page views and time on page indicate strong content appeal, while a low bounce rate suggests users are finding the content valuable. The number of actions taken, such as clicks on links or downloads, further quantifies user interaction.

- **Social Media Engagement:** Monitoring metrics like likes, comments, and shares on social media platforms provides a real-time assessment of audience reaction and the content's virality.

- **Sentiment Analysis:** A deeper dive into comments and shared content can reveal audience sentiment, identifying areas for improvement and opportunities for further engagement.

- **Conversion Rates:** Key conversion metrics such as click-through rate (CTR) and conversion rate (CR) are essential for measuring the content's ability to drive desired actions, such as making a purchase or signing up for a newsletter.

2.5.2. Qualitative Research Findings

2.5.2.1. Questionnaire for survey participant 1

Table 1: Summary of qualitative results of survey subject 1

Question	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5	Summary
Q1: What do you look for when looking at a memecoin project? What do you think makes it potential? Why?	Desired: - Profit - Entertainment value from the project Potential factors: - Clear project goals and missions - Features integrated in the meme coin suitable for today's society - Clear and reputable information transmission.	Desired: - Profit - Entertainment value from the project Potential factors: - A strong, vibrant memecoin community - Clear development roadmap	Desired: - Profit - Sharing personal interests, looking for a like-minded community. Potential factors: - Development roadmap, mission, clear goals, reputation.	Desired: - Profit - Entertaining, humorous value from the project. - Desire to become part of a like-minded community. Potential factors: - A vibrant, loyal community. - Potential for price	Desired: - Profit Potential factors: - Community culture and a vibrant and enthusiastic community.	Vietnamese participants in this study demonstrated a multifaceted approach to memecoin investment. While financial returns were a paramount concern, the respondents also placed a considerable emphasis

				increase based on the efforts of the project. - How Tokenomic will be distributed to the market.		on the creative aspects of these projects and the strength of their communities. The interplay between financial incentives, the narrative of the memecoin, and the engagement of its community members appeared to be a driving force behind investment decisions.

Q2: What specific information do you typically seek when researching a memecoin project on social media? What initial impressions or factors significantly influenced your decision to delve deeper into the project?	- The story behind the memecoin - Posts that clearly show the meme's personality on social media. - The profit value it can bring - Tokenomics metrics	- Information about that memecoin community, how to access the community. - The story behind that memecoin.	- Articles are entertaining, humorous, and trendy.	- Information about that memecoin community, how to access the community. - Features attached to that memecoin.	- The story behind that memecoin. - Articles that provide more in-depth information about that memecoin.	- Respondents tend to dig deeper into the story behind the memecoin to learn about its personality, or factors to evaluate whether it is a potential project or not - Creative humorous values, distinct personality will leave the deepest impression.
Q3: What makes you stop interactin	- Humorous elements in the article	- Entertainment and creativity	- Articles that are entertaining,	- The content of the article is	- Articles that hit the psycholog	In essence, content pertaining to

g when you scroll to a memecoin project article? Why?	- Articles incorporating trend elements.	in the article. - Messages are conveyed in a natural, intimate, non-commercial way.	humorous, creative and fresh. - Articles that provide valuable information about upcoming events, project information,...	humorous, entertaining and interesting. - The images are eye-catching and impressive due to their uniqueness.	y of cryptocurrency players, meme articles have humorous content, are close and in harmony between personal personality and the personality of that memecoin.	memecoins should provide tangible value to the readership. Two prominent values to consider are informational content and entertainment. While the former seeks to educate and inform, the latter aims to engage and amuse. For Vietnamese memecoin enthusiast

| | | | | | | s, content that aligns with current trends and embodies the friendly, approachable nature of memecoins is particularly appealing. By striking a balance between these two values, content creators can effectively cater to the specific interests and preferences of this |

						niche audience.
Q4: What elements of media content do you think make you excited about a memecoin project? Why?	- Content has humorous and creative elements. - The connection between the personality and lifestyle that the meme is built on and your personality and lifestyle.	- Content with humorous, entertaining, and creative elements. - Community interaction and response.	- Quality of article, content must be creative, humorous - Unique, individual, eye-catching color images.	- Content must be creative, humorous, entertaining - Meme images must be concise, eye-catching, and unique.	- The content of social media posts contains humorous, entertaining, and creative elements. - A strong, dynamic, and vibrant community that brings values of connection and communication, expanding relationships. - The reputable	- The innovative integration of entertainment values has the potential to captivate respondents and foster a sense of enjoyment. By incorporating novel and engaging elements, the project can effectively stimulate interest and participation.

					team behind the memecoin project.	Furthermore, the creation of a vibrant and inclusive community that aligns with respondents' aspirations and beliefs can significantly enhance their overall experience.
Q5: What type of content (e.g. Memes, Short Videos, etc.) do you enjoy? Why?	- Gif Format - Multiple image slide format for Tiktok platform	- Funny meme images - Clips are developed in a friendly, approachable storytelli	- Meme images for visual and easy to understand	- Funny meme images	- Funny video format.	Whether they are memes, GIFs, or videos, these digital artifacts share a common characteristic: a

		ng format				strong emphasis on humor, relatability, and familiarity. The ability to evoke laughter and a sense of shared experience is a crucial factor in determining their appeal and virality. This suggests that humor acts as a universal language that transcends cultural and linguistic barriers,

						fostering a sense of connection among individuals.
Q6: What makes you want to be part of a memecoin community? Why?	**- The quality of content and intelligence in social media posts - The vibrancy of that memecoin community.**	**- Community values and memecoin personality match**	**- The credibility of that memecoin project. - How vibrant is the Community support for that memecoin project.**	**- A vibrant, enthusiastic community. - A project that brings humorous and fun values. - A community with the same goals and culture, thoughts and lifestyle.**	**- The harmony between the individual's personality and that memecoin, as well as the development direction of the project. - A community must not only be fun and vibrant, but also be suitable**	**- A reputable, clear project and a vibrant, enthusiastic memecoin community with a suitable lifestyle and style will be the top factors to make memecoin lovers participate in a project.**

					for one's own philosophy and thinking.	
Q7: What specific elements within a social media post from a memecoin project prompt you to engage and share the content?	**- Funny meme posts, which have similarities with yourself.** **- Articles that answer questions, provide knowledge about Crypto, Blockchain.**	**- Articles are humorous, interesting, practical, and informative.**	**- Useful information, providing information about upcoming events of the project.** **- Sharing the article is a task to receive rewards from the project.**	**- Articles from large, reputable projects in the industry.**	**- Articles with informational value, providing industry knowledge, tips for playing cryptocurrencies, and experiences from predecessors.**	**Empirical evidence from the realm of digital communication suggests that content that is either highly informative or deeply relatable tends to elicit the most engagement from audiences. Articles that provide timely updates**

						on forthcoming events, for instance, often capitalize on the human curiosity and desire for novelty, thereby prompting readers to interact. Conversely, content that resonates with individuals on a personal level, evoking empathy or nostalgia, can foster a strong sense of connection

						between the reader and the message. This phenomenon can be attributed to the psychological principle of identification, whereby individuals are more likely to engage with content that mirrors their own experiences, values, or aspirations. In essence, the interplay between

						the informative value of content and its capacity to evoke emotional responses is a crucial determinant of audience engagement in the digital age.
Q8: What characteristics would a memecoin community need to possess in order to encourage your personal engagement and followership of its	- A vibrant and experienced memecoin community. - A memecoin community that shares the same values. - The meme's personality must be appropriate,	- A vibrant and experienced memecoin community. - Features tied to the memecoin.	- A vibrant community. - A project with a clear vision, mission and roadmap. - Content quality	- A reputable, vibrant community that fits your outlook on life, lifestyle and way of thinking.	- A project with a reputable team behind it, a clear and professional roadmap. - The personality of the memecoin	- A reputable memecoin project, with a professional team, a clear development roadmap; a vibrant, enthusiastic community, ready to

social media posts? Please provide a detailed explanation	approachable, and friendly. - Posts must provide clear roadmap information.		must be creative.		matches the personality of the individual. - A fun, open, vibrant community, ready to make friends and interact.	exchange and interact; a memecoin project with a suitable personality will be the factors that make memecoin lovers decide to join a memecoin community in Vietnam.
Q9:What types of information/content would you ignore from a memecoin project? Why?	- Clips with long content. - Posts that are inconsistent with the project's memecoin personality.	- The meme image is not new and creative. - The clip has an introductory style, is long and drawn out.	- Articles that are overly commercial, information that does not bring value or novelty in creating content.	- The article has too many words, and the icons used in the article are messy.	- Meme image posts are not creative.	Content that fails to remain focused on its central theme and lacks both humor and relatability is likely to deter readers. These

						elements are crucial in capturing and maintaining a reader's attention, as they contribute to a more engaging and enjoyable reading experience.
Q10: When you stop to read a social media post, what is the first element you notice? Why?	**- Image**	**- Image**	**- Images with pleasant colors, eye-catching and humorous presentations.**	**- Eye-catching images and videos**	**- Funny meme images - Eye-catching videos.**	**- Eye-catching images and videos will be the first element noticed when coming into contact with an article, rather**

						than the text content.
Q11: What type of content makes you feel repelled or unwilling to learn more about that project? Why?	**- Memecoin content that contradicts the lifestyle I pursue.** **- Content that is not humorous**	**- Content that is not valuable, formulaic, uncreative, and humorous.**	**- The way of conveying the message is too rigid in the article, not creating closeness with users.**	**- The article content has too many words and long explanations.**	**- Content is not creative, not consistent with human values.**	**The lack of innovative content, coupled with excessive verbosity, and, more importantly, a disconnect from prevailing lifestyles, ideologies, and worldviews, can alienate memecoin enthusiasts. These factors contribute to a perception of irrelevance and a**

						failure to resonate with the target audience, hindering adoption and engagement.
Q12: What type of information sticks with you the most after being exposed to a memecoin project social media post? Why?	- Color, image - Time and quantity information	- Image	- Creative value in social media posts. - Eye-catching images.	- Creativity, humor, and fun are conveyed in the images.	- Funny meme images. - Attractive short videos. - Content with informational values such as event information (Airdrop, Presale,..).	- Eye-catching, interesting, and humorous images will make readers remember them. - For informational content, it will be most memorable.
Q13: Do you think BUSAI is delivering	- Conveying the brand personality	- Clearly conveys BUSAI's	- There is no full update of informati	- BUSAI's personality is conveying	- Conveys the memecoin	BUSAI is conveying the true character

what you expect? How do you feel about BUSAI's current posting frequency? Why?	that I expected - Content quality is no longer too new and creative, with few trendy elements. - Posting frequency is also decreasing.	personality - Currently working on a variety of content formats, only memes, not too creative, not too trendy compared to other projects.	on about the ecosystem or an overview of the BUSAI ecosystem. - The articles also do not have much innovation, and are poor in catching trends.	quite friendly and close to the followers, conveying exactly the values he expected from the AI features integrated into the BUSAI memecoin.	personality that I expected. - Posting frequency is lower than other projects.	of a memecoin built by Asians, with friendly, approachable personalities, and the unique Asian humor. However, some respondents said that the quality of BUSAI's content is getting worse because it no longer has trend-catching elements, and there is no diversity in the forms of content

						expression. Currently, the frequency of posting has also decreased, too little, affecting the effectiveness of communication.
Q14: If you were to recommend content on BUSAI, what would it be?	**- Catch more trends, review content quality.**	**- Convey articles and values that BUSAI is creating for the community. - Be more trend-oriented in articles.**	**- Divide the content into each platform to properly divide which platform will convey informational content and which platform**	**- There needs to be a phase to pivot and inform followers about the pivot from a pure memecoin project to an AI-integrated memecoin project.**	**- Increase posting frequency to about 4-5 posts / 1 day.**	**Overall, all respondents expressed a desire for BUSAI to increase both the quantity and quality of content on social media platforms. Additionally, there is**

			will convey humorous values, meme posts.			a need for more detailed introductions to the features integrated into the BUSAI memecoin to facilitate users' understanding of the AI capabilities of BUSAI and to clearly differentiate the project from competitors.

In general, when evaluating memecoin projects, memecoin enthusiasts in Vietnam primarily focus on the potential profitability. Many individuals view memecoins as a means to accumulate wealth. However, upon gaining a better understanding of memecoins, investors may come to appreciate their entertainment value, the sense of community they foster, and the fulfillment of shared aspirations. Ultimately, potential projects are assessed based on three key factors:

1. **The story, goals, mission, team, and roadmap, and the profitability of the memecoin project.**
2. **Is the memecoin community passionate, vibrant, humorous, and like-minded?**
3. **Is the memecoin personality conveyed, the quality of the content creative, humorous, and appropriate?**

They tend to be impressed and interested in humorous content that has more entertainment value. However, to make them interact, share articles or accept to participate in a project or community, they will often evaluate based on the reputation, suitability of the community and will interact with articles that have more information value. The most memorable thing after being exposed to a memecoin article is the eye-catching images and attractive videos. The "Desire to belong" mentality is a typical mentality when finding a fun community, like-minded and similar values. In addition, they will also have a FOMO mentality when many people are learning about something, making them also have the need to learn more about industry definitions or even join the community. They will tend to love surfing Twitter and Reddit to receive information about memecoin projects. And a minority of respondents will feel reluctant to interact with posts with low engagement for fear of being judged.

(Source: Author compiled from qualitative research results)

2.5.2.2. Questionnaire for survey participant 2

Table 2: Summary of qualitative results of survey subject 2

Question	Respondent 1	Respondent 2	Summary
Q1: What are the primary motivations of investors when considering a memecoin project? Furthermore, what psychological factors	**Desired:** **- Profit** **Psychology:** **- Love to seek profit**	**X**	**The memecoin market draws a distinct demographic of investors who are primarily motivated by the**

typically influence cryptocurrency and blockchain enthusiasts when evaluating new projects? Please provide a theoretical explanation.	- Open-minded, dare to challenge new things. - Look for factors of profitability and reputation of the project when first learning about it.		prospect of substantial financial returns. These individuals, characterized by their risk appetite and in-depth knowledge of the cryptocurrency ecosystem, are actively seeking out investment opportunities that offer a high potential for profit. Consequently, when evaluating memecoin projects, content creators must prioritize the communication of a compelling investment thesis that aligns with the risk-reward preferences of this target audience.
Q2: What metrics and methodologies can be employed to assess the efficacy of social media marketing strategies	In general, each program, event, campaign taking place or on the platforms will have a method or factors	Depending on each platform and purpose, there will be a separate way to evaluate communication	Depending on the platform and purpose of the program, campaign events will be evaluated

for memecoin projects? Please elaborate on your rationale.	to evaluate separately, specifically and typically, the most important of which are: - Number of interactions - Views - Discussion level of people in the memecoin community. - Number of clicks on the link to access.	effectiveness, the most typical being: - Number of interactions - Discussion and information dissemination on social networks - Number of views and average viewing time,..	differently, often expressed through community interactions, views, and discussion.
Q3: What are the key factors in social media communication that influence customers during the awareness stage? How do these factors impact customer awareness of a memecoin project? Which factor has the most significant impact on customer recognition of the project?	- Hit the right pain points, needs and desires of the viewer - Core values, unique characteristics of the brand. - And especially with memecoin projects, the personality of that memecoin will make the strongest impression.	- Elements of the brand's core values will give readers an overview and awareness of the brand. - In addition, articles with informational elements will also make a deeper impression on readers compared to purely entertaining content.	Elements that focus on the core values of the business, highlights, and differences will give customers the most overall impression.

Q4: In your opinion, what elements in social media marketing campaigns would influence customers during the 'Interest' stage? How do these elements influence customers?	- Elements of entertainment, humor and creativity that bring laughter and harmony, closeness will affect the viewer's enjoyment - Elements of a vibrant, enthusiastic, loyal community will also be something that makes viewers enjoy.	- Entertaining, humorous and creative elements will leave a good impression on viewers, creating interest in the brand. - For those who love entertainment, they will need content that balances entertainment and information. Entertainment will be expressed through trendy elements, concise writing style, short and humorous but will leave a high impact.	- To create interest in the brand, the most important factor to focus on is entertainment and humor because it creates comfort and ease in receiving content. Whether a content is creative and humorous or not will be evaluated through factors such as catching trends, how the writing style and tone are used, whether the images or videos are eye-catching and funny or not,...
Q5: What social media elements significantly influence customers during the Desire stage of the consumer journey? How do	- Community value factors: what will you get from joining the community, what is the community like, why is community	- Informative elements, telling them what they need to know, curiosity-inducing elements will make the reader want to	To effectively stimulate customer desire, content creators must focus on crafting messages that induce curiosity

these elements impact their desire to participate in a memecoin project? Which element exerts the most profound influence on this desire?	value important in today's society... In short, these are factors that strongly appeal to the desire to belong and FOMO to stimulate the Desire factor in them. - Profitability factors are also a factor that makes readers feel Desire.	learn more and get involved in something.	and tap into the psychology of fear of missing out (FOMO). By emphasizing the exclusivity and limited availability of products or services, marketers can create a sense of urgency that compels consumers to act. Moreover, content should underscore the social benefits of ownership, such as belonging to a specific community or achieving a particular lifestyle. By aligning these desires with the brand's identity, marketers can foster a deeper emotional connection with consumers and drive sales.
Q6: What are the key social media elements that influence	- Profitability - Factors such as how strong a	- The biggest motivation for them to participate	The perceived value and tangible benefits that users

customers in the "action" stage of the consumer journey? How do these elements affect a customer's decision to participate in a memecoin project? Which element has the most significant impact on this decision?	community is, how vibrant it is, how it fits with their outlook on life, these are the factors that will make interested people take action.	in a project, shop or use a product or service will all start from the value factor that the customer will receive, what incentives they will receive, or why they have to participate in it,...	can derive from participation significantly influence their engagement behaviors. The provision of practical incentives and the cultivation of a strong community support system can serve as powerful motivators, driving increased user participation.
Q7: What types of content or information are consumers most likely to ignore, and what factors contribute to this tendency?	Content that is not consistent with customers' perceptions, thoughts and lifestyles.	Content that does not bring practical value to viewers and is not new.	Content that does not bring value or is contrary to customers' thinking and attitudes will make them tend to ignore it.
Q8: How can one effectively capture the attention of potential investors when creating a social media post for a memecoin project?	- Create funny meme images or eye-catching videos that bring entertainment value and bright colors, impressing viewers. - Headline content is not too	- Develop content and convey values through more images, to attract the initial attention of viewers. - The writing style in the article must be natural, the	- Deploying content in the form of eye-catching, easy-to-see images will achieve the most popularity. - The writing style is close, natural,

	commercial, must have a close, friendly writing style, use slang and abbreviations to create a natural feeling, catch the trend.	language rich and not rigid in perspective to avoid touching on taboo issues such as culture, art schools, etc.	diverse and not one-sided will make the reader not ignore it.
Q9: What kind of information do memecoin investors seek most in marketing communications? What types of content do they typically reject, and why?	**- Content that is both humorous, entertaining, and trendy will make readers interested and achieve the most effective communication.** **- Customers only feel uncomfortable with content that is too long-winded and does not receive any value from the article, or is not suitable for their way of thinking, culture, or lifestyle.**	**- Entertaining, concise, and easy-to-understand images will bring the most enjoyment and effectiveness.** **- Content that is not suitable for the lifestyle, culture, and philosophy that customers pursue will cause them to have biases and prejudices that cause them to reject related articles.**	**The effectiveness of memes as a communication tool is contingent upon several factors, including their visual appeal, conciseness, and relevance to the target audience. While the visual nature of memes makes them highly engaging, it is the alignment of their content with the audience's beliefs and values that ultimately determines their success. Content that is perceived as inauthentic or irrelevant is likely to be dismissed,**

			reinforcing the notion that successful memes must strike a balance between entertainment and authenticity.
Q10: What specific qualities in a social media post make it memorable and impactful within the context of a memecoin project?	**- Attractive images and videos.**	**- Eye catching images**	**In the digital age, where information is abundant and attention spans are dwindling, visual content such as images and videos has emerged as a powerful tool for capturing and retaining audience attention. Empirical evidence consistently demonstrates that individuals are more likely to be drawn to and remember visually stimulating content compared to text-based materials. The inherent nature of visual content, characterized by its ability to convey**

			information rapidly and evoke emotional responses, makes it particularly effective in cutting through the clutter and leaving a lasting impression on the viewer.
Q11: What is your assessment of BUSAI's social media performance? How frequently do they post content? What do you think would be an effective content direction for BUSAI in the future, and why?	- Currently, BUSAI is in a state of retaining customers because the company is also focusing resources on running another Crypto project. Therefore, the number of posts must be reduced significantly compared to the beginning. After returning to BUSAI's direction, it is possible that it will be implemented in the direction of transitioning from a memecoin project to a memecoin project with	X	Currently, BUSAI is facing a shortfall in both the quantity and quality of its content output. These limitations can be attributed to several factors, most notably resource constraints within the company. As the company prepares for a strategic shift in the near future, the primary objective of the current content strategy is to maintain customer engagement and loyalty during this transitional period.

	integrated AI, focusing on that value to make it stand out from its competitors.		

General conclusion: To be able to achieve effective communication in a campaign, program, or event, it is necessary to accurately determine its purpose, which is the right thing to do in order to be able to determine the indicators and methods to evaluate the value results for each campaign and platform.

The types of content to attract and impress viewers are articles that convey the core values of the brand, setting a bright spot for special competition tricks.

Content creation must be diverse in the process of transmitting the form, not always videos or images will bring effectiveness, but the most accurate decision is still the content embedded in it.

The presentation of the content idea needs to determine the right goals for each stage, choose the right method, form and value built into the content. Articles with humorous value should not be too passionate about exploiting satire or implication so as not to make viewers and readers feel confused, misunderstanding the original goal.

Profitability and community will still be two of the most decisive factors in the desires and behaviors of people who love memecoin projects. Therefore, it is necessary to properly exploit these insights, psychology and behaviors to be able to reach the right audience.

(Source: Author compiled from qualitative research results)

2.5.3. Quantitative Research Findings

2.5.3.1. Demographic
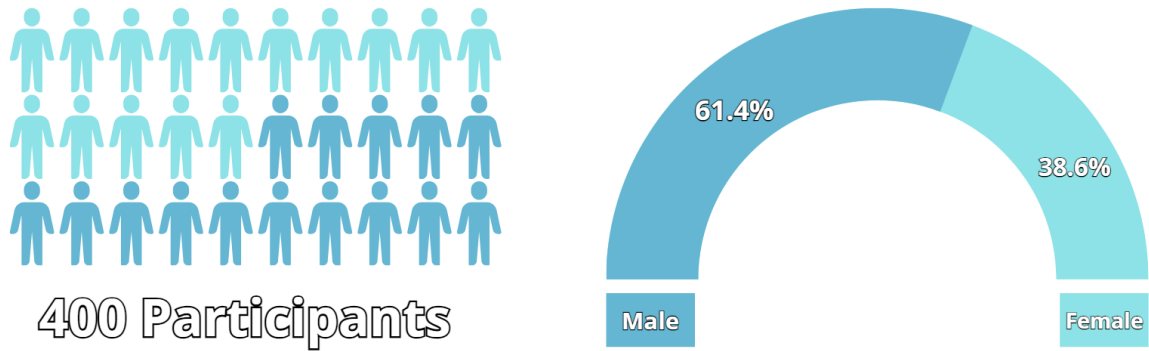
*Figure 25*: Demographic of 400 participants
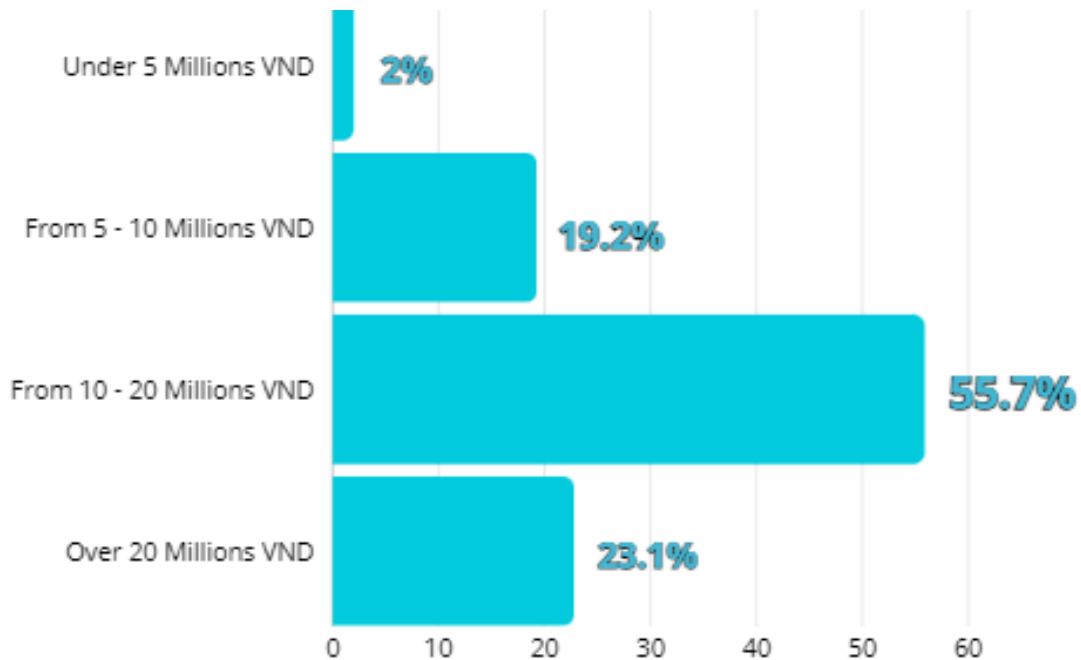
Figure 26: Income

The survey participants were memecoin enthusiasts residing and working in Ho Chi Minh City, Vietnam. The quantitative survey comprised 61.4% male and 38.6% female respondents. A pie chart provides a comprehensive overview of the income distribution among survey participants. Notably, a majority of respondents, constituting 55.7% of the total, fall within the 10-20 million VND income bracket. This finding underscores the prevalence of middle-income individuals within the surveyed population. Moreover, a significant proportion of participants reported an income exceeding 20 million VND (23.1%), highlighting the presence of a substantial high-income segment. Conversely, the lower income brackets, below 5 million VND and between

5-10 million VND, were relatively smaller, with only 2% and 19.2% of respondents falling into these categories, respectively.

Figure 27: The Mean score of the question about personal personality

A significant majority of survey respondents expressed a strong desire to be part of a like-minded community (mean score: 5.83/7), reinforcing the notion that memecoin enthusiasts often seek a sense of belonging to something larger than themselves (C1-Q8, C2-Q6, C4-Q2). Furthermore, the survey data indicates that these individuals are more likely to perceive themselves as risk-takers who are open to new experiences (5.62/7 and 5.15/7).

Based on the collected data, it can be inferred that memecoin enthusiasts are predominantly male. This finding, corroborated by qualitative responses from respondents 4 and 5, suggests that males exhibit a higher propensity for risk-taking and a greater appetite for novel experiences compared to females. Consequently, they may feel more comfortable expressing their interest in memecoins openly. In contrast, a smaller subset of female respondents displayed a more reserved attitude towards publicly acknowledging their enthusiasm for memecoins, as evidenced by the qualitative response from the first participant. Furthermore, the data indicates that memecoin enthusiasts tend to have higher incomes, specifically those earning over 10 millions VND, and possess a substantial degree of knowledge and experience related to memecoins.

2.5.3.2. Psychology and behavior when looking for a memecoin project
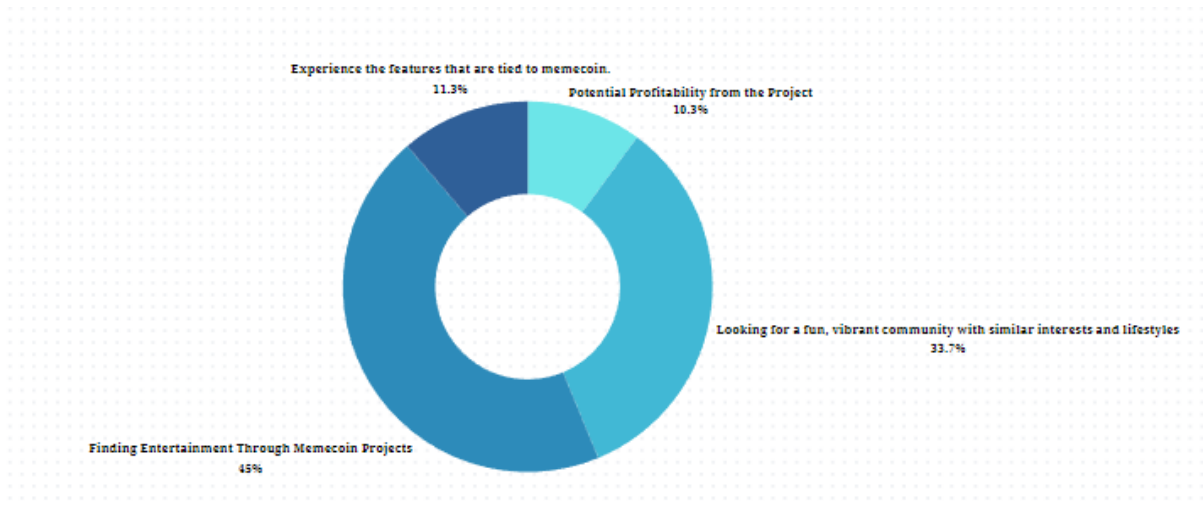
Figure 28: Percentage of factors that users look for in memecoin

The chart above provides an insight into what motivates people to participate in memecoin projects.

The primary objective of participants was entertainment: A significant 45% indicated that their main goal was to seek amusement through memecoin projects. This suggests that memecoins are not merely investment vehicles but also novel forms of entertainment, catering to the younger generation's desire for novel and exciting experiences.

Financial gain is a prominent and typical aspiration among individuals seeking out memecoin projects: The survey data reveals that 10.1% of participants cited the potential for financial returns as their primary motivation, underscoring the enduring allure of financial incentives within the memecoin market. Despite the inherent risks, the prospect of substantial profits from sudden price surges (pumps) continues to be a compelling draw.

Beyond financial objectives, non-financial factors play a significant role in the selection of memecoin projects. A substantial 33.7% of respondents indicated a preference for vibrant, enjoyable communities with shared goals, highlighting the importance of community engagement and interaction with like-minded individuals in creating a rewarding and cohesive investment experience. Moreover, 11.3% of participants expressed interest in the functionalities associated with memecoins, suggesting a growing demand for the practical applications of memecoins and a desire to explore the potential growth of this digital asset class.

The psychology of memecoin investors is multifaceted. While the pursuit of financial gain is a primary motivator, it is evident that community engagement, experiential factors, and curiosity also play significant roles in their decision-making processes when participating in memecoin projects. A comprehensive understanding of these psychological underpinnings is crucial for memecoin projects to develop effective strategies for attracting and retaining users.


25.3% A project with a vibrant, loyal community of followers

47.7% A creative, fun, and unique memecoin project

27% A highly profitable, reputable memecoin project
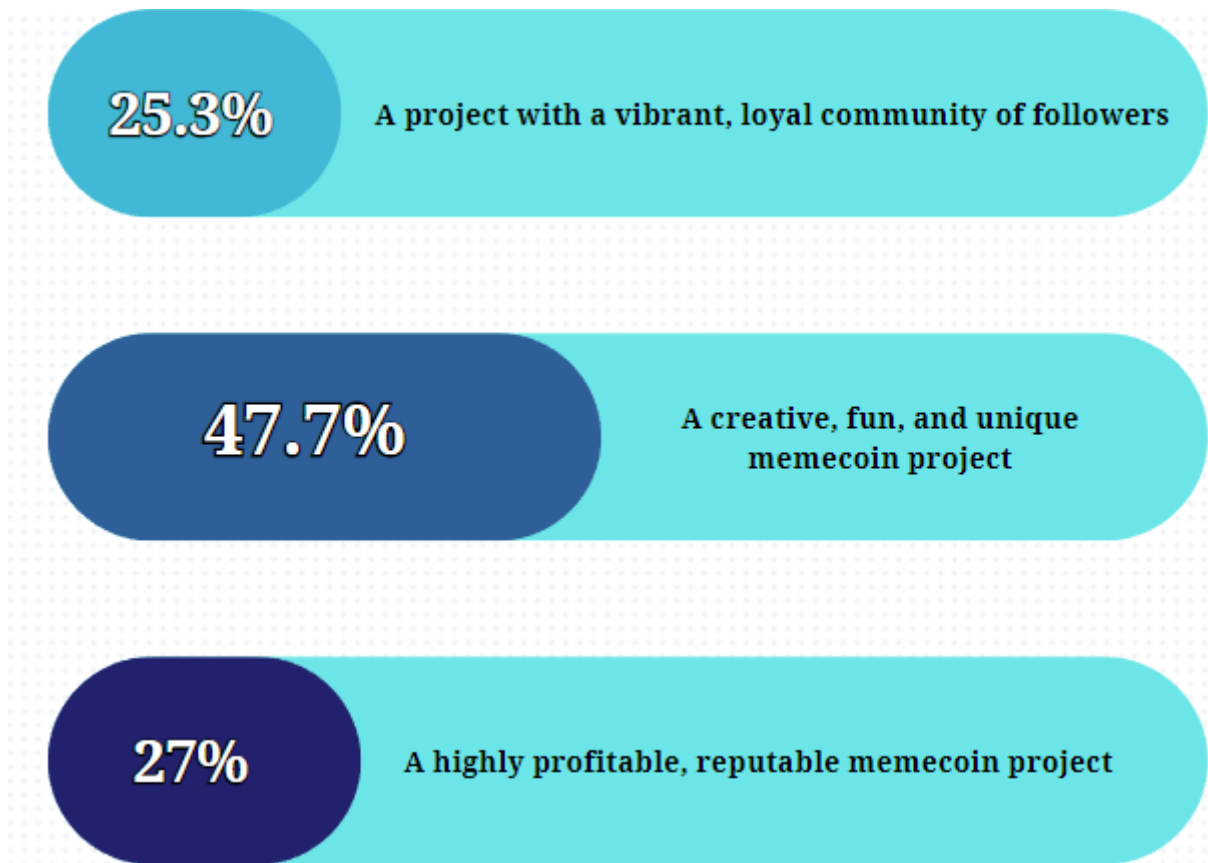
Figure 29: Percentage of elements that impress users

A community survey on the important factors that make a memecoin project potential revealed the following interesting results:

- **Creativity and originality are key to a memecoin project:** 47.7% of respondents believe that a memecoin project needs to have creative, unique ideas and a distinct personality to attract the attention of the community. This factor helps the project stand out from the countless other memecoin projects on the market and create its own mark.

- **Strong Community:** At 25.3%, having a vibrant, loyal user community is considered the most important factor in determining the success of a memecoin project. This shows that, in addition to financial factors, community engagement and interaction play an extremely important role in promoting the development and growth of a project. A strong, experienced, and like-minded community will help a project develop sustainably because of the values that the project brings to its community.

- **Profitability:** In a chaotic memecoin market like today, a reputable project with a clear development roadmap and a commitment to bringing profits to users is a bright spot to separate and attract users. Up to 27% of survey participants assessed the reputation and profitability of a memecoin project as making it potential, so in the process of building an impression on users, it is necessary to clearly convey information in a transparent manner and emphasize reputation.

-

The survey results indicate a strong correlation between the aforementioned elements. A vibrant community often coalesces around projects that feature innovative and unique ideas. Conversely, projects with high earning potential tend to attract a larger community. Therefore, to craft meaningful messages, it is imperative to leverage this interconnectedness and identify the optimal approach to cultivate and execute strategies that encompass all three elements.

2.5.3.3. Assess the importance of factors that influence interaction rates and communication effectiveness

A.   According to AIDA model

a.   Aware
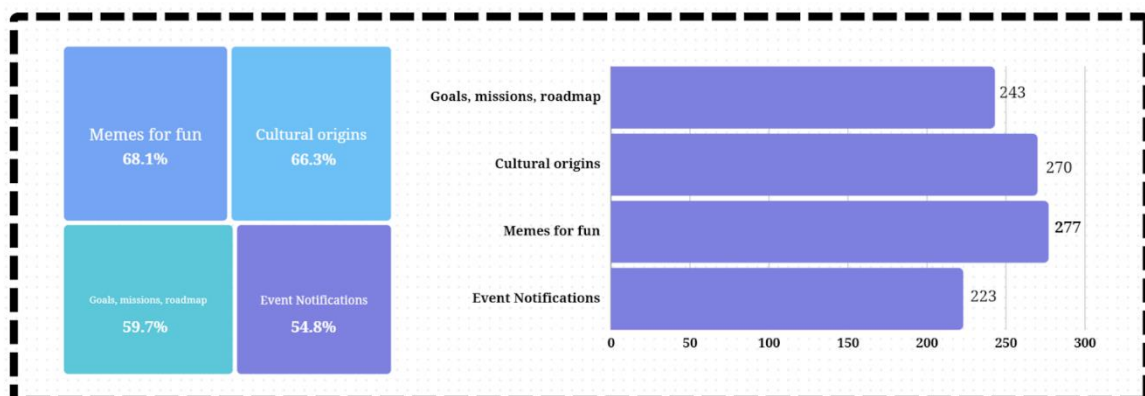
Figure 30: Number of selections and percentages of factors searched for when researching a new project

The chart above provides a clear overview of the information that customers are most interested in when first learning about a memecoin project. Based on the data collected, the following conclusions can be drawn:

- **Importance of the fundamentals:**

A significant majority of respondents (59.7%, or 243 out of 400) expressed a strong desire for information regarding the project's objectives, mission, vision, and development roadmap. This indicates that potential investors and memecoin enthusiasts are not solely driven by short-term trends but are also seeking a comprehensive understanding of the project's long-term direction. Furthermore, the high interest in the origins and cultural context of the meme (66.3%) suggests that customers are eager to delve deeper into the story and underlying meaning of the project, rather than treating it as a mere investment product. This desire for narrative and cultural exploration is evident in the fact that 270 respondents expressed a keen interest in learning about the history and philosophy behind the memecoin.

- **Role of community and media:**

Entertainment-oriented meme posts (68.1%) and event announcement posts (54.8%) also garnered significant attention, underscoring the pivotal role of community engagement and strategic communication in attracting and retaining customers. Beyond the narrative embedded within memecoins, customers and target audiences seek amusement and entertainment in their content consumption, further affirming that memecoin projects are not merely investment vehicles but also social movements and communal experiences. Moreover, customers are increasingly interested in the community-oriented initiatives of these projects, using this as a key evaluation criterion when initially exploring new memecoins.
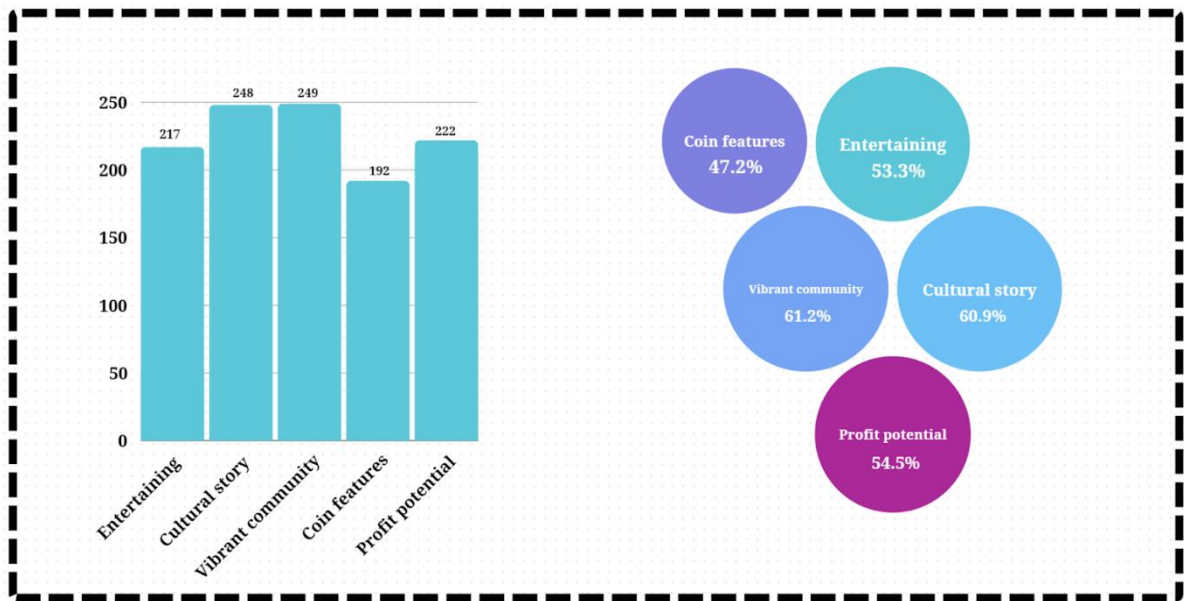
Figure 31: Number of choices and percentage of Awareness factors

Additionally, when asked about what makes customers impressed with a new memecoin project, we got the following results:

- **Community is core**

The fact that a memecoin project has a vibrant, large community is agreed by 249/400 survey participants (61.2%), which can be considered the top attractive factor. A fun, vibrant, enthusiastic community will be the biggest motivation to make a memecoin lover impressed, because often among them there will be a FOMO mentality or a desire to become a part of a meaningful and like-minded community (5.83, figure 27, "Demographics" analysis).

- **The story behind memecoin**

The cultural narrative and underlying meaning behind memecoins (60.9%) also play a pivotal role in capturing attention. Users seek to understand the origin story, core concepts, and intrinsic value of a memecoin project. A well-crafted narrative that is deep, meaningful, and associated with a particular movement or trend can leave a lasting impression on memecoin enthusiasts, fostering a deeper understanding of the project's identity. Within the memecoin market, projects with distinctive brand personalities often resonate more strongly with target audiences, forming a clear and memorable perception. Given the emphasis placed on storytelling in memecoin projects, a compelling narrative is essential for attracting new users.

- **Entertainment and interaction**

The survey results indicate a strong correlation between the perceived entertainment value and humor of social media posts (53.3%) and the anticipated potential for financial gain (54.5%). This suggests that these two factors are not mutually exclusive but rather co-exist synergistically. A successful memecoin project, therefore, must initially appeal to the user's desire for amusement (C4-Q1) and subsequently fulfill their expectations of financial returns (S1-Q1). A humorous and engaging memecoin project can attract a wider audience, while the potential for profitability can convert casual observers into dedicated followers.

- **Coins Features**

While ranking fifth in significance, the development of features associated with the memecoin (47.2%) remains a noteworthy factor. Users are increasingly seeking tangible applications and growth potential within these projects. In a saturated market, memecoins must differentiate themselves by providing real-world value. Given the current prominence of AI technology, integrating AI features into a memecoin project can significantly enhance user experience. By offering innovative and engaging AI-powered interactions, these projects can foster stronger community engagement and provide users with a more compelling reason to participate.

b. **Interest**
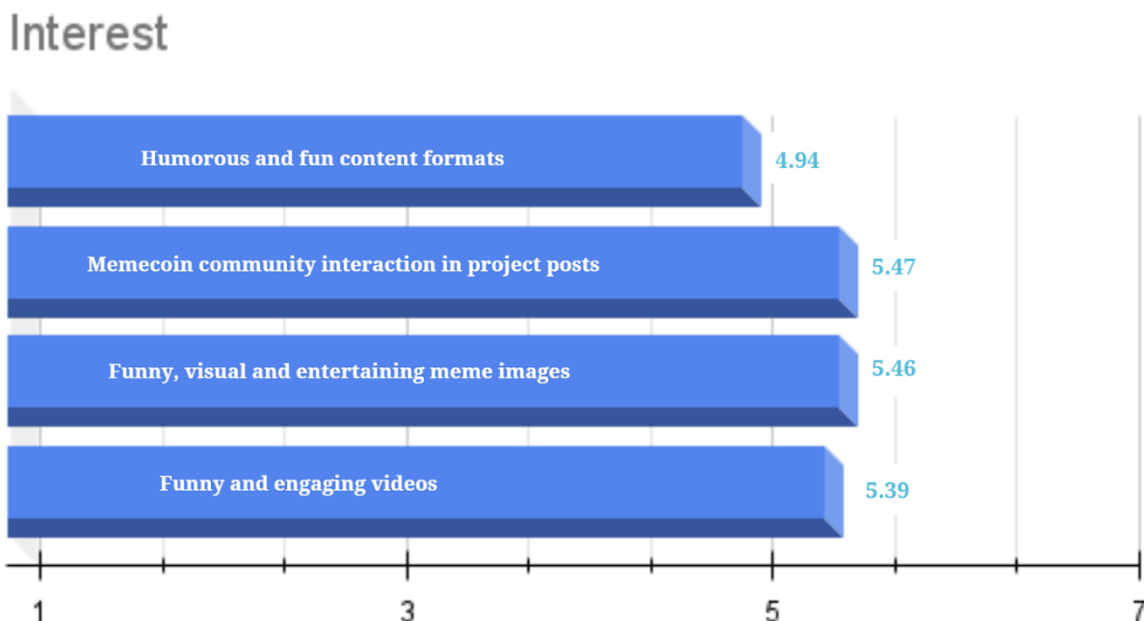
Figure 32: Mean Scores of Interest factors

Elements related to entertainment content and community interaction play an extremely important role in attracting users' interest and enjoyment of a memecoin project. Specifically:

- **Humorous and Funny Content**

Humorous and entertaining posts, images, and videos consistently garnered the highest ratings from users. This suggests that entertainment is a primary factor in initially capturing attention and generating interest. The average rating from survey participants was approximately 4.94 on a 7-point Likert scale, indicating a moderate to strong agreement that humorous and entertaining content enhances user affinity for a memecoin project. The use of humor and entertainment stimulates the release of endorphins in the brain, promoting feelings of pleasure and relaxation, which can strengthen the bond between users and the project. However, humor and entertainment alone are insufficient to cultivate lasting user engagement in a memecoin project. Initial impressions are also influenced by a range of external factors and individual preferences.

- **Community Engagement**

The project has garnered significant positive feedback regarding community engagement around its content, with an average survey response of 5.47 out of 7 on a Likert scale. This indicates a strong consensus among users that a project with a robust community fosters greater user affinity. Participants expressed a desire to not merely consume content but actively participate in discussions, sharing, and interactions. A vibrant and engaged community is a pivotal factor in cultivating user loyalty. When users feel a sense of belonging within the community, they are more inclined to share and promote the project.

- **Attractive images and videos**

The average ratings for humorous images (5.46) and entertaining videos (5.39) reveal a notable preference for visually appealing content. These results highlight the power of humorous memes and engaging videos in attracting and retaining user attention. Such content enables swift and impactful communication, often creating a more memorable experience. The data suggests that users may be more inclined towards humorous images, as these formats offer a more immediate and direct means of conveying information, thereby aligning more closely with the preferences of memecoin enthusiasts (C3-Q4, C4-Q4).

c. **Desire**
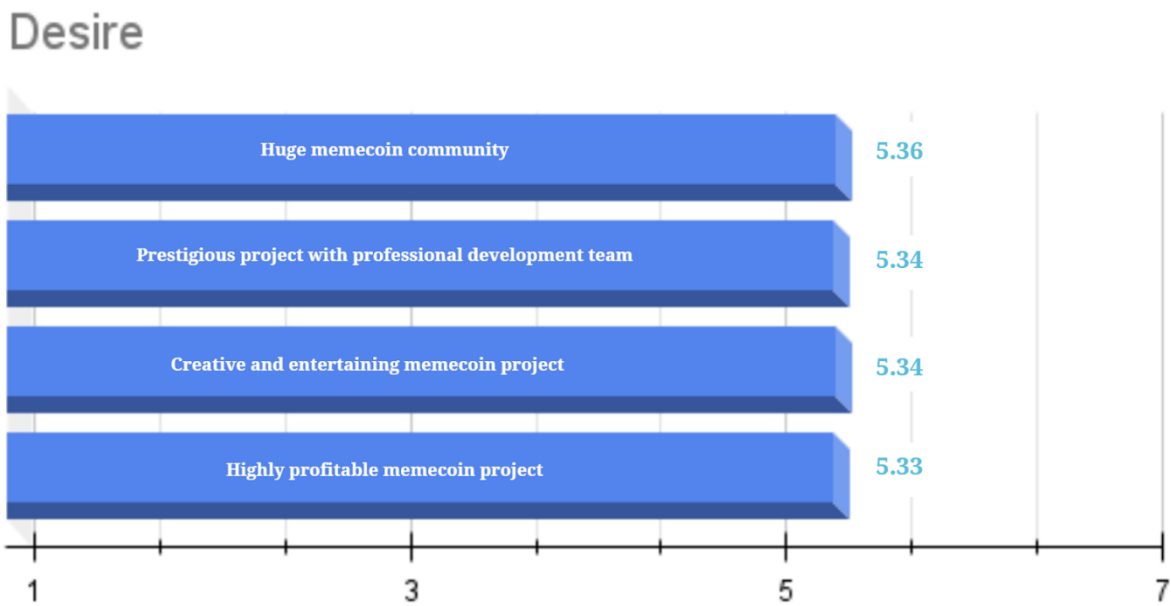
Desire

Figure 33: Mean Scores of Desire factors

Factors related to the reputation, growth potential and value of the memecoin project play an extremely important role in attracting user participation. Specifically:

- **Strong Community**

The average rating for the factors of community and entertainment value was 5.36 out of 7 on a 7-point Likert scale. This indicates that a majority of respondents believe that a strong, vibrant community would motivate them to join a like-minded group due to opportunities for interaction, exchange, and collaborative creation of innovative and unique projects. Moreover, they value the sense of being pioneers in a movement and contributing to a broader societal impact.

- **Reputation, professionalism, value and unique creativity of the project**

The survey responses indicate that the credibility of a project, the expertise of its development team, and the originality of its marketing materials are paramount in gaining user trust and investment (M = 5.34/7). This suggests that users place a high value on projects with well-trained development teams and clear roadmaps. They seek out projects with strong growth potential and a commitment to quality. Furthermore, respondents rated the financial aspect of memecoin investments at 5.33/7, revealing that while high returns are attractive, the inherent risks of such investments drive users to prioritize projects with reputable development teams and well-defined strategies to mitigate risk. Given the volatile nature of the cryptocurrency

market, a project's credibility and strong community support can provide a stabilizing influence during market downturns.

d. Action

Action

Interact and share posts from large, reputable memecoin projects	5.22
Interact and share to get benefits	5.32
Interact and share a creative, engaging, entertaining posts	5.26
Join the highly profitable memecoin project	5.3
Join the memecoin project with an active, experienced community	5.35
Join the innovative, trendy, fun and humorous memecoin project	5.34

Figure 34: Mean Scores of Action factors

Based on the survey results, the following conclusions can be drawn about the factors that motivate memecoin enthusiasts to interact with social media posts and participate in the project, specifically:

- **Community and interaction elements:**

Get benefits: A strong correlation exists between the provision of rewards and increased user engagement. Tasks that require users to share information, such as event details, serve as effective mechanisms for driving interaction. Survey results confirm this positive association, with respondents indicating a high level of satisfaction with this approach (average rating: 5.32/7). These findings suggest that the incentive of rewards, coupled with well-defined tasks, is a highly effective strategy for fostering user engagement and participation.

Interact and share articles of large, reputable projects: The survey data reveals a significant correlation between users' information-seeking behaviors and their preference for large-scale projects and established communities. With a mean score of 5.22/7, participants indicated a

strong desire for content that is curated and disseminated by trusted organizations. This suggests that users seek out information that is not only accurate but also endorsed by reputable entities. Furthermore, they value the opportunity to connect with like-minded individuals within these communities.

- **Content and creative elements:**

Creative, engaging, entertaining posts: The average response from survey participants was 5.26/7 (Likert scale 1 - 7), showing that users like interesting, humorous, and highly interactive content. Creative content not only provides information but also creates an enjoyable experience for users.

- **Potential and profit factors:**

Participate in a memecoin project with high profitability: The average response of survey participants was around 5.3/7 (Likert scale from 1-7), showing that financial factors are still an important motivation. Users want to participate in projects with growth potential and profitability.

- **Community and experience factors:**

Participate in a memecoin project with an active, experienced community: The index of 5.35/7 (Likert scale from 1 - 7) shows that users appreciate being part of a vibrant community where they can learn and share experiences with others. In addition, they also want to participate in projects with innovative content that is in line with current trends (Average user response is 5.34/7).

B. According to the theory of Selective Perception

a.   Selective exposure

Selective Exposure
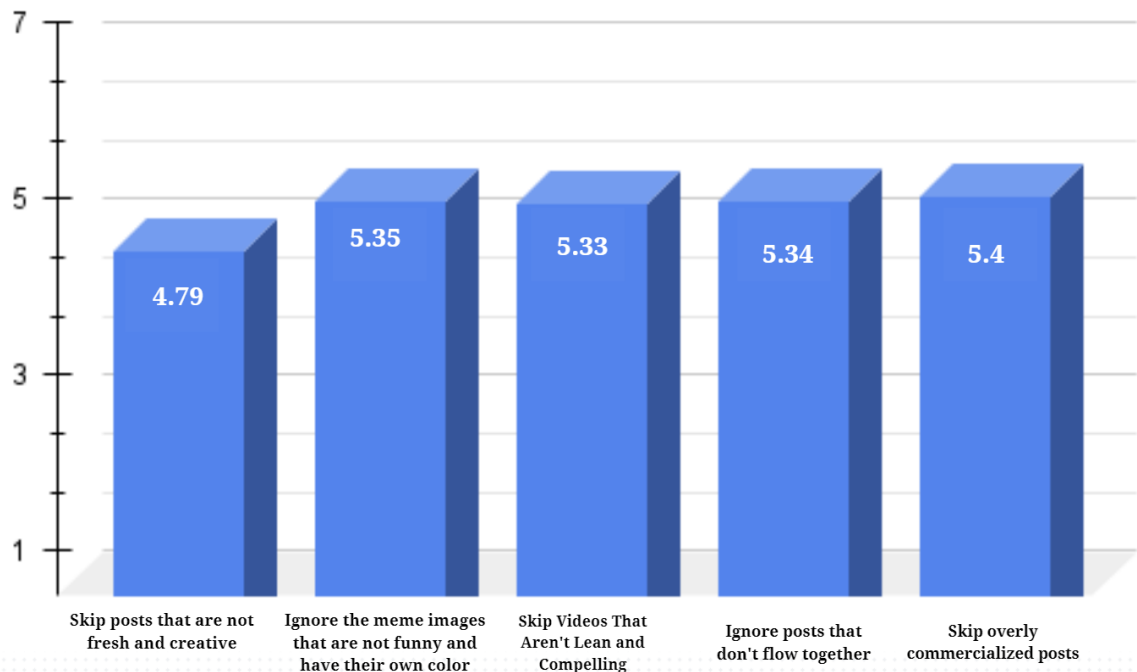
Figure 35: Mean Scores of Selective Exposure factors

The chart above provides an overview of the main reasons why memecoin enthusiasts ignore a project's article. From this, we can see that factors related to content quality, visual appeal, and article consistency play a major role in memecoin enthusiasts' decisions.

- **The article is not fresh and creative (average user response is 4.79/7)**

Among the measured factors, creativity exhibited the lowest score, indicating that users are still willing to accept content that is not highly creative, as long as it provides practical value. Moreover, this suggests that memecoin enthusiasts seek novel, unique perspectives and information. Repetitive, unoriginal content is less likely to capture their attention, although a certain level of uncreativity and lack of humor is still tolerable.

- **Meme images are not funny and have their own color (Average survey response is 5.35/7)**

Visual elements play a pivotal role in conveying the message of memecoins. Humorous, unique, and culturally relevant imagery is essential to capturing and retaining the audience's attention. The very term "memecoin" prioritizes the visual aspect, as "meme" is the first element users encounter and seek out. Generic, unoriginal meme imagery leads to homogeneity among numerous memecoin projects, resulting in viewer boredom and a perceived lack of value.

Furthermore, a survey revealed that video content was deemed less engaging, with an average rating of 5.33 out of 7. This underscores the need for concise and compelling video presentations. Lengthy, unfocused videos tend to lose viewers' interest. When comparing videos to meme images, users exhibited a stronger preference for the latter due to their visual immediacy and rapid information conveyance. Consequently, ineffective meme images are more likely to be dismissed compared to lengthy, tangential videos.

- **The article is not consistent or coherent (Average response from survey participants is 5.34/7)**

A well-crafted piece of content requires a clear, coherent structure with logically presented ideas. Disjointed, disconnected writing hinders readers' comprehension. This is especially true for memecoin projects, where the project's character is of paramount importance. Without a consistent narrative that ties together different pieces of content, memecoin enthusiasts may feel a disconnect and lose interest. Such inconsistencies can create cognitive dissonance, alienating users from the project and leading them to disregard content that lacks coherence. Additionally, excessive commercialization (as indicated by the survey's average rating of 5.4/7) further deteriorates content quality and drives away the target audience. Memecoin enthusiasts are often skeptical of overly promotional content and projects that solely focus on profit and investment. They value authenticity and transparency over exaggerated claims of returns and profitability.

b. **Selective attention**

Selective Attention
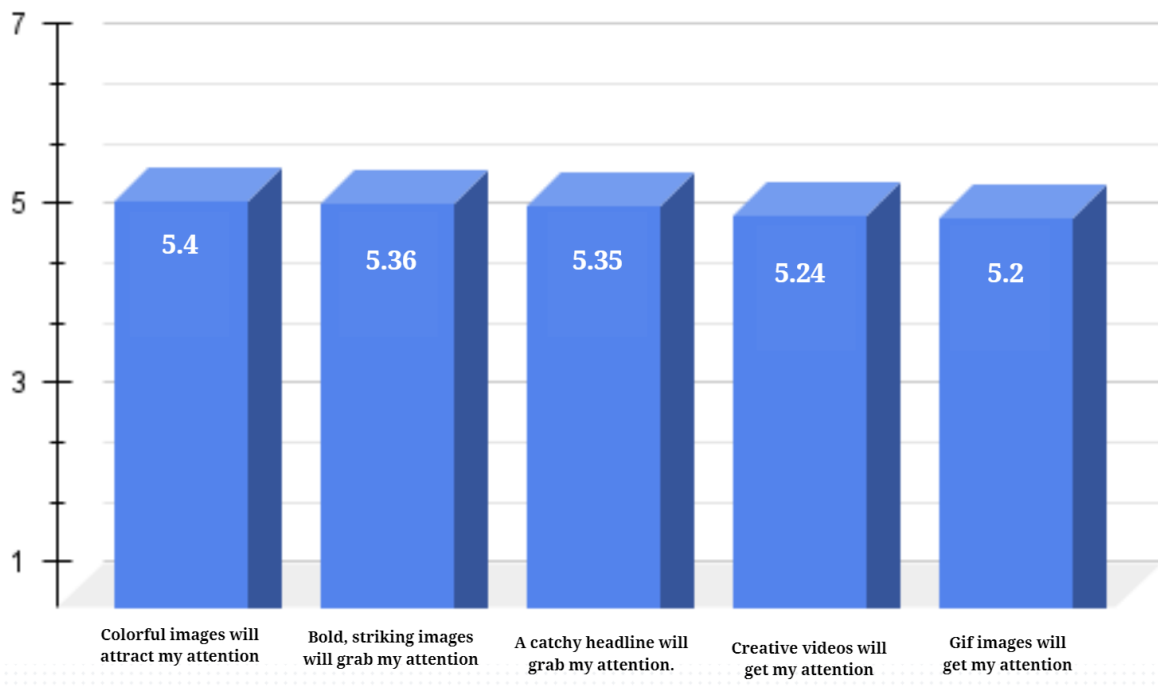
Figure 36: Mean Scores of Selective Attention factors

The chart above shows how attractive different visual elements are to memecoin enthusiasts, rated on a scale of 1 to 7. The results show:

- **Multi-color image**

This factor scored the highest (5.4/7), indicating that colorful images are most likely to capture users' attention. This can be explained by the visual and vivid nature of images, especially in the world of memecoins where humor and creativity play a major role.

- **Innovative, impressive images**

With an average survey response of 5.36 out of 7, it is evident that visual elements play a highly significant role in capturing attention. Memecoin enthusiasts, in particular, are drawn to unique, distinctive, and visually striking imagery. In the context of social media posts promoting memecoin projects, the initial image (C3-Q8, C4-Q7, C5-Q8) is the primary focal point for these individuals. Consequently, a visually appealing image featuring a striking presentation and a unique color palette is crucial for capturing the viewer's attention and encouraging deeper engagement with the content.

- **Impressive headline**

In addition to eye-catching images, the title plays an important role in attracting readers at first sight to have an overview of the main content of the article and recognize the writing style. With an average response of 5.35/7 from survey participants, this factor shows that a creative and attractive title can create curiosity and encourage users to read on (S1-Q6).

- **Creative videos and GIFs**

Video has emerged as a potent tool for disseminating information and capturing attention. Survey results indicate that creative videos are highly effective in engaging memecoin enthusiasts, with an average rating of 5.24. Furthermore, respondents gave a score of 5.2 out of 7 to the idea of diversifying content formats, such as GIFs, suggesting a strong preference for visually stimulating materials. In summary, viewers exhibit a clear preference for content presented in a visually dynamic manner, with a hierarchy of preferences as follows:

Vibrant imagery > Unconventional visuals > Engaging videos > Animated GIFs

c. **Selective comprehension**
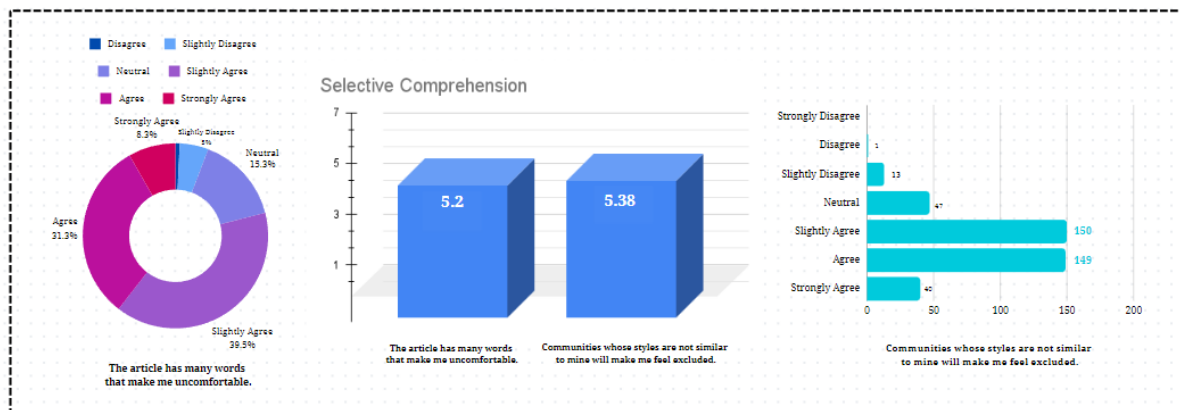
Figure 37: Mean Scores, number of choices of Selective Comprehension factors

The chart above shows two main factors that make memecoin enthusiasts feel uncomfortable or offended by a memecoin article:

- **The proliferation of regulations has created an overly complex bureaucratic environment**

The lengthy and convoluted presentation of information often leads readers to disengage, as it hinders their ability to process complex data efficiently. Moreover, it detracts from the

entertainment value that users typically seek in memecoin project write-ups. The average survey response of 5.2 out of 7 indicates that participants anticipate discomfort when confronted with excessively long content, excessive text, or an abundance of emojis (C4-Q8).

- **Community has a lifestyle, pursuing a style that is not similar to the target audience itself**

The average survey response was 5.38 out of 7, indicating a significant level of aversion towards communities with differing lifestyles. These disparities in thought processes, lifestyles, and values often lead to avoidance behaviors as individuals seek to protect their own beliefs. Thus, it is highly understandable that the target audience exhibits aversion or avoidance towards groups with dissimilar values and worldviews (S2-Q7).

In summary, while both factors induce a comparable level of discomfort, their impacts on the reader are distinct. Excessively lengthy content tends to bore and distract readers, hindering information retention. Conversely, differences in lifestyles and values create a sense of detachment, lack of empathy, and even repulsion.

d. Selective retention
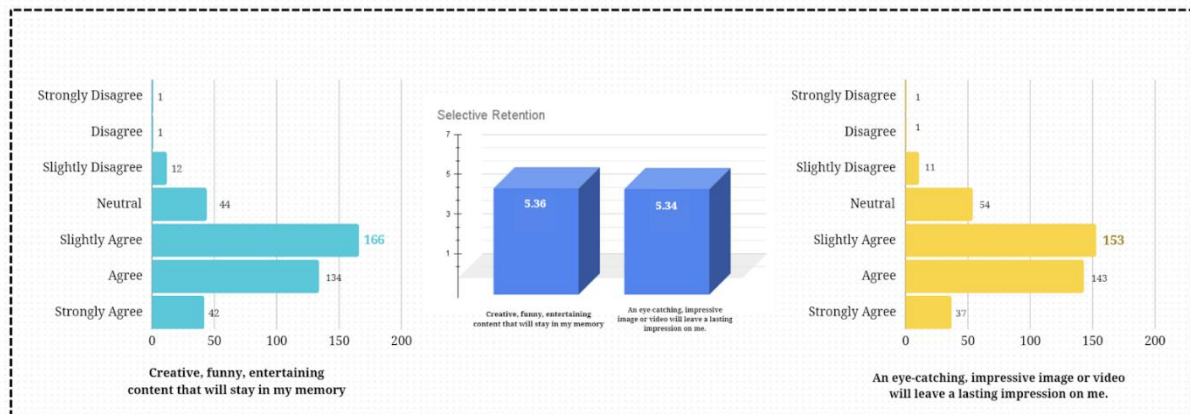
Figure 38: Mean Scores and number choices of Selective Retention factors

Based on the statistical chart, the following observations can be made:

- **Creative, humorous, entertaining content plays an important role**

A significant proportion of respondents, accounting for 5.36 out of 7, indicated that they remembered creative, humorous, and entertaining content within the memecoin article. This data suggests that a majority of participants found the entertaining elements of the article particularly memorable. The high recall rate of humorous and creative content is likely due to

the fact that such elements are highly engaging and attention-grabbing, making them more likely to be retained in memory. Especially in the relatively dry field of cryptocurrency, the use of humor can make the content more approachable and relatable.

- **Eye-catching, impressive images and videos are also significant factors.**

The survey found that the recall rate for visually appealing images and videos was 5.34 out of 7, indicating a significant role of visual elements in capturing and retaining audience attention. Visuals have the inherent ability to convey information more intuitively and vividly than text alone. Particularly, unique and striking visuals are more likely to leave a lasting impression, enhancing audience memory retention. The results show that both creative content and visuals play equally important roles, with nearly identical recall rates. This suggests that a harmonious integration of both elements yields the most effective means of information dissemination and audience engagement. These findings align with cognitive psychology research, which posits that humans are more likely to remember novel, interesting, and emotionally charged information. Humorous, creative content and visually appealing elements all fulfill these criteria.

2.5.3.4. Learn about social media usage behavior of survey participants
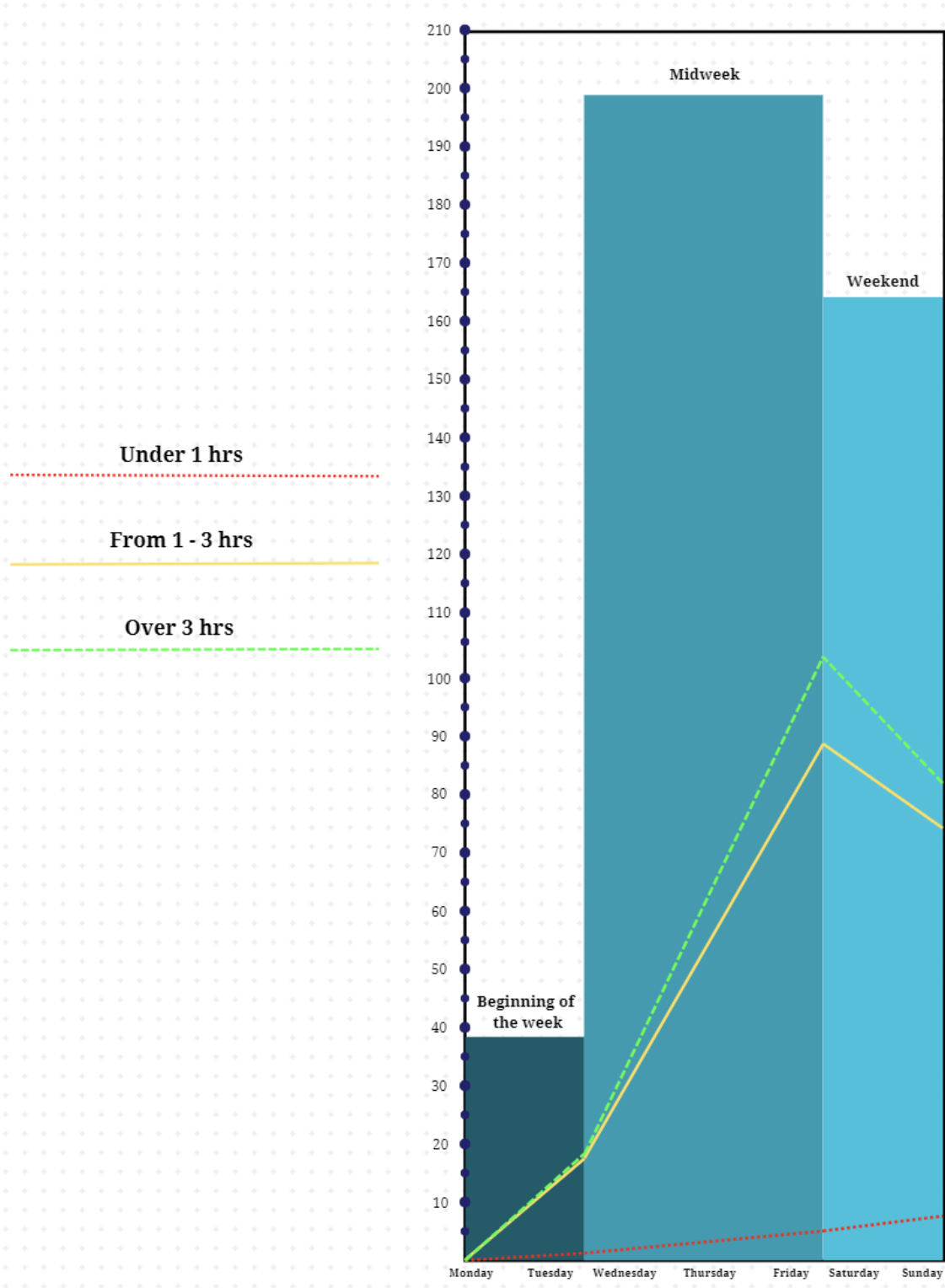
Figure 39: Time and timing of social media use by survey participants
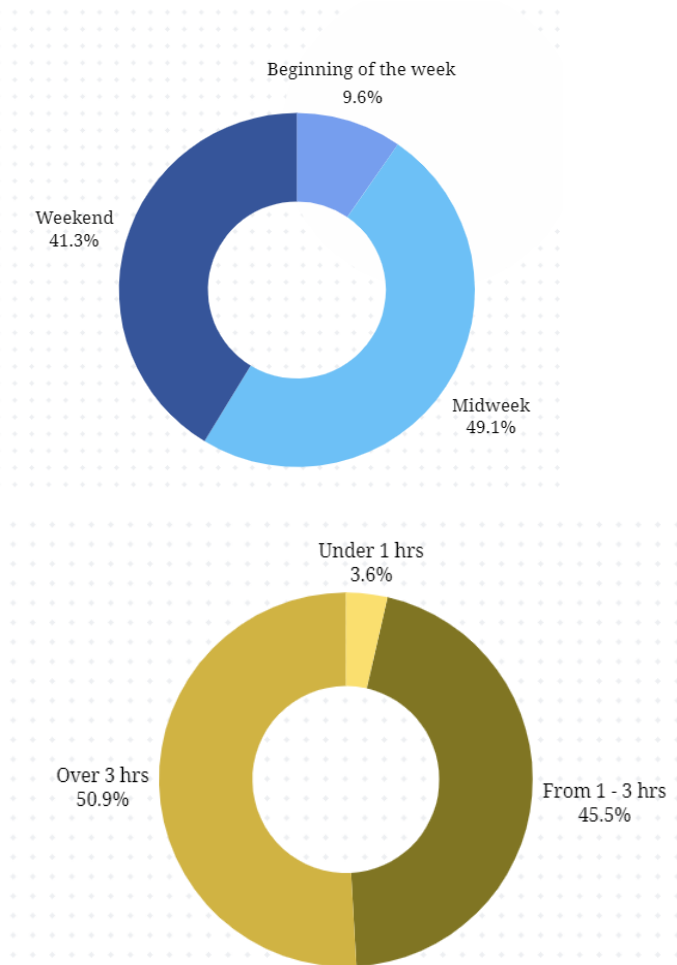
Figure 40: Percentage of Time and Timing of Social Media Use

Data from our survey reveals a significant time commitment among memecoin enthusiasts dedicated to researching related projects. Specifically, approximately 1-3 hours daily (45.5%) and over 3 hours (50.9%) are devoted to this activity, indicating a profound interest and proactive approach to staying updated on the latest memecoin market developments. This behavior reflects the highly volatile nature and attractive profit potential of these digital assets, necessitating constant vigilance and risk assessment. Participants must allocate substantial time to studying, updating information, and exploring projects, news, and trends within the memecoin and broader blockchain ecosystem.

The survey results indicate a cyclical pattern of memecoin-related social media engagement, with peak usage occurring mid-week through the weekend (Wednesday to Sunday). This cyclical pattern is likely attributable to the participants' work-life balance. The concentration of usage on weekends suggests that memecoin involvement extends beyond a mere investment; it has evolved into a leisure activity and a hobby for many.

Statistical analysis of the two diagrams further reveals that memecoin enthusiasts exhibit a profound interest in blockchain technology and cryptocurrency markets. These individuals invest significant time and effort into researching, staying updated, and participating in relevant communities. The cyclical nature of social media usage, centered around weekends, underscores memecoins' integration into the lifestyle of a particular youth demographic.

Chapter 2 Conclusion

Chapter 2 delves into the foundational principles and underscores the paramount importance of Content Marketing in the contemporary digital landscape, particularly within the context of memecoin projects such as BUSAI. Through rigorous desk research, the author has been able to glean comprehensive data and establish a well-defined framework for crafting a coherent and effective Content Marketing strategy. By synergizing both qualitative and quantitative research findings, this study enables the development of a meticulously tailored Content Marketing plan that resonates profoundly with the target audience. This, in turn, serves as a robust foundation for constructing comprehensive customer personas, thereby facilitating the selection of appropriate communication channels that align seamlessly with the audience's lifestyle, behaviors, and psychological inclinations.

CHAPTER 3
RECOMMENDATIONS

3.1. Basis for Proposals

Based on the qualitative research findings from Chapter 2, which explored user insights and evaluated BUSAI's communication effectiveness from both user and enterprise perspectives, coupled with quantitative research that identified key factors influencing engagement, sharing, and participation in a memecoin project, this study proposes a content marketing plan for BUSAI's social media platforms in the fourth quarter of 2024 and the first quarter of 2025.

3.1.1. Conclusions from Quantitative Research

Quantitative analysis has enabled us to precisely identify the key demographics, psychographics, and behavioral patterns of our target customer segment, providing valuable insights for further marketing strategies.
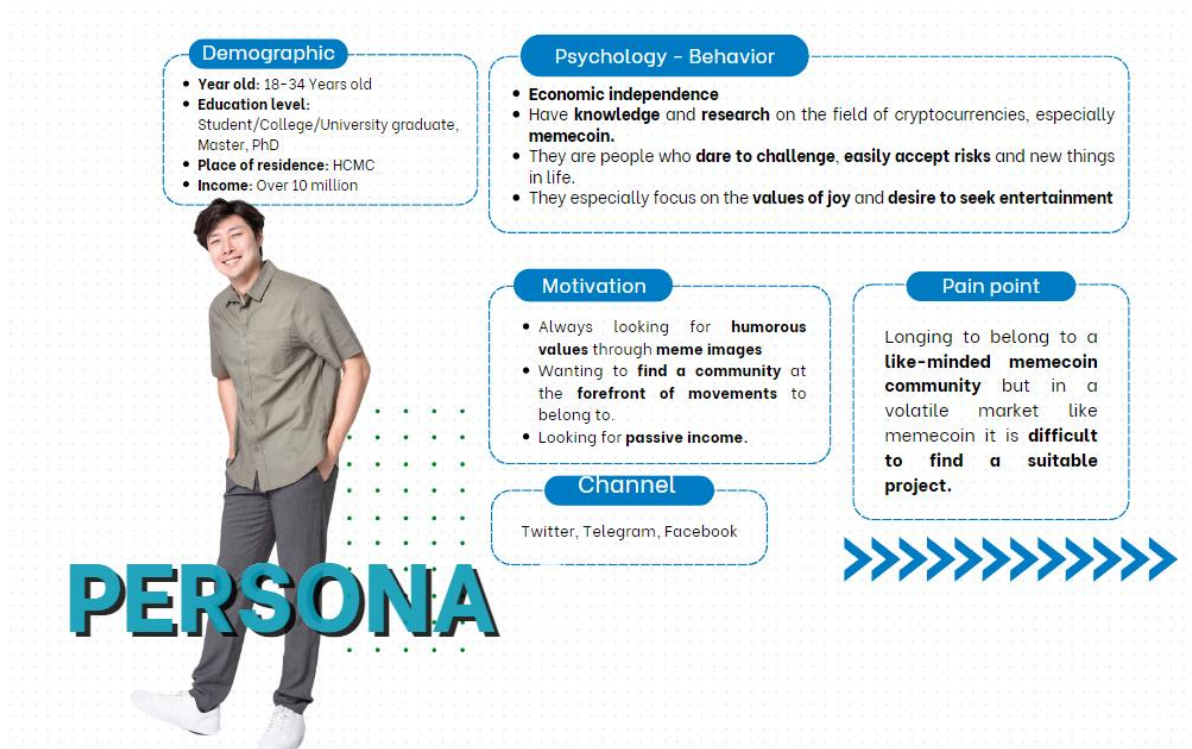
Figure 41: Persona

Figure 42: Memecoin Customer Sentiment Analysis
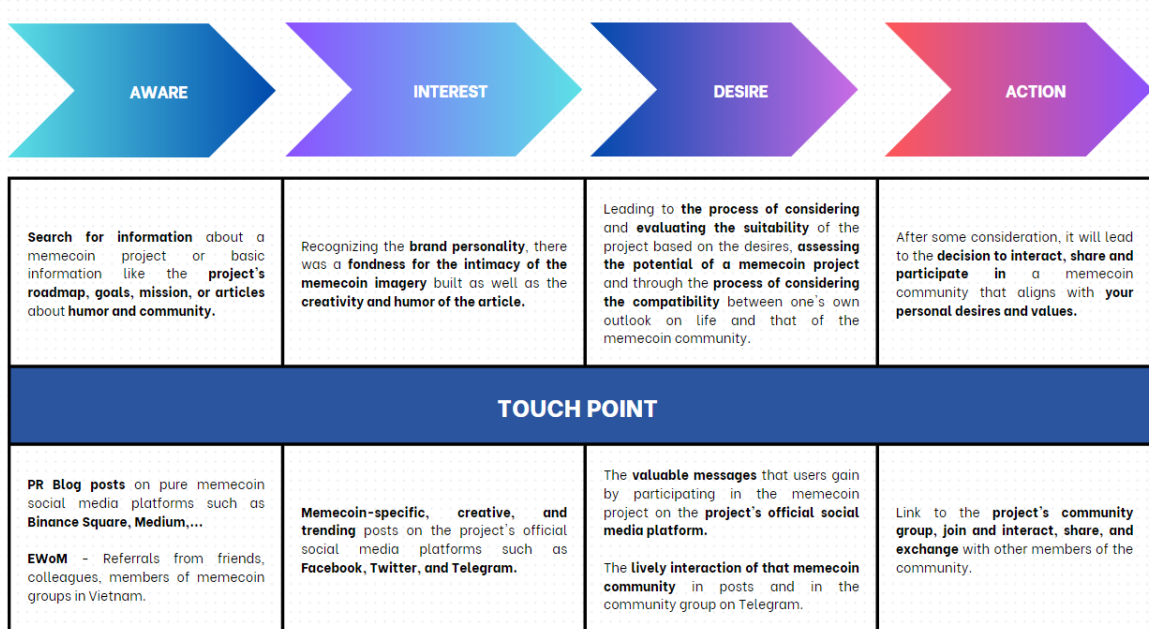
Figure 43: Memecoin Customer Journey

- **Observation 1:** The target demographic consists of young adults between the ages of 18 and 34 who are driven by a desire for continuous self-improvement. These individuals are highly skilled in their respective areas of interest and are proactive in seeking out new knowledge and experiences. Their financial acumen and willingness to embrace change position them as early adopters of novel concepts.

- **Observation 2:** Possessing a clear understanding of their self-worth, individuals are intrinsically motivated to join communities that are both convivial and aligned with their

personal goals. Such communities provide a platform for them to share their passions, knowledge, experiences, and insights with others.

- **Observation 3:** Despite a strong desire to contribute to and participate in a community, users are often overwhelmed by the sheer volume of low-quality, untrustworthy projects. This proliferation of subpar options leaves individuals confused and uncertain about which projects have the potential for long-term growth and engagement.

- **Observation 4:** The attributes of a successful memecoin project, as perceived by users, often revolve around the following:
  Credibility: A project with a proven track record and a skilled development team.
  Entertainment: A project that leverages humor and innovation to engage users.
  Community: A strong and active community that fosters a sense of belonging and shared values.

-> Our findings reveal a two-step process in how individuals perceive new memecoin projects. Initially, humor, as evidenced by the high preference for humorous memecoin articles (68.1%), plays a crucial role in capturing attention. Subsequently, cultural narratives, which explain the memecoin's character, become more relevant, as demonstrated by the high proportion of respondents (67.5%) who sought this information. This suggests that while humor is a powerful initial draw, understanding the underlying cultural context is also important for long-term engagement.

Table 3: Number of choices for initial search

Factors	Number of choices
Memes for fun	**277**
Cultural Origins	270
Goals, Missions, Roadmaps	243
Event Notifications	223

(Source: Author Compiled)

-> A vibrant and active community surrounding a memecoin project significantly influences users' initial impressions of new memecoin projects (61.2%, or 249 out of 400 respondents). This factor was found to be more influential than the memecoin's origin story (60.9%) or its potential for profitability (54.5%).

Table 4: Number of choices for impression

Factors	Number of choices
Entertainment	217
Cultural Story	248
Vibrant Community	**249**
Coins Features	192
Profit Potential	222

(Source: Author Compiled)

-> One of the most compelling factors driving user adoption of memecoins is the presence of a vibrant community that actively demonstrates their passion through project-related content. The enthusiasm and engagement exhibited by such communities play a pivotal role in fostering a strong sense of belonging and loyalty among users, thereby contributing significantly to the long-term success of a memecoin project:

Table 5: Mean scores of attracting users factors

Factors	Mean
Humorous and fun content formats	4.94
Memecoin community interaction in project posts	**5.47**
Funny, visual and entertaining meme images	5.46
Funny and engaging videos	5.39

(Source: Author Compiled)

-> A robust and thriving community is the most compelling factor in attracting users and stimulating their interest in a new memecoin project. The perception of a strong community fosters a sense of belonging and trust, making users more inclined to participate.

Table 6: Mean scores of interesting factors

Factors	Mean
Huge memecoin community	**5.36**
Prestigious project with professional development team	5.34
Creative and entertaining memecoin project	5.34
Highly profitable memecoin project	5.33

(Source: Author Compiled)

-> To foster seamless and enjoyable user interactions with content and encourage participation in memecoin projects, it is essential to prioritize the provision of clear benefits to users. While humor, entertainment, and creativity are valuable elements, they should complement, rather than replace, the core value proposition of offering tangible advantages for user engagement.

Table 7: Mean scores of ineraction factors

Factors	Mean
Interact and share posts from large, reputable memecoin projects	5.22
Interact and share to get benefits	5.32
Interact and share a creative, engaging, entertaining posts	5.26
Join the highly profitable memecoin project	5.3
Join the memecoin project with an active, experienced community	5.35
Join the innovative, trendy, fun and humorous memecoin project	5.34

(Source: Author Compiled)

- **Observation 5:** Due to their expertise, career stability, and financial independence, the target audience for memecoin projects often has a fast-paced lifestyle with limited free time. This demographic's high-speed lifestyle necessitates a selective approach to information consumption, leading them to prioritize content that aligns with their specific needs and offers immediate value.

-> Users tend to avoid content that is overly promotional and focuses excessively on financial gain. Instead, they seek out the playful and entertaining content that has become synonymous with memecoin projects. As a result, content that is devoid of humor and fails to express the project's distinctive identity is unlikely to capture their attention.

Table 8: Mean scores of avoid content factors

Factors	Mean
Skip posts that are not fresh and creative	4.79
Ignore the meme images that are not funny and have their own color	5.35
Skip Video that aren't lean and compelling	5.33
Ignore posts that don't flow together	5.34
Skip overly commercialized posts	5.4

(Source: Author Compiled)

-> They will pay particular attention to articles that incorporate visually striking and engaging elements. In terms of media formats, GIFs have been shown to be less effective in capturing attention compared to visually appealing images and dynamic videos.

Table 9: Mean scores of media format factors

Factors	Mean
Colorful images will attract my attention	5.4
Bold, striking images will grab my attention	5.36

A catchy headline will grab my attention	5.35
Creative Video will get my attention	5.24
Gif images will get my attention	5.2

(Source: Author Compiled)

-> A discord between a user's personal values and those promoted by a memecoin community can serve as a significant barrier to user retention. Such misalignment can foster negative sentiments, including a sense of being an outsider and preconceived notions about the project.

Table 10: Mean scores of negative sentiment factors

Factors	Mean
The article has many words that make me uncomfortable	5.2
Communities whose styles are not similar to mine will make me feel excluded.	5.38

(Source: Author Compiled)

-> The memorability of an article is contingent upon its ability to satisfy both aesthetic and cognitive needs. By incorporating humorous and entertaining content, writers can enhance reader engagement and ensure that their work remains firmly embedded in the reader's memory.

Table 11: Mean scores of memorability factors

Factors	Mean
Creative, funny, entertaining content that will stay in my memory	5.36
An eye-catching, impressive image or video will leave a lasting impression on me	5.34

(Source: Author Compiled)

- **Observation 6:** It is possible that the survey participants, due to their professional commitments, primarily browse social media platforms during mid-week and weekends. The inherent requirements and conditions for generating profitability and value from

memecoin projects, and cryptocurrency ventures in general, demand substantial time investment from users to conduct thorough research and evaluation before making investment decisions. Consequently, respondents indicated spending between 1-3 hours and more than 3 hours researching memecoin projects. Furthermore, Twitter, owing to its diversity and global reach, emerged as the most frequently used social media platform, followed by Telegram and Facebook. Notably, a significant 29.2% of respondents rated Telegram as highly effective for disseminating project-related information.

3.1.2. Conclusions on the Evaluation of Social Media Communication Effectiveness

Qualitative interview results provided invaluable, firsthand perspectives from both project observers and participants, offering a comprehensive and realistic assessment of the project.

Table 12: Evaluate BUSAI's communication effectiveness from 2 perspectives: followers and company staff

The BUSAI Followers	BUSAI project staff	Overall Evaluating
- BUSAI is conveying the true character of a memecoin project with Asian culture (C1-Q13, C5-Q13). - The close, friendly image is being conveyed clearly and pleasantly (C2-Q13, C4-Q13) => However, the content on social networks is still not very new, the trend-catching factor, poor in updating industry trends,	- BUSAI is in the customer retention phase due to limited resources, so the number of articles is reduced to only about 1 article - 1 day, the memecoin image of the project also carries the gentle, shy, friendly, and humorous Asian image. (S1-Q11) => After returning, it will orient towards the	BUSAI continues to hold a distinct impression among its users, characterized by a simple, uncluttered aesthetic that resonates with Asian audiences, particularly Vietnamese users. This perception of friendliness and approachability has contributed to its popularity. However, a decline in content quality has been observed, potentially attributable to several factors. Uneven resource allocation across

entertainment and humor factors are also reduced. (C1-Q13, C2-Q13, C3-Q13) Moreover, the form of expression is not diverse, mainly focusing on meme images. The frequency of posting is also lower compared to other projects. (C1-Q13, C5-Q13). In addition, the articles do not clearly show information about the functions of memecoin and the BUSAI ecosystem (C3-Q13).	transition from a memecoin project with integrated AI instead of a pure memecoin project (S1-Q11).	projects may have led to lax content moderation, resulting in a decline in content quality. Additionally, the absence of a consistent content direction has diminished the platform's novelty, while inconsistent posting schedules suggest a lack of optimization in terms of timing and content format to maximize audience engagement. These factors have collectively contributed to users perceiving a decline in content quality, posting frequency, and overall presentation compared to other platforms.

(Source: Author proposes from qualitative results)

3.2. Proposed Content Marketing Plan for BUSAI's SNS Platform

3.2.1. Overall Proposal

The quantitative data, coupled with BUSAI's content development expertise and understanding of user behavior on social media, strongly suggests that a content marketing plan designed to resonate with users is attainable. To devise an effective content marketing strategy, a thorough analysis of the factors driving user engagement is essential. This analysis will help evaluate the external conditions that can facilitate the implementation of a content marketing plan that meets the needs of Vietnamese consumers:

Table 13: Analyze driving factors to assess feasibility

Driving factor		
External force	The fourth quarter of 2024 and the first quarter of 2025 fall within the period of the Lunar New Year and the Lunar New Year for Asians in general and Vietnamese people in particular.	Create conditions to promote values of communication, connection, joy, and enjoying moments together.
		Tet is also the time when users are in the mood to enjoy, quite comfortable in receiving entertainment elements because they have more time. During this time, users will have the need to search for games and activities for entertainment, and are more willing to participate in activities and events.
		As Tet approaches, Vietnamese users will also have the habit of shopping to prepare for a peaceful Tet, so the need to find a source of passive income such as cryptocurrency will also be a bright choice for users.
Passive	BUSAI's image and personality in the eyes of the audience are being built to match the personality of Asian people.	Bringing the friendly and cheerful features of Asian people will create friendliness and openness for others to easily enjoy the joy of celebrating Tet together with Asian users, especially Vietnamese people.
	BUSAI is also about to return as a memecoin project with AI values and new technology.	The return in the near future and the improvement to catch up with this trend can be the condition to create a playground for users to join together, enjoy the technological features that the project brings, from which users can better understand the features of BUSAI coin, introduce users more clearly to the BUSAI ecosystem, create a strong and favorite community.

(Source: Author research and proposal)

From the preceding analysis of driving factors, it is evident that external conditions, particularly the passage of time, have created practical and valuable opportunities for the development of a successful content plan. Moreover, qualitative research conducted by the BUSAI project's marketing expert has indicated that the project's forthcoming rebranding as an AI-integrated meme coin presents a unique opportunity to foster innovation and elevate user experiences. Nevertheless, to optimize the creation and execution of a content marketing plan, it is imperative to acknowledge and address existing challenges that may impede progress. Such challenges include the risk of content becoming overly hyperbolic or promotional, thereby failing to achieve desired communication objectives and garnering limited audience engagement.

Table 14: Analyze barriers to find ways to limit risk

Barriers		
	Problem	**Solution**
Society	Currently, the world has been more and more positively considering and evaluating the type of product that is cryptocurrency, specifically According to Odaily, Zhu Su, co-founder of Three Arrows Capital, recently shared on social media that investment funds that previously refused to invest in meme coins are now being questioned by their limited partners (LPs) about missing out on this trend. He believes that institutional allocation to meme coins is likely to become an important topic in the fourth quarter of 2024,... However, in the Vietnamese market, which is still neutral, legal regulations have not yet had a specific document	Therefore, when creating a plan to promote effective communication without causing a sense of hype, the communication plan should not focus too much on profit factors and appeals, but instead convey community values, emphasizing the factors that memecoin projects are trying to bring value to users in today's technological society. More specifically, it is necessary to convey in a friendly way, not focusing on commerce and excessive appeals that will make users feel ostracized and uncomfortable as shared by a respondent in the qualitative survey results (C3-Q9).

	clearly regulating the type of product that is cryptocurrency, neither abolishing nor supporting, standing on the neutral side and considering.	
Business	The company behind the BUSAI project is a very dynamic and multi-tasking company, so they are always in a state of handling many jobs or projects at the same time, which will cause a project like BUSAI to have insufficient resources to be able to allocate enough. However, in the near future, the project will be taken care of and promoted towards AI memecoin.	Due to limited resources and limited resource allocation, implementing an effective content marketing plan that is still within capacity must be carefully calculated and considered. Therefore, proposing a content marketing plan must be considered and closely followed by reality, streamlined and without redundant activities, logical and connected to each other to take full advantage of available values as well as more effective transmission, promoting content quality instead of quantity like other memecoin projects. After the upcoming return of BUSAI, more activities can be promoted due to more reasonable allocation as shared by experts in the BUSAI project (S1-Q11).
Users	They are memecoin enthusiasts, finance enthusiasts, industry-specific, self-aware, and have a long-term vision. They are also quite sensitive to information and try to protect their beliefs and lifestyles due to their understanding of their own characteristics and values.	Therefore, the content should not be commercialized, should not attack any lifestyle, should limit the use of commercial content, and should be rigid, making them feel bored because of their sensitivity in accessing information. The content should be concise, humorous, bring practical value and diversify the content form.

(Source: Author research and proposal)

By utilizing the guiding factors and notes to overcome objective barriers, we can have a master plan and main purpose as follows:

Figure 44: Big Idea, Key Message for Conetnt Marketing Plan

Table 15: General description of activities

General description of activities			
Phase	Phase 1. Trigger (3 weeks) **Stand out**	Phase 2. Engage (4 weeks) **Not out**	Phase 3. Amplify (4 weeks) **With BUSAI clout**
Timeline	15/11/2024 - 05/12/2024	06/12/2024 - 31/12/2024	01/01/2025 - 19/01/2025
Objective	**Raise Awareness:** Build the image of BUSAI - a memecoin project that is both entertaining and	Become TOP in users' minds about a memecoin project with community harmony and excitement	Spread the values of community, profit and development of a trend-setting project.

	profitable, a place for the community to interact and experience.	and a memecoin project with AI integration.	
Key hook	OOH dynamic about 15s	Meme Creation Contest	Offline technology exhibition integrated with BUSAI ecosystem
Key hook operation description	Place dynamic OOH signs at intersections near companies such as the Sala intersection on Mai Chi Tho Street, or roads near companies -> create a social discussion around the topic "In the crowd, I'm lost with the memecoin dream." -> emphasize the feeling of being a leader in a trend but feeling lonely because of the dreams you draw out without anyone to share and accompany -> BUSAI appears + project QR with the call to action "don't be lost, BUSAI is here for your dream"	The contest is organized with a scale of 5,000 people, divided into 1,000 groups with each group having 5 members. - How to register to participate: Fill out the form posted on BUSAI's SNS platforms. - Rules: Each group will create meme images or videos created from images created from the BUSAI generation feature on the website, humorous, creative, using BUSAI's typical colors, with Asian characteristics. Topics can revolve around: Stories sharing about the difficulties	Organize a 500 - person technology exhibition in Ho Chi Minh City and use social media channels to livestream for interested people in other cities. - There are 2 main activities: + Visit and experience the feature booths used with BUSAI coins. + Discussion and answering questions are gathered in 1 booth in the exhibition booths, or the questions are compiled online to share knowledge,

		when starting the path to finding profits, knowledge in the field of memecoin, humorous memes, humorous stories revolving around the project's mascot BUSAI, .. exploited from a humorous, humorous perspective, ensuring recognizable colors. - The articles created by the groups will be posted on BUSAI's SNS pages to evaluate interactions and organize an online contest.	answer questions, discuss an issue with like-minded people and expand relationships. Main purpose: to experience the features of BUSAI coins for the available features of the project such as BUSAI GPT, BUSAI Marketplace, BUSAI Music,...
Support tactics	PR, KOLs, KOCs OOH Social Seeding WOM	OOH UGC PR, KOLs, KOCs	PR WOM Social Seeding

- **Description Ideas & Demo for Key Hook in 3 Phases:**

Figure 45: Demo OOH phase 1

*F*igure 46: Demo Meme Contest + Demo Social Post phase 2

PHASE 3

Offline technology exhibition integrated with the BUSAI ecosystem

AI Exhibition model

There are **4 display booths**, including 1 counter to **check-in and receive BUSAI tokens**, 3 booths to exhibit the features of the **BUSAI ecosystem** when used with BUSAI Token. **In the middle there will be a BUSAI mascot.**

Booth 1

BUSAI GPT

At this booth, visitors will use the issued token to use the **BUSAI GPT feature**. On the screen will appear the BUSAI bot that **answers all questions and interacts with you by voice. Inside is empty space and BUSAI is built with 3D technology.**

BUSAI MARKETPLACE

At this booth, users will experience the **BUSAI Marketplace feature.** With the application of **AR technology** as shown in the illustration above, users can e**xperiment and see their real image** when combined with dishes. Accessories are sold in BUSAI Marketplace.

The AR Storefront attracts 4X more in-store visitors.
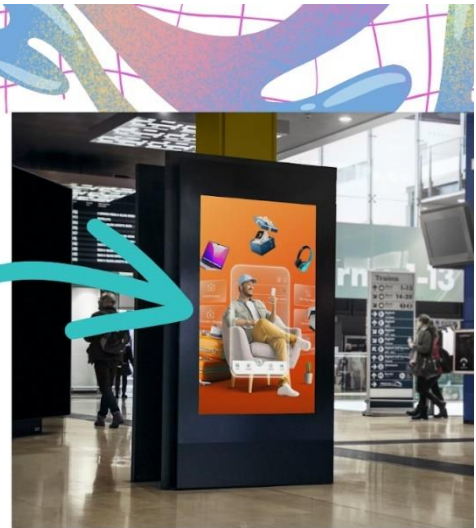
Booth 2

Booth 3

In Booth 3, users will **experience and play games**, and **interact with the music keys** at their feet to **create sounds and complete music tracks** created by AI in **BUSAI Music's song library.** Users can **choose single or double completion mode** as they like.

WORKSHOP SHARING

After about 1 hour to experience all the features in the AI exhibition room, users will continue to enter the second activity. This is the activity of **debriefing, answering questions, and discussing topics** together. Topics in the field of **Crypto, Memecoin**. These questions will be **collected online in advance** on social networking platforms, and **possibly during the initial check-in.**
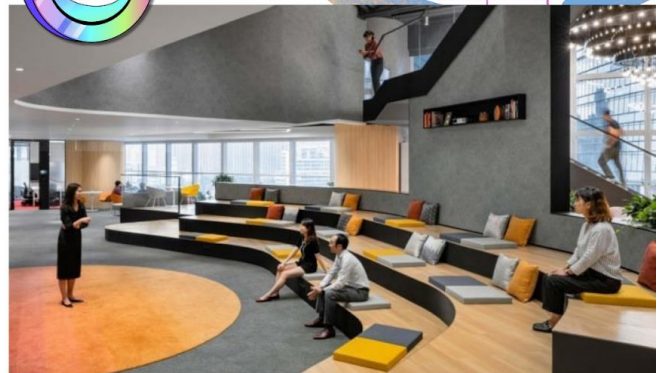
Figure 47: Demo Idea AI Exhibition for phase 3

3.2.2. Strategic Content Marketing Plan

3.2.2.1. Marketing Objectives

From the above analysis results, in order to implement and build an effective, practical and resource-saving content marketing plan, it is necessary to identify 3 main goals based on 3 typical aspects such as: Communication goals, profit goals and user goals.
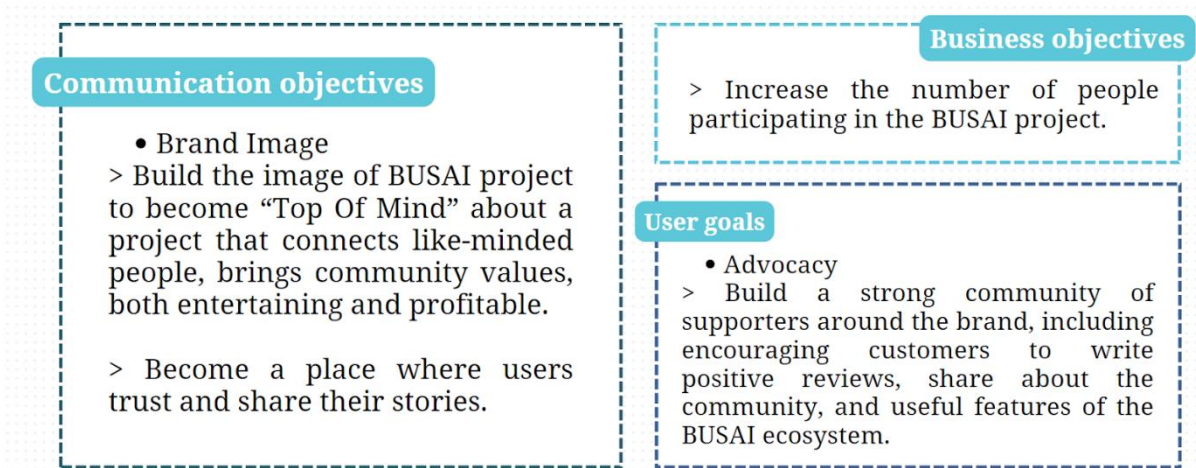
Figure 48: Marketing Objectives

3.2.2.2. Marketing Key Results

- Maximize the effectiveness of creating BUSAI project awareness and discussion efficiency, expected interaction rate for the entire campaign:

1. **Reach:** 1,000,000 (online & offline)

2. **CPM for dynamic OOH in phase 1:** 100,000 VND

3. **Number of registrations to participate in the contest:** 4,000 - 5,000

4. **Number of clicks interested in the event on social networking platforms**: 15,000

5. **Number of registrations to participate in the exhibition:** 300 - 500

6. **Engagement:** 10,000

7. **Expand relationships with KOLs, KOCs memecoin in Vietnam:** 2

8. **Email marketing open rate:** 60%

9. **Website Traffic:** 10,000

10. **Number of searches (Calculated according to google trend):** 1,000

3.2.2.3. Proposed Plan

a) **Content Breakdown**

CONTENT BREAKDOWN			
Key Message	Stand out	Not out	With BUSAI clout
Key Hook	Dynamic OOH	Meme contest	BUSAI Technology Exhibition
Tone and mood	Thấu hiểu, sẻ chia, sâu lắng, sâu sắc	Appealing, fun, humorous, witty	Friendly, approachable, sophisticated, professional
Content Line	**Articles about BUSAI's humorous values and stories:** - The story behind the BUSAI memecoin - Humorous memes that emphasize friendly values - Meme images traveling around Asia...	**Introduction to the BUSAI community:** - Why is community important? - Why does memecoin pay special attention to community? - Funny meme about the vibrant and enthusiastic community of BUSAI - What kind of community is the BUSAI community? What style and culture does it follow? - Why do you have to join BUSAI to feel empathy?	**Introduction to BUSAI ecosystem:** - Overview of the values that BUSAI wants to bring to users - How are the current features in the BUSAI ecosystem working? - Funny memes about images using the features - Introduction of the entire ecosystem, what functions does it have? - What functions are about to be revealed? - Why is BUSAI's ecosystem different from other projects - BUSAI is always by your side, making your life more interesting
	Project credibility: - Recall the roadmap to where it is going - What are the current goals? - What is BUSAI currently doing to try to complete its mission of bringing value to users. - Profit potential,...	**Introduction and call for participation in Meme Contest:** - Call for waiting for an upcoming BUSAI contest - Introduce the Meme contest - Call for participation + Open registration link - Time reminder - Funny meme about the story of the participants who are working hard to prepare for the contest - Meme to create discussion (asking how the groups are doing? - Meme BUSAI is waiting for from the groups - Post emphasizing the prize structure - Countdown time - End announcement + Call for waiting - Announcement of results + hinting at the upcoming offline event	**BUSAI is an AI-integrated memecoin project:** - The value of BUSAI - How are the features that BUSAI is designed to integrate with the BUSAI ecosystem? - What will the integrated AI feature do? - How will the AI technology in BUSAI be different? - What is the purpose of integrating AI? - What will the future goals of BUSAI be? - Will there be any innovations in the future? Or what value will it bring next?
	Dynamic OOH Discussion: - Evokes stories of the difficulties of realizing the electronic dream - Shows empathy for the feeling of being lost when venturing out alone - Highlights the benefits of having like-minded people....		**Introducing and calling for participation in BUSAI's offline exhibition:** - Reviewing the outstanding activities that BUSAI has done this year - Recap the number of participants from the Meme Contest - Introducing BUSAI's technology exhibition - Announcing the time + schedule - Announcing the registration and reservation link - Preparation process for the exhibition - Creating a discussion (Posting blacked-out photos -> users guessing the features used in the exhibition) - Posting a link to ask questions, share personal stories - Why should you participate + calling for participation - Registration reminder - Countdown - Reminder of items to bring to the event - What are the benefits of participating in the event?
Format	Funny memes, outdoor OOH videos, videos of passersby reacting to billboards,...	Funny memes, short posts + professional images	Funny memes, short posts + professional images
Posting time	Posting alternate content: can be distributed as follows: + Reputation: Monday, Tuesday (13:00-18:00) + Entertainment memes: Saturday, Sunday (18:00-22:00) + OOH discussion: Wednesday - Sunday (18:00-20:00)	Post community content in the first 2 weeks: focus on Wednesday - Sunday (6pm - 8pm) Then alternate (1 post every Monday) with contest introduction content in the following 2 weeks on Wednesday - Sunday (6pm - 10pm)	Posting alternately 2 contents about ecosystem and BUSAI coin in the first 2 weeks on Monday - Friday (13:00-20:00) Then focus completely on BUSAI exhibition, posting all week with Monday, Tuesday (13:00-18:00), Wednesday, Thursday, Friday (18:00-20:00), Saturday, Sunday (18:00-22:00)
Touchpoint	Facebook, Twitter	Telegram, Twitter, Facebook	Facebook, Twitter, Telegram, Instagram

Figure 49: Content Breakdown

-> **Visit the link here to see clearly version**

b) Timeline

Based on the results from quantitative research, we can visualize an overview of social media usage behavior and types of content and reception in the information reception process, from which the author can propose a plan for assignment and posting timeline as follows:

- **Content Marketing Plan & Assignment:**

BUSAI

CONTENT MARKETING PLAN

Prelaunch

STT	On Air			Post	Content	Type (Pic, Video, Gif,...)	Deadline Content	Deadline Design	Copywriter	Designer	Status
1	WEEK 1	1/11	18h	BUSAI is back with a better version	Insert link / Article content here	Funny Meme Photo	25/10	27/10	Mr A	Ms 6	Done
2		3/11	20h	Reiterate the project's goals and mission	Insert link / Article content here	Short Video (1p - 1p30)	26/10	28/10	Ms B	Mr 5	Done
3		5/11	12h	The cultural story behind the memecoin BUSAI	Insert link / Article content here	Short Video (1p - 1p30)	27/10	29/10	Mr C	Ms 4	Done
4		7/11	13h	Update on BUSAI's current development roadmap	Insert link / Article content here	Funny Meme Photo	28/10	30/10	Ms D	Mr 3	Done
5	WEEK 2	9/11	20h	What will BUSAI do in the future to bring value to users?	Insert link / Article content here	Funny Meme Photo			Mr E	Ms 2	Pending
6		11/11	12h	BUSAI brings humorous and friendly elements of Asian people.	Insert link / Article content here	Funny Meme Photo	29/10		Mr F	Mr 1	Pending
7		13/11	15h	With the upcoming improvements, what profit potential will BUSAI bring?	Insert link / Article content here	Short Video (1p - 1p30)	29/10	31/10	Mr A	Ms 6	Pending

Phase 1: Trigger (Stand out)

STT	On Air			Post	Content	Type (Pic, Video, Gif,...)	Deadline Content	Deadline Design	Copywriter	Designer	Status
1	WEEK 1	15/11	20h	What the memecoin community is struggling with in realizing its digital dream	Insert link / Article content here	Photo	30/10	31/10	Ms B	Ms 6	Pending
2		17/11	21h	What New Memecoin Learners Do and How Alone They Feel	Insert link / Article content here	Photo	31/10	01/11	Mr C	Mr 5	Pending
3		19/11	12h	Will people in the memecoin community feel the same way?	Insert link / Article content here	Funny Meme Photo	01/11	01/11	Ms D	Ms 4	Pending
4		21/11	15h	Why memecoin communities are created when working on a project	Insert link / Article content here	Funny Meme Photo	01/11	01/11	Mr E	Mr 1	Pending
5		23/11	20h	Why should participants join a memecoin community?	Insert link / Article content here	Funny Meme Photo	01/11	01/11	Ms F	Ms 2	Pending
6	WEEK 2	25/11	10h	Create a discussion thread about things that people in the community enjoy about a memecoin community	Insert link / Article content here	Funny Meme Photo	04/11	04/11	Mr A	Ms 4	Pending
7		27/11	16h	Share tips for new players	Insert link / Article content here	Short Video (1p - 1p30)	04/11	04/11	Ms B	Ms 4	Pending
8		29/11	20h	Knowledge, experience, and industry terminology for community discussion	Insert link / Article content here	Short Video (1p - 1p30)	05/11	05/11	Mr C	Mr 3	Pending
9		01/12	21h	BUSAI is a place for the community to grow together.	Insert link / Article content here	Funny Meme Photo	05/11	06/11	Ms D	Ms 4	Pending
10	WEEK 3	03/12	15h	BUSAI is a potential project, and has a strong community	Insert link / Article content here	Funny Meme Photo	06/11	06/11	Mr E	Mr 5	Pending
11		05/12	20h	BUSAI is calling all memecoin lovers with a mindset of a trendsetter and someone who understands all your loneliness	Insert link / Article content here	Funny Meme Photo	06/11	06/11	Ms F	Mr 1	Doing

Phase 2: Engage (Not out)

STT	On Air			Post	Content	Type (Pic, Video, Gif,...)	Deadline Content	Deadline Design	Copywriter	Designer	Status
1	WEEK 1	06/12	20h	Funny memes about community excitement or funny stories	Insert link / Article content here	Funny Meme Photo	07/11	08/11	Ms D	Mr 3	Pending
2		07/12	20h	What kind of community is BUSAI?	Insert link / Article content here	Funny Meme Photo	07/11	08/11	Mr C	Mr 1	Pending
3		08/12	21h	Why choosing BUSAI is choosing to join where the trend is going	Insert link / Article content here	Short Video (1p - 1p30)	08/11	10/11	Ms F	Mr 3	Pending
4		09/12	13h	Funny memes about BUSAI development trends	Insert link / Article content here	Short Video (1p - 1p30)	09/11	12/11	Ms B	Mr 5	Pending
5		10/12	14h	Funny memes about BUSAI development trends	Insert link / Article content here	Funny Meme Photo	10/11	14/11	Mr C	Mr 5	Pending
6		11/12	18h	Call to wait for an upcoming BUSAI event	Insert link / Article content here	Funny Meme Photo	14/11	16/11	Mr E	Ms 6	Pending
7		12/12	20h	Introducing the upcoming meme contest	Insert link / Article content here	Formal Meme Photo	17/11	18/11	Ms D	Mr 3	Doing
8		13/12	20h	Call for participation and open registration link	Insert link / Article content here	Formal Meme Photo	21/11	22/11	Mr A	Mr 1	Doing
9		14/12	20h	Competition scoring rules	Insert link / Article content here	Formal Meme Photo	23/11	24/11	Mr E	Mr 3	Doing
10		15/12	20h	The article emphasizes the prize elements from the competition.	Insert link / Article content here	Short Video (1p - 1p30)	25/11	27/11	Ms F	Ms 6	Doing
11		16/12	14h	Funny meme about BUSAI waiting for the groups' competition products	Insert link / Article content here	Funny Gif	27/11	29/11	Ms B	Ms 6	Pending
12	WEEK 2	17/12	15h	Memes of groups working hard to prepare for the competition	Insert link / Article content here	Funny Meme Photo - Storytelling	28/11	30/11	Mr C	Ms 2	Pending
13		18/12	16h	Funny meme about BUSAI waiting for the groups' competition products	Insert link / Article content here	Funny Meme Photo	30/11	02/12	Ms B	Mr 1	Pending
14		19/12	19h	BUSAI is a potential project so don't miss the chance to get BUSAI tokens from the competition	Insert link / Article content here	Photo - Storytelling	02/12	04/12	Mr C	Mr 3	Pending
15		20/12	20h	Update on how many people have entered the contest	Insert link / Article content here	Funny Meme Photo	04/12	06/12	Mr A	Mr 5	Pending
16		21/12	20h	Recap videos of KOCs and KOLs introducing the contest	Insert link / Article content here	Short Video / Reels	07/12	10/12	Ms D	Mr 5	Pending
17	WEEK 3	22/12	21h	Call for entries to unleash the humor inside everyone	Insert link / Article content here	Funny Meme Photo	08/12	12/12	Mr E	Ms 2	Pending
18		24/12	13h	Reminder that time is about to end, call for participation to not miss attractive rewards	Insert link / Article content here	Funny Meme Photo	10/12	12/12	Ms F	Mr 1	Pending
19		26/12	18h	Meme BUSAI is eager to appear in user-generated meme publications	Insert link / Article content here	Funny Gif	11/12	14/12	Ms B	Mr 3	Pending
20		27/12	20h	Funny Meme BUSAI is inviting experts with a good eye for aesthetics to evaluate the submitted publications this time.	Insert link / Article content here	Funny Carousel Photos	16/12	20/12	Mr A	Ms 2	Pending
21	WEEK 4	28/12	20h	Funny Memes Coming Soon Time to Officially Post User Publications on SNS	Insert link / Article content here	Funny Meme Photo	17/12	21/12	Mr E	Ms 2	Pending
22		30/12	20h	Countdown to the end of the contest	Insert link / Article content here	Funny Meme Photo	18/12	22/12	Ms F	Ms 6	Pending
23		31/12	20h	Official announcement of the end of the contest period and call for waiting for scoring	Insert link / Article content here	Formal Meme Photo	20/12	24/12	Mr A	Ms 2	Doing

2025

STT	On Air			Post	Content	Type (Pic, Video, Gif,...)	Deadline Content	Deadline Design	Copywriter	Designer	Status
24		01/01	12h	Publish approved publications through judges in numbers divided into 3 days for voting		Meme images created by contest participants			Ms B	Mr 3	Doing
25		02/01	12h						Ms B	Mr 1	Doing
26		03/01	12h						Mr A	Ms 4	Doing

No	Week	Date	Hrs	Content	Link	Format	Start	End	Assignee 1	Assignee 2	Status
					**Phase 3: Amplify (With BUSAI clout)**						
1	WEEK 1	05/01	20h	Calling on everyone to wait patiently, BUSAI is synthesizing	Insert link / Article content here	Funny Meme Photo	22/12	27/12	Mr C	Ms 2	Pending
2		06/01	12h	Announce the results of the competition based on the announced scoring criteria	Insert link / Article content here	Formal Meme Photo	25/12	30/12	Ms D	Mr 5	Doing
3		07/01	13h	Instructions on how contest winners receive their prizes and notify all contestants of their prizes	Insert link / Article content here	Formal Meme Photo	27/12	31/12	Mr A	Mr 3	Pending
4		08/01	16h	Recap the number of participants and key media metrics of the competition to drive home the project's potential.	Insert link / Article content here	Short Video / Reels	04/01	05/01	Mr E	Mr 3	Pending
5		09/01	18h	Emphasize that BUSAI always tries to create a playground for users to have a great experience	Insert link / Article content here	Funny Meme Photo	05/01	06/01	Mr F	Ms 4	Pending
6		10/01	20h	Talking about the features in BUSAI's ecosystem	Insert link / Article content here	Funny Meme Photo	06/01	07/01	Mr E	Mr 3	Pending
7	WEEK 2	11/01	20h	Analyzing why the BUSAI ecosystem and BUSAI Token make BUSAI valuable	Insert link / Article content here	Short Video / Reels	08/01	09/01	Ms B	Ms 2	Pending
8		12/01	21h	What features are coming soon to provide a better, more enjoyable user experience?	Insert link / Article content here	Funny Meme Photo	09/01	10/01	Mr C	Mr 3	Pending
9		13/01	13h	Re-emphasizing the value of BUSAI as an AI-integrated memecoin project.	Insert link / Article content here	Funny Meme Photo	09/01	10/01	Ms B	Mr 1	Pending
10	WEEK 2	14/01	13h	Emphasize that BUSAI always accompanies and tries to create the best experience for users	Insert link / Article content here	Reels	10/01	12/01	Mr C	Mr 5	Pending
11		15/01	18h	Revealing that after the successful meme contest event, there will be an offline event taking place soon.	Insert link / Article content here	Funny Meme Photo	11/01	13/01	Mr A	Ms 4	Pending
12		16/01	19h	Announcement of AI exhibition event organized by BUSAI memecoin project	Insert link / Article content here	Funny Meme Photo	12/01	14/01	Mr C	Mr 5	Pending
13		17/01	20h	Introduce the values that users can receive when participating in the exhibition	Insert link / Article content here	Funny Gif	13/01	16/01	Mr A	Ms 2	Pending
14		18/01	20h	Announcing the official schedule of the exhibition event	Insert link / Article content here	Funny Meme Photo	14/01	16/01	Mr E	Mr 3	Pending
15		19/01	21h	Funny meme updates BUSAI's preparation for the exhibition event	Insert link / Article content here	Formal Meme Photo	16/01	17/01	Ms B	Ms 2	Doing
16		20/01	20h	Publicly announce registration link	Insert link / Article content here	Funny Meme Photo	16/01	17/01	Ms B	Ms 4	Pending
17	WEEK 3	21/01	20h	How cutting-edge will the technologies used in the event be?	Insert link / Article content here	Funny Carousel Photos	17/01	19/01	Mr C	Mr 3	Doing
18		22/01	18h	Registration reminder as event time is approaching	Insert link / Article content here	Funny Meme Photo	18/01	19/01	Ms B	Mr 1	Pending
19		23/01	19h	Countdown to upcoming event	Insert link / Article content here	Formal Meme Photo	19/01	20/01	Ms B	Ms 6	Doing
20		24/01	20h	Schedule reminders and reminders of what items to bring for an engaging and enjoyable experience	Insert link / Article content here	Funny Meme Photo	19/01	20/01	Mr C	Mr 1	Pending
21		26/01	14h	Livestream the event	Insert link / Article content here	Livestream	24/01	26/01	Ms F	Mr 3	Doing
22		27/01	12h	Thanks for the great participation of the BUSAI memecoin community	Insert link / Article content here	Funny Meme Photo	27/01	27/01	Mr C	Ms 2	Pending
23	WEEK 4	28/01	20h	BUSAI would like to thank all participants for their support and companionship in the old year and continue to strive in the new year.	Insert link / Article content here	Funny Meme Photo	27/01	27/01	Mr A	Ms 6	Done
24		29/01	0h	Happy New Year and hope the new year brings more experiences to users	Insert link / Article content here	Funny Meme Photo	27/01	28/01	Mr E	Mr 3	Done
25		31/01	20h	Recap the number of people attending the event and the exhibition's media effectiveness	Insert link / Article content here	Funny Carousel Photos	28/01	30/01	Ms B	Mr 1	Doing

No	Week	Date	Hrs	Content	Link	Format	Start	End	Assignee 1	Assignee 2	Status
					**Post - launch**						
1	WEEK 1	01/02	20h	Emphasize how BUSAI community users will have a unique and enjoyable experience	Insert link / Article content here	Funny Meme Photo	28/01	30/01	Ms B	Mr 1	Pending
2		03/02	20h	Call for participation in the BUSAI community	Insert link / Article content here	Funny Meme Photo	28/01	31/01	Mr E	Ms 6	Pending
3		05/02	16h	Funny memes about BUSAI's daily activities to show closeness	Insert link / Article content here	Funny Meme Photo	29/01	31/01	Mr C	Ms 2	Pending
4		07/02	20h	Funny meme about BUSAI's community values	Insert link / Article content here	Funny Meme Photo	29/01	31/01	Ms B	Mr 1	Pending
5	WEEK 2	09/02	21h	Funny Meme How BUSAI Had a Busy Tet Holiday	Insert link / Article content here	Funny Meme Photo	02/02	03/02	Ms D	Mr 3	Pending
6		11/02	20h	Funny Meme BUSAI is on the way to prepare for Lunar New Year	Insert link / Article content here	Short Video / Reels	05/02	07/02	Ms F	Ms 2	Pending

Figure 50: Content Marketing Plan

-> **Visit the link here to see the clearly version**

c) Post timeline:

COMMUNICATION TIMELINE

Legend: Social Post, Special Day

November

Mon	Tues	Web	Thurs	Fri	Sat	Sun
				BUSAI is back		Mission, goals
	Cultural Story		Roadmap		Value	
Asian Personality		Find profit potential		Hard		Single
	Single		The importance of community		The importance of community	
Community Discussion		Tips Sharing		Knowledge, experience		

December

Mon	Tues	Web	Thurs	Fri	Sat	Sun
						BUSAI Community
	Potential of BUSAI		Call for action	Community Meme	BUSAI Community	Potential of BUSAI
Development trend of BUSAI	Development trend of BUSAI	Event coming soon	Meme Contest	Open registration link	Rules	Prize structure
Funny Meme	Funny Meme	Funny Meme	Call for action	Update on the competition	KOLs, KOCs Recap	Call for action
	Remind		Funny BUSAI meme	Funny BUSAI meme	Funny Announcement	
Countdown time	Meme contest ends					

January

Mon	Tues	Web	Thurs	Fri	Sat	Sun
		Participants meme	Participants meme	Participants meme		Call to wait
Announcement of results	Instructions for receiving rewards	Recap meme contest	Potential of BUSAI	BUSAI Ecosystems	BUSAI Token	BUSAI Ecosystem
AI memecoin	BUSAI values	Event coming soon	AI Exhibition	Value users receive	Announce schedule	Funny Meme
Announcement of Registration Link	Exhibition information	Registration reminder	Countdown	Schedule reminder		Livestream
Send thanks	Give thanks for the past year	Happy new year	Event Recap			

February

Mon	Tues	Web	Thurs	Fri	Sat	Sun
					BUSAI Community	
Call for participation		Funny Meme		Funny Meme		Funny Meme
	Funny Meme					

Figure 51: Post Timeline

-> **Visit the link here to see clearly version**

d) Budget

Table 16: Budget Table

Phase 1	Activities	Dynamic OOH	50.000.000	120.000.000 VND
		Run Ads	20.000.000	
		Booking KOLs, KOCs	50.000.000	
Phase 2	Activities	Ads	20.000.000	70.000.000 VND
		KOLs	50.000.000	

Phase 3	Activities	Run Ads	30.000.000	445.000.000 VND
		PR Booking	15.000.000	
		Event supplies	100.000.000	
		BUSAI music experience booth	50.000.000	
		Booth BUSAI GPT	100.000.000	
		Booth BUSAI Marketplace	100.000.000	
		Gifts for participants	30.000.000	
		Venue Rental	50.000.000	
Overall	665.000.000 VND			

e) **Seeding Plan**

Table 17: Seeding Plan Table

Posting time		Important content		Seeding method
Day	Hour			
15/11	20h	**Phase 1**	Evoke empathetic stories	Comment, interact, share stories
7/11	13h		Project reputation	Share to Vietnamese memecoin groups
5/11	12h		BUSAI Cultural Story	Interact and share in Vietnamese memecoin groups
8/12	21h	**Phase 2**	Why join the BUSAI community?	Interact, comment to show interest, empathy
12/12	20h		Introducing the meme contest	Interact, share posts about contest groups, designs, videos, memecoin Vietnam.

15/12	20h		Prize Structure	Share to memecoin project groups
12/01	21h	**Phase 3**	About BUSAI ecosystem	Interact and share in Vietnamese memecoin groups
11/01	20h		About BUSAI coin	Interact and share in Vietnamese memecoin groups
16/01	19h		About BUSAI AI Exhibition	Interact and share articles in groups that love technology, AI and memecoin
20/01	20h		Announce registration link	Interact, comment
26/01	14h		Livestream the event	Interact, comment

Figure 52: Popular Group in SNS for seeding activities

3.2.3. Evaluation

The content marketing strategy for BUSAI memecoin's social media platforms, spanning November 2024, December 2024, and January 2025, is grounded in quantitative research data, in-depth customer interviews, and a thorough analysis of the company's current situation.

- **Objectives:** The strategy's objectives are aligned with the company's specific needs and current state. The overarching goal is to identify factors that enhance user engagement on BUSAI's official social media pages and to determine the elements that influence an individual's decision to participate in a memecoin community. Subsequently, a communication plan will be developed to increase customer reach on Facebook, Twitter, and Telegram, optimizing advertising and overall communication effectiveness.

- **Key Performance Indicators (KPIs):** KPIs are established based on the strategy's objectives and recent post engagement data from the social media platforms. To accommodate the varying behaviors of users at different stages of the information-processing journey, tailored KPIs will be set for each phase.

- **Content Development:** The content will be structured around engaging and entertaining programs and events. Concise, informative posts will be created to provide clear and comprehensive information about the project and its events, accompanied by visually appealing, humorous, and well-designed graphics.

- **Measurement:** To accurately evaluate the November 2024 campaign's effectiveness, the campaign's performance will be measured against predefined KPIs, including reach, reactions, comments, shares, and click-through rates. By comparing actual results to these KPIs, the campaign's overall efficacy can be determined.

Chapter 3 Summary

Recognizing the pivotal role of a comprehensive content marketing strategy in today's social media landscape, coupled with a thorough analysis of the current BUSAI project, this proposal outlines a tailored content marketing plan. The plan incorporates a well-defined posting schedule, diverse content formats, and messaging that resonates deeply with the target audience. By leveraging insights from user research and persona development, the proposed content aligns seamlessly with the preferences and behaviors of our intended demographic. Moreover, a meticulous evaluation of both internal and external factors has revealed a strategic window of opportunity for the implementation of this content marketing initiative. Given the project's

trajectory towards becoming an AI-integrated memecoin, this plan is strategically timed to support BUSAI's evolving brand identity and drive user engagement.

CONCLUSION

The topic "A Comprehensive Assessment of BUSAI Memecoin's Social Media Performance and Recommendations a Content Marketing Plan for Improved Communication Effectiveness at Playground Co., Ltd." during the research period from August 5, 2024 to October 13, 2024. With the goal of researching and evaluating the effectiveness of communication on BUSAI's social networking sites, thereby proposing a content marketing plan to help improve communication effectiveness, and the interaction and response rate of users.

After the desk research, qualitative and quantitative phases, the author conducted a survey of 400 quantitative survey subjects and 7 qualitative survey subjects. From the survey results, according to the AIDA model and Selective Perception theory, the BUSAI memecoin project needs to:

- Focus on the 3 core and most influential values when users search for memecoin projects: community value, the humorous creativity of the project, and the profitability of memecoin.

- To be able to collect more new target audiences when learning about a project, BUSAI needs to build a path to articles showing the roadmap, mission goals of the project, to be able to give users a first impression of prestige to be able to attract them to learn more about the project.

- Next, the process of creating interest in a memecoin project, the project needs to deploy content in a humorous way, should not only focus on images, instead expand the form and apply new and most popular content expression trends such as Reels and short videos to optimize efficiency.

- It is necessary to ensure that the seeding plan is implemented regularly in social media posts so that users can see the excitement of the community, thereby creating the desire and action to participate in a new memecoin project of users.

- Limit the use of posts that use too many words or use words that are too difficult to understand, avoid creating a sense of commercialization and machinery, not close to users.

- Continue to maintain a communication activity on social networks such as posting meme images, introducing features in the BUSAI ecosystem, but must be cleverly integrated and ensure that the memecoin character's personality must always be friendly, close, cheerful and humorous.

- Using eye-catching images, new colors will catch the viewer's eyes and help them react more in the process of receiving information in a post, so show more information in the image, because their first look is not the title but the image.

- Absolutely do not promote or completely stand on a certain lifestyle or way of life because it avoids causing animosity, and mutual confrontation between different cultural lifestyles, creating competition, thorny to protect the ego and viewpoints among members of the community. In general, the topic closely follows the research results, practical assessments of the communication effectiveness of BUSAI's social networking platforms and provides reasonable solutions so that BUSAI can improve, continuously develop and build a healthy, strong and like-minded community.

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Appendix 1. Internship diary

Timeline	Scope of Work	Accomplishments	Derived lessons (knowledge, skills, and attitudes)
WEEK 1 (05.08.2024 - 11.08.2024)			
Monday 05.08.2024	Commenced an internship at Playground Company Limited. Under the guidance of Ms. Phan Thi Thanh Tam, a Marketing Specialist, I was introduced to the company's documentation to gain an understanding of ongoing projects. I was also introduced to the team members and their respective roles.	An overview of Playground Company, including its organizational structure, and the products and services it offers. Give a general summary of all the company's ongoing projects and tasks.	Enhance interpersonal communication skills, particularly with superiors, it is essential to proactively seek clarification through questioning, observe diligently, and be receptive to new knowledge. This approach facilitates a smoother transition into new roles and accelerates the integration process within an organizational setting.
Tuesday 06.08.2024	Underwent training in developing social media content tailored to BUSAI's specific needs, and subsequently created original content for BUSAI by leveraging existing references.	Successful fulfillment of the assigned article quota.	Proficiency in active listening and information exchange with colleagues and superiors. Knowledge and practical experience in crafting social media

			content for a memecoin project. Ability to conduct accurate information research and application.
Wednesday 07.08.2024	Create content for BUSAI announcing the upcoming event and collaborate with the Design team to produce social media graphics.	Developing a scholarly content piece that captures the ethos of memecoin communities and constructing a robust design brief to facilitate the design team's creative process.	The skill of developing a concise and effective design brief to facilitate collaboration with the design team, tailored to the specific communication style of industry clients. Enhancing creative skills and exploring various sources of inspiration for the creative process, such as Pinterest and Freepik.
Thursday 08.08.2024	The task involved curating and uploading various music genres to the newly launched feature of the BUSAI ecosystem, as well as developing engaging meme-based content for social media platforms.	The content piece created for social media platforms was completed to a high standard and accurately reflected the desired tone and style for a memecoin initiative. A comprehensive collection of music genres was compiled and uploaded in accordance	Enhancing research skills through AI-powered tools, acquiring proficiency in utilizing AI to boost work productivity, and comprehending the stylistic nuances and tone prevalent within the industry.

		with the project specifications.	
Friday 09.08.2024	Having been granted account access and administrative privileges for the BUSAI-owned fanpages and community groups by Ms. Tâm, I am now responsible for managing fanpages on platforms such as Twitter, Facebook, and Instagram, as well as one community group on Telegram.	Demonstrate a comprehensive understanding of work processes and assigned individual tasks. Develop and implement effective time management strategies to ensure timely completion of all assigned responsibilities.	Effective work management involves creating a comprehensive information repository to ensure no data is overlooked and to maintain constant readiness. This necessitates establishing a personalized workspace, a detailed to-do list prioritized by importance and urgency, and comprehensive notes for each task to guarantee timely and accurate completion.
WEEK 2 (12.08.2024 - 18.08.2024)			
Monday 12.08.2024	I will present my proposed research topic to several senior colleagues at the company. I plan to gather additional information and review company documents to prepare for the research.	I received valuable feedback and relevant company materials for my thesis from my colleagues.	Proactively ask questions, seek advice, and solicit feedback from long-term employees to identify research topics and propose improvement and development solutions.

Tuesday 13.08.2024	I have been entrusted with the responsibility of managing and updating the BUSAI website blog, and of developing and disseminating content across BUSAI's social media channels.	All required requests must be uploaded to the website in the correct format and meet the specified visual requirements.	Acquire the skills necessary to publish blogs accurately and in accordance with specified formats, and to gain proficiency in utilizing the various functionalities of a blog publishing website.
Wednesday 14.08.2024	I received training in writing a standardized long-form blog post for publication on multiple platforms, including BUSAI's website and seeding blogs on Medium, Reddit, and Mirror.	Produce a sufficient quantity of articles that meet the assigned quota and quality standards for publication.	Acquiring the skill of writing comprehensive blog posts, I have enhanced my ability to identify relevant topics, conduct in-depth research on news articles and reports pertaining to cryptocurrencies and memecoins.
Thursday 15.08.2024	I have been tasked with conducting research on prominent Vietnamese film producers, translating the findings into English, and subsequently producing a blog post that will be distributed across multiple online platforms.	All tasks were finished within the stipulated time frame and met the required quantity.	Acquiring the ability to conduct research in the field of filmmaking and to manage archived seeding posts on platforms such as Mirror and Reddit.

Friday 16.08.2024	Conduct social media content creation for BUSAI, actively participate in the project's Telegram community groups, and implement chat seeding strategies to foster community engagement.	Enhance the perceived quality of content by stimulating natural and dynamic discussions within the community	Acquire the skill of initiating conversations on topics that stimulate memecoin communities and to gain additional knowledge and case studies from community members.
WEEK 3 (19.08.2024 - 25.08.2024)			
Monday (19.08.2024)	Develop engaging blog posts for seeding across various social media platforms. Conduct a comprehensive content for BUSAI, track performance metrics, and provide regular reports to the mentor.	Complete fulfillment of the required quantity within the specified timeframe, accompanied by clear and comprehensive reporting.	Developed proficiency in crafting well-structured reports that effectively convey information in accordance with organizational standards. Expanded knowledge and understanding of the memecoin and cryptocurrency market landscape.
Tuesday (20.08.2024)	Research channels running Digital Ads on the Twitter platform and contact them to receive quotes Booking Channel running	Contact the party running Ads abroad for the project and meet the assigned requirements	Learn how to contact third parties, learn how to communicate with commercial standards within the company, and have a more realistic and

	Ads with the support of a mentor Write and post content for SNS BUSAI		professional writing style.
Wednesday (21.08.2024)	Internal meeting with Marketing team to implement research plan to expand BUSAI's transformation and Brainstorm ideas for AI Hackathon competition Write a Blog, post and manage Blog articles on the Website	Firmly grasp project ideas, BUSAI's next progress and complete them on time, stably managing the number of assignments.	Exchange with you about industry knowledge, better understand Blockchain, what marketing for the Crypto market will look like, and experience how brainstorming will be like for experienced professionals in the profession.
Thursday (22.08.2024)	Go to Angle to create Tik Tok content for another project of the company Write and post articles on BUSAI's SNS Seeding in the memecoin community on Telegram	Complete assigned work properly	Improve the ability to find trends, apply knowledge of the Tiktok platform to improve and apply in practice, and learn how to come up with ideas from colleagues in the company.
Friday (23.08.2024)	Research about Game Fi projects that are creating content on Youtube or Tiktok platforms for reference for upcoming clips of	Find the right projects worth learning about, and complete the job well on time	Expand your knowledge about cryptocurrencies, learn more about NFTs, how they deploy content, learn how to analyze a

	another project of the company. Write a brief and contact the design team to design a publication for BUSAI next week		project's potential through the values it represents on social networks
WEEK 4 (26.08.2024 - 01.09.2024)			
Monday (26.08.2024)	Assigned the task of making seeding clips on the Tiktok platform for the company's PISTON project Write content to post on BUSAI's SNS	Complete the assigned work correctly, receive a good number of views	Learn how to create a channel and build channel direction from a mentor in running a Tiktok channel, learn to create content, find clip ideas according to angle
Tuesday (27.08.2024)	Assigned the right to manage and post content on PISTON's SNS platforms such as Twitter, Facebook, Youtube, Telegram	Post on time and complete assigned work	Learn how to post clips on Youtube, how to write a title to create a hook for the clip content, and learn the most effective way to use hashtags when posting.
Wednesday (28.08.2024)	Continue making Titkok seeding clips for PISTON Write SNS content for BUSAI and work with the Design team to create an impression for the next week	Complete assigned work properly	Learn how to manage clips on the platform, expand knowledge on how to increase community interaction on the Tiktok platform, find out the reasons leading to an increase

			or decrease in the number of views of clips on Tiktok
Thursday (29.08.2024)	Search for music and post on the BUSAI Music platform of the BUSAI ecosystem Use acc seeding to create Playlist on the system	Complete assigned work properly	Expand your knowledge about searching for information in the entertainment field, find AI tools to support searching more effectively, quickly, and meet deadlines.
Friday (30.08.2024)	Go to BUSAI's Blog Timeline for next week Brainstorm ideas for next week's Blog content direction	Build a reasonable timeline	Learn the ability to organize information and manage posts effectively, quickly, clearly, and in the right format
WEEK 5 (02.09.2024 - 08.09.2024)			
Wednesday (04.09.2024)	Contact people in the company to ask for support in participating in qualitative interviews for the research article	Receive consent and support from you	Learn how to exchange information effectively and objectively and expand relationships with colleagues in the company
Thursday (05.09.2024)	Make TikTok Seeding clips for PISTON according to trend orientation, meme AI	Completed on time and guaranteed quality	Learn how to come up with ideas, find direction, new meme inspiration, and find tools to catch global trends

	Continue to come up with ideas and write articles for SNS BUSAI		
Friday (06.09.2024)	Wrote 5 Blog seeding articles on platforms such as Binance Square, Medium for PISTON on the topic of Gamefi Plan posts for SNS BUSAI and report reach and communication effectiveness	Complete assigned work properly	Gain more knowledge about Gamefi, Playtoearn, strengthens the ability to research and learn about the industry, and is clearer in reporting
WEEK 6 (09.09.2024 - 15.09.2024)			
Monday (09.09.2024)	Give a proposal for angles and outlines for PR posts promoting the PISTON project on TikTok. This proposal will be subject to feedback from a mentor and subsequent revisions to align with the company's strategic direction.	A complete PR content plan for the PISTON project on TikTok was delivered on schedule.	Gain a comprehensive understanding of implementing a PR content plan and to learn various content formats and angles that resonate with memecoin enthusiasts, drawing on the expertise of experienced mentors. Furthermore, to receive constructive feedback and support from colleagues to develop an effective TikTok campaign.

Tuesday (10.09.2024)	Create social media content for BUSAI, adjusting the volume of posts to align with the project's objectives, and subsequently report on the media metrics derived from these posts to the Mentor	Successfully implementing a posting schedule that fosters audience interaction and meets all deadlines.	Having the opportunity to learn how to allocate resources for optimal post distribution and gain firsthand experience in achieving results from a self-developed posting plan. Receiving feedback and comments from mentors within the project.
Wednesday (11.09.2024)	Brainstorm creative ideas for leveraging emerging trends and phenomena in Vietnam and globally to develop engaging PR clips for the PISTON project on TikTok, targeting both domestic and international audiences.	Completed the assigned quantity within the specified timeframe. Developed 3 TikTok clips that met all the required communication metrics, including views, interactions, and discussions.	Enhancing research capabilities to promptly identify emerging online phenomena and trends. Exploring strategies to seamlessly integrate entertainment elements into posts to achieve optimal engagement.
Thursday (12.09.2024)	Conduct a blog seeding posts focusing on crypto, memecoins, and blockchain news to direct readers towards the project. Publish seeded blogs on financial platforms and	Completion within the specified timeframe, coupled with the receipt of a comprehensive report containing all necessary data.	Broaden one's knowledge of global Blockchain and Crypto topics, stay updated with the latest news, and apply it more naturally in one's writing.

	cryptocurrency social media such as Binance Square, Reddit, Quora, and Medium. Subsequently, report on the reach and engagement metrics of these blog posts.		Enhance the ability to seamlessly combine informational, entertaining, and creative elements in blog posts. Learn how to construct appropriate reports and receive sincere feedback from mentors.
Friday (13.09.2024)	Undertake a collaborative effort with the Design team to create visual content for social media platforms and formulate a strategic posting plan for the subsequent week on BUSAI's social media channels.	A comprehensive social media posting plan for BUSAI's upcoming week was delivered on time and tailored to the platform's specific requirements.	Developing creative abilities in producing humorous content and broadening expertise in finding inspiration for valuable meme generation. Acquiring practical knowledge and skills through firsthand experience in planning social media posts for a real-world memecoin platform.
WEEK 7 (16.09.2024 - 22.09.2024)			
Monday (16.09.2024)	Attended a marketing team meeting to receive updates on project progress and discuss the content strategy for the upcoming week.	Gained a preliminary understanding of the upcoming content direction. Successfully developed a content calendar for BUSAI's	During the Marketing Team meeting, I had the opportunity to hone my active listening skills and learn how to structure ideas effectively.

	Specifically, I involved outlining a content roadmap for BUSAI's social media channels.	social media platforms for the following week.	Additionally, I gained valuable insights into efficient meeting management. Through collaboration with my colleagues, I was able to enhance my teamwork and interpersonal communication skills.
Tuesday (17.09.2024)	I proposed a content strategy for promoting the PISTON project through PR blogs on financial platforms including Binance Square and Mediu. Three PR blog posts are written based on the established content strategy to promote the PISTON project.	Received a clear, effective, and well-aligned content direction for the PR blog. Successfully produced SEO-optimized blog posts that met the required length and style, incorporating relevant keywords such as GameFi, Crypto Gaming, and NFT token.	Enhanced my research capabilities and ability to delve into complex issues, learning how to identify credible sources for content development.
Wednesday (18.09.2024)	I continued to develop and publish engaging content for BUSAI's social media platforms. My primary focus was on showcasing the innovative AI features integrated into memecoins and creating a steady stream of humorous meme	Successfully completed all social media posts for BUSAI in accordance with the given guidelines, ensuring content accuracy and adherence to deadlines	Strengthened my ability to seamlessly integrate messages into content without disrupting the reader's natural flow and fostering a sense of familiarity. Acquired the skills to research and implement content

	content. Additionally, I collaborated closely with the Marketing team to brainstorm and develop creative concepts for TikTok seeding videos aimed at promoting PISTON.		strategies for TikTok videos, catering to both domestic and international audiences.
Thursday (19.09.2024)	As part of the PISTON project, I developed three seeding clips for TikTok, adhering to established guidelines. The content strategy included two entertainment-focused clips designed to increase audience engagement and one informative clip providing an overview of the project. Additionally, I collaborated with the Design Team to produce humorous meme images based on a provided brief for posting on BUSAI's social media platforms. These tasks involved close coordination with the design team and a	Successfully executed the creation and publication of 3 TikTok videos, ensuring timely delivery and strict adherence to the established content plan. Data analytics indicated a steady growth in video views and audience engagement.	Developed and refined my video editing skills with a particular focus on creating engaging TikTok content. Additionally, the internship experience allowed me to strengthen my teamwork and interpersonal communication abilities.

	deep understanding of the target audience's preferences.		
Friday (20.09.2024)	Facilitated a brainstorming session with the Marketing team to conceptualize visually compelling design layouts for images within PR blog posts, aligned with the project's six predefined categories. Conducted in-depth research on the latest developments in the GameFi and Crypto sectors to produce three comprehensive PR blog posts. These articles were strategically disseminated across prominent financial platforms including Binance Square and Medium to enhance project visibility. Received and reviewed finalized meme designs from the Design team. Subsequently,	Successfully designed a comprehensive layout for 6 blog PR categories, meeting all project requirements and deadlines. Additionally, 3 SEO-optimized blog posts were produced and delivered on time.	Enhanced ability to articulate and elaborate on personal ideas, improving communication and teamwork skills. Acquired knowledge and stayed updated on emerging trends in the blockchain industry. Developed skills in project planning and had the opportunity to hands-on create social media posts for a real memecoin project.

	automated posting schedules were configured for the following week across BUSAI's various social media channels.		
WEEK 8 (23.09.2024 - 27.09.2024)			
Monday (23.09.2024)	Undertook a thorough evaluation of the existing TikTok seeding directions for the Piston project. By analyzing current industry trends and target audience preferences, new content directions were formulated. Subsequently, five PR blog posts were crafted and published for the Piston project. These blog posts centered around relevant industry news and trends, adhering to the previously defined content guidelines.	Successfully identified outdated content and developed a comprehensive content roadmap for upcoming TikTok seeding campaigns. Consistently met content quotas and deadlines while adhering to all project requirements.	As a marketing intern on the cryptocurrency project, I have significantly enhanced my research capabilities, enabling me to identify and leverage emerging trends to develop more targeted and user-centric content strategies. This experience has provided me with invaluable opportunities to expand my understanding of how to conduct in-depth research and effectively apply current trends to shape content that resonates with our target audience.

Tuesday (24.09.2024)	Conducted research on relevant templates and brainstormed social media post ideas for the BUSAI project. Collaborated with the design team to create promotional materials for the upcoming week. Analyzed the previous day's blog post viewership for the PISTON project to assess performance and evaluate the ongoing effectiveness of the blog content strategy.	A detailed image brief was successfully created, meeting all specified timelines and criteria for social media content pertaining to a standard memecoin project. The subsequent report provided comprehensive and accurate data.	I have acquired valuable insights into the meticulous process of crafting a comprehensive marketing brief. Furthermore, I have honed my ability to select and arrange color palettes and images in a manner that exudes professionalism. Collaborating with cross-functional teams has significantly improved my teamwork skills and fostered stronger connections within the company.
Wednesday (25.09.2024)	As part of my responsibilities, I undertook a comprehensive search for innovative concepts and subsequently created three seeding videos for the PISTON project on the TikTok platform. These videos were carefully designed to adhere to the content	Successfully completed tasks within the stipulated time frame, meeting all specified requirements and aligning seamlessly with the established project direction.	I have honed my ability to utilize AI tools for generating creative ideas and producing video content. Furthermore, I have significantly expanded my knowledge of the industry, gaining a deeper understanding of key terms,

	strategy previously agreed upon with the team. Furthermore, I maintained ongoing efforts to enhance the project's visibility by publishing promotional blog posts on reputable platforms like Binance Square and Medium.		definitions, and industry best practices within the cryptocurrency sector. This experience has equipped me with the foundational skills to create more specialized and valuable content.
Thursday (26.09.2024)	I was mentored by Ms. Tam, who provided guidance on assessing whether the content was aligned with our goals. She offered valuable feedback and insights to enhance the quality of our video content, tailoring it to market demands and audience preferences. Furthermore, I was tasked with developing a content calendar for our blog and successfully published five approved blog posts on platforms such as Binance Square and Medium.	Gained a comprehensive understanding of the discrepancies and mechanisms employed by TikTok in distributing content related to blockchain technology. A well-structured content calendar was successfully delivered, adhering to all specified requirements and deadlines.	Acquired proficiency in developing TikTok content and gained insights into the platform's content distribution mechanics. Developed the ability to assess the efficacy of different content strategies in a real-world setting. Cultivated professional connections with colleagues within the organization.

Friday (27.09.2024)	Engaged with the Tongram project community by initiating and participating in discussions related to project features, user inquiries, and operational aspects. Collaborated with the Design team to receive and schedule social media posts for BUSAI's official channels based on the provided brief. Conducted a performance analysis of blog posts on Medium and Binance Square, focusing on key metrics such as views, comments, and likes. Subsequently, presented findings to supervisors to evaluate the effectiveness of the current blog PR content strategy and identify areas for potential improvement.	I successfully fostered a collaborative and dynamic atmosphere within the Tongram project group through engaging in natural conversations. Additionally, I consistently met posting quotas and adhered strictly to all specified requirements. Finally, I produced accurate and comprehensive reports aligned with project objectives.	Expanded my skill set in data analysis by gaining proficiency in Excel and Google Sheets. Developed interpersonal communication skills, including the ability to establish rapport and conduct engaging conversations. Participated in the real-world evaluation of blog content strategies, focusing on the finance, GameFi, and cryptocurrency sectors. This experience provided valuable insights into the effectiveness of various content marketing tactics within the rapidly evolving digital asset landscape.
WEEK 9 (30.09.2024 - 06.10.2024)			

Monday (30.09.2024)	Engaged in ongoing brainstorming and development of three seeding videos specifically designed for the Piston project. These videos will leverage the popularity of memes and align with prevailing trends on TikTok, both domestically and internationally. Furthermore, I am tasked with crafting three comprehensive PR blog posts to promote the Piston project. These blog posts will be disseminated across prominent platforms such as Medium and Reddit.	Three seeding clips were acquired that effectively captured prevailing trends in the Vietnamese market. By utilizing TikTok's Creator Insights feature, the content was tailored to resonate with the target audience. Subsequently, all three blog posts were successfully uploaded to the specified platform.	Enhanced my research capabilities by conducting in-depth industry research. This involved utilizing various tools and platforms to gather relevant data and insights. Additionally, I was able to apply current trends by leveraging a new idea-generation tool on TikTok. This enabled me to create high-quality seeding videos that effectively leveraged the platform's algorithm.
Tuesday (01.10.2024)	To support the marketing efforts for the PISTON project, I was assigned to create five PR seeding blog posts. These posts were designed to position the project as a leading player in the GameFi	Successfully delivered 3 SEO-optimized blog posts targeting high-search volume keywords within the GameFi niche, including 'GameFi', 'Crypto Gaming', and 'NFT token'. These posts were carefully crafted to	I have significantly expanded my knowledge of SEO best practices by learning how to conduct thorough keyword research. Additionally, I have honed my blog writing

	market by showcasing its core value proposition, which includes being built on the TON Blockchain, providing a diverse range of games, and delivering a visually stunning gaming experience. I strategically incorporated relevant news and trends within the GameFi industry to enhance the content's credibility and timeliness.	align with the project's core values. Additionally, 2 SEO-optimized blog posts were produced, covering the latest and most distinctive developments within Telegram's TON ecosystem, fulfilling all requirements and quantity.	skills by utilizing the company's existing SEO resources. This experience has provided valuable insights into the strategic process of creating high-quality, SEO-optimized content that contributes to the company's overall marketing efforts.
Wednesday (02.10.2024)	An analysis of the performance metrics, including views, likes, and comments, for seeding videos promoting the PISTON project on TikTok. This report aims to identify the factors contributing to the success or underperformance of these videos and to propose strategies to optimize content and increase audience engagement, thereby	A detailed report was compiled to evaluate the performance of the marketing campaign. Key metrics such as views, reactions, and sentiment analysis were calculated to gauge audience engagement. The report identified specific reasons behind the underperformance of certain videos and outlined the characteristics of successful viral content.	I have solidified my skills in utilizing Excel and Word for report generation. Additionally, I have acquired the ability to calculate key performance indicators (KPIs) and evaluate campaign effectiveness based on viewership metrics and video completion rates, leveraging TikTok's built-in analytics.

	meeting the established KPIs.	Armed with these insights, three high-quality seeding clips were created for the PISTON project, specifically designed to overcome the aforementioned challenges and optimize for maximum reach and engagement.	Furthermore, I have expanded my knowledge in crafting content for AI and cryptocurrency-related videos, incorporating elements that can enhance video discoverability and increase the likelihood of trending.
Thursday (03.10.2024)	Developed meme content for the BUSAI project on social media platforms. Conducted in-depth research on trending humor within the memecoin industry to ensure a more natural and engaging approach. Prepared a comprehensive meme image brief to accompany the meme content, outlining the desired visual elements and messaging. Collaborated with the design team to facilitate the creation of promotional materials based on the provided brief for the following	I successfully produced a sufficient number of posts for the upcoming week's social media content. Additionally, I collaborated closely with the design team to ensure a timely delivery of all required marketing assets. I also took the initiative to develop three trending PR blog posts that provided valuable insights into the cryptocurrency market and exceeded the target viewership. These accomplishments demonstrate my ability to meet deadlines, work effectively within a team, and create engaging content.	I successfully enhanced my ability to create engaging and informative blog content while fostering strong collaborative relationships with my team. Through this experience, I gained valuable insights into the intricacies of content marketing and the importance of effective communication. By consistently seeking feedback, I have been able to refine my skills and become a more well-rounded marketer.

	week. Drafted three PR blog posts for the PISTON project, focusing on emerging trends within the TON Blockchain ecosystem, including up-and-coming projects and a curated list of promising ventures for further exploration.		
Friday (04.10.2024)	Drafted 3 PR blog posts for the GameFi project PISTON, focusing on onboarding new users through beginner-friendly game introductions. The content highlighted the platform's diverse genre offerings, intuitive interface, and most importantly, its potential for financial gain within the GameFi ecosystem. Additionally, I reported to Ms. Tam on the viewership, engagement, and discussion metrics of PISTON-related TikTok seeding videos.	A comprehensive set of PR blog posts was received, effectively highlighting the key elements of the PISTON hub gamefi project. The content was optimized with pre-researched SEO keywords relevant to the gamefi industry. Additionally, a detailed report was provided for the seeding clips on TikTok across three accounts (two international and one domestic). The report offers valuable insights into the performance of these campaigns.	I have significantly enhanced my ability to conduct comprehensive research and curate data to produce high-quality blog content. Additionally, I have refined my English writing skills, paying particular attention to developing a more natural and cohesive writing style.

	Based on the data, I will identify new content directions for future PISTON seeding clips to ensure they are engaging, on-trend, and avoid a stiff tone.		
WEEK 10 (07.10.2024 - 13.10.2024)			
Monday (07.10.2024)	I conducted in-depth research to identify potential content directions for TikTok seeding clips for the PISTON project. The primary objective was to create engaging content that aligns with the project's requirements, including humor, trendiness, entertainment, and the stimulation of users' profit-seeking behaviors. Additionally, I wrote three blog posts centered around crypto market trends, NFT tokens, and recent industry news. These posts were designed to be shared on	All tasks were executed with precision, resulting in a final product that aligns perfectly with the project guidelines	I have significantly improved my capacity for creative thinking by leveraging digital and AI technologies to generate ideas more efficiently. Furthermore, I have honed my skills in creating basic video content, ensuring that all deliverables meet the standards of a seeding video and effectively contribute to our project's success.

	cryptocurrency forums to attract users and encourage them to explore the PISTON GameFi project on Telegram's TON ecosystem.		
Tuesday (08.10.2024)	Conducted a comprehensive analysis of viewership, engagement, and discussion data for PISTON's seeded content across three TikTok channels. The aim was to identify trends in user preferences and inform the creation of more targeted content. Reviewed BUSAI's social media posting schedule and made necessary adjustments to optimize reach and engagement. Additionally, developed new content, such as memes, to showcase the unique features and benefits of the BUSAI ecosystem.	A comprehensive report was received, detailing various communication performance metrics such as view count, engagement rate, and conversion rate. The data suggests that the video's success on TikTok can be attributed to its alignment with current trends, the use of popular sound effects, and the involvement of a micro-influencer.	Developed my ability to efficiently source and process data. With the support of my supervisors, I gained proficiency in examining key performance indicators and conducting granular analyses of social media data.

Wednesday (09.10.2024)	To ensure consistent and visually appealing content across BUSAI's social media channels, a thorough review of existing posts will be conducted to pinpoint those that require additional imagery. A detailed brief will be created, outlining specific design requirements and a posting schedule to be shared with the Design team. A competitive analysis of successful GameFi projects will be undertaken, with a particular focus on their Medium blog content. This analysis will examine SEO techniques employed, weekly content themes, and metrics indicating high-performance blog posts. The insights gleaned from this research will serve as a foundation for developing a targeted content strategy to	Developed and submitted a detailed project brief, incorporating illustrative materials to visualize the proposed marketing strategy. The brief was delivered within the stipulated deadline and ensured all relevant information was communicated effectively.	I have significantly enhanced my proficiency in Microsoft Office Suite, specifically Excel, Word, and PowerPoint. These tools have proven invaluable for effectively communicating ideas and delivering comprehensive reports. Moreover, I have fostered strong collaborations with colleagues from other departments to produce high-quality deliverables for the cryptocurrency project.

	enhance the reach and impact of PISTON's PR blog posts.		
Thursday (10.10.2024)	Undertook a comprehensive analysis of KOLs and KOCs on TikTok specializing in gamefi content creation, focusing on project reviews, comprehensive overviews, and game introductions. Collected contact information, portfolios, and engagement metrics to identify potential partners for the PISTON project. Developed and published 5 PR seeding blog posts on platforms such as Medium and Binance Square, positioning PISTON as a key player in the TON ecosystem. The content emphasized the hub's core value proposition, including community-driven initiatives, user engagement, and attractive financial	Successfully executed a thorough market analysis, producing a comprehensive report that included pricing strategies, booking metrics, and key performance indicators from previous marketing campaigns. Met all deadlines for the creation and publication of five blog posts, ensuring alignment with the project's marketing objectives.	Working on this cryptocurrency project allowed me to develop strong communication skills while interacting with industry influencers. By gathering data on influencer rates and building relationships, I gained valuable insights into the influencer market. This experience has not only enhanced my professional network but also made me more assertive and confident in my interactions.

	incentives. Particular attention was given to promoting a newly launched gamefi project within the PISTON hub. Prepared a detailed handover document outlining all company assets and project-related materials to ensure a seamless transition upon completion of my internship at Playground.		
Friday (11.10.2024)	Performed a comprehensive evaluation of the existing social media posting plan for the BUSAI project. Upon completion, successfully onboarded a new team member to assume administrative control and ongoing management of all social media channels associated with BUSAI. Delivered in-depth training sessions covering internal web posting guidelines,	Systematically transferred all relevant project materials and knowledge to the team on the last day of my internship, facilitating a smooth transition.	My internship at Playground has significantly contributed to my professional development. I have gained invaluable insights into the cryptocurrency industry and acquired practical skills that will be essential for my future career in marketing. The supportive and inclusive work environment at Playground has

| | external seeding techniques across various platforms including Medium and Binance Square. Conducted a comprehensive review of all company-related documentation and facilitated a smooth handover. Extended sincere thanks to all colleagues for their valuable mentorship and collaboration throughout the internship. Successfully completed my internship at Playground. | | fostered my growth as a marketing professional. I am deeply appreciative of the opportunity to have been part of such a talented and dedicated team. |

Appendix 2. Plagiarism Check Result

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4%	3%	1%	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	fastercapital.com Internet Source	1%
2	www.coursehero.com Internet Source	<1%
3	www.mediummultimedia.com Internet Source	<1%
4	www.playgroundx.site Internet Source	<1%
5	www.researchsquare.com Internet Source	<1%

Appendix 3. Qualitative Questionnaire

Link interview proof: https://drive.google.com/drive/folders/1D8BNrNjyGGBNH2ejMB2P-OtPXwtC-OEy?usp=sharing

Participant 1: Individuals aged 18-34 residing in Ho Chi Minh City who are currently studying or employed, expressing interest in memecoins, cryptocurrencies, and blockchain technology. These participants actively follow memecoin projects, including BUSAI.

Warm-up		Purposes
Q1: What do you look for when looking at a memecoin project? What do you think makes it potential? Why?		Warm-up and exploit the desires and insights of the target audience in the industry.
AIDA Model		**Purposes**
Awareness (A)	**Q2:** What specific information do you typically seek when researching a memecoin project on social media? What initial impressions or factors significantly influenced your decision to delve deeper into the project?	To identify the elements that make an impression and the type of information that customers want to update.
	Q3: What makes you stop interacting when you scroll to a memecoin project article? Why?	Find out how a new user gets an impression of the project.
Interest (I)	**Q4:** What elements of media content do you think make you excited about a memecoin project? Why?	Understand the factors that make viewers interested in memecoin project social media posts.
	Q5: What type of content (e.g. Memes, Short Videos, etc.) do you enjoy? Why?	Learn about the type of content that sparks viewer

		interest and enthusiasm for the project.
Desire (D)	**Q6:** What makes you want to be part of a memecoin community? Why?	Learn about the psychology, desires, and aspirations in the minds of viewers when exposed to new projects.
Action (A)	**Q7:** What specific elements within a social media post from a memecoin project prompt you to engage and share the content?	Identify elements of your message format that drive audience engagement and sharing.
	Q8: "What characteristics would a memecoin community need to possess in order to encourage your personal engagement and followership of its social media posts? Please provide a detailed explanation	Exploit the most powerful effects that make viewers join the new memecoin community.
Selective Perception Theory		**Purposes**
Selective Exposure	**Q9:** What types of information/content would you ignore from a memecoin project? Why?	Learn how viewers react to content restrictions based on their preexisting thoughts and attitudes.
Selective Attention	**Q10:** When you stop to read a social media post, what is the first element you notice? Why?	Discover what attracts attention, and select the first information your target audience will encounter when they encounter a post.
Selective Comprehension	**Q11:** What type of content makes you feel repelled or unwilling to learn more about that project? Why?	Learn about the psychology and behavior of viewers after filtering content based on

		their attitudes and thoughts and finding out the most/least effective content types.
Selective Retention	**Q12:** What type of information sticks with you the most after being exposed to a memecoin project social media post? Why?	Learn what types of information viewers are most likely to recall from social media posts.
Media performance evaluation		**Purpose**
Q13: Do you think BUSAI is delivering what you expect? How do you feel about BUSAI's current posting frequency? Why?		Collect media effectiveness reviews from the audience perspective.
Q14: If you were to recommend content on BUSAI, what would it be?		Explore new ideas from a customer perspective, and from the target audience's beliefs and values in the memecoin industry in general.

Participant 2: Creative experts on BUSAI's social media platforms who are employed by the company and possess extensive experience in content creation for cryptocurrency and memecoin projects.

Warm-up	**Purposes**
Q1: What are the primary motivations of investors when considering a memecoin project? Furthermore, what psychological factors typically influence cryptocurrency and blockchain enthusiasts when evaluating new projects? Please provide a theoretical explanation.	Initiating and deriving customer insights from the perspective of seasoned industry professionals.
Q2: What metrics and methodologies can be employed to assess the efficacy of social media marketing strategies for memecoin projects? Please elaborate on your rationale.	Learn how to evaluate communication effectiveness in practice.

AIDA Model		Purposes
Awareness (A)	**Q3:** What are the key factors in social media communication that influence customers during the awareness stage? How do these factors impact customer awareness of a memecoin project? Which factor has the most significant impact on customer recognition of the project?	Identify the factors that increase target audience awareness on social media from an expert perspective.
Interest (I)	**Q4:** In your opinion, what elements in social media marketing campaigns would influence customers during the 'Interest' stage? How do these elements influence customers?	Discover the factors that strongly influence customer preference.
Desire (D)	**Q5:** What social media elements significantly influence customers during the Desire stage of the consumer journey? How do these elements impact their desire to participate in a memecoin project? Which element exerts the most profound influence on this desire?	Find out what factors drive your target customers' desire to engage and use your service.
Action (A)	**Q6:** What are the key social media elements that influence customers in the "action" stage of the consumer journey? How do these elements affect a customer's decision to participate in a memecoin project? Which element has the most significant impact on this decision?	Find out the factors that strongly influence your target audience's decision to join the memecoin community.
Selective Perception Theory		**Purposes**

Selective Exposure	**Q7:** What types of content or information are consumers most likely to ignore, and what factors contribute to this tendency?	Exploring the reasons why customers ignore social media posts from an expert perspective.
Selective Attention	**Q8:** How can one effectively capture the attention of potential investors when creating a social media post for a memecoin project?	Learn how to create content that attracts your target audience.
Selective Comprehension	**Q9:** What kind of information do memecoin investors seek most in marketing communications? What types of content do they typically reject, and why?	Explore the psychology of target customers on how they receive and process information based on attitudes and behaviors from expert experience.
Selective Retention	**Q10:** What specific qualities in a social media post make it memorable and impactful within the context of a memecoin project?	Learn about the core values that customers remember and retain after many layers of filtering.
Media performance evaluation		**Purpose**
Q11: What is your assessment of BUSAI's social media performance? How frequently do they post content? What do you think would be an effective content direction for BUSAI in the future, and why?		Collect business-side communication performance reviews and desired content direction to make recommendations more realistic.

Appendix 4. Quantitative Survey Questionnaire

Link survey proof: https://drive.google.com/drive/folders/1tQcRNHhOG52-A6ioV6yo04VwUGrYTG0E?usp=sharing

Table of Abbreviations for Qualitative Results

Starts with the letter C (Customer)	The interviewees are memecoin enthusiasts who have participated in and followed the BUSAI project.
Starting with the letter S (Specialist)	The interviewees were represented by professionals with experience in creating engaging social media content.
The letter Q (Question) after C/S	Is the qualitative result for the question.
For example: C1-Q2: Qualitative results of question number 2 of Respondent 1 in the group of memecoin enthusiasts who have participated and followed the BUSAI project.	

FILTERING QUESTIONS	
Purpose of the question: Conduct a screening question before starting the survey to ensure that the respondents are the right subjects of the survey. Specifically, the respondents are those who love memecoin projects from 18 to 34 years old, living and working in Ho Chi Minh City.	
Question 1: What is your age? ● Under 18 (End Survey) ● Between 18 and 34 (Continue Survey) ● Over 34 (End Survey) **Question 2: What is your current income level?** ● Under 5 million	**Ratio scale**

● From 5 - 10 million ● From 10 - 20 million ● Over 20 million **Question 3: What is your gender?** ● Male ● Female **Question 4: Where do you currently live, study and work?** ● Ho Chi Minh City (Continue) ● Other (End of Survey) **Question 5: Are you a memecoin enthusiast and follow the social media pages of those projects?** ● Yes (Continue) ● No (End of Survey)	**Nominal scale**

QUESTIONS ABOUT THE PHYSIOLOGICAL FACTORS OF THE TARGET AUDIENCE WHEN LOOKING FOR MEMECOIN PROJECTS			
Purpose: To exploit information about psychological factors, both the internal cognitive process of the target subject and the external influences on the reception and processing of the research individual.			
Question	**Scale**	**Source**	**Qualitative Results**

Question 6: What do you expect when looking for a memecoin project? ● Potential profit from the project ● Looking for a vibrant, fun community with similar goals and lifestyles ● Looking for entertainment through memecoin projects ● Experience the functions associated with memecoin.	Nominal scale		C1-Q1, C2-Q1, C3-Q1, C4-Q1, C5-Q1, S1-Q1
Question 7: What factors do you think make a memecoin project potential? ● A project with a vibrant, loyal following ● A memecoin project that is creative, fun, and has its own personality ● A memecoin project that is profitable and reputable			C1-Q1, C2-Q1, C3-Q1, C4-Q1, C5-Q1
Please number from 1 to 7 to indicate the appropriate levels for the following questions: (Strongly Disagree, Disagree, Somewhat Disagree, Neutral, Somewhat Agree, Agree and Strongly Agree)			
Question 8: You are a person who easily accepts new things that appear in life.	Likert scale from 1 to 7		C1-Q1
Question 9: You are a daredevil and a risk taker.			C1-Q1, C2-Q1, S1-Q1
Question 10: You will have a desire to be part of a community that has the same values as you.			C1-Q8, C4-Q2

QUESTIONS ABOUT FACTORS AFFECTING THE INTERACTION RATE AND SELECTIVE INFORMATION RECEPTION OF MEMECOIN FAVORS				
AIDA Model				
Factor	**Question**	**Scale**	**Source**	**Qualitative Results**
Aware	**Question 11: What information do you usually look for on social media about a Memecoin project?** ● The project's goals, mission, and development roadmap. ● The cultural origins behind the Meme image. ● Meme posts for entertainment. ● Posts announcing ongoing events of the Memecoin project.	Nominal Scale (Checkbox format)	Mustikaningrum, H. (2017)	C1-Q2, C2-Q2, C3-Q2, C4-2, C5-Q2
	Question 12: What first caught your eye when you first	Nominal Scale (Checkbox format)	Afandi, A., Siregar, T. M., & Nikmah, F. (2024)	C1-Q2, C2-Q2, C3-Q2, C4-2, C5-Q2

	learned about a memecoin project? ● The entertainment and humor in the social media posts. ● The cultural backstory conveyed in Memecoin. ● The memecoin project has a large, vibrant community. ● The features developed around memecoin. ● The potential for profit that the memecoin project can bring.			
Interest	Please number 1 to 7 to indicate the appropriate levels for the following questions:			
	Question 13: Humorous and fun content makes me feel excited about that memecoin project.	Likert scale from 1 - 7 (Strongly Disagree, Disagree, Somewhat		C1-Q4, C2-Q4, C3-Q4, C4-Q4, C5-Q4, S1-Q4

	Question 14: The community excitement evident through the interactions of the memecoin community members would make me excited about the project.	Disagree, Neutral, Somewhat Agree, Agree and Strongly Agree)		C2-Q4, C5-Q4, S1-Q4
	Question 15: Funny, visual, and entertaining meme images would make me feel excited about that memecoin project.			C1-Q5, C2-Q5, C3-Q5, C4-Q5
	Question 16: Funny and engaging videos will make me interested in that memecoin project.			C5-Q5
Desire	**Question 17: A large memecoin community would make me want to join that project.**			C1-Q6, C2-Q6, C3-Q6, C4-Q6, C5-Q6, S1-Q5
	Question 18: A reputable project with a professional and well-known development team		Afandi, A., Siregar, T. M., & Nikmah, F. (2024)	C3-Q6

	behind it will make me want to join the project.			
	Question 19: An innovative and entertaining memecoin project would make me want to participate in it.			C1-Q6, C4-Q6
	Question 20: A memecoin project that has a high potential for profit will make me want to participate in that project.			C5-Q6, S1-Q5
Action	**Question 21: I only usually interact and share posts from large, reputable memecoin projects.**			C4-Q7
	Question 22: Will sharing posts to earn coins make me willing and comfortable to share and interact with the project?			C3-Q7

	Question 23: I will interact and share a memecoin project's post if it is creative, relatable, entertaining, and fun.			C1-Q7, C2-Q7, S1-Q8, S2-Q8
	Question 24: I would participate in that memecoin project if it had high profitability.			S1-Q6, C3-Q8, C5-Q8
	Question 25: I would join that memecoin project if it had an active, vibrant, and experienced community.			C1-Q8, C2-Q8, C3-Q8, C4-Q8, C5-Q8, S1-Q6
	Question 26: I would join that memecoin project if it was an innovative project that always brought viewers trendy, interesting and funny articles.			C3-Q8
Selective Perception				
Selective exposure	**Question 27: I will skip if the content of**	Likert scale from 1 to 7		

				C2-Q9, C3-Q9, C5-Q9, S2-Q7
	a memecoin project's article is not new and innovative.			
	Question 28: I will ignore if the meme image in a meme project post is not funny and colorful.			C1-Q9
	Question 29: I will skip if the Video in an article of a memecoin project is not concise and attractive.			C1-Q9
	Question 30: I will ignore if Memecoin's personality is conveyed in articles that are not consistent and seamless with each other.			C1-Q9
	Question 31: I will skip if the memecoin project's article content is too commercialized.			C3-Q9

Selective attention	**Question 32: A colorful image will attract my attention to an article.**			C1-Q10, C2-Q10, C3-Q10, S1-Q8, S2-Q8
	Question 33: A bold, striking image will draw my attention to an article.			C3-Q10, C4-Q4
	Question 34: An impressive headline will attract my attention to an article.			S1-Q8
	Question 35: A creative video will get my attention to an article.			C4-Q10, C5-Q10, S1-Q8
	Question 36: A Gif image will attract my attention to an article.			C1-Q5
Selective comprehension	**Question 37: A post with too much text would make me feel**			C4-Q11, S1-Q9

	uncomfortable for a memecoin project.			
	Question 38: A memecoin community whose lifestyle and style are not similar to mine will make me feel alienated.			C1-Q11, C5-Q11, S2-Q9
Selective retention	**Question 39: A creative, funny, entertaining piece of content that will stay in my memory about that memecoin project.**			C3-Q12, C4-Q12, C5-Q12
	Question 40: An eye-catching, impressive image or video will make me linger after viewing the social media post of that memecoin project.			S1-Q10, S2-Q10, C1-Q12, C2-Q12, C3-Q12

QUESTIONS ABOUT SOCIAL MEDIA USE BEHAVIOR			
Purpose: Conduct questions about social media usage behavior to capture the behavior and habits of using social media in updating and receiving information from Memecoin projects of the target subjects participating in the survey.			
Question 41: Do you think Twitter memecoin posts are	Hierarchical scale		C3-Q14

effective in spreading humorous memes? ● Very ineffective ● Ineffective ● Moderate ● Effective ● Very effective			
Question 42: Do you think memecoin posts on Facebook are effective in spreading humorous memes? ● Very ineffective ● Ineffective ● Moderate ● Effective ● Very effective			C3-Q14
Question 43: Do you think memecoin posts on Telegram are effective in spreading humorous memes? ● Very ineffective ● Ineffective ● Moderate ● Effective ● Very effective			C3-Q14
Question 44: When do you usually use social media?	Nominal scale		

● 6am - 9am ● 9am - 12pm ● 12pm - 3pm ● 3pm - 6pm ● 6pm - 9pm ● 9pm - 12am **Question 45: Which social media do you usually use to browse and update information about Memecoin projects?** ● Twitter ● Reddit ● Facebook ● Instagram ● Telegram ● Other (List names if you select this option) **Question 46: How many hours do you usually spend surfing and updating information about Memecoin projects?** ● Less than 1 hour ● From 1 to 3 hours ● More than 3 hours **Question 47: At what time of the week do you tend to surf social media to search for information about memecoin projects?**			

● Early in the Week (Monday, Tuesday) ● Mid-Week (Wednesday, Thursday, Friday) ● Late in the Week (Saturday, Sunday)			