

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



**PROPOSING COMMUNICATION PLAN FOR A CSR
CAMPAIGN FOR V.ROHTO VIETNAM BY
MEKONG COMMUNICATION CORPORATION**

Student full name: Lê Hồ Tiểu My

Major: Marketing

Class: DH47MR001

Instructor: PhD Dinh Tien Minh

Ho Chi Minh City – Year 2024

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Year 2024

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Lastly, the author admits that it's inevitable for the errors and restrictions related to individual proficiency and competence, notwithstanding the sustained endeavor throughout completing the Graduation Thesis. Consequently, the writer would be grateful for any comments or recommendations from instructors to improve future research studies.

Ho Chi Minh City, October 2024

Student

Le Ho Tieu My

DECLARATION

This report has been written by me and has not received any previous academic credit at this or any other institution.

Ho Chi Minh City, October 2024

Student

Le Ho Tieu My

EVALUATION AND CONFIRMATION BY THE ENTERPRISE/ORGANIZATION

1

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: Lê Hồ Triều My Class: DH471N2001 Class ID: 47

Come to practice at the company for a period of time: 05/01/2024 13/10/2024

Students are practicing and working at the department: Account

In the company: Mekong Communications

Working time: 05 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: Nguyễn Xuân Trường

Position: General Manager Email: truong.nguyen@mekong-one.com

(Sign and seal)


 NGUYEN XUAN TRUONG

EVALUATION FORM OF THE PRACTICAL SEMESTER REPORT BY THE INSTRUCTOR

STUDENT NAME: _____ STUDENT ID: ----- _____

CLASS: _____

COMPANY/ORGANIZATION: _____

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

Instructor name: _____

Signature: _____

Date: _____

TABLE OF CONTENT

ACKNOWLEDGEMENT.....	1
DECLARATION	2
EVALUATION AND CONFIRMATION BY THE ENTERPRISE/ORGANIZATION	3
EVALUATION FORM OF THE PRACTICAL SEMESTER REPORT BY THE INSTRUCTOR.....	4
TABLE OF CONTENT.....	5
LIST OF TABLES	10
LIST OF FIGURES.....	11
ABSTRACT.....	12
INTRODUCTION	1
1. Rationale of the research.....	1
2. Research objectives.....	1
2.1. The following study aims to:	1
2.2. Current State of V.Rohto Vietnam’s CSR Campaigns	2
2.3. Propose Solutions	2
3. Scope and Objects of research	3
3.1. Scope of research	3
3.2. Objects of research.....	3
4. Research Methodology	3
5. Limitations	4
CHAPTER 1	
INTRODUCTION TO MEKONG COMMUNICATIONS CORPORATION	5
1. Overview of Mekong Communications Corporation	5
1.1. Company Information.....	5
1.2. Functions and missions of Mekong Communications.....	6
1.2.1. Function:	6
1.2.2. Mission:	6
1.3. Organizational structure and human resource of Mekong Communication	6
1.3.1. Organizational structure.....	6
1.3.2. Human Resource.....	7
1.4. Business performance from the period of 2021 - 2023	8
1.5. Some highlighted campaigns	9
2. Internship summary	11
CHAPTER 2	
MODEL AND THEORETICAL BASIS	13
1. Model.....	13
2. Theoretical Framework.....	14
2.1. Social Media Marketing.....	14

2.2. Corporate Social Responsibility (CSR) Theory:	15
2.3. Brand Awareness:	15
CHAPTER 3.....	16
RESEARCH DESIGN.....	16
1. Research objectives.....	16
1.1. The following study aims to:	16
1.2. Theoretical model used	16
1.3. Qualitative research results	18
1.4. Interview details.....	19
1.4.1. Expert Group Interview.	19
1.4.2. Focus group interview	28
1.5. Quantitative questionnaire	37
CHAPTER 4.....	45
RESEARCH RESULTS.....	45
1. Survey Sample Characteristics (Supporting file).....	45
1.1. Information of Research Subjects.....	45
1.1.1. Gender Ratio of the Sample.....	45
1.1.2. Age of the Sample.....	46
1.2. Awareness of Participation in V.Rohto's CSR Campaign	48
1.2.1. Awareness Rate of V.Rohto's CSR Campaign through Media Channels	48
1.2.2. Participation Rate in Any Activity of V.Rohto's CSR Campaign	49
1.3. Previous Situation of the CSR Campaign.....	51
1.3.1. Recall Rate of the Main Message of the CSR Campaign.....	51
1.3.2. Rate of Feeling that the Campaign Message is Clear and Convincing....	52
1.3.3. Level of Perceived Positive Impact of the CSR Campaign on the Community	54
1.3.4. General Conclusion.....	55
1.4. Objectives of the Next Phase of the CSR Campaign.....	55
1.4.1. Level of Trust in V.Rohto's CSR Program When Knowing It Is Organized by a Reputable Entity	55
1.4.2. Level of Trust in Participating in V.Rohto's CSR Program When There Is Involvement of Doctors and Industry Experts	57
1.4.3. Level of Willingness to Share V.Rohto's CSR Program When There Is Involvement of Doctors and Industry Experts	58
1.4.4. General Conclusion.....	59
1.5. Overall Approach to Target Audience.....	59
1.5.1. Average Daily Time Spent Browsing Facebook	59
1.5.2. Frequency of Accessing News Pages or Official Fan Pages on Facebook	60
1.5.3. Level of Trust and Interest in Pages Posting CSR Campaign Information	61
1.5.4. Level of Willingness to Share Information About the CSR Campaign...	63
1.5.5. Factors That Encourage Willingness to Share Information About the CSR Campaign.....	64

1.5.6. Level of Willingness to Share Information About the CSR Campaign If Its Benefits Directly Affect You or Your Family	66
1.5.7. Rate of Willingness to Share When Campaign Information Is Unclear or Lacks Transparency	67
1.5.8. General Conclusion.....	69
1.6. Detailing the Strategy	69
1.6.1. Preferred Information Formats for Receiving Campaign Information	70
1.6.2. Accessibility of Information in Video Format.....	71
1.6.3. Level of Emotional Impact of Videos Compared to Other Formats.....	72
1.6.4. The Most Important Factor to Increase the Credibility of the CSR Campaign	73
1.6.5. General Conclusion.....	74
1.7. Monitoring and Evaluating the Campaign's Effectiveness	75
1.7.1. Rate of Participants Who Have Seen or Read Summary Posts After V.Rohto's CSR Campaign Concluded	75
1.8. Implementing the Established Tactics and Ensuring Activities Are Conducted According to Plan	76
1.8.1. Information in the CSR Campaign Summary Posts	76
1.9. Overview of Survey Results and Analysis	78
1.9.1. Trust and Reach of the Campaign.....	78
1.9.2. Important Factors to Increase Campaign Credibility.....	78
1.9.3. Preferred Communication Formats.....	78
1.9.4. Desired Content in Summary Posts	79
1.10. Recommendations.....	79
CHAPTER 5.....	81
PROPOSE SOLUTIONS	81
1. Basis for Proposal	81
1.1 Current consumer perception of V.Rohto's CSR campaign	81
1.2. Factors that enhance the credibility of the CSR program.....	82
1.3. The development context of social media communication activities	85
1.4. Factors affecting user perception on the Facebook social media platform.....	86
2. Proposed Social Media Communication Plan	87
2.1. Implementation Timeline:.....	87
2.2. Job to be done	87
2.3. Digital Campaign Objectives:.....	87
2.4. Expected outcome.....	88
2.5. Budget.....	88
2.6. Big Idea.....	89
2.7. Detail Roll-out	89
2.7.1. Community Eyecheck.....	89
2.7.2. Cataract Eye Surgery	93
2.7.3. Preliminary Eye Check	96
2.8. Budget Allocation	100

2.9. Feasibility of the Plan	101
REFERENCES.....	103
APPENDIX 01:	104
INTERNSHIP DIARY	104
Internship Diary	104

LIST OF TABLES

Table 1.1. Human Resource in MKC from 2023 – 2024.....	8
Table 1.2. Revenue, cost and profit situation of MKC.....	8
Table 4.1. Data Collection Methods by Sample Size	45
Table 4.2. Gender Ratio of the Sample.....	45
Table 4.3. Sample Statistics by Age Group	46
Table 4.4. Awareness Rate of V.Rohto's CSR Campaign through Media Channels.....	48
Table 4.5. Participation Rate in Any Activity of V.Rohto's CSR Campaign	49
Table 4.6. Recall Rate of the Main Message of the CSR Campaign.....	51
Table 4.7. Rate of Feeling that the Campaign Message is Clear and Convincing.....	52
Table 4.8. Average Daily Time Spent Browsing Facebook	59
Table 4.9. Frequency of Accessing News Pages or Official Fan Pages on Facebook.....	60
Table 4.10. Level of Trust and Interest in Pages Posting CSR Campaign Information	61
Table 4.11. Factors That Encourage Willingness to Share Information About the CSR Campaign	64
Table 4.12. Rate of Willingness to Share When Campaign Information Is Unclear or Lacks Transparency.....	67
Table 4.13. Preferred Information Formats for Receiving Campaign Information.....	70
Table 4.14. The Most Important Factors to Increase the Credibility of the CSR Campaign	73
Table 4.15. Rate of Participants Who Have Seen or Read Summary Posts After V.Rohto's CSR Campaign Concluded	75
Table 4.16. Rate of Seeing or Reading Summary Posts After the End of V.Rohto's CSR Campaign.....	76

LIST OF FIGURES

Figure 1.1. Organization Chart of MKC in 2023.....	6
Figure 4.1. Chart Showing the Gender Ratio of the Sample (Percentage)	46
Figure 4.2. Chart Showing Sample Statistics by Age Group (Percentage)	47
Figure 4.3. Chart Showing the Recall Rate of the Main Message of the CSR Campaign (Percentage)	52
Figure 4.4. Chart Showing the Rate of Feeling that the Campaign Message is Clear and Convincing (Percentage).....	53
Figure 4.5. Chart Showing the Level of Perceived Positive Impact of the CSR Campaign on the Community	54
Figure 4.6. Level of Trust in V.Rohto's CSR Program When Knowing It Is Organized by a Reputable Entity	56
Figure 4.7. Level of Trust in Participating in V.Rohto's CSR Program When There Is Involvement of Doctors and Industry Experts	57
Figure 4.8. Level of Willingness to Share V.Rohto's CSR Program When There Is Involvement of Doctors and Industry Experts	58
Figure 4.9. Level of Willingness to Share Information About the CSR Campaign	63
Figure 4.10. Level of Willingness to Share Information About the CSR Campaign if Its Benefits Directly Affect You or Your Family	66
Figure 4.11. Chart Showing the Recall Rate of the Main Message of the CSR Campaign (Percentage)	68
Figure 4.12. Accessibility of Information in Video Format	71
Figure 4.13. Emotional Impact of Videos Compared to Other Formats.....	72
Figure 4.14. Rate of Seeing or Reading Summary Posts After the End of V.Rohto's CSR Campaign (Percentage).....	76

ABSTRACT

The topic "Proposing communication plan for a CSR campaign for V.Rohto Vietnam by Mekong Communications Corporation" was conducted in September 2024. This research aims to propose a communication plan for the CSR campaign of V.Rohto Vietnam. Additionally, it studies the effectiveness of the previous campaign from the perspectives of the Brand, Agency, and Customers. Based on these objectives, the author has both theoretical and practical grounds to propose a communication plan for V.Rohto Vietnam's CSR campaign, outlining strategies and types of content necessary to achieve the best effectiveness and strongly impact consumer awareness.

The author selected a research method that combines both qualitative and quantitative research to produce accurate results and address the research objectives. For the qualitative research method, the author conducted interviews with 2 experts and 5 focus group participants. For the quantitative research method, the author surveyed 300 respondents nationwide to evaluate the effectiveness of V.Rohto Vietnam's previous CSR campaign.

Based on the research results from the mentioned methods, the author collected data for analysis and provided solutions. The research results serve as the basis for proposing a communication plan to be implemented on social media platforms such as Facebook, TikTok, and PR, aiming to enhance consumers' brand love for V.Rohto Vietnam through the CSR campaign.

The author identified the plan's objectives, target customers, and the current situation to develop a comprehensive and detailed plan. The plan is executed through online channels like Facebook, TikTok, and PR, with KPIs and implementation methods based on the goals and research results. This ensures that the proposed plan closely follows theoretical frameworks while providing practical effectiveness for the client. Finally, the author evaluates the feasibility and effectiveness of the proposed plan.

INTRODUCTION

1. Rationale of the research

V.Rohto's CSR campaign is aimed at increasing brand love for V.Rohto's eye drop products through programs such as: school eye check, free eye check and cataract surgeries, and Greentour...

As a company with extensive experience in communications and brand consulting in the Vietnamese market, Mekong Communications needs to develop an effective Communication Strategy to maximize CSR campaign impact, build loyalty and credibility among users amidst the myriad of brands available.

This research provides an opportunity to explore the process of developing a Communication Plan for a CSR campaign by a local marketing agency. By defining objectives, analyzing the target audience, crafting the key message, selecting communication channels, and planning content, we can formulate a Communication Plan for the CSR Campaign for V.Rohto Vietnam.

This research can offer practical benefits for V.Rohto Vietnam. By gaining deeper insights into customer preferences, V.Rohto Vietnam can create engaging content tailored to the target audience and implement a CSR Campaign to attract and build stronger connections with potential customers.

2. Research objectives

2.1. The following study aims to:

Firstly, evaluate the effectiveness of the communication plan for the previous phase of the CSR campaign by analyzing KPIs such as engagement rates, reach to provide actionable insights for the next campaigns.

Secondly, understand and analyze the Objectives and Target Audience of CSR Campaigns to announce & amplify users of V.Rohto's eye drop products to share or register for cataract screenings and surgeries.

Finally, based on the evaluation results and target audience identification, develop a detailed communication plan including key messages, communication channels, and outreach strategies.

2.2. Current State of V.Rohto Vietnam's CSR Campaigns

Over the past year, the V.Rohto brand has organized a series of CSR activities across the country with two major goals: raising awareness about eye care in the community and spreading joy and environmental protection consciousness to people everywhere. These activities have attracted widespread participation, especially from young people, thereby refreshing and rejuvenating the brand's image.

In addition to the annual CSR eye check-up programs like "School Eye Check," and "free eye check and cataract surgeries," V.Rohto has introduced a new initiative to collect used bottles in exchange for rewards and express appreciation to customers with exciting gifts through the "Green Tour."

These activities not only help raise user awareness about the importance of environmental protection but also contribute to fostering a collective spirit of action towards a cleaner and greener environment.

However, the previous campaign had some limitations that need improvement, such as:

- Rejuvenating the V.Rohto image with new materials and diverse activities.
- Encouraging more users to participate in web trials to build a database for V.Rohto's dry eye solutions.
- Better utilizing and highlighting the "Eyedrops No.1 Japan" claim.
- Providing more informative and educational content for daily eye care.
- City-based users were not yet aware of or participating in CSR activities such as free eye check and cataract surgeries.

2.3. Propose Solutions

Implement a fresh branding approach using modern materials and innovative activities. This could include collaborations with influencers, groups & communities, and updated visual elements, tone & mood to appeal to a younger audience.

Develop and share comprehensive educational content about daily eye care, including tips, and videos. Partner with eye care professionals to create authoritative content.

Launch targeted awareness campaigns in city areas to inform residents about CSR activities such as free eye check-ups and cataract surgeries. Develop a localized Communication Strategy to boost participation.

3. Scope and Objects of research

3.1. Scope of research

The research focuses on developing a comprehensive communication plan for a CSR campaign by Mekong Communications Corporation, specifically tailored for V.Rohto's eye drop products in Ho Chi Minh City. It encompasses analyzing the current state of V.Rohto's CSR efforts, identifying key communication challenges, and proposing strategies to maximize CSR campaign impact, engage the target audience, and effectively utilize social media platforms.

3.2. *Objects of research*

Communication Plan for CSR Campaign for V.Rohto Vietnam

4. Research Methodology

With the research methodology, the authors' team follows three main research methods, which are:

- **Data Analysis and Synthesis Method from Other Research Studies**

This method is used to collect, classify, analyze, and synthesize theoretical materials on research topics according to appropriate criteria to provide an overview of the research problem. The materials are sourced from a diverse range of domestic and international sources in fields such as CSR Campaigns, communication strategies for CSR campaigns, etc. Based on the collected materials, synthesis and analysis are conducted to establish the theoretical foundation for the research issues.

- **Preliminary Qualitative Method**

Preliminary research using qualitative methods is conducted to explore practical foundations and evaluate the effectiveness of communication in the previous phase of the CSR campaign. The investigation is carried out through a survey targeting the campaign's target audience in Ho Chi Minh City. The questionnaire is designed based on the structure of situational analysis or experimentation, with questions measured on a research scale.

- **Method for Evaluating the Effectiveness of the Previous Campaign**

This method involves evaluating key performance indicators (KPIs) against the established goals from both the agency's perspective and the brand's perspective.

5. Limitations

Author has made significant efforts in conducting this study. However, there are unavoidable limitations as follows:

Firstly, the research scope is limited to Ho Chi Minh City, so the findings are only practically applicable to this city. Results may differ in areas outside Ho Chi Minh City. This also represents a potential direction for future research.

Secondly, the research focuses on Gen Z.

Thirdly, the study is constrained by the research period from 08/2024 to 10/2024, so the findings may only be valid within this time frame and may not be applicable beyond this period.

Fourthly, this study specifically surveys V.Rohto's eye drop products. Thus, researching consumer behavior across the entire product category of V.Rohto Vietnam represents a major research direction that needs to be explored in future studies.

These limitations also provide insights for addressing and guiding future research efforts.

CHAPTER 1

INTRODUCTION TO MEKONG COMMUNICATIONS CORPORATION

1. Overview of Mekong Communications Corporation

1.1. Company Information



Image 1.1 Logo of Mekong Communications

- Legal name: Mekong Communications Corporation Company
- 1 branch of the Mekong ONE Group
- Business Type: Joint Stock Company (Corporation)
- Starting Date: 01/08/2008
- Phone: 028-62910435
- Tax number: 0314464651
- Legal Representative: Mr. Vo Duy Nghia – Chief Executive Officer
- Address: 12C floor, 58 Vo Van Tan, Vo Thi Sau ward, District 3, HCMC
- Business Field: Digital Marketing
- Mekong Communications Corporation (MKC) was established in 2008 with over 100 high-capacity employees, majoring in marketing and performance that focuses on digital channels. As a local marketing agency, Mekong provides clients the Brandcom solution. Beside that, Mekong is one of the pioneering agencies which propose more performance solutions for partnership. Through 15 years, the company has always enhanced its output with the latest innovation, digging in customer's insight and catching up with the newest trends. Mekong Communications is heading towards the vision of becoming the most trusted partner in promoting Vietnamese brands that brings the best Digital Marketing solutions to our clients in and outside Vietnam.

1.2. Functions and missions of Mekong Communications

1.2.1. Function:

MKC Corporation mainly plans and executes marketing strategies on digital platforms to help clients achieve their business goals. Some digital channels we often launch marketing campaigns are: Facebook, TikTok, Google, Youtube and other Ecommerce Platforms like Shopee, Lazada,...

1.2.2. Mission:

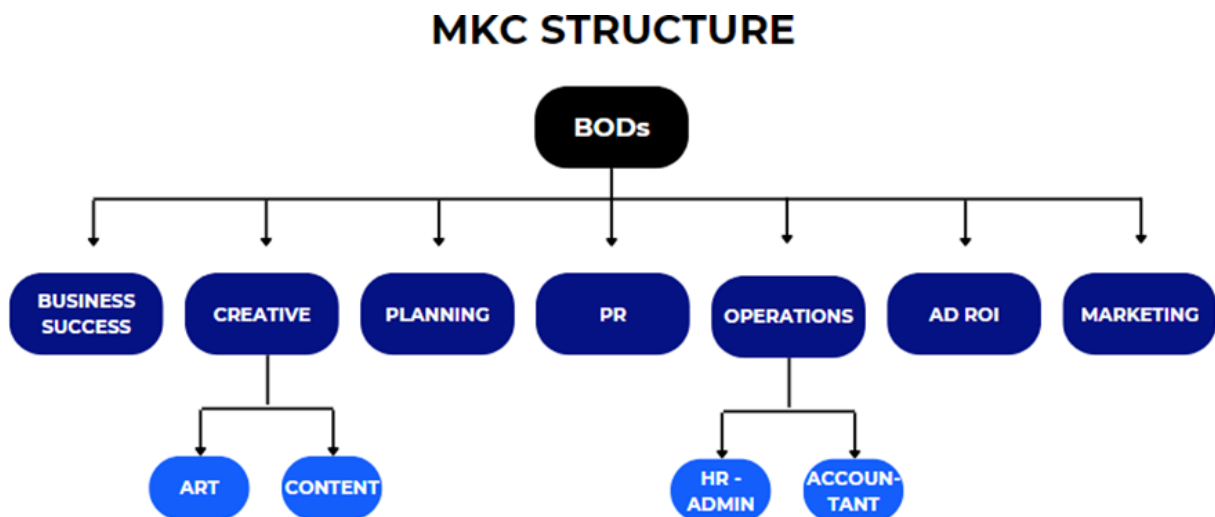
The mission is to connect existing resources to enhance Vietnam's value and contribute to the community. By the creative innovation Mekong is speeding up on the way becoming one of the leading agencies bringing the best Digital Marketing solutions to our clients in Vietnam and outside Vietnam.

1.3. Organizational structure and human resource of Mekong Communication

1.3.1. Organizational structure

Hierarchy of MKC is illustrated as below:

Figure 1.1. Organization Chart of MKC in 2023



(Source: Mekong Communications, 2023, Internal Human Resource) From the graph, we can see that

MKC is a full-service provider: from Planning, Creative (Key message and key visual), Public Relation (PR) to Media Ads. This well-organized hierarchy has its

own benefits and limitations. As a company rooted in providing Marketing service, dividing into many divisions is necessary to specialize in each field of Marketing and Digital Marketing which can increase the quality of output. However, it requires highly-constant communication and deep understanding among the divisions. Below are functions of some departments that the author usually communicate during the working time:

- **Business Success Department (BS Department):** Common name is Account Department, this is the position which the author is working for. The BS Team acts as a representative for an agency to directly communicate with clients. Main responsibilities include some skills such as: Project Management, Partnership Relationship Management,... Throughout the projects, the team is in charge of organizing team working, tracking performance for the whole project execution, the tasks related to paperwork and making sure the outcome is delivered in the best performance.
- **AD ROI Department:** Common name is Media Department. AD ROI team will figure out the best media channel and sell online platforms to apply ads strategies. Some channels can be: Facebook, Google, TikTok, Ecommerce (Shopee, Lazada) and TikTok Shop. The AD ROI Team will promote and optimize brand's content (message and visual) to select users and raise brand awareness, gain traffic and increase sales.
- **Creative Department:** Creating AWO (always-on content - text and visual) on social media channels such as Facebook, Instagram, TikTok,... Propose Communication and Creative plans for pitching.

1.3.2. Human Resource

Human Resource is critical to any business's success. We have to recognize that because technology and AI can run efficiently but they can not replace employees completely - those very important people behind the scenes.

At MKC, every employee generally has a high level of problem-solving mindset, hard-working and creativity. The author had conducted research on the human resource statement at the company according to 2 criteria: gender and age:

Table 1.1. Human Resource in MKC from 2023 – 2024

(Unit: Employee)

Year	2023		2024		
		Number	Percentage	Number	Percentage
			(%)		(%)
Gender	Male	16	34,04	20	29,41
	Female	31	65,96	48	70,59
Age	20 - 27	36	76,6	53	77,49
	Above 27	11	23,4	15	22,06
Total employees		47	100	68	100

(Source: Mekong Communications, 2024, Internal Human Resource)

From the figure we can see that the number of MKC's employees has increased recently from 47 (2023) to 68 employees (2024) and more and more younger employees join in the company which increase from 36 (2023) to 53 (2024).

We can see that this working environment is so dynamic and open-minded.

1.4. Business performance from the period of 2021 - 2023

Table 1.2. Revenue, cost and profit situation of MKC

(Unit: million)

Year	2021	2022	2023

Total Revenue	97,8	129,4	189,2
Total Cost	72,6	101,2	120,9
Total Profit	25,2	28,2	68,3

(Source: Mekong Communications, 2023, Internal Business Performance Report)

The table shows that the company's revenue and profit growth rates between 2021 and 2022 were comparatively stable, which is consistent with the expansion of the advertising sector. In 2020 and 2021, due to the impact of Covid-19 and economic recession, the increase level is not high and total cost accounts for a large portion compared with 2022. The 46,34% sales increase is mostly the result of the business signing many large clients and positive signal of recovery in 2022.

1.5. Some highlighted campaigns

First of all, the author would like to share about the creative campaign: “Viet Nam Tuổi đẹp 2” - the collaboration between brand “Nippon Paint” and MKC.

MKC team is the unit behind the campaign from the early days of idea brainstorming to the day this campaign was launched. Especially when the TVC (Television Commercials) was aired, it was recognized by people. In particular, over 10 mil views online, over 6.000 engagement online channels, 22 PR articles and 1st prize of Viet Nam Creative Advertising Competition.

Image 1.2. "Việt Nam Tươi Đẹp 2" Campaign



(Source: Mekong Communications, 2023, Credential)

Other campaigns can be mentioned such as: “GU EM LA NAM A” - the collaboration between Nam Á Bank and MKC; or some campaign collaborated by HONDA and MKC like: “Honda Family - Ở nhà vẫn vui”, “Honda Shipper - Không gì đánh bại chúng ta”, “Honda TVC - Sự hy sinh thầm lặng”

Image 1.3. "GU EM LA NAM A" Campaign



(Source: Mekong Communications, 2023, Credential)

In 2024, MKC executed an impressive campaign in collaboration with VIFON, known as the “Vũ trụ phở Việt”, where MKC handled various scopes including TVC and Communication Plan.

Image 1.4. "VŨ TRỤ PHỞ VIỆT" Campaign



(Source: Mekong Communications, 2024, Credential)

2. Internship summary

Internship Position: Business Success Intern (Account Intern - In Vietnamese: Thực tập sinh Quản lý dự án)

Job Description:

- Growing business from current clients and new pitch. Make sure target and profit achievement
- Support in research and analyze client's and competitors and marketing material
- Support in preparation and strategic planning for PR and marketing campaigns
- Working with the client to establish their aims and objectives
- Lead the project and co-ordinate with all departments to make sure the best quality outcome
- Coordinate with the internal team to make sure that deliveries will be sent on time following deadlines. Anticipate issues and propose the solutions
- Third party coordination and paperwork
- Presenting ideas and conclusions to the client
- Monitoring the success of the campaign as it runs, suggesting changes and improvements where necessary
- Encourage upsells and cross-sells.

CHAPTER 2

MODEL AND THEORETICAL BASIS

1. Model

To evaluate the effectiveness of the communication plan from the previous phase of the CSR campaign and develop a detailed communication plan, the author draws on the research model by Jesi Irwanto, Wahyuning Murniati, and Anisatul Fauziyah in their study on the “Optimization of Digital Marketing Strategy with Implementation of the SOSTAC Method.”

Image 2.1. Alur SOSTAC (Chaffey, 2015) (Smith, 2011)



Based on Image 1 outlined discussion about each stage, in this SOSTAC analysis there are 6 stages, namely:

- **Situation Analysis:** Understanding the current situation by analyzing what has been achieved in the previous campaign phase, the target audience's response, and the brand's position in the market.
- **Objectives:** Setting clear and measurable goals for the next phase of the campaign, such as increasing awareness, engagement, or conversions related to the CSR activities.
- **Strategy:** Developing a strategy to achieve the objectives, which could include refining messaging, targeting specific segments more effectively, and leveraging key communication channels such as Facebook or other social platforms.

- **Tactics:** Outlining the specific tactics to implement the strategy, including content creation, posting schedules, collaborations with influencers, and engagement activities.
- **Action:** This involves spelling out the steps and responsibilities for each team member that is involved in the execution of this plan so that it may be done with smoothness and coordination.
- **Control:** Establish the metrics and KPIs against which the success of the campaign shall be monitored on reach, engagement, and conversions. Notably, active changes are to be effected from the real-time feedback provided.

2. Theoretical Framework

To clarify how the 6 factors in the model impact brand awareness, we need to clarify the concepts and theories of each factor.

2.1. Social Media Marketing

First, social media refers to applications, platforms, web tools, or online technology systems that enable collaboration among community members. These include consumer review sites, content community sites, wikis, internet forums, and social networking sites such as Facebook, TikTok, Instagram, LinkedIn, etc. Social media is recognized as one of the most important communication platforms for brands in today's modern era because its interactive features enable participation, collaboration, and knowledge sharing, creating greater community reach than traditional media such as newspapers, television, or radio.

Most businesses today focus on building brand image and conveying brand information through social media marketing activities, including advertising on platforms like YouTube, Facebook, and influencer reviews, all aimed at building strong brand awareness and leaving a lasting impression on consumers' minds.

Given its effectiveness in influencing consumer brand knowledge, how to build the relationship between consumers and the brand in the social media environment has become a critical issue for businesses. However, not all content can effectively build strong brand awareness. Social media postings with fun video, good images, together with digital storytelling techniques to tell more poignant, sharp, new stories and messages will enable them to influence and shape consumer knowledge of the brand more easily.

2.2. Corporate Social Responsibility (CSR) Theory:

According to Carroll (1991), CSR is divided into four levels: economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility. This theory helps the businesses in being distinctly clear about where exactly their aspects of social responsibility lie, hence the ability to develop CSR campaigns that add value to both the community and the business in the long run.

2.3. Brand Awareness:

Brand awareness can be depicted as buyers identifying, getting familiar with, and remembering the features of any particular commodity or brand. It is defined as that ability of buyers where they can recall the brand in their mind which helps them to associate a product with the brand. Social media marketing activities may contribute to an increase in brand awareness and a positive brand image as well by connecting the brand with current and potential future consumers. Social media marketing activities do not have time and place constraints; hence, a brand can be very effectively educated, familiarized, and made aware through social media platforms. The consumer who can recognize the logo of any brand is likely to remember that brand and will also pay more for its products and services. Past research has identified a higher brand awareness enables the brands to charge high prices in the market.

CHAPTER 3

RESEARCH DESIGN

1. Research objectives

1.1. The following study aims to:

The preliminary scale will be used as a reference for conducting qualitative research to develop a questionnaire for the observed variables used to measure the concepts in the proposed model. During this phase, the research team utilizes discussion techniques with experts and selected focus groups based on convenience sampling, while still reflecting the characteristics of the observed sample set.

The subjects selected to participate in the research:

- For experts: Subjects aged 24-30, with over 5 years of work experience, possessing a certain level of knowledge in the field of communications, and having in-depth understanding of Marketing communications and CSR campaigns of brands.
- For the focus group: Subjects aged 24-30, currently working in Ho Chi Minh City, who have been exposed to or participated in community activities organized by the V.Rohto brand in Ho Chi Minh City.

Discussion content:

Based on the concepts that need to be measured in the model, the preliminary scales from foreign authors were referenced. The author discussed each group of factors influencing the effectiveness of the communication strategy for the CSR Campaign in the previous phase.

The procedure is as follows:

- Based on the requirements for selecting participants for qualitative research, appropriate subjects are chosen.
- Conduct discussions between the researcher and each selected participant in the qualitative research to collect relevant data.
- Record the obtained information, analyze the data to identify patterns, themes, and meanings.
- Draw conclusions based on data analysis and present the results in the research report.

1.2. Theoretical model used

SOSTAC (Situation, Objectives, Strategy, Tactics, Action, Control) is a systematic model useful in the management of communication as at the planning stage and also at the execution and control stages. This model SOSTAC is quite pertinent in this study because:

- **Situation:** Assists in establishing the effectiveness of the previous CSR campaign by assessing the statistics and the feedback of the target audience.
- **Objectives:** Sets clear and precise targets for the next CSR campaign, thus ensuring the communication strategy is appropriately formulated.
- **Strategy:** Gives an overall picture of the direction through which the target group will be reached and the set communication goals will be met.
- **Tactics:** Decomposes the strategy into actions which will include, but are not limited to, selection of the communication channels, messages, and media activities.
- **Action:** Concentrates on the implementation of the tactics identified and ensuring that the activities planned are done as per the guidelines.
- **Control:** Defines the goals of the campaign and organization needed to measure and ascertain its efficiency, allowing for changes when deemed necessary.

Applying SOSTAC in the study:

- **Situation:** Evaluate the metrics from the previous CSR campaign in order to assess the current situation.
- **Objectives:** Appraise the specific objectives that one would want in expectation of the next CSR campaign.
- **Strategy:** There is a need to form cohesively defined communication strategy for successful realization of the strategies identified above.
- **Tactics:** Define communication channels and messages for each phase of the campaign.
- **Action:** Draw up a comprehensive schedule for the execution of the campaign.
- **Control:** Observe, compute the success of the campaign, and revise the course of action if necessary.

Ensuring to follow the SOSTAC approach allows understanding all stages in the process of communication planning and their interrelation determining its success in consideration of the importance of V.Rohto Vietnam's CSR campaign.

1.3. Qualitative research results

Section for reassessing the scale content so that participants in the qualitative survey can evaluate what the previous CSR campaign's communication efforts achieved and what was lacking, thereby proposing a suitable communication plan for the current CSR campaign.

After interviewing the target group, the research team obtained the following qualitative results:

- **Situation:**

- + Most candidates are aware of and know about V.Rohto's CSR campaign through Facebook, press, and TikTok channels, but only a few of them have participated in the activities.
- + Few candidates can clearly recall the brand's main message. After being introduced to the message by the interviewer, they all found it to be concise, succinct, and easy to understand

- **Objectives:**

- + All candidates agreed that V.Rohto's CSR campaign focuses on raising awareness and providing practical solutions.
- + The candidates believe that the high credibility of the organizing and collaborating entities, along with the involvement of doctors and industry experts, will increase the candidates' trust and participation in the CSR campaign's programs.

- **Strategy:**

- + All candidates spend the most time browsing Facebook, but they only trust information from news sites or official Facebook fan pages.
- + All candidates are willing to share information about the campaign if it offers benefits and if the candidates or their relatives are interested. They will not share if the information lacks transparency and the organizing entity lacks credibility.

- **Tactics**

- + Most candidates believe that for a program like CSR, delivering information in video format is more relatable and more likely to evoke emotions compared to other formats.

- + The candidates believe that KOLs only serve to spread the campaign to a wider audience and to enhance the program's credibility. Instead, the involvement of well-known experts and doctors in the field would increase the program's credibility more.
- **Tactics**
- + The candidates believe that recapping after the program concludes is important to see the scale of the organization, the number of participants, and thus assess the program's credibility. However, all candidates have not yet had much access to the program's recap posts.

1.4. Interview details

1.4.1. Expert Group Interview.

Question	Respondent 1	Respondent 2	Summary of Questions	Overall Summary
<p>Information on Name, Age, and Occupation</p>	<p>- Thien Minh - 27 years old -Senior Planner specializing in the finance and banking sector.</p> <p><i>The interview is recorded here.</i></p>	<p>- Vi Tran - 24 years old - Account Executive at Mekong Communications.</p> <p><i>The interview is recorded here.</i></p>		<p>The respondents are aware of V.Rohto Vietnam's CSR campaign and have encountered its activities through various channels, including malls, banners, TikTok, Facebook, and news articles. They find the campaign's message, "Seeing is Happiness," meaningful and effective, and appreciate its community impact, such as eye care and recycling initiatives. They value professionalism and transparency in the program, trust its long-standing history and reputable partners, and prefer clear, engaging content like expert articles or videos. They are inclined to</p>
<p>Do you know about the CSR campaign of V.Rohto Vietnam?</p>	<p>I have encountered the Greentour program at malls where they have a bottle exchange activity. Additionally, I know about the eye examination program for the elderly</p>	<p>Regarding V.Rohto Vietnam's CSR campaign, I have visited several malls in Ho Chi Minh City and occasionally seen booths for V.Rohto Vietnam's programs. They are often combined with bottle recycling exchange programs.</p> <p>At the beginning of the year, I remember V.Rohto Vietnam organized a major event called Japan Fest, where there were also community eye exams for people in difficult</p>	<p>The respondent is aware of V.Rohto Vietnam's CSR campaign and has encountered their "Green Tour" program at malls.</p>	<p>They value professionalism and transparency in the program, trust its long-standing history and reputable partners, and prefer clear, engaging content like expert articles or videos. They are inclined to</p>

		circumstances.		recommend the program if their experience is positive and aligned with their needs. Celebrities and KOLs are seen as effective for promotion and targeting specific audiences.
If so, through which channel did you learn about it?	Seen banners or posters. Scrolling through health information pages on TikTok. Scrolling through Facebook, I haven't been very impressed.	In fact, when I scroll through Facebook, I also come across recap posts about V.Rohto's programs and CSR activities. Additionally, I have read news articles that recap the programs and activities of V.Rohto.	The respondent has seen banners or posters and encountered V.Rohto's CSR activities on health information pages on TikTok. They have also come across recaps of these programs on Facebook and in news articles but were not particularly impressed.	
What is your opinion on the main message of the campaign? Do you find the message clear and convincing?	I know that the campaign's message is "Thay la hanh phuc" Overall, the message is quite concise and straightforward. The candidate took their grandparents to participate and found the program meaningful, exactly as the message intended to convey.	As for me, I have done some preliminary research on V.Rohto's CSR program, and the message the program wants to convey is 'Thay la hanh phuc' Overall, the wording already conveys the essence of the program, and the visual communication effectively reflects the spirit that	The respondent is aware of the campaign message, "Thay la hanh phuc," and finds it concise and meaningful. They felt it accurately conveyed the intended message. Additionally, they noted that the campaign's visuals effectively reflect V.Rohto's spirit and objectives.	

		V.Rohto wants to deliver to people.		
Do you feel that the CSR campaign has made a positive impact on the community? Why do you think so?	<p>From what I've heard, this is a quite meaningful program.</p> <p>The bottle exchange for gifts is having a positive impact on the community</p>	<p>Of course, CSR is a program with very positive significance.</p> <p>It helps reduce eye diseases among elderly people in difficult circumstances, supporting cases that might otherwise remain untreated.</p> <p>Additionally, I find the environmental protection activities, such as the bottle exchange for recycled gifts, to be very meaningful. It also guides users on how the bottles they discard can be collected and recycled, contributing to environmental protection.</p>	<p>The respondent finds the program meaningful, highlighting the bottle exchange for gifts as having a positive community impact. They believe the CSR activities, such as providing eye care for those in need and promoting environmental protection through recycling, are very positive and help guide users to contribute to environmental efforts.</p>	
In your opinion, does V.Rohto's CSR campaign focus more on raising awareness or	<p>In my view, it's both.</p> <p>When participating in community eye exams, doctors provide detailed</p>	<p>This also helps raise users' awareness and provides practical solutions through the brand's actions.</p>	<p>The respondent believes the program raises user awareness and provides practical eye care</p>	

<p>providing practical solutions?</p>	<p>guidance on eye care and the potential risks if one does not take care of their eyes properly. Not only do I pay more attention to my own eye health, but I also keep an eye on my parents and grandparents to check for any symptoms related to their vision so they can get timely examinations.</p>	<p>During community eye exams, doctors examine your eyes and, if there are any issues, they provide guidance on how to care for your eyes and what risks to watch out for if you don't take proper care. Additionally, for me, the program impacts not just myself but also my family. If my parents show any symptoms, I would be willing to take them to community eye exams for a check-up. Moreover, I follow V.Rohto's fanpage, which features content on eye care and ways to improve vision. I find this also provides valuable knowledge to users.</p>	<p>solutions. Participating in community eye exams offers thorough guidance from doctors on eye care and risk prevention. The program not only impacts the individual but also encourages them to look out for their family's eye health. Additionally, they follow V.Rohto's fan page for eye care content, which they find educational.</p>	
<p>What do you think would make you trust and participate in a</p>	<p>For health-related programs like this, the most essential factors for</p>	<p>Actually, I trust V.Rohto's program because it has been running for quite a</p>	<p>The respondent emphasizes the importance of professionalism and</p>	

<p>program such as eye exams and cataract surgery within a CSR campaign?</p>	<p>participation are the professionalism and expertise of the organizers and various stakeholders. For example, event coordination needs to be meticulous, and the professional and expert teams involved must be competent to ensure accurate examinations.</p>	<p>long time. V.Rohto's journey has now spanned 18 years, which, for me, serves as evidence of the program's reliability. Another factor is the collaboration with reputable hospitals. For instance, I feel more assured about my health when the program involves well-regarded hospitals like the Eye Hospital. The trustworthiness of these institutions adds to my confidence. Additionally, when registering for an exam, the consultants take good care of me.</p>	<p>expertise in health-related programs. They trust V.Rohto's program due to its long 18-year history and collaboration with reputable hospitals, such as Eye Hospital. The thoroughness in event organization and care from the consultation team further enhances their confidence in the program.</p>	
<p>Which media channels do you typically spend the most time on? Do you tend to trust information from certain sources (e.g., newspapers, social</p>	<p>Usually, I read the news the most. I don't browse Facebook much. However, I spend about 1-2 hours in the evening to catch up on some information.</p>	<p>As for me, I spend the most time on Facebook. I tend to trust information posted on official pages or groups, or in the news.</p>	<p>The respondents primarily get information from news outlets, with one favoring newspapers and the other spending more time on Facebook. They both trust</p>	

<p>media, television, etc.)?</p>	<p>If talking about the level of trust, television is probably the most reliable, followed by newspapers. When using social media, I tend to seek entertainment more than reliable or verified information.</p>		<p>official sources, with a preference for television and reputable pages, groups, or news sites. Social media is mainly used for entertainment rather than seeking reliable information.</p>	
<p>What factors do you usually consider when deciding to participate in community or CSR activities? (For example: the significance of the activity, transparency, personal benefits, etc.)</p>	<p>First, it needs to touch the customers. For example, for someone like me, it should address an emotional issue or a functional concern. For instance, if there is a pressing need, I might participate, or if there are community activities that align with my interests, I would also consider joining.</p>	<p>As for me, I participate in CSR activities because of their meaningful impact. I feel that I can contribute a small part of my efforts to help the community and support the program's goals. However, there is also a personal benefit, as participating in community eye exams allows me to have my eyes checked by doctors and receive guidance on how to protect my eyes correctly and effectively.</p>	<p>The respondents are motivated to participate in CSR activities that resonate emotionally or address a functional need, such as eye health. One is drawn to community-impact activities within their areas of interest, while the other participates for the meaningful contribution to the community and personal benefits, like receiving eye care guidance from doctors.</p>	

<p>What do you think is the most important factor in building trust in CSR campaigns (e.g., clear policies, involvement of celebrities, financial transparency, etc.)?</p>	<p>First, it should be clear policies. Next, the involvement of well-known experts and doctors in the field is important.</p>	<p>There needs to be clear information, a clear process, and clear policies. In general, everything related to the program should be presented as transparently as possible. Additionally, the partnering organizations involved in the program also play a crucial role in assuring trust.</p>	<p>The respondents emphasize the need for clear policies, transparent information, and processes in a program. They also highlight the importance of involving renowned experts and doctors and the credibility of partner organizations in building trust.</p>	
<p>Are you willing to share information about CSR campaigns that you find valuable with friends and family? What factors influence your decision to share or not share?</p>	<p>If my experience with the program is positive, with good customer service and a competent professional team, I am completely willing to share this information with those around me.</p>	<p>For example, if there are free cataract surgery programs, she would check if people around her have symptoms or if there are recycling and environmental protection programs, she would invite her friends to participate. In general, she would recommend it if it meets her current needs and circumstances.</p>	<p>The respondents are willing to share and recommend the program if their experience is positive, with good customer care and expertise. They will introduce it to others if it aligns with their needs and circumstances, especially if the program has simple, straightforward steps.</p>	

		Additionally, the program should have simple and concise steps.	
11. What format do you prefer for receiving CSR messages? (For example: brief slogans, single images, multiple images, videos, etc.)? Why?	I do not focus on the format of the message but rather on how the information is delivered in the most straightforward way that directly addresses the content. I prefer to read expert articles for a deeper, more comprehensive understanding, and testimonials for practical information.	I prefer receiving information in video format because it captures the user's attention better, avoids the fatigue of reading long texts, and usually highlights the most important information. Additionally, since CSR programs often relate to emotions, videos can create a more engaging and relatable experience.	The respondents prefer information that is straightforward and directly addresses the content. One values expert articles and testimonials for in-depth and practical insights, while the other prefers videos for their engaging, concise, and emotionally appealing content.
12. Do you think the involvement of celebrities or Key Opinion Leaders (KOLs) is necessary in the campaign? If so, what role should they play?	Celebrities should primarily act as promoters of the program to reach a wider audience.	In the current context, KOLs should be involved to target specific groups and, through their influence, help spread the campaign more effectively.	The respondents believe that celebrities should primarily act as promoters to broaden reach, while KOLs are useful for targeting specific audiences and enhancing campaign spread.

<p>13. During your participation in the CSR campaign, have you encountered any issues related to unclear information? If so, what issues have you faced?</p>	<p>The information has been clear and complete.</p>	<p>So far, she has not encountered any issues related to unclear information.</p>	<p>The information is clear and complete, and the respondent has not encountered any issues with unclear information.</p>	
<p>14. Do you receive regular updates on the progress and results of the campaign? Do you find this information useful?</p>	<p>This information is necessary to understand the scope of the program and the progress of the campaign.</p>	<p>For past campaign results, I usually watch the brand's recap videos. I find that each year there is a video summarizing the achievements and highlighting key figures. Watching these videos helps me understand what was done during the year, and I find the content clear and easy to understand.</p>	<p>The information is necessary to understand the program's scale and progress. The respondent typically reviews annual recap videos from the brand, which clearly summarize the year's activities and highlights.</p>	

1.4.2. Focus group interview

Question	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5	Summary of Questions	Overall Summary
Information on Name, Age, and Occupation	- Thao - 27 years old - Communicator at a technology company in Ho Chi Minh City <i>The interview is recorded here.</i>	- Ly - 25 years old - Brand Manager at a human resources company in Ho Chi Minh City <i>The interview is recorded here.</i>	- Alex - 27 years old - Work at creative agency in Ho Chi Minh City <i>The interview is recorded here.</i>	- Nhi - 26 years old - Commercial at an e-commerce company in Ho Chi Minh City <i>The interview is recorded here.</i>	- Uyen - 28 years old - Accountant at an import-export company in Ho Chi Minh City <i>The interview is recorded here.</i>		About a year ago, I noticed Green Tour programs at malls, where you could recycle bottles for gifts and participate in eye exams. My
Do you know about the CSR campaign of V.Rohto Vietnam?	About a year or half a year ago, I noticed the Green Tour programs at malls and participated in recycling bottles to get gifts. My younger siblings' university collaborated with V.Rohto to organize	I noticed the Green Tour, where you can exchange empty bottles for gifts and participate in eye examinations. I saw this program at the mall as well.	Currently, I am pursuing a master's degree, and I saw that at my school, they partnered with V.Rohto to organize a workshop.	One time, I went to the shopping mall and saw the Green Tour there. Another time, I was on the road, passed by, and saw a community eye examination program.	I have seen some advertisements for these activities on media channels, as well as a community eye examination event. However, I have only seen them; I have not participated	Several respondents encountered V.Rohto's CSR activities at malls, universities, and on media channels. Some participated in the Green Tour for recycling bottles, while others saw	siblings' university also hosted workshops with V.Rohto. I saw similar programs at other malls and community events, and noticed related ads on Facebook

	workshops. I also saw the Green Tour at a mall, which included bottle exchange and eye exams.				in these activities.	eye exam programs and workshops but did not join.	and TikTok. I find the message of CSR campaigns, such as "Thay la hanh
If so, through which channel did you learn about it?	I have seen information about the program while scrolling through Facebook and TikTok.	I also saw our program on Facebook and TikTok.	I have scrolled through Facebook, or my friends have mentioned the program. At school, there were banners and posters. As for TikTok, I think I scrolled past it, but I don't remember clearly.	I saw it; I was on the road and noticed the banner. But I haven't seen it on social media channels.	I once saw information about the program while scrolling through Facebook, but I didn't pay much attention to it.	Some respondents saw information about the program on Facebook and TikTok, while others noticed banners and posters at their schools or on the street. However, some did not pay much attention to the information they encountered	phuc," impactful and emotionally engaging. Videos are preferred for conveying detailed and emotional content, though single images can also be effective. The key factors for trusting and

						on social media.	participating in such programs are transparently, detailed information, and the credibility of the organizing unit, especially if they collaborate with reputable medical institutions. I am more likely to share information about meaningful and well-executed programs with my network.
What is your opinion on the main message of the campaign? Do you find the message clear and convincing?	As someone working in communications, I find it easy to understand. I also looked into it and saw that the media had reported on this program. The message is quite meaningful, as it accurately conveys the spirit of 'Thay la hanh phuc.' Therefore, I find this message quite convincing and touching to me.	I don't clearly remember the campaign's message. Perhaps it's because I'm not very interested in the product, so it didn't leave much of an impression on me.	I think the message is generally quite meaningful in terms of communication. It is conveyed straightforwardly, and I find it quite nice. I believe the program is heading in the right direction with the message, and it is quite good.	I think the message 'Thay la hanh phuc' is easy to understand and very concise. Sometimes, I just pass by, but I still vaguely remember that message.	I remember when I saw the eye examination, I sensed the happiness of the patients there, so when I heard the program's name 'Thay la hanh phuc,' I felt even more that it was a very nice, concise, and succinct name. It helps someone like me easily understand and feel the campaign's meaning.	Most respondents found the message "Thay la hanh phuc" clear, meaningful, and memorable. Some felt it accurately captured the campaign's spirit, though one person didn't recall it due to a lack of interest.	
Do you feel that the CSR	This program has a very meaningful	I also find V.Rohto's CSR	I think the program is quite	V.Rohto's programs are not just	The community eye	Most respondents found the	

<p>campaign has made a positive impact on the community? Why do you think so?</p>	<p>impact on the community. For example, exchanging empty bottles positively affects the environment by reducing plastic waste. The community eye examinations take care of the visual health of those who may not have access to such services. Additionally, the free cataract surgeries are significant for people in remote areas. The program is meaningful in many ways, not just in terms</p>	<p>campaign quite meaningful. Depending on each activity, it brings different kinds of significance, but overall, it has created a very positive impact on the community.</p>	<p>meaningful. When people think of V.Rohto, they associate it with a healthcare brand, and it has been actively involved in healthcare activities. In fact, I think it's doing very well and has a greater significance beyond just human health.</p>	<p>simple guidelines; they have very valuable meanings. For example, during community eye exams, doctors provide detailed guidance on eye care. The program not only benefits individuals but also pays attention to the health of their loved ones.</p>	<p>examinations help those in difficult situations who cannot access medical facilities."</p>	<p>CSR campaign by V.Rohto meaningful, with positive impacts on the environment and community. Activities like recycling bottles, free eye exams, and cataract surgeries were seen as beneficial. The campaign was praised for addressing healthcare and environmental issues while offering guidance on eye care, not just for individuals but for their</p>	
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	of environmental impact or community health care.					families as well.
In your opinion, does V.Rohto's CSR campaign focus more on raising awareness or providing practical solutions?	<p>It is focusing on both aspects.</p> <p>When participating in community eye exams, doctors provide detailed guidance on eye care and highlight potential risks if eyes are not properly cared for. This attention is not only for oneself but also extends to grandparents, relatives, and parents. I see</p>	<p>It is quite comprehensive. It not only focuses on raising awareness but also provides practical solutions for users. For awareness, I see that the communication materials offer a lot of knowledge and useful information. For practical solutions, there are activities like eye exams where doctors provide very enthusiastic</p>	<p>The program conveys a lot of useful information, especially during eye exams when doctors offer extensive and extremely attentive advice.</p>	<p>For me, it leans more towards providing practical solutions because it includes community eye exams. Looking at it, I also see the effort everyone has put into this campaign.</p>	<p>I haven't had many opportunities to participate in campaign activities, but I did attend one workshop, and I received a lot of useful information. During the eye exam, the doctor provided extensive and extremely dedicated advice.</p>	<p>The campaign focuses on both raising awareness and providing practical solutions. It offers eye care guidance and practical solutions through community eye exams and consultations. Some respondents found it more focused on providing practical solutions, as they received detailed</p>

	both of these goals as important.	and dedicated advice.				advice during eye exams. Overall, the campaign effectively combines educational content with hands-on support.	
What do you think would make you trust and participate in a program such as eye exams and cataract surgery within a CSR campaign ?	The key factors that made me trust and participate in the program were transparency in information and the credibility of the organizing unit. Specifically, the program needed to provide clear and detailed information about its content,	The most important factor is the credibility of the organizing unit. Partnerships with hospitals are also significant.	Real-life stories from previous participants and testimonials that authenticate the program's credibility create a stronger emotional connection and make the program more trustworthy.	I believe that when organizing such programs, it is essential to maintain a high level of credibility and transparency. Collaborating with major hospitals could enhance the program's credibility.	For instance, I feel more assured about my health when the program involves well-regarded hospitals like the Eye Hospital. The trustworthiness of these institutions adds to my confidence.	To trust and participate in the program, transparency and the credibility of the organizing entity are crucial. Clear details about the program, registration process, and collaboration with reputable hospitals enhance trust. Real-life testimonials and	

target audience, registration process, location, examination and surgery schedules, as well as post-procedure information. Secondly, the credibility of the organizing unit is crucial. A reputable company with a long history and a strong community reputation is more likely to gain my trust. Additionally, partnerships with reputable medical institutions, such as

partnerships with well-regarded institutions also build confidence in the program.

	hospitals and eye centers, would further solidify my confidence in the program.						
Which media channels do you typically spend the most time on? Do you tend to trust information from certain sources (e.g., newspapers, social media, television, etc.)?	I probably spend the most time on Facebook and TikTok. I usually trust news from the media, but sometimes I will look for information on official fanpages and groups.	I mainly scroll through Facebook and LinkedIn to search for candidate information. I look for information in groups or fanpages that specialize in a particular field.	Usually, I only spend time reading the news and listening to current affairs to stay informed, while Facebook is just for following posts from friends	Most of the time, I use Facebook and Viber for work.	I don't use social media much because my work is quite busy, but every day I set aside time to read the news. I only trust the information I find there.	Most people spend time on Facebook and TikTok, with a preference for news from the media. Some use Facebook and LinkedIn for specific searches, while others rely on official pages and groups for information. They mostly read news and use social media for work or staying connected.	

<p>Are you willing to share information about CSR campaigns that you find valuable with friends and family? What factors influence your decision to share or not share?</p>	<p>I will share if the program is truly meaningful and engaging.</p>	<p>If the program provides value to me or those around me, I will share it so they can get the information.</p>	<p>Similarly, I will also share if I find the program interesting. However, I will not share it if my experience with the program was not good or if I see negative reviews about it.</p>	<p>If the activities are interesting and easy to participate in, I will share them with my friends.</p>	<p>It might not be the case for ordinary programs due to the time commitment involved, but if the program is highly relevant to me and those around me, such as eye exams, I will be willing to share it to help people get examined.</p>	<p>People will share program information if it is meaningful and valuable. Positive experiences and benefits to themselves or others motivate sharing, while poor reviews or lack of engagement deter it.</p>	
<p>What format do you prefer for receiving CSR messages? (For example: brief slogans,</p>	<p>Video format will convey complete information and is more likely to touch emotions. However, single images can also</p>	<p>For a CSR program, it's important to touch people's emotions, so a more emotional format might be better, and video could</p>	<p>To present effectively, video format is preferable because it acts like a live documentary, and no other format can be</p>	<p>For me, any format is acceptable as long as the visuals and copy are clean and clear to convey the information.</p>	<p>Videos are likely to express emotions better than static, dry images; video is easier to connect with emotionally.</p>	<p>Video formats are preferred for conveying detailed information and emotions, while single images can deliver direct</p>	

<p>single images, multiple images, videos, etc.)? Why?</p>	<p>deliver information quite directly.</p>	<p>be more effective for this purpose.</p>	<p>as effective as video.</p>			<p>messages. Videos are particularly effective for CSR campaigns as they engage emotions and provide a richer, more dynamic experience.</p>	
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1.5. Quantitative questionnaire

QUESTION	SCALE TYPE	SOURCE	QUANTITATIVE RESULT
<p>1. Which media channels have you heard about V.Rohto's CSR campaign through?</p>	<p>Nominal Scale: Facebook, News outlets, TikTok, Other channels - please specify</p>		<p>Most participants knew about V.Rohto's CSR campaign through channels like Facebook, news outlets, and TikTok, but only a few had participated in the activities.</p>
<p>2. Have you participated in any of V.Rohto's CSR activities?</p>	<p>Nominal Scale: Cataract screening, School eye screening, Greentour, Other activities - please specify, None</p>		<p>Most participants knew about V.Rohto's CSR campaign through channels like Facebook, news outlets, and TikTok, but only a few had</p>

			participated in the activities.
3. Can you remember the main message of the CSR campaign?	Nominal Scale: Yes / No		Very few participants could recall the brand's main message. After the interviewer introduced the message, all participants found it concise, clear, and easy to understand.
4. The message of the program is "Seeing is Happiness." Do you find this message clear and convincing?	Nominal Scale: Yes / No		Very few participants could recall the brand's main message. After the interviewer introduced the message, all participants found it concise, clear, and easy to understand.
5. Do you think the CSR campaign has had a positive impact on the community?	Interval Scale: 1. Not positive, 2. Slightly positive, 3. Neutral, 4. Positive, 5. Very positive		All participants agreed that the CSR program is a meaningful initiative for the community.
6. Do you trust V.Rohto's CSR program knowing it is organized by a reputable entity?	Interval Scale: 1. Do not trust at all, 2. Do not trust, 3. Neutral, 4. Trust, 5. Trust a lot		Participants believed that the credibility of the organizing and collaborating entities, along with the involvement of doctors and industry experts, would enhance their trust

			and participation in the CSR campaign.
7. Does the involvement of doctors and industry experts affect your trust in participating in the CSR activities?	Interval Scale: 1. Not at all, 2. Slightly, 3. Neutral, 4. Affects, 5. Affects a lot	Factors affects decisions to participate in community tourism of the local people in Lam Binh, Tuyen Quang	Participants believed that the credibility of the organizing and collaborating entities, along with the involvement of doctors and industry experts, would enhance their trust and participation in the CSR campaign.
8. Are you willing to share information about the CSR program knowing that doctors and experts are involved?	Interval Scale: 1. Not at all willing, 2. Slightly willing, 3. Neutral, 4. Willing, 5. Very willing	Factors affects decisions to participate in community tourism of the local people in Lam Binh, Tuyen Quang	Participants believed that the credibility of the organizing and collaborating entities, along with the involvement of doctors and industry experts, would enhance their trust and participation in the CSR campaign.
9. How much time do you spend browsing Facebook on average per day?	Interval Scale: 1. Less than 1 hour, 2. 1-2 hours, 3. 2-4 hours, 4. More than 4 hours	NGHIÊN CỨU SỰ ẢNH HƯỞNG CỦA MANG XÃ HỘI INSTAGRAM ĐẾN QUYẾT ĐỊNH LỰA CHỌN ĐIỂM ĐẾN DU LỊCH CỦA THẾ HỆ Z	All participants spent most of their time browsing Facebook, but they only trusted information from news pages or official fan pages on Facebook.

<p>10. Do you frequently access news pages or official fan pages on Facebook?</p>	<p>Interval Scale: 1. Never, 2. Rarely, 3. Sometimes, 4. Often, 5. Very often</p>	<p>NGHIÊN CỨU SỰ ẢNH HƯỞNG CỦA MANG XÃ HỘI INSTAGRAM ĐẾN QUYẾT ĐỊNH LỰA CHỌN ĐIỂM ĐẾN DU LỊCH CỦA THẾ HỆ Z</p>	<p>All participants spent most of their time browsing Facebook, but they only trusted information from news pages or official fan pages on Facebook.</p>
<p>11. Where on Facebook should information about the CSR campaign be posted for you to feel more trust and interest?</p>	<p>Nominal Scale: Official news page, Brand's official fan page, Related community group, KOL's personal page, Other</p>	<p>NGHIÊN CỨU SỰ ẢNH HƯỞNG CỦA MANG XÃ HỘI INSTAGRAM ĐẾN QUYẾT ĐỊNH LỰA CHỌN ĐIỂM ĐẾN DU LỊCH CỦA THẾ HỆ Z</p>	<p>All participants spent most of their time browsing Facebook, but they only trusted information from news pages or official fan pages on Facebook.</p>
<p>12. Level of willingness to share information about V.Rohto's CSR campaign?</p>	<p>Interval Scale: 1. Not at all willing, 2. Slightly willing, 3. Neutral, 4. Willing, 5. Very willing</p>		<p>All participants were willing to share information about the campaign if it provided benefits and if they or their family members were interested. They would not share if the information lacked transparency or if the organizing entity was not reputable.</p>
<p>13. What factors would make you willing to share information about the CSR campaign? (You may choose multiple answers)</p>	<p>Nominal Scale: Campaign provides practical benefits to the community, Involvement</p>	<p>https://www.researchgate.net/publication/271931351_Determinants_of_Sharing_Travel_Experiences_in_Social_Media</p>	<p>All participants were willing to share information about the campaign if it provided benefits and if they or</p>

	of reputable doctors and experts, Transparent and clear information, Reputable organizing entity, You or your family are interested in the campaign		their family members were interested. They would not share if the information lacked transparency or if the organizing entity was not reputable.
14. Would you be willing to share information about the campaign if you see its benefits directly affecting yourself or your family?	Interval Scale: 1. Not at all willing, 2. Slightly willing, 3. Neutral, 4. Willing, 5. Very willing	https://www.researchgate.net/publication/271931351_Determinants_of_Sharing_Travel_Experiences_in_Social_Media	All participants were willing to share information about the campaign if it provided benefits and if they or their family members were interested. They would not share if the information lacked transparency or if the organizing entity was not reputable.
15. If the information about the campaign is unclear or lacks transparency, would you still be willing to share it?	Nominal Scale: Yes, No, Depends on the situation	https://www.researchgate.net/publication/271931351_Determinants_of_Sharing_Travel_Experiences_in_Social_Media	All participants were willing to share information about the campaign if it provided benefits and if they or their family members were interested. They would not share if the information lacked transparency or if the organizing entity was not reputable.

<p>16. Which formats do you prefer for receiving information about CSR campaigns? (You may choose multiple answers)</p>	<p>Nominal Scale: Video, Social media posts, Infographics, Images, Podcast/Audio</p>		<p>Most participants believed that conveying information in video format for a CSR program would be more accessible and evoke emotions better than other formats.</p>
<p>17. How would you rate the accessibility of information in video format?</p>	<p>Interval Scale: 1. Very difficult to access, 2. Difficult to access, 3. Neutral, 4. Easy to access, 5. Very easy to access</p>	<p>Ảnh hưởng của lan tỏa video đến thái độ người tiêu dùng: Nghiên cứu trên nền tảng mạng xã hội</p>	<p>Most participants believed that conveying information in video format for a CSR program would be more accessible and evoke emotions better than other formats.</p>
<p>18. Do you feel that information in video format is more emotionally evocative than other formats?</p>	<p>Interval Scale: 1. Strongly disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly agree</p>	<p>Ảnh hưởng của lan tỏa video đến thái độ người tiêu dùng: Nghiên cứu trên nền tảng mạng xã hội</p>	<p>Most participants believed that conveying information in video format for a CSR program would be more accessible and evoke emotions better than other formats.</p>
<p>19. What do you think is the most important factor in increasing the credibility of a CSR campaign?</p>	<p>Nominal Scale: Involvement of well-known KOLs, Involvement of experts and doctors in the field, Clear and transparent information about the program, Actual campaign results</p>		<p>Participants believed that KOLs mainly played a role in spreading the campaign to a wider audience and enhancing the program's credibility. However, the involvement of renowned experts and doctors in the field would</p>

			increase trust in the program more effectively.
20. Have you seen or read any summary posts after V.Rohto's CSR program ended?	Nominal Scale: Yes, No		Participants believed that a summary after the program's conclusion is important to show the scale of the event, the number of participants, and thereby assess the program's credibility. However, all participants mentioned they had not come across many summary posts from the program.
21. What information would you like the CSR program summary posts to include?	Nominal Scale: Number of participants, Event scale, Participant feedback, Images/videos of program activities, Program results and impact, Opinions from experts and doctors involved in the program		Participants believed that a summary after the program's conclusion is important to show the scale of the event, the number of participants, and thereby assess the program's credibility. However, all participants mentioned they had not come across many summary posts from the program.

$$n = Z^2 \times \frac{p \times (1-p)}{e^2}$$

In which:

- **n**: the sample size to be determined.
- **Z**: the value from the Z-distribution table based on the chosen confidence level. Typically, a 95% confidence level is used, corresponding to $Z = 1.96$.
- **p**: the estimated proportion of success in the sample ($p = 0.16$, based on the estimated data indicating that the age group 20 - 29 accounts for approximately 16% of the national labor force. Source: [General Department of Taxation](#)).
- **e**: the margin of error. Commonly used margin of error rates are 0.01 (1%), 0.05 (5%), and 0.1 (10%), with the most common being 0.05.

Thus: **$n \approx 206$**

Therefore, I decided that the survey for this research would be conducted with a sample size of 206 elements.

CHAPTER 4.

RESEARCH RESULTS

1. Survey Sample Characteristics ([Supporting file](#))

The sample was collected using a convenience sampling method in the form of a survey questionnaire. After removing invalid responses, 212 valid questionnaires were included in the quantitative analysis.

Table 4.1. Data Collection Methods by Sample Size

Data Collection Method	Number Distributed	Number of Responses	Number Valid
Online Survey	400	325	212

1.1. Information of Research Subjects

1.1.1. Gender Ratio of the Sample

Table 4.2. Gender Ratio of the Sample

No.	Gender	Quantity	Ratio (%)
1	Female	108	50,9
2	Male	104	49,1
3	Total	212	100,00

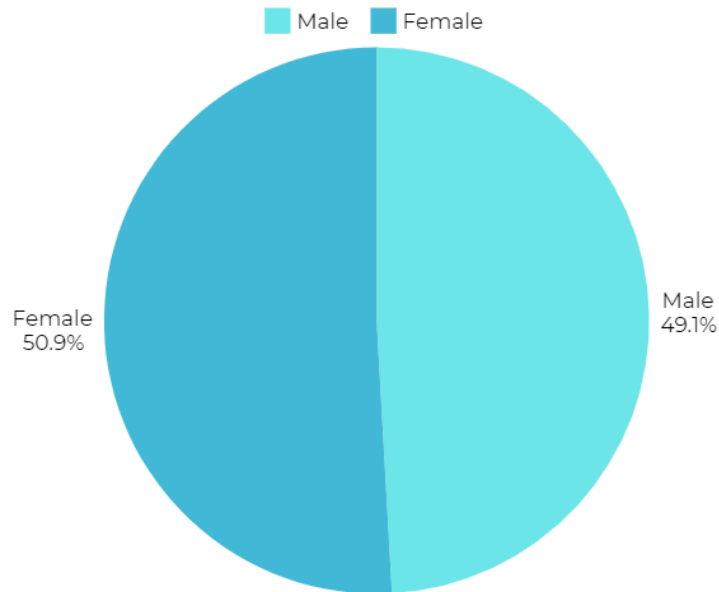


Figure 4.1. Chart Showing the Gender Ratio of the Sample (Percentage)

Comments:

Based on the population statistics of Ho Chi Minh City by gender, the research team found that the surveyed sample had approximately 50.9% female and 49.1% male. Therefore, with a sample size of 212, the survey was conducted on 204 females (51%) and 196 males (49%).

(Source: Statistical data reference from Ke Hoach Viet, (2021), Latest Population Statistics of Ho Chi Minh City by Age, retrieved from <https://kehoachviet.com/>)

1.1.2. Age of the Sample

According to the *General Department of Taxation*, the age group of 21-29 is estimated to account for about 16% of the national labor force. After excluding subjects who did not fall within this age range, the research team summarized the results in the following table.

Table 4.3. Sample Statistics by Age Group

No.	Age Group	Quantity	Ratio (%)
1	18 - 20 years	9	4,2
2	21 - 29 years	201	94,8

3	Over 30 years	2	0,9
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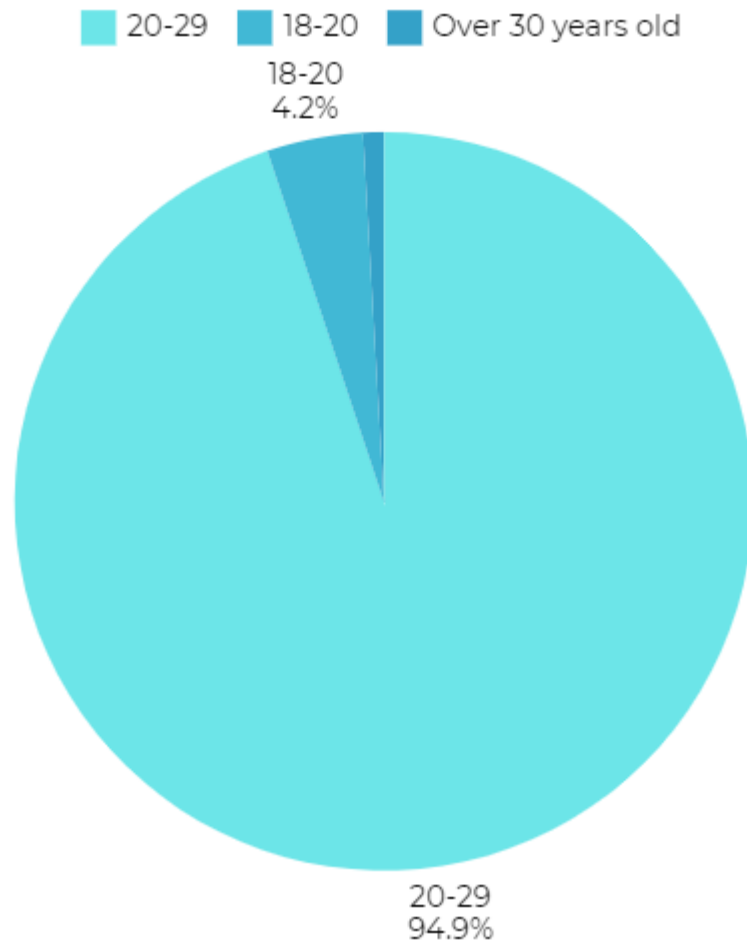


Figure 4.2. Chart Showing Sample Statistics by Age Group (Percentage)

Comments:

Based on the chart: the 18-20 age group accounted for 4.2%, the 21-29 age group accounted for 94.8%, and those over 30 years old accounted for 0.9%. Therefore, with a sample size of 212, the survey included 9 people from the 18-20 age group (4.2%), 201 people from the 21-29 age group (94.8%), and 2 people from the over 30 age group (0.9%).

(Source: Statistical data reference from Ke Hoach Viet, (2021), Latest Population Statistics of Ho Chi Minh City by Age, retrieved from <https://kehoachviet.com/>)

1.2. Awareness of Participation in V.Rohto's CSR Campaign

1.2.1. Awareness Rate of V.Rohto's CSR Campaign through Media

Channels

According to survey data, the media channel through which most people heard about V.Rohto's CSR campaign was Facebook, at 72.2%, followed by TikTok at 53.3%, as shown in the table below.

Table 4.4. Awareness Rate of V.Rohto's CSR Campaign through Media Channels

No.	Media Channel	Quantity	Ratio (%)
1	Facebook	153	72,2
2	News	94	44,3
3	TikTok	113	53,3
4	None	3	1,5

Comments:

According to the survey chart, it can be concluded that Facebook was the most consulted media channel since 72.2% of the respondents reached V.Rohto's CSR campaign through it. Medium Tiktok also had a reasonable percentage of 53.3% market segment with news outlets coming third with 44.3%. This means that popular social media platforms especially Facebook and Tiktok are becoming effective in passing V.Rohto's CSR information to the intended audience. Nevertheless, the proportion of the audience who, however considerable, knew about the campaign through news channels, though fairly high, was nonetheless lower when compared to social media. This may imply that the multi-channel use has not been perfected as much as it should be or there are some changes needed to operate efficiently.

Facebook and TikTok are two platforms with a huge generation Z and millennials population which deviates from the objective of marketing towards younger users

who frequently consume health products such as eye drops. Equally relevant, awareness of CSR services including the services for screening for cataracts and surgery for turning users in community to share and participate in these activities is important. At the same time the proportion of users who found out about the campaign through news channels indicates that basic channels still possess effectiveness in obtaining older demographics dispelling audiences.

According to the feedback given above, it would make sense to maintain the orientation of the new communication plan regarding social networks, such as Facebook or TikTok, while benefiting from more specific content for each of these platforms. Simultaneously, goal settings should involve enhancing and consolidating the positioning on the news channels to engage older demographics. The emphasis of the campaign promotion must include the information regarding the social significance of the CSR events held by V.Rohto, including the invitation to help and participate or respond on V.Rohto's medical assistance promotion programs.

Therefore, the primary goal of the next communication plan should be development of multi-channel strategy taking advantage of popular Internet options as social media networks while resorting to traditional communication types for more effective dissemination of the CSR campaign.

1.2.2. Participation Rate in Any Activity of V.Rohto's CSR Campaign

Table 4.5. Participation Rate in Any Activity of V.Rohto's CSR Campaign

N o.	Activity	Quantity	Ratio (%)
1	Cataract eyes surgery	57	26,9
2	School eyes check	70	33
3	Greentour	108	50,9
4	No Participation	64	30,2

This chart demonstrates that Greentour had the highest percentage of participation rate, accounting for 50.9%, while other CSR activities directly involved in eye health,

such as school eyes check and cataract eyes surgery, had participation rates of 33% and 26.9%, respectively. Surprisingly enough, 30.2% of the respondents had never participated in any CSR activity. These results thus indicate that while the campaign has enjoyed certain successes, particularly through Greentour, a big proportion of people are yet to be reached or have not participated in important medical activities like eye screenings and cataract surgeries.

The results of this survey indicate that participation rates in CSR activities for eye health have not been as they should be; this is due to a lack of proper communication with the target audience or misunderstanding the motive behind taking part in this, regarding the campaign to participate in cataract screenings and surgeries. Besides, the high participation rate in Greentour would suggest participants' interest in the environmental nature of CSR activities, hence providing an opportunity for eye health messages to be integrated with environmental activities in order to attract more interest.

Future communication campaigns should be focused on building more substantial content related to eye health benefits to raise awareness and increase user participation in eye screenings and cataract surgeries. Utilize Facebook and TikTok as highly effective social media channels for this audience to create engaging and easy-to-comprehend content about the importance of eye care. Furthermore, combining environmental and health activities into a single campaign will also be an effective means of securing involvement and spreading the message of CSR.

New communication plan needs adjustments to further promote cataract screenings and surgeries while maintaining the attractiveness of social activities like Greentour to achieve more comprehensive communication effectiveness for V.Rohto's CSR campaign.

1.3. Previous Situation of the CSR Campaign

Situation: Helps understand the previous situation of the CSR campaign through the analysis of data, metrics, and feedback from the target audience.

1.3.1. Recall Rate of the Main Message of the CSR Campaign

Table 4.6. Recall Rate of the Main Message of the CSR Campaign

STT	Response	Quantity	Ratio (%)
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1	No	180	85,7
2	Yes	30	14,3
3	Total	210	100,00

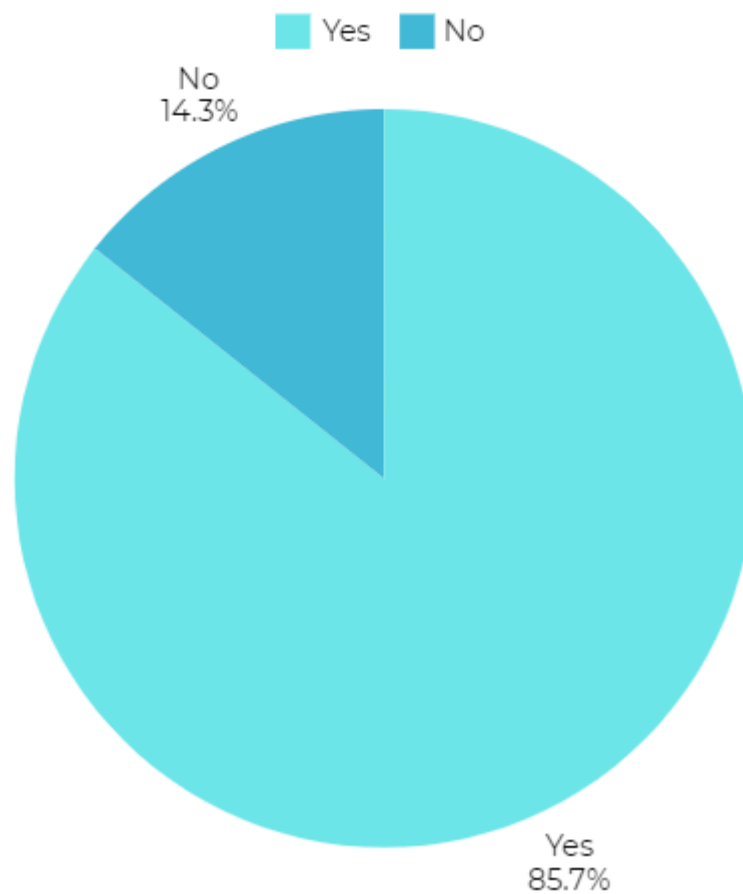


Figure 4.3. Chart Showing the Recall Rate of the Main Message of the CSR Campaign (Percentage)

Comments:

Through the results of the survey, up to 85.7% of the participants remembered the main message of the V.Rohto CSR campaign. That is quite a positive figure, showing that through this campaign its message was effectively delivered and highly memorable for the greater number of those exposed to it. At the same time, 14.3% could not recall the main message, underlining that there is still leeway for betterment

in terms of possibilities for reaching and actively engaging parts of the target audience.

Though the results depict a high message recall rate, further analysis needs to be made whether or not the message has reached the right target group, particularly the users of V. Rohto's eye drop products and those likely to share or register for cataract screenings. Messages must match consumers' specific issues and needs for the effectiveness of the campaign to take center stage.

1.3.2. Rate of Feeling that the Campaign Message is Clear and Convincing

Table 4.7. Rate of Feeling that the Campaign Message is Clear and Convincing

No.	Response	Quantity	Ratio (%)
1	Yes	201	95,3
2	No	10	4,7
3	Total	211	100,00

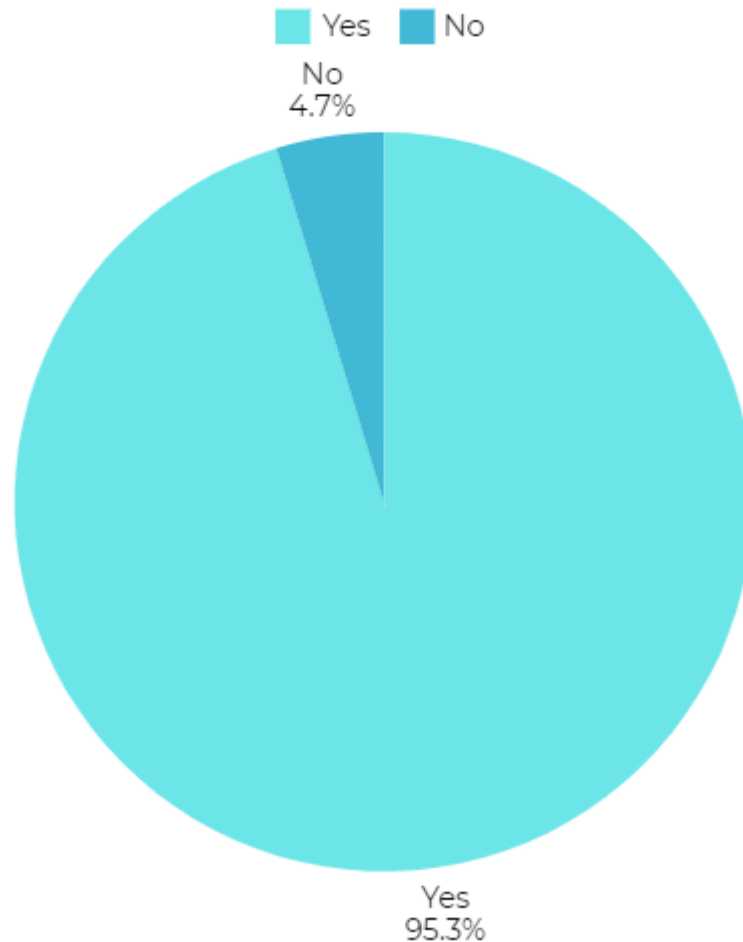


Figure 4.4. Chart Showing the Rate of Feeling that the Campaign Message is Clear and Convincing (Percentage)

Comments:

The survey shows that 95.3% of the respondents were of the opinion that the message "Thay la hanh phuc" from V.Rohto's CSR campaign was clear and convincing. This then gives the argument that the campaign really sent out a very humane, clear, and understandable message, and one that convinced the greater majority of people. Indeed, this result is quite positive, as it implies the message of the campaign was crafted and conveyed in a very effective way.

This also suggests that for clear messaging, people and users in need of cataract surgery programs were well reached out to in this campaign. The high Share Rate further ensures that this CSR campaign has touched not only the emotions of its users but was highly effective in persuading users for certain actions, such as sharing or participating in the CSR programs offered by V. Rohto.

1.3.3. Level of Perceived Positive Impact of the CSR Campaign on the Community

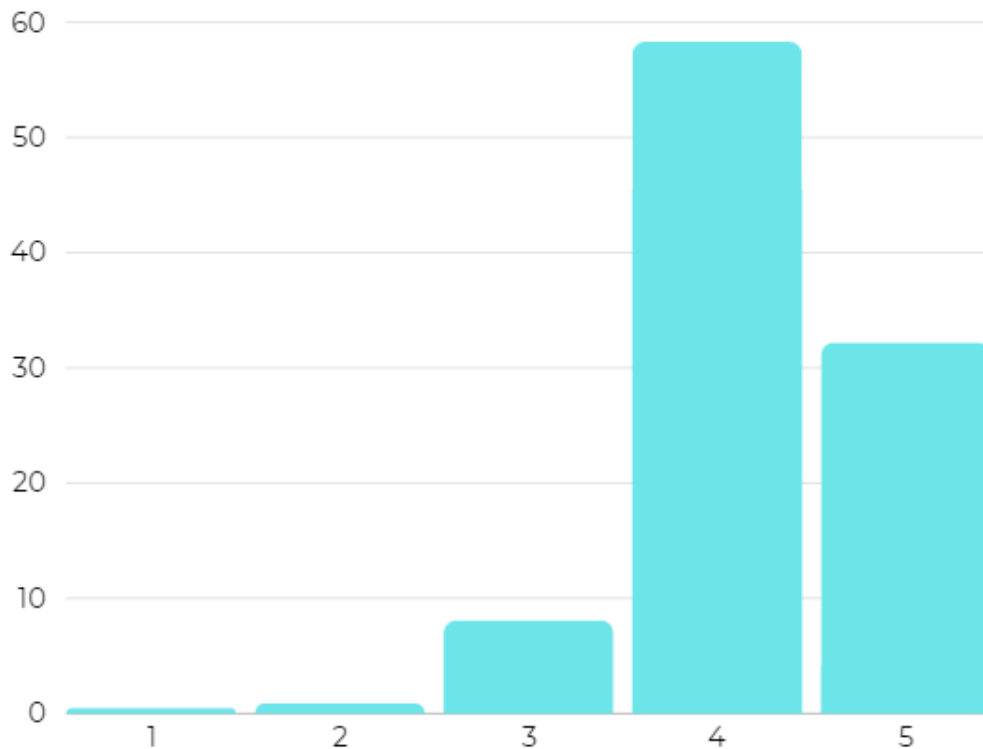


Figure 4.5. Chart Showing the Level of Perceived Positive Impact of the CSR Campaign on the Community

Comments:

The result clearly shows that 58.3% of the participants appraised the positive impact of V. Rohto's CSR campaign upon the community at level 4 from the 5 levels, and 32.2% rated it at the highest level, meaning level 5. This can be taken to mean that the CSR campaign of V. Rohto has made significant and positively perceived impacts on the community. Only about 1.4% judged the impact to be low, with ratings of 1 and 2, indicating that the majority of respondents had a pretty positive perception of the campaign.

The high level of awareness about the campaign's impact being positive, fronted by the CSR campaign, clearly indicates that the target audience identified the real value brought forth by the campaign to the community regarding medical support for eye care among the less fortunate. As such, this substantiates that the message and

aims of the campaign were well projected, and the campaign served to sensitize the communities about eye health care.

1.3.4. General Conclusion

These results mean that the CSR campaign of Rohto Vietnam really communicated its message to the public effectively, and as such had a positive impact on the community as well. A majority of respondents clearly remembered what the main message was and found it clear and convincing. That would be clear evidence of how effective the communication strategy previously adopted was.

However, a few small sectors definitely did not get the memo. It is recommended that the communication strategies should be promoted by adding more visual and emotional features to make remembering the message more possible, especially through digital channels.

1.4. Objectives of the Next Phase of the CSR Campaign

Objectives: Help clearly define specific goals for the next CSR campaign, thereby guiding the development of an appropriate communication strategy.

1.4.1. Level of Trust in V.Rohto's CSR Program When Knowing It Is Organized by a Reputable Entity

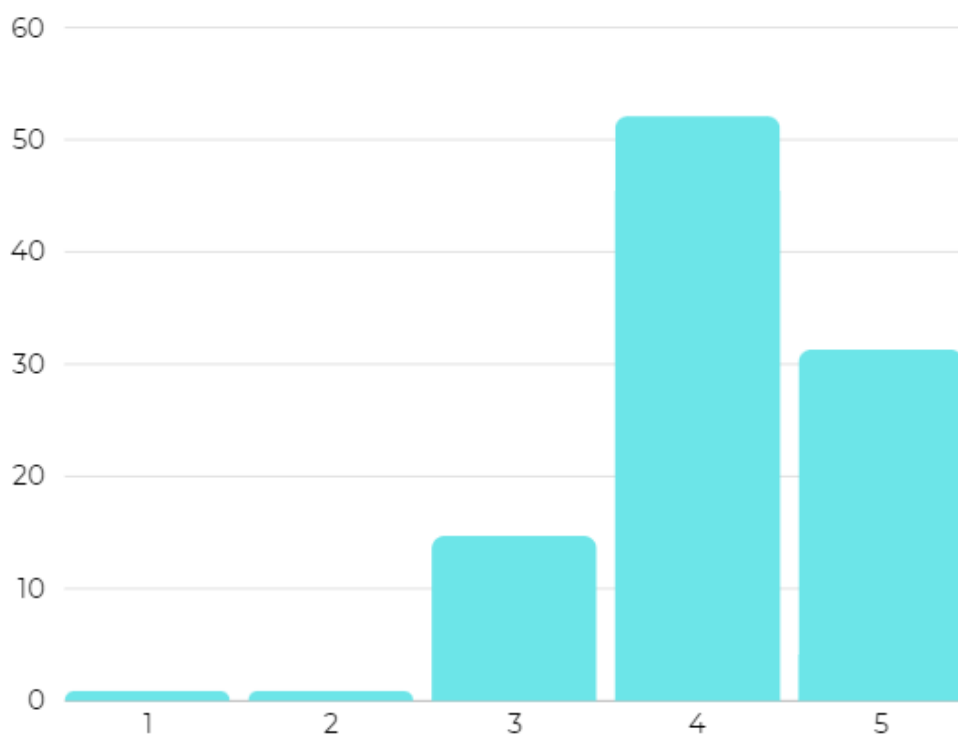


Figure 4.6. Level of Trust in V.Rohto's CSR Program When Knowing It Is Organized by a Reputable Entity

Comments:

- 52.1% of participants rated their level of trust as 4 out of 5.
- 31.3% gave the highest trust rating of 5 out of 5.
- Only 14.7% rated it at an average level of 3 out of 5, and almost no one gave a low rating, with just 0.9% rating it at 1 and 2.

These Indicate that consumers do have a really high level of trust in cases when the entity organizing the CSR campaign is reputable. This serves as a very good signal, demonstrating community trust in V.Rohto Vietnam and the values brought into the community through the program. Furthermore, over 83% rated their level of trust as 4 and above; this would be a very good investment to further expand and increase community participation in the campaign.

The data also allowed setting very concrete objectives for the next campaigns. V.Rohto Vietnam could emphasize more the credibility of the organizing entity in the future, as such would not only help improve the trust, but it also could attract more people to get free medical programs.

1.4.2. Level of Trust in Participating in V.Rohto's CSR Program When There Is Involvement of Doctors and Industry Experts

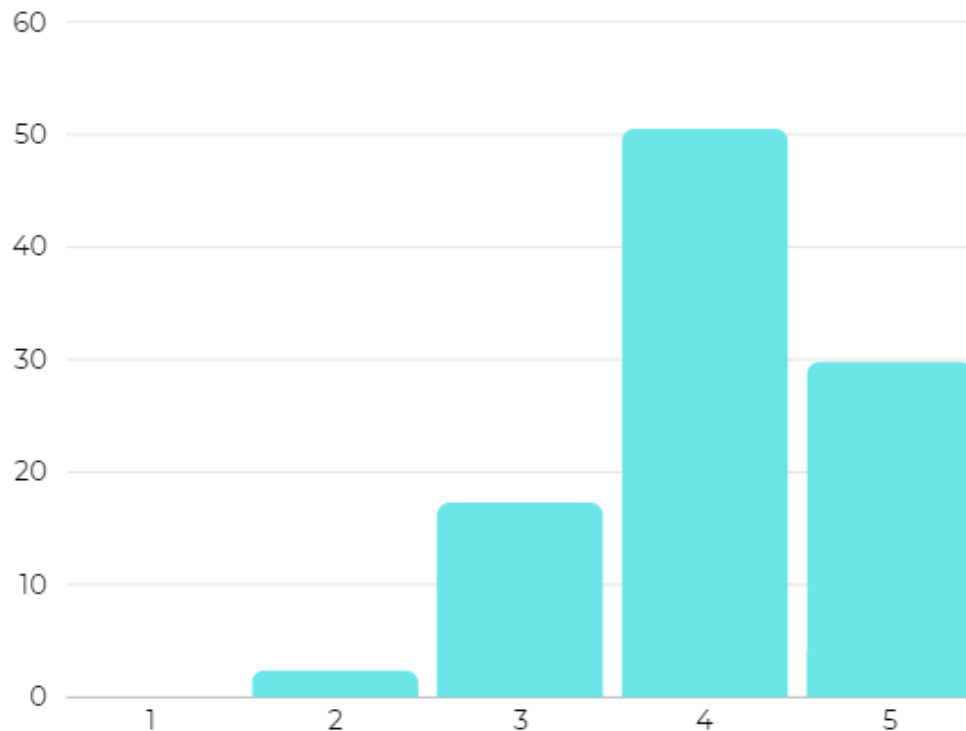


Figure 4.7. Level of Trust in Participating in V.Rohto's CSR Program When There Is Involvement of Doctors and Industry Experts

Comments:

- 50.5% of participants rated the influence level as 4 out of 5.
- 29.8% gave the highest influence rating of 5 out of 5.
- 17.3% rated it at an average level of 3 out of 5, and only 2.4% gave a low rating of 2.

These show that the engagement with experts and doctors means a lot and plays a major role in community trust in the activities of V.Rohto Vietnam pertaining to CSR. More than 80% chose the influence of doctors and experts as 4 or above when deciding to participate in the program. This demonstrates that working with renowned and respectful healthcare experts develops good trust and increases persuasiveness in engaging consumers in such community activities.

1.4.3. Level of Willingness to Share V.Rohto's CSR Program When There Is Involvement of Doctors and Industry Experts

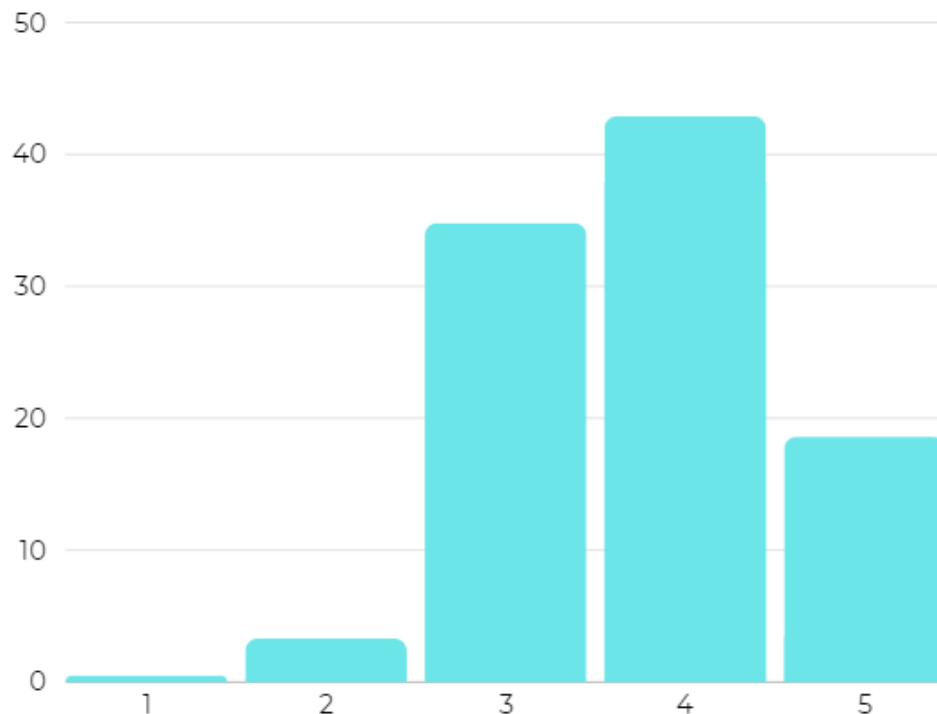


Figure 4.8. Level of Willingness to Share V.Rohto's CSR Program When There Is Involvement of Doctors and Industry Experts

Comments:

- 42.9% of respondents were willing to share information at a level of 4 out of 5.
- 18.6% were completely willing to share at a level of 5 out of 5.
- 34.8% rated their willingness to share at an average level of 3 out of 5, and only 3.3% rated it at a low level.

The survey results indicate that more than 60% of the respondents were willing to share information about the CSR campaign after knowing that doctors and experts were behind the campaign. In fact, with medical experts on board, the campaign builds not only trust but may also inspire consumer advocacy.

However, only 34.8% of participants rated their willingness to share as average. It means for better coverage of the campaign, at least in the aspect of approaching

and encouraging consumers to share information with the community, the communication strategy has to be more optimized.

1.4.4. General Conclusion

Results from all three questions indicate that trust and involvement by medical experts are indispensable in the encouragement of community participation in the CSR activities. To put it simply, it can be said that when consumers know the program is organized by a reputable entity and involves experts, they are more willing to share information and participate in an active way.

The level of trust, when knowing the program is organized by an entity holding a high level of reputation, is on mean 4.1/5, while the influence level of the doctors and the experts is also around 4.1/5. At the same time, the level of willingness to share information, when having doctors and experts involved, is 3.9/5. Based on these results, the level of trust and support among consumers is considered relatively high but improvements should be taken for increasing sharing of information.

1.5. Overall Approach to Target Audience

Strategy: Provide an overall approach to target the audience and achieve the set communication objectives.

1.5.1. Average Daily Time Spent Browsing Facebook

Table 4.8. Average Daily Time Spent Browsing Facebook

N o.	Duration	Quantity	Ratio (%)
1	Less than 1 hour	11	5,2
2	1-2 hours	50	23,7
3	2-4 hours	109	51,7
4	More than 4 hours	41	19,4

Comments:

●51.7% of survey participants reported spending 2-4 hours per day browsing Facebook.

●23.7% spent 1-2 hours per day.

●19.4% spent more than 4 hours per day.

●Only 5.2% of participants spent less than 1 hour per day on Facebook.

Results of the survey show that the target audience uses Facebook quite frequently; over 75% of those surveyed reported using the social networking site for at least 2 hours per day. This means that Facebook is an important, possibly very strong form of communication for reaching and engaging the target audience.

The result of this will therefore firmly establish a foundation of Facebook being the primary tool on which the upcoming CSR communication campaign should anchor its attention. This is attributed to the fact that such content, targeting the time and usage habits of the audience, can effectively create better communication, improve awareness, and encourage community participation in CSR activities.

1.5.2. Frequency of Accessing News Pages or Official Fan Pages on Facebook

Table 4.9. Frequency of Accessing News Pages or Official Fan Pages on Facebook

N o.	Frequency	Quantity	Ratio (%)
1	Never	3	1,4
2	Rarely	28	13,3
3	Sometimes	79	37,6
4	Frequently	79	37,6
5	Very Frequently	21	10

Comments:

- 37.6% of survey participants reported sometimes accessing news pages or official fan pages on Facebook.

- Another 37.6% responded that they accessed them frequently.
- 13.3% accessed them rarely.
- 10% reported accessing them very frequently.
- 1.4% never accessed them.

Results clearly indicated a tendency to frequently or very frequently access news pages or official fan pages by the respondents, as 47.6% of the Facebook users do so. This would be indicative of the high potential of official fan pages to turn into one of the major channels for reaching the target audience of the CSR campaign.

Facebook could be used as an effective channel of communication in providing information about the CSR campaign to attract participants, as it was estimated that almost 75% of users access these pages at least occasionally. This will help V.Rohto Vietnam to optimize reach and improve interaction with consumers.

1.5.3. Level of Trust and Interest in Pages Posting CSR Campaign Information

Table 4.10. Level of Trust and Interest in Pages Posting CSR Campaign Information

N o.	Page Type	Quantity	Ratio (%)
1	Official News	128	61,2
2	Brand's Official Fanpage	166	79,4
3	Community Groups	88	42,1
4	Personal Page of KOLs	69	33

Comments:

- 79.4% of survey participants chose the brand's official fan page as the place where they felt the most trust and interest.
- 61.2% selected the official news page.
- 42.1% felt that related community groups were suitable for posting CSR campaign information.
- 33% chose the personal page of KOLs as a place that could create trust and interest for the campaign.

The survey results point out that the official fan page of the brand is the most important communication channel in building trust and catching interest among the target audiences, as 79.4% chose this channel. It shows that the official fan page needs to be invested in with heavy content and messaging to ensure its effectiveness in reaching the customers.

Besides that, official news pages also have a very important role in ensuring that 61.2% of the users felt more trust when the information was placed on such pages. That is, the need to collaborate with reputable media channels for message strengthening and building trust in the CSR program.

Community groups about the product, and the personal pages of KOLs also spread information to some extent, but they are not main channels to build trust. This probably represents their idea that they want to get information from sources that have higher interaction and credibility.

1.5.4. Level of Willingness to Share Information About the CSR Campaign

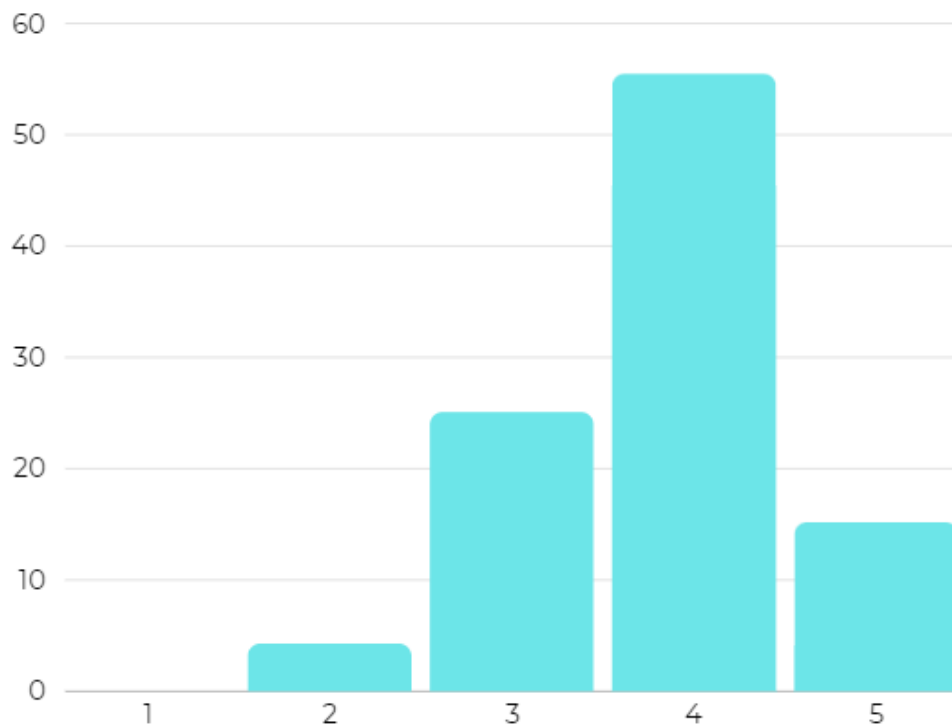


Figure 4.9. Level of Willingness to Share Information About the CSR Campaign

Comments:

- 55.5% of survey participants indicated that they were willing to share information at a level of 4 out of 5.
- 15.2% were fully willing to share at the highest level of 5 out of 5.
- 25.1% rated their willingness to share at an average level of 3 out of 5.
- Only 4.3% of participants indicated a willingness level of 2 out of 5, and 0% were unwilling to share.

From the survey, it can be observed that more than 70% of the participants are willing to share information about the CSR campaign of V.Rohto at a fairly high to very high level - from 4-5 out of 5. This would be considered quite a good positive outcome, as it signals that the CSR campaign has left a good impression and has been able to raise interest among its target customers.

However, 25.1% of participants still rated their willingness to share as average, indicating that there is still room for increasing the eagerness of consumers in participating in information diffusion. This we shall be able to achieve once we make the message more available and relevant to them.

1.5.5. Factors That Encourage Willingness to Share Information About the CSR Campaign

Table 4.11. Factors That Encourage Willingness to Share Information About the CSR Campaign

N o.	Factor	Quantity	Ratio (%)
1	Campaign provides practical benefits to the community	88	41,7
2	Involvement of reputable doctors and experts	126	59,7
3	Clear information	91	43,1
4	Organized by a reputable entity	73	34,6
5	You or your family are interested in the campaign	116	55

Comments:

- 59.7% of survey participants stated that they were willing to share information if there was involvement from reputable doctors and experts.

- 55% of respondents would share information if they or their family members were interested in the campaign.

- 43.1% said that transparent and clear information would make them more willing to share.

- 41.7% indicated that practical benefits to the community were a motivating factor for sharing.
- 34.6% chose the reputation of the organizing entity as an important factor.

Results also showed that the involvement of reputable medical experts ranked highest with regard to influencing a decision to share information about V. Rohto's CSR campaign. This really points to the importance of a collaboration with reputable experts so that trust can be created and message dissemination encouraged.

Another important driver here is the interest expressed by family or friends, as claimed by 55% of the participants. This points out that emotional and personal relationship factors turn out to be a very relevant promoter of the sharing behavior.

Also, clear and transparent information has an abnormally high impact on the willingness to share by consumers. This points out that there should be provided clear and transparent information regarding the details of the campaign and just exactly how it will benefit society practically.

The practical benefit to the community also enjoyed remarkable attention; this echoes that what is in the mind of the consumers' minds is to feel that the CSR campaign leaves a tangible value to society.

1.5.6. Level of Willingness to Share Information About the CSR Campaign If Its Benefits Directly Affect You or Your Family

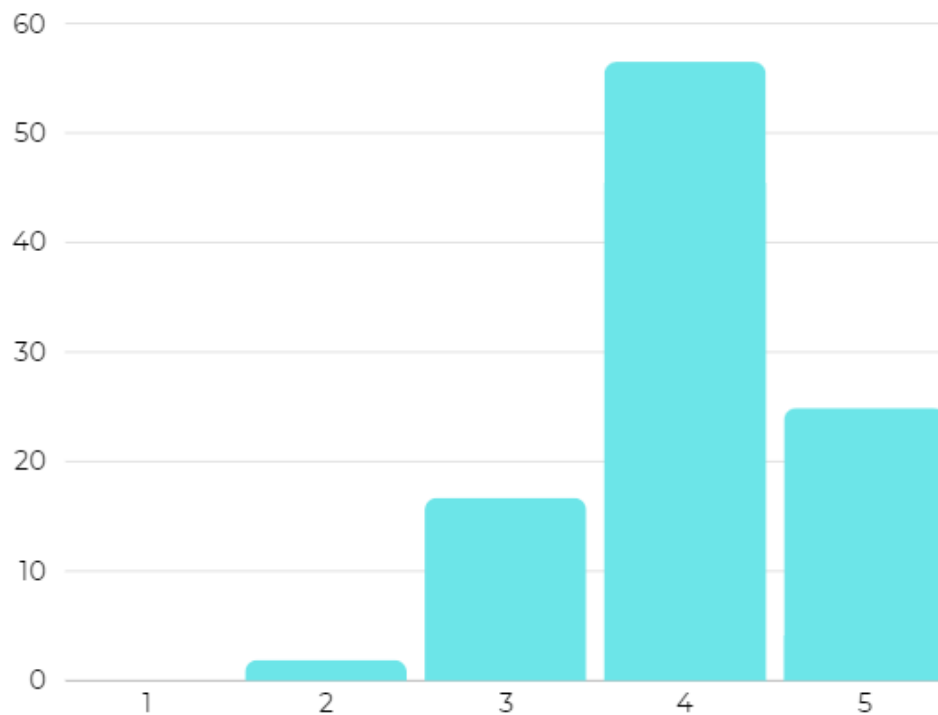


Figure 4.10. Level of Willingness to Share Information About the CSR Campaign if Its Benefits Directly Affect You or Your Family

Comments:

- 56.5% of survey participants indicated that they were willing to share information at a level of 4 out of 5 if the campaign's benefits directly affected themselves or their family.
- 24.9% were completely willing to share at the highest level of 5 out of 5.
- 16.7% rated their willingness to share at a level of 3 out of 5.
- Only 1.9% rated their willingness to share at a level of 2 out of 5, and 0% rated it at the lowest level.

These findings of the survey show that personal or family direct benefits are one of the biggest motivational factors to inspire the sharing behavior of the CSR campaign. As a matter of fact, as evidenced, more than 80% show their readiness to share at level 4 and 5 out of 5, which reiterates that at times when they have more practical value for themselves or their loved ones, the consumers are bound to enthusiastically participate and spread the word.

Besides, it follows from the results that 16.7% of the respondents assessed their willingness to share as average; in all probability, this group appreciated the benefits of the Campaign and yet required further enlightenment and persuasion on their willingness to share.

1.5.7. Rate of Willingness to Share When Campaign Information Is Unclear or Lacks Transparency

Table 4.12. Rate of Willingness to Share When Campaign Information Is Unclear or Lacks Transparency

No.	Response	Quantity	Ratio (%)
1	Yes	48	23,1
2	No	92	44,2
3	Depends	68	32,7

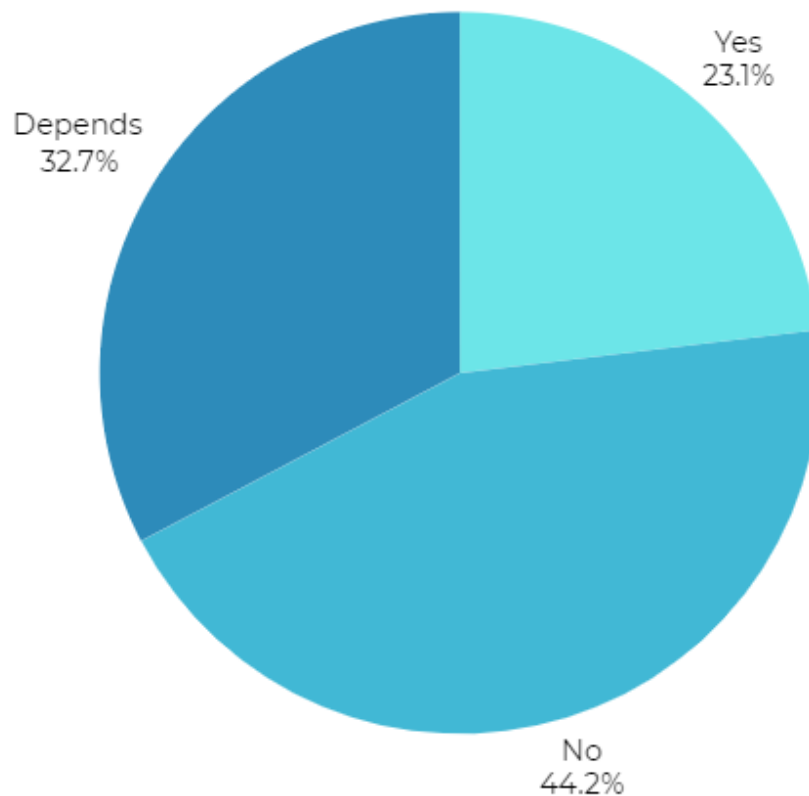


Figure 4.11. Chart Showing the Recall Rate of the Main Message of the CSR Campaign (Percentage)

Comments:

- 44.2% of participants indicated that they were unwilling to share information if it was unclear or lacked transparency.
- 23.1% stated that they were willing to share even if the information was unclear.
- 32.7% said that sharing information depended on the situation, meaning it was contingent on circumstances or the reliability of other factors.

These results of the survey really show that information clarity and transparency are important in developing consumer behavioral intention to share the information. In fact, 44.2% of participants indicated that they would not be willing to share if the information is ambiguous; it evidences that the message has to be clearly and reliably brought to the community to gain their support and dissemination.

Also, 32.7% felt that sharing depended on the circumstances of how other factors may arise to ensure that this decision is given even if transparency remains a decisive factor.

1.5.8. General Conclusion

It can be observed from the results that Facebook is an important channel of communication, considering that 51.7% of the users spent 2-4 hours browsing Facebook each day. Moreover, most of the targeted groups accessed news pages or official fan pages very often. The official fan page for the brand and reliable news websites are the trusted channels a consumer would have interest in and indicate reliability of platforms where information should be posted.

It involves medical experts, direct benefits to participants and their family members, and transparency of information. However, in the event of unclear or non-transparent information, 44.2% of the respondents stated that they did not want to disclose anything. That underlines the need for transparency in the communication message.

A lot of investment should be put into the official fan page in terms of content such as images, videos, and messages. This will help in building users' trust, which will enhance interactivity. Messages of communication should outline the involvement of reputable doctors and medical experts as a way of creating trust and encouraging users to share information. It should also ensure that all information on the campaign-objectives, outcomes, and benefits-should be provided transparently and clearly for consumer trust. The direct benefits to oneself or family members should be emphasized in order to raise one's motivation to share such information. Success stories of people helped can be highlighted for such benefits. This will increase the visibility and interest of the consumer when information is published on official news pages and related community groups.

1.6. Detailing the Strategy

Tactics: Detail the strategy into specific actions, such as selecting communication channels, messages, and communication activities.

1.6.1. Preferred Information Formats for Receiving Campaign Information

Table 4.13. Preferred Information Formats for Receiving Campaign Information

No.	Formats	Quantity	Ratio (%)
1	Video	159	75,4
2	Social media posts	99	46,9
3	Infographic	39	18,5
4	Images	157	74,4
5	Podcast/ Âm thanh	14	6,6

Comments:

- 75.4% of survey participants stated that they preferred receiving information through videos.

- 74.4% chose images.

- 46.9% preferred receiving information through social media posts.

- 18.5% chose infographics.

- 6.6% of participants preferred podcasts/audio.

It can be gauged from the results that the two most preferred formats for communication of the information of the CSR campaign are videos and images, which have been chosen by 75.4% and 74.4%, respectively. This says a lot about how visual and various forms of information are important to really capture the attention of and involve the target audience.

Social media posts are another popular format, by almost 47% of participants. This is an important fact when choosing communication channels, especially for creating informational, easily shareable content.

This means that only a few participants preferred the format of infographics and podcasts/audio, which is less welcomed or not aligned with the information-receiving habits of the target audience in the context of the CSR campaign.

1.6.2. Accessibility of Information in Video Format

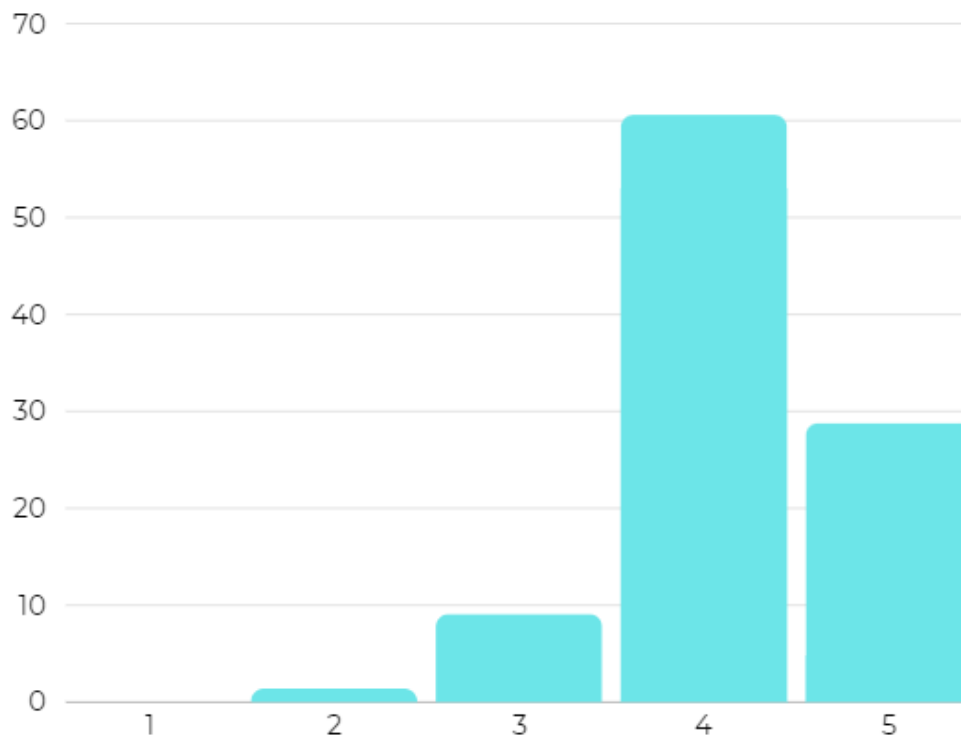


Figure 4.12. Accessibility of Information in Video Format

Comments:

- 60.6% gave a rating of 4 out of 5 for the accessibility of information in video format.
- 28.8% of them rated it as high as 5 out of 5.
- 9.1% gave a rating of 3 out of 5.
- 1.4% rated it as 2 out of 5 while none rated at the lowest level of 1 out of 5.

This means that most of the respondents chose video as being easy to access and an effective way to gain information about the CSR campaign at 60.6% and 28.8%, respectively. The findings keep on indicating that video plays a very important role in effectively and easily attracting the targeted audience and conveying messages to them.

This becomes evident when only 1.4% of the respondents voted for the accessibility of video in level 2 out of 5 and 0% in level 1 out of 5, which designates that video is an appropriate and preferred format for the CSR communication campaign. This format will help create better interaction and make information more accessible compared to other formats.

1.6.3. Level of Emotional Impact of Videos Compared to Other Formats

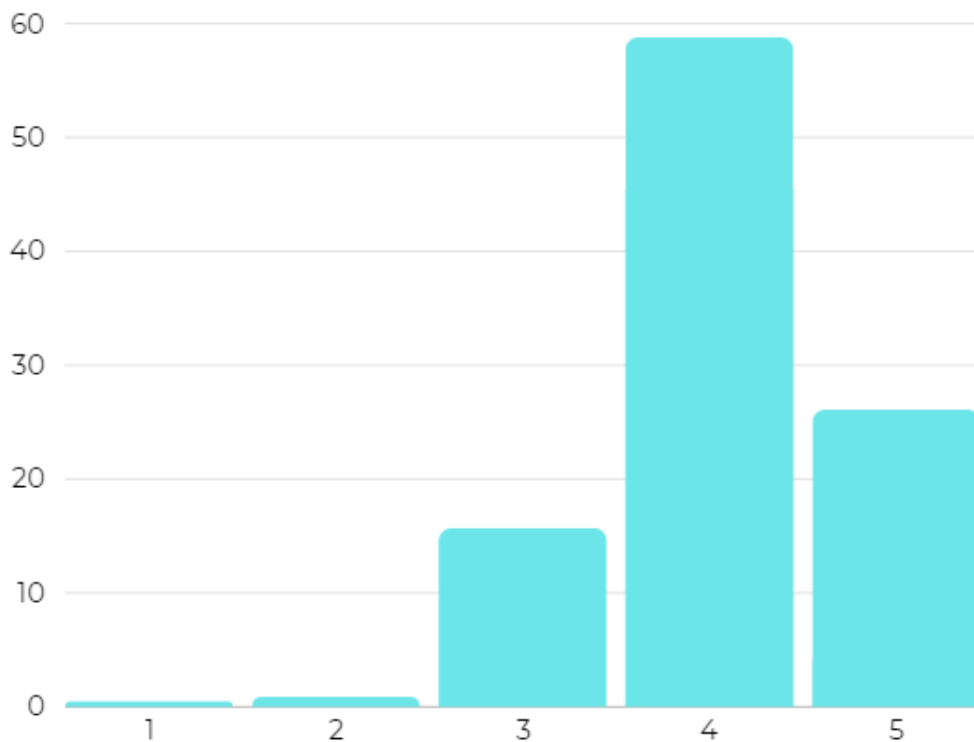


Figure 4.13. Emotional Impact of Videos Compared to Other Formats

Comments:

- 58.8% gave level 4 out of the possible 5 in the emotional impact of videos.
- 26.1% rated it at a rating of 5 out of 5.
- 13.7% rated it at a level of 3 out of 5.
- Only 0.9% and 0.5% of participants rated emotional impact at levels 2 and 1 out of 5, respectively.

The results revealed that the majority, 84.9%, ranging from level 4 to level 5, regarded video as more emotionally engaging as opposed to other formats. This

underlined the function of videos in providing information and bringing one closer to the audience emotionally.

Of these, the emotional impact of videos is an important factor that can help consumers perceive the human value and significance of the CSR campaign.

Indeed, the fact that as few as 1.4% rated videos at a low level (1 and 2 out of 5) means this is not a big problem, and videos are still one of the most effective ways to communicate emotional messages.

1.6.4. The Most Important Factor to Increase the Credibility of the CSR Campaign

Table 4.14. The Most Important Factors to Increase the Credibility of the CSR Campaign

N o.	Factor	Quantity	Ratio (%)
1	Involvement of famous KOLs	104	49,3
2	Involvement of experts and doctors in the field	150	71,1
3	Clear and transparent information about the program	129	61,1
4	Actual results of the campaign	65	30,8

Comments:

- 71.1% of participants indicated that the involvement of experts and doctors in the field was the most important factor for increasing the credibility of the campaign.

- 61.1% rated clear and transparent information about the program as an important factor.

- 49.3% chose the involvement of famous KOLs.

- 30.8% rated the actual results of the campaign as an important factor.

As shown from the survey results, the involvement of medical experts and doctors is very important to give more credence to the CSR campaign, as 71.1% of participants chose this option. This indicates a strong emphasis on collaboration with healthcare experts in building trust in the community, especially in terms of health care.

Equally rated high and, thus, an important variable that enhances trust and credibility, was clear and transparent information about the program at 61.1 percent. This means that throughout the campaign, there has to be clear and transparent information.

Famous KOLs involvement takes 49.3%, while the actual result of the campaign occupies 30.8%; in this situation, these factors are relevant but not rated as highly as the two mentioned above. This means that consumers are more interested in the professionalism and transparency of the campaign than in the influences the KOLs may have.

1.6.5. General Conclusion

Videos and images are some of the most powerful and effective formats of communication in reaching the target audience for the V.Rohto CSR campaign. Building stronger collaboration with medical experts and making the information more transparent will surely raise the credibility of the messages of the campaign. From the above suggestions, we believe V.Rohto's CSR campaign would attain high reach, community trust, and active engagement in the activities of the program. These will help to set up a brand image that is trustworthy and humanitarian in the field of eye health care.

1.7. Monitoring and Evaluating the Campaign's Effectiveness

Control: Implement measures to monitor and evaluate the effectiveness of the campaign, allowing timely adjustments if necessary.

1.7.1. Rate of Participants Who Have Seen or Read Summary Posts After V.Rohto's CSR Campaign Concluded

Table 4.15. Rate of Participants Who Have Seen or Read Summary Posts After V.Rohto's CSR Campaign Concluded

No.	Response	Quantity	Ratio (%)
1	Yes	170	80,6
2	No	41	19,4
3	Total	211	100

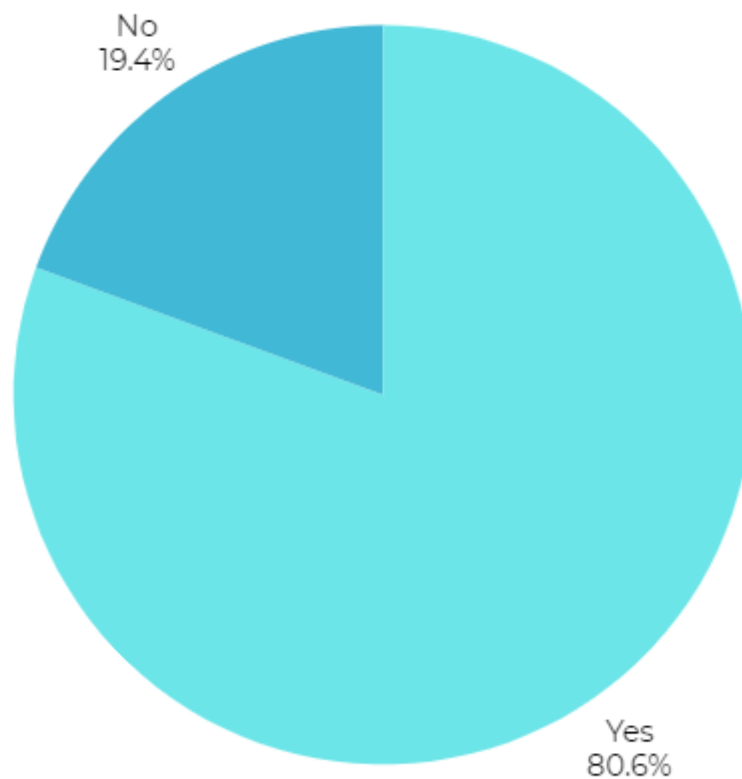


Figure 4.14. Rate of Seeing or Reading Summary Posts After the End of V.Rohto's CSR Campaign (Percentage)

Comments:

- 80.6% of participants answered "Yes," indicating they had seen or read summary posts after V.Rohto's CSR campaign ended.
- 19.4% answered "No," meaning they had not seen or read any summary posts.

These results show that 80.6% of the participants had viewed the summary posts after the end of the CSR campaign, indicating that the summaries were well-communicated and helping consumers to identify activities and results from the campaign. However, 19.4% of participants neither viewed nor read these posts. This may suggest that some consumers were not reached due to lacking proper distribution channels or possibly insufficient media exposure.

It is a good move in terms of transparency since posting summary posts would enable the target audience to understand what the output of the campaign was. It is also one of the most important factors in developing credibility for the CSR campaign, based on the results of the earlier survey on the need for appropriate and transparent information.

1.8. Implementing the Established Tactics and Ensuring Activities Are Conducted According to Plan

Action: Focus on implementing the established tactics and ensuring that activities are conducted as planned.

1.8.1. Information in the CSR Campaign Summary Posts

Table 4.16. Rate of Seeing or Reading Summary Posts After the End of V.Rohto's CSR Campaign

No.	Information Type	Quantity	Ratio (%)
1	Number of participants	132	62,6
2	Scope of the organization	101	47,9
3	Feedback from participants	93	44,1
4	Images and videos of program activities	141	66,8

5	Results and impact of the program	114	54
6	Opinions from participating experts/doctors	26	12,3

Comments:

- 66.8% of participants wanted images and videos of the program's activities to be included in the summary posts.
- 62.6% wanted to know the number of participants.
- 54% of participants were interested in the results and impact of the program.
- 47.9% were concerned about the scope of the program.
- 44.1% considered participant feedback to be important information.
- Only 12.3% of participants were interested in opinions from participating experts or doctors.

The result from the survey conducted highlights that 66.8% require visual content, images, and videos of activities in the program. It shows the importance of visual communication in driving the results of the message in the CSR campaign. Images and videos provide better illustrations and are able to evoke emotions in the attempt to connect with the community.

Second, the number of participants and results/impact of the program are the essential factors that appeal to consumers' interests, as 62.6% and 54% chose these options, respectively. This shows that the targeted audience wants to see transparently how big an impact or success the campaign is so they can appraise the value of it.

Participants also wanted to know feedback from participants, organization scope, at 44.1% and 47.9%, respectively. Such information adds to transparency and makes certain the program is implemented on a sufficient scale that would create a marked impact.

Interestingly, only 12.3% of participants showed interest in what the experts and doctors had to say, which would point out that professional opinions are less

important to the target audience, who are more interested in concrete results and experiences from other people who have gone through it.

1.9. Overview of Survey Results and Analysis

1.9.1. Trust and Reach of the Campaign

80.6% of the interviewees reported having seen/read summary posts after the end of the V.Rohto's CSR campaign, which means that campaign summaries have relatively good reach. Meanwhile, 19.4% have not accessed this information yet, and this is an opportunity to provide better distribution channels in order for everybody to know what impact this campaign had.

1.9.2. Important Factors to Increase Campaign Credibility

71.1% of the subjects reported that participation by experts and doctors is a vital factor that can enhance the credibility of the CSR campaign. This therefore calls for the need to invest in building trust by having participation of medical experts.

61.1% emphasized that transparency in information is essential. Therefore, providing detailed and clear information about the campaign process and outcomes should be strongly invested in.

1.9.3. Preferred Communication Formats

75.4% stated they wanted to receive information in video form, while 74.4% preferred images. These formats are more visual and immediately more accessible; they have the potential of forming a better emotional connection, hence sharing and community involvement.

In terms of the ease of access to information in video form, 60.6% gave videos a rating of 4 out of 5, and 28.8% gave them a rating of 5 out of 5. Videos are not only highly accessible but also very powerful emotionally, which enhances the effectiveness of message communication.

1.9.4. Desired Content in Summary Posts

66.8% of the respondents wanted the summary to include images and videos of program activities.

62.6% wanted to know the number of participants and 54% were interested in the results and impact of the program. This would seem to indicate that the target audience needs transparency and specifics of summary information to easily form a judgment on campaign value.

1.10. Recommendations

- Use Videos and Images to Enhance Illustration and Emotional Engagement:

Videos and images illustrating campaign activities should be used more extensively in summary posts to create emotional connections and attract consumers. This will not only increase transparency but also allow viewers to better perceive the campaign's positive contributions.

- Strengthen the Involvement of Medical Experts:

To enhance credibility, we will collaborate with experts and doctors in communication activities, including live sharing sessions, specialized seminars, or appearances in promotional videos for the campaign. This will help build trust within the community.

- Ensure Transparency and Provide Specific Information:

Content should be presented clearly and in detail, particularly information about the scope of the organization, the number of participants, and the campaign's outcomes. These factors will help reinforce trust among the target audience and encourage them to share information.

- Leverage KOLs to Expand Reach:

Well-known KOLs should be selected to convey the message more effectively, especially when combined with information from medical experts. This will help increase reach and impact a broader target audience.

- Encourage Community Participation:

To promote dissemination, we propose creating activities that encourage information sharing through mini-games or giveaway programs, especially for those who have participated in or supported the campaign. This will not only help the campaign reach more people but also create positive community interaction.

CHAPTER 5.

PROPOSE SOLUTIONS

1. Basis for Proposal

1.1 Current consumer perception of V.Rohto's CSR campaign

After the pandemic and economic downturn, people value and care for their families more during challenging times. Over 80% of consumers agree that they will be more connected with their families after the pandemic is under control. Personal values are gradually being replaced by collective values, helping people bond and appreciate moments with their families (Source: *Post-COVID-19 Changes in Consumer Behaviors Are Around for the Long Haul, Lek.*).

This shift in values has led to a change in expectations towards brands. Consumers now want brands to share emotional values, not just functional ones. 63% of consumers say they purchase or support a brand based on the beliefs and values that the brand represents (Source: *Edelman Trust Barometer 2022*). This presents an opportunity for brands to connect and build deeper relationships with consumers.

For V.Rohto, this is an opportunity to strengthen the connection with consumers through the CSR campaign. It encourages individuals not only to take care of their eyes but also to take care of the eyes of loved ones. It is taking care of the eyes of loved ones even with a small action that one brings into their lives meaning and lasting impact.

It can be seen from the quantitative survey results that participation in the brand's CSR activities is still at a low proportion, with 30.2% of the total subjects never having taken part in any activities. This indicates that the campaign has not effectively attracted the entire target audience and needs to improve engagement strategies to enhance consumer participation. However, the survey results show good awareness of the campaign's main message, with 85.7% of participants recalling the message and 95.3% finding the "Seeing is Happiness" message clear and convincing. This indicates that the current message has somewhat touched the emotional needs of consumers.

Overall, after the pandemic, consumers value family more and expect brands to share emotional values with them, rather than just providing functional value. Therefore, to increase consumer participation and create a deeper connection, V.Rohto's next CSR campaign should focus on expanding reach through more interactive activities. What's more, the message needs to appear regularly and frequently on all media channels, communicating values that mean most to consumers today: taking care of oneself and those around them. It should be emphasized in the campaign that V.Rohto cares not only about customers' eyes but also about the health of their beloved ones: from children and youth up to elderly people, with the purpose of creating an emotional bond with the consumer and raising awareness of the importance of taking care of one's vision.

1.2. Factors that enhance the credibility of the CSR program

Based on the research results, three key factors have been identified as the most important to enhance the credibility of the CSR program. Specifically, these factors are: a reputable organizing entity, the involvement of experts and doctors in the field, and clear and transparent information about the program. Each factor will have a different level of impact on customers' perception of the program and their decision to participate. The factors are arranged in descending order of priority according to their influence on trust:

➤ **Factor: Organized by a reputable entity**

Indeed, up to 52.1% of respondents rated trust at level 4 and 31.3% at level 5, thus showing that consumer trust depends on the reputation of the organizing entity. In building credibility, the collaboration with reputable and popular organizations will have better reception from the community for the CSR campaign.

It is evident that the presence of a reputable entity helps consumers feel secure and confident. This not only enhances trust but also encourages participation in community activities organized by V.Rohto. However, to fully leverage the credibility factor, V.Rohto needs not only to partner with well-known organizations but also to highlight the role and contributions of these entities in the CSR campaign's communication messages.

Proposed Solution:

1. **Collaborate with reputable and well-known organizations in the healthcare or social sectors** to ensure that the CSR campaign is supported by experienced and reliable entities. This will help increase the credibility of the campaign, thereby boosting consumer trust.

2. **Incorporate information about partner organizations in communication activities** to emphasize the credibility and commitment of the partners in executing the CSR campaign. This information should be presented clearly and transparently so that consumers can recognize the participation of well-known entities, thereby feeling more secure and confident in the program.

3. **Use testimonial content from reputable organizations**, such as comments, reviews, or even videos from experts and representatives of these organizations. This will help create an additional highlight and enhance the credibility of V.Rohto's CSR campaign.

➤ **Factor: Involvement of doctors and industry experts**

In this factor, the involvement of doctors and experts in the field is assessed as having a significant impact on consumers' decision to participate in CSR activities, with 50.5% rating the influence at level 4 and 29.8% rating it at level 5. This indicates that the involvement of healthcare experts and doctors not only helps to strengthen credibility but also provides a sense of security for consumers when considering participating in health-related community activities, particularly programs like eye check-ups and surgeries.

It is evident that the presence of doctors and healthcare experts helps consumers trust the goals and values of the campaign more. This also enhances the brand's association with community values, bringing a sense of reliability and professionalism. To effectively leverage this factor, V.Rohto needs to ensure the clear presence of experts and emphasize their role in the communication activities of the CSR campaign.

Proposed Solution:

1. **Collaborate with leading doctors and experts to participate directly in CSR activities**, such as providing direct consultations, free eye health check-ups, or organizing eye care seminars. This not only adds value to the CSR activities but also helps consumers feel that they are being cared for by trustworthy professionals.

2. **Prominently convey information about the participation of healthcare experts across communication channels**, emphasizing their experience and credibility to enhance consumer trust. Messages such as "Accompanied by leading healthcare experts" should be integrated into the CSR campaign's communication content.

3. **Use testimonial content from healthcare experts**, such as interview segments or advice from participating doctors. These insights should be shared on V.Rohto's social media and traditional channels to attract attention and build consumer trust.

4. **Organize online Q&A sessions with experts** so that consumers have the opportunity to ask questions directly and receive useful advice. This will help V.Rohto create a direct connection with consumers while building trust and transparency in CSR activities.

➤ **Factor: Clear and transparent information about the program**

The factor "Clear and transparent information about the program" is highly valued by 61.1% of survey participants, indicating that providing detailed, easy-to-understand information about the activities and objectives of the CSR campaign has a positive impact on consumer trust. Simply providing complete and transparent information makes consumers feel more secure and confident in V.Rohto's CSR campaign. This highlights the importance of conveying information in a clear and detailed manner to help consumers better understand the purpose and value of the activities.

Moreover, transparency in information helps strengthen the connection between the brand and consumers, creating a sense that they are part of a meaningful and seriously constructed campaign. This also helps reduce skepticism and enhance the authenticity of the program, thereby encouraging more active consumer participation.

Proposed Solution:

1. **Provide detailed information about CSR activities on V. Rohto's communication channels** with detailed articles, videos, and infographics to clearly explain the campaign objectives and implementation process, and the expected

outcomes. This content has been presented in an easy and visually attractive way so that, in a very short period of time, consumers could attain the information.

2. **Create official information pages for the CSR campaign where consumers can easily find all relevant details about the program.** This page should include information about partners, participating experts, and specific activities that have been implemented. This will help build trust and enhance transparency throughout the implementation process.

3. **Share the actual results of the campaign transparently,** including both achievements and challenges encountered. Success stories or case studies of those who have participated in and benefited from the program should be incorporated into social media channels to strengthen consumer connection and trust.

Use testimonial content from participants and partners of the campaign, including interview segments and real-life experiences of their involvement in V.Rohto's CSR campaign. This content will help create authenticity and a sense of connection for consumers.

1.3. The development context of social media communication activities

Rohto Mentholatum is proud to be Japan's No. 1 Eye Drops Company for 27 consecutive years.* Not only focusing on product development, V.Rohto also strives to carry out activities aimed at community eye health care. (*Based on: *INTAGE Inc.'s SDI, SRI+ data on quantity and sales from January 1, 1997, to December 31, 2023*). Throughout 18 years of caring for and protecting the eye health of the Vietnamese people, V.Rohto has reached 63 provinces, provided 2,300 cataract surgeries, and conducted over 810,000 community eye examinations through the "Rang ngoi doi mat Viet" Fund.

In recent years, recognizing the influence of Facebook and the explosion of social media in general, businesses and brands have sought to leverage it to create more effective content marketing strategies, and this trend has never cooled down in the marketing industry. Seeing this influence and effectiveness, V.Rohto's upcoming CSR campaign will continue to focus on social media platforms, particularly Facebook, with the aim of spreading the campaign to more people and encouraging participation.

1.4. Factors affecting user perception on the Facebook social media platform

According to the survey results, the average daily time spent on Facebook shows that 51.7% of users spend 2-4 hours and 23.7% spend 1-2 hours, indicating that Facebook is a suitable channel to reach the target audience.

The frequency of visiting news pages or official fanpages on Facebook is quite high, with 37.6% visiting regularly and 19% visiting very often, proving that updating information on the official fanpage can attract a large number of consumers.

The brand's official fanpage is considered the most reliable source, with 79.4% of participants choosing it, and official news pages at 61.2%. This suggests that posting information on the official fanpage and trusted news pages will help increase consumer trust in the CSR campaign.

The willingness to share information about V.Rohto's CSR campaign is also quite positive, with 55.5% of users rating it at level 4 and 15.2% at level 5, showing that creating engaging and shareable content will help increase the campaign's reach.

When campaign information is unclear or lacks transparency, only 23.1% are willing to share, while 44.2% are unwilling. This confirms that providing clear and transparent information is crucial to attracting consumer participation and sharing.

Video is rated as the preferred format, with 75.4% of participants choosing it, and images also have a high rate at 74.4%. Videos are not only easy to access but also effectively evoke emotions, with 58.8% of users highly rating this ability.

The accessibility of information in video format is rated at levels 4 and 5, with rates of 60.6% and 28.8%, respectively, indicating that video is a suitable format to convey information about the CSR campaign.

Proposed Solution:

Enhance updates on the official fanpage and trusted news pages: Providing information about the CSR campaign on reliable channels such as fanpages and news sites will help build consumer trust, encouraging them to participate and share information. Priority should be given to using detailed, clear, and transparent posts about the campaign's objectives and activities.

Use videos and images to convey information: Videos and images are easily accessible formats that can strongly evoke emotions, so focus should be on producing

quality video content that conveys the CSR campaign's message in an engaging and lively manner.

Create shareable content and encourage consumer participation: Leverage real stories from campaign beneficiaries and present them in the form of engaging videos or images. Encourage consumers to share their experiences or feelings about the campaign to increase reach.

Transparency of Information: Unclear and unclear information makes the consumer hesitant to share it, as it leads to a loss of trust in the campaign. Any activity involved in the entire campaign has to be fully informed with specific explanation and understanding of the objectives to be achieved or benefit to the community.

2. Proposed Social Media Communication Plan

2.1. Implementation Timeline:

January 2025 to June 2025

This timeframe was chosen because from January to June is the end of the previous year and will be the first half of 2025.

2.2. Job to be done

In V.Rohto's CSR campaign, we face a major challenge: the gap between target audience groups. Specifically, one part of the target audience is highly active on social media and easily receives information from V.Rohto through digital platforms. Meanwhile, the other group is less active on social media but are the direct beneficiaries of V.Rohto's activities, such as the eye examination and surgery program. Bridging this gap is crucial to ensure that the message and value of the CSR campaign effectively reach all target audiences.

2.3. Digital Campaign Objectives:

Business Objective: Increase V.Rohto's eye care product market share by 1% by enhancing brand love through the CSR program.

Marketing Objectives:

+ Increase reach by 30% and interactions by 20% on Facebook posts related to V.Rohto's CSR campaign (tracked via campaign and brand hashtags).

- + Change behavior from being unaware of the importance of eye health for oneself and loved ones to clearly "seeing" and recognizing its significance. From hesitating to spread information and register to being inspired and highly motivated to participate and share.

Communication Objectives:

- + Accompany the CSR campaign to announce and amplify information, continuing to encourage users to share or sign up for eye surgery.
- + Spread the message through digital campaign ambassadors and schedule promotions on large community platforms.
- + Summarize campaign results through social media and PR channels to enhance the campaign's credibility and help consumers recognize the real value that V.Rohto brings.

2.4. Expected outcome

- + Ensure timely content distribution using trusted and reliable influencers to amplify the message.
- + Localize content to align with the CSR journey in phase 2.
- + Utilize more dynamic social post formats to announce the campaign effectively.
- + Create informative content that provides eye care tips for various target audiences, including the elderly, students, and parents.
- + Recap the campaign through social media, influencer bookings, and PR efforts.
- + Ensure all content and bookings are aligned with the CSR campaign's actual timeline and locations.

2.5. Budget

Budget: 744.180.000 VND (Seven hundred forty-four million one hundred eighty thousand Vietnamese dong.)

2.6. Big Idea

V.Rohto CSR campaign brings the core value of “Nhân Văn”. "Nhân" (人) represents people, and "Văn" (文) represents beauty. “Nhân Văn” is when we "see," feel, and understand the beauty within people, helping everyone see and appreciate the beauty in one another. With this approach, V.Rohto prioritizes humanistic values over commercial values such as advertising, positioning, or sales, because only Humanity can truly change people's behavior for the better.

To bridge the gap between target audiences, the campaign aims to help the community see the humanistic beauty in each other through the message "Rang ngoi doi mat Viet." V.Rohto wishes to convey this message by showcasing the beauty of humanity through each individual's worldview.

Big Idea “Point of View”

"Point of View" is not just a vision but encompasses everything a person has experienced, seen, heard, felt, thought, and tasted, creating a unique identity for each individual. It can be the worldview of the young, the children, or the elderly, those in difficult circumstances, and also the worldview of the V.Rohto team.

The campaign not only aims to care for eye health but also to foster a human connection, helping everyone clearly see and appreciate each other's beauty, thereby spreading positive values within the community

2.7. Detail Roll-out

2.7.1. Community Eyecheck

➤ Customer Profile Description:

Target audience: Young community

Life philosophy:

- They hold the belief "Seek help from all sources when ill," meaning they only seek assistance when they or their loved ones have clear health issues.
- Eye health is not a top concern until serious problems arise. They tend to prioritize other matters such as saving time, avoiding complicated procedures, and

minimizing costs over regular eye checkups.

Social media usage habits:

- they are highly active on social media platforms like Facebook and TikTok, frequently following content related to lifestyle, health, and community programs.
- Information from official news sources, brand Fanpages, or content that highlights the credibility of the organizers, including partnerships and expert involvement, has a significant impact on their decision to participate.

Insight:

When facing vision health issues, this customer group has very practical concerns: they don't want to waste time, avoid complicated procedures, fear high costs, and are worried about "worsening the condition" due to a lack of proper care knowledge.

➤ **Approach Strategy**

V.Rohto introduces a content series highlighting the **humanistic beauty** of its community eye care program under the theme "**Đễ Như Không**" (As Easy As It Gets), aiming to convey the message that taking care of eye health and participating in community activities is not complicated or difficult, but can become a simple and easy experience for everyone.

- **“Không Đồng”**: All eye examination and consultation services are completely free (Không đồng), yet still ensure professionalism and dedication. V.Rohto, with the reputation of being a leading eye care brand from Japan, is committed to providing attentive and high-quality services to the community.
- **“Không Khó”**: The eye examination program is designed to be as **easy** and convenient as possible for participants. People will be welcomed within their community, provided with dedicated guides, and receive attentive consultation from doctors, ensuring they feel comfortable and well-supported throughout the process.
- **“Không Lo”**: V.Rohto experts not only assist with cataract exams and surgeries but also provide advice on daily eye care with suitable products and habits. This ensures that people don't have to worry about costs or complicated issues, instead offering peace of mind as they are cared for by a professional team.

Thematic: “RẠNG NGỜI ĐÔI MẮT VIỆT”		
Approach	The Humanistic Beauty of the Community Eye Care Program: Dễ như không không phí, không khó, không sao	
Pillar	Branded (Brand Call To Join)	
	Informative	Real Life
Social Content / Activity	<p>“3 KHÔNG” CONTENT SERIES</p> <p>> Không đồng: Register now – eye care services from Japan’s leading eye care brand, all for just 0 VND!</p> <p>> Không khó: Experience the "green carpet" service with guidance from V.Rohto's dedicated staff and medical professionals!</p> <p>> Không lo: Tips on "nurturing what your eyes love, avoiding what they hate" from V.Rohto products and specialists. Plus, there’s a cataract surgery program available for those in need</p>	<p>CONTENT SERIES - CHOOSE A RADIANT JOY EVERY DAY</p> <p>> interviewing people attending the eye care program: "After your eye check-up today, what did you choose to see that brought you joy?" – hinting at the importance of healthy eyes to appreciate the daily joys of life.</p>
	<p>ENGAGING LOCALIZE FB POST</p> <p>> Online invitation card: The Rohto 3 No’s Community Eye Care Program greets you and presents a painting as a digital invitation, dedicated to the city you love. Each location has its own unique style of artwork. Who’s ready to join? Raise your hand!</p>	
	<p>CONTENT SERIES - WEB TEST DRY EYE 3 KHÔNG</p> <p>> Change your thoughts “Không”: Unbelievably Fast, Surprisingly Easy, Immeasurably Beneficial</p>	

Thematic: “RẠNG NGỒI ĐÔI MẮT VIỆT”			
Approach	The Humanistic Beauty of the Community Eye Care Program: Dễ như không không phí, không khó, không sao		
Pillar	Unbranded (WOM)		
	Expert	KOL / KOC	Communities
Social Content / Activity	CONTENT SERIES - THE TRUST OF 3 KHÔNG, > Spread out & guaranteed: highlighting the 3 key benefits of the V.Rohto Community Eye Care Program	LIVE REPORT WITH MC TRẦN NGỌC > News report: Introducing the high-quality 3 No’s eye care program from Japan’s No. 1 brand	> Page: Review of Eye Doctors, Eye Clinics, Reputable Eye Hospitals > Angle: Compassionate and Visionary - A high-quality, friendly program that costs nothing
		KHÁNH VY SPEAKS "3 KHÔNG" IN 7 LANGUAGES > Review: Khánh Vy reviews and checks in at the program, delivering her report in 7 different languages.	> Page: Deepcare - Smart Health Care Community > Angle: The Humanistic Beauty of the V.Rohto Community Eye Care Program
		KOCs GATHER FOR "EYE CHECK-UP" REVIEWS, FACT OR FICTION > Review wave: Normally, an eye exam costs a few hundred. But now it's both high-quality and free?! Time to bring the crew and review it right away!	> Page: Health & Life > Angle: 3 “không” for 1 “có”- Aiming for a radiant Vietnam, the V.Rohto Community Eye Care Program has upheld its 3 key "Không" criteria for over a decade

2.7.2. Cataract Eye Surgery

➤ Customer Profile Description:

Target audience: Adults & their families

Life Philosophy:

- **For young people:** They are often aware of the health issues affecting their loved ones but may not fully grasp the severity of conditions like cataracts. This lack of firsthand experience creates a sense of detachment, leading them to overlook the importance of caring for the health of older family members.
- **For older and struggling individuals:** They are acutely aware of their own health problems but often find it difficult to express or make those around them understand the challenges they face. This creates a sense of isolation and a lack of understanding from their family members, which adds to their psychological burden.

Social Media Usage Habits:

- **Young people:** They frequently use social media to stay updated, share daily life moments, and connect with their communities. However, when it comes to their family members' health issues, they rarely discuss or seek direct solutions from medical information sources on these platforms.
- **Older adults:** They are less active on social media and often rely on younger family members to keep them informed. Therefore, their awareness of health campaigns depends heavily on the sharing and support from the younger generation within the family.
- **Young people** often see with their eyes but don't truly feel with their hearts, as they haven't experienced the challenges that older adults are facing.
- **Older adults** clearly see the health difficulties they are going through, but they cannot feel the care or understanding from their loved ones around them.

➤ Approach Strategy

V.Rohto introduces a content series highlighting the humanistic beauty of the cataract surgery program under the theme "**Thấy Bằng Trái Tim**" emphasizing that to truly understand and feel, we must use our hearts, not just our eyes.

- **Seeing with the Heart of the Patient (Informative):** Providing information to distinguish the difference between cataract-affected eyes and normal eyes. The goal is to help the community better understand the difficulties faced by patients, thereby increasing empathy and support.
- **Seeing with the Heart of the Youth (Inspirational Stories):** Sharing inspirational stories to touch the younger generation and encourage them to bring their elderly family members for cataract surgery. These stories aim to motivate and foster positive behavior change in caring for the eye health of loved ones.
- **Seeing with the Heart of the V.Rohto Team (Recap & Recall):** Summarizing and capturing touching stories that leave a lasting impression on those who participated in the program. These stories not only allow the V.Rohto team to reflect on the meaningful journey but also convey the deep humanistic values of this charitable cataract surgery initiative.

Thematic: “RẠNG NGÒI ĐÔI MẮT VIỆT”			
Approach	The Humanistic Beauty of the Cataract Surgery Program: Thấy bằng trái tim		
Pillar	Branded (Brand Call To Join)		
	Informative	Real Life	Recap
Social Content / Activity	<p>CONTENT SERIES WHAT DO YOU SEE WHEN YOU LOOK WITH YOUR HEART?</p> <p>> A series of family photos with a cataract-affected perspective: a grandchild’s drawing for their grandmother, photos of family gatherings... Are they as vibrant as you see them, if viewed through the eyes of your grandparents and parents?</p>	<p>CONTENT SERIES THE “LIES” OF GRANDPARENTS AND PARENTS</p> <p>> A series of Mistyped Messages/SMS from the perspective of grandparents and parents: reassuring their children with “We’re still fine,” while in reality, everything is blurry and unclear.</p>	<p>DOCUMENTARY SERIES - THE PEOPLE WHO CLEAR THE BLUR AND BRING BACK THE LIGHT</p> <p>> A series of interview videos featuring the core team behind the program: doctors, logistics staff, project managers... with a treatment highlighting different radiant light sources (headlights from the logistics driver, event spotlights from the organizing team, examination lights from the doctor...). These lights symbolize the clear vision they’ve collectively restored for cataract patients.</p>
	<p>CONTENT SERIES “GẶN ĐỤC KHỎI TRONG” ON COMMON CATARACT MISCONCEPTIONS</p> <p>1. Cataracts don’t only develop when the lens becomes visibly cloudy. 2. A healthy lifestyle cannot</p>		<p>SERIES CONTENT RECAP OF UNBELIEVABLE NUMBERS</p> <p>> A compilation and metaphorical representation of the number of patients who have successfully undergone eye exams and treatment with V.Rohto over the past decade—creating</p>

	<p>prevent or cure cataracts on its own.</p> <p>3. Cataract surgery is time-consuming and painful.</p> <p>(This is a misconception; the reality is quite the opposite.)</p>		<p>astonishingly large numbers (filling 10 Mỹ Đình Stadiums, stretching across Vietnam 4 times, and more).</p>
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Thematic: “RẠNG NGÒI ĐÔI MẮT VIỆT”			
Approach	The Humanistic Beauty of the Cataract Surgery Program: Thấy bằng trái tim		
Pillar	Unbranded (WOM)		
	Expert	KOL / KOC	Communities
Social Content / Activity	CONTENT SERIES CATARACTS IN OLDER ADULTS - CAN'T ALWAYS SEE IT, BUT YOU CAN ALWAYS FEEL IT > Early detection signs: foggy vision, light sensitivity, frequent eye rubbing, and regularly changing eyeglass lenses.	"ONE WORD" INTERVIEW WITH MC TRẦN NGỌC > Documentary: "What's the one word you're feeling right now?" – interviewing patients, doctors, volunteers, and more.	> Page: Review of Eye Doctors, Eye Clinics, Reputable Eye Hospitals > The Heroes Who “Gạn đục khơi rạng ngòi”
		KHÁNH VY INTRODUCES AN UNEXPECTED LANGUAGE: EYE CONTACT > Review: After checking into the program in 7 different languages, the language that moved Khánh Vy the most was the silent language of eye contact from the patients and medical staff.	> Page: Deepcare - Smart Health Care Community > Compassion Mailbox, "Donate" for Cataract Cases, Brightening Vietnam
		KOC ACTIVITY > Donation Mailbox for Cataract Surgery Cases: In	> Page: Health & Life > HThe Journey of "Brightening Vietnamese Eyes"

		reality, it's a registration form for cataract surgery.	with Unbelievable Numbers Over the Past Decade
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2.7.3. Preliminary Eye Check

➤ Customer Profile Description:

Target audience: Kids & Parents

Life Philosophy:

- **For children:** They have very unique and fresh perspectives on the world around them. However, because these thoughts are so new, they are often overlooked or not given enough attention by adults. Children always have a desire to be heard and to have their feelings and perceptions understood more deeply.

- **For parents:** They believe they know what is best for their children and always want to protect and guide them. However, sometimes they don't see things from their child's perspective, leading to a gap in understanding and empathy between the two generations.

Social Media Usage Habits:

- **Children:** They have not yet developed the habit of actively using social media and mostly engage with it through guidance or sharing from their parents. Children are highly influenced by the content their parents or the celebrities their parents follow.

- **Parents:** They frequently use social media to stay informed, share family moments, and seek out knowledge related to raising and caring for their children. They focus on reliable sources and always strive to find what's best for their children.

Insight:

- **For children,** their "unique perspectives" are often overlooked and not fully appreciated by adults. Children desire to be understood and to have a voice in matters related to their health and life.

- **For parents,** their "best for the child" perspective comes from their belief in what's best for their children. However, in their efforts to protect and guide, they may not truly understand how their child views the world.

➤ **Approach Strategy**

V.Rohto introduces a content series on the humanistic values of its school eye care program with the theme "**Thấy qua đôi mắt bé con.**"

With this theme, V.Rohto emphasizes understanding children's needs through the combined perspectives of parents and the fresh viewpoint of the children themselves.

The content is divided into two parts:

- **Seeing the Wonders Every Day:** This informative section provides insights into what children's eyes can observe that parents might overlook. These truths will be presented through the unique and fresh perspective of a child, aiming to help parents realize the precious details they often miss.
- **Seeing How Much Parents Care:** This inspirational section acknowledges the care and dedication of parents from the child's point of view. These stories will serve as a foundation for emphasizing the importance of eye health care, helping both parents and children understand the value of eye care and fostering greater mutual understanding.

Thematic: “RẠNG NGÒI ĐÔI MẮT VIỆT”		
Approach	The Humanistic Beauty of the Cataract Surgery Program: Thấy qua đôi mắt bé con	
Pillar	Branded (Brand Call To Join)	
	Informative	Real Life
Social Content / Activity	<p>SERIES CONTENT MOM, WHAT DID MY EYES "EAT" TODAY?</p> <p>> A gentle reminder for parents not to forget about nourishing their child’s developing eyes with a proper "menu" of eye care.</p> <p>> Encouraging parents to join their children in the school eye care program, where both will receive valuable tips on eye care from specialists and doctors.</p>	<p>SERIES CONTENT PARENTS' BACKS THROUGH A CHILD’S EYES</p> <p>> A tribute to the care and dedication of parents</p> <p>> A reminder for parents: while caring for your child, don't forget about their eye health, so they can continue to see the beauty in the world every day.</p> <p>> Encouraging parents to join their children in participating in the school eye care program.</p>
	<p>SERIES CONTENT 5-SECOND QUIZ FOR MOMS ON SIGNS OF YOUR CHILD’S VISION</p> <p>> A reminder of how delicate your child’s eyes are and the importance of regular check-ups.</p> <p>> Encouraging parents to join their children in the school eyecare program to ensure healthy vision together.</p>	<p>SERIES CONTENT YOUR CHILD'S EYES HAVE "ACADEMIC PERFORMANCE" TOO, AND THAT’S SHARP VISION</p> <p>> A reminder for parents: while focusing on your child’s academic performance, don’t forget about their eye health, as it is their companion in learning and progress.</p> <p>> Encouraging parents to join their children in participating in the school eye care program.</p>
	<p>WEB TEST CẬN THỊ MOM & KID PLAY DOCTOR</p> <p>> A reminder to parents about the rising rates of refractive errors in school-aged children today. Through a fun role-playing game as</p>	

	<p>doctors, moms can perform simple eye checks for their children at home.</p> <p>> Encouraging parents to join their children in participating in the school eye care program.</p>	
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	Thematic: “RẠNG NGỒI ĐÔI MẮT VIỆT”	
Approach	The Humanistic Beauty of the Cataract Surgery Program: Thấy qua đôi mắt bé con	
Pillar	Unbranded (WOM)	
	KOL / KOC	Communities
Social Content / Activity	<p>KHÁNH VY SHARES HER SECRET TO LIFELONG LEARNING: HEALTHY EYES</p> <p>> A reminder to parents about the importance of healthy eyes in their child’s education.</p> <p>> Introducing the school eye care program.</p>	<p>> Page: Review of Eye Doctors, Eye Clinics, Reputable Eye Hospitals</p> <p>> Angle: Your Child's Eyes Have Academic Performance Too</p>
	<p>H'HEN NIÊ REVEALS A SPECIAL BACK-TO-SCHOOL GIFT FROM JAPAN'S NO. 1 EYE CARE BRAND</p> <p>> A reminder to parents about the importance of healthy eyes in their child’s learning.</p> <p>> Introducing the school eye care program, leveraging the back-to-school season to excite both parents and children about the initiative.</p>	<p>> Page: Deepcare - Smart Health Care Community</p> <p>> Angle: Eye Exams for Kids Have Never Been Easier!</p>

2.8. Budget Allocation

No.	Item	Job Description	Unit	Unit Cost	Quantity	Total
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I	CREATIVE & CONCEPT					
1	CREATIVE PLANNING	Digital campaign (online channel only) with concept (3 concept options) and 01 execution plan Campaign value less than 2 billions VND Duration: < 3 months Estimate deliver time: 7 working days Est. quantity of round of working: 2 rounds (concept proposal - Execution plan)	Package	55.000.000	1	55.000.000
II	SOCIAL POST					
1	SOCIAL POST PRODUCTION	- CONTENT STRATEGY & REPORT - CONTENT & VISUAL DEVELOPMENT	Package	63.507.500	1	63.507.500
III	PRODUCTION					
1		- Developing detailed script - Edit video	Package	135.000.000	1	135.000.000
IV	MEDIA					
1	MEDIA	Facebook media Format: - Reach - Content AWO PNG	Package	184.500.000	1	184.500.000
V	BOOKING					
1	BOOKING		Package	209.750.000	1	209.750.000
VI	PR					
1	PR	- PR CONTENT DEVELOPMENT - BOOKING	Package	96.422.500	1	96.422.500
TOTAL COST (Exclude AF)						744.180.000

2.9. Feasibility of the Plan

- **Strategy:** The communication plan is built upon foundational research such as the SOSTAC model, CSR theory, and social media marketing strategy. The proposed content addresses the limitations of the previous campaign while aligning closely with the set objectives. Moreover, by focusing on popular social media platforms like Facebook, and Tiktok, the plan is in line with modern marketing trends, enabling the brand to easily reach and engage with potential customers.
- **Content:** The proposed content has effectively addressed the "job to be done" and resolved the limitations of the previous campaign. Specifically, the content and campaign activities are built on survey results and relevant research foundations. Additionally, most brands today follow the trend of building content on social media platforms like Facebook, which has led to significant success. Therefore, this plan is entirely feasible.
- **Cost:** The proposed costs are closely aligned with the expected outcomes. Moreover, the costs are estimated based on the detailed activities outlined earlier in the plan.
- **Execution:** The plan includes specific steps from content creation, communication strategy development, to the execution of marketing activities. The team responsible for the plan is clearly assigned, with specific roles for each stage. Additionally, the integration of social media platforms with interactive elements helps enhance brand reach and awareness, making it easier to engage with the target audience.

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APPENDIX 01:
INTERNSHIP DIARY

Internship Diary

Duration: 2 months

Internship Days: Monday - Friday

Time	Work Content	Achievements	Lessons Learned
Week 1: 05/08/2023 - 09/08/2023			
Monday (05/08)	<ul style="list-style-type: none"> - Onboard, introduced to departments. - Assigned to the team of Mr. Hứa Văn Thành - Senior Account Manager managing brands Vifon, V.Rohto, Nippon... Met and got acquainted with team members. - Researched and read introductory materials about the company, its operations, and previous projects. - Understood the departments, HR, and established positive connections with colleagues. - Learned about the company's workflow. - Understood the products and upcoming projects. - Knowledge of previous campaigns the company executed. - Gained an overview of the upcoming tasks. 	<ul style="list-style-type: none"> - Understood company structure and workflow. - Gained insights into products and projects. 	<ul style="list-style-type: none"> - Knowledge of previous campaigns that the company has executed. - Gained an overall understanding of the tasks ahead.

Tuesday (06/08)	<ul style="list-style-type: none"> - Assigned the production job for the V.Rohto, Vifon, and Nippon projects. - Participated in a meeting with clients regarding the production of TVC for Nippon. 	<ul style="list-style-type: none"> - Gained clear insights into the account working process; despite being an intern, participated in project management and contributed ideas if any. 	<ul style="list-style-type: none"> - Knowledge about the brands I will work with (V.Rohto, Vifon).
Wednesday (07/08)	<ul style="list-style-type: none"> - Attended a meeting with clients regarding the production of TVC for Nippon. 	<ul style="list-style-type: none"> - Understood the direction and current status of the Nippon project. - Wrote a recap and sent it to the manager in the team. 	<ul style="list-style-type: none"> - Prepared for upcoming meetings by knowing the information that would be discussed. - Learned what information to include in a complete recap.
Thursday (08/08)	<ul style="list-style-type: none"> - Prepared Contracts and Acceptance Minutes for collaborators and vendors related to the project. 	<ul style="list-style-type: none"> - Contracts and Acceptance Minutes for collaborators and vendors involved in the project. 	<ul style="list-style-type: none"> - Learned the process of paperwork for the project.
Friday (09/08)	<ul style="list-style-type: none"> - Participated in a WIP meeting to learn about the project progress of various teams. 	<ul style="list-style-type: none"> - Gained further insights into other teams' projects. - Heard about problems and their solutions. 	<ul style="list-style-type: none"> - Learned more about problem-solving methods. - Gained insights from other teams.
Week 2: 12/08/2023 - 16/08/2023			

<p>Monday (12/08)</p>	<ul style="list-style-type: none"> - Participated in a meeting with V.Rohto clients regarding the communication plan for the CSR Campaign. 	<ul style="list-style-type: none"> - Understood the campaign's direction and messages. - Learned about the differences in execution between V.Rohto and Nippon clients. 	<ul style="list-style-type: none"> - Improved recap writing skills, received praise from the manager. - Gained more knowledge from the meeting, reduced the confusion with technical terms. - Learned to operate equipment during meetings.
<p>Tuesday (13/08)</p>	<ul style="list-style-type: none"> - Reviewed the recap from yesterday's meeting and sought solutions to address issues raised. - Received mentoring on scouting KOLs for V.Rohto's CSR Campaign social outreach. 	<ul style="list-style-type: none"> - Created a list of tasks for the campaign. - Gathered information about KOLs. 	<ul style="list-style-type: none"> - Understood the tasks involved in a campaign and my assigned responsibilities. - Enhanced communication and negotiation skills in selecting KOLs that align with the campaign's image.
<p>Wednesday - Thursday (14-15/08)</p>	<ul style="list-style-type: none"> - Continued scouting KOLs and contacting them for quotes. - Received guidance on creating complete price quotes. - Attended a Pre-Production Meeting with the Production House to prepare for shooting 	<ul style="list-style-type: none"> - Searched for and selected about 10 suitable KOLs based on criteria. - Completed the pricing based on reported costs. - Finalized details such as costumes, 	<ul style="list-style-type: none"> - Learned how to prepare a complete price quote, including: Price, Follow, KPIs, SOW, etc.

	Nippon next week.	makeup, hairstyles, etc., before the official shooting.	
Friday (16/08)	- Processed, sent, and waited for checks and corrections of paperwork and quotes.	- Received feedback and corrected some errors.	- Learned the paperwork process within the company. - Recognized my mistakes when preparing paperwork and noted them to avoid repeating them. - Became more careful in reviewing quotes.
Week 3: 19/08/2023 - 23/08/2023			
Monday (19/08)	- Took over the responsibility for always-on content for V.Rohto's fanpage.	- Worked with the Creative team to monitor daily post progress.	- Understood the process of managing the team to execute the scope of work for producing always-on content.

Tuesday - Wednesday (20-21/08)	- Attended the shooting of TVC for Nippon.	- Supervised the filming progress by the Production House. - Received feedback from clients and communicated it to the team for timely adjustments during the shoot.	- Learned about the activities that take place during a shoot. - Improved communication skills with clients.
Thursday (22/08)	- Participated in the briefing for the Vifon - Mỹ Nhất Vị project.	- Wrote a recap of important points to help the team create the best plan.	- Improved my ability to grasp key points during meetings. - Learned how to maximize customer insights during the briefing process.
Thursday (22/08)	- Participated in brainstorming and presented implementation ideas with creative teams for the launch campaign of Vifon's Mỹ Nhất Vị product, preparing for the upcoming company pitch. - Scheduled meetings with the team to prepare for the offline check of TVC Nippon.	- Contributed ideas to build the initial concept for the creative plan of the product launch campaign. - Scheduled to go offline for TVC Nippon next Monday.	- Enhanced teamwork skills and creative presentation abilities. - Gained the opportunity to work in a team and present ideas.
Week 4: 26/08/2023 - 30/08/2023			

<p>Monday (26/08)</p>	<ul style="list-style-type: none"> - Went offline for TVC Nippon. - Compiled the number of posts to be completed this week for V.Rohto. 	<ul style="list-style-type: none"> - Supervised the work progress of the Production House. - Received client feedback and communicated it to the team for timely adjustments. - Finalized the offline version. - Maintained the weekly post volume. 	<ul style="list-style-type: none"> - Learned additional industry terminology. - Understood how an offline session is conducted. - Became familiar with managing the team's timeline for post production.
<p>Tuesday (27/08)</p>	<ul style="list-style-type: none"> - Checked V.Rohto's social posts. - Attended a Creative team meeting to present the first round of the creative plan for Vifon - Mỹ Nhất Vị. 	<ul style="list-style-type: none"> - Ensured the correct number of posts were published each week. - Provided feedback on the creative plan to improve it further. 	<ul style="list-style-type: none"> - Gained deeper understanding of the product and message for Mỹ Nhất Vị Vifon. - Learned about common issues encountered when creating a creative plan.
<p>Wednesday (28/08)</p>	<ul style="list-style-type: none"> - Took over the responsibility for the website for V.Rohto. - Continued tracking the social post team for V.Rohto. 	<ul style="list-style-type: none"> - Received feedback from clients and relayed it to the website team. 	<ul style="list-style-type: none"> - Learn the web design process using Figma, then the coding team would implement it. - Gained basic knowledge of using Figma.

Thursday (29/08)	<ul style="list-style-type: none"> - Finalized the list of KOLs and proceeded with booking those confirmed by the brand team. - Received guidance to inform the creative team to create briefs for the KOLs. 	<ul style="list-style-type: none"> - Contacted and booked the selected KOLs. - Coordinated with the creative team to create briefs. 	<ul style="list-style-type: none"> - Learned how to initiate collaboration and manage tasks with KOLs. - Understood the working process with the creative team when briefing KOLs.
Friday (30/08)	<ul style="list-style-type: none"> - Continued to collect client feedback on the website and communicated it to the team. - Conducted mentor training for the entire team on the most professional pricing procedures. 	<ul style="list-style-type: none"> - Made improvements to the website. 	<ul style="list-style-type: none"> - Learned how to price effectively and professionally.
Week 5: 04/09/2023 - 06/09/2023			
Wednesday (04/09)	<ul style="list-style-type: none"> - Attended the online TVC for Nippon. - Compiled the number of posts to be completed this week for V.Rohto. - Tracked the progress of the website revisions. 	<ul style="list-style-type: none"> - Supervised the work progress of the Production House. - Received client feedback and communicated it to the team for timely adjustments. - Finalized the online version. - Maintained the weekly post volume. - Ensured the 	<ul style="list-style-type: none"> - Learned additional industry terminology. - Understood how an online session is conducted.

		website was on schedule.	
Thursday (05/09)	<ul style="list-style-type: none"> - Checked the script progress of the KOLs. - Attended a Creative team meeting to present the second round of the creative plan for Vifon - Mỹ Nhật Vj. 	- Ensured everything was still on track according to the planned timeline.	- Gained additional experience when working on the Creative Plan.
Friday (06/09)	<ul style="list-style-type: none"> - Completed paperwork with the KOLs to continue the project process. - Tracked V.Rohto's social posts. 	- Ensured everything was still on track according to the planned timeline	<ul style="list-style-type: none"> - Reduced errors in paperwork compared to the first time. - Posted the required three posts for the week.
Week 6: 09/09/2023 - 13/09/2023			
Monday (09/09)	<ul style="list-style-type: none"> - Continued to follow the progress of the TVC. - Followed the progress of the website development. - Checked the KOL scripts. 	- Encountered issues during the website development process.	<ul style="list-style-type: none"> - Learned how to handle issues that arise during website development. - Gained additional knowledge about website development and how to communicate with the team when

			issues occur.
Tuesday (10/09)	<ul style="list-style-type: none"> - Sent the KOL's script to the client for input. - Scheduled the presentation pitching for Vifon Mỹ Nhất Vị with the client. 	<ul style="list-style-type: none"> - Collected feedback on the KOL's script. 	<ul style="list-style-type: none"> - Gained further insights into the client's perspective. - Confirmed that the first round of pitching will be presented on Thursday (13/09)
Wednesday (11/09)	<ul style="list-style-type: none"> - Send client feedback to the KOL to start the demo process. - The client approved the Figma version of the V.Rohto Mineral Tear and V.Rohto Dry Eye websites, starting the demo process. 	<ul style="list-style-type: none"> - Collected feedback and made adjustments before sending it to the KOL. - Checked the timeline with the team to ensure progress on the website demo. 	<ul style="list-style-type: none"> - Learned the process of working with KOLs. - Gained additional knowledge on the website development process.
Thursday (12/09)	<ul style="list-style-type: none"> - Presented the pitching for Vifon Mỹ Nhất Vị. 	<ul style="list-style-type: none"> - Organized the teams that would be present for the pitch. - Prepared equipment to present to the client. - Recapped the 	<ul style="list-style-type: none"> - Understood how a pitching presentation is conducted. - Learned how to lead a meeting with clients.

		client's input for the team to revise.	
Friday (13/09)	- Participated in a training session on time management and managing the quality of outputs in a campaign.	- Gained insights into the training content, requirements, and necessary tasks for successful project management.	- Understood the process, steps, and tips for time management when working on a project. - Learned the steps from receiving briefs, analyzing, listing down information to communicating with different parties, managing output quality, and delivering to clients.
Week 7: 16/09/2023 - 20/09/2023			
Monday (16/09)	- Met with the team to discuss the adjustments for Vifon Mỹ Nhất Vị. - Summarized the posts that need to be delivered this week for V.Rohto. - Checked the demo round 1	- Recapped the client's feedback from the previous presentation. - Outlined the next steps for the teams.	- Clearly understood each task that I needed to perform.

	of the KOLs and sent it to the clients.		
Tuesday (17/09)	- Received the master file of the TVC Nippon and sent it to the client for approval.	- Checked the quantity and quality of the master file. - Emailed the client to confirm the soft copy, sent the hard drive, and prepared a delivery confirmation receipt for the hard copy.	- Gained further insights into the process of making a TVC.
Wednesday (18/09)	- Created the acceptance minutes along with the TVC report for the Nippon project.	- Completed the acceptance minutes. - Captured the video frame by frame to create a report for the TVC.	- Learned how to conduct acceptance testing after completing a TVC for the project.
Thursday (19/09)	- Discussed with colleagues in the company to present my proposed research topic and quantitative questionnaire. Searched for additional information and reviewed company materials to prepare for the research topic.	- Received feedback and contributions from colleagues and considered implementing them for the topic and developing the questionnaire.	- Understood the provided company materials. - Enhanced communication skills and received valuable, sincere

			contributions from experienced colleagues for my research topic.
Friday (20/09)	- Participated in a WIP meeting with the company's leadership, hearing clear updates on some new work processes from the CEO and welcoming a new Account Manager who joined the company.	- Gained official information about the work processes, how to track work progress, and the management skills that need to be developed.	- Enhanced communication skills and expanded relationships. - Gained a clear understanding of the new processes and felt that they were organized and logical.
Week 9: 23/09/2023 - 27/09/2023			
Monday (23/09)	- Tracked all KOLs that have been approved for demos and scheduled their posts. - Organized a schedule with the client to present the final round of pitching for Mỹ Nhất Vị.	- Compiled all approved videos that need revision. - Organized the posting timeline.	- Scheduled posts to achieve maximum effectiveness. - Prepared for the final round of pitching on Wednesday (25/09).

<p>Tuesday (24/09)</p>	<ul style="list-style-type: none"> - Reviewed the completed content, checked its quality, and sent it to the client for approval and posting. 	<ul style="list-style-type: none"> - Continued creating briefs for the design and content teams to prepare the next posts. 	<ul style="list-style-type: none"> - Enhanced skills in quality control for posts, images, and content.
<p>Wednesday (25/09)</p>	<ul style="list-style-type: none"> - Presented the final round of pitching for Mỹ Nhất Vĩ Vifon. 	<ul style="list-style-type: none"> - Ensured that the teams present were well organized. - Prepared equipment to present to the client. - Recapped the client's input for the team to revise. 	<ul style="list-style-type: none"> - Understood how a pitching presentation is conducted. - Learned how to lead a meeting with clients.
<p>Thursday (26/09)</p>	<ul style="list-style-type: none"> - Revised the quote to send to the procurement team of Vifon. - Completed the paperwork with the KOLs to begin the payment process gradually. 	<ul style="list-style-type: none"> - Sent the final quote and awaited the results of the pitching. 	<ul style="list-style-type: none"> - Learned how to create quotes and discounts to maintain profitability while meeting the client's budget.
<p>Friday (27/09)</p>	<ul style="list-style-type: none"> - Send the demo websites to the client for review. - Tracked the progress of the posts on V.Rohto's page. - Created a content calendar for the next month for V.Rohto. 	<ul style="list-style-type: none"> - Ensured that the teams understood the next steps for the upcoming week. - Checked the events happening in October to adjust the number of posts accordingly. 	<ul style="list-style-type: none"> - Learned how to create a content calendar for the fanpage.

Week 10: 30/09/2023 - 04/10/2023			
Monday (30/09)	<ul style="list-style-type: none"> - Monitored client feedback on the demo website for V.Rohto sent previously. - Participated in a meeting with the design team to discuss necessary adjustments based on client feedback. - Took notes on key points for improvement and planned to present them to the client in the next meeting. 	<ul style="list-style-type: none"> - Understood the client's requirements and had a clear plan for revisions. 	<ul style="list-style-type: none"> - Learned how to receive and handle client feedback to improve the product.
Tuesday (01/10)	<ul style="list-style-type: none"> - Continued working with the content team to develop articles for the upcoming V.Rohto campaign. - Participated in brainstorming sessions to generate new ideas for communication content. - Learned how to identify target audiences and adjust messages accordingly. 	<ul style="list-style-type: none"> - Created several new content ideas suitable for the campaign. 	<ul style="list-style-type: none"> - Enhanced creative content skills and teamwork.
Wednesday (02/10)	<ul style="list-style-type: none"> - Send the revised articles to the manager for review before submitting them to the client. - Received feedback from the manager and made adjustments as required. 	<ul style="list-style-type: none"> - Finalized the articles and prepared them for submission to the client. 	<ul style="list-style-type: none"> - Learned how to receive and apply feedback to improve work quality.

Thursday (03/10)	<ul style="list-style-type: none"> - Attended a meeting with the client to present the developed communication content for the V.Rohto campaign. - Received positive feedback from the client regarding the content ideas and approach. 	<ul style="list-style-type: none"> - The client expressed high appreciation, motivating further activities. 	<ul style="list-style-type: none"> - Improved presentation and persuasion skills during meetings with clients.
Friday (04/10)	<ul style="list-style-type: none"> - Monitored the progress of the posts on V.Rohto's fan page. - Organized a meeting with the team to evaluate the effectiveness of the posts and make necessary adjustments. 	<ul style="list-style-type: none"> - Updated the status of the posts and developed optimization strategies for the following week. 	<ul style="list-style-type: none"> - Learned how to track and evaluate the effectiveness of communication activities.
Week 11: 07/10/2023 - 11/10/2023			
Monday (07/10)	<ul style="list-style-type: none"> - Reviewed and prepared for the upcoming offline event for V.Rohto. - Participated in planning the event, from the venue, equipment, to the content. 	<ul style="list-style-type: none"> - Developed a clear event plan and assigned specific tasks to each team member. 	<ul style="list-style-type: none"> - Learned how to organize and plan for an event.
Tuesday (08/10)	<ul style="list-style-type: none"> - Executed preparation tasks for the event, such as printing materials and creating communication content. - Worked with the design team to finalize necessary publications for the event. 	<ul style="list-style-type: none"> - Ensured that all required materials were completed and ready for the event. 	<ul style="list-style-type: none"> - Gained skills in working with design and creating communication materials.

<p>Wednesday (09/10)</p>	<ul style="list-style-type: none"> - Participated in the offline event for V.Rohto, assisting in management and coordination. - Interacted with guests and clients, gathering feedback on the products and services. 	<ul style="list-style-type: none"> - The event was successful and received positive feedback from attendees. 	<ul style="list-style-type: none"> - Developed event organization and customer communication skills.
<p>Thursday (10/10)</p>	<ul style="list-style-type: none"> - Summarized the event, collecting feedback from clients and colleagues. - Prepared a report on the event results and made recommendations for future events. 	<ul style="list-style-type: none"> - Completed a detailed report on the event's effectiveness. 	<ul style="list-style-type: none"> - Enhanced skills in data analysis and reporting results.
<p>Friday (11/10)</p>	<ul style="list-style-type: none"> - Conducted a wrap-up meeting with the team to evaluate the entire internship process and the work performed. - Shared experiences and lessons learned throughout the internship period. 	<ul style="list-style-type: none"> - Received positive feedback from management regarding growth and effort during the internship. 	<ul style="list-style-type: none"> - Recognized the importance of evaluation and feedback in the learning and working process.

APPENDIX 02: PLAGIAISM CHECK RESULT

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ORIGINALITY REPORT

0 %	0 %	0 %	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

Exclude quotes	On	Exclude matches	< 100 words
Exclude bibliography	On		