

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



**PROPOSING LOCALIZATION MARKETING PLAN TO
UNLOCK LOCAL ACTIVATION PLATFORM FOR OREO
COOKIES**

Student full name: Truong Cam Tien

Major: Marketing

Class: DH47MRC01

Instructor: Dinh Tien Minh

Ho Chi Minh City – Year 2024

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GVHD: Dinh Tien Minh



Year 2024

ACKNOWLEDGEMENT

First and foremost, I would like to express my deep gratitude to Dr. Dinh Tien Minh for his steady encouragement, valuable comments, and advice essential to bringing this Internship Report to completion. His insight into, and motivation during, this project have been invaluable; without his constant mentorship, this work could never have been completed.

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I would like to expand my appreciation by mentioning all the interviewees and respondents who contributed their very valuable opinions, hence making this report possible. Your ideas have been instrumental in shaping the direction of my research.

Lastly, I would like to thank my family and friends for being my support and encouragement throughout this journey. Through your belief in me, I have been able to draw a lot of strength and motivation. I also realize that this report may have certain limitations, given that I am at an incipient stage in the field, and I welcome more feedback from our illustrious faculty. The whole experience has been enriching, and further growth in my professional career is something I am looking forward to with eagerness.

Sincerely,
Trương Cẩm Tiên.

DECLARATION

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

Truong Cam Tien

CONFIRMATION LETTER

To: The School of International Business - Marketing, University of Economics HCMC

We, MONDELEZ KINH DO VIET NAM JOINT STOCK COMPANY, located at 8th Floor, Empress Tower, 138-142 Hai Ba Trung Street, Da Kao Ward, District 1, HCM City, phone number: 0274.3767618, Mr. Anil Viswanathan – Managing Director as legal representative, hereby confirm to you that

Student: Trương Cẩm Tiên

Class: MRC01 Class ID: DH47 MRC01

Internship at the company for the period from: 08/2024 to 10/2024

Students get to practice and work in the department: Marketing

Working hours per week: 5 days/week

Confirmation by the enterprise/organization:

Full name: Nguyễn Đức Vương

Position: Trưởng Bộ phận Nhân sự Email: duc.wuong.nguyen@mdlz.com

(Sign and seal)



NGUYỄN ĐỨC VƯƠNG

Trưởng phòng Nhân sự

EVALUATION FORM BY ENTERPRISE/ORGANIZATION

The School of International Business - Marketing, University of Economics HCMC (UEH) would like to acknowledge your acceptance for Student: Trương Cẩm Tiên Class: MRC01 Class ID: PH47MRC01

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

Students are practicing and working at the department: Marketing

In the company: Mondelez Kinh Đô Viet Nam Joint Stock Company

Working time: 5 days/week

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

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

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

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

Confirmation from the enterprise/organization:

Full name: Nguyễn Đức Vương

Position: Trưởng Bộ phận Nhân sự Email: duc.wong.nguyen@mondelez.com



NGUYỄN ĐỨC VƯƠNG

Trưởng phòng Nhân sự

**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	
1. Content (<i>Good business understanding, practical content, suitable for the training program, logical, complete, creative in identifying problems or recommendations...</i>)	25	
2. Independent research skills (<i>Complete and appropriate document research, information evaluation/analysis, appropriate research methods, following the schedule...</i>)	10	
3. Problem solving skills (<i>identify the problem accurately, develop a proposal based on appropriate expertise, develop practical and feasible solutions ...</i>)	10	
4. Presentation (<i>The writing style is clear, concise, free of grammatical errors, and presented following regulations....</i>)	5	
5. Attitude and behavior (<i>Professional, honest, progressive, time management, proactive, positive...</i>)	5	
TOTAL	70	

Instructor name: _____

Signature: _____

Date: _____

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ABSTRACT

The thesis "Proposing Localization Marketing Plan to Unlock Local Activation Platform for OREO Cookies" is written based on the huge difference between OREO's leading position as the No.1 selling cookie brand worldwide and its humble market share, at merely 10.5%, in Vietnam. The research is driven by the need to enhance OREO's resonance with Vietnamese consumers, particularly millennial parents and children aged 3-12. While OREO has successfully implemented several global marketing campaigns like OREO Blackpink and OREO Pokemon, none of these have fully captured the cultural insights or liking of Vietnamese consumers. This thesis thus develops a marketing localization strategy for such discrepancies and focuses on consumer enthusiasm and region-specific activation approaches.

It will seek to assess the current positioning of OREO within the Vietnamese market; analyze consumer insight into key passion points; and provide a culture-grounded tailored marketing strategy for OREO. The methods include a mixed-methods approach, combining qualitative research through semi-structured interviews and focus groups with quantitative data from a survey of 240 consumers in Ho Chi Minh City.

The aim is to provide a comprehensive localization plan encompassing Above-the-Line and Below-the-Line activities in order to raise the market share of OREO and build brand equity within Vietnam. Though there are a few limits, such as the geographical factor and time constraints, the research study has provided enough data to be useful for subsequent studies for preparing an effective local-marketing strategy for OREO in Vietnam.

INTRODUCTION

Internship background

Since the freshman year in college, I have been deeply interested in brand marketing. My excitement was stirred up when I joined the competition called Vietnam Young Lions, where I had an opportunity to be ranked within the top five countrywide. The experience confirmed my love for marketing and also introduced me to the various exciting creative possibilities applied in the industry. Further inspired by the achievements of professionals holding leading positions within the FMCG industry, I had a clear dream of making a professional foray into this energetic sector.

During 2023, the year I won the Gold award at Vietnam Young Lions, was a personal milestone that gave an opportunity to be a planner at Pencil Group, one of the leading creative agencies. My designation at Pencil allowed me to work with a wide range of clients and industries, thus giving me an overall understanding of brand marketing. Be that as it may, it was through these varied experiences that I came to realize my true interest lay in the FMCG sector, particularly in the snacking industry.

What really fulfilled me was the fast pace that FMCG marketing takes: the demand for innovation and constant linking to the trends of evolving consumers.

In April 2024, I came to know that Mondelez Kinh Do Vietnam was recruiting for the Taste The Future Internship Program 2024. Considering the fact that Mondelez has earned a prestigious global reputation in managing brands and is powerfully present in the fast-moving consumer goods industry, especially in snacks, I saw this as a perfect opportunity to combine my passion for consumer insights with hands-on experience at a leading company. And so, I applied, and to my excitement, I was chosen to join the cohort of interns. At Mondelēz Kinh Do Viet Nam, I was a Marketing Intern within the Brand Management team for OREO, one of the iconic snack brands recognized worldwide. This has been so enriching since OREO works to bring joy into family moments, a concept so close to my desire to build brands that can emotionally bond with

people. I was also given a chance to work on the brand of Cadbury Dairy Milk and participate in innovation projects, thus extending my knowledge in the snacking category.

In that respect, Mondelez Kinh Do Viet Nam is a perfect fit for my passion: consumer insights, matched with great localization. I am excited to learn how skillfully the OREO Vietnam team will adapt global campaigns to different needs and preferences of local consumers. How to balance global brand equity with localized strategies, based on deep consumer behavior insights, is what has most fascinated me during my work in the company. The way Mondelez works consumer insights into every little detail of brand management has reaffirmed my belief that the FMCG sector, especially snacking, offers extraordinary avenues for creativity and connective opportunities. This internship has not only deepened my understanding of brand management but also strengthened my passion for using consumer insight to build meaningful and impactful brands.

Reason for choosing topic

The OREO brand worldwide success as No.1 Selling Cookies contrasts with its presence in Vietnam, which is currently standing at 10.5%. This difference indicates an opportunity for growth in Vietnam market, especially among millennial parents with kids aged 3-12. The brand aims to connect with consumers by focusing on "joyful family time" and it has been deeply resonant, but it needs to have a deeper localization into Vietnam market to resonate better with them.

Over the years, OREO has launched campaigns like OREO Blackpink (music) and OREO Pokemon (cartoons, games) that cater to global passion points. However these initiatives might not fully capture the culture and preferences of consumers in Vietnam.

Recognizing this gap, OREO's marketing team in Vietnam is exploring ways to engage locally either through brand-led efforts or partnerships with entities that are more aligned with tastes. To address this void, this proposal will bring out a localization marketing plan that is based on global strategy but rooted in local insights, especially finding local platforms activations to promote OREO with the goal of improving its presence and brand equity in the Vietnamese market.

Research Objectives

The primary objectives of this research are threefold:

- **Looking into the current situation of OREO:** Evaluate the current positioning and market penetration of OREO in Vietnam, with a specific focus on its appeal to millennial parents and young kids.
- **Analyzing OREO's consumer passion points:** Employ qualitative research to determine the key consumer passion points in Vietnam that can be aligned with OREO's purpose of sparking joyful connections during family time.
- **Propose a Localization Marketing Plan:** Using these identified passion points, suggest a comprehensive localization marketing plan including both brand-led and partnership opportunities. This plan will outline activation strategies across both Above-the-Line (ATL) and Below-the-Line (BTL) channels, supported by research data and consumer insights.

Research Methodology

This research will employ a mixed-methods approach of qualitative and quantitative research methodologies to ensure a comprehensive understanding of the market and consumer behaviors.

Qualitative research:

- **Semi-structured Interviews with 2 groups:** In-depth interviews in Ho Chi Minh City with 7-9 millennial parents and young adults. This series of interviews aims at investigating their consumption patterns and demand spaces, beliefs on OREO brand and passion points that arouse their buying motivation..
- **Focus Groups:** To better align its brand messaging with local cultural nuances, a set of focus groups will be planned involving the target consumer segments as participants to get their local insights.

Quantitative research:

- **Surveys:** A survey will be administered to a sample of 240 consumers in Ho Chi Minh City, representing both the primary and extended consumer base for OREO.

The survey will quantify the prevalence of identified passion points and assess consumer attitudes towards potential local activation ideas.

- **Data Analysis:** The quantitative data will be analyzed to identify statistically significant trends and correlations, which will inform the development of the proposed marketing plan.

Limitations of the Research

While this study aims to provide a comprehensive analysis of the Vietnamese market for OREO, there are several limitations to consider:

- **Time Constraints:** The duration of the research will stretch over a period of ten weeks which might limit this analysis's depth especially in terms of longitudinal studies.
- **Geographic Scope:** This research is focused on Ho Chi Minh City alone and therefore may not account for all consumer behaviors across various regions in Vietnam; thus, limiting the generalizability of our findings to the entire Vietnamese market.
- **Sample Size:** Although adequate enough for preliminary insights, the sample size used in qualitative research facets might not be robust to cover all range of consumer attitudes and behaviors particularly within such a dynamic marketplace like Vietnam.

Despite these limitations, the research is expected to bring out valuable insights and localization marketing plan that can contribute to the development of a more locally relevant and effective marketing strategy for OREO in Vietnam.

Thesis layout

Chapter 1: COMPANY INTRODUCTION: MONDELEZ KINH DO VIETNAM
JOINT STOCK COMPANY

Chapter 2: PROBLEMS: ANALYSING HOW TO UNLOCK LOCAL ACTIVATION
PLATFORM FOR OREO COOKIES

Chapter 3: RECOMMENDATIONS

Conclusion

CHAPTER 1

OVERVIEW OF MONDELEZ KINH DO VIETNAM AND OREO BRAND

1.1 Mondelez Kinh Do Viet Nam

1.1.1 Overview



Figure 1: Logo of Mondelez

Mondelez Kinh Do is a subsidiary of Mondelez International, Inc., which is a powerful player in the snacking industry with an ambition to lead the future of snacking, with a diversified portfolio of well-known international and regional brands: Cosy biscuits, Kinh Do mooncakes, Solite cakes, Slide potato chips, AFC crackers, OREO cookies, RITZ crackers, LU biscuits, Toblerone chocolate, Cadbury Dairy Milk chocolate, Tang powdered beverage, Halls gum and candy, Trident gum, among others. They can also be treated to everything from healthy snacks to indulgent choices, prepared suitably for particular times of the day.

Mondelez Kinh Do has been named, for many years in a row, one of the most prestigious food companies in Vietnam. It is also the leading manufacturer in the Vietnamese market in terms of market share and production volume of biscuits, including traditional retail, wholesale, and modern retail channels, consecutively for 24 months (NielsenIQ, 2020-2022)

At the same time, the brands of Mondelez Kinh Do have also continuously held on to market-leading positions. Precisely, Cosy has always topped the ranking regarding market share by volume in the Biscuit category throughout the Vietnamese market,

including traditional retail, wholesale, and modern retail channels, continuously for a period of 24 months (NielsenIQ, 2020-2022).

Operational and production areas, on the other hand, were hugely invested in by Mondelez Kinh Do for digitalization and technological advancement, thus introducing new automated sale systems. In addition, through the implementation of different automation software solutions that ensure rigorous quality control and perpetually improve the quality of the products, Mondelez Kinh Do has been improving operational efficiency.

According to Mr. Anil Viswanathan, Managing Director of Mondelez Kinh Do Vietnam, since the first step into the Vietnamese market, "we have a lot to pride ourselves on: continued growth and business success, continuous innovation to adapt to the dynamic consumer's taste and fulfill market needs. We see many opportunities ahead and are very optimistic about the prospects for growth in Vietnam."

Currently, all the operations that Mondelez Kinh Do have in Vietnam include three locations with over 3,000 employees: a headquarters based in Ho Chi Minh City and two manufacturing facilities based in Binh Duong and Hung Yen, Vietnam.

1.1.2. Foundation & History

- In 1993, it was established with an initial investment of 1.4 billion VND as Kinh Do Construction and Food Processing Co., Ltd.
- On October 1, 2002, Kinh Do Company officially converted its status from Kinh Do Construction and Food Processing Co., Ltd. to that of Kinh Do Joint Stock Company.
- In July 2015, US-based Mondelēz International Group bought 80 percent shares of Kinh Do Group's confectionery to form Mondelez Kinh Do.

1.1.3. Company Achievements

At Mondelez Kinh Do, our commitment is to sustainable business growth in Vietnam: offering consumers suitable snack products, manufactured responsibly, for their best consumption experience. While our delicious products bring a lot of happy moments to millions of Vietnamese consumers every day, we strongly believe in and have been

making significant efforts towards prioritizing consumer, customer, employee, and community well-being.

We are proud of the various awards we have received from several bodies in recognition of our consistent and bold efforts toward making achieving ground-breaking product innovation, creating a better working environment for employees, and producing positive impacts on the environment and society.

Achievements of Mondelez Kinh Do Viet Nam:

- Mondelez Kinh Do has been exclusively named in Top 100 Best Places To Work in Vietnam in 2023 and secured an impressive 8th place within the FMCG category and 22nd place in the landscape of large enterprises.
- Top 50 Most Attractive Employer; Brands for Vietnamese students; Rank 19th in the Economics - Management - Commerce majors; Rank 5th in Engineering, Mechanics, and Manufacturing.
- Mondelez Kinh Do continues to maintain its steadfast position in receiving the CSR Awards from the American Chamber of Commerce in Vietnam for six consecutive years, which reflects our robust dedication to transparency, effective management, extensive outreach initiatives, and sustainable business practices.
- Mondelez Kinh Do proudly obtained TOP 100 Sustainable companies in 2022 according to the Corporate Sustainability Index (CSI) presented by Vietnam Chamber of Commerce and Industry (VCCI). This year marks the 2nd consecutive year the company is being named in top 100 Sustainable companies.
- Mondelez Kinh Do continues to be honored to receive the Amcham ESG Impact award for 2 consecutive years (2022-2023) because of its various achievements in ESG, community activities, and CSR initiatives.
- Mondelez Kinh Do was awarded the "Food Hero Awards 2023" by AFT, the Ho Chi Minh City Food Transparency Association, the Vietnam Food Bank, and Food Share, which was the first such initiative in Vietnam.



Figure 2: Mondelez team in Anphabe.com with the certificate of "Best Places to Work in Vietnam"

1.1.4. Company Vision & Mission

Mondelez's Sustainability Framework & Well-Being Strategy is to lead the future of snacking by offering the right snack, for the right moment, made the right way. Mondelez call this Snacking Made Right.

Snacking Made Right is the lens through which Mondelez view ESG and a framework for our sustainability and well-being agendas.

- **The right snack:** This concept is all about providing consumers with choices while snacking, so that they can make an informed decision. From indulgence to health, our objective is to craft snacks that people will really enjoy and can feel good about eating.
- **For the right moment:** Ability to develop the right times in allowing consumers to enjoy snacks anywhere in the world, at any time of the day, having a reflective form of consumption.
- **Made the right way:** This concept refers to the processing of snacks that are not only healthy for the consumer but also good for the environment, including the commodities used, the communities we live in and operate within, and the climate we have a goal of protecting.



Figure 3: Mondelez's Strategy Model

Mondelez have set clear goals for 2025 that help Mondelez work toward bold, long-term aspirations.

These strategic focuses, goals, and ambitions match the business areas best placed to drive progress, reflecting our belief on what is key for long-term success in the business. Collectively, they support our vision to lead the future of snacking and also our goal of reducing Mondelez's environmental impact while driving a positive and enduring impact on people and communities as we continue to grow.

OUR FOUR STRATEGIC PRIORITIES SUPPORT OUR PURPOSE, MISSION AND VALUES, AND GUIDE OUR GROWTH STRATEGY.



Figure 4: Strategic Priorities of Mondelez International

1.1.5. Company Value

Mondelez International strive to:

- **Love our consumers and our brands:** We deeply know our consumers and understand their desires regarding personal well-being and thoughtful care for our planet. It shapes how we share delightful and sustaining snacks with them.
- **Grow everyday:** For everything we do, we have one focus – betterment. We focus on speed and efficiency, not perfection. Our employees are at the heart of our business. They are the driving force for our growth.
- **Do what's right:** We always endeavor to treat others with respect and dignity. The power of a diverse, inclusive, and interconnected community brings us the ability to move forward down the right path in a more efficient manner. We fulfill our commitments, working in the best interest of our customers and partners.

Highlight achievements of Mondelez building a more sustainable snacking company:

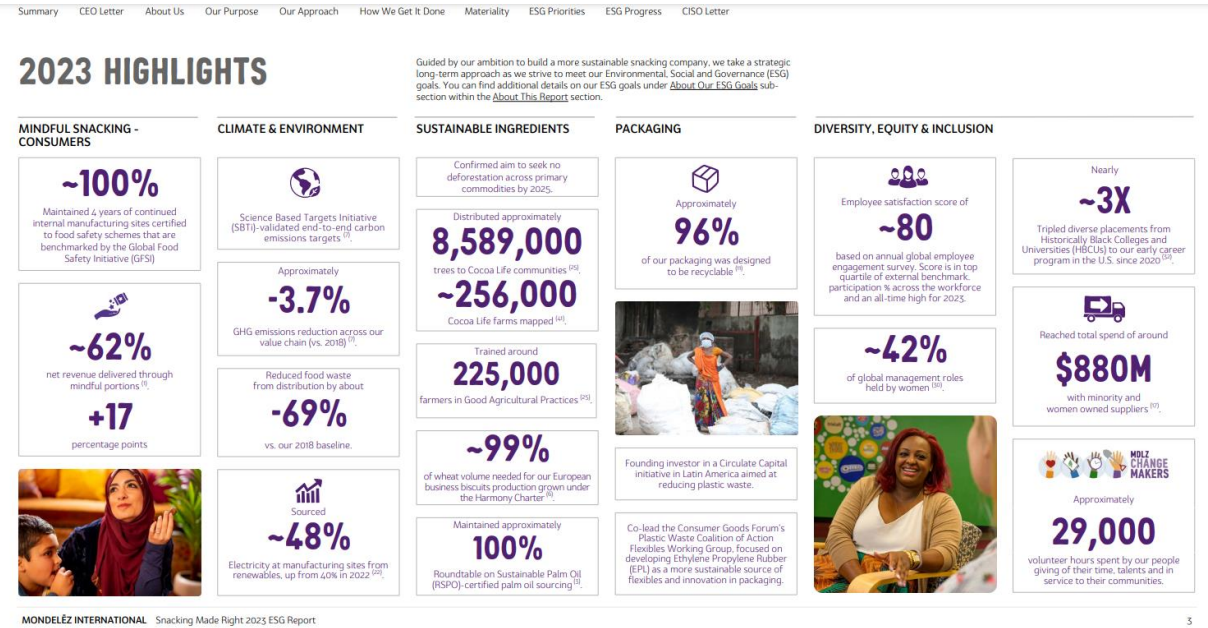


Figure 5: 2023 ESG Highlight of Mondelez International

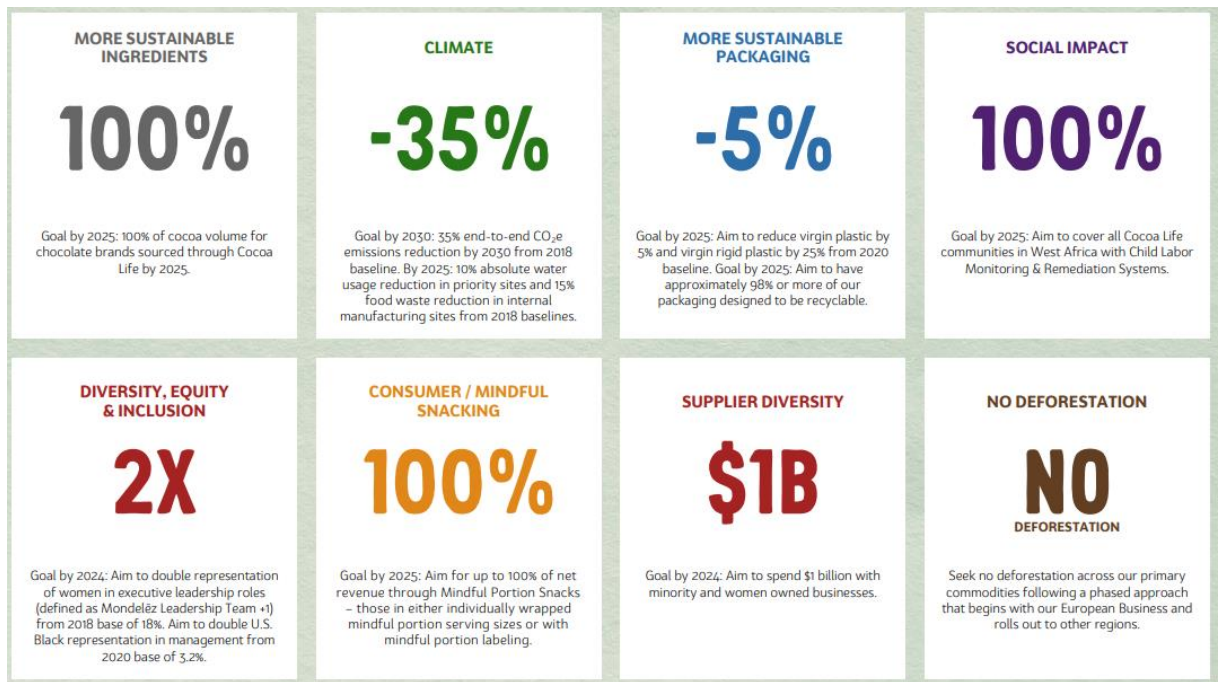


Figure 6: 2025 ESG Priorities of Mondelez International

1.1.6. Company Culture

1.2. OREO Vietnam Brand

1.2.1. Overview

OREO is recognized as the most beloved cookie in the world, available in more than 100 countries. More than 60 billion OREO cookies are sold annually worldwide, with more than 20 billion sales generated within the United States. Since the brand's inception in 1912, an estimated 500 billion OREO cookies have been sold. Additionally, follow OREO on Facebook (OREOUnitedStates), Twitter/X (@OREO), TikTok (@OREO), or Instagram (@OREO).

OREO – No.1 Cookies has seen significant growth under the auspices of Mondelez Kinh Do Vietnam for 10 years in Viet Nam. OREO Vietnam focuses on innovative, culturally relevant marketing that drives family interactions and delivers moments of nostalgia, such as in collaboration with Blackpink and Pokémon to cater more specifically toward younger audiences.

The OREO ritual of twist, lick, and dunk has traditionally been used to position OREO as the iconic black-and-white sandwich cookie that begs to be played with. While this ritual helps to position OREO strongly as a playful snack, it also represents another means through which its great taste can be demonstrated and communicated. For customers in Vietnam, this brand means joyous experiences and delightful moments for family.

PRE - 2020

2013 Best Friend Forever



Play with Twist Lick Dunk ritual, tagline "Love whatever milk" & jingle "Best friend forever"

2018 Oreo People



Whoever you are, we're all Oreo People Join Oreo Team, show your Oreo way, with Son Tung MTP as brand ambassador

2020 Stay Playful



Đâu có nghĩa là không vui
Stay Playful with Oreo, no matter who you are and what you like

2016 Connecting Family



The lovely moment with your child only happens with Oreo (Twist Lick Dunk)

2019 TET Stay Connected



Using music as a bridge to connect all family members, OREO wants to ignite festive spirit in everyone

2020 Say It With Oreo



Special embossed cookies with alphabet and emojis to connect together

2020 TET



With the red color as a symbol of Luck, OREO turns RED, brings LUCK this new year



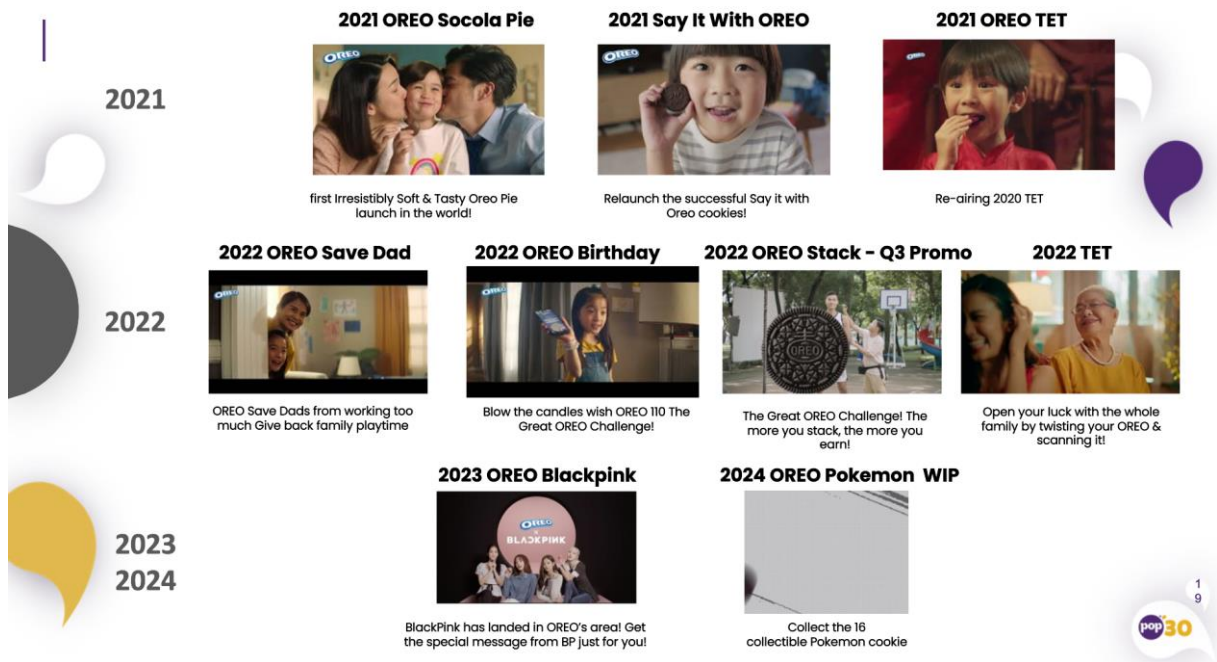


Figure 7: OREO's marketing campaign from 2013-2024

1.2.2. Brand guideline & OREO Positioning

The OREO brand is driven by a core purpose: to make the world a little more playful by bringing people closer together-can make all the difference. Above all, the brand believes that it is in the playful moments that real connections and joyful moments in everyday life are found. The OREO brand undertakes to inspire playful connections through product and communication, becoming that catalyst which enables people to unlock the moment-like and, if only for a moment, let go and live it.

OREO plays on the conflict between the playfulness of humanity and its requirements for maturity. What's more, the product itself is a black-and-white sandwich designed to be played with. That fits into the bigger benefit that OREO provides in helping connect people positively to others and to the world around them.

The tone of voice for the brand is playful and inclusive: an invitation to the world to play with OREO. It's youthful, not childish; optimistic, not naïve; clever, not overly complicated. OREO is universal, not nostalgic; timeless, not retro-a staple everyone loves that crosses cultures and generations.

1.2.3. OREO Product Portfolio

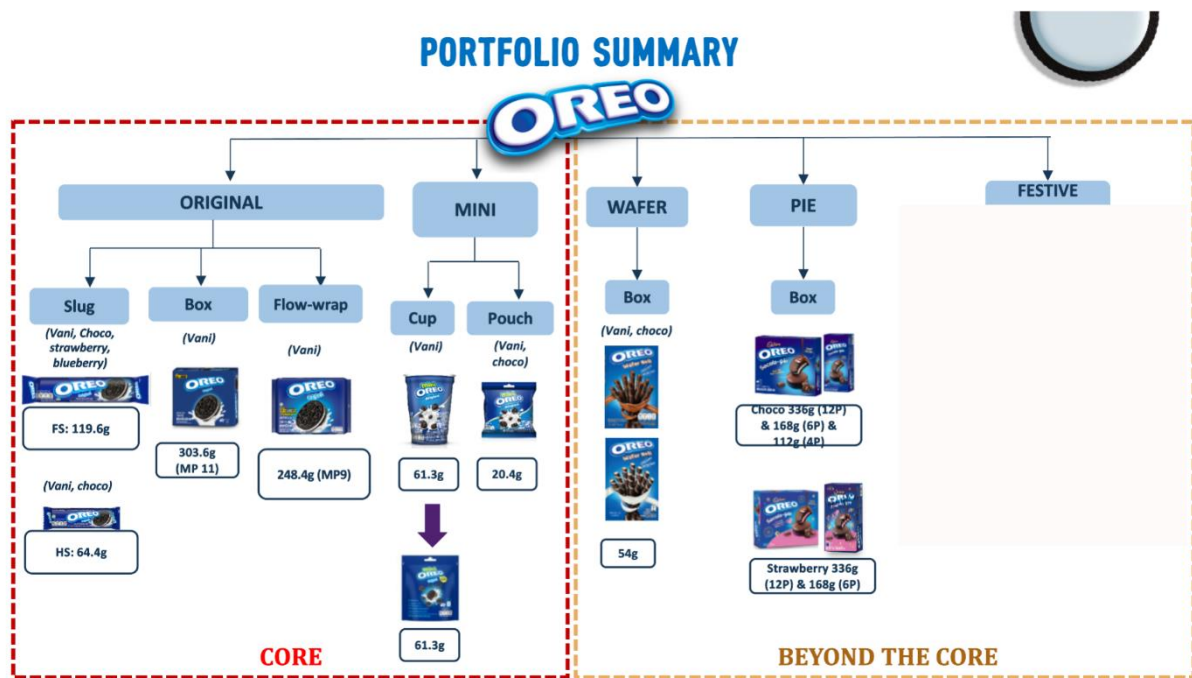


Figure 8: OREO's Product Portfolio Summary

The OREO portfolio maintains a strong base portfolio with a few innovative variations. Original OREO Snacks come in different formats: Slug, Box, Flow-wrap, Cup, and Pouch. The Slug variant is available in the flavors of Chocolate, Strawberry, and Blueberry and weighs 113.6g, while the Box format variant comprises 303.6g classic cookies. The Flow-wrap variant contains a multipack of 248.4g, while the Cup and Pouch formats weigh 61.3g and 20.4g, respectively, across the two popular flavors of Vanilla and Chocolate. Then there's the option of the Mini OREO for a smaller serving in the classic flavor, packed into Cup (61.3g) and Pouch (20.4g) formats.

Along with the core products, OREO ventured into new territories with the Wafer OREO in a 54g Box and the OREO Pie, which comes in 56g, 112g, and 156g presentations. Then there are Festive OREO products for seasonal themes, although specific offerings are still temporary. Such a portfolio would be inclusive of all kinds of consumers, putting together the traditional taste with new innovative products that further the experience created by OREO.

1.2.4. OREO Marketing Team

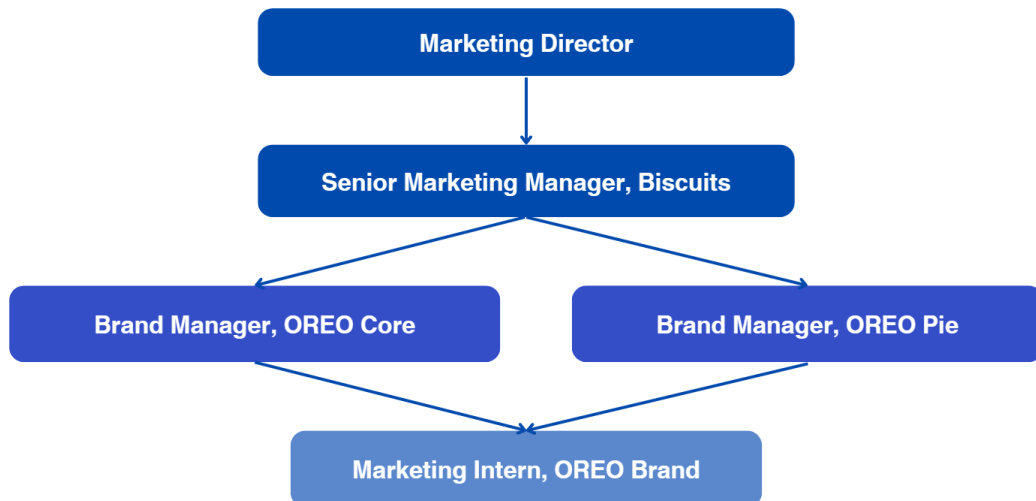


Figure 9: OREO Marketing Team Hierachy

The OREO Team's marketing organizational structure fosters collaboration and ensures brand expertise. First in the hierarchy is the Marketing Director, responsible to oversee the overall marketing strategy and leadership of the brand. Reporting to the Marketing Director is the Senior Marketing Manager for Biscuits, responsible to lead the Biscuit category including OREO and all its varied product lines.

Under the Senior Marketing Manager are two distinct posts: the Brand Manager of OREO Core and the Brand Manager for OREO Pie. In this setup, each brand manager will be creating and implementing marketing plans relevant for their respective product lines. In such a scenario, the responsibilities of brand managers are segregated to concentrate on campaigns and activities that essence the distinctive characteristics of each OREO product.

Secondly, the team includes me - a Marketing Intern for the OREO Brand. I support brand managers in their marketing efforts and, thus, gains hands-on experience with the discipline. Such an organizational structure will not only promote effective communication and decision-making but also ensure that each brand manager can focus on their own product lines and yet reap the benefit of support from the intern. In sum, this structure begets a collaborative environment to enhance the market position and participation of the OREO brand.

CHAPTER 2

PROBLEMS: ANALYSING HOW TO UNLOCK LOCAL ACTIVATION PLATFORM FOR OREO COOKIES

2.1. Preliminary Analysis

2.1.1. Theoretical Approach

Consumer Culture Theory (CCT): Consumer Culture Theory explains consumption as a part of the broad sociocultural context, especially when it comes to experience, symbolism, and ideology. The most interesting focal point of the theory is set not only on the consumer but also on building up a brand and products whose entity falls within the umbral shadow of culture and society.

Arnould and Thompson (2005) identified four research programs in CCT:

- Consumer identity projects
- Marketplace culture
- Mass-mediated marketplace ideologies and consumers' interpretive strategies
- Sociohistoric patterning of consumption



Figure 10: Consumer Culture Theory Model, Arnould and Thompson (2005)

Reason to choose theory:

- **Cultural Relevance:** The proposed study can hopefully help to identify how OREO can further locate its marketing strategies more in Vietnam by gathering data with regard to the cultural norms and values of Vietnamese consumers and their behavioral aspects. Consumption is influenced by a variety of cultural factors. For instance, CCT indicates that such factors have a strong effect on both purchasing behavior and brand perception.
- **A Critical Review of Family Insights:** Through a conceptual lens, CCT indeed provides lucid explanation of how family interactions and cultural behaviors influence consumption. It thus comes across as somewhat helpful for the development of my argument relating to family bonding, snacking behavior, and snack food meaningfulness within Vietnamese cultural and family contexts.
- **Understanding the symbolic meanings:** CCT uses such analysis to find out what meanings or values brands or products carry for the consumers. This will help me gauge the manner in which OREO needs to adjust its campaign to best connect with Vietnamese consumers in light of the symbols, customs, and values of the people.

2.2. Qualitative Research - Consumers

2.2.1. Qualitative methodology:

- Focus Group: A group of 5 people within the primary and secondary target consumer of OREO that are Family with kids (3-17 years old) and young millennials.

- List of interviewees:

- Mrs. Uyen Uyen – 33 years old, married
- Mrs. Han Le – 28 years old, young millennials
- Mrs. Hai Au – 32 years old, have 1 kids
- Mr. Nhon Hung – 33 years old, have 1 kids (3 years old)
- Mrs. To Van – 28 years old, young millennials

- Location: Google Meet.

2.2.2. Qualitative questionnaire: based on Consumer Culture Theory

Table 1: QUALITATIVE CONSUMERS QUESTIONNAIRE

Section	Objectives - Key takeouts	Questions
<p>Section 1: Consumer Identity Projects</p> <p>This part focuses on how consumers create a coherent self through their consumption habits and the products they choose.</p>	<p>Consumer Choices in Daily Moments and Special Times</p>	<p>Are there any specific snacks you associate with family events or holidays?</p>
		<p>Are there any cultural or family traditions that you feel could be complemented by a product like OREO? How might this influence your purchasing behavior?</p>
	<p>Behavior in Family Time</p>	<p>What activities do you usually engage in with your family, especially with your children aged 3-12?</p>
		<p>How important is "joyful family time" to you? What activities best represent this concept for your family?</p>
<p>Section 2: Marketplace cultures</p> <p>This part looks at consumers as culture producers and focuses on subcultures, brand communities, and consumer tribes.</p>	<p>Brand Awareness & Perception</p>	<p>How familiar are you with the OREO brand? What comes to mind when you think of OREO?</p>
		<p>In your opinion, what aspects of OREO's brand image do you find most relatable, and which ones feel distant or irrelevant?</p>
<p>Section 3: Sociohistoric Patterning of Consumption</p> <p>This part looks at how consumption choices are influenced by social and historical factors, including social capital.</p>	<p>Daily Habits & Snacking Preferences</p>	<p>Can you describe your daily snacking habits? What types of snacks do you and your family usually consume?</p>
		<p>What factors influence your choice of snacks (e.g., taste, health benefits, brand familiarity, etc.)?</p>
	<p>Role of Snacks in Family Time</p>	<p>How often do you include snacks as part of your family bonding activities?</p>

		<p>How do you see the role of snacks in creating memorable moments with your family? Can you recall a specific instance where a snack played a central role in a family memory?</p>
<p>Section 4: Mass-Mediated Marketplace Ideologies and Consumers' Interpretive Strategies This part examines how consumer ideologies and identities are influenced by economic and cultural globalization and how cultural product systems orient consumers toward certain ideologies or identity projects.</p>	<p>Receptiveness to Localization</p>	<p>Would you be more likely to purchase OREO if it was promoted through a campaign or partnership that included familiar local elements (e.g., local celebrities, cultural events, Vietnamese flavors)?</p>
		<p>How do you perceive the role of globally recognized snacks versus local snacks during family gatherings? Do you prefer one over the other, and why?</p>
	<p>Ways to Localize OREO</p>	<p>In what ways do you think snacks like OREO could be more integrated into Vietnamese family rituals or special occasions?</p>
		<p>How do you think the concept of "joyful family time" varies between Western and Vietnamese cultures? How could OREO adapt this concept to better fit Vietnamese families' expectations?</p>

2.2.3. Key findings from qualitative research

Table 2: QUALITATIVE CONSUMERS KEY FINDINGS

	<p>End user Focus Group Link record</p>	<p>Key findings by parts</p>
<p>Daily Habits & Snacking Preferences</p>		

Section 1: Consumer Behavior and Preferences	<p>Anh/chị có thể mô tả thói quen ăn vặt hằng ngày của mình được không (thời điểm nào trong ngày,..)? Gia đình anh/chị thường tiêu thụ loại đồ ăn vặt nào?</p> <p>Can you describe your daily snacking habits? What types of snacks do you and your family usually consume?</p>	<p>Common Timing: Snacks are typically consumed between 3 PM and 5 PM, often as an energy boost or during leisure activities like movie-watching.</p> <p>Snack Preferences: There's a mix between savory (e.g., rice paper) and sweet snacks (e.g., cakes, milk tea), with a preference for traditional Vietnamese snacks among some respondents.</p>
	<p>Những yếu tố nào ảnh hưởng đến lựa chọn đồ ăn vặt của anh/chị (ví dụ như: hương vị, lợi ích sức khỏe, sự quen thuộc với thương hiệu, v.v.)?</p> <p>What factors influence your choice of snacks (e.g., taste, health benefits, brand familiarity, etc.)?</p>	<p>Family-Oriented: Snacks are often purchased for family members, particularly children, and are sometimes chosen for longevity and convenience.</p> <p>Social Role: Snacking plays a role in family bonding and traditional practices like offerings.</p>
	<p>Anh/chị có thể giải thích quá trình ra quyết định điển hình khi chọn đồ ăn vặt cho bản thân hoặc gia đình mình được không? Con của anh/chị đóng vai trò gì trong quá trình này?</p> <p>Can you walk me through a typical decision-making process when you choose a snack for yourself/your family? What role does your child play in this process?</p>	<p>Functional & Leisure: Snacks serve both practical and enjoyment purposes, being part of daily routines and special family moments.</p>
Brand Awareness & Perception		
	<p>Anh/chị có quen thuộc với thương hiệu OREO không? Điều gì hiện lên trong đầu anh/chị khi nghĩ về OREO?</p>	<p>Brand Familiarity: Respondents are highly familiar with OREO, particularly through its tagline ("Twist, Lick, Dunk") and long presence in the Vietnamese</p>

	<p>How familiar are you with the OREO brand? What comes to mind when you think of OREO?</p>	<p>market. Many have tried various flavors. Product Display: OREO is prominently displayed in stores, making it hard to miss, reinforcing brand familiarity. Relatable Aspects: The classic flavor and blue packaging are key aspects that resonate with consumers. The "Twist, Lick, Dunk" method is seen as fun, mainly for children. Unfamiliar/Irrelevant Aspects: Some consumers find OREO's sweetness too intense, particularly when comparing it to knock-off versions. The black color of the cookie also gives an impression of excessive sweetness.</p>
	<p>Theo anh/chị, những khía cạnh nào trong hình ảnh thương hiệu OREO là gần gũi nhất và những khía cạnh nào cảm thấy xa lạ hoặc không phù hợp?</p> <p>In your opinion, what aspects of OREO's brand image do you find most relatable, and which ones feel distant or irrelevant?</p>	
<p>Behavior in family time</p>		
<p>Section 2: Deep dive into demand space - Family Dynamics & Joyful Family Time</p>	<p>Anh/chị thường tham gia vào những hoạt động gì cùng gia đình, đặc biệt là với các con trong độ tuổi từ 3 đến 12?</p> <p>What activities do you usually engage in with your family, especially with your children aged 3-12?</p>	<p>Family Activities: Movie Nights: Family members frequently enjoy watching movies together, often accompanied by snacks. Outings: Activities include going out for coffee, visiting family, and traveling, which strengthen family bonds. Shared Meals: Meals and snacks are central to creating memorable family moments and fostering connection.</p>
	<p>"Thời gian vui vẻ bên gia đình" quan trọng với anh/chị đến mức nào? Những hoạt động nào thể hiện rõ nhất khái niệm này đối với gia đình anh/chị?</p> <p>How important is "joyful family time" to you? What activities best represent this concept for your family?</p>	<p>Importance of Joyful Family Time: Highly Valued: "Joyful family time" is considered very important for maintaining family connections. Travel and Shared Meals: Traveling and sharing meals are highlighted as key activities that</p>

		<p>enhance family bonding and create joyful experiences.</p> <p>Snacks as Connectors: Snacks are seen as a reason to spend more time together, providing a means to share stories and enjoy each other's company.</p>
Role of snacks in family time		
	<p>Anh/chị thường xuyên kết hợp đồ ăn vặt trong các hoạt động gắn kết gia đình như thế nào?</p> <p>How often do you include snacks as part of your family bonding activities?</p>	<p>Enhancing Enjoyable Moments:</p> <ul style="list-style-type: none"> - Fun and Enjoyable: Snacks contribute to more enjoyable and fun experiences with family, such as movie nights with specific snacks. - Emotional Support: Snacks like chocolate or OREO help improve mood during difficult times and provide comfort. <p>Bonding and Connection:</p> <ul style="list-style-type: none"> - Symbolic Gesture: Snacks often symbolize care and reconciliation in family interactions, such as using sweets to make amends after a disagreement. - Routine and Nostalgia: Familiar snacks become associated with family memories and traditions, making them a comforting reminder of family times even when apart. <p>Creative and Interactive:</p> <ul style="list-style-type: none"> - Games and Traditions: Families engage in playful activities involving snacks, such as contests with cookies, which strengthen bonds and create lasting memories.
	<p>Anh/chị nghĩ vai trò của đồ ăn vặt trong việc tạo nên những khoảnh khắc đáng nhớ với gia đình như thế nào? Anh/chị có thể nhớ lại một kỷ niệm cụ thể mà đồ ăn vặt đã đóng vai trò trung tâm trong ký ức gia đình không?</p> <p>How do you see the role of snacks in creating memorable moments with your family? Can you recall a specific instance where a snack played a central role in a family memory</p>	
Receptiveness to localization		
Section 3: Localization	<p>Anh/chị có khả năng sẽ mua OREO hơn nếu nó được quảng bá qua một</p>	<p>Local Promotion for OREO: Positive Impact: Some respondents are open to purchasing</p>

	<p>chiến dịch hoặc hợp tác bao gồm các yếu tố địa phương quen thuộc (ví dụ: người nổi tiếng trong nước, sự kiện văn hóa, hương vị Việt Nam) không?</p> <p>Would you be more likely to purchase OREO if it was promoted through a campaign or partnership that included familiar local elements (e.g., local celebrities, cultural events, Vietnamese flavors)?</p>	<p>OREO if it features local elements in its marketing (e.g., Vietnamese flavors, local celebrities). Mixed Reactions: Others are unsure or feel OREO is already familiar enough without additional local promotion.</p> <p>Global vs. Local Snacks: No Strong Preference: There is no strong preference between globally recognized snacks and local snacks for family gatherings. Most respondents do not differentiate significantly between them.</p>
	<p>Anh/chị cảm nhận vai trò của các món ăn vặt nổi tiếng toàn cầu so với đồ ăn vặt địa phương trong những buổi tụ họp gia đình như thế nào? Anh/chị có ưu tiên loại nào hơn không, và tại sao?</p> <p>How do you perceive the role of globally recognized snacks versus local snacks during family gatherings? Do you prefer one over the other, and why?</p>	
Ways to localize OREO		
	<p>Anh/chị nghĩ khái niệm "thời gian vui vẻ bên gia đình" khác nhau như thế nào giữa văn hóa phương Tây và Việt Nam? /OREO có thể điều chỉnh khái niệm này ra sao để phù hợp hơn với kỳ vọng của các gia đình Việt Nam?</p>	<p>Cultural Differences in "Joyful Family Time": Western vs. Vietnamese: There is a perception that Western families might spend more time together regularly or have seasonal gatherings like Christmas and Easter. In contrast, Vietnamese families, if living nearby, often</p>

	How do you think the concept of "joyful family time" varies between Western and Vietnamese cultures? /How could OREO adapt this concept to better fit Vietnamese families' expectations?	meet more frequently and have special traditions.
	Recommendations (optional)	<p>Local Partnerships for OREO: Vietnamese Cuisine: Incorporating Vietnamese culinary elements, like pairing OREO with Hanoi's green young rice (c�m xanh), could appeal to older generations.</p>
	What type of local partnerships or themes do you think would make OREO more appealing to you and your family?	<p>Physical Activities: Partnering with physical activities such as trekking or trail running could resonate with Vietnamese family culture, as these activities are popular and create opportunities for consuming snacks like OREO.</p>

2.2.4. Key insights & passion points of consumers

I came up with 6 key insights & passion points from my qualitative research as below, I will test these 6 hypothesis on the upcoming quantitative research.

- **Passion Point: Seamless Home family Entertainment**
Insight: Families with kids tend to have their leisure time always crammed due to numerous engagements. They prefer fast and convenient entertainment without going out, such as TV shows or movies and home activities. Families appreciate these little cherished moments of shared activities, no matter how short they are.
- **Passion Point: Nostalgia and Retro Culture**
Insight: The X generation is attracted to content related to their childhoods which the young millenials also enjoy and kids get to these memorable things with their families and this unifies two generations. There is a revival of retro TV series, classic snacks and old school chores in Vietnam.
- **Passion Point: Engaging in Outdoor Activities**
Insight: There's an increasing trend among Vietnamese families and younger millennials to interact with nature whether through hiking, camping, or just taking weekend getaways to the beach or mountains far from the city.
- **Passion Point: Music and Karaoke**
Insight: Music and especially karaoke remains a melting joy in Vietnam. It is common to see families or young millennials competing in caring for themselves with a microphone at home or a karaoke centre. It is an enjoyable and casual activity that helps people relax and.
- **Passion Point: Physical and Active Lifestyle**
Insight: Play active sports like football and badminton with young millennials, or simply bike or run around the outdoors in Vietnam; these activities can make a family healthy in addition to bonding them together.
- **Passion Point: To Connect Emotionally by Talking**

Insight: Vietnamese families value emotional closeness; however, because of a busy lifestyle, it sometimes may not be easy to find the time for meaningful and serious conversations. It happens with shared meals, late-night talks, or just relaxing together at home. Both millennials and parents have these moments as a way of talking feelings out, discussing future plans, and simply unwinding together.

2.3. Qualitative Research – Experts

Table 3: QUALITATIVE EXPERTS KEY FINDINGS

<p style="text-align: center;">PHỎNG VẤN CHUYÊN GIA <u>LINK RECORD</u></p>	<p style="text-align: center;">THÔNG TIN CƠ BẢN Tên đáp viên 1: Anh Nam Nguyễn Công việc: Sale effectiveness specialist</p> <p style="text-align: center;">Tên đáp viên 2: chị Trần Nguyễn An Ninh Vị trí: SEA Innovation Marketing Manager</p>
<p>Đâu là khó khăn của OREO để tăng penetration ở VN <i>What are the challenges for OREO in increasing penetration in Vietnam?</i></p>	<p><i>The family needs to be able to relate to the product.</i></p>
<p>Trong kinh nghiệm của anh/chị, phụ huynh Việt Nam thường dựa trên những tiêu chí nào để chọn đồ ăn vặt cho con mình? Họ có quan tâm nhiều hơn đến yếu tố dinh dưỡng, thương hiệu, hay các chương trình khuyến mãi không? <i>In your experience, what criteria do Vietnamese parents usually rely on when choosing snacks for their children? Do they pay more attention to factors like nutrition, brand, or promotional offers?</i></p>	<p><i>If they bring their kids along, they'll buy whatever the kids like. Having animated characters that appeal to children or small portions (like one piece or one bar) makes it easy to consume right away. When shopping for the family, they'll choose bigger pack sizes to save money and avoid having to shop frequently.</i></p> <p><i>For flavors, they'll buy something slightly sweet, like chocolate or sponge cake.</i></p>
<p>Anh chị nghĩ yếu tố văn hóa và localization có ảnh hưởng trực tiếp đến performance của OREO không? <i>Do you think cultural factors and localization directly impact OREO's performance?</i></p>	<p><i>People don't avoid choosing OREO directly because of cultural factors. Solite is often used for offerings, but when we launched Solite Mickey for two consecutive years, we faced obstacles in the northern region because they didn't like displaying animated characters (AW) on the altar.</i></p>

<p>Trong quá trình triển khai các hoạt động BTL, anh/chị có từng gặp phải thách thức nào trong việc duy trì sự nhất quán giữa thông điệp truyền thông và trải nghiệm tại điểm bán không? Nếu có, anh/chị đã giải quyết như thế nào?</p> <p><i>During the implementation of BTL activities, have you ever faced challenges in maintaining consistency between the communication message and the experience at the point of sale? If so, how did you address them?</i></p>	<p><i>When visiting grocery stores, there might be a selling story, but in reality, store owners have to sell many products and don't have time to promote the ones I want them to highlight to customers. Their approach focuses more on the rewards (e.g., 'buy 3 cookies and get a pencil case'), not on conveying my communication message. Therefore, the message I want to communicate needs to be clearly and directly displayed on the packaging, POSM, and so on.</i></p>
<p>Dựa trên kinh nghiệm của anh/chị, hoạt động BTL nào đã tạo ra hiệu quả tốt nhất tại các điểm bán lẻ khi nhắm đến gia đình và trẻ em? Các yếu tố nào đã giúp tăng cường tính tương tác của người tiêu dùng với sản phẩm tại điểm bán?</p> <p><i>Based on your experience, which BTL activities have been the most effective at retail points when targeting families and children? What factors helped enhance consumer interaction with the product at the point of sale?</i></p>	<p><i>Modern Trade: Book PG to do more activations (like mascots). General Trade: Grocery stores don't have much space for such activities, so gifts and POSM are used to catch attention according to the theme. For example, Solite made backpacks... Customer gifts need to be customized according to the persona.</i></p>
<p>Khi triển khai sản phẩm FMCG tại các kênh bán lẻ, anh/chị có những kinh nghiệm gì trong việc tối ưu hóa trải nghiệm người tiêu dùng tại điểm mua (POS) thông qua trưng bày sản phẩm hoặc các chương trình khuyến mãi?</p> <p><i>When launching FMCG products at retail channels, what experiences have you had in optimizing the consumer experience at the point of sale (POS) through product displays or promotional programs?</i></p>	<p><i>Pricing plays a significant role, as buying in bulk offers higher discounts for retailers. It's important to visit good selling points frequently. For larger or more significant contributions, more visits are needed to ensure everything runs smoothly. Securing more shelf space (e.g., two rows of boxes and one row of trays) is essential. The product must be prominently displayed at the point of sale, and stock should always be fully available.</i></p>
<p>Đối thủ có chương trình sales promotion nào nổi bật không?</p> <p><i>Do competitors have any standout sales promotion programs?</i></p>	<p><i>Selling in the form of added pieces within one SKU, like Kokomi's +30% extra quantity at the same price or Nabati's larger SKU bars, is different from discount programs like 'buy 2, get 1 free.' I value the added pieces model more because</i></p>

	<i>excessive discounting can easily diminish the perceived value of the product. => OREO hasn't done this before.</i>
Thời điểm high peak của OREO là khi nào? <i>When is the high peak period for OREO?</i>	<i>Timing is based on seasonal peaks (like Tết), with SKUs related to the holiday. It's also tied to students (back to school) and driven by brand campaigns. If there's good buzz on social media, consumption will increase.</i>
Chiến lược điểm bán của OREO tại các kênh bán lẻ đang như thế nào? <i>What is OREO's point-of-sale strategy in retail channels?</i>	<i>It depends on the SKU. Small grocery stores stock smaller SKUs While supermarkets and minimarts carry a wider range of products with larger quantities. Thanks to the strong OREO brand name, there are advantages, with priority given for display and restocking.</i>
Sự khác biệt của OREO so với các nhãn hàng khác tại các kênh bán như thế nào? <i>What differentiates OREO from other brands at retail channels?</i>	<i>It depends on consumer demand. For example, Solite is a very popular, family-oriented product, so its image feels more 'mature' and is more fitting in family settings like offerings. OREO, being a chocolate product, appeals more to children, and its communication also targets a younger consumer group. Initially, OREO reflected less of a family image, so it performs better in modern trade (MT) channels. However, for penetration in grocery stores, more mass-market products are favored.</i>

2.4. Quantitative Research

2.4.1. Quantitative methodology

- Online survey
- Platform: Google Form

Target group: Family with kids and Young Generation Y (those born between 1981 and 1996) in Ho Chi Minh City who have known and purchased OREO products before.

Objective: The goal is to gather conclusions about the key insights and passion points of target consumer. From this, we aim to come up with the creative communication idea

and activation platform that resonates strongly with the consumers' behavior and psychology.

Method: Online questionnaire through Google Form.

Sample size: The sample size is determined by the following formula:

$$n = \frac{z^2(p.q)}{e^2}$$

Where:

$z = 1,96$ (Confidence level – 95%)

$p = 0,36$ (36% of the population in Ho Chi Minh City is Generation Y, Source: Nielsen)

$q = 0,64$

$e = 5\%$

$\Rightarrow n = 220,9$

\Rightarrow Therefore, the author chooses a sample size of **221 interviewees** for the survey.

2.4.2. Quantitative questionnaire & key results

The survey collected 224 responses. After filtering, 3 invalid responses were removed.

Table 4: QUANTITATIVE QUESTIONNAIRE & KEY RESULTS

Section	Question type	Questions	Source	Key results
Demographic	Nominal scale	What's your name? <i>Tên của anh/chị là gì?</i>	x	
	Nominal scale	Anh chị sống ở đâu? <i>Where do you live?</i>		
	Ratio scale	Which term fits you the most? <i>Câu nào miêu tả đúng trạng thái của bạn nhất?</i> 1. Young millennials (28 tuổi trở lên) 2. Đã có gia đình và có con (3-17 tuổi)		

<p>Section 1: Consumer Identity Projects</p>	<p>Interval scale - Likert (from 1-5)</p>	<p>Evaluate the interest level of the activities (from 1 - lowest to 5 - highest) that your family enjoy doing together <i>Hãy đánh giá các hoạt động dưới đây theo mức độ mà gia đình bạn thích và thường tận hưởng cùng nhau</i> 1. Ăn chung (ăn tối, ăn chiều,...) 2. Xem phim và show truyền hình cùng nhau 3. Đi chơi bên ngoài (đi du lịch, đi cà phê, thăm họ hàng, đi picnic,...) 4. Tham gia các hoạt động thể chất (chạy marathon, chạy trail, đi trekking, đi tập thể dục cùng nhau,..) 5. Tham gia các hoạt động chữa lành nhẹ nhàng (đi làm bánh,...)</p>	<p>Question 2.1, 2.2</p>	<p>Respondents indicated that the activities that are most commonly done with families are having dinner together, watching movies or shows, traveling (going out), visiting relatives, and participating in physical activities together. => What remains is to find out if these activities are truly popular among a larger sample.</p>
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	<p>Ratio scale - Multiple choices (single answer)</p>	<p>Choose the activity that makes you feel to help you and your family bonding the most</p> <p><i>Chọn hoạt động mà bạn thấy giúp gia đình bạn gắn kết nhất</i></p> <ol style="list-style-type: none"> 1. Ăn chung (ăn tối, ăn chiều,...) 2. Xem phim và show truyền hình cùng nhau 3. Đi chơi bên ngoài (đi du lịch, đi cà phê, thăm họ hàng, đi picnic,...) 4. Tham gia các hoạt động thể chất (chạy marathon, chạy trail, đi trekking, đi tập thể dục cùng nhau,...) 5. Tham gia các hoạt động chữa lành nhẹ nhàng (đi làm bánh,...) 6. Other:... 	<p>Question 2.1, 2.2</p>	<p>Respondents indicated that the activities that are most commonly done with families are having dinner together, watching movies or shows, traveling (going out), visiting relatives, and participating in physical activities together.</p> <p>=> Find out which activity is the most popular among a larger sample.</p>
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	<p>Ratio scale - Short answer</p>	<p>Hãy kể tên hoạt động bạn muốn thực hiện cùng gia đình nhất (ngoại trừ các hoạt động trên)</p>	<p>Question 2.1, 2.2</p>	<p>Respondents indicated that the activities that are most commonly done with families are having dinner together, watching movies or shows, traveling (going out), visiting relatives, and participating in physical activities together. => Identify which common activities might have been missed by the smaller interview sample.</p>
	<p>Ratio scale - Multiple choice (multiple answers)</p>	<p>In your family's most enjoyable activity, which do you often choose to enjoy with? <i>Trong hoạt động mà gia đình bạn thích làm cùng nhau nhất, bạn sẽ lựa chọn sản phẩm nào đi kèm sau?</i></p> <ol style="list-style-type: none"> 1. Bánh quy 2. Bánh tươi 3. Bánh mặn 4. Trái cây 5. Other 	<p>Question 2.3</p>	<p>The small interview sample indicated various types of snacks (such as pastries, savory cakes, mixed rice cakes, etc.). => Determine the percentage of cookie consumption during the most enjoyable moments with the family.</p>

	Long answer	<p>What would snacks help you and your family in these activities? <i>Đồ ăn vặt đóng vai trò như thế nào, giúp cho bạn như thế nào trong các hoạt động này?</i></p>	Question 2.4	<p>Snacks are very important in critical times of family gathering since their roles exist in both many functional/physical benefits and mental/emotional benefits. => Determine the unexplored roles in the larger pool of audience</p>
<p>Section 2: Marketplace cultures This part looks at consumers as culture producers and focuses on subcultures, brand communities, and consumer tribes.</p>	Interval scale - Likert (1-5)	<p>Please rate the familiarity of OREO with you <i>Hãy đánh giá sự quen thuộc của OREO với bạn</i></p>	Question 1.4	<p>Most of users feel familiar with OREO Brand => Need to test in the larger pool size of audience</p>
	Interval scale - Likert (1-5)	<p>When you want to have some snack, you will choose OREO <i>Khi bạn thèm và muốn ăn vặt, bạn sẽ chọn OREO.</i></p>	Question 1.4	<p>The number of interviewees choose OREO drop significantly => Need to test in the larger pool size of audience</p>
	Ratio scale - Short answer	<p>What makes you use/haven't used OREO so often in your snacking experience? <i>Điều gì khiến bạn chọn/không chọn OREO khi muốn ăn vặt.</i></p>	Question 1.5	<p>Some common reason:</p> <ul style="list-style-type: none"> • too sweet • prefer Vietnamese snack => Need to test in the larger pool size of audience

<p>Section 3: Sociohistoric Patterning of Consumption This part looks at how consumption choices are influenced by social and historical factors, including social capital.</p>	<p>Ratio scale - Multiple choices (multiple options)</p>	<p>When do you most often have snacks? <i>Bạn thường ăn vặt vào thời điểm nào trong ngày?</i></p> <ul style="list-style-type: none"> • Sáng • Giữa trưa • Chiều (3-5 PM) • Tối • Khuya 	<p>Question 1.1, 1.2</p>	<p>Respondents typically snack in the afternoon or in the evening after dinner. => Need to test in the larger pool size of audience</p>
	<p>Ratio scale - Multiple choices (multiple options)</p>	<p>Why do you have snacks at that time? <i>Lý do bạn ăn vặt lúc đó là gì?</i></p> <ol style="list-style-type: none"> 1. <i>Energy boost for mini breaks</i> 2. <i>During leisure activities (movie-watching, surfing the internet,...)</i> 3. <i>For indulgence</i> 4. <i>Energy boost when tired or break time in physical activities</i> 5. <i>Other:...</i> 	<p>Question 1.3, 1.1</p>	<p>Users often snacks in order to boost their energy & leisure activities => Need to test their common demand space to find one that can fit with their passion points & campaign direction</p>
	<p>Ratio scale - Multiple choice (single answer)</p>	<p>Do you enjoy snacks with other people at that time? <i>Bạn có thường ăn vặt với ai khác không?</i></p> <ol style="list-style-type: none"> 1. <i>Yes, with my family and friends</i> 2. <i>No, alone.</i> 	<p>Question 1.1</p>	<p>Most of them enjoy eating with their beloved ones. => Need to test in the larger pool size of audience</p>

	<p>Interval scale - Likert (1-5)</p>	<p>Hãy đánh giá theo thang từ 1-5 mức độ đồng ý với ý kiến sau đây</p> <p>Snacks bring Fun and Enjoyable time with family: Snacks contribute to more enjoyable and fun experiences with family, such as movie nights with specific snacks or good snacks on their trip to other city.</p>	<p>Question 2.4</p>	<p>Mrs Uyên (interviewee) shows that she enjoys having snacks in her leisure time with family like while watching TV with husband,...</p> <p>Mrs Hân (interviewee) shows that her family often bring snacks while traveling on vacations.</p>
	<p>Interval scale - Likert (1-5)</p>	<p>Hãy đánh giá theo thang từ 1-5 mức độ đồng ý với ý kiến sau đây</p> <p>Snacks provide emotional support: Snacks like chocolate or OREO help improve mood during difficult times and provide comfort.</p>	<p>Question 2.4</p>	<p>Mrs Uyên & Mrs Hân both feel like eating OREO while having bad moods</p>
	<p>Interval scale - Likert (1-5)</p>	<p>Hãy đánh giá theo thang từ 1-5 mức độ đồng ý với ý kiến sau đây</p> <p>Snacks bring connection as symbolic gesture: Snacks often symbolize care and reconciliation in family interactions, such as using sweets to make amends after a disagreement.</p>	<p>Question 2.4</p>	<p>Mr. Hung & Mrs. Uyên have had many lovely experiences while they/their family use snacks to amends after an argument</p>

	<p>Interval scale - Likert (1-5)</p>	<p>Hãy đánh giá theo thang từ 1-5 mức độ đồng ý với ý kiến sau đây</p> <p>Snacks have the vibe of family nostalgia: Familiar snacks become associated with family memories and traditions, making them a comforting reminder of family times even when apart.</p>	<p>Question 2.4</p>	<p>When encounter any snacks that her family often eat, Mrs. Ân will remember about her family</p>
	<p>Interval scale - Likert (1-5)</p>	<p>Hãy đánh giá theo thang từ 1-5 mức độ đồng ý với ý kiến sau đây</p> <p>Snacks increase creative & joyful interactive bonds: Families engage in playful activities involving snacks, such as contests with cookies, which strengthen bonds and create lasting memories.</p>	<p>Question 2.4</p>	<p>Mrs. Vân's family often uses snacks to play games to bond with each other.</p>

	<p>Interval scale - Likert (1-5)</p>	<p>Hãy đánh giá theo thang từ 1-5 mức độ hứng thú với ý tưởng truyền thông sau đây</p> <p>A GREAT MOVIE NIGHT FOR FAMILY HOME ENTERTAINMENT</p> <p>We know that families with kids often find their leisure time squeezed by various busy activities in a day, and finding convenient, enjoyable moments together is a priority. That's why OREO is teaming up with renowned Vietnamese film studios and streaming platforms like VieON or 2N1Đ TV shows to bring you the ultimate 'Family Movie Night' experience with many . Let OREO be part of your cherished family moments!</p>	<p>ALL</p>	<p>Campaign direction suggestions to be tested after having all quantitative results</p>
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	<p>Interval scale - Likert (1-5)</p>	<p>Hãy đánh giá theo thang từ 1-5 mức độ hứng thú với ý tưởng truyền thông sau đây</p> <p>OREO THROWBACK</p> <p>OREO is thrilled to launch our new campaign celebrating the charm of nostalgia and retro culture. We understand that the families and young millennials alike are drawn to the beloved memories of their childhood, and families often bond over these timeless elements. With the resurgence of retro TV series, classic snacks, and old-school traditions in Vietnam, OREO is seizing this moment to introduce the ‘Throwback OREO’ collection. Get ready to relive those cherished moments with OREO, as we bring a taste of the past into your present-day memories!</p>	<p>ALL</p>	<p>Campaign direction suggestions to be tested after having all quantitative results</p>
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	<p>Interval scale - Likert (1-5)</p>	<p>Hãy đánh giá theo thang từ 1-5 mức độ hứng thú với ý tưởng truyền thông sau đây</p> <p>OREO RESONATES FAMILY'S OUTDOOR ADVENTURES</p> <p>As Vietnamese families and younger millennials increasingly embrace their love through traveling and weekend getaways, OREO is here to be a part of those memorable experiences.</p> <p>Introducing ‘Snack Outdoors with OREO’—a campaign offering specially curated outdoor snack packs for families exploring beyond the city. We’re partnering with Traveloka to conduct OREO-sponsored tours to create many exciting activities. We will appear everywhere to fill your energy & joy to continue the fun adventure with your family. Let’s make your family outings even more enjoyable with OREO!"</p>	<p>ALL</p>	<p>Campaign direction suggestions to be tested after having all quantitative results</p>
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		<p>Hãy đánh giá theo thang từ 1-5 mức độ hứng thú với ý tưởng truyền thông sau đây</p> <p>OREO KARAOKE</p> <p>In Vietnam, music and karaoke are beloved pastimes, with families and millennials alike reveling in the fun of singing along with friends and loved ones. To enhance these memorable moments, OREO is creating special ‘OREO Karaoke’ spaces at popular locations across Vietnam and during the launch events of the most anticipated sing-along games. These spaces will offer a fun, interactive environment where you can enjoy your favorite OREO snacks while belting out your favorite tunes. Join us for an unforgettable karaoke experience and discover how OREO can make your singing sessions even sweeter!</p>	<p>ALL</p>	<p>Campaign direction suggestions to be tested after having all quantitative results</p>
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		<p>Hãy đánh giá theo thang từ 1-5 mức độ hứng thú với ý tưởng truyền thông sau đây</p> <p>OREO FOR FAMILY ACTIVE LIFESTYLE</p> <p>In Vietnam, engaging in active sports like football, swimming, or simply biking and running outdoors is a great way to stay healthy and strengthen family bonds. To support these vibrant lifestyles, OREO is organizing family-friendly physical events and collaborating with many marathon/trails competitions for fun runs and tournaments, all featuring our delicious OREO snacks to keep enough energy & joy for families to continue their active lifestyle.</p>	<p>ALL</p>	<p>Campaign direction suggestions to be tested after having all quantitative results</p>
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		<p>Hãy đánh giá theo thang từ 1-5 mức độ hứng thú với ý tưởng truyền thông sau đây</p> <p>OREO SAYS IT ALL</p> <p>We understand that Vietnamese families treasure emotional closeness, but busy lifestyles often make it challenging to find time for meaningful conversations. ‘The Oreo Conversations’ campaign aims to be the catalyst for these cherished moments. Inside every OREO package, you'll find conversation starters that encourage heartfelt discussions while enjoying a delicious treat. To enhance this experience, OREO is partnering with family therapists and influencers to create content that highlights the importance of emotional well-being and meaningful talks. Let OREO be a part of your family’s special moments, making every conversation sweeter and more memorable.</p>	<p>ALL</p>	<p>Campaign direction suggestions to be tested after having all quantitative results</p>
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<p>Section 4: Mass-Mediated Marketplace Ideologies and Consumers' Interpretive Strategies</p> <p>This part examines how consumer ideologies and identities are influenced by economic and cultural globalization and how cultural product systems orient consumers toward certain ideologies or identity projects.</p>	<p>Interval scale - Likert</p>	<p>Bạn có nghĩ rằng OREO nên thực hiện các chiến dịch quảng cáo địa phương hơn để phù hợp với người tiêu dùng Việt Nam không? (Đánh giá trên thang điểm Likert từ 1 đến 5, 1 = Không cần, 5 = Rất cần thiết)</p> <ul style="list-style-type: none"> • Có • Không • Không chắc chắn 	<p>3.1, 3.2</p>	<p>Most of users are unsure</p> <p>=> Need to check more on larger pool size</p>
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2.4.3. Quantitative Results Analysis

The detailed quantitative research results [here](#)

2.4.3.1. The consumer profile - Demographic

- Customer demographic:

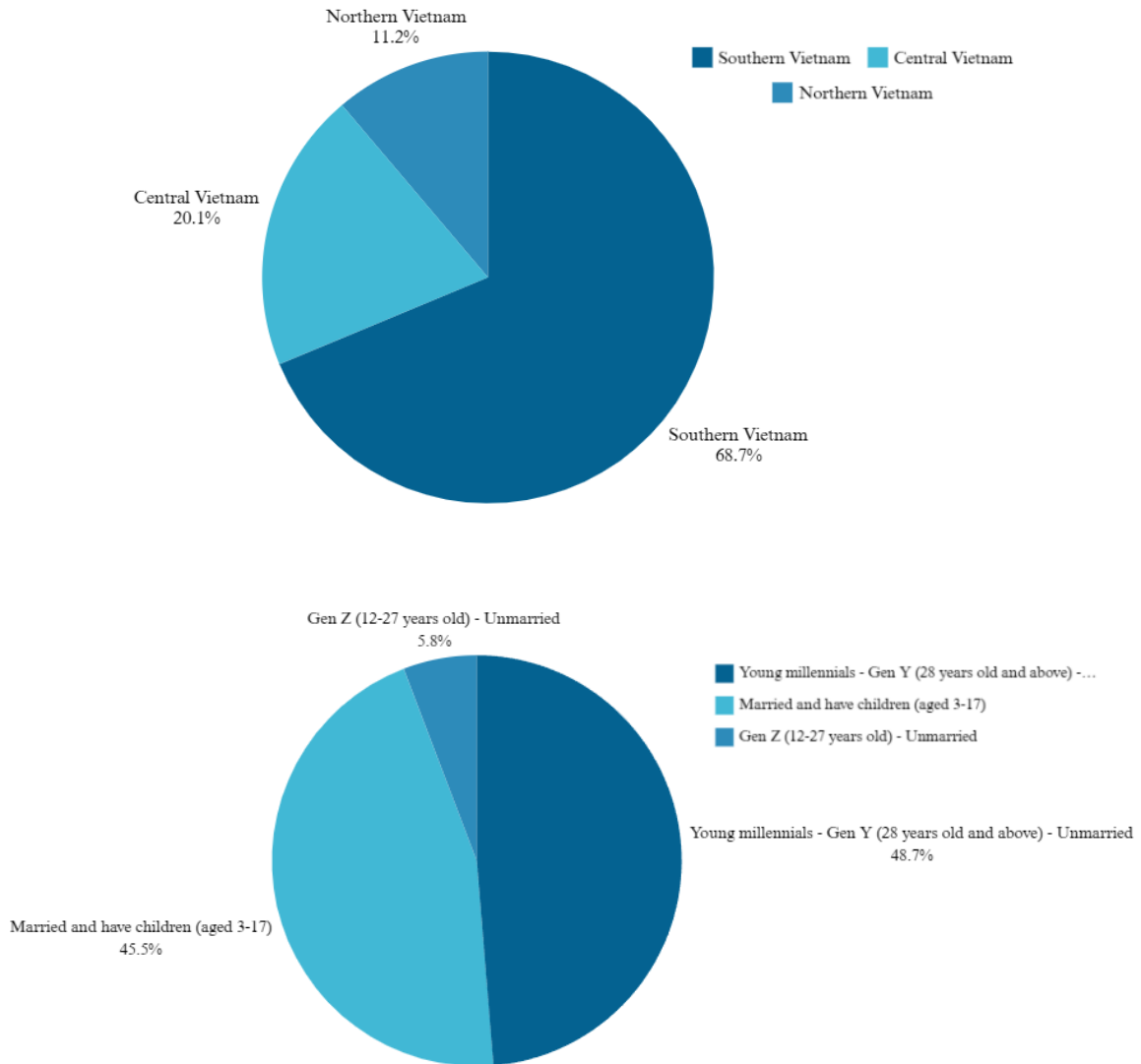


Figure 11: Demography of OREO consumer joined in the survey
(Source: Research results)

It is evident that there is a larger percentage of the respondents living in Southern Vietnam (68.8%), followed by Northern Vietnam (20.1%) and Central Vietnam (11.2%). This pattern indicates that Southern Vietnam should be the most suitable region that should be targeted since there are a lot of consumers in the region.

The second diagram portrays the marital and family composition of the respondents. The greatest share (48.7%) of the study's participants are those who are **married with children** aged between three and seventeen years, and these audiences are very important. This is critical as OREO's communication direction and key message are family-centric. Also, another **45.5% of respondents were Young Millennials** (Gen Y aged 28 and over, single) and **5.8% belonged to Gen Z** (aged 12-27 and single). These observations imply that we will have to find out an approach and local key insights that can tap in both the primary audience - Family with kids and the supportive audience - young millennials. Also, we can use the younger generations as the influencers to drive the attention for our campaign.

Key findings: Around half of the target audience could be really suitable with a family-centered approach but it might be necessary to broaden the scope of OREO's approach to include more active engagement of the younger generations via modern and active lifestyle marketing content.

2.4.3.2. Consumer Identity Projects

- *Behavior in Family Time*

***Evaluate the interest level of the activities (from 1 - lowest to 5 - highest) that your family enjoy doing together**

1. Eating together (dinner, lunch, etc.)
2. Watching movies and TV shows together
3. Hang out (traveling, going to cafés, visiting relatives, going on picnics, etc.)
4. Participating in physical activities (running marathons, trail running, trekking, exercising together, etc.)
5. Engaging in relaxing activities (baking, etc.)

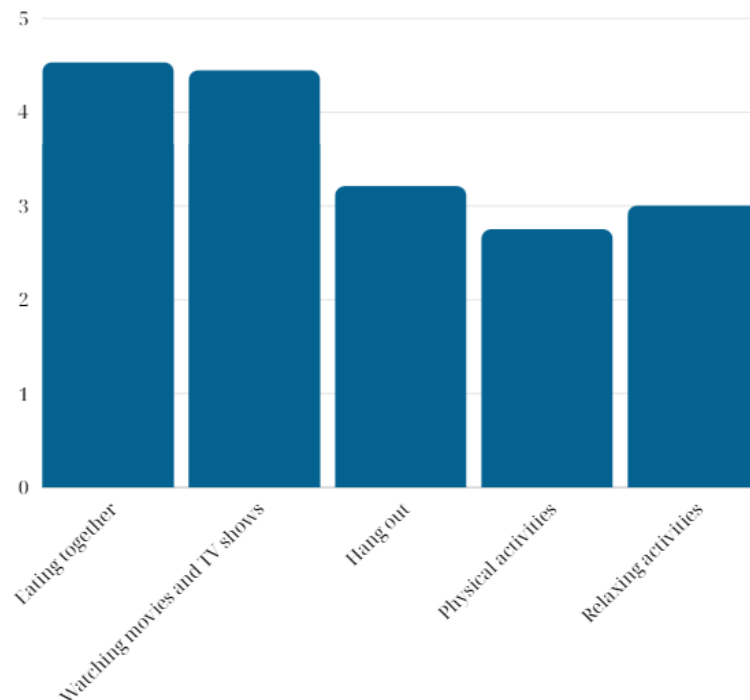


Figure 12: Rating of the most enjoyed activities in family times

(Source: Research results)

Overall, the quantitative research data provides understanding into the kinds of activities that families like to do together, making it easier to create a local marketing strategy for OREO Cookies. Most importantly, these **family meals proved to be the most liked and the most common activity with the highest mean score of 4.54**. Therefore, OREO is able to use such a strategy on placement of its goods because they are suitable snacks for any family mealtime.

The next thing that families do almost **4.45 on average is watch either movies or television** which opens an opportunity for OREO as an accompanying snack during

family movie nights. Here also the branding aspect comes up as there is a chance of working with online sites such as Netflix or on specific themed TV shows.

Hanging out scored 3.21. It can be inferred from this score that most people still engage in it, but not as much as activities that involve staying indoors.

Conversely, other **physical pursuits like running or even climbing scored 2.75** while **relaxing activities** like baking, which is labeled as resting activity, was not that far off with **only scoring 3.01**. Such low scores suggest that it will not be wise for the company to try positioning OREO within these activities.

***Key findings:** OREO should focus on more family oriented and thus home based activities like dining and entertainment which are extremely popular.*

***Choose the activity that makes you feel to help you and your family bonding the most**

1. Eating together (dinner, lunch, etc.)
2. Watching movies and TV shows together
3. Hang out (traveling, going to cafés, visiting relatives, going on picnics, etc.)
4. Participating in physical activities (running marathons, trail running, trekking, exercising together, etc.)
5. Engaging in relaxing activities (baking, etc.)

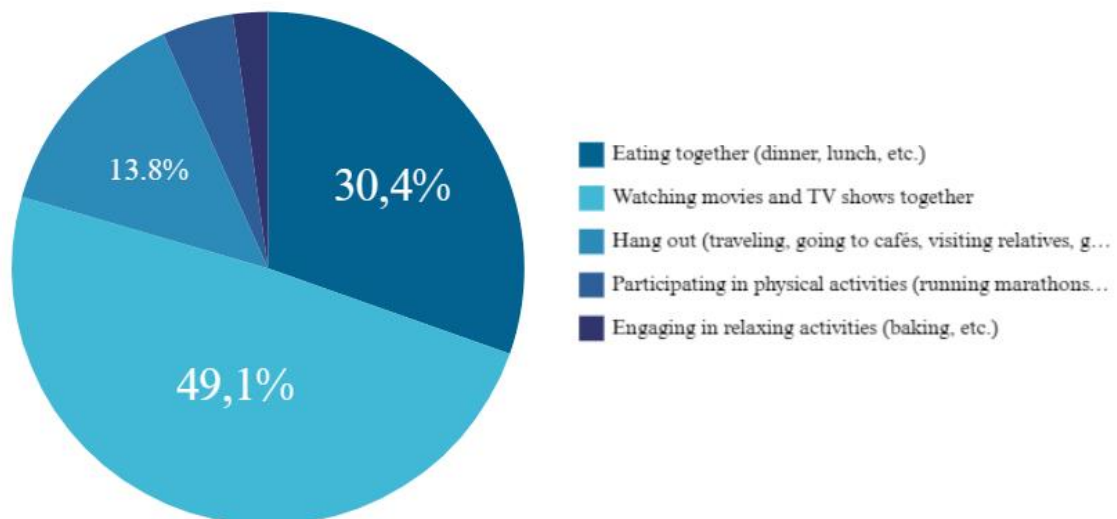


Figure 13: Rating of the most bonding activities in family times

(Source: Research results)

As is shown in the chart, the majority of respondents think that **watching movies and TV shows together** is the best activity to help them and their families bond with 49.1% of the participants selecting this answer. This is an important aspect to consider in Oreo's strategies in diverse markets in particular localization as it explains the need for finding entertainment in her family. Just like Nibbles can be promoted at any event, Movie nights can also be promoted creatively with the cookies.

Next in order of frequency, **eating together** is also a positive bonding experience, mentioned by 30.4% of the respondents. This supports the rationale of family meals as important times of interaction hence an opportunity for Oreo to promote its products in family eating occasions.

Other options such as **hanging out** (13.8%) or **doing physical activities** or **doing relaxing activities** are considered even less effective for family bonding. Hence it can be deduced that promotional campaigns should place more emphasis on indoor informal activities such as eating and watching rather than engaging in sports or other activities that are more specific.

***Name the activity you most want to do with your family (excluding the activities mentioned above).**

In response to the question about additional family activities, the top 3 mentioned are:

- Tâm sự (heart-to-heart conversations)
- Nấu ăn chung cùng nhau (cooking together)
- Hát karaoke (singing karaoke)
- Other notable activities include going on long trips and going on picnics.

These findings reveal the fact that families enjoy emotional bonding, indulging in food activities and also engaging in interactive activities like singing karaoke for the bonding. This therefore can influence the marketing strategies of Oreo to focus on family togetherness and deploying different activities.

*** In your family's most enjoyable activity, which do you often choose to enjoy with?**

1. Cookies
2. Fresh snacks (bánh tráng trộn,...)
3. Savory snacks
4. Fruits
5. Sweet cake

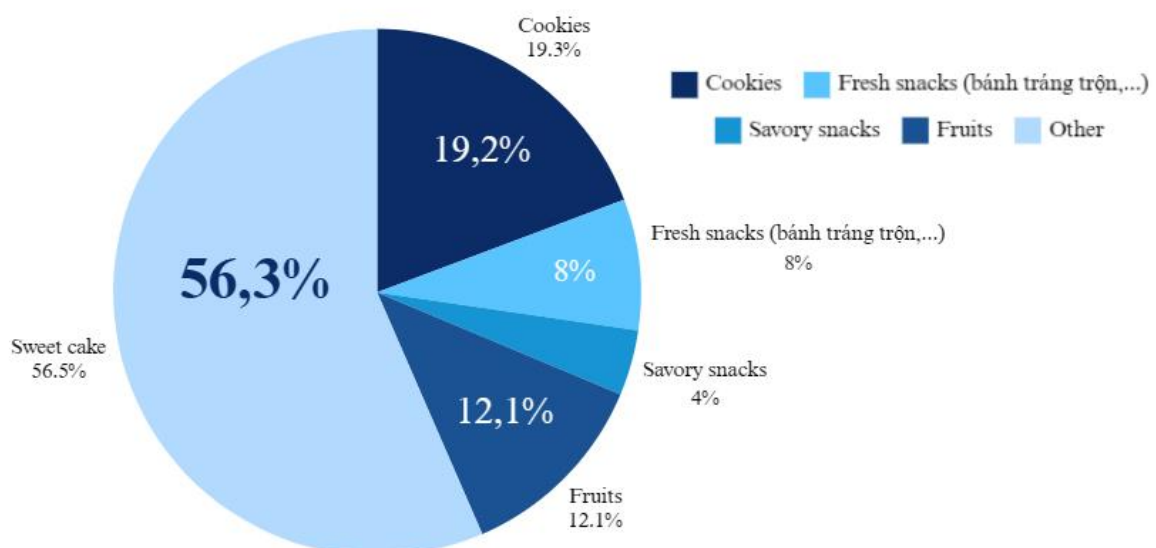


Figure 14: Pie chart of snacks people often enjoy in family time

(Source: Research results)

As depicted in the chart, all families are shown to engage in various kinds of favorite activities and make suitable snack selections which for example is flavored with **sweet cakes**, on the other hand, has the greatest percentage 56.3% showing how strong of a liking people have for the traditional pudding like snack. The next favorite snack is **cookies** which has **19.3%** share meaning there is a good chance in this snack market where Kokey can take serious advantage of this fit. Thirdly, **Fruits** is at 12.1% which is healthier option that some families choose. **Fresh snacks** such as bánh tráng trộn take up **8%** showing the locals' tastes, while **savory snacks** are the least preferred snack at **4%**.

Key findings: From this data, sweet snacks more so cakes and cookies tend to take up most of the pie and that is the reason why OREO Pies can also be included in this campaign.

2.4.3.3. Marketplace Cultures

- Brand Awareness & Perception

*Please rate the familiarity of OREO with you

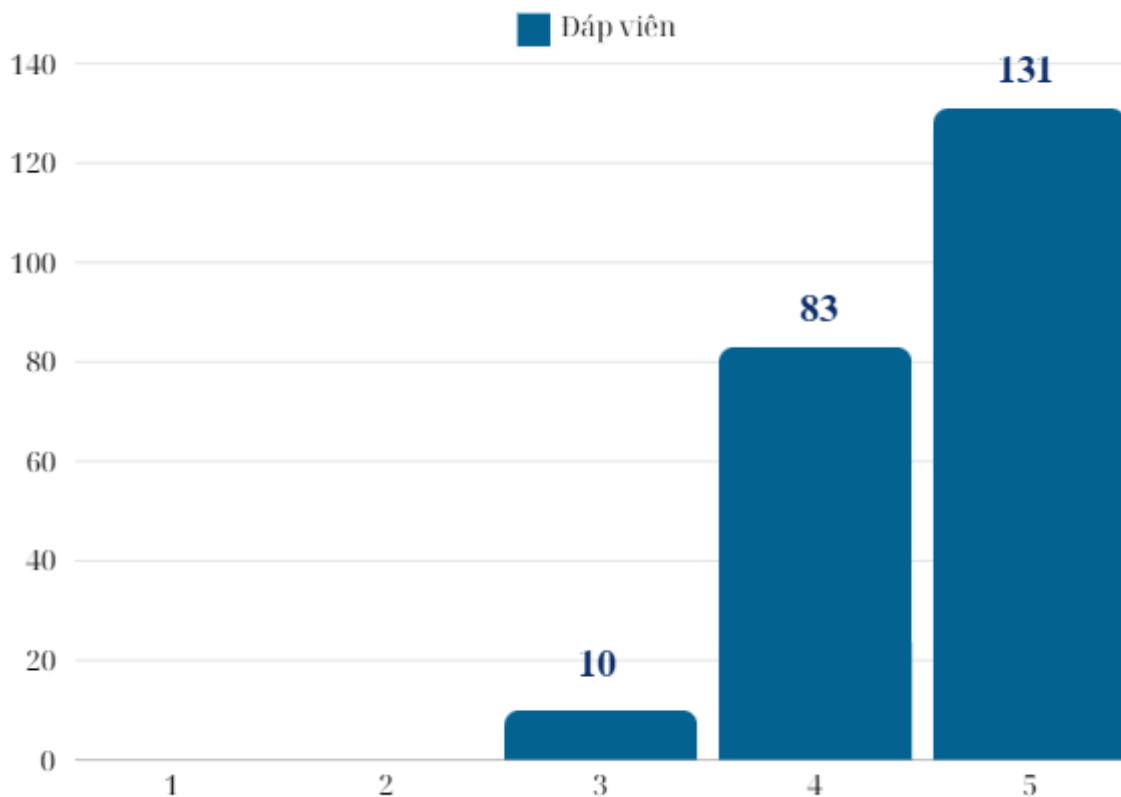


Figure 15: Rating of the familiarity of OREO with consumer

(Source: Research results)

The following paragraph aims to present and analyze the respondents' awareness of OREO brand.

The survey results regarding the awareness of OREO revealed a good degree of awareness and recognition of the brand among the participants. In Particular, a high number of people, **131**, rated the ease of familiarity with the OREO brand at a **5**, showing a **strong positive impression** of the brand. Additionally, 83 respondents gave a rating of 4, which shows that even more people are aware of the OREO brand. In contrast, the ratings of 3 accounted for 10 respondents while there were **no respondents who rated themselves as 1 or 2**. This piece of information indicates that OREO has... grown into a notable and loved brand among many, with the majority of the respondents rate it as strong familiarity which ...allows it to be strategically positioned in the market. Such insights will help in coming up with the localization marketing strategies that will build on this familiarity to further engage the consumers and convert them to sales in the subsequent campaigns.

***When you want to have some snack, you will choose OREO**

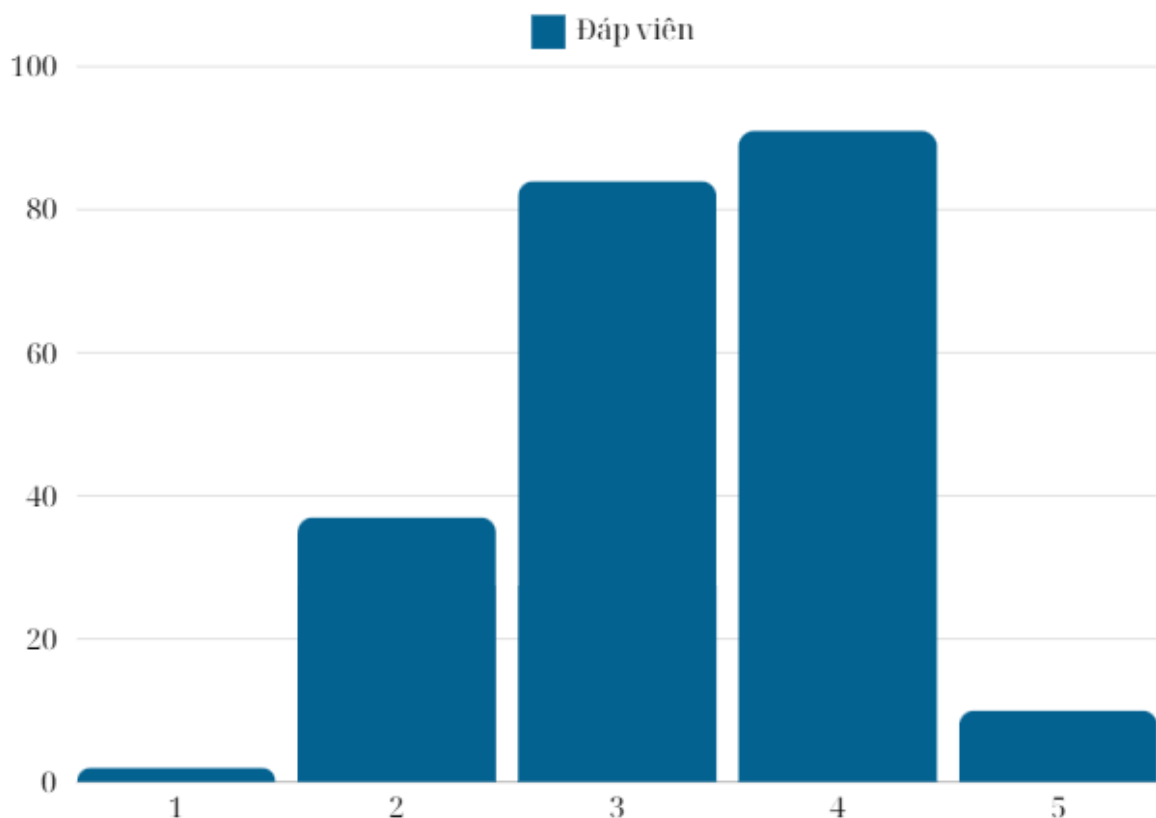


Figure 16: Rating of the possibility of choosing OREO while wanting to eat snacks

(Source: Research results)

The findings of the survey concerning the snack choice of the respondents for OREO showed a certain level of excitement and at the same time a lack of it. To be more precise, **91 respondents** expressed a 4 on OREO as a choice of snack meaning many consider the snack appealing. Conversely, however, **84 respondents** rated the same

preference as 3 showing zero preference to the brand. Alternatively, there were 37 who rated it as 2 while there were only 2 that rated it as 1 suggesting a very small number of the participants who did not like OREO from the majority. More importantly, such lower ratings show that OREO is known to many but there is a scope for improving its image to the respondents rated lowest regarding choosing it as a snack.

***Key findings:** All in all, the figures presented show there are consumers who show intent towards OREO but call for an urgent concern on how to turn those neutral preferences into loyalty through appropriate marketing strategies.*

***What makes you use/haven't used OREO so often in your snacking experience?**

OREO snacking experiences among the participants were influenced by some critical factors as highlighted in the survey analysis. Among frequent consumers of OREO, the tastes of the cookies and the brand's identity are among the most dominant. However, some of the respondents also had other reasons for not consuming the OREO product on a frequent basis; the majority noted that **the cookies were overly sweet to their liking**.

Also, there were some respondents who were not keen on OREO cookies because they **preferred Vietnamese sweets** which is indicative of a cultural attachment to local foods and traditional confectioneries. Such readings mean that the brand OREO has leeway in the sense that it can either reduce the level of sweetness of the cookie or even consider local flavors that are more appealing to the people who enjoy traditional snacks as OREO is a dominating brand.

2.4.3.4. Sociohistoric Patterning of Consumption

- *Daily Habits & Snacking Preferences*

***When do you most often have snacks?**

1. Morning
2. Noon
3. Afternoon (3-5 PM)
4. After dinner
5. Midnight

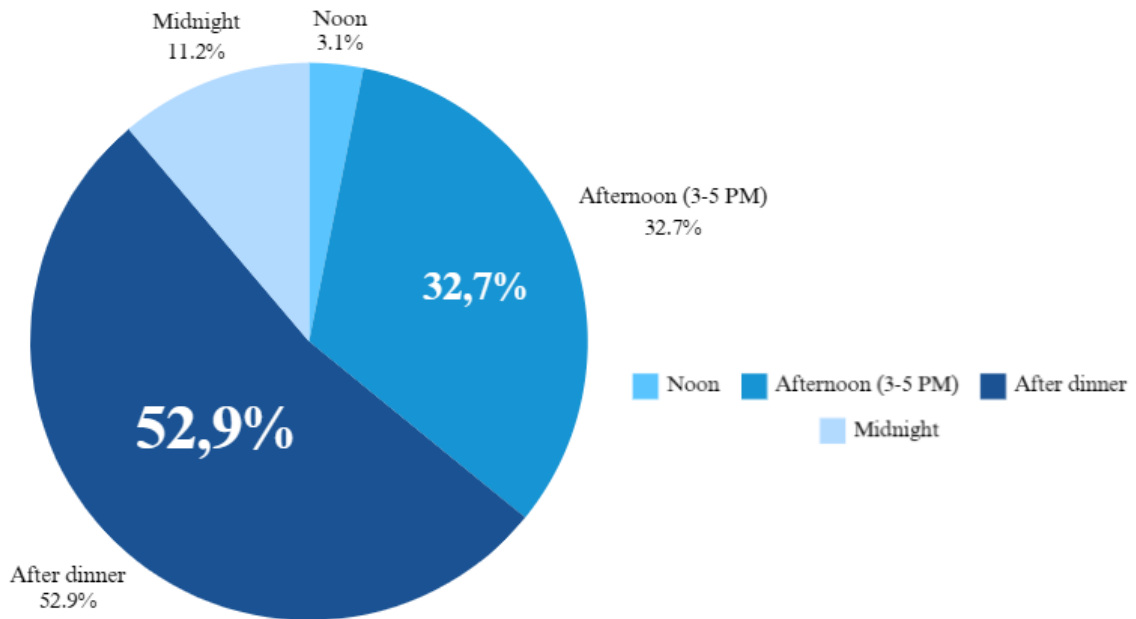


Figure 17: Percentages of the times people eat snacks

(Source: Research results)

The findings of the survey suggest that the majority of the respondents enjoy snacking most after dinner, where an overwhelming number of **118 respondents** indicated this option. This trend, therefore, implies that a lot of people tend to take a meal between dinner and sleep as a snack for relaxation or for satisfying hunger pangs. The period of time after lunchtime and before supper, particularly 3-5 PM, is also a time when many people enjoy snacks, as **73 respondents** picked this option, meaning it is a regular habit when one has short breaks in the course of work or studies. On the other hand, the practice of snacking during lunchtime is quite low with only **7 respondents** making this selection which means that snacking may be an undermined activity regarding lunches at this time. Also, **25 respondents** pointed out the occurrence of snacking at midnight albeit smaller in number, there exists a group of people who snack well into the night. The lack of morning snacking is particularly noteworthy, as no respondents reported this as a common time for snacks.

Key findings: *These insights can guide targeted marketing efforts for Oreo, particularly focusing on evening promotions to attract consumers looking for satisfying snacks after dinner.*

***Why do you have snacks at that time?**

1. Energy boost for mini breaks
2. During leisure activities (movie-watching, surfing the internet,...)
3. For indulgence
4. Energy boost when tired or break time in physical activities
5. Snack to lift your mood when feeling down.
6. Eat to chat comfortably and naturally with close friends and family.

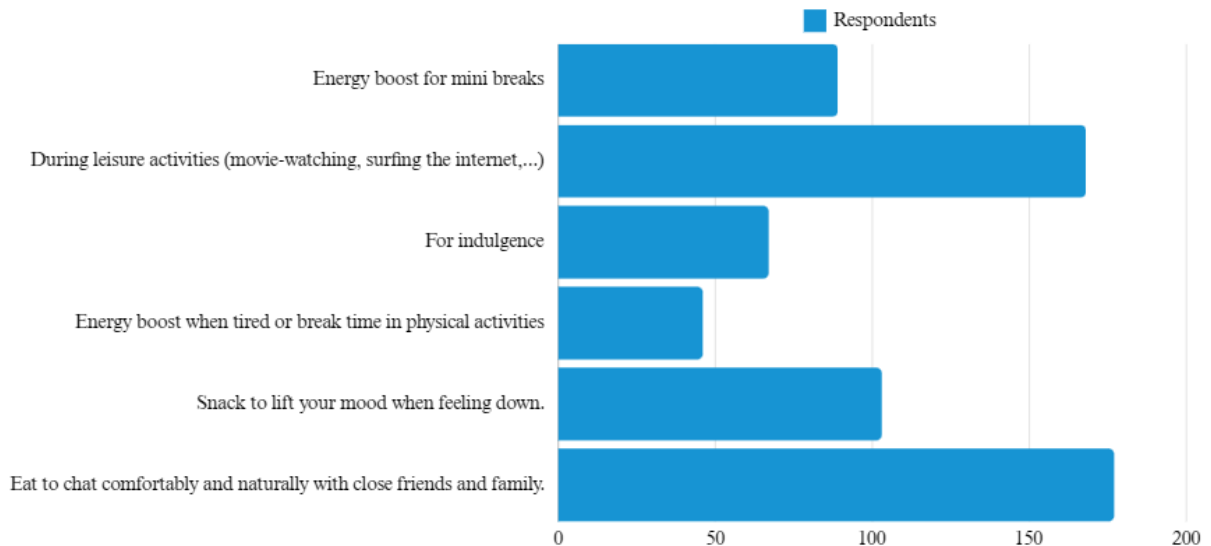


Figure 18: Reasons to eat snacks

(Source: Research results)

According to the survey results, respondents employ snacking for a range of occasions. The most widespread reason which **177 people selected** was **eating in order to engage and converse with close friends and family comfortably and naturally**. This result gives attention to the socializing aspect of snacking as it is rarely devoid of connection or conversation. Moreover, - it was also strong in terms of segmentation and response of **168 respondents** who raised it during leisurely activity enjoyment, say watching a movie or surfing the internet, suggesting that snacks fit well within the scope of fun activities.

Furthermore, **103 individuals indicated that whenever they are stressed**, they tend to snack more, demonstrating the comforting nature of snacks. Likewise, **89** respondents who endorsed snacks during certain little distances in light work believed that as the workload increased, one had to replenish the lost energies which in this case were carried in snacks.

Whereas the practice of snacking as a means to boost one's energy levels or refresh one activity was placed at the tail end, only **67 and 46 respondents** respectively selected these options. This means that while often enough to engage them satisfying the munchies is not a major reason for many snackers.

Key findings: *These insights can be taken advantage of in order to improve the marketing of OREO, especially with regard to advertising this snack as the perfect snack for parties and other social occasions making it a must-have for best times with friends and family.*

- *Roles of snacks in family time*

***Please rate your level of agreement with the following statement on a scale of 1 to 5.**

1. **Role 1 - Snacks bring connection as symbolic gesture:** Snacks often symbolize care and reconciliation in family interactions, such as using sweets to make amends after a disagreement.
2. **Role 2 -Snacks have the vibe of family nostalgia:** Familiar snacks become associated with family memories and traditions, making them a comforting reminder of family times even when apart.
3. **Role 3 -Snacks provide emotional support:** Snacks like chocolate or OREO help improve mood during difficult times and provide comfort.
4. **Role 4 -Snacks bring Fun and Enjoyable time with family:** Snacks contribute to more enjoyable and fun experiences with family, such as movie nights with specific snacks or good snacks on their trip to other city.
5. **Role 5 -Snacks go together with us on every trip:** be it on long travels when we need to replenish ourselves in-between or on brief outings (picnics, going to grandparents' places, etc.).
6. **Role 6 -Snacks provide energy for physical activities that bond the family:** when running, exercising, or participating together in physical activities, snacks will help both myself and my family gain extra energy to enjoy these fun yet physically demanding activities.

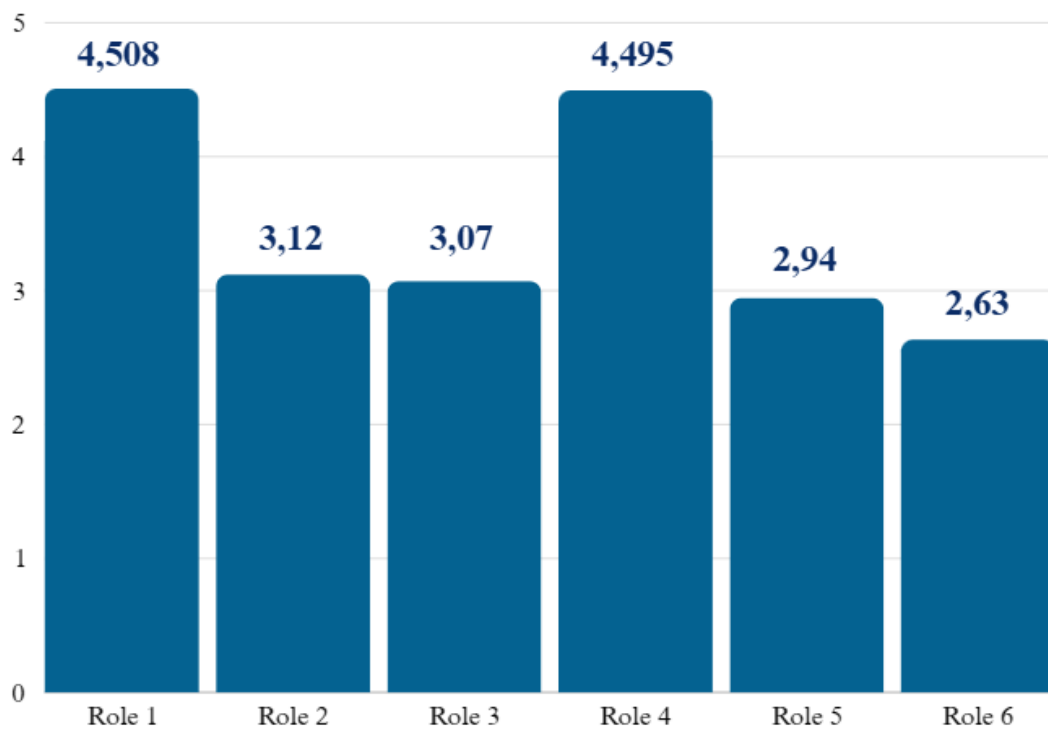


Figure 19: Level of agreement with 6 roles of snacks

(Source: Research results)

There is a variation in the survey findings regarding the functions of food snacks in enhancing family experiences with the most agreement gathered around the statement **snacks bring fun and enjoyable time with family** (Role 4), which averaged 4.495. There is an evident emphasis on the need of snacks when creating special experiences, for instance, on a movie day or a family vacation, and this brings out the aspect of fun and bonding that they bring.

Closely following that **snacks bring connection as symbolic gesture** (Role 1) managed to score a rating of 4.508, showing a tendency to agree that snacks are used in most cases to express love and make up in cases of disputes within a family. This points to the fact that kids and parents are able to resolve conflicts particularly after a fight by offering each other snacks without necessarily verbally communicating.

It was also found that participants who thought **snacks provide emotional support** (Role 3) garnering a rating of **3.07**. This is the realization of snacks which are often regarded as ‘comfort’ foods such as chocolate or an OREO, in uplifting an individual’s spirit when the person is undergoing some challenges.

On the other hand, the roles of women that centered on **snacks have the vibe of family nostalgia** (Role 2) and **snacks go together with us on every trip** (Role 5) were scored lower as 3.12 and 2.94, respectively, which shows relatively low regard of such aspects. Lastly, the role of snacks in **providing energy for physical activities that bond the family** (Role 6) scored the lowest 2.63, implying that even though families may appreciate snacks for their energizing capabilities when engaging in physical activities, this role is not considered important when compared to the emotional and social functions of snacking.

Key findings: Overall, the data indicates that snacks are primarily valued for their ability to create "fun and enjoyable family experiences" and act as symbols of "connection," suggesting a focus for marketing strategies aimed at promoting OREO and similar products.

- *Marketing Direction Testing*

***Please rate your level of interest with the following communication & marketing direction on a scale of 1 to 5.**

Table 5: DEMO CAMPAIGN DIRECTIONS FOR TESTING

<p>Direction 1: A GREAT MOVIE NIGHT FOR FAMILY HOME ENTERTAINMENT</p>	<p>OREO realizes that for adolescents and parents with toddlers, their free time is most likely spent doing a lot of activities that fill their schedule, so happy moments spent together become scarce but very worthwhile.</p> <p>That is why OREO has teamed up with streaming services like VieON and the highly-rated variety show 2 Ngày 1 Đêm to introduce relaxing film and television viewing every night- a playful activity perfect for families to engage in together.</p> <p><i>Those moments of family bonding over the screen, let’s make them unforgettable with OREO!</i></p>
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<p>Direction 2: OREO Throwback</p>	<p>Every family has a spectrum of ages, ranging from the youngest to the oldest, and each age has those moments of childhood that are unforgettable, experiences and memories that exist and never pass away.</p> <p>OREO makes it possible for childhood memories of different adults to come together and allow grown ups to be children again while also exposing young people to beautiful memories that adults once had in order to enhance their interactions. In addition, OREO will join forces with brands that will seek to bring back old TV shows and toy lines as well as artists popular among the different age groups.</p> <p><i>So let's cherish one of those moments – OREO will help you taste the memories of the past!</i></p>
<p>Direction 3: OREO RESONATES FAMILY'S OUTDOOR ADVENTURES</p>	<p>For as long as I can remember, traveling has become so popular among young Vietnamese families and Millennials that it has turned into a hobby, if not an obsession, for such people; near or far, these people would want to travel.</p> <p>On your way exploring new destinations, OREO partners with Traveloka to help you to reach all the family-friendly places that Vietnamese love, and even adds interesting activities for all the members of the family who go on adventures.</p> <p>With OREO, let us add 100% more fun to your family escapades!</p>
<p>Direction 4: OREO SAYS IT ALL!</p>	<p>How long has it been since the last time you ever told your parents 'I Love You'? How long has it been since we last heard you say you are Sorry to your loved ones that are quarreling?</p> <p>Family values lay emphasis on relationships – this is very true for the Vietnamese. However, modern lives, combined with distance, make it difficult at times to show how we feel.</p> <p>OREO wishes to empower these important conversations, such that all parties come out with mutual understanding. For this purpose, every pack of OREO will also contain interesting questions that</p>

	<p>aim at generating honest conversations thereby making the OREO more enjoyable.</p> <p>In addition OREO will also work with family therapy specialists and social media personalities to extend its message further.</p> <p><i>Let them have OREO during their family bonding moments which sweetens and makes every session worth remembering.</i></p>
<p>Direction 5: OREO KARAOKE</p>	<p>In Vietnam, the concepts of music and karaoke are quite a ‘cultural aspect’ in most households. Karaoke is always the number one activity that everyone enjoys as the bonding activity where you and the people you love can get close through every song.</p> <p>To suit the spirit of the partnership even more, OREO has teamed up with Warner Music Vietnam—one of the top three music recording companies in the world today and the leading music recording and distribution company in Vietnam. We will come up with a karaoke list/karaoke platform which will enable you to sing karaoke while at home with a lively sound, and to the best quality. Worried about bad quality backing tracks ruining your flow? Fret not.</p> <p><i>Have your share of OREO cookies as you belt out some tunes to make some sweet and happy memories!</i></p>
<p>Direction 6: OREO FOR FAMILY ACTIVE LIFESTYLE</p>	<p>Family bonding through active dynamic sports such as group exercises, swimming, cycling or jogging outdoors is a delightful way to keep fit in Vietnam and strengthen family ties.</p> <p>In a bid to make Vietnamese families more active, OREO joins forces with family oriented sports events such as marathons or trail throws to organize thrilling and active experiences. And whenever you get tired with your family or at family fun activities, OREO would bring back the energy and happiness for the whole family to go on with their busy and active lifestyle.</p>

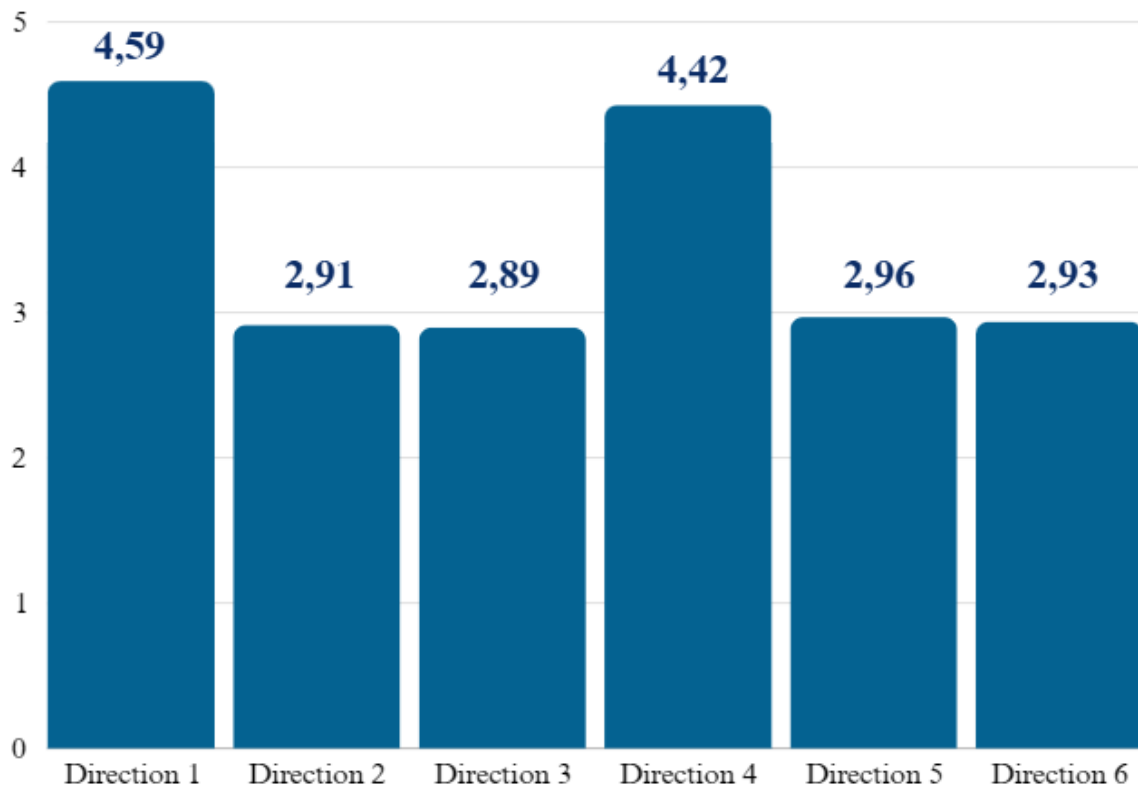


Figure 20: Level of interest with marketing & communication directions - overall

(Source: Research results)

Based on the survey results, different communication and marketing directions regarding OREO have varying preferences. The most convincing direction is **A GREAT MOVIE NIGHT FOR FAMILY HOME ENTERTAINMENT** which is rated highest at 4.593. This shows that there is significant emphasis on positioning OREO as a snack that cannot be missed when enjoying family movies. Hence, this puts into perspective that this marketing strategy can easily draw from this fun-filled family activity.

Just behind, there is **OREO SAYS IT ALL!** which received a rating of 4.428, indicating the ease and willingness of people to use imagery associated with family activities and emotions with OREO'S branded products. This direction has potential with the customers, stressing on the need to appreciate the sharing of an OREO in a family setup.

In another case however, other directions were far less rated such as **OREO Throwback (2.915)** and **OREO RESONATES FAMILY'S OUTDOOR ADVENTURES (2.897)**, which shows campaign ideas based on nostalgia and outdoor recreation are probably not appealing to the consumers at the moment. In the same vein, **OREO KARAOKE (2,968)** and **OREO FOR FAMILY ACTIVE LIFESTYLE (2,937)** also had low ratings, indicating that such marketing strategies in these spheres may require serious rethinking in order to boost the levels of participation.

Key learnings: In conclusion, there was a shared tendency towards bonding narrative based or family oriented across the home films especially with the experience of a movie night based on the clear conclusions and implications of the study, which from the strategic standpoint should be used in the design of the subsequent campaigns.

5. Mass-Mediated Marketplace Ideologies and Consumers' Interpretive Strategies

- *Receptiveness to Localization*

***Do you think OREO should implement more localized advertising campaigns to cater to Vietnamese consumers?** (Rate on a Likert scale from 1 to 5, where 1 = Not necessary, 5 = Very necessary)

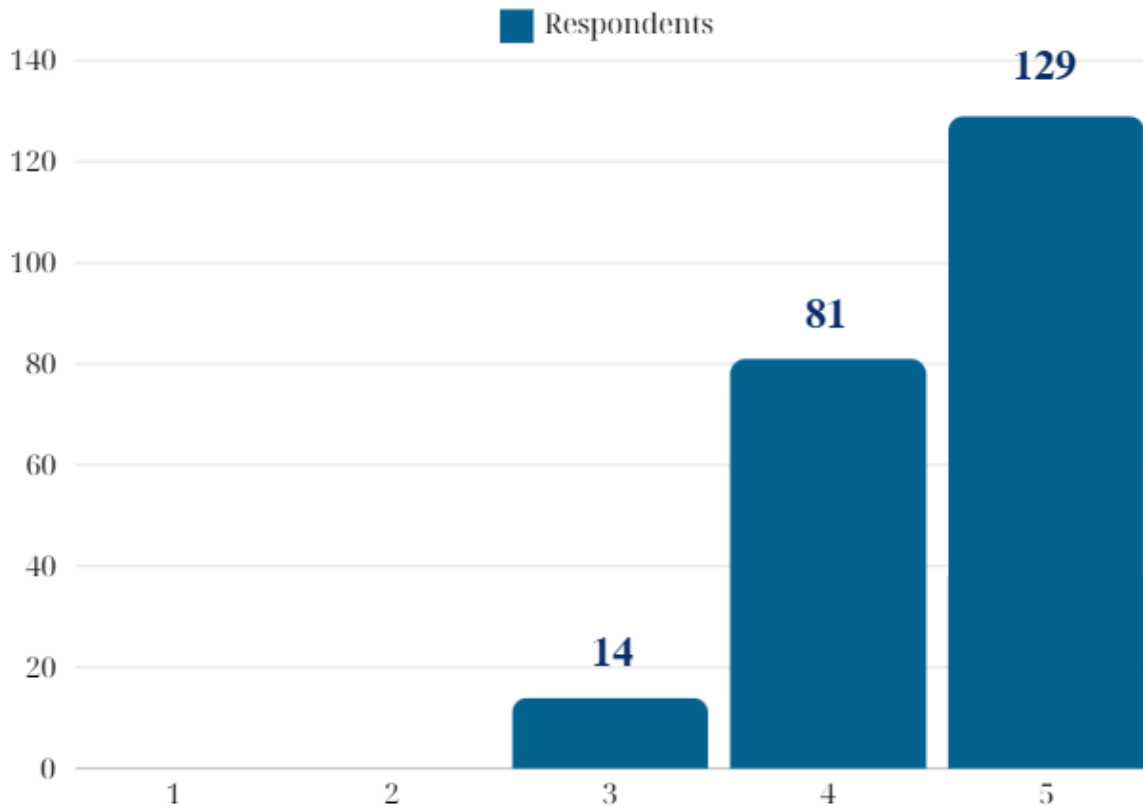


Figure 21: Level of interest in OREO Localization campaign

(Source: Research results)

The survey results show that there is a strong agreement among the participants that OREO needs to have localized advertising campaigns in place in Vietnam. Out of 221 respondents, quite a big number, **129 rated this necessity at 5**, equating to a very necessary level which these respondents believe is necessary for OREO to change its advertising strategies to suit the local People's culture and its consumers.

In addition, **81** of the respondents rated the importance level at 4 showing that they appreciate the need for localization but probably do not appreciate it as much as the five rater. On the other hand, just **14 of the respondents rated it a 3**, meaning that they have the view that localization is needed but only to a moderate extent, and neither of the respondents gave it the rating of not needed (1 or 2).

Key learnings: These findings indicate clearly though that most of the people do see the benefits of such localized campaigns which highlight the need for OREO to do more advertisement in the Vietnamese market with appropriate advertisements. Doing this

could on the other hand increase the customer retention level towards the brand as well as increase the sales of the product in Vietnam.

6. Mixed questions for deeper analysis

- *Reaction of primary target audience (Family with kids) and secondary target audience (young millennials) on creative ideas of campaign.*

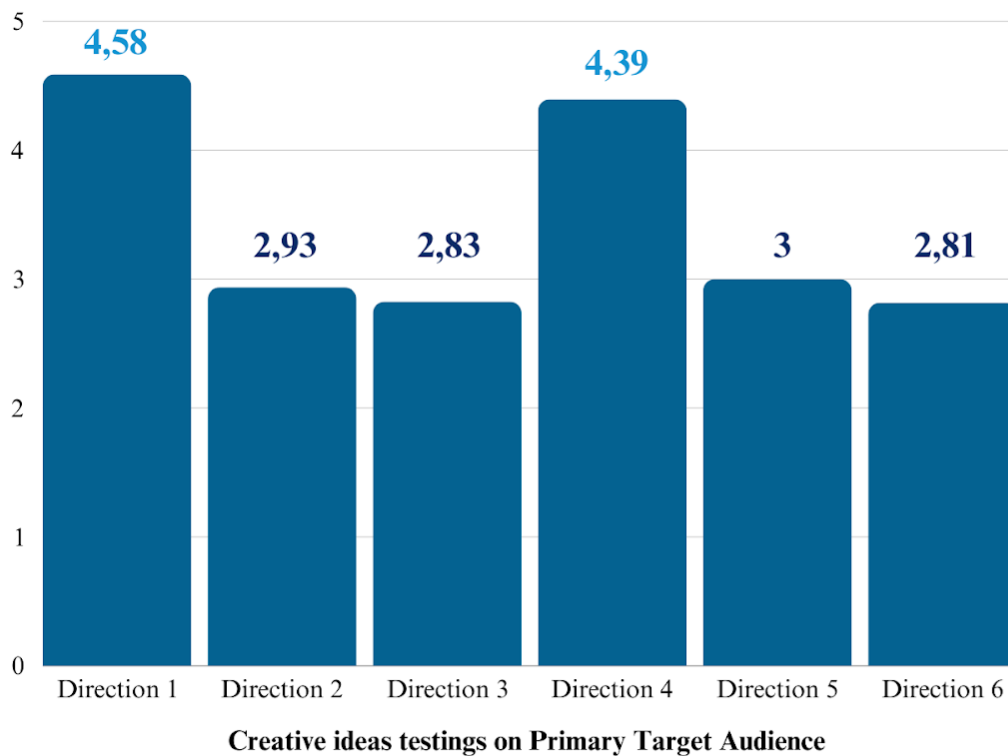


Figure 22: Level of interest with marketing & communication directions – Family with kids (3-17 years old)

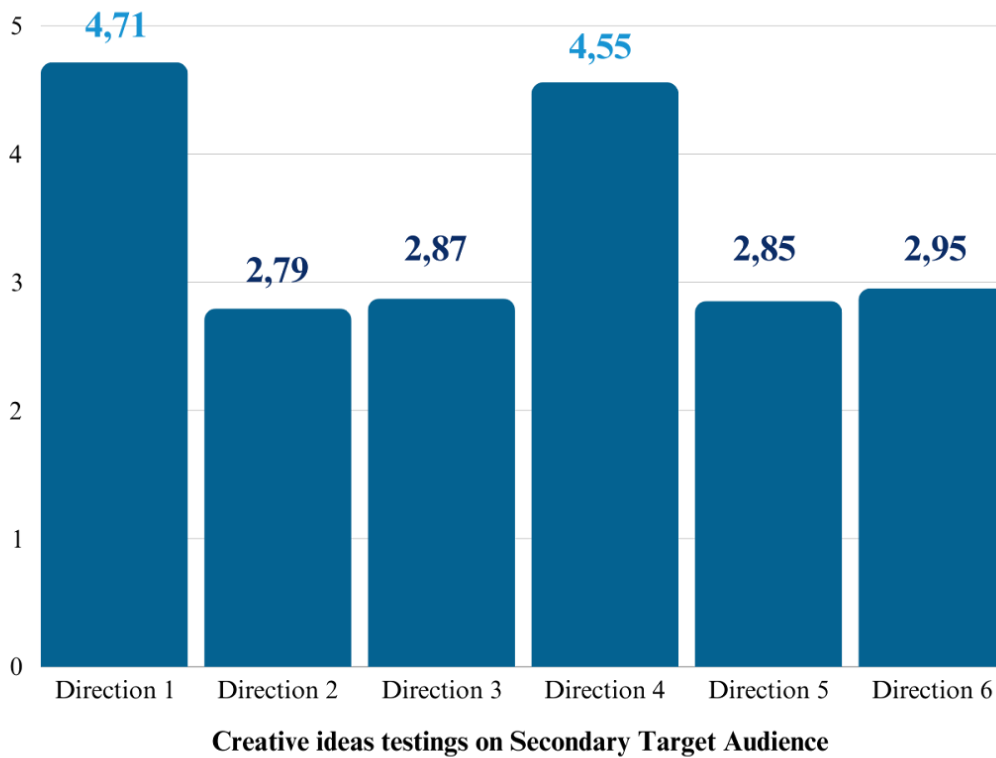


Figure 22: Level of interest with marketing & communication directions – Young Millennials

(Source: Research results)

The insights generated from the testing of my creative ideas reveal that Direction 1 - A GREAT MOVIE NIGHT FOR FAMILY HOME ENTERTAINMENT, was most successful across the primary target group (families with children aged 3-17) and secondary target group (young millennials), scoring 4.58 and 4.71 respectively, which indicates strong appeal in the market. This has proven the concept of a home entertainment which is warm and family-centered to be appealing to the two groups. While Direction 4 - OREO SAYS IT ALL!, was equally good scoring 4.39 among families and 4.55 among millennials, it can be interpreted that a more emotional campaign has its appeal among the younger audience in particular.

On the other hand, in respect of other directions like “OREO Throwback” and “OREO KARAOKE”, lower scores were obtained meaning less fit to the preferences of the target groups. The more specific elements, such as themes revolving around the outdoors or sporting lifestyles, received average feedback, implying they could be less useful for this campaign and its core objectives.

Key learning: *Going by these results, it is apparent that the most attention should be given to Directions 1 and 4, since they present the most appealing possibilities to both target groups.*

CHAPTER 3

RECOMMENDATIONS

3.1. Conclusions & recommendations

3.1.1. About campaign creative idea

Through 6 parts of deep research and observations on both primary target audience and secondary target audience, it turns out that **Direction 1 - A GREAT MOVIE NIGHT FOR FAMILY HOME ENTERTAINMENT** is the best option that is proven by previous key learnings.

Table 6: KEY LEARNINGS FROM QUALITATIVE AND QUANTITATIVE RESEARCH

Part	Outstanding key learning
1	N/A - Just only about demographics
2	<p>OREO should focus on more family oriented and thus home based activities like dining and entertainment which are extremely popular.</p> <p>The majority of respondents think that watching movies and TV shows together is the best activity to help them and their families bond with 49.1% of the participants selecting this answer.</p> <p>OREO Pies can also be included in this campaign.</p>
3	<p>All in all, the figures presented show there are consumers who show intent towards OREO but call for an urgent concern on how to turn those neutral preferences into loyalty through appropriate marketing strategies.</p> <p>=> It is essential to create a local-led campaign with deep insights that fits consumers' behavior in snacking with family</p>

4	<p>These insights can guide targeted marketing efforts for Oreo, particularly focusing on evening promotions to attract consumers looking for satisfying snacks after dinner.</p> <p>The majority of the respondents enjoy snacking most after dinner, where an overwhelming number of 118 respondents indicated this option.</p> <p>=> After dinner is the perfect & most popular time for watching TV in families</p> <p>The second highest occasion for snacking among them was ‘leisure activities’ such as ‘watching a movie’ or browsing the net. This points to OREO-type snacks being nested in the concept of recreational enjoyment and casual scenarios, which makes the snacks very relevant to such occasions.</p> <p>Among the roles of snacks in family interaction, the most support being received for the statement snacks are fun and enjoyable to share with family (Role 4) which scored 4.495 on an average. Totally fit with the activity watching TV.</p>
5	<p>The most appealing creative idea with the highest points for both Family with kids and young millennials is Direction 1 - A GREAT MOVIE NIGHT FOR FAMILY HOME ENTERTAINMENT</p>

=> Decide to choose **Direction 1 - A GREAT MOVIE NIGHT FOR FAMILY HOME ENTERTAINMENT** to develop further for my marketing plan (ATL, BTL).

3.1.2. About way of execution

BTL Challenges and Strategies:

- **Current status:** At times, there may be a variance in the communication message and how products are promoted on the ground at grocery locations. This happens because store management likes to adhere to stocking incentives (e.g. gifts) or similar instead of showing the consumer the most favorable attributes of a brand’s existence.

=> **Recommendations:** For communication purposes OREO needs to make sure that all its communication is reflected not just in the communication activities but also in outer packaging and point of sale materials in order to communicate its worth at the retail level.

Effective BTL Activities:

- **Current status:** In modern trade (MT) channels, retail activities such as engaging the services of brand promoters (PGs) and deploying mascots have proven to be very useful. In the case of general trade (GT), since physical space is limited, the use of Point-of-sale materials (POSM) and themed giveaways is very important to entice the consumers.

=> **Recommendations:** Make OREO's communication to the customers at the point of sale (POS) less complicated by the use of stout packaging and the usage of point of sale materials that are encouraging the beneficial effects (indulgence, family, children) on the product. Store owners are more inclined to communicate the products communicating clear messages rather than those that are complicated and hence confronts need for explanation.

Point-of-Sale Optimization:

- **Current status:** The success relies mostly on the pricing and the active competition within the store. Continued emphasis on visiting core selling points and fighting for OREO shelf space guarantees its sales and presence over the counter.

=> **Recommendations:** Make sure there are regular visits to the key retail points for controlling product display and grade of filling. Focus on getting more shelf space first by concurring with the retailers the aggressive display of OREO products (e.g. larger display shelves for OREO at the supermarket or even placing OREO products at the end of aisles).

Bargaining with retailers on bulk-buying charges should be a marketer's weapon to ensure that more of OREO products are in the retailer's shelf thereby giving OREO more shelf presence. Produce attention grabbing displays or graphics in

interesting colors and borders to support the new products and promo items for a certain period.

OREO's Retail Strategy:

- **Current status:** While mini groceries tend to have smaller SKU assortments, supermarkets and minimarts stock larger OREO variants in a much broader OREO breadth. Working at an advanced level of OREO's brand equity enables it to enjoy favored stock and showcase positions.

Other FMCG brands such as Kokomi and Nabati successfully incorporated the "added pieces" promotions whereby a child gets more for the same price which appeals to parents. This type of marketing has not been used by OREO so far, but one can assume that similar measures could be employed to gain the upper hand.

=> **Recommendations:** An alternative, price promo strategies, which could be feasible and appealing is an "made us run out of stock, offer more cookies in the packet at no extra cost pricing strategy" promotion. This process enhances the outlook concerning the product by the consumer without having to cut prices as in the case of discounts which can be detrimental to the higher image of the brand.

3.2. Marketing Plan for 2025 local activation project

3.2.1. Business, Marketing objectives & KPIs

Increase the current market penetration of Oreo products which stands at 10.5% by conceptualizing and executing marketing promotions that appeal to the Vietnamese families, especially, millennial parents of children aged 3 to 17 years.

Sell-Out Growth: Increase the level of sales in a considerable way so that an 10% growth can be achieved with the help of pulling the consumers through local campaigns and partnerships. This will be aided by increased visibility in-house specials, and a healthy range of ATL and BTL aimed at stimulating the impulse purchases and reinforcing brand in the target market.

Penetration Increase: Increase the penetration of Oreos by 0.4 percentage points in the target group i.e. millennial parents who have kids aged between 3 and 17. These will be

addressed through campaigns based on consumers' insights appealing to the Vietnamese family and its daily activities. In particular there will be more focus on finding relevant consumption occasions, especially those related to ethnic customs, and improving OREO availability in modern and traditional retailing.

Market Share Growth: Increase OREO market share by 0.23% in the competitive market of cookies in Vietnam. This objective will be achieved by extending the market range and shelf share and by involving the audience with moving advertisements that attract them to the brand. Both outreach approaches urban and rural markets in order to widen the coverage and reach new customers.

Brand Health Improvement: Increase OREO brand health with the goal of bringing Brand Power index to the level of 8.9 points, Various strategies will also be aimed at improving the emotional bond with the brand by increasing the attribute "Feel good to give to your family" above 50% and "Creates moments of sharing" to 40%. This will largely be as a result of the way the brand will put much emphasis on imagination coupled with clever localization and creating messages that express bonding and happy moments with children and the product.

Media Outreach Expansion: OREO's media outreach will be expanded with an aim of a national base reach (MMR Reach NAT Base) of 65 percent in Vietnam. This shall involve the implementation of a strong 360-degree media approach that comprises digital, social, and traditional media marketing, as well as the inclusion of prominent individuals, aka influencers. The objective is to generate excitement and ensure ample exposure, as such, reaching a very large audience with the message and considering the brand most especially families and young millennials who are the target market.

3.2.2. Campaign Overview

3.2.2.1. Consumer Insight:

"Work, household tasks, and taking care of my family have never ceased from me. Most of the time family togetherness seems to be in short supply but that is something every member appreciates. However, given the busy schedule of everyone, it is quite hard to find entertainment options available for the whole family that will not bring about a time pressure which is frustrating. For such brief moments whenever they

are available, it is best to fill them with light hearted activities that are shared, like watching a good movie or an entertaining engagement for the family that is guaranteed to foster family bonding activity. If there is any possible way to take that experience up a notch, count me in.”

3.2.3. ATL Plan

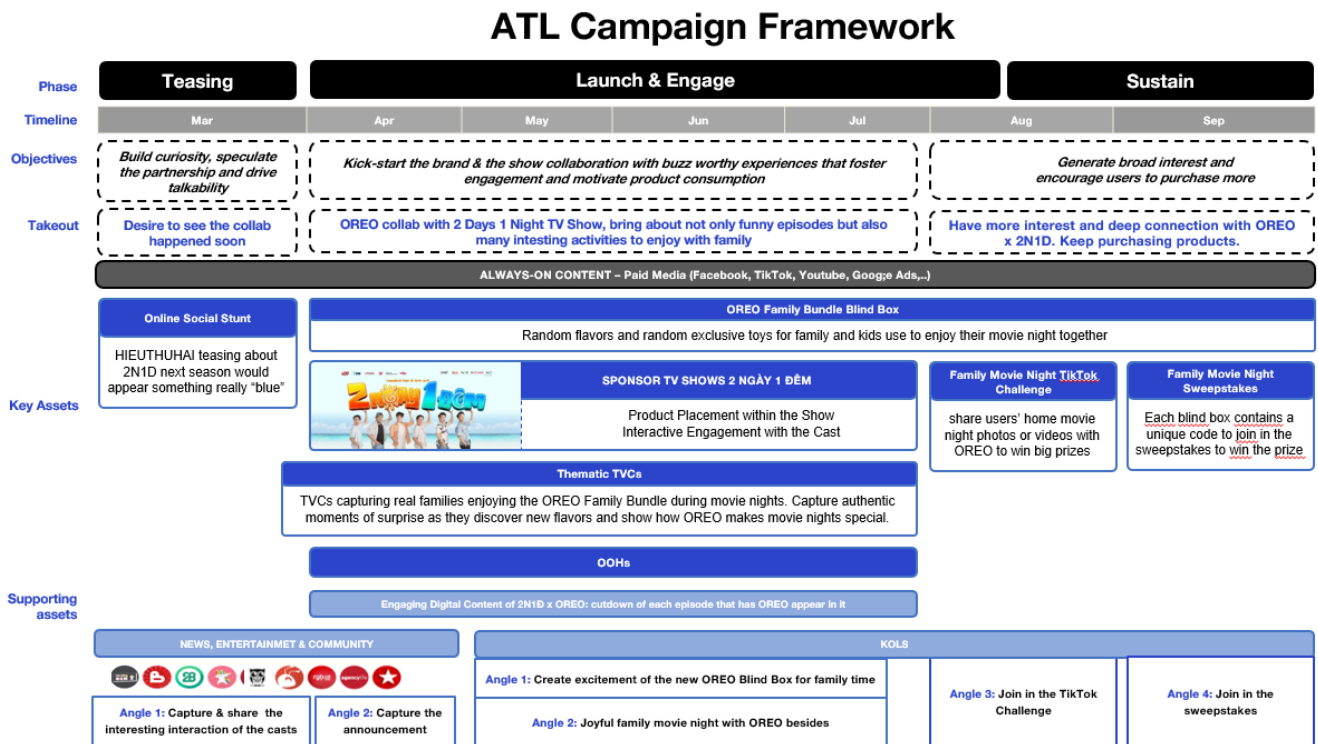


Figure 23: ATL Campaign Framework

3.2.3.1. Key Assets

PHASE 1: TEASING

Online Social Stunt:

Collaborate with KOLs/Celebrities to promote OREO x VieON movies with discrete social media posts.

PHASE 2: LAUNCH & ENGAGE

*TV Shows Sponsorship: 2 Ngày 1 Đêm Show



Figure 24: 2 days 1 night TV Show

OREO is proud to be the official partner of the 2 Ngày 1 Đêm, one of the entertaining television shows in Vietnam that features the most loved cookie of all time. Because of this initiative, we can watch OREO in an episode every week, a fitting tribute to the cast's adventures and moments of togetherness which are the main highlights of the show.

Product Placement within the Show:

For the entirety of the program, OREO will be worked in creatively and playfully in a manner that befits the fun and frolic of the entire show. Whether it is for a casual moment of snacking after high-tempered contests or in between the laughter of cast members, it will become an unmissable element in every OREO cookies advertisement. The cast will unlikely eat OREO in between breaks without purpose or even after a victory has been achieved but because the cookie will have transitioned from being a snack to a treat which would create leisure moments off the crazy never-ending activities of the show.

Interactive Engagement of OREO cookies with the Cast:

Asides from the usual product placements, OREO will additionally feature in a different dimension of the cast relations. The 2 Ngày một đêm series will include some fun OREOS games and contest for the cast, increasing the fun in the show. For example, the participants could have a challenge where the 'winning' team i.e. in terms of the number of OREO cookie flavors tasted and recognized, is the one that correctly identifies the flavors from the OREO Family Bundle or they could incorporate OREO into the games which are relevant to the show.

In this way, the essence of the sponsorship will gain additional meaning, for the audience will perceive OREO as a brand of playful vibe, which corresponds with the dominant theme of the show. Moreover, parents at home will be watching and will also want to take part in the experience and enjoy OREO while watching their television or families getting together and the impression that thus OREO is the ideal partner for family fun will be created.

***OREO Family Bundle Blind Box**

The OREO Blind Box Bundle is a must-have for everyone who fancies having extra fun during family movie nights. It is a unique box set which features OREO cookies with random flavors and surprised toys that are designed to bring families together during their best family movies.

The OREO Blind Box Bundle includes:

- **Assorted OREO Flavors:** Each box tons a random assortment of OREO flavors from traditional to thrilling new ones making each and every round of opening enjoyable for the family.
- **Kid's Fun Exclusive:** Each pack has fun surprise inserts with helps hook the children and help change movie night into something active and fun. It could be mini-games, character toys, action figures or anything else... everyone gets something!
- **Making Family Movie Nights More Fun:** The OREO Blind Box Bundle has been created for the sole purpose of enhancing the enjoyable family movie watching activity. Families get to open and indulge in the new OREO flavors as they play with the hidden toys in the package. This builds excitement and pleasure thus turning it into more than just a treat – it becomes an occasion for everyone in the family to anticipate.
- **Perfect for Sharing:** To grow up OREO encourages sharing. The pack makes families come together to enjoy the experience of getting new tastes and the pleasure of playing with the surprise boxes. Whether eating different cookie types at the same time during a movie or taking the toys out to play between the OREO Blind Box Bundle makes the ideal family moment filled with fun and laughter.

- **Ideal Companion for OREO’s Movie Night Campaign:** A perfect addition to filled with flavors and entertainment family centrics’ movie experience – this limited edition is launched in connection with OREO’s collaboration with 2 Ngày 1 Đêm and streaming services like VieON, promoting families to have a playful movie night. The OREO Blind Box Bundle complements these activities by adding perfect snacks and entertainment into the mix for families who want to watch their favorite programs. It’s a cookie but a gluten-free box of memories instead!

This bundle also ensures that there will be more than just mouth-watering snacks on every family movie marathon but fun, lasting memories as well.

***OOHs** to widely promote the collaboration of OREO and 2N1Đ

***Thematic TVCs:** Depict an entire family movie night. Begin with a busy day in the life of a family that has been engaged throughout the day before they all come together in the night for a movie complete with OREO treats. This TVC should highlight that the pleasures of watching TV Shows and enjoying OREO are parts of their weekly bonding time.

PHASE 3: SUSTAIN

***Family Movie Night TikTok Challenge**

The challenge requires families to post pictures, videos with the home movie night pictures along with OREO snacks with the given hashtag. Giveaway a ‘Movie Night Package’ that includes OREO, movie vouchers and other attractive promotional items to encourage them to join in the challenge.

***Family Movie Night Sweepstakes**

Each OREO Family Bundle Blind Box has a unique code which they can redeem on the web for a shot of winning the Grand Family Movie Night. The grand prize might be a home theater system (television, speakers, subscription to a streaming service), a year's supply of OREO cookies, and a private movie watching experience.

Promotion: Communicate details of the sweepstake by television commercials, radio announcements, and OOHs advertising materials.

Digital touchpoints: Use social media, celebrities and influencers, as well as Youtube commercials, to promote joining the competition by paying extra for the OREO Family Bundle Blind Box.

3.2.3.2. Supporting Assets

*News & Entertainment Community Booking



Figure 25: Suggested community for booking

*Digital Video Ads (Facebook, YouTube, TikTok):

Run snackable 15-second videos showing moments of family bonding during the OREO movie nights with 2 Ngày 1 Đêm. Drive action with call-to-actions to download VieON or purchase OREO for their next movie night.

*KOLs Booking

Partner with family-friendly influencers to promote the Family Bundle by hosting Movie Night Challenges where influencers reveal the OREO flavors in their blind box while enjoying the movie with their family. They can share creative ways to enjoy the OREO bundle, e.g., OREO dessert recipes, OREO flavor pairings, or themed movie nights (e.g., OREO + animation movie night).

3.2.4. Content strategy for always-on content

Table 7: TABLE OF CONTENT STRATEGY FOR ALWAYS-ON CONTENT

Content Type	Channel	Key Messages/Activities	Target Audience	Goals
Thematic Content	Facebook, Instagram, TikTok	<ul style="list-style-type: none"> - Highlight different themes for family movie nights (e.g., animated films, family classics) - Showcase how the Blind Box Bundle fits into these themes 	Families, parents with kids	Drive awareness and inspire family bonding experiences
Promotions	Facebook, Instagram	<ul style="list-style-type: none"> - Announce special offers on the Blind Box Bundle (e.g., discounts, limited-time offers) - Highlight the value of the bundle with attractive visuals 	Families, young parents	Increase sales and encourage trial of the Blind Box Bundle
Testimonials	Facebook, Instagram	<ul style="list-style-type: none"> - Share quotes and experiences from families who enjoyed the Blind Box during movie nights - Use images of families with the product to enhance credibility 	Families, young parents	Build trust and social proof around the Blind Box Bundle

Influencer Collaborations	Instagram, TikTok	<ul style="list-style-type: none"> - Partner with family-friendly influencers to showcase their movie nights featuring the Blind Box Bundle - Create engaging content that highlights both the product and the experience 	Families, young parents	Expand reach and engage new audiences through influencer platforms
User-Generated Content (UGC)	Facebook, Instagram, TikTok	<ul style="list-style-type: none"> - Encourage families to share their own movie night experiences with the Blind Box Bundle - Feature UGC in stories and feeds to create community engagement 	Families, young parents	Foster community interaction and brand loyalty through shared experiences

3.2.5. Ecom Plan (suggestions from brand team)

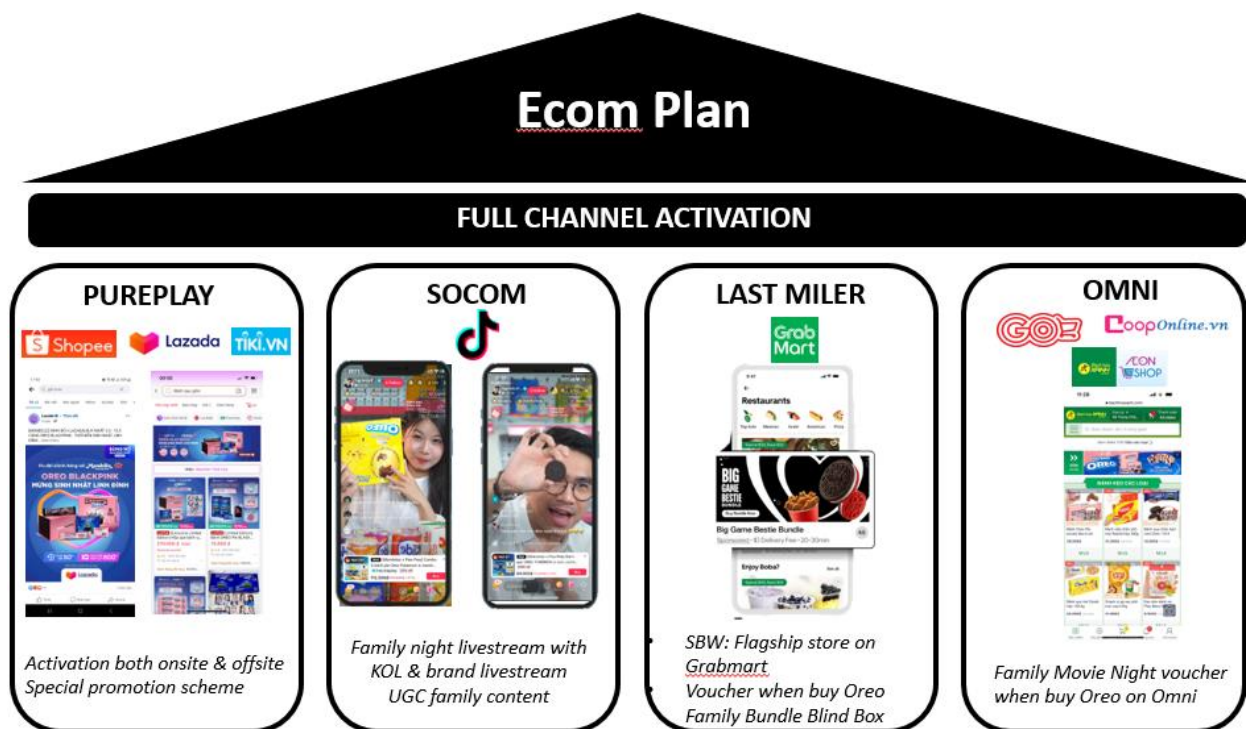


Figure 26: Ecom plan framework

The e-commerce plan for this campaign has been strategically tailored to take advantage of many channels for maximum activation so that the brand connects with the target audience and engages them for sales purposes. The plan will be discussed under four main pillars; Pureplay, Socom, Last Mile, and Omni.

- **Pureplay:** This section concentrates on eCommerce operations only as exemplified by Shopee, Lazada, and Tiki.vn. Both on-site and off-site activations as well as special promotional schemes have been integrated into the strategy to drive traffic and sales. The OREO Family Bundle will seemingly easy for consumers to access and therefore reinstating its core messaging as it will be heavily promoted on exclusive offers. This will position the product within the platform and actively pursue consumers online.
- **Socom:** The Socom will employ engaging consumers on TikTok with content focused on families. This will include a family night wearing the OREO Family Bundle with KOL movies streamed to the fans. And this will include UGC where the families will be able to participate and post their timelines. This way, the

community is involved and thus there are high chances of the campaign creating social buzz which will help in increasing the affection towards the brand.

- **Last Mile:** In the Last Mile section, OREO will work with the retail delivery service platform GrabMart and open a dedicated store. This will make it possible to order online with delivery services quickly helping customers to get the OREO Family Bundle effortlessly. In addition, special vouchers will be available for customers purchasing the bundle using GrabMart. This strategy is aimed at the consumers who appreciate the need for instant satisfaction as well as purchasing power convenience.
- **Omni:** Omni is a complex that comprises various platforms such as CoopOnline.vn, Grocery Apps, etc. This strategy offers incentives to customers who buy OREO online, in form of family movie night vouchers. OREO has decided to promote family movie enhancing purchases in an online shopping experience by cross promoting these offers in different online zones.

In general, the e-commerce strategy for the OREO Family Bundle campaign entails the multiple-channel activation for enhanced exposure, interactions with the audience, and effective purchase communication. Through Digital marketing strategies through these platforms, OREO aims to promote the brand, retain customers, and increase sales of the Family Blind Box Bundle on Family Movie Night.

3.2.6. Budgeting

Total Campaign Budget: 30 Billion VND

- ATL + BTL Plan: 27 billion VND
- Ecom Plan: 3 billion VND

Detail of ATL Plan Budget management:

Table 9: DETAILED ATL BUDGET ALLOCATION

Activity	Allocated Budget	Details
TV Sponsorship (2N1D Show)	11 billion VND	Product placement, interactive engagement with the cast
Paid Media	3 billion VND	Facebook, TikTok, YouTube, Google Ads (always-on content)
Thematic TVCs	4 billion VND	Filming & airing TVCs of OREO Family Bundle Blind Box
Out of Home (OOH)	4 billion VND	OOH cutdowns of episodes where OREO appears
KOL/KOC Booking	3 billion VND	Booking influencers like HIEUTHUHAI for social stunts and challenges
Family Bundle Blind Box Production	3 billion VND	Production of special boxes with random flavors and exclusive toys

Detail of Ecom Plan Budget management:**Table 10: DETAILED ECOM BUDGET ALLOCATION**

Channel	Allocated Budget	Details
Pureplay	1 billion VND	Activation on Shopee, Lazada, Tiki with special promotions

SOCOM (TikTok)	700 millions VND	Family night livestream with KOLs, UGC family content
Omni	1.3 billion VND	Vouchers for OREO purchase on GO, CoopOnline, etc.

The marketing plan of OREO in Vietnam has carefully planned the allocation of art when the advertising campaign commences into two categories; ATL- which stands for Above The Line Advertising and BTL -Below The Line, these two criteria are combined in one big plan with the addition of e-commerce budget. The total of 30 billion VND will be spent in the campaign intensifying efforts on reach, engagement and sales.

Of the entire budget, 27 billion VND is spent towards ATL and BTL activities which are meant to achieve mass reach efforts and also connect even more with consumers. A big percentage of it will be used for Tv sponsorship, mainly the one involved with the show ‘2 days 1 night’. This introduction of OREO through a popular television show which happens to be family based, further incorporates the brand with the audience into the show’s storyline thus making the introduction quite creative as well as effective.

In addition, digital engagement will be a key part of the strategy, with budgets for always-on content on platforms like Facebook, TikTok, and YouTube. Aiming to give the campaign an additional push, a KOL such as HIEUTHUHAI will be utilized in the campaign, creating excitement and hysteria through virals and social media challenges.

Furthermore, the making of the Family Bundle Blind Box, a unique product collection that has distinct tastes and toys, is a unique aspect. This product is both a marketing tool and an engagement factor and most especially where product placements and engaging commercials are done to promote OREO to family audiences.

In terms of the e-commerce perspective, the investment of 3 billion VND will be allocated to the top three major platforms; Shopee, Lazada, and Tiki. The rationale here is to maintain that most consumers are driven to this particular range of products by online advertising and so push for the purchase of electronic goods directly.

This coordinated technique not only guarantees the coverage of the brands however reaches the customers in other ways as well; through enjoyment, through the introduction of new products and by provision of simple access to internet services thus making every cent used for marketing effective.

CONCLUSION

The focus of this dissertation has been to explore new opportunities for enhancing OREO's visibility and consumer connect through a comprehensive program titled "A GREAT MOVIE NIGHT FOR FAMILY HOME ENTERTAINMENT." Given the time pressures on both teen and young children's parents, the program seeks to create indelible moments in the family's psyche by building meaningful connections through shared experiences-particularly in the context of film and television viewing.

The study underlines how important it is to cultivate family relationships, which, more often than not, suffer in everyday busyness. OREO has consciously collaborated with over-the-top streaming platforms like VieON and the popular variety show "2 Ngày 1 Đêm" to foster this bond. A collaboration like this would afford families the perfect avenue to unwind and share some special time together over OREO products, hence building the brand into an enjoyable part of family entertainment

For this, the following integrated marketing plan is proposed, which incorporates both ATL and BTL activities in addition to E-commerce. The ATL approach will seek to employ mass media channels toward creating widespread awareness about the campaign as pleasing advertisements that would resonate with its targeted audience. Meanwhile, BTL activities will engage directly through promotions, in-store display, and engaging events to get the families involved in movie nights and make OREO the center. The E-commerce part will further facilitate ease by offering special deals and bundles online, so that consumer can easily buy OREO products for movie nights.

There are several reasons why this proposal should stand. First, the partnerships with established streaming networks provide a privileged channel for promotion because OREO gets to reach out to captive audiences already interested in the topic the campaign focuses on-family values. Additionally, the universality of family movie nights is a timely and unique opportunity in today's digital age to build a relevant and interesting campaign

Moreover, the timeline of three months for its implementation is realistic; it will enable effective planning and actualization of marketing efforts without straining the resources. The recommended strategies are supported by market analysis that indicates significant

consumer interest in activities and snacks positioned towards families to enhance shared experiences.

Also, the campaign will support the core values of OREO: joy and connection. Because the messaging is authentic, it will effectively reach consumers. Strong brand loyalty will be able to be established by the creation of meaningful OREO-centered experiences leading to a very successful increase in sales within this highly saturated market.

In conclusion, this proposed campaign, informed by deep insight into consumer behavior and market dynamics, stands an excellent chance of meeting the objectives of OREO in the near term. By leveraging strategic partnerships, deploying multidimensional marketing effort, and communicating the emotional connections that families want to have with the brand, OREO is in a better position to make an engaging experience for consumers-one that surpasses simple brand awareness to forge long-term customer relationships.

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APPENDIX 1

INTERNSHIP JOURNAL

Thời gian	Nội dung công việc	Kết quả đạt được	Bài học rút ra (kiến thức, kỹ năng, thái độ)
Tuần 1: 05/08 - 11/08/2024			
Thứ hai 05/08/2024	<p>Onboarding: Bắt đầu thực tập ở công ty Mondelez Kinh Do Viet Nam & training làm quen với thông tin công ty</p> <p>Chụp ảnh profile của batch internship mới của program Taste The Future Internship 2024</p>	<ul style="list-style-type: none"> - Làm quen với batch intern mới cũng như các anh chị trong team - Hiểu thêm về cơ cấu, các phòng ban, quy trình làm việc, tầm nhìn, sứ mệnh,.. của công ty 	Hiểu và thích nghi nhanh với môi trường làm việc quốc tế.
Thứ ba 07/08/2024	Tiếp tục training về văn hóa công ty và nhận laptop làm việc	Nắm được quy trình hoạt động của công ty, cách sử dụng các phần mềm làm việc của công ty	Biết cách sử dụng intranet, đồng bộ teams và các mạng nội bộ của công ty
	Meeting catch up project charter (project mà intern phải thực hiện xuyên suốt 6 tháng) với sếp	Hiểu về project charter của mình và cách một project sẽ được thực hiện ở Mondelez một cách tổng quan.	Biết những điểm cần lưu ý và những đầu việc cần làm cho 1 project dài hạn ở Mondelez
Thứ tư 07/08/2024	Meeting catch up về brand OREO và Cadbury	Hiểu hơn về 2 brand phụ trách (định hướng, brand equity, brand plan,...) để	Học thêm những khái niệm mới và riêng của brand
	Join vào các group làm việc của nội bộ và agency để nhận file bàn giao		Kỹ năng giao tiếp
Thứ năm 08/08/2024	Viết file listing ecom cho sản phẩm sắp ra mắt của OREO	Hoàn thành file listing ecom và hiểu quy trình sản phẩm lên sàn ecom như thế nào	Học được cách làm file chuẩn format và các quy tắc, quy định bộ

			ký tự của các sản phẩm ecom
	Brainstorm key assets cho campaign sắp ra mắt của OREO	Hoàn thành brainstorm với 20 ideas	Kỹ năng brainstorm theo trình tự và kỹ năng research
Thứ sáu 08/08/2024	Present các ideas đã brainstorm trong buổi họp catch-up	Hiểu thêm những yếu tố cần cân nhắc khi lựa chọn hoạt động truyền thông cho brand	Kỹ năng thuyết trình, kiến thức về việc đảm bảo brand equity & image trên các hoạt động truyền thông
	Điền form register AI assets cho team CX của công ty	Hiểu thêm về quy trình duyệt hoạt động truyền thông của công ty.	Cách sử dụng hệ thống công ty và điền form submit assets
Tuần 2: 12/08 - 18/08/2024			
Thứ hai 12/08/2024	Soạn file brief design cho sản phẩm mới sắp lên sàn Ecom của OREO	Đã gửi file brief đi để agency thực hiện đúng timeline	Kỹ năng thiết kế, kỹ năng brief agency
	Tổng hợp các materials trong toolkit của campaign mới cho agency	Tổng hợp đủ file theo cách khoa học để tối ưu hiệu quả làm việc cùng agency	Kỹ năng brief agency
Thứ ba 13/8/2024	Viết và thiết kế content cho cuộc thi nội bộ của OREO Taste campaign Tuần 1	Bài post được duyệt và up qua loop mail nội bộ công ty	Kỹ năng thiết kế & content writing
	Làm bản đề xuất hợp tác giữa Cadbury Dairy Milk và ColoKit	Bản đề xuất được duyệt và gửi cho đối tác của công ty	Kỹ năng xây dựng proposal partnership
Thứ tư 14/8/2024	Brainstorm premium gift cho campaign sắp tới của OREO	Bản đề xuất được duyệt và chuyển đến bước trao đổi tiếp theo về giá cả	Hiểu hơn về các chương trình premium gift của các brand trong công ty

	Làm việc cùng agency về in ấn của Mondelez để đưa ra bản đề xuất chi tiết premium gift		Kỹ năng giao tiếp & làm việc cùng agency
Thứ năm 15/8/2024	Đi thị trường (trade) để thu thập hình ảnh thực tại các cửa hàng của đối tác MIXUE	Hình ảnh được duyệt và đưa vào plan và bản đề xuất hợp tác với MIXUE	Hiểu rõ về hoạt động đi trade của brand team. Hiểu thêm về các dạng POSM tại điểm bán.
	Làm bản đề xuất hợp tác (partnership proposal) với MIXUE	Sau khi sửa theo feedback của Brand Manager thì đã được duyệt và gửi đi cho đối tác	Kỹ năng xây dựng proposal partnership
Thứ sáu 16/8/2024	Viết và thiết kế content cho cuộc thi nội bộ của OREO Taste campaign Tuần 2	Bài post được duyệt và up qua loop mail nội bộ công ty	Kỹ năng thiết kế & content writing
Tuần 3: 19/08 - 23/08/2024			
Thứ hai 19/08/2024	Làm IMC Plan (đề xuất các hoạt động ATL và BTL) cho campaign sắp ra mắt của OREO	Hoàn thiện bản đề xuất round 1 và được cấp trên duyệt 80% plan	Kỹ năng build IMC Plan
Thứ ba 20/8/2024	Sửa bản đề xuất IMC Plan theo feedback của cấp trên	Hoàn thiện bản đề xuất hoàn chỉnh và được đem đi present cho Marketing director	Kỹ năng build IMC Plan
	Phối hợp cùng team CPA và team Ecom để tổng hợp plan BTL cùng plan Ecom vào IMC Plan		
Thứ tư 21/8/2024	Họp team Modern Trade để hoàn thiện và chốt plan BTL cho campaign sắp tới của OREO	Buổi họp diễn ra suôn sẻ và đã chốt được option cho BTL Plan	Kỹ năng giao tiếp, kỹ năng sắp xếp lịch trình của team
	Feedbacks content cho KOLs của campaign OREO Taste	Content được duyệt và chuyển sang giai đoạn execution cho KOLs	Kỹ năng feedbacks cho KOLs và agency, nắm vững brand image

	Kết hợp cùng team regional để dịch và xây dựng microsite cho campaign sắp ra mắt của OREO	Nội dung microsite được duyệt và sau này được go live	Kỹ năng giao tiếp & quản lý dự án
Thứ năm 22/8/2024	Họp internal team cho bartering deals với đối tác của OREO trong campaign sắp ra mắt	Chốt sơ bộ các hạng mục muốn hợp tác và trao đổi quyền lợi cùng đối tác	Kỹ năng giao tiếp & hiểu thêm về cách doanh nghiệp trao đổi quyền lợi hợp tác
	Làm file design brief và làm việc cùng freelancer designer cho banded promotion và túi Halloween của Cadbury Dairy Milk	Bản thiết kế được duyệt và đưa vào sản xuất	Kỹ năng làm việc cùng agency và brief design
Thứ sáu 23/8/2024	Viết và thiết kế content cho cuộc thi nội bộ của OREO Taste campaign Tuần 3	Bài post được duyệt và up qua loop mail nội bộ công ty	Kỹ năng thiết kế & content writing
	Viết selling story để team trade đi chào hàng với retailer và các nhà phân phối	Selling story được duyệt và đưa vào vận hành	Kỹ năng và kiến thức trong sales & trade marketing
	Họp cùng creative agency của OREO (Publicis) để nghe present campaign sắp ra mắt	Chốt các phương án truyền thông của campaign mới	Kỹ năng giao tiếp và feedbacks cho agency
Tuần 4: 26/8 - 1/9			
Thứ hai 26/8/2024	Soạn final IMC Plan summary & sửa theo feedback của brand manager	Được marketing director duyệt và đưa vào triển khai	Kỹ năng xây dựng IMC Plan
Thứ ba 27/8/2024	Làm việc cùng agency để điều chỉnh các digital assets của global cho phù hợp với thị trường Việt	Agency nắm được brief rõ ràng để điều chỉnh file.	Kỹ năng giao tiếp cùng agency
Thứ tư 28/8/2024	Viết caption cho các bài đăng truyền thông của campaign sắp ra mắt	Được duyệt hơn 20 captions khác nhau	Kỹ năng copywriting

	Brainstorm campaign message của campaigns sắp ra mắt	Tagline được duyệt và đưa vào adapt trên tất cả ấn phẩm truyền thông	Kỹ năng copywriting
Thứ năm 29/8/2024	Feedback các assets của agency cho campaign sắp tới	Hoàn thiện file và chốt để sẵn sàng lên sóng	Kỹ năng quản lý dự án
	Họp cùng đối tác của OREO để chốt bartering deals cho campaign sắp tới	Chốt phương án bartering deals để tiến hành các bước tiếp theo	Kỹ năng quản lý dự án
Thứ sáu 30/8/2024	Làm việc cùng brand team, team kế toán và legal của đối tác và của công ty để soạn thảo hợp đồng hợp tác	Hợp đồng được hai bên duyệt và trình ký	Kỹ năng paperwork, quản lý dự án Kiến thức về thủ tục quyết toán, hợp đồng, dealing,...
Tuần 5: 2/9 - 8/9			
Thứ hai 2/9/2024	NGHỈ LỄ QUỐC KHÁNH		
Thứ ba 3/9/2024			
Thứ tư 4/9/2024	Làm việc cùng MT team để chốt artwork cho POSM tại các điểm bán	Artwork được duyệt (KV của campaign sắp tới) và đưa vào sản xuất	Kỹ năng làm việc nhóm, hiểu hơn về POSM tại các điểm bán
	Triển khai pick up process cho hàng mẫu của sản phẩm mới (Email thông tin khai quan, thông quan, làm việc cùng regional team và team nhà máy tại Indo,...)	Nhận về hàng mẫu qua đường bay (UPS) và lưu kho tại văn phòng nhằm phục vụ cho các bước chuẩn bị launching campaign	Kỹ năng quản lý dự án, hiểu rõ quy trình đưa sản phẩm mới ra mắt thị trường như thế nào
	Điền thông tin OREORITA & OREO MUG CAKE, 2 loại bánh làm từ OREO tại website twistandmake.com	Thông tin được duyệt và đã được air ở website	Kỹ năng quản lý dự án, kỹ năng content writing

Thứ năm 5/9/2024	Phòng vấn Marketing manager và chuyên viên sales của công ty để phục vụ phòng vấn định tính cho bài luận cuối khóa.	Hoàn thành việc phỏng vấn chuyên viên kèm file ghi âm.	Kỹ năng phỏng vấn, kỹ năng giao tiếp.
	Feedback round 2 cho KOLs của campaign OREO Taste	Content được duyệt để air	Kỹ năng feedback cho agency & KOLs, hiểu rõ các traits của social media
	Tạo vendor code cho đối tác marketing của OREO (collect thông tin từ đối tác và submit trên hệ thống)	Vendor code được duyệt	Kỹ năng giao tiếp, hiểu thêm quy trình của công ty
Thứ sáu 6/9/2024	Làm việc cùng agency để chốt các assets sẽ air và timeline kick-off campaign	Chốt kế hoạch chi tiết cho ngày kick-off	Kỹ năng làm việc nhóm, kỹ năng quản lý dự án
	Brief cho agency và nhà in làm PR Kit cho campaign sắp ra mắt	Sau khi nhà in gửi bản in mẫu, bản PR Kit đã được chốt và lên PO để đi vào sản xuất sản phẩm mẫu	Kỹ năng quản lý dự án
	Đi trade để tham khảo POSM của các đối thủ trên thị trường	Chụp được collection các POSM nổi bật của đối thủ tại các kênh MT	Hiểu sâu hơn về trade marketing và POSM tại các điểm bán
Tuần 6			
Thứ hai 9/9/2024	Làm việc cùng agency để bàn bạc về hoạt động kick-off của chiến dịch Destiny project (OREO x COKE) - Brands Interaction	Chốt kế hoạch và các bên liên quan (agency, đối tác của OREO) đều đã nắm được flow triển khai của hoạt động Brands Interaction	Kỹ năng quản lý dự án, kỹ năng làm việc nhóm và giao tiếp hiệu quả
	Triển khai brands interaction vào tối cùng ngày (LINK)	Bài phát động tại fanpage OREO thu hút được sự chú ý	Kỹ năng quản lý dự án, cách chạy một hoạt động tạo

	<i>Sau khi OREO đăng bài phát động tag Coca-Cola vào, nhiều brands đối tác của cả hai vào khuấy động tại posts và ngay sau đó, các trang cộng đồng recap lại phản ứng của các brands để thu hút sự chú ý của TA</i>	lớn (7,3K like, 283 comment và 146 shares) Các trang cộng đồng (trong hoạt động social outreach) cũng đạt lượng tương tác lớn (post cao nhất lên tới 10K like)	stunt để tạo buzz và thu hút sự chú ý lớn cho brand
Thứ ba 10/9/2024	Làm giấy tờ khai quan cho lô hàng mẫu của campaign đầu năm sau	Nhận về hàng mẫu qua đường bay (DHL) và lưu kho tại nhà máy BKD	Kỹ năng quản lý dự án, hiểu rõ quy trình đưa sản phẩm mới ra mắt thị trường như thế nào
	Điền thông tin và communication messages cho website của OREO Coke	Content web được duyệt và đã được air	Kỹ năng content writing
Thứ tư 11/9/2024	Làm việc cùng brand team Coke & internal team để xúc tiến hợp đồng bartering deals (trao đổi hàng mẫu để hai bên có thể sử dụng sample cho phần quà tặng của mình)	Hợp đồng đã được ký từ phía của Mondelez, đã gửi đi để đợi Coke trình duyệt	Kỹ năng quản lý dự án, kỹ năng làm việc nhóm
	Làm việc cùng media agency & creative agency để check file FA (file in mẫu) của billboard	File in được ký duyệt từ 2 brand team và đưa về vendor bắt đầu thi công (hiện Billboard đã được air tại góc đường Nguyễn Văn Cừ x Nguyễn Trãi từ ngày 14.9 vừa rồi)	Kỹ năng quản lý dự án, biết được cách duyệt các ấn phẩm in dựa trên pantone của nhãn hàng
Thứ năm 12/9/2024	Thiết kế packaging cho phần ideation của sản phẩm mới	Thiết kế được đưa vào proposal để nộp cho regional team	Được học các guideline của regional về

	(support MM team SEA Innovation)		branding & packaging
	Làm việc cùng team MT để cung cấp material cho team làm POSM	Team đã tiến hành làm POSM	Kỹ năng quản lý dự án & giao tiếp external team
	Họp WIP hàng tuần với agency (Publicis, Wavemaker) và brand team Coke	Chốt các nội dung liên quan đến KOLs content cho giai đoạn sau của chiến dịch	Kỹ năng giao tiếp, kỹ năng quản lý dự án
Thứ sáu 13/9/2024	Tiếp tục làm việc cùng vendor để nhận mẫu PR Kit và sửa bản cuối	Bản cuối được duyệt và đưa vào sản xuất hàng loạt	Kỹ năng quản lý dự án
	Sửa bảng concept board cho product innovation proposal của regional team (SEA)	Board được duyệt và đưa vào proposal	Hiểu rõ về quy trình sáng tạo và đổi mới sản phẩm, cách concept của một sản phẩm ra đời
	Làm việc cùng team Ecom & agency để chốt địa điểm giao hàng cho hàng mẫu của OREO Coke	Đã chốt được địa điểm	Kỹ năng làm việc nhóm & quản lý dự án
Tuần 7			
Thứ hai 16/9/2024	Duyệt và feedback các digitals assets từ agency	Các assets truyền thông online được duyệt và được schedule lịch air	Kỹ năng quản lý dự án, kỹ năng làm việc nhóm và tuân thủ cách feedback các ấn phẩm truyền thông
	Keep track các community booking cho billboard kết hợp cùng Coke cho chiến dịch mới	Các trang cộng đồng đồng loạt đăng bài và thu hút được lượng lớn sự chú ý	Kỹ năng quản lý dự án, tuân thủ cách book và lựa chọn community để spread out thông tin chiến dịch

Thứ ba 17/9/2024	Hỗ trợ Marketing Manager thiết kế packaging mẫu cho dự án product innovation mới	Được duyệt và present với team regional innovation	Kỹ năng design, hiểu rõ các guideline, quy trình làm packaging cho sản phẩm
	Làm việc cùng brand team Coke để làm văn bản thông báo xuất hàng cho lô hàng sample trao đổi giữa OREO và Coke	Văn bản được duyệt và chờ ký	Hiểu rõ quy trình giao nhận hàng sample tại công ty
Thứ tư 18/9/2024	Làm việc cùng team MT để viết content & gửi material cho FamilyMart đăng 2 bài quyền lợi cho brand	Cho đến thứ tư đã có 1 bài đăng được air, bài đăng còn lại dự kiến air vào ngày thứ hai tuần tiếp theo (23/9/2024)	Kỹ năng giao tiếp với các team bên ngoài
	Làm việc cùng media agency & creative agency để check file FA (file in mẫu) của billboard đợt 2	File in được ký duyệt từ 2 brand team và đưa về vendor đợi ngày thi công (sau ngày 23/9) thay cho Billboard đợt 1 tại góc đường Nguyễn Văn Cừ x Nguyễn Trãi.	Kỹ năng quản lý dự án, biết được cách duyệt các ấn phẩm in dựa trên pantone của nhãn hàng
Thứ năm 19/9/2024	Làm biên bản nhập kho cho các hộp PR Kit - quà tặng cho đợt campaign OREO x Coke	Biên bản được thông qua, chờ tuần tiếp theo sẽ nhập kho quà tặng	Hiểu rõ và tuân thủ các quy trình & paperwork của công ty
	Làm request chỉnh sửa lại PO (Purchase Order) cho PR Kit vì có sự thay đổi trong giá deal với vendor của công ty	Request được thông qua, vendor tiếp tục sản xuất PR Kit với giá mới	Hiểu rõ và tuân thủ các quy trình & paperwork của công ty
	Họp WIP hàng tuần với agency (Publicis, Wavemaker) và brand team Coke	Chốt các nội dung liên quan đến KOLs content cho giai đoạn sau của chiến dịch	Kỹ năng giao tiếp, kỹ năng quản lý dự án

Thứ sáu 20/9/2024	Làm việc cùng team Ecom & MT để hoàn thiện biên bản giao hàng cho hàng mẫu của OREO Coke	Biên bản được thông qua nội dung và đang chờ ký	Kỹ năng làm việc nhóm & quản lý dự án
	Viết post internal communication gửi CGA team để truyền thông nội bộ cho campaign OREO Coke	Post được duyệt và gửi đi cho team CGA gửi mail cho toàn công ty	Kỹ năng design & content writing
Tuần 8			
Thứ hai 23/9/2024	Check list KOLs mà agency propose	List được Brand manager duyệt và gửi đi proceed round 1	Kỹ năng làm việc nhóm, cách check legit profile của các KOLs/KOCs tại Việt Nam.
	Nghiên cứu và đề xuất thêm các KOLs phù hợp cho chiến dịch OREO Coke	Chốt thêm 2 KOLs để thực hiện các bước tiếp theo	Kỹ năng quản lý dự án, thuần thục cách book và lựa chọn KOLs cho chiến dịch về snacking
Thứ ba 24/9/2024	Họp và làm việc cùng team Finance, Kế toán để lên code ship to bill to cho đơn hàng trao đổi cùng Coke	Các đầu file đã được hoàn thành, chỉ chờ duyệt và các documents khác từ Coke để thực hiện	Kỹ năng làm việc nhóm, hiểu thêm quy trình làm customer code của công ty
	Làm việc cùng brand team Coke để lấy các đầu file cần thiết cho việc tạo code		Kỹ năng giao tiếp và làm việc nhóm
Thứ tư 25/9/2024	Họp và làm việc cùng team Masterdata và Supply Chain để cài chương trình cho việc giao đơn hàng trao đổi của Coke		Kỹ năng làm việc nhóm, hiểu thêm quy trình làm customer code của công ty
Thứ năm 26/9/2024	Làm việc cùng team Ecom và agency của Ecom để duyệt các kịch bản của kênh TikTok Mondelez	Kịch bản được duyệt và bắt đầu quay	Kỹ năng duyệt kịch bản cho phù hợp với brand guideline
	Họp WIP hàng tuần với agency (Publicis,	Chốt các nội dung liên quan đến KOLs content đợt 2 cho	Kỹ năng giao tiếp, kỹ năng quản lý dự án

	Wavemaker) và brand team Coke	giai đoạn sau của chiến dịch	
Thứ sáu 27/9/2024	Tham gia workshop của team Marketing	Các kiến thức về brand strategy	Học thêm các kỹ năng, kiến thức mới và bonding cùng team
Tuần 9			
Thứ hai 30/9/2024	Sửa consumer testing board của Innovation team	Board được duyệt và đem đi testing vào ngày hôm sau	Kỹ năng thực hiện các task về innovation cho product
Thứ ba 1/10/2024	Làm việc cùng team CSnL để điều phối giao hàng cho đơn hàng của Coke	Được duyệt các nội dung, chỉ cần đợi thêm thông tin từ phía Coke để thực hiện giao hàng	Hiểu rõ quy trình thực hiện một bartering deal trong Marketing; học cách xử lý các đầu file nội bộ
	Làm hồ sơ trình duyệt Sales Lead và OTC Lead để duyệt masterdata cho đơn hàng của Coke		
Thứ tư 2/10/2024	Làm bài đăng công bố người thắng giải của OREO Coke cho internal và sắp xếp trao quà	Bài đăng được duyệt và email đến nội bộ công ty	Kỹ năng thiết kế và viết content
	Làm việc cùng media agency để lấy clipping report cho agency	Clipping report được duyệt và gửi đi	Kỹ năng quản lý dự án, kỹ năng làm việc cùng agency, biết cách làm clipping report
Thứ năm 3/10/2024	Workshop Brand Plan 2025 Ngày 1	Thực hiện phần opening warm-up trước khi vào session chính	Được quan sát và học cách các anh chị tiền bối làm brand plan và phân tích data một cách bài bản
Thứ sáu 4/10/2024	Workshop Brand Plan 2025 Ngày 2		
Tuần 10			
Thứ hai 7/10/2024	Thực hiện các bước cuối trong quy trình giao hàng cho Coca-Cola	Được duyệt và lên ngày giao hàng vào ngày 8-9/10	Kỹ năng làm việc nhóm và làm các file nội bộ của công ty

Thứ ba 8/10/2024	Làm việc cùng team Coke để làm giấy ủy quyền sau khi đã nhận được hàng	Các đầu file đã được hoàn thành	Kỹ năng làm việc nhóm và làm các file nội bộ của công ty
	Duyệt content của các KOLs booking cho campaign OREO Coke (Round 2)	Một số KOLs sau khi duyệt đã có thể bắt đầu shooting, tuy nhiên vẫn có vài KOLs cần phải sửa kịch bản thêm	Kỹ năng quản lý dự án và duyệt content sao cho hợp với brand guideline và mục tiêu chiến dịch
Thứ tư 9/10/2024	Làm file brief design cho bản mockup 3D của hộp PR Kit nhằm phục vụ cho đợt sales 10.10 của Ecom	Brief được gửi đến designer để bắt đầu thiết kế	Kỹ năng brief design, hiểu rõ hơn về các brand guideline và toolkit của OREO
Thứ năm 10/10/2024	Họp catch-up cùng Marketing manager để review bài báo cáo thực tập	Được MM feedbacks và đã hoàn tất việc sửa bài	Kỹ năng làm report
	Họp WIP hàng tuần với agency (Publicis, Wavemaker) và brand team Coke	Chốt các nội dung liên quan đến KOLs content đợt 3 cho giai đoạn sau của chiến dịch	Kỹ năng giao tiếp, kỹ năng quản lý dự án
Thứ sáu 11/10/2024	Brainstorm ideas cho product innovation mùa Tết năm 2026 của Mondelez	Sau khi họp brainstorm, team đã chốt được idea để làm proposal	Kỹ năng sáng tạo, research thị trường

APPENDIX 2

QUALITATIVE RESEARCH DETAILED RESULTS

PHÒNG VẤN ĐỐI TƯỢNG MỤC TIÊU Link minh chứng	THÔNG TIN CƠ BẢN Tên đáp viên: Uyên Uyên Độ tuổi: 33 tuổi	THÔNG TIN CƠ BẢN Tên đáp viên: Hân Lê Độ tuổi: 28 tuổi	THÔNG TIN CƠ BẢN Tên đáp viên: Hải Âu Độ tuổi: 32 tuổi Có con 1 tuổi	THÔNG TIN CƠ BẢN Tên đáp viên: Nhơn Hưng Độ tuổi: 33 tuổi Có con 3 tuổi	THÔNG TIN CƠ BẢN Tên đáp viên: Tổ Văn Độ tuổi: 28 tuổi
Section 1: Consumer Behavior and Preferences					
Daily Habits & Snacking Preferences					
<p>1.1. Anh/chị có thể mô tả thói quen ăn vặt hằng ngày của mình được không (thời điểm nào trong ngày,..)? Gia đình anh/chị thường tiêu thụ loại đồ ăn vặt nào? Can you describe your daily snacking habits? What types of snacks do you and your family usually consume?</p>	<p>Chị hay mua snack cho chồng và cho mình ăn, cuối tuần thì 2vc hay đi chơi thì sẽ mua dự trữ trên xe sẵn để buồn miệng thì sẽ có bánh ăn I often buy snacks for my husband and myself. On weekends, we usually go out, so we stock up on snacks in the car, so whenever we feel like eating, we'll have something ready.</p>	<p>Chị thường ăn vào 3h chiều sau buổi trưa, món chị chọn là trà sữa hoặc bánh tráng trộn, những món ăn vặt thuần việt Chị có em và cháu nên sẽ mua những món đồ ăn vặt để lâu được cho hai đứa nhỏ ăn I usually eat around 3 PM after lunch, and my choices are milk tea or mixed rice paper, which are traditional Vietnamese snacks. I have a younger sibling and a niece/nephew, so I often buy snacks that can be stored for a while for the two kids to eat.</p>	<p>Chị thường ăn tầm 4r 5h xa giờ ăn trưa khi mà hơi đói, ăn đồ ăn mặn vì ít ăn ngọt Về gia đình chị thì chị hay mua để cúng cho gia đình nên mua bánh ngọt, nước ngọt hoặc bánh có thể ăn vào buổi sáng phòng trường hợp không kịp ăn sáng I usually eat around 4 or 5 PM, after lunch, when I feel a bit hungry. I prefer savory snacks because I rarely eat sweet ones. As for my family, I often buy sweet cakes, soft drinks, or cakes that can be eaten in the morning to offer as offerings. This way, we have something ready in case we don't have time for breakfast.</p>	<p>Anh hay ăn lúc 3h chiều khi cần năng lượng để làm việc tiếp, cần đồ ăn ngọt để thêm năng lượng như bánh, hạt, trái cây tươi. I usually eat around 3 PM when I need energy to continue working. I prefer sweet foods to boost my energy, such as cakes, nuts, or fresh fruit.</p>	<p>Buổi chiều đi làm sẽ ăn nhẹ tối về nhà xem phim r ăn vặt sẽ ăn vặt snack, bánh quy nhẹ In the afternoon at work, I have a light snack. In the evening, when I get home and watch movies, I'll snack on light snacks like chips or cookies.</p>
<p>1.2. Những yếu tố nào ảnh hưởng đến lựa chọn đồ ăn vặt của anh/chị (ví dụ như: hương</p>	<p>Chị sẽ tùy thời điểm để quyết định muốn ăn gì, mặn hay ngọt</p>	<p>Chị thích đồ Việt Nam, mà loại làm liền ăn liền, ví dụ như chị sẽ đặt app chứ không mua sẵn bánh kẹo đóng</p>		<p>Anh sẽ cân nhắc đồ ăn vặt đó có tiện không Anh phải đi chuyên nhiều nên ưu tiên các</p>	

<p>vị, lợi ích sức khỏe, sự quen thuộc với thương hiệu, v.v.)? What factors influence your choice of snacks (e.g., taste, health benefits, brand familiarity, etc.)?</p>	<p>sẽ prefer ăn mặn để lót dạ nếu giờ tối nếu ngồi xem phim, xem show cùng gia đình thì sẽ ăn ngọt Yếu tố giá cả cũng ảnh hưởng tới quyết định của chị (30k đồ lại) I decide what I want to eat depending on the time, whether it's savory or sweet. I prefer savory snacks to fill up in the evening. If I'm watching movies or shows with my family, I'll go for sweet snacks. Price is also a factor in my decision, usually around 30,000 VND or less.</p>	<p>gói trữ sẵn để ăn hàng ngày I prefer Vietnamese snacks, especially those that are freshly made and ready to eat. For example, I would order through an app rather than buying pre-packaged snacks to store for daily consumption.</p>		<p>loại snack đóng gói ăn được ngay Cũng như bé nhà anh có thể mang đi học,... I consider how convenient the snacks are. Since I have to move around a lot, I prioritize pre-packaged snacks that are ready to eat. This way, my child can also bring them to school.</p>	
<p>1.3. Anh/chị có thể giải thích quá trình ra quyết định điển hình khi chọn đồ ăn vặt cho bản thân hoặc gia đình mình được không? Con của anh/chị đóng vai trò gì trong quá trình này? Can you walk me through a typical decision-making process when you choose a snack for yourself/your family? What role does your child play in this process?</p>	<p>Không có thói quen cố định, thường sẽ là tùy hứng I don't have a fixed habit; it usually depends on my mood.</p>		<p>Không để bé toàn quyền quyết định mà sẽ có sự lựa chọn, 1 tuần được chọn trong phạm vi nào đó thôi vì không phải loại snack nào cũng tốt I don't let my child have full control over the decision. Each week, they can choose within a certain range because not all snacks are healthy.</p>		
Brand Awareness & Perception					
<p>1.4. Anh/chị có quen thuộc với thương hiệu OREO không? Điều gì hiện lên trong đầu</p>	<p>Rất quen thuộc, quen với khẩu hiệu xoay bánh nếm kem chấm sữa</p>	<p>Rất quen thuộc vì OREO có mặt ở Việt Nam khá lâu rồi</p>	<p>Rất quen vì thông điệp xoay bánh nếm kem chấm sữa quen thuộc qua quảng cáo</p>	<p>Anh cũng thấy rất quen thuộc với câu tagline, và ấn tượng vì cảm thấy OREO luôn có rất</p>	<p>Chị thấy quen thuộc cái tagline, ngoài ra khi chị đi mua snack ở tất cả các cửa hàng chị biết thì</p>

<p>anh/chị khi nghĩ về OREO? How familiar are you with the OREO brand? What comes to mind when you think of OREO?</p>	<p>Tuy nhiên những năm gần đây không ấn tượng lắm I'm very familiar with the slogan 'Twist, Lick, Dunk. However, in recent years, it hasn't impressed me as much.</p>	<p>chị đã thử gần hết các phiên bản của loại bánh này rồi I'm very familiar with OREO because it has been available in Vietnam for quite a long time. I've tried almost all the versions of this cookie.</p>	<p>I'm very familiar with the message 'Twist, Lick, Dunk,' as it's well-known through advertisements.</p>	<p>nhiều vị khác nhau, kể cả loại bạc hà làm mát cũng có nữa I'm also very familiar with the tagline and impressed because OREO always has many different flavors, including the refreshing mint flavor.</p>	<p>OREO được trưng bày khá nhiều nên không thể không quen thuộc được I'm familiar with the tagline, and whenever I go snack shopping at all the stores I know, OREO is displayed quite prominently, so it's impossible not to be familiar with it.</p>
<p>1.5. Theo anh/chị, những khía cạnh nào trong hình ảnh thương hiệu OREO là gần gũi nhất và những khía cạnh nào cảm thấy xa lạ hoặc không phù hợp? In your opinion, what aspects of OREO's brand image do you find most relatable, and which ones feel distant or irrelevant?</p>	<p>sản phẩm thì quen thuộc vì do cái vị, nhờ socola kem sữa quen thuộc còn xoay bánh nếm kem chấm sữa thì với mấy đứa nhỏ c thấy ok, còn với c thì c không có cách ăn như vậy</p> <p>xa lạ thì từng mua hàng nhái của oreo khá nhiều, bị hớ vì ăn thấy quá là ngọt</p> <p>The product is familiar because of its flavor, thanks to the classic chocolate and cream filling. As for the 'Twist, Lick, Dunk' method, I think it's fun for kids, but I don't eat it that way.</p> <p>As for unfamiliar experiences, I've bought knock-off versions of OREO quite a few times and was disappointed because they were way too sweet.</p>	<p>chị đi siêu thị thì ấn tượng OREO cái màu xanh When I go to the supermarket, I recognize OREO by its blue packaging.</p>			<p>cái màu đen của sản phẩm tạo cho chị cảm giác nó bị ngọt The black color of the product gives me the impression that it's too sweet.</p>

Section 2: Deep dive into demand space - Family Dynamics & Joyful Family Time					
Behavior in family time					
<p>2.1. Anh/chị thường tham gia vào những hoạt động gì cùng gia đình, đặc biệt là với các con trong độ tuổi từ 3 đến 12? What activities do you usually engage in with your family, especially with your children aged 3-12?</p>	<p>Tôi CN chị hay thường xem phim với chồng, vừa ăn cơm vừa xem hoặc mua đồ ăn vặt để ăn trong khi xem phim, xem show chung On Sunday evenings, I usually watch movies with my husband. We either eat dinner while watching or buy snacks to enjoy while watching movies or shows together.</p>	<p>Đó là khoảnh khắc ăn uống, khi mình có thể share chung một món ăn, cùng bàn luận chung về một vấn đề thì cảm giác gia đình gắn kết hơn rất nhiều Those are moments of eating together, when we can share a dish and discuss a topic together, making the family feel much more connected.</p>	<p>chị và chồng hay chở đứa nhỏ đi uống cà phê cùng bạn bè và thăm gia đình hai bên, hoặc dắt bé đi chơi nhiều nơi khác nhau My husband and I often take our child out for coffee with friends, visit both sides of the family, or take our child to different places to have fun.</p>	<p>Dẫn vợ con đi chơi, đi du lịch I take my wife and child out for fun and travel.</p>	<p>Vì thi thoảng mới về nhà nên chị thấy hoạt động gắn kết nhất sẽ là ăn chung, khi mọi người cùng ăn tối, ngồi ở phòng khách ăn trái cây và snack cùng nhau. Trong lúc đó có thể trò chuyện hay cùng xem chung một bộ phim</p>
<p>2.2. "Thời gian vui vẻ bên gia đình" quan trọng với anh/chị đến mức nào? Những hoạt động nào thể hiện rõ nhất khái niệm này đối với gia đình anh/chị? How important is "joyful family time" to you? What activities best represent this concept for your family?</p>	<p>Rất quan trọng Hoạt động rõ nhất là khi đi chơi cùng gia đình, vì thường ngày khá bận rộn kể cả khi ngồi cạnh nhau ăn tối cũng bận suy nghĩ công việc,... nên khi đi chơi cùng gia đình chị cảm giác như được gắn kết trọn vẹn cùng họ It's very important. The clearest moments of connection are when we go out together as a family because on regular days, we're often busy, even when sitting together for dinner, still thinking about work. So when we go out, I feel fully connected with them.</p>	<p>Cũng rất quan trọng Gia đình chị rất thích đi du lịch chung với nhau, đi xa hay gần thì luôn có đồ ăn vặt để ăn chung với nhau, nhờ đó không khí nó vui vẻ hơn và đỡ mệt hơn. Ví dụ đi tham quan nhiều giờ có miếng bánh mấy đứa nhỏ sẽ đỡ mệt và năng lượng hơn hay mẹ chị say xe thì sẽ có bánh sao đó để bụng không cồn cào It's also very important. My family loves traveling together, whether near or far, and we always bring snacks to share, which makes the atmosphere more fun and less tiring. For</p>	<p>Rất quan trọng Nhà chị rất thích có những trải nghiệm ẩm thực cùng nhau, share cho nhau những món ăn yêu thích, hay thử những món mới như bia đức, ... ông bà nội thì hay làm món việt nam It's very important. My family loves sharing culinary experiences together, whether it's sharing our favorite dishes or trying something new, like German beer. The grandparents often prepare traditional Vietnamese dishes.</p>		<p>Rất mong muốn có những thời gian vui vẻ bên gia đình nhưng mà cuộc sống bận rộn nên không cho phép, duy cho có những lúc gần bó nhất là khi ăn chung, là những khoảnh khắc để sharing, sharing đồ ăn và sharing câu chuyện hàng ngày của nhau I really wish for more joyful times with my family, but the busy pace of life doesn't always allow it. The most connected moments are when we eat together—those are the times when it's easiest to share, whether sharing food or sharing the</p>

		example, after long hours of sightseeing, having a snack keeps the kids energized, or if my mom feels carsick, there's always something to settle her stomach.			stories of our daily lives.
Behavior in family time					
<p>2.3. Anh/chị thường xuyên kết hợp đồ ăn vặt trong các hoạt động gắn kết gia đình như thế nào? <i>How often do you include snacks as part of your family bonding activities?</i></p>					Đồ ăn vặt là lý do, là cái cớ để ngồi lại lâu hơn. Vì không phải lúc nào cx có chuyện để nói, khi nhai đồ ăn vặt thì hay nảy ra nhiều topic để nói hơn. Kể cả không có điều gì để nói thì chỉ ngồi nhâm nhi đồ ăn vặt cùng nhau thôi cũng thấy ấm áp
<p>2.4. Anh/chị nghĩ vai trò của đồ ăn vặt trong việc tạo nên những khoảnh khắc đáng nhớ với gia đình như thế nào? Anh/chị có thể nhớ lại một kỷ niệm cụ thể mà đồ ăn vặt đã đóng vai trò trung tâm trong ký ức gia đình không? <i>How do you see the role of snacks in creating memorable moments with your family? Can you recall a specific instance where a snack played a central role in a family memory</i></p>	<p>Chị thấy đồ ăn vặt khiến cho trải nghiệm cùng người thân của chị vui vẻ và thú vị hơn. Ví dụ như cùng chồng ngồi coi 1 bộ phim cuối tuần và ăn bánh snack cua, thì chị một góc bánh hình còng cua, chồng chị ăn phần thân cua</p> <p>Đa phần đồ ăn vặt xuất hiện trong những khoảnh khắc bonding tươi vui của gia đình chị, nhưng nó cũng xuất hiện trong những khoảnh khắc trầm lắng một xíu, ví khi chị thấy downmood thì chocolate, cacao nóng hoặc bánh có vị hơi đắng như OREO sẽ khiến chị thấy đỡ hơn xíu. Chị thấy gia đình Việt mình có đặc</p>	<p>Thời gian dịch thì thời gian gia đình chị ở nhà ở chung với nhau rất nhiều, không biết làm gì thì sẽ kiếm bánh để ăn cùng nhau</p> <p>Cũng như chị Uyên, nhất là trong vài ngày gần đây trải qua chuyện không vui lắm và không muốn ăn uống gì thì chị muốn có một ít năng lượng nên sẽ chọn oreo để upmood lên During the pandemic, my family spent a lot of time at home together, and when we didn't know what to do, we would grab some snacks to eat together. Just like Uyên, especially in the past few days when I've been going through some tough times</p>	<p>Những món ăn vặt khi đã trở thành thói quen trong gia đình thì dù đi ra ngoài không có gia đình nhưng nếu ăn những món này thì sẽ nghĩ tới gia đình When snacks become a habit in the family, even when I'm out without them, eating these snacks will make me think of my family.</p>	<p>Anh thấy snack nói riêng hay đồ ăn nói chung có vai trò rất quan trọng. Ví dụ khi anh cùng làm bánh với vợ và thường thức món bánh đó thì thấy rất vui khi tạo kỉ niệm đẹp với gia đình</p> <p>Có một lần anh và vợ tranh luận không khí hơi nặng nề một chút thì vợ lấy snack đút cho ăn. Anh khá bất ngờ và thấy tâm trạng cải thiện hơn rất nhiều I feel that snacks, or food in general, play a very important role. For example, when I bake with my wife and enjoy the treats together, it makes me happy to create</p>	<p>Chị nghĩ có, và đặc biệt gia đình chị thích những thứ mới lạ, nếu chị ăn bánh nào lạ lạ thì sẽ nhớ tới gđình Nhà chị cũng hay cùng chơi những trò chơi nhỏ với đồng đồ ăn vặt trong nhà. Hồi trước thích ăn bánh quy bạc, nhà chị thì xem ai làm sao bé được cái bánh quy thật thẳng thì sẽ đc quà.... I think so, especially since my family loves trying new things. If I eat something unique, it makes me think of my family. We also like to play little games with the snacks at home. Back then, we loved eating butter cookies, and we would</p>

	<p>điểm chung là khó nói câu xin lỗi hay cảm ơn, những lúc cần sẽ tìm những thứ khác thay mình nói lời xin lỗi ví dụ như đồ ăn. Có lúc vợ chồng chị cãi nhau, đến tối chị phát hiện trong cặp mình có bịch bánh ngọt thì biết là chồng muốn làm lành, nên bỗng dưng cũng thấy hết giận chồng.</p> <p>I find that snacks make my experiences with loved ones more fun and enjoyable. For example, when my husband and I watch a movie on the weekend and eat crab-shaped snacks, I'll take the claw part while my husband eats the body.</p> <p>Most of the time, snacks appear during joyful bonding moments with my family, but they also show up in more quiet moments. For example, when I'm feeling down, chocolate, hot cocoa, or slightly bitter snacks like OREO make me feel a little better. I think one common trait in Vietnamese families is that it's hard to say 'sorry' or 'thank you.' When needed, we often use something else to express those feelings, like food. There was a time when my husband and</p>	<p>and didn't feel like eating, I chose OREO to give myself a bit of energy and lift my mood.</p>		<p>beautiful memories with my family.</p> <p>There was a time when my wife and I had a bit of a tense argument, but she handed me a snack to eat, which took me by surprise and improved my mood significantly.</p>	<p>have a contest to see who could break the cookie in the straightest line, with a prize for the winner.</p>
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	I argued, and later that evening, I found a bag of sweets in my bag, which made me realize he wanted to make up. At that moment, I suddenly stopped being mad at him.				
Section 3: Localization					
Receptiveness to localization					
<p>3.1. Anh/chị có khả năng sẽ mua OREO hơn nếu nó được quảng bá qua một chiến dịch hoặc hợp tác bao gồm các yếu tố địa phương quen thuộc (ví dụ: người nổi tiếng trong nước, sự kiện văn hóa, hương vị Việt Nam) không? <i>Would you be more likely to purchase OREO if it was promoted through a campaign or partnership that included familiar local elements (e.g., local celebrities, cultural events, Vietnamese flavors)?</i></p>	<p>OREO đã đủ gần gũi rồi, cũng ok vì csong bận rộn nên có hoạt động bonding cùng mọi người thì sẽ hợp</p> <p>OREO is already familiar enough. It's also fine because with a busy life, having bonding activities with everyone is a good fit.</p>	<p>có Yes.</p>	<p>chưa biết Not sure yet.</p>	<p>có Yes.</p>	<p>có Yes.</p>
<p>3.2. Anh/chị cảm nhận vai trò của các món ăn vật nổi tiếng toàn cầu so với đồ ăn vật địa phương trong những buổi tụ họp gia đình như thế nào? Anh/chị có ưu tiên loại nào hơn không, và tại sao? <i>How do you perceive the</i></p>	<p><i>Không quá phân biệt các loại</i> <i>I don't really differentiate between the types.</i></p>				

<p><i>role of globally recognized snacks versus local snacks during family gatherings? Do you prefer one over the other, and why?</i></p>					
Ways to localize OREO					
<p>3.3. Anh/chị nghĩ khái niệm "thời gian vui vẻ bên gia đình" khác nhau như thế nào giữa văn hóa phương Tây và Việt Nam? /OREO có thể điều chỉnh khái niệm này ra sao để phù hợp hơn với kỳ vọng của các gia đình Việt Nam?/ <i>How do you think the concept of "joyful family time" varies between Western and Vietnamese cultures? /How could OREO adapt this concept to better fit Vietnamese families' expectations?</i></p>	<p>Chị nghĩ nếu so với các nước châu Á khác thì truyền thống quây quần bên nhau vào dịp đặc biệt không khác mấy. Nhưng mà chị coi ở phim ảnh thì chị cảm giác người nước ngoài dành nhiều thời gian cùng nhau hơn. Lễ hội nhỏ của c thì cuối tuần mới cùng nhau đi chơi được.</p> <p>I think, compared to other Asian countries, the tradition of gathering together on special occasions isn't much different. However, from what I see in movies, it seems like people abroad spend more time together. My small family can only go out together on weekends.</p>		<p>Chị thì thấy ngược lại, người nước ngoài hay tụ tập theo mùa ví dụ giáng sinh, easter,... Người VN thì nếu lễ hội ở gần thì sẽ chịu khó gặp thường xuyên hơn.</p> <p>I feel the opposite. Foreigners tend to gather seasonally, like for Christmas or Easter. Meanwhile, Vietnamese families, if they live nearby, tend to make more of an effort to meet frequently.</p>		
<p>3.4. What type of local partnerships or themes do you think would make OREO more appealing to you and your family?</p>		<p>Chị thích kết hợp oreo với nền văn hóa ẩm thực việt nam. Oreos kết hợp với cơm xanh Hà Nội,... sẽ fit với người lớn tuổi hơn n.</p> <p>I like combining OREO with elements of Vietnamese cuisine. For example, OREO paired with</p>	<p>Nếu OREO kết hợp với các hũ mang tính thể chất thì hợp với giới trẻ việt nam. Chẳng hạn như trekking, chạy trail,.. thì rất nhiều giới trẻ tham gia. Vừa lúc đó sẽ hữu ích vì vận động nhiều sẽ đói và cần nạp năng lượng. Lần chị đi trekking lần đầu thì c mệt nên c cbh thấy sneaker ngon đến như v</p>		

		<p>Hanoi's green young rice (cơm xanh) would be a better fit for older generations.</p>	<p>If OREO were combined with physical activities, it would fit well with Vietnamese family culture. Activities like trekking or trail running are popular with many families, and at those times, the product would be useful because physical exertion makes people hungry and in need of energy.</p> <p>The first time I went trekking, I was so tired that I had never found a Snickers bar as delicious as that moment.</p>		
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APPENDIX 3

PLAGIARISM RESULT

feedback studio TIÊN TRƯƠNG CẨM | DH47MRC01_31211023174_OREO ?

**PROPOSING LOCALIZATION MARKETING PLAN TO
UNLOCK LOCAL ACTIVATION PLATFORM FOR OREO
COOKIES**

**Student full name: Truong Cam Tien
Major: Marketing Class: DH47MRC01
Instructor: Dinh Tien Minh**

Match Overview ✕

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