



iProspect

Driving Business Performance





We are
dentsu AEGIS network

A GLOBAL NETWORK FOR THE DIGITAL AGE

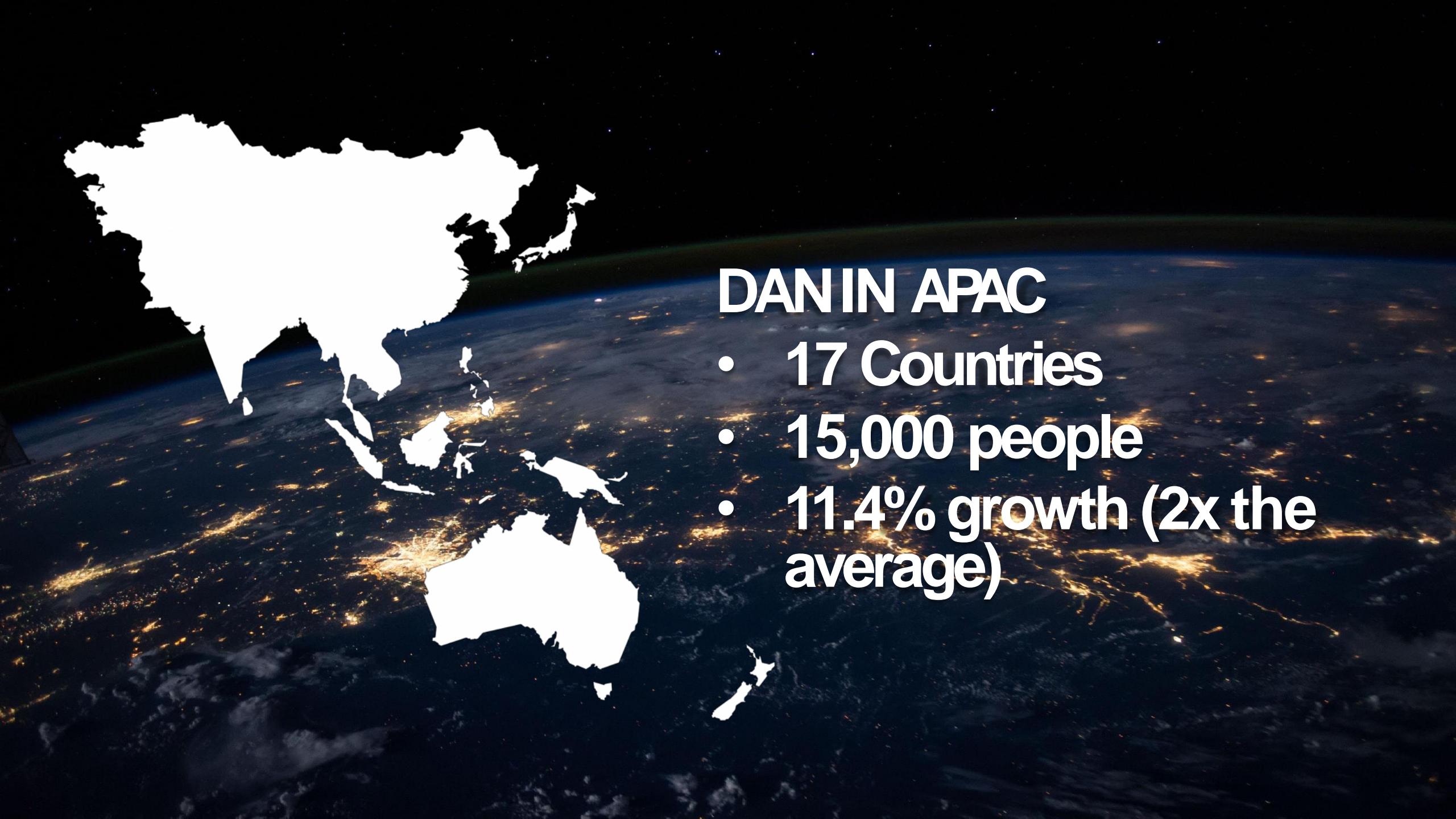


The first truly global communications group born in the digital age.

Campaign Brief Asia

Dentsu's takeover of the digital comms agency Aegis creates a compelling combination of two companies looking to expand globally.

CNBC



DAN IN APAC

- 17 Countries
- 15,000 people
- 11.4% growth (2x the average)

dentsu AEGIS network

500 Employees
With offices in Ho Chi Minh & Hanoi

CREATIVE

dentsu

dentsu

DENTSU ONE

isobar

Dentsu REDDER

MEDIA

CARAT



vizeum

dentsu X

RED STAR[®]



Amplifi

iProspect[®]

DATA

MERKLE



TECHNOLOGY

amnet

isobar
commerce

BUILDING SUCCESSFUL RELATIONSHIPS IN VIETNAM



★Heineken®



Google



Eat Well, Live Well.
AJINOMOTO®

DIAGEO



Panasonic



SONY



HONDA
The Power of Dreams

MITSUBISHI
ELECTRIC
Changes for the Better

PHILIPS



SHISEIDO

Biti'sHunter

LAZADA



Standard Chartered



ROHTO

NOVA
LAND

VCBS
Vietcombank Securities

Jetstar★

TIKI.VN

Lenovo™

AIR NEW ZEALAND



Grab

unicharm

★SAPPORO

A photograph of two young women smiling and laughing while riding a red motorcycle on a beach. They are wearing casual summer clothing and sunglasses. The background shows a wooden deck and tropical trees.

iProspect®



Who are iProspect...



World's # 1
Performance Agency



Google's #1
partner globally



93 offices,
55 countries

TIER ONE PARTNERSHIPS WITH CRITICAL PLATFORMS

Google

“Always **engaged**, always looking for the **next thing** and most importantly, constantly wanting to **do better**”



230

Beta
tests 2017

facebook

“One of our **most innovative** global partners. The Facebook Audience Lab is a **genuinely unique** proposition”



15

product
launches 2017

Leveraging partnerships to deliver
game-changing market firsts across
Asia Pacific



Google

TIER ONE PARTNER
3000 BETAS TESTED

Tencent 腾讯

EXCLUSIVE PARTNERSHIP
TO ENHANCE DATA DRIVEN
CONSUMER INSIGHTS

Baidu 百度

RECOGNIZED AS 4 STAR
BAIDU AGENCY

facebook

ALPHA RELEASE PARTNER
MARKET FIRST TRIALS

Alibaba.com

EXCLUSIVE INTEGRATED
BRANDING PLATFORM
IN TMALL

amazon.com

EARLY ACCESS TO APIs &
TRAINING SESSIONS

YAHOO!

CERTIFIED PARTNER

NAVER

CERTIFIED PARTNER

CLAVIS INSIGHT

EXCLUSIVE PARTNERSHIP TO
PERFORMANCE WITHIN ONLINE
MARKETPLACES

Track record of successfully onboarding SEM clients regionally



58% reduction in CPA



41% reduction in CPA



46% reduction in cost per sale



31% increase in ROI



114% increase in revenue



87% increase in revenue



40% reduction in CPA



300% increase in revenue



42% increase in sales



62% increase in revenue



69% reduction in CPA



306% increase in Baidu Index



18% GROWTH
417 Million GBP
Total REVENUE

2018



4,538 iProspectors
5% increase YoY



600+ New Business wins

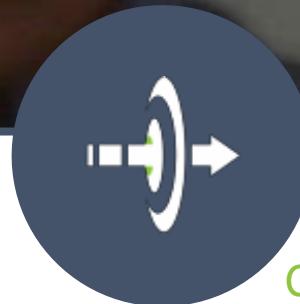
200+ Awards
21 Agency of The Years
4 Effies



iProspect Vietnam 2019

iProspect IP
Driving Business Performance

Focus 4 Key Pillars with Ad-tech Powered



PLANNING

An experienced digital planning team

iP Logic is a proprietary planning process that allows us to build best in class performance strategies for our clients. Most importantly, iP Logic allows iProspect to offer a consistent planning approach across our network and across our key global clients.

Implement Data Management Platform for advanced planning to ensure: Precise, Optimised and Unrivalled media strategy

BUYING

Be there with the right message at the right time – at the right price.

Having experience and expertise in every vertical enables iProspect to consistently create best-in-class campaigns while our global footprint provides us with an unmatched understanding of the nuances of each market.

iProspect uses highly segmented data, so ads are shown to consumers at the most appropriate time, location, and most influential point in the journey through various partners across multiple screens and devices.

CONTENT & CREATIVE

Grow your audience with the right content mix, from creation to distribution.

By creating and distributing relevant content, iProspect use Performance Content to enhance or even change consumer behavior which leads to more conversions.

Our effective content strategy is an 'always on' process focused on a consistent omni-channel message to help forge a long-term relationship and positive online engagements.

DATA & ANALYTICS

Grow your business by finding out what customers really want.

Data analytics offers critical insight into how marketing initiatives are performing.

iProspect provides both the technology and an analytics team made up of individuals with deep statistical backgrounds to translate large amounts of data and put meaningful insight to action, and to help achieve your business goals.

Digital Media Channel Coverage



Proprietary suite of integration scripts & tools



BID SHAVING
SCRIPTS



HOURLY MOBILE
BID MODIFIER



WEATHER
BIDDING



TV SYNC



AUDIT SCRIPTS



OUT-OF-HOURS
MONITOR



COUNTDOWN
SCRIPTS



LOCATION
BIDDING



iP Logic: The iProspect Planning Process



THE LARGEST LOCAL INVENTORY

Reach almost 99% Vietnam internet users

Targeting Filters:

- Demographic
- Geographic
- Devices / OS / Models
- Interest / Intent
- Audience data (3rd party data providers)
- Custom audiences
- Look-alike audiences
- Geofencing (Micro-locations targeting)
- Weather targeting
- Brand safe filters

Across devices



Work with
different DSPs



3rd party data



Other platforms



FPT Play



MỌI NƠI, MỌI LÚC, MỌI TV



Creative formats

IAB Standards

Rich Media

Masthead

Social Media Ad

In-stream and Out-stream Video

Interactive Video Ad

Native ads

Audio Ad

Mobile web & in-app ads

Oracle's Gold Partner

SINCE 2018

PRODUCT:

Oracle CX Cloud

Oracle Marketing Cloud

SERVICES:

Consulting & Implementation

Application resellers

DATA –DRIVEN DIGITAL MARKETING

**Assist and provide solution to
advertisers / marketers to digitalize
the whole consumer experience
journey**

Consumer experience based

In an highly cluttered digital environment, either advertiser operates in FMCG and high-involvement industries, online or offline sales, audiences are gaining and holding the power.

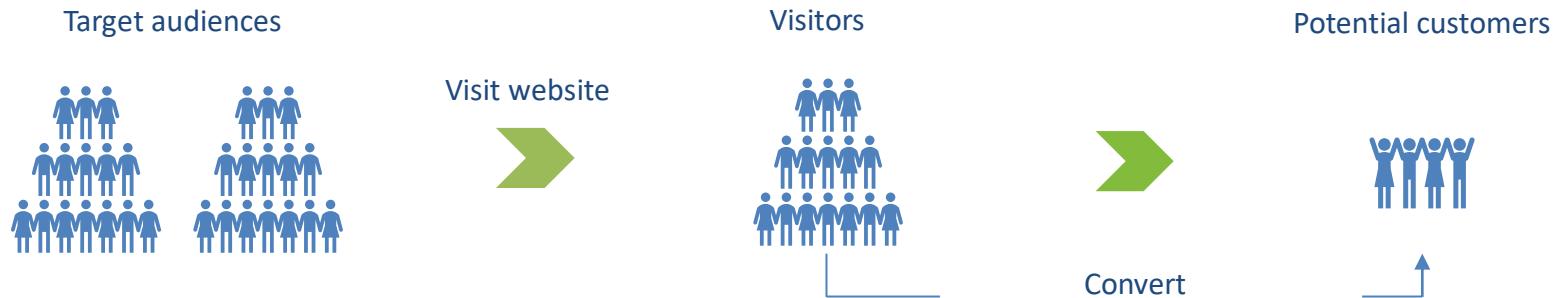
It's not only about reaching the target audiences but engaging them across the journey makes a lot different, especially sales impact.

At iProspect, we don't just plan to reach & engage your consumers across the journey, we also leverage data, creative and content to strengthen their experiences at every stage



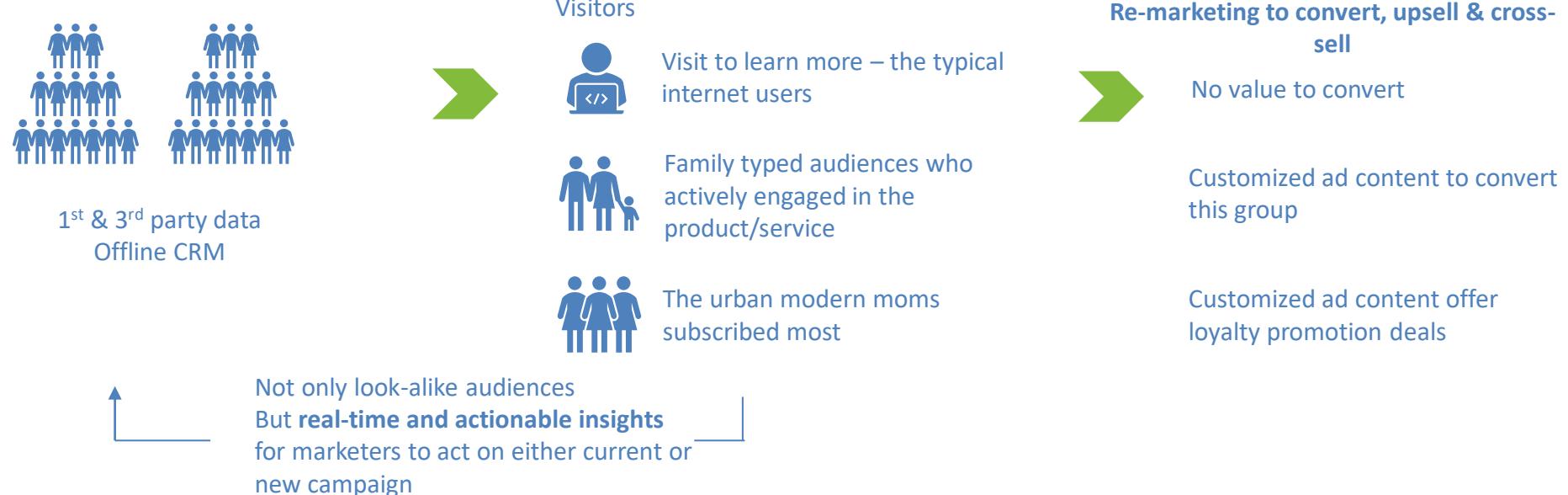
KNOW YOUR AUDIENCES, BUILD SEGMENTATIONS TO WIN SALES

Without
Data Management
platform



iProspect Digital is gold partner of Oracle since 2018

With DMP



DASHBOARD REPORTING

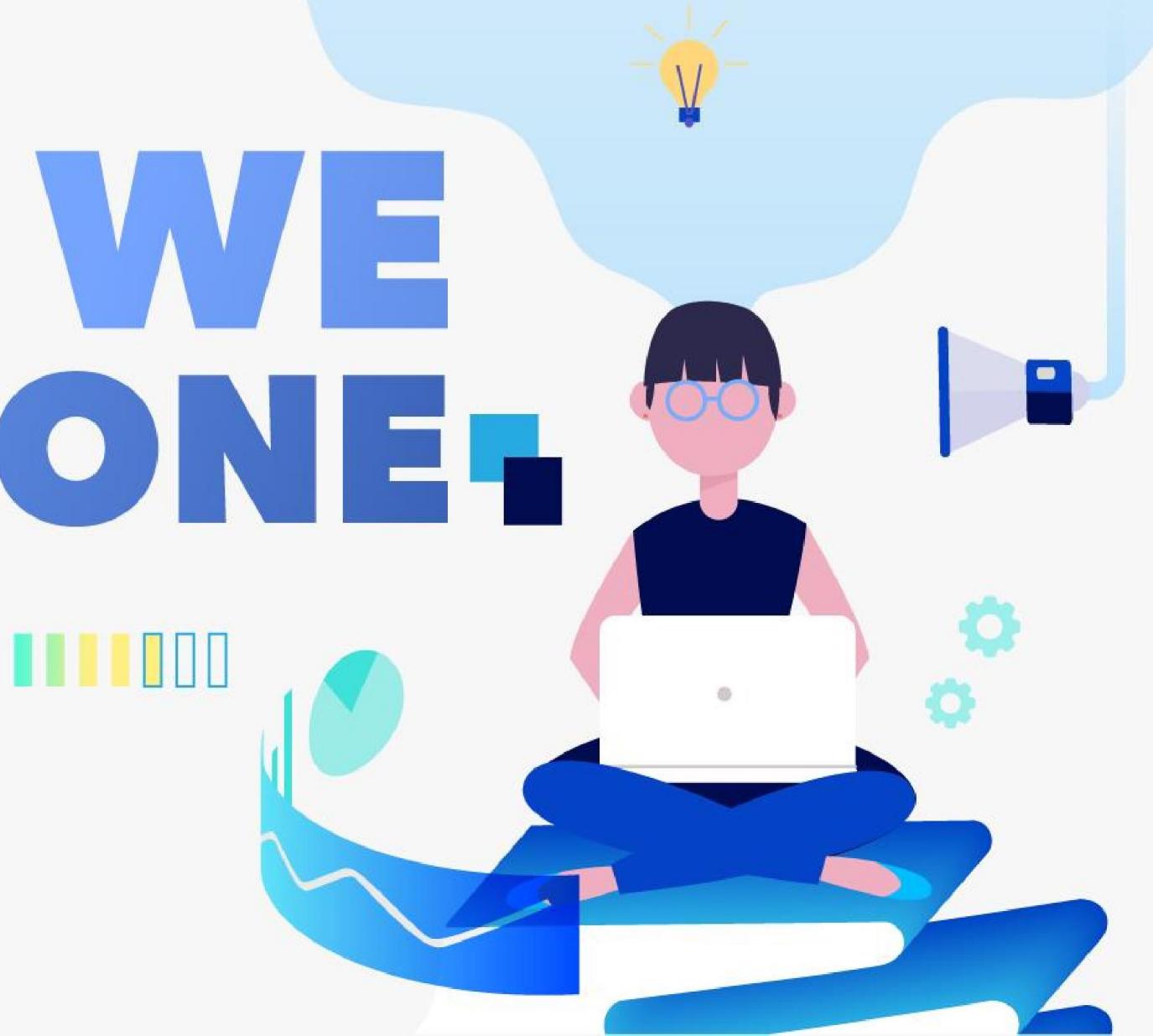


iUnify

iUnify is an iProspect reporting platform that enables client and agency stakeholders to store and visualize media performance data.

Having been adopted by some of our largest clients, iUnify dashboards have been successful in facilitating actionable insight and driving real ROI improvement.

WHAT WE HAVE DONE

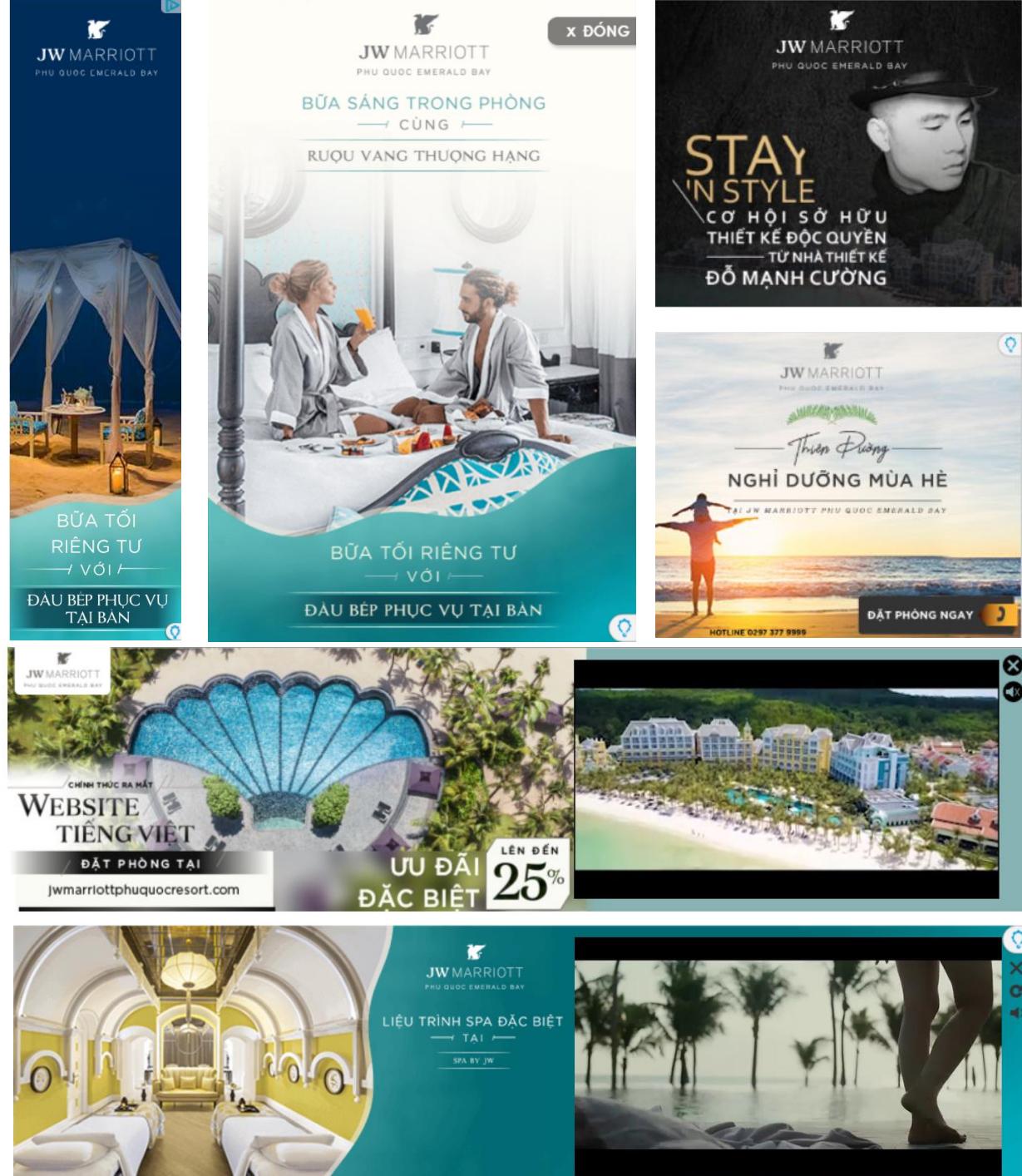


JW MARRIOTT PHU QUOC

SITUATION: JW Marriott Phu Quoc is one of five-star luxury, unique style and set on the pristine beach in Vietnam. However, they had been grand opening and not many people know about. Facing with the harsh competition in the industry, JW Marriott Phu Quoc aims to spread massive awareness digital channels to start engaging & building a closer relationship with its target audiences.

APPROACH: At first, JW Marriott Phu Quoc created massive awareness for its master brand. Then they focused on PR Online and Celebrities, beside digital banner on many platform to engage target audiences AND DRIVE TRAFIC TO VIETNAMESE WEBSITE FOR BOOKING ONLINE.

- *Branding:* A whole new luxury rooms with highlights at this beachfront resort include 2 restaurants, 3 outdoor swimming pools, and a full-service spa image on Facebook, Google & iProspect Ad Network.
- *Engagement:* Customized, insightful & trendy content series for each group of target audiences on Facebook & Banner display remarketing.



ONE VERANDAH

BY MAPLETREE

SITUATION: Our client is a prestigious international real-estate and construction company with great portfolio of hi-end office buildings, mega malls and apartments. They called us for a pitch for their new premium apartment in District 2 HCM city where is now the hottest real-estate area for mid-premium people, both investors and individual buyers.

Facing harsh competition as there are at least 5 other same level projects are open for sales, most of those projects located in better area of the same district.

Reaching premium audience is still a major concern of digital. The campaign's call to action is to truly build awareness but sales is still an expectation.

APPROACH:

- **Digital Media Strategy:** Applied media flooding approach up-front to gain quick and impressive awareness at most efficient cost. Engaging display ad & video and Social were used format to capture consumers' attention.
- **Insight & Technology:** High share of voice in premium content relating to business, investment, housing and news PLUS the use of iProspect DMP to reach and analyze data.
- **Consultancy:** Recommended client's agents to leverage all traffic we brought to client website with retargeting tag.

RESULT:

- 200 reservation orders are made in less than 2 weeks after launch.
- Each order reservation cost 100 Mil VND
- Digital spend in first two weeks is only 2% of total 200 order reservation value.



BIORÉ VIETNAM ALWAYS-ON 2019

SITUATION

Bioré Vietnam wants to generate awareness for the brand itself as well as introduce different product lines & their USPs within one fanpage. Moreover, they also want to connect between online & offline activities.

APPROACH

Always-on content to deliver 3 key content pillars as following:

- **Brand & Products:** Strengthen brand positioning & product USPs differentiation
- **Lifestyle:** Associate products with tips & stories that match each TA's insights & daily contexts
- **Branded Activities:** Encourage online engagement & drive them for on-ground trial via mini games, event updates, promotion & sampling programs

RESULTS

To be updated



V. ROHTO

INTEGRATED AND DIGITAL MEDIA

SITUATION: Leverage digital as one of the channels to build awareness about the offline event - Community Eye Care Program, in 5 provinces & make users engage by online application...

APPROACH:

Phase 1: Brand awareness

- Radio, Street banner, Bandroll
- Banner Online on Local Website, PR Online
- Sample campaign at drugstores.
- Leaflet.

Phase 2: Collect database & remind event

- Facebook (run ads around radius of 5km from venue. Remind event before 1 day)
- Ads Network to collect database

RESULT:

- Collect **1.590** register online forms
- Reach **270,000** people



Chung tay "vì một Việt Nam mắt sáng rạng ngời"

Chia sẻ Thích G+ Email

Chương trình Chăm Sóc Mắt Cộng Đồng 2017 do công ty Rohto-Mentholatum (VN) phối hợp với các bệnh viện mắt uy tín trong nước tổ chức đã diễn ra từ ngày 15/09 đến 12/11 tại 5 tỉnh: Vĩnh Long, Kiên Giang, Nha Trang, Bắc Ninh và Hà Giang. Đây là hoạt động thường niên nhằm chăm sóc và bảo vệ cho hàng nghìn đôi mắt Việt Nam.

Chăm Sóc Mắt Cộng Đồng của công ty Rohto-Mentholatum (VN) là chương trình khám mắt cho người dân ở những vùng có điều kiện khó khăn, hạn chế. Sau 12 năm qua, hoạt động cộng đồng này đã thu hút sự quan tâm và hưởng ứng của đông đảo người dân khắp cả nước. Dưới đây là các hình ảnh ghi lại những khoảnh khắc ấm áp đã diễn ra trong chương trình năm nay.



Chương trình Chăm sóc mắt cộng đồng 2017



COLOCOL EXTRA

VIETNAM

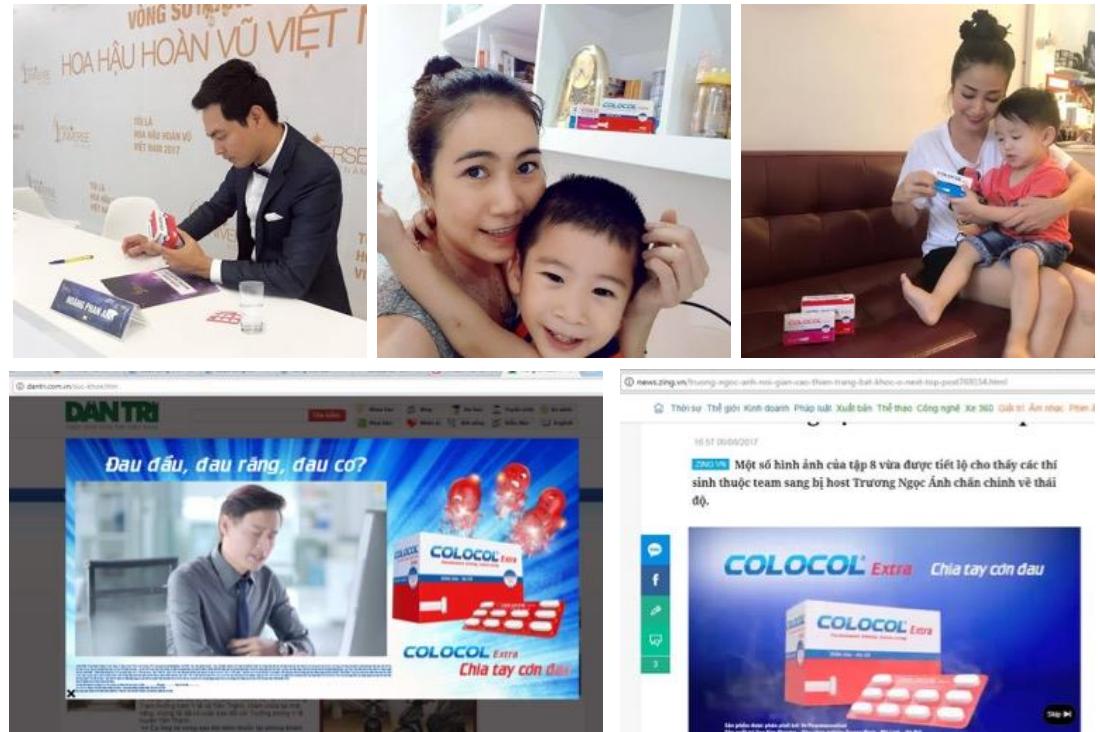
SITUATION: Being a new player, Colocol Vietnam aimed to increase brand awareness among Vietnamese housewives who are always in charge of taking care of the whole family.

APPROACH: Massively spread Colocol image across digital channels and leverage influencer's networks to outreach & engage with target audiences.

- *Display Ads:* Combination of different ad networks (iProspect, Google & Ad Micro, etc.) & different ad formats to maximize reach
- *Influencer Engagement:* Create buzz & discussion among moms' community on social

RESULT:

- Reached 5,355,000 people and achieved 714,000 views
- Gained 25,677 interaction (x2.5 times of committed KPIs)



HITACHI VIETNAM WASHING MACHINE & FRIDGE 2018

SITUATION

Hitachi is well-known for its fridges (REF), meanwhile not many people know about its washing machines (WM). Hence, they aimed to increase brand awareness for WM & maintain REF as the top of mind among Vietnamese people. They also want to push sales in peak season of white consumer goods - year-end season 2018.

APPROACH

Stage 1: AWARENESS

- Emotional benefits: Promote 6 mini TVC of WM & REF under 2 key messages "De Anh Lo" & "Song Thanh Thoi, Them Tan Huong" respectively
- Functional benefits: Always-on content to introduce different product lines, functions & usages of WM & REF

Stage 2: ENGAGEMENT

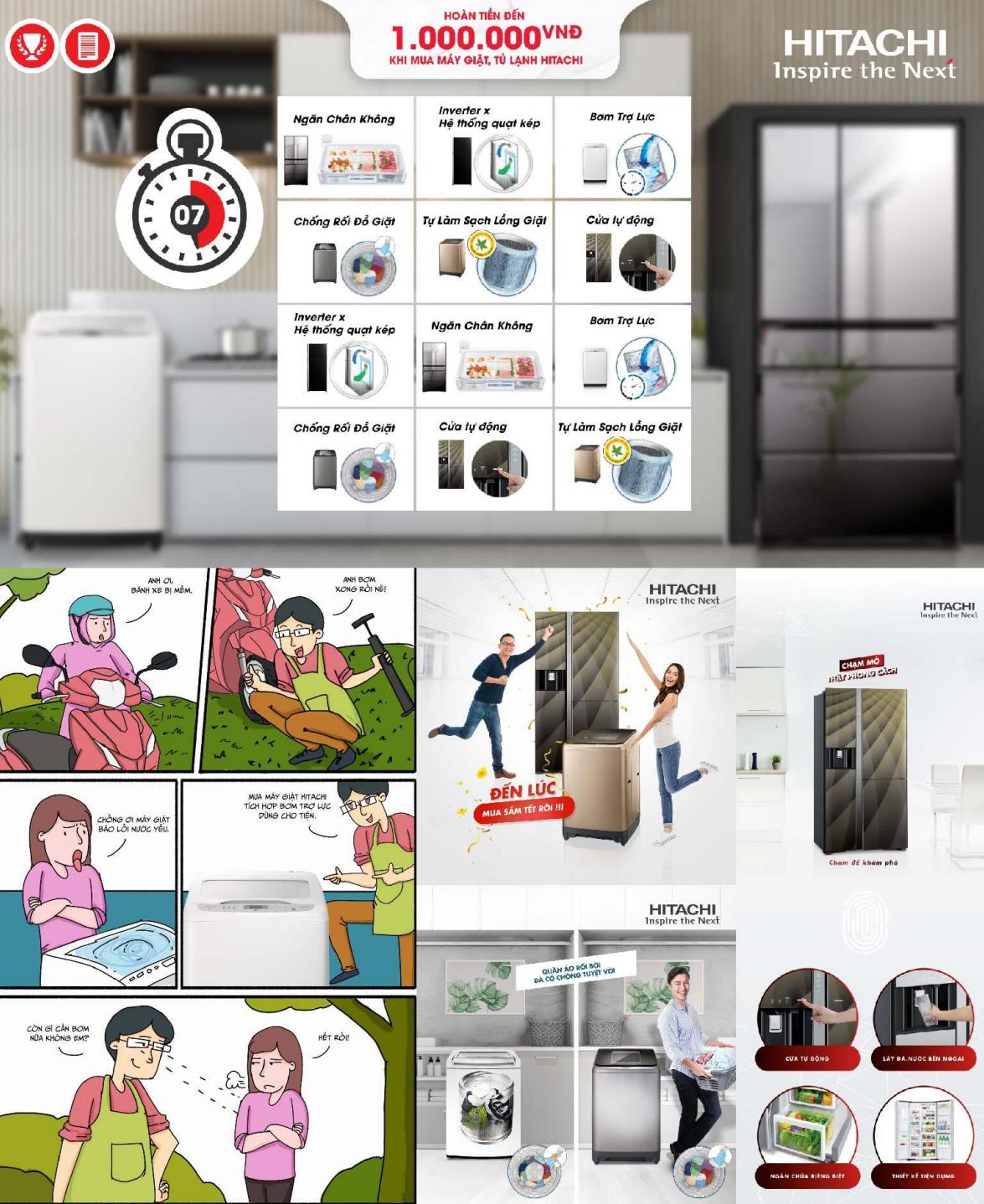
- Minigames: 6 minigames to amplify for 6 mini TVC, educate product functions & encourage TA to share their own funny stories related to WM & REF in their families
- Comic series: To wrap up the minigame series, the most interesting & funny stories were chosen to draw and publish on fanpage in comic format.

Stage 3: SALES BOOST

- Cashback program: During holiday season, we initiate a microsite which gamifies Hitachi product functions. The first 200 winners would get 1,000,000 VND cashback after buying Hitachi WM & REF.

RESULTS

- Series of minigames attracted 3K+ participants
- Within a week, 431 people joined the Cashback Program, in which 6% of participants went to buy Hitachi WM & REF and successfully redeemed.
- Delivered 8M+ ad impression



PANASONIC ECO SOLUTIONS 100TH ANNIVERSARY

SITUATION

Panasonic Eco Solutions wanted to join this 100th year anniversary and celebrate the journey of the Panasonic fan products (ceiling fan, standing fan, desk fan, wall fan) by revamping the viral clip "Nhu ngay nao" from last year and introducing this full song & MV so as to remind end-users about their products line up and USPs.

APPROACH

- Music Hub on Nhaccuatui:** In partnership with NCT, Panasonic will create a separate branded page to host all the assets. It was also the place where the song cover contest were hosted.
- "Nhu ngay nao" Parody by Huynh Lap:** To keep the momentum after the official launch of "Nhu ngay nao" MV, Panasonic engaged with one of the top Youtubers in Vietnam, Huynh Lap, to create a parody version.
- Crowd-sourced Video:** Using all the submissions, Panasonic curated a new MV for "Nhu ngay nao" to show respect for consumers' efforts and encourage them to share the video.

RESULTS

- 4.4M+ video views & 1.7M+ song plays
- 160K+ interactions from Facebook, KOLs & communities' posts
- 104 submissions & 2,180 votes on Music Hub

Nhạc Ngày Nào

Hành Trình Trăm Năm Tạo Gió Tự Nhiên

100 MỘT TRĂM NĂM TIN Cậy Vững Bền
ACCURACY OF RELIABILITY

Panasonic

Thieu Ngay Tao

Thieu Tai Cover

Không Giảm Tốc Sóng

HÀNH TRÌNH TRĂM NĂM TẠO GIÓ TỰ NHIÊN

100 năm trôi qua...
Panasonic vỗ cùng hạnh phúc và tự hào vì bạn đã luôn
chọn chúng tôi là người bạn đồng hành! Cám ơn bạn vì đã
gửi chọn niềm tin trong suốt hành trình 100 năm qua!
Hãy cùng Panasonic viết tiếp trang sử mới và tận hưởng
nhiều khoảnh khắc tuyệt vời bên gia đình và người thân hơn
bạn nhé!

Thứ Tài Cover

BÀI HÁT
“NHƯ NGÀY NÀO”
12.04.2018 - 30.04.2018

GIAI THƯỞNG TUẦN

1 GIẢI NHẤT - 1 GIẢI NHÌ - 1 GIẢI BA
TỔNG GIÁ 15.000.000 VNĐ

GIAI CHUNG CUỘC

1 GIẢI NHẤT - 1 GIẢI NHÌ - 1 GIẢI BA
TỔNG GIÁ 30.000.000 VNĐ

SHARE

f

t

Thi Lệ Chi Tiết

Thi Lệ Giá Rẻ

Nhạc Ngày Nào

Một sáng tạo của
Nhạc sĩ Dương Khắc Linh
Ca sĩ - Shin Hồng Vinh

Panasonic

SỰ TÍCH Trăm Năm
Quạt Gió

HUYNH LAP

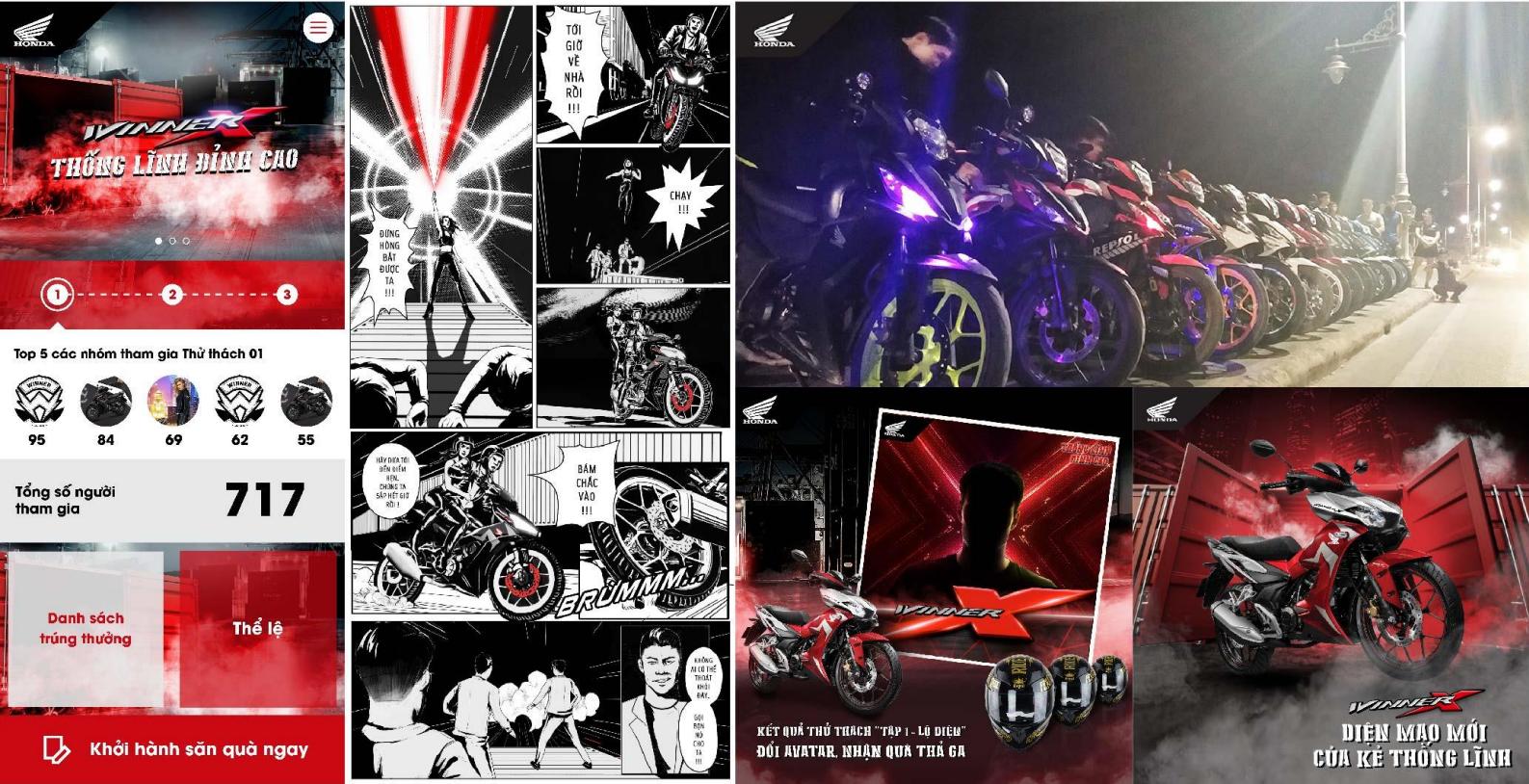
DÀNG KÝ

Panasonic

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PRIVACY STATEMENT | TERMS AND CONDITIONS | COOKIES CONTACT

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HONDA WINNER ALWAYS-ON 2019



SITUATION

Since Honda launched its 1st generation of Winner, hundreds of spontaneous clubs have been established across Vietnam. On the occasion of releasing the upgraded version - Winner X, Honda wanted to bridge the gap between the brand & these clubs.

APPROACH

BRAND AWARENESS & ENGAGEMENT: Honda Winner Official Fanpage has been considered as a main hub to build awareness & relationship with current Winner owners as well as the considerers:

- AOC Content: highlight Winner X's product benefits, feature Winner clubs' activities & inspire them with amazing stories of epic rides

- Engagement Activities:

(1) **Expose Your X:** A photo challenge which encourages users to change their profile picture with X theme to trigger curiosity about new product launch

(2) **The Untold Story:** A comic series revealing the untold stories of the girl and Winner gangs, users will submit their own ending via a writing contest

(3) **The Dudes:** A photo contest which encourage users to share their trip photos together with other members

BRAND LOVE & LOYALTY: "The Journey of Winner" Microsite has been developed exclusively for Winner club members across Vietnam. After finishing one race, another one will be unlocked. Those who finished all races and those clubs which have the most active members would be honored & rewarded.

RESULTS

To be updated



Thank You.

www.iProspect.com

