



OTVGroup
*Entertainment Media
E-commerce Solutions*

COMPANY PROFILE

Overview

OTVGroup is a vibrant, creative, and diverse content ecosystem that stands out in the fields of entertainment, arts, and digital innovation.

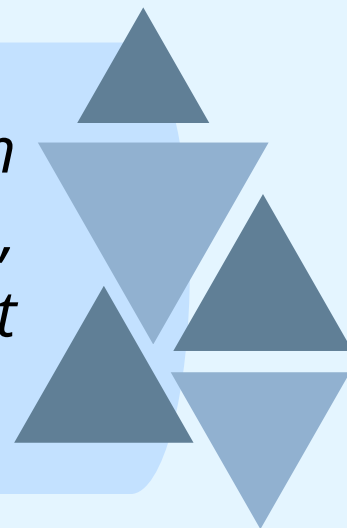


ABOUT OUR COMPANY

OTVGroup



We position ourselves as a modern entertainment company, offering unique, inspiring, and engaging content that blends creativity with technology.





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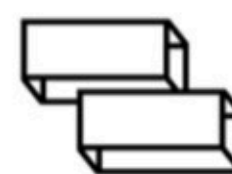
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thinkvtn2006



Ho Chi Minh City



Vision

- ★ *To become a leading digital content and entertainment hub in Vietnam, uniting art, creativity, and advanced technology.*
- ★ *To connect emotions, spread positive values, and ignite creative inspiration among the younger generation.*

Mission

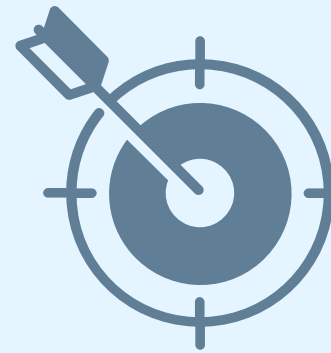
- ★ *To create distinctive, human-centered content that fosters creative thinking and modern lifestyles.*
- ★ *To leverage digital technologies and multimedia innovation to optimize content experiences across all platforms.*

OUR GOALS



Expand Creative Ecosystems

Build and scale a dynamic content ecosystem that connects creators, brands, and audiences across digital platforms.



Empower Young Voices

Inspire and support the younger generation to express themselves through creative storytelling, media, and technology.



Lead with Innovation

Integrate cutting-edge technology and trend-driven strategies to deliver impactful, inspiring, and future-ready content.

BUSINESS BRANDS

OTVGroup

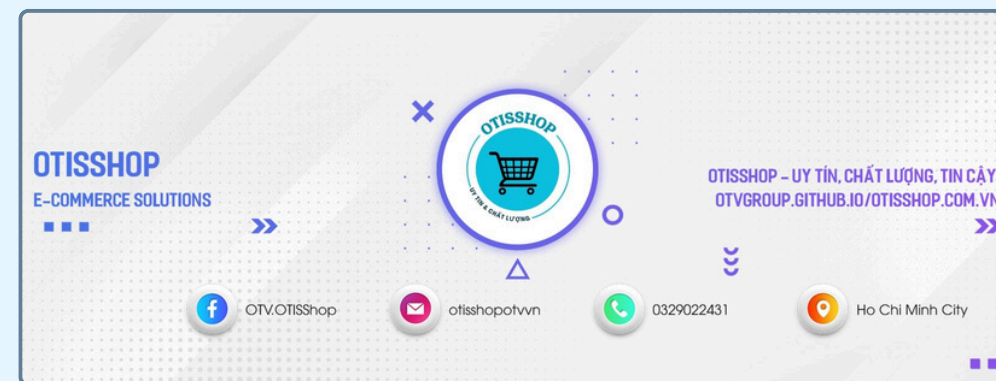
Through a portfolio of specialized brands, OTVGroup builds a rich content ecosystem that explores key creative domains such as entertainment, the arts, and digital innovation.

OTIS Music Studio



A dynamic brand specializing in the creation and distribution of music videos-with a strong focus on quality, artistic vision, and global engagement.

OTISShop



A digital commerce brand offering content-linked products and experiences-connecting users with digital services and assets, with quality as its top priority.

OTISStore



An entertainment brand that engages users through content and products focused on gaming, virtual experiences, and interactive entertainment-with extensive reach.

MARKETING STRATEGY

OTVGroup focuses on emotion-driven, trend-based, and tech-enabled marketing strategies to connect deeply with younger audiences and grow the brand through content and community.

OTVGroup



Trend-based Content Marketing

Create content aligned with social trends to influence behavior and foster engagement.



Multi-platform Distribution

Distribute content across multiple platforms to optimize reach and viewer engagement.



Data-driven & Retargeting

Leverage user data and remarketing strategies to enhance conversion and maintain long-term engagement.

FUTURE PLANS



New product development

Developing a diverse range of product lines and new content platforms.



Applications Mockups

Designing user-friendly and interactive application mockups and prototypes.



Marketing Strategy for Product Launch

Creating an integrated marketing strategy to enhance user experience and ensure a successful launch.



THANK YOU

We look forward to working with you!



Contact Us



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