

## INSTRUCTION GUIDELINE

### INTRODUCTION TO ADVERTISING

### ASSIGNMENT 3

#### A. ASSIGNMENT SUMMARY:

*In this section, we will revisit the assignment's expectations and the steps necessary to complete the assignment effectively.*

##### 1. Assessed criteria:

- Examine a variety of marketing communication alternatives, including advertising and other promotion forms;
- Analyze and apply appropriate creative approaches to developing persuasive messages; and
- Develop an advertising campaign and media strategy, as a member of a team.

##### 2. Assignment details:

- *Requirement:* Prepare a campaign plan (slide deck + media plan) for class presentation
- *Format:* presentation slides (15 maximum)
- *Objectives:*
  - The slide deck can only have 15 slides maximum.
  - The presentation should not last longer than 15 minutes.
- *Assignment structure:*
  - Opening slide
  - Agenda: 1 slide
  - Brand background, SWOT analysis, key issues: 2 slides
  - Target audience: 2
  - Insights/USP & key message: 1
  - Goals & objectives: 1

- Creative concept:
  - + Big idea, approach (soft-hard sell), tone of voice, color palette, etc.: 1
  - + Mock-up/illustrations/moodboard: 1
- IMC tools/tactics: 2-3
- Media plan/timeline: 1
- Budget: 1
- Evaluation: 1 (can combine with budget in a single slide)
- Ending slide

A3 CAMPAIGN PRESENTATION RUBRIC						
Students:						
Presentation (40%)	NN (poor) 0-19.5	PA (average) 20-23.5	CR (good) 24-27.5-	DI (excellent) 28-31.5	HD (outstanding) 32-40	Weight
Background Info Target Audience	Very limited or inadequate description of background and target audience. Insufficient segmentation. Product/service is not relevant to the chosen target audience.	Limited description of background and target audience. Some segmentation variables used. Product/service is somewhat relevant to the chosen target audience.	Segments clearly identified with a number of variables. Several insights into target audience are well described.	Segments clearly identified with wide use of variables. Insights into target audience are very well described.	Segments clearly identified with wide use of variables. Insights into target audience are highly relevant.	5
SMART Communication /Action Objectives	Objectives are not SMART (Specific, Measurable, Achievable, Relevant and Time-framed).	Not all SMART factors written into objectives. Objectives are adequate but lack clear focus or focus on minor detail.	Objectives are generally SMART.	Objectives are fully SMART, well written and demonstrate a good understanding of the aims of the campaign.	Objectives are fully SMART, impeccably written and demonstrate a thorough understanding of the aims of the campaign.	3
Key message (List supporting reasons, but don't present them)	Irrelevant or unclear proposition.	Valid proposition.	Clear proposition.	Clear and concise proposition.	Original, focused, proposition that is clearly and concisely written.	3
Big idea (Creative concept)	Unclear or no creative ideas. Ideas are not appropriate for T.A./do not express proposition. No visuals	Minimal or poorly explained/illustrated creative concept. Concept ad explains the idea	Creative concept is clear and expresses the proposition. Good concept ads that can deliver the idea	Distinctive creative concept is very clear and expresses the proposition. Execution across different media is well planned. Great ads that can deliver the idea well	Original creative concept is very clear, highly effective, and expresses the proposition. Execution across different media is very well planned. Exceptionally good advertisements that can deliver the idea very well	8
IMC tools	IMC tools do not sufficiently deliver the advertising message to the T.A.	IMC tools are adequate for delivering the advertising message to the T.A., with some oversights.	IMC tools are suitable for delivering the advertising message to the T.A.	IMC tools are suitable for delivering the advertising message to the T.A. for an appropriate number of times.	All IMC tools are perfect for delivering the advertising message to the T.A. for a highly appropriate number of times.	10
Campaign Evaluation	None/insufficient/irrelevant.	Suggestions can measure some outcomes of the campaign.	Suggestions can sufficiently measure most outcomes of the campaign.	Suggestions can effectively measure the outcomes of the campaign.	Suggestions can effectively and thoroughly measure the outcomes of the campaign with no wastage of time/resources.	3
Presentation: Slides/Oral	Messy or careless formatting. Hard for audience to read/hear. Does not keep to time limit.	Minimal effort to format clearly. Not easy for audience to read/hear. Time limit not good.	Clear formatting. Audience can see/hear. Time limit respected.	Careful formatting/good layout. Clear, audible and well-timed presentation.	Highly professional presentation, easy to read/hear. Good speakers who have rehearsed to plan the timings.	4
Responses to Questions	Students unable to answer questions	Some effort made to answer questions well	Good answers	Excellent responses to questions	Outstanding responses	4
Comments:						Total:
						3

RMIT University Vietnam

## B. KEY TERM DEFINITION:

*In this segment, we will take another look at the terminology associated with assignment that is discussed within the context of the course.*

Term	Definition

IMC tools	IMC, or Integrated Marketing Communications, is a strategic marketing approach that involves combining communication tools and channels to convey a key message to a target audience. Common tools include advertising, public relations, sales promotion, personal selling, direct marketing, social media marketing, events, and sponsorships.
Big idea	A "big idea" is a central concept that serves as the core of a creative project or marketing initiative. It is essentially the overarching direction that tools and tactics within a campaign must be able to deliver to an audience.
Mock-up	A mockup is a visual representation that outlines the design or layout of a project, commonly applied in graphic design, web development, and product design.
Moodboard	A moodboard is a collage or visual arrangement that captures the key aesthetic and/or design direction for a project.



Customer persona	A customer persona is a detailed and fictional representation of an ideal customer, created based on market research and real customer data.
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## C. DETAILED OUTLINE:

*In this step, we will discuss in detail each component and its requirements within the assignment.*

### 1. BRAND BACKGROUND, SWOT ANALYSIS, KEY ISSUES:

For the background information of the brand, you should only mention 2-3 key aspects: company origin (parent company, year founded, industry, etc.), the product/service in question, and the current market that product is in. Each requires 1 bullet point.

#### Example: (Chinsu)

- One of the major brands in the Vietnamese spices and sauces market, Chin-Su was founded in 2002 by Masan Consumer (Chin-Su n.d.; Ngoc 2023).
- In 2023, Chin-Su introduced its brand new Wasabi chili sauce.
- Currently, the brand ranks 2nd in the top 10 most chosen packaged foods brands (Kantar Worldpanel Vietnam 2023).

#### Another idea for you (Vaseline):

- One of the leading brands in the Vietnamese skincare industry, VaselineVietnam market since
- In the 2000s, the H&B category was established with whitening local creams also known as "unidentified" mixed creams.
- 2019-2021: Lotions joined the game to introduce a safer way to take care of the body skin while brightening it. The leading players in the game are Vaseline and Nivea
- And finally in this game, Nivea has won over Vaseline in brand share

- Vaseline has launched a new product in the VN market: Vaseline Gluta Hya. Since it has been the top 1 body lotion in Thailand, and VN consumers are highly influenced by the trending products in Thai, it has become a promising product for Vaseline to win over its main competitor Nivea

**Table 8 LBN Brand Shares of General Purpose Body Care: % Value 2019-2022**

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Nivea (Beiersdorf AG)	Beiersdorf Vietnam Ltd Co	15.5	12.9	12.1	11.1
Vaseline Intensive Care (Unilever Group)	Unilever Vietnam International Co Ltd	10.5	10.3	10.1	9.7

(Euromonitor International 2023: Skincare in Vietnam)

Moving onto the SWOT analysis, a maximum of 3 bullet points is ideal for this section. The aesthetics of your tables should also be considered; consider using various light colors to make each segment in your table stand out and easy to see. The following ideas should give a headstart in completing this section:

- Strengths: the advantages that your brand/product has over competitors? Years of experience? Convenience? Low price?
- Weaknesses: possible drawbacks that might hinder your brand/product.
- Opportunities: what are the tools/aspects that you can explore/apply to make the brand/product more approachable/likable among your customers? Technologies, other target audiences, pain points?
- Threats: the foreseeable obstacles (legal, economical, technological, etc.), the industry's performance, etc.

Key issues for the brand/product: This part varies from category to category and from brand to brand. Remember that at this point, you should have gathered data to rationalize potential perspectives.

### **Example (Vaseline):**

**Usage Barrier:** Even though women want to take better care of their skin, the stickiness of body lotion is the biggest obstacle that prevents them from doing so. Second, unlike "kem trộn," body lotion takes a long time and consistent use to show visible results.

**TIPS:** It is worth mentioning any social misconceptions impacting the category or brand. You should name 1-2 issues only to save space.

### **2. TARGET AUDIENCE:**

The essential areas to research in this segment are: demographics, psychographics, geographics, behavioral and media profile. A concise version of the customer persona is recommended, although not necessary provided that you utilize all the available space for the above areas.

**TIPS:** While demographic pertains to age groups, genders, income levels and more, psychographic refers to lifestyles and attitudes. Many students have mistaken one for the other.

Answer these questions to complete the five criteria:

- *Demographic:*
  - How old are they?
  - What are their nationalities?
  - What is/are their gender(s)?
  - What are their income levels?
- *Geographic:*
  - Where do they live? In which region (valley, mountain, urban, outskirts)?
  - What area do they live in (village, town, city, suburbia)?
- *Psychographic:*
  - What are their lifestyles (priorities, values)?

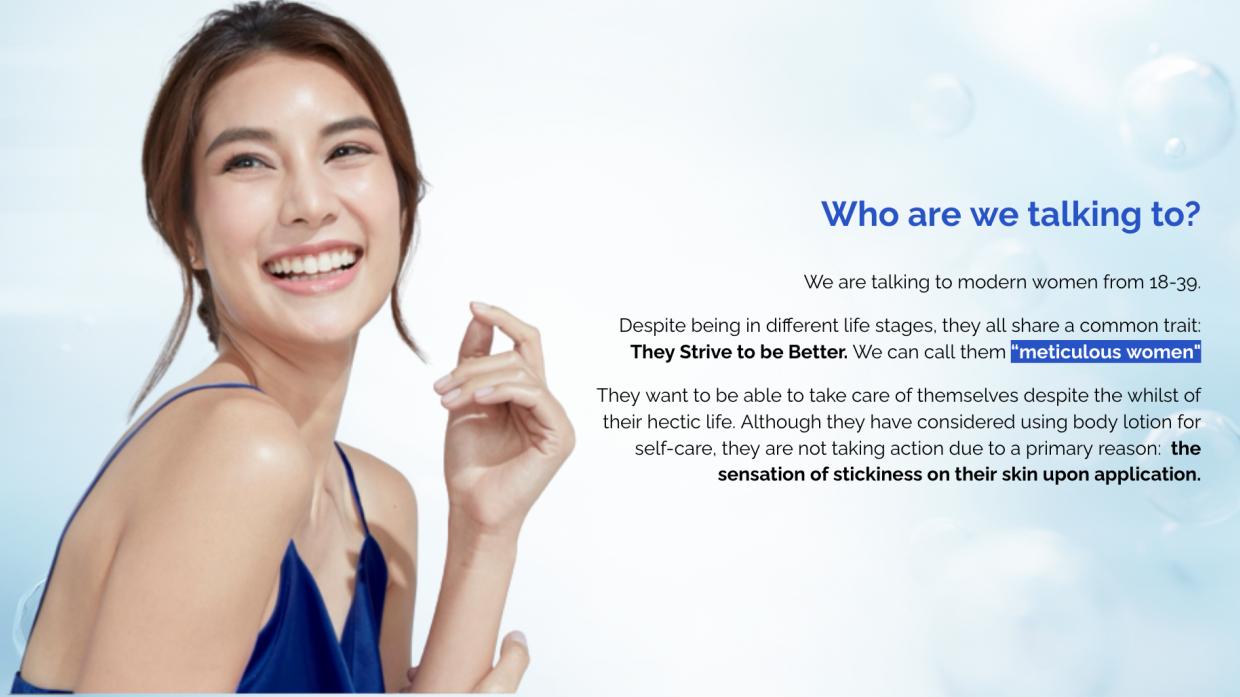
- What are their social classes?
- What are their attitudes towards different things (technology, personal space, leisure time)?
- *Behavioral*: pertains to a specific industry, but here are some examples
  - Habits of using & purchasing skincare products?
  - When do they use their skincare products ? How much time per week?

**Example (Vaseline case):**

Segment	Target customers	
Demographic	Age	18-39 years old
	Income	Middle to high income
	Gender	Women
	Occupation	Students, office workers, etc
Psychographic	Personality traits	Những cô nàng chin chu (Meticulous women), always striving to be better (Insert scholarly source here)
	Lifestyles	She lives a hectic life, but always try to take care of themselves despite the whilst of her busy life (Insert scholarly source here)
	Social class	Income from B+ (7 million VND)
Behavioral	Occasions	Daily usage, usually at night. Usually buy after the reviews from their favorite KOLs (insert scholarly source here)
	Benefit sought	Moisturizer & Whitening
	User status	New users & Users from competitor
Geographic	Density	Highly populated

	Area	Urban
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→ Consumer Persona (Vaseline Gluta Hya)



**Who are we talking to?**

We are talking to modern women from 18-39.

Despite being in different life stages, they all share a common trait: **They Strive to be Better.** We can call them "**meticulous women**"

They want to be able to take care of themselves despite the whilst of their hectic life. Although they have considered using body lotion for self-care, they are not taking action due to a primary reason: **the sensation of stickiness on their skin upon application.**

- *Media profile:* Particularly revolves around the habits and behavior of the target audience online. This includes social media usage, web surfing, time spent online and so on. Every point made in this segment should be backed by academic references. You should use Euromonitor database, Statista, Google Trends (keyword search), BuzzSumo, etc. as tools.

**TIPS:** This is where you should display your researching skill. Here are some questions to give you a headstart:

- What type of media do they usually use for information? Traditional (newspaper, radio, TV) or digital (social media, websites, videos, etc.)?
- What are some communication channels that they use? Social media, emails, direct messages, etc.?

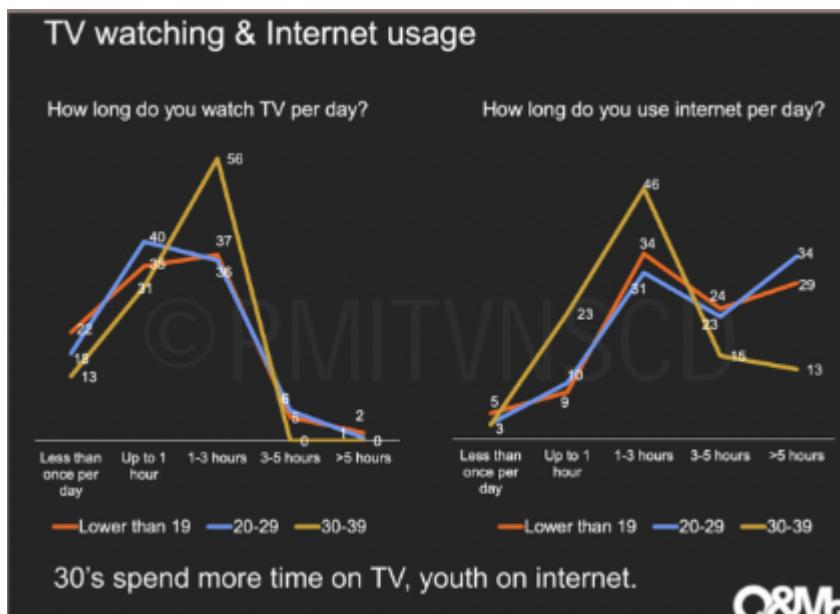
- How often do they share about themselves or their interests online?

### Example:

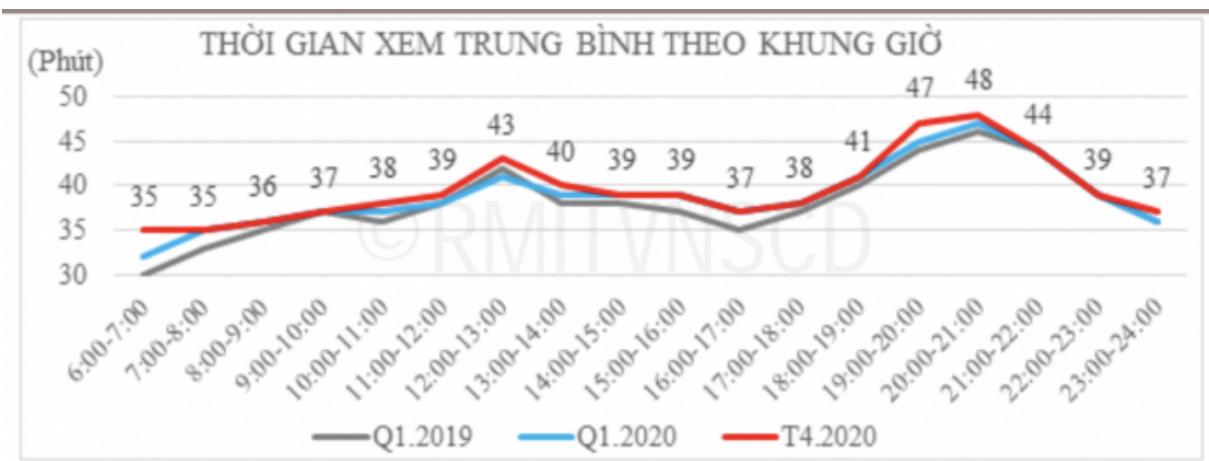
**Traditional media:** 94% of target audience believes suggestion from friends & family rather than advertising

### Digital media:

- Majority of TA watch videos at home with their partners (Q&Me 2020)
- Prefer video content: Music (50%) & Entertainment (48%) (Q&Me 2020)
- Youtube & Facebook: The most popular social media platform (Decision Lab 2021)



The most common TV watching time is 19:00-22:00



Sum up the information in only key words or phrases, avoid using sentences at all cost.

### 3. INSIGHTS, USP, KEY MESSAGE:

For your insights, you must provide those that tackle the problem and concern the product/service directly (different from those only dealing with the brand or the industry). You should come up with your own version of the insights, however every single one of them should be backed up with scholarly sources to ensure validity. You should conduct a survey with TA to backup your statement

**Example (Chinsu):** Although spiciness is a necessity for Vietnamese cuisine, many families desire a distinct flavor of chili sauce to expand their taste palette (insert source).

### Another idea for you: (Vaseline):

Behavior: She - our target audience, as a human being, has a behavior of **touching their skin and feeling relieved due to its smoothness**

Science facts have shown that

“Embryologically, both the skin and the brain are developed from the same ectoderm germ layer, a fact that invites many thought-provoking connotations

“When you touch the skin, it stimulates pressure sensors under the skin that send messages to the vagus [a nerve in the brain]. As vagal activity increases, the nervous system slows down, heart rate and blood pressure decrease, and your brain waves show relaxation. Levels of stress hormones such as cortisol are also decreased.

“Not only does your breathing slow, but your heart rate, blood pressure, and stress hormone levels drop.

“Touch can have profound effects on the whole body,” says Orefice. “To a certain extent, it is a large part of who we are as mammals.” ([Source](#))

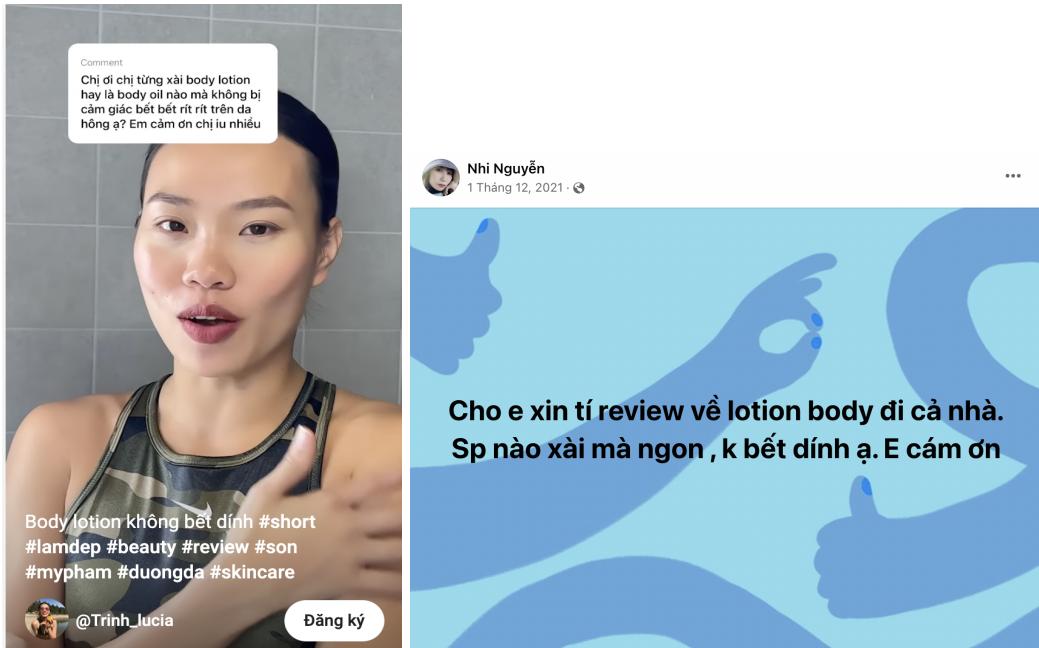
**Fact:** And many consumers using body lotion agree that they crave for the sensation of smoothness when touching their skin

Cảm giác mướt mướt, mát mát trên da thích lắm. Minh bôi từ hồi dịch, cá ngày cứ ngồi sờ sờ, nghe hơi biến thái nhưng mà thích lắm - Nga Bui, 26 y.o

Minh bắt đầu dùng từ hồi có người yêu, mục đích ban đầu là để thu hút hơn. Nhưng càng dùng càng mê, vì khi body lotion thấm vào, nó còn để lại trên da 1 lớp mềm mềm mướt mướt đă lắm - Trang Nguyen, 27 y.o

Minh dùng từ hồi đi du lịch da bong tróc quá nên phải dùng, mà dùng liên tục từ hồi đi về tối giờ. Minh bôi buổi tối thôi, nhưng sáng ra đi học ai cũng thích sờ, bảo thích như da em bé - Thao Nguyen, 18 y.o

**However, STICKINESS** always appears to be a pronounced fear for almost everyone, which keeps consumers far away from using body lotion



- Huệ Anh  
Nó thẩm nhanh ko bã. Với có bị rít da ko. Sợ vữa bị  
vừa rít da khó chịu lắm  
2-17 Trả lời 32
- Nhan Khà Ái · Tác giả  
#ibankem #nhankhaai #muataitiktok  
#muataitiktokshop  
#trangdabodychuankhoaoc #fyp #xuhuong  
#kemtrangdaoshirma #kemoshirma  
 Mở hồn cân hết   
Dù mình bôi mỏng vẫn có vân kem với rích khó chịu  
lắm ạ  
2-15 Trả lời 2

Therefore, the fear of stickiness on the skin makes them hesitate to use body lotion, despite their desire to look good and care for their skin

Thực ra mình hiểu công dụng của  
body lotion. Nhưng chỉ một chút cảm  
giác dính dính bết bết trên da đã  
đáng sợ lắm rồi - Thu Quynh, 23 yo

Minh thấy chăm sóc da thường là bước  
để thư giãn, nhưng nếu nó lại khiến  
minh khó chịu rồi dính dính như thế thì  
thà không dùng cho đỡ mệt - Minh  
Nguyet, 19 yo

→ INSIGHT: I want to take care of myself, and I crave the sensation of touching my soft and smooth skin. But my life is already busy enough, so the thought of self-care being sticky, heavy, and uncomfortable makes me feel exhausted

For the USP, it should be clearly stated on the brand's website or a version of their description of the product. Keep this short and simple, highlighting key words. Also, you should pinpoint evidence to demonstrate its USP

**Example:** A tasteful combination of Japanese's signature wasabi and Vietnam's hot red pepper, Chin-Su Wasabi chili sauce creates an invigorating hotness that goes along with any dish.

**Another idea for you:**

**Barrier removing:** The first-time-ever water burst format provides a sensation as light as water on the skin, which dissolves the barrier of stickiness



**Hyaluron**

Help skin become smooth  
Soothe the skin  
Make skin flexible

**Pro-retinol**

Fat-soluble ingredient derived from retinol, improve skin moisture levels, altogether working to enhance the appearance and texture of one's complexion, fine lines, and wrinkles

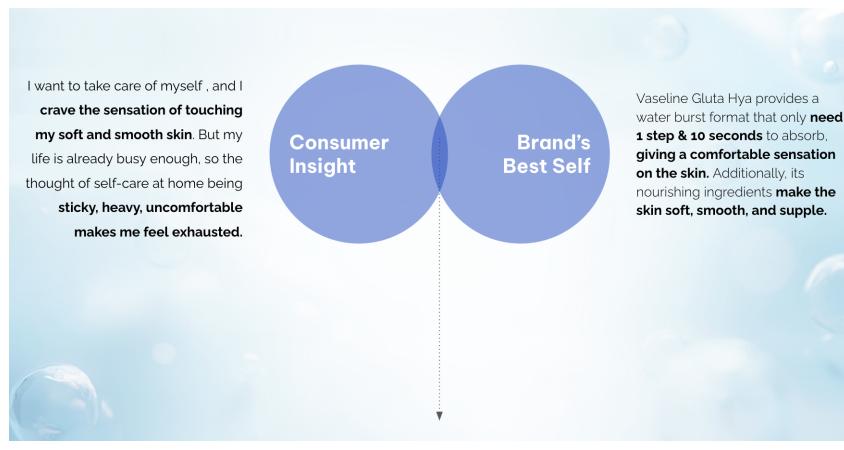
**Value adding:**

→ USP: Vaseline Gluta Hya provides a water burst format that only **need 1 step & 10 seconds** to absorb, **giving a comfortable sensation on the skin**. Additionally, its nourishing ingredients **make the skin soft, smooth, and supple**.

The big idea follows the same as the 2 above: concise. It is basically a combination of your insights and your USP.

**Example:** With Chin-Su Wasabi chili sauce, everyone can let their taste buds feel all the fun thanks to the fusion of two famous condiments.

### **Another idea for you:**



Big idea



It is recommended for you to study the samples available on the RMIT Showcase website, [located here](#).

#### **4. GOALS & OBJECTIVES:**

1 goal is likely all you'll need for this part, as the objectives will serve to deliver this target. There are 3 types of objectives: Communication, action and media. While communication objectives often refer to the manner in which we want to converse with

stakeholders and target audience (convince, persuade, make aware, warn, recognize etc.), ones relating to action entail the target audience to commit to doing something the brand wants (purchase, sign, increase sales, etc.). Media objectives deal with specific numbers - those you project on your IMC tools to determine their penetration and circulation rates.

Below are some examples:

- *Goal:* Turn Chin-Su Wasabi chili sauce into a household name for spices and sauces
- *SMART objectives:*
  - Communication: to make 50% of the target audience acknowledge that the chili sauce combines wasabi and hot red pepper by the end of the campaign.
  - Action: to register 10,000 bottles sold (2,500 through online order, 7,500 through in-store purchase) at the end of the campaign.
  - Media: to increase online followers by 10,000 on Chin-Su's social media accounts (Facebook, Instagram, etc.) in the first 2 months.

Keep in mind, you should have multiple objectives in a category rather than just having one only since that makes your campaign either too easy to accomplish or too broad.

## 5. CREATIVE CONCEPT:

- *Key message, approach, tone of voice, color palette:*
  - Your *key message* actually comes straight from your key message and goal. Again, maintain a short length of less than 10 words for it is ideal.

### **Example** (Vaseline Gluta Hya)

Option 1 - Instant absorption in 10s + Brightening : Dưỡng thể Vaseline Gluta Hya - THÂM NHANH TRONG 10 GIÂY, DA SÁNG SAU 7 NGÀY

Option 2 - Focus on non-stickiness water-burst format: Dưỡng thể Vaseline Gluta Hya - TAN NHƯ NUÓC, LUÓT TRÊN DA

Option 3: Focus on non-stickiness water-burst format + Brightening: Dưỡng thể Vaseline Gluta Hya - TAN NHANH NHƯ NUÓC, LUÓT DA SÁNG MỊN

- *Approach*: this refers to the head and heart strategies - the heart deals with the emotional appeal of a product while the head concerns the practical, usable aspects of it. As a result, hard-sell is logic-based, attempting to attract customers via intelligent and pragmatic values; soft-sell deals with mood swings, feelings and emotions that the product can help either improve or reduce. Even though this part only requires you to pick out the approach (or both), you should back up your selection with scholarly sources.

**Example:** A combination of soft-sell and hard-sell should be applied, with a focus on the latter method since it proves to be more effective than the latter. This helps foster brand image and leverage emotional appeal to garner audience's attention (Okazaki et al. 2013).

- *Tone of voice*: your tone of voice should be a mix of words, often adjectives, to describe the manner and emotion in which you communicate with your audience. Some instances are: professional, witty, formal, sympathetic, etc.

**Example: (Vaseline):** Inspiration, cheerful, dynamic

- *Color palette*: here you should list out the main color (or RGB, CMYK if that applies) you're going to use throughout your designs. They must be in tandem with those of the product and/or the brand.
- *Mock-up/illustrations/moodboard*:  
Depending on the illustrative capability your team possesses, choose a direction for this part. Easiest to execute would be the moodboard, where you only need to compile pictures and photos of directions or ideas your desired product would take after or be inspired by, followed by a basic color palette. You can try Canva, Mockup World, Freepik and other mockup design websites if you attempt to create a simulation of how your display will look like. If you go with this direction, connect your ideas to where it is showcased: OOH (ads on buses, billboards,

posters), website ads, social media ads, etc. and perform mockups of those. Should your team have a teammate that can design, that person can create illustrations and drawings which will best exhibit your creative direction.

### **Example: (Vaseline Gluta Hya)**



Remember all of these elements should be included in a single slide, so use your space wisely.

### **6. IMC TOOLS:**



This is where your marks will mostly lie - choosing the IMC tools to realize the campaign. A minimum of 3 tools is recommended because within each one there will be sub-sections, more particular tactics to deploy. Under each category, you should suggest at least 2 smaller tactics to specific your approach. However, you don't need to be too detailed, otherwise you risk losing slide space.

**Example:** You select **public relations** and **advertising** as 2 of your IMC tools.

- PR:

- Press release: press releases about the product launch with alternating news values (to create different hooks and attract readers) will be sent to the top 5 newspapers in the country (vnexpress, 24h, dantri, tuoitre, thanhnien) (Similarweb 2023).
- Social media monitoring: Social media accounts of Chin-Su to stay active to answer questions in comments to provide precise information about the product.

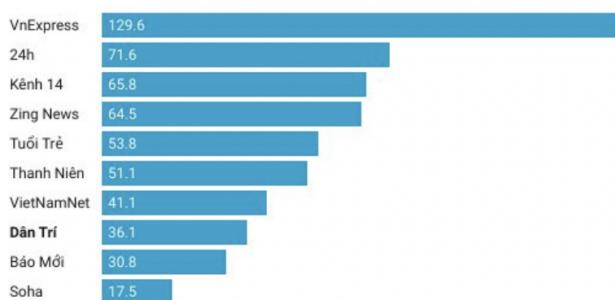


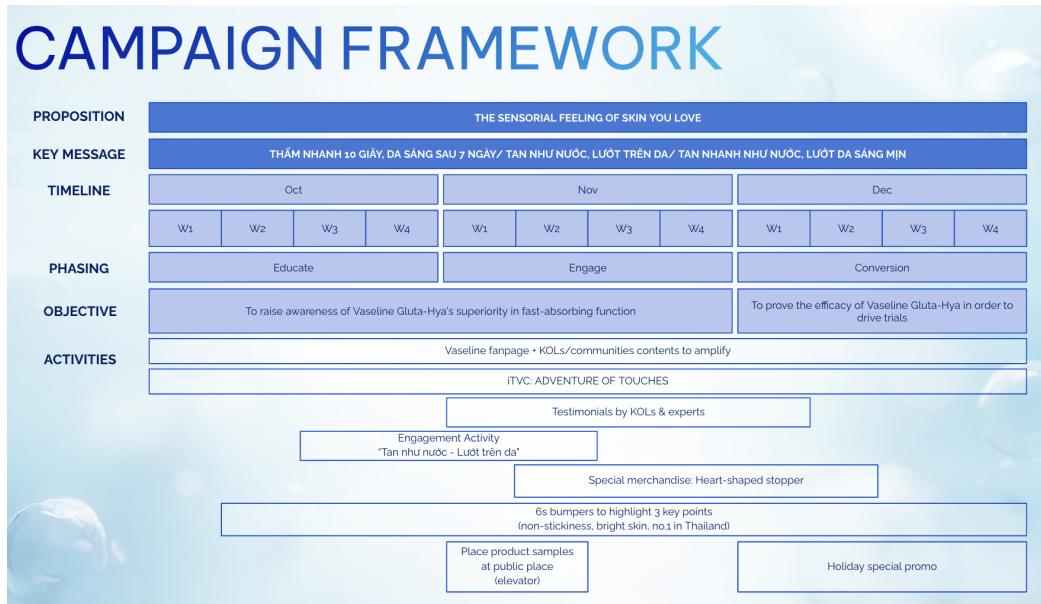
Chart: ONECMS • Source: SimilarWeb • Created with Datawrapper

- Advertising:

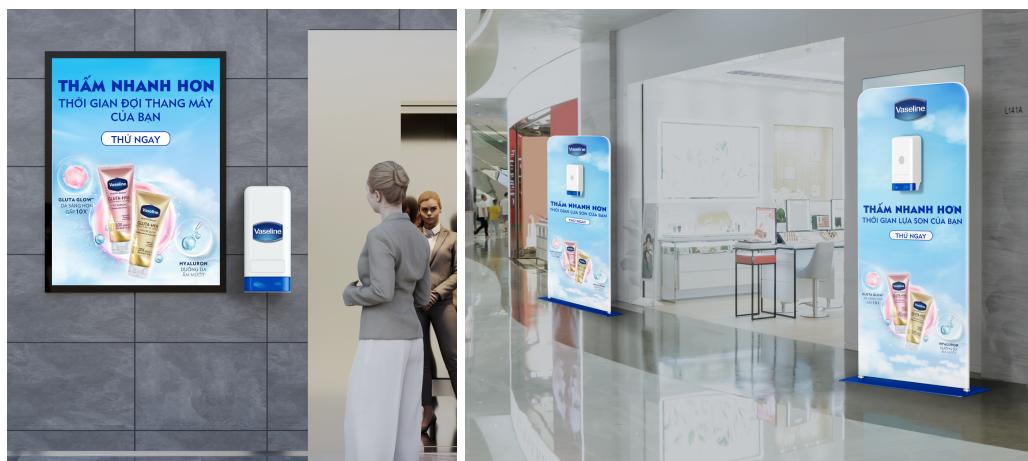
- Billboards advertising in major highway crossroads or roads.

- Digital ad posters to be advertised on elevator shafts in major supermarkets and convention centers.
- iTVC

**Example:**



**Example for Sampling Activity:** Many Vaseline Gluta Hya sampling booths with trigger CTA will be placed in public. Calling people try the product to see the instantly absorption of Vaseline Gluta Hya that is faster than what they are doing.





## **7. MEDIA TIMELINE:**

Applying a Gantt chart for this part is a must. Beyond that, you can chop and change certain areas to fit your own schedule. Sections like the names of the tasks, its durations (4 weeks, 2 days, etc.), and formats (online/offline/etc.) definitely play important roles in configuring your chart. Don't forget to also include the period of time your evaluation takes place. Again, you can consult the RMIT Showcase for this.

## **8. BUDGET:**

The type of budgeting scheme you're expected to deliver will largely rely on whether you've been given a budget, and if there is one, the amount you're able to spend. You'll need to account for the following elements:

- Every IMC tool and tactic you deploy.
- The quantity or duration of time that IMC tool is assigned to have (e.g. 100 real life posters or video ads to be online for a month).
- The share of the budget each item is going to cost.
- And more.

You should consult with your lecturer to understand how specific you are demanded to be for this section. The samples on RMIT Showcase will guide you through this part.

## **9. EVALUATION:**

A proposed table model for evaluation methods is as followed:

<b>Objective types</b>	<b>Objectives</b>	<b>Measurement</b>	<b>Research type</b>
Communication/Action/Media	To gain X followers across the company's social media platforms (Facebook, Instagram, X) in the next two months	Social listening tools/website analytics tools (naming specific websites/tools help)	
Communication	To have 80% positive feedback and/or interactions from gen Z-ers on Chin-Su's social media posts from January to April 2023	Social listening tools (Fanpage Karma, BuzzSumo, etc.)	Primary

Of course, you must adapt this table to be aesthetically pleasing in your pitch deck.

#### **D. REFERENCES:**

Chin-Su (n.d.) *CÂU CHUYỆN CHIN-SU*, Chin-Su website, accessed 29 December 2023.  
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Ngoc N (2019) *Bật mí sự phát triển của thương hiệu Chinsu tại thị trường Việt Nam*, Kinhtevn.com.vn website, accessed 29 December 2023.  
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Okazaki S, Mueller B and Diehl S (2013) ‘A multi-country examination of hard-sell and soft-sell advertising: Comparing global consumer positioning in holistic- and analytic-thinking cultures’, *Journal of advertising research*, 52(3):258-272, doi:10.2501/JAR-53-3-258-272.

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Similarweb (2023) *Top Websites Ranking: Most Visited News & Media Publishers Websites in Vietnam*, Similarweb website, accessed 29 December 2023.  
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