

## C. DETAILED EXPLANATION

### 1. Presentation Deck

#### 1.1. Content Strategy (400 words):

- Recap your editorial content calendar from Assignment 1.
- Define and explain the campaign name, timeline, persona, content journey, big idea, key message, brand identity, voice, personality, and content pillars.

#### Example:

- + *Campaign Name: "Simplicity in Every Step"*
- + *Timeline: Spanning from March to August 2024*
- + *Persona: Mindful → A person who wears Môt shoes is likely someone who is intentional in their actions and decisions, values quality and sustainability, and leads a lifestyle that prioritizes mindfulness in both consumption and daily living. They are likely to be seen as thoughtful, considerate, and purpose-driven, with a calm and collected demeanor that reflects their minimalist and meaningful approach to life.*

#### + *SWOT Analysis:*

##### *Strengths:*

- *MOT's signature shoe design is unique in the Vietnamese market.*
- *The brand has clear and appealing values and messages, which are consistently communicated.*
- *Their focus on sustainable consumption and minimalism aligns with current societal trends and creates a distinctive brand personality.*

##### *Weaknesses:*

- *Weaknesses in SEO have been identified.*
- *There's a lack of content format diversity on social media;*
- *User-generated content (UGC) is insufficient.*
- *The brand's goal of sustainable consumption requires continuous expansion of their customer base.*

#### Opportunities:

- *The shoe market's revenue has rebounded post-pandemic, with growth noted: In 2020, the global Footwear market size was USD 271820 million and it is expected to reach USD 328020 million by the end of 2027, with a CAGR of 2.4 Percent during 2021-2027.*

<https://www.linkedin.com/pulse/comprehensive-analysis-footwear-market-2023-2030/>

- *There is a trend in the fashion market towards minimalism and sustainability, with eco-friendly shoes gaining market share.*

<https://www.linkedin.com/pulse/comprehensive-analysis-footwear-market-2023-2030/>

#### Threats:

- *Vietnamese brands are developing quickly and offering reasonable costs.*
- *Social media engagement and reach are lower compared to competitors like Ananas and Biti's.*

<https://vietcetera.com/en/bitis-hunter-how-a-small-budget-campaign-rebirthed-a-brand>

- *Vietnamese consumers show a preference for international shoe brands such as Nike and Adidas.*

<https://fundgo.network/en/market/thi-truong-giay-dep-viet-nam-day-manh-phat-trien-hang-noi-dia-va-bai-toan-kho-cho-doanh-nghiep/>

- + *Customer Journey:* Begins with raising awareness about sustainable fashion, progresses through showcasing Mot's eco-friendly products, and culminates in driving customer action.

Awareness	<ul style="list-style-type: none"><li>+ Social media: Tik Tok, Facebook, Instagram, YouTube, etc.</li><li>+ Search engine</li></ul>
-----------	---

Consideration	+ Website, Search engine + Influencers (affiliate) + Community groups
Decision	+ Website + Social media
Post-purchase	+ Social media

#### Content Strategy Recap:

- + *Big Idea:* "Simplicity in Every Step"
- + *Key Message and Call to Action:* "Navigate Life with MOT" – inviting customers to align their fashion choices with a sustainable and straightforward lifestyle. The campaign motivates individuals to embrace mindful living, starting with one sustainable step at a time.
- + *Brand Identity, Voice, and Personality:*
  - *Brand logo*
  - *Brand color*
  - *Brand typography*
  - *Brand voice*

#### + *Content Pillars:*

Pillar	Sustainability in Fashion
Time	May
Objective	Educate the audience about sustainable fashion and MOT's role in this movement.
Key message	Share sustainable fashion tips, encouraging

	eco-friendly choices
Channels	Facebook, Instagram, Youtube, Website, influencers.
Key activities	Viral video "A Day in Steps"
KPIs	5000 views on FB, 3000 views on IG, and 10% increase in total engagement.

### 1.2. Digital Video Strategy and Planning (400 words):

- Discuss the role of digital video within your overall content strategy.
- Detail your objectives, target audience, types of videos, formats, and distribution channels.
- Explain how these choices support the client's requirements and campaign goals.
- Use subheadings for clarity if necessary.

#### Example

<i>Aspect</i>	<i>Details</i>
<i>Audience</i>	<i>Environmentally conscious, fashion-forward individuals aged 22-40, interested in sustainable living and reducing complexities.</i> <i>Middle to high income</i>
<i>Stage</i>	<i>Awareness &amp; Engagement</i>
<i>Theme</i>	<i>Một acts as an indication to help customers reach a minimalist lifestyle with sustainable fashion</i>

<i>Archetype</i>	<i>Content as Currency: There are many more important things around us. For everyday occasions, we just need to own a pair of comfortable, decent shoes suitable for all situations and outfits. =&gt; Mot's products are made to satisfy essential needs, simplifying minor considerations</i>
<i>Model</i>	<i>Educational and Inspirational: Educate about sustainability and inspire through Mot's brand story.</i>
<i>Format &amp; Channel</i>	<i>Short-form videos for social media (Facebook, Instagram, TikTok), long-form for storytelling (YouTube, brand's website).</i>
<i>Publishing Plan</i>	<i>The best time to post on Facebook is 9 A.M. for higher visibility.</i> <i>The best time of day to post on Instagram is between 10 A.M. &amp; 3 P.M.</i> <a href="https://statusbrew.com/insights/best-times-to-post-on-social-media/">https://statusbrew.com/insights/best-times-to-post-on-social-media/</a>
<i>Content Types</i>	<i>Narrative-driven content, lifestyle vlogs, customer testimonials, how-to guides on minimalism.</i>
<i>Key Activities</i>	<i>Launching a viral video "A Day in Steps", conducting a 7-day minimalist challenge, sales promotion on e-commerce platforms.</i>
<i>KPIs</i>	<i>5000 views on FB, 3000 on IG, 10% overall engagement increase; 1000 challenge participants, 5% website visit increase; Sell 10,000 items, 7% traffic increase.</i>

**Tip:**

- Be platform-specific: Tailor your video content to the norms and best practices of the platforms you choose.
- Define clear objectives: Know what you want to achieve with each video.
- Be adaptable: Keep an eye on trends and be ready to tweak your strategy as needed.

### 1.3. Creative Concept (300 words):

- Present your video concept.

**Example:** *Our video, "A Day in Steps," encapsulates a day in the life of a Mot shoe wearer, highlighting the simplicity and sustainability of their lifestyle. The narrative follows our protagonist from dawn to dusk, with each step taken in Mot shoes reflecting a commitment to a minimalist, environmentally conscious ethos.*



<https://www.youtube.com/watch?v=Wz4AWD13YtA>

- Explain your choice of story structure (3 Act structure or Dan Harmon story circle).

**Example:**

*We employ the 3 Act structure to craft our story:*

- + *Act 1 (Setup): Introduce the protagonist in their busy, cluttered life.*
- + *Act 2 (Confrontation): A realization and shift towards minimalism, with Mot shoes as a symbolic step in this transformation.*
- + *Act 3 (Resolution): A peaceful, more focused existence achieved through this new lifestyle.*
- Describe the visual language (shot sizes, camera angles, movements, color, exposure, framing, composition) and editing principles.

**Example:**

**Visual language**

- + *Shot Sizes: We mix wide shots to show the environment's influence on the protagonist and close-ups to capture intimate moments of change.*

- + *Camera Angles and Movements: Low angles to depict the empowering moments of decision, and smooth tracking shots to follow the protagonist's journey.*
- + *Color and Exposure: Muted, earthy tones dominate to symbolize the simplicity and sustainability, with bright spots highlighting moments of revelation.*
- + *Framing and Composition: Symmetrical framing for moments of balance and order, with rule-of-thirds applied to portray the protagonist's alignment with their new lifestyle.*

### ***Editing Principles***

- + *Editing Principles: We use match cuts to transition between the protagonist's old and new life, symbolizing a seamless transformation. The pacing will be deliberately slowed during moments of reflection to allow viewers to absorb the message.*
- Make sure to connect how these creative decisions support your content strategy.

### ***Tip:***

- Be original: Develop a unique angle or story that sets your content apart.
- Engage emotionally: Connect with your audience on an emotional level through your storytelling.
- Visualize: Use storyboards to plan your video and share your vision with others.

### **1.4. Evaluation of Video Content Effectiveness (200 words):**

- Define your success criteria and KPIs.
- Reference industry benchmarks for video content effectiveness.
- Discuss how you will assess whether the video met its objectives.

### **Example**

<i>Aspect</i>	<i>Details</i>
---------------	----------------

<i>How is Success Defined?</i>	<i>Success is when the audience gains a deeper understanding of minimalist lifestyle and its benefits, recognizes the brand's story and philosophy, and shows increased awareness and engagement. Positive audience feedback is also key.</i>
<i>Desired Feedback</i>	<i>Mot seeks feedback that shows audience resonance with the brand's message, including shared experiences, thoughts, and perceptions that reflect an understanding of Mot's philosophy.</i>
<i>KPIs &amp; Metrics</i>	<i>- Reach: Benchmark against competitors. Aim for a 20% increase in reach on specific platforms. - Views: Target 100,000 total views across platforms. - Interaction: Achieve a 5% engagement rate and a 2% conversion rate. - Positive Sentiment: 95% positive comments and feedback.</i>
<i>Industry Benchmarks Comparison</i>	<i>Benchmarks from competitors like Bitis, Juno, DinCox. Average view duration to exceed 1 minute 30 seconds on Facebook and 1 minute 40 seconds on Instagram. Tweak strategies based on these benchmarks.</i>
<i>Tools for Measurement</i>	<i>Use tools like SemRush, RivalIQ, Google Analytics, and SimilarWeb to track and analyze KPIs.</i>

### **1.5. Reflections and Lessons Learned (200 words):**

- Discuss what aspects of the project worked well and which could be improved.
- Reflect on the learning experience and insights gained.
- Conclude with thoughts on how this project will inform your future work.

#### **Example**

- + *Successful Aspects:*



*The targeted storytelling approach worked exceptionally well, engaging our audience with the narrative of sustainable living. The use of authentic locations added depth to the brand's commitment to environmental consciousness.*

+ *Areas for Improvement:*

*We identified a need for better contingency planning, as unexpected weather conditions disrupted our shooting schedule. This has taught us to have more robust backup plans in place.*

+ *Learning Experience:*

*This project has been a profound learning curve in aligning brand values with social responsibility. We learned the importance of adaptability and proactive problem-solving in production.*

+ *Future Work:*

*Insights from this project will shape our future strategies, particularly in sustainability messaging and crisis management. We plan to apply these learnings to enhance the resilience and impact of our content.*

## **1. Digital Video Content**

### **2.1. Video Concept and Type Selection (1-2 slides):**

- Objective: Choose and explain the type of video (e.g., branded, how-to, unscripted interviews, etc.) and its relevance to the customer journey and platforms used.
- Instructions:
  - + Discuss why you chose this type of video and how it aligns with the client's brand and target audience.

**Example:** *For our campaign "Simplicity in Every Step," we've selected a narrative video type that illustrates the journey of a character embracing minimalism with Mot shoes. This video concept is designed to resonate with viewers embarking on their own journey towards a more mindful lifestyle.*

- + Explain how it fits into the customer journey.

### **Example**

- + *Alignment with Brand and Audience: The narrative approach aligns perfectly with Mot's brand ethos, which is centered on crafting stories that transcend mere product promotion. It speaks directly to our target audience—environmentally and ethically conscious individuals who look beyond the product to the philosophy behind it.*
- + *Customer Journey Fit: The video will be a part of a larger storytelling campaign, designed to guide the customer from initial awareness through consideration, and towards a decision to embrace the Mot lifestyle. It will be shared across platforms that our audience frequents, such as Instagram for visual storytelling and YouTube for more in-depth engagement.*

### **2.2. Pre-Production (3-4 slides):**

- Video's Story Concept (1 slide): Briefly present the main story idea or concept of your video.

**Example:** *Our video, "Simple Steps," depicts a day in the life of Alex, a young creative who learns to find balance and focus through minimalism. The story unfolds as Alex transitions from a cluttered to a simplified lifestyle, with each step in their Mot shoes representing a step towards this goal.*

- Script and Storyboard Evidence (1 slide): Show one slide with key elements of your script and storyboard. Place the full version in the appendix.

**Example:** *Display key frames from the storyboard that depict the contrast between Alex's initial chaotic lifestyle and the serene minimalism achieved by the end. Highlight script excerpts that showcase key dialogues or monologues emphasizing the brand's message of simplicity.*

- Document Preparation (1-2 slides): Explain your production design, shot list, and any permits required. Detail the planning process and any pre-production challenges.

### **Example:**

- + *Production Design: Present mood boards that detail the visual aesthetic, aligning with the minimalist theme.*

- + *Shot List: Include a condensed version of the shot list, showcasing the variety of shots planned to capture the essence of Alex's transformation.*
- + *Permits and Planning: Outline any location permits secured and discuss logistical planning, like scheduling and equipment rental.*
- + *Challenges: Discuss challenges such as securing locations that reflect the sustainable ethos of the brand and how these were overcome by partnering with local eco-friendly spaces.*

### **2.3. Production (3-4 slides):**

- Location, Casting, and Rehearsals (1-2 slides): Showcase the locations chosen, casting decisions, and rehearsal process.

#### **Example:**

- + *Locations: Present photos or brief video clips of the chosen locations that emphasize minimalism and sustainability, such as a modern, eco-friendly apartment and a community garden, which reflect the lifestyle our video promotes.*
- + *Casting: Share casting call details, headshots, and brief bios of the selected actors, focusing on how their personal stories or experiences align with the brand's values.*
- + *Rehearsals: Include behind-the-scenes (BTS) footage or images from rehearsals, demonstrating actor-director interactions and how these sessions shaped the narrative.*
- *Filming (1 slide): Describe the filming process, highlighting any notable challenges or successes.*

#### **Example**

*Discuss the chronological order of shot scenes, the use of natural lighting to enhance the sustainable theme, and innovative camera techniques employed. Highlight a major success, such as completing a critical outdoor scene in perfect weather conditions, or a challenge, like adapting to unexpected noise at a location, which was resolved by adjusting the shooting schedule.*

## 2.4. Post-Production (3-4 slides):

- Audio Recording, Mixing, and Video Editing (1-2 slides): Discuss how you recorded and mixed audio, and the editing process.
- Quality of Visuals and Audio (1-2 slides): Explain your choices in camera focus, angle, movement, shot sizes, color, exposure, framing, and composition. Detail how these choices enhance the storytelling and brand portrayal.

**Example:** *Show how a close-up shot of the protagonist's Mot shoes ties into the brand's focus on detail and craftsmanship.*

## D. TIPS & TRICKS

- Understand the Assignment: Before you begin, make sure you fully understand the requirements. Know the word count, the scope of the topic, and the grading criteria.
- Clear Thesis: State clearly what the project is about and your main argument or purpose.
- Brevity: Keep it concise. The introduction sets the stage but doesn't need to tell the whole story.
- Alignment with Goals: Ensure every piece of content directly supports the brand's objectives.
- Audience-Centric: Develop content that resonates with and adds value to the audience.
- Platform-Specific Content: Understand the norms of each platform and tailor content accordingly.
- Clear Objectives: Define what success looks like for each piece of video content.
- Adaptability: Be prepared to adapt your strategy based on performance data and feedback.
- Originality: Create a unique concept that stands out.
- Emotional Engagement: Develop a storyline that emotionally engages the audience.

## E. SOURCES

<https://motstore.vn/pages/cau-chuyen>

<https://www.youtube.com/watch?v=Wz4AWD13YtA>

- Google Scholar: For academic journals related to content marketing and consumer behavior.

Link: <https://scholar.google.com/>