

A/ ASSIGNMENT RECAP

- Choose a brand
- SWOT Analysis and TOWS Matrix: Conduct a SWOT analysis based on 4-6 chosen Micro and Macro factors from your marketing environment scanning. Then, summarize this into your SWOT analysis, ensuring relevance to the marketing context.
- Choose one strategy (SO/ST/WO/WT) from the TOWS matrix that aligns with your marketing objectives and recommendations.
- Differentiation and Positioning: Analyze the current differentiation and positioning strategies of your company, supported by strong research.
- Current Marketing Mix Performance
- Marketing Objective: Set one SMART marketing objective based on your TOWS analysis and the evaluation of the two elements of the marketing mix. This objective should be relevant to the marketing context.
- Marketing Recommendations (2Ps): Provide recommendations to achieve your marketing objective using the two selected elements of the marketing mix. Ensure these recommendations are contextually relevant and supported by visuals and case studies where applicable.
 - Provide recommendations for the brand
 - Marketing Context: Tet 2024 in Vietnam
 - Duration of the marketing plan: 2 – 4 months

Here is the suggested structure:

- 1) Introduction
- 2) Marketing Environment and SWOT analysis
- 3) Target Customer
- 4) Differentiation and Positioning

- 5) Current Marketing Mix performance
- 6) Marketing objectives
- 7) Recommendation

B/ KEY TERM DEFINITION

SWOT analysis: A strategic planning tool used by individuals or organizations to identify and evaluate their Strengths, Weaknesses, Opportunities, and Threats. Here's a breakdown of each component:

- **Strengths:** These are internal positive attributes or resources within an individual or organization that provide an advantage, such as skilled personnel, strong brand recognition, unique products, or efficient processes.
- **Weaknesses:** Internal factors that are disadvantageous or need improvement fall under weaknesses.
- **Opportunities:** External factors that could be advantageous if capitalized upon fall under opportunities, such as emerging trends, market changes, new technologies, or any situation that presents a chance for growth or improvement.
- **Threats:** External factors that could potentially cause trouble or harm to an individual or organization. Threats might come from competitors, market fluctuations, regulatory changes, or any other factors that could hinder progress or success.

There are 6 micro-environment factors:

- The company (The relationship between the marketing department and other departments of the company)

- Suppliers (provide needed resources to produce goods. For example, to produce snacks, suppliers of potatoes are involved in)
- Marketing Intermediaries (Marketing intermediaries help the company to promote, sell, and distribute its products to final buyers. There are 4 types of intermediaries: Resellers, Physical Distribution Firms, Marketing services agencies and financial intermediaries)
- Competitors (There are 2 types: direct & indirect competitors. Direct: similar products; indirect: different products but same function)
- Publics (any group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives such as media, Government, citizens...)
- Customers.

There are 6 macro-environment factors:

- Demographic (location, age, gender, family structure, educational characteristics, and population diversity)
- Economic (Income, Consumer spending pattern)
- Natural (Involves the natural resources that are needed as inputs)
- Technological (Latest trend, technology they used to produce goods)
- Politics (Laws, government agencies, decree...)
- Cultural (Cultural environment consists of institutions and other forces that affect a society's basic values, perceptions, and behaviors)

Marketing Mix: 4Ps model

- Product: This refers to the goods or services offered by a company. It involves not only the physical product but also its design, features, quality, branding, packaging, and any associated services that accompany it.
- Price: This includes the amount of money customers are willing to pay for a product. Setting the right price is crucial as it influences perceptions of value, affects sales volume, and ultimately impacts revenue
- Place (Distribution): This aspect involves getting the product to the customer.
- Promotion: Promotion includes the various methods used to communicate and persuade the target audience about the product, such as advertising, sales promotions, public relations, personal selling, and other promotional activities

SMART Objective:

- Specific: Objectives should be clear and precise, avoiding ambiguity. They answer the questions of "who, what, where, when, why, and how." Specific objectives outline exactly what is to be accomplished.
- Measurable: Goals need to be quantifiable or have some form of measurement to track progress and determine when they have been achieved. Measurable objectives help in assessing success and evaluating progress.
- Achievable: Objectives should be realistic and attainable given the resources, time, and capacity available. While they can be challenging, they should not be so ambitious that they're unattainable.

- Relevant: Objectives must be relevant and aligned with the broader goals of an individual, team, or organization. They should contribute to the overall strategy and mission.

Time-bound: Goals need to have a defined time frame or deadline. This creates a sense of urgency and helps in managing time and resources effectively.

C/ Detailed guideline

1. Introduction (150 words)

Briefly introduce the company and the chosen product.

Tips for choosing the company and product:

- For company: (Criteria to choose are ranked from Highly Important to Least Important)
 - Information and data of that company are easy to find on the Internet (It may not need to be too famous, but not too small or start-up)
 - The company is of the industry that you are familiar with/interested in, which is easier to write more in-depth and insightful

Example:

Fanta is owned by The Coca-Cola Company, a multinational beverage corporation headquartered in Atlanta, Georgia. Established in 1892, Coca-Cola is renowned for

its flagship product Coca-Cola, and it has since expanded its portfolio to include a wide range of soft drinks, waters, and other beverages. The company has a significant global presence, operating in more than 200 countries and offering a diverse array of drink choices to cater to varying consumer tastes and preferences. Fanta, as one of its popular brands, exemplifies Coca-Cola's commitment to innovation and adaptability in the beverage industry. ([The CocaCola Company, 2023](#))

- For product:
 - Choose a product, not a service
 - Not too “lowkey” product, data and information of the product is not difficult to find
 - The product should have a clear message to the target customers. For example, “CLEAR Men 3X Sức Mạnh đánh bay Gàu Ngứa” (The message should point out the customer pain point that they are going to address)

Example:

Fanta, part of The Coca-Cola Company, was born in World War II Germany due to import restrictions on Coca-Cola syrup. Max Keith used local ingredients for its unique orange flavor. Named from "fantasie," the German word for imagination, it highlights the creativity of its creation. Relaunched in 1955 in Naples with a new recipe, Fanta gained global popularity. Available in over 180 countries with more than 70 flavors, Fanta stands out in the beverage industry with its vibrant branding and refreshing flavors. Its slogan, "More Fanta, Less Serious," encapsulates its fun and lively spirit, reflecting its journey from a wartime product to a globally enjoyed soft drink. ([Snack History, 2023](#); [History Cooperative, 2023](#)). Currently,

Fanta offers a diverse range of over 70 fruit-flavored carbonated beverages worldwide, with flavors varying by region to cater to local tastes and preferences. This variety underscores Fanta's global appeal and adaptability in the beverage market. ([The CocaCola Company, 2023](#))



Tips: How to have a good introduction

Information about a company/product is varied on the Internet, but you do not need to include all of them in your assignment. Here are some tips to have a concise, informative, and on-point intro:

- Cleaning the data after collecting. You only need to keep the information that is highly relevant to the theme/issue of the assignment, and that you mentioned in the body paragraphs. A useful tip is to read again your intro after you finish all your assignments to exclude irrelevant information, or even you can write the intro after finishing all other parts.
- From General to Specific. You should introduce the big thing first, then use appropriate connecting sentences to introduce smaller things. For example:
Industry => Company => Product line => Product

- The last sentence of the introduction should have a particular link to the content of the body, or the topic of the whole Assignment. Relevant and Consistent is KEY
- You could apply this function: “Industry => Company => Product line => Product”

2. Marketing Environment and SWOT Analysis

Marketing context:

The Tet holiday, emblematic of Vietnamese culture, presents a unique period of consumer behavior (spend more money on traditional gifts, beverages, meeting with friends, and home decorations Momasen (n.d.) , particularly in the beverage sector. This study examines the purchasing patterns of consumers during this festive time, drawing upon data provided by the [Beverage Market Authority \(2023\)](#) which underscores a 120% increment in spending on soft drinks and juices. This statistic is indicative of the cultural inclination towards communal feasting and celebration.

Investigating further into the specifics of consumer preferences, the [BMA report \(2023\)](#) reveals a surge in demand for beverages imbued with local flavors such as lychee, mango, and tamarind. The sales figures for such flavors amplified by 75% in the preceding quarter, reflecting the consumer's propensity to choose products that resonate with the traditional palate of the Tet holiday.

The health dimension of consumer choices cannot be overlooked, with 60% of participants in a [BMA survey \(2023\)](#) expressing a preference for health-oriented beverages during Tet.

Digital marketing channels are identified as the primary medium for advertising, targeting the 18-35 age demographic, which according to BMA's social media analysis (2023), is projected to experience an 80% rise in platform engagement during Tet.

- ⇒ **Impact:** The firm may use the data to evaluate the market, create new product lines, design effective advertising campaigns, or raise brand awareness by considering the sales pattern observed over the Tet holiday and taking into account consumer choices.

Micro-environment & macro-environment factor

- You do not need to analyze all factors. Only choose 4-6 factors that are highly relevant to the topic of the assignment/issues stated in the body part. **Focus on the quality of the analysis, not quantity.** Of course, achieving both quality & quantity is a plus to get HD, but if you choose many factors and analyze all of them not thoroughly and not too relevant to the assignment, your marks are severely deducted. High risks, high return.
- The factors you choose must relate to the SWOT Analysis that you are going to mention later. The factor could be related to Strengths, Weaknesses, or others. KEY: When finishing the SWOT, read all these

factors again, and exclude all pieces of information, or even factors that are irrelevant to the SWOT. **No redundant info at all**

- You must cite reliable references when analyzing factors, especially for statistical information. Reliable references are a MUST for high marks.

Example:

Micro: 6 micro-environment factors:

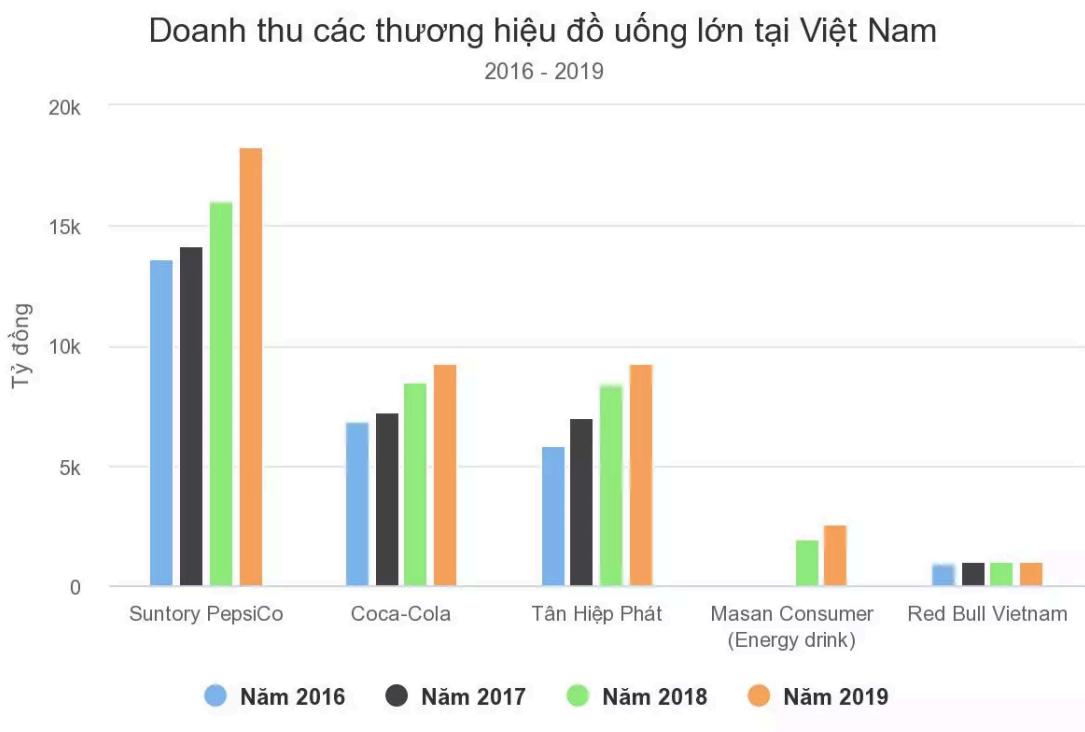
- *The company* (The relationship between the marketing department and other departments of the company):

Fanta, a brand under The Coca-Cola Company, is globally recognized for its variety of flavors and vibrant colors, targeting a young demographic. As per [The Coca-Cola Company's Annual Report \(2021\)](#), their strategy involves continual product innovation and unique marketing campaigns, ensuring a strong and positive brand presence in consumers' minds. In Vietnam, Fanta's approach is tailored to align with local tastes and preferences, signifying a deep understanding of the market. This strategic localization is key to maintaining Fanta's relevance and appeal among Vietnamese consumers.

- *Competitors:*

In Vietnam, the soft drink market is highly competitive with the presence of both international and local brands. According to a report by Vietnam Briefing (2023), Fanta's main competitive products include Tango, Mirinda, Sunkist, Slice, Sumol, Crush, Faygo, Tropicana Twister and Orangina... PepsiCo is a significant competitor, offering a range of products that directly compete with Fanta. Fanta's competitors include PepsiCo, Tan Hiep Phat, Red Bull, Tan Quang Minh,

Interfood, Monster Energy, La Vie... Local brands, such as THP Group with its Tan Hiep Phat beverages, also pose a challenge due to their understanding of local consumer preferences and cost-effective pricing strategies. This competitive landscape requires Fanta to continuously innovate and differentiate its products and marketing strategies to retain market share and consumer interest in a dynamic market environment.



Macro:

- *Economic*

In 2023, Vietnam's economic environment is characterized by a mix of growth and cautious consumer spending. According to McKinsey, Vietnamese consumers have become more value-conscious, spending selectively and favoring essential goods over non-essentials. Discretionary spending, especially in categories like dining out, has declined. Despite this, the World Bank forecasts a 6.3% economic growth

for Vietnam, suggesting a positive economic outlook with an inclination towards value-oriented and essential purchases (McKinsey, 2023; World Bank, 2023).

- *Cultural*

Vietnam's rich and diverse culture significantly influences consumer preferences and behaviors. According to a study in the "Journal of International Business Research and Marketing" (2022), Vietnamese consumers show a strong preference for sweet and fruity flavors, aligning well with Fanta's product range.

Furthermore, one of the most popular trends amongst Vietnamese customers is buying goods at the end of the year (Viet Nam News, 2020).

SWOT Analysis

Tips:

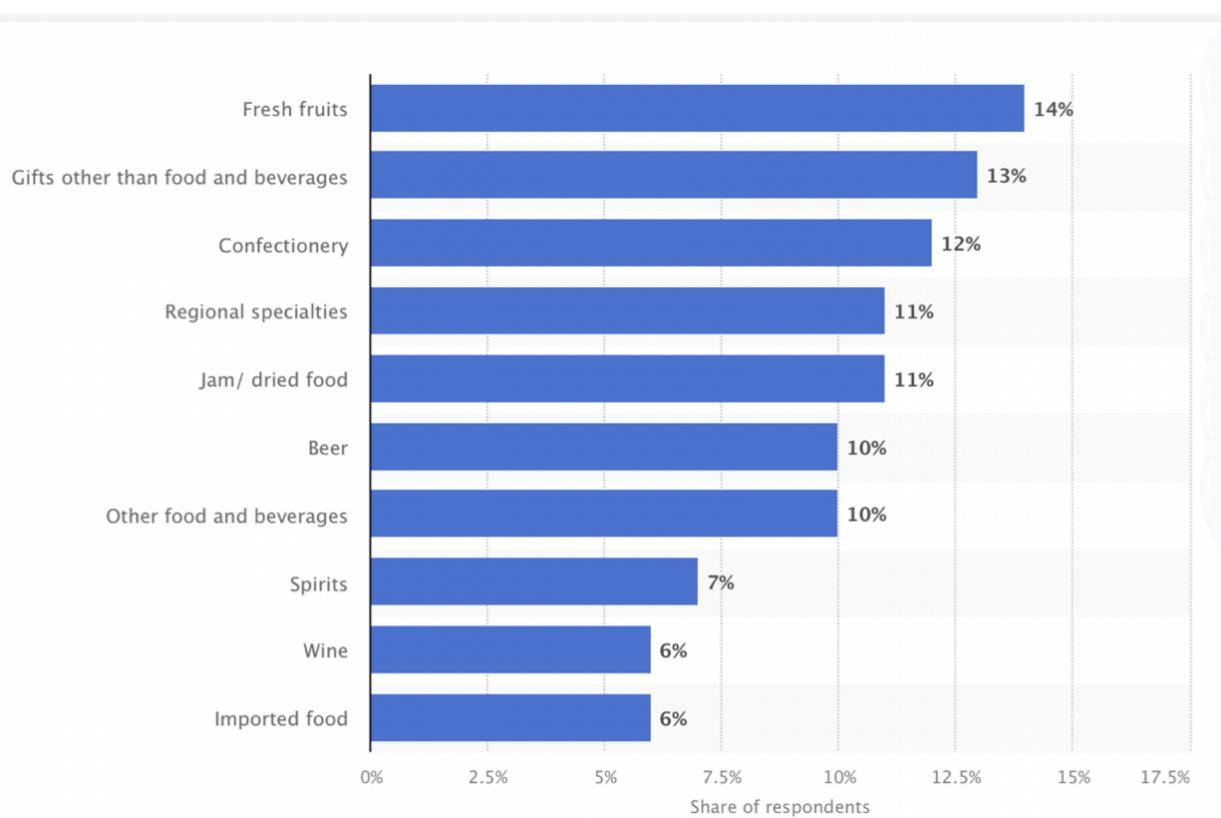
- SWOT must be related to ALL factors as mentioned above, both micro and macro-environment
- You do not need to provide all SWOT including Strengths, Weaknesses, Opportunities, and Threats, but if you aim for High DI or HD, you are highly recommended to provide full SWOT. Remember: Go over the requirements will increase your chances of getting HD, but again, all must be related to the factors you mentioned above. Do not think of a new strength or weakness that is different from what you have said previously.
- Be careful, do not misunderstand Weaknesses and Threats. Weakness comes from the internal resources of the company, while threats are external factors.

Example:

Strengths: Fanta's key strength lies in its product innovation and adaptation to local tastes. With its variety of flavors and vibrant colors, Fanta successfully appeals to the young demographic in Vietnam. The brand's ability to tailor products to align with local preferences is a major advantage in a culturally diverse market.

Weaknesses: One potential weakness for Fanta in Vietnam is the increasing health consciousness among consumers. As Vietnamese consumers become more wary of sugary drinks and their potential health impacts, Fanta, known for its sweet and fruity flavors, might face challenges in maintaining its appeal. This trend signifies a shift in consumer preferences that could affect Fanta's market share.

Opportunities: During Tet Holiday, the increase in consumer spending (Workers in Vietnam receive a 13-month compensation based on their performance or corporate earnings as an “annual bonus” (Dezan 2019). Spending on items like confectionery is higher



For Fanta, a beverage brand, this period presents an opportunity to tap into the festive spending habits. By positioning itself as a festive drink, Fanta can become part of the Tet celebration, offering special flavors or limited-edition packaging that resonates with the season's traditions. This aligns with the trend noted by Viet Nam News (2020), highlighting end-of-year purchasing spikes. By marketing itself as a celebratory and refreshing beverage choice, Fanta can leverage the season's increased spending on refreshments and become a staple in holiday festivities.

Threats: The highly competitive soft drink market in Vietnam, with strong players like Mirinda (PepsiCo) and local brands, poses a threat to Fanta. These competitors, with their deep understanding of local preferences and cost-effective strategies, challenge Fanta to continuously innovate and stay relevant. Additionally, the shift in consumer spending towards more essential goods could impact discretionary purchases like soft drinks.

=> S-O Strategy:

This company should use the Strengths to take advantage of the Opportunities: Leveraging its strengths in understanding consumer behaviors, Fanta can capitalize on opportunities by introducing limited-edition products for occasions like Tet Holiday, targeting customers with higher disposable incomes. Additionally, Fanta can

3. Target Audience:

By adopting a differentiated marketing approach, Fanta's main focus customers are the "Entertainment Native Generation." This group includes individuals who are between 20 to 25 years old, which typically encompasses university students and young professionals just starting their careers, often referred to as "First Jobbers." They are described as social media natives, indicating that they are highly connected and engaged with social platforms. ([Chris Evans & Wengian Robertson 2020](#))

This target demographic is characterized by a dislike for boredom and seriousness, seeking entertainment and fun in their everyday lives. They desire authenticity, freedom, and fun especially. Fanta's marketing efforts should, therefore, focus on creating content that is engaging, vibrant, and resonates with the values of a generation that actively seeks for and feel engaged with ultimate fun

4. DIFFERENTIATION AND POSITIONING

Tips:

- When pointing out differentiation, to make your argument stronger, you should find references mentioning that all their competitors, both direct and indirect, do not have the characteristics/attributes that the company you

choose has. Moreover, those competitors' attributes are not beneficial to the customers/target customers as your company's products. (Devaluing competitors and emphasizing your company's benefit is KEY to make your argument stronger).

- Choosing the factor that your company is completely different from all competitors. For example: your product is naturally made, so the factor on the axis could be “environmentally friendly”. Remember to have reliable references to justify your map

a, Differentiation

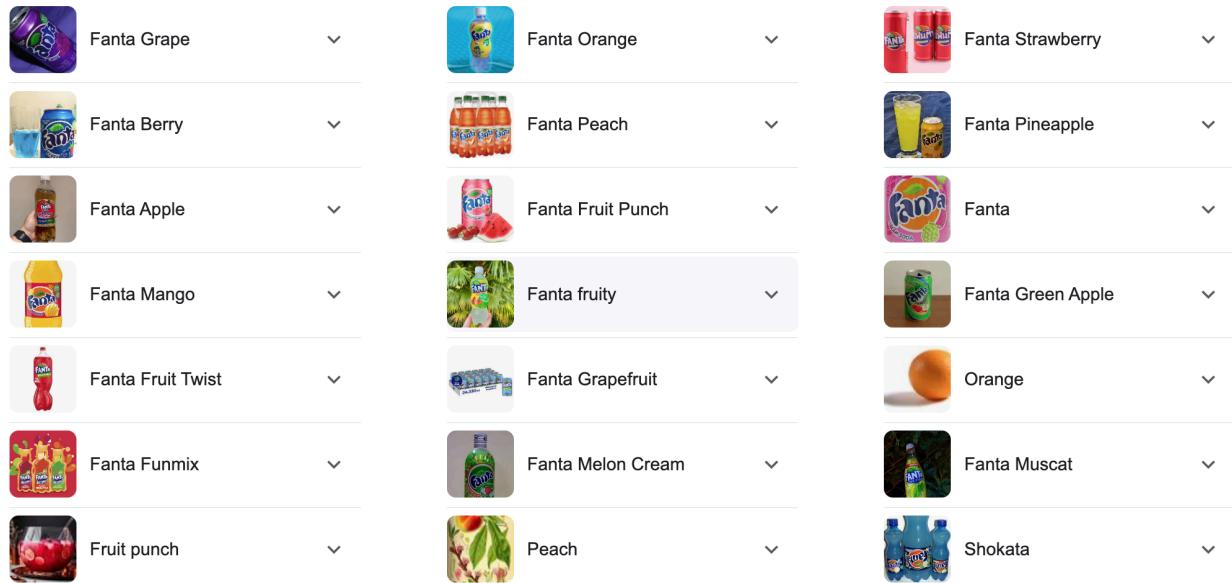
Distribution differentiation

- Fanta leverages a robust distribution network to make its products available in a wide range of retail outlets, including supermarkets, convenience stores, gas stations, and vending machines, ensuring accessibility to consumers in both urban and rural areas => Often available in restaurants, fast-food chains, and entertainment venues, enhancing its presence in the food service industry. This ensures that consumers can enjoy Fanta with their meals or snacks when dining out.
- Fanta is distributed globally, making it available in numerous countries and regions. The brand's international presence is strengthened through partnerships with local bottlers and distributors, allowing it to adapt to local preferences and distribution channels.

Product differentiation

- As customer satisfaction level is one of the most important factors in the evaluation of the quality and service during development of a new product ([Li Li, Fei Liu, Congbo Li, 2014](#)), Fanta has developed more than 100

flavors available worldwide that depends on the geographical locations it is sold. → Higher customer satisfaction due to customization ([Link](#))

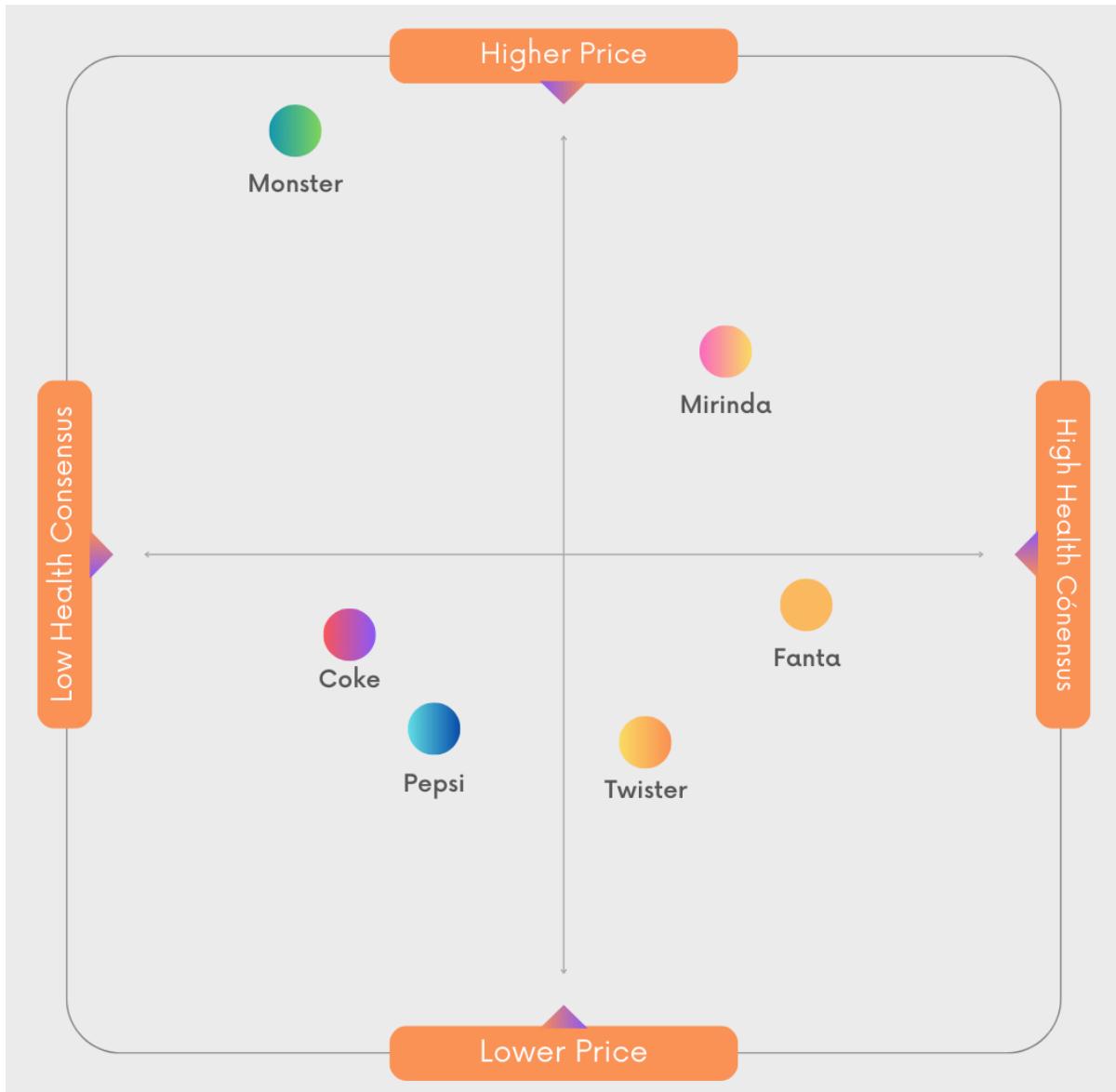


- As consumers are taking charge of their health more than ever before ([Deloitte Insight](#)), Fanta presents itself as a superior selection over rivals due to its lower calorie and sugar content.

Orange Soda Brand	Crush	Fanta	Sunkist	Mirinda
Serving Size	12 fl oz	12 fl oz	12 fl oz	12 fl oz
Calories	160	160	160	180
Total Fat	0g	0g	0g	0g
Sodium	70mg	65mg	65mg	38mg
Total Carbohydrates	43g	44g	44g	49.5g
Total Sugars	43g	44g	44g	48g
Added Sugars	43g	44g	44g	48g
Protein	0g	0g	0g	0g

[\(Extrabux\)](#)

b, Positioning map



c, Value Proposition

Fanta has adopted a "same for more" strategy, setting a competitive price (cheaper than its main competitor - Mirinda) while delivering healthier benefits (more health-conscious) compared to rivals. In contrast to other competitors in the same industry, Fanta maintains a competitive pricing structure while trying to enhance the overall customer health. This approach not only positions the brand favorably in terms of cost but also attracts a larger customer base by offering a healthier soft drink at a more attractive price point.

5. Current marketing mix strategies

- You can follow the below guidelines to analyze each P
 - The first sentence: Introduce the P you choose and its definition
 - 5-6 Next sentence: Describe brand marketing activities of the brand that relate to the P you choose. You must have citations for these sentences
 - 3-4 final sentences: Evaluate if it is good or not. To determine good or not, relating to theory is recommended.

Example:

Product:

1.1 Three levels of the product

- Core value: Known as a fruity drink promoting spontaneity and intensifying fun. It is a sparkling drink that is refreshing, bubbly, and bright with no caffeine and 100% natural flavors.
- Actual product:

Features:

Fanta comes in a variety of fruity flavors, such as orange, strawberry, grape, peach, pineapple, and more. Each flavor offers a unique and vibrant taste experience. In Vietnam, Fanta also offers a unique range of flavors that cater to local taste preferences. Alongside the global staples like orange and grape, Fanta in Vietnam includes distinctive flavors such as:

- + Fanta Soda Cream (Soda Kem): This flavor is more unique to the Vietnamese market, offering a creamy and smooth soda experience.
- + Fanta Xá Xi: A flavor that might be unique to Vietnam, likely offering a distinct taste experience.

- Design:

Fanta's continuous innovation in its design and logo reflects an active and energetic, vibrant approach to its target customer. The product's packaging is designed with convenience in mind and is available in various sizes to cater to different customer needs:

- + Plastic Bottles: Fanta is available in plastic bottles of three sizes: 390ml, 600ml, and 1.5 liters. This range allows customers to choose based on their consumption needs, whether for individual enjoyment or sharing with others.
- + Cans: For added convenience and portability, Fanta also offers cans in two capacities: 330ml and 250ml. These sizes are particularly suitable for on-the-go consumption and fit easily into daily life scenarios, such as picnics, lunches, or quick refreshment breaks.
- + The design of bottles and cans is cheerful, with many bright and striking colors such as orange, green, purple, suitable for the vibrant and youthful image of the brand.
- Augmented product:

Customer Support Services: Fanta in Vietnam may offer customer support services, such as a free hotline for consultations, feedback about the product, or assistance with orders through various e-commerce platforms. This kind of support enhances customer satisfaction and loyalty.

1.2 Product Classification:

In the Vietnamese market, Fanta can be classified under the category of "Convenience Products." This classification is based on several characteristics:

- Ease of Purchase: Fanta is readily available in a wide range of retail outlets across Vietnam, from small local shops and grocery stores to larger

supermarkets. This wide availability makes it a convenient choice for customers looking to make a quick purchase.

- Low Customer Involvement: Buying Fanta typically involves minimal decision-making effort or complex thinking. It is a simple, tangible item that customers can choose based on preference for flavor or brand recognition, without requiring extensive research or comparison.
- Frequent Purchase: As a non-alcoholic, soft drink beverage, Fanta is often purchased regularly and consumed as a casual, everyday item. It fits into the category of goods that consumers buy frequently, conveniently, and with minimal effort.
- Accessibility: The widespread distribution of Fanta in Vietnam ensures that it is easily accessible to a broad consumer base, enhancing its classification as a convenience product.

1.3 Product Life Cycle:

Fanta, being a well-established and globally recognized brand, is likely in the **Maturity Stage of the Product Life Cycle**. (insert number of establishment in VN market and its brand share here)

1.4 Brand development strategy:

Launched in 1992, Fanta® has adopted Line Extension Strategy, introducing many different fruit flavors. Fanta understands that users (youngsters) are always excited to discover new and attractive flavors. They launched a new flavor for their product - Grape in July 2022. As a result, customers today can choose the one that suits their taste.

Evaluation:

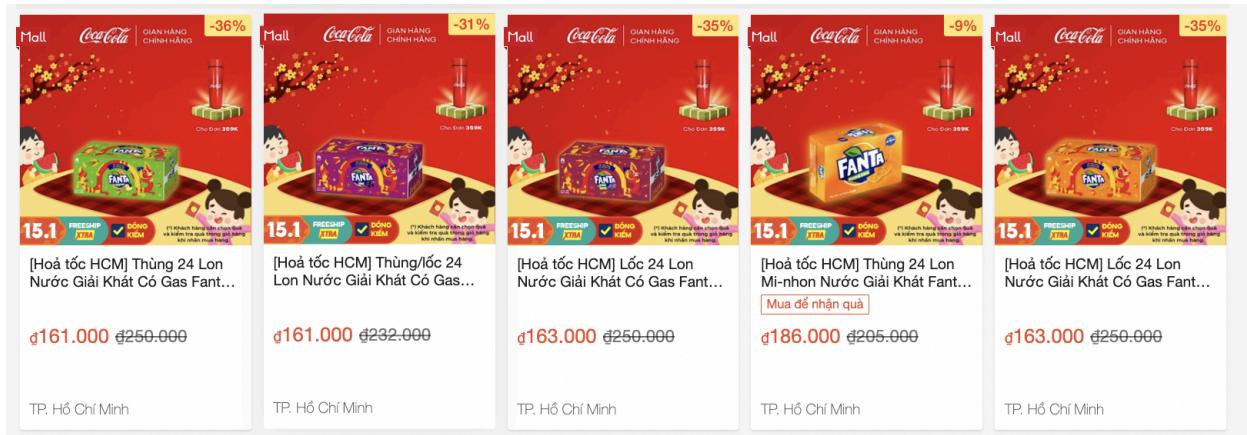
- Many flavors that customers can choose their favorite one.

- With the convenience of their product, the presence everywhere, from grocery stores, 24/7 stores, retailers or supermarkets, customers can easily remember this brand as a top product in their mind while choosing a beverage.
- The company can re-design the package of the product during the Tet holiday to be suitable with the period.

2. Promotion

● Sales Promotion

Fanta often offer some small discounts on some e-platform such as Lazada, Shopee, especially during the Tet Holiday.



LazMall

Thùng/Lốc 24 Lon Nước Giải Khát Có Ga Fanta Cam (320ml/Lon)

★★★★★ 12 Ratings

Brand: [Fanta](#) | [More Drinks from Fanta](#)

đ195,000
đ226,500 -14%

Promotions: [QUÉT THẺ GIẢM TO - CÓ TECHCOMBANK LO](#)

Thùng/Lốc Lốc 24 lon

With new products, this brand also applies the policy "Play for rewards and get gifts" when participating in the Fanta gift picking game, taking selfies with Fanta Huong Nho and sharing on social networks, players will have the opportunity to receive unique gifts from brands such as classic car models and stylish handbags.

In June 2022, consumers may have encountered Fanta Counters everywhere in Ho Chi Minh City, at shopping centers, cinemas and many traditional markets... where consumers can Friends try the Fanta gift picking machine, or take a selfie with Fanta Huong Nho and share on social networks according to the instructions to have a chance to receive unique gifts from brands such as classic car models and tote bags.



- Online Marketing

Facebook. With more than 18 million followers on Facebook, Fanta uses this platform as the main social media for them, which they often create contents relating to the product. Throughout Facebook, Fanta can post sale announcements, interact with customers, especially warn them about the fake brand.



Besides, Fanta uses multi-channel marketing strategies such as Facebook, Youtube, Tiktok to promote products closer to customers. Fanta plans to maintain and connect with the youth by capturing their thoughts and lifestyle.



However, one of the most prominent and remembered campaign by the brand was in 2017, Fanta made a big splash with a new visual identity, packaging and brand content co-created entirely by young people. The event aims to be an immersive experience, reminding of Fanta's history as well as communicating their innovations through the younger generation.



Logo cũ (trái) và logo mới

Nguồn: Coca-Cola

6. Marketing objectives and recommendation

SMART marketing objective

Example:

SMART marketing objective: "Boost online sales revenue by 15% within the next six months by implementing **a new communication campaign** and **optimizing**

the website for better user experience, measured by tracking sales data and conversion rates."

- Specific: From January 3 to the middle of February 2024, by adopting product and promotion strategies, Fanta can boost products' sale by 20% and increase its brand awareness by 40%
- Measurable: Expand the market share by 2%
- Achievable: By creating a Music Album related to Tet Holiday, collaborating with KOLs and offline engagement activities
- Relevant: Boosting revenue in Tet is relevant to the company's overall goal of profitability and growth (You might include the data about the current revenue of Fanta compared to other competitors here to make your argument stronger).
- Time-bound: We plan to achieve this within 2 months from the beginning of New Year (Tết tây)

7. Recommendation:

- The recommendation must be closely related to the 2Ps above and tactics to achieve the objective you have just set
- If it is difficult to be creative, you can find a similar case study that other brands used to suffer, learn from their solutions and modify it, change it into your solutions, based on the marketing context, objective and SWOT of the company that you choose.
- For the assignment to get DI+ or HD, you should provide a strategy before going deeper into the tactics. The strategy is closely related to campaign proposition/big idea.

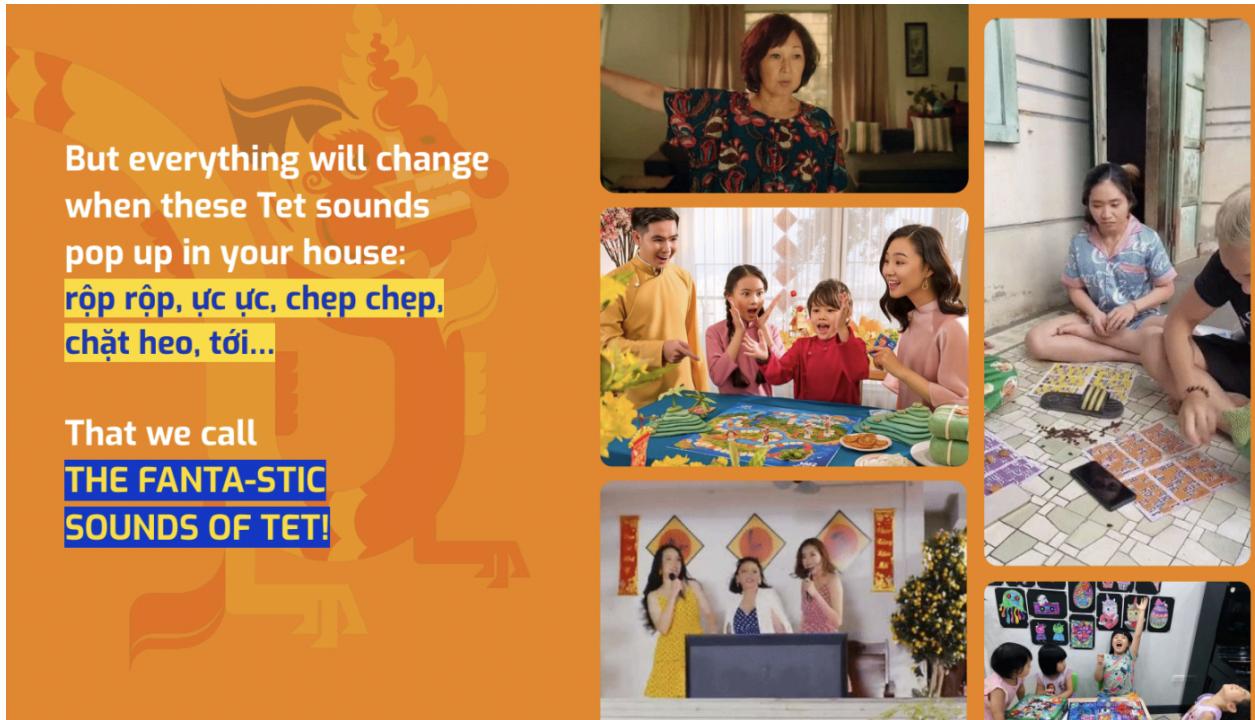
Example:

Since Fanta has done a good job all over its social media platforms, and initiated a lot of sale-off campaigns, it would be better if we do something else other than just sale-off price. Something that resonates with the preference of youngsters and also delivers the message of Fanta in this Tet occasion.

The chosen strategy:

Observation: In Vietnam, it is a tradition to “đi nhẹ, nói khẽ, cười duyên”, and there is a variety of traditions engaged with Tet, especially in the North making us feel tired. How Fanta will transform this Tet 2024 with more fun?







1. Product

With Tet 2024 coming, individuals are making purchases in anticipation of the upcoming holiday. It would be advantageous for Fanta to revamp its packaging to align with the new year's theme, thereby enticing a larger customer base. Given the frequent exposure of these items during the holiday season, optimizing Tet packaging presents a great opportunity to enhance brand visibility.

→ Fanta should produce that limited version beer in limited quantities so that customers feel compelled to try before it sells out. The design of the packaging should also implement the campaign proposition above, with the image of Fanta being the instigator of fun with snacking food, partying, and bonding.



2. Promotion

- Fanta can increase their brand share and their sale percentages by leveraging MV/ Videos/ Offline Marketing Activities

2.1 The Tet Album (Online)

proudly introducing:

MUSIC ALBUM

FANTA-STIC SOUNDS OF TET

To transform this Tet more playful,
FANTA
officially release
the first album called
FANTA-STIC SOUNDS OF TET Album.



THE TRACKLIST

MAIN MV (Full + 30s + 15s)
NGÀY TẾT QUÈ EM
Fanta Cam & Mứt Remix

Remix the beat: Ngày Tết què em
Lyrics: Xiii, rộp rộp, ực ực, o, ráo ráo
Context: Playing game

LYRIC VIDEO/AUDIO
NGÀY XUÂN LONG PHUNG SUM VẦY
Fanta Soda Kem & Chà Remix

Remix the beat: Ngày xuân long phung sum vầy
Lyrics: Rót rót, ực ực, tối, nhâm nhâm, bingo, kinh...
Context: Shopping time

LYRIC VIDEO/AUDIO
CẦU CHUYỀN ĐẦU NĂM
Fanta Xá Xí & Dưa món

Remix the beat: Xuân đã về
Lyrics: Ủng ực, rạo rạo, rụp rụp, lì xì, chúc mừng năm mới,...
Context: Exchanging wish

LYRIC VIDEO/AUDIO
KHÚC GIAO MÙA
Fanta Nho & Khô Gà

Remix the beat: Khúc giao mùa
Lyrics: Xiii, chep chep, xúc xúc, loảng xoảng, lịt xịt...
Context: Doing housework

our reference for:

THE POWER OF TIMELESS SONG



WHY WE CHOOSE TO REMIX FAMOUS SONGS INSTEAD OF CREATING NEW SONGS?



FAMILIAR NEWNESS

Remixes often use elements from well-known songs, making them familiar and nostalgic for listeners. This can create a sense of comfort and enjoyment, as people tend to gravitate towards the familiar.

GENERATION CONNECTED

Remixes can introduce a new audience to the original song. When a well-done remix gains popularity, it can attract listeners who might not have discovered the original version otherwise. And, vice versa.

TRANSFORMATION SPIRIT

Remixes merge multiple songs or genres into one, creating something entirely new and unexpected. This can lead to innovative and exciting musical combinations.

RESOURCE EFFECTIVENESS

Remixing songs, as opposed to creating entirely new songs, can be an effective in terms of production budget, copyrights minimized, media investment & other cost-related efficiency.

The Rise of Remix Culture

Lana Del Rey and her label's strategy of commissioning remixes to accompany her singles and album campaigns as a key part of the release plan spanning many styles and genres has paid dividends over the years. Cedric Gervais remixed Lana Del Rey's Summertime Sadness to unknowingly create one of the most commercially successful tracks of her career. In an alternate take on the same track, the remix took it to a completely different place and feeling, turning a sad sombre slow-burning original song that

Người tạo ra những bản nhạc remix triệu view, gây "bão" TikTok là ai?

Kim Ngọc Nghĩn ★★★★☆ 22/11/2022 16:28 GMT+7

Thường xuyên nghe đì, nghe lại những bài hát remix như "Hôm nay là thứ 7", "Ngôi nhà hoa hồng" nhưng ít ai biết được người góp phần tạo ra những bài nhạc trend triệu view ấy là Trần Ninh Lâm (28 tuổi, quê Vũng Tàu).

"Thánh" tạo trend trên TikTok bằng nhạc remix

Lứa TikTok trong suốt thời gian qua các bạn trẻ đã không xa lạ gì với giai điệu remix của các bài hát như: "Hôm nay là thứ 7", "Ngôi nhà hoa hồng", "Em đã xa anh" hay "Pháo Hồng". Bằng cách làm mới, tăng tiết tấu cho những bài nhạc, anh Trần Ninh Lâm (được gọi là biệt danh tên Bibo) được giới nghệ sĩ tin tưởng giao cho phối lại những bài nhạc của họ. Để có được một bản nhạc remix hoàn chỉnh, anh Lâm từng mất khoảng 3 ngày để thực hiện. Vì là phối lại những ca khúc thu âm gốc nên chàng trai này phải liên hệ để xin phép tác giả hay được các nghệ sĩ chủ động mời hợp tác.

CHƯƠNG TRÌNH
THAC SĨ CHO NHÀ QUẢN LÝ

→ The release of “BUNG TẾT RÔM RẢ” ALBUM

“BUNG TẾT RÔM RẢ” ALBUM
(Fanta-stic Sounds Of Tet Album)

Full album “Bung Tết rôm rả” will be official aired on Spotify. After that, they will be spread out all over the place in many channels.

Public Playlist
ALBUM BUNG TẾT RÔM RẢ
The first album of Tieu Vy & Fanta for the most fantastic Tet ever!

Spotify • 17,887 likes • 91 songs, 4 hr 58 min

#	Title	Length
1	Ngày Tết Quê Em FANTA & Mứt Remix	2:59
2	Ngày Xuân Long Phụng Sum Vầy FANTA & Chà Remix	4:18
3	Xuân Đã Vẽ FANTA & Dưa Món Remix	3:07
4	Con Bướm Xuân FANTA & Khô Gà Remix	5:01

→ Tactics:

- + Spread out on Tiktok: To launch a campaign that goes viral, FANTA should collaborate with the K.O.C., or key opinion consumer, who has a powerful impact on customer decision-making (Lix 2019) on Tik Tok - a website that delivers trendy and entertaining short content, has recently acquired popularity among young people (Karlak, H. 2022).
- + Press release: Kênh 14 & other controversial news sites

2.2 Offline activities

Reference:

M&M's Creativity Wall

M&Ms will invite local designers, mural artists, and painters that have unapologetic art styles to express their creativity by having them take over the M&M's wall in popular high-traffic area. The wall will have circular color patterns representing M&Ms. Each of them will have a circle to fill up and design based on their style.

We will also create a microsite designed and programmed to have a digital infinite wall where everyone can fill in circles.

&

boredpanda.com

M&Ms Pitch