

# INSTRUCTION GUIDELINE

## FOUNDATIONS OF PR

### 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:

- Identify and discuss key aspects of the development, and principles and practices, of modern PR.
- Examine links between PR, communication theory and applied communication practice.
- Identify and analyze contexts in which PR practitioners operate as well as relevant professional issues

##### 2. Assignment details:

- *Requirement:* Analyze a case study of a PR campaign, then provide a recommended communication plan adapting that campaign in another context/country.
- *Format:* 35-slide pitch deck for a 15-minute presentation and 5-minute Q&A session; a 2,500-word written report about your own communication plan
- *Objectives:*
  - A word count of 2,500 words is required for the written report.
  - A slide count of 35 slides is required for the pitch deck.
  - For the analysis of a PR campaign case study, these elements are to be included:
    - + Overview of the campaign's original context

- + Analysis of the ways in which the campaign can work within different situations
- + Demonstration of your team's understanding of the PR planning process and relevant theories, tools, concepts.
- For the report/presentation:
  - + Cover Sheet with names and student ID's of the team members (as always)
  - + Agenda for presentation/ table of contents
  - + Background: Brief outline of the case study. Situation analysis/problem faced by the organization if running in the new context
  - + Target publics in the new context
  - + Goals & SMART objectives (Communication & Actions) in the new context
  - + Key Message
  - + PR tools/tactics and other IMC tools should be used in the new context
  - + Media Planning: Which media? Which News Value, Hook & Angles should be used to promote the campaign?
  - + Evaluation: How will the overall effectiveness of the campaign be evaluated?
  - + References (mandatory)
  - + Appendix (if needed)

**Note:** The above items do necessarily need to be in this order. They do not need to be addressed in BOTH the written and oral components. It's up to your group to determine the clearest, most effective way to present these items.

- *Assignment structure (suggested):*

- Presentation:

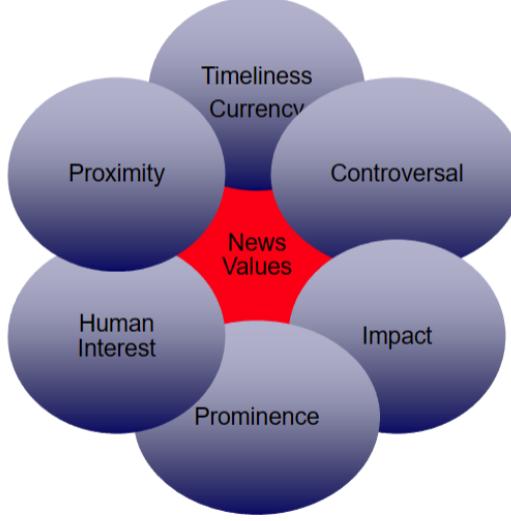
- + Opening slide
- + Team information (names, photos, roles and responsibilities): 1 slide
- + Agenda: 1 slide
- + Overview of PR campaign's original context: 1 slide
- + Analysis of how it can work in alternative conditions: 1 slide
- + Demonstration of your understanding of the campaign via theories and concepts as lenses: 1 slide
- + Transition slide to the new chosen context for the campaign: 1 slide
- + Situation analysis: 2
- + Target audience: 2
- + Insights: 1
- + Key message: 1
- + Goals & objectives: 1
- + PR & IMC tools/tactics: up to 10-12 slides
- + Media planning: 2
- + Evaluation: 1 slide
- + References
- + Appendices
- Written report:
  - + Analysis of PR campaign case study: 500 words
  - + Situation analysis/Background information: 200
  - + Target publics & insights (for the new context): 200
  - + Key message: 50
  - + Goals & objectives: 100
  - + PR and IMC tools/tactics to be used: 1,000
  - + Media planning: 200
  - + Evaluation: 250

**Note:** This instruction guideline will focus on the written report since you can take components from the report to structure your presentation. Furthermore, you can adjust the numbers of slides and word counts as you see fit.

## 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
Marketing mix (4Ps)	<p>The marketing mix, or the 4Ps model, is a framework used in business to outline the four crucial elements of a marketing strategy. They are product, price, place and promotion. This model ensures crucial aspects of the marketing mix are addressed for a well-rounded and effective approach to product/service promotion and sale.</p>
AIDA model	<p>The AIDA model is a marketing framework that represents the stages a customer goes through in the purchasing process: attention, interest, desire, and action. It is somewhat similar to the customer journey model.</p>  <p>The diagram illustrates the AIDA model as a funnel divided into four vertical sections, each labeled with a letter (A, I, D, A) and a corresponding stage name (Awareness, Interest, Desire, Action). To the right of the funnel, a vertical sequence of five blue rectangular boxes represents the customer journey: Need Recognition &amp; Problem Awareness, Information Search, Evaluation of Alternatives, Purchase, and Post Purchase Evaluation. Arrows connect the boxes sequentially from top to bottom.</p>

Public affairs and government relations	<ul style="list-style-type: none"> <li>• Public Affairs: PR specialty in charge of communication flow from the government/local administration to the citizens</li> <li>• Government Relations: PR specialism to manage the communication flow between an organization and the enabling publics (government, etc.)</li> </ul>
Media relations	<p>Management of the relationship between the organization and the media (both mass media and influencers/KOLs ).</p> <ul style="list-style-type: none"> <li>• Organization = authorized spokesperson</li> <li>• Mass media = editors, journalists</li> <li>• Social media influencers</li> </ul>
News values	<p>News values are the criteria or principles used by journalists and news organizations to determine the newsworthiness of a story. These values guide the selection and presentation of news stories.</p> 

## **C. DETAILED OUTLINE:**

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

### **A) THE WRITTEN REPORT:**

#### **1. CASE STUDY OF A PR CAMPAIGN:**

As the PR campaign in question must be one that was chosen by a team member in assignment 2, your choice is limited to only 3-4 campaigns. It is recommended to choose a campaign in an Asian country, and even more commendable to go for a South-East Asian one. Given that Asian countries often share similar beliefs, traditions and cultures, this would prove ideal for the next point. You should adapt said campaign to the context of Vietnam as you will have the best understanding of Vietnam's cultural traditions, beliefs and societal situations to deliver the best adaptable approach of the previous campaign to this context. However, if none of your team member's campaigns was deployed in the above region, feel free to select whichever one you favor after discussing them with others.

You must choose a brand that exists in both the case study campaign and in the Vietnamese market. For instance, you shouldn't choose Three UK since they are not present in the Vietnam scene.

For this instruction guideline, Gillette's 2021 "Man Enough" PR campaign in India is selected as an example.

- *Overview of the PR campaign's original context: 100-150 words*

For this section, you need to provide the market background as well as any societal concern or issue the PR campaign is addressing. These aspects can include (but are not restricted to): societal issues, brand reputation, situation of the industry, target audience, etc.

**Example:** Displaying emotions can be an action quite difficult to find in Indian boys, teenagers and men in general. Constructed as a type of societal belief by traditional norms and phrases like “Mard ko dard nahi hota” (men feel no pain) and the content of contemporary media such as Bollywood movie tropes, the expectation placed upon Indian males is a tall order. Their beards have become a bodily symbol of this notion of “masculinity”, which they are expected to keep and maintain as an extension of their masculine nature (Thu n.d.). This affects the performance of Gillette and other razor brands, despite their dominant position in the Indian market (6Wresearch 2023)...

- *Demonstration of your understanding of the PR planning process, using PR theories and concepts: 200-250 words*

There are 2 aspects to this segment of your case study, detailing different tactics deployed in the campaign and analyzing them through PR concepts. For the first task, you must gather evidence regarding the PR campaign’s tactics and methods to showcase the means in which it was delivered to the public. You can compile this in an appendix and display it at the end of your report. Since a campaign will likely contain numerous approaches to its strategy, you’ll only need to name them out and state their main purposes in relation to delivering the campaign’s key message. Afterwards, you are to apply theories as lenses and point out the underlying frameworks being used in the campaign, which you’ve learnt throughout the course: Grunig and Hunt’s 4 models of PR framework, persuasion/social influence and mass media theories, etc.

**Example:** Therefore, Gillette set out to deliver their key message to the Indian community about aborting shaving stereotypes through their hashtag “#shavingstereotypes”, which manifested in a number of public relation tactics. Firstly, Gillette produced a content video revolving around general M.K. Sinha’s story of survival and emotional reunion with his father. He grew his beard to cover up the scar he got from

a war, but later he decided to shave it, revealing the intended message that it is normal to express one's emotions and embrace their feelings. Furthermore, on Facebook, Twitter and Instagram, Gillette partnered with organizations and influential individuals to create user-generated content such as a version of terms regarding masculinity or poems (see Figure 1). This would later be caught on by renowned public figures, especially those in the Bollywood scene, and gained even more digital traction.



Figure 1: Gillette's #ShavingStereotypes, #ManEnough Facebook post, partnered with

Under 25 Dictionary

Source: Gillette (2019)

In addition, the brand also organized meetings and talk shows featuring the general, during which he openly discussed mental hardships and masculinity in front of university students. These events directly inspired and resonated with them - the target audience of the campaign. As a result, these tactics received extensive public relations coverage from newspapers, agencies and media companies, locally and globally. Marketing websites like Ads of the World and Branding in Asia alongside news platforms like CNN News produced high-traffic reportage of the campaign, with highlights including the discussion of prominent figures in India regarding the societal issue (Thu n.d.).

In total, the campaign amassed (insert statistics indicating its success).

As far as concepts of public relations are concerned, this campaign demonstrated a clear understanding and command over the brand's resources and contextual surroundings. The effects of social learning theory played a pivotal role in the overall success of the campaign; by exhibiting crying, being emotional and shaving as actions associated with acceptable and even encouraged behavior, the Indian community was engaged to learn and enable these patterns of behavior by Gillette through practice and experience. On the other hand, the brand performed the setting of an agenda to redefine the public's perception pertaining to the emotional expressions of men, especially via social media movements...

**TIPS:** You must provide a brief version of every concept's definition. Only then can you go on and apply it in your analysis.

- *Analysis of how this PR campaign can work in different context: 100-150 words*

In this section, you're expected to analyze the advantages and drawbacks the campaign offered in terms of its suitability to alternative societal circumstances. In other words, you need to determine the aspects in which you must change or maintain for the new context the campaign will be in. You need to introduce the new country the campaign is going to be adapted to.

**Example:** The chosen country this campaign will be adapted to is Vietnam. Overall, Gillette public relations efforts in the campaign in India possess high compatibility with the societal and cultural themes of Vietnam. Vietnamese males often suffer from the saying “là con trai không được khóc” (you're a boy, you mustn't cry), sharing a similar socio-cultural barricade with their Indian counterparts. The country in question also features digital media and high quality public relations tools, allowing for many of the above tactics adaptable and even upgradable when it hypothetically arrives in Vietnam.

However, there exist a few downsides. Beards and the notion of masculinity is not as clear a connection in the Vietnamese market as that in the Indian market, thus a new approach to the content video is commendable...

### **Another idea for you (UNI-FORM IN KOREA BY VOGUE)**

#### **RATIONALE FOR CHOOSING VOGUE KOREA**

<b>VOGUE Korea's Target Publics</b>	MZ generation (15-25) (VOGUE Korea 2022)
<b>Social Bacground</b>	- Immensely influenced by Korean Confucianism which acts as one of the culprits behind gender issues (Koh 2008) - The theoretical development of LGBT+ right in South Korea is largely neglected by the public (Rich et al. 2021) → Lack of justifiability towards homosexuality.
<b>Practicality</b>	Male idols have been in skirts before
<b>VOGUE's Interest</b>	VOGUE featured the gender-neutral attendant uniform project of Aero K
<b>Unique Point</b>	The first campaign in Korea bring skirt into male students' uniform

#### **2. SITUATION ANALYSIS/BACKGROUND INFORMATION:**

A following structure can be followed to perform analysis of the brand's situation:

- Basic information of the brand/company (years in the Vietnamese market, performance, revenue, major competitors, etc.): 50 words

**Example:** Gillette currently belongs to Proctor and Gamble company as one of its brands, having a long-standing and established position in the Vietnamese market. As of 2022, it ranks fourth at 7.1% brand shares in the men's grooming area in Vietnam (see Figure 2). While Gillette still plays a prominent role in the market, it is overshadowed by the top three competitors X-Men, Romano and Clear Men, which all possess double-digits brand shares...

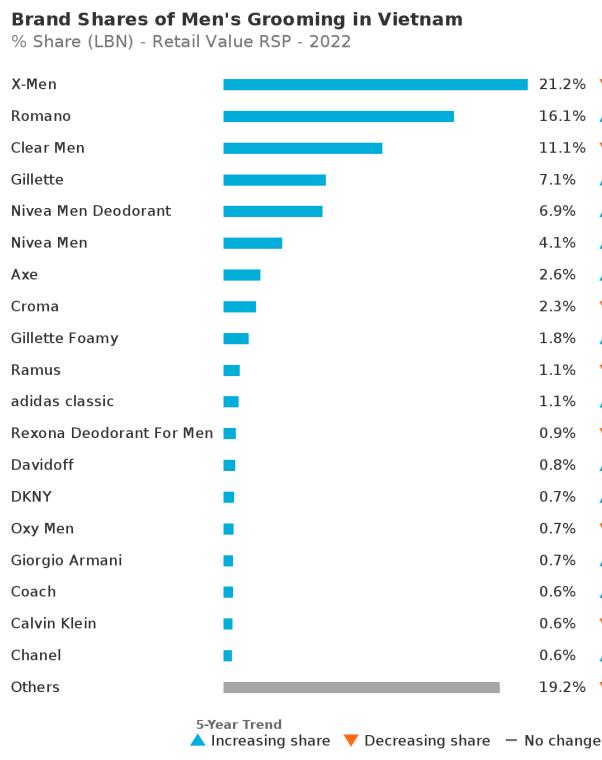


Figure 2: Brand shares of men's grooming in Vietnam

Source: Euromonitor (2022)

- SWOT or PESTLE analysis, in which every criteria needs to be addressed with academic references: 150 words

### **Example: (UNI-FORM IN KOREA BY VOGUE)**

Strengths:

- Established credibility and brand recognition
- Significant online presence highlighted in VOGUE Korea 2022
- Engaged in partnerships with various celebrities (VOGUE Korea n.d.)

→ Cultivated a dedicated customer base, particularly among fans of these personalities

- Opportunities for education and growth

Weakness:

- The target audience is not financially stable (mainly dependent on parental earnings) (Euromonitor International 2021)
- Rank 9th in top 10 most read online magazines in Korea (Statista 2021)
  - Compete with others magazines to stand out in the industry.

## Opportunities

- Favorable inclination of the target audience towards premium brands (Lee 2021)
- Flourishing luxury fashion sector (Statista 2022)
- Financial instability among the target audience, primarily reliant on parental income (Euromonitor International 2021)
- Ranked 9th among the top 10 most widely read online magazines in Korea (Statista 2021)

→ Strive to stand out in the industry by competing with other magazines.

## Threats

- Emergence of alternative platforms like TikTok and YouTube poses a threat to the traditional magazine industry, changing how information is consumed.

### 3. TARGET PUBLICS & INSIGHTS:

You should follow the target audience specifications outlined by the previous campaign. However, be ready to adapt several pieces of information as you integrate them to a new country (Vietnam) because cultural and social appropriation needs to be executed. Here are some key aspects to discuss in this section:

- Demographic: age, gender, income, etc.
- Geographic: landscape (rural, urban, outskirts, countryside, etc.), cities, regions
- Psychographic (in relation to the product/service): their beliefs, ways of thinking, etc.
- Behavioral (in relation to the product/service): their behavior, courses of actions, habits, etc.

## Example (UNI-FORM IN KOREA BY VOGUE)

### Demographic

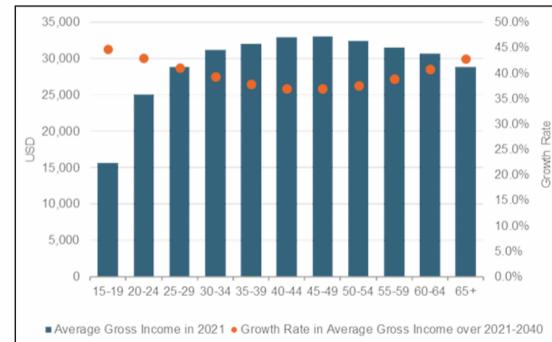
- Age: 15-25, Generation Z
- Nationality: Korean
- Gender: Both
- Income: Low income

### Geographic

- Urban area: Seoul

### Psychographic

- Witness the psychological changes and the development of personal identity (Kroger 2006)
- Sensitive to social issues (Wood et al. 2021)
- ⇒ More open-minded and embrace gender diversity (IZEA 2021)
- 'The loneliest generation' - 73% of GenZers in a report says that sometimes or always feeling alone (Coombs 2020)
- The aspiration of expressing their emotions and unique identities (Tiwari 2022)



### Behavioral

- Rely on friends' recommendations and reviews on the internet (IBV 2017)
- Prefer online shopping (Wood n.d.)
- 94% of young people choose brands that are socially responsible (Kim and Austin 2020)
- Consumption for this generation is an expression of individual identity (Ashton 2021)
- They want to be a part of the story said by the brands (Ashton 2021)

### Media consumption

- Digital natives
- Search engine: Naver, YouTube
- Most used social media platforms: Instagram, YouTube, Naver (KISDI 2021)

FEB 2022 MOST-VISITED WEBSITES: SEMRUSH RANKING						
RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC IN NOVEMBER 2021						
#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT	
01	GOOGLE.COM	2.15B	120M	2M:54S	5.44	
02	NAVER.COM	2.14B	103M	1M:05S	11.13	
03	YOUTUBE.COM	1.31B	94.1M	1M:21S	3.79	
04	DCINSIDE.COM	582M	37.7M	1M:56S	22.95	
05	DAUM.NET	529M	51.7M	0M:12S	8.83	
06	NAMUWIKI	520M	43.9M	2M:58S	3.80	
07	TISTORY.COM	455M	65.8M	1M:37S	2.02	
08	GOOGLE.CO.KR	218M	30.6M	1M:52S	4.91	
09	RUMWEB.COM	171M	14.9M	1M:38S	20.65	
10	KAKAO.COM	167M	43.7M	1M:40S	2.35	
11	FMKOREA.COM	163M	17.8M	1M:43S	34.25	
12	INVEN.CO.KR	152M	16.3M	2M:13S	11.24	
13	TWITCH.TV	147M	13.1M	1M:11S	2.27	
14	INSTAGRAM.COM	146M	27.1M	2M:30S	3.69	
15	FACEBOOK.COM	142M	26.6M	2M:53S	4.46	
16	CLOUPLAND.COM	136M	33.3M	1M:42S	6.59	
17	TWITTER.COM	125M	26.6M	2M:26S	6.35	
18	WIKIPEDIA.ORG	124M	32.1M	9M:07S	2.14	
19	11ST.CO.KR	115M	27.4M	8M:06S	5.16	
20	PROMPTU.CO.KR	109M	12.4M	2M:16S	14.54	

SOURCE: SEMRUSH. FIGURES REFLECT TOTAL TRAFFIC VALUES FOR NOVEMBER 2021. NOTE: UNIQUE VISITORS REPRESENTS THE NUMBER OF DISTINCT VISITORS ACCESSING EACH SITE. IT MAY NOT INCLUDE ALL INDIVIDUALS WHO ACCESSED THE SITE. ADDITIONAL INFORMATION: SEMRUSH'S TRAFFIC DATA IS BASED ON A SAMPLE OF THE INTERNET AND COULD BE INFLUENCED BY THE CONTENT READ OR SEARCHED. IT DOES NOT INCLUDE UNREGISTERED DOMAINS. COMPARISON: SOURCE: SEMRUSH. FIGURES ARE IN MILLIONS. VALUES ARE NOT COMPAREABLE WITH PREVIOUS REPORTS.

WE  
D  
S  
ocial  
KEPIOS

As for your insights, you need to perform secondary research in order to gather data and then deduce insights from it. Remember those pieces of information need to be from the new country's context rather than the previous one. It is suggested that you produce at least 2 meaningful insights to reveal how the target audience thinks about the product/service line or the societal matter.

## Example: (Gillet)

Observation: In Vietnam, men are regarded as the backbone of the family, bearing the responsibilities for the well-being of their loved ones. As such, they are assumed to always be strong and busy, persevering through challenges and hardships without showing vulnerability.

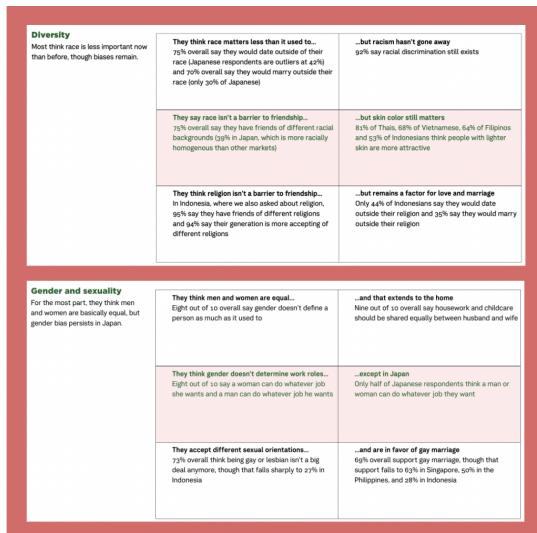
Tension: The issue lies in the fact that they often do not have time for self-care or tend to overlook their well-being, neglecting personal needs amid their assumed roles.

## Another idea for you (M&M candy)

### CORE MOTIVATION

**Asian Gen Zs embrace being fluid. They want a society that gives everyone a fair chance, no matter how they appear to be.**

&



#### CULTURAL GAP

To recognize nuances and unconventional choices, we create labels. But labeling & categorizing merely identify & isolate groups, not curb judgment and perceptions.

#### Gen Z Crave a World Without Borders, Boundaries and Binaries

Irregular Labs' latest report explores the concept of "fluidity" and how Generation Z views everyday living.

"More Gen Z respondents than any other generation reported identifying as not heterosexual, not cis-gender, and not rigidly masculine or feminine. **The majority said they understand why labels are useful, but still find them too limiting.**" - Vice Asia

Zoë Buchenau, Fellow  
"I'm not into positive version... By  
Unfortunately it's human nature to judge someone's appearance, whether or not you mean to. I battle with this all the time, and I feel like a bad person for it, but my best advice is, as soon as you discover you are judging, walk up and talk to them. Get to know them. If they are a good person, then you will see that they are a good person. If they are a bad person, then you will see that they are a bad person. It's not about what they do with personally, but it's perfectly understandable if every now and then a judgement comes to mind based on that. Try to keep an open mind, but as long as it isn't affecting those around you, don't beat yourself up too much."

Basile, How can I stop judging people from their looks?  
In real life, know that appearances are only skin deep. You never know what a person's like until you've talked with them and have known them for a while. Someone who looks pretty might actually have a repulsive personality. Someone who isn't as beautiful might be the greatest person ever.

elodie\_merier, 2 yrs ago  
I have a different opinion regarding this subject than some others might have:  
You need to accept that there is nothing wrong with forming judgments. Only if you let them seep into your interactions does it become problematic. It is a misunderstood concept to "Not judge people" because it is an automatic process like emotions, and you will judge people regardless. There are only those who PRETEND that they don't judge, while others are honest about it.

#### GEN Z STEREOTYPES

Gen Z has emerged to come with a set of stereotypes and generalizations: Gen Zers are less dependent on adults to experience new adventures, more likely to travel, and they lead their brands. As the first digitally native generation, it's touted they prefer to work from home to avoid face-to-face interaction, they're harder to engage with, have shorter "eight second" attention spans, and they're focused on authenticity and originality.

Yet companies and organizations would be wise not to fall for the myths and stereotypes. Whether you're talking about ethnicity or modes of learning, Gen Z refuses to fit into neat little boxes.



**"Candy doesn't have to have a point.  
That's why it's candy."**

– Charlie, *Charlie and the Chocolate Factory* (2005)

M&Ms Pitch



#### 4. BIG IDEA:

Your key message is more often than not already constructed in the case study campaign, thus you are recommended to alter some details (sparing the key ones) to make it compatible with the new country's market and your target audience. You can maybe even insert new ideas that complement the current one.

#### Example (Gillet)

Gillette, as a shaving brand, has an opportunity to address the tension experienced by Vietnamese men. The act of shaving is not merely a daily routine but a short-but-valuable moment of self-treat

→ **Big Idea:** Little moments make a man (You can sharpen this proposition)

#### Another idea for you: (M&M)



## 5. 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/PR tools to determine their penetration and circulation rates. Below are some examples:

- Goal: Associate Gillette and its products with the idea of being supportive of male mental well-being
- Objectives:
  - Communication: to make 50% of the target audience acknowledge that Gillette products support mental well-being of men by the end of the campaign.
  - Action: to register 10,000 razor blades 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 Gillette'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.

## 6. PR/IMC TOOLS AND TACTICS:

This segment should be the longest, providing as much details as possible considering the different tools you're going to apply in realizing this campaign. You can freely adjust the word count of each section to accommodate more words for this one if needed since it is the most crucial. It recommended that you showcase anywhere from 5 to 10 tactics, depending on the context and your own direction. Each tool will serve with a different purpose, entail a different set of requirements and possess its own benefits - the more

details you can come up with the clearer that tactic will manifest itself. Here are a couple of them, alongside some key aspects you'll need to include if you decide to opt for that tactic:

- *Content video*: short script (scene 1: A shows up to confront B, scene 2: A fights B, etc.), storyboard, execution, length, inspiration, etc.
- *Social media posts*: platforms (Facebook, Instagram, X,...), timeline, message, content, etc.
- *Out-of-home advertising*: venues (billboards, LED screens, signages, etc.)
- *Online contest*: purpose, prizes, methods of competition, etc.
- And more

**Example:**

**Out of home advertising: City bus**



**Out of home advertising: A SERIES OF STOP MOTION BANNERS**

are being placed on the street. As people pass by or watch the banner from a suitable corner, they will see the stop motion effect of the dragon flying up slowly.



## Out of home advertising: Elevator



## Contest: Creativity wall

**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.

©

The page features a large orange header with the text "M&M's Creativity Wall". Below the header, there is a large graphic of colorful circles. Below the graphic are four smaller images: a building facade, a green wall, a colorful building, and a colorful mural.

## Contest: Fun your way

**M&M's Fun Your Way**

On digital, we will be collaborating with content creators with different interests to create their own M&Ms-inspired outputs.

KOLs will also invite their followers to add a twist to their works by using M&Ms and they can reward the best ones with voucher codes to M&Ms e-commerce partner sites.

©

The page features a large orange header with the text "M&M's Fun Your Way". Below the header, there are four sections: "MAKE-UP" (a woman's face with a play button overlay), "FOOD AND BEVERAGE" (a pizza and a cocktail), "ART" (a portrait and a painting), and "M&M's decides my make-up" (a woman's face).

## 7. MEDIA PLANNING:

For this part, you need to plan out the different types of media you're going to implement in this project. There are a number of media: internet media, print media, broadcast media, and more, so you'll want to name out what sub-categories of those media you want to bring into the campaign. For instance, for broadcast media, you choose to engage with local and national news channels to arrange broadcasts or features and discuss your campaign. Moreover, you can also consider the four areas of media: earned, paid, owned and shared media. Rationalizing your selection of media is critical.

**Example:** Owned media is the driving force behind Gillette Vietnam's campaign because it engages directly with target audience, customers and the general public. Social media channels such as Gillette's Facebook, Instagram, X and Twitter will act as key players, publishing online posts and interacting with commenters throughout the campaign.

Once you're done with this, you then introduce the news values you're incorporating into the media planning:

### 8 Elements of Newsworthiness



After you apply a news value, you need to elaborate on how that value is manifested in relation to your campaign. To illustrate: The first news value media planning incorporates in the press release will be proximity. Because the campaign and its public relations effort will be concentrated in the urban regions of Vietnam (Hanoi, Danang and Ho Chi Minh City), local newspapers in those respective areas will take interest in reporting on the campaign due to Gillette's prominence as a razor blade brand.

**TIPS:** You should apply a range of news values with a minimum of 3 as each one focuses on a different aspect of your campaign. If tools like press releases are chosen and you assign each release with an alternative value, this will give your campaign depth as newspapers cover different aspects of it. For instance, you select the “impact” news value, reflecting on the possible drawbacks of mental health if one’s not allowed to exhibit how they feel; in another press release, you choose to focus on “human interest”, engaging with the positivity around a healthy mind and how it helps men achieve their potential. Doing this also explains the hooks and angles through which you deliver your campaign to the public.

## 8. EVALUATION:

A proposed table model for evaluation methods is as followed:

Objective types	Objectives	Measurement	Research type
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 in Hanoi on the company's social media posts from January to April 2024	Social listening tools (Fanpage Karma, BuzzSumo, etc.)	Primary

You can freely discuss in sentences and paragraphs these evaluation approaches in greater detail if you want.

#### D. REFERENCES:

Euromonitor (2022) *Men's Grooming in Vietnam - Brand Shares of Men's Grooming*, accessed 2 January 2024, Euromonitor database.

Gillette (12 December 2019) ‘Thank you Under 25 Dictionary for redefining the meaning of manliness...’ [Facebook post], Gillette, accessed 1 January 2024.

<https://www.facebook.com/GilletteIndia/posts/pfbid0v8YcjMjcQbtrussVrudA7LCouBG RbVroi8pzZGYuQmLitw8ydBUxxzKnp2VG2bwI>

Thu N (n.d.) *Gillette - Man Enough: Gieo quan điểm “đàn ông có thể khóc”, gặt 74 triệu lượt thảo luận trong 2 tuần*, Brands Vietnam website, accessed 1 January 2024.

<https://www.brandsvietnam.com/campaign/798-Gillette-Man-Enough-Gieo-quan-diem-dan-on-co-the-khoc-gat-74-trieu-luot-thao-luan-trong-2-tuan>

6Wresearch (2023) *India Razor Market (2023-2029) | Size, Share, Revenue, Growth, Industry, Outlook, Forecast, Analysis, Trends, Value, Segmentation & COVID-19*

*IMPACT*, 6Wresearch database, accessed 1 January 2024.

<https://www.6wresearch.com/industry-report/india-razor-market-outlook>