

goldenunion

GOLDEN UNION

the viral agency

about

Golden Union helps companies enter & engage the fastest growing but culturally complicated Vietnam youth and lifestyle market... We are cultural trend experts and have a deep understanding of how culture and relationships are at the core of doing business in Vietnam.

We are ASEAN market specialist and can work with startups, agencies and brands alike. Our job as trends and cultural translators is to help decode the marketing causes and cultural effects. We share an anthropological view of global pop culture and value a historical context when looking at how trends originate in Vietnam.

The main currency behind these cultural forces is something primitive—the desire to have fun, to share in something cool. Cool is having a belief, being aspirational, authentic & credible... Cool cannot be concocted without dialogue, nor achieved by using strategies that don't involve a deep understanding of target youth market.

Golden Union's strength is their network. We maintain an authentic & legitimate connection with the top tier of the youth lifestyle market. We have one foot on the street and the other in the boardroom..

goldenunion

GOLDEN UNION



What we do?

BRAND CONSULTING

Business & Brand Visioning,
Brand Architecture, Positioning,
Launch Strategy,
Market Development

LEAD AGENCY

Brand Marketing Lead,
Creative Lead, Integration Lead

COMMUNICATION & CONTENT

Strategy and Idea Creation,
Content Development,
Content Implementation, Purchase
Journey, Platform marketing

DIGITAL MARKETING

Interactive Creative Content,
Website & User Interface,
Mobile SMS,
Mobile Web & Applications

MEDIA

Media Planning,
Media Buying & Implementation,
Online Media Buying & Implementation
Brand PR

EXPERIENTIAL SAMPLING & ACTIVATION

Experiential Sampling,
Experiential Event Planning,
Retail Experience Planning

Our work



SAMSUNG



Soobin Hoàng Sơn
Embasador 2017

TALENTS



oppo



MOMFIE - Trời ơi, Mẹ tôi cũng selfie! (Phim ngắn Tết 2017) | Noo Phước Thịnh, NSND Ngọc Giàu...

4,844,114 views

OPPO Vietnam 179,840 subscribers

SUBSCRIBE

Selfie War - Đại Chiến Selfie

1,734,663 views

OPPO Vietnam 179,836 subscribers

SUBSCRIBE

Phim Ngắn: Đi Qua Quá Khứ - Soobin Hoàng Sơn

1,589,574 views

YOUNG MUSIC 38,866 subscribers

SUBSCRIBED

Dior



Phí Phương Anh
Winner The Face 2017

Embasador Dior 2018

Christian Dior
COUTURE



Cont

07 On The Cover

- 12 Aptentis euas expediti, que sed eadie
- 22 sed esit latene sin illa
- 45 que sed esit latene sin illa
- 46 exped nipa sitqua cypat
- 46 sed esit latene sin illa



Style Random
Inside Fashion P

autem vel eum ilure dolce
hendiret in vulputate vell
moleste consequat, vel illi

Style Random
Inside Fashion P

autem vel eum ilure dolce
hendiret in vulputate vell
moleste consequat, vel illi



HUAWEI



Soobin Hoàng Sơn
Embasador 2016

SPONSORED MV



Phía Sau Một Cô Gái - Soobin Hoàng Sơn
(Official Music Video 4K)

11,255,241 views

85K 3K Share Save Add to

Soobin Hoàng Sơn...
183,609 subscribers



PHÍA SAU MỘT CÔ GÁI - Soobin Hoàng Sơn
(OFFICIAL Lyric Video)

120,734,481 views

267K 13K Share Save Add to

Tien Cookie
308,588 subscribers



Anh Đã Quen Với Cô Đơn - Soobin Hoàng Sơn |
Official Music Video 4K

7,219,515 views

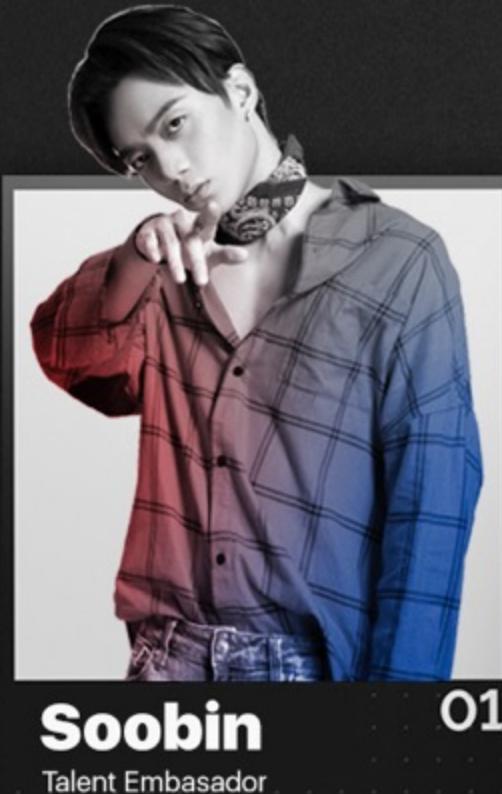
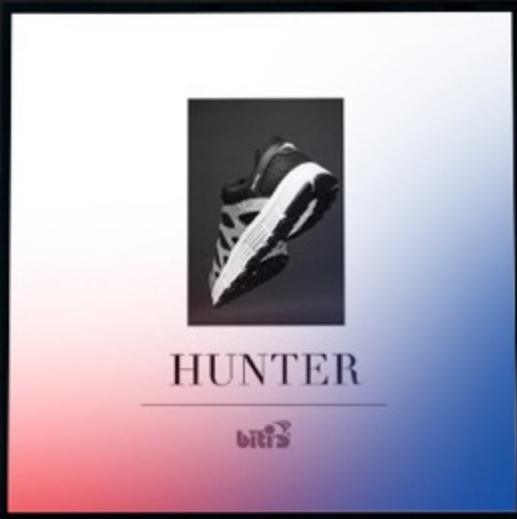
93K 2K Share Save Add to

Soobin Hoàng Sơn...
183,617 subscribers



Nâng niu bàn chân Việt

VIRAL VIDEO





TALENTS



VIRAL CLIP



Be Your Best Version - Tóc Tiên ft Hữu Vi
(Touliver, Justatee) | MV Official

2,258,441 views

3K 348 Share Save Add to

VIVA Music
119,377 subscribers

SUBSCRIBE



Tóc Tiên - THE BEAT OF CELEBRATION ft. Big
Daddy, JustaTee (Official MV)

1,530,161 views

7K 297 Share Save Add to

Tóc Tiên

SUBSCRIBE



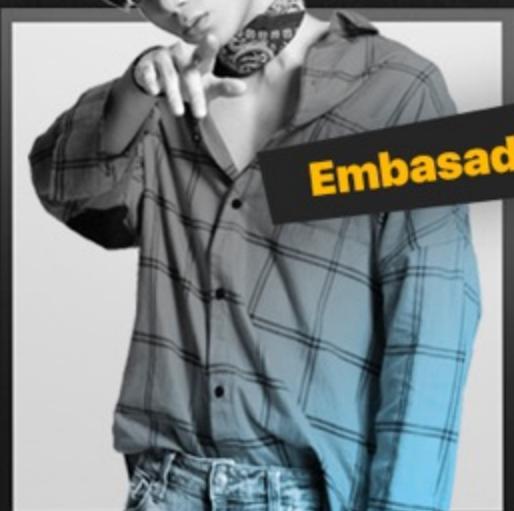
TH[®] trueMILK



Nhu Dang

Producer Director

01



Soobin

Talent Embasador

01

Embasador 2017



MV, TVC Processing... 2017

S P O N S O R E D M V



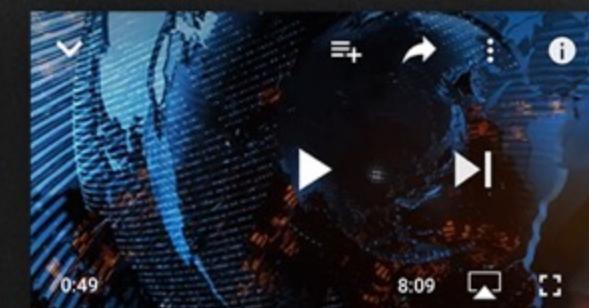
Selfie - Chuyện Tình Lọ Lem | 365 Daband | Yeah1 Superstar (Official MV)

9,425,628 views

28K 2K Share Save Add to

YEAH1 MUSIC
862,043 subscribers

SUBSCRIBE



Về Nhà Ăn Tết - BigDaddy ft. JustaTee ft. Onionn - Official MV

4,449,288 views

41K 1K Share Save Add to

YEAH1 MUSIC
862,041 subscribers

SUBSCRIBE



MIN - GỌI TÊN EM (CALL MY NAME) OFFICIAL MV - ENDING #1

4,360,671 views

24K 406 Share Save Add to

MIN OFFICIAL
31,814 subscribers

SUBSCRIBE



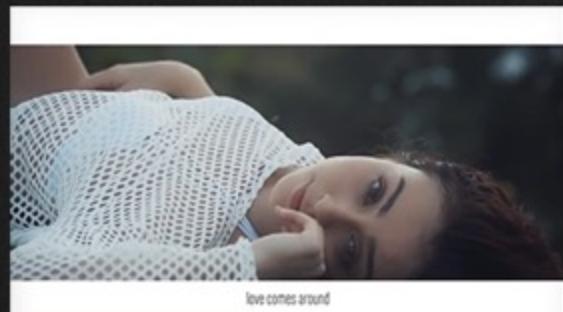
Galaxy J7 Prime | Truy tìm "Thú lĩnh bóng đêm"

8,288,512 views

7K 3K Share Save Add to

SamsungVietnam
392,062 subscribers

SUBSCRIBE



love comes around

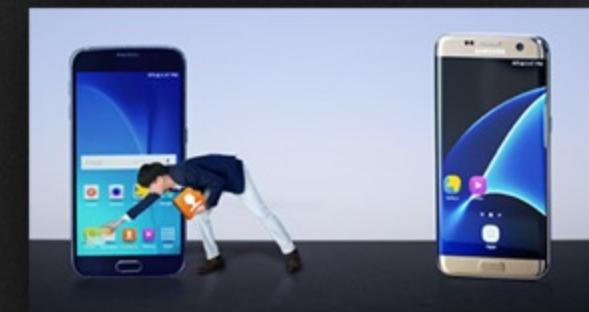
MLee ft Soobin - Từng Ngày Em Mơ Về Anh - Official MV (Everyday I Dream Of You)

8,381,762 views

31K 828 Share Save Add to

MLee Official
31,204 subscribers

SUBSCRIBE



Samsung Smart Switch - Bí quyết chuyển dữ liệu thông minh

1,499,857 views

541 300 Share Save Add to

SamsungVietnam
392,066 subscribers

SUBSCRIBE



Vlog 35: Trả lời câu hỏi #4 (Q&A)

359,968 views

8K 103 Share Save Add to

HuyMeProductions
507,059 subscribers

SUBSCRIBE



ĐI ĐỂ TRỞ VỀ | SOOBIN HOÀNG SƠN | OFFICIAL MUSIC VIDEO

39,547,565 views



178K



5K



Share



Save



Published on Jan 1, 2017

[ĐI ĐỂ TRỞ VỀ]

Là một sản phẩm sáng tạo mới nhất của Tiên Cookie, Soobin Hoàng Sơn cùng với Biti's Hunter, #điđestròvề là một thông điệp chúng tôi muốn gửi đến người trẻ là tuổi trẻ hãy đi, hãy bắt đầu những hành trình trải nghiệm của riêng mình để nhìn thấy thế giới rộng lớn hơn, muôn màu sắc hơn. Đi để trưởng thành. Đi để hiểu, và trân trọng hơn giá trị và giây phút bên cạnh gia đình.



Castrol Tết 2017 – Nghi thức may mắn đầu năm cùng Trường Giang

9,779,512 views



KIỂM SOÁT MÙI, TỰ TIN TRƯỚC GIÓ

1,728,234 views



Lách thật phong cách - Ngô Kiến Huy [OFFICIAL MV]

2,032,370 views



Cùng Comfort Tết Trọn Ngàn Hương

10,068,258 views



Bài Hát BOOM BOOM POW Bảo Vệ Khỏi Mùi Hôi | ▲
Downy

6,940,199 views



TRÀ THẢO MỘC DR THANH: PHỐ HÀNG NÓNG, ▲
MỞ CỬA ĐÓN CHÀO!!!

4,136,449 views



Cô Gái Năm Xưa

1,450,637 views



ViettelStudy - Mang lớp học về nhà

4,074 views



BẾP NHÀ NÊN THƠ - TẬP 1: KHI CHỒNG VÀO
BẾP

782,570 views



Kopiko - Tập 02 - Anh ơi, đợi em 5 phút

249,761 views



The K-POP World Festival is an annual event organized by South Korea's Ministry of Foreign Affairs with the support of numerous government agencies.

After going through a few preliminary rounds, fans of K-pop are invited by the South Korean government to take part in the final round of the competition held every year in Changwon, South Korea..

Guests ~ 34000

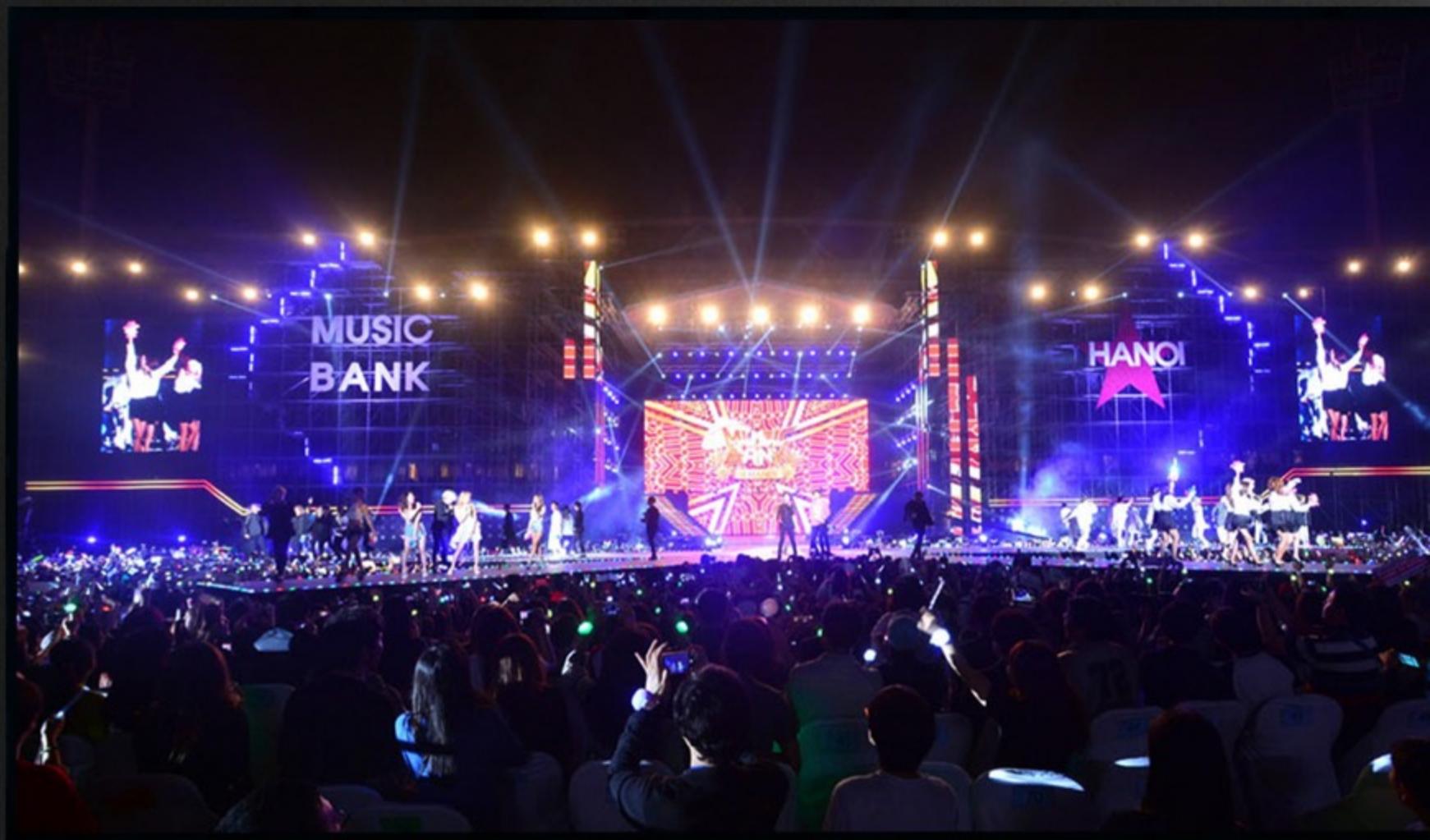




Music Bank is one of the most popular music programmes from Korean Broadcasting System (KBS) in Korea, which is broadcast live on KBS2 domestically, and is available with subtitles on the KBS World Channel, including on its official YouTube stream, two weeks after live broadcast to over 72 countries around the world.

The programme is an opportunity to see both top level K-pop artists and the debuts of up and coming ones. It is a driving force behind the Korean Wave and has a steady fan base around the world as it remains the most accessible of the major K-pop television shows...

Guests ~ 34000



WORK HARD - PLAY HARDER

YOUNGMUSIC *on stage*

"Young music " has a lot of shows with high qualifications which have a great influence on the public and become an official music stage for the young people as well as participating artists.

The shows performed by "Young music" always have presence of many popular artists and celebrities .

These shows have attracted thousands of young people attended and received a lot of positive feedback. "Young music" have always tried our best to create high quality products even more in the future.

Guests: 5000 - 10000



Click here



WORK HARD - PLAY HARDER

YOUNGMUSIC

on stage

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Guests: 5000 - 10000

Click here



A black and white photograph of an airport terminal. In the foreground, several rows of dark, curved airport-style seats are visible, arranged in a staggered pattern. The floor is covered in a light-colored carpet with a subtle geometric or floral pattern. In the background, a few people are walking through the terminal. The ceiling is high with a grid of rectangular fluorescent lights. A large, modern-looking information kiosk or travel agency booth is visible on the right side of the frame.

**Our Network
Partner**

CLIENTS



PR NETWORK



DIGITAL PARTNERS

The Facebook logo is displayed on a blue rounded rectangle. The word "facebook" is written in white lowercase letters.

facebook

The YouTube logo is displayed on a red rounded rectangle. The word "You" is in white, and "Tube" is in a larger, bold red font.

You Tube

The Google logo is displayed on a white rounded rectangle with a light gray shadow. The word "Google" is written in its signature multi-colored font.

Google

The crew





TUAN DANG

PRODUCER

- Producer Manager show Young Music
- Producer Manager show Kpop Festival 2012 concert in Vietnam
- Producer Manager show MusicBank in Ha Noi (KBS Music World Tour 2015)
- Producer Executive show The Voice Kids 2016
- Producer Executive show The Face Vietnam 2016
- Producer Manager show Sing My Song 2016

CREATIVE DIRECTOR

- Budweiser #Samesamebutdifferent 2016
- L' Oréal Paris #Beauty Diary

PR MANAGEMENT

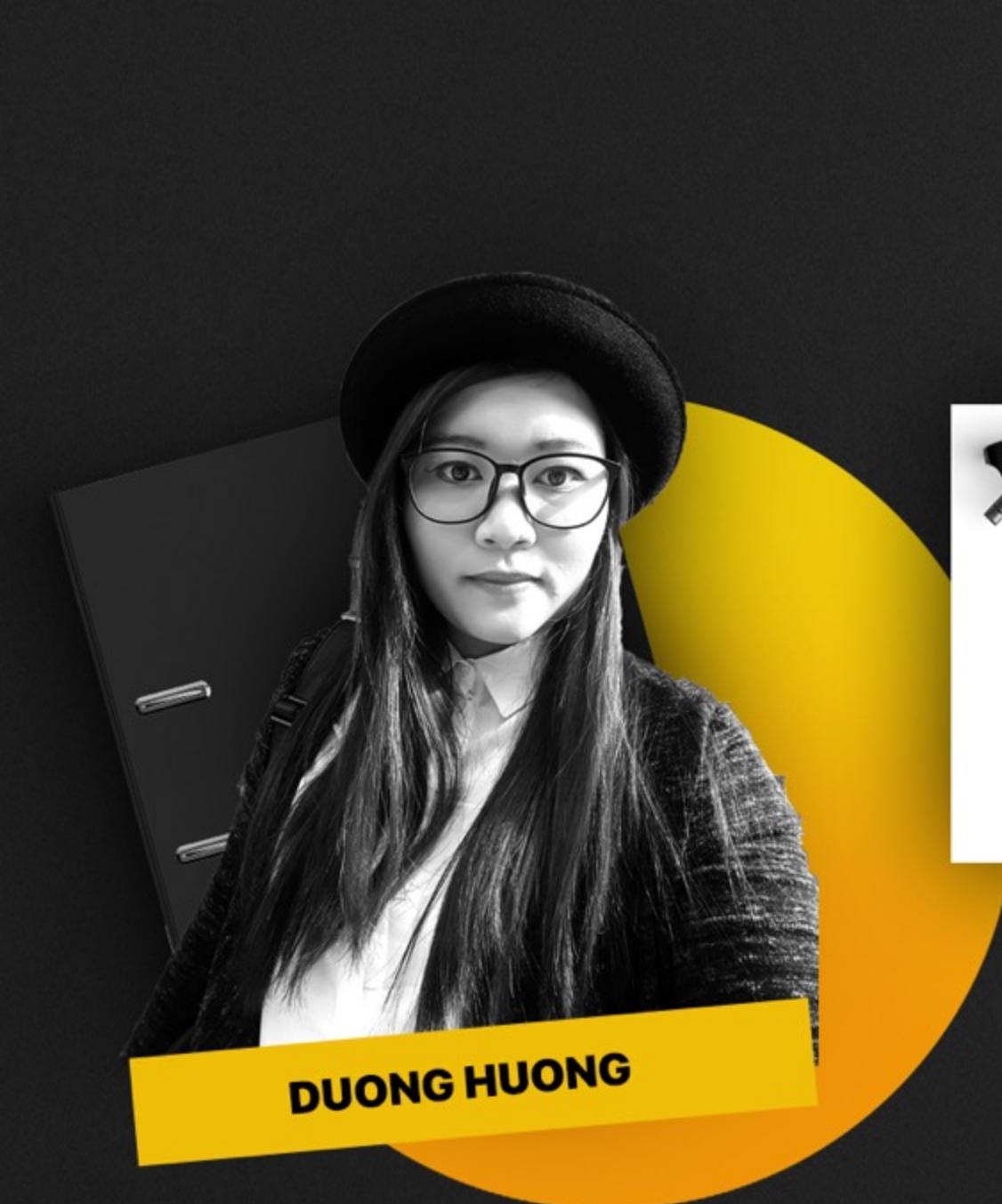
- Show Kpop Festival 2012
- Budweiser The Remix 2016
- Pr Manager at Cát Tiên Sa Media Group

5 YEARS EXPERIENCE OF JOURNALISM

1 YEARS EXPERIENCE OPERATING THE COMPANY (C.E.O Vmelody of CTS MEDIA GROUP)

3 YEARS CREATIVE EXPERIENCE & TALENT MANAGEMENT





DUONG HUONG



5 years experience of Talent Management

Creative Director of Mix166

A place for DJs and people who like Dance Music





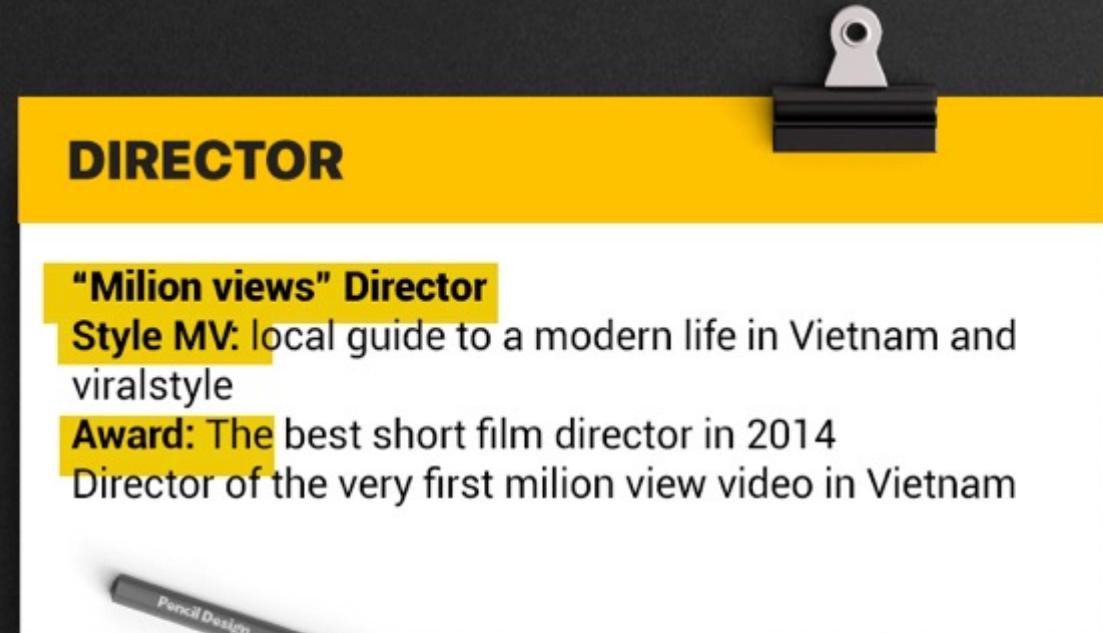
DIRECTOR

"Milion views" Director

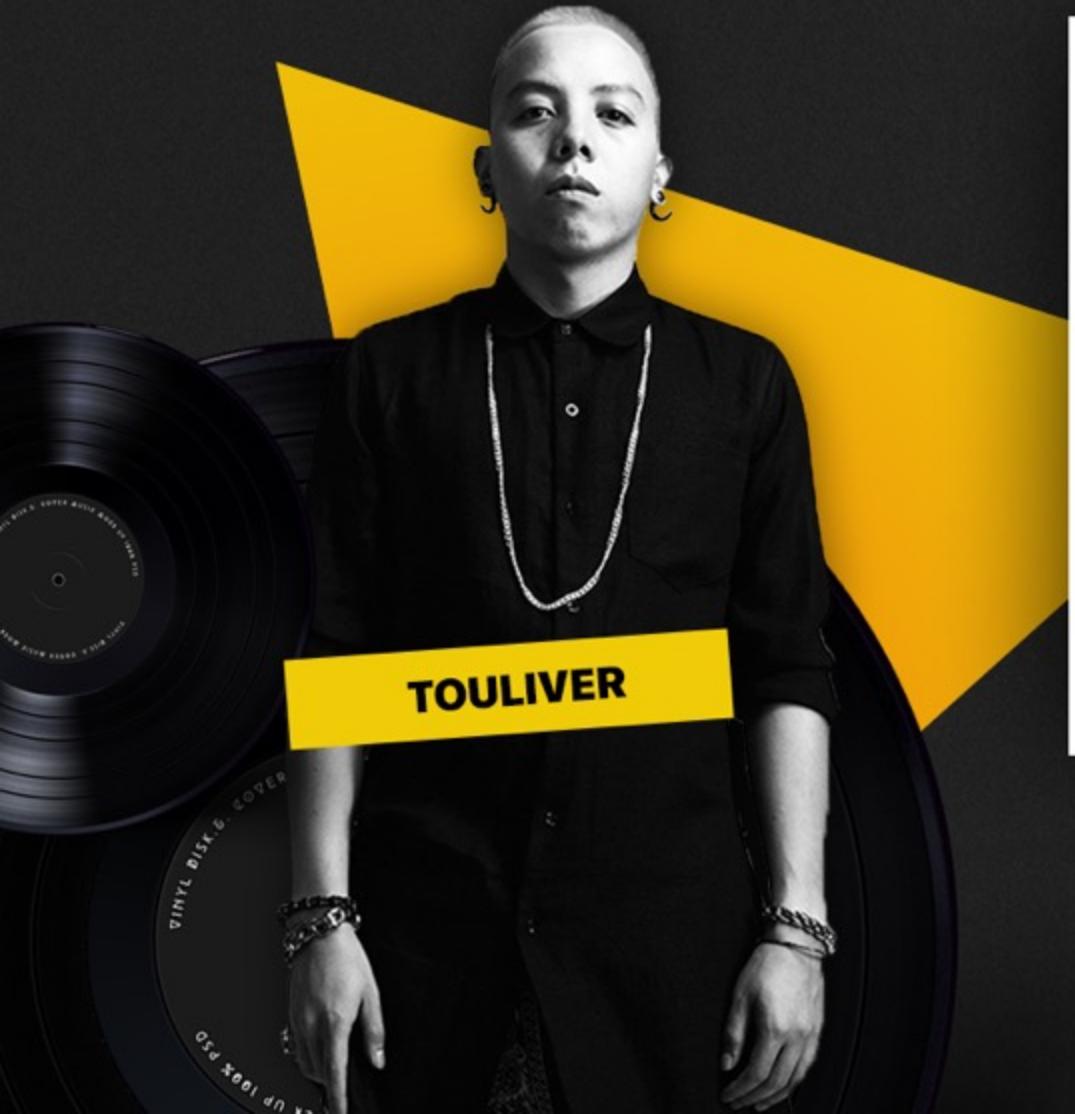
Style MV: local guide to a modern life in Vietnam and viralstyle

Award: The best short film director in 2014

Director of the very first milion view video in Vietnam



Easy. Quick. Creative.
Scene creator
Create yours



TOULIVER

One of the best EDM Producers in Vietnam

Founder of SpaceSpekers

Best viral dance Song of 2015- "Vũ điệu cồng chiêng"

Award: Top 3 The Remix 2015

Producer of the year "Làn Sóng Xanh 2015"

Influencer – We choice 2015

Easy . Quick . Creative
Create yours
Scene creator

TALENTS

Model



Phương Anh Phí

Followed by 278,011 people



Phí Quỳnh Anh (Quynh Anh Shyn)

Followed by 914,256 people



Ngân Kim Hoàng (Sa Lim)

Followed by 295,562 people

Actress, model



Phương Ly Trần (MayLily)

Followed by 256,470 people

Hotgirl

TALENTS

Vlogger, Actor



JNevermind •
@JNevermind.FP

2,538,077 people like this
2,507,056 people follow this



HuyMeProductions •
@HuyMeProductions

1,421,504 people like this
1,410,761 people follow this



An Nguy •
@an.nguy.31

3,358,374 people like this
3,333,087 people follow this



JustaTee •
@justatee

1,035,079 people like this
1,026,711 people follow this

Vlogger

Singer

TALENTS

Actress



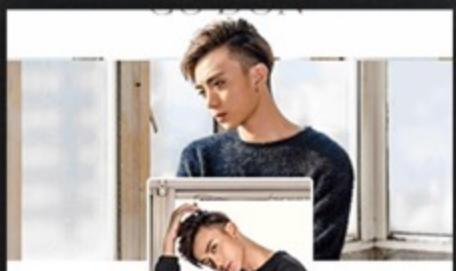
Tóc Tiên ✅
@TocTienOfficial

1,180,814 people like this
1,179,196 people follow this



Emily ✅
@fc.emilyvn

2,640,253 people like this
2,548,055 people follow this



Sơn Hoàng Nguyễn (Soobin)

Followed by 681,183 people



Trần Quốc Anh (B Trần)

Followed by 764,377 people

Singer

Actor. Model



Tuan Dang

Business Manager

Level 46, Bitexco Financial Tower,
2 Hai Trieu Str.Ben Nghe ward, Dist. 1,
Ho Chi Minh, Vietnam

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tuantang@goldenunion.vn



CALL US NOW, HESITATE NO MORE

TUAN DANG, 0977 556 111