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Final Project

**REPOSITIONING MILWAUKEE IN VIETNAM: STRATEGIC INSIGHTS INTO
BRAND PERCEPTION AND PRICE SENSITIVITY IN THE PROFESSIONAL
TOOLS MARKET**

Professor Jean-Pierre Baeyens
Student: Phan Ngoc Quynh Huong
Tran Thi Thanh Ha

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1. Executive summary

1.1.

Over the past five years, Milwaukee has entered the Vietnamese market with a strong global reputation and a portfolio of high-performance cordless tools. However, despite clear functional advantages, like safety, portability, and long-term cost savings, the brand is still struggling to gain traction locally. The biggest issue is not the product, but perception.

This project dives into the core barriers preventing Milwaukee from scaling in Vietnam: limited brand awareness, pricing objections, and a critical misperception as many people still think it's a Chinese brand, not an American one. That misalignment between what the brand is and how it's seen is what this project aims to address.

By combining market research, competitive analysis, and insight into how Vietnamese professionals choose their tools, we have built a communication strategy that reframes Milwaukee for what it truly is: a premium American technology brand made for serious professionals. The strategy focuses on clarifying its value, reconnecting with its origin story, and choosing the right messages, channels, and touchpoints to reach the right people, especially those in HVAC and electrical sectors.

What follows is not just a branding proposal, but a practical roadmap for repositioning Milwaukee in a market where trust, function, and perceived value matter more than ever.

2. Introduction

2.1. Project rationale

Milwaukee is a well-known power tool brand in many countries. It is famous for high-quality cordless tools used by professionals. However, in Vietnam, the brand has not grown as expected. This is not because of product problems, but because of how people see the brand. Many Vietnamese workers are not familiar with Milwaukee, or they think it is a Chinese brand. Also, some believe the tools are too expensive. In a market where price and trust are important, this makes it difficult for Milwaukee to compete. This project was developed to help the brand improve its image and attract more users in Vietnam.

2.2. Brand and market context

Milwaukee is an American company known for advanced cordless tools used in industries like construction, HVAC, and electrical work. In Vietnam, the tool market is already very competitive. Brands like Bosch, Makita, and Dewalt are better known and trusted by local users. Vietnamese workers often care about cost and choose tools that seem more affordable, even if they are lower in quality. Also, there is confusion about Milwaukee's origin. Some people think it is Chinese, which lowers trust. This makes it harder for the brand to explain why its tools are worth the higher price.

2.3. Problem statement

Milwaukee has three main problems in the Vietnamese market:

- Many people do not know the brand well.
- Customers think the tools are too expensive.
- The brand is often mistaken for a Chinese brand, not an American one.

These problems affect how workers and businesses see Milwaukee. Even though the tools are very good, the brand is not growing as fast as expected.

2.4. Objectives and scope

This project has the following goals:

Main Goal: Reposition Milwaukee as the top American tool brand for Vietnamese professionals.

- **Focus:** Correct origin confusion and shift focus from price to long-term value. Highlight U.S. heritage, superior engineering, and durability to build trust and prove premium status.

2. Second Goal: Encourage Product Trial and Purchase by Showing Clear Benefits.

- **Focus:** Overcome price concerns through hands-on demos. Show how Milwaukee tools offer clear advantages in safety, efficiency, and long-term savings. Direct trial proves their worth.

3. Third Goal: Build a Loyal Community and Generate Real User Stories.

- **Focus:** Use peer recommendations and user content to build trust and loyalty. Empower users to become brand champions through their real-world experiences, driving organic growth and retention.

3. Situation analysis

3.1. Market overview

Vietnam's power tools market is growing steadily, driven by the country's expanding construction, infrastructure, and manufacturing sectors. Segments such as HVAC, MEP, and civil works are becoming more professionalized, opening the door for advanced cordless technologies. Key highlights are presented below:

- The power tools market in Vietnam was valued at approximately USD 1.3 billion in 2023 (Ken Research).
- The construction equipment segment reached 6.12 thousand units in 2023 and is projected to grow to 7.90 thousand units by 2029, with a CAGR of 4.35% (Arizton).
- Vietnam's broader construction market is expected to grow from USD 68.75 billion in 2024 to USD 110.42 billion by 2030, at a CAGR of 8.1% (Mordor Intelligence).
- Demand for cordless power tools is gradually rising in urban areas due to increasing concerns over safety, mobility, and noise reduction, especially in HVAC and indoor applications.

Pestel Analysis:

Factor	Relevance to Milwaukee Vietnam
Political	Regulations on tool safety, import tariffs, and workplace standards.
Economic	Fuel cost vs. electricity, rising input costs, price-sensitive purchasing.
Social	Deep discounting mindset; legacy usage of gasoline/corded tools.
Technological	Increased interest in lithium battery tools and smart diagnostics.
Legal	Safety compliance, warranty enforcement, and local standards.
Environmental	Cordless tools offer cleaner, quieter operation; aligns with green trends.

Milwaukee Vietnam at a glance:

- Entered the Vietnamese market in 2019.

- Operates via 58 distributors and 124 sub-dealers nationwide.
- Offers over 300 SKUs, primarily in cordless drills, wrenches, saws, and accessories.
- Estimated annual revenue in Vietnam: 326 billion VND
- Year-over-year revenue growth (2024 vs. 2023): 32%
- Key focus segments: HVAC contractors, electricians, infrastructure teams.
- Current market stage: early penetration, with limited top-of-mind awareness outside of trade circles.

Key commercial insight:

82% of total sales come from promotion-based activities, with full-price (“normal”) sales accounting for a small minority.

- Reflects a strongly price-sensitive mindset, even among B2B/professional users.
- Indicates a transactional purchase pattern: most customers wait for discounts rather than respond to brand equity.

Purchase Funnel (Current Customer Behavior)

Stage	Customer Behavior	Milwaukee's Current Challenge
Awareness	Low brand recognition in general population	Limited exposure outside B2B trade circuits; minimal brand campaigns.
Consideration	Compares Milwaukee with Bosch, Makita, and cheaper alternatives	Benefits under-communicated; perceived as expensive.
Purchase	Only triggered during promotions	Struggles to generate full-price purchases; highly transactional behavior.
Post-purchase	Low engagement unless re-promoted	Minimal loyalty-building; retention tied to continued discounting.

Milwaukee strategic direction (2024–2025):

Due to these behavioral patterns, Milwaukee Vietnam is currently prioritizing conversion-based communication over brand-building.

- Campaigns are focused on capturing market share through trial, in-store activation, and dealer support.

→ Performance KPIs (reach, engagement, brand love) are secondary to metrics such as purchase conversion, demo participation, and post-purchase retention.

→ Digital content (Facebook, Zalo) is mostly tactical, with limited investment in storytelling or emotional branding at this stage.

Structural market barriers:

- Corded and gasoline-powered tools continue to dominate among legacy users.
- Cordless adoption is increasing in urban projects, but still viewed as expensive and “non-essential” by many field operators.
- Short-term thinking and a “tool = cost” mindset reduce openness to long-term ROI narratives, especially for higher-priced SKUs.

Ansoff Matrix

Strategy Type	Application to Milwaukee Vietnam
Market Penetration	Focus on converting professional users (e.g., HVAC, electricians) via promotions, demos, and trials.
Market Development	Expand reach to factories, industrial agencies, repair centers, and institutional contractors.
Product Development	Introduce localized kits, hand tool bundles, or accessory packs tailored to Vietnamese use cases.
Diversification	Extend into adjacent categories such as hand tools, accessories, and light gardening equipment.

3.2. Competitor snapshot

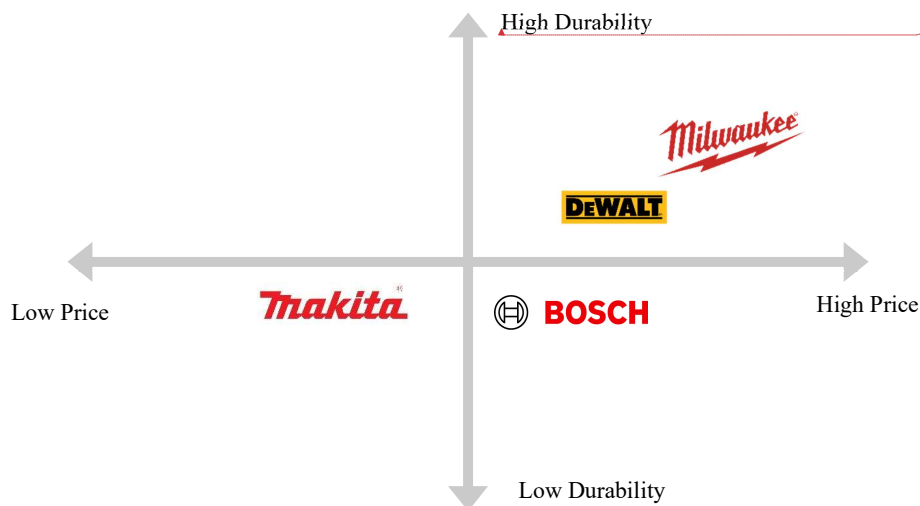
Milwaukee competes in the premium cordless tools segment, which is still relatively niche in Vietnam but gaining traction. Key competitors are presented as below:

- Bosch: Widely recognized and trusted in Vietnam, with strong distribution both offline and online. Offers a mix of corded and cordless tools.
- Makita: Known for reliability and versatility, Makita maintains a solid presence across segments and is typically more affordable than Milwaukee.
- Dewalt: A fellow American brand with similar positioning, though it has limited market visibility and reach.

There are three major challenges Milwaukee is currently facing:

- Limited awareness despite global credibility.
- Misconceptions about brand origin, often mistaken for a Chinese brand due to its acquisition by TTI (Hong Kong).
- Lack of strong local presence in traditional tool retailers or e-commerce platforms.

Perceptual Map 1: Price vs. Durability (Product Fit)



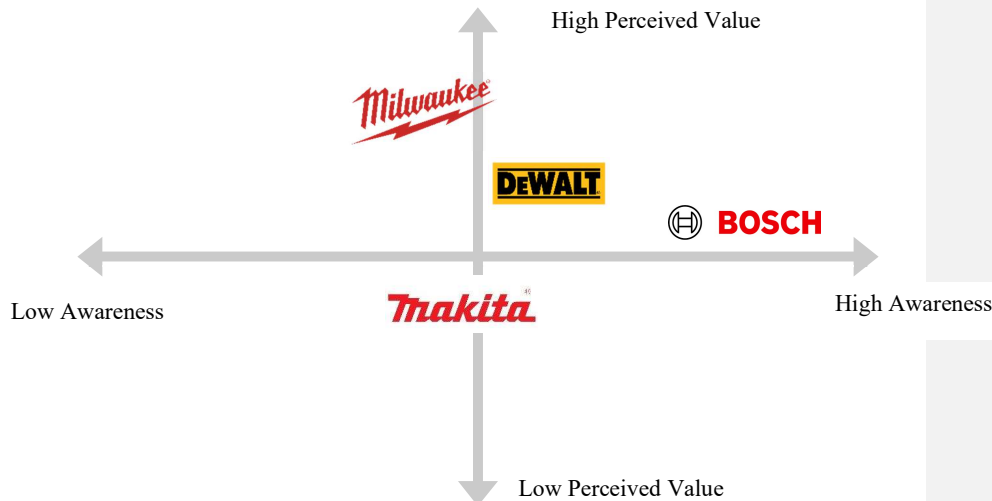
Perceptual Map 1: Price vs. Durability

Perceptual map 1 reflects how Vietnamese professionals perceive major tool brands. Milwaukee stands out as highly durable but also the most expensive, which fits its positioning—but also creates resistance among price-sensitive users unfamiliar with its long-term value.

Bosch and Makita are seen as more affordable but less trusted for heavy-duty work. DeWalt sits in the middle, offering decent durability at a slightly lower cost.

The core insight: Milwaukee's durability is respected—but not yet experienced by enough users. Many still compare on upfront price. This gap highlights the urgent need for trial-based campaigns, hands-on demos, and social proof to shift perception from "expensive" to "worth it."

Perceptual Map 2: Brand Awareness vs. Perceived Value (Brand Barrier)

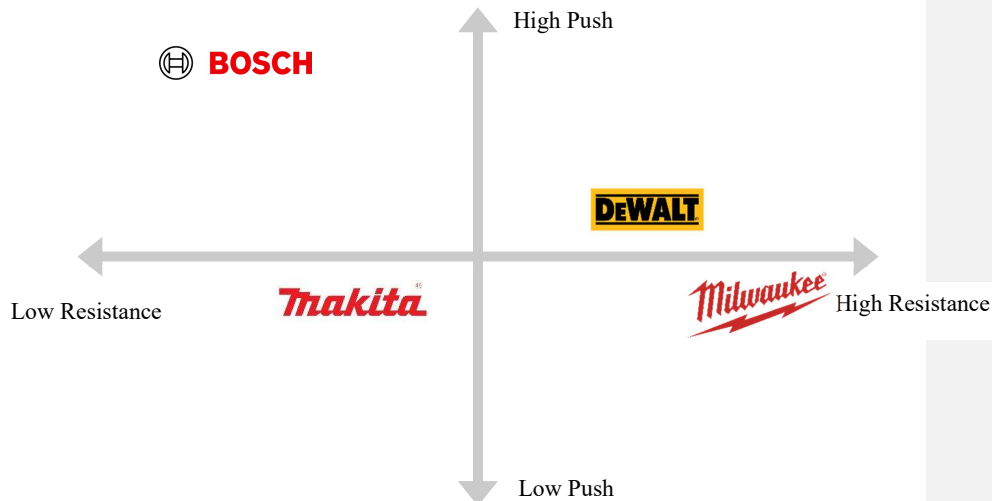


Perceptual Map 2: Brand Awareness vs. Perceived Value

Perceptual map 2 explores the brand's visibility in the market versus how much value users associate with it. The goal is to understand if a brand is well-known and whether that awareness leads to strong perceptions of quality, usefulness, or worth.

Bosch is both widely known and seen as valuable — a result of its broad distribution and heavy local presence. Milwaukee sits in the low-awareness but high-value quadrant, indicating that those who know and use the brand appreciate its performance, but it remains under the radar for many. In contrast, Makita and DeWalt have good awareness, but their perceived value has eroded — possibly due to inconsistent performance or limited innovation.

This signals a clear action path for Milwaukee: boost brand exposure while maintaining its product credibility. It doesn't need to rework its tools — it needs more Vietnamese tradespeople to try them. Campaigns should focus on visibility, demos, and real stories to close the awareness gap without diluting value.

Perceptual Map 3: Retail Push vs. User Resistance (Market Friction)

This map assesses how actively distributors promote each brand (push) versus how much hesitation users show before purchasing (resistance). The aim is to uncover hidden barriers in the go-to-market pipeline — especially in a category where both retail influence and peer advice play major roles.

Bosch again leads with high retailer support and low user resistance. It's easy to find, trusted, and often recommended by store staff. Milwaukee struggles on both fronts: retailers rarely push it, and users hesitate due to unfamiliarity, platform switching cost, or lack of first-hand reviews. DeWalt is pushed harder but still faces resistance, while Makita stays in a low-effort, low-friction zone — usually a default choice for low-stakes buyers.

Milwaukee needs a dual-front strategy here. On one side, empower retailers with training, incentive schemes, and better margin stories to drive recommendations. On the other, reduce user resistance through sampling, peer advocacy, and clearer onboarding — especially for those switching from corded or gasoline tools.

3.3. Consumer insight

Based on secondary research and early discussions with industry contacts, several behavioral patterns stand out among Vietnamese tool users:

- Price-first mentality: Most buyers, especially contractors and small businesses, evaluate tools based on upfront price rather than lifetime cost efficiency. For example, cordless tools are often perceived as “too expensive” without considering fuel savings, safety, or reduced maintenance.
- Low brand loyalty: Except for long-time users of Bosch or Makita, many customers are willing to switch brands based on price promotions or peer suggestions.
- Perception gap:
 - o Milwaukee’s benefits (lightweight, safe, cordless) are not clearly understood.
 - o Many believe Milwaukee is a Chinese or regional brand, which hurts its premium American positioning.
- Hands-on trial matters: Contractors and technicians trust what they can see and touch. In this segment, tool demonstrations often convert better than brochures or digital ads.

Job-to-be-done

“When I’m on-site and under time pressure, I want a tool that’s safe, reliable, and easy to carry, so I can finish the job quickly without worrying about breakdowns or hazards.”

3.4. Key barriers

Despite Milwaukee’s clear functional strengths, several barriers currently limit its ability to scale in Vietnam:

- Upfront pricing concerns: Battery-powered tools are seen as costly, and their long-term value (fuel savings, reduced hazards) isn’t well communicated.
- Consumer habit inertia: Many users still prefer gasoline or corded tools, which they associate with power and reliability.
- Lack of product education: Milwaukee’s M12™ and M18™ battery platforms, safety features, and long-term savings are not widely understood.
- Brand origin confusion: Although an American brand, Milwaukee is often mistaken as “not really American” due to its acquisition by a Hong Kong-based company.
- Distribution gaps: Limited availability in hardware stores, modern trade channels, and popular online marketplaces.

4. Strategy development

4.1. Communication objective

Objective 1: Reposition Milwaukee as a high-performance, American-engineered cordless solution built for professionals

Priority 1: Brand Positioning

- Focus on shifting perception from “overpriced” to “long-term professional value.”
- Drive awareness of U.S. heritage, durability, and ecosystem advantage (M12/M18 platform).

Objective 2: Drive product trial and conversion among target tradespeople through demo-based and trade-in activations

Priority 2: Conversion & Trial

- Remove barriers to entry with on-site testing, promotions, and first-time incentives.
- Move beyond passive awareness to action

Objective 3: Foster community advocacy and peer-led social proof to build trust and retention

Priority 3: Loyalty & Advocacy

- Empower users and KOCs to share hands-on experiences
- Strengthen user belief through real user content, not advertising.

4.2. Target audience

Primary Target (End-Users – Pull Strategy): Professional Tradespeople and Technicians

This group includes experienced workers in HVAC, electrical, and construction fields who are the ultimate users of power tools.

- Typically, men aged 25–45, hands-on, and often working in physically demanding environments.
- Most are self-employed or work for small contractors with limited budgets but clear performance expectations.
- They prioritize durability, battery life, and ease of handling, especially in challenging Vietnamese conditions (e.g. heat, dust, humidity).
- Peer influence and real-world testing strongly affect their tool choice.
- They value tools that can help them finish jobs faster, safer, and with fewer breakdowns.

Secondary Target (Retailers & Wholesalers – Push Strategy): Retail Gatekeepers & Store Managers

This includes authorized resellers, store owners, and purchasing decision-makers in wholesale and retail hardware environments.

- Often aged 35–55, with years of experience in distribution or retail operations.
- Their top priorities are sales margin, stock turnover, and after-sales support.
- They tend to recommend brands they trust or those with higher push incentives.
- If convinced of Milwaukee's value, they can play a key role in introducing the brand to end-users.
- They are more influenced by profitability, warranty support, and brand credibility than technical specs alone.

4.3. Messaging strategy

Milwaukee's challenge in Vietnam is not product performance but misperception. The core of this messaging strategy is to reposition Milwaukee not only as a tool but as a professional partner built on American innovation and trust.

Milwaukee: RedPower. Superior Technology, The Professional's Partner."

"**Superior Technology**": Instead of directly stating "American engineering" or "U.S. heritage," this phrase implies advanced innovation, cutting-edge techniques, and high quality.



These are key strengths of Milwaukee and align with the objective of highlighting "superior engineering."

"The Professional's Partner": This phrase positions Milwaukee not just as a tool but as a reliable companion. It directly supports the objective to "increase trust and interest" and "build a loyal community," subtly suggesting an established, global brand of quality without specific geographical ties. It also aids in shifting perception from "expensive" to "valuable" and "long-term investment."

Milwaukee aims to position itself in Vietnam as a high-performance cordless tool brand, trusted by professionals and rooted in American engineering excellence. The revised brand message reflects both its global legacy and local relevance. We applied the Benefit Ladder framework:

Level	Example
Feature	M18™ battery platform with brushless motor
Functional Benefit	Longer runtime, less overheating, fits many tools
Emotional Benefit	I feel confident and in control on the job
Brand Value	Milwaukee helps professionals work smarter, not harder

4.4. Channel planning

Given Milwaukee's positioning as a professional-grade, high-performance tool brand—and the strong presence of legacy behaviors in the Vietnamese market—channel planning must go beyond awareness to drive education, conversion, and brand reassurance. Channels are selected based on their ability to match Milwaukee's segmented objectives: reach potential users, build trust, and enable product trial or demonstration.

❖ Key Channel Roles and Rationale:

➤ Facebook (Owned & Paid):

Still dominant in Vietnam across B2C and B2B interactions. Ideal for lead generation, demo event promotion, and content retargeting. Highly relevant for working-class male professionals aged 25–45.

➤ TikTok (Paid & Earned):

Leverages emotional storytelling and product showcase. Especially effective for building intrigue, demonstrating product use cases in short-form video, and amplifying user-generated content.

➤ **Zalo (Owned):**

Popular among field contractors and site managers; used for CRM and demo sign-ups. Integration with messaging supports direct nurturing.

➤ **YouTube (Owned & Paid):**

Hosts long-form review and tutorial content for electricians, HVAC specialists, and industrial technicians. Especially effective in the consideration and decision phases.

➤ **Retail & On-ground activations (Earned & Owned):**

Key for physical trial of cordless tools. Activations at job sites, workshops, and B2B hardware expos help overcome category unfamiliarity.

➤ **Influencer & Trade KOL networks (Paid/Earned):**

Micro-experts (craftsmen, site engineers) are trusted voices. Collaboration should focus on trust-building and education, not just reach.

❖ **Channel Mapping by Funnel Stage:**

Funnel Stage	Main Channels	Objectives
Awareness	TikTok, YouTube Ads, Facebook Ads	Generate intrigue and initial recall
Consideration	YouTube reviews, Zalo, Influencers	Educate on product benefits
Purchase	Facebook retargeting, Zalo CRM, Retail Demos	Trigger conversion
Loyalty	Zalo push, Workshop invites, FB Groups	Nurture users and encourage advocacy

5. Execution plan

5.1. Key campaign ideas

Campaign Slogan: **"Unleash the Red Power. Repower Your Ambition."**

Key Campaign Idea: **Milwaukee Red Power Unleashed Tour**

The core campaign idea is a dynamic, multi-city experiential tour, bringing "Red Power" directly to professionals. This immersive, high-impact event integrates elements from previous campaigns, enabling participants to genuinely **"Unleash the Red Power"** and **"Repower Their Ambition"** through direct, tangible engagement.

Its core objectives are threefold:



- **Correct Brand Perception & Build Trust:** We'll do this by offering direct, high-quality "Red Power" experiences, really showing its true origin and top-notch qualities.
- **Drive Product Trial & Conversion:** The goal here is to make it easy for pros to try and adopt immediately through hands-on engagement and special offers.
- **Foster Community & Advocacy:** This means building a strong community and encouraging pros to champion the brand by creating memorable shared experiences and places for them to connect.

Objective 1: Correct Brand Perception & Build Trust

This objective aims to establish Milwaukee's credibility by showcasing its distinctive "Red Power" (rooted in "Superior Technology"), which enables professionals to "Repower" their work, solidifying its role as "The Professional's Partner."

- **Campaign Module:** RedStories. Real Glories.
- **Keyhook:** "Witness the Red Power: Real Stories, Real Impact."
- **Target Audience (TA):**
 - Main: 25–45 y/o male workers;
 - Sub: Aspiring team leads.
- **Channels:** YouTube, Facebook, TikTok.
- **Tactics Execution:** Produce compelling docu-style storytelling videos featuring actual customer transformations. These narratives will vividly showcase how Milwaukee's "Superior Technology" and distinctive "Red Power" help professionals "Repower" their work by achieving new levels of safety, speed, and efficiency. Focus on authentic stories that implicitly clarify brand origin through demonstrated unique quality and reliability.
- **Expected Impact:** Significantly enhanced brand credibility and reputation; improved perception of Milwaukee's unique quality and true origin; increased emotional resonance and deeper trust in Milwaukee as "The Professional's Partner" that delivers "Red Power."

Objective 2: Drive Product Trial & Conversion

This objective focuses on directly demonstrating how Milwaukee's "Superior Technology" delivers "Red Power," enabling users to "Repower" their work, facilitating hands-on experience and driving purchases to embrace "The Professional's Partner."

- **Campaign Module:** RedTest. RedBest.
- **Keyhook:** "Feel the Red Power: Experience Efficiency. Repower Your Work."
- **Target Audience (TA):**
 - Main: Mid-career technicians;
 - Sub: Jobsite users skeptical of cordless tools.
- **Channels:** On-ground activations, Facebook Live, TikTok.
- **Tactics Execution:** Deploy mobile demo trucks to key locations for hands-on product trials, allowing professionals to feel the unique "Red Power" firsthand. Organize timed tool competitions that vividly showcase the raw strength, speed, and efficiency derived

from Milwaukee's "Superior Technology." Offer attractive rewards like rental vouchers or social media shoutouts to encourage active participation and conversion, proving the "Repower" effect on efficiency.

- **Expected Impact:** Direct product experience leading to increased trial rates and overcoming initial price objections; significant generation of qualified leads; accelerated initial purchases by demonstrating tangible long-term value and immediate benefits of Milwaukee's "Red Power" in "Repowering" their tasks.

Objective 3: Foster Community & Advocacy

This objective empowers users to share their positive experiences with Milwaukee's "Red Power" (enabled by "Superior Technology") and its ability to "Repower" their work. It actively encourages participation, strengthening the bond with "The Professional's Partner," and promoting authentic peer-to-peer recommendation.

- **Campaign Module:** RedVoice. Your Choice.
- **Keyhook:** "Your Voice, Our Red Power: Repower the Community."
- **Target Audience (TA):**
 - Main: Facebook/TikTok active blue-collar workers;
 - Sub: Peer influencer technicians.
- **Channels:** Owned social platforms (Facebook, TikTok), dedicated user-generated content submission channels.
- **Tactics Execution:** Launch compelling UGC campaigns encouraging users to submit videos of their tool tips, product reviews, or daily work showcases. The content should highlight how Milwaukee's "Red Power" (its distinctive high performance) helps them "Repower" their daily tasks and overcome challenges. Implement content boosting strategies for wider reach; facilitate community voting or contests for the most impactful content to drive engagement.
- **Expected Impact:** Increased brand loyalty and deep user engagement; generation of highly authentic social proof through peer recommendations; creation of a vibrant and active user community, leveraging collective voices to significantly "Repower" the brand's organic reach and credibility with the power of the "Red" community.

5.2. Customer Persona Profiles

To drive Milwaukee's growth in Vietnam, we focus on two core personas—one primary and one secondary—who play distinct but interconnected roles in influencing purchase and conversion.

❖ Persona 1 – Mr. Đăng - The Skilled Tradesman

Demographic:

- Male, aged 32
- Based in industrial zones - Binh Duong

- Mid-income, often self-employed or part of 3–10-man teams

Psychographics:

- Proud of their skill, reputation, and tools
- Values reliability, power, and long-term investment
- Wary of “trendy” brands; prefers peer recommendations
- Price-sensitive, but willing to pay if convinced of ROI

Behavioral Traits:

- Research tools via YouTube, Facebook Groups, in-store demos
- Responds well to demo challenges and word-of-mouth from coworkers
- Follows other technicians on social media for hacks/reviews
- Often waits for promotions or bundles to make purchase

Pain Points:

- Bad past experiences with short-lifespan tools
- Frustrated with heavy, noisy, or overheating tools
- Sceptical of brand claims—wants to test firsthand

What Converts Them:

- Seeing tool performance in action
- Trusting real users over ads
- Smart bundles or trade-in promotions
- Long-term savings (less downtime, fuel, etc.)

❖ Persona 2 – Mr.Tập - The Retail Gatekeeper**Demographic:**

- Male, aged 45
- Based in HCMC
- Operates or manages hardware stores, tool chains, or distributor networks

Psychographics:

- Cares about profit margin, return rates, and after-sales support

- Doesn't want high-risk or "hard-to-sell" inventory
- Values trust, training, and stable relationships with suppliers

Behavioural Traits:

- Actively influenced by distributor incentives and sales visits
- Recommends products to customers based on perceived quality & profit
- Attends trade shows, vendor demos, or factory visits
- May sell multiple brands—loyalty depends on treatment & support

Pain Points:

- Products with low pull-through or slow sales velocity
- Brands that don't invest in customer education or store-level support

What Converts Them:

- Confidence in product quality (to avoid returns/complaints)
- Incentive structures and co-branded promotions
- Brand training, POS materials, and demo kits
- Visible customer demand via media presence or testimonials

5.3. Media Mix & POEM Integration

To effectively reposition Milwaukee in the Vietnamese market, a comprehensive media mix integrating Paid, Owned, and Earned (POEM) channels is essential. This approach ensures broad reach, controlled messaging, and authentic brand advocacy.

Media Type	Channel(s)	Role/Objective	Key Tactics
PAID	Targeted Social Media Advertising (Facebook, YouTube)	Lead generation, demo promotion, content retargeting	Hyper-targeting ads to trade groups based on job titles/interests
	Google Search Ads	Capture high-intent users researching tool purchases	Target keywords like "máy khoan pin Milwaukee," "dụng cụ điện cầm tay Mỹ"
	Native Advertising on Industry News Sites	Blend promotional content with editorial for credibility	Partner with Vietnamese construction/engineering websites
	E-commerce Platform Ads (Shopee, Lazada, Tiki)	Increase visibility where price-sensitive customers start searches	Direct traffic to official product listings or dealer pages
Owned	Localized Website/Landing Pages	Emphasize American heritage, innovation, and local relevance	Dedicated Vietnamese website with localized imagery, testimonials, "About Us"
	Zalo Official Account	CRM, demo sign-ups, direct nurturing, product Browse	Broadcast new products, maintenance tips, exclusive promotions; Zalo Shop features
	Comprehensive YouTube Channel	Host long-form reviews, tutorials, enhance consideration/decision	Detailed product demos, "How-to" guides, comparisons, factory tours
	Knowledge Hub/Blog	Position Milwaukee as an industry authority	Articles on tool maintenance, industry trends, safety, success stories
Earned	Public Relations (PR) with Trade Publications	Build credibility, secure product reviews and features	Engage with Vietnamese trade magazines for reviews, interviews
	Industry Association Partnerships	Build credibility, direct access to key professional segments	Host workshops, provide training, sponsor industry events
	User-Generated Content Contests (RedVoice. Your Choice.)	Generate authentic content, amplify peer-to-peer advocacy	Users submit videos/photos of tools in action; offer prizes
	Job Site Case Studies	Highlight measurable improvements in efficiency, safety, project times	Develop detailed case studies with key contractors; share as white papers/videos

Paid Media:



- **Targeted Social Media Advertising:** Beyond general Facebook and YouTube ads, consider hyper-targeting ads on Facebook to specific trade groups and communities (e.g., "Hội Thợ Điện Việt Nam," "Cộng đồng Kỹ sư HVAC") where professionals actively discuss tools and projects. Utilize Facebook's detailed targeting options to reach individuals based on job titles, interests related to specific trades, and even device usage (to target potential users of higher-end smartphones indicative of professionals).
- **Google Search Ads:** Invest in Google Search Ads for high-intent keywords like "máy khoan pin Milwaukee," "dụng cụ điện cầm tay Mỹ," or "giá Milwaukee chính hãng." This captures demand from users actively researching tool purchases, especially those looking for premium options or verifying brand origin.
- **Native Advertising on Industry News Sites:** Explore partnerships with popular Vietnamese construction, engineering, or industrial news websites (e.g., Xây dựng, Công nghiệp & Đô thị) for native advertising. This blends promotional content with editorial, making it less intrusive and more credible to a professional audience.
- **E-commerce Platform Ads:** While direct sales may be limited, run ads on major Vietnamese e-commerce platforms like Shopee, Lazada, and Tiki to direct traffic to Milwaukee's official product listings or authorized dealer pages. This increases visibility where price-sensitive customers often begin their search.

Owned Media:

- **Localized Website/Landing Pages:** Develop a dedicated Vietnamese website or specific landing pages for campaigns that are not just translated but localized in terms of imagery, testimonials, and content relevant to Vietnamese construction and industrial practices. Include a clear "About Us" section that emphasizes Milwaukee's American heritage and innovation.
- **Zalo Official Account Enhancement:** Beyond CRM and demo sign-ups, fully leverage Zalo's broadcasting features for regular updates on new products, maintenance tips, and exclusive promotions for followers. Implement Zalo Shop features for seamless product Browse and direct inquiries.
- **Comprehensive YouTube Channel:** Create a rich YouTube content library featuring:

- Detailed product demonstrations for Vietnamese use cases (e.g., showing a Milwaukee drill handling specific types of Vietnamese building materials).
- "How-to" guides for common professional tasks using Milwaukee tools.
- "Milwaukee vs. Competitor" (blind or open) comparison videos focusing on performance metrics relevant to Vietnamese users (e.g., battery life in high humidity, durability in dusty environments).
- Factory tours (if possible, with Vietnamese narration) to highlight American manufacturing quality and reinforce brand origin.
- **Knowledge Hub/Blog:** Establish an online knowledge hub or blog on the Milwaukee Vietnam website, featuring articles on tool maintenance, industry trends, safety best practices, and success stories of Vietnamese professionals using Milwaukee tools. This positions Milwaukee as an industry authority.

Earned Media:

- **Public Relations (PR) with Trade Publications:** Actively engage with Vietnamese trade magazines and online publications (e.g., Tạp chí Xây dựng, Diễn đàn Kỹ thuật) for product reviews, feature articles on Milwaukee's technology, and interviews with Milwaukee executives or local success stories. Focus on Milwaukee's innovation, safety features, and long-term value.
- **Industry Association Partnerships:** Partner with relevant Vietnamese industry associations (e.g., Vietnam Association of Construction Contractors, Vietnam Electrical Engineering Association) to host workshops, provide training, or sponsor industry events. This builds credibility and provides direct access to key professional segments.
- **User-Generated Content Contests (RedVoice. Your Choice.):** Expand on the "RedVoice. Your Choice." campaign by running monthly or quarterly contests where users submit videos or photos showcasing their Milwaukee tools in action, tackling challenging jobs. Offer attractive prizes (e.g., new Milwaukee tools, merchandise) to incentivize participation and generate authentic content. Feature winners prominently on owned channels.
- **Job Site Case Studies:** Collaborate with key contractors or companies in the HVAC and electrical sectors to develop detailed case studies highlighting how Milwaukee tools have led to measurable improvements in efficiency, safety, or project

completion times on real Vietnamese job sites. Share these as white papers or video testimonials.

5.4. Social Media Plan

The social media plan will be strategically implemented across Facebook, TikTok, and Zalo, with YouTube complementing these platforms for longer-form content. Each platform will serve distinct objectives within the customer funnel.

Platform	Objective/Focus	Key Tactics
Facebook	Product education, community engagement, gathering insights, localization	Interactive Q&A Sessions (Facebook Live); Polls and Surveys for user needs; Localized Content Calendar (holidays, cultural events); Active participation/creation in Facebook Groups for specific trades
Tiktok	Driving engagement, user-generated content, showcasing ingenuity	"Milwaukee Challenges" (e.g., speed, durability); "Tool Hacks" Series (clever/unconventional uses); Behind-the-Scenes/Day-in-the-Life videos of pros using tools
Zalo	Personalized support, exclusive offers, streamlining customer journey	Personalized Customer Support via chat; Exclusive Zalo Broadcasts (flash sales, new products); Explore Zalo Mini-App for catalogs, dealer locator, warranty registration
Youtube	In-depth product understanding, expert insights, training	In-depth Product Reviews by Local Experts; Structured Training Series on tool operation/maintenance; Live Q&A with Global Experts

Facebook:

- **Interactive Q&A Sessions:** Host regular "Ask Me Anything" (AMA) sessions on Facebook Live with Milwaukee product experts or Vietnamese trade KOLs to answer

user questions about tool features, maintenance, and specific applications. This directly addresses product education gaps.

- **Polls and Surveys:** Use Facebook's poll and survey features to gather insights into user needs, preferences, and pain points related to tools. This data can inform future content and product development.
- **Localized Content Calendar:** Develop a content calendar that incorporates Vietnamese holidays, cultural events, and industry-specific milestones, creating relevant and engaging posts that resonate locally.
- **Facebook Groups for Specific Trades:** Create or actively participate in Facebook Groups dedicated to electricians, HVAC technicians, or general contractors. Share valuable tips, answer questions, and subtly promote Milwaukee as a solution.

TikTok:

- **"Milwaukee Challenges":** Launch short, engaging video challenges (e.g., "Milwaukee Speed Challenge," "Milwaukee Durability Test") where users demonstrate the tool's performance in creative ways, encouraging user-generated content and viral sharing.
- **"Tool Hacks" Series:** Produce quick, visually appealing TikTok videos showcasing clever "hacks" or unconventional uses for Milwaukee tools, appealing to the ingenuity often found in Vietnamese tradespeople.
- **Behind-the-Scenes/Day-in-the-Life:** Feature short videos showing the daily lives of Vietnamese professionals using Milwaukee tools, emphasizing how the tools make their work easier and more efficient.

Zalo:

- **Personalized Customer Support:** Utilize Zalo's chat features to provide personalized customer support, answer product inquiries, and assist with troubleshooting. This builds trust and addresses the perception gap.
- **Exclusive Zalo Broadcasts:** Send out exclusive notifications to Zalo followers about flash sales, demo events, or new product arrivals before they are announced on other platforms, rewarding loyalty.

YouTube:

- **In-depth Product Reviews by Local Experts:** Commission comprehensive reviews from respected Vietnamese tool reviewers or trade professionals, focusing on practical performance metrics relevant to local conditions (e.g., dust resistance, heat dissipation in hot climates).
- **Training Series:** Develop a structured video training series on various aspects of Milwaukee tools, from basic operation and safety to advanced features and maintenance. Certify completion for users who finish the series, adding value for professionals.
- **Live Q&A with Global Experts:** Occasionally host live Q&A sessions with Milwaukee global product managers or engineers, translated into Vietnamese, to provide deeper insights into the brand's technology and address user questions directly from the source.

5.5. Digital Strategy

The digital strategy for Milwaukee in Vietnam will extend beyond social media to encompass a holistic approach leveraging various online touchpoints for education, conversion, and brand reinforcement.

Category	Component	Description/Purpose
Enhanced Website Experience	Interactive Product Configurators	Allow users to build customized tool kits online tailored to their trade.
	Dealer Locator with Inventory Status	Help customers find authorized dealers and check real-time product availability.
	Customer Testimonial Section	Showcase positive experiences and specific benefits gained by Vietnamese professionals
Targeted Email and SMS Marketing	Segmented Campaigns	Deliver relevant promotions and content based on user behavior and profession
	Abandoned Cart Reminders	Automated reminders for uncompleted purchases on website/e-commerce
	New Product Launch Announcements	Create anticipation and inform subscribers about new products or offers
Online Education Hub	Webinars and Virtual Workshops	Host sessions on relevant topics like tool safety, battery life in Vietnam's climate; offer digital certificates.
	Downloadable Resources	Provide free e-books, safety checklists, project guides relevant to local practices
Partnerships with Local Tech/Trade Platforms	Industry Forums and Boards	Engage in online discussions, provide expert advice, guide conversations toward Milwaukee solutions
	Online Classifieds/Marketplaces	Maintain strategic brand visibility while directing users to official purchase channels

Enhanced Website Experience:

- **Interactive Product Configurators:** Allow users to build their own Milwaukee tool kits online, choosing tools, batteries, and accessories tailored to their specific trade (e.g., HVAC starter kit, electrician's essential pack). This addresses the need for localized kits.
- **Dealer Locator with Inventory Status:** Implement an advanced dealer locator tool on the website that not only shows authorized distributors and sub-dealers but also provides real-time or near-real-time inventory information for key SKUs, helping customers find products quickly.
- **Customer Testimonial Section:** Create a prominent section for video and written testimonials from satisfied Vietnamese professionals, highlighting their experiences and the specific benefits they've gained from using Milwaukee tools.

Targeted Email and SMS Marketing:

- **Segmented Campaigns:** Beyond general newsletters, segment email and SMS campaigns based on user behavior (e.g., those who viewed specific products but didn't purchase, demo attendees, existing One-Key™ users) and profession to deliver highly relevant promotions and content.
- **Abandoned Cart Reminders:** Implement automated email/SMS reminders for users who add items to their cart on the website or partner e-commerce platforms but don't complete the purchase.
- **New Product Launch Announcements:** Use email and SMS to create anticipation and announce new product launches or limited-time offers to a subscribed audience.

Online Education Hub:

- **Webinars and Virtual Workshops:** Host regular webinars or virtual workshops on topics relevant to Vietnamese professionals (e.g., "Best Practices for Cordless Tool Safety," "Maximizing Battery Life in Vietnam's Climate"). Offer digital certificates of attendance.
- **Downloadable Resources:** Provide free downloadable resources like e-books on tool selection, safety checklists, or project guides relevant to local construction practices.

Partnerships with Local Tech/Trade Platforms:

- **Industry Forums and Boards:** Actively engage in online forums and discussion boards popular among Vietnamese tradespeople, providing expert advice and subtly guiding conversations towards Milwaukee's solutions.
- **Online Classifieds/Marketplaces (Strategic Presence):** While avoiding a "low price" perception, maintain a strategic presence on popular Vietnamese online classifieds (e.g., Chợ Tốt) for brand visibility, directing users to official channels for purchase.

5.6. Influencer Strategy

Milwaukee's influencer strategy in Vietnam will prioritize authenticity and educational value over mere reach, focusing on micro-experts and Key Opinion Consumers (KOCs) who genuinely resonate with the target audience.

Influencer Segment	Type of Collaboration	Objective/Description
Master Craftsmen (Thợ Lành Nghề)	Long-Term Ambassadors	Identify respected, experienced master craftsmen for genuine, long-term partnerships.
	"A Day in the Life with Milwaukee" Series	Produce documentary-style videos showing Milwaukee tools in daily work on job sites.
	Guest Speakers/Trainers	Host "RedTalk Live" or workshops, sharing expertise and demonstrating tools
"Youthful Pro" Segment	Gamified Challenges with TikTok/YouTube Influencers	Collaborate with younger tradespeople/DIYers for challenges to demonstrate performance and appeal to Gen Z.
	"Tool Makeover"	Series Feature influencers upgrading to Milwaukee's cordless system, showcasing benefits
Micro-Influencer & KOC Network	"Milwaukee Pro Program"	Formal program for KOCs: early access, discounts, training for authentic content.
	Localized Content Briefs	Provide clear briefs emphasizing American origin, safety, long-term value for consistent messaging
	Regional Influencers	Collaborate with tradespeople in specific regions to ensure local relevance
Cross-Platform Amplification	Influencer Content Syndication	Repurpose and amplify best influencer content across owned channels
	Live Streams from Job Sites	Real-time Q&A and authentic demonstrations of tools in action

Deep Collaboration with Master Craftsmen (Thợ Lành Nghề):

- **Long-Term Ambassadors:** Identify and partner with highly respected, experienced master craftsmen (known as "Thợ Lành Nghề" in Vietnamese) who have a strong, organic following within their respective trades. These partnerships should be long-term, positioning them as genuine Milwaukee ambassadors rather than one-off promotions.
- **"A Day in the Life with Milwaukee" Series:** Produce documentary-style videos featuring these master craftsmen, showcasing how Milwaukee tools are integrated into their daily work, highlighting their efficiency, precision, and durability in real-world Vietnamese job sites.
- **Guest Speakers/Trainers:** Have these master craftsmen host "RedTalk Live" sessions or lead hands-on workshops, sharing their expertise and demonstrating Milwaukee tools.

Engaging the "Youthful Pro" Segment:

- **Gamified Challenges with TikTok/YouTube Influencers:** Collaborate with younger, energetic TikTokers or YouTubers who are actual tradespeople or passionate DIYers. Create gamified challenges where they compete using Milwaukee tools, appealing to a younger demographic that values speed, precision, and modern technology.
- **"Tool Makeover" Series:** Feature influencers upgrading their old, corded, or gasoline-powered toolkits to Milwaukee's cordless system, showcasing the transformation and the benefits of a modern setup.

Micro-Influencer & KOC Network Expansion:

- **"Milwaukee Pro Program":** Launch a formal program for enthusiastic KOCs, offering them early access to new tools, exclusive discounts, and training opportunities in exchange for consistent, authentic content creation (reviews, tips, project showcases).

- **Localized Content Briefs:** Provide KOCs with clear content briefs that emphasize Milwaukee's American origin, safety features, and long-term value proposition, ensuring consistent messaging across the network.
- **Regional Influencers:** Identify and collaborate with influential tradespeople in specific regions of Vietnam (e.g., Mekong Delta, Central Highlands) to ensure the message resonates locally and accounts for regional differences in construction practices or tool preferences.

Cross-Platform Amplification:

- **Influencer Content Syndication:** Repurpose and amplify the best influencer-generated content across Milwaukee's owned channels (Facebook, YouTube, Zalo, Website) with proper attribution, maximizing reach and reinforcing social proof.
- **Live Streams from Job Sites:** Arrange live streams from actual job sites where influencers are using Milwaukee tools, allowing for real-time Q&A and authentic demonstrations of the tools in action.

5.7. AI Integration

Milwaukee Vietnam is preparing to launch the **One-Key™ app**, a smart tool management platform that connects users' cordless tools to their smartphones via Bluetooth. This platform opens up a powerful gateway for AI integration—not only to enhance product usage but also to personalize marketing, increase loyalty, and improve post-sale service.

AI Integration Area	Specific Application	Description/Purpose
1. Product Intelligence & Personalization (via One-Key)	Torque Optimization Suggestions	AI analyzes usage patterns to recommend ideal power settings for tasks
	Preventive Maintenance	Predictive algorithms detect tool stress and notify users for maintenance
	Smart Job Reports	Automated summaries of usage (time, power, battery efficiency) after each session
	Tailored Training Content	App pushes relevant video tutorials, FAQs, or feature reminders based on user habits
AI-powered Marketing & Engagement	Behavior-Based	Offer promotions for compatible accessories or upgrades based on tool usage
	Promotions.Smart Retargeting & Loyalty Nudges	Segment users by profession/frequency to send relevant content or incentives
	Gamification & Leaderboards	. Track tool mastery, offer "Pro Boards" or digital badges to boost engagement
	.Feedback Loops for NPD	Aggregated usage data informs R&D about unmet needs or pain points for product adjustments
Future Potential.	Voice-based assistant	Hands-free support for tool usage.
	AI chatbot	On-site troubleshooting and warranty support
	Augmented reality overlays	"How-to" tool usage instructions in real-time

The proposed AI integration focuses on two key fronts:

1. Product Intelligence & Personalization (via One-Key)

AI can analyze usage patterns from connected tools to generate user-specific insights and suggestions:

- **Torque Optimization Suggestions:**

AI can learn user preferences for specific tasks (e.g., HVAC vs. electrical drilling) and recommend ideal force/power presets based on past jobs.

- **Preventive Maintenance Alerts:**

Predictive algorithms detect tool stress or overheating trends and notify users to maintain or calibrate—prolonging tool life.

- **Smart Job Reports:**

After each session, users receive automated summaries of usage (time, power, battery efficiency), helping pros quote clients more accurately.

- **Tailored Training Content:**

Based on usage behavior, the app can push short video tutorials, FAQs, or feature reminders relevant to the user's actual habits.

2. AI-powered Marketing & Engagement

Beyond product optimization, the app serves as a **direct, data-informed marketing channel**, especially when synced with CRM tools:

- **Behavior-Based Promotions:**

Users who haven't used certain tool modes or features might receive limited-time offers for compatible accessories or upgrades.

- **Smart Retargeting & Loyalty Nudges:**

AI helps segment users by profession, frequency, and project types—then nudges them with relevant content or incentive bundles.

- **Gamification & Leaderboards:**

AI tracks tool mastery (e.g., optimal usage, calibration) and places users on "Pro Boards" or issues digital badges, reinforcing engagement.

- **Feedback Loops for NPD (New Product Development):**

Aggregated tool usage data can inform R&D teams about unmet needs or common pain points, especially for localized product adjustments.

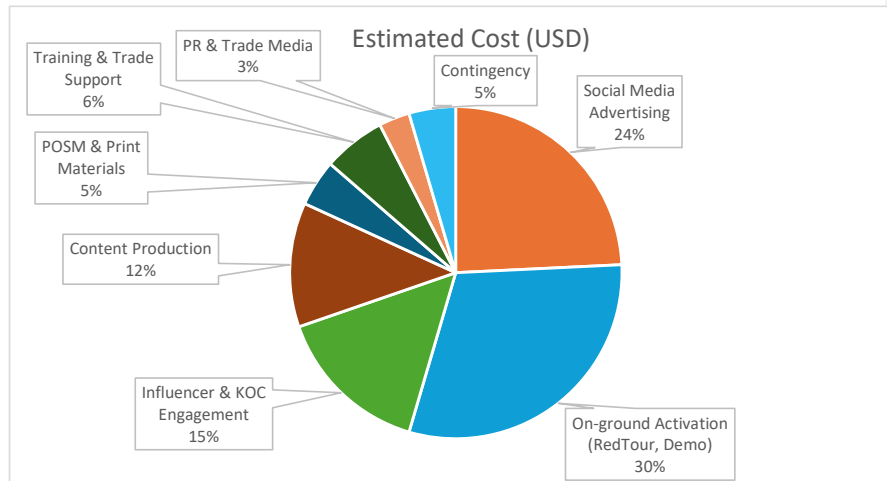
3. Future Potential:

- Integrate voice-based assistant for hands-free support
- AI chatbot for on-site troubleshooting and warranty support
- Augmented reality overlays for "how-to" tool usage in real-time

This AI roadmap aligns with Milwaukee's positioning as a **tech-forward, American-engineered brand**, reinforcing differentiation and deepening user loyalty.

5.8. Budget & Timeline

Quarter	Campaign	Main & Sub-Audiences	Channels	Tactics
Q1	RedStories. Real Glories.	- Main: 25–45 y/o male workers - Sub: Aspiring team leads	YouTube, Facebook, TikTok	- Docu-style storytelling - Customer transformation highlights - Safety & speed focus
Q2	RedTest. RedBest.	- Main: Mid-career technicians - Sub: Jobsite users skeptical of cordless tools	On-ground activations, Facebook Live, TikTok	- Mobile demo trucks - Timed tool competitions - Rewards: rental vouchers, social shoutouts
Q3	RedTrade. Real Upgrade.	- Main: Budget-sensitive tool users - Sub: Legacy gas/electric users	POS, Facebook Ads, Zalo CRM	- Trade-in program - Bundled starter kits - Zalo onboarding push
Q4	RedVoice. Your Choice.	- Main: Facebook/TikTok active blue-collar workers - Sub: Peer influencer technicians	Owned social, user-generated content	- UGC campaigns (video tips/reviews) - Content boosting for reach - Community voting
	RedTalk Live	- Main: CRM leads & active users - Sub: Loyalists, site-level advocates	Zalo, Facebook Live	- Weekly mini tutorials - Tool hacks, maintenance advice - Hosted by trade KOLs



TOTAL BUDGET: \$880K USD

6. Evaluation

6.1. Key Performance Indicators (KPIs)

To ensure alignment with Milwaukee Vietnam's core communication and business objectives, the following Key Performance Indicators (KPIs) have been established. These KPIs span the awareness-to-conversion funnel, focusing not only on reach and perception shifts but also on trial activation and revenue impact. Measurable and time-bound, these targets reflect a practical approach to evaluating the campaign's success over a 12-month period.

KPI Category	Metric	Unit	Baseline (Est.)	Campaign Target (12 months)
Brand Awareness	Video Views (all platforms)	Views	2M	10M+ views across all platforms
	Brand Recall Rate	%	12%	≥ 25%
	Ad Recall Lift (FB/YT)	% Lift	—	+8–12% per campaign burst
Engagement	Social Interactions (likes/comments/shares)	Count	100K	400K+ total
	UGC Participation (RedVoice/Challenges)	Submissions	—	≥ 1,000 submissions
	Demo Event Registrations	Registrations	—	≥ 10,000
Trial & Conversion	Tool Trial Volume (offline + rental)	Trials	—	≥ 15,000
	Tool Trade-In Conversions	Transactions	—	≥ 2,500
	Sales Lift in Cordless Tools	% vs. pre-campaign	—	≥ +30% YoY
	Revenue from New Users	VND (converted to USD)	—	≥ 1.5 million USD
Community Building	RedTalk Live Participation	Avg. Viewers per session	—	≥ 3,000/session
	CRM Led Database Size	Contacts	5K	≥ 30K qualified leads

These KPIs are not only quantitative targets but also practical indicators of Milwaukee's repositioning journey. From brand salience to trial behavior and loyalty building, the metrics selected reflect both commercial goals and long-term brand equity growth. Baseline data is based on the most recent available year; if unavailable, figures will be updated after the pilot phase of the campaign.

6.2. Tracking methods

To ensure ongoing visibility into campaign effectiveness, Milwaukee Vietnam will implement a structured tracking framework. This includes a combination of platform-native analytics,

CRM systems, third-party research, and manual reporting from offline activities. Each KPI will have a defined tracking mechanism to support accurate, actionable evaluation.

KPI Category	Tracking Tool/Method	Frequency
Brand Awareness	Facebook Ads Manager, YouTube Analytics, TikTok Ads Dashboard	Monthly
Brand Recall	3rd-Party Brand Tracking Survey	Quarterly
Ad Recall Lift	Facebook Brand Lift Study, YouTube Brand Lift Survey	Per campaign burst
Engagement	Native social platform analytics + Sprout Social	Bi-weekly
UGC Participation	Manual UGC submission tracking (Google Form/Zalo entries)	Monthly
Demo Registrations	Zalo CRM system export + onsite QR scan tracking	Event-based
Tool Trials	Offline partner report + rental form submission	Monthly
Conversions & Trade-ins	POS data from retailers + SKU redemption tracking	Monthly
Sales Lift	Internal sales report from distributor and Milwaukee team	Quarterly
New User Revenue	Sales segmentation analysis from finance	Quarterly
Zalo Follower Growth	Zalo Official Account Dashboard	Weekly
RedTalk Participation	Facebook/Zalo live stream analytics	Monthly
CRM Leads	Zalo CRM + manual form exports	Monthly

By combining digital analytics, offline reporting, and CRM integration, Milwaukee will maintain a 360-degree monitoring system across the full customer journey. This ensures data-driven optimization and clear reporting against campaign goals.

7. Conclusion and recommendations

7.1 Conclusion:

The core problem for Milwaukee in Vietnam as mentioned as first is a crisis of perception rather than product quality. To overcome this, the integrated "Red Power" campaign has been designed. It leverages distinct modules such as "RedStories," "RedTest," and "RedVoice" to directly address key challenges, including improving brand perception, driving product trial, and fostering professional community engagement. This strategy is designed to ensure Milwaukee's long-term growth and market leadership. For this to happen, it is crucial that the brand consistently executes the plan while remaining adaptable.

The recommendation is to continuously monitor key performance indicators (KPIs) and use this data to adjust strategies as the market evolves. By leveraging technology, fostering a community built on genuine user stories, and working closely with its distribution network, Milwaukee can solidify its position as a trusted and invaluable partner for professionals in Vietnam. This holistic approach is essential for achieving a fundamental and lasting repositioning in the market.

This proposed plan has been reviewed in consultation with a company-side mentor who is actively involved in Milwaukee Vietnam's commercial operations. The feedback was positive, especially regarding the campaign modularity, the push/pull strategy structure, and the field-level feasibility of selected activations. Several components, such as the Red Tour and Zalo integration, are considered implementable in upcoming quarters as pilot initiatives.

7.2 Recommendations:

- **Use Tech for Loyalty:** Encourage professionals to use the One-Key™ app. Additionally, use AI to create personalized ads and special offers, which helps build strong customer loyalty.
- **Build Community & Use User Stories:** Continue promoting the RedVoice campaign. Encourage "Thợ Lành Nghề" (Master Craftsmen) and other influencers to share their experiences, which helps spread genuine recommendations from users.
- **Track & Adapt:** Always monitor campaign progress by looking at key metrics (like awareness and sales). Use this information to quickly adjust plans to fit any market changes.

- **Work Closely with Sellers:** Provide retailers and distributors with effective promotional materials and offer them rewards. This will help them sell Milwaukee products more effectively.