

PROUDLY PRESENT

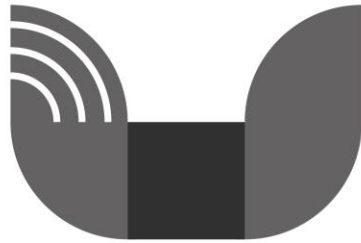
GOLDEN



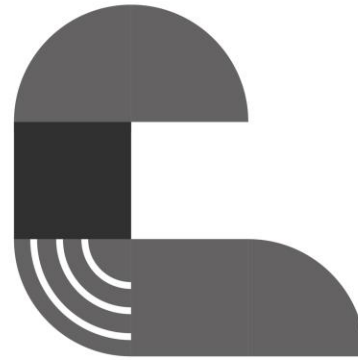
The world we live in now is...



VOLATILE



UNCERTAIN



COMPLEX

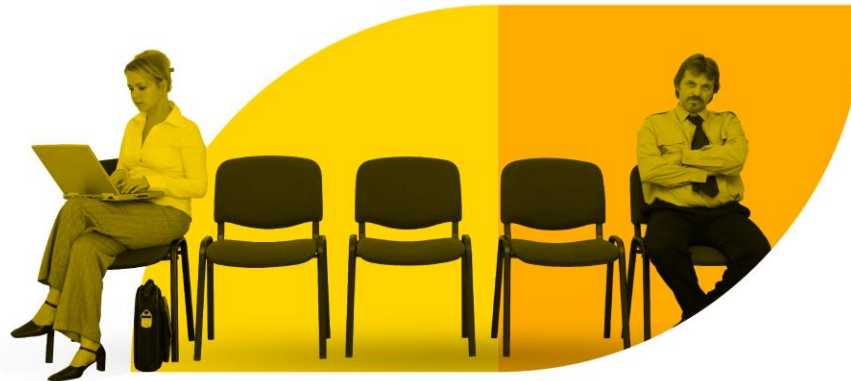


AMBIGUOUS

DISCONNECT



HUMAN TO NATURE



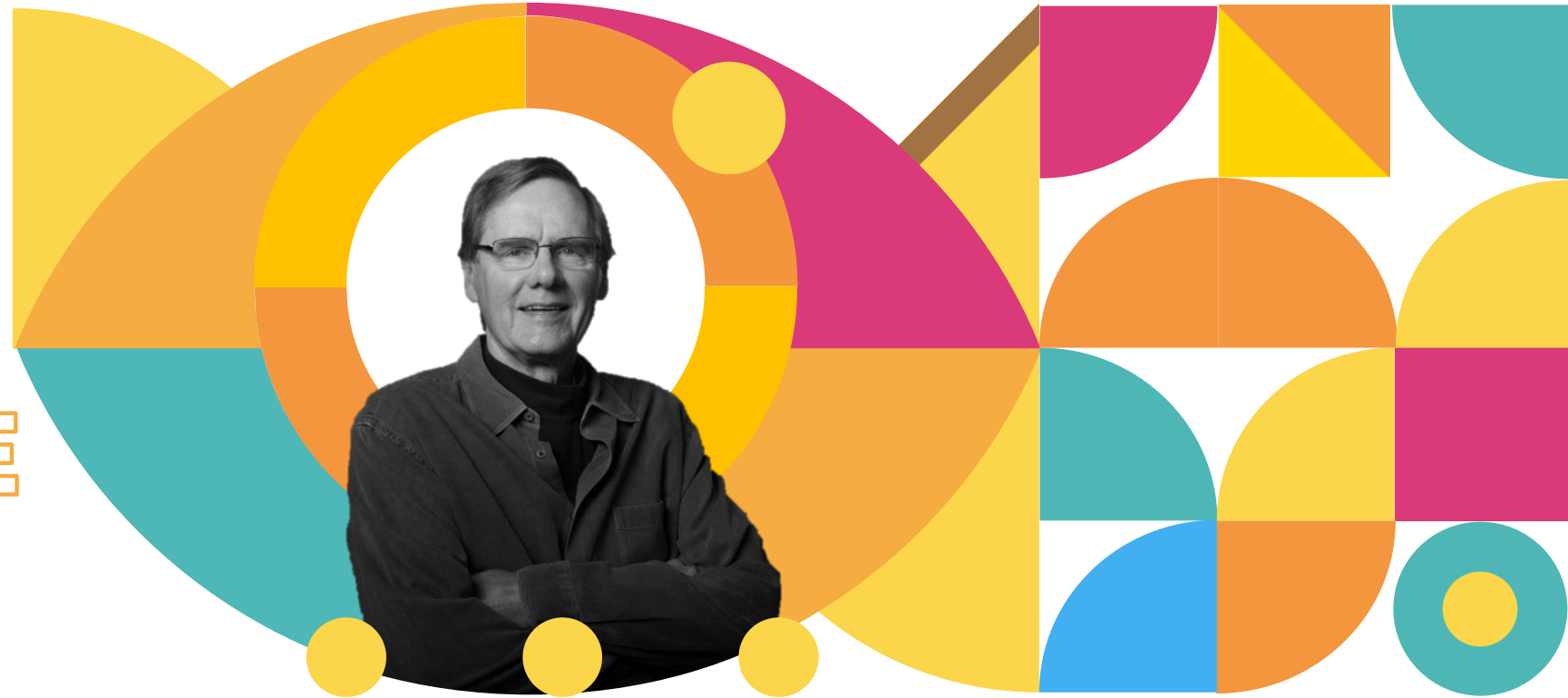
HUMAN TO HUMAN



BUSINESS TO REAL POTENTIAL

TO STAY GROUNDED
AMIDST THE CHAOS
WE NEED TO...

OVERCOME DISCONNECTION



Counter
volatility
with **VISION**

Meet
uncertainty
with **UNDERSTANDING**

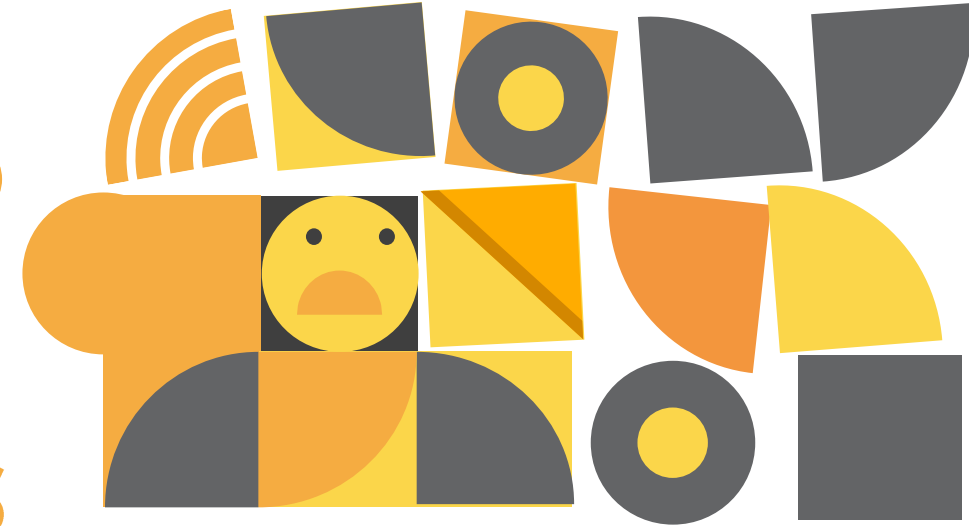
React to
complexity
with **CLARITY**

Fight
ambiguity
with **AGILITY**



FACING CHALLENGES,
ENTERPRISES ARE
DETERMINED
TO STAY
CONNECTED
WITH
CUSTOMERS

IN AN EVER-EVOLVING REALITY
OF VUCA...



UNSTATIC TOUCHPOINTS

Consumers can interact with brands anywhere and everywhere in any means

NON-LINEAR PURCHASE JOURNEY

Consumers' decision to purchase happen at anytime thanks to digital transformation

CONSUMERS SEEK BEYOND USEFULNESS

Beyond product functionality, consumers are convinced by value and purpose



*“The business that leaders in today, is the business of transforming awareness...
There is deep longing for more meaning, for connections.”*

Otto Scharmer
Senior lecturer - MIT

...and we, at Golden, *share the desire
and responsibility to assist brands*



TO STAY
CONNECTED
TO THE
CONSUMERS

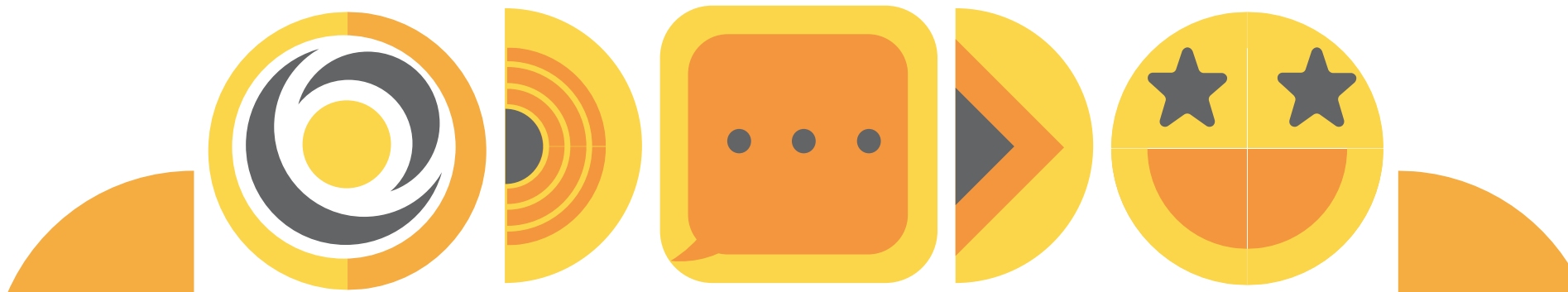


*and generate values that matter
in The **VUCA** world.*



We aspire to

TURN COMMUNICATIONS
INTO REAL VALUES



VALUES THAT
THOUGHTFULLY &
TRUSTFULLY



CONNECT



BRANDS
AND
CONSUMERS



AND IMPROVE
CUSTOMER
EXPERIENCE

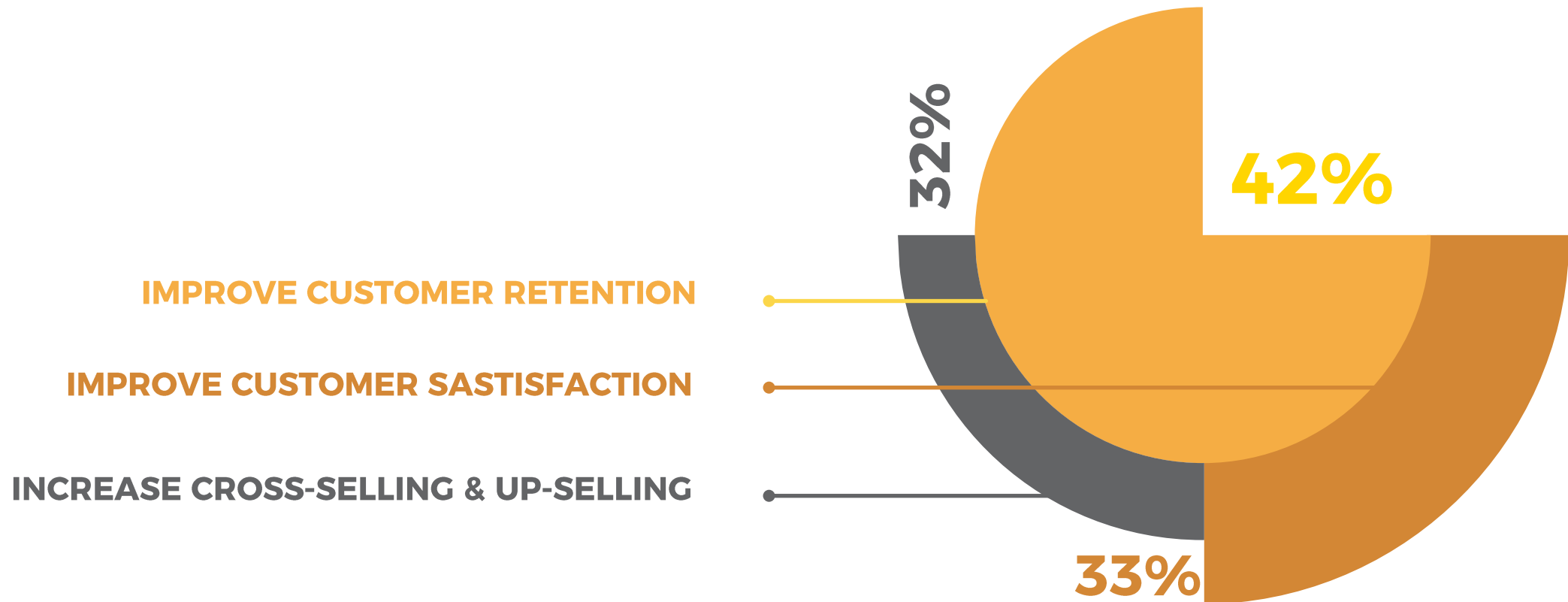




**Our focus lies in NURTURING THE
TRUST AND VALUES between our
brands and consumers TO IMPROVE
CUSTOMER EXPERIENCE**



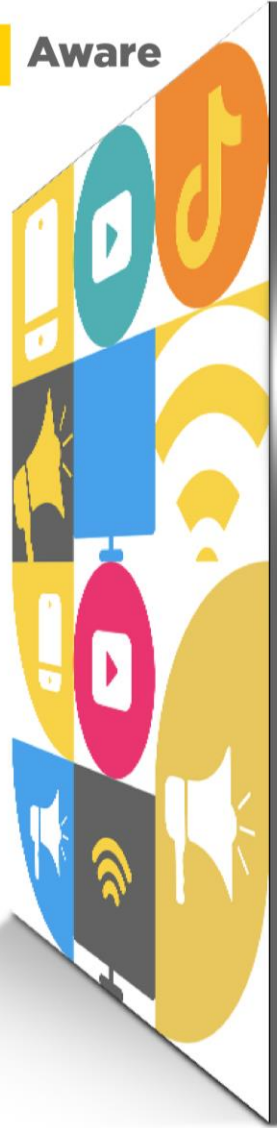
**Because by *improving customer experience,*
we could *increase revenue growth...***



HOW DO WE ACT



Aware



Appeal



Ask



Act



Advocate





Delivered by our ecosystem of comprehensive expertise

GOLDEN PUBLIC RELATIONS

GOLDEN DIGITAL



GOLDEN SCREEN PRODUCTION

GOLDEN EVENT



At each stage of
the 5A journey, **we**
equip brands with
services focusing
on **delivering real**
value and **high**
quality
connection with
consumers



AWARE

Influencer
Marketing
Video Marketing
Launching event
Viral videos
TVC production
PR & Digital stunts

APPEAL

Corporate PR
Consumer PR
Integrated Digital
Campaign
Influencer Co-
project

ASK

Consumer PR
Digital CRM
Influencer
endorsement

ACT

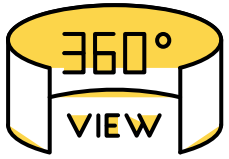
Trade Marketing
Live Marketing
Brand Activation
Social Activation
Performance
Marketing Affiliate
Marketing

ADVOCATE

Brand Purpose
CSR
Crisis management

OUR CURRENT





**INTEGRATED MARKETING
COMMUNICATION**



CRISIS MANAGEMENT



**CORPORATE BRAND
COMMUNICATION**



BRAND EVENT & ACTIVATION



INFLUENCER MARKETING



**CONTENT DEVELOPMENT &
PRODUCTION**



**PERFORMANCE
MEDIA BOOKING**

CURRENT SERVICE





LIVE MARKETING

Transform all offline marketing activities into online platforms, real-time interaction to optimize consumers' experience via multiple creative online formats



CONTENT E

A Content hub for viral published contents, movies, series, gameshows & original formats



BRAND CLOUD

New way to do IMC - combines the power of data, creativity and commerce to empower brand's performance



BRAND PURPOSE

Open-access tool kit for brands to discover and deliver brand value

SERVICE INNOVATIONS



LIVE MARKETING

ABBOTT NATIONAL KICK-OFF

HYBRID REAL-TIME INT

ABOUT

This event is the **ABBOTT'S FIRST-TIME-EVER LIVE NATIONAL SALES CONFERENCE**

FOR CUSTOMER EXPERIENCE

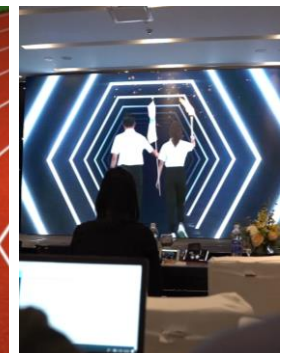
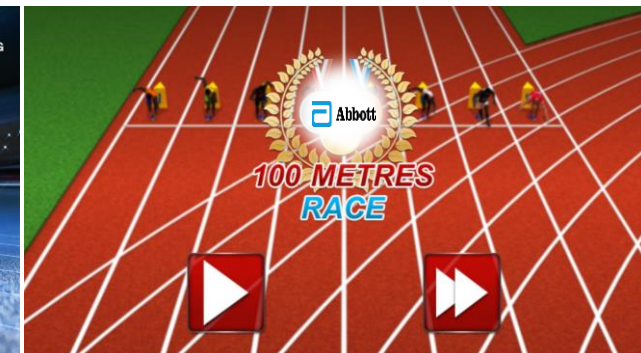
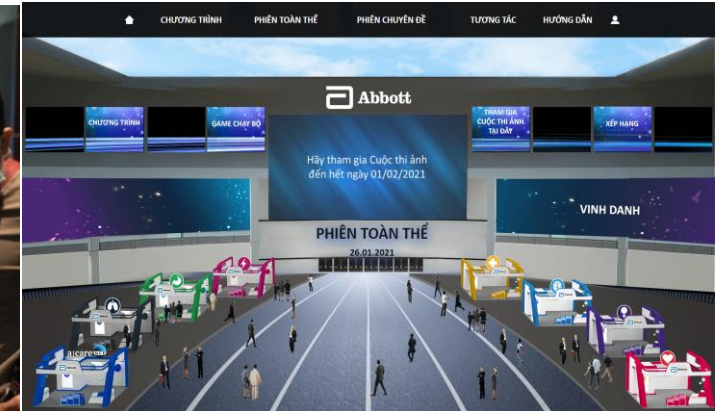
- ✓ **CONNECT 1,000 ABBOTT staff** across Vietnam
- ✓ **HIGHLY-INTERACTIVE ONLINE** teambuilding & conference
- ✓ **3D IMMERSIVE ONLINE PLATFORM** that deliver the message of event.

FOR BRANDS GROWTH

- ✓ **SUCCESSFULLY ENGAGED** employees nationwide
- ✓ **INSPIRED COMMITMENT FROM EMPLOYEES** for next year mission

OUR ASSETS

by GOLDEN EVENT



BRAND PURPOSE

STRONGBOW CIDER

DISCLOSE & CHEER THE CHILLING LIFESTYLE OF THE YOUTH TO LEAD THE CIDER“CHILL”PLATFORM

FOR CUSTOMER EXPERIENCE

Strongbow tackles the youth's chilling lifestyle and gives it a name, the “chill” moment, simultaneously cheers up that moment even more with its No.1 fruity cider.

FOR BRANDS GROWTH

Become the **leading cider brand** in Vietnam & **own the “chill” platform** in 2019 & 2020.

✓ **2019:**

- Massive social interactions & earned media:

600k+ social interactions **20M+** free mentions **#2** SOCIAL BUZZ in May

- Booming responses: **2M** Samplings **25k** event attendants

✓ **2020:** Massive trending & traffic

30M+ MV views **#8** On Youtube **8,500** landing page traffic
#4 On Spotify

OUR ASSETS

by GOLDEN DIGITAL



CONTENT E

THE BEST ONLINE MARKET FOR CONTENT TRADING WHERE CONTENT OWNER AND INVESTOR CAN MEET EACH OTHER

FOR CUSTOMER EXPERIENCE

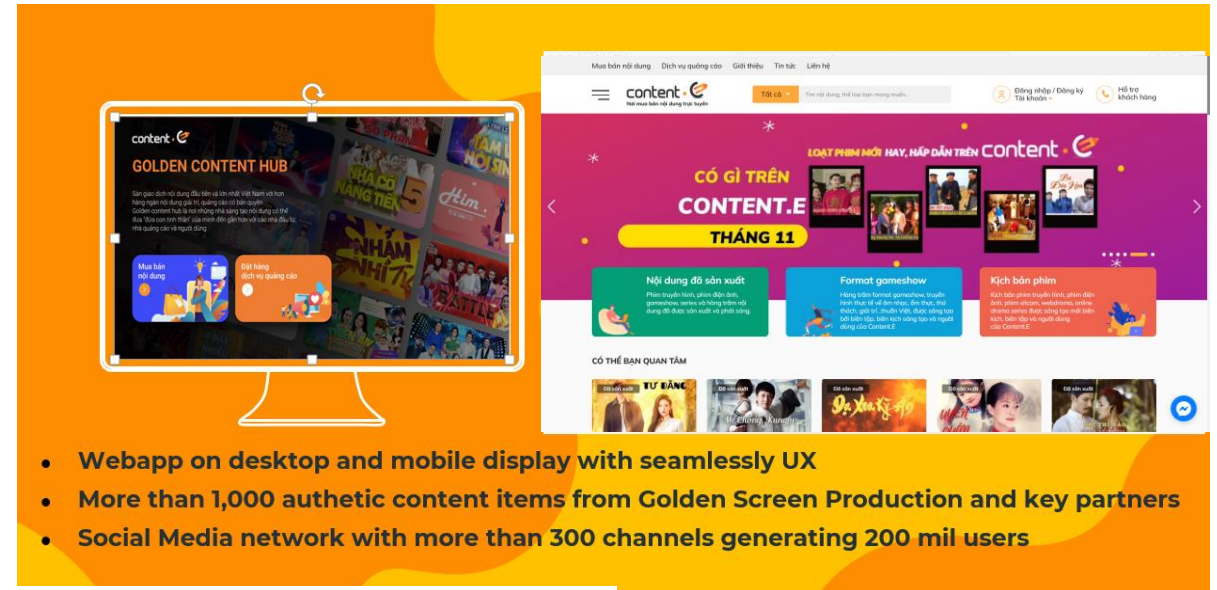
A content hub that offer more public, transparent and convenient choices of content by connecting development opportunities and changing traditional content trading behavior

FOR BRANDS ROLES

Connect, analysis user behaviors, content consumption to provide best marketing solution by data to 20 Mil consumers through 5000+ contents and 1000+ format.

OUR ASSETS

by GOLDEN SCREEN PRODUCTION



The image shows two views of the Content.E webapp. On the left, a desktop monitor displays the 'GOLDEN CONTENT HUB' interface with various content categories like 'Mua bán nội dung' and 'Đặt hàng dịch vụ quảng cáo'. On the right, a mobile phone displays the 'CÓ GÌ TRÊN CONTENT.E THÁNG 11' (What's on Content.E November) page, featuring a grid of content items and a 'LOẠT PHIM MỚI HAY, HẤP DẪN TRÊN content.e' (New exciting movie series on content.e) banner.

- Webapp on desktop and mobile display with seamlessly UX
- More than 1,000 authentic content items from Golden Screen Production and key partners
- Social Media network with more than 300 channels generating 200 mil users

1,000+

INITIAL CONTENTS
INCLUDING FORMAT,
SCRIPTED CONTENT,
NON-SCRIPTED
CONTENTS...

5,000+

PRODUCED CONTENTS
INCLUDING
GAMESHOW, DRAMAS,
MOVIES, WEBDRAMA,
SITCOM...

20,000,000

DATA FROM USERS, FOLLOWERS...

content.e EXCLUSIVE CONTENT PARTNERS

BlueSeed
Sitcom series and
channel

FaFilm
International dramas and
movies

Banijay
International format and
scripted, non-scripted contents

ASIAN WORLD MEDIA
US based TV content channel
for Vietnamese

28
Longest content and
channel network for
gen Z

VTC
Entertainment content and
channel

IMCV
NETWORK
Entertainment content and
channel

1,000+
Content creators, editor,
producer, script writer, format
creator joined our network

<https://contente.vn/>

AN INNOVATIVE IMC APPROACH TO DESIGNATE AN OPTIMAL CUSTOMER EXPERIENCE TO IMPROVE BUSINESS GROWTH

FOR CUSTOMER EXPERIENCE

A much improve customer experience empowered through deep understanding of creativity and data combined to facilitate commercial deal at their most convincing touch points.

FOR BRANDS ROLES

Brand can define an optimal customer experience to strike commercial success through combining power of data, creativity and commerce.

BRAND CLOUD

Combines the power of data, creativity and commerce to empower brand's performance



NEW WAY TO DO IMC

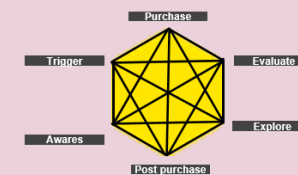
TRADITIONAL MARKETING FUNNEL



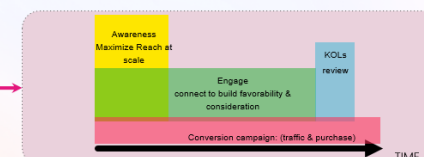
TIME-BASED CAMPAIGN MODEL

Time	Jan	Feb	March	April
Phase	Awareness	Engagement	Amplification	
Activity	TVC	Minigame	Social PR	

HEXAGON PATH

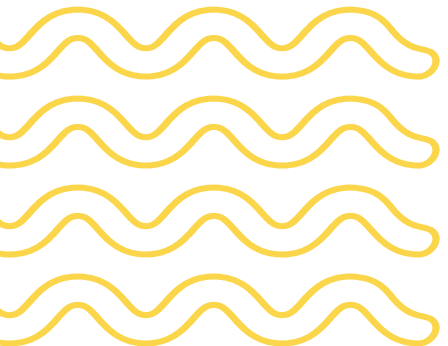


CLOUD CAMPAIGN MODEL





OUR





AWARE

OUR



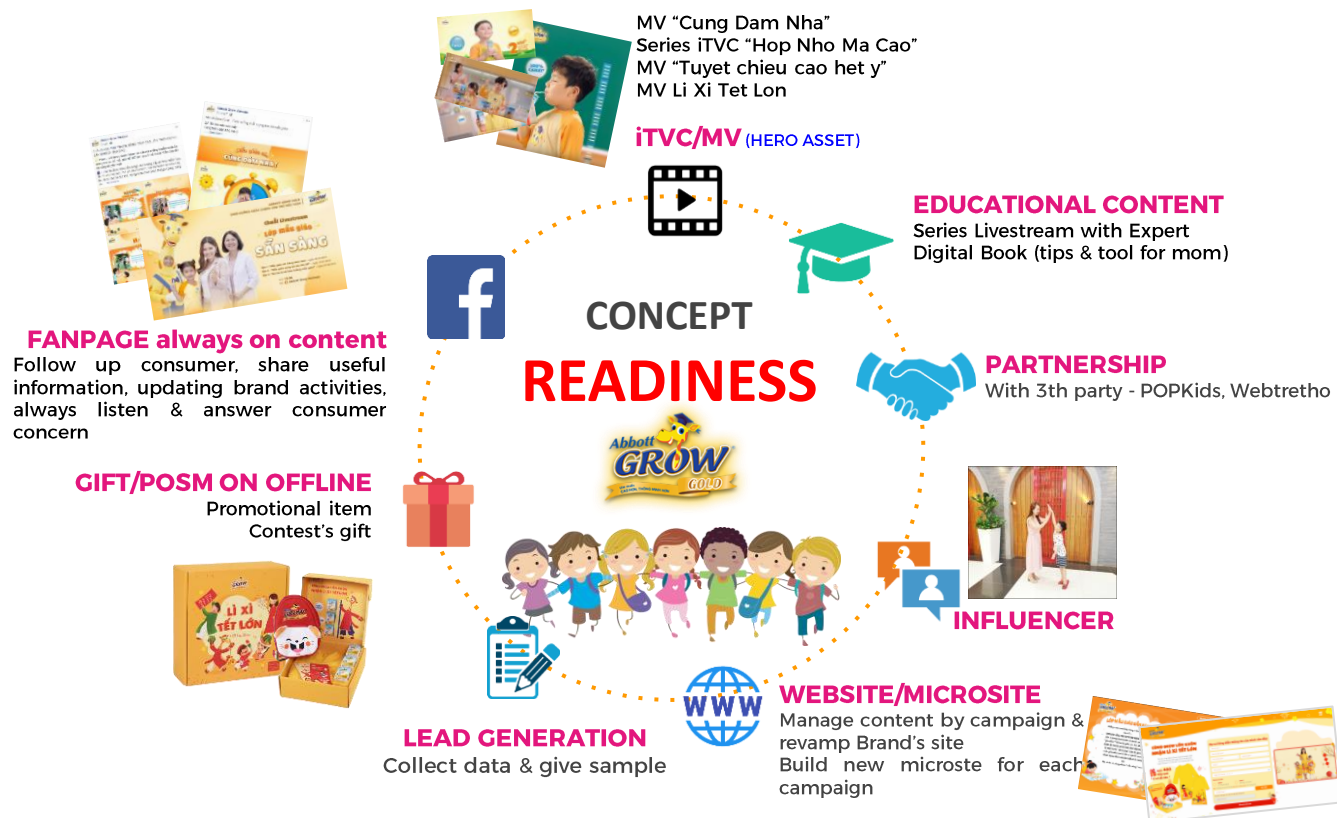
"KINDERGARTEN READINESS" - A STRATEGIC PLATFORM TO ACCELERATE BUSINESS GROWTH BY ESTABLISHING A WINNING DRINKING OCCASIONS FOR KIDS

FOR CUSTOMER EXPERIENCE

To **establish a winning drinking occasion** (2box RTD/day + 1 cup powder before sleep) to convert non-user, accelerate liquid milk trend & reach rural market, we **build up a new strategic platform "Kindergarten readiness"** & creative concept highlighting product's function (help kid taller & smarter), conveying the context (kindergarten) & insightful ideas to our consumers

FOR BRANDS GROWTH

- ✓ Become **the only one formula milk brand growing up while the industry going down** (According to Younet Media)
- ✓ More than **100K** Users' data collected
- ✓ More than **80K** contest attendants
- ✓ **40M** Youtube video views



AN AGILE AGENCY INITIATIVE TO STRIKE CLIENT BUSINESS GROWTH BACK AMIDST POST COVID SOCIAL DISTANCING

FOR CUSTOMER EXPERIENCE

The street vibes are caged when the pandemic arrives. Golden tends to make Tiger the pioneer who wakes-up the heartbeat of the street - Lifeblood of the city with the idea **“ROAR YOUR COURAGE, UNCAGE THE STREET VIBES”**, celebrating all the coming-back moments with Tiger men, **urging them to roar their courage, uncage street vibes and bring the life back**

FOR BRANDS GROWTH

It takes only 1 month from briefing section to aring day during social distancing time & the result is stunning

- ✓ Over **1300 participants** for social engagement
- ✓ **48** Buzz score in total
- ✓ **152.25** Brand mentions
- ✓ **26.25** Audience scale score



TVC
Tiger Road Your Courage - Uncage Street Vibes



OOH
Interactive/Immersive display in elevator and on the street



ON-TRADE PROMOTION
Promotion “1st round on Tiger”



SOCIAL SEEDING
Engaging activity on Fanpage
Seeding on Public communities



"ROMANO RITUAL OF SUCCESS" - AN INSIGHTFUL BRAND PLATFORM TO ACCELERATE BRAND BUSINESS GROWTH THROUGH CULTURAL NUANCES

FOR CUSTOMER EXPERIENCE

The fact that Romano's customers only buy its Shampoo or Shower becomes the brand's nerves. By leveraging the platform "Romano Ritual success" established in 2020, we glorify Romano Groom Regime through the message **SCENT OF NEW YEAR SUCCESS** in Tet 2021, **encourage Romano men to take the extra step in grooming to get ready for the good departure facilitating their whole year success**

FOR BRANDS GROWTH

- ✓ **100,000K engagement** on Fanpage
- ✓ **Over 1K participants** joining social contest
- ✓ **5.9M+** video views



LAUNCHING INTERACTIVE VIRTUAL EVENT

ABOUT

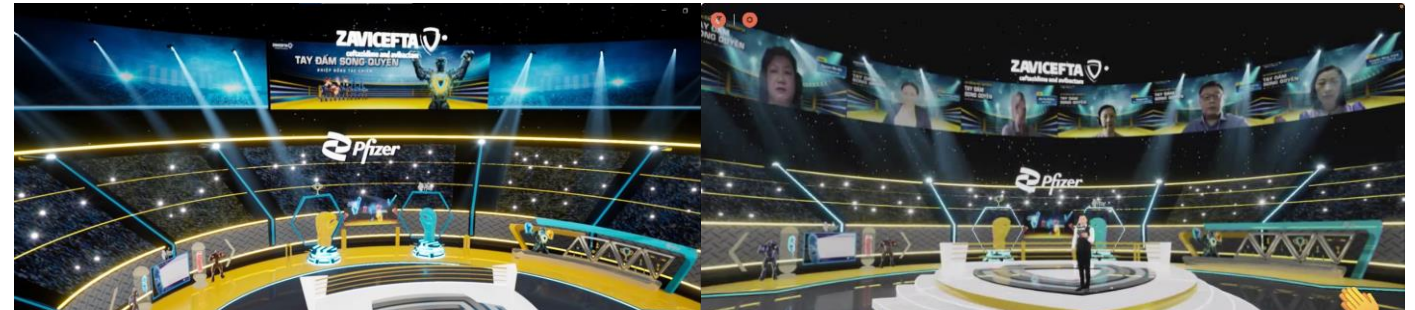
This event aims to **LAUNCH NEW SOLUTION** for unmet need multi-resistant bacteria

FOR CUSTOMER EXPERIENCE

- ✓ **IMMERSIVE MOTION 3D STAGE** to create impressive welcome scene
- ✓ **INTERACTIVE ACTIVITIES** operated on both mobile and desktop
- ✓ **REAL-TIME KEYING TECHNOLOGY** in 3d environment to create realistic view.

FOR BRANDS GROWTH

- ✓ Successfully launch the product to all employees which is **UPTO 300 PARTICIPANTS**



IMMERSIVE MONTION 3D STAGE BACKGROUND



REAL-TIME KEYING TECHNOLOGY



REAL-TIME
INTERACTIVE

IN YOUR HANDS

VIRTUAL EVENT 2021

ABOUT

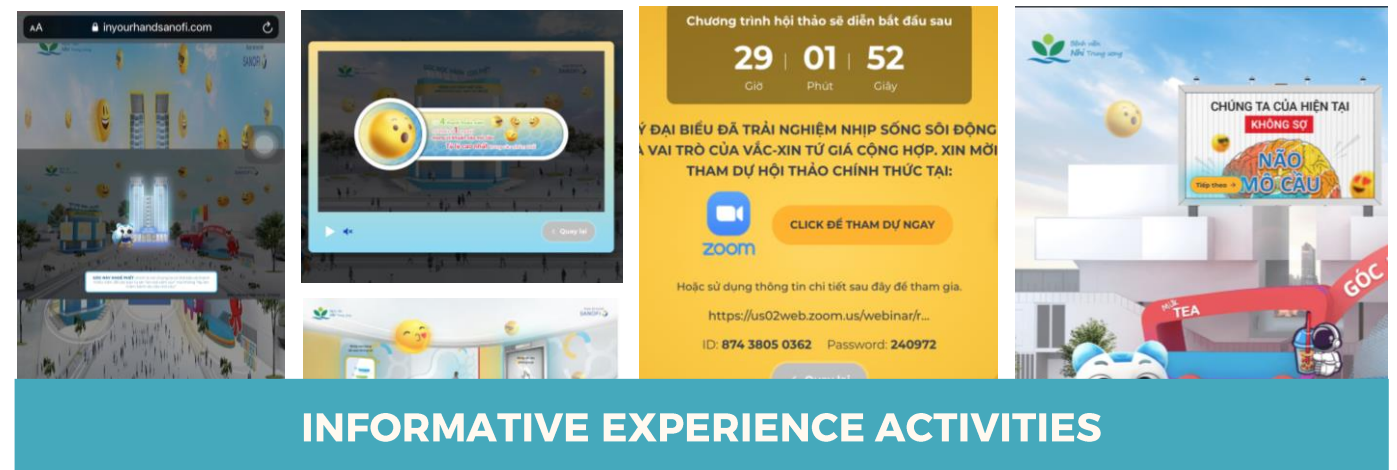
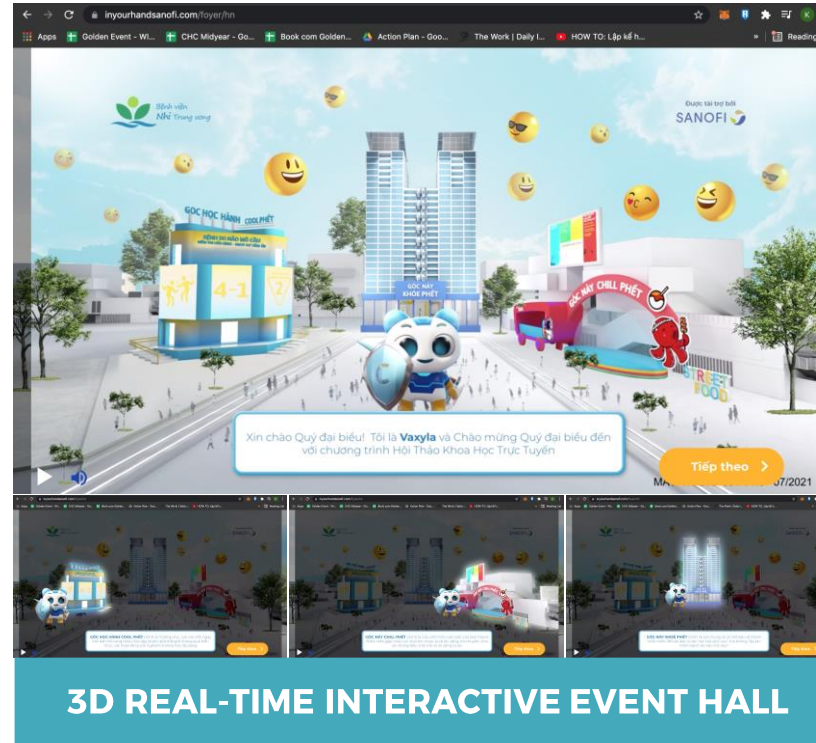
This event aims to **LAUNCH NEW SOLUTION** for unmet need multi-resistant bacteria

FOR CUSTOMER EXPERIENCE

- ✓ **3D REAL-TIME INTERACTIVE EVENT HALL** to create impressive welcome scene
- ✓ **INFORMATIVE EXPERIENCE ACTIVITIES** operated on both mobile and desktop

FOR BRANDS GROWTH

- ✓ Private exclusive online event **UPTO 1430 PARTICIPANTS**



THE TOTALLY FANTASTIC GAMESHOW “HUDA-CENTRAL TOP TALENT”

FOR CUSTOMER EXPERIENCE

We organized a stunning game-show for young, talented central people who love the music of Vietnam's central with the participation of top stars **Hồ Ngọc Hà, Quang Linh, Hồ Hoài Anh**. At the same time, it is also an opportunity, a launching pad for the talents of the Central region to shine with their individuality, burn with passion for singing and strongly spread the pride of their homeland.

FOR BRANDS ROLES

10M view
On social medias

20M reach
Online and offline

12%
Increases in brand voice at Central



THE MOST CARING, CREATIVE SOCIAL MEDIA CONTENT

FOR CUSTOMER EXPERIENCE

Proudly to be Guardian's social media retainer, we managed official Fanpage and created social content. The new, youthful content targeted to gen Z that brings a lot of stunning achievement to Guardian during Covid 19 pandemic.

FOR BRANDS ROLES

1M engagement
On social medias

1,2M reach
Online

8%

Sale Increases in gen Z segment



THE KPI-DRIVEN MEDIA PLANNING AND BOOKING

FOR CUSTOMER EXPERIENCE

A long-term media partner of MB bank which is majoring in TVC, radio, offline media booking.

Promote Mbbank APP to many big celebrities to help MB Bank gain huge number of official bank accounts registered by users

FOR BRANDS ROLES

50M reach
Online and offline

15%
Increase in share of
voice at HCMC



www.mbbank.com.vn

Đăng kí **CỰC NHANH**
chọn số **CỰC CHẤT**



Tải App ngay
 APP
MB bank





APPEAL

OUR



SAMSUNG GALAXY WATCH 3

**CLAIM THE WATCH A QUALITY CREDENTIAL
ENDORSED BY NATIONAL OLYMPIC TEAM TO
INSPIRE THE YOUTH'S SPORTY LIFESTYLE**

FOR CUSTOMER EXPERIENCE

PR stunt by Golden tends to facilitate the endorsement from the National Olympic Team to claim Galaxy Watch 3 as the most advance Galaxy watch for health and fitness tracking, as well as to inspire and standardize the sporty lifestyle of Vietnamese youth.

FOR BRANDS GROWTH

9

paid outcomes

40

positive pearned outcome
within 24h

Positive change
towards User healthy attitude



SAMSUNG

ALSO, WE ESTABLISH A PLATFORM TO EMBED SAMSUNG PRODUCT FUNCTIONALITY INTO YOUTH'S LIFESTYLE



RELENTLESSLY THRIVE FOR THE LEAD

FOR CUSTOMER
EXPERIENCE

We create **precious chance for Vietnamese youths to encounter those leaders** of a world-class company, Samsung, and get them to know the “Relentlessly thrive for the lead” culture of the company

FOR BRANDS
GROWTH

Creating opportunities for Samsung to speak to the public, thereby **building their positive image and spreading out brand vision & mission.**



HOAN MY HOSPITAL

TRUST INDUCED FROM THE HEARTFELT EXPERTISE IMAGE PAVES THE WAY FOR NO.1 PRIVATE HOSPITAL IN VIETNAM

FOR CUSTOMER EXPERIENCE

Originated from Personal Branding, Golden has successfully portrayed the image of a professional and expertised CEO, which **enhances the trust of Vietnamese customers in Hoan My hospital** and offer them the peace of mind when choosing a trustworthy and safe destination for healthcare service.

FOR BRANDS GROWTH

Successfully built Hoan My's corporate image in consumer minds as the biggest hospital network in Vietnam operated by heartfelt doctor and the expertise in Cardio, O&G, Orthopedic and Gastro

OUR ASSETS

by GOLDEN PUBLIC RELATIONS



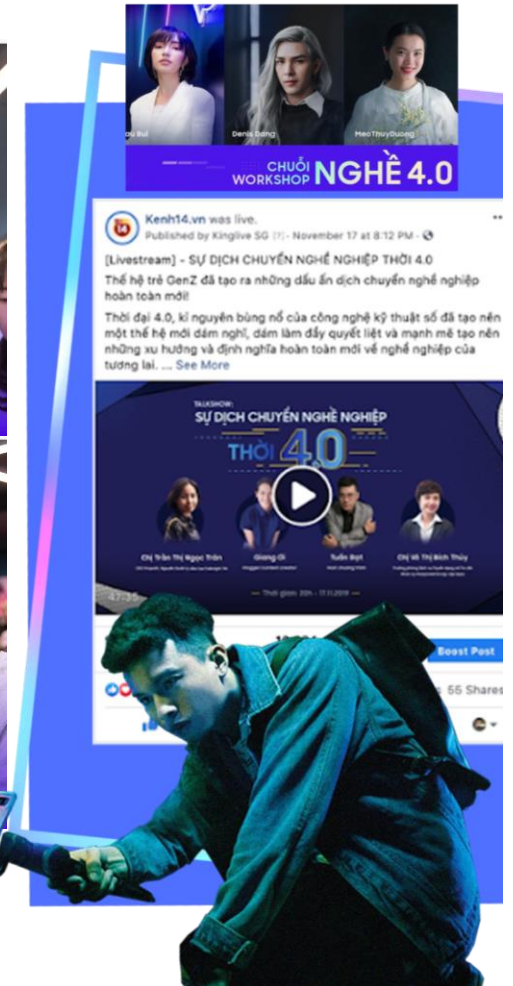
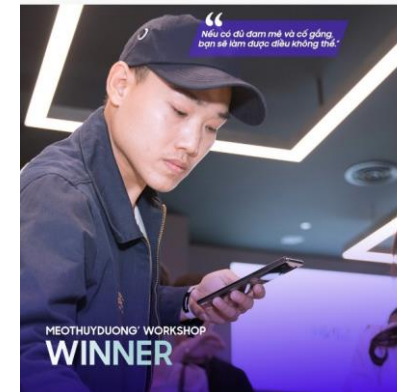
CREATE A PLATFORM SHOWCASING HOW SAMSUNG TECHS CAN DRIVE VIETNAMESE YOUTH'S POTENTIAL AND DO WHAT THEY CAN'T

FOR CUSTOMER EXPERIENCE

We organized PR STUNT as a Livestream on Kenh14 by Round Table Discussion, hosted by experts and Doer real case – Hot blogger Giang oi, empowering Vietnamese people to overcome their barriers, brushing aside the words 'Do What You Can't' and showcasing how Samsung techs can facilitate their passion point in the 4.0 era.

FOR BRANDS GROWTH

- ✓ Impressive earned outcomes with the **impression score of 1 : 5**
- ✓ **Best practice set out:** inspiring workshop content hosting by strong images of influencers who doing 4.0 careers.

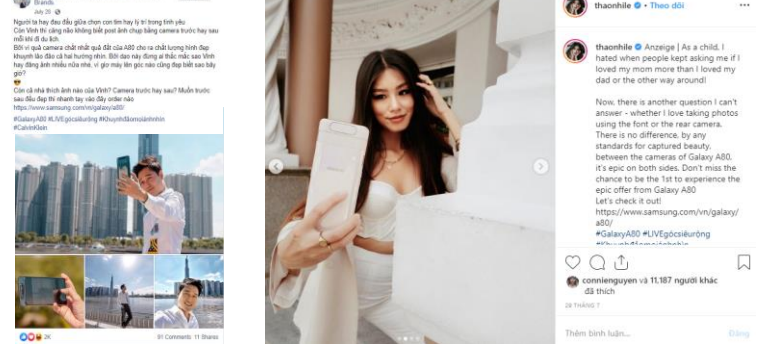
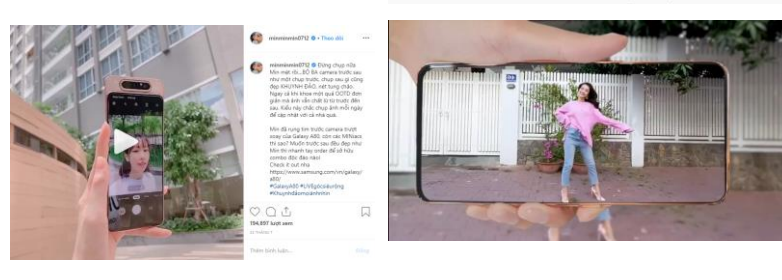


SAMSUNG

OUR ASSETS

by  Stella
so much better

APART FROM THAT, WE ALSO ESTABLISH A KOLS PLATFORM NAMELY “AWESOME GENERATION” TO SERVE SAMSUNG A SERIES



COMFORT

by **OUR ASSETS**

GOLDEN SCREEN PRODUCTION

THE 10M VIEWED, MEANINGFUL AND CATCHING MUSIC VIDEO

FOR CUSTOMER EXPERIENCE

We produced a music video as a key-hook of a campaign to stay in users' mind and ask for their accompany with Comfort and contribute 20L of clean water to Vietnam by sharing the secret to saving water on Comfort's website!

FOR BRANDS ROLES

10M view
On social medias

30M reach
Online and offline

1 bil m3 of clean water
Save for Vietnam



ESTABLISH AN ICONIC BEAUTY MOVEMENT ENDORSED BY TIMELESS BEAUTY ICON CHAU HAI MY - ADORED BY TOP BEAUTIES IN VIET NAM

FOR CUSTOMER EXPERIENCE

Ngoc Dung Beauty with a mission to bring the perfect beauty to every woman to achieve more, to gain more success and happiness in life. The biggest challenge is most woman is lack of encouragement and fear to take action. Brand invited Kathy Chow-international famous actress came shared her true stories about how she maintained her beauty as a weapon to achieve numerous success. By doing so, she had **inspired and encouraged so many women to take action and be the best version of themselves**.

FOR BRANDS GROWTH

- ✓ **50** Reporters and editors joined the event
- ✓ **150** social outcomes (Vnexpress, afamily, thanhnien, ngoisao, vietnamnet, kenh14, bazaar, elle, eva,...)
- ✓ **TV News:** HTV9, VTC8, VTC9,...
- ✓ **100%** positive news





ASK

OUR



AMAZON GLOBAL SELLING (ASG)



AFFIRM AMAZON AS A GLOBAL LEADING ECOMMERCE BRAND IN VIETNAM MARKET TO GROW THE LOCAL SELLERS FORCE

FOR CUSTOMER EXPERIENCE

Golden tends to uplift ASG's image to **enhance Vietnamese sellers' trust** in the world-leading ecommerce brand, which hands them a chance to join the Cross-border ecommerce global trend and **earn greater profits**

FOR BRANDS GROWTH

Affirm Amazon brand direction as the global leader ecommerce brand and grow the firm's local sellers force.





ACT

OUR



COMM
SOLUTION

OUR PROUD PARTNERSHIP WITH COMFORT

1

Integrate brand superior functional value – One rinse, into consumer life with an impact at national scale

Well-recognized by

Honour Award from Ministry of Natural Resource and Environment.



2

Elevate brand imagery by building brand association with Fashion platform

Well-presented by

First ever technology fashion festival by a Nr. 1 Fab con brand in the market



COMFORT - USLP 2017

AN INTEGRATED APPROACH TO ESTABLISH A CSR PLATFORM TO SOLVE NATIONAL ISSUE & ASPIRE AUDIENCE WITH THE PRODUCT ROLE IN DAILY LIFE TO DRIVE SALES

FOR CUSTOMER EXPERIENCE

We started with Media Engagement then built up a Community Movement that turned a brand idea (**one rinse to save water**) into a social idea (**save water for drought and salinity regions**), harmonizing both Business Vision and Social Mission, which successfully tackles the sweet spot among consumer insight, social context, brand values and product roles that **MOTIVATES positive behavioural change towards water usage, creating more significant impact.**

FOR BRANDS GROWTH

5M reach
online & offline

300 top-tier
articles

238%
earned PR

+61 bps

Comfort 1 Rinse Share

4.8% USG Growth YTD

Comfort 1 Rinse



FIRST EVER TECHNOLOGY FASHION FESTIVAL BY A NR. 1 FAB CON BRAND IN THE MARKET

✓ **WHEN:** 20-22/7/2017

✓ **WHERE:** NGUYEN HUE AVE, HCMC

FOR CUSTOMER EXPERIENCE

- ✓ As other big cities in vietnam owns their **SPECIAL PUBLIC EVENT** To promote their IMAGE, **SOCIAL ENGAGEMENT** - Ho Chi Minh city does need also.

FOR BRANDS ROLES

- ✓ First time ever, golden communication group and hcmc department of tourism have collaborated for the **FIRST TECHNOLOGY FASHION AND TOURIST FESTIVAL ON NGUYEN HUE STREET.**



COMFORT FASHION HOUSE IN FASHIONOLOGY



FREEFIRE X SƠN TÙNG MTP

LAUNCHING EVENT

ABOUT

Launch the FIRST VIETNAMESE CHARACTER of FreeFire in 2020

FOR CUSTOMER EXPERIENCE

Be the first to **experience the Skyler who is Son Tung MTP** in FreeFire at the event

FOR BRANDS GROWTH

Combining different communication activities with a **focus on the launch event of Son Tung MTP** has helped FreeFire **increase brand Awareness** in the market.

OUR ASSETS

by GOLDEN EVENT



THÀNH SIM CAMPAIGN 2018



CAMPAIGN INCLUDES ACTIVATION & LAUNCH EVENT

FOR CUSTOMER EXPERIENCE

Experience new products of Vietnammobile with many lucky gifts

FOR BRANDS GROWTH

- ACTIVATION: **6000** participants in 4 days
- EVENT: engage with **220** audiences (Media, MPV, BS, Key Partners, VNM team)



TOP 5 HIGHEST RATED TV SHOWS IN 2019

FOR CUSTOMER EXPERIENCE

Combine between Golden Event and companies of Golden Communication group for **casting to select potential vocalists for the finale**

FOR BRANDS GROWTH

✓ IN THE CENTRAL REGION OF 2019, ATTRACTING **MORE THAN 10,000 CONTESTANTS.**

✓ RECRUIT CONTESTANTS **IN 06 CITIES/PROVINCES.**



ADVOCATE

OUR



DUTCH LADY - DEN DOM DOM

AN ICONIC CSR CAMPAIGN THAT INSPIRES A GENERATION AND LAYS THE FOUNDATION FOR A 20-YEAR JOURNEY

FOR CUSTOMER EXPERIENCE

We come up with a CSR campaign to solve the urgent dropout rate of poor children as we always believe academic is not the only way to be successful, but a short one. Consequently, we **ENCOURAGE PEOPLE** to take practical actions, we **CONNECT THE KIND HEARTS** with the poor children and let them **ACHIEVE THEIR DREAM** of going to school.

FOR BRANDS GROWTH

8 SCHOOLS were built
20,000 scholarships for remote children
150,000\$ were raised

102,323 website traffic
>40,000 FB fans
>40,000 votes for 600 nominates of scholarship
>40,000\$ for SMS texting



POND'S ACNE CLEAR

OUR ASSETS

by GOLDEN DIGITAL

SOLVE TEENAGERS' SELF-DEPRECIATION DUE TO ACNES WITH POND'S NEW PRODUCT ENDORSED BY KOLS

FOR CUSTOMER EXPERIENCE

Golden effectively leverages social listening tools and influencers to create a short film which catches the eyes of local teenagers feeling so self-depreciated due to acnes, recommend them Pond's new product as a solution for acnes fear and help regain their self-confidence.

FOR BRANDS GROWTH

3,027,391

social interactions

5,699,817

short film views



23 years of real value creation to form prime relationship with our dear clients



L'ORÉAL
PARIS

Kiehl's
SINCE 1851

VICHY
LABORATOIRES

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

PediaSure

Ensure

Grab

THE
RIVER
THU THIEM

MeadJohnson
Nutrition

HUAWEI

Abbott

SAMSUNG

Unilever

MAYORA

BAYER

THE EVERRICH
INFINITY
BY PHAT DAT

STRONGBOW
APPLE CIDERS

AstraZeneca

DHG PHARMA

PHYSIOGEL
HYPOALLERGENIC

FrieslandCampina

PORSCHE

VTV

WIPRO UNZA

SANOFI

ACB

TCL
The Creative Life

Vinh
HAO

Gambrius

Pfizer

amazon

TECHCOMBANK

Hoàn Mỹ

HERBALIFE

CATHAY PACIFIC

Comfort

VINAMILK

Castrol

MB

Tiger

LQ VINA Cosmetics Co.

Dol'sure

guardian

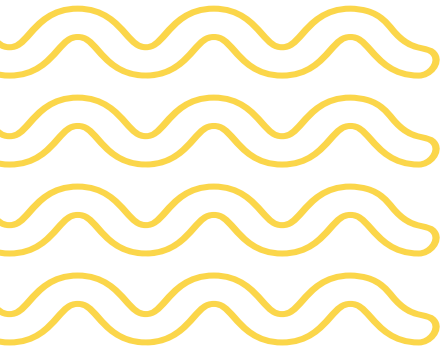
HOA SEN
GROUP

NGOC DUNG
BEAUTY CENTER

Carlsberg



SERVICE DETAILS



1. CORPORATE PR

- Reputation management
- Issue & Crisis management
- CSR
- Internal communication
- Thought Leadership

2. PUBLIC AFFAIR

- Media Relation
- Government Relation
- Networking

3. RETAINER PR

- Corporate and Brand Strategy
- Press Office
- Content Development and Execution
- Media Engagement
- Media Training
- Competitor analysis
- PR Projects Implementation and Marketing Counseling

4. CONSUMER PR

- Strategic Planning
- PR Implementation
- Thought Leadership
- Content Marketing
- Influencer Marketing
- Award Programs

5. BRAND PURPOSE

- Strategic Planning
- Uncover path to purchase
- Build ecosystem to deliver CTA

1. INTEGRATED DIGITAL STRATEGY

- Discuss Business Objectives
- Data-driven insight
- Path To Purchase
- Integrated campaign led by Digital

2. DIGITAL MARKETING & PR

- Digital PR
- Measure Digital PR/Activation Effectiveness
- Digital marketing Activation

3. DIGITAL CRM/CUSTOMER CARE

- Digital CRM
- Customer care on Social Media
- Contextual Customer care

4. INFLUENCER MARKETING

- Clear Methodology
- Scanned by Tool & Filter by Human
- Answer Communication Objectives
- Focus on real influencers who can reach the right target

5. VIDEO MARKETING

- Video content on innovative format
- Data-driven insight & content
- Short-form & mobile first

6. MEDIA & DATA-TECH ORCHESTRATION

- Programmatic Media Buying
- Data-driven Optimization
- Data/Media/Creative Planning
- Tech Solution



1. EVENT

- Corporate Event
- Conference & Symposium
- Award & Anniversary
- Gala dinner & Luxury Banquet

2. CAMPAIGN FOR BRAND ACTIVATION

- Product Launching
- Booth Roadshow & Parade
- Mall Event
- Consumer Event

3. ENTERTAINMENT

- Festival
- Music show/ Classy concert
- Fashion show

4. TRADE MARKETING TOOL

- Door to door sales
- Telemarketing
- Direct mail
- POSM & Production installation

5. FAIR PLANNING & ORGANIZING

6. INTEGRATED MARKETING

7. LIVE MARKETING

- Online Event: Transformation to MULTI-INTERACTION & LIMITLESS CONNECTION
- Online Training: Exciting convenient & efficient training – workshop
- Social Activation: a complete activation solution



1. CONTENT DEVELOPMENT & PRODUCTION

- Corporate Video Clips
- Inspirational Clips
- Viral Clips
- Year end party Clips
- TVC Production
- Web Series

2. TALENT/KOL MANAGEMENT

- KOL content management
- KOL management

3. TV SHOW

- TV Show production
- TV Series production
- TV show & TV series licensing

4. MEDIA PLANNING & BOOKING



1. INFLUENCER STRATEGY

2. INFLUENCER BOOKING & MANAGEMENT

3. INFLUENCER VISUAL & CONTENT PRODUCTION

4. INFLUENCER CO-PROJECT

5. INFLUENCER EVENT ORGANIZATION

6. INFLUENCER STUNT

7. INFLUENCER SHOOTING

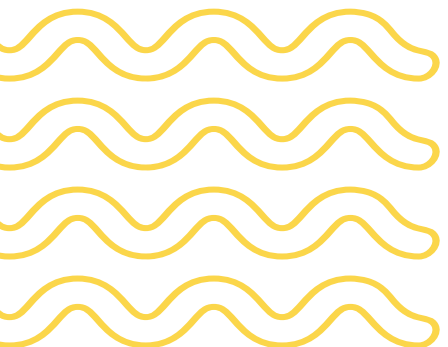
8. CONTENT2COMMERCE

SERVICE DETAILS





THANK YOU!



Contact: <info@goldenadgroup.vn>