





# A GROUP OF 6 INDEPENDENT COMPANIES



# A GROUP OF 6 INDEPENDENT COMPANIES THAT PROVIDES INTEGRATED MARKETING COMMUNICATIONS SERVICES WITH 01 GOAL:

MARKETING

**IMPROVE** 

INTO

**ACTIVITIES** 

CLIENT'S BUSINESS

**EVERY** 

**EFFECTIVENESS & EFFICIENCY.** 

**OPPORTUNITIES** 



PUBLIC RELATIONS PLANNING – IMPLEMENTATION

- Media relations
- Public Affairs
- Corporate communications
- Product communications
- Content Creation for Multi-Channel Marketing



EVENT PLANNING STRATEGIES & BTL SERVICES

- Press conference
- Symposium
- Corporate event
- Consumer event
- Activation



DIGITAL COMMUNICATIONS

- Integrated digital strategy
- Digital Public relations / Activation
- Digital Customer relationship management/ Customer care
- Influencer Marketing
- Video Marketing
- Big data
- Communication planning and optimization



CONTENT DEVELOPMENT MEDIA PRODUCTION

- Create and produce television programs
- Create and produce promotional films for brands
- Create and produce digital content on OTT, Facebook, Youtube, Instagram
- Research, supply and distribute TV content and digital content.
- Planning, buying, and booking ads on mass media including television, newspapers and social networks



- Billboard
- Transit advertising



- Influencer Strategy
- Influencer Booking & Management
- Influencer visual, content production
- Co-creation

## 1998

1<sup>st</sup> office established in HCM

# 2001 - 2007

Top 10 Advertising Agency

# 2008

Top local advertising agency Top event agency Top digital agency Top 3 PR agency Top 4 Media agency

# 2009

Top local advertising agency Top event agency Top digital agency Top 3 PR agency Top 4 Media agency

# 2016

Top 2 PR Agency

Top 2 Event Agency

Top 3 Digital Agency

Top 2 Media Local Agency

COMMUNICATION **AGENCY SINCE 1998** 

# COMMUNICATION PARTNER FOR YOUR BUSINESS AND BRANDS WITH

# **4 OUTSTANDING STRENGTHS**

# 01

# CREATIVE, COMMITTED, AND DARING TEAM

Commit to creativity and ability to implement strategies and ideas always have a solution to support clients 24/24.

NO MOUNTAINS ARE HIGH ENOUGH TO DETER US FROM CREATIVITY AND DEDICATION

# O2 STRATEGIC PLANNING

Through the combination of extensive knowledge of domestic market and vast experience from working with multinational companies, we identify the hidden desire of target audience and the opportunity for the brand, to set up an appropriate planning & deployment.

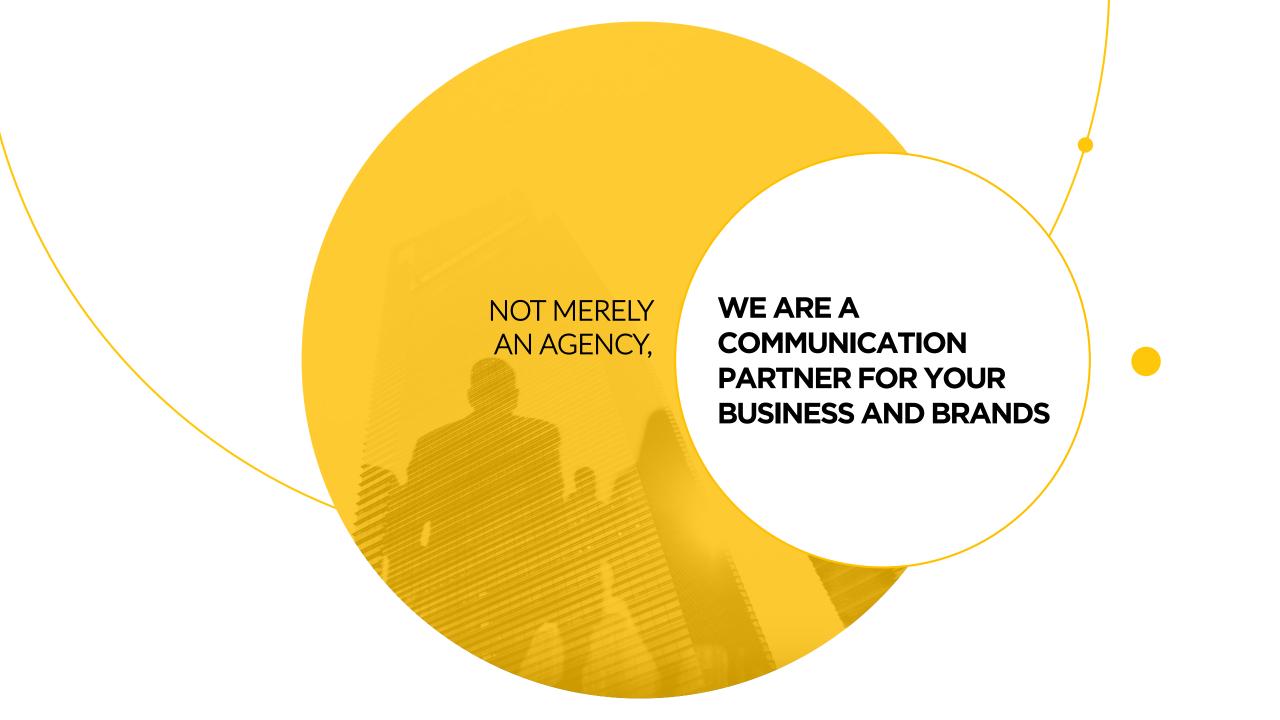
# **4 OUTSTANDING STRENGTHS**

# O3 CREATIVE IDEAS THAT TRULY WORK

Apply creativity to different communication platforms to create breakthrough ideas that are highly effective

# O4 INTEGRATED AGILE IMC AGENCY

Integrated planning and Implementation at ONE PLACE to maximize time and cost efficiency



# **KEY CLIENTS**



























































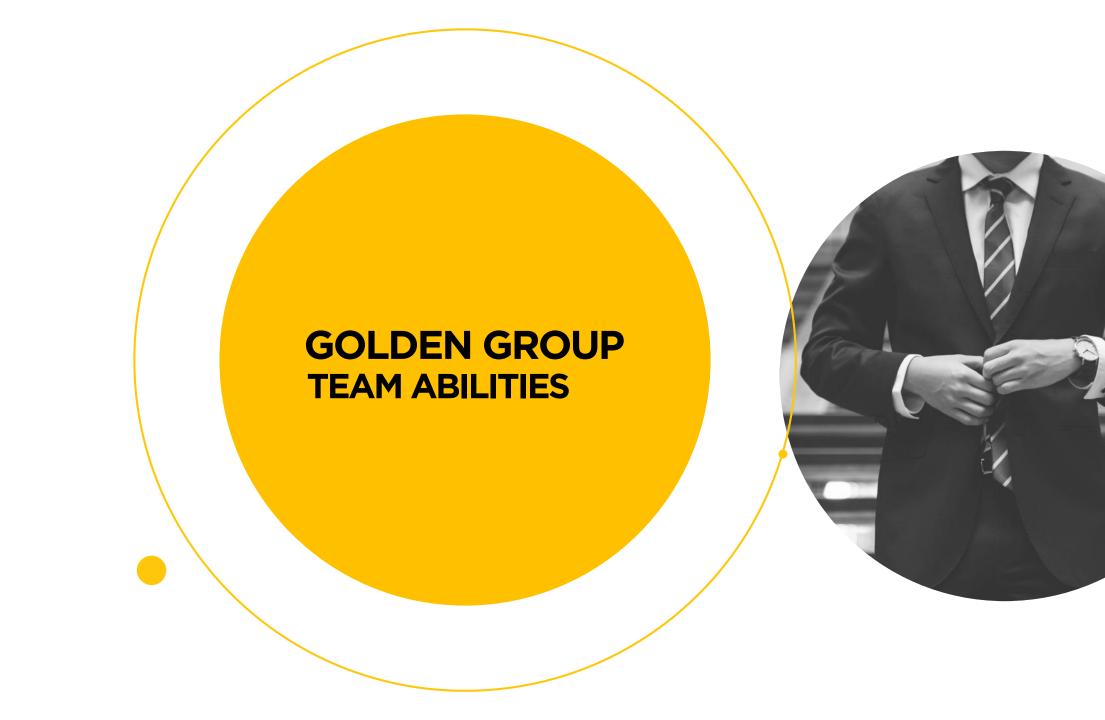


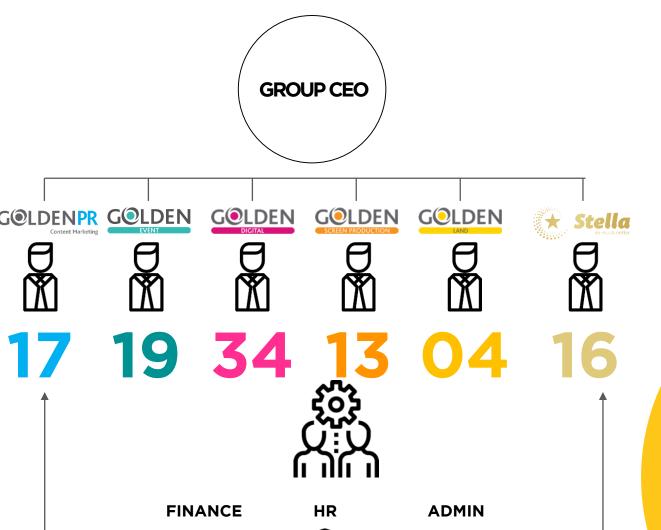












**ADMINISTRATIVE MANAGEMENT** 

G@LDENPR G@LDEN





#### 1. COMPREHENSIVE FINANCIAL SYSTEM

Golden Group is one of the few communication organizations using the world's leading audit system including KPMG, Deloitte, PWC, with a stable annual revenue of over VND 200 billion.

# 2. HIGH-QUALITY TEAM FOLLOWS STANDARDS OF INTERNATIONAL ADVERTISING GROUPS

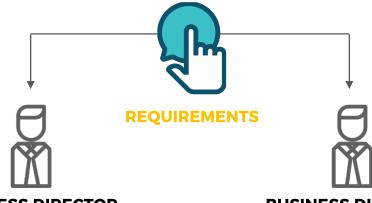
Golden is known for its high quality staff, who always acting with a goal of bringing value to Clients and colleagues.

# 3. EXPERIENCE IN PLANNING AND IMPLEMENTING VARIOUS PROJECTS FROM GLOBAL COMPANIES IN VIETNAM EFFECTIVELY

Golden develops strategic plan with maximum efficiency.

# Effective in terms of time and cost with Integrated Service





BUSINESS DIRECTOR (Customer service)



A team of specialists develops a strategic plan and executes it







Strategic consulting team monitors and measures KPI & Effectiveness









# STRATEGIC CONSULTING TEAM

#### **CONTENT MARKETING**

MR. HUÌNH LÊ KHÁNH Managing Director Golden Public Relation & Golden Stella

# DIGITAL MARKETING IMC PLANNING

MS. MAI THỤC QUYỀN Group Managing Director Golden Digital & Chameleon





# Ms. NGUYÊN MINH HƯƠNG MA Canberra University

CEO - Golden Communication Group

- Deputy Manager of Youth Cultural House HCMC
- MC, Editor, Director and Production Manager of HTV.
- Delegates of People's Councils of HCMC (2004-2011)
- A member of RMIT's Career Advisory Board
- Lecturer of Ho Chi Minh City University of Culture
- 2007-2012, Managing Director of Golden Event PR
- 2013-Now, CEO of Golden Communication Group

A leader who puts Client's success as top priority

Ms. Hương has a solid experience base and a deep understanding of various fields: government relations, PR communication strategy consulting, event organization, and media production



# Mr. HUÝNH LÊ KHÁNH

Group Managing Director Golden Public Relations – Golden Stella

- In charge of internal affairs of Ho Chi Minh City National University: participate in national programs, understand and work well with the state system
- Funehouse Entertainment- Hongkong, Korea and Asia Entertainment, event organizing & KOL management
- 4 years at Golden Public Relations as Strategy & Customer Service Director.
- Currently a Managing Director of Golden PR, has a great understanding of PR & Communication, always accompanies with Client's Brand Development
- Solid and diverse experience in PR strategic planning & Execution
- Work directly and act as a team leader for projects with key Clients such as Samsung,
   Unilever, URC, Vietnammobile, MSD, Sanofi, JupiterFood, FCV, Herbalife và Hoàn Mỹ
   Hospital.

A leader who always creates joy and has an exceptional storytelling skill.

An experienced expert in PR communications, always brings new thing to the table and think strategically to maximize efficiency in both planning and implementation.



# Mr. HẢI TRIỀU

# Managing Director – Golden Event

- With diverse experiences ranging from local to global companies, every day, I wake up and realize the truth that my passion for doing Event and BTL projects goes on forever!
- More than 15 years in the industry, more than 400+ BTL projects for Local and Global Clients, I always want to contribute more and more to Brands and Event Marketing campaigns with my own project management and strategic planning style that I have consolidated over all those years.
- The greatest joy in my job is seeing Golden Event's partners become bigger and stronger. With the attitude of "Be creative, work hard", "Give more to get more", our KPI is "1% better every day". Instead of empty promise, I am always committed to bringing you success.
- BA in Business Administration and English Language.
- Mr.Triều has worked for Cheil Worldwide, Ogilvy Action, Milestone Communication

The leader of Event Marketing & Activation team, who is always creative and enthusiastic..

"I love all art fields and when I am doing art in BTL Marketing environment, I feel like I'm living in my own world"



# Ms. MAI THỤC QUYÊN

Group Managing Director - Golden Digital & Chameleon

- 4 years: Creative Director of Milestone Communication, in charge of bidding and implementing various Creative projects for Clients such as: Unilever, BAT Porsche, Kimberly Clark, Samsung.
- 3 years: Strategy Director of Golden Event PR, in charge of PR planning, build and manage relationship with Key clients such as: Uniliever, Vinamilk, Ton Hoa Sen, Castrol BP.
- 2 years: Managing Director of Golden Digital, build a high quality team, deliver digital products and services to serve Key Clients such as: Unilever, MobiFone, Abbott, Castrol.

The leader of Golden Digital, who aims to enhance consumer experience through digital marketing platform - An extremely creative leader.



# Ms. NGUYÊN THỊ LONG AN

Vice Managing Director – Golden Screen Production

- 5 years working as Production Manager at Cat Tien Sa Media Group, responsible for developing and producing programs with the highest rating and social interaction in Vietnam: The Voice Kids season 1 2 3, The Remix season 1 2 3, The Face season 1 2
- 1 year as Senior Production Manager at Golden Screen Production, continue to successfully produce Your face sounds familiar season 6 and bring fresh air into 2 culinary programs Chef and my fridge, Crazy Market. In addition, Ms An also produce content for big brands like Confort, Samsung, I-on Life, Sendo... with her team
- Understand the entertainment industry like her daily life, thereby bringing solutions that combine entertainment and brand to provide quality content for Clients
- Managing Golden Screen Production, building a local talent team that possess international energy and quality.

The one who connect people together at Golden Screen Production, a team of talented people with strong personality who want to conquer challenges from customers and the entertainment industry.

"EVERYTHING STARTS FROM CLIENT'S SATISFACTION"



# Ms. NGUYỄN LAN ANH

Acting Managing Director - Golden Digital

- Lan Anh has been living in the Marketing Communication Zone for almost 10 years with a lot of experience in E-commerce (Foodpanda Vietnam – 1.5 years); Content & Community (Riverorchid Vietnam – 1.5 years) and Integrated Marketing Communication lead by digital (Golden Digital – 6 years until now).
- She has together with Ms. Quyen & Mr. Hoai to build up Golden Digital from Zero to Hero with 30 members; Retaining Global Clients (Abbott; HVBL; Castrol; Unilever); winning campaigns (Bai Nay Chill Phet Strongbow; Sendo Sam Tet Du Day; Abbott Grow Cao Lon Thong Minh, etc). Lan Anh sets her life purpose is paying forward to the community & it's also matching with Golden Digital's mission to turn communication from awareness to real value for consumers; marketers and brands.



# Ms. TRẦN THỤY HOÀNG TRANG (Panda)

Vice Managing Director – Golden Public Relations

- A post-graduate in Marketing and Communication, a coffee drinker, late sleeper, crazy thinker, boundary pusher.
- 6 years breathing in the industry with variety proud works: Samsung, Unilever, FCV, Castrol, Vietnamobile, Ngoc Dung Beauty, Neptune, Roche...
- Marrying the practice of communication strategy with marketing creative
- An experience and creative curiosity, striking the right balance between brand storytelling, influence, and reach; that delivering true value to client.

Be the one who walk the walk. Cause a boss has the title, but a true leader has the people.

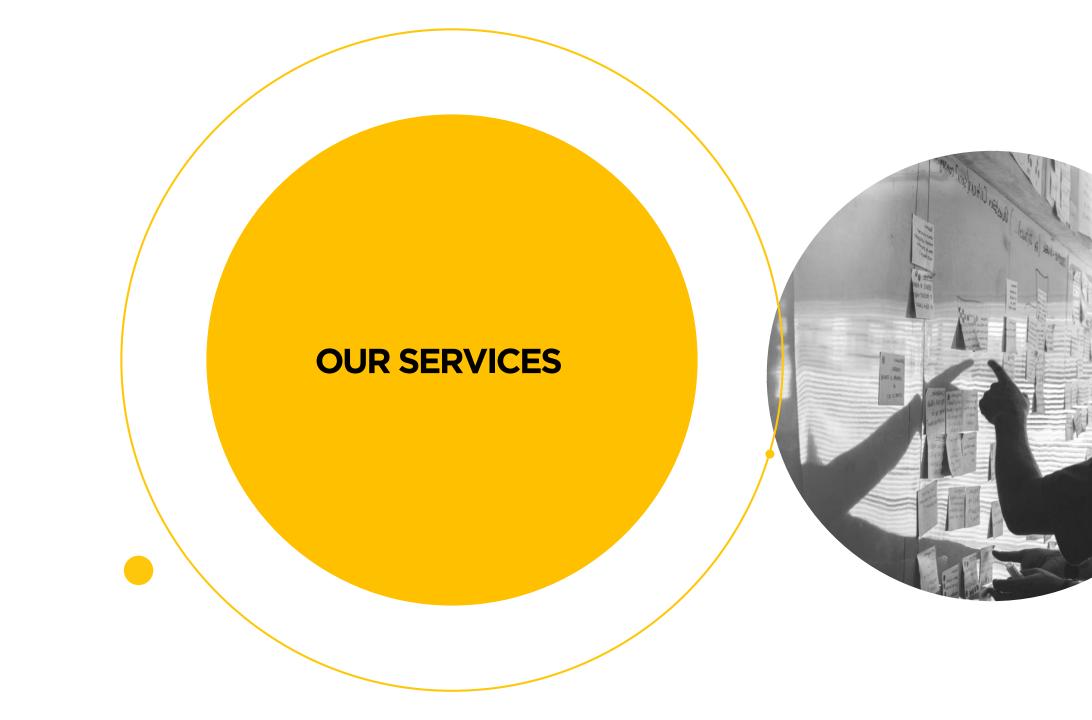
"Imperfection is beauty, madness is genius and it's better to be absolutely ridiculous than absolutely boring"



# Mr. NGUYỄN VIẾT HOÀNG QUYNH

Vice Managing Director – Golden Stella

- 6 years of experience working in marketing field specially in Digital and PR for both client and agency side. He has long time work with many global clients from Japan, UK and US. Quynh handles the part of quality control and Campaign Management in Account Service and Project Management
- Key Client: Sony, Samsung, Kotex, ANZ, Standard Chartered, AEON Mall, Vietnam Airlines, Jetstar Pacific, Vietjet Air, VIB, Vietcombank, Liberty Insurance, Prudential, Coke, Hitachi, Vinamilk, Huawei...



#### 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





#### 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**

(With Golden Subsidiaries)

#### 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. 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

- Strategy
- Management
- Content Development
- Visual Development

## 5. INFLUENCER EVENT ORGANIZATION

## **6. INFLUENCER STUNT**

- Strategy
- Connect
- Deal
- Booking & Management
- Content Development
- Visual

#### 7. INFLUENCER SHOOTING

- Concept
- Management
- Content Development
- Visual Development
- On-site shooting
- Final Artwork





- 1. OMNI CHANNEL & DIGITAL LEAD
- 2. FLEXIBILITY & AGILE PROCESS
- 3. DIVERSITY CREATIVITY







Golden Communication Group is honored to be

A COMMUNICATION
PARTNER FOR
YOUR BRANDS

