

TRƯỜNG ĐẠI HỌC VĂN LANG

ĐỀ THI KẾT THÚC HỌC PHẦN**KHOA QUAN HỆ CÔNG CHÚNG TRUYỀN THÔNG** Học kỳ: Năm học: **2021 - 2022**

Mã học phần:

Tên học phần: **XÂY DỰNG VÀ QUẢN TRỊ TH**

Mã nhóm lớp HP:

Thời gian làm bài: 5 ngày

Hình thức thi: **Tiểu luận****Cách thức nộp bài (Giảng viên ghi rõ): sinh viên nộp bài trên hệ thống elearning và hoàn thành trong 05 ngày****Gợi ý:**

- SV gõ trực tiếp trên khung trả lời của hệ thống thi;
- Upload file bài làm (word, excel, pdf...);
- Upload hình ảnh bài làm (chỉ những trường hợp vẽ biểu đồ, công thức tính toán đặc biệt).

THE END**HƯỚNG DẪN SINH VIÊN TRÌNH BÀY
TIÊU CHÍ CHẤM ĐIỂM****PART A – DISCUSSION QUESTIONS (4 marks)**

Question 1: How does consumer knowledge play a role in the success of new products associated with existing brands? Please provide the example (1 Mark)

Suggested Answer:

Brand knowledge created by marketing investments dictates appropriate future directions for the brand. Consumers will decide, based on what they think and feel about the brand, where they believe the brand should go and grant permission to any marketing action or program. Many new products can fail because consumers find them inappropriate extensions for the brand. (0.5 mark)

Students are required to deliver the examples (0.5 mark)

Question 2: As the marketer of a new soft drink, what are the three levels at which you might anchor your brand's points of difference? Please provide the example (1 mark)

Suggested Answer:

The three levels at which a marketer might anchor a brand's points-of-difference are: (1) brand attributes, (2) brand benefits, and (3) brand values. Students may furnish their own examples of these types of points-of-difference as they might pertain to a soft drink (0.5 mark)

Students are required to deliver the examples (0.5 mark)

Question 3: There are a number of specific roles brands can play as part of a brand portfolio. List and briefly describe the four roles described in the text and provide the example. (1 Mark)

Suggested Answer:

The four roles are: (1) flankers—or fighting brands. These are positioned with respect to competitors' brands so that more important (and more profitable) flagship brands can retain their desired positioning; (2) cash cows—some brands may be kept around despite dwindling sales because they still manage to hold on to a sufficient number of customers and maintain their profitability with virtually no marketing support. These “cash cow” brands can be effectively “milked” by capitalizing on their reservoir of existing brand equity; (3) low-end entry-level—the role of the relatively low-priced brand in the portfolio often may be to attract customers to the brand franchise. Retailers like to feature these “traffic builders” because they are able to “trade up” customers to a higher-priced brand; and, (4) high-end prestige—the role of a high-priced brand in the brand family often is to add prestige and credibility to the entire portfolio. (0.5 mark)

Students are required to deliver the examples (0.5 mark)

Question 4: There are six criteria used in creating brand elements. The first three can be characterized as “brand building” in terms of how brand equity can be built through the judicious choice of a brand element. The latter three are more “defensive” and are concerned with how the brand equity contained in the brand element can be leveraged and preserved in the face of different opportunities and constraints. List and briefly characterize the six criteria. (1 mark)

Suggested Answer:

The six elements are: (1) memorable, (2) meaningful, (3) likable, (4) transferable, (5) adaptable, and (6) protectible. For characterizations, see chapter materials

PART B – CASE STUDY (6 marks)**My Hao vs Sunlight: The 2 Decade War in the Sink****The king of dishwashing liquid for a while**

Mr. Vinh was born in 1960 in a Chinese family in Cho Lon. From the age of 10, Mr. Vinh learned to make incense, which is a family tradition. At 16 he sold bicycle parts by the roadside, at 17 he sold groceries. While the eldest brother took over the family business, Mr. Vinh turned in another direction: mixing caustic soda, cooking soap for sale at Kim Bien market.

From the beginning, he worked alone, with only a few dozen kg, gradually Mr. Vinh increased the scale to 100-200 then 500 kg, opened more facilities, recruited more people. In 1989, this businessman took the opportunity to buy a large batch of raw materials up to several hundred tons, but there were no buyers. These materials could not make soap or shampoo, so Mr. Vinh came up with an idea to make dishwashing liquid.

In the early 90s, almost every family washed dishes with soap, only a few well-to-do families used imported but high-priced dishwashing liquid. So when the bottle of My Hao dishwashing liquid cost more than 2,000 VND for 600ml, it was enthusiastically received. My Hao quickly dominated the market. This image of a round, pale yellow Vietnamese brand of dishwashing liquid has also become an unforgettable memory for the current 8X generation.

Potential markets are always under scrutiny. In 1997, Unilever launched Sunlight into the market, but it was initially difficult. The reason is that Sunlight is priced twice as much as My Hao while designing, the color is no different, and the consumer psychology of dishwashing liquid is the same. Unilever corrects the mistake by launching a new product, a new design, advertising "vitamin E protects the skin of the hands". This campaign won with a large distribution network coverage, My Hao was pushed to second place, the market share was sometimes only 40%.



Wake up to the long battle

Another reason why My Hao lost the throne is the subjectivity in the distribution system. By the time My Hao was born until it was time to dominate, Mr. Vinh sold intermittently to wholesalers or agents, regardless of where the market was.

"In those days, selling goods was easy, but not as hard as now. The whole province sometimes only needed 1 distribution agent and I delivered to them, all the retail distribution stages below, they were free", Mr. Vinh once said. To share. When this geographical system leans towards the opponent due to incentives and promotions, My Hao's loss is obvious.

"In the consumer goods industry, the construction of a distribution system is the decisive factor for the existence of the business," Vinh later reflected. Back when My Hao was taken away from the No. 1 position, Mr. Vinh impatiently rebuilt the distribution system by himself. He personally went to each province from North to South, introduced many discount policies to persuade agents to bring goods deeper into retail stores.

In addition, My Hao is also present at Vietnamese markets or mobile sales trips. This approach helps the company save costs and re-warm the brand in the hearts of Vietnamese consumers. After a few years, My Hao's revenue increased again.

Up to now, My Hao has built a nationwide distribution system of over 150,000 points of sale. But the distribution battle is always tough because Unilever does not ignore the rural market. To bring goods to remote areas, Unilever has sent more than 100,000 workers everywhere. There are 34 Unilever retail points in each province.

Not afraid to fight for distribution, but Mr. Vinh said My Hao does not directly confront Unilever in the marketing battle. With a potential international corporation, great financial potential to be able to "bomb" at prime time on television or choose a beautiful location in the supermarket system, this approach of My Hao is reasonable.

My Hao's point of view is that advertising is aimed at maintaining brand identity through local television stations and cable television. My Hao can only spend 3% of revenue on marketing, while this rate at Unilever can be 3-4 times higher.

The reason My Hao cannot spend much on marketing is because a part of the revenue is shared with the low-cost strategy. My Hao implements the "one price" policy in all regions, although the cost of sales in the localities is not the same. This selling principle is explained by Mr. Vinh. If not selling at the same price, the distributors will sell through different locations, My Hao takes near and far to compensate. There are remote locations with large transportation costs, but My Hao still clings to it because it does not want to reserve land for competitors.

Besides, to have a low price, My Hao sometimes accepts a low interest of only 200 VND/bottle of dishwashing liquid. But in return, although not occupying a beautiful location like Sunlight, the percentage of households preferring it is less, but My Hao is an option for restaurants, restaurant owners, and hotels because of its low price.

As a rare Vietnamese brand that still stands firm in the face of international big sharks, My Hao does not show weakness or falter. Dishwashing liquid is still considered the mainstay of My Hao for the domestic market. However, this company has now diversified its products into shower gels, perfumes, shampoos, floor cleaners, laundry detergents, etc. with many different brands.

My Hao didn't even want to hang around in the yard. If in the past, Mr. Vinh personally went to the local area in the country to convince the agent, now he is stepping out to many world markets. Currently, My Hao has exported to 10 markets, mainly focusing on Asia. According to Entrepreneur magazine, the revenue of this segment is only about 7-8%, but My Hao expects to double in the next 2 years.

For example, the Cambodian market is considered an admirable feat of My Hao. After only a few years of market penetration, My Hao has built a strong foothold with about 20-30% market share of dishwashing liquid in this market, which is very popular with Thai products. In recent years, the e-commerce market has developed strongly in Vietnam and My Hao is not slow to face this big wave when building an online sales channel. My Hao also doesn't mind discounts, promotions and free shipping in HCMC when ordering online from the company's website.

In 2010, My Hao's revenue reached about 650 billion VND, 3 years later quickly increased to 1,000 billion VND. With new steps, My Hao's goal in 2017 to reach 5,000 billion VND, 5 times higher than in 2013 is not difficult to achieve.

Source:

<https://cafebiz.vn/my-hao-vs-sunlight-cuoc-chien-2-thap-ky-trong-bon-rua-bat-20161123152408793.chn>

<https://www.myhao.vn/gioi-thieu>

Question:

1. Based on the data given in the above report, please conduct a brand audit including the history, private ownership, brand portfolio, and brand elements of Mỹ Hảo Company. **(1 point)**

Trả lời:

- Giới thiệu quá trình phát triển và lịch sử thành lập của Mỹ Hảo **(0.2 điểm)**
 - Vẽ sơ đồ Danh mục thương hiệu thông qua cấu trúc thương hiệu (brand architecture) bao gồm thương hiệu gia đình (House of Brand, Parent brand và Sub-brand của Mỹ Hảo) **0.4 Điểm**
 - Nhận diện 7 thành tố thương hiệu thông qua Brand Name, URLs, Logo and Symbols, Character, Slogan, Jingle, Packaging của Mỹ Hảo (mỗi thành tố là 0.1 điểm, tối đa **0.4 điểm**)
2. At the same time, please analyse the Brand Inventory and Brand Exploratory of My Hao company. **(2 points)**

Trả lời:

- a. Kiểm kê thương hiệu: sinh viên tập hợp các dữ liệu có trong bài hoặc trên website mô tả Marketing Mix gồm 4Ps Sản phẩm, giá, kênh phân phối và các hoạt động promotion và IMC của công ty Mỹ Hảo, mỗi yếu tố 4Ps phân tích tốt đạt tối đa 0.25 điểm, tổng là **1.0 điểm**
- b. Khám Phá thương hiệu:
 - Xác định kiến thức khách hàng (Customer Knowledge) qua bản đồ nhận thức thương hiệu của khách hàng, sinh viên vẽ được sơ đồ và phân tích các thuộc tính trên tối đa **0.5 điểm**.

- Vẽ và xác định ngắn gọn các block (khối) trong mô hình CBBE tối đa **1.5 điểm** và phân tích đúng đối thủ cạnh tranh của Mỹ Hảo là các loại nước rửa chén, bột giặt, hóa chất đúng phân khúc thị trường như Net (Công ty CP *Bột giặt NET* tên giao dịch là NETCO, thành viên của VINACHEM (Tập đoàn hóa chất Việt Nam), Lix (Công ty cổ phần bột giặt Lix) các bạn sinh viên phân tích Unilever là đối thủ cạnh tranh sẽ không được tính điểm. **(tối đa 0.5 điểm)**

3. Please analyze the brand positioning of My Hao brand through Points-of-Parity and Points-of-Difference and determine what is the brand mantra of My Hao ? **(1 mark)**

Trả Lời:

Chiến lược khác biệt hóa của Mỹ Hảo phủ khắp nhãn hàng của mình tại hơn 150.000 điểm bán trên cả nước, xây dựng chính sách đại lý ưu đãi hấp dẫn (Push strategy) phù hợp với thị trường. **(0.5 điểm)**

Mỹ Hảo chọn chiến lược định vị toàn diện dựa trên giá và chất lượng The Same For Less (chất lượng tương đương, tốt nhưng có giá thấp hơn) **(0.25 điểm)** và khách hàng có thể mua bất kỳ nơi nào tại nông thôn

		Price		
		More	The same	Less
Benefits	More	More for more	More for the same	More for less
	The same			The same for less
	Less			Less for much less

Brand Mantra: **trắng hơn, sạch hơn tiết kiệm hơn (5x giặt xả, 5x trắng sáng, 5x đậm đặc hơn)** **0.25 điểm**, sinh viên vào website và xem các đoạn video của Mỹ Hảo và phải nhận ra điểm chung của các đoạn video quảng cáo đều hướng tới tính năng của sản phẩm và lợi ích của các tính năng trên giúp giảm chi phí và tiết kiệm hơn

4. Based on a study by Jwalter Thompson on women's rights, she presented an aspect of the issue of marketing aimed at women: A new approach, expressed in the following 3 aspects:.

“First, more empower women.

“Secondly, thinking of women as an individual, a human being in general, does not necessarily mean thinking in terms of gender. Stop calling women "consumers". And don't see feminism as a trend or a brand. It's a way of showing equality, without a brand empowering them. All the things that men can do, women can do too.”

“Third, think about the possibilities of being a woman, instead of the responsibility of having children. From noble thoughts to dreams, hopes and ambitions - beyond the confines of the kitchen - through simple decisions in creative products, a woman can be a comedian, as well as a person. Can be a hero, can also be a smart person. Women are playing a larger role in society and culture, so we want to see this reflected in our advertising, products and brand communications.”

You are asked to choose one of 3 segments market before marriage, married and after divorce. In all three of these segments, women are always seen under the lens of a mother, let's plan IMC for 2022 with a completely different approach from the traditional view of women and apply one of the aspects of Jwalter Thompson's research to a new line of My Hao products **(2.0 marks)**

Trả lời:

Sinh viên lên một kế hoạch IMC gồm 7 bước và định hướng chọn một trong 3 cách marketing hướng tới nữ giới theo cách tiếp cận mới. Mỗi bước trong IMC plan tối đa là **0.25 điểm**, riêng phần kế hoạch chi tiết, triển khai tối đa **0.5 điểm**. Lưu ý có thể cộng điểm tính sáng tạo trong phần trình bày kế hoạch tối đa **0.5 điểm**

Ngày biên soạn: 22/10/2021

Giảng viên biên soạn đề thi: Đặng Trương Thùy Anh

Ngày kiểm duyệt: 23/10/2021

Trưởng (Phó) Khoa/Bộ môn kiểm duyệt đề thi:
TS. LÝ LÊ TƯỜNG MINH

