

I. Thông tin chung

Học phần: Chiến lược quảng cáo	Số tín chỉ: 3
Mã học phần: 72ADVE40143	Mã nhóm lớp học phần: 231_72ADVE40143_01
Thời gian làm bài: 20 phút/ nhóm	Hình thức thi: Bài tập lớn (có thuyết trình)
SV được tham khảo tài liệu:	Có <input checked="" type="checkbox"/> Không <input type="checkbox"/>
Giảng viên nộp đề thi, đáp án	Lần 1 <input checked="" type="checkbox"/> Lần 2 <input type="checkbox"/>

II. Các yêu cầu của đề thi nhằm đáp ứng CLO

(phần này phải phối hợp với thông tin từ đề cương chi tiết của học phần)

Ký hiệu CLO	Nội dung CLO	Hình thức đánh giá	Trọng số CLO trong thành phần đánh giá (%)	Câu hỏi thi số	Điểm số tối đa	Lấy dữ liệu đo lường mức đạt PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO 1	Develop advertising strategies, plans and allocate activities for businesses to meet the business objectives.	Group Assignment	30		3	PI 3.3
CLO 2	Proficiently communicate, build and foster internal and external relationships during teamwork to create effective advertising strategies for businesses	Group Assignment	20		2	PI 4.4
CLO 3	Effectively coordinate advertising models and tools (television, print, online, radio, OOH) into the design of advertising strategies and plans for businesses.	Group Assignment	20		2	PI 7.1
CLO 4	Integrate techniques and methods of effective use of advertising media into the production, coordination and implementation of advertising activities based on the enterprise's advertising strategy and plans.	Group Assignment	20		2	PI 7.2
CLO 5	Set short-term and long-term goals for career development in the advertising field.	Group Assignment	10		1	PI 10.1

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II. Nội dung câu hỏi thi

Task: A brief from OXY Vietnam

1. The brand foundation

OXY is a **dedicated skincare brand for men with 99% men in trusted**¹. Belonging to the world's leading cosmetic pharmaceutical group, **Rohto Pharmaceutical Japan**, proud of a history of more than **100 years of experience** in health and beauty care for consumers around the world.

Present in Vietnam for **17 years**, Oxy offers high performance solutions based on in-depth understanding on male skin and skilled experiments from Rohto Japan, to bring confidence and the best look for men.

SẠCH KHỎE ẨM

- ✓ Kiểm nghiệm dịu nhẹ*
- ✓ Cấp ẩm - không gây khô da**
- ✓ Thành phần thiên nhiên

ROHTO
www.rohto.com.vn

NHÃN HIỆU RỬA MẶT 99% NAM GIỚI TIN DÙNG

*Kết quả nghiên cứu lâm sàng của OXY Perfect Hydrate Wash được thực hiện tại Nhật Bản vào tháng 03/2022. **Kết quả nghiên cứu lâm sàng của OXY Perfect Hydrate Wash được thực hiện tại Nhật Bản vào tháng 10, 2021. Công ty TNHH ROHTO-MENTHOLATUM (VIỆT NAM) là đơn vị phân phối độc quyền của OXY tại Việt Nam. Singapore (Binh Hoa, Thuận An, Bình Dương). Tư vấn khách hàng: (028) 3622 8222. Email: rohto@mentholum.vn. © 2023. Mọi quyền được bảo lưu. Giấy phép kinh doanh số 17/010/2023/ĐKKD-VN cấp ngày 11/04/2023.

- Safety & effectivity ingredient based on in-depth knowledge
- Applying advanced technology to satisfy male's skincare demand
- Proven efficacy
- Certified dermatologically tested, safe for all skin type

Product Portfolio² – Men Facial Cleanser.

- DEEP SEA: **Oxy Perfect Wash**, Oxy Perfect Hydra Wash
- CHARCOAL: **Oxy Deep Wash**, Oxy Anti-Blackhead Wash
- PLANT: Oxy Acne Prevent, **Oxy Total Anti-Acne**
- CLAY: Oxy White Complete

***Bold** are hero products*

¹ According to U&A research conducted by Promind in Sep '21

² Explore more at: <https://www.oxyvn.com> & <https://www.facebook.com/oxyvietnam>

2. Challenge

- Due to high saliency, Oxy is considered as representative for a male facial cleanser brand with **negative perception that most of the men's facial cleansers make skin dried.**
- The **barrier between male and female brands are blurred**, men are willing to try and loyal to female cleansers, esp. young ones. Men don't stick to men dedicated brands anymore and are influenced by the constant advertising of the female brand (Hada Labo, Senka, Acnes, ...): mild cleansing formula & extra moisturizing function.
- **Customer's behavior continuously evolves**, becoming more sophisticated, more demanding.
- **Mass advert becomes less important**; deeper engagement, informative presence, diversified approach should be strengthened.

3. Target Audience

Primary target: young male 15+, ABCD class, key cities

Secondary target: male, 25+ ages, ABCD class, key cities



OXY/MEN FACIAL CLEANSER USER

UNISEX/NON-MEN FACIAL CLEANSER USER

A typical traditional man, appearance is not their priority, lack of skincare knowledge

A modern sophisticated men, focus on outlook and have skincare knowledge

Average income male, afraid to change if current product is fine

Young males 18+ or high income group, esp GenZ, eager to try new things without long commitment until satisfied

Use the available one or repeat the purchase

Actively seek information or ask for a consult before making a purchase

Basic demand, reputable company, simple and easy to use

Believe in quality product with clear benefit back by science, ingredient or product mechanism

Affected by advertising, in-store display or promotion, PG consultant

Affected by WOM (friend, family, KOC), truthful review

Supermarket, mini store, convenient store, street shop near home

EC (TikTok, Shopee, Laz), Beauty chain store

4. What we need you to do

We need a big idea with a strong relevant message to **correct the wrong misconception** that Oxy facial wash makes skin dry with the product USP to **enhance brand trustworthy & recruit**

more users from competitors and non-men users.

A synchronized O2O communication plan including TVC, Media, Digital Campaign, KOL/KOC review & seeding strategy, Activation.

Umbrella Key Message: Oxy – Clean. Health. Moist.

Brand achievement: 99% Men in trusted brand

The brand personality: Effective - Safety – Trendy & Dermatologically tested

5. Tentative Budget: 10 billion VND for 3 years (equivalent 417.000 USD) for both planning & executing.

6. Deliverables

- An Advertising-focused strategy for 3 years achieve the overall goals (70% advertising tactics, 30% other tactics)
- Key visual for a campaign (at least 1 year) and apply it in all the media platform
- A comprehensive execution plan for each year
 - o Creative TVC Storyboard (must-have)
 - o Print Ads (demo) on printed newspaper
 - o Digital Campaign Strategy (banner ads, displays ads, native ads) on PESO media platform.
 - o OOH Demonstration
 - o Any advertising-related activities
- Budget allocation (include all booking media)

KV Material: [LINK](#)

Include: Logo, font, color pantone

Requirements for Presentation

A presentation empowered by Powerpoint/ Canva to clearly illustrates these deliverables.

Requirements for Report

- A revised version of Advertising-focused strategy (**by PDF**)
- Budget allocation (include all booking media) (This shall be accompanied by an Excel file)

TP. Hồ Chí Minh, ngày 15 tháng 11 năm 2023.

NGƯỜI DUYỆT ĐỀ



TS. Lý Lê Tường Minh

GIẢNG VIÊN RA ĐỀ



ThS. Trần Quang Thiện

Rubric: Group assignment – Presentation

Criteria	Weighting (%)	Excellent 80-100%	Good 60-79%	Average 40-59%	Fail under 40%
Content - Research (20%) - Big Idea (15%) - Advertising strategy planning (25%)	60	Course-relevant and topic-relevant, and excellently provide content required in the brief. Clarify business status, market research, understand customer, clear full steps to make an advertising strategy	Course-relevant and topic-relevant. Sufficiently provide content required in the brief. Clarify business status, market research, understand customer, unclear full steps to make an advertising strategy	Course-relevant and topic-relevant. On overall, provide enough information required by the brief. Clarify business status, market research, understand customer, not full steps to make an advertising strategy	Content is not relevant to the topic and requirements of the brief.
Flexibility in solving situations & responding to questions	10	Quickly handle arising situations; answer convincingly and confidently in responding to questions	Quite quick to handle arising situations; the answer is quite convincing and confident in responding to questions	Handling arising situations is not yet responsive; Answer questions that are misleading and confusing	Passive in arising situations, unable to answer questions
Verbal Presentation	10	The presenter(s) is very confident, coherent, and attractive to the audience	The presenter(s) is relatively confident, coherent, and quite attractive to the audience	The presenter(s) is not confident and attractive	Discrete presentations; Not understanding the content of the presentation
Illustration	20	Vivid form: beautiful powerpoint slides, combining many images, videos, evidences, figures	Powerpoint, video presentation is beautiful but cannot combine images, vivid illustrations	Powerpoint/ the video is too simple and monotonous	Do not have presentation slides / videos
	100				

Rubric 3b: Group assignment – Report

Criteria	Weighting (%)	Excellent 80-100%	Good 60-79%	Average 40-59%	Fail under 40%
Research/ Content	65	Research carefully and in detail about the advertising strategy	Research is not thorough and detailed is not specific	Non-specific detailed research	Do not carry out the research process
Writing skills	10	- Suitable style. - No spelling or grammar errors. - Systematic & logical approach to the topic & discussed in an informed way.	- Suitable style. - Few spelling or grammar errors. - Systematic & logical approach to the topic	- Suitable style. - Very few spelling or grammar errors.	- Poor writing
Format/ Structure	5	- Each section explicitly linked to the next part. The structure and flow of materials are clear. - Well-displayed	- Each section explicitly linked to the next part. The structure and flow of materials are clear. - Relatively well-displayed	- The structure is unclear and too messy - Poorly displayed	- No link between parts - Poorly displayed
Reference/ Source	10	Credible source	Relatively credible source	Doubtful source	No source
	100				