

제일 기획

Cheil

Agenda

- ▶ Introduction
- ▶ Connect
- ▶ Our Services
- ▶ Work
- ▶ Contact Us





Hello.

We are **Cheil** Vietnam
A leading digitally focused
full-service agency
based in Ho Chi Minh.



**Connection is the heart
of everything we do**

**We build compelling, data-driven
experiences that bring your
brand and customers together
in meaningful ways that last.**

Every chance we can, we Connect.



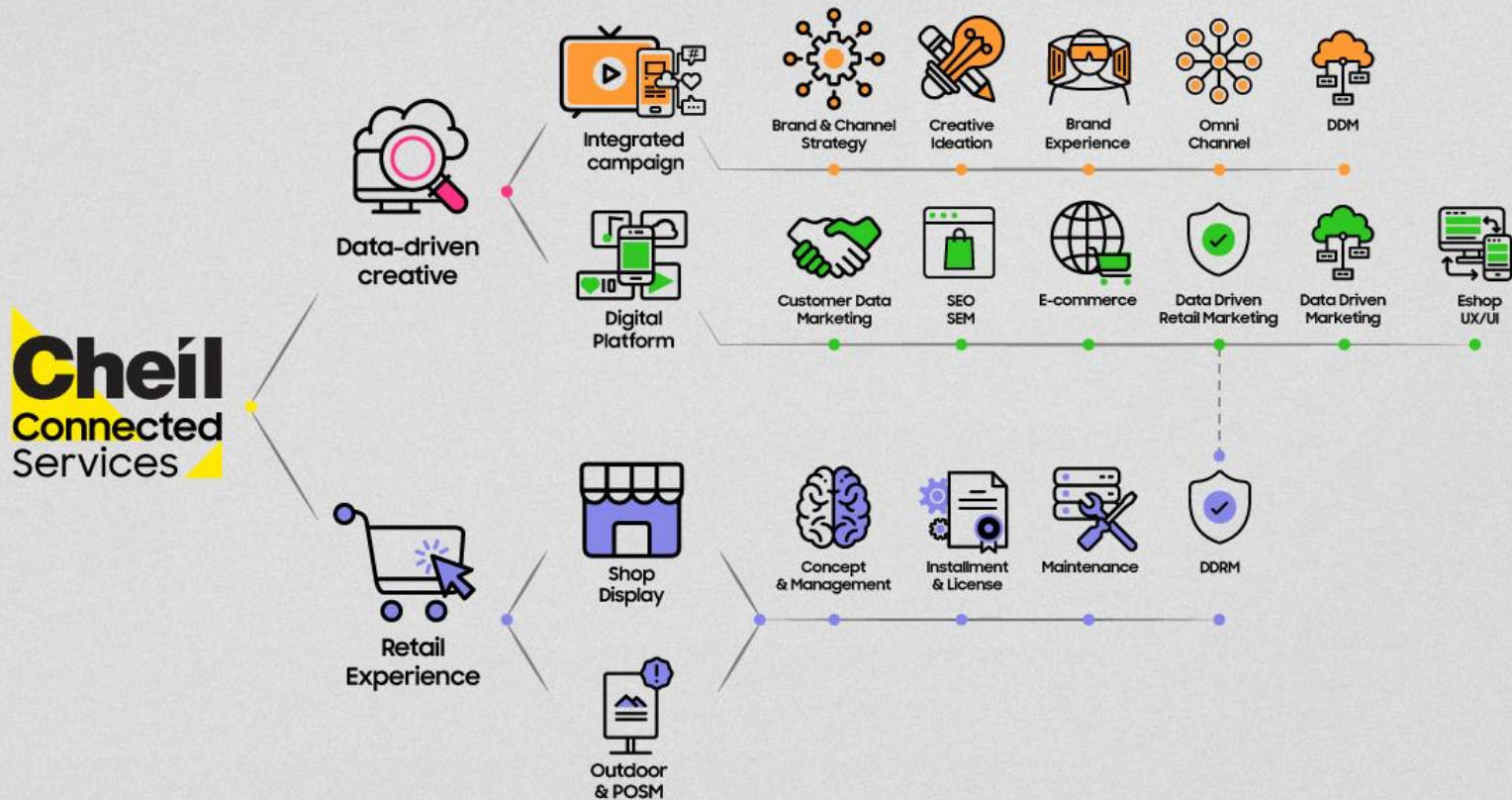
We are a team of over 100 expert connectors

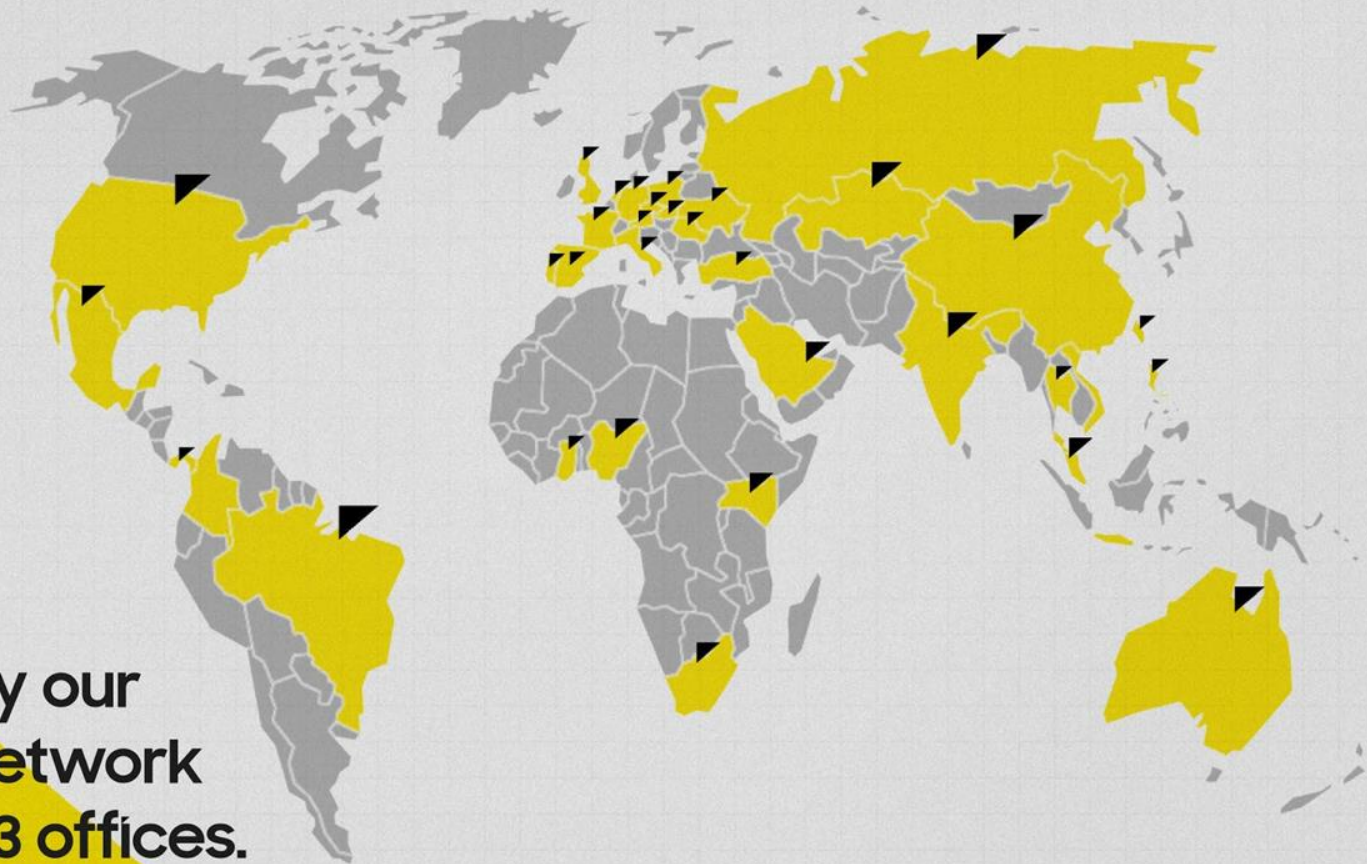


And 11 experienced leaders



Together, we deliver a fully connected family of services





These are the brands
we connect with.

SAMSUNG

 **Abbott**

PHILIPS

 **Shinhan Bank**


VINPEARL

 **KGC**
KOREAN RED GINSENG CORP.

This is our work.





INTEGRATED CAMPAIGNS

Great brands never stand still, and neither does our work. We provide Integration in motion: data-informed, concept-led campaigns that easily and instantly adjust to suit your audience and goals as your challenges change.



**INTEGRATED
CAMPAIGNS**

**PRODUCT
LAUNCH**



The Challenge

On the tenth anniversary of the **S series**, **Samsung** wanted to reinforce its position as market leader with the **S10**, a phone that truly represents an evolutionary leap above the competition.

But in a crowded market, how can **Samsung** communicate **S10's** superiority over a mass of competitors?



Our Campaign

We took inspiration from millennials - Vietnam's most creative, expressive, unmistakable generation yet:

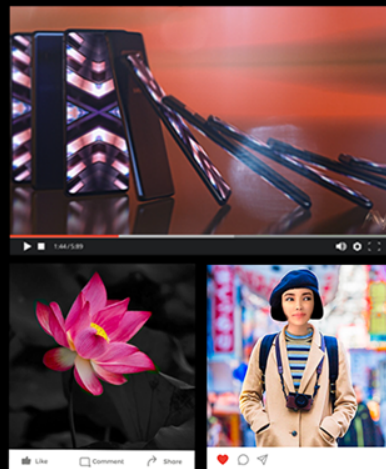
Samsung Galaxy S10. Be Unmistakable.

To bring our concept to life, each component of our campaign shows how this phone - and the people using it - are unmistakable compared to others.



1 PRE-LAUNCH

LAUNCH 2

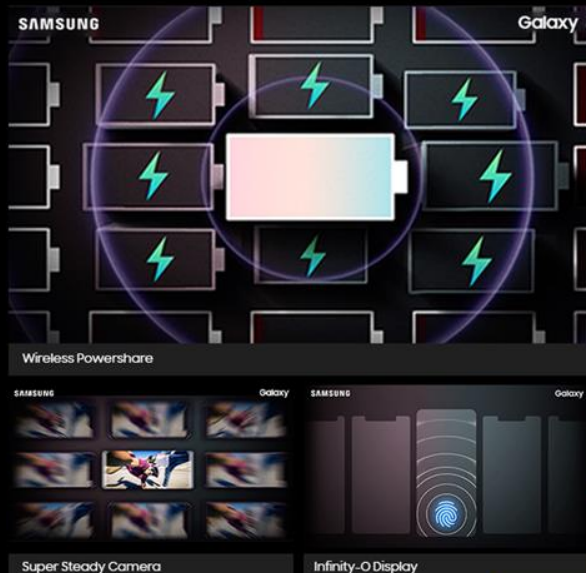


3 SUSTAIN



1

Stand out from the sea of sameness



We started communicating the unmistakable nature of S10 in pre-launch with banners that teased new features and highlighted how they stood out from the sea of sameness that is all other phones.

2

Unconventional demo videos



S10's wireless power share feature was demonstrated unmistakably with a domino performance made with power sharing S10s.



The advanced security of S10's Ultrasonic fingerprint was demonstrated by comparing a person against a robot arm.



Super steady 4K video was demonstrated by filming in a wavy, turbulent pool.

We followed up with unmistakable feature videos, where product features are demonstrated in unexpected ways.

3

Virtual Influencer

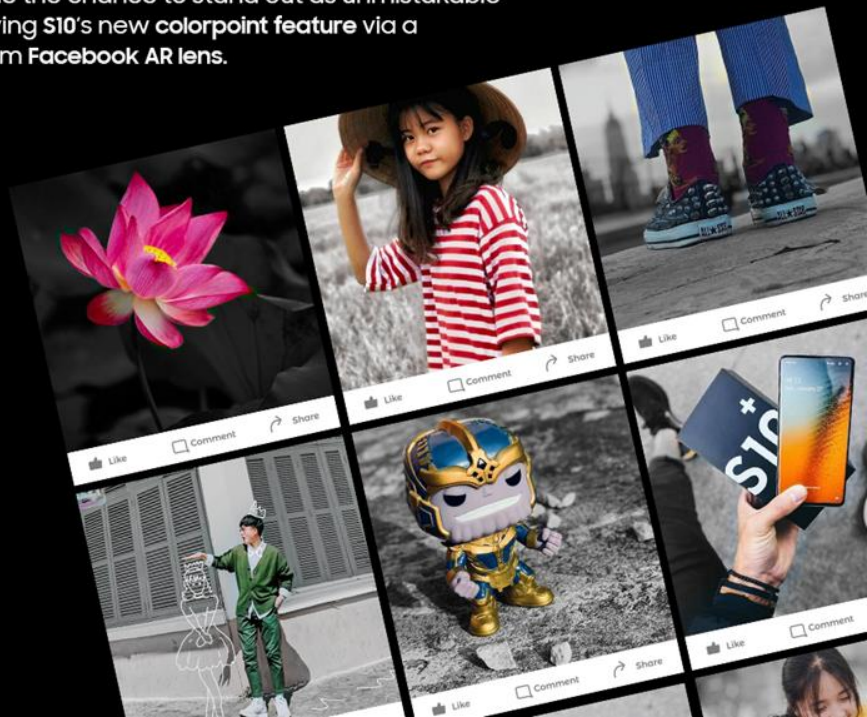


We approached influencer marketing in an unmistakable way by creating **Saly**, Vietnam's first ever virtual 'robot' influencer and **S10 ambassador** - an influencer who truly stands out.

4

Social Engagement with color point

And we created buzz on social media by giving people the chance to stand out as unmistakable by trying **S10's new colorpoint feature** via a custom **Facebook AR lens**.



5

Park Hang Seo Limited Edition

We prolonged our campaign with the launch of a limited edition red **s10** endorsed by one of Vietnam's unmistakable recent heroes, national football team coach **Park Hang Seo**

Tiếp Bước Kỳ Tích Kick-off Video



Tiếp Bước Kỳ Tích Samsung 68 Event



Four Months. Three Phases. Great Results.

Over five months and three phases, our **S10 campaign** delivered stunning results, helping Samsung reinforce its place as leader in premium phone handsets for Vietnam.

BUZZ
91%

SOV
60%

SE
12.900.061

TRAFFIC
2.295.700

SALE
418.778
+15%

KOL
348
+10%

KGC
2019 - 2020



Brand Background

KGC was first launched in the Vietnamese market with its local distributors managing sales and marketing activities.

At the time, the brand was not recognized for its name and there were other brands competing in the same category, making it hard for KGC to build a foothold. Even on social media, KGC's brand presence was not quite where it should be, with sales mostly occurring offline. There was also no official fan page where consumers could find out more about the brand.

For 2020, KGC wanted to build recognition for its products' high quality by focusing on two big campaigns: Chuseok and New Year.



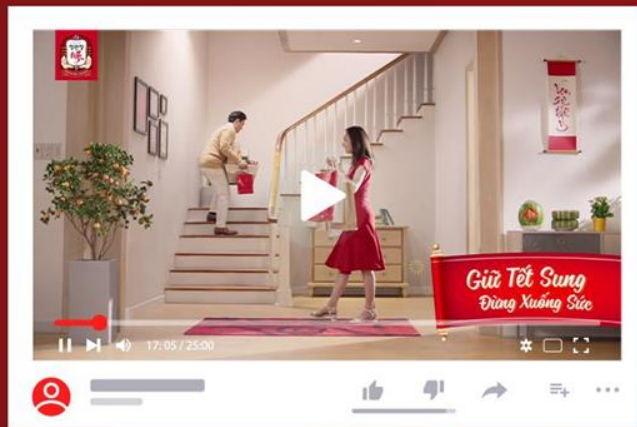
Tet Campaign Brief

Tet has always been a good occasion for brands to communicate with their users. It's especially important for KGC -a new brand- as they look to build a relationship with consumers during Tet as well as increase sales.

Cheil delivered just that with a campaign that helped enhance KGC's premiumness and relevancy in a modern social setting.



The Work



https://youtu.be/IPE_TJQHUVQ



The Work





Cùng Cheong Kwan Jang
**TRAO QUÀ SỨC KHỎE
DỒI DÀO SỨC XUÂN**



LEE MIN HO
ĐẠI SỨ THƯƠNG HIỆU
CHEONG KWAN JANG





ƯU ĐÃI ĐẶC BIỆT
TẶNG NGAY 1 HỘP HỒNG SÂM VITA (100ml x 10 gói, trị giá 290.000VND)
khi mua sản phẩm hồng sâm Cheong Kwan Jang có hóa đơn từ 2.995.000VND.
Ưu đãi được áp dụng từ 01/12/2019 đến 23/01/2020.

Mọi chi tiết về sản phẩm xin vui lòng liên hệ:

Khu vực Nam, Trung Bộ bao gồm TP. HCM

0931 330 006

Khu vực Bắc Bộ bao gồm Hà Nội

0976 249 585



JM Group là đơn vị được Cheong Kwan Jang Hàn Quốc cấp phép phân phối độc quyền sản phẩm tại Việt Nam.



Mọi hoạt động tiếp thị được thực hiện theo sự ủy quyền của JM Group tại Việt Nam.

www.kgcvin.com

Cheil



**THE WORLD
No.1
GINSENG
BRAND**



Chất lượng được khẳng định nhờ
thêm lực nghiên cứu và phát triển

<p>140</p> <p>Thương hiệu được xếp hạng 1 trong số 100 thương hiệu nổi tiếng nhất thế giới (The World's Most Valuable Brands 2019)</p>	<p>184</p> <p>Thương hiệu được xếp hạng 1 trong số 100 thương hiệu nổi tiếng nhất thế giới (The World's Most Valuable Brands 2019)</p>	<p>01</p> <p>Thương hiệu được xếp hạng 1 trong số 100 thương hiệu nổi tiếng nhất thế giới (The World's Most Valuable Brands 2019)</p>	<p>192</p> <p>Thương hiệu được xếp hạng 1 trong số 100 thương hiệu nổi tiếng nhất thế giới (The World's Most Valuable Brands 2019)</p>
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**ƯU ĐÃI ĐẶC BIỆT
TẾT 2020**

**Trao Quà Sức Khỏe
Dồi Dào Sức Xuân**



TẶNG NGAY 1 HỘP HỒNG SÂM VITA



Chỉ giá **290.000đ**
Áp dụng cho đơn hàng từ giá trị
từ 2.995.000đ
Thời gian: 01/12/2019 - 23/01/2020

MUA SẢN PHẨM TẠI

ĐẶT HÀNG ONLINE



MUA NGAY

HỆ THỐNG CỬA HÀNG



MUA NGAY

HỆ THỐNG CỬA HÀNG



MUA NGAY

Chuseok Campaign Brief

CHUSEOK- Mid-autumn festival is a big celebration moment for Koreans. KGC wanted to use this occasion as a chance to revamp its brand image to be younger and more appealing to modern consumers by introducing LEE MIN HO as their global ambassador.



Lee Min Ho

Đại sứ thương hiệu
Cheong Kwan Jang

The Work



KGC Social Content 2019 - 2020

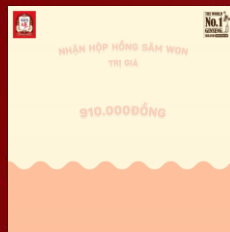
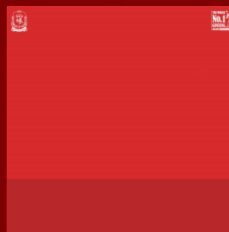


The Work

KGC Cheong Kwan Jang

THE WORLD'S
No.1
GINSENG
BRAND

Like Comment Share



ABBOTT
2018 - 2020



Brand Background

As Abbott's digital agency since 2018, Cheil's ultimate goal has been to help SIMILAC regain its No.1 status and ensure a smooth transition to digital marketing. Given diverse tasks like the HMO launch, social content management, digital lead generation and CRM liaison with consumers, Cheil is always up for challenging and exciting Communication objectives from SIMILAC.



Abbott Similac 2018 - 2020

SIMILAC with HMO is a major global innovation from Abbott. We were tasked with launching this innovative new product and building trust in Abbott in the Vietnamese market. Premiumness and Abbott's reputation for innovation were primary requirements for our launch campaign's mood and tone, which we carried out effectively on multiple channels.



Similac Social Content 2018 - 2020





Similac

Cheil

The Work



Similac Vietnam

Similac IQ⁺



**BÉ KHỎE MẠNH,
PHÁT TRIỂN THÔNG MINH**



Like



Comment



Share





Similac

Cheil

The Work



Similac Vietnam

Similac



CÔNG THỨC
ĐẦU TIÊN
trên thế giới với



BÉ KHỎE MẠNH,
PHÁT TRIỂN THÔNG MINH



Like



Comment



Share





Similac

The Work



Cheil



Similac

The Work

Similac

Bí mật về sữa mẹ KHÔNG PHẢI AI CŨNG BIẾT

Sữa mẹ có chứa đường chất tăng sức đề kháng là Human Milk Oligosaccharides (HMO) từ các sữa khỏe mạnh, hỗ trợ hệ miễn dịch cho bé. HMO là thành phần nhiều thứ ba trong sữa mẹ, sau lactose và chất béo. HMO bảo vệ bé theo 3 cách:

- HMO đóng vai trò như một rào cản vật lý, giúp ngăn chặn vi khuẩn xâm nhập vào ruột của bé.
- HMO đóng vai trò như một rào cản vật lý, giúp ngăn chặn vi khuẩn xâm nhập vào ruột của bé.
- HMO đóng vai trò như một rào cản vật lý, giúp ngăn chặn vi khuẩn xâm nhập vào ruột của bé.

Vì vậy, cách tốt nhất để mẹ bảo vệ bé khỏi các mầm bệnh đang chực chờ là nuôi con hoàn toàn bằng sữa mẹ, bổ sung HMO cho con hằng ngày.

THEO DÕI CẬP NHẬP ĐƯỢC THÔNG TIN BÀI HỌC TRONG VIỆC CHĂM SÓC BÉ

Facebook Fanpage Similac

HOW - đường chất tăng sức đề kháng từ sữa mẹ

ĐƯỢC TƯ VẤN TRỰC TIẾP

1900 558991 Chat Inbox

Similac

ĐIỀU MẸ CẦN BIẾT KHI CON Sắp tròn một tuổi

Bé yêu của mẹ giờ đang lăm chồm những bước tập đi đầu tiên, là khắp nhà và khám phá mọi vật xung quanh bằng cách cầm, nắm và bỏ vào miệng... Mẹ hãy lưu ý rằng chúng ta thường xuyên, giữ vệ sinh sạch sẽ các vật dụng bé tiếp xúc, giúp bé tăng cường hệ miễn dịch trong thời gian này nhé.

Lúc này, bé sẽ rất cần đến HMO - đại đường chất thứ 3 trong sữa mẹ, giúp bé khỏe mạnh, phát triển hệ miễn dịch tốt. HMO chống lại các tác nhân gây bệnh bên ngoài, giúp giảm nhiễm trùng đường tiêu hóa và hỗ trợ bé ăn uống như lúc trước. Vì thế, mẹ chú ý duy trì việc nuôi con bằng sữa mẹ, hoặc lựa chọn bổ sung cho bé HMO và các dưỡng chất giúp hỗ trợ tiêu hóa và phát triển trí não một cách tốt nhất.

Tìm hiểu thêm thông tin về HMO và cách bổ sung HMO cho bé yêu khỏe mạnh tại:

www.similac.com.vn Facebook Similac Vietnam

ĐƯỢC TƯ VẤN TRỰC TIẾP

1900 1319 Chat Inbox

Similac

DINH DƯỠNG CHO BÉ KHI ĐI CHƠI XA

Bé yêu của mẹ đã 15 tháng tuổi, thời điểm thích hợp để bé cùng gia đình mình thực hiện những chuyến du lịch xa hoặc về quê thăm ông bà. Vậy nên chuẩn bị những gì và làm sao cho bé đủ đủ chất mà lại đơn giản, tiện lợi nhất?

Mẹ hãy tham khảo một số đồ ăn gọn nhẹ có thể mang theo như bột ăn dặm, các món ăn vặt như hoa quả, sữa chua, bánh quy, bánh gạo để bổ sung năng lượng ngay cho bé.

Hơn cả, mẹ hãy bổ sung cho con những dưỡng chất thiết yếu cho não bộ của trẻ:

VITAMIN E & TAUROINE DHA LUTEIN

Hỗ trợ bổ sung dinh dưỡng trí não cho bé và mẹ:

Tìm hiểu thêm thông tin khoa học về bổ sung dinh dưỡng giúp bé phát triển trí não ngay từ những năm tháng đầu đời tại:

www.similac.com.vn Facebook Similac Vietnam

ĐƯỢC TƯ VẤN TRỰC TIẾP

1900 1319 Chat Inbox

Similac

CÁCH NÀO GIÚP BÉ HẾT ỒM VẶT KHI ĐI NHÀ TRÈ?

Bé bắt đầu đi nhà trẻ, hẳn mẹ có không ít băn khoăn. Một trong số đó là làm sao để con không bị ốm, bất ngờ là mỗi buổi sáng tập thể, bé sẽ dễ phát hiện các vấn đề về sức khỏe. Mẹ hãy tham khảo một số bí quyết sau nhé!

Tắm rửa sạch sẽ và đúng lịch

Giữ vệ sinh cá nhân

Giữ vệ sinh cho bé ở nhà trẻ

Bổ sung HMO & Nucleotides hỗ trợ nâng cao sức đề kháng, giảm nguy cơ nhiễm trùng.

Tìm hiểu thêm tin khoa học về bổ sung dinh dưỡng giúp bé phát triển trí não ngay từ những năm tháng đầu đời tại:

www.similac.com.vn Facebook Similac Vietnam

ĐƯỢC TƯ VẤN TRỰC TIẾP

1900 1319 Chat Inbox

Similac

GIÚP BÉ PHÁT TRIỂN TRÍ THÔNG MINH KHI VUA TRÒN 1 TUỔI

Bé yêu của mẹ chuẩn bị tròn 1 tuổi, khả năng nhận thức của bé dần phát triển hơn. Bé có thể đáp lại những yêu cầu đơn giản như "Hôm nay nào!" hoặc chỉ tay khi mẹ hỏi "Cái bụng xinh đâu nào?". Ở giai đoạn này, bé vẫn đang cố gắng tìm hiểu cách thức hoạt động của mọi thứ xung quanh và tò mò khám phá theo cách riêng của mình.

Đây là giai đoạn quan trọng giúp bé phát triển nhiều về trí thông minh. Do vậy, mẹ nên bổ sung hệ dưỡng chất IQ giúp dưỡng chất cho não bộ của bé như:

Cholin AA Vitamin E & TAUROINE DHA LUTEIN Omega 6 Omega 3

Đặc biệt là hệ dưỡng chất DHA, Lutein và Vitamin E tự nhiên kết hợp cùng nhau cung cấp cho bé dinh dưỡng cần thiết cho phát triển trí não và thị giác nhé.

Tìm hiểu thêm tin khoa học về cách chăm sóc và dinh dưỡng cho bé những năm tháng đầu đời tại:

www.similac.com.vn Facebook Similac Vietnam

ĐƯỢC TƯ VẤN TRỰC TIẾP

1900 1319 Chat Inbox

Cheil



PediaSure®

Cheil

Abbott PediaSure 2018 – 2019

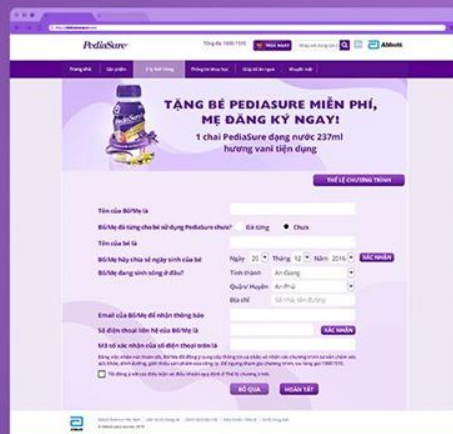
In Vietnam, PEDIASURE has long been considered to be a dietary treatment for picky-eater kids rather than a daily use product. Since 2018, PEDIASURE has gradually positioned PediaSure as GUM (Growing Up Milk), encouraging daily use from consumers. As a result, PediaSure's digital activities and lead generation needed to reflect this new positioning.



Pediasure Social Content 2018-2019



The Work

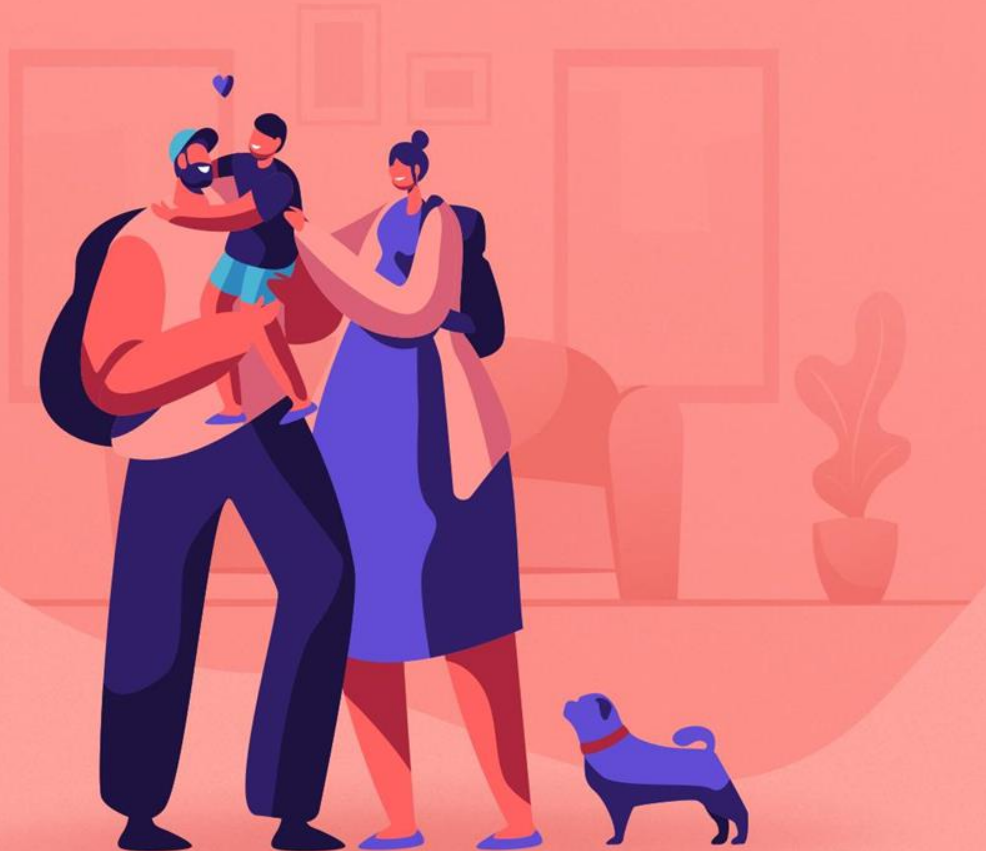


PHILIPS



Brand Background

Philips is a well-known home appliance brand in Vietnam. With a portfolio ranging from Mom & Baby products to Kitchen appliances and Floor & Home care, Philips needs innovative and edgy yet approachable content that communicates effectively with its young and modern consumer base.



Brief

Maintaining Philips' social presence and brand position as an innovator has been our main task since 2019. Across a wide range of products and target audiences, Cheil has delivered content that has helped achieve reader engagement and sales generation.



Philips Social Content 2019 - 2020





PHILIPS

Cheil

The Work

PHILIPS

Vietnam



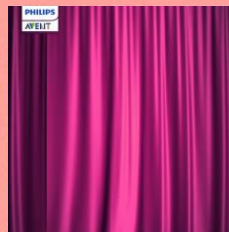
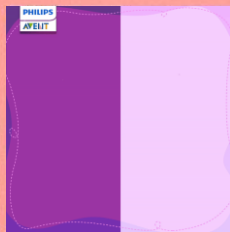
Like



Comment



Share



The Work

PHILIPS Philips Vietnam

PHILIPS



Like



Comment



Share



BEST INC.



Brand Background

BEST is one of the largest delivery key-players in China and the USA.
In expanding its business here in Vietnam, BEST has twin targets to conquer:
Recruiting franchises and raising brand awareness amongst businesses
and customers.





Brief

To increase brand awareness in both B2B and B2C segments, BEST needed to demonstrate their superior resources, cutting-edge technology and potential to be the CHOSEN logistic-delivery partner.



The Work





OMNI CHANNEL MARKETING

Deeper, stronger customer engagement is always our goal.
That's why we offer fully connected omni-channel marketing services
that work together to reach more of your audience and stay longer.



**OMNI
CHANNEL**

**PRODUCT
LAUNCH**

SAMSUNG
RS



**5
000**

The Challenge

Samsung wanted to launch the new **RS5000** in a manner that goes beyond a typical launch, driving huge audience engagement across multiple channels.

To achieve this, we would need a fully connected **Omni-Channel** marketing Campaign - A first for Vietnam.

SAMSUNG



Our Solution

To highlight the incredible storage capacity of the **RS5000** we created **The Spacemax Juice Bar** stunt: A refrigerator you can enter ...with a hidden juice bar inside.

We collaborated with **Cheil HQ** to turn our hidden juice bar concept into Vietnam's first ever fully connected **omni-channel** launch campaign, with seamless customer engagement from online to offline to online.



Công nghệ Spacemax™ Technology

Xu hướng tối giản, khai phóng không gian



Seamless online and offline integration

Our **SpaceMax Juice Bar** stunt provided a starting point for a cycle driving people to **Samsung 68** and online, covering a much larger audience than a normal standalone activation.



1

We initiated buzz among online audiences through videos teasing our Hidden Juice Bar.



Like



Comment



Share

2

We drove online audiences offline to Samsung 68 to experience our hidden juice bar for themselves.



3

While at Samsung 68, we encouraged all visitors to register for exclusive Cooking Classes.

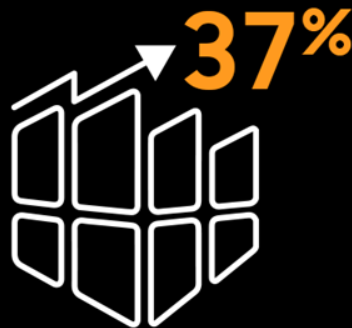


4

These offline Cooking Classes were then promoted online to drive more visits to our product MKT page.

With Stunning Results

With significant online and offline participation, our **RS5000** launch proved a huge success. This is an excellent example of how a great creative concept teamed with well planned **omni-channel** marketing can deliver results well beyond less connected campaigns.



Redemption Activities

5,837

Hidden Juice Bar

9,075



Total FB Unique Reach

~ **4MIL**

Total FB Engagement

~ **2,7MIL**



BRAND EXPERIENCE

We specialise in making sure your brand experiences bring your customer closer to you, by creating connected campaigns that reach further than a single event moment.



**BRAND
EXPERIENCE**

LAUNCH



The Challenge

In 2019, Samsung Vietnam collaborated with Samsung Global to create **Samsung 68**, South East Asia's first Samsung Showcase destination.

Across two storeys in Bitexco Financial tower, **Samsung 68** features the full ecosystem of Samsung's premium products, giving visitors the opportunity to experience Samsung technology for themselves.

We were tasked with launching **Samsung 68** and providing it with a compelling program of events, launches and workshops across 2019.



Our Campaign Turn on your possible

Samsung's wide ranging ecosystem of products gives you all manner of possibilities to improve your life and follow your dreams. All of this comes to life to try for yourself at **Samsung 68**.

So we created **Turn on Your Possible**, a launch campaign where we highlight how a visit to Samsung 68 can inspire all kinds of interests and lead you to new ways of living.

We began by branding **Samsung 68** with an 8 pane logo featuring all the different passion points it caters to.



We launched in style

We created buzz for our upcoming opening event with a series of banners and an online video highlighting how **Samsung 68** will be the place to turn on possibilities in your life.

After driving buzz, we unveiled **Samsung 68** at a special gala launch event attended by influencers, media and the public.



Launch Video



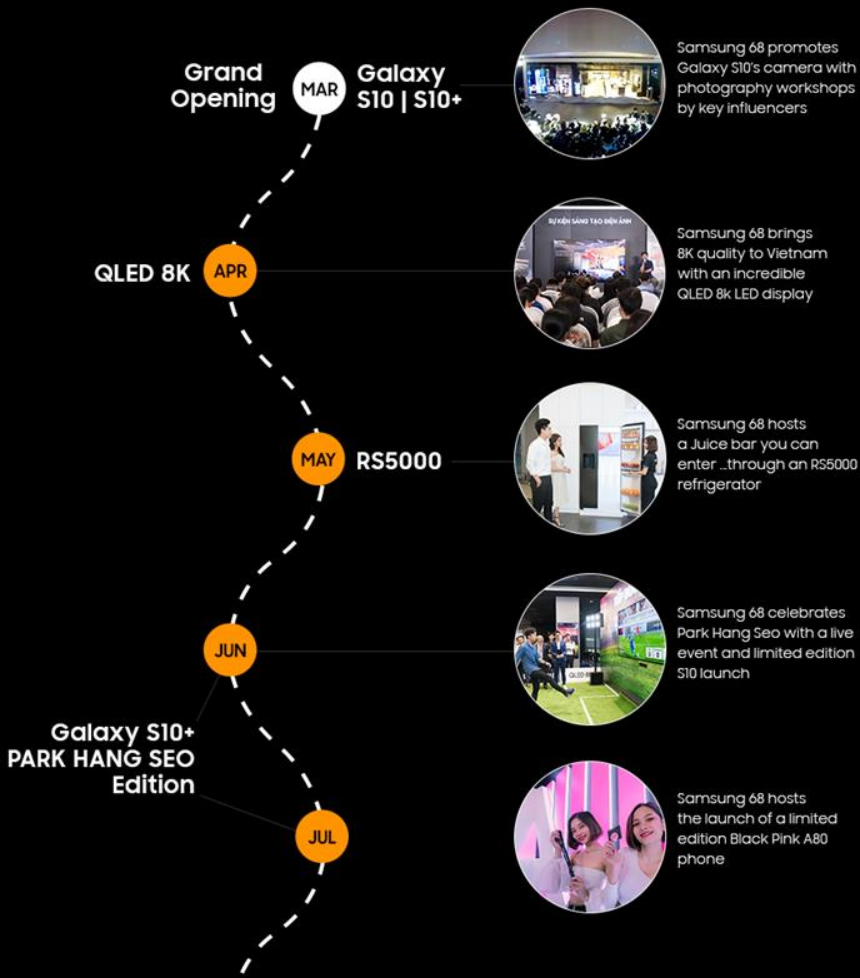
Launch Banner



Grand Opening Event

And followed with a calendar of events

As well as key events, **Samsung 68** holds ongoing 'always on' activations and a regular program of workshops, ensuring there's always something happening for every interest.



Covering every interest across twelve months

In the second half of 2019, **Samsung 68** was the centerpoint of our **Galaxy Note 10** and **Galaxy Fold** launches.

Galaxy
Note 10 | 10+

AUG



Samsung 68 hosts the official media launch for Note 10

SEP



For the Frame TV, Samsung 68 brings Van Gogh's masterworks to life

OCT

QLED 8K
50Years
Anniversary



For Samsung's 50th anniversary, Samsung 68 creates a space photo experience

NOV

Galaxy
Fold



Samsung 68 draws huge crowds with a hunt to open a safe and own the first Galaxy Fold in Vietnam

DEC



Samsung 68 creates the Galaxy S20 Auraglow Christmas photo experience, based on S20 Auraglow and the aurora borealis

Delivering Brilliant Results

With our full year of activities and events, **Samsung 68** has redefined the power of a single experience location in delivering connected offline and online experiences to a massive audience.



38

Total Events

1,057

Traffic per Day

295,889

Total Traffic



~480MIL

Impressions

~69MIL

Reach

~5.8MIL

Engagement

~5.8MIL

PR Articles



DIGITAL PLATFORM

Our digital platform team delivers a full range of digital solutions, from **E-Commerce** to **Customer Data Driven Marketing** and beyond.



**DIGITAL
PLATFORM**

Customer Data
Driven Marketing (CDM)
CAMPAIGN





Galaxy S10
Customer Data
Driven Marketing (CDM)

2019's Galaxy S10 launch was a massive success for Samsung.

We achieved this through highly effective
Customer Data Driven Marketing (CDM).

Our CDM program
targeted current Samsung customers (Owned CDM)
and potential buyers (Paid CDM)
more accurately than any previous campaigns,
driving more conversions than ever before at lower cost.

Here's how we did it...



Owned CDM

Our Audience

Existing Samsung users

The Challenge

With consumers holding onto their devices longer and innovation happening every day, just talking about new features will not drive sales.

Samsung needed to bring Galaxy S10's innovation to the real-life uses of existing Samsung phone owners, making S10 a must-have upgrade for them.

Our Solution

Leaving behind one-size-fits-all static communications, we spoke directly to key groups of Samsung users in their own language with tailored and timed content designed for them only.

Paid CDM

Our Audience

Owners of phones from other brands

The Challenge

For the S10 launch, Samsung wanted to move away from the costly technology used to run personalized ads in previous flagship campaigns.

Our Approach

We performed deeper analysis to identify the strongest needs of consumers, allowing us to run fewer, smarter ads. Then we picked only 2 key features to communicate with each consumer segment, focusing on strong creative and clear messaging.



Owned CDM: We tailored our message

...to owners of different Samsung devices

Encouraging them to upgrade by highlighting **key features** relevant to them



Urging S Loyalists to upgrade early with new innovation



Provoking Note Users with greater productive capability



Convincing Non-flagship Users that upgrading is worth it

...to Samsung users with different interests

Driving conversion by showing how S10's innovations story meet specific needs.



Gamers



Video Bingers



Photo Takers

Owned CDM: We drove desire to upgrade in multiple ways

Making visuals speak
to different customers' needs



Comparing user's
current phones to S10



Proving S10's innovation
with influencer testimonials



Provoking purchase intent
with various promotion schemes



Paid CDM: We customized Feature Banners

Through close analysis, we approached different device owners with content and messaging that matched their interests.

GALAXY S & NOTE USERS / "The only phone that can charge others"



IPHONE USERS / "Is your phone powerful enough to charge other phones?"



LOWER SAMSUNG DEVICE USERS / "Most immersive & powerful mobile gaming machine available"

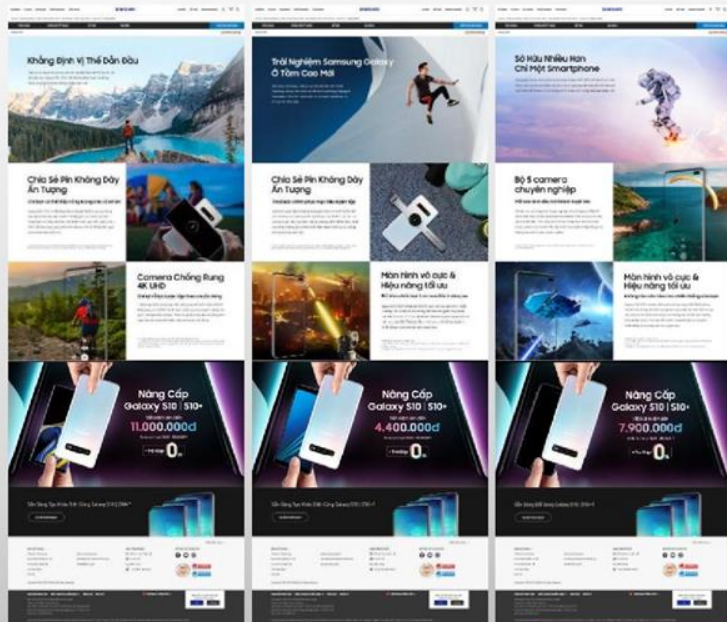


CHINESE BRAND USERS / "Notch-less so you have fuller entertainment!"



Paid CDM: And we kept talking to our audiences

... linking to Customized Landing Pages



Our microsite changed depending on which device visitors owned, helping us deliver the S10 innovation story that would best trigger their conversion

.... and triggering purchase with Trade-in Promo



We created trade-in promotions that were specific to different device users, giving more much more incentive to change to S10 than a one-size-fits-all promotion would.

With remarkable results

Cheil's owned and paid CDM campaign for S10 exceeded all previous flagship phone launch campaigns:

- S10 sale conversion was **↑88%** vs KPI - ranking **#4** in South East Asia
- Targeting accuracy is **on par** vs KPI
- Our campaign achieved the same **Sales Engagement** with **Galaxy S9**... but at half of the budget.
- Our work contributed to a **120%** growth compared to our previous flagship launch.

88%

Sale conversion

**Sales
Engagement
= Galaxy S9**

with 1/2 budget

**Targeting
accuracy
= KPI**

120%

Growth



**DIGITAL
PLATFORM**

**Customer Data
Driven Marketing (CDM)
CAMPAIGN**

Galaxy A Series



The Challenge

In the beginning of 2019, Samsung Vietnam stopped the Galaxy J-series and turned the Galaxy A-series into Samsung's key product line for non-flagship phones.

Given a yearly target for A-series sales conversions 2.9 times higher than the previous year, Samsung Vietnam needed a customer relationship management program that will perform better than ever.

Our Approach

To optimize the performance of every Galaxy A campaign, we developed an entirely new customer relationship management strategy beginning at the customer themselves.

We started by widening the range of A-series target audiences by dividing them into different groups. Based on this, we customized our content while enhancing its messaging and visual creativity, making sure the right Galaxy A phones met the right consumers' needs.

Galaxy A Series



We enlarged the A-series target audience...

To increase conversion to the Galaxy A-series, we initially widened the range of our target audiences to two potential groups:

- Old flagship users with more than 18 months tenure
- Gen Z users that are predisposed to Chinese Brands but not yet loyal to them.

...and divided them into different segments

These target audiences were divided into 3 groups based on income to ensure we talked about the right Galaxy A products to the right consumers in the right ways

A Low



Galaxy A01

A Mid



Galaxy A51

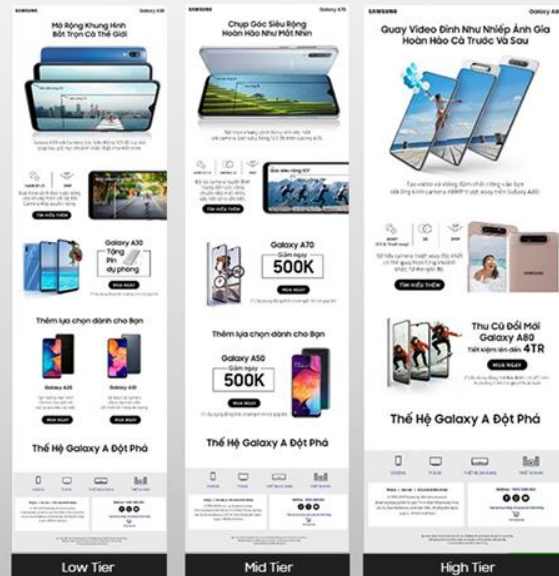
A High



Galaxy A71

We tailored content for each group...

We grouped the A-series range into three tiers, matching our three target audiences, introducing them to the Galaxy A phone that best fit their interests.

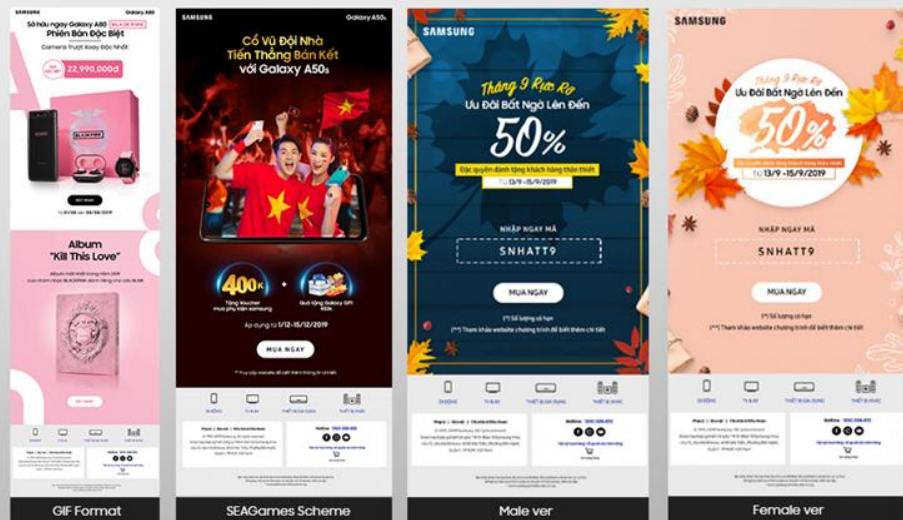


Featuring the highest phone of each tier

Reinforcing portfolio phones for each tier

...and optimized the creativity of each asset

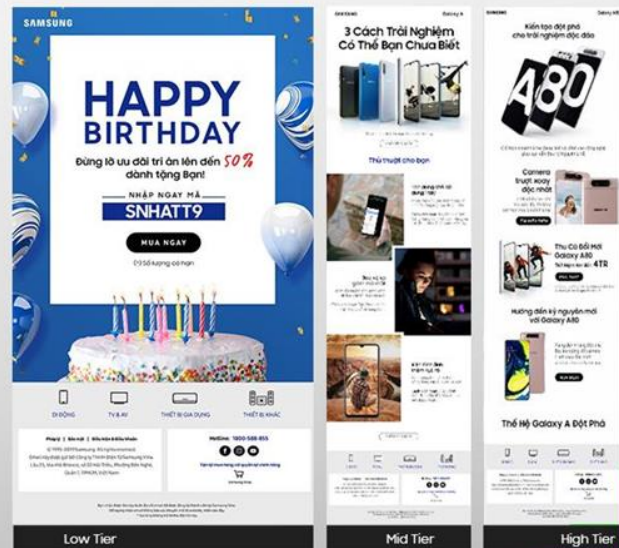
We went beyond one-size-fits-all EDMs to talk with different audiences in various formats, seasonal themes and visual tones and moods. We built multiple versions for each asset so we can test to reveal the most effective executions, helping define the next steps of our content development.



We diversified campaign types

Absolutely no consumer was left behind even after purchasing. We maintained an always-on campaign to enhance users' post-purchase journey, combined with a sustenance campaign to continue driving sales.

We also initiated ad-hoc campaigns to deliver customized promotion schemes to other targeted audiences



With great results



SALE CONVERSION

↑319%

Comparing to 2018

↑45%

vs. KPI



ENGAGEMENT RATE

↑8.1%

comparing KPI

#3

in South East Asia

#2

in South East Asia



ECOMMERCE

We deliver everything your brand needs to win in e-commerce, from campaigns that drive sales to tools that monitor your e-commerce visibility and effectiveness.



PRODUCT
LAUNCH

Galaxy



The Challenge

After a period of Chinese brands stealing market share through heavy spending on **E-commerce**, **Samsung** wanted to reclaim its leading position in the e-commerce budget smartphone segment.

For the launch of the **M10** phone, **Cheil** was tasked with surpassing Xiaomi's sales record on Lazada of **10,000** units sold in 24 hours.

Galaxy



Our Solution

Going beyond the price-driven communications normally seen in the budget smartphone segment, our **M10 launch campaign** addressed young consumers' needs for an affordable phone then went further, targeting their trendy lifestyles and trust in leading brands.



We built an insightful Product proposition

Using a friendly and youthful tone of voice, we went beyond price when talking about **Samsung's** most affordable smartphone ever and drew on **Samsung's** reputation as a tech leader. Our Campaign concept was:

The trendy-functioned handset from A TRUSTED BRAND NAME.

This message appeared on all our assets with a reminder:
"This is your only chance to get this phone!"

These communications hit home to our young target audience, positioning **M10** at a clearly higher level than our competitors.

Online TVC



Key visual

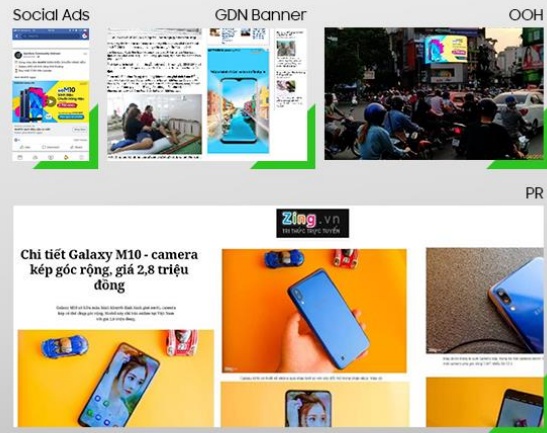


MKT page



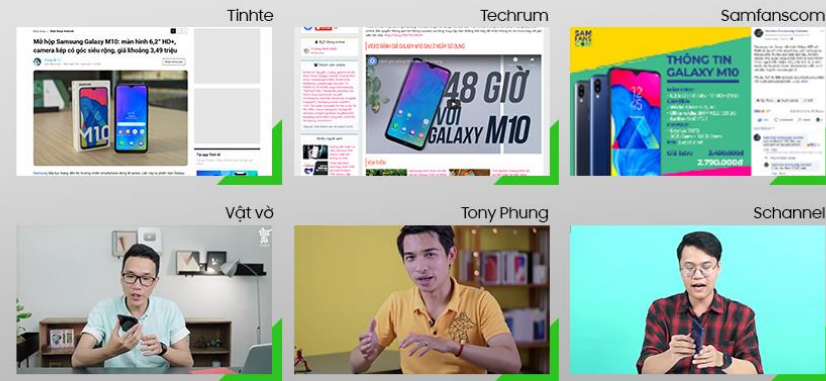
Then created Omni-Channel buzz

We initially generated buzz about our M10 launch on **PR, Digital Out-Of-Home Billboards** and multiple **online entertainment platforms**.



And reinforced our product quality through Tech Channels

We reinforced M10's quality through superior use of tech channels. We used the most **trusted voices** in Vietnam's biggest Tech communities to share comprehensive reviews, helping convince our audience that M10's quality was greater than its price.

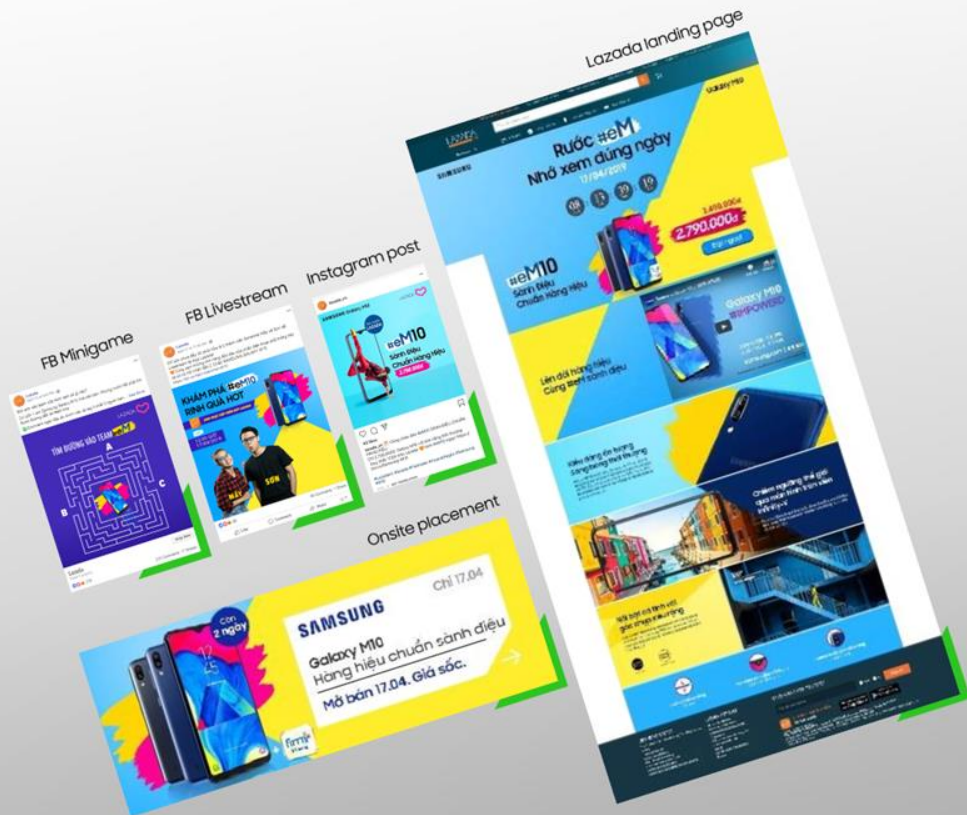


Building our largest ever sale day registration

We maximised our target audience through an enormous media placement on **Lazada's** site.

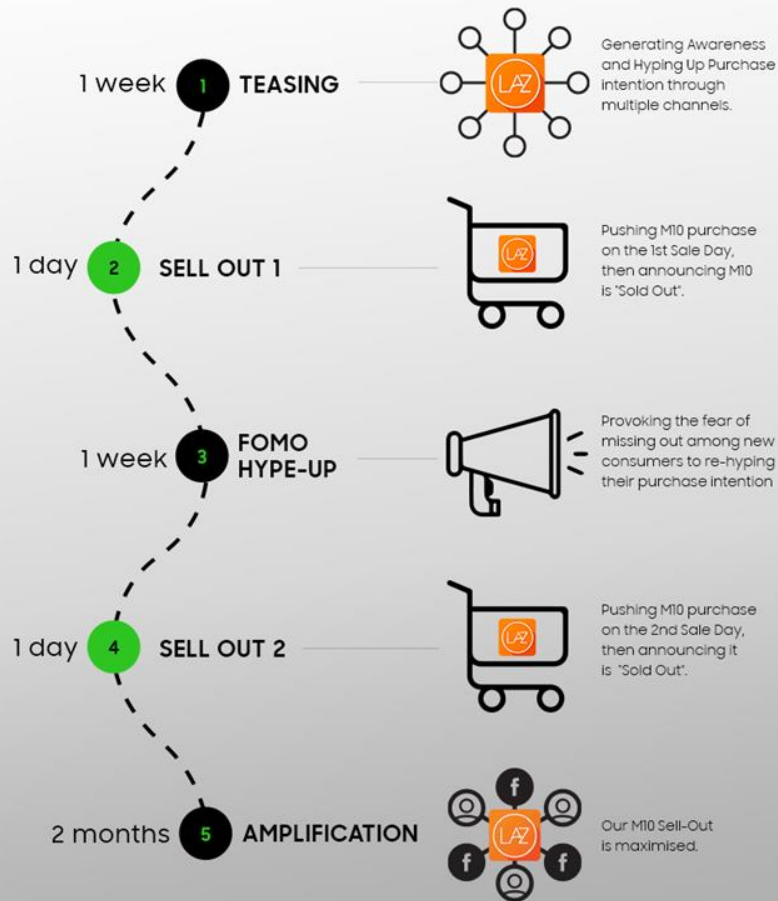
With promotion reminders and countdown timers, we pushed potential customers to order in **massive numbers**.

We also ran social activity on **Lazada's** community page to drive consumer engagement and registration for the **M10 sale D-Day**.



Our Campaign lasted two months

We started by hyping our **sale** across many channels then **maximised sales** with one sale day sellout followed by another.



Leading to impressive
communication results

83.7%

Share of buzz ^(SOB)

60%

Share of VOICE ^(SOV)

111K

Social Interactions

808K

Traffic

33K

Social Engagement
Registrations

89

KOL & Influencer:

141

PR

..and incredible sales

350%

Surpassed previous Lazada sales record



Sold
1,000
units



Sold
10,000
units



Sold
15,000
units



VISIBILITY TRACKING

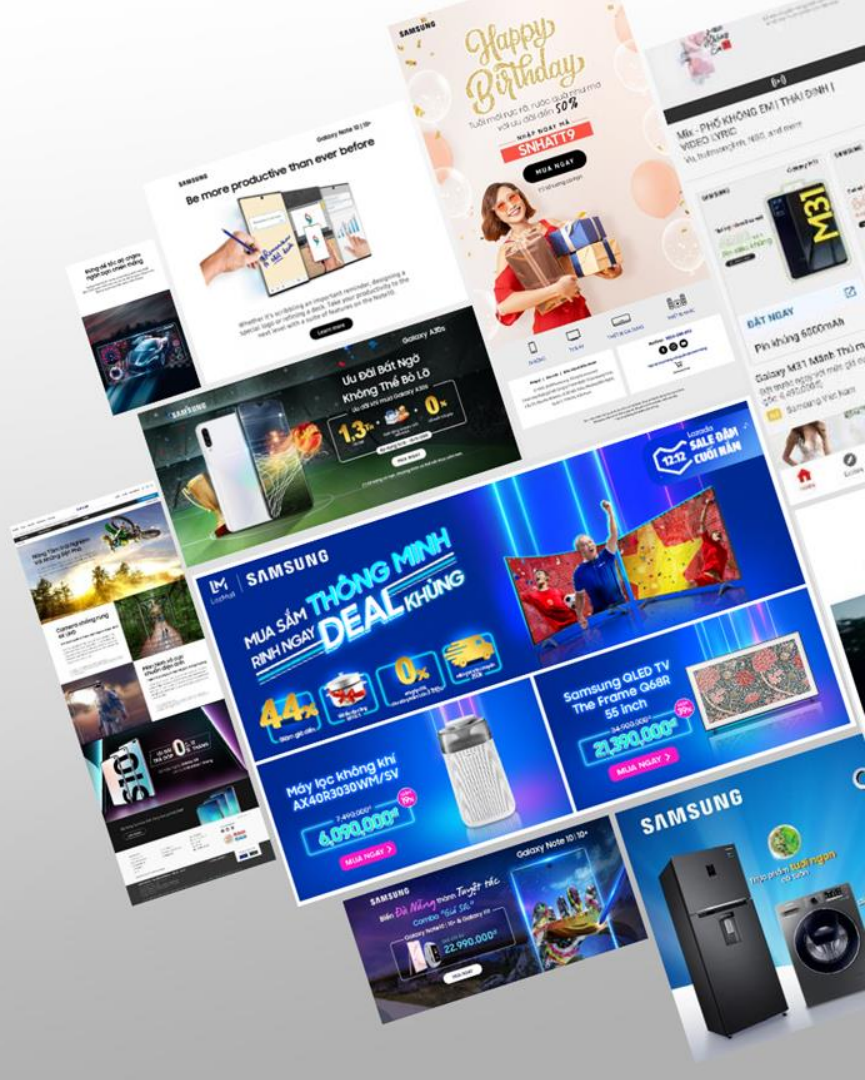


The Challenge

Maintaining brand visibility is vital for **Samsung**.

And it's a complex job -there are many vendors and communications to work with and track, as well as competitor actions to monitor.

Given a target of maintaining an over **50%** share of brand visibility on all **E-commerce** platforms, **Cheil** was tasked with creating a new system for **visibility tracking** that cut down on manual data collection and gave a fast, full picture of brand visibility.



Our Solution: E-Brand Scoring

We came up with **E-Brand Scoring**, a dashboard that collects **data** from **E-commerce** sites to create a full report detailing **Samsung's** brand visibility in comparison to competitors.

E-Brand Scoring is **Samsung's** first comprehensive, high speed system for meeting all the challenges of brand visibility maintenance.



How E-Brand Scoring works



How E-Brand Scoring changed visibility tracking



Faster response

E-Brand Scoring quickly makes us aware of any promotional campaign from competitors, allowing us to conduct well-timed adjustments in our business strategies.



Comparison for Competitiveness

E-Brand Scoring can directly compare Samsung's campaigns to competitors, allowing Samsung to predict competitor actions and build more competitive marketing responses.



Lower risk

E-Brand Scoring helps ensure the consistency of product experience on all E-Commerce sites by comparing the compliance level of any product detail page to Samsung guidelines.

E-Brand Scoring gives us industry-leading visibility maintenance and results against competitors

Buzz: 742



Buzz: 2.3k



Buzz: 574



Buzz: 120



Buzz: 4.0k



Buzz: 365



Buzz: 611



Buzz: 722





RETAIL EXPERIENCE

Our retail team commits a full-scale service of retail experience, from concept development to production, management and even post-service maintenance.



**RETAIL
EXPERIENCE**

SAMSUNG 68



The Challenge

In 2018, Samsung chose Vietnam as the location for South-East Asia's first showcase experience location. Samsung 68 in Ho Chi Minh city was tasked to bring local consumers extraordinary immersive experiences and unique and innovative technologies in an inspiring space.

Cheil was tasked to develop a full design concept for **Samsung 68**, constructing and maintaining this 1,010m2 showcase across two floors in **Bitexco Financial Tower**.

Our Approach

For Samsung 68 we featured two main experience areas:

- **The Playground area** allows visitors to explore a full spectrum of exclusive technologies and products from Samsung Electronics.
- **The Foundry area** is a multi-sensory space with immersive localized activities where all visitors can experience Samsung technology, learn new skills and enjoy themselves.



Playground Ground Floor

In the Playground, the full ecosystem of innovative Samsung technologies are showcased for visitors to explore...



A **Connected living space** simulates a real modern living room, demonstrating how Samsung's ecosystem can enrich your daily life.



A **Product lounge** showcasing the latest Samsung mobile innovations for consumers to explore hands-on



A **VR Snowboarding ride** turns a window display into a virtual sports experience, bringing thrills to visitors and attracting attention from passers by.

Foundry 1st Floor

Combining local culture with inherited creative design from pioneer Samsung showcases, the foundry is a space where we bring together one-off events and always-on activities in one multi-sensory space.



Our collabo studio with an Internet-Of-Everything kitchen is an adaptive space offering optimized experiences for all guests during any event or activity



A Kid Zone brings Samsung innovation closer to Vietnamese millennial families through fun learn-n-play activities for kids and parents



A Skiing Zone & 4D theater immerses our visitors in a future world with 4D VR technology

Out-of-Home

We developed a striking out-of-home facade designed to capture attention from millennials. Our process covered concept, construction and government license renewal.





**RETAIL
EXPERIENCE**

**SAMSUNG VIETNAM
B2B SHOWROOM**



The challenge

Samsung Electronics Co. tasked us with designing and building an exhibition center focusing on **business-to-business (B2B)** products for Vietnam.

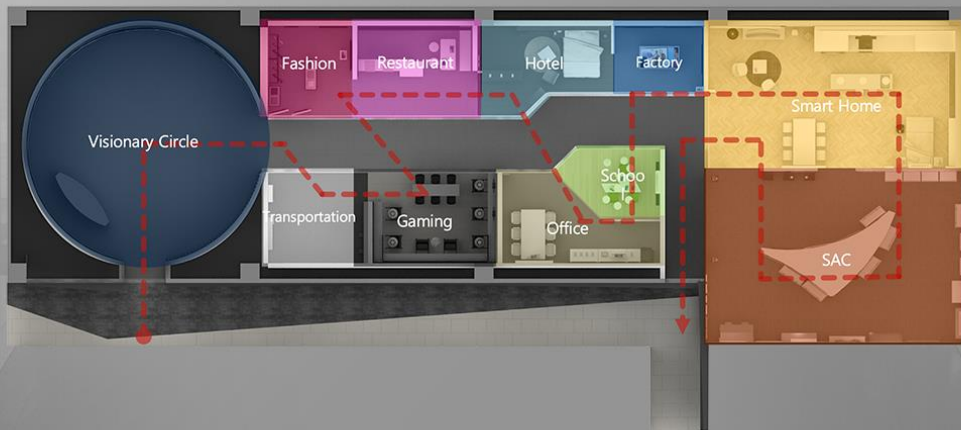
Based in the Samsung CE Complex (District 9, HCMC) this center will be the biggest of its kind in Southeast Asia, with a 750m2 total area.

Cheil was tasked to develop a construction concept that delivers the most comprehensive and impressive experience for visitors. We covered concept, construction, launch and ongoing execution and maintenance.

Our approach

We created a concept that takes visitors on a **holistic journey of experience** from the lobby to the **Executive Briefing Center**.

Our center is divided into **11 zones**, with each zone displaying **smart solutions** for specific businesses.



We created a holistic experience for visitors

Starting at the lobby, our design takes visitors on a journey of discovery through the whole story of Samsung innovation.

1 | Welcome



GREETINGS

Our visitors are welcomed with greeting message in at our lobby...

2 | Pre engagement



TRANSITION

...and directed to the showroom via elevator.

3 | Main engagement



EXPECTATION

Visitors then observe the whole history of Samsung Vietnam's milestones as they head along a hallway to the showroom.



PRESENTATION

Here we arrive at the sanctuary of innovation. Every hi-tech solution visitors need for their businesses are showcased here, giving them hands-on experience.

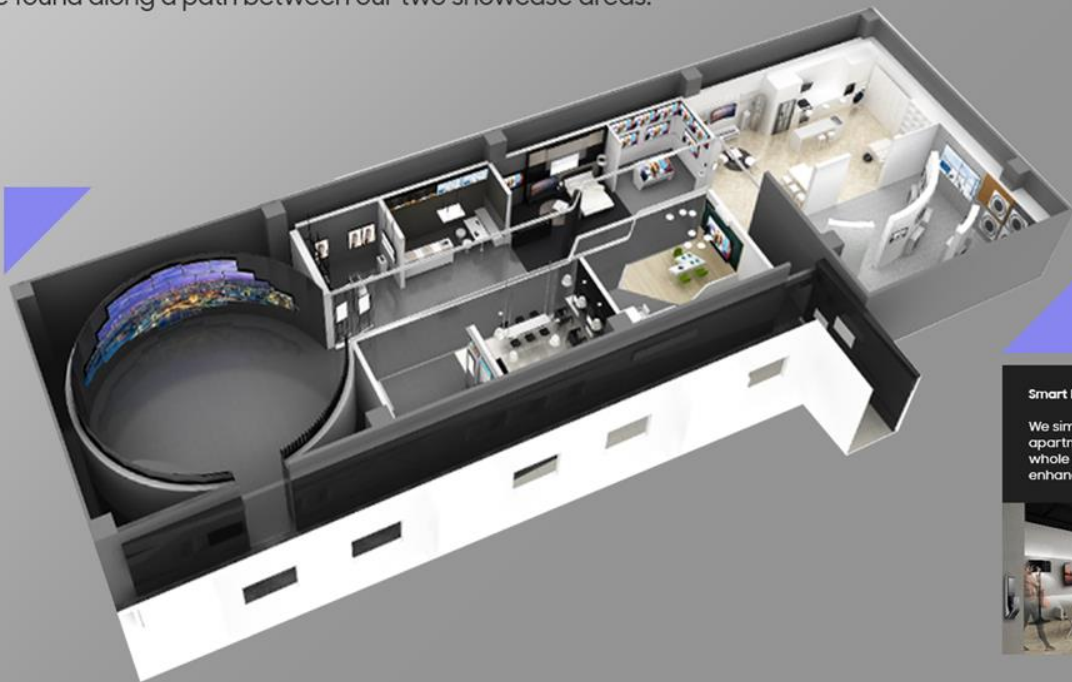
We displayed our solutions impressively...

Our design gives visitors the feel of walking down a smart city avenue.
Various hi-tech zones can be found along a path between our two showcase areas.



The Display Solution

This visionary circle area features a collage of all display models available in Vietnam, creating a giant Video Wall display. This technology connects up to 250 intelligent digital screens to make the world's largest display, featuring customizable sound effects for individual screens.



Smart Home

We simulate a complete smart apartment to demonstrate how the whole Samsung ecosystem works to enhance your living experience.



...and in real contexts.

Each zone along the avenue simulates real-life conditions for visitors to learn how our technology works for them.



Fashion

This zone highlights a virtual-fitting mirror display with augmented reality tech. A camera can detect a customer's age and gender and provide fashion recommendations accordingly.



Restaurant

The star of this zone is the tablet-based E-menu that allows visitors to order, request service, entertain and even receive food & drink recommendations based on the weather.



Hotel

This zone demonstrates a smart system for managing room cleaning processes, along with a hotel TV built-in gateway solution for content management, room management, energy management and in-room control.



Gaming

Here we provide a dynamic gaming experience on Gear VR mirrored on giant screens.

RETAIL EXPERIENCE

SAMSUNG MOBILE ZONES



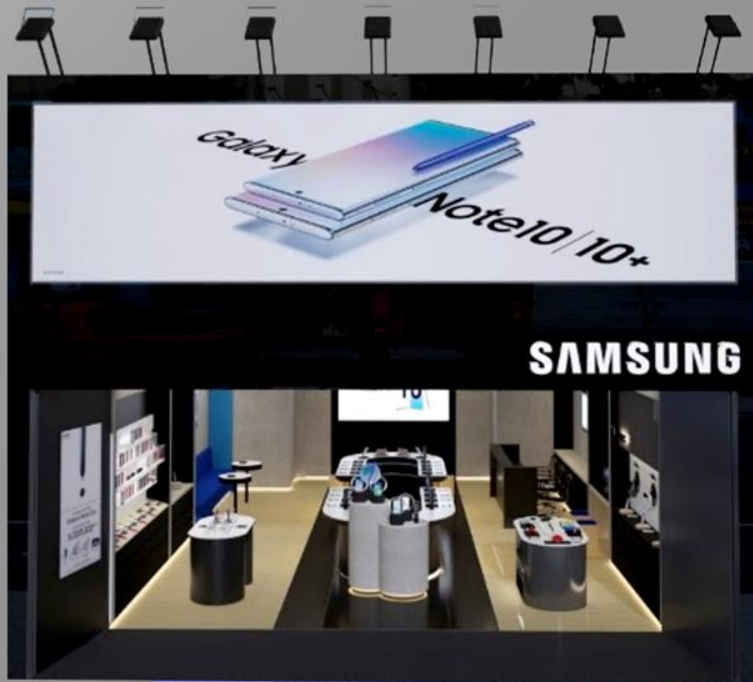
The challenge

Every four months, **Samsung** refreshes its **retail mobile zones** nationwide. We are tasked with **design, implementation** and **license management**.

Our approach

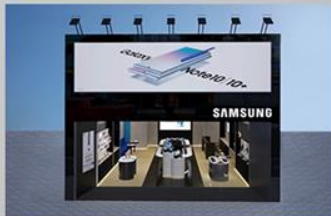
We provide a full suite of **mobile zone retail design solution** from concept stores to partners to outdoor signage.

And with so many stores to refresh and check for consistency, we use a **fast-response team** to check updates and consistency across a massive array of retail locations.



We provide designs for Samsung Experience Stores

Outdoor



Over view



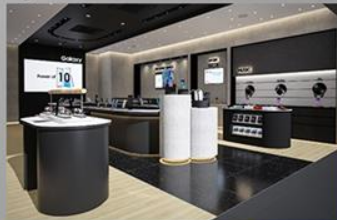
Floor plan



Left wall



Right wall



Back view



We also provide designs for customer experience stores and Samsung partners

INTERIOR DESIGN



EXTERIOR DESIGN

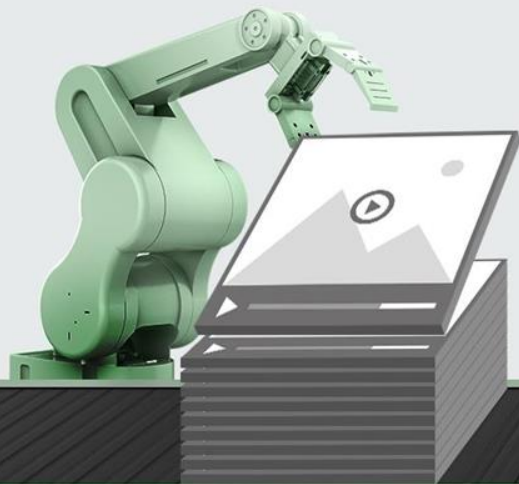


And we develop, monitor
and refresh all outdoor signage



Cheil.vn

Digital Hub



Cheil Digital Hub

From your finished artwork to all the adaptations you need, we deliver a tailor-made service for large-scale digital production for the Cheil network in South East Asia.



We have everything you need for digital production



FULL A-TO-Z SERVICES

We deliver a full service, from building high quality value added master artworks to creating high-volume adaptations



HIGH-VOLUME DIGITAL ASSET PRODUCTION

Our studio is built for mass production tailored to your needs



HIGH SPEED PROCESS & TURN AROUND

Our working process is 40% faster than benchmark lead-times -including rounds of feedback and revision.



COST EFFECTIVENESS

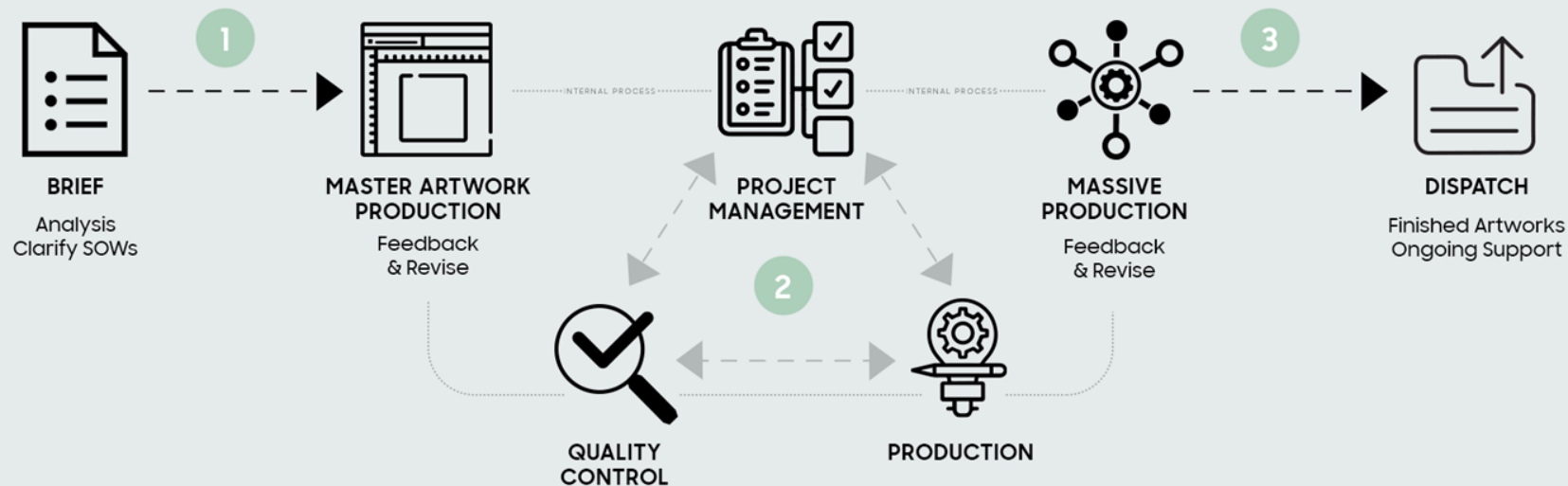
We provide the most competitive price in the South East Asia market, at 30% lower than benchmark (Personnel Rate). We only charge for direct costs at single item prices, no extra cost for feedback and revisions.



BRAND COMPLIANCE WITH HIGH CONFIDENTIALITY MANAGEMENT

We are highly experienced in working on confidential and secure projects

We apply **expert attention** to all stages of **production**



We are expert in...

Standard Digital

We adapt key visuals to multiple sizes and formats of banners usable for any site. We also develop visual and content ideas for email marketing and push notifications that target different groups of users.



Video Production

We take your audience's user experience to a higher level by turning static video frames to a smooth 2D video. Video adaptation is also our specialty, offering you format editing, trimming, text replacement and more.



Rich banners

We are able to adapt any type of rich media banners to different sizes with high accuracy to brand guidelines, giving you superior product visibility and messaging.



Social Media

We deliver outstanding content to your users through social posts and ads in multiple formats.



... and beyond

Traditional out-of-home

We can convert one key visual to multiple high quality traditional out-of-home assets, including bus posters and billboards.



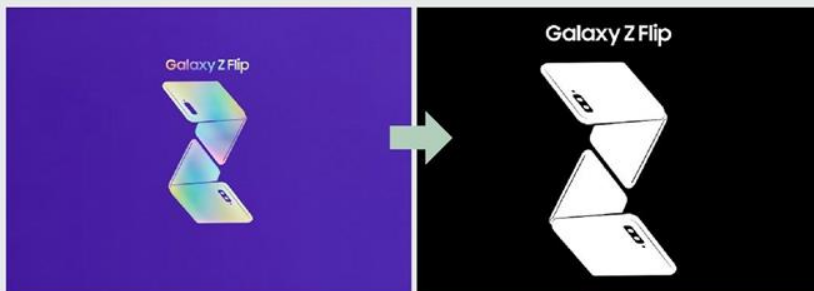
Point of sales materials

We are also expert in developing creative point-of-sale materials, allowing you to showcase your brand or product features in extremely eye-catching displays.



Traditional out-of-home

We can develop many sizes and formats of digital out-of-home assets in a very fast timeframe.



The background features a light gray surface with two prominent yellow geometric shapes. On the left, a large yellow triangle points downwards, with its top-left corner cut off by a diagonal line. To the right of this triangle is a solid yellow square. The text 'MEET OUR TEAM' is centered horizontally and partially overlaps the yellow triangle.

MEET OUR TEAM



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Xuan Thu**
Group Account
Director



Doan Thai Thuc
Head of Digital



**Nguyen Thi
Van Anh**
Group Account
Director



Trieu Minh Nhut
Head of Retail



Brandon Chew
Head of Strategy



Martin Sutcliffe
Creative Director



Mike Dela Cuesta
Creative Director



Vu Thi Mai
Head of
Procurement



**Vo Thi
Viet Phuong**
Senior Finance
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THANK YOU