

Build up a tiktok channel Vua Nem

Capstone Project: GRA497_G9



vuanem



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CHAPTER 1

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INTRODUCTION

I. PROJECT INTRODUCTION

1. Name Of The Capstone Project

English name: Build Up a TikTok channel - Vua Nem

Vietnamese name: Phát triển kênh TikTok - Vua Nệm

2. Project Introduction

Information technology in general, social networking sites in particular, and notably the Internet have all grown significantly in recent years along with the expansion of society. It has had a significant impact on all activities and endeavors, human endeavors, particularly for young people. We only need a phone or a computer that is connected to the Internet to access and engage in a variety of websites, including Facebook, Zalo, Youtube, Twitter, and others—of which Facebook is by far the most popular. However, social networking platforms for amusement and providing quick information are expanding recently due to the fast pace of life following the era of the new generation, and TikTok is a perfect platform to suit those needs.

Many people think that Tik Tok is just a place for entertainment. While that's not entirely wrong, there are plenty of opportunities for brands to connect with their audiences through entertaining content. Vua Nem wishes not only to be a brand associated with the commercial images of the company's products but also with other values in the social community. The media channel TikTok Vua Nem was created to carry out the noble task of bringing the soul of both the brand and the person of Vua Nem together. The TikTok channel emphasizes the entertainment and hospitality of the staff, thereby bringing moments of relaxation to the audience. Funny clips are built based on real situations with ingenuity in handling and the core spiritual values of each media product posted on the TikTok Vua Nem channel.

The main goal is to increase the interaction between the channel and the user (including: views, likes, followers, comments, and shares of media videos) and increase brand awareness. Developing the Vua Nem channel to become the leading entertainment channel on the TikTok platform.

3. Reasons For Choosing The Project

With today's communication, updating forms and means of communication is a very important factor. If communication does not keep up with the times, will the transmitted message reach the public? Video production is one of the most attractive forms of digital marketing, which is of interest to brands. After all, the visual and audio elements of a video are more likely to capture an audience's attention than content that needs reading.

Videos are promoted through a social media audience with the ability to influence the community. Video production seems to have become a fundamental skill required of today's media professionals.

However, producing a video that reaches a large audience is not easy. With the TikTok platform, people will always remember the concept of "viral." It's not just about mass-producing videos and then posting them; it's also about how their outcomes affect businesses. "Speaking numbers," indicating the amount of audience interaction, is the clearest expression of the spread and attractiveness of media products.

Therefore, choosing to produce media products as the project's topic will be a great opportunity for the team to apply the knowledge they have learned to real projects. In the project "Development of the TikTok VuaNem," the group will be involved in the whole process of ideation and product production, taking full responsibility for the whole project. Through this project, members will hone and learn more special skills in the field of media production. Moreover, together with the experiences of each individual member, we have the ability to successfully complete the graduation project in the fall of 2022.

The Suitability Of The Project For The Team

- Team members have experience in video production on multiple platforms.
- Team members have been involved in the development of the TikTok VuaNem channel from the very beginning of the channel's creation.
- Team members are those who regularly update new trends, understand the prevailing factors, and know how to compose content and scripts to produce media products.
- Being a student equipped with diverse knowledge about communication as well as product production through subjects and knowledge shared by teachers during their studies at FPT University.

The meaning Of The Project To Vua Nem Brand

- Increase brand awareness and coverage on the TikTok platform.
- Capture customer insights through each video post.
- Get more ideas to develop your brand.
- Become a business channel with great interaction in the bedding market.
- Increase product sales.
- There are more KOL and KOC faces to represent the brand.

The Meaning Of The Project To The Team

- Learning and working for a great brand.
- Contact and work with many KOLs, KOCs.
- Acquire achievements, quality media products.
- More direction for future work.
- Completing the graduation project for the fall semester of 2022.
- Get in touch and work with modern equipment and a professional team.

4. Project Overview

4.1. The Current Project

Vua Nem Enterprise invests in and develops the TikTok Vua Nem media channel development project as part of its brand expansion on social media platforms. The TikTok Vua Nem channel was built in November 2022 with stable growth in interaction and high reach (reaching nearly 3,000,000 likes and 200,000 followers within 10 months from the date of the channel's creation).

The TikTok Vua Nem channel development project for the fourth quarter of 2022 will continue to produce media products emphasizing the core values of the business, promote interaction, advertise target products, and offer special incentive programs for customers.

4.2. Customer's Requirement

- Total of 25 clips per month.
- Requires full HD image quality and a 9:16 frame.
- Clear picture sound, no noise pollution.
- 50% of total trending videos-reaching over 50,000 views.
- The content conveyed is consistent with the brand message, ensuring the required content of product information, incentives, as well as promotions of the brand.

5. Boundaries Of The Project

- TikTok's policies are increasingly tightened, causing the amount of interaction to decrease, making it harder to trend than in previous years.
- TikTok's many standards of community violation make it harder to build content and convey messages.
- The situational context focuses mainly on the store space.

6. Group Duties

Building a TikTok Vuanemofficial scenario: From the very first days the team received the project, the members were divided into work groups and specific items to match the capacity and strengths of each member. The contributions of each member are closely related to the project.

Common task:

- Create a TikTok Vuanemofficial script (5 script phase).
- Schedule filming (setup, contact with stakeholders such as actors, technical support, etc.).
- Participate in the process of filming, editing, and posting products.
- Monitor channel growth metrics.
- Collect and track audience interactions and feedback.

II. THEORETICAL FRAMEWORK

1. Brand Voice

Explain: A brand's tone of voice embodies and expresses its personality and set of values. It's about the people that make up the brand - the things that drive them, their loves and hates, and what they want to share with the world. (Lizzie Harris, 2012)

It sets the brand apart from the rest:

The tone of voice of a brand should be distinct, recognizable, and one-of-a-kind. This may appear to be a difficult task until we consider how we use our own language in everyday life. We all use language in some way, both written and spoken. Brand tone of voice assists businesses in standing out from the crowd. According to the Sprout Social Index, respondents have reasons why some brands stand out more than others. 40% of respondents thought the content was memorable, 33% thought it had a distinct personality, and 32% thought the storytelling was engaging. The brand voice is important in all three of these areas.

It builds trust:

There is a strong link between familiarity and trust, as described in texts such as 'Influence: The Psychology of Persuasion. We are more likely to feel at ease around something familiar because it requires little mental effort to process. Thinking along these lines, a company must be consistent in its use of language so that the customer becomes acquainted with its writing. Developing a distinct tone of voice, then, is critical in this.

It can be used to influence and persuade:

"People don't always remember what you say or even what you do, but they always remember how you made them feel," American author Maya Angelou once said. It's often the way we say something that causes us to feel a certain way. People can be extremely sensitive to language, forming opinions about others as soon as they hear or read their words.

Apply:

With the project "BUILD A TIK TOK CHANNEL VUA NEM," defining the brand's voice, as well as building and developing it, will be a multi-step process.

To help improve the content of the Tiktok channel, we'll create a plot based on amusing humorous elements and information that spreads positively to viewers. As a result, the brand is introduced to the user in the most subtle and natural way possible.

2. Product Branding

Explain: The most important point in the product line architecture form is that each product line is considered independent, unrelated to the other product lines. This mindset arose from what is known as the “product marketing era”. The formation of brands is seen as giving each product or product line “a name”, rather than creating a brand concept - the finished product for each target customer group. (Kevin Lane Keller, page 31)

Apply:

The project makes use of the Product Branding aspect to be more particular about the image of mattresses, which make up the bulk of the “Vua Nem” product range. In order to increase the level of recognition and be closer and more natural to customers

This is a standalone product that has no bearing on other product lines. As a result, the stories built around this product will impress customers. This is evident in the channel's main videos.

3. Emotional Branding

Branding is defined as “the marketing practice of creating a name, symbol, or design that identifies and differentiates a product from other products,” according to Entrepreneur magazine. Emotional branding, then, is the process of developing an emotional attachment to one company that distinguishes it from the competition, resulting in brand loyalty over time. (Marc Gobe, page 40)

In the highly competitive business market, brands struggle to differentiate themselves from consumers. Using emotional branding is an effective way to engage customers. Brand identity from logos, slogans, or user experiences can all be optimized through emotional branding to establish loyalty between users and brands. It links the brand to the customer, makes the customer identify with the brand, and makes the brand more trustworthy in the eyes of the customer. Simply defined, emotional branding is meeting people's needs. Thereby, emotional branding is explained by four factors: Trust, Lifestyle, Personality and Relationship (Kristianstad University College, 2009).

Consumers regard a brand as an important component of a product, and branding can help to distinguish a company's product from that of its competitors (Kotler, 1996).

Apply:

As a result, effective communication is dependent on emotions. As a result, we emphasize emotions in our photos, videos, audio, and text-based content.

In this project, our primary goal is to create brief videos with a variety of engaging topics that are carefully crafted from real-world narratives. Not only that, but we are also the ones who conceptualize and create such stories in their original form. By portraying happiness and enthusiasm, the brand is able to connect with its target audience.

As a result, in addition to the transactional relationships between buyers and sellers, "Vua Nem" seeks to develop close bonds with its clients. Consumers will feel comfortable about the brand by developing a connection with it. assisting Vua Nem in raising its brand loyalty index.

4. Storytelling Effect

Explain: Storytelling is a powerful form of communication. This method is expressed through building and spreading the story about the brand, product, service or brand name. From there, build and develop the brand in a smart way, closest to customers. A well-regarded brand always needs to build core, specific and important values to receive feedback, touch emotions, and contact customers. Once the customer's emotions are captured, the brand can easily go far in the market, the trust of users. Therefore, in communication methods, Storytelling is the key to inspiring and creating conditions for potential customers to have an insight into the value that the brand wants to convey. (Gerald Millerson and Jim Owens, page 71)

Apply:

With the intention of enhancing brand recognition among consumers and making the brand a companion for them. The project focuses on creating humorous tales, everyday humor, and good messages, which helps to convey aspects comprising a range of emotions and help audience members understand the importance of the message in a deeper way most profoundly natural.

Use narrative components in your visuals and content to draw in your target audience, especially young people. Because young people plainly differ from earlier consumer generations. Although shorter bits of material tend to catch their attention more frequently, they will stick around even if the content is lengthy if they find it to have a lot of humorous components.

5. Media Production Definition

We live in a media-dominated world. Each individual can interact with and process information from various media using various devices. All forms of communication that aim to inform, educate, or entertain a large audience are considered media. It can be found in everything from web content to social media, as well as TV, video, and radio content. (Joseph Straubhaar, Robert LaRose, Lucinda Davenport page 37)

Media trends are always changing, the role of media in people's daily lives and its impact on society and politics is huge. A video, article can go viral on its own and cause worldwide debates or simply entertain. An ad on the platforms, if good enough, can convert a protester into a loyal customer of a brand.

6. Media Production Process

Creating a media product is a difficult process. It entails developing concepts by utilizing one's imagination, inventiveness, and ability to make innovative use of pre-existing resources.

Like a piece of art, a media product needs to be organized, have a clear vision, and make good use of the materials and technology needed for that particular product. From concept to final master, the production and planning process must go through all necessary steps to finish a media product. All forms of media production, such as film, video, television, and photographs, can use this method; There are three primary production phases:

6.1. Pre-Production

The activities carried out before the start of production are referred to as pre-production. Depending on the medium and the circumstances, this stage may or may not include certain things. You must be ready for everything at this point, including research, location planning, finances, the screenplay, actors, and key personnel.

- Place research
- Tool selection
- Identify and prepare contexts
- Production progress
- Semi-finished script
- Check the script with actors and stakeholders

6.2. Production

Production is the stage where the scenes are recorded. People will record the actors in the studio and take the required sequences. When a project is implemented, we can decide when it is no longer financially feasible to complete it and exercise control over the situation. Currently, projects can weather the financial downturn more easily thanks to development tools and the expansion of mobile platforms (Gerald Millerson and Jim Owens page 3).

The production stage is where the sequences are recorded. The actors will be recorded in the studio and the necessary sequences will be taken. When a project is completed, we may determine when it is no longer financially possible to finish it and regain control of the situation. Currently, owing to development tools and the proliferation of mobile platforms, projects can weather the financial crisis more readily.

6.3. Post-Production

The last significant stage of production is called post-production, during which we publish the work and organise the media for it. There are numerous things that can occur during post-production; typical duties include (Joseph Straubhaar, Robert LaRose, Lucinda Davenport page 195) :

- Edit video footage
- Edit background music, add sound effects, music
- Add titles and graphics
- Color correction
- Add effects
- Capture certain scenes

For short productions, the process of selecting and organizing acceptable material in the correct order during post-production is quite simple. However, in most cases, post-production takes longer than production.

7. Evaluating A Media Production

The renowned expert Denis McQuail has summarized and separated it into three elements, including: structural research, behavioral research, and sociocultural research, to evaluate the efficacy of media goods. Understanding the needs, objectives, and quantity of people interested in following is made feasible by research into the general population. The goal of behavioral public research is to increase communication effectiveness by teaching people how to make informed decisions so they can have an impact on society.

First, we may assess the success of communication products by comparing them to known products through a series of products using metrics like recognition, views, likes, and shares. We can clearly understand the information and assess the state of the customer file through responsive behavior. Actors in the products will induce recognition to develop public pictures associated with a brand or a product chain. There are various third-party programs available today to comprehend the audience, offering data and behavior to aid in evaluating the most thorough effectiveness.

Second, accurate measurement: By keeping track of active human activity like the number of followers, comments, likes, and shares, the traditional method of rating content reveals the community's current tendencies. For instance, when a TV program is recorded and moved to various time slots, the station can track the number of replay users and develop particular plans for the subsequent product. The media can compile a database on product performance in the absence of any effects on the use of electronic equipment.

Third, evaluate public behavior and look into people's psychological perspectives. We can gauge the level of user reception by watching short videos, television, or advertising during this activity. For instance, by incorporating Kols challenges in advertising, customers will purchase the product, use it, and spread the word about it. Actual market analyses will supply information and plans for the upcoming project. (Denis McQuail, 1935-2017)



8. Communication Crisis Management

There are hazards associated with inappropriate content, concerns with quality, and some competitiveness while creating and posting products. A communication crisis is a situation that is out of a person's or organization's control. Public opinion will be stirred up by this episode, which will also have an impact on the subject's reputation, brand, and image. Communication crisis management operations can be broken down into the following steps to aid firms in operating as efficiently as possible:

- When carrying out crisis prevention actions, we must have ways to stop the worst scenario from occurring. We must create a team of managers and systems related to forums to analyze data and assess clients in order to successfully anticipate and control communication problems. Review material submitted on social networking sites carefully and on a regular basis. Don't promote or disseminate incorrect information that could harm the company's reputation and quality.
- Preventing a crisis is the best way to handle one (W. Timothy Coombs, page 21)
- After determining the cause of the issue, we must concur and address those queries and worries in order to mitigate its effects. To clarify the crisis scenario and maintain the integrity of the information, you can hold a press conference or speak with the media.



III. COMPANY OVERVIEW

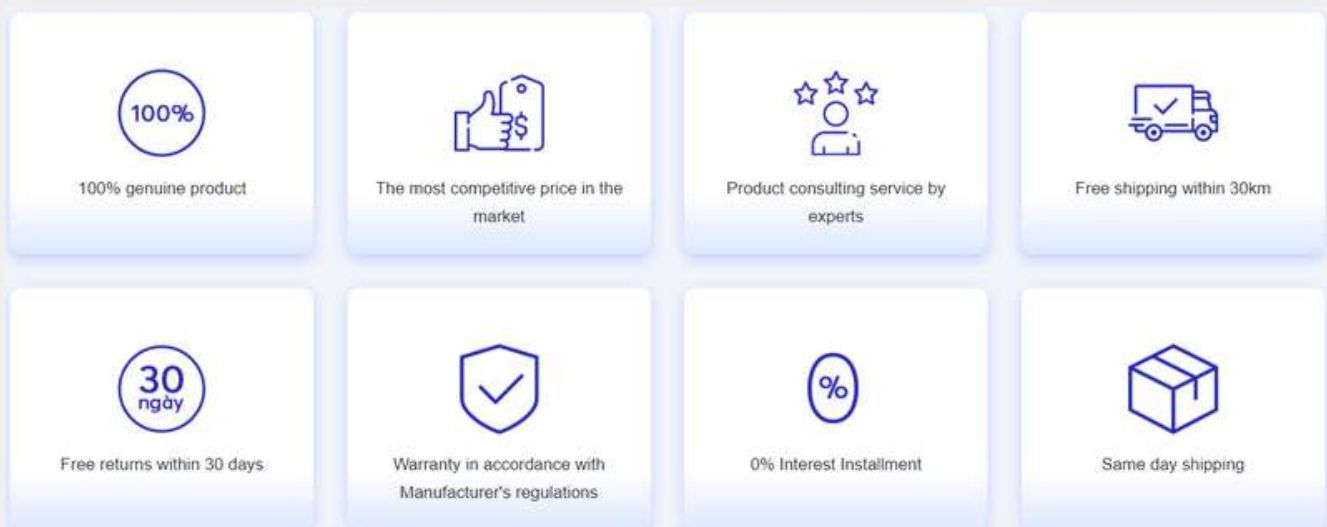
1. About The Company

Vua Nem is Vietnam's leading retailer of mattresses and bedding. Vua Nem focuses on distributing well-known domestic and international brands such as Amado, Dunlopillo, and Tempur (USA),.... Vua Nem's objective is to provide all consumers with the best sleep solution possible. With the tagline "Sleep soundly - Live to the Fullest," Vua Nem prioritizes the customer experience as well as product quality, and strives to provide consumers with the easiest and most pleasant purchasing experience possible.



Vua Nem's partner

Vua Nem is also committed to bringing value to customers such as:





2. Vision, Mission, Core value

Vision

Following the expansion of its retail chain in the nation, Vua Nem intends to extend and build its brand in the Southeast Asian market, followed by Asia. By January 2022, Vua Nem has 115 stores in 29 provinces and cities around the country, with a goal of 500 stores by 2023. Vua Nem also focuses on maximizing the possibilities of online sales platforms and e-commerce.



Mission

Vua Nem, with the purpose of "Bringing a Good Night's Sleep to Every Home," provides its consumers with the best sleep solutions as well as the simplest and most convenient purchasing experience. In addition to shopping at the retail system, customers may simply search and buy items from vuanem.com without leaving their homes.

Core Value

Vua Nem is said to be a vital aspect of "Integrity, Wow, enthusiastic, Work by numbers, Take responsibility, love teammates." For many years, Vua Nem has pursued six key principles in order to build an ideal workplace, resulting in advantages for both customers and staff.

Integrity

- Saying is doing
- Do the correct thing and do it on time.
- If you are unable to do so, you must inform and resolve the issue as quickly as feasible.

Wow

- Always find a way to say "Yes" to "Wow" customers
- Just develop a Wow service, from customers, brands to staff, everyone is satisfied

Enthusiastic

- Volunteer to find work
- Instead of thinking "hard to do," take action.
- No time off from work

Logical reasoning

- Sentiment and subjectivity do not exist in the Vua Nem working environment.
- Use BI reports, update each person's KPI, and operate the system effortlessly.
- Reduce risk while increasing accuracy

Accept responsibility

- No blame, no excuses
- Action rather than reasoning

Respect your teammates

- Even if it is not your job, assist others.
- Customers and coworkers should be treated as if they were family.

3. Brand Identity



Vua Nem unveiled its official brand identity on October 10, 2018. The softness of white clouds in the night sky inspired the logo, which represents the excellent sleep that clients will enjoy when using product in Vua Nem.

The image of the night sky is stylized, meaning to protect and protect sleep. In the logo, there is always a guiding star - the Northern Star that you can always find at any time of the night at any time of the year. This star shows that customers can always easily receive support anytime, anywhere from Vua Nem.

The identity set effectively defines the personality of "Close, Mastery, Modern," emphasizing the brand's dedication to continually providing the finest advantages and solutions to customers.

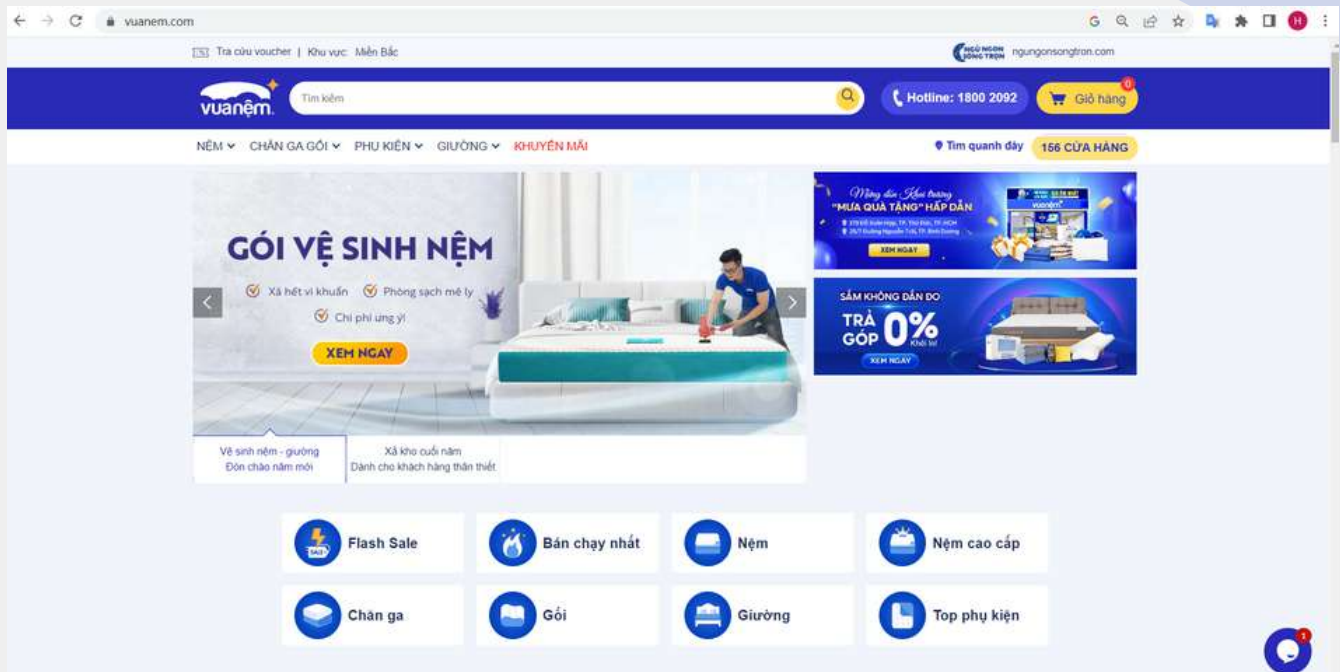


4. The Company's Communication And Advertising Activities

There Are Media Channels Specific To Vua Nệm

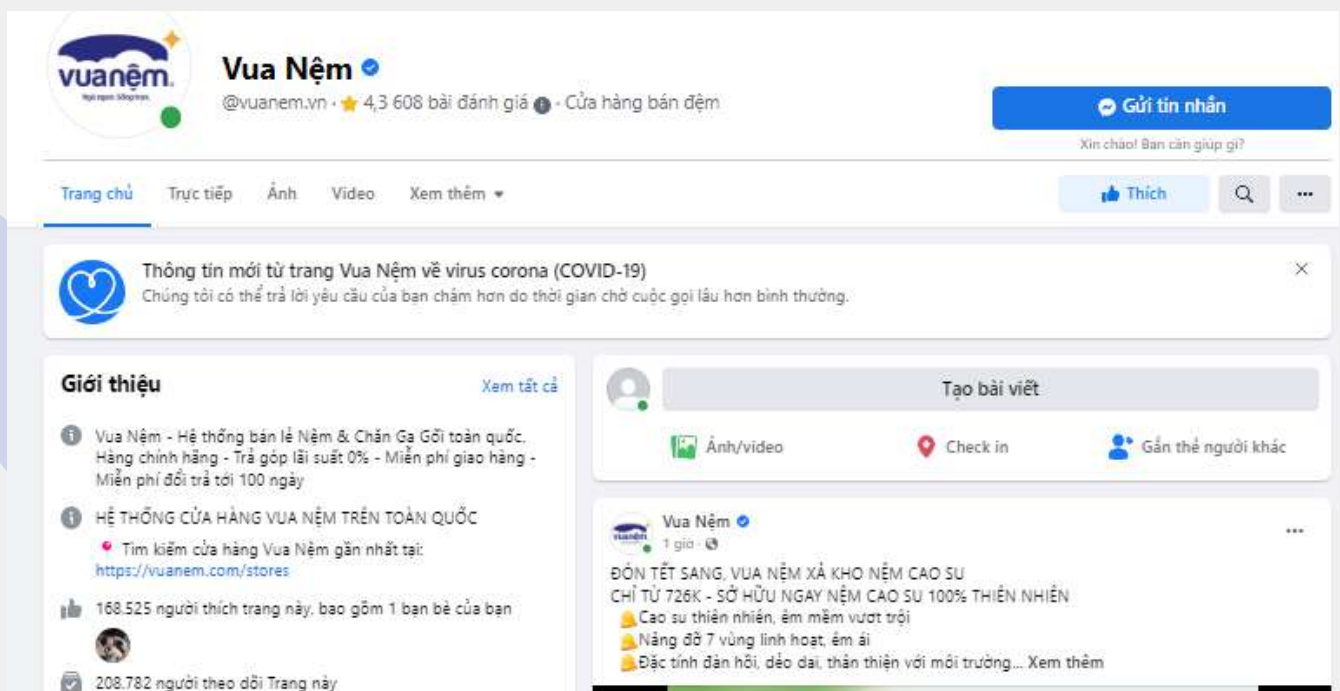
- Website: <https://vuanem.com/>

Its primary function as a tool is to offer details on products, costs, and Vua Nệm discounts and special offers.



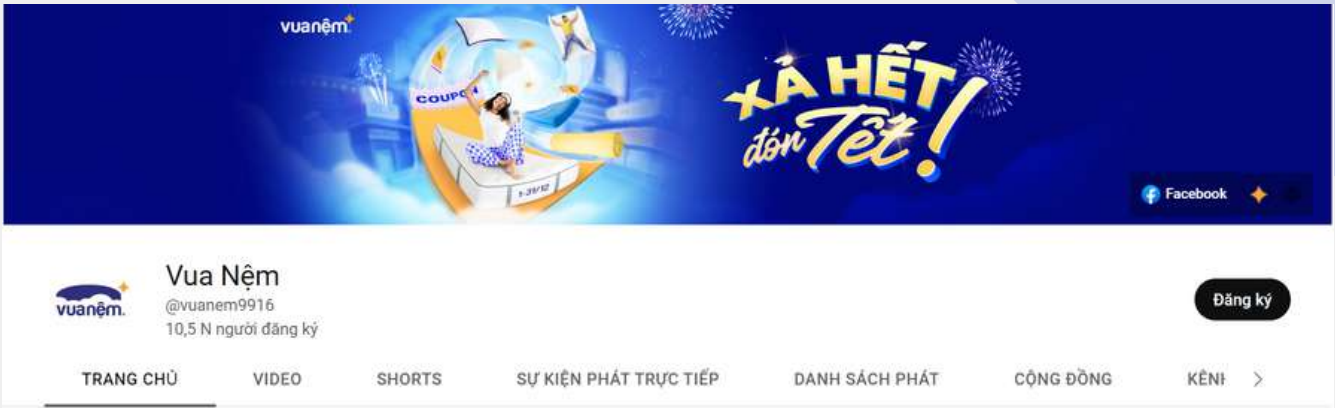
- Facebook: <https://www.facebook.com/vuanem.vn/>

Tools for sharing software, advertising graphics, Tet media campaigns, holiday discounts, etc. Facebook also disclosed details regarding the features and products of Vua Nệm.



- Youtube: https://www.youtube.com/channel/UC6atxoNoxsa2BYKE4_hqwLA

The tool promotes products, records postcards about mattresses, offers special promotions, and highlights mattresses, features, and experiences.



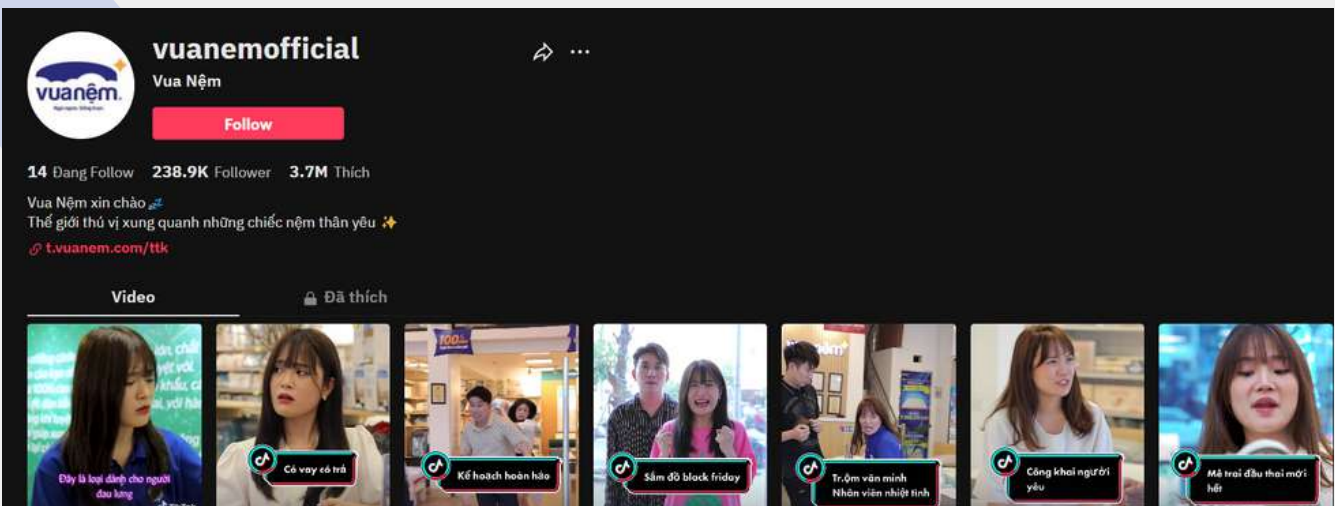
- LinkedIn: <https://www.linkedin.com/company/vua-nem/?originalSubdomain=vn>

Share personal experiences through photos, engage in communication with others, and introduce the King Mattress brand.



- TikTok: <https://www.tiktok.com/@vuanemofficial>

Share a number of amusing King Mattress videos and tales involving the company's staff and clients.



Advertising Activities

After several rebrandings, Vua Nem soon became the market leader in the bedding and mattress retail business in Vietnam. Some remarkable advertisements, such as "Ghe thu thoi mai - Sang khoai ca dem," have created a lot of attention. Viral clips such as "Co nhau la co tet", "Phu nu hon nhau o tam...nem "... have brought success after success, assisting the brand to be in the desired position, creating an imprint in the customer's mind, and getting closer and closer to the mattress retail brand's "top of mind" position in the Vietnamese market.



#VuaNem #VuaNem

Có Nhau Là Có Tết

379.767 lượt xem 13 thg 1, 2022 2021 là một năm đặc biệt vì không phải chờ đến cuối năm, chúng ta mới biết ơn, mới thầm ước nguyện cho năm mới, nguyện cầu cho cuộc sống mới.



Pictures are extracted from the video of campaigns



In addition, Vua Nem also has various promotional efforts to get special days, product commercials, and new promotions that have gotten many great feedbacks.



CHAPTER 2

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IDEA DEVELOPMENT & PRE-PRODUCTION

I. DEVELOPMENT

1. Situation Analysis

The Vietnamese mattress market is expected to develop at a CAGR of 5.8% between 2021 and 2026, owing to increased customer demand for mattresses.

Mattress demand is expected to rise due to an increase in people's awareness of the need and desire to use various types of mattresses, urbanization, rising incomes, and an increase in the number of businesses providing products along with the increasingly wide variety of mattresses. As the population and the number of nuclear families rise, the number of households also rises annually. The increasing awareness, paired with growth in the hospitality industry, has a positive impact on the domestic mattress market. This will be driven by strong tourism growth and rising residential property sales. The mattress industry is now experiencing growing demand, mostly because young customers are becoming more concerned about their health and are willing to pay a premium for products that provide them with more comfort. Because of the rising prevalence of spinal ailments and other health issues in Vietnam, therapeutic mattress products have a promising future in the nation. The sector has seen major changes in customers, demands, and bedding tastes.

Furthermore, the development of hotels, residential homes, villas, and luxury homes is expected to generate high domestic sales due to an increase in domestic and international tourist groups, such as tourists from China and Korea, who want to buy a home, increasing mattress usage and stimulating the domestic mattress market.

Depending on consumer preferences, spring mattresses and latex mattresses are the most common mattress types nationwide. Latex mattresses have made up an important part of the overall mattress industry and will continue to do so in the future due to their durability, simplicity of washing, and capacity to avoid pain. Most homes, hotels, hospitals, and other enterprises favor spring mattresses.

According to the distribution channel, specialty mattress merchants have the majority of the market share in terms of direct comparison of the mattresses on display and selection of the most comfortable one for themselves. The increasing popularity of online mattress merchants among millennials, as well as an increase in smartphone users and internet penetration, are expected to drive significant growth for online retail shop catalogs in the coming years. Alibaba, Tiki, Lazada, and Vatgia are the top four online mattress retailers in Vietnam. When compared to purchasing from a physical store, online channels offer numerous advantages, including additional conveniences, discounts and offers, time and money savings, and other benefits.

2. Competitor analysis

Nem Van Thanh

Overview: From a humble establishment with roughly 30 employees producing mostly elastic bands and beach sandals, Van Thanh Mattress has grown to become one of Vietnam's leading manufacturers of latex mattresses and springs with a good and sustained development rate. In 2018, despite significant challenges in the market's competitive environment, the company met its aim for the year, with sales up 10% from the year before. Van Thanh boldly spent \$1 million on two mechanized latex mattress production lines in order to improve production. The company now has three factories totaling 15 hectares, located in the Hung Yen, Binh Duong, and Cu Chi districts of Ho Chi Minh City. It is expected that in 2019, a new industrial cluster in Cu Chi district with an area of 95 hectares will have its legal proceedings completed and put into operation. Along with having a quality management system that complies with international standards and sophisticated tools brought from the US and Europe, the firm also has a service network made up of more than 4,500 agents who span 63 provinces and cities countrywide.

Products: The business offers a variety of styles and models to the civil and national industrial sectors, as well as exporting to several nations throughout the world, such as the US, Europe, Australia, Japan, Korea, and China. Products with 5 to 15 years of guarantee and affordable pricing, along with international quality requirements, help to achieve the policy that "Vietnamese people give priority to utilizing Vietnamese goods." In particular, for 23 years running, consumers have chosen the Queen brand of latex mattresses as the "excellent quality Vietnamese goods" brand.

PR and marketing activities: consistently contribute to community activities. Aside from business, the corporation is also involved in social charity activity. Van Thanh Mattress has taken part in or started a number of charitable initiatives, including supporting funds for the underprivileged, helping Agent Orange victims, providing study promotion funds, making natural disaster donations, and setting up medical examination and treatment facilities for underprivileged people in remote areas. The firm has been honored several times by the state with honorable prizes for collectives and individuals in recognition of its efforts to support the cause of economic and social development.

Everpia Joint Stock Company

- Overview: About Everpia Joint Stock Company and Everon Bedding Products: a top bedding goods brand in the Vietnamese market. With the advantages of great quality and affordable costs, Everon-branded products have been a wise and well-known option for customers for the past 16 years. Exclusive agents specializing in providing Everon goods have grown throughout 63 provinces and cities as evidence of that. In addition, EVERPIA serves as a supplier to a number of significant businesses, such as: LG Electronics, Vietnam Airlines, Siemens, Incombank, Vietcombank, State Bank, Big C, Metro, and Sofitel Plaza. Everpia was founded in 1993 as the first business in Vietnam with 100% Korean ownership.

LG Electronics, Vietnam Airlines, Siemens, Incombank, Vietcombank, State Bank, Big C, Metro, and Sofitel Plaza. Everpia was founded in 1993 as the first business in Vietnam with 100% Korean ownership. Everpia is proud to have won the Gold Cup for International Economic Integration and the Gold Cup for WTO compliance with intellectual property.

Products: Everpia Joint Stock Company (EVE), previously known as Viko Moolsan Limited Liability Company (Korea), was founded in 1993. The company's primary product categories include bedding, cotton sheets, towels, washcloths, furniture, and other goods. Currently, EVE's core product line is blankets, sheets, pillows, and cushions. Products from EVE have been exported to Korea, Japan, and several other nations.

Product Policy: The search for "Product policy is the orientation and decision connected to the production and business of products based on ensuring the satisfaction of customers' wants in each period of business operations and marketing goals of the business." Product policy plays an important role and has a significant impact on the efficiency and reputation of the Everon brand. As a result, Everpia Joint Stock Company establishes product policies to achieve the goals of the company's marketing strategy in general and the specific goals of the product strategy in particular:

- Meet clients' needs as best as possible.
- Increase output while improving product quality.
- Expand the product portfolio's diversification.
- Increase the number of new products on the market.
- Make the product stand out by improving its position and image, as well as increasing its competitiveness.



Everpia JSC.

3. SWOT Analysis

STRENGTHS

- Vua Nem has a strong reputation and foothold in the Vietnamese market.
- Vua Nem has been deploying communication products on social networking platforms with a high number of users in the Vietnamese market.
- There is an investment in communication products to ensure good-quality videos and images.
- Vua Nem focuses on building content for media products, and has created many products with high interaction through each campaign.
- Professional media team, the index on the channels reached a stable level, and the index on the TikTok channel grew well.
- The content of the media products is interesting, attractive to viewers, and transparent, conveying the message of Vua Nem through each product.

WEAKNESSES

- Content production media products are being limited in the scope of the store.
- TikTok's content censorship regulations are getting tighter and tighter. => Harder to trend than before. Videos must be carefully checked to avoid violations.

OPPORTUNITIES

- In 2022, the TikTok media channel of Vua Nem will produce a series of videos that continuously update trends to help the channel increase the amount of interaction significantly => Increase its coverage.
- The KOLs, who are popular with young people in the field of situational video recording, are collaborating with Vua Nem to help its media products be easily accessed and remembered by audiences.
- Becoming one of the TikTok channels for businesses in Vietnam with the most interactions on the TikTok platform.
- Because of its coverage, scale, and reputation, the audience is more aware of Vua Nem, which improves the brand's image in the public eye.

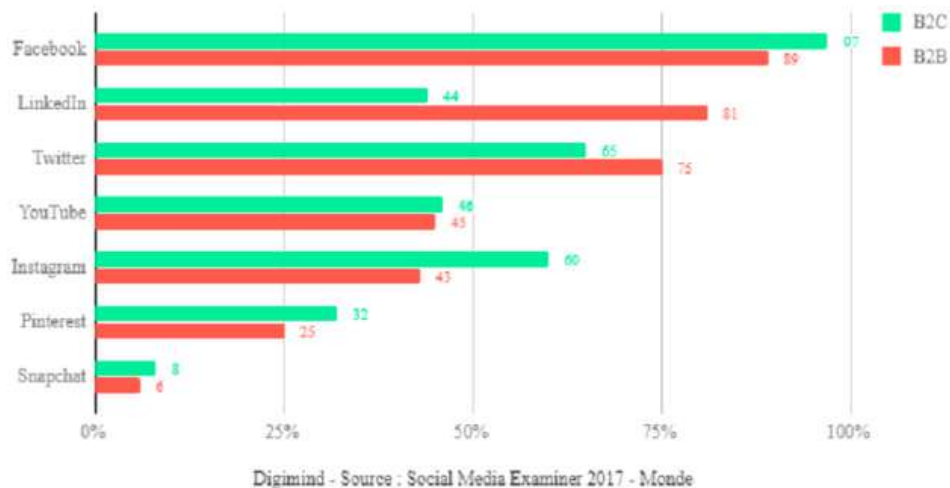
THREATS

- Producing a series of videos means the content needs to be optimized so as not to cause boredom for viewers.
- There are many businesses that are also going in the direction of developing situational videos on TikTok => Interactive competition and media product content.
- KOLs are not exclusive to Vua Nem => Representing many other brands can confuse viewers about the brand.

4. Channel and Tools

4.1 Social Channel Analysis

Brands are well aware of the benefits of investing in social media strategy given the emergence of the digital age. With tactics like lead generation and social selling, which connect customers with brands, social media has produced quantifiable outcomes. Many marketers are already relying heavily on social media as their main form of communication in 2017, 97% of marketers are already on Facebook, and 81% utilize LinkedIn, according to Social Media Examiner.



Google has announced that it would delay the elimination of cookies until 2023 rather than the originally announced 2022 date. Since Google's decision to stop allowing third-party tracking will hurt other advertising firms, many corporations have emphasized social networking platform advertising. The correct customer psychology has helped mobile platforms in Vietnam become more prevalent, which has led to types of advertising and business being the most important factors.

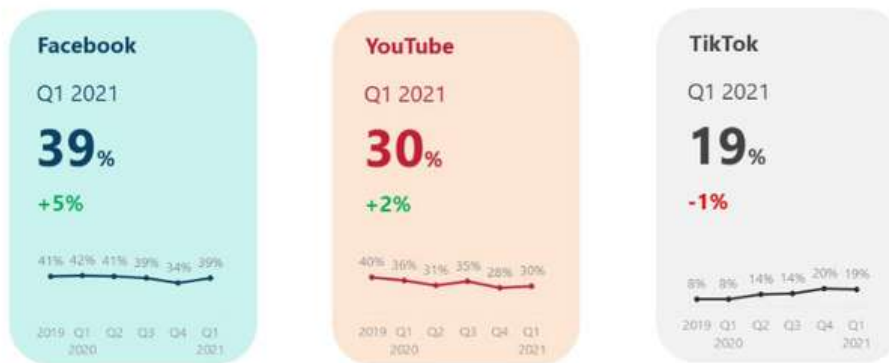
Owned by ByteDant, a media firm from China that is today well-known on a global scale, Tik tok is an AI-based application. Although it was first introduced in 2017 and the production of short videos has been common for some time, the product's success has been attributed to tapping into the psychology of its target market by capitalizing on the trend of "like to watch, lazy to read." market.

In addition to the Format research and development process, Tik tok has created a quick 15-second video to meet users' needs for enjoyment. With hashtags and challenges, young people are also encouraged to be creative and not be afraid to challenge themselves. Tik tok has also captured the trend so that users can spread videos on major social networks (Facebook, Youtube, Twitter,...), but also actively order short ads to play over and over again the videos. My sample video on Youtube.

Tik tok also has the same treatment policies for stars as for their own employees. Currently, Tik tok has produced a number of events to commemorate people and apply advertising pay rules to reach various audiences, including the elderly. Tik tok also helps ordinary people stand out through collaboration with multi-channel network providers and how to create interesting videos.

According to research by Decision Lab, in spite of the increased competition, 39% of all respondents said they still use Facebook when watching short videos, a decrease of just 3% from the previous ten. Last two months, this figure emphasizes Facebook's "main" status on the Vietnamese social media scene, probably as a result of users' addiction to their primary feed during the global pandemic.

Social media giants ramp up user retention efforts with TikTok-like features for short videos, such as Facebook Watch and YouTube Shorts

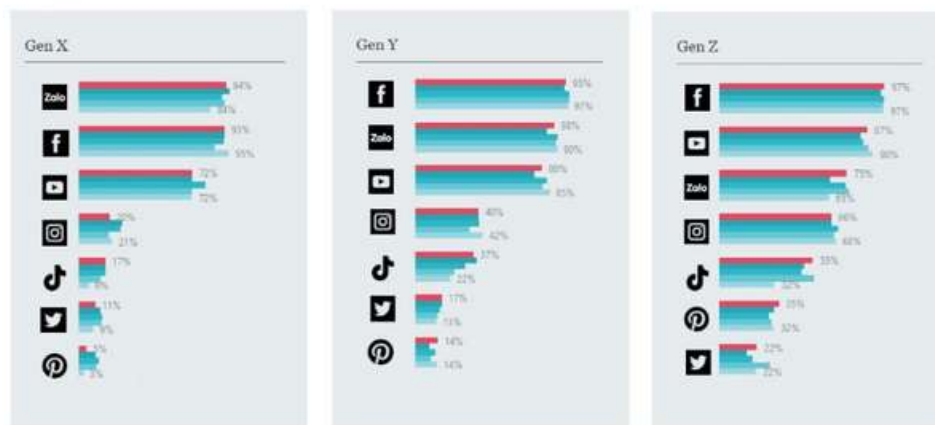


Q: Which app do you use most often when watching short videos?

2021 Q1 n=2028, 2020 Q4 n=884, 2020 Q3 n=1639, 2020 Q2 n=1299, 2020 Q1 n=2149, 2019 n=457

By the end of Q1 2021, TikTok had a 55% penetration rate among Gen Z users, a significant increase in audience during the same time period. Gen X (up 17% from 6%), and Generation Y (up 23% from 22%), however, show that these groups were also involved.

Zalo and Youtube battle it out to become the second- and third-most used platforms from Gen Y and Gen Z users

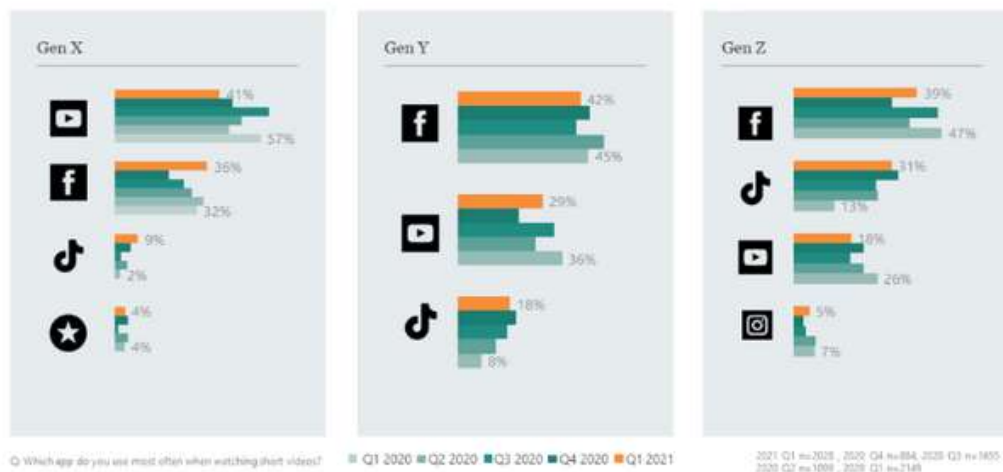


Q: Which of the following social media platforms are you using? (Choose all that apply)

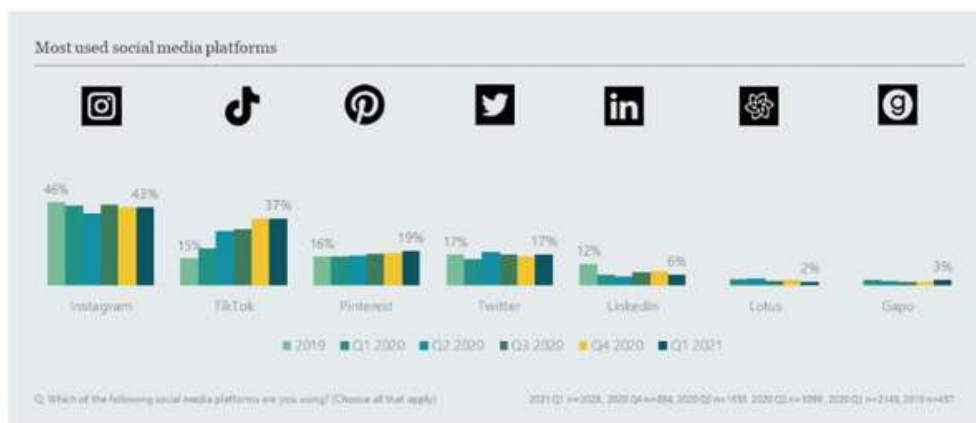
Q1 2020 Q2 2020 Q3 2020 Q4 2020 Q1 2021

2021 Q1 n=2028, 2020 Q4 n=884, 2020 Q3 n=1639, 2020 Q2 n=1299, 2020 Q1 n=2149, 2019 n=457

This quarter, in the short-video landscape, Facebook is gaining traction among Gen X and Gen Z audiences



The current social media landscape is a fragmented battleground, with TikTok only steadily growing



This market research company previously released a study demonstrating an increase in Vietnamese people's daily usage of mobile phone applications, including social networks. As a result, there will be 25.7 more applications on phones in 2021 than there were in 2020 (22.1). Where a high percentage of people under the age of 26 also use a lot of applications.

Vietnamese Internet users watch videos, send messages, and make online calls with social networking apps accounting for one-fifth of their daily usage time. The remaining time is used for online browsing, shopping, or gaming applications.

There will be more mobile applications in 2021, but Facebook, Youtube, Zalo, TikTok, Facebook Messenger, and Shopee will continue to be the most popular ones. In Vietnam, phone users spend 60% of their time using these applications.

Tik Tok experienced rapid growth and increased popularity, especially among young people. According to statistics, the number of users of this application will rise from 34% in 2020 to 53% in 2021, and the amount of time spent using it will double, from 4% to 8%. The growth rate of Zalo is 7%–8%. The duration of Facebook use by users in Vietnam fell from 25% (in 2020) to 20% in the opposite direction (in 2021).

4.2 TikTok Channel Analysis

TikTok is a short video-sharing social network with a wide range of popular social media content. In essence, TikTok is a popular Chinese social network with the original name Douyin, which means "vibration," developed by the news app Jinri Toutiao, which was founded in China in 2016. As a result, the operation of this social network is quite simple; most videos are short in duration, ranging from a few seconds to 15 seconds. The unique editing capabilities and features, as well as a treasure trove of unique music and sound effects for users to create, set this application apart. Create eye-catching videos. Furthermore, TikTok has the ability to personalize when it is possible for each person to have different features, which is why this application is so popular all over the world.

Vua Nem's official communication channel on this platform is the TikTok channel "Vua Nem." Vua Nem's media room established the channel in January 2022. This is a daily communication channel that incorporates advertising programs and product promotions into amusing store situations. The channel is extremely effective, with over half of the videos trending, many videos reaching millions of views, and much more. The TikTok channel Vua Nem has 180K followers as of August 2022.

4.3. Creator Tools

About Creator Tools are features that assist you in learning more about how your TikTok content connects with others, developing a strategy for your content, and increasing engagement with your video viewers. your. Our creator tools are available to both personal and business accounts.

Get creator tools

1. Tap Profile in the lower right corner.
2. Tap the . icon
3. Dashes in the upper right to go to settings. Tap Creator Tools.
4. Click the tool you want to review.

Functions

The following features are available in the creator tools. Please keep in mind that some features may not be available to everyone just yet, and others may have eligibility requirements that must be met in order to access the tool.

General tools

- Analytics: Use analytics to gain insight into the performance of your video. You can view a video overview (including video views, profile views, and followers), the performance of each video, and learn more about your account and community. the community you're establishing
- Creators' portal: The Creator Portal is where creators can learn more about the basics of getting started on TikTok, connecting with an audience, growing and expanding their reach, and best practices for video creation.
- Promote: Promote is an advertising tool available in the TikTok app. This tool can help you get more people to discover your videos, drive more traffic to your website, and increase your chances of gaining more followers.
- Q&A: The Q&A feature allows viewers to directly ask questions through your Profile page or video section.

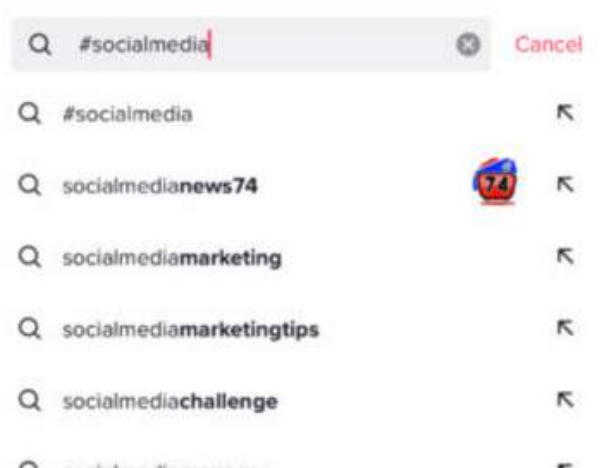


5. Research & Target audiences' insight

5.1. Research target audiences' insight via secondary research

A population segment identified by particular behaviors and demographics is referred to as a social media target audience. People feel more connected to brands when they receive material that is catered to their audience's requirements. You must be familiar with your brand well enough to understand who your target market is. These are the individuals who will most easily identify with your brand and business ethos.

The TikTok culture brings together people of various ages and backgrounds. People who are seeking for material on topics that they are interested in or enthusiastic about, and using hashtags is one of the best ways to achieve this. Enter keywords, topics, or interests in the search bar. Look at how many times certain TikTok hashtags are used in chats and how many views they each get. Use hashtags to track down your competitors by watching some of the most popular videos. Are the viewers of this video carbon copies of me? You could consider including these hashtags in your TikTok posts to reach a wider audience.



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TikTok analytics, which has four tabs including Overview, Content, Followers, and Direct, are accessible to business accounts. To find out more about the current audience, we should assess the Followers tab. You can view their interests as well as demographic details like gender and location.

The times and days when our audience is most active are shown in your followers' activity. Keep track of your fans' online activity and engagement levels over the course of the week. Check out the most well-liked videos under the Content tab. Are some images or audio clips more likely to receive feedback or likes than others? If so, let's examine the theme and format to see if we can duplicate them.

5.2. Research target audiences' insight via qualitative study

My team conducted 8 interviews with customers and employees to gather more unbiased feedback and better understand viewers' opinions and attitudes toward TikTok Vua Nem. Participants will be specifically questioned about their opinions and interest in the content of the TikTok Vuanemofficial channel. My team's data collection and analysis produced the following findings:

Nguyen Mai Thy (Hanoi):

I learned about Vua Nem' TikTok through my leisurely TikTok browsing. The experience of watching TikTok Vua Nem is quite unique; for me, the situations in the video amuse and occasionally spark small arguments among viewers. Regarding the products of the channel, I have had the opportunity to see the Vua Nem thanks to these videos on TikTok.

Truong Quoc Anh (NamDinh):

Through trends and the hashtag, I found Vuanemofficial. Situational videos, which aim to amuse viewers and occasionally even themselves, are very common these days. I believe Vuanemofficial did a good job with the videos and hope that they will be able to continue with fresh comedic situations and keep the flow of the videos uninterrupted.

Dang Hoang Minh (Ha Noi):

I watched a lot of videos from Vuanemofficial, I bought a mattress here, and I was also aware of this TikTok channel at the time. I believe that the humorous content and mentioned products will assist customers in selecting a brand.

Truong Thi Ngoc My (Vua Nem Staff):

For me, it was a challenge to decide to build a channel in the direction of a video series and not a TikTok shop. However, thanks to the team and the efforts of the actors and supporters, it has brought the viewers a close but equally entertaining experience. Regarding the product element, I think that because it's a TikTok shop, maybe the channel can help us sell products online. However, we can create sympathy with customers and help them feel comfortable and curious about actual products through the actors' experiences in the video.

Bui Thi Van Anh (Vua Nem staff):

There will be many challenges with the content of the channel Vuanemofficial. I know about the channel through my friends in the same unit. The TikTok market now has a lot of stores that also make experience and situation video series. So to be able to create interaction and follow-up from viewers, VuanemOfficial has created its own character from the cast and a team of young and enthusiastic content creators.

Tran Trung Thien (Ho Chi Minh):

Sticking with Vua Nem from the beginning, I always believed in the quality and origin of the products. However, although Vuanemofficial is a new name to me, I can see that the content of the videos on the channel is very diverse, youthful, and attractive. In addition, you can see that people also interact a lot in the comments section. I see that Vuanemofficial will be able to successfully promote itself to customers if it continues to have interesting content like now.

Nguyen Thanh Nam (Hanoi):

As a content creator and customer of Vua Nem, I appreciate the effort of Vuanemofficial when the videos are meticulously made and the way the company uses hashtags. For each individual or any organization making a series of videos to advertise as well as build content, being timely and understanding the time factors is especially important, and I see Vuanemofficial has been successful in this. in the TikTok segment, but to continue, they will need to try to grasp the new elements today.

Nguyen Thanh Tu (Vua Nem staff):

All the staff at the store probably know about Vuanemofficial, as do I, and I feel very excited about the channel's content. The current TikTok channels all have their own unique qualities, and Vua Nem himself has also succeeded in this story. Vua Nem also has its own personality and individuals that make an impression on the audience, such as funny staff and funny stories. The channel's products are not attached to a purchase link, but they help viewers have the most authentic look in the videos.

Through user studies, the "humor" that individuals mention is related to the behavior of current viewers and their needs when watching videos on TikTok. Although consumer sentiment in different markets is different, shoppertainment tends to grow faster to capture a larger share of the total market value of the current e-commerce industry. We can see it thanks to the fun and entertainment factors: 81% of survey respondents expect content with stories and prioritize education; 76% are interested in formats that favor video. Brands can fulfill this desire by partnering with influencers and leveraging shopping on TV, livestream, or even at online events, while also incorporating an element of humor for entertainment and interaction.

For the "inspirational, trending" factor, actual surveys show that 71% of consumers expect brands not to force them to make decisions when interacting with them. To achieve this, brands must ensure the content is relevant to their interests by targeting positive emotions and nostalgic memories. As a result, the brand will ignite the excitement of users when building stories around compelling and inspiring topics.

The "community" element makes it possible to connect with customers and create debates within the proposed content. According to the survey, 65% of respondents wanted to see trusted advice and recommendations about brands right on the internet. Therefore, the recommendations of trusted experts in the community or open discussions between users and their friends are important factors for the brand to fulfill this desire.

The "challenges" of Vuanemofficial can be seen from both competitors and different content across the shared TikTok community. To be able to overcome channel challenges takes effort, and we continue to build new content. overcoming the competition and maintaining the content and unique elements while incorporating new trends, reaching viewers and interacting with the content is an important factor when most people are easily attracted to channels with friendly communities. These are the factors that make Vua Nem's activities friendly and attractive to customers.

Along with "challenges" and "opportunities" which practice groups can learn from and build relationships with outstanding individuals. Get help and experience from leaders in the company and from Vua Nem. Develop yourself, advance in your career, and connect with today's businesses. These are excellent opportunities for the practice team in Vua Nem's College content creation campaign.

Potential customers, followers' spirits and behaviors have been positively impacted by the Vuanemofficial and the content. The first benefit is the feeling of being connected and close to the brand. The stress of the viewer's daily life can be relieved with fun content, mixed with family situations and even humanity, to bring about positive emotions.

At the same time, when making videos with the essence of the Vua Nem brand, the individual's brand image is also enhanced, which clearly shows their friendliness to customers is greatly improved. For the Vuanemofficial channel, they receive a lot of admiration and respect from the customer community and even employees. Thanks to the elements of community connection, they are able to create an environment that makes the working process easier and more convenient. Practice groups can gain hands-on experience, improve their techniques, and have the opportunity to use professional machines during their work. In addition, each individual will have the opportunity to meet famous people, build relationships, and advance in their careers.



6. How To Build A TikTok Channel?

6.1. How Do Videos Get Onto The Trending?

6.1.1. Briefly Describe How Vua Nem Built A Tiktok Channel

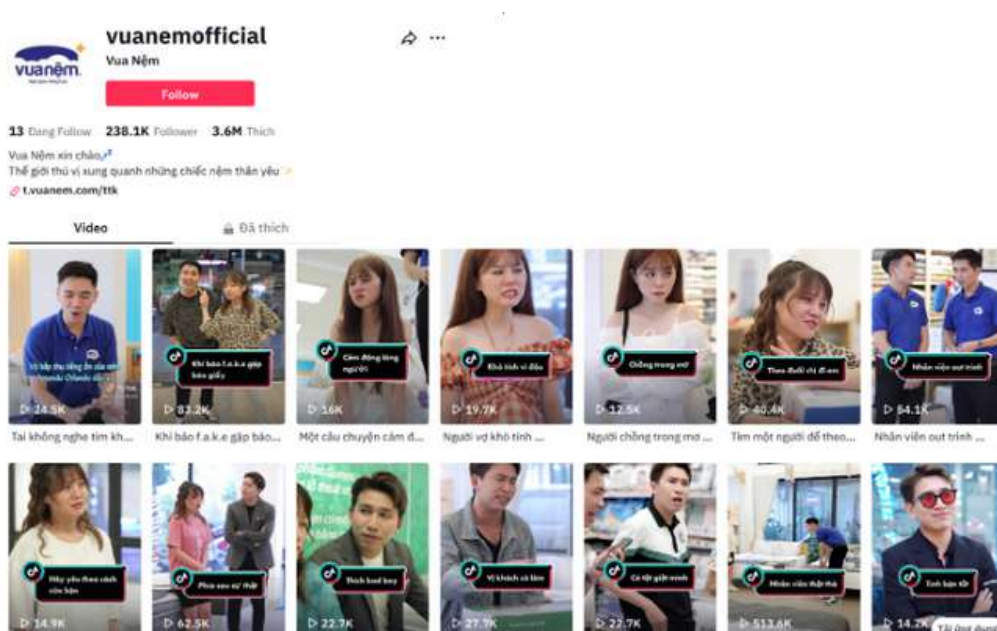
Decide on the target audience

Choose a target audience to trend videos for your TikTok channel:

You may find it simpler to trend and earn more viewers and followers on TikTok if you create a TikTok channel focused on a certain subject. Your videos won't be disconnected if you stick to the theme, which will assist you more precisely and successfully reach your target audience. Users on this social network love to see what kind of video is the quickest way to make TikTok videos trend, so what we need is giving heed to what other TikToker videos are trending. Here, Vuanemofficial has decided to focus on clients who frequently buy Vua Nem items for family members or those who have a need to purchase mattresses.

Actively post TikTok videos

Actively post at least one video per day to your TikTok channel. It can be difficult to create a video every day because sometimes you'll run out of ideas, so creating a topic and following it will help you avoid becoming stuck or rambling while making videos continuously. With an average of 3-5 films posted every week, Vuanemofficial's video uploading schedule is quite busy. All of the videos' material is closely related to one another.



Use video recording tools such as phone stands, lights, recording microphones, and so on to ensure high-definition video quality, impressive video content, and video without blur or shake. Of course, a high-quality video will be the first positive sign, attracting more viewers and increasing the video rate on TikTok. Vuanemofficial's TikTok videos are all high-resolution, clear, and professionally edited and post-produced.

Create interaction with video viewers

Try to interact with TikTok video viewers by responding to their comments, reviewing their TikTok videos, and following them; this is one way to effectively create interaction and increase followers on TikTok. TikTok, on the other hand, seeing you are actively active, will prioritise showing to create opportunities to reach many people and videos you can get many hearts, many followers, and even trending on social networks. Vuanemofficial always tries to engage viewers by responding to their comments or interacting with them as soon as possible.



Choose a golden time frame to post videos

In addition to a video with good content and quality, choosing the time frame for posting the video is critical. Choosing to post videos during the times when your target audience is most likely to be online will help the video reach more people. Find out more effective TikTok posting golden hours in the article. The hours of the night are typically when Vuanemofficial posts videos. Because this is the period of the day when users are online the most (also the most free time).

6.1.2. Specific Details On How To Make Recommendations On Tiktok

Though a proposal must go through several rounds, we should focus on the first three, which are as follows: The first phase is the scanner round, during which the computer typically scans videos for community infractions including violence, porn, smoking, music, brands, etc. If any of the aforementioned signals are present, TikTok will eliminate or restrict contact with the video channel.

TikTok is a creative space; in Vietnam, TikTok hires an outside business just for the purpose of selecting content. We have the browsing round, or round two, sees a rapid increase in views up 500k - 5M. This is a round of individuals browsing in Vietnam, occasionally being relocated to other nations. For example: it will be clear that more people from China and Vietnam follow Vuanemofficial if the video is accepted in these nations. The following Vuanemofficial videos will be promoted more from the moment that country decides the channel is appropriate. They can still hide your videos on TikTok even after being advised, if the comments from the viewers are excessively negative or the video has a detrimental impact on their community.

After the video has passed the review process in one nation, the reviewer will promote it to other nations. Here, whether or not your video is accepted depends on their cultures. As you can see videos about landscapes, the weather, pets and cats, etc., genres that are easy for everyone to comprehend and that are interesting in every nation, the views are really high. Since Vuanemofficial's videos are primarily intended for Vietnamese viewers, the bulk of viewers will be from our country.

The subsequent videos on your channel are impacted by the first TikTok video recommendation. It establishes the origin, age, and of your fans. The number of viewers will decrease, the device and browser will also read that your channel is not on the correct topic, and there will be less engagement if the second video you released does not relate to the subject of the first.

Therefore, the first video from Vuanemofficial was directed at the Vua Nem customer base in general and took a specific approach to a series of videos that link together to create a specific content.

Can advertising items be posted on the TikTok channel? (not advertisements on TikTok). rather not! You can be imaginative, develop your own brand, and when followers discover you on Facebook or Zalo, you can easily clinch the deal. However, publishing openly to attract salespeople and agents you will lose a lot of interaction points on TikTok, and even your subsequent videos won't get 10,000 views. The reason is that the phrase "you want to make 10-100 million a month, just..." is a common one in scam models. TikTok is unable to confirm whether you are a fraud. This category is quite heavy, even with brand logos, because of the veiled advertising that is not accepted by TikTok.

6.1.3. How To Build A Million Views On A TikTok Channel From Scratch

With the ability to directly create a channel and earn money on TikTok itself, the platform now offers opportunities to everyone. So how do you use this app to create a TikTok channel with a million views and start earning money right away?

First: Understanding TikTok's algorithm

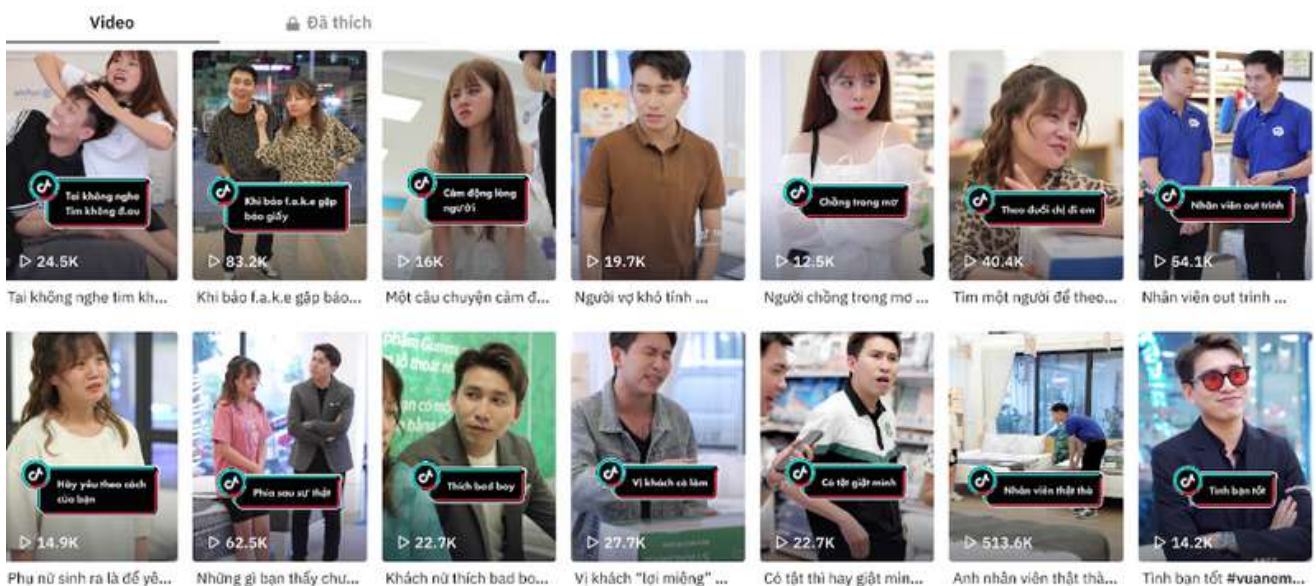
The TikTok social networking site will assess your channel based on elements like average view time, interaction, and interaction frequency. 4 conditions to make your video go viral on TikTok:

Condition 1: Interesting video material that draws a lot of visitors and is ranked among the top videos that 400 new people are immediately recommended. A video rising to the top of the suggestions is a sign that your channel will grow extremely fast.

Condition 2: After TikTok evaluates your video as potentially going viral and having a certain spread among a small group, you must now reach the 1000–5000 new viewer milestone.

Condition 3: Your video content will be scanned and pushed to a broad recommendation level by TikTok's machine learning after meeting the distribution milestone of 1000 – 5000 new users, reaching 50,000 – 1,000,000 users.

Condition 4: Reaching condition 4 demonstrates that your video has grown incredibly popular and has gone viral. With a natural reach of over a million viewers and a top spot on Tab For You, it is clear that the influence is comparable to the most popular trending video on YouTube.



Second: Understanding TikTok users

TikTok is used by users as a form of amusement and time-killing (the highest entertainment is: listening to music, humor, beautiful boys, beautiful girls, entertainment, value). Watch videos based on recommendations instead of having to choose what to watch, as on some other sites.

Users of TikTok are really laid-back; it's simple to give each video you watch a lot of hearts and comments. Additionally, there is a lot of channel clicking, though this is unlikely to continue if users start to follow too much content. Users of TikTok prefer to react to content that is controversial; typically, this type of content will receive a lot of comments and views.

Third: Persevere in building the channel in the first period from 0 to 1000 followers

It's crucial to get 500–1000 followers on the right channel topic. This is the initial user file that will aid TikTok in identifying the subject of the appropriate audience and distribute the audiences to your channel. Here are some pointers for beginning TikTok users looking to gain followers:

- **Concept:** Avoiding switching between too many various forms and topics, the content of the entire channel must be specific and consistent with one another. Have your own unique style and create something new.
- **Thumbnail:** The TikTok video cover photo requires expert retouching. Select a suitable image, add text, and sync thumbnails for easy identification.
- **Video Optimization:** Put a brief description of the video and the relevant hashtag (3-5 hashtags with the right content). Create a minimum of two unique hashtags to represent your brand. Examples: #VUANEM #FPT. Sync the first 5–10 videos' hashtags, themes, and styles to draw a specific audience of users and aid TikTok in understanding the channel's subject so it can distribute the appropriate file (if the wrong file is distributed, often the videos will not be recommended or have a good view).

Fourth: Turn videos on your channel into "money"

The art of selling on TikTok is making promotional videos that don't feel like advertising. A tiny piece of advice is to invest in videos with knowledge-sharing content that offers people value in order to organically attract clients and gain many followers.

For Example:

Explain how to deal with circumstances where clients are hesitant to buy.

Which genre of music should be played in the store to encourage customers to shop?

Best food establishments in Hanoi (Make multiple servings)

The tactful method of haggling that everyone should try

How to make a small shop to feel open and spacious

6.2. Music Selection On TikTok

Music on TikTok is a topic that every TikTok creator needs to keep in mind when producing and posting videos. A perfect video when converging 2 factors "need" and "enough". "Need" is to comply with the policy so as not to be flagged as a violation by TikTok. "Enough" means that the video chooses good and appropriate music.

6.2.1. How To Choose Music So As Not To Violate The TikTok Policy

TikTok music is inherently the work of a third-party owner (not the user or TikTok). So, when we want to use a certain song, we must make sure that TikTok has registered, requested, or purchased that song. A sign that a song is safe to use is that it is playing on TikTok.

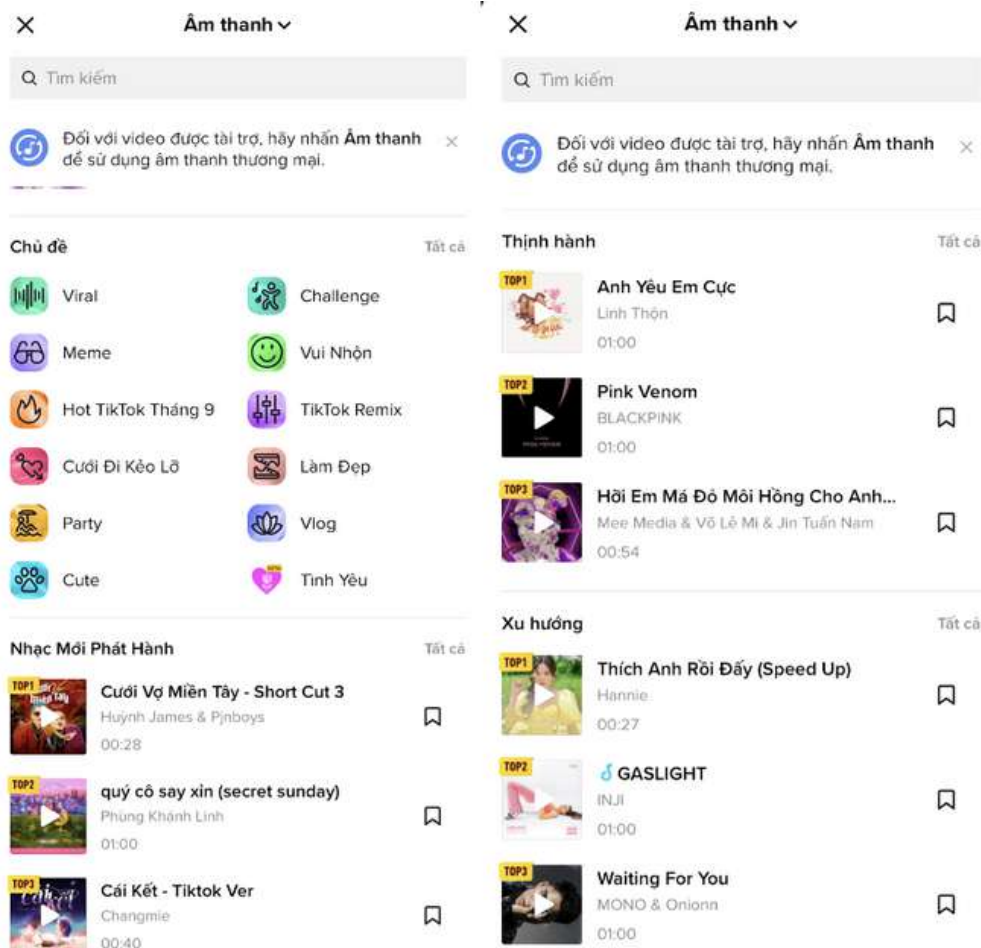
In TikTok, there are two types of accounts: business accounts and personal accounts. In addition to other features that are temporarily not discussed, there is one feature that involves using music, in which: Personal accounts are free to use music (except for copyrighted songs). Music usage is more restricted in business accounts. That's why we see the phenomenon of using music and being muted, or when using a song, there is a message that "this song is currently not licensed commercially." Creating a business account has a significant impact on how TikTok protects both large businesses and TikTok itself from unnecessary lawsuits from the owners of copyrighted songs.

Solution:

Leave your TikTok account as a "personal account," use songs available in playlists on TikTok or other songs on TikTok, and do not be muted for the time being. This is the safest way, but it does not rule out that the same song is later copyrighted because the owner does not allow it to be used anymore. At that time, TikTok also does not want to, and anyone who has a situation where the music is turned off knows that this is not a fault at all (this is a force majeure event).

In case the song we need is not available on TikTok, we can find it elsewhere (on Facebook, Youtube, Capcut, etc.), but it will be quite risky. That song on another platform is allowed, but it's unlikely to be used on TikTok. At this point, let's keep the music under 1 minute, and go to a video with related content to "use music." When uploading our video, let's keep the audio of the music we used at the lowest level and then post. Of course, the goal is to reduce the possibility of being copyrighted (if not permitted to use) rather than completely remove it.

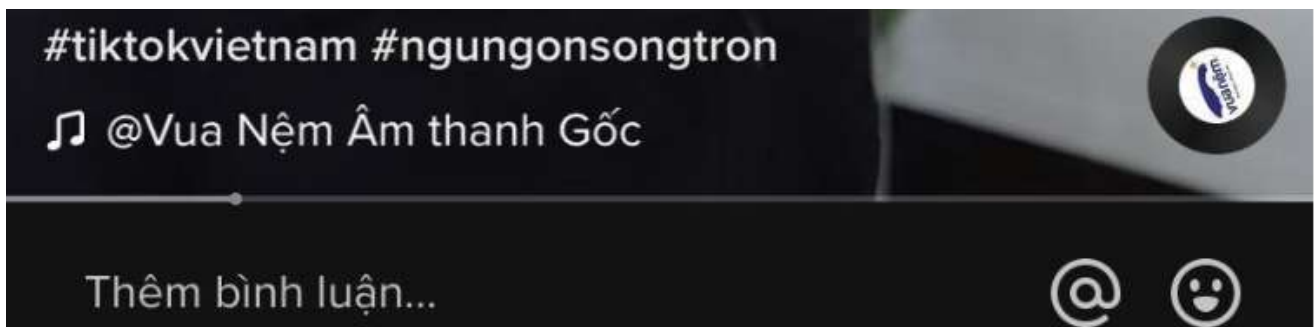
If businesses or big brands do not leave their TikTok accounts in business account mode, or leave them in business account mode but still use music to infringe copyright, TikTok bears no responsibility. Vuanemofficial, a TikTok channel, is listed as a business account. A business account grants you access to advanced business tools (for example, the Business Creator Hub). As a result, you will be able to develop a comprehensive marketing strategy. As a result, the Vuanemofficial team carefully selects music or audio for the video.



6.2.2. How To Choose Good Music For TikTok Videos

Only when we watch TikTok a lot and often can we keep up with the times, understand what content is popular, and even understand music. Collectible songs may be very viral today, very viral this week, but next week will be different, and next month will be different.

At the moment, they all directly upload the audio from the TikTok video without adding the accompanying background music to the TikTok channel Vuanemofficial. Vuongnemofficial always carefully considers audio sources in the process of making videos and does not "risk" uploading music that is not copyrighted.



Here are the audio sources that Vuanemofficial frequently uses:

- Pixabay (Free).
- <https://www.epidemicsound.com/> (Paid).
- Freesound (Free).

The audio added to the video consists mainly of two elements: background music and sound effects.

- Background music: Bring emotions suitable to the situation, the character's emotions (e.g., happy, suspenseful, dramatic, dreamy, sad,... .)
- Sound effects: Help to increase the video's amusement factor.

6.3. Timetable For TikTok Posting And Improvement

How important is the Tiktok posting time frame?

- TikTok is used by Android users for 19.6 hours per month, according to Hootsuite. This is a 47% increase in time spent in this app over 2020, when Android users spent only 13.3 hours per month. TikTok, on the other hand, trails Facebook in terms of time spent. YouTube continues to reign supreme, capturing user attention for an average of 23.7 hours per month.

- TikTok users have the potential to reach a large audience, with over 1 billion active accounts. However, not everyone is capable of doing so. That is why it is critical to post content during the correct TikTok time frame. If you post during the right TikTok golden hour, your channel will easily reach the million views milestone, and you will no longer be afraid of losing interaction.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	2AM					
	4AM					
				5AM		
6 AM						
		7AM				7AM
		8AM				8AM
	9AM		9AM			
10AM						
					11AM	
			12AM			
				1PM		
				3PM		
						4PM
			7PM		7PM	
					8PM	
10PM						
		11PM				

Some suggestions for posting time frames:

- Monday: 6:00am, 10:00am, 10:00pm
- Tuesday: 2:00am, 4:00am, 9:00am
- Wednesday: 7:00am, 8:00am, 11:00pm
- Thursday: 9:00am, 12:00pm, 7:00pm
- Friday: 5:00am, 1:00pm, 3:00pm
- Saturday: 11:00am, 7:00pm, 8:00pm
- Sunday: 7:00am, 8:00am, 4:00pm

The least interactive time frame:

- Monday: 11:00am to 9:00pm
- Tuesday: 10:00am to 12:00am
- Wednesday: 9:00am to 10:00pm
- Thursday: 1:00pm to 6:00pm
- Friday: 4:00pm to 4:00 am
- Saturday: 12:00pm to 6:00pm
- Sunday: 5:00pm to 6:00am

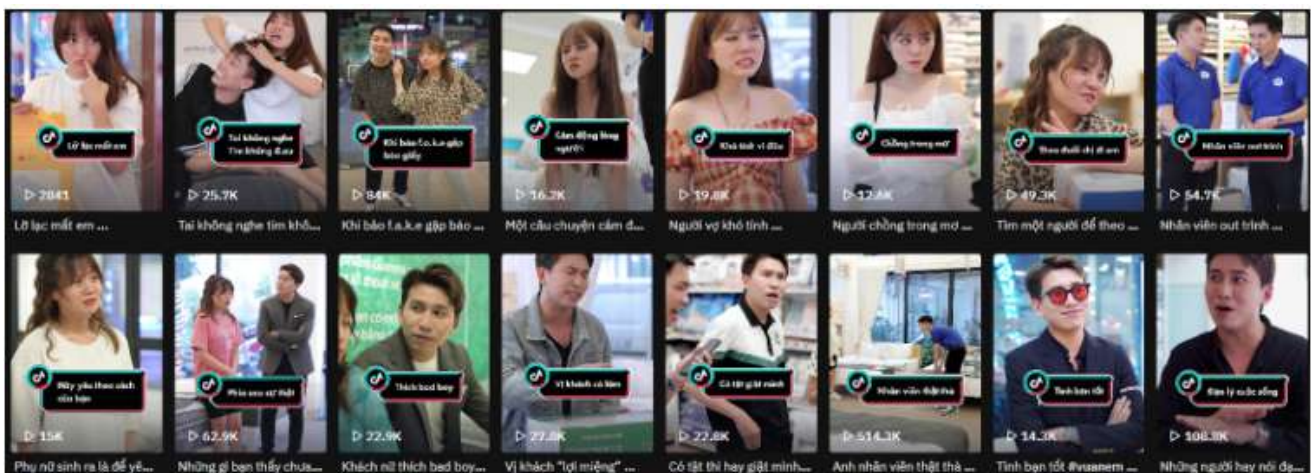
Your target audience is more likely to interact with content while using the app. Newly released content is also included in the "For your page" recommendation. We will start to improve once we reach a certain level of traffic and will reevaluate when we have the most viewers thanks to the creator tool. A never-ending stream of videos chosen by an algorithm based on users' prior app interactions are shown on "For your page." The views and interactions for videos in this section are higher. Then, in order to best suit the channel, we will start implementing statistical reports. The best network for the channel will be found through an endless cycle of this process. As a result, you should make an effort to align your publishing schedule with the channel viewers' primary viewing times.

A lot can be learned from other well-known channels as well. Look for accounts with the same audience as your target market. After that, look at their posting schedule. Note which of their videos has the highest viewership. Try posting on those days and pay close attention to your channel analytics if you notice that TikTok content performs better on certain days of the week than others. Competitive analysis is comparatively easy thanks to TikTok. Simply open any of the TikTok from the account you are interested in.

There are no predetermined Social Media tactics. TikTok is a social network that is still developing and has a ton of unrealized potential.

New users sign up every day. Regularly new features are added, which might have an impact on how TikTok ranks you. This implies that occasionally you will need to change your posting schedule. Review these suggestions to identify a new best time to post when you see a decline in performance.

The first time the channel is deployed with posting hours with the Vua Nem channel is evaluated, according to the research. However, the vuanemofficial channel now posts its videos between the hours of 22:00 and 24 hours after evaluation and improvement. The time period with the highest ratings is now. The channel's interaction has benefited from the more frequent postings, with many



6.4. The Effect Of Hashtags

With more than a billion monthly active users, TikTok is quickly rising to the top of the social media heap (and counting). The platform is frequently used and actively used by primarily young audiences. In fact, engagement rates for micro-influencers are getting close to 18%. It makes sense that companies are swarming to TikTok to increase their reach.

What does the TikTok hashtag actually mean?

Hashtags on TikTok help organize video content uploaded to the platform into categories, making it simpler for users to find. For instance, when someone searches for the hashtag #Gaming on TikTok, they might find video content about gaming.

The use of hashtags on TikTok is comparable to that on Instagram and Twitter. When you tag a video with a hashtag, it can be found when people use that hashtag in searches. By using the appropriate hashtags, users can take part in conversations that are trending or pertinent.

With 535 billion views, TikTok, a platform that focuses on entertainment, has by far the most hashtag views for entertainment content. Dance has 181 billion hashtag views, making it the second most popular genre. In addition to jokes, fitness and sports, home/DIY, and beauty/skincare are other popular hashtag view categories.

Use hashtags for these reasons:

Boost awareness

Using hashtags in the captions of your videos can help you connect with TikTok users who aren't already fans of your business. You can draw in viewers who are already interested in the topic by using hashtags that are pertinent to the content of the video.

Increased visibility can also result in higher levels of engagement. As more people see your content, a lot of people will want to engage with it by liking or commenting on it.

growth within a community

Using branded TikTok hashtags is a great way to create a community for your business. Encourage your audience to make videos by using hashtags that are unique to your brand. This will help you build a loyal following of followers who enjoy sharing information about your industry.

determined rivals

You can find other businesses using popular industry-specific hashtags by searching for them. This is a great way to discover rivals that you might not be aware of. By looking at their profiles and content, you can also make comparisons between your TikTok performance and theirs.

Discover amazing TikTok content concepts.

- You'll find the best-performing content for a given hashtag when you search for category-specific hashtags. This is a fantastic way to discover the interests of your target audience and generate content ideas.

Locate relevant influencers.

- You can also use hashtag search to find influential accounts that are creating content with hashtags. If you're planning an influencer marketing campaign, this is a great way to find TikTok influencers with whom you can collaborate.

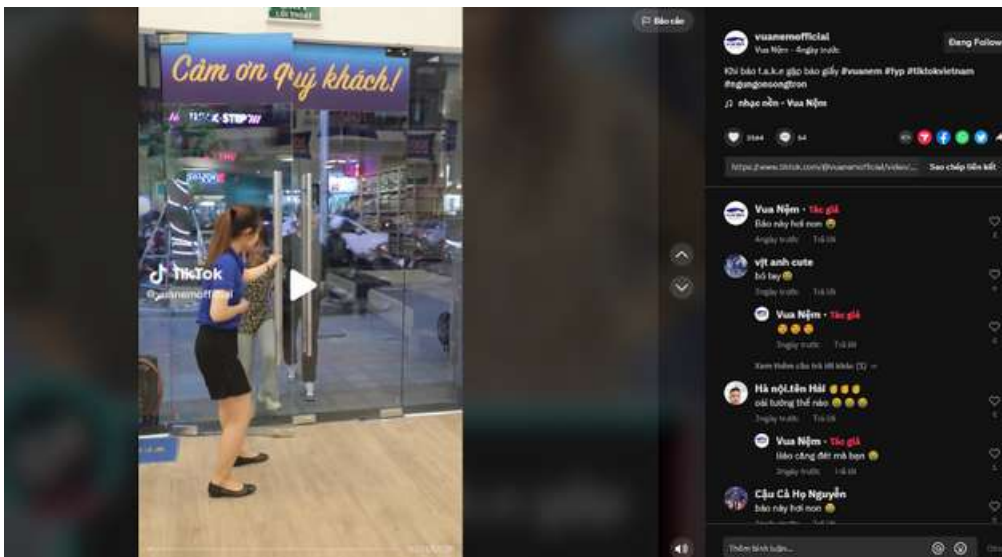
Follow the crowd.

- TikTok trends come and go, but taking advantage of the right ones at the right time can help boost visibility and engagement. When you create content based on popular hashtags, you demonstrate to your followers that your brand is interesting and relevant. Furthermore, there's a good chance your video will appear on the appropriate Explore pages. This increases the visibility of your content and can assist you in gaining more.

Take care when using the hashtags #ForYou, #ForYourPage, or #FYP: These three hashtags may have appeared in a number of TikTok videos. These extremely popular hashtags have collectively received trillions of views. It's no surprise that people are using them to increase the visibility of their content. Many users believe that by using these hashtags, their videos will appear on more For You pages.

However, there is no conclusive evidence that this is the case. And, given how competitive these hashtags are, it might not be a good idea to rely on them too heavily. Instead, prioritize relevant and trending hashtags that have a higher chance of appearing. Then try #ForYou, #ForYourPage, or #FYP to see if it makes a difference.

With the vuanemofficial channel, hashtags are used consistently across platforms; however, new hashtags are used from time to time. Some popular hashtags used, such as #vuanem and #ngungonsongtron, are featured hashtags in each video. These hashtags will help create separate, Vua nem-specific hashtags to help increase coverage and to measure the effectiveness of the brand's coverage. Vuanemofficial uses the popular hashtags #fyp #tiktokvietnam in addition to the standard hashtags. Currently, #fyp has 32889.1 billion and #tiktokvietnam has 32.1 billion. These are most likely two of the platform's most popular hashtags. Vuongnemofficial does not overuse hashtags in order to properly orient the channel's content, preventing incorrect navigation of the channel's content file.



6.5. Common Fundamental Errors

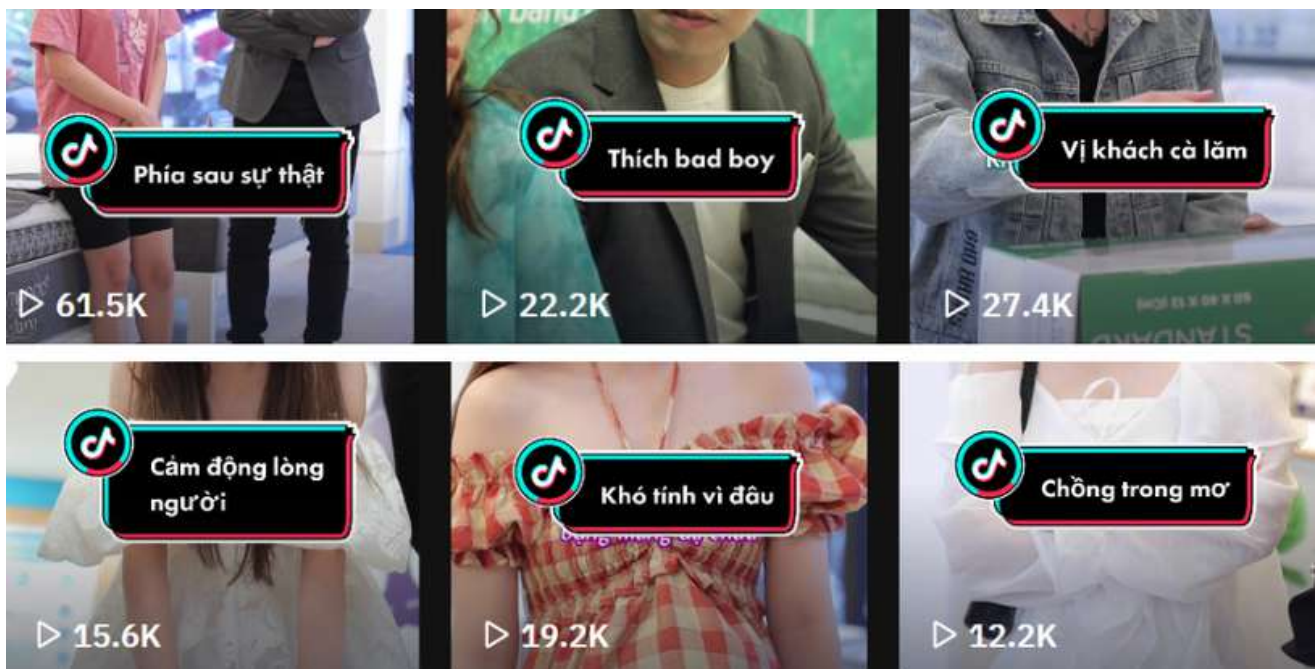
6.5.1. Violent Images

To help us avoid making mistakes when creating content, the following rules are summarized and shared in order to make a series of videos to increase influence and promote the product.

We can easily find articles about social networks that make people prone to violence now that most platforms have their own rules for violence. As a result, in order to limit the spread of negativity in society, TikTok has also enacted laws prohibiting users from posting violent content:

- No cursing
- Avoid pointing your finger at the phone.
- Do not use images of drugs, smileys, cigarettes, etc.
- Don't use the word "dead."
- Do not create content about suicide.
- Do not mock or insult anyone.

Vuanemofficial understands the TikTok platform's requirements; the content team has created simple images that are relevant to the audience, such as shoppers and employees. In addition, to avoid acts or words with a violent reputation, Vuanemofficial has installed humorous images to bring laughter through problems with purchases and emotions.



6.5.2. Images With High Sensitivity

TikTok in Vietnam is extremely sensitive to information about sex, poisoning, death, and dangerous behavior... For channels that use the above images, the video will be removed, and depending on the level, the channel may be deleted. Vuanemofficial and the content team have conducted research to provide examples of cases to avoid when implementing:

- Do not use images of adult sex.
- Make no videos of people in accidents.
- When you use a real weapon, you'll get an interactive squeeze.
- There are no sensitive gestures or actions that touch sensitive areas such as the buttocks or the breasts.

Actors can wear whatever they want during content production, but they must be censored to avoid mistakes. Furthermore, there was a review stage when implementing Vuongnem Official, and the imaging team that assisted with the implementation and posting encountered a few errors.

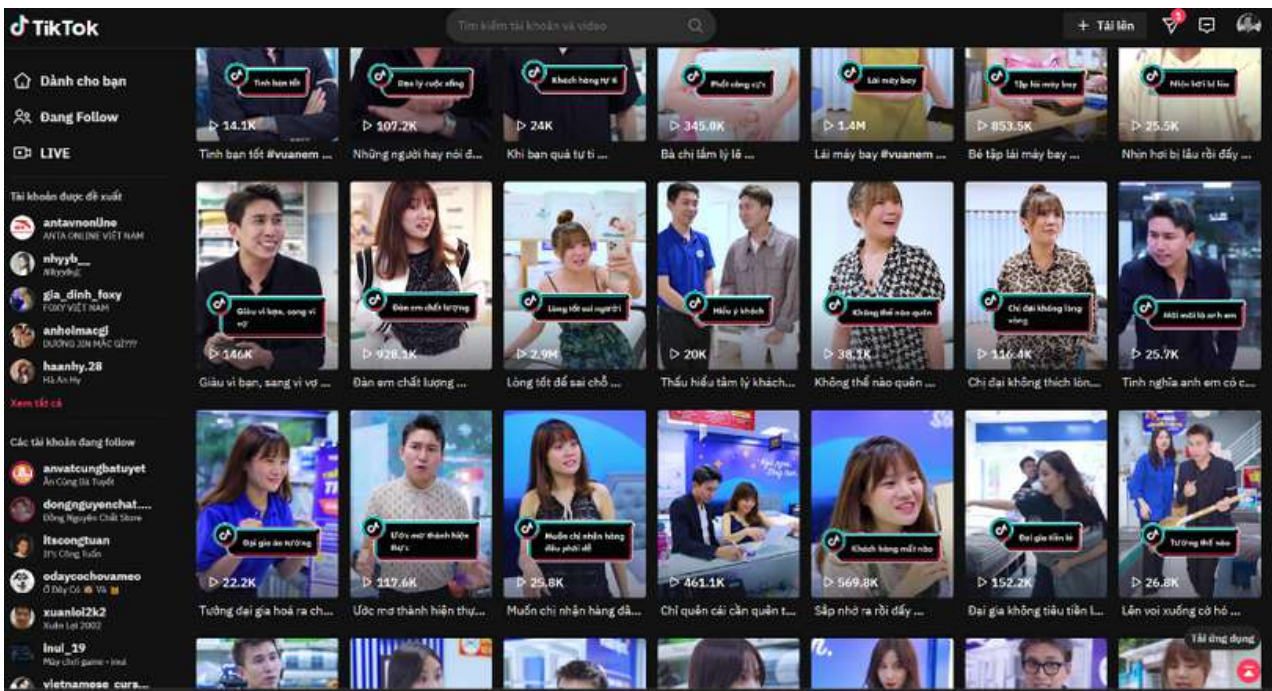


6.5.3. Image Violation

TikTok is an easily accessible platform and in Vietnam, the number of users has reached 39.65 million people. The popularity of viral videos and their ease of use has helped increase the number of participants, leading to stricter image policies. To be able to maintain and gain a positive view of the community, you need to know the rules and avoid squeezing interactions and blocking channels. The current popular rules are:

- Avoid putting images of brand logos, copyright issues
- Do not perform user navigation to other platforms through video
- Do not use logos from other platforms in the video
- Editing a video needs to put a green screen at the end of the video
- Avoid putting certificates and licensing papers in the clip
- Need to shoot full-screen portrait
- Do not change the topic of the channel suddenly and the channel must agree on 1 topic.

During the process of implementing the content series from September 1, 2022, to November 27, 2022, the project team implementing Build Up a TikTok channel followed the rules to ensure video content and footage were effective. The group's script content is handled according to basic steps when reviewing the content on the channel, avoiding changing topics. In addition, when filming the group, also helped the imaging team of Vuanemofficial to avoid copyright errors.



6.5.4. Summary

The process of researching, creating content, and recording has enabled the project team to gain access to new knowledge and modern technology. The information and research will be used to help each individual grow in the future. During the performance, the group met, learned, and exchanged ideas with the actors in order to better understand the character's personality. to make the content more coherent Understanding and mastering the fundamentals of creating video content is the first step toward creating products to sell on TikTok. When filming, each individual actively learns and communicates with the actor in order to create content that reaches the target and has an impact.



7. Conclusion

Nem Van Thanh and Everpia Joint Stock Company are currently Vua Nem main rivals. However, Vua nem is currently setting the standard for customer outreach on TikTok.

The cross-platform integration has increased the popularity of Vua Nem and given customers more options for transmission. Recognizing a trend, Vua Nem created the VuaNemofficial TikTok channel in order to satisfy users and provide authentic experiences. In addition, Vua Nem is the first mattress brand to use a TikTok video series to support its claim that it constantly updates and pays attention to its audience.

To reach customers, Vua Nem has interacted and approached not only on TikTok channel but also at store systems. Communicating with customers will help elevate the brand but also increase brand awareness with customers.

Through a SWOT analysis, the team decided on the direction of the channel by taking the lead in the TikTok mattress market. Opportunities and risks for Vuanemofficial are also strong points for the team to exploit and carefully to raise awareness in the direction of humor, interaction and help the channel develop in the future.

According to secondary research, consumers have a habit of following and interacting with channels with engaging and humorous content. In addition, posting time is also important when the channel is more easily accessible to viewers. Finally hashtags, # have the effect of reaching viewers and are also keywords to help people easily find your content.

Customers and employees learn about Vuanemofficial through friends, trends, and hashtags, according to a qualitative study. Vuanemofficial is known for its interesting, interactive content and the channel is also viewer-friendly. In addition, people tend to hope that the channel can continue to innovate content and characters around the employee situation at the store.

II. PROJECT PLANNING

1. Goals and objectives

1.1. Goals

- Increase the number of followers for the channel.
- Increase the number of potential customers for the brand.
- Make the brand more widely known to consumers.
- Create virality to improve brand awareness through viral videos.
- Provide product information such as prices, incentives, after-sales ... to users by cleverly conveying messages through the channel's videos.
- Increase the number of products sold throughout the system.

1.2. SMART Objectives

- Increase at least 5000 followers per month.
- 50% of the videos uploaded to the channel every month reach over 10,000 views.
- Reach at least 3 videos per million views.
- Likes for videos on the channel reach 250,000 times per month.
- The share of videos on the channel reached 1000 shares during the project implementation
- The number of people accessing the channel reaches 50,000 people per month.

2. Segmentation And Targeting

2.1. Segmentation

Viet Nam is a developing nation with 70% of the population having earnings that are below the global average, and the rest 30% belonging to the same or higher economic group. The cost of meeting the blanket and mattress needs of this class of 70% of the population ranges from 1-1.5 million dong, thus Vua Nem determined that the target buyers of this product would be middle to high income earners.

2.2. Target Audience

Gender: All genders

Age: over or equal to 25 years of age

Common characteristics: People who care about health and sleep experience.

Hobbies: Enjoy experimenting with new products with ergonomic designs that have positive effects on human health.

Income level: People with a moderate to high income level.

Geographical distribution: Mainly focusing on major cities like Ho Chi Minh City and Hanoi. Da Nang, Ho Chi Minh City

Insight

People in their middle and late years, as well as newlyweds and couples, have different traits. According to a study, the proportion of middle-aged and older adults who experience bone and joint problems is growing. 85% of people over the age of 80 in our nation have osteoarthritis, which is an alarming percentage of the population, according to MasterthDoctor Ho Pham Thuc Lan, Head of the Department of Musculoskeletal, 115 Hospital. For the population's state of health, this figure is concerning. In addition, according to the Bureau of Statistics, 83,000 people between the ages of 40 and 80 suffer from blood circulation issues annually. Similar to how people frequently experience stress at home, pressure and restraint brought on by daily tasks are a natural byproduct of stress at work. It is not hard to convince people to pay a dollar for Vua Nem Goods because of their excellent capacity to allow users to relax their muscles and rest comfortably.

3. Strategies and Tactics

3.1. Strategies

Brand Image Strategies:

After one year of research and development, since August 23, 2021, Vuanemofficial has become the door to connect with consumers and share funny situation stories around families, shops, etc. In order to achieve success, Vua Nem and talented individuals have created familiar character images associated with the brand to share with the audience and absorb ideas to improve the value of the channel as well as the product. In order to be able to create a video series that received the attention of the audience, the staff understood the basic information of Vuanemofficial as well as the factors that determined the meaning of the channel.

Positioning Strategies:

The Vuanemofficial media campaign will contribute to affirming the brand's position in the country today and connecting with consumers through witty and humorous videos. Through the comments on the video and the friendliness of the channel, it will help those who intend to search for beloved mattresses to consider and see the positivity and good quality of Vua Nem products. Objective reviews can help Vua Nem turn TikTok viewers into potential customers in the future.

Message Strategies:

Along with the main subjects analyzed being young people who can afford and are interested in products, Vua Nem understands that these are people who are always looking for interesting content, both for entertainment and also for entertainment. Like product searches, discover TikTok. Understanding the conditions and trends, Vuanemofficial gives viewers the benefits of following the TikTok channel, helping customers to be entertained and feel the attention of the store and the content team when posting. enjoyable experiences. Customers are always facilitated so that the brand can listen and respond as soon as possible.

Message development elements:

- Employees will respond to and record viewer feedback for each Vuanemofficial product that is commented on. For Vua Nem, it is a pleasure to be able to listen and develop a channel to inspire customers as well as help each of us better understand the value of the product.
- Rule of 3 seconds: For each product, Vua Nem focuses on the first 3 seconds to attract viewers. TikTok is a fast video platform, and in order to satisfy viewers, Vua Nem has made a strong impression from the first seconds.
- Information: Every week, Vuanemofficial provides viewers with clips and channels that provide audiences with content, benefits, and product experiences at the Vua Nem store chain.
- Sound: Understanding the trend of today's youth, Vuanemofficial has combined popular sounds to help the product launch and keep viewers from getting bored. The use of music is also focused on by the channel to help the audience find excitement and sometimes special emotions when watching.

- **Attractive content:** Vuanemofficial has combined influencers to create relevance and fit the context of the channel. The content creation team has written humorous scripts to help viewers feel familiar and also entertain themselves. In addition to making an impression, the channel also uses influencers attached to the brand to link content to avoid being diluted on TikTok.
- **Links between platforms:** Social networks are now the gateway to connecting with consumers around the world. Knowing this, Vuanemofficial has linked channels such as Facebook and YouTube to increase the video series' influence. Besides the support from the channel audience, the channel also benefits when the multi-platform helps people learn more about TikTok Vuanemofficial.

Communication Strategies:

In order to achieve the proposed revenue and reach, Vuanemofficial has also considered and used multi-platforms to make it easier for people to access the TikTok channel. Viewers can access this series of interconnected videos through a variety of methods, including multi-channel communication methods and innovative platform combinations that have created a viral effect in each of Vuanemofficial's products. Forms on conspicuous channels such as Youtube video shorts, Youtube videos, TikTok videos, TikTok shops, and Facebook videos.

Deployment phase:

Research phase to build content: In addition to providing new videos on platforms, Vuanemofficial also needs to pay attention to the time periods on TikTok. In order to gain coverage and position on trending videos, the channel needs to understand current trends to reach consumers, as well as effectively communicate through channels such as Youtube and Facebook. The content team has studied the current TikTok market and decided to send content that experiences the situation during this period.

Content development stage: At this stage, Vuanemofficial needs to bring a series of videos that are linked and spread the messages of famous sayings to attract the audience. In order to create a trend, the channel posts 3–4 videos every week for the audience to follow and debate.

Summary stage: Because of the platform's characteristics and the trend of customers watching videos, content creators on TikTok must change themselves every quarter to provide a new experience. Vuanemofficial also needs to change the attached content to be able to create a positive view as well as end the series of lucky employees.

3.2. Tactics

Vuanemofficial requires regulations to manage and coordinate communication with the creative team in order to send messages to customers in order to bring new and equally humorous content through situations.

Content management: To be able to produce a huge number of videos per week, the content creation team needs to convey information through relevant departments to orient the video and avoid errors in the process. manufacturing. Article writers need to know the information to ensure that the information can specifically reach the target audience and spread widely on TikTok.

Trending trend system: In the production process, in addition to the factors of access time and tracking volume, the trend is the main condition that determines the success of the brand. During the production process, VuanemOfficial focuses on character development through true-to-life stories, as well as updating new information about trends and content posting schedules. The team also raises awareness about the current TikTok trend to better understand how to produce content that sticks to the set goals and synthesizes and calculates the estimated costs. Trend management is not too strange for today's content creators, but to convey and help customers understand, VuanemOfficial has built in each person's awareness of brand products.

Phase one:

In the early stages of actual measurement content production, the team focused on promoting the story of the salesman at Vua Nem. This starting point will help the channel consider customer attitudes to make improvements in the process of boosting sales in the next quarter.

Phase two:

the production of the video series—is different from the first stage in that the team has calculated customer interest and satisfaction with test products. VuanemOfficial decided to focus on building the image of an employee with a real-life situation to increase the viewer's experience and trends in 2022 (the current TikTok quarter).

Phase three:

Changes the content; after going through the first two stages, VuanemOfficial needs to build new images to avoid boredom among viewers. The image of the employee will rarely appear again; instead, there are stories about customers that are popular on TikTok.

Building the 3-second rule: On TikTok, we always have the habit of learning new things, but if the first few seconds don't make a big enough impression, it will be easily missed. To understand this problem, we can take an example from how TikTok uses swipe and touch to optimize space and features for viewers.

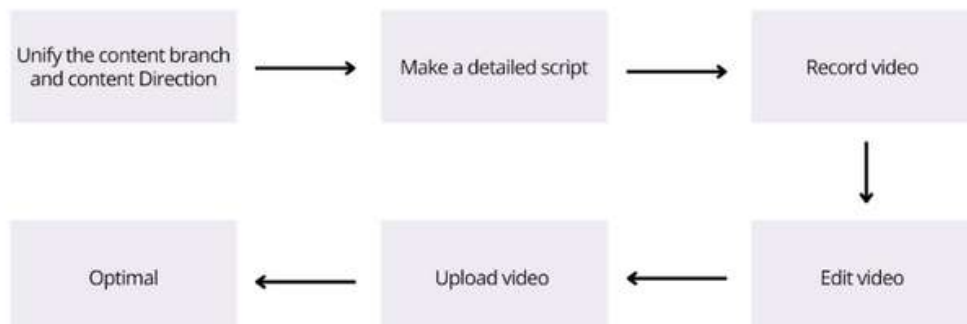
For VuanemOfficial, the channel and the team decided to build a 3-second rule to make a strong impression on viewers. In the first 3 seconds, it is necessary to appear attractive enough in situations such as quarrels, theft, etc. The team combined the details and, together with the actors, created a moment that helped viewers decide whether to continue watching the channel's content and had a more positive effect than conventional storytelling.

Using KOLS in video content: VuanemOfficial has researched and built from the first steps in video content to the present. Throughout the channel's videos, the visual team collaborated with actor Phung Van Thang to create the image of a lucky employee. Actors and staff have devoted a lot of effort to create an image associated with the brand of Vua Nem to engrave in the hearts of the audience. Not only that, but Vua Nem also has talented influencers who bring interesting scenes, and when it comes to pillow products, the audience can immediately think of stories of the lucky employee wearing a blue shirt and the KOLS cast of the brand.

Combine content with catchy music and melodies: In videos or movies, music is indispensable to help customers feel attractive. With youthfulness, VuanemOfficial has captured the popular music trends from China, Vietnam, etc. to make the video more attractive. Furthermore, different pieces of music are associated with different situations; for example, when sad, sad music is combined; when happy, happy music is combined. VuongnemOfficial, thanks to his observance, helped viewers feel satisfied and fully enjoy the channel's products.



Distribution



4. Big Idea

Understanding viewers' moods and aspirations, Vua Nem customers will always try to create humorous content mixed with humanistic stories to bring laughter and an interesting world around the mattresses. Dear mattress.

Campaign message

"Holding each peaceful sleep" with the desire to provide the best experience for customers, giving everyone the opportunity to approach and the most objective view from the staff, as well as a diverse range of products Vuanemofficial is a door to connecting users with brands, a launching pad for a new way of creating content to achieve new successes in the eyes of consumers.

Slogan

"Interesting World Around Dear Mattresses" Vua Nem offers a variety of interesting products as well as special conditions in order to reach new customers and turn them into potential targets in the future. Bad crying, funny situations around the employee Vuanemofficial embodies the brand's vision and is also a launch pad for the company to generate outstanding revenue and future opportunities.

Hashtag

#vuanem

#fyp

#tiktokvietnam

#ngungonsongtron



5. Media Channel

Link: <https://vuanem.com/>

The location to post information about the brand, its products, or the Vua Nệm brand itself, such as photographs, videos, news, and commercials.

Link: <https://www.tiktok.com/@vuanemofficial>

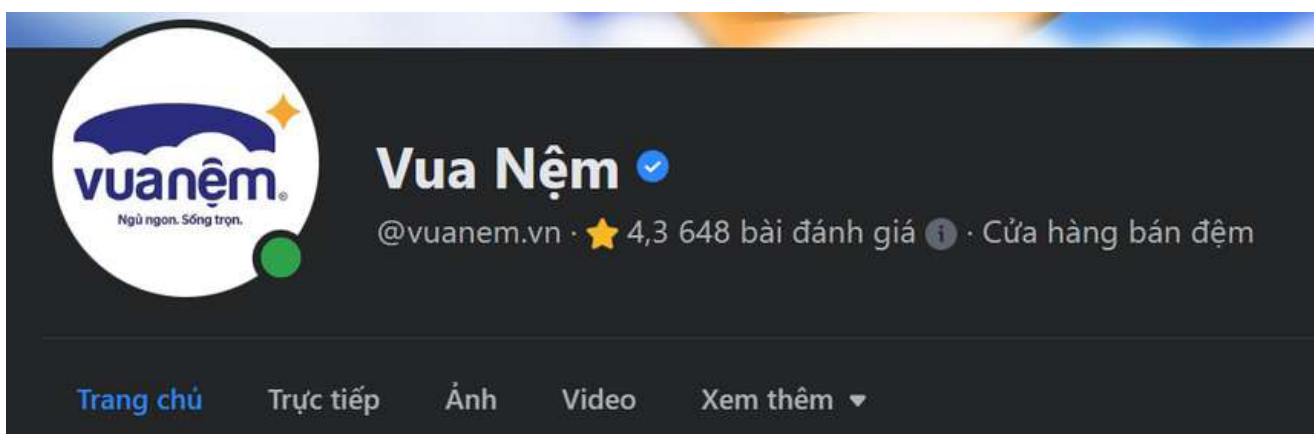
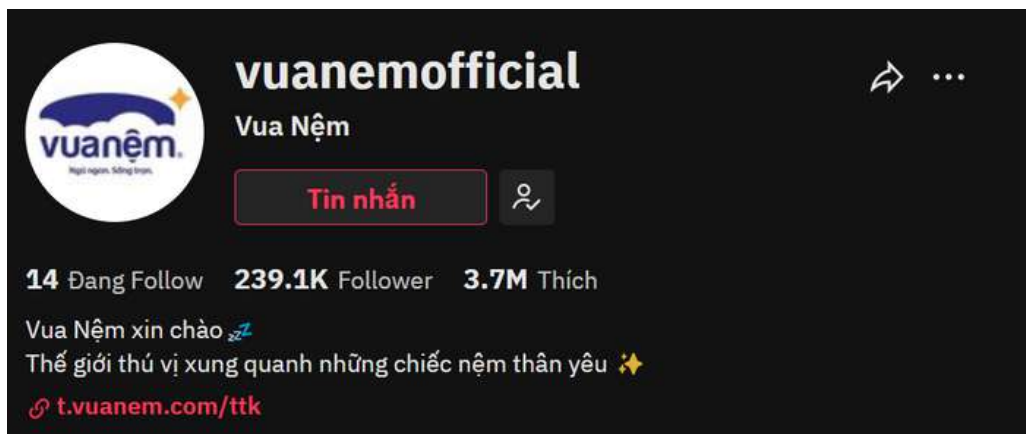
The location to publish films and pictures that will allow users to communicate, sell the brand's goods, and reach customers in the most organic way possible. This is a channel that also imparts good ideals to viewers and compiles a collection of related videos to promote a particular product.

Link: <https://www.facebook.com/vuanem.vn>

The location to post information on Vua Nệm's chain of businesses, including addresses, product photographs, advertisements, deals, and promotions. In order to reach clients more effectively, it is also a location to build short-term trending messages.

Earned Media


- The distribution of prizes for the Vua Nệm channel's minigame winners (Voucher, products ...)
- Word of mouth: Using live conversations and social media, encourage staff members and consumers to tell their friends and family about the minigames and prizes they won.



KOLS Account

The actors in the video of Vuanem Official have a high amount of interaction on social networks, contributing to promoting the interaction of media products.

< Phạm Nhân Thắng 🔔 ...



@windi169


745 **428,7K** 5,0M
Đang Follow Follower Thích

Follow ▼


For work: 09.64.271.913 Em Thắng
📧 <https://instabio.cc/3061711EKuO48>
📩 **Hỏi Đáp**

☰ 🛒 📍

📺 **Câu chuyện sân bóng** 📺 **Cặp đôi đáng yêu**



< YOSHI VŨ 🔔 ...



@hungtinhyeu


1 **651,1K** 13,6M
Đang Follow Follower Thích

Follow ▼


Contact for work : 0355648798
Fb : vũ thị hồng nhung (yoshi vũ)
📧 <http://bit.ly/3gaQGe0>
📩 **Hỏi Đáp**

☰ 🛒 📍

📺 **quảng cáo**



< Tùng Nymo 🔔 ...




@tungnymo

153 **131,2K** 22,5K
Đang Follow Follower Thích

Follow ▼

Liên hệ cv FB: Lê Thanh Tùng
Ins: tungnymo_...
📩 **Hỏi Đáp**

☰ 🛒 📍



< Trần Thu Trang 🔍



Trần Thu Trang (Trang Abby) ✓

Contact For Work 📧 lb fb 📧 📧 📧

Theo dõi 📩 **Nhắn tin** ...

🏠 Học Diễn viên kịch điện ảnh (Drama – Cinema Actor) tại Trường Đại Học Sân Khấu - Điện...

📶 Có 54.799 người theo dõi

🔗 youtu.be/2m-k1JBX-Bw

🔗 youtu.be/H9FVRMXhnpj

🔗 youtu.be/v19NUdAw6yc

6. Production plan

The production plan and video script were deployed in 5 phases. The video production process follows three main stages: script production, video recording, and video editing.

No.	Content	Start	Deadline
Phase 1 (1/9 - 15/9)			
1	Script phase 1	1/9	2/9
2	Filmed TikTok phase 1	3/9	3/9
3	Editing and posting phase 1	4/9	15/9
Phase 2 (10/9 - 30/9)			
4	Script phase 2	10/9	12/9
5	Filmed TikTok phase 2	13/9	13/9
6	Editing and posting phase 2	14/9	30/9
Phase 3 (25/9 - 15/10)			
7	Script phase 3	25/9	27/9
8	Filmed TikTok phase 3	28/9	28/9
9	Editing and posting phase 3	29/9	15/10
Phase 4 (10/10- 27/10)			
10	Script phase 4	10/10	12/10
11	Filmed TikTok phase 4	13/10	13/10
12	Editing and posting phase 4	14/10	27/10
Phase 5 (20/10 - 27/11)			
13	Script phase 5	20/10	25/10
14	Filmed TikTok phase 5	26/10	27/10
15	Editing and posting phase 5	28/10	27/11

7. Risk Management

Category	Risk identification	Reason	Risk management	Precautionary plan
Human resource	Staffing shortage	<p>Insufficient personnel to produce media products:</p> <ul style="list-style-type: none"> -Cinematographer -Editorial staff -Writer -Technical team 	Arrange shooting schedules and clearly assign personnel for each production process.	Make a backup list for each department.
	Actors do not perform well.	Actors could not express the emotions that <i>Vua Nem</i> wanted to convey in media products.	The screenwriter clearly disseminates to the actors the script, acting direction, and communication of the media product.	Contract terms and conditions are consistent with the actor's cooperation. Failure to do so will result in compensation for the contract.
	Actors do not cooperate.	Bad attitude, being late, and leaving work in the middle.	For the first time, if it continues, the compensation regime will be according to the signed contract.	Find more backup casting.
	The production staff has a bad attitude towards the actors.	Dissatisfaction with actors, personal conflicts	Closely monitor the working process; do not let conflicts unrelated to work occur during the working process. The production manager needs to stand out to clarify the issues	Train employees on working attitudes and work management, not letting personal matters affect work progress.

Category	Risk identification	Reason	Risk management	Precautionary plan
Operation and Production	Lack of production equipment	Make a list of equipment needed before filming to check and claim support if necessary.	Check the device and memory card before recording.	Record multiple backup files from different camera angles.
	Missing files	The cameraman lost the file during the recording or copying process. Device or memory card error	Check the file after filming the scenes. Find the backup file of the corrupted footage; if there is no backup, you need to set the schedule to return as soon as possible.	Check and copy the file immediately after recording to make sure there are no errors.
	The arrangement of the production plan schedule is not suitable.	Scenes with inappropriate contexts	The production team checks the script and lines to find the right context.	In the process of reviewing the script, it is necessary to check the content carefully before putting it on the filming set.
	The content does not line up with the script's logic.	The scenes have no connection and do not convey the message of the brand.	Match the dialogue before shooting, if you understand the logic, you can edit it directly or change the scenario to another situation.	
Legal and ethical issues	The words in the script, the image of the media product are not suitable for a mass audience.	Words that are in the violation category of the TikTok platform	Review scripts before production; remove and replace words that are not suitable for Vietnamese customs and traditions.	During the production of the script, it is necessary to check the words to come up with the community standard words.
	Copyright on the sound when posting	Using copyrighted sound	Using the video upload tool, use a copyright-free song available on TikTok and then reduce the music volume to zero. Editing videos of less than 59 seconds will not be copyrighted.	During the production process, it is necessary to select and carefully check the sound before releasing the final output. Use and refer to non-copyrighted audio source sites.

Category	Risk identification	Reason	Risk management	Precautionary plan
Budget	The cost of actors increased.	The actor demanded a price increase in the middle.	<p>Handle according to the terms of the contract that was previously signed.</p> <p>In the event that it is possible to negotiate the price, it should be renegotiated if the cost is reasonable.</p> <p>In the event that no agreement can be reached, legal issues under the contract will be followed, and compensation will be claimed for non-compliance with the contract.</p>	<p>The contract signed between the brand and the actor should clearly state the terms and time of application.</p> <p>Clear agreement on remuneration.</p>
	The salary of production staff (shooting, editing) increased.	Employees need to support the equipment production process and raise extra money.	Review and evaluate for decision-making. If not required, can continue to produce in accordance with the contract.	Discuss with the parties in the contract for consistency, to avoid additional costs while filming.
	Equipment, props, shooting setting	Equipment failure, missing rotary device.	Use the money in the budget to replace and support the missing equipment.	<p>Budgeting for production equipment</p> <p>Refer to many equipment rental sources for long-term cooperation and to reduce costs.</p>

Category	Risk identification	Reason	Risk management	Precautionary plan
Incidents, accidents, and natural disasters	Poor quality foods	During the break, the actors' and crew's food was damaged or of poor quality.	Replace food and take care of people with problems.	Check the caterer, have medical testing equipment, and be ready for any situation.
	Fire incident	During the implementation of content creation, there were problems with electrical equipment fires and explosions.	Equipment and personnel relocation, actors Use fire fighting equipment and contact the fire brigade.	Install electronic protective equipment to prevent fire. There are explosion-proof locks for staff to guide the crew.
	Electronic explosion			
Bad weather and epidemics	Bad weather affects movement during production. The pandemic causes social distancing.	Choose a place and time that suits the production schedule. Postponing or rescheduling filming If the weather is too bad, epidemics can be dangerous during travel and work.	There should be provisions in the contract to provide remedies. If the situation is bad, it can be postponed, allowing the schedule to replenish on time.	

8. Estimated Cost

The cost estimate is roughly the cost of the project to construct a Vua Nem for a TikTok channel. The method is determined by the amount of work required to produce content, the cost of the props, and budgeting for unneeded risks.

Order	Work	Detail	Unit	Amount	Unit price	Total amount
1	Writer	1 people	Video	50	500,000	25,000,000
2	Channel manager	1 people	Month	3	3,000,000	9,000,000
3	Cameraman	1 clip	1 clip	50	500,000	25,000,000
4	Director	1 clip	1 clip	50	500,000	25,000,000
5	Editor	50 clip	50 clip	50	500,000	25,000,000
6	Equipment	10 lighting, Reflector, flag,...	Month	3	3,500,000	10,500,000
7	Stylist/ Makeup/ Take care	The stylist will take care of the make-up, costumes for actors, and store staff included in the script for 3 months.	Month	3	3,500,000	10,500,000
8	Logistics	Food and drink expenses chuyển cho đoàn	Month	3	3,000,000	9,000,000
	SUM					139,000,000

III. PRE-LAUNCH/ PRE-PRODUCTION

1. Pitching With Customer & Finding Actor

25/8/2022 - 31/8/2022: Working with customers of Vua Nem before implementing the project

Before implementing the production process for the entire project, the team spent some time working with the Vua Nem brand to come to a consensus on the development of the TikTok channel Vua Nem.

Meeting between the group and Vua Nem (25/8)

The two sides have a meeting to discuss the details of the work. The team provides information about the competency profile. Vua Nem provides information about the brand and project, including the image of the brand that you want to aim for along with the requirements and job description. The meeting was for the purpose of both parties agreeing on the work requirements and workflow of the project.

The team works with the brand on ideas and finalizes the content (26/8-27/8)

The team researched the previous media products of Vua Nem and came up with ideas to continue building the TikTok channel of Vua Nem. A concept video that the brand wants to continue to develop is in the form of humorous situations interspersed with product advertising.

Create detailed content and directions for the channel

This stage is when the team has started to build the script and determine the long-term direction for the channel. At first, it was quite difficult because the written scripts were not linked together; moreover, the first scripts to attract viewers could not advertise the product too openly (it would be annoying to the viewers, especially the audience). is in the new stage of building the channel). So it took a short time for the group to be able to shape and link the scenarios together, and then they decided to go in the direction of funny videos associated with everyday situations at their store. Vua Nem, as required by the brand.

Find and work with actors

This is the stage when the team has to find and work with actors who match the original content. Since this was an unsupported stage, the team couldn't find actors who had a lot of experience in acting before because the budget was too high. So, after researching and posting jobs with numerous actors, the group settled on four main faces (who will later appear in Vua Nem videos)

Or	Full Name	Cast	Unit Price	Total amount
1	Phung Van Thang	500.000	1 Scenario	500.000
2	Le Thanh Tung	400.000	1 Scenario	400.000
3	Tran Thi Thu Trang	500.000	1 Scenario	500.000
4	Vu Thi Hong Nhung	500.000	1 Scenario	500.000

The reason why the group chose these 4 faces to appear throughout the video production process is because during the rehearsal, all 4 of them had a pretty natural performance, from facial expressions to verbal expressions. are all very neat. Moreover, the acting style of these 4 actors was suitable for the content of the given script, and more importantly, the cost of the cast was not too high.



2. Censorship Process

For business

Complete the content concept and the channel's development-oriented concept.

Scripting in bulk (each batch of 7 scenarios).

The script has been approved by Vua Nem, the media leader (sends feedback).

The production team of TikTok Vua Nem receives feedback and edits the script.

Finish the script and plan the production.

Production (Recording, editing, and finishing videos) (Recording, editing, and finishing videos).

Check the product's output quality and post it.

TikTok platform

Users post videos.

TikTok employs AI to analyse content for community violations and copyright issues (certain videos will be manually censored by TikTok).

TikTok will allow videos that have passed the censorship round to be uploaded.

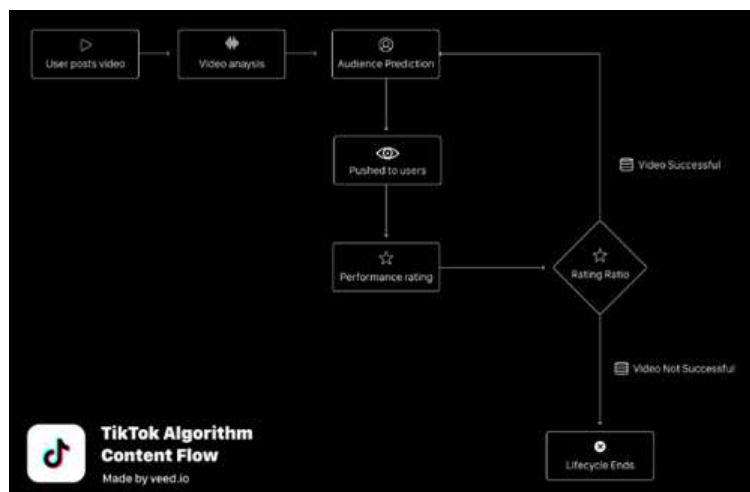
TikTok recommends videos to a specific audience file in order to forecast the audience (including age, gender, personality, language, geographical location, ...).

Video Performance Evaluation: Following the release of the video, an evaluation will take place based on audience files of user interactions with the video content. Each metric tracked has a different value relevance point. This is a score hierarchy that awards content based on user interaction.

- Rewatch rate = 10 Points
- Completion rate = 8
- Points Shares = 6 Points
- Comments = 4 Points
- Likes = 2 Points

With videos with a high rating rate, which the TikTok algorithm considers to contain useful content, viewers are drawn in and the process of recommending viewers is repeated => trending videos.

TikTok will consider videos with a low rating or videos that have gone through many recommendation rounds but no longer have a high rating as unhelpful content, not attracting viewers, and end of life. of video => Video flop, interactive push halted.



3. Visual Design

Clothes

The staff will wear the green uniform of the Vua Nem, and the characters will appear neatly dressed and not offensive. Costumes are fixed according to each video to match this year's trend to create a sense of belonging for the target audience.



Blue or white

Brand logo

Vua Nem uses a logo with the main colors of blue and yellow, inspired by the softness of white clouds on the background of the night sky. The image is stylized to look like a cloud and like a bed. sleep. Bringing the meaning of protection for a smooth and comfortable sleep.

The image of the Northern Star was chosen because it is a star that can be easily found at any time of the night and at any time of the year. As a result, Vua Nem is sending you a message of support at any time and from any location.



Video Specifications

File Size: Up to 280MB on iOS and up to 70MB on Android.

Video length: 1 minute for products uploaded as video.

Resolution of uploaded video: 1920 x 1080 (1080p).

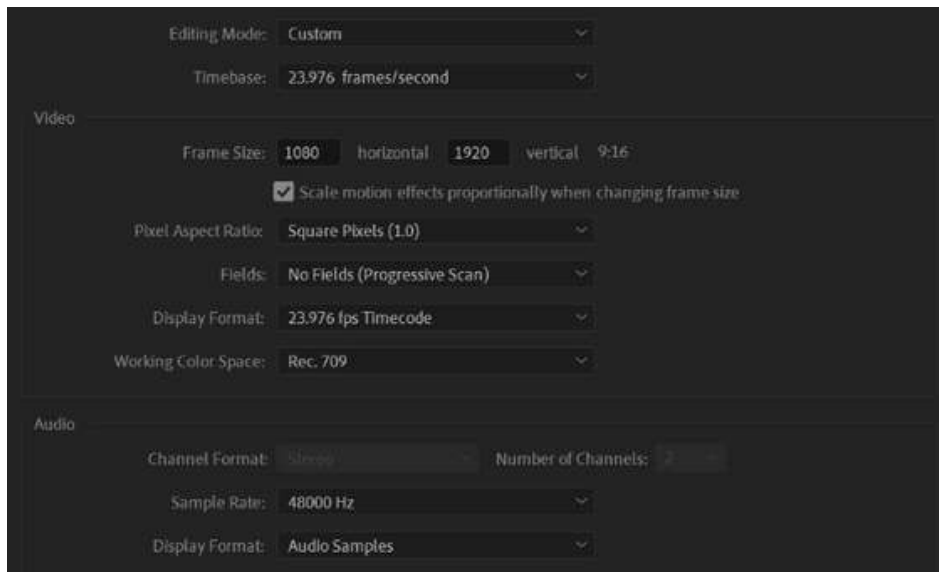
Margin on video: 150px for top and bottom, 64px for 2 sides.

Size/Aspect Ratio of the uploaded video: 16:9.

File type and video codec: MP4 or MOV in H.264.

Video type: Vertical.

Sound: LUFTS -14



4. Script Contents

The content revolves around the daily situations of Vua Nem in the direction of youthful humour. Each video has an average length of 50 to 1 minute and 30 seconds so that viewers don't get bored when the video has too much content. The situations also focus mainly on the products of Vua Nem and related, linked together into a series of videos with the message throughout. The script frame revolves around specific situations, and details about the character lines have been sketched.

- Main script frame

0" - 5": Directly enter the situation (Retain viewers at the beginning of the video so that the video is trending on TikTok => easy to trend).

5" - 20": Details of the situation (common sentences and situations).

20"-25": The Climax.

25" - 35": Use Vua Nem products to handle the situation (product advertisement: uses, functions, prices, etc.).

35" - 40": The climax 2.

40" - 50": Plot twist (change in the status of the characters in the situation).

50"-60": End (Handle funny situations.).

(Scenarios may differ in time from 5–10 seconds depending on different scenarios and layout order, but still ensure the above factors.).

CHAPTER 3

vuanêm®

PROJECT EXECUTION



I.TIMELINE

1.Overview

The campaign is implemented from 1/9/2022 to 27/11/2022 and is divided into 5 phrases:

- Phase 1: 1/9 - 15/9 - Deploy the scenario phase 1
- Phase 2: 10/9 - 30/9 - Deploy the scenario phase 2
- Phase 3: 25/9 - 14/10 - Deploy the scenario phase 3
- Phase 4: 10/10- 28/10 - Deploy the scenario phase 4
- Phase 5: 20/10 - 27/11 - Deploy the scenario phase 5

Month		September				October				November				
Week		1	2	3	4	1	2	3	4	1	2	3	4	
Phase		Phase 1												
			Phase 2											
					Phase 3									
							Phase 4							
								Phase 5						
The team works with the brand on ideas and finalizes the content														
Create detailed content and directions for the channel														
Find and work with actors														
Pre-production	Scripting													
	Find the background													
	Prepare props and technical equipment													
Production	Practice reading the script													
	Record video													
Post-production	Save the file													
	Edit video													
	Content moderation before posting													
Upload videos to the TikTok channel														

Deployment Progress Table

2. Implementation Process

2.1. Phase 1 (1/9 - 15/9)

Deployment process:

- Script
- Record
- Edit
- Upload

1/9 +Make a phase 1 script. +Preparing the filming equipment	2/9 +Sending the phase 1 script +Receiving feedback on the phase 1 script +Editing the phase 1 script +Approving the phase 1 scenario +Proposing the scenario 1	3/9 +Video recording phase 1	4/9 +Save the recording file for phase 1 +Edit phase 1 video +Upload phase 1 video	5/9 +Edit phase 1 video
6/9 +Edit phase 1 video	7/9 +Edit phase 1 video	8/9 +Edit phase 1 video +Upload phase 1 video	9/9 +Edit phase 1 video +Upload phase 1 video	10/9 +Edit phase 1 video +Upload phase 1 video + <i>Make a phase 2 script</i>
11/9 +Edit phase 1 video + <i>Make a phase 2 script.</i> + <i>Sending the phase 2 script</i> + <i>Receiving feedback on the phase 2 script</i>	12/9 +Edit phase 1 video +Upload phase 1 video + <i>Editing the phase 2 script</i> + <i>Approving the phase 2 scenario</i>	13/ 9 +Upload phase 1 video + <i>Video recording phase 2</i>	14/9 + <i>Save the recording file for phase 2</i> + <i>Edit phase 2 video</i>	15/9 +Upload phase 1 video + <i>Edit phase 2 video</i>

Progress table for phase 1

2.2. Phase 2 (10/9 - 30/9)

<p>10/9 +Make a phase 2 script. <i>+Edit phase 1 video</i> <i>+Upload phase 1 video</i></p>	<p>11/9 +Make a phase 2 script. +Sending the phase 2 script +Receiving feedback on the phase 2 script <i>+Edit phase 1 video</i></p>	<p>12/9 +Editing the phase 2 script +Approving the phase 2 scenario +Proposing the scenario 2 <i>+Edit phase 1 video</i> <i>+Upload phase 1 video</i></p>	<p>13/9 +Video recording phase 2 <i>+Upload phase 1 video</i></p>	<p>14/9 +Save the recording file for phase 2 +Edit phase 2 video</p>
<p>15/9 +Edit phase 2 video <i>+Upload phase 1 video</i></p>	<p>16/9 +Edit phase 2 video +Upload phase 2 video</p>	<p>17/9 +Edit phase 2 video</p>	<p>18/9 +Edit phase 2 video +Upload phase 2 video</p>	<p>19/9 +Edit phase 2 video</p>
<p>20/9 +Edit phase 2 video</p>	<p>21/9 +Edit phase 2 video</p>	<p>22/9 +Upload phase 2 video</p>	<p>23/9 +Edit phase 2 video</p>	<p>24/9 +Edit phase 2 video</p>
<p>25/9 +Upload phase 2 video <i>+Make a phase 3 script</i></p>	<p>26/9 +Upload phase 2 video <i>+Make a phase 3 script.</i> <i>+Sending the phase 3 script</i> <i>+Receiving feedback on the phase 3 script</i></p>	<p>27/9 +Upload phase 2 video <i>+Editing the phase 3 script</i> <i>+Approving the phase 3 scenario</i> <i>+Proposing the scenario 3</i></p>	<p>28/9 <i>+Video recording phase 3</i></p>	<p>29/9 <i>+Save the recording file for phase 3</i> <i>+Edit phase 3 video</i></p>
<p>30/9 +Upload phase 2 video <i>+Edit phase 3 video</i></p>				

Progress table for phase 2

2.3. Phase 3 (25/9 - 14/10)

<p>25/9 +Make a phase 3 script. <i>+Upload phase 2 video</i></p>	<p>26/9 +Make a phase 3 script. +Sending the phase 3 script +Receiving feedback on the phase 3 script <i>+Upload phase 2 video</i></p>	<p>27/9 +Editing the phase 3 script +Approving the phase 3 scenario +Proposing the scenario 3 <i>+Upload phase 2 video</i></p>	<p>28/9 +Video recording phase 3</p>	<p>29/9 +Save the recording file for phase 3 +Edit phase 3 video</p>
<p>30/9 +Edit phase 3 video <i>+Upload phase 2 video</i></p>	<p>1/10 +Edit phase 3 video</p>	<p>2/10 +Edit phase 3 video +Upload phase 3 video</p>	<p>3/10 +Edit phase 2 video +Upload phase 2 video</p>	<p>4/10 +Edit phase 2 video +Upload phase 2 video</p>
<p>5 /10 +Edit phase 3 video</p>	<p>6/10 +Edit phase 3 video +Upload phase 3 video</p>	<p>7/10 +Edit phase 3 video</p>	<p>8/10 +Edit phase 3 video +Upload phase 3 video</p>	<p>9/10 +Edit phase 3 video +Upload phase 3 video</p>
<p>10/10 +Edit phase 3 video <i>+Make a phase 4 scrip</i></p>	<p>11/10 +Edit phase 3 video <i>+Make a phase 4 script.</i> <i>+Sending the phase 4 script</i> <i>+Receiving feedback on the phase 4 script</i></p>	<p>12/10 +Edit phase 3 video +Upload phase 3 video <i>+Editing the phase 4 script</i> <i>+Approving the phase 4 scenario</i> <i>+Proposing the scenario 4</i></p>	<p>13/10 +Edit phase 3 video <i>+Video recording phase 4</i></p>	<p>14/10 +Edit phase 3 video +Upload phase 3 video <i>+Save the recording file for phase 4</i> <i>+Edit phase 4 video</i></p>

Progress table for phase 3

2.4. Phase 4 (10/10- 28/10)

<p>10/10 +Make a phase 4 script. +<i>Edit phase 3 video</i></p>	<p>11/10 +Make a phase 4 script. +Sending the phase 4 script +Receiving feedback on the phase 4 script +<i>Edit phase 3 video</i></p>	<p>12/10 +Editing the phase 4 script +Approving the phase 4 scenario +Proposing the scenario 4 +<i>Edit phase 3 video</i> +<i>Upload phase 3 video</i></p>	<p>13/10 +Video recording phase 4 +<i>Edit phase 3 video</i></p>	<p>14/10 +Save the recording file for phase 4 +Edit phase 4 video +<i>Edit phase 3 video</i> +<i>Upload phase 3 video</i></p>
<p>15/10 +Edit phase 4 video +Upload phase 4 video</p>	<p>16/10 +Edit phase 4 video +Upload phase 4 video</p>	<p>17/10 +Edit phase 4 video</p>	<p>18/10 +Edit phase 4 video +Upload phase 4 video</p>	<p>19/10 +Edit phase 4 video +Upload phase 4 video</p>
<p>20/10 +Edit phase 4 video +Upload phase 4 video +<i>Make a phase 5 script.</i></p>	<p>21/10 +Edit phase 4 video +<i>Make a phase 5 script.</i></p>	<p>22/10 +Edit phase 4 video +Upload phase 4 video +<i>Make a phase 5 script.</i> +<i>Sending the phase 5 script</i> +<i>Receiving feedback on the phase 5 script</i></p>	<p>23/10 +Edit phase 4 video +<i>Editing the phase 5 script</i></p>	<p>24/10 +Edit phase 4 video +<i>Editing the phase 5 script</i></p>
<p>25/10 +Edit phase 4 video +Upload phase 4 video +<i>Approving the phase 5 scenario</i> +<i>Proposing the scenario 5</i></p>	<p>26/10 +Upload phase 4 video +<i>Video recording phase 5</i></p>	<p>27 /10 +<i>Video recording phase 5</i></p>	<p>28/10 +Upload phase 4 video +<i>Save the recording file for phase 5</i> +<i>Edit phase 5 video</i></p>	

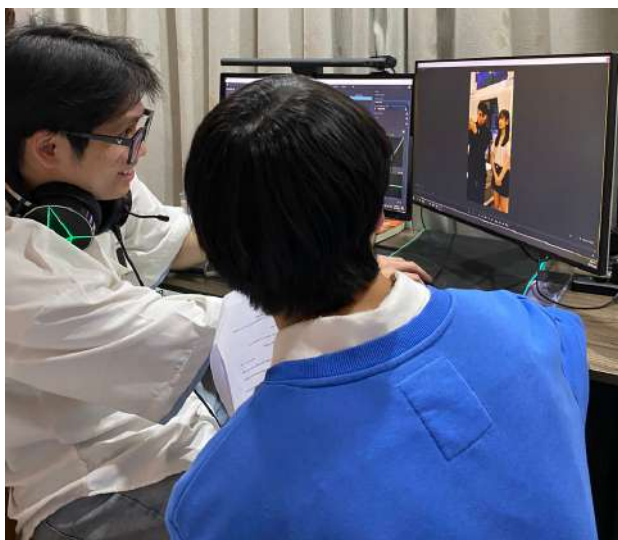
Progress table for phase 4

2.5. Phase 5 (20/10 - 27/11)

<p>20/10 +Make a phase 5 script. +<i>Edit phase 4 video</i> +<i>Upload phase 4 video</i></p>	<p>21/10 +Make a phase 5 script. +<i>Edit phase 4 video</i></p>	<p>22/10 +Make a phase 5 script. +Sending the phase 5 script +Receiving feedback on the phase 5 script +<i>Edit phase 4 video</i> +<i>Upload phase 4 video</i></p>	<p>23/10 +Editing the phase 5 script +<i>Edit phase 4 video</i></p>	<p>24/10 +Editing the phase 5 script +<i>Edit phase 4 video</i></p>
<p>25/10 +Approving the phase 5 scenario +Proposing the scenario 5 +<i>Edit phase 4 video</i> +<i>Upload phase 4 video</i></p>	<p>26/10 +Video recording phase 5 +<i>Upload phase 4 video</i></p>	<p>27/10 +Video recording phase 5</p>	<p>28/10 +Save the recording file for phase 5 +Edit phase 5 video +<i>Upload phase 4 video</i></p>	<p>29/10 +Edit phase 5 video</p>
<p>30/10 +Edit phase 5 video</p>	<p>31/10 +Edit phase 5 video</p>	<p>1/11 +Edit phase 5 video</p>	<p>2/11 +Edit phase 5 video</p>	<p>3/11 +Edit phase 5 video +Upload phase 5 video</p>
<p>4/11 +Edit phase 5 video +Upload phase 5 video</p>	<p>5/11 +Edit phase 5 video +Upload phase 5 video</p>	<p>6/11 +Edit phase 5 video</p>	<p>7/11 +Edit phase 5 video +Upload phase 5 video</p>	<p>8/11 +Edit phase 5 video +Upload phase 5 video</p>
<p>9/11 +Edit phase 5 video +Upload phase 5 video</p>	<p>10/11 +Edit phase 5 video +Upload phase 5 video</p>	<p>11/11 +Edit phase 5 video</p>	<p>12/11 +Edit phase 5 video +Upload phase 5 video</p>	<p>13/11 +Edit phase 5 video +Upload phase 5 video</p>
<p>14/11 +Edit phase 5 video</p>	<p>15/11 +Edit phase 5 video +Upload phase 5 video</p>	<p>16/11 +Edit phase 5 video +Upload phase 5 video</p>	<p>17/11 +Edit phase 5 video +Upload phase 5 video</p>	<p>18/11 +Edit phase 5 video</p>

19/11 +Edit phase 5 video +Upload phase 5 video	20/11 +Edit phase 5 video	21/11 +Edit phase 5 video	22/11 +Edit phase 5 video +Upload phase 5 video	23/11 +Upload phase 5 video
24/11 +Upload phase 5 video	25/11 +Upload phase 5 video	26/11 +Upload phase 5 video	27/11 +Upload phase 5 video	

Progress table for phase 5



II. PRODUCTION PROCESS

1. Scripting

1.1. The Script Production Process

This is part of the script team (Le Hong Hanh and Luong Sy Hiep). This script group will be responsible for sketching and completing the details of the script at the discretion of the brand. After the script is completed, it will be handed over to the editor, who will work with the actors to edit it.

Research: The team will research and refer to the content on TikTok, Youtube, Douyin,... The reference process will help control the script, adding details to attract viewers.

After sketching the idea, the script team began to come up with detailed ideas based on the requirements of the brand's promotional and advertising programs and began to write the detailed script.

- Write a script
- Send the script
- Get feedback
- Edit the script
- Script approval
- Suggested shooting location



Phase 1

KỊCH BẢN 1: SO SÁNH TÌNH YÊU KHI MUA NỆM

Một cặp đôi đang đi xem nệm thì nhân viên đến tư vấn

Trang:

Cái nệm này được đẩy chồng nhỉ?

Thắng:

Được đấy mà có hơn 4tr rẻ đấy!

Tùng:

Dạ anh chị muốn xem gì để em tư vấn cho ạ!

Thắng nói giọng hách dịch

Thắng:

Không nhìn thấy gì à? Cho xem cái nệm này đi!

Tùng:

Dạ anh mua nệm cho ai nằm đấy ạ?

Thắng:

Tôi mua cho vợ tôi nằm chứ không lẽ cho vong à mà hỏi ai!

Tùng:

À dạ thế chắc anh yêu chị nhà lắm nhỉ?

Thắng:

Mày thích hỏi xoáy không? Không yêu thì tôi cười về làm gì!

Tùng:

Dạ nếu anh yêu chị nhà thì anh phải xem chiếc nệm bên này ạ! Nệm nhập khẩu châu Âu nâng đỡ tối ưu các đường cong của cơ thể! Cho chị nhà 1 giấc ngủ ngon ạ!

Trang ngồi xuống nệm thử

Trang:

Thích quá chồng ạ!

Thắng:

Được thế lấy cái này đi!

Tùng:

Dạ nếu tình yêu của anh dành cho chị to lớn hơn nữa thì phải xem chiếc bên cạnh này! Giá chỉ gấp đôi chiếc kia thôi ạ!

Trang:

Tình yêu của chồng dành cho em êm quá cơ!

Thắng bắt đầu thấy hơi sai sai

Thắng:

Thế thì... lấy cái đấy đi!

Tùng:

Dạ tình yêu của anh dành cho chị còn vĩ đại ấy ấy chứ nói gì là to!

Thắng bắt đầu thấy quá sai

Cắt cảnh 3 người đứng trước chiếc nệm lớn

Tùng:

Tình yêu của anh nó phải như này chị ạ!

Trang lại nằm thử

Trang:

Anh ơi em không ngờ tình yêu của anh nó lại vĩ đại như này anh ạ!

Thắng:

Tình yêu nó chỉ đến cơ này thôi em ạ! Không lớn hơn nữa đâu nha! Cái này rổ giá sao em?

Tùng:

Dạ cái này giá bằng cả 3 cái dưới nhà cộng lại thôi ạ!

Trang:

Anh thể hiện tình yêu của anh với em đi!

Thắng:

Ờ...anh chốt tình yêu của anh...À cái nệm này!!!

Thắng nhìn Trang cười vẻ mặt hiện lên 2 chữ tiếc tiền

KỊCH BẢN 2: GẶP LẠI TÌNH XƯA

Một người đàn ông vào lựa một chiếc gối rồi ra thanh toán

Thắng:

Em ơi cho anh lấy cái gối này!

Trang:

Anh!

Thắng:

Em!

Trang:

Dạo này cuộc sống của anh tốt chứ!

Thắng:

Vẫn vậy thôi em ạ!

Trang:

Anh phải chú ý sức khỏe của mình! Anh lấy cái gối này đi tốt lắm

Thắng:

Nhưng anh...

Trang:

Anh cứ lấy đi không phải trả tiền đâu!

Thắng:

Nhưng em biết nói sao với cửa hàng?

Trang:

Không sao! Em lo được, anh cứ cầm đi đừng để ai thấy!

Thắng:

Cảm ơn em nha!

Thắng cầm gối đi ra đến cửa thì có chuông báo động, một anh bảo vệ lao ra bắt lấy Thắng

Tùng:

Đứng lại! Tính trộm đồ hả?

Thắng:

Người yêu cũ của tôi tặng cho tôi mà!

Trang:

Người yêu cũ nào ở đây! Tôi không hề tặng cho anh!

Tùng:

Lại còn nói điều nữa hả

Tùng dúm cho Thắng ngã xuống

Trang:

Bắt nó lên phường đi anh! Ngày xưa dám lừa tình tôi hả! Đáng đời!

Tùng kéo Thắng ra khỏi cửa hàng phía sau là Trang về mặt hả hê

KỊCH BẢN 3: NGƯỜI ĐÀN BÀ HOANG PHÍ

Một cặp đôi nọ vào cửa hàng Vua Nệm nhân viên ra chào đón

Tùng:

Dạ em chào anh chị ạ!

Thắng:

Aaaa Tùng hả?

Thắng nói với Trang:

Kìa! Nyc em kìa! Oan gia ngõ hẹp! Hôm nay anh có chuyện muốn nhờ chú em đây!
Tùng run sợ

Tùng:

Dạ dạ...

Thắng:

Mày ra đây anh bảo đây! Nhanh!!!

Thắng kéo Tùng ra 1 góc

Trang:

Anh ơi nhẹ tay thôi nhá!

Thắng nói với Tùng:

Thắng:

Thằng kia!!!

Tùng:

Dạ anh ơi! Em có làm gì anh đâu ạ?

Thắng:

Mày còn nói không làm gì à? Thế tại sao... Tại sao con ny tao nó vừa hổ báo lại còn tiêu hoang thế mà mày không nói cho tao biết hả?

Tùng:

Dạ...

Thắng:

Bây giờ tao cho mày 500k tý nữa nó có mua cái gì thì mày đừng có tư vấn! Chứ túi tao sắp thủng đến nơi rồi!

Tùng bị Thắng dúi tiền vào người!

Tùng:

Dạ vâng ...

Phía sau Trang lên tiếng

Trang:

Em ơi! Cho chị lấy cái này nhá!

Tùng đang định lại thì Thắng níu

Thắng:

Nhớ đấy!...

Tùng đến chỗ Trang, Trang chỉ tới chỉ lui lấy cái này cái nọ
Đến khi thanh toán

Tùng:

Dạ tổng của anh chị hết 107tr ạ!

Trang:

Chờng thanh toán cho em với nha! Em đi ra ngoài chờ

Thắng chờ Trang đi khỏi thì cáu với Tùng

Thắng:

Tao đã bảo là không được tư vấn cơ mà!

Tùng:

Anh ơi em mà không tư vấn thì chị ấy oánh em chút ạ! Em gửi lại anh 500k!

Thắng:

Ui rời ạ!

Trang nói vọng:

Làm cái gì mà lâu thế?

Thắng:

Anh ra ngay đây!

Mặt Thắng mếu máo đưa thẻ cho Tùng thanh toán

Tùng:

Em chúc anh chị hạnh phúc ạ!

Thắng méo mặt ra về.

KỊCH BẢN 4: TƯỜNG ĐỂ ĂN

Một khách hàng nữ đang đi xem nệm thì tình cờ gặp người quen

Thắng:

Ôi bạn lâu ngày lắm mới gặp mua đồ à?

Trang:

Ừ đang đi mua cái gối thôi!

Thắng:

Cậu thích cái gì thì cứ lấy đi không phải ngại đâu!

Trang:

Thế à? Mình cảm ơn nha!

Thắng:

Lúc nào ra thanh toán! Gọi mình, coi như hôm nay tớ được trả ơn cậu! Ngày trước lúc còn đi học nhờ cậu giúp đỡ thì tớ mới không bị ở lại lớp!

Trang:

Ừ có gì đâu!

Thắng:

Cứ lấy thoải mái nha!

Trang:

Được rồi!

Trang đến quầy thanh toán cầm theo 1 đồng đồ

Trang:

Em ơi cho chị thanh toán chỗ này với 2 cái nệm cao su bên kia nữa nha!

Tùng:

Dạ tổng của chị hết 40tr ạ! Chị thanh toán tiền mặt hay chuyển khoản ạ?

Trang lên giọng:

Thắng ơi!

Thắng tiến đến chỗ quầy

Thắng:

Đây là bạn của anh! Em không phải thanh toán đâu!

Tùng:

Dạ vâng ạ!
Trang cười khẩy nhìn Tùng rồi quay ra cười với Thắng

Thắng:

Để anh! Của cậu 40tr bạn quẹt thẻ hay dùng tiền mặt

Trang ngỡ người:

Nhưng mà...

Thắng:

Nhưng cái gì! Tôi giúp cậu tính tiền coi như là trả ơn! Không phải ngại đâu!

Trang:

À Ờ...thanh toán hộ tớ với!

Thắng:

Cảm ơn cậu nha!

Trang:

Không...không phải khách sáo đâu!!!

Trang đi ra mà lòng nặng trĩu

KỊCH BẢN 5: KHÔNG THỂ CƯỖNG LẠI ĐƯỢC

Nhân viên dẫn một cô bạn thân đến để làm quen với một anh zai

Tùng:

Mày đứng đây chờ tao tý! Để tao gọi anh ấy ra đảm bảo là mày sẽ thích!

Trang:

Nhanh lên đấy nha!

Trang đi loanh quanh cầm thử 1 cái gối lên xem để giết thời gian

Tùng dẫn 1 anh khách ra gặp Trang

Tùng:

Giới thiệu với anh đây là Trang

Thắng nhìn Trang cười chào hỏi

Trang:

Anh ơi! Anh có giới chuyện chăn gối không ạ?

Thắng hơi ngạc nhiên quay sang hỏi nhỏ Tùng

Thắng:

Sao mới đầu đã hỏi thế rồi nhỉ?

Tùng:

Thì đúng gu của anh rồi còn gì?

Thắng cười phở lớ:

Tất nhiên là anh giỏi rồi!

Trang sáng mắt:

Thật ạ? Thế thì em muốn thử!

Thắng:

Ôi em muốn thử á?

Trang:

Vâng! Em không chịu được nữa rồi!

Thắng phi đến gần Trang

Thắng:

Thế mình thử luôn em nhỉ?

Trang:

Thử luôn anh!

Thắng:

Luôn chứ!

Trang đưa cái gối đến trước mặt Thắng

Trang:

Em đang định lấy cái gối này anh tư vấn cho em đi!

Thắng ngơ ngác quay sang hỏi Tùng

Thắng:

Ơ thế không phải là ...làm mối à?

Trang:

Đúng là gu của tao mà ạ!

Trang nói với Tùng

Thắng hí hửng quay sang Trang

Trang:

Lấy cho tao cái gối này nha!

Tùng:

Thế còn anh này?

Trang:

Anh này á? Không phải gu của tao!

Thắng cứng họng

Trang:

Thôi đi ra thanh toán đi!

Thắng lặng người nhìn theo Trang

Còn Tùng thì bị Trang kéo đi

KỊCH BẢN 6 : NHẶT ĐƯỢC TIỀN

Hai vợ chồng đang đi ngoài đường thì người vợ bắt gặp nhặt được 1 nghìn

Trang:

Chồng ơi em nhặt được 1 nghìn này!

Thắng:

Khiếp có 1 nghìn làm gì mà vui thế?

Trang:

Tiền nào mà chả là tiền!

Mà người ta bảo nhặt được tiền là phải tiêu ngay không là đen lắm đấy!

Thắng:

Đấy là quan niệm thế thôi!!!

Trang nhếch lông mày nhìn Thắng

Thắng thay đổi thái độ

Thắng:

Thì tiêu!!!

Chuyển cảnh Trang Thắng đứng trong cửa hàng Vua Nệm

Trang đưa cho Thắng 1 nghìn:

Đây! Anh nhớ tiêu 1 nghìn này nha kéo là đen lắm đấy!

Thắng:

Rồi!!!

Trang:

Em ra ngoài đợi anh!

Toàn cảnh Thắng đứng bên cạnh là 1 đồng hồ

Tùng đứng trong quầy nói ra:

Anh ơi của anh hết 80tr ạ!

Thắng đưa 1k cho Tùng:

Tùng:

Em nhận của anh 1 nghìn anh còn 79tr999 nghìn nữa ạ!

Thắng:

Biết rồi!

Thắng đưa thẻ cho Tùng thanh toán

Tùng:

Em nhận đủ của anh rồi ạ!

Thắng quay đi mặt khó chịu

Thắng:

Đen thế không biết!

Trang từ phía xa chạy lại cầm 2k khoe với Thắng

Trang:

Anh ơi em lại nhặt được tiền! Mình đi tiêu thôi anh!

Thắng khóc lóc mếu máo bị Trang kéo đi

:

KỊCH BẢN 7 : PHỤ NỮ THẬT KHÓ ĐOÁN

Một thanh niên hút hải đội mũ bảo hiểm chạy đến cửa hàng Vua Nệm vừa mệt vừa vui mừng

Thắng:

Em gọi anh à?

Trang bên lên:

Em phải gọi anh đến đây ngay để nói cho anh một điều!

Thắng:

Điều gì thế?

Trang:

Em yêu anh! Không biết anh có thể làm ny của em được không?

Thắng vui sướng giơ nắm tay kiểu chiến thắng

Thắng:

Anh đồng ý!

Nhân viên ở đây cũng vui cho cặp tình nhân

Trang nũng nịu:

Chồng yêu ơi! Hôm nay vợ mua đồ mà quên không mang tiền! Chồng có thể cho vợ mượn được không?

Thắng nghe đến đâu thì sướng tê đến đó

Thắng:

Được chứ có gì đâu!

Em cần bao nhiêu nói cho anh!

Trang:

Dạ 50tr ạ!

Thắng hơi đứng hình

Thắng:

50tr á?

Trang:

Nếu anh không được thì thôi vậy!

Thắng:

À được chứ! Để a chuyển khoản cho!

Thắng chuyển khoản cho Trang

Trang:

Khi nào có em sẽ trả anh!

Thắng ra vẻ ga lăng:

Không phải trả lại đâu! Chẳng nhẽ anh không lo được cho em à?

Trang:

Em cảm ơn anh!

Trang đưa thẻ cho Tùng:

Thanh toán cho chị nhà!

Tùng gửi lại thẻ Trang:

Dạ của chị xong rồi ạ!

Thắng:

Để anh xách đồ cho!

Trang nổi cáu

Trang:

Cái gì? Anh nghĩ em yếu ớt? Ý anh muốn nói em là đồ ăn bám, không làm được gì, chỉ phụ thuộc vào anh đúng không? Anh là cái đồ khổ nạn! Chia tay đi!

Nói rồi Trang bỏ đi

Thắng ngớ người:

HẢ???

Bất ngờ Trang quay lại

Trang quay lại cười với Thắng:

Số tiền kia anh cho em đúng không nhỉ?

Thắng mặt khó hiểu

Trang mở ghi âm có tiếng Thắng nói từ trước “Không phải trả lại đâu! Chẳng nhẽ anh lại không lo được cho em”

Trang:

Thôi em về trước đây! Cảm ơn anh!

Thắng vẫn đứng chôn chân phía sau chưa hiểu chuyện gì vừa xảy ra

Phase 2

KỊCH BẢN 1: SỰ TRẢ ƠN

Một cô gái có vẻ ngoài khá nghèo vào cửa hàng hỏi mua nệm

Trang:

Em ơi cái nệm này giá sao hả em?

Tùng:

Dạ cái này 40tr ạ!

Trang hơi giật mình:

Thế có cái nào giá dưới 500k mà 2 người nằm vừa không?

Tùng:

Dạ hiện tại bên em không có loại nào như thế ạ?

Cô gái vẻ mặt buồn bã

Lúc này có một anh chàng vô cùng sang trọng bước vào đến trước mặt của Trang

Thắng:

Chào cô! Cô đến mua nệm sao?

Trang:

À tôi định mua nhưng không đủ tiền! Anh là...

Thắng:

Chắc cô không nhớ tôi! Cách đây 10 năm tôi bỏ nhà ra đi! Trong lúc không có 1 nghìn nào trong người cô đã cho tôi 1 gói xôi giá 10 nghìn!

Trang:

À tôi nhớ ra rồi! Chắc bây giờ anh thành đạt lắm nhỉ?

Thắng:

Đúng vậy! Tôi vẫn nhớ món nợ ân tình ngày đó!

Trang:

Có đáng gì đâu!

Thắng:

Đúng là không đáng gì nhưng tôi đã tự hứa với bản thân sau này có tiền sẽ trả ơn cô!

Trang:

Thật à? Thế thì tôi không khách sáo nữa!

Em ơi lấy cho chị cái nệm này luôn nha!

Thắng rút trong túi ra 100k

Thắng:

Cô cầm lấy đi! Không phải cảm ơn đâu! Đây là những gì mà tôi nên làm!

Trang cầm 100k trên tay sững người

Thắng:

Chào cô!

Thắng quay người bỏ đi

Trang gọi với theo:

Ơ này! Có thể thôi à?

Trang quay lại nhân viên:

Thôi em ạ! Chị không lấy cái nệm kia nữa đâu!

Trang cầm 100k trên tay mà lòng trào nước mắt

KỊCH BẢN 2: GIỜ TÔI ĐÃ KHÁC

Một thanh niên cầm đồng hồ đi ra khỏi cửa hàng

Nhung:

Ai như người yêu cũ nhỉ? Khiếp dạo này khá quá đi mua đồ ở chỗ sang trọng này cơ đấy?

Chắc là mới nhận được tiền!

Thắng:

Này! Xin lỗi cái mặt cô đi nhá! Tôi mà phải như thế hả?

Nhung:

Chứ tiền đâu mà mua mấy đồ đắt tiền thế này!

Thắng:

Ngày xưa cô bỏ tôi vì tôi nghèo! Nhưng ơi Thắng không còn là thằng xe ôm nghèo hèn ngày xưa nữa! Giờ tôi giàu có rồi chắc cô tiếc lắm phỏng!

Lúc này Tùng đi ra

Tùng:

Ôi chị! Chị đến tận đây để lấy đồ ạ?

Nhung:

Ừ em! Chị tiện đường nên qua lấy luôn!

Tùng:

Dạ vâng ạ!

Tùng nói với Thắng:

Anh ơi! Đồ này của chị ấy ạ! Anh không cần phải giao nữa đâu!

Thắng đứng hình

Nhung:

Ơ thế hoá ra là ship à?

Thắng cười trừ

Thắng:

À...Ngày xưa làm xe ôm giờ... lên làm ship hè hè

Về mặt Nhung khinh khỉnh, bĩu môi nhìn Thắng

KỊCH BẢN 3: BÁO GIÁ NHẦM

Một thanh niên cầm 1 chiếc gối đến quầy thanh toán

Thắng:

Em ơi cái gối này bao tiền nhờ?

Nhung:

Dạ anh chờ em check giá chút ạ!

Nhung loay hoay dưới quầy

Tiếng từ đằng xa vọng lại

Tùng:

Cái đấy 11tr em ạ!

Thắng nghe thấy giá thoáng giật mình

Nhung:

À dạ cái đấy 1tr anh ạ!

Tùng:

Ừ giá 11tr

Thắng ngạc nhiên hỏi lại

Thắng:

Giá bao nhiêu nhờ anh nghe không rõ?

Nhung:

Dạ 1tr anh ạ!

Tuấn mắt sáng:

À thế à sao lại rẻ nhỉ! Thế lấy cho a 3 cái luôn đi!

Nhung:

Dạ của anh đây ạ!

Thắng đưa thẻ cho Nhung thanh toán

Thắng:

Cảm ơn em nhé!

Thắng đang hí hửng đi ra thì từ đằng sau anh quản lý vừa đi vừa nói chuyện điện thoại

Thắng:

Đi mua hàng lại gặp em nhân viên nặng tai thế là lái được cả đồng tiền

Tùng:

Ừ giá 11 triệu em cứ chốt với khách thế đi nha!

Tùng cũng là khách hàng đi ra quầy thanh toán giống Thắng

Thắng chợt nhận ra là mình đã nhầm

Mặt Thắng mếu máo

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KỊCH BẢN 4: KHÁCH HÀNG KHÓ TÍNH

Một khách hàng đáng vẻ nghiêm nghị vào cửa hàng hỏi này hỏi nọ

Nhung:

Dạ em chào anh ạ!

Thắng:

Cô là chủ ở đây à?

Nhung:

Dạ em là quản lý thôi ạ!

Thắng:

Ừ! Bên mình kinh doanh có giấy phép không em nhỉ?

Nhung hơi giật mình:

Dạ bên em có anh ạ! Treo đây này anh!

Thắng:

Cửa hàng kinh doanh được lâu chưa?

Nhung:

Dạ được 15 năm rồi anh ạ! Dạ anh cho em hỏi anh ở đơn vị nào xuống đây ạ?

Thắng:

Tôi á? Tôi chả ở đơn vị nào hết!

Nhung:

Thế anh qua đây làm gì ạ?

Thắng:

Tôi qua để mua hàng! Không hỏi được à?

Nhung:

Dạ được ạ!

Thắng:

Lấy cho tôi 1 cái gối loại đắt nhất ra đây!

Nhung đem 1 chiếc gối ra cho Thắng xem

Nhung:

Dạ gối này được làm hoàn toàn từ sợi bông tự nhiên rất tốt cho sức khỏe ạ!

Thắng:

Dựa vào đâu mà cô nói bên trong này có bông tự nhiên!

Nhung:

Dạ ở trên này có ghi là bông tự nhiên anh ạ!

Thắng:

Thế phở bò là trong đây có con bò à?

Nhung:

Thế em làm gì để chứng minh ạ!

Cắt cảnh Nhung moi ruột gối ra cho Thắng xem
Thắng:
Ừ đúng có bông thật này! Thế lấy cho tôi cái gối khác đi!
Nhung:
Dạ vâng ạ! Nhung mà anh ơi! Anh không lấy cái này ạ!
Thắng:
Thế cô moi ra thế này rồi thì tôi lấy làm sao được nữa!
Nhung:
Nhưng mà anh bảo em chứng minh mà!
Thắng:
Tôi bảo cô chứng minh chứ có bảo cô moi ra đâu!
Nhung nghiêng răng:
Dạ thôi được ạ! Để em lấy cho anh cái khác ạ!
Nhưng lấy chiếc khác cho Thắng
Nhung:
Dạ em gửi anh ạ! Anh thanh toán tiền mặt hay chuyển khoản ạ!
Thắng:
Tôi nợ được không! Đây giấy ghi nợ đây! Cô cầm lấy đi!
Nhưng cầm tờ giấy tức hộc máu uất ức mà chẳng thể làm được gì

KỊCH BẢN 5: THÁI ĐỘ QUYẾT ĐỊNH MỌI THỨ

Một khách hàng nữ vào xem nệm được anh nhân viên tư vấn rất tận tình

Trang:
Cái nệm này được phết nhé! Giá sao em?
Thắng nhiệt tình:
Dạ cái nệm này giá giảm 50% chỉ còn 4tr4 thôi! Nhưng mà nằm cực kì thích chị ạ!
Trang:
500k bán không?
Cắt cảnh nhân viên đứng sau Trang bước ra phía cửa
Trang:
Không bán thì thôi đi hàng khác mua vậy!
Ngày hôm sau vẫn chị khách hàng đó
Trang:
Em ơi cái nệm này giá sao nhỉ?
Thắng trả lời mặt lạnh tanh
Thắng:
Dạ 4tr4 chị ạ!
Trang:
Thế...
Trang định mặc cả nhưng nhìn thấy thái độ của anh nhân viên thì liền thay đổi giá mặc cả so với hôm trước
Trang:
Thế 4tr3 bán không?
Thắng:
Dạ không ạ!
Trang có vẻ rụt rè:

Thắng không trả lời!

Vậy 4tr350k bán cho chị nhé!

Trang:

Thế 5 triệu bán không?

Thắng:

Dạ 5 triệu không bán ạ!

Trang:

Này nhé một vừa hai phải thôi! 5tr cũng không bán thế muốn như nào? Khinh con này không có tiền mua hả hay sao?

Thắng thay đổi thái độ:

Dạ ý em không phải thế ạ!

Trang:

Thế có bán không?

Thắng:

Dạ có ạ!

Trang:

Giá sao?

Thắng:

Dạ 4tr4 ạ!

Trang:

500K bán không?

Thắng thần thờ nhìn Trang

KỊCH BẢN 6: TƯỜNG THẾ MÀ KHÔNG PHẢI THẾ

Một chàng trai ăn mặc bảnh bao vào cửa hàng thấy một cô gái đang cúi húi lau dọn

Thắng:

Ai đây ý nhờ?

Nhung:

Anh Thắng!

Thắng:

Sao ngày xưa bỏ tôi đi theo người khác giàu lắm mà? Sao bây giờ lại ra nông nổi này? Nếu ngày xưa cô lấy tôi thì có phải đã khác rồi không?

Nhung:

Cũng là vì bất đắc dĩ thôi anh ạ!

Thắng:

Phì cười! Bất đắc dĩ?

Nhung:

Chắc bây giờ anh giàu lắm nhỉ?

Thắng:

Tất nhiên là hơn cái mặt cô rồi! Cô tiếc lắm đúng không? Do cô cả mà!

Nhung rút tấm khăn xuống đất rồi quát:

Em ơi!

Tùng nhân viên chạy ra

Nhung:

Sao nhân viên vệ sinh mãi chưa tuyển được à? Để chị phải tự tay lau dọn thế này?

Tùng

Dạ anh đấy bảo hôm nay đến mà chưa?

Thắng:

Thế em là...

Nhung:

Tôi là bà chủ ở đây!

Tùng nhận ra Thắng:

Ơ anh!

Tùng:

Chị ơi anh nhân viên vệ sinh em bảo đây rồi ạ!

Nhung:

Dọn vệ sinh à?

Thắng cười gượng

Nhung:

Thế thì mau làm việc đi! Còn đứng đấy à? Muốn bị trừ lương không?

Nhung đưa cây chổi cho Thắng rồi bỏ đi về mặt khinh bỉ

Thắng phía sau ánh mắt ngại ngùng nhìn về phía Tùng

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KỊCH BẢN 7: TÍNH TOÁN NHANH GỌN

Hai vợ chồng nọ vào cửa hàng mua đồ

Thắng:

Em zai ơi! Thanh toán cho anh cái gối này nha!

Tùng:

Dạ của chị hết 450k ạ!

Thắng:

Này anh gửi!

Thắng đưa tiền cho Tùng

Tùng:

Dạ chị ơi bên em hết mất tiền mặt để trả lại chị rồi!

Thắng:

Anh cũng chả có tiền lẻ nhà giàu tiêu toàn tiền chẵn thôi em ạ!

Tùng:

Thế hay là...

Nhung:

Hay là cái gì? Cậu lại định lấy kẹo để bù á? Bọn này không phải trẻ con nhá!

Thắng:

Thế làm thế nào hả vợ?

Nhung:

Có gì đâu mà phải tính toán cứ lấy thêm cái gì đấy cho tròn tiền là được chứ gì!

Thắng:

Ờ nhỉ có thể mà không nghĩ ra!

Nhung lấy thêm 1 chiếc gối nữa cho Tùng

Tùng:

Dạ tổng 2 sp là 980k ạ! Chưa tròn anh chị ạ!

Nhung hất hàm:

Lấy thêm!

Hai vợ chồng lao đi lấy đồ

Quay lại quày vẫn chưa đủ lại đi lấy tiếp
1 lát sau
Hai vợ chồng thờ hồn hển đứng trước quày

Tùng:

Dạ anh chị ơi! Vừa tròn tiền rồi ạ!
Hai vk ck sung sướng ôm lấy nhau

Tùng:

Dạ tổng cộng của anh chị hết 100tr ạ!
Thắng nghe đến đây thì hơi giật mình

Thắng:

À...100tr à...

Nhung:

Số đẹp luôn chồng ạ!

Cắt cảnh

Nhung:

Chồng thấy vợ thông minh không? Quá thông minh!

Thắng:

Ờ ...thông minh!

Nhung vui vẻ đi trước phía sau Thắng mặt méo phía sau.

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Phase 3

KỊCH BẢN 1: NGƯỜI VỢ HAY QUÊN

Một người phụ nữ hớt hải quay lại cửa hàng Vua Nệm

Trang:

Em ơi này chị quên chưa lấy tiền thừa!

Tùng vui vẻ:

Dạ em gửi chị ạ!

Trang:

Chị cảm ơn nha!

Một lúc sau Trang lại quay lại

Trang:

Em ơi! Chị quên mất chưa lấy hàng!

Tùng:

À dạ vâng ạ! Chị có quên cái gì nữa không ạ?

Trang:

Quên làm sao được! Trí nhớ chị hơi bị tốt đấy!

Một lúc sau Trang lại quay lại

Trang:

Chị quên cái ví khố thế chứ lị!

Tùng:

Chị có chắc chị không quên cái gì nữa không ạ?

Trang:

Chắc chắn lần này không quên gì cả!

Tùng:

Dạ vâng ạ!
Tùng quay sang thì nhìn thấy Thắng đang ngồi chờ

Tùng:

Ơ anh! Sao anh vẫn còn ngồi đây ạ? Em tưởng chị với anh là...

Thắng:

Cứ chờ đi em ạ! Chị sắp nhớ ra anh rồi đấy!

Trang đi trên đường suy nghĩ

Trang:

Mình cứ thấy quên quên cái gì nhỉ? Chắc là không quên gì đâu!
Nói rồi Trang vui vẻ ra về

KỊCH BẢN 2: QUÊN NHANH QUÁ

Một cặp đôi đứng trước quầy thanh toán

Tùng:

Dạ của anh chị 1 nệm 1 chăn 2 gối hết 55tr ạ! Không biết là anh hay chị thanh toán?
Người chồng giả vờ nhìn ngó xung quanh

Thắng:

Cửa hàng này cũng to đẹp thế nhỉ? Điều hoà mát đấy!

Trang quay sang nhìn Thắng ánh mắt khó chịu

Trang:

Anh thanh toán cho em đi! Em quên mất không mang ví rồi!

Thắng:

Có mỗi chuyện mang ví thôi mà cũng quên! Sao những chuyện khác thì nhớ thế! Đúng là
chả được cái nước gì cả!

Trang:

Những chuyện khác nhớ là chuyện gì cơ? Có phải là chuyện hôm qua anh mua đồ cho con
bé nhân viên mới hay là chuyện tối ngày 16/9 anh rủ con nhỏ Phương đi xem phim. 20/9
anh cùng con Hồng đi karaoke rồi còn con Lan, con Chi, con Ngọc. Không biết là anh muốn
nhắc đến chuyện nào ý nhỉ?

Thắng:

À...

Trang:

Em quên mang ví hay là để em về nhà lấy ví anh nhé!

Thắng:

À thôi thôi! Được rồi! Anh có tiền mà!

Thắng:

Em cho anh thanh toán nha!

Tùng:

Anh đúng là có chị vợ trí nhớ tốt thật đấy!

Thắng:

Vợ anh mà lại! Hờ hờ

Thắng cười nhạt lên nhìn sang vợ

KỊCH BẢN 3: MUỐN GIAO HÀNG CHO CHỊ ĐÂU PHẢI ĐỂ ĐÂU

Một khách hàng nữ mua hàng giao về nhà

Tùng:

Dạ chị ơi! Hàng của chị xong rồi ạ! Không biết là hôm nào em giao hàng cho chị được ạ?

Trang:

Giao lúc nào cũng được em!

Tùng:

Thế ngày mai em giao hàng qua nhà chị nha!

Trang:

Mai chị bận rồi không được em ạ!

Tùng:

Dạ thế ngày kia đi ạ!

Trang:

Ngày kia chị đi công tác cuối tuần mới về!

Tùng:

Dạ thế cuối tuần em giao cho chị nha!

Trang:

Cuối tuần chị sang Úc lái máy xúc rồi em!

Tùng:

Dạ vậy sang tuần đi chị!

Trang:

Sang tuần chị đi Thái bán gà mái!

Tùng:

Dạ thế chị muốn em giao lúc nào ạ?

Trang:

Giao lúc nào cũng được em!

Tùng:

Dạ thế để cuối tháng em giao cho chị nha!

Trang:

Cuối tháng chị bận đến năm sau rồi em ạ!

Tùng:

Thế em biết giao cho chị lúc nào ạ?

Trang:

Thế sao em không đưa luôn đây cho chị! Chị đang rảnh này!

Tùng:

Thế sao chị không nói ngay từ đầu!

Trang:

Thì em có cho chị nói đâu!

Tùng:

Dạ thế em gửi chị ạ!

Trang:

To thế này chị làm sao mà mang về được! Em giao cho chị đi!

Tùng:

Thế bao giờ em giao cho chị được ạ!

Trang:

Giao lúc nào cũng được em!

Tùng mặt ngẩn tũn nhìn vị khách vui tính

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KỊCH BẢN 4: SAU BAO NHIÊU NĂM QUAY TRỞ LẠI

Một thanh niên bước vào cửa hàng ánh mắt hoài niệm

Tùng:

Dạ em chào anh ạ!

Thắng:

Chú em còn nhớ anh chứ?

Tùng:

Anh là...

Thắng:

Trước kia anh thường hay đứng trước cửa hàng em, nhìn vào trong!

Tùng:

À em nhớ ra rồi! Ngày đấy em mời anh vào mãi mà nhất quyết không! Ngày nào anh cũng đứng ngoài nhìn mà không chịu vào!

Thắng:

Thú thật lúc đó anh không có tiền! Nên chỉ dám đứng bên ngoài! Từ đó đến giờ anh luôn cố gắng để có 1 ngày anh có thể đường đường chính chính bước vào đây! Cuối cùng cũng đến ngày hôm nay!

Tùng:

Thế giờ anh chắc thành đạt lắm anh nhỉ?

Thắng:

Cũng bình thường thôi em ạ!

Tùng:

Anh cứ khiêm tốn! Thế hôm nay em có thể tư vấn gì cho anh ạ!

Thắng:

Bên mình có tuyển nhân viên không em nhỉ?

Tùng sững người

Thắng:

Cứ cố gắng sẽ có 1 ngày được đạt được ước muốn!

KỊCH BẢN 5: TRẢ TIỀN SAU 6H30

Một khách hàng về ngoài sang sảnh đang đứng xem 1 chiếc nệm

Trang:

Dạ anh ơi! Nệm này bên em đang được giảm giá 40% đấy ạ!

Thắng:

Cái gì cơ? Em nhìn anh như này mà phải mua hàng giảm giá á?

Trang:

Dạ vậy không biết là anh đang cần hàng như nào ạ?

Thắng:

Cứ có cái gì đắt nhất! Xịn nhất mang đây anh! Anh mua hết ạ!

Trang:

Dạ vâng ạ!

Thắng:

Khoan đã! Nhân tiện tháng này doanh số em còn thiếu bao nhiêu? Nói đi anh bù hết cho!
Trang vừa đi vào vừa lẩm bẩm

Trang:

Khách sộp khách sộp rồi! Dạ vâng ạ để em đi lấy ngay ạ!

Thắng và Trang ở quầy thanh toán

Trang:

Dạ anh ơi! Tổng của anh hết 1 tỷ 7 ạ! Không biết là anh thanh toán tiền mặt hay chuyển khoản ạ!

Thắng:

Em cứ chuyển hàng về nhà cho anh đi!

Trang:

Vậy còn thanh toán thì sao hả anh!

Thắng:

Cầm lấy đi! Còn thừa bao nhiêu em cứ cầm cả!

Thắng đưa cho Trang 1 tờ giấy

Trang hí hửng:

Dạ vâng ạ!

Trang mở tờ giấy ra thì là 1 tờ vé số

Trang:

Vé số ạ?

Thắng:

Đúng thế! Sau 6h30 chưa biết ai giàu hơn ai!

Trang:

Nhưng mà sao anh biết mấy tờ này trúng ạ!

Thắng:

Biết sao không biết! Vì đó là vé số ngày hôm qua!

Trang nhìn Thắng ánh mắt hình viên đạn

Thắng thì cười đắc thắng bước ra khỏi cửa hàng

KỊCH BẢN 6: GẶP LẠI ĐẠI CA

Một thanh niên đang đứng thanh toán hàng thì tình cờ gặp lại đàn em cũ

Thắng:

Em ơi thanh toán cho anh cái nệm bên kia nhá!

Tùng nghe thấy tiếng Thắng thì vội quay sang

Tùng:

Ôi đại ca! Đại ca khoẻ chứ ạ?

Thắng:

Cậu là...

Tùng:

Em Tùng đây mà! Từ ngày đại ca dứt áo ra đi bọn em nay đây mai đó khổ lắm anh ạ!

Thắng:

Anh xin lỗi! Cũng vì dòng đời xô đẩy nên anh phải bỏ rơi các em! Giờ nhìn thấy anh em ra nông nỗi này! Thật lòng anh không nỡ! Thôi hôm nay mua cái gì cứ để anh trả cho!

Tùng:

Không được đâu đại ca sao em dám nhận ạ!

Thắng:

Không sao! Chú khó khăn chẳng nhẽ anh lại không giúp được cứ nhận đi!

Tùng:

Dạ vâng thế em đội ơn đại ca!

Thắng:

Ơn huệ gì!

Tùng:

Dạ vậy em xin phép em đi trước khi nào có dịp anh em mình lại hàn huyên nha anh!

Thắng:

Được rồi!

Thắng:

Em ơi thanh toán cho anh với!

Trang:

Dạ của anh cái nệm 10tr với của đàn em của anh 100tr tổng là 110tr ạ!

Thắng:

Sao ...nhiều thế?

Trang:

Đàn em của anh là khách hàng kim cương bên em mỗi lần mua hàng cả 100tr, thấy bảo trước làm giang hồ mà giờ giải thật!

Thắng:

À thế à? Thế bên mình có cho nợ không em?

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KỊCH BẢN 7: CHỊ ĐẠI MẮT LAG

Khách hàng nữ đang xem sản phẩm thì va phải nhân viên

Tùng

Em xin lỗi chị ạ

Thắng thấy vậy quay qua tỏ thái độ

Thắng

Mắt mày để lên trời à mà không thấy chị tao

Tùng

Dạ em xin lỗi chị ạ

Trang

Thằng kia máy nói gì đấy? Có tiền không đưa đây (nhìn Tùng)

Tùng

Dạ em..

Thắng

Mày điếc à , chị tao hỏi mày có tiền không

Trang

Tao hỏi mày đấy có tiền không đưa đây

Thắng

Đền cho chị tao nhanh

Trang

Tao hỏi mày đấy, có hỏi nó đâu

Thắng ngơ ngác

Thắng

Chị nói em ạ?

Trang

Thì không mày thì ai

Thắng

Dạ em còn 1 ít ạ

Thắng rút rờ đưa tiền cho Trang

Trang

Còn nữa k đưa đây (giọng căng thẳng)

Thắng

Dạ còn ạ

Trang

Chị xin lỗi em em cầm lấy đi (nhìn Thắng)

Thắng

Chị ơi nhưng mà em

Trang

Tao không xin lỗi mày (nhìn Tùng)

Chị xin lỗi em , cầm lấy đi xin lỗi vì va vào em , còn đây là tiền chị trả cái gối

Thắng

Lát em về chị có trả tiền em không ạ ?

Trang

Khổ quá chưa gì mày đã đòi tao hả thằng kia , mày có thích hỏi nhiều không , tao quạo cho cái bây giờ (nhìn Tùng giọng căng thẳng)

Tùng run sợ nhìn khách ra về

KỊCH BẢN 8: KHÔNG THỂ NÀO QUÊN

Trang

Lần đầu tiên em đến đây thấy nhiều nệm như này đây

Thắng

Em thích cái nào lấy đi anh mua cho

Tùng

Dạ đang trong dịp sinh nhật Vua Nệm 15 năm nên là có rất nhiều chương trình khuyến mãi đấy ạ . Anh chị là khách hàng quen ở bên em nên sẽ có thêm nhiều ưu đãi ạ

Thắng

Ai quen ? Đã đến đây bao giờ đâu mà quen

Trang

Quen hồi nào

Tùng

Nhằm làm sao được anh khách nhà em em phải nhớ chứ ạ

Trang quay lại nhìn Thắng

Trang

À tôi hiểu rồi anh hay dẫn con nào đến đây đúng không thế nên người ta mới thấy quen

Thắng

Này em xem kỹ lại xem , chắc chắn là có nhầm lẫn

Tùng

Anh ơi em không thể nào nhầm được, khách quen bên em em phải nhớ chứ

Thắng

Cậu định phá hoại hạnh phúc gia đình người khác đấy à

Tùng

Thì em có bảo anh đâu , em bảo chị nhà mà . Mỗi lần chị đến đây đều đều dẫn 1 anh khác nhau, chị trở thành khách hàng kim cương bên em rồi

Thắng

Cái đồ vừa ăn cướp vừa la làng, tạm biệt cô

Thắng bỏ đi

Tùng

Chị có muốn xem hàng nữa k ạ

Trang

Xem xem cái gì, khi nào lừa được thằng khác thì xem tiếp

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Phase 4

KỊCH BẢN 1: HIỂU Ý

Tùng

Bên em đang có chương trình khuyến mãi nhân dịp sinh nhật 15 năm vua nệm

Thắng

Không cần khuyến mãi . Có bao nhiêu mặt hàng cao cấp giới thiệu anh anh mua tất

Tùng

Dạ đây anh ạ , cái này có giá 70 triệu

Thắng

Nhắc lại giá khuyến mãi cho anh xem nào

Tùng

Chương trình khuyến mãi

Thắng

Anh đùa tý thôi. Anh thử nhá

Tùng

Dạ vâng ạ

Thắng nhún thử đệm

Thắng

Cao cấp đấy . Nhưng anh cần cái nào nó cao cấp hơn , giá thành tốt hơn

Tùng

Dạ thế thì mời anh qua bên này ạ

Tùng dẫn thắng ra xem Nệm Cao Su Dunlopillo Latex World Relax , Trang nằm trên nệm

Thắng

Anh thấy cao cấp rồi đấy , anh thử nhá

Tùng

Dạ anh thử luôn đi ạ

Thắng nằm lên giường , mặt sáng khoái

Thắng

Anh lấy quả này có được luôn quả khuyến mãi này không em?

Tùng

Dạ đây là hàng khuyến mãi bên em , không bán không tặng

Thắng

Thế thôi lấy anh quả nệm này, còn quả kia hôm khác anh đến thử sau nhá

KỊCH BẢN 2 : QUÀ TẶNG CUỘC SỐNG

Trang khóc sụt mướt đi vào cửa hàng

Trang

Anh ơi cho em nhờ cái nệm này một chút được không ạ?

Thắng

Ừ em ngồi đi

Trang lấy điện thoại ra gọi về nhà

Trang

Mẹ ạ , con đang định mua cái nệm này về nằm. Được không hả mẹ? Mẹ không phải lo đâu, con đi làm được nhiều tiền mà

Thắng,Tùng nhìn Trang đầy lòng thương cảm (nhạc buồn gia diết)

Trang

Thế thôi mẹ nhá con phải đi làm rồi

Trang đứng dậy cảm ơn

Trang

Dạ em cảm ơn 2 anh ạ . Em xin phép

Thắng

Em trai , lấy cái nệm này cho anh tính tiền cho bạn kia... à nhầm lấy cái nệm này cho bạn kia tính tiền cho anh

Tùng

Chị ơi cho em xin địa chỉ em ship hàng qua cho mình ạ

Trang

Dạ em có mua gì đâu anh

Nhạc ngẫu

Thắng

Chính là anh , anh rất đồng cảm với hoàn cảnh của em. Chính vì vậy anh tặng em chiếc nệm này. Em không cần phải ngại đâu

Nhạc quà tặng cuộc sống , quay đặc tả cảm xúc nhân vật

Nhạc tắt

Trang

Dạ em cảm ơn anh nhá. Mẹ em cho tiền mua nệm để nằm nhưng em tiêu hết rồi. Thế nên bây giờ em đang không biết ăn nói thế nào. Em trai mang ngay cái “ quà tặng cuộc sống” xuống ô tô cho chị nhá

Thắng ngơ ngác không hiểu gì.

KỊCH BẢN 3: CHỊ ĐẠI PHẦN 2

2 khách hàng đứng xem sản phẩm trong cửa hàng. Thắng đứng gần cổ

Trang

Cổ máy làm sao đấy

Thắng

Kiểu em nó thế

Thắng đi nghênh ngang trong cửa hàng

Trang

Máy làm bố tao đấy à

Nhân viên đi ra

Tùng

Dạ 2 bố con hôm nay đến đây mua gì đấy ạ

Trang

Gì cơ

Tùng

Dạ chị hôm nay đến đây mua gì ạ?

Trang

Chắc tao đến đây mua máy. Cái nệm này bao nhiêu tiền?

Tùng

Dạ cái nệm này có giá 40 triệu ạ

Trang

Đơn giản

Trang nhìn qua đệ tử Thắng, Thắng lảng đi

Trang

Cái cổ máy góc về đây này. Giải quyết đi

Thắng

Hôm nay em không mang theo tiền

Trang

Máy đùa bố máy đấy à. Không có tiền để tao thổi mặt ra à

Thắng

Chị yên tâm, chị còn mặt mũi đâu mà sợ

Trang

Tao lại vả cho máy cái giờ

Thắng

Chị yên tâm. Phút một em xoay xong cho chị

Trang

Được quá nhờ. Cầm xe chị mà xoay

Thắng suy nghĩ gì đó rồi lấy xe đi

Trang

Em thấy không. Chị có quả đệ tử chất lượng thế cơ mà

Thắng quay lại tay cầm tiền

Thắng

Em xoay xong rồi chị. đủ 40 triệu luôn

Trang ném tiền cho Tùng

Trang

Đủ 40 triệu không phải đếm. lấy điểm cho chị. Đi về em

Thắng

Dạ chị chờ em tý em đặt xe

Trang

Tao đi xe đến đây sao phải đặt xe

Thắng

Xe chị em cầm rồi, tròn 40 triệu luôn

Trang ngơ ngác

Thắng

Chị xem thế nào nay em không mang tiền, tý không có tiền trả tiền xe

Trang

Về...

KỊCH BẢN 4: GIÀU VÌ BẠN SANG VÌ VỢ

Thắng đang xem giường trong cửa hàng

Trang

Dạ cái nệm này của anh có giá 80 triệu ạ

Thắng

Em đã bao giờ nghe câu “giàu vì bạn sang vì vợ” chưa. Hôm nay anh sẽ cho em thấy

Thắng rút điện thoại ra gọi

Thắng

Alo Tùng à. Tôi đang mua cái nệm mà thiếu 80 triệu. bạn cho tôi mượn được không?

Tùng

Bạn bè thì vậy mượn gì bạn

Thắng

Thấy chưa thấy chưa em

Tùng

Tôi làm gì có tiền cho bạn mượn

Thắng ngơ ngác

Thắng

Em cho anh gọi lại phát nhà

Trang

Dạ anh cứ tự nhiên ạ

Thắng rút điện thoại ra gọi

Thắng

Alo bạn ạ, tôi Thắng đây Tôi đang mua cái nệm mà thiếu 80 triệu. Bạn cho tôi mượn nhà.

Dương

Bạn là ai đấy nhờ? Nhầm số rồi

Thắng gọi điện khắp nơi không ai cho mượn

Trang

Tình hình là anh có tiền mua nệm chưa ạ chứ cửa hàng em sắp đóng cửa rồi

Thắng

Thế để lần sau anh đến mua vậy

Thắng rời đi, vẫn gọi điện khắp nơi

Trang

Đúng là giàu vì bạn sang vì vợ thật.

KỊCH BẢN 5: NHỊN HƠI BỊ LÂU

Thắng đứng trước cam hồng hách dạy vợ

Thắng

Tôi nói cho cô biết nhá. Ở nhà như thế là quá đủ rồi. Bây giờ ra ngoài cô phải biết ai là chủ.

Cô giờ tay định đánh ai đấy. Nói mà cô không biết trả lời à

Trang ngồi bên cạnh không hiểu chuyện gì

Trang

Này anh luyện thuyên gì đấy. Anh chửi tôi đấy à

Thắng

Đâu mà. Anh đang đọc chương trình trên tờ khuyến mãi

Trang

Đứng đấy à. Ra thanh toán mau lên

Thắng

Dạ vâng ạ

Thắng cúi thủi đi ra thanh toán

KỊCH BẢN 6: SUGAR MOMMY

Trang

Thanh toán cho chị với em

Thắng

Dạ của chị 20 cái nệm tổng cộng là 500 triệu ạ

Trang

Thế đây thanh toán đi em

Thắng

Xong rồi đấy chị ạ. Chị cho em hỏi chị tế nhị 1 câu thôi ạ. Chị làm nghề gì mà nhiều tiền thế
ạ

Trang

À chị lấy ông chồng giàu nhưng già. Ông đấy mất rồi để lại cho chị đồng tài sản. Giờ chị chỉ
đem đi phân phát thôi

Thắng mắt sáng ý đồ

Trang

Chị thì chỉ có ước muốn nhỏ nhoi thôi. Đôi khi chỉ chỉ mong muốn tình cảm với một đứa con
thôi. Mà nhìn em cũng được đấy

Thắng

Thế để em thực hiện điều ước cho chị ạ
Thắng mặt gian xảo tiến đến phía Trang, nhạc lãng mạn.

Nhạc tắt

Thắng

Mẹ ạ. Mẹ con mình đi chơi công viên ná
Nhạc “lòng mẹ”

KỊCH BẢN 7: LÁI MÁY BAY

Trang chuẩn bị thanh toán tiền nệm

Tùng

Dạ chị nhập mật khẩu giúp em với ạ

Trang

Mật khẩu là cái gì đấy anh nhờ?

Thắng

Em thử nhập ngày sinh anh xem nào

Trang

Là ngày nào đấy nhờ

Thắng

Sinh nhật của anh em còn k nhớ nữa. xx/xx/xx

Trang nhập mật khẩu nhưng không được

Hay là em nhập thử xx/xx/85

Trang

Ấy được rồi này. Mà 85 là con nào. Tôi không ngờ gu anh mạn thế thắng ạ

Tùng

Gu anh đúng là mạn thật

Trang

Anh yêu con già như thế mà cũng chấp nhận được

Thắng

Biết 85 là sinh nhật đứa nào không? xx/xx/1985 Trần Thị Thu Trang. Lái máy bay mà đòi
bày đặt. Thế bây giờ mày thấy thế nào

Tùng

Eo ôi chị lớn thật đấy

Trang ngại ngùng

Tao già kệ tao. Tao già tao có tiền mua nệm đấy

KỊCH BẢN 8: KHÁCH HÀNG “ NGANG NGƯỢC “

Trang

Nhân viên đâu

Thắng

Dạ em đây ạ

Trang

Rõ ràng là tôi đặt gối bông sao lại ship gối cao su thế này. Không xử lí tôi phốt cái cửa hàng Vua Nệm 183 Trường Trinh này

Thắng

Dạ chị cho em xem tin nhắn với ạ
Thắng xem tin nhắn của khách

Thắng

Dạ chị ơi chị đặt gối cao su đây ạ

Trang

Cửa hàng phải tự hiểu ý khách chứ

Thắng

Dạ chị ơi khách hàng muốn sản phẩm nào thì em ship sản phẩm đó chứ ạ

Trang

Cậu thích trả treo không? Thế bây giờ ship gối cao su làm sao tôi ngủ được đây
Trang đặt gối xuống nằm ngủ rồi ngủ quên luôn
Trang tỉnh dậy

Thắng

Chị dậy rồi đấy ạ. Chị xem thế nào chị...

Trang

Không xem thế nào hết, nhất định hôm nay phải đổi cho tôi
Trang lại ngã xuống gối

Thắng

Ôi chị ơi chị dậy giúp em với em còn đóng cửa.

KỊCH BẢN 9: TỰ TI

Thắng

Này đừng thấy thằng này nghèo hèn mà bắt nạt nhá. Xin lỗi đi thằng này nghèo nhưng mà không có tiền. À thằng này nghèo nhưng mà không có ngu

Trang

Dạ em không có ý đó đâu ạ. Đây toàn là dòng nệm cao cấp nên giá có cao hơn một chút
đấy ạ

Thắng

Hơi cao thế cô đưa tôi ra đây làm cái gì, để xỉ nhục một cái người nghèo hèn như tôi chứ gì

Trang

Rõ ràng là anh bảo em đưa anh đi xem những dòng nệm cao cấp mà ạ

Thắng

Đấy bây giờ lại bắt bẻ tôi nữa. Có phải là tôi nghèo hèn đúng không.

Trang

Dạ em không có ý đó , thế bây giờ anh muốn xem loại đệm như thế nào ạ

Thắng

Loại nào rẻ rẻ thôi

Trang

Thế em mời anh sang bên kia ạ

Thắng

Tại sao phải sang bên kia, bây giờ nệm cũng phân biệt khu người nghèo với khu người giàu
với người nghèo hả

Trang

Thế để em mang sản phẩm cho anh xem ạ

Thắng

Thôi đừng có bắt nệm khu người nghèo sang khu người giàu nữa đi

Thắng xem nệm xong ra về

Trang

Dạ để em mở cửa cho anh

Thắng

Không cần, chê thằng này nghèo không làm được việc gì chứ gì. Tự mở cửa được

Trang ngơ ngác nhìn Thắng về

Phase 5

KỊCH BẢN 1: NÓI ĐẠO LÝ

Tùng

Em chào anh zai ạ. Hôm nay anh lại đến mua nệm ạ. Vợ anh đâu anh

Thắng

Hôm nay anh đến mua nệm cho bồ của anh

Tùng

Anh nói thế không sợ chị nhà nghe thấy ạ?

Thắng

Là một thằng đàn ông không phải nhún nhường ai hết. Cuộc sống của mình là phải do mình quyết định

Tùng

Từ trước đến giờ em mới thấy anh zai nói câu chuẩn đét

Thắng

Thế chú em không biết câu người không cùng một dòng máu không là cái gì cả
Trang bất ngờ xuất hiện đằng sau lắng nghe

Thắng

Anh nói cho chú biết không nhưng có 1 cô bồ anh có đến hàng chục cô bồ cơ

Tùng (giọng run sợ)

Nhưng mà vợ anh...

Thắng

Vợ anh còn lâu anh mới sợ. Một khi anh đã thích không ngán bố con thằng nào hết

Tùng

Vợ anh đằng sau ạ

Thắng quay lại nhìn trang

Trang

Cái gì đấy thắng ơi. Cái gì mà người không cùng một dòng máu không là cái gì cả cơ.
Không những có 1 cô mà 10 cô à. Có tiền mua nệm cho bồ à. Thế thì tối nay về nằm sắp
nhà

Trang lôi thắng về, Thắng nói với lại

Thắng

Nhớ nhà em trai, là thằng đàn ông không có gì phải sợ bất cứ cái gì hết, vợ thì được

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KỊCH BẢN 2: TÌNH BẠN ĐẸP

Thắng và Tùng đi xem trong cửa hàng

Thắng

Cuộc sống mà mà, phải có thằng giàu thằng nghèo

Tùng

Tao biết mà

Thắng

Nhưng tao với mà vẫn là anh em, tao không phân biệt giàu nghèo gì cả. Thế nên hôm nay
tôi sẽ tặng bạn một cái nệm thật xịn

Chuyển cảnh bàn lễ tân

Trang

Hai anh có 2 chiếc nệm. Một chiếc là 50 triệu 1 chiếc 500 nghìn. Tổng của anh là 50 triệu
500 nghìn ạ

Nhạc cảm xúc

Tùng

Tao không ngờ mà tốt với tao như vậy. Mà tặng tao cái nệm trị giá quá cao. Tao sẽ mãi
mãi nhớ đến mà

Tắt nhạc

Thắng

Có gì đâu có cái nệm 500 nghìn mà bạn cứ...

Tùng

Thế tao cái nệm 500 nghìn, mà cái nệm 500 triệu

Thắng

Tôi đã bảo rồi, tôi không phân biệt giàu nghèo, không phân biệt giai cấp, bạn đừng có ngại
nhá

Nhạc tình nghĩa anh em

.....

KỊCH BẢN 3: NHÂN VIÊN THẬT THÀ

Thắng

Đây là lần đầu tiên anh dẫn một người con gái đến đây mua nệm

Tùng

Anh đấy nói điêu đấy ạ. Tại vì mấy lần trước anh dẫn mấy chị đến có mua đâu

Trang

Thế mà bảo đây là lần đầu tiên

Tùng

Đầu tiên đâu chị, khéo lần đầu tiên trong tháng. Em đến sơ sơ cũng phải mười mấy người

Trang

Mười mấy người ?

Thắng

Anh tuy trông fuckboy vậy thôi chứ chưa dẫn mười mấy người bao giờ đâu

Tùng

À ý em là anh đấy dẫn một người thôi, còn mười mấy là... mười mấy tuổi

Trang (ngơ ngác)

Tôi không ngờ anh là loại người biến thái, bệnh hoạn như thế đấy. Chia tay đi

Trang bỏ đi

Thắng

Anh xin mày đấy, mày ít nói đi được không

Tùng kéo khóa miệng

Tùng

Thế anh có mua nệm không ạ

Thắng

Tao mua nệm tao ngủ với mày à

Tùng

Thế cũng được ạ

.....

KỊCH BẢN 4: CÓ TẬT GIẬT MÌNH

Trang và thắng đang xem gối

Trang

Anh ơi em đang định mua cái gối này

Thắng

Dùng cái loại này làm gì cho phí tiền

Tùng đi ngang qua

Tùng

Anh ơi ai lại để người mình yêu dùng loại rẻ tiền như thế

Thắng

Ý anh là mình dùng loại cao cấp. Em có định mua gì nữa k

Trang

À em định mua cái chăn bông

Thắng

Nhà mình ấm thì cần gì mua chăn bông em

Tùng đi ngang qua

Tùng

Anh quan tâm đến người yêu mình thế. Ai mà lấy được anh sướng cả đời

Thắng

Lấy 10 cái cho anh

Trang

Mua gì mà nhiều thế anh

Thắng

Mua dùng dần em

Trang

Thế em ra thanh toán ná

Thắng

Ừ em thanh toán đi

Tùng đi ngang qua

Tùng

Đàn ông ai lại trả tiền như thế. Anh bảo gì cơ ạ, như thế là hèn lắm ạ

Thắng

Này mày nói gì đấy hả? Tao cũng muốn thanh toán lắm nhưng vợ tao cầm hết tiền rồi

Tùng bỏ điện thoại đang nghe ra

Dạ anh cần gì để em giúp ạ

Thắng

Thanh toán cho vợ anh cái nhờ

Tùng đi lúi ra nghe điện thoại

Tùng

Anh nói gì cơ ạ, để vợ giữ tiền là hèn thật ạ

Thắng

Ơ cái thắng này

.....

KỊCH BẢN 5: KHÁCH HÀNG CÀ LẮM

Thắng đứng xem nệm trong cửa hàng

Tùng

Dạ anh ơi bên em đang có dòng nệm cao su, nệm lò xo, nệm foam. Không biết là anh cần loại nào ạ?

Thắng

Nệm cao... cao.. su

Tùng

Dạ nệm cao su đây ạ

Thắng

Không thích. Nệm nệm... lò .. lò..xo

Tùng

Nệm lò xo bên này anh ơi

Thắng

Cũng cũng.... không thích

Tùng

Thế là anh lấy nệm foam ạ

Thắng

Mua.. mua gối

Mặt tùng ngơ ngác

Tùng

Gối ấy ạ? Dạ...dạ ...anh lấy bao...bao....nhiều ...cái ạ

Thắng

Này chửi...chửi...cha..cha..không bằng.. bằng...pha tiếng nhá

Tùng

Anh nói làm em nhịu theo đấy ạ. Thế anh muốn lấy bao nhiêu cái ạ.

Thắng

Lấy.. lấy anh..anh...2...2...2...2 cái gối

Tùng

Anh lấy bao nhiêu cơ cái ạ

Thắng

2...2...2..2 cái

Ngoại - sáng - bên ngoài cửa hàng

Thắng

Gối..gối..của anh..anh.. đâu

Tùng

Dạ gối của anh đây ạ. Đủ 2 nghìn 2 trăm 2 mươi 2 cái

Thắng

Sao lại 2 2 nghìn.. nghìn...

Tùng

Dạ đủ đấy ạ anh cứ đếm đi ạ, bên em uy tín lắm anh

Thắng

Anh đặt có 2...2..2..2 cái gối thôi. 1..1..1 +1..1 bằng 2 ấy

Tùng ngơ ngác

KỊCH BẢN 6: BAD BOY

Nội - sáng - cửa hàng

Tùng

Đây là nệm cao su Gummi Classic. Em mời chị thử ạ

Trang (giọng gay gắt)

Em cứ để chị tự nhiên

Tùng

Dạ vâng ạ

Thắng xuất hiện với hình ảnh ngẫu, vẫy tay bảo Tùng đi ra

Thắng

Sao, em thấy thích chứ. Nệm này thiết kế lỗ thoáng khí cho cảm giác nằm dễ chịu

Vừa nói Thắng vừa xoa tay lên nệm

Thắng

Ngoài ra nệm có độ đàn hồi cao, ngoài ra còn có mùi hương vani dễ chịu giúp tạo cảm giác thoải mái cho giấc ngủ. Mình lấy cái nệm này luôn nhé

Trang mặt thích thú gật đầu(nhạc lãng mạng)

Thắng

Lấy cho khách cái nệm này, lần sau cứ làm như anh nhé

Tùng đi vào tạo vẻ bad boy như Thắng (tạo dáng lố)

KỊCH BẢN 7: ĐỪNG TIN NHỮNG GÌ BẠN NHÌN THẤY

Trang

Em trai thanh toán cho chị với

Thắng

Anh có chút việc bận anh ra ngoài nghe điện thoại chút

Trang tỏ thái độ sau khi Thắng ra ngoài

Trang

Đấy em trai thấy không, thời đại nào rồi còn dùng cái bài nghe điện thoại này. Em trai để ý mà có đi với người yêu thì đừng như thế nhé

Thắng xuất hiện từ đằng sau

Thắng

Anh mới đi một tý mà quay lại đã thấy bộ mặt thật của em

Nhạc trung

Thắng cầm gối bỏ đi

Tùng
Ơ cái gối của em
Ngoại - sáng - ngoài cửa hàng

Thắng
May thế vẫn lái được cái gối

.....

KỊCH BẢN 8: PHỤ NỮ SINH RA ĐỂ YÊU THƯƠNG

Nhạc buồn

Trang
Tại sao anh lại đối xử với em như thế

Thắng
Nhưng mà em không chịu hiểu cho anh

Trang
Anh có biết anh làm thế em đau lắm không
Tùng xuất hiện

Tùng
Anh để cô ấy chịu đựng như thế chưa đủ à

Thắng
Cậu không biết được đâu

Tùng
Có gì mà tôi không biết

Đẩy cao trào nhạc
Nhạc tắt

Tùng
Có phải chị bị đau lưng đúng không ạ. Em mời chị nằm thử nệm này ạ
Đây là nệm Amado Cool Gel Memory Casa với cấu trúc tế bào mở giúp giải phóng và hấp thụ hoàn toàn áp lực cơ thể giúp chị thoải mái hơn ạ
Mặt Trang và Thắng ngơ ngác không hiểu gì

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KỊCH BẢN 9: SALE CUỐI TUẦN

Tùng đang đứng dặn dò Thắng nhân viên mới

Tùng:
Mới vào làm nhìn anh tư vấn mà học tập nha!
Tùng đi về phía khách hàng nữ

Tùng:
Dạ chị ơi! Chị muốn chọn gì đấy ạ!

Trang:
Chị đang kiếm 1 cái chăn đắp được cả mùa hè lẫn mùa đông ấy!

Tùng:
Dạ vậy chị thử chiếc bên này dùng được cả đông lẫn hè đấy ạ!

Trang:
Ừ thế cho chị thanh toán...

Thắng:
Khoan đã!

Thắng nói kiểu mấy chị em tâm sự với nhau

Thắng:

Chị ơi! Chị sang trọng quý phái như này phải dùng cái loại Doona Luxury chị nghe tên là thấy đẳng cấp đúng không chị!

Trang hí hửng:

Ờ ở đẳng cấp!

Thắng:

Đây là chần mùa đông còn mua hè chị dùng chần Amando cực kì mát luôn! Cái này (doona) đang được giảm 20% cái này (Amando) giảm 40% sale cuối tuần 1 vốn 4 lời đấy chị ạ!

Trang:

Được chị lấy chị lấy!

Thắng:

Chưa hết chị ơi bên này là nệm...

Thắng dẫn Trang đi 1 vòng lấy đồ 1 đồng rồi quay lại thanh toán

Tùng:

Tổng hoá đơn của mình hết 150tr ạ!

Trang:

Em phải học hỏi bạn này nhiều vào! Tư vấn thế mới gọi là tư vấn chứ!

Trang quay sang nói với Thắng:

Chị về nhé em trai!

Thắng quay sang Tùng cười khẩy

KỊCH BẢN 10: THEO ĐUỔI

Nội - Sáng - Cửa hàng

Trang

Thanh toán chị cái

Thắng

Dạ vâng ạ

Trang

Em trai nhìn đẹp trai trắng trẻo thế này có người yêu chưa em

Thắng

Dạ em chưa có ạ

Trang

Thế thì cũng phải tìm người để theo đuổi chứ

Thắng

Em tìm mãi mà không thấy ai

Trang

Em thấy thế nào về chị

Thắng

Chị cứ nói thế em ngại

Trang

Nếu em không che chị sẽ cho em 1 cơ hội

Ngoại - đêm - ngoài cửa hàng

Trang cầm sản phẩm chạy đi

Trang

Thế là chị cho em cơ hội để theo đuổi chị rồi nhá

KỊCH BẢN 1: GA CHUN LILY

Hai vợ chồng đi chọn ga gối

Thắng:

Hôm nay hai vợ chồng mình đi ăn nhà hàng nha!

Trang nhìn Thắng ngạc nhiên

Thắng:

Ăn xong anh dẫn vợ đi mua quần áo! Lâu lắm vợ cũng chưa sắm đồ! Rồi mình đi xem phim!

Trang:

Hôm nay anh bị làm sao đấy!

Thắng:

Anh biết là em ngày nên anh còn chọn một bộ Ga giường mới cho vợ! Loại này chống thấm nước, chẳng may có ra giường thì rất dễ dàng vệ sinh, còn có tính năng kháng khuẩn rất tốt cho sức khỏe em!

Trang mắt long lanh:

Tự nhiên hôm nay chồng tốt với em thế! Em có đang nằm mơ không?

Thắng cười cười

Trang tỉnh dậy bên cạnh là Thắng đang nằm ngủ gác chân lên người Trang

Trang:

Đúng là mơ thật

Trang quay sang đập Thắng ngã lộn nhào xuống giường cho bồ ngựa mắt

Thắng loạng choạng tỉnh dậy không hiểu chuyện gì

KỊCH BẢN 2: NỆM G9 OSAKA

Hai vợ chồng đi xem nệm

Người vợ bầu luôn cầu nhàu chồng về những chuyện nhỏ nhặt

Thắng dắt vợ đi

Thắng:

Em đi cẩn thận

Trang:

Này đây tự đi được khỏi cần phải diu với chả dắt

Thắng thôi không dắt vợ nữa thì Trang lại tiếp

Trang:

Đấy giờ anh thấy tôi bầu bí xấu xí nên anh bỏ mặc không quan tâm tôi nữa chứ gì?

Thắng:

Thì đây!

Thắng lại dắt vợ

Trang:

Thôi khỏi cần! Chắc chắn là trong lúc tôi bụng mang dạ chửa anh lém phém với con nào rồi bây giờ anh giả vờ quan tâm tôi để tôi không nghi ngờ anh chứ gì?

Thắng:

Làm gì có ai!

Trang:

Anh đừng có mà cãi! Linh cảm của con gái không bao giờ sai nhá!

Thắng:

Sao từ lúc bầu bí em khó tính thế nhở

Tùng nhân viên xuất hiện

Tùng:

Khi mang bầu phụ nữ mang thêm một khối lượng lớn nữa làm ảnh hưởng đến cột sống một phần dẫn tới việc bị áp lực dẫn đến khó tính!

Tùng dẫn hai vợ chồng đến nệm G9 Osaka

Tùng:

Nệm G9 Osaka phù hợp với những người gặp vấn đề về cột sống, với công nghệ profile Cutting đàn hồi tốt và giúp nâng đỡ cơ thể, ổn định cột sống! Kết hợp gai massage nhẹ nhàng giúp thư giãn giải toả áp lực!

Kèm theo những lời giới thiệu của Tùng là Trang thử nệm và cảm nhận

Trang:

Lần này linh cảm của em sai thật rồi!

Thắng:

Thì anh đã bảo mà!

Trang cười cười thì màn hình điện thoại Thắng để trên nệm hiện tin nhắn “Tối nay anh có qua với em không?”

Trang tròn mắt nhìn Thắng

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KỊCH BẢN 3: BLACK FRIDAY KHỞI ĐỘNG

Thắng và đang hoảng loạn cố cứu một cái gì đó đang nằm dưới đất

Thắng:

Làm ơn có ai giúp tôi không? Tỉnh dậy đi mà! Đừng có như thế tôi không thể sống thiếu anh được!

Tùng chạy đến

Tùng:

Có chuyện gì thế anh?

Thắng:

Cậu giúp tôi với! Bạn tôi!

Trang cũng chạy đến bảo Thắng đi ra

Trang làm động tác như hô hấp nhân tạo

Thắng nóng lòng đứng bên ngoài chờ đợi

Trang buông tay mặt đầy thất vọng

Trang:

Tôi cần gây sốc nhưng ở đây không có dụng cụ! Xin lỗi tôi đã cố gắng hết sức Toàn cảnh Trang cầm chiếc ví dưới đất dơ lên trong đó không có 1 đồng nào

Thắng:

Không được cô phải giúp tôi!

Tùng:

Tôi có cách này không biết có tác dụng không?

Hai người quay lại nhìn Tùng

Tùng hồi hộp đọc lớn:

Black Friday Vua nệm sale sốc 55%

Cả ba nhìn vào chiếc ví

Từ từ trong đó 5 nghìn rơi ra

Cả ba hét lớn

Thắng hạnh phúc ôm chầm lấy Tùng cảm ơn trong nước mắt

Thắng nâng niu chiếc ví rời khỏi cửa hàng phía sau Tùng ánh mắt hạnh phúc nhìn theo

KỊCH BẢN 4: NỆM LÒ XO AMANDO ORLANDO

Cặp vợ chồng đi đến xem nệm

Người vợ vừa đi vừa càu nhàu về người chồng của mình

Hai người vừa ngồi xuống nệm thì chồng không nghe thấy gì nữa

Thắng:

Vợ ơi! Vợ nói gì đấy anh không nghe thấy gì cả vợ ơi!

Trong khi đó khẩu hình miệng của vợ vẫn mấp máy

Thắng hoảng loạn:

Mình điếc rồi à?

Tùng đi đến

Tùng:

Không phải đâu anh ạ!

Tùng kéo Thắng đứng dậy lại nghe chửi rồi lại để Thắng ngồi xuống nệm lại không nghe gì

Tùng:

Đấy là do khả năng cách ly chuyển động và tiếng ồn của nệm Amando Orlando với hệ thống lò xo túi độc lập giúp hạn chế tối đa ảnh hưởng chuyển động từ người bên cạnh, Nệm nâng đỡ tối ưu các đường cong của cơ thể mang lại cảm giác êm ái, thư giãn

Thắng:

Hay quá! Chốt ngay cho anh quả này nha!

Thắng nắm thư giãn trong khi Trang vẫn đang nói liên hồi bên cạnh

KỊCH BẢN 5: CÂU CHUYỆN MUA HÀNG BLACK FRIDAY

Thắng hốt hoảng đi vào trong cửa hàng hỏi nhân viên

Thắng:

Em ơi em có thấy cô gái tóc vàng mặc áo xanh tay 1 chiếc cầm gối ở đâu không em!

Tùng:

Anh bình tĩnh ạ! Em vừa thấy cô ấy ở đây thôi anh đi theo em!

Tùng dẫn Thắng đến chỗ cô gái

Thắng:

Trời ơi em đi đâu vậy anh tìm em mãi!

Trang ngơ ngác nhìn Thắng

Thắng tiến đến phía Trang

Thắng:

Em có biết là anh lo lắng không hả?

Thắng tiến đến lấy chiếc gối trên tay Trang bỏ đi

Thắng:

Black Friday Vua Nệm còn mỗi một chiếc may quá tìm được em!

Trang bất ngờ

Trang:

Ơ này cái thằng kia!

KỊCH BẢN 6: BLACK FRIDAY SĂN TRƯA SẮP KẾT THÚC - CỨ TƯỜNG LÀ CÓ NY

Một khách hàng nữ đang đứng thanh toán

Tùng:

Dạ tổng hoá đơn của mình hết 10tr chị ạ!

Trang ngóng ra ngoài:

Chờ chị chút nha! Sắp có người đến thanh toán rồi!

Tùng:

Dạ còn lâu không chị ơi! Vì chương trình Black Friday Vua Nệm săn trưa của bên em sắp kết thúc rồi ạ!

Trang cuống cuống

Lúc này một thanh niên vội vã đi đến

Trang hét lên:

Anh làm cái gì mà bây giờ mới tới?

Thắng:

Anh xin lỗi! Đường tắc quá!

Trang:

Đến rồi thì thanh toán đi 10tr!

Thắng:

Em mua cái gì mà lảm thế? Làm sao mà đủ tiền

Trang:

Sao? Anh tiếc tôi à? Dăm ba những thứ này anh còn tiếc thì không biết sau này anh đối xử với tôi sao nữa!

Thắng:

Em có biết vì sao anh đến muộn không? Vì anh phải ra ngân hàng rút tiền mang đến cho em đây!

Trang:

Sao anh nói nhiều thế nhở? Trả được thì trả không trả được thì chia tay đi!
Tùng nhân viên đứng cạnh vừa sốt sắng nhưng nghe những lời cô gái nói cũng không thể chấp nhận được

Thắng:

Chia tay thì chuyển trả tiền đây?

Trang:

Tiền gì?

Thắng:

Tiền mẹ bảo con rút 5tr đến đây cho mẹ đây ạ! Con chỉ là ship thôi! Mẹ nghĩ con là ny mẹ đây hả? Lại còn bắt ngta thanh toán!

Thắng đưa cho Trang 5tr tiền mặt

Trang khựng lại:

Thế mà cứ tưởng mình có ny!

Thắng:

Dạ mẹ cứ mơ đi! Không ai dám yêu mẹ đâu ạ!

Trang gỡ đầu gỡ tai

Còn Tùng thì cũng chỉ biết cười trừ

KỊCH BẢN 7: AMANDO LUCIO - MUA NỆM VỀ NHÀ

Nhân viên Vua Nệm đang tư vấn cho một cặp đôi đang ngồi trên nệm thử

Tùng:

Dạ nệm lò xo túi độc lập Amando Lucio có độ đàn hồi cao vừa êm ái vừa thoáng khí rất phù hợp cho những cặp đôi như anh chị đấy ạ!

Trang nháy mắt với Thắng:

Tý mình về nhà anh thử cái nệm này nha!

Thắng:

Tự nhiên về nhà anh làm cái gì?

Trang đổi:

Sao không được! Minh quen nhau bao lâu rồi! Anh chẳng bao giờ dẫn em về nhà ra mắt cả!

Thắng gắt:

Đi đâu cũng được trừ về nhà!

Trang bực mình:

Anh cứ như thế là như nào? Anh định giấu em đến bao giờ? Đi chơi chỗ đông người không được nắm tay, đăng ảnh thì anh không cho đăng cái có mặt anh! Bây giờ về nhà cũng không cho!

Thắng:

Em phải hiểu là anh còn có gia đình, bạn bè, đối tác nữa!

Trang:

Thế anh có coi em là bạn gái của anh không?

Thắng:

Có khổ quá!

Trang:

Thế sao anh phải giấu diếm!

Thắng:

Thôi được rồi! Hôm nay anh sẽ dẫn em về nhà ra mắt bố mẹ!

Trang ngó ngó

Thắng:

Ra mắt cả vợ anh nữa!

Trang xực nhớ ra

Tùng tròn mắt nhìn Thắng

Thắng:

Để rồi em vợ anh có xé hai đứa ra làm đôi không? Đã đi ăn vụng rồi còn bày đặt công với chả khai! Giờ về nhà?

Trang:

À thôi thôi! Quên mất!

Trang gãi đầu gãi tai cười gượng

Tùng cũng chỉ biết lắc đầu với cặp đôi ngang trái này

KỊCH BẢN 8: BLACK FRIDAY SẮP KẾT THÚC - TÊN CƯỚP CÓ LƯƠNG TÂM

Một vị khách bước vào cửa hàng thì 1 người khách khác đi ra

Trong lúc vô tình Thắng làm rơi chiếc ví Tùng nhìn thấy thì vội cầm lấy rồi lững thững đi ra

Thắng:

Này anh kia! Ví của tôi!

Tên mở ví ra không thấy gì thì ném trả lại Thắng

Trang lúc này phi từ trong quày ra

Trang:

Anh cứ để em! Dám hành động với khách của bà hả?

Trang hét lớn mặt hùng hổ chạy đuổi theo Tùng

Thắng:

Ờ nhưng mà cậu ấy trả lại tôi rồi mà!

Thắng mở ví ra chỉ có mấy đồng lẻ thờ dài vì kiếp nghèo của mình

Trang vừa đi đã về rồi

Trang cầm 1 sấp tiền đưa cho Thắng

Trang:

Của anh đúng không?

Thắng ngạc nhiên:

Nhưng...

Trang:

Anh định hỏi làm sao em bắt được nó chứ gì? Trước khi làm nhân viên Vua Nệm em từng có kinh nghiệm 4 năm làm bảo vệ rồi anh ạ!

Thắng ấp úng:

Không phải!

Trang:

Đúng rồi anh không phải cảm ơn em đâu! Đây là trách nhiệm và nghĩa vụ của nhân viên chúng em mà!

Nói rồi Trang đi vào trong không để Thắng kịp giải thích

Tùng xuất hiện mặt mày tím tái ngoài cửa vẫy Thắng ra

Tùng:

Anh ơi em xin lỗi! Em mà biết anh chả có đồng nào thì em đã không ra tay! Anh có thể cho em xin lại...

Thắng áy náy rồi trả lại cho Tùng mặt buồn bã

Tùng:

Anh vào mua hàng mà không có đồng nào người ta cười cho! Thôi anh cầm tạm 1 ít vào mua hàng Black friday Vua Nệm sắp kết thúc rồi anh ạ!

Thắng cầm tiền cảm động

Trang từ bên trong hét lớn

Trang:

Mày còn dám quay lại à???

Tùng hốt hoảng bỏ chạy

Trang đuổi theo hô đứng lại

Phía sau Thắng cầm tiền mà rút nước mắt

KỊCH BẢN 9: GỐI DOONA SOFY - KẾ HOẠCH SUÝT HOÀN HẢO

Hai vợ chồng đang đi chọn gối

Thắng cầm trên tay một chiếc gối hí hửng hỏi vợ

Thắng:

Vợ thấy cái gối này được không?

Trang:

Được cái gì mà được! Lấy cái gối Doona Sofy này này! Thiết kế lượn sóng ôm sát phần đầu cổ! Gối cái này mới không lo bị nhức mỏi vai gáy!

Thắng bĩu môi

Thắng:

Nhưng mà anh thích cái này hơn!

Trang:

Này!!! Anh cãi tôi đấy à? Tôi bảo lấy cái này thì anh phải lấy!

Thắng:

Không anh cứ lấy cái này cơ!

Trang:

Anh được lắm! Anh anh chết với tôi!

Trang cầm chiếc gối đuổi theo Thắng vừa đi vừa quát đứng lại ra ngoài cửa hàng
Chạy ngang qua chỗ Tùng khiến anh này hoảng sợ

Tùng:

Anh chị ơi bình tĩnh anh chị ơi!

Trang lại đuổi theo Thắng vào trong cửa hàng nhưng không cầm theo chiếc gối lúc này
Tùng chứng kiến nhưng vẫn chưa nhận ra điều gì bất thường

Trang đứng trong cửa hàng nói Thắng:

Bây giờ anh có mua cái gối này không?

Thắng:

Đã bảo anh lấy cái gối kia!

Trang:

Hay lắm Thắng ạ!

Trang vợ cái gối gần đó lại đuổi Thắng ra khỏi cửa hàng cầm theo cái gối đi qua chỗ Tùng

Tùng hí hửng:

Anh ơi chạy từ từ không ngã anh ơi!

Tùng đang cười bỗng nhận ra điều gì đó bất thường

Trang đuổi Thắng đến chỗ góc khuất thì dừng lại

Hai người bắt đầu lộ bộ mặt thật

Thắng:

Thằng cu này dễ lừa nhể?

Trang:

Vừa tròn 1 cặp luôn! Về thôi!

Trang và Thắng quay lại giật mình khi thấy Tùng đứng phía sau nở nụ cười rạng rỡ từ bao giờ rồi

Thắng và Trang tiếp tục diễn

Trang:

Đồng ý lấy thì có phải ngoan không! Cứ để người ta bực mình!

Trang quay sang cười với Tùng

Trang:

Em cho chị thanh toán nha!

Tùng:

Dạ vâng ạ!

KỊCH BẢN 10: BLACK FRIDAY - GIANG HỒ GIẤY

Trên loa có thông báo:

Black Friday Vua Nệm sale trưa từ 12h - 14h sale tối từ 19h - 21h

Nhân viên cửa hàng ra mở cửa

Tùng

Việc của mày à tao tự mở được
Đang black friday đại ca muốn xem cái nệm nào không ạ
Trang chỉ tay về cái nệm Thắng đang ngồi

Tùng

Anh trai ơi, dậy cho đại ca em xem cái

Thắng

Nhưng mà tôi xem trước mà

Tùng

Thế giờ có nhường không
Thắng lắc đầu

Tùng

Coln lợn này, mày nhìn lại mặt hàng đi
Tùng vén áo lên khoe hình xăm vẽ TTTT, ĐĐĐĐ(tình tiền tù tôi, đụng đầu đánh đấy)

Tùng

Thế nào nhường không

Thắng

Không

Thắng vén áo lộ hình xăm thật

Tùng

Quả này chắc là fake rồi
Tùng kiểm tra hình xăm của Thắng

Tùng(giọng run)

Hàng thật chị ạ

Thắng

Em ơi , xem có 2 anh chị muốn tranh cái nệm của anh này

Đàn em của thắng đi vào

Thắng

4 chữ gì đấy nhờ

Tùng (giọng run)

Thương trẻ tàn tật

Thắng

Thế còn bên kia

Trang Tùng

Đang đau đùng đánh ạ
Tùng và Trang sợ hãi bỏ chạy

Thắng (giọng run)

May thế mình chỉ hơn nó là cái này mình dán

2. Find the location

The group's study sites are often at home. Because each member is responsible for researching and understanding the TikTok market in general and the prevailing trends in particular, to avoid missing any information, the team had to learn more about the user habits of other social networking platforms in addition to researching the TikTok market over time to update trends. which news. And because users' habits on each social networking platform are different, it takes quite a while to synthesize and distill information into a complete source for channel building. This research also includes the study of many different scenarios as well as similar videos across all search platforms in order to optimize for the team's scenarios.

Will start working with the brand to set a filming schedule and a shooting store location so that the brand can prepare space and props for production.

Recommended locations for filming

Vua Nem Store: 128 Tran Duy Hung, Cau Giay, Hanoi

Vua Nem Store: 142 Nguyen Chanh, Cau Giay, Hanoi

Vua Nem Store: 568 Truong Dinh, Tan Mai, Hanoi

Vua Nem Store: 183 Truong Chinh



3. Prepare Technical Equipment

In terms of editing tools, the team used two cameras, the Sony A6400 and Sony A7-III, along with a set of 50 f/1.8, 28 f/2, and 24 f/70 GM lenses. The reason for choosing these two cameras is because, on the market today, the A6400 and A73 are the two cameras with the best recording capabilities in the segment.

Not only does the Sony A6400 have an attractive screen that's convenient for videographers to rotate, but the Sony A6400 also has very useful video-making features, including the ability to record 4K (using the 6K model) at 100Mbps in parallel. There's also S-log3 and S-log2 support for post-production, as well as 4K HDR (HLG) recording. With two lenses of 50 f/1.8, 28 f/2, and 24 f/70 GM, shooting portraits is quite sharp, and can be used in many different scenes in many different environmental conditions. As a result, viewers will see appealing quality 4K videos.

In addition, for the video to have good anti-shake quality and sound, the group also had to use a gimbal to support recording, a microphone to record sound, etc.



4. Record Video

4.1. Video Recording Process

- Set up the necessary equipment for the shoot, such as camcorders, equipment to support filming, and lighting. The production team will set up the rotating lights that the team prepared, such as the LED NanLite Forza 60, Aladin FalconEyes RX-18TD, and NANLite PavoTube 15C. Here, the production team used the Aladin FalconEyes RX-18TD lamp as the key light, the NanLite Forza 60 LED, and the NANLite PavoTube 15C lamp as the fill light and backlight (Phạm Thanh Hà, 2015)
- Along with setting up lighting equipment, the production team also needs to prepare filming equipment depending on environmental conditions to set up shooting parameters. The basic parameters of the camcorder, such as the picture profile, such as slog2, slog3, hlg, etc., must be prepared, followed by aligning the camera parameters to best suit and preparing supporting equipment for filmings, such as a gimbal and recording mic.
- The director had a meeting with the production team to finalize the script order as well as the frame and detailed content in each scenario.
- Working with actors, preparing to change costumes, making up
- Actors work directly with the director to match the dialogue and unify script ideas.
- The production team and actors took a test shot, checking the camera angle to best suit the actor. Organize production according to the script.
- After the end of the production session, clean up the scene and maintain the production equipment.

4.2. Camera Shot List

CAMERA SHOT LIST Phase #1

Production title TikTok channel Vua Nệm Sheet no. 1
Director _____ Date _____

Location 568 Trương Định
Tân Mai

Script #	Title	Scene	Notes
1	SO SÁNH TÌNH YÊU KHI MUA NỆM	Nội - sáng - cửa hàng	
2	GẤP LẠI TÌNH XƯA	Nội - sáng - cửa hàng	
3	Người đàn bà hoang phí	Nội - sáng - cửa hàng	
4	Tường dễ ăn	Nội - sáng - cửa hàng	
5	Không thể cưỡng lại	Nội - sáng - cửa hàng	
6	Nhật được tiền	Ngoại - sáng - vỉa hè Nội - sáng - cửa hàng	
7	Phụ nữ thật khó đoán	Nội - sáng - cửa hàng	

CAMERA SHOT LIST Phase #2

Production title TikTok channel Vua Nệm Sheet no. 1
 Director _____ Date _____

Location 142 Nguyễn Chánh
Cầu Giấy

Script #	Title	Scene	Notes
1	Sự trả ơn	Nội - sáng - cửa hàng	
2	Giờ tôi đã khác	Nội - sáng - cửa hàng	
3	Báo giá nhầm	Nội - sáng - cửa hàng	
4	Khách hàng khó tính	Nội - sáng - cửa hàng	
5	Thái độ quyết định mọi thứ	Nội - sáng - cửa hàng	
6	Tưởng thế mà không phải thế	Nội - sáng - cửa hàng	
7	Tính toán nhanh gọn	Nội - sáng - cửa hàng	

CAMERA SHOT LIST Phase #3

Production title TikTok channel Vua Nệm Sheet no. 1
 Director _____ Date _____

Location 128 Trần Duy Hưng
Cầu Giấy

Script #	Title	Scene	Notes
1	Người vợ hay quên	Nội - sáng - cửa hàng	
2	Quên nhanh quá	Nội - sáng - cửa hàng	
3	Muốn giao hàng cho chị đầu phải dễ	Nội - sáng - cửa hàng	
4	Sau bao nhiêu năm quay trở lại	Nội - sáng - cửa hàng	
5	Trả tiền sau 6h30	Nội - sáng - cửa hàng	
6	Gặp lại đại ca	Nội - sáng - cửa hàng	
7	Chi đại mắt lag	Nội - sáng - cửa hàng	
8	Không thể nào quên	Nội - sáng - cửa hàng	

CAMERA SHOT LIST Phase #4

Production title TikTok channel Vua Nệm Sheet no. 1
 Director _____ Date _____

Location 183 Trường Chinh
Khương Thượng, Đống Đa

Script #	Title	Scene	Notes
1	Hiếu ý	Nội - sáng - cửa hàng	
2	Quà tặng cuộc sống	Nội - sáng - cửa hàng	
3	Chi đại part 2	Nội - sáng - cửa hàng	
4	Giàu vì bạn sang vì vợ	Nội - sáng - cửa hàng	
5	Nhìn hơi bị lâu	Nội - sáng - cửa hàng	
6	Sugar Mommy	Nội - sáng - cửa hàng	
7	Lái máy bay	Nội - sáng - cửa hàng	
8	Khách hàng "ngang ngược"	Nội - sáng - cửa hàng	
9	Tự ti	Nội - sáng - cửa hàng Ngoại - tối - vỉa hè	

CAMERA SHOT LIST Phase #5

Production title TikTok channel Vua Nệm Sheet no. 1
 Director _____ Date _____

Location 183 Trường Chinh
Khương Thượng, Đống Đa

Script #	Title	Scene	Notes
Phase 5.1			
1	Nói đạo lý	Nội - sáng - cửa hàng	
2	Tình bạn đẹp	Nội - sáng - cửa hàng	
3	Nhân viên thật thà	Nội - sáng - cửa hàng	
4	Có tật giặt mình	Nội - sáng - cửa hàng	
5	Khách hàng cá lăm	Nội - sáng - cửa hàng Ngoại - sáng - phía sau cửa hàng	
6	Bad boy	Nội - sáng - cửa hàng	
7	Đừng tin những gì bạn nhìn thấy	Nội - sáng - cửa hàng Ngoại - sáng - vỉa hè	
8	Phụ nữ sinh ra để yêu thương	Nội - sáng - cửa hàng	
9	Sale cuối tuần	Nội - sáng - cửa hàng	
10	Theo đuổi	Nội - sáng - cửa hàng Ngoại - tối - vỉa hè	

CAMERA SHOT LIST Phase #5

Production title TikTok channel Vua Nệm Sheet no. 1
 Director _____ Date _____

Location 183 Trường Chinh _____
Khương Thượng, Đống Đa _____

Script #	Title	Scene	Notes
Phase 5.2			
1	Ga Chun Lily	Nội - sáng - cửa hàng	
2	Nệm G9 Osaka	Nội - sáng - cửa hàng	
3	Black Friday khởi động	Nội - sáng - cửa hàng	
4	Black Friday	Nội - sáng - cửa hàng	
5	Nệm lò xo Amando Orlando	Nội - sáng - cửa hàng	
6	Câu chuyện mua hàng Black Friday	Nội - sáng - cửa hàng	
7	Black Friday sắp kết thúc - Cứ tưởng là có nỳ	Nội - sáng - cửa	
8	Amado Lucio - Mua đệm về nhà	Nội - sáng - cửa hàng	
9	Black Friday sắp kết thúc - Tên cướp có tâm	Nội - sáng - cửa hàng	

5. Edit Video

- The last major production phase the team has to go through is edit video, where the editors are responsible for publishing the video and the team has to organize the media for the video (here is the TikTok channel Vuanemofficial).
- The first important step in edit video is preserving and archiving the recording file. Normally, the recording file will be stored in two copies: one in the computer in charge of post-production and another in the hard drive to protect the safety of the recorded file during post-production and avoid risks in the post-production process.
- The post-production process will include steps.
- Build the raw script timeline. The separate scenes will be placed side by side, but they will help the audience feel and understand the content of the video to be conveyed.

- Build a raw background music frame for the video (normally, a video will include 4 or 5 popular songs to match the development of the script that attracts the most viewers). Reputable music sites are often used by the group, such as Epidemic Sound, Pixabay, etc., along with popular songs on TikTok.
- Enhance the character's emotions with music effects (emotional effects, humor, tension).
- Post-color correction. Each brand will have its own unique colors to create a style that matches the brand. The post-production color correction will help the video colors become clear, easy to see, and suitable for viewers. After the overall color correction, the video will go to the next step of retouching the skin color of the model. The tool that will be used here is the Beauty Box tool in Adobe Premiere.
- Effects help push images to increase creativity for more attractive frames. Commonly used effects such as distortion, transition effects, fast forward, fast, squeeze voice, slo-mo, black and white,...
- Add captions. Adding subtitles will help viewers have the best experience.



6. Upload Videos To The TikTok Channel

- This is the final stage for the team to finalize the product for the channel. The scripting team will check the quality of the output product to see if it is the right idea for the script to express or not. Next, the scripting team will check for possible violations before publishing. After passing the tests, the video will be uploaded to the Vuanemofficial channel along with the hashtags that are trending on TikTok. Add a thumbnail video title and caption, and set privacy. The uploading process usually takes 3-5 minutes. Then the video will be successfully uploaded to the channel.

Video upload schedule:

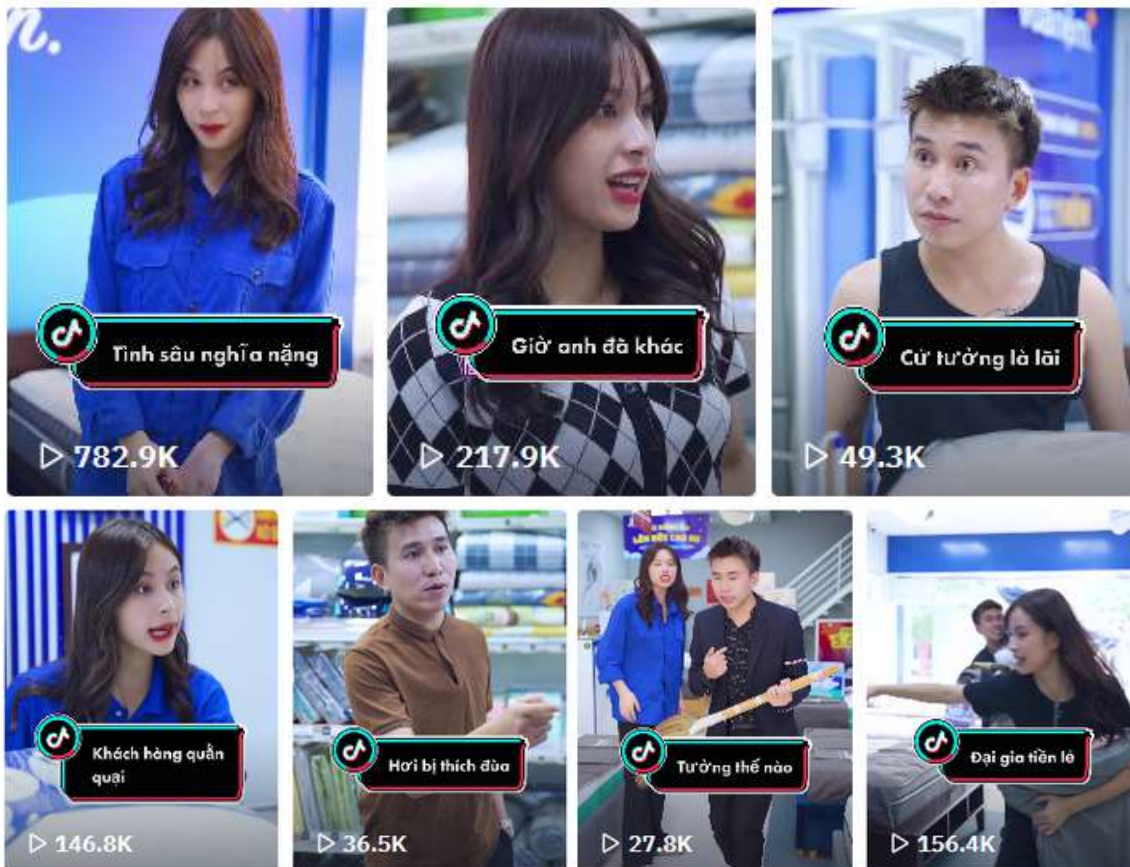
Phase 1:

TikTok VuaNemofficial			
Phase 1			
1/9	2/9	3/9	4/9
			TikTok channel: Tình yêu to lớn
5/9	6/9	7/9	8/9
			TikTok channel: Cay đắng tình xưa
9/9	10/9	11/9	12/9
TikTok channel: Đã bảo không được bán	TikTok channel: "Nay đây mai đó"		TikTok channel: Quản lý tương bờ
13/9	14/9	15/9	
TikTok channel: Cô vợ làm trò		TikTok channel: Cuộc tình chóng vánh	



Phase 2:

Phase 2			
	16/9	17/9	18/9
	TikTok channel: Tình nghĩa sâu nặng		TikTok channel: Giờ anh đã khác
19/9	20/9	21/9	22/9
			TikTok channel: Cứ tưởng là mãi
23/9	24/9	25/9	26/9
		TikTok channel: Khách hàng quần quai	TikTok channel: Hơi bị thích đùa
27/9	28/9	29/9	30/9
TikTok channel: Tưởng thế nào			TikTok channel: Đại gia tiền lẻ



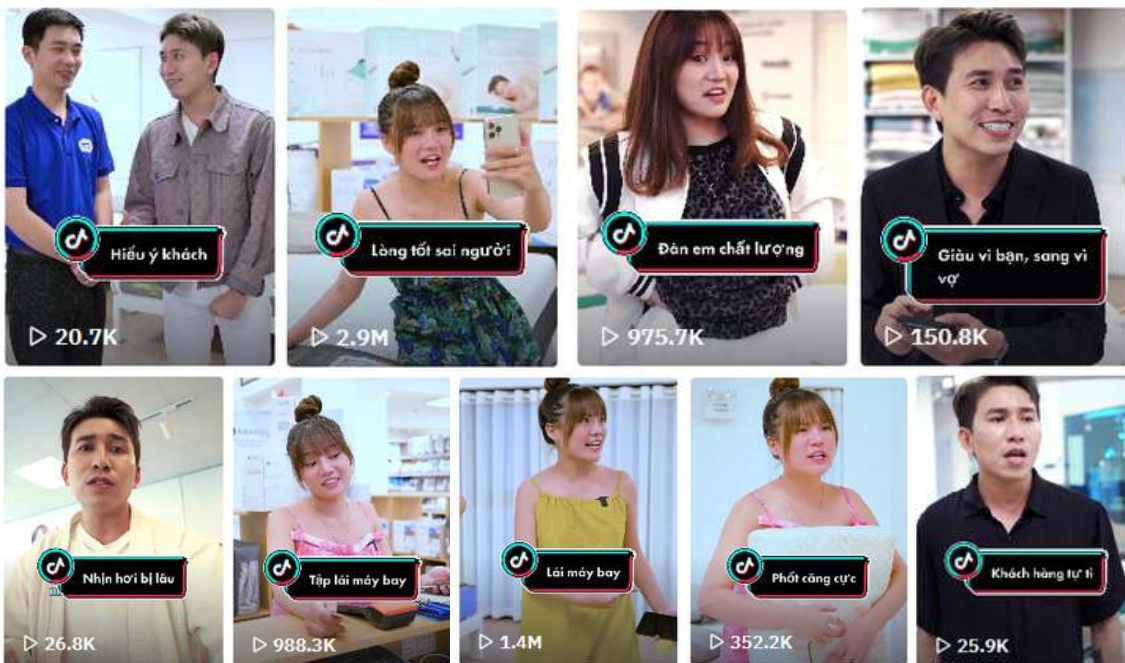
Phase 3:

Phase 3			
1/10	2/10	3/10	4/10
	TikTok channel: Khách hàng mất nào	TikTok channel: Quên tên tí thôi	TikTok channel: Muốn chị nhận hàng đâu phải dễ
5/10	6/10	7/10	8/10
	TikTok channel: Ước mơ thành hiện thực		TikTok channel: Đại gia ảo tưởng
9/10	10/10	11/10	12/10
TikTok channel: Mãi mãi là anh em			TikTok channel: Chị đại không lòng vòng
13/10	14/10	15/10	
	TikTok channel: Không thể nào quên		



Phase 4:

Phase 3			
1/10	2/10	3/10	4/10
	TikTok channel: Khách hàng mất nã	TikTok channel: Quên tên tí thôi	TikTok channel: Muốn chị nhận hàng đâu phải dễ
5/10	6/10	7/10	8/10
	TikTok channel: Ước mơ thành hiện thực		TikTok channel: Đại gia ảo tưởng
9/10	10/10	11/10	12/10
TikTok channel: Mãi mãi là anh em			TikTok channel: Chị đại không lòng vòng
13/10	14/10	15/10	
	TikTok channel: Không thể nào quên		



Phase 5:

Phase 5			
1/11	2/11	3/11	4/11
		TikTok channel: Tình bạn tốt	TikTok channel: Nhân viên thật thà
5/11	6/11	7/11	8/11
TikTok channel: Có tật giật mình		TikTok channel: Vị khách cà lăm	TikTok channel: Thích Bad boy
9/11	10/11	11/11	12/11
TikTok channel: Phía sau sự thật	TikTok channel: Hãy yêu theo cách của bạn		TikTok channel: Nhân viên out trình
13/11	14/11	15/11	16/11
TikTok channel: Theo đuổi chị đi em		TikTok channel: Chồng trong mơ	TikTok channel: Khó tính vì đâu
17/11	18/11	19/11	20/11
TikTok channel: Cảm động lòng người		TikTok channel: Khi báo fake gặp báo giấy	
21/11	22/11	23/11	24/11
	TikTok channel: Tai không nghe tim không đau	TikTok channel:Lỡ lạc mắt em	TikTok channel: Hay tưởng bỏ lăm
25/11	26/11	27/11	
TikTok channel: Mê trai đầu thai mới hết	TikTok channel:Công khai người yêu	TikTok channel: Trộm văn minh nhân viên nhiệt tình	



CHAPTER 4

vuanêm®

POST- LAUNCH PROJECT & REFLECTION

I. PROJECT EVALUATION

1. KPI Total (1/9/2022 - 27/11/2022)

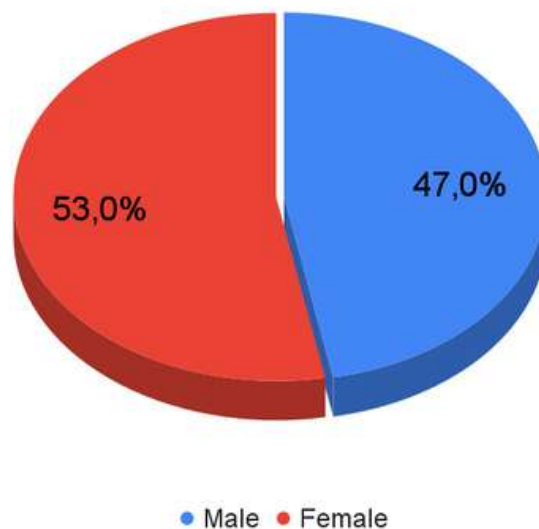
Content	KPI	Results	% Completed
Follow	21.000	43.000	205%
View	20.000.000	23.173.000	116%
Video Million Views	3	3	100%
Like	700.000	761.000	109%
Comment	4.000	4.914	123%
Share	1.000	1.286	128%
Save	10.000	11.419	114%
Profile Views	150.000	157.000	104%

=> After 3 months of project implementation, the team has completed and exceeded the KPI target.

2. Channel Statistic

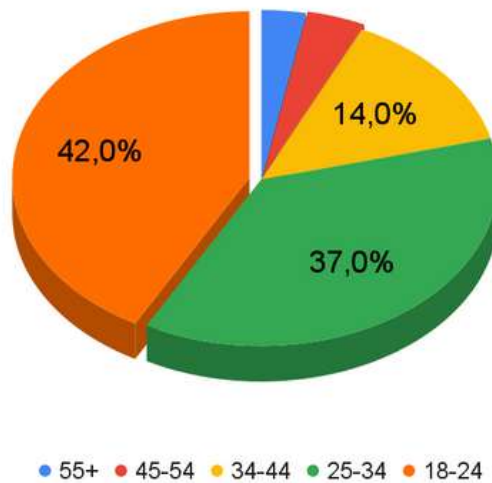
When there is not a significant difference in the number of viewers from the two genders, Vuanemofficial offers content that is gender diverse and is displayed through a chart.

Percentage by country



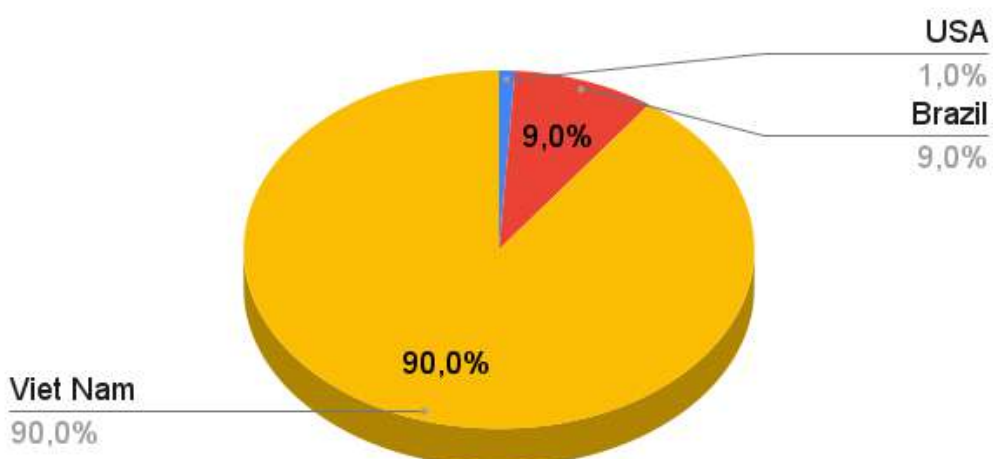
The main viewing age of the Vuanemofficial channel is from 18 to 24 years old, but from 25 to 34 years old, the channel also attracts viewers to follow the development of content.

Percentage of viewers by age



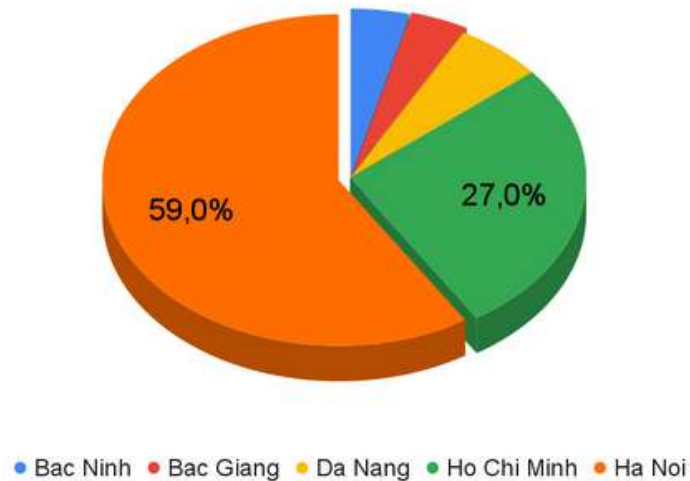
Vuanemofficial builds channel content aimed at people living and working in Vietnam. Through statistics, the channel can decide to only focus on and create content that is relevant to the region.

Percentage by country



The analysis table reveals that the videos on the channel are appropriate for many regions, particularly Ho Chi Minh City and Hanoi.

Rate of views by city



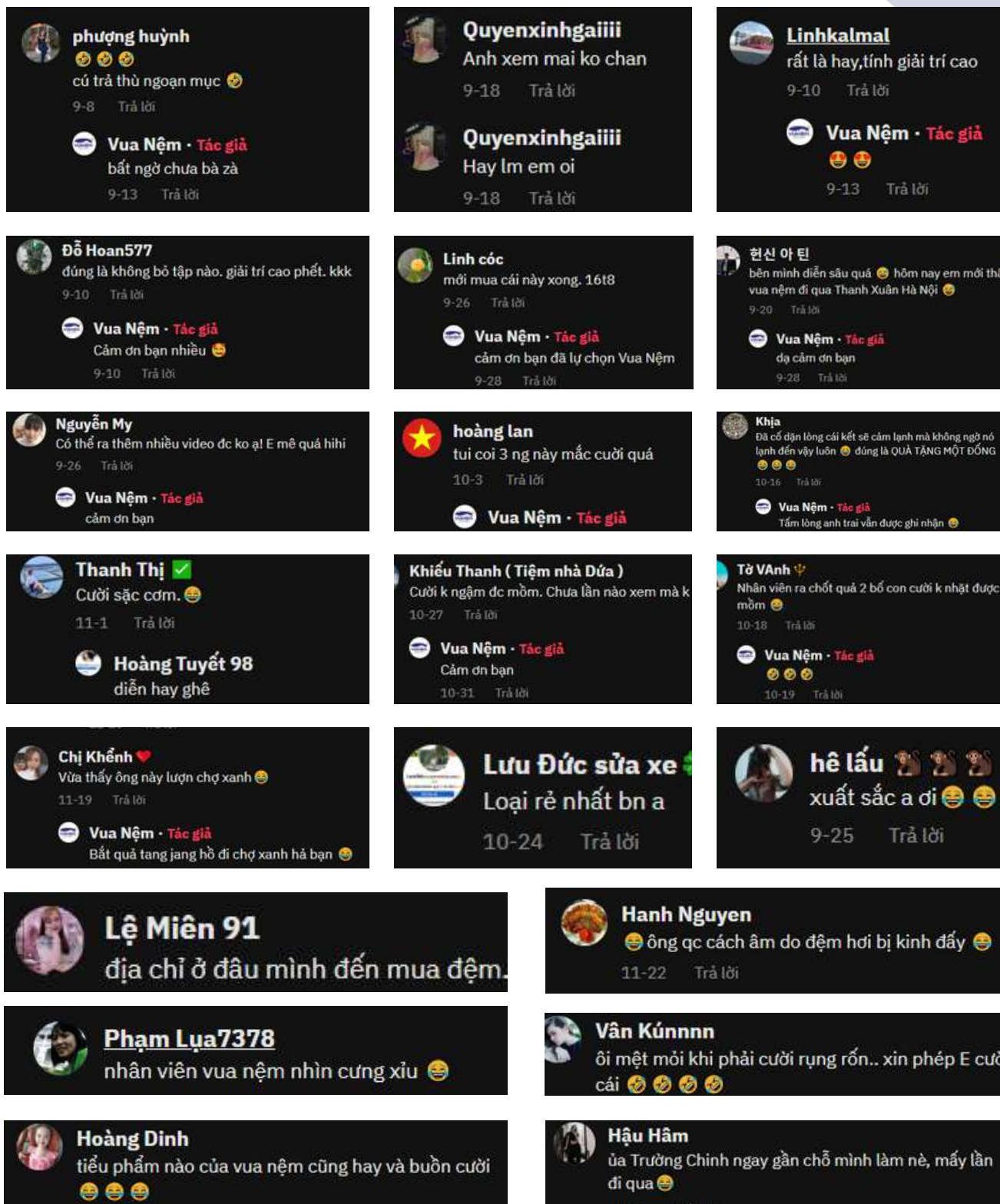
3. Qualitative Results

3.1. Vua Nem's Feedback

- Mr. N Manager: "First and foremost, I would want to congratulate the team for the efforts that the entire team has done to finish the task properly in the past. I see that, despite their youth, they are quite energetic and eager to learn. Although he was startled and did not adjust to the flow of the job at first, after about two weeks, he discovered that they had caught up with the project's development very rapidly, the indicators had been met, and the results were quite good. We are still following the strategy in light of the comments on the channel, as well as the initial consensus on the concept and direction. I saw several adjustments, and the flexibility throughout production generated some new ideas, so it also helped me learn a few things from your team. At the end of the project, he and the communication team were pleased with the outcomes. Despite the fact that it is done, I would want to receive comments from your team in order to better jointly."
- "I find the filming really intriguing and am delighted to accompany you in the filming," says Ms. Nguyet (Vua Nem shop worker). They're all extremely humorous and occasionally even resemble my job stories. In overall, the channel's material is enjoyable to watch."

3.2. Audience's Feedback

The Tiktok Vuanemofficial channel has proven to be highly efficient, attracting a large number of viewers to interact and evaluate the quality of products and services. The channel has received a lot of positive customer feedback about the quality of the videos on the channel, as well as feedback and reviews about Vua Nem products.

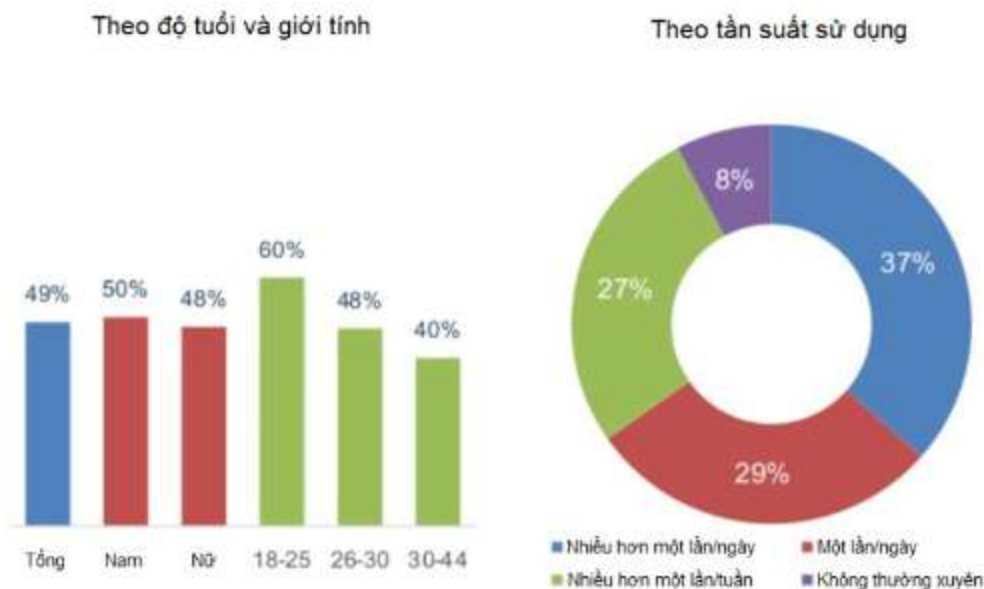


II. REFLECTION

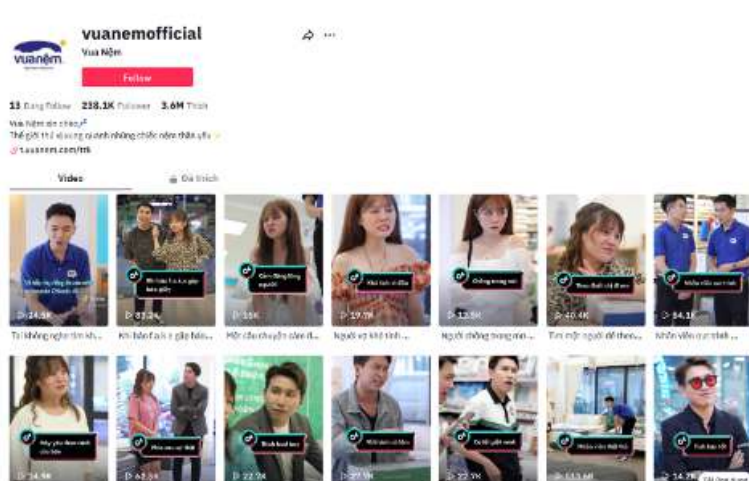
1. Overview

After implementing a series of media videos promoting the product, Vuanemofficial has received a large amount of interaction from consumers. Not only that, but the promotion and TikTok channel from September 1, 2022, to November 27, 2022, gave the project team time to learn and work with new technologies.

- Purpose: Vuanemofficial wants to find a change in the brand's image, take advantage of TikTok influence on the audience, and create its own identity.
- Meaning of building a TikTok channel: Creating value for customers and providing real experiences through topical videos is the meaning of creating a TikTok channel.
- Idea: Together, realistic thinking will create an irreplaceable experience and create diverse trends on TikTok.



Tik Tok popularity



2. Positive Points

TikTok channel Vuanemoffical has become a communication channel promoting products as well as brand policies. The channel has brought high efficiency, attracting a large number of viewers who interact as well as evaluate the quality of products and services.

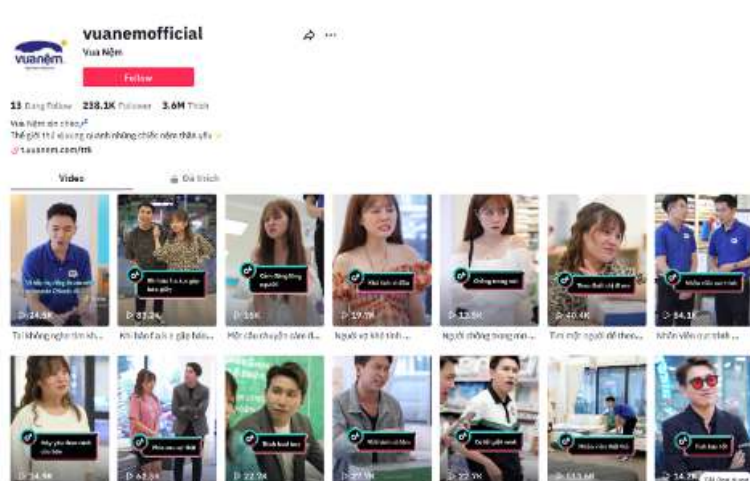
The TikTok channel Vuanemoffical has reached many new customers, increasing brand awareness. This is demonstrated by the growth of the channel, the number of followers, likes, comments, and storage.

Team members have access to learning in a professional environment, guided by people with long experience in channel building. Then, constantly working with famous people will help increase communication skills as well as understanding workflow for future work.

The TikTok channel Vuanemofficial was scripted on August 20, 2021, and on August 23, 2021, the channel uploaded the first video to start a series of videos about the products of the Vua Nem brand with humorous situations and fun. The first video of the channel has attracted a lot of attention from viewers and collected 58,023 views and 6,122 hearts. At the same time, laying the groundwork for the channel's future development, when the next Vuanemofficial videos are also well received by the audience,.

After a year of development, the channel has so far collected 238.1K followers and 3.6M likes. At the same time, the channel's videos also achieved an average of 10K–4M views. Thereby, it can be seen that Vuanemofficial has successfully reached the audience that the channel has set out in the early stages, which are also potential customers of the Vua Nem, who may be interested in the Vua Nem brand.

Currently, the channel has been maintaining a stable viewership, and the number of videos posted to the channel is also increasing. Until now, the TikTok channel Vuanemofficial's team has been working to improve and expand the channel to better suit the market. The content of videos on the Vuanemofficial channel is still updated regularly to be as close to the trend as possible, and in the future the channel will grow even further to bring in more potential customers for brands Vua Nem.





Backstage photo

3. Negative Points

The first two weeks of the project's implementation were slow because the team could not keep up with the schedule, but after that, the progress became stable. The schedule for posting videos on TikTok is not specifically agreed upon due to many inadequacies affected by other user channels (for example, the case of TikToker Nờ Ô Nô caused the salary to be tight for TikTok content these days). that is heavily censored; videos are difficult to trend, resulting in interaction indentation).

Vua Nem' TikTok channel has not promoted sales on TikTok but only provided information about products and promotions.

4. Recommendation

(1) Retaining viewers with episodic videos

Although the current channel has been running steadily and has a loyal following, it has been impacted by TikTok changes and updates (which prioritize new content), so some videos on the channel are still available flop phenomenon.

Therefore, there must still be regular script changes to better match the trends of viewers and TikTok in general. Besides, it is also necessary to change or add actors to avoid repeating boredom for viewers. The audio part can follow the prevailing trends and change continuously according to the trends to easily reach the audience.

(2) Attracting customers who need to learn about products

While the channel's current images and messages are intriguing, many viewers might want to learn more about the item. More product information and experiences can be delivered through video. Today's content creation channels often use video interactivity. Vuanemofficial tells stories about store employees, but the content could become more interesting if the characters could engage with the audience.

The team's solution is to divide Vuanemofficial into weekly batches of humorously themed videos and product videos. The team responsible for creating the content can edit and add amusing information and product quality details. The team's solution, Vuanemofficial allows characters to have interactive conversations with viewers while content is being created.

(3) Development of the TikTok Shop section

Currently on TikTok, King Mattress is only producing funny content videos and advertising product information, but has not promoted sales there. TikTok Shop has a lot of potential right now because there are so many incentives for users. King Mattress should develop more than the TikTok Shop section to be able to increase product sales directly from the channel.

5. Team's Contribution To The Project

Building a TikTok Vuanemofficial scenario: From the very first days the team received the project, the members were divided into work groups and specific items to match the capacity and strengths of each member. The contributions of each member are closely related to the project.

Common task:

- Create a TikTok Vuanemofficial script (5 script batches).
- Schedule filming (setup, contact with stakeholders such as actors, technical support, etc.).
- Participate in the process of filming, editing, and posting products.
- Learn and understand the operating rules of TikTok and the Vuanemofficial Channel.
- Monitor channel growth metrics.
- Collect and track audience interactions and feedback.
- Take feedback and use it to improve the next product.
- Collaborate with the production team in all production processes for media products.

Each member's specific responsibilities are as follows:

- Le Hong Hanh and Luong Sy Hiep: Write script content, find context, schedule, and manage the production process with TikTok content leader Vuanemofficial.
- Hoang Tung Lam and Tran Nhat Huy: in charge of filming, editing videos, contacting KOLs and the technical team, and filming sets with Leader Media for VuanemOfficial.
- The whole team is in charge of monitoring and calculating the interaction statistics of TikTok Vuanemofficial videos, receiving feedback, and making modifications for the following products.



6. Lessons Learned

At the end of the project, Vua Nem has created practical conditions for personal development for each individual participant. Not only experiencing technology, Vua Nem also creates conditions and funds to match the group's achievements.

6.1. Tasks Scheduling

To come up with plans, the team identified and met with stakeholders to ensure the duration of the term.

Step 2 defines the project goal. The team works with Vuanemofficial to find the audience on the platform and the content to send to the customer.

Step 3 determines the transfer time. The transfer process will often face difficulties from aligning content and staffing. To be effective, the team first met and collaborated with the people who created the content to ensure topic consistency.

Step 4: Plan the timeline for the project. Each individual has different tasks when doing it, and to optimize the time, the team has divided the parts to be done and discussed them with the parties to create a roadmap. the best.

Step 5 of contingency planning: When implementing it, the team encountered a lot of problems with the images and scripts. For practical difficulties, the team created a backup scenario so that the work could be handled without affecting the actors and stakeholders. Step 6 presents the project plan. The team, after completing the plan, used the knowledge of slides, Google Docs, and Sheets to convince people and correct the problems. Not only that, the group also learned how to make presentations and present their point of view when presenting the plan.

6.2. Ideation And Script

This is probably the biggest difficulty that the team faces because the scripting problem requires both professional skills in scriptwriting as well as updating outstanding trends to make the script more attractive and rich. At first, due to the new contact, the members still faced many difficulties. Mr. Tung (who is in charge of the script for Vua Nem) taught the two members in charge of the script some script writing skills. Then 2 members must spend a fixed amount of time researching other brands' channels and updating daily trends. Thereby, script writing skills have gradually improved.

6.3. Video Recording Skills

Filming skills have improved in terms of camera angle, light direction, and frame alignment. Along with that, the skill of using lighting aids, video lights, camcorders, and equipment to support filming professionally.

6.4. Video Editing Skills

In order to better express and convey the intention of the script as well as the character's emotions, after learning and listening to suggestions from the production team, the member in charge of video editing has gained more thinking skills. Logic in the stitching of scenes, selection of sounds (background music and sound effects), as well as video colors, so that the scenes, products, and characters are presented in the most perfect way.

The project team had access to professional editing software such as Adobe Premiere and Capture One to create scenes and layouts that were posted to TikTok. In the process, beyond the visual and audio logic, the team also had access to effects and optimized video output with the platform.

6.5. Communication And Teamwork Skills

The whole team has worked together for nearly 4 months on the project and has experienced many difficulties and challenges from barriers of geographical distance, individual personalities, and a new working environment. However, it is not difficult to be discouraged; the group has gradually improved and become more professional, as shown through the process of each script. Communicate in a professional working environment and handle issues during script and schedule discussions.

Cooperation with a professional team and KOLs is not too difficult and brings about many more useful working relationships. In the process of conducting the target customer survey, the team researched and researched to ask questions close to reality. Each person's communication skills are also improved so that they can approach the interviewer without being inconvenient.

6.6. TikTok Skills

To better understand the terms and regulations of TikTok, the group has learned a lot more about this social networking platform over the years. Ways to get videos trending to get lots of engagement, from small terms to community standards and beyond. Also, because in the process of building and developing the channel, it is necessary to have a very deep understanding of how TikTok works, the whole team has been constantly learning and developing to respond well to the process of working together.

6.7. Handling Situations Skills

Continuous video production requires members to have high processing speeds to be flexible in the production process and bring out the most attractive products.

6.8. The Caretaking Skills

When filming a product, it is very important to ensure the health of the actors. To be able to complete the script on time, each member of the team needs to exercise and take care of their own health, avoiding unintended problems. The shooting team needs to prepare so that the actors feel comfortable and do not have problems while filming.



Thank you



First and foremost, we would like to express our heartfelt gratitude to Supervisor Mrs. Nguyen Thi Hue for sticking with the group during the previous journey.

We honor and value the teachers who have guided and shaped the group over the course of the four-year journey.

The L3H team would like to express their gratitude to "Vuanemofficial" for supporting team members complete tasks and grow as individuals.

Finally, we want to express our gratitude to our family, friends, and everyone else who has ever stood by us and shared our belief.

The L3H team wishes everyone a journey full of incredible opportunities. Thank you so much!

L3h

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