

MINISTRY OF EDUCATION AND TRAINING

FPT UNIVERSITY



Capstone Project Document

ThuongThuong communication project: Raise awareness of love from ordinary things in life to young generation in Can Tho

BBT TEAM

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Can Tho, 08/2023

APPROVAL SHEET

The thesis entitled “ThuongThuong communication project: Raise awareness of love from ordinary things in life to the young generation in Can Tho”. Prepared and submitted by La Nhu Quynh, Nguyen Ngoc Minh Thu, Nguyen Hong Ai, Lam Hai Yen, Nguyen Hai Dang, in partial fulfillment of the requirements for the requirements for the degree, Bachelor of Multimedia Communications, has been examined and is hereby endorsed.

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EXECUTIVE SUMMARY

ThuongThuong is a social media project with the role of awakening young people's interest in happiness derived from ordinary things in life, thereby adding more appreciation for the present and more motivation for the future.

The project lasts for 10 weeks from May 1 to July 9, 2023, including communication activities such as social media campaign, media production and event. These activities are carried out by the main BấtBình Thường team - a team of students who are majoring in communication at FPT University Can Tho has a passion for art, technology and developing the spiritual life of young people.

After the implementation of the communication campaign and the organization of events, the project has brought many results beyond expectations. The impressive achievements are the tremendous growth of the main media platform, reaching thousands of people during the campaign and attracting more than hundreds of people to the end of the project event. Above all, the interest and positive feedback of the target audiences sent to the production team is extremely valuable.

Although there are some limitations and difficulties coming from objective purposes, in general, the project still fulfills its mission of being an emotional bridge between young people and the love from ordinary things in life. At the same time, this project also becomes a solid foundation for the BấtBình Thường team to continue to execute the next projects.

ACKNOWLEDGMENT

In making and completing the Capstone, the team received much support and help from many people. This campaign is completed based on our university's knowledge and practical experience.

First of all, we sincerely acknowledge our mentor Nguyen Thi Hong Kel – a Multimedia Communications lecturer, for sparing her precious time for guiding and suggesting ideas to the team during the implementation and completion of the project. These suggestions are the solid foundation for our team to form a better project.

The team would like to thank all wonderful guests who agreed to participate in the media productions so that we could create inspirational stories. A big thank you to all our sponsors for their financial and mental support in this campaign. We are very thankful to FPT University Can Tho for sponsoring the venue.

We are also grateful to the artists for their creativity in the artwork. And we will never forget the staff and F-Art for being a part of the event's success. Furthermore, thank you to the media collaboration for their interest and support in the communication of the campaign.

Last but not least, special thanks to our audiences for their following, engagement, and encouragement on social media; and visitors who attended the ThuongThuong exhibition. They supported us by their positive responses and enthusiastic cooperation for us to collect information and data for this project.

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CHAPTER I. INTRODUCTION

1.1 Background

Nowadays, people are undoubtedly suffering from invisible strain as a result of the strong growth of Vietnam society. The rapid development is making our life busier and more bustling pressure from education, family, job, relationships, confirmation of self-worth, and so on. These factors are also causing people to feel exhausted, pressured, and generate negative things then gradually lose faith in life. A majority of us literally concentrate on working and studying, and we easily ignore the values of love that are always around us. This emotional factor is an essential key which generates joys and confidence in life. It also brings inner strength so that people will bravely confront every obstacle.

As a group of young people who are interested in social issues and want to contribute positive values to the community. Therefore, our group wants to bring a topic close to everyone's life - "Love".

The love mentioned in the project is not only about the bond between two individuals but also affection expressed through empathy, attachment, sharing, and a sentimental connection between persons and things and events. Love is one of the crucial emotional values for human life and is conveyed in various forms. That is why every individual has their own way to define love. No matter how to explain it, love is an intense feeling deep within the heart. Although it is an invisible feeling, it is always present in daily life, which can be mutual care and help between people and things around them; or the desire to do what they are passionate about. For instance, a girl is woken up by her cat; a boy receives a book offered by his friend; or an old lady happily enjoys her tea in her small garden.

1.2 Problem Identification

The mental health crisis has occurred in Vietnam as a new challenge. According to nationally published data, Vietnam has at least three million adolescents with mental disorders, only 20% of whom are diagnosed and treated appropriately. The majority look to alcohol, drugs, and stimulants as temporary solutions (Ha Ngan, 2021). Especially with the following two groups:

- Students: pressure from parents and teachers, assessment of learning results.
- People lack motivation in life: lack of supportive relationships, lack of communication, and lack of ways to cope with stress or other difficulties.

The pressures in life have strongly influenced the way young people react to all daily activities. They cower, live separately, focus only on themselves and gradually become insensitive to surrounding relationships. This leads to negative consequences in the psychological life of young people, typically depression.

Thus, appreciating simple happiness or celebrating small achievements is one of the effective ways to realize the value of love. When they can find their love that helps them be happy, have faith to live, and give them strength to overcome all challenges. And they can begin a journey to enjoy life more colorfully by feeling and observing the ordinary things of life more clearly to detect the love that is invariably alongside them.

1.3 The Statement of The Capstone

Both the implementation of this project and research are results based on the efforts of the members of Bất Bình Thường team (BBT). With the knowledge and skills accumulated during the study at the university, combined with each member's own strengths, the team created an appropriate project to raise awareness of the love messages from ordinary things through experiences designed by media activities. Thereby, this project will spread the joyful as well as love in regular life for young people, specifically Can Tho youth - the target audience that the project aims at.

1.4 The Structure of The Capstone

The project structure is divided into 7 main chapters including:

- Chapter 1: General introduction of the topic content
- Chapter 2: Presenting situation analysis and research
- Chapter 3: Providing information about the project development plan overview as master plan, objectives, goals, big idea, key message, strategies and tactics, and so on.
- Chapter 4: Showing the pre-production stages of social campaign, event, and media production.
- Chapter 5: Details of the work in the production stage.
- Chapter 6: Conducting an evaluation project in the post-production stage
- Chapter 7: Conclusions

1.5. Introduction of Bất Bình Thường exhibition season 1

Bất Bình Thường exhibition is the first art combined Augmented reality (AR) technology exhibition in the Mekong Delta to be held in September 2022. The topic in season 1 is about painful social issues such as school violence, domestic violence, gender violence, cyber violence, and body-shaming, etc.

During the 3 days of the event, it received the attention of media and press organizations such as VTV Southern, Lao Dong newspaper, etc., and a lot of positive feedback from visitors.



Figure 1. Some pictures from the previous exhibition.

CHAPTER II. SITUATION ANALYSIS AND RESEARCH

2.1 SWOT Analysis

<p>STRENGTHS</p>	<ul style="list-style-type: none"> - The members all have a stable foundation in Multimedia Communications and strengths to promote during project implementation. - Brand identity, distinctive colors, and impressive messages are unique; - The main media channel (BâtBình Thường Fanpage) has 326 likes, and 348 followers are the leverage to launch other media channels. - Modern design and filming equipment creates favorable conditions in the process of making media publications, - Good social relationships with press units, media companies, and businesses in Can Tho city and surrounding areas; professionals who are working in the fields of media, art, and technology; KOLs and KOCs on social networking platforms. - The success of the first season: Champion of Refes 2022, covered by local media (VTV9, and 6 news articles); Attracted more than 1000 visitors; Known as the first exhibition of AR technology works on social issues in the Mekong Delta.
<p>WEAKNESSES</p>	<ul style="list-style-type: none"> - Media publications are not diverse so the visitors quickly feel uninteresting. - Inconsistent service and guidance processes negatively affect the visitor's experience. - The number of members is less than the workload, so the specialization is not high. - It has not been able to attract many local sponsors because businesses in Can Tho city are still quite unfamiliar with the form of sponsorship for exhibition activities. - In Can Tho, there is no unit for renting suitable space to display the exhibition so our team has many difficulties in seeking a location.

<p>OPPORTUNITIES</p>	<ul style="list-style-type: none"> - The foundation is available from the success of the first season. - The exhibition is a hot activity, attracting a lot of attention and interest, especially from young people but there are very few projects with similar themes and methods of operation in Can Tho. - The production team is also in the age of the target audience, so it will be easy for them to empathize and understand the thoughts of young people. - Young people in Can Tho are a confident, creative generation and always ready to express their perspectives, the information they bring is very fresh and real. Besides that, they are emotionally sensitive so it will easily create connections and emotions.
<p>THREATS</p>	<ul style="list-style-type: none"> - The project takes place when students are completing their graduation projects and FPT University is promoting enrollment activities, so they will likely have to compete with many outstanding events and activities. - The school may change the form or time of the event application review, affecting the project's timeline. - The venue was already in the school's plan for another event. - More permits were incurred due to the expansion of the project scale compared to the first season. - Could not find enough collaborators to meet the workload. - Lack of funding, no sponsors. - Visitors in Can Tho city are no longer interested in exhibition activities.

2.2 Competitors Analysis

With our research in Can Tho City, there are no competitors or campaigns similar to our team's campaign, so our project can be recognized as a prominent pioneer in the media field of art and technology in the Mekong Delta.

On the other hand, in the process of searching for data for research purposes when expanding the seeking scope, we have collected two outstanding technology projects in recent years in the Ho Chi Minh City:

Firstly, “*Loài Plastic*” is a project launched to inspire the spirit of environmental protection among young people. In addition to the eye-catching art elements (models, pictures, origami art), visitors are able to witness firsthand the “revival” of plastic species with the experience of cutting-edge visual technology. The project not only provides an opportunity to enjoy the art space combined with modern technologies but also equips the attendees with useful knowledge about plastic waste and sharing ideas (Nguyen Luan, 2019).

Secondly, “Bring them back” is the mural project applying AR technology to provide an opportunity for the community to see rare and endangered wildlife species that have been and are in danger of extinction due to hunting and over-consumption. With AR technology, when viewers scan the QR code on the picture with a smartphone, they will see the wildlife from the paintings “step out” vividly on large-sized walls (Huyen Tran, 2022). Participants experience unique, lively, and realistic images of animals so that they comprehensively feel through all senses and elicit love for wildlife.

Identifying and evaluating our competitors or similar projects gives us insight into our competitors’ strengths and weaknesses. From this review, our team knows our current position in the market as well as learns a lot from the lessons of the predecessors. From there, we have suitable strategies and develop different and creative points for ThuongThuong project.

2.3 Target Audience

Target audiences for the project choosing are of both genders ranging in age from 16 to 35 and divide into three main groups: high school students, university students, and working people. They are living and working in Can Tho city.

HIGH SCHOOL STUDENTS



Age : 16 - 18 years old
Gender : Male, Female and LGBTQ+
Education : High school
Income : Depend on family's finance

KEY COMMUNICATION CHANNEL

- Facebook
- TikTok
- Instagram

CUSTOMER PAIN POINTS

- Loneliness, lack of love or care from social relationships.
- Peer pressure.
- Prejudice from the previous generation.
- Not being heard and understood.
- No suitable chance to show personal abilities.

KEY PSYCHOGRAPHICS

- VALUES:
- Creative
 - Confident
 - Sincere
- INTERESTS:
- New trend
 - Mental health
 - Social relationship
 - Achievement
 - Self-worth
 - Technology
- OPINIONS:
- Always want to have new experiences
 - Be ready to express self-opinion
 - Special attention to mental health

DESCRIPTION: Students studying at high schools in Can Tho city.

UNIVERSITY/COLLEGE STUDENTS



Age : 19 - 24 years old
 Gender : Male, Female, and LGBTQ+
 Education : University/College
 Income : Most depend on family's finance, the rest self-financed

KEY COMMUNICATION CHANNEL

- Facebook
- Instagram
- TikTok
- LinkedIn

CUSTOMER PAIN POINTS

- Loneliness, lack of love or care from social relationships.
- Peer pressure.
- Prejudice from the previous generation.
- Not being heard and understood.
- Unknown self-worth

KEY PSYCHOGRAPHICS

- VALUES:
- Creative
 - Confident
 - Flexible

INTERESTS:

- New trend
- Passion
- Mental health
- Social relationship
- Self-worth
- Achievement
- Career
- Community service
- Technology

OPINIONS:

- Pursue dream career
- Be yourself
- Follow passion in life
- Special attention to mental health

DESCRIPTION: Students studying at university/college in Can Tho city.

OFFICER, LECTURER & POSTGRADUATE



Age : 25 - 35 years old
 Gender : Male, Female and LGBTQ+
 Education : Postgraduate
 Income : Most self-financed, the rest depend on family's finance

KEY COMMUNICATION CHANNEL

- Facebook
- LinkedIn
- Instagram

CUSTOMER PAIN POINTS

- Loneliness, lack of love or care from social relationships.
- Peer pressure (with peers and younger).
- Losing human nature.
- Pressure of work, family, children.
- Financial burden.
- Must become a model of society.
- No time for themselves, for what they love.

KEY PSYCHOGRAPHICS

- VALUES:
- Professional
 - More experience
 - Integration

INTERESTS:

- Passion
- Social relationship
- Achievement
- Self-worth
- Material wealth
- Technology
- Position

OPINIONS:

- Accept suitable experiences
- Efforts to get achievements in life, and career
- Balancing duties in life

DESCRIPTION: People are working or studying in Can Tho city.

2.4 Customer Insight

Demographic Information: After analyzing the target audience groups, we proceed to clarify their insight through 4 aspects: options, perceptions, emotions, and intentions.

	High school students	University/ College students	(Post)graduate
Opinions	<p>It is quite simple, revolving around studying and relationships with friends and family. Prioritize choices that bring benefits and pleasure to them.</p>	<p>They have more issues to think about like high school students such as future jobs, income, love, accommodation, and so on but still at an average level, not too complicated. Their choices are still largely focused on their own interests because they don't have many roles in life to take responsibility for.</p>	<p>They play many roles in life, so they are responsible for many objects such as parents, spouses, children, students, colleagues, leaders, and so on. As a result, their choices are often directed toward others rather than themselves.</p>
Intentions	<p>They are often attracted to new and interesting things. Most of them are very easily influenced by their peers.</p>	<p>They are often attracted to new and interesting things. Most of them are very easily influenced by their peers.</p>	<p>They are often attracted to activities that have a community element or that are topics of interest to those close to them. For example, a female GenY lecturer also usually updates GenZ news and trends to be able to communicate well and connect with her students.</p>
Emotions	<p>They are very emotional, often expressing their feelings to others. At the same time, their emotions can be dominated and switch to different states.</p>	<p>They control their emotions better when in public places. Most do not easily share what they are thinking with people, even relatives. Suppressing a lot of emotions in a short time easily</p>	<p>They control their emotions better when being in a public place. Most do not easily share what they are thinking with people, even relatives. Having so many responsibilities in life</p>

	For example, they are feeling happy, but when they hear the unhappy story of their friends, they will be sad too.	makes them suffer from many psychological problems, which easily leads to negative thoughts and behaviors.	makes them sometimes forget their own feelings. This subject also often faces pressure and psychological problems but rarely takes negative actions because it will affect the people around them.
Perceptions	Innovative and rarely bound by many prejudices.	Innovative and rarely bound by many prejudices.	Mostly bound by prejudice.

2.5 Literature Review

2.5.1 Definition of Love

Love is a term that appears densely and often in life. Although no one has had a specific and precise statement about this word, they still use it every day. Love is a complex concept, different depending on the point of view and perspective of each person. This is also a popular topic in the fields of art, poetry, and movies; for example, Xuan Dieu poet - one of the famous poets specializing in writing about love in Vietnam - also mentioned “*Làm sao cắt nghĩa được tình yêu?*” quoted in the “*Vì sao*” poem (Tuyển tập Tự lực văn đoàn, 2004) to show that love differently exists in each person’s point of view. People often use love in all aspects of their lives and divide emotional styles such as family affection, friendship, love for work, etc. There are five forms to show feelings indicated in “*The 5 love languages*” (Chapman, 2016) consisting of words of affirmation, quality time, receiving gifts, acts of service, and physical touch. Each individual will have different ways of expressing their happiness through the combination of the above languages.

However, from a scientific point of view, this mixture of feeling and emotion is much more obvious. Fehr and Rusell (1991) classified *love* into several types encompassing: maternal love, romantic love, affection, love of work, self-love, infatuation, and other subtypes of love. Also, in their study, they realized that happiness is not the only factor that makes people feel *love*, but many other causes including caring, helping, establishing a bond, sharing, feeling free to talk, understanding, respect, and closeness. Additionally, Sternberg and Grajek (1984) from Yale University studied love from the aspect of *close relationships*.

They used the “Love Scale” to measure how close a relationship is between an individual with his/her parents, siblings, same-sex best friends, and spouses or lovers. The findings demonstrated that in different relationships, the feeling of *love* is shown with different degrees. Still, love depends on the bonds of a person and their beloved ones (Sternberg & Grajek, 1984).

2.5.2 Definition of Ordinary things

The phrase “ordinary things” mentioned in this report means moments that happen every day in each person’s real life. To explain this phrase more specifically, Fetall Lee (2018) gives the recipient a clearer picture of happiness because love from ordinary things in our topic is similar to the joy that the author mentions in her book. The author noticed that real joy comes from the material world including looking at a favorite painting, making a sandcastle, tending rose gardens, placing candles on birthday cakes, hanging holiday lights, etc. Then, she asked everyone she knew, even strangers walking down the street, what to do with their happiness to know exactly how the physical world affects the emotions of humans. And the replies received by the author are “*my grandmother’s kitchen, a signed Grateful Dead poster, the canoe at the house ... swimming pool and treehouses, hot-air balloons, googly eyes, ice-cream sundaes with colorful sprinkles.*” These things helped her to conclude one thing “*Joy isn’t hard to find at all. In fact, it’s all around us.*”

Moreover, Fetall Lee also pointed out that the moments in everyday life mentioned above are the cause of everyone’s joy and happiness. From there, this transforms into a source of positive energy to love and create a connection between each person and life. In her 2018 TED talk “*Where to joy hides and how to find it*”, she emphasized that “*Each moment of joy is small, but they add up to more than the sum of their parts over time*” to wrap up the talk (Fetall Lee, 2018). Consequently, the way to a happy life filled with love is to change the way people see the world and their place in it.

2.5.3 Augmented Reality Technology in communication campaigns

Augmented Reality (AR) is defined as “*an enhanced version of the physical, real-world reality of which elements are superimposed by computer-generated or extracted real-world sensory*” (Schueffel, 2017). AR technology is better understood through the application process, for example, when people use a specific application to open the phone camera and find the target object to be scanned such as an image that is encrypted into a smartphone app. The phone screen then simultaneously displays a 3D model of that photo.

These generated models look like real-life models based on the content of that image. And that is also the principle that took place in the recent exhibition.

In recent years, the trend of applying multimedia in communication campaigns has been a topic of interest and discussion because of its ability to fully exploit the emotional elements that make a deep impression on viewers. The research *“Evaluating visitor experience of digital interpretation and presentation technologies at cultural heritage sites: a case study of the old town, Zuoying”* (Ying Liu, 2020) confirms the combination of technologies such as virtual reality (VR), augmented reality (AR), and mixed reality (MR), providing diverse content formats (video, animation, etc.) and other methods have improved interactivity, authenticity, and the level of information conveyed to visitors. The study highlights the importance of digital technologies in interpreting and presenting heritage and creating new connections between heritage and the public.

Similarly, *“AR Exhibitions for Sensitive Narratives: Designing an Immersive Exhibition for the Museum of Memory in Colombia”* (Gasca, et al., 2022) argues that AR technology is a tool to visually engage audiences and connect with the social context in terms of content and emotions through the digital overlay. At the same time, they emphasize that AR technology helps the audience feel more empathetic and attached to the objects in the exhibition than in the original form. *“An Integrated VR/AR Framework for User-Centric Interactive Experience of Cultural Heritage: the ArkaeVision project”* (Bozzelli, et al., 2019) confirms that the application of AR technology changes museum visits and provides the opportunity to interact, contextualize and share experiences with other projects applying technology to the exhibition have appeared more to “blow a new wind” and enhance the experience of audiences in Vietnam.

Specifically, *“Loài plastic”* exhibition is a non-profit environmental project that includes publishing a website, a set of plastic species cards, and witnessing the “survival” of the plastic monster firsthand through the 3D models, virtual reality technology AR and VR in the exhibition to convey helpful information about single-use plastic products and raise user awareness (Nguyen Luan, 2019). The result is attracting nearly 25,000 followers with hundreds of thousands of interactions on social networks and a series of practical environmental activities.

Or an international project, *“Bring Them Back”*, is a street art project on large-sized walls incorporating AR technology to see the wildlife from the murals “come out” vividly

from smartphones. Therefore, “*Bring Them Back*” project can arouse and nurture a love of wildlife and at the same time raise public awareness of the role of wildlife in the ecosystem through this highly interactive form of communication (Huyen Tran, 2022).

2.5.4 Digital Storytelling

There are two studies that clearly express the impact of combining digital media with stories on the emotions of viewers in the media.

The first is “*A Thematic Review on Digital Storytelling (DST) in Social Media*” (Musfira, et al., 2022). This study has confirmed the value of Digital Storytelling on social networking platforms: “*Focusing on DST in social media to generate knowledge about a phenomenon was evident by eliciting richer data. It was mainly found that the significance of DST in social media arises in terms of the reachability of the audience and the facile way to develop and share a story compared to other digital mediums to carry a digital story to people*”. For that reason, the authors can conclude that DTS strongly proposes for brands to increase their channels to connect with the public on social networking platforms with media campaigns, which is a remarkable suggestion.

The second is “*Young Adults’ Views on Digital Storytelling Campaigns*” (Barbosa, et al., 2022). The content of the study claims that storytelling campaigns lead most participants to have a much more positive image of the brand, especially if it contributes to building a better world. They come up with a diagram with the remarkable point that the order of key determinants of both customer attention and interaction in a DTS campaign includes: Who shares it, content characteristics, and popularity. Through that, the author team can consider applying the right storytelling strategies to build a successful campaign.

To illustrate the analysis from referenced research documents, our group finds some case studies that are prominent and successful in Vietnam and have insight similar to our project from which to build a premise and create a development direction for the ThuongThuong project.

Firstly, “*Sống Như Ý*” of Generali is an appropriate case study to illustrate for storytelling campaigns. Generali has successfully conquered Vietnamese users with meaningful and genuine messages derived from real touchpoints and compelling media storytelling to evoke the audience’s emotions by maintaining and implementing the same insight in different forms of expression for 3 years. And the magnificent achievement that Generali has achieved during its meaningful journey is that Generali Vietnam won the

“Marketing Campaign of the Year” in 2021 (P.V, 2021). Furthermore, the latest campaign in the “Sống Như Ý” universe - “Thương mình một tí, cho đời như ý” has contributed to helping Generali become the most prominent insurance brand in social networks in 2022 (YouNet Media, 2023).

Secondly, PNJ has successfully implemented the campaign “Trao nhau khoảnh khắc, ghi dấu một đời” in Valentine’s season of 2023. Through the love platform, PNJ wishes to honor the beautiful and true love stories and the brand’s products will be proof of that true love. With that effort, some positive results the campaign accomplished are being the 2nd most mentioned campaign on social media and becoming one of the top 4 campaigns of February 2023 (Thu Nga, 2023); attracting more than 1,000 live spectators in the Amazing Valentine Show and many videos of the show went viral on social networking sites creating interest in the community and the media after the event; and being one of the 9 outstanding events of February 2023 (Buzz Metrics, 2023).

Lastly, the project “Yêu mới khó - Phòng ngừa HIV có ngại gì” combines elements of storytelling about love and has created great media production through music video as well as the meaningful exhibition. The campaign promotes HIV prevention and treatment by contrasting the difficulties of love with the ease, safety, and effectiveness of taking HIV antiretroviral drugs. The following highlight numbers show the impressive success of this campaign which is over 800 visitors in two days held at the exhibition “Bảo Tàng Tan Vỡ” - an exhibition featuring 10 contemporary works inspired by the 1,096 stories received by the campaign; more than 1,000 visits to the website yeumoikho.com and the campaign’s K=K Facebook with the need to actively seek information on HIV/AIDS prevention; more than 1 million views from the music video “Yêu Mới Khó” on Youtube and Spotify platforms by connecting music and messages about love to give voice to people living with H; estimated more than 12 million reaches on Facebook, Google; collected more than 80,000 interactions, discussions on social media and more than 120 news reports from news agencies (Huyen Tran, 2022).

2.5.5 Combination of AR and DST in ThuongThuong Campaign

The process of referencing related documents and conducting surveys has helped the authors to conclude that the application of Augmented Reality and Digital Storytelling elements in events and social media campaigns in Vietnam will bring high efficiency in touching viewers’ emotions and conveying meaningful messages of community activities.

However, no activity combines these two factors at the moment. For that reason, the authors decided to plan the project “ThuongThuong” - a communication campaign with a combination of both Augmented Reality technology and Digital Storytelling to tell love stories about ordinary things but full of meaning in life.

2.6 Research

2.6.1 Research objectives

2.6.1.1 General objectives

This project studies young people’s interest in emotional factors in daily activities to better understand their points of view and feelings about love from ordinary perspectives. From there, our team offers reasonable communication forms about love so that it can raise awareness of love from ordinary things in life

2.6.1.2 Specific objectives

The specific aims of the study are:

- To survey and analyze the current situation of young people’s understanding and perception of emotional factors in daily activities, particularly in Can Tho City.
- To learn about young people’s definition of love that affects young people’s emotions in ordinary things in life.

2.6.1.3 SMART objective

- Specific: The survey was designed to investigate the point of view of young people about emotional factors in daily life from ordinary perspectives. From the results, our team can develop and promote relevant content about the topic to the target audience more effectively.
- Measurable:
 - + Quantitative method: Determined through self-questionnaire. Participants have to complete the survey.
 - + Qualitative method: Determined through an open questionnaire.
- Achievable: Get at least 350 responses, including at least 300 valid responses
- Relevant: Have information to create appropriate activities/content for the campaign.
- Time: The total research implementation from May 20 to June 1, 2023, with 3 phases.
 - + Phase 1 (May 20 - May 23, 2023): Develop a survey questionnaire

- + Phase 2 (May 24 - June 1, 2023): Send the survey and collect data
- + Phase 3 (June 2 - June 14, 2023): Synthesize and analyze data obtained

2.6.2 Research questions

The study designs 2 main questions to explore and collect data on people's perceptions and attitudes about emotion as well as ways to receipt emotional values of them.

Q1: What are the top concerns/spiritual values at present that are most important to people?

Q2: What in life gives people inspiration and positive energy?

2.6.3 Research time

The survey and data collection takes place from May 24 to June 1, 2023.

2.6.4 Data collection method

In order to carry out the research and obtain the desired results, the method for collecting data in this report is quantitative and qualitative research. That mainly uses a survey form with a self-questionnaire for participants who are the target audiences and have them complete the survey and collect the results. The key objective of this research is discovering the interest in emotional factors so that we significantly concentrate on analyzing answers from participants.

2.6.5 Research subject

Subjects are of both genders and range in age from 16 to 35, including high school students, university students, and working people. They are living and working in Can Tho city. Before the study, all participants are informed and consent to provide information. All information is kept confidential.

2.6.6 Research findings

After collecting data through a questionnaire, the author presents the analysis results as descriptive statistical analysis.

Below is an analysis of the survey obtained based on 384 responses, of which 332 are valid as research data.

As a result of the survey, we have data on the gender of participants as follows: Out of the total number of survey participants, the majority are female, accounting for 60.2% while

males count for 39.8%. The number of female survey respondents was almost twice the number of male respondents. This shows that our topic appeals to a more significant number of women. Regarding the age group in the survey sample, the age group from 19 to 24 is the highest, accounting for 58.7%. This is the age that makes good use of multimedia and technology, in line with the group's goals to spread the message. Next is the age group from 16 to 18 years old accounting for 34.6% and 6.6% for the age group from 25 to 35 years old. From these demographic data, we can see the success of the project when reaching the right audience is young people.

Figure 2. Gender.

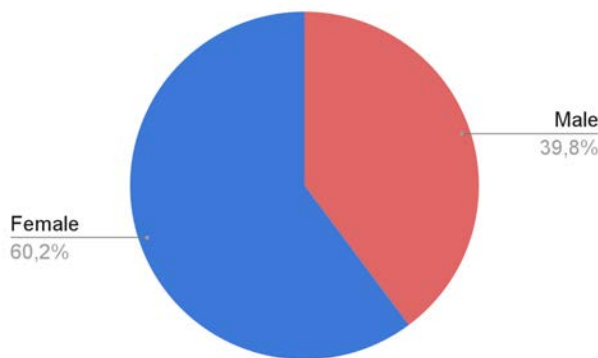
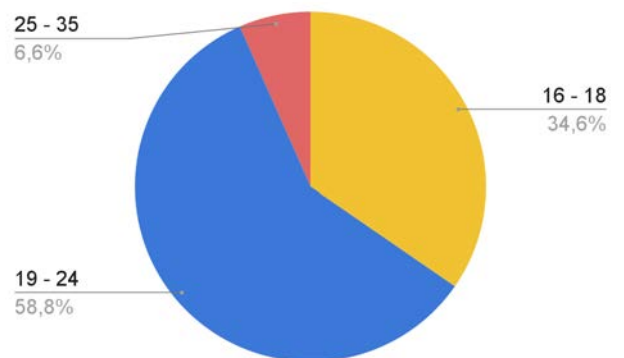


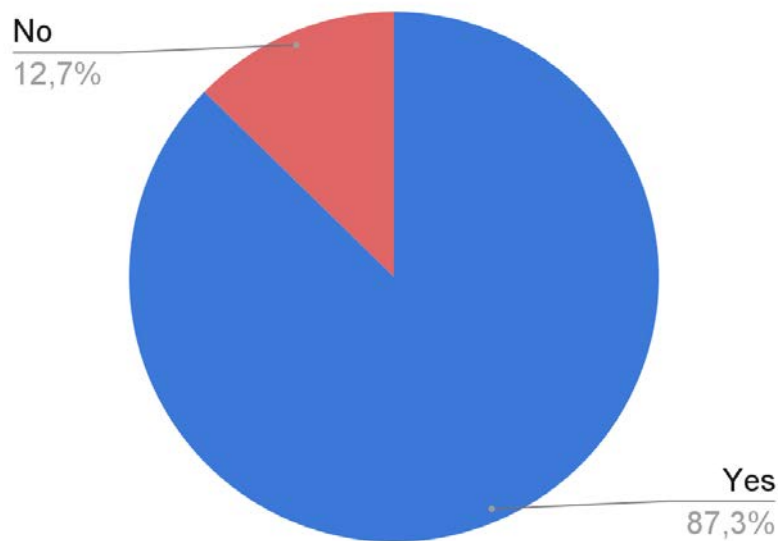
Figure 3. Age group.



Source: Results of authors' research

To learn how young people think they are sensitive persons or not, tending to perceive everything from the feelings, gestures, and actions of others to themselves, we have obtained the result is yes with 87.3% and no with 12.7%. From the above results, today's young people can observe their inner thoughts and feelings. Besides, they can assess their emotional value before the actions of others.

Figure 4. Analysis results of the perceived tendency from the feelings, gestures, and actions of others to your own



Source: authors

Moreover, to understand more deeply about young people's emotional self-awareness with things around life such as paying attention to details, emotional factors are essential in the actions they come into contact with, and simple things bring positivity to young people. To assess these things, the research team uses the Likert scale; the scale is used with five levels in descending order from 5 to 1.

It can be seen that the emotions that each individual feels can be different, but they all start from a subjective experience. This experience can range from the ordinary things in life through many forms. That is also the topic the research team aims to study better. The results show that respondents agree that emotions in daily activities are significant. The majority results above the average of 38.3% (important), 33.4% (very important). Furthermore, the simple things in life can bring positivity and happiness with 96.7% choosing yes.

Figure 5. Analysis results of the level of importance of emotional factors in daily activities.

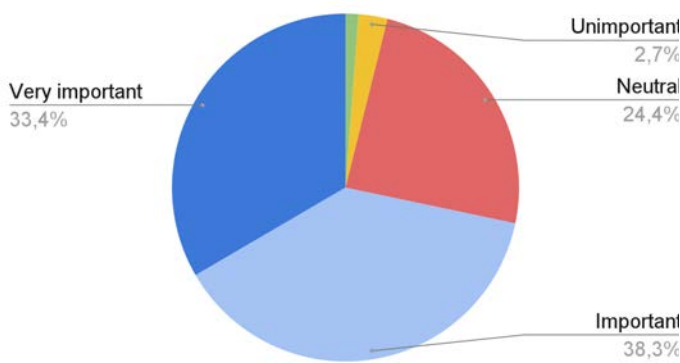
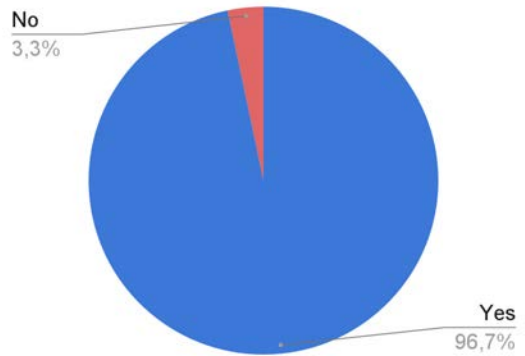


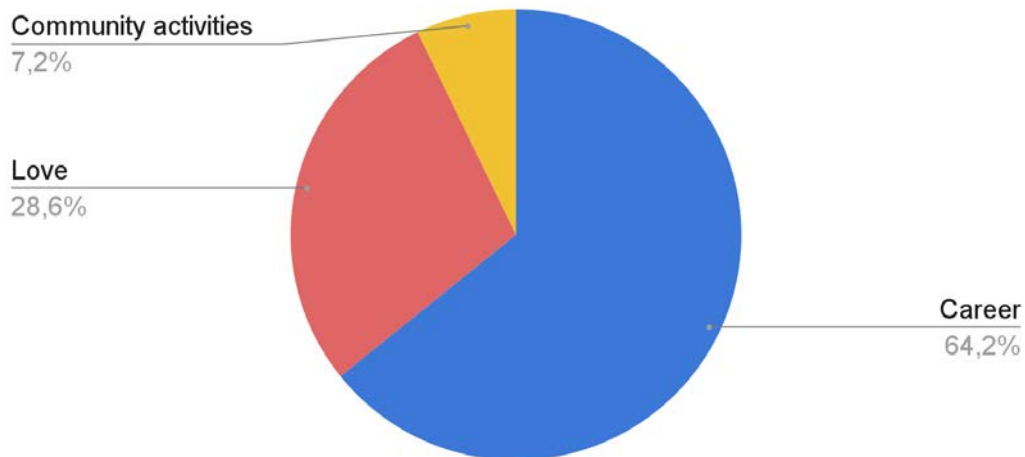
Figure 6. Analysis results of the simple things in life that bring happiness.



Source: Results of authors' research

In addition, the research team focuses on three main concerns that could influence the sentimental value in the lives of respondents. In general, the top interest chosen by many people is career (including occupation and study) with 64.2%, followed by love (including all relationships between people and people) with 28.6%, and finally 7.2% with the choice of community activities (including environment and life).

Figure 7. Analysis results of the respondents' important spiritual concerns at the moment.



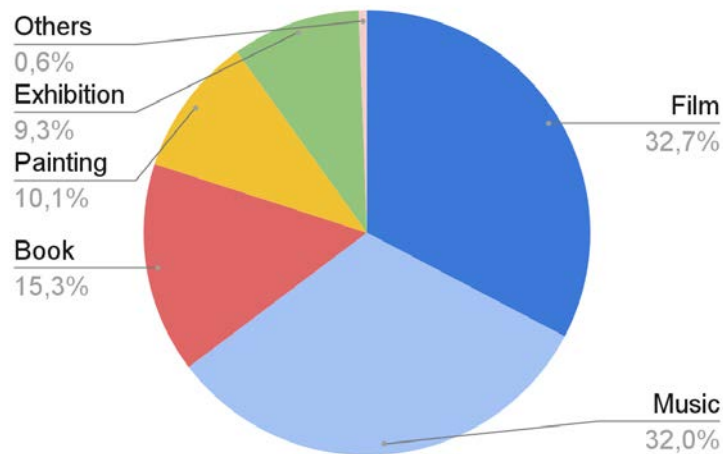
Source: authors

It makes sense for people to pay attention to career issues because the majority of survey respondents are between the ages of 19 and 24 - the age for planning a career. This result helps the research team answer the first question "What are the top concerns/spiritual

values at present that are most important to people?” and supports developing relevant content to reach and spread the campaign’s message to the target audience.

According to the results of descriptive statistics about the media that conveying concepts and information that is easy to impress and bring about emotions, the film is widely agreed with 32.7%, followed by music with 32% and book, painting and exhibition respectively with 15.3%, 10.1%, 9.3%. There are also other opinions such as video games, photography, and so on with 0.9%. From the results of this, people may prefer visual content. The visual could stimulate curiosity and arouses the desire to reach out to anyone’s interest. Moreover, this is consistent with the trend of young people’s access to information. Therefore, current media can integrate information in the form of images, graphics, online videos, etc., to build and share broad messages at the age of teenagers and students.

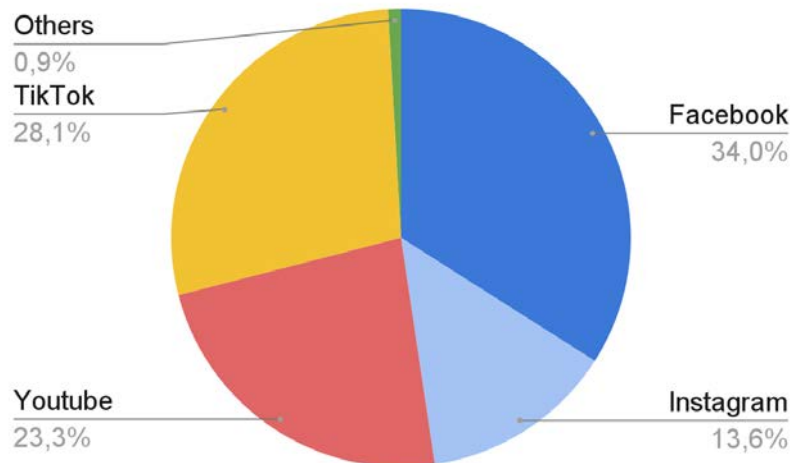
Figure 8. Analysis results of the media that convey concepts and information that is easy to impress and bring about emotions.



Source: Results of authors’ research

Among the types of social networking platforms, participants choose Facebook with the highest rate of 34% in efficiently conveying emotional messages to them. Followed by Tiktok (28.1%), Youtube (23.3%), and Instagram (13.6%). The reason for this can be attributed to Facebook’s easy access, easy sharing, and quick information. Based on the results, the researchers can use the right platform to quickly and effectively get the message to the target audience - it is the Facebook platform.

Figure 9. Analysis results of social networking platforms that bring about emotion.



Source: authors

Besides, to better understand what inspires and delivers delight to people, the survey designs an open questionnaire to collect qualitative data from the target audiences. And most of the responses offer the researchers some interesting things such as *“a positive story, someone else’s cuteness, a song, nature, movies, kids, pets, food, milk tea, efforts, goals, motivation, friends, family, future lovers, weather, peace, quiet, gratitude, smile, go to school, go to work, a chat, a short video, get the job done, read a book, meditation, volunteering activities, the lovely moments of someone accidentally caught, things that make you feel happy, cheerfulness, optimism, self-confidence, dedication and connection to people, praise and encouragement, small gifts, words of thanks, the help, attention from acquaintances”* or actions are interpreted *“walk and gathering friends; talk to friends every night; be yourself and do what you love; make yourself new every day; sometimes just eat delicious food or drink; the feeling of cycling and sightseeing while wearing headphones; stay close to family or be alone listen to music and breathe outside air”*. In particular, a profound sharing from an audience *“Sometimes a silence in a room, a beach, somewhere close to nature is enough for me to feel happiness and joy. That gives me the inspiration to fulfill my passion to write a rap song that transmits positivity to friends, family, and everyone around me in this increasingly stressful life. It can help them feel happier and live more optimistically. And I just need those small smiles from everyone are enough to make me feel happy”* gives receivers a clearer picture because happiness comes from simple things.

Table 1. Outstanding answers.

Question: “ <i>Điều gì trong cuộc sống mang đến cho bạn nguồn cảm hứng và năng lượng tích cực?</i> ”	
Some distinguished responses	Nụ cười của những người thương. Đạo gần đây thì những lời động viên từ bạn bè chính là nguồn năng lượng tích cực cho mình;
	Bất cứ thứ gì, sự việc hoặc ai đó mang hình ảnh tích cực đều có thể truyền cảm hứng và năng lượng cho mình.
	Nghe podcast, nhận ý kiến từ những người quen biết điều đó sẽ mang đến cho mình niềm cảm hứng, còn nguồn năng lượng tích cực mình sẽ có nó ở những khoảnh khắc trong ngày ví dụ như hôm đó được ăn ngon, hôm đó đã nói chuyện và cười với ba mẹ rất nhiều,...
	Kết nối, giao tiếp với gia đình, bạn bè, người thân và cả giáo viên trên lớp, cũng như đi làm thêm và nói chuyện với trẻ em. Làm những điều mình thích như đọc truyện, tụ tập bạn bè ăn uống, trồng cây, ôm chó, thử nghiệm các cách học tiếng Anh.
	Điều nhỏ xíu xiu nhưng mà mang những ý nghĩa to lớn, nếu mà để nói cụ thể ra thì hơi khó vì mình thuộc tuýp người dễ bị cảm động và truyền nguồn cảm hứng từ những việc mình thấy được sự tích cực của nó truyền tải đến mình.
	Đôi khi một khoảng lặng trong căn phòng, một bãi biển, một nơi nào đó mà gần gũi với tự nhiên cũng đủ để mình cảm thấy sự hạnh phúc, sự vui vẻ. Nó mang lại cho mình những nguồn cảm hứng để thực hiện đam mê viết lên 1 bài rap truyền những điều tích cực trong cái cuộc sống đang ngày càng áp lực này đến cho những người bạn, gia đình và mọi người xung quanh. Giúp họ cảm thấy cảm thấy vui vẻ hơn, sống lạc quan hơn và chỉ cần những nụ cười nhỏ đó của mọi người cũng đủ để làm mình cảm thấy hạnh phúc

Source: Results of authors' research

From the moments in daily life mentioned above received from the survey respondents to answer the second question “*What in life gives people inspiration and positive energy?*”. Small everyday experiences, like warm handshakes, playing with cats, and enjoying delicious meals with family, can be familiar but essential for personal fulfillment and joy. These experiences make life more wonderful when filled with love and belonging.

2.6.7 Conclusions

With the objective of surveying and analyzing people’s perception of emotional factors in life, the authors received the first result that career is the most important spiritual value in life, with most respondents aged of 19 to 24 - the age for planning a career. In fact, the survey participants themselves receive joy and positivity from very small things, but they do not know it. They think that career is the most important thing at the moment, but in fact, it is the love elements that are meaningful hidden deep inside them. Until they received an open question about the things that energize them every day, they mentioned every day love values surrounding their lives. The data received from the open questionnaire shows the affection for their family, friends, animals, nature, or whatever they are impressed in their mind. And synthesizing those responses found that love is an essential spiritual value for them.

Also in that open question about what gives people positive energy and joy, all the responses to that question helped the authors to understand more about the definition and influence of love, about the meaning for each person. The factors that offer joy and happiness to everyone are the moments in life recorded, which morph into a source of power, into a beloved that establishes a link between oneself and life.

In conclusion, this outcome from the research findings is similar to data on love and ordinary things collected in the literature review. That helps the authors know at least somewhat that the direction of project development is going to happen rightly.

CHAPTER III. DEVELOPMENT/ PLANNING

3.1 Overview of a Masterplan

Masterplan of ThuongThuong communication project will take place within 10 weeks from May 1 to July 9 with 4 phases: idea development, social campaign, media production, and event. At each stage, the BBT team has the responsibility to alternately coordinate and carry out specific activities so that the project is implemented according to the schedule in the plan. At each stage, the Bất Bình Thường team is responsible for alternately coordinating and carrying out specific activities so that the project is implemented according to the schedule in the plan. In which, the overview plan of the project is used Augmented Reality technology and Digital Storytelling which are combined because these two types are trending and bring emotional effects a lot. And this is the highlight presented in the following masterplan:

No.	Category	Detail	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
			01/05 - 07/05	08/05 - 14/05	15/5 - 21/05	22/05 - 28/05	29/05 - 04/06	05/06 - 11/06	12/06 - 18/06	19/06 - 25/06	26/06 - 02/07	03/07 - 09/07
1	Idea Development	Identify general ideas for the project (idea, strategy, audience, scope, form, timeline, ...)										
2		Plan the implementation of the project for communication, media production, event, budget, HR,...										
3		Research on target audiences										
4	Social Campaign	Awareness stage: Make followers feel curious about what activities will take place.										
5		Engagement stage: Deep understanding of themes and messages (through video series and inspirational stories).										
6		Decision stage: Motivate them to decide to visit the exhibition of "ThuongThuong"										
7		Implement and Completion stage: Update the information about event, and then, send gratitude to end the campaign.										
8	Media Production	Location scouting/ Contact with the main character/ Discuss shooting time/ Budget preparation checklist/ Prepare equipment										
9		Perform filming/ Edit/ Refine video										
11		Release series video										
12	Event	Pitching sponsor/ Contact with guests, artists/ Plan the program/ Conceptualize and design event space/ Recruitment										
13		Send the application to organize/ Finish event kits and media publications/ Artists implement artwork/ Make decoration										
14		Event time										
15		Support community activities - Ms. Son's class										

Figure 10. Masterplan of campaign

3.2 Objectives & Goals

3.2.1 Objectives

- Collect ordinary stories but meaningful in real life.
- Search for talented collaborators and authors to support project activities.
- Spread the campaign's message through various forms.
- Capture the attention of the target audience through impressive content and media publications.

- Build good relationships with local individuals and businesses.
- Receive positive feedback from the target audience about messages and activities of the project.

3.2.2 Goals

- Raise awareness of young people about love with daily activities. Thus, it will help them appreciate what they have in the present.
- Release stress and heal young people's minds from the pressure of career, social expectations, etc.
- Inspire young people to continue to pursue their passion in life.
- Offer an opportunity to participate in a technology exhibition, a potential activity that is relatively new in Can Tho City.
- Create a space to exchange and learn for those who love art, technology, and community activities.
- Bring opportunities for students at FPT University Can Tho and local artists to showcase their abilities and styles.
- Develop BấtBình Thường brand to affirm its reputation as the leading technology exhibition on life issues in Can Tho City.

3.3 Big Idea

To awaken the inner love of each person from ordinary things.

3.4 Key Message

Love from ordinary things - ThươngThương từ chuyện ThườngThường.

3.5 Media Strategies

ThuongThuong is project-oriented toward the young generation and made by young people. Media strategy is an element that the authors carefully prepare to ensure the project is operated with the intended purpose. The most important thing is media content which must be attractive content to ensure the elements are concise, trending, and emotional. That is the reason why digital storytelling (telling stories through text, images, and video) is used as the main content strategy to spread the message creatively and closely to the target audience, along with informative and interactive content. With the above content strategy, the social

network Facebook is the most effective media because of its high level of access and many options for content expression at a reasonable cost.

3.6 Tactics

Types of content	Purposes
Promotion	Provide viewers with necessary information about the campaign, for example, launch time, venue, timeline, audience, sponsors, and so on. This content will help viewers understand the operation of the project and easily generate interest.
Interactive	Create a connection between the production team and viewers through entertainment activities (minigame, collect ThuongThuong moments of followers). This not only attracts viewers to the rewards and actively participates but also helps the project's media page increase engagement through a number of accompanying conditions.
Storytelling	Spread the message through true stories collected and produced by the production team. This content will help viewers empathize and understand the meaning of the campaign. This is the most focused content category of the ThuongThuong media campaign.
Sales	General information about the project's sales activities, including product images, prices, purchasing methods, etc.
Facebook ads	Increase organic reach by creating diverse, creative, and emotive contents that easily access and capture target audiences' attention.
Others	Some arising content is made depending on the campaign situation. For example, announcements of rescheduled broadcasts, email check notifications, thank you notes after the event, etc.

3.7 Budgets and Resources

3.7.1 Budgets

No.	Category	Price
1	Social media campaign	2,160,000 VND
2	Media production	1,500,000 VND
3	Event	40,630,000 VND
Total		44,290,000 VND

3.7.2 Resources

Resources for the project budget are from sponsors with the same development goals as the project as well as the organizations that the implementing team seeks and pitches, and the rest is from the BấtBình Thường team finance.

No.	Organization	Role	Price
1	Benh vien mat Sai Gon Can Tho	Diamond sponsor	10,000,000 VND
2	Co gai nong dan	Bronze sponsor	500,000 VND
3	Lung Tram's ecotourism	Bronze sponsor	500,000 VND
4	Khom Photography	Companion sponsor	Support shooting venue
5	Nha Minh Decor	Companion sponsor	Support decorative materials
6	FPT Can Tho university	Co-Organizer	8,560,000 VND
7	BấtBình Thường team	Organizer	24,730,000 VND
Total			44,290,000 VND

3.8 Risk Management

Category	Risks	Solutions
Campaign	Someone post negative information about the project on social networks.	Contact the subject directly to verify the incident. Correction on the media page if necessary.
	The guest suddenly does not allow the use of images for communication.	Prepare necessary documents in the cooperation process to prove credibility. If the problem is force majeure, prepare other guests to back up in time.
	The progress of posting on fanpage is not as planned.	Post an apology on the fanpage and fix it as quickly as possible.
	Image campaign characters do not respond to invitations to join.	Prepare a list of backup characters and contact in case the character does not respond after five days of sending invitations.
Event	The event permit from the school is late, so it must delay the date of the exhibition.	Submit the application for permission a month early in case the approval time is long. Information about the exhibition will be announced 3 days before the exhibition to limit the need to modify the posted information.
	Power outage during the exhibition, unable to experience AR paintings.	Prepare generator.
	AR painting is malfunctioning.	Guide to coordinate visitors to experience other areas during the bug fix period.

	Disruptive elements appear at the exhibition.	Contact security for immediate handling.
	The difference in purchase volume between the items sold in the exhibition.	Offer many different combo packages for customers to choose from, consider offering discounts for items that are not bought much.
	Visitors skip the output survey.	Arrange staff at the exit area to remind visitors to take the survey.
	Shortage of materials during the implementation of the exhibition layout.	Look for many backup suppliers to avoid the situation that the supplier does not have enough materials.
	The number of staff participating is less than expected.	Divide visitors at the same time into groups for each staff to guide together, saving time and manpower.
	The coordinator has problems and cannot participate in coordinating the exhibition.	The members of the organizing committee all know the information and operating procedures so that they can be replaced and operated on their own.
Media production	Equipment malfunction during production, such as equipment failure or minor technical problems can slow progress.	It is necessary to have backup equipment ready in case of need.
	Not having enough financial resources to implement media production causes delays in the implementation process.	Therefore, it is necessary to have a budget table before production and implementation. Simultaneously prepare cost budgets and projections.

	Copyright on character images, sounds appearing in products.	When implementing, ensure that the permission of the characters is obtained before using their images and sounds in their products.
	Not achieving the desired quality, not attracting the intended audience.	Perform product inspection and testing before release. Listen to feedback from the intended audience and optimize the product to capture the target audience's needs.
	Failure to meet the expected schedule can result in the project being completed late or not on time.	Arranging a reasonable time from the initial stage is necessary so everything goes on schedule. It also provides a backup plan in case of delays.

3.9 Potential Achievements

The success of the project is always what the BBT team expects when implementing the ThuongThuong communication campaign. In terms of metrics, we expect to fulfill all the set KPIs and generate outstanding metrics. Regarding the spread of the message, the project will create a connection with the target audience and stimulate them to express their thoughts and feelings or contribute to spreading the project's activities to a large number of young people. Furthermore, we aim for the sustainable development of the Bất Bình Thường brand and maintain our reputation as the leading AR technology exhibition integrated multimedia project in Can Tho city. Last but not least, our campaign can highlight the beautiful love from the ordinary things of life to help young people receive good spiritual values.

CHAPTER IV. PRE-PRODUCTION

4.1 Campaign

4.1.1 Content pillars and direction

With Storytelling content, we use a Digital Storytelling strategy to present true stories with three different presentation directions.

- *Firstly*, storytelling through pictures: stories about ordinary loves in life are exploited from family sentiment, romantic relationships, love of work, and animal love.
- *Secondly*, storytelling through video: different from storytelling through images, these videos will give viewers a different perspective on the strange but strange love that is the driving force of some groups of people in life.
- *Finally*, storytelling through followers: we organize activities to collect images from followers on Fanpage about their ThuongThuong's moments to increase two-way connection, aid them in better understanding the project's message and actively sharing their own stories.

Through the above form, we believe that this is the most effective method to convey the message of the project to the audience. In addition, the diverse selection of subjects and stories will bring a broad, realistic perspective and easily create empathy.

Although focusing on developing the Bất Bình Thường Fanpage with Facebook organic reach through the production of trending, diverse, creative, and emotional contents to attract the attention of viewers. However, with some specific posts as a minigame post and an announcement of the ThuongThuong exhibition post, we still combine Facebook advertising tool with a minigame post and an announcement of the ThuongThuong exhibition post for specific reasons:

- Minigame: It is necessary to have a relatively large number of participants to serve the project's reactivation, increase likes and followers for the Fanpage.
- Announcement of the ThuongThuong exhibition: This information needs to be widely spread in Can Tho city and neighboring provinces with the right target audience in a short time to attract attention and intention to visit the exhibition of viewers.

4.1.2 Timeline

Timeline	(5/6/2023 - 8/6/2023)	(9/6/2023 - 22/6/2023)	(23/6/2023 - 25/6/2023)	(26/6/2023 - 29/6/2023)
Phase	AWARENESS	ENGAGEMENT	DECISION	IMPLEMENT& COMPLETION
Objective	<ul style="list-style-type: none"> Announce the return of the 2nd season with a new series of activities. Make followers feel curious about what activities will take place. Increase interaction, likes, and followers for Fanpage. 	<ul style="list-style-type: none"> Deep understanding of themes and messages (through video series and inspirational stories). Respond positively to activities on Fanpage. Transport content angles to the right audience class. Follow up the chain of activities, increase the motivation to visit the exhibition - the key event of the project. 	<ul style="list-style-type: none"> Provide directions and forms of sightseeing, etc. Attract followers with offline and offline gift program announcements. Motivate them to decide to visit the exhibition of “ThuongThuong”. 	<ul style="list-style-type: none"> Public exhibition space on fanpage. Update the actual situation at the exhibition. Send gratitude and end the campaign.

Figure 11. Timeline of campaign.

4.1.3 Budget

No.	Category	Qty.	Unit	Unit Price	Total	Note
1	Facebook Ads	1	Package	900,000 đ	900,000 đ	
2	Gifts	1	Package	300,000 đ	300,000 đ	Gifts from minigames for 3 lucky people: - 1 first prize worth 150,000 VND. - 1 second prize worth 100,000 VND. - 1 third prize worth 50,000 VND.
3	Shooting fee	1	Package	480,000 đ	480,000 đ	
4	Allowance	1	Package	480,000 đ	480,000 đ	
Total					2,160,000 đ	

4.1.4 Design kit:

4.1.4.1 Concept

The concept we choose is a love theme. A combination of sparkling 00s aesthetics, clouds, and love movement inspires the visual images. We apply a Sans-serif typeface for the overall project and combined many fonts. Because it lends a clean, randomness provides legibility and helps capture the viewer's attention.

4.1.4.2 Tone



Figure 12. The main tone for the campaign.

We use blue and pink as the main tone for this project. With blue representing trust, it is also the color of emotions, bringing lightness and calm. In lighter shades, it can make people feel serene and soothing. With those special meanings, blue will bring a feeling of peace and trustworthiness. And those are also the states that help us feel the normal values of love around us.

Pink is the color that symbolizes love and romance. It represents flying, dreaming, and relaxing, gently bringing positive emotions. Pink creates a feeling of warmth and softness in the eye. In addition, pink also represents awakening, as a reminder to open our hearts and be optimistic.

4.1.4.3 Logo



Figure 13. Logo for the Bát Bình Thường exhibition.

From the core values of the previous season and the meaning of the story that the project wants to tell the target audience in this season, we still keep the logo as minimal as possible and do not change the design too much to keep the originality icon for the logo.

Based on the old logo, the B shape is stylized by rounded corners and combined with HK Gothic font. With the theme of love, the logo gives it a dreamy and flying feeling. In addition to this, we have chosen a bright color tone, and the primary colors being blue and pink to match the spirit of the project.

In the avatar section, we have added a bubble text effect to attract more viewers. In this version, the logo brings a transparency layer as meaning love can consist of “thousands of different colors” and can be hidden in the life around us, but sometimes we do not notice.

4.2 Event

4.2.1 Event script

“ThuongThuong Exhibition - Thương Thương từ chuyện Thường Thường”

This is an event that displays more than 30 artworks inspired by true stories on the topic of love from the ordinary things in everyday life. At the same time, there are 20 artworks that apply AR technology distributed throughout the entrance and the center area of the exhibition to enhance the visitor’s experience to be more interesting and effective. Especially, exhibition is also a place to synthesize the communication processes of the project. The communication activities in the previous stages were designed and shown in the event so that the audience could understand the overall message of the whole project by designing diverse and engaging activities in the exhibition.

In addition, the desired event is to raise young people’s awareness of love from daily activities and transmit positive energy to young people to give them more motivation and faith in their life journeys through the activities in the exhibition.

4.2.2 Timeline

Time	Category
01/05 - 20/05	<ul style="list-style-type: none"> • Seek the venue • Look for sponsors • Contact with guests, artists • Plan the program
21/05 - 24/05	Moderate program plans and details to sponsors, guests, artists
25/05 - 20/06	<ul style="list-style-type: none"> • Conceptualize and design event space • Artists implement artworks • Recruitment
29/05	Send the application form to organize the exhibition
30/05	Make a list of potential sponsors
03/06	Pitch with sponsors
05/06	Sketch the exhibition flow and come up with an idea to decorate the exhibition
06/06	Buy ingredients to make decorations
10/06	Make decorations
12/06	Print artworks and merchandise
21/06 - 23/06	<ul style="list-style-type: none"> • Make a checklist for the event and the duties of each key employee in the event • Ensure the completion of works, printing, and preparation of decoration materials,etc.
24/06 - 25/06	Set-up event
26/06 - 28/06	Event time
28/06 - 29/06	Clean up
30/06 - 10/07	<ul style="list-style-type: none"> • Profit statistics • Deduct 70 percent of revenue to buy gifts
11/07 - 16/07	Prepare and give gifts to Mrs. Son’s class

Figure 14. Timeline for event .

4.2.3 Budget

No.	Category	Qty.	Unit	Unit Price	Total	Note
LOCATION						
1	Venue	1	Venue	0 ₪	0 ₪	Sponsor
2	Audio equipment	1	Package	0 ₪	0 ₪	Team member's equipment
PRINTING						
3	Backdrop	1	Frame	900,000 ₪	900,000 ₪	
4	Standee	5	Sheet	165,000 ₪	825,000 ₪	
5	Artwork	30	Sheet	165,000 ₪	4,950,000 ₪	
6	Label for artwork	30	Sheet	30,000 ₪	900,000 ₪	
8	Organizer card	30	Card	5,000 ₪	150,000 ₪	
9	Sticker	100	Piece	1,500 ₪	150,000 ₪	
10	Tote bag	86	Bag	55,000 ₪	4,730,000 ₪	
11	Lanyard	92	Piece	25,000 ₪	2,300,000 ₪	
12	Handheld hashtag	6	Piece	35,000 ₪	210,000 ₪	
13	Keychain	265	Piece	10,000 ₪	2,650,000 ₪	
14	Certificate	20	Sheet	12,000 ₪	240,000 ₪	
15	Couche paper bag	20	Bag	4,000 ₪	80,000 ₪	
16	Bracelet	41	Piece	30,000 ₪	1,230,000 ₪	
DECORATION						
17	Frame exhibition	20	Frame	320,000 ₪	6,400,000 ₪	
18	Frame for fabric	1	Package	1,900,000 ₪	1,900,000 ₪	
19	Fabric	150	Meter	25,000 ₪	3,750,000 ₪	
20	Decoration	1	Package	2,200,000 ₪	2,200,000 ₪	
21	Stationery (pens, markers, scissors, tapes, etc.)	1	Package	500,000 ₪	500,000 ₪	

ARTIST						
22	3D artist	1	People	2,200,000 ₪	2,200,000 ₪	
23	Illustrator	2	People	700,000 ₪	1,400,000 ₪	
LOGISTIC						
24	Transportation Costs	4	Journey	250,000 ₪	1,000,000 ₪	
25	Offerings	1	Package	165,000 ₪	165,000 ₪	
26	Allowance	3	Day	600,000 ₪	1,800,000 ₪	
Total					40,630,000 ₪	

4.2.4 Event kit

4.2.4.1 Location



Figure 15. Expected venue for the event.

4.2.4.2 Exhibition space moodboard



Figure 16. Moodboard for exhibition space.

4.2.4.3 Floor plan

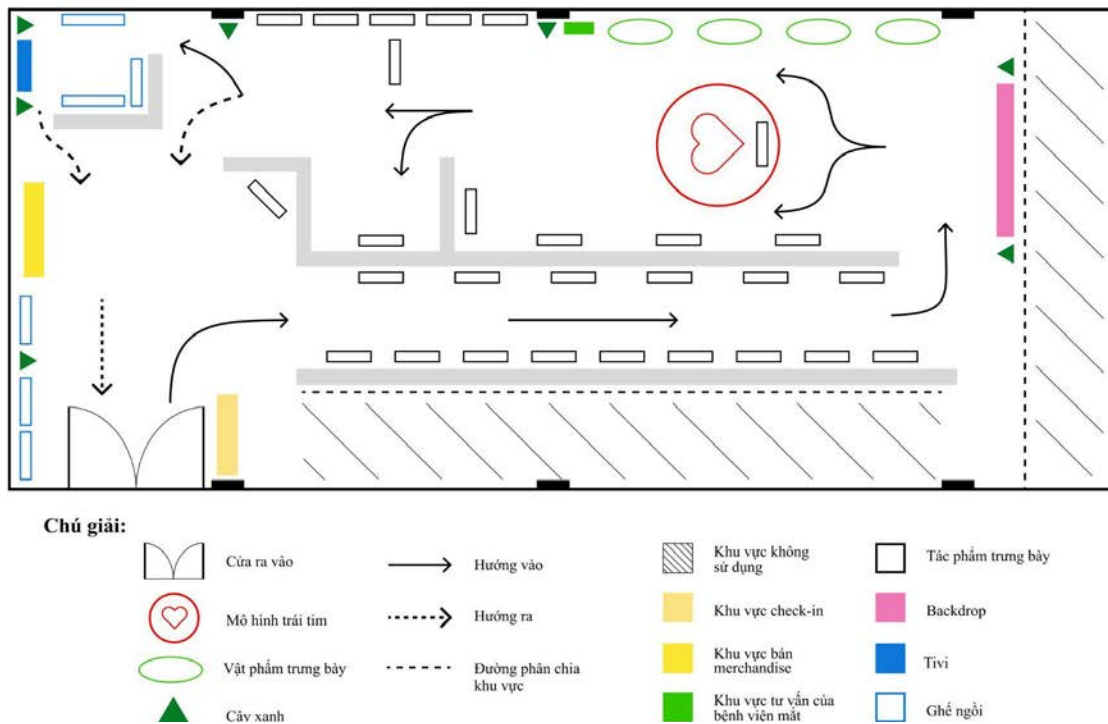


Figure 17. Floor plan of the exhibition.

4.2.4.4 Merchandise

These merchandise are for fundraising purposes. It includes a tote bag, keychain, bracelet, and lanyard.



Figure 18. Merchandise of project.

4.2.4.5 Artworks for the exhibition

About the process of completing the artwork applied AR technology for the exhibition, we make the motion through Photoshop software after receiving the 2D digital art from the artist. Next, we use Spark AR software to apply the AR part to each artwork.

For the 3D artwork, we are modeling 3D characters in Blender software based on the 2D digital art of the artist. Then apply the AR filter in Spark AR like a process of 2D artwork.

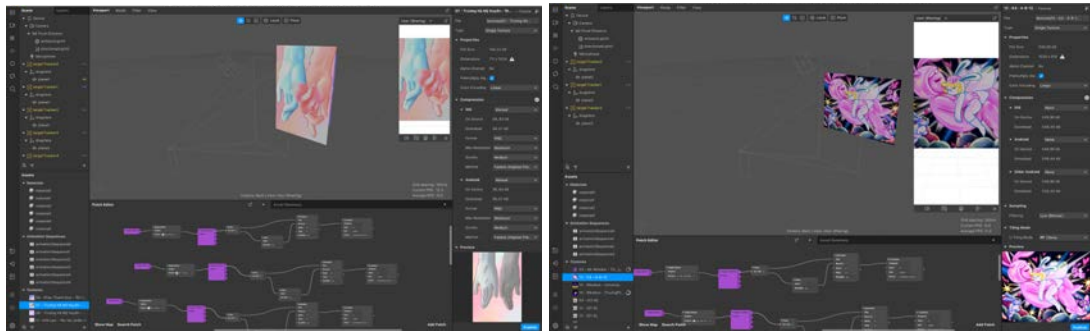


Figure 19. AR implementation process.

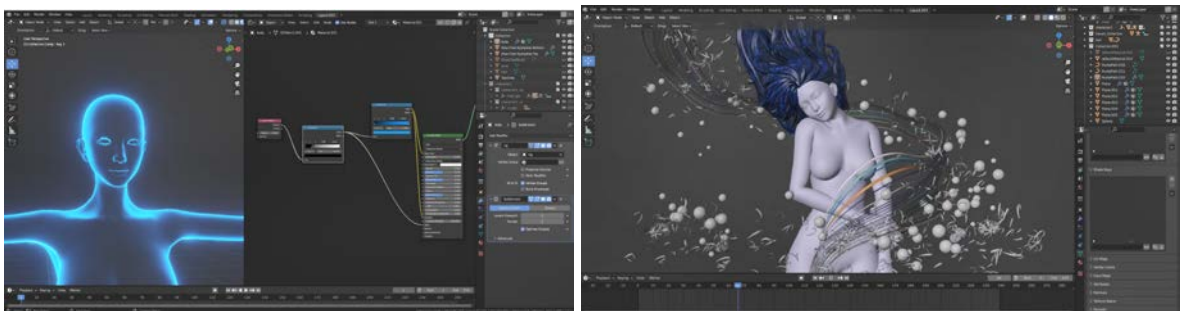


Figure 20. Screen working for blender 3D artwork.

Below are some 2D digital art from our artist. These artworks are printed on PVC formex to display at the exhibition.



Figure 21 . Some artworks of ThuongThuong exhibition.

4.2.5 Design kit

Here are the visual elements for the event



Figure 22. Online-invitation letter.



Figure 23. Event backdrop.



Figure 24. Event standee.



Figure 25. Hand-held hashtags.

4.3 Media production

4.3.1 Script

VIDEO	AUDIO
INTRO	Nhạc nền nhẹ nhàng
1. NGOÀI . CỬA HÀNG - NGÀY Cận cảnh biển hiệu “gấu bông đình may” và không gian phía trước cửa hàng	Nhạc nền nhẹ nhàng
2. NỘI . CỬA HÀNG - NGÀY Trung cảnh chị Đình ngồi trên sofa trả lời câu hỏi phỏng vấn, xung quanh là những sản phẩm gấu bông do chị thiết kế và sản xuất	Phỏng vấn chị Đình Câu hỏi 1: Chào chị Đình, chị hãy giới thiệu đôi nét về bản thân mình nhé! Chị Đình trả lời: ...
3. NỘI . CỬA HÀNG - NGÀY Cận cảnh những góc gácch đặc biệt của cửa hàng	Nhạc nền nhẹ nhàng
4. NỘI . CỬA HÀNG - NGÀY Trung cảnh chị Đình ngồi trên sofa trả lời câu hỏi phỏng vấn, xung quanh là những sản phẩm gấu bông do chị thiết kế và sản xuất	Phỏng vấn chị Đình Câu hỏi 2: Cơ duyên nào đã đưa chị đến với công việc thiết kế và sản xuất gấu bông độc quyền? Chị Đình trả lời: ...
5. NỘI . CỬA HÀNG - NGÀY Cận cảnh gương mặt chăm chú của chị Đình khi làm việc	Chị Đình trả lời câu hỏi 2: ...
6. NỘI . CỬA HÀNG - NGÀY Cận cảnh chị Đình ngồi trên sofa trả lời câu hỏi phỏng vấn, xung quanh là những sản phẩm gấu bông do chị thiết kế và sản xuất	Chị Đình trả lời câu hỏi 2: ...
7. NỘI . CỬA HÀNG - NGÀY Cận cảnh những sản phẩm gấu bông “đẹp lạ”, độc đáo	Nhạc nền nhẹ nhàng
8. NỘI . CỬA HÀNG - NGÀY Trung cảnh chị Đình ngồi trên sofa trả lời câu hỏi phỏng vấn, xung quanh là những sản phẩm gấu bông do chị thiết kế và sản xuất	Phỏng vấn chị Đình Câu hỏi 3: Gấu bông của chị không chỉ được biết đến bởi vẻ đẹp là mà còn vì những cái tên với câu chuyện rất riêng. Vì sao chị lại có những ý tưởng thú vị như vậy? Chị Đình trả lời: ...
9. NỘI . CỬA HÀNG - NGÀY Trung cảnh chị Đình bên chiếc bàn may để thực hiện một sản phẩm “đặc biệt”	Nhạc nền nhẹ nhàng
10. NỘI . CỬA HÀNG - NGÀY Trung cảnh chị Đình ngồi trên sofa trả lời câu hỏi phỏng vấn, xung quanh là những sản phẩm gấu bông do chị thiết kế và sản xuất	Phỏng vấn chị Đình Câu hỏi 4: Trong quá trình theo đuổi đam mê, chị có gặp phải khó khăn gì không? Nếu có thì chị đã vượt qua những trở ngại đó như thế nào? Chị Đình trả lời: ... Câu hỏi 5: Khách hàng thường nói gì về những sản phẩm gấu bông của chị? Chị Đình trả lời: ...
11. NỘI . CỬA HÀNG - NGÀY Cận cảnh những sản phẩm gấu bông “đẹp lạ”, độc đáo	Chị Đình trả lời câu hỏi 5: ...
12. NỘI . CỬA HÀNG - NGÀY Cận cảnh chị Đình ngồi trên sofa trả lời câu hỏi phỏng vấn, xung quanh là những sản phẩm gấu bông do chị thiết kế và sản xuất	Phỏng vấn chị Đình Câu hỏi 6: Kỳ niệm đáng nhớ hoặc dở khóc dở cười nào làm chị nhớ mãi trong quá trình theo đuổi đam mê của mình? Chị Đình trả lời: ...
13. NỘI . CỬA HÀNG - NGÀY Trung cảnh chị Đình bên chiếc bàn may để thực hiện một sản phẩm “đặc biệt”	Chị Đình trả lời câu hỏi 6: ...
14. NỘI . CỬA HÀNG - NGÀY Toàn cảnh những góc gácch đặc biệt của cửa hàng	Chị Đình trả lời câu hỏi 6: ...
15. NỘI . CỬA HÀNG - NGÀY Cận cảnh chị Đình tự tay thêu chữ “ThuongThuong” lên trên sản phẩm “đặc biệt”	Nhạc nền nhẹ nhàng
16. NỘI . CỬA HÀNG - NGÀY Trung cảnh chị Đình ngồi trên sofa trả lời câu hỏi phỏng vấn, xung quanh là những sản phẩm gấu bông do chị thiết kế và sản xuất	Phỏng vấn chị Đình Câu hỏi 7: Nếu có thể nhắn nhủ vài điều với những bạn trẻ cũng đang hoặc có dự định theo đuổi những đam mê khác lạ. Chị sẽ nói điều gì? Chị Đình trả lời: ...
17. NỘI . CỬA HÀNG - NGÀY Cận phẩm đặc biệt (trang giấy nhồi bông thêu chữ ThuongThuong cuối dòng hàm ý cho những yêu thương trong cuộc sống sẽ luôn được viết tiếp bởi niềm tin và sự trân trọng cho những khoảnh khắc đời thường) đã hoàn thành.	Nhạc nền tiết tấu nhanh
OUTRO	

Figure 26. Script for gấu bông đình may episode.

VIDEO	AUDIO
INTRO	Nhạc nền nhẹ nhàng
1. NỘI . LỚP HỌC - NGÀY Cận cảnh học trò, dụng cụ học tập - những thứ quá đỗi quen thuộc trong một lớp học	Nhạc nền nhẹ nhàng xen lẫn âm thanh lớp học
2. NỘI . LỚP HỌC - NGÀY Trung cảnh cô Son ngồi chăm bài cho học trò	Âm thanh chân thực tại lớp học
3. NỘI . LỚP HỌC - NGÀY Cận cảnh những dòng chữ trên chiếc bảng xanh sòn cũ kết hợp trung cảnh bóng lưng cô Son nắn nót viết chữ, phía sau là những bạn nhỏ đang chăm chú học bài	Âm thanh chân thực tại lớp học
4. NỘI . LỚP HỌC - NGÀY Trung cảnh cô Son ngồi trả lời phỏng vấn. Phía sau là không gian lớp học	Phỏng vấn cô Son Câu hỏi 1: Chào cô Son, cô có thể giới thiệu đôi nét về bản thân và lớp học tình thương của mình không ạ? Cô Son trả lời: ...
5. NỘI . LỚP HỌC - NGÀY Trung cảnh không gian lớp học	Cô Son trả lời câu hỏi 1: ...
6. NỘI . LỚP HỌC - NGÀY Trung cảnh cô Son ngồi trả lời phỏng vấn. Phía sau là không gian lớp học	Phỏng vấn cô Son Câu hỏi 2: Cô đã làm công việc giảng dạy được bao lâu rồi? Ở độ tuổi này, mọi người thường chọn ở nhà nghỉ ngơi và gần gũi với con cháu, vì sao cô lại quyết định mở lớp học tình thương cho các em nhỏ ở đây? Cô Son trả lời: ...
7. NỘI . LỚP HỌC - NGÀY Cận cảnh các em học sinh đang học tập, vui chơi	Cô Son trả lời câu hỏi 2: ...

8. NỘI . LỚP HỌC - NGÀY Trung cảnh bé Thu ngồi trả lời phỏng vấn. Phía sau là không gian lớp học	Phỏng vấn bé Thu Câu hỏi 1: Chào em, em có thể giới thiệu một chút về bản thân mình không? Em học lớp mấy? Em cảm thấy học ở đây như thế nào? Em có thích đi học không? Bé Thu trả lời: ...
9. NỘI . LỚP HỌC - NGÀY Cận cảnh bằng khen, giấy khen của cô Son và học trò	Phỏng vấn cô Son Câu hỏi 3: Trong suốt quá trình dạy học, đâu là điều khiến của cô Son và học trò nhất? Cô Son trả lời: ...
10. NỘI . LỚP HỌC - NGÀY Trung cảnh cô Son ngồi trả lời phỏng vấn. Phía sau là không gian lớp học	Cô Son trả lời câu hỏi 3: ...
11. NGOẠI . XÓM GIÈNG - NGÀY Trung cảnh hàng xóm của cô Son trả lời phỏng vấn	Phỏng vấn hàng xóm cô Son Câu hỏi 1: Là người gần gũi với cô Son và lớp học. Anh/chị nghĩ gì về cô và hoạt động dạy học miễn phí cho trẻ em có hoàn cảnh khó khăn? Hàng xóm cô Son trả lời: ...
12. NỘI . LỚP HỌC - NGÀY Trung cảnh cô Son dạy học cho các em nhỏ	Nhạc nền nhẹ nhàng
13. NỘI . LỚP HỌC - NGÀY Trung cảnh cô Son ngồi trả lời phỏng vấn. Phía sau là không gian lớp học	Phỏng vấn cô Son Câu hỏi 4: Cô sẽ tiếp tục duy trì lớp học trong bao lâu nữa? Dự định/mong muốn của cô cho lớp học là gì? Cô Son trả lời: ...
14. NỘI . LỚP HỌC - NGÀY Toàn cảnh cô Son viết lên bảng chữ "ThuongThuong" và quay ra cười với ống kính	Nhạc nền truyền cảm hứng
OUTRO	

Figure 27. Script for Tấm lòng “Son” episode.

8. NGOÀI . CÔNG VIÊN/ TRƯỜNG HỌC - NGÀY Lồng ghép những video cover của Lili và nhóm nhạc Black Widow	Lili trả lời câu hỏi 3: ...
9. NỘI . STUDIO - NGÀY Toàn cảnh Lili trò chuyện, vui đùa cùng bạn bè	Phòng vấn Lili Câu hỏi 5: Đây là 3 điều quan trọng nhất trong cuộc sống của Lili? Lili trả lời: ...
10. NỘI . STUDIO - NGÀY Cận cảnh Lili trả lời phòng vấn, phía sau là không gian studio	Lili trả lời câu hỏi 5: ...
11. NỘI . STUDIO - NGÀY Trung cảnh Lili và người bạn của mình nhìn và tạo dáng trước ống kính	Lili trả lời câu hỏi 5: ...
12. NỘI . STUDIO - NGÀY Cận cảnh Lili trả lời phòng vấn, phía sau là không gian studio	Phòng vấn Lili Câu hỏi 6: Nếu có thể nhắn nhủ vài điều với những bạn trẻ cũng đang hoặc có dự định theo đuổi những đam mê khác lạ. Bạn sẽ nói điều gì? Lili trả lời: ...
13. NỘI . STUDIO - NGÀY Trung cảnh Lily bước đến bên chiếc gương, thoa son và nhìn ngắm chính mình	Nhạc truyền cảm hứng
14. NỘI . STUDIO - NGÀY Cận cảnh Lily ngắm nhìn bản thân, rồi dùng son viết lên gương chữ "ThuongThuong"	Nhạc truyền cảm hứng
OUTRO	

Figure 28. Script for Một năm năm episode.

4.3.2 Timeline

Phase	Timeline	Main content	Description
1	01/05 - 25/05/2023	Brainstorm and complete a script	<ul style="list-style-type: none"> • Research and develop the idea. • Character survey. • Write and complete the script.
2	26/05 - 29/05/2023	Pre-production	<ul style="list-style-type: none"> • Location scouting. • Contact with the main character. • Discuss shooting time and location with the character. • Complete the list of things needed for filming. • Budget preparation checklist. • Prepare equipment for the day filming.
3	01/06/2023	Production	Perform filming episode 2
	03/06/2023		Perform filming episode 1
	18/06/2023		Perform filming episode 3
4	01/06 - 18/06/2023	Post-production	<ul style="list-style-type: none"> • Video editing. • Demo video, feedback, and fixing. • Design thumbnail. • Refine the video according to general feedback.
5	10/06/2023	Release	Post teaser video
	13/06/2023		Post episode 1 on Fanpage Bất Bình Thường.
	16/06/2023		Post episode 2 on Fanpage Bất Bình Thường.
	20/06/2023		Post episode 3 on Fanpage Bất Bình Thường.



Figure 29. Timeline for media production.


4.3.3 Budget

No.	Category	Quantity			Unit Price	Total	Note
		Day	Qty.	Unit			
1	Filming Equipment	3	1	Package	0 đ	0 đ	Team member's filming equipment
2	Filming	3	10	People	0 đ	0 đ	Team member in charge.
3	Editing	21	1	People	0 đ	0 đ	
4	Food Allowance	3	10	People	150,000 đ	1,500,000 đ	
Total						1,500,000 đ	

4.3.4 Production kit

4.3.4.1 Talent

Name	Episode	Picture	Description
Dang Thi My Dinh	Ep 1: gấu bông đình may		The owner of a store known for selling “xấu lạ” cuddly toys. She inspires sewing, creativity, and positive inspiration for young people.
Mrs. Son	Ep 2: Tấm lòng “Son		The teacher for 40 years teaches free fee to poor children.

Lili	Ep 3: Một năm năm		The young dancer with 15 years of desire pursuit with music and dance.
------	----------------------	--	--

4.3.4.2 Location

Each episode has a different location and these locations of 3 videos are familiar and attached places in the daily lives of these characters. In addition, these locations are supported by the main characters, so the team does not need to pay any costs for the location.

Episode	Location	Address	Picture
1	Store	Tran Hung Dao street, Ninh Kieu district, Can Tho city	
2	Home	O Mon district, Can Tho city	
3	Dance Studio	Hoang Van Thu street, Ninh Kieu district, Can Tho city	

4.3.4.3 Equipment

No.	Category	Qty.	Unit Price	Total
1	Panasonic Lumix S5	1	32,000,000 VND	32,000,000 VND
2	Sigma 24-70mm for Lumix	1	23,490,000 VND	23,490,000 VND
3	Helios 44-2 58f2	1	2,900,000 VND	2,900,000 VND
4	Mount K&F Concept from M42 - L	1	500,000 VND	500,000 VND
5	Tripod JieYang 0508A	1	2,190,000 VND	2,190,000 VND
6	Light stand INOX Qihe J288S	1	750,000 VND	750,000 VND
7	Softbox Godox Octagonal 95cm	1	1,190,000 VND	1,190,000 VND
8	DJI Mic 1RX 1TX	1	5,360,000 VND	5,360,000 VND
9	Light Nanlite FS-150B	1	5,400,000 VND	5,400,000 VND
10	Flash Godox V860ii for Lumix	1	2,890,000 VND	2,890,000 VND
11	Gimbal Ronin S	1	5,000,000 VND	5,000,000 VND
12	Cage for Lumix S5	1	1,000,000 VND	1,000,000 VND
13	Reflector Circle	1	250,000 VND	250,000 VND
14	K&F Concept 82mm Variable ND Filter ND2	1	620,000 VND	620,000 VND
15	Memory card SD Sandisk 64GB	4	320,000 VND	1,280,000 VND
16	DJI Ronin RavenEye	1	2,500,000 VND	2,500,000 VND
17	Portable Hard Drive 1TB External SSD Sandisk Extreme V2	1	2,590,000 VND	2,590,000 VND
18	Socket	1	100,000 VND	100,000 VND
Total				89,110,000 VND

Figure 30. Equipment checklist.

4.3.5 Artwork - Design kit



Figure 31. Quanh ta có những Thương Thương lạ thường thumbnail.

4.4 HR

4.4.1 Organizers

No.	Name	Role
1	La Nhu Quynh	Media Designer, HR & Event Coordinator, AR Technology Specialist, Scene Coordinator
2	Lam Hai Yen	Social Media Manager, HR & Event Coordinator, Scene Coordinator
3	Nguyen Ngoc Minh Thu	Budget Manager, HR & Event Coordinator, Scene Coordinator
4	Nguyen Hai Dang	Production Manager, HR & Event Coordinator, Scene Coordinator
5	Nguyen Hong Ai	Filmmaker & Editor, HR & Event Coordinator, AR Technology Specialist

4.4.2 Co-Organizers

No.	Name	Role
1	Benh vien mat Sai Gon Can Tho	Sponsor Finance, Event Support Staff
2	FPT University	Sponsor Finance & Location
3	F-Art Club FPT University	Artwork Implementer, Event Support Staff

4.4.3 Guests of storytelling photos

No.	Name	Topic
1	Nguyen Kim Ngoc Hien & her daughter	Khoảnh khắc bên con là ThuongThuong một đời
2	Tan Phat & Thao Dung	Cause you are my ThuongThuong
3	Thanh xuan hoa Ban Mai	ThuongThuong là “Thanh xuân hoa Ban Mai”
4	Miujia and Soda	ThongThuong là được làm “sen” của “quàng thượng”
5	Mr. Ba	ThuongThuong là mùi hương lao động

4.4.4 Collaborative artists

2D Artists			
No.	Name	No.	Name
1	Nguyen Hoang Song Thy	9	Huynh Anh Kha
2	Phan Ngoc Han	10	Nguyen Hoang Khang
3	Nguyen Phuoc Thinh	11	Nguyen Nhat Vy
4	Tran Ngoc Truc Quynh	12	Nguyen Thao Huong
5	Nguyen Minh Anh	13	Phan Hai Ngoc
6	Tran Nguyen Hoang Dat	14	Dao Huynh Yen Duong
7	Do Quyen	15	Truong Ha My Huyen

8	Phan Thanh Duy		
3D Artist			
1	Minh Thanh		

4.4.5 Exhibition staff

No.	Name	No.	Name
1	Lu Trong Truong	12	Phan Tan Phat
2	Le Thuy Khanh	13	Pham Minh Hung
3	Nguyen Thi Phuong Nhu	14	Le Minh Triet
4	Do Hieu Dan	15	Nguyen Tan Dat
5	Tran Gia Huy	16	Tran Kim Ngan
6	Bui Duy Khuong	17	Huynh Hai Dang
7	Nguyen Thi Hong Phuc	18	Truong Huynh Thao Vy
8	Tran Anh Khoa	19	Tran Nguyen Nam Thuan
9	Nguyen Phan My Yen	20	Pham Thu Huong
10	Nguyen Ngoc Han	21	Tong Quoc Hao
11	Huynh Ngoc Giau	22	Tran Nguyen Hoang Dat

4.4.6 Media production

No.	Episode	Organizer/Producer	Role
1	Episode 1: gấu bông đình may	Dang Thi My Dinh	Main character
		Nguyen Thinh	Supporter of main character
2	Episode 2: Tấm lòng "Son"	Vo Thi Son	Main character
		Anh Thu	Supporting character
		Dao Thi Tuyet	Supporting character
		F-Biz Club	Supporter
		Vu Sao Chi	Behind the scene photographer
3	Episode 3: Một năm năm	Nhu The Kiet	Main character
		Black Widow	Supporting character

CHAPTER V. PRODUCTION

5.1 Overview of the Implementation Plan

The communication activities in the ThuongThuong communication project have been executed exactly as in the timeline and plan set out with the implementation time from May 29 to July 9. Although there are some changes due to objective reasons, in general, it does not affect the progress and results of the project.

5.2 A Scope Statement

The ThuongThuong communication project is performed in two forms. The first is online on social media platforms as campaigns and media production. The second is the ThuongThuong Art and Technology exhibition through the offline form at the Gamma library of FPT Can Tho University. Focusing on young people aged 16 to 35 years old, we have produced the right content to achieve the desired results. Although there are a few obstacles, with careful preparation to prevent possible risks, our project is still operating on schedule.

5.3 Campaign

5.3.1 Outline of deliverables

5.3.1.1 Fanpage cover

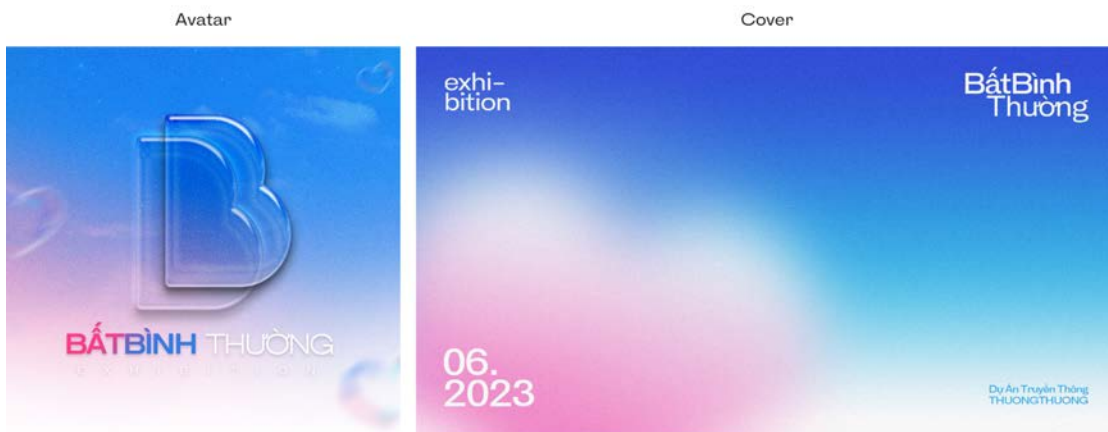


Figure 32. Official avatar & cover Facebook.

5.3.1.2 Social media posts

Facebook is used as our main channel so the images will be used in 1x1, 4x5 sizes to fit with the format of this platform.

Figure 33. Official social post to introduce the exhibition.

Figure 34. Minigame post.

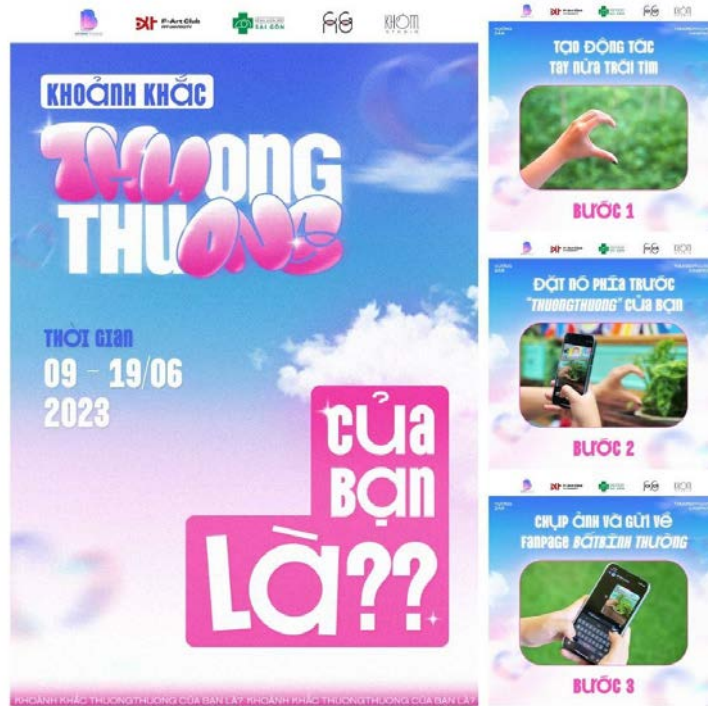


Figure 35. Visual for Khoảnh khắc Thương Thương của bạn là? post.

*All visual designs post are provided in the complete production book.

5.3.2 Distribution

5.3.2.1 Content calendar

Thương Thương communication campaign took place within 25 days on the social networking platform Facebook with 22 posts posted on Bất Bình Thường Fanpage:


Week	Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	Day	5/6	6/6	7/6	8/6	9/6	10/6	11/6
1	M (6-8H)							
	A (12-14H)							
	N (19-21H)	Public new avatar and cover photo on Fanpage	Video comeback of Bất Bình Thường (introduce version 2 topic)	Minigame comeback		The activity of collecting images of the moment Thương Thương	Trailer of series video: Quanh ta có những Thương Thương là thương	Storytelling: The true story of Ms. Hien and her daughter
Day	12/6	13/6	14/6	15/6	16/6	17/6	18/6	
2	M (6-8H)		Public the result of Minigame comeback					
	A (12-14H)							
	N (19-21H)	Announcement to change the broadcast schedule of the video series	Series video: Quanh ta có những Thương Thương là thương The first episode: Gau Bong Dinh May	Storytelling: The true story of couple Mr. Phat and Ms. Dung Tho	Public diamond sponsor - Bành viên Mat Sai Gon Can Tho	Series video: Quanh ta có những Thương Thương là thương The second episode: Tam long "Son"		Public bronze sponsor - Co Gai Nong Dan and Lung Tram ecotourism
Day	19/6	20/6	21/6	22/6	23/6	24/6	25/6	
3	M (6-8H)						Open for sale Thương Thương collection	
	A (12-14H)							
	N (19-21H)	Storytelling: The true story of Thanh Xuan Hoa Ban Mai	Series video: Quanh ta có những Thương Thương là thương The final episode: 155		Storytelling: The true story of Muijila and her pet	Public information about Thương Thương exhibition	Storytelling: The true story of Mr. Ba's job.	
Day	26/6	27/6	28/6	29/6	30/6	1/7	2/7	
4	M (6-8H)	Public photos of Thương Thương exhibition's space		Public partner of event - Khom photography and Nha Minh decor				
	A (12-14H)							
	N (19-21H)	Update photos of the exhibition on the first day			Gratitude post			

Figure 36. Content calendar.

5.3.2.2 Content post





The following are the articles published according to the content calendar:

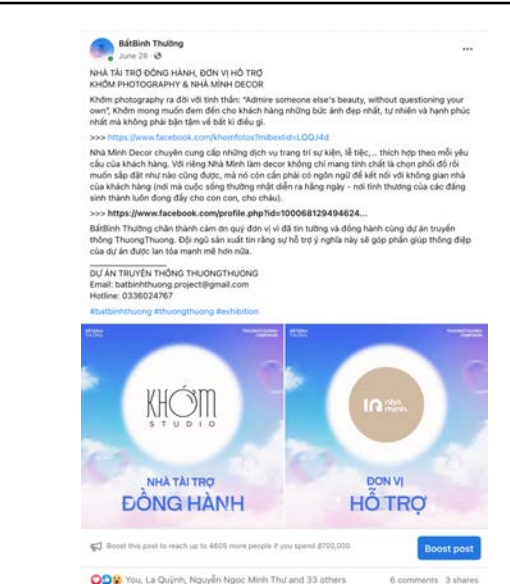
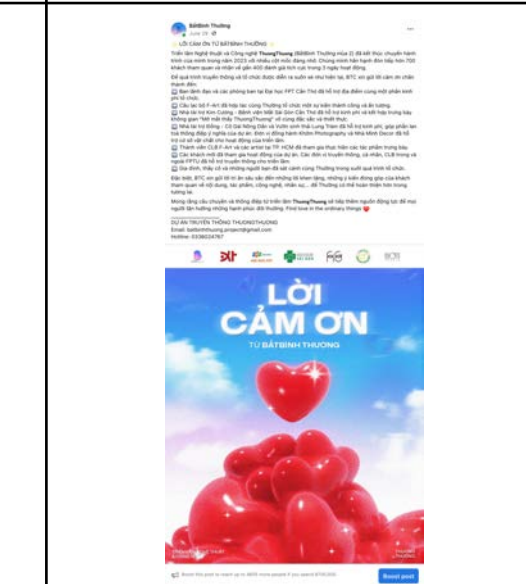
No.	1	2	3	4
Date	06/06/2023	07/06/2023	09/06/2023	10/06/2023
Format	Video	Image	Image	Video
Post				
Title	WE'RE BACK - BẤT BÌNH THƯỜNG TRỞ LẠI	TRẢ LỜI ĐÚNG - TRỪNG QUẢ XIN LẠI	CÙNG BẤT BÌNH THƯỜNG LAN TỎA "KHOẢNH KHẮC THUƠNG THƯƠNG"	TRAILER SERIES VIDEO: QUANH TA CÓ NHỮNG THUƠNG THƯƠNG LA THƯỜNG

No.	5	6	7	8
Date	11/06/2023	12/06/2023	13/06/2023	13/06/2023
Format	Image	Text	Image	Video
Post				
Title	Khoảnh khắc bên con là Thương Thương một đời	THÔNG BÁO	CÔNG BỐ KẾT QUẢ MINIGAME	Tập 1: gấu bông đình may

No.	9	10	11	12
Date	14/06/2023	15/06/2023	16/06/2023	18/06/2023
Format	Image	Image	Video	Image
Post				
Title	<u>Cause you are my ThuongThuong</u>	<u>CÔNG BỐ NHÀ TÀI TRỢ KIM CƯƠNG BỆNH VIỆN MẮT SÀI GÒN CẦN THƠ</u>	<u>Tập 2: Tấm lòng “Son”</u>	<u>CÔNG BỐ NHÀ TÀI TRỢ ĐỒNG CÔ GÁI NÔNG DÂN & VƯỜN SINH THÁI LUNG TRẦM</u>



No.	13	14	15	16
Date	18/06/2023	20/06/2023	22/06/2023	23/06/2023
Format	Image	Video	Image	Image
Post				
Title	<u>ThuongThuong là “Thanh xuân hoa Ban Mai</u>	<u>Tập 3: một-năm-năm (155)</u>	<u>ThuongThuong là được làm “sen” của “quàng thương”</u>	<u>CẦN THƠ TRIỀN LẨM NGHỆ THUẬT & CÔNG NGHỆ “THUONGTHUONG”</u>



No.	17	18	19	20
Date	24/06/2023	24/06/2023	26/06/2023	26/06/2023
Format	Image	Image	Image	Image
Post				
Title	RA MẮT THUONGTHUONG COLLECTION	Thương Thương là... mùi hương lao động	Triển lãm Thương Thương đã sẵn sàng chào đón những vị khách đầu tiên	Những khoảnh khắc ấn tượng về ngày đầu tiên tại triển lãm Thương Thương

No.	21	22
Date	28/06/2023	29/06/2023
Format	Image	Image
Post		
Title	NHÀ TÀI TRỢ ĐỒNG HÀNH, ĐƠN VỊ HỖ TRỢ KHỐM PHOTOGRAPHY & NHÀ MINH DECOR	LỜI CẢM ƠN TỪ BẮTBÌNH THƯỜNG

5.3.2.3 Media support

The following units have supported the media to help promote our project more widely:

No.	1	2	3	4
Name	Benh vien mat Sai Gon Can Tho	F-ART Club - FPT University	F-Fashion Club FUCT	F-BIZ Club FUCT
Post				
Link	https://goeco.link/OSXTL	https://goeco.link/vVcCRZ	https://goeco.link/qjWno	https://goeco.link/dREIO

No.	5	6	7	8
Name	F-Voice Club FUCT	Cau Lac Bo Su Kien F-Active	Wego - CLB Thien nguyen FUCT	CO GAI NONG DAN
Post				
Link	https://goeco.link/QNBJV	https://goeco.link/Gpmjj	https://goeco.link/UfBmuE	https://goeco.link/TBPtF

No.	9	10
Name	Commando - International Business at CTU	Phong tu van tam ly FUCT
Post		
Link	https://goeco.link/AodHt	https://goeco.link/YdlDp

Send invitations to guests who are not only influential people but also lecturers, relatives and close friends of group members. And these guests simultaneously re-up the invitation on each person's personal page with the aim of spreading information about the exhibition to a great extent the day before the exhibition.



Figure 37. People re-up online invitations on social media.

5.4 Event

5.4.1 Time and venue

- The exhibition is held for 3 days, starting on June 26 and ending on June 28, 2023.
- The event opens from 8 am to 6 pm and is free entry.
- The venue is the library of the Gamma building at FPT University Can Tho.
- Participants include students and lecturers, staff working at the Can Tho campus as well as young people in Can Tho city.

5.4.2 ThuongThuong exhibition

The exhibition space is arranged in a logical flow to help visitors have an interesting journey of discovery with the activities of the exhibition.

When the guests enter the exhibition are instructed by the staff to leave information at the check-in area. This is the process by which people announce their arrival at the show, and it can help the organizers effectively record the number of visitors to the event. After leaving the check-in area, visitors immediately see the exhibition area of heart-shaped works made up of images sent from participants in the activity of collecting ThuongThuong moments on the fanpage. This is also the positive result of the two-way interaction between our team and target audiences. The interesting feeling is the sense we would like to give loyal customers so that they can know their photos displayed and seek them in the exhibition.



Figure 38. Check-in area before entering the exhibition.

Afterward, the exhibition area of 20 paintings that applied AR technology - representing the theme of love in different opinions from artists - is the first area for sightseeing. Visitors receive guided tours such as ensuring to follow the exhibition flow, instructions on how to scan the codes of the works, introduction and providing information

about the exhibition, and so on. This first area is divided into two main lines, one side is about pet love, about dreams, about one's own hobbies, and the other side conveys the story of love. Audiences are experiencing the love story according to the arrangement of 6 pictures in turn about the first vibration of life through holding each other's hands, followed by the first love of a student's time when there is consensus from both sides. Then that love grows over time when both people grow up, and the result is becoming each other's life partners, thereby creating a small family home. Finally, the ending is a pinky promise instead of the promise to be together and trust each other. Even if visitors go against that series of stories, they will have a different perspective of the story from the present back to the past. And whether going backward or forwards, they always feel a positive and beautiful love image through simple images but full of loveliness and affection expressed by the artists' youth.



Figure 39. The first area of the exhibition with two main lines.

In addition, there are two places to take pictures to check in for young people: the backdrop area of the ThuongThuong exhibition is designed with a youthful and colorful moodboard of love, and the 3D heart model area is handcrafted by the organizers. The heart model area is the highlight of the exhibition, the red love as well as the youthful enthusiasm for life, so there is an artwork placed specifically in this area. This work is given the most investment and applied more technological effects than the rest because the organizers want to bring a strong impression in the minds of guests and a special experience at the end of the experience journey of combining art and technology.



Figure 40. The 3D heart model area.

Next is the area of works in the “Mở mắt” exhibition includes 4 works made by artists from the lenses of patients with eye diseases supported by a diamond sponsor. Inspired by the eyes, the “Mở mắt” artwork series is a journey of reincarnation of old lenses that have now turned into works of art, hidden deep in the true stories of the characters who have touched and felt the love from his own original eyes. With that message, the area of “Mở mắt” is placed next to the area of ThuongThuong’s heart model to convey the meaning: “Mở mắt thấy thương thương từ những điều thường thường”. Furthermore, there is an area to experience eye diseases that insists on 6 simulated glasses to help experience the vision of specific eye diseases. The glasses can help people understand that people with eye disease have difficulty seeing and judging the world around them. Thereby drawing the lesson is to love and take good care of your eyes, also known as the windows to the soul. A healthy eye to see clearly the love life around people, besides, more self-love makes themselves healthier and better.



Figure 41. Exhibition space of the artwork of Mỡ Mắt.

The interactive area is also made into a private space with a stylized hand-painted painting. The work without a name, the author, and even a description, creates the sense that only the visitor and the work are together in a separate space. From there, any thoughts and feelings from deep in the hearts of visitors for the first impression of the painting will be easily expressed by sharing words in the book placed next to it. Or it can help them have more time and space to think and feel about the meaning of the picture. That is how visitors can interact with the exhibition and help the organizers record their feelings and bring positive energy and loving messages as a gift to the artist.



Figure 42. Visitors are writing their thoughts about hand-painted works.

Opposite the interactive area is the area for displaying photographic works that are images taken in the campaign “ThuongThuong”. To increase the variety of experiences and exhibits, images of characters’ real-life stories are also displayed. This series of photos is diverse in themes, diverse in many aspects of love, and captures the most natural moments to tell emotional stories. All to honor the beauty of love.



Figure 43. The area for displaying photos that are taken in the campaign.

Last but not least, the cinema area plays the video series “*Quanh ta có những ThuongThuong lạ thường*” which was implemented in the campaign. This area is designed as a private area so that participants have enough space to spend time watching the 3-video series through the sound and moving visual experience behind the exhibits. As well as the end of the tour, visitors have a place to stop and sit back and relax with gentle and honest footage.

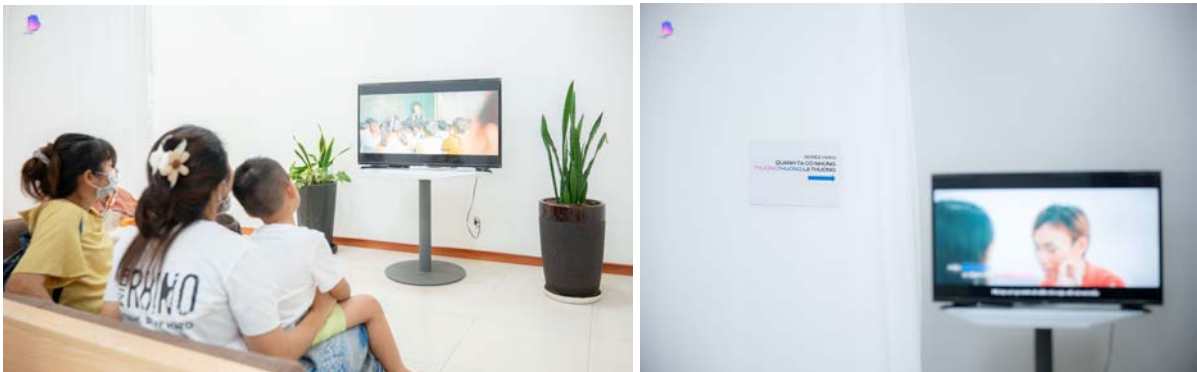


Figure 44. Visitors are focused on watching the video series.

Organizers want to contribute a small part and bring positive energy to the community and society from the created communication activities. Therefore, the exhibition opens the sale of merchandise, which are items printed with the images of the ThuongThuong event such as tote bags, lanyards, keychains and bracelets. This activity has two purposes, the first one is creating opportunities for visitors to own souvenirs with the exhibition, and the second one is raising money for charity to help support community activities, specifically, Mrs. Son’s charity class is one of the “*Quanh ta có những ThuongThuong lạ thường*” video series in the ThuongThuong communication project. In addition, post-exhibition survey collection is also carried out in this area. Feedbacks and comments from visitors help the authors get useful data for campaign evaluation and valuable experience for future events.



Figure 45. Staffs are happy to sell merch and wait for a feedback survey.

All of the above is shown in the exhibition space divided into zones in the softness and flexibility of the fabrics. Let love stories be presented in a uniform material, providing a smooth and throughout experience.



Figure 46. General space of ThuongThuong exhibition.

After the exhibition, the organizers donate 70% of the revenue from the sale of merchandise in the exhibition to buy gifts for children studying in Mrs. Son's class. The following are the results of selling merchandise and supporting Ms. Son's class:

- Total revenue achieved: 8,905,000 VND
- Amount of money for the class: 6,235,000 VND

Table 2. List of gifts sent to students in Mrs. Son's class

No.	Category	Qty.	Unit	Unit Price	Total
1	Crayons	50	Package	30,000 đ	1,500,000 đ
2	Coloring book	50	Package	28,600 đ	1,430,000 đ
3	Reading book	20	Volume	39,500 đ	790,000 đ
4	Photo	4	Sheet	10,000 đ	40,000 đ
5	Notebook	150	Volume	700,000 đ	700,000 đ
6	School stationery	1	Package	675,000 đ	675,000 đ
Total					6,235,000 đ

5.5 Media Production

5.5.1 Filming angle setting

5.5.1.1 Mood and tone

Mood: Use a combination of cheerful, realistic, and lighthearted language to set the mood. With instrumental music, sounds of the real scene along with cinematic material depict closeness and everyday life.

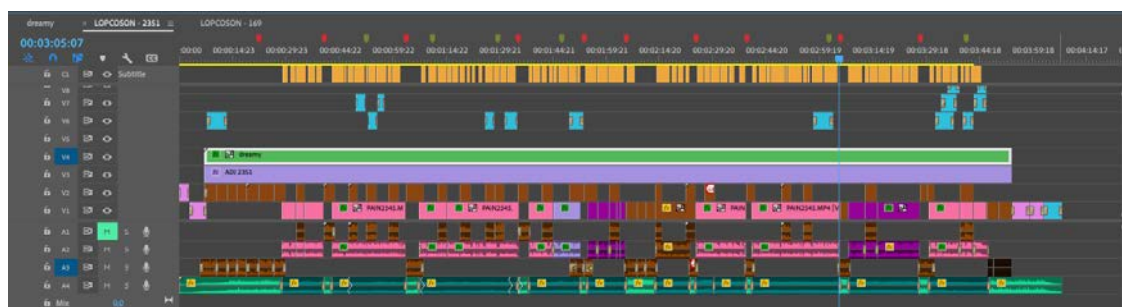
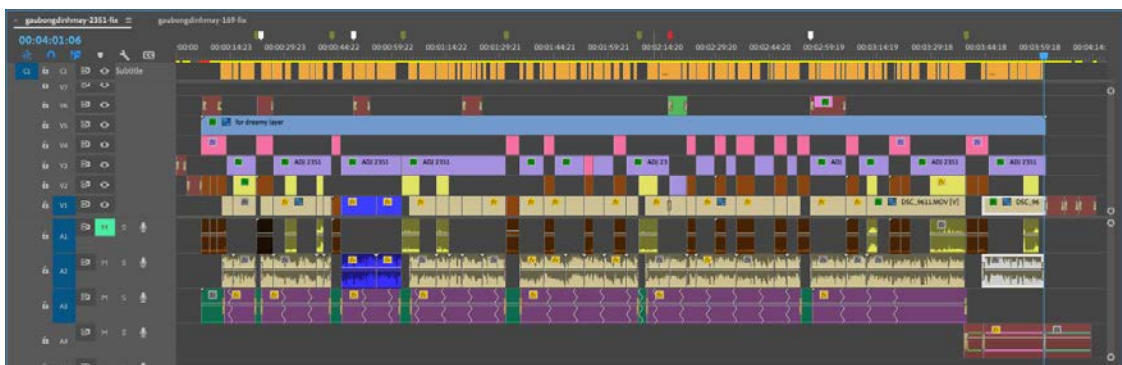
Tone: Warm, light, neutral. It creates a feeling of warmth, closeness and a sense of connection for the viewer.

5.5.1.2 Angle setting

In the video series “*Quanh ta có những ThuongThuong lạ thường*”, the videos are flexible, with different angles to bring closeness and create emotional effects for viewers. Eye-level, long, and close-up shots are video episodes’ primary and most used filming angle. In addition, in episode 2 - Tấm lòng "Son", the low angle shot is used a lot to show the power of Mrs. Son when teaching students.

5.5.1.3 Editing

The video series used Adobe Premiere Pro 2023 software for editing. The process includes logging footage, assembling footage, rough cutting, music adding, sound editing, effect adding, color grading, subtitle adding, video reviewing, fixing and finalization.



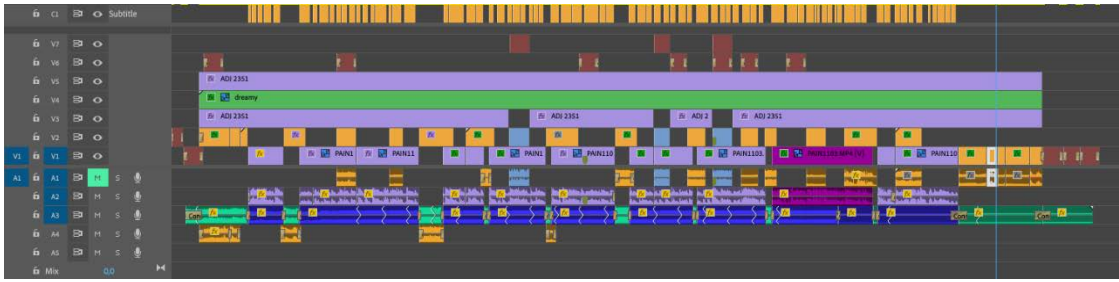


Figure 47. Edit timeline of video series *Quanh ta có những ThuongThuong lạ thường.*

5.5.2 Shooting day

The episodes are all made based on the previously made script. At the same time, based on the content when interviewing the character, there are other scenes to match the content so that the product is complete, showing what the team and the character want to convey to the audience.

In the first episode, there are two filming sessions at *gấu bông đình may's* store. The first session is to interview the character and shoot the necessary scenes in the script, and the second session, shooting additional scenes according to the script and based on the character's response.



Figure 48. Behind the scenes episode 1.

The second episode has a half day to complete the shots. It is a regular teaching class of the main character at her house; the scenes follow the activities from the script and add parts from the actual activities in the lesson that day. In addition to the interview with Mrs. Son - the main character, additional interviews with students and parents are added to increase the authenticity and authenticity of the content.



Figure 49. Behind the scenes episode 2.

In the third episode, the shooting follows the character from the dancing room. Conduct interviews while they are doing their makeup, then when the character practices dance, continue filming according to the previously planned content. Besides, it also adds a few other natural moments of the character but still ensures the film's continuity.



Figure 50. Behind the scenes of episode 3.

5.5.3 Final series video

Series video: [QUANH TA CÓ NHỮNG THUONGTHUONG LA THƯỜNG](#)

In addition, BBT team also gives a bonus music video named “THUONGTHUONG” to thank those who have followed Bất Bình Thường during its ThuongThuong media campaign.



Figure 51. Thumbnail of music video.

5.5.4 Launching



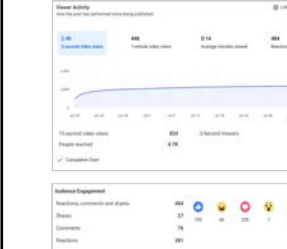
All three episodes in the video series “*Quanh ta có những ThuongThuong lạ thường*” are posted online on the Facebook social networking platform through the Bất Bình Thường fanpage and premiere offline at the ThuongThuong exhibition held on July 26 - 28, 2023.

5.5.4.1 Premiere online on Facebook fanpage Bất Bình Thường



Figure 52. Series video “Quanh ta có những ThuongThuong lạ thường” on Facebook.

Table 3. Video series' results on Facebook

Episode	1	2	3
Date	13/06/2023	16/06/2023	20/06/2023
Results	11000 reach, 3300 views, 313 reactions, 38 comments, and 24 shares.	5000 reach, 1000 views, 139 reactions, 20 comments, and 27 shares.	4700 reach, over 2400 views, 379 reactions, 76 comments, and 27 shares.
Evidences			

5.5.4.2 Premiere offline at ThuongThuong exhibition

Videos are shown in one area of the exhibition. This attracts many visitors and receives a lot of positive feedback from visitors.



Figure 53. People are watching the video.

5.6 Task due Dates and Resources

Our team consists of 5 members, each of whom plays an important role and is primarily responsible for various tasks in the project. The entire team remains engaged in every important aspect of the project to ensure the smoothest possible execution. However, with a rather large workload, all team members can not handle it all, so we conduct co-organization with the appropriate organizational units. For a more detailed division of work, please refer to the list of human resources from the [4.4 HR](#) part of the project.

No.	Type	List of task	In charge	Date	
				Begin	End
1	Social campaign	Manage social media	Lam Hai Yen	05/06	09/07
2		Design media publication	La Nhu Quynh	05/06	09/07
3	Event	Coordinate the set-up of the event space	BBT team + F-Art Club + Diamond sponsor	24/06	25/06
4		Manage and coordinate HR and event activities	BBT team	26/06	28/06
5		Manage campaign budget	Nguyen Ngoc Minh Thu	05/06	09/07
6		Manage production between event design departments	Nguyen Hai Dang	29/05	25/06
7		Support event according to assigned tasks	BBT team + F-Art + Diamond sponsor	26/06	28/06
8		Implement artworks	F-Art Club + Collaborative artists	25/05	24/06
9		Responsible for AR technology	Nguyen Hong Ai + La Nhu Quynh	19/06	25/06
10		Media production	Perform filming and edit	Nguyen Hong Ai	29/05
11	Support filming, setting the scene, taking care of the main character,...		BBT team	29/05	11/06

Figure 54. Task due dates and resources of campaign.

5.7 Risk and Management

5.7.1 Campaign

When implementing the project, it is inevitable that some problems arise. A fundamental problem is that the progress of posting on the fanpage is not as planned. Therefore, the communication manager quickly posts an apology on the fanpage and fixes the content as quickly as possible.

Nextly, the guest character for storytelling photography does not respond to the invitation to join. The workaround is to contact other characters on the potential character backup list after five days the character is selected not to respond.

5.7.2 Event

Firstly, during the preparation of the exhibition, there is a shortage of materials from suppliers, therefore, the team contacted other providers on the tentative list. Until the time at the event, AR artworks have problems that are not working. The staff has been distributed to coordinate visitors to other areas of the exhibition during the troubleshooting period.

Secondly, several AR images are deemed by Facebook to contain sensitive and violent content, leading to their disapproval and restriction from being published on the platform. Viewing these AR images requires navigating through additional steps, making the visitor's experience more complex. As a result, the exhibition staff provides specific instructions and conducts trials for visitors to observe.

Thirdly, some items of merchandise are sold-out in the first two days of the exhibition. The organizers offer discounts on other items to avoid a backlog of remaining items, then seek and contact the manufacturer to order additional items.

Finally, some visitors skip the survey after completing the exhibition tour. The event manager dispatches a few staff to the survey area to remind other visitors to carry out the survey.

5.7.3 Media production

During media production, several risks make performance problematic:

- Risk of equipment: Equipment malfunction during production, such as equipment failure or minor technical problems, can slow progress. It is necessary to have backup equipment ready in case of need.
- Time issues: Failure to meet the expected schedule can result in the project being completed late or not on time. Therefore, arranging a reasonable time from the initial stage is necessary so everything goes on schedule. At the same time, it also provides a backup plan in case of delays.

By developing a hedging plan and implementing careful management, the team has reduced unwanted risks and optimized media production.

CHAPTER VI. POST-PRODUCTION & EVALUATIONS

6.1 Implementation Evaluation

6.1.1 Evaluation against SMART

Specific	The results obtained showed the important spiritual values of the participants. In addition, youngsters feel that the simple things around can make them happy. The love of family, friends, pets are essential emotional values for them. From this result, it can help the team focus on more of this content.
Measurable	<ul style="list-style-type: none"> - Quantitative method: Determined through self-questionnaire. - Qualitative method: Determined through an open questionnaire.
Achievable	Get a total of 384 responses, including 332 valid responses.
Relevant	Have information to create appropriate activities/content for the campaign.
Time	The time the research has been implemented according to the expected timeline.

6.1.2 Evaluation against KPIs

6.1.2.1 Campaign

	KPI	Result	Status
1	Reach at least 30,000 users	Reached 37,209 users	Done ▾
2	Reach at least 600 likes for Fanpage	Reached 649 likes for Fanpage	Done ▾
3	Reach at least 700 followers for Fanpage	Reached 758 followers for Fanpage	Done ▾

4	Total campaign will reach at least 4000 reactions/comments and shares	The total campaign has reached 4752 reactions/comments and shares	Done ▾
5	Cooperate with at least 3 sponsors	Cooperated with 5 sponsors	Done ▾

During the campaign period from June 6 to June 29, the BấtBình Thường Fanpage reaches 37.209 social network users. In particular, on June 26 (the day of the ThuongThuong exhibition event), the number of people approaching 5.979 people skyrocketed compared to other days.



Figure 55. Amount of reach in the campaign.

The total number of likes on BấtBình Thường Fanpage increases by 99% during the campaign period from 326 likes to 649 likes. The total number of followers on BấtBình Thường Fanpage increases by 118% during the campaign period from 348 likes to 758 followers. In which, female accounts for 66.6% (40% in the age group of 18 to 24; 21.5% in the age group 25 to 35; 4.5% in the age group 35 to 44), and male accounts for 33.4% (23.4% among 18 to 24; 7.8% for 25 to 35; 1.6% for 35 to 44) come from Can Tho and neighboring provinces.

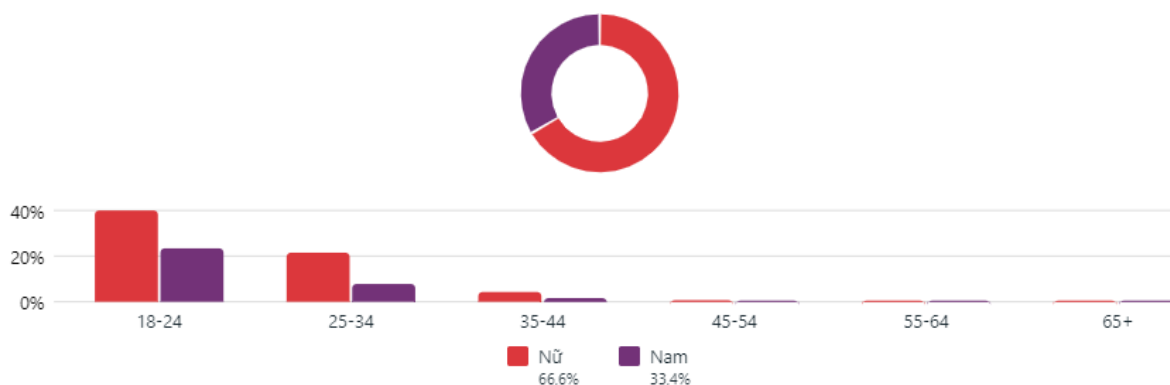


Figure 56. Age group and gender.

The total campaign has reached 4752 reactions/comments and shares including 3,460 reactions, 873 comments, and 419 shares.

Cảm xúc/l...	Lượt thích...	Bình luận	Lượt chia...
4.752	3.460	873	419

Figure 57. Total interactions in the campaign.

The project cooperates with 5 sponsors which are 1 diamond sponsor, 2 bronze sponsors, and 2 companion sponsors. The total value of sponsorship is up to 11 million VND and many items are used in the exhibition.

6.1.2.2 Media production

No.	KPI	Result	Status
1	Series videos will reach a total of 5000 views from the premiere to the end of the campaign (organic).	Video series reach a total of 6600 views from the premiere to the end of the campaign (organic).	Done ▾
2	Total video series will reach at least 300 reactions/comments and shares.	Total video series reach 489 reactions, comments and shares.	Done ▾

Video series reach a total of 6600 organic views from the premiere to the end of the campaign as episode 1 has 3300 views; episode 2 has 1000 views; and episode 3 has 2300 views. The total series video reaches 489 reactions, comments and shares including 164 in episode 1; 129 in episode 2; and 139 in episode 3.

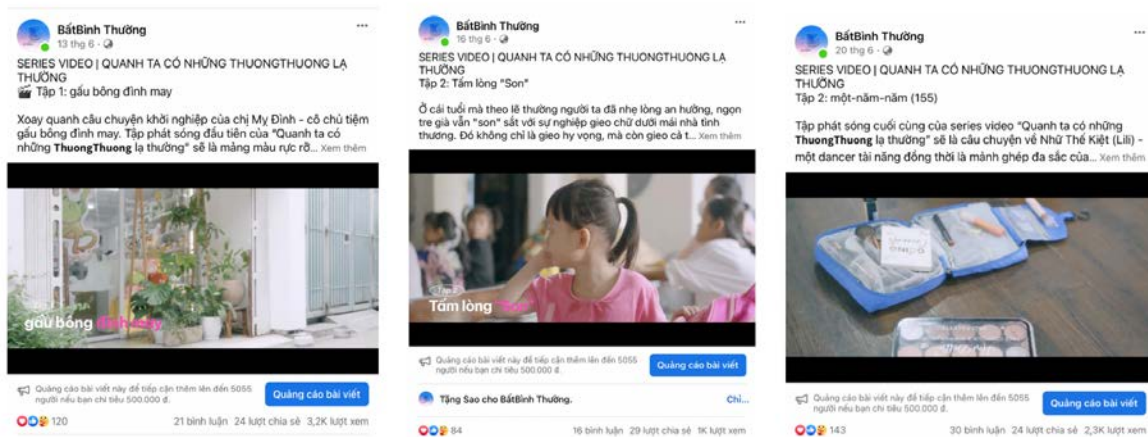


Figure 58. Social posts series video.

6.1.2.3 Event

No.	KPI	Result	Status
1	Reach at least 400 visitors.	Reach 737 visitors.	Done ▾
2	Collect at least 300 feedbacks.	Collect 415 feedbacks.	Done ▾
3	Have at least 80% positive feedback.	Achieve over 90% positive feedback.	Done ▾

The total number of visitors to the ThuongThuong exhibition recorded by the registration form at the entrance has reached 737 people. Specifically, there are 310 people on the first day, 243 people on the second day, and 184 people on the last day.

The total number of feedback records from ThuongThuong exhibition visitors in 3 days is up to 415 feedbacks. In which, 252 feedbacks come from female visitors, 159 feedbacks come from male visitors and 4 feedbacks come from visitors of other genders. They are mainly students and workers in Can Tho city.

We have recorded more than 90% positive reviews out of the total 415 feedbacks recorded from the survey. Some typical data include:

- 97.8% of visitors are satisfied with the message conveyed by the artworks.
- 100% of visitors feel excited about the technology experience at the exhibition.
- 100% of visitors plan to continue to participate in the next season.

Through the above information and data, it can be seen that we have exceeded expectations with the goals set for 3 aspects: campaign, media production, and event. At the same time, many new achievements have arisen during the implementation process. This is a great sign to evaluate the success of the ThuongThuong communication project.

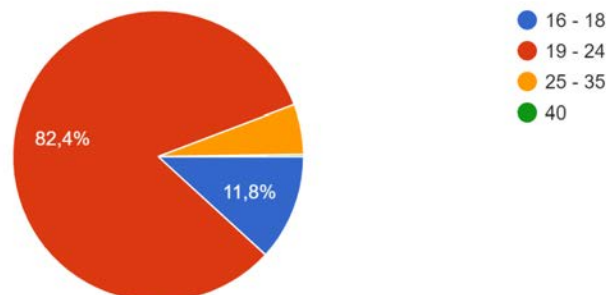
6.2. Collecting and Analyzing outcomes of the project

6.2.1 Collecting feedback

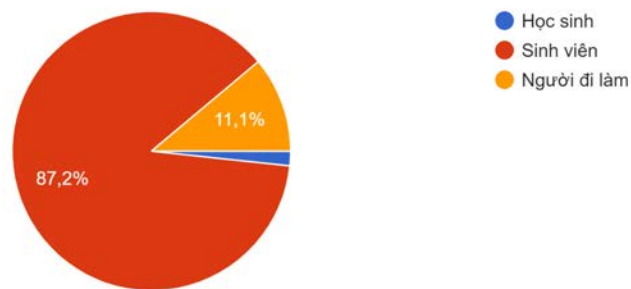
We create a survey to measure the effectiveness and satisfaction of visitors to the exhibition. Within 3 days of the event, there are 415 responses including 7 high-school students, 362 university students, and 46 workers. In terms of age, the 19 to 24 age group is the majority with 82.4%, this is appropriate because the event venue is at a university and this is also the age we aim for. Moreover, these respondents are mostly in the target audience that the campaign is targeting and shows that the ThuongThuong campaign has reached the right target audience to convey the message.

Figure 59. Identification.

Q3. Anh/chị thuộc độ tuổi nào?
415 câu trả lời



Q4. Anh/chị là?
415 câu trả lời



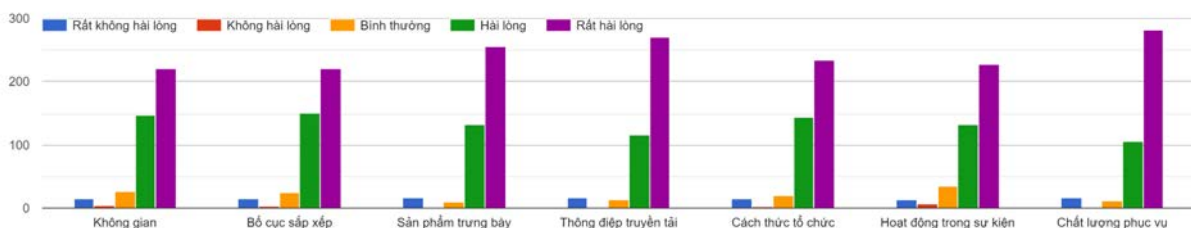
Source: Results of authors' research

The result shows that the majority of visitors have positive views and good experiences about the exhibition event. To get a better idea of what they are satisfied with, we have suggested seven factors that can influence their experience. The three factors that bring “very satisfied” are the quality of service (281 choices), the message conveyed (270 choices) and the artworks displayed (256 choices).

From there, it can be said that the organization and the enthusiasm of the staff have left a good impression on the visitors. The staffs are not only coordinators but also connections, which is a good sign in spreading love right to the core value of the campaign, helping visitors feel cared for and have a better emotional experience. In addition, the products on display with meaningful messages and diverse topics help enhance the mind experience and easily hit the audience’s emotions. In addition, delivering a clear, consistent and intimate message has made it easy for respondents to access. Along with the displayed artworks with meaningful messages, diverse forms and topics have helped leave a good impression and satisfaction to respondents.

Figure 60. The satisfaction level of visitors when experiencing the exhibition.

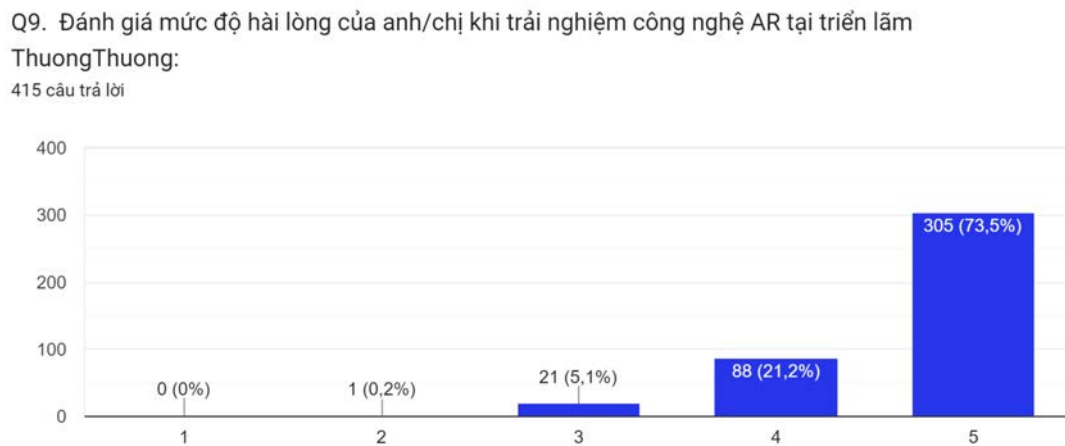
Q6. Đánh giá mức độ hài lòng của anh/chị về các yếu tố khi trải nghiệm triển lãm ThươngThuong



Source: authors

The respondents are asked to evaluate their satisfaction with AR technologies in exhibitions using a Likert scale. Most of the sample reported that they were satisfied (21.2%) and very satisfied (73.5%) with how they experienced this exhibition. It can be seen that the introduction of technology into artworks has some impact on people’s thoughts and feelings. Through technology, visitors can see through many aspects and re-evaluate their feelings towards the ordinary things in life.

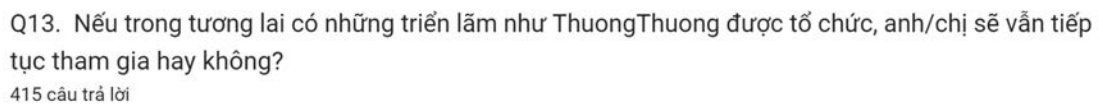
Figure 61. The satisfaction level of visitors when experiencing AR at the exhibition.



Source: Results of authors’ research

Overall, the event leaves a good impression on the participants as most of the responses receive above-average responses. When asked about the possibility of the exhibition continuing to be developed and implemented, 100% support is received. This is a good sign showing the success of the project in general and the event in particular.

Figure 62. Percentage of visitors who want to continue participating in future exhibitions.



Source: authors

6.2.2 Analyzing outcomes of the project

When exhibitors visit the campaign's exhibition, they not only remember but also evaluate everything they experienced at the event. Since then, in their mind has formed a certain perception of the value received from the campaign. According to the recorded results, most of the exhibitors suddenly recall a memory, a moment, or a simple thing in their life through the works displayed at the exhibition.

As for the feelings of love between two individuals, the outstanding effect from the audience is that the exhibition helps them recall the first flutter of life or the shyness of first dating the person they like. Those are the beautiful and meaningful memories that each visitor shared and thanks to the works they are able to find them again. Just simply holding hands, the image of two people walking together in the awkwardness of first falling in love or just the moment when they realize that they have a special affection for someone, the trust from the pinky promise, etc., is expressed through the work that has made a great impression and feels warm in the hearts of the audience.

Some highlight responses
Khoảnh Khắc thương thương đã gây dấu ấn tuyệt vời trong tim em. Nó không chỉ là một bức tranh đơn giản, em nghĩ đây chính là một khoảnh khắc đời thường tuy đơn giản nhưng nó thật sự rất ấm áp và ý nghĩa.
Theo mình thì là tác phẩm “Mới biết thương”. Bởi vì nó gợi lại cho mình những kỉ niệm của một thời vẫn còn vang bóng. Thuở mà mình lần đầu cảm nhận được cái gọi là “rung động đầu đời” như người ta thường gọi. Một bức tranh đẹp và ý nghĩa.
Tác phẩm Mới Tình Đầu. Tác phẩm làm mình gợi nhớ lại lúc ngại ngùng hẹn hò khi lần đầu quen với người yêu của mình khi 2 người cùng đi trên phố đi bộ.
Pinky promise. Vì nó đem lại sự tin tưởng cho mình và cũng như là đôi phương.

Source: Results of authors' research

Likewise, the element of family cherishing is also mentioned by the participants. They share that the performance of the work makes them feel safe when they return home and have indescribable happiness. There is a home where people head over heels in love for each other.

Even the cats and dogs that are cared for by young people become an integral part of the family. Those are the perceptions - associations and reminiscences of beloved ones in the family - evoked in them when they see images in the exhibition.

Some highlight responses
Hạnh phúc nhân đôi vì đối với mình hạnh phúc là khi được ở bên người mình yêu và những người yêu mình, ở đâu có người mình thương thì ở đó là nhà.
Mái Ấm. Một tác phẩm cho mình cảm giác an toàn khi trở về gia đình và một hạnh phúc khó tả.
“Sen” của “Quàng Thượng”. Tác phẩm gọi cho mình nhớ về quàng thượng của mình. Vì mình có nuôi hai bé một bé cún và một bé mèo nên mình rất yêu thương trân quý và xem 2 bé các con yêu là gia đình của mình.

Source: Results of authors' research

Moreover, the values of their own personal views are also mentioned by visitors. Distinctive hobbies or interests that seem simple but are sometimes judged by others as different from the majority. Or the small dreams are sometimes far from reality. Those things can not make people discouraged and falter because of the difference they make special and create a personal mark. When people understand themselves, realizing their own meaning will become a living motivation to feel more loved by themselves from the love of their own ordinary things.

Some highlight responses
Những sở thích “của riêng”. Tôi cảm thấy yêu bản thân hơn khi biết được ý nghĩa của bản thân.
Em ấn tượng với bức tranh “Ước mơ bé nhỏ” của bạn Hoàng Đạt, tại vì em nghĩ rằng tất cả chúng ta đều từng có những ước mơ, sự tưởng tượng phong phú vượt xa đa vũ trụ, nhưng thực tế thì luôn phủ định tất cả, và thật đáng cay. Nhưng có lẽ nếu không những giấc mơ đó, ta sẽ mất đi động lực sống, những kỉ niệm từ lúc biết nhận thức cho đến bây giờ, bởi có lẽ sống trong giấc mơ của sự sáng tạo lại dễ chịu hơn hiện thực ràng buộc.

Source: authors

In addition, the peace, freedom, happiness, and comfort when living and being yourself as well as adding meaning to the healing and the self-love journey of each individual or feeling luckier than many people has more motivation to overcome difficulties, etc., are the emotions and thoughts that the author’s team recorded from feedback’s exhibitors. Those are positive energies and valuable insights for the efforts of the author team in the process of conveying the message and raising awareness of love for the ordinary things in life. Although it is only through words and images, each artwork brings simple messages but brings very useful meanings and a sense of closeness to daily life as well as an empathetic understanding of the emotions of event participants. A prominent share from a visitor sums up the event of the campaign: *“Looking at the artworks, I have given a lesson that is: Love everyone, including yourself, and always respect everyone as well as respect, love with the merits, what we have.”*

Some highlight responses
Tác phẩm Healing. Tác phẩm mang đến sự bình yên. Cảm giác thông qua nó là sự tự do, hạnh phúc và thoải mái khi được sống và làm chính mình.... Ấn tượng vì hình ảnh 3D, màu sắc, decor rất đẹp và chính chu, bắt mắt người xem cũng như mang lại ý nghĩa về hành trình chữa lành, self-love của mỗi cá nhân.
Có khá nhiều tác phẩm ấn tượng. Các tác phẩm có ý nghĩa rất hay, gần gũi với cuộc sống đời thường và thấu hiểu đồng cảm với cảm xúc của mình dù chỉ là qua câu chữ và hình ảnh.
Với tôi, mỗi tác phẩm đều mang lại những thông điệp tuy giản đơn nhưng mang lại những ý nghĩa rất bổ ích và “chữa lành”. Nhìn qua các tác phẩm, tôi đã đưa ra một bài học đó là: hãy yêu tất cả mọi người, kể cả bản thân, và luôn tôn trọng, yêu kính với những công lao, những gì mà mình đã có.

Source: Results of authors’ research

To be honest, it is quite difficult to assess the long-term awareness of young people when experiencing the entire media campaign of the author group because there is no perfect way to record all the actions or acquisition processes of the audience. But at least the exhibition helped them recall the normal thing that made them happy, which is shown through the data from the ThuongThuong event experience assessment survey. More

importantly, the authors find that the data gathered from the literature review and the results of the research finding completely match the core value after analyzing the project's outcomes. In everyday life, there is always the presence of small things around us such as a warm handshake or a walk with the dog or a satisfied smile when doing what you love or enjoying a delicious meal with parents, etc. Those things keep repeating day after day which sometimes makes people consider it familiar and not important. But it is the ordinary things that are the best because they help people get everything each person needs most in a complete way and infuse with joy. People feel that life is more wonderful when they have something they love. In conclusion, our team can assess that the core goal of our campaign has been achieved when young people's awareness has been raised by the campaign's message conveyed from the proven analyses.

CHAPTER VII. CONCLUSIONS

7.1 Conclusions

ThuongThuong communication project has been going on for more than a month as originally planned since brainstorming, planning and implementing to bring the best quality products. During the implementation of the project, although many unexpected problems arise, we still handle them satisfactorily and ensure the progress and quality of the project. Therefore, positive feedback, and KPIs that achieve and exceed initial expectations are good achievements for the team's efforts. But above all, our ThuongThuong communication project succeeds with the main goal which is to raise awareness of love from ordinary things to young people in Can Tho.

7.2 Achievements

ThuongThuong communication project has ended with success beyond expectations. In addition to achieving 100% of the KPIs set from the beginning, we also have outstanding numbers such as reaching more than 30,000 social media users during the campaign, getting nearly 7000 views of the media production, and more than 700 visitors experiencing the ThuongThuong art and technology exhibition.

On the other hand, those figures are not the top expectations of the production team because what we aim to do is to raise awareness among young people about happiness from the ordinary things in life. That desire has been demonstrated through the following achievements:

Firstly, we organize an online photo submission activity on the BBT fanpage with the desire to collect images of the "ThuongThuong" things in the hearts of followers and design a corner to feel about special artwork inside the exhibition for visitors to express their thoughts and feelings. Many people have responded to these activities and expressed that they mean a lot to them.



Figure 63. Visitors showed interest in the activities in the exhibition.

Secondly, our exhibition attracts a lot of participation from famous TikTokers such as Thay Leo Dep Trai, Minh Ca Duoi, Phung Yen Say Cafe, and so on. In addition to participating in face-to-face interviews, some Tiktokers have posted videos of their experiences at the ThuongThuong exhibition, their videos have garnered impressive interaction and interest from many users on TikTok.

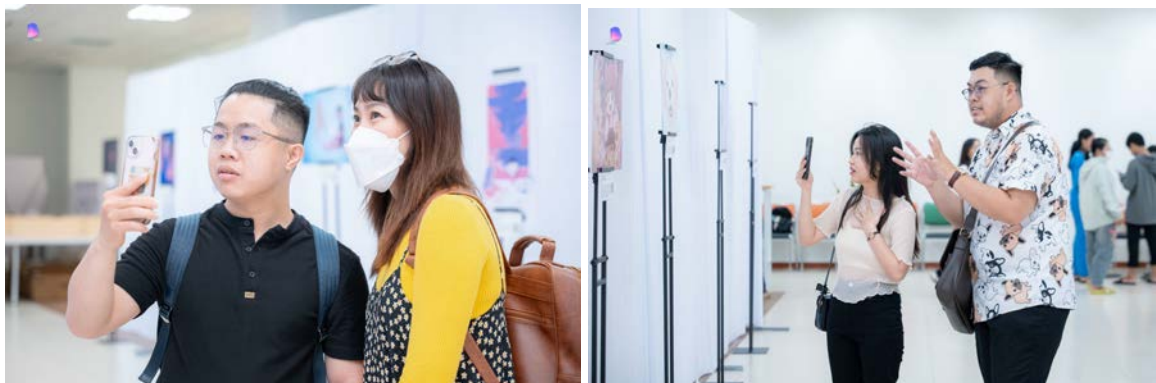


Figure 64. Tiktokers feel excited about the activities in the exhibition.

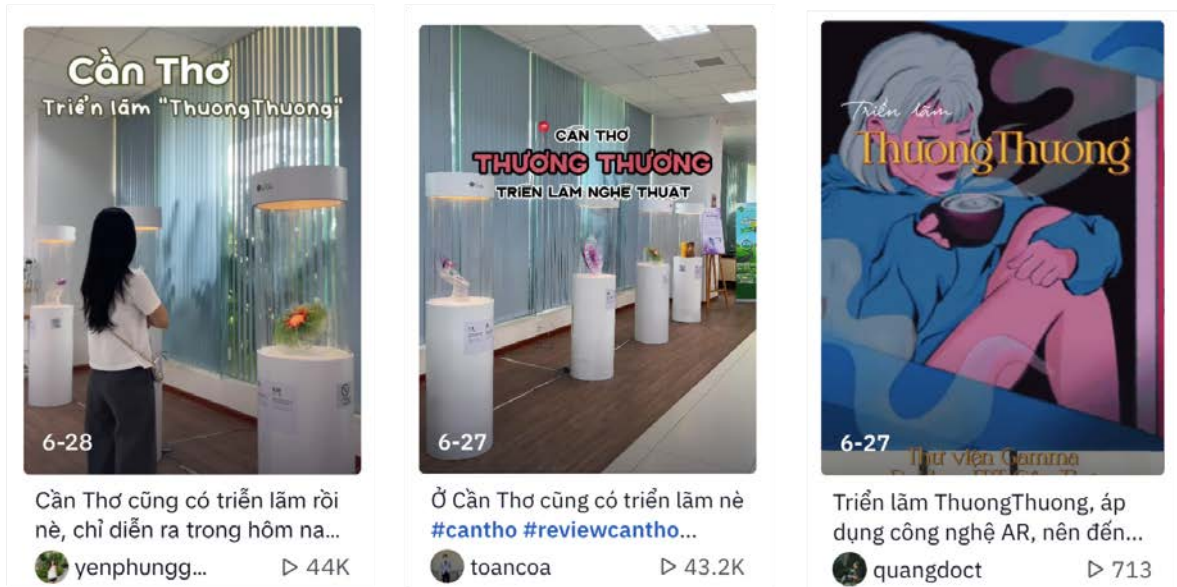


Figure 65. Some videos about the exhibition on tiktok.

Thirdly, the sale to raise money for charity has far exceeded the expected number of the BBT team. Not only did we sell out all the goods of the first sale but also quickly produced a second batch to meet the needs of visitors. Thanks to that, we have the opportunity to contribute more to Mrs. Son's charity class with more than 200 gifts.



Figure 66. The children eagerly received gifts from the project.

Finally, our diamond sponsor - Benh Vien Mat Sai Gon Can Tho - offers to continue combining with ThuongThuong media project for another exhibition event at the Phuong Nam bookstore because of the respect and desire to continue spreading the meaningful message of the project to many people in Can Tho.



Figure 67. Exhibition “Mở mắt thấy Thương Thương” at Phuong Nam bookstore.

7.3 Limitations

Because the project deploys many forms of communication together, the costs for these activities are high. Having to manage and operate many sources of expenditure at the same time makes the team difficult to control cash flow when there are small expenses incurred which leads to insufficient cash resources and having to omit some details and materials during project implementation. This has caused part of the campaign to be spread not as perfectly as it was originally intended.

Also, the team has a small issue in terms of the time to approve the event plan, which is quite late compared to the group’s initial scheduled time, so it affects the delayed promotion and communication plan. Nextly, mistakes in the printing process are also inevitable. As a result, some artworks are not shown in the desired colors, making it difficult to use AR technology and perceive visitors. Especially, Facebook has marked several AR images as containing sensitive and violent content, preventing their publication. To view these images, users must navigate through additional steps, adding complexity to the experience.

7.4 Lesson Learnt

The positive achievements from this project have helped the team to reflect on the journey we have just gone through and draw back many good experiences and values for future development.

Firstly, by bringing useful value to the audience with quality products, audiences can be ready to participate in the project's communication campaign through activities that are in line with the trends of the times. Since then, it has highlighted thorough preparation and research as well as the creativity spent on the products of the team members to gain the trust of customers and receive positive reviews.

Secondly, the team's project has built an effective promotional strategy to raise awareness and brand recognition. The project coordinates various media such as social campaigns, media production, and events to reach the target audience and potential customers according to each person's needs. At the same time, the campaign also regularly transmits information to continuously create interaction on social networking platforms and directly reach consumers with offline events.

Thirdly, making broad connections with the right organizations for the campaign is an equally important lesson. During the project implementation, we learn how to pitch to more sponsors and co-organizers to cooperate and facilitate the project implementation with the highest quality. These relationships are extremely important in the media industry because the wider connections are, the more opportunities are to thrive and spread the message easily.

In addition, thanks to the skills of planning, designing, managing and connecting team members together to create products with eye-catching and attractive content, it is easy to convince and attract customers' attention. This is also an opportunity for the group to be exposed to reality, experience, and handle all situations with the abilities and knowledge acquired by the members.

7.5 Recommendations

The more experienced team members work and connect, the more effective the use of resources, time, and budget for a media campaign will become. Therefore, greater scaling, expanding network, and quality enhancement in the communication aspect will help reach different segments and audiences across multiple channels.

If the campaign as well as the Bất Bình Thường exhibition is maintained every year, the organizers should add other media channels such as Tiktok, Youtube, Instagram, etc., to support the transmission of content so that the audience has more choices. And the choice of event time also needs to be calculated more rationally. The ThuongThuong exhibition is held at the right time for the graduation project of the BBT team, which coincides with the summer vacation at the FPT education and the national high school exam, so the event does not attract many young people, specifically the target group of students aged 16 to 18.

In addition, a recommendation for content posted on the fanpage needs to have more articles presented in the form of infographics so that the meaning of the campaign is reflected in the minds of customers impressively and smoothly receptive.

Moreover, our members group themselves always listen to the opinions and responses of the audience to learn, cultivate our thinking, and improve our professional skills to respond to the constant change of times and embrace diverse perspectives. And the most important thing is to always put people at the center to serve as a premise for innovation.

Last but not least, our team also hopes that this thesis report can be used as a reference for other articles related to the topic of future research. Because the topic of love or technology applied in communication are important topics that people are interested in when the strong development of artificial intelligence creates more new technologies and new life values. We also encourage young people to continue researching and implementing similar campaigns on a larger scale and with more unique topics because the issues surrounding young people are always diverse and different.

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APPENDICES

Survey 1: KHẢO SÁT MỨC ĐỘ QUAN TÂM CỦA GIỚI TRẺ VỚI YẾU TỐ CẢM XÚC TRONG HOẠT ĐỘNG THƯỜNG NGÀY

KHẢO SÁT MỨC ĐỘ QUAN TÂM CỦA NGƯỜI TRẺ VỚI YẾU TỐ CẢM XÚC TRONG HOẠT ĐỘNG THƯỜNG NGÀY

Xin chào mọi người, chúng mình là nhóm sinh viên đến từ trường Đại học FPT Cần Thơ. Chúng mình thực hiện khảo sát này để phục vụ cho **bài báo cáo đồ án tốt nghiệp**.

Khảo sát này lập ra nhằm mục đích tìm hiểu kỹ hơn về suy nghĩ, nhận thức của giới trẻ về yếu tố cảm xúc trong hoạt động thường ngày. Để thuận tiện trong việc xưng hô, chúng mình xin được phép xưng "mình" gọi "bạn" để phù hợp với tính chất của bài khảo sát, mong mọi người thông cảm á!

Chúng mình cam đoan thông tin mà các bạn cung cấp sẽ được bảo mật và chỉ sử dụng cho mục đích nghiên cứu. Rất mong bạn sẽ chia sẻ thông tin một cách khách quan để đảm bảo chất lượng. Nhóm vô cùng cảm kích và cảm ơn mọi người đã dành thời gian quý báu để hoàn thành bài khảo sát này.

Trước khi tiến hành thực hiện khảo sát, bạn vui lòng xem qua các khái niệm sau để quá trình cung cấp thông tin được diễn ra thuận lợi nhất:

(1) Yếu tố cảm xúc là gì?
Là phần ứng của bạn với các sự kiện quan trọng bên trong và bên ngoài. Đó có thể là sự xuất hiện (ví dụ: hoảng loạn) hoặc tâm thế (ví dụ: thù địch) và có thời gian tồn tại ngắn (ví dụ: tức giận) hoặc có thời gian tồn tại dài (ví dụ: đau buồn).

(2) Hoạt động thường ngày là gì?
Là những thói quen bạn thực hiện thường xuyên hoặc hàng ngày, thói quen ấy có thể dựa trên lối sống được thừa hưởng từ gia đình hoặc do bạn xây dựng cho riêng mình (ví dụ: bạn là người có lối sống xanh nên thói quen của bạn là mang túi vải khi đi mua sắm để hạn chế sử dụng túi ni-lông).

Mọi thông tin, thắc mắc xin vui lòng liên hệ:
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* Indicates required question

Email *
Your email

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I. THÔNG TIN CHUNG

Q1. Giới tính của bạn là? *

Nam
 Nữ

Q2. Bạn thuộc nhóm tuổi nào? *

Từ 16 đến 18 tuổi
 Từ 19 đến 24 tuổi
 Từ 25 đến 35 tuổi

Q3. Hiện tại bạn đang là? *

Học sinh
 Sinh viên
 Người đi làm

Q4. Bạn có nghĩ bản thân là người nhạy cảm, có xu hướng cảm nhận mạnh mẽ mọi thứ từ cảm xúc, cử chỉ, hành động của người khác đến cả chính mình hay không? *

Có
 Không

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II. MỨC ĐỘ NHẬN THỨC CẢM XÚC

Q5. Đánh giá mức độ lưu tâm đến những chi tiết nhỏ của một sự vật, sự việc của bạn? *

1 2 3 4 5
Rất không lưu tâm Rất lưu tâm

Q6. Đánh giá mức độ quan trọng của yếu tố cảm xúc trong các hoạt động thường ngày của bạn? *

1 2 3 4 5
Rất không quan trọng Rất quan trọng

Q7. Mức độ tác động của các hoạt động thường ngày đến cảm xúc của bạn? *

1 2 3 4 5
Rất không tác động Rất tác động

Q8. Những điều bình dị trong cuộc sống có mang lại cho bạn hạnh phúc hay không? *

Có
 Không

Q9. Điều gì trong cuộc sống mang đến cho bạn nguồn cảm hứng và năng lượng tích cực? *

Your answer

Q10. Ở thời điểm hiện tại, đâu là mối quan tâm hàng đầu/ giá trị tinh thần quan trọng nhất đối với bạn? *

Sự nghiệp (bao gồm tất cả những yếu tố liên quan đến công việc và học tập)
 Tình cảm (bao gồm tất cả những yếu tố liên quan đến mối liên hệ giữa người và người)
 Hoạt động cộng đồng (bao gồm tất cả những yếu tố liên quan đến môi trường và đời sống)

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Mối quan tâm đến sự nghiệp

Q10.1. Bạn nghĩ gì về khái niệm sự nghiệp? Vì sao đây là mối quan tâm hàng đầu của bạn ở thời điểm hiện tại?

Your answer

Q10.2. Biểu hiện nào sau đây tương đồng với suy nghĩ của bạn về cách người trẻ thể hiện sự trân trọng với công việc, học tập?

- Vượt lên trên hoàn cảnh của bản thân để chủ động học tập
- Vượt qua rào cản của bản thân, của hoàn cảnh để thích nghi với môi trường mới
- Kiên trì, bền bỉ với việc học, công việc để đạt được kết quả tốt
- nỗ lực hoàn thành nhiệm vụ, trách nhiệm được giao trong tập thể, trong tổ chức
- Thừa nhận lỗi sai của bản thân khi phạm phải sai lầm
- Ghi nhận và trân trọng biết những hành động giúp đỡ của mọi người xung quanh (như cấp trên, đồng nghiệp, bạn bè, thầy cô...)
- Other: _____

Q10.3. Hành động nào của sếp/đồng nghiệp/khách hàng khiến bạn cảm thấy vui/thích/hạnh phúc?

- Không dùng "á em" để mở đầu câu chuyện
- Khao tra sửa thường xuyên
- Chốt đơn nhanh không trả giá
- Không tăng ca, không deadline cuối tuần
- Khen thưởng bằng lời nói đi kèm hiện kim
- Luôn lắng nghe, luôn luôn thấu hiểu
- Other: _____

Q10.4. Hành động nào của nhà trường/thầy cô khiến bạn cảm thấy được quan tâm?

- Học phí giữ nguyên đến khi ra trường
- Feedback bằng "lời hay ý đẹp"
- Luôn lắng nghe ý kiến
- Trao học bổng cho những hoàn cảnh khó khăn
- Tân tâm hỗ trợ khi học sinh gặp phải vấn đề
- Cho những lời khuyên hữu ích
- Other: _____

Mối quan tâm đến tình cảm người và người

Q10.1. Bạn nghĩ gì về khái niệm tình cảm (bạn có thể chọn nói về tình yêu, tình bạn hoặc tình thân)? Vì sao đây là mối quan tâm hàng đầu của bạn ở thời điểm hiện tại?

Your answer

Q10.2. Bạn có phải là người chủ động thể hiện tình cảm với những người bạn yêu thương?

- Có
- Không

Q10.3. Bạn thường thể hiện cảm xúc với đối phương qua hình thức nào?

	Trong tình yêu	Trong tình thân	Trong tình bạn
Lời nói yêu thương (thể hiện tình cảm thông qua lời yêu thương, khen ngợi hoặc sự đánh giá cao)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hành động quan tâm (tìm ra điều họ muốn bạn làm cho họ và thực hiện chúng đều đặn)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tặng quà	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Khoảng thời gian ý nghĩa (thời gian bạn dành trọn vẹn sự chú ý cho đối phương)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Những giao tiếp cơ thể (thông qua sự tiếp xúc cơ thể như nắm tay, ôm, hôn gần gũi)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q10.4. Hành động nào của người yêu khiến bạn cảm thấy hạnh phúc? (Bỏ qua nếu bạn chưa có bồ hoặc làm tiếp nếu bạn cảm thấy mình sắp có)

- Chúc bạn ngủ ngon mỗi ngày
- Đưa đơn đi học, đi làm, đi mọi nơi
- Nấu ăn cho bạn
- Ghi nhớ mọi sở thích của bạn
- Tặng quà không nhân dịp gì cả
- Trán trọng mọi khoảnh khắc được ở bên bạn
- Không ngại thể hiện tình cảm ở nơi đông người
- Other: _____

Q10.5. Hành động nào của người thân khiến bạn cảm thấy xúc động?

- Khen ngợi bạn trước mặt người khác
- Hay la mắng nhưng chưa bao giờ bỏ rơi bạn
- Chờ bạn về ăn cơm
- Mong bạn "về nhà" hơn bất cứ ai
- Ủng hộ bạn theo đuổi ước mơ
- Ôm bạn vào lòng khi mệt mỏi
- Other: _____

Q10.6. Hành động nào của bạn bè khiến bạn cảm thấy vui?

- Khen ngợi bạn trước mặt phụ huynh
- Giúp nhau vượt qua những bài kiểm tra trên lớp
- Làm quán sự giúp bạn theo đuổi crush
- Tổ chức sinh nhật bất ngờ
- Cùng bạn đi chơi
- Đứng về phía bạn và điều kiện
- Other: _____

Mối quan tâm đến hoạt động cộng đồng

Q10.1. Bạn nghĩ gì về khái niệm hoạt động cộng đồng? Vì sao đây là mối quan tâm hàng đầu của bạn ở thời điểm hiện tại?

Your answer

Q10.2. Vấn đề cộng đồng bạn quan tâm hiện tại là gì?

- Ô nhiễm môi trường
- Tình hình biến đổi khí hậu
- Tình hình dịch bệnh
- Công việc thiện nguyện
- Bảo vệ động vật
- Giáo dục ở vùng sâu, vùng xa
- Other: _____

Q10.3. Hoạt động nào sau đây thể hiện quan điểm tích cực của giới trẻ với những vấn đề liên quan đến đời sống?

- Kháng định chủ quyền biển đảo Việt Nam trên các phương tiện truyền thông đại chúng, đồng thời kích liệt lên án, đấu tranh và tham gia ngăn chặn các hành vi xâm phạm chủ quyền biển đảo Việt Nam
- Tích cực tham gia các hoạt động thiện nguyện
- Nâng cao ý thức cộng đồng, tinh thần tự giác, chủ động thực hiện các khuyến cáo của Bộ Y tế để phòng chống dịch bệnh
- Tham gia hoạt động dạy học cho các trẻ em có hoàn cảnh khó khăn ở vùng sâu, vùng xa
- Other: _____

Q10.4. Hoạt động nào sau đây thể hiện quan điểm tích cực của giới trẻ với những vấn đề liên quan đến môi trường?

- Theo đuổi lối sống xanh lành mạnh
- Giữ gìn vệ sinh nơi ở sạch sẽ, không vứt rác bừa bãi
- Phát triển và lan tỏa mạnh mẽ chiến dịch xanh đống rác ở các tỉnh thành trên khắp cả nước
- Tích cực truyền thông để thay đổi hành vi của cộng đồng xã hội về việc bảo vệ các loài động vật quý hiếm
- Tham gia các hoạt động trồng cây xanh tại địa phương cũng như các chiến dịch của cộng đồng phát động
- Ngăn chặn các hành vi tổn hại đến môi trường
- Other: _____

Q10.5. Mức độ ảnh hưởng của các hoạt động cộng đồng đến với cảm nhận hạnh phúc của người trẻ mà cụ thể là bản thân bạn?

	Hoàn toàn không đồng ý	Không đồng ý	Trung lập	Đồng ý	Hoàn toàn đồng ý
Tôi thích được trải nghiệm những hoạt động cộng đồng	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tôi sẵn sàng làm bất cứ điều gì để tham gia các hoạt động cộng đồng ý nghĩa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tham gia các hoạt động cộng đồng giúp cuộc sống của tôi thêm tốt đẹp và giá trị	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tình yêu đối với cộng đồng của tôi được thể hiện qua việc tham gia các hoạt động cộng đồng	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CÁCH THỨC PHỔ BIẾN VỀ YẾU TỐ CẢM XÚC

Q11. Nội dung được truyền tải qua phương tiện truyền thông nào sẽ dễ dàng gây ấn tượng và mang đến cảm xúc cho bạn?

- Phim ảnh
- Âm nhạc
- Triển lãm
- Tác phẩm hội họa
- Sách
- Other: _____

Q12. Nền tảng mạng xã hội nào sẽ dễ dàng truyền tải những thông điệp cảm xúc đến cho bạn?

- Facebook
- Instagram
- Youtube
- TikTok
- Other: _____

Q13. Nếu có một triển lãm công nghệ mô phỏng lại những cảm xúc của bạn trong những hoạt động thường ngày vừa rồi, bạn sẽ tham gia chứ?

- Có
- Không

Survey 2: Đánh giá trải nghiệm tham quan triển lãm ThươngThuong (BấtBình Thường Mùa 2)

Đánh giá trải nghiệm tham quan triển lãm ThươngThuong (BấtBình Thường Mùa 2)

Xin chào anh/chị và các bạn, chúng mình là BBT Team - Nhóm sinh viên K15 Đại học FPT Cần Thơ đang trong quá trình thực hiện đồ án tốt nghiệp.

Khảo sát này lập ra nhằm mục đích tìm hiểu kỹ hơn về suy nghĩ, cảm nhận của anh/chị và các bạn về triển lãm ThươngThuong do nhóm thực hiện. Từ đó có thể đóng góp một phần cho những nghiên cứu sâu hơn liên quan tới trải nghiệm tham quan triển lãm và có nhiều hơn các giải pháp, ưu tiên cho vấn đề này có thể phát triển ở TP. Cần Thơ.

Chúng mình cam đoan những thông tin anh/chị và bạn cung cấp sẽ được bảo mật và chỉ sử dụng cho mục đích thực hiện luận văn tốt nghiệp. Rất mong các bạn đóng góp ý kiến một cách khách quan để đảm bảo chất lượng thông tin.

BBT team vô cùng cảm kích và biết ơn anh/chị đã dành thời gian quý báu để hoàn thành bài khảo sát này.

Mọi thông tin, thắc mắc xin vui lòng liên hệ:
Email: battinhthuong.project@gmail.com
Hotline: 033.602.4767

nguyenhongai2001@gmail.com [Switch account](#)

Not shared

* Indicates required question

Q1. Email của anh/chị là? *

Your answer

Q2. Giới tính của anh/chị là? *

Nam

Nữ

Other: _____

Q3. Anh/chị thuộc độ tuổi nào? *

16 - 18

19 - 24

25 - 35

Other: _____

Q4. Anh/chị là? *

Học sinh

Sinh viên

Người đi làm

Q5. Anh/Chị biết đến triển lãm qua hình thức nào? *

Bài đăng trên facebook

Được bạn bè giới thiệu

Tình cờ đi qua nên ghé vào xem

Nhận được email/thư mời từ BTC

Other: _____

Q6. Đánh giá mức độ hài lòng của anh/chị về các yếu tố khi trải nghiệm triển lãm * ThươngThuong

	Rất không hài lòng	Không hài lòng	Bình thường	Hài lòng	Rất hài lòng
Không gian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bố cục sắp xếp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sản phẩm trưng bày	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thông điệp truyền tải	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cách thức tổ chức	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoạt động trong sự kiện	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chất lượng phục vụ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7. Các tác phẩm trưng bày có tạo được ấn tượng hay ảnh hưởng với anh/chị về * thông điệp được truyền tải hay không?

Có

Không

Other: _____

Q8. Tác phẩm nào đã gây được ấn tượng với anh/chị? Anh/chị nghĩ gì về tác phẩm đó?

Your answer

Q9. Đánh giá mức độ hài lòng của anh/chị khi trải nghiệm công nghệ AR tại triển * lãm ThươngThuong:

	1	2	3	4	5	
Không tốt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Rất tốt

Q10. Anh/Chị cảm thấy thế nào về công nghệ AR khi được kết hợp vào tác phẩm * trưng bày của triển lãm ThươngThuong?

Sử dụng dễ dàng

Chất lượng hiển thị tốt

Cảm thấy ấn tượng về công nghệ

Hiểu rõ hơn về ý nghĩa của tác phẩm

Other: _____

Q11. Khi kết hợp công nghệ vào các sản phẩm triển lãm anh/chị có cảm thấy trải * nghiệm thú vị hơn không?

Có

Không

Q12. Giữa triển lãm theo cách truyền thống và triển lãm kết hợp nhiều phương * tiện (tranh vẽ ứng dụng công nghệ, hình ảnh, vật phẩm), anh/chị sẽ ưu tiên tham gia cái nào hơn?

Triển lãm theo cách truyền thống

Triển lãm kết hợp nhiều phương tiện

Q13. Nếu trong tương lai có những triển lãm như ThươngThuong được tổ chức, * anh/chị sẽ vẫn tiếp tục tham gia hay không?

Có

Không

Chân thành cảm ơn anh/chị đã dành thời gian quý báu của mình để hoàn thành khảo sát này. Chúc anh/chị một ngày tốt lành! ❤️