



# TRƯỜNG ĐẠI HỌC FPT

**GRADUATION PROJECT GRA497**

**COMMUNICATION CAMPAIGN FOR HAPPY THAI RESTAURANT**

FPT University

Mentor Ms. Nguyen Quoc Thuy Phuong

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September 22, 2023

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## REMARKS OF THE INSTRUCTOR:

### 1. Comment from proposed Supervisor

#### 1.1. Thesis content (compare to the research objectives, theoretical basis, data, analysis, application, etc)

Meeting the criteria of the practical graduation project on business communication campaigns. Based on the client brief, the team has thoroughly performed the essential processes, including brand audit, research and analysis of related material, implementation of communication and marketing campaigns on social networks, and creation of a business-specific Instagram account.

#### 1.2. Thesis form (Layout, presentation methods, English, citation)

Complete form, suitable English, and APA-compliant citations

#### 1.3. Students' attitude (attitude of the group and each team member, roles and contributions of each team member)

Students have suitable attitudes, are interested, and follow the demands of lecturers and businesses. Teamwork was occasionally lacking, but the group was able to overcome it in time to complete the graduation assignment.

### 2. Conclusion: Pass at what stage? (Or not)

#### 2.1. Achievement level compare to the target (compare to the plan)

Level of achievement in comparison to the target: 100%; level of achievement in comparison to the outline: 90%

#### 2.2. Limitation

There are still limitations in teamwork, communication, and client negotiating; the team requires more practice.



## THE BRAND'S REMARKS

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## COPYRIGHT REMARKS

We, Nguyen Nhu Hong Quynh - SS150513 ; Nguyen Dinh Hoang Long -SS140167 ; Pham Dinh Bao Chi - SE151221 hereby declare that the report presented in this graduation thesis is solely our original work. We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organizations related to the material discussed in the manuscript.

We grant permission to the group members and Happy Thai to utilize this work as a foundation for developing future plans. Furthermore, we affirm that any additional research conducted by our group member or Happy Thai to meet the requirements of further work shall not be considered a violation of intellectual property laws at schools and society.

## ACKNOWLEDGMENT

As a gesture of best wishes and sincere gratitude, Kaya team would like to send to Ms. Nguyen Thi Thuy Phuong heartfelt thanks. With what she has supported our group over the past time, it is valuable knowledge and will be a memory that none of us will ever forget. Thank you for the useful advice and experience that she took the time to share and give suggestions for our campaign this time, which is the premise for this campaign to reach this stage.

The completion of the communication campaign for Happy Thai Restaurant this time cannot forget the help of the lecturers in FPT University, who gave their best support to the Kaya team. We would like to send our sincere thanks and gratitude to the contributions that they have brought to our group.

Along with that, we would like to thank the FPT University leadership, partners and businesses for accompanying this campaign. Thank you for participating in the campaign to spread the spirit of love for the environment that the group wants to convey. With what businesses and partners have done, it is the valuable contributions that help our group of young students have the motivation to spread the message of love for the environment to everyone.

Besides, we would like to express our gratitude to our relatives, friends, collaborators who have always accompanied and supported this campaign of ours, thank you for their sincere enthusiasm for the communication campaign for Happy Thai Restaurant.

Finally, please allow us to be proud of myself and the members of the Kaya Team for completing this campaign to the best of our ability as well as possible. Thank you, and appreciate the time that the group has accompanied together in a spirit of enthusiasm, respect, and development.

Above all, thank you does not fully express the feelings with what Kaya Team has received, the team would like to express their gratitude for all the valuable contributions in the past.

Extremely appreciated!

Kaya Team,

Happy Thai Restaurant,

December 9, 2023

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## Introduction

In today's uncertain and demanding business environment, an effective Communication Campaign is the foundation for the brand's business success. Happy Thai restaurant has been in business for four years, with two locations in Saigon and one in Da Lat. However, in terms of communication on social networking sites, businesses have yet to reach out to a large number of young consumers (a key customer file that helps generate restaurant income). At the same time, when compared to competitors, the quality of images and content posted on Happy Thai restaurant's social networking platform, specifically on the Facebook platform, becomes slightly less good because it is not appealing enough to the restaurant's target young customer group (22-30 years old). As a result, our team will execute a Communication Campaign for Happy Thai Restaurant, utilizing our talents to create trending photos, produce videos with appealing content, and attract viewers in order to target a youthful client group and compete with rival restaurants. It then assists restaurants in increasing client engagement on social networking platforms. At the same time, it increases the number of clients who visit the restaurant. The team and the restaurant hope to attain a conversion rate of 5% after the campaign.

The advertisement targets individuals and groups that are searching for restaurants that offer a wide range of food alternatives, including vegetarian options, together with a traditional Thai ambience and pricing options. After we found that Happy Thai restaurant, we discovered that the restaurant's assets include its Thai-style environment and extensive menu with approximately 60 meals. The restaurant features a special menu for vegetarians and others who live a healthy lifestyle. As a result, the target group of consumers who adore the Thai atmosphere and want to eat both pure Thai cuisine and vegetarian options at a variety of pricing will be ideal for both Happy Thai restaurant and the campaign.

The business has requested the following combination of the brand's characteristics for this campaign:

## CLIENT BRIEF

<b>Objective</b>	<ul style="list-style-type: none"> <li>• Increase the awareness of the HAPPY THAI restaurant.</li> <li>• Increase client interaction and reach on social networking sites like Facebook and TikTok.</li> <li>• Achieve a conversion rate of 5%.</li> </ul>
<b>Target Customer</b>	<ul style="list-style-type: none"> <li>• Age: 22-30 years old</li> <li>• Earnings above 11 million or greater</li> </ul> <p>Behaviors</p> <ul style="list-style-type: none"> <li>• Go in groups</li> <li>• Looking forward to high quality and low cost</li> <li>• Checking information on social media</li> <li>• Find solutions to personal problems by altering mood/looks.</li> <li>• A few vegetarian</li> <li>• Adore Asian culture, particularly Thai culture.</li> </ul>
<b>Message</b>	<ul style="list-style-type: none"> <li>• HAPPY THAI not only serves food, but we also serve you joy and happiness!</li> </ul>
<b>Key Activities</b>	<ul style="list-style-type: none"> <li>• Social media campaign</li> <li>• Film and edit footage to entice customers to come to Happy Thai Restaurant to eat.</li> </ul>

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	<ul style="list-style-type: none"><li>• Create promotional vouchers to entice consumers to return to the restaurant</li></ul>
<b>Budget</b>	<ul style="list-style-type: none"><li>• 15 million VND</li></ul>

*TABLE 0: Client Brief*

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## CHAPTER 1. BRAND AUDIT



*Picture 1. Happy Thai restaurant logo*

### 1.1. Business overview

"Happy Thai" is a restaurant specializing in Thai cultural cuisine. At Happy Thai restaurant, customers can enjoy the essence of Thai cuisine, with each dish beautifully presented and rich in the distinctive flavors of Thai culture.

Happy Thai restaurant was established in 2019 and has been officially operating in the Thai cuisine industry in Vietnam for 4 years.

Despite being relatively young, Happy Thai has firmly established its presence in the F&B industry in Saigon, with 3 branches operating effectively in District 1, Thu Duc City, and Da Lat.

#### 1.1.1. Vision

Happy Thai constantly strives for improvement and the enhancement of service quality, gradually asserting its reputation and strong position in the Thai cuisine food market.

In the future, Happy Thai aims to expand and develop a chain of Thai cuisine restaurants across all 22 districts of Ho Chi Minh City, reaching out to all 63 provinces and territories of Vietnam, and extending its presence to countries worldwide.

### 1.1.2. Mission

With the mission to serve "Happiness on a Plate," it has become our guiding principle. We firmly believe in the motto, "HAPPY THAI, not only serving food but also serving you joy and happiness!"

### 1.1.3. Core Message

"Doing business with all our hearts, with a passionate commitment to our craft, and a desire to bring happiness and superior quality in every dish, we hope that Happy Thai restaurant will always be welcomed and honored as the finest choice for our valued customers.

Thank you, Thank you, Thank you."

"Safety" is paramount in the food and beverage industry, and Happy Thai restaurant places a paramount emphasis on health and safety to safeguard the well-being of its customers. Rigorous regulations are implemented throughout the entire process, from ingredient selection to food preparation and final presentation.

"Quality" is an ongoing commitment at Happy Thai restaurants, where continuous learning and improvement initiatives are undertaken to enhance the quality of each dish, ensuring a safe dining experience. The focus on elevating service quality is also a core aspect of Happy Thai's dedication to providing exceptional service.

"Professionalism" is a value that Happy Thai restaurant takes great pride in, manifested through a team of experienced and well-trained personnel, including chefs, managers, and service staff. Happy Thai is devoted to delivering the utmost professionalism in service to customers.

While celebrating initial successes and shaping its identity, Happy Thai restaurant remains dedicated to the pursuit of continuous improvement in service quality, expanding its customer base, and establishing new business locations. This commitment involves strategic investments in human resources, infrastructure development, and the exploration and creation of distinctive and unique culinary offerings.

## 1.2. Logo



*Picture 1.2.1. Happy Thai restaurant log*

The flower has eight petals and an eight-pointed star form on the interior, a Buddha picture in the middle, and the Happy Thai brand name blended with a dark purple backdrop surrounded by a circle on the exterior. The following is a full explanation of the brand logo image:

Happy Thai translates as "desire to bring delicious food - happiness to everyone." And bring Thai delicacies to broaden the connection and enrich Vietnamese cuisine.

Using the image of Buddha as the focal point, we seek to promote peace, find peace, and happiness, while also assisting each individual in gradually cultivating compassion, selflessness, and honesty.

Outside the Buddha picture is surrounded by an 8-pointed star, which represents not just intensity, infinite aspirations, and fantasies, but also a deeper implication of immortality. The Happy Thai brand strives to be everlasting, eternal, and long-lasting. It is the inspiration for Happy Thai to discover the meaning of life and strive for tremendous success in the mission of giving excellent meals to everyone. The 8-pointed star represents hope for Happy Thai, which has faced challenges. As a guiding light, it assists Happy Thai in moving towards the light and never giving up hope.

The circle logo has a positive meaning and shows the vitality and long-term development that Happy Thai seeks.

### 1.2.1. Color pallet



Dark purple logo background: Happy Thai promotes loyalty, nobility and also represents the sacred desire to serve. Purple is the color of truth and eternity that Happy Thai has included in its brand logo.

Yellow is the warm color of sunlight, and it connotes happiness and nutrition. Yellow is also the color of fire, representing lively and positive energy and so aiding in the manifestation of goodness and luck. These implications are also the ideals that Happy Thai restaurant wishes to impart to its clients when they dine there.

### 1.2.2. Mood

As the name of the brand stated, Happy Thai means to bring happiness from the food they delivered to the customer. The intended message of the brand is to create an atmosphere where each patron's visit to the restaurant is an occasion to commemorate life and experience pure happiness. Reflecting the joyous ambiance of Thailand, our attitude is characterized by warmth, enthusiasm, and a lively spirit.

### 1.2.3. Tone

The brand's prioritization of empathy underscores its authentic comprehension of the needs and preferences of its clients. Happy Thai demonstrates a profound understanding of customers' yearning for delectable Thai cuisine that not only satiates the stomach but also provides a heartening experience. Recognizing the inherently personal nature of dining out, diligent efforts are exerted to forge an emotional connection with patrons.

### 1.3. Online resources

#### 1.3.1 Website



This is the overview of Happy Thai official website. Color and theme is in the same mood as the Logo. Purple still is the main color used in the website as well as the logo, there are also many interactive features included, menu, contact information and suchs.....

#### Content and Engagement:

The website is rich in content, providing detailed information about the menu and the restaurant's story. It may lack real-time engagement compared to the Facebook page.

#### Brand Consistency:

The website maintains consistent branding with the Facebook page, ensuring a seamless transition for users. The visuals and messaging align with the restaurant's identity.

#### User Experience:

The website offers a smooth and intuitive user experience. It is well-organized, easy to navigate, and provides a comprehensive overview of the restaurant's offerings.

#### Social Proof and Reviews:

Customer testimonials and reviews are showcased on the website, adding credibility. Integration with third-party review sites may further enhance social proof.



**Call-to-Action (CTA):**

The website incorporates clear CTAs, guiding visitors to make reservations, view the menu, and explore special promotions. These CTAs contribute to a seamless user journey.

In conclusion, Happy Thai website does have a clear visual of the brand key message and goal point. The meticulous examination of the website in question reveals a steadfast commitment to upholding and embodying the brand guidelines set forth by the organization. From the moment one navigates to the homepage, the cohesive and harmonious integration of colors, typography, imagery, and overall design elements resonates with the carefully articulated brand aesthetics. This attention to detail not only showcases a profound understanding of the brand's visual identity but also serves as a testament to the unwavering dedication to maintaining consistency across all digital touchpoints.

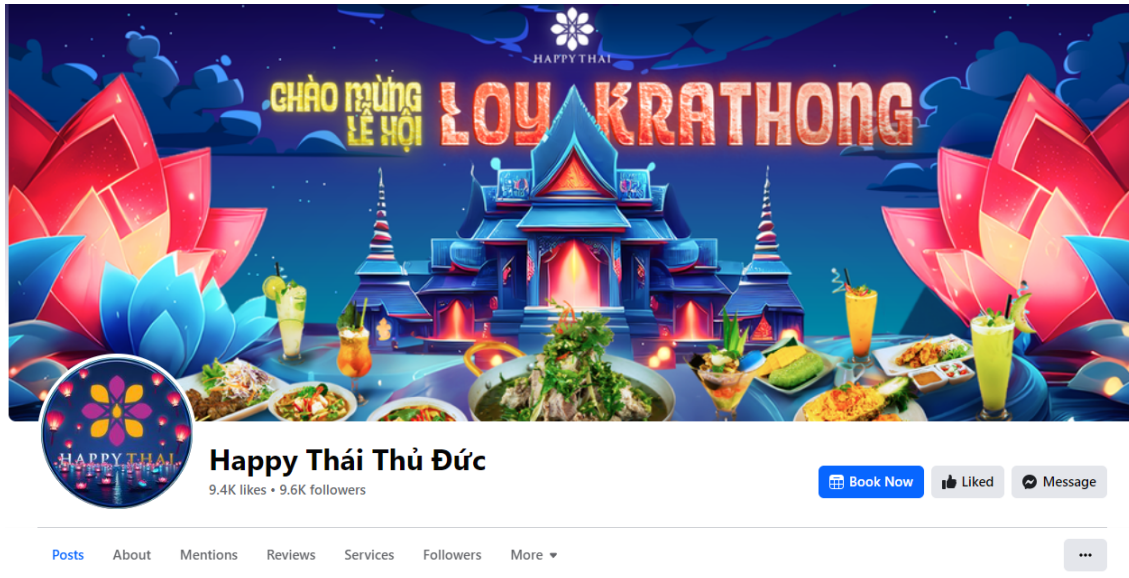
The color palette employed throughout the website seamlessly mirrors the tones established in the brand guidelines, creating a visually immersive experience that fosters instant recognition and association with the brand. The deliberate choice of fonts not only enhances readability but also reinforces the brand's personality, ensuring that every textual element aligns with the intended tone and voice. This consistent typographic approach is instrumental in conveying the brand's identity cohesively, fostering a sense of familiarity and trust among users.

Furthermore, the strategic use of imagery on the website underscores a deep comprehension of the brand's values and messaging. Each visual component, whether it be photographs, illustrations, or graphics, appears purposefully selected to resonate with the brand's narrative. The imagery not only reinforces the brand's key messages but also elicits emotional responses that are congruent with the brand's overarching vision. This symbiotic relationship between visuals and messaging is a testament to the meticulous thought put into the website's design to ensure a holistic representation of the brand.

The meticulous adherence to brand guidelines, the strategic alignment with the brand vision, and the effective communication of the brand message through the design of this website collectively exemplify a commitment to excellence in brand representation. The website serves as a digital embodiment of the brand's identity, ensuring a consistent and compelling user experience that reinforces the brand's values and resonates with its target audience.

1.3.2 Social Media Activity

1.3.2.1. Facebook Overview



Based on the activities on Happy Thai restaurant's Facebook platform, it's evident that the restaurant is actively engaged on social media with a posting frequency of one post per week. However, from our observation, it seems that Happy Thai's posts may not be achieving a high

level of effectiveness as it is supposed to. Despite incorporating Reels and videos to enhance their social media presence, it appears that they are not receiving much engagement from viewers and customers.

Regarding other aspects, Happy Thai's content revolves around promoting its main products,



which are Thai dishes, along with vegetarian options and enticing offers. They also use Reels and video posts to increase attention.

As a possible solution to the lack of engagement, we would recommend Happy Thai to promote the usage of hashtags more frequently in their posts in order to generate engagement. In our opinion, one of the primary reasons for Happy Thai's lack of efficacy in promoting their products on social media is the lack of hashtag usage in their postings. Posts using hashtags are more likely to reach a broader audience. The usage of hashtags allows the content to reach a more targeted audience, helping them to boost their visibility in that specific area.

In the review section, Happy Thai restaurant also receives many positive reviews from various customers, although there seems to be a lack of hashtags and little to no interaction between the restaurant and customers in the reviews.

Upon a thorough examination of the Facebook page in question, Happy Thai is very inconsistent with their posts, some of the post does not follow the brand key message and

logo and take an entirely different coloring from brand logo, almost all the post posted on Happy Thai page is different from each others and does not strictly follow the brand logo and message. Therefore, inconsistency between brand posts and the established brand image is damaging for maintaining a cohesive online presence. The lack of visual coherence may contribute to a diminished engagement level, as users might find it challenging to connect the diverse posts with the Happy Thai brand they know. Inconsistencies in visual presentation can erode the trust and familiarity that users associate with the brand.

### Happy Thai Facebook Page Analysis

<p><b>Content and Engagement:</b></p>	<p>The Facebook page regularly posts engaging content, including high-quality images of dishes, promotions, and customer testimonials. There is active engagement with followers through comments and likes.</p>
<p><b>User Experience:</b></p>	<p>Facebook provides a user-friendly interface, but the information might be scattered across different tabs. However, the platform is effective for real-time updates and quick interactions with customers.</p>
<p><b>Social Proof and Reviews:</b></p>	<p>The Facebook page features positive reviews and testimonials from satisfied customers. This social proof contributes to a positive online reputation.</p>
<p><b>Traffic and Reach:</b></p>	<p>The Facebook page has a substantial following, and posts receive good engagement. However, the reach is somewhat limited to the existing follower base.</p>

<b>Call-to-Action (CTA):</b>	The page includes effective CTAs, such as "Order Now," "Reserve a Table," and "See Menu." These encourage followers to take specific actions directly from the Facebook page.
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*Table 1.3.2.1.1. Happy Thai Facebook Page Analysis*

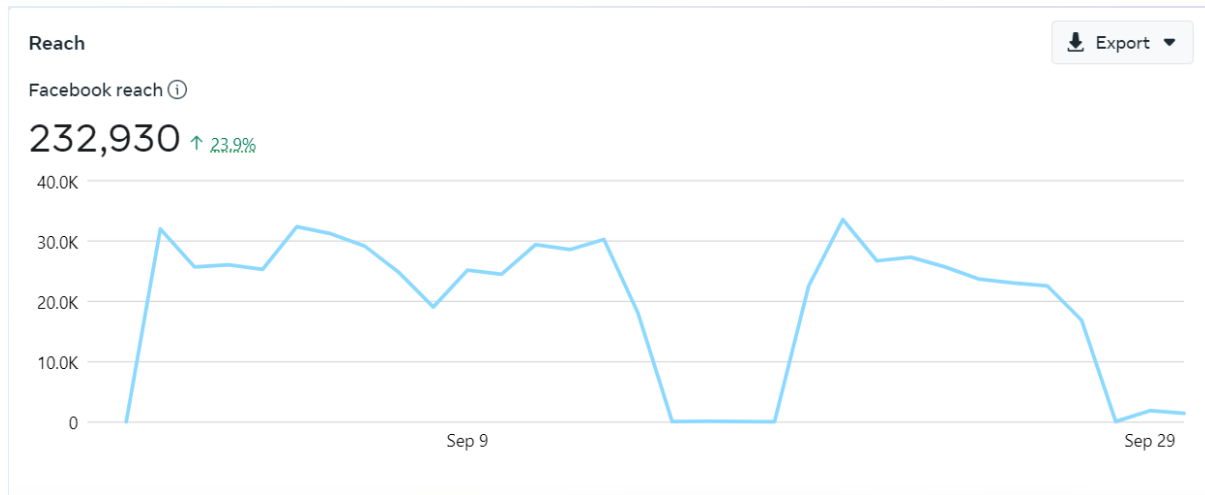
### 1.3.2.2. Facebook Statistics (Before campaign)

The media objective result from September will be compared with our latest media evaluation result in December, here is the current statistic of the brand media growth on Facebook.

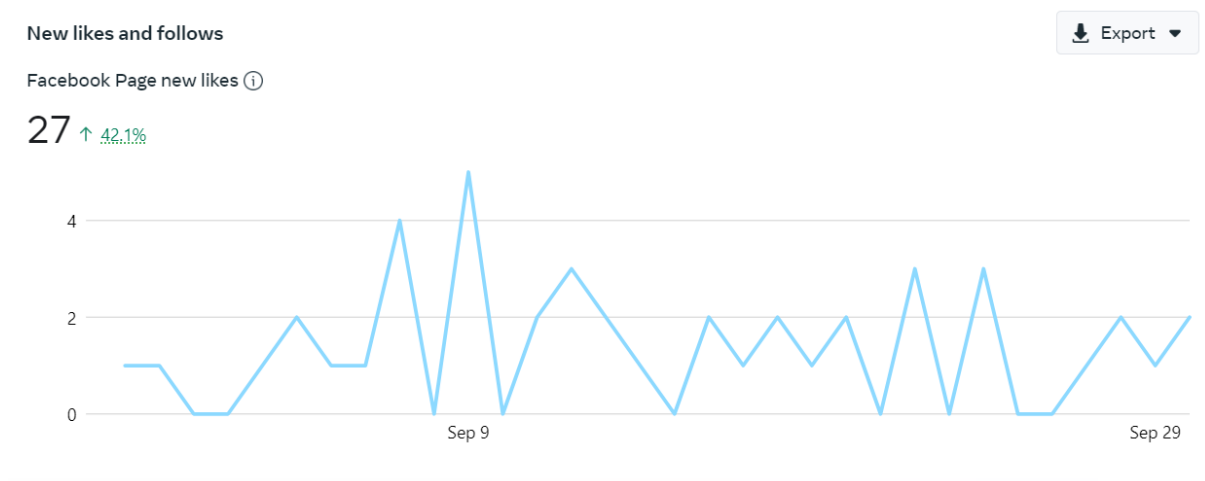
(AUGUST-SEP 2023)

<b>Facebook Reach</b>	232,930
<b>Facebook visits</b>	2,864
<b>Like and Reactions, Comments and Share</b>	365
<b>Page Followers</b>	7530
<b>Page Likes</b>	7420

*Table 1.3.2.2.1. Facebook Statistics (Before campaign)*

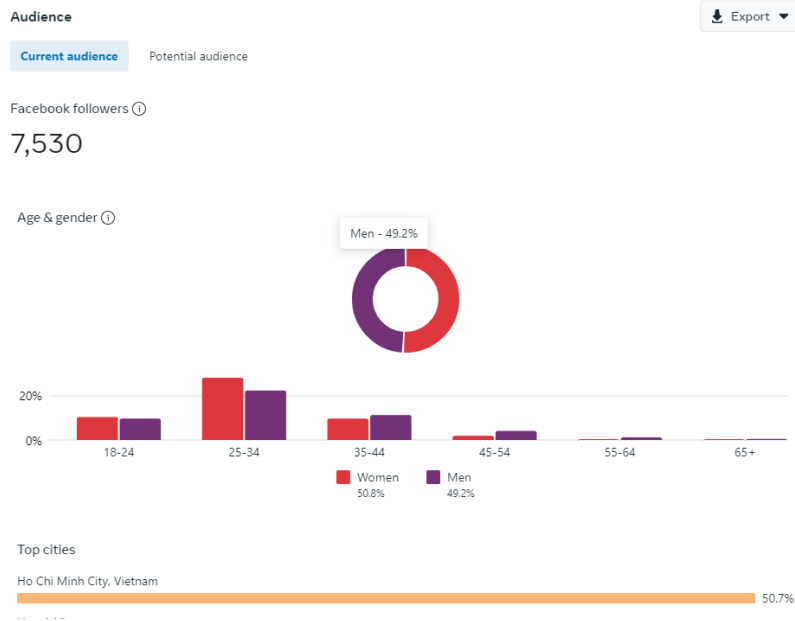


Picture 1.3.2.2.2. Happy Thai Facebook reach overview



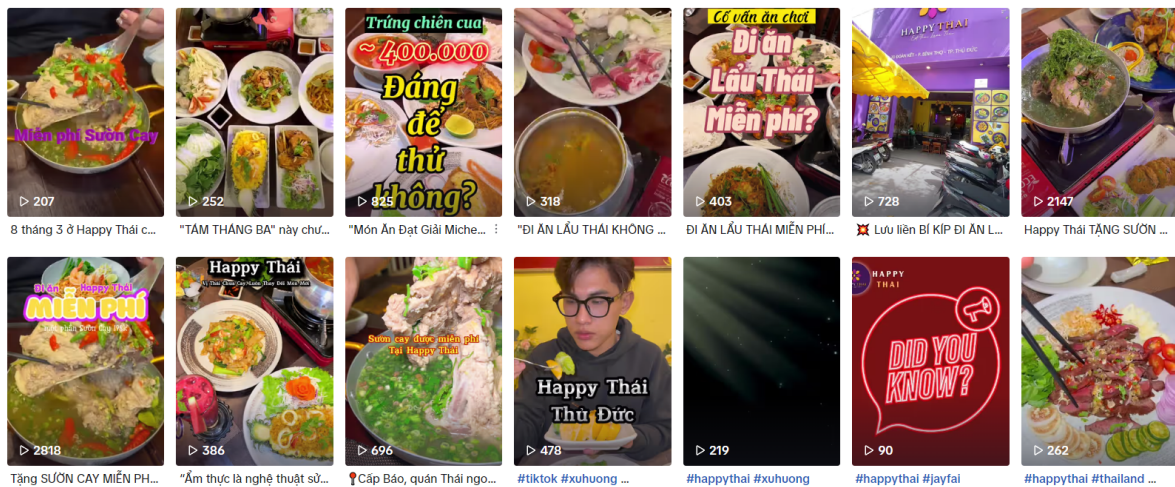
Picture 1.3.2.2.3. Happy Thai Facebook New likes and follows overview





Picture 1.3.2.2.4: Happy Thai Facebook followers overview

### 1.3.2.3. Tik Tok Overview





### Content Strategy:

- "Happy Thai" produces lively and colorful short videos showcasing the joy of cooking and enjoying Thai cuisine.
- Incorporates popular TikTok trends, infusing a sense of happiness and positivity into each video.

### Engagement Metrics:

- Videos consistently receive a high number of likes, shares, and comments.
- The follower count reflects steady growth and a community that resonates with the brand's cheerful approach.

### Collaborations and Challenges:

- Collaborates with TikTok influencers known for their uplifting content, creating joyful duets or challenges related to Thai food.
- Still receive low numbers of engagement from viewers
- Poor customer interaction, some video were low quality



Following with Tiktok, we have found that HappyThai also have their own Tik Tok pages, with short and interactive videos promoting daily content about promotions and also following the trend of others' short Tiktoks. Nothing really much about the content beside what everyone has been seeing on Tiktok but there are some interactions here and there with customers.

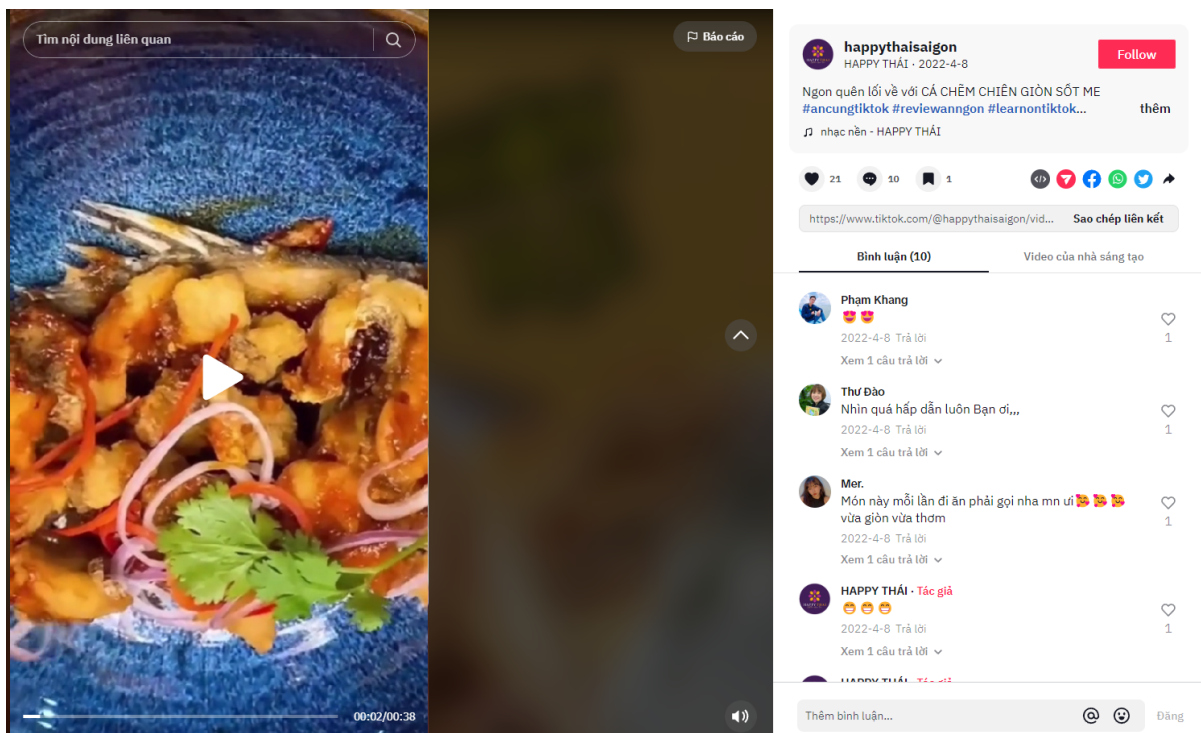
**1.3.2.4. Tiktok Statistics (before campaign)**

(AUGUST-SEP 2023)

<b>Followers</b>	396
<b>Likes</b>	613
<b>Average views/clip</b>	680
<b>Average likes/clip</b>	10

Table 1.3.2.4.1. Happy Thai Tik Tok statistics overview

**Top-performing clip**



Type of Video	Learning cùng Tik Tok
Likes	51
Comments	9
Favorites	7
Views	5272
Hashtag	#fyp #foryou #trend #learnontiktok #happythai #monthai
Caption	Bí quyết pha TRÀ SỮA THÁI ĐỒ ngon chuẩn vị nhà hàng

Table 1.3.2.4.2. Top-performing clip TikTok statistics

1.4. Offline Products



Brand Color and Logo:

Upon entering the restaurant, the immediate visual impact is a testament to a well-thought-out brand strategy. The brand logo, prominently displayed at the entrance and throughout the establishment, serves as a distinctive symbol that is not only visually appealing but also easily recognizable. The color scheme utilized in the logo is seamlessly integrated into the restaurant's interior design, creating a cohesive and immersive brand experience.

### **Interior Design and Ambiance:**

The physical space of the restaurant speaks volumes about its commitment to the brand identity. The interior design, characterized by elements that echo the brand's ethos, contributes to the creation of a distinct ambiance. The decor, lighting, and overall atmosphere seamlessly integrate with the brand's mission, providing diners with an immersive experience that goes beyond just the food.

From the furnishings to the staff uniforms, the chosen color palette resonates with the hues of the brand logo, establishing a consistent visual identity. This attention to detail extends to the menu design, where the same color scheme is employed, reinforcing the brand's image and creating a visually harmonious dining environment. The consistency in color application instills a sense of familiarity, contributing to the overall brand recognition.

There is also a unique Thai ambiance in the restaurant, with colors and overall some Thai design, etc.

### **1.5. SEO Activity**

One surprising finding during our brand audit is that Happy Thai has extremely effective SEO activities on the most prominent and effective platform, Google.

Google Happy thái

Images Menu Videos Shopping News Hai Bà Trưng Books Flights Final

About 29,200,000 results (0.34 seconds)

**happythai.vn**  
<https://happythai.vn>

**Happy Thái**  
 Từ thiết kế không gian sang trọng - ẩm cúng, cung cách phục vụ tận tâm - đầy nhiệt huyết và trên hết chúng tôi phục vụ những món **Thái** Lan thơm ngon chuẩn vị.  
**LÂU THÁI / SƯỜN CAY · GỎI CÁ TÂM SỐT THÁI · Menu · MÓN KHAI VỊ NÓNG**

**Facebook - Happy Thai**  
 9.8K+ followers

**Happy Thai**  
**Happy Thái** xin chúc bạn có một tháng 12 và mùa Giáng sinh an lành, hạnh phúc ❤️  
 ... Nhắc máy gọi ngay hotline 0931 155 102 để đặt bàn và nhận ưu ...  
 ★★★★★ Rating: 4.6 · 206 votes

**Foody.vn**  
<https://www.foody.vn> · ho-chi-minh

**Happy Thai - Nhà Hàng Món Thái ở TP. HCM**  
 mình vừa tới ăn hôm nay, nhân viên dễ thương, còn chụp hình giúp mình, món ăn cũng ok, giá cả hợp lý so với vị trí, cơm trái thơm mình thấy ngon nhé, ...

**Google**  
<https://happythaisaigon.business.site>

**Happy Thai Saigon**  
**HAPPY THAI** tọa lạc tại một góc nhỏ ở trung tâm Sài Gòn nhộn nhịp với không gian độc đáo, phục vụ những món ăn mang phong vị đặc trưng của ẩm thực Thái Lan.

**Foody.vn**  
<https://www.foody.vn> · happy-thai

**Happy Thái ở Đà Nẵng**  
 Best **Thai** in town. Thử nhiều nơi nhưng đây là hợp khẩu vị nhất đối với mình, từ mùi vị đến món ăn, cả cách bài trí cũng thật là hấp dẫn. Không gian rộng rãi, ẩm ...

*Picture 1.5.1. SEO Activities of Happy Thai Restaurant*

It can be said that this is Happy Thai's biggest strength, is SEO working perfectly. With a simple Google search, one can find almost all the information about Happy Thai's operations, and Happy Thai even appears on various food delivery platforms such as Foody and ShopeFood.

According to a research in LinkedIn about why restaurants need SEO, 81% of customers have searched for restaurants using mobile apps, and 92% have done so through web browsers in the past six months. Among them, 84% tend to search for information about a restaurant before deciding to dine there. Therefore, investing in improving a restaurant's website to provide better visibility is an effective way to increase sales revenue.

### **1.6. In conclusion:**

The brand "Happy Thai" has undergone a thorough audit, revealing its distinct strengths and areas for enhancement. The analysis has illuminated the brand's commitment to promoting well-being through a unique line of elixirs, emphasizing harmony in both product formulation and brand messaging.

Happy Thai excels in its visually appealing branding, which conveys a sense of tranquility and balance, aligning seamlessly with its product offerings. The exploration of customer sentiments and engagement metrics underscores a positive reception among the target audience, indicative of a strong connection between the brand and its consumers. While there are some disparity between the brand logo and the content it provides, it still does not pose a critical fault that can damage the brand image.

While the brand's online presence is commendable, the audit also identifies opportunities for expansion through strategic collaborations and a more dynamic utilization of social media platforms. By harnessing the power of user-generated content and exploring partnerships with influencers in the wellness space, Happy Thai can further amplify its reach and foster a community around its mission of promoting harmony and vitality.

The comprehensive brand audit serves as a roadmap for continuous improvement, urging Happy Thai to build upon its existing strengths while proactively addressing potential areas of growth. As the brand navigates the evolving landscape of the F&B industry, the insights gleaned from this audit will play a pivotal role in shaping a future where Happy Thai stands as a beacon of balance, resonating strongly with its audience and leaving a lasting imprint on the wellness market.

## CHAPTER 2: RESEARCH

<b>Main document</b>	<ul style="list-style-type: none"> <li>• Brand overview</li> <li>• Client brief</li> </ul>
<b>Research</b>	<ul style="list-style-type: none"> <li>• Brand and competitor research</li> <li>• Theories research</li> <li>• Survey</li> </ul>
<b>Theoretical background</b>	<ul style="list-style-type: none"> <li>• Customer segmentation, goals, positioning</li> <li>• SWOT analysis</li> <li>• Marketing 4Ps</li> <li>• Developing brand awareness</li> </ul>
<b>Brand development</b>	<ul style="list-style-type: none"> <li>• Quality posts (Facebook)</li> <li>• Quality video (Facebook, Tiktok)</li> <li>• Promotion campaign (Voucher)</li> </ul>
<b>Deliverables</b>	<ul style="list-style-type: none"> <li>• 30 posters</li> <li>• 12 videos</li> <li>• Vouchers</li> </ul>

*Table 2. Conceptual Framework Of The Thesis*

### 2.1. Competitor Analysis

Our team is primarily responsible for discovering possible prospects and resources for the brand's products. Theoretical study using the 4P and SWOT models can assist us in better understanding the brand's present image value and recognition in comparison to the F&B market and competitors in the same industry.





*Picture 2.1.1. Four Ps Model*

The Marketing Mix, also referred to as the 4Ps of Marketing, comprises the fundamental elements that form the foundation of a product's go-to-market strategy. These elements are Product, Price, Place, and Promotion. Initially, it is imperative for the "Product" to adequately fulfill a consumer's requirement, which is frequently determined by its design, quality, and features. The term "price" refers to the strategic evaluation of a product's worth, taking into account the perceived value by consumers and the economic objectives of the organization. The concept of "place" relates to the strategic management of a product's distribution channels, with the objective of guaranteeing convenient accessibility for the intended target audience. In conclusion, the term "Promotion" includes a range of communication tactics and channels that are used to advertise and promote a product to potential customers. The integration of the 4Ps offers an extensive structure that effectively directs companies towards achieving successful product launches and maintaining a consistent presence in the market.

### 2.1.1. Product

#### Product Comparison Table for Happy Thai, Chilli Thai, and Somtam Zaap

CRITERIA	HAPPY THAI	CHILLI THAI	SOMTAM ZAAP
<b>Most impressive dish</b>	Thai cuisine	Thai cuisine	Thai cuisine
<b>Health-friendly level</b>	Some nutritious food	Some nutritious food	Wide variety of healthy dishes
<b>Number of dishes</b>	60 or more macrobiotic, savory, snack, and main dishes.	100 or more dishes, from vegetarian to savory, appetizers to mains. Raw to prepared, spicy to non-spicy, varied sweets	74 vegetarian and macrobiotic dishes. Featuring popular Thai cuisine
<b>Vegetarian Menu Options</b>	Variety	Limited	Extensive Variety
<b>Customizable Spiciness Level</b>	Some Thai foods are kid-friendly but mostly spicy and sour	Sometimes Not Available	Spicy level can be requested
<b>Ambiance/Design</b>	Traditional Thai	Modern Fusion	Traditional Thai
<b>How food decor</b>	Unattractive and does not entice customers to taste its food.	Eye-catching decor	Eye-catching decor

*TABLE 2.1.1.1: Product Comparison Table for Happy Thai, Chilli Thai, and Somtam Zaap*

**In general:**

In conclusion, several significant factors come into influence when comparing Happy Thai to Somtam Zaap and Chilli Thai. To begin, in terms of health-friendliness, Somtam Zaap takes the lead, catering to health-conscious guests with a wide range of nutritious selections. Happy Thai and Chilli Thai include some nutritional options but may not appeal to people who are strictly focused on a healthy diet.



Chilli Thai has the most extensive menu in terms of quantity of dishes, allowing visitors to try a wide range of Thai flavors. Happy Thai strikes a balance with a decent variety, whilst Somtam Zaap offers a considerable selection without being overwhelming.

Somtam Zaap obviously stands out as the main choice for vegetarian meals, with a large assortment. Happy Thai also has strong vegetarian alternatives, although Chilli Thai's restricted options may not please vegetarian eaters.

Somtam Zaap's customizable spiciness levels are a highlight, delivering a personalized experience for diners with various spice preferences. Happy Thai has some kid-friendly alternatives but leans towards spicier meals, whereas Chilli Thai's lack of customization may not be appealing to people who prefer to change heat levels.

Happy Thai and Somtam Zaap share a typical Thai environment in ambiance and decor, catering to visitors seeking an authentic cultural experience. Chilli Thai, on the other hand, provides a more modern and cosmopolitan dining experience.

Finally, Chilli Thai and Somtam Zaap excel in visually appealing presentations, enriching the overall dining experience, whereas Happy Thai falls short in this regard.

Finally, the decision between Happy Thai, Somtam Zaap, and Chilli Thai will come down to personal tastes, with each restaurant delivering its own set of qualities and appealing to a variety of dining desires.

### 2.1.2. Price

<b>Price Comparison Table for Happy Thai, Chilli Thai, and Somtam Zaap</b>			
<b>CRITERIA</b>	<b>HAPPY THAI</b>	<b>CHILLI THAI</b>	<b>SOMTAM ZAAP</b>
<b>Cheapest Dish</b>	45.000 VND	70.000 VND	38.500 VND
<b>Most expensive dish</b>	430.000 VND	380.000 VND	225.000 VND
<b>Average 1-person a meal cost</b>	269.000 VND	300.000 VND	375.500 VND
<b>Combo</b>	500.000 VND	Do not offer	Do not offer

*TABLE 2.1.2.1. Price Comparison Table for Happy Thai, Chilli Thai, and Somtam Zaap*

**In general:**

It is clear from comparing the pricing strategies of Happy Thai, Somtam Zaap, and Chilli Thai that each restaurant serves a distinct sector of the dining market.

Happy Thai markets itself as a reasonable option, with a first dish for 45,000 VND. This implies quality without sacrificing price. At 430,000 VND, their most expensive meal suggests a posh dining experience for customers looking for something unique.

On the other hand, Chilli Thai goes more towards the upscale end with its 70,000 VND entry-level meal, demonstrating a dedication to superior ingredients. Their most expensive meal, which costs 380,000 VND, highlights their concentration on culinary options and establishes them as a top choice for people looking for an upscale Thai dining experience.

By making the most affordable entry-level dish available at 38,500 VND, Somtam Zaap employs an innovative approach to appeal to diners on a tight budget. Although this is the case, the significantly higher average dinner cost of 357,500 VND points to a varied menu with a range of prices that cater to different tastes.

Chilli Thai and Somtam Zaap put an emphasis on individual dining while Happy Thai stands out with combo offerings that cater to group eating.

The decision between Happy Thai, Somtam Zaap, and Chilli Thai ultimately comes down to personal preferences and financial constraints. Every restaurant has its own price policy and targets a certain market segment within the Thai food spectrum, providing options for everyone from inexpensive diners to those looking for upscale and gourmet experiences.

**2.1.3. Place**

**Place Comparison Table for Happy Thai, Chilli Thai, and Somtam Zaap**

CRITERIA	HAPPY THAI	CHILLI THAI	SOMTAM ZAAP
Location	Number of branches: 3 <ul style="list-style-type: none"> <li>• 207 Pham Ngu Lao,</li> </ul>	Number of branches: 4 <ul style="list-style-type: none"> <li>• 93 Ly Tu Trong, Ben</li> </ul>	Number of branches: 2 <ul style="list-style-type: none"> <li>• 136 Pasteur, Ben</li> </ul>

	Pham Ngu Lao Ward, District 1, Ho Chi Minh City <ul style="list-style-type: none"> <li>• 20 Doan Ket, Binh Tho Ward, Thu Duc City</li> <li>• 21 Nguyen Van Cu, Ward 1, Da Lat City, Lam Dong Province</li> </ul>	Thanh Ward, District 1, Ho Chi Minh City <ul style="list-style-type: none"> <li>• Floor B3, Vincom Dong Khoi, Ben Nghe Ward, District 1, Ho Chi Minh City</li> <li>• 5th Floor, Vincom Thao Dien, Thu Duc, City</li> <li>• 4th floor, Thiso Mall, Thu Thiem Ward, Thu Duc, City.</li> </ul>	Nghe, District 1 <ul style="list-style-type: none"> <li>• 70 Nguyen Thi Minh Khai, Ward 6, District 3</li> </ul>
Ambience/Decor	<ul style="list-style-type: none"> <li>• Traditional Thai</li> <li>• Cozy</li> </ul>	<ul style="list-style-type: none"> <li>• Modern Fusion</li> <li>• Cozy</li> </ul>	<ul style="list-style-type: none"> <li>• Traditional</li> <li>• Thai Cozy</li> </ul>
Seating Capacity	20	20	40
Parking Facility	Street Parking	On-site Parking	Street Parking
Security	Not Provided	Provided	Provided

Table 2.1.3.1. Place Comparison Table for Happy Thai, Chilli Thai, and Somtam Zaap

**In general:**

In terms of location and atmosphere, Happy Thai, Somtam Zaap, and Chilli Thai offer distinct dining experiences that appeal to various preferences.

Happy Thai's three locations maintain a traditional Thai ambience, providing diners with an intimate and culturally immersive dining experience. However, its limited seating capacity of 20 and reliance on street parking may present difficulties during peak hours, and the lack of security may be concerning to some customers.

Chilli Thai, on the other hand, utilizes a modern fusion aesthetic to create a cozy and contemporary dining atmosphere. With multiple locations, including those in retail malls, the business offers visitors convenience. Parking facilities and security services enhance the

overall dining experience, making it a suitable option for those who place a premium on convenience and safety.

With two locations, Somtam Zaap also incorporates a traditional Thai atmosphere, creating a warm and genuine atmosphere. However, similar to Happy Thai, street parking is required.

In conclusion, the decision between Happy Thai, Somtam Zaap, and Chilli Thai depends not only on the cuisine but also on the dining atmosphere and convenience desired. Happy Thai and Somtam Zaap provide traditional Thai settings, whereas Chilli Thai offers a fusion-style dining experience. When selecting the most suitable spot for a Thai dining experience, factors such as seating capacity, parking facilities, and safety must be considered.

#### 2.1.4. Promotion

Promotion Comparison Table for Happy Thai, Chilli Thai, and Somtam Zaap			
CRITERIA	HAPPY THAI	CHILLI THAI	SOMTAM ZAAP
Channels of Promotion (Digital)	<ul style="list-style-type: none"> <li>Facebook</li> <li>Youtube</li> <li>Website</li> <li>Tiktok</li> </ul>	<ul style="list-style-type: none"> <li>Facebook</li> <li>Youtube</li> <li>Tiktok</li> <li>Instagram</li> </ul>	<ul style="list-style-type: none"> <li>Facebook</li> <li>Website</li> <li>Tiktok</li> <li>Instagram</li> </ul>
Types of Offers and Deals	<ul style="list-style-type: none"> <li>Bills over 250,000 VND get dishes valued at 59,000 VND</li> <li>Bills over 900,000 VND get dishes valued at 300,000 VND</li> <li>The combo offer—a discount from 1 million VND to 900,000 VND and accompanied by a bonus item</li> </ul>	<ul style="list-style-type: none"> <li>Gift voucher 100,000 VND for bill from 500,000 VND</li> </ul>	<ul style="list-style-type: none"> <li>15% discount on inbox, store hotline and takeaway deliveries</li> <li>Get 1 free mango sticky rice with every GrabFood order over 300,000 VND.</li> <li>Get 1 piece of 'Peach Eggs with Tamarind Sauce' worth 88,000</li> </ul>

	<ul style="list-style-type: none"> <li>• 20% advance table booking discount</li> <li>• Buy one, get one free</li> </ul>		<p>VND with every GrabFood order over 400,000 VND.</p> <ul style="list-style-type: none"> <li>• Get 1 free Pad Thai with every GrabFood order over 400,000 VND.</li> </ul>
<b>Frequency of Promotion</b>	Daily	Weekly	Weekly
<b>Partnerships</b>	<ul style="list-style-type: none"> <li>• “PHỐ KÝ ỨC” Event</li> <li>• "TBA DỪNG HÀNG TBA &amp; KÊU GỌI ĐỐI TÁC DỪNG HÀNG TBA" Exhibition</li> <li>• Influencer on Tiktok: Rùa Ham Ăn, Lê Minh Phát, Mint Cookie, etc</li> </ul>	<ul style="list-style-type: none"> <li>• Pasgo</li> <li>• Grab Food</li> <li>• Shopee Food</li> <li>• Vincom</li> <li>• Loship</li> <li>• Influencer on Tiktok, Youtube: Bếp 2 chị em, Góc của Vy, Haichinthangchin, etc</li> </ul>	<ul style="list-style-type: none"> <li>• Grab Food</li> <li>• Shopee Food</li> <li>• Baemin</li> <li>• Ministry of Commerce of Thailand</li> <li>• Influencer on Tiktok: Trinnie, Dạ Dày Không Đáy, Chan Chan, etc</li> <li>• Apple Pay</li> <li>• Google Play</li> <li>• Samsung Wallet</li> <li>• Momo</li> </ul>
<b>Content Quality &amp; Creativity</b>	<ul style="list-style-type: none"> <li>• The film and photos are unprofessional and unattractive to young clients.</li> <li>• The content is well-planned for</li> </ul>	<ul style="list-style-type: none"> <li>• Creative content, capturing youth trends</li> <li>• Minimal Content</li> <li>• Professional, creative image,</li> </ul>	<ul style="list-style-type: none"> <li>• Professional and clear content</li> <li>• Variety of photos and videos</li> <li>• Beautiful, elegant design, attract viewers</li> </ul>

	elegance, warmth, and positivity.	attracting young, dynamic customers	
<b>Customer Engagement (Comments, shares, reviews)</b>	Low	Medium	Medium

*Table 2.1.4.1. Promotion Comparison Table for Happy Thai, Chilli Thai, and Somtam Zaap*

**In general:**

In the sphere of digital marketing, Happy Thai, Somtam Zaap, and Chilli Thai use a variety of techniques to attract their respective target audiences.

Happy Thai is competitive in its daily promotions, offering complimentary dishes and buy-one-get-one-free discounts for bills exceeding certain thresholds. Their digital presence encompasses multiple platforms, including Facebook, YouTube, TikTok, and their website, in an attempt to reach a large taker base. However, their content quality and originality appear to be lacking, which could limit their appeal to a younger, more visually oriented-audience. Significantly low engagement levels indicate a potential for improvement in customer interaction.

Chilli Thai uses weekly promotions and a more professional, visually enticing approach on platforms such as Facebook, YouTube, TikTok, and Instagram. Gift vouchers and partnerships with well-known food delivery services increase their reach and engagement levels, making them an excellent option for those in search of quality content and deals.

Somtam Zaap, on the other hand, concentrates on partnerships with food delivery platforms, offering discounts and free items with minimum order values and a variety of payment methods. Their content is expertly crafted and engaging, appealing to a broad audience. Engagement levels are average, reflecting a balance between content aesthetics and promotion.

In conclusion, each restaurant employs a distinct, audience-specific digital promotion strategy. Happy Thai provides daily promotions, but content quality and engagement are lacking. With weekly promotions and partnerships, Chilli Thai emphasizes creativity and professionalism. Somtam Zaap places a premium on partnerships, diverse offerings, and refined content, thereby ensuring a prominent presence in the digital landscape. The decision between these restaurants depends not only on the cuisine but also on the digital experience they provide their customers.

<b>Table Comparing Happy Thai, Chilli Thai, and Somtam Zaap Social Media Interactions</b>			
<b>CRITERIA</b>	<b>HAPPY THAI</b>	<b>CHILLI THAI</b>	<b>SOMTAM ZAAP</b>
<b>Posting Frequency (Facebook)</b>	Around 2-3 Posts/week	Around 6 posts/week	Around 2-3 posts/week
<b>Engagement rate per post (Facebook)</b>	Around <ul style="list-style-type: none"> <li>• 20 Likes</li> <li>• 2 comments</li> </ul>	Around <ul style="list-style-type: none"> <li>• 500 Likes</li> <li>• 30 comments</li> </ul>	Around <ul style="list-style-type: none"> <li>• 100 Likes</li> <li>• 15 comments</li> </ul>
<b>Impact and reach of influencer collaborations (Tiktok)</b>	Viewers: 99K Like: 6907 Comments: 21	Viewers: 198.7K Like: 2673 Comments: 41	Viewers: 64.2 K Like: 2011 Comments: 27

*Table 2.1.4.1.1. Comparing Happy Thai, Chilli Thai, and Somtam Zaap Social Media Interactions*

### **In general:**

Distinct patterns appear when evaluating the social media interactions of Happy Thai, Chilli Thai, and Somtam Zaap. Chilli Thai stands out on Facebook with a substantially higher posting frequency, averaging roughly 6 posts per week, compared to Happy Thai and

Somtam Zaap, both of which maintain a more reasonable pace of 2-3 posts per week. This increased activity is most certainly contributing to Chilli Thai's high engagement rate, which boasts over 500 likes and 30 comments on each Facebook post, outperforming both Happy Thai and Somtam Zaap.

When it comes to TikTok influencer partnerships, Happy Thai has the most impact and reach, with 99K viewers, 6907 likes, and 21 comments. Chilli Thai is closely followed by Somtam Zaap, which has a little lower viewership. These distinctions indicate that, although Chilli Thai succeeds in Facebook engagement, Happy Thai achieves more awareness on TikTok through influencer relationships. Each restaurant's social media approach looks to be aimed at maximizing audience engagement and brand exposure by using the capabilities of specific platforms.

### 2.1.5. SWOT Analysis

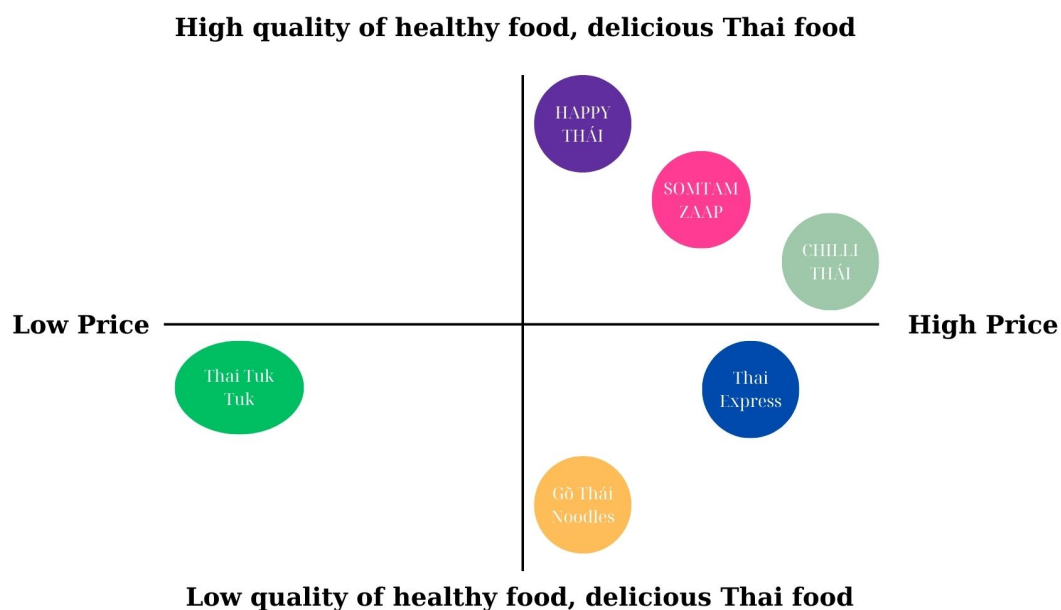
Strength	Weakness
<ul style="list-style-type: none"> <li>- Strong SEO approach with hundreds of Google Reviews and available via a quick google search.</li> <li>- Prices are more suitable for customers with lots of promos.</li> <li>- Vegetarian food is also included.</li> </ul>	<ul style="list-style-type: none"> <li>- Poor customer engagement on social media</li> <li>- Lacks quality and appeal in its visuals</li> <li>- Visual consistency between brand posts and the established brand logo, resulting in a potential dilution of the brand image.</li> <li>- Lack of understanding for content promoting on Facebook</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- One of the best, Thai Cuisine Food Restaurant for having Thai Ambiance.</li> <li>- TikTok Promoting.</li> </ul>	<ul style="list-style-type: none"> <li>- Mostly from its biggest competitors: Sontam ZAAP, Chilli Thai</li> <li>- Lacking in engaging with customers, with content only focused on promoting.</li> </ul>

Table 2.1.5.1. SWOT Analysis about Happy Thai



In summary, Happy Thai restaurant has remarkable qualities through a strong SEO strategy, featuring hundreds of excellent Google Reviews and easy accessibility via a short Google search. The addition of vegetarian alternatives broadens its appeal even more. However, the restaurant has flaws such as pricing issues, particularly catering to budget-conscious consumers through repeated discounts, which may have an influence on profit margins. Happy Thai faces issues in both consumer connection and the visual presentation of its services, therefore social media participation is an important area for improvement. Despite being acknowledged as a top Thai cuisine restaurant with a friendly ambiance, missing chances include a lack of use of TikTok for promotion and an insufficient concentration on Facebook content. The restaurant confronts competition from Somtam Zaap and Chilli Thai, underlining the importance of improved customer involvement and a more thorough social media strategy to strengthen its market position.

## 2.2. Brand Positioning



*Picture 2.2.1. Happy Thai brand positioning compare*

Happy Thai: Provides a balanced range of prices and a combo offer. Targets individuals and groups seeking varied pricing options. Offers traditional Thai ambiance and a variety of dishes, including vegetarian options.

Chilli Thai: Leans towards a slightly more premium experience with higher entry-level prices. Appeals to diners looking for a touch of luxury. Emphasizes modern and chic dining environment, along with visually appealing dish presentations. Limited vegetarian options.

Somtam Zaap: Offers an interesting mix of affordable starter dishes and a higher average meal cost. Caters to a broad range of clientele with a diverse menu. Provides a traditional Thai ambiance, attractive food decor, and extensive vegetarian options.

### **What Makes Happy Thai Different:**

Happy Thai differentiates itself by offering a traditional Thai ambiance, balanced pricing, and a variety of dishes, including vegetarian options. It caters to individuals and groups seeking affordability without compromising on the dining experience. While it might lag behind in food decor and limited spice customization compared to the others, it aims to provide a comfortable and authentic Thai dining environment.

### **Why Customers Choose Happy Thai:**

Based on the Model 4Ps research of Happy Thai Restaurant, customers might choose Happy Thai because of its balanced pricing, traditional Thai ambiance, and the availability of vegetarian options. It caters to a wide range of customers who appreciate affordability, traditional settings, and a decent variety of dishes, including those with dietary preferences. Additionally, for those who prioritize the dining experience over lavishness, Happy Thai provides a warm and inviting atmosphere.

### **Areas for Improvement for Happy Thai:**

- **Food Decor:** Improving the presentation of dishes and making them more visually appealing can enhance the overall dining experience.
- **Spice Customization:** Offering a wider range of spice levels or allowing customers to customize their spice preferences could attract more diners who seek personalized flavors.
- **Engagement Strategies:** Increasing customer engagement through more interactive content and responding to customer comments can build a stronger online community.

- In conclusion, Happy Thai stands out as an option that focuses on affordability, traditional ambiance, and accommodating varied dietary preferences. To increase its competitiveness, Happy Thai can work on improving food decor, offering more spice customization options, and enhancing customer engagement strategies.

### 2.3. Customer Analysis

Based on secondary research, our team will use the 6W analytic model to analyze customer behavior and influence. Potential customers may also be anticipated.

#### 6W Model of Customer Analysis

6W Model of Customer Analysis



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*Picture 2.3: 6W Model of Customer Analysis*

The following questions are answered using model analysis:

- Who are our clients?
- What do our customers expect from our brand?
- When will customers encounter our brand?
- Where can customers find information about our brand?
- Why do customers choose/dislike our brand?

Based on secondary research and primary surveys, we have achieved the following results:

### 2.3.1. Secondary research:

Secondary research is crucial as it leverages existing data and analyses conducted by others, providing a cost-effective and time-efficient means to gather information. It offers a broader perspective, drawing from various sources such as academic journals, reports, and databases, enhancing the depth and reliability of insights. This method aids in validating primary research findings, benchmarking against industry standards, and identifying trends over time. Additionally, it facilitates a comprehensive understanding of the subject by amalgamating diverse viewpoints.

**Tổng thu nhập bình quân trong lịch sử ở Việt Nam, đô la Mỹ, 2016 đến 2021**

Tổng thu nhập trung bình	2016	2017	2018	2019	2020	2021	CAGR* % 2016-2021
<b>Mọi lứa tuổi lao động</b>	2.307,0	2.521,9	2.748,8	2.995,2	3.082,3	3.158,1	6,5
15-19	1.092,8	1.191,3	1.295,5	1.408,9	1.447,4	1.480,5	6.3
20-24	1.884,2	2.054,0	2.233,9	2.429,6	2.496,1	2.553,2	6.3
25-29	2.269,8	2.474,5	2.691,2	2.927,0	3.007,1	3.075,8	6.3
30-34	2.521,7	2.747,6	2.986,7	3.246,5	3.333,6	3.408,9	6.2
35-39	2.708,7	2.953,7	3.213,4	3.495,9	3.592,6	3.675,4	6.3
40-44	2.797,8	3.050,7	3.318,6	3.610,1	3.709,6	3.795,1	6.3
45-49	2.744,2	2.991,8	3.254,1	3.539,3	3.636,4	3.720,1	6.3
50-54	2.619,9	2.856,6	3.107,5	3.380,3	3.473,5	3.553,7	6.3
55-59	2.498,8	2.725,8	2.966,6	3.228,6	3.319,1	3.396,8	6.3
60-64	2.369,4	2.586,9	2.817,9	3.069,5	3.158,3	3.234,9	6,4
65+	2.129,2	2.333,0	2.550,5	2.788,0	2.877,6	2.955,1	6,8

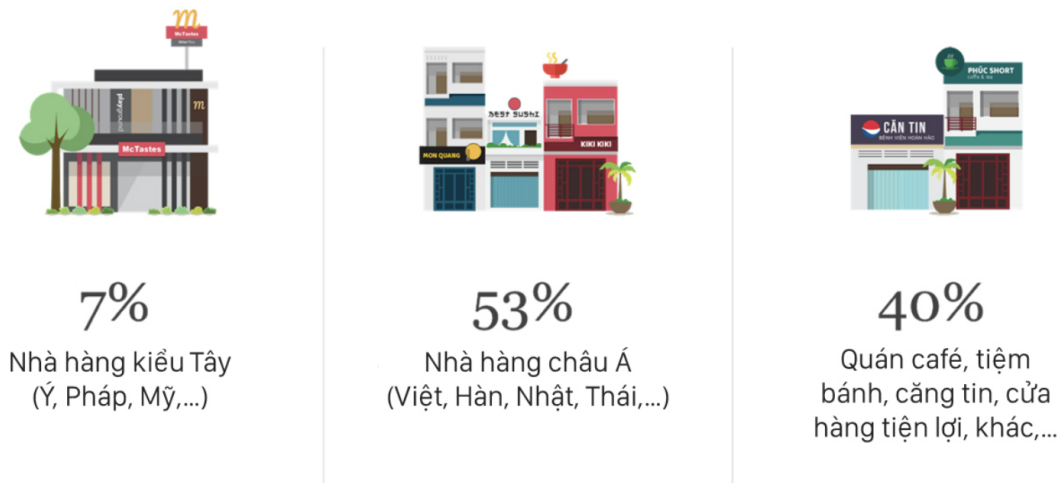
**Nguồn:** Euromonitor International, 2022  
**\*CAGR :** Tốc độ tăng trưởng gộp hàng năm

Picture 2.3.1: Historical average gross income in Vietnam, US dollars, 2016 - 2021

Source: Agriculture.canada

- According to Vietnamese Law, in Vietnam, if a person's income is over 11 million, they will have to pay tax - the state collects tax when people have excess. Below 11 million is a low income level, so the state does not collect taxes. The prices at Happy

Thai are still quite high compared to the average level of restaurants in Vietnam, so the main customers we want to target are those with average income or higher.

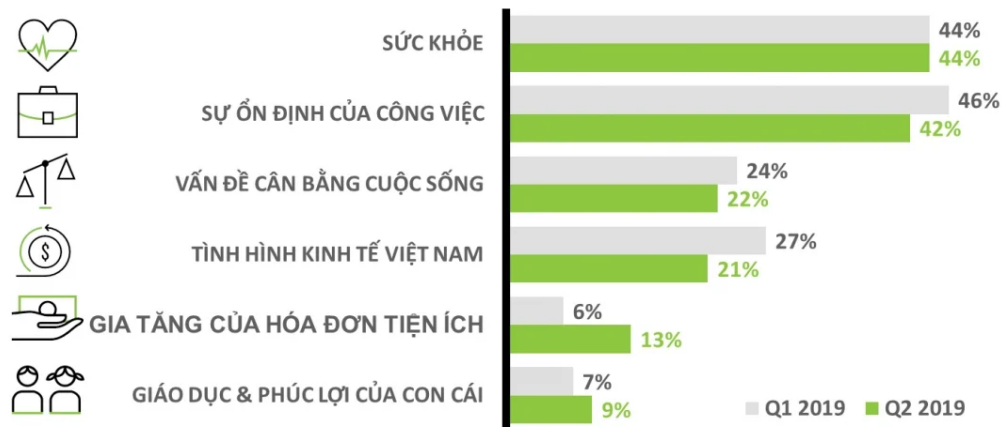


 trungthanh.net

Picture 2.3.2: F&B business market in Vietnam 2022. Source: trungthanh.net

- Foreign food has grown in popularity among Vietnamese customers in recent years thanks to the expansion of Western-style restaurant chains. Going to Western-style restaurants is still seen as being relatively infrequent. On the other hand, restaurants (conventional eateries) get visitors significantly more frequently (53%).
- The main customers are the group of people who like Thai dishes, the rest are those who like the spices used in dishes in Thai culture such as sour and spicy.

### BIỂU ĐỒ 3. MỐI QUAN TÂM CỦA NGƯỜI TIÊU DÙNG VIỆT NAM Q2 2019



Nguồn: The Conference Board® Global Consumer Confidence™ Survey hợp tác cùng Nielsen

4

Picture : Concerns of Vietnamese consumers. Source: brandvietnam

- According to research, the main worries of Vietnamese consumers are health difficulties and job security. As a result, we will create a campaign to deliver messages that address two customer concerns. Happy Thai restaurant's nutritious food offerings will be accompanied by the campaign message to urge customers to choose the brand.

#### 2.3.2. Primary research:

Primary research is indispensable for gaining first-hand, relevant insights directly from the source. It allows our team to collect specific and current data relevant to research goals, ensuring relevance and accuracy. Through methods such as the survey from Appendix 3, we have more information about the main subjects we aim to analyze.

- Based on the Client Brief, our team segmented the age group from 22 to 30 years old under the Happy Thai brand into two different age segments, with the target group ranging from 18 to 25 years old. Students are in college or have graduated and have gone to work early, whereas the second group is between the ages of 26 and 30, and they are already working and have a certain job. We discovered that this age group is totally appropriate to reach after doing surveys and analysis.

- According to the data we have compiled, most of the target group's finances are under 11 million VND (56.2%), while the average monthly salary of salaried officials and employees is about 7.9 million VND in 2023. The labor force reached about 52.2 million people in that quarter (Minh Ngoc Nguyen, Statista, 2023). The customer segment that we target has an income of 11-30 million VND (16.9%) in accordance with the price segment of products from the Happy Thai brand.
- When selecting a restaurant, the focus is always the food quality, which must be assured. According to the results of a survey conducted by our firm, almost 65% of clients chose this criterion. The Happy Thai restaurant's mission is to bring customers the joy of each dish by serving quality, genuine Thai food. We regard this as a vital link that we may establish so that clients can observe the quality of the aforementioned dishes via the communication products for our group's project at this time.
- At the same time, the customer group wants to enjoy quality food that ensures nutritional value and is good for health. With the variety of dishes of the Happy Thai brand, we will do campaigns on social networking platforms to introduce them to customers.
- With 34.8% of customers searching for information on Tik Tok and 45.5% being attracted by restaurant information on Facebook. These are the two social networking platforms where customers most often search for information about F&B brands in general and restaurants in particular according to the survey we received, so we will carry out content campaigns. and increase activities on these two platforms to increase awareness.
- By conducting a number of surveys to determine the type of content that attracts customers, we will develop brand image and content through videos to increase effectiveness in reaching customers, goods according to their preferences.

**PERSONA:**

Our team will use customer portrait simulation to connect the Competitor analysis, SWOT analysis and Customer analysis section to shape distinct client groupings. The goal is to identify client problems and then analyze and solve them in our plan.

	<b>GenZ</b>	<b>Worker</b>
<b>Age</b>	22-25	26-30
<b>Location</b>	HCM City	HCM City
<b>Occupation</b>	- Student (University) - Intern	- Businessmen - Brand - Employee
<b>Behaviour and habits</b>	- Go eat together - Sharing the post - Using social media and Internet - Go to restaurants several times a month	- Go eat together - Sharing the post - Using social media and Internet - Go to restaurants several times a month
<b>Influence</b>	Family (High) Income (High) Appearance	Family (Low) Income (Low)
<b>Touchpoint</b>	Social media	Social media

2.3.1.TABLE: Campaign customer portrait setup table



Our team chose to employ MODEL 3C (Consumer TRUTH - Brand TRUTH - Category TRUTH) to analyze the brand's values in solving customer problems. This will determine the success factor in our team's campaign for the brand.

	<b>GenZ</b>	<b>Worker</b>
<b>Consumer TRUTH</b>	I have to stay in shape as a recent graduate for an interview. Consequently, it is vital to alter one's diet and living patterns. I don't like it, though.	I feel under a lot of strain since I have to take care of my partner, my family, and the business. I've stopped wanting to eat recently.
<b>Brand TRUTH</b>	Due to the complexity of Thai cuisine, dishes rich in traditional spices and ingredients of various colors always leave guests feeling great.	Due to the complexity of Thai cuisine, dishes rich in traditional spices and ingredients of various colors always leave guests feeling great.

<b>Category TRUTH</b>	Thai food mostly contains a good proportion of protein, fat, and starch to regulate blood sugar, promote satiety, and promote weight loss.	If you lack the desire to eat, try some hot meals to increase your sense of craving. In addition to stimulating the stomach, spicy foods also aid to excite the mouth, promote digestion, and boost the stomach's capacity for contraction. As a result, spicy food can aid in gaining appetite loss and promoting digestion.
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2.3.2. TABLE: Customer portrait analysis table according to the 3C model

#### **In general:**

In summary, Happy Thai's main customer analysis is the group of people from 22 to 30 years old, accounting for the majority of the Ho Chi Minh City market. This is a reliable source of revenue, with income allocation consistent with Happy Thai's pricing plan, customers with income from 11 to 30 million VND have the ability to choose and use the value of quality products. good quality. By identifying the habits of choosing Asian restaurant styles when dining out, especially the search habits of the F&B industry on two major platforms, TikTok and Facebook, our team collected the necessary information to establish customer behavior from which to devise social media content strategies for Happy Thai restaurant. Our 3C model provides a complete approach to target customers and drives campaign performance by solving customer pain points of food choice anxiety and improving mood when eating.

#### **2.4. Stakeholder Analysis**

Stakeholder Group	Low Interest	High Interest
High Power	<ul style="list-style-type: none"> <li>Government Agencies</li> <li>Suppliers</li> </ul>	<ul style="list-style-type: none"> <li>Owners/Management</li> <li>Investors/Financiers</li> <li>Customers</li> <li>Employees</li> </ul>
Low Power	<ul style="list-style-type: none"> <li>Passersby</li> <li>Non-engaged Social Media Users</li> </ul>	<ul style="list-style-type: none"> <li>Local Community</li> <li>Food Bloggers/Reviewers</li> </ul>

2.4. TABLE: Stakeholder analysis table

#### High Influence, High Interest:

- **Owners/Management:** The restaurant's owners and senior management wield significant authority and influence, making crucial decisions, distributing resources, and determining the overall direction of the business.
- **Investors/Financiers:** Due to their financial support and influence over strategic decisions, investors and financiers wield considerable power and interest.
- **Customers (Regular Patrons):** Loyal and engaged customers have a lot of power and interest since they have a direct impact on revenue, provide feedback, and can advocate for the business.
- **Employees:** Engaged staff who are committed to the success of the restaurant have significant power and interest since they contribute to service quality and customer pleasure.

#### Low Interest, High Power:

- **Government Agencies:** Government agencies wield considerable authority as a result of rules and compliance requirements, although their involvement in the restaurant's day-to-day operations may be limited.
- **Suppliers:** Suppliers have the ability to provide crucial materials, but their motivation may be limited to the economic relationship rather than the overall success of the restaurant.

#### **High Interest, Low Power:**

- **Local Community:** While the local community does not have direct decision-making authority, it is very interesting since it can impact the restaurant's reputation and business.
- **Food Bloggers/Reviewers:** Through their evaluations and coverage, food bloggers and reviewers can influence perception and interest in a restaurant.

#### **Low Interest, Low Power:**

- People passing by the restaurant may have limited power and interest because they have little interaction with the business.
- Individuals who follow the restaurant's social media but do not actively participate have minimal power and interest.

### **2.5. Identifying problems**

<b>Low Engagement Rates:</b>	<ul style="list-style-type: none"> <li>○ Posts are not receiving sufficient likes, shares, or comments.</li> <li>○ User interaction with content is minimal.</li> </ul>
<b>Negative Feedback:</b>	<ul style="list-style-type: none"> <li>○ Customers leaving negative comments on promotional posts.</li> </ul>

	<ul style="list-style-type: none"> <li>○ Increased number of poor reviews or ratings on the restaurant's social media page.</li> </ul>
<b>Inconsistent Branding:</b>	<ul style="list-style-type: none"> <li>○ Visual content (photos and videos) lack uniformity in quality or style.</li> <li>○ Messaging is inconsistent with the restaurant's brand voice.</li> </ul>
<b>Ineffective Content Strategy:</b>	<ul style="list-style-type: none"> <li>○ The content does not resonate with the target audience.</li> <li>○ Posts are too sales-oriented and lack engaging or informative content.</li> </ul>
<b>Timing Issues:</b>	<ul style="list-style-type: none"> <li>○ Content is posted at sub-optimal times, missing peak audience activity.</li> <li>○ Promotions or special offers are not communicated in a timely manner.</li> </ul>
<b>Low Follower Growth:</b>	<ul style="list-style-type: none"> <li>○ Slow growth in the number of followers or fans despite active posting.</li> <li>○ High rate of unfollows or muted content.</li> </ul>
<b>Crisis Management:</b>	<ul style="list-style-type: none"> <li>○ Slow response to customer complaints or issues raised on social media.</li> <li>○ Lack of a strategy to handle negative publicity or PR crises on social platforms.</li> </ul>
<b>Operational Issues:</b>	<ul style="list-style-type: none"> <li>○ Inconsistent food quality.</li> </ul>

	<ul style="list-style-type: none"> <li>○ Slow service during peak hours.</li> <li>○ High employee turnover.</li> </ul>
<b>Customer Service Concerns:</b>	<ul style="list-style-type: none"> <li>○ Negative online reviews.</li> <li>○ Feedback about rude staff.</li> </ul>
<b>External Factors:</b>	<ul style="list-style-type: none"> <li>○ Increased competition in the vicinity.</li> <li>○ Construction or road closures reduce accessibility.</li> </ul>

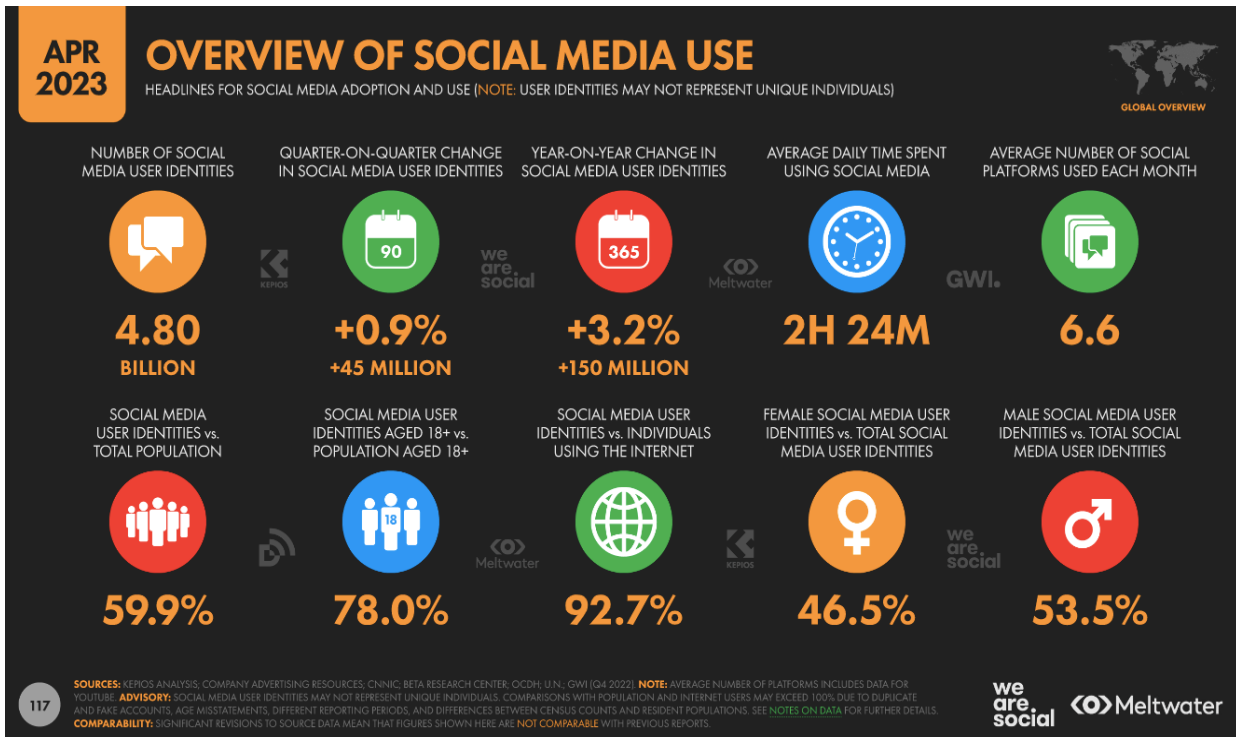
*2.6.TABLE: Identify problem table*

## 2.6. Platform research

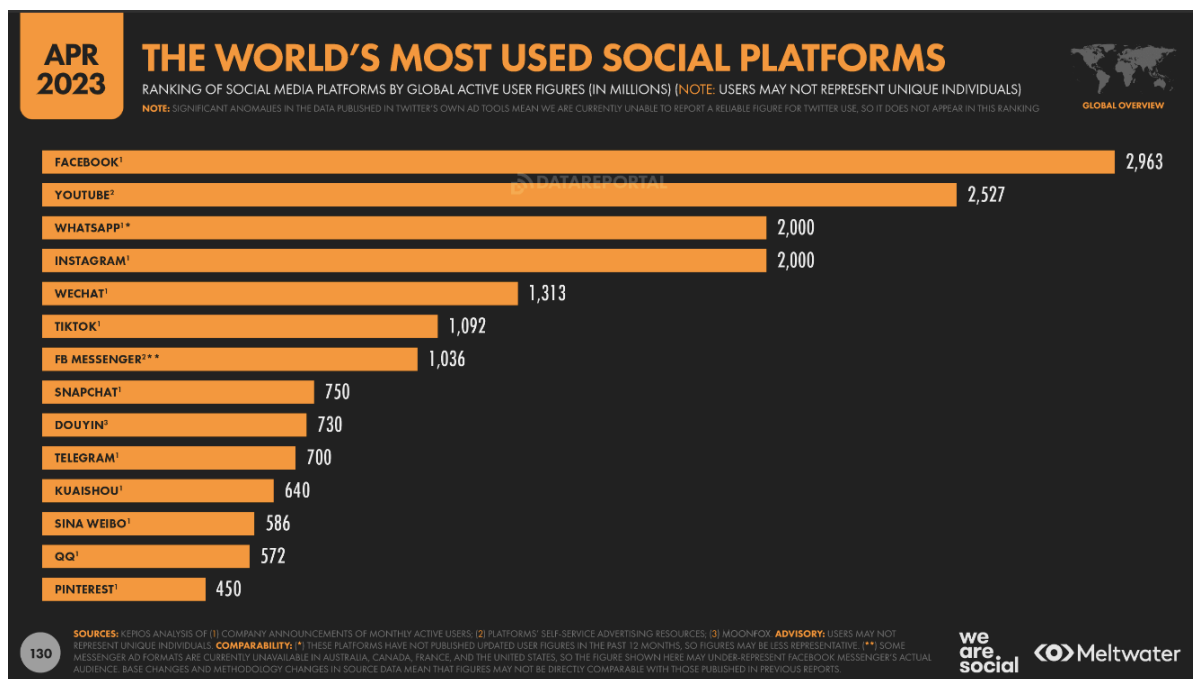
### 2.6.1. World Wide Data

According to Datareportal, data from April 2023 indicate a global snapshot that social media growth has continued: More than half of the world's population (60%) now continue to use social media.

Social media is now used by 4.80 billion people worldwide, with 150 million new users joining in the last year. The average amount of time spent on social media each day is 2h 24m.



Picture 2.6.1.1: Overview of media use



Picture 2.6.1.2: The world's most used social platforms

Here is the number for the world's most used social platforms. As it stated in the chart, Facebook is still the most widely used social media and Tiktok also is increasing steadily. By the end of 2023, Tiktok is expected to reach 1.8 billion users.

What does it mean for our marketing campaign? It means that if we are going to do a social media campaign for brands, we should definitely prioritize the use of Facebook and Tikok.

### **2.6.2. About social media overview in Vietnam**

In terms of the social media user landscape in Vietnam, there are 64.4 million individuals aged 18 and above actively utilizing various social media platforms, accounting for approximately 89% of the total population within that age group at the time of the statistics.

Furthermore, a staggering 89.8% of internet users in Vietnam (regardless of age) have engaged with at least one social media platform as of January 2023. Among these social media users, 50.6% are female, while the remaining 49.4% are male.

The five most popular social media platforms used in Vietnam are: Facebook (91.6%), Zalo (90.1%), TikTok (77.5%), Facebook Messenger (77%), and Instagram (55.4%).

Out of the social media statistics report, 34.4% state that Facebook is their most favored platform, whereas this figure stands at 21.3% for Zalo and 20.3% for TikTok. Regarding website traffic generated by social media platforms in Vietnam, the top five are: Facebook (66.79%), Twitter (9.52%), Youtube (9.08%), Instagram (5.02%), and Pinterest (4.58%).



## CHAPTER 3: PLANNING

### 3.1. Target Audience

No	Content	Information
1	Demographic	<ul style="list-style-type: none"> <li>• Age: 22-30</li> <li>• Location: Living in HCM City</li> </ul>
2	Income	<ul style="list-style-type: none"> <li>• Over 11 million VND</li> </ul>
3	Behaviors	<ul style="list-style-type: none"> <li>• Go in groups</li> <li>• Looking forward to high quality products.</li> <li>• Checking information on social media</li> <li>• Find solutions to personal problems by altering mood/looks.</li> <li>• Adore Asian culture, particularly Thai culture.</li> </ul>

*Table 3.1.1. Main target audience information*

This age group is often characterized by a higher level of disposable income, a keen interest in trends, and a willingness to try new products or experiences. They are likely to be more active on social media and open to engaging with brands. Targeting individuals with incomes over 11 million VND allows for marketing products or services that may be considered premium or high quality. This income level suggests a certain financial stability and the ability to invest in products that offer additional value or luxury. Going to eat together is the behavior that indicates a social inclination. Products or services that can be enjoyed in a group setting or cater to social activities might be particularly appealing to this audience. Audiences who are looking forward to high-quality products suggest that the target audience values quality over quantity. Emphasizing the quality and unique features of a product or service in marketing efforts is likely to resonate with them. While checking information on social media shows that given their social media usage, having a strong online presence and engaging content on platforms like Facebook, Instagram, or Twitter can effectively reach and influence this audience. Also leveraging the audience's appreciation for Asian culture,

especially Thai culture, can be a unique selling point. Products or experiences that incorporate or are inspired by Thai culture may capture their interest and loyalty.

The subsequent customer insights were derived from the data gathered from the survey in Appendix 2 and customer research in section 2.3, in conjunction with the information about the target customer group. In addition to the data that our team analyzed about the financial economy and behavioral habits of this target group, we also found the main issues. This customer group and our campaign will be built to satisfy their needs and solve their inner problems.

The target customer group that our team's campaign is aiming for is a group of people who want to enjoy quality food but also pay attention to nutrition to improve their own health. At the same time, the customer group has a passion for Thai food and is willing to enjoy and share meals with their friends and relatives. The campaign aims to build Happy Thai as a place where customers can enjoy simple and familiar happiness with their group of friends and enjoy delicious and healthy food together.

### 3.2. Objectives and KPIs

The campaign's objectives were determined through the use of the Smart Model provided below.

#### 3.2.1. Message Objectives:

- Improve brand awareness in the restaurant industry, particularly in the Thai restaurant and eateries market in Vietnam.
- Increase customer engagement on social networking platforms Facebook and Tiktok.

#### 3.2.2. Media Objectives:

- The number of followers on Facebook and Tiktok after the campaign will increase by 20% compared to the brand's current follower count on these two platforms.
- The amount of customer reach, likes and comments on Facebook after the campaign will increase by 20% compared to the current reach parameters on the brand's Facebook channel.

- The number of views and likes on the Tiktok platform will increase by 20% compared to the current number of views and likes on the brand's Tiktok channel.

### 3.2.3. Sale Objectives:

- Conversion rate will reach 5%

<b>Specific</b>	Improve brand awareness in the restaurant industry in Vietnam through running a media campaign on social networks Facebook and TikTok.
<b>Measurable</b>	Our objective is to increase customer engagement on Facebook and TikTok by 20%.
<b>Attainable</b>	The team we have has experience managing Facebook Fan Page and TikTok channels to produce certain outcomes.
<b>Relevant</b>	The quantity of media interaction will increase if we consistently publish posts and videos with high-quality images, knowledgeable professionals, and relevant information that reflects client interests.
<b>Time-bound</b>	The media campaign will run until December 18

*Table 3.2.1. Smart model campaign objectives*

3.3. Big idea & Key Message



Picture 3.3.1. Big idea model

<b>What you're naturally great at</b>	<ul style="list-style-type: none"> <li>- Traditional Thai Food</li> <li>- Cheaper price compared to other Thai restaurant competitors.</li> </ul>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>- Aged from 22-30</li> <li>- Earning beyond 11 million VND (11.000.000 VND)</li> <li>- Enjoys healthy/diet menus and traditional food.</li> </ul>
<b>Your story and key learning</b>	<ul style="list-style-type: none"> <li>- Desire to expand many branches in Vietnam</li> <li>- Bringing happiness to customers through food quality and brand culture</li> </ul>
<b>Insight</b>	<ul style="list-style-type: none"> <li>- Independent, financial stability</li> <li>- Go to a restaurant with friends</li> <li>- Care about quality of the meal</li> <li>- Care about health, want to experience something new in the</li> </ul>

	meals - Have the habit of using social networks a lot on FB, Tiktok - Engage in professional food image - Likes realistic, close-to-life and/or trending video on social media
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### 3.3.1. Big idea:

On the basis of the Big idea model described previously, we have developed the following Big Idea for the Happy Thai restaurant's communication campaign:

Given the current era of digital exploration, in which every individual assumes the role of a culinary culture aficionado, Happy Thai Restaurant has become a haven for those who are looking for happiness through the opportunity to enjoy healthy dining experiences. Happy Thai is aware of the desire that people in the age range of 22 to 30 years old who are self-sufficient and financially secure have for meals that are not only delicious but also of excellent quality and nutritional value. Happy Thai, which is positioned as the ultimate destination for these successful individuals, gives them the opportunity to indulge in their love for Thai cuisine while also emphasizing their health by providing a broad menu that includes options that are both healthful and vegetarian.

Happy Thai Restaurant is more than just a place to eat; it morphs into a cultural bridge that provides experiences that are both one-of-a-kind and uplifting. Happy Thai develops a professional and instructive place for its target customers by means of engaging stories, bright photographs, and joyous videos that are shared on popular social media platforms such as Facebook and TikTok. This space allows customers to learn, interact with one another, and partake in the authenticity of Thai cultural and culinary experiences.

In order to provide clients with a visual and in-depth understanding of the Happy Thai experience, a particular emphasis is placed on the creation of genuine video evaluations. One of the primary objectives of Happy Thai is to ensure that each and every customer leaves the establishment not only satisfied but also filled with a feeling of value and a joyful smile. In the process of Happy Thai's efforts to expand its influence as a Thai culinary home across

Vietnam, each client is transformed into a cultural ambassador, making a contribution to the dissemination of Thai cultural values throughout the country.

People are about to embark on a unique trip with Happy Thai, a place where culture and food, as well as tradition and contemporary, come together in perfect harmony to deliver people genuine Thai enjoyment. The customers who visit Happy Thai are not only looking for a meal, but also for an experience that encompasses happiness, health, and the satisfaction that comes from exploring new cuisines. Have the opportunity to experience the great combination of flavors and culture that Happy Thai has to offer, both in the restaurant itself and through the material that is posted on social media channels that is both engaging and uplifting.

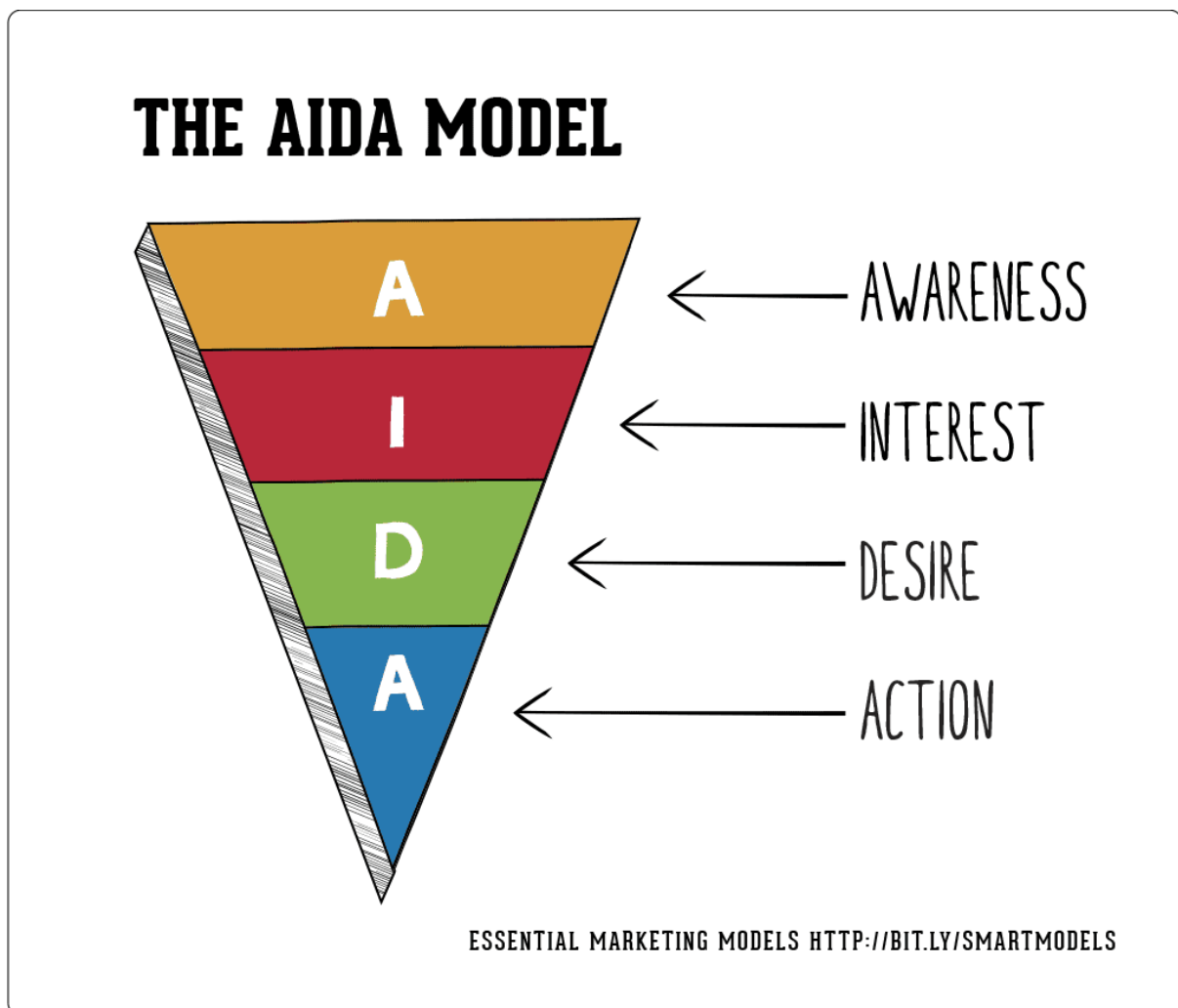
### **3.3.2. Key message: “Bữa ăn nhỏ, hạnh phúc to”**

The campaign message "Bữa ăn nhỏ, hạnh phúc to" emphasizes that happiness does not require greatness and may be found in the simplest moments of life, such as when eating a meal. This meaning inspires people to appreciate the details and significance of ordinary encounters, raising awareness of the enjoyment that is all around us. Simultaneously, it represents the restaurant's concept, establishing a positive link between cuisine, experience, and a sense of well-being for consumers. The message emphasizes to clients that eating together is about more than just enjoying food; it is also about sharing delight and making lasting memories. When individuals eat modest meals together, they not only share tastes but also create a place for trade, conversation, and emotional connection. This message encourages family and friend unity, converting minor things into a pleasant and happy atmosphere, and making meals more meaningful in the presence of loved ones.

### **3.4. Campaign strategies and timeline**

To attain the objectives of the communication campaign for the Happy Thai restaurant, we have developed stage-specific strategies for the communication campaign using the Aida model as our guide.

### 3.4.1. AIDA model



*Picture 3.4.1. The AIDA Model*

The AIDA model is a marketing framework that outlines the stages a customer goes through in the purchasing process: Attention, Interest, Desire, and Action. Analyzing customers using the AIDA model is crucial for understanding their journey and optimizing marketing strategies. Attention involves grabbing customers' notice, Interest fosters engagement, Desire generates a want for the product, and Action prompts the purchase. By dissecting customer behavior through these stages, businesses can tailor their messaging, campaigns, and user experience to guide customers seamlessly through the doing campaign.

Model	Goal	Strategies
<b>Awareness</b>	<ul style="list-style-type: none"> <li>Increase brand awareness</li> </ul>	<ul style="list-style-type: none"> <li>Create eye-catching images and videos that showcase the restaurant's vibrant atmosphere, diverse menu, and beautiful Thai culture-inspired decor. Use bright colors and compelling visuals to grab users' attention as they scroll through their feeds.</li> </ul>
<b>Interest</b>	<ul style="list-style-type: none"> <li>Attract customer</li> </ul>	<ul style="list-style-type: none"> <li>Raft engaging stories around dishes, emphasizing the happiness and unique flavors they bring. Share anecdotes about the restaurant's Thai culture to pique curiosity. Consistently convey the message of “Bữa ăn nhỏ, hạnh phúc to” to build a strong brand identity.</li> </ul>
<b>Desire</b>	<ul style="list-style-type: none"> <li>Increase customer engagement</li> </ul>	<ul style="list-style-type: none"> <li>Repost user-generated content that highlights their joy and satisfaction at Happy Thai Restaurant. This will create social proof and generate interest and desire among potential customers.</li> </ul>
<b>Action</b>	<ul style="list-style-type: none"> <li>Increase sales, voucher returns</li> </ul>	<ul style="list-style-type: none"> <li>Run limited-time promotions discounts exclusively for Facebook and TikTok followers. Encourage users to take action by visiting the restaurant or placing orders online. This will contribute to the restaurant's revenue growth and assist us in reaching our sales objective of a 5% conversion rate.</li> </ul>



### 3.4.1. TABLE: AIDA Model strategies planning

- **Behind-the-Scenes Content:**

Take our audience behind the scenes with videos that show the kitchen in action, food preparation, or the chef's recommendations. This can build a desire to try the food and experience the restaurant's authenticity.

- **Consistent Posting Schedule:**

Maintain a consistent posting schedule on both platforms to keep our audience engaged. Use a content calendar to plan and schedule posts, ensuring a steady flow of content that aligns with our brand message.

- **Engage with Comments and Messages:**

Respond promptly to comments, messages, and feedback from followers. Building a responsive online community can lead to increased customer loyalty and advocacy.

Regularly analyze the performance of our content and adjust our strategies based on what works best for the target audience. By implementing these strategies, Happy Thai Restaurant can increase brand awareness and customer interaction on Facebook and TikTok while leveraging its unique strengths.

### 3.4.2. Key activities:

In this campaign, our team created video, as well as poster products that posted messages on the main platform, the Facebook page Happy Thai Thu Duc.

In October and November, posting time will be deployed. By expressing stories about brand culture as well as practical values derived from nutritional elements in Thai dishes, as well as generating sentence content. With in-depth tales, our team's "Bữa ăn nhỏ, Hạnh Phúc to" campaign hopes that the audience will better understand the Happy Thai brand and have a different perspective on Thai food, allowing them to easily continue to reach nearby Happy Thai restaurants.

Our team's campaign sizing is done based on the order of the AIDA model. In the first phase from September until mid-October, our team focused on increasing awareness among loyal customers and tried to reach target customer groups by posting a large number of poster product about food, in which the image part of the poster is edited in a professional style and full of information that the target customer group finds attractive according to our team's primary survey. The next phase lasts from October to early November, our team conveys our message on Happy Thai restaurant's social networking platforms with the message "Bữa ăn nhỏ, Hạnh Phúc to". We share interesting content about the brand's culture and dishes where customers can experience interesting stories about Thailand with friends, relatives or even co-workers. Working in the same company and enjoying the happiness of food together. We also simulate real stories related to customers' daily lives to help customers easily sympathize and find happiness at Happy Thai restaurant. In November, we started running a promotion program with the main product being Pad Thai. The November campaign is the time we evaluate the effectiveness of this project and aim to achieve the conversion rate set by the brand. At the same time, it helps potential customers access the brand.

### 3.4.3. [Master plan](#)

We have designed a master plan that includes all online/offline actions that we will undertake throughout the campaign in order to simply monitor and track job progress. The master plan is displayed [here](#).

### **Detailed social media content plan**

A compilation of timeline summaries for the channels Facebook, TikTok, and Instagram is presented [here](#).

### 3.5. Tactics

The marketing strategy focuses on Facebook and TikTok, focusing posts around the slogan "Bữa ăn nhỏ, Hạnh Phúc to" for Happy Thai restaurant. The post is part of the ongoing "Happy Meals" campaign, the image emphasizes the joy of small, interesting meals, to associate happiness with the brand. Diverse content, including videos and popular hashtags, has shown higher engagement. While successful in conveying the central message visually, this strategy still suggests constant diversification to keep the audience interested.

Vouchers are an important aspect of this campaign since they provide a promotion that makes it easier to contact clients. Furthermore, vouchers assist in attaining the sales objective of the campaign, which is a 5% conversion rate. Following the publication of posts outlining the campaign message, we will publish posts announcing the campaign's duration and directing customers on how to participate. Following the campaign, we will photograph customers entering the restaurant and checking in. This helps to increase Happy Thai's visibility after the campaign expires.

### 3.6. Budget estimates

A budget estimate before a campaign is essential for effective financial planning and goal setting. It enables businesses to allocate resources wisely, preventing overspending and ensuring funds cover all aspects of the campaign. By calculating potential return on investment (ROI) and identifying risks, a budget provides a clear roadmap for success. It facilitates informed decision-making, allowing for efficient resource allocation and strategic adjustments. Moreover, a budget fosters transparency in stakeholder communication, building trust and accountability.

No	Description	Unit	Q/T	Unit Price (VND)	Total Price (VND)
I	Equipment				
1	Sony Alpha A7C Camera	day	1	600.000	600.000
2	Canon 750D Camera	day	2	250.000	500.000
3	Lens Sony 35mm f1.8	day	1	200.000	200.000
4	Godox Studio QS400ii light (included light stand & optional soft box & Godox XI trigger)	day	1	200.000	200.000
5	Godox AD600 exterior light (included light stand & optional soft box & Godox XI trigger)	day	1	250.000	250.000

6	Fujifilm XT-4 Camera	day	1	500.000	500.000
7	Lens Fujinon 16-80mm f4.0	day	1	300.000	300.000
8	Godox mic wireless	day	1	250.000	250.000
9	Aperture Amaran 200d, 200x lighting (with softbox,...)	day	1	500.000	500.000
10	Amaran T4C sword light	day	1	200.000	200.000
11	Reflector plate	day	1	50.000	50.000
<b>II</b>	<b>Travel expenses</b>				
1	Equipment shipping costs	day	3	100.000	300.000
2	Travel expenses for actors	day	3	235.000	705.000
<b>IV</b>	<b>Other costs</b>				
1	Salary for actors	package	1	1.000.000	1.000.000
2	Table standee (A6)	piece	10	15.000	150.000
3	Printing cost	package	1	200.000	200.000
4	Food costs for filming	package	1	3.090.000	3.090.000
5	Instagram Advertising	package	1	300.000	300.000
<b>GRAND TOTAL (VND)</b>					<b>9.295.000</b>

*Table 3.6.1. Budget estimates*

### 3.7. Risk Management

#### **In-Production Risk**

No.	Risk	Probability	Solution Provided
1	Material cost	Medium	Controlling what material we can use and tick off what can't be used. Have a full discussion about the costs with one another, and assign someone to keep track of them.
2	Legal license from clients	High	Customers' projects will be discussed in detail with them during the preparatory phase. Clients will highly cooperate with us during the in-production phase. If not, we will choose something that satisfy both us and clients
3	Resources shortage	Low	Controlling resources and allocate more. A direct plan will be prepared beforehand
4	Testing and Debugging	High	Mostly cause a slight delay in production phase, it depend on the final production
5	Scheduling Problems	Medium	Everyone in the group will constantly remind each other of their deadlines. If they miss the deadline, they will be fined 100,000 VND each. Delayed tasks will be pushed forward and quickly done so as not to affect the timeline of other tasks
6	Budget Overrun	High	Strict budget controlling and assign someone will record what will be use and how we gonna spend our budget accordingly with our research

7	Faulty production equipment	High	Check the filming equipment before going to the filming set. Fully charge the device's battery
8	Lack of equipment and tools	Medium	Before arriving at the scene, we will video call each other to cross-check with each other about the equipment. From there, ensure adequate equipment preparation
9	Lost video and image sources	High	During the filming process, we will assign one person to check and manage data. At the same time, throughout the filming process, we will remind the assigned person to remember issues in testing and data management to avoid errors.
<b>Post-Production Risk</b>			
1	Deadline Scheduling	Medium	Our group has created a timeline for tasks to be done at an exact point of certain times, and consider what task is more important than others. Which will help ensure everything will be done before deadline due. Delayed tasks will be pushed forward and quickly done so as not to affect the timeline of other tasks
2	Low media output	High	Weekly monitoring of consumer interactions on social networking sites. Create a report and have a group discussion to come up with ideas to

			prevent little customer engagement.
3	Media-related problems	Low	Before posting, carefully monitor the content. Happy Thai must always give his or her approval.
4	Client Feedback	High	Customers' projects will be discussed in detail with them during the preparatory phase. Clients will highly cooperate with us during the in-production phase. If not, we will choose something that satisfy both us and clients
5	Media-related problems (not attracting enough viewers, KPIs..)	Medium	Establish precise weekly KPIs to guarantee that the campaign will meet the KPIs that were initially specified. View and examine issues that arose during the campaign as a group to develop prompt fixes.
6	The product is not approved by the brand	High	First of all, we will try to modify the product according to the brand's suggestion. If the product is still not approved, we will quickly produce a replacement product to be approved by the brand.
7	Video is copyright infringement	Low	Before posting, we will always run a copyright check on the TikTok platform. Regarding Facebook, we will comply with brand image rights as well as comply

			with the standards of Facebook.
<b>PRE-PRODUCTION RISK</b>			
1	The client would not appreciate the script.	Medium	There will be changes added to the script to accommodate the client request
2	Environment related issue	Low	A change in shooting, and preparation. At least, it would delay the production for a few days
3	Scheduling Problems	High	Everyone in the group will constantly remind each other of their deadlines. If they miss the deadline, they will be fined 100,000 VND each.
4	Material cost	Medium	Controlling what material we can use and tick off what can't be used. Have a full discussion about the costs with one another, and assign someone to keep track of them.
5	Equipment cost, availability	Low	Renting out extra equipment, and have connections to secure the needed equipment. Have a full discussion about the costs with one another, and assign someone to keep track of them.
6	Budget Overrun	High	Have a full discussion about the costs with one another, and assign someone to keep track of them.  We should check our spending each week to make sure it doesn't go over our means of support.





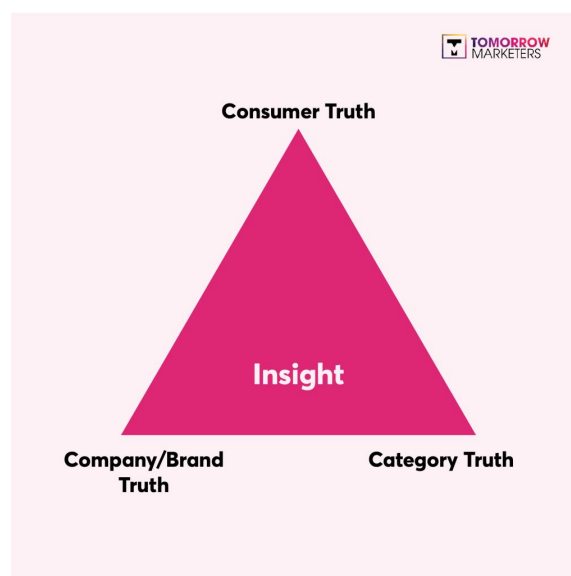
## CHAPTER 4. PRE-PRODUCTION

The campaign was formally launched on October 23, 2023, during the second part of the campaign. We were busy producing photo and video products, including connected segments such as supplying ideas, editing scripts, and creating storyboards. Our team was also working on other relevant projects.

Due to the fact that the objective is to employ communication goods in order to raise the level of brand awareness and accomplish a conversion rate of 5%, this is the stage in which our team needs to carefully plan in order to guarantee that the implementation will be feasible. The expression of the message "Bữa ăn nhỏ, Hạnh Phúc to" for Happy Thai restaurant is an essential component that must be taken into consideration.

A popular group of eating customers who have the urge to share joy with each other over meals at Happy Thai restaurant, which is a strong point of the restaurant, is the inspiration behind the idea behind the campaign. The menu at Happy Thai is extensive, and it features a number of foods that are also great for consumers.

### 4.1. Communication Theories



Picture 4.1.1. 3C model analysis customer insight

Based on the 3C model, it presents the problems that customers and target audiences usually encounter in daily life, and cuisine is a way to easily learn and analyze their psychology. From there, come up with methods that come from the practical value of the brand to connect with customers. Through this, it makes it easier to find increased interactions on social networking platforms naturally.

We have derived the subsequent campaign idea from the aforementioned 3C model. During this phase, our team plans the transmission of the "Bữa ăn nhỏ, Hạnh Phúc to" message. At the same time, our team also chose Pad Thai as the main product for this campaign with a happy meaning because the product's healthiness and deliciousness will easily attract customers to pay attention to the campaign. Regarding the health level of Pad Thai, according to our research on a scientific level, Pad Thai can be considered a relatively healthy food due to its nutrient composition and the potential health benefits associated with its key ingredients. Let's break down the analysis:

- **Proteins:** Pad Thai often includes a protein source such as tofu, shrimp, or chicken. Proteins are essential for muscle repair, immune function, and overall cellular health.
- **Carbohydrates:** The primary source of carbohydrates in Pad Thai comes from rice noodles. These complex carbohydrates provide a sustained release of energy and are a staple in many healthy diets.
- **Fats:** While Pad Thai does contain fats, they often come from sources like peanuts or vegetable oils. These can contribute to the dish's overall healthy fat profile, including monounsaturated and polyunsaturated fats.
- **Vegetables:** Pad Thai typically incorporates a variety of vegetables, such as bean sprouts, green onions, and sometimes bell peppers or carrots. These vegetables add fiber, vitamins, and minerals to the dish, promoting digestive health and overall well-being.
- **Herbs and Spices:** Ingredients like cilantro, lime, and chili peppers not only enhance the flavor but also provide antioxidants and other bioactive compounds that may have health benefits, such as anti-inflammatory properties.

- **Portion Control:** While Pad Thai can be nutrient-dense, it's important to consider portion sizes. Eating in moderation ensures that the overall caloric intake aligns with individual dietary needs.

It's worth noting that the healthiness of Pad Thai can vary based on the specific recipe and preparation methods. Choosing fresh, high-quality ingredients and minimizing the use of excessive oils and sugars can contribute to a healthier version of this popular Thai dish

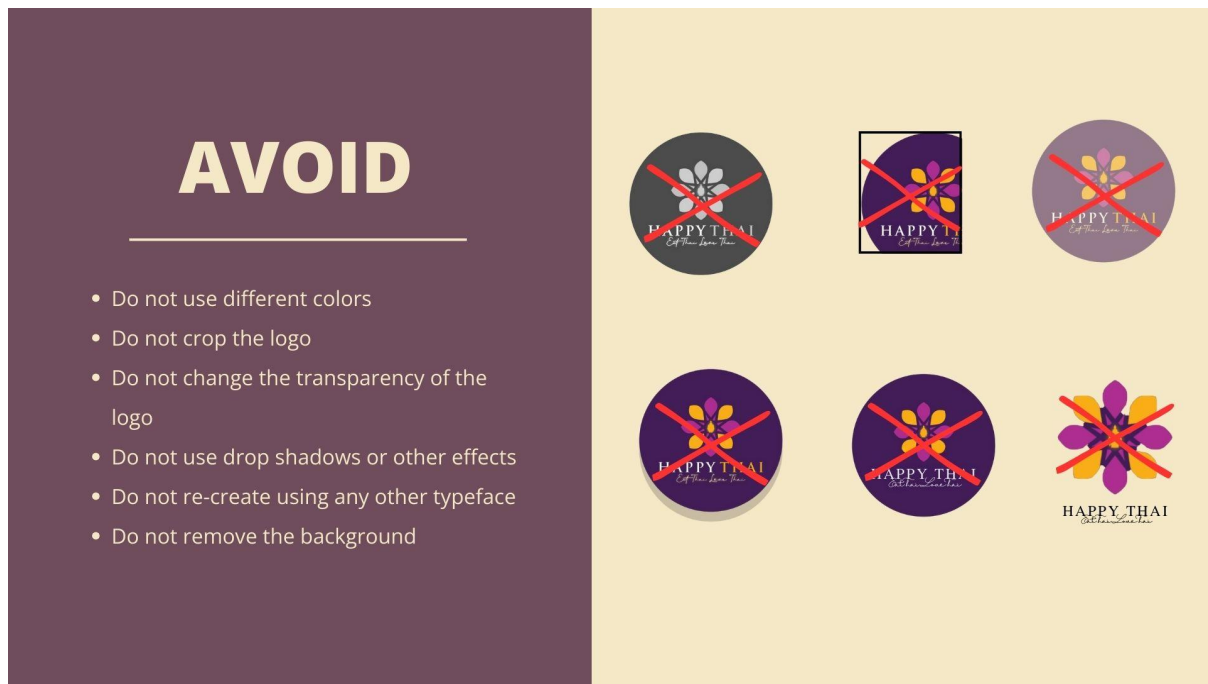
#### 4.1.1. Brand Poster

Designing a food poster is like preparing a delicious meal for the eyes. You want to create something that not only looks delicious but also conveys the essence of the cuisine.

- **Color palette:** When designing poster products for Happy Thai restaurant's Facebook platform, we always pay attention to the main colors of the brand to express the brand's cultural spirit through food and to use it for entertainment purposes. distinguish the Happy Thai brand from other F&B brands in the same industry. The brand's color meaning represents the warmth and elegance of the food presentation.
- **Typography:** Use a font that complements the cuisine's style. Script fonts can add a touch of elegance to a delicious meal. Make sure the text is easy to read from a distance.
- **Images:** High-quality, attractive food images are essential. Our team's photos show off the texture and color of the dish.
- **Composition:** Balance is key. Based on survey information about attractive food image content, our team considered arranging elements in a way that smoothly guides the viewer's eye throughout the poster. Not too crowded; Leave enough white space to avoid visual clutter.
- **Branding:** Our team always incorporates their logos and brand elements for consistent branding that reinforces brand recognition.
- **Call to action:** Encourage viewers to take action, whether it's visiting a restaurant, trying a new dish, or taking advantage of a special offer. Use phrases like "Order Now" or "Visit Us".

### 4.1.2. Brand guideline





#### 4.2. Video production idea

To create video products, our team needs to make important plans before the shoot to determine the message content, context, dishes to be filmed and filming time. Therefore, our team also focuses on implementing the segments of script building, storyboard, costumes of characteristics, actor portfolio, callsheet, list of dishes in the scene, list of equipment for shooting. Comprehensive information regarding the scripts of our products can be found in Appendix 1, Section [Script](#).

##### **Idea 1: Pad Thai - A Journey of Exquisite Taste**

Numerous details and interesting facts regarding Pad Thai are included in the script. titled "Chicken Pad Thai - A Journey of Exquisite Taste" . Clearly and interestingly presenting the background of pad thai, particularly while highlighting the inventiveness and spirit of Thai cooking.

The health and nutrition aspects of Pad Thai are also well-presented, helping listeners to comprehend the dish's high nutritious content. By relating Pad Thai to Thailand's culture and natural beauty, the scene is brought to life and becomes captivating.

The purpose of this script is to inform viewers about the advantages of eating Pad Thai food for their health.

After finishing writing the script, our team began making storyboards based on the content in the script, however, our team could not keep up with the sketching process so we replaced it with mock-up images. The scene element is extremely important to visualize when performing so it cannot be ignored.

### **Idea 2: The Spicy Taste of Health: The Secret Behind Spicy Eating in Thailand**

This script deeply considers the relationship between Thai cuisine, spicy flavors, and health. The title "The Spicy Taste of Health: The Secret Behind Spicy Eating in Thailand" right from the beginning created curiosity and attraction.

The section on the positive effects of capsaicin on health is presented clearly and convincingly. The connection between spicy flavors and health benefits is an interesting and fresh perspective. The section on the application of spicy cuisine in hot weather is a unique and logical perspective, creating a connection between cultural reality and health benefits.

Although spicy food might cause perspiration, it is beneficial to the heart. A 2022 comprehensive review published in *Molecular Nutrition & Food Research* discovered a link between frequent use of spicy foods and a lower risk of heart disease and stroke-related mortality. We cannot be positive that eating spicy food improved heart health because this study only revealed a correlation, not a cause-and-effect relationship. However, there appears to be a link between the regular consumption of spicy food and lower death rates.

### **Idea 3: Happiness From Small Meals**

The script is based on the real situation of choosing a place to eat and represents a common situation in everyday life. Taking advantage of a familiar situation helps the script become friendly and easy to connect with the audience.

Along with character development, the female protagonist is described as having unique psychology and emotions, creating a realistic and sympathetic character. Her development from hesitation to confidence is especially important. Introducing Happy Thai as a healthy place to eat is also a smart way to communicate the benefits of food choices.

**Idea 4: Happy Family**

The plot is simple and easy to understand, focusing on emotional moments in everyday life in which the relationship between father and child is shown in a realistic and warm way, helping viewers easily empathise and understand. emotions of the characters. The main theme of the story is family love and happiness from the simple things in life.

Overall, this script is a gentle and positive story, suitable for conveying messages about family affection and the value of simple moments in life. Especially express the message “Bữa ăn nhỏ, Hạnh Phúc to” clearly

**Idea 5: Introducing the Thai Loy Krathong Festival**

The Thai Loy Krathong Festival is one of Thailand's most important holidays. The rationale for generating this video is that, based on the survey we conducted above, as well as tracking interactions from previous films, we discovered that TikTok viewers enjoy videos that share useful information.

**Idea 6: Behind the Scenes of Preparing Spicy Ribs**

Our intention was to provide a captivating and immersive glimpse into the culinary expertise and unique flavors that Happy Thai has to offer. By featuring chefs in action, meticulously preparing a signature dish, we aimed to create engaging content that not only highlights the restaurant's commitment to quality but also entices the audience's taste buds.

**Idea 7: Behind the Scenes of Preparing Sturgeon Salad**

TikTok's visually-oriented and dynamic nature offers a unique opportunity to showcase the craftsmanship and culinary artistry that defines Happy Thai. By focusing on the intricate details of preparing a signature dish like the Sturgeon Salad, we aim to not only tantalize the audience's taste buds but also to create an authentic connection between the restaurant and potential customers.

Through this behind-the-scenes footage, viewers gain insight into the dedication and skill of Happy Thai's chefs as they expertly cut ingredients, season, and cook. This transparency fosters a sense of trust and authenticity, key elements in building a positive brand image.



**Idea 8: Spicy Food Challenge**

The core of this film extends beyond just eating spicy foods; it's a memorial to the human spirit of exploration and the delight received from shared experiences. We hope to promote the universal love of food, the friendship that comes from shared struggles, and the simple delight found in stretching one's gastronomic boundaries by capturing the journey of these two young devotees.

This video was created by our team not only to entertain but also to inspire a feeling of adventure in our viewers. We intend to communicate the excitement and unpredictability that comes with trying diverse cuisines via the lens of these bold individuals, all while emphasizing the significance of connection and shared experiences around the dinner table.

**Idea 9: Spicy Food Challenge**

The core of this film extends beyond just eating spicy foods; it's a memorial to the human spirit of exploration and the delight received from shared experiences. We hope to promote the universal love of food, the friendship that comes from shared struggles, and the simple delight found in stretching one's gastronomic boundaries by capturing the journey of these two young devotees.

This video was created by our team not only to entertain but also to inspire a feeling of adventure in our viewers. We intend to communicate the excitement and unpredictability that comes with trying diverse cuisines via the lens of these bold individuals, all while emphasizing the significance of connection and shared experiences around the dinner table.

**Idea 10: Brief video Thai eateries in Thu Duc are affordable and tasty**

In a world where attention spans are short and trends change in an instant, our team saw TikTok as the ideal medium for showcasing the vivid character of Happy Thai restaurant. The choice to make a brief, 15-20 second video introducing the restaurant, displaying delectable food, prices, and important information, arises from the realization that TikTok thrives on rapid, visually appealing material that draws people's interest.

By creating this short movie, we hope to quickly capture the viewer's attention and leave them ready to try the flavors of Happy Thai for themselves. We hope to appeal to a wide

audience by showcasing not only the wonderful meals but also the affordability of our offers, encouraging them to take the next step - to step through the doors of Happy Thai and start on a gastronomic trip.

The goal is simple: pique viewers' interest, tickle their taste buds, and create a sense of urgency that makes them want to be a part of the Happy Thai experience. This TikTok video serves as a tasty invitation, calling viewers to join us for an extraordinary taste adventure at Happy Thai restaurant.

#### **Idea 11: Brief video Thai eateries in Thu Duc are affordable and tasty**

In a world where culinary preferences are shifting toward healthier options that don't sacrifice flavor, our team saw an opportunity to highlight Happy Thai restaurant as a haven for individuals looking for a blend of delicious and nutritious meals. The choice to develop a short, 15-20 second movie introducing Happy Thai's macrobiotic dishes is intended to address the needs of customers who love the rich flavors of Thai food but want a healthier option.

The film features visually appealing macrobiotic cuisine, demonstrating that eating healthily does not have to be dull. We hope to engage TikTok viewers looking for a new and fascinating culinary experience by delivering a tantalizing choice of wholesome yet delicious Thai options. Prices and crucial information are included to make Happy Thai not just an appealing gourmet option, but also one that is accessible and reasonable.

#### **4.3. Story Board**

Based on the script, we drew an overview story board ourselves to help make the filming process easier and minimize missing scenes or wasting a lot of time during the filming process. To save time and money, we drafted the story board ourselves enough for us, those responsible for filming and editing the video, to visualize and understand. The comprehensive storyboard can be found in Appendix 2.

## CHAPTER 5. CAMPAIGN EXECUTION

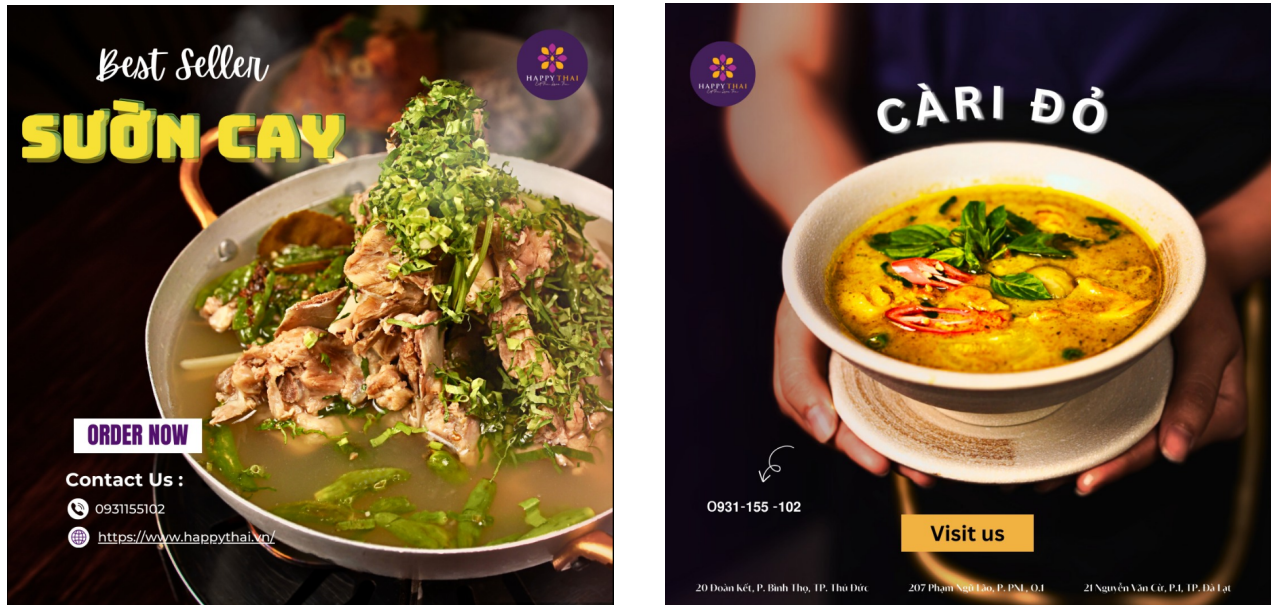
### 5.1. Facebook Fanpage

Facebook is a critical platform that serves as a primary destination for our posts. We consistently feature the slogan "Bữa ăn nhỏ, Hạnh Phúc to" in our Facebook posters, despite the diverse array of content we produce. In addition, we manufacture video products that convey brand narratives and strengthen the reputation of the Happy Thai restaurant. To ensure compliance with the business's conversion rate targets, our team further distributes posters announcing upcoming promotions during the November phase of the campaign.

#### 5.1.1. Normal post



Picture 5.1.1.1. Normal Post



Picture 5.1.1.2. Normal Post

In our ongoing "Bữa ăn Hạnh Phúc" campaign, we have made significant progress with a total of 19 posts shared on our platform, currently. The central theme of these posts revolves around imagery, with a strong emphasis on conveying our key message: "Bữa ăn nhỏ, hạnh phúc to".

These posts have consistently showcased a variety of images that align with our core message, emphasizing the idea that happiness can be found in the simple pleasure of enjoying a small, delightful meal. The images have been carefully selected to evoke positive emotions and create an engaging visual experience for our audience. The goal is to make our target audience think about the happiness and the fun when they enjoy food with friends while promoting Happy Thai branding.

While the campaign has been successful in consistently delivering our message through compelling visuals, it's essential to keep diversifying our content to maintain audience interest and engagement. We have seen that certain types of content, such as video learning content and content using popular hashtags, have received notably higher levels of viewer interaction. These insights indicate that our audience is receptive to a variety of content formats and that they engage more when our message is presented in innovative and visually captivating ways.

Moving forward, we should continue to experiment with content formats and delivery strategies to keep our audience engaged and foster a stronger connection with our brand and message. We will also pay close attention to captioning, ensuring that they are concise, attention-grabbing, and consistent with our brand messaging to reinforce our key message effectively.

### 5.1.2. Reel post





*Picture 5.1.2.1. Reels Post*

A Facebook Reel post is a short video clip designed to capture attention and engage users on the platform. Similar to other popular short-video formats, such as TikTok and Instagram Reels, Facebook Reels are typically 15 to 60 seconds long and feature a wide range of content, from entertaining dances and challenges to informative how-tos and quick product demonstrations.

Realizing the benefits of running media on the Facebook Reels platform, the group has applied key video products from Tiktok to reshare on Happy Thai restaurant's Facebook page to increase the coverage of the message in the video to target customers. reach more viewers. Until now, the group has run 3 media video posts. In which, 2 video products are built in a monologue style telling about content related to brand culture to attract more viewers.

This regular schedule guarantees that we remain active on the platform, keeping our audience engaged and interested. Simultaneously, we continuously monitor the interactions and engagement metrics of each video on a weekly basis. By doing so, we obtain vital insights about what resonates with our audience and what creates high levels of interaction. This data-driven approach enables us to continuously adjust and optimize our content strategy.

Our primary goal is to use these data to develop additional videos that generate substantial interactions, resulting in increasing consumer interest in Happy Thai restaurant. We can create material that not only entertains but also effectively advertises our restaurant by remaining tuned in to the interests and behaviors of our audience. This continuous strategy guarantees that our presence remains dynamic and responsive, allowing us to interact with a bigger audience and raise the restaurant's visibility in the competitive culinary landscape.

### 5.1.3 Key Message post



Picture 5.1.3.1. Key message post

The first posts about the campaign are extremely necessary to help customers gradually become familiar with the campaign message and increase awareness of Happy Thai restaurant's campaign. Conveying meaning through post content for message posters is important to tap into customers' emotions about their insight issues when sometimes they do not feel the simple happiness around them. Since then, customers have gradually become more sympathetic and Happy Thai has become a place for them to come to find simple happiness through the brand's dishes.

### 5.1.4. Promotion Voucher post

Promotions are the key strategy of our campaign to increase the conversion rate of customers to the brand, and also help us evaluate the effectiveness of customer awareness of the campaign. . The content of the poster is to guide customers on how to participate to receive promotional vouchers, especially the main product for the program is Chicken Pad Thai, which after we analyze and evaluate the health level is Perfectly suitable to become the main dish in this media content.



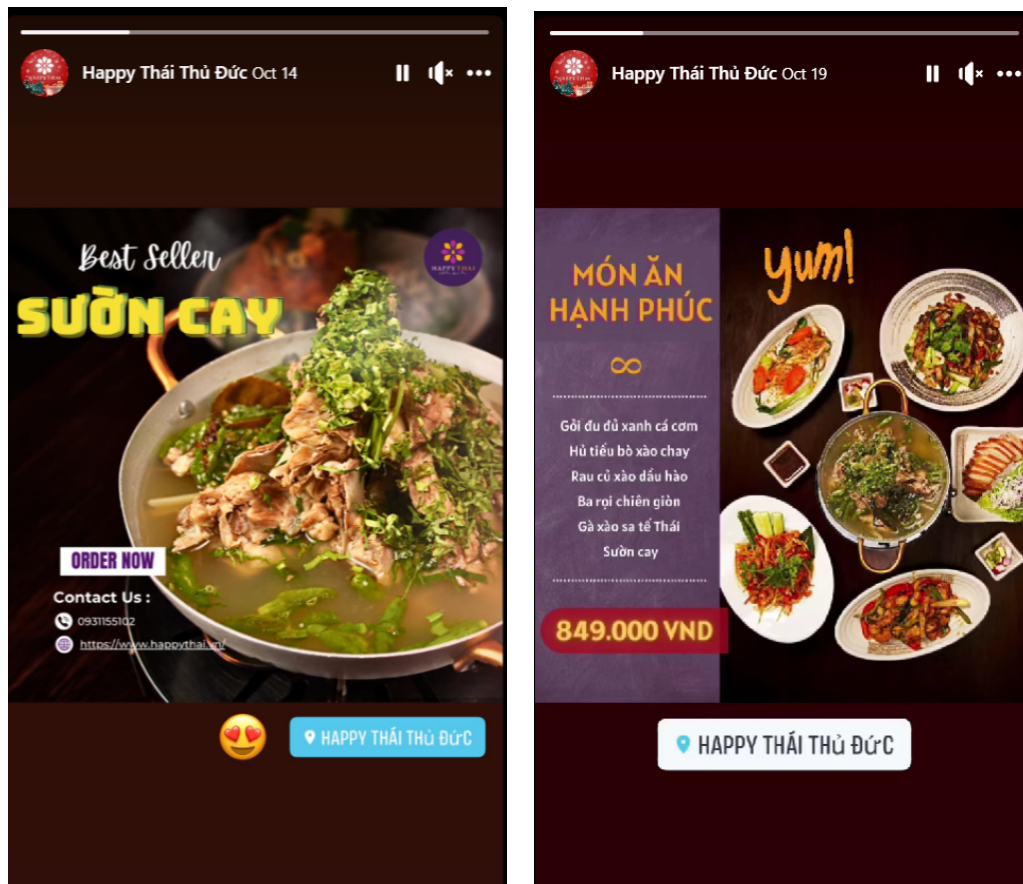
Picture 5.1.4.1. Promotion Post

The posts of this period include 3 main contents: a teaser post before the campaign posted on November 10 - Voucher information post updated on November 11. And recap posts of the campaign.

The reason our group chose November 11 is because this is the day of the single group. Our group wants to take the opportunity for customers to meet each other, eat happy meals together and enjoy the atmosphere. happy time that Happy Thai restaurant brings. During November we will run voucher events to reach our 5% conversion rate from online users to actual customers that check in at Happy Thai Restaurant. Customers will check-in directly at the restaurant and after that they will immediately receive a coupon consisting of a 100% free meal of Pad Thái.





## 5.1.5. Story



Picture 5.1.5.1. Story

We repost the films and photographs that we have generated on the Facebook Fanpage's Story, together with delightful ornamental gifs and music that can be spread, in an effort to grab the attention of our consumers and in acknowledgment of the fact that many of our competitors utilize Facebook stories to accomplish the same thing.

5.1.6. Facebook Timeline

Timeline chạy post trên FB									
Thứ	Ngày	Giờ	Nội dung bài đăng	Post	Ảnh	Editor	Content creator	Người duyệt	Link
CN	1/10	18:00	<p>Khám phá hương vị đặc trưng của Đông Nam Á tại nhà hàng Happy Thái!</p> <p>👉 Mê mẩn với Cà Ri Thái Lan tinh tế - một hòa quyện hoàn hảo giữa gia vị mỏng, sữa cốt dừa thơm béo và sự tinh tế của các loại rau củ tươi ngon. Tại Happy Thái, chúng tôi tự hào mang đến cho bạn một trải nghiệm ẩm thực tuyệt vời từ xứ sở của những cơn gió nhiệt đới.</p> <p>👉 Đặc biệt, chúng tôi chế biến mỗi bát cà ri với tâm huyết và nguyên liệu chất lượng nhất, để bạn có thể thưởng thức một bữa trưa hoặc tối thêm phần thú vị.</p> <p>👉 Nào hãy đến và trải nghiệm không khí thoải mái, phục vụ nhanh chóng cùng hương vị độc đáo chỉ có tại Happy Thái. Cùng gia đình, bạn bè</p>	Signature Cà ri đỏ		Hoàng Long	Hồng Quỳnh	Ms. Thu	<a href="https://www.facebook.com/photo?fbid=772474298226396&amp;set=a.502922195176810">https://www.facebook.com/photo?fbid=772474298226396&amp;set=a.502922195176810</a>
T2	2/10	18:00	<p>Đắm chìm trong hương thơm của Cơm Chiên Trái Thơm tại Happy Thái</p> <p>Mỗi hạt cơm là một chuyên phu lưu vị giác</p> <p>Còn chần chờ gì mà không đến Happy Thái ngay!!</p> <p>----</p> <p><b>HỆ THỐNG HAPPY THAI</b></p> <p>📍 Hồ Chí Minh: 20 Đoàn Kết, P. Bình Thọ, TP. Thủ Đức Hotline: 0908 894 554</p> <p>📍 Hồ Chí Minh: 207 Phạm Ngũ Lão, P. PNL, Q1 Hotline: 0931 155 102</p> <p>📍 Đà Lạt: 21 Nguyễn Văn Cừ, P.1 Hotline: 0908 939 033</p> <p>Fanpage: <a href="https://www.facebook.com/happythaiTD/">https://www.facebook.com/happythaiTD/</a> Tiktok: <a href="https://www.tiktok.com/@happythaisaigon">https://www.tiktok.com/@happythaisaigon</a></p>	Signature Cơm chiên trái thơm		Hoàng Long	Hồng Quỳnh	Ms. Thu	<a href="https://www.facebook.com/photo?fbid=772942154941477&amp;set=a.502922195176810">https://www.facebook.com/photo?fbid=772942154941477&amp;set=a.502922195176810</a>
T5	5/10	18:00	<p>Dẫn dắt bạn hòa mình vào một hành trình vị giác tại Happy Thái với món HÔT không thể bỏ qua: Gỏi cá trê chiên giòn!</p> <p>Mỗi miếng cá trê được tẩm ướp và chiên giòn đều nóng đến khi lớp vỏ giòn vàng óng, kết hợp cùng rau sống tươi ngon và nước sốt chế biến đặc biệt, món ăn này là sự hoàn hảo của hương vị truyền thống và sự sáng tạo đương đại.</p> <p>Đến Happy Thái và đắm chìm trong một trải nghiệm ẩm thực đặc sắc này ngay nhé!</p> <p><b>HỆ THỐNG HAPPY THAI</b></p> <p>📍 Hồ Chí Minh: 20 Đoàn Kết, P. Bình Thọ, TP. Thủ Đức Hotline: 0908 894 554</p>	Signature Gỏi cá trê chiên giòn		Chí	Hồng Quỳnh	Ms. Thu	<a href="https://www.facebook.com/photo?fbid=774878674647825&amp;set=a.502922195176810">https://www.facebook.com/photo?fbid=774878674647825&amp;set=a.502922195176810</a>

Picture 5.1.6.1. Facebook Timeline

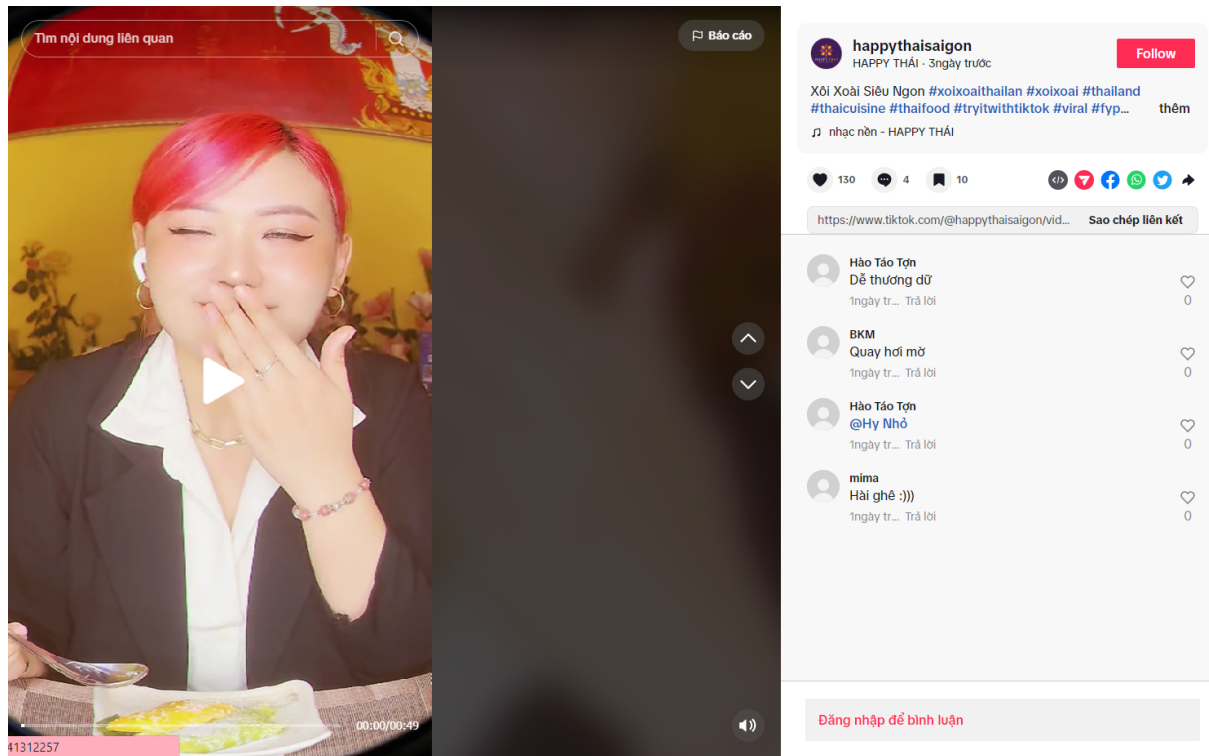
As we build our strategic timeline for posting media products on Facebook, each stage serves a distinct purpose. Starting from September to October, we post posters related to Increasing Brand Awareness as a way to attract the attention of the audience. This visual content focuses on making a strong first impression, incorporating compelling branding and visual elements to drive recognition and recall.

Moving into October, the focus shifted to the Key Message poster, which aimed to spark audience interest and deeper understanding of the brand. This stage communicates core messages and brand values. Content is designed to resonate with the target audience, creating a connection and establishing the brand as a memorable presence in their minds.

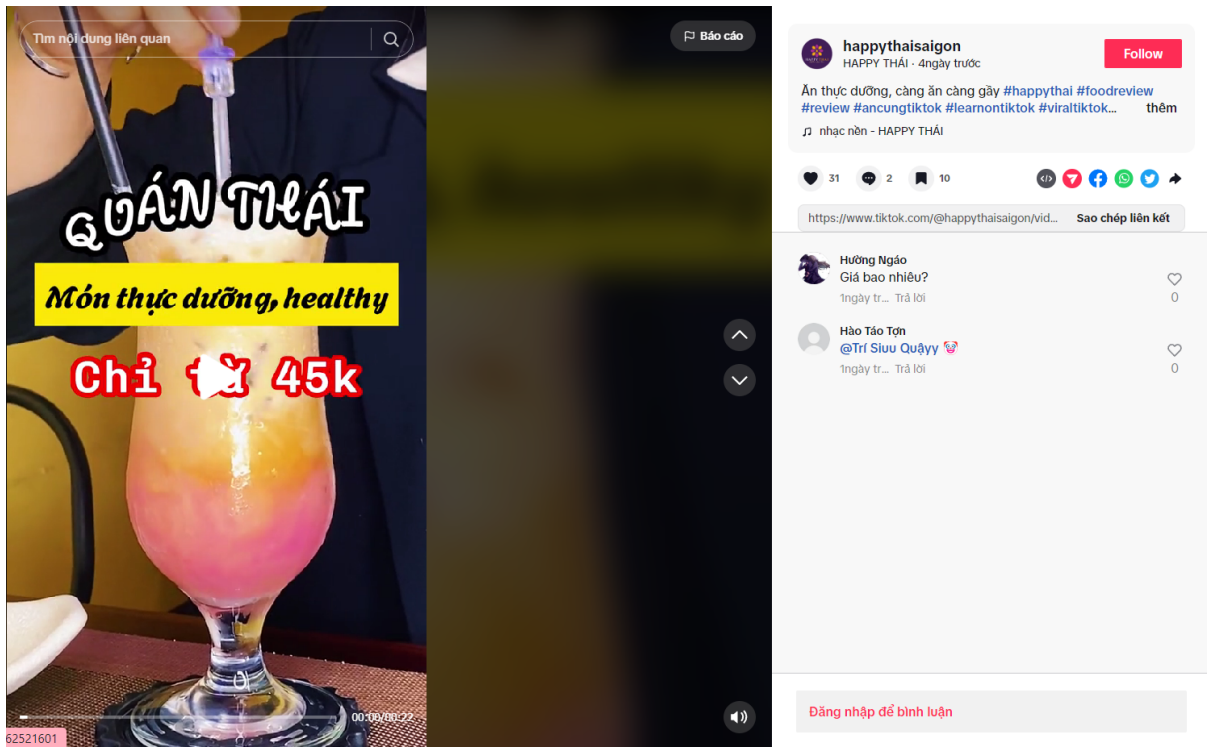
As November begins, the marketing strategy will shift to dynamic content with "Story Videos" and "Promotion" posters. Story videos provide a more immersive experience, showcasing a brand's personality and products in an engaging format. At the same time, Promotional posters take advantage of special offers to encourage action. Together, these

components create a comprehensive and cohesive journey, moving prospects from awareness to interest, desire, and ultimately action, quickly.

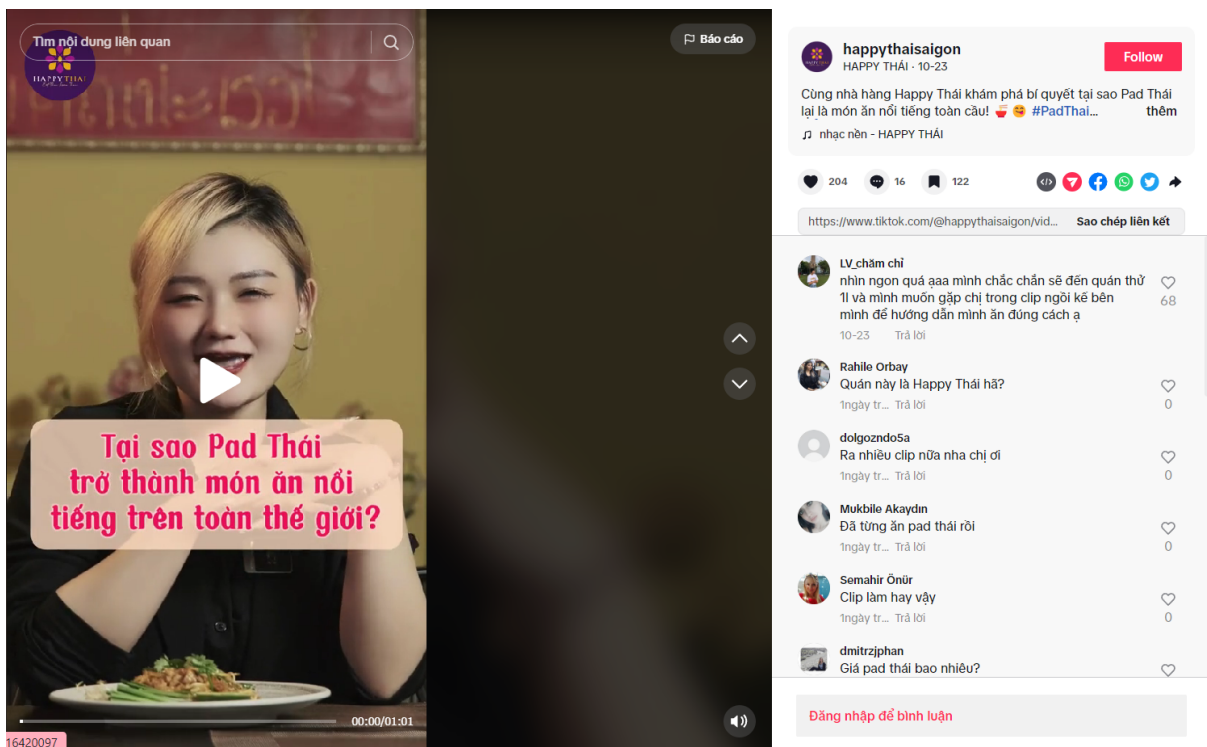
### 5.2. Tiktok video post



Picture 5.2.1. Tik Tok Post



Picture 5.2.2. Tik Tok Post



Picture 5.2.3. Tik Tok Post

TikTok's main strength is that it allows users to create and view content in the form of bite-sized, engaging clips. This is in line with the modern trend of shorter attention spans and

rapid content consumption. TikTok's engagement metrics, including likes, comments, and shares, are prominently displayed. This transparent feedback system encourages users to engage with content and creators.

Realizing the potential for strong interaction growth on this platform, our team also shares video products in parallel with the Facebook Reel platform.

**TikTok Timeline**

Certain products in the TikTok timeline have yet to obtain brand approval. As a consequence, there is a lack of video products. As a result, we promptly revised the updated schedule in order to increase the quantity of products, thereby guaranteeing the fulfillment of the campaign's objectives.

Simultaneously, the timeline is an essential component that enables us to track the progress of the group's work and devise prompt resolutions when members impede the campaign's progression.

**5.3. Campaign strategies and timeline**

Date	September (15/9 - 30/9) (Phase 1 - Brand awareness)	October (1/10 - 30/10) (Phase 2: Key message, Reel production)	November (12/11 - 30/11) (Phase 3: Promotion campaign)	December (1/12 - 10/12)
Objective	Increase brand awareness and meeting brand KPI's target			Re-evaluate Media Objectives
Activities	- Facebook Page: + 6 Normal Post	- Facebook Page: + 4 Key Message post + 2 Video Reels post - Tiktok: + 4 Tiktok Video	- Facebook Page: + 2 Video Reel Post + 2 Key Message Post + 3 Promotion Post -Tiktok: + 4 Tiktok Video	-Facebook Page: + 1-2 Normal Photo post
Tactics	Increase brand awareness and followers Prepare pre-production for phase 2	Production Video for Brand	Key Message for Campaign	Evaluate KPIs

*Picture 5.3.1. Campaign strategies*

**Phase 1:**

In the initial phase of our project, our team focused on enhancing brand awareness for Happy Thai restaurant. This phase aimed to lay the foundation for our entire campaign, with a particular emphasis on generating interest in the brand and its food products. One of our primary objectives was to elevate the restaurant's online presence and engagement with its target audience.



To achieve this, our team worked closely with Happy Thai to craft regular social media posts that showcased the restaurant's delectable food offerings. By increasing the frequency of posts, we aimed to saturate the online space with the restaurant's content, making it more visible to a broader audience. This approach was essential for bolstering brand recognition and ensuring that Happy Thai stayed at the forefront of potential customers' minds.

From October 15th, we started running normal posts about what our brand is promoting. We have posted 4 normal posts, including food photos about Happy Thai's product. To promote brand awareness in Phase 1

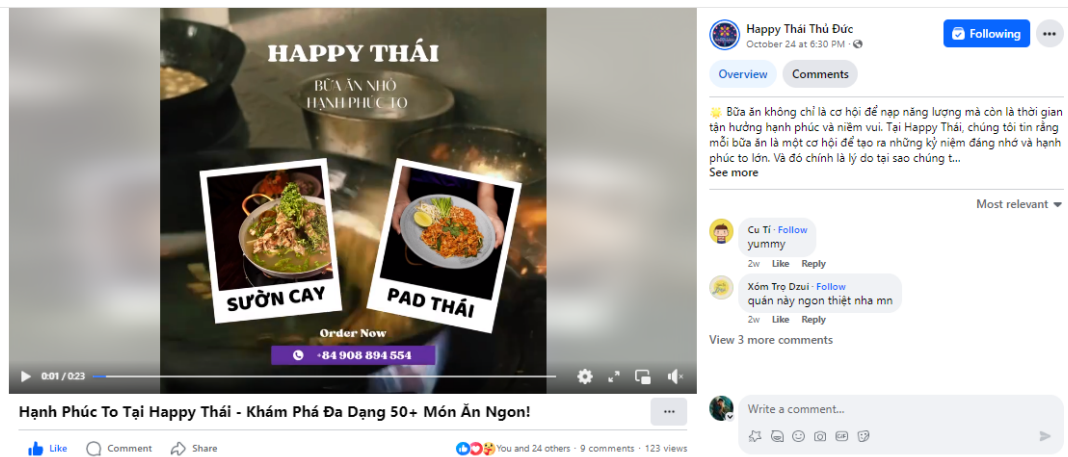
In summary, Phase 1 of our project was all about building the foundation for a successful media campaign. We aimed to increase brand visibility through a higher frequency of posts, making Happy Thai's food products more accessible to a wider audience. Simultaneously, we invested time and effort in crafting a meaningful and resonant campaign message, "Bữa ăn nhỏ, Hạnh Phúc to," to ensure that our brand awareness efforts were underpinned by a compelling and authentic narrative that would speak to the hearts and minds of potential customers. This first phase was instrumental in setting the stage for the subsequent stages of our campaign, as it laid the groundwork for our approach to engaging and captivating the target audience.

### **Phase 2:**

Phase 2 marked a pivotal juncture in our project's execution, where we transitioned from the foundational work of Phase 1 to actively launching the "Bữa ăn nhỏ, Hạnh Phúc to" campaign. In this stage, our focus was on introducing the audience to the campaign's central message and weaving it into the broader narrative about Thai cuisine and related topics.

The first step in Phase 2 was the official unveiling of the campaign through a series of carefully crafted posts. Each post served as a creative medium to convey the "Bữa ăn nhỏ, Hạnh Phúc to" message, which emphasized the idea that happiness could be found in the simplicity of a small Thai meal. This message aimed to resonate with the audience's emotions and values, creating an instant connection and intrigue. By doing so, we sought to foster a sense of belonging and relatability among the audience, making them more receptive to Happy Thai's menu

In phase 2, we have posted a total of 4 key message post and 2 video reels post, which is the post consist our campaign key message “Bữa ăn nhỏ, Hạnh phúc lớn”. These posts will direct our targeted audience toward our goals more, strengthening the brand image



### Phase 3:

Phase 3 is a critical juncture in our project, focusing on the implementation of a voucher promotion program for Happy Thai restaurant's signature dish, the chicken Pad Thai. This dish, known for its full nutritional value and balanced taste, serves as the centerpiece of our campaign. The overarching objective of this phase is to drive customer engagement and evaluate the effectiveness of our previous efforts in Phase 2, with the ultimate goal of achieving a 5% conversion rate through this promotion phase.

The core strategy in Phase 3 involves running advertising posts on the social networking platform Facebook. Facebook is a versatile and widely used platform, providing us with a broad reach and the ability to target specific demographics. These posts will feature enticing visuals of the chicken Pad Thai, coupled with compelling content that highlights its nutritional benefits, the quality of ingredients, and the unique flavor profile. These posts will create a visual and sensory appeal, enticing the audience to explore further and engage with the campaign.

To add an interactive and fun element to the campaign, we plan to introduce voucher promotions. These promotions aim to increase user engagement, foster a sense of excitement, and create a buzz around Happy Thai's offerings.

The 5% conversion rate target is ambitious but achievable, considering the comprehensive strategy employed in Phase 3. This phase not only promotes the product but also engages the audience on a more personal level through vouchers. It is not only about attracting potential customers but also retaining their interest and inspiring them to take action.

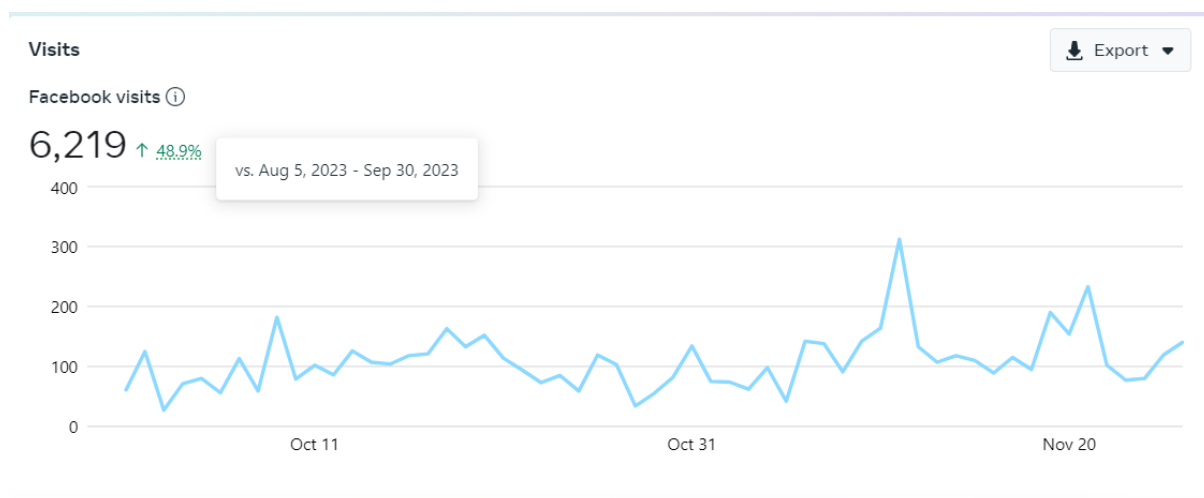
### 5.4. Campaign result

#### 5.4.1 Facebook Overview (after campaign)

(December 05, 2023)

<b>Facebook Reach</b>	406,780
<b>Facebook visits</b>	6,219
<b>Like and Reactions, Comments and Share</b>	1,215
<b>Page Followers</b>	9600
<b>Page Likes</b>	9495

Table 5.4.1.1. Facebook Overview (after campaign)

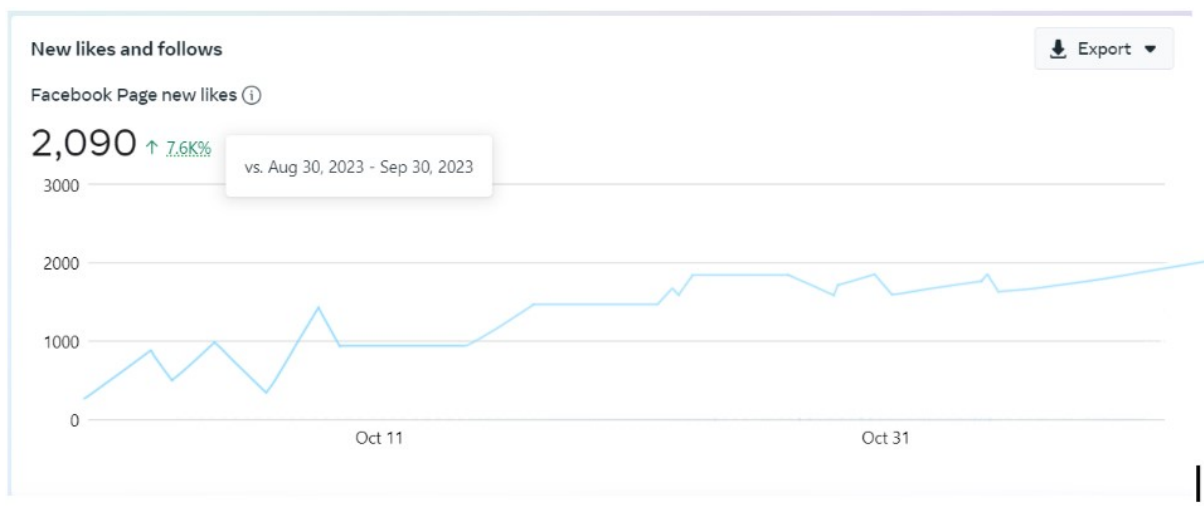


Picture 5.4.1.1. Facebook Visits Overview (after campaign)

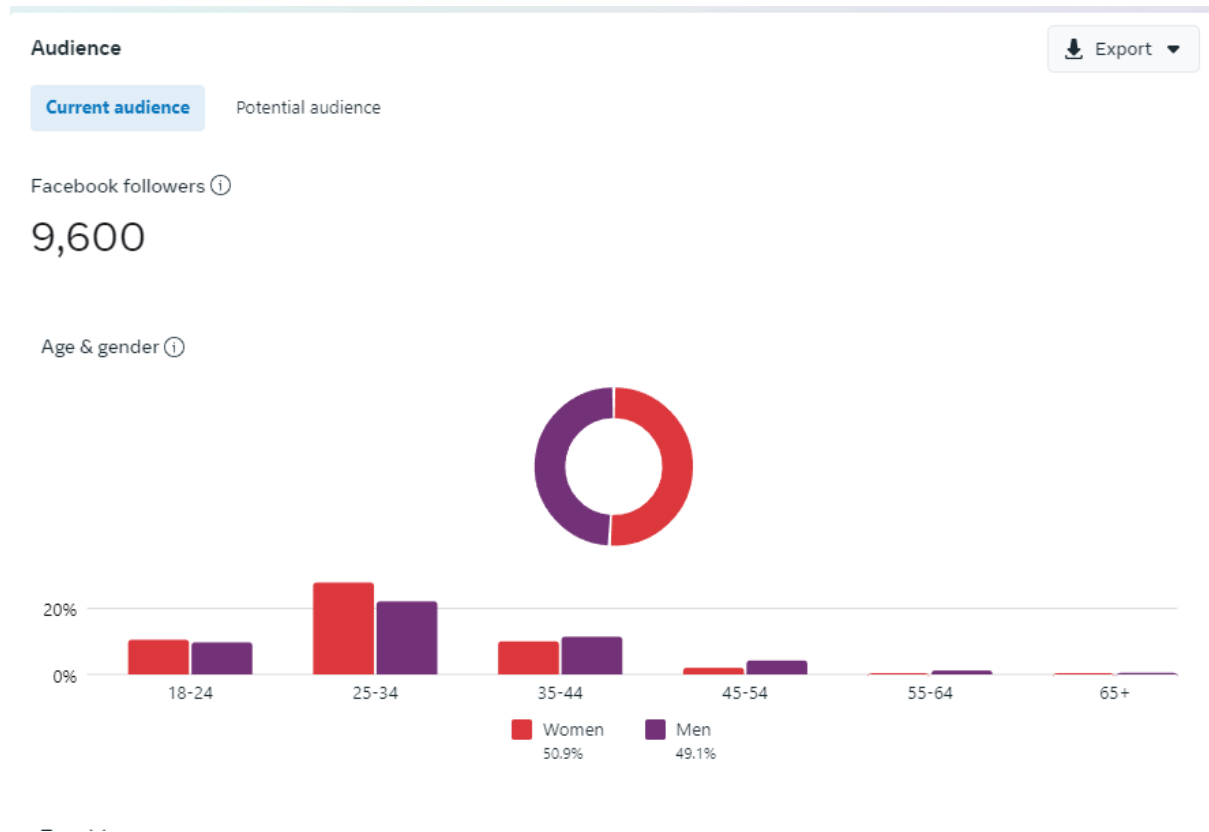




Picture 5.4.1.2. Facebook Reach Overview (after campaign)



Picture 5.4.1.2. Facebook New Likes Overview (after campaign)



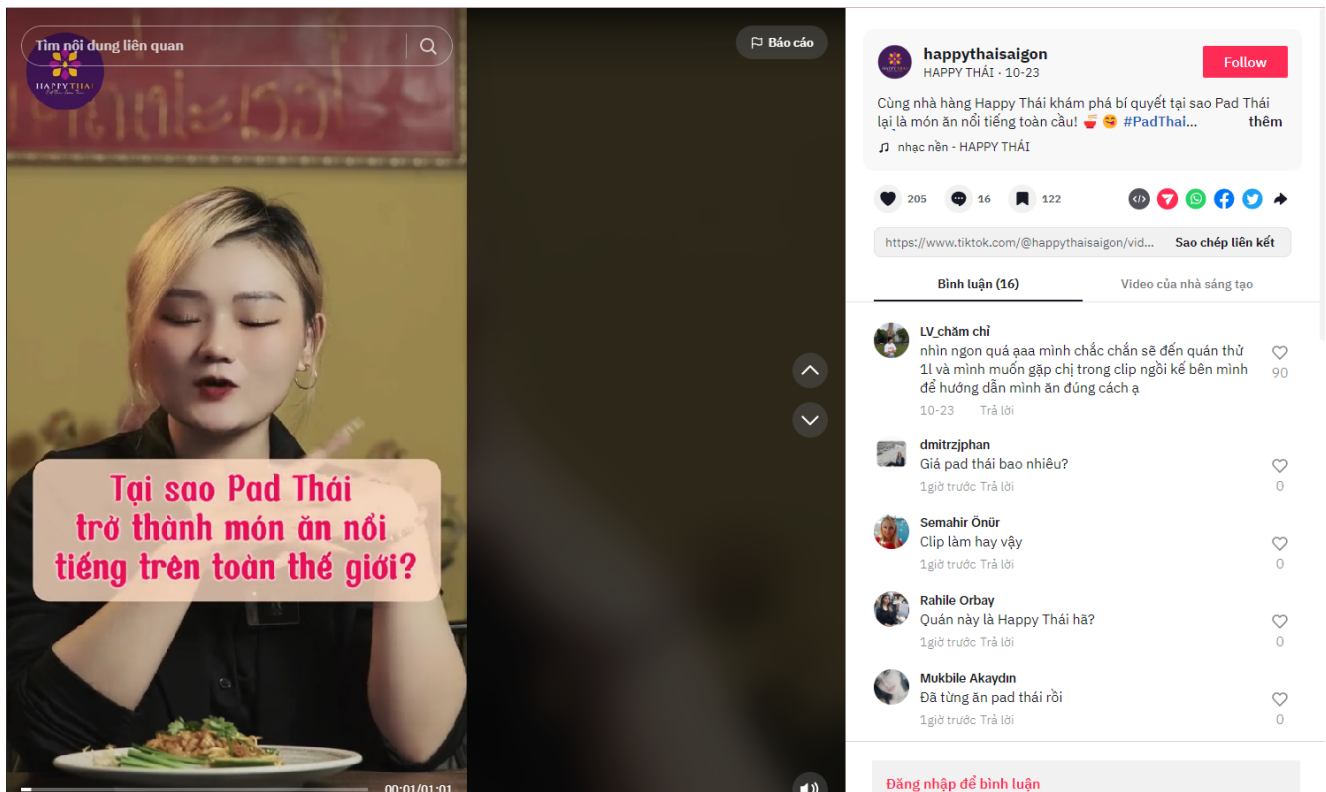
Picture 5.4.1.3. Facebook Audience Overview (after campaign)

### 5.4.2. TikTok Overview (after campaign)

(DECEMBER 08, 2023)

<b>Followers</b>	608
<b>Likes</b>	1575
<b>Average views/clip</b>	5,637
<b>Average likes/clip</b>	70

5.4.3. Top-performing TikTok video

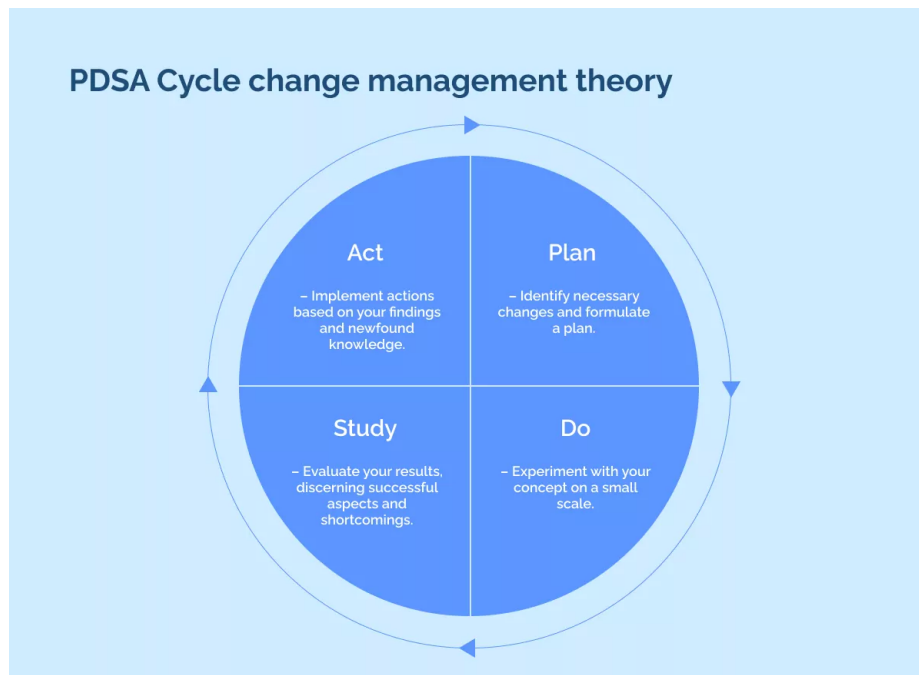


Picture 5.4.3.1. Top-performing TikTok video (after campaign)

<b>Views</b>	15.6K
<b>Likes</b>	205
<b>Comment</b>	16
<b>Favorites</b>	122
<b>Shares</b>	43
<b>Hashtag</b>	#PadThai #ẨmThựcThái #HappyThái #MónĂnNổiTiếng #FYP #Foodie #Travel #Throwback #Learnon
<b>Caption</b>	Cùng nhà hàng Happy Thái khám phá bí quyết tại sao Pad Thái lại là món ăn nổi tiếng toàn cầu! 🍜🥰

Table 5.4.3.1. Top-performing TikTok video Statistics (after campaign)

## 5.5. Campaign change management plan



*Picture 5.5.1. PDSA Cycle change management theory*

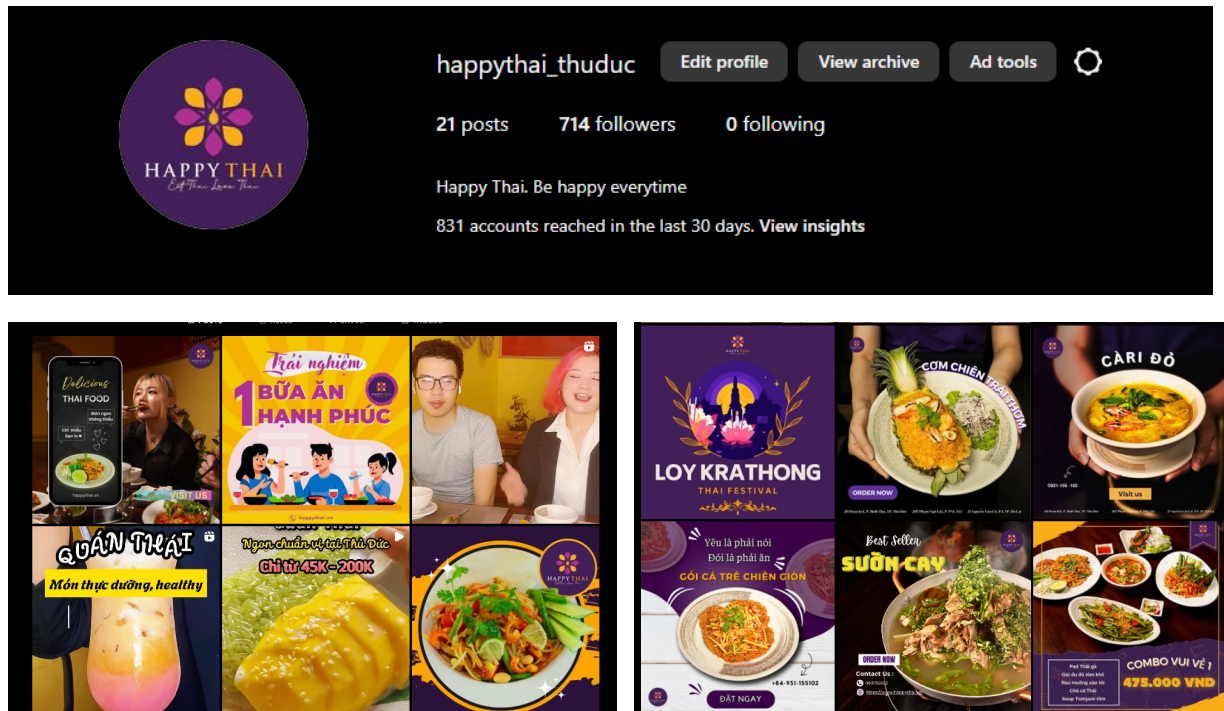
**Theory:** The PDSA Cycle, also known as the Plan-Do-Study-Act Cycle or the Deming Cycle, is a systematic framework for continuous improvement. It is widely used in change management, quality improvement, and process improvement initiatives. This cycle was popularized by W. Edwards Deming, a famous statistics and quality management expert. The PDSA cycle consists of four main phases: Plan, Do, Research and Act.

Based on this cycle, our team will present current issues and propose changes to the campaign:

Initially when implementing a media campaign for Happy Thai restaurant. Our team plans to post media products on the main page, Happy Thai. However, because there is too much content that the business owner is responsible for creating on that page, after agreement, our team was granted the right to run on another page, Happy Thai Thu Duc. But because the marketing plans that have been planned in advance by the business owner cannot be changed, the content posted between us and Happy Thai business does not match each other, leading to the risk that customers will not accept it. Get the information that Happy Thai restaurant wants to provide.

Therefore, we set up a channel on the Instagram social media platform and relaunched the campaign messages on the sidelines to accurately evaluate the progress and effectiveness of the campaign.

### 5.5.1. Instagram post



Picture 5.5.1.1. Instagram overview

In the pursuit of advancing our campaign evaluation methodologies, we are pleased to announce the establishment of an Instagram channel as an integral component of our strategic communication framework. This initiative is poised to provide a comprehensive platform for assessing the impact and resonance of our ongoing campaigns through a rigorous analytical lens.

#### Objective:

The primary objective of introducing this Instagram channel is to instigate a nuanced and data-driven evaluation of the effectiveness of our campaigns. By leveraging Instagram, a prominent and dynamic social media platform, we seek to derive meaningful insights into audience engagement, content efficacy, and the overall impact of our strategic communication endeavors.

### 5.5.2 Instagram results

(DECEMBER 05, 2023)

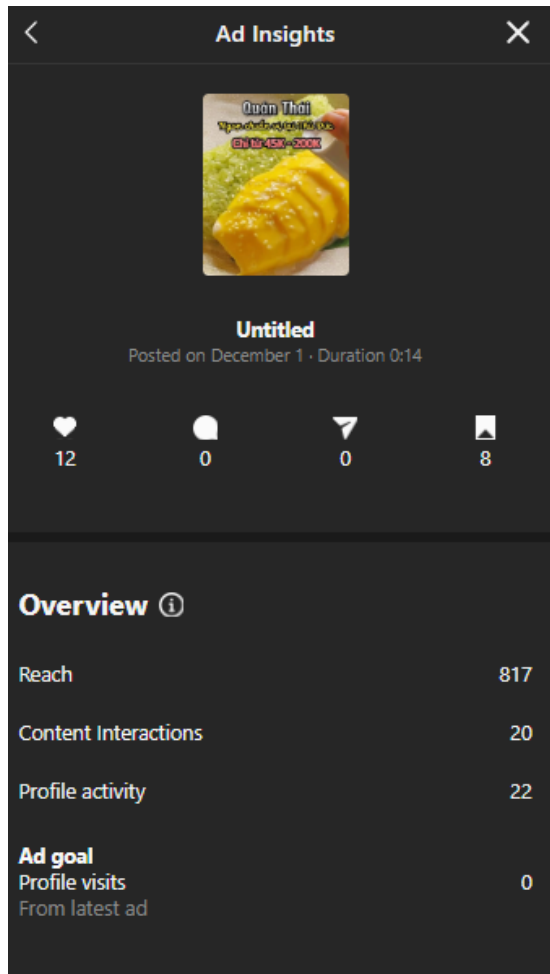
<b>Like and Reactions, Comments and Share</b>	170
<b>Followers</b>	714
<b>Likes</b>	152
<b>Number of Posts</b>	22
<b>Reach</b>	6000

*Table 5.5.2.1. Instagram statistics(after campaign)*

### 5.5.3. Instagram Advertising

In the realm of digital marketing, Instagram has emerged as a powerful platform for brand communication and engagement. This report delves into the strategies employed by Happy Thai in its Instagram advertising campaign, seeking to understand the nuanced blend of visual aesthetics and culinary storytelling. To boost our campaign effectiveness, Kaya Team employs the use of paid advertising on Instagram. So far the result been satisfactory and proven to be effective to gain a large amount of reaches.

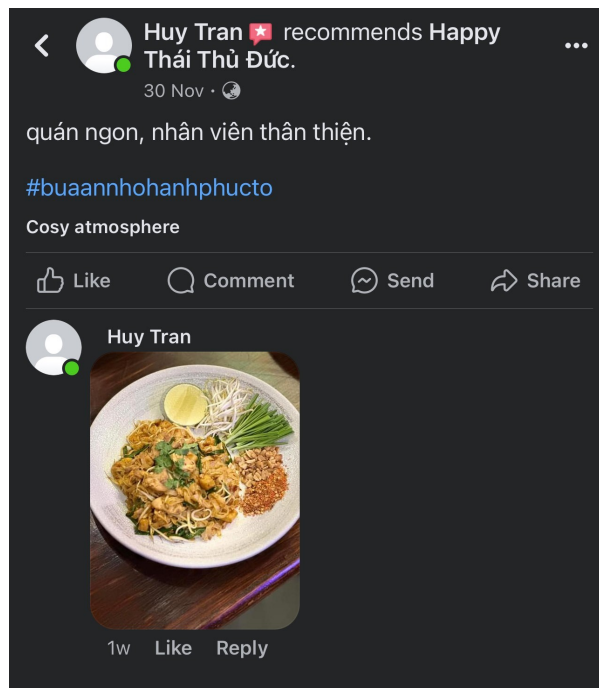
#### Advertising Insights



There is a total cost of 300,000 VND for running advertisements on Instagram, which is not a very high amount but has brought about a certain level of efficacy. The reach of the posts rose once advertisements were aired. There has also been an upsurge in post-interactions. At the same time, airing advertisements makes it simpler for customers to remember the brand, particularly when customers frequently visit the Instagram page of the business while they are viewing advertisements. As a result, the possibility of people coming to the restaurant is increased.



5.6 Conversion Rate Result *Picture 5.6.1. Conversion Rate Result*

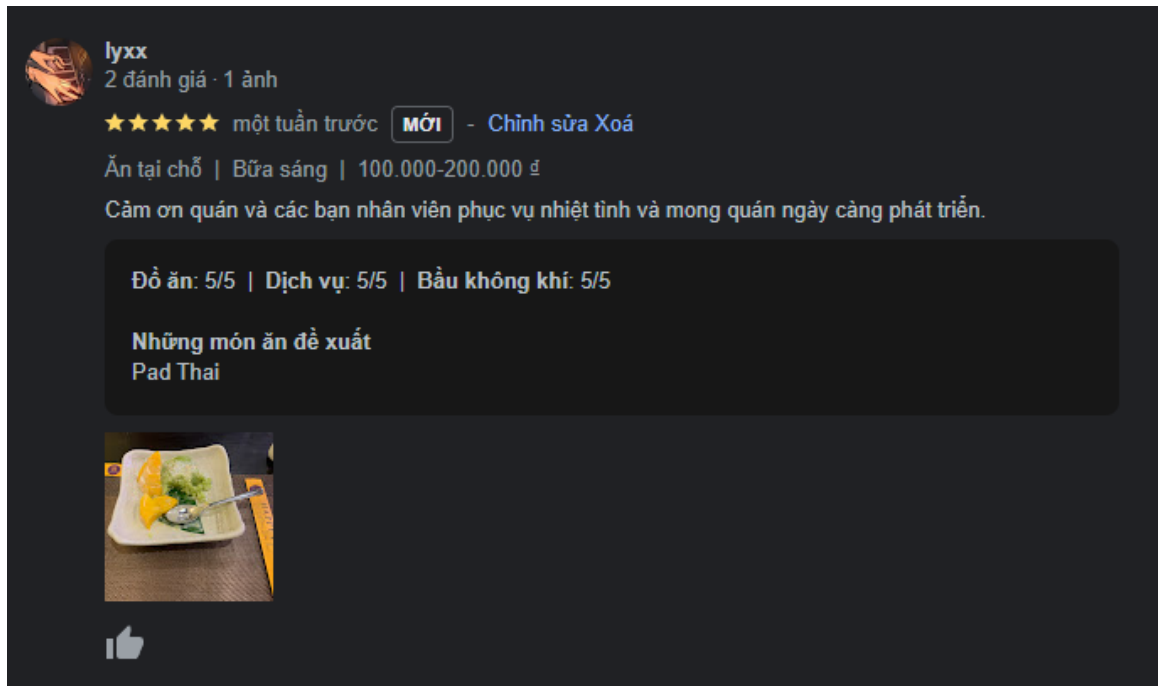


*Picture 5.6.1. Conversion Rate Result*



*Picture 5.6.2. Conversion Rate Result*





*Picture 5.6.3. Conversion Rate Result*

In order to attain a conversion rate of 5%, we arranged a promotional coupon campaign. We advertised offline as well as through social media platforms, including our Facebook Fanpage, by placing standees with information about the program on restaurant tables. The primary objective is to enhance recognition and participation in our coupon initiatives. Every patron who registers using the hashtag #buaannhohanhphucto will receive a complimentary voucher redeemable for a Pad Thai meal.

We have thirty vouchers in total, and three consumers are presently visiting the store to participate in the program. Despite the moderate volume of patrons visiting the establishment, this serves as an indication that our attempts in executing the campaign have been fruitful.

## CHAPTER 6: EVALUATION

### 6.1. Campaign statistics

"Bữa ăn nhỏ, Hạnh Phúc to" aims to assist Happy Thai restaurant in increasing brand recognition, improving brand image, and developing a brand story. brand to customers in a personal way. We intended to develop the campaign that would allow customers to engage the company in a natural way, gradually learning about the brand's people and Thai culinary tradition. We discovered the importance of the intimate relationship between customers and brands built on social networking platforms after doing research. The two main platforms we intend to target are Facebook and Tiktok, where we intend to progressively instill this project's campaign in the minds of potential and loyal clients. We've had some very good results so far, with 9.400 likes on Happy Thai Thu Duc's Facebook page and 9.500 followers. Furthermore, video goods give useful knowledge on the Tiktok platform with videos... obtain the most views on this page of Tiktok Happythaisaigon channel, with 13.200 views. From September until December, we ran our campaign. We faced some issues after nearly three months of campaign implementation, but we swiftly resolved them and continued to run the campaign jointly to achieve efficiency. in accordance with the agreement, as well as to resolve any problems that may arise.

The table below is an evaluation of campaign effectiveness in relation to the initial aims. The first KPI was extracted by 20% from Happy Thai restaurant's original data on Facebook and Tiktok platforms prior to the "Bữa ăn nhỏ, Hạnh Phúc to" campaign (August - September 2023). Because the process of performing communication activities on the Facebook platform is not coordinated in terms of images and resources, the Insatgram platform helps to evaluate campaign effectiveness more objectively and realistically.

Social media	Before campaign	KPIs sets (20% of the number before campaign)	Achievement (Till 08/12)	Compare between Achievement and KPIs	Evaluation
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<p><b>Facebook</b></p> <p>19 post</p> <p>5 video</p>	<ul style="list-style-type: none"> <li>• 7530 followers</li> <li>• 7402 like</li> <li>• 232.930 reach</li> <li>• 365 reaction</li> </ul>	<ul style="list-style-type: none"> <li>• 1500 followers</li> <li>• 1400 like</li> <li>• 46.000 reach</li> <li>• 73 reaction</li> </ul>	<ul style="list-style-type: none"> <li>• 2070 followers</li> <li>• 2075 like</li> <li>• 173.000 reach</li> <li>• 750 reaction</li> </ul>	<ul style="list-style-type: none"> <li>• 27,6% followers</li> <li>• 29,6% like</li> <li>• 74% reach</li> <li>• 41% reaction</li> </ul>	<p>More than 20%:</p> <ul style="list-style-type: none"> <li>• Followers</li> <li>• Like</li> <li>• Reach</li> <li>• Reaction</li> </ul>
<p><b>Tiktok</b></p> <p>11 video</p>	<ul style="list-style-type: none"> <li>• 396 followers</li> <li>• 613 like</li> <li>• 680 views</li> <li>• 10 reaction</li> </ul>	<ul style="list-style-type: none"> <li>• 80 followers</li> <li>• 122 like</li> <li>• 136 views</li> <li>• 2 reaction</li> </ul>	<ul style="list-style-type: none"> <li>• 212 followers</li> <li>• 962 like</li> <li>• 4957 views</li> <li>• 68 reaction</li> </ul>	<ul style="list-style-type: none"> <li>• 54% followers</li> <li>• 75% like</li> <li>• 730% views</li> <li>• 680% reaction</li> </ul>	<p>More than 20%:</p> <ul style="list-style-type: none"> <li>• Followers</li> <li>• Like</li> <li>• View</li> <li>• Reaction</li> </ul>
<p><b>Instagram</b></p> <p>19 post</p> <p>11 video</p>		<ul style="list-style-type: none"> <li>• 1500 followers</li> <li>• 1400 like</li> </ul>	<ul style="list-style-type: none"> <li>• 714 followers</li> <li>• 152 like</li> </ul>	<ul style="list-style-type: none"> <li>• 9,47% followers</li> <li>• 2,05% like</li> </ul>	<p>Lower than 20%:</p> <ul style="list-style-type: none"> <li>• Followers</li> <li>• Like</li> </ul>

**6.2. Cost-Budget**

A campaign budget is a key component of any communications strategy, serving a number of purposes that are essential to the success of the campaign. Budgets help allocate resources effectively. Budgeting provides a clear guide to spending limits. This helps prevent overspending and allows for better financial control throughout the campaign period.

The campaign's expenses have been substantially diminished due to equipment donations from peers. Furthermore, Happy Thai Restaurant provided financial assistance for the team's and other personnel's meal expenses. In addition, the cost of the dishes used in the production process is sponsored by the Happy Thai restaurant; therefore, this campaign is quite cost-effective in relation to the results obtained.

No	Description	Unit	Q/T	Unit Price (VND)	Total Price (VND)	Actual	Vs. Budget estimate
I	Equipment				3.550.000	1.400.000	Much lower price
1	Sony Alpha A7C Camera	day	1	600.000	600.000	Sponsored by friends	
2	Canon 750D Camera	day	2	250.000	500.000	Sponsored by friends	
3	Lens Sony 35mm f1.8	day	1	200.000	200.000	Sponsored by friends	
4	Godox Studio QS400ii light (included light stand & optional soft box & Godox XI trigger)	day	1	200.000	200.000	200.000	
5	Godox AD600 exterior light (included light stand & optional soft box & Godox XI trigger)	day	1	250.000	250.000	250.000	
6	Fujifilm XT-4 Camera	day	1	500.000	500.000	Sponsored	

						by friends	
7	Lens Fujinon 16-80mm f4.0	day	1	300.000	300.000	Sponsored by friends	
8	Godox mic wireless	day	1	250.000	250.000	250.000	
9	Aperture Amaran 200d, 200x lighting (with softbox,...)	day	1	500.000	500.000	500.000	
10	Amaran T4C sword light	day	1	200.000	200.000	200.000	
11	Reflector plate	day	1	50.000	50.000	Sponsored by friends	
<b>II</b>	<b>Travel expenses</b>				1.050.000	1.050.000	The same
1	Equipment shipping costs	day	3	100.000	300.000	300.000	
2	Travel expenses for actors	day	3	235.000	705.000	705.000	
IV	Other costs				4.740.000	1.650.000	Much lower price
1	Salary for actors	package	1	1.000.000	1.000.000	1.000.000	
2	Table standee (A6)	piece	10	15.000	150.000	150.000	
3	Printing cost	package	1	200.000	200.000	200.000	
4	Food costs for filming	package	1	3.090.000	3.090.000	Sponsored by brand	

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5	Instagram Advertising	package	1	300.000	300.000	300.000	
GRAND TOTAL (VND)					9.340.000	4.100.000	Much lower price

*Table 6.2.1. Cost - Budget*

## CHAPTER 7: CONCLUSION

### 7.1. Limitation

Our team's initial objective was to increase brand recognition by publishing a large number of posts relating to the products of Happy Thai restaurant.

Throughout the campaign's execution from late October to early November, our team encountered several sporadic issues that prevented us from adhering to the predetermined timeline. Consequently, our team was compelled to modify the anticipated duration, which resulted in the present campaign lacking to attain substantial outcomes.

Risk	Happened or not?	Solution
Colliding with another intern team during project execution team	Yes	To deal with this problem, our team decided to open a new marketing channel, Instagram.
Brand lack of response leads to delay in production	Yes	Keep close contact with brands, and deploy an even stricter timeline to work with the brand. Send products early and always tag the person responsible for product control to complete approval
Internal Communication Problems with Brand	Yes	During our time working with Happy Thai, we also learn how to improve our communication effectively with brands.
Deadline Scheduling	Yes	Our group has created a timeline for tasks to be done at an exact point of certain times, and consider what task is more important than others. Which will help ensure everything will be done before the

		deadline due. Delayed tasks will be pushed forward and quickly done so as not to affect the timeline of other tasks
Lost video and image sources	Yes	During the filming process, we will assign one person to check and manage data. At the same time, throughout the filming process, we will remind the assigned person to remember issues in testing and data management to avoid errors.
Production equipment malfunctions	Yes	The recording device failed during filming, so we used voice off. For videos with too many audio errors, we quickly produced new products to meet the process
A member arrives late for the filming set	Yes	We quickly transferred tasks from the late member to another member to ensure work progress.
Voucher related problems	Yes	We need to reconsider our approach and redeploy another voucher event to reach the 5% conversation rate

## 7.2. Lesson Learned

For our team, engaging in the communication campaign for Happy Thai Restaurant proved to be a transforming event, providing numerous opportunities for learning that will certainly affect our future attempts in the field of digital marketing. The most important of these ideas is the critical need for proactive collaboration. Early meetings, we realized, are critical for



spotting possible issues and establishing clear communication routes with the other participating teams. This proactive strategy guarantees that projects run more smoothly and reduces the likelihood of disruptions.

Furthermore, our team acknowledges the importance of detailed task-planning methodologies. Precise scheduling, work prioritizing based on importance, and the capacity to adjust to unforeseen circumstances all became critical components of our strategy. This improved adaptability means that we can move quickly through the dynamic world of digital marketing.

Furthermore, our experience with the Happy Thai campaign embedded in our team a culture of continuous learning and adaptability. To complete work within established timetables, we now realize the necessity of thorough planning, progress reviews, and mutual support among team members. Regular communication with teachers and businesses guarantees that the campaign is moving in the same direction and allows for quick evaluation and adjustments based on campaign data.

Effective communication and team cooperation were important aspects of our learning experience. We honed our abilities in managing a social media campaign, as well as the complexities of advertising. When problems emerged, our team fostered a culture of openness and speedy problem-solving, reporting them to instructors and organizing group meetings to devise quick and effective solutions. These lessons will surely strengthen our team's capabilities as we move forward, assuring not only successful campaigns but also constant growth and flexibility in the ever-changing field of digital marketing.

### 7.3. Recommendation

Following Happy Thai Restaurant's recent communication campaign, we looked over the brand's present standing and acquired insights to support its long-term development. Based on our results, we advocate taking a comprehensive strategy for handling many parts of the business.

#### **Strategic 4Ps Campaign:**

We propose studying and developing a thorough 4Ps campaign to increase the brand's sustainability. This strategy entails improving the product, assuring excellent quality, and

matching price plans accordingly. Happy Thai can better exceed client expectations and remain competitive in the market by striking a balance between product quality and price.

**Diverse Event Engagement:**

In addition to promotions, we recommend introducing a variety of events to attract customers. Themed nights, unique menu releases, and collaborations with local influencers are examples of this. Diversifying event methods keeps the brand dynamic and engages a wider audience, creating a vibrant and inviting environment.

**Brand Guideline Adherence:**

It is critical to apply the group's brand rules across all social network channels and communication goods. This ensures a consistent and professional brand image, which makes it easier for people to picture and connect with the business, especially when accessing online platforms such as fan sites.

**Local Reputation Building:**

Positive interactions with food bloggers and active participation in the local community can considerably help to improve the restaurant's local reputation. Collaborations with influencers and community activities generate a good buzz, attracting local customers and establishing community ties.

**Utilization of Customer Feedback:**

Gather and use feedback from clients actively, regardless of its scope. Using lessons from both positive and negative customer comments encourages ongoing improvement and innovation. Implementing feedback tools, such as surveys or comment cards, not only shows a dedication to client happiness but also gives useful data for improving products.

### Appendix 1: All meeting:

No	Date	Presenter	Discussion	Conclusion
1	4th September, 2023	Long Chí Quỳnh	<ul style="list-style-type: none"> <li>- Confirmation on the project proposal, sponsorship meeting with client and divide task for three members</li> <li>- Brand Audit for Happy Thai</li> </ul>	<ul style="list-style-type: none"> <li>- Every member agreed on task division. All members started working on writing the proposals.</li> </ul>
2	12th September, 2023	Long Chí Quỳnh	<ul style="list-style-type: none"> <li>- Confirm on campaign targeted audience</li> <li>- Research on competitors</li> <li>- SWOT analysis</li> </ul>	<ul style="list-style-type: none"> <li>- Every member agreed on task division.</li> </ul>
3	30th September, 2023	Long Chí Quỳnh	<ul style="list-style-type: none"> <li>- Overview of the capstone project, and campaign proposal</li> <li>- Confirming the goal of the campaign</li> <li>- Determine the key message of the campaign</li> <li>- Confirming the goal of the current capstone project</li> </ul>	<ul style="list-style-type: none"> <li>- Agreed on what needs to be fixed for the project. All member started to work on proposal</li> </ul>
4	2nd October, 2023	Long	<ul style="list-style-type: none"> <li>- Find out key learning points, preparation for 30% progress</li> </ul>	<ul style="list-style-type: none"> <li>- Agreed on key learning points. All</li> </ul>

		Chí Quỳnh	report after reporting current progress on campaign to Tutor	member started to prepare for 30% progress report
5	7th October, 2023	Long Chí Quỳnh	<ul style="list-style-type: none"> <li>- Meeting with the brand, Happy Thai. Go over the terms of agreement. Get a client brief.</li> <li>- Preparation for 50% report progress to the council.</li> <li>- Start building content for social media page, tiktok, and script for filming process</li> </ul>	<ul style="list-style-type: none"> <li>- All members agreed on client briefs, and started working on preparation for client briefs.</li> </ul>
6	9th October, 2023	Long Chí Quỳnh	<ul style="list-style-type: none"> <li>- Facebook, Instagram content marketing and how to marketing these content effectively</li> <li>- Report current progress of the project</li> <li>- Prepare ideas for next weeks</li> <li>- Filming at Happy Thai Restaurant.</li> </ul>	<ul style="list-style-type: none"> <li>- All members all agreed on key point and started to improve current report.</li> </ul>
7	1th November, 2023	Long Chí Quỳnh	<ul style="list-style-type: none"> <li>- Progress report for 70%, status report on current progress, pointing what the current report is missing and need to be include in the report</li> </ul>	<ul style="list-style-type: none"> <li>- All members all agreed on key point and started to improve current report</li> </ul>

			<ul style="list-style-type: none"> <li>- Tik Tok promotion for brand</li> <li>- Risk Management</li> </ul>	
8	4th November, 2023	Long Chí Quỳnh	<ul style="list-style-type: none"> <li>- Progress report for 70%, status report on current progress, pointing what the current report is missing and need to be included in the report .</li> <li>- Brainstorm for next content posting</li> </ul>	<ul style="list-style-type: none"> <li>- All members agreed on key points and started to improve the current report.</li> </ul>
9	8th November, 2023	Long Chí Quỳnh	<ul style="list-style-type: none"> <li>- Report need more content and urgent deadline meet for 70% defense with the consuls</li> <li>- Still missing content for Report 2, Report 3 for the tutor.</li> <li>- Evaluate the current progress of the campaign, KPI statistic</li> </ul>	<ul style="list-style-type: none"> <li>- All members all agreed on key point and started to improve current report and rush to add more content</li> </ul>

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## Appendix 2: Production

### Storyboard(4)

Making a storyboard based on five different situations was a critical step in optimizing our filming process while keeping expenses down. Our team understood that in-house storyboards could be a valuable tool for facilitating speedy filming and seamless clip editing, ensuring that our creative vision was effectively conveyed onto the screen.

The first scenario established the initial setup, capturing the mood and locale characteristics to set the tone for the story. This set the tone for the rest of the shoot, allowing us to maximize our resources by arranging for the best lighting, angles, and camera placements.

The next scenarios delved deeper into the main action and dialogue scenes, providing a visual roadmap for each scene. These comprehensive frames assisted our crew in visualizing the shots needed, which reduced on-set confusion and saved critical time and resources. They also allowed for the pre-planning of any special effects or props, which promoted cost efficiency.

Including transitional scenarios between crucial moments allowed smooth transitions, which improved the overall viewing experience. These sequences served as bridges between crucial plot elements, allowing the story to flow smoothly.

Finally, the fifth scenario represented the climax and resolution, providing a clear picture of the emotional and visual effect we sought for. This all-encompassing strategy enabled us to maximize cost savings while preserving the simplicity of visualization required for effective filming and post-production, resulting in a compelling and efficient production process.

### Script 1

PAD THÁI - HÀNH TRÌNH MỘT HƯƠNG VỊ TINH TẾ			PAD THÁI - HÀNH TRÌNH MỘT HƯƠNG VỊ TINH TẾ		
<p>Scene 1</p> <p>Khung cảnh truyền thống Thái Lan, món Thái</p>	<p>Scene 2</p> <p>Thoại LỊCH SỬ PAD THÁI</p>	<p>Scene 3</p> <p>Quay món Pad Thái</p>	<p>Scene 7</p> <p>Lia nguyên liệu nấu Pad Thái</p>	<p>Scene 8</p> <p>Thoại SỨC KHỎE VÀ DINH DƯỠNG</p>	<p>Scene 9</p> <p>Đầu bếp bung đĩa Pad Thái, nụ cười nở trên môi</p>
<p>Scene 4</p> <p>Video cảnh chiến tranh TGT2</p>	<p>Scene 5</p> <p>Cảnh nấu món Pad Thái</p>	<p>Scene 6</p> <p>Cảnh ăn Pad Thái tại nhà hàng</p>	<p>Scene 10</p> <p>Thoại THÁI LAN - VỊ ĐẸP TỪ LÒNG NHÀ BẾP</p>	<p>Scene 11</p> <p>Thoại Ending. Đứng giữa không gian nhà hàng Happy Thái</p>	

Script 2

HƯƠNG VỊ CAY NÓNG CỦA SỨC KHỎE: BÍ MẬT ĐẰNG SAU ĂN CAY Ở THÁI LAN			HƯƠNG VỊ CAY NÓNG CỦA SỨC KHỎE: BÍ MẬT ĐẰNG SAU ĂN CAY Ở THÁI LAN		
<p>Scene 1</p> <p>Thoại LỊCH SỬ PAD THÁI</p>	<p>Scene 2</p> <p>Hiện thị hình ảnh các món ăn Thái cay nóng. Sườn cay</p>	<p>Scene 3</p> <p>Thoại HƯƠNG VỊ - SỞ THÍCH CỦA NGƯỜI THÁI</p>	<p>Scene 7</p> <p>Hiện thị hình ảnh của một bữa ăn Thái cân đối, với nhiều rau sống (Thực đơn Happy Thái)</p>	<p>Scene 8</p> <p>Thoại CHẾ ĐỘ ĂN UỐNG SỨC KHỎE</p>	<p>Scene 9</p> <p>Thoại Ending. Đứng giữa không gian nhà hàng Happy Thái</p>
<p>Scene 4</p> <p>Thoại CAY NÓNG VÀ SỨC KHỎE</p>	<p>Scene 5</p> <p>Hiện thị cảnh người Thái ăn cay trong thời tiết nóng</p>	<p>Scene 6</p> <p>Thoại LỜI CHỐI ĐỐI VỚI THỜI TIẾT NÓNG</p>			

Script 3







HẠNH PHÚC TỪ BỮA ĂN NHỎ			HẠNH PHÚC TỪ BỮA ĂN NHỎ		
<p>Scene 1</p> <p>Cả nhóm bạn tập trung tại công viên</p>	<p>Scene 2</p> <p>Trung cảnh bạn bè đang nói chuyện về quán ăn</p>	<p>Scene 3</p> <p>Hmm, mình có nên đề xuất đi đâu không ta?</p>	<p>Scene 7</p> <p>Nghe hấp dẫn đó. Mình đi thôi. Đợi quá rồi!</p>	<p>Scene 8</p> <p>Cả nhóm đến nhà hàng Happy Thái, nơi nhân viên nhiệt tình đón tiếp và tư vấn về các món ăn</p>	<p>Scene 9</p> <p>Món ăn được mang ra</p>
<p>Scene 4</p> <p>Toàn cảnh bạn bè nói chuyện rôm rả, N9 xa cách, im lặng</p>	<p>Scene 5</p> <p>Bạn A nhận thấy sự bối rối của N9</p>	<p>Scene 6</p> <p>Bạn A: Có lẽ tự mình nên đến Happy Thái? Menu đa dạng, có đủ món ăn chơi, ăn no và tốt cho sức khỏe nữa</p>	<p>Scene 10</p> <p>Nhóm bạn thưởng thức món ăn</p>	<p>Scene 11</p> <p>Mấy ăn như này ok nè, thấy hợp với m quâ trời. Đạo này m giảm cân đúng không, thấy ồm hần luôn á</p>	<p>Scene 12</p> <p>Cận cảnh sự vui vẻ của nữ 9</p>

Script 4




**HÒA NHẠC TÌNH CẢM TẠI HAPPY THÁI**

<p>Scene 1</p>  <p>Khung cảnh phòng ngủ lãng mạn</p>	<p>Scene 2</p>  <p>Toàn cảnh, cận cảnh vợ chuẩn bị</p>	<p>Scene 3</p>  <p>Đồng hồ điểm giờ đã muộn</p>
<p>Scene 4</p>  <p>Người vợ buồn bã</p>	<p>Scene 5</p>  <p>Toàn cảnh người chồng mở cửa, về mặt mệt mỏi</p>	<p>Scene 6</p>  <p>Cận cảnh nét mặt buồn bã của chồng khi nhìn thấy sự bày trí của người vợ</p>

**HẠNH PHÚC TỪ BỮA ĂN NHỎ**

<p>Scene 7</p>  <p>Vợ: (tức giận) "Tại sao anh lại quên mất ngày kỷ niệm cưới của chúng ta?"</p>	<p>Scene 8</p>  <p>Cận cảnh: Anh bần quá nên quên mất, anh xin lỗi em</p>	<p>Scene 9</p>  <p>Người chồng mệt mỏi ngủ thiếp đi. Người vợ rơi nước mắt</p>
<p>Scene 10</p>  <p>Vợ đọc được tin nhắn hoạch hoạc từ sắp gửi cho chồng</p>	<p>Scene 11</p>  <p>Vợ liếc mắt, buồn bã vì thương chồng. Cảm thấy mình có phần quá đáng</p>	<p>Scene 12</p>  <p>Anh ơi, tối anh rảnh, mình đi nhà hàng Happy Thái nha. Quán có không khí ấm cúng và đồ ăn ngon a</p>

**HẠNH PHÚC TỪ BỮA ĂN NHỎ**

<p>Scene 13</p>  <p>Chồng: "Nghe cũng hay đấy, để anh tranh thủ nhé. Tối gặp em"</p>	<p>Scene 14</p>  <p>Hai vợ chồng ngồi tại bàn, thảo luận và chia sẻ về suy nghĩ của mình</p>	<p>Scene 15</p>  <p>Vợ: "Anh, em hiểu rồi. Chúng ta cũng nhau vượt qua mọi khó khăn"</p>
<p>Scene 16</p>  <p>CHỒNG: "Cảm ơn em vì đã hiểu và ủng hộ anh. Chúng ta sẽ có một kỷ niệm cưới tuyệt vời."</p>	<p>Scene 17</p>  <p>Video kết thúc với hình ảnh hai vợ chồng tận hưởng không khí lãng mạn tại nhà hàng Happy Thái</p>	

Script 5

**KỊCH BẢN CÂU CHUYỆN 3**

<p>Scene 1</p>  <p>Bối cảnh trên đường, người chồng nhìn đồng hồ, lo lắng vì đã muộn</p>	<p>Scene 2</p>  <p>Người con ngồi trước công trường 1 mình</p>	<p>Scene 3</p>  <p>Người chồng cảm thấy áy náy, lấy tay vuốt nhẹ đầu con. "Xin lỗi con, bà đến trễ."</p>
<p>Scene 4</p>  <p>Góc cận, "Không sao đâu, ba. Con đang chờ bà mà"</p>	<p>Scene 5</p>  <p>"Con muốn ăn gì không?"</p>	<p>Scene 6</p>  <p>Đạ, con muốn thử nhà hàng đó kia!</p>

**KỊCH BẢN CÂU CHUYỆN 3**

<p>Scene 7</p>  <p>Lia qua nhà hàng Happy Thái bên đường</p>	<p>Scene 8</p>  <p>Không khí ấm cúng và mùi thơm của thức ăn lan tỏa</p>	<p>Scene 9</p>  <p>"Con thích món nào nhất?"</p>
<p>Scene 10</p>  <p>Hết ý ba ơi, con thích tất cả!</p>	<p>Scene 11</p>  <p>Người cha triu mến, xoa đầu con</p>	<p>Scene 12</p>  <p>Hai cha con ra về, người chồng công con trên vai, bước ra khỏi nhà hàng Happy Thái</p>



## List of dishes in the scenes

The following dishes will be seen on our filming sets. We give this list to the restaurant ahead of time to guarantee that the filming process runs well and efficiently. [This is a menu of foods that the restaurant is promoting](#). Simultaneously, we can use short videos of these dishes to advertise on the restaurant's Facebook page.

DANH SÁCH CÁC MÓN CHO VIDEO					
					Ngày: 22/11/2023
STT	Kịch Bản	Thời gian	Tên Món	ĐVT	Số lượng
1	Hậu Trường Chuẩn Bị Món Ăn Sườn Cay		Sườn cay Thái Lan	phần	1
2	Hậu Trường Chuẩn Bị Món Ăn Trứng chiên cua		Gỏi cá tầm	phần	1
3	Lịch Sử và Văn Hóa Xôi Xoài		Xôi xoài	phần	1
4	Lễ Hội Songkran qua Âm Thực: Khám Phá Món Gỏi Đu Đu Xanh		Gỏi đu đu xanh	phần	1
5	Thử Thách Ăn Cay: Tổ chức một thử thách ăn cay với Quỳnh - Chí, sử dụng một trong những món ăn cay nhất của nhà hàng		Gỏi đu đu, Sườn cay Gà xào sa tế	phần	1
6	Món ăn sinh nhật, đám cưới tại Thái Lan: Món Tomyum		Súp Tomyum Hải Sản	phần	1
7	Ở Thủ Đức cũng có quán Thái ngon rẻ vậy sao		Pad Thái heo Soup Tomyum Hải Sản Gỏi cá tầm Cơm chiên mắm ruốc Xôi Xoài Trà Sữa Thái Hồng	phần	1
8	Thêm đồ Thái nhưng muốn ăn thực dưỡng thì phải làm sao => Ghé Happy THái		Cơm chiên trái thơm thực dưỡng Soup Tomyum nấm Gỏi miến thực dưỡng Xôi Xoài Trà sữa Thái Hồng	phần	1








# DANH SÁCH CÁC MÓN CHO VIDEO







					Ngày: 12/10/2023	
STT	Kịch Bản	Thời gian	Tên Món	ĐVT	Số lượng	
1	Pad Thái - Hành Trình Một Hương Vị Tinh Tế	12:00	Pad Thái Gà	phần	1	
2	Hương Vị Cay Nồng của Sức Khỏe: Bí Mật Đằng Sau Ăn Cay Ở Thái Lan	15:30	Sườn Cay	phần	1	
			Gỏi Đu Đủ Ba Khía	phần	1	
			Súp Tomyum Hải Sản	phần	1	
			Bò Xào Sa Tê Thái	phần	1	
3	Kịch bản câu chuyện 3 (Cha con)	17:30	Gỏi Cá Tầm Sốt Thái	phần	1	
			Xiên Bò Nướng	phần	1	
			Cơm Chiên Tom Yum Hải Sản	phần	1	
			Trà sữa Thái Đỏ	phần	1	
			Trà sữa Thái Xanh	phần	1	
4	Hạnh Phúc Từ Bữa Ăn Nhỏ	19:30	Gỏi Miến Thực Dưỡng	phần	1	
			Năm Đùi Gà Sốt Cay	phần	1	
			Cà Ri Xanh Đậu Hũ Rau Củ	phần	1	
			Cơm chiên Trái Thơm Thực Dưỡng	phần	1	

## Callsheet








CALLSHEET - 12.10.2022											Client: CHIU	
EQUIPMENT: Canon/RED 7.30 AM												
CREW: CALL TIME: 8AM   CREW: FOODPHIC, STYL: MANGI, TONY												
SHOOTING CALL TIME: 12:00AM (CREW: 8AM)												
SHOOTING TIME:												
LOCATION: HAPPY THAI THU ĐỨC												
Địa chỉ: 20 Đoàn Kết, P. Bình Thọ, TP. Thủ Đức												
STT	SCENE	TIME (Thời gian dự kiến)	FRAME	DESCRIPTION (Nội dung)	Củ Máy	Frame rate	CAMERA LENSE	TALENT	WARDROBE	PROPS (Đạo cụ)	NOTE	POSITION
Pad Thái - Hành Trình Một Hương Vị Tinh Tế (Thời lượng: phút)												
1	1.1	12:00 - 12:15		1.1 Khung cảnh truyền thống Thái món Thái	Máy zoom vào mâm đồ ăn bao quát được hết các món	24-30	35mm	X		COMBO 1		CAMERAMAN: LONG CREW: QUYNH, CHI, CHUP ẢNH VIDEO PHỤ: CHECK/CHECK SOURCE) DOP: THANH PHAM DIRECTOR: NHỎ NGUYỄN CHỤP ẢNH VIDEO PHỤ
2	1.2	12:15 - 13:30		1.2 Thoại lịch sử Pad Thái	Cận cảnh	24-30	35mm	Diễn giả	Áo blazer Áo cổ tròn và quần áo Giày có gót tôn tính nữ Tóc styling form tự nhiên Make up tự nhiên, tinh tế			
3	1.3	13:30 - 13:45		1.3 Quay vào món Pad Thái	Camera sẽ đi xung quanh món Pad Thái lấy nhiều góc khác nhau.	24-30	35mm	x	Trang phục Happy Thai, gọn gàng.	PAD THAI GÀ		
4	1.4	X		1.4 Flashback cảnh chiến tranh TGT2	Chạy các clip từ hồi CCTG 2	24-30	X	X		X	Nên quay nhanh đoạn này tầm 15s thôi	
5	1.5	13:45 - 14:00		1.5 Cảnh nấu món Pad Thái	Máy quay tập trung vào cảnh nấu pad Thái, zoom vào đồ ăn đang nấu	24-30	50mm	X	Trang phục đồ bếp	NGUYỄN LIÊU PAD THAI		

6	1.6	14:00 - 14:15		1.6 Cảnh ăn Pad Thai tại nhà hàng	Góc quay bên vào bên phải, đối diện với bạn đang ăn	24-30	35mm	Khách hàng	Áo thun vàng và quần jean Giày bata Tóc styling tự nhiên Make up tự nhiên tinh tế	PAD THAI GÀ		
7	1.7	14:15 - 14:30		1.7 Lia nguyên liệu nấu Pad Thai	Di chuyển camera các loại nguyên liệu nấu Pad Thai	24-30	35mm	X		NGUYỄN LIÊU PAD THAI		
8	1.8	14:30 - 14:45		1.8 Thoại SỨC KHỎE và DINH DƯỠNG	Camera quay về người thoại.	24-30	35mm	Diễn giả	Áo blazer Áo cổ tròn và quần âu Giày có gót tôn tính nữ Tóc styling form tự nhiên Make up tự nhiên, tinh			
9	1.9	14:45 - 14:50		1.9 Đầu bếp bung đĩa Pad Thai với nụ cười nở trên môi	follow lên đĩa đồ ăn và đầu bếp	24-30	35mm	Đầu bếp		Đĩa PADTHAI		
10	1.1	14:50 - 15:00		1.10 Thoại THÁI LAN - VỊ ĐẸP TỰ LÒNG NHÀ BẾP	Đi camera vào người thoại.	24-30	35mm	Diễn giả	Áo blazer Áo cổ tròn và quần âu Giày có gót tôn tính nữ Tóc styling form tự nhiên Make up tự nhiên, tinh			
11	1.3	15:00 - 15:10		1.11 Thoại Ending	Đi camera vào người thoại. Đứng ngay giữa nhà hàng Happy Thai	24-30	85mm	Diễn giả	Áo blazer Áo cổ tròn và quần âu Giày có gót tôn tính nữ Tóc styling form tự nhiên Make up tự nhiên, tinh			
Hương Vị Cay Nồng của Sức Khỏe: Bí Mật Đằng Sau Ẩn Cay Ở Thái Lan (Thời lượng: phút)												
2.1		15:40 - 16:00		Thoại LỊCH SỬ PAD THAI	Đi camera vào người thoại.	24-30	35mm	TALENT	Áo blazer Áo cổ tròn và quần váy A Giày có gót / giày bệt Tóc styling form tự nhiên Make up tự nhiên, tinh		CAMERAMAN: QUỲNH CHỤP ẢNH, VIDEO PHỤ: CHÉP DỌP: THÀNH PHAM DIRECTOR: NHỎ NGUYỄN	

2.2		16:05 - 16:15		Hiện thị hình ảnh các món ăn Thái cay nóng.	Zoom camera vào món sườn cay, đi camera quanh	24-30	35mm	x		SƯỜN CAY GỎI SƠM TUM SUP TOMYUM	
2.3		16:15 - 16:30		Thoại HƯƠNG VỊ - SỞ THÍCH CỦA NGƯỜI THÁI	Đi camera vào người thoại	24-30	X	Diễn giả	Áo blazer Áo cổ tròn và quần váy A Giày có gót / giày bệt Tóc styling form tự nhiên Make up tự nhiên, tinh		
2.4		16:30 - 16:45		Thoại CAY NỒNG VÀ SỨC KHỎE	Đi camera vào người thoại	24-30	X	Diễn giả			
2.5		16:45 - 16:50		Hiện thị cảnh người Thái ăn cay trong thời tiết nóng	Flashback vào cảnh người Thái ăn, có thể lấy content mẫu trên mạng	24-30	X	Khách hàng			Đi nhanh cảnh này
2.6		16:50 - 17:10		Thoại LỢI ÍCH ĐỐI VỚI THỜI TIẾT NÓNG	Đi camera vào người thoại	24-30	35mm	Diễn giả	Áo blazer Áo cổ tròn và quần váy A Giày có gót / giày bệt Tóc styling form tự nhiên Make up tự nhiên, tinh		
2.7		17:10 - 17:15		Hiện thị hình ảnh của một bữa ăn Thái cân đối, với nhiều rau sống (Thực đơn Happy Thai)	Đi camera vào món ăn, zoom vào.	24-30	35mm	X	X	COMBO 2	Sẽ có người thoại đứng background ở sau để comment
2.8		17:15 - 17:30		Thoại CHẾ ĐỘ ĂN UỐNG SỨC KHỎE	Đi camera vào người thoại	24-30	35mm	Diễn giả	Áo blazer Áo cổ tròn và quần váy A Giày có gót / giày bệt Tóc styling form tự nhiên Make up tự nhiên, tinh		









2.9	17:30 - 17:45		Thoại Ending. Đứng giữa không gian nhà hàng Happy Thai	Đi camera vào người thoại	24-30	35mm	Diễn giả	Áo blazer Áo cổ tròn và chân váy A Giày có gót / giày bệt Tóc styling form tự nhiên Make up tự nhiên, tinh		
<b>Hành Phúc Từ Bữa Ăn Nhỏ (Thời lượng: phút)</b>										
3.1	19:35 - 19:40		Cả nhóm bạn tập trung tại công viên	Đi camera bao quát được cả nhóm 4 người	24-30	35mm	Nữ chính Nhóm bạn	Nữ chính: Áo sơ mi lỗi một, quần ống rộng Xuê xòa Nhóm bạn: Trang phục áo hoodie, áo thun, quần jean, quần kaki, chân váy Màu xanh, hồng, trắng Makeup tự nhiên	Một vài li nước, ly trà sữa	
3.2	19:40 - 19:45		Trung cảnh bạn bè đang nói chuyện về quán ăn	Đi camera bao quát được cả nhóm 4 người	24-30	35mm	Nữ chính Nhóm bạn	Nữ chính: Áo sơ mi lỗi một, quần ống rộng Xuê xòa Nhóm bạn: Trang phục áo hoodie, áo thun, quần jean, quần kaki, chân váy Màu xanh, hồng, trắng Makeup tự nhiên	Một vài li nước	
3.3	19:45 - 19:50		Hmm, mình có nên đi xuất đi đâu không ta?	Zoom camera vào nữ chính	24-30	40mm	Nữ chính Nhóm bạn	Nữ chính: Áo sơ mi lỗi một, quần ống rộng Xuê xòa Nhóm bạn: Trang phục áo hoodie, áo thun, quần jean, quần kaki, chân váy Màu xanh, hồng, trắng Makeup tự nhiên	Một vài li nước	
3.4	19:50 - 19:55		Toàn cảnh bạn bè nói chuyện rôm rả, N9 xa cách, im lặng	Đi camera vào nhóm bạn bè, song rồi cắt cảnh qua nữ 9 đang ngồi một mình	24-30	35mm	Nữ chính Nhóm bạn	Nữ chính: Áo sơ mi lỗi một, quần ống rộng Xuê xòa Nhóm bạn: Trang phục áo hoodie, áo thun, quần jean, quần kaki, chân váy Màu xanh, hồng, trắng Makeup tự nhiên	Một vài li nước	
3.5	19:55 - 20:00		Bạn A nhận thấy sự bối rối của N9	Đi camera vào bạn A	24-30	35mm	Nữ chính Nhóm bạn	Nữ chính: Áo sơ mi lỗi một, quần ống rộng Xuê xòa Nhóm bạn: Trang phục áo hoodie, áo thun, quần jean, quần kaki, chân váy Màu xanh, hồng, trắng Makeup tự nhiên	Một vài li nước	

CAMERAMAN: CHỈ ĐÓNG CHỤP ẢNH, VIDEO PHỤ CHẾ ĐÓNG: THANH PHUCCI DIRECTOR: NHỎ NGUYỄN






3.6	20:00 - 20:10		Bạn A: Có lẽ tự mình nên đến Happy Thai? Menu đa dạng, có đủ món ăn chơi, ăn no và tốt cho sức khỏe nữa	Đi camera vào bạn A với nữ chính đang nói chuyện với nhau	24-30	35mm	Nữ chính Nhóm bạn	Nữ chính: Áo sơ mi lỗi một, quần ống rộng Xuê xòa Nhóm bạn: Trang phục áo hoodie, áo thun, quần jean, quần kaki, chân váy Màu xanh, hồng, trắng Makeup tự nhiên	Một vài li nước	
3.7	20:10 - 20:15		Nghe hấp dẫn đó. Mình đi thôi. Đợi qua rồi.	Đi camera vào nhóm bạn bè	24-30	35mm	Nữ chính Nhóm bạn	Nữ chính: Áo sơ mi lỗi một, quần ống rộng Xuê xòa Nhóm bạn: Trang phục áo hoodie, áo thun, quần jean, quần kaki, chân váy Màu xanh, hồng, trắng Makeup tự nhiên	Một vài li nước	
3.8	20:30 - 20:35		Cả nhóm đến nhà hàng Happy Thai, non nhân viên nhiệt tình đón tiếp và tư vấn về các món ăn	Đi camera tiếp đến nhóm bạn và nhân viên Happy Thai	24-30	35mm	Nữ chính Nhóm bạn	Nữ chính: Áo sơ mi lỗi một, quần ống rộng Xuê xòa Nhóm bạn: Trang phục áo hoodie, áo thun, quần jean, quần kaki, chân váy Màu xanh, hồng, trắng Makeup tự nhiên		
3.9	20:35 - 20:40		Món ăn được mang ra	Đi camera vào đồ ăn	24-30	35mm		SET ĂN CHO NHÓM 4 NGƯỜI (BÀI TRI ĐẸP MẮT)	Combo 3 Gỏi miền thực dưỡng Lẩu nấm thực dưỡng 1 người	
3.10	20:40 - 20:45		Nhóm bạn thưởng thức món ăn	Đi camera vào cả nhóm bạn đang ăn vui vẻ	24-30	35mm	Nữ chính Nhóm bạn	Nữ chính: Áo sơ mi lỗi một, quần ống rộng Xuê xòa Nhóm bạn: Trang phục áo hoodie, áo thun, quần jean, quần kaki, chân váy Màu xanh, hồng, trắng Makeup tự nhiên	Combo 3 Gỏi miền thực dưỡng Lẩu nấm thực dưỡng 1 người	
3.11	20:45 - 20:50		Mấy ăn như này ok nè, thấy hợp với mình quá trời. Đào này giảm cân đúng không, thấy ốm hẳn luôn á	Đi camera vào diễn viên đang nói	24-30	35mm	Nữ chính Nhóm bạn	Nữ chính: Áo sơ mi lỗi một, quần ống rộng Xuê xòa Nhóm bạn: Trang phục áo hoodie, áo thun, quần jean, quần kaki, chân váy Màu xanh, hồng, trắng Makeup tự nhiên	Combo 3 Gỏi miền thực dưỡng Lẩu nấm thực dưỡng 1 người	
3.12	20:50 - 21:00		Cận cảnh sự vui vẻ của nữ 9	Đi camera vào nữ chính	24-30	35mm	Nữ chính	Nữ chính: Áo sơ mi lỗi một, quần ống rộng Xuê xòa	Combo 3 Gỏi miền thực dưỡng Lẩu nấm thực dưỡng 1 người	

Hòa Nhạc Tinh Cảm tại Happy Thái (Thời lượng: phút)									CAMERAMAN: NHƯ NGUYỄN CREW: CHI, LONG DOP: THANH PHÁM DIRECTOR: QUỲNH NGUYỄN
X		Khung cảnh phòng ngủ lãng mạn	Đi camera vào phòng ngủ.	24-30	35mm		X	Cảnh phòng ngủ, bài trí thêm crop như đèn, giường ngủ và gương...	Đi nhanh cảnh này
x		Toàn cảnh, cận cảnh vợ chuẩn bị	Đi camera vào người vợ	24-30	35mm	Người vợ	Người vợ: Trang phục đơn giản, thoải mái	Cảnh phòng ngủ, bài trí thêm crop như đèn, giường ngủ và gương....	
X		Đồng hồ đếm giờ đã muộn	Đi camera vào đồng hồ	24-30	35mm		X	Đồng hồ đếm giờ bất kỳ	Đi nhanh cảnh này
X		Người vợ buồn bã	Đi camera vào người vợ	24-30	35mm	Người vợ	Người vợ: Trang phục đơn giản, thoải mái	Cảnh phòng ngủ, bài trí thêm crop như đèn, giường ngủ và gương...	
x		Toàn cảnh người chồng mở cửa, vẽ mặt mệt mỏi	Toàn cảnh	24-30	35MM	Người chồng	Chồng: trang phục công sở, kèm theo túi sách	Prop ngay trước cửa nhà. Có thể trang trí thêm kệ để dép	
X		nét mặt buồn bã của chồng khi nhìn thấy người vợ đang đau lòng	Zoom vào người chồng	24-30	35mm	Người chồng	Chồng: trang phục công sở, kèm theo túi sách	X	
		VỢ: (tức giận) "Tại sao anh lại quên mất ngày kỷ niệm cưới của chúng ta?"	Đi camera vào cả hai người lúc người vợ đang nói thì chuyển camera vào người vợ	24-30	40mm	Người vợ	Người vợ: Trang phục đơn giản, thoải mái	Từ cảnh mà sắp xếp thêm prop vào cảnh	Cảnh này có thể ở trong phòng ngủ hay phòng khách

X		Anh bấn quá nên quên mất, anh xin lỗi em	Cận cảnh vào chồng	24-30	35mm	Người chồng	Chồng: trang phục công sở, kèm theo túi sách	X	
X		Người chồng mệt mỏi ngủ mấp đi Người vợ rơi nước mắt	Cận cảnh vào hai vợ chồng trên giường, gần hơn nhau	24-30	35mm	Chồng, vợ	Chồng: trang phục ngủ, thoải mái. Áo thun trắng, quần short. Vợ: quần áo ngủ đơn giản	Cảnh phòng ngủ, bài trí thêm crop như đèn, giường ngủ và gương...	
X		Vợ đọc được tin nhắn từ sếp gửi cho chồng"	Cận cảnh vào vợ xong vào điện thoại	24-30	35mm	Vợ	Người vợ: Trang phục đơn giản, thoải mái	Cảnh phòng ngủ, bài trí thêm crop như đèn, giường ngủ và gương...	
X		Vợ tức mắt, buồn bã vì thương chồng. Cảm thấy mình có phần quá đáng	Cận cảnh vào hai vợ chồng trên giường, gần hơn nhau	24-30	35mm	Vợ	Người vợ: Trang phục đơn giản, thoải mái	Cảnh phòng ngủ, bài trí thêm crop như đèn, giường ngủ và gương...	
x		Vợ nhắn tin cho chồng	Cận cảnh vào dòng tin nhắn mà vợ gửi cho chồng	24-30	35mm	Vợ	Người vợ: Trang phục đơn giản, thoải mái	Cảnh phòng ngủ, bài trí thêm crop như đèn, giường ngủ và gương...	
X		Chồng nhận được tin nhắn	Đi camera vào chồng và dòng tin nhắn mà chồng gửi	24-30	35mm	Chồng	Chồng: trang phục công sở, kèm theo túi sách	?	Cảnh này có thể ở văn phòng hoặc ngoài đường
X		Hai vợ chồng ngồi tại bàn, thảo luận và chia sẻ về suy nghĩ của mình	Đi camera vào hai vợ chồng	24-30	35mm	Vợ & chồng	Vợ: Trang phục đi chơi, trẻ trung, sạch sẽ. Chồng: Trang phục đi chơi, sạch sẽ	Cảnh tại Happy Thai, decor thêm set ăn cho 2 người	
		Hai người nắm tay nhau, và bày tỏ cảm xúc của mình	Đi camera vào hai vợ chồng	24-30	35mm	Vợ & Chồng	Vợ: Trang phục đi chơi, trẻ trung, sạch sẽ. Chồng: Trang phục đi chơi, sạch sẽ	Cảnh tại Happy Thai, decor thêm set ăn cho 2 người	
x		Chồng ôm vai vợ.....	Đi camera vào hai vợ chồng	24-30	35mm	Vợ & Chồng	Vợ: Trang phục đi chơi, trẻ trung, sạch sẽ. Chồng: Trang phục đi chơi, sạch sẽ	Cảnh tại Happy Thai, decor thêm set ăn cho 2 người	




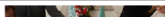
			Video kết thúc với hình ảnh hai vợ chồng tận hưởng không khí lãng mạn tại nhà hàng Happy Thai	Đi camera vào hai vợ chồng	24-30	35mm	Vợ & Chồng	Vợ: Trang phục đi chơi, trẻ trung, sạch sẽ. Chồng: Trang phục đi chơi, sạch sẽ	Cảnh tại Happy Thai, decor thêm set ăn cho 2 người		
<b>Kịch bản câu chuyện 3 (Thời lượng: phút) (Chắc là để vào ngày sau)</b>											
18:00-18:05			Bối cảnh trên đường, người cha nhìn đồng hồ, tỏ lòng vì đã muộn	Đi camera vào chồng	24-30	35mm	Người cha	Người cha: trang phục công sở	Cảnh tại lề đường, không cần prop		
18:05 - 18:10			Người con ngồi trước cổng trường 1 mình	Đi camera vào con	24-30	35mm	Người con	Người con: trang phục học sinh, có thể áo sơ mi trắng với balo nhỏ	Cảnh tại lề đường, không cần prop		
18:10 - 18:15			Người cha cảm thấy áy náy, lấy tay vuốt nhẹ đầu con. "Xin lỗi con, ba đến trễ."	Camera vào hai cha con	24-30	35mm	Cha & con	Người cha: trang phục công sở. Người con: trang phục học sinh, áo sơ mi trắng với balo	Cảnh tại lề đường, không cần prop		
18:15 - 18:20			"Không sao đâu, ba. Con đang chờ ba mà"	Đi camera vào con	24-30	35mm	Người con	Người con: trang phục học sinh, có thể áo sơ mi trắng với balo nhỏ			
18:20 - 18:25			Nét mặt 2 cha con có nét đượm buồn. Người cha trầm tư: "Mình dành quá nhiều thời gian cho công việc rồi rồi giờ" Cha bỗng nói: "Con muốn ăn gì không?"	Đi camera vào hai cha con trên xe máy	24-30	35m	Cha & con	Người cha: trang phục công sở. Người con: trang phục học sinh, áo sơ mi trắng với balo			
18:25 - 18:30			Đạ, con muốn thử nhà hàng đó kia!	Đi camera vào con	24-30	35m	Người con	Người con: trang phục học sinh, có thể áo sơ mi trắng với balo nhỏ			
18:30 - 18:35			Lia qua nhà hàng Happy Thai bên đường	Đi camera vào quán Happy Thai	24-30	35m	X	X	X		




CAMERAMAN: THANH PHAM  
CREW: QUYNH, CHI  
DOP: THANH PHAM  
DIRECTOR: LONG

18:45 - 18:50			Không khí ấm cúng và mùi thơm của thức ăn lan tỏa	Đi camera vào các món ăn	24-30	35m	Cha & con	Người cha: trang phục công sở. Người con: trang phục học sinh, áo sơ mi trắng với balo	Cơm Chiên Tom yum Hải Sản Sườn Nướng Xiên Bò Nướng Gỏi Đu Đủ Xanh Trà sữa Thái Đỏ và Xanh		
18:50 - 19:00			"Con thích món nào nhất?"	Đi camera vào chồng	24-30	35m	Người cha	Người cha: trang phục công sở	X		
19:00 - 19:10			Hết ý ba ơi, con thích tất cả!	Đi camera vào con	24-30	35m	Người con	Người con: trang phục học sinh, có thể áo sơ mi trắng với balo nhỏ	X		
19:10 - 19:15			Người cha trêu mếu, xoa đầu con	Camera vào hai cha con	24-30	35m	Cha & con	Người cha: trang phục công sở. Người con: trang phục học sinh, áo sơ mi trắng với balo	X		
19:15 - 19:20			Hai cha con ra về, người chồng công con trên vai, bước ra khỏi nhà hàng Happy Thai	Camera vào hai cha con	24-30	35m	Cha & con	Người cha: trang phục công sở. Người con: trang phục học sinh, áo sơ mi trắng với balo	X		

(Call Sheet Timeline for filming dates and everyone's roles)

b. Call Sheet for Photoshoot session

EQUIPMENT, CATERING: 12:00 AM									
CREW CALL TIME: 13:30 PM (Crew: Food stylist, Stylist, Make Up, Talent, Hand blank)									
SHOOTING TIME: 14:00AM									
LOCATION: Happy Thai Thù Đức Địa chỉ: 20 Đoàn Kết, phường Bình Thọ, TP Thủ Đức, TP. HCM									
STT	TIME (Thời gian)	Concept	DESCRIPTION (Nội dung)	Script	CAMERA LENSE	TALENT	WARDROBE	PROPS (Đạo cụ)	NOTE
1	14:00 - 15:00		Chụp 5 món signature của quán: Gỏi Cá Trê Chiên Giòn Sườn cay thái Pad Thái Gà Com chiên trải thơm Cà ri xanh - đỏ	Trang phục gọn gàng, đeo tạp dề, món ăn nhìn gọn, bắt mắt, không quá nhiều Góc cận		Talent nam	Tạp dề Quần áo màu ghi, trắng, xám, be	Tạp dề Món: Gỏi Cá Trê Chiên Giòn Sườn cay thái Pad Thái Gà Com chiên trải thơm Cà ri xanh - đỏ	
3	15:00 - 16:30		Chụp combo Chì thú để xuất	Chụp góc xéo để có thể bao quát từng thế. Nhìn bắt mắt, chân thật. Đắm sự truyền thống, ấm cúng nhưng vẫn chuyên nghiệp. Góc toàn, rộng				Combo bao gồm: Pad gà Gỏi đu đủ tôm khô Rau muống xào tỏi Chả cá Thái Soup Tom yum tôm	
4	16:30 - 18:00		Chụp combo	Chụp góc từ trên xuống Bày trí gọn gàng, tối giản Vibe ấm cúng Góc toàn				Combo bao gồm: Gỏi đu đủ xanh cá com Bà rôi chiên giòn Gà xào sả tế Thái Hủ tiếu bò xào chay Rau củ xào dầu hào Sườn cay	
							- Trang phục		

4	16:30 - 18:00		Chụp combo	Chụp góc từ trên xuống, Bày trí gọn gàng, tối giản, Vibe ấm cúng Góc toàn				Combo bao gồm: Gỏi đu đủ xanh cá com Bà rôi chiên giòn Gà xào sả tế Thái Hủ tiếu bò xào chay Rau củ xào dầu hào Sườn cay	
5	18:00 - 19:00		Ăn cùng nhau, bao điều cũng thâu: Mỗi người mỗi cv khác nhau nhưng ăn cùng nhau, cùng nhau chia sẻ những điều khó khăn trong cuộc sống => Bữa ăn gắn kết mọi người lại với nhau	Nổi bật đồ ăn, Vibe vui vẻ, thân tình Trung cảnh		4 talent	- Trang phục công sở - Trang phục lao động phổ thông - Trang phục chuyên nghiệp - Trang phục đi diễn (người làm nghệ thuật)	Sử dụng lại những món trong combo, signature 4 đĩa 4 bộ muỗng đũa	
6	19:00 - 20:00		Bữa ăn nhỏ, hạnh phúc to: gia đình/bạn bè quây quần	Vibe hạnh phúc, mọi người cười nói vui vẻ, thân thiết với nhau. Đồ ăn đặt phía trước để nổi bật Trung cảnh		4 talent	Trang phục có sự tương đồng, màu sắc nhã nhặn	Sử dụng lại những món trong combo, signature 4 đĩa 4 bộ muỗng đũa	





Timeline chạy post trên FB										
Thứ	Ngày	Giờ	Nội dung bài đăng	Post	Ảnh	Editor	Content creator	Người duyệt	Link	Note
Ch	1/10	18:00	<p>Đông vị đặc trưng của bữa ăn Á là món hàng hot trend nhất của giới trẻ và người yêu ẩm thực. Đến ăn ở Happy Thai, cùng gia đình, bạn bè hoặc...</p> <p>HỆ THỐNG HAPPY THAI                  Hồ Chí Minh: 20 Đoàn Kế, P. Bình Thọ, TP. Thủ Đức                  Hồ Chí Minh: 207 Phạm Ngũ Lão, P. PNL, Q1                  Đà Lạt: 21 Nguyễn Văn Cội, P.1                  Fanpage: <a href="https://www.facebook.com/happythaiviet">https://www.facebook.com/happythaiviet</a>                  Website: <a href="http://www.happythai.vn">http://www.happythai.vn</a></p>	Signature Cơm dõ		Hoàng Long	Hồng Quỳnh	Ms. Thu	<a href="https://www.facebook.com/photo/?fbid=109228866&amp;set=ac028218617810">https://www.facebook.com/photo/?fbid=109228866&amp;set=ac028218617810</a>	
T2	2/10	18:00	<p>Hương thơm của Cơm Chén Thái thơm lạ lùng, kết hợp với vị chua ngọt của nước chấm, khiến bạn không thể quên. Đến ăn ở Happy Thai ngay hôm nay...</p> <p>HỆ THỐNG HAPPY THAI                  Hồ Chí Minh: 20 Đoàn Kế, P. Bình Thọ, TP. Thủ Đức                  Hồ Chí Minh: 207 Phạm Ngũ Lão, P. PNL, Q1                  Đà Lạt: 21 Nguyễn Văn Cội, P.1                  Fanpage: <a href="https://www.facebook.com/happythaiviet">https://www.facebook.com/happythaiviet</a>                  Website: <a href="http://www.happythai.vn">http://www.happythai.vn</a></p>	Signature Cơm chén thái thơm		Hoàng Long	Hồng Quỳnh	Ms. Thu	<a href="https://www.facebook.com/photo/?fbid=164814778&amp;set=ac028218617810">https://www.facebook.com/photo/?fbid=164814778&amp;set=ac028218617810</a>	
T5	6/10	18:00	<p>Trên vị gạo tại Happy Thai với món HOT không thể bỏ qua, cùng rau củ tươi ngon và nước sốt ăn kèm đậm đà, khiến bạn không thể quên. Đến ăn ở Happy Thai ngay hôm nay...</p> <p>HỆ THỐNG HAPPY THAI                  Hồ Chí Minh: 20 Đoàn Kế, P. Bình Thọ, TP. Thủ Đức                  Hồ Chí Minh: 207 Phạm Ngũ Lão, P. PNL, Q1                  Đà Lạt: 21 Nguyễn Văn Cội, P.1                  Fanpage: <a href="https://www.facebook.com/happythaiviet">https://www.facebook.com/happythaiviet</a>                  Website: <a href="http://www.happythai.vn">http://www.happythai.vn</a></p>	Signature Gỏi cá trích giòn giòn		Chi	Hồng Quỳnh	Ms. Thu	<a href="https://www.facebook.com/photo/?fbid=1748748478&amp;set=ac028218617810">https://www.facebook.com/photo/?fbid=1748748478&amp;set=ac028218617810</a>	
T2	8/10	18:00	<p>Hương vị đặc biệt của Pad Thai đã làm nên hương vị đặc biệt của món này. Đến ăn ở Happy Thai ngay hôm nay...</p> <p>HỆ THỐNG HAPPY THAI                  Hồ Chí Minh: 20 Đoàn Kế, P. Bình Thọ, TP. Thủ Đức                  Hồ Chí Minh: 207 Phạm Ngũ Lão, P. PNL, Q1                  Đà Lạt: 21 Nguyễn Văn Cội, P.1                  Fanpage: <a href="https://www.facebook.com/happythaiviet">https://www.facebook.com/happythaiviet</a>                  Website: <a href="http://www.happythai.vn">http://www.happythai.vn</a></p>	Signature Pad Thai ga		Hoàng Long	Hồng Quỳnh	Ms. Thu	<a href="https://www.facebook.com/photo/?fbid=17277277178&amp;set=ac028218617810">https://www.facebook.com/photo/?fbid=17277277178&amp;set=ac028218617810</a>	
T4	11/10	18:00	<p>Hương vị đặc biệt của Sườn Cơm Thái Lẩu đã làm nên hương vị đặc biệt của món này. Đến ăn ở Happy Thai ngay hôm nay...</p> <p>HỆ THỐNG HAPPY THAI                  Hồ Chí Minh: 20 Đoàn Kế, P. Bình Thọ, TP. Thủ Đức                  Hồ Chí Minh: 207 Phạm Ngũ Lão, P. PNL, Q1                  Đà Lạt: 21 Nguyễn Văn Cội, P.1                  Fanpage: <a href="https://www.facebook.com/happythaiviet">https://www.facebook.com/happythaiviet</a>                  Website: <a href="http://www.happythai.vn">http://www.happythai.vn</a></p>	Signature sườn xào		Hoàng Long	Hồng Quỳnh	Ms. Thu	<a href="https://www.facebook.com/photo/?fbid=1006937078113_207420002&amp;set=ac028218617810">https://www.facebook.com/photo/?fbid=1006937078113_207420002&amp;set=ac028218617810</a>	

T4	14/10	18:00	<p>17 Happy Thai - Sự kết hợp giữa các món ăn Việt Nam truyền thống với các món ăn Á đã tạo nên hương vị đặc biệt của Happy Thai. Đến ăn ở Happy Thai ngay hôm nay...</p> <p>HỆ THỐNG HAPPY THAI                  Hồ Chí Minh: 20 Đoàn Kế, P. Bình Thọ, TP. Thủ Đức                  Hồ Chí Minh: 207 Phạm Ngũ Lão, P. PNL, Q1                  Đà Lạt: 21 Nguyễn Văn Cội, P.1                  Fanpage: <a href="https://www.facebook.com/happythaiviet">https://www.facebook.com/happythaiviet</a>                  Website: <a href="http://www.happythai.vn">http://www.happythai.vn</a></p>	Combo Vải v 1		Hoàng Long	Hồng Quỳnh	Ms. Thu	<a href="https://www.facebook.com/photo/?fbid=102878164&amp;set=ac028218617810">https://www.facebook.com/photo/?fbid=102878164&amp;set=ac028218617810</a>	
Ch	16/10	18:00	<p>Hệ thống Happy Thai đã mang đến cho bạn những món ăn ngon và hấp dẫn. Đến ăn ở Happy Thai ngay hôm nay...</p> <p>HỆ THỐNG HAPPY THAI                  Hồ Chí Minh: 20 Đoàn Kế, P. Bình Thọ, TP. Thủ Đức                  Hồ Chí Minh: 207 Phạm Ngũ Lão, P. PNL, Q1                  Đà Lạt: 21 Nguyễn Văn Cội, P.1                  Fanpage: <a href="https://www.facebook.com/happythaiviet">https://www.facebook.com/happythaiviet</a>                  Website: <a href="http://www.happythai.vn">http://www.happythai.vn</a></p>	Combo Happy Ph 4		Hoàng Long	Hồng Quỳnh	Ms. Thu	<a href="https://www.facebook.com/photo/?fbid=10200864&amp;set=ac028218617810">https://www.facebook.com/photo/?fbid=10200864&amp;set=ac028218617810</a>	
T2	22/10	18:00	<p>Đông vị đặc trưng của bữa ăn Á là món hàng hot trend nhất của giới trẻ và người yêu ẩm thực. Đến ăn ở Happy Thai, cùng gia đình, bạn bè hoặc...</p> <p>HỆ THỐNG HAPPY THAI                  Hồ Chí Minh: 20 Đoàn Kế, P. Bình Thọ, TP. Thủ Đức                  Hồ Chí Minh: 207 Phạm Ngũ Lão, P. PNL, Q1                  Đà Lạt: 21 Nguyễn Văn Cội, P.1                  Fanpage: <a href="https://www.facebook.com/happythaiviet">https://www.facebook.com/happythaiviet</a>                  Website: <a href="http://www.happythai.vn">http://www.happythai.vn</a></p>	REEL VIDEO PH 3 THAI		Hồng Quỳnh	Hồng Quỳnh	Ms. Thu	<a href="https://www.facebook.com/video/?v=1024618193291">https://www.facebook.com/video/?v=1024618193291</a>	
T2	24/10	18:00	<p>Đông vị đặc trưng của bữa ăn Á là món hàng hot trend nhất của giới trẻ và người yêu ẩm thực. Đến ăn ở Happy Thai, cùng gia đình, bạn bè hoặc...</p> <p>HỆ THỐNG HAPPY THAI                  Hồ Chí Minh: 20 Đoàn Kế, P. Bình Thọ, TP. Thủ Đức                  Hồ Chí Minh: 207 Phạm Ngũ Lão, P. PNL, Q1                  Đà Lạt: 21 Nguyễn Văn Cội, P.1                  Fanpage: <a href="https://www.facebook.com/happythaiviet">https://www.facebook.com/happythaiviet</a>                  Website: <a href="http://www.happythai.vn">http://www.happythai.vn</a></p>	Đĩa ăn nhỏ, Happy Ph 3		Hồng Quỳnh	Hồng Quỳnh	Ms. Thu	<a href="https://www.facebook.com/photo/?fbid=1024984044">https://www.facebook.com/photo/?fbid=1024984044</a>	
Ch	28/10	18:00	<p>Hệ thống Happy Thai đã mang đến cho bạn những món ăn ngon và hấp dẫn. Đến ăn ở Happy Thai ngay hôm nay...</p> <p>HỆ THỐNG HAPPY THAI                  Hồ Chí Minh: 20 Đoàn Kế, P. Bình Thọ, TP. Thủ Đức                  Hồ Chí Minh: 207 Phạm Ngũ Lão, P. PNL, Q1                  Đà Lạt: 21 Nguyễn Văn Cội, P.1                  Fanpage: <a href="https://www.facebook.com/happythaiviet">https://www.facebook.com/happythaiviet</a>                  Website: <a href="http://www.happythai.vn">http://www.happythai.vn</a></p>	REEL VIDEO "Hương vị đặc trưng của bữa ăn Á là món hàng hot trend nhất của giới trẻ và người yêu ẩm thực. Đến ăn ở Happy Thai, cùng gia đình, bạn bè hoặc..."		Hồng Quỳnh	Hồng Quỳnh	Ms. Thu	<a href="https://www.facebook.com/video/?v=1024984044">https://www.facebook.com/video/?v=1024984044</a>	
T2	31/10	18:00	<p>Hệ thống Happy Thai đã mang đến cho bạn những món ăn ngon và hấp dẫn. Đến ăn ở Happy Thai ngay hôm nay...</p> <p>HỆ THỐNG HAPPY THAI                  Hồ Chí Minh: 20 Đoàn Kế, P. Bình Thọ, TP. Thủ Đức                  Hồ Chí Minh: 207 Phạm Ngũ Lão, P. PNL, Q1                  Đà Lạt: 21 Nguyễn Văn Cội, P.1                  Fanpage: <a href="https://www.facebook.com/happythaiviet">https://www.facebook.com/happythaiviet</a>                  Website: <a href="http://www.happythai.vn">http://www.happythai.vn</a></p>	Gỏi đu đủ tôm thịt		Hoàng Long	Hồng Quỳnh	Ms. Thu	<a href="https://www.facebook.com/photo/?fbid=10288468&amp;set=ac028218617810">https://www.facebook.com/photo/?fbid=10288468&amp;set=ac028218617810</a>	
T5	2/11	18:00	<p>Hệ thống Happy Thai đã mang đến cho bạn những món ăn ngon và hấp dẫn. Đến ăn ở Happy Thai ngay hôm nay...</p> <p>HỆ THỐNG HAPPY THAI                  Hồ Chí Minh: 20 Đoàn Kế, P. Bình Thọ, TP. Thủ Đức                  Hồ Chí Minh: 207 Phạm Ngũ Lão, P. PNL, Q1                  Đà Lạt: 21 Nguyễn Văn Cội, P.1                  Fanpage: <a href="https://www.facebook.com/happythaiviet">https://www.facebook.com/happythaiviet</a>                  Website: <a href="http://www.happythai.vn">http://www.happythai.vn</a></p>	Ticker 30 ngày		Hoàng Long	Hồng Quỳnh	Ms. Thu		

## Script

Based on customer analysis information in the customer analysis section, our team's scenario is built through similar created situations based on the 3C model to solve customer insight issues.

# KỊCH BẢN VIDEO

- Lịch sử của món Pad Thái, lý do trở thành một trong những món nổi tiếng trên thế giới, đồng thời nhắc đến yếu tố tốt sức khỏe, chất lượng dinh dưỡng của món Pad Thái

**Tựa đề: "Pad Thái Gà - Hành Trình Một Hương Vị Tinh Tế"**

### INT. Tại Nhà hàng Happy Thái

Nhà hàng được trang trí với hình ảnh cổ điển và hiện đại. Một người nắm quyền đứng trước đám đông đa dạng.

DIỄN GIẢ: (với sự hứng thú) Chào mừng các bạn đến với buổi trình diễn lịch sử của món Pad Thái - một biểu tượng ẩm thực Thái đang làm điên đảo thế giới!

### I. LỊCH SỬ PAD THÁI

DIỄN GIẢ: Pad Thái không chỉ là một món ăn, mà là một câu chuyện về sự sáng tạo và linh hồn ẩm thực Thái. Xuất hiện đầu tiên vào thời Chiến tranh thế giới thứ hai, khi nguyên liệu hạn chế, Pad Thái đã nhanh chóng trở thành sự sáng tạo của những người bếp đường phố Thái Lan.

### II. ĐỘC ĐÁO VÀ PHỔ BIẾN TRÊN THẾ GIỚI

Hiện thị hình ảnh Pad Thái được thưởng thức tại các nhà hàng và góc đường ở các thành phố lớn trên khắp thế giới.

- Kịch bản câu chuyện 3

### INT. CÔNG TRƯỜNG - CHIỀU TỐI

Người chồng đến trễ để đón con. Khi anh ta đến trường, chỉ còn một mình con đang ngồi lại. Anh ta cảm thấy có lỗi với con.

### I. ĐÓN CON MUỘN

Người chồng đến trễ, thấy con đang ngồi ở cổng trường. Anh ta cảm thấy áy náy và lấy tay vuốt nhẹ trên đầu con.

NGƯỜI CHỒNG: (lấy tay nắm tay con) "Xin lỗi con, ba đến trễ."

CON: (nhìn lên với nụ cười) "Không sao đâu, ba. Con đang chờ ba mà."

### II. TRÊN ĐƯỜNG VỀ NHÀ

Hai cha con cùng nhau đi xe máy trên đường về. Không khí giữa họ vẫn còn một chút cảm giác buồn.

NGƯỜI CHỒNG: (nhìn qua bên đường) "Con muốn ăn gì không?"

CON: "Dạ, con muốn ăn thử ở Happy Thái đó Ba!"

### III. NHÀ HÀNG HAPPY THÁI

Hai cha con vào Happy Thái. Không khí ấm cúng và mùi thơm của thức ăn lan tỏa.

### IV. BỮA ĂN HẠNH PHÚC

Người chồng và con ngồi bên nhau, thưởng thức các món ăn Thái ngon miệng.

NGƯỜI CHỒNG: (cười) "Con thích món nào nhất?"

CON: "Hết ý ba ơi, con thích tất cả!"

- KỊCH BẢN CÂU CHUYỆN 1:

### Tựa đề: "Hạnh Phúc Từ Bữa Ăn Nhỏ"

#### INT. QUÁN CAFE - BUỔI TỐI

Cả nhóm bạn tập trung tại một quán cafe, họp mặt và suy nghĩ về địa điểm ăn tối.

#### I. NHÓM BẠN SUY NGHĨ VỀ ĐỊA ĐIỂM ĂN

Nhóm bạn đang trao đổi ý kiến, cảm thấy phân vân về quyết định chọn nhà hàng nào.

NỮ CHÍNH (nghẹn ngào): (trong tâm) "Hmm, mình có nên đề xuất đi đâu không ta?"

#### II. SỰ LÚNG TÚNG CỦA NỮ CHÍNH

Nữ chính ngồi một góc, nhìn các bạn nói chuyện, cảm thấy ngán ngại và lúng túng.

NARRATOR: (voiceover) "Nữ chính, ngại ngùng và tự ti vì bản thân. Cô ấy luôn cảm thấy mình không đẹp như bạn bè."

#### III. BẠN GÁI NHẬN THỨC VÀ ĐỀ NGHỊ HAPPY THÁI

Một bạn gái khác nhận ra tâm trạng của nữ chính và đề xuất một ý tưởng.

BẠN GÁI: "Có lẽ tụi mình nên đến Happy Thái? Menu đa dạng, có đủ món ăn chơi, ăn no, tốt cho sức khỏe nữa và **không sợ tăng cân.**"

#### IV. ĐẾN HAPPY THÁI

- **Kịch bản câu chuyện 2**

## **Tựa đề: "Hòa Nhạc Tình Cảm tại Happy Thái"**

### **INT. PHÒNG NGỦ - BUỔI TỐI**

Phòng ngủ được trang trí đẹp mắt, nền nhạc nhẹ nhàng, và bàn tiệc nhỏ với đèn lung linh. Vợ chuẩn bị kỷ niệm cưới lãng mạn.

### **I. TRANH CẢI KỶ NIỆM CƯỚI**

Người chồng về nhà và phát hiện bàn tiệc. Anh ta nhăn nheo, nhưng ánh mắt có phần buồn bã.

VỢ: (tức giận) "Tại sao anh lại quên mất ngày kỷ niệm cưới của chúng ta?"

CHỒNG: (làm phien) "Anh bận quá nên quên rồi, anh xin lỗi em"

### **II. SÁNG HÔM SAU**

Vợ thức dậy và nhận ra bận rộn của chồng. Cô ấy muốn hỗ trợ và hàn gắn tình cảm.

NARRATOR: (voiceover) "Vợ nhận ra sự mệt mỏi và áp lực công việc đang ảnh hưởng đến chồng."

### **III. CẢI THIỆN MÔI TRƯỜNG GIA ĐÌNH**

Vợ quyết định làm một điều gì đó để giúp chồng cảm thấy thoải mái hơn.

VỢ: (nói nhẹ nhàng) "Chồng ơi, có gì em có thể giúp anh không? Chúng ta cần dành thêm thời gian cho nhau."

### **IV. LƯỚI FACEBOOK**

Vợ đang lướt Facebook và tình cờ thấy một bài đăng về quán Happy Thái.

VỢ: (nói với hứng thú) "Anh ơi, tối anh rảnh, mình đi Happy Thái nha. Quán có không khí ấm cúng và đồ ăn ngon ă."

CHỒNG: (đồng ý) "Nghe cũng hay đấy, để anh tranh thủ nhé. Tối gặp em."

# KỊCH BẢN VIDEO

## 1. Lễ hội Loy Krathong Thái Lan

Nội dung bắt đầu:

"Yo, mọi người! Hôm nay mình sẽ chia sẻ về một lễ hội siêu độc đáo tại Thái Lan - đó chính là Lễ hội Loy Krathong! 🇹🇭🇵🇸"

[Chuyển góc camera để hiển thị hình ảnh của người dân Thái Lan thả Krathong vào nước và tiến hành cúi đầu tôn vinh.]

"Lễ hội Loy Krathong diễn ra vào tháng 12 hàng năm, vào đêm trăng tròn. Đây là một trong những lễ hội truyền thống nhất của Thái Lan. Những chiếc Krathong, nhỏ nhưng đẹp đến không ngờ, chứa đựng lời cảm ơn và nguyện ước của người dân Thái Lan. 🌊💖"

[Hiển thị hình ảnh của Krathong và hoa đang được làm thủ công.]

"Người dân Thái Lan tự tay làm những chiếc Krathong này từ lá cây, hoa và nến. Sau đó, vào đêm hội, họ thả Krathong xuống sông hoặc hồ, cầu mong những điều tốt lành trong cuộc sống và hi vọng những điều xấu sẽ nhanh chóng qua đi. ✨🙏"

[Chuyển góc camera để hiển thị hình ảnh một đêm Lễ hội Loy Krathong rực rỡ với hàng ngàn lọ nến sáng.]

#### 4. Lịch Sử và Văn Hóa Xôi Xoài: Kể về nguồn gốc và ý nghĩa văn hóa của xôi xoài trong ẩm thực Thái.

[Khung hình: Bạn đứng trước một bàn, trên đó có xôi xoài và các nguyên liệu khác.]

"Yo, mọi người! Hôm nay, chúng ta sẽ khám phá một món ăn ngon và đầy ý nghĩa trong ẩm thực Thái - xôi xoài! 🍌🍌"

[Chuyển góc camera để thấy bạn đang cầm xôi xoài.]

"Xôi xoài không chỉ là một món ngon mà còn là một phần quan trọng của văn hóa Thái. Món này xuất phát từ vùng miền Nam nhiệt đới, nơi xoài là một loại trái cây phổ biến và thường được trồng. 🌞🌳"

[Hiển thị hình ảnh của cây xoài và quy trình làm xôi xoài.]

"Người Thái thường làm xôi xoài với gạo nếp, nước cốt xoài ngọt và thơm, cùng với lớp bề mặt là lá chuối. Mùi thơm của xôi xoài sẽ khiến bạn không thể cưỡng lại được! 😊🍌"

[Chuyển góc camera để thấy bạn đang cho nước dừa lên xôi xoài để tăng sự béo ngậy.]

"Xôi xoài thường được ưa chuộng trong các dịp lễ hội và cả trong cuộc sống hàng ngày. Nó thường là biểu tượng của sự phát đạt, hạnh phúc

### 3. Hậu Trường Chuẩn Bị Món Ăn Gỏi cá tầm Happy Thái: Quay cảnh đầu bếp chuẩn bị một món ăn đặc trưng, như cách họ cắt thái nguyên liệu, nêm gia vị, và nấu nướng.

Clip mẫu:

<https://www.tiktok.com/@hoshiphan/video/7110546778990136603?q=c%C3%A1ch%20l%C3%A0m%20s%C6%B0%E1%BB%9Dn%20cay%20th%C3%A1i%20lan&t=1700560890333>

[Scene: Camera đột ẩn và bạn đang đột nhập vào nhà hàng Happy Thái]

"Xin chào mọi người! Hôm nay, chúng ta sẽ có cơ hội đặc biệt, bước vào hậu trường của Nhà Hàng Happy Thái để khám phá cách chuẩn bị món ăn Trứng Chiên Cua tuyệt ngon. Điều đặc biệt về món này là nó được chiên ngay khi thực khách gọi món để đảm bảo rằng chúng ta luôn được thưởng thức nó ở trạng thái nóng hổi tươi ngon. Hãy cùng tôi xem nguyên liệu và quy trình nấu món này!"

Bước 1: Chuẩn bị nguyên liệu

[Scene: Bạn đứng trước một bàn làm việc và các nguyên liệu đã sẵn sàng]

"Trước tiên, chúng ta cần chuẩn bị các nguyên liệu. Đây là những gì bạn sẽ cần: trứng, thịt cua đã xé sợi, dầu ăn, ngò, gia vị và chảo nhỏ."

Bước 2: Chiên trứng cua

[Scene: Bạn đang chiên trứng cua trên bếp]

"Tiếp theo, đổ một lượng dầu ăn vào chảo, để dầu nóng. Sau đó, đưa



"Tiếp theo, gọt vỏ củ cải và cắt thành từng miếng dày khoảng 2cm. Đối với hành tây, bỏ vỏ và cắt múi cau. Rửa sạch hành lá, ngò rí, và rễ ngò để ráo. Rễ ngò cắt đôi để sử dụng cùng với sườn, còn phần lá đầu bếp xắt nhỏ."

#### Bước 2: Ninh sườn

[Scene: Bạn đang nấu nước dùng sườn]

"Tiếp theo, cho vào nồi lớn khoảng 2 lít nước cùng với rễ ngò, tiêu hạt, hành tây, và củ cải trắng đã cắt. Thêm muối vào. Khi nước sôi, thêm sườn vào nồi và hầm khoảng 1 tiếng với lửa nhỏ cho sườn mềm và chín đều. Sau đó, đầu bếp bỏ phần sườn ra riêng."

#### Bước 3: Làm nước dùng

[Scene: Bạn đang làm nước dùng cay cho món sườn]

"Bước này, rang thơm ớt hiểm trên chảo để tạo vị cay hơn, sau đó cho ớt hiểm và ớt đỏ vào nồi nước ninh sườn đang đun sôi. Nêm nếm với hạt nêm và nước mắm vừa ăn."

#### Bước 4: Thành phẩm

[Scene: Bạn trình bày món sườn cay đã hoàn thiện]

"Và đây là món Sườn Cay Thái Lan tại Nhà Hàng Happy Thái của chúng ta! Đặt sườn lên đĩa và đổ nước dùng lên đều phần sườn. Cho thêm ngò và ớt lên trên để tạo điểm nhấn."

#### Bước 5: Thưởng thức

[Scene: Bạn thưởng thức món sườn cay]

## 2. Hậu Trường Chuẩn Bị Món Ăn Sườn Cay (Quay cảnh đầu bếp chuẩn bị một món ăn đặc trưng, như cách họ cắt thái nguyên liệu, nêm gia vị, và nấu nướng)

Clip mẫu:

<https://www.tiktok.com/@hoshiphon/video/7110546778990136603?q=%C3%A1ch%20%C3%A0m%20s%C6%B0%E1%BB%9Dn%20cay%20th%C3%A1i%20lan&t=1700560890333>

Bước 1: Sơ chế nguyên liệu

[Scene: Camera đột ẩn và bạn đang đột nhập vào nhà hàng Happy Thái]

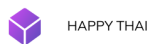
"Xin chào mọi người! Hôm nay, chúng ta sẽ có cơ hội độc biệt, bước vào hậu trường của Nhà Hàng Happy Thái để khám phá cách chuẩn bị món ăn Sườn Cay tuyệt ngon. Hãy cùng Cáo xem cách sơ chế nguyên liệu để tạo nên món ăn này."

[Scene: Bạn rửa sạch sườn và củ cải, trần sơ qua nước sôi]

"Đầu tiên, rửa sạch sườn và để cho nước ráo. Sau đó, trần sơ qua nước sôi để loại bỏ mùi hôi trước khi nấu."

## Actor Portfolio

In terms of actor information, our team depends on financial capacity and relationships to select actors and ensure performance quality to fit the script, and the following actors are [on the list](#):



# ACTOR PORTFOLIO



Present by: KAYA TEAM

## SPEAKER, WIFE ROLE, EXTRA ROLE

### PHAN TRẦN PHƯƠNG THẢO

- Height: 1m67
- Weight: 52kg
- Occupation: freelance singer, artist manager
- Experience: ability to speak fluently, stand in front of many audiences when performing, experience filming MVs



## THE ROLE OF THE FATHER

### THANH PHẠM

- Height: 1m74
- Weight: 65kg
- Occupation: cinematographer



## The role of the female lead's friend

Lê Đặng Vân An

- Height: 1m58
- Weight: 55KG
- Occupation: freelance business
- Experience: experience in film acting and MV filming



## The female lead is plain and unattractive

NGUYỄN NHƯ HỒNG QUỲNH

- Height: 1m62
- Weight: 52KG
- Occupation: assistant director
- Experience: experience in film acting and MV filming



## THE ROLE OF THE HUSBAND

NGUYỄN VĂN NGỌC NHỚ

- Height: 1m74
- Weight: 60kg
- Occupation: cinematographer



**Costumes of characters**

The costumes for this character have been selected in accordance with the setting of the Happy Thai restaurant in Thu Duc and the character's individuality. [\(1\)](#)

**Pad Thái - Hành Trình  
Một Hương Vị Tinh Tế**

**SPEAKERS**



- Blazers
- Round neck shirt and pants
- Shoes with feminine heels
- Hair styling in natural form
- Make up naturally and delicately



**Pad Thái - Hành Trình  
Một Hương Vị Tinh Tế**

**HAPPY THAI STAFF**



- Polo shirt or shirt with restaurant logo
- Bata shoes
- Hair tied neatly
- Make up naturally and delicately







## Pad Thái - Hành Trình Một Hương Vị Tinh Tế

### CLIENT

- YELLOW T-SHIRT AND JEANS
- BATA SHOES
- NATURAL HAIR STYLING
- MAKE UP NATURALLY AND DELICATELY



Hương Vị Cay Nồng của Sức Khỏe: Bí Mật Đằng Sau Ăn Cay Ở Thái Lan

### SPEAKERS



- Blazers
- Round neck shirt and A-line skirt
- Shoes with heels/flats
- Hair styling in natural form
- Make up naturally and delicately





## Hương Vị Cay Nồng của Sức Khỏe: Bí Mật Đằng Sau Ăn Cay Ở Thái Lan

Guests eat Healthy dishes

- Plain t-shirt.
- Khaki pants or light casual pants.
- Bata shoes
- Hair styling in natural form
- Make up naturally and delicately



## Happy Thái - Bữa Ăn Hạnh Phúc



Outdated shirts, loose pants.  
Overall sloppy  
Make up is pale and dull

**Female lead**



Men and Women:  
Comfortable clothes such as hoodies, t-shirts, jeans or khaki pants, skirts. Blue, pink, white  
Natural, youthful, dynamic makeup

**Group of Friends**



## Happy Thái - Kỷ Niệm Cưới Lãng Mạn

### Wife

The dress or skirt has a gentle style, can be light pink or light yellow.  
Make up gently  
Hair loose slightly



## Hai Vợ Chồng Gặp Nhau Tại Happy Thái:



### Husband:

Light shirt and casual pants  
Western shoes/leather shoes  
Wear the watch  
Make up fresh

## Pad Thái - Hành Trình Một Hương Vị Tinh Tế

### HAPPY THAI STAFF



- Polo shirt or shirt with restaurant logo
- Bata shoes
- Hair tied neatly
- Make up naturally and delicately

## Happy Thái - Kỷ Niệm Cưới Lãng Mạn



### Husband:

White shirt combined  
with pants  
Western shoes/leather  
shoes  
Wear the watch  
Backpack  
Make up is listless

# Hai Vợ Chồng Gặp Nhau Tại Happy Thái:

## Wife

Comfortable and feminine dress or skirt in red  
Exquisite makeup  
Hair styling



## Script 3

### Father role



- Polo shirts in neutral colors like navy blue or black
- Jeans
- Sneakers or casual leather shoes
- Make up naturally, with the look of being tired from work



## Script 3

### The role of a child

- School uniforms
- Bata shoes
- Bring a backpack

**List of equipment for shooting(2)**

No	Name	Unit	Quantity	Unit Price	PIC	Total Price
1	Fujifilm X-T4	piece	1	/		/
2	Canon 750D	piece	1	/		/
3	Lens Fujinon 16-80 f4.0	piece	1	/		/
4	Godox Mic Wireless	piece	1	250,000		250,000
5	Gimbal	piece	1	/		/
6	Aperture Amaran 200d, 200x lighting (with softbox,..)	piece	2	250,000		500,000
7	Amaran T4C sword light	piece	1	200,000		200,000
8	Reflector plate	piece	1	/		/
<b>Grand Price</b>						<b>950,000</b>



Behind the scenes(3)



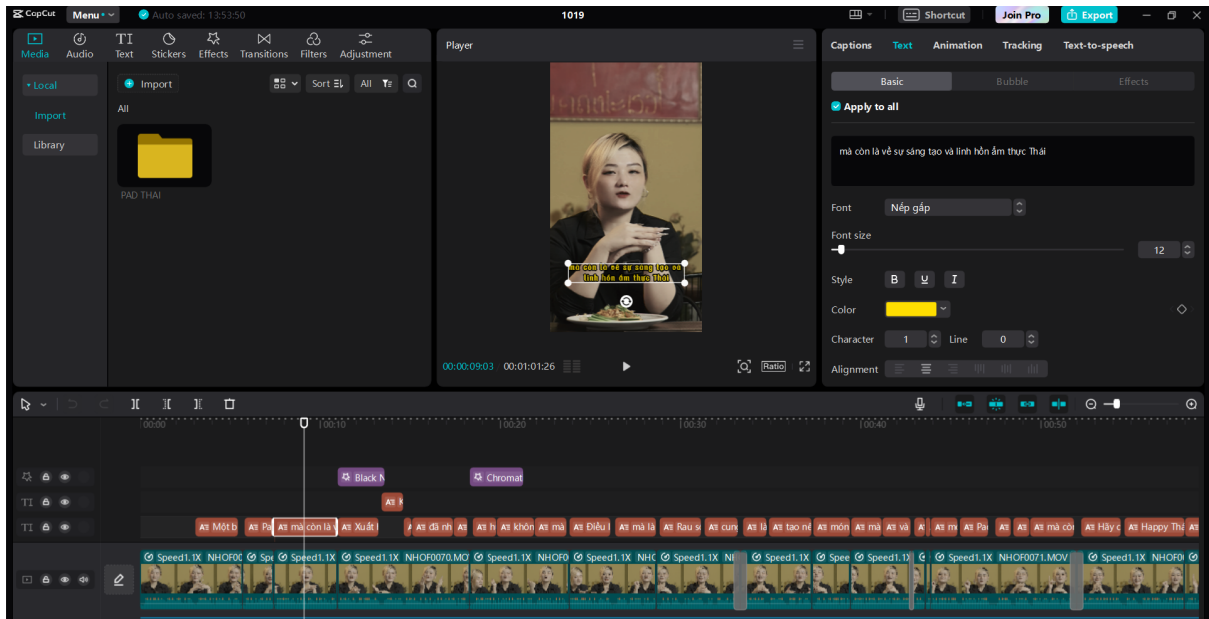
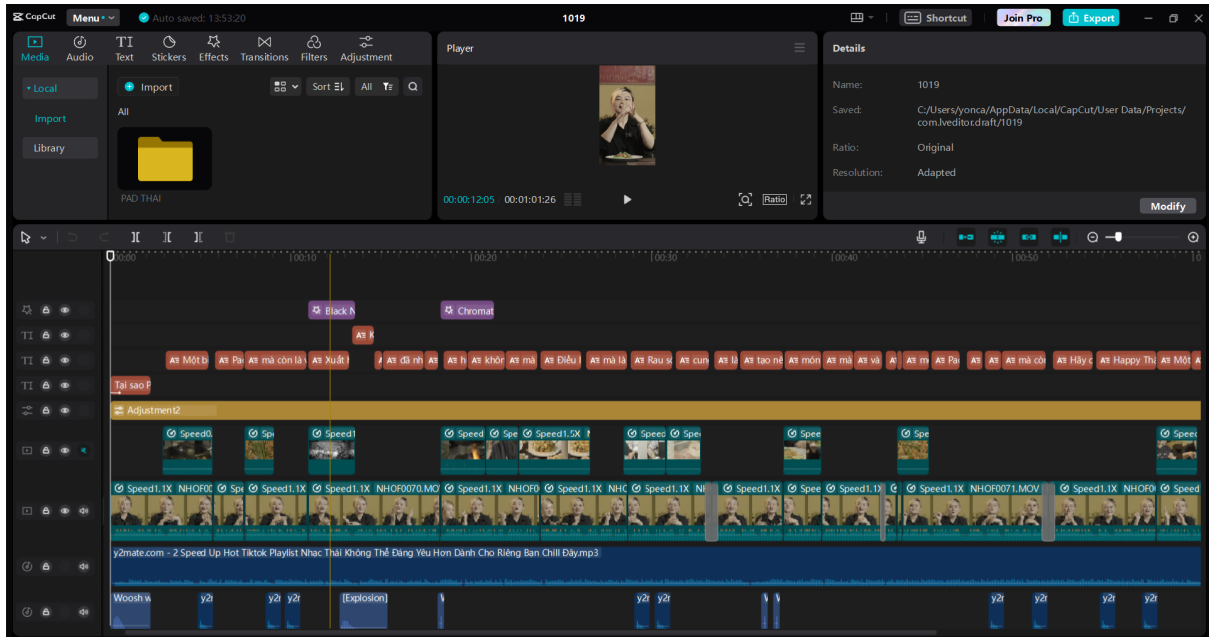
## Editing

We use a combination of CapCut and Adobe Premiere software in our video editing process to generate appealing footage suited for TikTok and Facebook Reels. These platforms require visually appealing and succinct videos, which our strategy ensures.

In our initial editing phase, CapCut, recognized for its user-friendly interface, takes the lead. In this section, we arrange and cut raw footage to produce a captivating narrative flow that corresponds to the video's desired message. Including transitions, text overlays, and other visual effects boost engagement while also aligning the movie with the desired mood and tone.

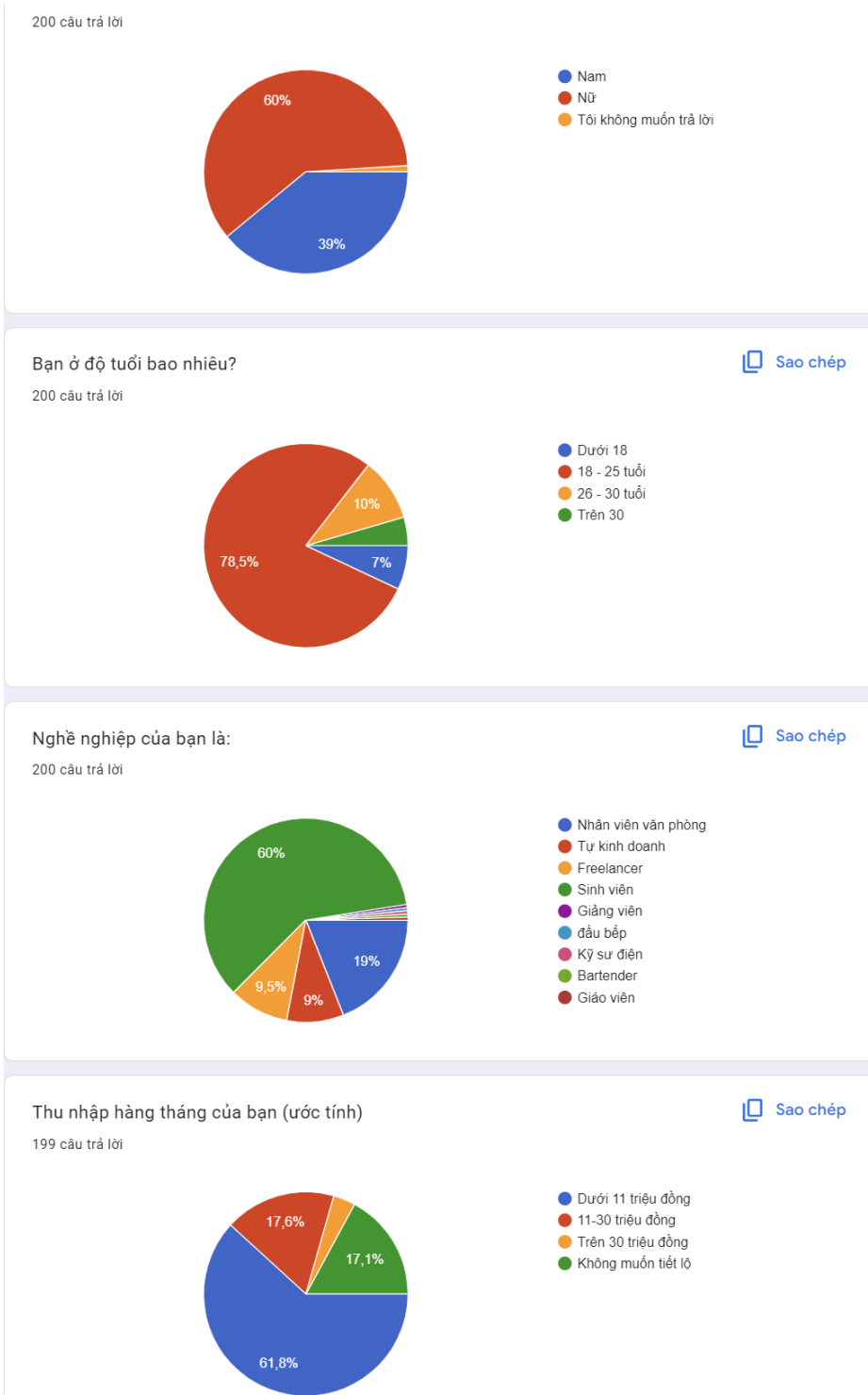
We use the `XT4_FLog_FGamut_to_ETERNA-BB_BT.709_33grid_V.1.01.cube` LUT to achieve excellent color correction. This LUT is useful for altering colors to match the mood and tone of the video, maintaining consistency and visual appeal.

Subtitles are an important part of our video editing process. We are devoted to making videos accessible to all people, thus every video we create includes subtitles. We use CapCut's Auto Caption tool to speed up this procedure. We chose the "Fold" Font because it blends elegance and professionalism while remaining user-friendly. The text is yellow with a black border, making it stand out against a variety of backdrops. This option guarantees that the subtitles pop out on the video while also conveying a sense of proximity and comfort to the viewer.





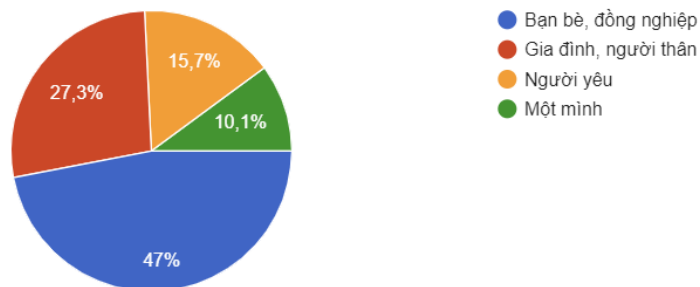
Appendix 3: Survey



Bạn thường đi ăn với ai?

198 câu trả lời

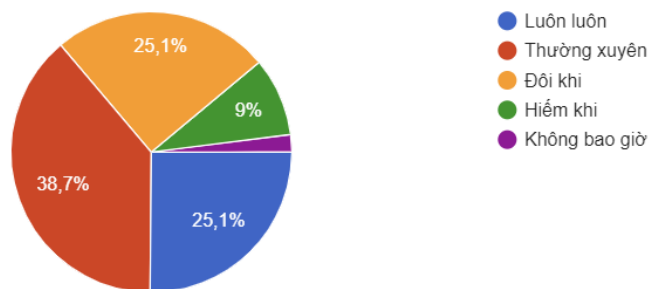
 Sao chép



Bạn có thường chia sẻ quán ăn ngon với người quen hay không?

199 câu trả lời

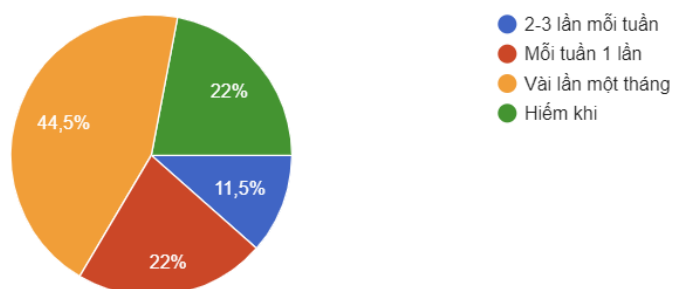
 Sao chép



Tần suất bạn thường đi ăn tại nhà hàng trong vòng một tháng?

200 câu trả lời

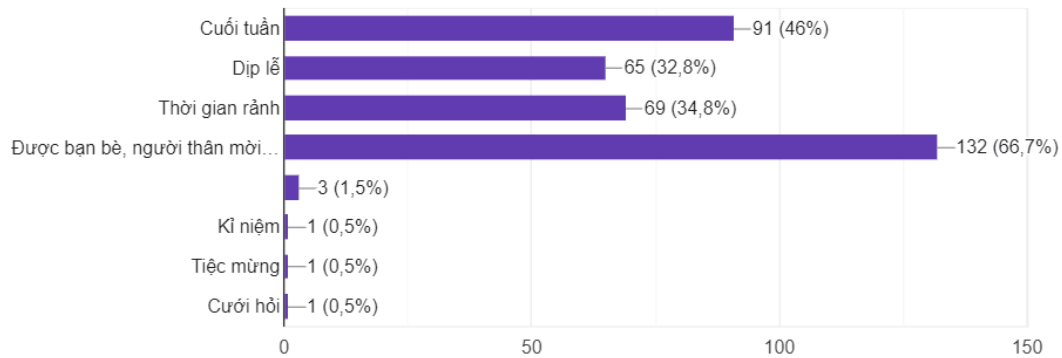
 Sao chép



Bạn thường đến nhà hàng vào các dịp nào? (Có thể chọn nhiều lựa chọn)

 Sao chép

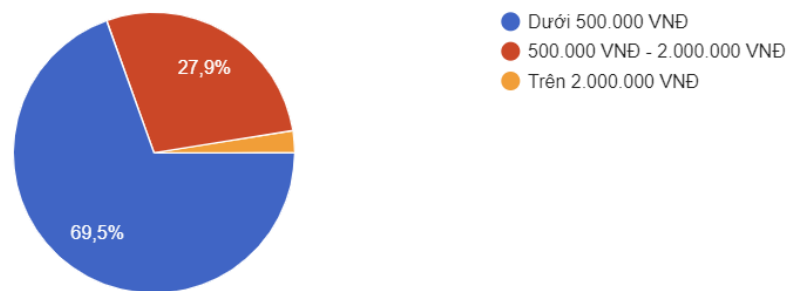
198 câu trả lời



Chi phí bạn sẵn sàng chi trả khi đi nhà hàng?

 Sao chép

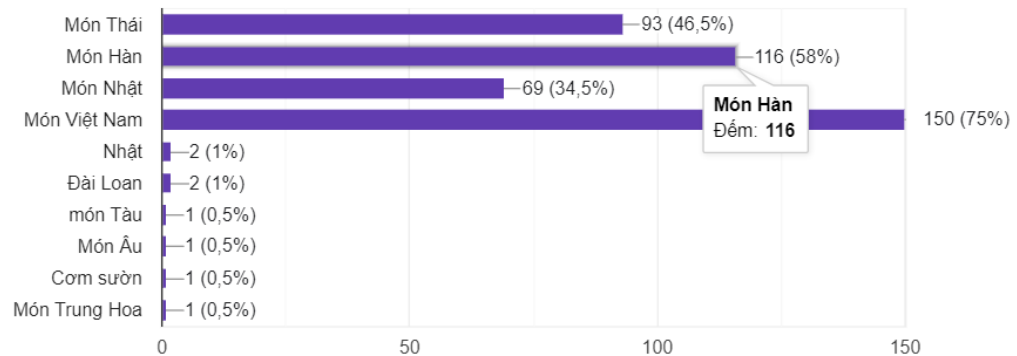
197 câu trả lời



Văn hóa ẩm thực yêu thích của bạn là:

 Sao chép

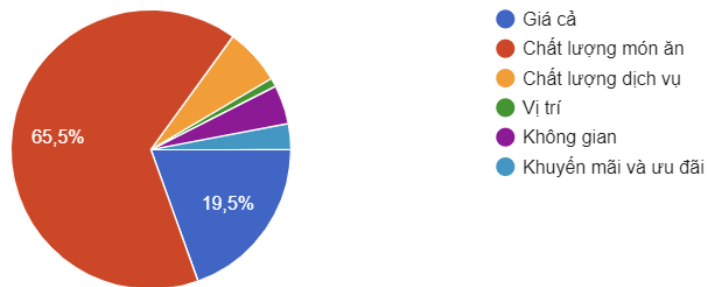
200 câu trả lời



Tiêu chí bạn cho là **quan trọng nhất** khi QUYẾT ĐỊNH chọn nhà hàng?

 Sao chép

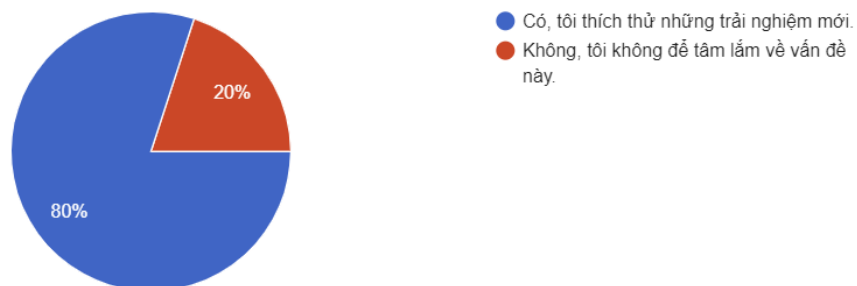
200 câu trả lời



Bạn có thích những trải nghiệm độc đáo tại nhà hàng không, ví dụ như món ăn thử nghiệm hoặc sự kiện đặc biệt?

 Sao  
chép

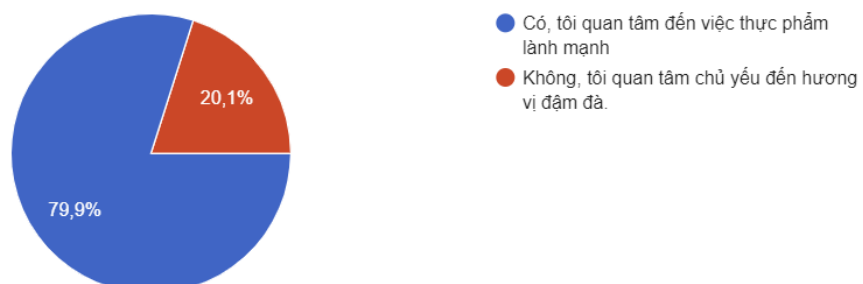
200 câu trả lời



Bạn có quan tâm đến việc ăn/sử dụng các món ăn tốt cho sức khỏe/món ăn chay không?

 Sao  
chép

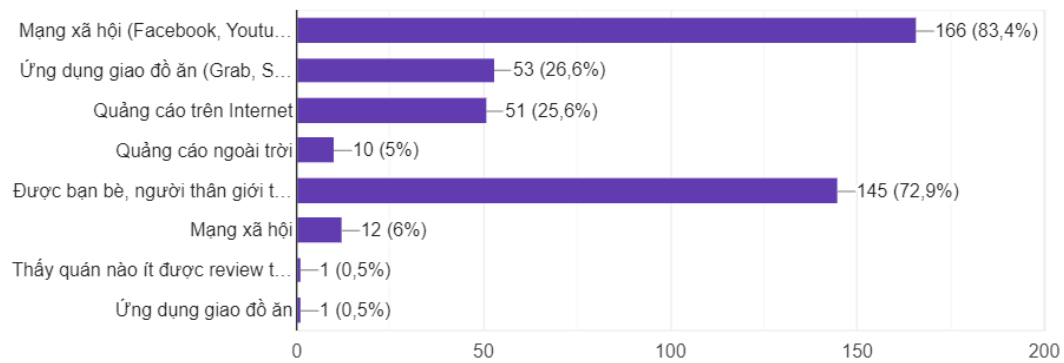
199 câu trả lời



Bạn thường biết đến nhà hàng bằng hình thức nào?

Sao chép

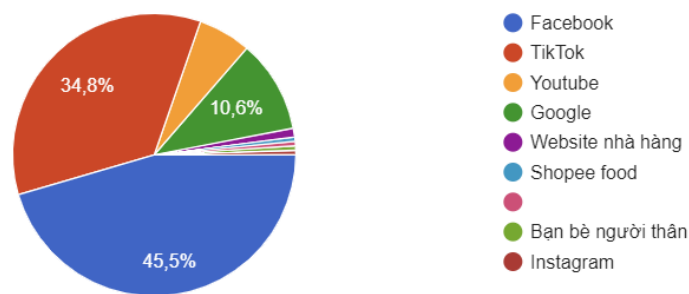
199 câu trả lời



Bạn thường xuyên tìm kiếm thông tin (về quán ăn, mỹ phẩm, xu hướng,...) bằng nền tảng nào?

Sao chép

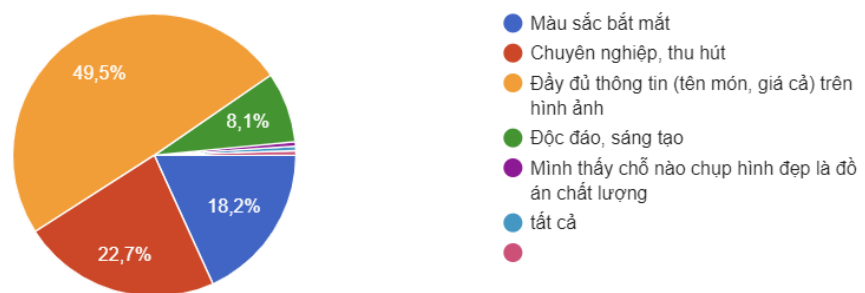
198 câu trả lời



Bạn bị thu hút bởi hình ảnh món ăn như thế nào?

Sao chép

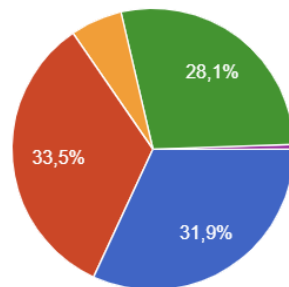
198 câu trả lời



## Loại video ngắn bạn thường xem?

Sao chép

185 câu trả lời

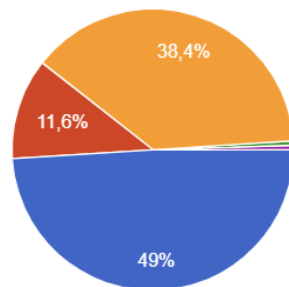


- Video câu chuyện, diễn biến cụ thể, ý nghĩa
- Video review
- Video ăn mukbang
- Video trải nghiệm (VD: Cảm 500k thì ăn được những gì ở Hadilao?)
- không xem video ngắn

## Bạn bị thu hút bởi những video nhà hàng/món ăn như thế nào?

Sao chép

198 câu trả lời

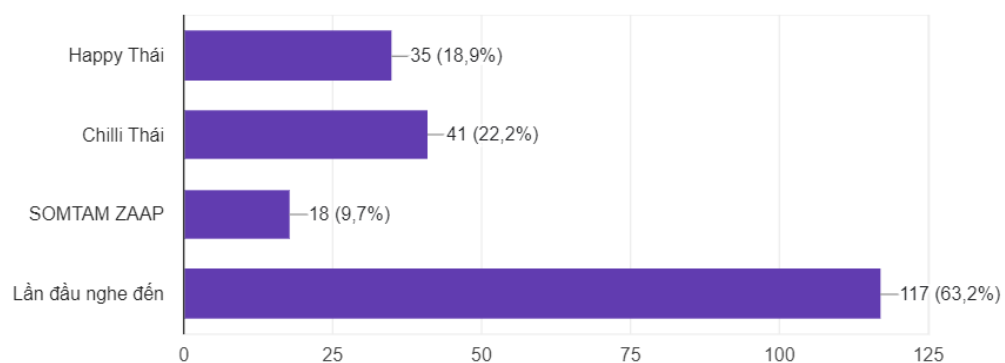


- Nội dung video thú vị, lôi cuốn
- Nội dung video mới lạ, bất ngờ
- Nội dung video thực tế, gần gũi
- không quan tâm lắm
- Thường mình sẽ không xem video đồ ăn nhiều

## Bạn đã từng thấy/biết tới nhà hàng nào trong danh sách dưới đây?

Sao chép

185 câu trả lời



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