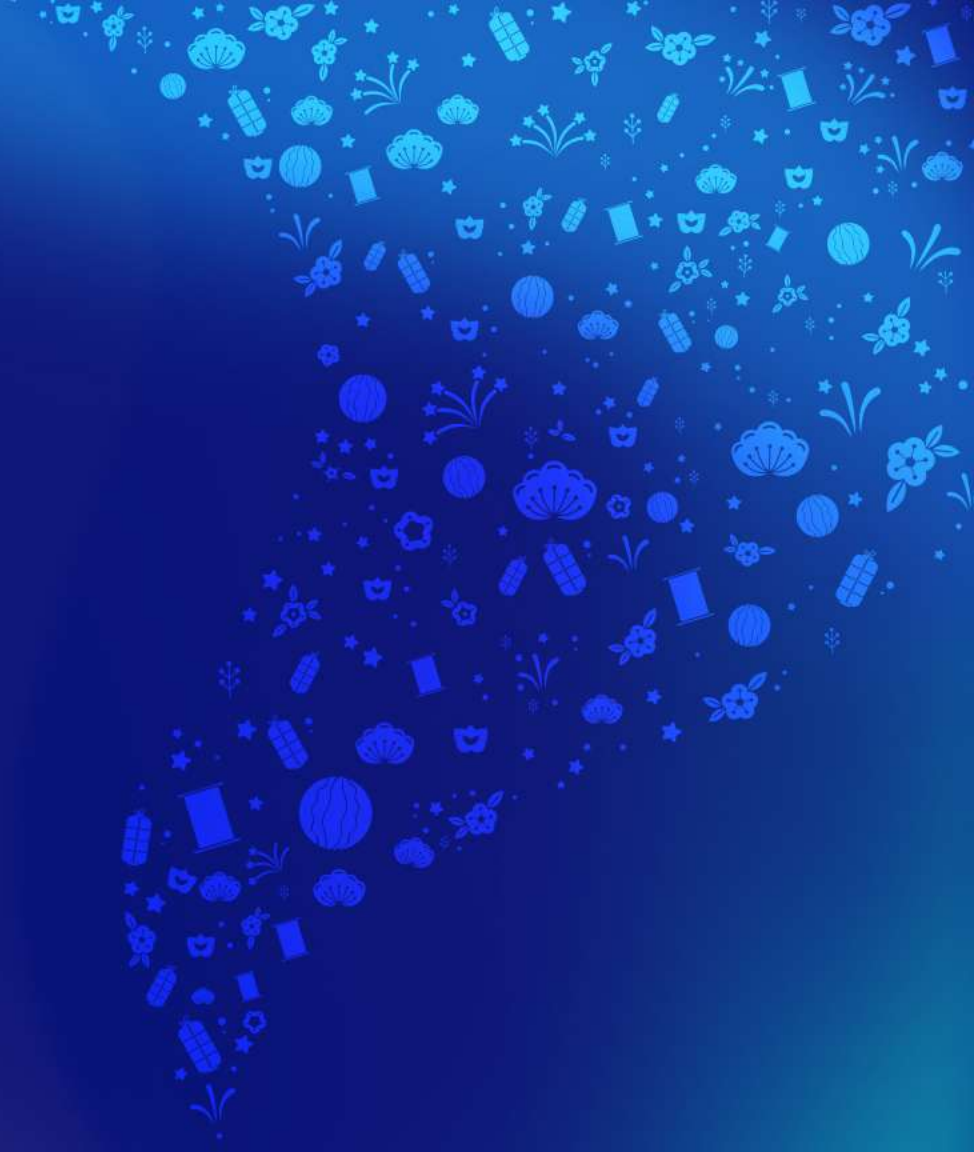




WINNING TET 2021 POST-PANDEMIC

May 29, 2020



MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS

					NBCUniversal			
								
								
								
								
								
								
								



MMA PURPOSE

WHO

The People We Serve

Prime Audience: *Chief Marketers*

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY

Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT

Our Strategic Priorities



Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data



Advocacy

Working with partners and our members to protect the mobile marketing industry



MMA: RESHAPING THE FUTURE OF MOBILE MARKETING

<p>SMoX</p> <p>Mobile ROI Research</p>	<p>MATT MARKETING ATTRIBUTION THINK TANK</p> <p>Marketing Attribution Think Tank</p>	<p>MOSTT MARKETING ORGANIZATION STRUCTURE THINK TANK</p> <p>To Rethink Mrktg Org</p>	<p>SAVE Brand Safety Council</p> <p>Marketer Brand Safety Council</p>
<p>Industry Working Groups</p> <p>Driving the Future of Marketing & Mobile</p>	<p>Guidelines & Best Practices</p> <p>Viewability, Location, Native</p>	<p>MM25 Marketer Peer Group</p> <p>Tackling Core Issues for Marketers</p>	<p>Shared Knowledge of 800+ Members</p> <p>Entire Mobile Ecosystem Worldwide</p>
<p>SMARTIES</p> <p>Awarding Best in Class Mobile Campaigns</p>	<p>CEO & CMO Summit</p> <p>Annual Mobile Think Tank</p>	<p>1,000+ Mobile Case Studies</p> <p>Inspiring Creative Innovation</p>	<p>30+ MMA Events</p> <p>Spread across 20 Countries</p>

UPCOMING WEBINARS

- ≡ May 29 – Winning Tet 2021 post-pandemic (Vietnam)
- ≡ May 29 - **There Is No Playbook For This.....** Creativity & Content
- ≡ June 5 - Next-Gen Creator Marketing: Influencing At Scale & New Audience Post Crisis (Vietnam)
- ≡ June 5 - **There Is No Playbook For This.....** Digitisation & Consumption









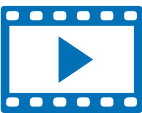



<https://www.mmaglobal.com/webinars>



MMA PROGRAMS & INITIATIVES

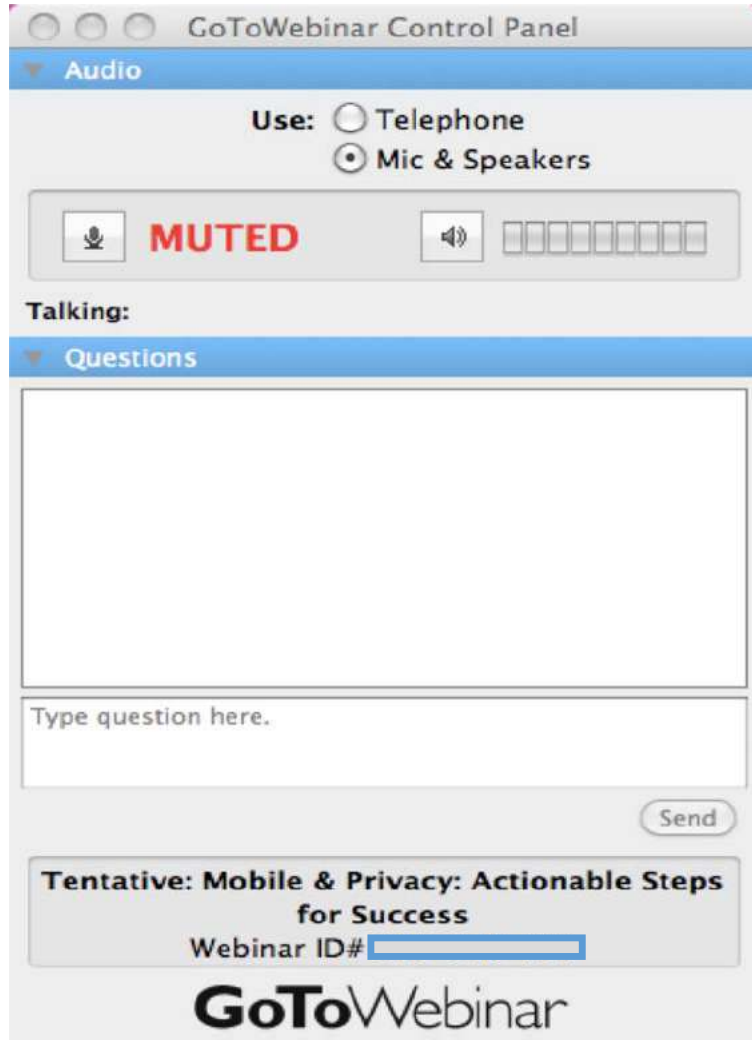
Our programs and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

 Currency Measurement	 Internet of Things	 Location	 Mobile Games	 Mobile Messaging
 Mobile Native Advertising	 Mobile Programmatic	 Mobile Shopper Marketing	 Mobile Video	 Privacy



Enroll by emailing committees@mmaglobal.com

MANAGING YOUR QUESTIONS



Share the Insights

#MMAWeb

SPEAKERS



Chu Thi Diem Thuy
Client Service Director
Adtima



Tran Nguyen Quynh Khanh
Audience Insight Lead
Adtima

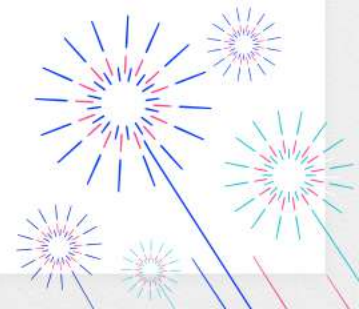
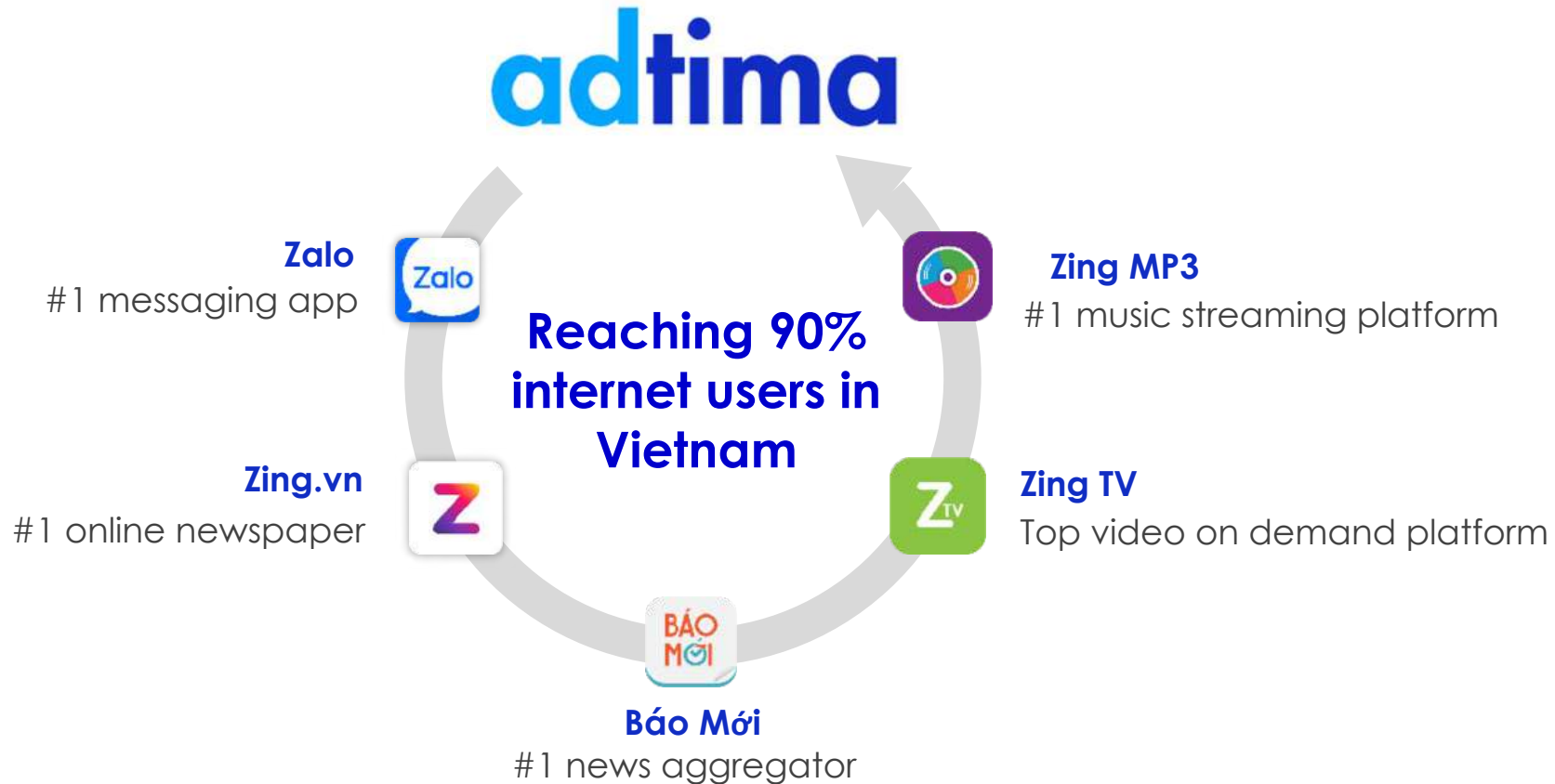


Moderator/Host
Phan Bich Tam
Country Manager
*Mobile Marketing Association
Vietnam, Myanmar & Cambodia*



Adtima is No.1 mobile publisher in Vietnam

Owns top online platforms across Vietnamese passion points.





Research methodology & insight download direction

Forecast Audience Mindset, Behavior and Trends in Tet 2021



Research methodology

Online Quantitative Survey on Adtima platforms, with 2,658 samples (February 2020)



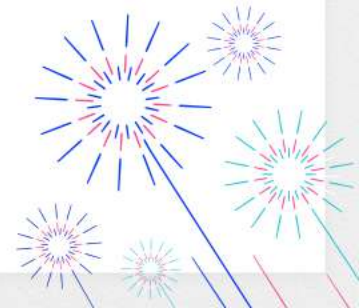
Insight download direction

From “Adtima Tet 2020 Study” (February 2020)

→ Capture the contemporary Tet trends in recent years

From “Adtima Covid-19 Study” (March 2020)

→ Capture the impacts of Covid-19 pandemic





#1

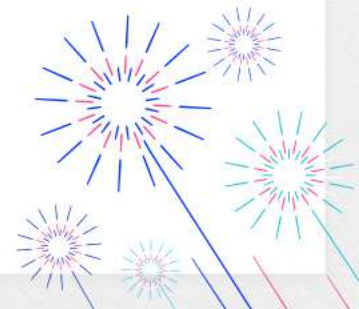
New mindset, lifestyles & behavior in Tet 2021

#2

Implications for Brands

#3

Quick hints from Adtima





2020 - The unexpected longest Tet ever due to Covid-19 pandemic



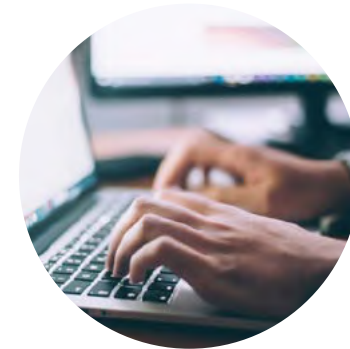
Social distancing

“Pause moment” for self-reflection



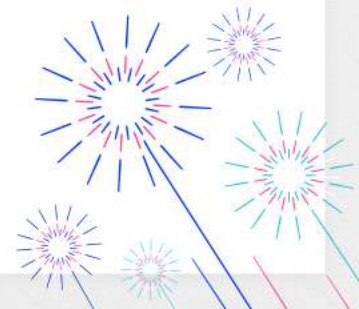
Social & economic stagnancy

Higher concern towards spending capacity



Shifting more to online activities

Accelerate digital transformation & online routine





Prospecting new mindset, new lifestyles, new behavior in Tet 2021



#1 - Optimize Tet spending
Dynamize Tet shopping with E-commerce & O2O journey



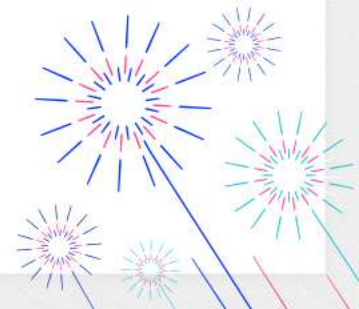
#2 - Simplify Tet rituals
Intertwine Digitalization with Tradition



#3 - Wholehearted engagement
with their beloveds



#4 - Live truly & deeply to themselves





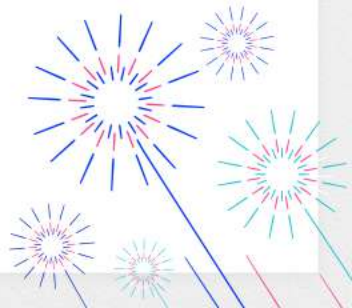
#1 a. Optimize Tet spending





Poll: What is the Top of Mind association of Vietnamese audience when thinking about spending for Tet?

- A** Burden
- B** Happiness
- C** Spiritual belief for prosperity





Spending for Tet has long been a burden



40%

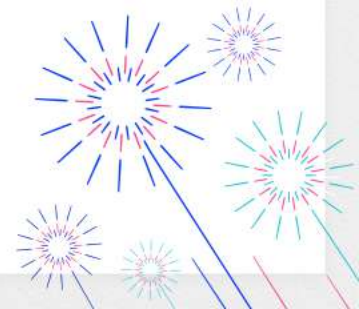
frustrated about consuming lots of money to purchase for Tet

36%

afraid that product/ service cost in Tet always increase

11%

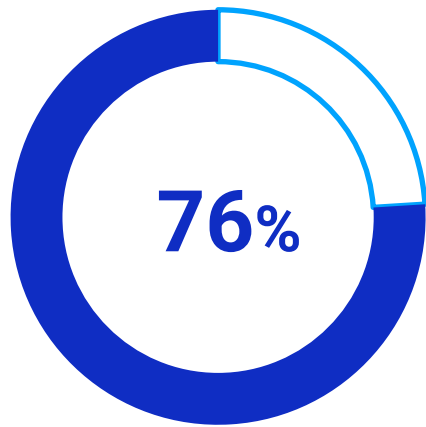
worried that they cannot prepare a proper Tet for their families



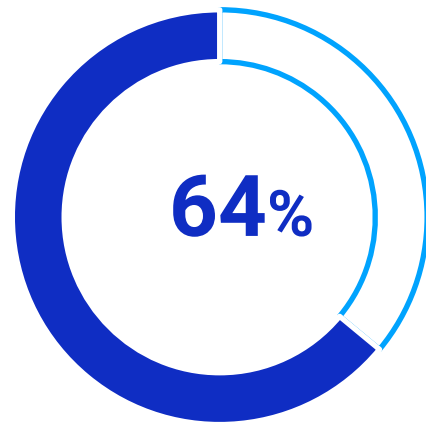


That burden even accelerated after covid-19:
62% believe that Covid-19 pandemic will impact on economic and social situations

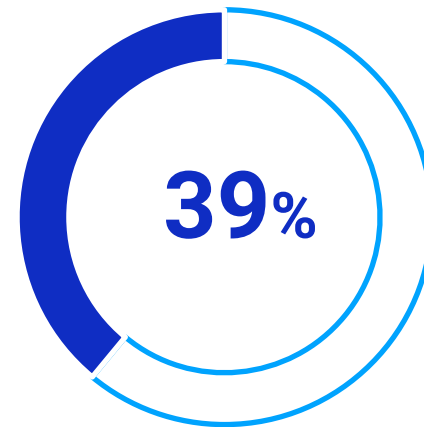
Budget-optimizing solutions for Tet shopping are amplified:



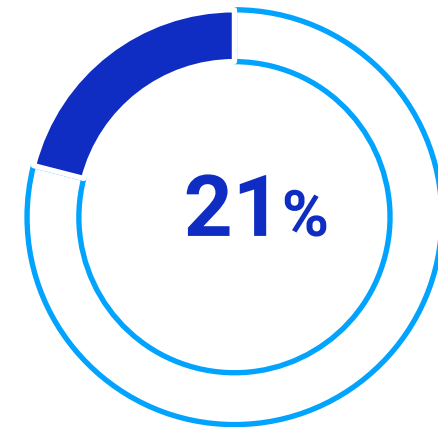
Consumers expect stable prices



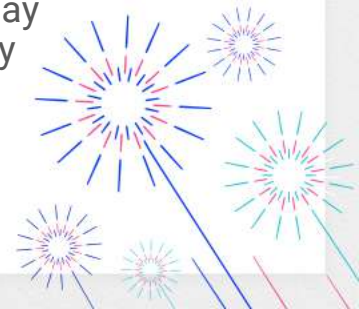
Consumers hunt for promotions/ discounts



Consumers hope for added-value after-sales services (e.g. delivery, gift wrapping...)



Consumers willing to play games to receive lucky money/ promotions





Insight #1a

Optimize Tet spending

Implications

Support audience to release financial burden in clever, joyful & lucky ways

- Provide peace of mind & accompany in optimize Tet by giving more values & smart buying options (bundle/ combo/ group deal)
- Maintain continuous communication to bring the most up-to-date brand news & offerings
- Win over consumer's price-sensitivity & rewards preferability by brand engagement with special Tet benefits

YOUR NEW YEAR FORTUNE BY ZALO

'XIN CHỮ ĐẦU NĂM, ĐÓN LỘC MAY MẮN'

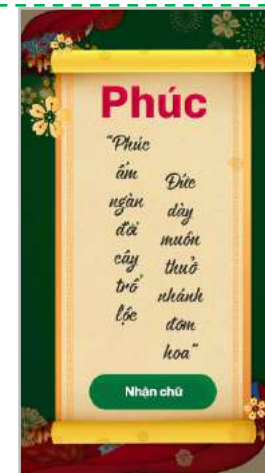


Zalo users can “pick buds for good luck”, there will be various reward for them:

- Lucky money with branded envelope
- E-voucher for e-commerce
- Tết wishes from sponsored brands

Invite more friends or visit daily to collect more play turns during Tết season

Asking people “collecting letters for good luck” and complete full sentence for exchange a lucky red envelope
Grand prize (1B VNĐ) will be shared to people who win the lucky red packet





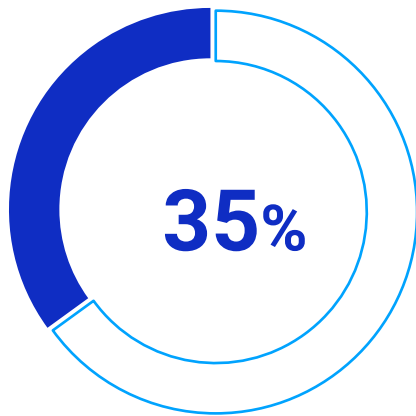
#1b. Dynamize Tet shopping with E-commerce & O2O journey



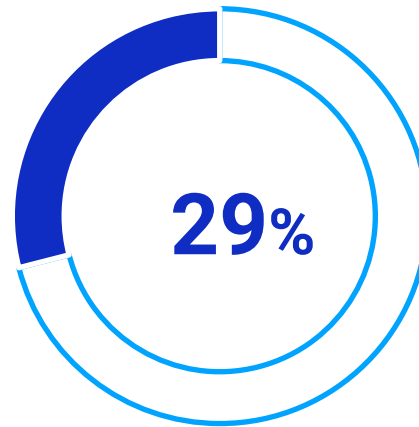


Although having to optimize Tet spending, **consumers still expect exciting Tet shopping experiences**

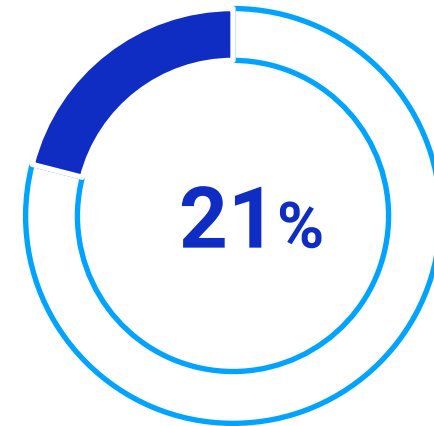
Among top expectations towards Tet shopping



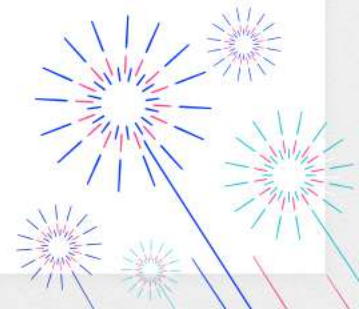
Expect offering Tet specialties



Expect interesting shopping experience (e.g. consulting, interacting with products)

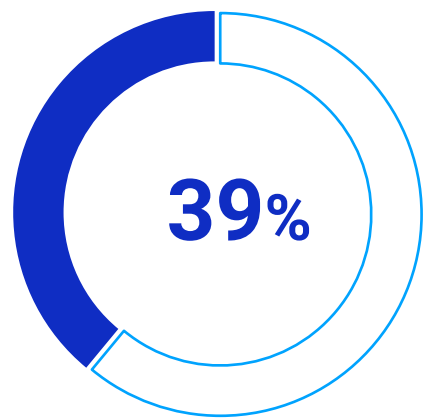


Expect they can purchase during Tet

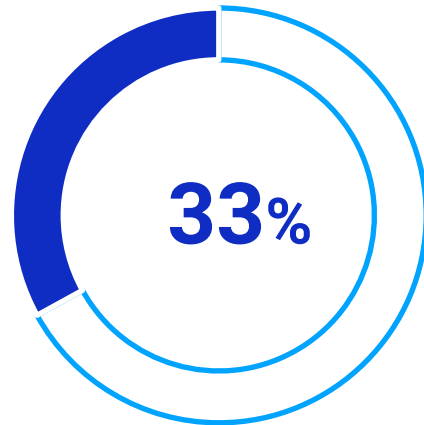




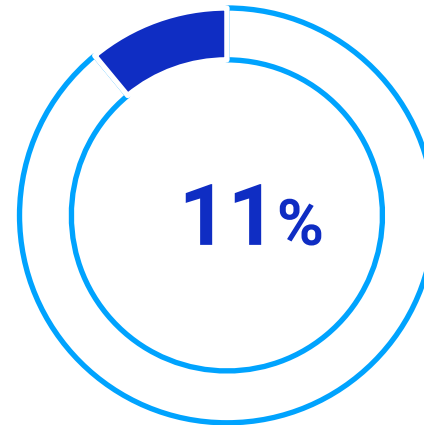
E-commerce has long been emerging channels in Tet that can deliver those expected interesting experience



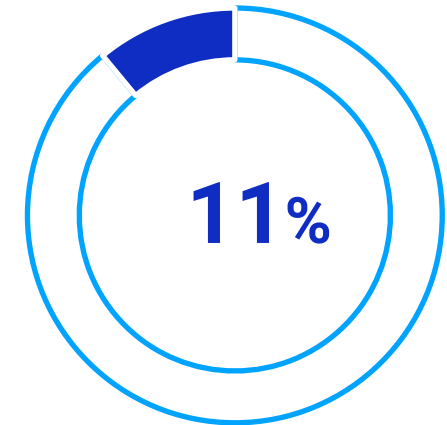
E-commerce websites



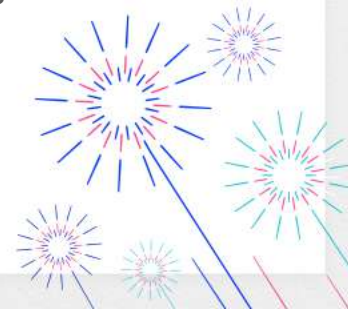
Social sites



Order from foreign websites



Order from Brand/Product sites





That trend has been accelerated after Covid-19 pandemic:



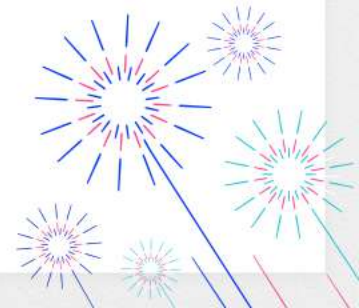
+26%

Consumers ordering food via
online apps



+ 25%

Consumers shop online





Insight #1b

Dynamize Tet shopping with E-commerce & O2O journey

Implications

As the online shopping behavior has been established, how brands ensure seamlessly shopping experience both offline & online is key

- Improve online fulfilment capability
- Ensure to follow consumer path to purchase with E-commerce options to close the loop
- Tap on opportunities to drive consumption by offering exclusive E-commerce deal & offerings

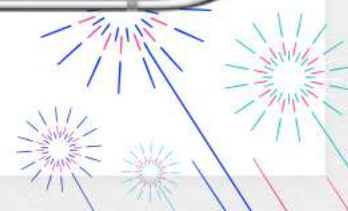
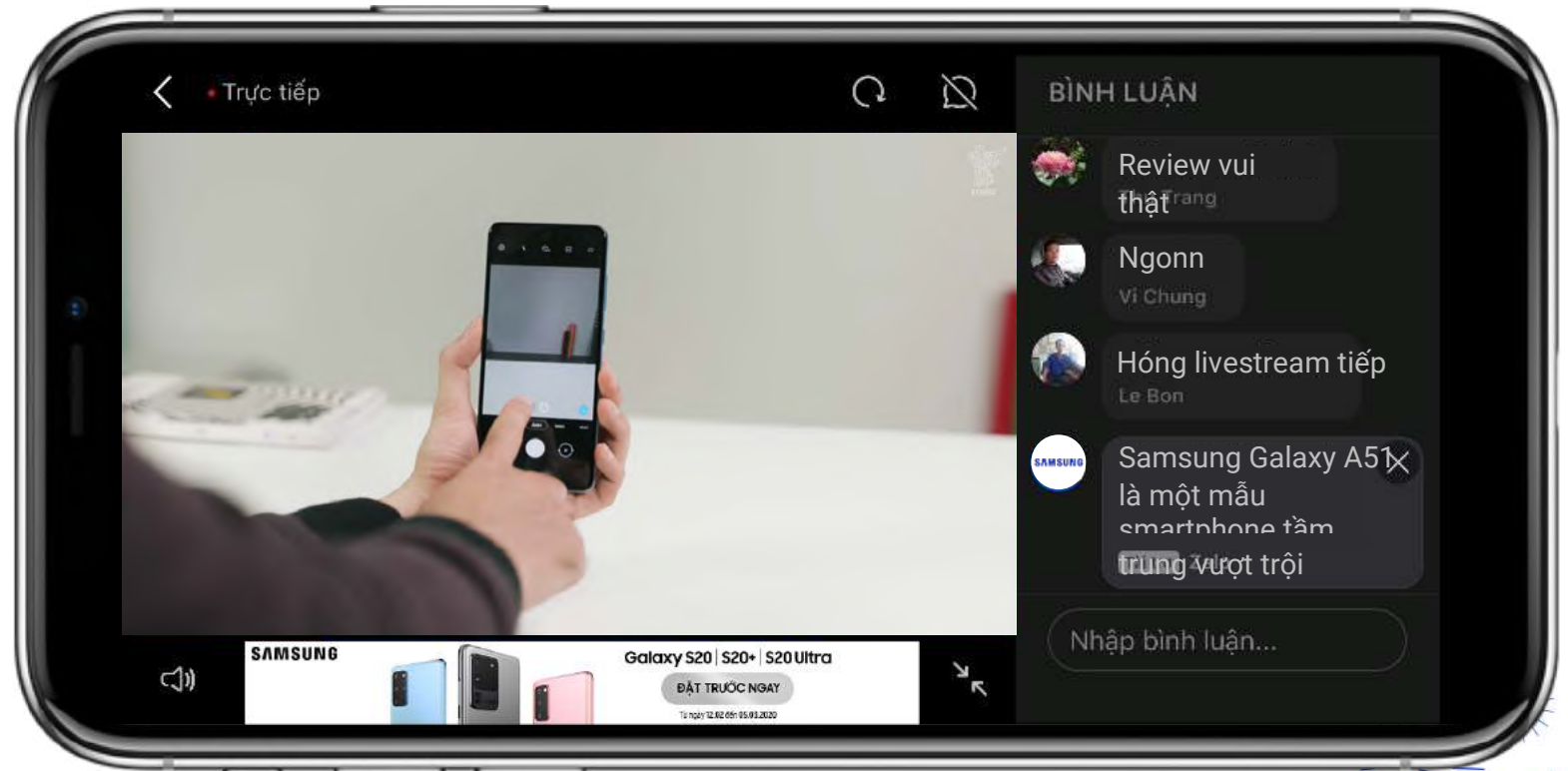


HOT DEAL CÔNG NGHỆ - TẾT LÊN ĐỜI TECH MAKES CONVENIENT LIFE

“Hot deal Công Nghệ” is a new section on Báo Mới with the aim of delivering the best and latest product for users this Tết

In this section, we provide:

- Product review in livestream format where users can watch and interact with brand in real-time
- Articles with detailed product information
- Hottest deal from the best tech brands





HOT DEAL CÔNG NGHỆ - TẾT LÊN ĐỜI TECH MAKES CONVENIENT LIFE

Brand livestream/ TVC and deals of the day

Related articles and product details

Livestream watch-page



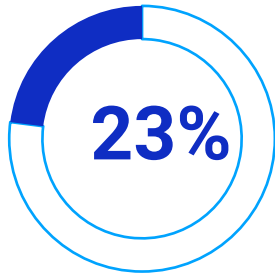


#2. Simplify Tet rituals Intertwine Digitalization with Tradition

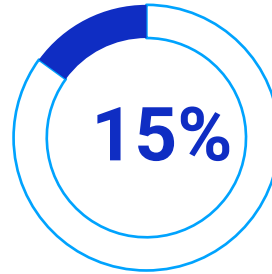




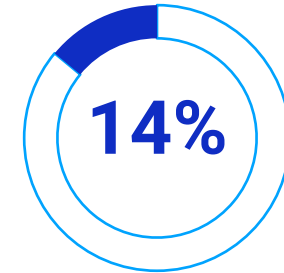
Tet traditions has long been embraced as sacred values in Vietnamese consumers' hearts **However, Tet duties gradually become strenuous and burdensome**



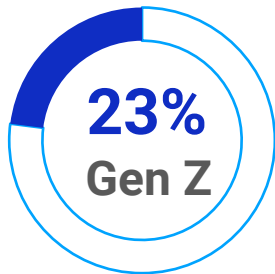
find Tet household work too much to handle



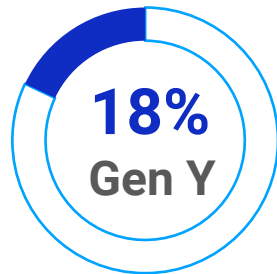
suffer from pressure to comply with traditional rituals (e.g. worship, giving lucky money...)



suffer from pressure to fulfill obligation with bosses/ relatives (e.g. giving gifts, visiting houses...)

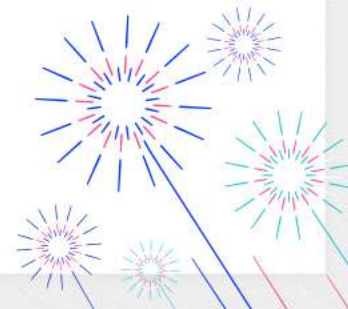


23%
Gen Z



18%
Gen Y

suffer from pressure to answer questions from relatives/ neighbors





They have reached out to digital solutions to release Tet burden, yet facing the dilemma between:



Modernity & Convenience:

32%

spend more time for online activities during Tet

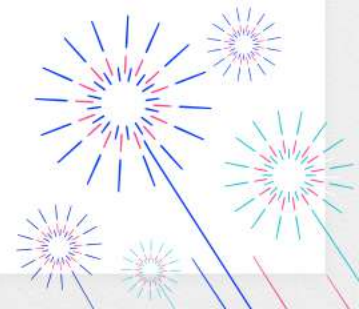


versus

Sacred traditions:

41%

Tet is being modernized, losing meaningful traditions





Consequently, they expect brands to:



38%

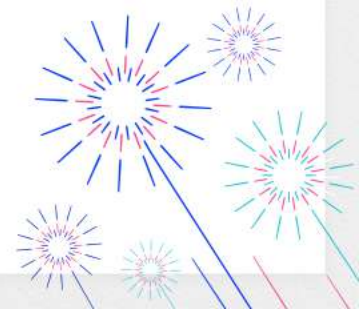
Deliver traditional Tet messages



35%

Deliver Tet atmosphere

in the context of digital marketing





Insight #2

Simplify Tet rituals – Intertwine Digitalization with Tradition

Implications

Fully embrace & celebrate Tet traditions in modern life

- Preserve & joint traditional values with technology enhancement
- Maximized Digitalization to accomplish Tet duties
- Contribute to ignite Tet atmosphere



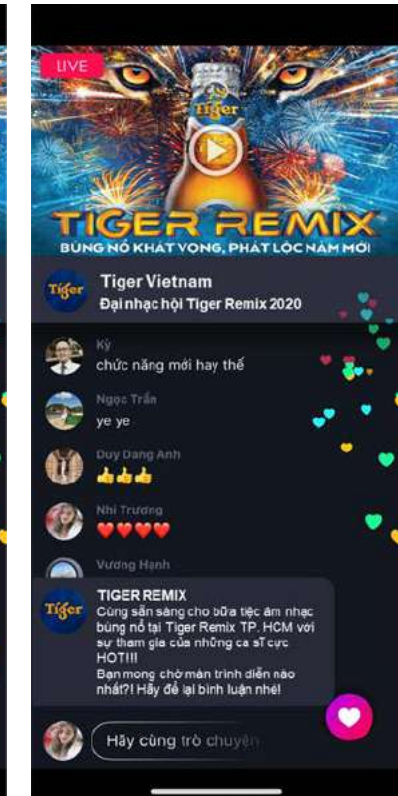
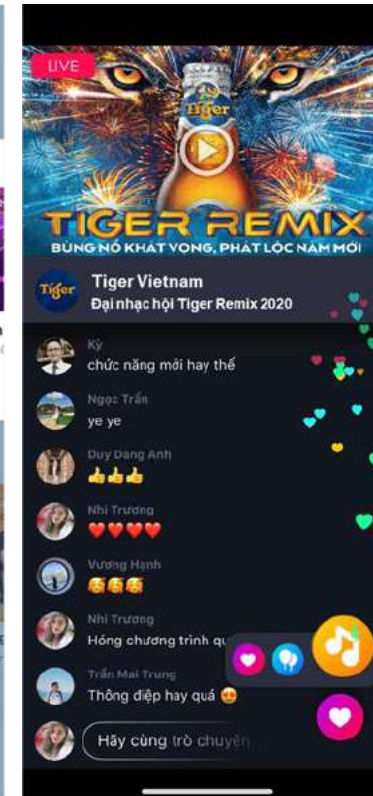
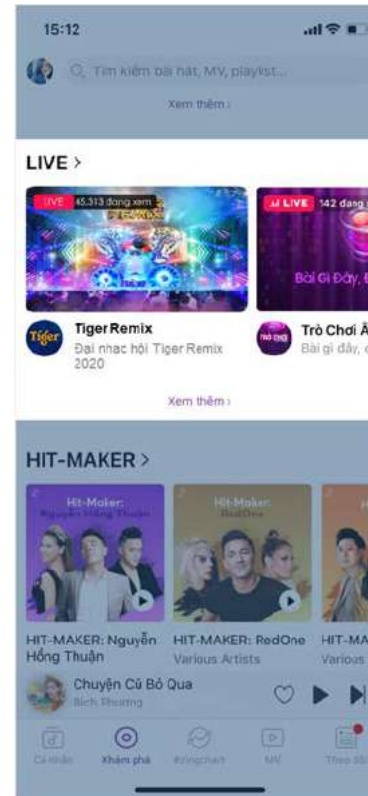
Zing MP3 - countdown livestream party “Đêm hội countdown”

On every New Year's Eve, Countdown Party festivals organized by brands become the most anticipated event of the year.

In addition to engaging with young people who attending offline events, brands also organize livestream so they can reach people who can not join. But the current solution livestream is also quite limited in terms of branding, can only reaching users in the followers group of that brand.

Now, Zing MP3's livestream feature will help brands solve that problem with **“Countdown livestream party”**

Zing MP3 with **~ 31M active users** will be a potential platform for brand events, reach up to **~ 6,000,000 unique users per event** and other attractive benefits in terms of branding.



Taste full Tet

“Tết tròn vị ngon”

Format: Content marketing - Content series

Concept: The content series “A flavorful Tet” / “Tết tròn vị ngon” on Tet’s cuisine:

- Traditional food for a traditional Tet;
- New food for a less oily and boring Tet;
- Renovated versions of food for a modern Tet;
- Easy-yet-tasty food to show off to your family... all cooked with tasty-healthy-affordable recipes.





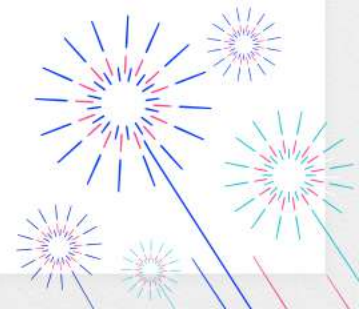
#3 Wholehearted engagement with their beloveds





Poll: Who would Vietnamese audience like to spend time with during Tet?

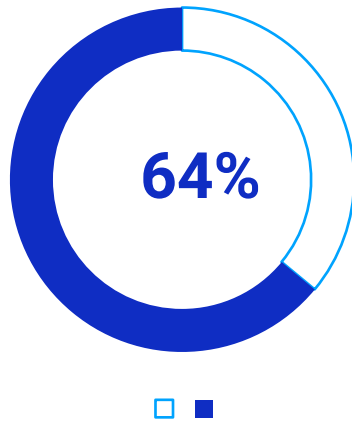
- A** Extended Family
- B** Nuclear Family
- C** Friends



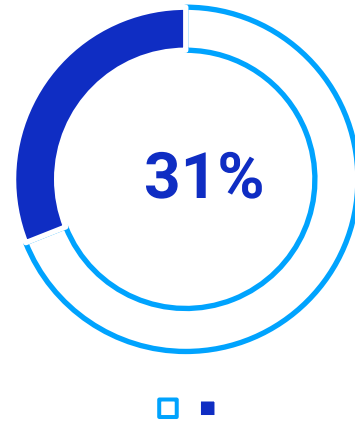


When Tet comes, people usually have to struggle to fulfill social duty with their wide network
After Covid-19 with social distancing & more time at home, people embrace the values of close relationships and valuing precious moments with their beloveds

In recent Tet:

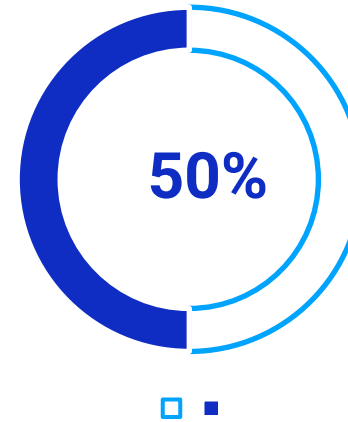


spend more time for their nuclear families

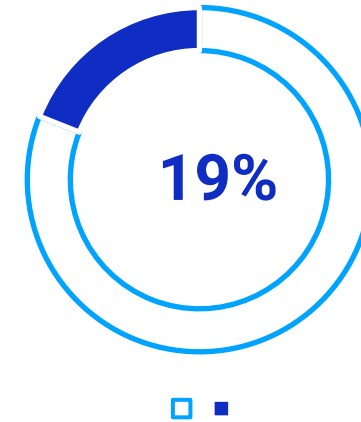


spend more time for close friends and lovers

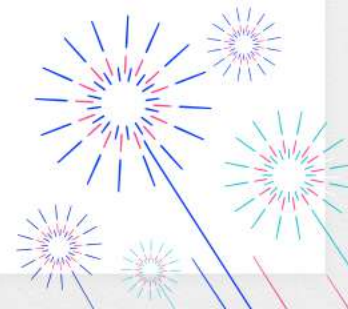
In future Tet:



desire to enhance family bonding



improve love and relationship





They are eager to express their sentiments

Top Messages they expect brands to spread:

50%

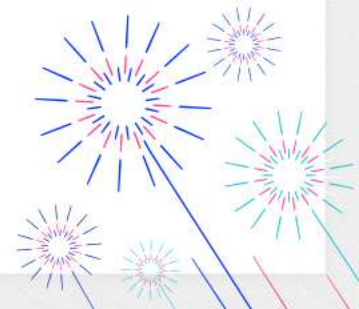
sending loving words

54%

sharing lucky words

54%

meaningful Tet greetings



Consumers are looking forward to hearing/ watching meaningful & loving stories:

Expectation towards Tet advertising:

52%

containing loving messages towards their beloved people

24%

telling about a touching & sentimental stories





Insight #3

Wholehearted engagement with their beloveds

Implications

Facilitate meaningful Tet reunion moments

- Provide digitalized bonding activities
- Provide resources for consumers to share personalized loving messages
- Crafting insightful & touching brand stories

Stickers speak louder than words

x9

During three days including new year's eve, the first & second days, the usage of stickers related to New Year content has dramatically escalated X9 compared to before & after Tet Holiday



Top sticker content in Tet holiday:

Happy new year

Wealth wishes

Lucky money

Hilarious wishes

Funny Tet moments

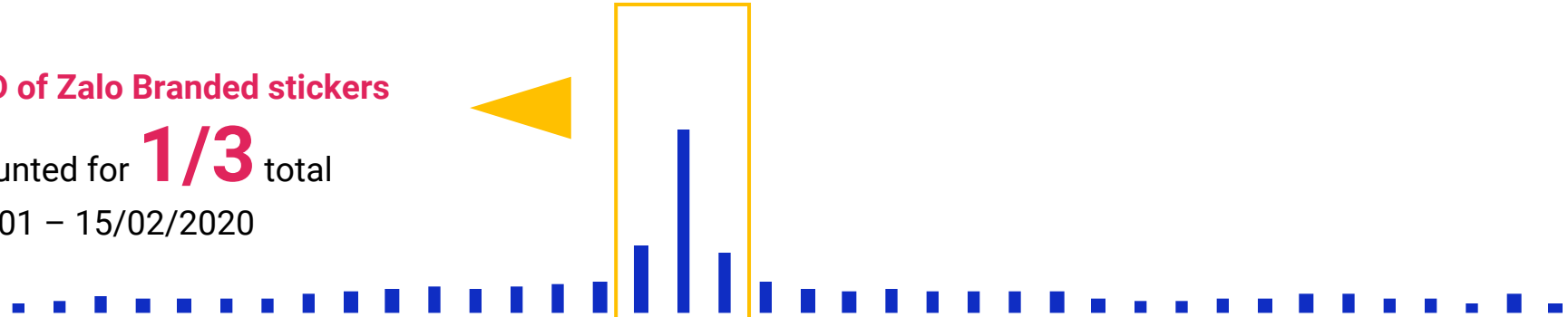
Tet behavior on Zalo – Zalo stickers

Zalo users engaged with stickers the most on the first day of lunar new year



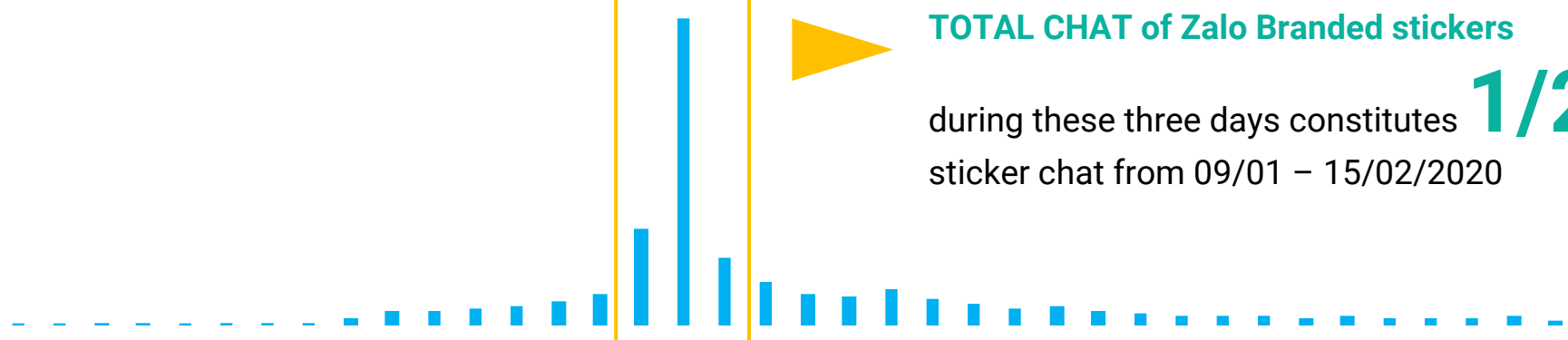
TOTAL DOWNLOAD of Zalo Branded stickers

during 3 days accounted for **1/3** total download from 09/01 – 15/02/2020

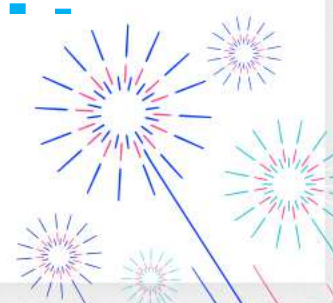


TOTAL CHAT of Zalo Branded stickers

during these three days constitutes **1/2** total sticker chat from 09/01 – 15/02/2020



New Year's Eve The 1st New Year Day The 2nd New Year Day



Tet behavior on Zalo – Zalo stickers

Early listing, top sticker cooperation & sticker hint could bring about remarkable results

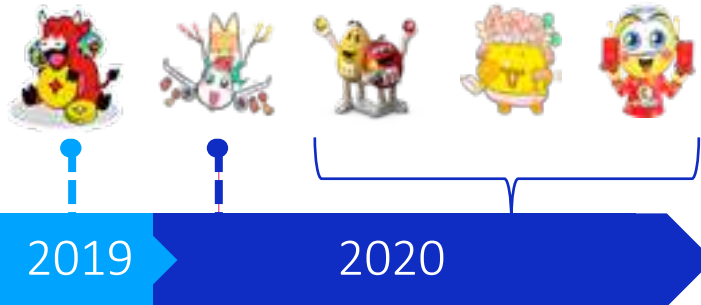


1

Listing on
24 Dec '19

9 Jan '20

15 Jan '20

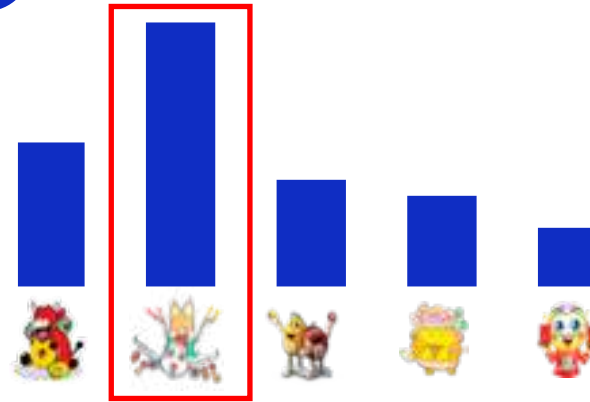


The laughing cow

“Con Bò Cười” had the earliest listing time among branded stickers, which leads to stable download & chat during Tet holidays

2

Total **Download** of Tet Branded Stickers
from 09 Jan – 15 Feb '20

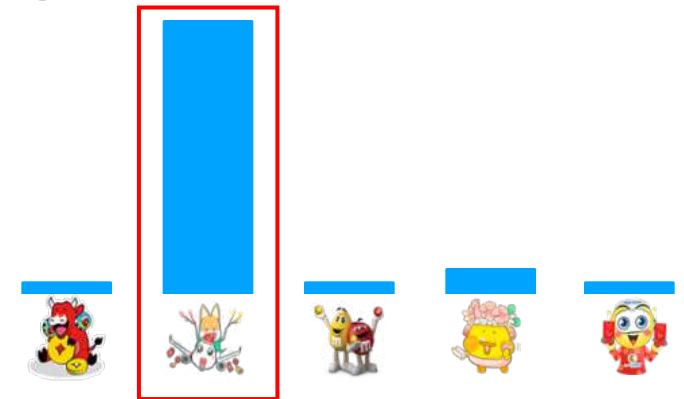


Vietjet Air

“Cà & Méo”, one of the top stickers in Zalo over the years, therefore its ‘familiar face’ won Zalo users’ hearts fairly easier in this Tet holidays which helped VietJetAir hold the leading position & constituted **40% total download**

3

Total **Chat** of Tet Branded Stickers
from 09 Jan – 15 Feb '20



Using sticker hints to boost performance

Sticker hint, a real-time keyword suggestion based on users’ frequently chatted keywords, **has boosted sticker chat** of Vietjetair & “Cà & Méo” sticker set (*), which accounted for **83% total chat** from 09/01–15/02/2020

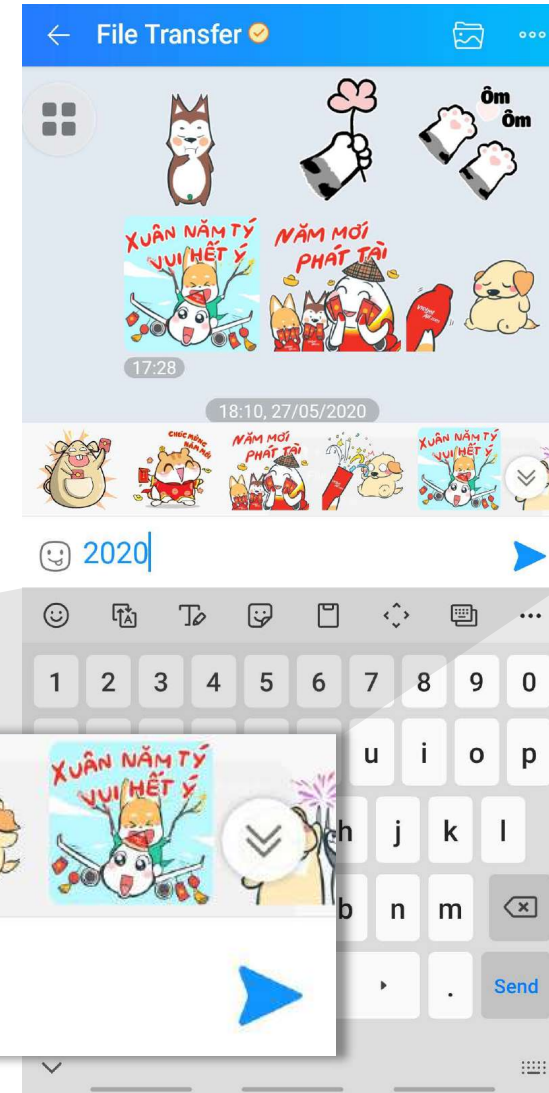
(*) Sticker hint was applied to test performance of the cooperation sticker Vietjetair & “Cà & Méo” for the first time during this Lunar New Year



ZALO STICKER HINT

FEATURING BRANDED STICKER IN ZALO TET GREETINGS

Users type their Tet greetings i.e. "2020", "Chuc mung", "Chuc Tet", "Chuc nam moi", "Chuc suc khoe", etc. and Zalo sticker's suggestion bar will display stickers related to wishing content together with branded stickers





THE IDEAL TET MEALS

“CHUẨN MẸ ĐẢM” OR “CHUẨN MẸ THẨM”?



- Users can upload their Tet meals photo with various Tet frames to showcase their skills and their passion.
- They can proudly stamp their meals “Chuẩn mẹ đảm” sticker or humorously share some cooking disaster with “Chuẩn mẹ thảm” mark.





CHUẨN TẾT MẸ NẤU

APPROACH

Readers see the media on ZingNews & Zalo and know the competition

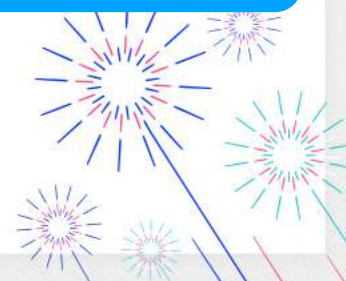
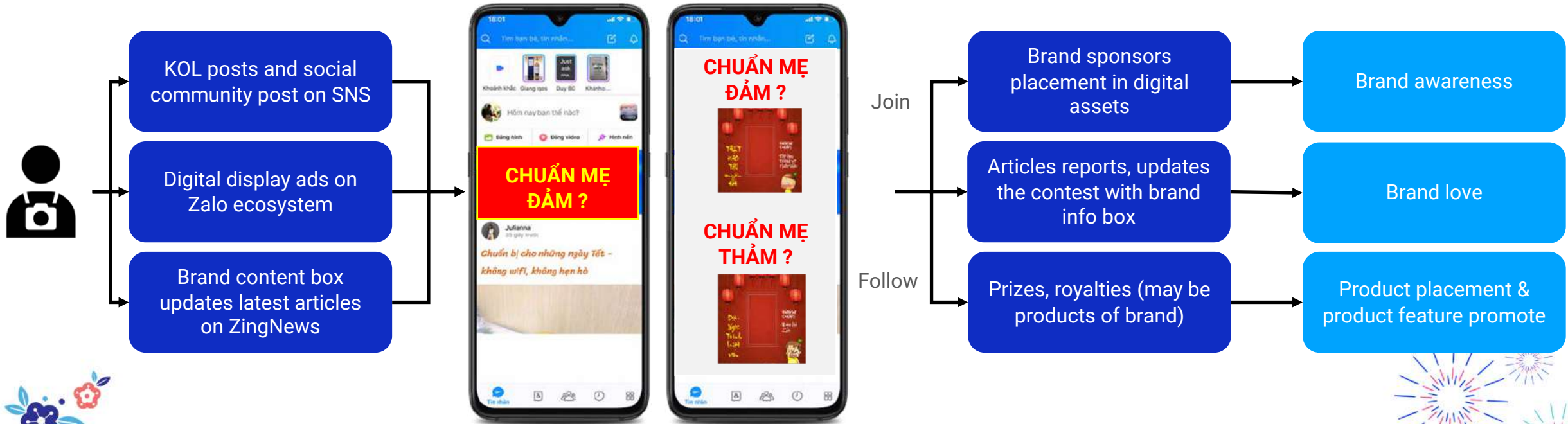
LANDING PAGE

Readers join or follow the competition

TOUCH POINT

Readers access content, media that promote brand image

OBJECTIVE



#4 Live truly & deeply to themselves





Social distancing as precious time for self-reflection and realize what they still miss in lives
Tet is the golden milestones for realizing life aspirations and liberate themselves from daily mess and maize

Self-love

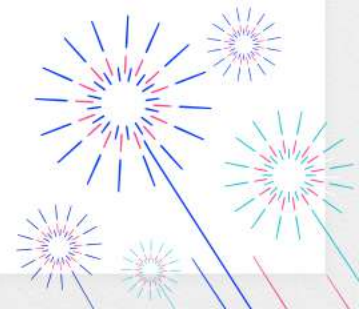
Take care of themselves by enhancing health & beauty

Self-enhancement

Develop their knowledge, career/ study & living standard

Self fulfillment & gratification

Pamper & reward themselves after a burnt-out year with lots of hardship





Self-love

Take care of themselves by enhancing health & beauty

Wishing for new year:

68% hope for better health

18% desire for appearance improvement

Tensions

25% afraid of not having enough time for self-care/ self-indulgence

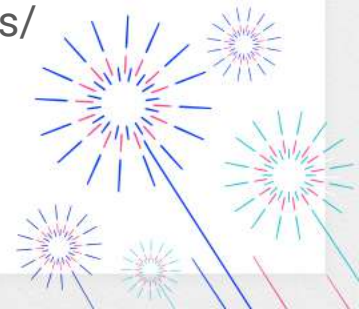
29% worried about having inappropriate/ unbalanced eating and living repertoire

Current self-love/ self-care behavior in Tet:

57% read health topics on online news during Tet

19% purchased health & beauty services to prepare for Tet

14% purchased vitamins/ food supplements for Tet



Self-enhancement
Top aspirations for new year:

60%

desire for better financial conditions

47%

Thirst for a better career

40%

Thrive for improving studying





Self-enhancement - Among top categories purchased in Tet:
Electronic big items are prioritized as enhancing significantly their current living conditions:

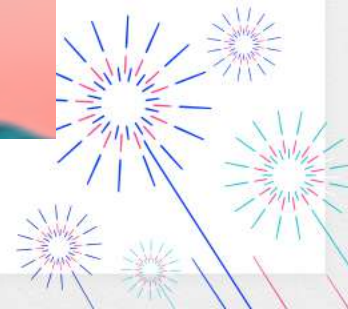
42%

purchased hi-tech products
(e.g. phone, laptop, TV...)



26%

purchased household &
interior appliances





Self fulfillment & gratification: **Pamper & reward themselves after a burnt-out year with lots of hardship**

Top aspiration to retreat themselves during Tet:



21%

spend more time for
self-indulgence

19%

explore about
travelling services

16%

spend more time for
**OOH eating/
entertainment**

12%

seek for
new life experience





Self fulfillment & gratification:

Pamper & reward themselves after a burnt-out year with lots of hardship

Online entertainment has burgeoned as effective means for in-home self-indulgence:

Top online activities

46% online music

41% online videos

31% online games

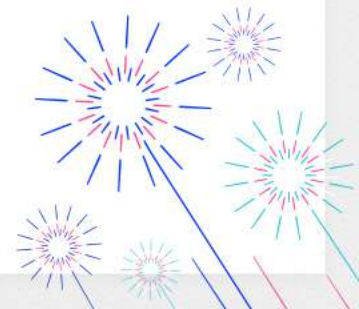
Top online news during Tet:

44% read Entertainment topics (cinema, music)

They expect meaningful entertainment factors in advertising:

39% expect beautiful music in Tet advertisement

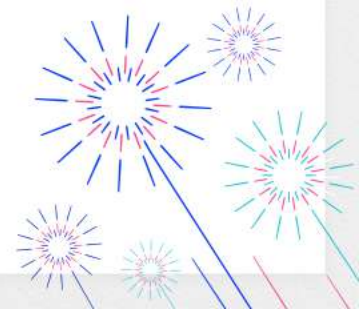
32% expect interactive factors with audience in Tet advertisement





Poll: What would Vietnamese audience expect brands to deliver to help them "Live truly & deeply to themselves"?

- A** Deliver messages to help audience reflect their old year
- B** Reflect outstanding social events in the previous year
- C** Provide helpful knowledge about society
- D** All of the above





Consumers expect brands to share “live truly and deeply” aspirational stories



31%

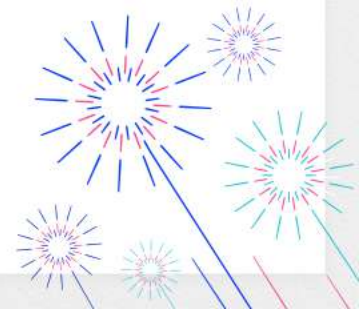
Expect brands to deliver messages that can help them “Reflect old years, ready for new year”

30%

Expect advertisements can related to outstanding social events that have impacted on audience’ lives

45%

Expect advertisements can provide more useful information/ knowledge about society to help audience live better lives





Insight #4

Live truly & deeply to themselves

Implications

Hearten delightful me-time experience

- Inspire & support consumers' caring & self-love, help them accelerate the advancement progress
- Offer authentic & meaningful rewards
- Sparkle Tet ads with entertaining content



ZING MP3 - “TẾT HẾT MÌNH” STATION

“TẾT HẾT MÌNH” station (by [brand]) on Zing MP3 is a playground where users can find extremely interesting, unique and suitable entertainment content for each of different needs so they can enjoy their “me” time in the New Year days.

Station is also a place where brands can connect with users and build brand love by bringing interesting entertainment content with positive & meaningful message to their target audience.

The station is customized only for brand and brand will become a bridge to bring joy on Tet holiday to everyone.





ZING MP3 - "TẾT HẾT MÌNH" STATION



Special content in "Tết Hết Mình" station:

Tet music content

"TET HOLIDAY TUNES" with playlists which suitable for the needs of each target group

YOLO TIME

Tet tunes with playlists to enjoy Tet in the exciting vibes of the party



ME-TIME

Playlists with deep and gentle melody to enjoy the New Year with family and relatives



THE NEW ME

Live radio for new year resolution stories, exercise playlist



Engagement activities "MY DAILY TẾT QUOTE"

"MY DAILY TET QUOTE"

Surely everyday in New Year holidays of each of you has its own story to tell. Let's share your New Year story with a song in "My Daily Tết Quote"
Users share their favorite New Year song to describe their New Year holidays and get a chance to win lucky gift from brand



"Cuộc đời cháu là một đường thẳng, chỉ vì tiền lì xì của cô mà rẽ ngang."
© Dàn Cá Nhỏ ©



"Cô ơi, nếu cháu chưa buông tay, cô cũng đừng cắt ví được không?"
© Dàn Cá Nhỏ ©

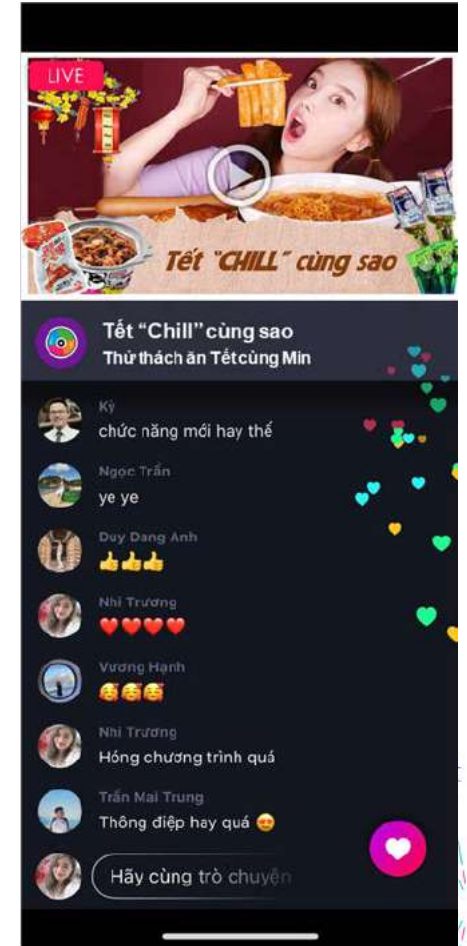


"Từ lúc cô rút bao đỏ, cháu đã biết cuộc đời này cháu thuộc về cô rồi."
© Dàn Cá Nhỏ ©

TẾT “CHILL” CÙNG SAO SHARING “MÂM TẾT QUỲY”

Mâm cỗ cúng Tết is the most important meal to start the new year & memorize the ancestors. People would love to share their meals & also curios to see from others. There are also a lot of “remixed versions” for gatherings & cheering.

- Users can guess the typical Tet meal & guess “Mâm Tết quỳ” arranged by their idols and get rewards from brands.
- Exclusive Livestream x Artists on Zing MP3 when Idols can share their meals & family rituals in Tết.
- This provides a huge chance for fans to interact with their Idols and get lucky money from them.





Prospecting new mindset, new lifestyles, new behavior in Tet 2021



#1 - Optimize Tet spending
Dynamize Tet shopping with E-commerce & O2O journey



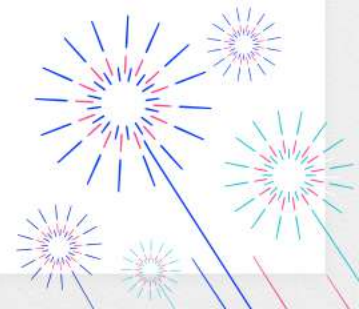
#2 - Simplify Tet rituals
Intertwine Digitalization with Tradition



#3 - Wholehearted engagement
with their beloveds

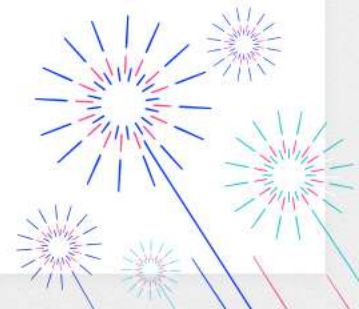


#4 - Live truly & deeply to themselves





Scan QR Code to update the upcoming Full Product Tour for Tet 2021





Thank you!

- **Headquarter Sala**











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UPCOMING WEBINARS

- ≡ May 29 – Winning Tet 2021 post-pandemic (Vietnam)
- ≡ May 29 - **There Is No Playbook For This.....** Creativity & Content
- ≡ June 5 - Next-Gen Creator Marketing: Influencing At Scale & New Audience Post Crisis (Vietnam)
- ≡ June 5 - **There Is No Playbook For This.....** Digitisation & Consumption



Scan me

<https://www.mmaglobal.com/webinars>