



MMA WEBINAR SERIES 2020

**A National Movement By
UNITED LOCAL BRANDS**

SHINES THROUGH IN PANDEMIC

#ProudlyMadein *Vietnam*

JOIN NOW

Language

Vietnamese

MMA Purpose



The People We Serve

Prime Audience

Pioneering Chief Marketers



Our Strategic Priorities

Measurement & Business Impact

Drive marketing effectiveness and the future of measurement for sustainable business growth

Marketer Org Development

Redefine marketing organization dynamics and future capabilities needed in a data

Inspiration

Lead marketing innovation and creative effectiveness/impact for mobile and emerging technologies

Advocacy

Establish standards and self-regulatory guidelines to improve consumer trust and confidence in marketing and connected devices



Our Reason for Being

Purpose

To enable marketers to drive innovation and enduring business value in an increasingly dynamic and connected-connected world.



Managing Your Questions



Share the Insights

#MMAWeb



Speakers



CUONG NGUYEN

Associate Marketing Director
Biti's



TIEN KHONG

Associate Creative Director
Dentsu Redder



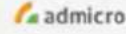
Moderator/Host



PHAN BICH TAM

Country Manager MMA Vietnam,
Myanmar & Cambodia

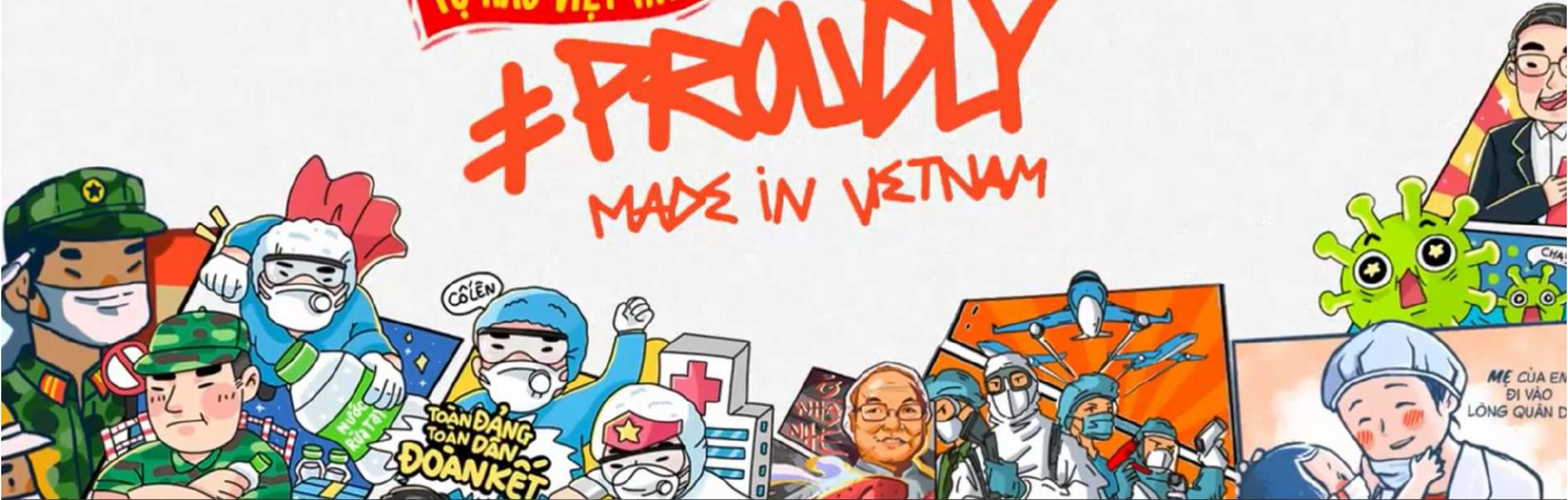




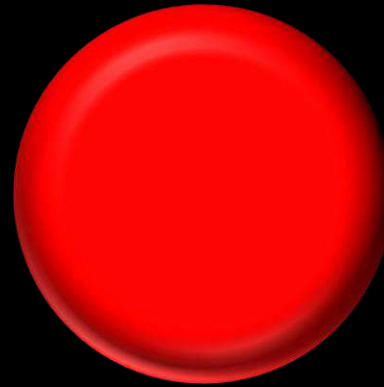
Sharing by

Cuong Nguyen – Biti's Marketing Director and Tien Khong – DentsuRedder As. Creative Director

TỰ HÀO VIỆT NAM
#PROUDLY
MADE IN VIETNAM



Covid-19 not only caused economic & medical crisis



It was a button pressed that reshaped the world into
the new-normal.



Questions this sharing will answer

When budget freezing becomes logical response to the situation, **why** did Bitis invest in this project?

How did Biti's get creative communities, artists, brands **on-board** in this project? How did it turn out?

New trends in the situation of living with Covid-19 and recovering the economy? What Biti's will focus on to activate and widespread the impact of the project?

Background And Strategy

A black and white photograph of a street scene. In the foreground, a truck is driving away from the camera, spraying a thick mist of disinfectant from its rear. The truck's license plate is visible and reads "08 53-30". The street is lined with trees and buildings. The overall atmosphere is one of a city being sanitized during a health crisis.

**Covid-19 = Healthcare system crisis + Business
turndown (global and local scale)**



Covid-19 = Positivity + Brand opportunity



POSITIVITY!



VIET NAM IS GOING THROUGH A TOUGH TIME IN THE MIDST OF COVID-19.

A raised fist is the central focus, surrounded by numerous red, spherical virus-like particles. The background is a light blue color. The text is overlaid on the right side of the image.

VIỆT NAM LÀ NHẤT

VIỆT NAM LÀ NHÀ

BUT NEVER HAVE THIS SMALL COUNTRY WITNESS SUCH
HUGE LOVE
HUGE POSITIVITY

WHERE UNCONDITIONAL CARE, LOVE, COMPASSION SHINES THROUGH



Mr. Luc bought returned fruits (due to border closing) and turn them into flavored breads



Free mask for those in need



Soldiers sleep outdoor to give space for quarantined citizen



9-year-old girl donate all her lucky money for mask & hand-sanitizers



Free Food & Commodity for quarantined residence



AND NO ONE WILL EVER BE LEFT BEHIND

A dedicated flight with voluntary crew to Wuhan – the outburst of pandemic, to take all Vietnamese back home

And once again, we truly understand the spirit of the word **[ĐỒNG BÀO]**





Adam Giddens ▸ Hanoi Massive Community

13 tháng 3 lúc 10:17 · 🌐

I wanna give a big thank you and applause to the Vietnamese government for the way they have handled the virus situation so far...

Amazing that Vn shares a 1200km land border with China yet there are still under 50 cases in the country, despite having a population of over 90 million. Some countries thousands of miles away from China (Italy, Iran, UK) are experiencing thousands of cases because they didn't act fast or harshly enough. I actually feel safer here in Vn than I would feel if I was back at home in Canada. In my country, they still haven't even closed borders to anyone because they are too afraid and nice to offend anyone and now the virus is starting to spread fast.

I have never seen a country take such drastic measures to protect its borders and citizens in the way that Vietnam has. Last week, the frickin chemical warfare unit of the army showed up on my street in Truc Bach because one girl here caught the virus. Incredible response. The government meant business from day 1 and it is paying off handsomely.

So thank you Vietnam! ❤️

👍 Thích

➦ Chia sẻ

👍❤️😄 3K

194 lượt chia sẻ

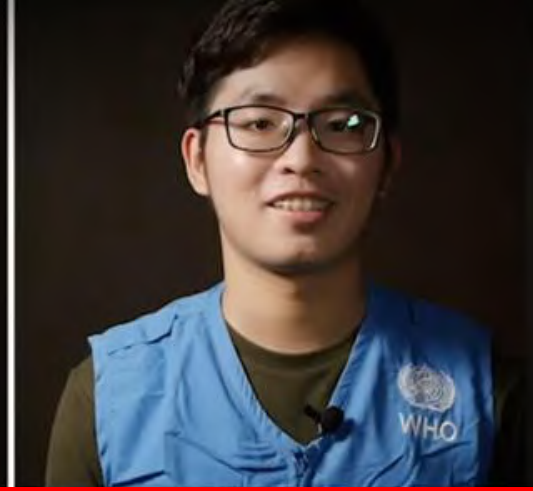
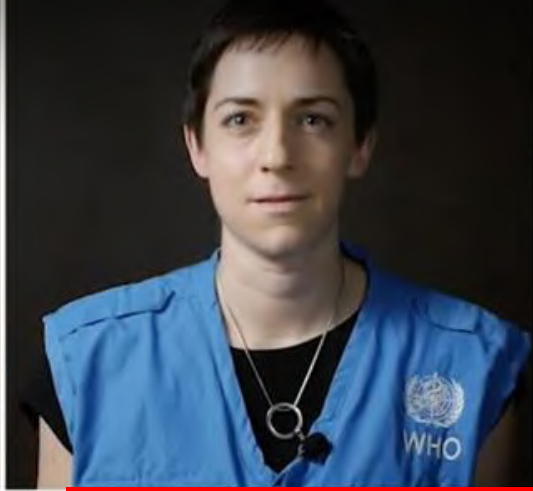
OUR SMALL COUNTRY RISES IN THIS PERIOD OF TOUGHNESS, A TINY VERSUS OTHER GIANTS BUT DEFINITELY SHINES, SUPERIOR IN THE WAY OF PROTECTING AND CARING PEOPLE.

American Johnson - Compop Fan Account @AmericanJohns... · Mar 7
I've been in even very poor rural Vietnamese hospitals and received good care, and generally my care has been way better than anything in the USA. Of course I'm not wealthy and I've never had insurance in either country. And that's exactly the point.

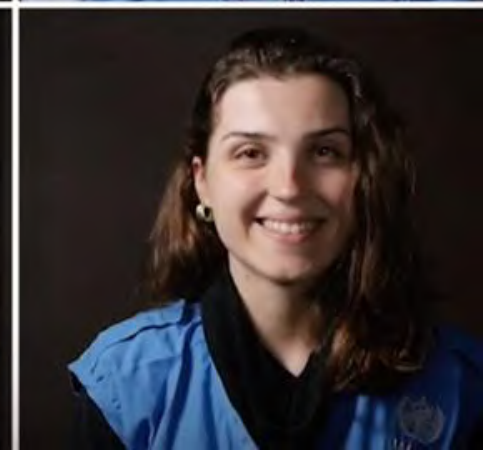
American Johnson - Compop Fan Account @AmericanJohns... · Mar 6
So anyway people keep asking if I'm ok and showing concern for me living in Vietnam right now but I'm much more worried about all of you, I'm in the safest country in the world

Thomas Hellem @Br33ch3r · Mar 7
Replying to @AmericanJohnson and @Braddock512
Norwegian here, and I'm just in awe at how well the Vietnamese government has handled this situation. Norway has handled this situation horribly and it is currently just getting worse.





NEVER BEFORE STANDING ON OUR FEETS, STEPPING UP AS A VIETNAMESE THAT PRIDE WORTHY.



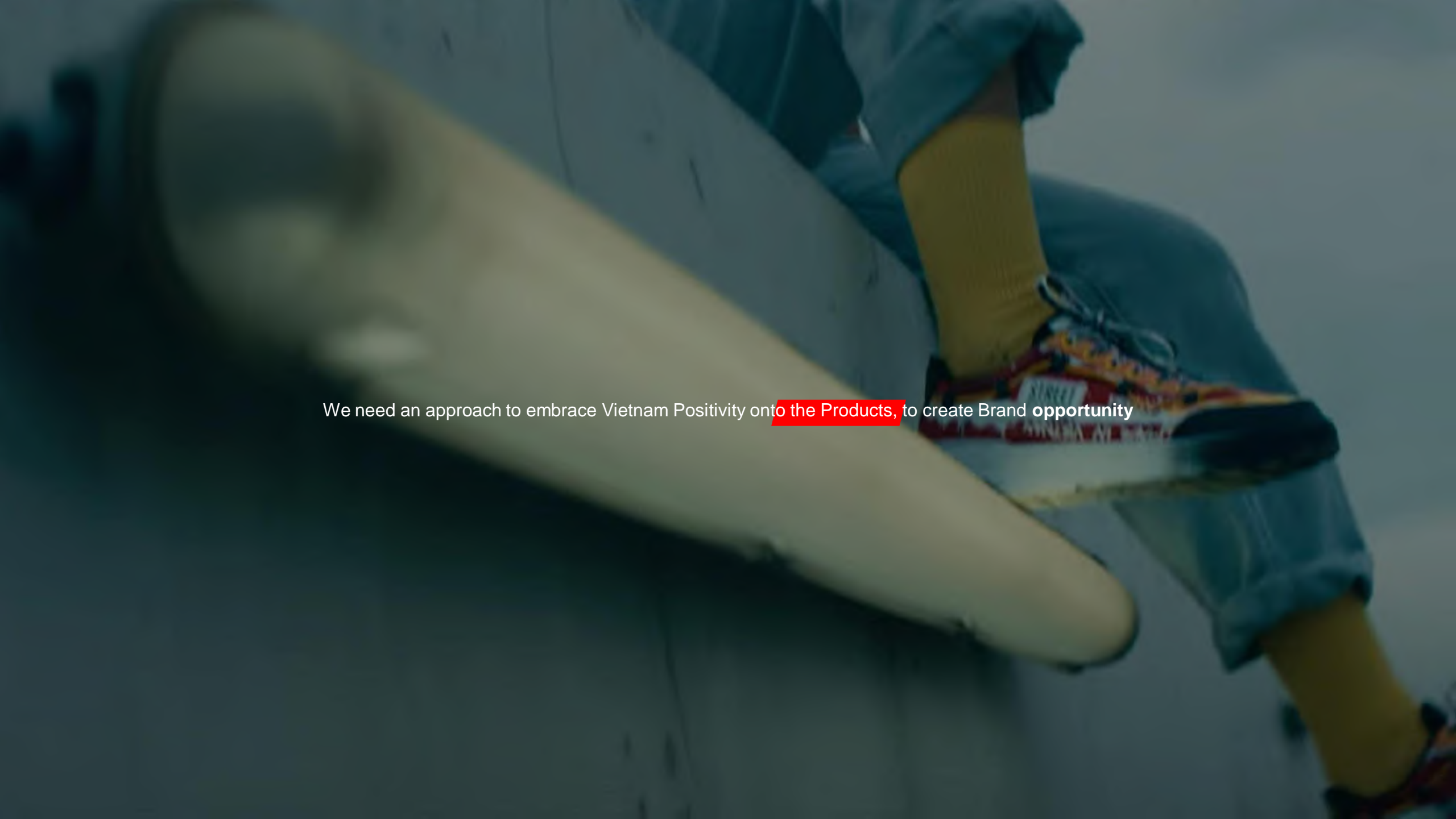


BRAND OPPORTUNITY

Brand appreciation uplift

Business & Brand presence sustenance

Momentum for bounce-back

A photograph of a person's legs from the knees down, wearing light blue denim jeans and colorful, patterned sneakers with yellow socks. The person is sitting on a light-colored wooden floor. In the foreground, a large, white, curved object, possibly a piece of furniture or a shoe, is partially visible. The overall lighting is soft and slightly dim.

We need an approach to embrace Vietnam Positivity onto the Products, to create Brand **opportunity**

**Message
Deployment
And Results**



The long-term platform we created in 2019

Leverage on Human Megatrend of

***PERSO-
NALIZE***

To fit my own perspectives

***JOIN
HANDS***

And raise voice for good cause

Proudly presents **CANVAS OF PRIDE**

A special Collection | Inspired and Voted by Vietnamese | Crafted by Communities & Artists.



Canvas of Pride from Biti's Hunter

How a Vietnamese sneaker brand
created an inspiring national movement



Non-commercial commercial

Maximum freedom for creativity & engagement

Contribution back to society

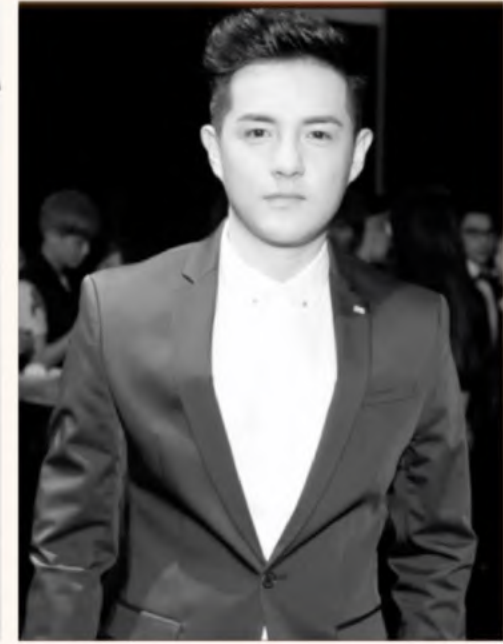
Celebs **voluntarily joined hands**



As visual creators



As music creator



As supporters

Within days it gained over 380 local and international media mentions,



generated thousands of conversations,
hitting over 2.5 million social engagements and interactions.

Brands voluntarily joined hands

Shared platform

Brand opportunity

Contribution back to society



← PROUDLY MADE IN VIỆT...  

#onhacoShopee



#PROUDLY
MADE IN VIETNAM

Lần đầu tiên, Biti's kết hợp cùng Shopee và các Thương hiệu Việt, cho ra mắt Bộ sưu tập độc quyền và giới hạn **VỀ LÊN TỰ HÀO VIỆT NAM**.
Mỗi tác phẩm là một câu chuyện về sức sáng tạo, lòng nhân ái, nghị lực, tiềm năng và sự lạc quan có thật #MadeInVietnam.

Mỗi đơn hàng thành công là bạn đã cùng chúng tôi:

- Ghi lại dấu son thời đại cho riêng mình
- Trích góp cùng Việt Nam chống dịch Covid19

THƯƠNG HIỆU VIỆT ĐỒNG HÀNH
TINH THẦN VIỆT VỀ LÊN TỰ HÀO VIỆT NAM


01 CÙNG KHOÁC LÊN
NIỀM TỰ HÀO VIỆT NAM



 | CANIFA

02 TRỞ THÀNH NGƯỜI HÙNG,
MANG NIỀM TỰ HÀO VIỆT NAM VƯƠN XA



 | BCO

Biti's Hunter then introduced the first #ProudlyMadeInVietnam marketplace on Shopee, the No.1 e-commerce platform in Vietnam,



**BỘC QUYỀN RA MẮT
BỘ SƯU TẬP**

#PROUDLY
MADE IN VIETNAM

PRE ORDER NOW



100+

Submissions

1,000,000

Interactions

7,000

Shoes preordered

50,000

Accumulated orders for all brands



**Key take-away initiatives for bitis & local brands
(leading corporates & SMEs)
in upcoming periods**



UPCOMING TRENDS

Shift in investment

Domestic consumption

An aerial photograph of a lush green mountain valley. The hillsides are covered in terraced rice fields, creating a rhythmic pattern of green and brown. A river flows through the center of the valley, and a winding road is visible on the right side. The sky is filled with soft, golden light, suggesting a sunrise or sunset. The overall scene is peaceful and scenic.

HOW TO LEVERAGE

Locality & Culture

HOW TO LEVERAGE

Agile Innovation

(Digital transformation – Product)

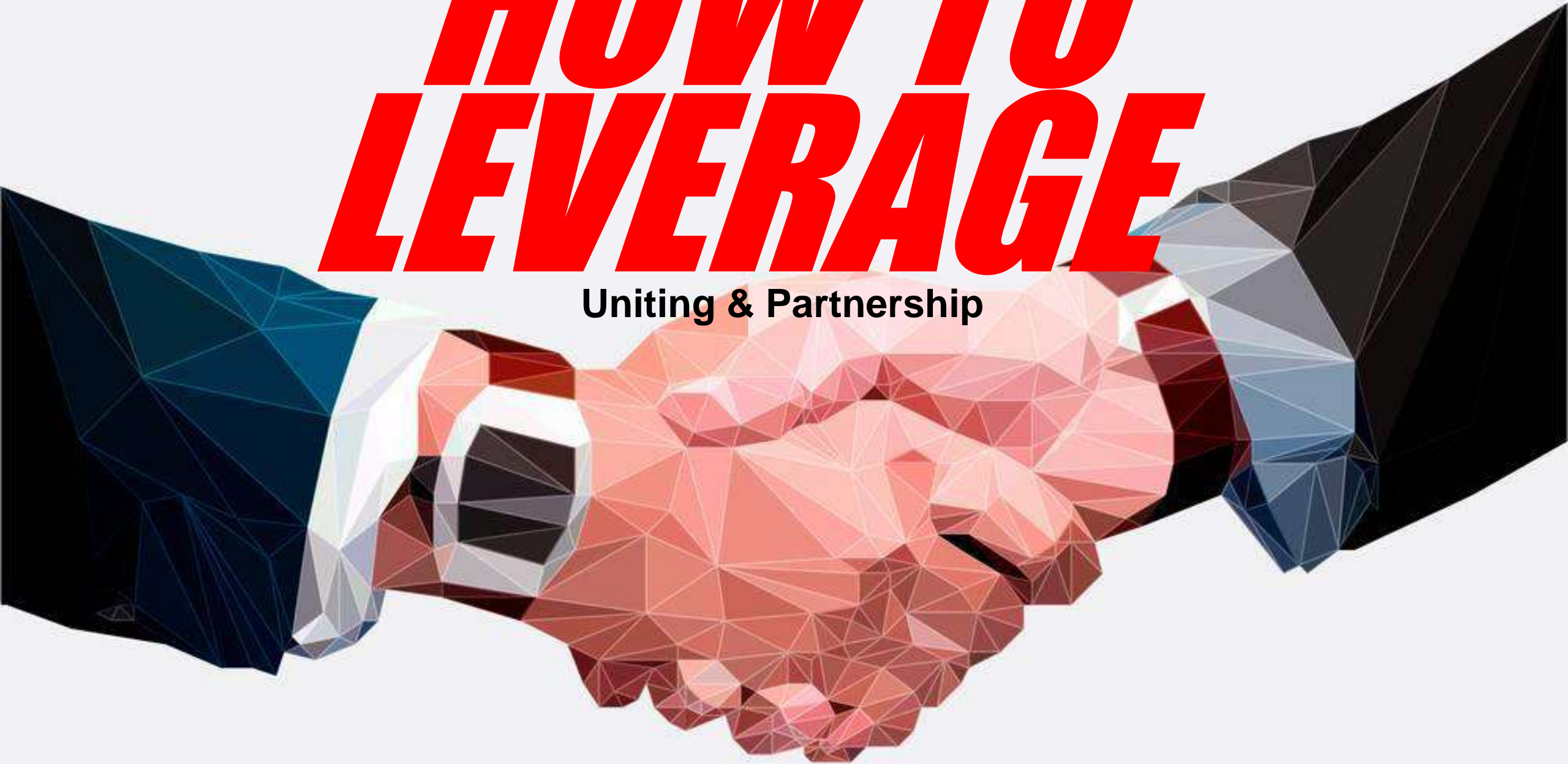


HOW TO LEVERAGE

Value for Money

HOW TO LEVERAGE

Uniting & Partnership



Common Purposes

***HOW TO
LEVERAGE***



HOW TO LEVERAGE

Value for Money

Agile Innovation
(Digital transformation – Product)

Locality & Culture

Uniting & Partnership

Common Purposes

CẢM ƠN BẠN

Bit'sHunter

Click to play





Upcoming MMA Webinars

- **May 5** – Supporting Businesses Navigate Through the Current Challenges of Covid-19
- **May 6** – Responsible Marketing (*Vietnamese*)
- **May 11** – COVID-19 Impact On APAC Industry Sentiment
- **May 21** - Powering Digital Transformation in China

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



Take a Seat at the Table

- **MMA 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.

Attribution Analysis



Currency Measurement



Internet of Things



Location



Mobile Messaging



Mobile Native Advertising



Mobile Programmatic



Mobile Shopper Marketing



Mobile Video



Privacy



- To join a program, contact committees@mmaglobal.com.

Participate in the Conversation

MMA Smartbrief



Mobile Smart Fundamentals



MMA LinkedIn Group

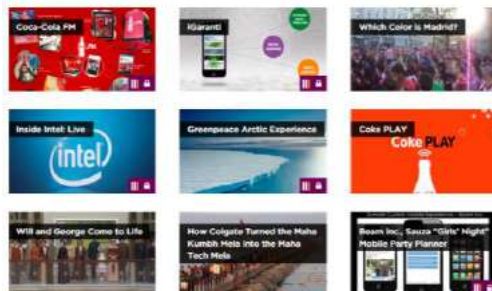


Get Social with MMA



Getting Great at Mobile

Case Study Hub



The Mobile Marketing Playbook



Guidance Reports and Benchmarks



Webinar Library





THANK YOU

www.vietnam.mmaglobal.com