



# CREDENTIALIALS



September, 2024

# AGENDA

**01**

**ABOUT US**

**02**

**OUR COMPETENCIES**

**03**

**SHOWCASE**



# ABOUT US





# ABOUT US

TDMG is the most experienced and reliable partner that heighten your customer relationship through real and innovative brand experiences.

Since 1999, we have been operated nationwide MNC campaigns from onground to online, and now across omnichannel.





# MISSION

We provide reliable plans and ideas to enhance customer brand experience that volume up sales performance directly across multi points of sale through:



**Provide services of planning and operating** experiential marketing activities that directly engage with consumer through nationwide point of sale.



**Create and produce brand experience ideas** to activate and convert target consumer through omnichannel.



### BRAND ACTIVATION



### SAMPLING PROMOTION REDEMPTION LICENSE



### TRADE ACTIVATION

- On Trade
- Off Trade



# BRAND EXPERIENCE SERVICES



### EVENT

- In-door event
- Public event
- Nationwide serial events



### SHOPPERTAINMENT



### IN-HOUSE DIGITAL SOLUTIONS

- Digital Activation
- Digital Promotion
- Gamification
- CRM

## RELIABLE

The company culture, project management process and working policy help our workforce ensure the consistency of integrity performance and behavior.

## SUSTAINABLE

We invest and seek for sustainable solutions, partners and technologies that

- Enhance our workforce's professional background and successors' path to success.
- Run our business WIP, project operation process that sustain our best quality in delivering service following MNC sustainable policies.

# CORE VALUES

## RESPONSIVE

For all issues in the operation of project management, we have abilities

- **to respond quickly;**
- **to open to suggestion;**
- **to be well-disposed**

for win-win solutions in any context, anytime, anywhere.

## INNOVATIVE

We consistently apply and develop technologies for brand experience, project operation, report and KPI measurement that lead us to

- **real-life experience ideas;**
- **report real-time; and**
- **volume up real KPIs directly**

that make our trust is real with clients.



# TRUONG DOAN CLIENTS BY COMPANY

## F&B



Nestlé

25 years partner



25 years partner



## PHARMA



## COSMETIC



# TRUONG DOAN CLIENTS BY BRAND

## F&B

## PHARMA

## COSMETIC



The background features a stage with several spotlights casting beams of light. A large, white, outlined graphic of the numbers '052' is positioned in the lower right corner. The text 'OUR VALUED COMPETENCIES' is centered in the middle of the image.

# OUR VALUED COMPETENCIES

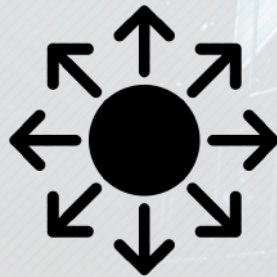


# VALUED COMPETENCIES

Reliable  
Performance



Extensive  
Scope



Innovative  
Interaction



In-House  
Experts



● Reliable performance

● Extensive scope

● Innovative interaction

● In-House Experts

## OVER 25-YEAR RELIABLE PERFORMANCE

We build and maintain client trust through lean operation and integrity process. The high performance and consistent quality in execution is what we insist on without any compromise.

### RTB

Long term partner since 1999 with top MNC and we growth together over 25 years. We satisfy the highest standard in project operating process with

- **Close relationship with authorities for license.**
- **ISO 9001:2015 and ISO 27001:2013,... certifications.**



# LICENSES

NO.	TYPES OF LICENSES/CERTIFICATES	ISSUED BY	OBTAINED
1	Certificate of Business registration	HCMC Planning and Investment Dept.	✓
2	Certificate of Food Safety Conditions for Truong Doan premises	Food Administration Department	✓
3	Certificate of Food Safety Knowledge for sampling team	Food Safety Training & Application Center	✓
4	Certificate of Food Safety Conditions for sampling supplier premises (ice, water, etc.)	Food Administration Department	✓
5	Certificate of non-financial management systems including Environmental, Labor & Human Rights, Ethics and Sustainable Procurement impacts	Ecovadis	✓



- Reliable performance
- Extensive scope
- Innovative interaction
- In-House Experts

OVER 25-YEAR RELIABLE PERFORMANCE

# ISO CERTIFICATE



## MANAGEMENT SYSTEM CERTIFICATE

Certificate no.: C633230      Initial certification date: 16 April 2024      Valid: 16 April 2024 – 31 October 2025

This is to certify that the management system of  
**TRUONG DOAN CO., LTD**  
 107A Ho Thi Ky, Ward 1, District 10, Ho Chi Minh City, Vietnam

has been found to conform to the Information Security Management System standard:  
**ISO/IEC 27001:2013**

This certificate is valid for the following scope:  
**Providing of Advertising and Experiential Marketing Services**

Place and date:  
 Singapore, 16 April 2024



For the issuing office:  
 DNV - Business Assurance  
 16 Science Park Drive, DNV Technology  
 Centre, Singapore 115227, Singapore

Siang Hooi Silas Ding  
 Management Representative



## MANAGEMENT SYSTEM CERTIFICATE

Certificate no.: C633229      Initial certification date: 16 April 2024      Valid: 16 April 2024 – 15 April 2027

This is to certify that the management system of  
**TRUONG DOAN CO., LTD**  
 107A Ho Thi Ky, Ward 1, District 10, Ho Chi Minh City, Vietnam

has been found to conform to the Quality Management System standard:  
**ISO 9001:2015**

This certificate is valid for the following scope:  
**Providing of Advertising and Experiential Marketing Services**

Place and date:  
 Singapore, 16 April 2024



For the issuing office:  
 DNV - Business Assurance  
 16 Science Park Drive, DNV Technology  
 Centre, Singapore 115227, Singapore

Siang Hooi Silas Ding  
 Management Representative

● Reliable performance

● **Extensive scope**

● Innovative interaction

● In-House Experts

## EXTENSIVE SCOPE

We deliver real-life brand experience from on ground to online nationwide and omnichannel.

### RTB

1. Nationwide offices, warehouses and work forces allow us to manage large scope of project ideas and execution.
2. Channel insight provided by experts have been working over 25 years across touchpoints of FMCG, Food & Beverages, Alcoholic, Pharmacy, Cosmetic, etc.
3. We deliver all extensive scope through self-developed apps :
  - to commit KPIs;
  - to control quality of execution process;
  - to manage real-time report of warehouse / transportation and field-force.



● Reliable performance

● Extensive scope

● Innovative interaction

● In-House Experts



## NATIONAL OFFICE AND WAREHOUSE

Full capacity of more than 2,000m<sup>2</sup> to store POSM and Products in key cities

● Reliable performance

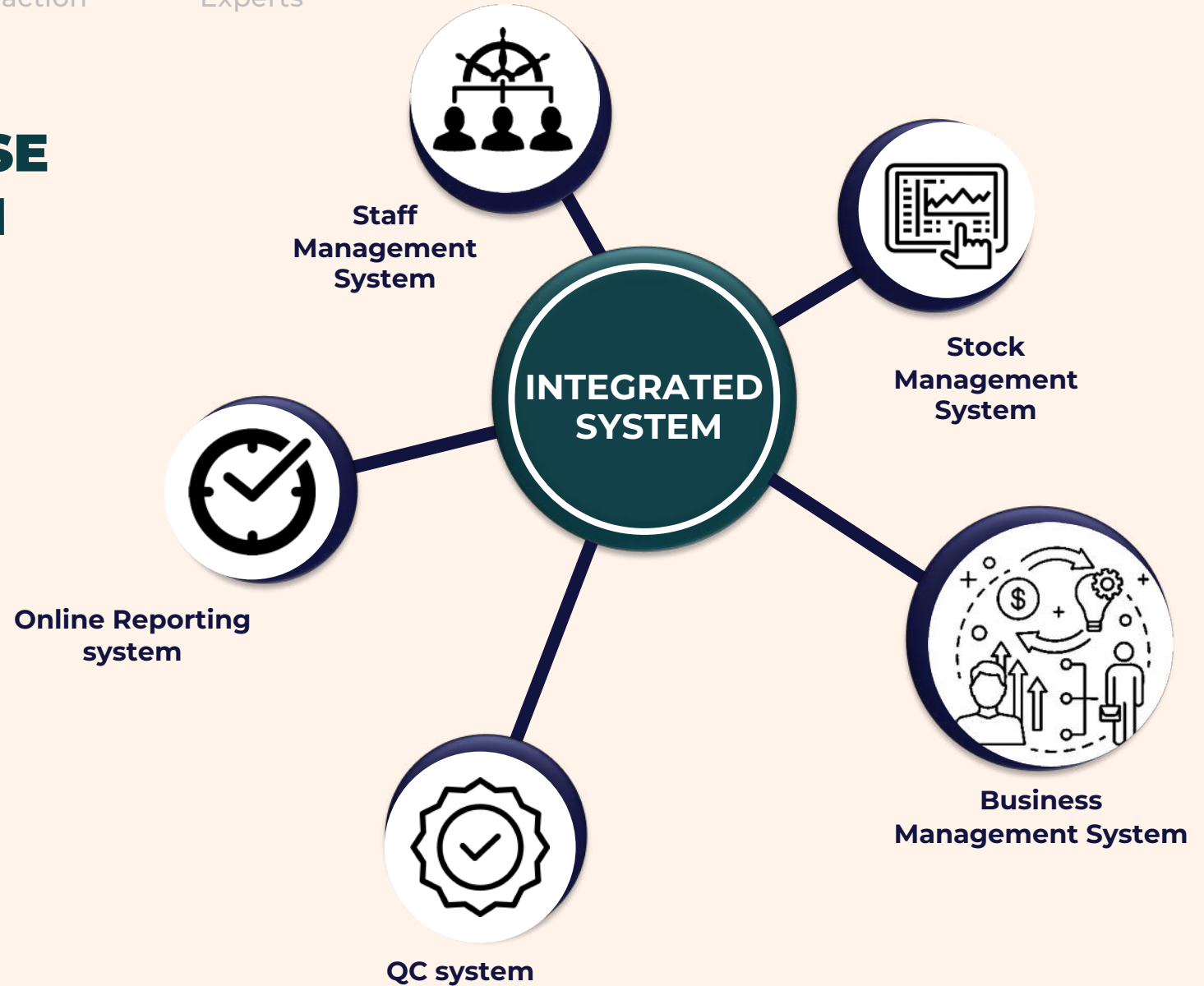
● Extensive scope

● Innovative interaction

● In-House Experts

# AUTOMATED IN-HOUSE MANAGMENT SYSTEM

We have developed an Integrated project management system and put into practice to improve the efficiency and quality of the works.





● Reliable performance

● Extensive scope

● **Innovative interaction**

● In-House Experts

## INNOVATIVE INTERACTION

We are now in-house software and component developer, system integration, interactive installation that allow us to enhance brand experience, trade activations nationwide across omnichannel that volume up your business directly.

### RTB

- In-house developers, IT
- In-house interactive technology experts.









# SHOWCASE

033

# BRAND EVENT

**PRODUCT LAUNCHING**  
**EXPERIENTIAL EVENT**  
**CORPORATE EVENT**  
**FESTIVAL**  
**PUBLIC EVENT**

With captivating concept, stunning design, and meticulous production, we have earned the trust of hi-end cosmetic brands to handle their product launch projects, which always require us to meet the highest standards of perfection and attention to detail. Furthermore, we are expanding our event management services by organizing and executing public outdoor events, ensuring operational and managerial excellence.







**EVENT - EXPERIENCE STUDIO  
RADIANCE SERUM-POWERED™  
FOUNDATION**

**Brand: M-A-C**

**Channel:** Private lounge – Diamond Plaza

**ACHIEVEMENT:**  
Successfully brings an extraordinary experience to Makeup Artists regarding M-A-C foundation products, accompanying M-A-C on the artistic journey of enhancing the beauty of millions of individuals of all ages, ethnicities, and genders.





# M-A-C EVENT - EXPERIENCE STUDIO RADIANCE SERUM-POWERED™ FOUNDATION





ESTÉE  
LAUDER  
COMPANIES



## LAUNCHING EVENT ADVANCED NIGHT REPAIR EYE SUPERCHARGED

**Brand:** Estee Lauder

**Channel:** Shopping mall HCMC & Ha Noi

### **ACHIEVEMENT:**

Successfully introduce new product by impressive event with more than 100 guests who are the famous KOLs/ Tiktokers in skincare, cosmetic fields





# Launching event | Advanced Night Repair Eye Supercharged







## ANESSA X DORAEMON LAUNCHING

**Brand:** Anessa

**Channel:** AEON MALL

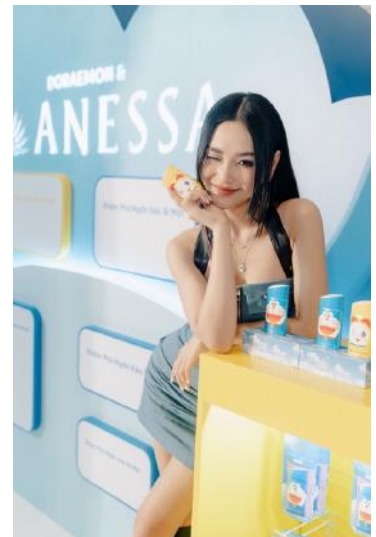
**ACHIEVEMENT:**

Successfully introduce new product of Anessa combine with Doraemon by impressive event





# ANESSA X DORAEMON LAUNCHING





# SUNTORY



# PEPSICO

Suntory PepsiCo Vietnam Beverage



## **PARTNERSHIP WORKSHOP**

**Location:** Sheraton Hotel HCM

### **ACHIEVEMENT:**

Successfully push up spirit sustainable partnership between SPVB and their strategic partners



# SUNTORY PEPSICO | PARTNERSHIP WORKSHOP







## NESTLE VIET NAM X CGV PREMIERE FLASH MOVIE

**Channel:** CGV in HCM & Ha Noi

**ACHIEVEMENT:**

Successfully operate movie premiere event for Nestle internal





# NESTLE VIETNAM X CGV | PREMIERE FLASH MOVIE







# LỄ PHÁT ĐỘNG GIẢI BƠI PHÒNG CHỐNG ĐUỐI NƯỚC

**Location:** Da Lat – Hai Phong – Nha Trang

**ACHIEVEMENT:**

- Accompany with MILO brand to encourage children to practice swimming.
- Each event has more than 5000 participants / location





# LỄ PHÁT ĐỘNG GIẢI BƠI PHÒNG CHỐNG ĐUỐI NƯỚC







## NAN HCP WORKSHOP OPTIMAL NUTRITION FOR CHILDREN - BREASTMILK AND EMOTIONAL WELL-BEING



**Client:** Nestle Viet Nam  
**Brand:** Nan Milk Powder

**Location:** HCM & Ha Noi

### **ACHIEVEMENT:**

- Scientific concept Design & Activities are impressive
- **540 doctors** from HCM City, Mekong Delta and Southeast regions participated HCM Workshop.
- **250 doctors** from Hanoi and surrounding provinces participated Ha Noi Workshop.





# NAN HCP WORKSHOP OPTIMAL NUTRITION





# ACTIVATION

UNIVERSITY, SCHOOL  
SHOPPING MALL  
HOSPITAL  
MT-GT  
RURAL  
INDUSTRIAL ZONE

Our well-trained team understands the role of activation in 360-degree brand communication, channel insights, consumer insights.... Their proven expertise, experience and capability deliver excellent activation solutions tailored for Vietnam market.





# CPW x MINION ACTIVATION 2024



**Client:** Nestle Viet Nam  
**Brand:** CPW

**Channel:** Supermarket & Shopping mall in HCM & HN

**ACHIEVEMENT:**

Stunning design and production, together with insightful engagement activity to reach TA and convert to sales effectively.

HIGHLIGHT:  
**SALES VOLUME: 154% KPI**







# CPW x MINION ACTIVATION 2024







# CPW x DC ACTIVATION



**Client:** Nestle Viet Nam  
**Brand:** CPW

**Channel:** Supermarket & Shopping mall in HCM & HN

## ACHIEVEMENT:

Successfully engage with consumers through impressive design & activities for campaign CPW x DC to build awareness & push sale.

- **118% SALES KPI**
- **108 ACTIVATIONS IN 7 MALLS IN HN & HCM**
- **1.25 BIL VND OF TOTAL REVENUE**

HIGHLIGHT:

**SALES VOLUME: 118% KPI**





# CPW ACTIVATION





# ESTEE LAUDER ACTIVATION



**Client:** ESTEE LAUDER COMPANY  
**Brand:** ESTEE LAUDER

**Channel:** Shopping mall in HCM

**ACHIEVEMENT:**

- Deploy different promotion tactics to achieve sales KPI
- HR training, especially sales skill to approach and convert sales effectively
- **SALES: 800 MIL VND**
- **SAMPLING: 1.000 SHOPPERS**

HIGHLIGHT:

**SALE VOLUME: 800 MIL VNĐ**



**CLINIQUE**

# **PINK CAMPUS EVENT & ACTIVATION**



**Client: ESTEE LAUDER**  
**Brand: CLINIQUE**

**Channel: UNIVERSITY IN HCM**

## **ACHIEVEMENT:**

- Successfully set up activations at universities to educate students basic knowledge about skincare and boost sales with special promotion
- Create event for KOC to spread awareness for Clinique Moisture Surge 100H

HIGHLIGHT:

**KPI: 92% REACHED**

# PINK CAMPUS EVENT & ACTIVATION





# ANESSA MINISHOW SERIES



**Client:** SHISEIDO  
**Brand:** ANESSA

**Channel:** Supermarket & Beauty & Clinic store in HA NOI & HCM

### ACHIEVEMENT:

- Concept Design & Activities are impressive & match with Brand message
- Activities are attracted cosumers: Minigame, Live Band, Lucky draw & Demo test prove product's quality"
- **SALES: 1.2 BIL VND**
- **NO. ACTIVATION: 260 SHOPPERS**

HIGHLIGHT:

**SALES VOLUME: 189% REACHED**





# ANESSA MINISHOW SERIES





# ELIXIR OFFICE TOUR

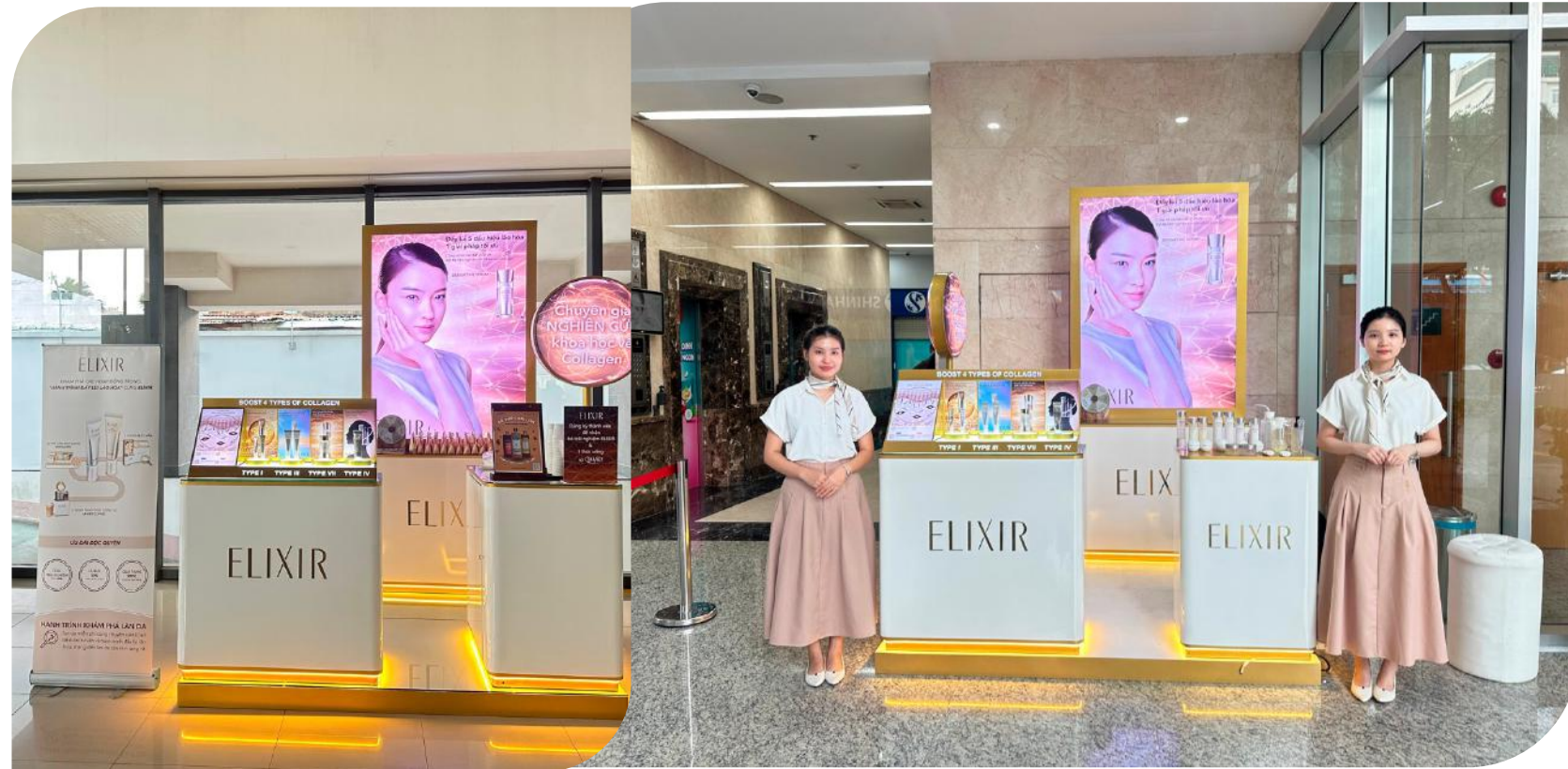
**Client:** SHISEIDO

**Brand:** ELIXIR

**Channel:** Office buildings in HCM

## ACHIEVEMENT:

- Booth Design & Activities are impressive & match with Brand message
- Activities are attracted consumers: Demo test prove product's quality, Minigame, and Coffee when sign up as members
- **110% ENGAGEMENT KPI REACHED**
- **30% GIFT RATE/ TRAFFIC**



HIGHLIGHT:

**KPI: 110% REACHED**



# ELIXIR OFFICE TOUR





# d program **RELAUNCH ACTIVATION**



**Client:** Shiseido  
**Brand:** dProgram

**Channel:** Supermarket & Beauty & Clinic store in HA NOI & HCM

**ACHIEVEMENT:**

- Concept Design & Activities are impressive & match with Brand message
- **SALES: 700 MIL VND**
- **184 SUPERMARKETS IN HCMC AND HANOI.**

HIGHLIGHT:

**SALES VOLUME: 700 MIL VNĐ**



# d program **RELAUNCH ACTIVATION**







# NAN HMO ACTIVATION



**Client:** Nestle Viet Nam  
**Brand:** NAN Milk Powder

**Channel:** Supermarket & Shopping mall in HCM & HN, Binh Duong, Dong Nai

## ACHIEVEMENT:

- Concept Design & Activities are impressive
- Successfully launch new product to consumer and build up NAN image with mission “Accompanying Being a Scientific Mother”.
- **170% SALE KPI**
- **1.6BIL VND TOTAL REVENUE**
- **20 SUPERMARKETS AND SHOPPING MALLS**

HIGHLIGHT:

**SALES VOLUME: 170% KPI**





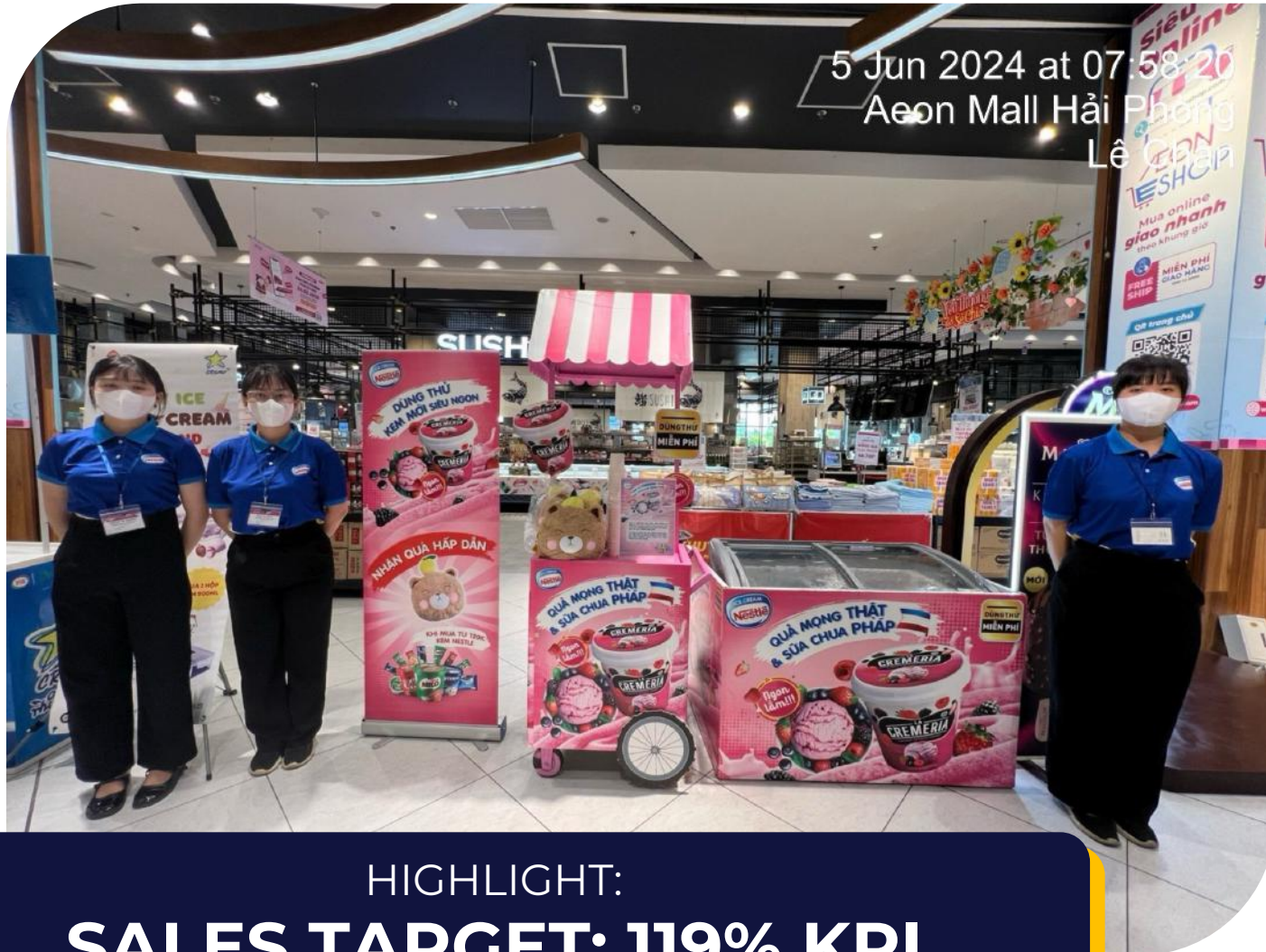
# NAN HMO ACTIVATION







# NESTLE ICE CREAM NIC



**Client:** Nestle Viet Nam  
**Brand:** Cremeria

**Channel:** Shopping mall in HCM & HN  
& Hai Phong

**ACHIEVEMENT:**

- **19,000** SAMPLING KPI
- **114%** SAMPLING KPI REACHED
- **119%** SALES KPI

HIGHLIGHT:

**SALES TARGET: 119% KPI**





# NESTLE ICE CREAM NIC







# NESCAFE CAFÉ VIỆT SAMPLING IN MT



HIGHLIGHT:  
**SALES TARGET: 119% KPI**

**Client:** Nestle Viet Nam  
**Brand:** NESCAFE VIỆT

**Channel:** Sampling Redemption at Supermarket  
(North – South - Central)

**ACHIEVEMENT:**

- **119% OVER SALE KPI ACHIEVED**
- **9 BIL VND OF TOTAL REVENUE**
- **43 PROVINCES (1.500/ 3.100 SESSIONS)**





# NESCAFÉ CAFÉ VIỆT SAMPLING IN MT







# NESTLÉ YOGU SAMPLING & REDEMPTION



**Client:** Nestlé Viet Nam

**Brand:** Nestlé Yogu Drinking Nutritional Yogurt

**Channel:** Supermarket & Retailers in Nationwide

## ACHIEVEMENT:

- Introduce new flavor of Nestlé Yogu to consumers
- Support consult promotion scheme in MT & close the deal with products on shelf
- **118% SALE KPI ACHIEVED**
- **4,2 BIL VND FOR 1,000 SESSIONS**
- **27 PROVINCES**

HIGHLIGHT:

**SALES TARGET: 118% KPI**





# NESTLÉ YOGU SAMPLING & REDEMPTION







# NESTLÉ ROADSHOW



**Client:** Nestlé Viet Nam

**Brand:** NESCAFÉ, MAGGI and All Nestlé Brands

**Channel:** Wet Market Nationwide

**ACHIEVEMENT:**

- **10 years** continuously executed the project.
- Successfully build up brand awareness, and support effectively for sales team to push sales directly to consumers (**KPI Sales 15 VND million/session**)
- **SALES KPI 15 MIL/SESSION**



HIGHLIGHT:

**DURATION: 10 YEARS**





**Client:** KIDO GROUP  
**Brand:** TƯỜNG AN

**Channel:** Markets across the North, Central, and South regions.

**ACHIEVEMENT:**

- Embark on the "Journey of Happiness" trip from North to South: sales, cooking shows with Tuong An cooking oil, and sales with attractive gift packages.
- **120% OVERALL SALES KPI**
- **73 MARKETS**

**HIGHLIGHT:**  
**SALES VOLUME: 120% KPI**







# NCF SAMPLING & REDEMPTION TT TET



**Client:** Nestle Viet Nam

**Brand:** NESCAFÉ

**Channel:** Supermarket & Shopping mall in HCM & HN

**ACHIEVEMENT:**

- Implemented 68 teams at grocery stores at the same time
- **47 PROVINCES**
- **120% SALES KPI REACHED**
- **X2 REACHED REVENUE COMPARED TO PROJECT'S BUDGET**



HIGHLIGHT:

**SALES VOLUME: 120% KPI**





# MILO SCHOOL SAMPLING



**Client:** : Nestle Viet Nam  
**Brand:** MILO

**Channel:** Schools in 34 provinces.

**ACHIEVEMENT:**

- **+20 YEARS** PROJECT HAS BEEN EXECUTED BY TRUONG DOAN CONTINUOUSLY.
- **+2 MILLION** REACHES/ YEAR



HIGHLIGHT:

**DURATION: +20 YEARS**



# KIRIN KIRIN IMUSE SAMPLING ACTIVATION



**Client:** KIRIN HOLDINGS  
**Brand:** KIRIN

**Channel:** Parks and walking streets in HCMC & Hanoi

## **ACHIEVEMENT:**

- Allocate HR appropriately and effective management to reach traffic at big public venue
- Ability to cooperate and work effectively with government for activation license in walking streets



3 Dec 2023 at 1  
51 Nguyen  
Thà Hồ C  
Vi



HIGHLIGHT:  
**SAMPLING: 114% KPI**



# KIRIN IMUSE SAMPLING ACTIVATION





**Client: HEINEKEN VIETNAM**  
**Brand: TIGER, BIA VIỆT, HEINEKEN**

**ACHIEVEMENT:**

- Manage the hanging of banners and the exchange of promotional caps/rings/boxes at thousands of prize redemption points across the country
- Prevent any loss of proof of winning through management software and In-House Experts.
- Monitor and manage the backlog
- Operate rewarding session to raise awareness of promotion







# FESTIVE CELEBRATION



**Client: HEINEKEN**  
**Brand: BIA VIỆT, LARUE, HEINEKEN**

**Channel: GT Nationwide**

**ACHIEVEMENT:**

- Activities are attracted consumers: Gifts and sampling

HIGHLIGHT:

**SALES VOLUME: 189% REACHED**





# LOCAL FESTIVAL



HIGHLIGHT:  
**SALES: 106% KPI**

**Client:** HEINEKEN  
**Brand:** BIA VIỆT

**Channel:** TRADITIONAL BELIEF/RELEGIOUS,  
TRADITIONAL FOLK FESTIVAL, HISTORICAL FESTIVAL

**ACHIEVEMENT:**

- Concept Design & Activities are impressive & match with Brand message
- Activities are attracted cosumers: Minigame, Lucky draw & sampling
- **106% KPIS SALES VOLUME**
- **6 BIGGEST LOCAL FESTIVALS**





# LOCAL FESTIVAL







# JAGERMEISTER

**Client:** MAST-JÄGERMEISTER SE  
**Brand:** JÄGERMEISTER

**Channel:** Horeca, Social Club

**ACHIEVEMENT:**

- Good operation and management to run mini event with performance of DJ, Singer, Dance, Mini Game in the nightlife environment



HIGHLIGHT:  
**SAMPLING: 122% KPI**





# JAGERMEISTER



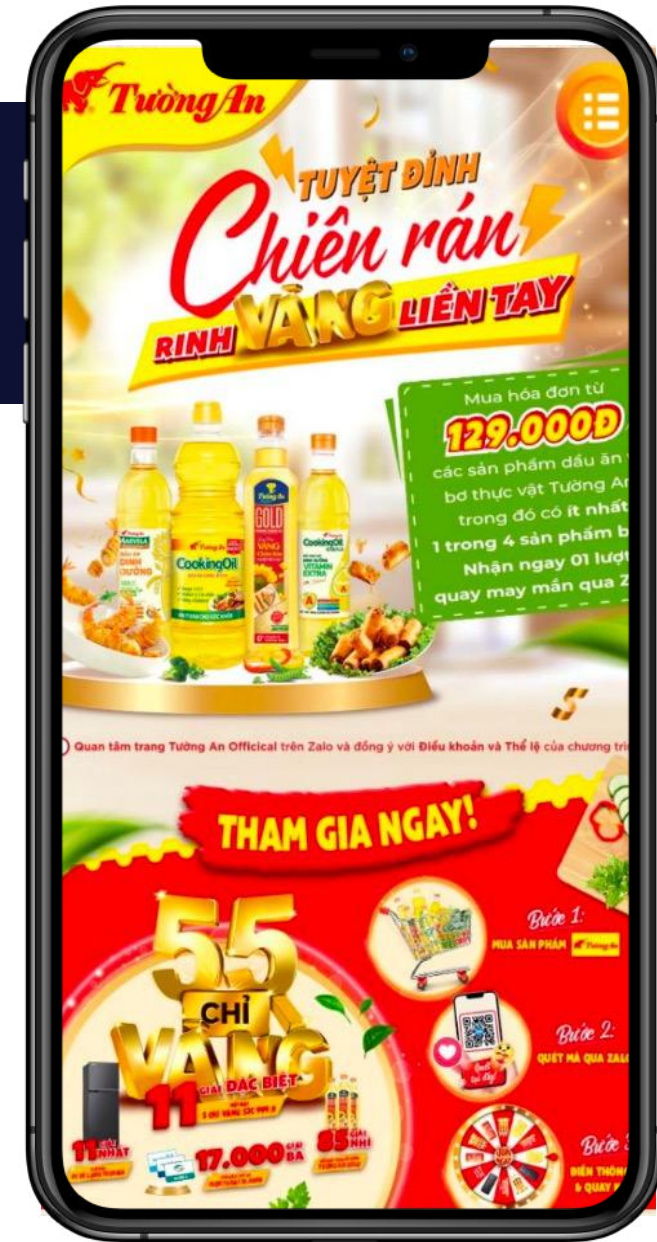


# DIGITAL SOLUTION

The digital revolution has created and opened many doors of opportunity for businesses and employees. This has changed consumer's mind-set and they are always looking for solutions convenient to them.

We quickly embrace digital solutions in business with the goal to enhance efficiency, agility, and customer experiences.

Also, we proactively create interactive experiences with customers on online social platforms to easily share and promote our brand image.







# DIGITAL PROMOTION

**Client: KIDO GROUP**  
**Brand: TƯỜNG AN**

**Channel/ Platform:** Microsite & ZOA

## ACHIEVEMENT:

Successful application of AI technology in Tường An's promotion program:

- #1: Customers buy Tuong An products
- #2: Scan bill with AI system (OCR)
- #3: OCR recognize valid bill
- #4: Accept customers play Lucky draw & redeem gifts





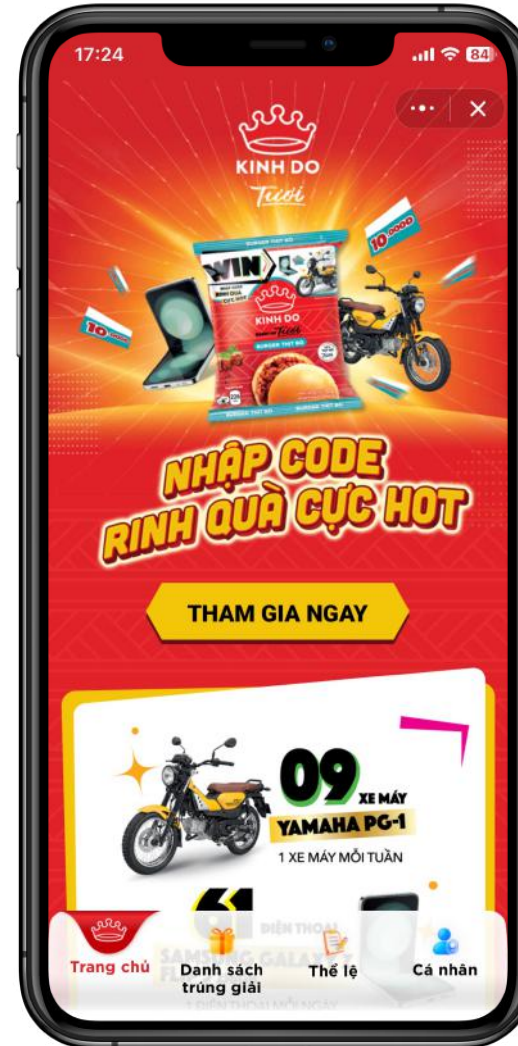


**Brand:** OREO

**Channel/ Platform:** Zalo, Microsite,

**SCOPE OF WORK:**

- Develop Zalo Official Account and Mini apps for OREO Vietnam to activate the limited edition hunting game and communicate with consumers during special promotion of OREO.
- Lucky draw system
- Brandname SMS
- System integrated



**Brand:** Kinh Do

**Channel/Platform:** Zalo OA

**SCOPE OF WORK:**

- Scan QR code and enter the prize code inside the package
- Lucky Draw system
- Brandname SMS





**Brand: Cosy**

**Channel/Platform: Microsite**

**SCOPE OF WORK:**

- Scan QR code and enter the prize code inside the packaging
- Generate photos to puzzle
- Lucky draw system
- Brandname SMS



**Brand: Solite**

**Channel/Platform: Microsite, Zalo**

**SCOPE OF WORK:**

- Scan QR code and enter the prize code inside the packaging
- Generate photos to puzzle
- Lucky draw system
- Brandname SMS
- Zalo Mini App



# CHRISTMAS OUTPOST

## Digital Interactive Game

Client: Estee Lauder Viet Nam  
Brand: Jo Malone

Channel/ Platform: Microsite

### ACHIEVEMENT:

- Successfully engage and collect information from customers via Jo Malone Outpost at flagship store
- Drive passer-bys to the flagship store

The image displays five screenshots from the Jo Malone Christmas Outpost digital interactive game. The first screenshot shows the game's title 'JO MALONE LONDON' and the objective '5 món quà bạn cần phải tìm' (5 gifts you need to find). Below the objective are five gift icons and a 'BẮT ĐẦU' (START) button. The second screenshot shows a character in a red and blue uniform running through a gingerbread house. The third screenshot shows a 'YOU WIN!' message: 'BẠN CHIẾN THẮNG! Hãy vào cửa hàng Jo Malone London tại Diamond Plaza để nhận được một ghim cài áo Candy Cane. Người chiến thắng Advent Calendar sẽ được công bố vào 25/12/2023. Visit Jo Malone London store at Diamond Plaza to receive a Candy Cane pin. Winner of the Advent Calendar will be announced on the 25th of December.' The fourth screenshot shows a registration form with fields for 'Họ và tên' (Full name), 'Số điện thoại' (Number phone), 'Email', 'Địa điểm tham gia trò chơi' (Location to participate in the game), and a checkbox for 'Bạn có muốn nhận được những ưu đãi độc quyền từ Jo Malone London không?' (Would you like to receive exclusive offers from Jo Malone?). The fifth screenshot shows the 'XÁC NHẬN' (CONFIRM) button.





# SENKA 20 YEARS ACTIVATION

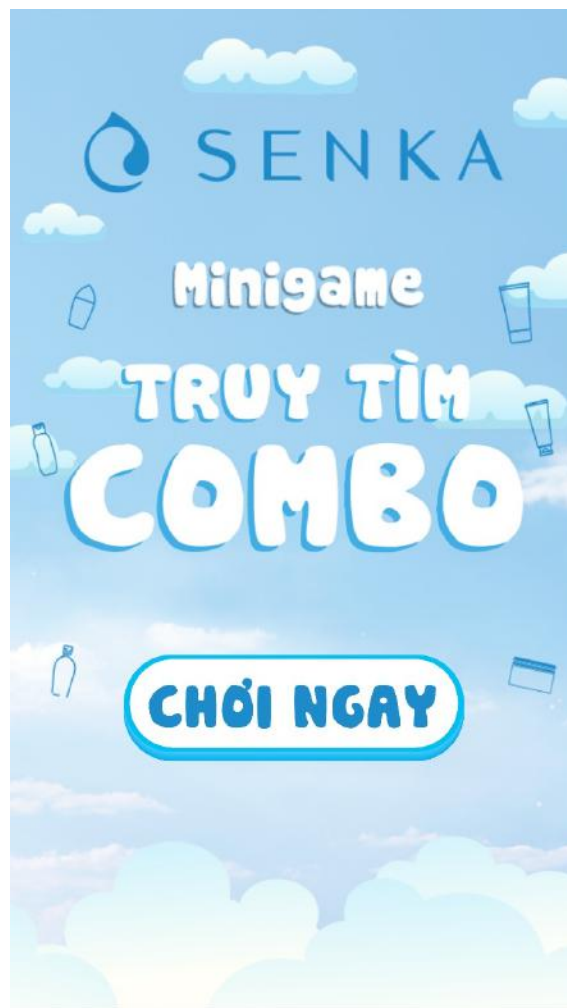
## DIGITAL MINI APP

**Client:** Shiseido Viet Nam  
**Brand:** Senka

**Channel/ Platform:** Microsite

### ACHIEVEMENT:

- Successfully engage and collect information from customers via Senka 20 years activation with mascot 2023 and drive passers-by to the sale area.
- **31 SUPERMARKETS**
- **7 PROVINCES**







# TET DISPLAY & DIGITAL ACTIVATION



## ACTIVATION BOOTH

**Client:** Mondelez International Inc.  
**Brand:** Kinh Do

**Channel:** Public place

**ACHIEVEMENT:**

- Successfully develop AR filter to interact with customers and spread awareness on social media







# TET DISPLAY & DIGITAL ACTIVATION



## AR Filter and Lucky draw

**Client:** Mondelez International Inc.  
**Brand:** Kinh Do

**Channel/ Platform:** AR Filter and Facebook check in, Microsite

### ACHIEVEMENT:

- Successfully develop AR filter to interact with customers and spread awareness on social media







# OUR VISION

We are striving to become the leading innovative and trusted brand experience partner in Vietnam.






# Thank you

## CONTACT

**Ms. CHAU NGUYEN**


Managing Director

 0903 627 331

 [chau.nguyen@truongdoan.com.vn](mailto:chau.nguyen@truongdoan.com.vn)

**Ms. TINH NGUYEN**

Account Director

 0918 341 718

 [tin.nguyen@truongdoan.com.vn](mailto:tin.nguyen@truongdoan.com.vn)