



CREDENTIALS



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.

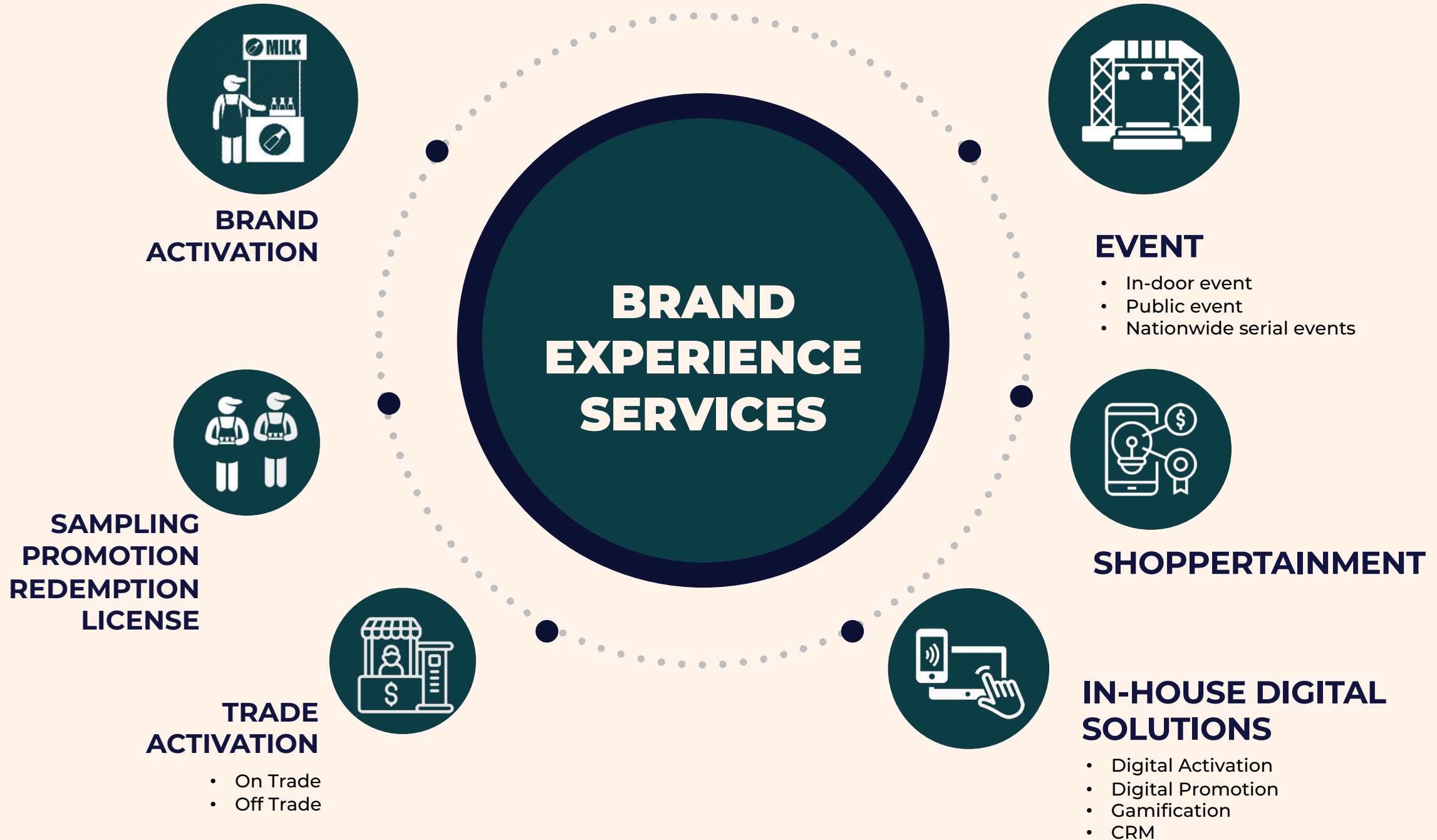


Create and produce brand experience ideas to activate and convert target consumer through omnichannel.



OUR VISION

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



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



PHARMA



COSMETIC



OTHER



TRUONG DOAN CLIENTS BY BRAND

F&B



PHARMA



COSMETIC



ESTÉE LAUDER



OTHER



The background of the image features a stage with several spotlights shining down, creating a dramatic atmosphere. In the bottom right corner, the year '2022' is written in a large, white, outlined font. The text 'OUR VALUED' is in white, bold, sans-serif font, and 'COMPETENCIES' is in white, bold, sans-serif font, set against a dark blue rectangular background.

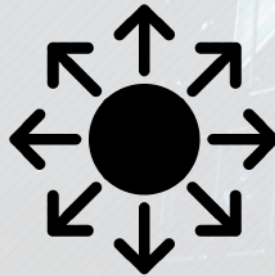
OUR VALUED COMPETENCIES

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.**



NO.	TYPES OF LICENSES/CERTIFICATES	ISSUED BY	OBTAINED
1	Certificate of Information Security Management System standard: ISO/IEC 27001:2013	DVN Business Assurance	✓
2	Certificate of Quality Management System standard: ISO 9001:2015	DVN Business Assurance	✓
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	✓
6	Labour Standards Health & Safety and Business Ethic4	Sedex Member Ethical Trade Audit (SEDEX)	✓

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



JAS-ANZ



For the issuing office:
DNV - Business Assurance
16 Science Park Drive, DNV Technology
Centre, Singapore 118227, 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



JAS-ANZ



For the issuing office:
DNV - Business Assurance
16 Science Park Drive, DNV Technology
Centre, Singapore 118227, 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 2,000m² to store
POSM and Products in key cities

● Reliable
performance

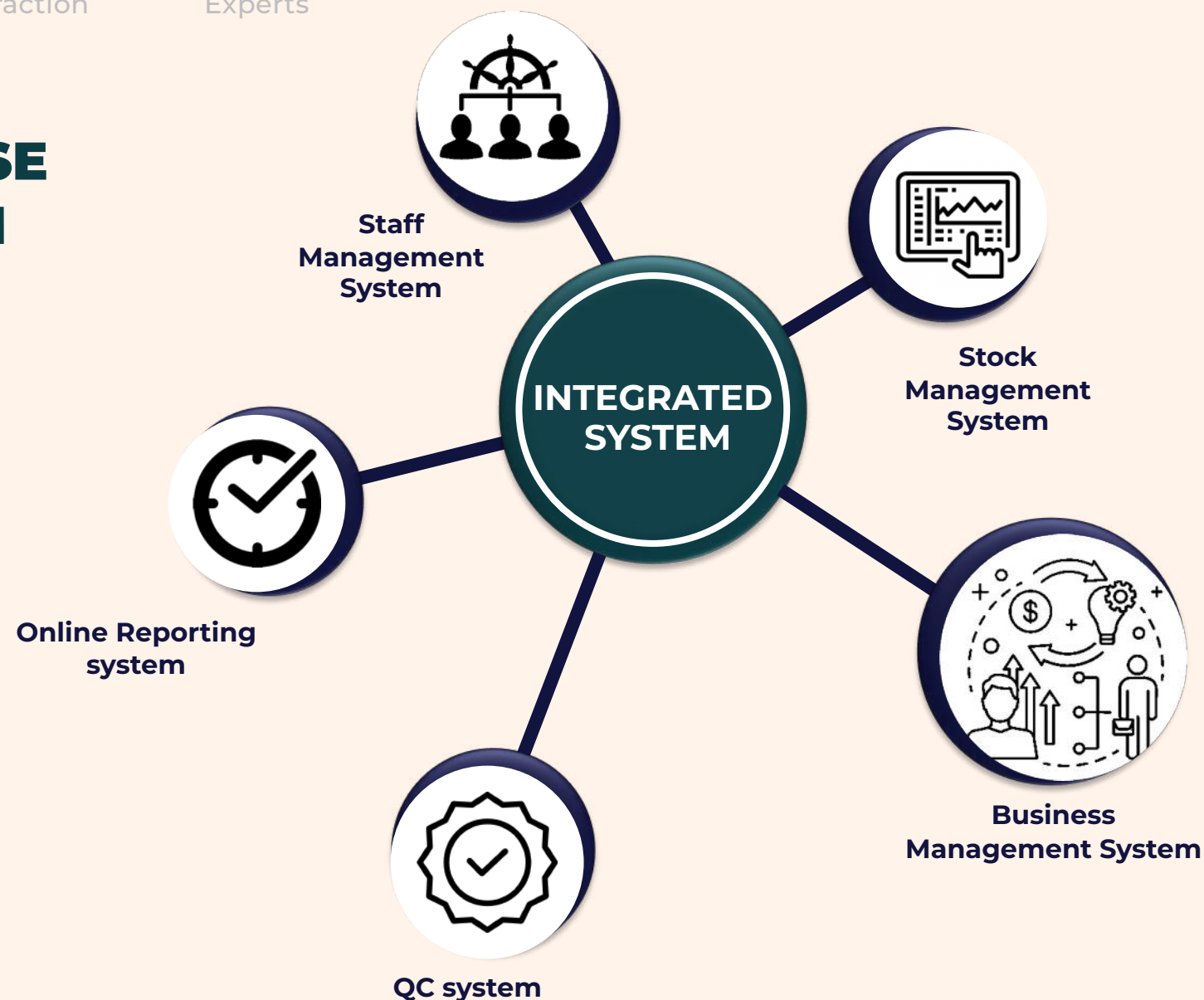
● Extensive
scope

● Innovative
interaction

● In-House
Experts

AUTOMATED IN-HOUSE MANAGEMENT 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.

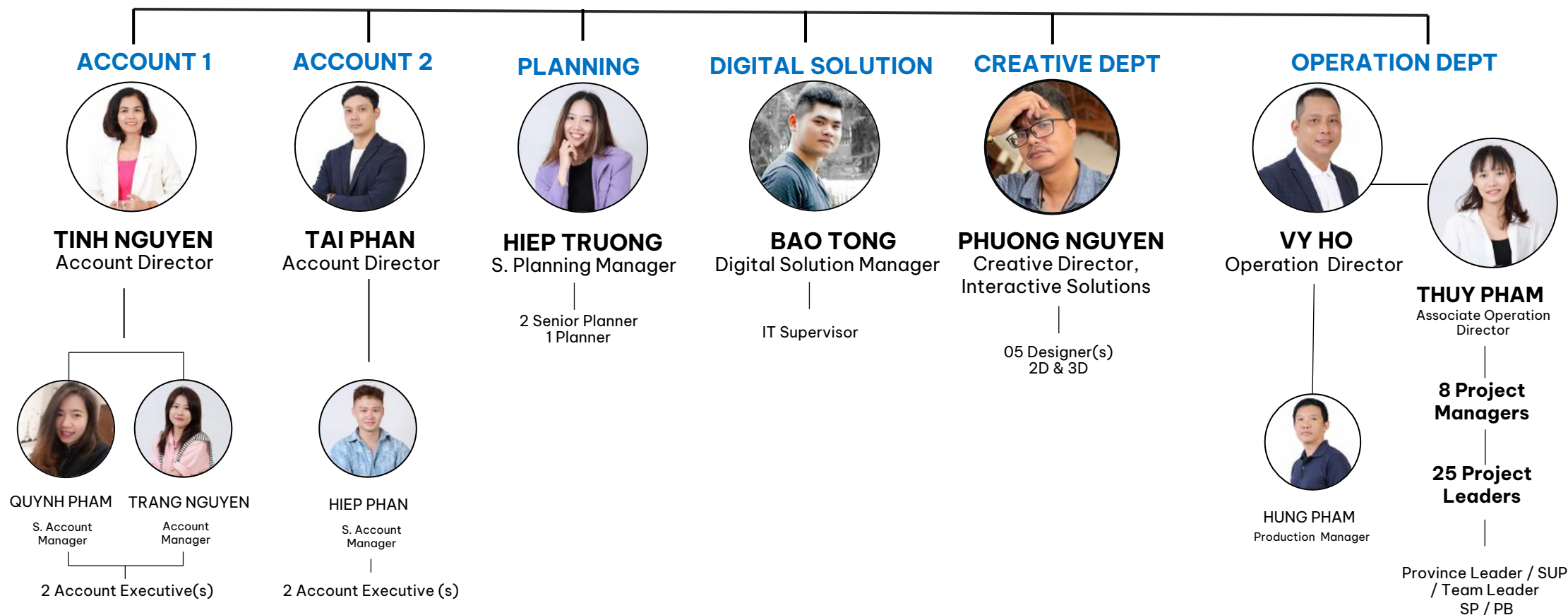


IN-HOUSE EXPERTS

With more than 20 years experience



CHAU NGUYEN
Managing Director





SHOWCASE

03

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 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 PREMIRE FLASH MOVIE

Channel: CGV in HCM & Ha Noi

ACHIEVEMENT:

Successfully operate movie premiere event for Nestle internal



NESTLE VIETNAM X CGV | PREMIRE 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



[illegible]



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.





SP FESTIVE



Client: HEINEKEN
Brand: BIA VIỆT, LARUE, HEINEKEN

Channel: GT Nationwide

ACHIEVEMENT:

- Activities are attracted consumers: Gifts and sampling

HIGHLIGHT:

SALES VOLUME: 189% REACHED



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



ESTÉE LAUDER ACTIVATION



Client: ESTÉE LAUDER COMPANY

Brand: ESTÉE 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

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

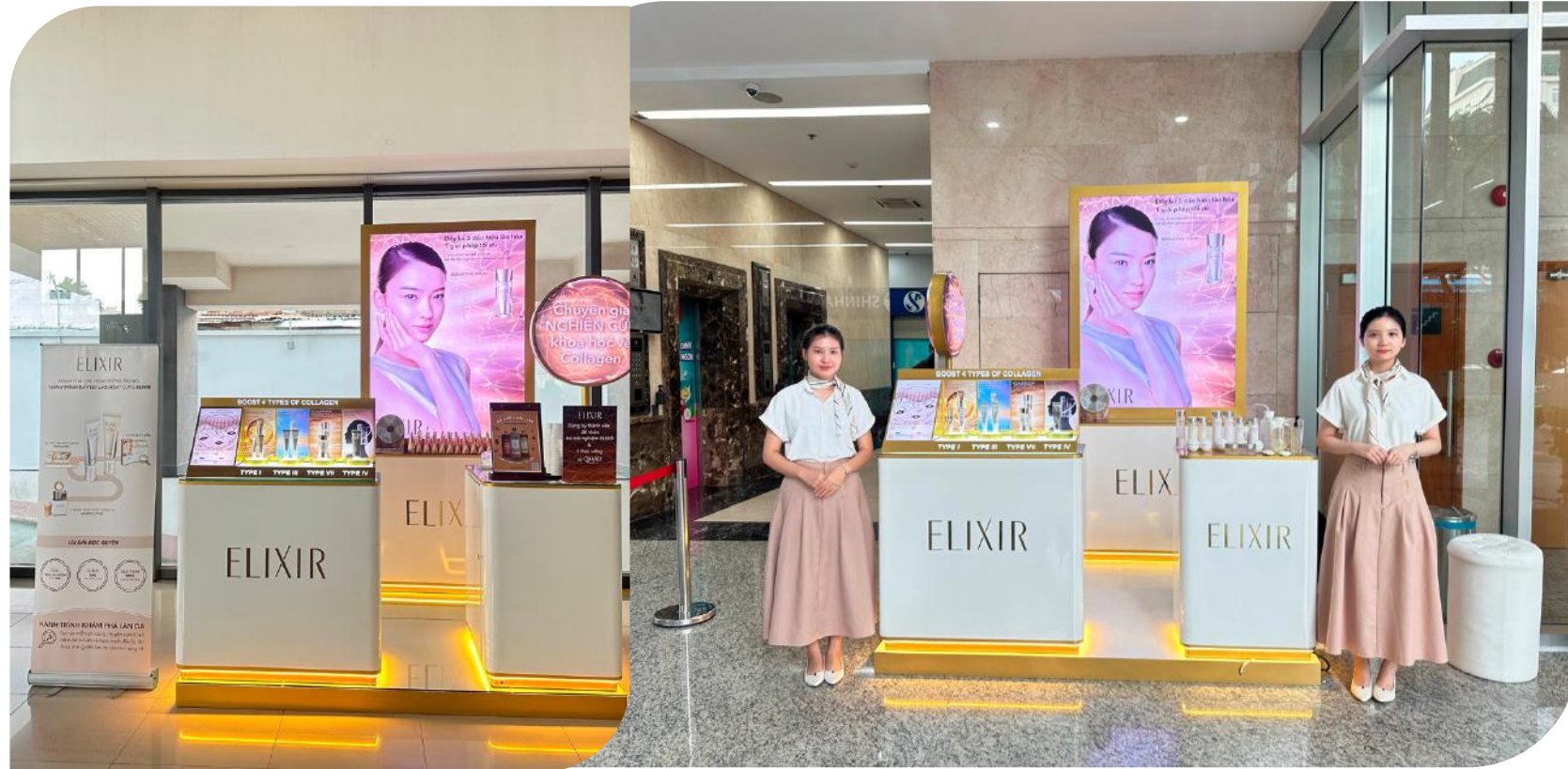
Client: SHISEIDO

Brand: ELIXIR

Channel: Office buildings in HCM

ACHIEVEMENT:

- Booth Design & Activities are impressive & match with Brand message
- Activities are attracted cosumers: 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



5 Jun 2024 at 09:29:24
Aeon Mall
Bình Tân



5 Jun 2024 at 09:52:05
Aeon Mall
Bình Tân



5 Jun 2024 at 09:52:05
Aeon Mall
Bình Tân



5 Jun 2024 at 09:51:58
Aeon Mall
Bình Tân



5 Jun 2024 at 20:58:16
Q Long Bien



5 Jun 2024 at 20:51:07
Aeon Mall Hải Phòng
Lê Chân



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





MILO SCHOOL SAMPLING



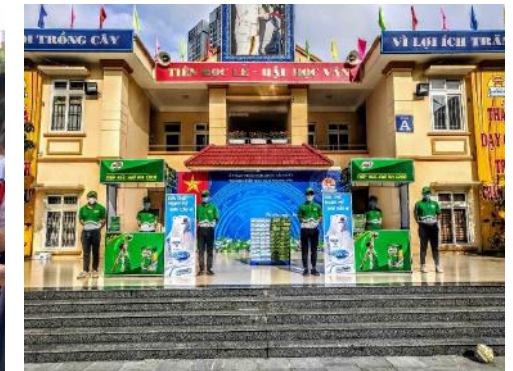
Client: : Nestle Viet Nam
Brand: MILO

Channel: Schools in 34 provinces.

ACHIEVEMENT:

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

HIGHLIGHT:
DURATION: +20 YEARS



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



NESTLE ROADSHOW



Client: Nestle Viet Nam

Brand: NESCAFÉ, MAGGI and All Nestle 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



'JOURNEY OF HAPPINESS' TRIP



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



30-Oct-2022 at 10:24:23
Chợ Long Thành
H. Long Thành
Định Dũng - 0903645667



28-Oct-2022 at 09:56:06
Trần Bình Trọng
H. Hòa Minh
Định Dũng - 0903645667



31-Oct-2022 at 11:42:48
Trung tâm thương mại Bà Rịa
TP. Bà Rịa
Định Dũng - 0903645667



28-Oct-2022 at 10:40:33
Trung tâm Thương mại Chợ Long Khánh
TP. Long Khánh
Định Dũng - 0903645667



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

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



HIGHLIGHT:
SAMPLING: 114% KPI

KIRIN 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





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





JÄGERMEISTER



HIGHLIGHT:
SAMPLING: 122% KPI

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





JAGERMEISTER

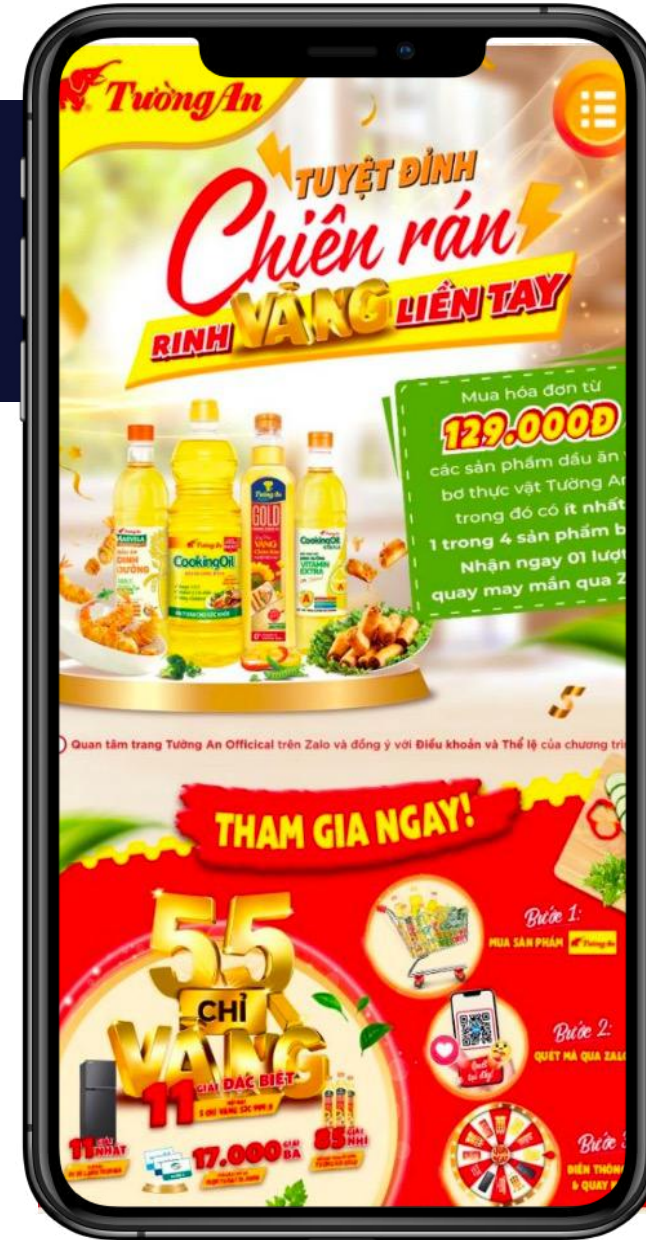


DIGITAL SOLUTION

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



DIGITAL ACTIVATION



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

JO MALONE
LONDON

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



SENKA **SENKA 20 YEARS ACTIVATION**

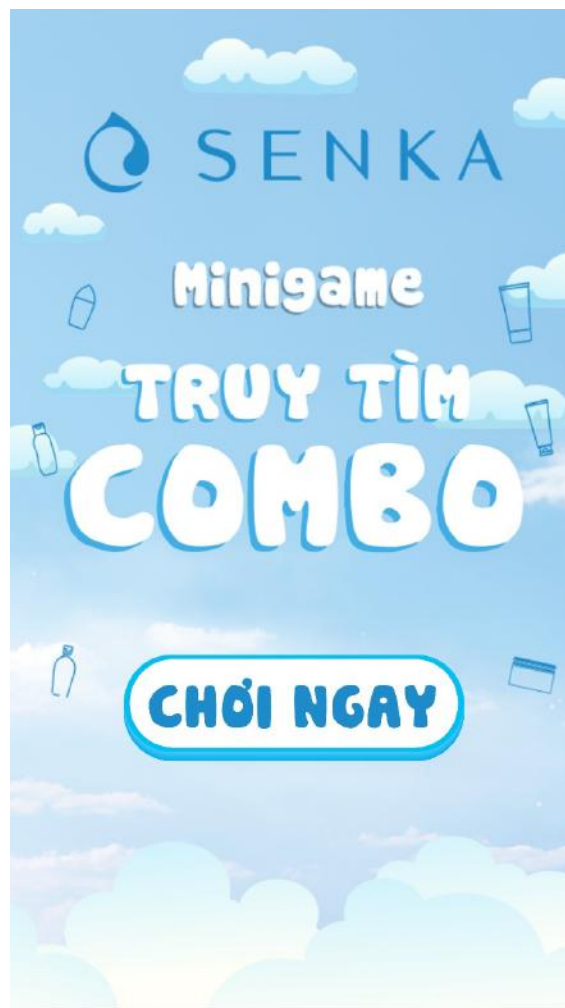
DIGITAL MINI APP

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





Thank you

CONTACT

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