



APRIL ADVERTISING

TRENDS & TIPS ON VIETNAM SOCIAL MEDIA

CEEC – SHARE&LEARN

11.10.2018

PART 1. KEY FACTS

An aerial, high-angle photograph of a large stadium filled with spectators. The crowd is dense and colorful, with many people wearing red and blue. The stadium's seating tiers are visible, and the overall scene is vibrant and energetic. The text is overlaid on the center of the image.

20 YEARS
CONNECTED WITH THE
WORLD

12TH

in the world in the number of internet users



KEY FIGURES



TOTAL POPULATION

96.02
MILLION



INTERNET USERS

64.00
MILLION



SOCIAL MEDIA USERS

55.00
MILLION



MOBILE USERS

70.03
MILLION



MOBILE SOCIAL USER

50.00
MILLION

URBANISATION

35%

PENETRATION

67%

PENETRATION

57%

PENETRATION

73%

PENETRATION

52%



KEY FIGURES

INTERNET
USERS



+28%

SINCE JAN 2017

+14 MILLION

ACTIVE SOCIAL
MEDIA USERS



+20%

SINCE JAN 2017

+9 MILLION

UNIQUE
MOBILE USERS



+0.1%

SINCE JAN 2017

+79 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



+22%

SINCE JAN 2017

+9 MILLION

ANNUAL DIGITAL GROWTH



KEY FIGURES

MOBILE PHONE
(ANY TYPE)



97%

SMART
PHONE



72%

LAPTOP OR
DESKTOP COMPUTER



43%

TABLET
COMPUTER



13%

TELEVISION
(ANY KIND)



97%

DEVICE FOR STREAMING
INTERNET CONTENT TOTV



5%

DEVICE USAGE



KEY FIGURES

Average Daily Time Spent
Using The Internet Via
Any Device



6H 52M

Average Daily Time
Spent Using Social
Media Via Any Device



2H 37M

Average Daily Tv Viewing Time
(Broadcast, Streaming And
Video On Demand)



2H 43M

Average Daily Time
Spent Listening To
Streaming Music



1H 21M

TIME SPENT WITH MEDIA



KEY FIGURES

#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM.VN	SEARCH	375,300,000	12M 26S	6.8
02	FACEBOOK.COM	SOCIAL	351,400,000	25M 04S	21.7
03	YOUTUBE.COM	TV&VIDEO	329,900,000	27M 15S	11.9
04	GOOGLE.COM	SEARCH	323,200,000	13M 24S	15.3
05	VNEXPRESS.NET	NEWS & MEDIA	73,400,000	9M 07S	4.2
06	ZING.VN	SOCIAL	61,900,000	14M 47S	6.6
07	YAHOO.COM	NEWS & MEDIA	41,200,000	5M 49S	4.6
08	COCCOC.COM	SEARCH	37,500,000	6M 54S	2.6
09	NEWS.ZING.VN	NEWS & MEDIA	32,400,000	7M 11S	3.6
10	KENH14.VN	NEWS & MEDIA	32,100,000	7M 31S	4.8

RANKING OF TOP WEBSITES



KEY FIGURES

USE A SEARCH
ENGINE



SMARTPHONE:

44%

COMPUTER:

19%

VISIT A SOCIAL
NETWORK



SMARTPHONE:

52%

COMPUTER:

21%

PLAY
GAMES



SMARTPHONE:

24%

COMPUTER:

9%

WATCH
VIDEOS



SMARTPHONE:

53%

COMPUTER:

21%

LOOK FOR PRODUCT
INFORMATION



SMARTPHONE:

14%

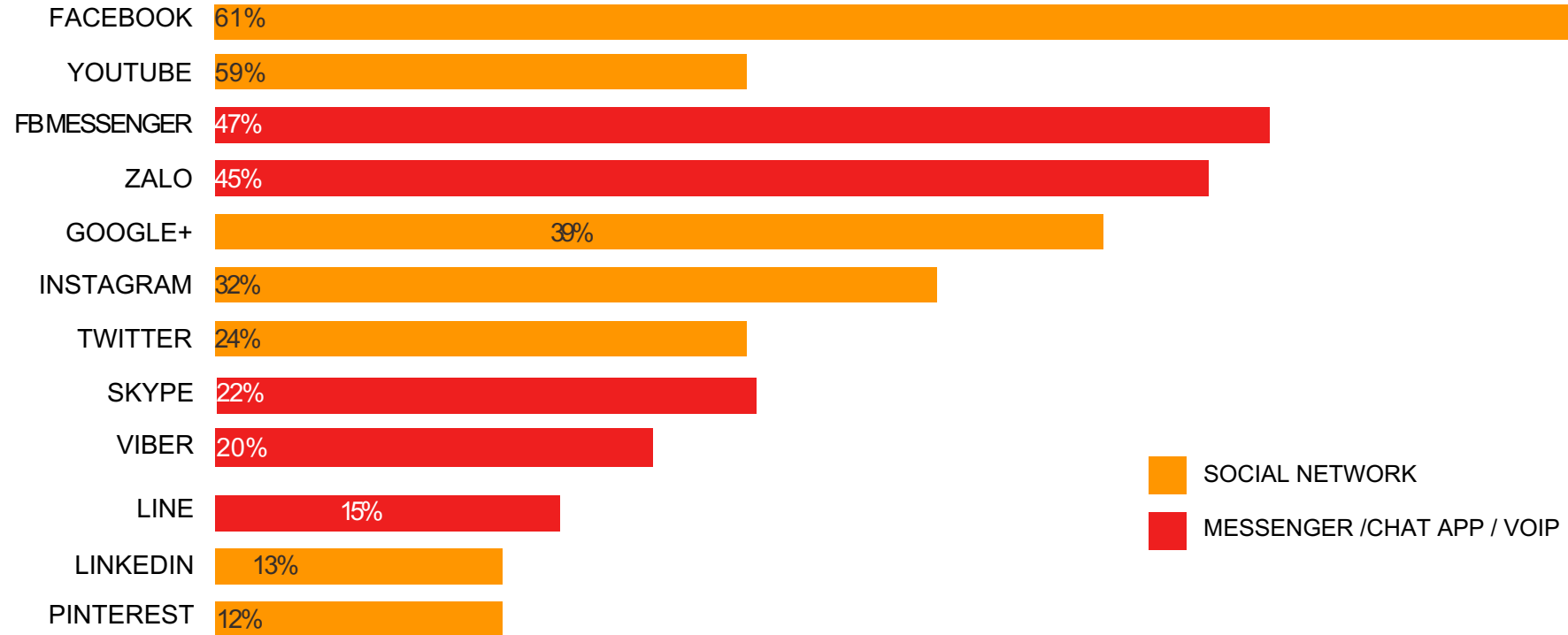
COMPUTER:

6%

WEEKLY ONLINE ACTIVITIES



KEY FIGURES



MOST ACTIVE SOCIAL MEDIA PLATFORMS



KEY FIGURES

Total Number Of
Monthly Active
Facebook Users



55.00
MILLION

Annual Change In
Facebook



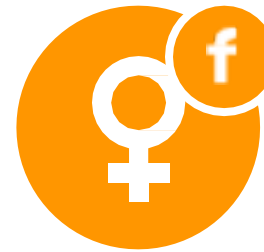
+20%

Percentage Of
Facebook Users
Via Mobile



91%

Percentage Of
Facebook Profiles



47%

Percentage Of
Facebook

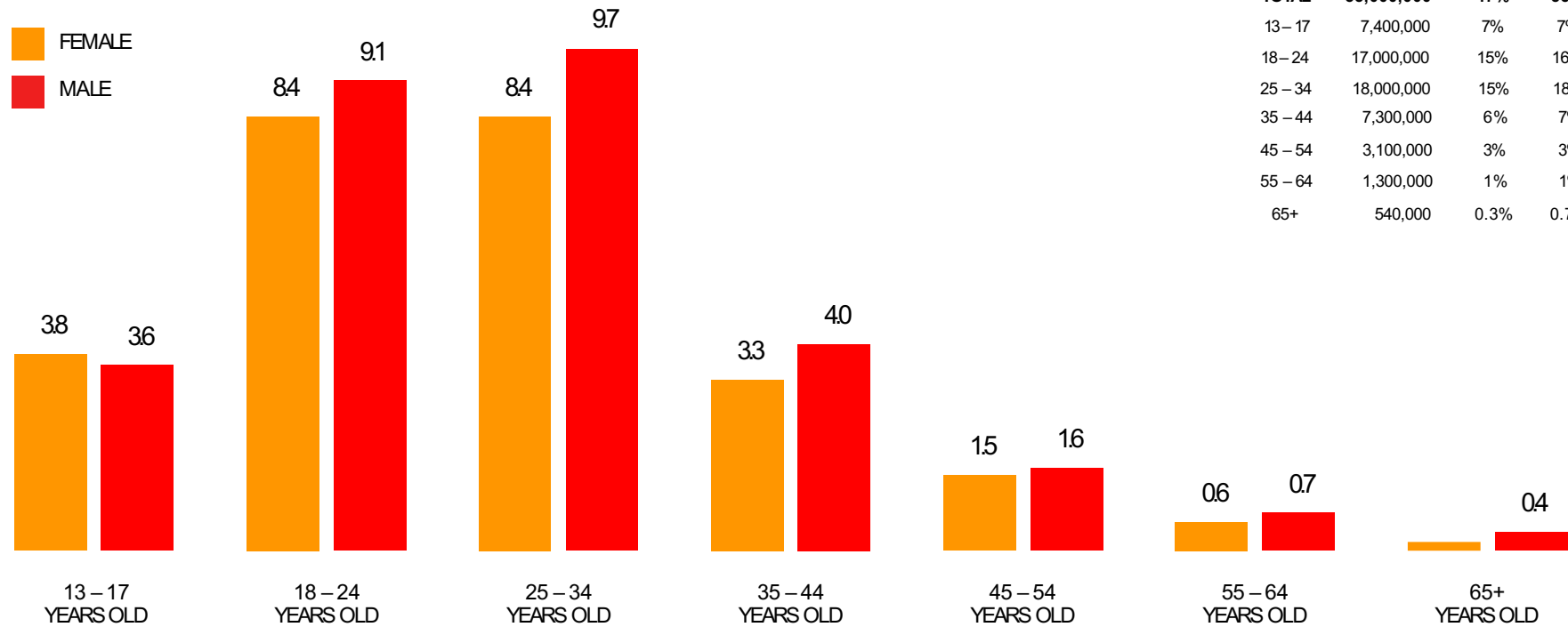


53%

FACEBOOK USAGE ANALYSIS



KEY FIGURES



PROFILE OF FACEBOOK USERS



KEY FIGURES

Average Engagement Rate For Facebook Page Posts (All Types)



4.30%

Average Engagement Rate For Facebook Page Video Posts



9.56%

Average Engagement Rate For Facebook Page Photo Posts



6.29%

Average Engagement Rate For Facebook Page Link Posts



5.28%

Average Engagement Rate For Facebook Page Status Posts



5.17%

PROFILE OF FACEBOOK USERS

PART2. NEW TRENDS ON SOCIAL MEDIA MARKETING

The background is a dark, almost black, color. Scattered throughout are several teal-colored leaves of various shapes and sizes, some appearing to be falling or floating. The leaves are semi-transparent, allowing the dark background to show through them. The overall aesthetic is clean and modern.

INFLUENCE-DRIVEN MARKETING

KOL/INFLUENCER MARKETING



Bitis Hunters shoes appeared in 02 Music Videos, sold out right after launching.



10 famous celebrities told people to stop killing dog, but it seemed going nowhere.

ME CULTURE



I want to be difference.



Influence on oppinion.

WE CULTURE

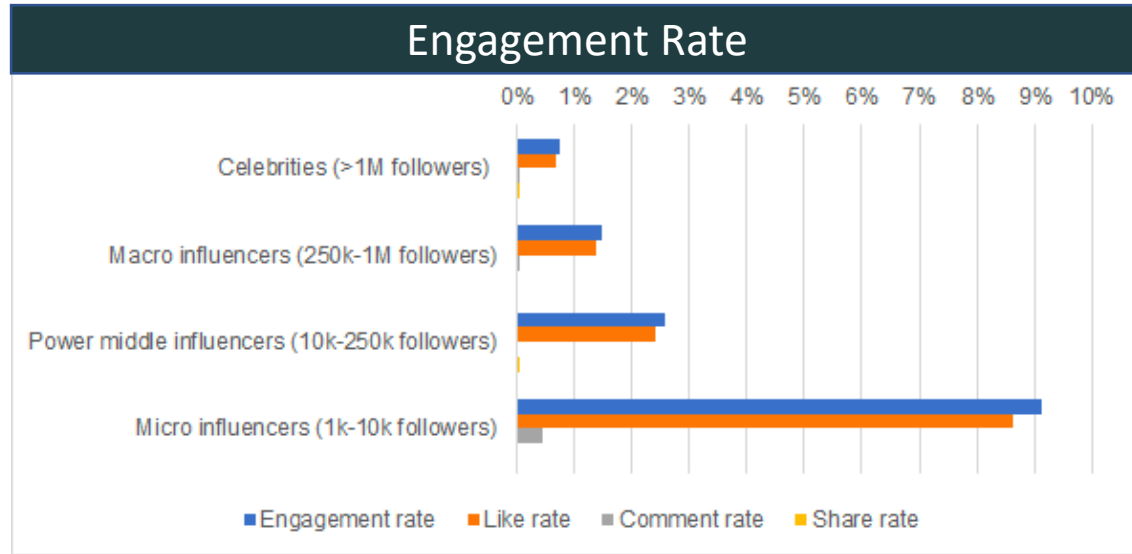


I want to be like him/her.



Influence on style.

INFLUENCERS/KOL USAGE AND THE “COMMON TRAP”



Choosing the right person to spread out your product/message on social media is much easier nowadays with agencies and even online tools to support.



INFLUENCERS/KOL USAGE AND THE “COMMON TRAP”



But the difficult is to avoid the “common trap” since:

- They post daily.
- They post ads for multiple brands continuously.
- Their followers can separate between a normal post and a commercial post.

Still, fashion & beauty care are the most active and effective categories.

LIVESTREAM TO SELL SOMETHING

Facts: an infamous clothing shop owner can sell more than 100 orders in one hour livestream, achieving what she cannot do in her real store for a month.

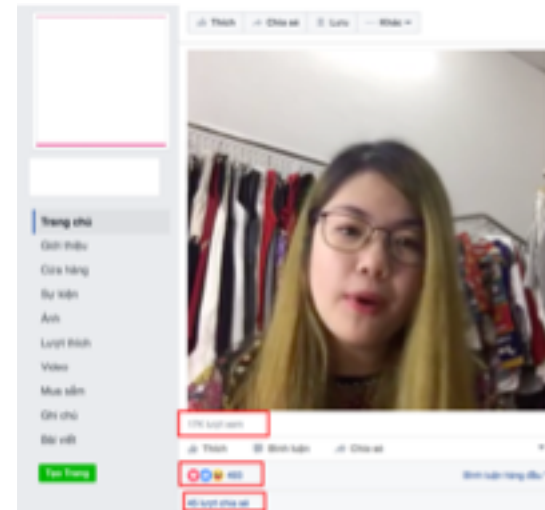
How can this happen?

LIVESTREAM FOR SELLING - THE POWER OF PERSONAL BROADCAST

REAL, LIKE ME, NOT THAT FANCY BUT RELATE



**LOCAL MARKET - TRADITIONAL DRY MARKET
-> THE VIRTUAL EXPERIENCE TO DRY MARKET**



PR & NATIVE ADS – EFFECTIVE LEADS GENERATION

Đời sống



Bị chồng con bạo hành, người mẹ già sống dưới cống 20 năm

Vì Verchini 100.000 đồng trong ngày 10/10 trên Shop VnExpress

12 điều quan trọng mỗi người cần đạt được ở tuổi 30

Quản trị kinh doanh yếu tố tất yếu cho Startup
Quảng cáo | FTV TOPICA

VN EXPRESS



Cài chip gián điệp vào Amazon, Apple chẳng khó gì với Trung Quốc

Realme 2 Pro - smartphone dưới 7 triệu đồng có RAM 8GB

Loạt thiết bị mới được công bố tại sự kiện Google

Trở thành "thánh tướng Anh" chỉ với 45phút mỗi ngày
Quảng cáo | TOPICA

1. Appeared as an article/story

2. Giving knowledge/tips/general info

3. Introduce service/product and contact/chat

Balance between
being “real”
and
stay “professional”.

The background is a dark, almost black, color. Scattered throughout are several teal-colored leaves of various shapes and sizes, some appearing to be falling or floating. The leaves are semi-transparent, allowing the dark background to show through them. The overall aesthetic is clean and modern.

GUERRILLA MARKETING,
A BOTTOM UP STRATEGY

CASE STUDY

SOCIAL CONTENT & CAMPAIGN-ABLE IDEA

A BLACK BEER PRODUCT LAUNCHING









NHỮNG ANH



LÀ AI ?

The background is a dark, muted teal color. Scattered throughout are several leaves of various shapes and sizes, also in shades of teal, some appearing slightly blurred or out of focus, creating a natural, organic feel.

PART 3. A FEW TIPS ON
DIGITAL/SOCIAL MEDIA

A large, detailed octopus with purple and orange tentacles is shown against a dark blue background. The octopus is positioned centrally, with its tentacles spread out. The text is overlaid on the octopus's body.

It's not just identifying the precise moment a consumer needs something, but also build memories.

Social media

social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and network.

so-cial me-di-a
noun [treated as sign. or pl.]
websites and applications used for social networking.



WORLDW

lik

SHARE

In-ter-net
a global comput
and communication
using standardized

Don't push your brand on the ads
race just because others are doing
it. Spend efforts to earn your
social currency.

SEARCH

Photo

Web-site

a location connected to the Internet
that maintains one or more pages on
the World Wide Web



Computer

E-mail



Connect



@

Wavy lines representing a signal or sound.

Think of your brand as a real person on the internet.





APRIL ADVERTISING

THANK YOU!

Note: The contents of this document include materials prepared by April Advertising JSC, the use of those materials is subject exclusively to the conditions of engagement between April and the intended recipient.