



Hello!



DO.MARKETING

We are Do.Marketing
a team of creative and dynamic individuals, uniting
passion with collective experience in marketing.

Since our inception in 2010, we have become one of
THE MOST TRUSTED
MARKETING SERVICE AGENCIES





We believe Technology plays a crucial role in Digital Marketing, yet it is often a missing piece in a successful campaign. To distinguish ourselves from competitors, we offer innovative solutions that merge our extensive Marketing Experience with in-depth Technology Knowledge to optimize the performance of client's marketing initiatives.

THIS'S OUR DIFFERENTIATION

In fact, customers can experience a brand or product at every point of contact. As a full-service agency, we develop Integrated Marketing Strategies that engage and lead customers in a consistent journey crafted from both online and offline marketing content.

THIS IS OUR CORE SERVICE





PLATFORM



SOCIAL MEDIA



PUBLIC RELATION



We exist to better connect brands with consumers in the digital-centric world



CREATIVE



IMC



SEARCH







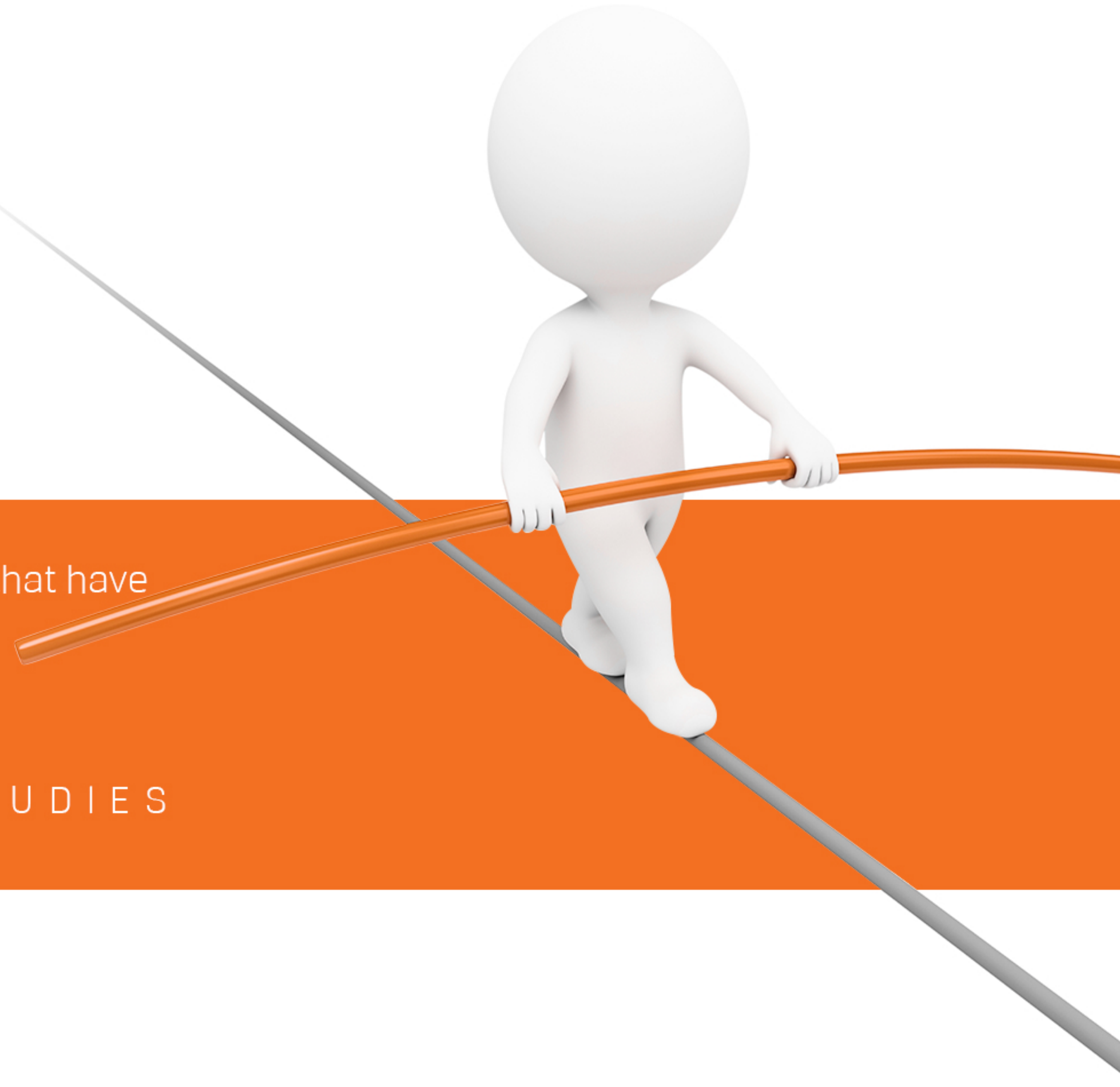
During the first 8 years, our aim was to prioritize tapping into a very dynamic yet highly competitive market: ICT products. In the recent 3 years, we have expanded into Travel, Renewable Energy and IoT markets.

THIS IS OUR AMBITION

In the first 5 years, we set a goal to reach and exploit as many clients as possible. However, from the 6th year onward, we completely changed the way we conduct Do.Marketing business. We restructured the workforce and services, streamlined the client database, and optimize the number of projects to better serve each customer.

THIS IS HOW WE GROW WITH OUR CLIENTS



A 3D white figure is balancing on a thin grey tightrope that stretches diagonally across the frame. The figure is holding a long, thin orange balancing pole with both hands. The background is split horizontally: the top half is white, and the bottom half is a solid orange color. The figure is positioned on the orange half, with its legs and feet on the tightrope.

Don't just take our word, explore some of our solutions that have helped clients resolve their mar-com challenges.

HERE ARE SOME OF OUR CASE STUDIES



Energizer

PRODUCT LAUNCH
CONCEPT



KIM HẰNG

BRAND HEALTH
TRACKING SURVEY



AMD

DIGITAL CREATIVE
CONTEST



LEGION

COMMUNITY
ENGAGEMENT CAMPAIGN

Energizer



CASE STUDY | PRODUCT LAUNCH CONCEPT

O V E R V I E W

- The power bank market is very active, with the participation from brands ranging from well-known to no-name, and from hand-carried to officially distributed.
- When there is a need to buy a power bank, buyers can't know which type is appropriate. Therefore, they tend to purchase based on suggestions of the sales staff.
- According to a survey report, more than 70% of shoppers are not aware of the various portable charger brands.



CHALLENGE

- While Energizer's AAA batteries are very famous in Vietnam Energizer's power banks have only been launched recently and are not well-known to many.
- In terms of branding: recognition of Energizer's power bank is almost zero.
- In terms of sales: the price is very high, and the quality has not been validated by the market.



INSIGHT

- Energizer's Brand Belief is very strong. It is entirely possible to leverage this brand belief to promote the new line of power bank products.
- Strength and durability are the core values of the Energizer brand. It is necessary to find brand characteristics that can deliver an image associated with power and agility.



BREAKTHROUGH IDEA

We have created images of Energizer' products as a team of superpower, which helps us convey:

- Core values: strong & durable.
- Each character represents a product line: high capacity, or high technology, thin and light for women , or flagship for high segment.



ACHIEVEMENT

Activities have developed through multi-channels, including limited-edition product, hero films, social content, product experiences as well as influencer plans.

- Channel: a highly collaborative relationship with strategic partners.
- Brand reputation: rank #3 in the power bank market with 22% share.
- Brand recognition: 80% buyers was known the brand before making a purchase.



AMD

SENSE OF **IMAGINATION**

CASE STUDY | DIGITAL CREATIVE CONTEST





PROBLEM

- AMD is one of the most efficient chipsets for graphic design. However, it is better known among gamers than among creators who pursue imaginative and colorful ideas but lack knowledge about technology and engineering.
- Hence, it is essential to connect creators with AMD, helping them realize that AMD chips can effectively handle graphic tasks.



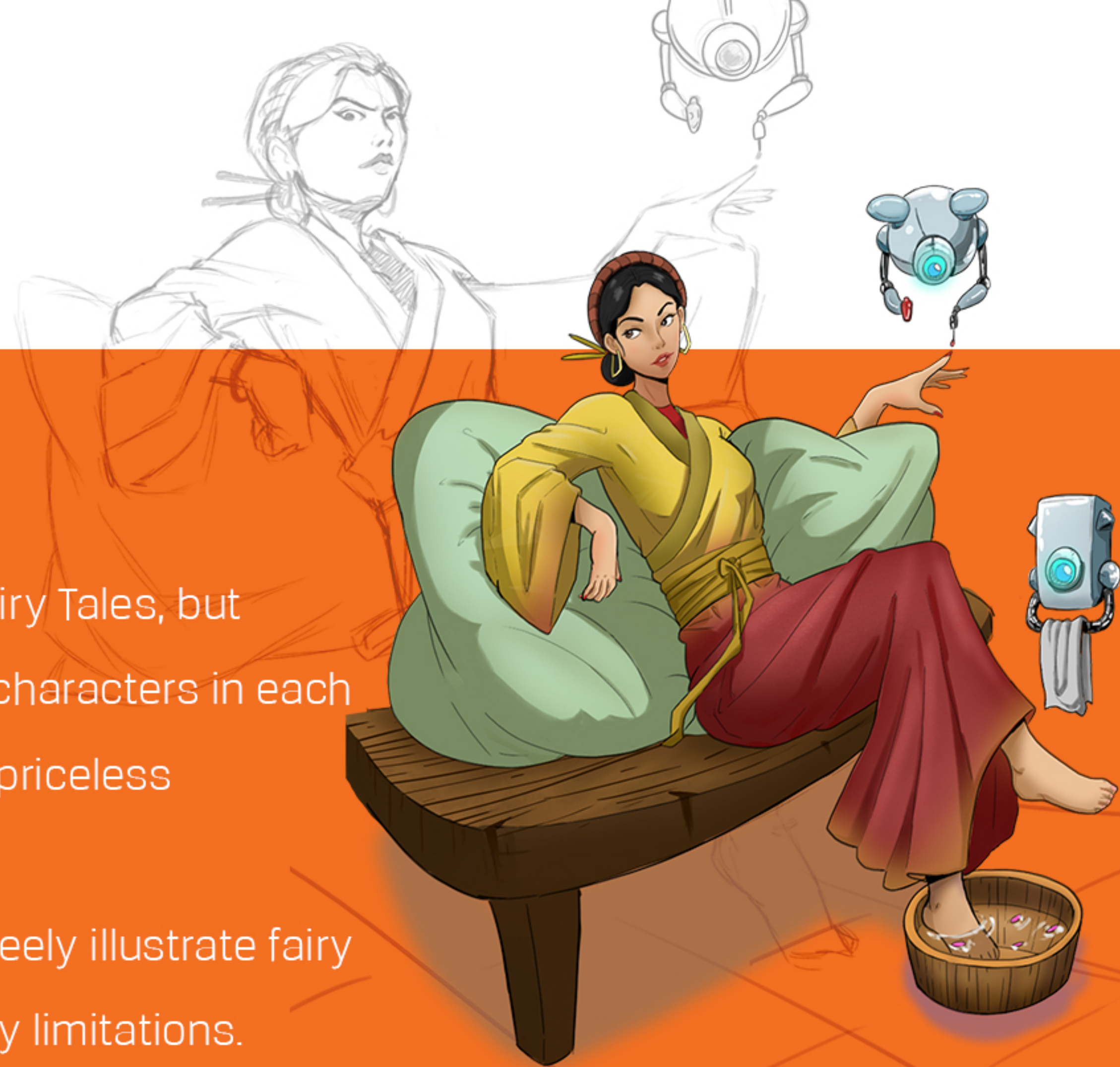
OPPORTUNITY

- At that time, content and images related to fictional characters are leading trends in the creative communities.
- Observing various groups has shown us that creators are finding ways to express their own fictional characters.
- Why hasn't AMD organized a campaign for them – the creators – to showcase their creativity?



BREAKTHROUGH IDEA

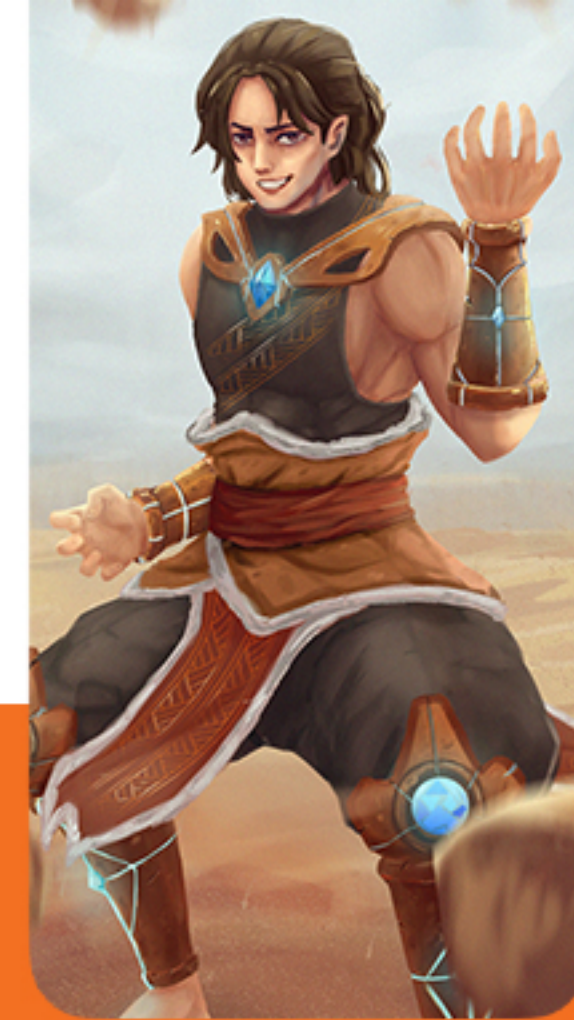
- As a Vietnamese people, everyone has heard stories about Fairy Tales, but because they are passed down orally, the appearance of the characters in each person's imagination is extremely different. This diversity is a priceless foundation for creativity, especially for artists.
- AMD – SENSE OF IMAGINATION is a contest where artists can freely illustrate fairy tale characters according to their own imagination without any limitations.

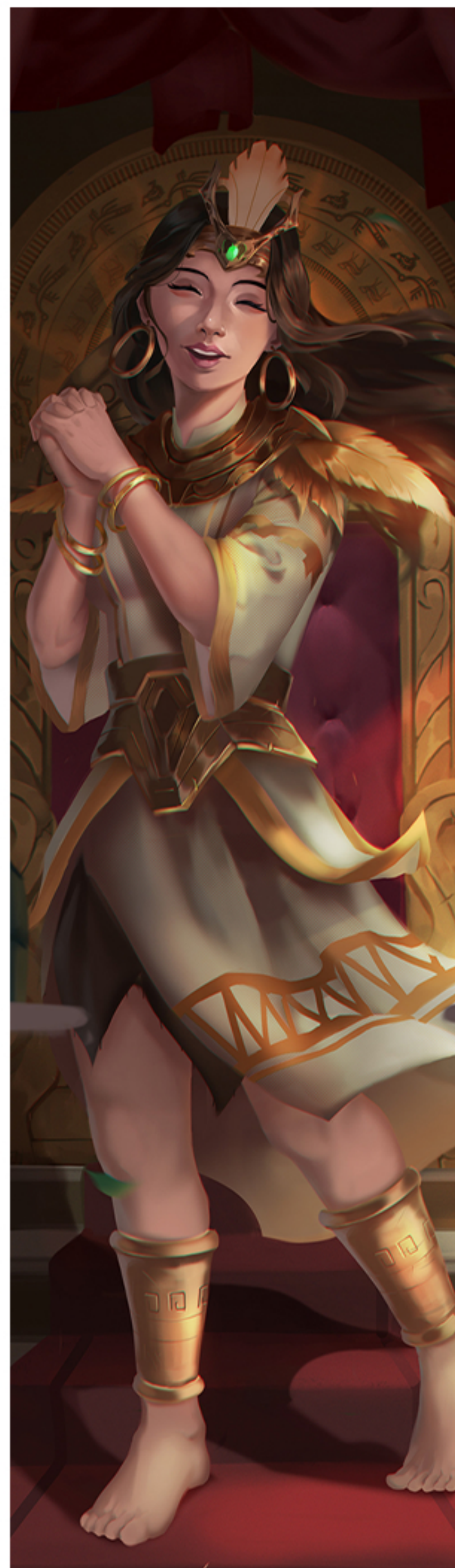
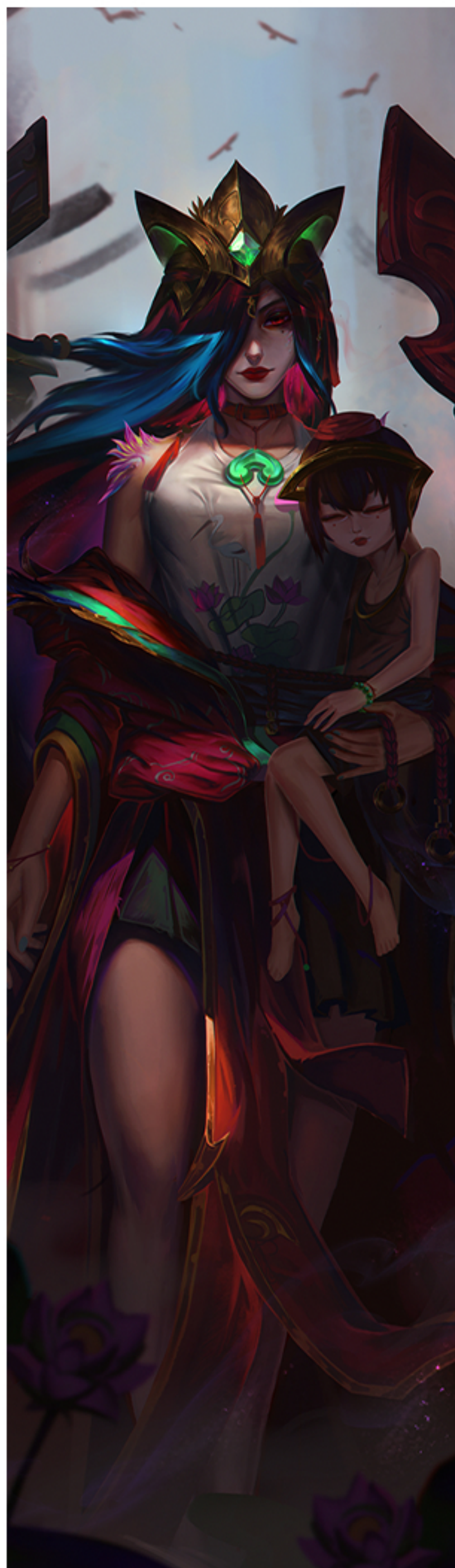
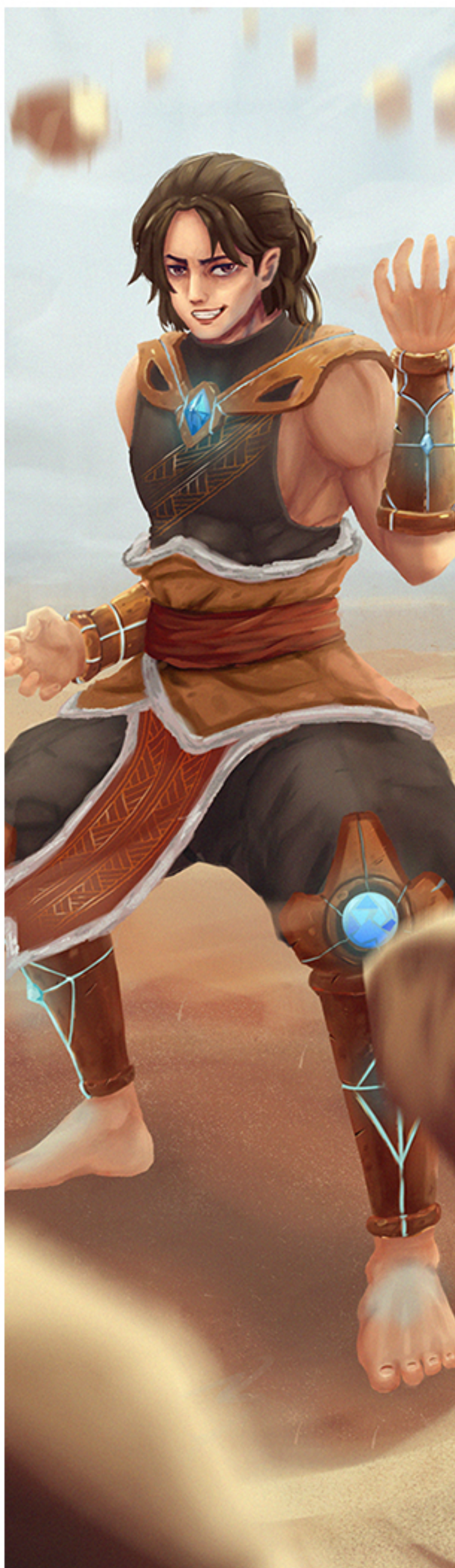


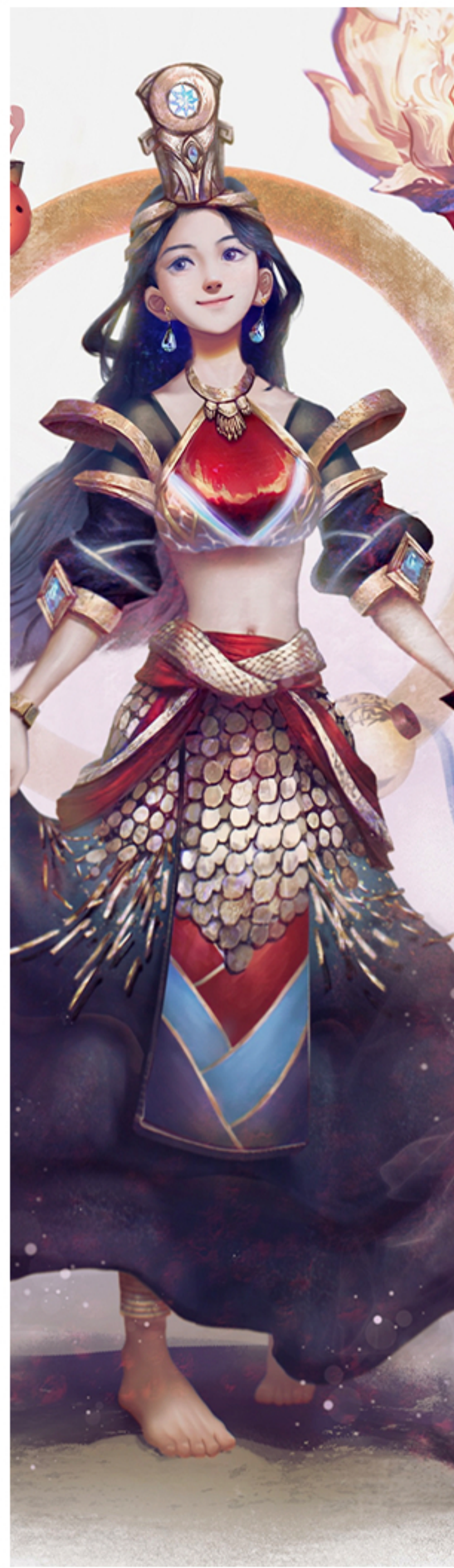
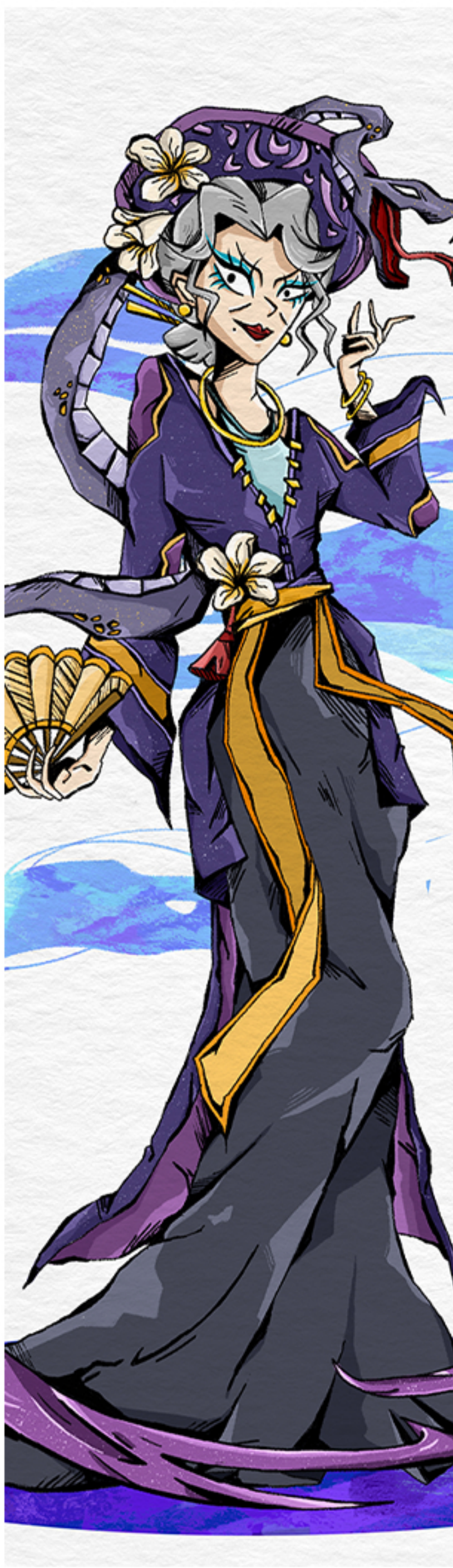
ACHIEVEMENT

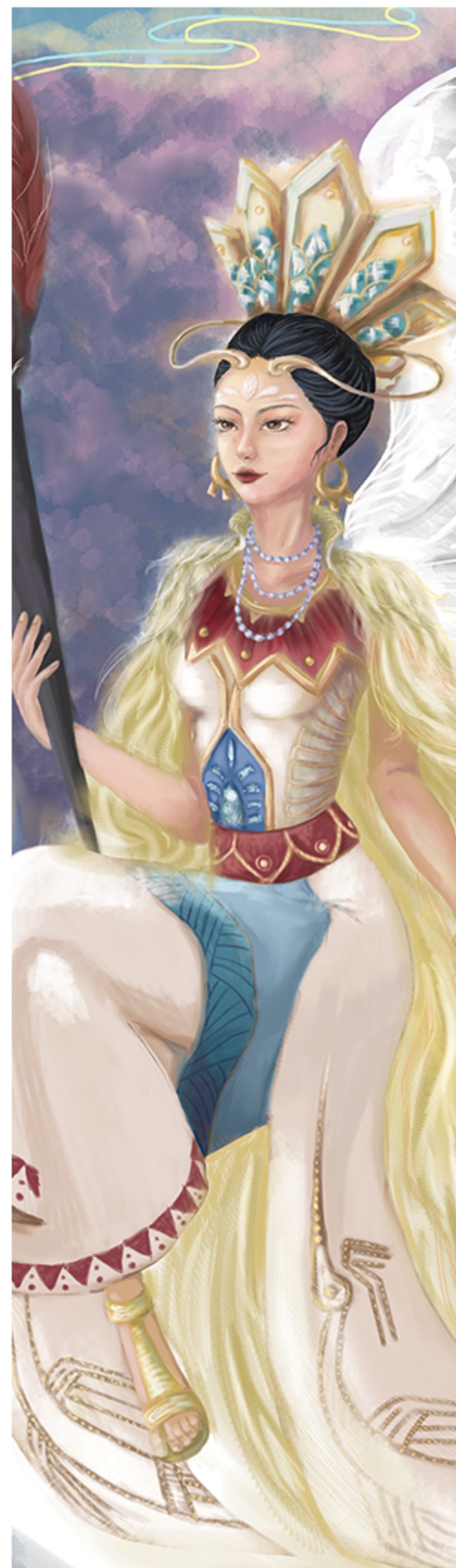
THE SENSE OF IMAGINATION contest has gone viral across social channels, especially within creator communities & universities. The contest received significant engagement & positive feedback.

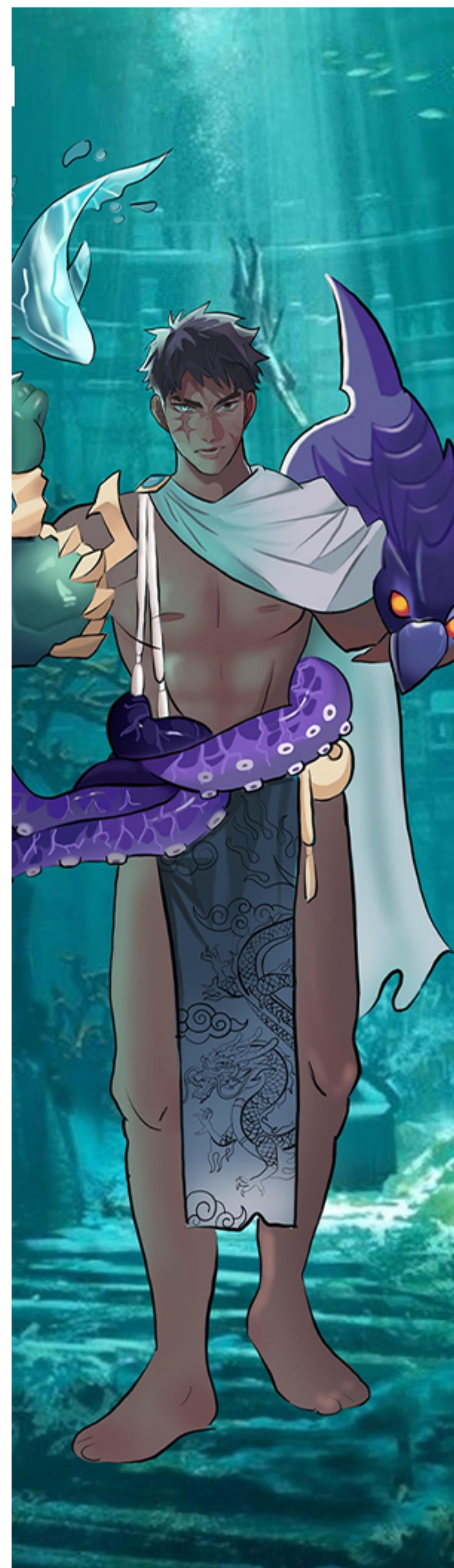
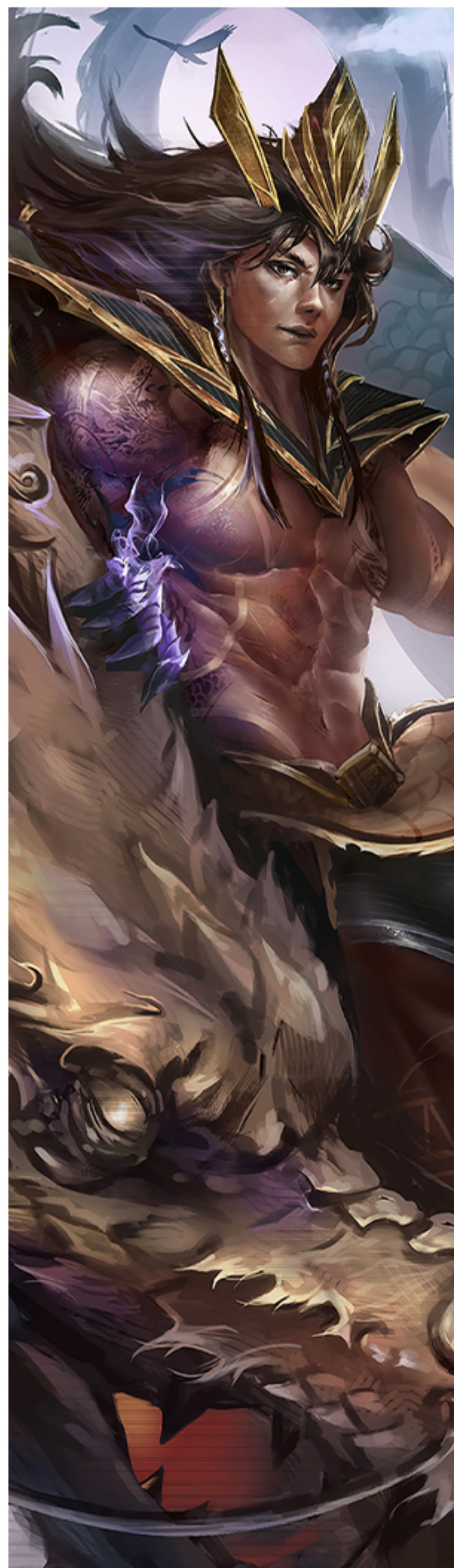
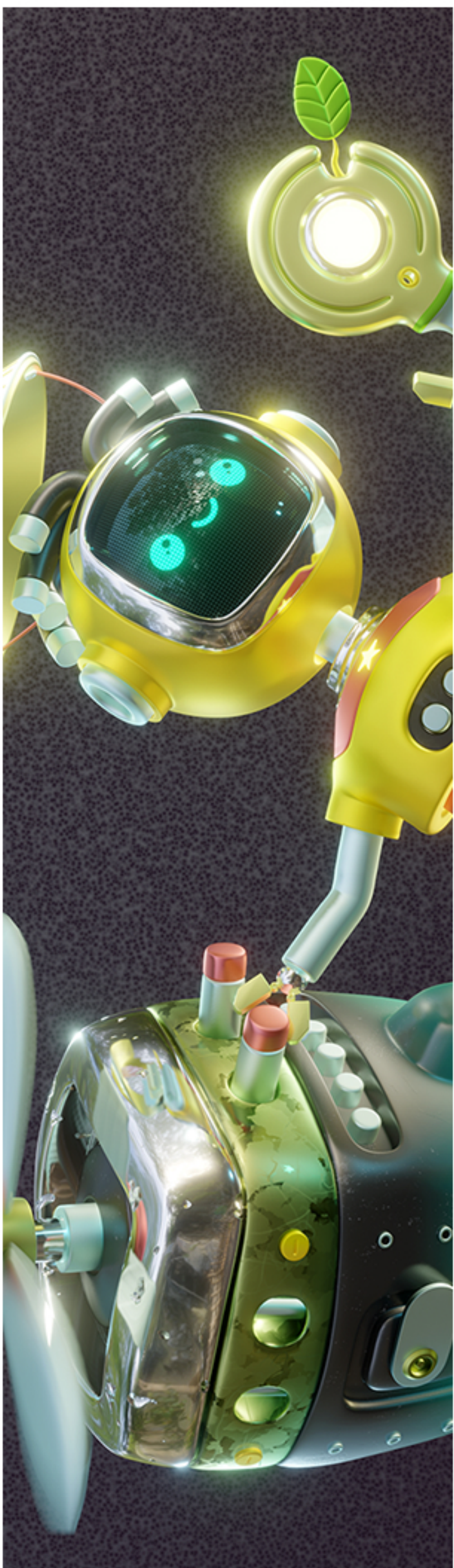
- Reach: over 3,000,000 reach.
- Entries: exceeded the initial KPI estimate, up to 1,100 entries.
- Awareness among creators increased by 22%. (according to ending-survey)

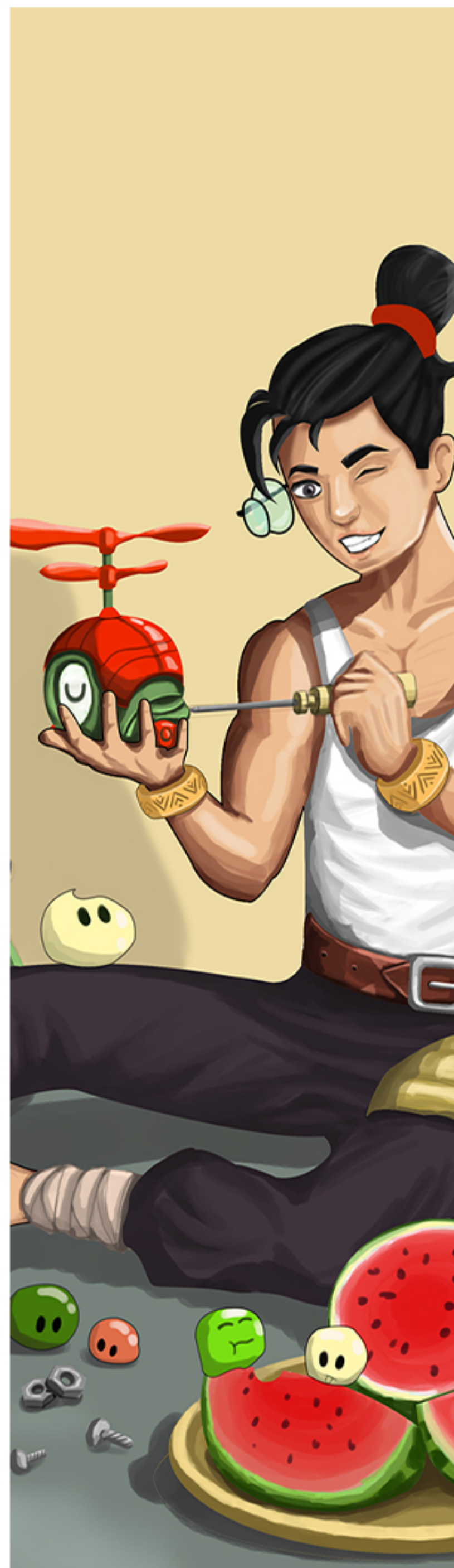
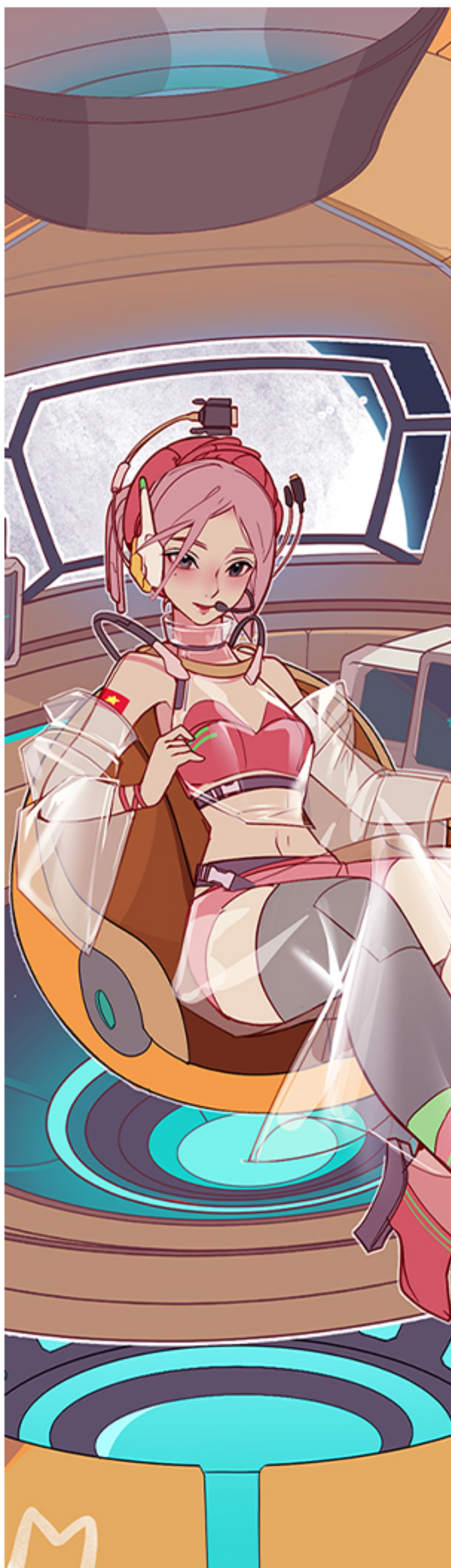














SINCE 1978

KIM HĂNG[®]



CASE STUDY | BRAND HEALTH TRACKING SURVEY

BACKGROUND

- Kim Hăng is a leading company in the kitchenware industry, with over 45 years of experience. With the slogan "the homemaker's friend," its products are highly durable, earning the trust and loyalty of customers.
- In the past 5 years, Kim Hăng has gradually lost the urban market to competitors such as Sunhouse & Lock&Lock. Kim Hăng wants to identify the reasons to innovate and enhance competitiveness.



R E S P O N S E

We designed a questionnaire and conducted a door-to-door survey in 4 big cities with the sample size of 400, with the following objectives:

- The level of awareness and usage according to the AIDA model.
- The motivation/reasons for choosing and using the Kim Hăng.
- The level of satisfaction and recommendation.
- Identifying the barriers to usage.



KEY FINDINGS

- Kim Hăng is still in the top 5 in the kitchenware market.
- Kim Hăng's products are highly rated for durability, pricing, and quality.
- Kim Hăng brand recognition is quite good, but the consideration is very low.
- Kim Hăng only remains in the traditional markets and convenience stores.
- The lack of product research and development (R&D) is the main reason why young customers choose not to buy Kim Hăng products.



DEVELOPMENT

- Develop new flagship product lines with fresh colors & materials.
- Build brand reputation within young customer communities, including branding campaigns and digital contests.
- Boost e-commerce to expand the MT channels.
- Renew the website to kickstart the online-merge-offline (OMO) strategy.



LEGION

A Legion laptop and a game controller are positioned on a dark background. The laptop is open, displaying a vibrant, colorful game scene on its screen. The game scene features a character in a red and yellow outfit, a large red dragon, and a blue dragon. The laptop's keyboard is illuminated with a rainbow light. A game controller is placed in front of the laptop. The background is dark with colorful liquid splashes in blue, purple, and pink, creating a dynamic and energetic atmosphere.

CASE STUDY | COMMUNITY ENGAGEMENT CAMPAIGN

LEGION

BACKGROUND

- The Lenovo Legion series offers powerful gaming configurations compared to many competitors. However, users often only remember Dell Alienware, Acer Predator or ROG.
- On the occasion of launching the new Legion series with significant improvements, Lenovo wants to create a truly attractive campaign for gamers.

LEGION

INSIGHT

- The gaming concept for fan-offline event is used by many brands, whether it's for chipset, smart devices or ICT products. Their initial consideration often revolves around popular games with large player bases, is always a safe choice.
- When you ask any gamer about their beloved game titles, they will passionately share their memories of them. This is precisely what Legion needs to do: remind gaming enthusiasts of their boundless passion, not the game titles.



BREAKTHROUGH IDEA

- We thought about the Coins – an item that represents the experience, abilities & achievements of gamers – and named THE COINS OF PASSION.
- The Legion Fan Fest is designed for gamers to experience a variety of games. Gamers will use it to challenge each other in games, the person who wins the most coins will use them to exchange for valuable prizes.
- How to get the Coins? Register for Fan Fest and receive them now!



LEGION

IMPLEMENTATION

- ONLINE: deploy a series of 03 minigames to select 500 winners who will receive 3 Passion Coins as a prize.
- OFFLINE: with 3 Passion Coins, participants can use to exchange for gifts or challenge each other in games to earn more coins at game booths.
- KEY HOOK: At the end of the Fan Fest day, players will use their own Passion Coins to bid for a newest flagship Legion Gaming laptop.

only the **WINNER**
takes it **HOME**

ACHIEVEMENT

This breakthrough gameplay has garnered excitement and active participation from fans. The concept's soul, Legion Coin, continues to be a sought-after item among fans to this day. Successful events and effective communication have resulted in two key benefits:

- Event attendance: surpassed expectations, with up to 1,100 people (+154%).
- Group membership: a remarkable surge with a 1,500 new member increase.







In case you care about our projects, please ask us for more information



Lenovo

SEASONAL CREATIVE
CAMPAIGN



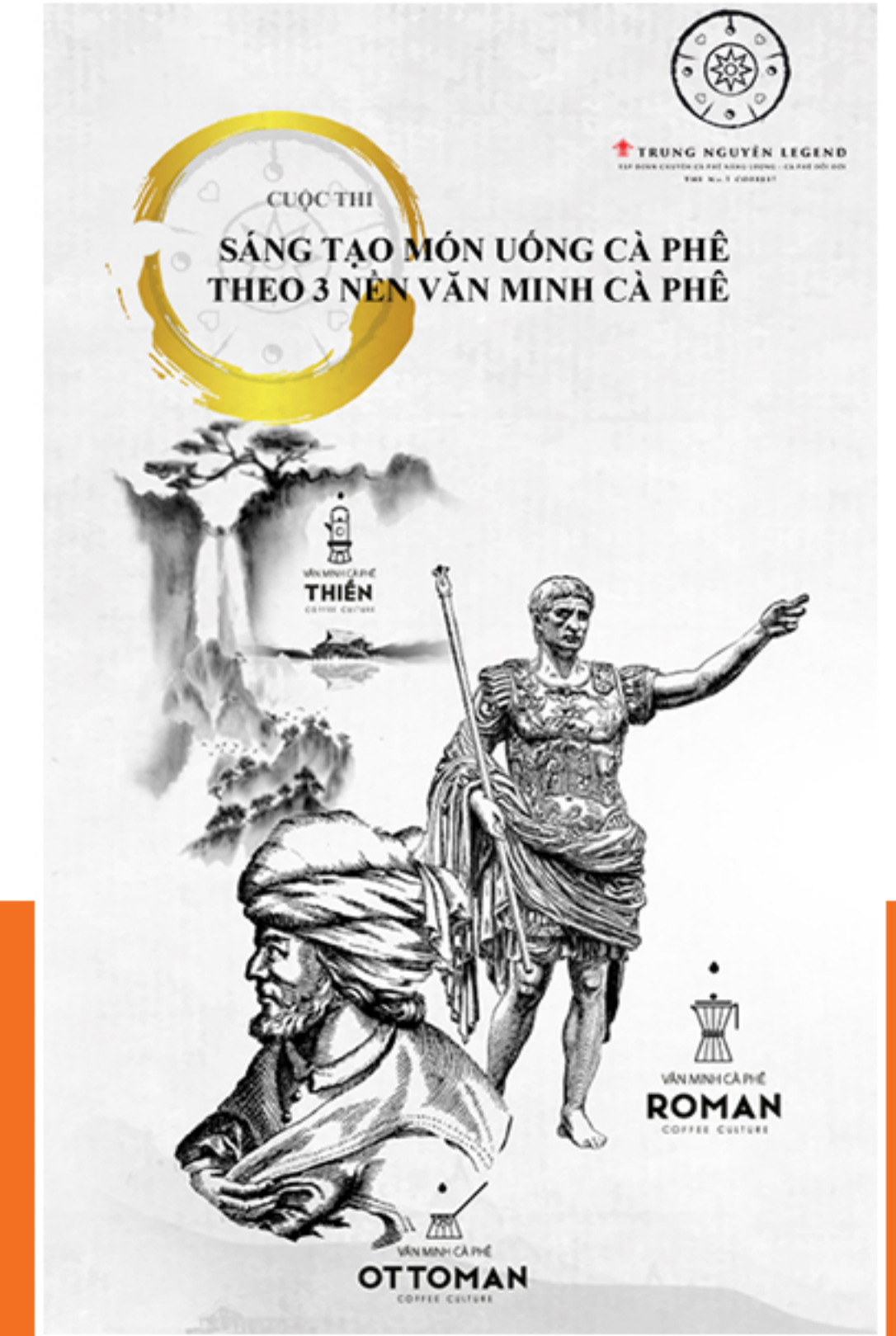
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ADVERTISING
STRATEGY



SolarBK

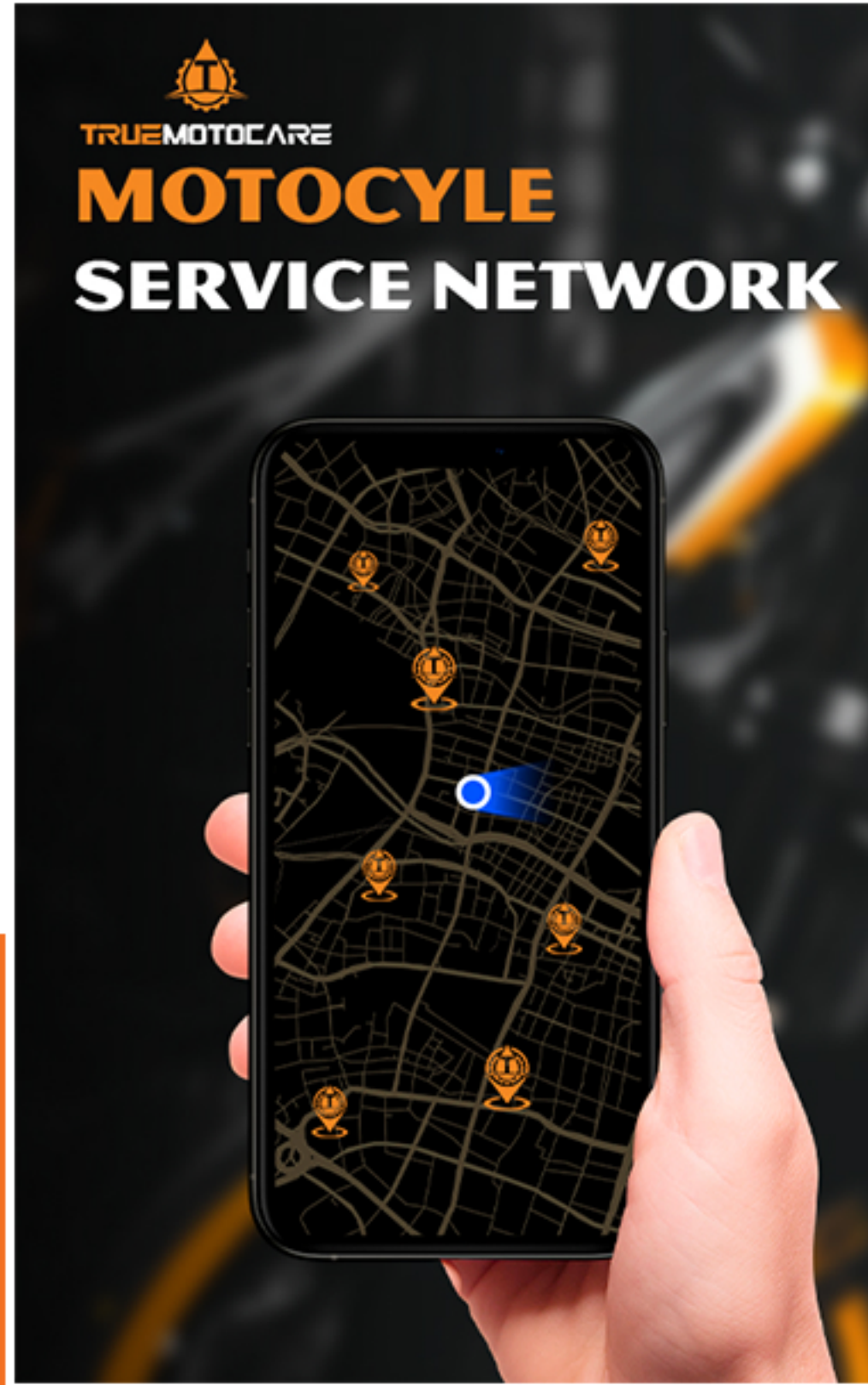
GO-TO-MARKET
STRATEGY



TRUNG NGUYÊN

CHANNEL PARTNER
ENGAGEMENT

In case you care about our projects, please ask us for more information



START-UP
BUSINESS STRATEGY



MUSIC MARKETING
CAMPAIGN



CORPORATE
IDENTITY PROGRAM



DIGITAL BRANDING
CAMPAIGN



C O N T A C T U S

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Every year, on average, we produce and execute



+60
PROPOSALS



+1.500
CONTENTS



+10
BIG CAMPAIGNS



+50
EVENTS



Thank you!



DO.MARKETING