



WHO WE ARE NOW

We are an Integrated digital agency.

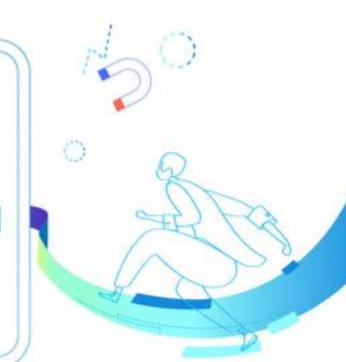
WHAT WE DO

We provide digital first communication services for brands & businesses.

We aim to help brands

build digital presence and establish meaningful connections

with their customers through insightful stories & impactful experiences on Digital.





OUR SERVICES

We provide full Digital services

BRANDING COMMUNICATION

- Strategic planning
- Creative concept
- Campaign idea
- Key asset development
- Social & media execution
- Promoting channel endorsement (KOLs, Online PR)

SOCIAL MEDIA ALWAYS ON CAMPAIGN

- Concept & content direction
- Content production & media optimization on digital channel (Facebook, Youtube, Instagram)
- Social management

PROMOTION CAMPAIGN

- Campaign idea
- Media strategy & execution
- Content production

MEDIA PERFORMANCE

- Media strategy
- Consulting about systems construction/operation
- Media optimization
- Reporting



ACHIEVEMENT

Besides the achievements we have reached with honor, we strive to better our services for our clients with continuous innovation and development.

YEARS EXPERIENCE

26+
EXPERIENCED
SPECIALISTS

PROJECTS
HANDLED

30+
BIG CLIENTS



Boards of Director



Mr. LE ANH TUAN CEO - Founder

12 years experience of entrepreneur in Tech & Digital marketing. Founder and CEO of Firstcom Digital. Mentor at Vietnam Startup Foundation and Founrder / Investor at many startup about Software Solutions, Data Analytics platform, Ecommerce and XOL platform.



Mr. PHAM HOANG CHUONG
Managing Director
Co-founder

10 years experiences in Digital Communication Marketing from Digital Production, Social Media to Creative Communication.



Ms. PHAM THU HUYEN
Operation Director
Co-founder

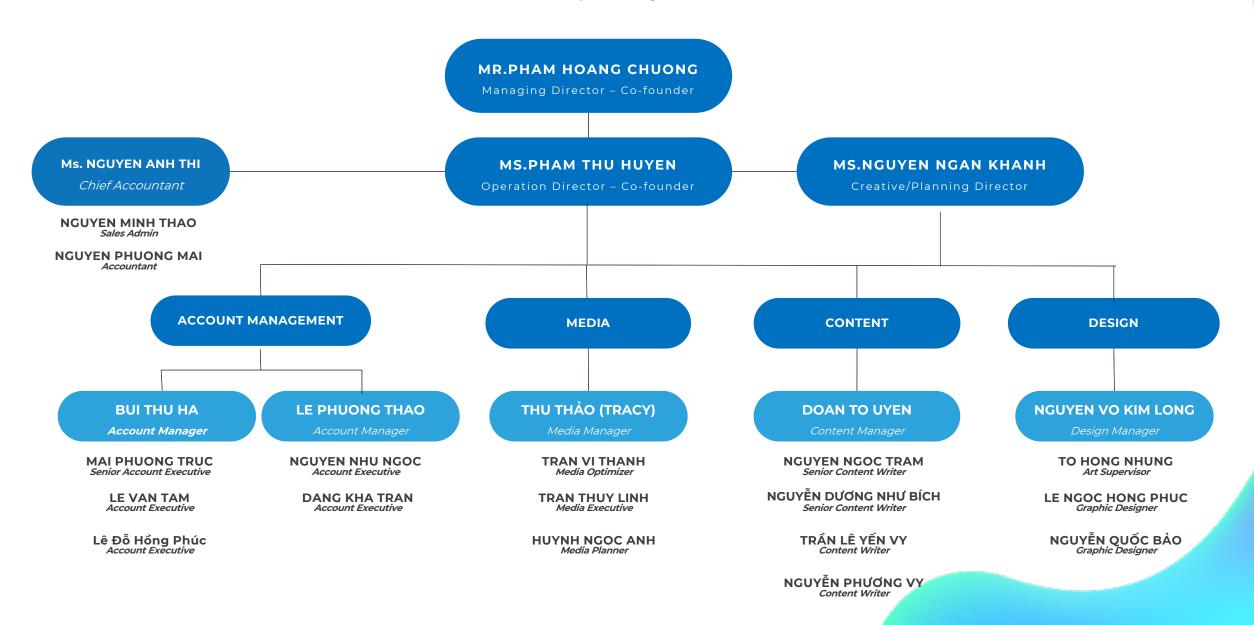
- 9 years of experience in Digital marketing, focusing mainly on media performance, especially in the field of finance and banking.
 - Former Digital Manager at VIB Bank
 - Former Head of Media Ureka Vietnam



Ms. NGUYEN NGAN KHANH Creative Planning Director

- 10 year experience in marketing & communication industry ranging from research to communication & media practices in Vietnam and Indochina.
 - Former Communication Planner at The Purpose Group
 - Former Group Media Manager at River Orchid

Let's have a look at our company structure



OUR CLIENTS

We have partnered with many top enterprises and hopefully you'll be the next!

















































HOW WE DO IT

We craft **Insight** driven digital communication strategies.

We strive for **Excellency & Effectiveness** in everything we do.

We embrace the values of **Creativity**, **Empathy & Trust.**

We craft Insight driven communication strategy.

CUSTOMERS BRANDs DIGITAL **PLATFORMs**

In-depth knowledge of:

the industry norms and standards

the company vision and mission

the competitive landscape

the internal vs. external

stakeholders' expectations

Insightful understanding of:

Lifestyle, dream and aspirations as well as unmet needs

the latest consumer - digital – social trends

Analytical expertise of:

customer behaviors on each digital platform

the industry 's best practices and

the latest technological updates and trends

DIGITAL COMMUNICATION

CREATIVE CONCEPT & STRATEGY

We strive for Excellency & Effectiveness in everything we do. From strategic planning to detailed execution, from Always On to Integrated Digital campaign

WE ALWAYS AIM FOR
THE BEST
QUALITY
CREATIVE WORKS.

DOING THE RIGHT THING for the Brand and/or the Client

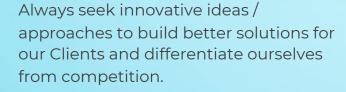
To deliver impactful messages to the right target audience on the right channels at the right time in order to drive business results

firstcom values





CREATIVITY FUELS GROWTH AND RESILIENCE



Be flexible – Be dynamic – Think out-ofthe-box in everything we do

Welcome the differences

EMPATHY



Foster the culture of Collaboration and Teamwork

Open communication is highly appreciated

Recognize people needs and challenge





TRUST

TRUST IS THE FOUNDATION OF ANY SUBSTANTIAL PARTNERSHIP

Professionalism and Transparency are essential.

It is better to "Under promise yet Over-deliver".

Always strive to build long term partnerships (instead of short-term or on off deals)







BANGKOK CHICKEN WITH TOMYUM SAUCE

LAUNCHING CAMPAIGN

THE BRIEF/CHALLENGE:

For the upcoming festive season (12/2020 – 3/2021), Popeyes is launching a new product "Bangkok Chicken" with Tomyum sauce. The most challenge is how to make our consumers still excited about Tomyum Chicken, realizing that they have not known about Tomyum Chicken like they have always thought?





IDEA/SOLUTION

Being in the Covid Pandemic, 2020 is truly a disaster with many challenges to face counting down to a better year. Thus, let's the Bangkok Chicken to give you a more lucky and smooth new year (as the meaning of Sawadee).

The campaign "Gà Bangkok - Sawadee gà, may mắn đậm đà" is created with Swadee squad to make the plan happen in the luckiest way.

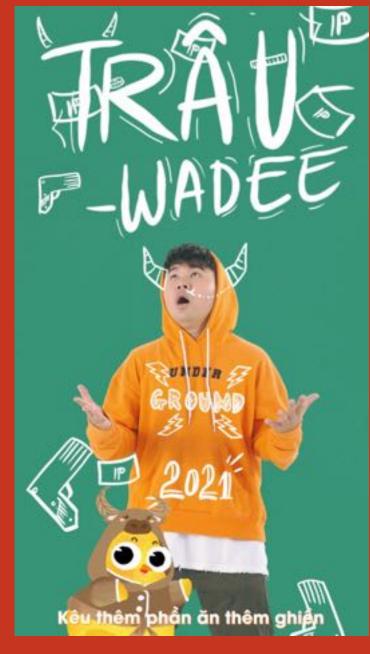




MV RAP collab with QUOC KHANH

MV RAP with Actor & comedian Quoc Khanh. Recently he received much love from the public, with many funny and interesting rap songs, gaining millions of views on social media

MV reached over **~3.7M views** & **~44K reaction** on Facebook, Tiktok



http://bit.ly/QK_PPF



149 bình luân

An bot

♠ \$ 5.1K

ACTIVITIES ON TIKTOK







We adapted the dance move in the Rap MV into a TikTok dance challenge & CTA users to join this activity to invite luck to whole year.

We also booked Tiktok In Feed Ads to promote dance video by Quoc Khanh & Sawadee Squad.

Video dance got over ~1.9M reach, ~2M view and ~23K reaction

SOCIAL CREATIVE CONTENT

Content of Popeyes is the interesting creation of the character's interaction. To increase engagement and positive impression, post is applied with the social trend, seasonal and interest promotion



















SOCIAL ENDORSEMENT

Utilize various kind of page like: Food Blogger, Hot Tiktokers to build awareness about new product "Bangkok Chicken" and encourage customer trial the new product

Just only 4 Food Blogger, Hot Tiktokers, they can **reach over 1M engagement** on Tiktok, Facebook and Instagram









HONGKONG CHICKEN LAUNCHING CAMPAIGN

THE BRIEF:

In August 2020, Popeyes continues to launch innovative LTOs as Char Siu Chicken. We are requested to come up with a digital proposal to launch this new product

IDEA/SOLUTION

Because this kind of sauce is popular in the dishes of Hongkong & Hongkong culture likely to be more familiar to Vietnamese through the wide approach of movie, cinema. That why the name of new product is "Hongkong Chicken – Gà Hồng Kông"

In Hongkong, Kungfu movie is the ranked as the most popular so we create the Kungfu Master Chicken "Thần Kê" good at martial arts, generous spirit & the power to enhancing friendship and other relationship Because of the Covid Pandemic, we chance tagline "Gặp không cần cớ, cần bằng hữu cơ" to "Gặp không cần gấp, cần bằng hữu thân"





VIDEO VIRAL COLLABORATE

WITH FAPTV

To kick off the campaign and create the buzz, we collaborate with Faptv to make a viral video "Thần Kê Đại Hiệp". FAP TV specializes in providing sitcom, comedy video, funny MV & is Vietnam's first YouTube channel receives Diamond Play Button

After 3 days, "Thần Kê Đại Hiệp" on top 1 trending Youtube with 6.5M views. Now, video reach over 16M views and 223K reaction, comment.



#FAPty #Comnguối #GáthôngKông FAPtv Com Nguội: Tấp 227 - Thần Kế Đại Hiệp

16.199.687 lunt xem • 7 thg 8, 2020



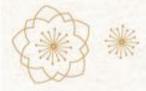












SOCIAL CREATIVE CONTENT

The content of Popeyes is the interesting creation of the Than Ke's interaction. To increase engagement and positive impression, post is applied with the social trend, seasonal and interest promotion















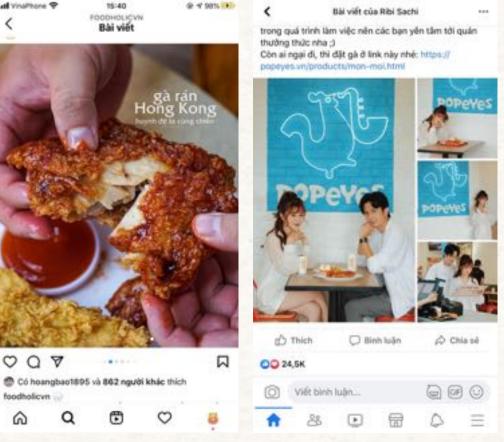


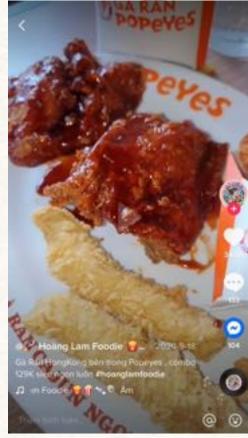




SOCIAL ENDORSEMENT







We asked Thanh Dung to make a video in his style and based on the movie "Than Dieu Dai Hiep" with unique, humorous lines to promote the campaign's message and new products

- Video reach over **300.000 engagement** with **136.000 view**

We also booked Food Blogger, Hot Face to review "Hongkong Chicken" and call customer to trial the new product

- 18 post of Food Blogger, Hot Face can **reach over 1.9M engagement** on Tiktok, Facebook and Instagram



JAPANESE SAUCE CHICKEN

LAUNCHING CAMPAIGN

THE BRIEF/CHALLENGE:

To keep customer's loyalty and interest, Popeyes usually launch new products to meet the changeable demand from customer. The campaign (09/2018), Popeyes decide to relaunch chicken with Western sauce. However, the most challenge problem is making all customer think that its totally new product, not the old one.

IDEA/SOLUTION

The first step for this campaign is creating a new name with new materials covering on the product. Combining the incisive understanding about the consumer/target customer of Popeyes and Social trend, the campaign "Ga sot Nhat rac toi phi – thinh thom gion, ngon me man" is created with main elements of "thinh – crush" and Japan.

RESULT

AVERAGE SALES

10,000-12,000

PRODUCTS/WEEK



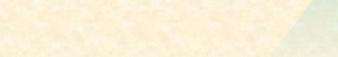




CREATIVE CAMERA FRAME

FANS THROUGH LOVELY
FACEBOOK CAMERA FRAME





SERIES VERTICAL VIDEO

VERTICAL FORMAT TREND APPLIED IN VIDEO SERIES WITH FUNNY SITUATIONS TO INTRODUCE THAT NO ONE CAN NOT STAND THE TASTY OF CHICKEN WITH JAPANESE SAUCE.

100+ FAN

PICS



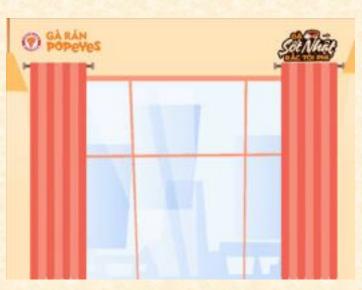
JAPANESE SAUCE CHICKEN

SOCIAL CREATIVE CONTENT









CREATIVE VISUAL & FORMAT

CONTENT OF POPEYES IS THE INTERESTING CREATION OF CHATRACTERS INTERACTION. TO INCREASE ENGAGEMENT AND POSITIVE IMPRESSION, ALL DESIGNS IS APPLIED WITH LOVELY BRUSH STROKE, COMBINE WITH NEW FORMATS SUCH AS VIDEO, 360°, CAMVAS,....



PARODY MV collab with YOUTUBER HAU HOANG

Popeyes collab with Hau Hoang to produce a funny parody MV for genz audience, song content referring to Popeyes chicken products and in-store enjoyment space

MV reach over ~41M views





PRODUCT CONCEPT

PIZZAMIN SEA

PRODUCT TAGLINE

HẢI SẢN MÊ LY, HÈ VUI HẾT Ý!!!

(DELICIOUS SEAFOOD FOR A GOOD SUMMER VIBE!)

CREATIVE IDEA

NAP PIZZAMIN SEA!

(NEED VITAMIN SEA? GET PIZZAMIN SEA!)





SOCIAL CONTENT











Hè nóng chây mỗ thể này thi cá thế giới thu bé lại bằng một liểu Vitamin Sea thời là đủ rồi dúng không anh em. Nhắc tới Vitamin Sea lại nhỏ hải sắn, có hái sản mỗ ly thì hệ mởi vui hết ý được anh

Mà thèm Vitamin Sea thì phải nạp gì đây, hấy giúp Domino's điển đáp án đúng nhề.... See More



372 Comments. 118 Shares











Huyen Pham Thêm Vitamin Sea, nap Pizzamin Sea nê, dã ân và nất kất vị này















PIZZA PHỞ – LAUCHING CAMPAIGN



















SOCIAL
CREATIVE
CONTENT





THE BRIEF/CHALLENGE:

Luong Quoi is a reputative company in producing products from coconuts with high output export every year. However, in Viet Nam market place Vietcoco is quite weaker than their competitors, such as Cocoxim,....

Social network is the first touchpoint in spreading the brand image to get closer to consumer. So, the challenges are building up brand identity and attracting consumers try the products.

IDEA/SOLUTION

Based on incisive understanding consumer's behaviors on social network and social trend that target consumers are interesting in, Firstcom Digital is produced many creative content to attract more audience.











CREATIVE VISUAL & FORMAT

We have built the interesting stories about Coconut on Vietcoco fanpage throught design which applied lovely brush stroke, combine with new formats such as video, 360°, canvas, ... to increase engagement and positive impression.



Social Always on

- Creative content production
- Fan page Management
- Media Optimization















製丸 麺亀

MARUKAME UDON UDON & TEMPURA

Social Always on

- Creative content production
- Fan page Management
- Media Optimization

















Social Always on

- Creative content production
- Fan page Management
- Media Optimization















VINH TUONG – SAINT GOBAIN / RETAINER

DIGITAL IMC & SOCIAL 2020

THE BRIEF/CHALLENGE:

Firstcom have partnered with Saint-gobain since 2016 & worked on 1-2 projects/year. There are 2 key type of campaign:

- **To home owners:** to help them more understand about Vĩnh Tường plaster through brand multi-comforts.
- To plaster workers: to build brand love for Vĩnh Tường

IDEA/SOLUTION

Create a story for the main message "Improve the quality of living space" and & produce KV/video to build awareness

Create interactive activities to connect & engage with them





KV SHOOTING

- Develop idea
- Photo shooting
- Photo illustration

















THEMATIC VIDEO

Clip 6s:





https://www.facebook.com/watch/?v=435122980539919

Clip 6s https://www.facebook.com/watch/?v=535328223687413



SOCIAL ACTIVITIES

- Develop idea
- Content creation
- Video Shooting
- Photo shooting















KOHLER®

DIGITAL ALWAYS ON

THE BRIEF/CHALLENGE:

Increase TOM awareness for Kohler among targeted consumer (midhigh segment) with major billboards, growing market share on social media, SEM and SEO

Increasing Kohler brand awareness/ interactions & engagements between Kohler and online users via Social platforms: Facebook - Youtube - Instagram by using always-on content & activities

AGENCY SOW

Firstcom propose content and art direction to highlight the brand 's Experiential Luxury spirit. At the same time, optimizing performance ads to reach the high-end consumer on digital

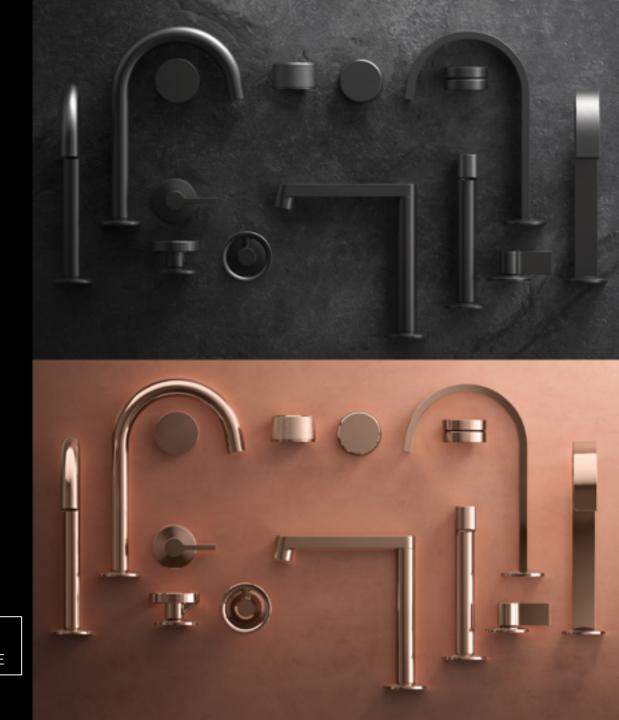
KPI achievement

~1,000,000REACH

~27,000 ENGAGEMENT

~30,000 FANS

~ 200,000 CLICKS TO WEBSITE



KOHLER.

SOCIAL ALWAYS ON

- Develop idea
- Content creation
- Media optimization















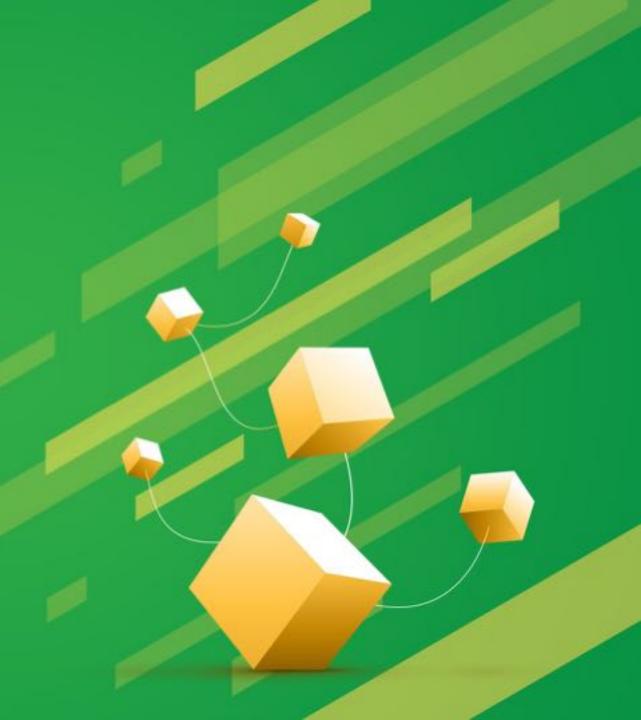
THE BRIEF/CHALLENGE:

OCB needs to increase the number of interactions on the fanpage. Besides the content of products and promotions, OCB wants to have more interesting content about the OCB brand.

IDEA/SOLUTION

We propose a new art direction for the whole content, being more friendly and youthful. Also apply social trends to increase user engagement

Produce a video animation series to educate user about product function





- Creative content production
- Fan page Management
- Social seeding
- Media optimizing









- Creative content production
- Fan page Management
- Social seeding
- Media optimizing

























VIDEO ANIMATION



MSB

DIGITAL PERFORMANCE

THE BRIEF:

MSB is looking for an agency that have media optimization capabilities to execute all of paid media campaign for brand awareness and promotion campaign.





eKYC & Business loan

THE BRIEF

- 1. Spread-out MSB re-branding campaign
- 2. Promote key assets
- Drive user to microsite https://vaynhanhsme.msb.com.vn/

SOW

- 1. Creative Production (Video + KV)
- 2. Media Booking & Optimizing
 - Local Adnetwork (Admicro)
 - Facebook Reach & Frequency
 - Facebok CTW
 - Linked-in Video









MSB

RE-BRANDING CAMPAIGN

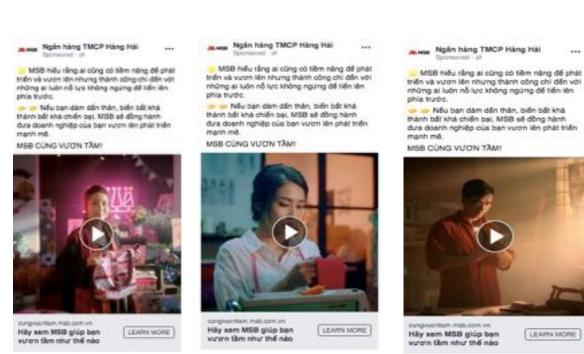
TRANG NHĀT

THE BRIEF

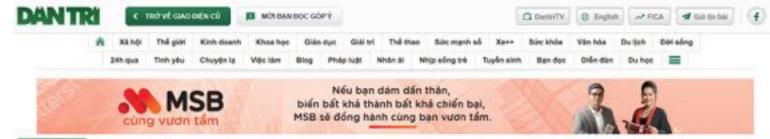
- 1. Spread-out MSB re-branding campaign
- 2. Promote key assest: series manifesto clip
- Drive user to microsite

SOW

- 1. Banner Production (KV Adaptation)
- 2. Media Planning
- 3. Media Booking & Optimizing
 - Local Adnetwork
 - Local Video Adnetwork
 - Facebook Reach & Frequency
 - Youtube View
 - Click to website







LEARN MORE

MSB

Joy+

THE BRIEF

- 1. Increase card spending
- 2. Promote benefit of MSB Credit Card

SOW

- 1. Banner Production : Carousel banner
- 2. Media Optimizing
 - Facebook Click to website







VISA ONLINE

THE BRIEF

1. Accquire new customer for credit card

SOW

- 1. Banner Production
- 2. Media Optimizing
 - Facebook Click to website
 - Google Search





MSB MSB









SOCIAL CONTENT

- Creative content production
- Contest management
- Media optimizing
- Social monitoring by social listening tool



SOCIAL ACTIVITES

- Creative content production
- Contest management
- Media optimizing
- Social monitoring by social listening tool







THỬ THÁCH LUYỆN TẬP KHI LÀM VIỆC TẠI NHÀ VÀ CÚNG CHỐNG DỊCH COVID-19 BÀ VỀ BÍCH VỚI TỔNG SỐ GẦN 4500 VIDEO THAM GIA.

···

Sau 23 ngày nỗ lực tập luyện châm chỉ và lan tòa tính thấn "làm việc tại nhà nhưng không lợ là sức khỏe", Thứ thách "luyện tập thể dục khi làm việc ở nhà" chính thức khép lại với hơn 2100 người tham gia, ghi nhận gần 4500 video để được chia sẽ lên Facebook và được quy đổi thành 450.000.000 VNĐ để ủng hệ Việt Nam trong hoạt động phòng chống dịch Covid19.

... See More



OO\$ 217

13 Comments 25 Shares

33 Comments 44 Shares



SOCIAL BRANDING

KV & Video Shooting



Với thể manh của mang lưới quốc tế rộng khắp và sự am hiểu sâu sắc thị trường nội địa, Standard Chartered không ngững đầu tư mạnh mẽ vào hoạt động kinh doanh tại Việt Nam, cùng đồng hành & thúc đấy sự phát triển của các doanh nghiệp Việt. Đó chính là sử mệnh của chúng

#StandardCharteredVietnam #Hereforgood #SCVN

tội, 115 năm và hơn thế nữa...





TRÊN 115 NĂM CHẬP CÁNH KHÁT VONG VƯƠN XA.

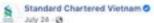
Khi ban là một người trẻ tuổi, ban có một nguồn năng lượng tuyết với. Ban dám nghĩ, dám làm, và dám đương đầu thứ thách. Standard Chartered luôn hiện diễn bản để tiếp sức các ban trẻ bước qua rào cần về tài chính, để biến năng lượng tích cực đó thành nỗ lực hành động, chạm tay đến khát vọng.

Bởi lệ, sức bật của tuổi trẻ thúc đấy sự phát triển của cả đất nước. Đầu tư vào con người chính là yếu tố coi trọng hàng đấu tại Standard Chartered, không chỉ 115 năm qua mà còn hơn thế nữa... #StandardCharteredVietnam #115nam #Hereforgood





275 Comments, 69 Shares



HƠN 115 NĂM NĂNG TẨM TRÁI NGHIỆM CUỘC SỐNG Làm chủ tài chính, làm chủ cuốc đời để hiện thực hóa giấc mơ khám phá thể giới rộng lớn, làm đẩy trải nghiệm sống của bản thần và hơn thể nữa là lan tòa những điều tốt đẹp đến công đồng là điều mong môi của mỗi cá nhân.

Tại Standard Chartered, chúng tôi luôn nỗ lực đem đến các sản phẩm dịch vụ ngắn hàng theo tiểu chuẩn quốc tế cho khách hàng cá nhân tại Việt Nam, giúp bạn năng tấm trải nghiệm cuộc sống.

#StandardCharteredVietnam #115nam #Hereforgood





112 Comments 28 Shares



- Creative content production
- Media optimizing

















Knowledge grows

DIGITAL ALWAYS ON

THE BRIEF/CHALLENGE:

YARA is a global firm specializing in agricultural products (fertilizer) and environmental protection agents.

In 2019, YARA plans to re-launch its Facebook Fanpage in Vietnam to unlock more potentials from this established platform for both YARA's business & image.

IDEA/SOLUTION

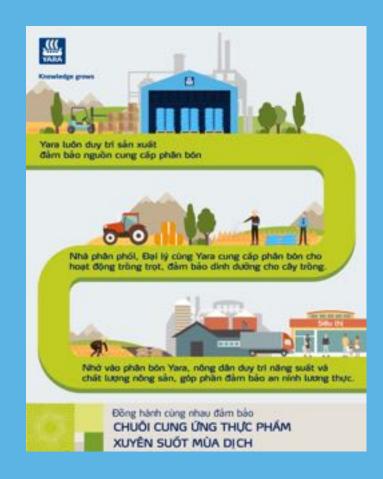
Digital activities will focus on two main platforms, Facebook and Zalo, which are the two most effective channels in reaching users in rural areas. Firstcom researches and develops a content strategy to help Yara's social characteristics become Farmer-friendly, Knowledgeable, Community-oriented, Active, Practical, Modern

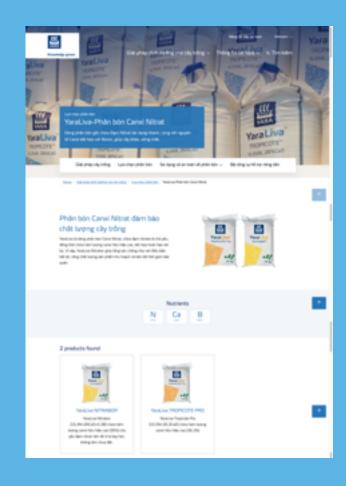




Knowledge grows







Zalo Page

Facebook Content post

Yara Viet Nam Website



Knowledge grows

Facebook livestream activities









