



pda
Passion Drives Action



www.pdapartners.vn

ABOUT PDA

PDA & PARTNERS, the Integrated Communication Advertising Agency covering Marketing & Brand strategic; from Creative, Strategic planning to Advertisement production, Communication - Media planning and Implementation of Marketing communication activities for Brand, Product & Business.

PDA MEMBERS



PARTNERS

With a comprehensive development strategy providing integrated advertising and communication solutions, we create an environment for our collaborators and strategic partners that are the Government Departments, NGO, Media nationwide, Global & Local brands, KOLs, professional creative, media and advertising companies in Vietnam and in the world.

Government:

- Ministry of Labor, War invalids and Social Affairs
- Ministry of Natural Resources & Environment
- Ministry of Education & Training
- Ministry of Culture, Sports and Tourism

NGO:

- Guinness World Records
- Vietnam Federation of UNESCO Associations
- Packaging Recycling Organization Vietnam (PRO Vietnam)
- International Union for Conservation of Nature and Natural Resources (IUCN);
- Institute for Circular Economy Development (ICED);
- National Park across Vietnam.

CLIENTS

We proudly become partner of clients that are companies and corporations in Vietnam, in the region and in the world.



SERVICES

We work out a comprehensive communication and advertising strategy for product and brand development from brand positioning, story-telling, creative idea development, design ... to consulting integrated media plan on all activities from ATL (Above the Line) to BTL (Below the line).

BRANDING

- Brand Development
- Creative
- Design

HYBRID COMMUNICATIONS

- Campaign communications
- Integrated go-to-market
- Social & KOL, Corporate PR/Consumer PR
- Media, 1-stop-shop integration
- Customer Journey strategy
- Data-centric Comm
- B2B Communications

EVENT MANAGEMENT & ACTIVATION – VIRTUAL EVENT (NEW PLATFORM)

- Events (Ground Breaking Ceremony, Opening Ceremony, Product Launching, Anniversary Event, Press Conference, Sampling, Roadshow, Entertainment Show, CSR Event ...)
- Exhibition, Webinar
- Retail Experience.

POSM, DECORATION & PRODUCTION

- Design: booth, showroom, retail shop, office, POSM, season decoration, ...
- Production (Event, POSM, films ...)

GOVERNMENT RELATIONSHIP & CSR.

DIGITAL DRIVEN & BRAND EXPERIENCE

We are pioneering data-technology driven integrated Digital & IMC never stop growing to bring Global Marketing Solution, adapt into our market

DIGITAL STRATEGY & DEPLOYMENT

- Digital Brand Consultant
- Digital Strategy
- Creative and Ideation
- Tech-based interaction
- CRM Database and Performance Marketing
- App & web UI/UX
- Tech & coding

CREATIVE STORYTELLING

- Storytelling on Digital
- Social – Online PR maximizing
- Social platform development and monitoring
- Online Reputation

EFFECTIVE MEDIA

- Media branding 360
- Media performance
- Brand-commerce



OUR WORK

**BRANDING,
COMMUNICATION/ADVERTISING**
(BRANDING, TVC, PRINT AD, VIRAL CLIP, OOH)

Just for reference



VINFAST

**WE CREATED A DIGITAL CAMPAIGN FOR VINFAST CHEVROLET
& VINFAST FADIL**

VINFAST
BRANDED CONTENT, DIGITAL

CHEVY SUMMER PROMOTION **EXPERIENCE DAY**

A TEST DRIVE PROGRAM COORDINATED BY VINFAST CHEVROLET BENEFITS THOSE WHO ARE EXCITED ABOUT TERRAIN VEHICLES AND WANT TO EXPERIENCE THE PRODUCT IN THE MOST GENUINE AND ACCURATE WAY.

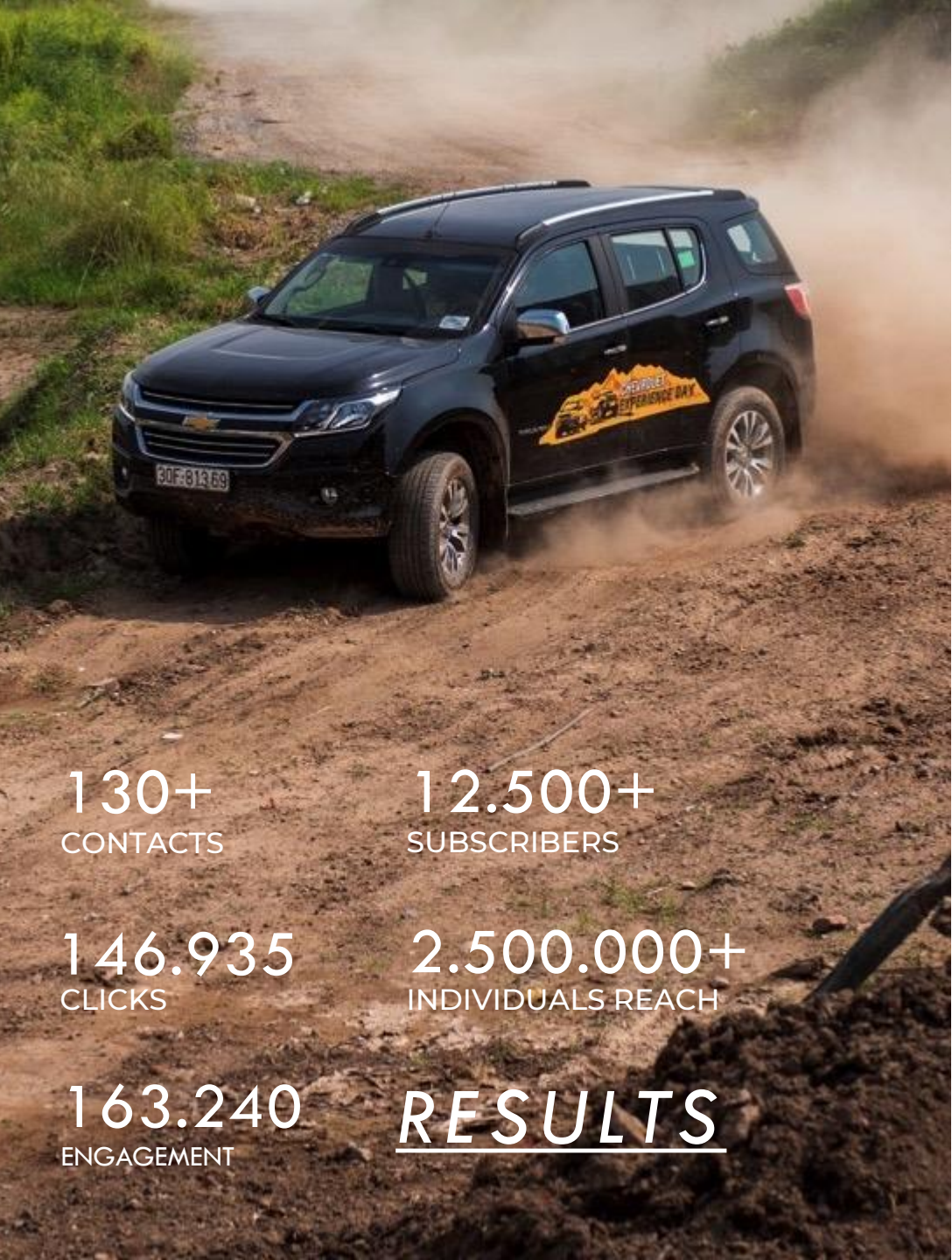


VINFAST



CHEVROLET





130+
CONTACTS

12.500+
SUBSCRIBERS

146.935
CLICKS

2.500.000+
INDIVIDUALS REACH

163.240
ENGAGEMENT

RESULTS



SOLUTIONS

MULTI-CHANNEL AS WELL AS **MULTI-CONTENT** MATCHED EVERY SINGLE CONSUMER INSIGHT:

- PR - TO INCREASE THE LEVEL OF TRUST: VIETNAMNET, TIENPHONG, BAO247,...
- PARALLEL MEDIA DISTRIBUTED ACROSS MANY DIFFERENT PLATFORMS.
- LEAD FORM STRATEGY:

SPECIFIC AND RELEVANT
AUDIENCE

CUSTOMIZED MATERIAL MATCHED CUSTOMER
INSIGHT

HIGHT PERFORMANCE THE
LANDING PAGE



SUBSCRIBE PUBLISHERS REAL ESTATE



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After few years ago off consequat pri aperiti.

VINFAST - PREMIUM DISPLAY



TRÁI NGHIỆM ĐỈNH CAO CÙNG **FADIL**

QUÀ TẶNG **15 TRIỆU VNĐ**

12.08.2019 ĐẾN 31.08.2019

TRÁI NGHIỆM ĐỈNH CAO

ĐỘNG CƠ LẠC

THIẾT KẾ CHÂU ÂU

AN TOÀN VƯỢT TRỘI

HỆ THỐNG CHĂM TÌM HIỆN ĐẠI



Conventional Steel Services

B2B DIGITAL PROPOSAL FOR COLOBOND via DMP SOLUTION

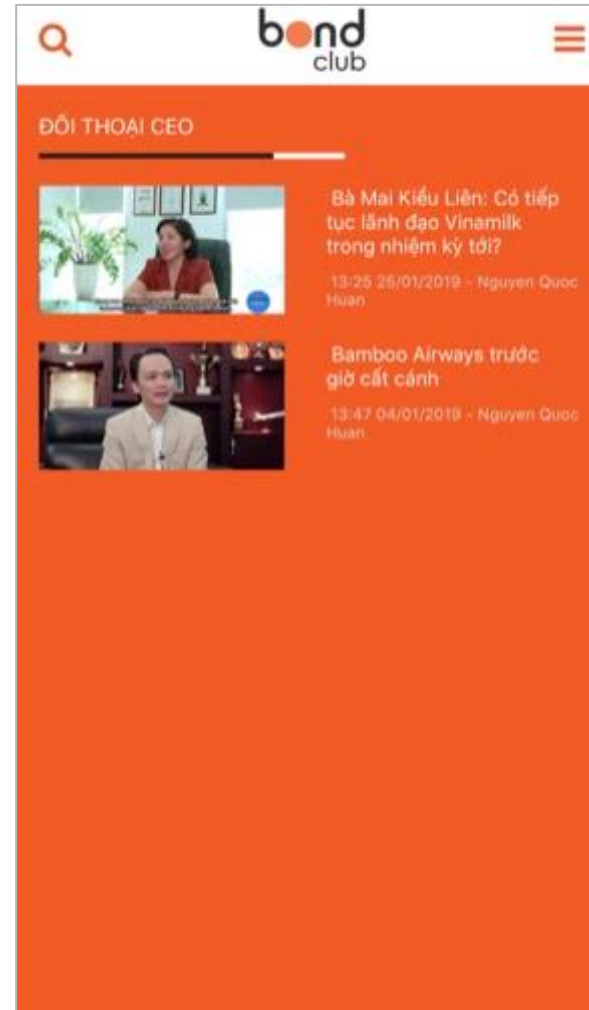
This campaign is operated by COLORBOND to create an engaging campaign to targeted audience and build up prospect database, at the same time to drive traffic to depbenvung website.

The campaign was awarded with MMA award in 2019 for Innovative B2B Digital campaign

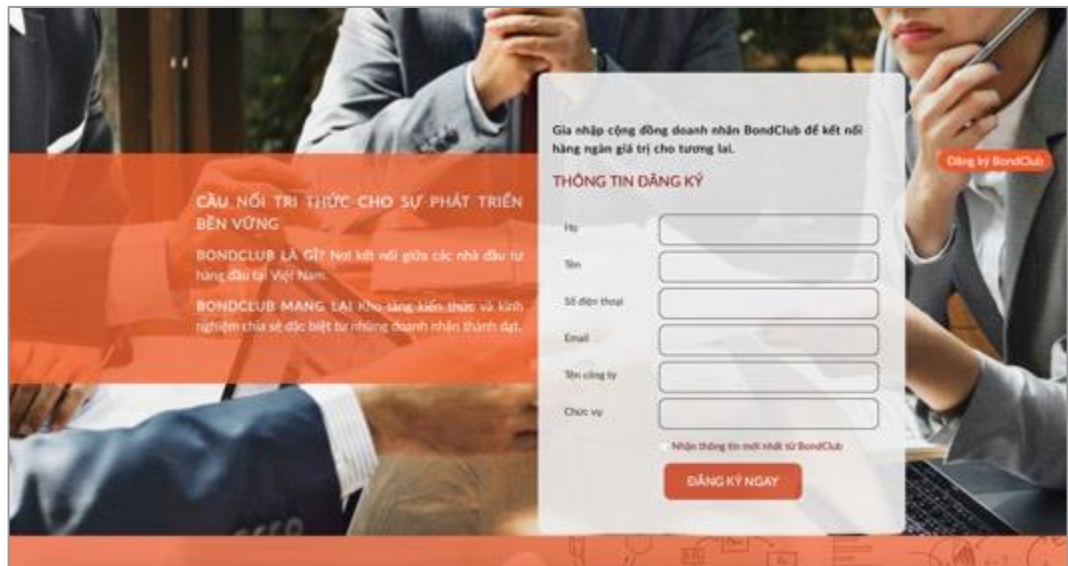
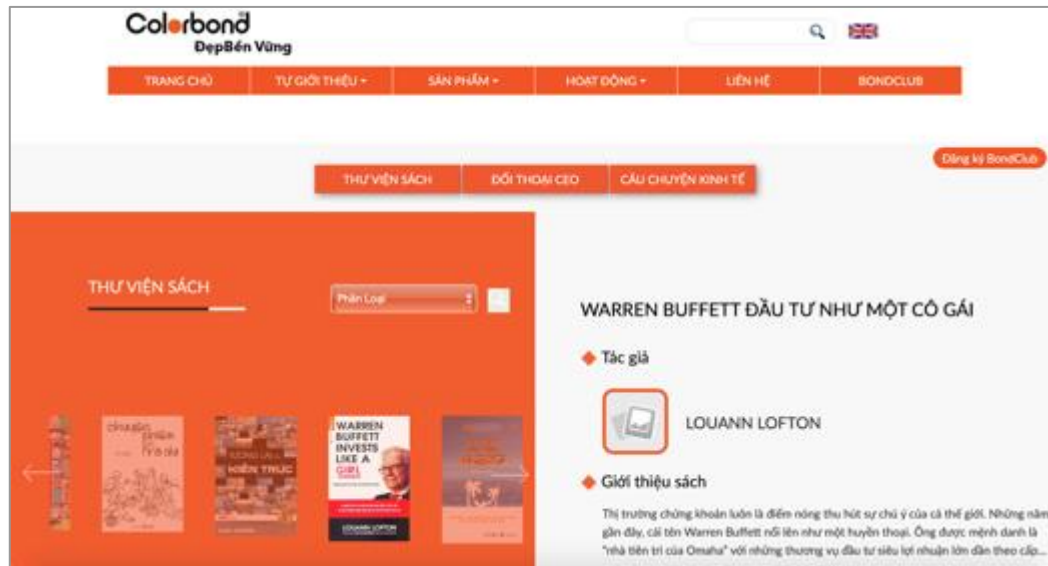
BLUESCOPE STEEL, COLORBOND.

CREATIVE, DMP, EVENT/FORUM, ONLINE CONTENT

Bond Club Features



Bond Club Features & E-magazine





SAMTEN HILLS DALAT

Thân an. Tâm tịnh. Trí sáng.

SAMTEN HILLS DALAT

INTEGRATED IMC:

- Corporate Identity: Logo, Tagline, CI
- Brand Positioning
- Certification from:
Guinness World Records.
Vietnam Federation of Unesco Associations
- Production: Film asset, MKT material
- Communication: PR, Digital, Social, Event series...



TOA - A PAINT COMPANY OF THAI ORIGIN - ONE OF OUR MOST EFFECTIVE COLLABORATIONS.

TOA
INTEGRATED CAMPAIGN, TV, MV, PRINT, OOH, PR, DIGITAL

“NHỜ SƠN
KHÁNG KHUẨN
MÀ CÁC EM ĐƯỢC
THOẢI MÁI VUI CHƠI
NHƯ Ở NHÀ,,

Bác sĩ Đào Thị Yến Phi



www.toagroup.com.vn TOA Paint Viet Nam

TOA NANO - CÔNG NGHỆ BẢO VỆ TỔ ẤM

- Bền màu trong điều kiện thời tiết khắc nghiệt với công nghệ Hybrid Nano
- Kháng khuẩn đến 99.9% với công nghệ Nano Bạc
- Chống bám bẩn, tự tin lau chùi với công nghệ Teflon™
- Chống thấm nước, chống nóng



THE LEADER IN PAINT TECHNOLOGY



“TÔI CHỌN
SƠN TOA NANO
ĐỂ BẢO VỆ
GIA ĐÌNH LUÔN
KHOẺ MẠNH
VUI TƯƠI,,

Casi Hoàng Bách



TOA NANO - CÔNG NGHỆ BẢO VỆ TỔ ẤM

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- Kháng khuẩn đến 99.9% với công nghệ Nano Bạc
- Chống bám bẩn, tự tin lau chùi với công nghệ Teflon™
- Chống thấm nước, chống nóng



THE LEADER IN PAINT TECHNOLOGY



“SƠN TOA NANO
LÀ MỘT GIẢI PHÁP
TÔI RẤT TỰ TIN
GIỚI THIỆU ĐẾN
CÁC CÔNG TRÌNH,,

Kiến trúc sư Phạm Thanh Truyền



TOA NANO - CÔNG NGHỆ BẢO VỆ TỔ ẤM

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- Chống thấm nước, chống nóng



THE LEADER IN PAINT TECHNOLOGY





OUR WORK

EVENT MANAGEMENT
& ACTIVATION

Just for reference

VietinBank

IPAY MOBILE





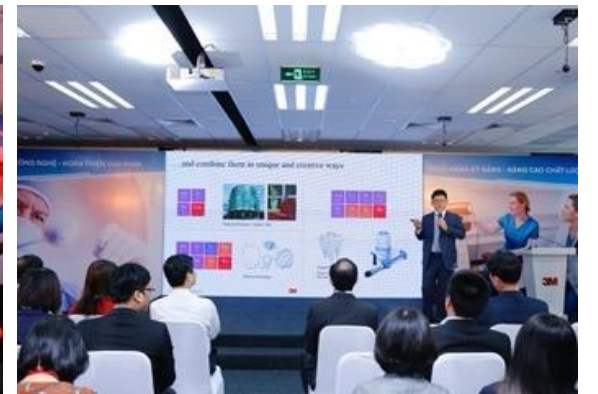
MOET HENNESSY
A Journey of Sensorial Discovery



Shinhan Bank



3M



mobifone





SAMTEN HILLS DALAT

Thân an. Tâm tịnh. Trí sáng.



THAI TUAN



GAMUDA LAND



THE ROYAL LAUNCH EVENT



VEROSA PARK











SỰ SỐNG ART EXPERIENCES & ACTIVITIES

SỰ SỐNG, Six Senses Côn Đảo, Vietnam

Art Landscape



Culture Performance



SỰ SỐNG, Six Senses Côn Đảo, Vietnam



An Unique Immersive Show

SỰ SỐNG, Six Senses Côn Đảo, Vietnam

Zen Performance





OUR WORK

PR & CSR

Just for reference

PR & COMMS

CREATIVE STORYTELLING

- Storytelling
- Copywriting
- PR story inspiring

PUBLIC RELATIONS

- PR strategy / tactics
- PR relations
- PR execution

GOVERNMENT RELATIONSHIP

- Strategy & Tactics
- Resources

CRISIS MANAGEMENT

- Strategy & Protocol / Guidelines
- Crisis training
- Crisis management



Ministry of Labour, Invalids and Social Affairs
QUỸ BẢO TRỢ TRẺ EM VIỆT NAM
Live broadcast VTV





= | Quyền được tham gia
Quyền được phát triển



Ministry of Labour, Invalids and Social Affairs
“GIẢI BÓNG ĐÁ QUỐC GIA DÀNH CHO TRẺ EM CÓ HOÀN CẢNH ĐẶC BIỆT”

Grab Bridge

“NHÌN MẤY ĐÔI CHÂN NHỎ XÍU
NHÍCH TỪNG CHỨT MỘT,
NGƯỜI LÀM CHA LÀM MẸ
NHƯ TUI THẤY XÓT XA QUÁ”

CẦU ÚT ỒM, ẤP PHƯỚC THÁI B,
XÃ BÌNH PHƯỚC, HUYỆN MANG THÍT, TỈNH VĨNH LONG



Grab



Grab



CÙNG GRAB CHUNG TAY, XÂY CẦU ĐẾN LỚP

Đổi điểm **GrabRewards** cho trẻ em đến lớp an toàn.
HÃY CHUNG TAY

Thực hiện theo dự án
“Hỗ trợ phát triển cho trẻ em tại các vùng khó khăn”
cùng Quỹ Bảo Trợ Trẻ Em Việt Nam.
* Hình ảnh được chụp tại Huyện Bắc Quang, Tỉnh Hà Giang

#CungGrabChungTay
#XayCauDenLop
#TechForGood
#CongNgheViCongDong
#GrabViCongDong



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XÂY CẦU ĐẾN LỚP**

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* Hình ảnh được chụp tại Huyện Hoàng Su Phì, Tỉnh Hà Giang

#CungGrabChungTay
#XayCauDenLop
#TechForGood
#CongNgheViCongDong
#GrabViCongDong



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cùng Quỹ Bảo Trợ Trẻ Em Việt Nam.
* Hình ảnh được chụp tại Huyện Mang Thít, Tỉnh Vĩnh Long

#CungGrabChungTay
#XayCauDenLop
#TechForGood
#CongNgheViCongDong
#GrabViCongDong



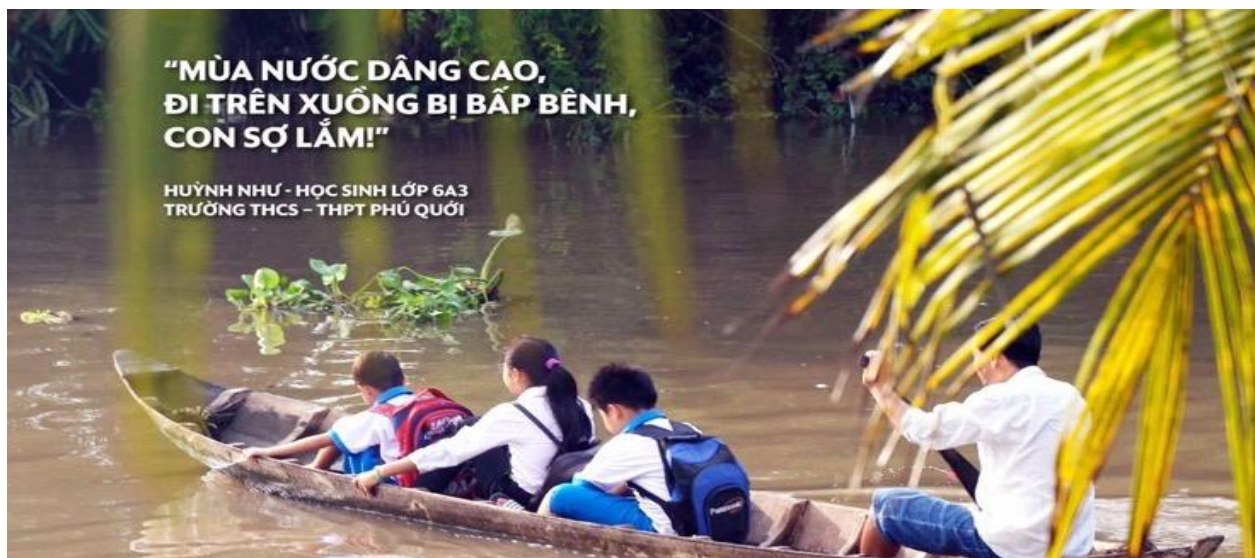
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* Hình ảnh được chụp tại Huyện Long Hồ, Tỉnh Vĩnh Long

#CungGrabChungTay
#XayCauDenLop
#TechForGood
#CongNgheViCongDong
#GrabViCongDong



**"MÙA NƯỚC DÂNG CAO,
ĐI TRÊN XUỐNG BỊ BẮP BÊNH,
CON SỢ LẮM!"**

HUYỀN NHƯ - HỌC SINH LỚP 6A3
TRƯỜNG THCS - THPT PHÚ QUỚI



Ministry of Labour, Invalids and Social Affairs CSR, PR CAMPAIGN FOR SAFETY PRODUCTS FOR KID

Creative concept, Government connection, create material for advertising, PR, organize events at schools nationwide.

3M - is an American multinational conglomerate corporation operating in the fields of industry, health care, and consumer goods. After more than 100 years, 3M knows how to rock science. Every day at 3M, we explore, we connect and we invent. And we've opened the door to show the world the unique, multi-dimensional ways 3M science can touch your life.

INTEGRATED CAMPAIGN, PRINT, OOH, PR, DIGITAL, EVENT



Heartbeat Vietnam – Vina Capital Foundation
GAMUDA LAND RUN FOR THE HEART - CSR EVENT



TOA – DỰ ÁN CỘNG ĐỒNG “SƠN HẠNH PHÚC – VẼ YÊU THƯƠNG”.

TOA

INTEGRATED CAMPAIGN, TV, MV, PRINT, OOH, PR, DIGITAL



BOARD OF DIRECTOR



THAO NGUYEN TRAN
Founder, PDA & Partners

CEO since 2003, Nguyen has more than 20 years of experience in the field of Branding, Communication, Advertising & Event management for both Vietnamese and multinational companies. Nguyen has been directly involved in managing as key person for communications projects, brands and events of major clients: Vingroup, Vinpearl, Bluescope Steel, Vinamilk, Grab, Gamuda Land, Capital Land, 3M Vietnam, Möet Hennessy, Toyota, Land Rover, Shinhan Bank, Shinhan Finance, VietinBank, PVcomBank, Canon, TOA, Phillips, Merap Group, Memory of Hoi An-Gami Group, VNPay, Oppo ... Alongside her brand and enterprise projects, Nguyen has been working with Government Depts, NGO, Agencies, Companies & Partners to carry out many community projects. In efforts to link brands with the community, Nguyen has organized many activities benefitting society: Vinamilk's "Stand Up Vietnam" and "1 Million Trees for Vietnam", TOA's "Paint Blissful – Delineate Love", Grab's "Bridge Building Campaign", 3M's "Safety for Children", Ugether for kids, EMVentures for woman, Susong-Life for conserving Vietnam's nature/environment, cultural and artistic heritages ...



TRAN ANH
CEO, PDA & Partners

With over 20 years of experience in the Media, Advertising & Events management industry; Tran Anh has run thousands of events for many businesses and corporations in Vietnam, notably high-art events. Tran Anh's experience includes collaboration with clients such as Vingroup, Vinamilk, Gamuda land, Capital Land, 3M, Toyota, Canon, TOA, Grab, and other business customers.



NGUYEN THUY
Business Development Director, PDA & Partners

With more than 15 years of experience in the Advertising and Event management industry, Thuy has been organizing events for HR management, in the lifestyle and art fields. During that time, Thuy also held positions as Manager and Human Resources provider for British American Tobacco Vietnam and Moet Hennessy Vietnam. Thuy has experience in leading projects for famous brands in many different fields such as Vingroup, Bluescope Steel, Vinamilk, Grab, Gamuda Land, Capital Land, 3M, Moet Hennessy, Toyota, Shinhan, Canon, TOA, and Phillips.



BUI XUAN THU
Managing Director, PDA & Partners Ha Noi Branch

With over 18 years of experience in Advertising, Event and Communication, Xuan Thu has lead multiple large-scale projects for corporations and customers in the Northern market, namely Ha noi. Thu's experience in project management is far reaching, working with major clients including Vingroup, Vinamilk, Gamuda Land, Capital Land, 3M, Toyota, Canon, TOA, Grab and many more.



NGUYEN QUYNH ANH
Director of GA & External Relations, PDA & Partners Ha Noi Branch

With over 18 years of experience in the Advertising, Event and Media industry, Quynh Anh has been working to connect businesses with agencies to implement community projects across Vietnam. Quynh Anh's experience in project management has led Quynh to work with major clients across numerous sectors such as Vingroup, Vinamilk, Gamuda Land, Capital Land, 3M, Toyota, Canon, TOA, Grab, as well take an active role in community activities associated with these brands with the goal of bettering local communities.



PHAN NGOC UYEN THAO
Board of Director, PDA & Partners

With more than 20 years of experience, Phan's role as PR, Events and Communications Specialist for FMCG (Vinamilk) resulted in annual revenues of 2.5 billion USD/year. Setting a record in organizing the event, Phan was recognized by the Vietnam Record Organization. "The gymnastics co-show with the largest number of elderly participants in Vietnam.



PDA & PARTNERS

HCMC: 184 Nam Ky Khoi Nghia, Dist 3.

Hanoi: 1 Thai Ha, Dong Da.



www.pdapartners.vn