

VIETNAM - ASIA TIER 1 DELIVERY DESTINATION

VIETNAM ITO CONFERENCE 2017



THE CONFERENCE MEDIA ACCELERATION

INSIGHTS REPORT

1ST AUG.2017 – 7TH NOV.2017



PROJECT BACKGROUND

MONITORING PERIOD: 1st Aug – 7th Nov, 2017

SCOPE: : VNITO 2017 Conference on Online,
Newspaper, Magazine, Television Channel

REPORT OBJECTIVES:

- Measure the media performance for campaign quantitatively and qualitatively
- Identify key content to be developed for strategic communications and KOL identification.
- Assess media channels contribution and improve media relationship.



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GLOSSARY OF TERMS

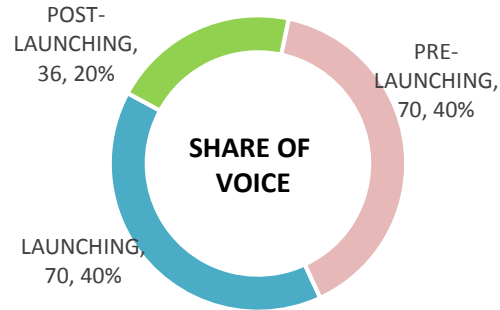
- **ROI** refers to the brand's over-all media effectiveness. By standard, if ROI is beyond ad value, it implies that the brand was able to optimize quality and reach. Unit of presentation is in Vietnamese Dong (VND).
- **TONALITY** reflects the brand's performance in terms of article impact, message translation and favorability. Average tonality score that is above 100 generally suggests that the qualitative objectives of the communication plan were satisfied. Unit of presentation is in PTS (points)
- **TONE** defines the overall treatment of a material - whether positive or negative - it is based on a 6-point scale: -5, -3, -1, 1, 3, 5.
- **SOE (SHARE OF EXPOSURE)** is the portion of the article where your company is discussed, presented in % and is normally coupled with Total Size to gauge actual media space trends. (measured by number of relevant paragraphs & seconds)
- **AVE** : Advertising value equivalence
- **AEXPOSURE VOLUME** is the actual space dedicated to a brand from a single article. Unit of presentation is in cm² for Newspaper, Magazine, seconds for Broadcast. It is not applicable to Online.
- **ARTICLE VOLUME** refers to number of articles

RESEARCH OVERVIEW

How effective was your media performance on mainstream?

OVERVIEW

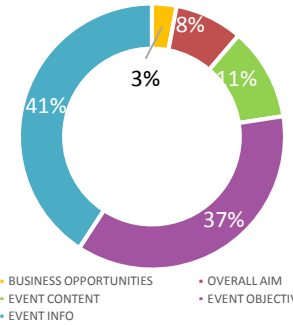
VOLUME: **176** ARTICLES
MEDIA VALUE **4,921,023,368** VND



ORGANIZERS AND SPONSORS

ORGANIZERS AND SPONSORS	VOL.	MEDIA VALUE (Million VNĐ)
VNITO ALLIANCE	155	4,406M
QTSC	138	3,408M
ITPC HCMC	124	3,266M
KPMG	69	1,652M
LOGI GEAR	63	1,592M
VIDG	57	1,918M
TMASOLUTION	55	1,429M
HCA	25	703M
RUSSELL INVESTMENT	16	464M
NASH TECH	15	433M
TERRALOGIC	11	301M
FPT SOFTWARE	10	270M
NAVIGOS	10	277M

MESSAGE DISTRIBUTION



- VNITO helps the Vietnamese software enterprises **approach the international market**, find the right prospects . expand their business (80 articles)
- Vietnam – Asia Tier 1 Delivery Destination** (68)
- Conference introduces the **capabilities of Vietnam IT service industry** (64)
- The MOU signing ceremony is **the first step for further cooperation** in the chain of promotion activities that integrates Vietnam IT sector in the international playground. (61)
- Event **promotes the ITO/BPO competence** of Vietnam and **intensify** the connectivity to other sectors such as high-tech agriculture & smart solutions by IT businesses. (61)
- Conference introduces **investment opportunities** in localities such as Lam Dong province, Danang & Central region, and Mekong Delta (57)
- VNITO's aim is promoting Vietnam **as an emerging IT service destination** among the top IT service provider countries in the world. (54)
- VNITO - **effective business platform** for both foreign clients and local IT service providers. (38)

CONTENT ANALYSIS

- Overall information's articles** about VINTO 2017 played an important role in terms of volume contribution, with 35% out of coverage. Following was articles pertaining to the VNITO 2017 's **Press conference event (8th Aug)** (32% out of total coverage).
- Event objectives** were strongly boosted in the **pre-launching** period.
- Event objectives** and **Event content** were main delivered content on mainstream during 4 days event-launching period.
- Whereas, **workshop "Vietnam-US Agritech Cooperation"** captured the highest number of article in the post-launching period.



SPOKESPERSON EXPOSURE



Mr. Lam Nguyen Hai Long
CEO QTSC
President VNITO ALLIANCE
Share of Voice: 38%

"As the largest organization in Vietnam that connects Vietnam ITO and BPO enterprises, VNITO Alliance expects that Vietnam ITO Conference 2017 is not only an international conference that helps to promote and validate the brand name of Vietnam IT service industry, but also a platform where enterprises would be able to build rapports to each other and develop business cooperation domestically and overseas".

"Vietnam ITO Conference 2017 is one of the international promotion activities which are held in Ho Chi Minh City. Via this conference, the city's leaders expect that Vietnam IT companies will be able to achieve realistic benefits, successfully set up business relationship with many potential partners as well as taking opportunities to grow business for the time to come"

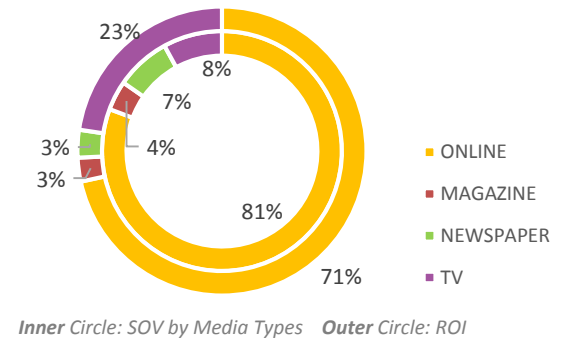


Mr. Phan Thiet Hoa
DIRECTOR, ITPC HCMC
Share of Voice: 12%

CHANNEL ANALYSIS

Online channel contributed almost article volume and media value for VNITO 2017 with 53% of voice share and 55% of media value.

Whereas, high advertising value and positive exposure of VNITO 2017 on **Television** enables this channel capture high ratio of media value (23%), compared to share of voice (8%).

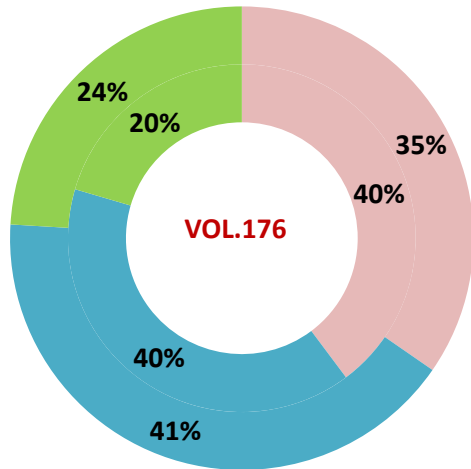


Inner Circle: SOV by Media Types Outer Circle: ROI

MEDIA PERFORMANCE

What did VNITO 2017 communicate with audience?

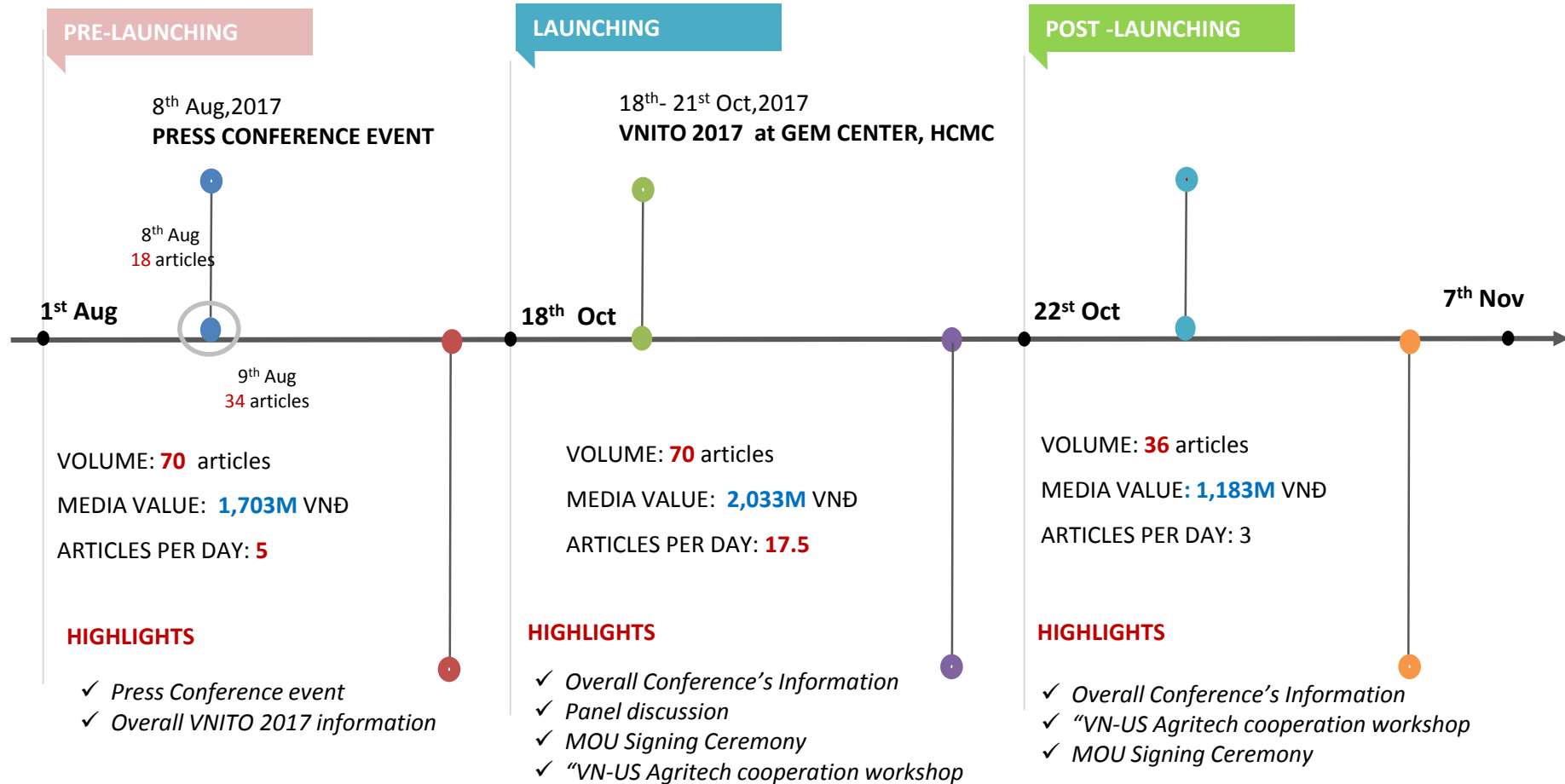
SHARE OF VOICE & MEDIA VALUE



Inner Circle: SHARE OF VOICE

Outer Circle: SHARE OF MEDIA VALUE

- PRE-LAUNCHING
- LAUNCHING
- POST-LAUNCHING



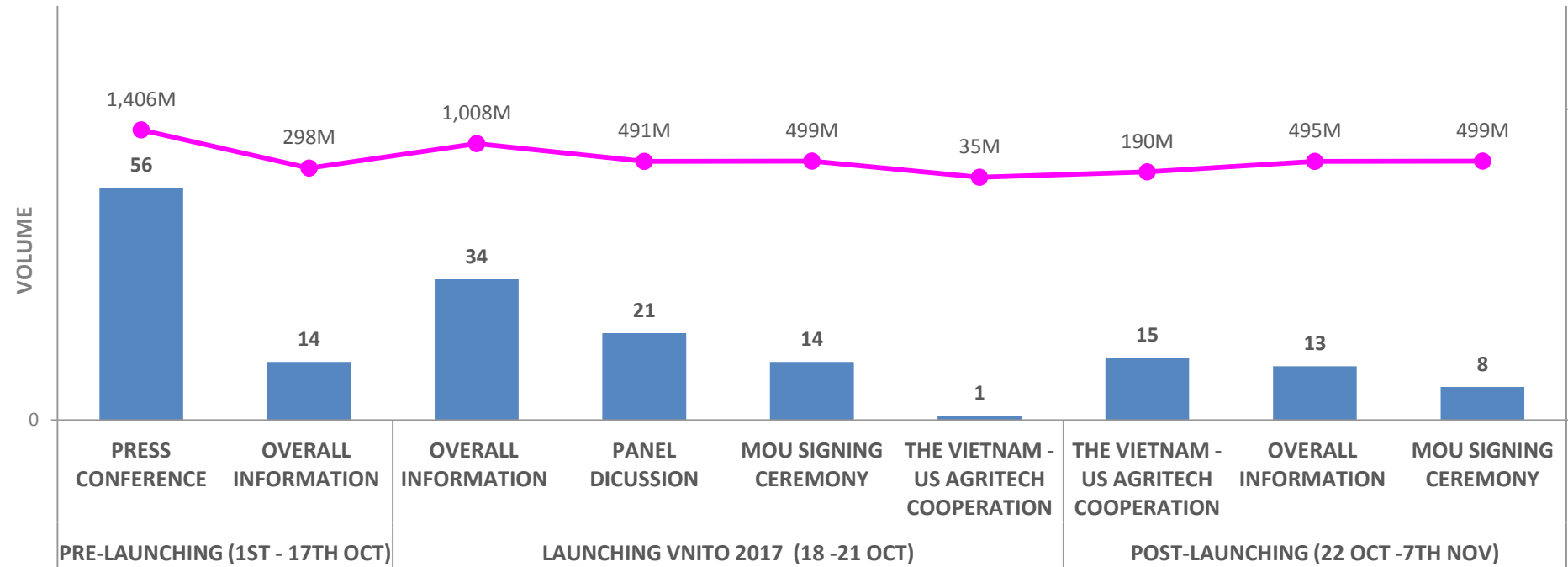
- The PR activities was strongly boosted in the **second phase** – Event launching, from 18th to 21st, October. This period contributed the **highest ratio of both total coverage and media value**.
- The coverage concentrated on the **Press Conference event** (8th, 9th Aug) and the **Conference launching** (18th -21st Oct).
- **Overall information** about VNITO 2017 Conference (*schedule, organizers, participants, objectives, content flow...*) was delivered continuously during the analysis period in order to drawing a comprehensive image of VNITO 2017 - the international conference of experts in IT area aims to promote Vietnam as an Asian Tier 1 Delivery Destination.

CONTENT ANALYSIS

What did VNITO 2017 communicate with audience?

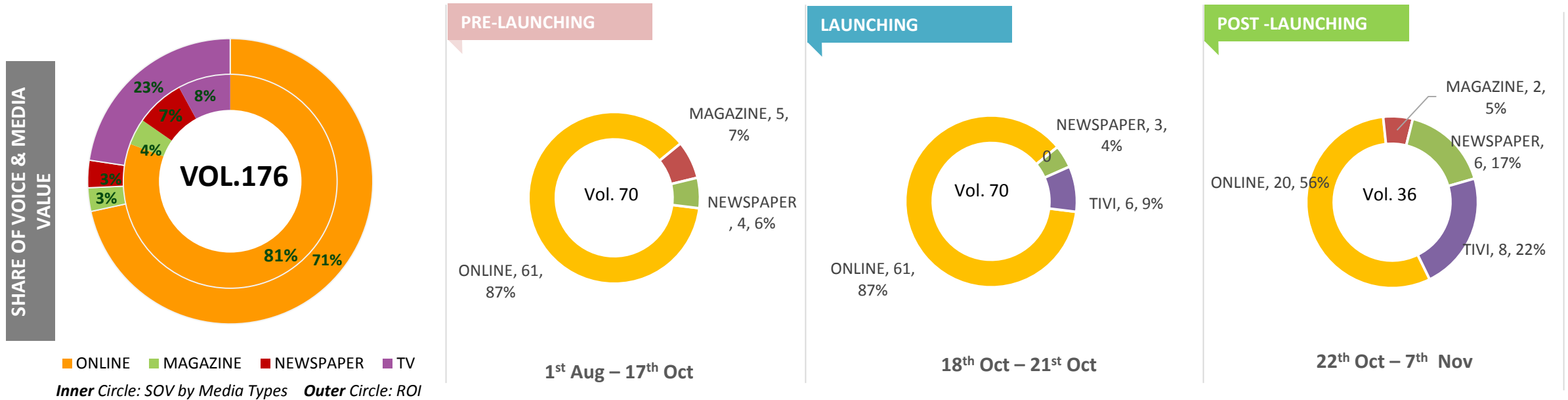


- **Overall information** about VNITO 2017 was the highest contributor in terms of coverage, with 35% share of voice. Articles in this section conveyed multiple information about VNITO 2017 such as schedule, organizers, participants, event's content flow and other general related information.
- Following was articles pertaining to the VNITO 2017's **Press conference event (8th Aug)** (32% out of total coverage).
- **Event objectives** were strongly boosted in the **pre-launching** period (Conference "helps the Vietnamese software enterprises approach the international market", "promotes the ITO/BPO competence of Vietnam", "introduces investment opportunities", "cooperation", "introduces the capabilities of Vietnam IT service industry" and "promote Vietnam as an emerging IT service destination among the top IT service provider countries in the world").
- **Event objectives** and **Event content** such as the comprehensive overview of Vietnam ITO/BPO market, 4 thematic panel discussions, MOU signing ceremony were main delivered contents on mainstream during 4 days event-launching period.
- Whereas, **workshop "Vietnam-US Agritech Cooperation"** captured the highest number of article in the post-launching period.



MEDIA CHANNEL ANALYSIS

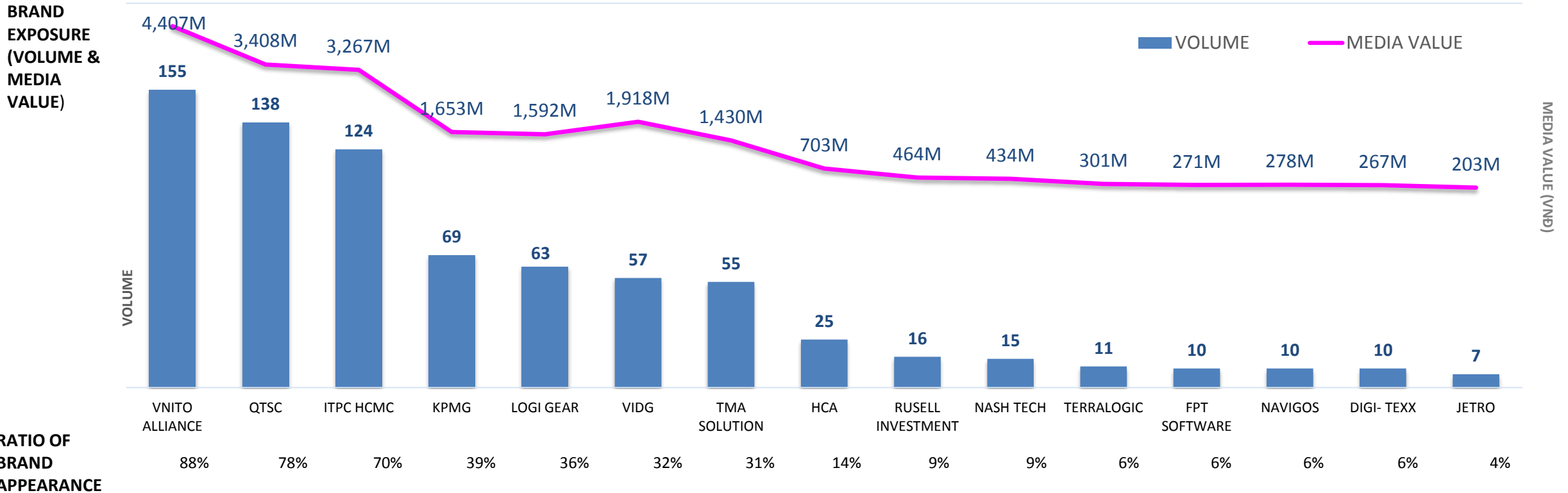
Where did your brand display on mainstream?



- Overall, **Online** channel contributed almost article volume and media value for VNITO 2017 with 53% of voice share and 55% of media value. Whereas, high advertising value and positive exposure of VNITO 2017 on **Television** enables this channel capture high ratio of media value (23%), compared to share of voice (8%).
- VNITO 2017 applied a **flexible strategy of using the media tools**. Online was the dominant channel in the beginning periods to ensure a high ratio of event's appearance on media. Whereas, Television was used from the second and third phase. This alternation of a more multiple channel strategy in final phase ensured the accessibility of Event to the diverse audience.
- In the other view, this trend also expressed the **highly attention** toward VNITO 2017 Conference of media .

MEDIA EARNING BY BRAND (ORGANIZORS AND KEY SPONSORS)

Where was your brand positioning?

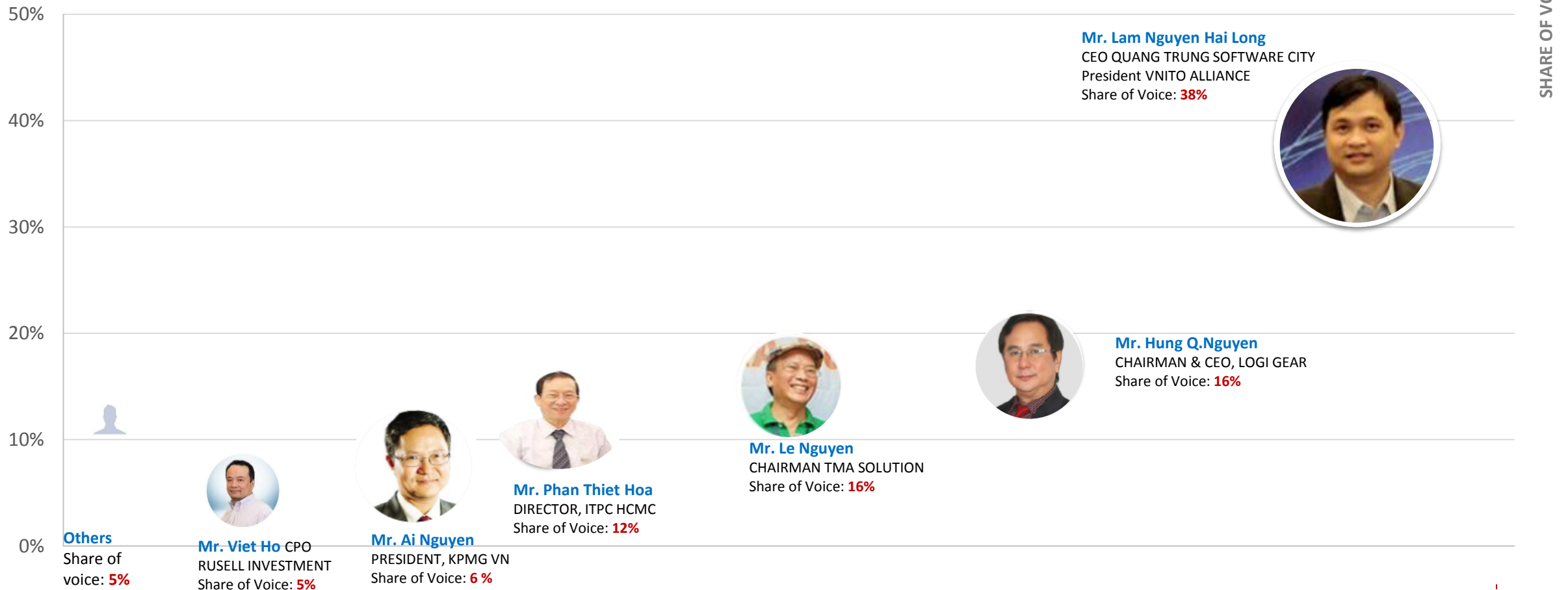


- **VNITO 2017 Organizers** (including **VNITO Alliance**, **QTSC** and **ITPC HCMC**) had the high rate of appearance in articles about VNITO 2017 Conference (from 70% to 88% out of coverage)
- **KPMG**, **Logi Gear**, **TMA Solution** and **Rusell Investment** was mentioned in comments and sharing of these organization's leaders about Vietnam IT current situation.
- Vietnam IT Development Group (**VIDG**) and Ho Chi Minh City Computer Associate (**HCA**) and **JETRO** were mentioned as VNITO 2017'S supporters. VIDG took a higher rate of appearance thank to news about MOU signing ceremony of VNITO Alliance and VIDG.
- Others brands were mentioned in articles relating to panel discussion such as IT human resource (**Navigos**), VN-Japan cooperation experience sharing (**FPT-software**) and others.

SPOKESPERSON EXPOSURE

How did your spokesperson on mainstream?

- President of VNITO ALLIANCE, CEO of QTSC – **Mr. Lam Nguyen Hai Long** was the **key spokesperson** of VNITO 2017 conferences. He expressed VNITO Alliance ‘s expectations through VNITO 2017 conference including promoting and validating the brand name of Vietnam IT service industry and building a platform where enterprises would be able to build rapports to each other and develop business cooperation domestically and overseas”.
- **Other spokespersons** such as **Mr. Hung Nguyen**, **Mr. Le Nguyen**, **Mr. Ai Nguyen** and **Mr. Viet Ho** shared their opinion, overview about Vietnam ITO/BPO market on mainstream. They also discussed about challenge and opportunities of Vietnam IT enterprise
- **Mr. Phan Thiet Hoa**, Director of ITPC HCMC shared commitment of HCMC municipal council with the international promotion activities on Vietnam IT industry.



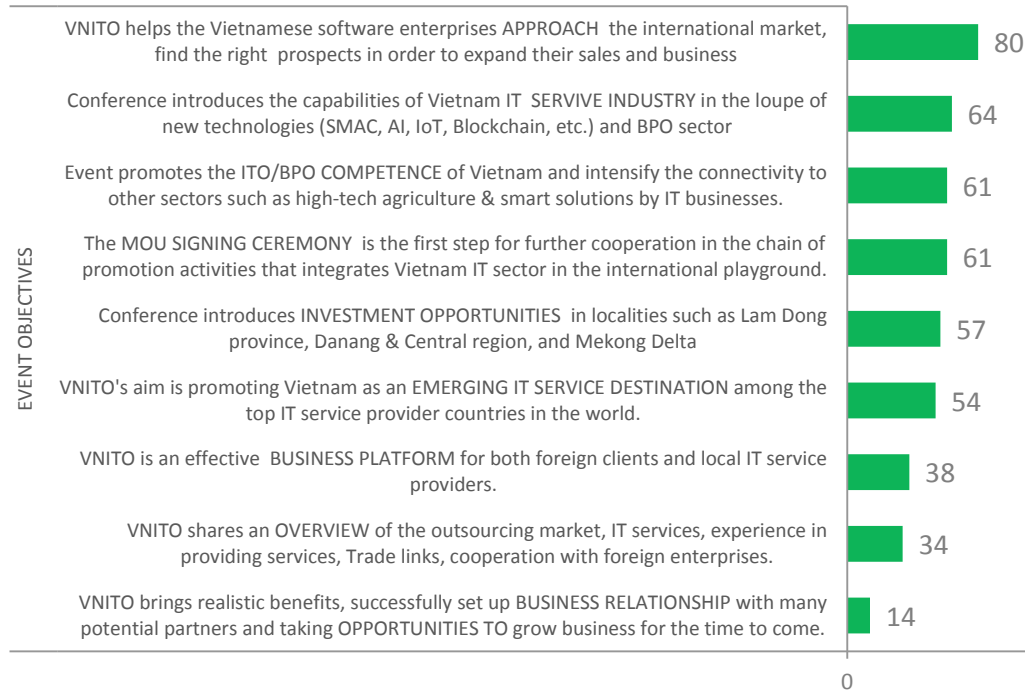
SHARE OF VOICE

KEY PERCEPTION

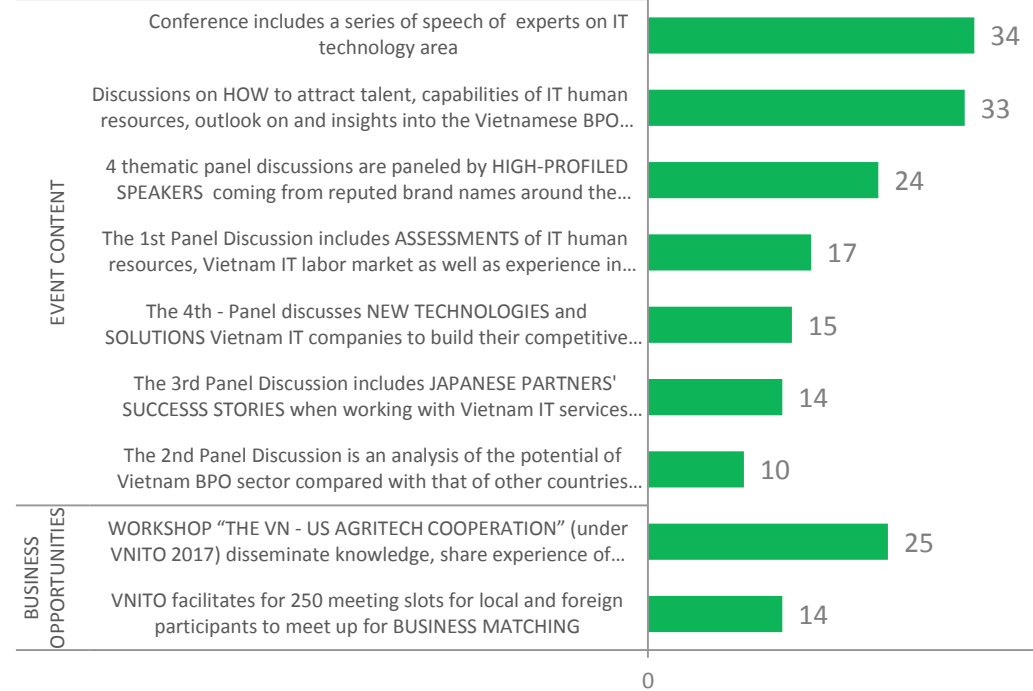
How were VNITO 2017 conference perceived by media?

- Event information (*time & venue, organizers, supporters, participants*) and **event objectives** had the highest number of messages on mainstream.
- These delivered messages drew a comprehensive image of VNITO 2017 conference as a **reputable international IT event** in which the Vietnam IT industry as well as IT enterprises will be find the **international opportunities** to grow and expand to global market. For further view, VNITO 2017 Conference aims to build Vietnam as a Asian tier 1 delivery destination.
- Message showed the VNITO 2017's benefits including the experts' speeches, experience sharing and the worthy diverse discussion regarding to Vietnam IT market (human resource, labor market overview, technology solution and core Vietnam competencies...)

EVENT OBJECTIVES



EVENT CONTENT

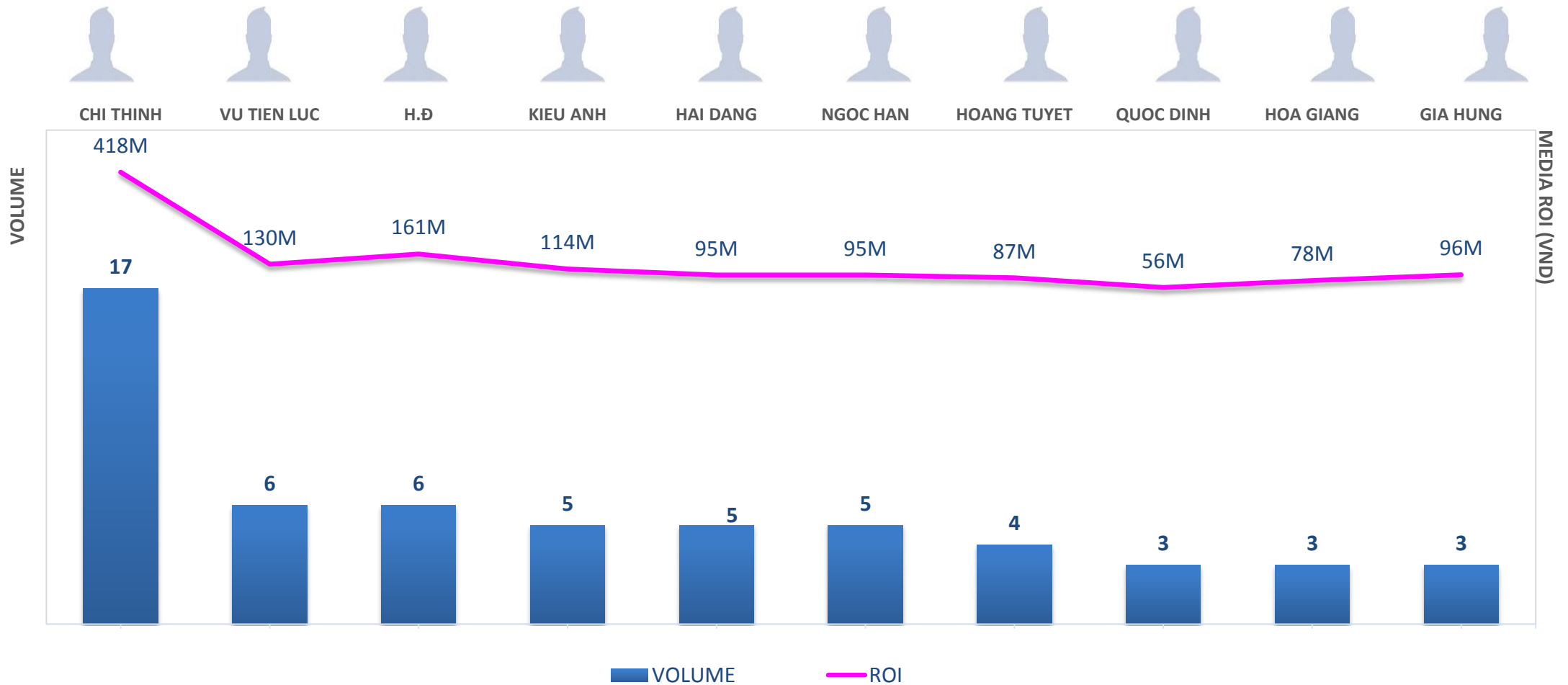


EVENT INFORMATION

- The Press conference is held on from 18 to 21st October , 2017 at GEM Convention Center (HCMC) 127
- Conference is co-organized by VNITO Alliance, Quang Trung Software City (QTSC), and the Investment & Trade Promotion Centre (ITPC). 115
- The conference attracts many overseas participants from different countries, local IT service community, and representatives from IT universities, consulates, trade associations 97
- VNITO Conference 2017 is one of the international promotion activities under the overseas promotion programs of HCMC municipal council 72
- VNITO - the biggest bi-annual (once in every two years) conference on ITO/BPO in Vietnam 70
- Vietnam – Asia Tier 1 Delivery Destination 68
- QTSC is one among leading IT brand in Asian 34
- Vietnam ITO Conference 2017 receives special care and strong support by the People's Committee of HCMC 27

TOP WRITERS/ REPORTERS

Who actively told about you on mainstream?



- Chi Think was the leading writer contributing the highest in terms of volume and media value of VNITO2107 Conferences' PR campaign.

MEDIA OUTLETS ANALYSIS

Which channel contributes the most for your media presence?

ONLINE			NEWSPAPER		
MEDIA TITLE	VOL.	ROI	MEDIA TITLE	VOL.	ROI
THOI BAO KINH TE SAI GON ONLINE	8	290,111,250	SAIGON TIMES DAILY	3	39,115,520
VIETNAM NET ONLINE	5	170,947,174	VIETNAM NEWS	2	45,902,520
VIET BAO ONLINE	5	112,407,750	THOI BAO KINH DOANH	2	7,489,992
CONG THUONG ONLINE	3	92,313,000	KHOA HOC PHO THONG	1	30,627,692
VIETNAM NEWS ONLINE	3	82,680,000	CONG THUONG	1	12,139,640
INFONET	3	76,050,000	HA NOI MOI	1	10,047,115
ICT NEWS ONLINE	2	95,355,000	QUAN DOI NHAN DAN	1	3,328,783
THOI BAO TAI CHINH VIET NAM ONLINE	2	68,250,000	NGUOI LAO DONG	1	2,291,667
DOANH NHAN ONLINE	2	67,860,000	DAI DOAN KET	1	1,415,271
VOVNEWS	2	62,400,000	-	-	-

MAGAZINE			TELEVISION		
MEDIA TITLE	VOL.	ROI	MEDIA TITLE	VOL.	ROI
THOI BAO VI TINH SAI GON	2	37,733,846	FBNC	10	655,323,360.0
THOI BAO KINH TE SAI GON	2	10,587,866	HTV9	3	428,274,844.8
SAI GON TIEP THI	1	54,163,030	VTV9	1	30,225,015.0
SAIGON TIMES WEEKLY	1	23,734,615	-	-	-
THE GIOI TIEP THI	1	5,030,666			
-	-	-			

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AWARDS | 2017

**WINNER: COMMUNICATIONS RESEARCH &
MEASUREMENT COMPANY OF THE YEAR 2017**

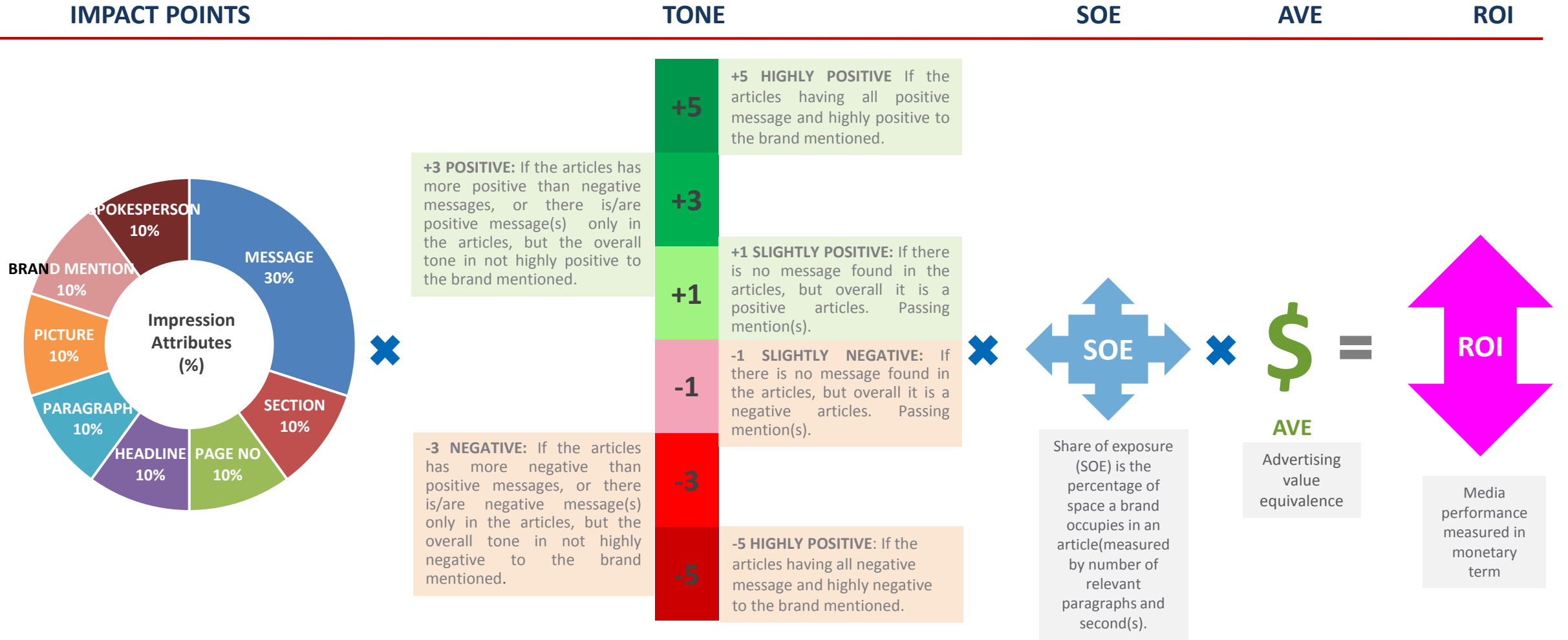
AMEC Membership

- ISENTIA is a MEMBER of the International Association for Measurement and Evaluation of Communication (AMEC), the leading organisation for media analysis and measurement globally
- To give you confidence that you have received the BEST reports and insights, having this membership means that I ISENTIA complies with AMEC's strict STANDARDS (see www.amecorg.com).

AMEC Communication Effectiveness Awards

- ISENTIA named **Communications Research and Measurement Company of the Year**, for the second year running
- ISENTIA also won AWARD in following categories
 - Gold medal - **Best Measurement of a Public Sector Campaign** for our report for the New Zealand Electoral Commission.
 - Ho Chi Minh City-based Media Insights Manager Ngo Thi Khang won **Young Professional of the Year**.

ISENTIA WON THE BEST INTERNATIONAL COMMUNICATIONS RESEARCH AND MEASUREMENT COMPANY IN THREE RECENT CONSECUTIVE YEAR





Thank you.

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