



Aurora

CREDENTIAL

**Aurora Creative
Consultancy**

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**Be the Light
to Lead**

Content

- ■ Call us Aurora

- ■ We are Light Chasers

- ■ Our Works
 - ■ Strategy Planning & IMC Execution Projects
 - ■ UX UI Projects
 - ■ Creative Projects
 - ■ Branding Projects
 - ■ Social Projects
 - ■ Sales Support Projects

- ■ So, Why Us?



CALL US AURORA

Aurora

/ɔ:ˈrɔ:ˌrə/ (Noun)

Aurora - *A natural phenomenon which is characterised by a display of a natural-coloured light in the sky, usually near the northern or southern magnetic pole.*

At the distant North Pole, explorers spend weeks, even months, searching for the Aurora - a fantastic and once-in-a-lifetime visual experience.

But you need not go to such great lengths.

Here in **Aurora Vietnam**, such a unique experience can be enjoyed through every service we provide, from Long-term Strategies, Impressive Branding Campaigns, to Catchy Phrases and Stunning Visuals, **Rare and Irreplicable***

***Irreplicable:** Something that can't be done or produced again in exactly the same way as before.



We are Light Chasers...

Our expertise is to achieve all your Marketing purposes in the light way...

Aurora

Light, Fast & Agile

How fast does light travel?

If you could travel at the speed of light (299,792,458 m/s), you could go around the Earth 7.5 times in one second.

... and beyond!



Aurora

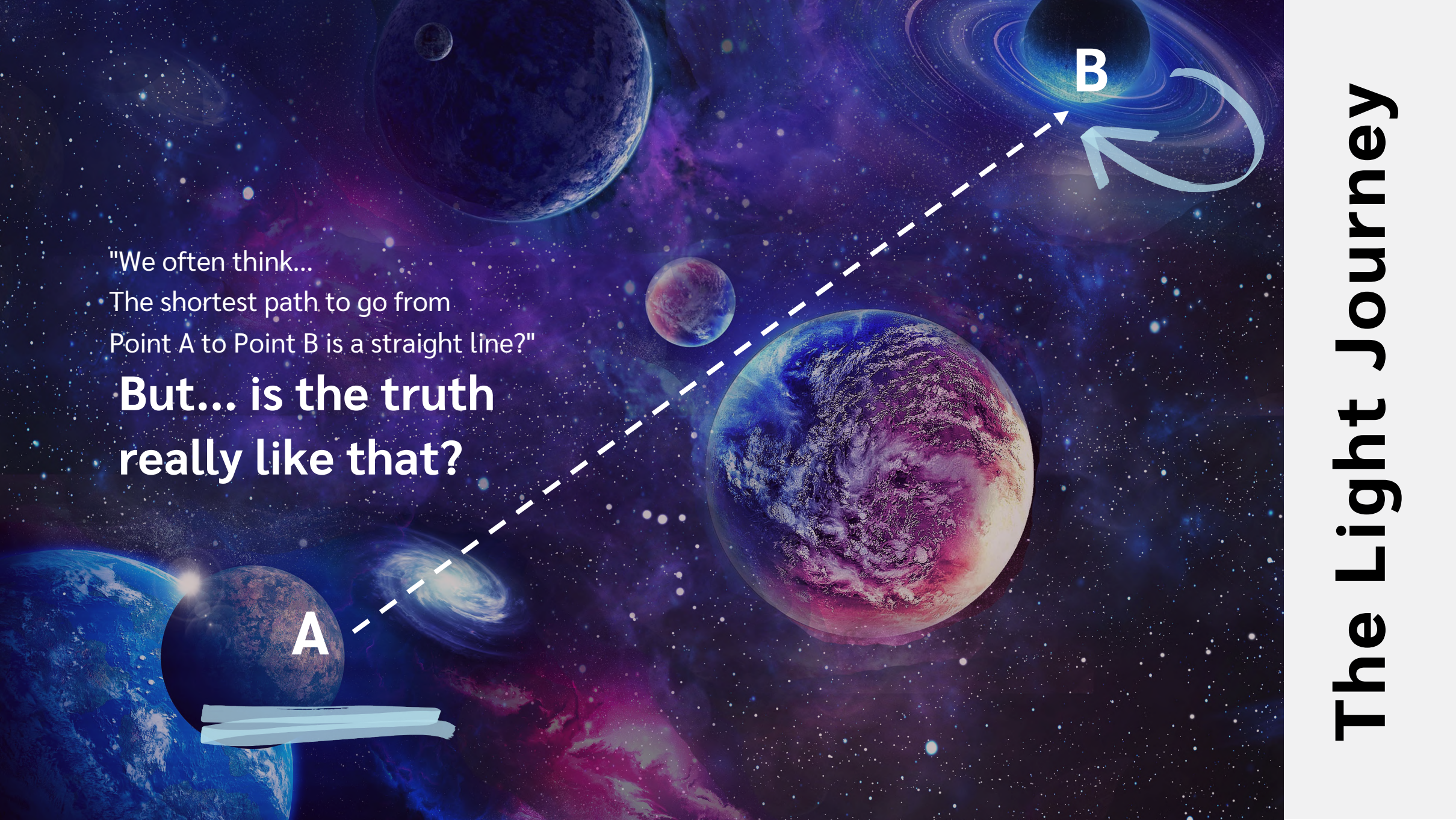
*Even Lighter, Faster
and More Agile*

Let's imagine a world in which space is intrinsically curved, the shortest distance between two points is no longer a straight line. At Aurora, we believe that, if you can see the world in a different way, you can create astonishing results. Just like how you exceed the speed limit of light (the fastest speed in the world) with Alpha Jump.

"We often think...

The shortest path to go from
Point A to Point B is a straight line?"

**But... is the truth
really like that?**



The Light Journey

SET GOALS

Specify a clear and specific **destination** to shape the implementation direction. All ideas and actions are oriented towards achieving this goal.

RESEARCH

Research the market, products, brand, competitors, customers... Understand where you **currently stand**, the issues that need to be addressed, and the resources required for execution.

PLAN

Develop a strategic direction, activities, timing, and communication channels. This is the **roadmap** that makes an effective journey.

INNOVATE

Observe from a different perspective (subject, space, time) to design effective **means of transportation** through activities, content, images...

IMPLEMENT

Continuously **monitor the journey**, ensuring quality, efficiency, and implementation speed. Make appropriate adjustments based on real-world deployment.

APPROACH METHOD

THE LIGHT JOURNEY

Drawing inspiration from the names 'Aurora' and 'Light Chasers'

This creative method helps Aurora **define unique points** in addressing client challenges, ensuring **consistency** between creative consultations and **long-term direction**, aiming for **effectiveness** through **simplicity** in execution.



CALL US AURORA

Together, we can



MAKE

your brand
better

Brand Positioning
Brand Strategy
Brand Identity (Collateral Design, Brand Book)
Environmental Branding & Wayfinding Strategy

BUILD

your **effective**
marketing campaign

Full-year Integration Plan Social Plan
Campaign Plan PR Plan
Digital Plan POSM Plan

DESIGN

your **impressive**
visuals

Key Visual Brochure/ Sale kit
POSM Adaptation Website
Packaging Design Signage Design

CREATE

more **innovative**
ideas

TVC Idea Social Video
TV Infomercial Event Idea
Viral Video Decor Idea

MANAGE

your **enthusiastic**
campaigns

Campaign management
Media booking management
Production management



WE ARE LIGHT CHASERS

Meet our Light Chasers





Ms. Ha Thai Pham
Founder | CEO

“If you can
dream it,
you can do it”

Education: University of East London

Experience:

Vincom Retail | Head of Strategic Planning and
Communication (2017-2020)
Vingroup | Marketing Supervisor (2016 – 2017)
Admicro | Senior Account Planner (2015 – 2016)

Accompanied Brands:

Vincom Retail, VCCorp, FLC Group, MIKGroup,
Landmark81 SkyView, Ice Rink, Caltex

Education: Education: Excellent Master of Marketing,
Nottingham Trent University, United Kingdom

Experience

VinFast | Marketing Director (2020)
Vincom Retail | Marketing Director (2017 – 2019)
Vingroup | Head of Marketing (2016 – 2017)
Vingroup | Marketing Manager (2012 – 2016)

Accompanied Brands:

VinFast, Vincom Retail, VinMart, VinPro, VinDS, VinID



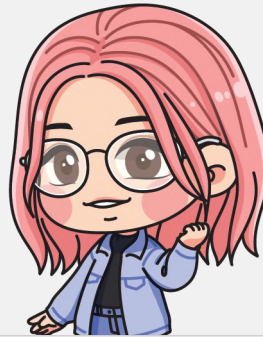
Mr. Anh Tuan Quach
Co - Founder |
General Manager

“You will
never stop –
Live a life worthy”



WE ARE LIGHT CHASERS

Also, meet
our in-depth
expertise
team ...





Let's take a look at our projects

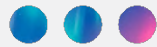


We will briefly talk about past works, leaving the room to detail your incoming projects.



Strategy Planning & IMC Execution

Projects





UP ĐÂY
MOOD VUI

WONDER
SUMMER
2023

HÈ CHILL
CHẤT CHÁY



CONTEXT

VinWonders - the entertainment brand of Vingroup aims to develop a marketing strategy with the following objectives:

- Enhancing sales efficiency and achieving a twofold increase in visitor numbers compared to pre-pandemic levels.
- Executing effective communication to enable customers to truly experience the brand essence of "Celebrating the wonders of life."

SCOPE OF WORK

Aurora Vietnam Agency proposed the positioning of the brand as **"Miracles are in Real life"** along with the core communication message of **"Greater than dreams, surprising fun"** and various creative assets in the summer campaign:

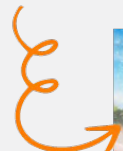
- Series 08 Key Visual, 02 iTVC
- Music Video "Mua he tuyet voi - Lalawonder" - Duc Phuc x Tang Duy Tan



OUR WORKS

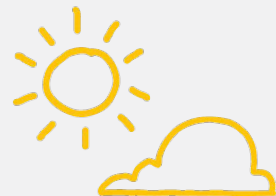
VINWONDERS - WONDER SUMMER 2023

Panorama

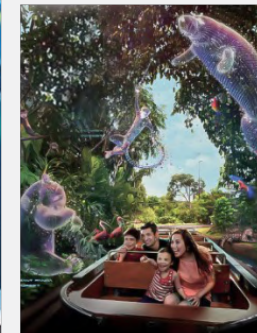


Mood & Tone

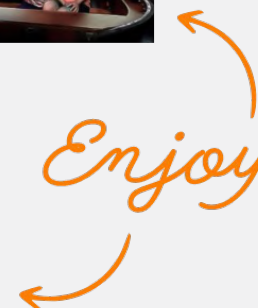
- To be able to reach to the right audiences, Aurora and VinWonders planned to create a series of Key Visuals with iTVC that are **tailored to each destination's target audience and festival theme**, expressing the core message: **"At VinWonders, miracles are in real life."**



Energetic



Enjoy





OUR WORKS

VINWONDERS - WONDER SUMMER 2023

Series KV





OUR WORKS

VINWONDERS - WONDER SUMMER 2023

Series iTVC

iTVC TARGETING THE YOUTH

Busy culture, working Saturday and Sunday for 365 days, are they what you want? Summer is coming! So instead of stressful meetings, it's time to reward yourself with an experience of "Greater than dreams, surprising fun"!

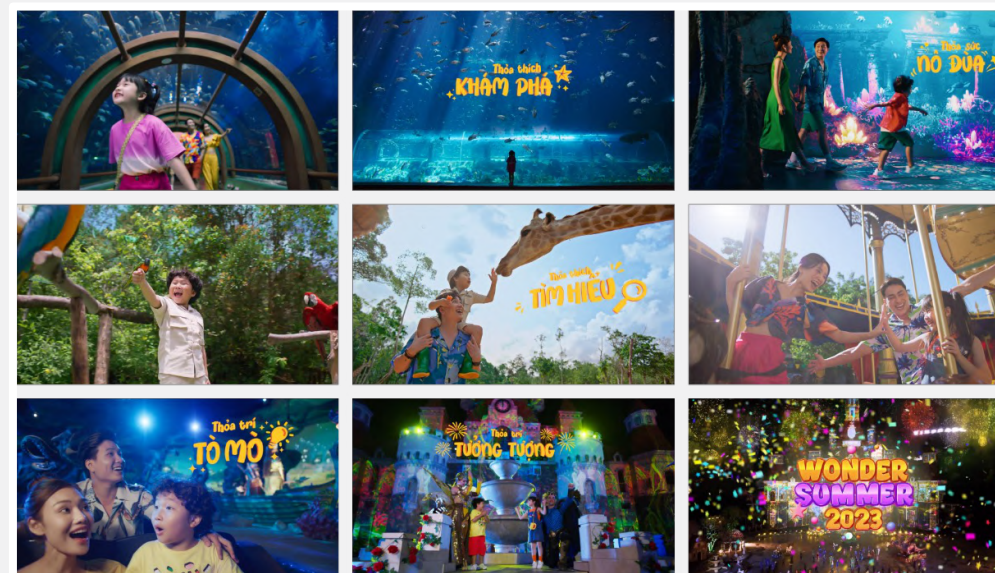
Click [here](#) to experience the Summer with Aurora!



iTVC TARGETING FAMILY

Every year, when the summer vacation arrives, it is infuriating to spend time inside cramped rooms in the city, eyes fixed to the iPad and phone's screens. What if we took advantage of this wonderful time to create a memorable trip for the whole family?

Click [here](#) to enjoy a family trip!



Mùa hè
tuyệt vời
Lalawonder

ĐỨC PHÚC
TẶNG DUY TÂN





OUR WORKS

VINWONDERS - WONDER SUMMER 2023

Main idea

MOOD & TONE

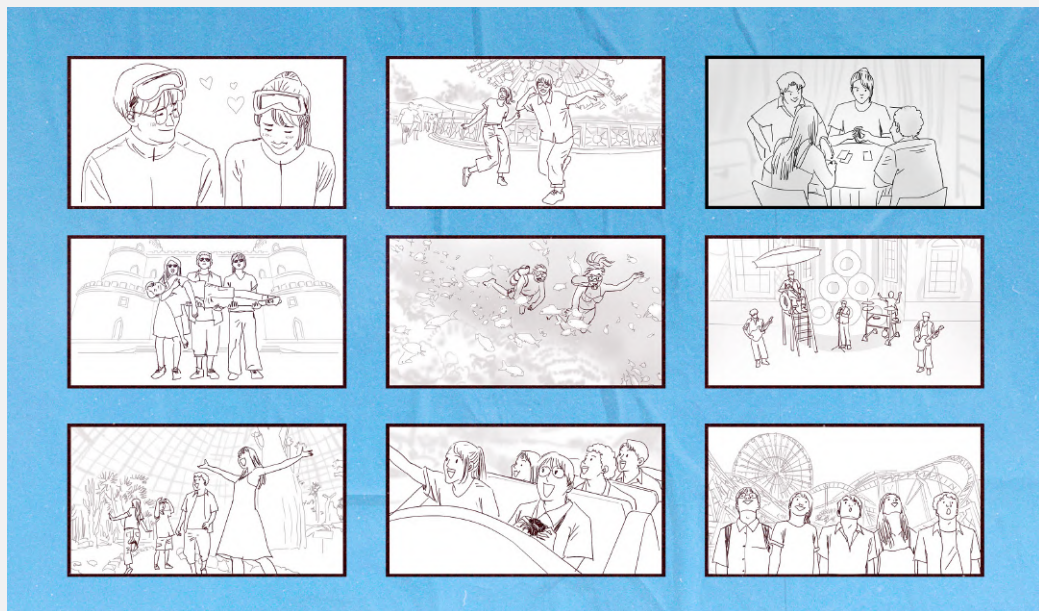
The MV's storyline drew inspiration from the names of the two brands, VinPearl and VinWonders: “My Wonder” - **representing the magical aspects of life**, the moments of friendship, love, symbolizing VinWonders; “My Pearl” - **representing the cherished treasures we are seeking**, symbolizing VinPearl.



In the Summer campaign, alongside a vibrant series of Key Visuals and colorful iTVCs, Aurora also collaborated in creating the Music Video **“Wonderful Summer - Lalawonder”** as an inspiring anthem for the youth about a summer even better than dreams. Experience the Wonderful Summer [right here!](#)

STORYBOARD

The MV **intertwined a story of friendship and love**, brimming with the vitality of youth. Together, they created unforgettable memories and inspire an endless summer.





OUR WORKS

VINWONDERS - WONDER SUMMER 2023

Marketing Activities

SOCIAL MEDIA

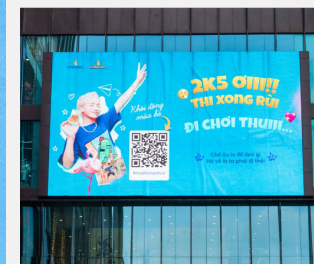
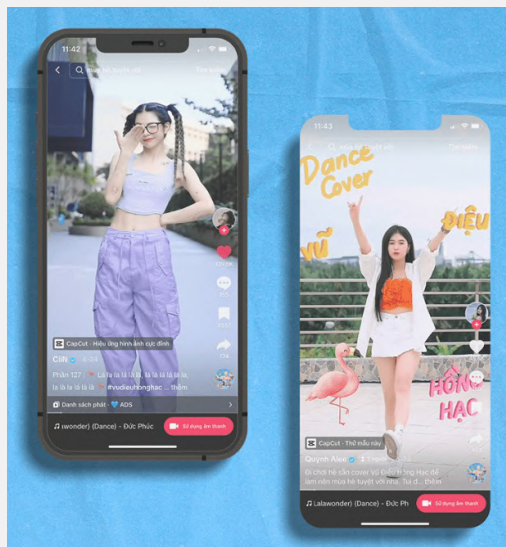
- A series of content were launched across various **Hot Pages, brand channels, and Duc Phuc's channels** to spark curiosity and maintain the allure of the MV.
- Notably, Aurora ingeniously incorporated a unique one-legged dance move inspired by VinWonders' pink flamingo, creating the **"Pink Flamingo Dance"**. Simultaneously, we developed a Dance Cover contest with enticing rewards. Numerous popular TikTokers joined the challenge, utilizing the distinctive CapCut template of the dance.

ACTIVATION DAY

- In addition, drawing inspiration from the MV's lyrics, Aurora collaborated with Vingroup to execute a Flash mob dance **with over 300 participants** at the Vinhomes Ocean Park 2, creating a video to congratulate the 2005 high school graduates on completing their national high school exam.

OOH

- Images from the MV along with the highlighted dance move have been displayed on **more than 20 LED screens** at VinWonders, Vinpearl, Vincom Centers, and Vincom Mega Malls.





OUR WORKS

VINWONDERS - WONDER SUMMER 2023

Campaign result

RESULT

After 1 month, the campaign has achieved impressive numbers across platforms like YouTube, TikTok, and Facebook, gaining substantial public reception..

- Over **70.000.000** reach and **1.000.000** engagement via hashtags #muahetuyetvoi, #vudieuhonghac
- **#3** hottest music topic in 24 hours
- **#7** most prominent topic on social media during the first launching week
- **#10** across charts: TikTok, YouTube Trending, V-Pop.



#6 Trending Music
5,5M View



#2 Popular Song
160K videos using sound





Kem Trang Tien

New product launching 2023

SCOPE OF WORK

- Developing marketing communication plans, main concept idea
- Generating ideas and designing POSM: Character mascot, Key Visual, Signage, Dessert Soup counter, Lightbox
- Developing content, visual and social media advertising: Facebook, TikTok, Instagram
- Organizing an activation event at the Flagship store, Booking KOLs, Hot Group

CONTEXT

In April 2023, Kem Trang Tien officially introduced its new product line, Che Lanh (Cold Dessert Tea), with the desire to gain widespread recognition, particularly among the young consumers. Aurora faced significant challenges as the Che Trang Tien product was not widely known, in contrast to the highly famous "Kem Trang Tien" name.

OUR APPROACH

- Utilized a love story between a famous individual (Mr. Ice Cream) and a young lady (Miss Dessert Soup) to capture attention.
- Crafted content that showcased Kem Trang Tien as a brand with a distinct personality, blending contemporary vibes with an understanding of the aspirations and sentiments of multiple generations. This approach embraced the cultural flow and unique lifestyle of Hanoi.





OUR WORKS

KEM TRANG TIEN – NEW PRODUCT LAUNCHING 2023

Key Visual

CONCEPT

- The Key Visual captured the essence of **both youthful individuals and the beloved city of Hanoi**, with cultural and culinary snippets.
- Aurora executed a photoshoot combining **the paper collage design style and enhanced doodle illustrations**, infusing a modern twist to create a fresh and innovative brand identity.

MOOD & TONE





OUR WORKS

KEM TRANG TIEN – NEW PRODUCT LAUNCHING 2023

POSM – Signage, Counter, Light box

SIGNAGE

Utilizing **Guerilla Marketing approach**: Capitalizing on the Kem Trang Tien signage to generate curiosity among the public.



COUNTER

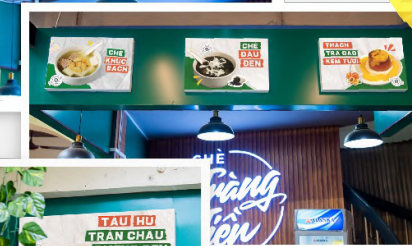
Aligned with the **campaign's theme of love**, the concept of "flirting with product names" was integrated into the dessert soup counters, transforming Trang Tin street into the sweetest destination of the summer.



Movable dessert soup counter



LIGHT BOX



Fixed dessert soup counter



OUR WORKS

KEM TRANG TIEN – NEW PRODUCT LAUNCHING 2023

Character

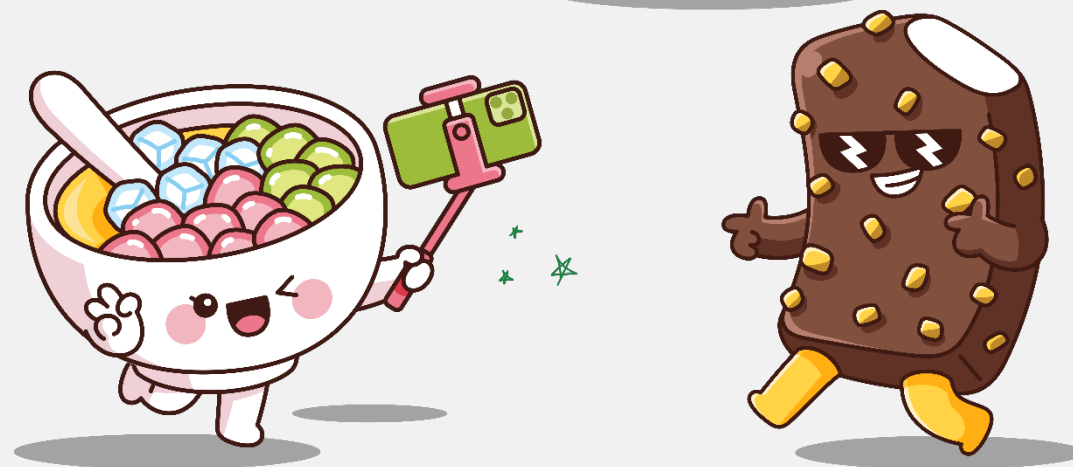
Mr. Ice Cream & Ms. Dessert Soup

MAIN IDEA

- Summer 2023 marked the official declaration of love between Mr. Ice Cream and Miss Dessert Soup, a love story **that doubles the sweetness** compared to any other. The pairing of this dynamic duo promised to create waves of public interest, ranging from fascination to curiosity, and eager anticipation.

IMPLEMENT

- Ms. Dessert Soup:** An alluring girl, both sweet and refreshing in her appearance.
- Mr. Ice Cream:** Possessing a cool and enigmatic aura that enhances his youthful charm, he conceals a world of sweetness and irresistible flavors beneath his composed exterior.





OUR WORKS

KEM TRANG TIEN – NEW PRODUCT LAUNCHING 2023

Social media

TikTok, Facebook, Instagram

FACEBOOK

Built an interactive content lines that encompass culture and product-related posts, portrayed a brand image that **maintained traditional elements while embracing innovation to be trendy and youthful.**



INSTAGRAM

Showcased a seamless blend of **lifestyle and product images**, enhanced with a vibrant and contemporary paper collage style.

TIKTOK

Developed a diverse range of content that embodies the essence of Kem Trang Tien: **fun, friendly, relatable, and highly appealing to the Gen Z**, while still staying true to the unique charm of Hanoi.





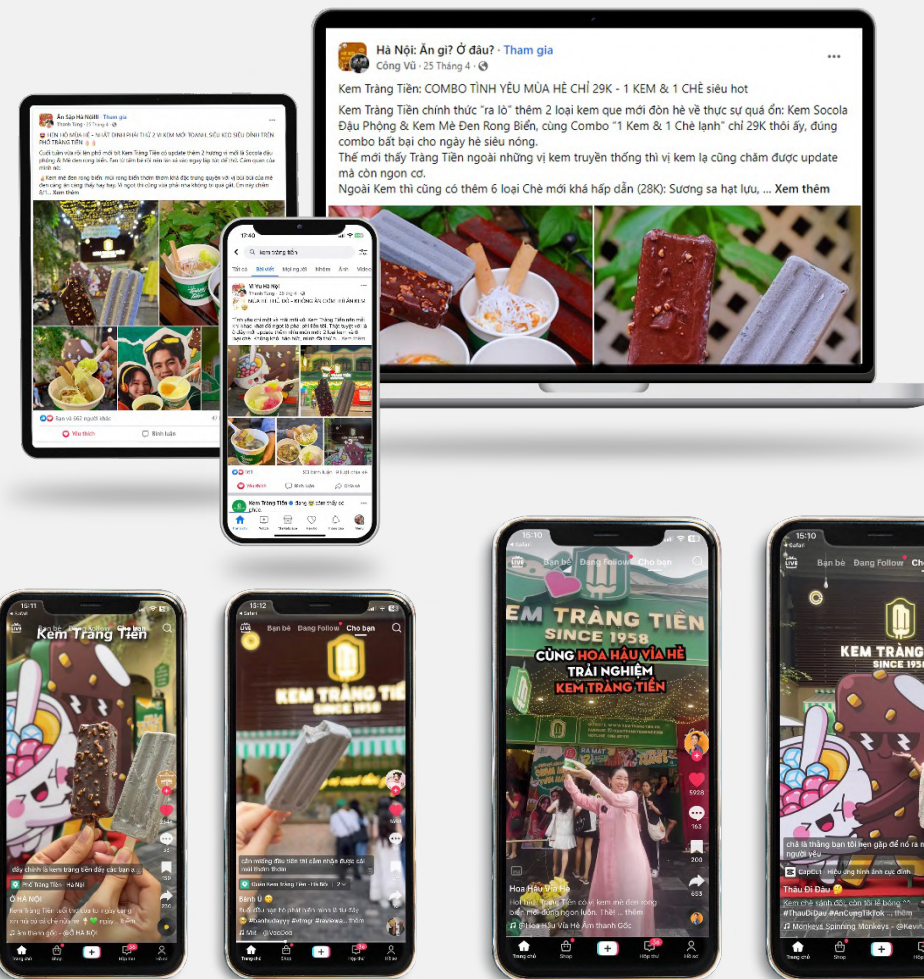
OUR WORKS

KEM TRĂNG TIỀN – NEW PRODUCT LAUNCHING 2023

BOOKING KOLS,
HOT GROUP

Activation event

On the activation day, Trang Tien street was set abuzz with the vibrant performances of the modern dance group, **Oops Crew**, along with the cheer dance team, **Hanoi Buffalos**, creating a dynamic and energetic ambiance.





VinFast E-Scooter Summer Campaign 2023

SITUATION

- In the context of air pollution and increasing noise pollution affecting Vietnam's future, the electric scooter brand VinFast collaborated with Aurora Vietnam to launch a Summer campaign featuring trendy electric scooters, Green - Clean - Smart, to help creating a sustainable and safe life for the young generation of Vietnam.
- The campaign was targeting the high school & university student, who are first-time e-scooter buyers and also the future consumers of the motorcycle market.

SCOPE OF WORK

- Developed an Integrated Marketing Communication (IMC) plan, producing a TV commercial (TVC), designed a Brand Ambassador along with a Power Pin Sticker Set, with the goal of highlighting product quality while still creating a youthful and creative image to appeal to a younger customer.





OUR WORKS

VINFAST E-SCOOTER 2023 SUMMER CAMPAIGN

Summer Campaign 2023

Concept

CONCEPT: LIVE GREEN SMARTLY TOGETHER

- Be inspired by the USP of electric vehicles compared to gasoline vehicles, which is the eco friendly electric energy and the smart features.
- As a Green - Clean - Smart product, electric vehicles are gradually becoming a green-transportation trend globally.

CHALLENGES & OUR APPROACH

- **Challenges:** To communicate effectively with the Gen Z target audience, it is necessary to implement campaigns and activities quickly and timely for the prominent and important moments of students such as the 2023 university entrance exam and the school opening day.
- **Our approach:** Create a friendly brand image with Gen Z group with 2 criteria Creativeness and Friendliness. Creativeness by images design, music, dance and angles. Friendliness to the spirit and energetic and. enthusiastic personality of young people.



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OUR WORKS

VINFAST E-SCOOTER 2023 SUMMER CAMPAIGN

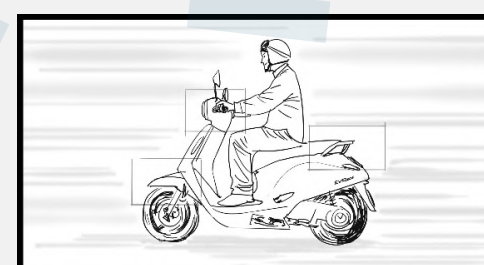
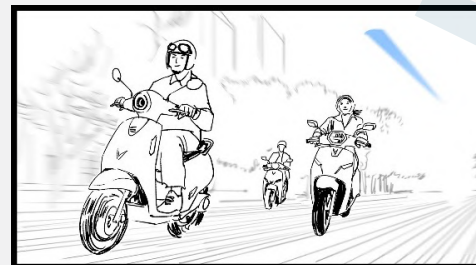
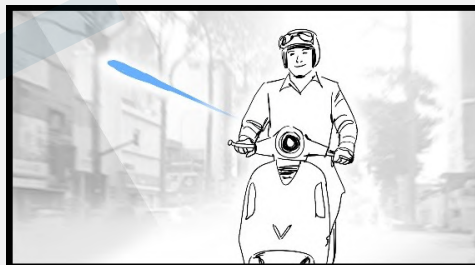
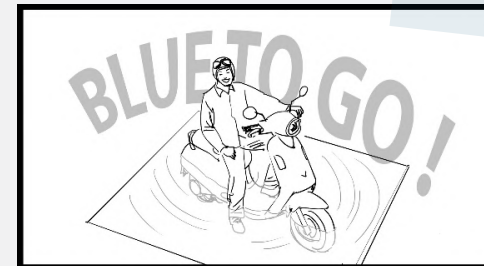
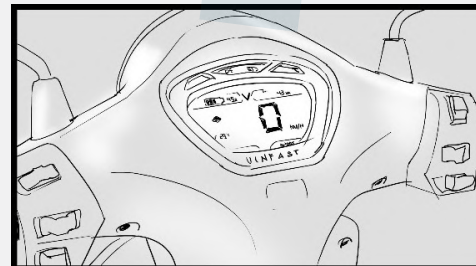
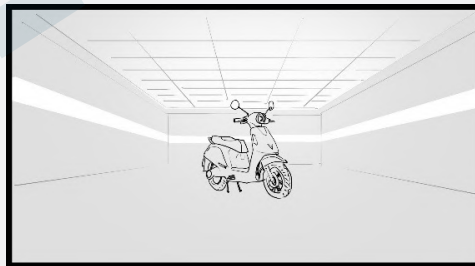
iTVC/ TVC

Summer Campaign

MAIN IDEA

By using the keyword "Xanh", which both means "Green" (environment) and "Blue" (VinFast), and the image of energetic, confident GenZ youngsters, VinFast supported the generation to bring the future "Xanh" color to the Vietnam.

Using impressive color effects, VFX, and motion graphics to enhance the visual impact of the TVC.



Using catchy music beats and trendy dance moves



OUR WORKS

VINFAST E-SCOOTER 2023 SUMMER CAMPAIGN



▶ TVC VinFast Summer Campaign 2023

The CTA “Ưu đãi Evo 200 Lite Chao He – Giá chỉ 19 triệu 400 nghìn đồng” (Evo 200 Lite Summer Special Offer – only 19 million and 400 thousand dong) to raise awareness for the Evo 200 Lite Promotion Campaign for student in 2023.





OUR WORKS

VINFAST E-SCOOTER 2023 SUMMER CAMPAIGN

Character & Sticker pack

Than Pin

CHARACTER

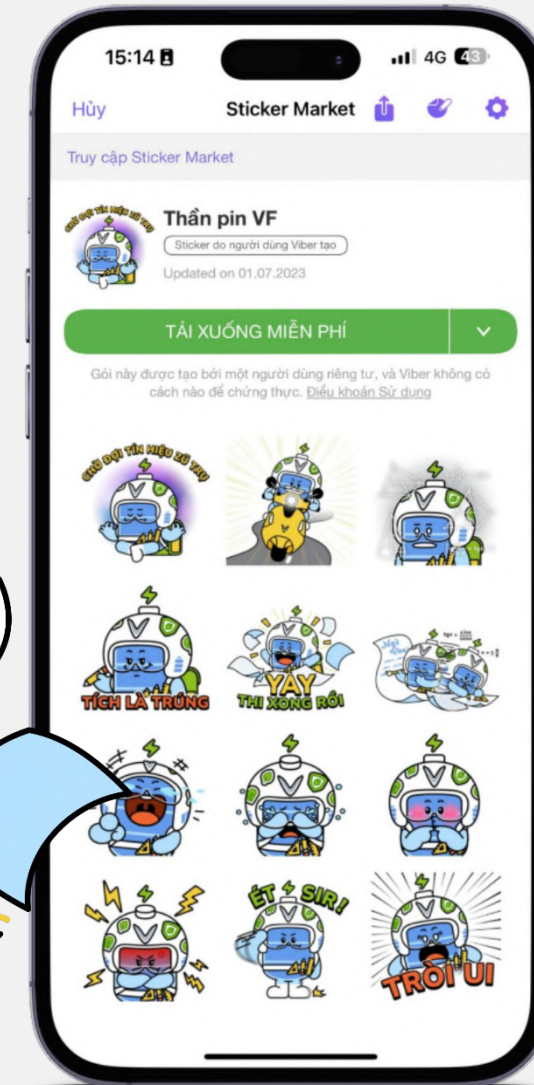
- To encourage, support with the energy and green spirit in the exam period and the school season, the character Than Pin was born to become a positive companion for students.
- Be inspired by the VinFast battery and the green lifestyle, Pin God had a battery shape with different elements (pencil, ruler, green sticker on the helmet) to be close to the youth people and express the green spirit.

STICKER PACK

- Expressed Than Pin's emotion in studying and daily moment just like a student.
- Brought VinFast e-scooter into the discussion to raise the awareness of the brand and product.



Than Pin VinFast





OUR WORKS

60 Days of Fiesta

Vincom Festive Season

2022 - 2023



SITUATION

- After 2 years of 'lockdown' due to the outbreak of the pandemic, the year-end festival season of 2022 with a cascade of festivals and celebrations marked an important opportunity for Vincom - the leading shopping mall in Vietnam - to bring back the spirit of 'true festivals'

SCOPE OF WORK

- Developed an IMC Plan & Core Concept.
- Produced Creative Assets: Character Set, Key Visual, Stickers, and Trade Promotion Products.

CHALLENGES & OUR APPROACH

- **Challenge:** Black Friday fell within the completed Christmas decoration period, and the transition from Christmas to Lunar New Year is very short (18 days).
- **Approach:** Built a single concept that not only optimized the deployment plan but also created consistency for all three campaigns.



OUR WORKS

VINCOM FESTIVE SEASON 2022 - 2023

60 Days of Fiesta Concept

CONCEPT

- The series of “60-DAY EVERLASTING MUSIC PARTY”, from Black Friday (November 22, 2022) to the Lunar New Year (January 20, 2023) with thousands of vibrant dances and colorful colors.

INSPIRATION

- Took inspiration from the Cat - the 'spotlight' mascot of the year 2023, blending in with the lively atmosphere and the spirit of all-out fun throughout the endless music festival series, spanning 60 days.
- Combined with wordplay about cats, creating a playful and familiar vibe for various festive occasions:
 - **Meowrathon Black Friday Race**
 - **Christmas Ball - Meowlody Festival**
 - **New Year, New Meow - Wishing a Meow-tastic Year"**





OUR WORKS

VINCOM FESTIVE SEASON 2022 - 2023

Ngu Cat Lam Mall & Festive Stickers

NGU CAT LAM MALL

- Drew from the traditional values of the Vietnamese people, the Lucky Gods representing wishes for good things: Fortune - Prosperity - Longevity - Joy - Talent.
- Played with words, "Ngu Phuc Lam Man" (Five Good Things Arrive at the Door) becomes "Ngu Cat Lam Mall," symbolizing the arrival of five cats and five good things at Vincom.
 - Cat Tường (Ong Phuc): Intelligent and happy
 - Fat Lộc (Ong Loc): Abundant and wealthy
 - Đắc Thọ (Ong Tho): Wishes for health and longevity
 - Festive Meow (Ong Hy): Vibrant and festive - a symbol of joy and laughter
 - Gud Lắc (Ong Tai): Lucky and prosperous

FESTIVE STICKERS

- Exploited the personalities of these characters in various festive situations, and integrated them with Vincom's products/services to imprint the brand's image.



Festive Vincom 2023





OUR WORKS

VINCOM FESTIVE SEASON 2022 - 2023

Key Visuals

MAIN IDEA

- **Black Friday:** Hurried down the race track to hunt for sales, leading the pack was Festive Meow with a long and extravagant receipt in hand.
- **Christmas:** Danced joyfully next to the radiant Christmas tree, Festive Meow drove a car full of gifts.
- **Tết âm lịch:** Festive Meow played the drum to kick off the festival, the Ngu Cat Lam Mall cat squad joyfully handed out lucky money envelopes (lì xì). Behind them were families and couples on their holiday excursions.

TACTICS

- Set up a simulated space with strong backlighting to create ambient light and high contrast for photography.
- Created a 3D environment and highlight elements, using a low-angle shot to add depth and emphasize the focal point.
- Combined 2D illustration and apply a plastic skin effect to the models to make all elements harmonize with the 3D environment."





OUR WORKS

VINCOM FESTIVE SEASON 2022 - 2023

Festive Calendar & Notebook

APPLICATION

- Trade Promotion gifts to express gratitude to customers who come to experience the joy and shopping at Vincom during Christmas and Lunar New Year.

FESTIVE CALENDAR

- Idea: A 12-month calendar with the theme 'Getting Ready for Fiesta,' depicting 12 distinctive moments of the cat squad preparing to have fun at Vincom. Each illustration corresponded to the most iconic holiday of the month (January: Lunar New Year; February: Valentine's...).
- Drawing Style: Used cluster-style drawing to focus the viewer's attention.

NOTEBOOK

- Used Vincom's brand red color, with Ngu Cat Lam Mall at the center, accompanied by elegant silver foil-stamped text.





OUR WORKS

Mid-Autumn Festival 2022



SCOPE OF WORK

- Develop an IMC Plan, Core Idea.
- Produce Creative Assets: Character, Key Visual, 2D Animation Video, Illustration Set, TikTok Video Series.

CHALLENGE

- Vincom's 2021 Mid-Autumn campaign marked the end of a three-year journey for the two siblings 'Tit' and 'Mit' and opened up new opportunities to reach the potential Gen Z customer group, addressing significant generational gaps during the Mid-Autumn season.

OUR APPROACH

- Engaged Gen Z - The potential new generation of customers, with influence and a high ability to spread on social media.
- Used trendy and humorous language with unique wordplay.
- Expressed the brand's tradition and positioning through the phrase 'Gan-Ket' (meaning 'Connection') with an added hyphen in the middle, symbolizing a strong connection."



OUR WORKS

VINCOM MID-AUTUMN 2022

Go to Vincom universe Celebrate the bonding Mid-Autumn festival

CONCEPT: THE VINCOM UNIVERSE OF INSPIRATION

- Vincom was a place that brings people closer, to truly connect and understand one another.
- The brand was ready to listen and understand, always accompanying and inspiring, and connecting with customers, rather than just using traditional Mid-Autumn imagery and customs.

DECORATIVE MATERIALS

- Made an impression with a modern and fresh decorating style.
- Used 7-color Hologram decal material to add sophistication and personality to each decoration area.



Key Visual Mid-Autumn 2022

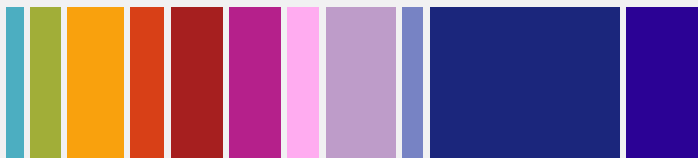
MAIN IDEA

- Gen Z, dressed in their unique and energetic attire, embarks on a journey through the Vincom Universe alongside the Gen Zui Ze Squad.
- Harmoniously blended modernity and tradition by parallelly integrating elements of the Universe (planets, star belts, spaceships) and traditional elements (lanterns).

TACTICS

- Simulated lighting setup with strong backlighting to create ambient light and high contrast, achieving a balanced and space-like environment.

MOOD & TONE







OUR WORKS

VINCOM MID-AUTUMN 2022

Gen Zui Ze Squad & Sticker Set

CHARACTER IDEA

- The 'Gen Zui Ze Squad' represented the traditional values of Mid-Autumn Festival, renewed to suit Gen Z.
- The 4 crew members were pioneers who opened the door for everyone to step into the Vincom Universe, fostering empathy, understanding, and connection.

STICKER SET IDEA

- Designed based on the distinctive personality of each squad member.
- Created fun expressions along with Gen Z-style wordplay copy, and a sense of familiarity and connection with the campaign's target customer group.



Vincom Trung thu Gắn-Kết





OUR WORKS

VINCOM MID-AUTUMN 2022

Creative Assets

OVERVIEW OF THE IDEA

Viral Video TikTok: A series of videos presented in a humorous and relatable story format for Gen Z, combined with trending effects to create excitement. Explores two themes to foster understanding and generational connection:

- When parents follow Gen Z trends.
- When Gen Z becomes parents.

‘Gan-Ket’ Mid-Autumn Illustration Set: Used simple and rustic drawing styles with emotionally rich captions to convey the campaign's humane message and affirmed that ‘happiness is when we truly love and connect’.

KEY ACTIVITIES

▶ **On-site entertainment**
‘Gan-Ket’ Chessboard

▶ **Campaign teaser video**
‘Gen Zui Ze squad’

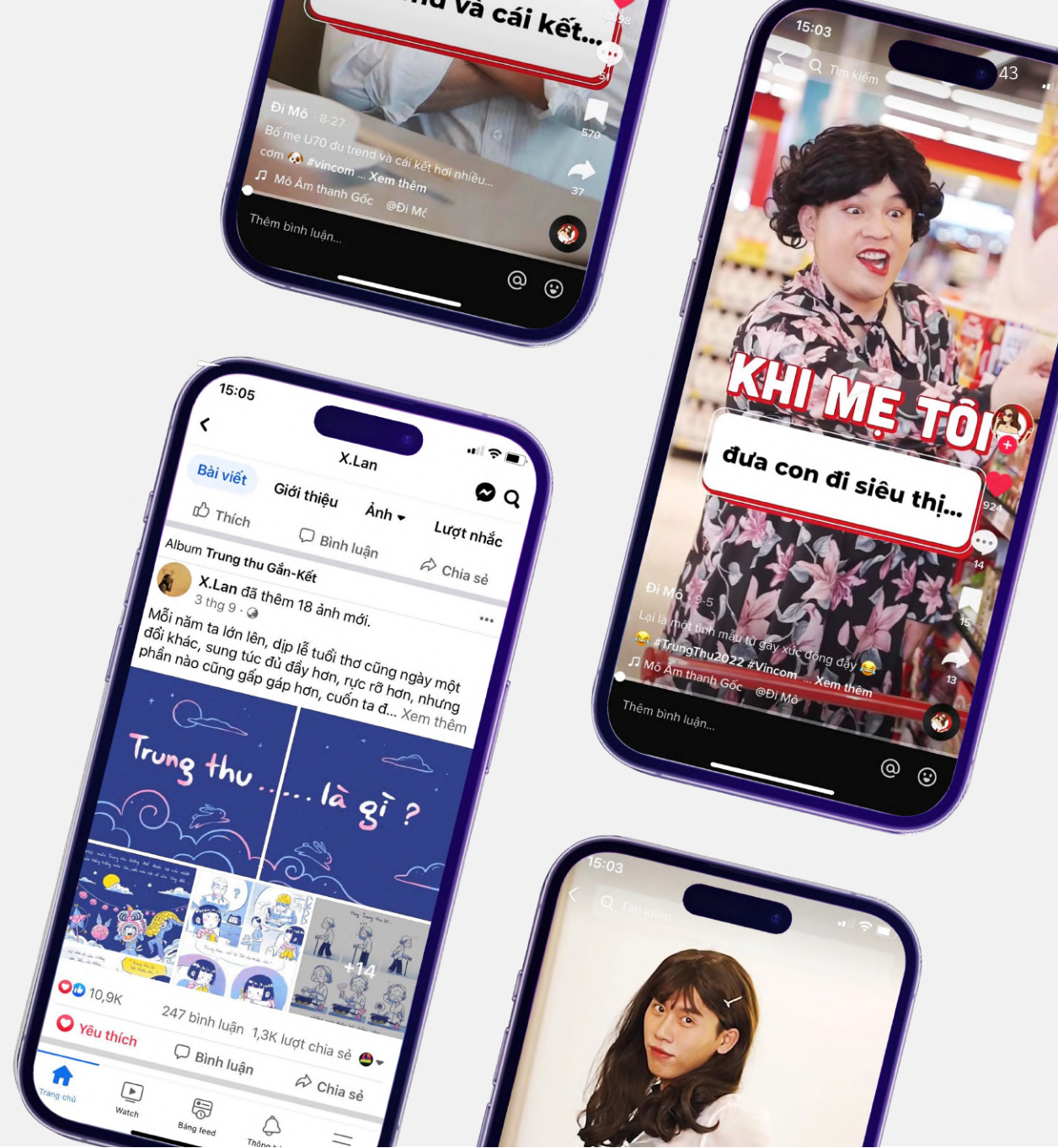
▶ **Viral Album**
‘Gan-ket’ Mid-Autumn Illustration Set

▶ **Viral Video TikTok**
‘When Gen Z Moms Take Their Kids Shopping.’

▶ **When Gen Z Moms Take Their Kids Clothes Shopping.’**

▶ **‘U70 Parents Follow Trends and the Outcome.’**

▶ **Tarot card readings**
Combined with ‘Gan-Ket’ Bus POSM





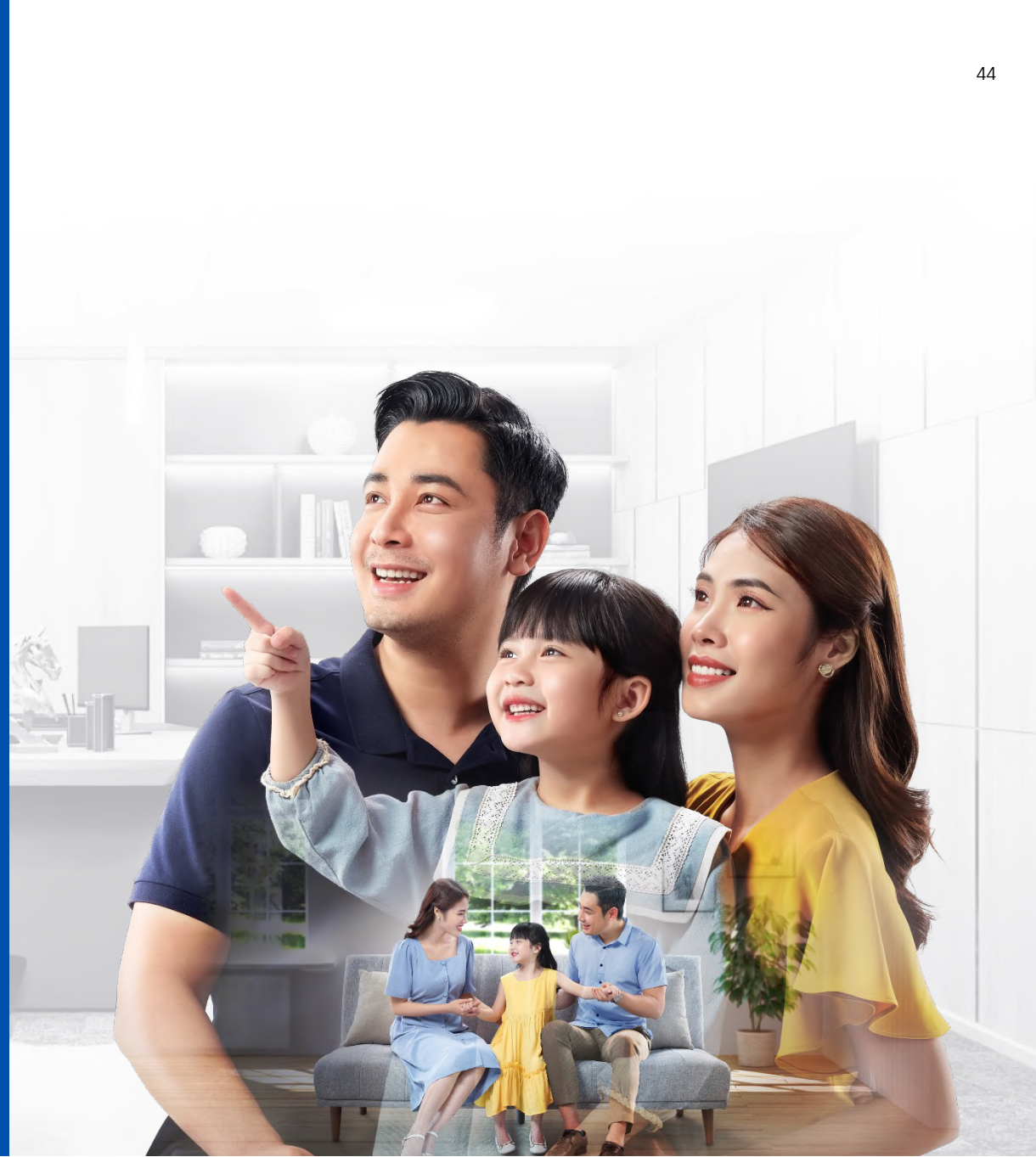
Hoa Phat Furniture Rebranding Plan

SITUATION

After nearly three decades of development with numerous impressive achievements, Hoa Phat Furniture decided to change its brand name to The One Furniture in January 2022. They aimed to bring a new, trendy, and meaningful brand image to catch up with globalization trend.

SCOPE OF WORK

- Propose rebranding strategy and IMC plan
- Develop brand identity
- Produce creative assets (TVC, Internal Media Video, Featured Image, etc.,)
- Improve the customer experience journey at the stores and develop the standard guideline for the stores
- Announce the official rebranding information to internal employees, partners, and the audiences





Rebranding Strategy

APPROACH

Based on various insights from furniture industry reports, as well as in-depth interviews with Hoa Phat Furniture's employees, partners and consumers, Aurora proposed a comprehensive marketing strategy with the big idea:

‘TAKE THE LEAD TOGETHER’

PRODUCT MARKETING STRATEGY

Offer an optimal positioning strategy for all brand's existing products.

TRADE MARKETING STRATEGY

- Develop a long-term strategy to expand cooperation, optimizing bidding channels and annual trade calendars.
- Optimize the customers' shopping experience.

COMMUNICATION STRATEGY

Building a communication strategy and transformation roadmap targeting on 03 main audiences: Internal, Retailers, and Consumers with the message: **‘Brighten up your space, take the lead together’**





OUR WORKS

HOA PHAT – THE ONE FURNITURE REBRANDING

Brand Identity Development

CONCEPT

A lighthouse in the break of dawn

Inspired by the image of a lighthouse in the warm morning light where the sky meets the sea, The One Furniture brand identity was developed from logo components and four main brand values:

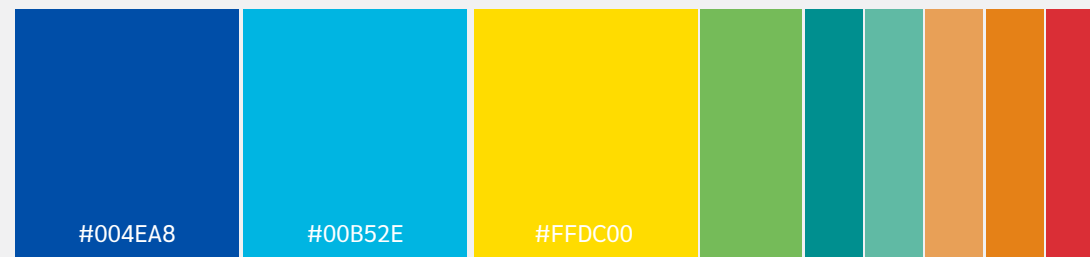
Converge – Accompany – Develop – Shine

Additionally, Aurora has provided consultation to improve the logo in order for it to become more modern and optimum in the process of integrating identification and displaying on digital communication.

Before



After





OUR WORKS

HOA PHAT – THE ONE FURNITURE REBRANDING

KEY ACTIVITIES

**TVC**

A rap battle between the boss and the employee, conveying the rebranding message through a unique, energetic, and modern way.

**Internal Rebranding Video**

An internal video using split frames combined with match cut and fast-speed filming technique.

**Manifesto Video**

An inspiring video to introduce new brand manifesto.

**Key Visual**

A series of three manipulation-style key visuals corresponding to three distinct target audiences.

Dealer's Guideline

A collection of criteria for agents to guide their design style, employee courtesy and attire, which help improving the customer's experience at the point of sale.





OUR WORKS

HOA PHAT – THE ONE FURNITURE REBRANDING

COMMUNICATION ACTIVITIES

Social

Creating a new Fanpage for the brand, engaging in a two-way interaction, and widely providing informative content to customers.

PR

Leading the market & providing information through multi-dimensional and objective perspective.

Display Advertising

Implementing display advertising formats with large sizes, good positions on appropriate display channels.

TV Commercials

Promoting advertising in the prime-time frame on VTV and HTV channels in 3 days of booming.

VOV Advertising

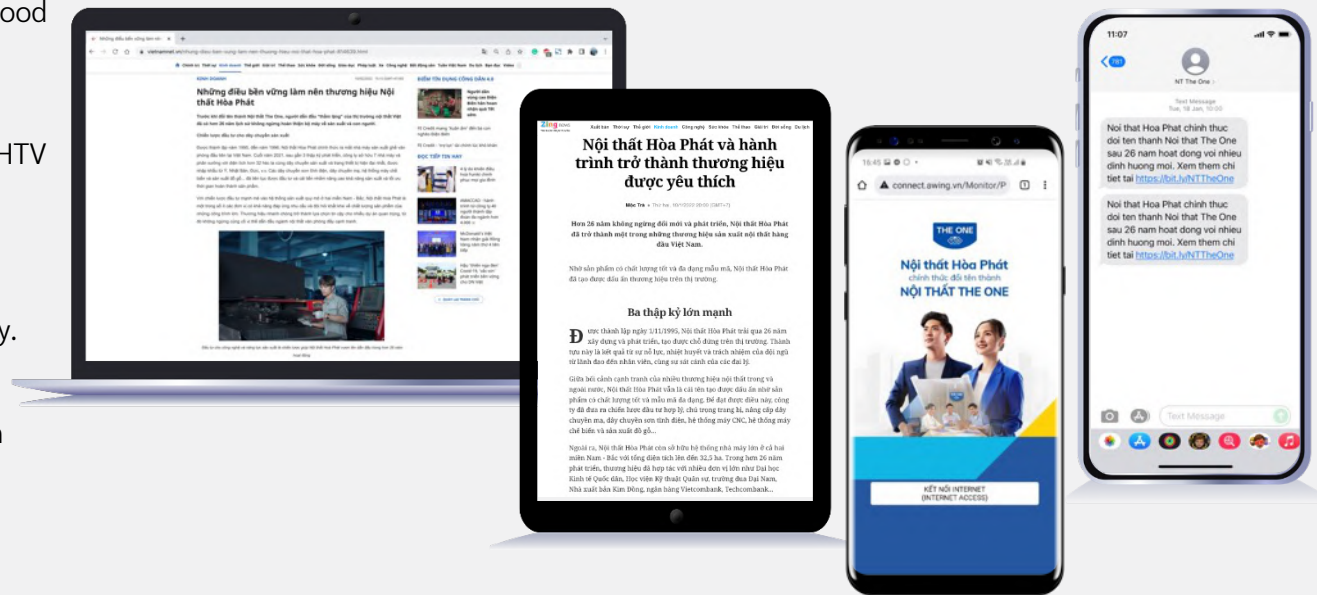
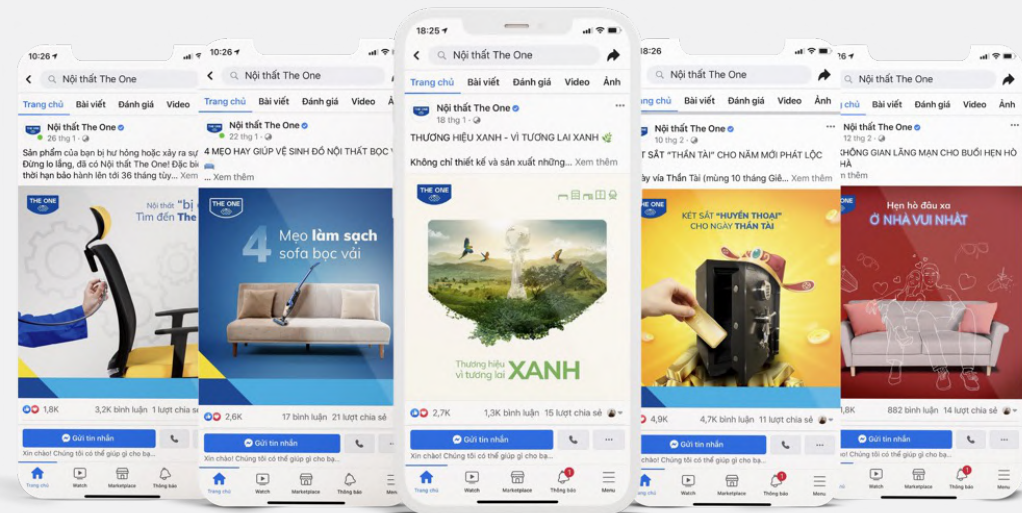
Implementing audio advertising to convey the conversion message more broadly, with TVC music to provide uniformity.

Landing page

Provides comprehensive information on the brand transition from Hoa Phat Furniture to The One Furniture.

Wifi, SMS marketing

Spread rebranding messages to potential customers.





Creative

Projects





OUR WORKS

VINFAST BUMPER ADS SERIES

VinFast Bumper Ads Series

PROJECT BACKGROUND & CHALLENGES

- An intriguing fact: Some customers are hesitant to embrace electric vehicles due to concerns about changing their driving habits; sometimes it is just the difference in starting and turning off the car from what they are accustomed to.
- How can our series of bumper ads make customers realize that using and owning an electric vehicle is much simpler than they think, in a sophisticated and enjoyable way?

OUR APPROACH

- The detailed concept of the Bumper Ads series illustrates that using an electric car is incredibly easy, developed based on three key criteria:
 1. **Engaging situations**
 2. **Positive energy**
 3. **Modern visual effects**
- In just 15 to 22 seconds, the videos convey a sense of a smart, easy-to-use, and convenient product.



OUR WORKS

VINFASY BUMPER ADS SERIES

Moodboard

INTERESTING



SMART



MODERN



POSITIVE

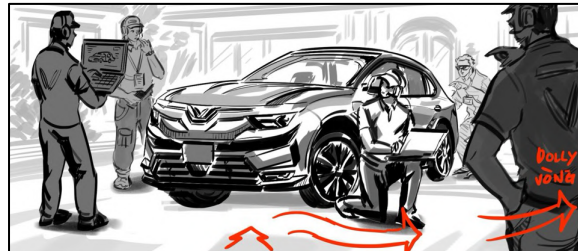
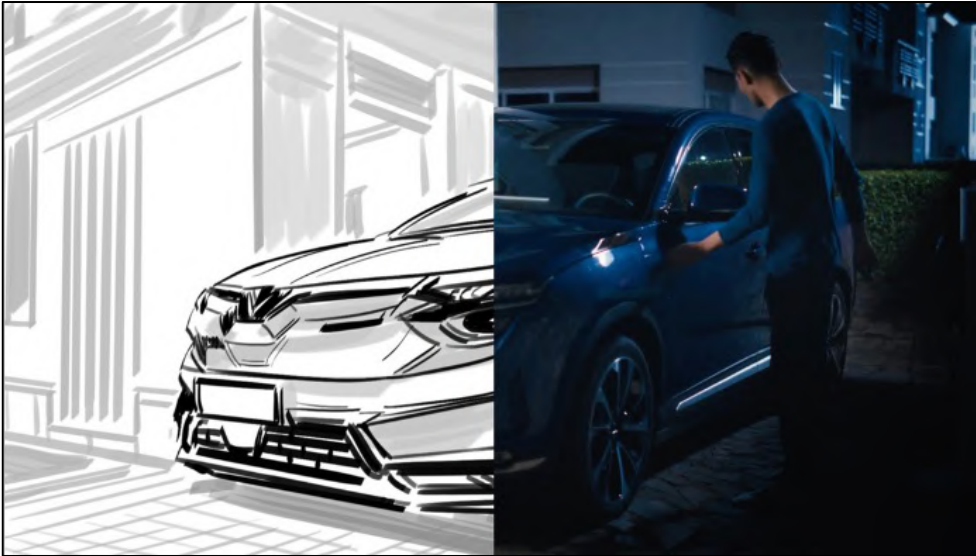




OUR WORKS

VINFASY BUMPER ADS SERIES

Storyboard





OUR WORKS

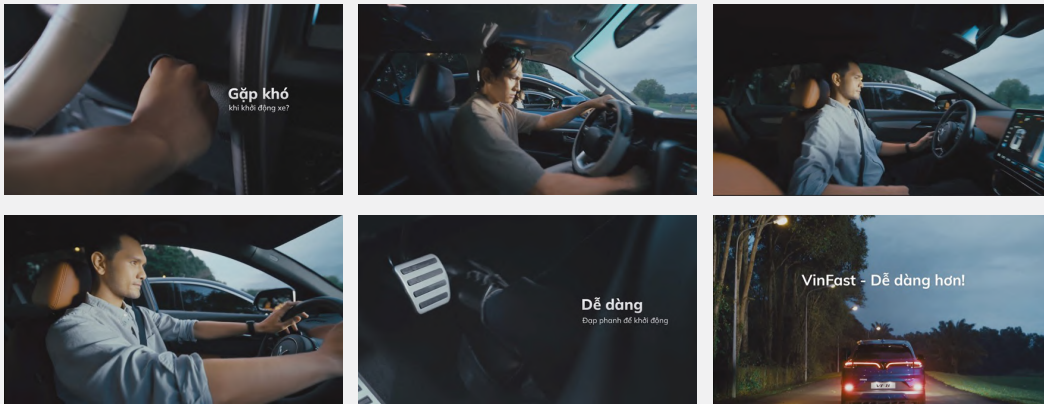
VINFASY BUMPER ADS SERIES

Series Bumper Ads Easier with VinFast

VIDEO 01: CAR-START

Starting an electric car is incredibly simple—just press the power button and the brake to move. There's no noise, and there's no time wasted on plugging in or starting the engine.

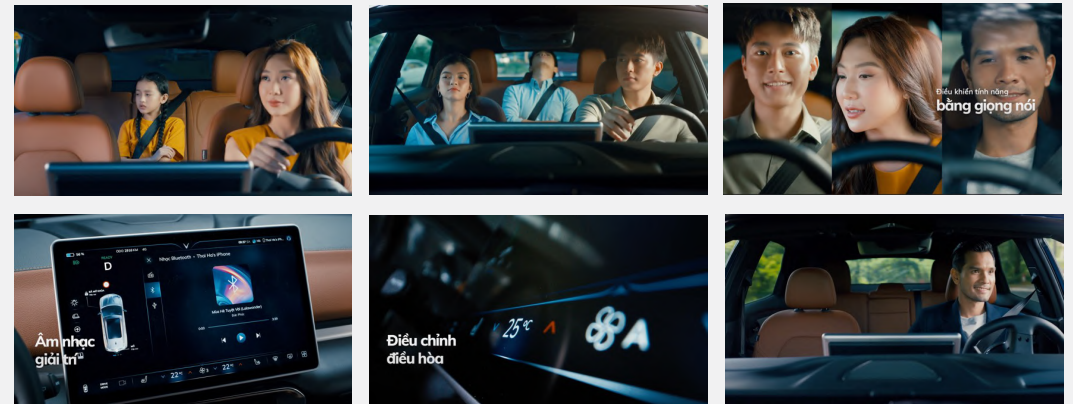
[Click here to experience starting the car easily.](#)



VIDEO 02: VIRTUAL ASSISTANT

An intelligent virtual assistant is always available to support you in your daily life. You can comfortably interact with the virtual assistant using your voice, allowing you to remain completely hands-free while driving.

[Click here to interact with VinFast virtual assistant.](#)





OUR WORKS

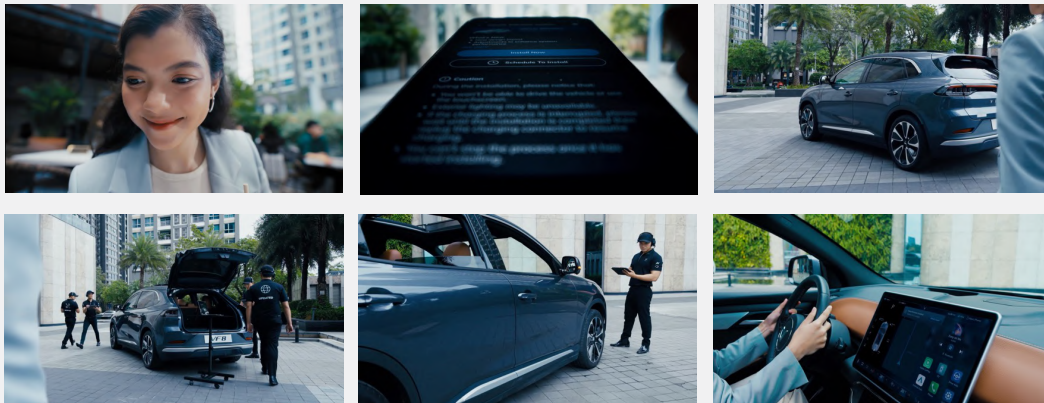
VINFASY BUMPER ADS SERIES

Series Bumper Ads Easier with VinFast

VIDEO 03: SOFTWARE UPDATE

VinFast electric cars are continuously innovative and advancing, delivering an excellent driving experience. Updates are incredibly simple, requiring just the press of a single button.

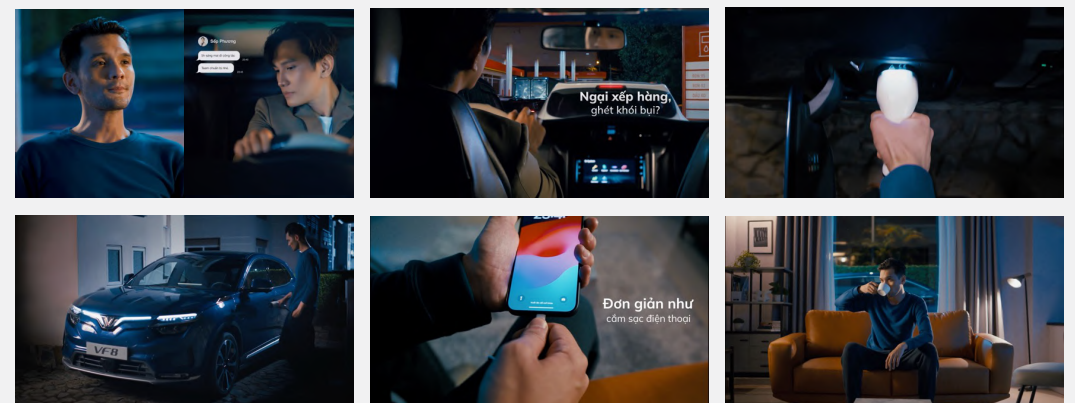
[Click here to update software with just one touch.](#)



VIDEO 04: HOME CHARGER

Say goodbye to waiting in lines and the smell of gasoline. With convenient home charging, you can proactively charge your car, enjoying your personal space and doing what you love while your vehicle is fueled up.

[Click here to experience the convenience of home charging.](#)



Prospan 2023 Marketing Campaign

SITUATION

By the end of 2023, Prospan - a German cough medicine brand with the number one market share for children in Vietnam, aims to build a Marketing Plan for two product lines: Prospan Syrup & Prospan Lozenges. The goal is to increase brand recognition and boost sales revenue in the final phase of the year.

SCOPE OF WORK

Aurora has built an overall concept for the entire campaign and developed ideas for:

- **Key Visual series** with 03 regional versions: North - Central - South.
- **Bumper Ads series** targeting 03 customer groups: children, young people & adults (office workers).





OUR WORKS

Prospan Marketing Campaign - 2023

Series Key Visual

CONCEPT: RELAXED THROAT

- The concept is inspired by **the USP of the product** - a mechanism that treats coughs gently and softly.
- Prospan accompanies and cares, helping the throat feel 'relaxed', so you no longer worry but comfortably enjoy everything in life - 'Relaxed throat, smooth life'.

INSPIRATION

The Key Visual uses the image of a slide - inspired by **the flow of syrup** from a Prospan bottle, conveying relaxation and comfort when users use the product.

The KV series is **localized** according to the Northern - Central - Southern regions, expressed through characteristic elements: character costumes, natural landscapes & slide supports,... to help viewers feel close and familiar with the product.





OUR WORKS

Prospar Marketing Campaign - 2023

Series

Bumper Ads

IDEA

The Bumper Ads series tells the story of **three target customer groups**: children, young people, adults (office workers) when a cough disrupts their happy, important moments.

At those times, Propsan is the solution, becoming a companion to help you comfortably enjoy happiness, overcome important milestones in life.



Bumper Ads 01 - Children



Bumper Ads 02 – Young people



Bumper Ads 03 - Adults



OUR WORKS

MUSIC VIDEO 30th ANNIVERSARY VINGROUP

TỰ HÀO BAY CAO



OFFICIAL

ĐÔNG HÙNG x CBNV VINGROUP
MUSIC VIDEO



OUR WORKS

MUSIC VIDEO 30th ANIVERSARY VINGROUP

Vietnam flying high

Conquering the World

MAIN IDEA

30 years have passed, and Vietnam has truly transformed into one of the leading countries in the region in terms of economics, sports, culture, and tourism.

'Tu hao bay cao' (Soaring with Pride) was a music video that expressed gratitude from Vingroup to its customers, featuring a massive performance **alongside Vingroup's employees and products**. Vingroup's people from all over came together, sang in harmony with the artist and appeared in various frames. **Everything connected and resonated with one another through a rhythm that creates an emotional and powerful anthem.**

Thank you for placing your trust in us

Thank you for giving hope

Thank you for being the reason we move forward

Thank you for extending the marvelous journey of proud dreams.

HIGHLIGHTS OF TREATMENT

- 'Tu Hao Bay Cao' music video was deeply rooted in **performance art**, **inspiring with rhythmic frames** and purposeful choreography.
- The creative visuals were explosive, modern, and energetic, showcasing the **'Strength and Stature' of Vingroup.**





OUR WORKS

MUSIC VIDEO 30th ANIVERSARY VINGROUP

The anthem harmonizes with the rhythms... ...of the people and products of VinGroup

Using a modern, unique, and distinctive visual setup that represents pioneering spirit stemming from VinGroup's personnel and technology.



Accompanied by explosive music resonating with the voices of VinGroup employees, it creates a grand, proud anthem.



OUR WORKS

MUSIC VIDEO 30th ANNIVERSARY VINGROUP

HIGHLIGHTS

- Beyond conveying Vingroup's spirit through the MV, the product also showcased Aurora's outstanding strengths in **ideation process, production management, music composition and arrangement, and product communication**. This helped build an MV that truly reflected Vingroup's spirit.
- Project management included over **1,600 people in four cities: Hanoi, HCMC, Hai Phong, and Phu Quoc**. It involved extensive preparations for impressive shots, including robot programming, assembly line operation, coordination of over 100 cars and motorcycles, and elaborate details in every performance.

EFFECTIVENESS

- Top 01 Social Trend** after only 3 days of the MV's release (According to YouNet Media).
- Outstanding interaction rates on **Youtube** for the Corporate Branding MV: Over **1.2 million views, 31K likes, 20K comments, 92K shares**, and a total viewing time exceeding **45,000 hours**.
- Video on **Facebook** achieved **20K likes, 10K comments, and 16K shares**. The hashtag #tuhaobaycao garnered nearly **60K mentions** within 5 days of release.

1,2 million

Video views

92 thousand

Shares

Top 01

Social Trend (YouNet Media)

30th Anniversary VinGroup TVC





Vietcombank 2023 Grand Promotion

SITUATION

As one of the oldest banks in Vietnam, Vietcombank celebrates its 60th anniversary with a desire to bring a promotional program to express gratitude to its existing customers and attract new customers, while reaffirming its number one position in the market.

SCOPE OF WORK

The task was to ideate and produce Key Visuals and TVCs for the Grand Promotion program, including 2 Key Visuals and 2 TVCs for daily promotions and the 60th anniversary week of Vietcombank.

STRATEGY

The goal was to ensure two criteria: directness and creativity. **Directness** was achieved by representing the offers as gifts and constructing clear, concise messaging. **Creativity** was introduced through concepts involving music, dance, choreography, and repeating hooks."





OUR WORKS

VIETCOMBANK 60 YEARS PROMOTION

Key Visual

MAIN IDEA

- The imagery featured happy and excited customers receiving gifts from busy and enthusiastic bank employees in the joyful atmosphere of Vietcombank's 60th-anniversary gift factory.

Mood & tone





OUR WORKS

VIETCOMBANK 60 YEARS PROMOTION

A visit to the 'Vietcombank Gift Factory'

where countless gifts are prepared to...

...be given to each customer!

MAIN IDEA

- Exploited USPs: 'Many gifts' and 'win every day' to create a catchy main song that attracted customers to participate in the program, combined with the birthday gift factory setting and gift assembly line to create a unique highlight.



TREATMENT

- Catchy music paired with easy-to-follow dance moves and visuals that embodied the brand spirit and made an impression with the 3D outdoor gift factory setting.



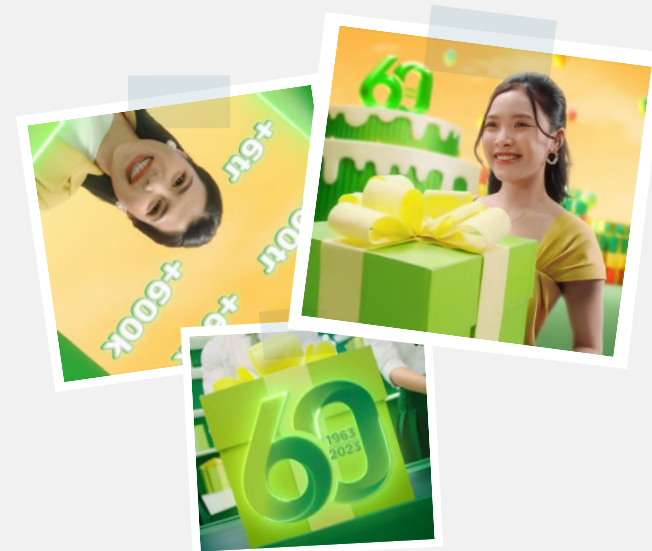


OUR WORKS

VIETCOMBANK 60 YEARS PROMOTION



▶ **Birthday TVC**
Countless gifts
Prizes every day





The One Furniture TVC

SITUATION

TVC plays an indispensable role in illustrating the change of Hoa Phat Furniture to The One Furniture, which must meet the following standards altogether:

- Vividly convey the new brand message from The One Furniture.
- Use impressive images, bright colors, and unique and modern ways of expression to attract the young audience.
- Maintain the former brand's core values and persona that is positive, witty, and cheerful.

SCOPE OF WORK

Aurora was honored to accompany Hoa Phat Furniture in proposing and producing the full version iTVC and short versions of TVC for this rebranding campaign in 2022.





OUR WORKS

THE ONE FURNITURE TVC

TVC IDEA

What will happen if a manager thinks that replacing all the old office furniture with newer ones is the most effective way to boost working efficiency? And he stands to protect his "crazy" idea from his conservative boss?

Using the rap battle way, the hottest trend in Vietnam at that time, this TVC idea vividly illustrated **the conflict between a Manager and His Boss** about changing their outdated office furniture.

After the rap battle, the employers understood that office furniture played a crucial role in making an ideal working environment. Then, he agreed on altering the old furniture into **The One's products**, which are more modern and comfortable, to help his employees work effectively and be ready to "take the lead".



Moreover, the brand name 'The One Furniture' was repeated in the Rap's chorus along with unique brand dancing style to help audiences keep it in mind longer





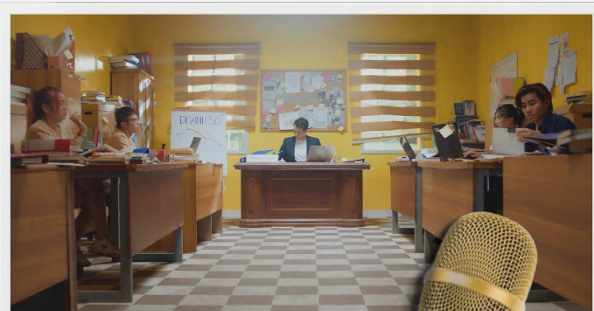
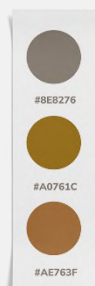
OUR WORKS

THE ONE FURNITURE TVC



TVC

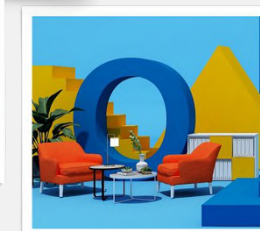
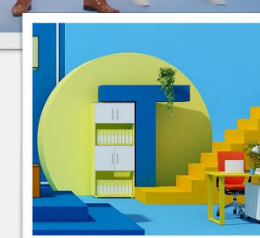
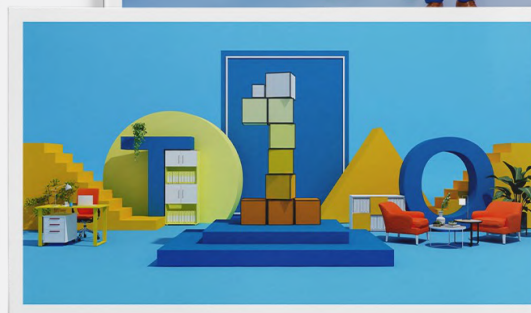
The One Furniture



Old Office



New Office The One Furniture





VinFast E-scooter Series Video

SITUATION

Vietnamese consumers still have prejudices in choosing electric scooters because they have used gasoline-powered ones for a long time. These prejudices are barriers stopping consumers from shifting to electric scooters in general and VinFast E-scooters in particular.

SCOPE OF WORK

VinFast E-Scooter created a video series in order to:

- Show the superiority and distinctiveness of VinFast E-scooters over gasoline motorbikes in an engaging and novel way.
- Encourage consumers to purchase VinFast E-scooters to enjoy the best features and services.





Series video 'If scooters were our lovers'

IDEA

Since scooters may be considered as our companion on many journeys, and we spend even more time with them than our lover, Aurora has illustrated the connection between romantic relationships and owners and scooters' bond.

Young people nowadays have extra high standards for choosing a lover. However, when it comes to picking out a scooter for themselves, they tend to lower the criteria and tacitly accept the shortcomings. It's time to choose the scooter that lives up to our expectations, having the qualities we look for in our ideal lovers.

KEY TREATMENTS

- **Exaggeration:** amplifying the situation to create a deeper impression for the audiences.
- **Contrast:** creating opposition in the setting and characters.
- **Transition:** natural transitioning effects create a comfortable and impressive flow.



‘Because you deserve the very best’

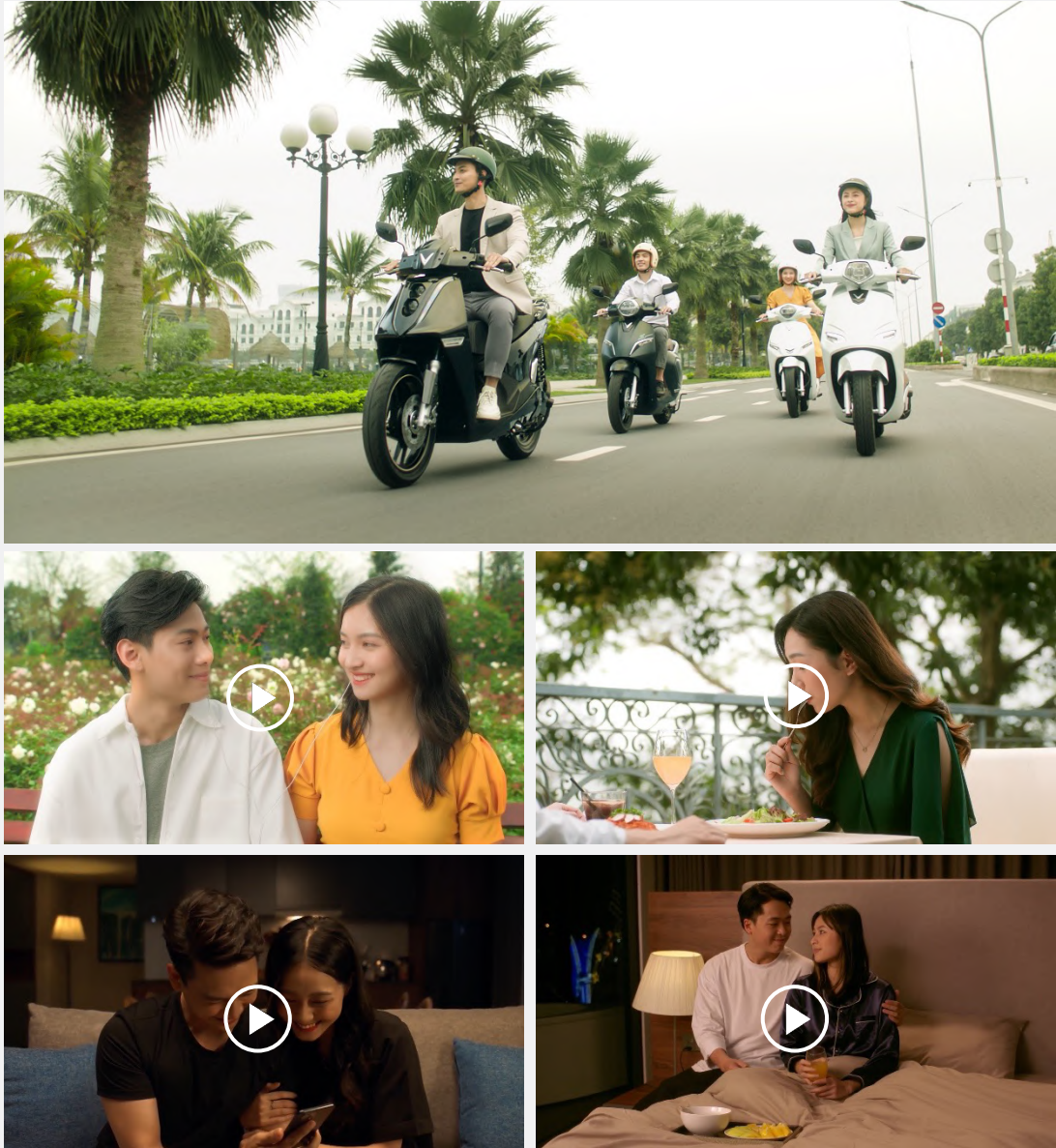
STORIES

Video 1:
Noise-free and eco-friendly
Who will you choose between a noisy, smoke-filled guy and a gentle, affectionate guy listening to music in the park with you?

Video 3:
Smart (supported by mobile app)
Who would you rather have: a girl who gets upset for no reason or a bright girl who gives you hints to fix the problem?

Video 2:
Low operation cost
Which choice will you make between a sensible girl and a lavish spender?

Video 4:
Mobile Service, 24/7 on-site repairing
Between a callous, uncaring man or a loving, committed person who takes care of you anytime, anywhere – who will win your heart?





iTVC VinFast E-Scooter

SCOPE OF WORK

Developing concepts and creating viral videos with the goals:

- Raise consumers' awareness of the negative effects of using gasoline motorcycles on one's health, the environment, and so on.
- Demonstrate the differences between a world with solely gasoline vehicles and one with solely electric vehicles.
- Encourage customers to purchase VinFast E-scooter to protect their health, the environment as well as to improve their quality of life.



OUR WORKS

VINFAST E-SCOOTER iTVC

‘Every forest starts with a sprout, Every future starts with a choice.’

IDEA

Aurora produced the idea of constructing a fantasy world in which gasoline motorcycles personify and represent humans. That idea conveyed the message "Whether the future we live in will be a "Smoky world" or a "Green world", all depends on your choices."



TREATMENT

The video was produced with a special treatment that highlights the sharp contrast between the two worlds in colors, characters and behaviors to trigger a change in viewers' feelings from tension and anxiety to calm and happiness.





OUR WORKS

VINFAST E-SCOOTER iTVC



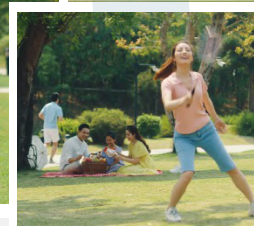
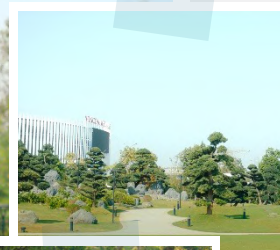
iTVC “The Smoky World”



STORY

The video is about a girl attempting to protect the last green sprout of hope left in the smoky world. Through her eyes, the journey to escape this polluted and dangerous world reflected the situation of many people nowadays. They not only breathe out the smoke but also talk to each other through the engine noise, etc.

In the moment of despair, while she is running alone, a man appears and takes her to an opposite world: a fresh, modern, and peaceful world.





OUR WORKS

AURORA GIFTSET

Bat Vi Nghinh Xuân



SITUATION

Tet, a time to express heartfelt gratitude and appreciation to those we hold dear through meaningful gifts.

‘Bat Vi Nghinh Xuân’ was a creative gift project by Aurora for the occasion of Tet Quy Mao in 2023. It represented the harmonious integration of spiritual, artistic, and creative values, delivering multiple emotions and experiences to the recipient, explored and enjoyed through all five senses.

SCOPE OF WORK

- Ideation and concept development
- Product construction
- Illustration and design
- Production



OUR WORKS

AURORA GIFTSET – BAT VI NGHINH XUAN

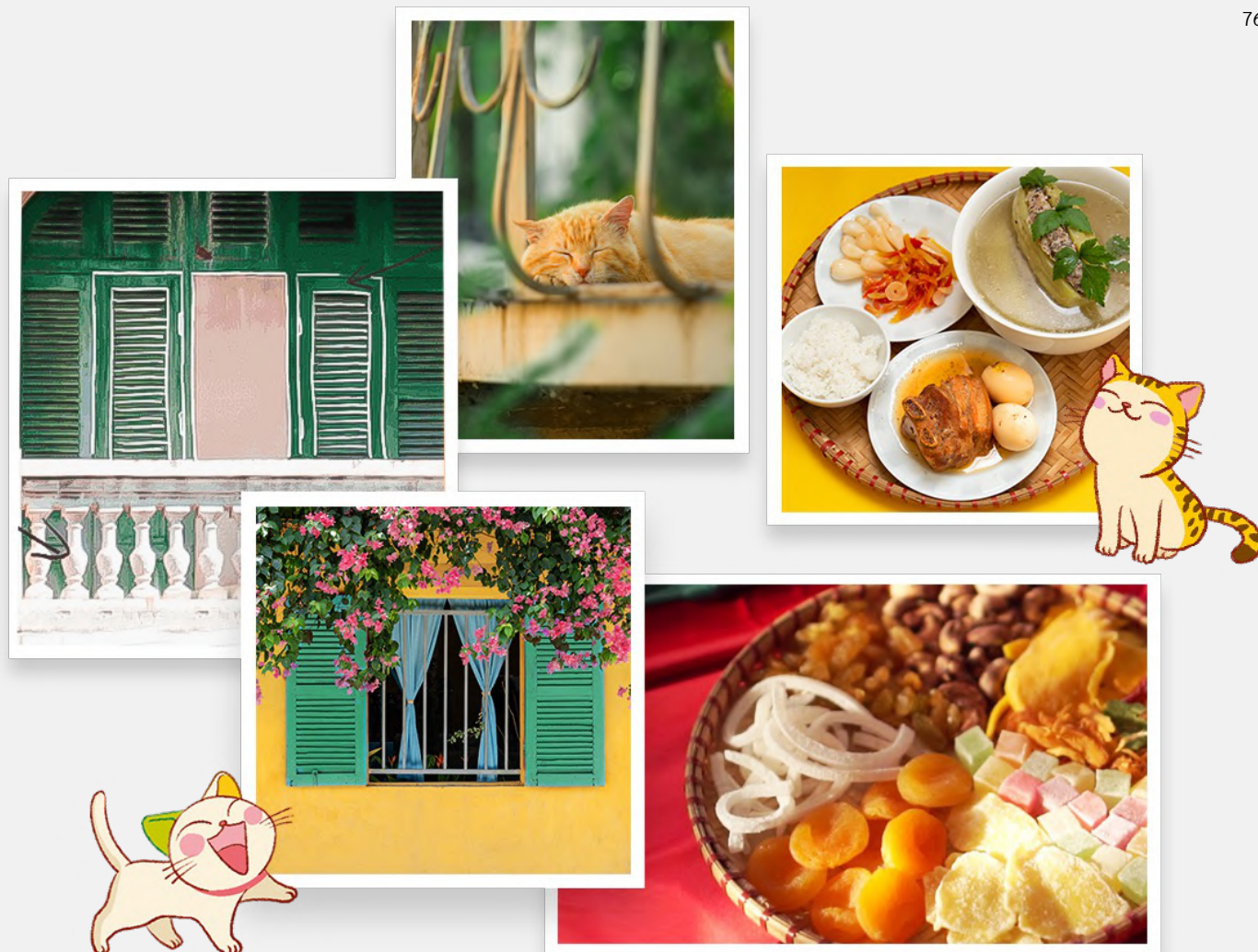
76

CONCEPT

08 flavors to welcome the new spring...

*The new year begins with the spring season,
The Tet gift starts from the heart of the giver.
Packaged within are flavors of affection, flavors of longing, flavors of anticipation.
And a flavor of surprise awaits the recipient to discover.*

Inspired by the beauty of two traditional Vietnamese Tet symbols: **the Tet jam tray and the open door**, 'Bat Vi Nghinh Xuan' symbolized the desire for a home filled with diverse flavors welcoming everyone back.





OUR WORKS

AURORA GIFTSET – BAT VI NGHINH XUAN

CONCEPT

08 flavors to welcome Tet abundantly...

- **'Bat Vi'** not only evoked the familiar tastes of Tet but also represented the 8 flavors of life.
- **'Nghinh Xuan'** signified not only the 'open door welcoming spring' but also carried the wish for togetherness on Tet day, reminding everyone to 'open their hearts' to connect and welcome Tet.
- With a complete experience of **'Eating Tet'**, **'Playing Tet'**, and **'Celebrating Tet'**, 'Bat Vi Nghinh Xuan' encapsulated all the well-wishes and peace for the recipient.





OUR WORKS

AURORA GIFTSET





OUR WORKS

AURORA GIFTSET – BAT VI NGHINH XUAN

PRODUCTS



Complete Tet Feast

Relive the childhood joy through eight familiar Tet flavors, delivered through eight layered and illustrated gifts.



Full Tet Fun

Joyful gatherings and togetherness through two game versions: 'The Whole Family Loves Each Other' and 'A Friend Visits Home', offering crisp laughter.



Heartfelt Tet Celebration



Welcoming Tet is also about moments of giving lucky money envelopes, a greeting card, and listening to familiar voices.



OUR WORKS

AURORA GIFTSET – BAT VI NGHINH XUAN

LANDING PAGE

Built a Landing Page that provided product information and drives sales conversion.

New and exciting experience layers to stimulate purchases:

- Highlight Call to Action: ‘Order Now’ button and ‘Countdown’ along with cute cat expressions to attract attention and increase conversion rates.
- In line with the journey of opening and exploring the real gift, helping viewers feel the most authentic excitement of the gift box with 3 experiences: Eating Tet, Playing Tet, and Celebrating Tet.
- Modern design combined harmoniously with tradition, evoking emotional nostalgia when Tet comes through close and friendly hand-drawn images.





OUR WORKS

Vincom Christmas 2021



SITUATION

In 2021, the year after the social distancing period due to Covid-19, people seemed to lack connection and joy.

Vincom's goal during this epidemic was to provide visitors with a joyful, uplifting, and inspiring Christmas holiday experience to connect everyone while maintaining the lowest implementation costs possible.

SCOPE OF WORK

- Creative characters set
- Master communication plan
- Key visual
- Shopping malls' decorative patterns set

STRATEGY

- Inspired by the bears, Aurora has built a set of characters called Happy Bears Squad for the Vincom 2021 Christmas campaign, representing warm hugs and energetic new beginnings.
- In addition, Aurora proposed a cost-optimization strategy by building a set of character patterns for several activities: from shopping mall decoration to offline interaction and online communication on social media.



OUR WORKS

VINCOM CHRISTMAS 2021



Inspired by **‘The Bears’**



The re-emergence of the bear from hibernation is a symbol of joy, renewal, and renewed vitality. Everyone, from the mature to kids, loves cuddling up with a cute stuffed bear.





OUR WORKS

VINCOM CHRISTMAS 2021

Happy Bears Squad & Visual Patterns

IDEA

- There are six members of the **Happy Bear Squad**: The main character - Vico Bear, standing in for Vincom, and the other five, each symbolizing a different way that people enjoy every aspect of their life, such as **Culinary Bear (Eat)**, **Artist Bear (Art)**, **Fabulous Bear (Fashion)**, **Romantic Bear (Love)**, **Adventurous Bear (Travel)**.
- The set of 2D Christmas decorative patterns is used for decoration purposes and applied to POSM items in shopping malls such as column cladding, elevators, escalators, floor stickers, and hanging...It created a Christmas atmosphere and helped optimize production costs.



Adventurous Bear



Fabulous Bear



Artist Bear



Culinary Bear



Romantic Bear



Vico Bear



OUR WORKS

VINCOM CHRISTMAS 2021





OUR WORKS

VINCOM CHRISTMAS 2021

Key Visual

IDEA

- This campaign's Key Visual showed a happy family following Happy Bears Squad with the key message "Inspirational Festival – Connecting Love", linking the world of Happy Bears Squad with visitors of shopping malls.

Mood & tone





Branding

Projects





iTel Brand Guideline 2022

SITUATION

As the first virtual telecommunications network in Vietnam, iTel aims to build a digital technology ecosystem, gradually approaching the Gen Z customer base.

In 2022, iTel desires to redefine its Brand Guideline to better align with the target audience.

SCOPE OF WORK

Aurora collaborates with iTel to refresh and standardize the Brand Guideline, aiming to:

- Create a new image of iTel in the eyes of customers.
- Optimize usage on digital platforms and make it applicable across offline platforms.



The iTel logo is displayed in a large, bold, red font. The letters 'i' and 't' are connected, as are 'e' and 'l'. The dot on the 'i' is a solid red circle. The 'l' has a distinctive design where the top half is a light tan color and the bottom half is red. The logo is positioned on a white rectangular area that is tilted and set against a red background.

APPROACH DIRECTION

APPROACH METHOD

- Optimize the existing brand identity and develop additional distinctive elements exclusively for iTel, creating a unique yet versatile identification that suits various communication purposes.
- Establish a set of standards for optimal usage across platforms.



OUR WORKS

iTel Brand Guideline

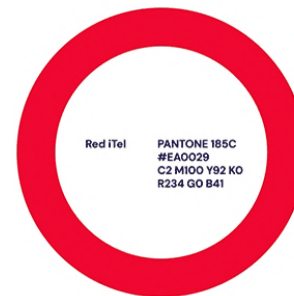
Primary color & Secondary colors

PRIMARY COLOR

Give the new brand colors a more energetic and technological feel than the previous option.

SECONDARY COLORS

The color palette should complement a youthful, dynamic tone, aiding in distinguishing various products and services of the brand in different designs.





OUR WORKS

iTel Brand Guideline

Key Visual Identity



THEO LÀ THÍCH



MY ITEL



THEO LÀ THÍCH



MY ITEL



MANG KẾT NỐI



MANG THEO NIỀM VUI



MIỄN PHÍ MÀ VẄN MAX SƯỚNG



MY ITEL



THEO LÀ THÍCH



The letter "l" in the logo



The circular dot in the logo

Graphic elements evolving
into a Lockup Logo

Lockup Logo



Connect
Reflect the
telecommunications
industry's nature



Movement
Express dynamism,
speed, and
continuous change



Spread
Radiate positive aspects to
customers, enhancing the
quality of life



OUR WORKS

iTel Brand Guideline

Display Typeface

The iTel Display font is developed from the circular dot within the iTel logo, featuring softly rounded corners, distinctive in evoking a sense of modernity, technology, and connectivity.

ITEL DISPLAY

DM SANS

14-96px

Regular, Medium,
Bold

Regular

Aa

ABCDEFGHIJKLMN
abcdefghijklmn

Medium

Aa

ABCDEFGHIJKLMN
abcdefghijklmn

Bold

Aa

ABCDEFGHIJKLMN
abcdefghijklmn



OUR WORKS

iTel Brand Guideline

Brand Guideline application



MAX DATA
THẢ GA KẾT NỐI
#KhoemMaxxuong

GÓI MAY KHỦNG
3GB /1 NGÀY
Miễn phí gọi itel & VinaPhone dưới 20p
Soạn DK MAY gửi 8968

GIẢI TRÍ ĐỈNH CAO
10.000 GAME MIỄN PHÍ
Trải nghiệm tại Website iTel ngay!
itel.vn #iFestive #GiaiTriSo

MẠNG DI ĐỘNG ITEL
TẢI NGAY
Miễn phí gọi itel & VinaPhone dưới 20p
itel.vn

MẠNG DI ĐỘNG ITEL
Miễn phí gọi rảnh mạng
Itel & VinaPhone

BACK TO SCHOOL
3GB /1 NGÀY
Miễn phí gọi itel & VinaPhone dưới 20p
Tải ngay chờ chi!

BACK TO SCHOOL
GÓI MAY KHỦNG
Soạn DK MAY gửi 8968

itel' itel.vn

BACKTO SCHOOL

3GB /1 NGÀY

Mã phi gọi nội mạng Itel & VinaPhone

Tải ngay chờ chi!!



itel' itel.vn

Khuyến mại 50%

Tải ngay chờ chi!!





The One Furniture Brand Identity

SITUATION

Hoa Phat Furniture was officially rebranded as The One Furniture at early 2022. In order to be ready for this change, the new identity of The One Furniture has to be constructed to meet these standards: demonstrating a modern, contemporary spirit while preserving the key principles of the original brand.

BIG IDEA

Inspired by the image of a lighthouse on the sea in the morning light, The One Furniture brand identity was developed from the former logo components and four main brand values:
Converge – Accompany – Develop – Shine



OUR WORKS

THE ONE FURNITURE IDENTITY - 2021





OUR WORKS

THE ONE FURNITURE IDENTITY - 2021





Fin-App Branding



SITUATION

Fin-App is a financial investment app that aims to make investment opportunities available to all Vietnamese in a simple and accessible way.

CHALLENGE

To prepare for the launch of Fin-App, Aurora faced a challenge of developing its brand story & brand identity, with different requirements:

- Be unique to stand out in Vietnam's competitive market for financial investment apps.
- Be amazing and simple to represent the product's positioning – "simple for everyone", when most Vietnamese still find the finance complicated and confusing.

STRATEGY

- Focus on Gen Z – An untapped consumer group with promising prospects.
- Build a dynamic, engaging brand image while retaining distinct brand personalities and values.
- Develop trendy, modern, and minimal designs.



OUR WORKS

FIN - APP BRANDING

Creative Concept 01: Phinny

IDEA INSPIRATION

Phinny was inspired by two homonyms “Phin” and “Fin”:

- **Phin** - the traditional Vietnamese way of drinking coffee - 'Phin' coffee
- **Fin - Fintech** – the new wave of technology that has changed global finance, allowing mass audiences to quickly understand and start investing.

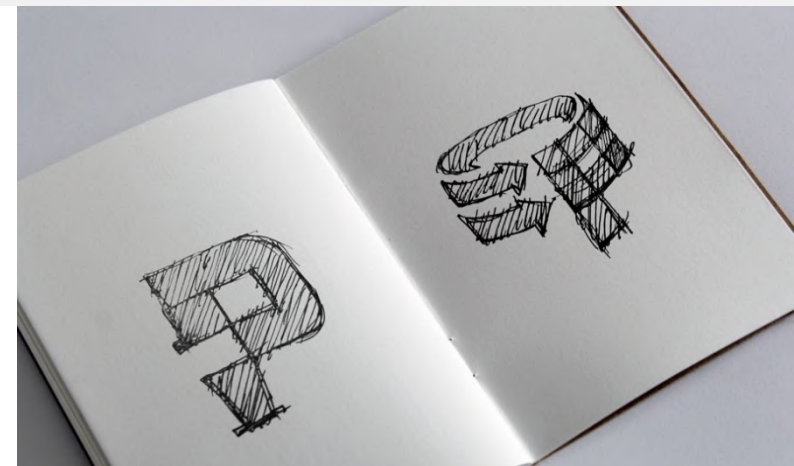
The added suffix ‘y’ was inspired by ‘Money’ and ‘Funny’, making the name 'Phinny' more intimate, interesting and youthful.

STORY ORIENTATION

Phinny recalled the image of Vietnamese people drinking ‘Phin’ coffee while discussing investment, in which Phinny was a partner helping users successfully achieve financial investment goals.

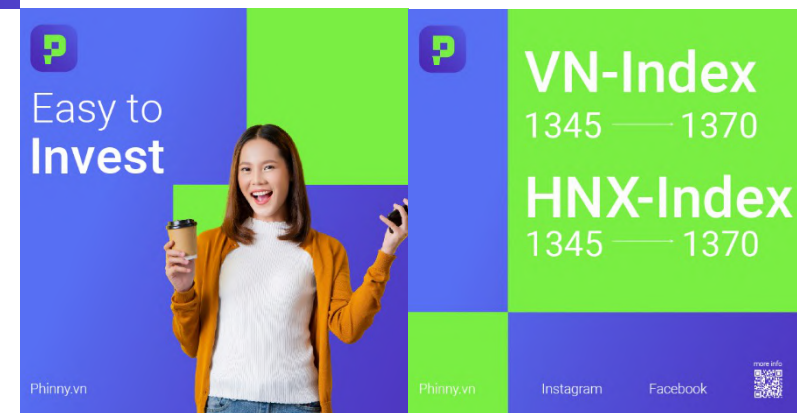
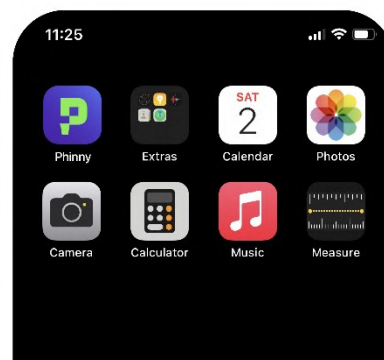
VISUAL ORIENTATION

- The logo was a creative combination of the letter ‘P’ in ‘Phinny’ and the modern image of a ‘Phin’ coffee cup, which made the customers feel familiar and resonated with the brand’s story.



Phinny 

Phinny 



Creative Concept 02: iRabbit

IDEA INSPIRATION

Difficult to learn and only for the wealthy, experienced people are two common misconceptions regarding the financial investment. Based on a Vietnamese proverb ‘**Chuyện nhỏ như con Thỏ**’ means ‘Small things like Rabbits’, iRabbit was created to accomplish the mission of simplifying complicated financial investment in Vietnam.

STORY ORIENTATION

- **iRabbit** simplified all stereotypes about financial investment by allowing users to start investing with a small amount of money.
- A storytelling approach was casual and friendly to attract the target customers, especially Gen Z.

VISUAL ORIENTATION

- The logo design was based on an image of a rabbit with an upward diagonal direction like an arrow to represent the fast growth result, which customers can achieve when using the app.





OUR WORKS

VINFAST VÌ TƯƠNG LAI XANH - 2023



QUỶ VÌ TƯƠNG LAI XANH

CHUNG TAY
VÌ TƯƠNG LAI XANH

Vi Tuong Lai Xanh

SITUATION

In July 2023, VinFast organized the exhibition event 'VinFast - For a Green Future' to recount their proud journey and showcase their ambition to advance into the world. At the same time, they introduced the 'For a Green Future Fund'.

SCOPE OF WORK

Aurora partnered with VinFast to carry out various creative tasks, including:

- Designed the "For a Green Future Fund" logo.
- Developed the concept and designing the Key Visuals for the exhibition and the "For a Green Future Fund."
- Designed the exhibition display walls.
- Produced projection videos for the event.

OUR APPROACH

- Created a unified concept for all communication materials of the campaign
- Integrated the design to align with the green future theme that the brand is aiming for, along with the presence of VinFast vehicles.





OUR WORKS

VINFAST – VÌ TƯƠNG LAI XANH 2023

Logo

IDEA

The logo was harmoniously shaped as a young tree shoot, highlighting the essence of the "For a Green Future" Fund:

- **The image of Vingroup's bird wings:** inheriting and taking Vietnam's values.
- **The image of a leaf:** symbolizing green' values, subtly representing unity in our culture.
- **The image of two hands:** nurturing and developing values for the future.



QUỸ VÌ TƯƠNG LAI XANH



QUỸ VÌ TƯƠNG LAI XANH





OUR WORKS

VINFAST – VÌ TƯƠNG LAI XANH 2023

Key Visual

CONCEPT

- Drawing inspiration from VinFast's products, Aurora developed the concept of an unpolluted world: blue skies, clean air, pristine oceans, and vast stretches of forests.
- In this world, people would travel using intelligent, environmentally friendly means of transportation.

KEY VISUAL

- The Key Visual was a combination of nature and humanity in a beautiful green future, reflecting the ultimate purpose of the Fund, which is to encourage everyone to 'Join hands for a green future'.





OUR WORKS

VINFAST – VI TUONG LAI XANH 2023

Document Introduction

OVERVIEW

The introduction document for the Fund was designed in a minimalist yet modern style, consistent with the Fund's brand identity.

This design helped readers gain a deep understanding of the Green Future Fund through the following key sections:

- Part 1: General introduction to the mission, tasks, promises, and core values.
- Part 2: Communication story.
- Part 3: Action program.





OUR WORKS

VINFAST – VI TƯƠNG LAI XANH 2023

‘Vi tương lai xanh’ Exhibition Event

EVENT INFORMATION

- The ‘VinFast - For a Green Future’ exhibition provided customers with the opportunity to fully experience VinFast's range of vehicles. It was also the first activity in a series of meaningful events aimed at strongly promoting the green living trend within the community.

CREATIVE ASSETS

- The ‘History’ and ‘Green Journey’ walls at the exhibition helped attendees gain a deeper understanding of VinFast's impressive journey.
- The videos showcased during the event reflect the passionate and strong leadership spirit of VinFast.
- Video Roadshow featured contrasting footage of a polluted, bustling Hanoi and a greener, more pristine city, highlighting VinFast's mission for a greener environment.





Social Media Development Projects





Launching an E-car *VF e34*

SITUATION

At the end of March 2021, VinFast created major media echoes when officially launched Vietnam's first all-electric car model - VF e34. With green technology, breakthrough features and competitive cost in the C-SUV segment, VF e34 is proud to bring future technology closer to Vietnamese consumers across the country.

Pioneering in technology is a pride but also a great challenge for VinFast when in the Vietnamese market, more than 90% of people are still familiar with fossil fuel vehicles and doubt about the e-cars' powers.

OBJECTIVES

- Increase VinFast' brand awareness and customer loyalty
- Persuade customers to try, buy e-cars and pre-order VF e34
- Show the innovative features and beneficial sale policies for customers when they pre-order VinFast's e-cars.





OUR WORKS

SOCIAL VINFAST 2021

STRATEGY

1. Identify the target audience to offer a specific content route:

Car buyers (Technology lovers, Vietnamese product advocates, Families with young children in urban areas) and Disseminating audiences (Active environmentalist, Gen Z who likes new experiences)

2. Proposing innovative forms of marketing: Livestream O2O, Minigame, AR interactive game to increase the number of pre-orders and customer experience

KEY ACTIVITIES

A series of more than 150 innovative 3D, Gif, Motion posts associated with the big idea ‘Light up the future of Vietnam’, which has never been used in the Vietnamese automotive industry.



Video 2D Motion
‘Silent Engine’



Single Post
April Fool’s day

Interactive O2O Livestream:



Livestream O2O
‘Explore the green future’



Livestream
‘Open a new era’

Minigame Series



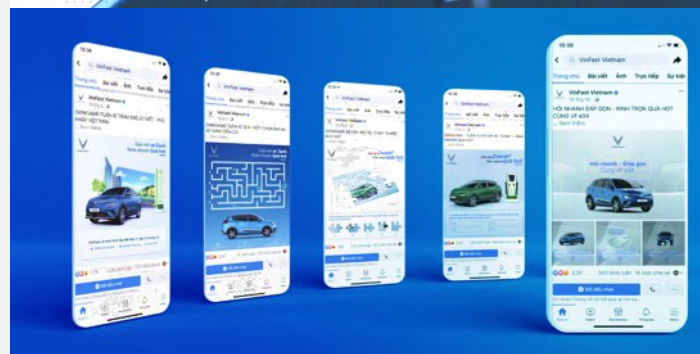
Minigame AR
‘Travel around Vietnam’



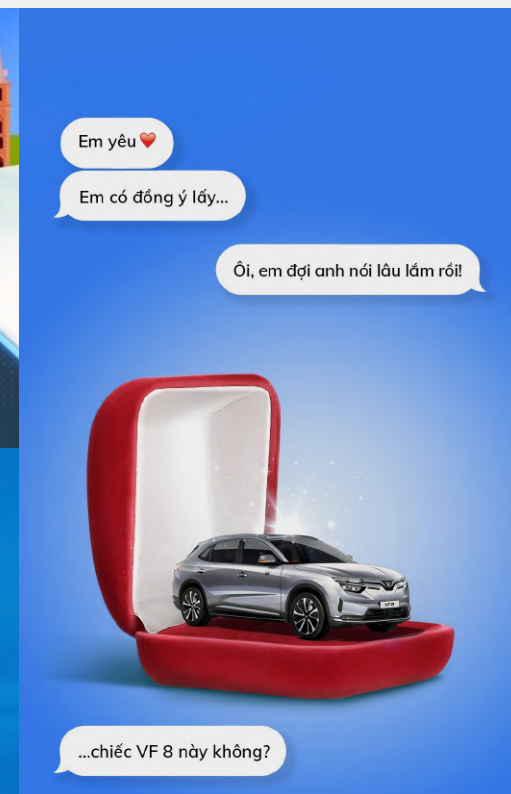
Interactive Minigame
‘Look at the design - Guess the green car’



Event: Livestream O2O “Explore the green future”



AR interactive minigame and Always-on content



April Fools' Content



OUR WORKS

SOCIAL VINFAST 2021

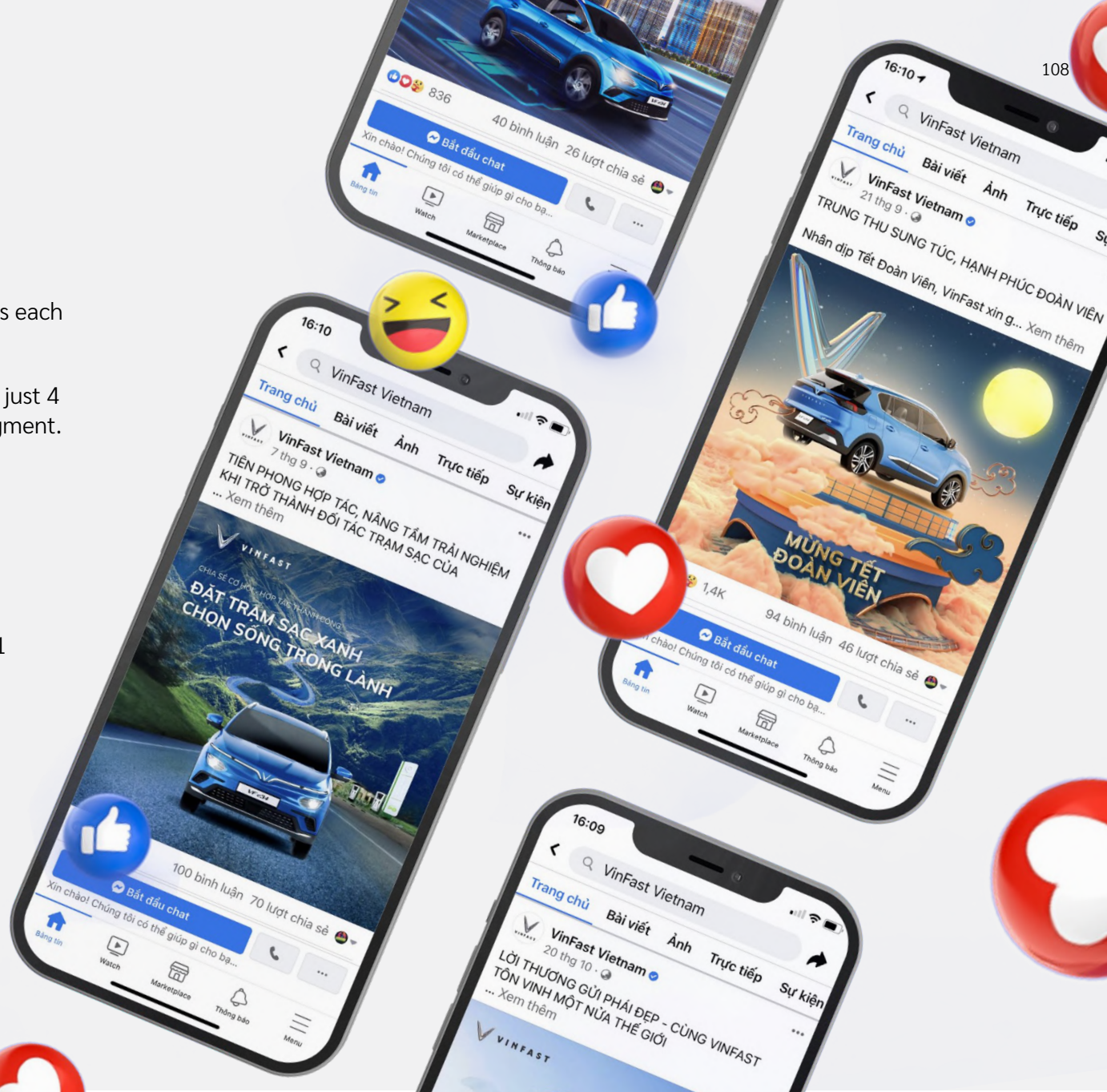
ACHIEVEMENTS

- 1. Achieved outstanding engagement rate:** About 550 reactions each post and 7 million reach within 3 months.
- 2. Held the revenue record:** More than 25.000 pre-orders within just 4 months of implementation, the highest sale figures in the car segment.
- 3. Achieved MMA Smarties Global 2021 - Bronze.**

6 Million
Reach

25 Thousand
Pre-orders

Bronze
MMA Smarties 2021





UX & UI Design Website & App

Projects





OUR WORKS

HOME360 WEBSITE DESIGN- 2023

Home360

Website Design

BACKGROUND

Home360 was established with the goal of helping households alleviate concerns about maintenance, repairs, and installation of household appliances.

In late 2023, the brand plans to launch its own service Website. While in Vietnam, the repair service industry is mainly offline, with limited online presence and the user experience, Aurora has been collaborating closely with Home360 to construct a polished and user-centric product for customers.

SCOPE OF WORK

- Research & develop a proposed direction for the Website.
- Create the design concept for the Website.
- Propose an overview of the project's User Experience (UX), including a list of features, sitemap, and user flow.
- Complete the Website's User Interface (UI)



OUR WORKS

HOME360 WEBSITE DESIGN - 2023

Our Approach

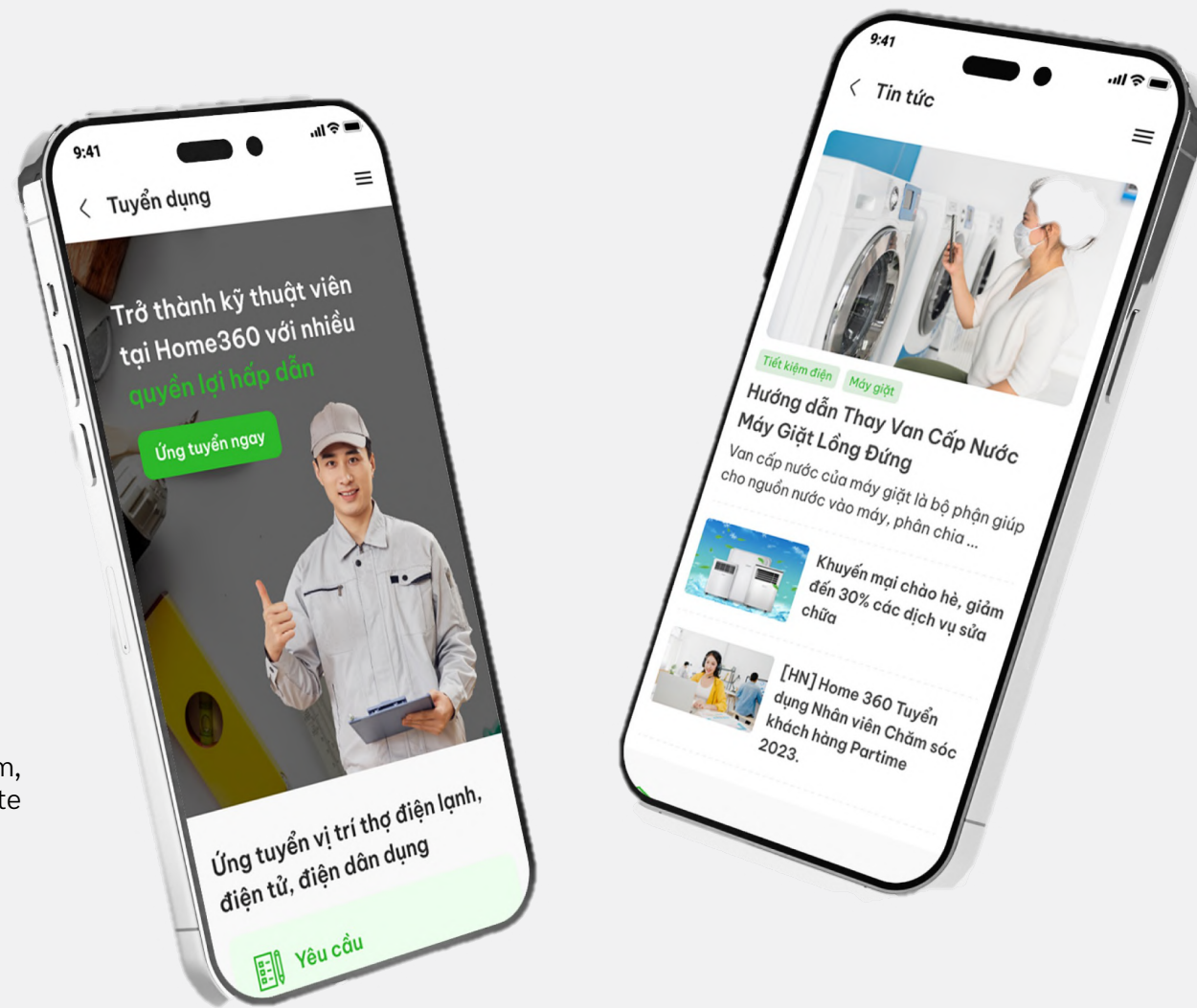
THE FOUNDATION

The website experience comes not only from the design concept but also from the system of features that meet user needs upon access.

OUR APPROACH

Home360 was founded with three core principles: professionalism, dedication, and transparency. Therefore, Aurora proposes a website design that ensures the following elements are represented:

- (1) Strong alignment with the brand identity.
- (2) Transparent, trustworthy, and professional information.
- (3) Focus on optimizing the platform for mobile devices.





OUR WORKS

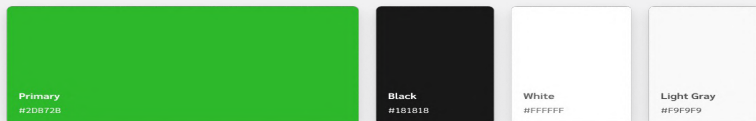
HOME360 WEBSITE DESIGN - 2023

Concept Overview

UI Concept

Aurora has created a well-designed layout, selected suitable fonts, and coordinated colors that perfectly match the product's style and brand identity.

AaBb
Be Vietnam Pro



Trang chủ

Giới thiệu

Dịch vụ

Tin tức

Tuyển dụng

Đặt lịch hẹn
0889.129.129



Cùng Home360 cải thiện chất lượng sống

Cung cấp dịch vụ sửa chữa các thiết bị gia dụng tốt nhất cho ngôi nhà của bạn

Đặt lịch hẹn

Nhận tư vấn



Chuyên nghiệp

- Công cụ đạt mức tiêu chuẩn cao nhất trong ngành
- Quy trình chăm sóc toàn diện



Tận tâm

- Thấu hiểu nhu cầu khách hàng trong ngắn hạn và dài hạn
- Tư vấn giải pháp tối ưu giúp tiết kiệm thời gian, chi phí.



Minh bạch

- Giá cả niêm yết rõ ràng
- Quy trình sửa chữa công khai, có thể theo dõi qua tài khoản khách hàng.



Cung cấp giải pháp kỹ thuật tốt nhất



Bảo dưỡng



Sửa chữa



Lắp đặt



Tháo dỡ

Tất cả dịch vụ →





OUR WORKS

HOME360 WEBSITE DESIGN - 2023

UI Website

PRINCIPLES

The website's User Interface (UI) strictly follows principles:

- Optimize and personalize the customer experience
- User-friendly
- Coherent
- Consistent
- Allow to easily update additional features in the future

DESIGN REQUIREMENT

The website targets two main user groups:

- Customers who want to use the service (senior citizen, those with limited time, not familiar with specialized terminology, etc.)
- Employees seeking job applications

Therefore, the website design needs to ensure:

- Use simple and understandable language
- Display complete and detailed information related to the products
- Provide a simple, quick, and direct ordering process

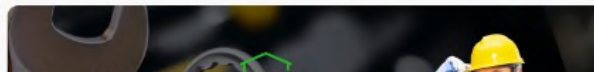
Trang chủ > Dịch vụ > Bảo dưỡng điều hoà



Trong quá trình hoạt động, những hạt bụi li ti theo thời gian sẽ tích tụ dày bên trong máy gây giảm hiệu suất làm lạnh, tốn điện hay thậm chí chảy nước trong máy lạnh. Ngoài ra, bụi bẩn và nấm mốc bám trên máy lạnh dễ gây ảnh hưởng đến sức khỏe hô hấp của người dùng, nhất là những gia đình có người già và trẻ em. Chính vì vậy bạn cần bảo dưỡng và vệ sinh máy lạnh thường xuyên để giúp không khí trong lành.

Bảng giá chi tiết dịch vụ bảo dưỡng điều hoà

Dịch vụ	Chi phí dự kiến (VNĐ)
Điều hòa treo tường (9.000BTU-12.000BTU)	150.000
Điều hòa âm trần cát set	400.000
Điều hòa âm trần ống gió	300.000
Điều hòa cây	300.000



Bảo dưỡng điều hoà

Giá: 150.000 - 400.000đ

4.9 ★ (200 đánh giá)

Khu vực hoạt động: Cầu Giấy

Thời gian: 09:00 - 20:00

Bảo hành: 3 tháng

👍 Đội ngũ tay nghề cao

👍 Giá cả minh bạch

👍 Quy trình chuyên nghiệp, nhanh chóng

🛒 Giảm 30% từ ngày 01/5 - 31/5

Nhận tư vấn

Đặt lịch

Câu hỏi thường gặp

❓ Tủ lạnh của tôi bị rỉ nước ra bên ngoài, phải làm sao?

[Xem câu trả lời](#)

❓ Tủ lạnh của tôi không làm lạnh được đồ ăn vì sao?

[Xem câu trả lời](#)

❓ Có nên bảo dưỡng tủ lạnh định kì để đảm bảo an toàn thực phẩm?

[Xem câu trả lời](#)

9:41

X Chi tiết dịch vụ

Đặt lịch ngay



Bảo dưỡng điều hoà

Giá: 150.000 - 400.000đ

4.9 ★ (200 đánh giá)

Khu vực hoạt động: Cầu Giấy

Thời gian: 09:00 - 20:00

Bảo hành: 3 tháng

👍 Đội ngũ tay nghề cao

👍 Giá cả minh bạch

👍 Quy trình chuyên nghiệp, nhanh chóng

🛒 Giảm 30% từ ngày 01/5 - 31/5

Nhận tư vấn

Đặt lịch

Trong quá trình hoạt động, những hạt bụi li ti theo thời gian sẽ tích tụ dày bên trong máy gây giảm hiệu suất làm lạnh, tốn điện hay thậm chí chảy nước trong máy lạnh. Ngoài ra, bụi bẩn và nấm mốc bám trên máy lạnh dễ gây ảnh hưởng đến sức khỏe hô hấp của người dùng, nhất là những gia đình có người già và trẻ em. Chính vì vậy bạn cần bảo dưỡng và vệ sinh máy lạnh thường xuyên để giúp không khí trong lành.

Câu hỏi thường gặp

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❓ Có nên bảo dưỡng tủ lạnh định kì để đảm bảo an toàn thực phẩm?

[Xem câu trả lời](#)

Bảng giá chi tiết dịch vụ sửa chữa điều hoà

Dịch vụ	Chi phí dự kiến (VNĐ)
Điều hòa treo tường (9.000BTU-12.000BTU)	150.000



VF e34 car's UI HMI Design

SITUATION

In September 2021, Aurora collaborated with VinFast Vietnam in designing the VF e34 car's HMI user interface, which required both a high aesthetic look and convenience for the users. Thus, the design, icons, and touch area in the HMI design must meet a strict standard of clarity, contrast ratio, and visibility to ensure safety and convenience for customers when they use HMI screens while driving.

CHALLENGE

Developed VF e34's HMI design with the following goals:

- Created a seamless experience and effective communication between the user and the HMI screen.
- Developed a minimal, modern, and luxurious design concept.
- Used an icon system that meets the standard of clarity, uniformity, multi-color, and high applicability.
- Made easy-to-understand instructional videos to help users grasp the features and operate the vehicle quickly.



OUR WORKS

VINFAST VF e34 UI REDESIGN - 2021

Our Approach

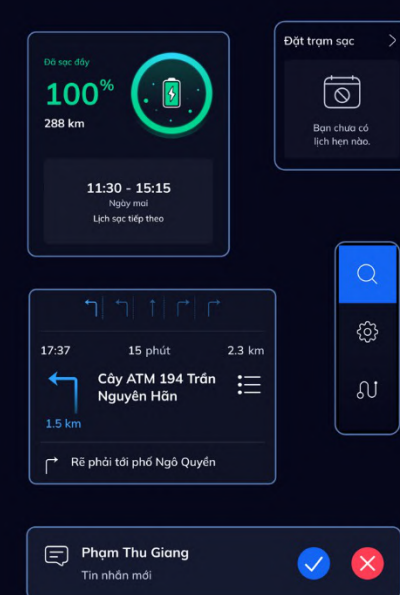
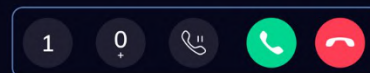
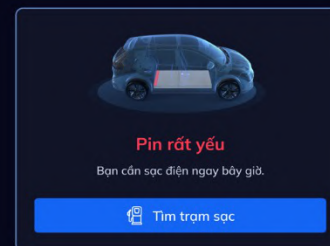
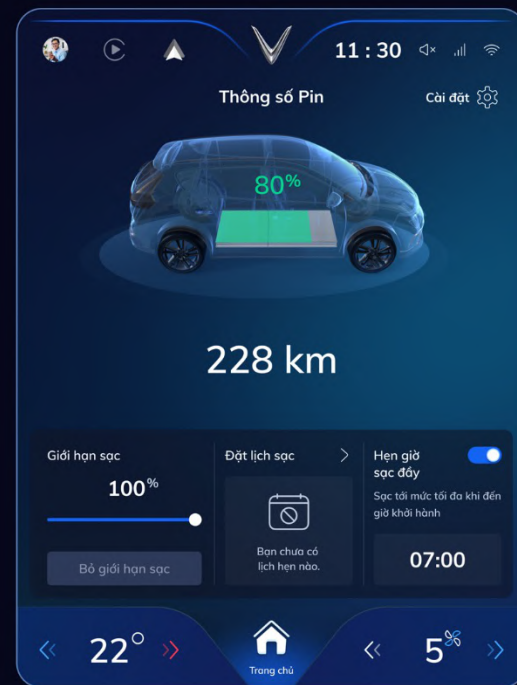
CHALLENGE

The HMI concepts must produce not only sophisticated designs but also cohesive experiences in the colors, icons and even the car's exterior design.

OUR APPROACH

The development of VF e34's HMI UI design concepts was based on:

- An extensive research on UI design trends and design standards published by Android Auto and Apple Carplay
- A deep connection between VF e34's HMI design and VinFast's positioning, exterior design language, and brand identity
- A deep understanding of VF e34's target customers
- A customer-centric method to help them connect with their cars and have a great driving experience





OUR WORKS

VINFAST VF e34 UI REDESIGN - 2021

Concept

DELIVERABLES

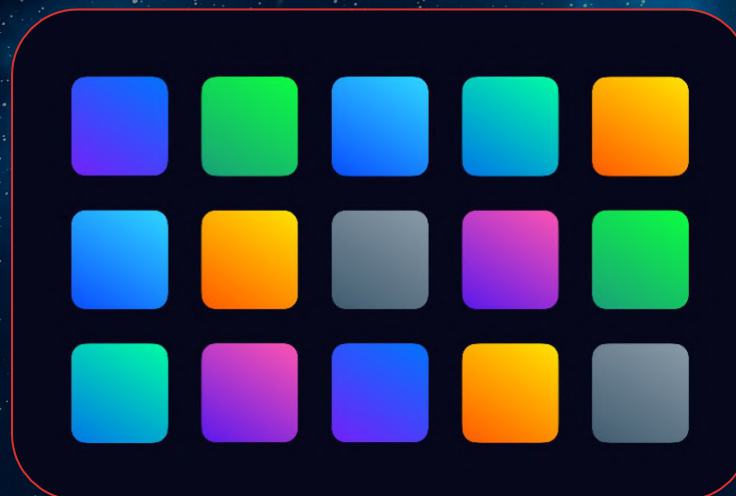
- Inspired by the unique exterior design of VF e34, Aurora developed cohesive HMI UI concepts aligned with the design. In addition, we used gradient colors in a dark theme to bring an effective driving experience on different light levels.
- The concepts must meet both entertainment and safety requirements.



UI Component



Screen Display



App Background Color



Visualization



OUR WORKS

VINFAST VF e34 UI REDESIGN - 2021

3D Animation

DIRECTION

Aurora produced car introduction videos in 3D format with:

- Straightforward and easy-to-understand contents
- Modern animation styles suitable for electric cars, the symbol of future transportation
- Smooth transition effects to ensure users' safety while using cars.



Rear Cross Traffic Alert
Cảnh báo giao thông phía sau



Climate
Điều chỉnh hướng gió



Door Open Warning
Cảnh báo mở cửa xe



OUR WORKS

VINFAST VF e34 UI REDESIGN - 2021

Icon System

STRATEGY

- Use filled icon style combined with dark gradient color for app icons to ensure the visibility of interactive areas on the HMI screen.
- Use line icon style with thin and minimal stroke suitable to the car's positioning (C-SUV/ Crossover)



UI interfaces VF 8 & VF 9

SITUATION

In January 2022, VinFast introduced the VF8 to the global audience at the Consumer Electronics Show (CES). With the goal of expanding the automotive industry worldwide, VinFast invested in and developed every aspect of its products, especially the user interface for electric cars VF8 & 9, integrating many features with high intelligence and aesthetics.

SCOPE OF WORK

Built HMI interfaces for VF8 & VF9 with the following requirements:

- Used bold, synchronized lines with the exterior and interior design of the car.
- Created minimalist effects, focusing on functionality, straightforward for customers.
- Highlighted the Future Blue color, emphasizing VinFast's brand identity.
- Ensured the icon system meet the criteria of clarity and consistency.
- Created 3D models and explanatory videos that are easy to understand, helping users grasp the features and operation of the vehicle conveniently.





OUR WORKS

VINFAST VF8 & 9 UI REDESIGN - 2022

Approach Orientation

DESIGN STRATEGY

The UI interface for the VF8 & 9 models was built based on the following principles:

- Placed the customer at the center, understanding the customer, and helping them easily connect with VF, thereby creating the best driving experience.
- Thoroughly researched the latest UI design trends and safety standards from Android Auto and Apple Carplay.
- Connected the Concept with VinFast's Brand Positioning, Product Design Language, and Brand Identity.
- Highlighted the product's features from its design, lines, and more.





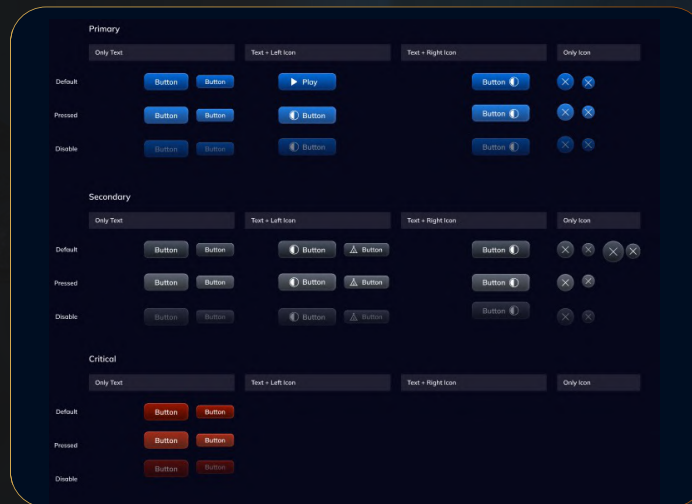
OUR WORKS

VINFAST VF8 & 9 UI REDESIGN - 2022

Main Concept

PRODUCT

- Drawing inspiration from the car's lines, Aurora developed a harmonious concept with both the interior and exterior of the product.
- Emphasized minimalism in all design details.
- Highlighted the glassy effect with delicate lighting at the top and bottom of the design details. When changing different backgrounds, it will be like applying a new theme to the interface.



UI Component



App Background Color



Screen Display



Visualization



3D Animation

DIRECTION

- Created a user guide video for car users in a 3D Animation format with simple, easy-to-understand content.
- Ensured that the look was modern and suitable for electric cars - the products of the future.



Child Presence Detection



Auto Park



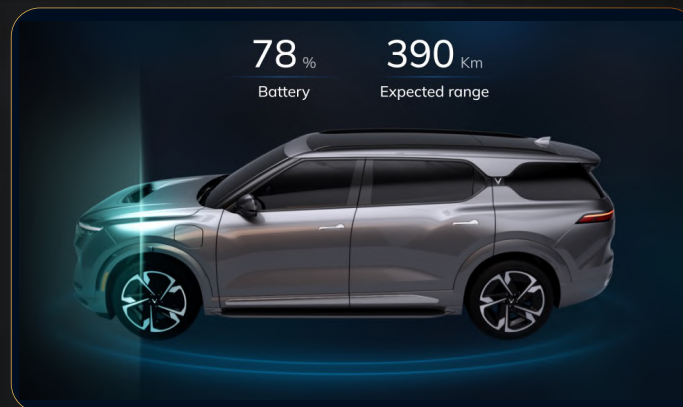
Driver monitoring system



OUR WORKS

VINFAST VF8 & 9 UI REDESIGN - 2022

3D Rendering





OUR WORKS

VINFAST VF8 & 9 UI REDESIGN - 2022

Icons System

DIRECTION

- Used multi-colored icons. Place 3D icons on a flat background.
- Utilized a common set of icons for both Dark Mode and Light Mode to ensure contrast in the design while maintaining consistency between the two modes.
- Combined sharp angles with smooth lines to complement VF 8 & 9's icon system to build a recognizable and concept-appropriate icon system.
- Drew inspiration from the design of the VF8 & 9 cars and the VF logo.





Sale-support Projects





OUR WORKS

VINFAST PROMOTIONAL CAMPAIGNS - 2020

VinFast Promotional Campaign

CHALLENGE

With world-class products, VinFast has won over the public opinions since its first launch. However, as a fresh new brand in the automotive industry, VinFast must overcome challenges in building brand trust and identity.

Thus, marketing activities need to directly support the sales department to increase the number of purchased cars. Thereby, customers can observe the VinFast cars running in the real situation and experience firsthand any model they wish.

ACHIEVEMENT

Top 10 best selling cars in
May, June, July 2020





OUR WORKS

VINFAST PROMOTIONAL CAMPAIGNS - 2020

SCOPE OF WORK

Work with partners to implement following activities:

1. Exchange old cars for new ones

The campaign introduced a new way to exchange cars, reducing the customer's worries about changing from old cars to new ones in Hanoi, Vinh, Ho Chi Minh City, etc.



3D Transformation



Viral Video

'Change your Wife'



2D Animation



Viral Video

'Change for the better'

2. Installment payment

The campaign introduced the "Zero installment payments" for the VinFast purchasers, which would greatly release their financial burden.



You are my sunshine - Covered

Khac Hung – Duc Phuc



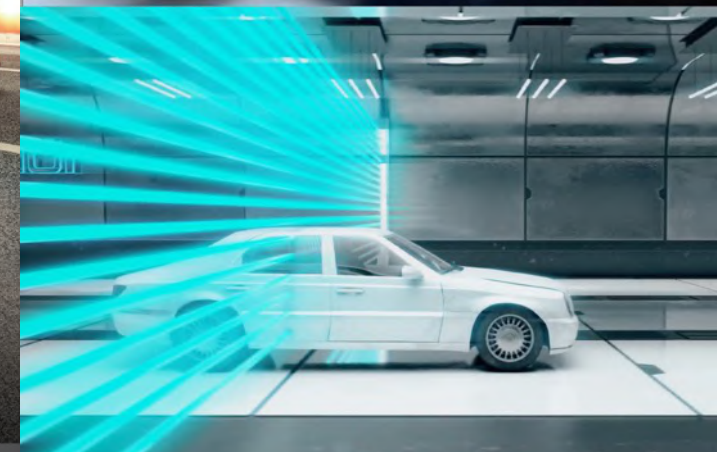
Peace by your side

Toc Tien

3. Series of test-drive activities



Taken place in Vinhomes's residential areas & VinFast showrooms nationwide.





WE ARE LIGHT CHASERS

WHY US

So ... Why Us?

01. We **understand the market**

Researching and learning to continuously adapt to market changes is always our first priority. With receptive but highly critical minds, we absorb and summarize the knowledge from different sources - from the Vietnamese market expertise, industry reports, customer surveys to global trends.

02. We **understand people in the real world**

At Aurora, we do not simply collect the data from some closed-room interviews or idle questions on social media. We see through the eyes of the customers and give recommendations based on the real customers, real insights, real context, real problems and real world.

03. Our proven capabilities: When Strategy meets **in-depth Expertise**

Aurora has exclusive advantages in strategic thinking and extensive partnership networks. We can comprehensively fulfill all the needs of businesses from planning, developing creative ideas to managing multi-channel and multi-format activities (including content production, communication, trade marketing, event/ activations, decoration, etc.).

04. We care about **the long-term business strategy**

Our innovative and unique ways to approach problems always ensure the consistency between marketing plans and long-term business strategy. With Aurora, we guarantee that both brand and business goals can be successfully achieved with the most cost-optimized budget and time.



**Thank
you!**

**This is the end of our credential,
but the very beginning of
our companionship.**

Aurora

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**Creative
Consultancy**

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