



EXIMBANK

**PERFORMANCE MARKETING
PROPOSAL**

PREPARED BY INTERSTELLAR

CONTENT

1. MARKET OVERVIEW
2. PERFORMANCE APPROACH
3. BUDGET & KPIS

MARKET OVERVIEW



COMPETITOR OVERVIEW

Vietcombank

Money receiving services:

- Home delivery
- Cash pick-up: 400 branches

Promotion:

“Kiều hối trao tình thân, tích lũy nhận tiền thưởng”

Total amount transferring

| | | |
|-----------------------------|---|-------------|
| From 2.000 to < 3.000 usd | - | 50.000 đ |
| From 3.000 to < 5.000 usd | - | 100.000 đ |
| From 5.000 to < 10.000 usd | - | 200.000 đ |
| From 10.000 to < 30.000 usd | - | 500.000 đ |
| Above 30.000 usd | - | 1.000.000 đ |

Media support: Facebook, website

Vietcombank
Chung niềm tin vững hướng lai

**Kiều hối
trao tình thân,
tích lũy
nhận tiền thưởng**

Tích lũy càng nhiều
tiền thưởng càng cao (*)

Từ 01/04/2016 tới 31/01/2017
(*) Áp dụng cho khách hàng cá nhân
nhận tiền kiều hối từ nước ngoài chuyển về qua Vietcombank

Chi tiết liên hệ 1900 54 54 13 hoặc www.vietcombank.com.vn

COMPETITOR OVERVIEW

Sacombank

Money receiving services:

- Home delivery
- Cash pick-up: 400 branches
- Deposit card

Promotion:

“Kiều hối trao tay – Vận may gõ cửa”

Every \$200, customers will receive the code for lucky game when receiving oversea remittances through ID or bank account.

Prize: 1st prize: 01 LCD Samsung 46inch; 2nd prize: 02 Electrolux washing machine – 7kg; 3rd prize: 03 fridges; 4th prize: 100 sets Lock & Lock; Others: 05 Sigue prizes (Saving: 4mil/card)

Media support: Facebook, website

Chương trình khuyến mãi

KIỀU HỐI — TRAO TAY — VẬN MAY — GÕ CỬA —

Từ 03/9/2013 đến 30/11/2013

01 Giải nhất
TV LCD Samsung 46"

02 Giải nhì
Máy giặt cửa trước
ELECTROLUX 7kg

03 Giải ba
TỦ LẠNH SANYO

05 Giải
Thẻ tiết kiệm
Sigue MONEY TRANSFER

100 Giải tư
Bộ hộp đựng thực phẩm
LOCK&LOCK

1900 5555 88 | (08) 3526 6060 | ask@sacombank.com.vn

COMPETITOR OVERVIEW

DongA Bank

Money receiving services:

- Home delivery
- Cash pick-up: 220 branches
- Deposit card

Promotion:

“Nhận tiền trúng vàng, rộn ràng đón xuân”

Every customers receiving oversea remittance through DongA Bank or DongA Money Transfer will get a lucky number to participate in the lucky draw in January 2017.

Media support: Facebook, website



PERFORMANCE APPROACH

2

TARGET MARKET



- 1.5 million Vietnamese American
- Remittance to Vietnam amount: 7 billion USA
- Location: California, Texas



- 245 thousand Vietnamese Australian
- Remittance to Vietnam amount: <2 billion
- Location: Melbourne, Sydney



- 180 thousand Vietnamese Canadian
- Remittance to Vietnam amount: <2 billion
- Location: Toronto

CUSTOMER PORTRAIT

GEOGRAPHIC

- California, Texas, Sydney, Melbourne, Toronto
-

DEMOGRAPHIC

- | | |
|--|--|
| <ul style="list-style-type: none">• Sex: Male and Female• Age: 22 – 40 years old• Income: over 2,000 USD/month• Job: first-jobbers, officers• Reason: send money to their mother, father | <ul style="list-style-type: none">• Sex: Male and Female• Age: 40 – 55 years old• Income: over 1,000 USD/month• Job: common labor, small business owners• Reason: send money to help their relatives |
|--|--|
-

BEHAVIOR

- | | |
|--|--|
| <ul style="list-style-type: none">• Use social network: Facebook, youtube, instagram, twitter,• Update news from Vietnam in popular news site | <ul style="list-style-type: none">• Use OTT app like: whatsapp, messenger to call family, facetime• Interesting in Vietnam-related news• Like watching entertainment shows like Paris by night, Asia entertainment, overseas Vietnamese singers... |
|--|--|

INFLUENCING PEOPLE

GEOGRAPHIC

- Hanoi, Ho Chi Minh, Mekong delta

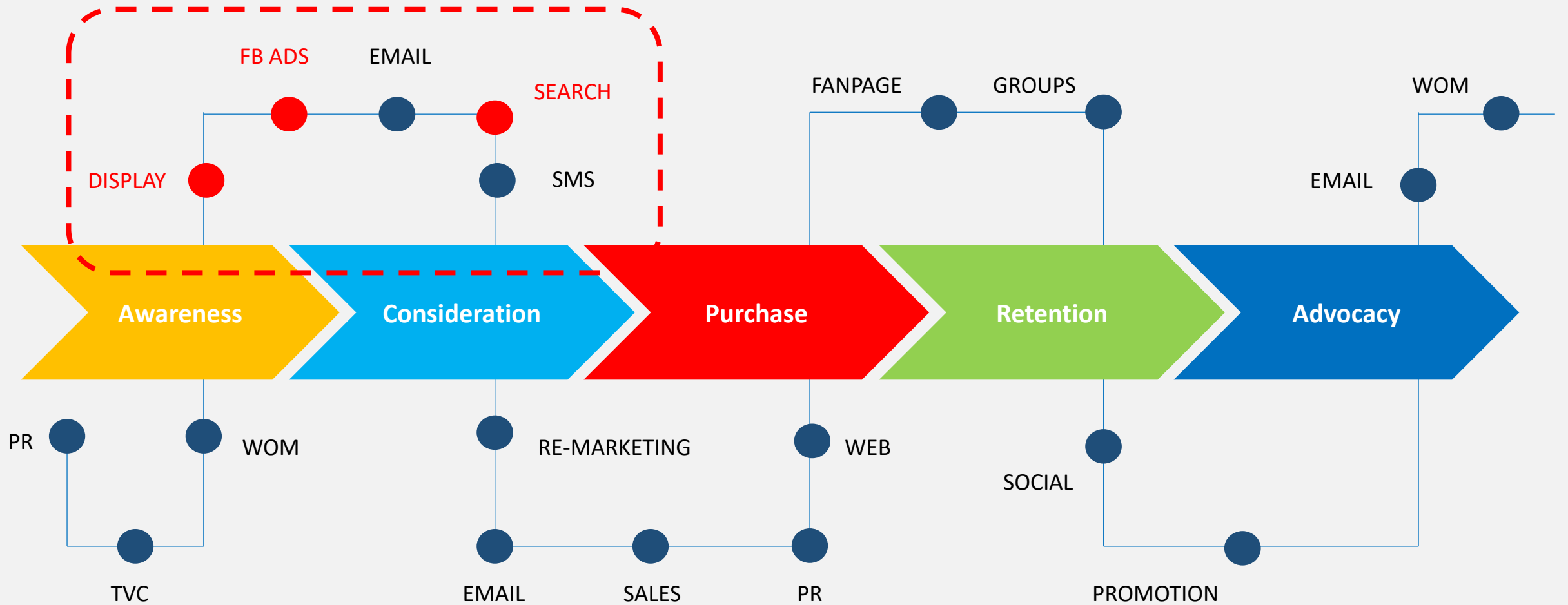
DEMOGRAPHIC

- | | |
|--|---|
| <ul style="list-style-type: none">• Sex: Male and Female• Age: 45 – 55 years old• Income: over 2 million VND/month• Job: Retired, manual work | <ul style="list-style-type: none">• Sex: Male and Female• Age: 25 – 40 years old• Income: over 3 mil/month• Job: Variety |
|--|---|

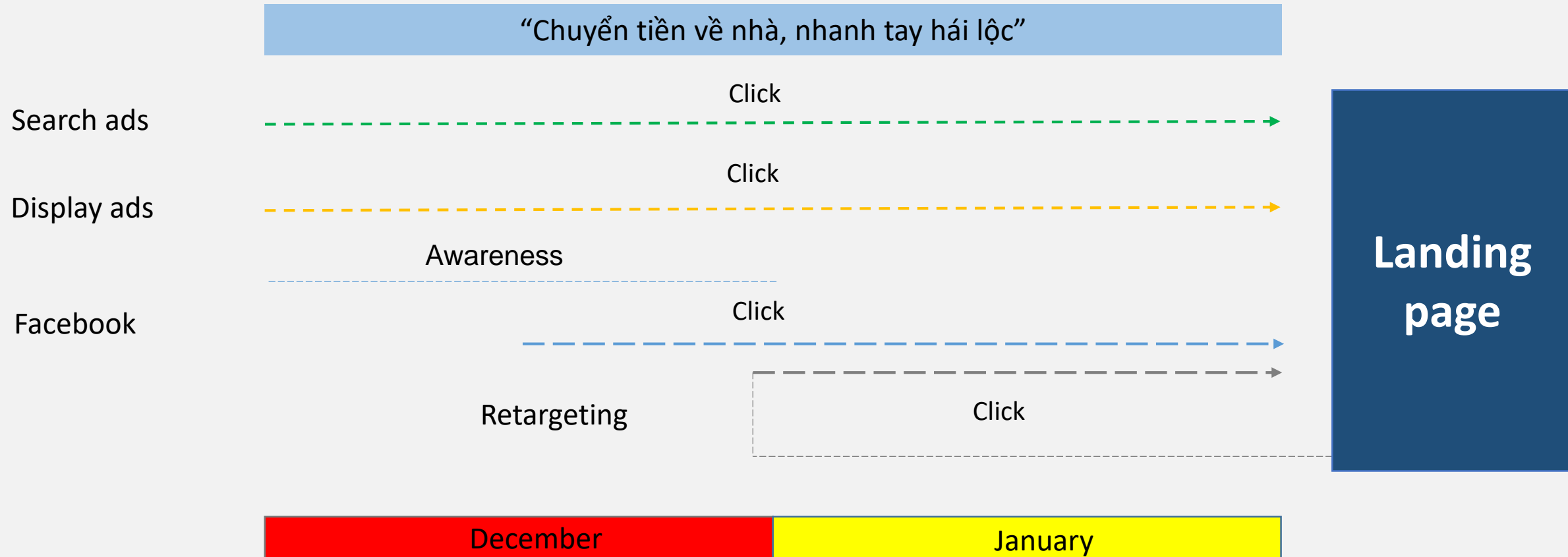
BEHAVIOR

- | | |
|---|---|
| <ul style="list-style-type: none">• Use OTT app like: facetime, whatsapp, messenger to call family• Like watching TV, video on youtube, reading news | <ul style="list-style-type: none">• Use social network: Facebook, youtube, instagram,• Like watching TV, listening music, reading news |
|---|---|

CHANNELS TO APPROACH



MEDIA CAMPAIGN SUGGESTION



*With this approach, Search ads and Display ads will be more effective. We can consider eliminating Facebook channel if the budget is limited.

SEARCH

Objective: raise awareness and drive people to the landing page about Eximbank's remittance service to Vietnam

Tactic: use Vietnamese keywords

Keywords: chuyen tien, chuyển tiền về việt nam, chuyển tiền quốc tế, chuyển tiền viettel, chuyển tiền, dịch vụ chuyen tien...

Audience size: 10.000 search volume/month

| | |
|--|----|
| chuyen tien | 10 |
| chuyển tiền về việt nam | 10 |
| chuyển tiền quốc tế | 10 |
| chuyển tiền viettel | 10 |
| chuyển tiền | 10 |
| dịch vụ chuyen tien | 10 |
| chuyển tiền từ nước ngoài về việt nam | 10 |
| dịch vụ chuyển tiền quốc tế | 10 |
| chuyển tiền từ mỹ về việt nam | 10 |
| cách chuyển tiền | 10 |
| chuyển tiền từ nhật về việt nam | |
| chuyen tien nhanh | 10 |
| dịch vụ chuyển tiền nhanh | 10 |
| chuyển tiền online | 10 |
| cách chuyển tiền từ nước ngoài về việt | 10 |
| chuyen tien ve vietnam | 10 |
| chuyển tiền qua mạng | 10 |
| dịch vụ chuyển tiền viettel | 0 |
| chuyển tiền nước ngoài về việt nam | 10 |
| chuyen tien viettel | 0 |
| chuyển tiền khác ngân hàng | 10 |
| dịch vụ chuyển tiền | 10 |

DISPLAY ADS

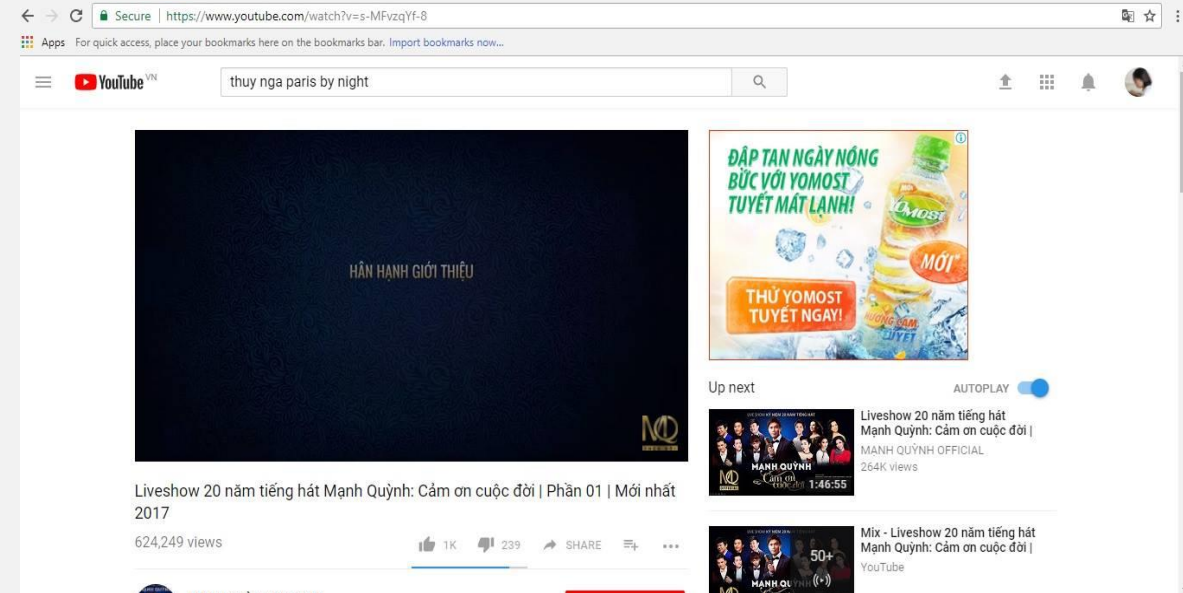
Objective: raise awareness and drive people to the landing page about Eximbank's remittance service to Vietnam

Tactic

- use placement target to target people visiting Vietnam news site from USA, Canada, Australia
- use keyword target to target people from USA, Canada and Australia who read articles and or watch videos with keywords: Paris by nights, Asia entertainment, Thuy Nga, Hoai Linh,...
- use remarketing to follow people who visited the landing page

Placement: youtube, afamily.com, vnexpress.net, dantri.com.vn, ictnews.vn, vietbao.com, autoexpress.vn,...

Audience size: 100.000 viewable impression/week



FACEBOOK

Objective: raise awareness and consideration about using Eximbank to transfer money to Vietnam

Tactic: First month, we run a campaign to reach maximize people then collect information about who engage with the post, then we use lookalike feature to make a audience group to target to. From middle of first month, we run a second campaign with previous data to drive them to website and use remarketing feature to follow them.

Target audience:

Location: California, Texas, Melbourne, Sydney, Toronto

Interest: Vietnam

Audience size: 710.000 people

The screenshot displays the Facebook targeting interface. At the top, a dropdown menu is set to "Everyone in this location". Below it, a list of locations is shown, with "United States" selected and "California" and "Texas" listed as sub-locations. A map of the United States is visible, with pins placed on California and Texas. To the right of the map, there are controls for zooming in (+), zooming out (-), and a "Drop Pin" button. Below the map, there are input fields for "Add Bulk Locations..." with values "22" and "55".

Estimated Daily Results
Reach
7,000 - 17,000 (of 420,000)

Potential Reach: 470,000 people

selection is fairly broad.

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

BUDGET AND KPIS

3

BUDGET ALLOCATION

| No. | ITEMS | UNIT | QUANTITY | UNIT PRICE (VNĐ) | AMOUNT (VNĐ) |
|------------|---|-------------------------------|----------|------------------------------|--------------------|
| I | Production | | | | 20.000.000 |
| 1 | Content | Package | 1 | 5.000.000 | 5.000.000 |
| 2 | Visual | Package | 1 | 5.000.000 | 5.000.000 |
| 3 | Landing page | Package | 1 | 10.000.000 | 10.000.000 |
| II | Media | | | | 149.000.000 |
| 1 | Google Search | Click | 4.000 | 12.000 | 48.000.000 |
| 2 | Google Display Network | Thousand of impression | 1.000 | 40.000 | 40.000.000 |
| 3 | Facebook Advertising (Reach objective) | Thousand of reach | 100 | 150.000 | 15.000.000 |
| 4 | Facebook Advertising (Click to website) | Click | 2.000 | 23.000 | 46.000.000 |
| III | Management fee (10%) | | | | 15.000.000 |
| | | | | TOTAL (excl. 10% VAT) | 184,000,000 |

Thank you!