



**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



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

Tích lũy càng nhiều  
tiền thưởng càng cao<sup>(\*)</sup>

Từ 01/04/2016 tới 31/01/2017  
<sup>(\*)</sup> 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](http://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"><li>• Sex: Male and Female</li><li>• Age: 22 – 40 years old</li><li>• Income: over 2,000 USD/month</li><li>• Job: first-jobbers, officers</li><li>• Reason: send money to their mother, father</li></ul> | <ul style="list-style-type: none"><li>• Sex: Male and Female</li><li>• Age: 40 – 55 years old</li><li>• Income: over 1,000 USD/month</li><li>• Job: common labor, small business owners</li><li>• Reason: send money to help their relatives</li></ul> |
|--|--|
- 

## BEHAVIOR

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

# INFLUENCING PEOPLE

---

## GEOGRAPHIC

- Hanoi, Ho Chi Minh, Mekong delta
- 

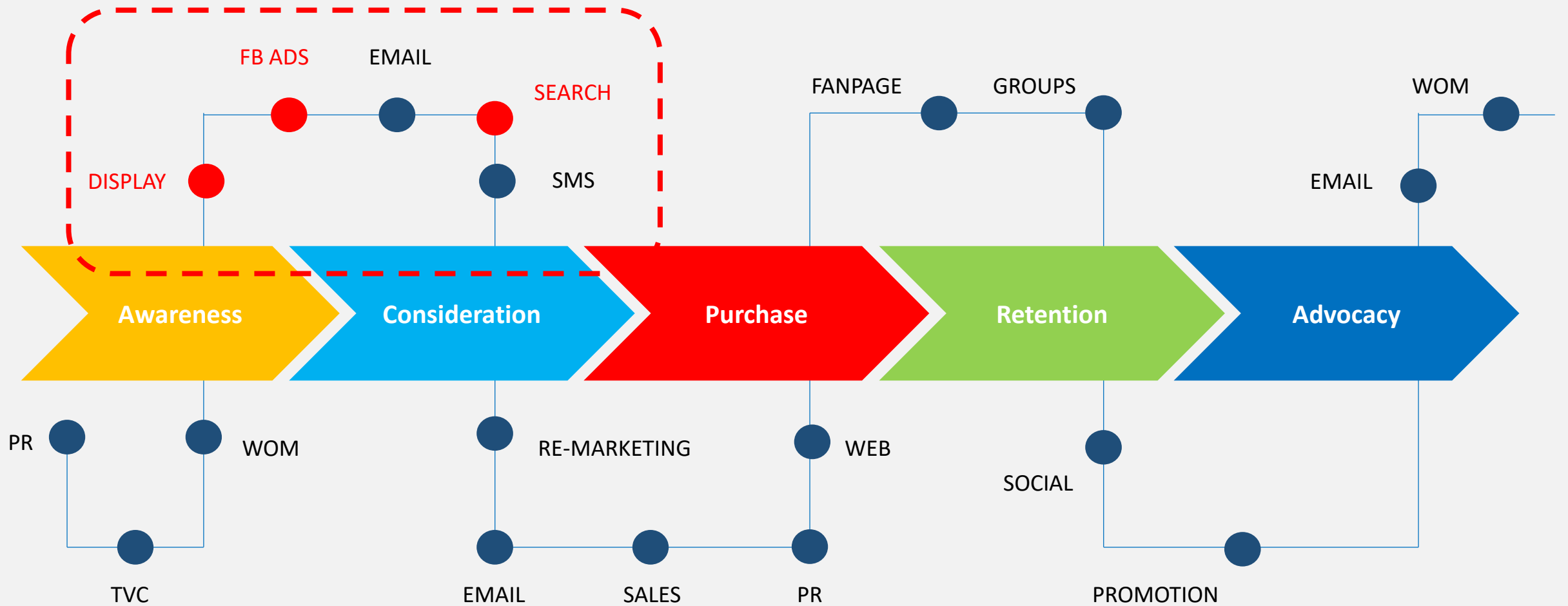
## DEMOGRAPHIC

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

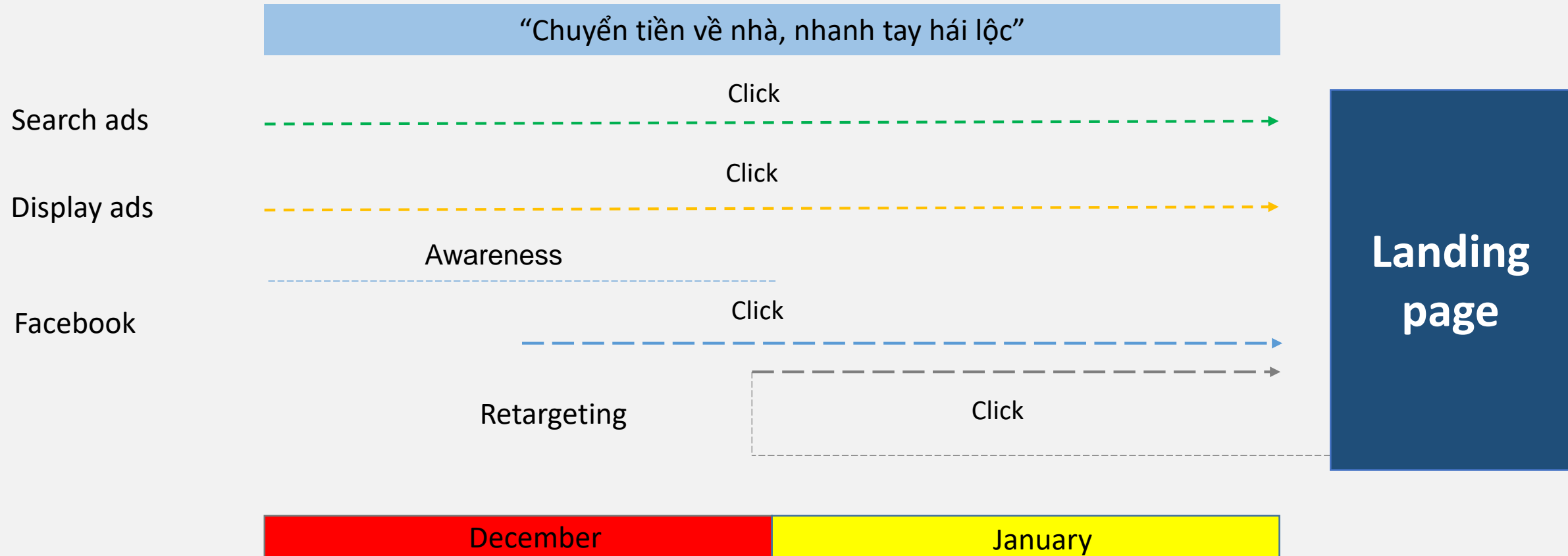
## BEHAVIOR

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

# 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

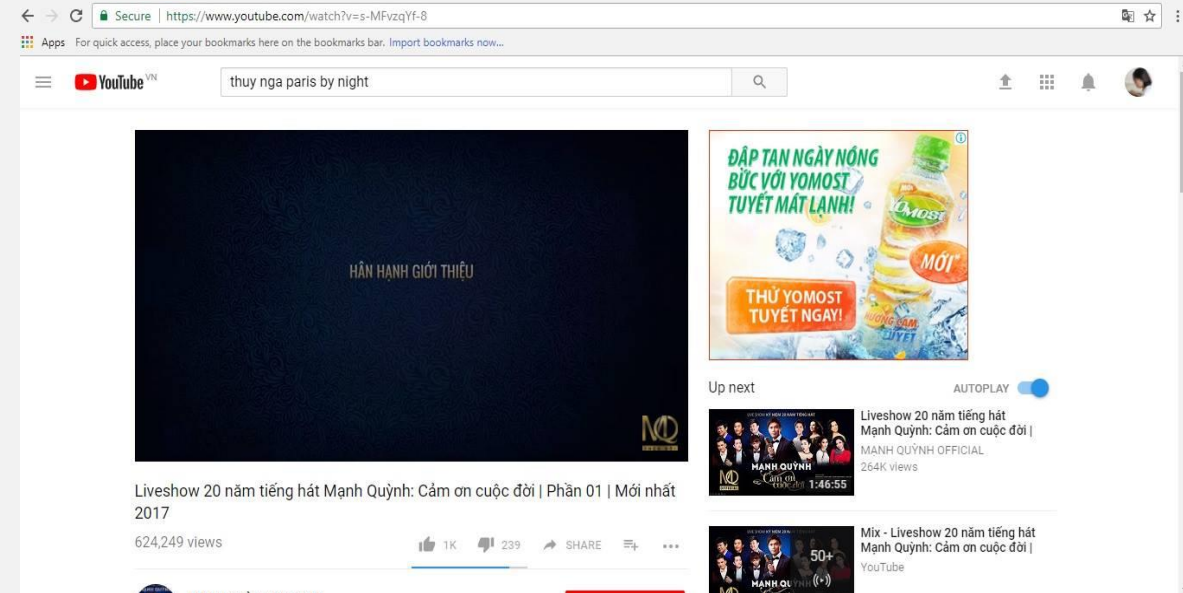
**Objective:** raise awareness and drive people to the landing page about Eximbank's remittance service to Vietnam

## 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-options. 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 and a "Drop Pin" button. Below the map, there are input fields for "Add Bulk Locations..." and "22" and "55".

Everyone in this location ▾

United States

- California
- Texas

Include ▾ | Type to add more locations | Browse

Drop Pin

22 - 55

selection is fairly broad.

Potential Reach: 470,000 people ⓘ

**Estimated Daily Results**

**Reach**

7,000 - 17,000 (of 420,000) ⓘ

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)
<b>I</b>	<b>Production</b>				<b>20.000.000</b>
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
<b>II</b>	<b>Media</b>				<b>149.000.000</b>
1	Google Search	Click	4.000	12.000	48.000.000
2	Google Display Network	<b>Thousand</b> of impression	1.000	40.000	40.000.000
3	Facebook Advertising (Reach objective)	<b>Thousand</b> of reach	100	150.000	15.000.000
4	Facebook Advertising (Click to website)	Click	2.000	23.000	46.000.000
<b>III</b>	<b>Management fee (10%)</b>				<b>15.000.000</b>
				<b>TOTAL (excl. 10% VAT)</b>	<b>184,000,000</b>

**Thank you!**