

# MULTIMEDIA

GRAPHIC PRODUCTION, INTERACTIVE & VIDEO



Applied since 10/2022

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# 1. INTRODUCTION OF MULTIMEDIA

## Advantages of Multimedia

- ➔ Bring to readers the best reading experience, without advertising displayed on articles
- ➔ The article is a combination of graphic designs, videos, images and effects that bring excitement for readers from the beginning to the end of articles.



## When clients should choose Multimedia?



Brand's story



New experiences



Businesses have a brand story and want to tell the whole story to target customers.



Bring a new experience for readers and attract the attention of the target audience about the brand.

# INFOGRAPHIC

The information is presented in infographic form, including bar graphs, pie charts or histograms to make the data easily understandable.



# eMAGAZINE

eMagazines are digitized versions of a magazine. The content and visuals of each article are displayed creatively with attractive effects.

## eMagazine Longform

eMagazine Longform is designed based on magazine style with high-quality photos and simple effects.

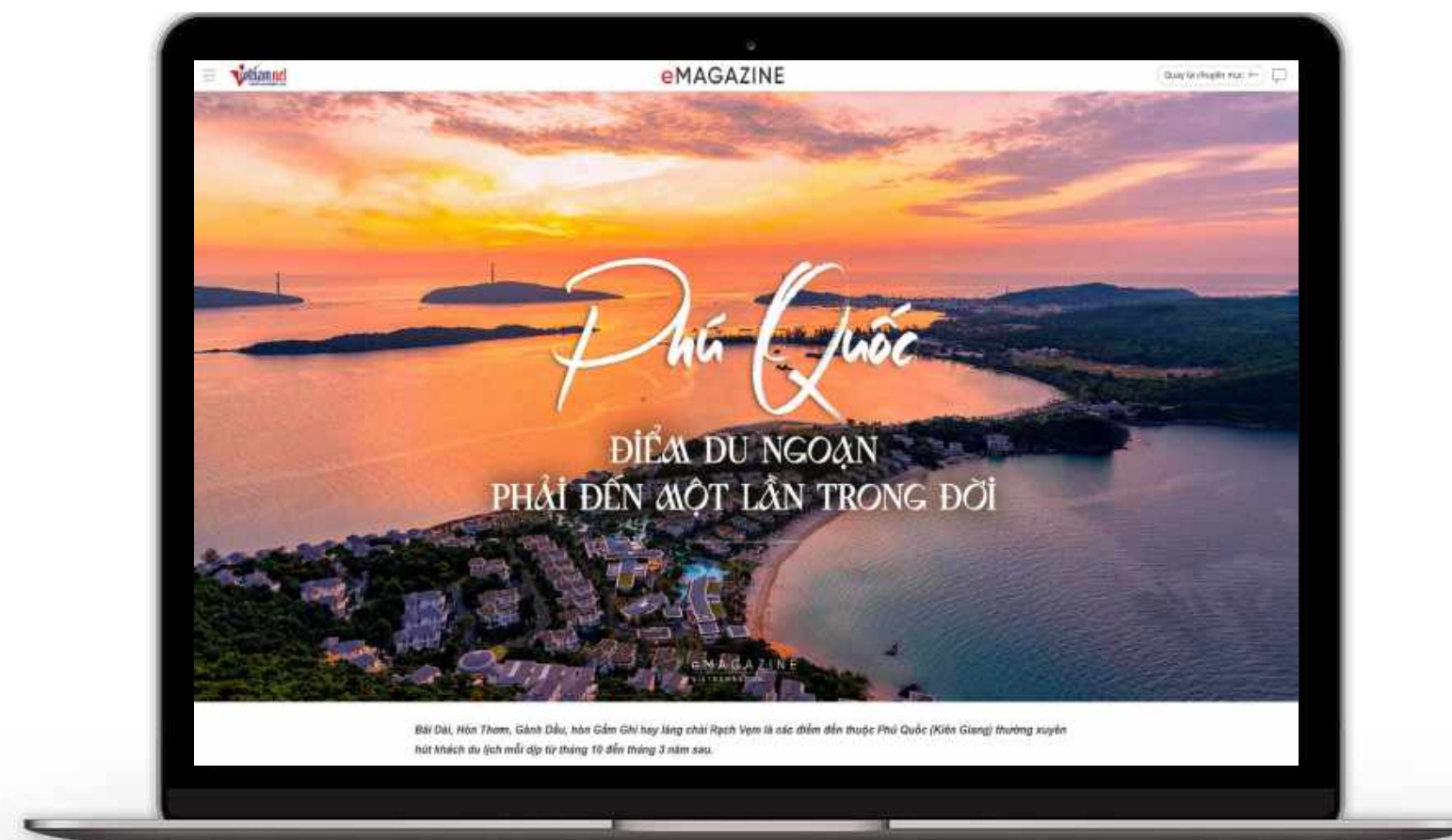
## Story Scroll



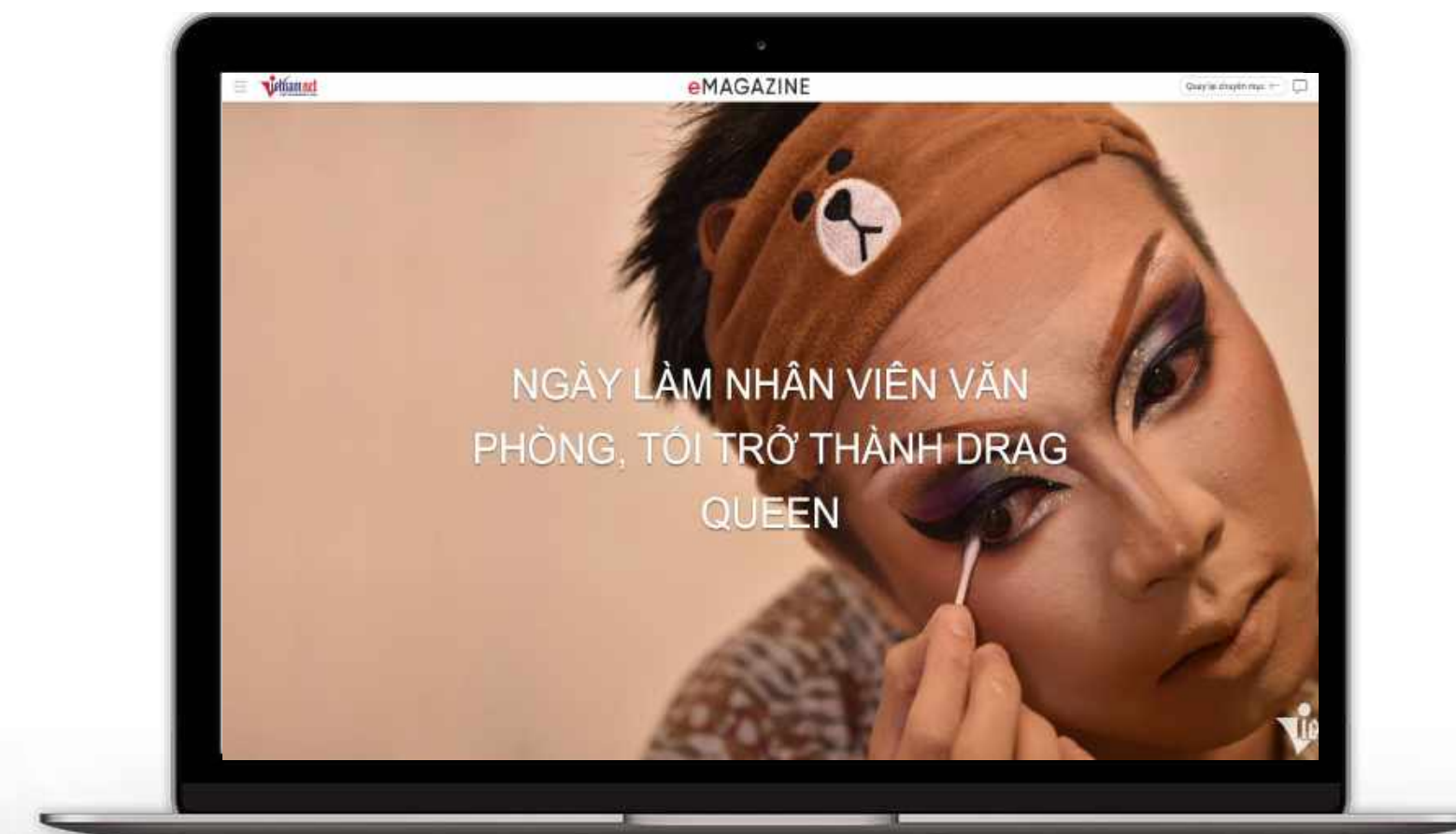
A unique format in which there is new content on every scroll.



Displayed full-screen with high-quality photos and text above.



**Demo of Long Form**



**Demo of Story Scroll**

Hành trình  
**Lexus ES**  
TRÊN CUNG ĐƯỜNG ÂM NHẠC  
NASHVILLE



Chọn ra mắt ở Nashville, một thành phố quyến rũ, hình ảnh mẫu xe Lexus ES càng trở nên nổi bật trên những cung đường thơ mộng, mang tới cho khách hàng trải nghiệm độc đáo tại địa điểm địa phương nổi tiếng.



**Thành phố âm nhạc**

## INTERACTIVE & GIFOGRAPHIC

- VietNamNet advises the design and style in accordance with the customer's products.
- There are 3-5 simple interactive effects such as opening or flipping.
- Effects appear flexibly.
- The format used must be HTML5 or be coded.

[Demo of Interactive eMagazine](#)

[Demo of Gifographic](#)

# Video

Videos are produced to introduce and promote the customer's products and services.



Creative team with extensive experience in producing successful TV shows and TVCs.



The mobile TV car and the studio are modernly invested.



Professional production package to meet the diverse needs of customers.



A partner in producing and providing news and entertainment clips for network operators.

# Video

Videos are produced to introduce and promote the customer's products and services.



- Detailed script
- MC
- Organization of production
- Director
- Film
- Machine Engineering (VTR)
- Light equipment
- Montage
- Techniques, graphics
- Voice recording
- Editor

*(-) The cost does not include expenses incurred when filming outside Hanoi and Ho Chi Minh City.*



## 2. QUOTATION OF MULTIMEDIA

No	Formats	Description	Time	Price	DEMO
1	Infographic	The information is presented in infographic form, including bar graphs, pie charts or histograms to make the data easily understandable	2 days	<b>5.000.000</b>	<a href="#">Demo</a>
2	e-Magazine Longform	eMagazine Longform is designed based on magazine style with high-quality photos and simple effects.	3 - 5 days	<b>12.000.000</b>	<a href="#">Demo</a>
3	Story Scroll	<ul style="list-style-type: none"> <li>- Story Scroll is a unique format in which there is new content on every scroll. Every page has high-quality photo as the background and text displayed above it.</li> <li>- This type of format required high-quality photos so as to be displayed full-screen.</li> </ul>	3 - 5 days	<b>12.000.000</b>	<a href="#">Demo</a>
4	Interactive e-Magazine, Gifographic	<ul style="list-style-type: none"> <li>- VNN advises the design and style in accordance with the customer's products.</li> <li>- There are 3-5 simple interactive effects such as opening or flipping.</li> <li>- There are effects that appear flexible.</li> <li>- The format used must be HTML5 or Code.</li> </ul>	10 days	<b>20.000.000</b>	<a href="#">Demo of Interactive eMagazine</a> <a href="#">Demo of Gifographic</a>
5	Video	Applied to clips with a length of 1-3 minutes. From the 4th minute, the cost pluses 1,000,000 VND/minute. The cost does not include expenses incurred when filming outside Hanoi and Ho Chi Minh City.	10 days	<b>20.000.000</b>	

# 3. GENERAL REGULATIONS

## Content requirements

- Maximum 15 photos
- Maximum 1000 words

## Execution time

- Excluding time for preparing script, designing and censoring the product.

## Size requirements

The infographic is displayed in 2 sizes as 2 types of image:

- 01 small image as being viewed in the interface with a width of 600px.
- 01 large image as being opened full screen with a width of 1000px.

# Notes

## Multimedia Advertising

## Editing Requirements

- Revisions are based only on initial requirements. Suppose there are unexpected requirements that affect the content and design layout. In that case, time will be extended. Depending on the editing requirements, the additional price will be charged from 10% to 100% of the cost.

## Price

- The price pluses 20% publishing fee for each brand, from the second one mentioned.
- The price does not include VAT.

## Contact Information

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