

# VietNamNet Communication Joint Stock Company



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# A | General introduction

# | Operation Motto

“ Towards advertising solutions associated with **high technology** in order to bring economic efficiency to customers in the context of economic integration.

Based on basic principles such as quickly responding to customer requirements, ensuring the most cost-effective service delivery and enthusiastic spirit of the staff.

For us, customer satisfaction is the most important thing.



# Development Strategy



VietNamNet.,JSC development strategy focuses on investing in developing technical infrastructure, bringing its own strengths and identities.

We regularly update the latest and most professional versions of design technology such as Adobe design suite, wireframe and layout tools such as figma, XD, inversion...

Besides, VietNamNet.,JSC also orients to develop and use commercial software technology with high stability and the most professional support systems of Microsoft, Oracle...





# Specific Strengths



Strong and comprehensive  
media ecosystem



Youthful, creative and  
passionate human personnels



Millions of audiences  
everyday



Modern technology  
infrastructure

# Website Ecosystem



# Website Ecosystem



9 Million  
pageviews/day



The top official e-newspaper of Vietnam

More than 200 reporters, editors and a large number of freelance reporters from over 40 COUNTRIES around the world.

Develop diverse content, rich in news forms to better meet the needs of readers.





# Website Ecosystem

1.2 Million  
pageviews/day



Website of  
Entertainment and Life news  
for young people

The latest news about Vietnamese influencers and international stars in diverse fields: famous models, singers, actors and so on.



# Website Ecosystem

**1.4 Million**  
pageviews/day



**Website of general news**

Fast aggregate news on current affairs, society, entertainment, fashion, sports and many other fields.

Millions of daily pageviews with a huge loyal readership.



# | Cooperation Opportunities

“

Cooperating with VietNamNet will open up **potential business opportunities** which bring back **Brand Value and Economic Value** to the companies.

With a diversified communication system, VietNamNet is ready to cooperate comprehensively with Partners, especially in the application of World trending digital communication techniques.

# Strategic Partners



# Partners are Local ministries



Local Department of  
Information and  
Communications



**DŨNG ĐỒNG - THƯƠNG BÍNH VÀ XÃ HỘI**  
Ministry of Labour  
Invalids and Social Affairs



Ministry of Health



Ministry of Agriculture  
and Rural Development



General Department  
of Taxation



Food Safety Department



Drug Administration  
of Vietnam



Directorate of Vocational  
Education and Training



Directorate of Market  
Surveillance



Department of  
Communications

and other ministries...

# Head office



## **Hanoi:**

C'Land Building, 156 Xa Dan 2,  
Nam Dong ward, Dong Da District,  
Hanoi.



## **Ho Chi Minh City:**

2nd Floor, 27 Nguyen Binh Khiem,  
Dakao ward, District 1,  
Ho Chi Minh City.





# **B | Products and Services**

# Product - service Systems





# Advertising and PR Solutions

# Advertising and PR Solutions

*Advertising and PR Solutions* of VietNamNet are deployed on VietNamNet website ecosystem with diverse products to meet all needs of customers.



# Special products



Discussion between journalists & guests (experts, influencers) on an issue with broad and profound social impact.



Give a direct perspective on hot issues that are of concern to society such as Expansion of filling term, Property of officials ... that are interested by readers.



A talkshow in the Talks category of VietNamNet e-newspaper with the participation of famous guests, discussing issues in life and society.



Talkshow explore stories about life, people and famous faces in all fields. Resonating with the work about actor Quoc Tuan...

# Advertising and Communications



**DISPLAY ADS**



**PR ARTICLES**



**SPONSORED ADS**



**TALKSHOW  
INTERVIEW**



**MULTIMEDIA**



**LIVESTREAM**



**VIDEO ADS**



**REVIEWS**



**SOCIAL MEDIA**



**PODCAST**



**CLASSIFIED**

*constantly updated*





# SMS - Email - Social marketing Services

# SMS - Email - Social Marketing Services



Reach the right  
target audiences.



Comprehensive solution  
on every platform.



Low cost, easy  
evaluation.



Experient team who is professional  
in online content & services.



# Event organization Services

# Event organization services

VietNamNet has been organizing many major events successfully:

- “ĐIỀU CÒN MÃI” NATIONAL CONCERT
- “HOÁ GIẢI VÀ YÊU THƯƠNG” CONCERT
- HONOR VIETNAM
- INFORMATION TECHNOLOGY KNIGHT AWARDS
- VIETNAM MOBILE AWARDS





# Media training Services

# Media training services

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Coordinated with WAN (World Association of Newspaper) to organize training courses on journalism, human resources management, marketing ... for many major newspapers such as Tuoi Tre and Thanh Nien.



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Coordinated with VNR to organize training courses, seminars on financial management, marketing, human resources for 500 largest enterprises in Vietnam. All lecturers and speakers are leading professors and experts in Vietnam and in the world.



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Training communication skills for Viettel, VNPT and some other partners.

The lecturers and speakers are leading professors and experts in Vietnam and around the world.

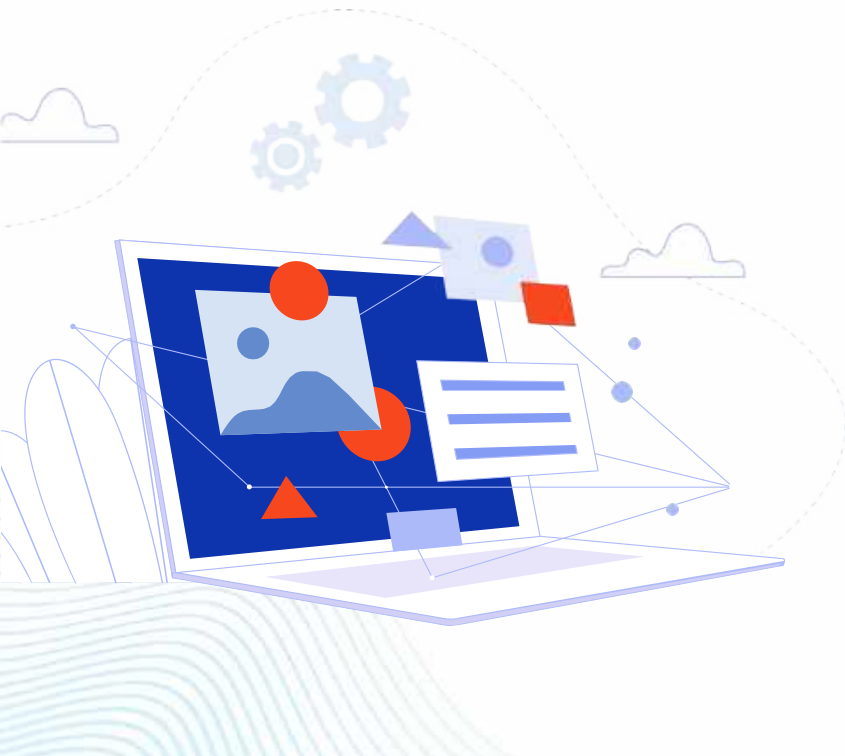






# Professional design and printing services

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## Experienced design team

Newspaper and other news sites: Tuần Việt Nam, Tintuonline, 2Sao...

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## Brochure, stages & related publications

such as music disc, books... for events

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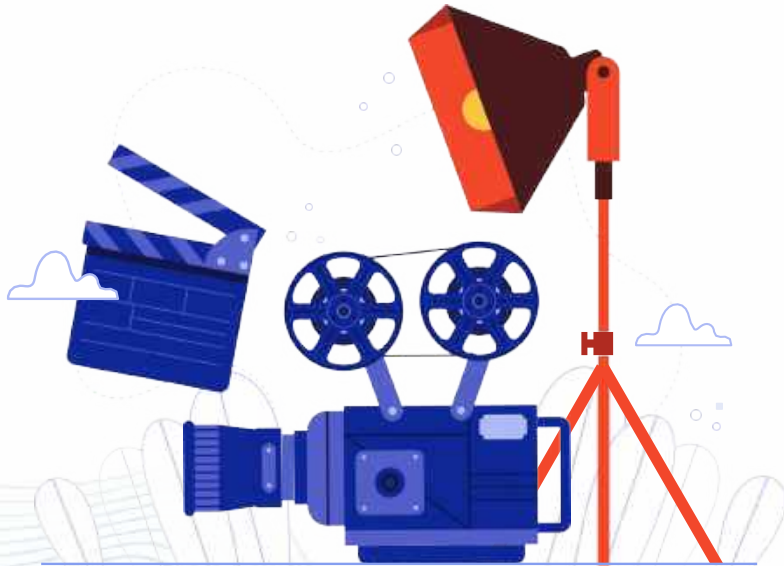
## Website design

For national and international partners.



# TVC and TV show production services

# TVC and TV show production services



Creative TV Crew with experiences in producing many successful TVC and TV shows



All OB (outside broadcasting) cars, HD studio are invested modern



Professional production, package, to meet the needs of individuals and businesses.



Being production Partner and providing the biggest amount of news and entertainment clips



# Analysis reports, flash surveys, customer relation Services

# Analysis reports, flash surveys, customer relation services



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Members of VNR500, V1000, artists, public figures, marketing experts, advertising-PR experts Ranked in Education and Training, Ranked in Ministries, localities

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On public goods, public services and high-end consumer goods

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Online, on mobile phones and hand out surveys to customers





# C | Social Media

# Fanpage Facebook



**Fanpage VietNamNet** is an official fanpage of VietNamNet e-newspaper, updating the latest news with guaranteed credibility, trusted and followed by a large number of readers.

~ **2.300.000** followers



Fanpage 2SAO.vn

~**2.000.000** followers



Fanpage Đời sống

~**2.700.000** followers



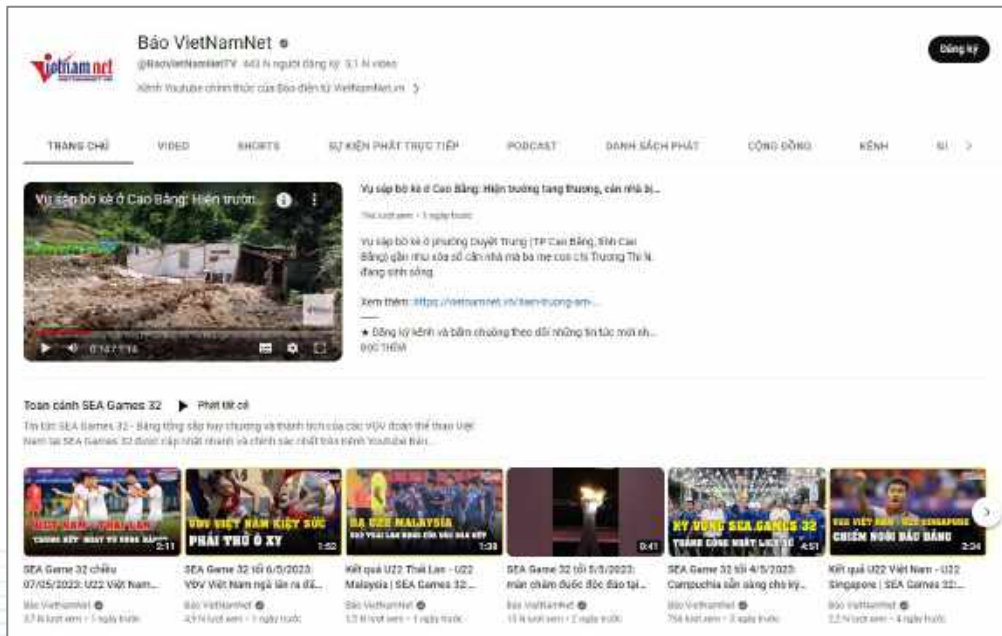
Fanpage Tin tức Online

~**1.100.000** followers



Fanpage Thỉnh

~**1.400.000** followers



## Youtube VietNamNet

[- youtube.com/@BaoVietNamNetTV -](https://youtube.com/@BaoVietNamNetTV)

**Youtube VietNamNet is the official Youtube channel** of VietNamNet e-newspaper, posting dozens of videos about information and news in various fields.

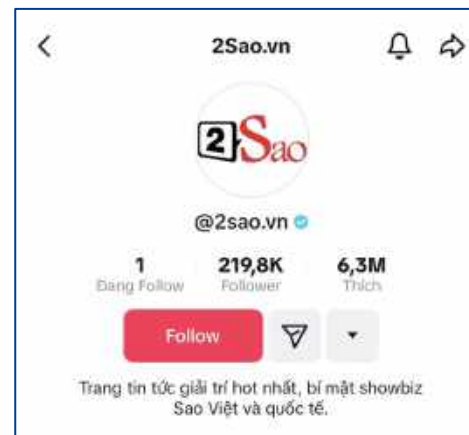
**~ 450.000** subscribers



~ **3.100.000** followers

### ***VietNamNet official Tiktok***

Updates hourly the latest news through short, vertical video format with the guaranteed credibility of the leading official online newspaper in Vietnam.



~ **219.800** followers

### ***2sao.vn official Tiktok***

Update hourly the latest entertainment news, showbiz of Vietnamese stars and famous stars in the world.



# D | Contact Information



## VietNamNet Communication Joint Stock Company

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