

BRIEF

DIGITAL CATEGORY

GOOGLE VIETNAM

A/ The background

Google global commitment

“Opportunity for everyone”

In the first Founders’ Letter, Google stated their goal to develop services that improve the lives of as many people as possible. They’re building on that with a five-year commitment to award \$1 billion in grants and enable 1 million employee volunteer hours, while continuing to develop products and programs that create opportunity for everyone.

Google’s commitment to Vietnam

As Vietnam moves towards the Industry Revolution 4.0, Vietnamese workforces and entrepreneurs are in need of upskilling, namely soft skills and digital skills. As a digital company who has won Best Place to work globally for several years, soft skills and digital skills are the two areas where Google and its employee can play a role. With the aim to contribute to Vietnamese economy and help Vietnamese to move forward into the digital age, Google aims to upskills Small and Micro businesses (SMB) and provide soft skills training tailored for female entrepreneurs.

B/ The challenge

The context of Vietnam

The government has been paying attention to developing frameworks and policy for digital revolution 4.0. and even the Prime Minister has issued Directive No. 16 to develop infrastructure, boost start-up ecosystem and train human resource.

However, in the digital era, SMBs in Vietnam seem to catch up with technology a little slowly for various reasons. There is only 60% of SMBs is reported ineffective use of information technology and 80% SMBs are invisible on the Internet.

According to the research of Business Digital Index 2017 by Lloyds Banking Group United Kingdom, if SMBs have sufficient digital skills, they can save a considerable amount of time and effort and get more business opportunities compared to other ‘low-tech’ enterprises.

The program

Partnered the Vietnam Chambers of Commerce and Industry (VCCI), the Vietnam Digital 4.0 program for SMB was launched in June 2018. The aim of the program is to train 60.000 SMBs by end of 2018 and 500K by 2020. The steady growth of digital-savvy Vietnam SMBs helps to support Vietnam’s vision to build an Industry 4.0 and digital economy.

Since June, the program is currently running in 3 main cities: Ho Chi Minh, Hanoi and Da Nang. Free classes are provided every weekday (except for Monday and Tuesday) on a rolling basis, with the opportunity for any entrepreneurs or generally interested individual to join and onboard themselves with Digital 101.

The training content includes free digital and marketing training to get the basic marketing and digital skills entrepreneurs need to start getting their business onto the digital track. Program also had specific classes for women, aimed at educating them about possible flexible work arrangements, busting myths about starting a business and inspiring them with leadership and career advancement stories from their peers.

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Program challenge

With zero funding for media investment, the program has been focused on getting venue, content, recruiting volunteer trainers, and put the training venues in operation in 3 cities, now it sees the needs to increase program awareness so that more people could come in and benefits from this free training.

But not just any people, the target is small and micro entrepreneurs, so we need to attract the right crowd that are fitting with the curriculum as well as those that can benefits the most from the content.

The aim of the program is to train 60K entrepreneurs by end of 2018 and 500K by end of 2020.

C/ Target audience

- Small and micro business owners that are running their business offline and those that are about to open their business in the next 3-6 months
- In need or have potential to leverage on bringing their business online
- Resides in HCMC, Danang, Hanoi and suburban areas of those 3 metros. This geographical limitation is only for 2018
- Subsequent years this program would come to more cities and provinces
- Basic digital knowledge: use smartphone and have email

D/ What we need you to do

We want you to propose a digital campaign to:

- Aware: Build the awareness of this program to the right target customers (small and micro business owners) to recruit both trainers and attendees
- Trial: Drive registration to the training sites or through partner sites

Training sites:

HCM: <https://events.withgoogle.com/digital-40-hochiminh/>

HN: <https://events.withgoogle.com/trung-tam-ha-noi/>

DN: <https://events.withgoogle.com/trung-tam-da-nang/>

Partner site:

VCCI: <https://www.facebook.com/digital4.0vn/>

Ynest:: <https://www.facebook.com/ynest.coworkingspace/>

Workbar: <https://www.facebook.com/WorkBar-192557608240742/>

- Convert: Drive people to actually attend classes and come back to complete all 8 courses in Level 1
- Advocate: Help advocate this campaign to friends and acquaintances

E/ Deliverables

A 10-slide presentation of a digital campaign (including 1 slide of an executive summary), which covers:

- Strategy and ideas
- Execution and activation plan
- Tactics
- Partnerships

And remember to take into account

- Google's philosophy in terms of focusing on people, not program or product
- Google as a brand in terms of brand guidelines, Googleyness and don't forget to be scrappy and fun. That's essentially [How Scrappy Google Won Creative Marketer of the Year](#).

-----SEE THE JUDGING CRITERIA IN THE NEXT PAGE-----

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JUDGING CRITERIA

DIGITAL CATEGORY

1. Overall presentation – 10 %

Contestants are expected to package the presentation well covering the campaign objectives, target audience and problem understanding to recommendations flowing from the insight and the strategy. They need to demonstrate strong presentation and convincing skills when selling their strategy and ideas. They need to show enthusiasm and believability in the idea.

2. Digital strategy and idea – 60 %

- **Digital insight – 20%** Sometimes an idea can stem from a data or behavioural insight. The insight should be translated into an idea. It needs to be backed by a trusted source and not based on assumption.
- **Idea – 20%** There must be an idea informing all-platform thinking. The idea should be original and unexpected.
- **Digital ecosystem – 20%** Contestants should be able to explain to the judges why they have chosen particular platform(s). They should explain the primary and secondary platforms they recommend to form a digital ecosystem for the campaign.

3. Execution – 30 %

Contestants need to develop and present execution plan including activities, digital tactics, partnerships... that reach the right target audience and make them engaged. It should involve (if applicable) digital engagement, reach tactics and always-on content ideas. The idea should leverage digital behaviour of our target audience, their motivations and barriers to the desired response.

-----GOOD LUCK & THANK YOU-----

Notice of Confidentiality

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