

BRIEF

MEDIA CATEGORY

QUANG BINH TOURISM

A/ The background

Phong Nha, Quang Binh ranks second place in Lonely Planet for the country's top destinations.

Picking up since 2011 with 600,000 tourists/year, Quang Binh has welcomed 1,830,000 guests this year (1st half of 2018). With its promising potential Quang Binh would like to attract more foreign tourists, who choose Vietnam as a destination in South East Asia. The goal is to have a sustainable growth rate in terms of visitors, not a big boom that the province's infrastructure can't not handle.

B/ The challenge

Every year, around 1,7 mil. international guests visit Hoi An; among them there are approximately **1 mil.** guests from countries like the UK, the USA, Australia, Holland, and Germany. Quang Binh Tourism would like to target this group of travelers. The challenge is how to attract this group to go to Quang Binh directly from Hoi An given that they can easily choose other better known destinations along the country, for example, they can stop at Danang, Hue or go straight to the North for Hanoi, Ha Long or Sapa.

C/ Target audience

Our target are travelers from the UK, the USA, Australia, Holland, and Germany, who are visiting Hoi An. They're well educated, have high income and can afford to have a long stay in Vietnam (2.6 days on average) Most of them don't go in big groups or tours. They plan their trip on their own relying on the Internet.

D/ What we need you to do

We need a campaign to attract as many as possible from the above 1 mil. guests visiting Hoi An to come to Quang Binh.

E/ Deliverables

A 10-slide presentation of an innovative media strategy and plan (including 1 slide of executive summary) to attract more tourists from Hoi An to Quang Binh. The proposal should propose the execution plan for at least 3 channels. Contestants must propose the budget, the respective channel/ platform's KPI settings and measurements.

F/ Other information

The peak season of tourism in Quang Binh is from November to March.

Marketing assets/ channels:

- Official website of Quang Binh Tourism: Quangbinhtourism.com
- Some websites of local tourism companies: [Phong Nha Farmstay](#), [Oxalis](#), [Lake House](#)

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

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JUDGING CRITERIA

MEDIA CATEGORY

1. Overall presentation – 10 %

Contestants 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. Media strategy – 60 %

- **Media consumption insight – 10%** Contestants should mine insight(s) on how the target audience engages with the chosen media channels.
- **Idea – 20%** A single idea informing all-channel thinking.
- **Innovative media idea – 20%** Innovative media usage that helps reaching the target audience to achieve the campaign objective.
- **Media KPI – 10%** Relevant KPI settings and measurements to respective channels such as reach, GRP, click, viewership...

3. Media execution – 30 %

- **Budget – 15%** The proposed budget should be reasonable and can be justified given the media strategy. Contestants need to propose how they distribute the budget across their channels and what will be their optimization strategy for the campaign period.
- **Channel mix deployment – 15%** Propose a channel mix keeping in mind the insight, budget and reach mechanism to achieve the goal.

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

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