
TAJ Vietnam - 2022

The Yes Agency

English

TAJ Vietnam Profile



Welcome to TAJ Vietnam!

TAJ Vietnam is a boutique full-service agency for local and international businesses who need professional communication services in Vietnam



Company Overview

We help you lead the market and develop your brand in a growing world of communications.



Company name

TAJ Vietnam Joint Stock Company

Abbreviation

TAJ Vietnam/TAJ

Established

2010

Head office

Hanoi, Vietnam

Branch

Ho Chi Minh, Vietnam

Website

Taj.vn

Structure

We have a relatively flat structure, with open communication at the heart of our way of working.

We embrace and celebrate critical thinking, collaboration, creativity, and leadership within our departments.



TAJ personnel

- 55 full-time staffs, including:
 - 35% with more than 5 years experience
 - 50% with more than 3 years experience

TAJ core values

- Connection
- Recognition
- Willingness
- Persistence



TAJ Vietnam

Listening, executing, monitoring, evaluating and learning



Procedures

International standard procedures, listening and resolving every need

Equipments

Continuously up-to-date production systems, including in-house studio

Profession

In-depth understanding on local media landscape with nation-wide communication network

Personnel

Media experts live and work for client's success

Working methodology



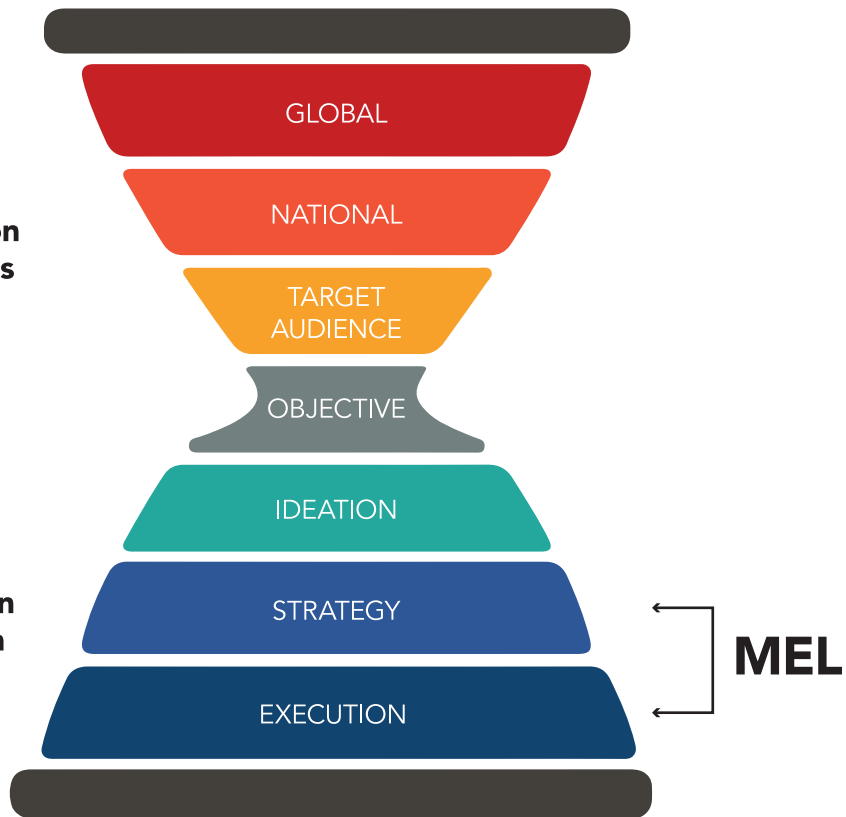
**Approach
AUDIT**

**Situation
Analysis**



**Direction
IDEATION**

**Solution
Design**

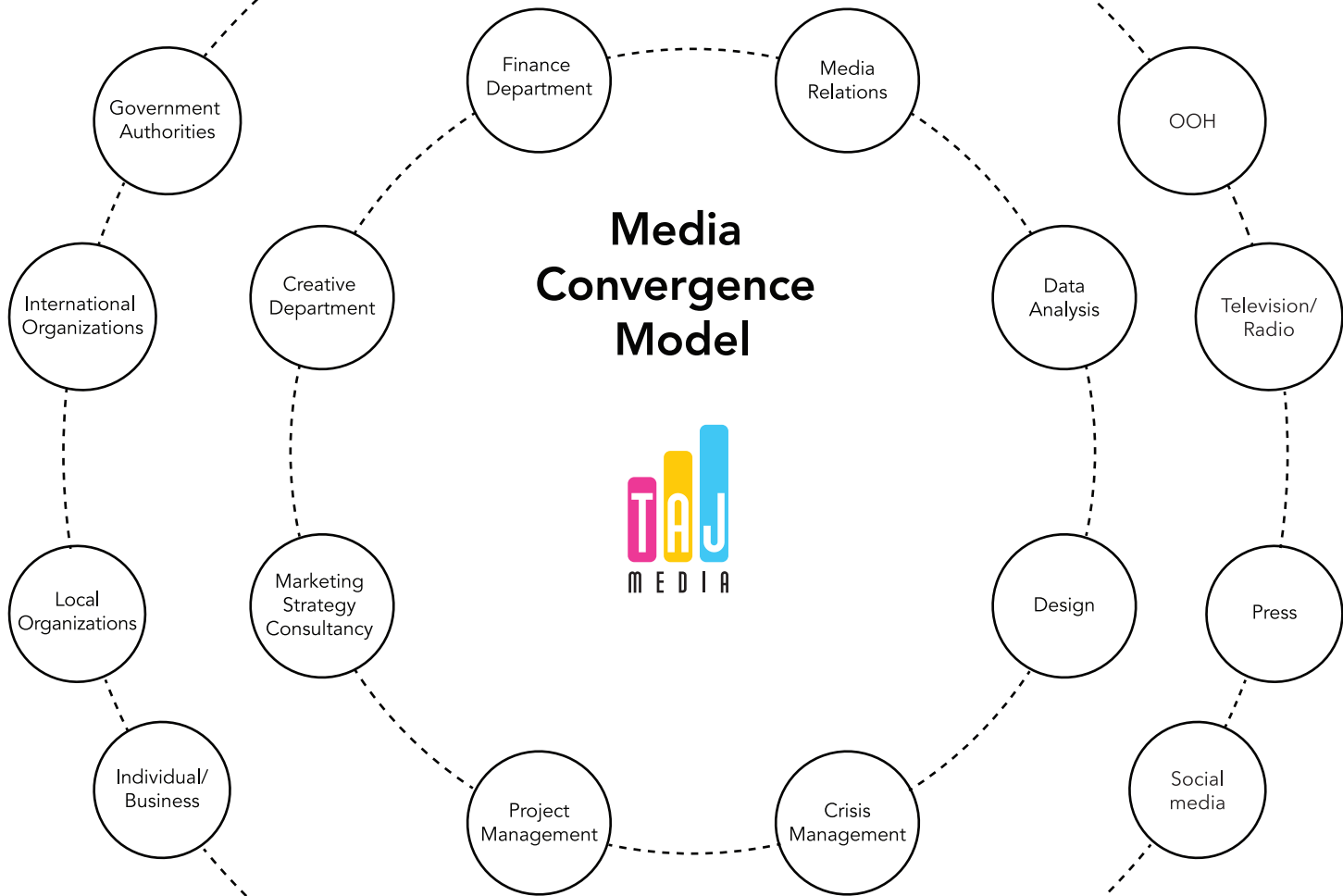


In-house resources

- Experienced human resource
- State-of-the-art equipment
- Well-invested facilities
- Data synthesizing and analyzing system for social network marketing monitoring and evaluation



Media Convergence Model



Finance Department

Media Relations

OOH

Television/
Radio

Press

Social media

Crisis Management

Project Management

Marketing Strategy Consultancy

Design

Creative Department

Data Analysis

International Organizations

Government Authorities

Local Organizations

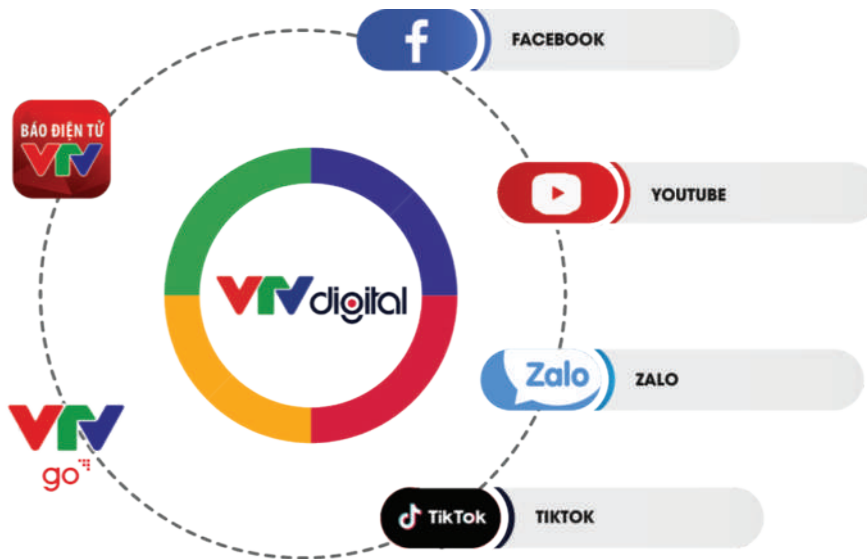
Individual/
Business



Profound Media Relations

PROFOUND MEDIA RELATIONS

Cooperation with VTV Digital



VTV Digital - one of the largest digital ecosystems in Vietnam:

- Updating media trends
- Steady growth
- Creative content and attractive visual effect
- Famous hosts & Professional editors

Works

TAJ Vietnam provides all media production services. Our services include but not limited to:

Communication

- Overall communications strategy
- Branding/Rebranding/Advertising
- CSR activities consultancy
- Event planning & commercial production
- Visual communications design

Media production

- Game show/TV production
- TVC/Promotional video
- Business introductory films
- Documentary
- Live broadcast
- Niche media production

Digital

- Digital marketing strategy development
- Running ads on digital platform
- Content marketing
- Influencer marketing
- Social media listening
- Live-broadcast & live-stream
- Authorized agency of VTV Digital

Our services & Works

COMMUNICATION

Overall communication strategy

OVERALL COMMUNICATIONS STRATEGY



Samsung

Maintaining Samsung's reputation and positive image in Vietnam



TH Group

The pioneering mission in the national school milk program, improving Vietnamese Stature through a series of communications activities



IOM

Behavior change communications campaign on "Safe migration" (2021)



Development projects by the European Union

"Health Professional Education and Training Project" (HPET), the European Union Health Facility Fund (EUHF) and EU Policy and Outreach Partnership (EUPOP) projects 2020-2023

OVERALL COMMUNICATION STRATEGY



Domestic Market Department - Ministry of Industry and Trade

The campaign "Vietnamese people give priority to using Vietnamese goods"



Yakult

Fermented milk from Japan with more than 6.5 billion probiotic bacteria, that helps strengthen the immune system, and improve digestive health



Vietnam General Department of Taxation

Recognize the process and efficiency in improving the services and systems of the Vietnamese tax industry



USAID

"Improving the quality of life of persons with disabilities in provinces sprayed with Agent Orange in Vietnam" project in Binh Dinh and Kon Tum provinces (Inclusion II project), package: "Advocate to promote policy implementation & behavior change communication"

COMMUNICATION

Event planning & commercial production

EVENT PLANNING & COMMERCIAL PRODUCTION



Samsung blood drives: Blood for Vietnamese 2016 - 2022

15,000++ units of blood



European film festival in Vietnam 2020, 2022

8,000+ audiences



Media talk on European Green Deal for journalist 2022

2-day discussing session and 1 field trip
with more than 50 participants



Samsung "Run for you" 2019

4,500+ participants



International conference: Renewable Energy in Vietnam

200+ participants

EVENT PLANNING & COMMERCIAL PRODUCTION



**Seminars on EU-Vietnam
Free Trade Agreement 2020**
300+ participants



**Series of activities
"For Vietnamese stature"**
10,000+ participants



**Job fair "We need you"
for persons with disabilities
2022**
200++ participants, Kon Tum



**Virtual higher education fair
"Study in Europe" 2021- 2022**
2,400++ registrations

COMMUNICATION

Branding/Rebranding/Advertising

BRANDING/REBRANDING/ADVERTISING



The primetime television program "For Vietnamese Stature"



The primetime television gameshow "Vietnam's Brainiest Kid"



Leaves of Hope



Anti-smuggling - Protecting consumers



Vietnam Value



Weekend Economic Magazine



Autolife

MEDIA PRODUCTION

TVC/Promotional video

TVC/PROMOTIONAL VIDEO

**ABBANK**

Year of production: 2019
Duration: 30s

**Vietcombank**

Year of production: 2020
Duration: 45s, 30s, 15s

**LIAN**

Year of production: 2021
Duration: 120s, 30s, 15s, 6s

**Hoang Hai Packaginging**

Year of production: 2019
Duration: 4 minutes

**Hong Ha**

Year of production: 2020
Duration: 120s

**Vinpearl**

Year of production: 2020
300 videos
Duration: from 10 mins to 90 mins

TVC/PROMOTIONAL VIDEO



JICA

Making documentary film on JICA's milestone cooperation in Vietnam's Health Sector

Year of production: 2022



Quang Ninh Exhibition of Urban planning & Expo, Quang Ninh Province Department of Culture, Sports and Tourism

Year of production: 2015 - 2018



Plan International

Film production for "Safe Sport" project, "Cyber Safety" project (Quang Binh, Kon Tum) and "Fit for the future" project

Year of production: 2021- 2022



Vietnam trade promotion agency - MOIT

Promote Vietnamese food geographical indications and collective mark to foreign markets

Year of production: 2022



FPT Software

Video on the 20th Anniversary of FPT Software

Year of production: 2019



CitiBank

Video on the 25th Anniversary of Citibank in Vietnam

Year of production: 2019

DIGITAL

Campaigns on social media Livestream/Live Broadcast

CAMPAIGNS ON SOCIAL MEDIA



Video/Motion clip production on digital platforms

- Children skill training video clip - TH true MILK
- Clips on clean water - AquaOne
- Motion graphic clip series - Aus4Vietnam



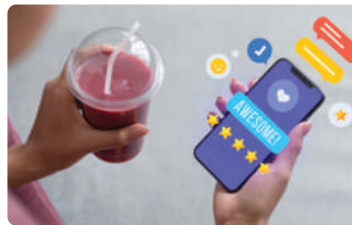
Nghi Son Cement Corporation

Branding campaign for Nghi Son Cement Corporation on digital platforms (2021 - 2022)



Yakult

- Campaign "At home like me"- 2020
- Campaign "New Normal, New Me" - 2022



Social Media Listening & Social Media Monitoring



EU Delegation in Vietnam

- "EVFTA for all" campaign (2020)
- "Zero heroes" on Green lifestyle campaign (2021)
- "Closer mE&U" campaign - with "90s with EU Ambassadors" clip series (2021)
- "Yeah of Youth" campaign - EUDAY (2022)

LIVESTREAM/LIVE BROADCAST



**Vietcombank livestream
(2016 - 2020)**



**Techcombank livestream
(2020)**



**Online gala event
"Fun learn, fun play"
(VVOB) (2020)**



**Leaves of hope Gala:
You are my sunshine (2019)
5 seasons of sowing (2020)
Paint the aurora (2020)**



**Launching ceremony of the
VTVMoney economic information
ecosystem and the seminar
"Digital communication promotes
economic recovery"(2022)**



**Produce "International
"rooftop" - diamond gifts
to you" talkshow (2021)**



**Final round of "Solve for
Tomorrow" competition
organization on Zoom and
YouTube platforms (2021)**

Our clients







500++
Communications
projects

100++
Clients

Are you ready to work with us?

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