



WELCOME

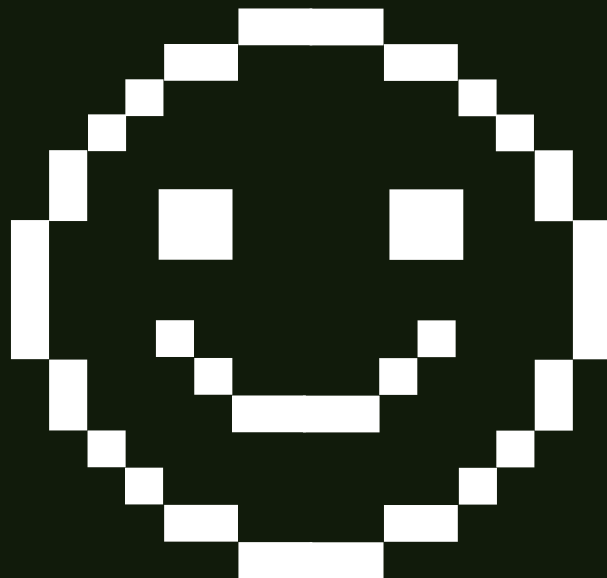
To our presentation...

SQUID GAME

VIETNAM | UEH

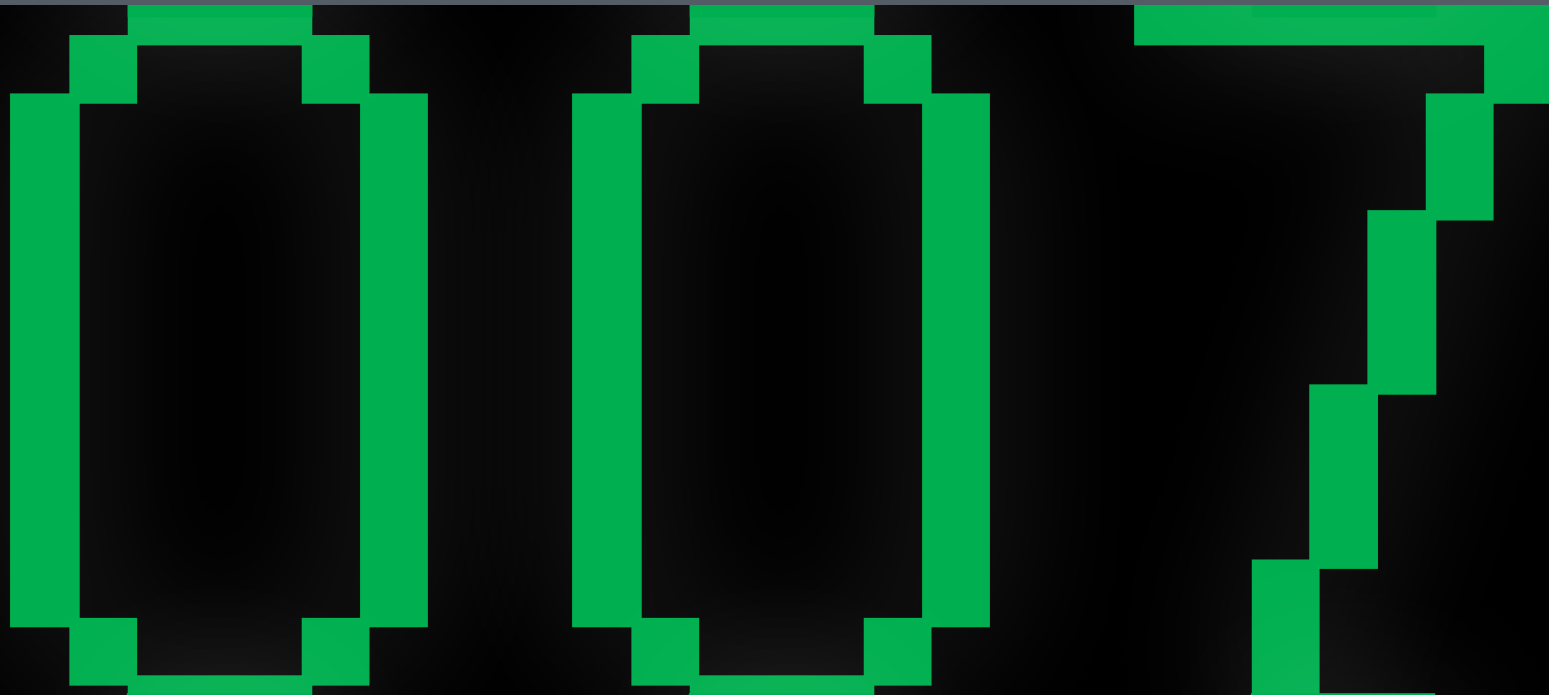


Start Presentation Now...



START!

Number of Members



OUR TEAM



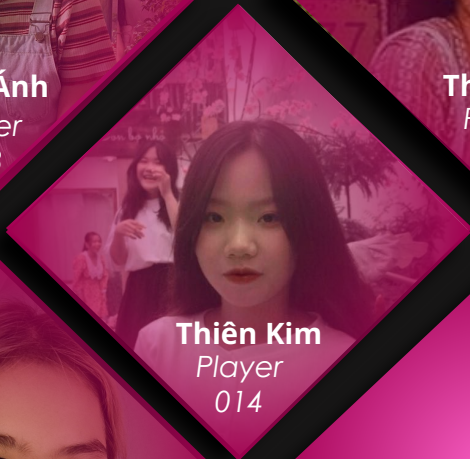
Ngọc Ánh
Player
003



Thái Thư
Player
034



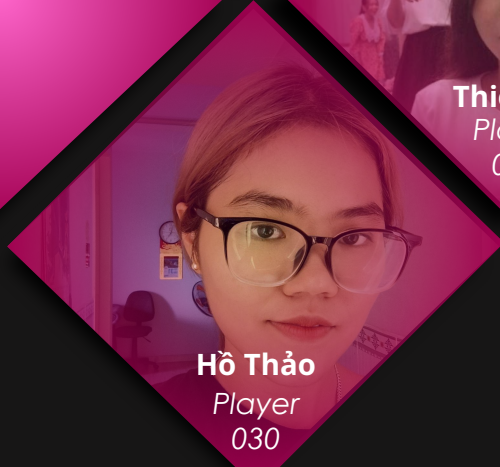
Việt Hằng
Player
009



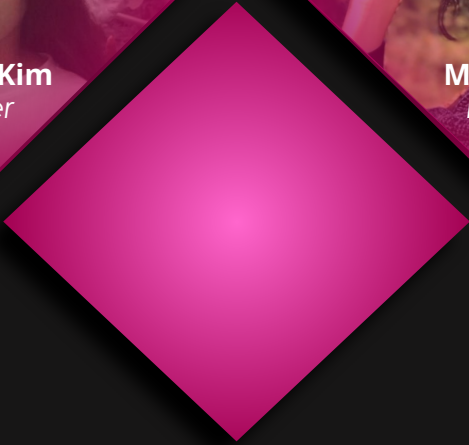
Thiên Kim
Player
014



Mỹ Ngân
Player
020



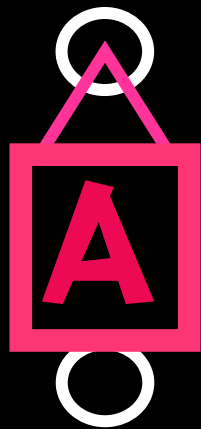
Hồ Thảo
Player
030



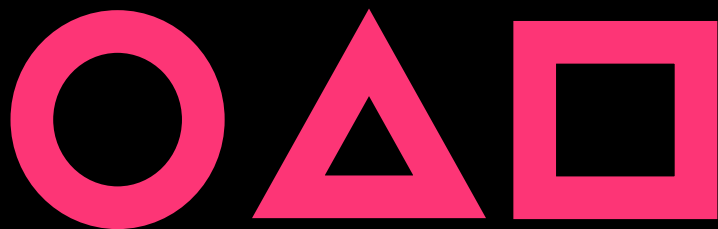
Mỹ Quỳnh
Player
028

CONTENTS





SECONDARY DATA



CATEGORY

Market Size

FPT Play
(Vietnam)

FPT Telecom JSC
(<https://fptplay.vn>)

Usage



1st in market

Favorite program

68%
TV series/ Feature film

56% Music

48% Sports

NETFLIX
(USA)

Netflix Inc.
(<https://www.netflix.com/vn>)

Usage



2nd in market

Favorite program

72%
TV series/ Feature film

62% Sports

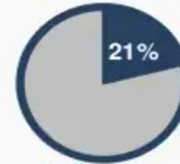
57%
Entertainment program/
Game show/ Reality show



(Vietnam)

Vienam Television
Cable Corporation
(<http://dichvu.vtvcab.vn/dich-vu/truyen-hinh-theo-yeu-cau>)

Usage



3rd in market

Favorite program

65%
Entertainment program/
Game show/ Reality show

65%
TV series/ Feature film

58% Sports

Top 3 popular video streaming subscription service



Market Sensitivity

- The pricing appears to be a little expensive for consumers in Vietnam.

Market Trends

- Netflix Vietnam has had new trends of Kdrama: the power of money, dark-side in social life, and survival genre.
- The most well-known currently is *Squid Game*.



CORPORATION



1. INTRODUCTION

Squid Game is a 9-eps South Korean survival drama, debuted on 2021, about indebted people entering 6 high-stakes survival games in the hope of winning 45,6 billion Won.

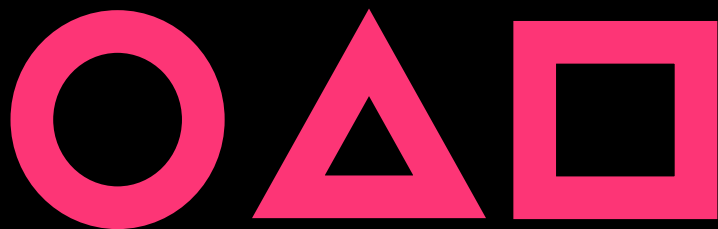
2. USP

- Korean culture is familiar to Vietnamese culture
- Bright film's color with dark content
- The content and context relate to daily life

3. MARKETING MIX - THE 4 P's

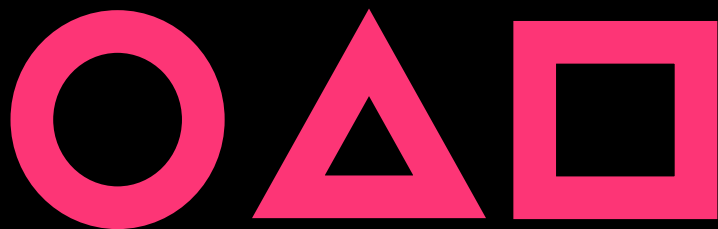
- **Product:** Brand identity (the circle, triangle, square symbols), Color (pink - black - white), Traditional Korean games.
- **Price:** only 70.000VND for watching with high quality. However, there are still some illegal streaming video websites.
- **Place:** Netflix's focus on global content -> the show is #1 in at least 90 countries around the world.
- **Promotion:** Guerrilla Marketing, Seeding, Cast and Earned media.





COMPETITOR

	DIRECT		INDIRECT
Film	Alice in Borderland	As the Gods Will	Hometown Cha-Cha-Cha
IMDb	7.7/10	6.4/10	7.7/10
Strengths	<ul style="list-style-type: none"> - Familiar content but discover a deep and moving view. - Fantastic effects, investing in scenes background. 	<ul style="list-style-type: none"> - Perfectly blended in the gritty gore and the humor. - A live-action version from the original series, bring all the best of the story to film. 	<ul style="list-style-type: none"> - Overwhelming social media since the first broadcast. - The rating of the first ep was impressive.
Weaknesses	<ul style="list-style-type: none"> - Predictable plot twist. - Fewer campaigns. 	<ul style="list-style-type: none"> - Showed too much with the CGI. 	<ul style="list-style-type: none"> - Film's tempo is slow. - Fewer campaigns.



CONSUMER

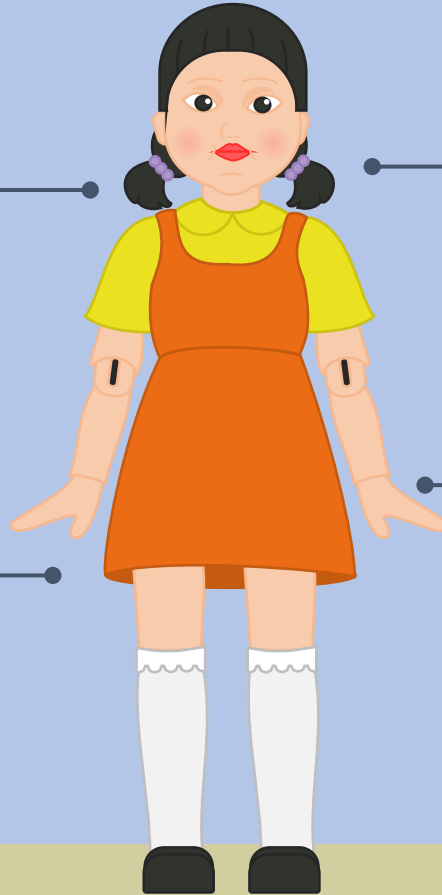
Age: 16 -25

Job: Students, graduated and working

Psychology

- Focusing on personal experiences.
- "Connection addict" type, FOMO.
- Interested in social issues and ethical relationships.

Income: Dependent on parents or have an income (part-time, clear job) from average - good or higher.



BEHAVIOR

SOCIAL MEDIA

- Emphasizes cultural - social, humanistic and spiritual values.
- Enjoy watching short videos, visual effects like Tiktok.
- Open-mindedness

WATCHING MOVIES

- Watch TV series/movies online across streaming services and apps with their phones and smart TVs for an average of 2 hours/day.

HOW DOES SQUID GAME AFFECT CONSUMERS?

- Brings a comparison between Squid game and Alice in Borderland.
- The popularity of the movie affects the purchasing power of consumers.



TOWS ANALYSIS



Strengths

- S1) Supported by Netflix
- S2) Good brand identity
- S3) Famous celebrities in Korea
- S4) Bright movie color → horror detail isn't too scary.
- S5) The content, context relate to daily life.
- S6) Guerrilla Marketing campaign at Itaewon station → stimulate passengers' curiosity.
- S7) Make good use of social media.

Weaknesses

- W1) The price of Netflix is a little high.
- W2) Full series is released simultaneously.
- W3) The content is controversial, causing social debate.
- W4) Social media are overused → negative attitudes towards the series

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O1) Favorite genre.

O2) People are in need of entertainment, during COVID-19.

O3) Korean fans are strong in many countries.

O4) Gen Z is interested in brands that emphasize socio-cultural factors and have "personality" and are open-minded.

O5) Netflix has an opportunity to lead the video streaming market in Vietnam.

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T1) Squid Game has obsolete and typical motif.

T2) Many people aren't interested in Korean films and horror genres.

T3) Many viewers watch Squid Game on illegal websites.

T4) Gen Z are attracted to things that involve ethical relationships.

T5) Competitive market on Netflix while other films are trendy.

III. Problems and Objectives:

1. Problems

- Overused social media and social debate about controversial content → annoyance and bad impression.
- Other previous movies in the same genres have similar script idea and concept → create comparisons → affecting people intending to watch Squid Game to reconsider.



III. Problems and Objectives:

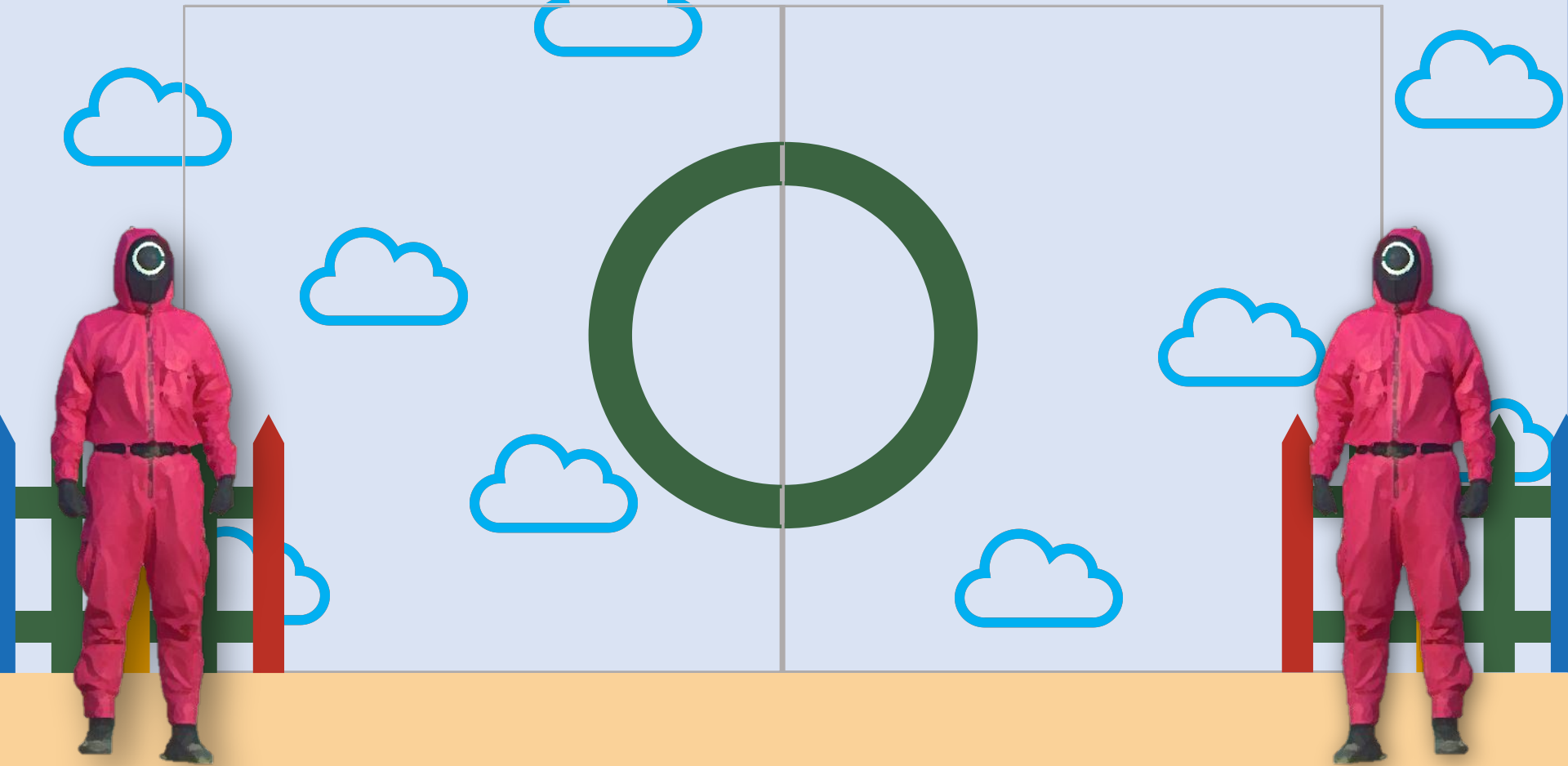
2. Objectives

Business Objective	Increase Squid game revenue in Vietnam market.
Marketing Objective	Attract new viewers through social media activities for Squid Game season 2.
Communication Objective	Increase the popularity of movies among old viewers and help new viewers change their negative views about Squid Game.
Research Objective	Reduce barriers and increase customers' motivation to watch movies affected by social networks and FOMO.



PRIMARY DATA

I. CONSIDERING ASPECTS



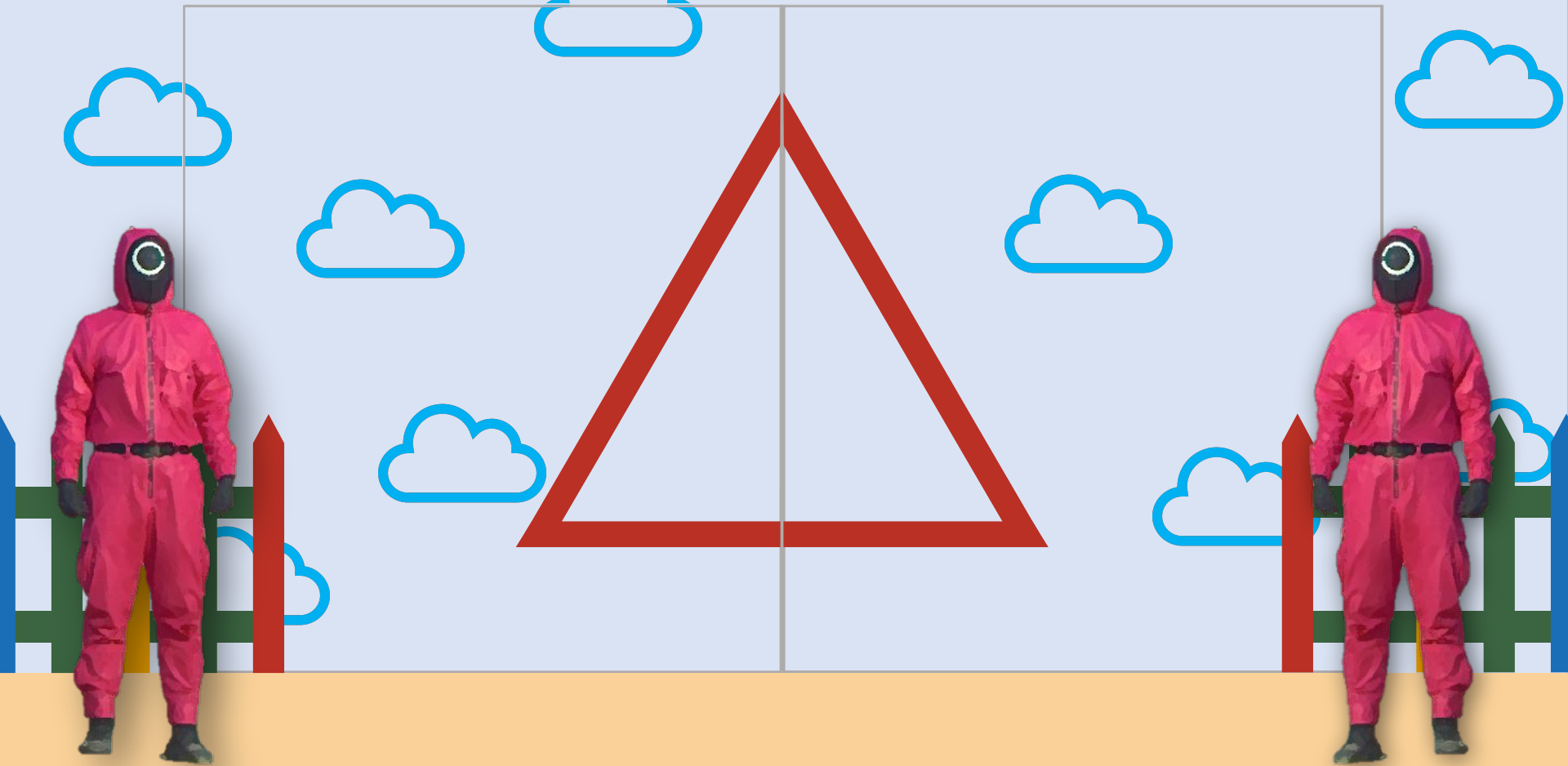
I. CONSIDERING ASPECTS

1. Viral Marketing

- During viral time → curious, interested, and strongly attracted to the movie.
- After 1 month → uncomfortable, annoyed.
- Facebook and Tiktok are the main media platforms with stimulating movie-related watching contents → important source of watching decision.
- Squid Game is too viral on social networks → excess information → negative effects → lose interest.



I. CONSIDERING ASPECTS



I. CONSIDERING ASPECTS

2. Pictures or Words

- Top 3 Impressive Images:
 - + The doll
 - + Dalgona Candy
 - + Round, Square, and Triangle
- The unique clothing concept, a pig containing a prize, and stairs images.
 - To some viewers, pictures are the most important reason for their movie-watching behavior.



I. CONSIDERING ASPECTS



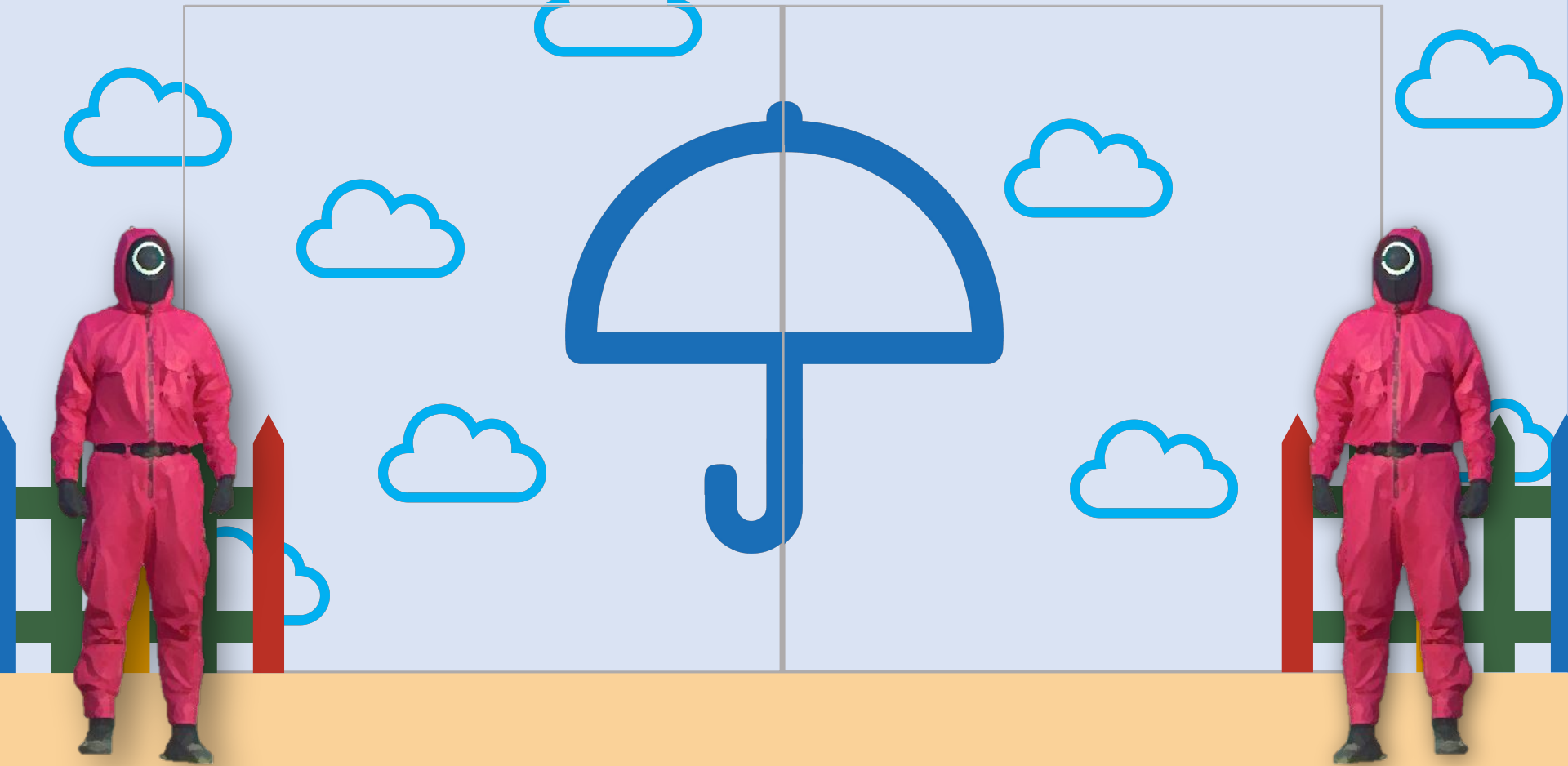
I. CONSIDERING ASPECTS

3. Argument

- If target audiences **see news about plagiarism** on social media, they tend to **watch the film to compare** these films.
- Target audiences pay much attention to the **deep meaning** of a film and research most information to discover its meaning.



I. CONSIDERING ASPECTS



I. CONSIDERING ASPECTS

4. FOMO (Fear of Missing Out)

- Approximately a half interviewees decided to watch Squid Game because of FOMO.
- Interviewees getting FOMO: curious about the content; uneasy, anxious and lost among their friends.
- Interviewees not getting FOMO: not have any special feelings as most sceneries were spoiled.





II. Motivation

- **Curiosity.**
- **Invited** by friends and family.
- **Attracted by new content and images.**
- **The national pride** that Vietnamese ekip took part in the cinematography process.

III. Barrier

- **Not their favourite genre.**
- **Spoiled** too much about the content.
- **Hard to approach to Netflix** due to the **complicated payment methods.**
- **Have one-sided view** about the true meaning.
- **Obsess scary factors** when they first saw.
- **Many posts, news** → overwhelmed, boring.

IV. Insights



I was curious about Squid Game
BUT negative, one-sided
information on social media
made me have a bad impression
of the series
SO I decided not to watch
the series.



MARKETING CONSIDERATION

CAMPAIGN NAME

SQUID ME
GAME





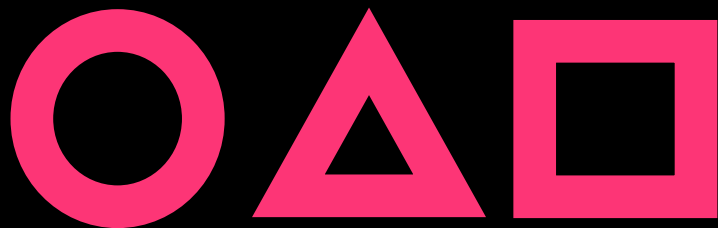
BIG IDEA

#SHIFT YOUR GROUND
"SQUID ME GAME"
campaign with various
forms of real-life
experiences to bring new,
more positive views of the
film to audience

KEY MESSAGE

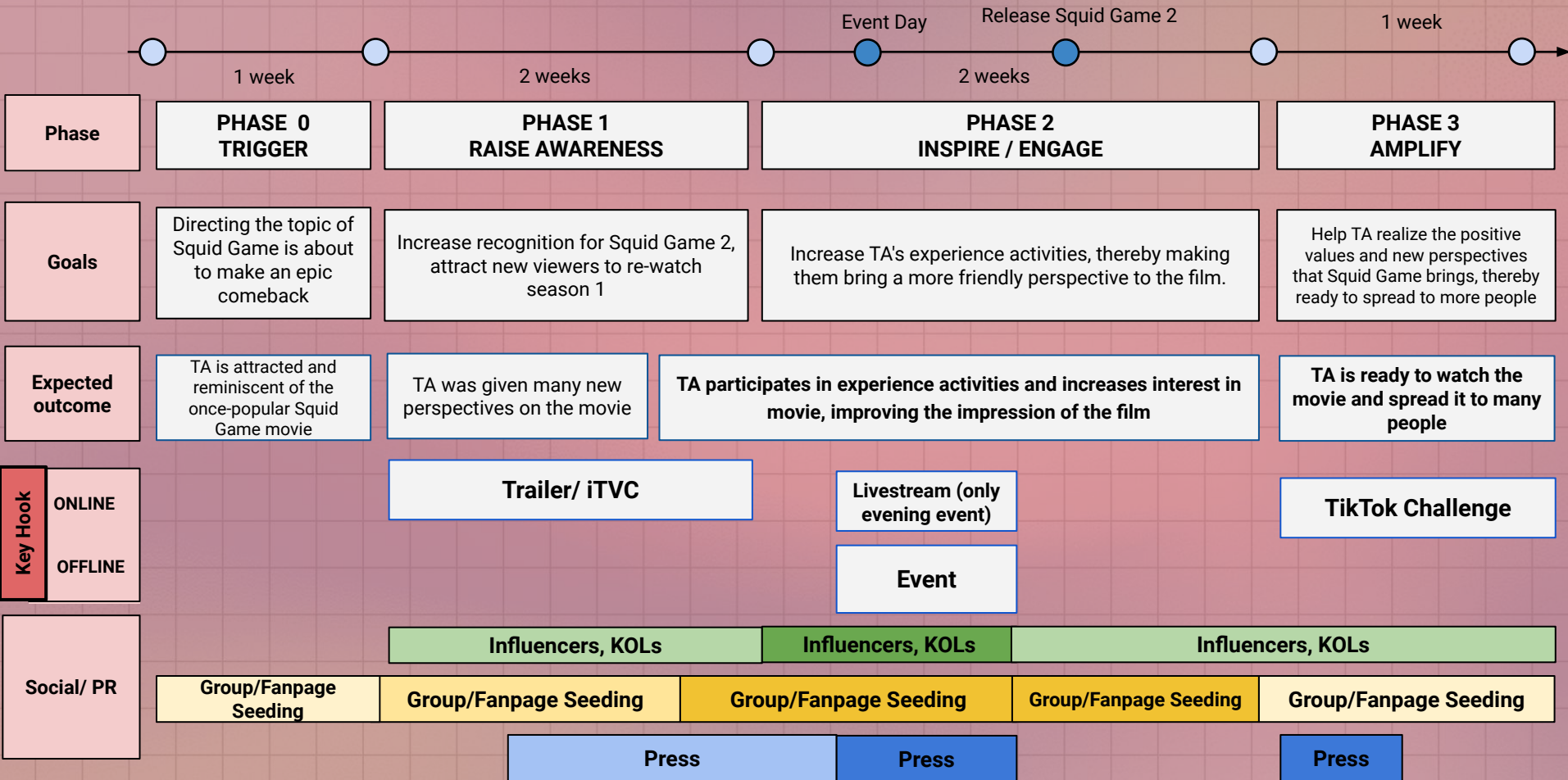
**NOT JUST A
KILLING GAME**

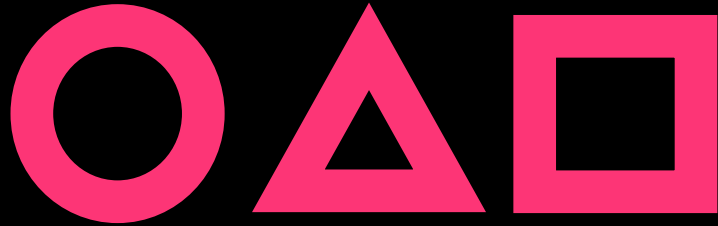




CAMPAIGN FRAMEWORK

"SQUID ME GAME" CAMPAIGN





**DESCRIPTION OF
KEY STRATEGIES**

OUTDOOR EVENT

- **Event Flow:**

Bring the real Squid Game to life with an epic, **test-playing event** to increase engagement with TA.

Evening **archival activities** with the filmmaking crew, or the Vietnamese visual effect studio → affecting the national spirit of Vietnamese people.

→ Evening event will be **livestreaming** on Facebook Fanpage to increase engagement through social media platforms.

- **KOLs involvement:**

KOLs have a great influence on consumer sentiment.

→ Invite hot streamers to young audiences to **test pre-event activities** as well as **publish posts and vlogs** about their feelings and experiences at the test session with hashtags → **Arouse curiosity** and attract people's interest of the event as well as the hotness of the movie.



PR ACTIVITIES

● Phase 1:

- Focuses on content that **reminds of the impressions in season 1, triggers for the return of season 2.**
- Content analyzes the **hidden meanings** the movie as well as hints in season 2

● Phase 2:

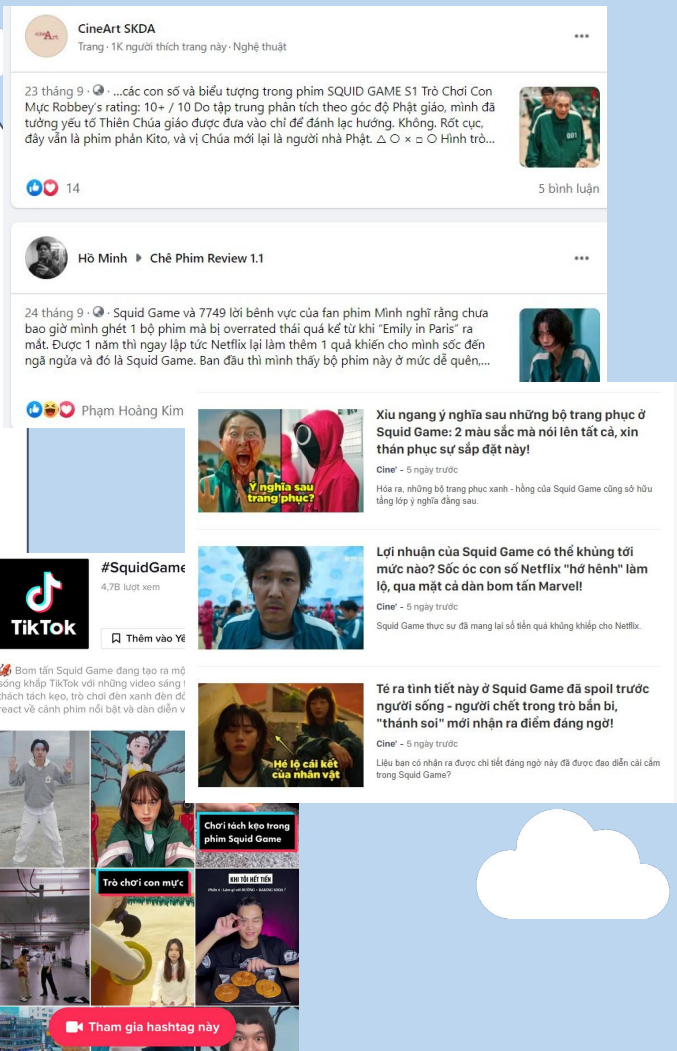
- **Spread WOM** about trailer content, interesting things in the film, many new perspectives when analyzing the film

→ **changing the direction of public opinion** about the bloody movie, exploring more deeply in the psychological factors of the characters.

- Focus on **Facebook and TikTok platforms.**
- **Strong boost** for information **surrounding the event, combined with the press** for the booming event to increase coverage.
- **Collaborate with KOLs** to increase awareness of audiences.

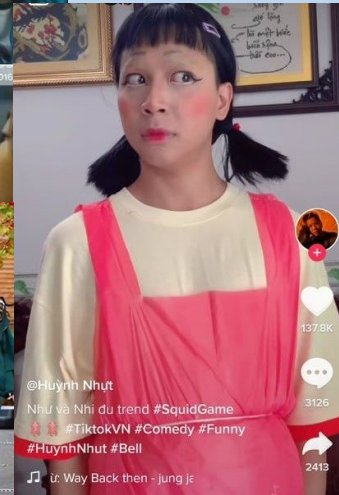
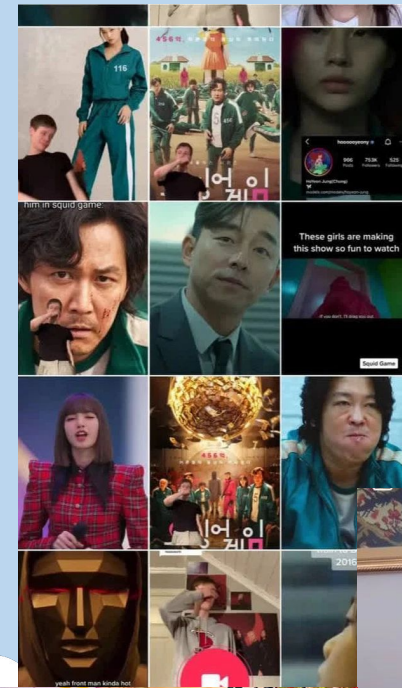
● Phase 3:

- Moving to the **amplifying stage** in order to **lead everyone to discuss the film**, we will plan to have different ideas about the film's content and raise numbers of various topics for people to have their own opinions about them.
- **Boost media for TikTok challenges**, for more engagement.



CHALLENGE ON TIKTOK

- Challenge taking place on TikTok encourages everyone to create content, dance based on Squid Game music to be able to **receive a gift from the producer** with the most viral video.
- Because this is the amplify phase → don't hit content seeding hard, just let the viewers spread among themselves.





CONCLUSION

SQUID GAME

THE END



