MMA FORUM VIETNAM

OCTOBER 21, 2016 | VIETNAM



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Marketing Director-Unilever Vietnam

Unilever

MMA
MOBILE MARKETING ASSOCIATION


Dove
Knorr
MAGNUM
Rexona
It won't let you down
TONI&GUY
Surf
Vim
Radox
LUX
Comfort
AXE
Closeup
TRESemmé
USED BY PROFESSIONALS
simple
P/S
SUNSILK
Vaseline
FLORA
CLEAR
Sunlight
with REAL LEMON Juice
MARMITE
YEAST EXTRACT
WALL'S
Cif
Lipton
HELLMANN'S
'BRING OUT THE BEST'
Lifebuoy
OMO
POND'S


Unilever
Building
BRAND APPRECIATION
in Mobile


MOBILE-CENTRIC
APPROACH

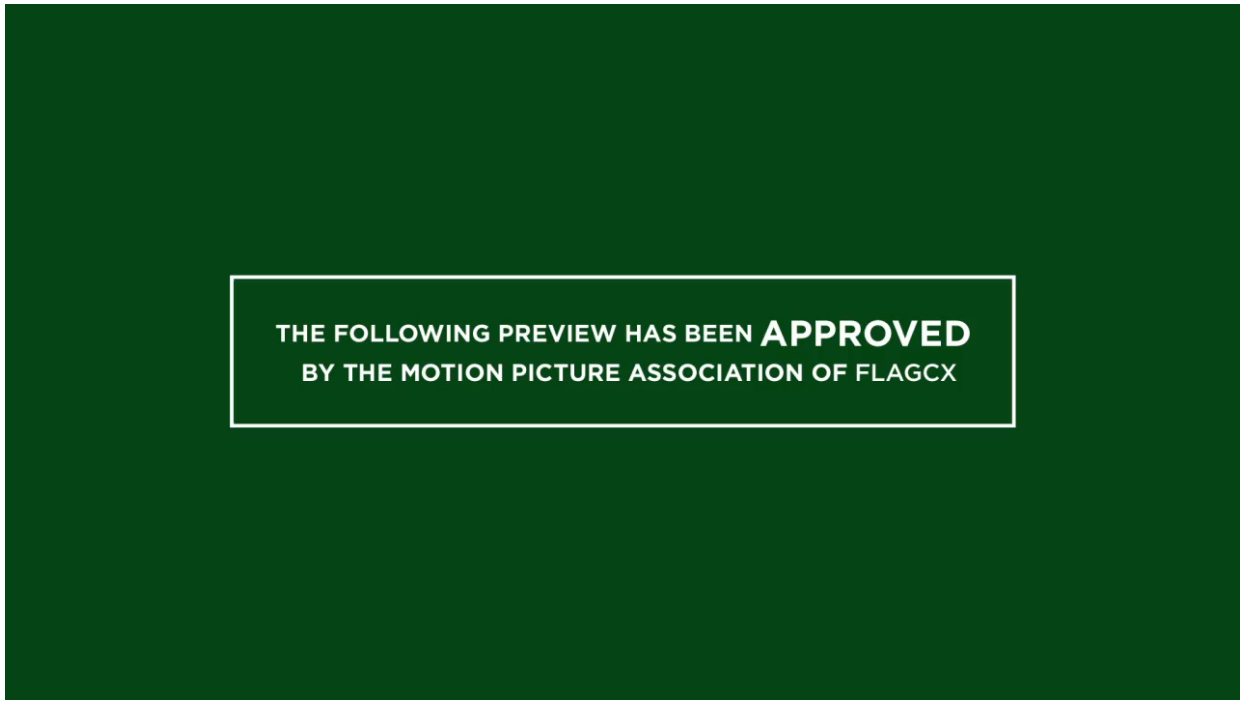

DATA
CREATIVE

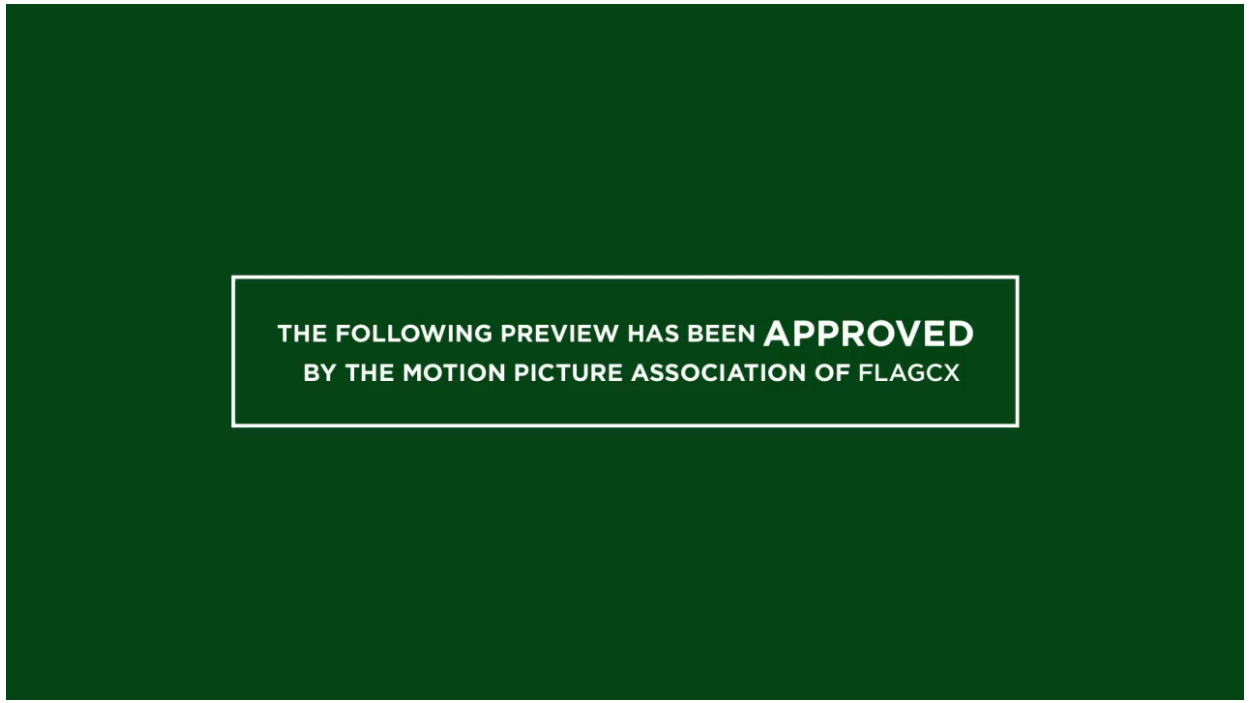

Adding SPICE
Social
Interactive
Experiences
Personalization
Customised

Questions:

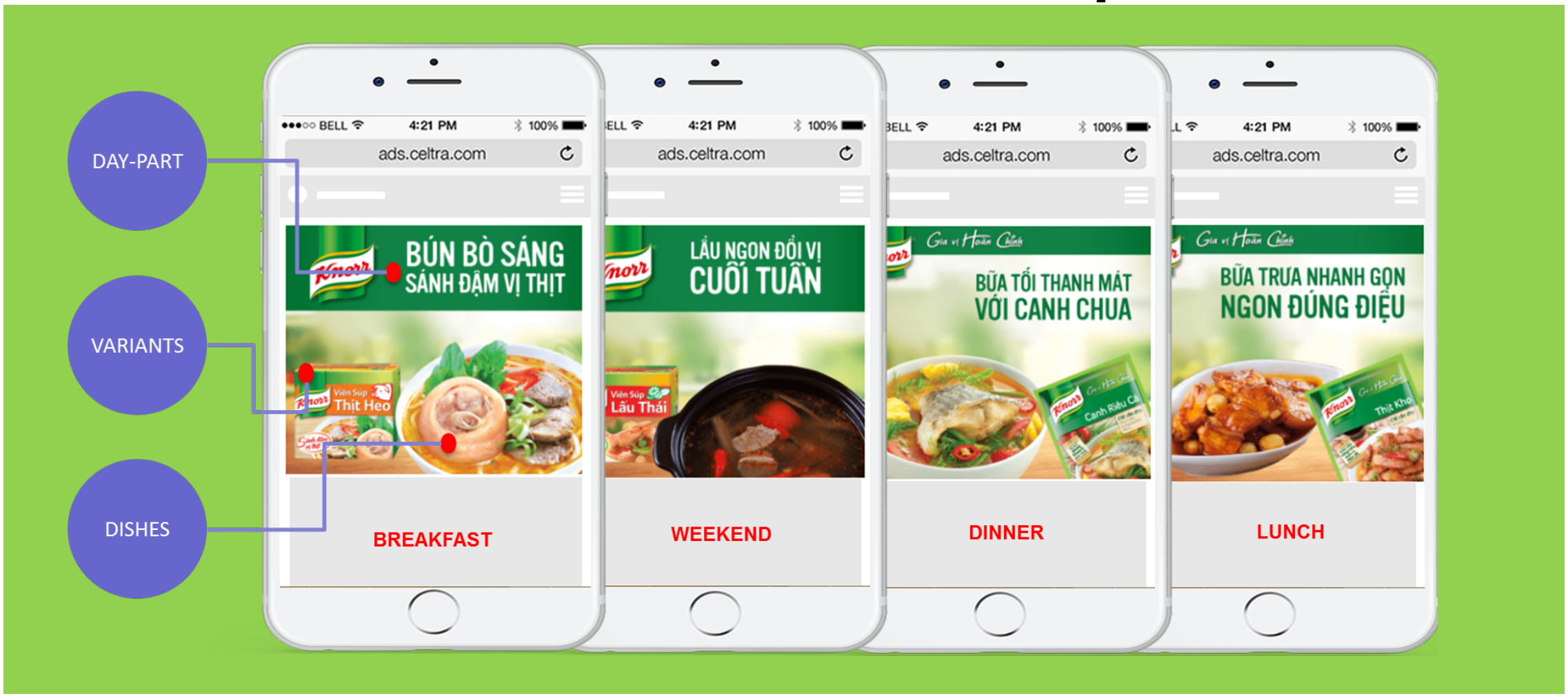
Can you imagine how many visual we can have in digital?

Axe used surfing habit data to develop **100K** different trailers which achieved **27M** views





Knorr Leveraging Data & Technology To Personalise the Consumer Experience




PIONEERING

PIONEERING IN TECHNOLOGY




closeup


REXONA - PIONEERING IN CONTENT
"RUNNING'S ALSO THE LANGUAGE"
Do more.
join the movement
Available on the App Store
Available on the Android Market
No1 Free Fitness & Health App on Google Play

Rexona

Culture Waits For No Brand

FLUID MOMENTS

Moments that will likely occur in culture during the year, we just don't know when

These are recurring themes within human behavior (news worthy situations) that carry weight in pop culture and that the brand has "the permission" to rally around / align with based on consumer perception and brand essence.

VIETNAM'S MOST TALKABLE TOPIC ON 7TH AUG



Modest Hoang Xuan Vinh makes history for Vietnam as he strikes gold in shooting

Vinh ended Vietnam's six-decade wait for a first Olympic gold medal on Saturday



Congrats to Vietnam's Hoang Xuan Vinh 👏 bbc.in/2b9TTUZ



12:05 PM - 6 Aug 2016

Shooter Hoang Xuan Vinh, Vietnam's first Olympic gold medalist, is actually short-sighted

TUOI TRE NEWS
UPDATED : 08/07/2016 15:39 GMT + 7



*CLEAR MEN SPEAKS FOOTBALL IN REAL-TIME, LEVERAGING **ARTIFICIAL INTELLIGENCE***



Football fans can choose a team to support to compete with Cristiano

Chatbot releases the result of game

151mil impressions

7mil visitors

32mil engagement

UEFA EURO2016 FRANCE

TM

https://www.wetransfer.com/downloads/5cbeb2fa1652a2dee3dde9c49e6d77e720161019170034/df2cb05ced99bf9cc7d466b5281b5c4c20161019170034/a6c918


MOBIFONE 2:33 PM 82%
ClearMen Việt Nam
WHAT'S UP?
Penalty shootout for gifts. Join huh?
CLEAR MEN
Thi tài sút bóng cùng Ronaldo
Vui Euro nhận quà liền tay từ Clearmen
Nhập tin nhắn
CLEAR MEN
ĐÀN ÔNG ĐỈNH CAO PHONG ĐỘ
STAY UP WITH EURO
CHAT WITH
RONALDO
CHAT NOW