

# SRI VIETNAM

## *SERVICES PROFILE*



*a member of Masso Group*

# Content

- 1 About us
- 2 Our services
- 3 Our approach to service delivery
- 4 Case studies

# A little bit about SRI Vietnam

- ❖ As a member of Masso Group, we are a **pioneering agency** in CSR and CSR communication consulting services
- ❖ Our passionate and professional team



**Denise Thi (MA)**  
*CSR Director*



**Nguyen Trung Thang (MA)**  
*Business & Communication  
Consultant*



**Akhila Vijayaraghavan**  
*(CSR Practitioners  
Certification of IEMA)  
CSR Analyst*



**Nguyen Minh Giang**  
*CSR Consultant*

We also have a large network of regional & world-class freelance consultants.

\* **SRI** means *Social Responsibility Investment*, which is under the CSR umbrella concept. While CSR employs more efforts from companies, SRI allows companies to consider CSR as an investment, even a financial one, that means corporate can do CSR as much as their resources with higher flexibility.

# Our CSR network



ASIAN INSTITUTE OF MANAGEMENT  
AIM CONFERENCES



ASIAN INSTITUTE OF MANAGEMENT  
RAMON V. DEL ROSARIO SR.  
CENTER FOR CORPORATE SOCIAL RESPONSIBILITY



**ASIAN FORUM**  
on Corporate Social Responsibility

Asia's Foremost CONFERENCE and EXPO on Corporate Social Responsibility  
November 19 & 20, 2009 • Crowne Plaza Hotel  
Metro Manila, Philippines



# Our clients



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# Our services will give you peace of mind...

*Your sustainable goals and dedication deserve empowerment.*

*Good communications plan and, utilizing all of the latest tools and methods available, is an excellent way to bolster your public profile and reputation and help you to achieve your vision and gain cooperation from other sectors.*

*We assist you in the conceptual design and realization of your communication solutions so that your messages reach the relevant target groups by all possible means.*

We offer communication solutions which aim to address your concerns in communication with various purposes...

- Social Marketing for E&S projects
- Development of marketing & communication campaigns
- Development of campaign marketing materials

To make your old clothes  
**new again**  
all you need is a **human side.**

Designed by BRAVOSINZ.

Your old clothes can be new ones to the thousands whom Shanti Daan helps cover. Donate your old clothes to Shanti Daan by bringing them in between December 18th to 20th, 2006.

So look out for the collection box on your floor.

Live the Spirit of

Spiritof3@3globalservices.com

# Social Marketing for E&S project

*Social campaigns must be communicated well in order to maximize your exposure to your target audience and the social impact associated with the campaign goals and mission.*

*In this package, we offer you services such as...*

❖ **360 degree marketing**

❖ **Online marketing campaigns**



# Social Marketing for E&S project

## ❖ Viral marketing



## ❖ Social media marketing campaign



# Social Marketing for E&S project

❖ **Public and media relations campaign**



❖ **Website/ Micro site for organizations/ social campaigns**



❖ **Content management for social media page**

# Community-contributing campaign organizing

*Our job is to make your campaign interesting, touching, attractive and effective using activities below...*

- ❖ **Public / Community activity design**
- ❖ **Teasing campaign** (before launching main campaigns/ fund raising activities)
- ❖ **Community events**
- ❖ **Fundraising closing/ announcement ceremony events**

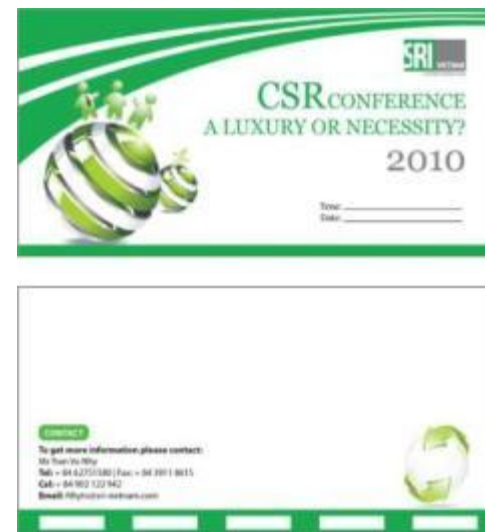
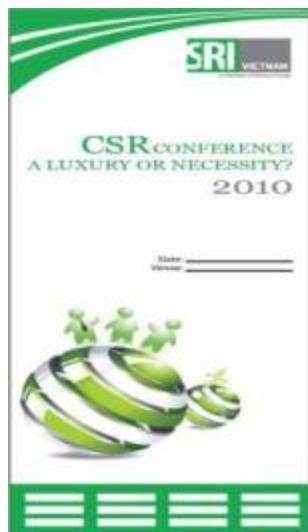


# Organization/ Campaign Marketing materials

*Your marketing and outreach materials should be professionally produced in order to ensure that you are presenting yourself well.*

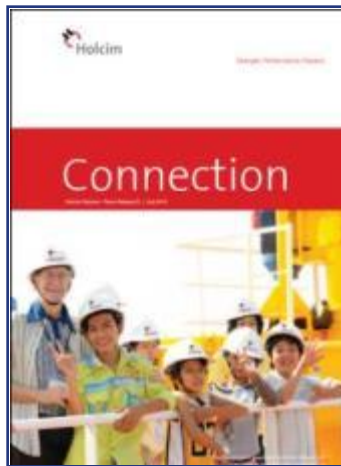
We are experts in the development, design and production of all types of marketing materials, so you can rest assured that your image is in good hands.

## ❖ Marketing material design

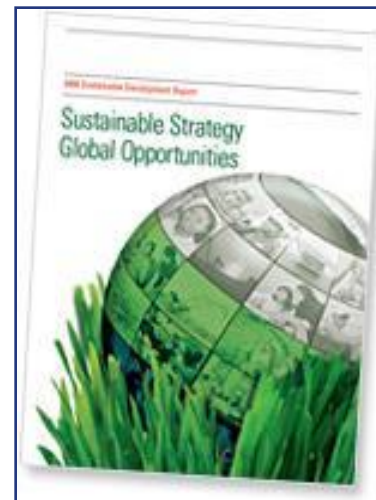


# Organization/ Campaign Marketing materials

- ❖ Publication production, from theme, concept, content copy writing & layout



- ❖ Annual review/report production



# Why SRI Vietnam?

## ***WE BRING YOU...***

- ❖ A deep understanding of global CSR practices, with local context
- ❖ A full service PR consultancy that provides efficient communication solutions
- ❖ Good understanding of corporate strategy
- ❖ Clear and well-defined communication strategy
- ❖ Government & media relations
- ❖ Detailed execution plan and professional writing in multiple languages
- ❖ Specific expertise in social development
- ❖ A large (and growing!) network of seasoned experts

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# Our approaching is based on...

- Multi-faced Analysis
- Public & Private concerns Matching
- Effective & Intelligent Communication
- Measurement-oriented

# Our game plan



# Our game plan

1.  
OBJECTIVE  
IDENTIFYING

2.  
SITUATION  
ANALYSIS

3.  
POSSIBILITY  
EXPLORING

4. DETAILED  
ACTION PLAN

5.  
IMPLEMENTATION  
& OPTIMIZATION

*After understanding what you want and who you are dealing with, SRI Vietnam will help you to investigate further the situation, in order to understand and analyze your strengths and weaknesses, your possibilities and best-selling stories.*

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*With information collected from the two previous steps, an efficient communication/ marketing strategy with inspiring concept and story for your campaigns will be explored and developed.*

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*Based on the defined strategies, a complete action plan will be established with all the details, including approaching tactics, schedule and estimated cost.*

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*The final step of this process is to make sure that all the KPIs is delivered by the committed time. Moreover, we are unstoppable in creating possibilities for over-expected achievements.*

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# Highlighted Case Studies

## VINAMILK 6 MIL. GLASSES OF MILK



*A campaign targeting to bring 6mil. Glasses of milk to children and students in all areas of Vietnam.*

### ❖ Objectives:

- To provide more calcium and other nutrients to Vietnamese children via milk consumption.

### ❖ Implementation:

- Number of provinces & cities: 62
- Number of schools: 55
- Number of “open houses”: 350
- Number of children receiving milk: 19.905 students and 29.828 “open house” children

# Highlighted Case Studies

## ❖ Results:

- 5.770.344 glasses of milk were brought to Vietnamese children.
- Vinamilk became the pioneer in promoting solutions to the problem of low milk consumption in Vietnamese population. More than 70% of Vietnamese do not have the habit of drinking milk as a source of calcium and nutrition. This social issue results in little recognition of benefits of milk consumption in many Vietnamese adults & children. Besides, many orphans suffer from insufficient milk consumption that negatively affects their growth and development.
- During its duration, the campaign received a lot of support from relevant partners and schools and proved successful.

# Highlighted Case Studies

## ***HOLCIM VIETNAM – “CONNECTION” NEWS RELEASE***



### ❖ Objectives:

- Strengthen Holcim’s engagement with its non-business stakeholders through creating the quarterly news release called “Connection”.

### ❖ Our work:

- Proposed the initial master concept, framework & content of the publication
- Built up ideas & overall idea for each version going along with the communication purposes of Holcim
- Managed and conducted the detailed content development in order to successfully deliver Holcim’s culture and sustainable development spirit
- Took full responsibility for designing friendly and comprehensive layouts

# Contact details

*We are more than happy to give you an offer, please contact us ASAP to build or improve your Communication & Social Marketing campaigns.*

**Ms. Denise Thi (CSR Director)**

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Thank You !



*a member of Masso Group*