

# Level up your digital marketing this Tết

---

"TẾT, TẾT, TẾT, TẾT ĐẾN RỒI"



# Preface

2020 might be an unpredictable year, but there is no doubt that it has changed the way people think and act, on both an individual and an organizational level. In this era of “The New Normal”, where social distancing is a norm, nurturing a solid digital connection becomes crucial for both brands and consumers.

At Decision Lab, we believe that digital connection is the key to this Tết season, which is why we are on a mission to help marketers level up their “digital marketing maturity”. Read on and enjoy this unprecedentedly digitized Tết.



# The ultimate guide to win Tết season

WHAT'S IN THIS GUIDE.



Mastering Digital Marketing is about delivering the right message to the right person at the right time, and then repeating that at scale.

In this section, we provide insights on where you can reach your audiences and which platforms are emerging so you can effectively plan your next Tết campaign.

## 1 KNOW YOUR AUDIENCES

## 2 REAL TIME MEASUREMENT

*"If you can't measure it, you can't manage it!"*

We think this summarizes the importance of measurement well.

In this section, we introduce the fundamental concepts as well as the process of how to measure your digital marketing effort for maximum reward this Tết.

Imagine that you have an always-on data source from which to create actionable insights.

In this section, we tell you when and what you should be measuring. Be prepared to read best-in-class cases of effective digital measurement.

## 3 AGILE & UNLOCK COMPELLING INSIGHT





KNOW YOUR TẾT AUDIENCES



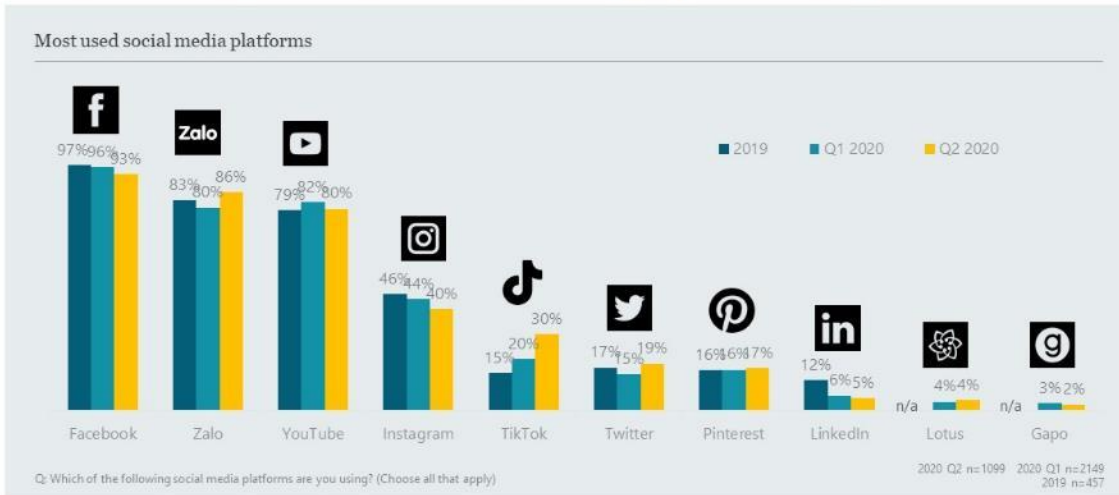
REAL TIME MEASUREMENT



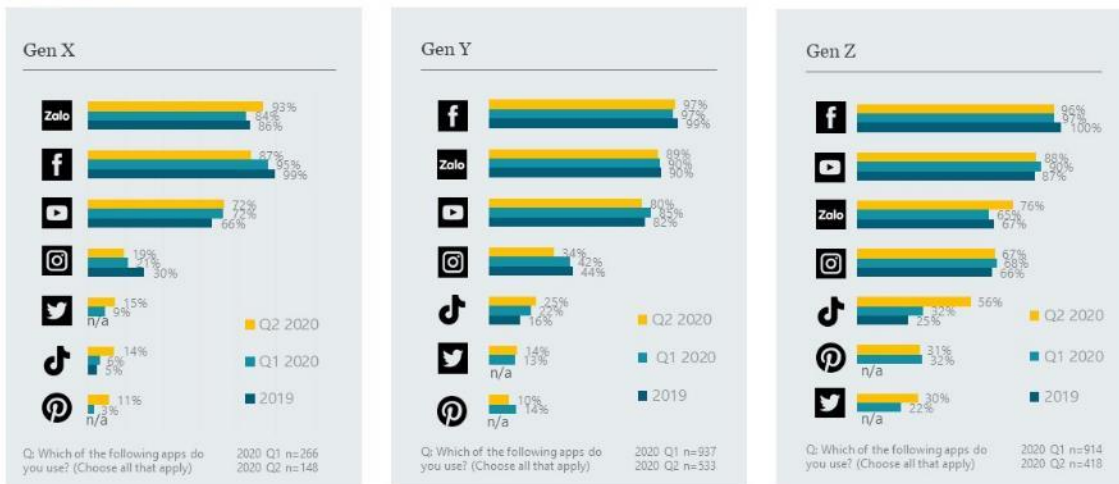
AGILE & UNLOCK COMPELLING INSIGHT



Facebook holds on to the top spot, Zalo and YouTube competing for the second, and TikTok is catching up with Instagram



Zalo, TikTok and Twitter surge among Gen X and Gen Z, Instagram holds on to Gen Z but losing popularity among Gen X and Gen Y



# What social network do they use?

AND WHO IS USING WHAT.



It is important to establish presence where your target audience frequents.

This is the reason why Decision Lab tracks the [Connected Consumers](#) quarterly, to provide you a snapshot of the social media landscape.



# Where they go and what they do there

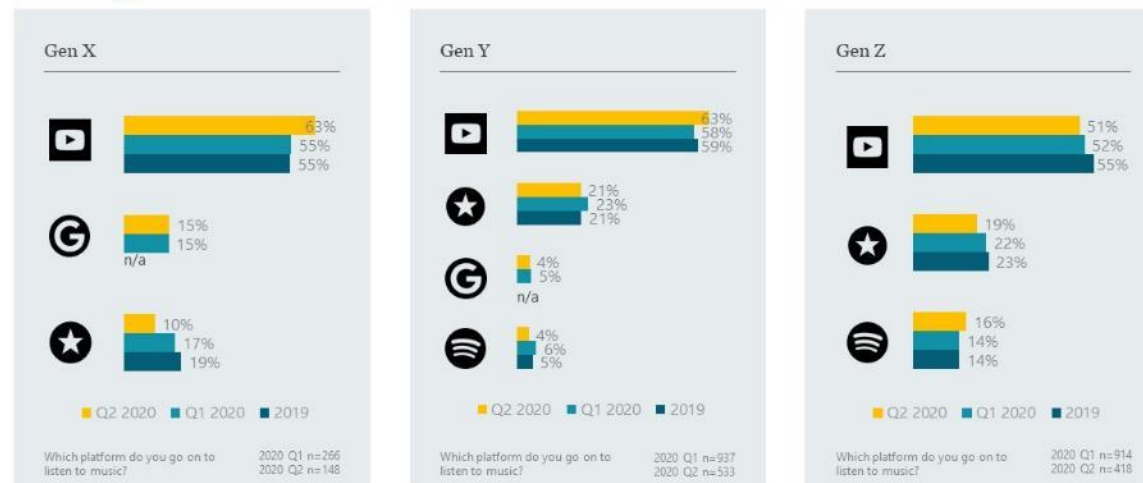


Which platform do they go to for their movies fix?

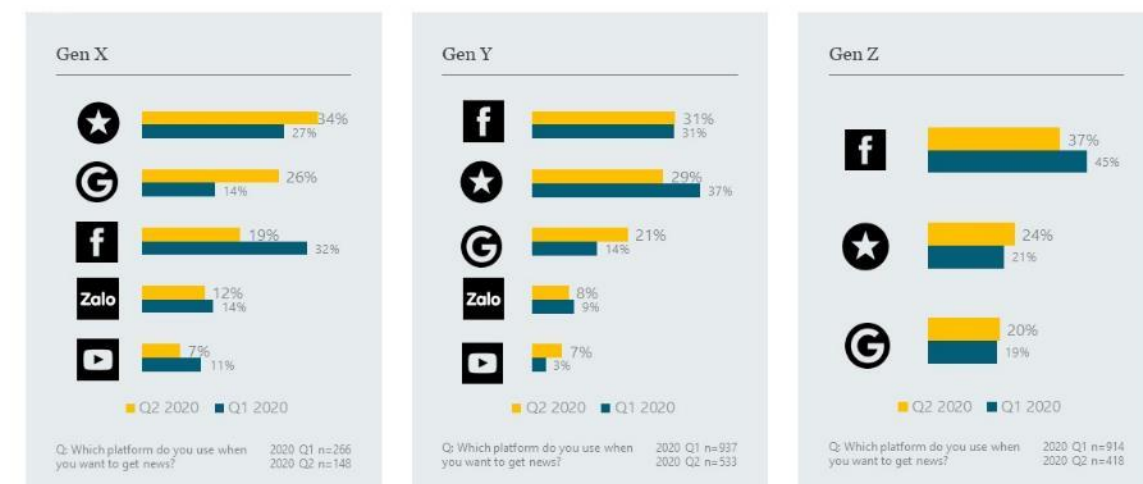
What about music or news?

If your target audience is 16 – 24 audiophiles, will they see your ad on YouTube, or will they be exposed to your brand on a local music streaming platform? We provide the [insights](#).

Local music platforms are losing popularity among Gen X, while Spotify is trying to catch up with local music platforms among Gen Z



Gen Z is still relying on Facebook for their news, meanwhile, Gen X and Gen Y go to local publishers and Google Search to diversify their news sources

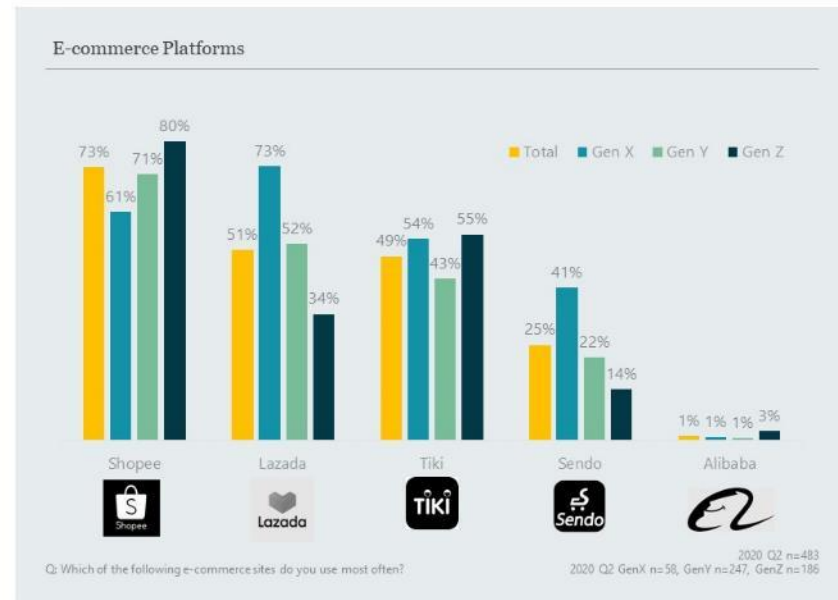


Online shopping is dominated by e-commerce sites, although brands' official sites see some gain in the 2<sup>nd</sup> quarter



Q: Which of the following apps do you use most often when you want to shop online?

2020 Q2 n=1099 2020 Q1 n=2149  
2019 n=457



Among those who chose e-commerce as their most used online shopping platform, Shopee is the most popular choice overall.

Lazada is still the no.1 platform for Gen X, although not being very popular among Gen Z.

# Where do they shop?



IN THIS MOST DIGITIZED TẾT EVER

Could this be the Tết where online shopping and contactless gifting would be the norm?

If so, do your consumers go on Facebook to shop online, or do they trust your brand's official website?

What about their favourite e-commerce platform?

We compiled the [data](#).



# Will my consumers behave differently during Tết?



We provide the latest snapshot consumers' online behaviors in our quarterly [Connected Consumer](#) full report.

We also look at [how consumers' behaviors on social media during Tết](#) differs compared to the period before Tết, so you can both have a baseline and an expectation.

## The Connected Consumer Q2 2020

PREPARED BY DECISION LAB  
AUGUST 2020

[DOWNLOAD HERE](#)

## Consumer behavior before and during Tết 2020 – An analysis

WHAT CONSUMERS DID ONLINE BEFORE AND  
DURING TẾT 2020

[DOWNLOAD HERE](#)





KNOW YOUR TẾT AUDIENCES



REAL TIME MEASUREMENT



AGILE & UNLOCK COMPELLING INSIGHT





“If you can’t measure it, you can’t manage it!”

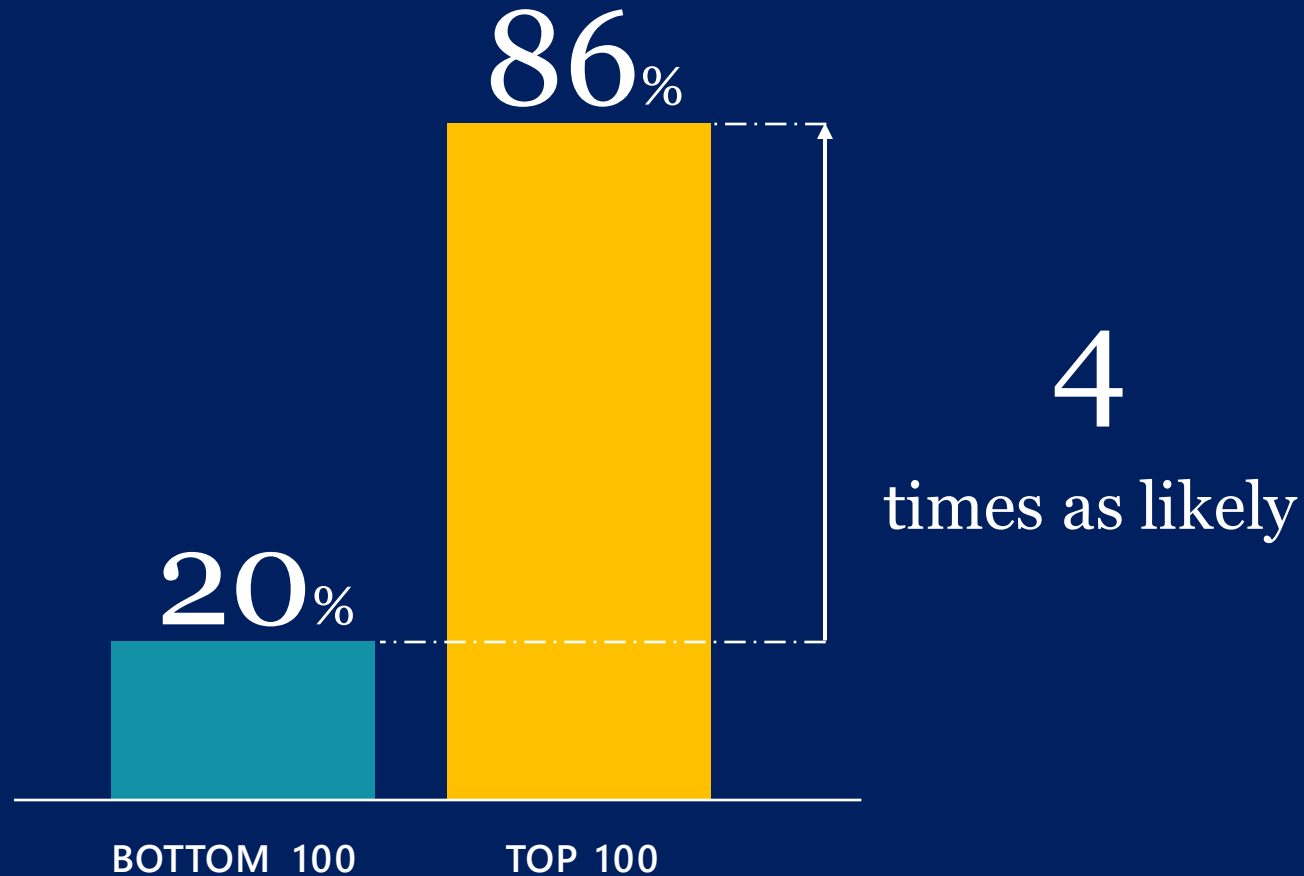


**Soames Hine**

MARKETING DIRECTOR AT PIZZA HUT VIETNAM



## Benefits of measurement



Research conducted by global management consultancy Bain & Company suggested that companies at the highest level of measurement maturity strategy are 4 times more likely to exceed their business objectives, grow revenue and improve their market share.





# Type of measurement

7

Ad Delivery

6

Ad Fraud

5

Brand Safety

4

Viewability

3

Audience Measurement

2

Brand Measurement

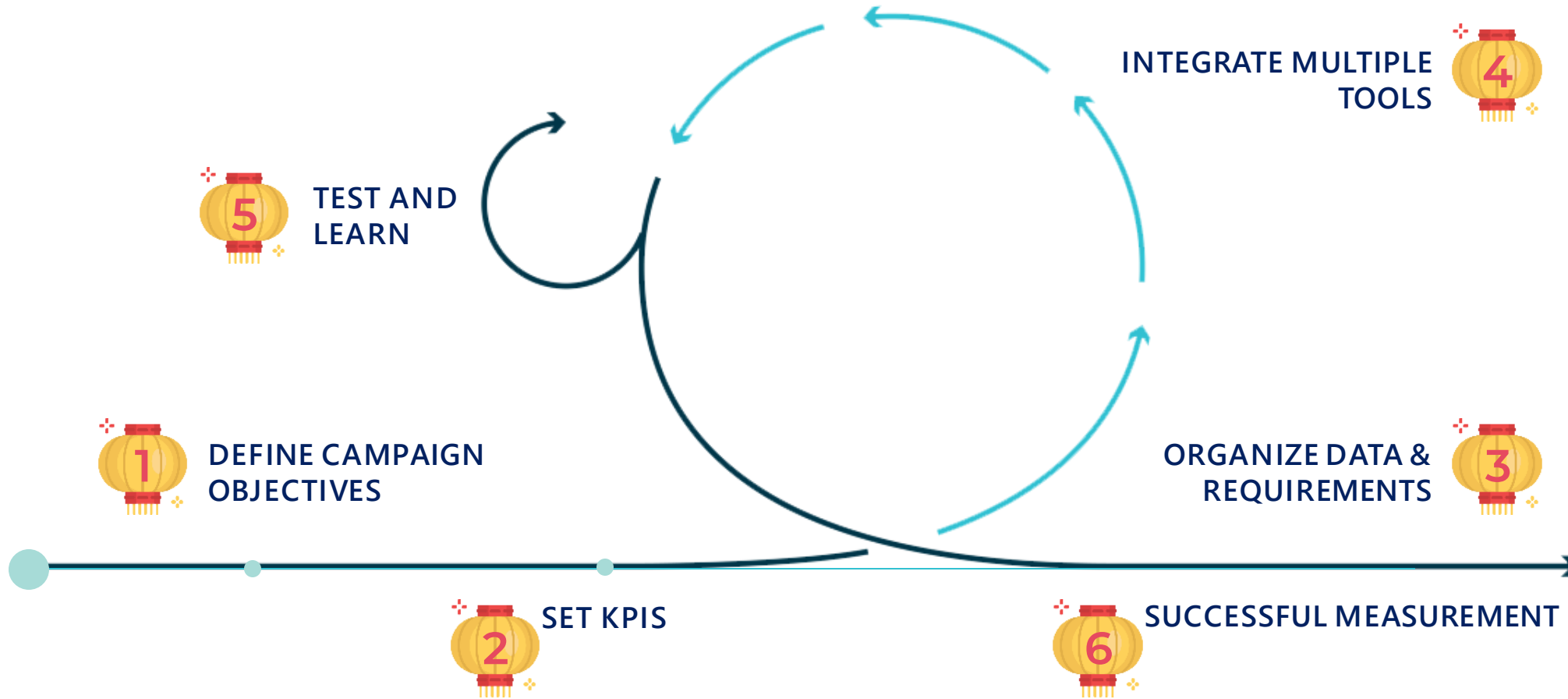
1

Sale Measurement

HYGIENE FACTORS

IMPACT FACTORS

# Key principles of measurement success





# 1

## DEFINE CAMPAIGN OBJECTIVES

Every campaign should have one major objective. For example, an awareness campaign is different from an acquisition campaign, and the objective will reflect this. This campaign objective should then guide creative execution and media choice.

Most often there are already tools available to provide the type of data you need. The challenge is to combine different data sources and integrate them in one place.

# 4

## INTEGRATE MULTIPLE TOOLS

Depending on the campaign objective, the set of metrics to measure performance will differ. Choosing the right metrics and appropriate KPIs will help you understand if your campaign has been a success.

# 2

## SET KPIs

# 5

## TEST AND LEARN

Leverage the power of data to gain insights into what works and what doesn't by constantly testing until the best execution is found.

# 3

## ORGANIZE DATA AND REQUIREMENTS

Figure out how to acquire the necessary data and how to organize it in a user-friendly way.

Obtain actionable insights from data in order to yield higher returns on future digital investment.

# 6

## SUCCESSFUL MEASUREMENT

# Impact factors

WHAT TO MEASURE DEPENDS ON YOUR CAMPAIGN OBJECTIVES.



## Awareness



## Consideration



## Action

### AUDIENCE MEASUREMENT

- Reach and Frequency
- Impressions
- In-target Delivery Rates

- Reach and Frequency
- Quartiles of Video Viewed

- Reach and Frequency
- (Unique) CTR

### BRAND AND SALE MEASUREMENT

- Lift in Campaign Awareness
- Lift in Brand Awareness

- Lift in Consideration
- Lift in Favorability

- Lift in Sales
- Leads
- Sign-ups
- Lift in Purchase Intent



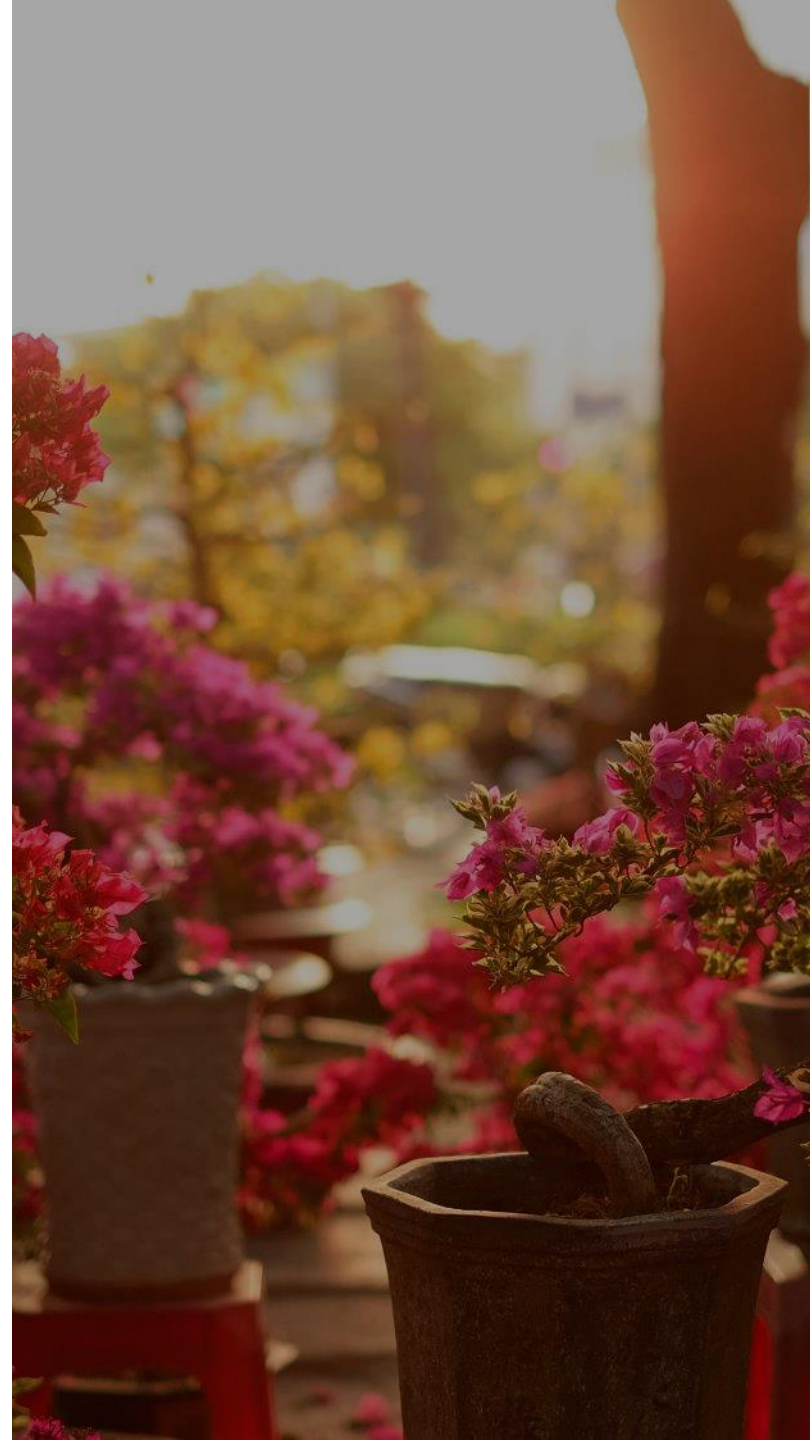
KNOW YOUR TẾT AUDIENCES



REAL TIME MEASUREMENT

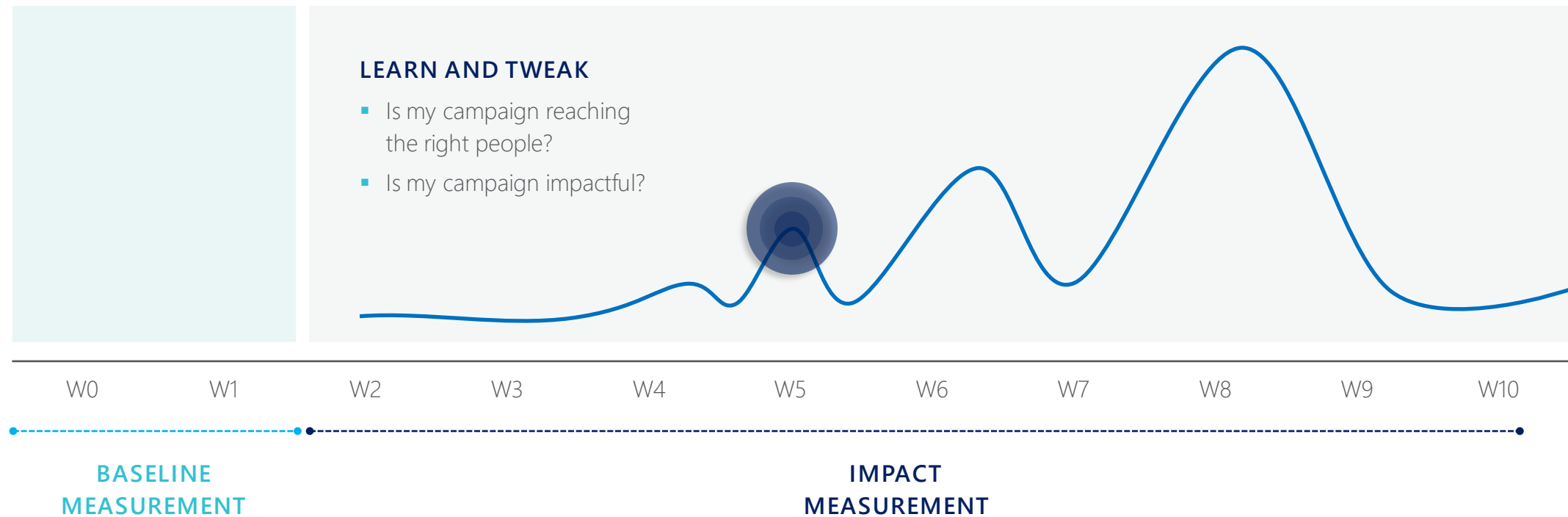


AGILE AND UNLOCK  
COMPELLING INSIGHT

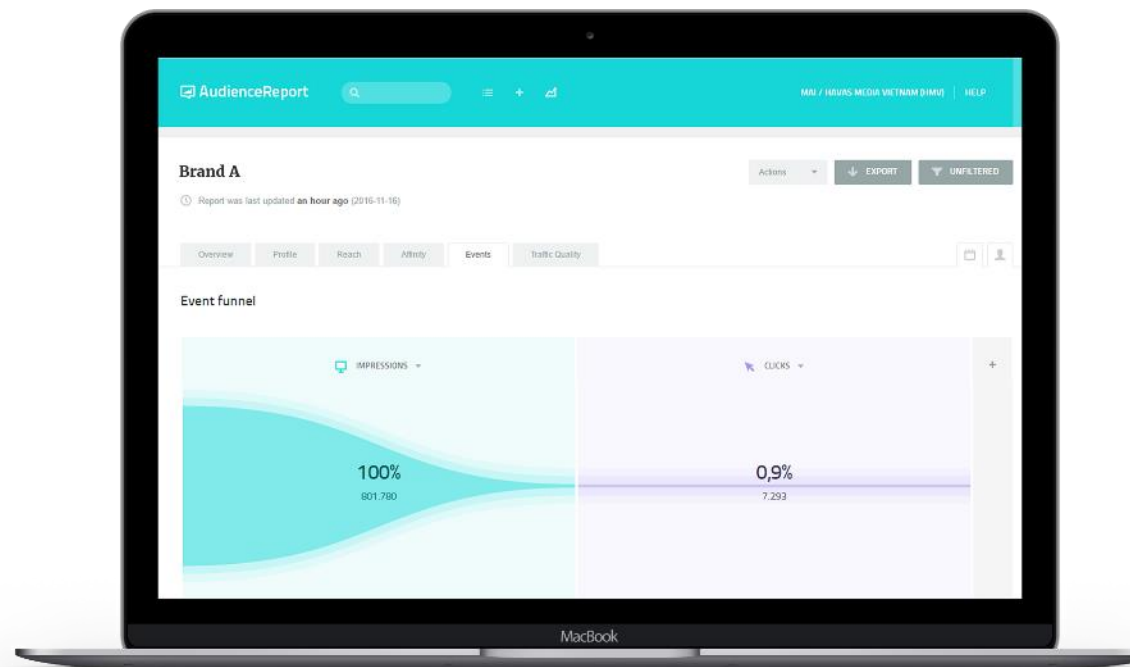




# Unlock insights and tweak campaign execution prior to full investment during Tết



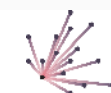
# Real-time dashboard for continuous insight



 AudienceReport

LEARN MORE HERE



 Brandlab™

LEARN MORE HERE

# Are you preparing for Tết?

Visit our Tết-dedicated site to find all the must-have insights and tools to capture this golden holiday season

[LEARN MORE](#)



# Measuring advertising effectiveness in real-time for Pizza Hut in Vietnam



When consumer research indicated that Pizza Hut still had market share opportunity in Vietnam, especially amongst hungry millennials, the world-famous pizza maker recruited Decision Lab to measure the effectiveness of a summer campaign that aimed to refresh the brand's top-of-mind awareness and place their product in an 'entertaining' new context.

There can be no doubt about the rise in popularity of quick-service food items like pizza in Vietnam. Over the last ten years especially, the shareable treat has made its presence felt in most major centers across the country, steadily becoming part of the diet of a growing number of Vietnam's new middle class.

The increase in spending on the iconic fast-food has given rise to a bidding war centered on price, product and convenience between an increasing number of local and international players.

As proof of pizza's success — particularly in a country famous for its own local alternatives — even when Vietnamese diners shifted their out-of-home behavior, and footfall was put under more pressure by full-service competitors like Pizza 4P's, continued demand has meant that the home-delivery and takeaway pizza market has remained one worth pursuing in this country.

## 'PIZZATAINMENT'

In Pizza Hut's case, being an early entrant to the international casual dining scene here has had its advantages, helping it to establish trust with a new generation of Vietnamese pizza-lovers.

This summer, in response to research which suggested that they could improve their share of 'key occasion dining' in Vietnam — especially outside of the weekends and especially amongst millennials — they launched a campaign that introduced several 'indulgent' new products and presented the Pizza Hut brand in a way it hadn't been before in this country.

Because of the risk associated with this, it was important to establish two things; firstly, whether the campaign was achieving cut-through with its target demographic of 16 to 45 year-olds, and secondly to answer the following fundamental marketing problem:

“Would Vietnamese consumers make the link between the new advertisements and the existing Pizza Hut brand?”



# Measuring advertising effectiveness in real-time for Pizza Hut in Vietnam

## THE APPROACH

Using Decision Lab's proprietary brand measurement solution, Pizza Hut was able to understand the answers to these questions in real-time.

More than 100 online interviews were conducted with the target demographic during each week of the campaign, the results of which were updated on a live dashboard across categories including brand salience, cut-through and likelihood of purchase.

As Pizza Hut's Marketing Director Soames Hines is fond of saying himself:

“ If you can't measure it, you can't manage it.

This dashboard allowed Pizza Hut's marketing teams to overlay their advertising spend on the brand metrics, giving an even more accurate indicator of return on advertising spend. To benchmark the Pizza Hut brand, all responses were tracked against the performance of its two main competitors, Domino's and The Pizza Company.

## OUTCOME

As a result of leveraging Decision Lab's brand measurement solution, Pizza Hut was able to unlock actionable consumer insights and make agile marketing decisions around media spend, creative execution and product mix.

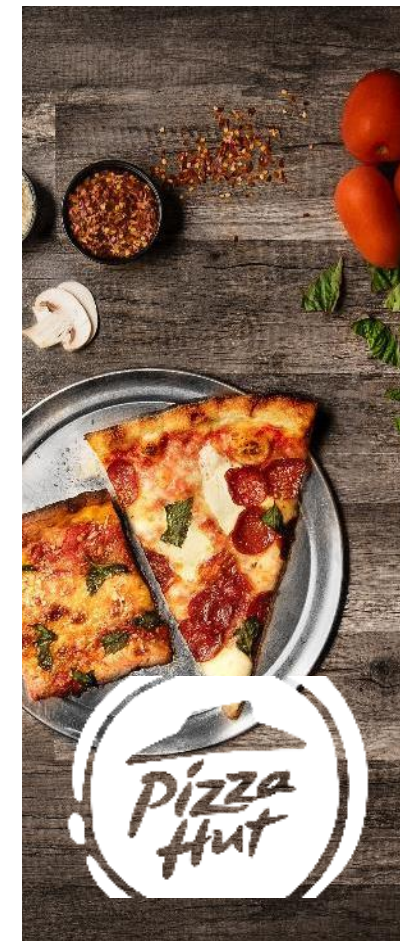
it was also able to measure the impact of its 'Pizzatainment' brand platform, its' buy-one-get-one free retail offer and see exactly what percentage of its key audience had recalled the campaign unaided.

Rather than wait for quarterly or half-yearly research results, the above approach allowed the brand to get ahead of its competition, build a more accurate picture of their audience response (from which to build future campaigns) and understand the value of being able to respond quickly to the expectations of Vietnamese pizza-lovers.

“ Working with Decision Lab on this campaign has given us the insights necessary to optimize the content we use to engage with our audience.

Being able to analyze feedback from our target audience as it occurs on a live dashboard has been an invaluable resource, meaning we can tailor our online campaigns to generate the most return on what we spend and where we spend it.

Soames Hines – Pizza Hut's Marketing Director



# Real-time campaign optimization: A case with FrieslandCampina Vietnam



After FrieslandCampina's product YoMost successfully established itself as the category leader of drinking yogurt in Vietnam, the brand set its product an even more challenging goal: to become the category leader of healthy drink in Vietnam, a much broader and more competitive category. One of their first missions was to increase the spontaneous awareness of YoMost and encourage product consideration.

## ADDRESSING THE ISSUES

YoMost's target audience, known as Generation Z, is the first to be born with access to the internet, whose lives now revolve around their internet-connected devices. In theory, this should make it easy for YoMost to reach them.

However, with a shorter attention span and a different media consumption pattern than previous generations, catching their attention and ensuring brand retention have become increasingly difficult.

With this solution, YoMost was capable of monitoring the brand impact generated by each creative, regardless of the digital channel they were aired on. Even the walled gardens (i.e. Facebook in-app and YouTube in-app) were unlocked with this approach.

Based on the real time brand measurement data provided by Decision Lab, FrieslandCampina and the media agency were able to tweak their plan mid-flight, optimizing their media strategy.

## IMPACT

As a result, FrieslandCampina was able to gain an accurate insight into the performance of creatives and devices, and act upon this data in real-time, avoiding wasted resources. With a careful analysis of the available data, Decision Lab was able to discover important findings on the interactional effect of creatives and channels. These valuable learnings meant FrieslandCampina could optimize their subsequent media investment.

# The tool box



## AudienceReport

### AUDIENCE MEASUREMENT

Enable to analyze and optimize digital media investments in real-time across platforms

From 2,000 USD



## Effectlab™

### BRAND LIFT STUDY

Quantify and provide insights to understand the effectiveness of the digital campaigns

\*From 5,500 USD

Agile research products that give you direct consumer response and allow you to make decisions fast.

But Why Us?

- Fast and flexible research approach
- Best-in-class survey methodology
- Largest and most accurate online community in Southeast Asia
- Decision-focused reports and dashboards






## Reach out to us

---

2<sup>ND</sup> FLOOR - WEWORK SONATUS  
15 LE THANH TON, DISTRICT 1  
HO CHI MINH, VIETNAM

+84 28 7101 0199 | [DECISION@DECISIONLAB.CO](mailto:DECISION@DECISIONLAB.CO)  
[WWW.DECISIONLAB.CO](http://WWW.DECISIONLAB.CO)





# Consumer behavior before and during Tết 2020 – An analysis

---

WHAT CONSUMERS DID ONLINE BEFORE AND DURING TẾT 2020



# About the study

For consumers, Tết is a time to break out of year-long habits, including what they do online as well as how much time and which device they use for browsing.

Although 2020 has been an unpredictable year, we believe that looking back at what consumers did online before and during Tết 2020 can offer insights into the changes in their behaviors for the upcoming holiday season.

This report, together with our quarterly conducted Connected Consumers report, will help marketers to set both a baseline and an expectation for consumers online behaviors this Tết.



# Online quantitative survey using Decision Lab's online panel

JAN 23, 2020 – FEB 03, 2020



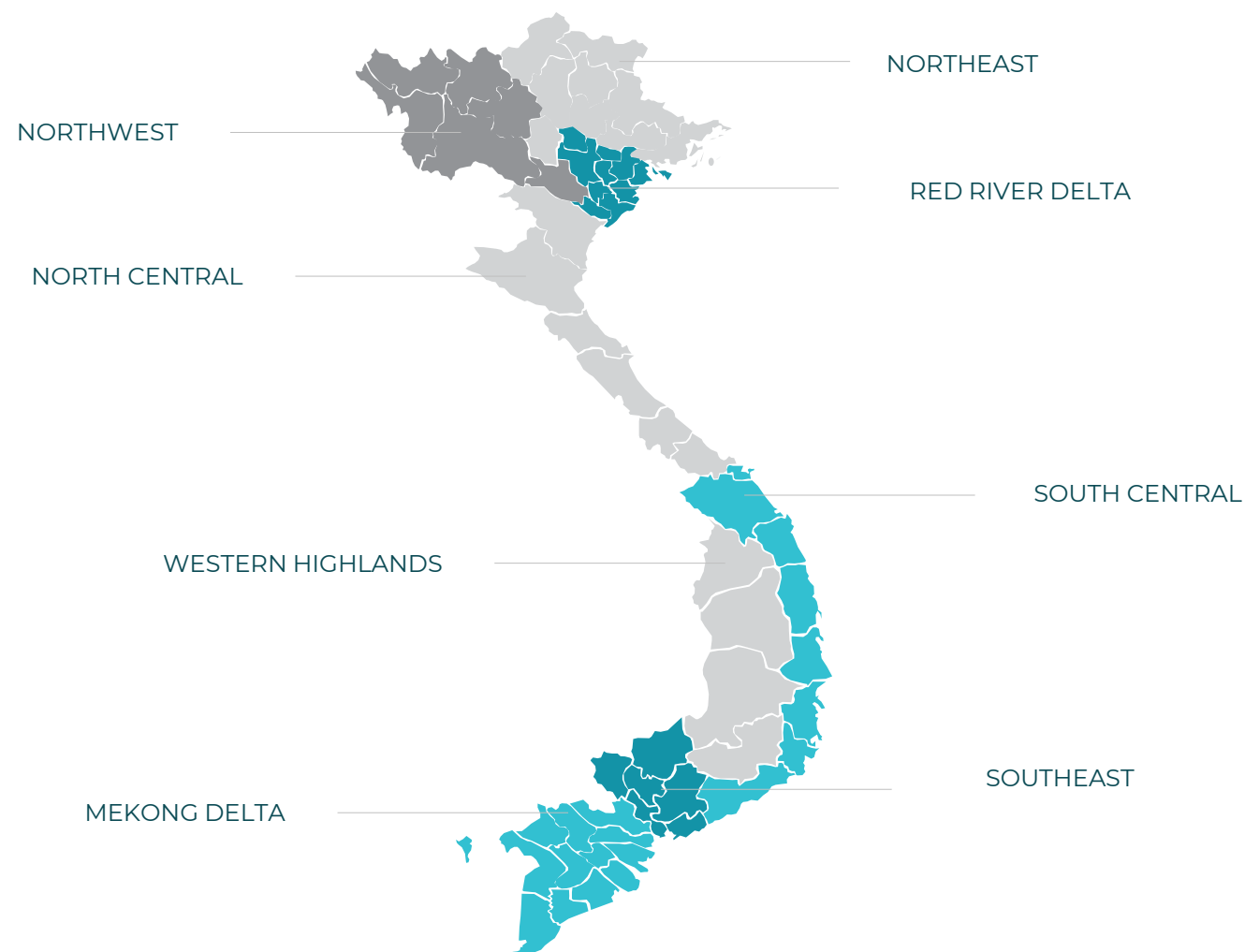
642

SAMPLES COLLECTED DURING TẾT

DEC 30, 2019 – JAN 22, 2020

830

SAMPLES COLLECTED PRE-TẾT





# The Connected Consumers' profiles



**GEN Z**

**BORN BETWEEN 1997 – 2005**

**AGE 15 - 23**



**GEN Y (MILLENNIALS)**

**BORN BETWEEN 1981 – 1996**

**AGE 24 - 39**



**GEN X**

**BORN BETWEEN 1960 – 1980**

**AGE 40 - 60**

# Key inspirations from Tet 2020

How advertisers can leverage the Tet disruption to create winning 2021 media campaigns



## **TET IS THE TIME FOR “HIDDEN GEMS” IN MEDIA**

The digital landscape is hugely disrupted during Tet, as Facebook and Youtube are no longer the only go-to place for many people. This gives chance for an even more diverse and cost-saving media mix.



## **GEN Y SPENDS TET RECHARGING AND ENJOYING ONLINE**

Tet is the time to let your hair down and go watch your entertaining short videos and catching up on your favorite movies, as evident in the increase in frequency with online activities among Gen Y compared to normalcy.



## **THE WAY MAY BE CHANGING, BUT CONNECTING AND GATHERING REMAINS AT THE CORE OF TET**

Contrary to popular beliefs, digital empowers Tet to connect people together in entirely new ways, like a wholesome family gathering in front of a smart TV, or like texting “Happy New Year” on Messenger to your dearest friends.

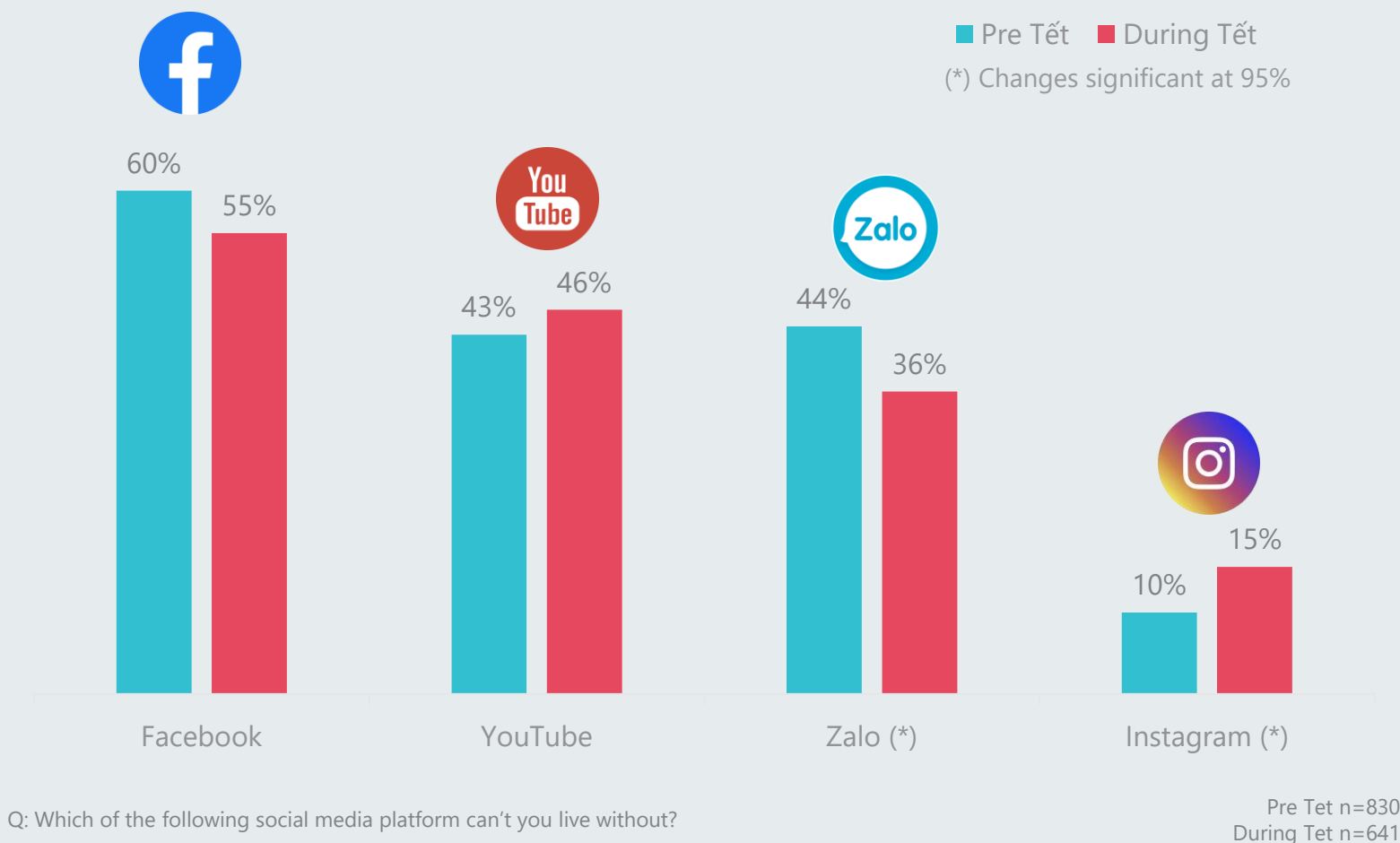




# Consumers' online behaviors - Pre Tết vs. During Tết

---

## Platform consumers could not live without – Pre Tết vs. During Tết

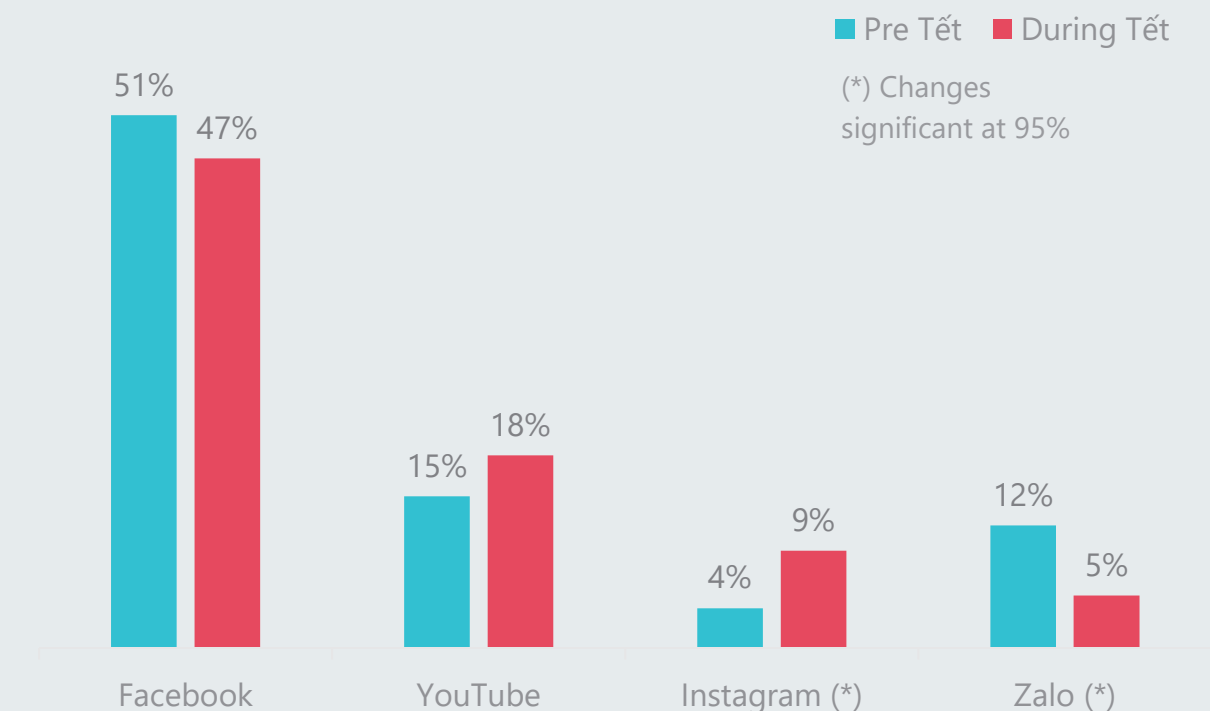


YouTube took over the 2<sup>nd</sup> place as the social media platform consumers cannot live without during Tết.

Instagram also enjoyed an increase in importance during holiday time.



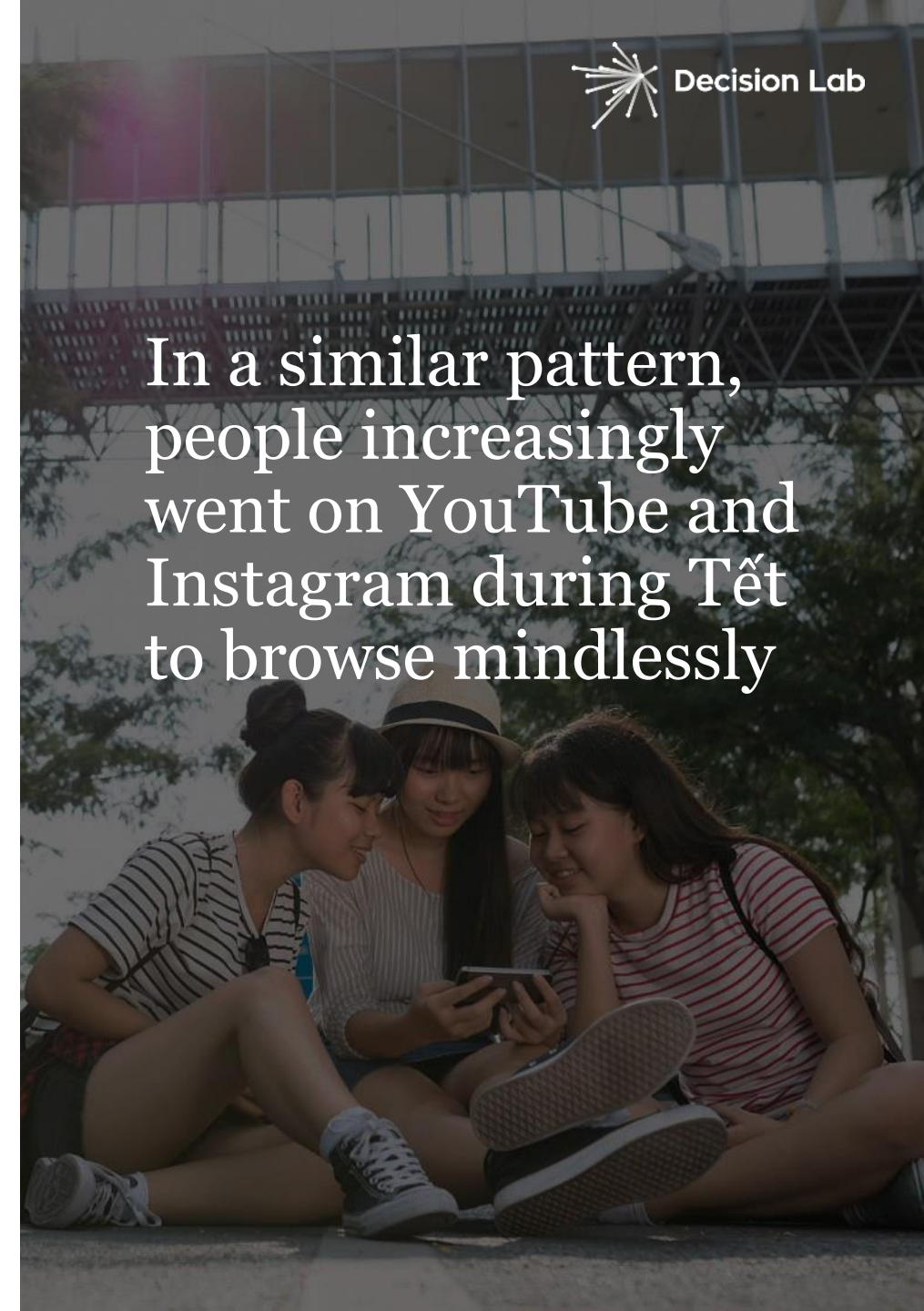
## Which platform did consumers go on to browse mindlessly?



Q: Which of the following platform do you use when you want to browse mindlessly?

Pre Tet n=830  
During Tet n=641

In a similar pattern, people increasingly went on YouTube and Instagram during Tết to browse mindlessly



The proportion of Gen Z and Gen Y who browsed mindlessly on social media apps at least once per day ceased slightly during this holiday time, but increased among Gen X

72% ▼

Of Gen Z browsed mindlessly at least once per day on social media during Tet, which is a slight decrease from the pre Tet level of **78%**

79% ▼

Of Gen Y browsed mindlessly at least once per day on social media during Tet, which is a slight decrease from the pre Tet level of **83%**

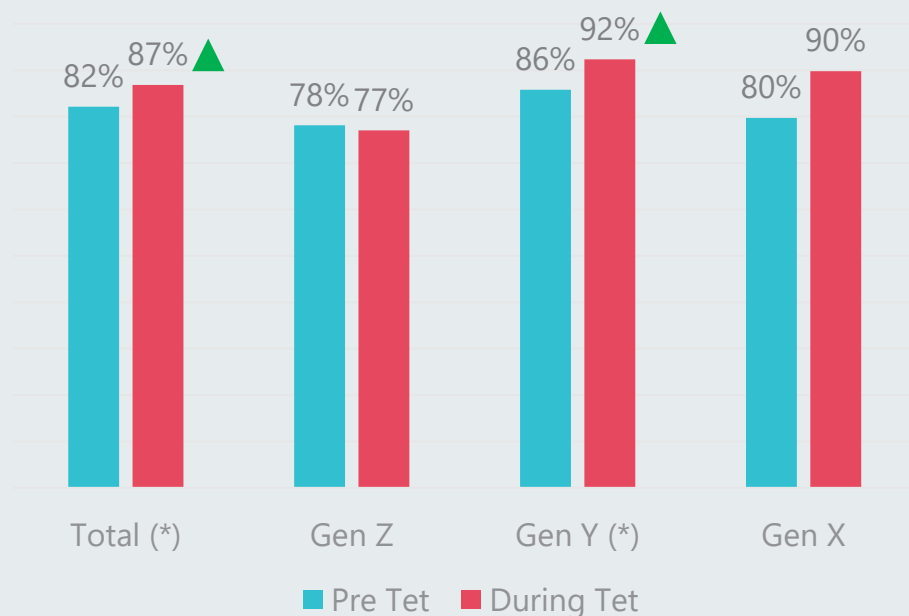
91% ▲

Of Gen X browsed mindlessly at least once per day on social media during Tet, slightly increased from the pre Tet level of **85%**

Q: How often do you go on this app to browse mindlessly? (Reporting those who use the app at least once per day)

Pre Tet n=830  
During Tet n=641

The proportion of consumers who went on social media to connect with friends and family at least once per day



(\*) Changes significant at 95%

Q: How often do you go on this app to connect with friends and family? (Reporting those who use the app at least once per day)

Pre Tet n=830  
During Tet n=641

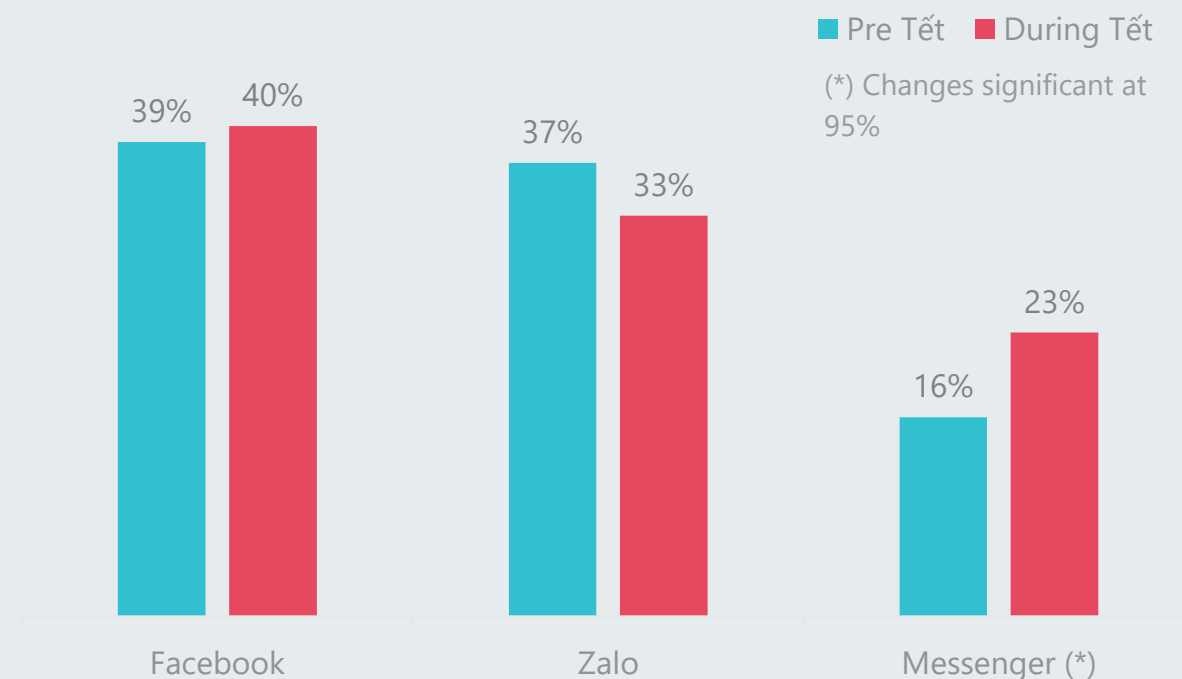
Tết is the time to reconnect with loved ones, as people increasingly went online to reach out to their friends and family, especially Gen Y





Messenger enjoyed a significant increase during Tết as the platform to connect with friends and family

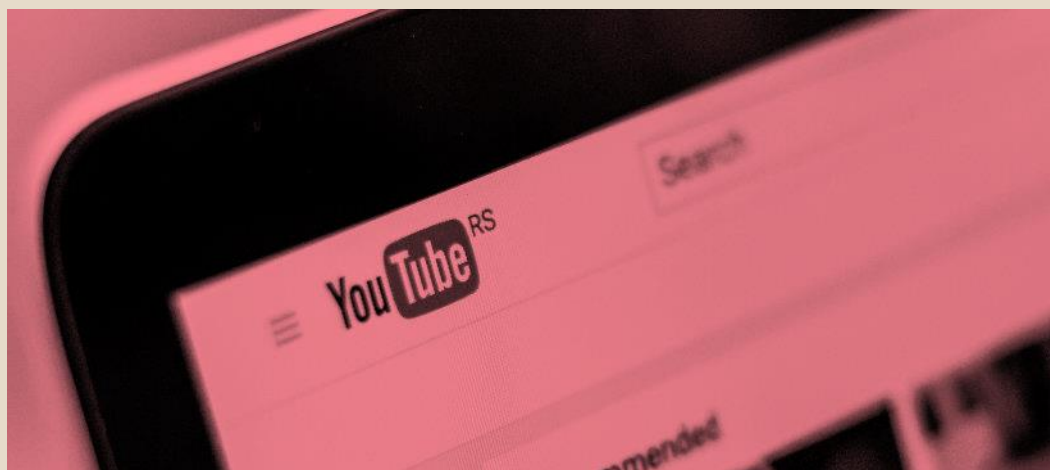
Which platforms did consumers go on to connect with friends and family?



Q: Which of the following platform do you use to connect with friends and family?

Pre Tet n=830  
During Tet n=641

When asked which platform they went on to watch short videos, 39% of consumers picked YouTube during the holiday, a significant increase from the Pre-Tết period



PRE TẾT

29%



DURING TẾT

▲ 39%



PRE TẾT

44%



DURING TẾT

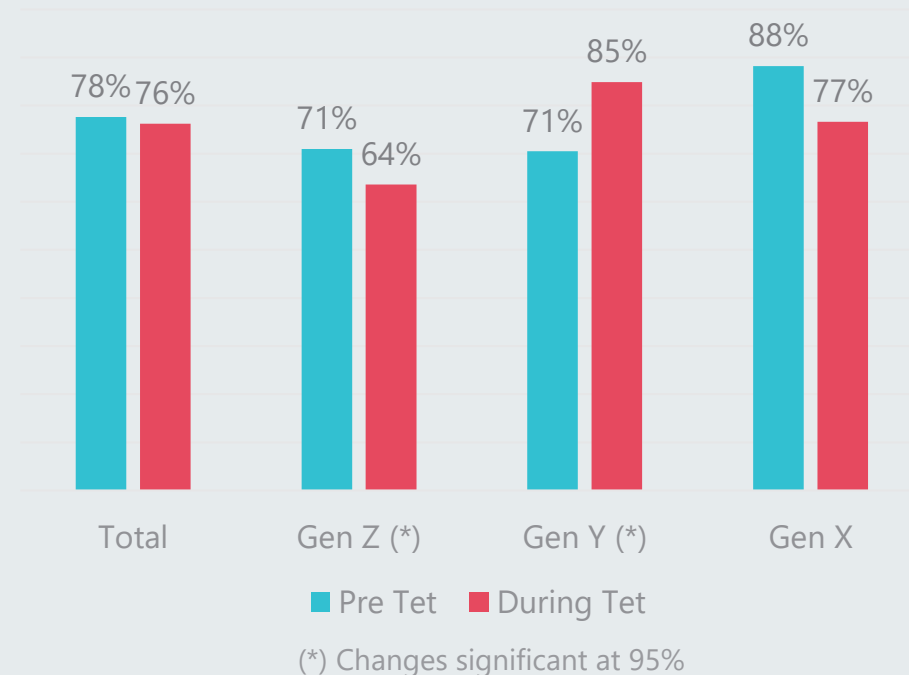
41%

Q: Which of the following platform do you use to watch short videos?

Pre Tet n=830  
During Tet n=641

While Gen Z ceased the frequency of their short-videos watching, Gen Y used Tết to get on board with this media format

The proportion of consumers who watched short videos on social media apps at least once per day



Q: How often do you go on this app to watch short videos (videos less than 3 min)? (Reporting those who use the app at least once per day)

Pre Tet n=830  
During Tet n=641

For Gen Y, Tết is also the opportunity to catch up on the movies they missed or re-watch those they loved

50%

Of Gen Z watched movies at least once per day on online platforms during Tet, which is on par with the pre Tet level of **51%**

68% ▲

Of Gen Y watched movies at least once per day on online platforms during Tet, which is a significant increase compared to the pre Tet level of **47%**

74% ▲

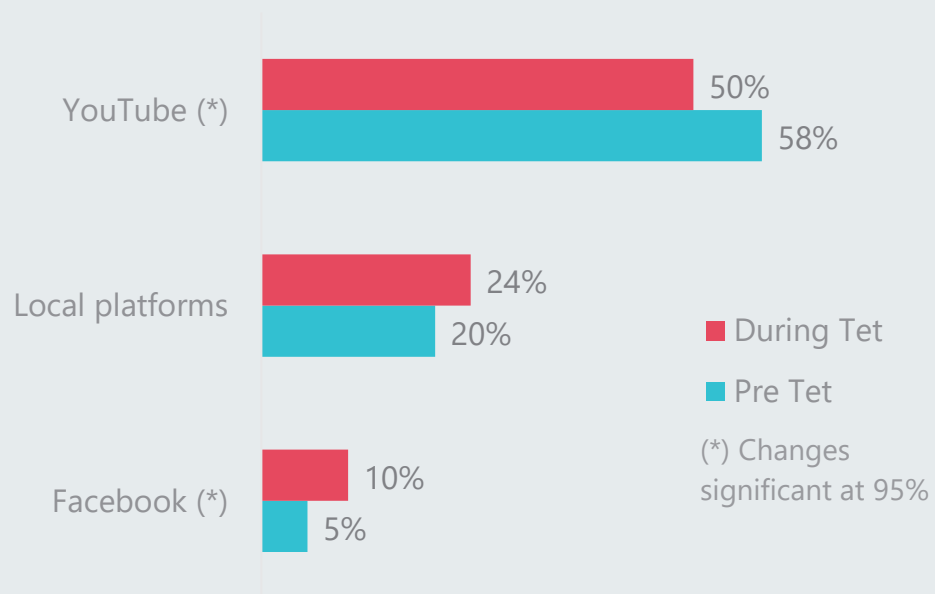
Of Gen X watched movies at least once per day on online platforms during Tet, which is a slight increase from the pre Tet level of **65%**

Q: How often do you go on this app to watch movies? (Reporting those who use the app at least once per day)

Pre Tet n=830  
During Tet n=641

# Smart TV gains significant momentum as people are gathering with family for Tet's entertainment, and Local platforms rises as the second go-to place for movies while Youtube declines

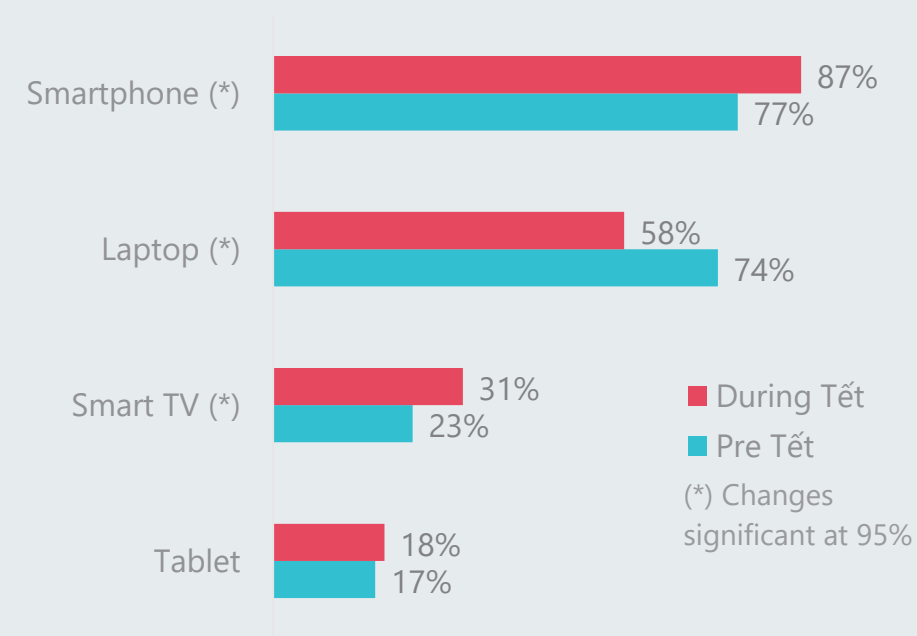
## Which platform did consumers go on to watch movies?



Q: Which of the following platform do you use to watch movies?

Pre Tet n=830  
During Tet n=641

## Device for watching movies



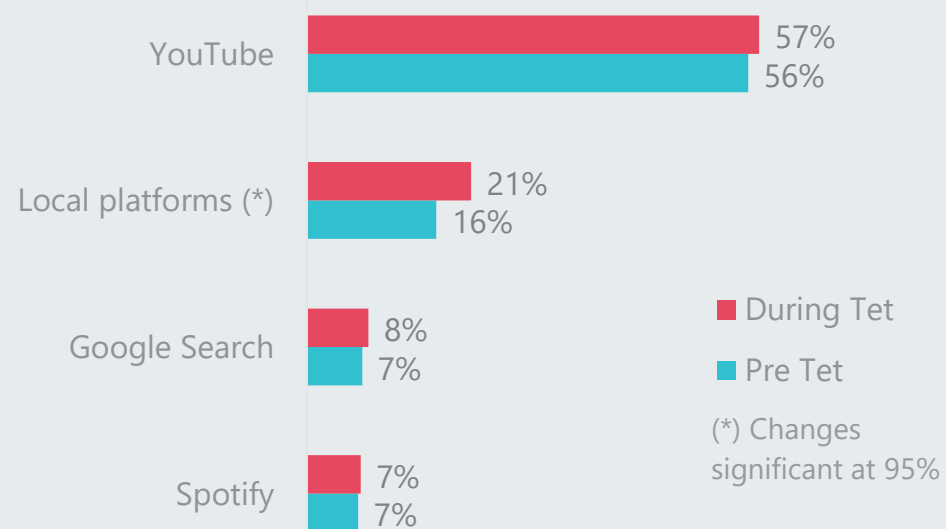
Q: Which of the following devices do you use to watch movies?

Pre Tet n=830  
During Tet n=641



# Local music streaming platforms saw more traffic during Tết, while consumers listened to music increasingly from their smartphones

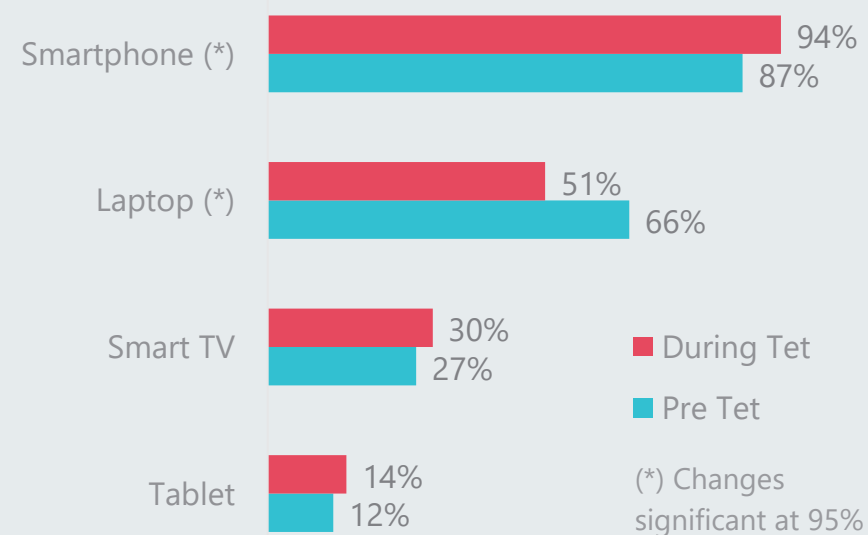
## Music Platforms



Q: Which of the following platform do you use to listen to music?

Pre Tet n=830  
During Tet n=641

## Device for listening to music



Q: Which of the following devices do you use to listen to music?

Pre Tet n=830  
During Tet n=641

# Are you preparing for Tết?

Visit our Tết-dedicated site to find all the must-have insights and tools to capture this golden holiday season

[LEARN MORE](#)





## Reach out to us

---

2<sup>ND</sup> FLOOR - WEWORK SONATUS  
15 LE THANH TON, DISTRICT 1  
HO CHI MINH, VIETNAM

+84 28 7101 0199 | [DECISION@DECISIONLAB.CO](mailto:DECISION@DECISIONLAB.CO)  
[WWW.DECISIONLAB.CO](http://WWW.DECISIONLAB.CO)