

TRƯỜNG ĐẠI HỌC VĂN LANG

**ĐỀ THI KẾT THÚC HỌC PHẦN****KHOA QUAN HỆ CÔNG CHÚNG TRUYỀN THÔNG** Học kỳ: Năm học: **2021 - 2022**

Mã học phần:

Tên học phần:

Mã nhóm lớp HP:

Thời gian làm bài: 7 ngày

Hình thức thi: **Tiểu luận****Cách thức nộp bài (Giảng viên ghi rõ): trên moodle của trường****Gợi ý:**

- Upload file bài làm (word, excel, pdf...);
- Upload hình ảnh bài làm (chỉ những trường hợp vẽ biểu đồ, công thức tính toán đặc biệt).

**PART A – DISCUSSION QUESTIONS (4 marks)**

**Question 1:** How does consumer knowledge play a role in the success of new products associated with existing brands? Please provide the example (1 Mark)

**Question 2:** As the marketer of a new soft drink, what are the three levels at which you might anchor your brand's points of difference? Please provide the example (1 mark)

**Question 3:** There are a number of specific roles brands can play as part of a brand portfolio. List and briefly describe the four roles described in the text and provide the example. (1 Mark)

**Question 4:** There are six criteria used in creating brand elements. The first three can be characterized as “brand building” in terms of how brand equity can be built through the judicious choice of a brand element. The latter three are more “defensive” and are concerned with how the brand equity contained in the brand element can be leveraged and preserved in the face of different opportunities and constraints. List and briefly characterize the six criteria. (1 mark)

**PART B – CASE STUDY (6 marks)****MY HAO VS SUNLIGHT: THE 2 DECADE WAR IN THE SINK****The king of dishwashing liquid for a while**

Mr. Vinh was born in 1960 in a Chinese family in Cho Lon. From the age of 10, Mr. Vinh learned to make incense, which is a family tradition. At 16 he sold bicycle parts by the roadside, at 17 he sold groceries. While the eldest brother took over the family business, Mr. Vinh turned in another direction: mixing caustic soda, cooking soap for sale at Kim Bien market.

From the beginning, he worked alone, with only a few dozen kg, gradually Mr. Vinh increased the scale to 100-200 then 500 kg, opened more facilities, recruited more people. In 1989, this businessman took the opportunity to buy a large batch of raw materials up to several hundred tons, but there were no buyers. These materials could not make soap or shampoo, so Mr. Vinh came up with an idea to make dishwashing liquid.

In the early 90s, almost every family washed dishes with soap, only a few well-to-do families used imported but high-priced dishwashing liquid. So when the bottle of My Hao dishwashing liquid cost more than 2,000 VND for 600ml, it was enthusiastically received. My Hao quickly dominated the market. This image of a round, pale yellow Vietnamese brand of dishwashing liquid has also become an unforgettable memory for the current 8X generation.

Potential markets are always under scrutiny. In 1997, Unilever launched Sunlight into the market, but it was initially difficult. The reason is that Sunlight is priced twice as much as My Hao while designing, the color is no different, and the consumer psychology of dishwashing liquid is the same. Unilever corrects the mistake by launching a new product, a new design, advertising "vitamin E protects the skin of the hands". This campaign won with a large distribution network coverage, My Hao was pushed to second place, the market share was sometimes only 40%.



**Wake up to the long battle**

Another reason why My Hao lost the throne is the subjectivity in the distribution system. By the time My Hao was born until it was time to dominate, Mr. Vinh sold intermittently to wholesalers or agents, regardless of where the market was.

"In those days, selling goods was easy, but not as hard as now. The whole province sometimes only needed 1 distribution agent and I delivered to them, all the retail distribution stages below, they were free", Mr. Vinh once said. To share. When this geographical system leans towards the opponent due to incentives and promotions, My Hao's loss is obvious.

"In the consumer goods industry, the construction of a distribution system is the decisive factor for the existence of the business," Vinh later reflected. Back when My Hao was taken away from the No. 1 position, Mr. Vinh impatiently rebuilt the distribution system by himself. He personally went to each province from North to South, introduced many discount policies to persuade agents to bring goods deeper into retail stores.

In addition, My Hao is also present at Vietnamese markets or mobile sales trips. This approach helps the company save costs and re-warm the brand in the hearts of Vietnamese consumers. After a few years, My Hao's revenue increased again.

Up to now, My Hao has built a nationwide distribution system of over 150,000 points of sale. But the distribution battle is always tough because Unilever does not ignore the rural market. To bring goods to remote areas, Unilever has sent more than 100,000 workers everywhere. There are 34 Unilever retail points in each province.

Not afraid to fight for distribution, but Mr. Vinh said My Hao does not directly confront Unilever in the marketing battle. With a potential international corporation, great financial potential to be able to "bomb" at prime time on television or choose a beautiful location in the supermarket system, this approach of My Hao is reasonable.

My Hao's point of view is that advertising is aimed at maintaining brand identity through local television stations and cable television. My Hao can only spend 3% of revenue on marketing, while this rate at Unilever can be 3-4 times higher.

The reason My Hao cannot spend much on marketing is because a part of the revenue is shared with the low-cost strategy. My Hao implements the "one price" policy in all regions, although the cost of sales in the localities is not the same. This selling principle is explained by Mr. Vinh. If not selling at the same price, the distributors will sell through different locations, My Hao takes near and far to compensate. There are remote locations with large

transportation costs, but My Hao still clings to it because it does not want to reserve land for competitors.

Besides, to have a low price, My Hao sometimes accepts a low interest of only 200 VND/bottle of dishwashing liquid. But in return, although not occupying a beautiful location like Sunlight, the percentage of households preferring it is less, but My Hao is an option for restaurants, restaurant owners, and hotels because of its low price.

As a rare Vietnamese brand that still stands firm in the face of international big sharks, My Hao does not show weakness or falter. Dishwashing liquid is still considered the mainstay of My Hao for the domestic market. However, this company has now diversified its products into shower gels, perfumes, shampoos, floor cleaners, laundry detergents, etc. with many different brands.

My Hao didn't even want to hang around in the yard. If in the past, Mr. Vinh personally went to the local area in the country to convince the agent, now he is stepping out to many world markets. Currently, My Hao has exported to 10 markets, mainly focusing on Asia. According to Entrepreneur magazine, the revenue of this segment is only about 7-8%, but My Hao expects to double in the next 2 years.

For example, the Cambodian market is considered an admirable feat of My Hao. After only a few years of market penetration, My Hao has built a strong foothold with about 20-30% market share of dishwashing liquid in this market, which is very popular with Thai products. In recent years, the e-commerce market has developed strongly in Vietnam and My Hao is not slow to face this big wave when building an online sales channel. My Hao also doesn't mind discounts, promotions and free shipping in HCMC when ordering online from the company's website.

In 2010, My Hao's revenue reached about 650 billion VND, 3 years later quickly increased to 1,000 billion VND. With new steps, My Hao's goal in 2017 to reach 5,000 billion VND, 5 times higher than in 2013 is not difficult to achieve.

Source:

<https://cafebiz.vn/my-hao-vs-sunlight-cuoc-chien-2-thap-ky-trong-bon-rua-bat-20161123152408793.chn>

<https://www.myhao.vn/gioi-thieu>

Question:

1. Based on the data given in the above report, please conduct a brand audit including the history, private ownership, brand portfolio, and brand elements of Mỹ Hào Company. **(1 mark)**
2. At the same time, please analyse the Brand Inventory and Brand Exploratory of My Hao company. **(2 marks)**
3. Please analyze the brand positioning of My Hao brand through Points-of-Parity and Points-of-Difference and determine what is the brand mantra of My Hao ? **(1 mark)**
4. Based on a study by Jwalter Thompson on women's rights, she presented an aspect of the issue of marketing aimed at women: A new approach, expressed in the following 3 aspects:.

*“First, more empower women.*

*“Secondly, thinking of women as an individual, a human being in general, does not necessarily mean thinking in terms of gender. Stop calling women "consumers". And don't see feminism as a trend or a brand. It's a way of showing equality, without a brand empowering them. All the things that men can do, women can do too.”*

*“Third, think about the possibilities of being a woman, instead of the responsibility of having children. From noble thoughts to dreams, hopes and ambitions - beyond the confines of the kitchen - through simple decisions in creative products, a woman can be a comedian, as well as a person. Can be a hero, can also be a smart person. Women are playing a larger role in society and culture, so we want to see this reflected in our advertising, products and brand communications.”*

You are asked to choose one of 3 segments market before marriage, married and after divorce. In all three of these segments, women are always seen under the lens of a mother, let's plan IMC for 2022 with a completely different approach from the traditional view of women and apply one of the aspects of Jwalter Thompson's research to a new line of My Hao products **(2 marks)**

**THE END**

*Ngày biên soạn: 22/10/2021*

**Giảng viên biên soạn đề thi:** Đặng Trương Thùy Anh

*Ngày kiểm duyệt: 23/10/2021*

**Trưởng (Phó) Khoa/Bộ môn kiểm duyệt đề thi:** TS. Lý Lê Tường Minh

