

NOVA GROUP x YAN DIGITAL

Partnership Project



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YAN's History



Why us

Leading Communities & Fanpages in Vietnam

Followed by the trend of using Facebook among all generations, YAN is proud to dominate Top 1 Facebook, Instagram since 2012 with diverse interest pillars for the Vietnamese Market

One-stop shop house to offer integrated plans

With the strong background as Media Publisher in Vietnam & the experience over a long period in Viet Nam, we offer the tailor-made strategic communication plan & execution plan for our Clients & Partners.

Dedicated team with high responsibility

We provide quick support within the committed scope every 24/7. Moreover, our Client Service team is willing to consult you how to conduct projects most effectively anytime.

A COMPREHENSIVE A-Z INTEGRATING MEDIA, PRODUCTION, DIGITAL INNOVATIONS FOR THE “NEW NORMAL” TO A UNIVERSE OF OVER 100M ORGANIC FOLLOWERS

Partners

We understand that the strategy of "standing on the shoulders of Giants." always works, so we keep stretching ourselves to the Big Agencies & Media Partners to reinforce the Media Coverage for our Clients.

The logo for groupm, featuring the word "group" in a grey sans-serif font and a stylized "m" in a grey script font.The logo for AdAsia, featuring a stylized icon of three horizontal lines with curved ends, followed by the text "AdAsia" in a bold sans-serif font and "ANYMIND GROUP" in a smaller sans-serif font below it.The logo for Facebook, featuring the word "FACEBOOK" in a blue sans-serif font.The logo for Google, featuring the word "Google" in its multi-colored sans-serif font.The logo for Disney, featuring the word "Disney" in its signature script font.The logo for BlueSeed, featuring the word "Blue" in blue and "Seed" in green, with a green leaf-like shape above the "e" in "Seed".The logo for Prodigious, featuring a stylized icon of a head with gears inside, followed by the word "Prodigious" in a sans-serif font.The logo for TikTok, featuring a stylized icon of a musical note with a dot, followed by the word "TikTok" in a bold sans-serif font.The logo for UNICEF, featuring the word "unicef" in a blue sans-serif font, followed by a small icon of a mother and child, and the tagline "for every child" in a smaller blue font below it.The logo for Dailymotion, featuring the word "dailymotion" in a blue sans-serif font.

Global Strategic partners

The logo for the NBA, featuring a stylized red and white basketball player silhouette next to the letters "NBA" in a bold blue sans-serif font.The logo for Universal Music Group, featuring a stylized globe icon with the word "UNIVERSAL" in a bold sans-serif font above it, and "UNIVERSAL MUSIC GROUP" in a smaller sans-serif font below it.The logo for Warner Music Group, featuring a stylized blue "W" icon above the words "WARNER MUSIC GROUP" in a bold sans-serif font.The logo for WeTV, featuring a stylized play button icon with a blue and green gradient, followed by the text "WeTV" in a bold sans-serif font.

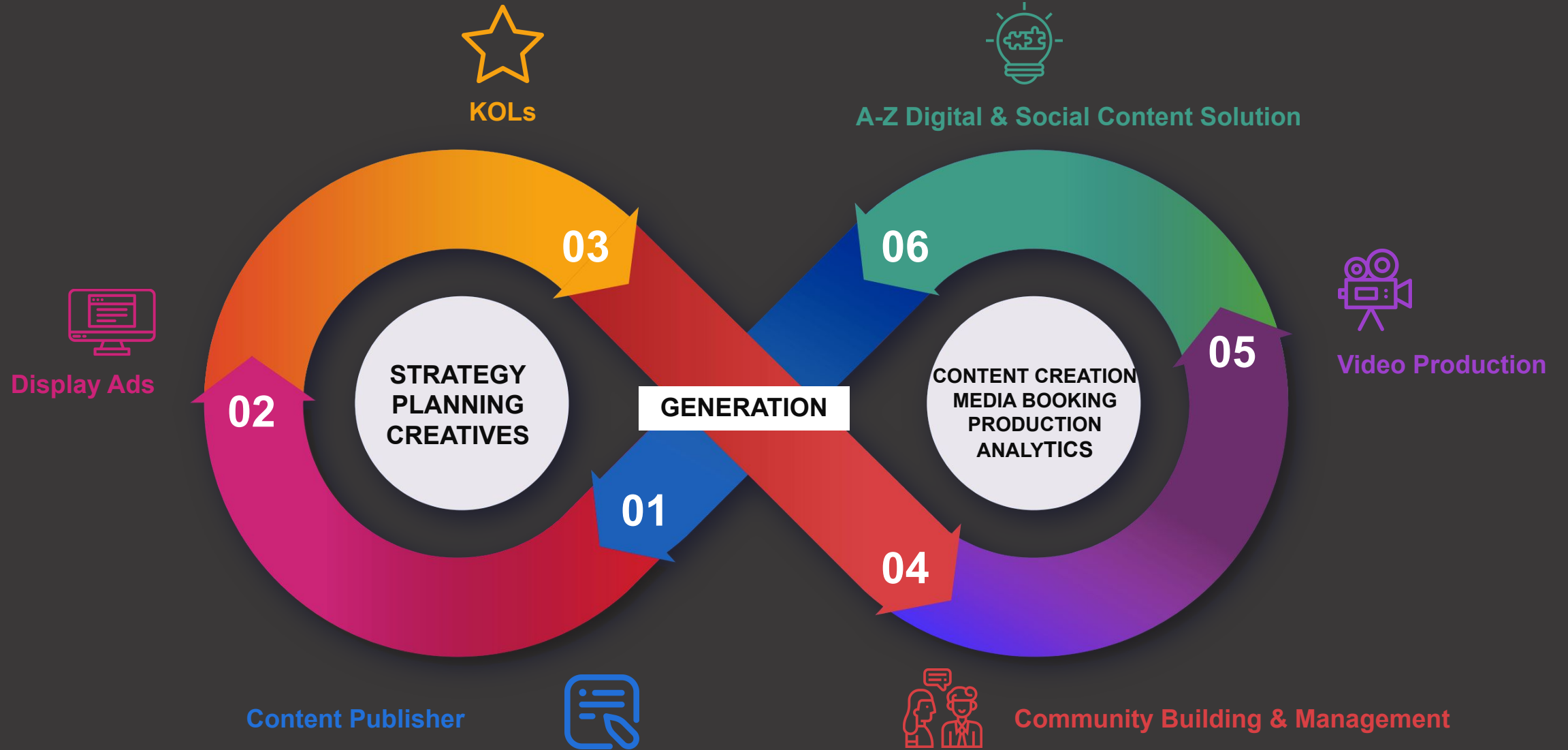
Our Clients

As YAN's Ecosystem has been built up & has recruited members since 2002, our members have grown up along the time with us. With the clear vision & positioning, we are proud to be the "voice" of the Young of Viet Nam together with the strong ecosystem, we can serve diverse industries such as F&B, FMCG, Banking, Automobile,...



Our Services

STITCHING TOGETHER A COHESIVE DIGITAL/SOCIAL CAMPAIGN



Welcome to YAN'S UNIVERSE



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YAN NETWORK have been dominating
top 1 Facebook ranking
since 2012



The largest media
fanpage in Vietnam

YAN News
20,187,398
ORGANIC
followers



The second largest media
fanpage

YAN TV
11,239,518
ORGANIC
followers

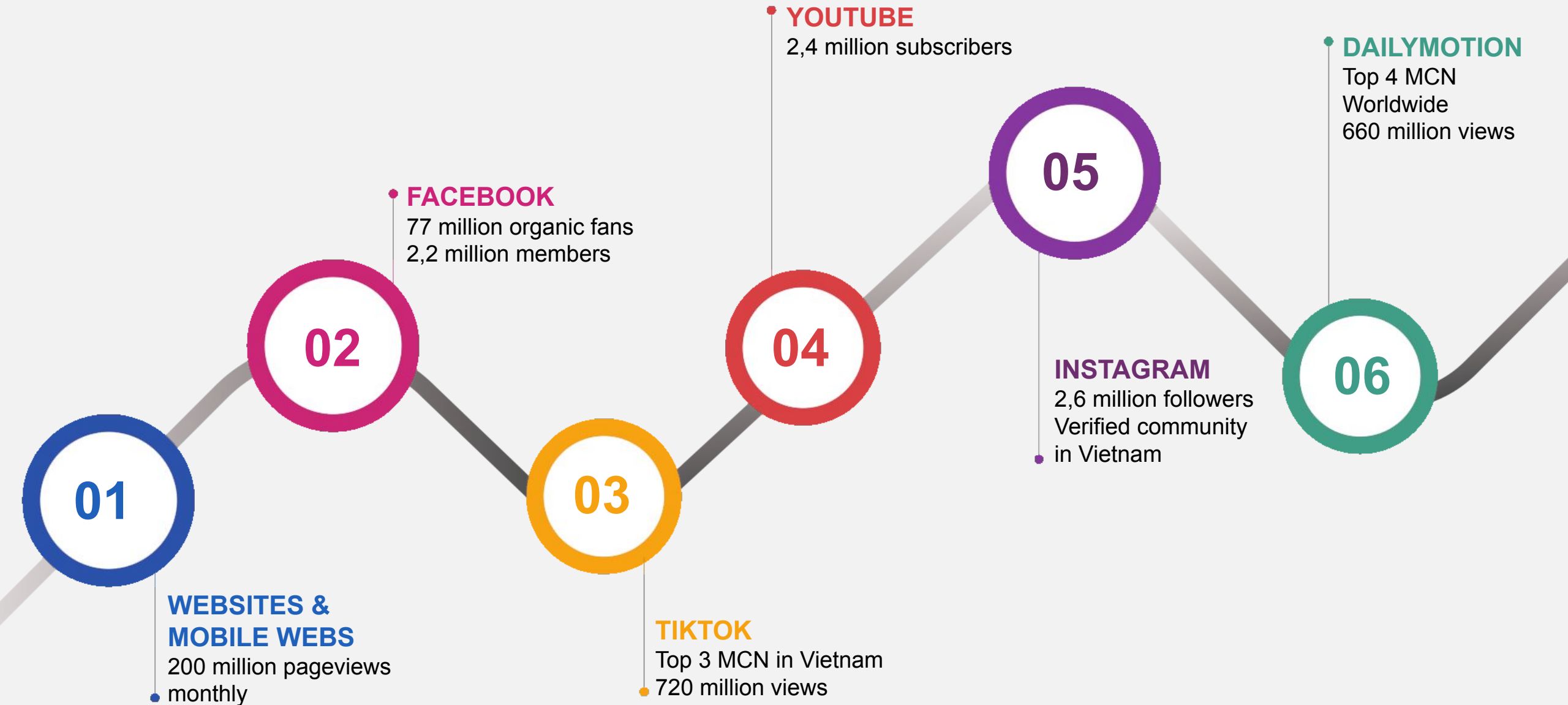
The universe of community & fanpages

YAN is the leader in community building with the strong ecosystem below:



The universe of more than 100 million followers

Multi-platform channels dominating the internet

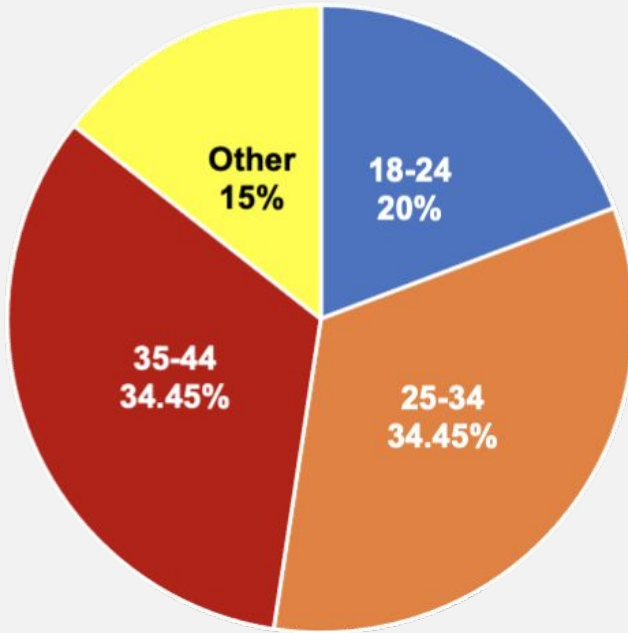


The universe of increasing figures

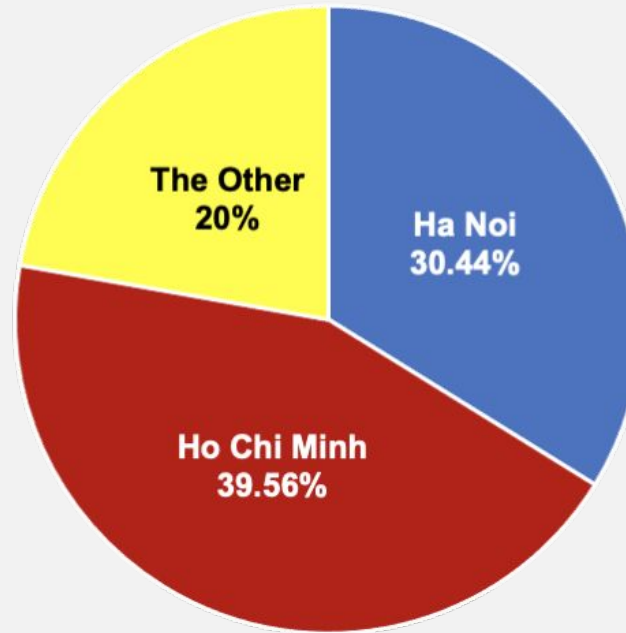


Demographics

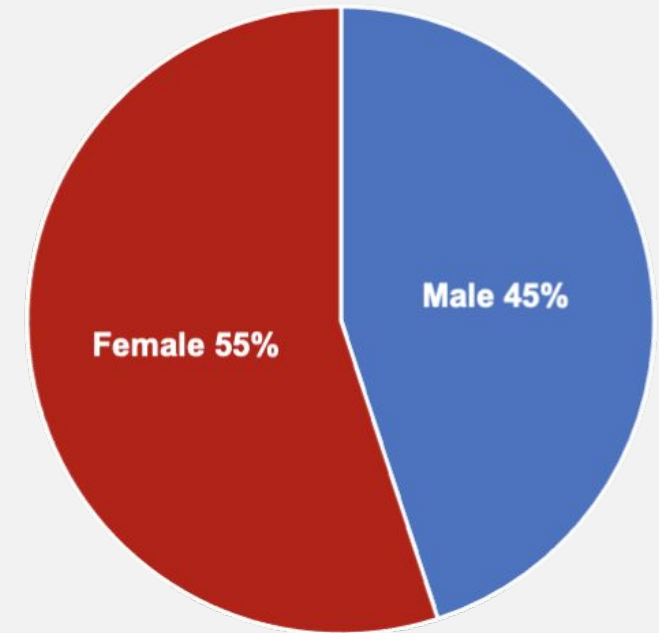
Age



Locations



Gender



Demographics - YAN News



The Universe Of Web Publishing



Yan.vn

THE BRIGHTER SIDE

Leading entertainment, knowledge & lifestyle news website for Vietnamese youth



Bestie.vn

BẠN THÂN PHẢI ĐẸP

Fastest, most valuable and trustworthy news website for Vietnamese women



Ohman.vn

LẠ MƠI VUI

Social Network for Vietnamese men



Dienanh.net

KHẲNG ĐỊNH NIỀM ĐAM MÊ

DAN JSC. includes specific social network platform focus on film industry

Monthly Website Traffic

200 mil pageviews | **45** mil users | **163** mil session

MONTHLY

PAGEVIEWS

USERS

SESSION

YAN

119 mil

24 mil

95 mil

BESTIE

73 mil

17 mil

59 mil

The Universe Of Community Building

GDL JSC. is operated under YAN Group focusing on building Communities and Affiliate partnerships.



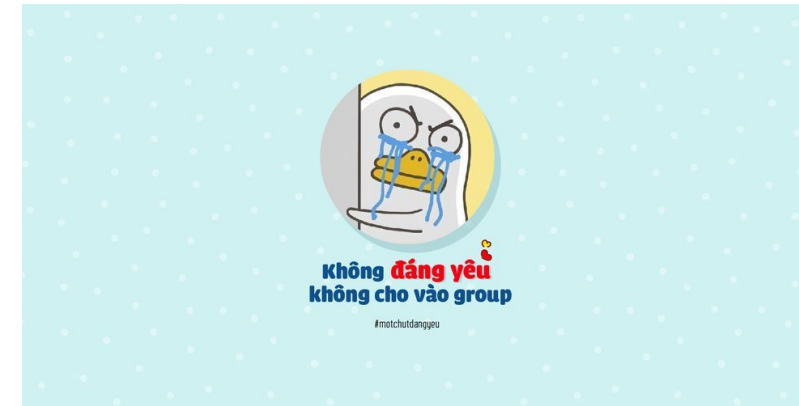
Ở nhà vui thấy bà
Public community

FB group: 1.4M members



Những tấm chiếu mới
Public community

FB group: 827.1k members



Một Chút đáng yêu
Public community

FB group: 214k members



Việt Nam Ơi is a public community with [facebook group](#) and [fanpage](#), focusing on 5 topics: Culture, People, Scenic Spots, Cuisine, Pride.



FB group: 500k+ members

66.6% Female

33.4% Male

500k+ active members

69%

18 - 24 y/o

FB page: 341k followers

56% Female

44% Male

63%

18 - 24 y/o



The Universe Of Video Contents

YAN DIGITAL is proudly to be the pro-active in creating engaging VIDEO CONTENTS such as:
ENTERTAINMENT SHOWS | LIFESTYLE SHOWS | SITCOM & DRAMA | VIDEO FEATURES | BRAND VIDEOS |
SOCIAL CONTENT for multiple platforms



615M
views/ month
5.5M
engagement/ month



1,76M
subscribers (YAN NEWS)
700k
subscribers (WASSUP)



9.6M
followers
650M
views
TOP 3
MCN in VN

dailymotion

660M
views
TOP 4
in the world



68k
followers
18,5k
videos

The universe of Shows



TALKSHOW

Sao Chat Cùng Sao
Ghé Đổ
Chỉ Có Thể Là YAN
Radio 88.8
Chuyện Tình Yêu



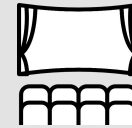
MUSIC/ ENTERTAINMENT

YAN Vpop20
YAN STAR
Ngẫu Hứng Âm Nhạc
MỘC - UNPLUGGED
Không Gian Ký Ức
Bản Tin Giải Trí Wazzup
Tâm Điểm Yan



LIFESTYLE

YAN AROUND
Ước Mơ Cùng YAN
Nhịp Điệu Phố
Phục Vụ Đẳng Cấp 2*
MỘT NGÀY MỚI - 4 Men
MỘT NGÀY MỚI -
4Women
Chuyện Tình Yêu



FILM/ TV SERIES

YAN CINE
Bí mật Hậu trường
Soi Phim Bộ
Đi cùng Diễn Viên



SITCOM

Thanh Xuân Ký
Nhà Là Để Trọ
Độc Thân Vui Tánh
8 Văn Phòng
Rắc Rối Là Chuyện Nhỏ

Our CASE STUDIES



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Miss Vietnam 2020



YAN is a **Premium Media Partner** with Miss Vietnam in 2020



YAN has run different **promotional activities with different organization using multiple channels**: fanpage, online banner, video, livestream, websites (most well-known sites are **yan.vn & bestie.vn**).



YAN hit the Press Conference's **livestream** at nearly **11.3mil views** just right after the event



The variations of channel usage allow YAN, YAN's partner and public figures connect with their fans and viewers as well as **deliver their messages and promoting** upcoming related events nationwide.



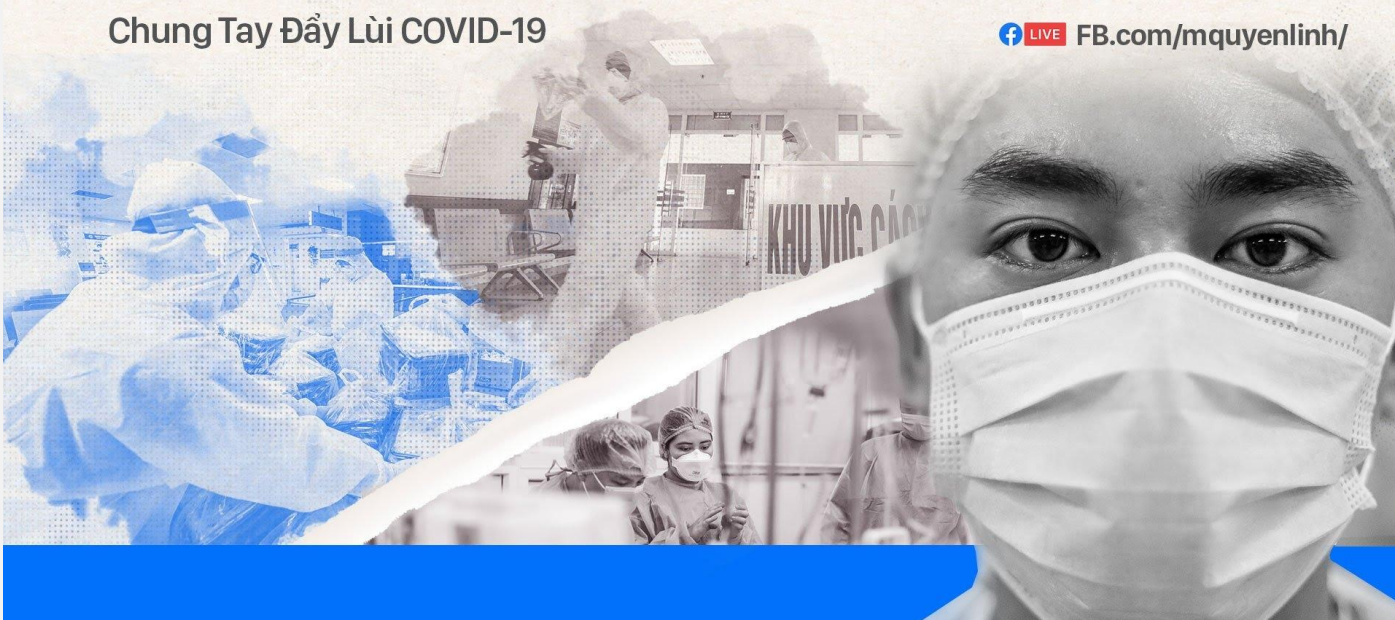


Chung Tay Đẩy Lùi COVID-19

#SocialForGoodVN #StandTogether

7:00PM | 17.4.2020

LIVE FB.com/mquyenlinh/



SOCIAL FOR GOOD



YAN'S ROLE

As Facebook Media Partner, YAN proudly played role as **Video Production House** for the whole campaign SOCIAL FOR GOOD in the Covid-19 outbreak



KEY MESSAGE

Chung tay đẩy lùi COVID-19
Joining hands to fight COVID-19



PERFORMANCE

Produce **40% duration** of the Video Livestream
Reached more than **16 million** people
Viewed by **5.4 million** people
Call for donation at **~495,000 USD**

VÌ CỘNG ĐỒNG MẠNG VĂN MINH NHÂN ÁI



YAN x FACEBOOK | VIDEO FOR VIETNAM

YAN was the **Strategic Planning & Execution Agency** for the Social Campaign called **Video For Viet Nam** with the hope to accompany the Vietnamese people in the journey of arousing national pride to promote the beauty of the country, attract visitors and support tourism recovery and development in the near future.

Key Message: *each Vietnamese person is an ambassador representing culture, country and people of Vietnam.*

Viet Nam Oi Community is the amplifying channels with **nearly 200 videos** joining the challenge in 2 weeks.

More than **160** international & domestic Celebrities & Video Creators, nearly **2.000 submissions** accepting challenge #VideoForVietNamChallenge to upload videos about Vietnam, nearly **2 mil views** for livestream on Oct 15th, more than **50 media partners** collaborating to spread out the campaign (from online to offline)

THAM GIA THỬ THÁCH

VIDEO FOR VIET NAM



20.09.2020 - 15.10.2020

 [FB.COM/facebookappVietnam](https://www.facebook.com/facebookappVietnam)

#VideoForVietNamChallenge #VietNamTrongToiChallenge #ToiLaNguoiVietNamChallenge



07:00 PM | 15.10.2020

 [FB.COM/facebookappVietNam](https://www.facebook.com/facebookappVietNam)

#VideoForVietNamChallenge

#VietNamTrongToiChallenge
#ToiLaNguoiVietNamChallenge

#FOIEAsgovVietnamChallenge



THĂNG CẢNH 3 MIỀN CÀNG ĐI CÀNG GHIỀN

THỜI GIAN THAM GIA THỬ THÁCH:
20.09.2020 - 15.10.2020

#VideoForVietNamChallenge #VietNamTrongToiChallenge



From Zero to Hero

YAN has been promoting **Confetti** as Exclusive Distribution Partner

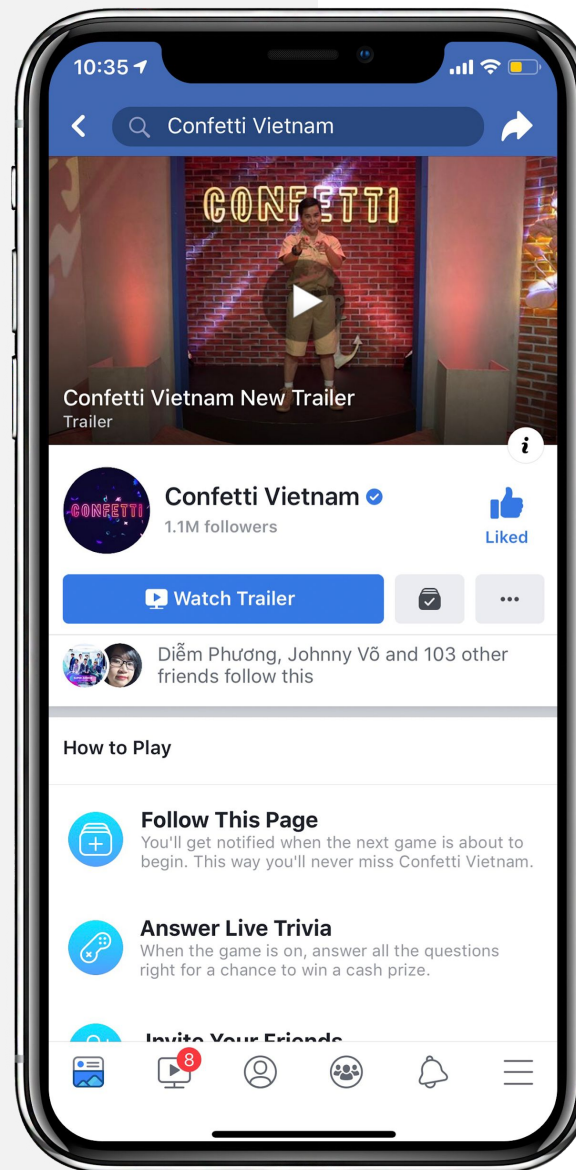
Within 12 weeks



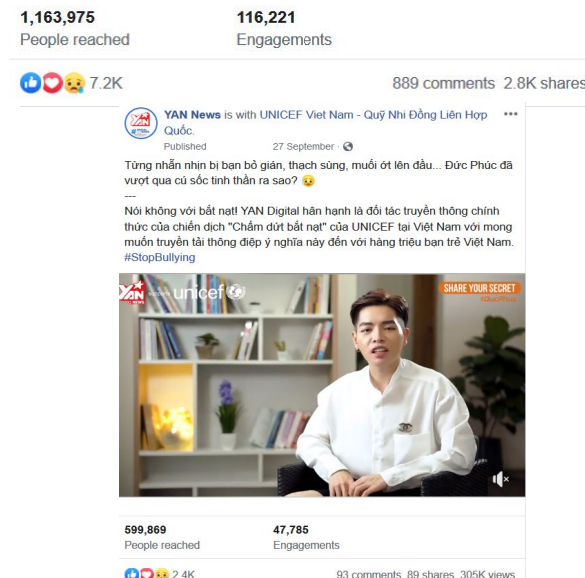
No.1 in Asia – Highest number of concurrent players: **207,000 real-time**



2.5 million followers on Facebook:
Confetti Vietnam



#Stopbullying UNICEF x YAN



Campaign was run with a total reach of **10 million impressions**.



Campaign selected communication channels: fanpage, online banner, videos and websites (yan.vn and bestie.vn).

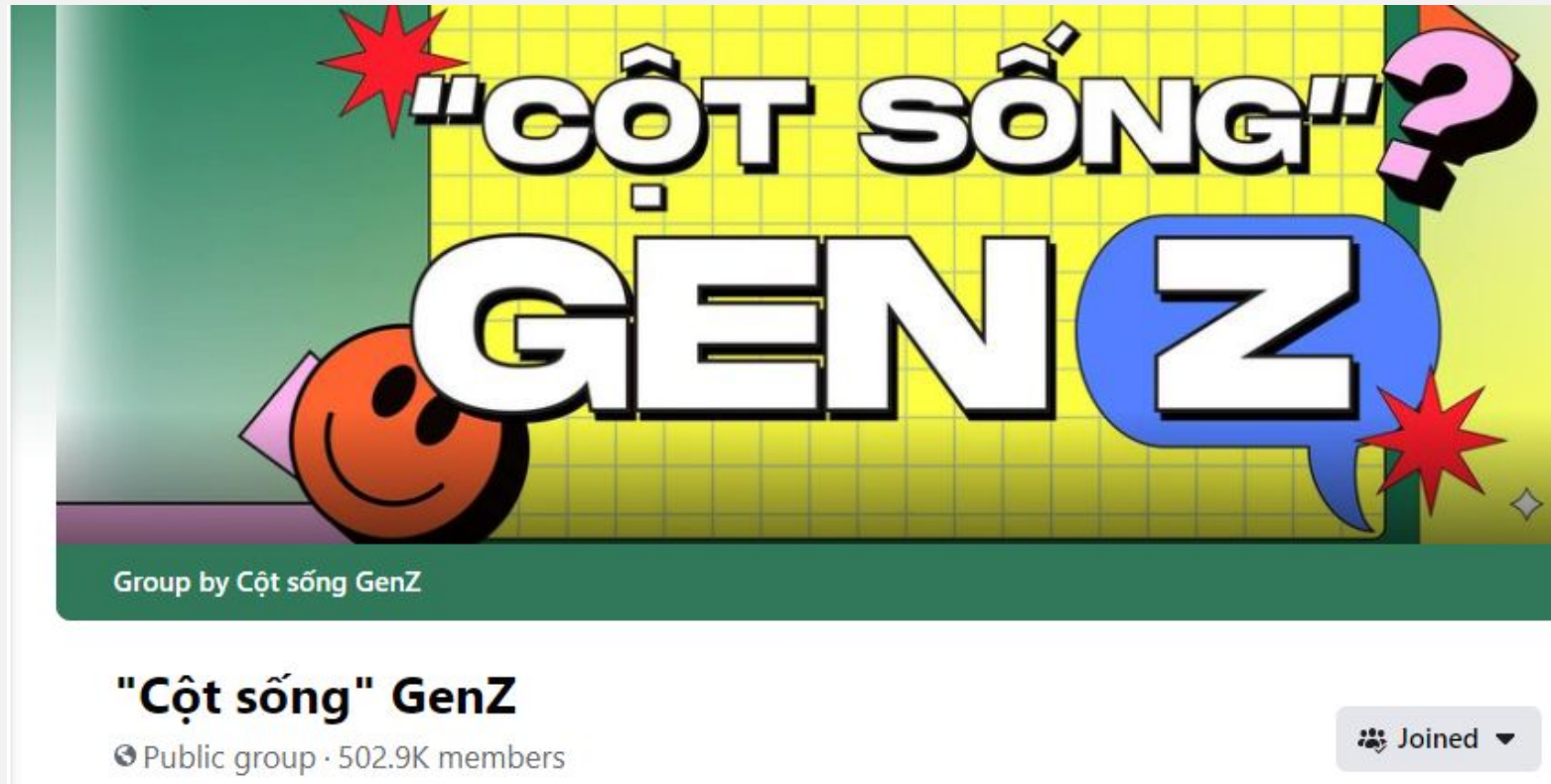


Campaign key points: Choi Siwon and Park Jaemin arrived in Da Nang as UNICEF ambassadors. [REF: https://www.facebook.com/yannews/videos/563480264403801](https://www.facebook.com/yannews/videos/563480264403801)

Gen Z community development

Most popular community for Generation Z in Vietnam (born after 1997).

<https://www.facebook.com/groups/cotsonggenz>



501.0k members (The group was created in April 2021
Fastest growth community in Vietnam in 2021)



Case study: Affiliate

Như Quỳnh · Yesterday at 12:09 · 🌐

Ta ngây dại tưởng nàng có tình cảm
Nàng lạnh lùng dứt khoát bảo "đéo nha"

Link mua con bạch tuộc đó nè: <https://gdl.vn/v1JSAy>
#Onhavlthayba

Ảnh: Trần Thanh Hải



11K

2.4K comments 390 shares

MONIN (VN) · Published by TK CO · November 1 at 5:39 PM · 🌐

HELLO NOVEMBER! ƯU ĐÃI MUA 1 TẶNG 1. 🍷

[English below]

Chào đón mùa lễ hội cuối năm đang tới gần với cơ hội nhận ưu đãi mát tay từ MONIN với khuyến mãi "MUA 1 TẶNG 1" áp dụng cho tất cả hương vị của MONIN và duy nhất trên cửa hàng trực tuyến #Lazmall.

Nhanh tay mua bất kì dòng siro nào để nhận lấy 1 sản phẩm siro vị Chanh (1000ml) ở mức quà tặng! ... See more

See Translation



MUA 1 TẶNG 1
01/11 - 30/11

ĐẶT HÀNG NGAY

Áp dụng cho tất cả sản phẩm tại cửa hàng MONIN

LAZADA.VN

MONIN Authorised Store | VN


Shop online with MONIN Authorised Store now! Visit MONIN Authorised St...


Book now

32,682 People reached

1,937 Engagements

- Distribution score






WASSUP
508K subscribers

SUBSCRIBED


HOME
VIDEOS
PLAYLISTS
COMMUNITY
CHANNELS
ABOUT

Uploads
PLAY ALL




Bạn Thân Cùng Phòng Sống "Lỗi" Và Cái Kết - Đừng Bao...
14:12

193K views • 1 month ago




Chăm Lo Gia Đình Quên Bản Thân, Người Vợ Thăm Thía...
10:18

128K views • 1 month ago




Chăm Lo Gia Đình Quên Bản Thân, Người Vợ Thăm Thía...
10:22

102K views • 1 month ago



Bạn Gái Nghi Ngờ Giới Tính Người Yêu Và Cái Kết | Đùm...
16:42

132K views • 1 month ago



Bạn Thân Có Thói Quen Cầm Nhầm Đồ, Âm Mưu Cầm Lu...
10:35

115K views • 2 months ago

Popular uploads

▶ PLAY ALL

Chủ Tịch Giả Diễn Về Quê Thử Lòng Vợ Sắp Cưới Và C...

5.6M views • 3 months ago

Người Yêu Chủ Tịch Làm Xước Siêu Xe Bị Tát Và Cái...

4.2M views • 3 months ago

Nữ Chủ Tịch Quay Về Báo Đáp Ân Nhân Và Cái Kết - ...

3.9M views • 2 months ago

CC

Chủ Tịch Giả Làm Lao Công Thử Lòng Nhân Viên Và Cái...

3.1M views • 3 months ago

Vợ Chủ Tịch Gặp Bạn Và

2.5M views •

CC

Thanh Hằng tiết lộ sẽ LẤY CHỒNG NGAY nếu chỉ cao 1m50

2 days ago • 4.7M views

Tài Âu and 445 others

Ế không phải vì bạn xấu, chỉ là người yêu đòi cưới và đề sớm

2 days ago • 2.5M views

Tường Vi and 868 others

LyLy - mashup "24h - Không yêu đừng gây thương nhớ"

2 days ago • 344.6K views

Tài Âu and 1.5K others

Bánh mì VENOM PHỞ MÀI nướng muối ớt giá mềm xèo ở Sài Gòn

2 days ago • 757.3K views

Dương Triệu Vũ bị phản dame vì ra MV không khác gì của Trung Quốc

2 days ago • 99K views

Dấu hiệu nhận biết NGƯỜI YÊU ĐÃ CHÁN BẠN!

2 days ago • 108.5K views

In-house production

APPENDIX

- sample works that may fit NOVA Group



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Some Video production samples that may fit NOVA Group

YAN WINE SOMMELIER x CEOs – Wine dinner recap

https://drive.google.com/file/d/1Bm-LYPEm_BbZT6kzNv1m30Cu0Gq0ncul/view

CELEB MASTERCHEF – Interview (do be released, do not send out yet)

<https://drive.google.com/file/d/15wMUel3N8qa11Aox5fZOAVoyahOJB0gd/view>

YAN x FLOW YACHT – event recap

<https://www.facebook.com/FLOWSGN/videos/2335629063376127/>

YAN x UNICEF ft. Siwon & VN CELEBS – Shout outs

<https://www.facebook.com/yannews/videos/563480264403801>

ANANTARA RESORT - Food news feature

https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.yan.vn%2Ffanantara-hoi-an-resort-to-chuc-chuong-trinh-am-thuc-phong-cach-ma-cau-208480.html&h=AT2fwScPfXEFFtbCVjoQrTR6e9gvFUxadxvmydA37wxu2EPttNL35sywxiKDwx1yYQgcnjQSYgMJpXGQ4m6mYI6U_955rFJW1uXZrmaoyfqE3VZZnIN0qWcd0fXbp-l9v0M&s=1

VIETNAM FASHION WEEK – Event photo and video feature

<https://www.yan.vn/vifw-2020-dinh-nghia-moi-ve-vi-tri-cua-nganh-thoi-trang-viet-250995.html>

THANK YOU



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