

DINH HONG VAN CURRENT POSITION

Speaker key

DHV Dinh Hong Van

DHV We bring the brand into life through activations, to communications that are developed by the brand vision [?]. And then we have how to make the brand exciting to the consumers through activation, like online or in-store, or go to where they are, like they can see more touch points. And we know that the teenagers in Vietnam, we have very high internet, how do you say, consumptions, and penetrations. So, we've, we've made a very good campaign, interacting with the teenagers, the youngers, the youngsters, and very successful, like everyone knows about the website, and interact with it.