#### PORT FOLIO

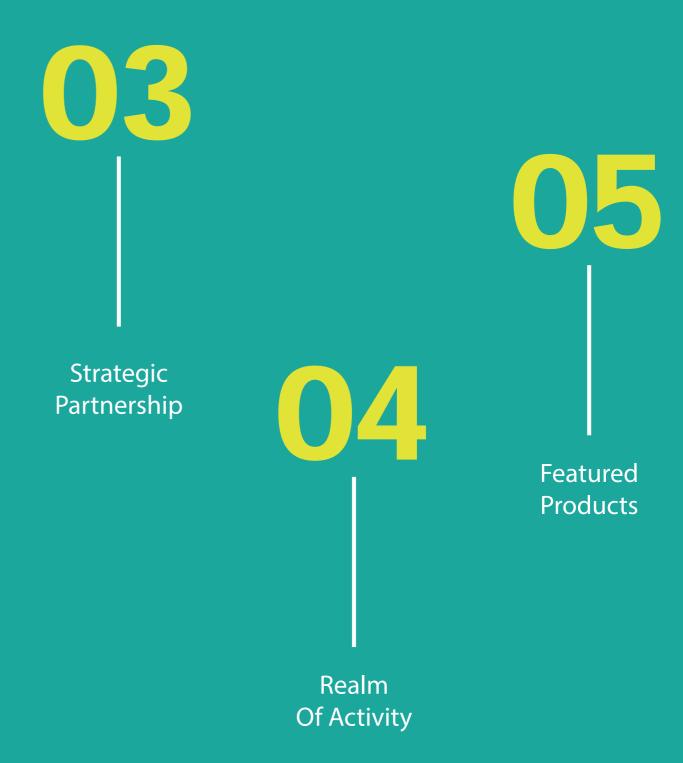
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21









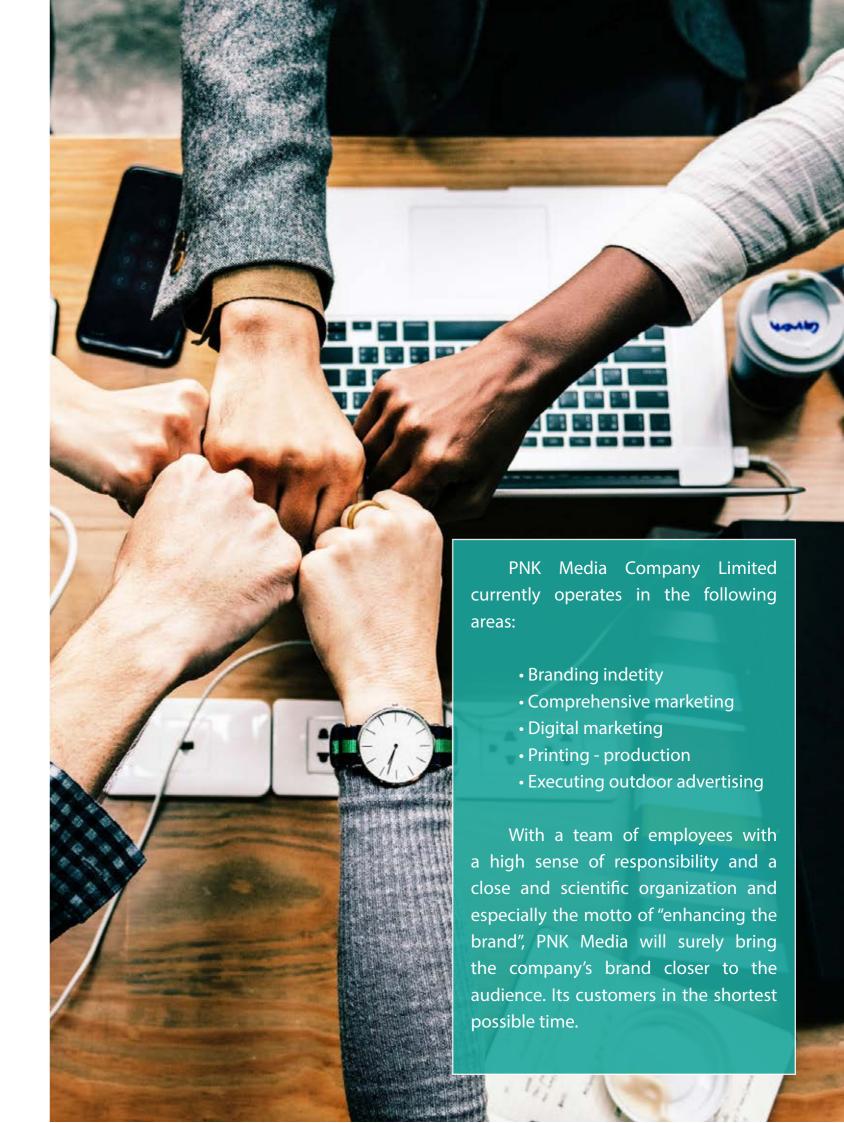
#### INTRODUCTION

01

#### **PNK Media Limited Company**

As a newcomer in marketing online, established in June 2015

However, in a short time, PNK Media has been operating extremely efficiently, carrying out multiples major projects and is likely to prosper in the future.



## WHY -Choosing us-

With a large number of customers and thousands of creative projects being deployed, experience in almost every area of enterprises.

**PNK Media** is always the pride, the guarantee for success of your projects



#### STRATEGIC PARTNERSHIP



#### **Cooperating with other businesses**

PNK Media Limited Company has cooperated with many major customers of different fields such as An Phong Investment Joint Stock Company – Maximark chain, Dambri Travel Joint Stock Company, Golden Dragon Tea Joint Stock Company, CNI Vietnam Company....

Trust and use services of PNK Media Limited Company.





















































































































































































#### **REALM OF ACTIVITY**

04

- COMPREHENSIVE MARKETING
- 2. BRANDING IDENTITY
- 3. DIGITAL MARKETING
- 4. PRINTING PRODUCTION
- 5. EXECUTING OUTDOOR ADVERTISING





The first important factor in branding is the brand's "mission and vision". Consider the brand's mission as a "brain", while the brand's vision is "heart". The brain will help you manage, determine the purpose of the business. And the heart will help the brand inspire and motivate the future goals in the future.

### BRANDING INDENTITY

It is the process of selecting and combining tangible and intangible attributes in order to differentiate products, services or enterprises in an interesting, meaningful and attractive approach.

**Branding** is an extremely important asset of a business, and also the value of the business.



## BRANDING IDETITY PROCESS

In order to achieve sustainable branding efficiency, there are 5 steps that enterprises should consider:



#### Identify the core foundation of the brand

This is the most important step of branding because if there are any mistakes at this stage, it will be difficult to adjust in the future.



#### **Brand Positioning**

Identify the position of the brand in the "brain" of consumer (what consumers remember about the brand).



## Building media plans

After agreeing on the brand stategy, the brand manager is based on the budget of the first year to plan communication for the whole year.



## Building branding strategies

After accepting the branding strategies, the manager of the brand will create media plans for the whole year based on the budget provided in the first year.

### Measuring - Adjusting

after every media period, it is necessary to assess the effectiveness of the campaign in order to have timely solutions.





## Corporat Identity











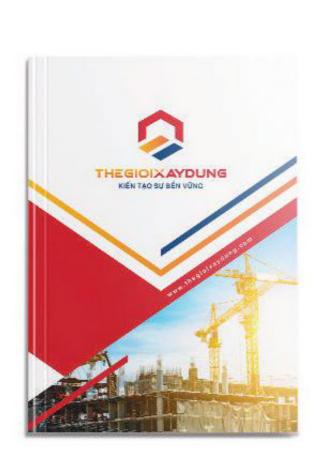


## SCAVENGERS Corporate Identity



# THEGIOIXAYDUNG

## **Corporate**Identity



9 8





2

PROCESSOR THE PARTY AND



CI











## CAMIMEX Corporate Identity







CAMIMEX GROUP





## **Corporate**Identity











5 lasuco

(5) Resulto

Leaflet + Card Design

### Restaurant URBAN KITCHEN + BAR

10 cm

15 cm



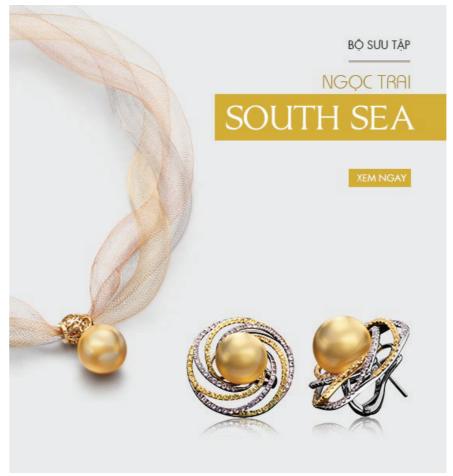
21 cm





#### Leaflet Design

#### **IONG BEACH PEARL**

















MUA NGAY

DIGITAL MARKETING - GDN BOHEMIAN SANGON







## AND CONSTRUCTIONCO. IN Catalogue Design

# CÔNG TY VÂN KHÁNH

#### CTY HOÀNG GIA HUY



Brochure Design



Brochure Design

1. 290.000 d

- Quật tắn nhiệt công nghệ **Turbo** làm mát biếp gấp 2 lần so với thông thường

ĐẶC ĐIỂM NỔI BẬT

- Chức năng không bám nước

·hiệu ứng là sen

THÔNG SỐ KỲ THUẬT 1. Công suất : 2000 W

4. Trong lương : 2.3 kg

2. Điện áp

: 200 V - 240 V

3. Kich thước : 370 x 290 x 35mm

Bảng điều khiển Cảm ứng siêu nhạy.

Mặt bếp làm bằng kính NEG Glass của Nhật siêu cũng, không bám nước,

biến địp, sáng bóng, diễ dáng loụ chữ

- Đầu cầm 3 chấu tích hợp Cẩu Chỉ bảo vệ tụ động

chíu được nhiệt độ cao Cháng trấy xước chiu sắc mHH 800°C

#### CTY ATS DIGITAL





Leaflet + banner Design

#### YẾN ĐẢO





#### 1. NƯỚC UỐNG TỔ YẾN SÀO® là gì?

Là loại thức ướng bổ sung thế hệ mới được cải thiện từ quy cách nhật, chung tổ yến sảo theo cách truyền thống của các Vua chúa thời xa xưa. nay được áp dụng cải tiến theo tư duy, công nghệ mới để đáp ứng nhu cầu tiện lợi nhưng vẫn đảm bảo giữ được đẩy đủ các dưỡng chất quý giá có trong tổ yến, tuần thủ các quy tỉnh sản xuất nghiệm ngặt và được cấp giấy chứng nhận sản xuất theo tiểu chuẩn của Bộ Y tế của nước CHXHCN Việt Nam.

#### 2. ĐẶC ĐIỂM LỚN CỦA NƯỚC UỐNG TỔ YÉN SÀO®

#### Nguồn nước:

 Nước khoáng thiên nhiên được khai thác trên các vùng núi, đạt độ tính khiết cao nhất.

- Nguyên liệu: - Tổ yến đảo tự nhiên thuận thiên nhiên, thu hoạch trên các móm hang đã hiểm trở và xử lý tiêu chuẩn théo quy trình nghiệm ngặt để loại bỏ mắm bệnh (nếu có), loại bỏ tạp chất, tiêu điệt vi >khuẩn =

#### Nước uống tổ yến sào

#### Hương vị Chiết Xuất:

- Hương vị chiết xuất thuần thiên nhiên gồm: Nhân Săm, Táo Đỏ, Nguyên Sợi, Đường Phèn, ..... - Nhằm tăng khẩu vị phù hợp cho từng khách hàng, mỗi hương vị sẽ được đặt tên. Tuy nhiên chất lượng tổ <mark>yến vẫn duy tri được hương vị thuản</mark> khiết vốn đã tồn tại trong mỗi sợi yến.

Dung tích: 70ml x 06 lọ/hộp

#### 3. BÁO QUÁN

trong vòng 24 giờ.

Không sử dụng các phương pháp hóa học, khẳng tác dụng phụ. - Han sử dụng ngắn. (Xem trên và hộp hoặc lọ)

Tránh ánh sáng trực tiếp. · Bảo quân lạnh sau khi mở nắp (4°C) sử dụng Điều tiết cân bằng nội tiết tố. Tặng cường sinh lực, bởi bổ sức khỏe, phục hởi

- Thích hợp cho mọi lửa tuổi.

5. NƯỚC ƯỚNG TỐ YẾN SÀO® tuy là loại thức uống mới ra đời trong nhiều năm gắn đây nhưng chất lượng hỗ trợ điệu trị của Tổ yên sào đã được các nhà y học cổ truyền nổi tiếng như: Lý Thời Trán, Hải Thượng Lân Ông công nhận là loại thực phẩm quý được thiên nhiên ban tặng. Và lãnh thố Việt Nam may mắn được thiên nhiên ưu ái hơn cả vì có được Tổ yến sào đạt chất lượng dường chất nhiều nhất và là loại tổ yến tốt nhất thế giới.

4. LỢI ÍCH TIỂM TÀNG CỦA NƯỚC UỐNG TỔ YẾN SÀO ĐỐI VỚI SỨC KHÓE:

Chống lào hóa, cải thiện sắc tố, tươi trẻ làn da,

#### ( constitution of the cons

Sản xuất theo tiêu chuẩn Bộ y tế bởi: Công Ty TNHH Thương Mại YẾN ĐẢO VIỆT NAM Số 22 - 24 Đường 69A Thanh Mỹ Lơi, P. Thanh Mỹ Lơi, Q. 2, TP, HCM

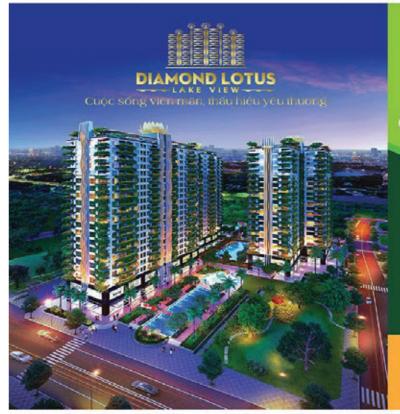




#### COVER MẠNG XÃ HỘI CHAY SAU 15/8

BAO GỒM CÁC KT: 959 X 320PX, 980 X 300 PX, 2560 X 1440PX, 851 X 315PX, 320 X 350PX, 180 X 180PX







#### LƠI THỂ ĐỘC TÔN

- Vườn thiển ngũ phúc Zen Lotus Garden
- Noc viên kỷ năng Quốc tế iDL Việt Nam
- Liền kể công viên văn hóa Đẩm Sen
- Trở thành thành viên DIAMOND LOTUS MEMBERSHIP



HOTLINE: 1800 2079

CHẠY TRƯỚC 30/7 - 15/8

MẪU 2



Công Ty Cổ Phần Công Nghệ Mật Độ Cao















#### VIDEC

## **Corporate Identity**

VIDEC Group grows up from a consulting and design business. VIDEC's goal is to become a leading corporation in the field of real estate and construction investment. With that vision, VIDEC needs to reshape its brand position to match its position, size and vision. To meet the needs of businesses, PNK Media has brought a comprehensive branding solution with 3 stages: brand research, building a brand identity, building a brand identity for marketing activities.



Operating in real estate investment and industrial park infrastructure management in Hoa Binh, Da Hop wants to build a professional brand, and reposition the brand for the new development stage of

Company. In this project, PNK Media helped Da Hop to build a brand strategy and redesign the entire impressive and effective brand identity system.



DA HOP















#### DA HOP Cornorate

### **Corporate Identity**











#### **VIETSTARLAND**

#### Corporate Identity

wishes VietstarLand become reputable brand in the market, creating a solid trust for their investors and customers. This company has cooperated with PNK Media to consult and build a professional and consistent identification system for them.

In this project, PNK Media has consulted and designed a completely new brand identity system for VietstarLand, creating a brand with strong, professional and prestigious style





UY TÍN LÀ THƯƠNG HIỆU









**Determine** the target

> Market analysis

Strategic planning

> **Build** solutions

Channel strategy

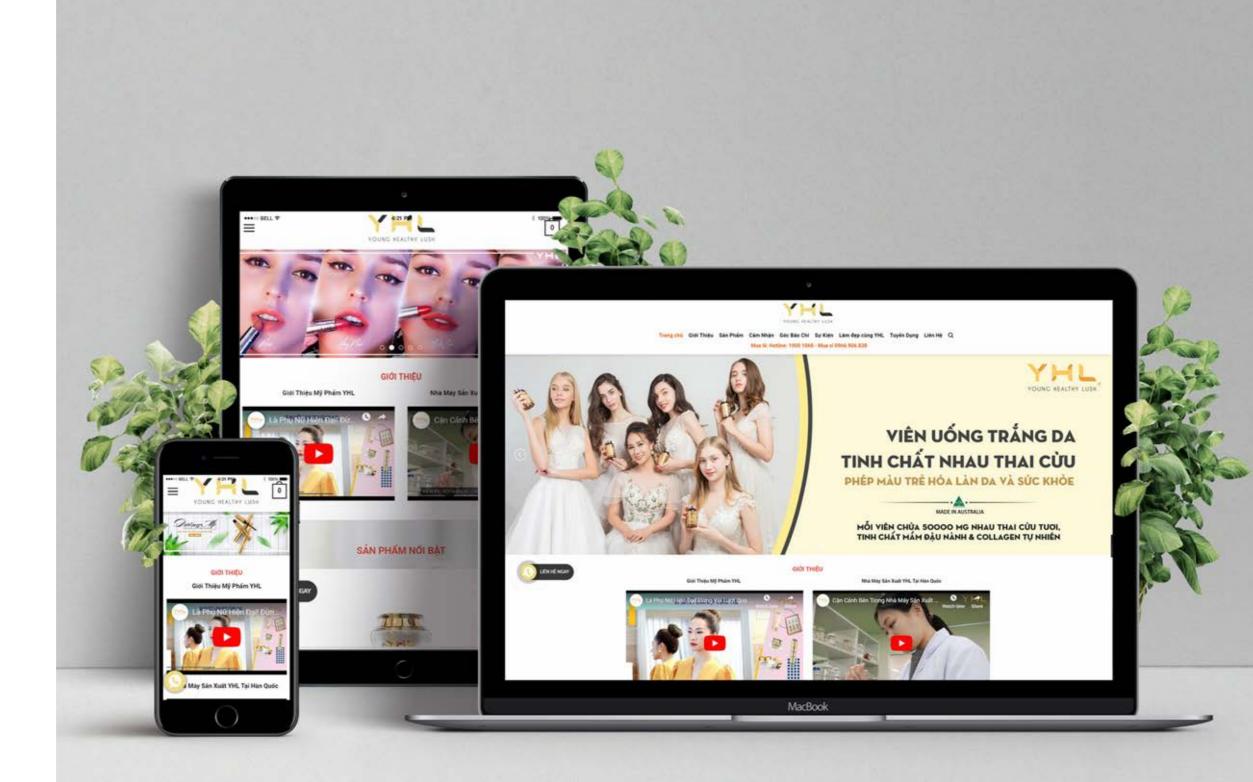
> **Price** strategy

**Communication** strategy

Measurement and optimization

**Implementation** plan

### YHL Website Cosmeti



# VINHOMES Website

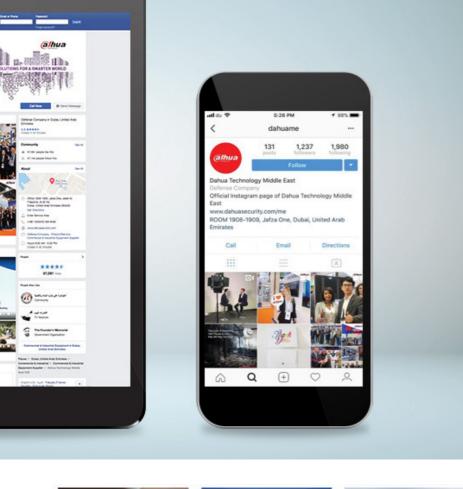
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# ACHISON Website Safety & Healt



### O • Med Social

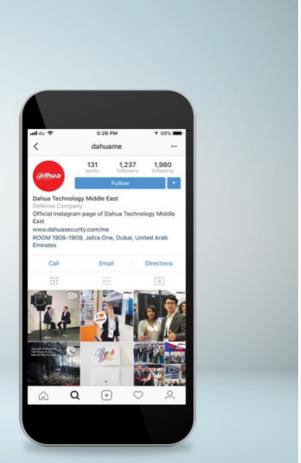


50K FOLLOWERS

I W a hua

a hua

ANSWER & WIN





2018





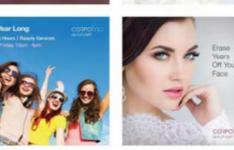
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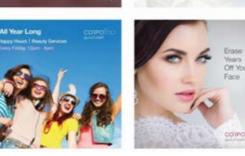


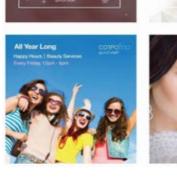




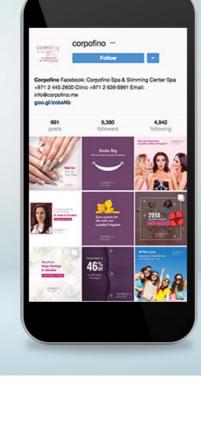












## Med Social

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facebook

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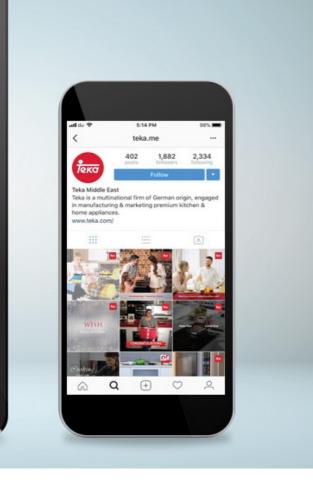
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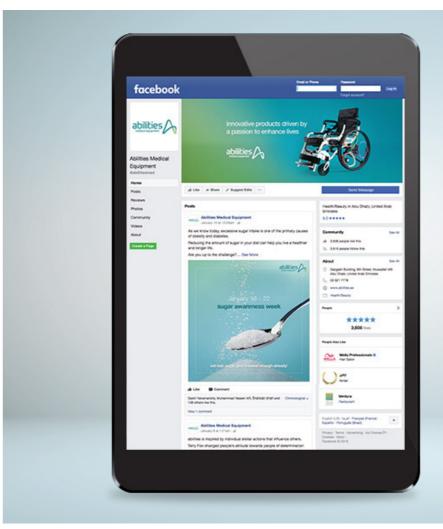














We are living in the technology age, with the strong development of internet, information technology and the growth of the industry.

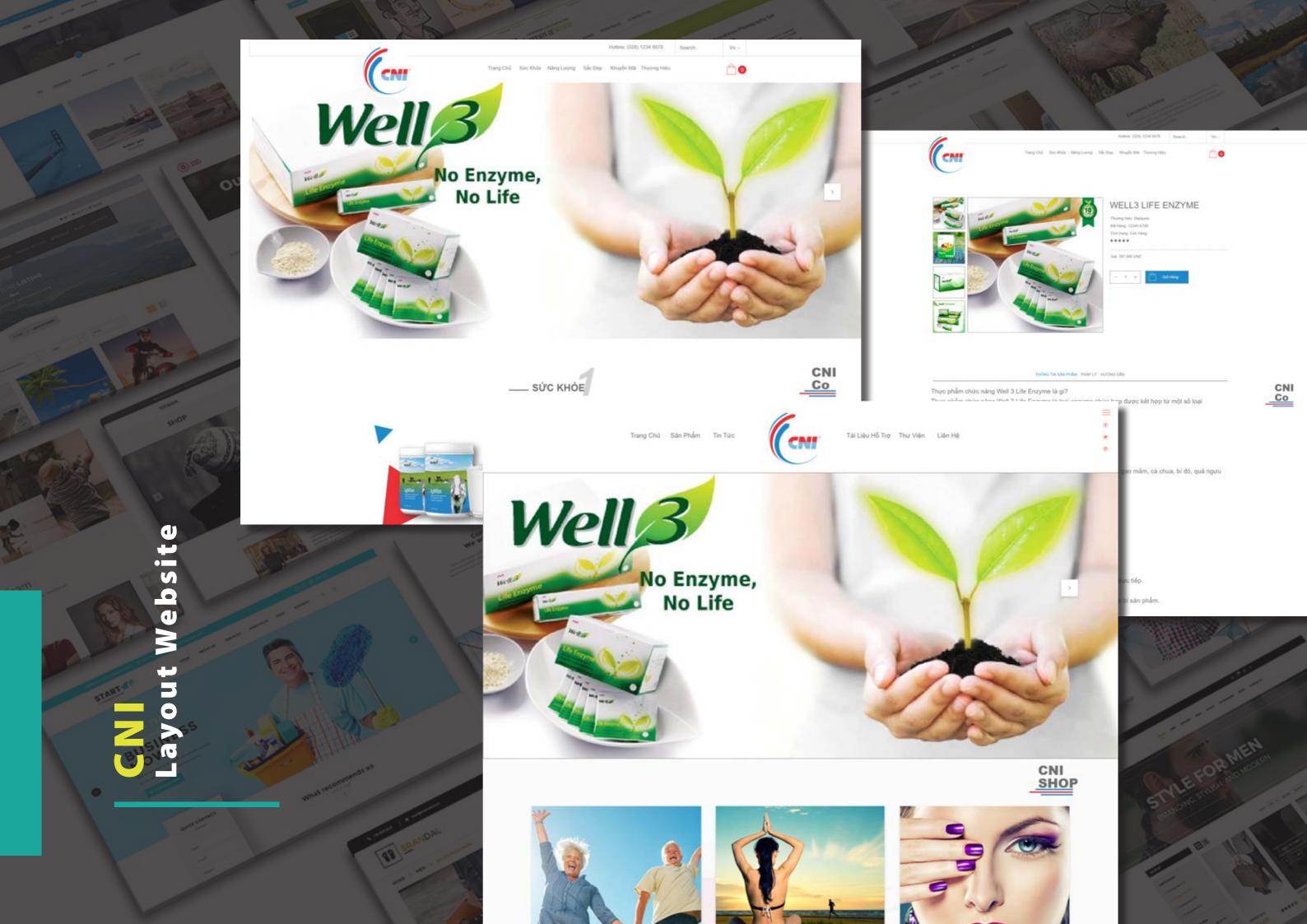
E-commerce so businesses need to design a professional sales website.

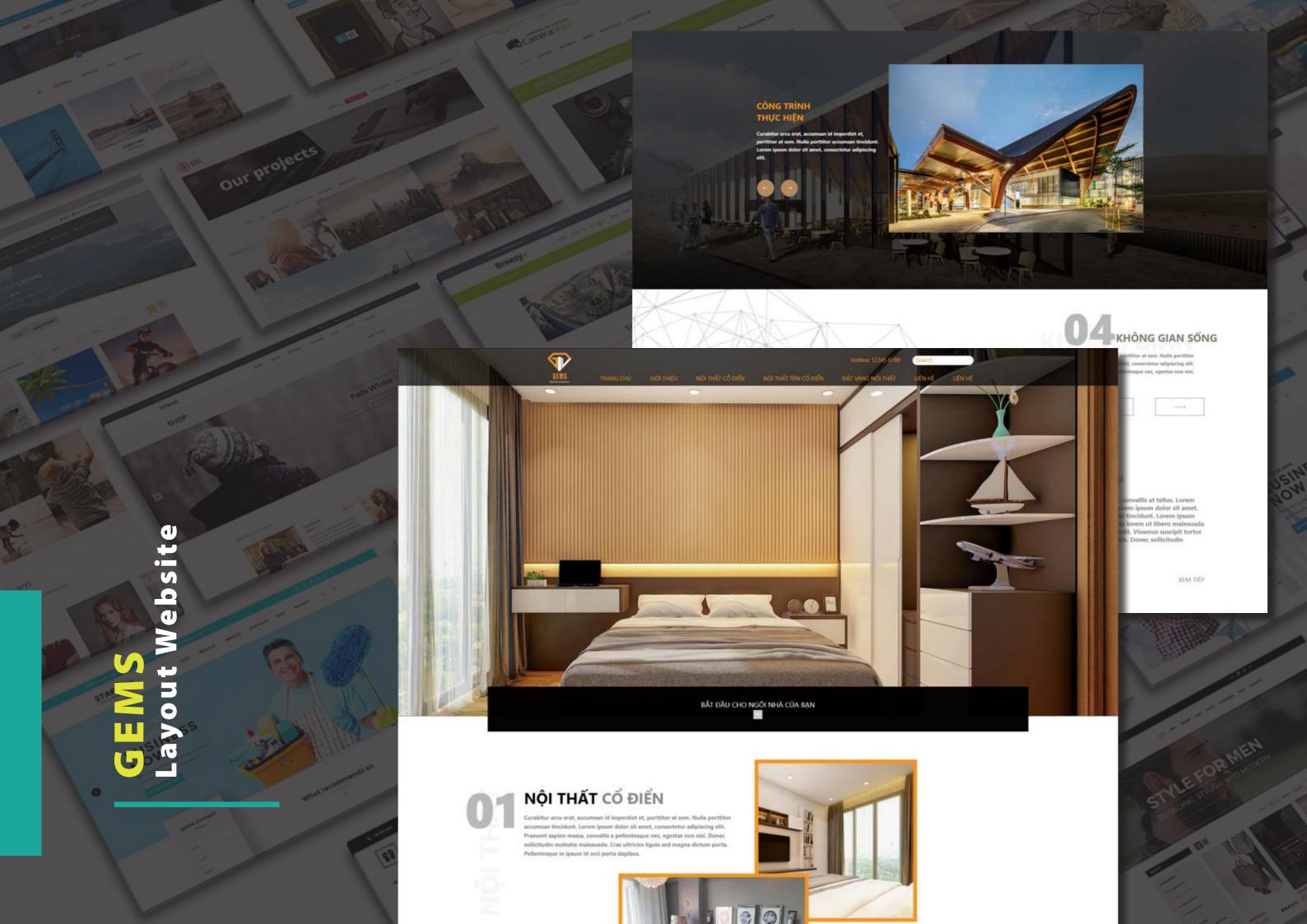


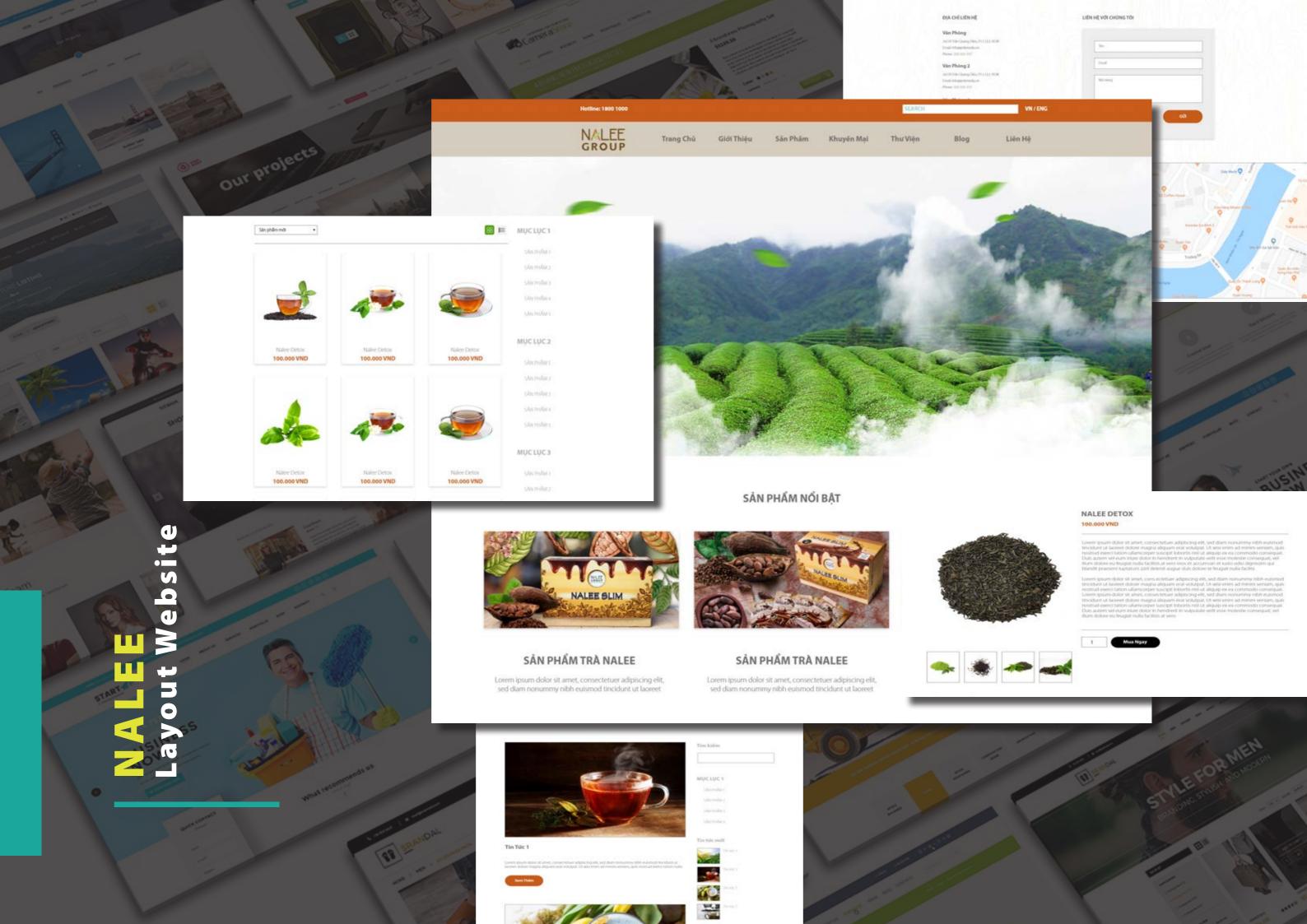
#### What is the reason?

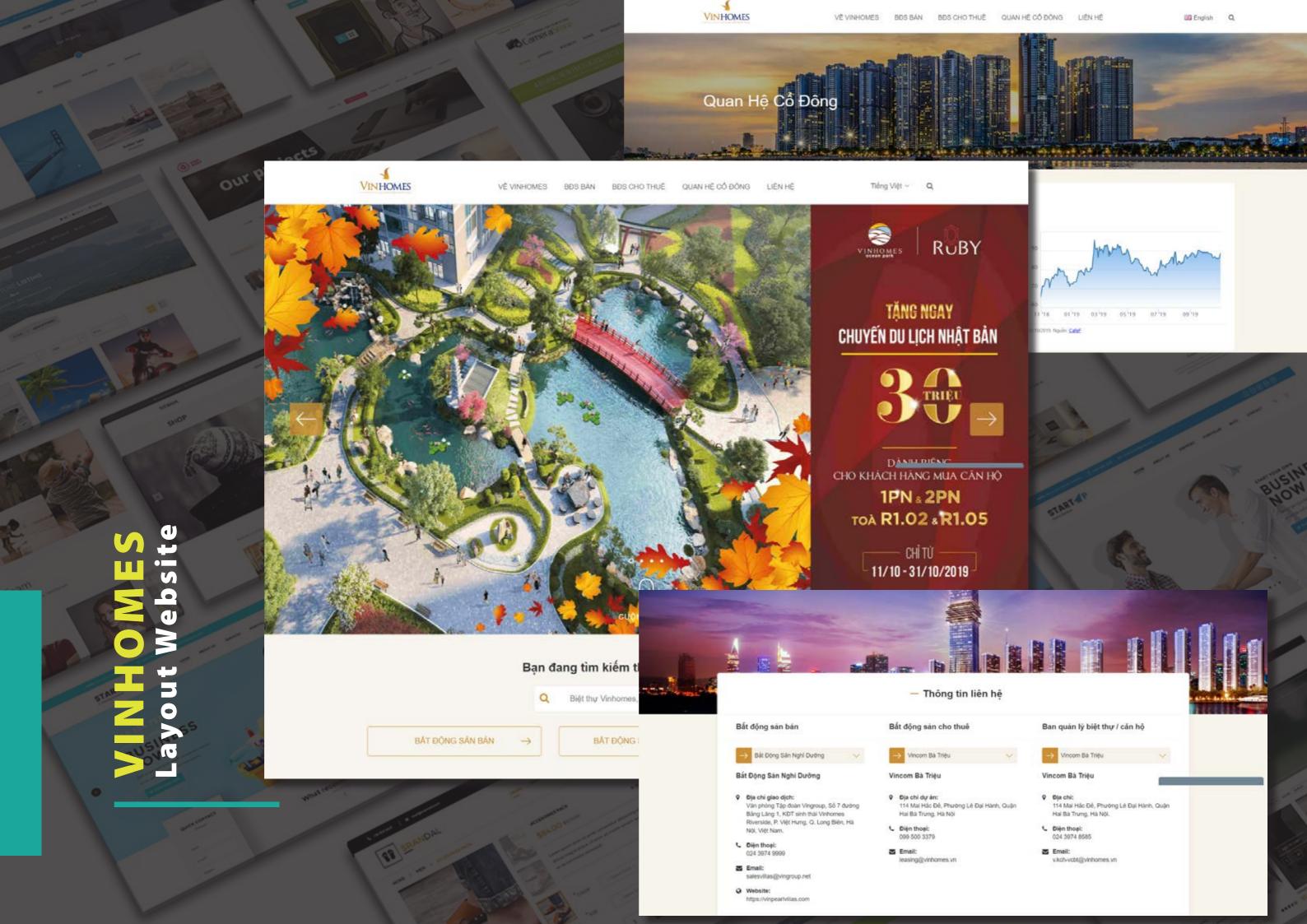
Because the sales website is a store on the largest market in the world at a very low cost. A website will help you to reach customers in a simple and broader way with extremely good cost.

LAYOUT WEBSITE













What does an enterprise need from a

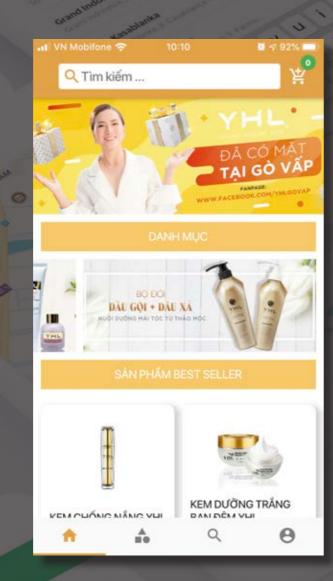
What does an enterprise need from a mobile application?

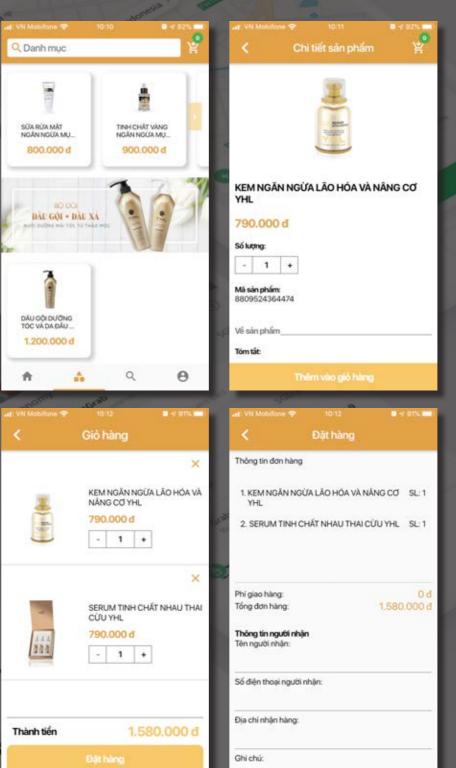
Mobile application (Mobile App) is a type of application software designed to run on mobile devices such as smartphones or tablets. Like sales applications, customer care applications or business management applications are becoming a new trend for businesses.

What do you need from a mobile application?

A good mobile application will help you solve a lot of problems. Just help you manage orders, manage personnel appropriately. A good mobile application is also an effective, less expensive marketing tool for businesses.

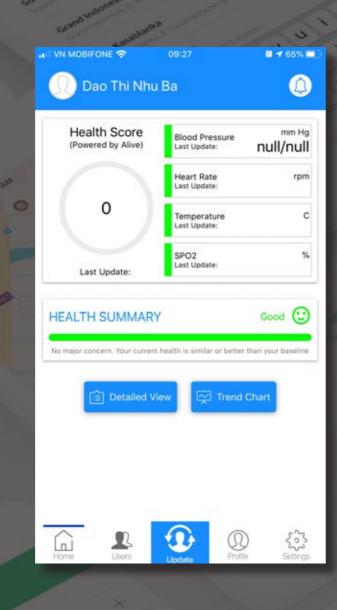
Mobile App

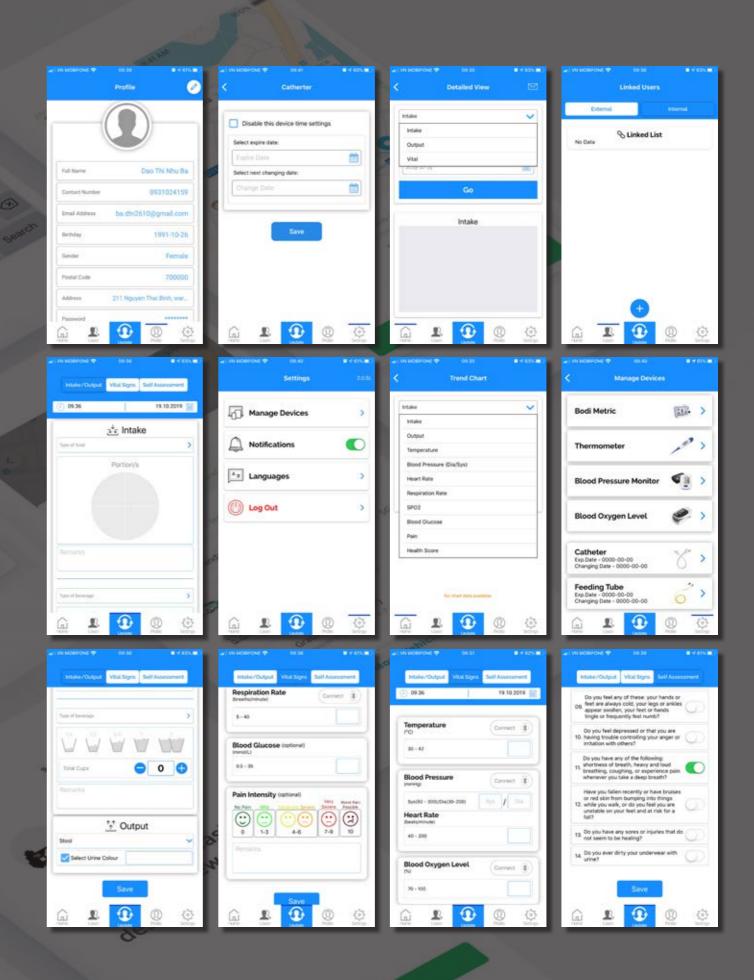




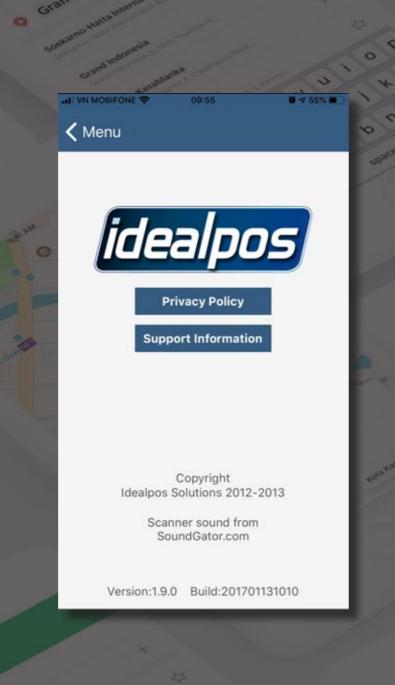


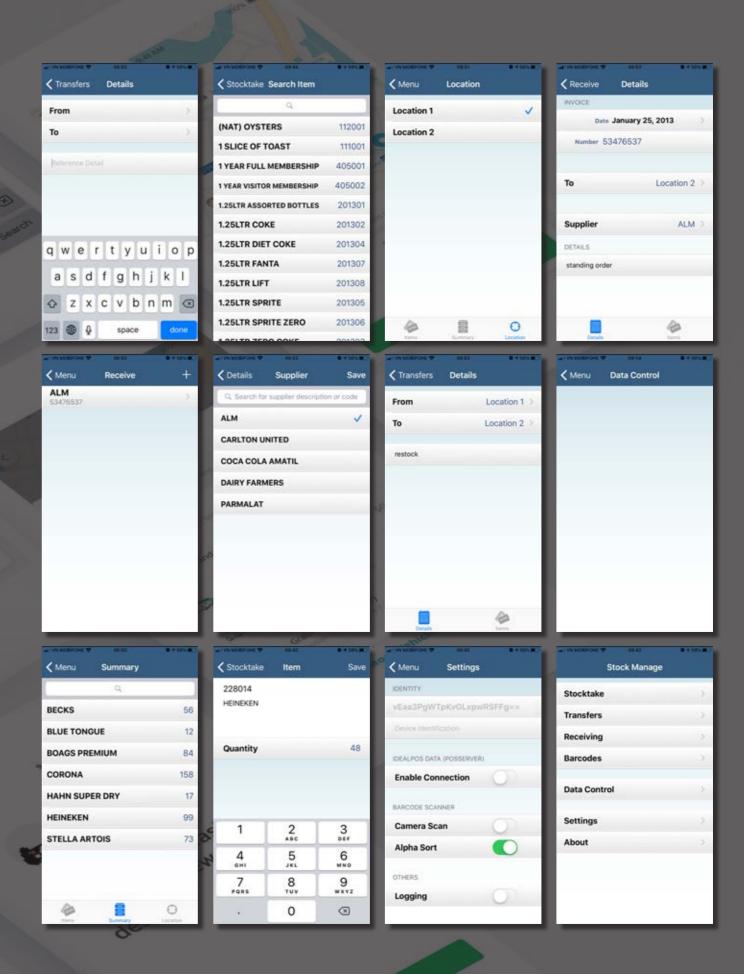
## MAIZAL Mobile App

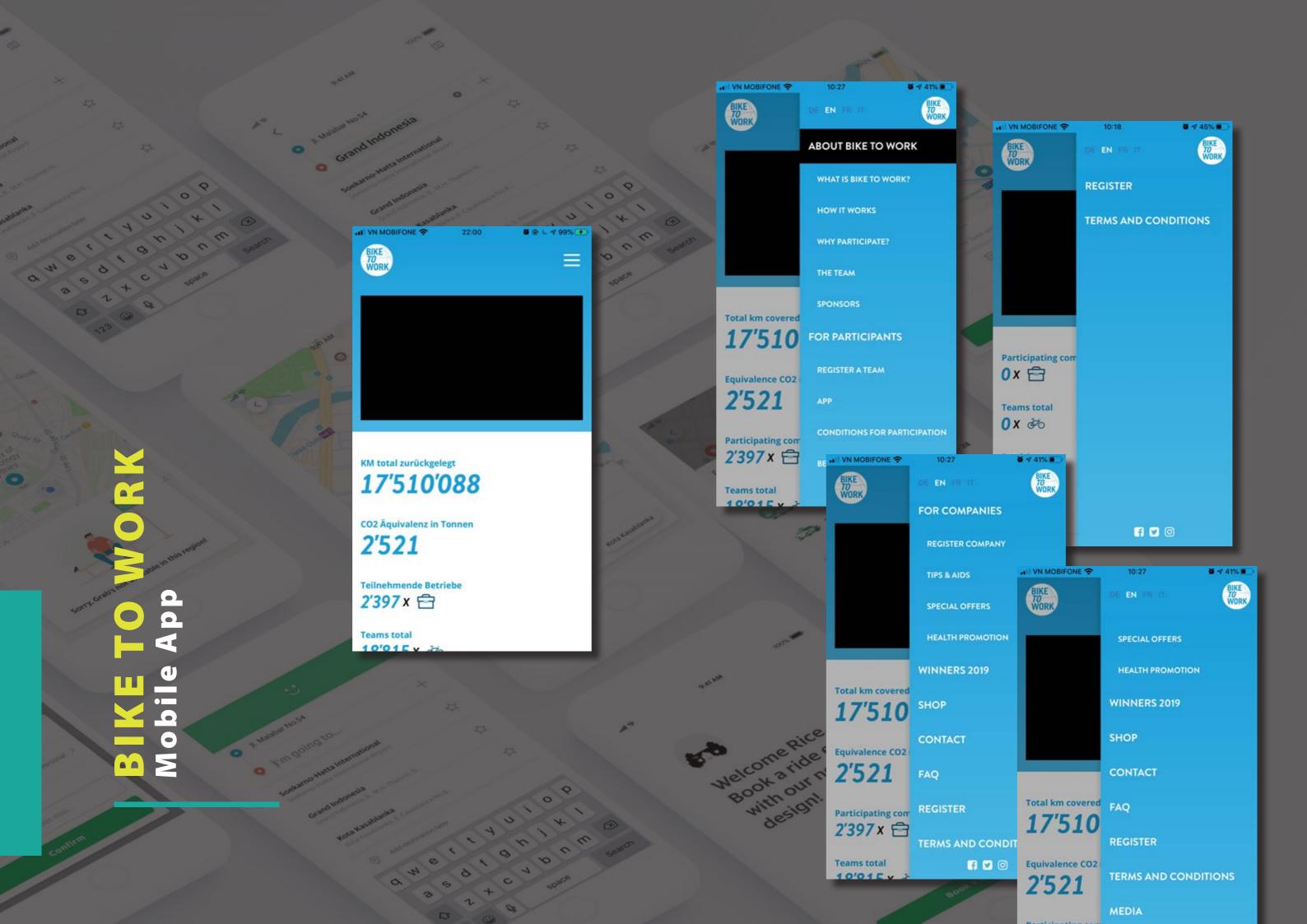












### CONSTRUCTION - DEVELOPMENT MARKETING

- MANAGEMENT WEBSITE, FANPAGE, BLOG
- 2. FORUM SEEDING
- 3. MAXIMIZE SEO FOR WEBSITE
- 4. EMAIL MARKETING
- 5. ONLINE MARKETING
- 6. ONLINE MARKETING ADVISORY





Not all enterprises are interested in and clear about digital marketing. Therefore, our marketing of PNK is established to support enterprises in enhancing branding.



### Company:

#### **VINFAST**

Time:

1/6 - 1/11/2019

Description:

Running marketing for all agents.

Result:

50 million customers





(\*)Chương trình có thể kết thúc trước thời hạ

TRẢI NGHIỆM ĐỈNH CAO CÙNG

ĐĂNG KÝ NGAY

Công ty TNHH Sản xuất và Kinh doanh VinFast

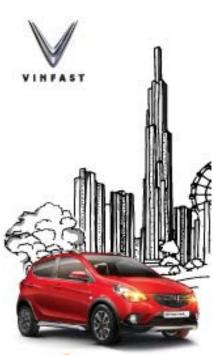






(\*)Chương trình có thể kết thúc trước thời hạn











ĐĂNG KÝ NGAY

Công ty TNHH Sân xuất và Kinh doanh VinFas ② 1900-222-389 @ www.xinfast.xn

## VINFAST GDN - Marketing



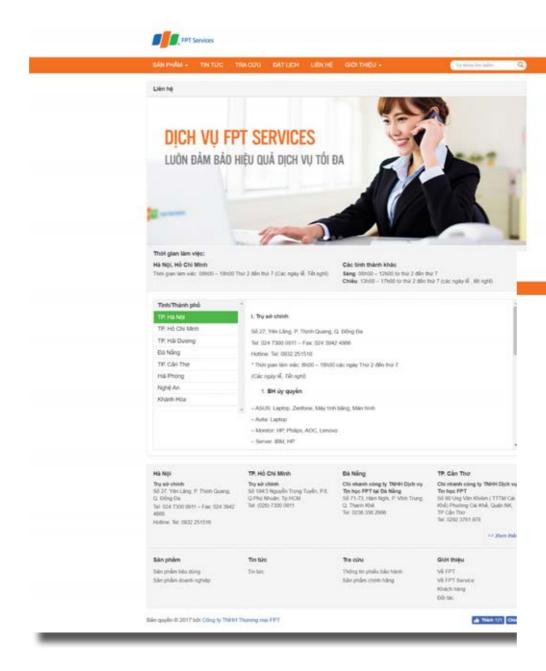




Công ty TNHH Sản xuất và Kinh doanh VinFast







Company:

**FPT Service** 

Time:

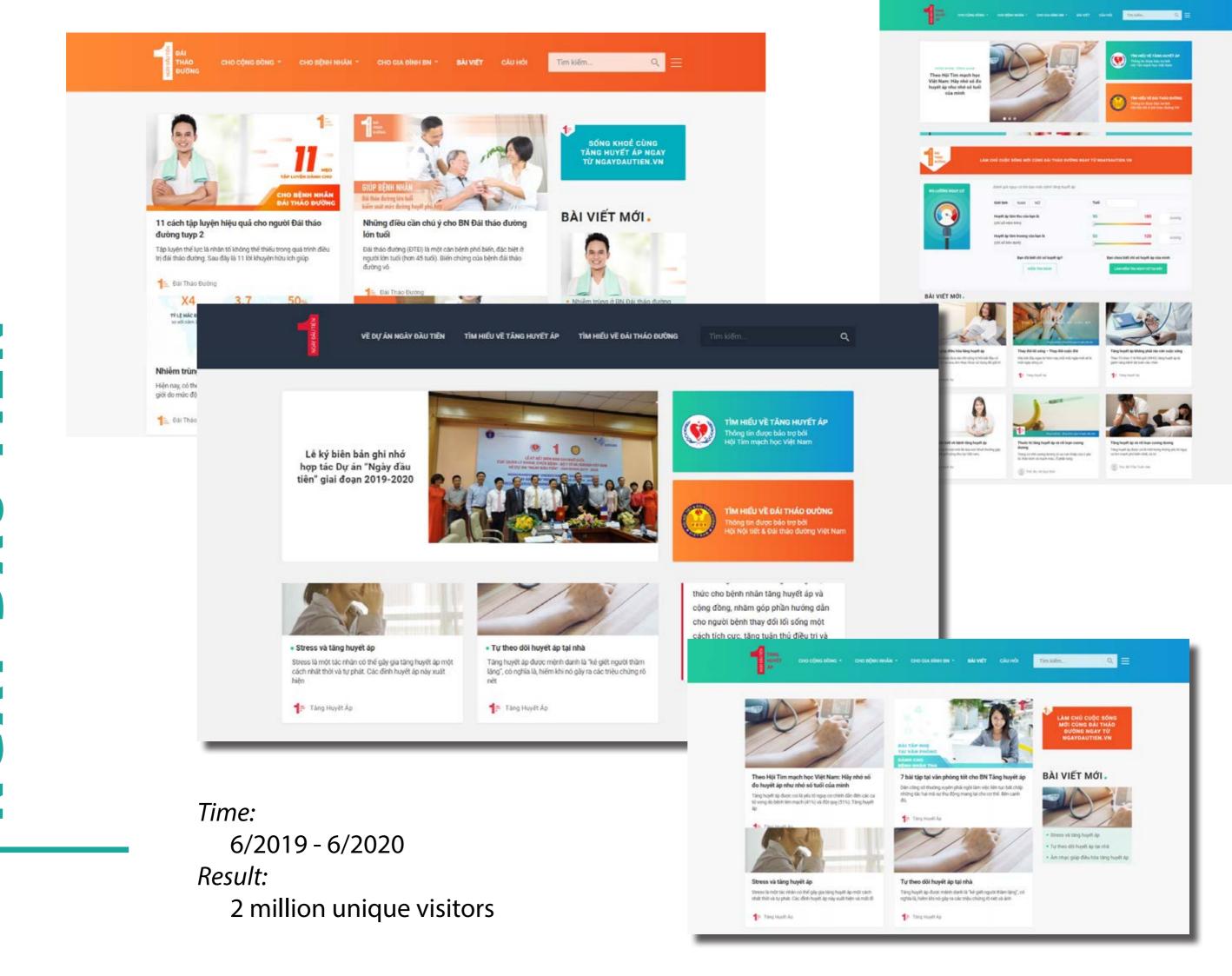
3/2019 - 3/2020

Reult:

1 million unique visitors







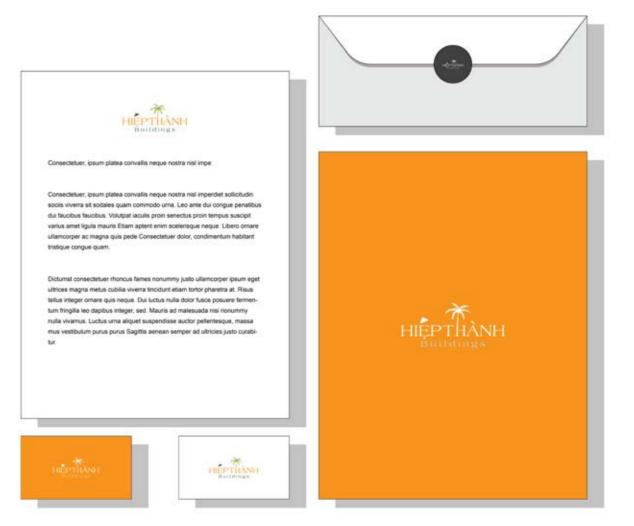
## HIÊP THÀNH BUILDINGS

Hiep Thanh Buildings
Commercial - Service
Complex consists of 5 Blocks
(Block A, B, C: apartments,
Block E: offices & Block D:
International Kindergarten.

Hiep Thanh Buildings complex provides about 512 apartments from 01 to 03 bedrooms to the market.

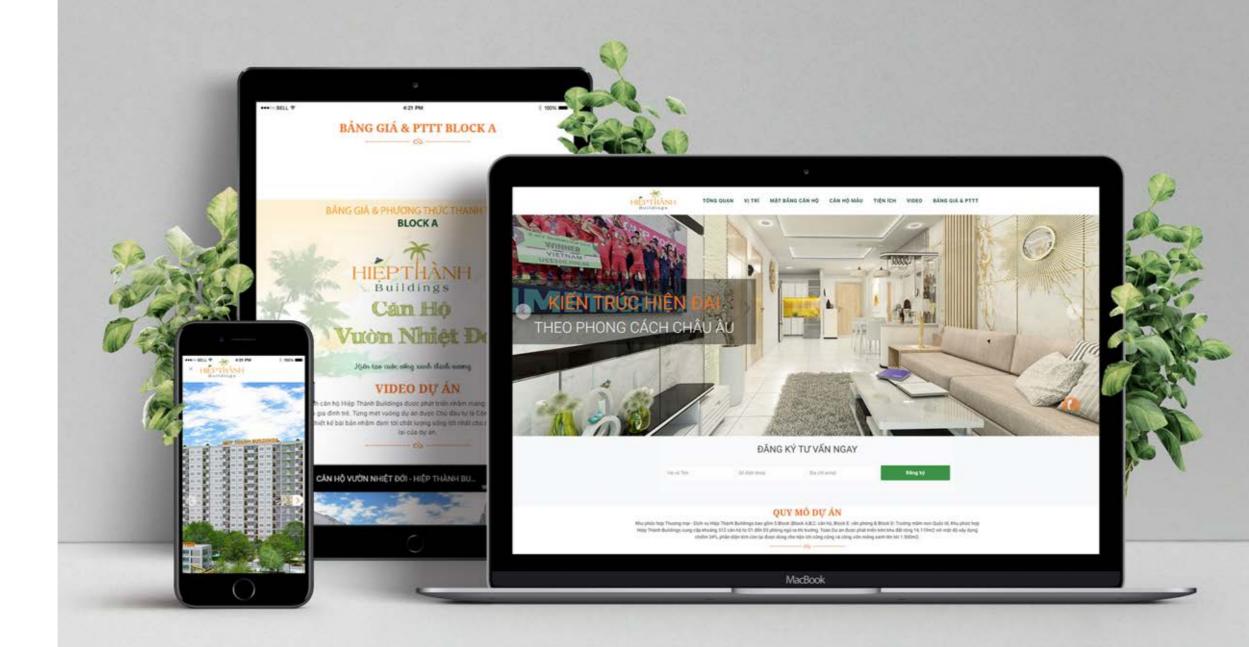
The whole project is developed on a land area of 16,119m<sup>2</sup> with a construction density of 34%, the remaining area is used for public utilities and green park up to 1,500m<sup>2</sup>





Build website desktop - mobile interface

## HIÊP THÀNH BUILDING



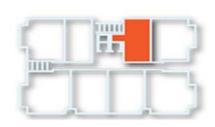
Perspective image of the project

## THÀNH DING **«Ш∙** =











DTTT: 59,60m<sup>2</sup> DTLL: 55,01m<sup>2</sup>



















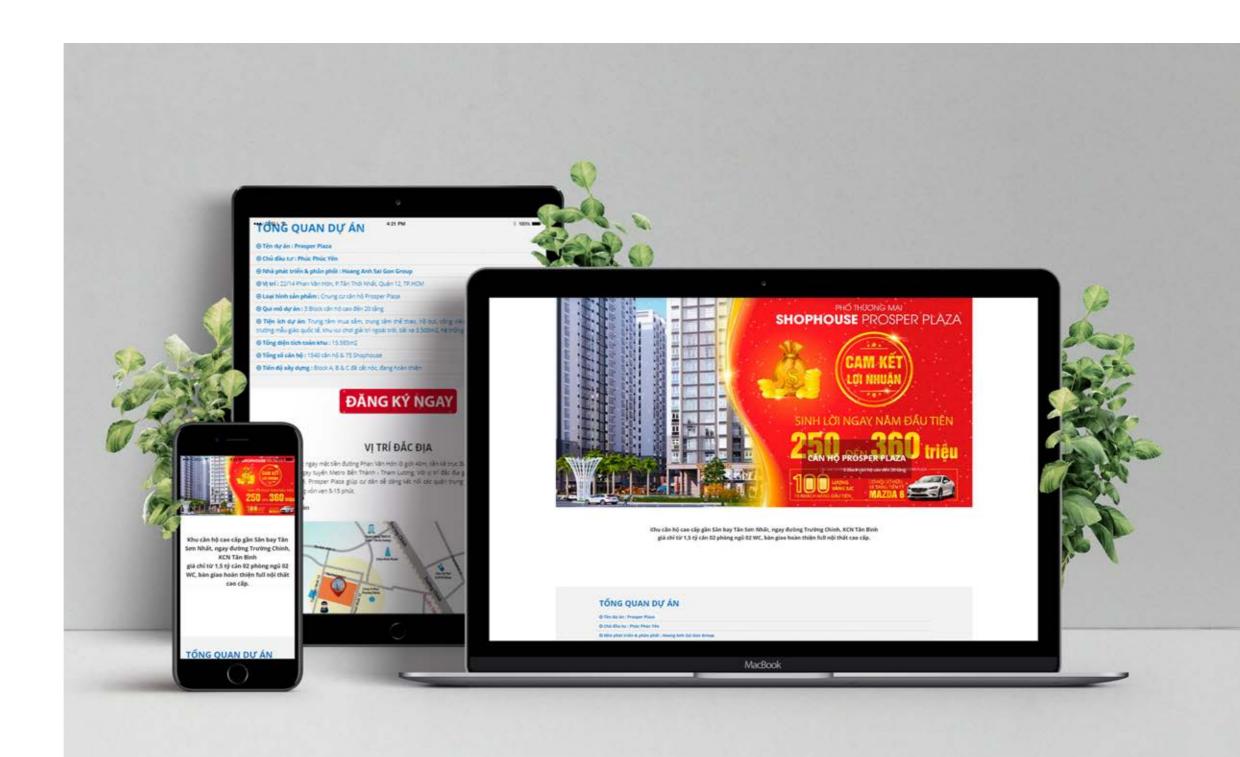






### Build website desktop - mobile interface





# PLAZA PROSPER

Perspective image of the

## project





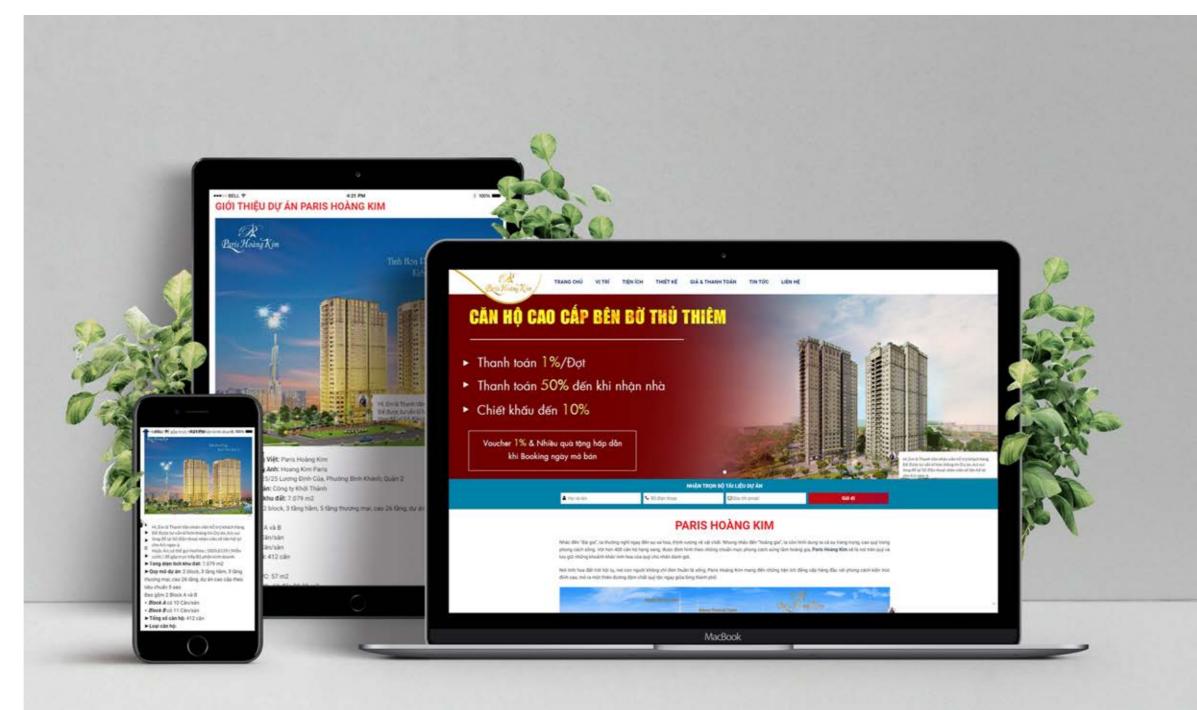




## PARIS HOANG KIN

### Build website desktop - mobile interface



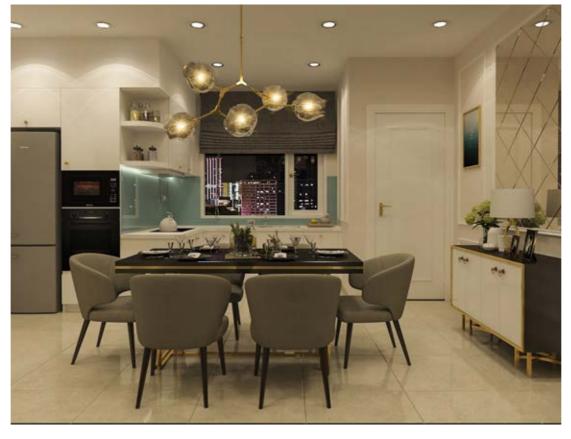


Perspective image of the project

## PARIS HOÀNG KIM











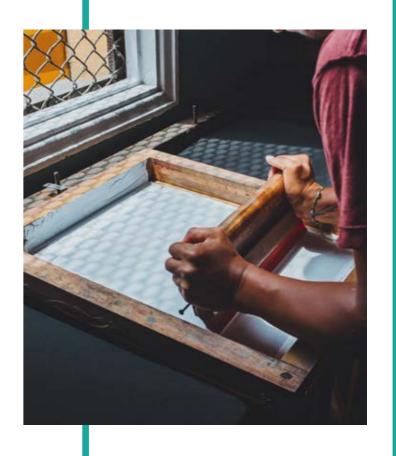
Printing is an important part in marketing plans, showing the formality and professionalism of image of an organization or enterprise.

Not only do we provide marketing supporting services, PNK also provides printing services with a wide range of selections so that enterprises can get their most desirable and satisfying product.



Nowadays in Vietnam, printing technology has started to diversify with better quality. Some common printing technologies include: offset, flexo, silk printing, typo, DTG (Direct to Garment),..... Depending on distinguished purpose, different printing technologies will be applied.

Choosing the printing service of PNK, private enterprises can have the print on their request or requires designing support from PNK. PNK team is committed to not only the printing but also the aesthetics of the design – the most crucial part of organizations and individuals in promoting their images





























ADVERTISEMENT



### **PNK Media Limited Company**

#### Office:

26/2A Tran Quang Dieu, Ward 13, Dist 3, HCM

#### **Contact:**

0909 902 579 - (028) 62 76 66 90

### CONTACT



Thank you for your interest in PNK's service, we are honored to have the opportunity to cooperate and become a reliable partner on the development path of enterprise.

Sincerely thank



#### **PNK Media Limited Company**

Add: 26/2A Tran Quang Dieu St., Ward. 13, Dict. 3

**Contact:** 0909 902 579 - (028) 62 76 66 90