



360 EXPERIENTIAL
MARKETING AGENCY

COMPANY CREDENTIALS

A MEMBER OF MSV SINCE 2013



THE PATH **TO** PURCHASE

- Our history
- Why us?
- Meet the big team
- What keep us on the right path?
- Our valued clients
- Our services
- Our best projects
- Let's Talk

OUR HISTORY

Established in 2013, P2P inheriting MSV's **cultural foundation, core competencies, and innovation spirit** (Since 1995). With the advantages of **creativity, technology & marketing trends**, P2P has grown to become one of the leading 360 experiential marketing agencies in Vietnam.



WHY US

AUTHENTIC

We always make transparent financing and legal in every number, every word, every paper, and in working with our clients

ALWAYS ON TRENDS

Since 2013, we have been familiar with the Vietnamese market and digital fieldwork solutions, P2P always keeps on delivering outstanding levels of services with trendy value and world-class standards.

CONNECTED

By insightful visuals blended with the latest technology, we bring connection into real life, which is the pride we keep fighting forward to strongly grow.

AMBITION

Become a strategic partner of brands in the category of sales & marketing and on BTL solutions

MISSION

Deliver valued services & sustainability in integrated BTL solutions.



IT'S ALL ABOUT CUSTOMERS' EXPERIENCES

**WE CONSTANTLY COMMIT TO
BRINGING THE BEST BTL
MARKETING SERVICES**

ACHIEVEMENTS AND FEEDBACKS



NV Nguyen Van Phuc Yesterday
To NGUYEN TUAN NHUT, + 11

Was there Any Heineken silver i...
EML - 18 KB

Dear Team,

Truly Great work last week on the first launching. Great Thanks to all of You!!!
Xin chân thành cảm ơn tất cả các bạn đã hoàn thành 2 đêm launching hoạt động Catwalk tuyệt vời. Để có được thành quả này là nỗ lực của tất cả mọi người trong tinh thần nhiệt chiến đấu.
Phúc thấy được nỗ lực của cả team trong mỗi lần team đi deal với từng outlet để làm được các hoạt động: basic posm, tentcard, sampling, nhập hàng, catwalk sampling, combo promotion. Kênh này chủ quán rất khó chịu, chỉ tiết và cẩn thận nhưng các bạn đã làm tốt đến mức chủ quán The Gangs & Ba Gác rất hài lòng.
Em cũng thấy nỗ lực của cả team qua lần chủ quán The Gangs bắt đòi chỗ sản khẩu khi gần đến sát giờ 2pm, anh em cùng nhau kéo xếp lại tất cả bàn ghế trong quán gần 50 cái cùng chủ quán chuẩn bị chương trình, mở hội nhể nhại, thật sự làm mọi người rất xúc động vì nỗ lực của tất cả mọi người.
Mong mọi người sẽ tiếp tục đem tinh thần này để làm việc trong tất cả các hoạt động sắp tới, để thành công đến với tất cả chúng ta.
Phúc chia sẻ email cảm ơn của Reinoud gửi cho Team và cc Alex, Jason Morris, đến tất cả mọi người.

Xin cảm ơn các bạn.
Phuc

Mr. Nguyen Van Phuc
Associate Trade Marketing
Manager

From: Jason Morris <Jason.Morris@heineken.com>
Sent: Saturday, April 6, 2019 10:48 PM
To: Le Duy Linh <LeDuy.Linh@heineken.com>
Cc: Reinoud Ottervanger <reinoud.ottervanger@heineken.com>; Pham Phan Hong Danh <Danh.PhamPhanHong@heineken.com>; Alexander Koch <alexander.koch@heineken.com>
Subject: Re: This is powerrr!

Indeed!! Amazing night Linh! I know a lot of hard work and sweat went into it behind the scenes. Setting the bar high not just in Vietnam but across the Region!

Mr. Jason Morris – Head of Trade Marketing

On Apr 6, 2019, at 21:59, Reinoud Ottervanger <reinoud.ottervanger@heineken.com> wrote:

Hey Linh and Danh,

Really well done tonight! Spot on event, right audience, great visibility and a lot of consumption!

Let the Silver journey continue fast and furious!

Cheers! Reinoud

Mr. Reinoud Ottervanger – Marketing
Manager

PP Pham Phan Hong Danh Yesterday
To NGUYEN TUAN NHUT, NGUYEN KIM THI, + 3

Dear All,

Big applause for your perfect show last Saturday. You are the one win the heart of all of us.
I would like to express my sincerely appreciation with your hard work and passion. Trade marketing receive many motivation message from topline manager lately and this success cannot miss our team, just read the below message from Jason Morris – Head of Trade.

As Reinoud said, it just started and we have many more event to win. Keep it up.

Thanks a lot TEAM.

Mr. Pham Hong Danh
(Assistant Trade Marketing Manager)

THE LEADERS



TRIEU TON PHONG
Founder & CEO



DANG UY DUNG
Operating Director



PHAM THE PHONG
CFO



DO THI HONG CHAU
Head of Control & Compliance

With the aim of bringing the best quality services to the customers, the leader team support intensively for the latest innovations & technologies. Integrity & dynamic in leadership, P2P's leaders have led the company to achieve and maintain our position in BTL industry since 2013.

Meet The Young Team



CAO DIEP MACH THUY

Concept & Planning



NGUYEN TUAN NHUT

Clients Service



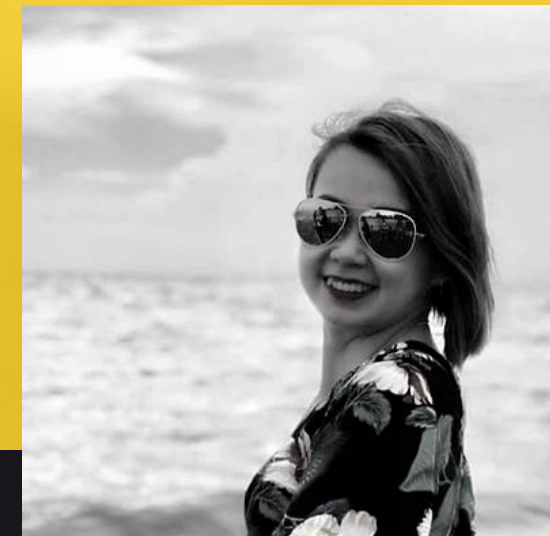
TINO HUYNH

Communications



NHUNG PHAM

Clients Service



THAM PHAM

Creative & Design



HIEP PHAN

Clients Service

We have a great team from different generations.
We are confident in bringing our clients new ideas
every day and professionalism in every detail.



AND THE BEST STAFFS

What keep us on the right path?



3 Branches in HCM & Hanoi
2 Big Warehouses
(800 Sqm & 250sqm)



Effective Legal &
Finance
Management



A skillful & professional team
that is full of motivation,
teamwork & leadership.



Digital solutions in
project BTL marketing
management with the
latest technology.

3000+

FIELD FORCES

100+

BRAND REPRESENTATIVES

40+

CITY LEADERS

ACROSS THE COUNTRY IN RURAL AND URBAN AREAS

I N A S A M E T I M E

OUR VALUED CLIENTS

Since 2013, we have worked with more than
100+ brands and corporations

DHG PHARMA



The MACALLAN®



OUR SERVICES



EXPERIENTIAL MARKETING

Activation | Brand event | Conference |
Launching campaign | Roadshow

SHOPPER MARKETING

Sampling | Channel Event | Thematic Promotion |
Instore marketing | Booth Activities

SHOW MANAGEMENT

Project management | Event Operations |
Coordinator management

VISUAL MARKETING

Creative design | POSM | Visual Merchandising

TECHNOLOGY & SOLUTIONS

Management Apps | Contact center | CRM

VIRTUAL & LIVESTREAM EXPERIENCES

Livestream event | Hybrid Event | Online Sales

SERVICE CHANNELS



ON PREMISE

We work in both **modern** and **traditional** on trade in urban & rural areas. From highclass social groups, bar, cafe to the beer clubs, karaoke,



OFF PREMISE

From **modern** to **traditional** off trade such as supermarkets, mall center... to grocery stores, mobile store or even in rural areas (wet markets). We do it all!



OTHERS

We also work in different other channels to diversify our interacting channels such as **University, Cinema, hospital, clinic centers...**

TARGET CONSUMERS



GEN Z



MOMS



HOUSEWIVES



MEN IN BETA

OUR PROJECTS

Our projects are the attractive stories told by visuals to bringing the brand/product's message, reinforcing and changing the buying behavior of customers.



HELLO, WE ARE



THE PATH TO
PURCHASE

[CLICK HERE TO WATCH
OUR CREDENTIALS-SHOWREEL](#)

OUR HIGHLIGHTS PROJECTS

EXPERIENTIAL MARKETING

HEINEKEN SILVER LAUNCHING CAMPAIGN

Client: Heineken Vietnam Brewery Limited Company (a subsidiary of Heineken)

Brand: Heineken Silver

During: Mar - Apr 2019 in Ha Noi, Ho Chi Minh, Da Nang

Target audience: All men & women from 18 years old

THE BRIEF

Create a series of activities to launch & introduce the new product from Heineken: **Heineken Silver – Nhẹ êm mà đậm chất**

OUTCOME :

50,000+ samples | **3000+** activations nights | **600+** outlet nationwide



BIA VIET LAUNCHING BRAND SERIES EVENT

Client: Heineken Vietnam Brewery Limited Company

Brand: Bia Viet

During: Oct 2019 - Apr 2020

Target audience: for both men and women from 18 years and above.

THE BRIEF

- First launching beer represent for Vietnam culture.
- First event to connect people to outdoor event after pandemic.
- Bring a series of outdoor events to every province in nation-wide.



STRONGBOW CHILL BUS TOUR 2019

MINI SERIES EVENT

Client: Heineken Vietnam Brewery Limited Company

Brand: Strongbow

During: June 2019 - Oct 2019

Location : 04 key cities - Can Tho, Nha Trang, Ha Noi, Da Nang

Target audience: All men & women from 18 years old

THE BRIEF

- Bring a series of outdoor events to every province in nation-wide
- Promote the Chill Spirit from Strongbow



SENDO BIRTHDAY ROADSHOW

Client: FPT GROUP

Brand: Sendo

Time: 2019

CHALLENGES

· Create not only roadshow but also “street stunts”, trigger users to engage with brand in public places

OUTCOMES:

- Impress roadshow in HCMC
- Big activation at outside area of shopping mall
- Small activation at bus station to engage with bull-eyes TA



OUR HIGHLIGHTS PROJECT

SHOW MANAGEMENT



GENERALI - SONG NHU Y EVENT OPERATION

Client: Generali

During: 14 - 15 Dec 2019 in INDEPENDENCE PALACE - HCMC

THE BRIEF

- Create an interactive, engaging experience for guests at “Song nhu Y” day event & night event
- Build brand awareness and brand preference
- Become the top-of-mind Italian brand at the end of event



TIGER REMIX ACTIVATION COORDINATOR MANAGEMENT

Client: Heineken Vietnam Brewery Limited Company (a subsidiary of Heineken)

Brand: Tiger

During: 03 December 2018 to 25 January 2019

Target audience: for both men and women from 18 years and above.



TIGER WALL ACTIVATION PROJECT MANAGEMENT

Client: Heineken Vietnam Brewery Limited Company (a subsidiary of Heineken)

Brand: Tiger

During: 14 May to 07 October 2018

Target audience: All men & women from 18 years old



OUR HIGHLIGHTS PROJECT

VISUAL MARKETING

MERCHANDISING

THE DIFFERENCES

BRAND



SHOPPERS

Merchandising services of P2P not only are visual and display at sale points but also connect brand, customer, and shopper to engage environment with the shopper. It also strengthens the brand's health and merely makes it more effective on the front lines of the battle.

CONSUMERS

MERCHANDISING | VISUAL MERCHANDISING

VISUAL MERCHANDISING is an in-store visual marketing activity that serves as both a method for the brand to appear visually and away to create FMOT with shoppers. It works with the media to remind consumers of their brand's offerings.

01

DESIGN

- Accurately reflect the brand's ideals
 - Convey the concept of communication
- Take into account the feasibility of production, set-up, time, cost, circulation level, function, and shopper's habits

02

POSM MANUFACTURING

Is designed to be accurate, safe to use, and efficient in the processing of materials and structures. It satisfies both the standards of marketing art and the use-value requirements just enough.

03

DISPLAY

Meet the strategic requirement of the brand (offensive , defensive or exploratory). Meet the requirements of the media (awareness/perception, education, loyalty,...)

04

PLANOGRAM

That works with the layout of the store and customer behavior

REFRIGERATOR DISPLAY | HVB

Interest-based service : **Pepsi Display Audit | Refrigerator Display at Channel Outlets**

PROJECT DESIGN:

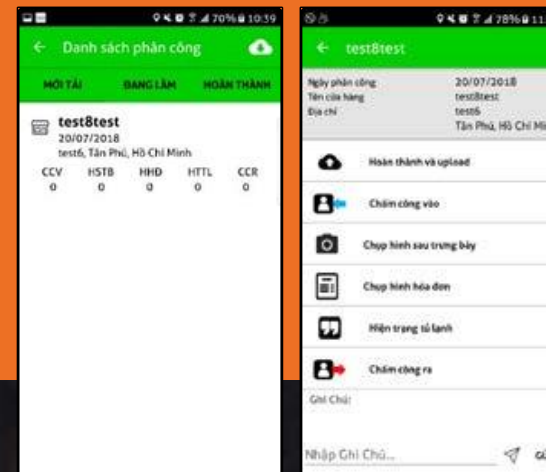
Installing a branded refrigerator for display is a good marketing strategy for the beer and beverage sector. Businesses, on the other hand, must constantly deal with the administration of equipment and displays.

MSV recommended the following solutions :

01

02

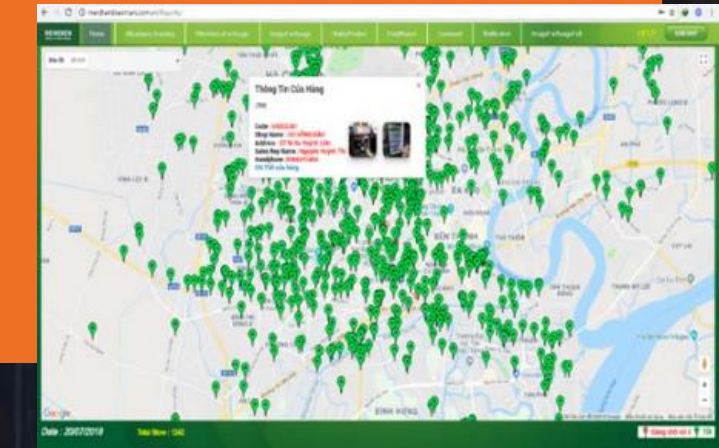
03



USE TECHNOLOGY to manage the installation remotely



FORM A MERCHANDISER CREW that will visit on a frequent basis and maintain the display according to the diagram.



CONTROL ONLINE OPERATIONS with the management system

OPERATION:

Effective operation (including social distancing period) without standing results. HVB is satisfied with the performance. The project is scaled up to 10,000 cabinets.

DISPLAY AUDIT | PEPSI

Interest-based service: **Pepsi Display Audit | Refrigerator Display at Channel Outlets**

PROJECT DESIGN:

PEPSI launched a sale promotion campaign for store owners by competing to display and introduce products.

The auditor (as a mystery shopper) visits the store and check the sales introduction and display in accordance with PEPSI regulations and guidelines

SOLUTION:

APPLY TECHNOLOGY TO MANAGE THE AUDITOR'S WORKING PROCESS

IN-OFFICE CHECKER VERIFY THE DISPLAY RESULTS, RECORD THE RESULTS, NOTIFY THE OWNER AND SALE

RECORD RESULTS ONLINE

THE SUMMARY RESULTS ARE READY FOR THE BILLING PERIOD

QUICK PAYMENT



VISUAL MERCHANDISING PRODUCTIONS

We create the **finest** quality production to support & bring out the **best experiences** for our customers



VISUAL MERCHANDISING PRODUCTIONS



OUR HIGHLIGHTS PROJECT

SP MANAGEMENT



NESTLÉ ROADSHOW

The Objectives:
Raise engagement & sale volume by
roadshow activation

Time & Scale:
40 provinces (2012 -2018)

Challenges:
•Large scale, rolling route
•Limited working space
•Long distance points allocation



OUT-
COME

>400 wet market/phase (3 phases/year)

>380 gifts / activation

always hit >100% KPI from 2012 - 2017

sales volume >12,500,000 VND / work shift

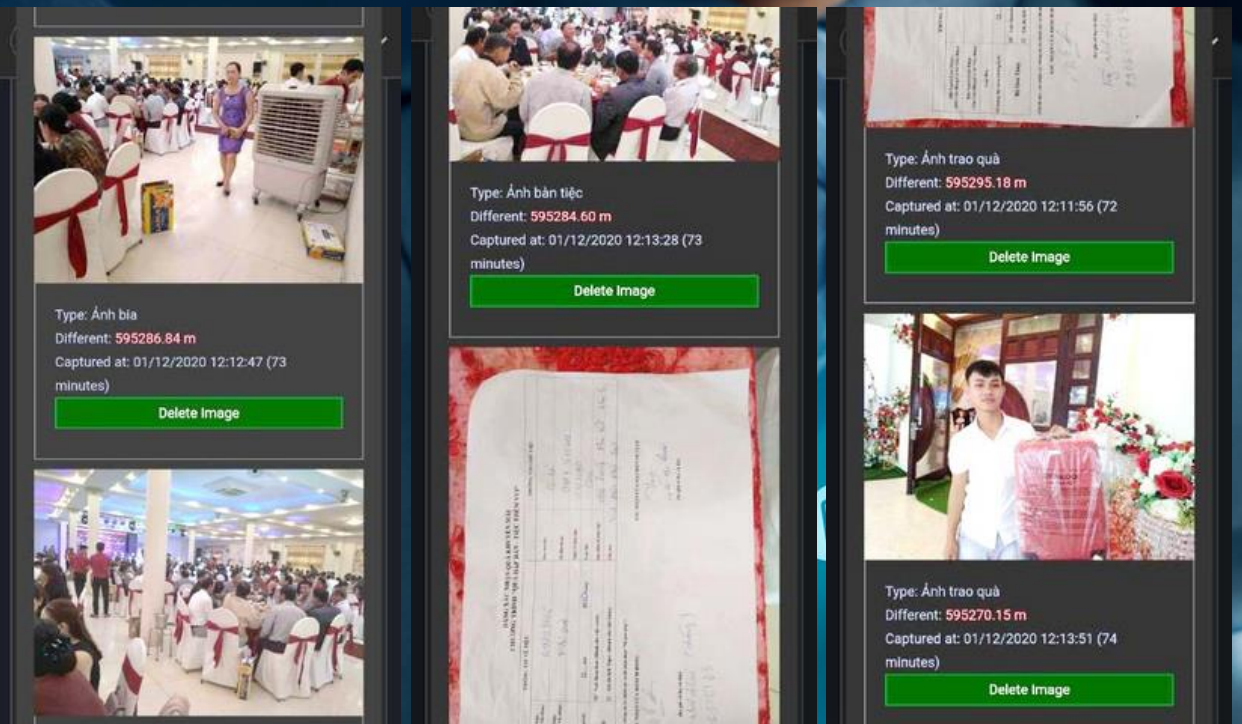




ALL BRANDS BANQUET & WEDDING

THE BRIEF

Give a good occasion for
consuming HVN portfolio
Provide a tool to lure party
owners



OUTCOME

Phase 1
15,600
parties

Phase 2
26,700
parties



PG RECRUITING & TRAINING

TIME & SCALE:

Nationwide (2008 -2017)

Achievement:

Meeting client's requirement 09 years in a row

Project is managed real-time effectively by IDS system



50%
sales / month

180,000
hits / month



M150 INDUSTRIAL ZONE ACTIVATION

GENERAL INFORMATION

Client: OSOTSPA Thailand

When: Apr & May 2020

Where: Industrial zone in key cities

CHALLENGES:

- Delivering M-150 to RIGHT targeted consumer with maximizing TA's experiment with the WOW taste of M150
- Engaging activities to build awareness of M150

SOLUTIONS:

- Propose attractive activities
- Creative mobile booth design to build awareness
- Well-training for PGs to be good at consulting & selling products, proactive to approach target audience

OUTCOMES:

- Recruit the right target by the attractive activities games for kids
- Push sales with attractive promotion scheme





SP FESTIVE - PROMOTION

Client: Heineken Vietnam Brewery Company Limited (Heineken Vietnam Brewery Limited)

3 Brands: Heineken, Tiger, Strongbow

Program duration: 4 consecutive years 2016 - 2019 (2 - 3 months before Tet AL to 30AL)

Target Audience: All customers aged 18 and over, buying products with promotions at supermarkets will be able to participate in lucky draw and receive gifts from the program (100% winning gifts).





SP FESTIVE - PROMOTION

TRAINING SESSION

CHALLENGES:

1. The program is implemented simultaneously on a large scale: **53 provinces / nationwide**. In which, P2P handles **34 provinces**, accounting for **65% of the campaign's SOW**
2. Recruiting and managing a large number of personnel: more than **2500 people / nationwide**. In which, the total sales of personnel handled by P2P on average is from **1,200 to 1500** people, accounting for more than **50%** of the SOW of the entire Campaign.
3. Manage a large number of supermarkets: **nearly 200 supermarkets / scope P2P**
4. Ensure effective operation of personnel, as committed
5. Make sure you don't run out of gifts at the store or in the province during the promotion period
6. **100%** qualified personnel: appearance, knowledge.
7. Working time is round-the-clock: **12 hours/day. 7 days/week.**





SP FESTIVE - PROMOTION

KICK-OFF & DEPLOY THE PROJECT

THE TASK:

- Gratitude to the customers by using HNK VN's products for the promotion
- Promote sales: use promotion to promote the decision of shoppers at the supermarket during the promotion period.

OUTCOME:

- More than **1,427,747 boxes** were sold, reaching **141%** of the sales KPI of the whole project
- **367,630 shoppers** participate in purchasing and participating in the project's promotions.
- **100%** of customers receive all promotional gifts
- **100%** of staffs are guaranteed to receive casting training according to the standards
- For 4 consecutive years, it has been highly appreciated in terms of quality from the assessment of **HVN's** team.



ABBOTT SIMILAC LIQUID

Client: ABBOTT
Brand: SIMILAC
During: Dec 2019

CHALLENGES:

- Build awareness of liquid Similac
- Compete with opponents' activation at the same time

SOLUTIONS

- Creative booth design to build awareness of liquid Similac.
- Well-training for PGs to be good at consulting & selling products, proactive to approach target audience.
- Interesting games for kids

OUTCOMES:

- Recruit the right target by the attractive activities games for kids
- Push sales with attractive promotion scheme



DUOC HAU GIANG BOCALEX

Client: DHG Pharma

Brand: July 2020

During: Dec 2019 in HCM, Me Kong Area

SOLUTIONS

•Creative mobile booth design to build awareness of new product and ready-to-remove to deal with bad weather.

•Well-training for PGs to be good at consulting & selling products, proactive to approach target audience.

•Well QC to ensure the productivity on field work.

CHALLENGES:

- Build awareness for new product
- Limited working space
- Deal with bad weather conditions

OUTCOMES:

- Recruit the right target by the appropriate engagement attractive activities
- Push sales with attractive promotion scheme



HEINEKEN SILVER SAMPLING

Client: Heineken Vietnam Brewery Limited Company

Brand: Heineken Silver

During: Oct 2019 - Apr 2020

Target audience: for both men and women from 18 years and above.

CHALLENGES:

- Build awareness of Heineken Silver
- Maximize trials at every channels
- Create a young engagement between TA and brand story

SOLUTIONS:

- Create concept of Catwalk sampling & influencer sampling at ON and OFF premises
- Organize mini event at key cities trigger consumers



BABY FOOD SAMPLING

CLIENT: NESTLE

GENERAL INFORMATION: Build awareness and trial

Location: HCM

Timeline: December 2018, January 2019

- **CHALLENGES:**

1. Large scale: Activation at many baby fairs and Tiniworld
2. Reach and build awareness and trial

- **SOLUTIONS:**

1. Recruited SP from diverse resource of HR → Recruited big quantity qualified SP for the campaign.
2. Well recruitment & training for SP: Good appearance, good knowledge of FMCG market.

- **OUTCOMES:**

1. Recruit right target consumers
2. Effectively deliver samples, reach 90% compared to planning



HVB PG DEPLOYMENT AT GT & MT

CLIENT: HVB

When: 2016 – 2018

Where: 19 - 35 provinces

Channel: OFF TRADE (60 – 90 super markets)

- **CHALLENGES:**

1. PG high standard, +1 year experience in beer market, good sales & customer service skill.
2. Recruit, training & manage >500 PG, >200 PB, 50 SUP, FM at the same time (in festive season)
3. Increase sales in festive season
4. High sale KPI

- **SOLUTIONS:**

- Manage PG via **hi-tech application IDS** (Interactive Digital System) which developed by P2P

- **OUTCOMES:**

1. 70% sales in festive season
2. 186% sales target (>1.5 mil beer carton, >300.000 customers)
3. Professional team helps increase brand awareness in festive season.
4. Manage project real time & effectively.



PG/BP RECRUITMENT & TRAINING

CLIENT: VINATABA PHILIP MORIS

When: 2017 – 2018

Where: HCM, Da Nang, Can Tho, Binh Duong, Dong Nai, An Giang

Scale: 195 BP profile A+, A, B, 25 Team leaders

Channel: ON-TRADE

• **CHALLENGES:**

1. Recruit a large number of PG
2. PG high standard, good sales & customer service skill.
3. Have difficulties managing a large number of PG

• **SOLUTIONS:**

1. Recruitment process
2. IDS system customized for project

• **OUTCOMES:**

1. 70% sales in festive season
2. 186% sales target (>1.5 mil beer carton, >300.000 customers)
3. Professional team helps increase brand awareness in festive season.
4. Manage project real time & effectively.



BRAND AMBASSADORS FOR SAIGON BEER

CLIENT: SABECO

GENERAL INFORMATION: Recruit & manage BA for Saigon beer

- **When:** 2013 - 2017
- **Scale:** Nationwide
- **Channel:** On trade

- **CHALLENGES:**

1. Build brand awareness, more engaging with TA at potential markets.
2. Recruit, training & manage >200 Bas at a same time.
3. BA's requirements: Good looking & selling skills.

- **SOLUTIONS:**

1. Divertible resource of Bas
2. Applied IDS application to manage BAs (developed by iMark – in-house digital solutions of P2P)
3. Coding interesting games (developed by iMark)

- **OUTCOMES:**

1. 100% qualified BA
2. Raised brand awareness to:
3. North: 986 outlets
4. Central: 724 outlets
5. South: 1308 outlets



HEINEKEN SILVER DRY SAMPLING

CLIENT: HEINEKEN VIETNAM

GENERAL INFORMATION:

Plug-in young lifestyle of drinkers into on-trade channels

Trigger using Heineken Silver image and trials

- **When:** May 2019

- **Channels:** MT

- **CHALLENGES:**

1. Recruit the large number of SP working in nationwide scale
2. Manage the SP and their script
3. Effective sampling & Push sales

- **SOLUTIONS:**

1. Recruited SP from diverse resource of HR & Recruited big quantity qualified SP for the campaign.
2. Allocated FM to supervise specific area & Closely supervised operation & quickly responded to sudden circumstances.
3. Well recruitment & training for SP: Good appearance, good knowledge of beer market.

- **OUTCOMES:**

1. Effectively deliver samples, reach 94% compared to planning



CSD SAMPLING

CLIENT: CBVN

GENERAL INFORMATION:

Sampling & push sales activation – Support for launching Carlsberg Smooth Draught campaign

- **When:** 30/05 – 01/07/2018
- **Scale:** cities (North)
- **Channel:** On & Off-trade

• **CHALLENGES:**

1. Build awareness of Carlsberg in general & Carlsberg Smooth Draught in particular.
2. Stimulate try & trust “As smooth as draught (beer)”
3. Convince consumers to purchase.

• **SOLUTIONS:**

1. Win the impression: Creative booth design to build awareness of Carlsberg Smooth Draught.
2. Win the taste: Well-training for BAs to be aware of product’s unique selling point, good at consulting & selling products, proactive to approach target audience, strictly follow “perfect serve formula” to remain the taste of “draught”,
3. Well QC to ensure the productivity on field work.

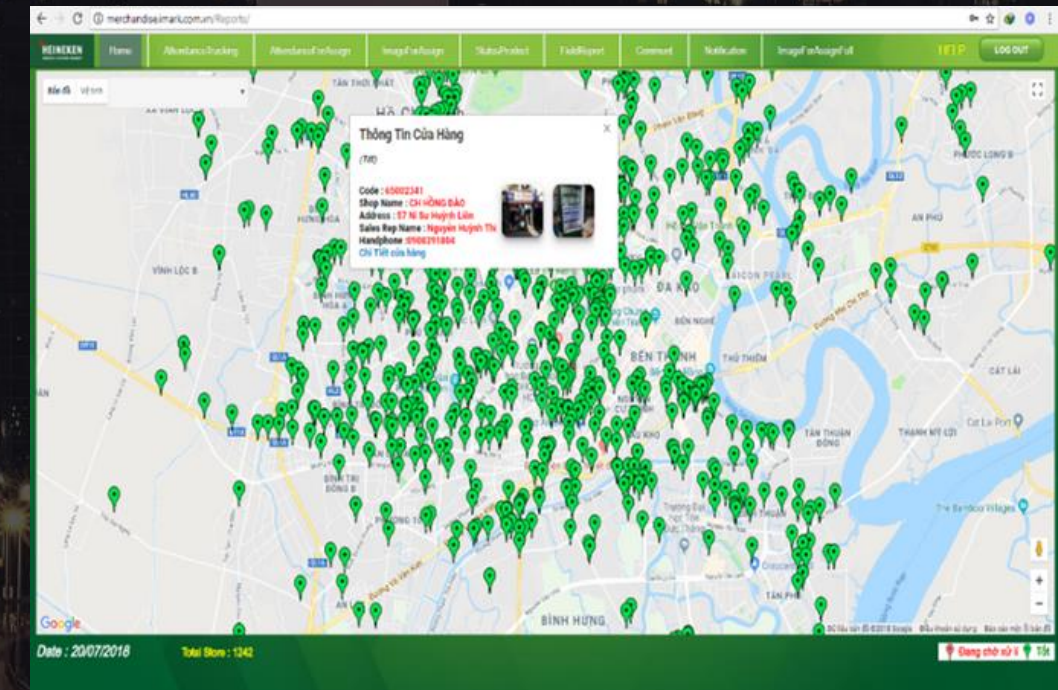
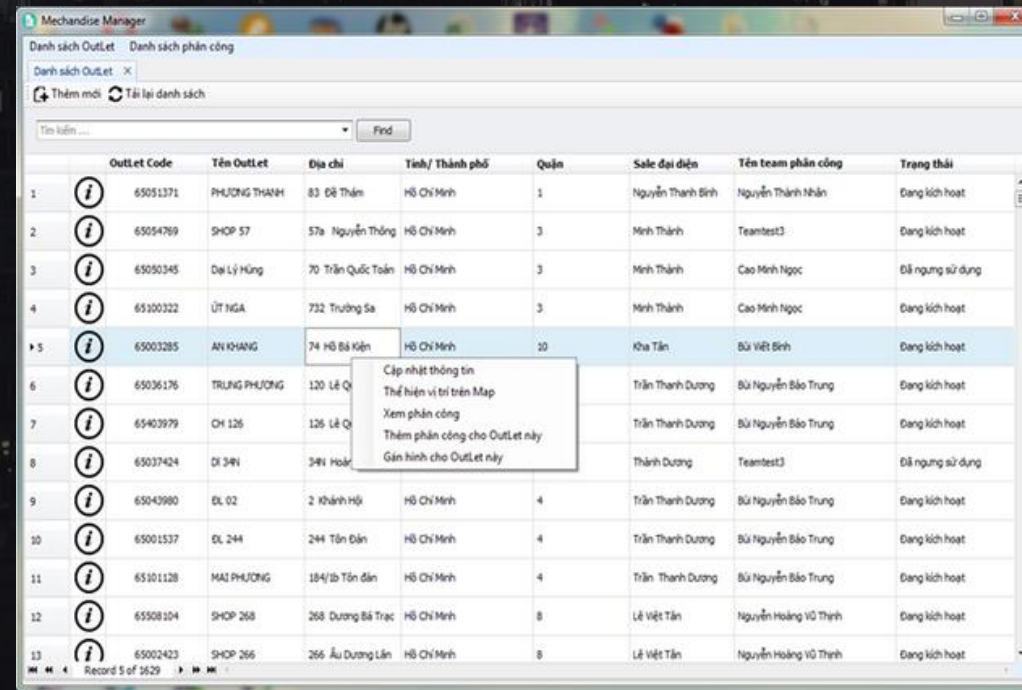
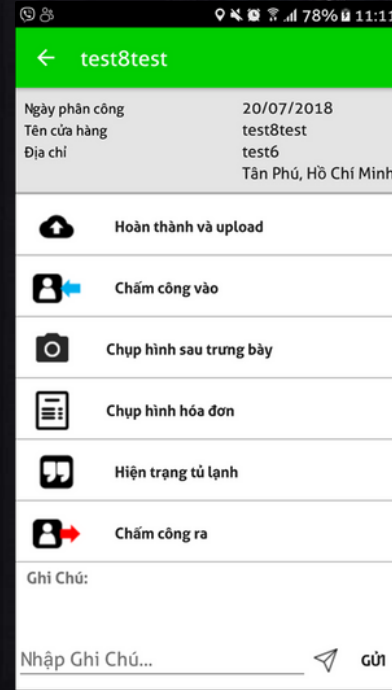
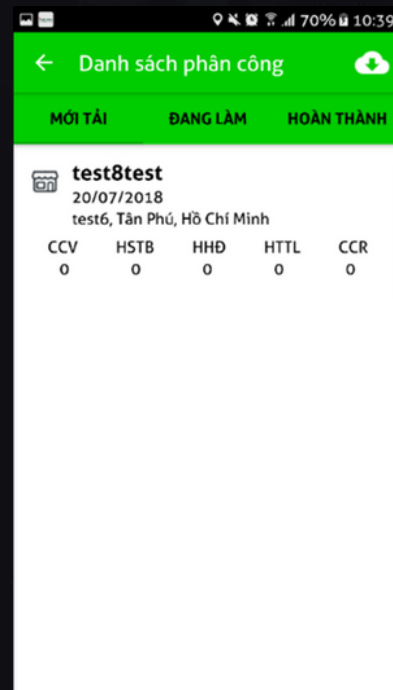


OUR HIGHLIGHTS PROJECT

TECHNOLOGY & SOLUTIONS

MANAGEMENT APPS

We offer a complete suite of services that includes concept, design, fabrication, logistics, installation, and storage capabilities with the latest technology and a keen focus on bringing measurable business results.



**SURVEY TO DIVIDE
REGIONS**

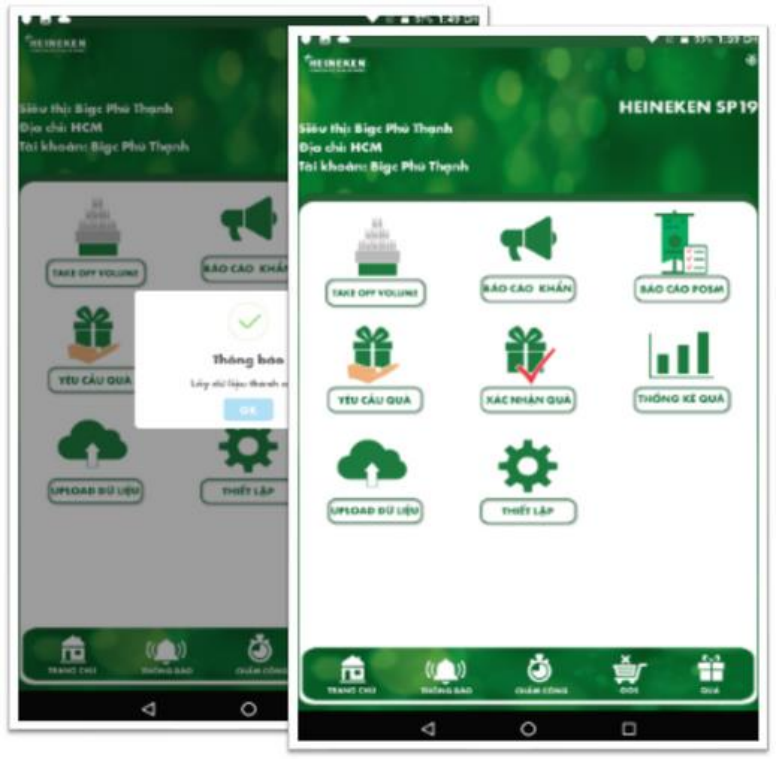
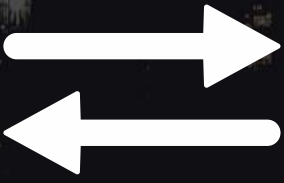
**BUILD UP QC TEAM AND APS,
WEB FOR MERCHANDISER**

REAL TIME REPORT

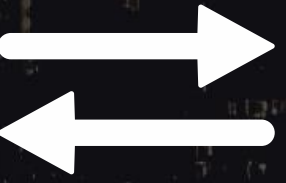
CONTACT CENTER & CRM



CONTACT CENTER



**IDS - INTERACTIVE
DIGITAL SYSTEM**



**CUSTOMER CARE SYSTEM
DOOR-TO-DOOR DELIVERY**

HIGHLIGHTS PROJECTS



HEINEKEN INSTALL FRIDGES

SCALE : 19 provinces, nationwide

OBJECTIVE

- Build strong brand visibility for Heineken products (Regular & Silver).
- Install fridges for outlet across the country, how to maintain there working status.
- Control product display inside the fridges.



HEINEKEN MAGNUM BOTTLE

SCALE : Nationwide (VN)

OBJECTIVE

- Execute promotion scheme nationwide
- Heineken has launched a nationwide Heineken Festive Sleek Promotion, a customer appreciation campaign with Heineken Magnum Bottle 1.5L
- How to manage promotion by CRM, combine with efficiently delivery plan



OUR HIGHLIGHTS PROJECTS

**VIRTUAL & LIVESTREAM
EXPERIENCES**

VIRTUAL & LIVESTREAM EVENT

We realize that the market is changing day by day. With the explosion of the technology world and the new generation Z, we are constantly improving and bringing the latest services to our clients.



VIRTUAL EVENT

- GIVE ACCESS TO HUGE NUMBER OF EMPLOYEES AT THE SAME TIME
 - VIRTUAL PRESENTATION AND VISUAL EFFECT
- BRING NEARLY FULL CONTENT OF OFFLINE EVENT TO VIRTUAL PLATFORM
- COMBINE BETWEEN RECORDED FOOTAGE AND LIVE
 - LIVE INTERACTION WITH VIEWERS



LIVESTREAM EVENT

- INCREASE OFF-TAKE
- ENHANCE AWARENESS
- OPTIMIZE ENGAGEMENT
- INCREASE SALES NUMBER

We base on 03 factors to make a successful virtual event

SAFETY



Make an efficient attendee plan to keep the safety following government regulation.

EXPERIENCE



Conduct flawless livestream management as our understanding of facilities & platform to bring the best experience of visual & sounds.

ENGAGEMENT



Optimize P2P Platform with the unique functions & features to create impressive interactions.



TOWN HALL MEETING

HVN TOWN HALL MEETING VƯỢT QUA THỬ THÁCH – TẠO DỰNG TƯƠNG LAI

Client: Heineken Viet Nam

THE CONCEPT: TV Breaking News

THE SCALE: 3000 HVN staffs joining at the same time

BUDGET: 2 billions VND

THE OUTCOMES: Bring out the information delivery under impactful theme based on safety, experience & interaction.





HEINEKEN

— VIETNAM —

[CLICK HERE TO WATCH
THE DEMO VIDEO](#)



SỰ KIỆN TRỰC TUYẾN TRI ÂN KHÁCH HÀNG
**KẾT NỐI GIÁ TRỊ
 NÂNG CAO CUỘC SỐNG**



VIRTUAL RETAILER ENGAGEMENT KẾT NỐI GIÁ TRỊ - NÂNG CAO CUỘC SỐNG

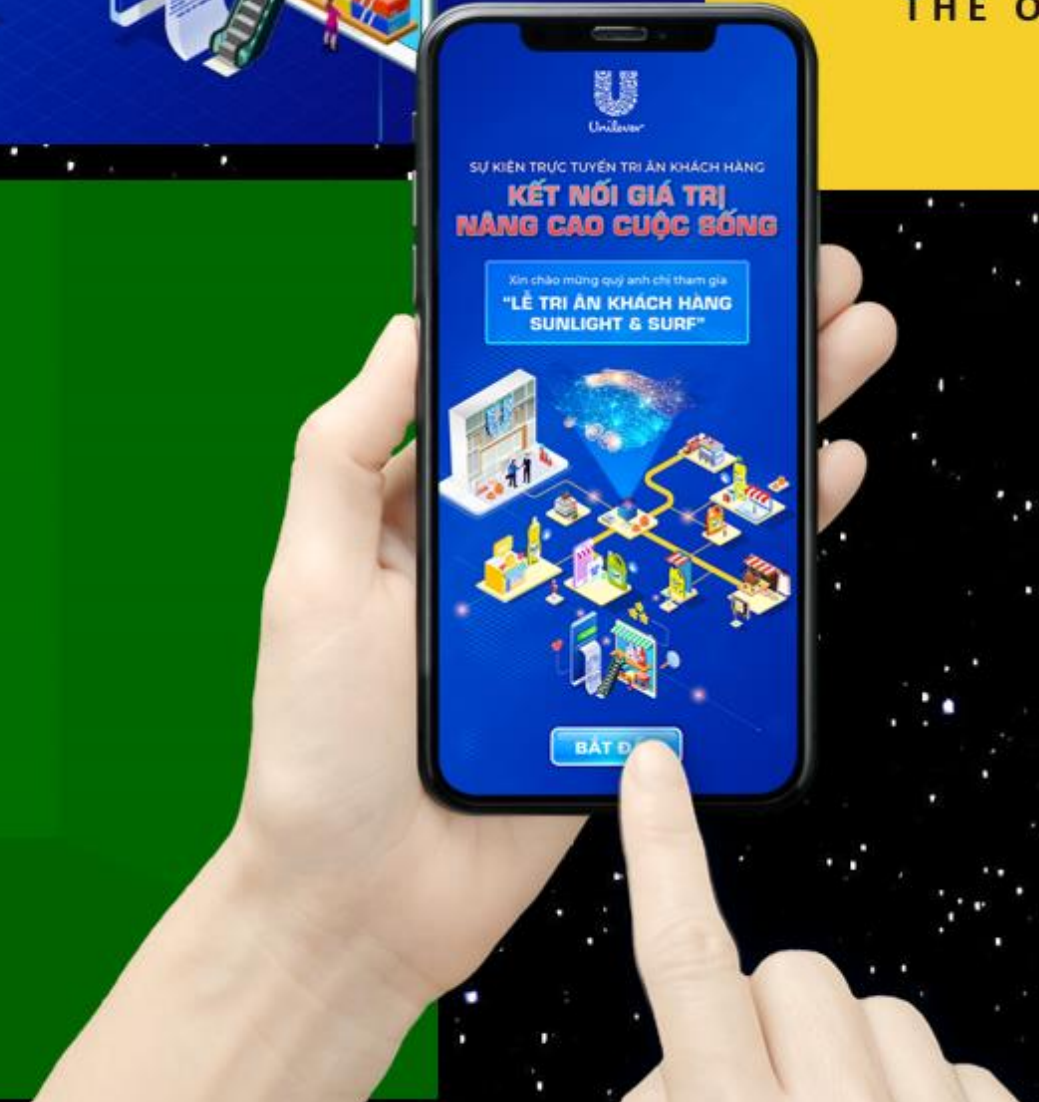
Client: Unilever Vietnam

THE CONCEPT: Stunning Engagement Event for Retailers

THE SCALE: 1500 Mekong retailers joining at the same time

BUDGET: 700 millions VND

THE OUTCOMES: Bring out the appreciation to retailers through engaging activities basing on MSV web app.





[CLICK HERE TO WATCH THE DEMO VIDEO](#)



Unilever

UNILEVER VIRTUAL RETAILER

HÃY CÙNG CHÚNG TÔI TRẢI NGHIỆM NHỮNG HOẠT ĐỘNG HẤP DẪN.

DESCRIBE YOUR PROJECTS?

Let's Talk

P2P HEAD OFFICE

65A - 65B Tran Binh Trong Ward 5
Binh Thanh Dist. HCMC, Vietnam

CONTACT & EMAIL:

Mr. Nguyen Tuan Nhut
nhut.nt@p2pmarketing.com.vn

PHONE NUMBER

0907 860 048

P2P 

360 EXPERIENTIAL
MARKETING AGENCY

THE  PATH TO  PURCHASE

T H A N K Y O U