

CREDENTIALS



INNOVATIVE DIGITAL

CREDENTIALS



WHO WE ARE



“

Established in 2015, ADT Creative is a leading startup providing innovative technology solutions in interactive communications, sales, and customer care activities: AR/VR/Virtual Life in the Vietnam and Asia market.

”

**Leading Innovative
Marketing Agency**

Member of ADT Group



Achievements & Awards



MMA Shortlist for "Innovation Technology"

BSI Camp - "The Best use of technology in social marketing"

Brand Experience of the Year - Consumer

Best reputation management PR - Communication campaigns

Gold Asia App Award in Hong Kong

VietNam Sao Khue Award

Top Branding Airlines - Vietnam Airlines

Leading Economy Class Airlines - Vietnam Airlines

TOP VNPR 2021 Award - Vietnam Airlines

OUR CLIENTS

Client



viettel
Theo cách của bạn



News



Social



OOH



PRODUCTION STUDIO

Unleash your creativity with the latest technology system



3D SCANNING BOOTH



INTERACTIVE SMART SCREEN



AI VIRTUAL ASSISTANT



MOTION CAPTURE



AR/VR TECHNOLOGY



CONTENT PRODUCTION

PRODUCT - SERVICE

1. Marketing

Consulting accompanying IMC implementation, creating new & breakthrough campaigns

2. MarTech

Powerful technology to support Marketing activities

3. Metahuman

Brand Ambassador according to the Enterprise's brief



4. Event

Deploying technology events with outstanding media effects

5. Vme Platform

The pioneering and first breakthrough AR/VR content platform in Vietnam market

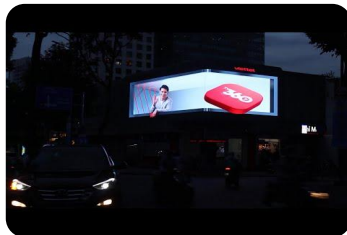
MARKETING

OUR VERY FIRST “RECORDS”

ADT offers a comprehensive service from **CONSULTING** to **IMPLEMENTATION**

Meeting Branding and Performance requirements, combined with breakthrough technologies, makes a strong mark on the market.

- Strategic consulting
- Creative campaign
- Interactive events
- Booking
- Community channel



The first 3D OOH in Vietnam



The first virtual reality music show to win the International Award



Vietnam Airlines x SS'S Campaign “MV Nhẹ Lên Nhé”



The very first 36 hours continuous livestream in SEA & youtube



The FIRST Digital Commerce Campaign in Vietnam



Táo Quân Tiên Truyền achieved Top 1 trending after 24h on Youtube

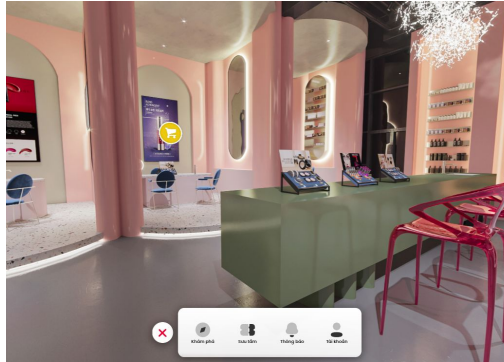
MARTECH

Integrating technology solutions with Marketing activities, in order to optimize and achieve the pre-set campaign goals:

- Social Listening
- Email Marketing
- SMS Marketing
- AR VR

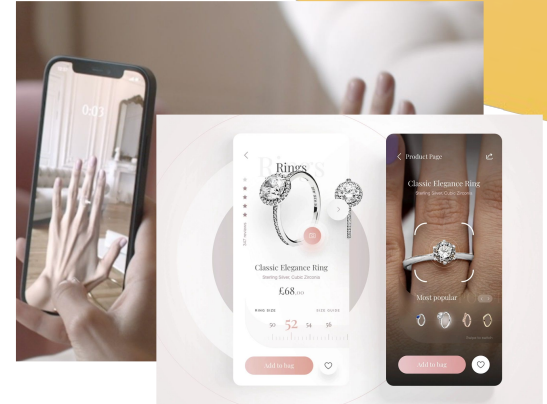


VIRTUAL STORE



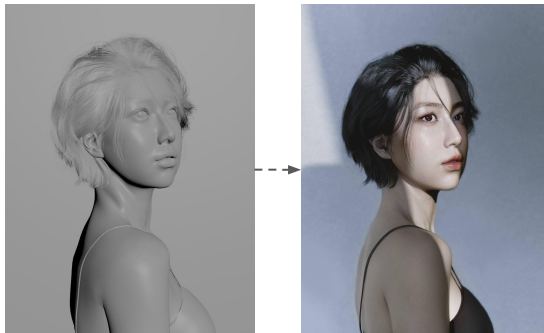
Customers can directly shop on the online platform and receive it at home or at an offline store

AR TRY ON



Helping customers experience products directly through personal devices without going to an offline store using AR technology

VIRTUAL AMBASSADOR



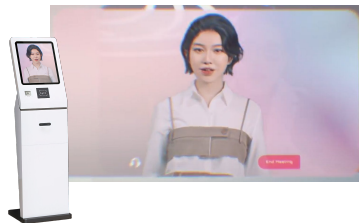
1. Video, TVC



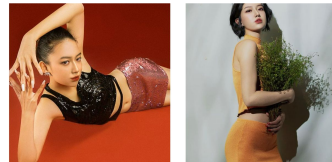
3. OOH, POSM



5. AI Virtual Assistant



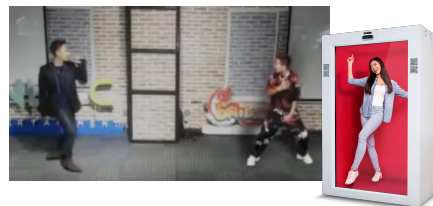
2. Photoshoot (KV/Social)



4. Tiktok, Livestream



6. Performance



INTERACTIVE EVENT

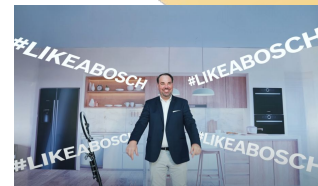
Organizing and implementing emotional events with eye-catching light shows, combining impressive side activities, creating strong communication effects before, during and after the event.



Full of interaction:



1. Light performance



2. Checkin 360 degree



3. KOLs check-in



4. History interactive wall



5. Light interactive wall



6. Limitless Mapping



7. Virtual Experience



8. VR



9. Mascot

EXCLUSIVE CONTENT COMBINED WITH TELEVISION BROADCAST

Deploying television programs with new and unique contents, combined with international quality technology elements.

Movies

Entertainment

Sport

Music

Key program:



The King Dancer



Moneyverse



Parallel World



CASE STUDY





VIETNAM AIRLINES

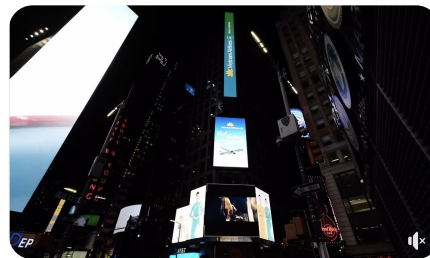
STRATEGIC PARTNER

“ ADT is a strategic partner that responsible for managing all social media channels of Vietnam Airlines for 2 years 2021 - 2022. Responsible for implementing all content, advertising campaigns and brand communication of Vietnam Airlines ”



Accompanying VNA to set 2 awards:

★ **Leading Brand Airlines and Leading Economy Class Airlines**



Consulting and developing ideas to develop direct livestream from Times Square - campaign Vietnam - America flight route:

★ **Won TOP VNPR Award 2021**



Consulting on implementing Social Commerce - Selling by livestream.

★ **Reaching 2.7 billion in revenue in 50 minutes of livestream**

VIETTEL

STRATEGIC PARTNER

“ Viettel is one of the pioneering corporations applying digital transformation in communication activities, ADT proud to be a strategic partner in consulting and combining technology with creative ideas, implementing many big campaigns for Viettel Group and achieving many impressive achievements. ”



Lunar new year 2021 campaign - Top 1 trending on Youtube

Reach 20M views after 24 hours



Lunar new year 2022 campaign - Top Trending Tiktok

- Reach 200M views after one week
- Reach 38.5M viewers (unique reach)



Sống Gallery - The first exhibition combining music using 360 degree livestream technology in Vietnam

- Stevie Award 2022 - Silver award
- Brand Experience of the Year



VIETTEL

ONLINE AND OFFLINE STORE

DESCRIPTION

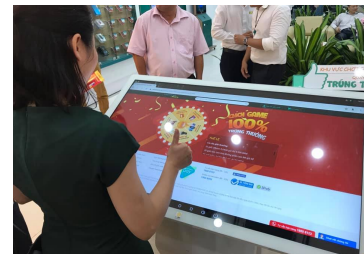
Experience unlimited shopping space in Viettel's online store:

- Full service experience
- Synchronize with BCCs:
Top up, Register phone number, Dial
- Enjoy exclusive online content

↑ 250%
Engagement rate



Complete customer experience
from **Online** to **Offline**



QMS kiosk



QMS screen



Selfcare





VIETTEL

HYPER REAL AMBASSADOR

Hyper Real Ambassador Vi An of Viettel Telecom, is built on multiple platforms. Vi An is created by the most advanced CGI technology, international quality and overwhelmingly realistic.





Viettel Post

và hành trình "khác biệt" để mang
dấu ấn thương hiệu đến với người dùng Tiktok

VIETTEL POST TIKTOK

After 5 months, TikTok channel Viettel Post has achieved many remarkable results with:

- **47.400** followers
- More than **4 million** views
- **112.800** likes
- Specially, **03 video** with over **1 million** views

VIETTEL

IOT EVENT

DESCRIPTION

Bringing many interesting interactive activities, attracting guests to learn about products and services such as:

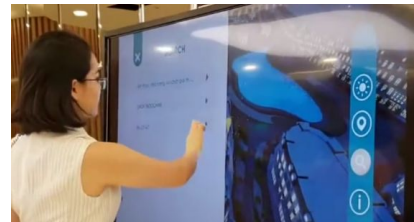
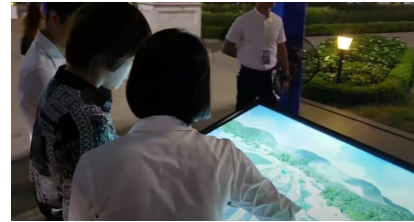
- Simulate the Smart Home experience using Viettel devices, through Virtual Reality headset
- Learn about products in Viettel ecosystem through AR content



VINGROUP

REAL ESTATE

Deploying a communication campaign with Salekit to sell for projects Vinhomes West Point, Vinhomes Ocean Park, Vinhomes Grand World, Phu Quoc



VINGROUP

F1 TOURNAMENT

DESCRIPTION

Rebuild the entire F1 Racecourse in My Dinh, effectively matching the Branding and Performance goals:

- Visualize the entire racecourse in 3D and upload it to the Organizer's Website.
- Sales materials: Salekit, TVC
- Developing F1 racing simulator content, supporting multiplayer competition.
- Accompanying the Organizing Committee to deploy events across the country.



NOVA GROUP

REAL ESTATE

All in one platform:

- . Nova's real estate project's salekit
- . Nova ecosystem
- . Nova's residential benefit



NOVA GROUP

REAL ESTATE

Experiencing an emotional explosion at the Nova Group 30th Anniversary event with more than 1,000 Novators.



NOVA GROUP

MR.PHIN VIRTUAL AMBASSADOR

Virtual ambassador of **PhinDeli brand**, with the favorite AI concept & pioneering to honor Vietnamese specialty coffee.

Mr.Phin can **interact directly** with users through **social networking** channels, he can also organize interesting knowledge-sharing **workshop** on coffee making.



OCH GROUP

FNB & REAL ESTATE

BRAND REPOSITIONING

Over 15 years of continuous efforts to develop, upgrade and perfect. OCH corporation wishes to renew its brand positioning, harmoniously combine brand identity and national cultural quintessence, to create special imprints in the fields of Food business; Resort real estate, Hotel management, Financial investment and related services...

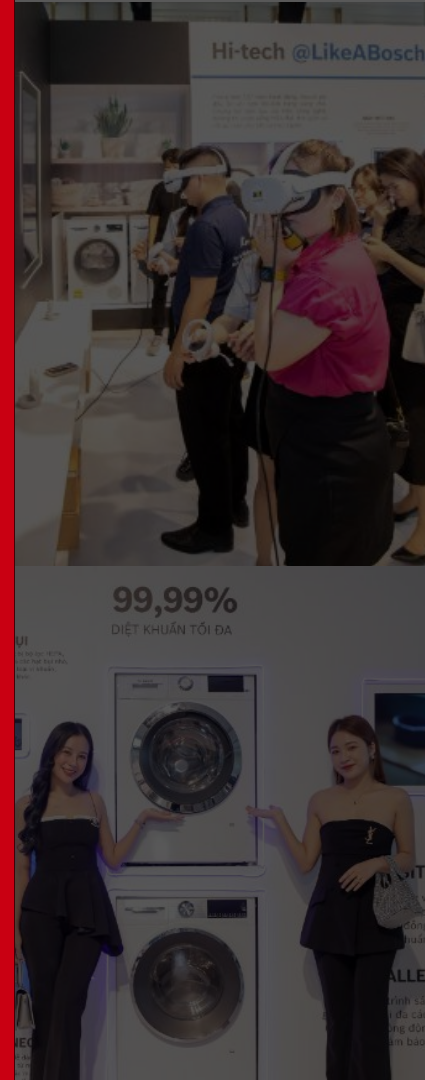
ADT has been a consultant, companion and implementer with OCH in this project.



BOSCH VIETNAM

Strategic partner in consulting and implementing IMC launching

“ Bosch home appliances have made the daily lives of many families around the world easier, more comfortable, and better meet the needs of consumers over the past 150 years. ADT has made the daily life of Vietnamese consumers easier when participating in consulting and implementing IMC, launching of Bosch Home Vietnam. ”



NAGAKAWA

TVC PRODUCTION

DESCRIPTION

Implementing TVC of Nagakawa Corporation, introducing high-class kitchen equipment products, with the desire to contribute to improving the quality of life and freeing labor for Vietnamese housewives.

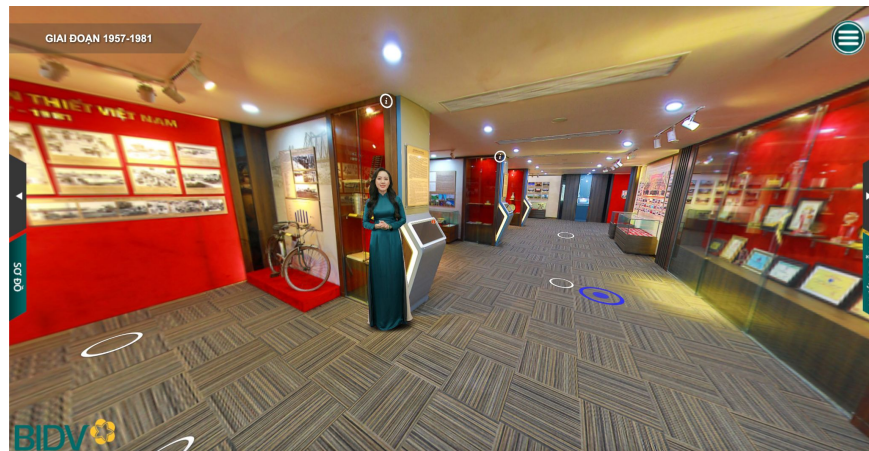


BIDV

HISTORY ROOM

DESCRIPTION

The BIDV history room recreates the organization's history of formation and development on an online platform combined with a virtual MC to introduce the experience.



VPBANK

3D DIGITAL BILLBOARD



“

VPBank uses the image of a mighty tiger crossing the finish line to reach the future to promote VPBank Prime products for young customers with life-changing goals.

3D simulated DOOH signs are an innovative tool for conveying brand images and messages by utilizing surreal 3D technology and techniques to create visual impressions.

”

FPT CAMERA



THE FIRST REAL-TIME DIGITAL BILLBOARD IN VIETNAM

FPT Telecom **FPT Camera**

TRẢI NGHIỆM MÀN LED TƯƠNG TÁC REAL - TIME

LẦN ĐẦU TIÊN

Thực hiện bởi **FPT CAMERA IQ**

CẢNH BÁO THÔNG MINH
#Đi **CHUẨN** còn **NHANH**

PHÁT HIỆN!
Cuộc tình nua thế kỷ, bên bi như FPT Camera IQ

PHÁT HIỆN
+30.000
lượt thảo luận & tương tác trên mạng xã hội

ĐỌC VI
+1500
người trong 2 ngày

+10
bài báo, phóng sự đưa tin về hoạt động

“

ADT Team creates an innovative idea of real-time interactive DOOH to promote the feature of identifying people and objects / zoning features of FPT Camera IQ products.

”

MYTOUR

OTA

"I Want to Travel" Campaign Consulting and Implementation; "Order to Get"; "MyTour 8th Anniversary"; "Have MyTour- Enjoy Leisurely"



“

In each campaign, the program reaches up to 3 million customers via the online platform.

In just three days after airing, the clip "Omen" has received nearly one million views on Facebook and 200 thousand views on YouTube, with a viewer retention rate of 30% at 3:20 minutes (the clip lasts 3 minutes and 47 seconds) is a huge success in terms of attracting viewers.

Mytour's Heart Hunting game had 100,000 customers participate and receive rewards.

”

TRUNG NGUYEN COFFEE

COFFEE WORLD MUSEUM

DESCRIPTION

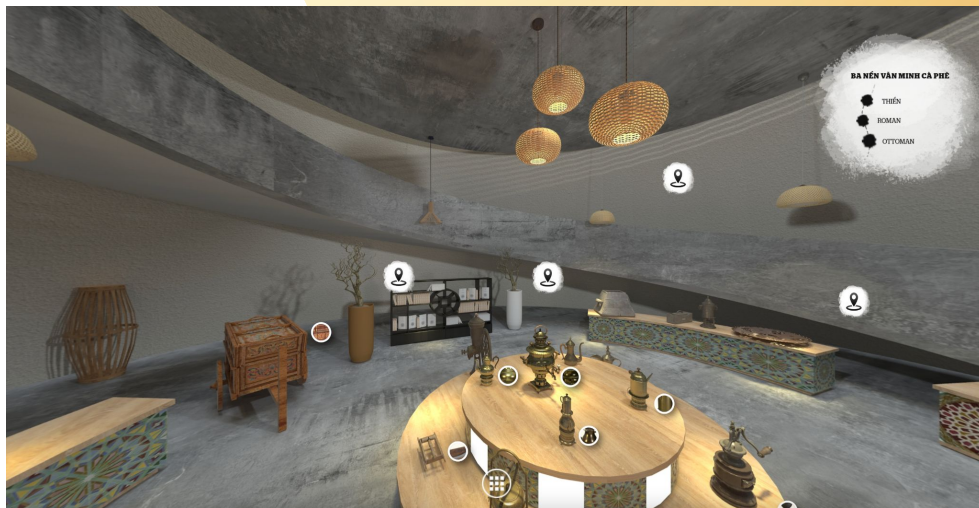
Coffee World Museum allows users to experience advanced 3D modeling technology

30.000

Organic
interaction on
device after 6
months

↑ 90%

Online access rate from
homepage



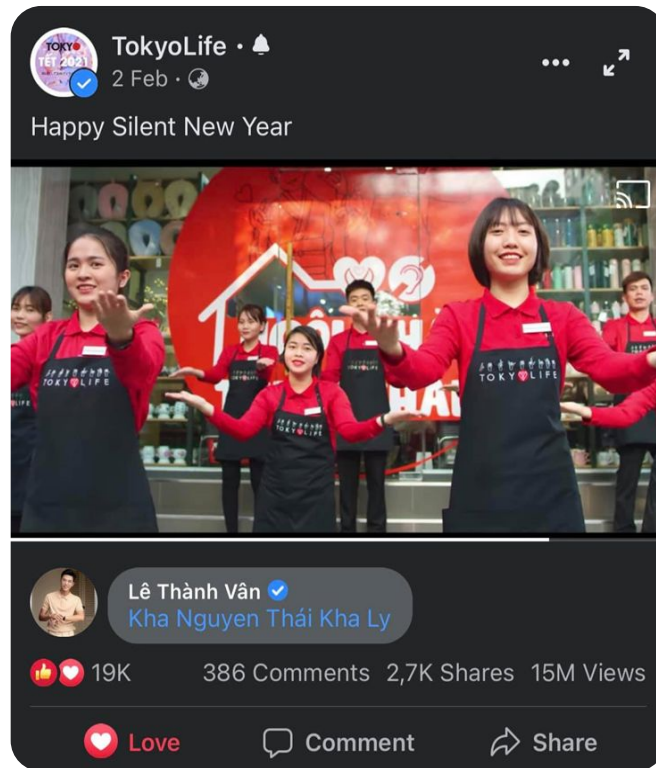
TOKYO LIFE

TVC PRODUCTION



#Ngôi_Nhà_Thiên_Thần #HumanBrand #TokyoLife

HAPPY SILENT NEW YEAR - CA KHÚC CỦA NHỮNG CA SỸ NGƯỜI ĐIẾC



EPASS

“ **Consultation and implementation of EPASS branding campaigns Ongoing fee-based service and growth of EPASS subscribers** ”



Creating media content and AR Filter sets, as well as managing the brand's Fanpage

On the Lunar New Year holiday, viral clips of touching short film were used to convey media messages about EPASS's brand and life-giving features.

Increase customer interaction and attention on Facebook with Playable Ads like "Driving Obstacle-Hunting EPASS Cards"; quiz game explores EPASS features,...

USAID “STOP CREATING KARMA” CAMPAIGN

1 OF 6 CAMPAIGN TO CHANGE THE WORLD IN 2020



“ The campaign "Stop creating karma" with the message "Buy an ivory, get a retribution - Buy a pangolin, get a retribution" is carried out within the framework of the project "Preventing and combating illegal trade in species wildlife" funded by the United States Agency for International Development (USAID) and implemented by Tetra Tech in collaboration with the CITES Management Authority of Vietnam, the Ministry of Agriculture and Rural Development.

SOCIAL PROJECT

GUPPY AI

“LOVE AT FIRST SIGHT”
(THƯƠNG CON TỪ THUƠ CHƯA NẮM NÔI)

The project organizes volunteer activities and creates a useful information channel for the community to spread knowledge and correct awareness about reproductive health, child care, and nurturing.

Guppy AI is a machine learning system that will share problems and solutions with Vietnamese parents who are raising children.





LABEL LESS

vme



Digital Space
Platform

CONTACT US

Address

5th floor, Lixil building, 46 Bich Cau St., Dong Da Dist., Hanoi
5th floor, Goldview Apartment, Ben Van Don St., Dist. 4, HCMC

Website:

<https://adcreative.vn>

Email:

marketing@adcreative.vn