

The logo for ZEE, consisting of the letters 'ZEE' in a bold, black, sans-serif font. The logo is positioned on the left side of the image, partially overlapping a yellow diagonal band that runs from the bottom-left towards the top-right. The background is split into a white upper-left triangle and a yellow lower-right triangle by this diagonal band.

ZEE

Credentials
2023



CHAPTER I

From A to ZEE



A Retrospective



Arrived on the scene in 2016, ZEE was ready to shake up the advertising & communication industry. And shake it up we did — In 2017, we were chosen to launch H&M's highly anticipated market penetration campaign in Vietnam. The campaign was a total game-changer, breaking records and making headlines.

And thus, we found ourselves evolving from a PR agency into a full-fledged IMC agency, partnering with leading brands at home and on the global stage.



Lifestyle as an Aspiration



From day one, ZEE has embraced a “lifestyle” approach to creativity to bring fresh, aesthetic, and practical solutions. As we became known for it, we infused this essence into all aspects of our work, fostering innovative solutions and a fulfilling culture.

And the rest, as they say, is history.

Lifestyle-Focused™ Creative Agency



To be Lifestyle-Focused™



CONNECT
LIFESTYLE

We work with the like-minded. Our agency is a strategic partner for brands that aim to connect to stylish and premium consumers. Our clientele includes: fashion lifestyle brands, luxury lifestyle brands, healthy lifestyle brands, digital lifestyle brands, etc.



To be Lifestyle-Focused™



DEFINE LIFESTYLE

We define the lifestyle that connects each individual brand with their consumers. Through a multi-channel and full-stack approach, we aim for not only sales but community, not only buyers but also followers, not only like but also lead.



To be Lifestyle-Focused™



REALIZE
LIFESTYLE

We make state-of-the-art creative products that drive the consumers' aesthetics and lifestyle forward. Our products — does not matter the touchpoint — are contemporary, hype-worthy and beautiful.



What We Believe In

We **build**
memorable
brands.

We **convert**
action-oriented
consumers.

We **executed**
multifaceted
works.



Above All Else

We elevate your business
with style for success.



A Futurespective



Positioned as a leading Lifestyle-Focused™ Creative Agency in Vietnam, ZEE is working to establish a disruptive ecosystem of creative powerhouses that propel brands forward.

An abstract graphic featuring three overlapping circles in light blue, white, and light orange. A large yellow triangle is positioned in the top-left corner, partially overlapping the circles. The background is a light blue-to-orange gradient.

CHAPTER II

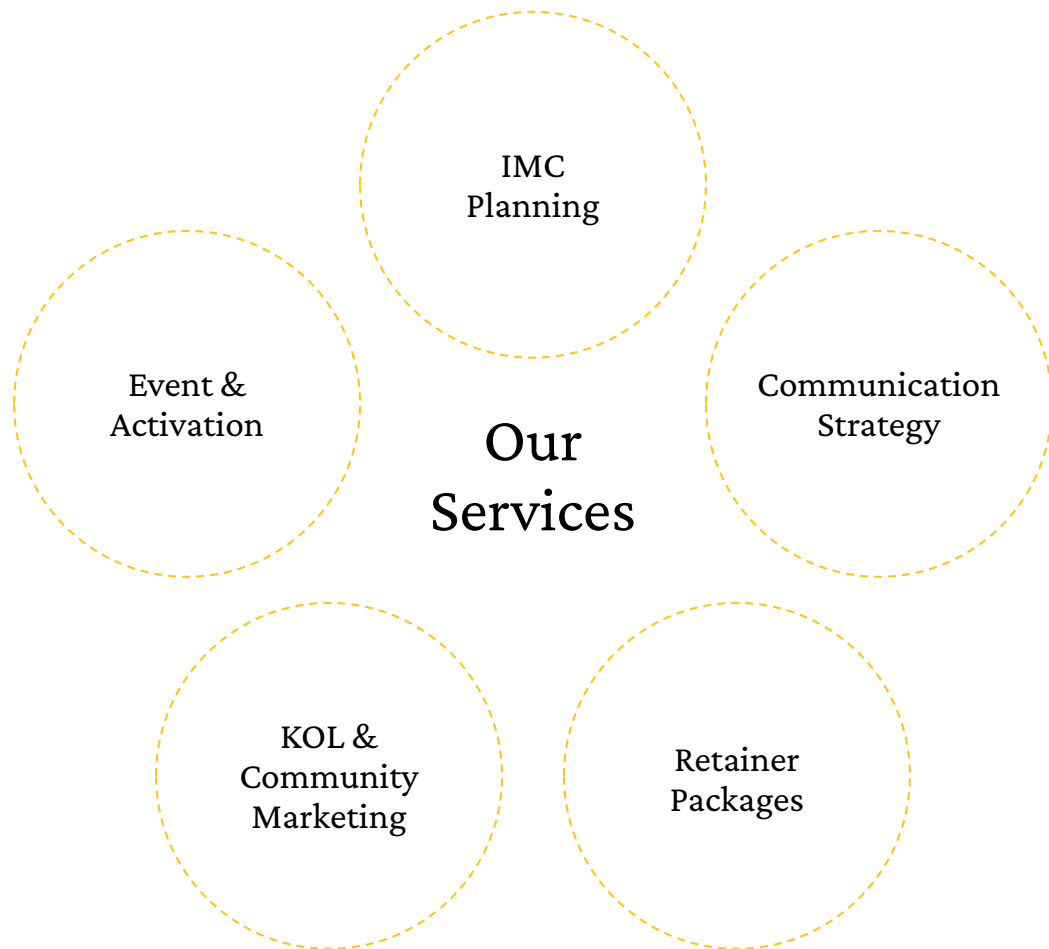
Our Glossary

Aesthetic
Premium
State-of-the-Art
Hypeworthy
Practical

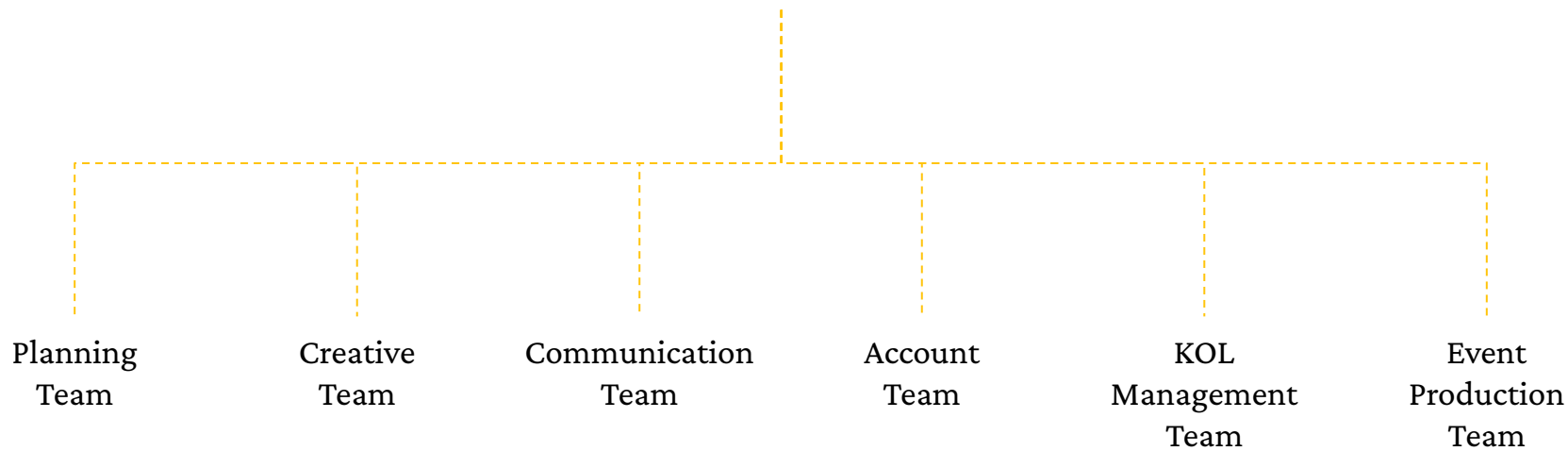


CHAPTER III

Behind the Scene



Board of Directors





Quan Ngoc

Co-Founder, CEO



With a passion for lifestyle, Quan Ngoc brings over a decade of media and communication experience to the table. Prior to starting ZEE, he held leadership roles at VnExpress and Zing News, and has worked with a wide range of businesses and artists in Vietnam.

With Ngoc at the helm, ZEE has become a reputable name for brands from all sectors, from local (Hòa Phát, VIB, Bitexco) to global (Unilever, adidas, OPPO); from mass (H&M, Nike, Watsons) to luxury (Chanel, LV, Clé de Peau, and Sulwhasoo).



Vu Pham

Co-Founder, Account Director



Vu Pham is a highly skilled project manager and business leader with over 7 years of experience in the advertising and communication industry. He is proficient in IMC advertising services (ATL, Digital, Social, and KOLs) and has a track record of successful client relationship management.

He has worked with a wide range of clients in various sectors, including FMCG (Unilever, TH True Tea, Nutifood), fashion (H&M, adidas, Louis Vuitton), and technology (LG, Samsung, vivo, OPPO), etc.



Thang Nguyen

Hanoi Branch Director, Account Director



With 10 years of experience in Marketing, Thang Nguyen brings a wealth of expertise to the table, including 7 years at LG Electronics leading brand strategy and multi-channel marketing efforts.

In his 3 years at ZEE, Thang has played a pivotal role in successful campaigns for clients in diverse sectors, from FMCG (Unilever, TH True Yogurt, XMEN, Habeco), Fashion & Beauty (H&M, Louis Vuitton), to Electronics (Funiki, A. O. Smith), etc.



Khoi Bui
Head of Planning

Khoi Bui brings 15 years of experience in strategic planning to the table, having held leadership positions of planning at Ogilvy, Dentsu, etc. He has led various marketing & communications campaigns to success for clients such as Coca-Cola, P&G, and Samsung.



Jason Nguyen
Creative Director

Jason Nguyen is a seasoned veteran with 15+ years of diverse artistic design and campaign development experience. He has led cross-functional marketing teams to implement brand development and advertising promotions. Some of his notable clients include Vinamilk, Masan, and Unilever.



An Vu
Creative Director

In his 10 years of experience in the industry working as Creative Director at JWT, Ogilvy, BBDO, Oliver then having found Creative Studio CABE, An has honed his skills in ideation, brand strategy, and commercial design in pursuit of unique creative solutions that coherently align with marketing strategies.



Ha Chi
Head of Communication

Ha Chi brings 12 years of experience in communication and content strategy to the table. She has a strong network in the media industry and has worked with clients including Nestle, Kimberly Clark, and AirAsia. Ha Chi is an adept in developing comprehensive communication and effective PR plans.





From our two creative hubs in Vietnam, **Ho Chi Minh City⁽¹⁾** and **Hanoi⁽²⁾**, our team of 100 lifestyle-agents™ pushes boundaries to deliver unforgettable work.

(1) ZEE HCMC / HEADQUARTER



(2) ZEE HANOI / BRANCH



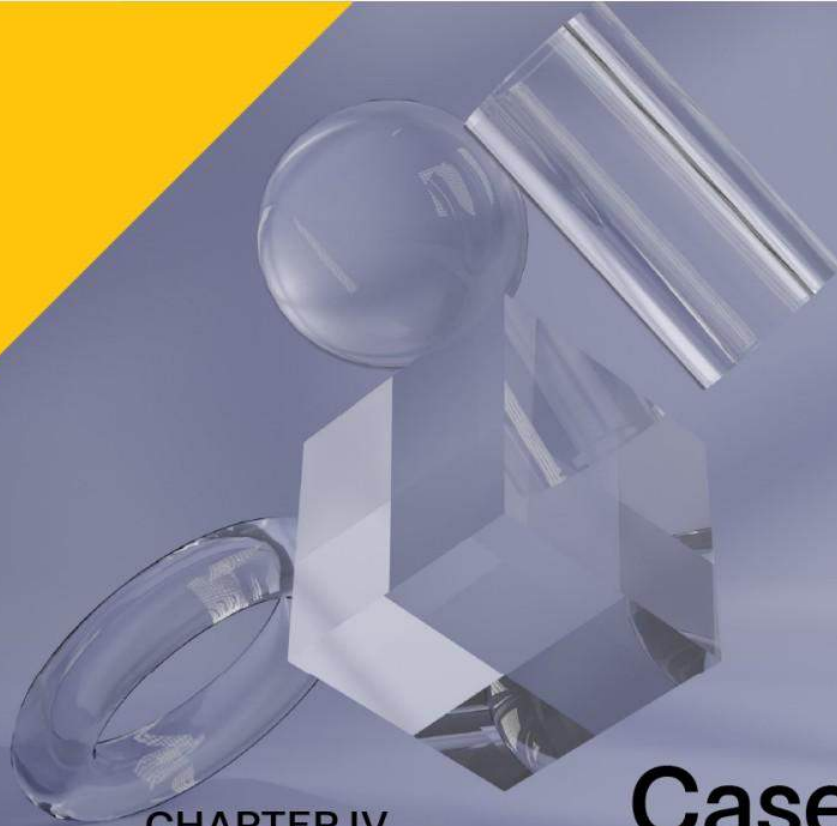


In 2023, we are expanding our ecosystem to include **Social Elite⁽¹⁾**, a tech-powered influencer marketing agency; and **Vietnam Young Creatives⁽²⁾**, a platform for nurturing young talents.

(1) SOCIAL ELITE / INFLUENCER MARKETING AGENCY

(2) VIETNAM YOUNG CREATIVES / NETWORK & PLATFORM





CHAPTER IV

Case Studies



CHAPTER IV

Case Studies

FMCG



Unilever



As a Lifestyle-Focused™ agency, ZEE was chosen by the global leader in personal care, home care, and food products to drive success in Vietnam. We have successfully partnered with Unilever to create over 100 campaigns charted on Buzzmetrics.



Comfort

BACKGROUND

Comfort is committed to making the planet a better place — with less fashion waste — by giving clothes a long life. ZEE created engaging music videos and social challenges to amplify the brand's purpose.

IDEA

GIVING CLOTHES THEIR HAPPILY EVER AFTER

TACTICS

CREATIVE
MUSIC VIDEOS
TVCS
SOCIAL
KOL

Released “**Cô Bé Nhọ Nhem**” parody M/V with Hậu Hoàng in synergy with Comfort’s brand identity.

Implemented **#ComfortMixMatch** social media challenge engaged by macro and micro KOLs.

Collaborated with KOLs and online communities to encourage “**Repurposing Clothes**” via original pieces of content on various platforms.

Initiated minigame “**Thử Tài Bắt Hình, Match Quà Đỉnh**” on Facebook with appealing incentives.

“CÔ BÉ NHỌ NHEM”
PARODY M/V





Comfort

RESULTS

Comfort acquired **+160 bps (1.6%)** in value shares and secured No. 1 leadership position in terms of brand power — a remarkable result for a highly competitive and saturated market like Fabric Care.

680K buzz volume — ranked among top 7 most discussed and shared campaign pre-Tet (2022).

“Cô Bé Nhọ Nhem” M/V gained **17M** views on YouTube, **31.8M** views on TikTok, and **5M** engagements across platforms.

The social challenges scored **0.78** for virality and earned **1,267** outcomes.

AWARDS

BSI AWARDS 2022
WINNER
THE BEST SOCIAL MEDIA CAMPAIGN





Lifebuoy

BACKGROUND

In response to the COVID-19 pandemic, Lifebuoy Vietnam enlisted ZEE's help to educate the public on hygiene and encourage hands-washing through a variety of viral videos, dances and social challenges.

IDEA

FIGHT CORONA WITH STYLE

TACTICS

CREATIVE
MUSIC VIDEOS
TVCS
SOCIAL
KOL
CSR ACTIVATIONS

Released a series of educational viral videos: “**Thánh Gióng**” M/V, “**Hồng Sơ Đâu**” M/V, and “**Ghen Covy 2.0**” Dance Cover.

Implemented the social campaign “**Lạc Quan Thì Được — Chủ Quan Thì ĐỪNG.**”

Implemented the social campaign “**Tăng Cường Để Kháng Da — Tăng Để Kháng Toàn Diện.**”

Initiated the social challenge “**Chặng Đường 14 Ngày: Tăng Cường Để Kháng Da.**”





Lifebuoy

RESULTS

Generated **80%** market share for Lifebuoy Hand Wash (5% higher than that of previous quarter), the highest rate in Lifebuoy Hand Wash history.

AWARDS

MMA SMARTIES X 2020

BRONZE AWARD

SOCIAL DISTANCING

MMA SMARTIES X 2020

BRONZE AWARD

USER GENERATED

MMA SMARTIES X 2020

BRONZE AWARD

SOCIAL IMPACT

"THÀNH GIỐNG" M/V



"HỖNG SỢ ĐÀU" M/V





TRESemmé

BACKGROUND

ZEE helped TRESemmé launch with a strong impact in the premium fashion market in Vietnam with a buzz-generating event infused with style.

IDEA

THE ARENA OF STYLE
ĐẤU TRƯỜNG PHONG CÁCH

TACTICS

CREATIVE
EVENTS
SOCIAL
KOL
PR STRATEGIES

Hosted **TRESemmé Fashion Show**.

Collaborated with **Phạm Hương, Minh Tú,**
and **Mâu Thủy** to increase curiosity about the event.

Initiated an **online contest** to recruit
participants and give away sampling products.





TRESemmé

RESULTS

The campaign acquired over **1,000** social posts and articles.

The **TRESemmé Fashion Show** attracted **10,000** spectators.

More than **1,000** items from **3** collaborative collections were sold.

The campaign made it to **Top 10** of the Buzzmetrics chart.





Closeup

BACKGROUND

Closeup has always been associated with kissing. ZEE created viral social media campaigns that help solidify their position as the go-to brand for all things love and encourage more open expressions of affection.

IDEA

DON'T THINK JUST KISS

TACTICS

CREATIVE
MUSIC VIDEOS
TVCS
SOCIAL
KOL

Produced the viral M/V “**Người Âm Phủ**” featuring original artist OSAD & influencer Khanh Vy inspiring young people to embrace their affectionate sides and kiss more.

RESULTS

The video became a sensation with almost **27M** views on YouTube and countless viral quotes and memes on social media.

“NGƯỜI ÂM PHỦ”
REMIX M/V





Closeup

"HÔN CÀNG SÂU,
LÊN CÀNG CAO" iTVC

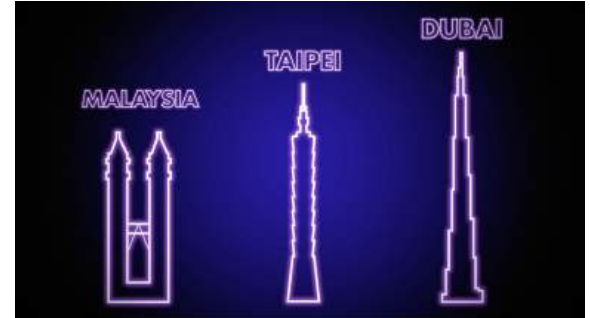
IDEA

KISS YOUR WAY TO NEW HEIGHTS
HÔN CÀNG SÂU, LÊN CÀNG CAO

TACTICS
CREATIVE
MUSIC VIDEOS
TVCS
SOCIAL
KOL

Initiated a **social challenge** for couples to show their kissing moments on social media.

The challenge entailed inviting rewards: as their kisses became more passionate, they reached new heights — literally, visiting places like the Burj Khalifa tower, Petronas tower, and Taipei 101 tower.



RESULTS

The project made it to **Top 10** social media campaign on BSI ranking 4/2018.



CHAPTER IV

Case Studies

FASHION & BEAUTY



H&M

BACKGROUND

As the world's leading fashion retailer, H&M has a presence in over 4500 stores worldwide. In 2017, we were proud to support H&M's expansion into Vietnam as the official media partner, following a competitive selection process.

ZEE created innovative IMC campaigns and activations in Vietnam's retail industry to attract fashion enthusiasts and retain the brand's loyal followers.

IDEA

A FASHION-FORWARD VISION FOR A LEADING BRAND

TACTICS

CREATIVE
EVENTS
SOCIAL
KOL
PR STRATEGIES

Held various campaigns, events and activations, such as 1st Store Opening in Vietnam, H&M Studio 1, Hmoschino, H&M × Đông Nhi, H&M Conscious 2018–2019, H&M Recycle, H&M Women Day, H&M 5 years, H&M × Iris Apfel.

Integrated international brand communication strategies with local culture to build creative awareness among consumers.

Pioneered influencer remarketing through cooperative, non-paid media efforts.





H&M

RESULTS

H&M set a record for the largest opening day attendance for a fashion brand in Vietnam: over **12,000** in Ho Chi Minh City and over **14,000** in Hanoi.

The VIP party drew nearly **1,000** celebrities, hot influencers, and fashion industry experts.

The grand opening event series was covered by over **2,000** news articles (all earned media).

Thousands of KOL posts were shared about the opening event series.





adidas

BACKGROUND

ZEE partnered with adidas, a global leader in sports fashion, to bring their creative spirit to life. Our innovative solutions for product photoshoots, video production, KOL strategies, and event management helped to popularize athleisure fashion among Vietnamese youth.

We are proud to have been retained as adidas' agency since 2018 and have continued promoting a fashion-forward, athletic lifestyle, driving the vibrant growth of Vietnam's fashion industry together.

IDEA

AMPLIFYING ATHLEISURE THROUGH LOCAL SPIRIT





adidas

TACTICS
CREATIVE
EVENTS
SOCIAL
KOL
PR STRATEGIES

Localized and promoted brand's spirit via KOLs endorsement and energetic events.

Managed an elaborate system of content creators for the brand — more than **500+** KOLs from macro, micro, to nano.

Executed the brand's store opening, launch and promotional events.

Produced products & KOLs photoshoots.

Generated Facebook always-on content.





Clé de Peau

BACKGROUND

Clé de Peau wanted an event where guests could not only learn about the new product “The Foundation,” but fully experience the benefits of Light-Empowering Enhancer technology and Blur Perfection Technology EX with the key ingredient Lakesis, which improves skin firmness and elasticity.

ZEE created a multisensory royal experience for guests using the new product, which was dubbed the “Queen of Foundation.”

IDEA

EXPERIENCE THE DAZZLING UNIVERSE





Clé de Peau

TACTICS
CREATIVE
EVENTS
SOCIAL
KOL
PR STRATEGIES

Combined the meticulous art of origami with light/visual effects to showcase the dazzling quality of the “Queen of Foundation.”

Utilized **3D mapping** technology on Chloe Gallery’s dome structure.





O HUI

BACKGROUND

O HUI, a top high-end cosmetics brand in Korea with a reputation for pioneering skin science, has a long history of success in Vietnam.

However, as the market evolves, O HUI must tap into the younger customer segments to retain its leading position. ZEE helped O HUI rejuvenate with a refreshed approach.

IDEA

SYMPHONY OF LIGHT AND SKIN

BẢN GIAO HƯỞNG ÁNH SÁNG CỦA LÀN DA



"MÙA THU CHO EM" M/V





O HUI

TACTICS
CREATIVE
EVENTS
SOCIAL
KOL

Collaborated with Universal Music Vietnam and Gen-Z singer Juky San to release a 4-track EP titled “**Symphonies: Juky San No.22**”, the winter and autumn track of which used samples from classical music to encourage women to conduct their own life symphonies.

Hosted a livestream featuring Juky San.

Collaborated with Rang Rang Coffee to hold an interactive event promoting the product.

RESULTS

The track “Bản Giao Hưởng Mùa Đông” from the EP peaked at **No. 2 iTunes Vietnam**.

The livestream gained over **13,000** live engagements.

“BẢN GIAO HƯỞNG MÙA ĐÔNG” M/V





Jo Malone London

BACKGROUND

Before its grand opening, British fragrance house Jo Malone London held its first press event and private launch in Vietnam, with ZEE serving as the creative agency.

IDEA

THE GIFT OF SCENTS





Jo Malone London

TACTICS CREATIVE EVENT PR

Organized two luxurious events for Jo Malone London: first press event/private launch in Vietnam, along with the first flagship store at Diamond Plaza, showcasing its fragrances and bespoke lifestyle.

Included personalized touches and featured elegant, timeless decorations with a dash of wit and whimsy for the two events.

Combined scents, cuisine, music, and customized gift packaging to trigger all five senses.

Seeked an experience-driven solution beyond just visual appeal for target customers.





CHAPTER IV

Case Studies

TECHNOLOGY



A. O. Smith

BACKGROUND

ZEE helped A. O. Smith gain market share and promote the benefits of their innovative water purification technology as they enter this market.

IDEA

LIVE WELL, CHOOSE WISELY

SỐNG CHỌN LỘC, CHỌN ÍT LỘC NHIỀU

TACTICS

CREATIVE
TVCS
SOCIAL
KOL

Launched a series of TVCs to highlight product features using metaphorical life circumstances, which amassed **20M** views across platforms.

"SỐNG CHỌN LỘC, CHỌN ÍT LỘC NHIỀU" TVC



"CHỌN A. O. SMITH, LỘC TÂM TRÍ" TVC



"CHỌN A. O. SMITH, LỘC CHẤT LƯỢNG SỐNG" TVC





LG

BACKGROUND

As a pioneer in tech innovation, LG's flagship products boast impressive technology, but this is not widely recognized in the Vietnamese market.

ZEE's challenge was to build a premium brand image for LG through their product leadership and explore new platforms beyond the highly recognizable tagline "Life's Good."

IDEA

TRANSFORMING UTILITY INTO ARTISTIC LIVING

TACTICS

CREATIVE
MUSIC VIDEOS
TVCS
SOCIAL
KOL

Used contemporary art and fashionable living as new platforms to paint a premium image.

Partnered with fashion icons, KOLs and influencers; featured LG hi-tech products in the luxury fashion shows & contemporary art atmosphere.

Generated trendy content and visually striking materials; including "LG XBOOM Go" TVC featuring BinZ; "LG OLED TV" TVC and video series featuring Ninh Dương Lan Ngọc; and "LG Gram" video series featuring Cô Em Trendy, etc.





LG

RESULTS

Videos produced for the brand generated earned media via word-of-mouth marketing.

Foundational values constituting brand equity — top-of-mind awareness and price premium — witnessed a dramatic growth.

LG regained **No. 1 market share** in super premium TV and OLED TV categories.

LG seized **No. 2 position in UHD TV category** in Vietnam for the first time.

“LG XBOOM Go” TVC became the **2nd most successful TVC** featuring rap artists.

“LG XBOOM” TVC



“LG OLED TV” TVC



“LG GRAM” TVC





OPPO

BACKGROUND

In 2019, top global mobile phone brand OPPO partnered with ZEE in Vietnam as part of their expansion into the high-end market segment. ZEE's challenge was to use creative campaigns to establish OPPO's brand identity.

IDEA

(1) WHO AM I?

(2) I AM RENO

TACTICS
CREATIVE
TVCS
SOCIAL
KOL
PR STRATEGIES

Launched **“Who Am I?”** campaign to promote OPPO F11 and F11 Pro in early 2019.

Released **“Reno Squad”** Master Video featuring four characters representing four Reno keywords.

Held the **“I Am Reno”** contest on social media to build a community of individuals with modern spirit and mind, participated by macro and micro KOLs.

Installed **stylized oversized Reno billboards** on main roads in Ho Chi Minh and Hanoi.

“TÔI LÀ AI”



“TÔI LÀ RENO”





OPPO

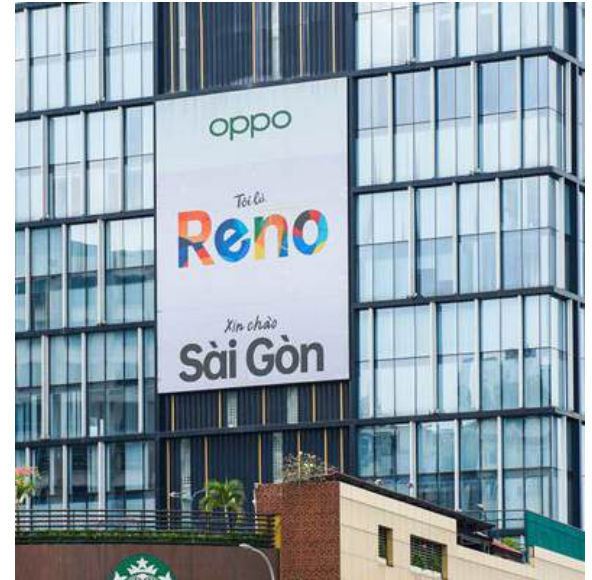
RESULTS

OPPO received **62,000 orders** for OPPO F11 Series and OPPO Reno Series products.

The “I Am Reno” contest received over **2,000 entries**.

The masthead video received **7.4M views**.

OPPO demonstrated commitment to improving customer experience.





vivo

BACKGROUND

In late 2019, vivo, a world-famous smartphone manufacturer, teamed up with ZEE to increase brand awareness and showcase the functional superiority of the vivo X50, the world's first smartphone with gimbal camera technology, in a lifestyle context.

IDEA

REDEFINE EXPERIENCES

TACTICS

CREATIVE
EVENTS
SOCIAL
KOL
PR STRATEGIES

Encouraged people to seek new, extreme, and memorable experiences and helped them capture those experiences to associate taking photos with “capturing experiences”.

Provided innovative creative assets for vivo, including a **livestream launching event** and **livestream reality show**.

RESULTS

The brand awareness was increased by **300%**, getting vivo into the **Top 5 mobile phone brands** by market share in Vietnam in 2019.

The vivo X50 online launch event was the **Top 1 on Google Trend**.





CHAPTER IV

Case Studies

FINANCE



VIB

BACKGROUND

ZEE assisted VIB, a leading digital international bank, in connecting with young consumers, a vital market in today's age.

IDEA

LIVE MORE, WORRY LESS

TACTICS

CREATIVE
MUSIC VIDEOS/TVCS
SOCIAL
KOL
PR STRATEGIES

Launched the 2-in-1 product with the **“Trái Trái Trái Phải”** M/V and a social media campaign.

Used a refreshed approach to promote myVIB app via digital assets, including the experimental photoshoot **“Mượt Trội”** and **“Đi Tìm Gi”** M/V.

“TRÁI TRÁI TRÁI PHẢI” M/V



“ĐI TÌM GI” M/V





VIB

RESULTS

The campaign garnered a total of **65,000** engagement across platforms.

The campaign accumulated **18M** views across all platforms, half of which were gained through VIB's TikTok channel.

“Trái Trái Trái Phải” M/V made it to **Top 2 Trending** on YouTube Music.

VIB's Instagram account successfully gained over **5,500** organic followers in 3 months.

VIB's TikTok account gained a good reputation, attracting over **8,000** finance lovers.





CHAPTER IV

Case Studies

OTHERS



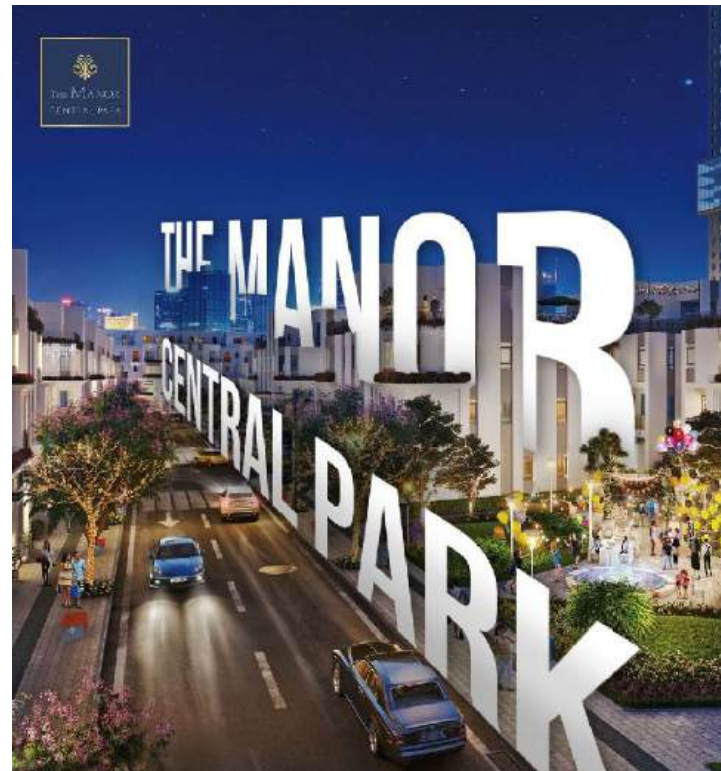
The Manor Central Park

BACKGROUND

The Manor Central Park, a new premium real estate project in Hanoi, aims to be the dream home for young customers. These globally-minded young people in Hanoi seek new experiences while also valuing the city's unique traditional culture.

IDEA

DOMINANT GENERATION
GEN TRỖI





The Manor Central Park

TACTICS
CREATIVE
MUSIC VIDEOS/TVCS
SOCIAL
KOL

Connected The Manor Central Park with young Hanoians — who shape the future of the city — using The Manor Central Park's connection with old and new cultural values as a guiding force.

Produced the digital campaign “Hà Nội Gen Trội” in the form of music video and art series.

Produced the digital campaign “Tinh Hoa Phố Đông” in the form of brand film, KOL, and social.

“HÀ NỘI GEN TRỘI” M/V



“KHU PHỐ ĐÔNG THE MANOR CENTRAL PARK” TVC



**Lifestyle-Focused™
Creative Agency**

Thank you.