

ABOUT THE GROUP



Networld Solutions
Meaningful Brands

Today



Networld
Group



Networld Solutions
Data.Tech & Innovation

Networld Solutions
CreativeContentLab

Our legacy evolved from Global Franchise to Local Powerhouse



2010

MPG Vietnam (tiền thân của Network World Group) chính thức hoạt động tại Việt Nam theo mô hình nhượng quyền thương hiệu quốc tế.



2012

MPG Vietnam trở thành Havas Media Vietnam.



2015

Trở thành công ty liên doanh cùng Havas Group.



2020

Network World Group mua lại toàn bộ cổ phần của Havas Group Vietnam.



2024

Đẩy mạnh ứng dụng AI trong quảng cáo; hợp tác cùng Vedan, Dược Hậu Giang, Vifon và nhiều thương hiệu lớn.



2018

Mở rộng hệ sinh thái dịch vụ (sáng tạo, nội dung, digital, dữ liệu, PR). Maybi chính thức được thành lập.



2021

Ra mắt Brancher.X, Red Communications và The Meaningful Agency.



2022

Ra mắt Network World Solutions, Impax và Doctor247.



2023

Brancher.X gia nhập WPI; Network World Group đầu tư vào các công trình xanh và thông minh.



2025

Mở rộng mạng lưới đối tác trong nước và quốc tế; tham gia các hoạt động ESG, VCCI và kết nối doanh nghiệp.



10+

Thương hiệu thành viên



500+

Nhân sự tài năng



100+

Đối tác trong nước và quốc tế



15+

Năm phát triển bền vững

Tạo giá trị khác biệt cho thương hiệu và cộng đồng trong **kỷ nguyên số**.

Vision and Mission

Networld Solutions is constantly developing its **Ecosystem of Digital Communications & Ecommerce Solutions** to meet evolving trends in marketing.

Our purpose is to create a meaningful difference to business, brands and people

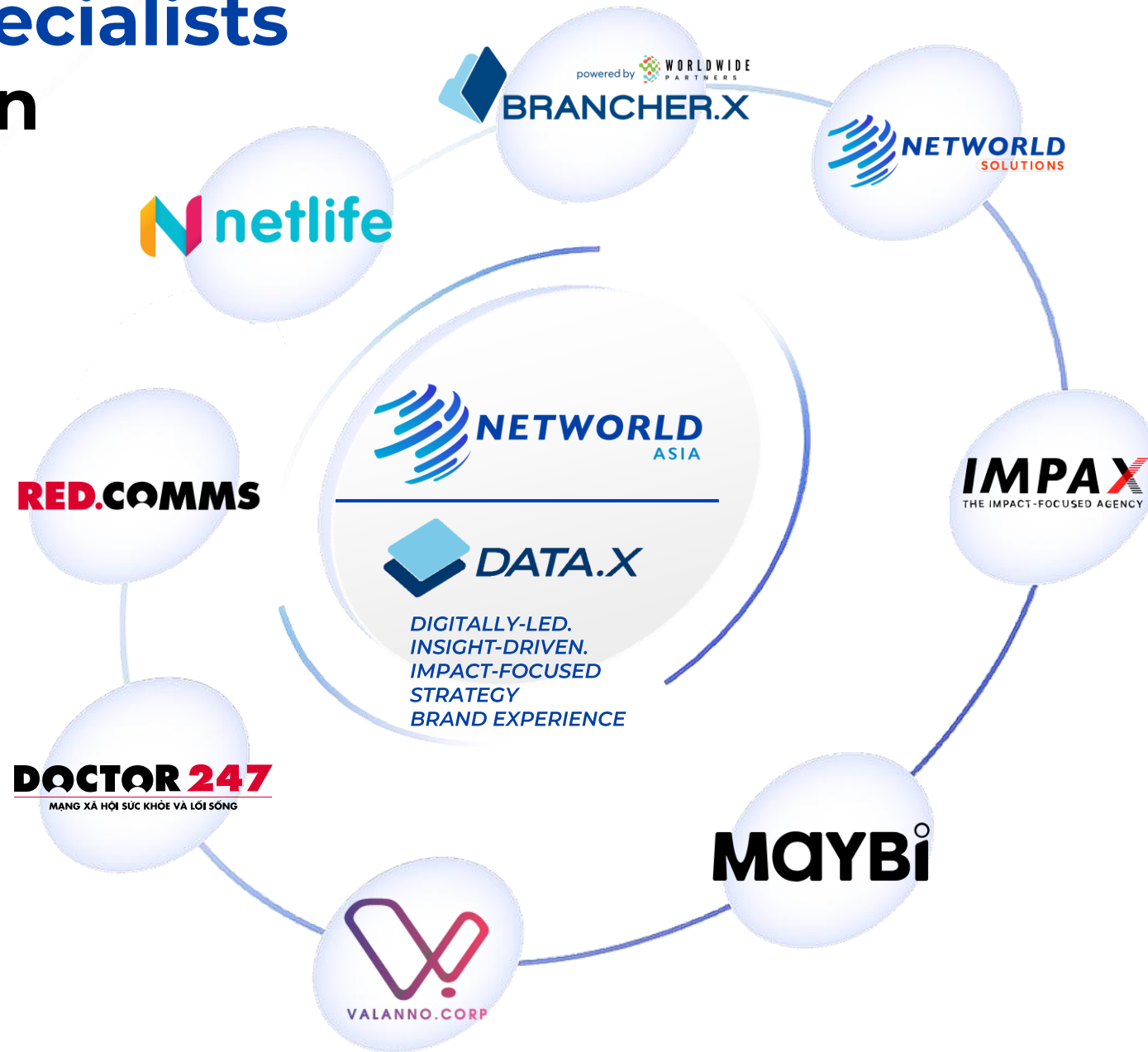
Networld Solutions Corp is leading digital communication & ecommerce based on creative innovation, content, data, digital media & technology.



One Group - Multiple Specialists in seamless collaboration



One Group - One Vision - One P&L



6 key competitive advantages

01**POWERFUL PLANNING
AND EXECUTION
TOOLS**

NWS has improved upon the global tools from our Havas heritage to specifically suit the Vietnamese & ASEAN consumer markets. Our precision targeting tools are truly best-in-class.

02**OUR MODEL**

NWS's service-breadth provides clients with end-to-end marketing solutions across Strategy, Creatives, Media and PR. A true One-Stop solution.

03**OUR PEOPLE**

The team has been trained by an International Communications group, to exacting international standards. Many have had long tenures with the agencies and very grounded in Vietnamese consumer behavior.

04**INTERNATIONAL
QUALITY PRACTICES**

NWS prides itself with adhering to international standards in processes and delivering International quality work output accruing to its global agency heritage.

05**DEEP UNDERSTANDING
OF LOCAL INSIGHTS**

By understanding deeply nuanced insights of the market, NWS adds values to domestic International and local clients as an agency that deeply understands the Vietnamese consumer and how business is conducted here while the international-standards of outputs are guaranteed.

06**DRIVE FOR
MEANINGFULNESS**

NWS believes in making a meaningful difference for brands to resonate with their consumers with relevant, compelling and demand-activating solutions.

Network Group

Today

Network Solutions
Ad-Tech & Innovation

Network Solutions
CreativeContentLab



Network
Solutions
Meaningful
Services

Our purpose with **MEANINGFUL BRANDS**

**INSPIRE MEANINGFUL
CONNECTIONS**

**BETWEEN
PEOPLE AND BRANDS**

**GENERATING
BUSINESS RESULTS**



#BETTERTOGETHER

Inspires Meaningful Connections
by identifying the **links b/w
brands & people's lives** which
generates business results.

Meaningful Brands is part of
**our Organic Marketing
Approach.**

It delivers **data driven
insights to fuel content** that
people care about.

Our results show year on year
how Meaningful Brands are
**rewarded in business and
marketing terms.**

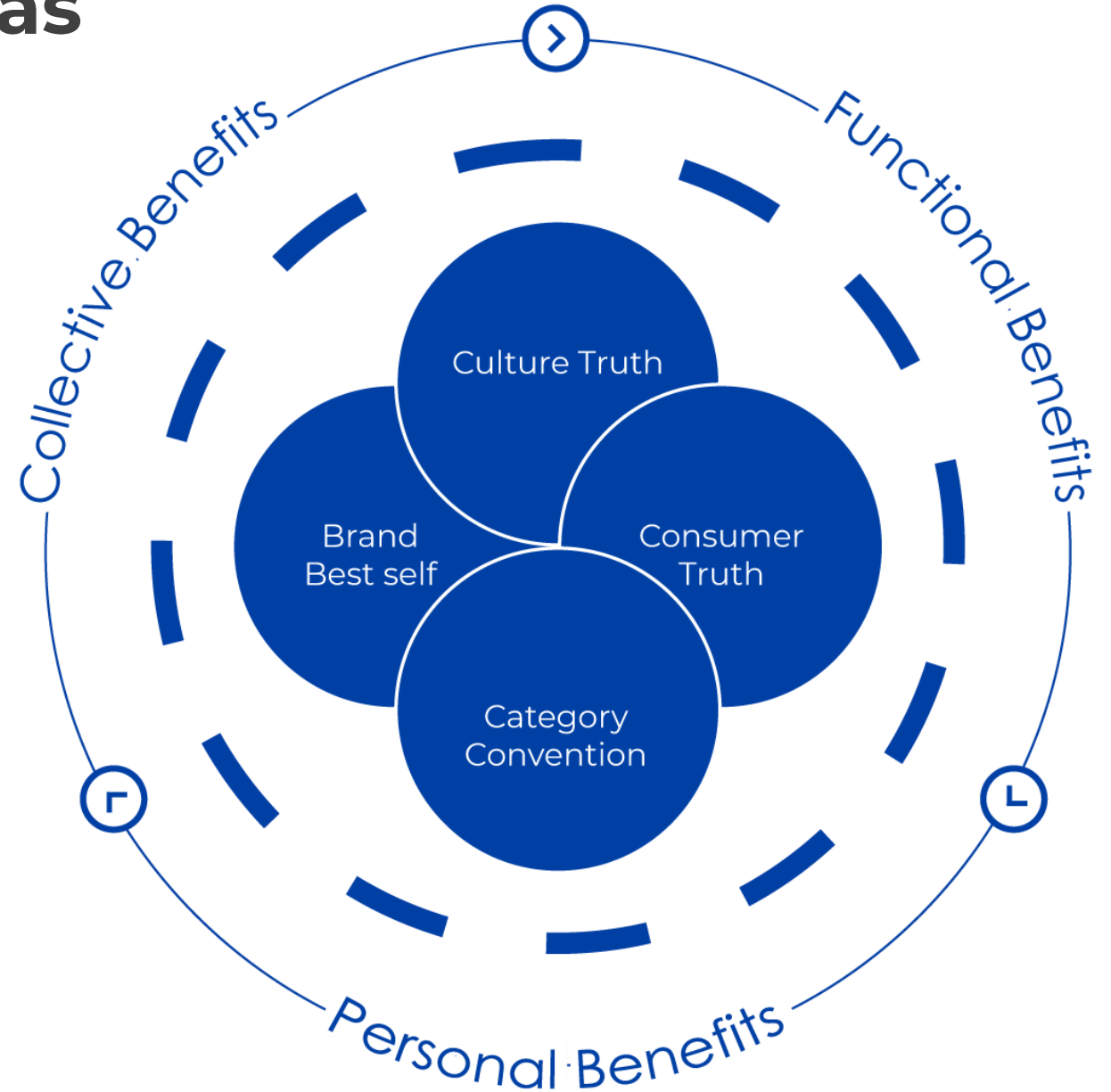
*Meaningfulness in brand marketing can increase share of market by up to nine times **9x**.*

*There's a **71%** correlation between content effectiveness and the impact a brand has on our personal well-being, quality of life, plus its Meaningful Brands® ranking.*

The Meaningful Brand Ideas

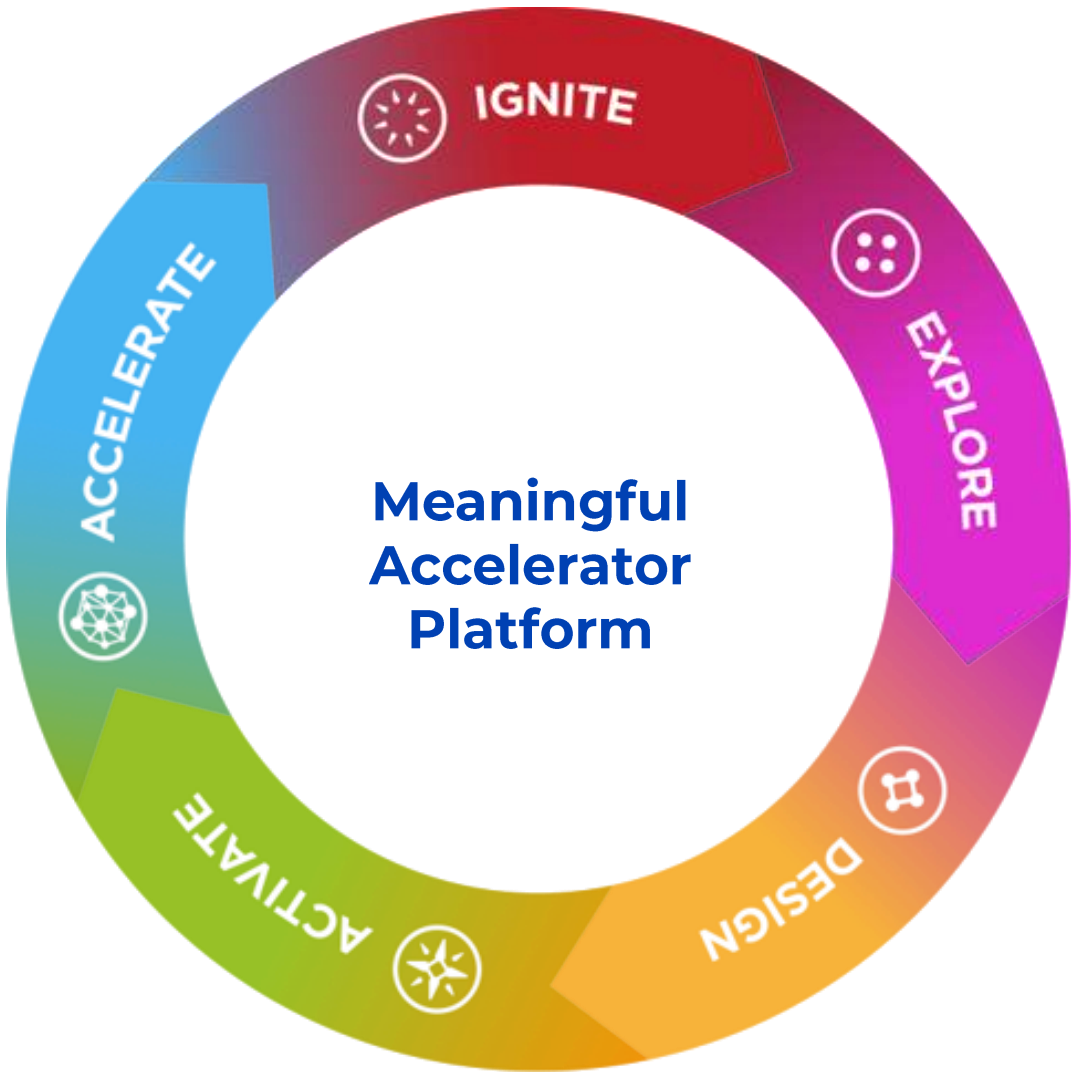
To understand how to make brands MORE Meaningful, we need to lead a Meaningful Brand Idea through a Four Step Process.

We explore the culture, the consumer truth, the category's conventions and then look for the brand's 'best self'.



Supported by a customer focused strategic planning process, aligning creative and media

Our process to deliver OSEP implementation

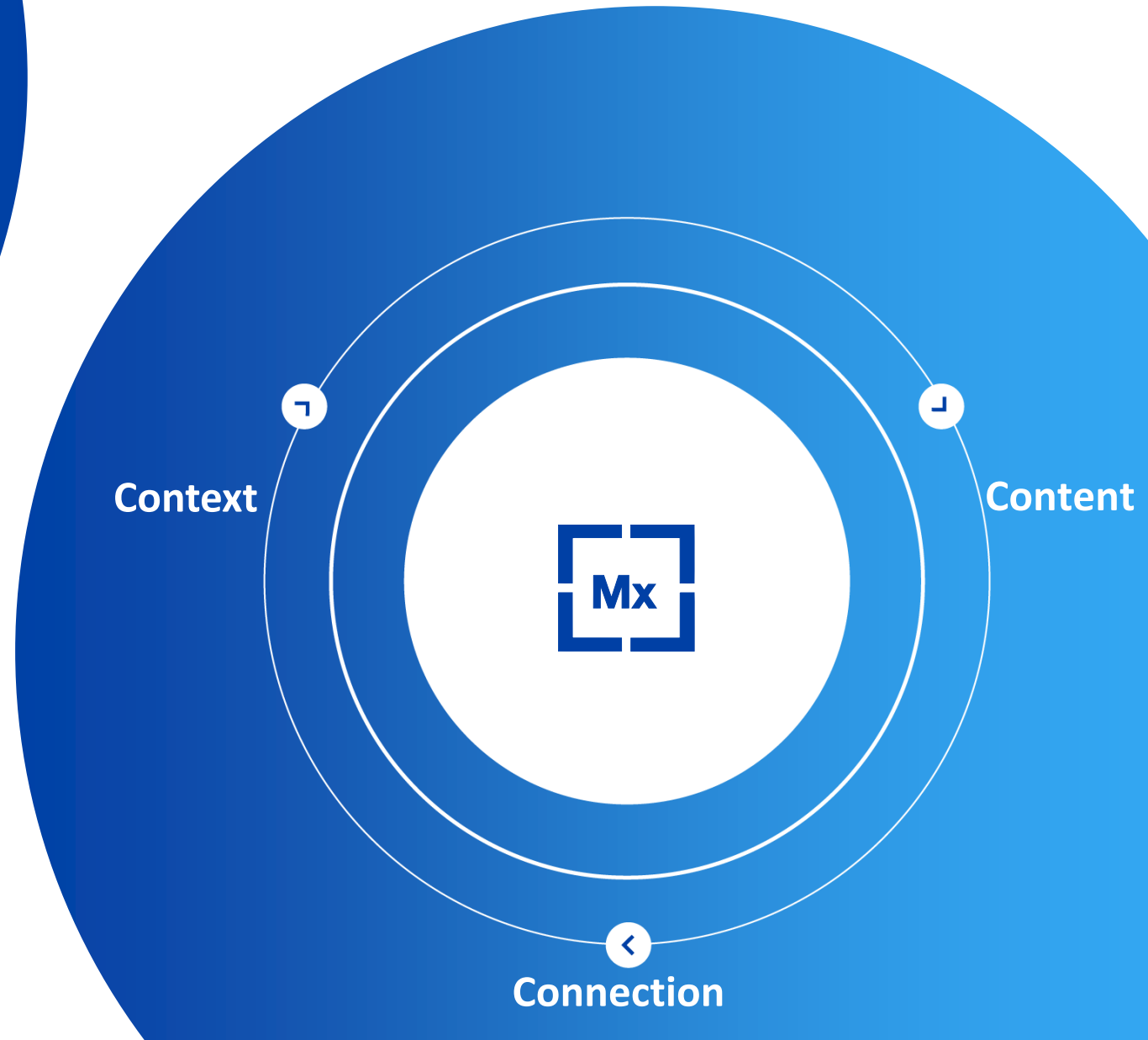


OBJECTIVE	OUTPUT
 Identify Growth Drivers	Identify Growth Drivers
 Define Opportunity	Human Insights Category Insights Assets Leverage
 Design Strategy	Connection Strategy
 Connection Plans	OSEP Implementation & Ideas
 Improve ROI	Performance Measurement & Business Acceleration

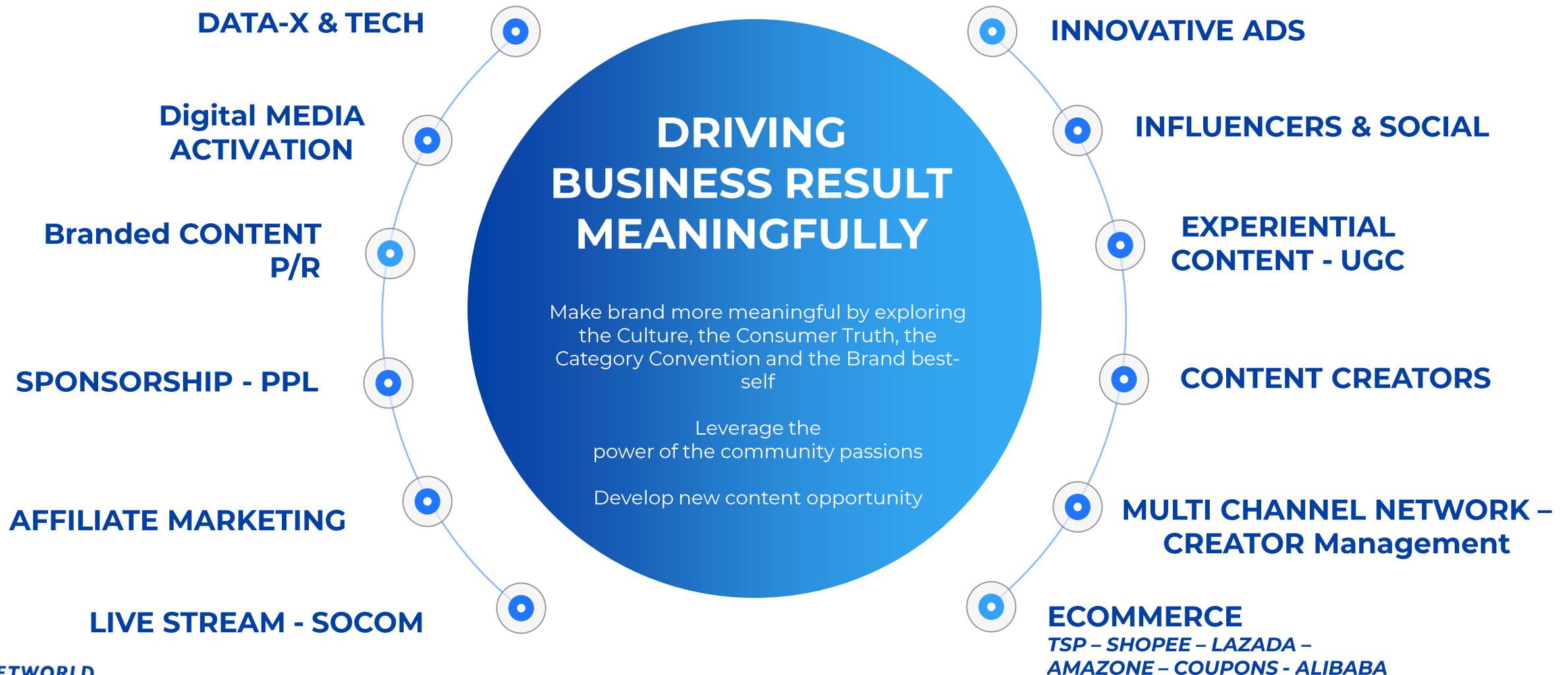
Meaningful Brands

Finally, where we advertise matters. By capitalizing on the most Meaningful Media, we can create the best possible **Media Experience -Mx** to build a more meaningful brand.

Using our proprietary **Data.Tech and Innovation**, we have process and practice to explore **Connection, Context and Content** as the three pillars of the best ways to show up as a brand.



Ignite your brand and business through the most **Meaningful Media**



Networld Group

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Networld Solutions
Meaningful Brands

Networld Solutions
CreativeContentLab



Networld
Solutions
Data.Tech &
Innovation

1. DIGITAL MEDIA TRADE DESK



A brief look at our AdTech's power

Data-driven strategies & AI-powered contextual analysis
innovative ads with website-like creative formats
real time adaptation & optimization

Dig deep into audience insight.
Understand audience from the core

Proven effectiveness for all
categories



Reach the right audience
at the right time



Enhance brand recall and
recognition



Engage & convert audiences
like never before



Automotive
Vehicles



Pharma-ceuticals
& Healthcare



Banking &
Financial Serv.



Home Appliances
& Electronics



E-com Pl. &
online retailers



Real Estate



Mom & Kids



Beauty care



Travel &
Logistics



Education



Food & beverage



Energy
& Environment



Cost- effective, time-saving
and effortless



Deeper connection,
stronger customer loyalty

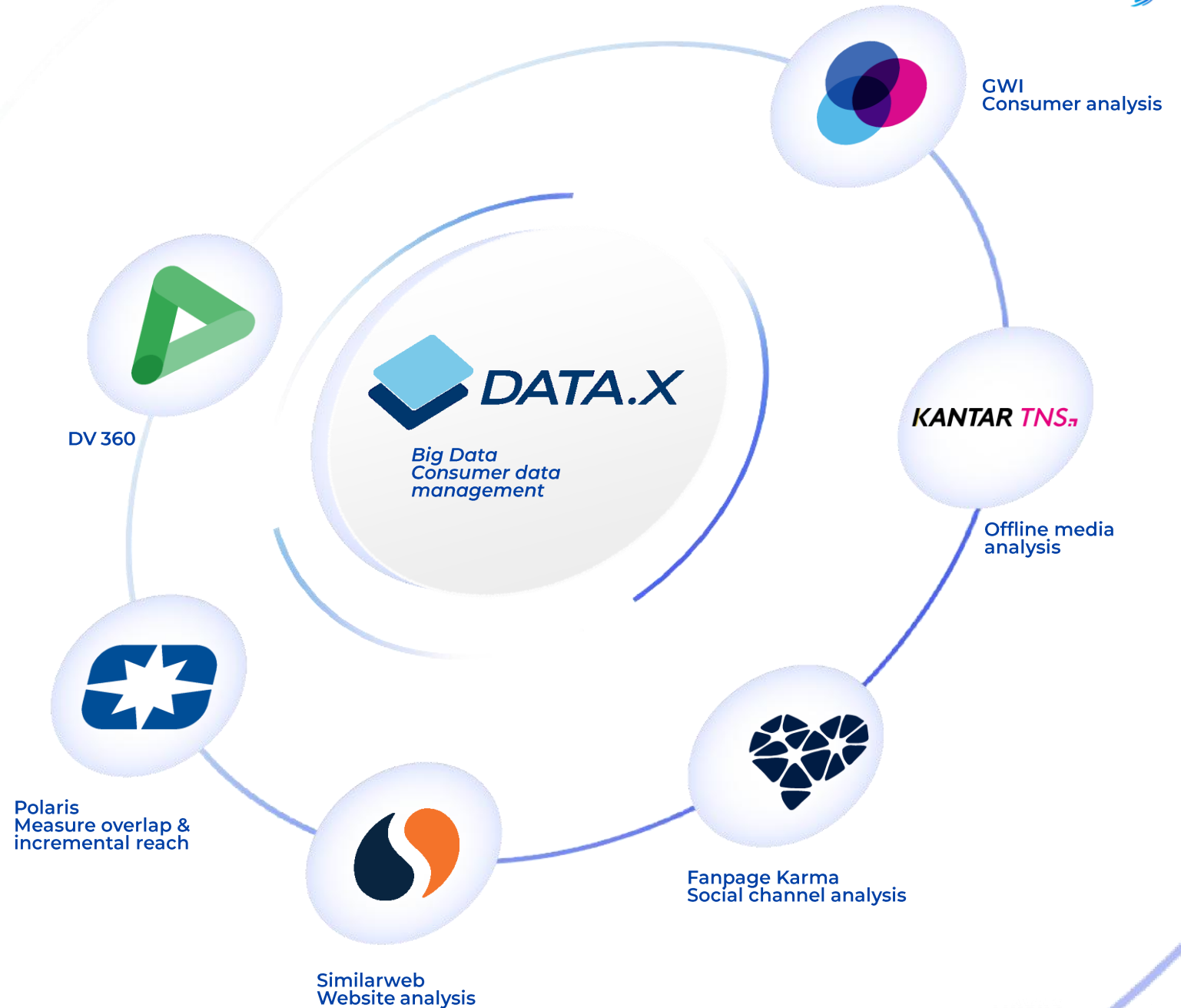


Impactful
experiences for optimal
outcomes

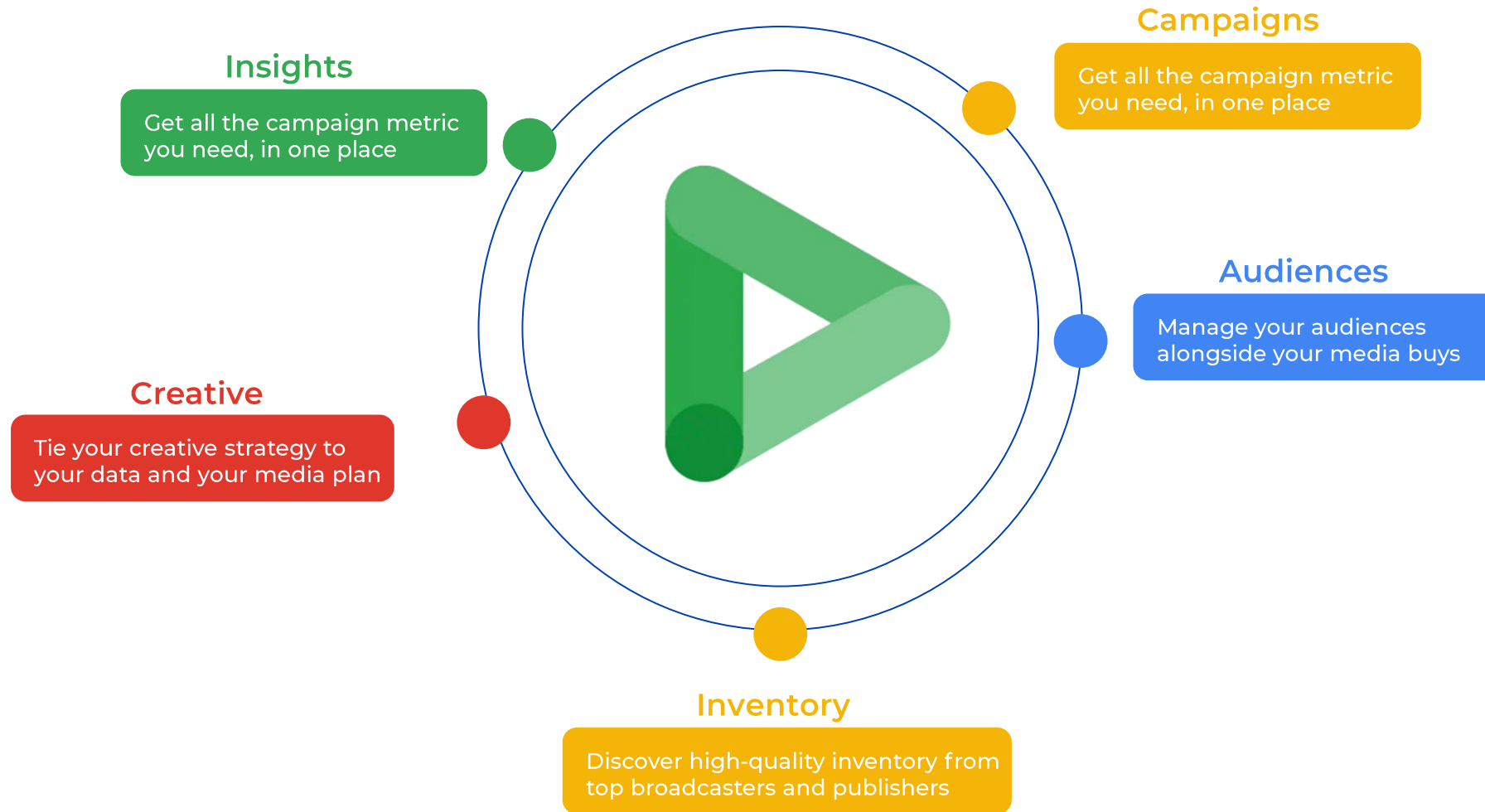
Personalized targeting
not only keywords, demographics, interests
but also context, behaviors, habits, emotion, personalities, preferences ...

Our tool set is ready for campaign activation:

The power of big data,
AI-driven analysis make us
understand audience like
reading their mind!



DV360 - expand our power & reach



Access, monitor campaigns' performance, all statistics and reports in real-time.

NWS Dashboard

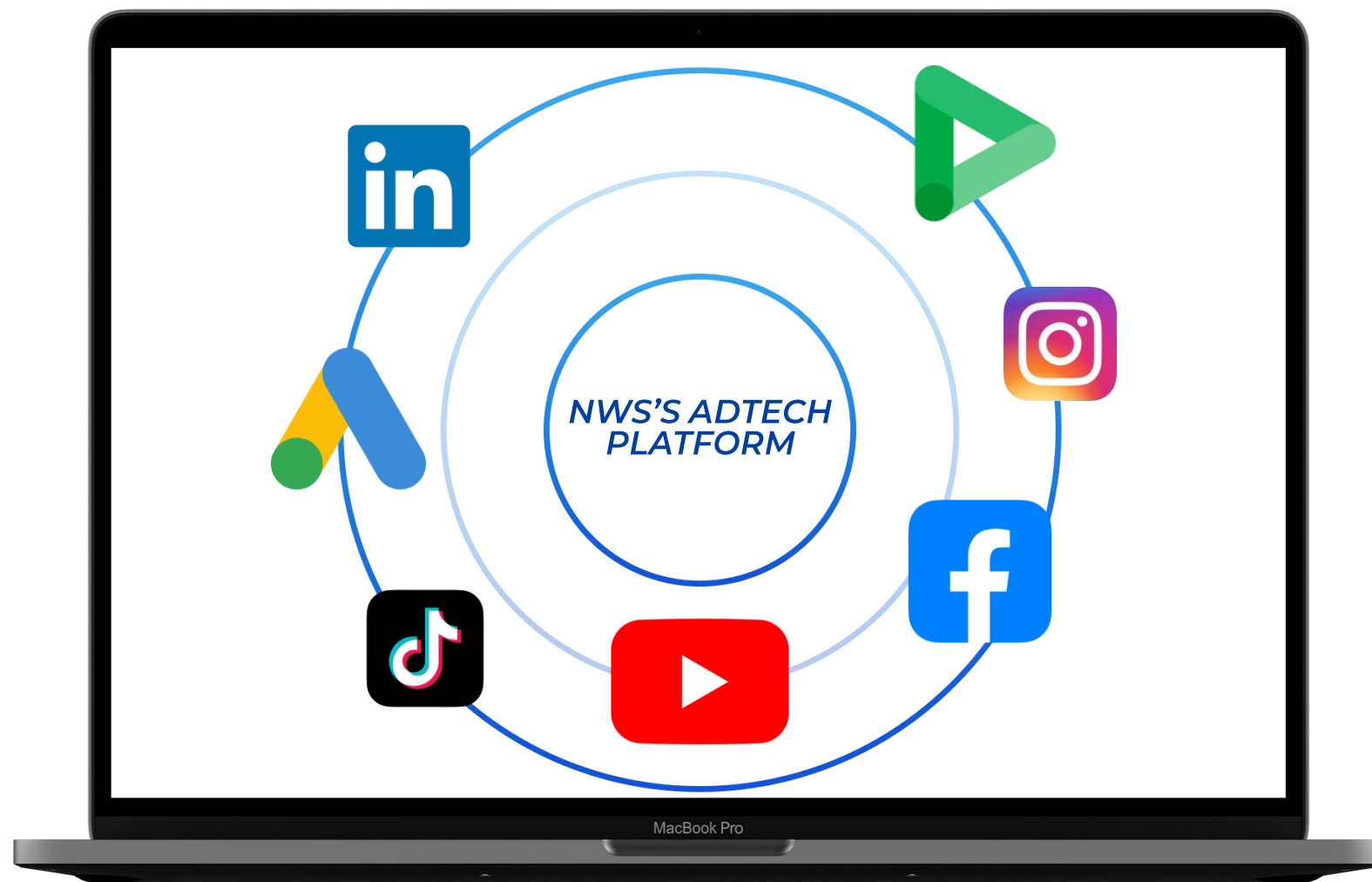
is a user-friendly platform that allows clients and agencies to buy ads across platforms and monitor campaigns' performance run in all popular ad networks such as Google DV360, Google Ads, LinkedIn, Facebook, Instagram, TikTok, Youtube, Twitter etc. You can also see and download reports.

Get started effortlessly in no time.

Display ads on popular publishers including news websites, online Video and TV platforms in Vietnam and worldwide.

Real-time, daily, weekly, monthly, quarterly, yearly, post-campaign reports.

Self-service campaign management



OTT/CTV ADS

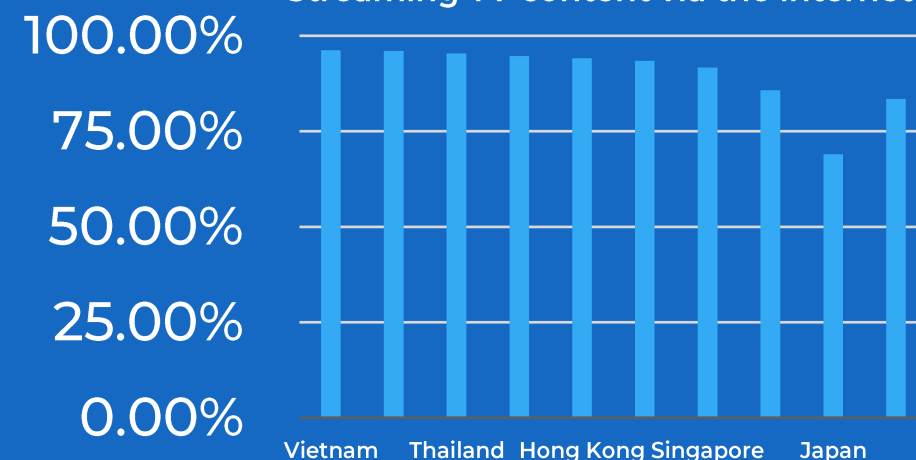


- Top tier partners in local and global
- Targeting by GEO, demographic, time, content, etc.
- Diversified buying methods

Streaming's Share of total TV time



Streaming TV content via the internet



Source: Wearesocial, Digital 2026 Global Overview Report

PREMIUM INVENTORIES FOR PROGRAMATIC-ADS

News



Technology



Business



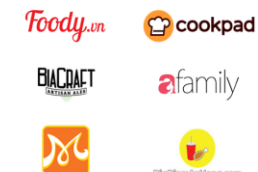
Automotive



Beauty



F&B



Travel



Sport



Finance



Mom & Kid



Healthcare



Education



THE STRAITS TIMES



2. INNOVATIVE ADS



60M +
UNIQUE USERS



1.000 +
WEBSITES

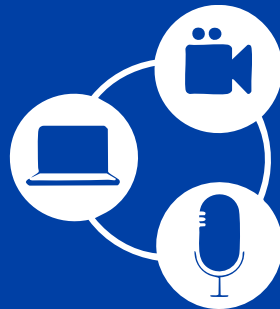


100 +
ADS FORMATS



Tech team

In-house tailor ad solutions
for brands



**Impressive
Performance Optimization**

3x-8x CTR

compared to regular digital ads

EXPLORING OUR 100+ CREATIVE FORMATS AVAILABLE

Live score

Demo Area: 320x480



ENERGY SUPPORT
FOCUS SUPPORT

Turn your sloth days into energetic days

Berocca contains B-complex vitamins to support energy level and helps you stay focused.

FIFA WORLD CUP Qatar 2022

QATAR 3

00:06

ECUADOR 2

Sharqi 28, 58', Mohamed 65' Ecuador 12', Edmundo 45'

Parallax



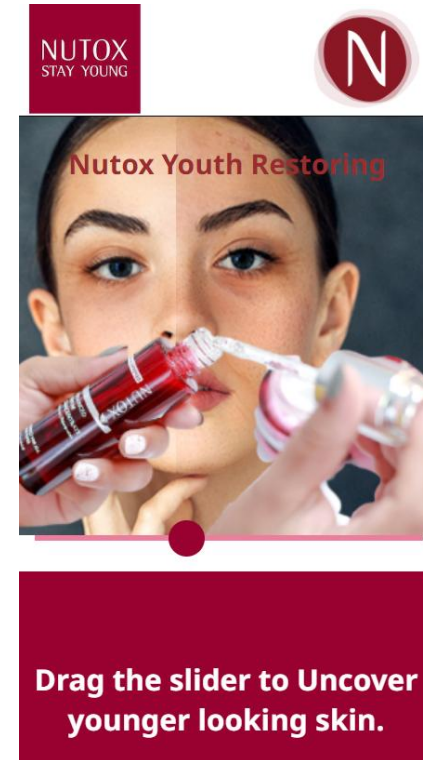
Heineken 0.0

Mua ngay

Bia 0.0% độ cồn

Bước tiến 0 giới hạn

Slider



NUTOX STAY YOUNG

N

Nutox Youth Restoring

Drag the slider to Uncover younger looking skin.

EXPLORING OUR 100+ CREATIVE FORMATS AVAILABLE

Card swipe



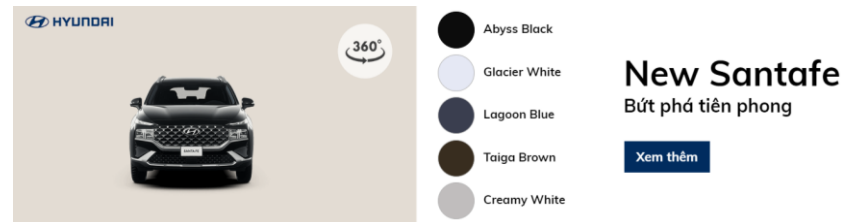
Lead Gen



3D Cube



Product Color



DCO

DYNAMIC CREATIVE OPTIMIZATION

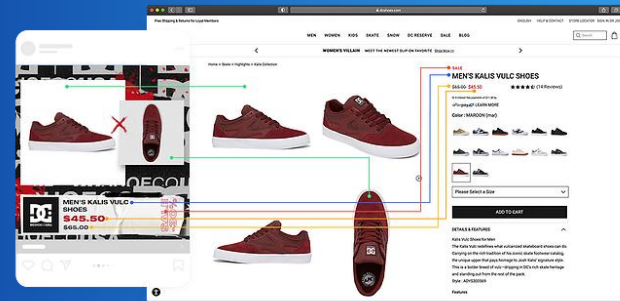
A display ad technology that creates personalized ads based on data about the viewer at the moment of ad serving.



DCO Smart API

Connects to data sources, real-time data (eg: weather, stocks, exchange rates, football scores) to make recommendations on banner ads

DCO Smart Tag



Dynamic Ad Variables				Dynamic Image Variables
Make	Model	Trim	Price	Car Image
Kia	Picanto	1.0 5dr [4 seats]	£ 129.38	Dynamic Image that changes based on the specific model information pulled from the feed
Nissan	Juke	1.0 DIG-T 114 Acenta 5dr	£ 157.55	
Skoda	Octavia	2.0 TDI SE Technology 5dr	£ 212.24	



Used to collect products/content and auto pull out on banner ads

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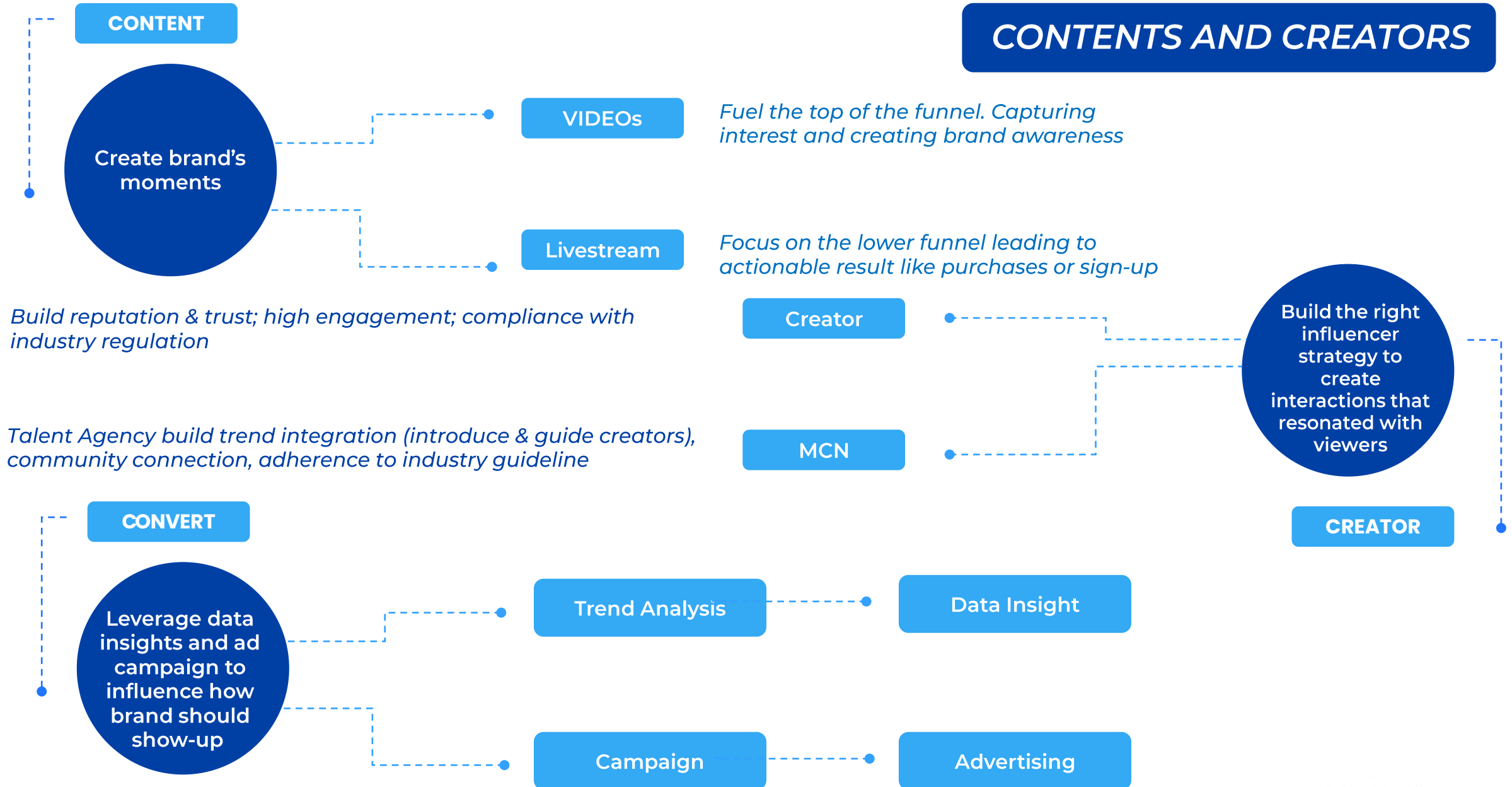
Networld Solutions
CreativeContentLa

3. CREATIVECONTENT LAB



How to thrive the Meaningful Brand through

CONTENTS AND CREATORS



CREATORS



***KOL/KOC
10,000+***

TIKTOK



***Where Content
meets
Commerce***

UGC VIDEOS



***Personal
Authentic
Connection
& Community***

Produce a large amount of videos in a day by using affiliate networks of more than **10.000+ KOCs & KOLs**

Range of followers

1M +

MEGA

- Building brand image and personality (Brand Ambassador)
- Create overlays and different levels of influence for consumers.

300K - 900K

MACRO

- Brand Expert
- Create brand coverage
- Evokes consideration and desire to experience.

100K - 300K

MICRO

- Create brand campaign & trends
- Evokes consideration and desire to experience
- Encourage purchases

10K - 100K

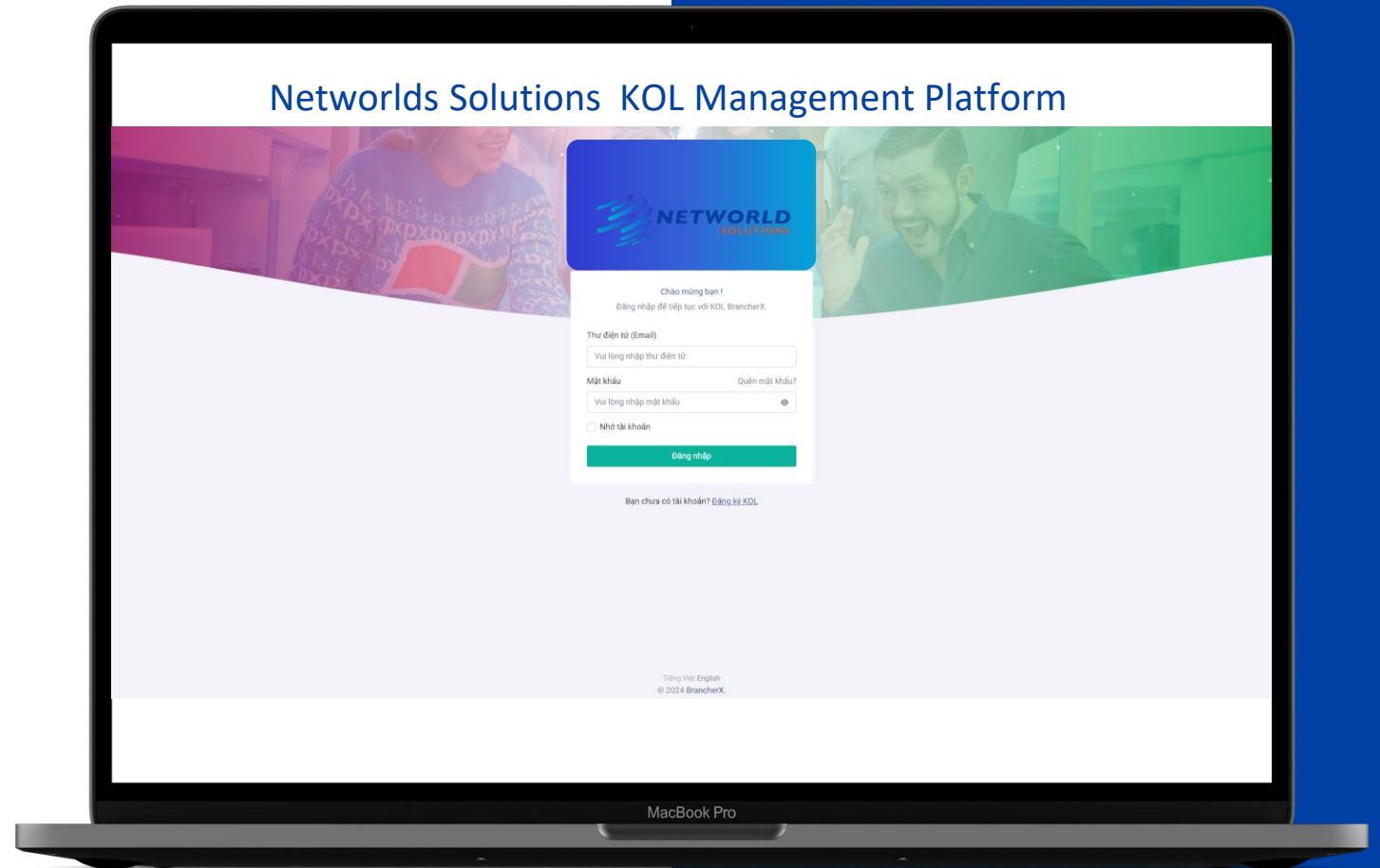
NANO

- Build brand trust
- Share personal experiences with the product
- Encourage purchases

KOL DASHBOARD MANAGEMENT

Networld Solutions KOL Management Platform: is an online solution that connects marketers with key opinion leaders (KOLs) on social networks.

This platform allows us and the client to effortlessly pick, manage, and collaborate with appropriate KOLs for the brand's marketing efforts.





The leader in Social - Commerce

Associate a brand to an entertainment platform in a meaningful way

Leverage the power of community passion and trend

Develop a long-term content strategy



Tiktok Multi Channel Network – MCN

Agencies that manage and access to mid-top creator talents in the market and serve brand by mass-onboarding creators to produce videos + Live content at scale

Creator Onboarding

Identifying and mass onboarding creators on and off roster

Creator Management

Day to Day Management
Creator Education/Training

Independent Operation Ability

Monitoring LIVE Data
Product Strategy
Sample Management
Performance Analysis

Direct Merchant Collaboration

Directly communicate with merchants to acquire discounts, samples, flat fees

Tiktok Shop Partner – TSP

A service provider for Tiktok Shop sellers, helping them manage content creation, live-stream and store operation

Content Management

- ✓ Content Management
- ✓ Short Video
- ✓ Live Stream
- ✓ Ads Optimization

Non-content Management

- ✓ Commodity Management
- ✓ Fulfillment & Inventory
- ✓ Customer Service
- ✓ Operation Consultancy

One Stop Solution

- ✓ TTS full services solution
- ✓ Ecom Distributor
- ✓ Ecom Multichannel Management
- ✓ Ecom Strategy Consultant

Tiktok Affiliate Partner – TAP

An affiliate marketing partner that connects a wide range of tiered Creators with Sellers, aiming to maximize revenue growth and optimize the operational system for both parties.

Affiliate Partner (TAP)

- **Unlimited collaboration with creators outside of MCNs** through TAP campaigns. Creators are able to join multiple TAP campaigns.

- **The TAP agency will represent, manage the work & performance** of the group of creators participating in the campaign



CASE STUDY

CASE STUDY | KAROFI®

Background:

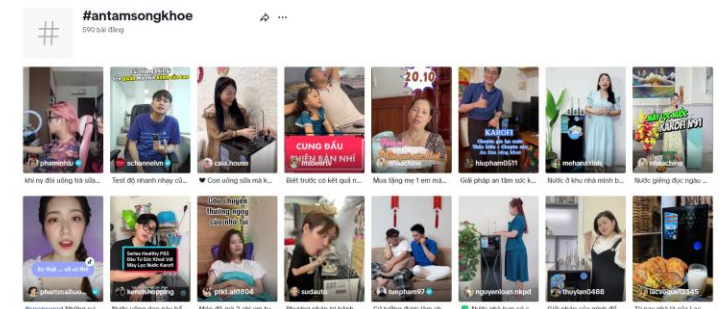
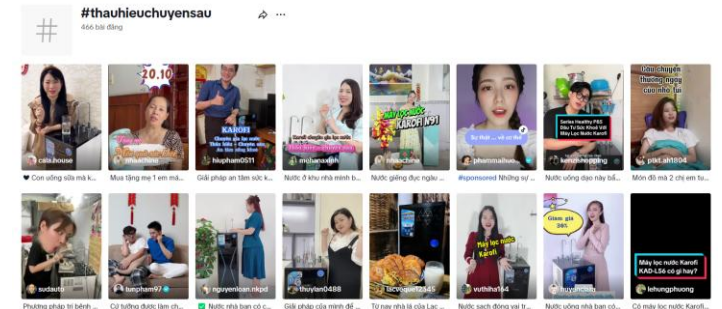
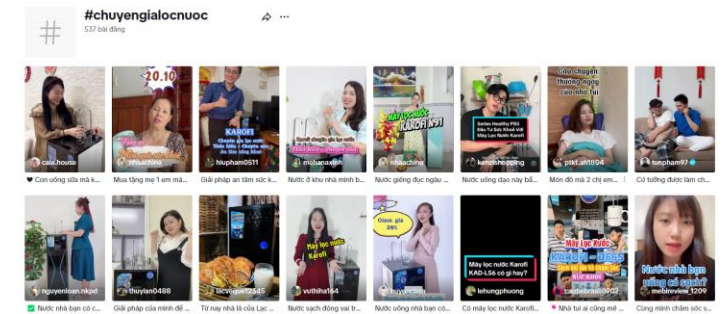
- Karofi is the No.1 market share and most popular water purifier brand in Vietnam (source: TechSci research 2023), aiming to continuously serving the needs of drinking clean, pure water and protecting the health of Vietnamese people.
- Brand Awareness of Karofi Water Purifier is quite low (62%) compared to main competitor Kangaroo (79%). Increase Karofi brand recognition as "Water Purifier Expert"

Media strategy:

- Build an affiliate TikTok plan to book and take advantages of 300 KOL/KOC impact to boost brand awareness for Karofi on TikTok Channel
- Build Brand trust through comprehensive script and review video providing information of water purifier filters as well as showcasing several WP machine function and application in customer daily's life.

Result - TikTok channel:

- ✓ 32M Impressions
- ✓ >1M engagement
- ✓ Increase brand awareness and product attributes points
- ✓ Increase sale



CASE STUDY | Rohto

Sub-brands: elano CC, Hada Labo, Sunplay

Background:

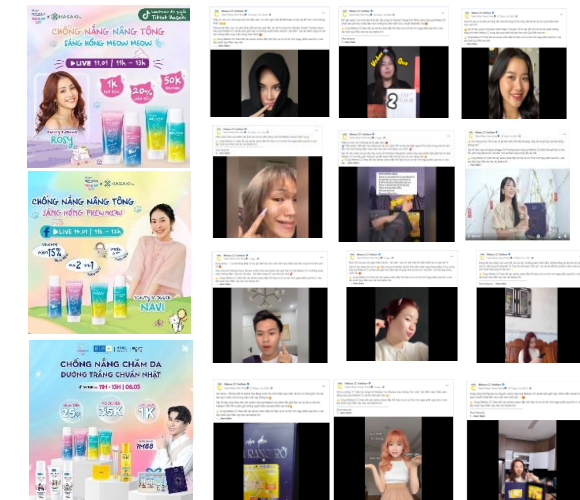
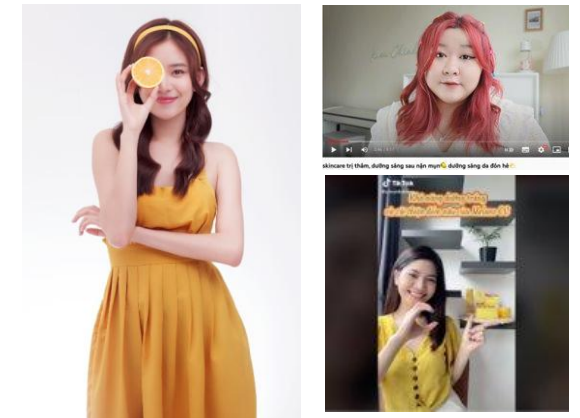
- Rohto is a Japanese cosmetic & skincare brand which co-operated with Brancher.X for 4 years from 2019, and we are currently processing 5-year-contract for 2023.
- Melano CC: Social & WOM(2016 – 2023)
- Sunplay & Hada Labo: Livestream (2023).

KOL-KOC strategy:

1. BRAND AMBASSADOR: Tram Ngo
 - Using BA image on various images: Social posts, Key Visuals,...
 - Utilize brand ambassador host the livestream and manage KOL to boost sales on both Facebook and Tiktokshop.
2. KOL/KOC Review: Utilized different levels of KOL and KOC from Youtube, Facebook, Tiktok to raise brand awareness, increase consumer trust, and spread out the WOM campaign.
3. Livestream
 - Collaborated with Distributors such as Hasaki, The Gioi Skin Food, Sociolla,... to livestream on their channels.
 - Invite Beauty KOL to host the livestream to reach their followers.

Result - TikTok channel:

- ✓ Number of sale increase year by year, grow 20% from 2019 to 2020, 30% in 2021, and in 2022 Melano CC becomes million-dollar-brand.
- ✓ Retaining agency 2019-2022



CASE STUDY |

Background:

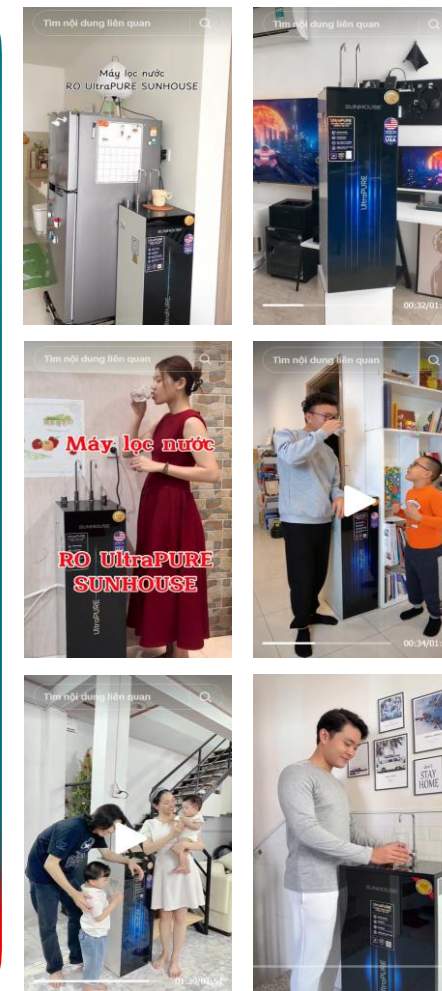
- Sunhouse is a top-of-mind household appliance brand for Vietnamese consumers, known for its durability and affordability.
- Water purifiers are a successful product line for Sunhouse, a Vietnamese household appliance brand.
- The challenge for the brand: Increase Sunhouse brand recognition and enhance user preference for Sunhouse products.

KOL-KOC strategy:

Build massive brand awareness to reach potential TA at right time (when they get any water problem) and deliver right message (relevant to promotion) by Booking KOL to increase brand consideration.

Result - TikTok channel:

- Quantity: 09 KOL/KOC
- View: 23K View
- Like: 8,100 Like



- The collage consists of 10 individual screenshots arranged in a 3x3 grid with the bottom-right cell empty. Each screenshot shows a different user or influencer promoting Cuckoo rice cookers. The content includes:

 - Top Left:** A woman in a black dress cooking with a Cuckoo rice cooker. Text overlay: "Thiết kế sang trọng" (Elegant design).
 - Top Middle-Left:** A family (mother, father, and two children) sitting together. Text overlay: "Đời thật hạnh phúc" (Life is so happy).
 - Top Middle-Right:** A man in a blue shirt holding a Cuckoo rice cooker. Text overlay: "Nồi cơm điện AP SUAT" and "Lựa chọn thông minh cần bếp vẫn phòng" (A smart choice for a kitchen).
 - Top Right:** A woman in a grey shirt cooking. Text overlay: "Gửi đến công nhân Cuckoo Việt Nam" (Sent to Cuckoo Vietnam workers).
 - Middle Left:** A woman in a black dress cooking. Text overlay: "Thiết kế sang trọng" (Elegant design).
 - Middle Middle-Left:** A woman in a black dress cooking. Text overlay: "Thiết kế sang trọng" (Elegant design).
 - Middle Middle-Right:** A man in a white shirt cooking. Text overlay: "Thiết kế sang trọng" (Elegant design).
 - Middle Right:** A woman in a grey shirt cooking. Text overlay: "Gửi đến công nhân Cuckoo Việt Nam" (Sent to Cuckoo Vietnam workers).
 - Bottom Left:** A woman in a black dress cooking. Text overlay: "Thiết kế sang trọng" (Elegant design).
 - Bottom Middle-Left:** A woman in a white dress holding a Cuckoo rice cooker. Text overlay: "Chụp hình đáng tiền" (Worth the photo) and "trắng cả nhón kem Hashtag #CuckooVina #AeonMallBinhDuong" (White as cream, hashtag #CuckooVina #AeonMallBinhDuong).
 - Bottom Middle-Right:** A woman in a white dress holding a Cuckoo rice cooker. Text overlay: "Chụp hình đáng tiền" (Worth the photo) and "trắng cả nhón kem Hashtag #CuckooVina #AeonMallBinhDuong" (White as cream, hashtag #CuckooVina #AeonMallBinhDuong).
 - Bottom Right:** A woman in a white dress holding a Cuckoo rice cooker. Text overlay: "Chụp hình đáng tiền" (Worth the photo) and "trắng cả nhón kem Hashtag #CuckooVina #AeonMallBinhDuong" (White as cream, hashtag #CuckooVina #AeonMallBinhDuong).

CASE STUDY | Ulike

Background:

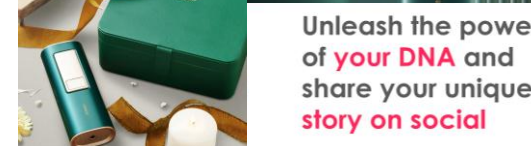
Ulike, a popular IPL hair-removal handset in Korea and China, is seeking an advertising agency in Vietnam with a deep understanding of consumer insights and the ability to develop a successful launch strategy for Ulike in Vietnam.

KOL-KOC strategy | HCP & KOC Booking

- HCP started the campaign by sharing their opinion about IPL Technology at home for hair removal and recommend Ulike.
- KOCs will continue to review Ulike and show the preference about the products.
- Using personal experience with storytelling method to review the product.

Result - TikTok channel:

- View: 450K views
 - Like: 20K likes
- * The attraction of all on-air videos is storytelling. KOCs have integrated the advantages of the product into the authentic personal experience.



CASE STUDY | KIA

CHALLENGE

- In 2019, KIA Motors faced a big challenge in asserting its position, when sales is stable, and market share decreased from 10.5% to 9.8%.

STRATEGY MEDIA 2021

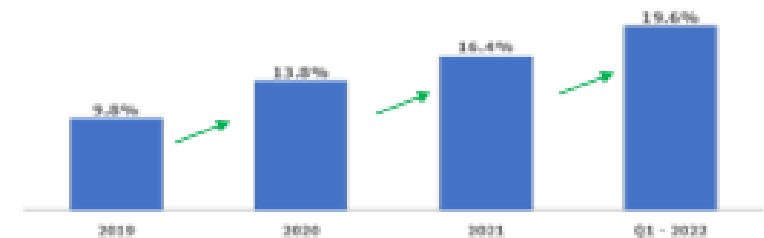
- To communicate the **new brand manifesto** to the target audience
- Focus on each customer segment for each different product.
- Create high brand awareness to maximize the reach and contribute to increase sales and market share.
- Channel from Awareness to Performance: TV, OOH, Programmatic Youtube, Online Video, OTT TV, Facebook, SEM, LAN.
- TV build mass awareness across VN target to **reach 72%** in total TA population for each product launching with **smart optimization skills & efficiency cost**
- Digital** as a media channel **reaches 70%** of different audience segments to create strong brand awareness of each product launching to create **high demand and brand love**.



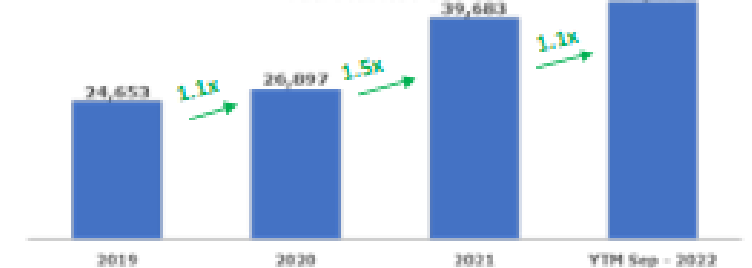
RESULTS

- Brand Sale of Q1 2022 increase **57%** from 10,719 units to 16,795 units vs Q1 2021
- KIA has moved up to **rank No.1** from No.3 in the top highest-sale car brands **within 1 year 2021**.

KIA's Market Share



Kia Market Sales

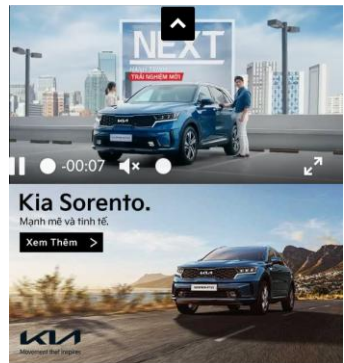


CASE STUDY | KIA

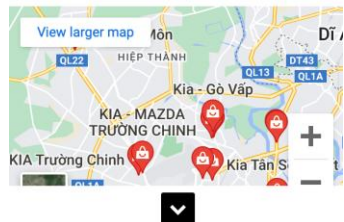
Ad format: Innovative Location with video



RESULT:
2M impressions
CTR: 0.45%
benchmark: 0.3%



Kia Sorento được thiết kế theo phong cách "Refined Boldness - Mạnh mẽ và Tinh tế" thể hiện cả ở nhận diện, kiểu dáng và từng đường nét chi tiết.



Ad format: Product colors

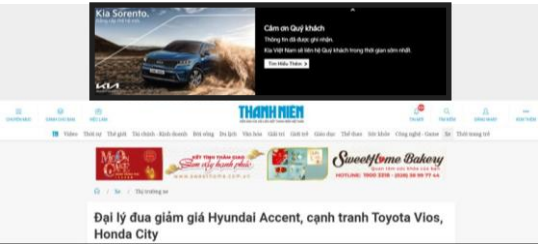


RESULT:
3M impressions
CTR: 0.40%
Benchmark: 0.1%



Ad format: Lead-gen ad

RESULT:
CTR: 0.65%
benchmark: 0.3%



CASE STUDY |



CỘNG ĐỒNG
PHÒNG VỆ HPV

Ad format: **Lead-gen**



Dự Phòng HPV Cho Trẻ Từ Sớm

Dự phòng HPV cho trẻ giúp nâng cao miễn dịch cộng đồng, bảo vệ sức khỏe cho các con

[L.hệ chúng tôi >](#)



Liên Hệ Tư Vấn Dự Phòng HPV

Dự phòng HPV cho trẻ giúp nâng cao miễn dịch cộng đồng, bảo vệ sức khỏe cho các con

[Đặt ngay >](#)

Ad format: **Native ads**



Cách Phòng Chống Nhiễm HPV Ở Phụ Nữ Trẻ.
Đến các trung tâm y tế, bệnh viện gần nhất để được tư vấn về việc dự phòng HPV

Ad • HPV Việt Nam



Dự Phòng Nhiễm HPV Cho Phái Nữ. Hiện nay các bệnh viện, trung tâm y tế đều có dịch vụ tư vấn và dự phòng HPV

Ad • HPV Việt Nam

Ad format: **Native ads**



Ad format: **Carousel Video Rotation**



CASE STUDY | KBank

Ad format: **App Download**

CÀI ĐẶT

K PLUS Vietnam

Mua sắm mùa yêu với thẻ KBank Cashback Plus, chi tiêu 4.5M nhận ngay voucher UrBox 150K

Ad NaN ★ [PRICE]

CÀI ĐẶT

K PLUS Vietnam

Đặt xe đi chơi, càng đi càng hời với thẻ KBank Cashback Plus hoàn tiền mọi chuyến đi!

Ad NaN ★ [PRICE]

Ad format: **Vertical Video**

Hoàn 5.000 VNĐ

Mọi chuyến xe từ 50.000 VNĐ

Với thẻ KBank CASHBACK PLUS

Hoàn 5.000 VNĐ

Mọi chuyến xe từ 50.000 VNĐ

Với thẻ KBank CASHBACK PLUS

Ad format: **Native ads**

Thẻ KBank Cashback Plus

Thẻ KBank Cashback Plus hoàn tiền 10% với mọi giao dịch, đăng ký 100% online!

[Learn More >](#)

Tặng ngay voucher 150K

Thẻ tín dụng KBank Cashback Plus! Shopping vô tư với hàng loạt siêu ưu đãi!

[Learn More >](#)

CASE STUDY



Ad format: **Gallery**

PORSCHE

PORSCHE APPROVED

Boxster
Power 255 hp
Mileage 63,000km
Registration date 08/2012

See More

Macan Boxster Panamera

PORSCHE

PORSCHE APPROVED

911 Carrera
Power 370 hp
Mileage 31,000km
Registration date 09/2016
\$373,800

See More

718 Cayman 911 Carrera

PORSCHE

PORSCHE APPROVED

Macan
Power 255 hp
Mileage 50,000km
Registration date 02/2015

See More

Panamera Macan 718 Cayman

PORSCHE

PORSCHE APPROVED

Boxster
Power 255 hp
Mileage 63,000km...

See More

718 Cayman Boxster Macan GTS

Ad format: **Countdown**

CHỈ CÒN

00 00 00 00

NGÀY GIỜ PHÚT GIÂY

NHẬN ƯU ĐÃI ĐẾN 30 TRIỆU

(*) Áp dụng đến 31/10/2022

CHỈ CÒN

00 00 00 00

NGÀY GIỜ PHÚT GIÂY

(*) Áp dụng đến 31/10/2022

CHỈ CÒN

00 00 00 00

NGÀY GIỜ PHÚT GIÂY

(*) Áp dụng đến 31/10/2022

Thank You

