

thinkbig TOPIK

Digital MKT Proposal

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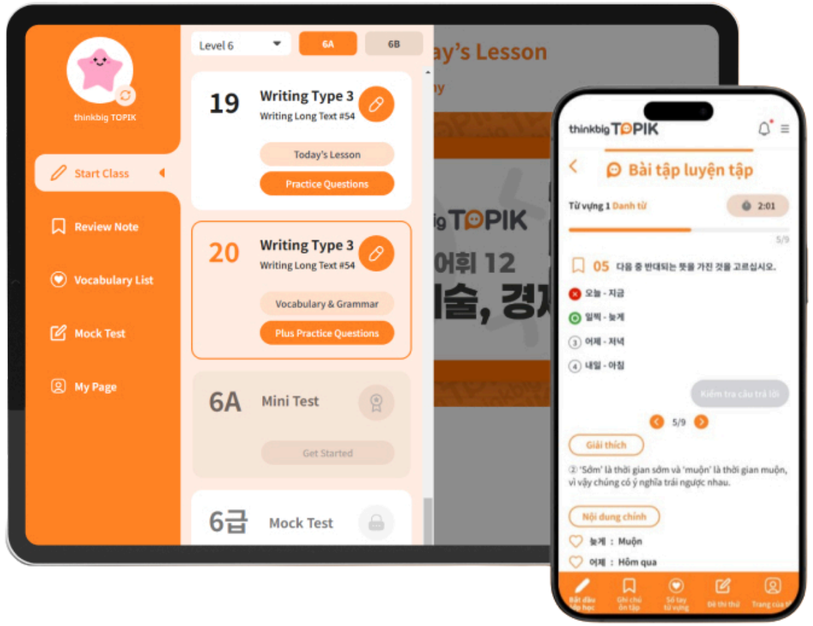
1

BRIEF RECAP

1.1

Summary

thinkbig TOPIK, created by Korea's leading educational company in Edutech, rapidly improves your TOPIK score with skill-based, customized AI learning, plans to approach Vietnamese market with an entry launch campaign.



CAMPAIGN OBJECTIVES:

- Establish initial brand awareness & recognition to niche audience through strong communication strategy
- Geographic: Vietnam

Marketing approach:

PLAN & EXECUTE DIGITAL CAMPAIGN

Activate thinkbig Topik on Social Media → Introduce thinkbig Topik's brand image & main points → Drive users to consider/engage

1.2

Expected Users Flow



1.3

Brand USPs



TOPIK essential platform

A must-subscribe service
three months before
taking the TOPIK exam



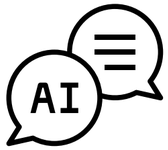
Fast TOPIK score boost

Providing the simplest, most
efficient, and fastest solution
to boost TOPIK scores



E-Learning

Flexible online learning on PC or mobile app



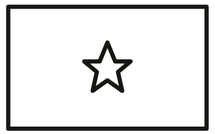
AI support

AI-based level test, personalized curriculum, and
Writing tutor



Progress tracking

Real-time progress tracking and mock tests



Localized content

Support Vietnamese interface, content, resources

1.4

Brand Challenges



Low Brand Awareness

Many Vietnamese are unfamiliar with thinkBig TOPIK, making it harder to attract users.



Low Trust & Credibility

Vietnamese users’ skepticism toward E-learning quality, along with their strong demand for proven success rates and social proofs, may pose challenges for the brand during entry phrase.



High Competition

Vietnamese market is already dominated by global and local TOPIK prep platforms, YouTube content, and offline Korean language centers.



Price Sensitivity

Many Vietnamese users prefer free or low-cost learning options. An attractive pricing strategy with free trials and bonuses is necessary.



Payment Accessibility

Without support for popular Vietnamese payment methods (e-wallets, bank transfers), Vietnamese users might be reluctant to sign up.

2

COMPETITOR RESEARCH

2.1

Topik Guide

TOPIK GUIDE

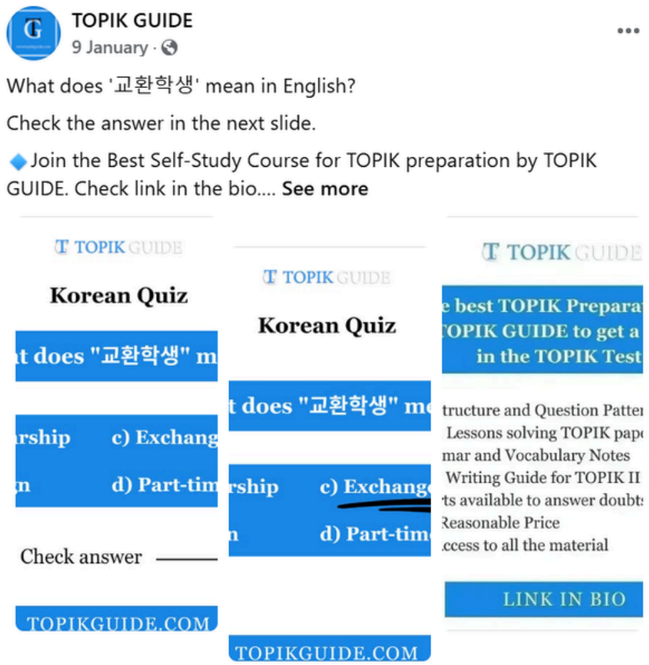
Service	*TOPIK Guide is an online platform dedicated to assisting learners in preparing for the Test of Proficiency in Korean (TOPIK)* • Comprehensive Study Materials: including past exam papers, vocabulary lists, grammar explanations, and practice questions tailored to the TOPIK exam structure • Online Courses • Mock Tests
Target audience	• University students • High school students • Workers
USP (Unique selling point)	• Exam-Focused Content • Accessibility • Resource-Rich Platform
Communication Approach	• Social Media: TOPIK Guide maintains an active presence on platforms like Facebook and Twitter, sharing study tips, updates about the TOPIK exam, and engaging with the learner community. • Email Newsletters: Regular newsletters are sent to subscribers, providing study schedules, new resource announcements, and motivational content to keep learners on track.
Channels	Facebook, Tiktok, Instagram

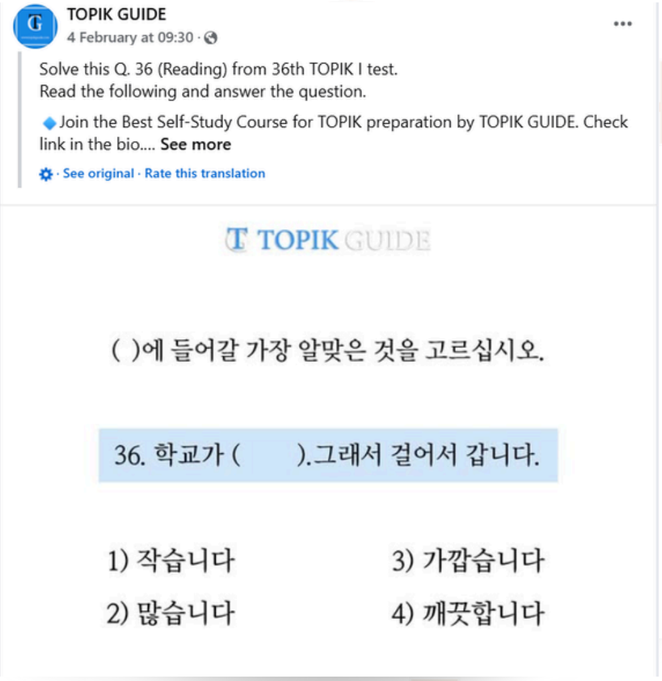
2.2

Content Reference

TOPIK GUIDE

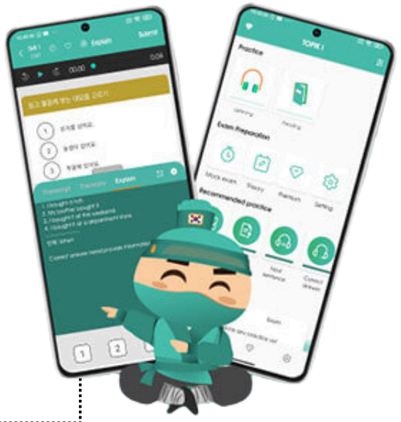






2.3

Migii Topik



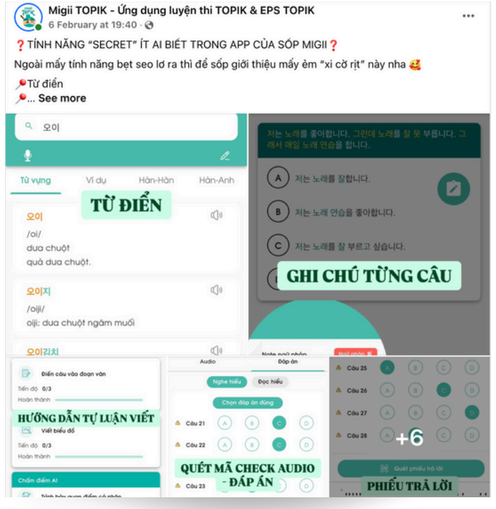
Service	*Migii Topik offers comprehensive courses TOPIK exam preparation* • TOPIK and EPS-TOPIK Exam Preparation: Migii TOPIK provides in-depth grammar and vocabulary exercises along with a personalized learning path for those with an existing foundation.
Target audience	• Korean learners with an existing foundation. • Those preparing for the TOPIK or EPS-TOPIK exam.
USP (Unique selling point)	• Personalized learning path, customized for each learner. • Integrating advanced technology (AI, data analysis, virtual exam rooms). • Extensive library of study materials and textbooks, free of charge.
Communication Approach	• Varied content formats on social media: single images, multi-photo posts, short content, and short videos. • Focus on memes, Korean quizzes, and educational knowledge. • TikTok content emphasizes promotions, learning insights, reviews, and tips & tricks
Channels	Facebook, Tiktok, Instagram, Youtube

2.4

Content Reference

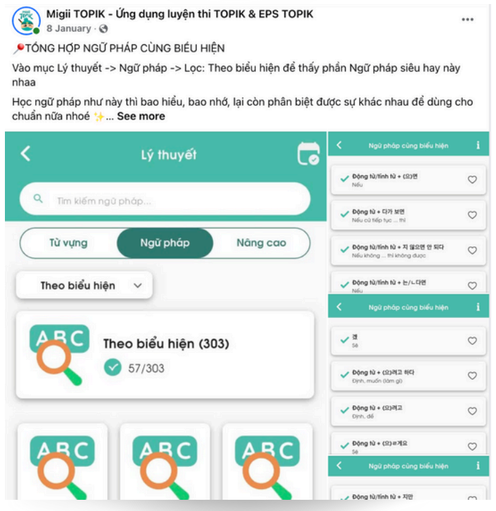
MIGII TOPIK













2.5

Master Korean Vietnam



Service	*Master Korean Vietnam offers comprehensive courses in Korean* • Beginner Korean: Taught by Vietnamese instructors. • Intermediate Korean: Taught by native Korean instructors. • TOPIK Exam Preparation + IBT Mock Test: Taught by both Vietnamese and native Korean instructors. • Business Korean: Taught by both Vietnamese and native Korean instructors.
Target audience	• University students • High school students • Workers
USP (Unique selling point)	• Pre-recorded video lessons, learn anytime, anywhere. • Integrating advanced technology (AI, data analysis, virtual exam rooms). • Verified instructor profiles for credibility. • Master Korean's teaching assistants provide 1:1 support during the first three sessions. • Dedicated community groups for each course.
Communication Approach	• Diverse content formats on social media: single images, multi-photo posts, short content, and short videos. • Focus on memes, Korean quizzes, educational knowledge, announcements, and promotions. • TikTok content emphasizes promotions, learning insights, and teaching recaps.
Channels	Facebook, Tiktok, Instagram, Youtube

2.6

Content Reference

MASTER KOREAN VIETNAM













2.7

Competitor Overview

FACTOR	TOPIK GUIDE	Migii Topik	Master Korean Vietnam
STRENGTH	• Continuous interactive activities on social	• Extensive library of large, free study materials and exams. • Content focused on engagement and promotion. • Active presence on social media. • Building a strong community.	• Build a unified brand image. • Offer a diverse range of courses. • Maintain an active presence on social media.
NUMBER	• FB: 38K likes, 39K follows • IG: 56.6K followers	• FB: 7K likes, 10K followers • IG: 154 followers • Tiktok: 21.2K followers	• FB: 69K likes, 79K followers • IG: 1.621 followers • Tiktok: 23.3K followers
INSIGHT	Maintain the brand image of a professional self-study TOPIK preparation app, increase engagement with quiz posts, update knowledge about the TOPIK exam, and share tips/tricks for exam participation.	Build the brand image as a self-study app with a large, constantly updated library of materials. Content is youthful and trend-driven, engaging users with high interaction through memes and knowledge quizzes.	High brand recognition, building a consistent and professional image. Content is trend-driven, with a strong focus on quizzes and knowledge sharing.

3

TARGET AUDIENCE

3.1

Students

Students preparing for Study in Korea (University / Higher education)

Age	16 - 25 years old
Level	High school seniors, University students, Recent graduates
Location	Urban areas (Hanoi, Ho Chi Minh City, Da Nang), Provinces with scholarship aspirations
Needs	• Good TOPIK scores to apply for Study abroad programs in Korea • Improve Korean language skills
Pain Points	• Struggle to find a comprehensive, step-by-step TOPIK preparation plan. • Struggle to boost TOPIK scores quickly due to limited study time. • Overwhelmed by too many online learning resources. • Unfamiliar with TOPIK exam format, struggle with vocabulary, listening and writing.
Behaviors	• Seek structured study plans & mock tests. • Take advantage of online resources and technology. • Frequently engage in study groups, online forums to exchange study materials. • Look for affordable yet high-quality learning options. • Compare multiple study platforms before making a decision. • Open to self-paced online learning but still value guidance from experienced teachers. • Skeptical about e-learning platforms / self-learning compared to offline language centers and teachers. • Look for platforms with a large, constantly updated library of materials and courses.



3.2

Job Seekers & Professionals

People seeking employment in Korean companies in Vietnam or South Korea

Age	22–35 years old
Level	University graduates, professionals
Location	Urban areas (Hanoi, Ho Chi Minh City, Da Nang), Provinces with strong South Korean company presence
Needs	• Achieve quick TOPIK certifications to meet job requirements, working visas... • Improve Korean language skills
Pain Points	• Struggle to find a comprehensive, step-by-step TOPIK preparation plan. • Often lacks time for consistent self-study and offline school enrollment. • Overwhelmed by too many online learning resources. • Struggle to stay motivated, need progress tracking and quick results.
Behaviors	• Look for short, focused study sessions for efficient learning. • Take advantage of online resources and technology. • Engage in online networking platforms for new opportunities and improvement. • Look for affordable, flexible and instant-result learning options. • Interested in career-related resources for better employment and job promotion.



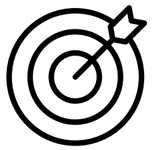
3.3

T.A Characteristics



Tech-Savvy

Comfortable with online learning platforms, apps, and digital study tools.
Understand the benefits of new technology, and willing to try before purchase.



Goal-Oriented

Study with a clear purpose: TOPIK certification for education, career, or migration.
Need learning methods with fast, measurable and guaranteed results.



Time-Sensitive

Prefer flexible learning solutions that fit into busy schedules.



Social-influenced

Trust recommendations from friends, influencers, co-workers...when choosing study platforms.

4

BRAND SPIRIT

4.1

Brand Spirit

COMPANION

Your Study Partner Every Step of the Way

TRUSTED

A Reliable Platform for Real Results

FRIENDLY

A Supportive & Encouraging Learning Environment





5

COMMUNICATION APPROACH

5.1

Insight

I don't want to start from scratch when I already have a basic understanding. I need a quick, efficient Korean learning solution that focuses on addressing my weak points and helps me strengthen my score for the important TOPIK exam.







5.2

Content Roadmap

LEARN FAST, MASTER TOPIK

PHASE	AWARENESS	ENGAGEMENT	CONSIDER
OBJECTIVE	Increase brand awareness for ThinkBig as an effective self-study platform for TOPIK preparation.	Educate and Attract engagement through activities on digital platforms	Encourage product use and evaluate effectiveness
ASSET	Key visual **Learn fast, master TOPIK**		
CHANELS	**Facebook | Instagram | Tiktok**		
	Paid Ads		
	3 Posts/Week		
AWO CONTENT ALLOCATION	**Brand & Product** 60%	**Brand & Product** 25%	**Brand & Product** 20%
	Promotion & Engagement activities 10%	**Promotion & Engagement activities** 30%	**Promotion & Engagement activities** 45%
	Tips & Tricks 30%	**Learning Tips** **45%**	**Learning Tips** **35%**

5.3

Content Pillar

LEARN FAST, MASTER TOPIK

BRAND & PRODUCT

- Try ThinkBig: 7 days – Boost your score by 10 points
- Sharing from ThinkBig user: How I went from TOPIK 2 to TOPIK 5 in 3 months
- 7-day review challenge – “Try ThinkBig: 7 days – Boost your score by 10 points”
- Conquer the Writing section with AI tutor assistant
- Introducing USP off the app: App walkthrough, USP breakdown, feature highlight
- Introducing brand value

PROMOTION & ENGAGEMENT ACTIVITIES

- Interactive mini-game – "What score will you get in the upcoming TOPIK exam?
- Memes about studying for the exam: "The mood before, during, and after the TOPIK exam.
- Learn TOPIK grammar in a fun way with Korean drama versions.
- Duet: Play the leading lady in a Korean drama, speaking like a native.
- Catch the hottest trends and blend them into learning for better memorization.

TIPS & TRICKS

- The confusing vocabulary that 90% of TOPIK candidates get wrong!
- Effective study tip: "Study 10 minutes a day but remember it like you studied for an hour!"
- What’s the biggest challenge for TOPIK candidates in the writing section?
- Working for a Korean company? You need a TOPIK certificate – here are 3 interesting facts.
- Want to apply for a scholarship in Korea? What TOPIK score do you need?
- Challenge yourself to learn vocabulary in minutes every day with quizzes

5.4

Visual Direction

Main direction

Visuals for thinkbig TOPIK in Vietnam will closely align with the established platform interface, to ensure consistency and reinforce brand awareness.



Tone & Mood

- Friendly
- Trustworthy
- High-tech
- Exciting
- Motivating

Design Style

- Modern
- Minimalist
- Flat
- Dynamic
- Color Block

5.5

Visual Direction

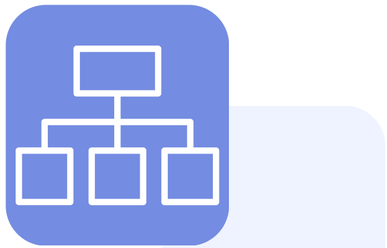
Color Palette



CONFIDENT
EMPOWERING



GROWING
SUCCESSFUL



EASY
RELIABLE



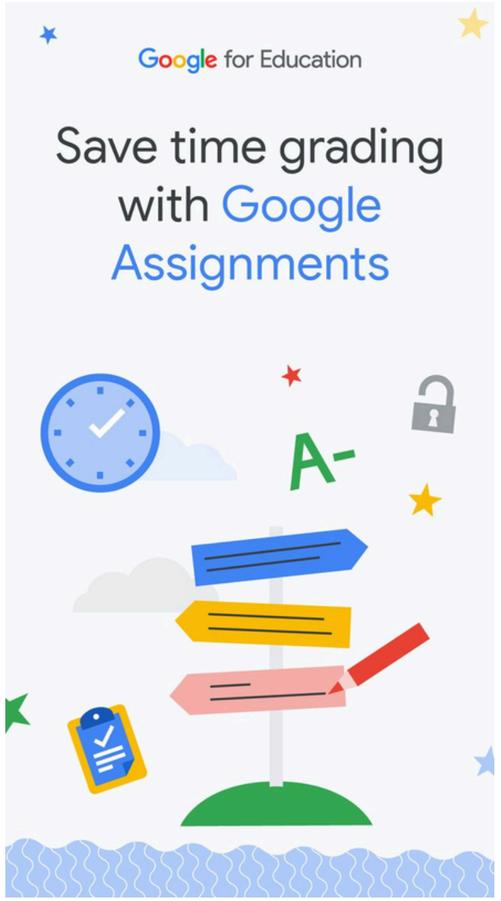
SUPPORTIVE
INSPIRING

5.6

Visual Direction

Design Examples







5.7

Visual Direction

Design Examples





5.8

Social Booking-KOC



Amazing Thu Hà

TikTok: 53.9K Follower

- Practical Experience: A former international student who took the TOPIK exam, Hà understands the challenges of self-studying and exam preparation.
- Daily Usage: Working at a Korean company, Hà uses Korean every day, ensuring a practical and realistic evaluation of the app.
- Cultural Insight: Married to a Korean, Hà has real-life experience in communication and culture, allowing for a well-rounded assessment.
- Credibility: With a stable following and previous insights on learning Korean, Hà's review carries significant influence.



Bình An & Seoul

TikTok: 14K Follower

- Study Abroad Experience: Bình An, a communications student in Korea, has firsthand experience studying and living there, giving her deep insight into Korean learners' needs.
- Relevant Content: Her channel focuses on sharing study abroad experiences and life in Korea, attracting those interested in learning Korean and Korean culture.
- Strong Engagement: With 14,000 followers and nearly 294,000 likes, Bình An's channel has high engagement, ensuring the app's message reaches a wide audience.



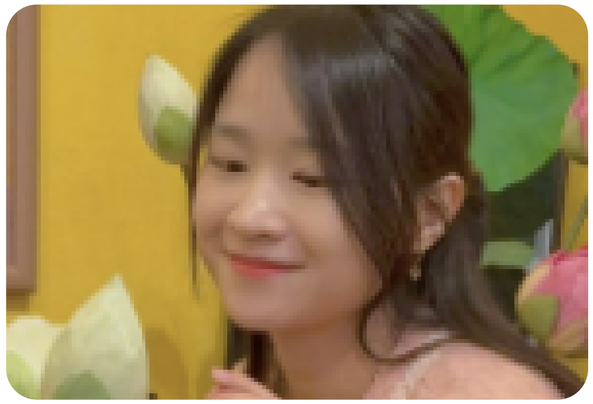
Tiếng Hàn cùng Mayu

TikTok: 85.9K Follower

- Korean teaching expertise – The creator shares lessons on pronunciation, grammar, and daily conversation.
- Strong community – With 86K+ followers and 1.1M likes, the channel is trusted by Korean learners.
- High-quality content – Videos cover various aspects of Korean, ensuring a well-rounded learning experience.
- Engaging teaching style – The creator makes learning easy, clear, and enjoyable.

5.9

Social Booking-KOC



Thuỳ Dương (làm IT ở Hàn🌷)

TikTok: 13.3KFollower

- Expertise in Korean language & culture – The channel consistently shares high-quality content about learning Korean and understanding Korean culture, making it a great fit for reviewing a language-learning app.
- Personal experience – The creator has firsthand experience in learning and using Korean, providing an authentic and insightful review.
- Engaged community – With a large and active audience of Korean learners, the channel helps promote the app to the right target users.
- Clear and engaging presentation – The creator delivers information in a fun, easy-to-understand way, making the review more accessible and effective for viewers.



Hạnh Mốc 🇻🇳🇰🇷

TikTok: 117.8 KFollower

- Expertise in Korean language – The channel focuses on teaching and sharing knowledge about the Korean language, attracting a large audience interested in learning it.
- Relevant audience – Most of the channel's followers are students preparing for the TOPIK exam, making it an ideal platform for promoting the Thinkbig TOPIK app.
- High engagement – The channel has strong audience interaction, ensuring that information about the app reaches a wide audience and receives valuable feedback from learners.

5.10

Social Booking-KOC

SUGGESTION FOR ADDITIONAL TALENT FOR THINKBIG TOPIK REVIEW VIDEO

(Filming for Brand's Page)



Builds Credibility

Talent like Brand Ambassadors and Education Experts add credibility, making the video more trustworthy.



Expands Reach

Brand Ambassadors and Influencers help the video reach a larger audience and generate more interest.



Increases Engagement

Micro-Influencers and Community Figures have highly engaged audiences, easily attracting attention and shares.



Professional Quality

Talent ensures high-quality content, presenting the brand in a polished and professional manner.



Authentic and Relatable Content

In-house Talent and Actual Users create a closer connection, making the video more relatable.



Encourages Action

Influencers and Brand Ambassadors can drive viewers to download the app and engage with the community, increasing user acquisition.

REF: TALENT FOR TOPIK REVIEW VIDEO THINKBIG

5.11

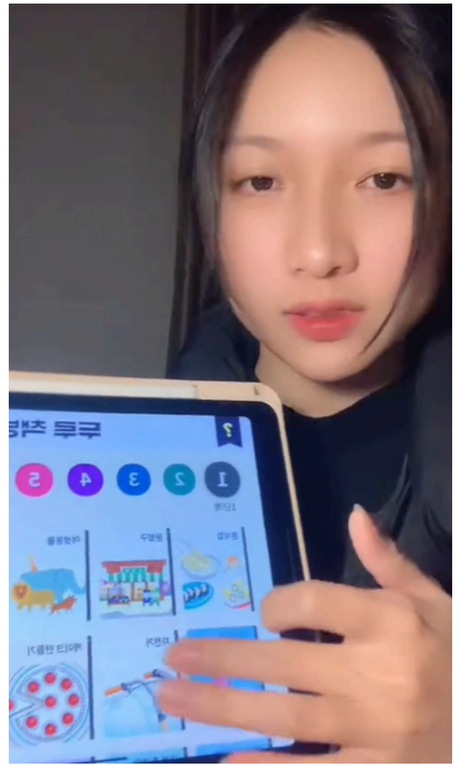
Talent Video Reference



REF



REF



REF

Below are some reference documents/information

6

Digital Aproach

6.1

Framework

	Month 1	Month 2	Month 3
Objective	**Increase Followers**	**Increase Website Traffic**	
Channel	Instagram	Instagram	
Targeting	University Admission (**aged 18-22**) Job Opportunity (**aged 22-26**)	University Admission (**aged 18-22**) Job Opportunity (**aged 22-26**)	Students (**aged 15-17**)
KPI Allocation	**3,553 followers**	**14,257 clicks**	
Budget	**$1,662 (28%)**	**$4,277 (72%)**	

Quotation Link

6.2

Customer Switch Journey On Digital

METRIC	CONSUMER FUNNEL	TARGET AUDIENCE	CAMPAIGN OBJECTIVE	ASSETS	CHANNEL
FOLLOWERS	**Awareness** Spread out to Meta, Instagram and Tiktok	University Admission Job Opportunity Visa Residency	**WEBSITE TRAFFIC => REGISTER 3 MONTH TRIAL**	Video Banner Social Post	Facebook Instagram TikTok
TRIAL STIMULATION	**Engage** Click ads and visit website **3 Month Trial** Stimulate to register 3 month trial				

6.3

Meta Targeting (Facebook, Instagram)

01 Device Targeting

Device targeting: Tablet, phone users

02 Meta Interest Groups

Target people who are interested in Korean language, Korean Company,...
create look-a-like audiences who have interacted with the page
University Admission (aged 18-22)
Job Opportunity (aged 22-26)

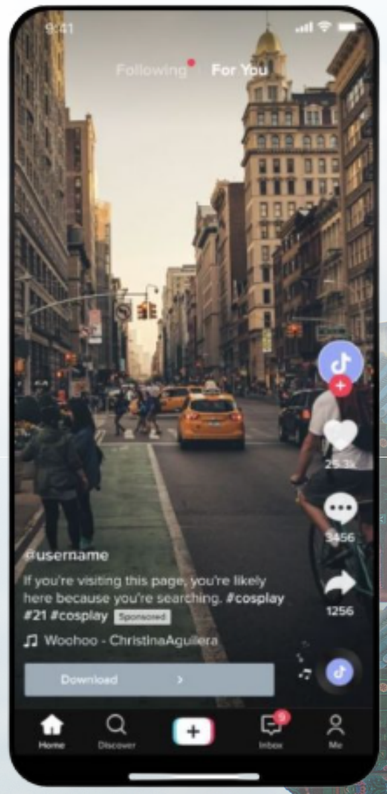
03 Retargeting

People who have interacted in the past and have not interacted with the page in the past 30 days



6.4

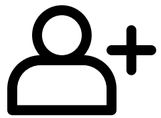
Tiktok Targeting

AD SPECIFICATION	Tiktok Interest Groups	Channel: Tiktok Format: Infeed ad
60S Up to 60 seconds, full-screen video, set to auto-play with the sound on	Target for people who are interested in Korean language, study Korean language,... Students (aged 15-17)	
Users can click on Download button		
Strongly traffic users to website with multiple touchpoints		
Easy to create, no need to build an account first		
Supports external and internal website, as well as App downloads		
Strong and clear CTA		

6.5

Expected KPIs Results

Overall



FOLLOWER

3,553



CLICK TO WEBSITE

14,257

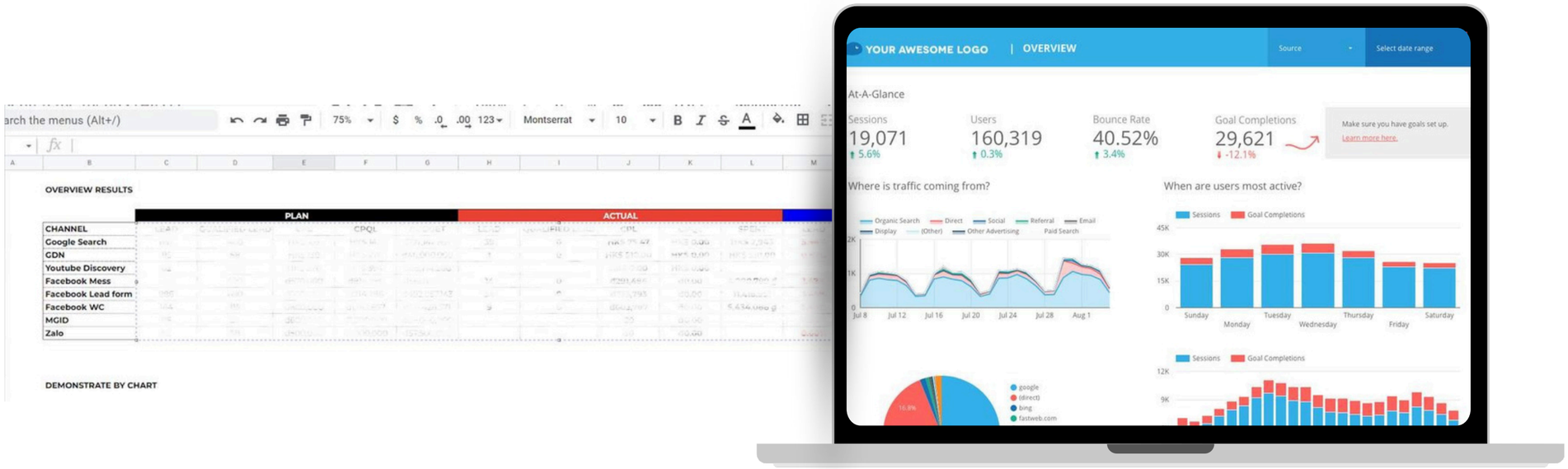
6.6

Media Report

Media report is a very important stage in any Media Plan, especially on Digital, we can track and measure the journey of potential customers.

Therefore, to serve this campaign well, we will have daily tracking & periodically ODs will **send reports weekly/monthly** **at the end of the campaign** for convenience in observing and optimizing.

These reports will be created **using Google Sheet, PPTX.**




어휘 & 문법
필수 단어 1 명사
감사하다
[감사하다]
동사 고맙게 여기다
Verb be grateful
예문
그는 매사에 자신이 받는 신께 감사하는 태도를 보이고 있다.
방문해 주셔서 감사합니다.
Sophia Williams
수업하기
복습노트
단어장
모의고사
마이페이지
단어장
아직 정확하게 익히지 못한 어휘나 문법을
나만의 단어장에서 반복 학습 할 수 있어요.
1. 학습 중 어휘나 문법을 '찜'하면
나의 단어장에 저장됩니다.
2. 반복해서 외우다보면 어휘&문법
실력이 빠르게 향상됩니다.

THANK YOU