A Short-Video Content Strategy for the Thien Nhien Tra Tea Brand

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***Abstract*—This undergraduate thesis examines short-video content for the Thien Nhien Tra tea brand operated by EconnGroup in Thai Nguyen. It reviews the TikTok channel Co Hong Tra before and after a shift from entertainment-led material toward everyday storytelling about tea, production, and people. The student also considers trends, product experiments, and livestreams. The manuscript reports early viewer interest and a brand image perceived as more authentic, then proposes a clearer production workflow and gradual integration of commerce. The source does not provide a controlled audience study or a complete export tying content changes to sales. This summary therefore treats the reported improvements as a single-channel case observation rather than proof that storytelling caused increased revenue or awareness.**

***Index Terms*—tea brand, TikTok, short video, storytelling, content strategy**

I. Introduction

Tea brands can use short videos to show origin, preparation, and daily work, but entertainment views alone need not create trust or sales. The thesis studies the Co Hong Tra channel associated with Thien Nhien Tra and asks how its content direction might better express a local tea identity. The case concerns one brand and one platform [1]. Earlier ICTU undergraduate theses on related topics provide context [5], [6], [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography. Published background sources on the methods and domain of this project provide context for the English summary [2], [3], [4].

II. Methods

The student reviews earlier channel content and the company context, observes a shift toward everyday stories and product-linked videos, and discusses selected trends and livestream activity. The report compares the content approach before and after the editorial change using case material and channel observations. It does not provide a matched control channel, a survey of brand recognition, or a full transaction-level attribution analysis [1].

III. Results

The source describes a move away from mainly entertainment content toward storytelling and everyday scenes. It reports that the revised material helped present the tea brand as closer and more authentic and that trend, livestream, and product experiments drew initial attention. These are author interpretations of channel activity; the reviewed conclusion does not establish a measured change in brand recognition or purchases [1].

IV. Discussion

A tea channel can connect product information with provenance and repeated visual cues, yet attention is not equivalent to purchase. The case needs dated video-level exports, comparable posting periods, and customer or order evidence to estimate any business effect. The student's proposals for more natural content and a defined production process are practical next steps. Earlier ICTU tea, brand, and online-sales projects offer contextual comparisons [1].

V. Conclusion

The thesis documents a content-direction change on Co Hong Tra and offers a practical short-video plan for Thien Nhien Tra. Its supported result is an editorial case with early qualitative audience signals. Verified commercial or brand-awareness effects require further evidence [1].

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