

Lessons learned from VietjetAir's bikini PR stunt

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Abstract: This topic aims to analyze and evaluate the Public Relations (PR) strategy through the 'gimmick' PR bikini incident of VietjetAir, with the goal of identifying lessons learned for businesses in the aviation industry. Through a process of theoretical research combined with empirical study, the topic will provide practical solutions and guidance on how to effectively manage and apply PR strategies in the fiercely competitive market context. The expected outcome of this work is to raise awareness of the role of PR in business operations and contribute to the sustainable development of the aviation industry in Vietnam.

Keywords: Public Relations, brand management, marketing strategy, market competition, aviation industry