

Designing a brand identity for VNG Corporation.

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Abstract: The context of the topic highlights the necessity of repositioning the Brand Identity for VNG Company in an increasingly competitive environment. The objective of the project is to research and propose solutions to optimize the brand identity to enhance competitive position in the market. The methodology combines theoretical research on branding with practical application implementation at VNG. The significance of the project lies in identifying the important role of Brand Identity in business strategy and the ability to create competitive differentiation through creative design.

Keywords: Brand identity, branding, VNG Corporation