

Building a media product chain for Vy Vy Vietnam Company Limited

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Abstract: In the rapidly developing context of the advertising and media industry, this topic aims to build an effective media product chain for Vy Vy Vietnam Co., Ltd. Through market analysis and customer needs, the research will apply a combination of theoretical and experimental methods to determine an appropriate advertising strategy. The expected result is a significant improvement in the company's brand recognition and revenue, contributing to sustainable development in the media field.

Keywords: media product line, market analysis, advertising strategy, brand recognition, revenue