

Producing a TVC introducing Thai Nguyen

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Abstract: In the context of Vietnam's socio-economic development, building a high-quality television commercial (TVC) to introduce Thai Nguyen province has become an urgent need. This topic focuses on the goal of designing and producing an effective TVC to convey information about the geographical location, culture, history, tourism, and economic potential of Thai Nguyen province to the target audience. The research methodology includes collecting data from reliable reference sources, analyzing modern trends in TVC design, and conducting a series of tests with expert feedback. The expected result is an effective communication product that can raise awareness about Thai Nguyen province and promote local economic and cultural development.

Keywords: TVC, Advertising, Thai Nguyen, Economy - Culture, Design