

Producing a TV commercial for the Vietinbank iPay application.

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Abstract: This topic aims to analyze the current context of mobile payment service usage and the essential need of Vietinbank to produce a TVC advertisement for the Vietinbank ipay application. The objective of the research is to identify appropriate communication factors to enhance customer awareness of the application's benefits. The methodology combines communication marketing theory with experimental testing on a sample to measure advertising effectiveness. The study is expected to contribute significantly to improving brand recognition and strengthening the competitive position of Vietinbank ipay in a fiercely competitive market.

Keywords: TV commercials, mobile payments, bank communications, mobile banking apps, target customers