

Producing a TVC to introduce Thai Nguyen tea specialty.

Vương Thùy Trang

Abstract: In the context of local tourism and economic development, producing a promotional video (TVC) introducing Thai Nguyen tea specialties holds significant importance. This project aims to design and produce a professional TVC with engaging content to widely promote Thai Nguyen tea products to domestic and international markets. The research method is based on a combination of experimentation and professional knowledge in multimedia communication. The expected outcome is to create an effective marketing tool that contributes to boosting the local economy and promoting Thai Nguyen tea culture.

Keywords: TVC, Thai Nguyen Tea, Advertising, Tourism, Video Technique