



**AdCrew**

the local expert telling



# HELLO

At AdCrew, we believe in the incredible power of stories. Not only a story can connect information in a logical way, it helps audience decode brand message faster and more emotionally.

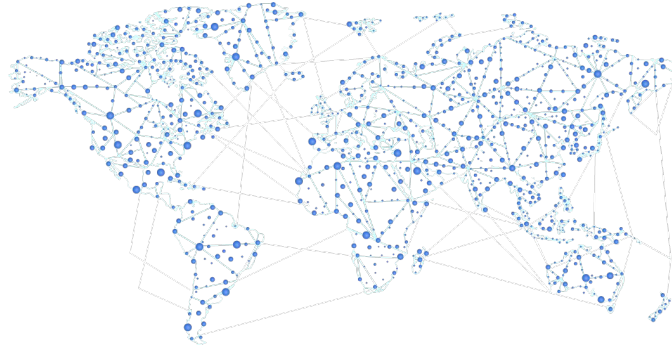


hello

# OUR VISION

## *vision*

As global company, our goals is to bring the long-term values to humanity community.



# OUR APPROACH

## *story telling*

2011

Our story begins in 2011, with the establishment of **AdCrew**. In the very beginning, **AdCrew** succeeded in executing marketing campaigns for renowned global corporation such as **STADA**, **Bayer** and **Sanofi**.

2013

In 2013, our **"Say no to Osteoporosis"** campaign made a Vietnamese Guinness record for longest exercise.

2016

In 2016, we broke the barrier with first digital project and expanded our service to **360 degree** communication,

the  
local  
expert  
telling

2017

...2017, by successfully organizing **"Million minutes for outdoor activities"** campaign, we became dominant marketing agency in pharmaceutical industry,

NOW

We always believe that where is a WANT there is a WILL.

# CORE VALUES

*believe*

strategy

local  
knowledgeable

affordable

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AdCrew

# OUR SERVICES

*we do*



BRANDING  
SOLUTION

PLANNING  
STRATEGY

ADMINISTRATION  
PERFORMANCE

# OUR CLIENTS

*trusted*





# OUR CLIENTS

*trusted*



The background of the slide is white, featuring several light gray, hand-drawn, scribbled lines that crisscross the frame. These lines are of varying lengths and orientations, creating a dynamic, abstract pattern. In the center of the slide, there is a white rectangular box with a thin blue border. Inside this box, the text "some selections from our work" is written in a bold, blue, sans-serif font, arranged in four lines.

**some  
selections  
from our  
work**



# Hành trình khỏe đẹp cùng nàng MEGA

2016

We create the campaign following the message about ENAT which has been known as a beauty care product for women appearance.

2017

To help the product stand out of the market. We delivered the function of protect women health from inside (vitamin E)

2018

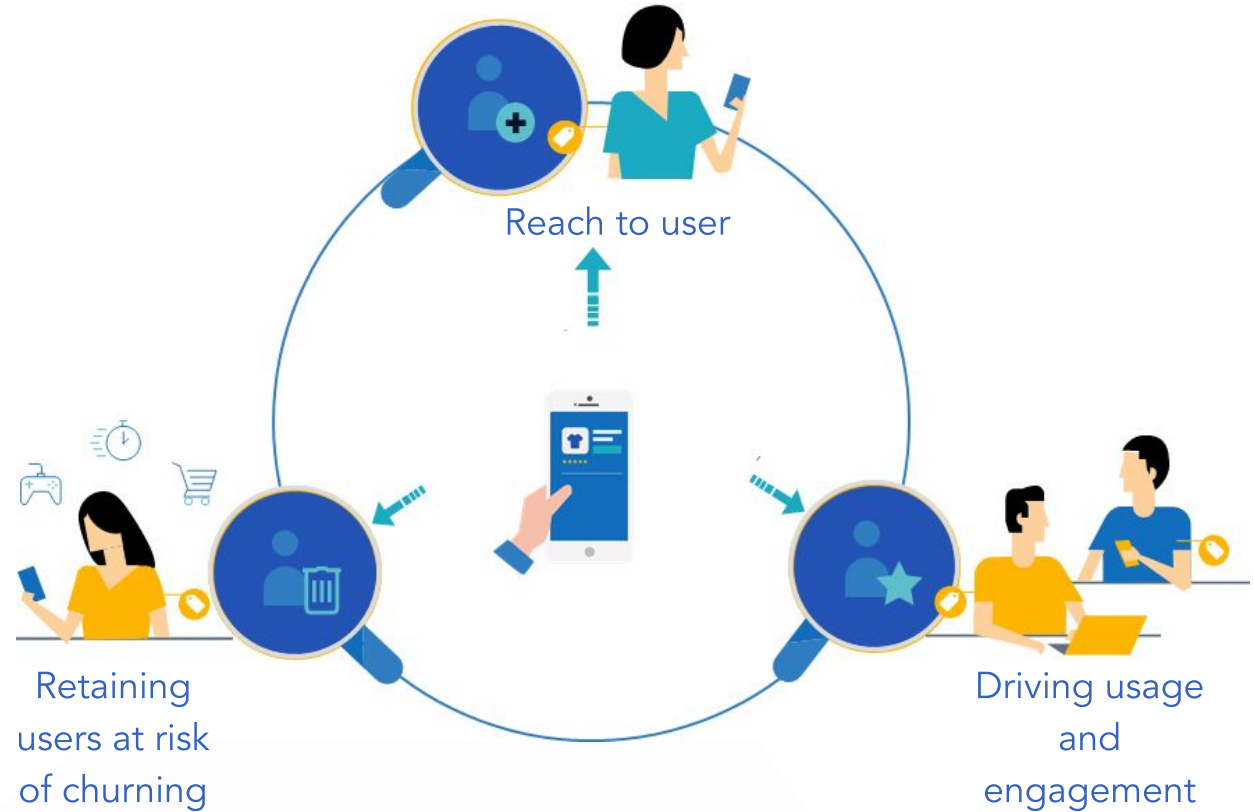
The campaign gained more attention from target audience when we bring the concept that Enat400 also helps women protect their Reproductive Health

2019

From the success from lasted year, in 2019, from the message that Enat can help to prevent the "breast cancer". We are proud to advance the campaign to community responsibility level.

Helping victims get more comfort and convenience with the hospital's service through SMART channels.

Create the strong connection between customer and business after campaign



## Acknowledge and proactively protect themselves from thrush

We motivated and encouraged around **100,000** Vietnamese women to overcome anxiety in order to bravely share their stories, confidently and proactively protect their health and those around them, in order to improve their quality of life, with a purpose to live healthier and happier everyday.





# SHARP

Campaign for new model of PCI product launching (full marketing campaign services)

**August 2016**

**April 2016**

Maintain the campaign above the line

**2017**

Campaign reach more to people through CSR activities

**April 2018**

Continue spread out meaningful CSR project in more particular channels (hospital, kindergarten...)

...

**June 2019**

## Campaign

# *Nuôi con không kháng sinh*

### Step 1

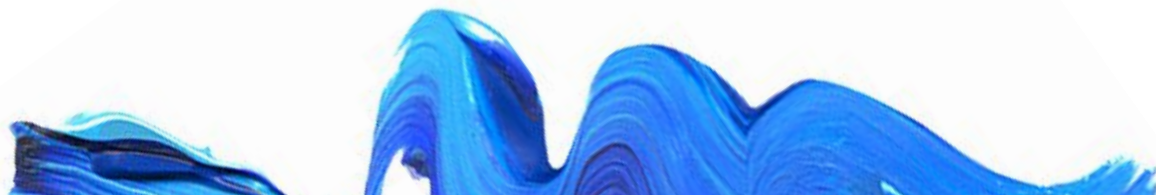
Raise awareness of responsible use of antibiotic for children among community by direct touch to parents and teachers via multiple communication channels.

### Step 2

Optimize the campaign in the educational way to ward community that how to protect children in safety without using antibiotic supplier.

### Step 3

We encourage community share and express the message to others which lead to the success of the project in connection with community.



# TESTIMONIAL

## comment

*The agency was **professional and had well prepared** for the conference: microphone, handout, welcome guests process, gifts, light and sound systems, banners and PGs. The agency had picked the speaker extremely good, the doctor is enthusiastic and inquisitive in answering questions which helps the meeting more exciting. The answers ranged from general to detailed which were persuasive.*

**(BAYER)**

Thankful





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## *contact*

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