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University of Applied Sciences

Degree Programme in International Business/ International Marketing

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**A MARKETING PLAN TO INCREASE THE BRAND AWARENESS OF MÖLLER'S TRAN
IN VIETNAM**

Bachelor's Thesis 2014

ABSTRACT

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THI MINH PHU, NGUYEN A marketing plan to increase the brand awareness of Möller's
Tran in Vietnam

Bachelor's Thesis pages + 4 appendices

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Commissioned by Möller's Tran Vietnam

March 2014

Keywords marketing plan, increase brand awareness, Möller's Tran
Vietnam, marketing campaign, communication tools

The thesis was commissioned by the Möller's Tran Vietnam. The crucial objective of this study is designing a suitable marketing plan that using various communication tools for the case company - Möller's Tran. The main purpose of this marketing plan is increasing the brand awareness of Möller's Tran in the Vietnamese customers' mind.

The research includes the literature review of brand concepts and branding to brand awareness as well as the theory of marketing plan. Based on the deficiency of secondary data, the thesis consists of the empirical data analysed from not only the results of questionnaire but also the information from the semi-interview with two potential customers, Director and employee of the case company, and the owner of Binh Minh drugstore. These empirical data is about the market summary of Möller's Tran in Vietnam including the case company's situation, competitors, position and target market. These data was applied to find the appreciate communication tools for Möller's in order to create a marketing plan that is a combination between four Ps (product, promotion, price and place).

The final result of the thesis proposed a plan for marketing campaign to increase the brand awareness. In essence, this marketing campaign is a sequence of modification in the product, price, communication tools and distribution channels. In conclusion part, the study finished with the recommendation for further marketing researches.

ACKNOWLEDGEMENTS

In order to complete this thesis, I have received multiple supports from Kymenlaakso University of Applied Sciences as well as the case company Möller's Tran in Vietnam and I would like to thank everyone who has assisted me during the writing process.

Initially, I would like to thank my supervisor, who simultaneously is my marketing lecturer, Mrs. Ulla Puustelli, for the direction and encouragement from the initial steps of the thesis. Without you, I would not be able to finish the study.

Secondly, I would like to thank Mrs. Hoang Thi Thanh Huong – the Director of Möllers Vietnam, Miss Nguyen Thi Thanh Hang – the senior employee, the owner of Binh Minh drugstore, and my friends for allowing me the opportunities to implement interviews with you. Your insight knowledge and opinions is invaluable in this paper to solve the research problem.

Last but not least, I am extremely appreciated with the moral support and words of encouragement from my family and friends during the study progress and especially during the passing stressful period.

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1. INTRODUCTION

1.1. Description of Möller's Tran

Möller's Tran is one of the most famous brands of fish oils in the world with the long history. Möller's Tran is found by the Norwegian pharmacist named Peter Möller. Peter Möller observed that people living in the west coast of Norway who usually consume cod liver oil were rarely ill; thus, he dedicated himself to ascertaining the benefits of the cod liver oil and how to produce this healthy liquid with superior taste and pureness at a lower price. Based on the technological advance – method of using steam to extract the oil from fresh cod livers, the company Peter Möller was established in 1854 in Lofoten where is evaluated as the purest and cleanest cold sea. The quality of raw materials found in this sea is also appreciated. The dedication and commitment of Peter Möller is clear in the Möller's Tran Company vision to improve human's health by delivering the highest quality omega 3 products. Actually, Möller's Tran products has met the global quality standard - ISO 22 000. Besides, Möllers' factories adhere excellently to the production rules in Orkla Food Safety Standards (OFSS) that is the internal requirements of the Orkla Group for the production of safe supplements. OFSS is based and perhaps correspond to the international standards of the British Retail Association BRC (British Retail Consortium). Moreover, Möller's Tran also complies proficiently with the strict rules established for the production of the Norwegian Food Safety Authority. In addition, 31 May 2013, in Brussels (Belgium), Möller's cod liver oil was awarded the prestigious prize "The Superior Taste Award" by International Taste and Quality Institute. (Axellus, 2010.)

During the development of Möllers, there are some important events. In 1990, Möller's Tran Company merged with Orkla Borregard AS (now called Orkla AS), and further on with Collett Pharma in 2005. Then, the new company MöllerCollett merged with Dansk Droge AS in the autumn 2006 and the new name changed to Axellus in 2007. (Axellus, 2010.)

Nowadays, after 150 years of development, Möller's products are not only sold in 9 home markets with approximately 90 million consumers but also exported to more than 30 countries. Among these sales, there are nearly 75 per cent of Möller's products sold in the Nordic countries. (Axellus, 2010.)

1.2. Research and Development Problem

It is a fact that despite of standing at a high position in the fish oil market in Nordic countries, when breaking into the Vietnam market, the brand 'Möller's Tran' is not realized by most of Vietnamese consumer. The most likely reason for this situation can be Möller's Tran has just entered into the Vietnamese market for around one year ago. Therefore, with the expectation to improve the Vietnamese health of the main distributor of Möller's Tran in Vietnam, it is necessary to find the most suitable channel and create the marketing campaign to increase the brand awareness.

In fact, World Bank (2013) reported that the GDP of the Vietnamese citizens in 2013 is triple than one in 2006; and this figure is predicted to increase strongly in next ten years. There is no doubt that the growth of GDP of Vietnam inhabitants can lead to the trend that people spending more money on their health. Furthermore, there are also some other reasons, for example: firstly the awareness of health and living standards in Vietnamese consumers' mind is improved. Actually, based on the thinking that prevention is better than cure, Vietnamese consumers, at present, tend to settle more for health supplement. Besides, another fact is the desire of parents that their children can not only be more intelligent with superior vision but also have good immune system, most of parents have invested supplementing omega 3 for their. Secondly, the self-medication practice is adopted speedily by Vietnamese consumers. The third one is the compelling demographic conditions of Vietnam. (Australian Trade Commission, 2014.)

Consequently, Möller's management wants to not only expand the market, seek new potential customers via new marketing channels, increase the brand awareness in the customers' mind that leads to increase the profit for company but also

improve the Vietnamese consumers' health, increase the tax profit for state as well as tightening the relationship between Vietnam and Norway.

1.3. Research and Development Objective and Limitations

The main objective of this thesis is to formulate a marketing plan to promote the brand awareness of Möllers in the Vietnamese inhabitants' mind. In this study, the situation of functional market as well as the position of Möllers in Vietnam is analysed to design a marketing campaign using various strategies for advertising the brand awareness.

However, this study is constrained on a number of factors. First of all, this study was conducted within a short period of time. From the commission of the project to the submission of this study, there was only more than three months, which is clearly inadequate time to evaluate the feasibility of the marketing campaign; because online advertising need time to attract traffic; or some ads in conjunction with other brands also require time to discuss to have the final agreement; or the content and image of advertising need time to register and receive the agreement from Ministry of Health. Secondly, actually, it is well-known that any type of marketing campaign should include information regarding the use of financial resources, such as the marketing budget available, the methods to transfer the budget into various communication tools and the expected results for the marketing efforts in terms of increased sales or profits. In the same way, the marketing campaign should also indicate the number of available human resources, for example, their division of responsibilities. Nevertheless, this research cannot discuss about these two important parts because this campaign of the case company is limited in marketing budget as well as in human resources. Therefore, in this aspect, the study is severely limited. Finally, the procedures on advertising the health supplement in Vietnam, such as: image and text in the advertising, is strict and time-consuming.

1.4. Research and Development Questions

The main question is: What kind of marketing campaign can be used to promote the brand awareness of the case company in Vietnam?

Besides, the sub-questions in this paper are:

- What is the brand identity and situation of Möller's Tran in Vietnam?
- Who is the target market of Möller's Tran products? What is the target audience of the marketing campaign? What are their characteristics?
- What is the combination of communication tools that suitable for Möllers in regard to the future?
- Is there any different marketing campaign that needs to be implemented for the autistic children, which is a special target market of Möller's Tran?

1.5. Structure of the thesis

Figure 1 describes the journey that this thesis has gone through. It is important to point out that each part of thesis is followed up the form that the theory was explained first then the empirical part was mention. This research initiates with the background of the thesis: the description of Möller's Tran Company in general and the problem introduction of Möller's Tran when entering into the Vietnamese market. Additionally, the limitation of this study is also mentioned in the Chapter one. After that, the second chapter illustrates the methods and data collection process in the research. Not only secondary data, academic journals, researches and other academic sources was applied, but also the primary data was chosen as the research approach. The primary data is collected by the quantitative method - questionnaire and the qualitative method – semi-interviews. In addition, the validity and reliability of the data in this study are also pointed out. The third chapter indicates the theory exploring the brand definitions and elements that strongly influence to the research. The theoretical framework is based on the brand and brand concepts as well as branding theory to brand awareness. This chapter

also states some brand concepts of Möller's Tran brand and its importance with Möller's Tran situation in Vietnam at this time. Then, the overview of fish oil market and the position of the case company - Möller's Tran in Vietnam are described in the chapter four. In this chapter, based on the results from the empirical study, the marketing campaign to increase the brand awareness was discussed and pointed out. This plan is also analysed partly from the empirical study. The final chapter, the conclusion and suggestions were highlighted.



Figure 1 Structure of thesis

2. RESEARCH METHODOLOGY

In the methodology part, the research approach of this paper was mentioned. Additionally, this part also includes the reliability and validity of qualitative and quantitative research.

2.1. Research Approach

The research is a process of planning, executing and investigating in order to seek the answers for the specific questions in the study. Besides, research methods refer to systematically focus on obtaining information through organized collection of data in order to solve or answer a particular research problem. The vital difference between qualitative and quantitative research is not of the “quality” but of the procedure. (Ghauri and Gronhaug, 2005, 3.) This thesis compounds both the qualitative approach and the quantitative approach to analyse and identify deeply of issuing the situation of the omega-3 market in Vietnam as well as the position of case company in this market. Furthermore, to achieve a superior understanding of Möller’s Tran market potential in Vietnam, the data from books, journals, reports of the health organizations in Vietnam and Internet is also collected and applied in this study.

2.1.1. Quantitative method

Quantitative research is considered as the explaining phenomena through collecting numerical data that are analysed by using mathematically based methods, especially, the statistics (Muijs, 2004, 1). In other words, in quantitative research, information is gained from statistical methods or other quantification process. Although the research data is quantified, the analysis data process is still qualified. (Ghauri and Grønhaug, 2010, 104-105.) In addition to collecting data, the quantitative approach is also introduced as hypothesis testing exploration which means examinations often start with theory statements. Then, a speculative research is conducted in which dependent variables are figured with statistical tools

for leading to outcomes that agree or disagree with the primary statement. (Jha, 2008, 48-49.)

However, in this paper, the quantitative approach is applied to collect in-depth information through questionnaire. The questionnaire was conducted with 100 parents of autistic children because it is a part of my internship in the summer period from June to August 2014. The questionnaire was sent to the respondents through the some autistic centres in the Hanoi city and neighbouring areas. Based on the purpose of this study, the answers to this questionnaire, which is demonstrated in the Appendix 3, are applied to collect the characteristics of autistic children in order to create a marketing campaign for the special target market.

2.1.2. Qualitative method

According to Jha (2008, 46), the qualitative research is multi-method that contains an explanatory and pragmatic access to its subject troubles. It indicates that the scientists or researchers have to explore factors under their natural settings, trying to illustrate the phenomena related to the message that persons bring to them. This method utilizes and accumulates the practical materials, such as case study, group discussion, interview, and observational. In other words, this method insists on the detailed descriptions of situations, events, people, and interactions, observed behaviours, or even direct quotations from people about their experiences, attitudes, beliefs, thoughts, and excerpts or entire passages from documents, correspondence, records, and case histories. The main purpose of qualitative research is to obtain insight and deep information. Normally, data collection and data analysis are completed simultaneously by accomplished an interview. Scrutinise and understand research data are essential in qualitative research (Ghauri and Grønhaug 2010, 196-198). In fact, this research method brings in high adaptability in data collection although it still depends on the knowledge and professionalism of scientists or researchers.

Since the main research problem is about marketing campaign, some semi-interviews were implemented. In the opinion of Gillham (2005, 24), the semi-structured interview, also called semi-interview, the number of main questions is not large; so, the researchers follow up to the response from interviewees, with the prompts and probes. The first one is the interviewing with Director of Möller's Tran in Vietnam – Hoang Thi Thanh Huong on 27 August 2014 - in order to acquire knowledge about the situation of the company as well as the marketing budget of this marketing campaign and understand her expectation and criteria. Additionally, Nguyen Hang – one of pharmaceutical representatives of Möllers – on 25 October 2014 was interviewed. She has been working at the case company since its foundation. She provided a lot of information related to products and process to work with doctors and drugstores.

Moreover, one woman in the fourth month of pregnancy, named Bui Thi Nhi, on 14 October, 2014 was also interviewed. This woman is 22 years old and her family belongs to the middle class. Another interviewee is a mother of two children, one is 6 years old and another is two years old. She, called Nguyen Tho, and her husband educated from the foreign university and have high income. This interview was implemented on 17 October 2014. These interviewees assisted to understand deeply the expectations on the cod liver oil products and opinion about the marketing campaign (marketing channels, marketing place and marketing price as well).

Finally, the owner of the Binh Minh drugstore near to the Vietnam-France Hospital was also interviewed on 25 October 2014. After interviewing, he provided for me the reason why he wants to sell Möllers product and his expectation with the case company.

Furthermore, the insight activities of Facebook Fan page of the case company were observed. This report from Facebook aims to understand the interaction between the Fan page and its users, the most active time frame, etc.

2.2. Reliability and validity

Initially, the validity of the research is a measure is accurate or authentic. It means that it is pertinent to the range to which the test measures what it is supposed to examine. (Jackson, 2011, 71; Cohen, Manion and Morrison, 2007, 432.) The criteria of validity are: Relevance; Freedom from bias - an equal opportunity to score well; Reliability - stable or reproducible; and Availability - the information specified by must be available (Kothari, 2004, 75).

Another essential point to evaluate the research approach is the reliability. In terms of reliability, a person is acknowledged trustworthy when he or she always does in practice as what he or she promised. It is so called the conscientiousness relating the human issue. In fact, in this study, it is seen as the implication of a measuring instrument's steadiness. It is also affirmed that reliability always links with stability throughout a series of measurements. That means the research results should be coincident or similar each time the testing or verifying technique is utilized. (Jackson, 2011, 66; Gliner and Morgan, 2009, 310.) The criteria of the reliability are: credibility, consistency, neutrality, conformability, dependability, transferability and trustworthiness (Cohen, Manion and Morrison, 2007, 149).

This research used both quantitative and qualitative research. Discussing about the qualitative research, this research process included the part of recording voices and e-mail. Moreover, a qualitative interview was applied to collect deep information potential customers and directors of Möller's Tran. It is certain that there are still personal opinions in this qualitative research, but these interviewees were believed to be adequate selection for giving profound information and true opinion for the problem of interviewing questions, which could enhance the level of reliability and validity of the study. Finally, the clear structure in the questionnaire used in the semi-interviews definitely clarifies the reliability values.

Concerning the quantitative means, the questionnaire receives the response from 100 parents from different autistic centres in Hanoi and neighbouring areas. The

amount of response is considerably modest; however, these answers come from different social-class with different age and different education. As regards of the validity, the questionnaire measured the customer expectation and opinion of Möller's Tran potential consumers for planning the marketing campaign which is pertinent with the thesis's topic.

Additionally, the process of this study is also pertinent with majority of theoretical books and reliable references, such as report from reliable organization. It is possible to argue that the thesis has comprehensive reasons to prove its validity. As a result, the qualitative interview was actually reliable as well as valid.

3. INCREASING BRAND AWARENESS

3.1. Brand and its benefits

Walter (cited in Hammong, 2011, 14) states memorably that “products are made in the factory, but brands are created in the mind”. In other words, Hammond (2011, 14) argues that a brand is the total emotional experience that one customer has with a company and its product or its service. Indeed, according to Chernatony, McDonald and Wallace (2011, 127-133), consumers are increasingly evaluating products not only in terms of what products can do, such as products’ features but also in terms of what they mean, such as brand position of the product. Consequently, the brand, whatever it is and wherever it is from, will become a crucial factor in the consumers’ purchasing decision process (Hammond, 2011, 10). Consumers have a perception of themselves, thus, they make brand decisions on the basis whether owning or using a particular brand, which has a particular and consistent image with their own self-image. One of many consumers’ purposes of both buying and using particular brands is to maintain or enhance the individual’s self-image as well as psychological well-being. (Chernatony, McDonald and Wallace, 2011, 131)

Dunn (2004, 4) mentions that a brand aids to differentiate a company and its products, services or consumers’ experiences from other competitors. In other words, according to Chernatony, McDonald and Wallace (2011, 63), a brand is a cluster of functional and emotional values that enables organizations to make a promise about a unique and welcomed experience. A well-known brand name not only can increase the purchase intention but also enhance the consumer's perception of prestige and quality of products (Davis, 1987). As a consequence, the brand is a very important factor to make organizations stand out in today’s global marketplace. It means that the most essential task of marketers today is building and managing the brand in a careful manner.

As a result, branding, currently, is a vital part of the marketing strategy. In a large-scale study, Gentry et al. (2001) found that consumers did not necessarily purchase

luxury brands just for the conspicuousness of the brand name, but much more because of the superior quality reflected by that name. At present, the brand is the powerful and valuable intangible equity of the organization and in some special cases, it is even more important than the products, services or facilities. According to the Kotler and Keller (2011, 242), the brand image represents for the consumers' perceptions, feelings and experiences about products or services; hence the brand image is the critical aspect capturing the consumers' preference and loyalty. When the initial stage of branding – brand awareness - is successful, if the brand represents that it keeps promises about products or services, it can build loyalty through trust that leads to loyal customers continue to demand products or services. Moreover, the strong brand can increase the organization's value overtime and provide opportunities to expand the scale of business. For example, based on the popular awareness of qualified brand, the company can establish its sub-brands, that allowing operations in different areas; or develop the brand personality that makes it possible to explore new areas. Besides, as mentioned above, brand assists to distinguish one brand from another through its personality, a brand is considered as a person with its human characteristics and is an important part of the relationship between companies and consumers. Additionally, Maehle (2010, 51) argues that 'the greater the intensity of personal expression and involvement in the consumption of goods, the more important the congruence between brand and human personality becomes'.

In Vietnam, for the white-collar class and consumers who have high income, the first criterion of purchasing decision is not product price or utility, but product image which is associated with their high prestige or important status. They prefer the famous and expensive foreign brands based on the thinking that a well-known brand name is similar to an important guarantee of high quality. (Le and Jolibert, 2000.) In this case, the brand is the powerful element for the Möller's Tran – that provides cod liver oil containing fatty acid omega 3 that is considered as health supplements in Vietnamese market - in the marketing progress. Firstly, branding for health products is depending strongly on the trust (Beckham, 2000). Moorman, Deshpande and Zaltman (1993, 82) consider a trust as a willingness to rely on an

exchange partner in whom one has confidence. Another definition from the opinion of Morgan and Hunt (1994, 23), a trust is the perception of confidence in the exchange partner's reliability and integrity. Therefore, a trust can be generally viewed as a crucial element for successful long-term relationships of Möllers Vietnam with drugstores as well as loyalty of customers. Furthermore, according to Morgan and Hunt (1994), the presence of trust and commitment in a relationship can promote efficiency, productivity, and effectiveness of the sale as well as the marketing campaign. Secondly, Möller's Tran is also one of prestigious brands in the world for more than 150 years; especially, Möller's Tran is the most popular cod liver oil brand in the Scandinavia region. Steenkamp et al (2003) refer the brand prestige to a high status positioning of a brand. Möller's Tran products have high quality and high performance which are two key criteria for a brand to be judged prestigious (Baek, Kim and Yu, 2010). The prestige of brands is powerfully connected to an individual's self-concept and the social image that can create value for the consumer through its status. Additionally, the brand prestige has been found to decrease the information search process of consumers because consumers perceive possibility brands with high status as more trustworthy and reliable (Vigneron and Johnson, 1999).

3.2. Brand concepts

Edwards and Day (2005, 8) argues that brand essence is a major factor that aids the company to have right pieces of communication. Hence, brand essence can guide 'brand image', 'brand personality' as well as 'brand attitude'. According to the marketing guru Aaker (cited in Edwards and Day, 2005, 8), brand essence is a single thought capturing the soul of brand. Moreover, brand essence is not an inert element; it is defined as an active force. Therefore, brand essence should infuse the new product development, advertising, pricing strategies, distribution strategies, targeting, sampling and others. However, brand essence should remain consistent, despite a brand reach to the global market and reflect different local ones. (Edwards and Day 2005, 8.)

The manner that consumers can perceive a brand is through the brand's identity – both the visual and verbal parts of a brand including all suitable design application, such as: name, communications, visual appearance (logo and packaging), and extended identity, said Landa (2005, 5). A brand identity integrates all verbal and visual elements of a company's graphic design (typography, color, imagery) and its application to print, digital media, environmental graphics and any other conventional and unconventional medias (Landa, 2005, 5). While the core identity is related to functional benefits that brand transmits, the extended identity is related to more emotional and self-expressive benefits of the brand, such as experiences of owning and using the concrete brand. Indeed, Keller (2012, 142) discovers that there are six criteria of brand identities that necessary to be followed in order to improve the brand position that people are aware of:

- memorability that means the brand elements are easy to be recognized and recalled;
- meaningfulness that can be considered as the descriptiveness and persuasion of the brand elements;
- likability that means brand identity should be fun and interesting, and have rich visual and verbal imagery as well as aesthetically pleasing;
- transferability within and across product categories of the company; or across geographic boundaries and cultures;
- adaptability that means flexible and updatable; and
- protect-ability that means the brand is protected legally and competitively.

Landa (2005, 9) states that a brand experience - either a positive, negative or neutral experience - is an individual experience that consumers interact with a brand. Besides that, each time of interaction with a brand, consumers contribute to their own overall perception of this brand (Landa, 2005, 9).

In Vietnam, Möller's Tran products are considered as the health supplements - products that contain substances such as vitamins, minerals, foods, botanicals or even amino acids (natural and synthetic) in particular dosage form, such as in

capsules, tablets or liquids. Dependent on national legislation, the health supplements possibly consists of one or more ingredients that have a beneficial nutritional or physiological effect. (EAS, 2009.) At present, in the Vietnamese market, Möller's Tran has just introduced three products of fatty acid omega 3, namely: Möller's Tutti, Möller's Lemon and Möller's Dobbel. Among these three products, Möller's Dobbel is the only product in the capsule form, Möller's Lemon and Möller's Tutti are in the liquids form. Table 1 illustrates more details about three products that Möllers provides in Vietnam currently.

Table 1 Products of Möller's Tran in Vietnam

Products	Who can take?	Form	Price (per bottle)	Recommended daily dose
Möller's Dobbel	Children over the age of 10 and adults and pregnant women.	Capsule (112 capsules)	~ 545 000 VND	2 capsules per day
Möller's Lemon	From the age of 4-6 weeks and throughout life	Liquids (250 ml)	~ 445 000 VND	- Infants: 2.5 ml/day - Children and adults: 5 ml/day
Möller's Tutti	From the age of 4-6 weeks and throughout life	Liquids (250 ml)	~ 445 000 VND	- Infants: 2.5 ml/day - Children and adults: 5 ml/day

It is easy and simple to recognize generally Möller's Tran through the brand name, the brand logo and the package. Firstly, the brand name is the combination between

the word ‘Möller’s’ which derives from the surname of the pharmacist who simultaneously is the founder of the case company, Peter Möller, and the word ‘Tran’ which means ‘cod liver oil’ in Norwegian. This brand name is quite easily called - memorable; descriptive and persuasive – meaningful. Secondly, the logo of Möllers , as can be seen in Figure 2, is likable because it is interesting, rich visual and verbal imagery, aesthetically pleasing. The word ‘established 1854’ in the logo can impress the customers and potential customers that this brand has appeared for more than 150 years. This long period of appearance time in the fish oil market can build the trust in the customers’ mind. Furthermore, the fish in Möller’s logo presents for cod that Möller’s products are made from. Additionally, the word ‘Peter Möller’ - the name of Möllers brand’s creator – is appeared in the logo increase the reliability of logo. With regard to the legal aspect, the brand name and logo of Möller’s Tran have existed for a long time and have been protected by the legal force. Consequently, it has the protect-ability.



Figure 2 Logo of Möller’s Tran

Finally, the package of Möller’s products are also updatable – adaptability. For example, recently, after receiving the certification by ‘Friend of the sea’ in 2013 (Orkla, 2013), the package of Möller’s product has changed to update this information. The difference can be seen in Figure 3 which do not have the updated information about the award 'Friend of the sea' and Figure 4 which has. In addition to the image, as can be seen in Figure 4, the shape bottle also changed. There are two wavy sides in the new Möller’s bottle. These wavy sides represent for the

waves in Lofoten – where the cod liver oils was produced. Moreover, it is more convenient for consumers to hold because of this change in the new shape of bottle.



Figure 3 Old package



Figure 4 Newest package

3.3. Branding to brand awareness

As the opinion of Dunn (2004, 3), branding is a disciplined process that includes six easy steps: market analysis; marketing communications, brand architecture, employee involvement, a big idea and measurement. Besides, Chernatony, McDonald and Wallace (2011, 28) define that branding is a strong marketing concept representing the consequences of a prudently conceived array of many ‘activities across the whole spectrum of the marketing mix directed towards making the buyer recognize relevant added values that are unique when compared with competing products and services and which are difficult for competitors to emulate.’ The purpose of branding process is to facilitate the company’s task of attracting new customers and maintaining loyal customers base on a cost-effective approach to achieve as much as possible return on investment. Additionally, Stand Richards states about branding that ‘We do not just want people to buy a brand, we want people to buy into a brand, to make it part of their lives’ (cited in Landa, 2005, 9).

In addition to the six aforementioned steps, according to the AIDA marketing model (Attention/Awareness – Interest – Desire – Action), brand awareness is a

crucial stage in the communications process as well as branding process for organizations. Without brand awareness, other communication stages or effects cannot occur effectively. Hence, brand awareness is considered as the crucial strength of a brand in the consumers' mind.

Aaker (1996, 10) mentions that brand awareness can be measured in terms of different manners in which consumers remember a brand, from recognition (this brand has been exposed before or not) - to recall (customers can recall which brands of this product class) to top of mind (the first brand recalled) to dominant (the only brand recalled). Firstly, the recognition step reflects the familiarity that gained from past exposure. It is not necessary that consumers have to remember the location that they encountered the brand before or reasons explaining why this brand differs from all others, or even the knowledge about the classification of a brand's product. Indeed, numerous researches in psychology have demonstrated that consumers instinctively prefer the item that they have previously seen to the one that they have never ever seen. Hence, during the brand decision-making, the familiar brand will have an edge. Moreover, from the economist's point of view, the consumers' affinity for the familiar brand is not only an instinctive response but also the evidence of brand quality. In fact, when consumers see a brand that they have seen before, they realize that the company is spending money to support the brand. Additionally, it is generally believed that a company will not spend too much on bad products; hence, consumers take their recognition as a signal that the brand is good. Secondly, if a brand comes to consumers' minds when mentioning its product class, a brand is said to be recalled. Whether or not, if customers can recall a brand, this brand's product can have an opportunity to bid on contract. (Aaker, 1996, 10-12.)

According to the opinion of Keller (2012, 108), brand awareness is related to the strength of the brand node or trace in the consumers' memory, that reflects the consumers' ability to identify the brand in various different conditions and to link the brand name, logo, symbol and so forth to certain associations in memory. Subsequently, building brand awareness requires the assurance that consumers

understand the product or service category in which the brand competes. Furthermore, building brand awareness even means making sure customers know which of their needs that the brand is formulated to satisfy. In conclusion, brand awareness is the ability to identify, both the recognizing and recalling steps, the brand within category.

According to the CBBE – Customer-based brand equity (Keller, 2012, 97) there are two main dimensions to measure the brand awareness, named: the depth and the breadth. Basically, while the depth of brand awareness refers to the likelihood that consumers recognize or recall the brand, the breadth of brand awareness refers to the range of purchase and consumption situations in which the brand comes to mind. In fact, a brand that consumers can easily recall has a deeper level of brand awareness than others that consumers can recognize only when they see it. Besides, the breadth also depends on the large extent on the organization of brand and its product knowledge in the consumers' memory. Therefore, a highly salient brand has both of the depth and the breadth of brand awareness. In other words, the brand must not be only top-of-mind and have sufficient 'mind share', but must do also at the right times and places. The key question here is not whether consumers can recall brand but where they think of it, when they think of it and how comfortably and how often they think of it. Brand awareness is definitely a crucial activity for a brand; However, the distinction what makes a brand apart from other competitors is the unique of brand in the category and can be referred to the unique selling proposition (USP). For this reason, high brand awareness without understanding of the unique selling proposition cannot work as expected. (Dolak, n.d., 1.)

In the case of this research, it is understandable that the change in global economy and demography change leads to create a new market for consumer-focused products with significant health benefits. This is emerging market between mass retail-based consumer goods and pharmacy-based pharmaceuticals. Actually, in Vietnam, at present, there are various types and classifications of health foods and nutritional supplements for children and adults flooding in the market. In addition to the variation of health products, the healthcare is highly sensitive and unique; so

both governments and consumers progressively seek evidences and proofs for the health claims. Even in developing countries, consumers still attempt to find insurance through brand credibility and through recommendations of doctors, pharmacists and experts. Especially, in some Asian countries in general as well as in Vietnam in particular, the fake products is suffusing in the market, thus, the major challenge of Möllers brand is the development and implementation of a suitable combination of marketing mix – product development, packaging, pricing, communication tools, and distribution channels – that can convince the consumers and regulators about the health claims and produce the evidence to prove products credibility. In this case, the consumer decision making process for purchasing consumer healthcare products is more complicated because health is a sensitive topic and people are more concerned about their children health nowadays. Consumer's attitudes towards healthcare products are primarily affected by mass media and thus, consumer scepticism, pre-purchase information search, evaluation, are more important in the case of consuming healthcare products. Consequently, any misleading advertisements and overstated health claims increases advertising scepticism and reduces consumer confidence in ads as well as in brands. Hence, the credible information and consumer behaviour are two important factors of branding process of the health products. Firstly, credible information and authentic source increases positively the communication effect of healthcare advertising. According to MacKenzie and Lutz, (1989) and Cotte, Coulter and Moore (2005), advertising credibility has defined as the “extent to which the consumer perceives claims made about the brand in the ad to be truthful and believable”. Since, credibility refers to a person's perception of the truth of a piece of information; it is a multi-dimensional notion that works as a method for the receiver to rate the information source, or works as the transmitter of the communication approaches related to the information. The rating of credibility corresponds to the willingness of the receiver to attribute truth and substance to the information (Hovland et al., 1953). In fact, the advertisements lacking credibility are often ignored by consumers (Rodgers, 2005). Secondly, another important factor of any product-market is the consumer purchase behaviour because it is one of powerful determinants of product usage,

consumers' satisfaction, words-of-mouth and repeat purchase. Additionally, it is becoming even more important in the health and nutrition industry today. The factors that influence the consumer's attitude towards advertising can be target characteristics, source characteristics, message characteristics, cultural aspects, economical aspects, media characteristics, creativity and cognitive routes and the like. (Goldsmith et al., 2000; Lafferty, Barbara A. 2000; Ferle et al., 2005; AbdulMajid, 2009.)

4. MARKETING CAMPAIGN TO INCREASE BRAND AWARENESS

The marketing concept that is developed by Smith (1776, cited in McDonald and Wilson, 2011, 1) is ‘the central idea of marketing is of a matching between a company’s capabilities and the wants of customers in order to achieve the objectives of both parties.’ The concept of marketing is developing chronologically. At the moment time, American Marketing Association (2011) defines ‘marketing as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges – with target groups that satisfy individual and organization objectives.’ Sherlekar and Sherlekar (2010, 4) state that there are two most significant marketing activities. The first one is matching products with customers and potential customers’ demands and desires; and another one is transference of ownership and possession at every state in the flow of products or services. Recently, the modern definition of marketing is the total system of business from the initial steps - finding and converting consumers’ needs and desires with products or services by planning and producing the planned products, creating demands for products or services by pricing and promotion, serving consumers’ demand by planned physical distribution and marketing channels; to the expanding the market. In order to implement the idea of marketing campaign of company, it is necessary to point out the marketing plan – a logical planned application of resources to achieve marketing objectives and the formulation of plans for achieving them. (McDonald and Wilson, 2011, 53.)

In the situation of the case company, the products are imported from the Möller’s manufacturers in Norway. Therefore, the features of products are difficult to change to suitable with the Vietnamese market in particular way. Hence, finding target customers; creating trust and demands with Möller’s products by pricing and promotion strategies; and serving customers and potential customers by physical distribution are what Möllers can do and should do at the moment.

Smith (2009, 151) states that the primary step of increasing brand awareness process is determining obviously the assets owned by the brand, the unique selling proposition makes it different from others, and the value delivered through these unique points to the consumer. Subsequently, the action to get consumers involved with the brand is a common matter of being creative and taking advantage of the opportunities at the right time (Miletsky, 2009, 158). Additionally, according to Macrae (1996, 50), in the modern society nowadays, media are increasingly developing with many types of media; for instance, not only traditional media, such as newspapers, magazines but also modern ones: cable, satellite, Internet, sponsorship deals, loyalty schemes, database marketing. Especially, social media site and website are two forms of modern media that can provide great forums to get consumers involved in brand's activities, such as run the online contest, provide commentary on brand-specific topics (Miletsky, 2009, 158). As a result, Macrae (1996, 50) argues that marketers should prudently choose among such abundant forms of media to ensure consistency across these media; the main jobs of different media channels; bring about global consistency in brand messages and these communications messages sufficiently flexible for both local and global markets.

Figure 5 demonstrates different stages of marketing planning process in McDonald and Wilson's opinions. The first stage is about setting goal that includes the corporate objectives. The second phrase is about reviewing the situation, both the market summary (competitors, market trends and other external factors) and the situation of the company (position, target market, target audience and other internal factors). Subsequently, in the stage three, the goal of marketing plan is required to be mentioned. Furthermore, this phrase should likewise cover the marketing strategy including the marketing mix (marketing products, marketing price, marketing promotion, and marketing place); after that, the marketing plan, which combines the communication tools in the marketing promotion, products after modification, suitable price and the distribution channels, should be pointed out. Finally, in stage four, the manner to monitor the marketing campaign or solutions for some predicted risks should be pointed out. After all, the marketing plan is necessary to be reviewed and evaluated.

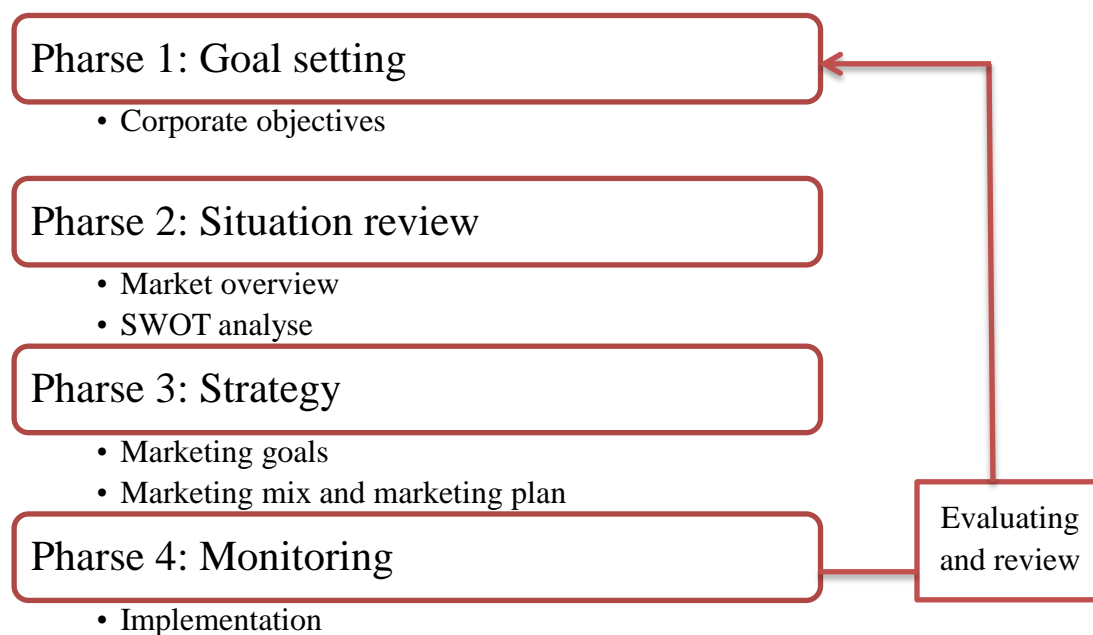


Figure 5 Stages of the marketing planning process (source: McDonald and Wilson, 2011, 41)

4.1. Situation Analysis

In order to plan a superior marketing campaign, marketers should understand deeply the company position and situation. Therefore, implementing some marketing researches are necessary and useful in this part of marketing plan. It is the opinion of Kotler and Keller (2011, 55) that the marketing research assists marketers learn more about their customers' requirements, expectations, perceptions, satisfaction, and loyalty. These profound comprehensive can provide a basic foundation for building competitive advantage through well-informed segmenting, targeting, and positioning decisions that leads to identify marketing opportunities. As a result, the marketing plan should scheme what would be handled by marketing research as well as when and how these findings would be applied. According to Sherlekar and Sherlekar (2010, 194), marketing research should answer numerous specific questions or marketing problems that related to

product, price, communication tools and physical distribution – transportation, warehousing, order processing and inventory control.

4.1.1. Market Summary

McCartney (2011, 8) argues that before running a marketing plan to increase brand awareness, it is necessary to know the position a brand stands currently in the market: what this company is, what the company does, what the brand stands for. Consequently, Möller's Tran Vietnam should study sufficient information and knowledge about the market; thus, it is superior to determine obviously who will be served, what specific needs of target customers are, and how Möllers Tran Vietnam can better communicate with them.

The supplements market summary in Vietnam

According to the research of ASEAN Alliance of Health Supplement Associations (AAHSA) (2014), the health supplement market is expected to grow by around 28 per cent between 2002 and 2016 across the Asia Pacific region. Outstandingly, the growth of this supplement market reached 11 per cent in 2006. Today, in fact, Asian consumers are more educated in the health care area that leads to an increase in the demand for healthcare products. (AAHSA, 2014.) Therefore, there is increasing number of entrances of health and nutrition companies into the Asian market, and Vietnam is not out of this trend. In the recent five years, the supplement food market in Vietnam has been booming (VIDS 2014). According to a Nielsen report (2013, cited in Nguyen, 2014), to household consumers, the health issue is among the top five concerns in Vietnam. There are 1,781 companies with more than 10,000 functional products being sold in 2013; while, a survey by the National Food Safety concluded that nearly half of the population in the two largest developed cities – Hanoi (56 per cent of the population) and Ho Chi Minh City (48 per cent of the population) were using functional foods. (Vtown 2013.) However, the government and the Vietnam Association of Functional Foods (VAFF) still cannot supervise effectively the supplement market. The regulation is not developed and the inspections are not performed regularly as well as the

punishments for derogations are inadequate. As a result, there are many fake products in the supplement market, false advertisements and over-pricing products and etc. Since, there are numerous journal articles concluded that many functional food advertisements in Vietnam are over-exaggerating, misleading, false and deceptive. Thus, consumers become confused, as they do not receive sufficient guidance. (VnExpress 2013.) Especially, most of consumers cannot even distinguish between drugs and supplement products.

In 2012, there are only 30 types of the imported functional food in Vietnam; otherwise, this figure was increasing significantly to 10,000 types in 2013 and these products accounts for 40% of the market share. At present, the functional foods are sold not only in drug store channel, but also multilevel marketing companies as well as in the Internet. In addition, the situation that many advertisements exaggerate the benefits of functional foods causes the misunderstanding for consumers. Another difficult situation is that the management advertising activities through conferences, workshops and the like are weak. According to the Dr. Le – Former Deputy Minister of Health, “in Vietnam, it is illegal for doctors prescribe functional foods. As a consequence, the functional foods are known primarily through words-of-mouth, advertisement, consultation of people who not have expert in health.” (Lu, 2013.)

The Möller’s Tran situation in Vietnam

In Vietnam market, despite of the increased sales and revenues, Möller’s Tran is not very popular according to the Binh Minh drug store owner, because before the entrance of Möller’s Tran, there are numerous omega 3 brands are from all over the world are represented in the stores. However, he also stated that the best-selling brands are from United States and Australia and consumers tend to avoid Chinese brands. (Appendix 2.)

Discussing about the marketing situation, Möllers Vietnam has implemented some marketing campaigns. Firstly, from the beginning, Möllers Vietnam has tried to create the strong network with doctors and experts in the nutrition field by

organizing trips to Korea, Phu Quoc Islands for them. In these trips, the expert knowledge can be exchanged between Möller's pharmacist representatives and nutritional experts. (Möller's pharmacist representatives, Appendix 3.) Secondly, social media marketing has been used. Regardless of more than 13 000 likes in the Facebook Fan page of Möller's, called 'Möller's DHA: Ca nha cung khoe', the interaction of the case company and Facebook users is not effective. This interaction is just improved during the game or competition because there are many prizes for them. Additionally, Möller's Tran Vietnam has some promotion campaigns by sponsoring for child patients in National Hospital of Paediatrics – one year of using free Möller's Tutti; photography competition for Facebook fans.

Target market and target customers

Initially, it is necessary to understand the concept *market*. According to American Marketing Association (cited in Hundekak, Appannaiah and Reddy, 2010, 4), a market is an aggregate demand of the potential buyers for any type of product or service, while Stanton (cited in Hundekak, Appannaiah and Reddy, 2010, 4) stated that 'any person or group with whom an individual or organization has an existing or potential exchange relationship can be consider as market.' Each product or service is suitable to one or many different target consumers – target markets.

Kotler and Keller (2011, 85) is the opinion of the target market is the part of the qualified available market the company decides to pursue. The selection of a target market involves two decisions: size – including mass marketing which is a large target market and market segmentation which is a minimal piece of the market - and characteristics – socio-psychological needs, purchaser or user characteristics, buying influences, and usage and loyalty. (Fisher, Pride and Miller, 2005, 45, Gerson and Shotwell, 1991, 27.) These target market should be decided prudently based on the examining demographic, psychographic and behavioural difference among buyers to have a greatest opportunities. (Kotler and Keller, 2011, 10.) Ruskin-Brown (2006, 40-41) says that, getting the right target market can make the company becomes flourish, and vice versa, getting wrong target market can lead to

the collapse of the company. As can be seen in Figure 6, choosing right target market is a crucial decision in the development of company in general, and in the success of marketing campaign in particular. With the same products, if the right target market is chosen, the number of customer will try the products that leads to the increase of loyal consumers. Therefore, before deciding target market, marketers should understand deeply about the market worth at the moment and in the future; the competition, the potential market share of company as well as barriers when entering in the new market.

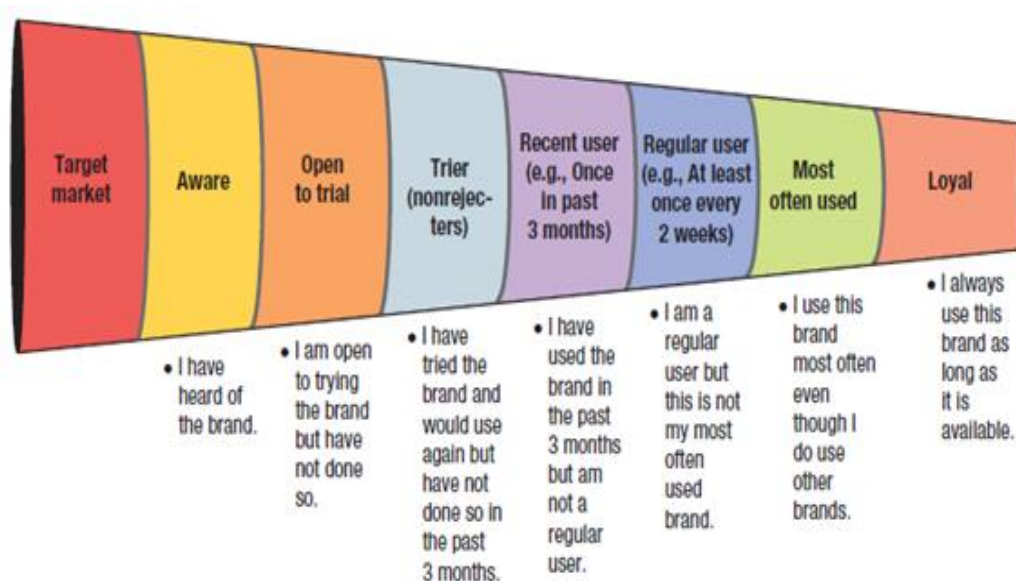


Figure 6 The marketing funnel (source: Kotler and Keller, 2011, 140)

Gerson and Shotwell (1991, 45) stated that market segmentation and target market selection have become known as niche marketing which is simply defined as being a big fish in a little pond. When the market has been segmented, marketers should select the target market within these chosen segments, and different marketing strategies, programmes and tactics should be applied to each segment.

In this study, first of all, it is necessary to understand that Möller's Tran products are expensive products compared to the average income of Vietnamese consumers

and compared to most of Möller's competitors, at this time. Consequently, the target market of Möller's Tran Vietnam is high income class. These consumers belong to this class are often distributed in the capital Hanoi, Ho Chi Minh City, Da Nang and other developed areas.

Since the establishment, Möller's Tran Vietnam focuses to the children (from newborns to 10 years old) and pregnant women. Besides, the other target group of Möllers Vietnam is autistic people. According to the Central Intelligence Agency (2014), there are nearly 22 750 000 children from North to South of Vietnam. As a result, there are four main target groups of customers: pregnant women, infants, children and autistic people. These groups have different behavioural factors that analysed in the table 2.

Table 2 Target market of Möller's Tran

	Target market	Ages	Characteristics
1	Pregnant women	15-45	<ul style="list-style-type: none"> - With 15-20 and 35-45, their health is not good enough for pregnancy; - Vomiting in pregnancy; - Easy to be osteoporosis; - Be exsanguinate; - Desire to develop the intelligence of their children; - Their health condition affects directly to their children health; - They need to add more nutrition to improve their health and their children. The necessary nutrients: Calcium, vitamin B, vitamin D, protein, iron, omega 3, etc.
2	Infants	Born – 5	<ul style="list-style-type: none"> - The immune system is not completed yet and easy to malnutrition, susceptible to some diseases:

			<p>pneumonia, etc. (Nguyen, 2011)</p> <ul style="list-style-type: none"> - Using too much electronic devices, or reading comics with condition deficiency of light, so, their vision is injured; - This stage is important stage to develop the intelligence, awareness, etc.; - Need fatty acid DHA omega 3;
3	Children	5-10	<ul style="list-style-type: none"> - Using too much electronic devices, or reading comics with condition deficiency of light or learning too much, so, their vision is injured; - Need to add fatty acid DHA, vitamin A, D, etc.;
4	Autistic people		<ul style="list-style-type: none"> - Need to add fatty acid DHA – improve the concentration;

In table 2, it is easy to see that there is a special target segment of Möller's Tran Vietnam - autistic children. According to the Oxford-Durham study - one of the largest studies investigated fatty acid supplementation in relation to academic progress in children with developmental coordination disorders. In this research, children aged 5-12 years took six capsules daily containing 558 mg EPA+174 mg DHA+60 mg γ -linoleic acid+9.6 mg vitamin E, or a placebo. After the three-month period of this study, it is found that the ability in reading, spelling and even in behaviour of these children who take the active supplement are significant improved (Richardson and Montgomery, 2005). Furthermore, after a six-week pilot trial, which contained of 1.5 g/day LC3PUFA (0.84 g/day EPA+0.7 g/day DHA) with a placebo in autistic children, improvements in hyperactivity and stereotypy in the EPA/DHA group was found (Amminger, Berger, Schafer, Klier, Friedrich, and Feucht, 2007, cited in Ruxton and Derbyshire, 2009). In facts, according to data of The Ministry of Labour, Invalids and Social Affairs (2014), currently, Vietnam has 5-7 per cent disable children under 15 years old. Among them, 40 per cent are

autistic children. According to the annual record of The National Hospital of Acupuncture, there are only about 3000 turns of autistic children coming to treat. Therefore, this target of autistic children is one of important segments with Möller's Tran in Vietnamese market. Figure 7 reveals the questionnaire result about the query of the number of autistic people using supplement products. As can be seen in Figure 7, there are 18 per cent of the respondents reported that they do not use any supplement products for treating the autism. Otherwise, other parents demonstrate their concern for the situation of their children by using different supplemented products.

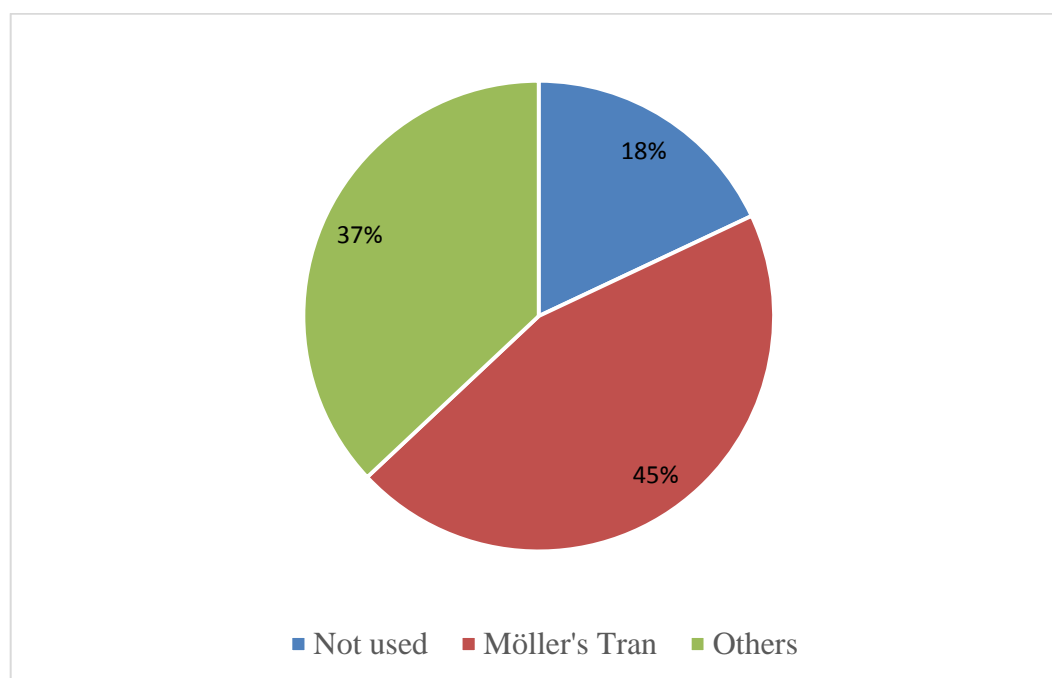


Figure 7 The percentage of autistic people uses supplement products (See questionnaire result, Appendix 4)

Although there are four main target consumers, the marketing campaign increasing brand awareness of Möller's Trans in Vietnam has one main target audience – parents from 20 to 45 years old. Since, in facts, infants, children and autistic people cannot choose and cannot have ability to purchase health supplement for them. Especially, in Vietnam, there is still an out-of-date opinion that nurturing, caring and teaching children is the responsibility of mother, not fathers. Consequently, mothers from 20 to 45 years old are the specific target audience of this marketing

campaign of Möller's Tran Vietnam. As a result of some analyses of Internet users in Vietnam (Bui, 2012; Kemp, 2012; Nguyen, 2013), there are some characteristics of Möller's target customers:

- The amount of Internet users is increasing

According to the Wearesocial report (Kemp, 2012), the amount of Internet users in Vietnam on October 2012 is 30 858 742 and this figure is still increasing. Among of them, 66 per cent of netizens use web each day; 95 per cent of Vietnam Internet's users visit online news sites; and 90 per cent of Vietnamese netizens watch online videos (Kemp, 2012). Besides, according to the Cimigo report (Nguyen, 2013), 54 per cent of customers attempt to find information and buy the health supplement via Internet, on 2012, and this figure is constantly increasing.

- Time spent watching television is decreasing

A large number of people find the truth of television commercials reducing; hence, the number of people who such as watching television advertising is reducing significantly (Bui, 2012).

- Be curious

Vietnamese people are curious, especially, the target customers of Möllers in Vietnam actively seek information by themselves. The expansion of Internet and social media is served well for the viral marketing through customers' activities: sharing opinions, asking questions, and seeking their own truth (not the truth of the advertisers). (Bui, 2012.)

- Time go online actively

The period of time from 20:00 to 24:00 each day is the period that target market tends to be most actively on the Internet. The second actively time frame is from 7:00 a.m. to 10:00 a.m. (Bui, 2012.)

The purpose of marketing, in term of philosophy, is to understand customers' needs and wants and then to create customer value through satisfaction and quality. It is a general knowledge that customers are influenced by their needs, people around them, their personal characteristics, environment factors and the marketing activities of suppliers (Brown, 2006, 41). Human needs are fundamental requirements, such as food, clothing and others. In fact, needs are ranged from those allowing life to exist to those producing personal enrichment, so needs represent to different people and organizations. Furthermore, a want is one of many desires that people can have to fulfil their needs. However, human wants are unlimited while resources are limited; hence, the concept '*demand*' is established. A potential demand appears when a want is supported by purchasing ability, willingness to spend and desire to acquire a product or service. Marketers need to forecast accurately the demand of product or service as well as to understand that the demand is a function of the price – low price usually boost the demand of product or service and vice versa. Therefore, based on the basis of needs and wants, marketers can use consumer orientation to implement appropriate marketing strategies. As a consequence, the marketing plan is needed to cover the forecasting demand – crucial part to allocate of resources for production and distribution of the company. (Hundekar, Appannaiah and Reddy, 2010, 7-8.)

In this study, the case company provides health products – omega 3 fatty acid; thus, it is necessary to understand what customers are very concerned with their health and their children health. Civille (2008) states that the main motivations of customers to purchase the health products are: improving heart health; maintaining the overall health and wellness; improving physical energy; digestive health; immune function; weight loss; safety; and improving overall well-being. Moreover, many studies have shown evidences that today, in the modern world; it can trigger heart attacks, strokes, irregular heart rhythms, especially in people already at risk for these conditions. (Gold and Samet, 2013.) In the case of omega-3 products, consumers have concerns about: certificates and scientific evidences that ensure the quality and hedonics benefits of products; nutrition and ingredients in the products, such as freshness, allergies, and cost – the fact is the increase of health costs is

much faster than the income; good taste and ways to make it tasty. Besides, according to Lau et al (2012), Möller's Tran products belong to the supplement products which one of the components has been naturally enhanced through special growing conditions, new feed composition, and genetic manipulation or otherwise. Another important factor in Vietnam is the high level of pollution. As a result, in the modern life, people concern strongly on their health and their children development. Table 3 demonstrates the features of Möller's products that can satisfy the customers' desires.

Table 3 Features of Möller's products satisfy the customer's desires (Source: Axellus, 2010)

Desire of consumers	Features of Möller's products	Benefits for consumers
Nutrition	Rich omega 3 fatty acids DHA and EPA	<ul style="list-style-type: none"> - There is amount of omega 3 transferred through the placenta to foetus or the breast milk to infants → mothers need to get sufficient amount of omega 3 - DHA and EPA in omega 3 beneficially affect the heart and blood circulation - DHA and EPA in omega 3 are crucial nutrients for brain, vision and nervous system - DHA is discovered with rich numbers in brain cells and in the retina of the eye. - DHA is crucial factor in the optimal development and

		<p>maintenance of the brain which supporting the learning and concentrating ability.</p>
	Vitamin A	<ul style="list-style-type: none"> - Vitamin A is a crucial supporter of the immune system and vision. - Vitamin A also plays a crucial role in the reproduction process and promotes strongly full-term pregnancy. - Vitamin A facilitates the visual processing and reduces the side glancing of autistic people.
	Rich Vitamin D3	<ul style="list-style-type: none"> - Vitamin D3 is most effective and natural D vitamin - Vitamin D3 is essential factor in the calcium absorption process and the optimal skeletal development of the foetus. - Vitamin D3 is an essential supporter of the health immune system which is vital factor against colds as well as viruses or bacteria; and strong bones which is important active and healthy children. - Vitamin D reduces the inflammation, and plays a crucial role of bone and kidney

		health of autistic people.
	Vitamin E	- Vitamin E is an antioxidant that can protect all of the cells of the body.
Tasty	The taste of Möller's products is awarded for great taste by the prestigious ITQI Superior Taste Award	- Facilitates the drinking process of infants and children. - Avoid the pregnant vomiting.
Freshness	Möller's products are pure and natural products made of 100 per cent Arctic Cod	- Ensure the excellent quality of products. - Consumers can receive the most natural nutrients.
Certificates	<ul style="list-style-type: none"> - Friend of the Sea - Good Manufacturing Practice – the highest standards of pharmaceutical manufacturing and quality control of product - Hazard Analysis and Critical Control Points - Orkla Food Safety Standards that is the strict production rules comparable to BRO - British Retail Consortium, the most popular and recognized as one of the finest in the world of management and 	- Reassure consumers and build trust about the products' quality with consumer.

	quality control in food production - ISO 22 000 - Recommendations Norwegian Food Safety Authority	
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4.1.2. SWOT analysis

SWOT analysis is an analysis that captures key internal factors: strengths and weaknesses of company and describes external factors: opportunities and threats influencing the Möller's Tran Vietnam. Based on the SWOT analysis, marketers can have a general view of strengths and weaknesses in the context of the opportunities and threats. Implementing SWOT analysis aims to achieve the optimum match of a firm's resources with the environment by gain sustainable competitive advantage. From Table 4 below, the strengths, weaknesses, opportunities and threats of Möller's Tran Company in the Vietnamese market can be seen.

Table 4 Checklist for SWOT analysis in case of Möller's Tran

Strengths	Weaknesses
<ul style="list-style-type: none"> - Good quality and raw material from the purest sea; - 150 years of experience and strong market position in established markets; - Differentiated and innovative products; - Leading edge technology and methods. 	<ul style="list-style-type: none"> - Not popular in Vietnam; - High cost base; - Small scale of company; - Marketing budget is low.

Opportunities	Threats
<ul style="list-style-type: none"> - Market growth; - Increased health consciousness in Asia and in Vietnam. 	<ul style="list-style-type: none"> - New market entrants and competitive pressure; - Regulation and legislation in Vietnam is complicated.

- Strengths

- Good quality and raw material from the purest sea

Axellus always takes pride in having quality in every stage they take. Moreover, with Axellus, it is believed that quality is the key to continuous improvement and innovation. Belonging to the top selling products of Axellus, Möllers has been proven to have superior quality. The products are made from fresh raw material from the purest seas; the oils are kept in its natural form, called triglycerides, and go through gentle but effective production and purification processes. Analysis and strict quality controls are ensured at all stages of the production.

- Differentiated and innovative products

Axellus believe that constant innovation always related to their consumers. For instance, not all omega-3 products are competitive. However, Axellus' Möllers Tran consists of 100 per cent natural omega-3 fatty acids. These fatty acids are the only ones proven to have a positive effect on the immune system.

- 150 years of experience and strong market position in established markets

Möller's is the only producer in the world that has been making industry leading fish oils for over 150 years. The Möller's brand is the biggest nutritional supplement brand in the Nordic region and the second largest cod liver oil brand globally. (Axellus, 2010.)

- Leading edge technology and methods

Since the establishing of Möller's in 1854, the company has been committed to constantly improve the processing technologies and methods to secure pure and well-tasting cod liver oil products (Axellus, 2014).

- Weaknesses

- Not popular in Vietnam

Neither Axellus nor the top selling brands have a place in the consumer's mind and has little public awareness in the Asian part of the world. As a result of interview (Appendix 1), the brand awareness of Möllers in the Vietnamese customers' mind is not high.

- High price

The company's products are higher priced than many of the Asian products. Axellus' two top selling products have higher prices than those prices of Asian competitors.

- Small scale of company

Möllers Vietnam has total 20 employees, including pharmaceutical representatives. The expanding process of Möller's Tran in the Vietnamese market, the tasks for each worker is too much. Additionally, Möllers Vietnam does not have the IT department or does not hire the IT-er to support the technological works; the case company outsources the IT-employee. Therefore, sometimes, the quality of outsourcing is not good enough or it is difficult to work with problem in some cases, especially, in urgency.

- Marketing budget is low

Möllers Vietnam cooperates with the VBF Company to import products from Axellus. Thus, Axellus does not directly invest to the Möllers Vietnam in order to develop the market in Vietnam. (Appendix 3.)

- Opportunities

- Market growth

The Asian market is one of the fastest growing markets in the world. The population growth rate in Vietnam is approximated 1 per cent (2014) (Central Intelligence Agency, 2014).

- Increased health consciousness in Asia and in Vietnam

In fact, in recent years, due to the consumers' fear of diseases, such as hand, foot and mouth disease, malaria and other epidemics, both the awareness and the consumption of preventive healthcare have increased. In Vietnam, most of people that desire a superior quality of life are more health-conscious than ever. Therefore, the appetite of Vietnamese consumers in demanding nutritional supplements and vitamins has increasing strongly.

- Threats

- New market entrants and competitive pressure

There is a high degree of rivalry in the supplement market in Vietnam because of the large amount of players competing for the same customers. Besides, many competitors have strong position in this market before the entrance of Möllers, such as Amway.

- Regulation and legislation in Vietnam is complicated

The Vietnam Ministry of Health has a list of acts to regulate public health and safety, including the healthcare profession, healthcare practices/establishments as well as statutory boards charged with these responsibilities. Especially, the advertising of these supplement products also has special regulation. For example, to register advertising text and image for the poster take a long time.

4.1.3. Competition

Kotler and Keller (2011, 11) state that the competition including all the actual and potential competitors offering and substitute that buyers can consider. In this part,

the strong competitors should be analysed following some factors that most influence the case company sales and revenue: market share, comparative product quality, growth, available capital and resources, image, marketing strategy, target markets, price and etc.

In this study, it is necessary to analyse the main competitors of Möller's Tran brand in the Vietnamese market. There are numerous fish oils and omega 3 brands flooding in the market. They are from many countries in the world: United States, Canada, Korea, New Zealand, Australia, Chile and etc. Besides, the omega 3 products now are made from several ingredients, such as shrimp, tuna, shark, harp, salmon, in two forms: krill and oil. In the reliable forum webtretho (2014), there are some threads and comments about the krill as well as the evidence from recent researches that the krill is superior to fish oil. As a result, Vietnamese parents are finding more information and desire to attempt the new form of omega 3 and the krill becomes a potential strong competitor of Möller's Tran. However, both the fish oil products and krill products are in the capsule type, Möller's Tran provides omega 3 from cod liver oil in both capsule and liquid type. Moreover, the omega 3 products price range is wide, from 1 000 VND/ capsule to 15 000 VND/ capsule. With Möller's Tran products, the price per day for under 3 year old children is 5 5000 VND per infant and for others is 11 000 VND per person. The price of Möller's Tran, in the Vietnamese market is more expensive than most of its competitors. Some main competitors of Möller's Tran are illustrated in Table 5 below.

Table 5 Some main competitors of Möller's Tran in Vietnam

Products	Price per day (VND) for adults	Form	Origin
Amway	8 358	Capsule	Australia
Herbalife	7 500	Capsule	United States

Kirkland	1 125	Capsule	United States
Kid's Smart (Nature's way)	3 055	Capsule	Australia
Wellness (Oriflame)	15 666	Liquids (Kids)	Sweden
	10 966	Capsules	
Unicity	4 833	Capsule	United States (Otherwise, salmon oil is made from Norwegian salmons)
Nature Made	3 800	Capsule	United States
Careline	4 931	Capsule	Australia (Made from shark)

Furthermore, with the autistic segment, the questionnaire concludes that there are 45 per cent of respondents have used Möller's products, and the average point for Möller's products is two point seven per five (2.7/5). There are also some other products that are used for autistic children, such as: Citicoline, Phosphatidylserine – as my knowledge; but they do not provide omega 3 and also are not evaluated with high grade by consumers.

4.1.4. Positioning

According to Kotler and Keller (2011, 276), positioning is the act of designing a company's offering and image to occupy a distinctive place in the minds of the target market in order to locate the brand in the consumers' minds to maximize the potential benefit to the organization. They also argue that in the sense of branding, a good brand positioning can clarify the brand's essence, and demonstrate how it does so in unique way in order to guide marketing strategy. For each target

segment, marketers need to create a suitable 'value proposition' and product-price positioning strategy based on that segment's unique customers' needs and characteristics. Therefore, to have superior positioning strategy, it is required that marketers define and communicate similarities and differences between their brand and its competitors; especially: determining a frame of reference by identifying the target market and pertinent competition, pointing out the optimal points of parity and points of different brand associations given that frame of reference, and creating a brand mantra to summarize the positioning and essence of the brand (Kotler and Keller, 2011, 276).

According to Ramachandra, Chandrashekara and Shivakumar (2010, 72), positioning strategies can be divided into some categories, including: attributes positioning – a product is positioned on its specific product attributes; benefits as basis – a product is positioned on the demands or the benefits; usage occasions; classes of users; against competitors; away from competitors – a product is positioned as “we are number two”; product classes; and advertisement changes – product's advertising claims different from those of competitors.

Since Möllers has entered to the Vietnamese market recently, so the brand awareness is low. As a result, the positioning itself of Möllers becomes important. As the case of TH True Milk – the latecomer in milk classification while there are huge competitors in the market at that time, such as Vinamilk, Dutch Lady, its marketing campaign was transforming the main message – “the essence natural from pure resources are kept in every drop of clean fresh milk”. The key word of this message is 'clean' that is simple but really meaningful and forceful since this word implies that other existing competitors provides unclean milks. Why the word 'clean' is so important? In facts, there are numerous types of milk that contains melamine, or disqualified milk; or fake milk imported from China. in the Vietnamese market, so, the word 'clean' impresses in the customers' mind leads to the strong position of TH True Milk. Similarly, the fish oil market in Vietnam is also complicated with many products, and some of them are not qualified. As a consequence, Möller's Tran should think about the main message prudently that

can aid it to have powerful position in Vietnam. Rowley (2006, 128) says that the chosen message often reflects strongly the unique selling proposition of the products. The unique selling proposition is the unique set of benefits that the company believes that its products provide and attract the interest of its customers. It is necessary to take into account the importance of message consistency between different campaigns; otherwise the audience will confuse about the message will be communicated. As a result, the main message of Möller's Tran in Vietnam should be related to the freshness (fresh raw material from the purest seas), excellent quality and long history (the only producer in the world that has been making industry leading fish oils for over 150 years of experiences).

4.2. Marketing Plan

Marketing strategy can be understood simply as the organization's strategy combining its marketing goals into one comprehensive plan. A good marketing strategy should be planned from market research and it should focus on the suitable product. In other words, the marketing strategy is the foundation of a marketing plan.

4.2.1. Marketing goals

McDonald and Wilson (2011, 46) states that the marketing objectives is the goals company set to achieve about products and markets only. Marketing objectives are usually based on the Ansoff Matrix can be seen in Figure 8: existing products for existing markets, new products for existing markets, existing products for new markets, or new products for new markets. Marketing objectives do not include pricing objectives, sales promotion objectives, advertising objectives and others similar to them. McDonald and Wilson also argues that (2011, 208) a marketing objective is the quantification of what an organization sells (its products) and to whom (its market).

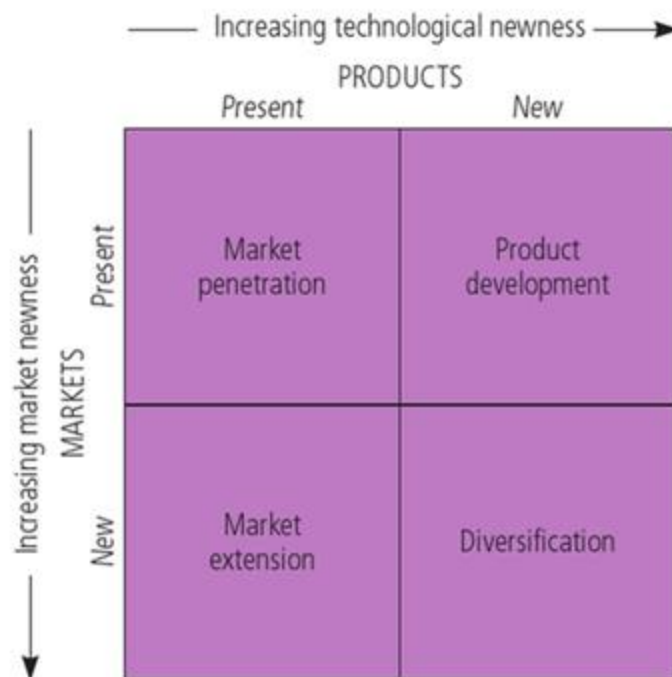


Figure 8 Ansoff matrix (source: McDonald and Wilson, 2011, 212)

Therefore, the main goal of this marketing campaign is increasing the brand awareness of Möllers brand in the Vietnamese customers' mind, especially, the target group from 20 to 45 years old. It means that the revenue and profit of Möller's Tran brand might be not yet increase significantly, but the knowledge and desire to use the brand products have to increase significantly.

4.2.2. Marketing mix

Marketing products

According to Jobber and Fahy (2006, 139), products can be anything that satisfies the customers' needs and demands. Aiming to meet the requirements of new market, the companies will have four basic options. The first is to sell the product as it is, and the case company will not change anything of the product. The second is to modify some features of the product in order to satisfy the desires of new market. The third is creating new products for a new target market. The final

method is to introduce a global product, which embodies all of the aforementioned benefits. (Albaum and Strandkov 2005, 400-401.)

The case company has already followed the second option; because, firstly, the case company is a main distribution. In other words, it means that, Möller's Tran Vietnam is not the manufacturer, so it is difficult to change the product only for the Vietnamese market. Secondly, Möller's Tran is Norwegian brand; so it should maintain their own characteristics, such as: name, logo, packaging, taste of product and etc. However, there are some features that need to be modified: the usage has to be translated from Norwegian into Vietnamese in the extra label of the products. Not only the translation, but the extra-label has to have also the sentence "This product is not a medicine, not effective to replace medicines", according to the regulation of Ministry of Health (2004). The modification can be seen in Figure 9 and Figure 10.



Figure 9 Möller's Tran without extra label



Figure 10 Möller's Tran with extra label

Marketing price

Pricing is the second important factor of the marketing mix and effect directly on the company's revenue and profits (Jobber, 2004, 376). As Ramachandra et al

(2010, 109) mention, price can be defined as the value of product attributes expressed in monetary terms which a consumer settles or is expected to settle in exchange and anticipation of the expected or offered utility. The price point among the competitors should be considered as well as possible use of discounts and offers to compete in competitive market (Kotler and Armstrong 2010, 76).

According to Hundekar, Appannaiah, and Reddy (2010, 97), discount and allowance are concessions in price and are offered to purchaser or customers in the form of deductions from the list price or from the invoice. Among some popular forms of discount and allowance, trade discount is a kind of functional deduction for the wholesaler or retailer or other purchasers who buy product aiming for reselling (Hundekar, Appannaiah, and Reddy, 2010, 100). In the case of Möllers Vietnam, trade discount is applied for the drugstores. The deduction that Möllers Vietnam usually applies for drugstores is five per cent of the list price. Another popular form of discount that the case company should apply is voucher. Voucher is similar to a coupon but it has a higher value. (Schultz and Smith, 2004, 130.) The voucher can be applied as an award for the winner of games or activities in the event in this marketing campaign.

Moreover, actually, as the positioning part mentions that when Möller's Tran entered into the Vietnamese market, there are several companies which also provide fish oils and omega 3 products. Additionally, under the complicated regulation and high tariff with imported products in Vietnam, Möller's Tran Vietnam is decided to become luxury brand. Thus, it is lead to have highest price possible. So, the marketing campaign should convince the customers that this high price is equivalent to the high quality of products. According to Table 5 above, the price of fish oils, in the Vietnamese market, is from 1 125 to 15 666 VND per day; while the price of Möller's products are 11 000 VND per day – it can be considered as high price in the market. However, there is a promotional event that related to the discount and allowance in price.

Marketing promotion

Promotion is stated as the process of implementing various communication tools to transmit information, persuade and influence the potential customers. Ruskin-Brown (2006, 157) states that combination of communication tools is a number of different promotional methods to promote a specific product through communicating with individuals, groups or organizations in term of 'target market'. Promotion messages convince the buyers and enter into this customer behaviour. Promotional efforts work as powerful method in the competition that provides the cutting edge of the brand's entire marketing campaign. To conclude, promotion can be defined as "the coordinated self-initiated efforts to establish channels of information and persuasion to facilitate or foster the sale of goods or services; or the acceptance of ideas or point of view." (Hundekar, Appannaiah, and Reddy, 2010, 102-104.)

The chosen message will often strongly reflect the unique selling proposition (USP) of the products. The USP is the unique set of benefits that the producer believes is provided by their product, and which will be of interest to their customers. Where promotion focuses on a brand image or identity, this forms the basis of the marketing message. Another factor that needs to be taken into account is the consistency of messages between different campaigns. An organization should promote a consistent, if evolving, image through all its separate campaigns; otherwise the audience will become confused and no overall clear message will be communicated. The elements of the message that need to be considered are: message content – what message to communicate (such as 'We are offering free public access Web services'); message structure – how to express the message (for example, 'Want to learn how to browse the Web for free?')

Besides, although the questionnaire was implemented with the autistic children, this information is still efficient. This questionnaire concludes that parents know about these products through the introduction from the autistic centre (nearly 65 per cent of respondents), social media and newspapers as well as magazines (29 per cent of respondents), doctors and experts (16.1 per cent of the respondents). Also, after analysing the results of questionnaire, it is easy to see that parents are really

zealous because of the long treating time as well as the slow improvement of autistic children. Hence, it is necessary to mention in the advertisement of Möller's products for the autistic children' parents that the situation of their children cannot be improved in one day. Furthermore, most of autistic children were diagnosed in the Vietnam National Hospital of Paediatrics (78 per cent of the respondents). Some others were diagnosed in famous clinics with famous doctors and experts in this field. Figure 11 demonstrates the result of questionnaire related to the frequency that autistic people visiting doctors. According to this result, parents do not often bring their autistic children to the clinics and hospitals, only two or three times per year (39 per cent of the respondents). Some parents even do not bring their children to the doctors (31 per cent of the respondents). A few parents bring the children to the doctors regularly, four times or more per year (7 per cent of the respondents).

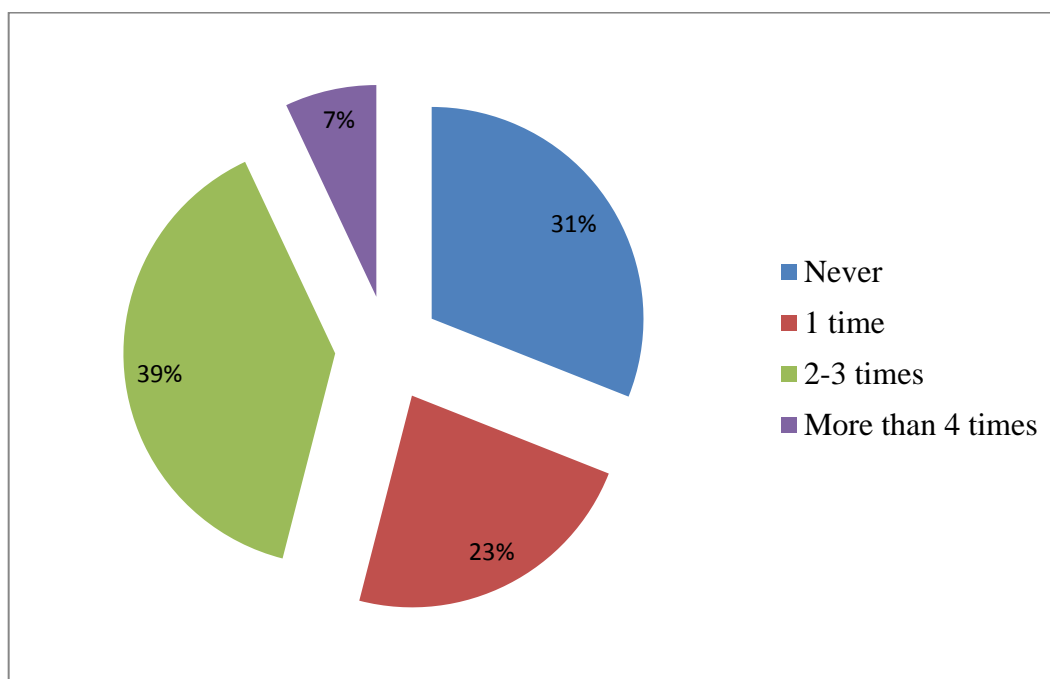


Figure 11 Times that autistic people visit doctors or experts (See questionnaire result, Appendix 4)

Through the questionnaire it can be also seen that most of parents believe in the advice of doctors and experts in this field (71 per cent of the respondents). 29 per

cent of respondents also believe in the forum or workshop about the autism. Few of them assume that Internet and social media as well as television also provide good information about the methods to treat for their children. (Appendix 4.) As a consequence, the case company was hung out at the hospitals and clinics can be considered as well. According to Doctor Luu (Luu 2013), autistic children can be recovered completely if they were treated as early as possible. Especially, if the autistic child was detected before three years old, the success of treating is higher. She also stated that there was no drug for the autism; there are just drugs for particular symptoms. Furthermore, the treating methods should be accompanied with the daily nutrition. Among many nutrients, DHA is the most important for children, because the child body cannot integrate DHA by itself; even, after eating the prefix nutrients of DHA, there are five per cent of these prefix nutrients transforming into DHA. Moreover, in Vietnam, there are traditional habits that women after childbearing eat only lean and sauropus androgynous, so, the breastfeeding infants can be anaemia. Therefore, omega-3 products are necessary for children. (Luu, 2013.)

In this case, marketing campaign is aiming to increase brand awareness should include the application of a set of integrated communication channels (Figure 12) that can be focus on different customer groups, as to increase the effectiveness of promotion campaigns (Brennan 2011). In fact, television advertising is still a popular marketing form to increase brand awareness and introduce new products. However, the cost of this marketing form is quite high comparing to other forms, and the effectiveness of television advertising cannot be insured. Firstly, although one of target consumers of Möller's Tran is children, they are not the ones who settle for these products, their parents are. As a consequence, Möller's Tran has to advertise directly to the parents, not children. Secondly, according to VTV report (cited in Action, 2012), the average period of time that each Vietnamese person spends on television is 2.7 hours per day, while the one that each person spends on Internet is 5.6 hours per day; thus, advertising on Internet is more and more effective than on television. Thirdly, while Möller's Tran aims to reach a premium

market and the high income household, according to Corley (cited in Business Insider, 2014), rich people usually do not have habit to watch television more than one hour per day. As a result, television is not taken into account in this marketing campaign. Not only television advertising but also print-newspapers and magazines advertising is not taken into this marketing campaign because the newspaper and magazine's circulation had dropped to one third in just two years, according to Ministry of Information-Communication Vietnam (cited in Nguyen, 2014).



Figure 12 Marketing tools to increase brand awareness

- Online marketing

According to Rowley (2006, 122), online marketing includes all of the marketing communication through website that typically based on the official company's website and other mechanisms that direct traffic to the official website. Building and increasing brand awareness online can be implemented through different channels, and frequently they are closely connected to a company's website by providing references and links to it (Botha, Bothma, and Geldenhuys, 2008, 305).

First of all, the Search Engine Marketing - an encompassing term to denote all the techniques that can be utilized to make a certain website visible in the search engines (Chaffey et al, 2009, 506) – should be applied in this case in order to enhance the frequency of Möller’s Tran. The search engine optimization includes all activities to achieve the highest ranking in the natural or organic listings of the search engine results pages after a specific combination of keywords or key phrases has been typed in (Chaffey et al, 2009, 507). The case company should promote the search engine optimization on Google - one of the most effective solutions to market a website, although the technical knowledge of search engine optimization is complex. Most of the Internet population is using Internet search engines to find information they are seeking (Chaffey et al, 2009, 511). Therefore, a website with a top ranking on the most popular search engine has a tremendous possibility to generate a large number of traffic. In this case, Möller’s Tran can use technique pay-per-click advertising, that provided by Google, makes use of sponsored listings. The companies bids for search terms such as ‘omega 3 tốt nhất’ (best omega 3 product), ‘dầu gan cá tuyết’ (cod liver oil), ‘omega 3 được sử dụng nhiều nhất’ (popular omega 3 product) etcetera, and the search engine ranks advertisements based on certain criteria after which the company’s text advertisements appear when those keywords or key phrases are entered by the user on Google. (Murphy and Kielgast, 2008.) Moreover, in each post in the official website, the marketers of Möller’s Tran also should use the keywords that assist to increase the rank in the pages results.

In addition, online public relation, including all the activities performed by a company to maximize favourable mention of its company, brand or website in a range of third party websites and social networks where the target customers are likely to visit, also should be used in this case (Chaffey et. al. 2009, 522). Some third party websites are suitable for Möller’s Tran in this case, namely: Facebook, Youtube and forums (lamchame and webtretho). Firstly, Möller’s Tran should develop prudently the Fan page Facebook – Möller’s DHA: Ca Nha Vui Khoe. Actually, Fan page Möller’s DHA: Ca Nha Vui Khoe has more than 13 000 fans, but the interaction between the brand and fans is not strong. Since Möller’s Tran

did not use the Facebook ads, so the Fan page reach is low (from 15-50 reaches per post). Recently, there are two posts that have been boosted by Facebook ad reach more than 31 thousand Facebook users, more than 1800 likes and comments – the highest reaches, likes and comments until the moment. At this moment, the visitors coming to Facebook fan-page are from the timeline of their friends and Google. It means the admin of fan-page should promote the connection between the official website (mollerstrannaay.com) and official Youtube channel as well as the Google results or Google ads. Besides, 71 per cent of Möller's Fan page is women, and among them, there are 21 per cent women from 18 to 24 years old, 38 per cent from 25 to 34 years old and 6 per cent from 35 to 44 years old. Most of fans speak Vietnamese, so the post should be in Vietnamese. According to the recent research (Vietguys, 2014), nearly 24 million Vietnamese citizens use Facebook. Among them, there are 9.4 million people from 24 to 44 years old – who are potential customers of Möller's Tran because people under 24 is too young to have children. Furthermore, the interest of posts' audience should be related to health and wellbeing (more than 1 100 thousand people). Ed Stening - Senior Manager of Multichannel Marketing, Zoetis (cited in Eckerle, 2014) said that "a person doesn't actually care a lot of the time. The brand needs to be pertinent to them at the right time. So we really needed to shift that mind-set away from being very brand-focused into very customer-focused." Therefore, the admin of Möller's Tran fan-page should publish posts including 40 per cent social-based content - this would be just funny stuff, 40 per cent category-based information - this information is related to asking questions, or stirring conversation on the group and 20 per cent brand-based content. Additionally, the admin also should focus on user-generated content – collaborative participation: use pictures – which fans post on the wall of fan-page instead of stock or brand photos. Not only do user-generated pictures encourage interaction between the brand and Facebook fans, but it fosters discussion and interaction between fans and customers. (Stening, cited in Eckerle, 2014.)

Another form of online public relation that Möller's Tran Vietnam will use is forum - online communities where “a set of interwoven relationships built upon

shared interests, which satisfies members' needs otherwise unattainable individually, exists" (Mohammed et al. 2002). In a forum many users follow and respond to "threads" which are the current subject of discussion. Two forums that Möller's Tran should use are: lamchame and webtretho because based on the result of interview (Appendix 1), interviewed mothers said that they believe in these forum. These forums have quite strict regulation, so Möller's Tran Vietnam should have a good plan and a responsible marketer who expert on forum seeding – a consumer-to-consumer form of marketing that spread the client's business through word-of-mouth. Pregnant women and mothers, even fathers, who have used Möller's Tran, will discuss their experiences, such as: benefits that they or their children receive, the usage – how their children drink, comparison between two omega 3 brands or among many omega 3 brands; while, others who still confuse with using which brand can inform their query. Then, the marketer's job is answering questions, leading the discussion to the manner that benefit for the company. Sometimes, the marketer also can give problem or ask the expectation of potential consumers.

The final form of online public relation that Möller's Tran Vietnam will use is video on YouTube, called video marketing - a vital marketing communication channel. Most of audience prefers watching videos to reading the complete marketing text because of the easiness of lodging information through videos and laziness or deficiency of time of audience. Möller's Tran has already a business channel on YouTube, namely Möller's Vietnam. The main purpose of this channel is linking the videos to the official website and Facebook as well as group videos available in YouTube. The purpose was also to have sufficient subscribers to raise the brand awareness, increase the traffic of the official website, and generally to achieve our message across. During the marketing campaign aiming to increase the brand awareness of Möller's Tran in Vietnam, its marketers will discuss the ideas and the methods to promote these videos. The first video can be the progress of producing cod liver oil using animation that indicates the origin of Möller's Tran products, the freshness of products, and the long history with 150 years of experiences. In facts, Möller's Tran in general has this kind of video that record the

real process, however, it is difficult to spread in Vietnam. The animation video can be easy to spread with young mothers and children. It can be useful in the future if Möller's Tran Vietnam desires to produce a game to promote other marketing campaign. The next video – also the main video for the marketing campaign increasing brand awareness of Möllers in Vietnam – is about the concept 'women in the modern world'. This video was about a woman life. She still has to work hard during her pregnancy; she has experience the giving birth time; then she still works at her office, does her house chores and take care her daughter. Her daughter grows up and becomes more and more intelligent, beautiful, successful, famous. In the end of this video, Möllers products are appeared and mentioned as the best friend forever of women because its protection for the pregnant period and its support for the nurturing children process. In the context of the huge discrimination between male and female in Vietnam, this video content can attract the attention of audience.

Nevertheless, it is necessary to notice that consumers currently tend to give feedback on social networks. Most of them do not directly reflect their complaints through the hotline of company; while they easily reflect their own points of view on their forums or Facebook to share information. According to Nielsen, 47 per cent of consumers prefer using social networks to doing this over the phone call. It is important that they expect brands feedback on this channel during the day. 71 per cent of consumers who receive appreciate consumer-service of brand through social have trend to recommend its brand to others. (BrandVietnam, 2014.) Therefore, Möller's Tran marketers should notice about forum and social media in order to response the complaints or feedback of consumers.

- Direct marketing

Direct marketing contains all of the use of mail, telephone or other tools to communicate with from specific customers; or mailshots and leaflets inserted in professional magazines (Rowley, 2006, 122). A typical approach in direct marketing (and possibly the one most widely used) is direct mail - flexible in terms of what can be included in the package: DVDs, videos, gifts and samples all add a

further dimension to the communication experience as well as other offers, such as free exhibition tickets, or an invitation to celebration, or an invitation to be one of the first membership etcetera (Rowley, 2006, 140-141). E-mail marketing is regarded as a marketing promotion tool that build and increase brand awareness by informing current and potential customers about new products. Through sending email, the customers can be supported with special offers and provided unique purchasing conditions in order to increase the loyalty. As a consequence, e-mail marketing is considered to be a flexible and powerful form of direct marketing. (Smith and Zook 2011, 383.)

In this case, Möller's Tran in Vietnam is using telemarketing; however, this form of direct marketing is not really effective because some potential consumers feel uncomfortable and annoyed to receive these phones and the cost of telemarketing is higher than other forms. In the future, Möller's Tran should change to use direct mail and newsletter instead of the telemarketing. First of all, the newsletter will be sent to the consumers and others who register to receive in the official website. In order to avoid annoying customers, each newsletter of Möller's Tran have to include the chosen, useful and new information both from domestic and foreign research for pregnant women and parents; news about omega-3 and promotion program of Möller's Tran; and follows the designed form of company, and also links to the official website of the case company. Additionally, to ensure the quality, the newsletter will be sent once per month. Secondly, the direct mail is also applied to care consumers. It means pregnant women can register how long they are in pregnancy, or parents can register how old their children are; and then each month, Möller's Tran will send the useful information about nutrition, learning methods, sports, etcetera. This direct mail campaign does not helpful for parents but also useful for Möller's Tran to track and have data about its potential customers. However, this information in this small direct mail campaign should be provided and verified by National Institute of Nutrition; so, it is necessary to cooperate with doctors and experts in National Institute of Nutrition.

- Sponsorship

Sponsorship includes financial or external support for an event or an individual by an unrelated organization or donor, stated Rowley (2006, 122). The main purpose of sponsorship is generating positive attitudes by associating a brand name with an event, a charitable enterprise or some other community or high profile activities. The case company hopes to benefit through media coverage of sponsored events and initiatives. (Rowley, 2006, 143.)

In facts, the marketing budget of Möller's Tran is not large enough to sponsor for famous TV reality shows or famous events. As a consequence, the sponsorship of Möller's Tran can support only for smaller charities that organized by hospital and the sponsorship will be determined when Möller's Tran have the plan from hospitals.

- Advertisement

According to Rowley (2006, 134), advertising can be defined as any paid form of non-personal promotion transmitted through a mass medium as well as local and regional newspapers, general and special interest trade and professional magazines, and the use of billboards and notice boards offer cost-effective avenues for communicating with niche audiences. A billboard is a large outdoor advertising structure, found in locations with high traffic aimed at passing pedestrians or drivers. Poster is the other common form of billboard advertising, and is located in commercial and industrial areas. (Himanshu, 2007, 255.)

In the case of Möller's Tran, the advertisement is necessary. The advertisement includes the information about the products' benefits, origin and the quality certificates provided by prestige global institutes of health. Especially, the marketing text should mention that Möller's cod liver oil contains omega 3 from fish in natural triglyceride form (DHA + EPA) in contrast to the synthetic ethyl ester form; and the natural triglycerides are absorbed efficiently (98 per cent) by the body. (Axellus, 2010.) According to the interviewees and answerers (Appendix 1 and 3), they often go to hospitals or clinics to check up their health and their children health. Thus, hanging out the poster at hospitals and clinics, such as

National Hospital of Paediatrics, is one of effective marketing tools in order to increase brand awareness of the case company.

- Events

Rowley (2006, 122) argued that events exhibits at major information or other professional and trade exhibitions through stalls at local business events.

In this case, Möllers Vietnam can organize a marketing event on the occasion of International Women's Day (06-08 March 2015). There are some reasons that explain why Möllers Vietnam should organize the 'Happy Women, Happy Mom' campaign on the International Women' Day. The first reason is Vietnamese women is the main customers of Möllers brand. Secondly, through the event on the International Women's Day, Möllers can transmit the main message to Vietnamese women based on the slogan 'Our dream is to make Vietnamese mothers and mothers to be happy – by using the long history brand with fresh and excellent products.' According to the Möllers Vietnam, the word 'happy' does not mean only women can receive the well-proven health advantages of these supplements but also they feel proud of their children because of their intelligence, reaction and immune system. The message of this event is consistent with the marketing campaign message. Thirdly, the time of this occasion is suitable for holding event because 06 – 08 March 2015 is from Friday to Sunday – the weekend period that people often go out for shopping, events. Furthermore, the period from the moment to the International Women's Day is sufficient to prepare for the events, such as: register location, promote the event in other communication tools – YouTube, social media and others as well as prepare activities: demonstrating the video or image cutting from the video, that is posted on the Internet before, that aids to attract the attention of people around; showing sample for trying or tasting et cetera. Besides, there are some games for the participants of event such as small games for pregnant women and their husband, the game can be related to exercises for easier labour and delivery; right manners to pick up and put down babies, et cetera; or small games for women and their children, the game can be related to the intelligence of children, et cetera.

The event would be organized in front of the supermarket, such as BigC; because International Women's Day is an important day that the supermarket often has an offer program to attract many customers. Additionally, at that time, this supermarket can demonstrate the Möllers products that can increase the sale of Möllers. This is followed the call-to-action – that was defined as an image or text that prompts visitors to take action, such as subscribe to a newsletter, view a webinar, request a product demo or purchase products (Hubspot, n.d.).

Furthermore, with the special target segment, because of the special characteristics of this segmentation, event is superior to introduce Möller's Tran products than other types. Based on the result of questionnaire (Appendix 4), the interests of autistic children, such as Music (64.8 per cent of the respondents), Art and Photography (10.8 per cent) and Physical education (16.2 per cent), et cetera. Parents also said that their children are interested in some games: ball, puzzle, swing, painting, games related to water, or games related to letters and numbers and others. This information is necessary to organize games in the entertaining events and design the treating methods in the workshop for autistic children and parents. Additionally, some parents wrote in the questionnaires that they desire to have more and more events for their children and workshops for them. The workshops should be organized with the participation of experts in the autistic field and the workshop should provide the treating methods that can be used at home. The entertaining events should have interactive games for children. These events and workshop should be hold on Saturday and in the autistic centre.

- Viral Marketing

Viral marketing, also called word-of-mouth marketing, is an advertising method that encourages people to pass along a message. The purpose of viral marketing is to generate a buzz about a specific product, and a brand. It contains marketing techniques that use already existing social networks to increase brand awareness and brand image. This technique encourages consumers to pass voluntarily on marketing message. This basic human behaviour is exploited in viral marketing.

In this study, the case company provide a supplement product related to human health, so, the viral marketing is also depending on the combination of other marketing forms. The coverage of brand Möller's Tran in many communication channels also assist to make potential curious about the brand and increase the brand awareness. For example, when the events are organized, it is necessary to promote these events in Facebook, direct marketing and video of events also should be posted on YouTube.

Marketing place

According to the Decree on Food Safety in Vietnam (2012), it is necessary to place functional foods separately from medicines in drugstores. Besides, according to this decree, it is possible to sell functional products in general and Möller's Tran products in particular in supermarkets as well as groceries if their owners have certificates from Vietnam's Administration for Food Safety and Hygiene Department. However, in facts, almost groceries in Vietnam have small scale, so that registering this kind of certificate is waste of money and waste of time for them. Especially, in reality, the administrative procedures in Vietnam are really complicated and waste of time. Therefore, there are few large supermarkets had have this certificate. While in developed countries, as consumers tend to be knowledgeable, supermarkets have proven to be an effective distribution channel for functional foods and people can choose right merchandise for themselves; consumers are less educated in Vietnam. In addition, there are stores that enable customers to conveniently buy different brands and types of functional foods simultaneously. In these stores, employees are trained to provide appropriate guidance to buyers. Otherwise, in Hanoi, Vietnam, at the moment there is a chain store brand called Lohha specialised in functional foods. Hence, functional foods are not widely available for purchases through supermarkets and specialised stores. Nevertheless, these remain as a potential option for future use.

Moreover, in Vietnam, there is another remarkable distribution channel for functional foods, called multi-level marketing. Recently, it has received much

attention and became a controversial issue. Although, it distributes functional products in a very fast pace and gains new customers quickly; multi-level marketing has been falling into the disrepute caused by other businesses, after the case of Ponzi Pyramid businesses, which have caused many frauds, often associate themselves with multi-level marketing. Consequently, multi-level marketing and its products have become victims of customers' discriminations.

Lastly, the online retailers are rather new in Vietnam since consumers, especially; older clients are not familiar with this type. They still prefer to have physical contact. However, this channel is gradually gaining popularity among young adults because they are increasingly busy to go to the drug stores. Therefore, as the specialised stores, the online retailers are also potential channel for functional products.

Otherwise, in the overall, choosing a distribution channel should be prudently done depending on the types of functional product. Möller's Tran has already a wide network of drugstores in many cities and provinces: Hanoi, Ho Chi Minh, Nghe An, Hai Phong and others with discount for drugstore is five per cent. At present, to reach more potential consumers, Möller's Tran should think about cooperating with some large retailers or supermarkets, such as: BigC, Co.op mart, et cetera in order to sell products there.

4.2.3. Implementation and Controls

This marketing campaign increasing brand awareness includes many communication tools. However, the main communications tools of this campaign are: video marketing, social media, direct marketing and events (Figure 13), while other tools work as the sub-tools that assist to keep interaction with loyal customers and receive feedback as well as response to them.

Stage 1: Preparing

- Making the videos
- While still working on Facebook, forum, Google marketing, direct marketing, advertisement, etc.

Stage 2: Attracting attention

- Publishing videos
- Promoting video on Facebook, YouTube, etc.
- Still working on forum, Google marketing, direct marketing, etc.

Stage 3: Preparing for events

- Sending direct mail to loyal customers
- Creating events on Facebook and promoting it

Stage 4: Organizing events

- Discussing with the place's owner
- Preparing equipments, sample, etc.
- Recording the events and interviews with participants on videos

Stage 5: After events:

- Posting and promoting event's videos
- Writing PR news on websites
- Marketing to the special target - autistic children by creating workshop.

Figure 13 The marketing campaign process of Möllers Vietnam

Based on the opinion of Mrs. Hoang – the Director of Möllers Vietnam (Appendix 3), Möller's products are good for the treatment of autistic people; however, if the products are linked strongly with the treatment of autistic people, it can facilely lead to misunderstanding that Möller's products are for autistic treatment. Additionally, parents of autistic children also do not desire to spread information about their children situation. Consequently, the marketing campaign to increase brand awareness is applied generally. After this marketing campaign, the workshop for autistic people and their parents or relatives should be opened in areas having many autistic centres. At those workshops, nutritional experts can be invited to discuss the nutrition for autistic people, benefits of omega 3, and exercises for

them. Moreover, the advertising can be promoted through the hospitals channels and doctors and experts advices. Furthermore, Möllers Vietnam should create a reliable forum for autistic parents or relatives who take care of autistic people.

4.3. Evaluating marketing campaign

There are some criteria to evaluate this marketing campaign. Firstly, the most important criterion is the achievement of marketing goal – increasing brand awareness of Möller’s Tran in the Vietnamese customers’ mind. The problem for this evaluating criterion is how to know brand awareness increases or not. According to the drugstore owner (Appendix 2), he said that: “Most of owners order supplements from brand based on the customers’ need. With me, when one customer asked about Möller’s Tran products, I found out some information about this brand, and then there is another one who come to my store and asked about these products again. I called to your office, and asked for my wish to sell your products in my store.” As a result, the brand awareness can be realised through the amount of orders from drugstores.

Secondly, to insure the credibility of brand in customers’ mind, the brand image of Möllers in Vietnam through this marketing campaign is necessary to be good. Furthermore, the brand mission of Möllers - ‘Healthy living made easier!’- is also need to be expanded and this result leads to the strong position of Möllers in the Vietnamese market.

Thirdly, this marketing campaign creates a new direction for the further marketing campaign. For instance, the main message of this marketing campaign is the freshness, excellent quality and long history, so, the next marketing campaign can retain this kind of main message. Another example is in the event, the mascot of Möllers brand in Vietnam is the cod, then the next marketing campaign, such as new game app, will be based on this mascot. In addition to two example above, the development of video marketing can be a direction for the next marketing campaign. As a general knowledge, the cod-liver oil products of Möller’s Tran are the supplement products for all of ages, it is necessary and possible to open the new

target market – young people - cause, Möller's Tran products provides not only omega-3 but also vitamin A, D and E – that are good for the development of teenagers. Hence, the video concept can be developed that, the daughter grows up and becomes more beautiful, more intelligent. She has an intelligent brain to have national prize for one subject, such as Mathematics while she still enjoys extracurricular activities: voluntary work, dancing group, et cetera. Notwithstanding, she loves her family and demonstrates her love by cooking diner for her parents, teaching her younger brother. She can do it because of receiving support from Möller's Tran. In the end of video, she and her younger brothers drink Möller's Tutti together. After that, the video concept can be developed more with the third video. When the mother and her husband get old, she needs to add omega 3 for superior vision and avoiding osteoporosis, et cetera, the daughter buy Möller's Tran products for her parents. By publishing these three videos, it can be seen easily that Möller's products are good supplement for each member of the family and it is a good friend of each Vietnamese household.

Last but not least, the final criterion to evaluate this marketing campaign is the marketing cost. It is important to implement the marketing campaign on time and on budget. The marketing campaign running on time can create a buzz in the market and is more effective than the other organizing wrong time. The marketing cost should be less than the amount of money in the marketing budget to ensure the financial balance of company. Especially, in this case, the marketing budget is limited (Appendix 3).

5. CONCLUSION

5.1. Results

This main objective of this study is to creating marketing campaign to increase brand awareness of Möller's Tran in Vietnam. The quantitative and qualitative researches were conducted in this study in order to collect in-depth information.

The first sub-question of this study is about the brand identity and situation of Möller's Tran in Vietnam and this question was answered. In Vietnam, fish oils and omega 3 products are flooding in the market. These products are made from different sea animals in different countries. The price range of omega 3 products in Vietnam is wide (from 1 125 VND per day to 15 666 VND per day). Consequently, Möllers has entered lately into the Vietnamese market; this brand is not realized popularly. After comparing to other competitors' products, Möllers Vietnam has some brand identities, including: name, logo, and packaging.

The second sub-question is about the target market of Möller's Tran products and the target audience of the marketing campaign. There are four main target market groups of Möller's products at present, namely: pregnant women, infants, children and autistic people. Otherwise, most of Vietnamese pregnant women are from 20 to 35 years old; and three groups of infants, children and autistic people cannot have ability to make decision or purchase supplement products as fish oils. Accordingly, the target customers – target audience of this marketing campaign is people, especially women, from 20 to 45 years old.

The third sub-question is about potential communication tools that suitable for Möllers. As it is said in the Marketing Promotion part, the potential communication tools for Möllers' marketing campaign are online marketing, including search engine optimisation and Facebook, video marketing, direct mail, advertisement, sponsorship, events, and viral marketing through forum.

The fourth sub-question is about the difference marketing campaign that needs to be implemented for the autistic children, which is a special target market of

Möller's Tran. Since, the autistic people is special target market of Möllers Vietnam, few communication tools should be conducted in order to not equate the benefits of Möller's products to autistic group to three other groups. These communication tools can be the special forum for the autistic people as well as their relatives; workshops that have the attendance of experts in this field; and advertisement in the hospitals.

Based on the answers of sub-questions, the marketing campaign to increase brand awareness of Möller's Tran in Vietnam was planned. This marketing plan is also the answer for the main question of this study. First of all, because of the late entrance, Möllers Vietnam should position itself as the luxury brand in order to ensure the quality as well as impress customers by the main message 'freshness', 'excellent quality', and 'long history'. In addition to the positioning, this marketing campaign is also a combination of four Ps of marketing mix. The first one is marketing product. Although the product should be standardised, few features should be modified, for example the language of usage. The second factor of four Ps is marketing price. The price strategy of Möller's products in Vietnam is high price. Through the high price strategy, Möllers Vietnam can strengthen its luxury brand in the market. Thirdly, the marketing promotion is also an important factor of marketing mix. The promotion use communications tools to promote products aiming to increase brand awareness. In this case, the communication tools are Facebook, forum, Google marketing, direct marketing, advertisement, video marketing, events and viral marketing. Finally, the marketing place is another crucial factor of four Ps. The distribution channels of Möller's Tran in Vietnam should be expanded. The products should not be sold in only drugstores but also in supermarkets in order to reach enormous number of potential customers in different areas and provinces.

5.2. Recommendation for further marketing campaign

As a result of the limitation of the study mentioned in Chapter 1, there are several marketing ideas cannot be addressed. Particularly, even though the marketing

campaign to increase brand awareness was planned in this study, there are some further marketing ideas that needed to be in order to take advantage of my research results.

Firstly, after marketing to parents, Möllers Vietnam should think about marketing to the group of children. Based on the increasing mothers' awareness about Möller's Tran products – the result from this marketing campaign, the case company should advertise directly to the target consumers instead of target customers; for example, a chain of events for children – that aims to create an entertainment place for children. Based on the result of interview (Appendix 1), some parents said that they desire their children enjoy outside activities; the event should be organized monthly with a different theme. Furthermore, during the chain of events, Möllers Vietnam can give a special offer – the discount of product or sample - for participants when the event is modest or winners of games when the event is larger. Additionally, Möller's Tran can cooperate with other brands, such as: yogurt brand – which also needs to increase its brand awareness because Möller's Tran products can be used when mixing with yogurt; Kuddle brand – the new form of social media because it is also from Norway and etc. However, it should be noticed that the interviewees (Appendix 1) hope the event for their children will be organized on the weekend morning. This campaign can maintain the loyalty of customers based on the pricing strategy – discount program and create the brand awareness and brand identity for children who actually drink the brand's products.

Secondly, another marketing idea for Möllers Vietnam is about the health app that was mentioned in Chapter 4. The health app can be based on the website or the app on mobile devices, including mobile phone and tablet with two different popular operating systems, namely: iOS and Androids. The users of health app provide information about the status of their foetus, or infants, or children, then, the health app will track this status with the standard conditions about the development including weight, height; reaction with sound, colours, light, etc.; intelligence; the strength of bone; the eating and sleeping habits; hygiene and so forth. As a

consequence of tracking, health apps will demonstrate the comparison between a current status of foetus, or infants, or children and the standard status. After that, there are some advices about the necessary nutrient foods and drinks, exercises and supplements for them through the health app.

Thirdly, Möller's Trans has launched many products in many forms with different taste that are suitable for different group of consumers; while, currently, Möllers Vietnam has provided already three products, namely Möller's Tutti, Möller's Lemon and Möller's Dobbel. Therefore, the further research should investigate about the new products of Möller's Tran that can be consumed widely in Vietnam. As a consequence, the marketing plan to promote these new products should be planned.

Lastly, it is a general knowledge that the cod-liver oil products of Möller's Tran are the supplement products for all of ages; thus, it is necessary and possible to open the new target market – young people. Consequently, Möller's Tran products can become a good supplement for each member of the family and it is a good friend of each Vietnamese household.

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APPENDICES

Appendix 1

INTERVIEWING QUESTIONS FOR PARENTS

Short introduction in the research

Could you introduce about yourself? How long are you pregnant for?/ How old is your child?

Strategic questions

1. Do you use any omega-3 products for you and your child? Why or why not? Which brand do you use now?
2. Do you have any criteria to choose omega-3 products? Why do you think these criteria are important?
3. Which type of information do you believe most? Why?
4. Do you intend to use omega-3 products for you or your child permanent or in long term? Why or why not?
5. How much can you spend on omega-3 products?
6. Where do you often buy supplements? Do you think that supplemented products should be sold in the supermarket? Is it more convenient for you?
7. Do you want to attend in the workshop about nutrition and well-being for you and your child with experts? Why or why not? Do you have any expectations for workshop? Can you list some main expectation?

Finish

Do you have anything need to add or remark?

Appendix 2

INTERVIEW QUESTIONS FOR DRUGSTORE OWNER

Short introduction in the research

Could you introduce about yourself? How long have you opened your drugstore?

Where is your drugstore located?

Strategic questions

1. Which types of medicines that your drugstore sells? Is there any supplement products? How many types of supplement products are they? How many brands of omega-3 and fish oil that you sell in your drugstore? What brand of fish oil/omega-3 is the best seller in your drugstore?
2. Is it necessary that you and other salesmen have to introduce medicine or health products to customers? When do you need to introduce?
3. When customers come to your drugstore, do they notice to the banner of health products? Do you have any rules or requests to health-product brands show their banners here?
4. How do you know about our brand – Möller's Tran?
5. Do you have any expectation for brands in general and our brand in particular?

Finish

Do you have anything need to add or remark?

Appendix 3

INTERVIEW QUESTIONS FOR MÖLLERS VIETNAM EMPLOYERS (Some important data is needed to keep secretly)

Short introduction in the research

Could you introduce about yourself? How long have you worked here?

Strategic questions

1. Why have you decided to open Möller's Trans in Vietnam?
2. Could you please tell me that how much money is on the marketing budget?
3. Could you please tell me the revenue and the growth rates of the company?
4. Do you have any ideas or marketing strategies that you want to use?
5. After working with drugstore parties, what do you think about our products? For example: competitive advantages, disadvantages, can it be sold well in the Vietnamese market...
6. What do you think about drugstore owners? Do they have hard requests?

Finish

Do you have anything need to add or remark?

Appendix 4

QUESTIONNAIRES FOR PARENTS

In order to help us have necessary information to improve the level of health care service for autistic children in the Centre, can you please read carefully and answer some questions below? All of information that you provide will be kept secretly and will be used for organizational goals to treat the autisms.

I. GENERAL INFORMATION

1. The autistic child was diagnosed at the hospital:

.....

Which sources do you think are providing the best reliable information?

- Doctors and nutrition experts Forum for taking care autistic children
- Television, radio... Internet
- Workshop

2. Last year, how often does your child go to the doctor?

- 0 1 2 3 4 or more

3. How do you evaluate the necessity of information from doctors and experts?

- Very necessary Depends on advices Not necessary

4. Does your child use any supplemented products?

- Yes No

If yes, which brand does your child use?

Brand name	Grades for the quality of products
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Möllers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Vuong Nao Khang	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Citicoline	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Phosphatidylserine	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Others:	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

II. PRODUCT'S INFORMATION

5. Where do you know about the product?

- Newspapers and social media Autistic centre
 Nutrition experts and doctors Family members and friends
 Others:.....

6. Where do you buy the product?

- Drugstores Supermarket
 Hospital Online
 Others:.....

7. How do you evaluate the price of products that your child is using?

- Cheap Suitable Expensive

8. Do you see any improvement when your child is using the products?

- Good Slow Nothing

9. Which fields is your child improving?

- Communicate and language ability Behaviour and integration ability

- Receptive and retention ability Coordination ability and movement
 Emotional expression ability Others:.....

10. Which subjects is your child interested in?

- Music Art
 Physical education Others:.....

11. Which type of entertainment is your child interested in?

.....

12. If there is a workshop or entertained day that provides necessary information to treat for child, are you ready to bring your child to go?

- Always ready Not sure No

13. Do you have any suggestion for this event?

.....

III. INFORMATION ABOUT CHILDREN AND PARENTS

Parent's name:..... Profession:.....

Email:.....

Child's name:..... Year of birth:.....