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Analyzing the process of brand building for resort real estates of Vinpearl Da Nang

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Abstract

In the period of the downturn of the economy due to Covid-19 pandemic, the branding of the tourism and real estate market in Da Nang is still ongoing due to it is one of the markets with an important position and role in Vietnam. The current economic situation has a direct relationship with the financial and monetary markets, the construction market, the building materials market, the labor market. These markets will make an important contribution to the process of promoting socio-economic development in Vietnam and

abroad towards sustainable development of industrialization and modernization of the country. Currently, many resort real estate projects are actively investing to speed up the construction, completion and pre-opening activities to welcome visitors in the near future; especially the use of distribution system, global communication network in promoting and attracting international visitors back to Vietnam.

Keywords: Construction Process, Real Estate, Brand, Real Estate, Da Nang

1. Introduction

Commenting on the products that will attract customers in the coming time, experts say that the resort real estate market has begun to appear many large-scale tourism complexes with diverse functions, instead of small projects. High-quality tourism megacities that attract a large number of investors are a new direction that is restructuring of the resort real estate segment. In the resort real estate segment, the good position, financial potential and reputation of the investor are important factors that determine the value of the product in the future. In addition, for resort real estate products, the location will determine the ability to attract tourists and bring profits to the product. Projects located in destinations with potential to attract tourists will always be the ideal choice. At the same time, the location also affects the investor's own living, resort and enjoyment experience. Especially in the past, the complicated development of the epidemic, which halted many sales activities, and the escalation in the price of construction materials, had a direct impact on the capital source of the investors. In the context of the difficult market, many projects are delayed in handing over, causing the supply to decrease. The projects that meet the schedule are noticed by many investors such as Vinpearland Luxury Da Nang. That's why we chose the topic: "Analysis of the process of building resort real estate brand of Vinpearl Luxury Da Nang". This study is aimed at:

- Understand the theories of analyzing the branding process
- Difficulties in the process of applying brand building
- Applying research theories to Vinpearl businesses
- Proposing a number of solutions to effectively apply the analysis of the branding process to the operation of Vinpearl Luxury Da Nang to help this business constantly improve to meet the increasing demand for efficiency and increase competitiveness as well as profits for enterprises.

1.1 Object and scope of the study

Object: Vinpearl Luxury Da Nang business

Research scope:

- Scope of space: Vinpearl Luxury Danang Enterprise.
- Scope of content: Analysis of the branding process.

1.2 Research methods

- Analytical method: Contents related to analyzing the brand building process, difficulties in applying the branding process at Vinpearl Luxury Da Nang.

- Synthetical method: synthesize, give evaluations and propose solutions.

2. Theoretical basis

2.1 Trademark

2.1.1 Brand concept

There are many different ways to define a brand (or trademark). To make it easier for us to imagine, we define it as follows: trade is an exchange, mark is a sign of recognition. So, Trademarks are commercial signs that help distinguish one business from another, distinguish one product from another. Brand consists of one or more elements. It can be images, sounds, colors, languages, writings, shapes, structures. Each organizational unit has its own identification marks and they are guaranteed not to cause confusion with other products. There are elements associated with the brand including: Psychology and experience.

- Brand has an extremely important role, especially with business units. It not only affirms the quality of products and services that the unit provides. Brand helps to increase sales, increase the value of products. The brand is also a ticket to guarantee the products and services that the company provides.
- It is because the brand has such meaning and importance. Therefore, organizations and businesses make every effort to implement brand communication campaigns. A series of brand communication strategies are promoted, turning the advertising and marketing market into a lucrative bait.

2.1.2 The role of the brand

- The role of brands for businesses

Brands have very important roles for businesses. Brands help businesses fulfill their identity purposes to simplify product handling or product traceability. In terms of operations, it helps businesses take inventory, calculate and make other records. Trademarks allow businesses to legally protect a product's unique features or characteristics, brands can commit to a standard or quality level of a product and fulfill the wishes of customers. Loyalty to the customer's understanding allows business to forecast and control the market. Moreover, it creates barriers for other companies to enter the market. Even in cases where manufacturing processes and product designs are copied, the impression in the customer's mind over time is not easily copied.

- The role of brands with consumers

Trademarks identify the source of a product or manufacturer, helping customers to identify a specific manufacturer or distributor responsible for a product traded in the marketplace. When consuming a product, thanks to the experience in the use process combined with the marketing programs of that product over years, customers know and maintain the use of the brand. They know which brands satisfy their needs and which do not. As a result, branding becomes a tool to quickly and simplify the customer's purchasing decision. This allows customers to reduce the cost of time and effort searching for products. Some brands are associated with people or a certain type of person to reflect different values or different personality traits. Therefore, the brand can be seen as a symbolic tool for customers to affirm their self-worth.

2.2 Brand communication

2.2.1 Brand communication concept

Brand communication is the process of carrying out introduction and promotion activities aimed at the recognizable signs of a business's brand, products, services or goods. Brand communication to create trust changes around the customer behavior in the direction of benefiting the business. Brand communication is a small part of marketing. Accordingly, we have several groups of brands, including personal brands and organizational and commodity brands. All industries in the field of communication are applying brand communication strategy. Especially, PR (Public Relations) is combined with the service experience of the brand, and the psychology of the audience.

2.2.2 The role of brand communication

It is understandable that everyone wants to build a brand, whether it is an organization or an individual. For organizations, communication and advertising campaigns are associated with the brand. The ultimate purpose of brand communication is to create trust and change the buying behavior of customers. However, to achieve the target of sales of brand communication, there are smaller roles in which are as follows:

Role 1: Build trust

Role 2: Changing attitudes and behaviors

Role 3: Enhance brand value

Role 4: Become familiar and indispensable

Role 5: Stimulate demand for products

3. The status of building real estate brand at Vinpearl Da Nang

3.1 About Vinpearl

3.1.1 History of establishment and development of Vinpearl

Vinpearl Luxury Da Nang is invested, built and managed by Vingroup - the leading real estate group in Vietnam. The resort officially went into operation in July 2011. The resort has an Indochine architecture with bold Asian style but also carries the breath of unspoiled nature. With a beautiful location, convenient for tourist traffic, when coming to Vinpearl Luxury Da Nang, besides enjoying a relaxing space to the end, visitors can also easily visit UNESCO-recognized world cultural heritage sites such as My Son Sanctuary, Hoi An Ancient Town and Hue Ancient Capital. Vinpearl Luxury Da Nang is a tourist product with the highest standard in Vietnam. It is now one of the most favorite resorts in the summer of 2021. With modern architecture, luxurious design, and full amenities, Vinpearl Luxury Da Nang is considered a paradise for those who love resort tourism.

3.1.2 Vinpearl's field of activity

Vinpearl Luxury Danang Resort includes 328 hotel rooms and villas. Each room is designed in a modern style and has a diverse ecological campus.

- Hotel rooms:
- Deluxe sea view room, 02 single beds with an area of 45m², for 02 adults and 02 children.
- Executive Suite, double bed with an area of 107m², for 02 adults and 02 children.
- Deluxe sea view room, double bed with an area of

- 54m², for 02 adults and 02 children.
- Deluxe room, 02 single beds with an area of 54m², for 02 adults and 02 children.
- Deluxe room, double bed with an area of 54m², for 02 adults and 02 children.
- Panoramic panoramic room, double bed with an area of 69m², for 02 adults and 02 children.
- Villa
- Villa with 3 bedrooms, 575m² wide sea view, for 06 adults and 06 children.
- Villa with 4 bedrooms, 628m² wide sea view, for 08 adults and 08 children.
- System of 5 beautiful swimming pools
- Akoya Spa 5star standard
- On-site luxury restaurant
- Gourmet Restaurant: serving from famous international dishes to special Central specialties.
- Oriental Restaurant: Is the intersection of Eastern and Western cuisines
- Near the attractive amusement parks of Hoi An Ancient Town, VinWonders South Hoi An, River Safari South Hoi An, Han River Bridge, Indochina Riverside Mall.
- Many useful and re-energizing activities such as gym, swimming, tennis, volleyball on the beach with a spacious space that is both delicate and natural.

3.2 Current status of brand communication of Vinpearl

3.2.1 Define brand vision

With pioneering aspirations and investment strategy for sustainable development, Vingroup strives to become the leading multi-industry economic group in Vietnam and the region, towards an international-class corporation. Vingroup wishes to create a Vietnamese brand, showing the intellectual stature and pride of Vietnam in the international arena.

3.2.2 Brand positioning

As a chain of superior 5-star hotels and resorts, offering upscale vacations with luxurious, quiet and private space. The entire service system to best meet individual experiences such as a separate reception; premium A-la-cart menu. The famous spa Akoya is managed by the Mandara Spa brand. Customers will be met from the smallest needs according to the highest international standard service system, with the desire to bring both diverse and specialized experiences according to the trend of tourism, culture, people, ethnicity and age groups of tourists from different countries around the world.

3.2.3 Define brand identity system

Company's logo

About the symbol: Take the image of a bird flying high with many meanings. The bird's wingspan expresses the desire to fly high to new skies, bringing the brand to the world. The image of a bird in flight also has the meaning of movement and constant development following the trend of the new era. The bird's wings in the logo are stylized like the letter V, helping viewers think of the Vietnamese initials, expressing national pride. In addition, the letter V also means Victory.

About the brand name: Designed with a bold, sturdy uppercase font, showing the enduring solidity of the brand. About colors: In the Vinpearl logo is a combination of yellow and blue tones. The yellow color in the bird's wing

symbol represents luxury and class, which is also what the company is aiming for. The text in the logo designed in blue shows the trust, commitment, and quality assurance of the brand. Combining these two contrasting colors together creates a unique feature, and at the same time makes the logo more prominent.

Slogan

Vietnam's tourist paradise.

Vinpearl Luxury Da Nang is one of the most favorite resorts in the summer of 2021. With modern architecture, luxurious design and full facilities, Vinpearl Luxury Da Nang is considered a paradise for those who love travel and resort.

Uniform resource locator

The uniform of the receptionist, the traditional ao dai model combined with the characteristic bird wing symbol, is the uniform of the female receptionist. While the uniform for men is somewhat simpler with a white shirt, combined with a long-sleeved vest and black casual pants. No matter what industry you work in, as long as you are in contact with customers, you need a beautiful uniform. Perhaps that's why the uniforms of service staff at Vinpearl are very impressive and polite. In which, men wear long-sleeved shirts combined with black casual vests and leather shoes, women wear long-sleeved white shirts combined with vests, black skirts and high heels. In addition to the service staff uniform, at Vinpearl, there is also a kitchen uniform model with a neat design, ensuring both the necessary elegance and comfort and convenience. Kitchen uniforms often come with a polite chef's apron and hat. Designs and materials used to sew uniforms for employees depend on different working departments. However, the Vinpearl uniform t-shirt is specially designed for advertising campaigns or used to participate in fun and entertainment activities.

3.2.4 Current brand communication activities of Vinpearl

▪ Brand promotion

Vinpearl is one of the resort and tourism brands under construction investment and managed by Vingroup - the leading real estate group in Vietnam. As one of the most prominent development areas for entertainment and resorts. Taking advantage of the image of Vingroup's cooperating companies to promote themselves is a form of good public relations, which is building customer relationships based on trust and hope from customers. This is a good way of communicating Vinpearl about its brand.

▪ Loyal customers

For customers coming to Vinpearl, there is always a staff member who will promote the form of membership registration with the business because this is a way to retain, to remind guests of the existence of business. Then Vinpearl has a Golden Circle for regular customers staying at Vinpearl.

▪ Newspapers

It is a form not only used by Vinpearl to promote its brand, but also by almost all businesses. Because this is a good transmission method that can lead public opinion as well as potential customers to your resort.

▪ Advertising on taxis

Advertising on taxis is a fairly popular way of promotion before when the internet was not popular in the Vietnamese market, this is a way to impress customers when

participating in traffic on the road when traveling on the road, when stopping before the red light. However, Vinpearl still uses this form to promote its resort. This is still effective propaganda, but sometimes it is slow to communicate information about events to potential customers and the cost to protect the type.

▪ **TV advertisement**

Advertising on television is one of the ways that Vinpearl uses to promote its brand to potential customers. However, this form of advertising still occupies a very high position because through the media, it depends on different time frames. The golden hours (19h - 21h) usually account for very high fees, most of which will be used by consumer goods.

3.3 Evaluate the effectiveness of Vinpearl's brand communication activities

3.3.1 Advantage

▪ Brand communication strategy on emotional attraction

The hotel chain of Vinpearl Da Nang has relied on advertising campaigns for promotions and most of their campaigns are closely linked to nature making customers see an escape from loneliness and closeness. with luxury. Therefore, Vinpearl Da Nang is often chosen as the venue for major domestic and international cultural events.

▪ Positive brand image:

With donations as well as other charitable activities, Vinpearl seems to be a business group that considers contributing to the development of society and the community as an important and indispensable tradition. In 2018, Vinpearl made a large donation to the following charity activities:

- Giving Tet gifts to the poor;
- Relief for flood compatriots in the homeland of Vietnam;
- Funding for the poor in Khanh Hoa province;
- Serving the Vietnamese Heroic Mother.
- This public relations activity helps vinpearl Danang build a beautiful and useful brand image for the great community. Get an impression when mentioning the Vinpearl brand

▪ Loyalty Program

Regular guests staying at Vinpearl Hotels & Resorts have a frequent flyer program called Golden Circle to accumulate loyalty points for frequent customers during each visit. These points will then be renewed to take advantage of a number of benefits such as room ratings, free stays, or personalized luxury meals. These programs create a certain loyal customer base for Vinpearl Da Nang to ensure revenue.

▪ Advertising on taxis

Although Vinpearl's advertising budget is quite large, it is distributed on many different media channels. Especially in the peak summer tourist season, Vinpearl advertising campaigns "cover" continuously. Taxis have a flexible route on the street, changing every day at different ends of the vehicle. Therefore, the level of brand spread is almost unlimited. In particular, taxis often stop to pick up and drop off passengers at hotel lobby, restaurants, shopping malls, train stations, piers, airports, and tourist attractions. These are all areas where the potential customer group of Vinpearl is highly concentrated.

▪ TV advertisement

Providing information on a large scale, sending information about the resort to many audiences with sounds and images about the resort to the maximum. Advertising costs per capita are low, attracting the focus of potential customers and beautiful images make the brand more impressive.

▪ Vinpearl with the environmental campaign on social responsibility

From July 2019, Vinpearl officially implemented the Go Green project, with the goal of eliminating plastic products at business establishments, and putting into use products from environmentally friendly materials such as paper straws, grass, cloth bags. The Vinpearl-branded inner-city beach resorts and hotels continue to replace all old plastic items with similar functional products using environmentally friendly materials such as bagasse, bamboo, wood, and cloth. and self-destructing materials from October 2019. Thereby, we can see the social responsibility that Vinpearl Danang as well as the whole country has done very well. Impress customers about activities for the community that are always positive and protect the lives of customers in particular and the whole society in general.

3.3.2 Disadvantage

▪ Low-performing marketing strategies

Although Vinpearl has achieved a high reputation in public, its digital marketing strategies often lag behind those of the competition. Unfortunately, Vinpearl's Youtube channel only has approximately 4,000 subscribers, the average view of videos is just under 50,000 views. Their Facebook fan page has not reached 1 million likes and even has few followers, not to mention the fan pages on other sites like Twitter, Instagram, etc. In this growing digitally driven community, overexploitation of social platforms may jeopardize the image of the company.

▪ Environmental issues

Vinpearl Hotels & Resorts has caused some controversy about environmental protection recently. Most recently, the hotel has been targeted with accusations of deforestation for coastal protection. Interference with the natural landscape can cause irreversible damage to hardy species, plants as well as humans. That is one of the disadvantages that Vinpearl Da Nang should overcome as much as possible.

▪ TV advertisement

Low selectivity and no segmentation to target customers, short advertising period and high total cost of advertising, and high production costs and interference by a number of other factors.

3.3.3 Reason

The reason why the strategy of promoting communication channels has not been successful is because there is not much investment in advertising on social media channels and on TV channels. Due to the subjectivity of market coverage across all regions of the country, it is not mainly in the media industry. Bad images of the environment make customers have a bad view of the business, causing loss of image in the hearts of customers. Partly because the cost on TV channels is too high but the duration is short, making

viewers unable to watch most of Vinpearl's services.

4. Solution and conclusion

4.1 Raise awareness of employees about the role of brand communication

- Human resources are the core force of an enterprise. Training, fostering and developing human resources is a decisive condition for businesses to survive and develop in the current market economy. Improve the stability and dynamism of employees in the enterprise.
- Through the training process, employees not only master the theory but also acquire professional skills.
- Employees absorb, get acquainted with and can competently use new technologies in production, business and management. That creates conditions for enterprises to apply many technical advances in their production process.
- Human resource development helps employees to be confident, gives them a sense of peace of mind to work, to stick with the business, to give their best to serve the business. own development.

4.2 Increase investment in brand communication of Vinpearl

Vinpearl announces its strategy to expand international markets and cooperate in aviation. Vinpearl Joint Stock Company (Vinpearl) has just announced a strategy to expand the international market to many countries and regions; comprehensive cooperation with domestic airlines and provide high-class travel packages. Vinpearl directly promotes tourism products and develops business abroad to diversify the tourist market and expand the brand's influence internationally. Under this plan, Vinpearl will open representative offices in strategic markets to promote tourism products and develop direct business. The first deployment markets of Vinpearl include: Russia, Australia, Japan, Korea and China. Potential regions such as Europe, the US, Canada and Southeast Asian countries are also on the roadmap to diversify the tourist market and expand the brand's influence. Vinpearl's initiative in diversifying services and products, expanding the world tourism market share, strengthening cooperation links to attract international and domestic tourists will not only increase the competitiveness of businesses but also pioneer to meet the increasing demands of the market. schools, providing a perfect package service and contributing to the recovery for strong development of Vietnam's tourism industry.

4.3 Building and developing human resources for brand communication

Carefully screen the input labor source to ensure that the employees are really capable, enthusiastic and creative, dedicated to the job and have a long-term commitment to bring customers the best experiences.

Organizing staff training sessions on specialized skills in customer care and reception as well as advising on information about utility service packages to many potential customers. Implement reasonable remuneration, welfare and reward policies to create favorable conditions for employees' long-term attachment to the company.

Besides, let's create a dynamic, positive and friendly working environment; help employees find work-life

balance. Search and use celebrities as brand ambassadors.

4.4 Apply the achievements of technology to the company's brand communication

Advertise through social networking sites (Facebook, Instagram, zalo, tiktok...) pages about travel and tourism. Thereby bringing a number of benefits such as: low cost, high level of response to customer requirements. Information on the Internet should be regularly updated and provided as much as possible upon request.

Run ads on Vinpearl tourism images on large LED screens in crowded areas passing by.

Combine with airline ticketing websites to build attractive tour programs.

Build a website to introduce the project so that customers can know information about the resort.

4.5 Some other solutions

Vinpearl has achieved a high reputation in public, but in terms of its technical marketing strategy, it is still far behind its competitors, Vinpearl's Youtube channel and Facebook Fanpage have very few subscribers and followers. Therefore, it is necessary to improve this marketing strategy, because today, in this increasingly digital community, if you do not improve in terms of marketing strategy, you will not keep up with the trend. and era. Therefore, it is necessary to focus on promoting the company's Youtube channel widely, the Facebook fanpage needs to reach more users and invest more on Instagram, Twitter.

It is necessary to overcome problems related to the environment: Protecting the natural landscape as well as forest protection, coastal protection, animal protection as well as protecting our own people.

Television advertising with high selectivity, the segment targeted by customers, advertising time and total cost for advertising need to be adjusted accordingly, review production costs and not Other factors interfere to avoid reducing the effectiveness of ads.

5. Conclusions

Not only Vinpearl Danang villas, but all resort projects of Vingroup under the Vinpearl brand name are now managed and developed by Vinpearl - the brand representing Vingroup in the field of tourism and entertainment. Vinpearl brand has been known for many years in the field of tourism and resort. Through the process of formation and development, up to now, Vinpearl has been perfecting the management mechanism with better service quality for tourists, worthy of being a valuable brand. Best in Vietnam voted by Brand Finance in 2015. With the synchronous and professional operation of the Vinpearl hotel system, after 6 years of operation, Vinpearl Da Nang Resort & Villas was honored as "Vietnam's leading beach resort in 2017", the prestigious award. prestige and prestige of the World Travel Award (WTA) - the award is likened to the Oscar in the tourism industry. Vinpearl Danang Resort & Villas in particular and Vinpearl in general are increasingly asserting their prestige and position and becoming one of the most favorite destinations of Vietnamese and international tourists as well as being honored to be chosen. is a service point for guests coming to Vietnam to attend international conferences.

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