Int. j. adv. multidisc. res. stud. 2025; 5(4):1584-1591

Received: 02-07-2025
Accepted: 12-08-2025

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

Brand Positioning Strategies of Global Entertainment Service Corporations in Vietnam Market

Nguyen Duy Trinh
Industrial University of Ho Chi Minh City, Vietnam

Corresponding Author: **Nguyen Duy Trinh**

Abstract
In recent years, the Vietnamese entertainment service industry has become increasingly potential because the Vietnamese economy has grown steadily, per capita income has increased, leading to an increasing demand for entertainment. Vietnam is also gradually emerging in the world with a tropical climate that creates diversity in the ecosystem, rich nature, many types of fruit, rustic beauty, majestic nature attracting a large number of international tourists, potential for high-end tourism development. Attracting many international investors, leading to fierce competition in the high-end service segment. Global entertainment service corporations need an effective positioning strategy to develop in Vietnam. The article is of high urgency due to the development potential of the entertainment service industry, the important role of brand positioning and the actual needs of corporations. This study provides useful information for stakeholders, contributing to promoting the sustainable development of the Vietnamese entertainment service industry.

Keywords: Strategy, Brand Positioning, Entertainment Services, Corporation, Vietnam

1. Summary and Introduction

1.1 Summary

In a world filled with entertainment products, it is not easy for a company to stand out and attract the attention of the public. Brand positioning not only helps the company create a distinct mark but also shapes the way the audience recognizes and expects their products. 1989s Entertainment and DIEN QUAN Media & Entertainment are two typical entertainment companies that we can mention.

❖ **1989s Entertainment**

Positioning based on Creativity and Uniqueness:

- **Creative Arts:** 1989s Entertainment can focus on producing and developing unique, creative content that not only appeals to domestic audiences but also has the potential to reach international markets.
- **Unique in Approach:** The unique approach to project selection and artist development may be one of the highlights that helps 1989s Entertainment differentiate itself.

❖ **DIEN QUAN Media & Entertainment**

Positioning through Product Diversification:

- **Wide Range of Entertainment Content:** DIEN QUAN can focus on providing a wide range of entertainment products from reality TV, sitcoms, to children's shows, to cater to a wide audience.
- **Quality and Diversity:** Position the brand by standing out with production quality and diversity in content, meeting the needs of different audience groups.

General Strategy

- **Focus on Target Audience:** Both companies can position their brands by understanding and focusing on their target audience. In-depth analysis of audience behavior and interests helps them create relevant and engaging content.
- **Using Social Media and Technology:** Adopting new technology and using social media to engage with audiences is also an important part of a brand positioning strategy, helping to increase online presence and build a strong fan community.

1.2 Introduction

The entertainment industry, a diverse and colorful field, has experienced many ups and downs and has constantly evolved to reflect and respond to changes in society and technology. In today's world, where information and entertainment can be accessed anytime, anywhere at the touch of a button, building a strong brand that can connect with audiences has become more important than ever. Brand positioning not only helps entertainment companies differentiate themselves, but also builds trust and loyalty with audiences - two key factors for survival and growth in a fiercely competitive environment.

❖ **1989s Entertainment and DIEN QUAN Entertainment: Two Successful Models**

In that context, 1989s Entertainment and DIEN QUAN Media & Entertainment have emerged as two successful models of effectively applying brand positioning strategies. Each company, through unique positioning strategies and appropriate to the tastes of the target audience, has established a solid foothold in the entertainment market.

❖ **1989s Entertainment: Endless Creativity**

Founded with a clear vision of providing audiences with unique and innovative entertainment experiences, 1989s Entertainment has quickly established itself through the creation of high-quality entertainment products, from movies, music to cultural events. Creativity in art and storytelling, combined with the application of the latest technology in production, has helped 1989s Entertainment create a special mark in the hearts of audiences.

❖ **DIEN QUAN Media & Entertainment: Diversifying Products and Expanding Audience**

In contrast to the 1989s' intensive approach, DIEN QUAN Entertainment chose a different path by diversifying its entertainment products. From reality TV shows, TV series, to children's programs, DIEN QUAN not only aims to serve a certain audience segment but also expands to a large and diverse audience, thereby strengthening its brand position in the market.

1989s Entertainment, with its motto of focusing on creativity and originality, has affirmed itself through its constantly innovative artistic projects. Meanwhile, DIEN QUAN Entertainment has chosen a different path, diversifying its products to serve a wider audience, from reality TV to children's programs, each project demonstrating a deep understanding of the needs and desires of the audience. Through analyzing the brand positioning strategies of these two companies, we not only see the diversity in their market approaches but also learn how they build a strong and sustainable brand.

By exploring and comparing the brand positioning strategies of 1989s Entertainment and DIEN QUAN Entertainment, this presentation aims to not only actualize the theories of brand positioning but also provide a practical look at how leading companies in the Vietnamese entertainment industry apply these strategies to capture and maintain their position in the market.

2. Theoretical Basis

❖ **Analysis of the Vietnamese entertainment market context**

- Vietnam's entertainment industry is booming with high growth rates, attracting many domestic and foreign investors.
- People's entertainment needs are increasingly diverse, from music, movies, games, to sports activities, travel, etc.
- The market is fiercely competitive with the presence of many large entertainment corporations.

❖ **Competitor Analysis**

1989s Entertainment:

- Compete directly with entertainment companies like SpaceSpeakers, M-TP Entertainment, GMM Grammy, etc.

Dien Quan Media & Entertainment:

- Compete with entertainment conglomerates such as CJ Group, Lotte Group, FPT Corporation, etc.

❖ **Brand positioning**

1989s Entertainment:

- Specializing in multimedia entertainment: music, movies, game shows, ...
- Advantages: unique, creative content, suitable for young people's tastes.
- Target customer group: targeting Gen Z and Millennials who love modern music, street culture and new trends.

Dien Quan Media & Entertainment:

- Providing global entertainment: international cooperation, multilingual.
- Advantages: international experience, extensive network, strong financial potential.
- Target customer group: Aimed at a mass audience of diverse ages, with entertainment products that reflect Vietnamese tradition and culture.

❖ **Compare building brand positioning strategies:**

Criteria	1989s Entertainment	Dien Quan Media & Entertainment
Field	Multimedia entertainment	Global Entertainment
Positioning	"Young, dynamic, trend-leading entertainment company".	"A prestigious entertainment group, bringing quality products imbued with Vietnamese identity".
Strategy	Focus on modern music products, high quality MVs, combined with famous influencers and streamers. Build a brand image that is close and accessible to young people.	Focus on traditional music products, movies, game shows, etc. that suit the tastes of mass audiences. Building a professional, classy brand image associated with Vietnamese cultural values.

❖ **Strategic Implementation Plan**

- Build an effective, multi-channel marketing strategy to reach the right target customers.
- Strengthen cooperation with domestic and foreign partners to develop products and expand markets.
- Improve product quality, service and customer experience.

❖ **Theoretical basis of positioning strategy**

1989s entertainment:

- Leading the trend**:** Possessing strong financial resources, investing in advanced technology, collaborating with international artists, producing content following the latest trends.

- International class: High quality products, meeting international standards, participating in international film festivals and music awards.

Dien Quan media & entertainment:

- Connecting Vietnamese identity**:** Content is close and suitable to Vietnamese culture, promoting traditional values.
- Diverse entertainment**:** Providing many different types of entertainment, meeting the diverse needs of Vietnamese audiences.

❖ **Evaluate strategic effectiveness**

- Track KPIs like views, listens, engagements, revenue, etc.
- Adjust strategy to suit market and customer needs.

❖ **Conclude**

- Both corporations have positioning strategies suitable for the Vietnamese market.
- 1989s Entertainment targets the domestic market, while Dien Quan Media & Entertainment targets the international market.
- Competition and cooperation are two important factors for growth in the entertainment industry.
- Success will depend on strategy execution, product quality and audience acceptance.

Some notes:

- Entertainment needs are always changing, requiring updating trends and innovating strategies.
- Need to build strong brand, create trust with customers.
- Leverage technology to reach customers effectively.

A. DIEN QUAN entertainment

DIEN QUAN Media & Entertainment is considered one of the fastest growing media and entertainment companies in Vietnam.

The programs and content we produce cover all areas from news, socio-economics, technology, culture, entertainment, documentaries, reports, cuisine to movies and TV series. We are currently producing and providing a wide range of rich and diverse content genres for major domestic and international stations, television channels, and media.

Possessing a closed model from a creative and talented production team along with the most advanced equipment system, we are confident that we can provide the best, fastest, and most effective services and solutions to meet all needs related to communication and entertainment of businesses, partners, and the public.

Dien Quan is a force in the Vietnamese entertainment industry and Mr. Buu Dien is a "fiery" businessman. The foundation for Dien Quan and Mr. Buu Dien's position is popular shows such as Comedy Challenge, Voice of the Voice, Tiny Talent...

The past few months have been a whirlwind for Vietnamese showbiz. From charity, to the money of Phi Nhung – Ho Van Cuong and recently, two “bosses” of the game show industry were “exposed”. Specifically, Color Man and Khuong Dua were called out by a female CEO on livestream. This person said that they also had some irregularities in their charity work.

Many people are quite curious about this man. So, who is Color Man and how rich and powerful is he?

From talented journalist to powerful media tycoon

After many years working at the television station, Color Man has built a great reputation and has many relationships with a wide media network.

Thanks to that, after separating to establish Dien Quan Media & Entertainment company, he had many advantages and support to dominate the market.

Single-handedly, Color Man turned Dien Quan from a small private company into a large media corporation with thousands of employees and large investment capital.

Currently, Dien Quan is one of the three largest media companies in the Vietnamese market, owning a series of popular and best-selling programs such as Comedy Challenge, Dream Forever, Voice of the Voice, Undefeated Voice.

The programs produced by Dien Quan all attract huge views and have great influence on the public, with the participation of most of the top artists such as My Tam, Dam Vinh Hung, Hoai Linh, Tran Thanh, Truong Giang.

Some people even think that Dien Quan is "monopolizing" Vietnamese television because its coverage frequency is very large and wide.

Currently, many people estimate that the annual profit of Dien Quan company can reach hundreds of billions of dong.

As the head of Dien Quan, Color Man is always respected by the staff and has absolute power. In the behind-the-scenes clips, it can be seen that wherever Color Man goes, the staff are respectful and polite.

Not only that, Color Man also has a close relationship with many top celebrities in showbiz and is loved by them. He can freely enter and exit the artists' makeup rooms backstage and chat intimately and naturally with them.

At his own events such as coffee shop openings, fan meetings or launching his own shows, Color Man always invites a series of A-list stars such as Tran Thanh, Truong Giang, Ngo Kien Huy to attend. Only someone with great influence can do that.

The versatile artist with a huge Youtube channel and a popularity no less than an A-list star

Not only good at management and business, Color Man also has many talents related to art such as acting, singing, dubbing, and MCing. He sings quite well, acts well, and is a flexible MC.

Color Man has participated in dubbing the movie Rescue Tiny, acted in the movie Bo Gia Bolero, invested in the movie Bao Gio Het E and many other movies.

In addition to managing the company, Color Man also spends a lot of time developing his own Youtube channel. Up to now, his Youtube channel has achieved the Gold button with more than 1 million followers, on par with many famous people. He shared:

> "More than a year ago, I started Color Man. At first, I made this channel for fun. I really enjoy entertaining, making friends happy, and collecting delicious restaurants, fun, and strange places.
>
> So I took the opportunity to simply record it for my friends to watch. When I had created the channel for 2 and a half months, I had 100,000 subscribers. The growth rate was surprisingly fast.
>
> I filmed a very simple clip, shot with my phone, one shot only, no editing at all and just uploaded it.
>
> Sometimes I appear in the frame thanks to the waiter or the person sitting at the next table filming for me.
>
> Up to this point, the clip has been edited and cut a bit, but originally it was completely raw."

According to Color Man, he only made Youtube to satisfy

his passion: "When I made this channel, everything was unprepared and I didn't have any great ambitions.
I also don't think about making money because with the current scale of Dien Quan, the burden of making a living is very large, doing YouTube is just for fun, to help me miss journalism less."
But with the mindset of a sophisticated media person, Color Man quickly turned his Youtube channel into a brand, with a large number and diverse content of more than 2000 clips. Of which, there are about 500 clips about cuisine, the rest are about careers, talk shows, home cooking...
This shows the great creativity and ingenuity of Color Man, he said:

> "I am grateful for my 20 years of working in the news industry, which has given me a keen sense of current events and the ability to spot good stories and details. The way I look at things is also different. I can work on many fields, from cuisine, career, culture, charity, talk shows, going backstage to meet celebrities... I never run out of ideas for content."

Color Man did not disclose his income from Youtube, but he also said: "If you are very famous, your channel is in the top 10, it can be up to 400 - 500 million VND/month. If you do very well, you can earn from tens of millions to 100 million VND.
I work 14 hours a day, 3 of which are for YouTube. The problem for me is not income, but having a million people waiting for me every day."
It was this Youtube channel that brought Color Man great fame, helping him gain many more fans. Color Man even held a fan meeting with more than 2000 subscribers.
Color Man is recognized wherever he goes. In one clip, he pretends to be a Grab and wears a mask, but people still see him and wave to him. Or, during a backstage visit to Comedy Challenge, contestants surrounded him, took pictures, and asked him questions.
Thus, it can be seen that Color Man is a rare character who, although not an artist active on stage in showbiz, is still famous and has a large fan community.
Rich and spendthrift, Color Man doesn't talk about his assets, but through the clips, it can be seen that he is quite a rich tycoon. During a New Year's greeting, Color Man gave his wife 100 thousand dollars, making her moved to tears.
He also took his employees to eat pho for nearly 1 million VND a bowl at the Landmark skyscraper.
Color Man is quite generous and willing to spend. He once accepted a loss of more than 1.5 billion VND just to let his employees go home early to cheer on the Vietnamese team.
Although rich, Color Man is still quite friendly and sociable. One of his fans once said: "I like Color Man's honesty and sincerity. He is very funny and has many things worth learning from me."
Not content with being 'satisfied' with the power in the entertainment industry, in the past 2 years, the Color Man tycoon has also started to venture into the food and restaurant business. However, before this strategy of the owner of Dien Quan could stabilize, the Covid-19 storm hit.
Color Kitchen restaurant opened at the end of 2020, but has had to close frequently due to the continuous outbreaks since the beginning of 2021.
Recently, he often livestreams to sell food and drinks on this brand's fanpage. This online store, in addition to selling essential foods from other suppliers, also sells Ong Mau brand products.
In a post earlier this year on Facebook, Color Man said, 'Last year I tried not to cut salaries or lay off any employees, but this year I don't know what will happen. I'm worried about whether I can keep that up this year. But instead of being sad and confused, I have to stay calm and think of ways to survive and develop.

❖ **Brand positioning concept:**

Brand positioning is understood as the process of designing a business's products, services and image to occupy a distinct position in the minds of target customers.

❖ **Necessity of positioning:**

Positioning helps a brand demonstrate a competitive advantage and build a value proposition for its target customers.

❖ **Positioning process:**

Includes competitor analysis, target customer analysis, and determining appropriate positioning.

❖ **Application to Dien Quan Group:**

Dien Quan Group can apply this theoretical basis to determine how the brand positions itself, understand competitors' positioning, and build brand highlights.
This is just a general example, and the specific theoretical basis will depend on the specific goals and strategies of Dien Quan Group in positioning its brand.

B. 1989s entertainment

❖ **Brand positioning:**

Brand positioning is the process of redefining the brand's position in the minds of customers and comparing it with competitors.

❖ **Development strategy:**

1989s Entertainment, founded by musician Tien Cookie, specializes in training, developing and managing artists; producing music, images, videos and entertainment content1.

❖ **Change brand identity:**

The company has made changes to its logo to reflect stronger and more robust values, while affirming its new position and mission in the entertainment market.

❖ **Agency Theory:**

This theory was introduced by Jensen and Meckling in 1976, and it deals with the relationship between owners and managers, as well as the associated agency costs.

❖ **Eclectic Theory:**

The OLI model, developed by Dunning, discusses three important factors when a company engages in foreign direct investment (FDI): ownership, location, and internal usage advantages.
These theories can be applied to analyze and evaluate the business strategy and brand positioning of the 1989s company, as well as to better understand how artists are managed and developed in the entertainment industry.
After more than 5 years of operation, recently, 1989s Ent suddenly announced a new company logo through a music project called Tram Cam Xuc. This is the first step in the company's development roadmap to affirm its position, thereby committing to a new mission and goal with the entertainment market.
Brand positioning is the activity of redefining the brand's position in the minds of customers and relative to competitors in the market. Usually, these are names in the fields of telecommunications, technology, fashion, finance,

FMCG,...

Due to the nature of the entertainment industry, many companies are often identified through their products or artists. Therefore, the fact that 1989s Ent changed its identity and affirmed its brand shows a very strategic move, when not many entertainment companies have such a meticulous and methodical way of doing things.

Regarding the reason for changing the logo, CEO Tien Cookie said: "Realizing that the delicate lines in the old logo did not fully represent the company's values nor connect with the audience, 1989s Ent spent nearly a year coming up with ideas and perfecting the new logo with stronger and more powerful lines. All of this is to unify the system of values that the company pursues, which is to create quality, emotional, creative music and spread it to every corner."

Inspired by the city's illuminated windows from above, the new 1989s Ent logo depicts people immersing themselves in music behind each window. 1989s Ent calls it an emotional station. The main colors of black and orange from the old logo remain the same, as it still fits the values the team wants to aim for: emotion, creativity and pioneering innovation.

Cao Hoang Long, Co-Creative Director/ Art director of the project Tram Cam Xuc, revealed that the source of inspiration is not far away but the everyday things around each person. The houses with flashing lights in Saigon apartments, the roofs with water tanks, air vents,...

Sharing with Advertising Vietnam, CEO Tien Cookie commented that the music market is developing very quickly as the operating model is gradually changing, from the "1 manager - 1 artist" cooperation model to professional artist management and training companies.

"Confident in the quality of our products and services, we realized that this was a good time to affirm our pioneering position in the field of artist management, development and content production."

Accordingly, 1989s Ent considers itself a "station" for people to stop and rest, recharge their energy and recharge their emotions. The audience will be comforted by music as a sedative and emotional connection, and the artists will also have the opportunity to perform to spread their love and passion.

With the above orientations, 1989s Ent promises to create inspirational models, quality entertainment content and high emotional experience value, contributing to supporting people's spiritual life. At the same time, realizing the vision of building 1989s Entertainment into a leading entertainment experience ecosystem, representing Vietnamese lifestyle culture.

2020 is an unforgettable year for the entertainment industry. The entire music market is almost "frozen" due to the impact of the epidemic, artists are hesitant to release products, and audiences do not have much new music to listen to. People not only have to overcome countless difficulties and hardships from the epidemic but also have to face negative emotions that surround their souls. For that reason, 1989s Ent has sparked the idea of implementing the music project Tram Cam Xuc to soothe people's spirits.

The project name Emotional Station is an interesting wordplay between the two words "station" and "touch". With the catchy music of the trailer released on April 25, 7 artists under the company: traitimtrongvang, DuongK, Tien Cookie, Phuc Du, Emily, BigDaddy and Bich Phuong appeared in a room with different symbolic colors, expressing the unique and diverse musical personality of 1989s Ent. Looking at this series of names, surely each emotional station will bring the audience a different musical nuance and touch the emotions of each guest who stops by.

This is an unprecedented project in the history of VPop with a large investment in all aspects: 7 solo artists, each performing a song and releasing a separate Music Video with 7 different musical colors and 7 different emotional states. In addition, the entire music of the Album is also performed by the music production team of 1989s Ent.

Tram Cam Xuc is the first "shot" of 1989s Ent on the journey of making entertainment more professional, but still no less creative and in tune with the soul of the audience, representing Vietnamese culture. Let's look forward to the music products of the 07 warriors from 1989s in the near future!

3. Current situation and issues of brand positioning strategy of entertainment companies

3.1 Current situation and problems of Dien Quan entertainment company

Dien Quan Entertainment Company, founded by Mr. Do Van Buu Dien, is one of the largest and most influential entertainment companies in Vietnam. The company owns many famous artists, produces many popular TV shows and has a Youtube channel system with a large number of subscribers.

However, the product brand positioning strategy of Dien Quan company is currently facing some problems:

❖ **Lack of consistency:**

Dien Quan Company's products are quite diverse, from music, movies, game shows to media products. However, the brand positioning strategy for these products is still inconsistent. For example, Dien Quan's Youtube channel has a variety of content, from music videos to humorous vlogs, lacking focus on a specific field.

❖ **Lack of differentiation:**

Dien Quan Company's products mainly focus on entertainment, lacking in differentiation compared to other entertainment companies in the market. For example, Dien Quan Company's music videos often have simple content, lacking creativity and innovation.

❖ **Lack of connection with customers:**

Dien Quan's products are mainly aimed at a young audience. However, the company has not really connected with this target audience. For example, Dien Quan has not had many activities to interact with fans on social networks.

To solve the above problems, Dien Quan company needs:

- Build a consistent brand positioning strategy: Clearly define the company's core values, mission and vision. From there, build a brand positioning strategy for each product that is consistent with the company's core values.
- Differentiate your product: Find a way to differentiate your product from competing products on the market.
- Connect with customers: Increase customer interaction on social networks, organize offline events to connect with fans.

In addition, Dien Quan Company also needs to: Invest in creativity, search and develop creative ideas for products. Improve product quality, improve the quality of music, movies, game shows and other media products. Expand the market to other countries in the region and the world. With efforts to improve product brand positioning strategy, Dien

Quan Company can continue to maintain its position as one of the leading entertainment companies in Vietnam.

3.2 The reality and problems of entertainment company 1989s Entertainment

About 1989s Entertainment: 1989s Entertainment is an entertainment company founded in 2020, operating in the fields of music production, event organization and artist management. The company owns a number of talented and potential young artists, and has successfully organized a number of major music events.

❖ **Analysis of the current status of 1989s Entertainment's product brand positioning strategy:**

- **Strengths:**

+ Talented young artists: 1989s owns a group of young artists with great potential and a large fan base, creating a competitive advantage in the vibrant entertainment market. The groups P1X3L, Sofia, Ricky Star, etc. are typical examples.
+ Event organization experience: The company has successfully organized a number of large music events, attracting large audiences and receiving positive feedback.
+ Dynamic and creative: 1989s always updates new entertainment trends, demonstrated through the application of technology in marketing activities, creating unique content, and effectively approaching customers.
+ Extensive partner network: Partnerships with sponsors, media agencies, and other entertainment companies help 1989s expand its market and improve operational efficiency.

- **Weaknesses:**

+ Young brand: Compared to the "big guys" in the entertainment industry, 1989s is still young in terms of experience and brand recognition.
+ Unclear positioning strategy: The lack of a specific positioning strategy makes it difficult for 1989s to create a distinct brand image and attract target customers.
+ Music products are not groundbreaking: The company's current music products, although highly appreciated for their quality, have not created a distinct mark and strong influence.
+ Limited financial resources: The ability to invest in marketing activities, music production, and artist training is limited compared to major competitors.

- **Opportunities:**

+ High demand for entertainment: Vietnamese people's demand for entertainment is increasing, especially for diverse and creative music products.
+ Growing entertainment market: Vietnam's entertainment industry is growing rapidly, opening up many potentials.
+ Digital technology platform: Internet and social networks help 1989s reach target customers more easily, promote the brand more effectively, and develop its own communication channels.
+ International cooperation: The need for international cooperation in the entertainment industry is increasing, creating opportunities for 1989s to expand its market and increase its influence.

- **Threats:**

+ Fierce competition: Vietnam's entertainment industry is highly competitive with many large, reputable companies that have established a solid position in the market.
+ Changing trends: Customer needs and tastes change constantly, requiring 1989s to constantly update and innovate to keep up with trends.
+ Copyright infringement: The issue of copyright infringement in the entertainment industry is a major challenge, affecting the interests of 1989s and the artists.
+ Impact of the epidemic: The COVID-19 epidemic has negatively affected the entertainment industry, making event organization and music production difficult.

❖ **Overall rating:**

1989s Entertainment is a potential entertainment company with a team of talented young artists. However, the company is still young and does not have a clear brand positioning strategy. Therefore, the company needs to focus on building an effective brand positioning strategy to affirm its position in the market.

❖ **Some proposed solutions:**

- Clearly identify target customers, research and analyze competitors, build unique and different brand messages.
- Increase brand promotion on appropriate media channels. Improve the quality of music products. Invest in artist training and development.

Building an effective brand positioning strategy is an important factor that helps 1989s Entertainment affirm its position in the Vietnamese entertainment market. With a team of young, talented and dynamic artists, 1989s Entertainment has full potential to become a successful entertainment company in the future.

4. Solution and Conclusion

4.1 Solution

a. 1989s Entertainment (1989s Ent)

Changing the logo, CEO Tien Cookie said: “Realizing that the delicate lines in the old logo did not fully represent the company's values nor did it connect with the audience, 1989s Ent spent nearly a year coming up with ideas and perfecting the new logo with stronger and more powerful lines. All of this is to unify the value system that the company pursues, which is to create quality, emotional, creative music and spread it to every corner.” Inspired by the lighted windows in the city from a bird's eye view, the new logo of 1989s Ent shows the image of people immersing themselves in music behind each window. 1989s Ent calls it an emotional station. The main colors of black and orange of the old logo are still kept, because they still match the values that the team wants to aim for: emotion, creativity and pioneering innovation. In addition, 1989s also changed its office. The feeling of the entire staff at this time is new, exciting and inspired in work. Never before have we felt so clearly our responsibility to the company, customers and audience.

In addition, 1989s Entertainment should focus on its strengths, enhance its strengths in producing high-quality music, targeting popular music genres while still maintaining its own identity. Build brand image, create a professional, modern brand image, associated with talented young artists. Diversify communication channels, reach target customers through many different communication channels, especially social networks and online platforms.

b. Dien Quan Media & Entertainment:

❖ **Identify target audience**

Dien Quan Media & Entertainment needs to clearly identify who its target customers are. For example: What age group, what gender, what interests, how much income, etc. Clearly identifying the target customers will help Dien Quan Media & Entertainment build a more appropriate and effective

positioning strategy.

❖ **Competitor analysis:**

Dien Quan Media & Entertainment needs to research and analyze its competitors in the media and entertainment industry. Analyze the strengths, weaknesses, opportunities and threats of its competitors to find a point of difference for its brand.

❖ **Identify core values and competitive advantages:**

Dien Quan Media & Entertainment needs to identify its core values and competitive advantages compared to its competitors. For example: Unique content creation capabilities, professional staff, extensive partner network, etc.

❖ **Choose the right positioning strategy:**

- There are many different brand positioning strategies, Dien Quan Media & Entertainment needs to choose the strategy that is right for itself.
- Some popular strategies include:
  - Value-based positioning (e.g. competitive pricing, high-quality products)
  - Benefit-based positioning (e.g. delivering customer satisfaction, joy)
  - Emotional positioning (e.g. creating a sense of luxury, class)

❖ **Building brand message and communication strategy:**

After determining the positioning strategy, Dien Quan Media & Entertainment needs to build a suitable brand message. The brand message needs to clearly express the core values and competitive advantages of the brand. Dien Quan Media & Entertainment also needs to build an effective communication strategy to convey the brand message to target customers.

In addition, Dien Quan Media & Entertainment also has the following specific solutions:

- **Focus on content:** Dien Quan Media & Entertainment needs to focus on producing high-quality, unique content that is relevant to the tastes of its target customers.
- **Leverage social media:** Dien Quan Media & Entertainment needs to leverage social media to promote its brand and connect with customers.
- **Collaborate with influencers:** Dien Quan Media & Entertainment can collaborate with influencers to increase brand awareness and attract potential customers.
- **Participate in events:** Dien Quan Media & Entertainment can participate in events in the media and entertainment industry to exchange, learn and promote the brand.

By applying the right solutions, Dien Quan Media & Entertainment can build an effective brand positioning strategy, helping to improve competitive position and attract target customers.

4.2 Conclude

To overcome the difficulties in product brand positioning strategy, entertainment service corporations in Vietnam need to focus on diversifying products, improving product quality, building a unified brand image, increasing customer access, and building effective and continuously innovative marketing strategies. Applying solutions suitable for each company will help them position their brands effectively and attract potential customers.

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