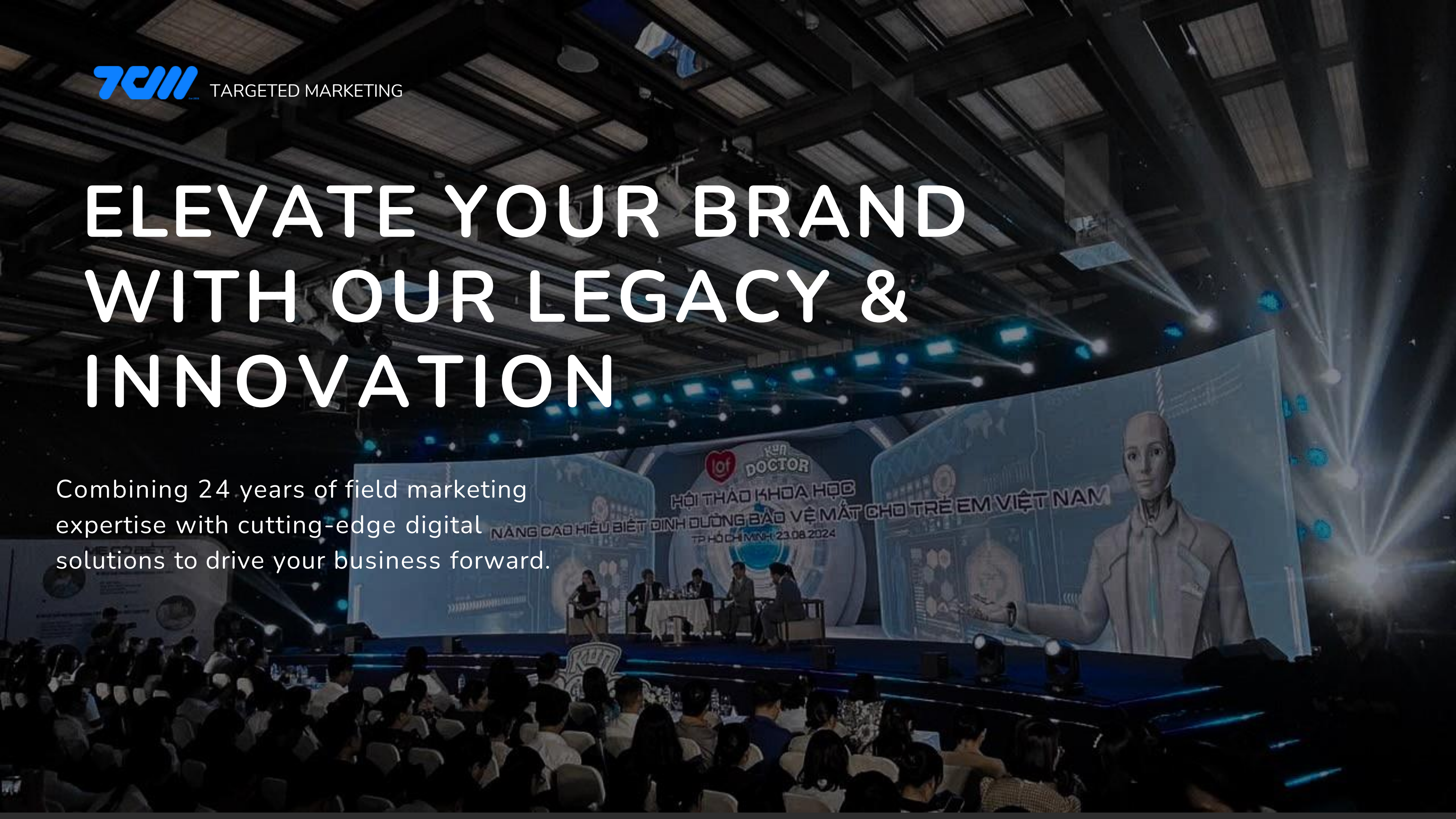


ELEVATE YOUR BRAND WITH OUR LEGACY & INNOVATION

Combining 24 years of field marketing expertise with cutting-edge digital solutions to drive your business forward.





About Us Our
Services Our
Clients
Projects
Meet our team
Stay in touch

ABOUT US



With over two decades of field marketing excellence, TCM has established itself as a trusted partner for some of the world's leading brands. Our deep understanding of the retail landscape, coupled with our commitment to innovation, sets us apart.

We are dedicated to leveraging technology and strategic partnerships to deliver exceptional marketing solutions that drive tangible results for our clients.



OUR JOURNEY

2000 ESTABLISHMENT

Secured the first Merchandising Audit annual contract with Unilever Vietnam

2006 50 BEST EMPLOYERS AWARD

Listed in the 50 Best Employers - research conducted by Navigos – ACNielson – ThanhNien Newspaper

2007 TOP BTL AGENCY

Ranked as Top BTL Agency of Vietnam by Brand community in Vietnam - research conducted by FTA Vietnam

2014 VIETNAM HR AWARDS

Selected by Talentnet Corporation and SHRI (Singapore Human Resources Institute)

2023 DIGITAL TRANSFORMATION

Applied ERP for internal operation. Established our first ISO-certified operation system.

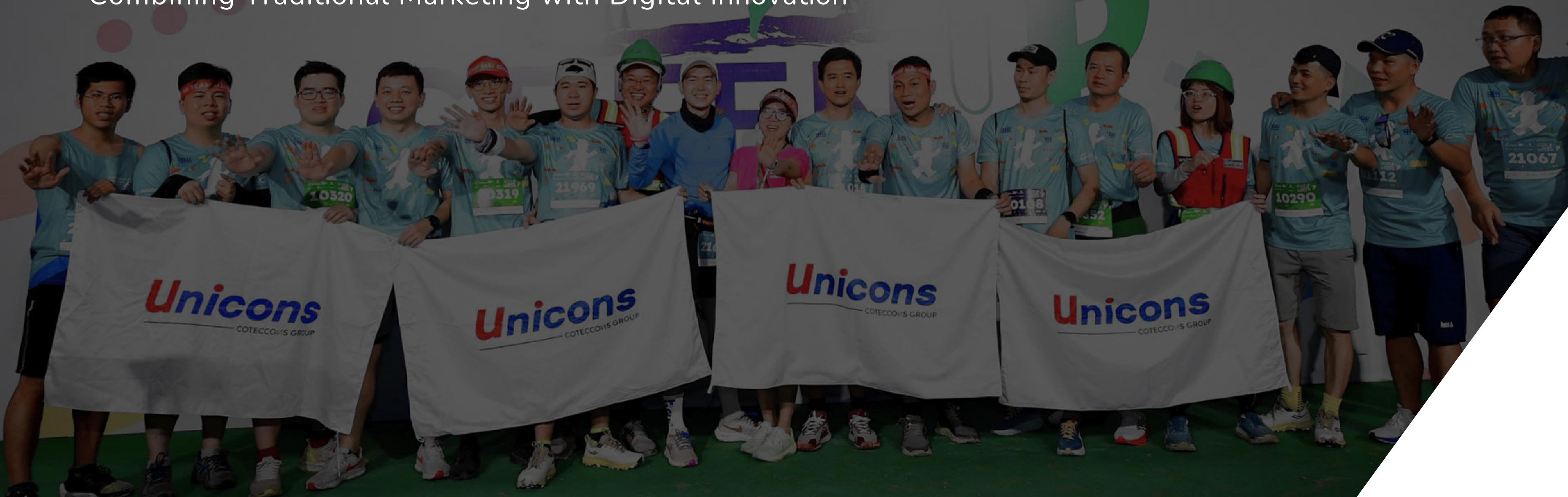
2024 LAUNCH CRMA PLATFORM

Extended Omni Channel Marketing services to clients with CRMA platform



OUR SERVICES

Combining Traditional Marketing with Digital Innovation





We provide two kinds of services:

Field Marketing Services and **Digital Marketing services**

FIELD MARKETING SERVICES

BRAND ACTIVATION

Engage consumers with interactive and memorable brand experiences.

EVENT MANAGEMENT

Seamlessly organize events that leave a lasting impression.

RETAIL MERCHANDISING

Optimize product placement and displays to enhance visibility and sales.

DESIGN & DECORATION

We bring your vision to life with meticulous attention to detail and creative flair.

WHY TCM?

01. NATIONWIDE MARKETING MADE EASY

Say goodbye to the complexities of nationwide field marketing execution. With our established network and standardized procedures certified by ISO, we ensure consistency and quality in every campaign.

02. COST-EFFECTIVE PRODUCTION

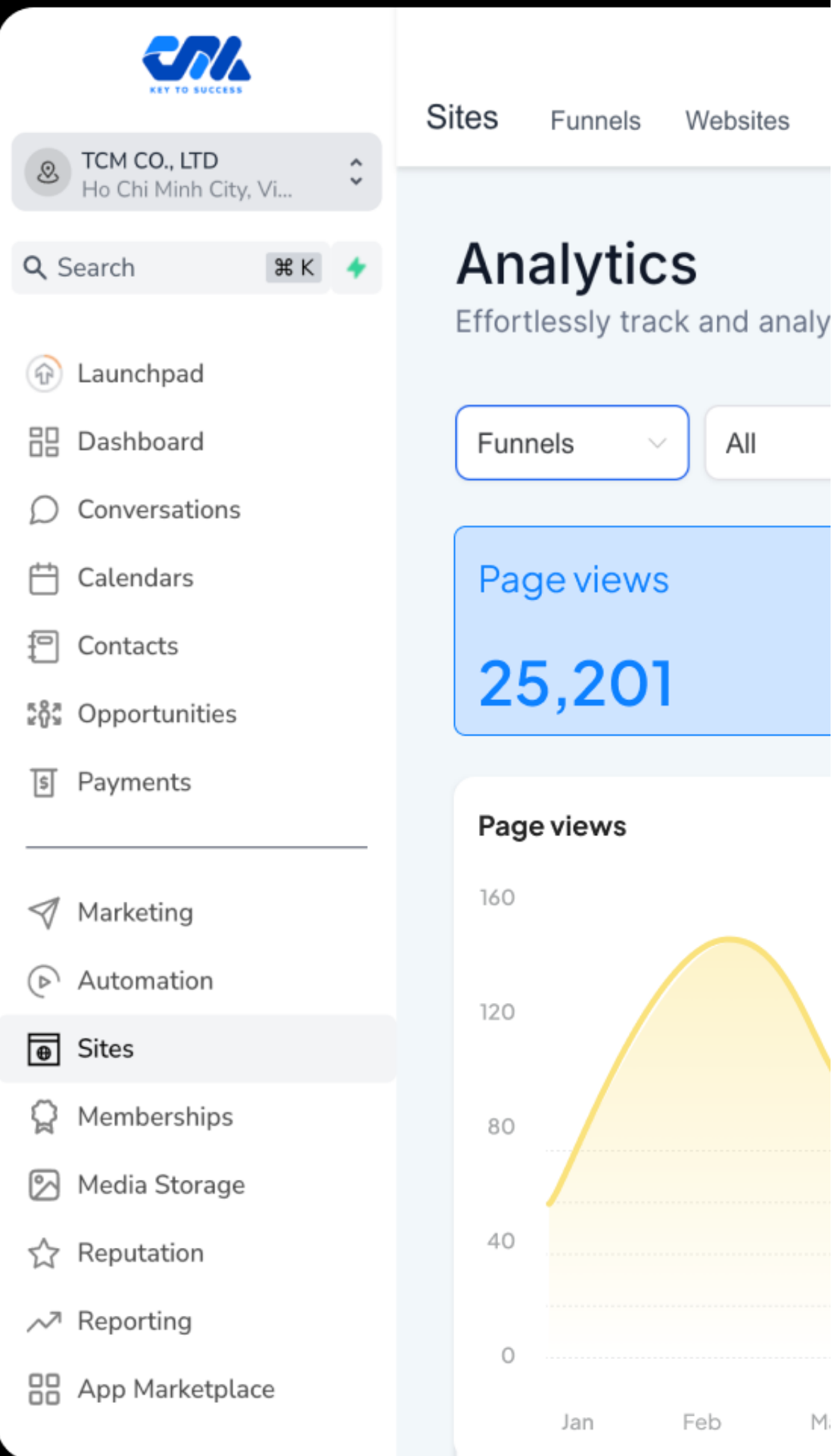
Worried about excessive costs? With our experience in POS and merchandise production, activating your brand doesn't have to break the bank. We guarantee high production value without compromising your budget.

03. REAL-TIME MONITORING, MAXIMUM CONTROL

Keep track of your campaign's progress with our tech-enabled reporting system. Our clear dashboard provides real-time insights, giving you full control over your marketing activities.

04. DEDICATED CLIENT SERVICE.

Our dedicated team is committed to ensuring your brand activation journey is not just successful but also stress-free. Your success is our priority.



DIGITAL MARKETING SERVICES

OMNI CHANNEL

Our Omni-Channel Communication service ensures your brand message reaches your audience seamlessly across multiple channels.

DATA-DRIVEN AD CAMPAIGN

Harness the power of data to create targeted, effective digital marketing campaigns that resonate with your audience and drive results.

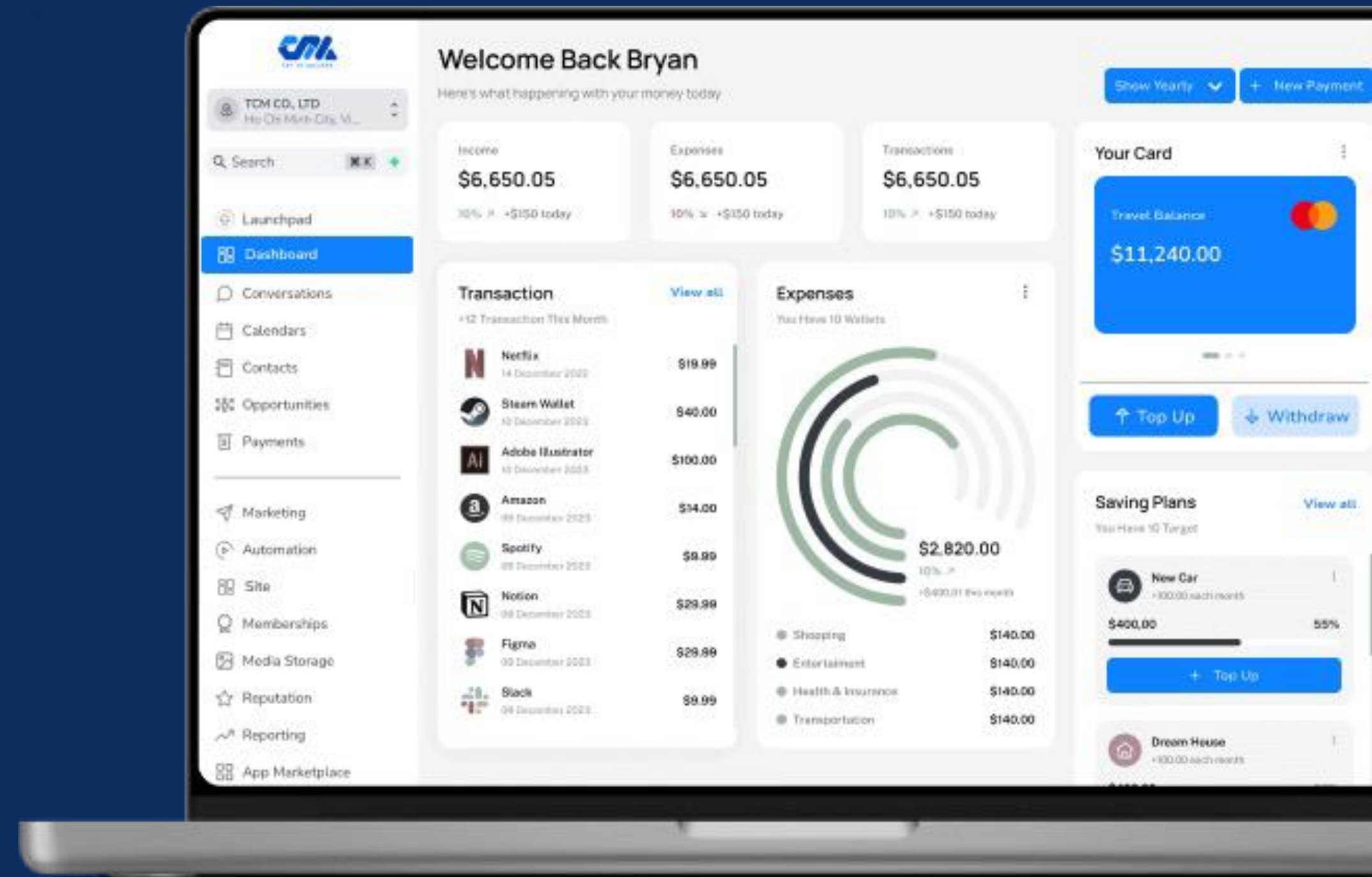
O2O INTEGRATED CAMPAIGN

Online-to-Offline (O2O) Integrated Promotional Campaigns bridge the gap between digital engagement and physical sales, driving in-store traffic.

WHY TCM?

We integrates various marketing channels to create cohesive campaigns that reach your audience wherever they are.

CRM AUTOMATION PLATFORM



OUR CLIENTS



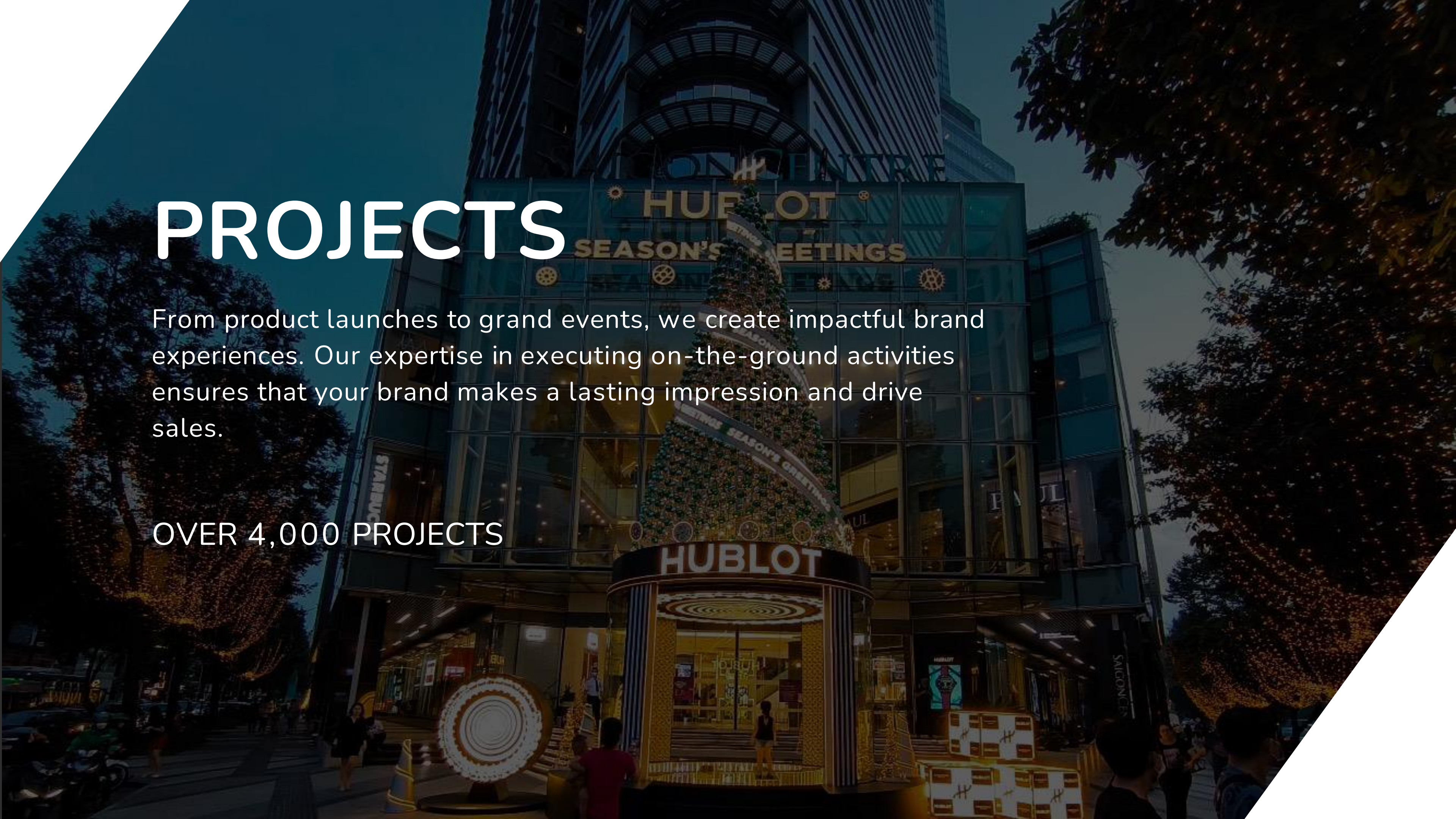
OUR CLIENTS

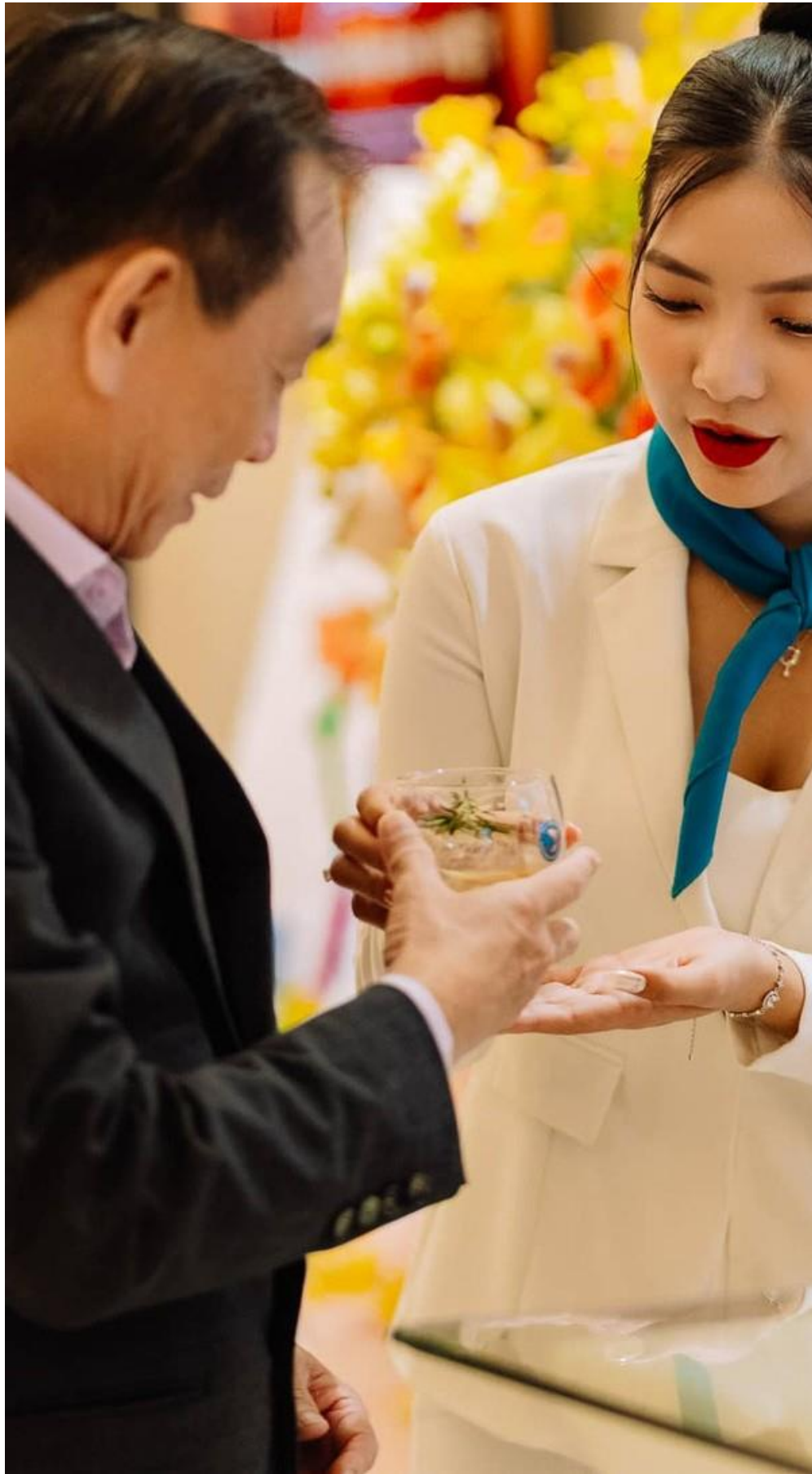


PROJECTS

From product launches to grand events, we create impactful brand experiences. Our expertise in executing on-the-ground activities ensures that your brand makes a lasting impression and drive sales.

OVER 4,000 PROJECTS





SINGLETON EVENT

SINGLETON: GALA DINNER VCCI

An exclusive dinner party, held in a luxurious and elegant space for distinguished guests from Vietnam Chamber of Commerce Industry Association

2023

Sheraton hotel, Can Tho province



KUN DOCTOR

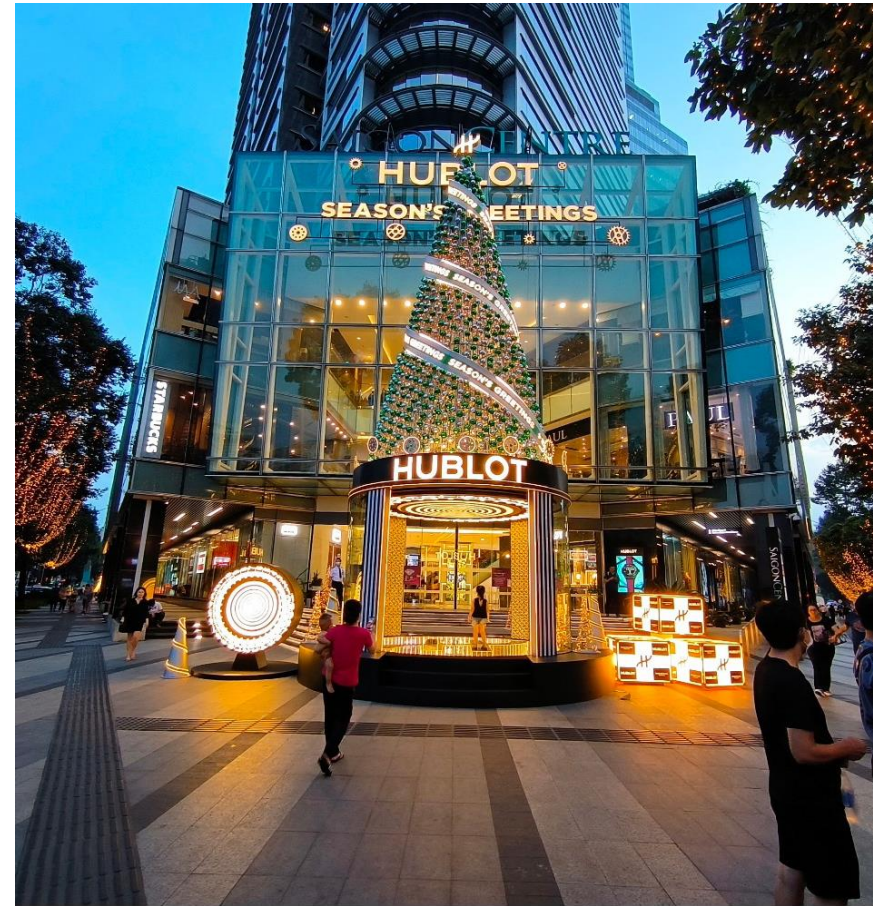
CONSUMER CONFERENCE

Scientific Conference – Enhancing nutritional knowledge for eye protection in Vietnamese children. This initiative aims to raise community awareness, especially by promoting activities that enhance understanding of the importance of caring for and nurturing healthy eyes for Vietnamese children.

2024

Fashion Mall - Now Zone, HCMC





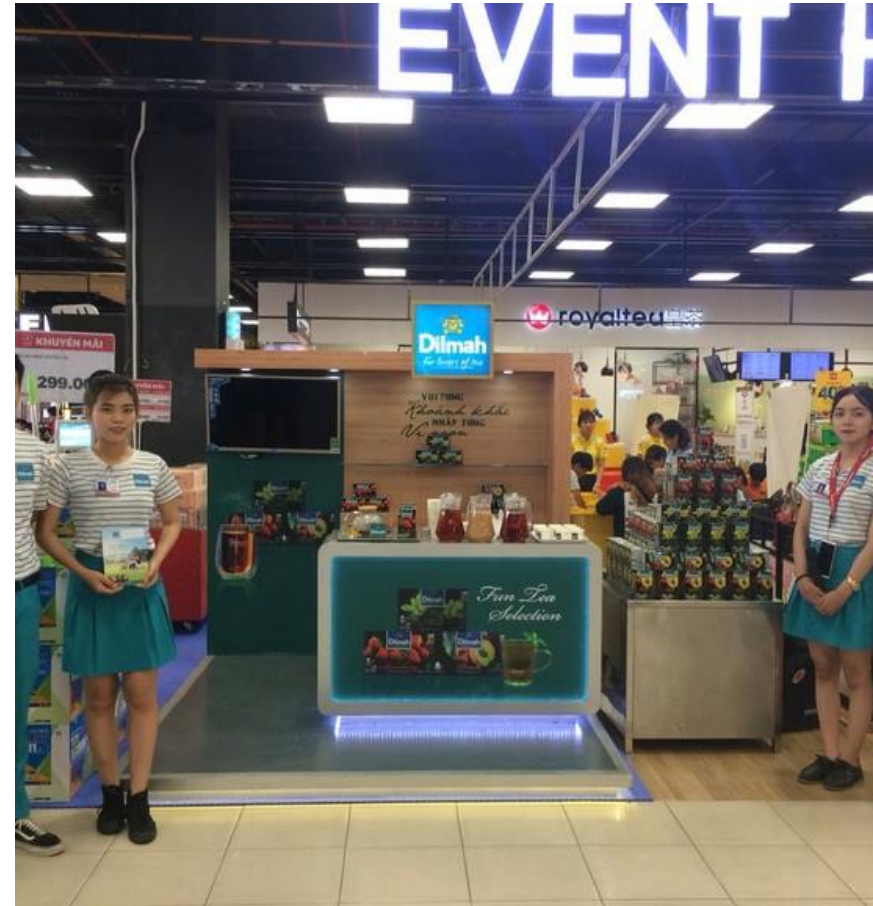
HUBLOT XMAS

CHRISTMAS DECORATION

“Season’s Greetings was the main concept of Hublot in Xmas 2022. Materials were from accessories of luxury watch brand and lightings, which made a corner of district 1 in HCMC lighting and colorful.

2022

Saigon Centre - Le Loi, D1, HCMC



DILMAH CAMPAIGN

ACTIVATION AND MINIEVENT

2018-2019 was the time when Dilmah would like to re- branding and boost sales for their products in Vietnamese market. More than 200 sampling activation shows and “Tea party” events happened in shopping malls and supermarkets nationwide.

2018-2019
Nationwide - MT



COTECCONS MARATHON

COTECCONS - LE PHONG BINH DUONG HALF MARATHON

With message “Chay ve tuoi tho”, the running tournament attracted 3,000 runners. On the way, many decor corners were setup to made interesting and memorable experience for participants. And the numer of kilometers runners conquering was equivalent with the number of trees contributed by Coteccons for Binh Duong Province

2023

VSIP III - Binh Duong





CLEARMEN EVENT

CLEARMEN FINAL EVENT IN HCMC, HN

We organized two 'Freestyle Football' final events in the two largest cities, attracting 30,000 attendees – the highest number ever in Vietnam. With the theme 'Continuous Freestyle – Rock Through the Night,' the audience was immersed in rock music and inspiring freestyle football performances.

2009

Quan Khu 7 - HCMC, Quan Ngua - Hanoi



MOLFIX CAMPAIGN

ACTIVATION AND MINEVENT

Executed 300 shows at supermarkets/ outlets to increase brand awareness for new product and push sales for outlets by promotion schemes. PG had to approach and consult for customers at shops Reached 95% KPI

2021 – 2022

Nationwide – MT, GT





KUN CAMPAIGN

ACTIVATION AND MINEVENT

The KUN Marathon, organized by IDP's KUN and TCM in partnership with the Central Council of the Pioneering Teenagers, draws over 10,000 children and their parents annually. This nationwide event fosters physical activity and community spirit, creating vibrant and sporty playgrounds for kids across Vietnam.

2022 – Now
Nationwide



GSK CONFERENCE

GSK EVENT IN HCMC

“Paracetamol Sủi” was the theme of GSK in this event. Event was to introduce new product of GSK with many attractive parts performed by KOLs, game show, lucky draw.

2018
HCMC



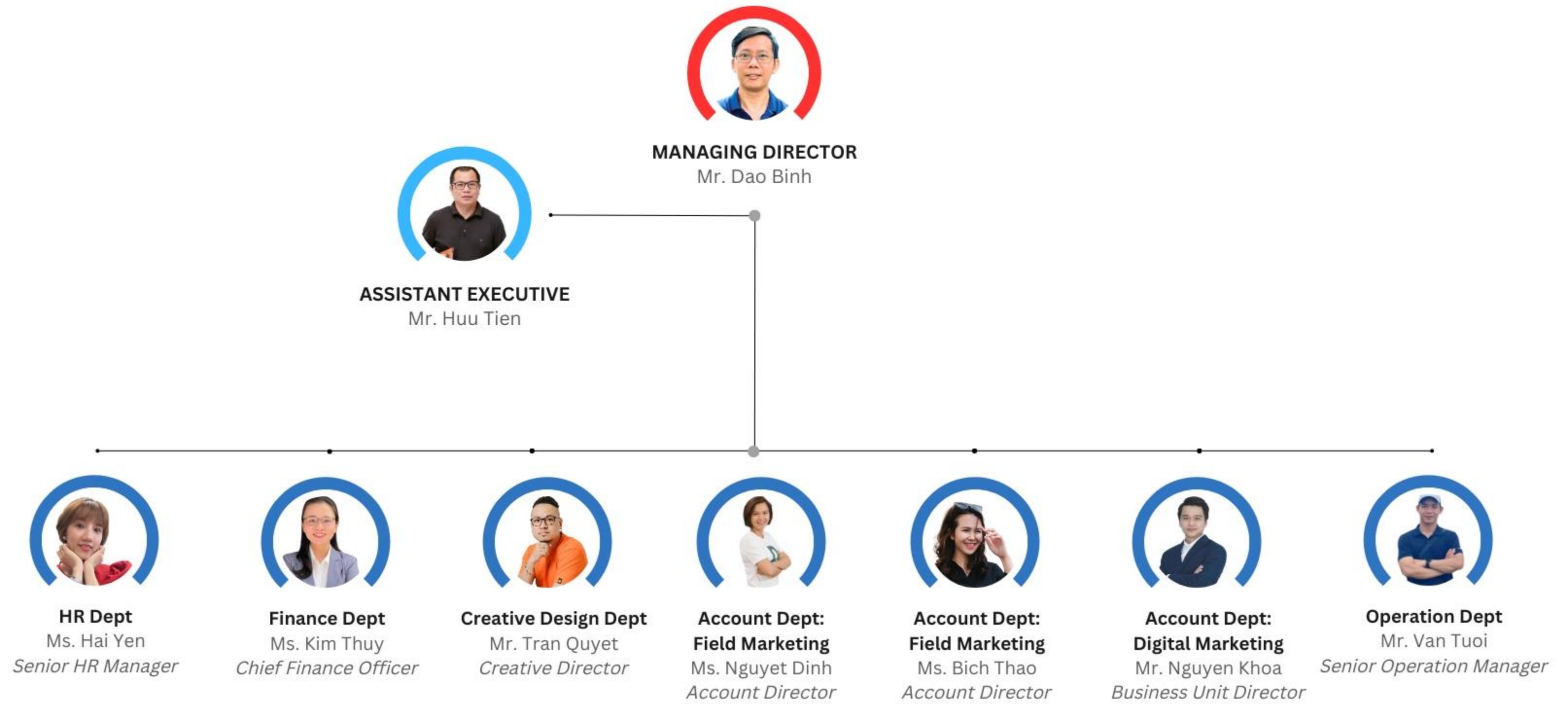
DELI ACTIVATION

DELI ACTIVATION IN HCMC

Executed 200 shows at bookstores to increase brand awareness for new product and push sales for bookstores by promotion schemes. PG had to approach and consult for customers at bookstores
Reached 98% KPI

2022
Bookstores – HCMC, HN





ORGANIZATION CHART

MEET OUR TEAM

Our team of experts combines field marketing veterans and digital innovators to provide a comprehensive approach to your marketing needs.



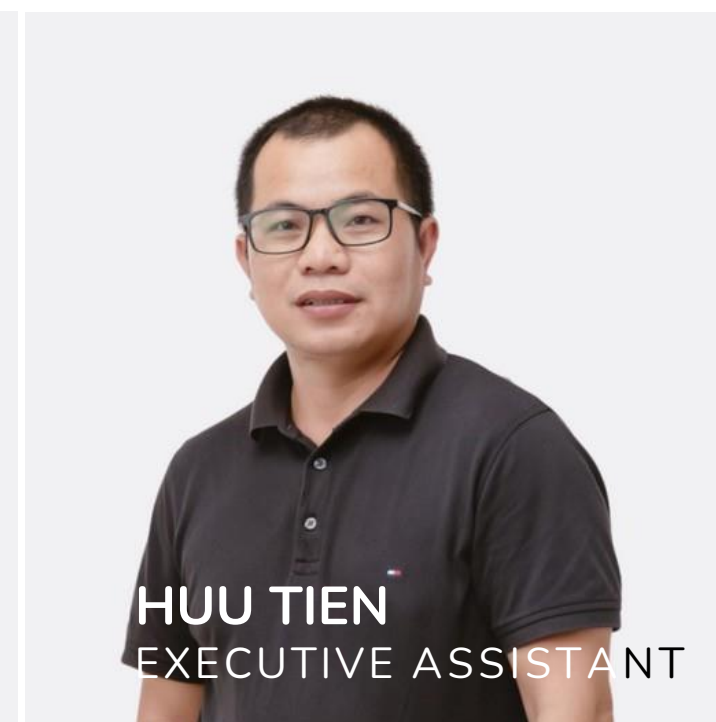
DAO BINH
CEO



THANH PHONG
MANAGING PARTNER



NGUYEN KHOA
BUSINESS UNIT DIRECTOR



HUU TIEN
EXECUTIVE ASSISTANT



KIM THUY
CHIEF FINANCIAL OFFICER



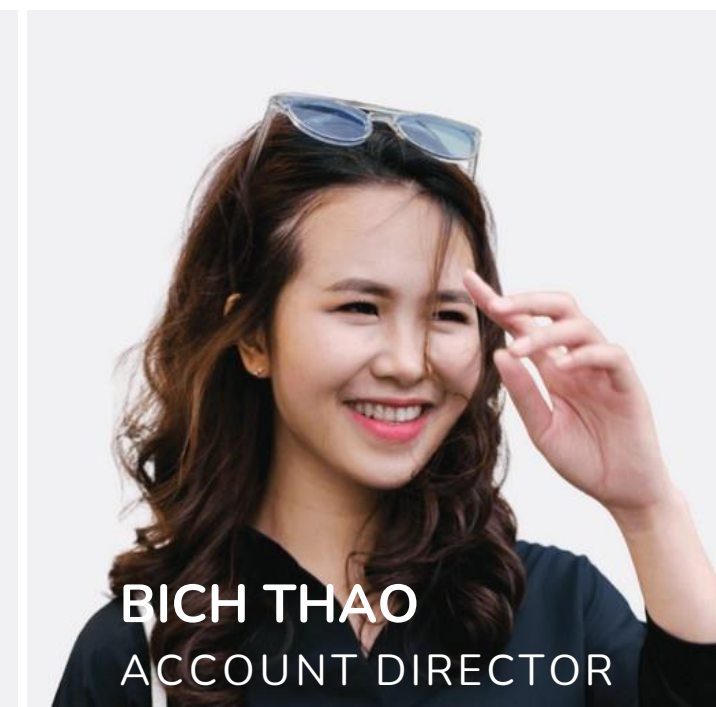
HAI YEN
SENIOR HR MANAGER



NGUYET DINH
ACCOUNT DIRECTOR



TRAN QUYET
CREATIVE DIRECTOR



BICH THAO
ACCOUNT DIRECTOR



VAN TUOI
SENIOR OPERATION MANAGER

STAY IN TOUCH!

Contact us today to learn more about our services and how we can help your business thrive.

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