

HOW DOES OPPO COMMUNICATE ITS BRAND IDENTITY TO VIETNAMESE
AUDIENCES VIA CELEBRITY ENDORSEMENT?



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How does OPPO communicate its brand identity to Vietnamese audiences via
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ABSTRACT

This study aims to examine how OPPO communicated its brand identity to Vietnamese audiences via celebrity endorsement. Samples were selected from the OPPO's advertisements broadcasted on television and digital platforms from the beginning of 2015 to the end of 2017. Textual analysis of 22 OPPO advertisements was conducted to investigate how the OPPO brand was communicated in Vietnam. Using the Brand Identity Prism (Kapferer, 2008) as a theoretical framework, this study applied a textual analysis to examine six elements of the Brand Identity Prism presented in the sampled OPPO advertisements targeted the Vietnamese audiences. Results of textual analysis reveal that OPPO has used Celebrity Endorsers in most advertisements to communicate message to Vietnamese audience on two communication platforms: digital and traditional. Namely, OPPO created advertisements with different messages corresponding to six elements as follows: (1) In the term of physique element, OPPO has deftly created difficult situations when using the phone to introduce new features. Or use Celebrity Endorsers as heroes to help people solve problems with OPPO phone or bring new, better features. (2) In term of personality element, OPPO often uses celebrity endorsers that have the same

personality and style as each product to express the personality of the product through their image. (3) In the term of culture element, OPPO's advertisements show that they want to communicate with their audience about Vietnamese Culture and the Art of Technology. In this element, the celebrity endorsers become the bridge between the OPPO brand and the consumers. (4) In term of relationship element, OPPO has created situations to demonstrate that they are always supporters of users and celebrities who represent the OPPO to do so. Besides, celebrities represent friendly through acting and emotion on face to show closer between OPPO and users. (5) In term of reflection element, the message and content of the TVC are oriented to the dynamic and youthful personality. In addition, OPPO wants consumers to know that OPPO phones always bring convenience and satisfaction to their customers. In the term of self-image element, OPPO wants viewers to see themselves in every OPPO's story. Besides, audiences also have interesting experiences, they can find themselves in through the celebrity endorsers. Both academic and managerial implications are provided for communication scholars and brand manager.

Keywords: OPPO, Vietnamese audience, Communication platform, Brand identity, and Celebrity endorsement.

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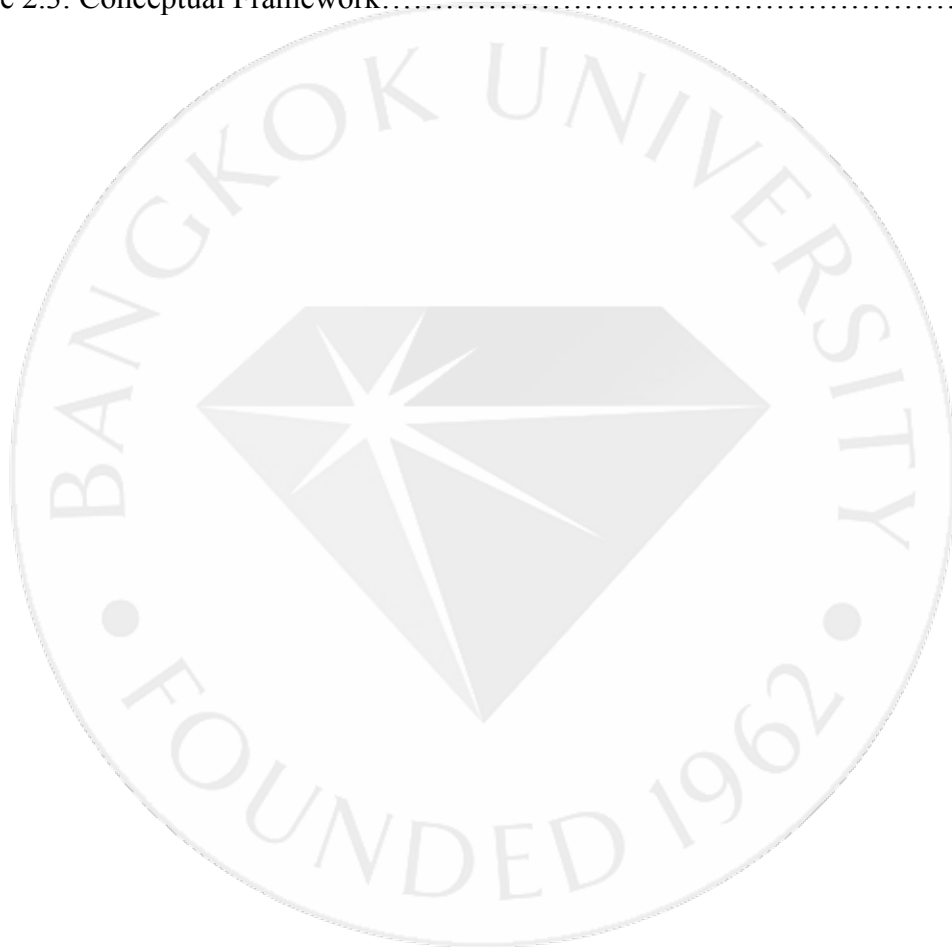
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CHAPTER 1

INTRODUCTION

This chapter introduces readers to an independent study entitled, “How does OPPO brand communicate its brand identity to its Vietnamese audiences via celebrity endorsement?” It includes rationale and problem statement, objective of study, scope of study, significance of study, and definition of terms.

1.1 Rationale and Problem Statement

In recent years, brands have focused on building a more personal brand to communicate their message to customers more easily and more closely. By creating brand concepts such as logos, slogans, brand formats, applications consistently so that customers can easily identify with the brand. Brands are among the most important intangible assets possessed by firms, contributing to greater value and market success (De Asis, 2001; Shankar, Azar, & Fuller, 2008).

In order to gain the attention of consumers in terms of brand identity, companies must create strong brand identity to avoid confusion with other brands in the market. Branding is a fundamental strategic process that involves all parts of the firm in its delivery. It is about marketing, but is not confined to the marketing department (Geoffrey, 1997). A strong brand recognition system will help build brand equity quickly through the growth of cognitive, knowledge, and loyalty of consumers to the brand, which makes value to grow sustainably. Strong branding also helps the company position itself in the marketplace and helps consumers to easily recognize and remember brands. To do this, they have to create uniqueness and special thing for their brand because the market offers a lot of different competing companies and

customers will not be able to distinguish among different brands. The brand must identify itself clearly and unambiguously. Therefore, name, legal protection and design elements are important (Geoffrey, 1997).

The goal of the brand identity system is not only to raise awareness, distinction, to express the individuality of the company, but also to influence the perception and sense of size of the business. Brand identity is created by the organization or company. An individual company is responsible for creating a different product with unique characteristics. It will often use branding strategy as communicating its identity, image and value to consumers and other stakeholders.

Kapferer (2008) suggested that Brand identity involves many dimensions and any communication from the brand; whether it is formal or informal, verbal or non-verbal, should be synchronized with its brand identity. Brand identity includes the internal and external factors of the brand. Internal elements include culture, value and personality. External factors include physiology, relationship and reflection. These factors will help consumers identify with the brand accurately and potentially determine consumer behavior. Brand identity offers a possibility to position a brand and encourages strategic approach while managing it (De Chernatony, 2001).

Communication platforms as a powerful channel help brands communicate their messages to audiences faster and more diversified, as a bridge between brand and audiences. Today, there are many platforms that can be used in advertising such as television, radio, magazine, social media, digital, even through events and movies. To have a successful advertising campaign, there must be a integration of tools, content, and media. Each communication platform has different effects with different target audiences. Therefore, brands need to select the communication platforms that best fit each product and target.

Celebrities are people who enjoyed the public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle are just examples, and specific common characteristics cannot be observed though it can be said that within a corresponding social group, celebrities generally differ from the social norm and enjoy a high degree of public awareness (Schlecht, 2003; Anonymous, Business Standard, Dec, 2003). The trend in recent years is that the brands find a spokespeople representing them. Celebrity endorsements are one of the well-established marketing strategies used since the late nineteenth century (Erdogan, 1999). Influencers in society include those people such as celebrities and well-known persons in many fields.

Having a brand attached to a character of public is now a new trend and helping many brands succeed. It is a great combination: marketers have developed their product image while celebrities have just made their income and they are more famous. Celebrity will affect the success or failure of the brand in terms of brand recall, purchase intentions and even purchase behavior. Celebrities can easily incorporate brands to promote a particular brand or product, which bring them many benefits: more popular, and more profitable. Moreover, the popularity is a quick way to convey a brand's message to the customer. The use of celebrities is believed to help consumers remember the message of the advertisement and the brand name the celebrity is endorsing. It enables advertisers to create the personality of a brand because when a celebrity is paired with a brand, this image helps shape the image of that brand in the minds of consumers (Agrawal & Kamakura, 1995). And with a broad vision, covering the market, the marketers, advertisers, branding consultants are always on the lookout for that fame. Advertisers often employ celebrities to endorse a

product to enhance audiences' attentiveness, add glamour and desirability to the product, and make the advertisement more memorable and credible (Spielman, 1981).

Moreover, famous people who have a reputation and achievements in society will also bring good image and positive influence to the brand. The use of celebrity branding also helps consumers feel safer and stimulate their consumption behavior faster. In addition to associating new fans with existing branded products, a well-known celebrity face can collaborate with a business to create new products and services with the "brand ambassador", a trend prevailing recently. Marketers spend enormous amounts of money annually on celebrity endorsement contracts based on the belief that celebrities are effective spokespeople for their products or brands (Katyal, 2007).

Although celebrity endorsement has many advantages discussed above, it has also disadvantages. The first point is that if the image of the celebrity is affected by the negative news about them, the image of the brand will also be affected. Second point is that sometimes their popularity also blurs the image of the product because the audience will remember the celebrity rather than the product. Finally, sometimes that one particular celebrity makes too many advertisings that will not make a big impact or big meaning to the audience.

OPPO is an electronics manufacturing company established in 2001 in China. In 2008, OPPO entered the mobile phone market. OPPO has become a global brand providing mobile electronics and technology products to global consumers in the United States, China, Australia, many countries in Europe, Southeast Asia, South Asia, the Middle East, and Africa. OPPO has been continuously striving to provide ideologies to regions around the globe. After entering the mobile phone market in 2008, OPPO started expanding into international markets in 2010 and officially

opened its first foreign business in April 2010 in Thailand. Currently OPPO is present in 21 markets worldwide. OPPO has been constantly exploring the boundaries and continually expanding, developing new markets with the goal of making products user-friendly for global audiences. The OPPO brand philosophy is summarized in the phrase "the art of technology". The philosophy carries the business principles of honesty, morality and integrity. OPPO is committed to not only doing the right thing, but also doing the right thing in any situation. Positioned as the selfie expert and leader, OPPO is ranked as the number four smartphone brand globally since 2016 and is providing excellent selfie experiences to an increasing number of young customers around the world.

In 2013, OPPO mobile company entered the Vietnamese market with the first products. At that time, there were five major companies -- Samsung, Nokia, BlackBerry, Sony, and LG in the Vietnam market, which distribute their products directly whereas another phone company (Apple) distributes through its agents. Although OPPO in Vietnam is a small phone company with the mid-range phones, compared with the "big" in the smartphone industry such as Samsung or LG, the positioning of the OPPO is very unique, "Camera Phone" - Phone selfie photography.

This position not only addresses the mentality of the OPPO target audience (young people 16-29) with habitual "self-pity" photography, but also becomes the dominant competitive advantage of digital phone. Unlike Sony, the OPPO also focuses on designs and fashion products with exquisite color, variety, elegant but youthful design. This makes the OPPO a mobile company which gives users a modern lifestyle. OPPO has gone quite fast in penetrating the market. In short, this brand has found its place in the market. If Apple and Samsung focus on B + customers, the OPPO is primarily for lower-income audiences.

There are several objective and subjective factors that help OPPO survive and thrive in Vietnam. First factor is the number of smartphone users in Vietnam. At the same time, the slippage of Nokia, Sony and LG in Vietnam helped OPPO become a competitor to Samsung a big player of the mobile industry. OPPO has successfully positioned its image and brand in the Vietnamese market through its marketing campaign in association with celebrities. This is not a new strategy, but OPPO has a star combination with each of its product line properly so it made great effect on OPPO. There are many different product lines from medium to high price, and corresponding to each product line that OPPO chose the most famous and influential stars at the time. At times, consumers also call the singer's name instead of the name of the phone. It shows how attractive OPPO has created the market. OPPO not only brings celebrities to the television commercials, viral or short films, but they also run alongside the celebrities in their own activities. Wherever the star appears, it will have OPPO and the trend and bring OPPO closer to the audience. Speaking of OPPO, consumers often remember them as sponsors of entertainment and movie theaters.

Celebrity endorsement is a fairly new concept in Vietnam in 2013. In Vietnam, they often use traditional and slow advertising strategies. At the time, brands mostly used celebrities on TVC, Viral and brand activities during promotional events. Brands only think that when celebrities use products, the fans also have the psychological desire to use the same product. They see it as an opportunity to expand their consumer group and push the brand image further.

In terms of efficiency, the use of celebrities in advertising has a huge impact on consumers as well as the brand, and makes the audience look at the brand as much as their affection they have for their idols. It is easy to see that the influence of stars also helps brands become more popular and expand its market faster. This due to the

fact that celebrities possess inherent news value caused by their celebrity status (Corbett, 1999). Brand ambassadors are the term used to refer to celebrities who are paid to appear in product advertising campaigns, including smart phones. Over the years, brand ambassadors are the new business strategy adopted by many phone manufacturers, but the degree of success is also different. OPPO used the celebrities to connect to the brand very successfully when they chose different celebrities for different launch times. The first example is Chi Pu, teen idol, as the representative of the OPPO A39 series with the price of 4 million VND affordable among the majority of the girl's fan. The second example is Ho Ngoc Ha with style and luxury representing the lineup of nearly 10 million VND OPPO F1s Plus. By choosing celebrity endorsements strategically and strategically, OPPO sales in Vietnam are on the increase and become a strong competitor to Samsung's longstanding brand.

OPPO mobile phone is the market leader in advertising by using celebrities to communicate element of brand to Vietnamese audience. Its advertising showcase is a good example of the brand using celebrity to promote brand and to develop brand identity. This research fills the knowledge gap regarding the use of communication platform and the application of the Brand Identity Prism (Kapferer, 2008) in advertising by one of the global brands such as OPPO through the use of celebrity endorsers.

1.2 Objective of Study

The main aim of the study is to explore the brand's identity through the celebrity endorsement. This study aims to achieve the following specific objectives:

- 1) To examine how celebrity has been used by OPPO to communicate six elements in brand identity prism to Vietnamese audiences.

2) To investigate communication platforms that have been used by OPPO brand to communicate its brand identity to Vietnamese audiences.

1.3 Scope of Study

This research will concentrate on how brand identity of OPPO brand has been built through brand identity prism and communication brand identity to Vietnamese audiences via celebrity endorsements. This research attempts to understand six elements in brand identity prism that OPPO brand desires to communicate to its target audiences. Therefore, it will focus on analysis of seven communication platforms such as short film/ music video platforms on social media, television commercial on TV, movie sponsorship, entertainment program on TV sponsorship, Out-of-home advertising, advertising on magazine, and music concert/ event of celebrities.

This study provides an analysis and explanation of Kapferer's brand identity prism to better understand brand building through the six elements in model. Applying the knowledge to the OPPO brand to understand how OPPO has created its current brand identity through celebrity endorsement among Vietnamese audience on seven communications platforms.

1.4 Research Question

To accomplish the above research objectives, research will base on two research questions as shown below:

Research Question # 1: How has celebrity been used by OPPO to communicate six elements in brand identity prism to Vietnamese audiences?

Research Question # 1.1: How does OPPO use celebrity endorsement to communicate its brand identity in terms of physique?

Research Question # 1.2: How does OPPO use celebrity endorsement to communicate its brand identity in terms of personality?

Research Question # 1.3: How does OPPO use celebrity endorsement to communicate its brand identity in terms of relationship?

Research Question # 1.4: How does OPPO use celebrity endorsement to communicate its brand identity in terms of culture?

Research Question # 1.5: How does OPPO use celebrity endorsement to communicate its brand identity in terms of reflection?

Research Question # 1.6: How does OPPO use celebrity endorsement to communicate its brand identity in terms of self-image?

Research Question # 2: What communication platforms have been used by OPPO to communicate to Vietnamese audiences?

1.5 Significance of the Study

The study encourages the readers to investigate the celebrity editorship of OPPO what to do to communicate to the audience. The study identified communication platforms that OPPO has used to send product or branded messages to its target audience. Specially, it focuses on digital marketing channels and traditional marketing channels. The study allows the readers to understand brand identity of OPPO based on the Brand Identity Prism proposed by Kapferer (2008).

The study provides findings regarding the effectiveness of Vietnamese celebrity endorsement for OPPO as one of the global brands. The results of the study will prove to readers that each element of the brand identity will have different ways of communication. It will also serve as a future reference for researcher on the subject of brand communication and brand identity. This will help marketers get an overview

of how a global brand communicates with Vietnamese consumers through celebrity endorsers. Because marketers can understand how OPPO tells its brand story in advertising, communication platforms that OPPO choose to communicate to Vietnamese consumers. In addition, marketers can learn more about how to apply Brand Identity Prism theory to a real brand.

In addition, the study provides empirical evidences to demonstrate success of OPPO brand in Vietnam by using celebrity endorsement. Brand managers of other brands can apply these lessons learned to improve its brand equity. This study will also benefit to government offices understanding about how global brand attacks the Vietnamese market, namely OPPO mobile brand. Through the key messages that OPPO brand communicated to Vietnamese consumers and they placed advertisement on which communication platforms.

1.6 Definition of Terms

This study examines the following five important concepts.

1.6.1 Brand identity prism

This conceptual framework was created by Kapferer in 2008. According to Kapferer (2008), the Brand Identity Prism is effective tool for analyzing brand elements (Mahdi, Mobarakabadi & Hamidi, 2015). His model helps marketers or brand managers to analyze significant differences between competing brands. This identity prism is a combination of the following six elements:

1.6.1.1 Physique

The appearance of a brand includes things that can be seen with the eye, such as logo, color, packaging, typeface and other publications in the brand identity system. This is the most fundamental aspect of identifying a brand.

1.6.1.2 Personality

The personality of a brand is a characteristic that can be felt when it comes to the name of the brand. Brand personality can be created through the image of a celebrity representing the brand, through the content of the TVC advertising on television, through the design of signs, banner.

1.6.1.3 Culture

Brand culture is a system of values, behaviors, principles of character ... that are directly connected to a community or a country.

1.6.1.4 Reflection

Reflection might be described as a set of stereotypical notions of a brand's customer base, used for promotional purposes, and highlighted in ads and commercials.

1.6.1.5 Relationship

The relationship a brand has, with its customers, the way each communication relates to its target audience or how brands influence and provide a particular service to its customers.

1.6.1.6 Self-image

Self-image is how one see one's self. This may be how one sees oneself physically or one's opinion of who and what one is which is normally called 'self-concept.' A brand is a reflection of the target customer's brand. Look at the brand, the customer sees his image in it.

1.6.2 Celebrity endorsement

This concept refers to "an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an

advertisement” (McCracken, 1989, page 310). Celebrity endorsements is the key factors or signature for each brand.

1.6.3 OPPO

This concept is defined as the electronic brand from China. They started manufacturing phones in 2008. Since then they have penetrated the Asian markets and become the global phone brand.

1.6.4 Vietnamese audience

This concept signifies any persons whose country of citizenship is Vietnam. They include both customers who are using OPPO phone and those who are not using OPPO phone.

1.6.5 Communication platforms

This concept refers to effective tools in brand communication strategy to promote their service and products to consumers (Christ, 2017). Traditional media types include television, print, broadcast, magazine and newspaper. New media such as digital media include email and social media.

CHAPTER 2

LITERATURE REVIEW

This chapter proposes to provide a synthesis of theory and past studies on brand identity, celebrity endorsements, and communication platforms. It reviews concepts, regulations, principles and theoretical framework related to brand identity.

2.1 The Importance of Brand Identity in Brand Communication

Brand identity is defined as what consumers receive from a brand that can be tangible or intangible. Several researchers such as Aaker and Joachimsthaler (2000), de Chernatony (2001) and Kapferer (2004) have suggested many models to define brand identity; including three elements such as brand personality, brand culture and relationship. According to Kapferer's (2004) study, identity derives from the brand's core values, benefits and legacy; and describes brand's tangible and intangible facets – everything that makes the brand different and unique to the customers. Through brand identity, a company seeks to convey its special and individual of product to all its relevant consumers. Kapferer has emphasised the brand- focused view of identity. It is through the development of this identity that managers and employees make a brand unique.

According to de Chernatony (1999), identity “is about ethos, aims and values that present a sense of individuality differentiating the brand”. According to another definition, brand identity as a vision of the brand they want target audiences to recognize them. Since brand identity is the base for all communication activities, a brand should have a strong and clear brand identity (Mårtensson, 2009). This relational aspect of brand identity suggests that the corporate brand is “more than just the outward manifestation of an organization – its name, logo, visual presentation”

(Ind, 1997). Rather, it is a set of promises that an organization makes to its customers – implying trust, consistency, and a defined set of expectations (Davis, 2000: 4).

Therefore, brand management must be based on credibility with stakeholders and build trust with the community. Now brand identity is considered as the core concept of brand management due to its contribution to brand constancy and continuity; and thus brand management team should focus on brand identity to make brand durable and realistic, and to convey coherent signs (Kapferer, 2004).

According to Aaker (1996), de Chernatony (1999) and Kapferer (2004), brand identity encompasses differentiating characteristics, values and promise of a brand which works as a base in developing marketing communication to convey the core message of a brand toward target audience. Therefore, understanding of brand identity signifies that attitude towards brand is being changed. Importance of brand in the market is influenced by company's ability to evaluate the fact that how consumers interpret the image of brand and company's ability to manage the brand strategy. Positive image is built through conveying brand identity to consumer efficiently (Vytautas et al., 2007). Brand loyalty can be created and maintained by strong identity-image linkage. Brand identity should influence communication in creating and maintaining synergy. The importance of the conception and its understanding is quickly disseminated in the entire world. Kapferer's Brand Identity Prism model (2004) works as a potential mechanism for brand managers to gauge the identity of any brand.

This may be useful for marketing executives and brand managers since they should be aware of the importance of building brand identity for their brand. Today, more and more companies focus on this to create unique and special identity to

compete with other brands in the market. The companies need current situation to have a clear plan for their brand to avoid confusion among customers.

2.2 The Relationship between Brand Identity and Celebrity Endorsements

Christina Schlecht (2003) examined the relationship between celebrity endorsements and brands, by applying a selection of widely accepted principles of how consumers' brand attitudes and preferences can be positively influenced. Many advertisers agree that using celebrities does not guarantee revenue. It can create a reputation for the brand and consumers feel safer and more trustworthy about the product, leading to higher expectations for the product and the brand that faces them. Pamela Miles Homer (2007) proposed that the "meaning" of a brand resides in the minds of consumers, based on what they have learned, felt, seen, and heard overtime. Basically, most companies try to send several types of messages to their target audiences.

To be able to improve advertising and promotional campaign effectively, a company has to select their endorser appropriate to different channels and media (Till & Schimp, 1998). Brand identity can be seen as a message that the company needs to try to send to their audience. In order to have a successful advertising strategy, the relationship between the brand and the celebrity endorsement is important because the brand personality and character of the celebrity must be consistent and should be considered as one of the key factors for choosing the celebrity who represents the brand.

2.3 Celebrity Endorsements on Advertising

Advertising is a powerful tool in the marketing of most businesses in any society. It possesses the power of popularity and persuasiveness to almost everyone that the brand wants to target. A celebrity who represents a brand or company over an extended periods of time often presented in print advertisements and television commercials as well as in personal appearances is usually called a company's spokesperson (Schiffman & Kanuk, 1997).

A celebrity endorser is "an individual who enjoys public recognition and who uses this recognition on behalf of a consumer goods by appearing with it in an advertisement" (McCracken, 1989, p. 310). Today, in most commercials there is the appearance of celebrity and they are making a difference for brands as well as creating positive effects on consumers.

Celebrity endorses are being used in about 25 percent of all television advertisements in order to promote all brands (Erdogan, Baker, & Tagg, 2001). Since presence of celebrity endorsers affects purchase decisions of consumers positively, companies and retailers have always preferred to use celebrity endorsements on advertising in order to sell their products (Stafford et al., 2003; Erdogan, 1999; Kamins, 1990).

According to Ranjbarian, Shekarchizade and Momeni (2010), the usage of celebrities can help companies to create unique ads and engender a positive effect on the attitude and purchase intention towards the brand. This action not only benefits the brand but also benefits the celebrity as their reputation is enhanced. Celebrity endorsements can be key factors or signature for each brand. Often the celebrities who represent the brand will differ as two competing products are not allowed to have the same celebrity endorsement.

Celebrity can create the appeal of its appearance on the ad to keep the viewer's attention and it also makes the ad unique and special among many different advertisements. Celebrities have the ability to hold the viewer's attention and it also helps to penetrate the clutter of the advertising spots (Miciak & Shanklin, 1994). When using multiple celebrities for the same ad, the efficiency will increase greatly, the consumer group for the product also increased. Thus the use of multiple celebrities for a product can be beneficial for attracting different target audience (Hsu & McDonald, 2002).

Many studies show strong support for the use of celebrity endorsements, arguing that celebrities help make brands recognizable and create a positive brand attitude (Petty, Cacioppo, & Schumann, 1983). Scholars have shown that using famous celebrities to endorse products is generally more effective than using non-celebrities to generate positive responses from consumers (Atkin & Block, 1983; Freiden, 1984; Kamins, 1989).

In the past, two studies (Seno and Lukas, 2007; White et al., 2009) have discussed the idea of meanings transferring from the brand to the celebrity and the impact of endorsement on celebrity equity. Shimp (2000) states that use of celebrity endorsers has been a popular strategy for decades, with as many as 25 % of the US firms employing celebrities in advertising campaigns. To make the use of this strategy effective, brands must also consider carefully the choice of celebrity with the brand image. Choosing a celebrity is a crucial but difficult action (Carroll, 2009; Ilicic & Webster, 2013). According to Louie and Obermiller (2002), it can constitute a substantial risk of negative impacts on the brand and/or the firm.

2.4 Celebrity Endorsements in Vietnam

In Vietnam, the appearance of the celebrities in advertising and in the campaign is also gradually popular. Along with the development of digital and social networks, the connectivity of celebrities and audiences is more effective. This leads to the use of Vietnamese stars to endorse the brands and products by many Vietnamese brands and global brands in Vietnam. In the past, big brands like Pepsi used international stars to represent brands in advertisements but almost Vietnamese stars were rarely selected to endorse global brands. But in recent years Pepsi has also changed its strategy and has chosen a group of local stars to represent the product line in local market. In Vietnam, they often choose celebrity for their brand based on feelings, relationships and the fame of celebrities at the present time that they are less interested in their personality and whether the activities are consistent with the product insight. This has also created a lot of bad effects for these brands. Celebrity endorsements usually only appear in advertisements on digital or television depending on the product's marketing strategy. However, they do not focus on all star's activities to increase the effectiveness and coverage of brand reputation with the star's fans.

2.5 Brand Identity Prism

The following section reviews literature regarding “Brand Identity Prism”

2.5.1 Definition of Brand Identity Prism

The conception of brand identity was mentioned for the first time in Europe by Kapferer (1986). Kapferer’s Brand Identity Prism model (2004) works as a potential mechanism for brand managers to gauge the identity of any brand. Brand Identity Prism takes multiple dimensions of brand into account (Kapferer, 2000). Branding involves many aspects and a lot of communication can be formal or informal, verbal

or nonverbal and all will be synchronized through brand identity. Kapferer simplifies those elements by creating the Brand Identity Prism (see Figure 2.1).

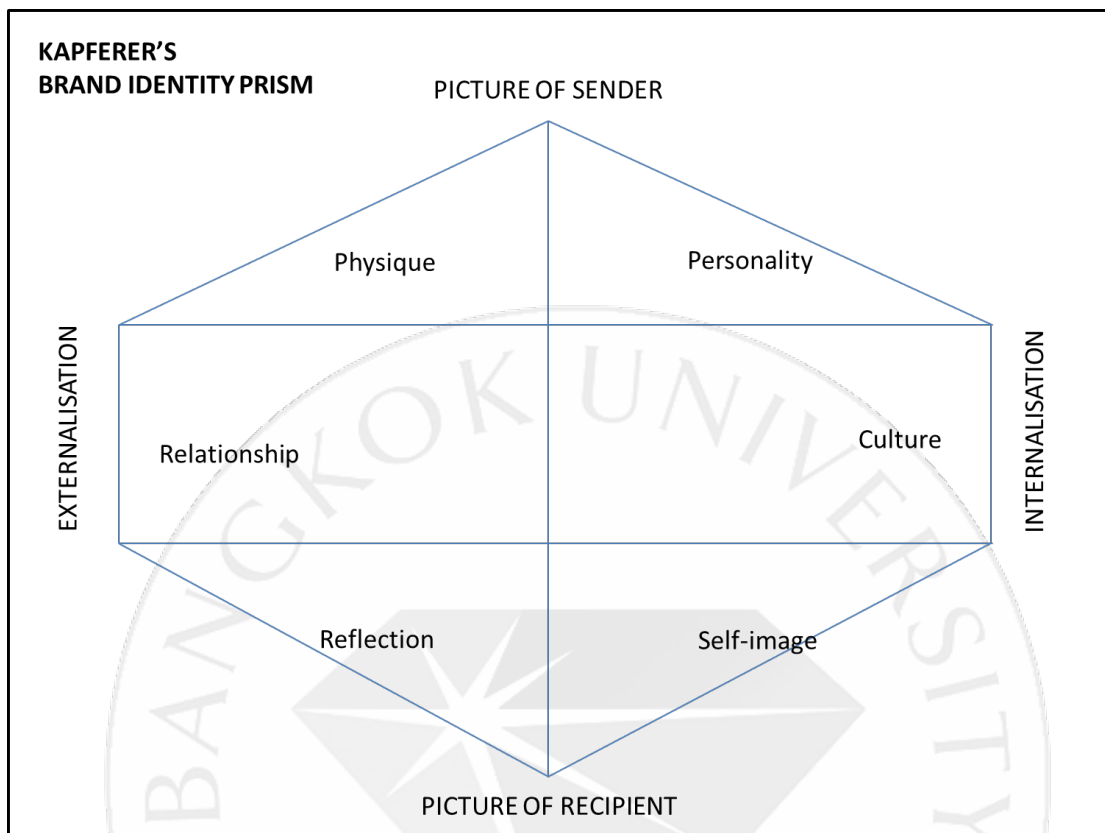


Figure 2.1: Brand Identity Prism

Source: Kapferer, J. N. (2008). The new strategic brand management, Creating and sustaining brand equity long term.

2.5.2 Dimensions of Brand Identity Prism

Kapferer (2008) created Brand identity prism that includes 6 dimensions of brand identity: (1) physique, (2) personality, (3) culture, (4) relationship, (5) reflection and (6) self-image. These six dimensions are divided into two halves. Left side presents the external elements that are quickly recognized in the first while the right side presents the internal elements of the brand itself. According to Kapferer, strong brands are capable of weaving all aspects into an effective whole, as a way of communicating a concise, clear and appealing brand identity.

The following provides details of six dimensions of the Brand Identity Prism:

- (1) “Physique” is an exterior tangible facet communicating physical features, color and qualities, form the brand’s backbone (Farhana, 2014). Kapferer states that this dimension has to be considered the basic of the brand. This is first step in building brand. Physique identifies what the brand is all about, what it generally does and what does the brand looks like. It includes all visible elements of brand such as design, color, packaging, effect, etc. Physique is external factor and essentially communicates the quality of the brand. According to Kapferer, no brand will be able to succeed in getting consumer’s attention without expressing its material benefits.
- (2) “Personality” is the second dimension in brand identity prism. Today, brand personality is an attractive concept in the marketing. It is one of the core dimensions of the brand identity (Aaker, 1996) and perhaps the one closest to the consumers. According to Kapferer, the term and concept of brand personality has been the main focus of brand advertising since the 1970’s. This is the second step to build characteristic for brand. Farhana (2014) state that personality is the internal intangible facet which forms relevant character for the brand to identify it. Consumers prefer to choose brand with personalities that match their personality. Brand personality can be measured in terms of human personality traits which brand exhibits (Kapferer, 2000).
- (3) “Culture” is essential elements of core brand. Culture of brand is the key point for consumers to see the difference of brands in the same market. According to Haaften, culture is an internal intangible facet which is the set of values embedded in the brand and originated from organization essentially to differentiate. Brand culture is the system of values and basic principles on

which a brand has to base its behavior which is product and communication. Culture could be the direct link between brand and organization. To summarize, culture is the basic principle managing the brand in its outward side (Kapferer, 2000).

- (4) “Relationship” is an intangible element that is the relationship between the brand and consumers. Blackston (2000) identified the brand relationship as a logical extension of brand personality. This dimension requires a brand to describe the relationship their brand stand for. This element in the prism deals with the mode of conduct i.e, the way in which the management behaves to deliver services and relate to its customers which identifies the brand (Kapferer, 2004).
- (5) “Reflection” is the element on the left side that represents the external of the brand. According to Farhana (2014), an external intangible facet solves the outward reflection of the customer with which perception customer wishes to be visualized or identified. Reflection can be identified as perceived target with which the customer wants to be identified with (Kapferer, 2000). Each brand has its target customers (the main customer group who uses the product or service of the brand). Depending on who the target customer is, the brand will have a personal appearance. If the target customers are young people, dynamic brand will look young, fun, with dynamic personality.
- (6) “Self-image”: The last facet of this model is self-image - an external intangible facet and it is defined as the target customer’s own internal mirror while customer gets personal interaction with the brand during purchase or usage situation (Farhana, 2014). A brand is a reflection of the target customer's brand. Look at the brand, the customer sees his image in it. As you

see your image in the brand easily lead customers to purchase behavior.

Through this factor customers can see them inside the insight product. This also makes the difference between various brands in the same market.

2.6 The role of Brand Identity in Brand Communication

Brand communication is the activity that occurs when a brand wants to introduce a product or send a message to audiences. Communication is a two-way activity through which a particular brand can receive responses from audiences. The objective of brand communication is to get audiences to the brand where business performance can be increased by increasing consumer perception of the brand. Brand communication should aim to enhance brand loyalty by making consumers more attached to the brand in order to strengthen the consumer's brand relationship over time (Pearson, 1996; Duncan & Moriarty, 1998). Brand communication is the most important element for successfully promoting new products or new services. Brand communication has been consistently found to play an important role in creating positive brand attitudes (Kempf & Smith, 1998).

In brand communication process, brand identity is the content of the communication process. Brand identity is the first step of brand communication because it is what consumers can get. Brand identity consists of internal factors and external factors. Brand identity is relied on a clearly understanding of the customers, competitors, and market. The brand identity needs to reflect the business strategy and the firm's willingness to invest in the programs needed for the brand to live up to its promise to customers (Aaker & Joachimsthaler, 2000). Grundey (2002) states that brand identity is the most important stage of the identification of a goods from the

quality on which the further existence of the goods depends. The conception of brand identity is all that makes sense and unique for the brand.

Brand communication is a communication process where brand identity is message, receiver is target audiences and sender is brand. According to Kapferer, the brand is a factor that makes people remember the product and needs to be maintained as "long lasting and stable reference" (2008, p.37). The brand should maintain its identity, and respect its mission and customers (Kapferer, 2008, p.38).

2.7 Communication Platforms

- Digital marketing is a new method in marketing, not just traditional marketing channel boosted by many new digital factors (Järvinen, Töllinen, Karjaluoto, & Jayawardhena, 2012; Liu, Karahanna, & Watson, 2011; Rowley, 2008). Digital marketing channel is a new digital media channel that creates an integrated communications process through which companies can capture feedback from customers and build a deeper relationship with them. Digital marketing channel is two-way communication channel. Digital channel has many platforms such as website, social media, social network, etc. Increase of social media has altered the relationship between marketers and customers, in so far as the power has shifted from marketers to customers (Hennig-Thurau, 2010). Social media has become an integral part of marketing communication and brand building (Bruhn, Schoenmueller, & Schäfer, 2012). Digital marketing enables brands to communicate faster messages to audiences and more diverse content.

- Television is traditional approach in marketing communication. It has greater coverage than digital channels. However, it is merely one-way communication channel. Television is also known as "king" in advertising media, because most

people spend a lot of time watching TV a day. Although nowadays with digital development they have no longer focused on TV as much as before, but the effectiveness of advertising on the television is still very high, considering that the cost of a spot on television advertising is many times higher than that of digital advertising. Television as a media of your brand can create a desire to make a purchase using images, motion, sound, and attraction (Rawal, 2013).

2.8 Brand Communication of OPPO in Vietnamese Market

2.8.1 Brand Identity of OPPO by the Brand Identity Prism

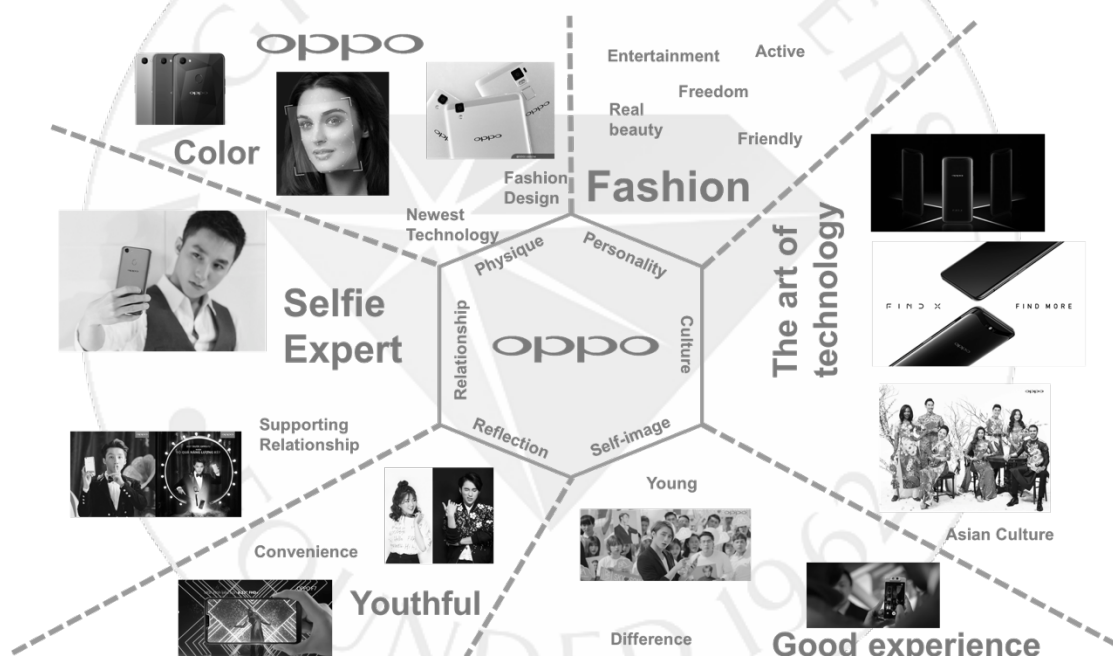


Figure 2.2: Brand Identity Prism of OPPO brand

2.8.2 Celebrity of OPPO

- OPPO in Vietnam tends to use celebrity in all campaigns. They usually use the most famous Vietnamese stars at that time for launching its advertising campaign. Currently, OPPO hires four famous celebrities and has the most fans in Vietnam. They are Son Tung, Toc Tien, Ho Ngoc Ha, and Chi Pu. With each different phone

line having a range of price, from high to low price, and different functions, they use are a star with a related character. Four celebrities who endorse for OPPO in Vietnam are described below:

- Son Tung

He is a famous singer from 2012. Now, he has the biggest fan club in Vietnam. He is also representative of many different products. However, OPPO was the first contractor to own his image in the mobile field. Son Tung has become a celebrity endorsement with a line of young people who are students and college students with high-end entertainment features.

- Toc Tien

She is a singer from the EDM music program produced by OPPO and has since become a famous singer in Vietnam. She is known for her sexy and attractive singer image. She is good looking and active. She quickly attracts many fans. Toc Tien endorses OPPO with fashion and elegant design phones with higher value for its trendy fashion.

- Ho Ngoc Ha

She is a very famous singer in Vietnam. She has a strange voice and body of the model. She has her own fan base with diverse ages from 20-50 years old. Selected music is sad ballad songs. Ho Ngoc Ha becomes the celebrity endorser for OPPO with the highest quality and fashionable line of phones for wealthy and powerful women. Chi Pu is hot girl on social media. After a period of time, Chi Pu has become an actress in several TV dramas and movies.

- Chi Pu

She can be said to be a youthful and lovely celebrity for girls from 17 to 25 years old. She has huge of followers on social media is almost the highest followers in

Vietnam. Chi Pu is said to be a successful girl stepping out of the virtual world to the real world. When she has become celebrity endorser for OPPO, she is representing the small and colorful phone line with the best selfie feature for girls who like to selfie and quickly get beautiful pictures to post on Facebook.

2.9 Conceptual Framework

The Conceptual Framework is based on the identification of key concepts and the relationships among those variables. In this framework include two main variables that is OPPO Celebrity Endorsement and Brand Identity Prism. OPPO's brand Identity and concepts of OPPO Celebrity Endorsement of a research can be visually represented based on the Brand Identity Prism (2008). Through the conceptual framework, it is possible to demonstrate the relationship between the variables and the underlying structure of research.

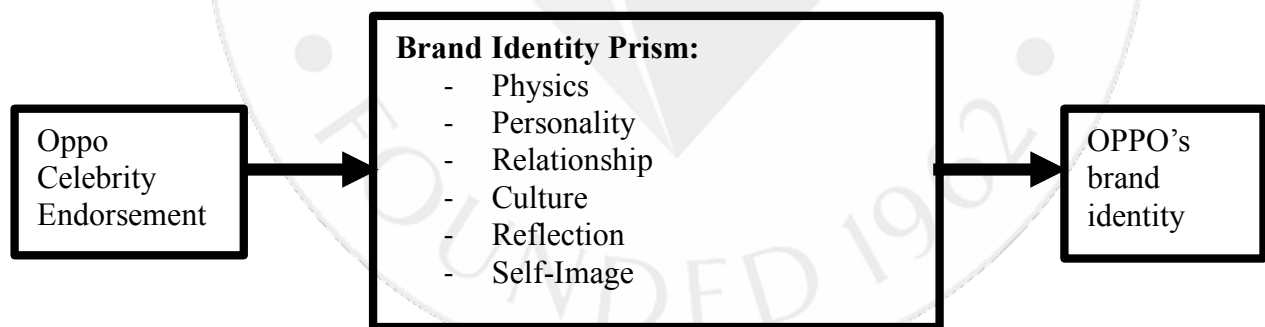


Figure 2.3: Conceptual Framework

Based on this conceptual framework, this study is designed to answer the following two research questions:

Research Question # 1: How has celebrity been used by OPPO to communicate six elements in the Brand Identity Prism to Vietnamese audiences?

Research Question # 1.1: How does OPPO use celebrity endorsement to communicate its brand identity in terms of physique?

Research Question # 1.2: How does OPPO use celebrity endorsement to communicate its brand identity in terms of personality?

Research Question # 1.3: How does OPPO use celebrity endorsement to communicate its brand identity in terms of relationship?

Research Question # 1.4: How does OPPO use celebrity endorsement to communicate its brand identity in terms of culture?

Research Question # 1.5: How does OPPO use celebrity endorsement to communicate its brand identity in terms of reflection?

Research Question # 1.6: How does OPPO use celebrity endorsement to communicate its brand identity in terms of self-image?

Research Question # 2: What communication platforms have been used by OPPO to communicate to Vietnamese audiences?

CHAPTER 3

METHODOLOGY

This chapter describes the research methodology and the sampling method to examine how OPPO communicates to Vietnamese target audiences via celebrity endorsement. Six elements proposed by the Brand Identity Prism were served as a conceptual framework to analyze OPPO's television commercials (TVC) and social media advertisements. This chapter is composed of six sections – research design, population and sample selection, research procedure, research instrument and data analysis, validity, and reliability.

3.1 Research Design

The purpose of this study is to demonstrate how OPPO communicates its six brand elements to Vietnamese target consumers in TVCs using celebrity endorsements. This study focuses on analyzing the OPPO's brand identity based on the Brand Identity Prism that was presented in TVCs via the celebrity endorsements. The findings of analysis were obtained by textually analyzing television commercials.

This research applies a qualitative research approach by using the textual analysis as a specific method to analyze samples of OPPO's TVCs in order to identify how OPPO used celebrity endorsements via television and social media advertisements to communicate its brand identity to Vietnamese audience. The qualitative approach was chosen because this research approach allows an interaction between theory and evidence and provides a deeper understanding and the ability to explore topics in more detail. Looking back on this topic, the qualitative method will provide OPPO brand and readers with detailed information on how to use celebrities

in TVCs by analyzing the elements of more than 20 TVCs. In addition, textual analysis has been chosen to become an analytical method for the sampled advertisements since it richly describes the content, structure and functions of the messages contained in texts. In this research, it is necessary to analyze many elements of a TVC and to use textual analysis to interpret the meanings conveyed by those elements in detail.

3.2 Population and Sample Selection

The study covered a period of the three years, (2015-2017). The selected period is anchored on the fact that the OPPO has started to be known to many consumers in Vietnam and the brand has presented itself as a wide range of high quality, with the use of explosive advertising on both traditional and digital platforms. The length of OPPO's TVC are 30 seconds and 60 seconds while that of viral clips are 90 seconds, 120 seconds, and more than 3 minutes. A total of 50 advertisements were delivered during the mentioned period on digital and traditional platforms.

The sample size of the study is 22 advertisements of the two platforms (14 TVCs and 8 digital ads). They were purposively selected since they reflect the key objectives raised in the study. The sample ads have content which represent six elements of the Brand Identity Prism (Kapferer, 2008) that are 1) Physique, 2) Personal, 3) Culture, 4) Reflection, 5) Relationship, and 6) Self-image. In addition, all of the 22 TVCs must have the appearance of celebrity endorsers.

3.3 Research Procedure

After defining the primary data as OPPO's advertisements, a list reflecting the brand identity prism mentioned in the literature review was established. The following step is to sample 22 advertisements on digital and television platform from the research population. After that is the data analysis, the sampled ads were carefully watched. Each of the six elements of OPPO's brand identity was closely observed and analyzed. Table 3.1 shows a list of advertisements being classified according to the six elements of the Brand Identity Prism (Kapferer, 2008).

Table 3.1: List of Sampled Advertisements

No	OPPO Ads	Celebrity Endorsers (Career)	Web Link
1	OPPO F7 – With Son Tung capture true beauty	Son Tung (Singer)	https://www.youtube.com/watch?v=OedGV7J4rEA
2	Secret to help Chi Pu always beautiful on Facebook	Chi Pu (Actor)	https://www.youtube.com/watch?v=T2xUfzCPG3E
3	Short film – Negative	Son Tung (Singer)	https://www.youtube.com/watch?v=Lw7J50ueFd0
4	OPPO F3 Plus Camera Selfie Dual - The perfect solution when selfie crowded	Various Stars	https://www.youtube.com/watch?v=XTDV5go3RXk
5	OPPO F3 Plus Camera Selfie Dual – How one-touch helped Toc Tien difference?	Toc Tien (Singer)	https://www.youtube.com/watch?v=5w-7djWp3xI

(Continued)

Table 3.1(Continued): List of Sampled Advertisements

6	OPPO R5 - Level of design	Toc Tien (Singer)	https://www.youtube.com/watch?v=nbRvr_g00QY
7	OPPO F1 Plus - Beauty Spot	Ho Ngoc Ha (Singer)	https://www.youtube.com/watch?v=tdZDzj_yO3c
8	OPPO Mirror5 - Chi Pu	Chi Pu (Singer)	https://www.youtube.com/watch?v=jx0EbGgXCy8
9	Selfie War	Various Stars	https://www.youtube.com/watch?v=dT2TFbqGGio
10	OPPO F1s 2017 - Save all the sky	Son Tung (Singer)	https://www.youtube.com/watch?v=AUZ3AQD19Q8
11	OPPO F3 - The story of the dual selfie miracle	Son Tung (Singer)	https://www.youtube.com/watch?v=uOXbbEfOOoU
12	OPPO Neo 7 – Elegant and bright	Son Tung (Singer)	https://www.youtube.com/watch?v=jx0EbGgXCy8
13	Oh my god! My mom selfie Short film 2017	Noo Phuoc Thinh (Singer)	https://www.youtube.com/watch?v=jBsIXljWjPw
14	Keep traditional New Year - Modern Lunar New Year 2016	Various Stars	https://www.youtube.com/watch?v=43x8mLzpFeQ
15	OPPO F3 When girls traveling alone	Bich Phuong (Singer)	https://www.youtube.com/watch?v=G-zz6rfWYp0

(Continued)

Table 3.1(Continued): List of Sampled Advertisements

16	OPPO F3 - Camera Selfie Dual Just smile, because shooting group is fun	Son Tung (Singer)	https://www.youtube.com/ watch?v=2ysKl0gSktU
17	OPPO F3 Plus - Camera Selfie Dual One for your own - One for the whole group	Toc Tien (Singer)	https://www.youtube.com/ watch?v=N4Zqhjm1UmY
18	OPPO F1 - Standard design. Camera care beauty	Toc Tien (Singer) – Noo Phuoc Thinh (Singer)	https://www.youtube.com/ watch?v=UMrRfAPsQ8U
19	“The secret of Son Tung” Viral clip	Son Tung (Singer)	https://www.youtube.com/ watch?v=KZMnr3lIUmo
20	OPPO F5 captures true beauty	Son Tung (Singer)	https://www.youtube.com/ watch?v=Zzk_C052Gdk
21	Selfie together - Spring Full - Short film	Various Stars	https://www.youtube.com/ watch?v=myX1ttVvxzE
22	TVC OPPO F1s - Selfie Expert	Son Tung (Singer)	https://www.youtube.com/ watch?v=l7wdq68SSsI

After textually analyze the content of the sample ads, the research yielded interesting results of how OPPO convey its brand identity to Vietnamese audiences.

3.4 Research Instrument and Data Analysis

As this study used a qualitative approach, there is no concrete measurement.

The secondary data (22 OPPO ads on television and digital platform) were textually analyzed in the following steps:

- To identify principle values in ads.
- To identify presentation style in TVCs.
- Analysis of the six elements of OPPO's brand identity appeared in the sampled advertisements through the following forms:
 - Text in video:
 - Text in beginning of video often supports for content.
 - Text in the last half of the video often introduces new functions.
 - Image in video:
 - Image in video shows the story of the message that they want to communicate to consumers.
 - The end of the video is the image of the mobile phone so that consumers see the shape of its product.
 - Background music and ambient sound:
 - Background music is important thing which help audiences understand context and stimulate their- emotion.
 - Ambient sound is usually the sound of phone function or the sound of characters so that the story is presented honestly.
 - Voice-over:
 - A short oral narrative that helps viewers understand TVCs' content.
 - Celebrities as characters in the ads:

- In TVCs, two elements include major characters (celebrity) and sub-characters. The role of celebrity is solving the problem as a hero or getting into trouble. Sub-characters often get into trouble or support main characters. In other words, they are characters connecting both celebrity and audiences.

3.5 Validity

OPPO's brand identity presented via the celebrity endorsement in TVCs and social media platform was textually analyzed based on the Brand Identity Prism (Kapferer, 2008) as the conceptual framework of this study. The data analyses were theoretically guided by this framework. Accordingly, validity of this study can be assured to some extent.

3.6 Reliability

To ensure reliability of the study, 30 percent (6 ads) of the total 22 advertising samples on two platforms were textually analyzed by the second coder who is working in the digital agency in San Francisco. As an expert in advertising, she has knowledge and ability to serve as the second coder for this study. The inter-coder reliability is 85 percent.

CHAPTER 4

FINDINGS

Chapter four presents the findings of this study, which were obtained from the data analysis of the 22 TVCs and social media ads OPPO used celebrity endorsement to present its brand identity to Vietnamese audiences. Each of the seven research questions previously proposed was answered one by one.

4.1 Summary definition of Brand Identity prism's element

(1) Physique: element: The appearance of a brand includes things that can be seen with the eye, such as logo, color, packaging, typeface and other publications in the brand identity system. This is the most fundamental aspect of identifying a brand.

(2) Personality element: The personality of a brand is a characteristic that can be felt when it comes to the name of the brand. Brand personality can be created through the image of a celebrity representing the brand, through the content of the TVC advertising on television, through the design of signs, banner.

(3) Culture element: Brand culture is a system of values, behaviors, principles of character that are directly connected to a community or a country.

(4) Reflection element: It might be described as a set of stereotypical notions of a brand's customer base, used for promotional purposes, and highlighted in ads and commercials.

(5) Relationship element: The relationship a brand has, with its customers, the way each communication relates to its target audience or how brands influence and provide a particular service to its customers.

(6) Self-image element: It is how one see one's self. This may be how one sees oneself physically or one's opinion of who and what one is which is normally

called 'self- concept.' A brand is a reflection of the target customer's brand. Look at the brand, the customer sees his image in it.

4.2 Findings

The following sub-sections report findings from the textual analysis. Table 4.1 provides a list of research data that were analyzed to identify elements of OPPO's brand identity shown in each of the sampled TVCs.

Table 4.1: OPPO's advertising list has been analyzed

No	Name of Ads	OPPO's Brand Identity	Web Link
1	OPPO F7 – With Son Tung capture true beauty	Physique Self – image	https://www.youtube.com/watch?v=OedGV7J4rEA
2	Secret to help Chi Pu always beautiful on Facebook	Physique Self - image	https://www.youtube.com/watch?v=T2xUfzCPG3E
3	Short film – Negative	Self – image Culture Personality	https://www.youtube.com/watch?v=Lw7J50ueFd0
4	OPPO F3 Plus Camera Selfie Dual - The perfect solution when selfie crowded	Physique Self - image	https://www.youtube.com/watch?v=XTDV5go3RXk
5	OPPO F3 Plus Camera Selfie Dual – How one-touch helped Toc Tien difference?	Physique Self – image	https://www.youtube.com/watch?v=5w-7djWp3xI
6	OPPO R5 - Level of design	Personality Culture	https://www.youtube.com/watch?v=nbRvr_g00QY
7	OPPO F1 Plus - Beauty Spot	Personality	https://www.youtube.com/watch?v=tdZDzj_yO3c
8	OPPO Mirror5 - Chi Pu	Personality	https://www.youtube.com/watch?v=jx0EbGgXCy8
9	Selfie War	Personality	https://www.youtube.com/watch?v=dT2TFbqGGio

(Continued)

Table 4.1(Continued): OPPO's advertising list has been analyzed

10	OPPO F1s 2017 - Save all the sky	Relationship Self - image	https://www.youtube.com/watch?v=AUZ3AQD19Q8
11	OPPO F3 - The story of the dual selfie miracle	Relationship Culture	https://www.youtube.com/watch?v=uOXbbEfOOoU
12	OPPO Neo 7 – Elegant and bright	Relationship Physique	https://www.youtube.com/watch?v=jx0EbGgXCy8
13	Oh my god! My mom selfie Short film 2017	Culture Personality	https://www.youtube.com/watch?v=jBsIXljWjPw
14	Keep traditional New Year - Modern Lunar New Year 2016	Culture	https://www.youtube.com/watch?v=43x8mLzpFeQ
15	OPPO F3 When girls traveling alone	Self - image Reflection	https://www.youtube.com/watch?v=G-zz6rfWYp0
16	OPPO F3 - Camera Selfie Dual Just smile, because shooting group is fun	Self - image	https://www.youtube.com/watch?v=2ysKl0gSktU
17	OPPO F3 Plus - Camera Selfie Dual One for your own - One for the whole group	Physique Self - image	https://www.youtube.com/watch?v=N4Zqhjm1UmY
18	OPPO F1 - Standard design. Camera care beauty	Self - image	https://www.youtube.com/watch?v=UMrRfAPsQ8U
19	“The secret of Son Tung” Viral clip	Self - image Reflection	https://www.youtube.com/watch?v=KZMnr3IIUmo
20	OPPO F5 captures true beauty	Physique Self – image Relationship	https://www.youtube.com/watch?v=Zzk_C052Gdk
21	Selfie together - Spring Full - Short film	Personality Reflection	https://www.youtube.com/watch?v=myX1ttVvxzE
22	TVC OPPO F1s - Selfie Expert	Self - image Personality	https://www.youtube.com/watch?v=l7wdq68SSsI

4.2.1 Research Question # 1: How does OPPO use celebrity endorsement to communicate its brand identity in terms of *physique*?

To apply the six elements of Brand Identity Prism (Kapferer, 2008) to the OPPO brand identity and see that Physique Element is Newest - Technology - Color - Fashion design. Physique element is very important for Brand Identity. Many clips of the sampled ads have physique element. There are 7 Ads commercials presenting the physique element. In video clips, physique elements are conveyed through celebrity endorsers who were shown to solve problems in the clip. Through the use of celebrity endorsers to handle situations with features belonging to the physique element, audiences tend to be more visible and more interested than normal introductory clips.

The analysis results indicate that the seven TVCs including the 'physique' element are presented as follow:

- OPPO F7
- Secret to help Chi Pu always beautiful on Facebook
- OPPO F3 Plus | Camera Selfie Dual - The perfect solution when selfie crowded
- OPPO F3 Plus | Camera Selfie Dual – How one-touch helped Toc Tien difference?
- OPPO Neo 7 – Elegant and bright
- OPPO F3 Plus - Camera Selfie Dual | One for your own - One for the whole group
- OPPO F5 captures true beauty

After data analysis, the results yield the way OPPO brand communicates via celebrity endorsers, which is the story of trouble most users face in the ads and the OPPO phone helps the celebrity endorsers to solve their life's problems. It is easier and they can enjoy life better. Through this message strategy, OPPO introduced the functions of the physique element of the phone to the target audiences in a clear and

interesting way. For some other TVCs, OPPO has used celebrity endorsers as heroes to use the OPPO phone as a tool to help other characters with OPPO features.

4.2.2 Research Question # 2: How does OPPO use celebrity endorsement to communicate its brand identity in terms of *personality*?

After learning about the Brand Identity Prism (Kapferer, 2008) and applying to the OPPO brand, the ‘personality’ element of the OPPO brand identity found in the sampled ads is Fashion - Friendly. Personality element is the internal element of brand identity and it is the soul of the brand. Therefore, this is the key factor and through the personality element, the target audience can understand the brand more deeply and even become a loyalty consumer because they love the personality of the OPPO brand.

The analysis results indicate that the seven TVCs including the ‘personality’ element are presented as follow:

- Short film – Negative
- OPPO R5 - Level of design
- OPPO F1 Plus - Beauty Spot
- OPPO Mirror5 - Chi Pu
- Oh my god! My mom selfie Short film 2017
- Selfie together - Spring Full - Short film
- TVC OPPO F1s - Selfie Expert

After analyzing the attributes as text, image, voice over, music and characters, the Personality element was shown by the personality of the celebrity endorsers. For example, in OPPO F1 plus ads, OPPO brand created the character of singer Ho Ngoc Ha fashion style and to sit in an ancient space and class to see the value of the OPPO

phone. F1 plus is worthy of the value that celebrity shown in the ads is Ho Ngoc Ha. This is a way OPPO has used as a primary method for communicating the personality element to the target audience.

In addition, celebrities represent OPPO brand personality through cloth and acting. In the video, celebrities wear fashion clothes and in line with the current trend to embrace the personality of the OPPO brand that is fashionable and modern. The acting in the video must show a friendly personality and the celebrities have to show the closeness of each action and how the situation is handled so that the viewer feels the friendliness of the brand.

4.2.3 Research Question # 3: How does OPPO use celebrity endorsement to communicate its brand identity in terms of *relationship*?

According to the Brand Identity Prism (Kapferer, 2008), the OPPO brand identity of the Relationship is Self-Expert and Supporting Relationship. This is an external element of OPPO's relationship with the target audience, and OPPO has chosen its role in this relationship as a selfie expert to help consumers get the best possible images with best and the cleverest technology. In addition, OPPO is always besides and supporting the Celebrity Endorsers of OPPO can come closer to the target audience through the idea of creating music concert TVCs in order to associate the Celebrity and the audience.

The analysis results indicate that the four TVCs including the 'relationship' element are presented as follow:

- OPPO F1s 2017 - Save all the sky
- OPPO Neo 7 – Elegant and bright
- OPPO F3 - The story of the dual selfie miracle

- OPPO F5 captures true beauty

After analyzing the elements of the ads, the OPPO's role as a selfie expert is evident in OPPO F1s and OPPO F5 when OPPO becomes a specialist in solving the problems encountered when selfie is an honest photo and not enough memory to capture selfie. Through this, OPPO would like to emphasize its role as a selfie expert with the target audience. There is also a supporting relationship when OPPO creates concerts/ events in ads to help endorsers closer to audiences.

Besides, celebrities act as an OPPO representative to support characters in situations to demonstrate OPPO's support relationship with the users. In addition, celebrities represent friendly through acting and emotion on face to show closer between OPPO and users.

4.2.4 Research Question # 4: How does OPPO use celebrity endorsement to communicate its brand identity in terms of *culture*?

To apply the Brand Identity Prism (Kapferer, 2008) to OPPO brand to find out that the culture element is the art of technology and Asian culture. This is the inner element of the spirit and character of OPPO company and OPPO brand. In this context, the OPPO brand has come to the art of creating technology. This is one of the cultures that OPPO brings to many different markets. In addition, OPPO has created a system of values, behaviors, principles and characteristics of Asian culture to create a direct connection to the Vietnam market. The OPPO brand clearly shows the Asian culture because they come from China as a country whose culture is influenced by Asia.

The analysis results indicate that the five TVCs including the 'culture' element are presented as follow:

- Short film – Negative
- OPPO R5 - Level of design
- OPPO F3 - The story of the dual selfie miracle
- Oh my god! My mom selfie Short film 2017
- Keep traditional New Year - Modern Lunar New Year 2016

In the ads containing the ‘culture’ element, there are two viral expressing Asian culture through the context of Lunar New Year, which is the largest holiday of Vietnam and this is also the largest festival of the year in most of the eastern countries. Thus, the activities and values of Vietnamese culture in general and Asian culture are very clear. Another characteristic of the ‘culture’ element is that the art of technology has been featured in OPPO R5 and OPPO F3. OPPO has created an artistic context and situation to convey the message about its features and structure. The shape of the phone is very delicate. For example, celebrity endorser is the singer in OPPO F3 became a magic artist and used the skill of the art of magical to introduce to the audience OPPO F3 by showing the creativity in the introduction and advertising of the OPPO.

Overall in this element, celebrities represent the beauty and artistry of technology through expressions and performances in high-definition TVCs such as OPPO R5 and OPPO F3. Asian culture is also frequently brought to the TVC by the OPPO through the holidays such as Vietnamese New Year and the endorsers perform New Year songs or short films with Asian culture as well as Vietnamese culture.

4.2.5 Research Question # 5: How does OPPO use celebrity endorsement to communicate its brand identity in terms of *reflection*?

Through the OPPO Brand Identity Prism (Kapferer, 2008) when applied to the OPPO brand, the reflection element of the OPPO brand identity is youthful and convenience. Reflection element is one of the external elements of the brand that reflects the image of the brand towards target audiences. In the reflection element, OPPO wants to emphasize youthfulness. It is also one of the values that OPPO always considered when creating products and customers of OPPO are also young. In addition, the OPPO is geared toward convenience features, as well as the size and design of the product in order that consumers think of the OPPO brand as a convenience brand.

The analysis results indicate that the three TVCs including the 'reflection' element are presented as follow:

- "The secret of Son Tung" Viral clip
- Selfie together - Spring Full - Short film
- OPPO F3 When girls traveling alone

After analyzing elements such as image, text, music, character and voice-over, the sampled ads point to these two characteristics, youthful and convenience, through stories from real life. For example, OPPO F3 ads show that when one travels alone to get a beautiful and wide angle photography is very difficult and must have the support from others. However, when the OPPO F3 has a wide angle shooting features, it is so simple and you are completely self-employed in selfie photography and have a perfect photo to share with friends. These are ads that OPPO presents at the same time as youth and convenience to emphasize the brand's 'reflection' element with the target audience.

In general, the OPPO celebrities also show the youthful spirit that OPPO desires its audiences to feel. Besides, the message and content of the TVC are

oriented to the dynamic and youthful personality. OPPO is keen to bring consumers multi-functional phones, especially taking pictures for convenience. Endorsers always express convenience to TVC directly through the use of prominent features and emphasis on the convenience provided by OPPO.

4.2.6 Research Question # 6: How does OPPO use celebrity endorsement to communicate its brand identity in terms of *self-image*?

From the Brand Identity Prism (Kapferer, 2008), we can see the OPPO brand identity of the ‘self-image’ element is different, young and good experience. This is the last of the six elements mentioned in the Brand Identity Prism. ‘Self-image’ is the factor that OPPO usually hits the most ads, with 13 ads out of 22 sampled ads containing ‘self-image’ element. This shows the focus of OPPO for this factor in the ads. Self - image element as a reflective mirror of the target customer that the OPPO brand desires to target. They want the customer to look at the brand, the customer can see their image in it. As this is one of the important factors to purchase behavior and create memories of the target customers.

The analysis results indicate that the thirteen TVCs including the ‘self-image’ element are presented as follow:

- OPPO F7 – With Son Tung capture true beauty
- Secret to help Chi Pu always beautiful on Facebook
- Short film – Negative
- OPPO F3 Plus | Camera Selfie Dual - The perfect solution when selfie crowded
- OPPO F3 Plus | Camera Selfie Dual – How one-touch helped Toc Tien difference?

- OPPO F1s 2017 - Save all the sky
- OPPO F3 When girls traveling alone
- OPPO F3 - Camera Selfie Dual | Just smile, because shooting group is fun
- OPPO F3 Plus - Camera Selfie Dual | One for your own - One for the whole group
- OPPO F1 - Standard design. Camera care beauty
- “The secret of Son Tung” Viral clip
- OPPO F5 captures true beauty
- TVC OPPO F1s - Selfie Expert

After analyzing the elements of the 13 ads, the OPPO is extremely focused on delivering various, young and good experiences to the target audience through stories in ads and celebrities serving to play the role, connect or reflect the real life of the target audience. For example, in the lives of young people today, they are eager and have the need to share their selfie image to people through social networking and what they need is not only beautiful pictures but real ones. OPPO brand has brought this story to the OPPO F5 TVC to tell people about the new AI camera features to help users to achieve true beauty as expected. And in the OPPO F5 TVCs, Son Tung Singer used the A.I camera of OPPO F5 to help the super model girls to get real photos. The OPPO has always desires the celebrity endorsers to become the bridge between the brand and the target audience.

In addition, diversity is always reflected in the design and color of the TVC that OPPO brings to audiences. Even OPPO uses a lot of endorsers on a TVC to show that diversity. Each OPPO phone delivers the best and most enjoyable experience for consumers. Even when watching OPPO commercials, audiences also have interesting

experiences they can find themselves in through the celebrity endorsers. That is the bridge between audiences and OPPO brand.

4.2.7 Research Question # 7: What communication platforms have been used by OPPO to communicate to Vietnamese audiences?

According to the data analyses, OPPO has used two main platforms to communicate with Vietnamese audiences: Digital and traditional platforms via the Internet and television. Most commercials are released on these two platforms in order to reach most viewers.

OPPO brand has made the most effective use on digital media such as websites, social media, digital advertisement and the likes, to solidify their online position allowing a more whole some experience.

Vietnam has a population of 90 million people, with a high number of young population. GDP and smartphone usage are both projected to increase, and this will have a domino effect on digital advertising spending. Currently, YouTube and Facebook are the two highest content platforms consumed in Vietnam.

On the digital platform, interactivity is a factor that helps customers and brands to become closer through interaction. OPPO understands what your customers want, and vice versa, as well as the opportunity for OPPO to answer customer inquiries. OPPO can integrate multiple social media channels to expand the reach and promote the target audience. On the digital platform, there is no limit for the length of video clip ads, which is a chance for OPPO to offer video clips longer than 60 seconds and more creative for consumers to understand OPPO brand. These video clips are often more widely spread on social media and OPPO can see the interaction of customers with each other. These are the benefits of the digital platform OPPO,

which will be able to use it to increase the efficiency of its advertising strategy.

Beside that, there are still difficulties that OPPO faces when choosing digital communication platform. OPPO faces the bad interactions of video ads that may or may not be true, but it greatly affects the image and reputation of the OPPO on the digital platform because consumers also can see and evaluate the ideas.

Besides, OPPO must be flexible and update new trends often to create content that fits the new trend. This is an opportunity and also a challenge for the OPPO because the digital audience can see the ads actively and they may not see the ads if the content is not really attractive. Vietnamese audiences have a preference for watching videos on YouTube, and they have a habit of exchanging and interacting with each other on social media. That is why OPPO can rely on the benefits of digital platform and optimize its brand communication.

Television channels face intense competition from digital channels. Recently television has suffered a lot when some brands have reduced their advertising activity on television instead of massively transforming it into a digital platform. But one thing has remained constant: Television is still by far the most effective advertising medium in Vietnam. That is reason why OPPO brand still chose television as one of its communication platforms in communication to the Vietnamese audience. In addition, television is the most widely used and widespread platform in Vietnam. For the television channel, the OPPO brand has a lot of choice when it comes to broadcasting to reach as many audiences as possible. They have chosen to broadcast TVCs in prime time on television as before, during and after hot programs based on the research results of their ratings. Most TV channels in Vietnam have the appearance of OPPO's TVCs at the time of the highest rating which is considered as the effective coverage strategy of the OPPO brand. In addition, the OPPO brand

understands that television viewers often have to watch TVCs more passively than digital so they are more likely to make TVCs more interesting in order to the audience can remember key message that OPPO wants to transmit.



CHAPTER 5

DISCUSSION

This chapter focuses on discussion of this study. Conclusions about the consistency or inconsistency of the way of OPPO communication brand identity to the Vietnam audience through Celebrity Endorsers with several other theories especially Brand Identity Prism by Kapferer (2008) were made. Besides, it gives the limitations of this research, recommendation for further study, and managerial implications.

5.1 Summary of Findings

This study aims to investigate how OPPO communicated brand identity to Vietnamese audience via celebrity endorsers. The total of 22 TVCs of OPPO brands in Vietnam from 2015 to 2017 was selected. Textual analysis was used to analyze the details and content of their advertisements, showing how OPPO brand has used TVCs with celebrity endorsers to communicate its brand identity to Vietnamese audiences.

Based on the data analyses of 22 TVCs of OPPO brand, it was found that the OPPO was transmitting to the Vietnamese audience elements of their brand identity through celebrity endorsers. The way OPPO is marketing in the Vietnam market is that they use celebrity in most TVCs to attract the interest of consumers in parallel with that they have chosen two communication platforms, TV and digital, to spread the message everywhere.

5.1.1 Physique element

Of the 22 TVCs selected for the study, seven TVCs contained Physique elements. OPPO presented difficult situations or needs in life that users often

encounter, so that OPPO introduces features, shape of model and designs. They are always looking for creative ways to make attractiveness and interesting for TVCs rather than just TVCs introducing phones. OPPO also deftly uses celebrity endorsers to bring the message physique elements closer to consumers by making the celebrity endorser a hero to help people solve problems with the phone or bring new, better functions to make their lives easier.

5.1.2 Personality element

Similar to the physique, OPPO produced seven TVCs out of 22 TVCs that contained the Personality Element. At this point, OPPO wants consumers to know that OPPO brand is a fashionable, modern and youthful brand. In order to convey these messages, OPPO often uses celebrity endorsers that have the same personality and style as each product to express the personality of the product through their image. Celebrities represent OPPO brand personality through clothing and acting. In the video, celebrities wear fashionable clothes and in line with the current trend to embrace the personality of the OPPO brand that is fashionable and modern. Since then, each OPPO product line has a different representation.

5.1.3 Culture element

Among the TVCs that contain the Culture element, there are two prominent features that are Vietnamese Culture and the Art of Technology. This is also the message that OPPO wants to convey to consumers in Vietnamese market. OPPO took advantage of Vietnam's lunar new-year to offer TVCs with messages about family reunion and big events throughout the holiday season to touch the viewers' insight. This is the strategy OPPO used for many years.

The second feature is the art of technology, which shows the elegance and aesthetics of the OPPO as they are always keen to bring art in every feature of the phone and frame of the TVCs. In these two characteristics, the celebrity endorsers become the bridge between the OPPO brand and the consumers to convey the messages which OPPO sent to the Vietnamese market.

5.1.4 Relationship element

There are four TVCs that contain the Relationship element and the message that OPPO wants to transmit is selfie expert and supporting relationship. To convey these two messages, OPPO has come up with difficult situations in selfie and the perfect desire for selfie images of phone users and the appearance of celebrity endorsers in place of OPPO brands to help consumers have perfect and honest image. The second message is supporting relationship, OPPO always accompanies their endorsers to support them in all activities to associate their audience who is the target audience with OPPO brand activities such as game show, music concert and event.

5.1.5 Reflection element

In Reflection, there are two messages that OPPO wants to communicate to consumers: convenience and youthful. To convey the youthful message, OPPO has borrowed the youthful and dynamic image of celebrity endorsers to represent the brand. In all of TVC's content that contains the reflection element, OPPO presents situations in the lives of young people through the roles and stories of celebrity endorsers.

With the convenience message, OPPO presented difficult situations for using the phone when you can not have a nice selfie picture, or have difficulty getting a phone

unlocked. Accordingly, OPPO mobile serves as a solution to all the problems users encounter and the convenience of the OPPO mobile phone from which consumers are more aware when the OPPO has reflected the insight and expectations of customers.

5.1.6 Self-image element

Up to 13 TVCs contain the Self-image element, which indicates that it is one of the most focused elements of OPPO. With the self-image element, the OPPO brand wants consumers to know that OPPO always brings the difference, youthfulness and great experiences. That also seems to be the insight of the target audience that the OPPO wants to address.

With these three messages, OPPO has diversified by creating so many high-profile stories with the appearance of celebrities that young audiences feel like seeing themselves in every story. That is also the way OPPO always want to empathize, understand and share with their target audience. In addition, the OPPO always wants to send to the audience a great experience when using OPPO mobile phone as well as OPPO brand always collect many previous experiences to upgrade the OPPO brand.

5.1.7 Communication Platforms

According to the data analyses, OPPO has used two main platforms to communicate with Vietnamese audiences: Digital and traditional platforms via the Internet and television. Most commercials are released on these two platforms in order to reach most viewers.

Television is the most widely used and widespread platform in Vietnam. That is reason why OPPO brand still chose television as one of its platforms in communicating to the Vietnamese audience. In addition, OPPO brand is fully able to

proactively select the timing and broadcast location before, during and after the hot game show to optimize the success of each TVC.

For digital platforms, OPPO has used channels such as Facebook and YouTube to release viral ads that have stories and content that are more diverse than TV ads because digital is not limited to time and space. In addition, digital OPPO ads can be tailor-made to reach consumers exactly according to their interests, personalities and needs. On digital platform, OPPO also received the feedback from the audience about the content and characters in the video to assess the level of interest and satisfaction of the video and OPPO mobile phone audience.

5.2 Discussions

5.2.1 Relating Findings to Theory

As a result of the study reported in Chapter 4, the elements of Brand Identity Prism by Kapferer (2008) have been effectively demonstrated by OPPO brand in TVCs. The analysis and results from findings of research questions show that a TVC contained one or two brand identity elements, even three. Among those factors, there are three main factors that the OPPO emphasized the most: Physique, Personality and Self-image. Based on the analysis results, it is clear that the pair of Physique and Self-image elements are often communicated to consumers by OPPO. This shows that these are two of the most important factors that OPPO always desires their audiences to understand about their brand. As the second important factor, Personality elements were often chosen by the OPPO for its brand communication, or in combination with self-image, to express the personality and spirit of the brand.

The researcher also realized that three elements -- Reflection, Relationship and Culture -- were less well communicated by OPPO to Vietnamese audiences. This is

based on the fact that the number of TVCs that contain these three elements is less than the three factors Physique, Personality, Self-image. Also, when analyzing stories OPPO created in TVCs, the brand wanted to emphasize OPPO's brand personality through the image of the celebrities, the insight of the customer, and the most basic elements that were the feature, design and color.

For the “culture” element, the OPPO often sends messages regarding Asian culture to consumers, especially about Vietnamese culture, to create proximity between the OPPO brand and the consumers. In addition, OPPO wants consumers to think about themselves with an artistic phone brand.

As for “reflection,” OPPO brand often chose the real story and the practical difficulties that most mobile phone users have faced to create content for their TVCs so that they can reflect the insight of the target audience the OPPO wants to reach. One of the messages that they want consumers to get was that OPPO would accompany, help and understand its users.

In terms of “relationship,” OPPO wants to describe selfie expert relationship with consumers, such that when consumers think of selfie, they would think of OPPO phone. This is due to the fact that OPPO will help consumers to achieve the most beautiful and realistic photos.

In addition, analysis results on communication platforms yield that OPPO has chosen to communicate with the target audience in Vietnam market mainly via digital platform. Of the 22 TVCs being analyzed, all were distributed on the digital platform and this is the main platform where OPPOs listen to and respond to consumers as well as notice the interaction in OPPO user communities and among other audience.

On television, there are limitations in terms of the duration of the TVCs. Therefore, they cannot delivery all the video clips via this platform and they have

created TVCs with their own content that suits the duration and the audience.

However, OPPO still maintains advertising on television due to a very high number of viewers in Vietnam. TVCs on television platform are still effective for OPPO brand.

To sum up, from the analysis and results obtained from the data collection, the researcher realized that the concept of Brand Identity Prism by Kapferer (2008) was exactly the same as the communication done by OPPO brand in Vietnam. As Kapferer once said that strong brands are capable of weaving all aspects into an effective whole, as a way of communicating a concise, clear and appealing brand identity. Looking at the brand communication activities that OPPO is undertaking is perfectly reasonable and they are applying Kapferer's theory to their brand identity strategy for target audiences in Vietnam market.

In general, the OPPO brand has conveyed most of the message about the facets of brand identity and they have characterized it by choosing celebrity endorsers and using optimized communication platforms. Due to Kapferer (2008), brand identity is considered as the core concept of brand management due to its contribution to brand constancy and continuity; and thus the brand management team should focus on brand identity to make the brand durable and realistic, and to convey coherent signs. It then shows the importance of building brand identity and communicating it to consumers for each brand.

5.2.2 Related Findings to Previous Research

Previous research showed that brand identity is very important in making a brand communication plan (Kapferer, 2004). As brand identity is the foundation for all communication, a particular brand must communicate its distinct brand identity to the target market. In order to have a successful brand communication, the brand

personality and the celebrity personality must be compatible. This congruence should be considered as one of the key factors for choosing the celebrity who represents the brand.

From the results of the analysis during 2015 and 2017, OPPO brand focused on three elements of brand identity that are self-image, physique and personality to a larger extent than others. The OPPO brand used celebrity endorsers to represent those elements in a personalized way to make the audience feel more interested and they can remember the OPPO brand. The formula that OPPO is making to communicate its brand identity to the audience is using celebrity endorsers to transmit messages on communication platforms. This is also the trend that has been demonstrated in previous studies, revealing that celebrity endorses are being used in about 25 percent of all television advertisements in order to promote all brands (Erdogan, Baker, & Tagg, 2001).

Not much differences were found between the results of this research and previous research. Most of the results show that what marketers have previously studied is reasonable and applicable to today's new brands (Suganya, 2016).

5.2.3 Relating Findings to Expectations

In addition to the previous discussions, it was found that the research results are both similar to and differ from the original expectations:

As expected, the OPPO brand has optimized the use of celebrity endorsers in most TVCs and communication to their target audience. They know how to combine endorsers and messages so that there are clear tactics that make a difference.

From the analyses, we can see that OPPO is a brand that creates a wide variety of content in TVCs even though the same strategy is to use endorsement appeal.

However, it creates different situations and matches the insight of customers. This is the unexpected phenomenon.

5.3 Limitations

With the use of the textual analysis method to analyze selected OPPO's TVCs from 2015 to 2017, there are some limitations. Firstly, the researcher selected 22 TVCs in approximately 50 TVCs in three years in Vietnam market in order to do the analysis, which is considered quite short. Actually, these 22 TVCs can only represent a certain part of OPPO's communication trend in Vietnam. The search results are consonant with the theory, but not really diversified.

Secondly, the research focused exclusively on using entertainment celebrity to represent brand identity elements and choose TVCs to have celebrity endorsers. Thus, it is quite difficult to infer finding by the sports celebrity.

Lastly, this research focuses on the Vietnamese market so this is the limit of the research because it will be difficult to apply these results to other western markets such as European countries and the United States. Because, cultural differences and perceptions of audiences in Asian countries like Vietnam and Western countries are completely different.

5.4 Recommendation for Further Application

Base on the overall results, summary and discussion of this research, this study shows how OPPO has communicated its brand identity to Vietnamese audiences through celebrity endorsement.

5.4.1 Implications for OPPO Brand

After all the analyses and discussion of the 22 TVCs on celebrity endorsers of the OPPO brand, the researcher would like to give some recommendations for the OPPO brand in their future.

Nowadays, with the development of marketing and advertising, brand managers not only raise brand awareness, but also proactively create a brand identity concept and want the target audience to understand the brand.

Along with the competition of the mobile phone market in Vietnam, OPPO must launch more advertising campaigns to become the top of mind of customers. In the OPPO case in Vietnam, it is about maintaining their image in the minds of their customers.

By analyzing elements of OPPO's brand identity, it is possible to make some recommendations as follows:

At first, OPPO brand should change celebrity to some hot influencer since top influencers in Vietnam also have huge number of followers on the social media and also lead the trend of fashion, technology, and lifestyle. The change could help OPPO create diversity in creating more activity on digital and could attract more consumers.

Secondly, after observing and analyzing the OPPO TVCs, it was found that they were creating TVCs with a focus on lifestyle and giving the difficult situations in term of trouble with the phone. Looking back on the advertising trends in Vietnam, OPPO must create a series of short films with humor appeal or emotion appeal to make those short films entertain the audience, then the OPPO brand will easily register in the minds of customers.

Thirdly, OPPO lacks activities to emphasize selfie functionality. The brand manager should focus on creating professional selfie contests such that consumers

always associate OPPO with selfie function, whenever they want a beautiful and real selfie photo.

Lastly, OPPO is focusing on two effective communication platforms that are digital and traditional. However, they need to expand the market by promoting offline activities such as combining endorsers to create events or music concerts to interest young people as target audiences.

5.4.2 Implications for Brand Communication/ Media Practitioners

From this research, the researcher gives some recommendations for brand communication / media practitioners as follows:

Brand managers must clearly define what the element of their brand identity is because it is the key message that communicates to target consumers. Then they should make the element-based strategy more closely to reach consumers and consumers who can clearly see each element of the brand. As consumers understand brand elements, consumers can not just read the brand name, but remember the difference and superiority of the brand to the competitor. This is the key point for each brand to become the top of mind of the customer.

In addition, the important point that brand managers can see in this research is the use of endorsement appeal in TVCs that OPPO has done in Vietnam. This is one of the effective trends that brand managers can consider to choose their brand communication. Since most new brands are hard to find, the choice of an endorser to represent their brand is the shortest way to reach the target audience. If choosing the right person to reflect the target audience of the brand will be effective for the brand.

5.5 Recommendation for Further Research

According to the findings and analysis, the researcher also has some recommendations for the future study.

5.5.1 Recommendations in Directions of Research

In terms of research direction, future researchers can broaden their reach to the elements of brand communication such as brand equity, brand personality, or brand loyalty. They will have a more diverse and comprehensive view of how to communicate brand messages to consumers. Researchers can also conduct research on the functionality and effectiveness of each communication platform. As communication platforms play an important role in this research, the future researchers should also consider to study. Not only that, scholars can combine with specific methods and brands to produce more realistic research results.

In addition, it is indispensable for scholars to put celebrity endorsers on future research because it is a trend which many brands use as an effective way to communicate with consumers. Learners can study the relationship of celebrity and brand or can study the influence of celebrity endorsers on consumer behavior.

5.5.2 Recommendations in Methodology

In terms of methodology, researchers can think of expanding the amount of data to a larger size, resulting in more representative and accurate results. Not only that, researchers can study in other markets and choose other brands.

In addition, researchers may consider and transfer this research to quantitative research in order to see the effectiveness of using celebrity endorser in brand communication to test hundreds of samples and data from the results will be more strategic.

Finally, researchers can work together to study large amounts of data and fit many different markets. Through teamwork, researchers can enhance reliability while reducing the burden of research and can complete the study in a shorter time.



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1. OPPO F7 – With Son Tung capture true beauty
Year: 2017
Celebrity: Son Tung (Singer)
Model phone: OPPO F7
2. Secret to help Chi Pu always beautiful on Facebook
Year: 2017
Celebrity: Chi Pu (Actor)
Model phone: OPPO F3
3. Short film – Negative
Year: 2017
Celebrity: Son Tung (Singer)
Model phone: OPPO F5
4. OPPO F3 Plus | Camera Selfie Dual - The perfect solution when selfie crowded
Year: 2016
Celebrity: Various Stars
Model phone: OPPO F3 Plus
5. OPPO F3 Plus | Camera Selfie Dual – How one-touch helped Toc Tien difference?
Year: 2017
Celebrity: Toc Tien (Singer)
Model phone: OPPO F3 Plus
6. OPPO R5 - Level of design
Year: 2015
Celebrity: Toc Tien (Singer)
Model phone: OPPO R5
7. OPPO F1 Plus - Beauty Spot
Year: 2015
Celebrity: Ho Ngoc Ha (Singer)
Model phone: OPPO F1 Plus
8. OPPO Mirror5 - Chi Pu
Year: 2015
Celebrity: Chi Pu (Singer)
Model phone: OPPO Mirror5
9. Selfie War
Year: 2017
Celebrity: Various Stars
Model phone: OPPO F5
10. OPPO F1s 2017 - Save all the sky

Year: 2017
 Celebrity: Son Tung (Singer)
 Model phone: OPPO F1s

11. OPPO F3 - The story of the dual selfie miracle
 Year: 2017
 Celebrity: Son Tung (Singer)
 Model phone: OPPO F3

12. OPPO Neo 7 – Elegant and bright
 Year: 2014
 Celebrity: Son Tung (Singer)
 Model phone: OPPO Neo 7

13. Oh my god! My mom selfie Short film 2017
 Year: 2017
 Celebrity: Noo Phuoc Thinh (Singer)
 Model phone: OPPO F1s

14. Keep traditional New Year - Modern Lunar New Year 2016
 Year: 2016
 Celebrity: Various Stars
 Model phone: OPPO F1

15. OPPO F3 When girls traveling alone
 Year: 2017
 Celebrity: Bich Phuong (Singer)
 Model phone: OPPO F3

16. OPPO F3 - Camera Selfie Dual | Just smile, because shooting group is fun
 Year: 2017
 Celebrity: Son Tung (Singer)
 Model phone: OPPO F3

17. OPPO F3 Plus - Camera Selfie Dual | One for your own - One for the whole group
 Year: 2017
 Celebrity: Toc Tien (Singer)
 Model phone: OPPO F3 Plus

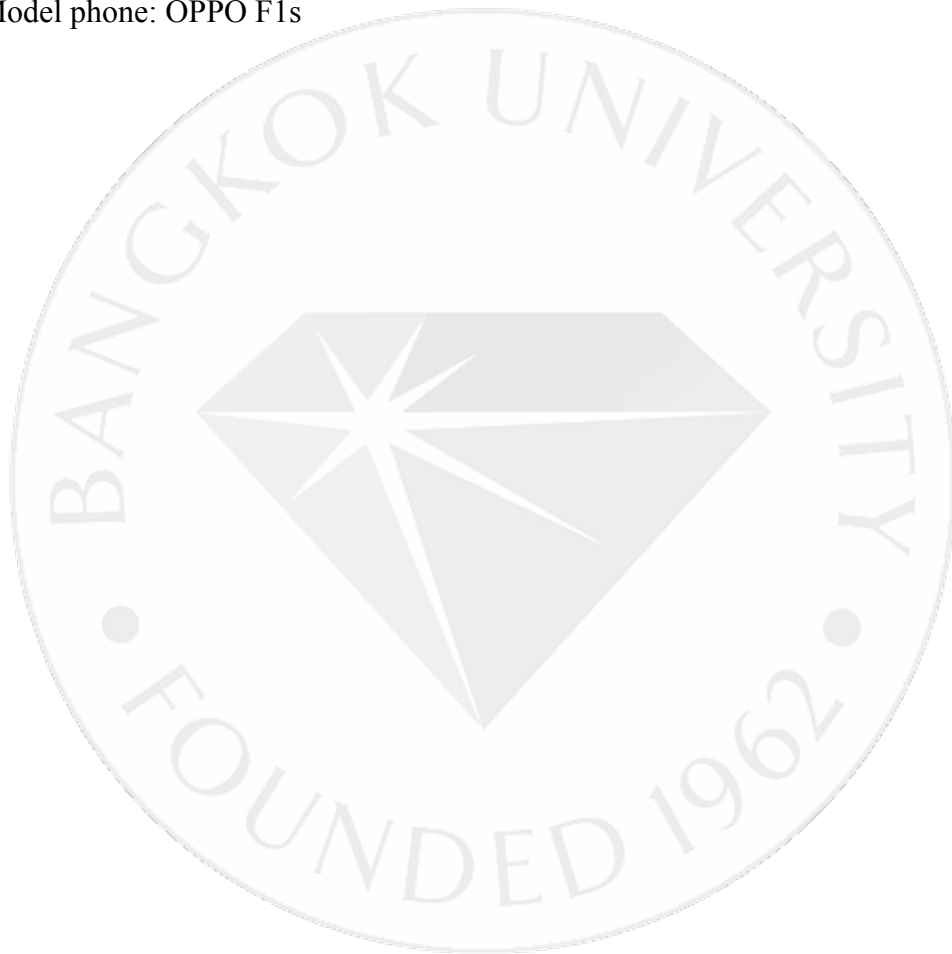
18. OPPO F1 - Standard design. Camera care beauty
 Year: 2016
 Celebrity: Toc Tien (Singer) – Noo Phuoc Thinh (Singer)
 Model phone: OPPO F1

19. “The secret of Son Tung” Viral clip
 Year: 2017
 Celebrity: Son Tung (Singer)
 Model phone: OPPO F5
 20. OPPO F5 captures true beauty

Year: 2017
Celebrity: Son Tung (Singer)
Model phone: OPPO F5

21. Selfie together - Spring Full - Short film
Year: 2017
Celebrity: Various Stars
Model phone: OPPO F1s

22. TVC OPPO F1s - Selfie Expert
Year: 2016
Celebrity: Son Tung (Singer)
Model phone: OPPO F1s



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