

# Editorial - PR FOR LIFE

*TheLEADER\_The communications campaigns launched by organizations and businesses over the past two years are all immensely creative and forward-looking, showing exceptional humanity and kindness in the process.*

## Impressive campaigns

A month ago, Public Relations (PR) professionals gathered for the first time at the VNPR Awards 2021 after two years of being heavily impacted by the pandemic. Despite the situation, businesses and organizations have overcome difficult times thanks to their constant creative efforts. In particular, they not only prove the capability of the organization but also contribute to the community, and at the same time, spread good values through communications and marketing campaigns.

Sharing with TheLEADER, Mr. Nguyen Khoa My, Chairman of the Vietnam Public Relations Network (VNPR), said that the pandemic had changed many things, including how to overcome difficulties to survive the next steps, how to accept challenges and turn risks into threats, how brands and organizations implement communication campaigns.

In that context, a trend is being actively promoted and developed, which is named "PR for humanity" in parallel with the growth of the community of public relations professionals. According to Mr. My, not only the winning campaigns but also most of the entries exuded creativity and were future-oriented, showing humanity and kindness.

Dedicating to construct meaningful and prestigious CSR programs in the context of media prejudice in the direct selling industry has helped Amway Vietnam create outstanding campaigns such as nutritional support for children under 5 "Nutrilite Power of 5"; donating health protection products against Covid-19 to Lang Son province... These campaigns also helped Amway generate a prominent buzz in the media.

The success of the campaigns, according to Mr. Nguyen Phuong Son - External Affairs Director of Amway Vietnam in the program "PR FOR LIFE: An extended event of VNPR Awards", is due to the strength gathered from the community. The community's accomplished mission of bringing a better and healthier life to people only came to fruition thanks to the unwavering support and guidance from all parties.

The campaign to change clothes for Trang Tien Ice Cream with the rebranding that echoed on social media and forums in the summer of 2020 not only helped Trang Tien Ice Cream achieve impressive results in terms of brand and revenue but also brought back pleasing memories of Hanoi, preserving a "sweet" and unique culture in a remarkably creative way.

Tapping into the unique insight (understood truth) and the spiritual element of "karma", Le Media Group (LeBros) launched an impressive series of communications activities in the campaign named "Stop Creating Karma" that spread important information and messages about protecting wildlife and raised general awareness in the community.

The campaign achieved great success with a series of exceptional results: 1.5 million interactions on social media; 11,000 people participated in the game "Mr. Karma"; Nearly 30 influencers (KOLs) officially showed support for the campaign.

Kicking off on June 24, 2021, with the message "Give Meals - Give Trust", the "Million Meals" project implemented by Suntory PepsiCo Vietnam Beverage & PepsiCo Food Vietnam (PepsiCo) donated and delivered millions of meals to the elderly, freelancer, job-losing workers, and students in need.

Mr. Cao Hoang Nam, Director of External Relations and Communications at Suntory PepsiCo Vietnam believes that actions come from the heart will spread among the community in a "naturally organic" way. Giving advice to young people studying/working in public relations, he emphasizes, "when implementing any campaign, it should come from the heart and kindness".

Operating from July 22 to December 15, 2021, the Network of Companion Physicians" actively participated in supporting epidemic hotspots across the country. With the most advanced technology platform, this network successfully supported anti-epidemic activities such as: visiting, assessing the patient's condition, and grouping patients according to 5 risk levels, thereby giving medical advice. The campaign won the award "excellent communication and public relations campaign on corporate social responsibility" at the VNPR Awards 2021

### **The public relations profession is growing**

According to Mr. My, public relations is a career that can contribute to solving many different problems in life as well as in the business environment from many angles, while simultaneously pursuing exemplary values in society.

Looking back at the psychological developments and reactions of public relations professionals through the two years of the pandemic, Mr. My said that when face with a crisis, people tend to panic and find ways to overcome it. When they see a chance of survival, they seek to re-establish the balance and find the proper direction, turning threats into opportunities.

In the process of "struggling" to save themselves, they also realize their role and opportunity in supporting those around them. Brands and organizations work together to find the right paths to overcome difficulties, and at the same time, share resources including finance, intelligence, and relationships.

Once the crisis is over, they harmonize effective and optimal ways of operating that can be utilized in the long run, thereby reshaping the strategy.

"The way of establishing PR is now also being reshaped. In activities, people avoid saying far-fetched and futile things that do not contain much value. Initiatives are now largely based on human-to-human relationships. Although technology is now the prime resource, relationships are also getting more intimate," said Mr. My.

As a gathering place for Vietnamese public relations professionals, the leadership and members of VNPR have determined that they must always be consistent with the set mission and strive to pursue international standards in the field of public relations. Accomplish their jobs and constantly contribute and spread exemplary values for the community.

Sharing about VNPR's upcoming plans, Mr. My said, the network will continue to promote cooperative relationships with universities to encourage a passion for learning as well as career orientation for young students. VNPR will also provide practical knowledge, connect domestic and foreign knowledge sources, and introduce jobs...VNPR also wishes to develop several academic resources, specifically domestic and international books that can be published for young people's reference.

Another activity that VNPR also wishes to participate in the near future is to contribute to raising public awareness of social behavior toward civility as well as enhance the appearance of the country.

In particular, in the coming time, VNPR has the desire to work with experts around the world to develop a code of conduct for the public relations profession, so that professionals will always be on the right track, thereby measuring and assessing impartially.

"We are still learning and we have limited resources, but we have never hesitated to set big goals – Mr. My shared – especially goals that contribute to the community and it is our mission to pursue them wholeheartedly".