

RMIT University

Digital Content Creation – Client brief



The Agenda

- 01 About RMIT
- 02 Campaign context and objectives
- 03 Your mission

01. About RMIT

RMIT University

1887:

Founded in Melbourne, Australia

430+

academic programs
across **20 fields**

480,000

alumni working
across **150 countries**



Melbourne City



Brunswick (Melbourne)



Bundoora (Melbourne)

RMIT Viet Nam

2000:

Established its first location in VN

460+

lecturers from
40+ countries

20,000

alumni with
59 nationalities



Saigon South



Ha Noi



Programs at RMIT Viet Nam



The Business School

- Bachelor of Business (*9 majors and 13 minors*)
- Bachelor of Digital Marketing
- Bachelor of Tourism and Hospitality Management
- Bachelor of Accounting
- Master of International Business (MIB)
- Master of Business Administration (MBA)



School of Science, Engineering & Technology

- Bachelor of Information Technology
- Bachelor of Software Engineering
- Bachelor of Robotics & Mechatronics Engineering
- Bachelor of Electronic and Computer Systems Engineering
- Bachelor of Psychology
- Bachelor of Aviation Management
- Bachelor of Food Technology and Nutrition
- Master of Artificial Intelligence



School of Communication & Design

- Bachelor of Professional Communication
- Bachelor of Languages
- Bachelor of Design Studies
- Bachelor of Design - Digital Media
- Bachelor of Fashion (Enterprise)
- ← Bachelor of Digital Film & Video
- ← Bachelor of Game Design



School of English & University Pathways

- English for University
- UniSTART
- Foundation Studies
- English for Teens
- Teen Summer Explorers
- IELTS Pathways
- Corporate English

RMIT University offers a diverse range of academic programs, ranging from Foundation to Ph.D. However, in this brief, we will focus only on **Undergraduate programs**

Why do people choose RMIT?





Our key USPs



Global
recognised degree



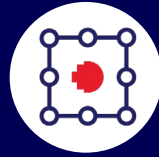
World-class facilities,
Hi-tech campus



Dynamic, vibrant
Student life



Work-integrated learning
approach



Well-rounded
student services



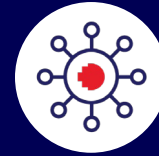
Expert lecturers with
years of experiences



Authentic assessment,
Modern learning &
teaching method



Cross-campus and
international
mobility programs



Strong alumni and
industry network

02. Campaign context & objectives



Campaign context & objectives

Choosing a university is an important decision, and for some, a life-changing event. It's a transformative experience that fosters personal growth, self-discovery, and inspiration for change. That's why students today are starting their research on universities and programs as early as grades 10 and 11. With more free time during vacation periods, they seize the opportunity to explore and gather information that will guide their future paths.

For that reason, we would like to develop **an inspiring content plan** in July to better engage with the students and make them think of RMIT as **their top of mind**.



Please bear in mind that we do face a lot of challenges

◆◆ **Risen competitors** in both Northern & Southern markets

International



Private



Public





Our challenges

➡➡ **Misperception about RMIT still exists, especially in the North**

Exclusively for
"rich kids" -
students from
wealthy
background

Easy to get into,
but hard to earn
a degree

Lack reputation/
prestige



Our challenges

➤➤ Difficulties in engaging with students under 18 across digital channels

Regulatory constraints

Restrictions in running ads targeting students under 18 on social platforms

Competitive environment

Competition with other distractions (e.g., entertaining/gaming content) on social media

TA social media behaviors

Students are cautious to left footprint in social media (less reaction, fewer actions taken)

Teenagers' consumption habits: short attention span, prefer *organic & creative content* (e.g., funny/relatable content)

Need to catch up frequently with trends to engage with Gen Z & Gen Alpha



Target audience

General picture

High school students

Age: 15-18 years old

Living in:

- Hanoi, Da Nang, Saigon south
- Several key provinces across nationwide

Household income: Mid to high level

About RMIT

About the campaign

Your mission

In this brief, we segment the TA by their specific program of interest.
You are free to pick one among those TA.



The Business Enthusiasts

Those who are interested in business programs



The Fashion Lovers

Those who are interested in fashion programs



The Tech Geeks

Those who are interested in IT & software engineering programs

TA1 – Business Enthusiast

Personality & lifestyle

Sociable, goal-oriented, explorative, confident

High school performance

Not intimidated by courses related to numbers

Maintains a GPA of 7.0 or higher

Keenly interested in business/management programs

Career orientation

Aspires to explore a wide range of career opportunities within the business sector across industries, prioritizing a broad exploration over a narrow focus

About RMIT

About the campaign

Your mission



TA2 – Fashion Lover

[About RMIT](#)[About the campaign](#)[Your mission](#)

Personality & lifestyle

Creative, with a keen aesthetic taste; enjoy watching fashion shows and frequenting clothing stores



High school performance

Demonstrates a strong interest in courses related to art

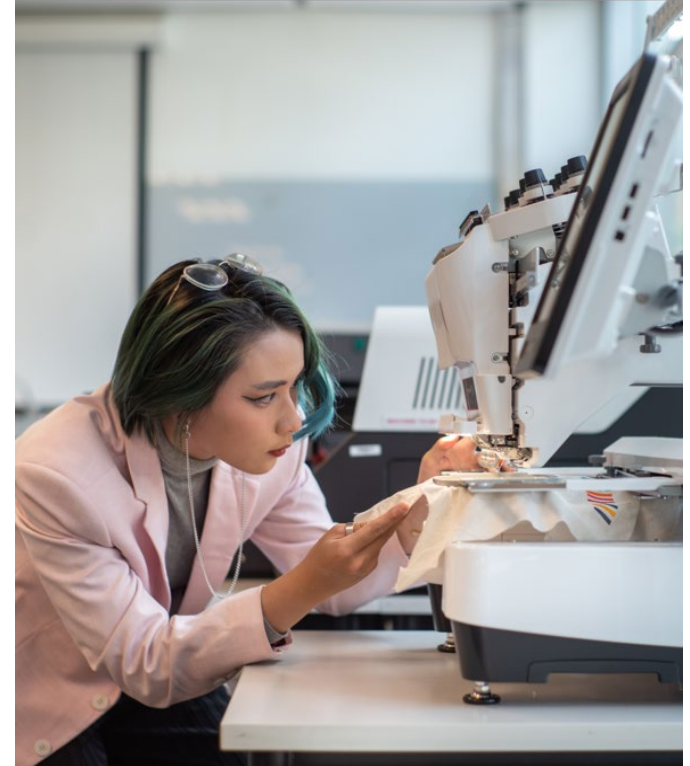
Actively participates in fashion clubs at school

Expresses interest in fashion programs



Career orientation

Aspires to work in the fashion industry or launch a fashion start-up; open to exploring various roles within the fashion sector



TA3 – Tech Geek

[About RMIT](#)[About the campaign](#)[Your mission](#)

Personality & lifestyle

Tech-savvy, introvert, analytical, problem-solving mindset; enjoy exploring new technologies, video games and in-house entertainment



High school performance

Excel in STEM subjects (e.g., mathematics/computer science)

Show a strong interest in IT-related courses

May participate in coding clubs or competitions



Career orientation

Aspires to pursue a career in IT/software engineering as an expert, or becoming a businessman in the tech industry in the future; motivated to develop innovative solutions and contribute to technological advancements



03. Your mission

About RMIT

About the campaign

Your mission

Your mission is to create **inspiring content** in July to better engage with the students, and make them think of RMIT as **their top of mind**



Key message

Dare to choose, dare to transform

Focus themes

Student transformative experiences

Success/inspiring stories of students/alumni that can create brand impression/brand love towards RMIT

Embracing the world from RMIT

Plenty of opportunities to exposure to international experiences (global experience programs)

The one and only RMIT University

Great lecturers, best support services, welcoming environment, diverse programs tailored to your needs....

Student-centric Teaching & learning

Practical learning experiences, blended learning mode, field trips, industry relations

Together we create impact

Explore the impacts that RMIT has made on Vietnam to inspire the students

Deliverables

✦✦ *Your products have the chance to be featured on RMIT's official channels!* ✦✦



Action-oriented creative ideas

- Viral promotional challenges
- Promotional ideas (partnership, community buildup etc.)
- Any other creative activities



Video clip

- One viral video that can be cut into different format
- Size: Horizontal (short 30-60s) and Vertical (maximum 120s)
- VN language with EN subtitles



Social post

- One full social post on Facebook RMIT & Sinh vien tuong lai
- Format: A single photo layout post or carousel
- Length: No limit
- VN language with EN translation to be posted in comment



About RMIT

About the campaign

Your mission

Our two channels for students:

RMIT & Sinh viên tương lai | RMIT_Cogivui

Hội thảo

Chọn đúng ngành học đúng đam mê

8:00, Chủ nhật 10/3/2024
Đại học RMIT, 702 Nguyễn Văn Linh, Quận 7, TP. HCM





RMIT & Sinh viên tương lai

232K likes · 246K followers

 Liked  Search



RMIT & Sinh viên tương lai



@rmit_cogivui

1 Following 60.1K Followers 1.4M Likes

Message

Follow để biết học RMIT có gì vui
Tham gia hội thảo tháng 3 của RMIT
https://linktr.ee/rmit_svtl

Get Ready to RMIT RMIT Gặp là mê Life @RMIT

Welcome Day
YOUR DOOR TO THE WORLD

1,814

Người bình thường thấy
Dân Digital Marketing thấy

9,590

Các bạn sinh viên RMIT
có tháng lễ gì?

2,777

Thank you

Appendix



Examples

from RMIT Vietnam







Some Tiktok videos on RMIT_Cogivui

