



Hemera Technology and Communication
Joint Stock Company

COMPANY — PROFILE

HEMERA MEDIA
SINCE 2016



TABLE OF CONTENTS

1.

About us

2.

Our clients

3.

Event Management service

4.

Digital conversion service
in the field of journalism/CMS

5.

Consulting services for
communication/marketing

6.

Creative service





“

**ITS NOT ABOUT
IDEAS** ITS ABOUT
MAKING **IDEAS
HAPPENS**

Hemera Technology and
Communication Joint Stock
Company provides a range of
media technology solutions, event
management, content creation,
and expert consulting services for
communication and marketing.





Hemera Media is a dependable partner for both domestic and international press agencies, organizations, and businesses. Some of our notable partners include VCCI, Tiền Phong Newspaper, VnEconomy, Nông thôn Ngày nay Newspaper, PVN, EVN, Vicem, Nhựa Tiền Phong, Enterprize Energy...

**HAVE A WISH ?
FOR YOUR BRAND !
LET US HELP!**

OUR AWESOME TEAM

Hemera boasts a team of exceptionally skilled and experienced personnel, coupled with an extensive network of partners across various industries, to assist clients in bringing their concepts to fruition and crafting unforgettable experiences.

“Great vision without great people is irrelevant.”

– Jim Collins, Good to Great

A black and white portrait of a man with glasses, wearing a light-colored shirt and a patterned tie. He is standing in front of a dark background with some blurred lights. A green square is positioned to the left of his chest.

Chairman & CEO ĐỖ CHIẾN THẮNG

6 years - CEO of Hemera Media

9 years - Managing Editor & Assistant Editor-in-Chief, Dan Tri Online Newspaper

7 years - Director of Information & E-Commerce Department - Vietnam Chamber of Commerce and Industry (VCCI)

2 years - Vice Director Sasme Technologies Pte. (Australia) - The first company providing SMS on demand service in Vietnam.



CTO

ĐẶNG THÁI SƠN

15 years experience in the software industry

Previously worked at Vccorp company and DVG

Built and developed numerous significant software systems and electronic newspapers, as well as operating systems on both On-Premise and Cloud platforms such as AWS and Azure.



R&D DIRECTOR

NGUYỄN THANH TÙNG

20 years experience in the software industry

Founder & Former Director of ePi Technologies

Built and developed numerous significant electronic newspapers such as VietnamPlus, Thanh Niên, Lao động, VTV online, An ninh Thủ đô, Tiền Phong, Pháp luật Online...



CLIENT RELATION DIRECTOR

TRẦN QUANG ĐẠO

9 years - Founder, Vice Director of CMS Systems Department - ePi Technologies Inc

3 years - Product manager, Technology Department, Bank for Investment and Development of Vietnam – BIDV

Co-founder of Baomoi.com, expert in big-data and online content management technology (CMS), built the Government Electronic Portal, Leader of many major electronic newspaper projects and information websites.



EVENT DIRECTOR

NGUYỄN HỮU TUẤN

8 years experience in organizing events

Organized many national and international events: Music festival, awards ceremonies, live broadcasts, conferences, corporate celebrations...

Feature Events: Armin Van Buuren in Vietnam, Heineken Countdown, Ceremony of Honoring and Awarding excellent Vietnamese farmers (Live TV - 5 seasons), CSI events (3 seasons)...



DESIGN MANAGER

LƯU QUANG TRUNG

15 years experience in graphic design and UX/UI

Designed media publications, mobile applications, and websites for prominent online companies in Vietnam such as VNG group.

Design team leader of numerous major electronic newspaper projects, including Tiền Phong, VnEconomy, thutuong.chinhphu.vn, baomoi.com, autocraze.com.au, tripi.vn...



PR MANAGER

TRƯƠNG THANH HẰNG

6 years experience in marketing & communication

Consult and build communication plans for both domestic and foreign organizations and businesses. Some of the notable clients include VCCI, Tien Phong Plastic, CEO, Enterprize Energy... Consultation on marketing strategy and implementation for small and mid-size enterprises.



CONTENT MANAGER

VŨ XUÂN NGỌC

13 years experience in media

Journalist – have worked at prestigious media agencies in Vietnam including: Vietnam News Agency, Dan Tri Online, Vietnam Law Newspaper, VTC News, Vneconomy. He also takes charge of managing the social media presence for Automotor.vn

Our Clients



Nông thôn
ngày nay



SAMSUNG

VNMAC
VIETNAM NATIONAL
MINE ACTION CENTRE



VICEM
THÁCH THỨC THỜI GIAN



SONHA

Tạp chí điện tử
Kinh tế
& Đô uông



Tiềnphong
CƠ QUAN TRUNG ƯƠNG CỦA ĐOÀN TNCS HỒ CHÍ MINH



SAN MARZANO



VnEconomy



VOCI



DÂN VIỆT



DEEP C
INDUSTRIAL ZONES



Đại đoàn kết
CƠ QUAN TRUNG ƯƠNG CỦA MẶT TRẬN TỔ QUỐC VIỆT NAM



AURORA
TEXTILE INDUSTRIAL PARK

Service

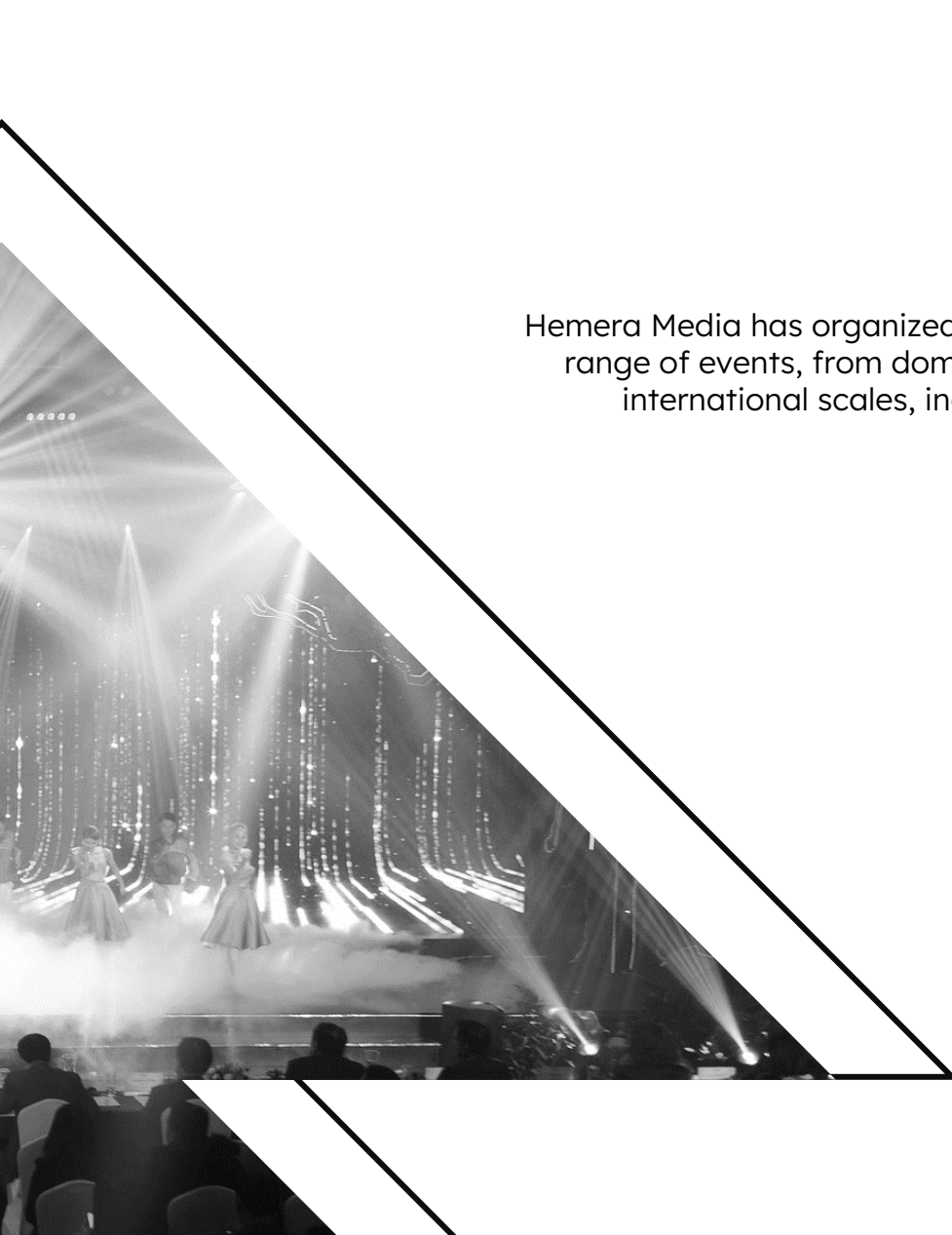
EVENT MANAGEMENT

Hemera Media Joint Stock Company (**Hemera Media**) is a reputable and long-standing company in the event organization field in Vietnam. Our philosophy is not only to fulfill our client's requirements but also to advise, support, and provide comprehensive services, including creative ideas, concept proposals, design, performances, and full event management.

Every event idea profile we create helps our clients systematize and answer the two most important questions: **"What do we need to do?"** and **"What is the highlight of this event?"**

Hemera Media's experienced team is committed to delivering perfect, unique, and impressive events that enhance our client's brand positioning.





Hemera Media has organized a wide range of events, from domestic to international scales, including:



-  **Events for organizations and businesses** (anniversaries, inauguration, project ceremonies, launching product /launching brand identity, etc.)
-  **Events for government organizations** (awards ceremonies, live broadcasts, summits, forums...)
-  **Online and hybrid events** (combining live and virtual elements)
-  **Entertainment events** (festivals, music events, sports events...)



Event: Vietnam Corporate Sustainability forum 2020, 2021, 2022



Event: Live broadcast:

Ceremony of Honoring and Awarding excellent Vietnamese farmers 2018, 2019, 2020, 2021, 2022



Event : Honoring Ceremony of TOP 100 Products in Vietnam 2022



Event: Announcing ceremony of Sustainable companies in Vietnam 2020, 2021, 2022



Event: Vietnam Card Day 2020 “Wave Festival 2020”



Event: Multi Stakeholder Forum - Samsung (MSF) 2021



Event: German Beer Festival “Oktoberfest 2022”



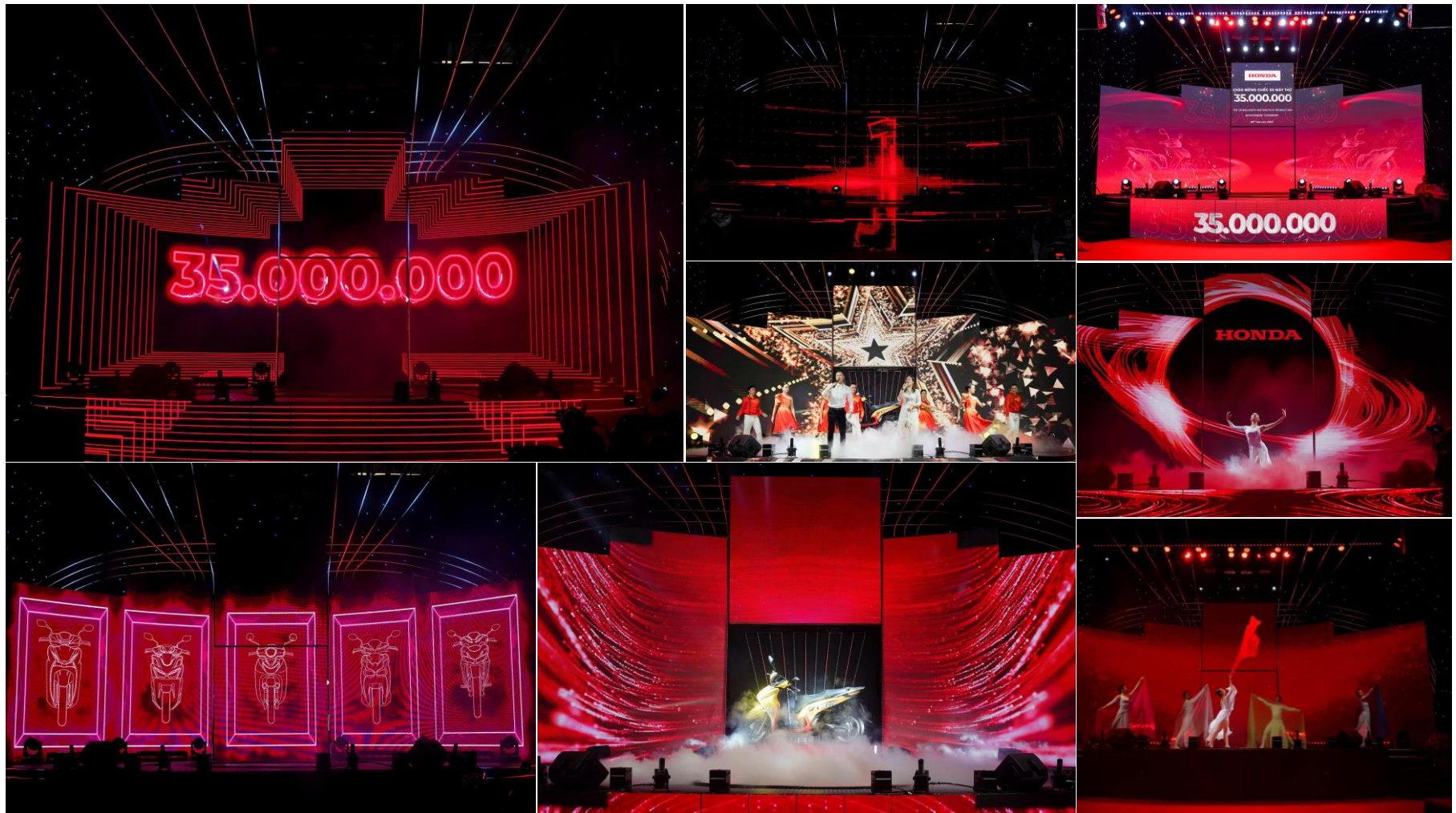
Event: Series of activities/events of Son Ha group



Event: San Marzano Gala night



Sự kiện: The establishment ceremony Hanoi Association of Key Industrial Products Manufacturers



Event: The 35 millionth Motorcycle Production achievement ceremony



Sự kiện: Opening ceremony of level 1 pumping station – Cat Tuong Group



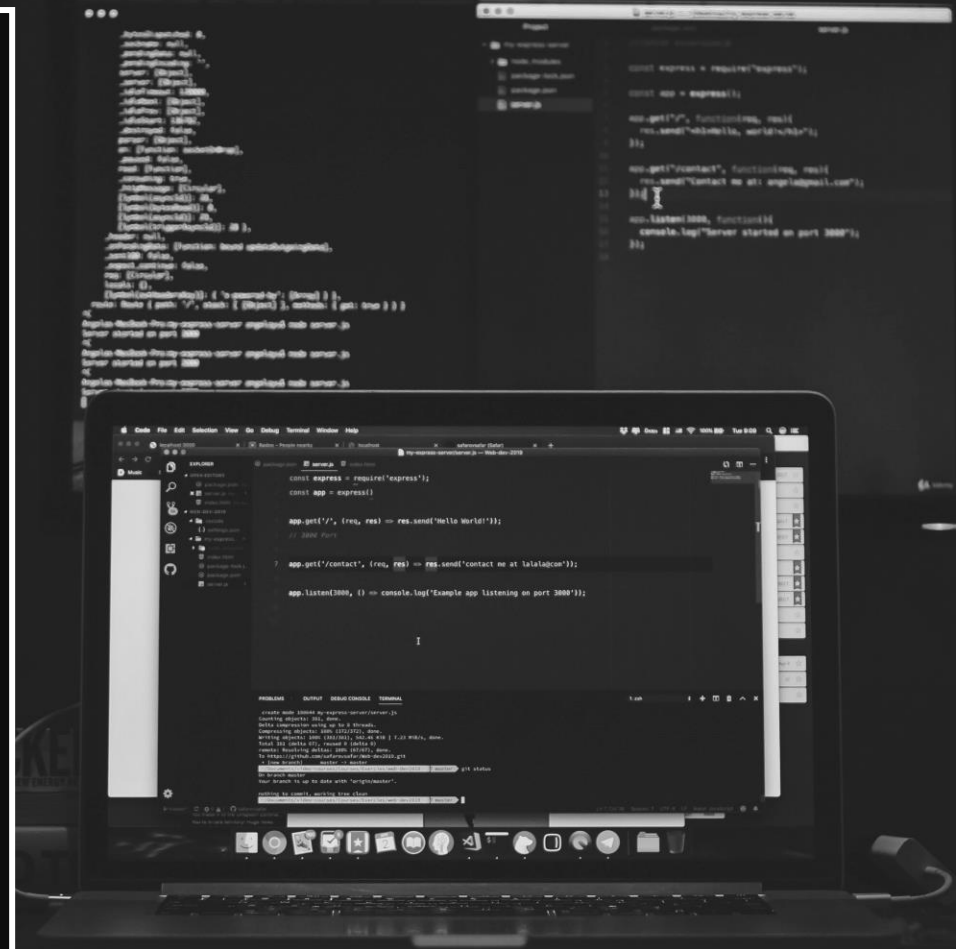
Event: Aurora Gala night 2022

Digital conversion service in the field of journalism

Digital technology adoption is an inevitable transition that can't be avoided by the entire world, making it a crucial undertaking for all individuals and organizations. Refusal to embark on the digital transformation journey is not an option for any organization, regardless of size. The media industry is not exempt from this trend.

To successfully transition to digital media, organizations need to accomplish three main things:

1. Optimize operational processes using digital technology.
2. Enhance the experience of readers/viewers and customers through digital technology.
3. Create new business models utilizing digital technology.



To successfully carry out the tasks above, media agencies and newsrooms must:

01

Shift the leadership's mindset and perspective towards digital transformation.

02

Define goals in a clear manner and break them down into smaller targets to measure and assess the level of success.

03

Create a thorough and realistic plan and strategy for digital transformation to achieve the desired goals and objectives.

04

Develop an efficient digital newsroom infrastructure.

05

Establish a culture of collaboration and internal unity.

06

Select the best digital tools and applications for development.



Digital transformation is an ongoing process that requires continuous research, learning, and testing, and there is no one-size-fits-all formula for success.

Media agencies can benefit from partnering with experienced technology companies that are dedicated to digital transformation and can provide valuable advice and consultation.

Although digital transformation is a developing field and there are no true experts yet, Hemera Media has a team of experienced personnel in both journalism and technology who are enthusiastic about accompanying media agencies on their digital transformation journey.

We are committed to leveraging our knowledge, experience, and passion to guide media agencies through the challenging stages of digital transformation in journalism.

HEMERA ONCMS.

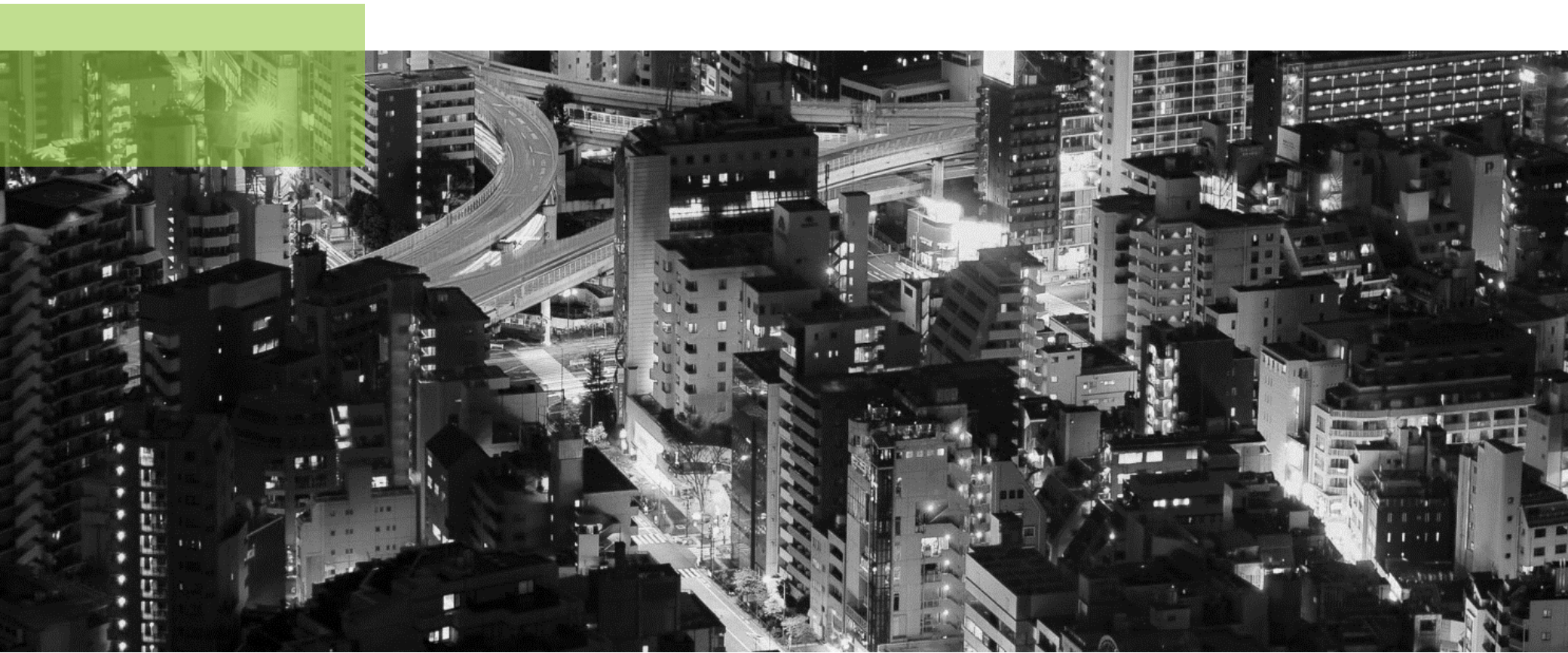
Hemera ONCMS, the technology solution online newspaper, is continuously developed by a team of experts from reputable news sources such as Bao Moi, Zing, Dan Tri, CafeF, etc. to optimize the operations and development needs of digital newspapers.

Hemera's solution is designed to optimize the management process of online newspapers and news websites in general. Hemera Media currently owns top experts who have directly developed and managed large online news systems such as VietnamPlus, Dan Tri, Baomoi, Tien Phong Online, etc. Therefore, we understand each process of digital newsrooms, to provide the most optimal technology solutions, suitable for the scale of each newspapers.



KEY FEATURES ON HEMERA ONCMS

- Compose and format content
- Manage/decentralize users
- Manage publish process
- Manage categories
- Manage event streams
- Manage royalties
- Support advertising forms
- Manage library
- Search engine optimization

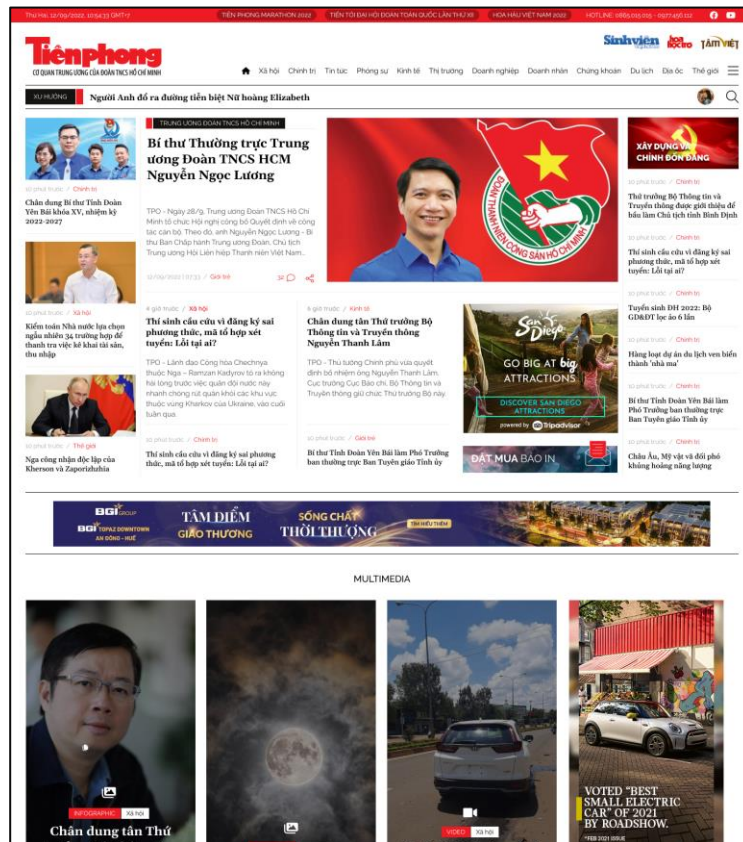


Hemera offers customize consultancy and design services for ONCMS systems to optimize content management operations for newsrooms and clients. We are committed to providing continuous support and upgrades to meet evolving needs and leverage cutting-edge editorial technologies.

OUR CMS PROJECTS

HEMERA ONCMS.

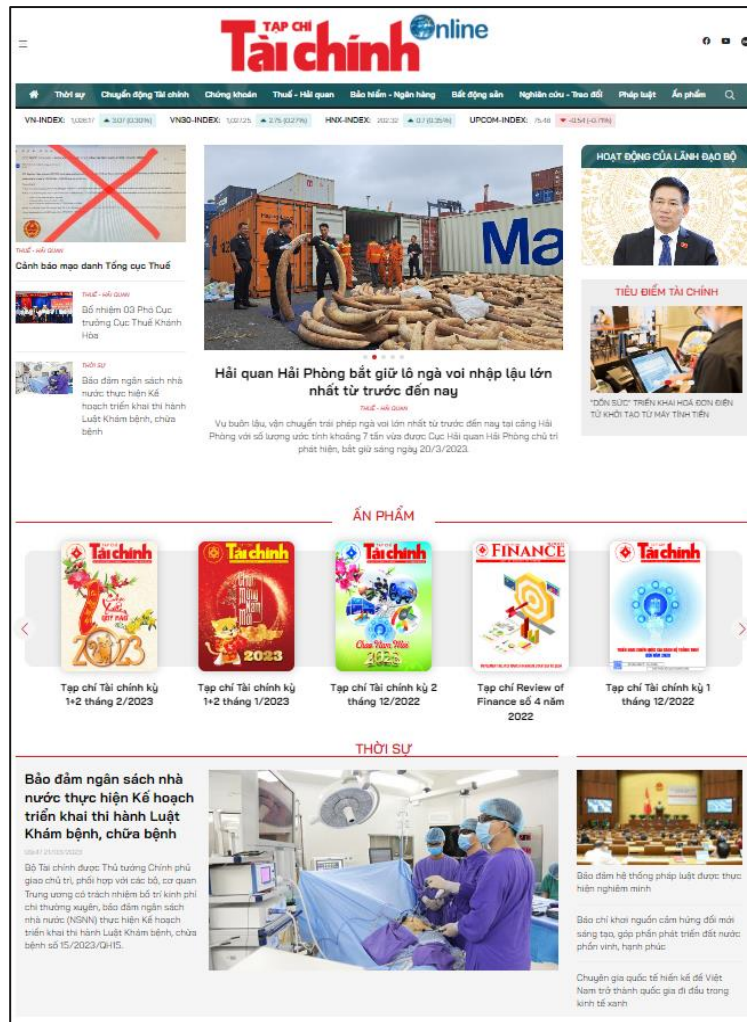
Tiền Phong Online Newspaper



VnEconomy Magazine



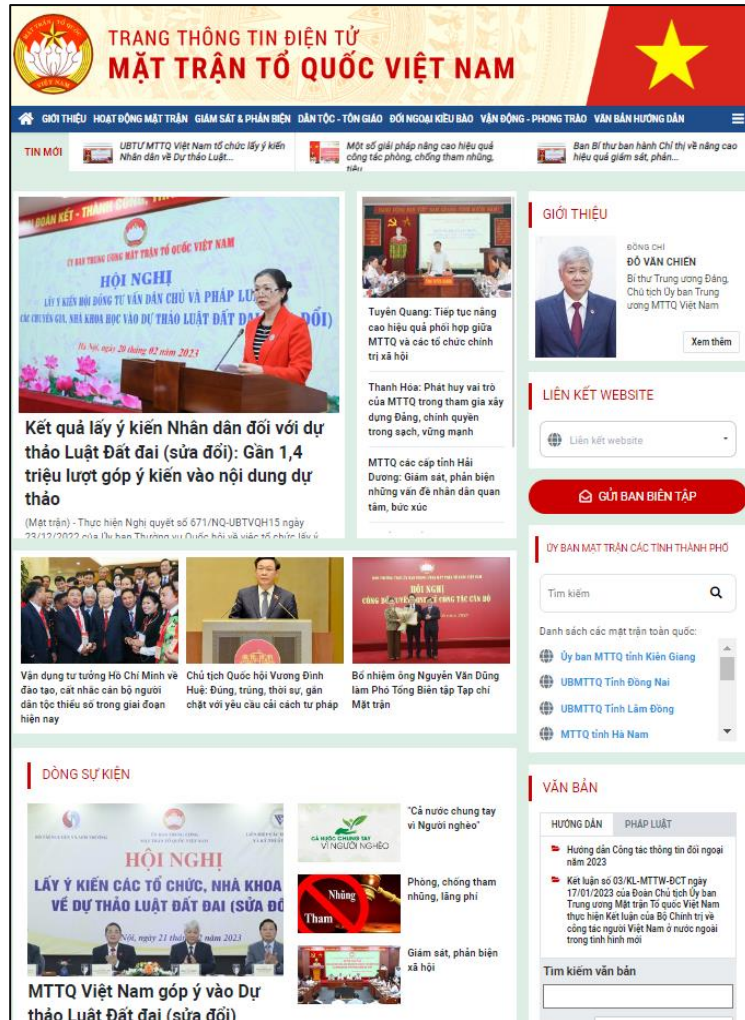
Finance Magazine



Đại Đoàn Kết Newspaper



Central Committee of Vietnam Fatherland Front Portal



Mặt trận Online Magazine



Press Center of Hochiminh City

Information page of the Prime Minister and Deputy Prime Ministers

Kinh tế Đồ uống Online Magazine

Vietnam National Mine Action Center



CONSULTING SERVICES FOR COMMUNICATION & MARKETING

- Evaluating media and marketing activities of businesses
- Consulting communication and marketing strategies
- Generating ideas/planning/ implementing strategies



Hemera offers communication & marketing consulting and implementation services to help clients enhance their market presence, increase sales, and achieve business growth objectives.

As an outsourced marketing department, Hemera assists clients with the operation and execution of all communication & marketing activities or specific product promotion campaigns.

Some services that can be found at Hemera:

Above the line

Includes marketing channels with broad coverage, undertaken at a general level, targeting mass audiences:

- Television and radio advertising
- Print ads
- Out-of-home advertising (OOH)
- Press release (PR)
- Banner advertising
- Event organization



Below the line

Marketing channels targeting specific customers to increase direct interaction between the brand and customers:

- Search engine advertising (Google Search Ads, Coc Coc Search Ads)
- Banner display advertising (on newspapers, news websites, blogs, etc. targeting specific customers)
- Social media advertising
- E-commerce platform advertising
- Collaboration with celebrities (KOL, KOC, influencers)
- Targeted customer event organization
- Email/SMS marketing



OUR PROJECTS



PVN

Communications for the
Anti-Counterfeit Campaign



VICEM

Communications for the launch of
new product packaging



VCCI

Communications for the series of events
announcing the Top 100 Sustainable
Development Enterprises and the Vietnam
Sustainable Development Business Forum



THĂNG LONG WIND

Communications for Enterprise
Energy and the Thăng Long Wind
project in Vietnam



SCE SUMMIT

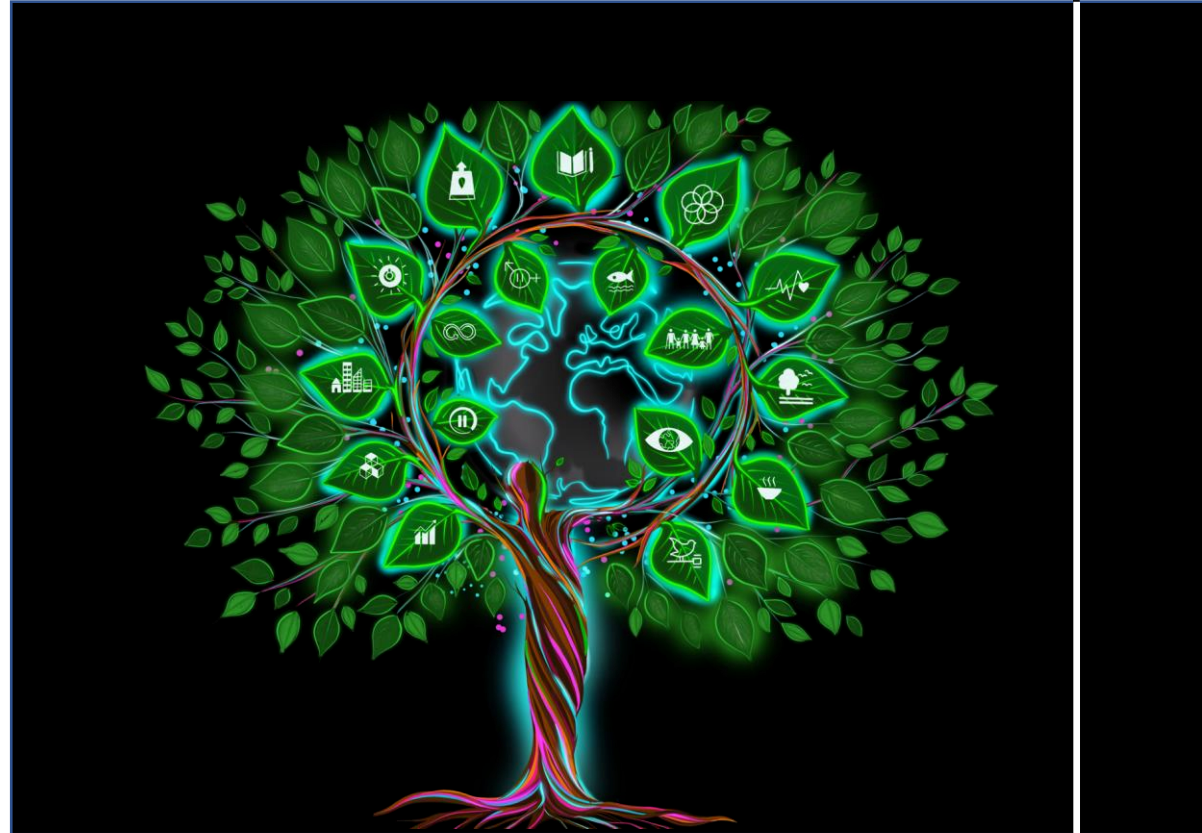
Communications for the SCE
Summit event



NHỰA TIỀN PHONG

Communications for the "60
Bridges of Love" CSR activity series.

WELCOME TO THE **STORY OF BRAND!**



CREATIVE

Service

Hemera Media boasts a network of top-notch experts in various fields including journalism, photography, cinematography, video editing, 2D/3D graphic design, PR and advertising.

This enables us to consistently deliver unique and standout solutions that enhance our clients' brand awareness and leave a lasting impression.





Content Creative

“CONTENT IS KING”

At Hemera, we recognize the significance of crafting a compelling brand story that resonates with the right audience. With our team of skilled and seasoned journalists and marketing experts, we are dedicated to helping businesses create their own unique stories, convey the message and connect with their target customers.

- Press release
- Social media content
- Website/blog content
- Sales/advertising content

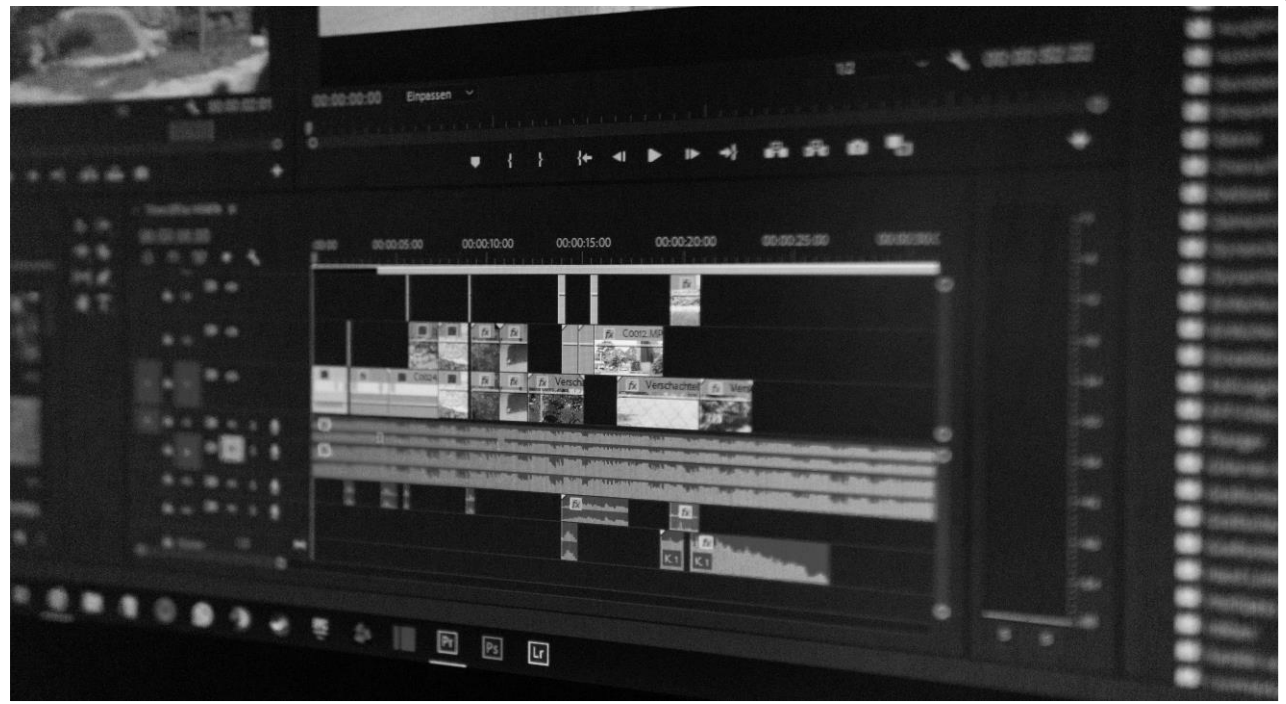
Producing video

Videos have long been an effective visual communication tool, delivering engaging content in a concise and impactful manner. A well-crafted business introduction video or TV commercial not only showcases a company's core values but also elevates its brand Perception and influence among Partners and the public.

Hemera Media is confident that we can provide our customers with **explosive ideas** and **high-quality** products that carry the **brand's distinctive mark**.

With a focus on delivering innovative and dynamic ideas, our videos are carefully crafted to embody the unique characteristics of each client's brand. We approach each project with a sense of excitement and dedication, aiming not only to meet but exceed our clients' expectations.

Choose Hemera Media for a video product that not only captures your audience's attention but also embodies the essence of your brand.



2D Design

STUNNING VISUALS HELP YOUR BRAND SHINE!



Graphic design is one of Hemera's strengths. Our designs are not only visually appealing but also innovative and effective which serves our clients' advertising campaigns and events.

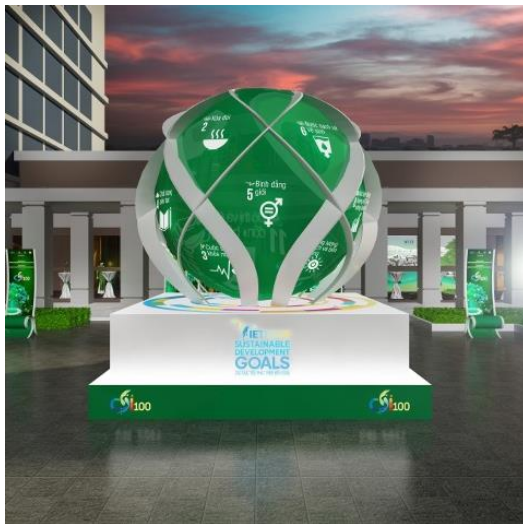
We offer a comprehensive range of services that include:

- Website design
- Online advertising design
- E-Magazine design
- Poster, billboard, and outdoor advertising design
- Brand identity design: logo, business cards, and profiles
- Event visual design

3D Design



3D DESIGN IS
CRUCIAL IN
**DETERMINING
THE AESTHETICS
OF AN EVENT**



3D design allows us to clearly envision the entire layout, including stage design, photography areas, exhibition spaces, and production specifications in a realistic way. Hemera's focus is on creating practical and innovative 3D designs that are both unique and feasible.

We work closely with our clients to ensure that their vision is captured in every aspect of the design. Our technical engineers provide recommendations on materials and oversee the construction process to ensure that the final product meets our clients' expectations.



CONTACT

HEMERA TECHNOLOGY AND COMMUNICATION JOINT STOCK COMPANY

Address: Elegant 5 Building, 21 Nam Ngu str.,
Cua Nam Ward, Hoan Kiem District, Hanoi.

Hotline: 024 3205 5868

Email: contact@hemera.vn