



PRESS RELEASE

## **LAUNCH OF THANH PHO TET 2018 E-SHOPPING FESTIVAL IN VIETNAM: First-time collaboration between Google, Publicis One and Tiki to create a unique e-shopping experience for Tet 2018**

Ho Chi Minh City, 1<sup>ST</sup> February 2018

*For the first time, Google, Publicis One and Tiki – a trio of leaders in the Technology, Communication and E-commerce industries – have joined hands in Vietnam to launch a unique shopping concept for Tet 2018 with “Thanh Pho Tet 2018” (thanhphotet.vn). This pop-up platform hosts an e-shopping festival that offers Vietnamese nationwide the most exclusive and convenient shopping experience for the Lunar New Year. As of Feb 1st, and for seven days only, Thanhphotet.vn will present exclusive deals from big brands such as Masan, Nestlé, Pepsi and Samsung. With one simple click, Vietnamese can shop for superpromos and get delivery within one day for key cities. Thanhphotet.vn is innovating the way for Vietnamese brands to interact with consumers: through a limited e-shopping experience that is specially created for the Tet occasion, while integrating with Google and Tiki’s ecosystems.*

### **E-shopping festival designed for the mobile-savvy Vietnamese consumer**

Lunar New Year is the peak shopping season for Vietnamese as they gather with their families, relatives and friends for Tet holiday celebration. The pop-up e-shopping platform built by the collaboration of Google, Publicis One and Tiki is launched to offer a one-stop-shopping destination for consumers saving their time instead of shopping at shop houses during pre-Tet traffic.

“Tet is all about the excitement of preparing for the year ahead, with big family gathering, and shopping has always been a big part of the celebration. With 7 out of 10 Vietnamese people owning smartphones, it's great to see the Tet City project giving people across Vietnam the chance to hunt for unique deals on their phones at all hours of the day and night, whether at home or on-the-go. Google is proud to take part in this week-long virtual 'brand carnival’,” stated Nitin Gajria, Google Country Manager for Vietnam, Laos and Cambodia.

Tet City partner Tiki will deliver all products in the shortest time for consumers’ busy Tet preparation. Tiki commits to delivering in Ho Chi Minh City and Hanoi within 1 day and other cities within 3 days.

"Tiki understands that shopping for Tet is such a tradition that everyone embraces. We are proud to work with Google to make this traditional experience as seamless and enjoyable as possible with



our delivery and offerings. We look forward to the upcoming years where shopping online for Tet will be part of the tradition for all consumers in Vietnam," said by Son Tran, CEO of Tiki.

### **Innovative concept for brands to engage with consumers**

Thanks to huge support from leading brands in beverages, FMCG and technology such as Pepsi, Nestlé, Samsung and Masan, shoppers can enjoy the best products with deals that are offered exclusively via the Thanh Pho Tet 2018 e-shopping festival. The site will be accessible for a limited time from February 1<sup>st</sup> until seven days before Tet.

"Thanhphotet.vn is a pilot project for Vietnam with the connected ecosystem of Brands, E-commerce, Media and Tech, and announces the future of how brands will be engaging with consumers," said Lukasz Roszczyc, CEO of Publicis One Vietnam. "Brands are used to build stand-alone campaigns but now, they have to transform. With alchemy of Creativity and Technology we are creating very new opportunities for engaging brand storytelling followed by seamless purchase. After a successful pilot, we can strengthen Tet City as an engagement platform for Tet in the next years, or even imagine this for other occasions, from holidays to events such as Valentine or Women's Day."

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### **About Google**

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information: [www.google.com.vn](http://www.google.com.vn)

### **About Publicis One**

Publicis One is a global communications enterprise that operates across small and medium size markets, unifying all of Publicis Groupe agency brands and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSL, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Spark Foundry, Blue 449), Publicis.Sapient (DigitasLBI, SapientRazorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with over 7,000 employees in 39 countries, is spread across Latin America, Europe, Middle East, and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#)



## **About Tiki**

Established in 3/2010, until now Tiki.vn e-commerce website has offered products in many sectors. With the goal of creating the greatest online shopping experience, Tiki.vn is always working to improve their service's quality. Whenever shopping in Tiki.vn, customers will enjoy amenities: Customer Service dedicated to before-during-after purchase, throughout 7 days/week, from 8:00 to 21:00 daily. Competitive rates: more than 90% of product discounts at least 10%. Free delivery (for orders from 150,000 VND in HO CHI MINH CITY range. HCM and from VND 250,000 for orders delivered to the other provinces and cities in Vietnam). Accumulated reward points to receive the opportunity to purchase without paying money by using coins Tiki. Credibility in the transaction-led vote e-commerce website are the most popular ECAWARD in 2012 in all 3 categories. E-commerce website won the most popular ECAWARD prize in 2012 (ECAWARD is the program "Typical Business e-commerce applications" by the Department of industry and Department of information media holding)

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