

# Brand Development in Vung Tau's Education Industry

This presentation explores actionable brand development strategies in Vung Tau's education sector, considering the city's unique coastal context and the increasing competition among educational institutions.



by **Nguyen Trong Quyet & Trinh Quoc Tri**



# Research Background



## Increasing Competition

Vung Tau's education sector is experiencing a surge in competition, demanding a strategic approach to brand differentiation (Vietnam Education Review, March 2023; Vung Tau Newspaper, October 2023)



## Unique Coastal Context

Vung Tau's unique coastal location presents distinct educational opportunities. Many schools integrate environmental education (Ba Ria-Vung Tau Department of Education and Training, 2021 Report)



## Actionable Strategies

By analyzing successful branding practices in competitive educational markets, this research aim to provide practical guidance for institutions to navigate the competitive landscape and build sustainable brands

# Problem Statement

## 1 Struggle to Differentiate

Vung Tau schools struggle to differentiate themselves, making it difficult to attract top students.

## 2 Disconnect in Brand Promises

Discrepancy between brand promises and the actual student experience, leading to disappointment and a lack of vibrant campus life.

## 3 Inconsistent Brand Messaging

Erosion of trust due to inconsistent brand messaging across different channels.

## 4 Research Gap

Lack of research on general education branding principles and the specific needs of Vung Tau's education market.

# Research Methodology

## Literature Review

Examining existing scholarly literature on education branding, coastal city branding, and Vietnam's context.

## Case Studies

Analyzing 5 selected Vung Tau educational institutions to evaluate branding strategies.

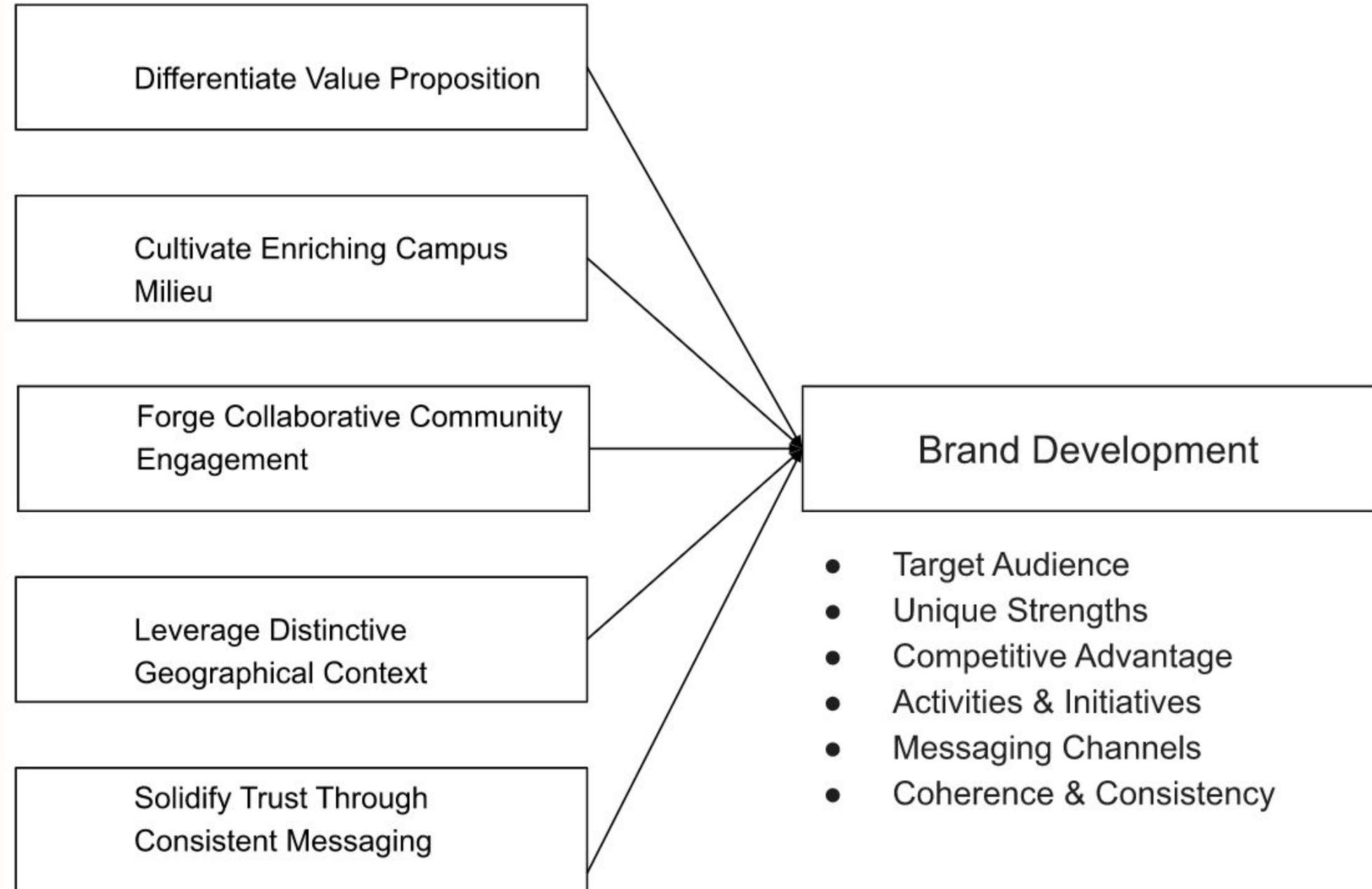
## Interviews & Focus Groups

Engaging diverse stakeholders to gather insights on education branding.

## Document Analysis

Scrutinizing institutional documents, media coverage, and local policies to understand current branding practices and trends.

# Theoretical Framework



Source: Judson et al. (2008), Whisman (2009), Pinar et al. (2011), Varadarajan & Malone (2018), Huong & Khoa (2020), Liu (2021)

# Sample Selections

Exploring the 5 most popular schools in Vung Tau.

Name of School	Description
Vũng Tàu High School	Strong history and reputation
Le Quy Don High School	Modern facilities and focus on STEM and international education
Ky Nguyen English Center	Affordable and flexible courses
The Forum English Center	Industry-specific expertise and partnerships
Hireme English Center	Job-oriented curriculum and career support

# Brand Development

<b>Intitution</b>	<b>Target Audience</b>	<b>Unique Strengths</b>	<b>Competitive Advantage</b>	<b>Activities &amp; Initiatives</b>	<b>Messaging Channels</b>	<b>Coherence &amp; Consistency</b>
Vũng Tàu High School	Academically oriented students	Tradition, experienced faculty, Vietnamese culture	Government funding, alumni network, central location	Academic competitions, cultural events, community service, sports	Website, local newspapers, events, alumni, limited social media	Needs online presence & clearer messaging
Le Quy Don High School	High-achieving university aspirants	Modern facilities, STEM & international focus, high university placement	Selective admissions, scholarships, diverse activities, international programs	STEM workshops, guest lectures, conferences, study abroad, leadership training	Professional website, social media, parent communication, education fairs, partnerships	Strong brand identity, consistent messaging
Ky Nguyen English Center	General public (English proficiency)	Affordable, communicative teaching, flexible courses	Recognized name, large student base, convenient locations	Movie nights, conversation clubs, English camps, cultural exchanges	Flyers, promotions, local businesses, word-of-mouth, social media	Needs alignment with target audience, improved value proposition
The Forum English Center	Professionals & students (Business English)	Industry expertise, partnerships, professional trainers	Industry-specific programs, certifications, reputable partnerships	Business simulations, networking events, workshops, career fairs, guest speakers	Business publications, professional networks, webinars, conferences, targeted online ads	Clear & professional brand image, consistent messaging
Hireme English Center	Young adults & professionals (Practical English)	Job-oriented curriculum, practical skills, career support	Job preparation, employer connections, English for tourism	Mock interviews, resume workshops, job fairs, company visits, tourism programs	Social media, career networks, local businesses, influencer marketing	Distinctive & practical positioning, consistent career-oriented messaging

# Differentiate Value Proposition

5 schools focus on the following actions:

## **Unique Academic Programs**

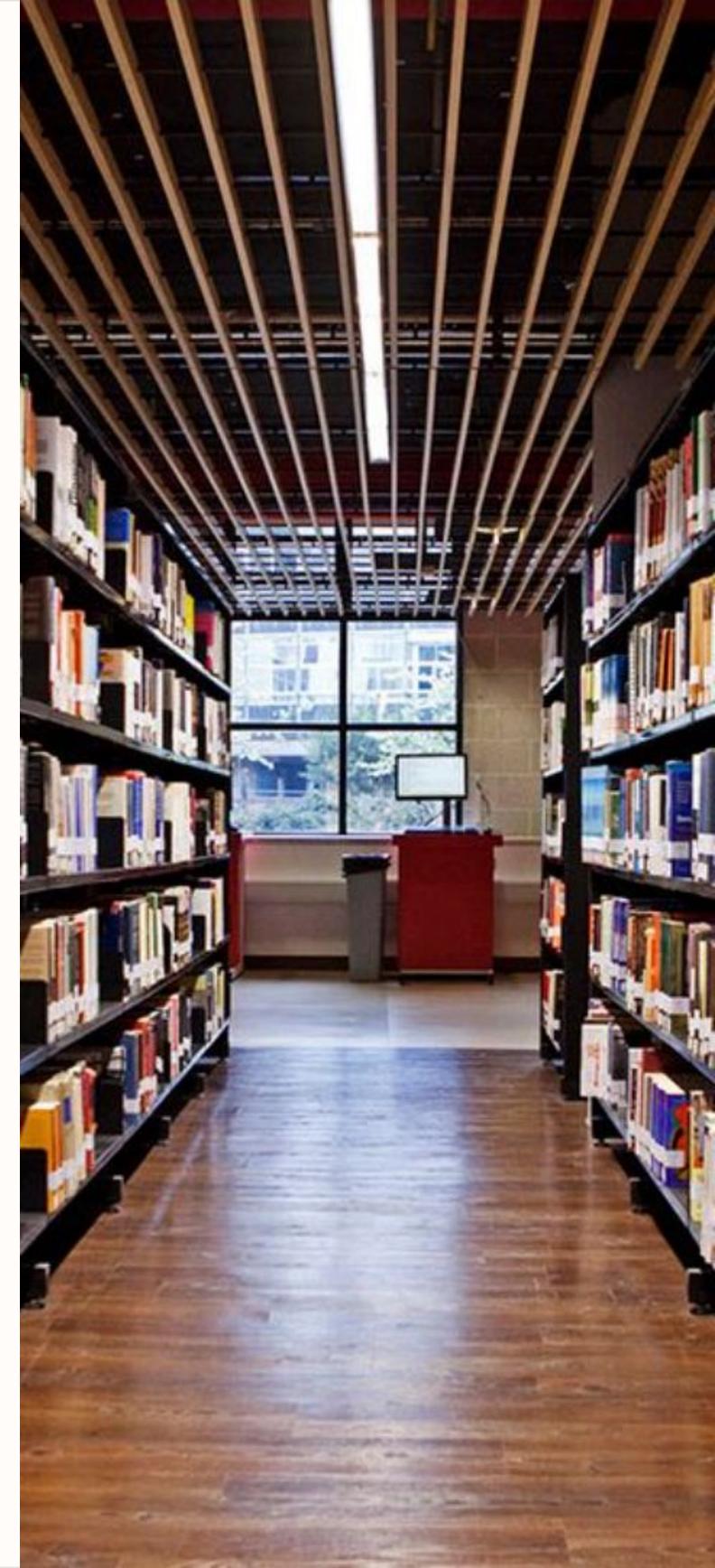
Schools emphasize distinctive academic programs or specializations to differentiate their value proposition.

## **Cutting-edge Research Facilities**

Emphasis on advanced research facilities or collaborations sets schools apart in their value proposition.

## **Internships and Career Opportunities**

Schools prioritize internships and career advancement opportunities to enhance their value proposition.



arding Language Acquisition for Profes

Hireme English Center

TESOL

UATION ER



# Cultivate Enriching Campus Milieu

5 schools focus on the following actions:

1

## **Vibrant Student Life**

Schools foster a vibrant student life with diverse clubs and activities to enrich the campus milieu.

2

## **Supportive Faculty and Mentorship**

Emphasis on supportive faculty and mentorship programs contributes to an enriching campus environment.

3

## **Artistic and Cultural Events**

Schools organize artistic and cultural events and performances to enhance the campus milieu.



# Forge Collaborative Community Engagement

5 schools focus on the following actions:

## **1 Strong Partnerships**

Schools establish strong partnerships with local businesses and organizations for collaborative community engagement.

## **2 Community Service Initiatives**

Emphasis on community service initiatives and social impact projects fosters collaborative community engagement.

## **3 Alumni Network and Engagement**

Schools actively engage with their alumni network and implement engagement programs for community collaboration.

# Leverage Distinctive Geographical Context

5 schools focus on the following actions:

## **Unique Campus Location**

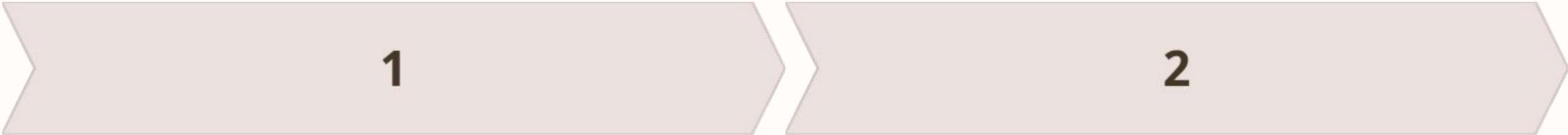
Schools leverage their unique campus location to create a distinctive geographical context.

## **Sustainable Practices**

Emphasis on sustainable practices and community development initiatives contributes to a distinctive geographical context.

# Solidify Trust Through Consistent Messaging & Coherence

5 schools focus on the following actions:



**1**

## **Clear Mission Statement**

Schools develop a clear mission statement and brand values to solidify trust through consistent messaging.

**2**

## **Responsive Customer Service**

Emphasis on responsive customer service and open communication channels contributes to solidifying trust.

# Conclusion & Recommendation

## **Differentiate Value Proposition**

Tailoring academic programs, emphasizing faculty expertise, and showcasing innovative teaching methods contribute to a distinctive value proposition.

## **Cultivate Enriching Campus Milieu**

Implementing extracurricular activities, fostering collaboration, and providing modern facilities enhance the overall campus experience.



Language Acquisition for Professionals  
Home English Center

H  
AWESOME  
Tieng Anh H



# Significance of Research

## 1 For Schools (Practice)

Strong brand means more students and a buzzing campus: Building a clear, attractive brand helps your school stand out and create a thriving student experience.

## 2 For Researchers (Academy)

Branding isn't just marketing: Integrate branding considerations into academic practices to effectively position schools within Vung Tau's unique coastal context.

**THANK  
YOU**

