



# Ba Tình Dầu - Một Tình Yêu

## Campaign Objective:

Position Neptune as Vietnam's first cooking oil made with three premium ingredients—rice bran oil, sunflower oil, and soybean oil—targeting Vietnamese homemakers aged 30-50.

## Campaign Key Hook

**“Ba Tình Dầu - Một Tình Yêu”**

(Three Oils - One Love)

Just as a mother's love is a perfect blend of love, health, and beauty, Neptune combines three scientifically chosen oils to nourish and protect the heart, brain, and skin of every Vietnamese family.

## Channel Strategy

### KOLs

- Mid-tier mom influencers, celebrities that are wives/ moms, home chefs, health voices
- Content: Ingredient guesswork, testimonials, love-for-family, love-yourself narratives,

### Social Media (FB, Tiktok)

- Visual-first education & storytelling (reels, posts)
- Recipes with health tips using Neptune
- Hashtags: #BaTinhDauMotTinhYeu #Neptune3Oils

### PR (Press + TV)

- Expert-led health articles: “Why 3 oils are better than 1”
- Women's health & lifestyle publications: Kenh14, Eva.vn, VnExpress Life
- TV talk show features + regional news coverage

