

BYWAY OF SAIGON



Bao Anh Tran

Hi!

Saigon is the city I was born and raised in. Some might know it as Ho Chi Minh City, but most people who live there lovingly call it Saigon, a lively metropolitan marked by its never-ending activity. Despite not spending what most people deem the most worthy part of my life there, my experience of going to high school in the heart of Saigon, District 1, has given me an inside glimpse of what it is like to be a twenty-something living in one of the fastest developing cities in all of Asia.

That, and I have twenty-something friends I frequently keep in contact with, and so I simultaneously feel left out yet an insider at once.

A relaxing weekend for a young Saigonese professional entails chatting with friends over cups of beer. That chill ambience of coziness juxtaposes with Saigon's never-ending car horns and noise. As the city reach new lengths marked by international investments, young Saigonese professionals strive for growth in their day-to-day lives, but are still eager to embrace their Vietnamese heritage. Traditional vs. modern, relaxing vs. noisy, it is this stark contrast that marks the city's uniqueness, and I want to capture this feeling and embrace it through the By Way of Saigon campaign.

Saigon is extremely big but incredibly cozy.



A young Saigonese professional - A portrait of sorts



- early 20s
- college student at RMIT University Vietnam
- went to top 3 public high school in HCMC
- now a full-time copywriter at Publicis
- speaks Vietnamese & English
- 8.0 IELTS
- passion for creativity
- favorite food is bún đậu mắm tôm
- knows all the best drinking spots in Saigon
- drives a white Vespa Piaggio
- has never left Asia



Phuong Anh
(my best friend!)

Bao Anh Tran

IMAGINE THIS...



You are a twenty-something young professional, it's a friday and you've had a long week at work.

You hit up your friends, wanting to grab drinks with them after work.

Clubs? no, too loud.

Bars? no, too crowded.

You need something that is cozy, preferably high up so you can take in the gorgeous Saigon view without being distracted by all the car horns and dust.

You want to engage in endless banter with your friends with chill music playing the background.





Most importantly, as a Saigonese, you want there to be ***Bia Saigon*** on your bàn nhậu (drinking table) – A smooth, ambery liquid of joy and delight.

What if, you can have all of that and more? What if the quintessence of being in your twenties and working can be encapsulated with an experience like no other?

INTRODUCING...

By way of Saigon x Bia Saigon



“CHILLING AFTER THE AFTERNOON”

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THE EXPERIENCE

Chill after Chieu is a month-long rooftop bar that occurs every Friday in the heart of Saigon, District 3, that provides a warm and cozy atmosphere and features different small indie artists every week.



With a ticket entry price of VND300,000 (approx. \$12.38), customers can get a pax including 1 exclusive By Way of Saigon X Bia Saigon t-shirt, an artisanal “Chill after Chieu” beer cocktail created by our beer masters, and enjoy live music from talented Saigon indie artists.

Serving more than just beer, customers can enjoy a variety of beer cocktails made from Bia Saigon products, and simple snack foods so they can enjoy their magical night.



Key aesthetic points: neon “Chill after Chieu” signage, ambient lights (outdoor string lights), tall wooden tables and chairs, traditional decorations (lanterns, conical hats, etc.), mic stand and small stage for artists.

WHY THIS WORKS

‘nhậu’ aka drinking culture has always been a huge part of the adult experience in Vietnam. As young adults in a metropolitan like Saigon (Ho Chi Minh City), it is no wonder that this culture is being intertwined with a more modern, international yet traditional twist to it.

The collaboration between By way Of Saigon (an up-and-coming, international brand) and Bia Saigon (a traditional, international brand) marks the change of what makes Saigon so unique. Nowadays, Vietnamese young adults want to maintain their traditional edge by supporting home-grown brands, while simultaneously embracing their maturity in an ever-integrated digital age where global culture is becoming more and more present.

Pop-ups are a great way to introduce this unexpected collab, especially with pull factors like limited t-shirts, drinks, and a chance to engage closely with indie artists, youth of Saigon have incentives to make this collab more widespread.



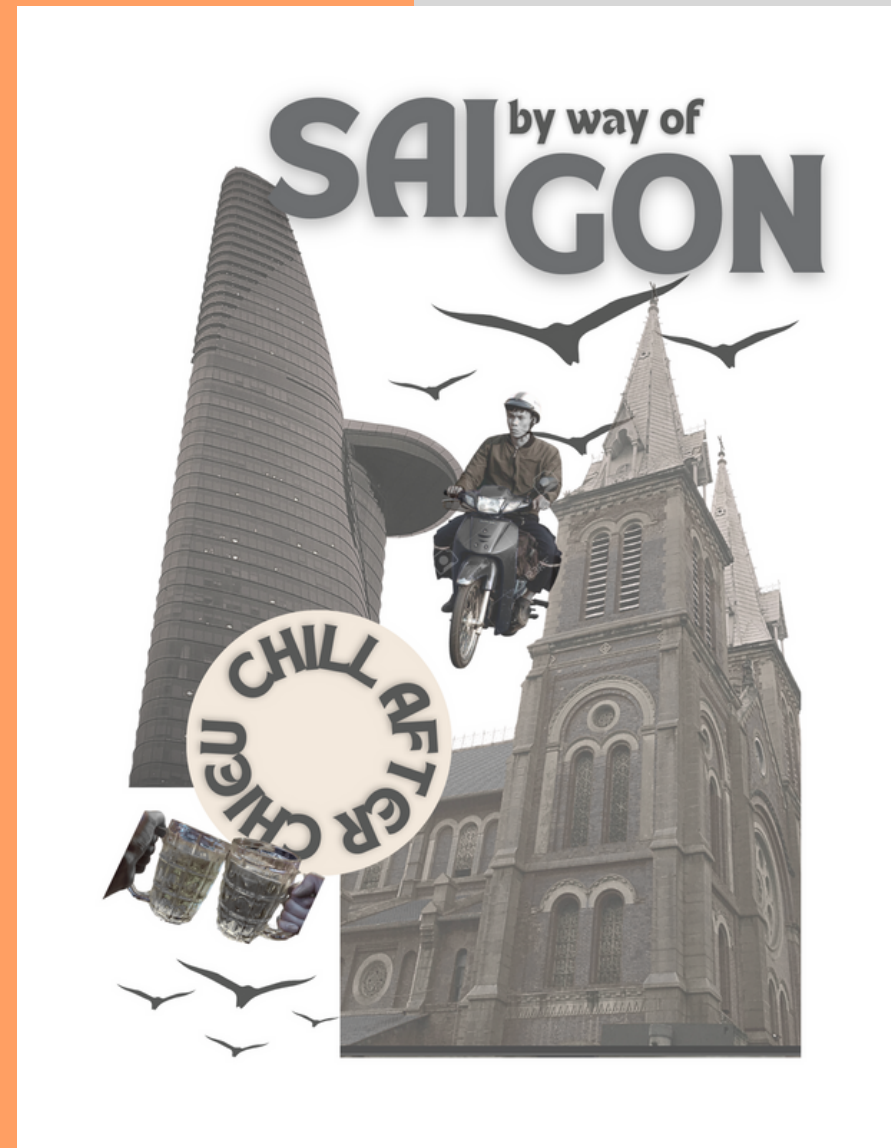
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THE MERCH

Streetstyle in Vietnam is marked by its simplicity: oversized t-shirts and baggy cargo pants.

Nowadays, most Saigon youths can be seen wearing garments from their favorite Saigon local brands, carrying their logos as a sign of status.

Inspired by this insight, I wanted to design something that can be universally worn, especially in the year-round scorching heat of Saigon, but still trendy enough to wear, and embraces the many wonderful facets of the city.

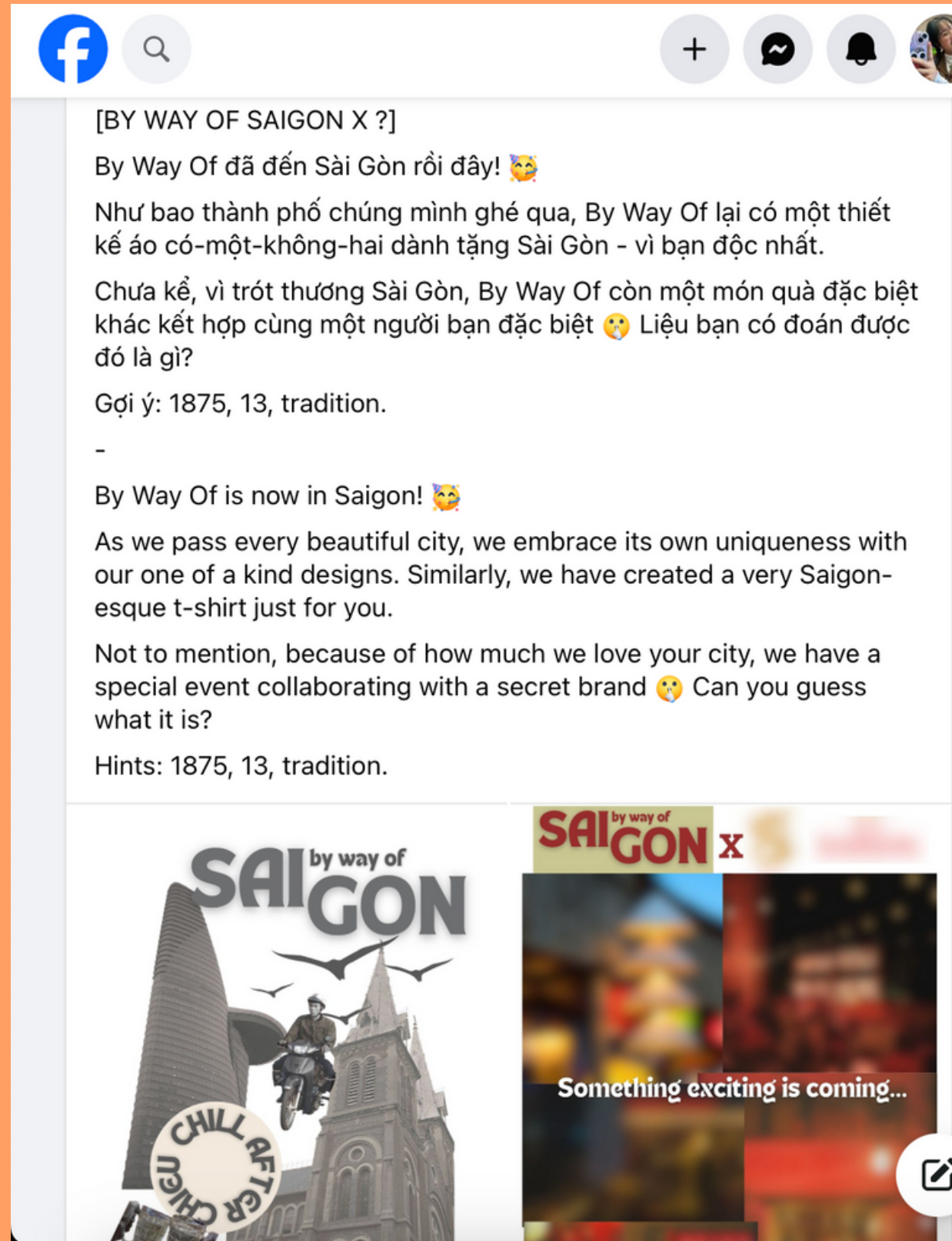


This design contains many things: the friendly shipper (who is typically male) roaming the streets on his 2008 Honda bike, Landmark 81, the tallest building in Vietnam, the historical Notre Dame Cathedral of Saigon, conveniently place in the center of the city, the many doves that can be seen roaming the city, and the city's never-ending nightlife marked by its drinking culture.



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THE SOCIAL MEDIA POST



Vietnam's biggest social media platform is Facebook. With 70 million users and the 7th largest user base in the world (Statista, 2021), it is undoubtedly true that to reach a Vietnamese/ Saigon user base, the main platform to be used is Facebook.

The featured post would be a sneak peek post before the actual collaboration announcement, meant to excite potential clients.

Using a more jesterly tone and Vietnamese Gen-Z slang, the post can tap into both a sleek, professional business audience and a hip audience that is the focus of By Way Of Saigon.

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SAIGON by way of

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CHILL AFTER CHICOU



THE CONCLUSION

It is easy to feel lost. It is easy to want to be a hard worker so reach your goals. Amidst the non-stop flow of life in Saigon, I want to provide a temporary pit stop for young Vietnamese adults to be able to catch their breath and relax for a while. This experience embraces everything that makes them uniquely Saigonese: the intersection of modern and traditional, or domestic and international. Choosing Bia Saigon, a familiar face in all Vietnamese household and is yearning to be a popular face internationally, can tie this in-between feeling altogether, while fostering a chill drinking environment for youngsters to unwind. Overall, I think this concepts really hits home the feeling of being in your 20s, an adult but not really, living in a metropolitan like Saigon.



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**THANK
YOU!**

