savills

savills Place.

SAVILLS PLACE

CAPABILITY STATEMENT

ABOUT US

70+
Countries

600+
Offices & Associates Worldwide

39,000+
Employees

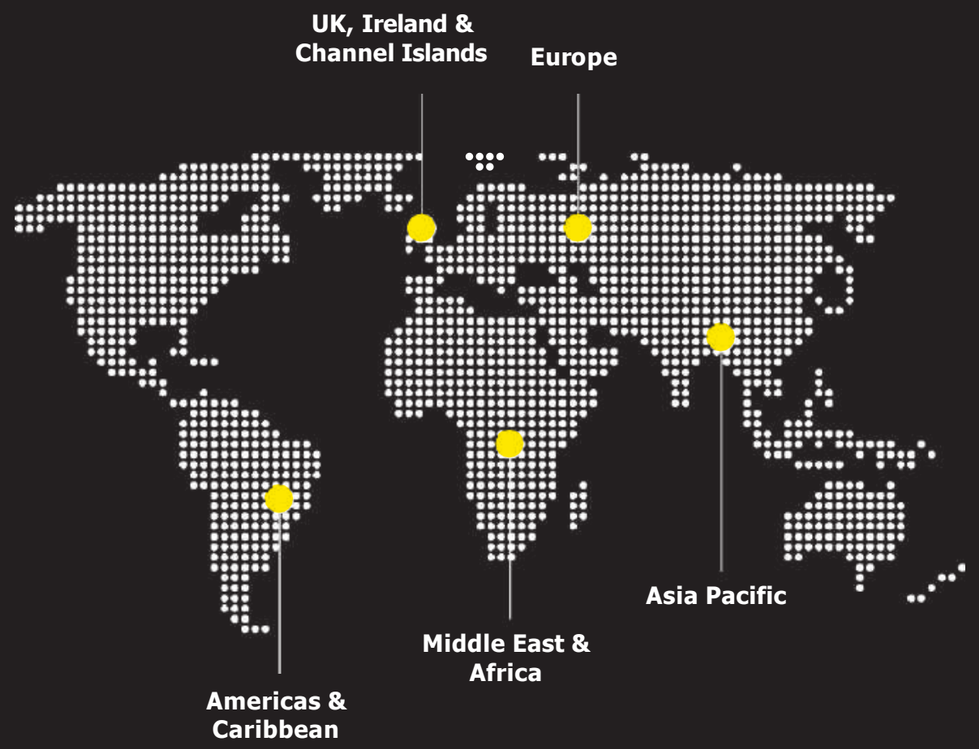
200+
Expert Researchers

GLOBAL NETWORK

SAVILLS

Over 160+ Years of Expertise Worldwide

Over 25+ Years of Expertise in Viet Nam



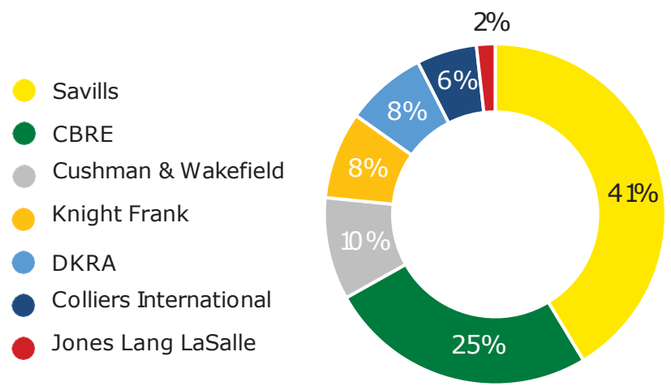
Think Real Estate,
Think Savills.

ABOUT US

3,200+
Employees

MEDIA PERFORMANCE

"Savills Vietnam receives the largest total exposure on major and high commercial value channels, including CaféF, VNExpress, VTV1, VTV8, etc."



Source: CommSights – Media Report, October 2022

SAVILLS VIETNAM

ADVISORY SERVICES
Conceptual Development Recommendations . Market Research . Economic & Demographic Studies . Feasibility Studies . Highest and Best Use Valuation . Development Review

PROPERTY MANAGEMENT
Pre-Operations Management Consultancy . Property and Asset Management . Facility Management . Residential - Commercial – Industrial . Property Management Training

SAVILLS PLACE
Branding . Marketing . Placemaking

HOTEL & LEISURE
Operator Selection . Management Agreement

AGENCY
Retail . Office . Industrial . Residential

INVESTMENT
Stakeholder Engagement Structuring . Strategic Project Positioning . Acquisition & Sales

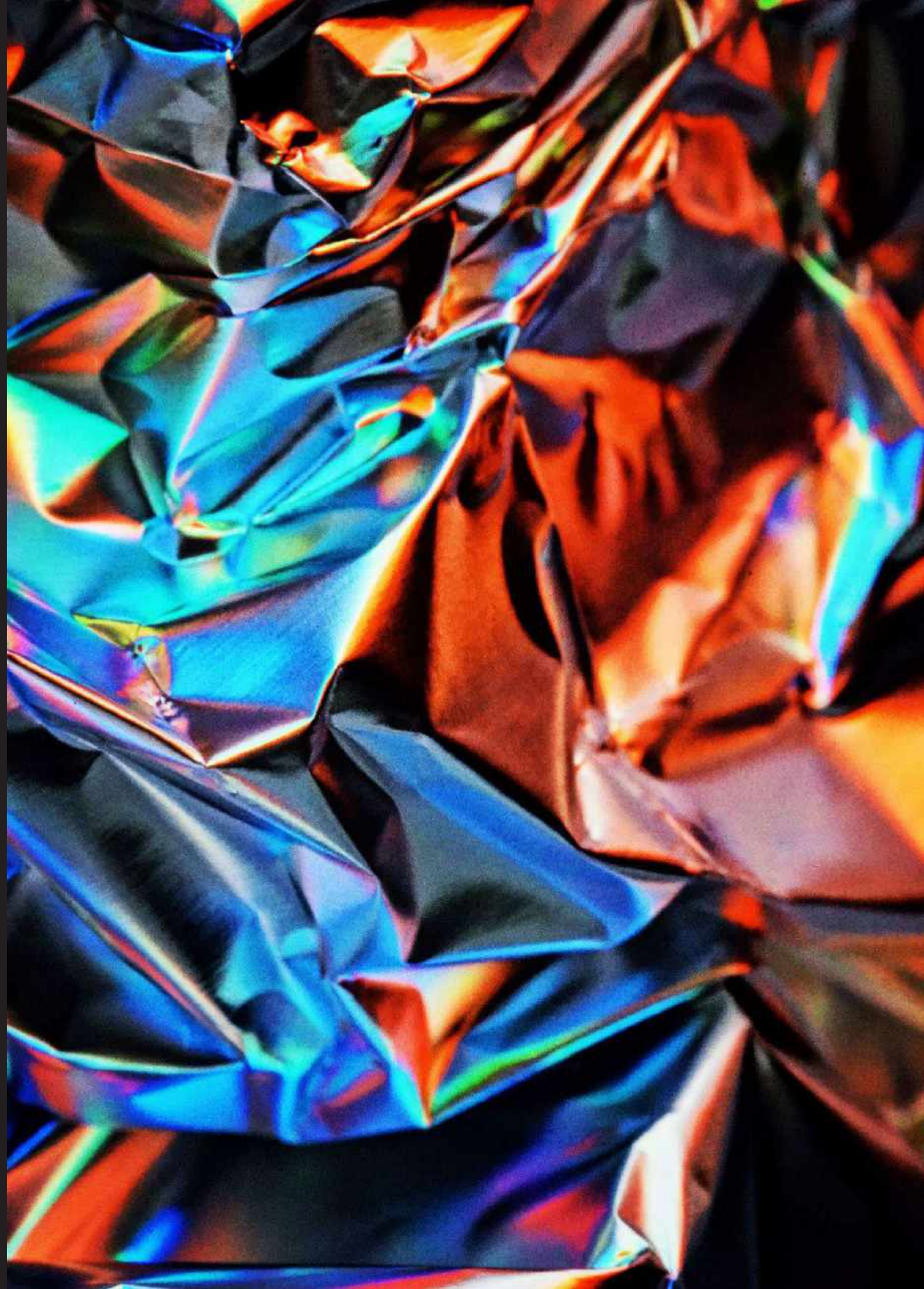
RESIDENTIAL & INTERNATIONAL SALES
Project Sales and Marketing Strategy . International Sales . Residential Sales . Landlord Representative

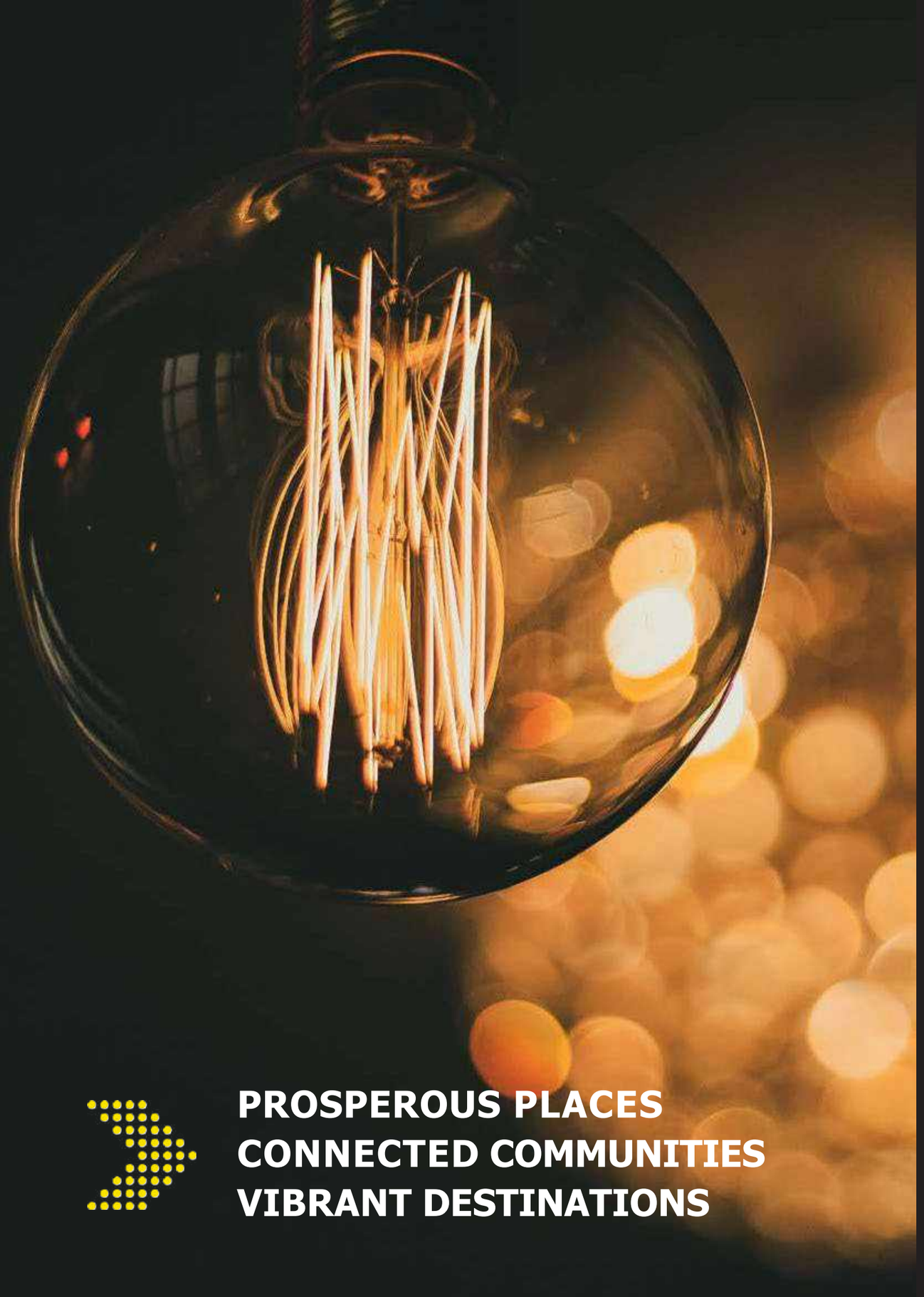
PROVIDES BRANDING, MARKETING AND PLACEMAKING SERVICES TO THE REAL ESTATE INDUSTRY.

With our branding and marketing experience combined with deep understanding of the real estate market and consumer behaviour, we deliver tangible commercial benefits to your development.

Think Real Estate Marketing,
Think Savills Place.

WHO WE ARE!





- OFFER A FULL SUITE OF TAILORED MARKETING SERVICES TO CREATIVELY ENCAPSULATE AND REPRESENT OUR CLIENTS' BRAND PROMISE

- LEVERAGE ON SAVILLS 25+ YEARS WORTH OF EXPERTISE IN VIET NAM'S REAL ESTATE INDUSTRY TO AID CLIENTS TOWARDS BUSINESS GROWTH AND TRANSFORMATION

- CREATE DISTINCTIVE, ENGAGING, AND ENDURING PLACES, EACH CAPABLE OF BRINGING EXTRAORDINARY EXPERIENCES

PROSPEROUS PLACES
CONNECTED COMMUNITIES
VIBRANT DESTINATIONS

OUR VALUES
OUR VISION.

ORGANISATIONS

REAL ESTATE DEVELOPERS
REAL ESTATE AGENCIES
INVESTMENT FUNDS
ASSET MANAGERS
ARCHITECTS & CONSTRUCTION
HOSPITALITY OPERATORS
CITIES & PROVINCES
RETAIL AND MALL OPERATORS

SECTORS

OFFICE & RETAIL
MIXED-USE PROJECTS
SERVICED APARTMENTS
RESIDENTIAL, BRANDED RESIDENCES
LUXURY HOMES
INDUSTRIAL & DATA CENTRES
WAREHOUSING & LOGISTICS
TOWNSHIPS & INTEGRATED RESORTS
HOTELS & HOSPITALITY
LUXURY RESORTS AND GOLF COURSES

WHO WE WORK WITH
WHAT WE WORK ON.



CAPABILITY OVERVIEW

OUR FULL RANGE OF PLACEMAKING, BRANDING AND MARKETING SERVICES ACROSS REAL ESTATE SECTORS UTILISES SAVILLS VIETNAM'S 26+ YEARS OF EXPERTISE WITHIN THE VIETNAMESE MARKET.



01 BRANDING

2. CREATIVE

3. DIGITAL

4. PRODUCTION

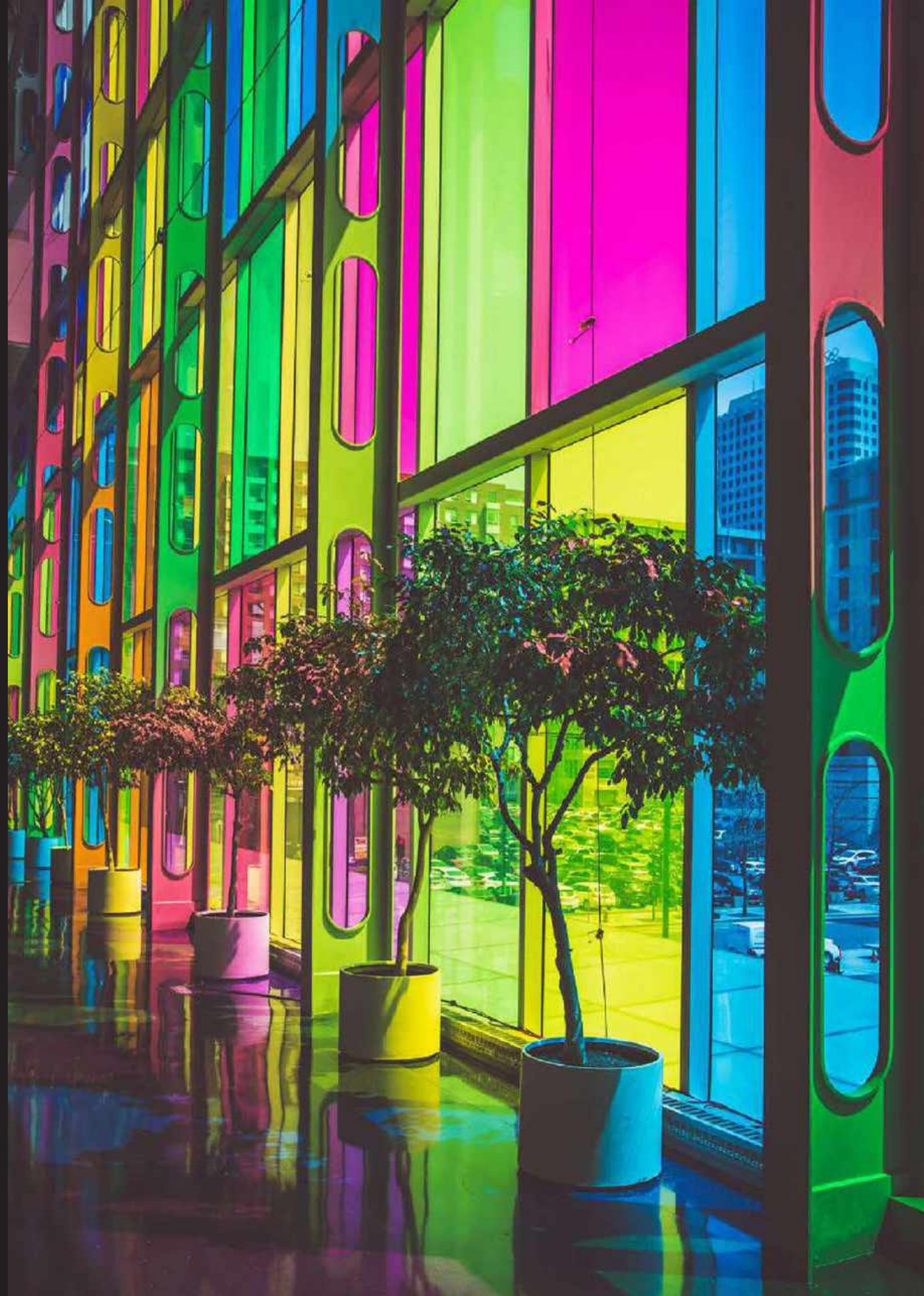
5. EVENTS & EXPERIENTIAL

6. SALE CENTRES & SHOW UNITS

7. PR, MEDIA & AWARDS

8. PLACEMAKING

OUR SERVICE LINE



Savills Place provides **SUSTAINED MARKETING** with service lines fit for each phase of development. From inception to refresh / rebrand.

1 Research
CDR
Feasibility Studies &
Financial Analysis

2 Architecture Concept
Interior Design
Legal Process

4 Construction
Stage

7 5-10 Years
Milestone
Refresh or
Rebrand

PLACEMAKING

RE PROJECT LIFE CYCLE

3 CONCEPT STAGE

Branding Package
Brand Audit
Brand Strategy
Brand Application
Creative Production

Creative
Videos, Photography
3D Rendering / CGI
Printing Management

PR & Communication for Brand Introduction / Awareness

Event Management
Brand Launching Events
Groundbreaking Events
Roadshows
Micro Lead Generation Events

5 SALES / LEASING STAGE

Leasing Marketing Assets
Leasing Brochures
Leasing Factsheets / Flyers
Creative Hoardings
Leasing Signage / Signboards

Website Development

Video & Photography Creation
Matterport Virtual Tour
Creative Product Showcase Videos & Photos

Integrated Marketing Content & Communication
360 Marketing Tactics & Strategy
Social Media Development
PR Thought Leadership
PR Strategic Plans

Event Management
Sales Launches
Press Conferences
Tenant Events
Webinars, Roadshows
Exhibitions
Sales Centres / Show Units
Content

6 OPERATION STAGE

RETAINER:

Destination Marketing Strategy
Annual Marketing Strategy
Seasonal / Promotion Videos
Flyers / Leaflets
Tenant Engagement

Creative
Concept
Design & Production of Sustaining Marketing Collaterals

Marketing, PR & Communication
Social Media Management
Websites / SEO / Paid Media / Funnel Marketing / Apps Management
PR Thought Leadership through Savills Network

Event Management
Grand Opening
Tenant / Customer Engagement Events
Monthly Seasonal / Promotion Events

REFRESH / REBRAND

REFRESH / REBRAND

BRANDING

We build and manage all brand aspects from creative design to implementation. We uphold the guidelines for the brand and its tone of voice.

DISCOVERY WORKSHOP

BRAND AUDIT

BRAND POSITIONING & NAMING

BRAND STORY & IDENTITY

BRAND VISUALS

BRAND APPLICATIONS

01

CREATIVE

We provide bold and engaging artworks, advertisements, and imagery for places and destinations.

VISUAL IDENTITY ADVERTISING

CREATIVE CONTENT AND COPY

MARKETING MATERIALS

02

DIGITAL

We actively encourage a digital-first approach, with data-led insights, real-time campaign analytics, and practical deliverables. This ensures sustainable efficiency.

WEBSITE DEVELOPMENT

SOCIAL MEDIA MANAGEMENT

EMAIL MARKETING

APP DEVELOPMENT

VIRTUAL TOURS

3D RENDERING & ANIMATIONS

03

PRODUCTION

We provide tailor-made commercial photography and videography services.

VIDEOGRAPHY

PHOTOGRAPHY

PLACEMENT

PRINT MANAGEMENT

04

EVENTS & EXPERIENTIAL

We host and manage a wide range of events & interactive activities, including grand openings, sales launches, private sales, and media tours.

LAUNCH EVENTS

PRESS CONFERENCES

SALES EVENTS

EXHIBITIONS

ACTIVATIONS

ONLINE EVENTS

05

SALE CENTRES & SHOW UNITS

We support our clients establish sales centres and show units. We work with them on concept, customer journey, technology as well as staging and operations.

CONCEPT DESIGN & CONSULTANCY

CUSTOMER JOURNEY

TECHNOLOGY

STAGING

OPERATIONS

06

PR, MEDIA & AWARDS

We offer a well-rounded PR consultancy and execution package. We also assist developers in registering and participating in prestigious real estate awards.

CONTENT MANAGEMENT

CONTENT CURATION

PRESS RELEASE

MEDIA MANAGEMENT

AWARDS

ANNUAL REPORTS

07

PLACEMAKING

DISCOVERY & STRATEGY
We carry out site inspections and competitor audits to understand properties' dynamics and identify their unique edges, allowing us to unlock stakeholders' vision and develop their distinctive proposition.

DESTINATION MARKETING
Annual Campaigns

Masterplan

Management Strategy

Organisational Delivery

Destination Marketing Positioning

Operational Execution

PLACE ACTIVATION

08

WHAT IS PLACEMAKING?

PLACEMAKING IS THE PEOPLE-CENTRED APPROACH WHICH

TRANSFORMS GENERIC SPACES INTO MEANINGFUL PLACES

BY DEVELOPING THEIR CULTURAL AND SOCIAL IDENTITIES.

PLACEMAKING DISTINGUISHES THE WORLD'S MOST SUCCESSFUL PROJECTS BY PROVIDING THE EDGE THAT ALLOWS DEVELOPERS TO

OUTSELL, OUTLEASE AND OUTPERFORM

THEIR COMPETITORS WITH CONFIDENCE.



THE PHYSICAL.

LOCATION
DESIGN
ARCHITECTURE
STRUCTURE
MARKETING

THE SOCIAL.

CONNECTIVITY
ENLIVENMENT
LEADERSHIP
PERCEPTION
SUSTAINABILITY

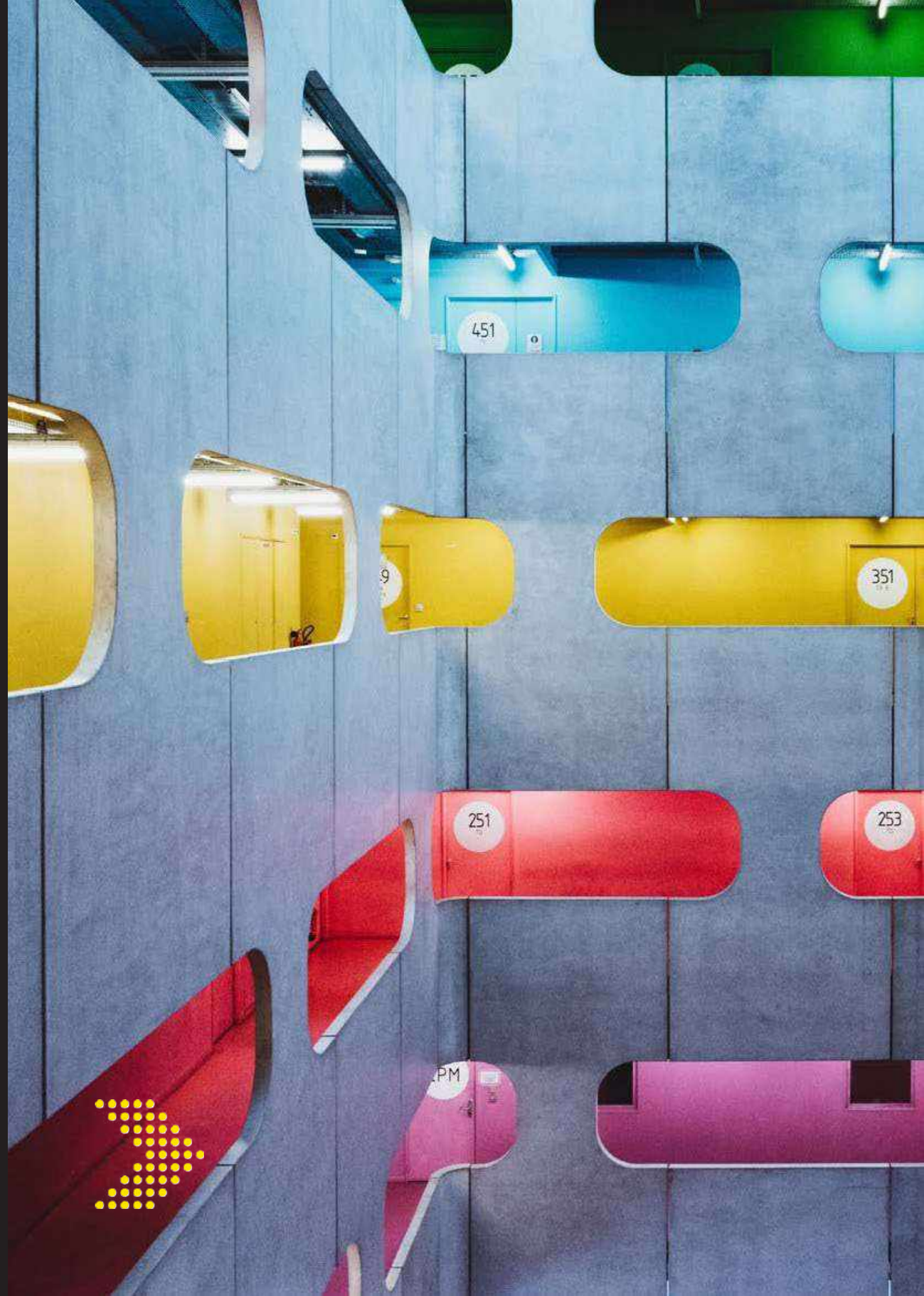
WHAT MAKES A PLACE?

Besides physical aspects, consumers nowadays pay particular attention to **EXPERIENCE** - the cultural and social identities of a place, sociability, activities, comfort and accessibility.

They demand places that strengthen the **CONNECTIONS** between people and destinations via cultural activities, creative programs, events, art installations, unique F&B, and more.

- Faster sales and leasing objectives
- Higher rental and sales revenue
- Quality tenancy mix
- Higher market share for longer
- Stronger project and developer reputation
- Higher assets value and exit strategy options

THE IMPORTANCE OF PLACEMAKING.





OUR WORKS !

THROUGH OUR EXPERIENCE OF WORKING WITH VARIOUS RETAIL CATEGORIES, WE HAVE DEVELOPED A DEEP UNDERSTANDING AND EXPERTISE ON BRANDING, MARKETING, PLACEMAKING TO ACHIEVE CLIENTS' COMMERCIAL OBJECTIVES AND CREATE ADDED-VALUE FOR PROJECTS.







THISO MALL SALA

- **Developer:** Dai Quang Minh Corp
- **Location:** Thu Thiem, Ho Chi Minh City
- **Industry:** Retail
- **Timeline:** 2022 - 2023
- **Project Focus:** To create a branding package and strategy to push tenancy and help the mall reach its commercial targets.

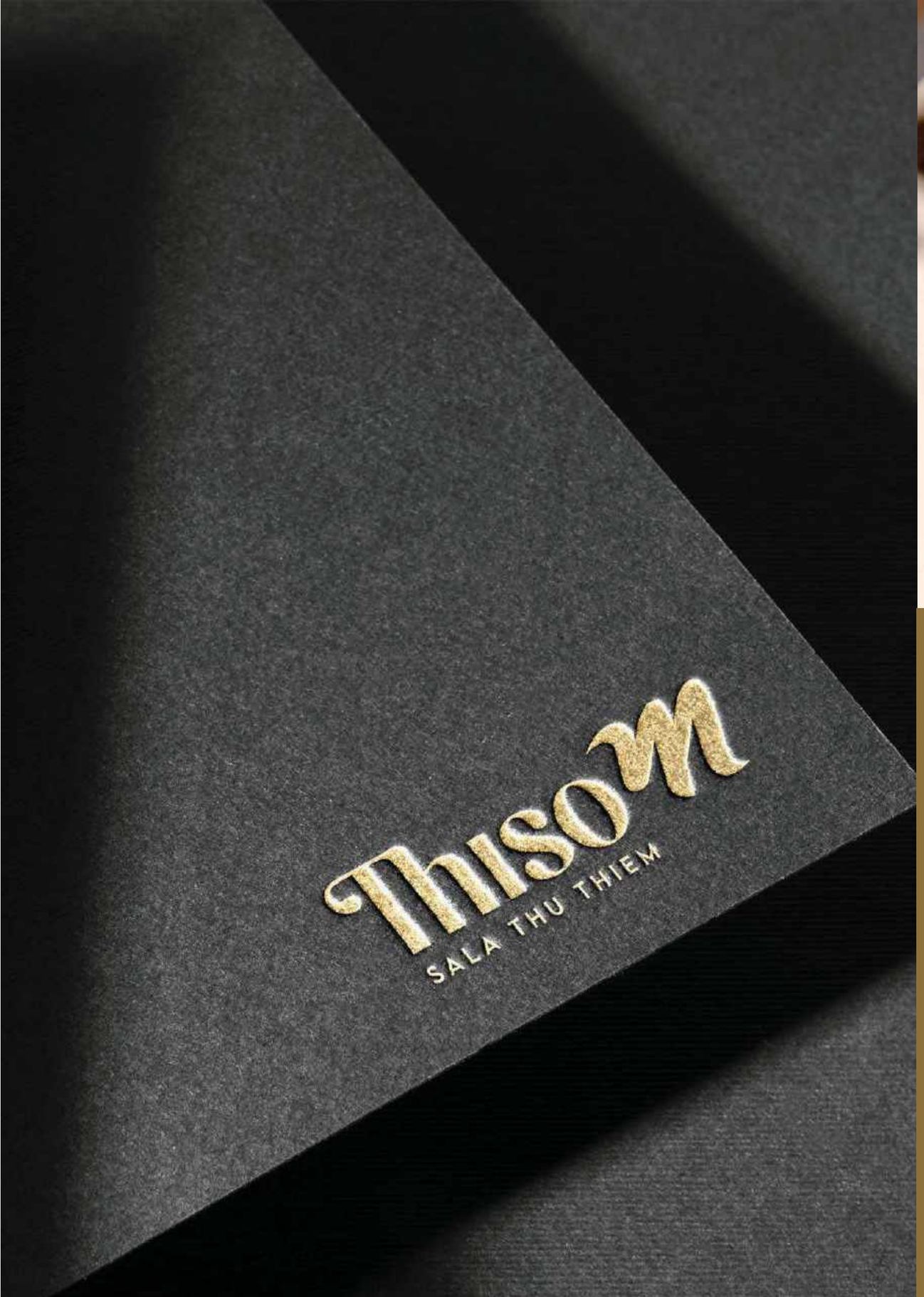
PLACE SERVICES

FULL BRANDING PACKAGE
Brand Audit & Strategy
Brand Identity and Visual Development
Brand Guidelines

LEASING MARKETING PACKAGE
Leasing Kit
Leasing Brochure
Leasing Video
Leasing Signage
Sale Presentation

MARKETING COLLATERALS

MARKETING CONSULTANCY


Thisom
SALA THU THIEM


Thisom
SALA THU THIEM


Thisom
SALA THU THIEM

Robert Smith
HR Manager
0912 345 678
RSmith@thisomall.com

10 Mai Chi Tho Street
Thu Thiem Urban Area
Thu Duc City
Ho Chi Minh City
Vietnam

www.thisomall.com

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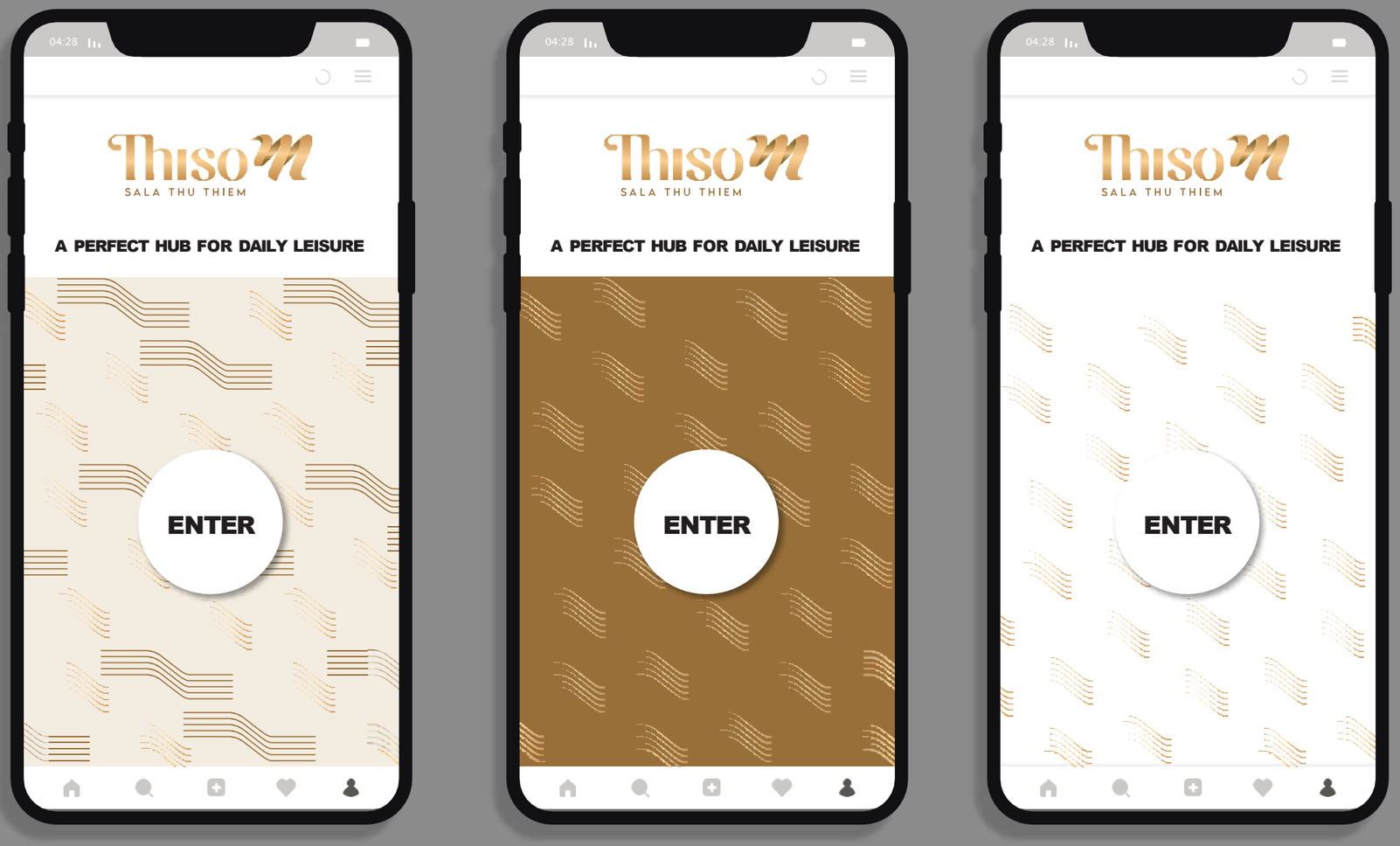

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MEN

4

MEN

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A

4

THISO

ENTRANCE

EXIT

THISO

CAR PARKING

ENTRANCE

EXIT

THISO





GREEN PARK VINH PHUC

- **Developer:** YSL Group
- **Location:** Vinh Phuc, Viet Nam
- **Industry:** Industrial
- **Timeline:** 2021 - 2022
- **Project Focus:** To create a professional brand strategy and identity for the developer brand and project brand. To develop an integrated commercial marketing strategy and activations to push leasing targets in 2022.

PLACE SERVICES

FULL BRANDING PACKAGE

Brand Audit & Strategy
Brand Identity and Visual Development
Brand Guidelines

LEASING MARKETING PACKAGE

Leasing Kit

Leasing Brochure

Leasing Video

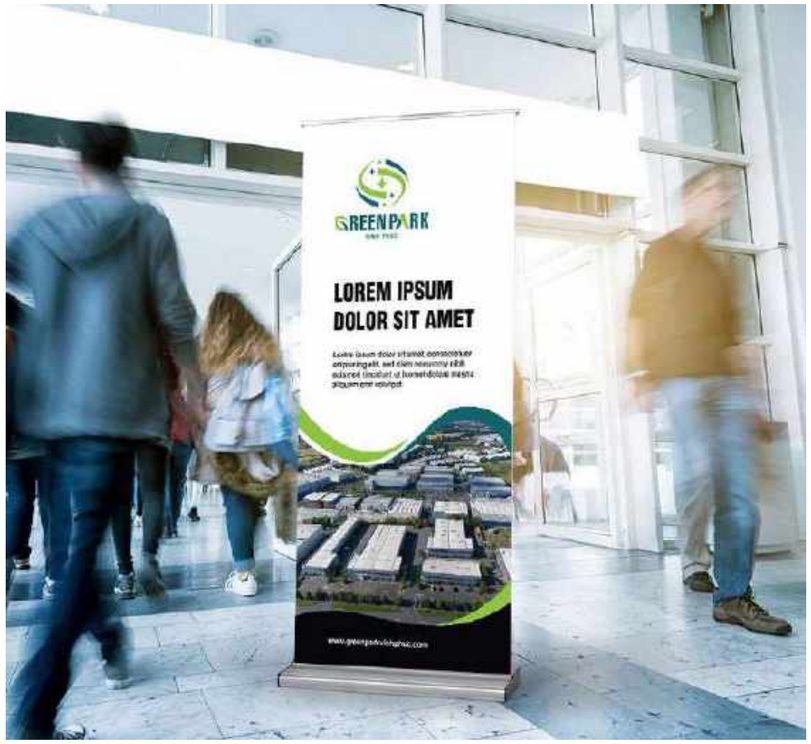
Leasing Website

MARKETING COLLATERALS

MARKETING CONSULTANCY


GREEN PARK
VINH PHUC


GREEN PARK
VINH PHUC
GREEN PARK
VINH PHUC


GREENPARK
LOREM IPSUM
DOLOR SIT AMET


GREENPARK
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GREENPARK
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WHY TO INVEST IN VIETNAM?
NATIONAL MACRO INDICATORS
4 US$ Billion
116,800
1,500,000
31.2 US$ Bil
VIETNAM'S ECONOMIC GROWTH
EXECUTION PLAN
PHASE 1A
PHASE 1B
SMART GREEN INDUSTRIAL PARK
GREENPARK
INFRASTRUCTURE OVERVIEW
INFRASTRUCTURE
SMART INFRASTRUCTURE

LOREM A

LOREM B

5 LEVEL

COMPANY NAME

WC

WC

LOREM A

LOREM B

LOREM A

LEVEL 3

LOREM A

LOREM B

WC

WC

GREENPARK

LOREM A

LOREM B

www.greenparkvinhphuc.com

LOREM A

LOREM B

www.greenparkvinhphuc.com



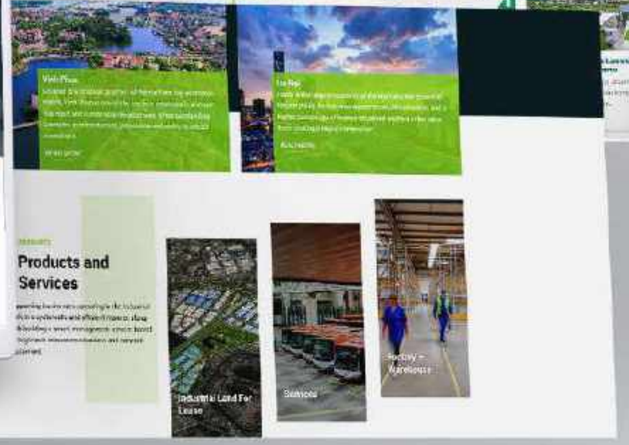



CONTACT


THE AI CCTV SYSTEM


UTILITIES


THE PIONEER IN PREMIUM AND SUSTAINABLE TECHNOLOGY
A market-leading landmark in industrial real estate


Products and Services







TECHCOMBANK TOWER 6 QUANG TRUNG

- **Developer:** Masterise Homes & Techcombank
- **Location:** Ha Noi, Viet Nam
- **Industry:** Office and Retail
- **Timeline:** 2022
- **Project Focus:** To create a professional brand strategy and identity for the developer brand and project brand. To develop an integrated commercial marketing strategy and activations to push leasing targets in 2022.

PLACE SERVICES

BRANDING DEVELOPMENT
Brand Audit & Strategy
Brand Identity and Visual Development
Brand Guidelines

LEASING MARKETING PACKAGE
Leasing Flyer
Leasing Brochure
Leasing Video
Leasing Signage / Leasing Signboard
Leasing Website
Matterport Virtual Tour
LinkedIn Marketing

EVENT MANAGEMENT
Media Briefing Event
Sales Launch Event

PR CONSULTANCY
Press Release
PR Development and Booking
Thought Leadership Articles

TECHCOMBANK

TECHCOMBANK TOWER

6 QUANG TRUNG

savills

PROPERTY MANAGER
LEAD LEASING AND MARKETING AGENT
+84 948 009 468 | Leasing.Hanoi@savills.com.vn

Column-free Floor

Floor plate designed to maximize usable floor area.

Maximizing floor area to adapt and meet the new global trends of agile working environment.

Enabling creativity, innovation, inspiration & connectivity



34

35

TYPICAL FLOORPLAN | RETAIL FLOOR PLAN |

| LEVEL 21 |



NET FLOOR AREA

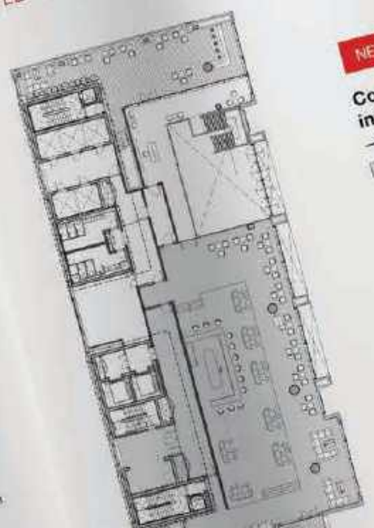
Contact for more information

- VIETNAMESE RESTAURANT
- JAPANESE RESTAURANT
- CHINESE RESTAURANT

LEVEL 21

TYPICAL FLOORPLAN | RETAIL FLOOR PLAN |

| LEVEL 22 |



NET FLOOR AREA

Contact for more information

- SKY BAR

LEVEL 22

45

KEY FEATURES

- FACADE WITH HIGH TECHNOLOGY
- EXCLUSIVE HIGH-SPEED LIFTS
- SUSTAINABILITY WITH LEED GOLD STANDARD
- LUXURIOUS ENTRANCE LOBBY



- ELEGANT TOILET DESIGN
- COLUMN-FREE FLOOR DESIGN
- ADVANVED AIR-FILTER SYSTEM
- PREMIUM SERVICE LEVELS FROM SAVILLS MANAGEMENT TEAM

16

17


TENANT
Private
SEMI-PUBLIC
PUBLIC
BASEMENT


HOAN KIEM'S PREMIER OFFICE DEVELOPMENT
Construction and management standards that meet international Grade A requirements.
LEED Gold Standards
5-star standards from exterior to interior
Future-proof agile workplace
The latest PropTech systems


TECHCOMBANK
- 6 QUANG
A GLOBAL BUSINESS


TECHCOMBANK
ECHCOMBANK TOWER
- 6 QUANG TRUNG -
A GLOBAL BUSINESS ICON IN HOAN KIEM, HA NOI
savills
PROPERTY MANAGER
SINGS AND MARKETING AGENT

HOAN KIEM LAKE
CENTRALLY
HA NOI'S C
EMBASSIES


TECHCOMBANK


Techcombank Tower - 9 Quang Trung
Vibrant community with
dynamic neighborhood
News
Optimal energy consumption
Hoofbus Restaurant creates premium
experiences
One Quarters covered with lavished beauty


OVERVIEW
LOBBY PERSPECTIVE






DEVELOPER
TECHCOMBANK
Techcombank is one of the leading commercial bank in Vietnam with a sustainable financial foundation and outstanding product – service portfolio.
VISION
Change banking, change lives.
Foster + Partners
NQH ARCHITECTS
In collaboration
mace
aurecon
savills






HANOI OFFICE MARKET
TRENDS & FORECASTS











GRAND TERRA (36 CAT LINH)

- **Developer:** Thanh Hoa Construction Corporation
- **Location:** Ha Noi, Viet Nam
- **Industry:** Office & Retail
- **Timeline:** 2022 - 2023
- **Project Focus:** To create a professional brand strategy and identity for the developer brand and project brand. To develop an integrated commercial marketing strategy and activations to push leasing targets in 2022 - 2023.

PLACE SERVICES

BRANDING DEVELOPMENT
Brand Strategy
Brand Naming and Logo Design
Brand Guideline

LEASING MARKETING PACKAGE
Leasing Flyer
Leasing Brochure
Leasing Hoarding
Leasing Website
Matterport Virtual Tour

EVENT MANAGEMENT
Sales Launch Event
Grand Opening Event

PR CONSULTANCY
PR Development and Booking
Thought Leadership Articles

GRAND TERRA

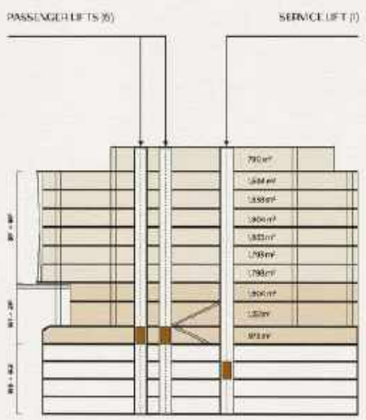
GRAND TERRA

GRAND TERRA

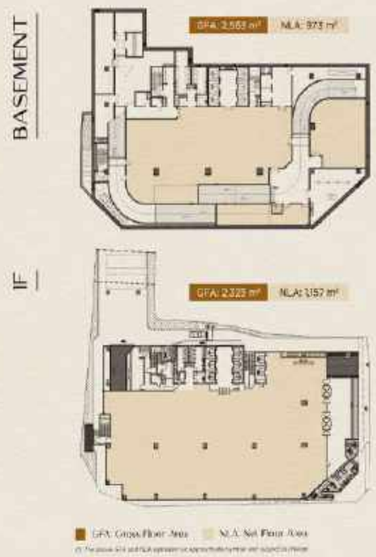
BUILDING SPECIFICATIONS

FLOOR	Floor height:	Basement: 3.65 m
		Ground floor: 3.6 m
		2F - 8F: 2.7 m
	Raised floor	150 mm
FLOOR AREAS	Typical GFA per floor	2,568 m²
	Typical NLA per floor	1650 m²
	Total gross floor area	23,588 m²
	Gross net leasable area	14,847 m²
CORRIDORS	Width	2.5 m
PASSENGER LIFTS	Lifts	6 for office floors 3 for basement floors
	Capacity	1600 kg
	Speed	2.5 m/s
	Average wait	30 s
SERVICE LIFTS	Lifts	1
	Capacity	1600 kg
MECHANICAL SYSTEMS	Lighting level	500 LUX (Office floors)
	Building management system	BMS optimised functionality

STACKING PLAN



TYPICAL FLOOR PLAN



TYPICAL FLOOR PLAN



SITUATED AT THE NEW BUSINESS CENTER OF HA NOI





A PREMIUM BUSINESS HUB AT THE HEART OF HA NOI









LEED GOLD CERTIFICATION

PRIME LOCATION

UNIQUE DENSITY

VERTICAL GREENING

ENQUISITE & SUSTAINABLE ARCHITECTURE

TYPICAL FLOOR PLAN

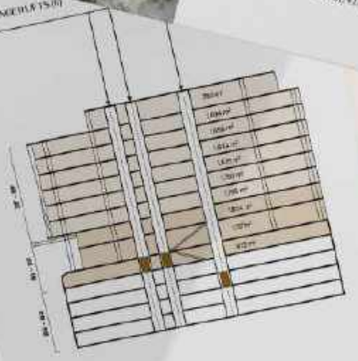






BUILDING SPECIFICATIONS

FLOOR	Floor Height	Basement: 3.6 m
		Ground floor: 5.6 m
		2F - 4F: 4.2 m
		5F - 26F: 3.9 m
FLOOR AREAS	Typical GFA per floor	1650 m²
	Typical NLA per floor	1000 m²
	Total office floor area	23,500 m²
	Gross net leasable area	14,647 m²
CORRIDORS	Width	2.5 m
PASSENGER LIFTS	Lifts	6 for office floors 2 for basement floors
	Capacity	1600 kg
	Speed	2.5 m/s
	Average wait	30 s
SERVICE LIFTS	Lifts	1
	Capacity	1600 kg
MECHANICAL SYSTEMS	Lighting level	500 Lux (office floors)
	Building management system	BMS optimized functionality



- 3F - 4F: OFFICE AREA
- 1B - 2F: RETAIL AREA
- B3 - B2: PARKING AREA



BETTER FOR PEOPLE

VERTICAL GREENING

15

TOA NHÀ HỖN HỢP BÁN LẺ & VĂN PHÒNG CHO THUÊ HẠNG A
GRAND TERRA

KEY FEATURES
ĐẶC ĐIỂM NỔI BẬT





RETAIL LEVELS
CÁC TẦNG BÁN LẺ
B1 - 2F

BASEMENT PARKING
HẦM ĐỖ XE
B5 - B2
(Số lượng chỗ đỗ xe: 10.300 m²)
(Số lượng điểm sạc điện ô tô: 300 m²)

OFFICE LEVELS
CÁC TẦNG VĂN PHÒNG
3F - 8F

FIRE SERVICE
HỆ THỐNG PCCC
Updated according to the latest standard of the Ministry of Construction
Được cập nhật theo tiêu chuẩn mới nhất của Bộ Xây dựng

16

A PRIME MIXED-USE & OFFICE DEVELOPMENT
HẠNG A



LIFTS
SỐ LƯỢNG THANG MÁY
08 passenger lifts
thang khách
01 service lift
thang hàng
B5 - 1F : 02 lifts / thang
B1 - 8F : 06 lifts / thang
B5 - 9F : 01 lift / thang

BACK-UP POWER
NĂNG LƯỢNG DỰ PHÒNG
100%

OPTIMISED DESIGN
THIẾT KẾ TỐI ƯU CÔNG NĂNG
Raised floors, finished ceilings, and sustainable design
Mặt sàn nâng, trần hoàn thiện sẵn và thiết kế bền vững, tiết kiệm năng lượng



BUILDING MANAGEMENT SYSTEM
HỆ THỐNG QUẢN LÝ TÒA NHÀ
BMS, optimised for sustainability
Ứng dụng công nghệ BMS, tối ưu công tác quản lý vận hành

17













SEMBCORP INDUSTRIES

- **Developer:** Sembcorp Infra and Services Quang Ngai
- **Location:** Quang Ngai, Viet Nam
- **Industry:** Industrial
- **Timeline:** 2022 - 2023
- **Project Focus:** To enhance brand identity, public awareness, and help attract potential customers via creative marketing collaterals and support leasing through event, media management.

PLACE SERVICES

LEASING MARKETING PACKAGE
Leasing Factsheet
Leasing Brochure
Leasing Video
Corporate Video
Matterport Virtual Tour

EVENT MANAGEMENT
Media Briefing Event
Groundbreaking Event

PR, COMMUNICATIONS & MEDIA
Content Concept
PR Development, Distribution, and Booking
Media Management
Exclusive Interviews


sembcorp
Sembcorp Logistics Parks
Vietnam
Sembcorp Logistics Parks
Vietnam


sembcorp
2
Sembcorp Industries


Sembcorp Logistics Park
Bac Ninh


Core Capabilities in
Urban Sustainable Development










GROUNDBREAKING CEREMONY - SEMBCORP LOGISTICS PARK QUANG NGAI
LỄ ĐỘNG THỔ SEMBCORP LOGISTICS PARK QUẢNG NGÃI


Sembcorp Industries
Leading Energy and Urban Solutions Provider
Sustainability is Our Business
Sembcorp Logistics Parks in Vietnam
2016
2017
2019
2021
2022


GROUNDBREAKING CEREMONY
SEMBCORP LOGISTICS PARK QUANG NGAI
LỄ ĐỘNG THỔ SEMBCORP LOGISTICS PARK QUẢNG NGÃI
sembcorp


GROUNDBREAKING CEREMONY
SEMBCORP LOGISTICS PARK QUANG NGAI
LỄ ĐỘNG THỔ SEMBCORP LOGISTICS PARK QUẢNG NGÃI
GROUNDBREAKING CEREMONY - SEMBCORP LOGISTICS
LỄ ĐỘNG THỔ SEMBCORP LOGISTICS PARK QUẢNG NGÃI


MOU SIGNING CEREMONY
LỄ KÝ KẾT BIÊN BẢN GHI NHỚ HỢP TÁC GIỮA
Sembcorp Infra Services Quang Ngai
and
Singapore Smart Energy Solutions Joint Stock Company
vsses


ROUNDBREAKING CEREMONY - SEMBCORP LOGISTICS P
ĐỘNG THỔ SEMBCORP LOGISTICS PARK QUẢNG NGÃI




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MEDIA BRIEFING | GẶP GỠ BÁO CHÍ
GROUNDBREAKING CEREMONY OF SEMBCORP LOGISTICS PARK QUANG NGAI
LỄ ĐỘNG THỔ TRUNG TÂM KHO VẬN SEMBCORP QUẢNG NGÃI
24.11.2022 | Savills Hanoi Office
Sustainability is Our Business




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MEDIA BRIEFING | GẶP GỠ BÁO CHÍ
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24.11.2022 | Savills Hanoi Office







THANH CONG MOTOR SERVICE (TCMS)

- **Developer:** TC Motor Services
- **Location:** Ha Noi, Viet Nam
- **Industry:** Industrial
- **Timeline:** 2022 - 2023
- **Project Focus:** To develop comprehensive marketing collaterals that reflect its brand identity and support leasing targets in 2022 - 2023.

PLACE SERVICES

LEASING COLLATERALS

Leasing Brochure

DIGITAL MARKETING

Leasing Website

Matterport Virtual Tour






TC MOTOR
Services
TRUNG TÂM LOGISTICS QUỐC TẾ TCMS
TRUNG TÂM LOGISTICS QUỐC TẾ TCMS

TRUNG TÂM DỊCH VỤ LOGISTICS
HÀNG ĐẦU VIỆT NAM

CMS

THANH CONG MOTOR SERVICES

HỆ SINH THÁI DỊCH VỤ KHÉP KÍN

TC MOTOR
Services

DỊCH VỤ CUNG CẤP

DỊCH VỤ PHỤC VỤ SẢN XUẤT

với bề dày kinh nghiệm chuyên nghiệp và mối quan hệ bền vững của Tập đoàn Thành Công với các quen hiểu quản, các Bộ ban ngành, chiến lược, TCMS tự hào cung cấp các dịch vụ mang yếu tố cạnh tranh về hệ thống kho ngoại quan tại nhà máy, dịch vụ hoàn thuế dịch vụ đóng kỳ đóng kiểm các dịch vụ phục vụ sản xuất bao gồm, dịch vụ xuất nhập tổ đầu dịch vụ vận tải, kho sinh kiện CKD, dịch vụ cập chuyển.

DỊCH VỤ KỸ THUẬT HẠ TẦNG

TCMS cung cấp dịch vụ logistics trọn gói và khép kín, bên cạnh đó phát triển dịch vụ kỹ thuật hạ tầng nhằm hoàn thiện hệ sinh thái logistics bao gồm xử lý sinh công nghiệp, xử lý chất thải, quản lý dưỡng thủ, trạm kiểm định, vệ chất lượng nhằm bảo và được thực hiện bởi các chuyên viên nhiều dày dặn kinh nghiệm.

DỊCH VỤ SẢN XUẤT LẮP RÁP

TCMS triển khai dịch vụ sản xuất lắp ráp với quy trình khép kín được quản lý nghiêm ngặt, với các dịch vụ cho thuê hạ tầng, phương tiện, nhân lực, vv đến sinh đó, TCMS cũng cung cấp dịch vụ lắp ráp AVL thiết bị giải trí trên xe, cụm linh kiện với chất lượng đạt chuẩn quốc tế.

23

TC MOTOR
Services

THANH CONG MOTOR SERVICES

QUY TRÌNH KHÉP KÍN

vận tải về kho
thông tin tự phòng vốn rời
TCMS

TC MOTOR
Services

ỐC TẾ TCMS







IDMC OFFICE PORTFOLIO

- Developer: Investment and Development Management JSC, Thang Long Ford JSC
- Location: Ha Noi, Viet Nam
- Industry: Office
- Year: 2023
- Focus: To refresh the brand images and support leasing targets in 2023

PLACE SERVICES

MARKETING COLLATERALS

Leasing Factsheet

Leasing Brochure

Leasing Video

Matterport Virtual Tour

CORPORATE COMMUNICATIONS

Corporate Video

Corporate Capability Statement

DIGITAL MARKETING

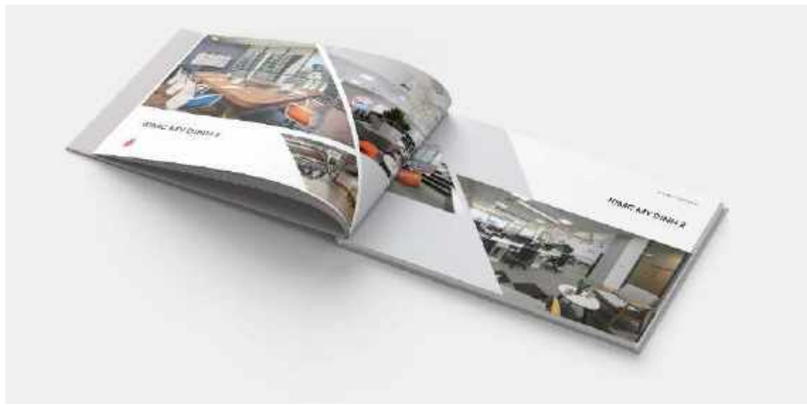
Content Marketing

Social Media Marketing


idmc
BUILDING







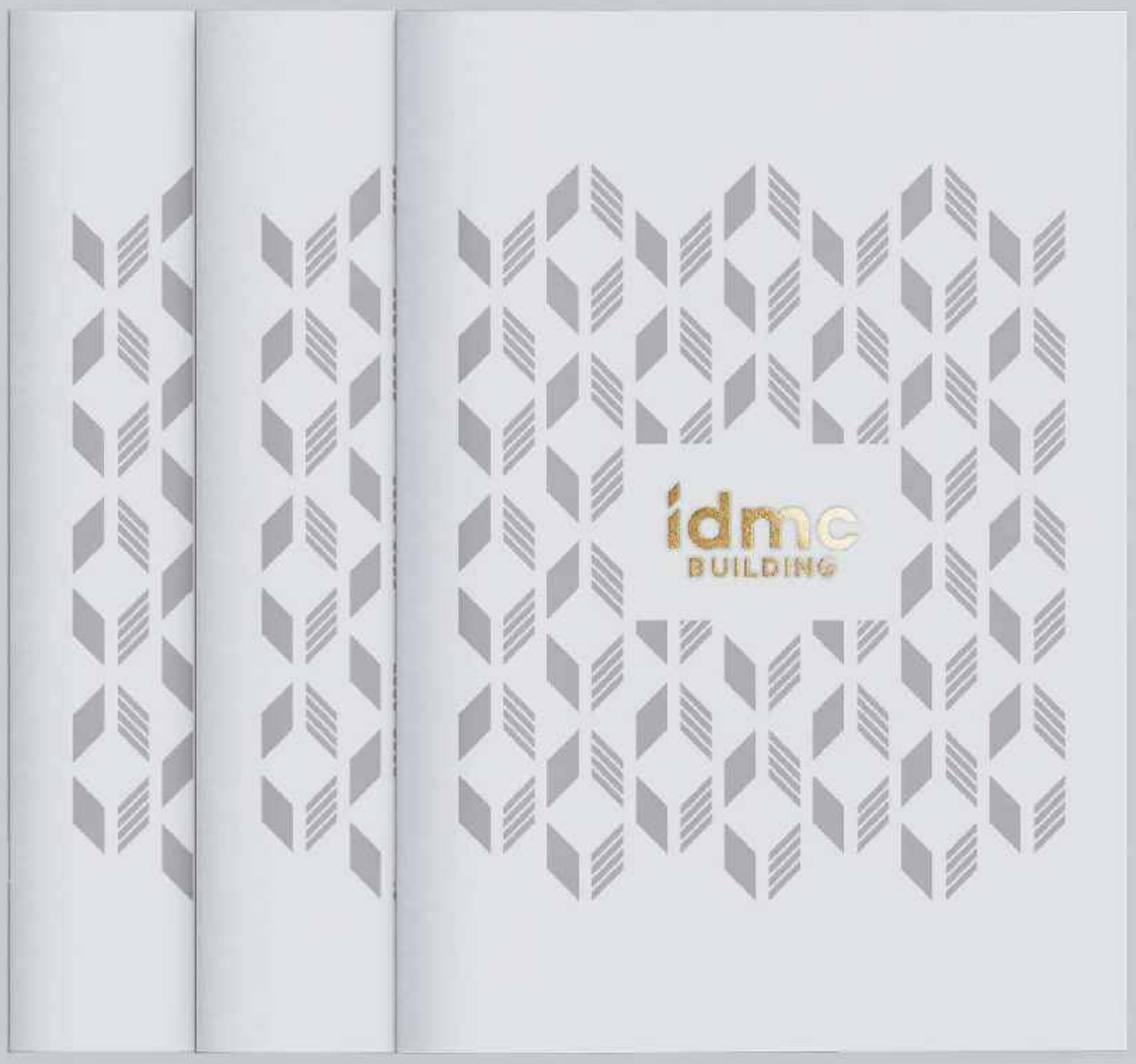

idmc
BUILDING


ABOUT
IDMC








idmc
BUILDING





AZERAI
KE GA BAY
(BRANDED RESIDENCES)

- Developer: Viet Phap Tourism Ltd
- Location: Binh Thuan, Viet Nam
- Industry: Branded Residence (villas)
- Year: 2023
- Focus: To curate luxury real estate marketing collaterals for its branded residences villas for sale. To do luxury brand building targeted high net-worth individuals (HNWIs) and potential buyers.

PLACE SERVICES

MARKETING STRATEGY & COLLATERALS

Leasing Brochure & Flyer

Leasing Factsheet

Leasing Video

OOH

Website Development

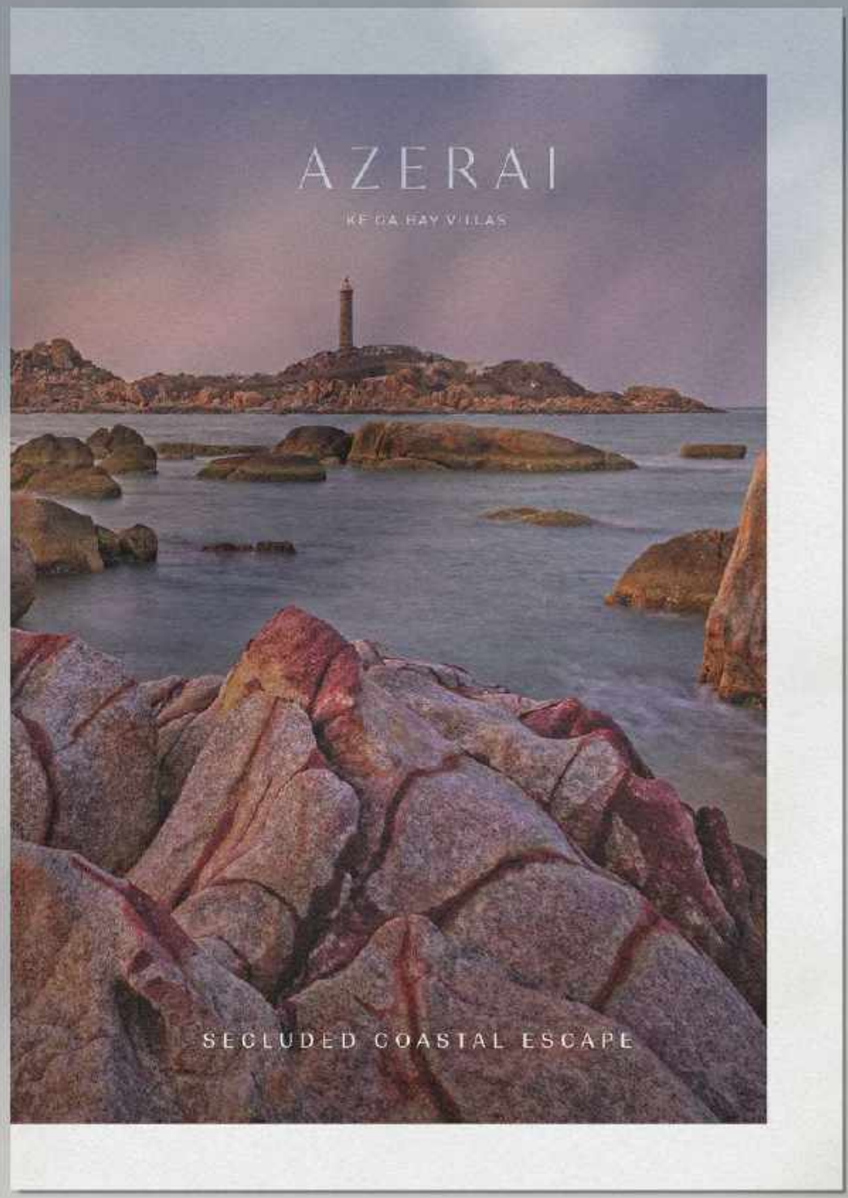
Electronic Direct Mail marketing

Advert Design








AZERAI
KEOS BAY VILLAS
SECLUDED COASTAL ESCAPE



TECHNOPARK TOWER

- Developer: Vinhomes
- Location: Gia Lam, Ha Noi
- Industry: Office
- Year: 2023
- Focus: To refine and reinforce TechnoPark Tower’s marketing collaterals across digital channels, while enhancing the property's presence on powerful, high-ranking media outlets in Vietnam.

PLACE SERVICES

LEASING MARKETING PACKAGE

Leasing Flyer (digital version)

Leasing Website

Leasing Video

Matterport Virtual Tour

PR, COMMUNICATIONS & MEDIA

PR Development & Distribution

Media Engagement



HCO
(HANOI CENTRAL OFFICE)

- Developer: S.A.S.-CTAMAD co., ltd
- Location: Hoan Kiem district, Hanoi
- Industry: Office
- Year: 2023
- Focus: Re-fresh the project and strengthen its market position by tailoring a marketing strategy and activations towards existing tenants and potential clients.

PLACE SERVICES

BRAND TOOLKIT

MARKETING COLLATERALS

Leasing Factsheet

Leasing Brochure

Leasing Video

Matterport Virtual Tour

Project Photography Bank

Leasing Website

PR & COMMUNICATIONS

Copywriting

Paid Campaigns

DIGITAL MARKETING

Content Marketing

Social Media Marketing

DESTINATION MARKETING

Tenant Engagement Events

VIETNAM CORE TEAM



NEIL MACGREGOR
Managing Director
Savills Vietnam



TROY GRIFFITHS
Deputy Managing Director
Savills Vietnam



MATTHEW POWELL
Director
Savills Hanoi



NGUYEN THI OANH
Senior Manager



TRAN MINH LOC
Account Lead



NGUYEN MINH PHUONG
Senior Graphic Designer



LE ANH THU
Account Marketing



LE MINH QUANG
Account Marketing



savills

savills Place.

Think Real Estate Marketing, Think Savills Place.

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