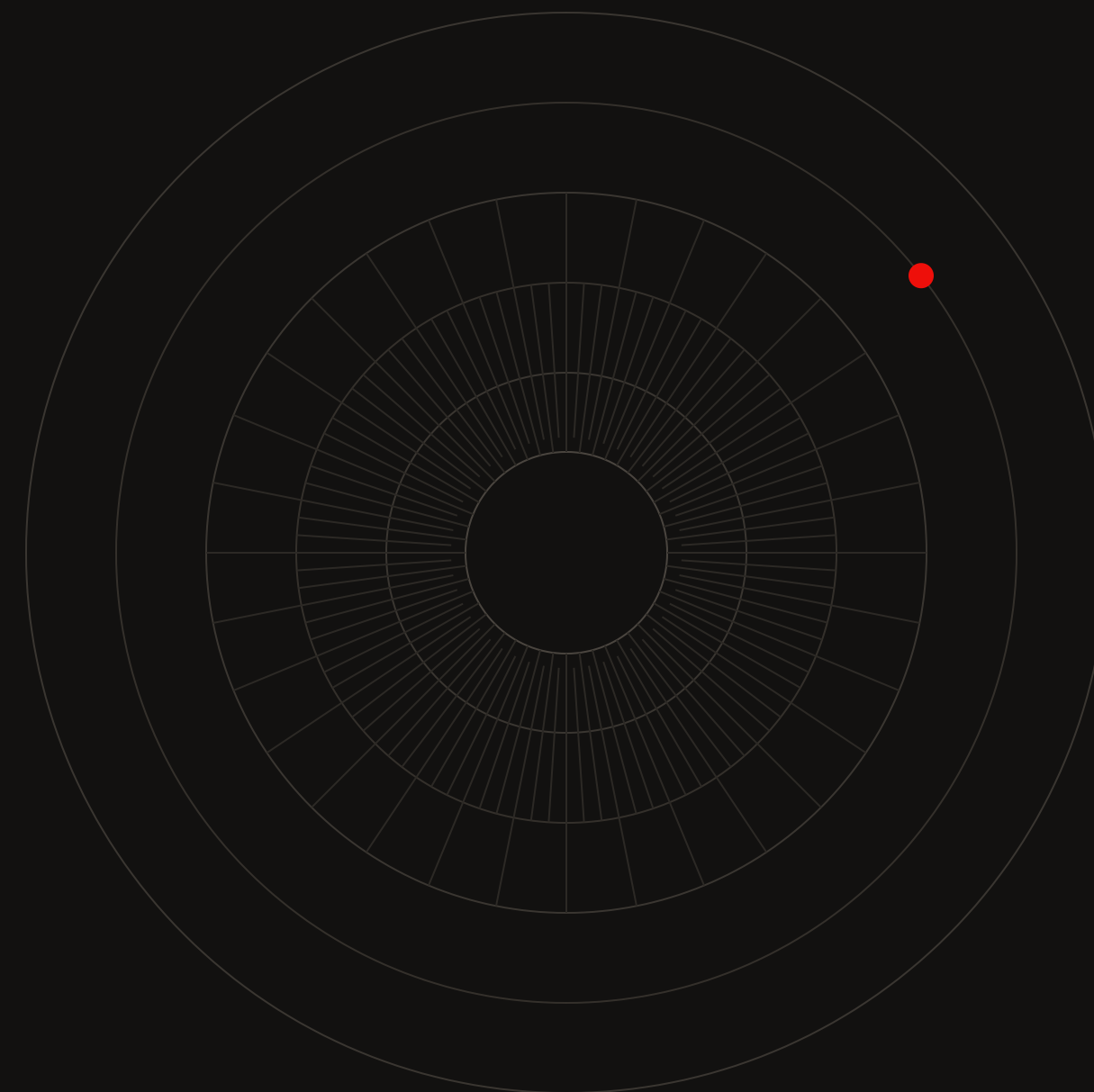


IRIS

COMPANY CREDENTIALS – 2026

IRIS is where
creativity meets
technology.



DATA-DRIVEN MARKETING AGENCY

HO CHI MINH CITY

WWW.IRIS.MARKETING

I INTRODUCTION

II SERVICES

III CLIENTS

IV WORK

I Introduction

Data-driven digital marketing, since 2017.

I – INTRODUCTION

Who we are

Headquartered in Ho Chi Minh City, we use data and analytics at every stage, from strategy to execution and optimization.

01 One partner, end to end

Eight services under one team, from strategy to reporting.

02 A partner for agencies

Any of our services, delivered side by side with agency teams.

03 Partnerships that last

Many of our clients work with us year after year.



An earlier photo of the IRIS team. Our team has changed since then.

Two ways to work with IRIS

• 01

Direct clients

CREATIVITY AND TECHNOLOGY, IN ONE TEAM

Brands that need one partner from strategy to optimization.

Strategy built on audience and market data

Multi-channel campaign execution

KPI tracking and cross-channel reporting

• 02

Agency partners

YOUR CREATIVITY, OUR TECHNOLOGY

One team, one goal: we work side by side with agencies to take every campaign further.

Any of our eight services, end to end

Co-planned with the agency

Shared timelines and reporting

I INTRODUCTION

II SERVICES

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II

Services

From strategy to execution and optimization.

II – SERVICES

What we do

01 Data collection and analysis

02 Digital strategy

03 Digital paid ads

04 Search engine optimization

05 Social media marketing

06 Social creative content

07 Website design and development

08 End-to-end data-driven digital marketing

STRATEGY TO EXECUTION

How we work

01	02	03	04
Data gathering and analysis	Audience insights and segmentation	Strategy development	KPI and measurement planning
05	06	07	08
Platform selection and integration	Campaign execution and optimization	Cross-channel attribution and reporting	Dedicated account management

Advertising platforms

GOOGLE	Search · AI Search Ads · Display Network · YouTube and Video · Performance Max · Demand Gen
META	Facebook · Instagram · Threads · Messenger
TIKTOK	In-Feed Ads · Spark Ads · TopView
OTHER SOCIAL	Zalo · LinkedIn · and more
OTT AND CTV	VieON · FPT Play · TV360...
NEWS PUBLISHERS	50 leading news publishers in Vietnam
PROGRAMMATIC	Google Display & Video 360 · Local Display Networks · Native Ads · Rich Media
E-COMMERCE	Shopee · Lazada · TikTok Shop Collaborative Ads on Meta and Google with each marketplace.

II – SERVICES

Tools and resources

SEO AND ANALYTICS

Ahrefs · Semrush · SEO PowerSuite · Screaming Frog

MEDIA REPORTS

Google · Meta · TikTok

Real-time campaign reports from global ad platforms.

AD ACCOUNT RESOURCES

Business Manager Setup · Agency Ad Accounts
· Account Management

Available on request, including for teams that run their own campaigns.

Market insight

Partner research that IRIS uses in planning, including reports we buy and share free with the market.

Streaming in Vietnam

Online food delivery in Vietnam

Sports and fitness in Vietnam

Fintech in Vietnam

Online travel market in Vietnam

Internet usage in Vietnam

Mobile apps in Vietnam

Insurance in Vietnam

READ THE REPORTS AT WWW.IRIS.MARKETING/MARKET-REPORT

I INTRODUCTION

II SERVICES

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III

Clients

The brands we work with, and partnerships that last.

III – CLIENTS

Industries

Brands we have worked on, directly or alongside agency partners.

HEALTHCARE & BEAUTY	AIC Healthcare Center · Medigroup Asia Vietnam · Dr. Do Quang Khai · Dr. Ho Quoc Viet · Iseul Plastic Surgery · Shiseido · Scumin
HOSPITALITY & TRAVEL	Alma Resort · Hoi An Memories Land & Resort · Grand Pioneers Cruise · Nha Di Sau Homestay · Go2Joy
EDUCATION	Yola English Center · DYB English Center · American Learning Lab
FINANCE & INSURANCE	MCredit Vietnam · Dai-ichi Life
FMCG & FOOD	Orgalife · premium food and FMCG brands with agency partners (non-disclosed)
HOME, RETAIL & LUXURY	Tupperware (home & kitchen) · Artemis Silver · Hoang Giang Agarwood · GameStop · Toybox · Jun Kids
ENERGY & INDUSTRY	Gas South (oil & gas) · TBC-Ball (aluminum cans) · Baihe Holding (fasteners & e-bikes)
SERVICES & TECHNOLOGY	Tin Phat Accounting (accounting) · Navigos Search · FresherUp (human resources) · Kompa Media (technology) · Digihub (media booking)

III – CLIENTS

Partnerships that last

AGENCY PARTNERS

Dentsu Sport Vietnam	2023 – • now	Media planning and ad optimization partner Campaign site production for sports campaigns
MONQ Korea	2025 – • now	Media planning and ad optimization partner Brands in Vietnam and Indonesia

CLIENTS

Gas South Vietnam	2023 – • now	Search engine optimization and digital ads
Dai-ichi Life	2022 – • now	Agency ad accounts on Facebook, Google, TikTok
Alma Resort Vietnam	2019 – • now	Brand protection on search: content, SEO, Google Search Ads
Tin Phat Accounting	2024 – • now	Website and monthly lead generation ads
Grand Pioneers Cruise	2024 – 2025	Campaign site, booking engine and digital ads
Hoi An Memories Land	2022 – 2024	Monthly multi-channel paid ads
Tupperware Vietnam	2018 – 2024	Integrated digital campaigns and brand awareness
And other clients		Selected projects follow on the next pages

I INTRODUCTION

II SERVICES

III CLIENTS

IV WORK

IV

Work

Selected projects with brands and partner agencies.

Dentsu Sport Vietnam

Communication campaigns led by Dentsu Sport

LEAD	Dentsu Sport Vietnam
IRIS ROLE	Media planning and ad optimization partner; campaign site production
BRAND	• <i>Non-disclosed</i>
TIMELINE	2023 – • now

• NON-DISCLOSED

The brand and campaign visuals are confidential under our agreement with Dentsu Sport.

CAMPAIGNS

01	Branding Communication Campaign for FMCG	2023
	Media planning and ad optimization, from June	
02	AFF Cup 2024	2024 – 2025
	Media planning and ad optimization. Campaign site with lucky draw and OTP	
03	SEA Games 33	2025
	Media planning and ad optimization	
04	AFF Cup 2026	2026
	Media planning and ad optimization	

T&S Agency

Tet lucky draw campaign sites, two seasons in a row

LEAD	T&S Agency
IRIS ROLE	Campaign site development: UX/UI design, lucky draw system, OTP integration
BRAND	• <i>Non-disclosed</i>
TIMELINE	2025 – 2026

• NON-DISCLOSED

The brand and campaign visuals are confidential under our agreement with T&S Agency.

CAMPAIGNS

01	Lucky Draw Tet 2026 Campaign site with lucky draw system and OTP integration	2026
02	Lucky Draw Tet 2025 Campaign site with lucky draw system and OTP integration	2025

MONQ Korea

Creative agency in Vietnam and Indonesia

LEAD	MONQ Korea
IRIS ROLE	Media planning and ad optimization partner
MARKETS	Vietnam and Indonesia
TIMELINE	2025 – • now

• NON-DISCLOSED

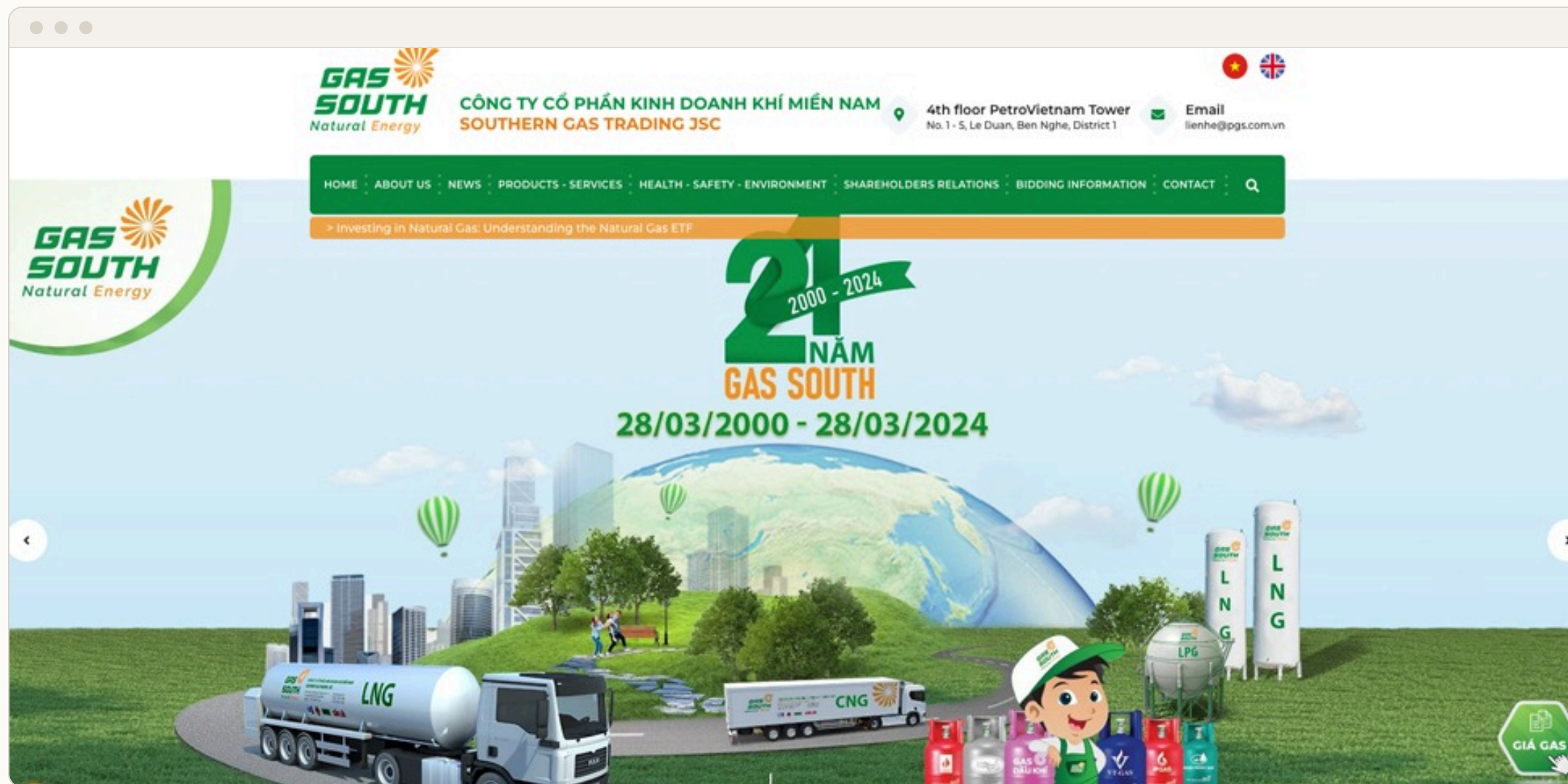
Brands and campaign details are confidential under our agreement with MONQ Korea.

BRANDS		
3	Premium Food Brands	VIETNAM
1	Home and Kitchen Brand	VIETNAM
1	FMCG Brand	VIETNAM & INDONESIA

IV – WORK · ENERGY & INDUSTRY

Gas South Vietnam

Integrated digital campaign



PARTNERSHIP

Direct client

TIMELINE

2023 – • now

SERVICES

Search engine optimization · Digital paid ads

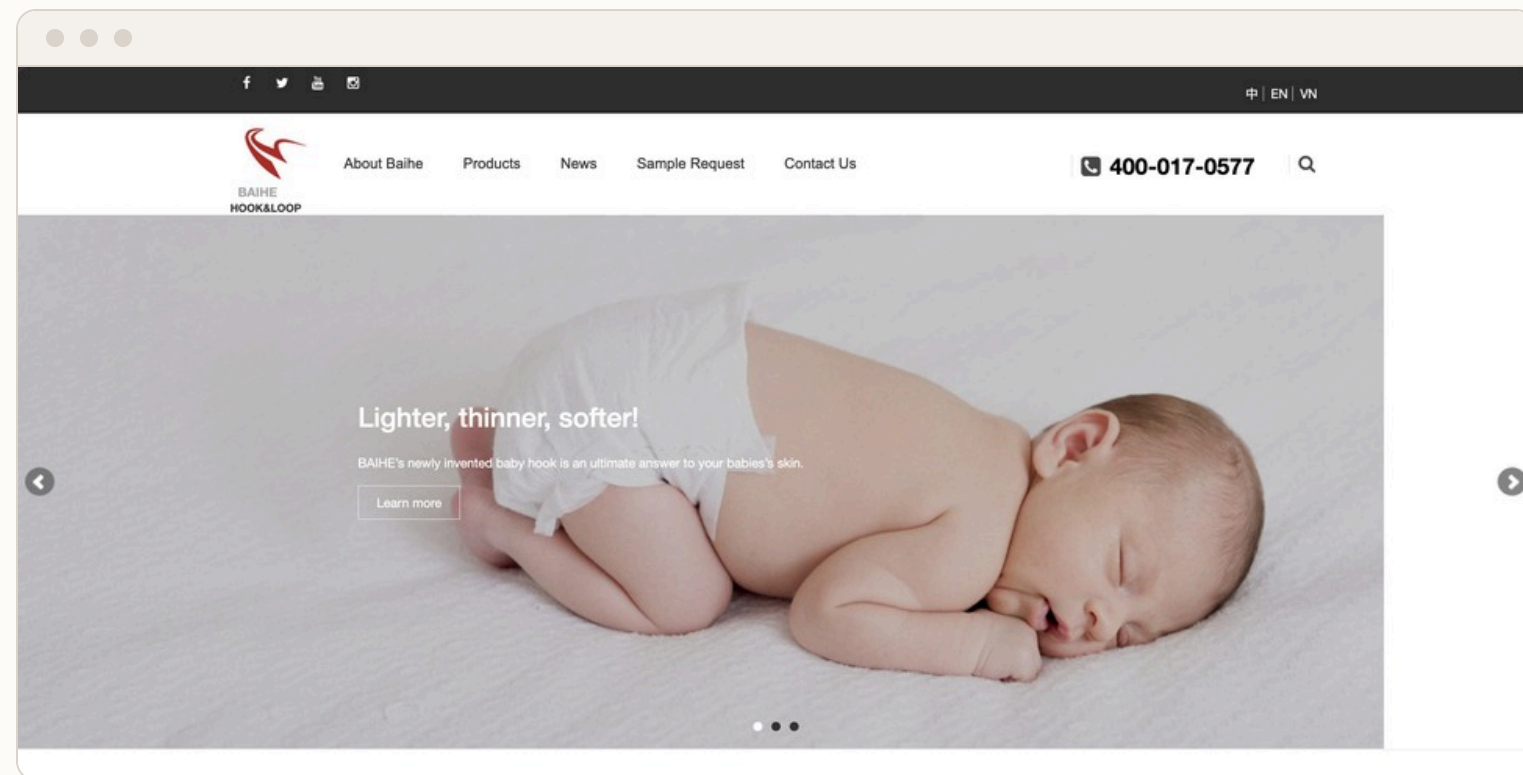
SCOPE

Search engine optimization and digital ads

IV – WORK · ENERGY & INDUSTRY

Baihe Holding China in Vietnam

Direct client · Two brands of one group



Baihe Hook & Loop

2018 – 2021

Search engine optimization and Google Display Network ads



Dxmit

2025

Electric bikes. Campaign site; YouTube and Google Search ads

TBC-Ball Beverage Can

One client, several scopes in Vietnam

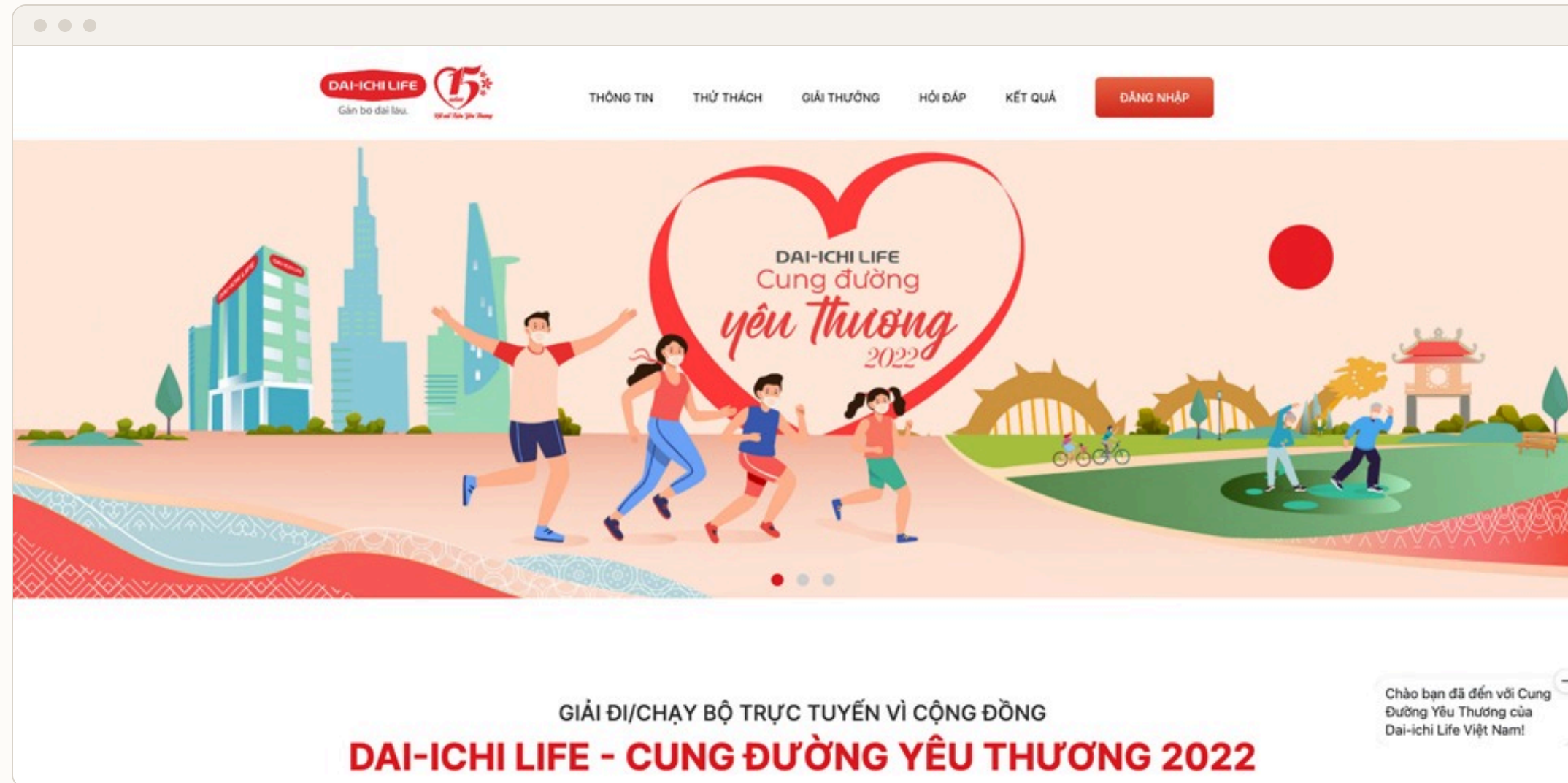
PARTNERSHIP	Direct client: TBC-Ball Vietnam and TBC-Ball Thailand	
TIMELINE	2022 – 2024	
SCOPES		
01	Can to Can recycling campaign website	VIETNAM
02	Creative idea and social content	VIETNAM
03	Digital ads	VIETNAM
04	Longacy social awareness campaigns	VIETNAM



IV – WORK · FINANCE & INSURANCE

Dai-ichi Life

Cung Đường Yêu Thương 2022



PARTNERSHIP

Direct client

TIMELINE

2022 – • now

SERVICES

Digital paid ads

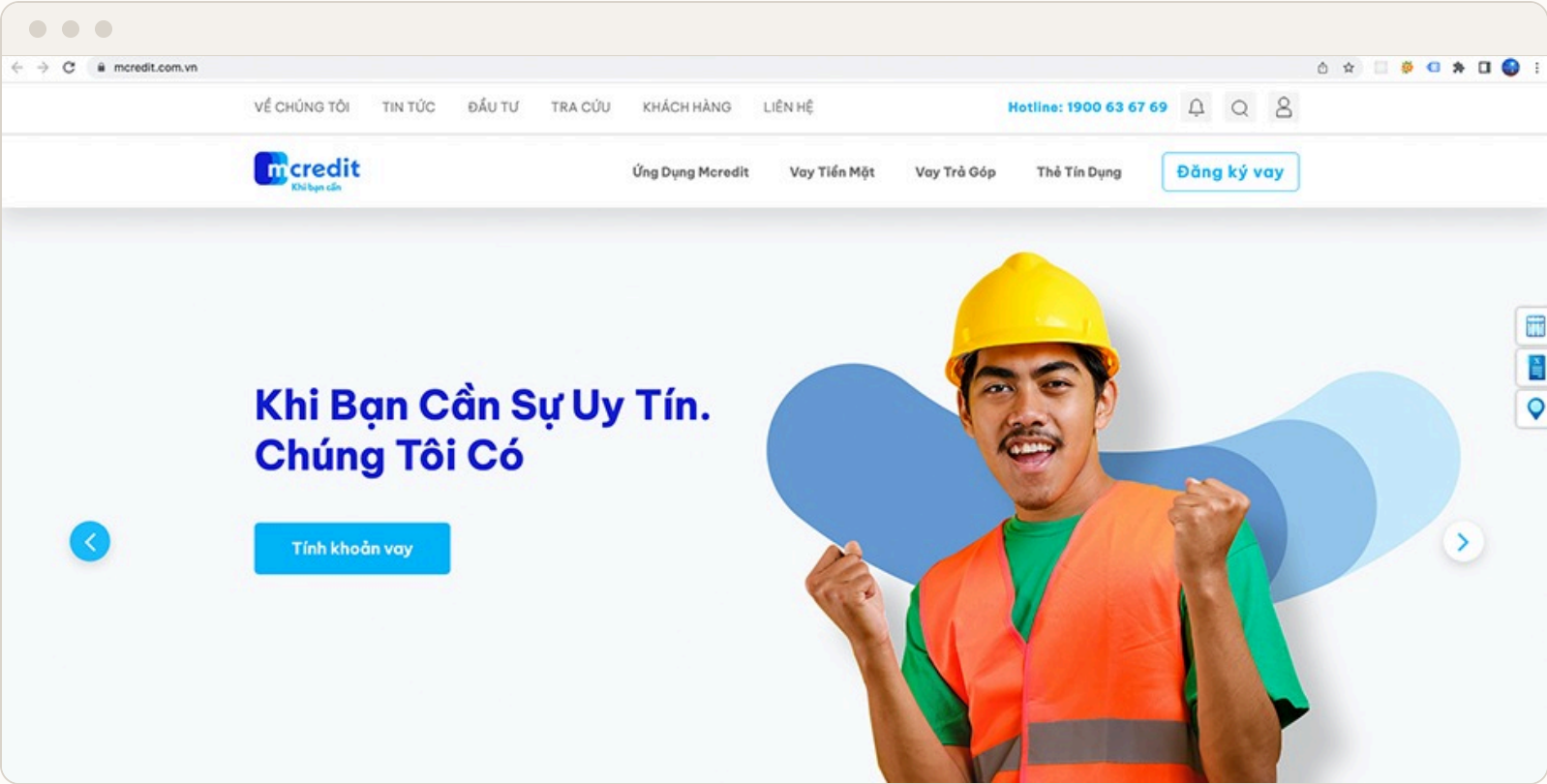
SCOPE

Digital branding communication campaign; agency ad accounts on Facebook, Google and TikTok, monthly

MCredit Vietnam

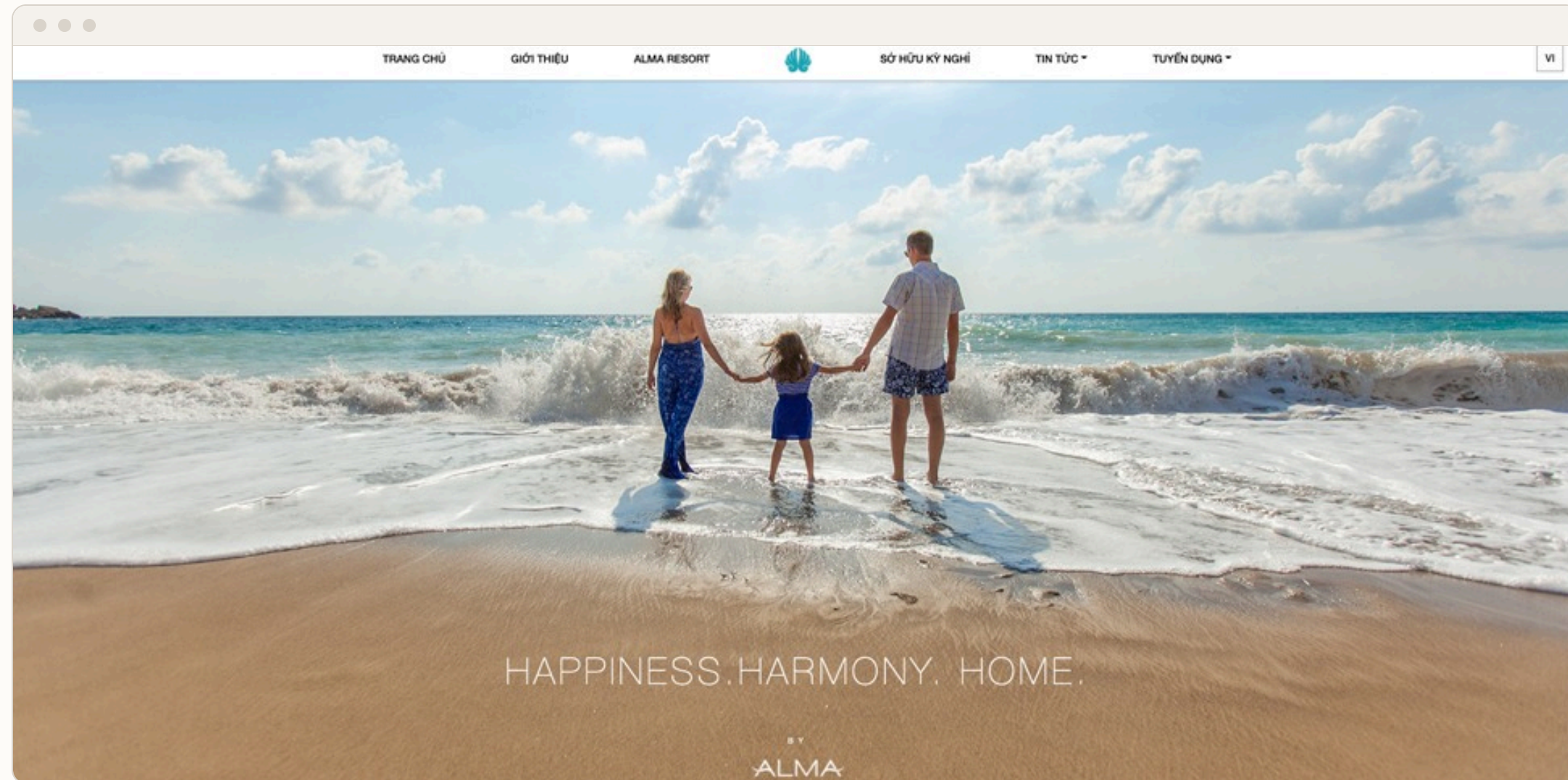
On-page and brand keyword performance

PARTNERSHIP	Direct client
TIMELINE	2021 – 2022
SERVICES	Search engine optimization
SCOPE	On-page technical optimization and brand keyword optimization on Google Search



IV – WORK · HOSPITALITY & TRAVEL

Alma Resort Vietnam



Brand crisis management on search

PARTNERSHIP

Direct client

TIMELINE

2019 – • now

SERVICES

Digital strategy · Search engine optimization · Digital paid ads

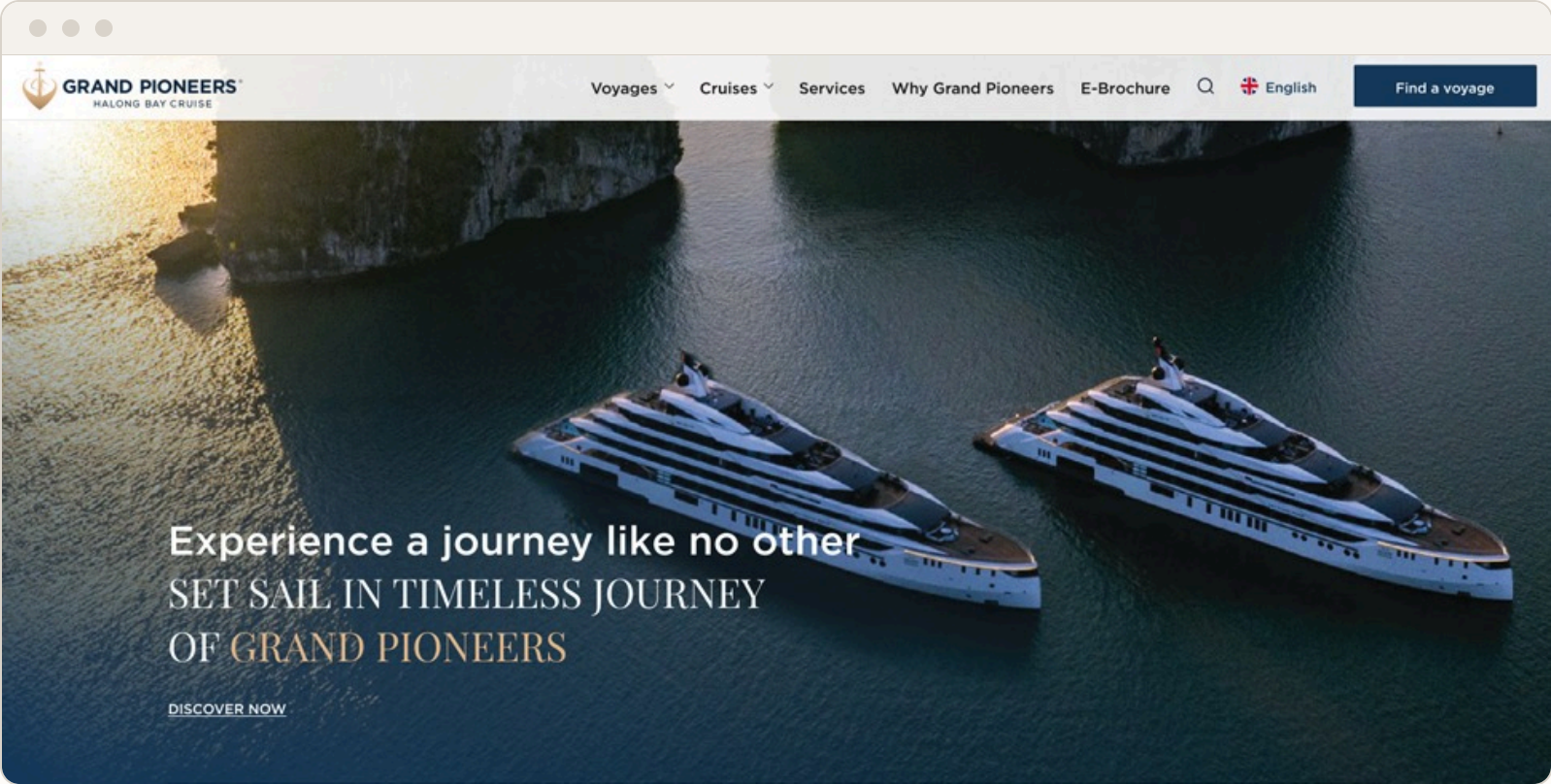
SCOPE

Content strategy, search engine optimization, brand crisis management, Google Search Ads

Grand Pioneers Cruise

Campaign site development

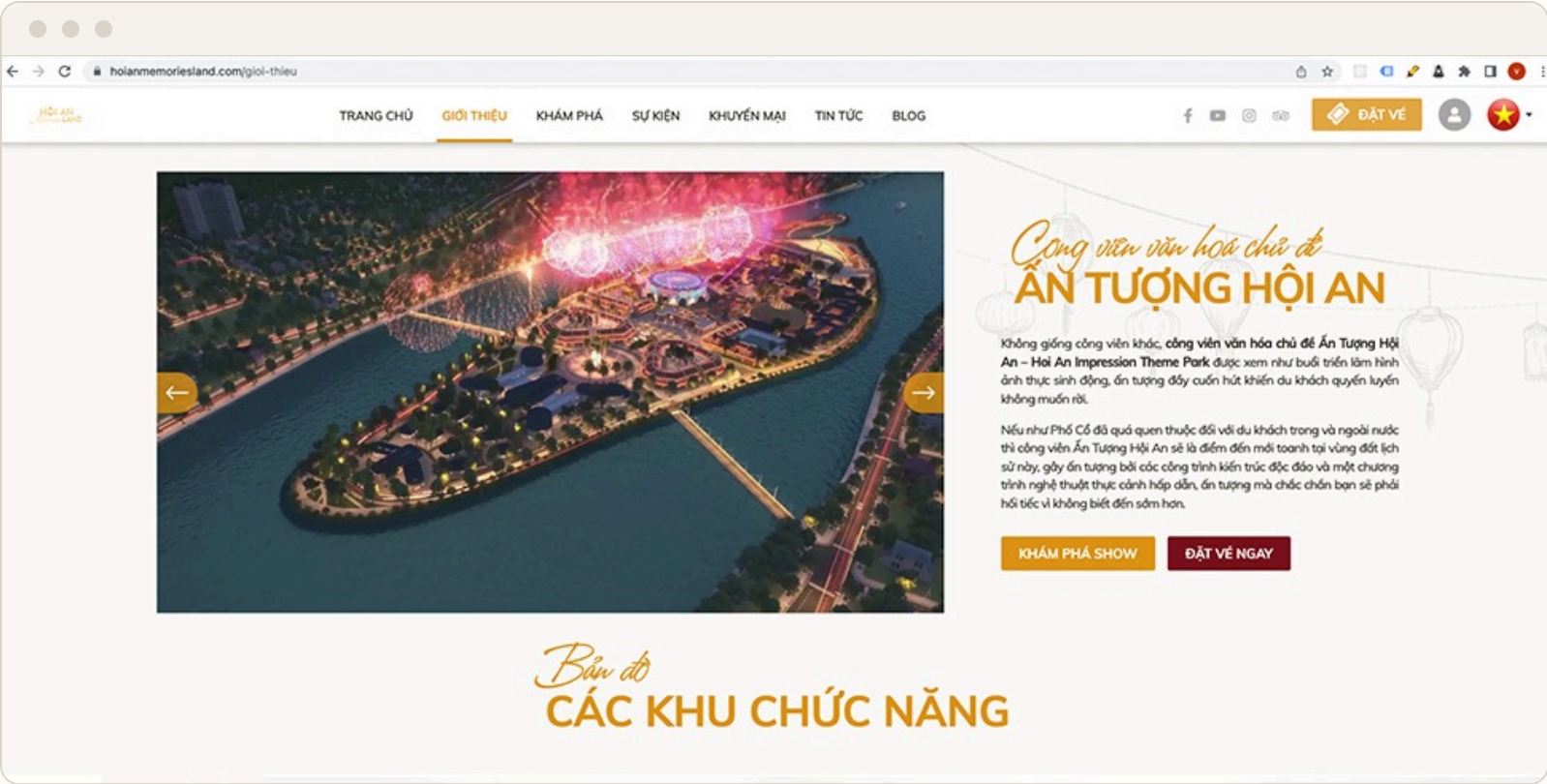
PARTNERSHIP	Direct client
TIMELINE	2024 – 2025
SERVICES	Website design and development · Digital paid ads
SCOPE	Campaign site with UX/UI design, CMS development and booking engine integration; digital ads



Hoi An Memories Land

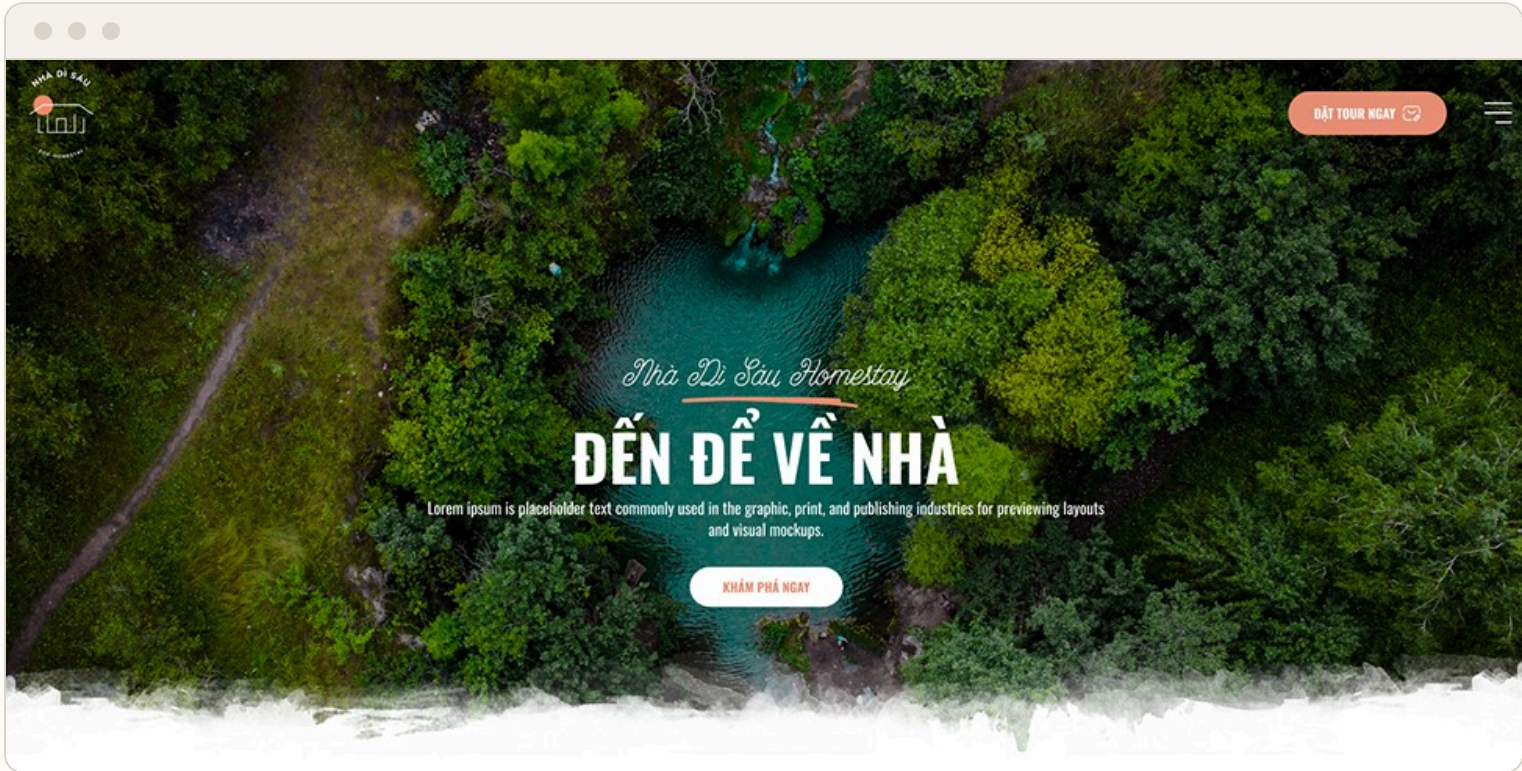
Multi-channel paid ads, managed monthly

PARTNERSHIP	Direct client
TIMELINE	2022 – 2024
SERVICES	Digital paid ads
SCOPE	Monthly management and optimization of Facebook, Google, YouTube and Google Display Network ads



Stays and travel booking

Direct clients · Booking website and campaign page



Nha Di Sau Homestay

2022

Website design and development: tour booking and MoMo payment integration



Go2Joy

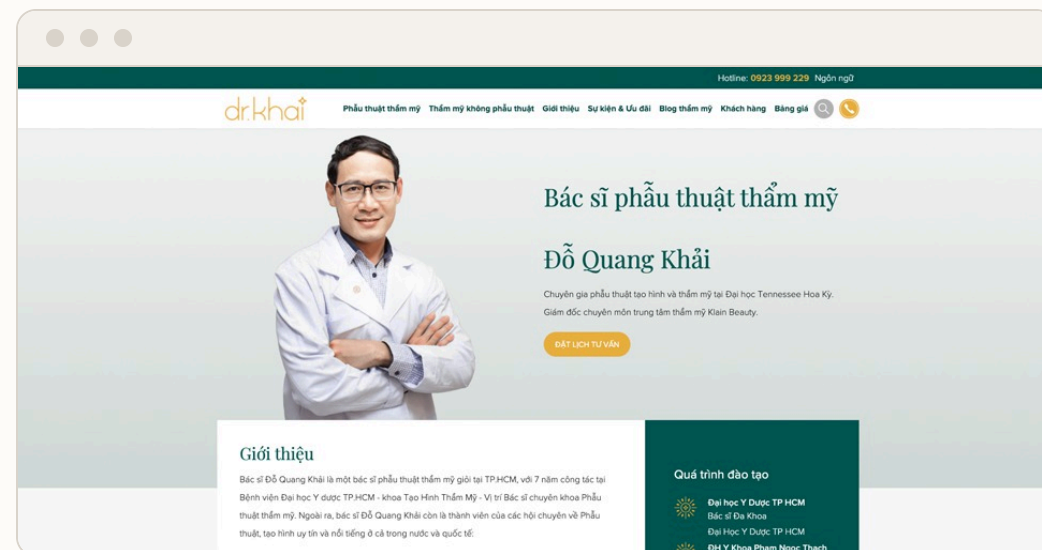
2022

Campaign landing page for the fifth birthday summer sale

IV – WORK · HEALTHCARE & BEAUTY

Plastic surgery and aesthetics

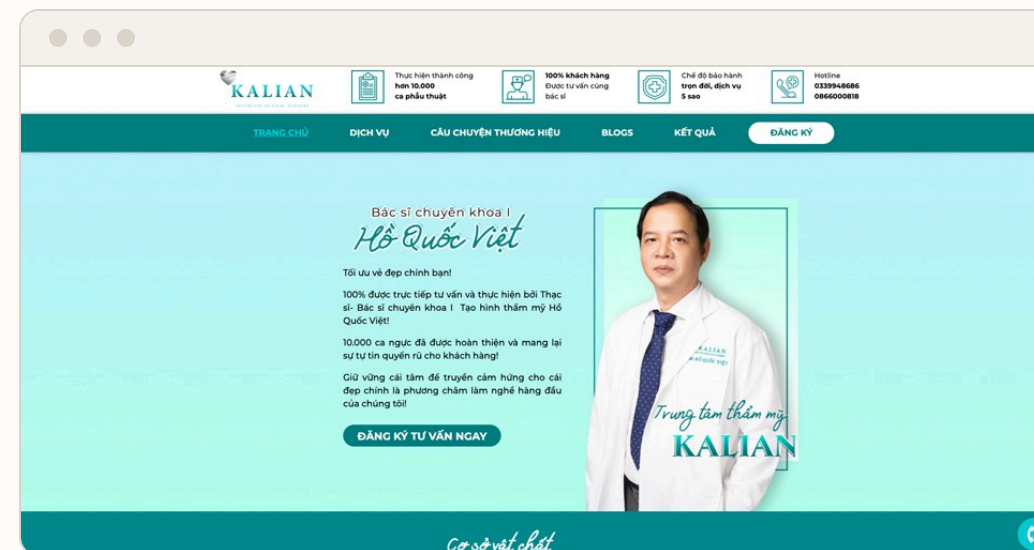
Direct clients · Brand acquisition



Dr. Do Quang Khai

2019 – 2020

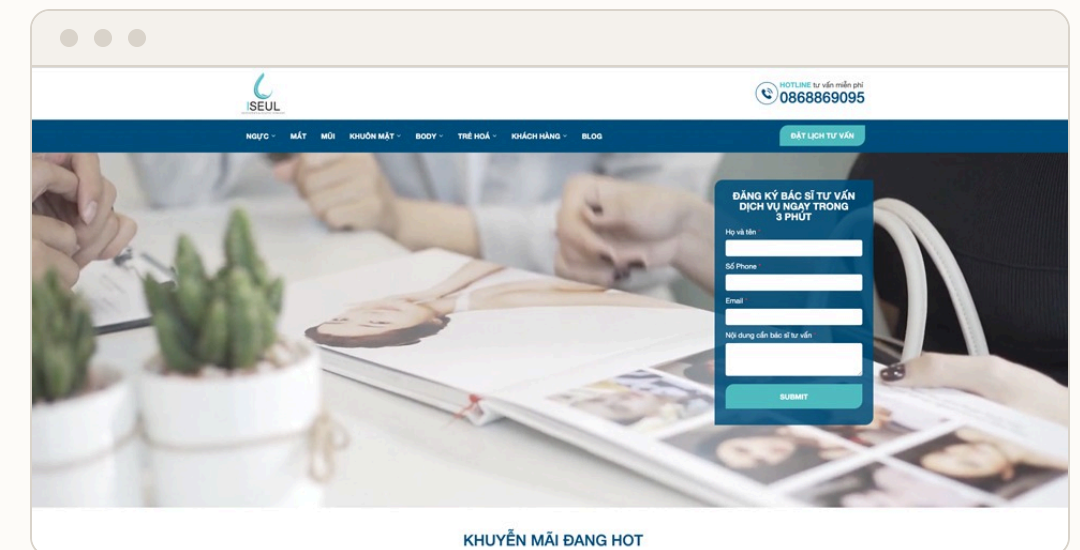
Plastic surgeon. Developing and building brand acquisition



Dr. Ho Quoc Viet

2019 – • now

Plastic surgeon, Kalian aesthetic center. Brand acquisition; ongoing website maintenance



Iseul Plastic Surgery

2019 – 2020

Developing and building brand acquisition

Health and wellness websites

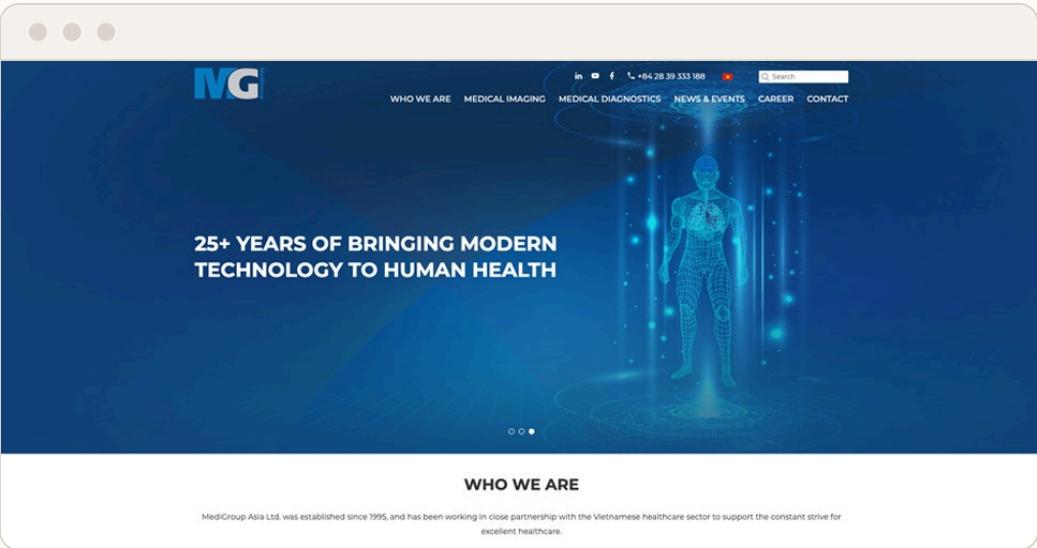
Direct clients · Website design and development



AIC Healthcare Center

2024

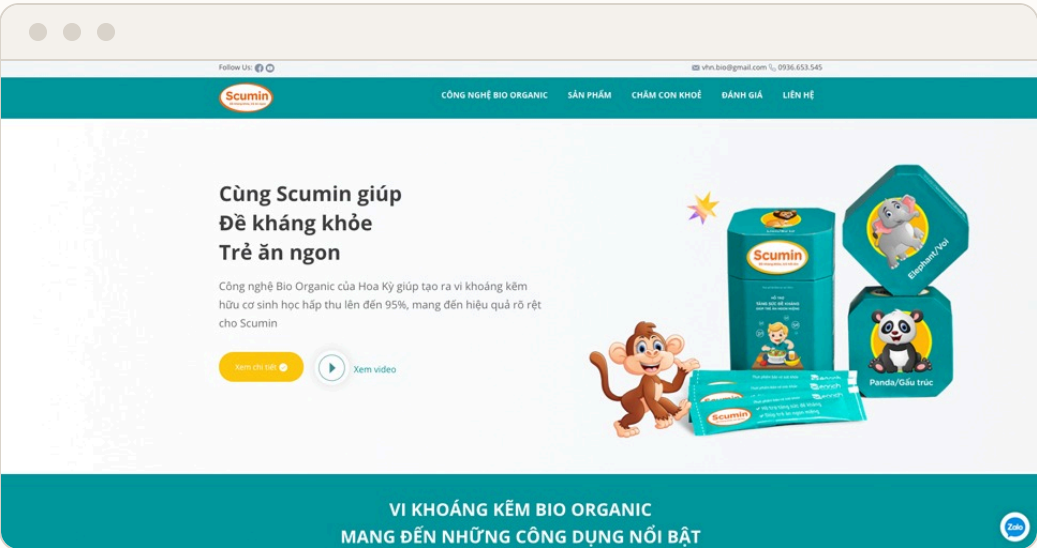
Website: UX/UI design, CMS development;
digital ads



Medigroup Asia Vietnam

2021

Brand site design and development



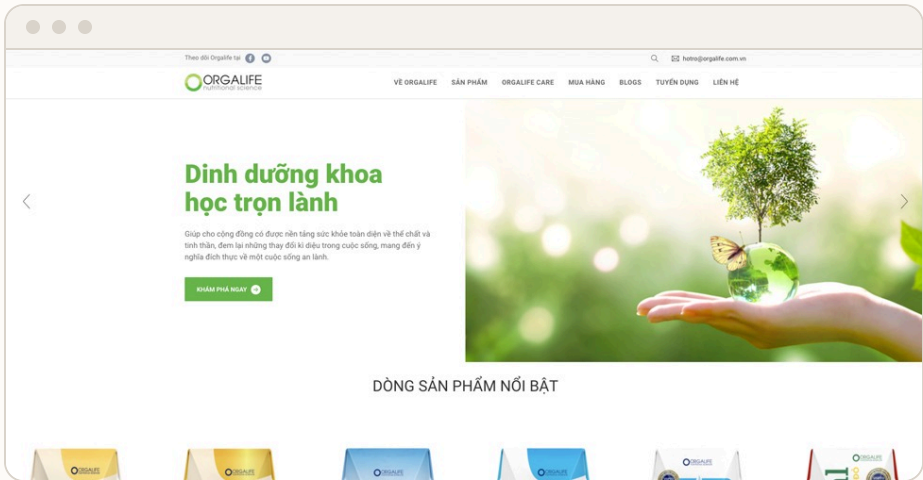
Scumin

2021

Brand site design and development

Orgalife nutritional science

Direct client · Brand sites for four nutrition brands



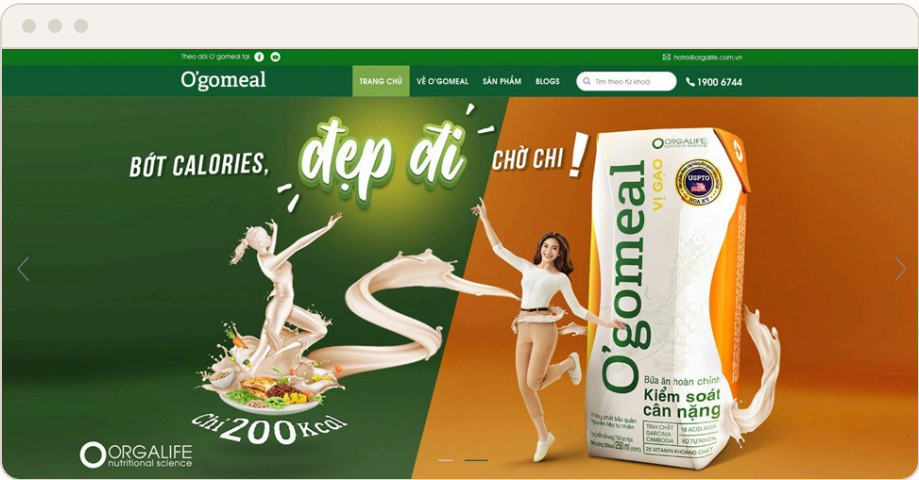
Orgalife Vietnam
2021 – 2022
Corporate brand site design and development



Navie
2022
Website for the medical nutrition range



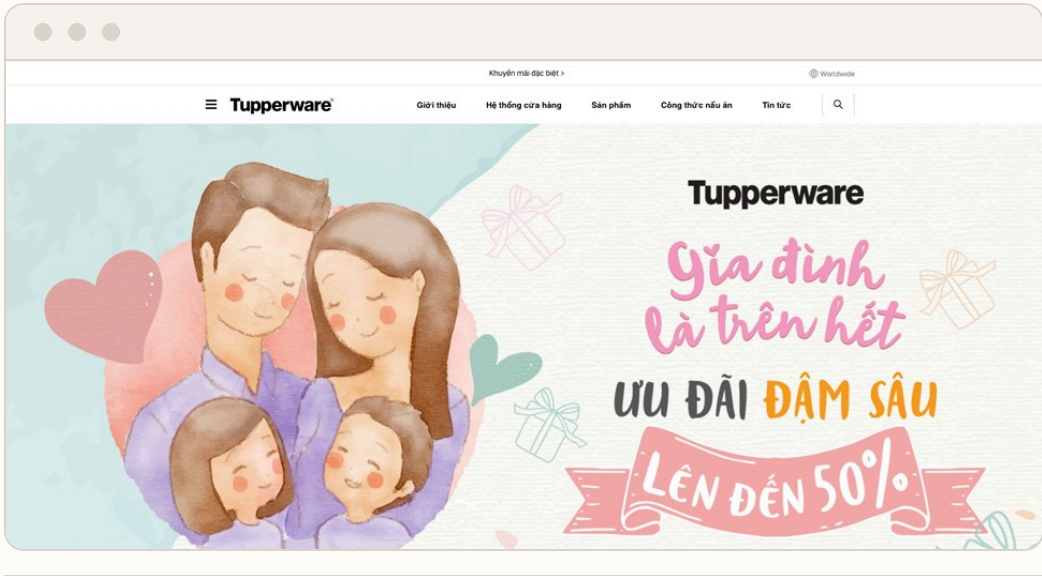
Fomeal Care
2021 – 2022
Brand site design and development



O'gomeal
2021 – 2022
Brand site design and development

Tupperware Vietnam

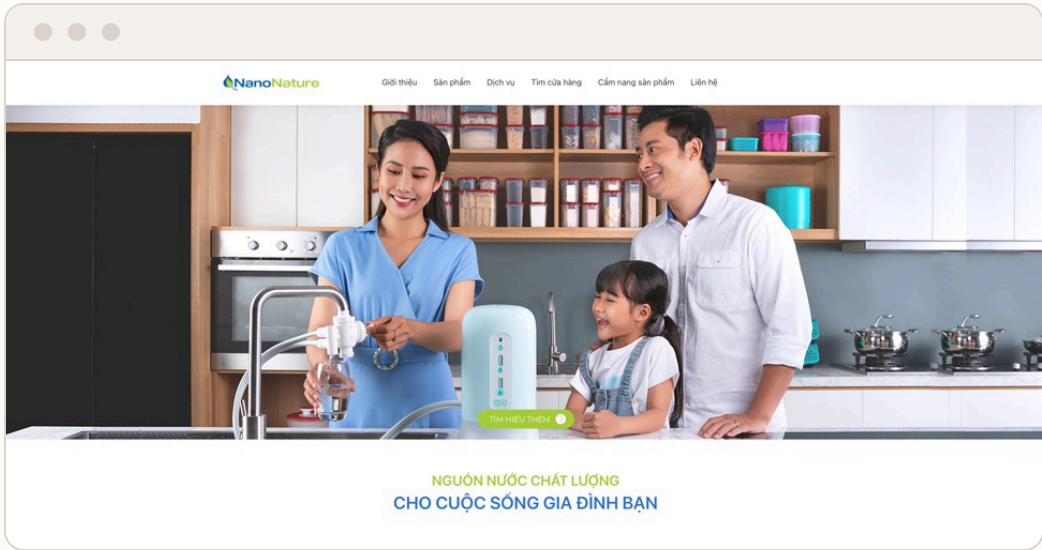
Direct client · 2018 – 2024 · Brand sites, awareness and franchise leads



Tupperware Vietnam

2018 – 2024

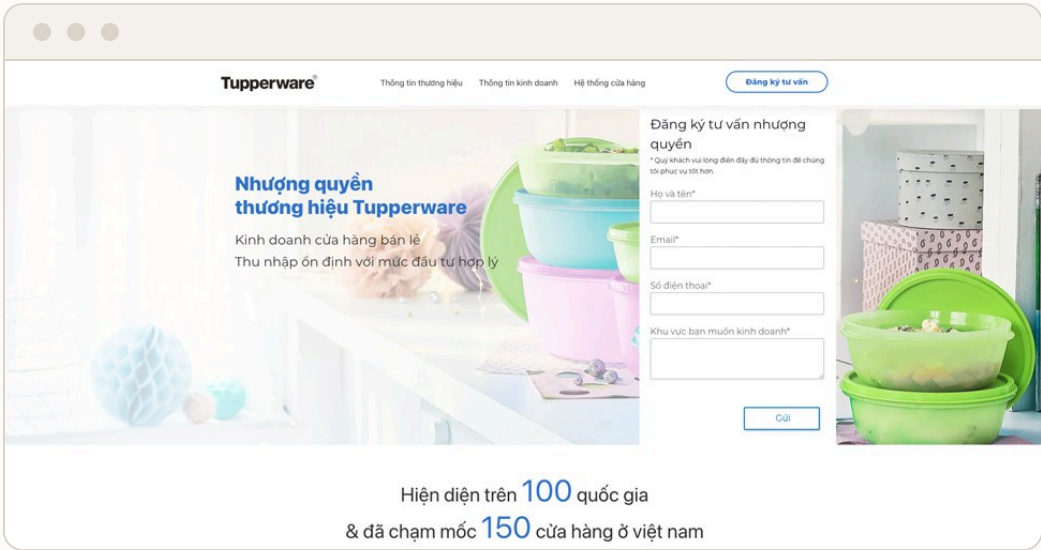
Brand website and always-on awareness campaigns



Tupperware Nano Nature

2018 – 2024

Brand site development and monthly awareness campaigns



Tupperware Franchise

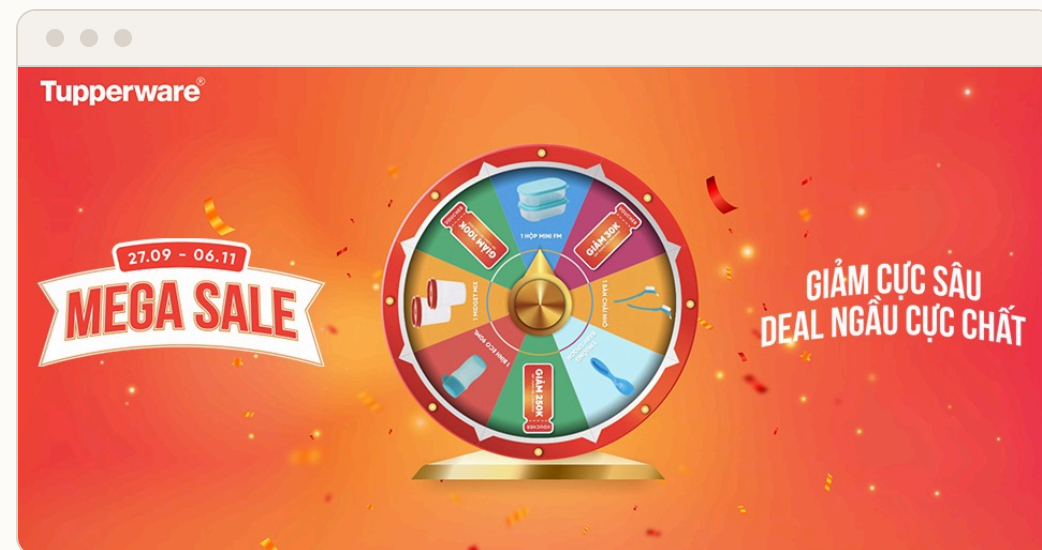
2018 – 2024

Campaign site development. Recruiting qualified leads for the franchise business

IV – WORK · HOME, RETAIL & LUXURY

Tupperware campaigns

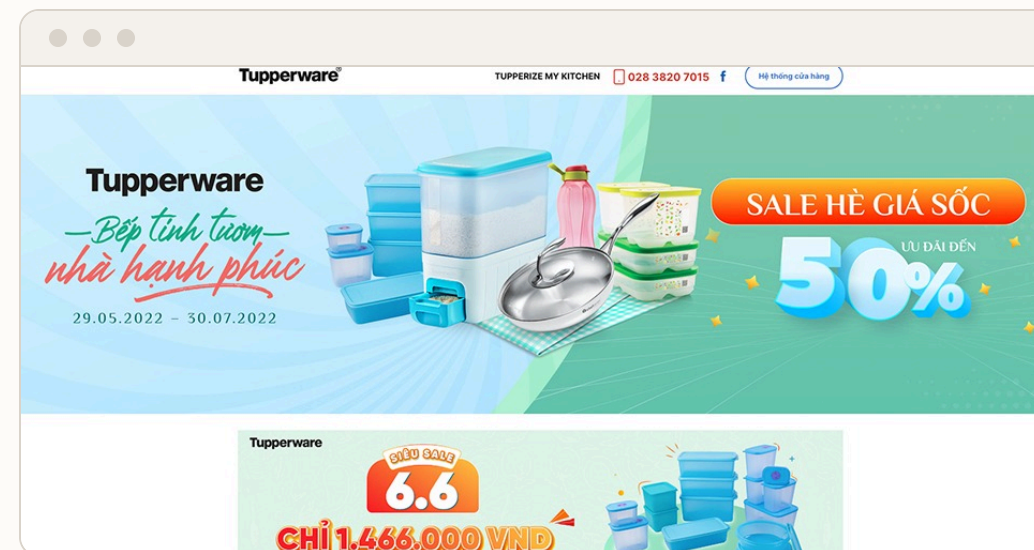
Direct client · Landing pages and multichannel ads



Mega Sale & Lucky Draw

2022

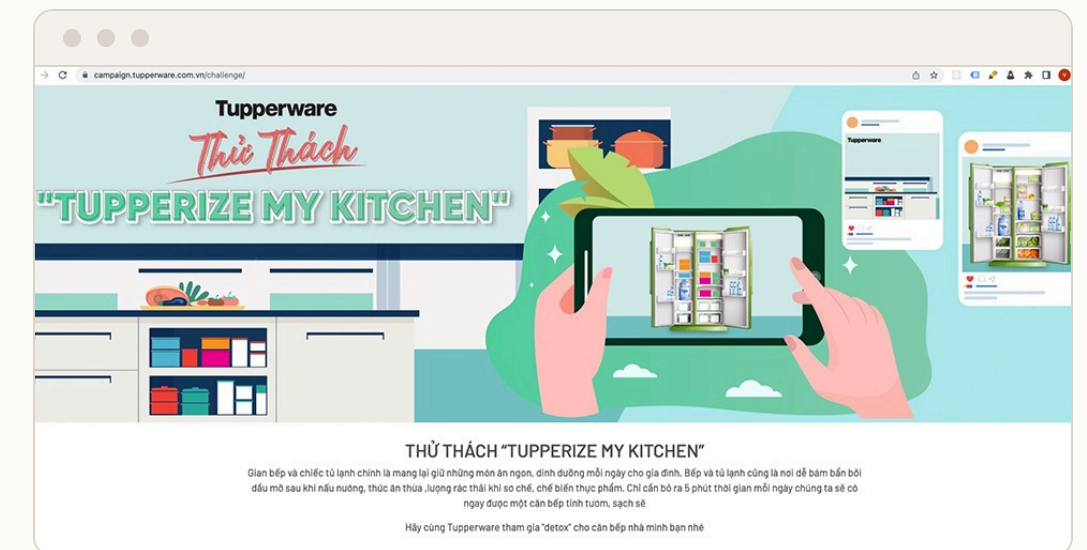
Lucky draw campaign site and digital ads



Summer Sale

2022

Landing page and multichannel ads on Facebook, Google, YouTube and GDN



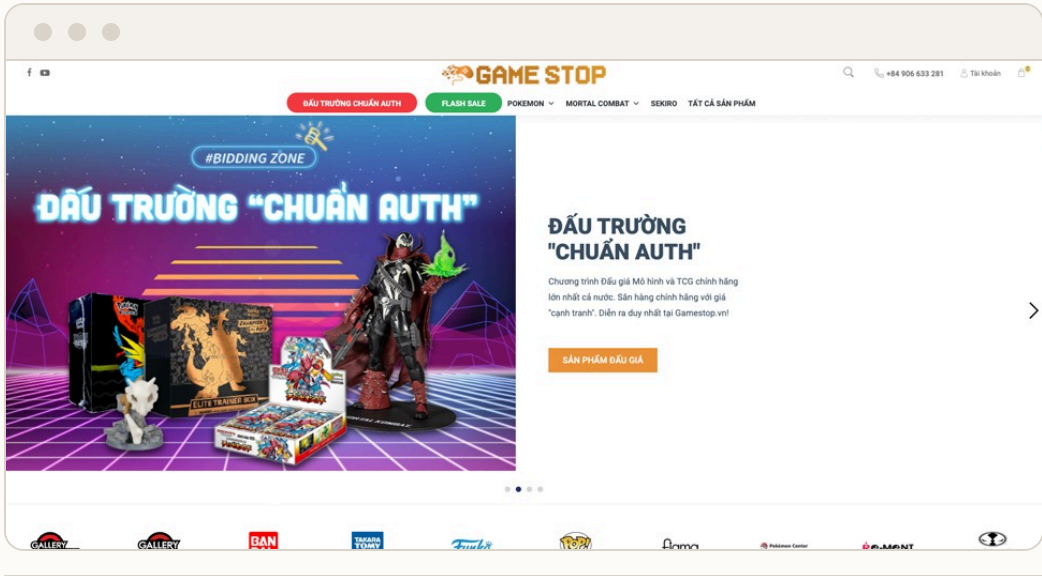
Tupperize My Kitchen

2022

Challenge landing page and social ads

Toys and collectibles e-commerce

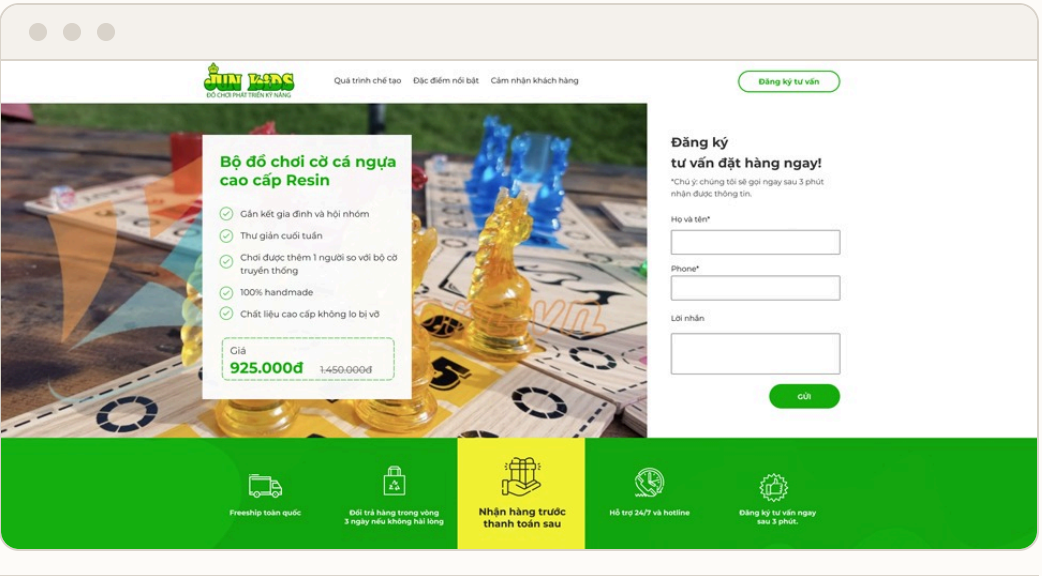
Direct clients · E-commerce sites and brand acquisition



GameStop Vietnam

2020 – 2023

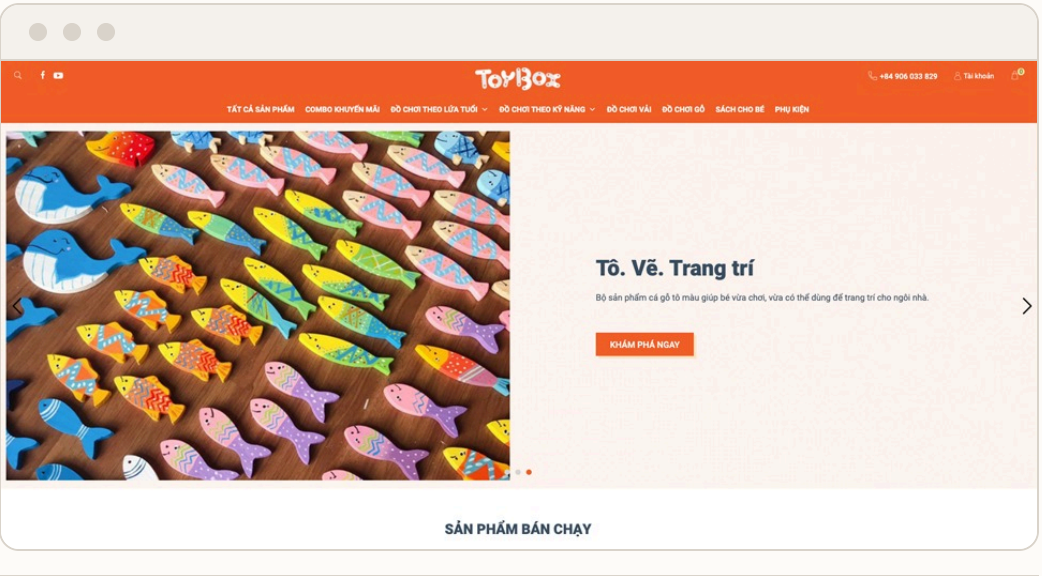
E-commerce site design and development;
brand acquisition



Jun Kids

2021 – 2022

E-commerce site design and development;
brand acquisition



Toybox Vietnam

2021 – 2023

E-commerce site design and development;
brand acquisition

IV – WORK · HOME, RETAIL & LUXURY

Search growth for premium brands

Direct clients · SEO and digital media



Artemis Silver

2018 – 2019

Search engine optimization and keyword ranking



Hoang Giang Agarwood

2018 – 2019

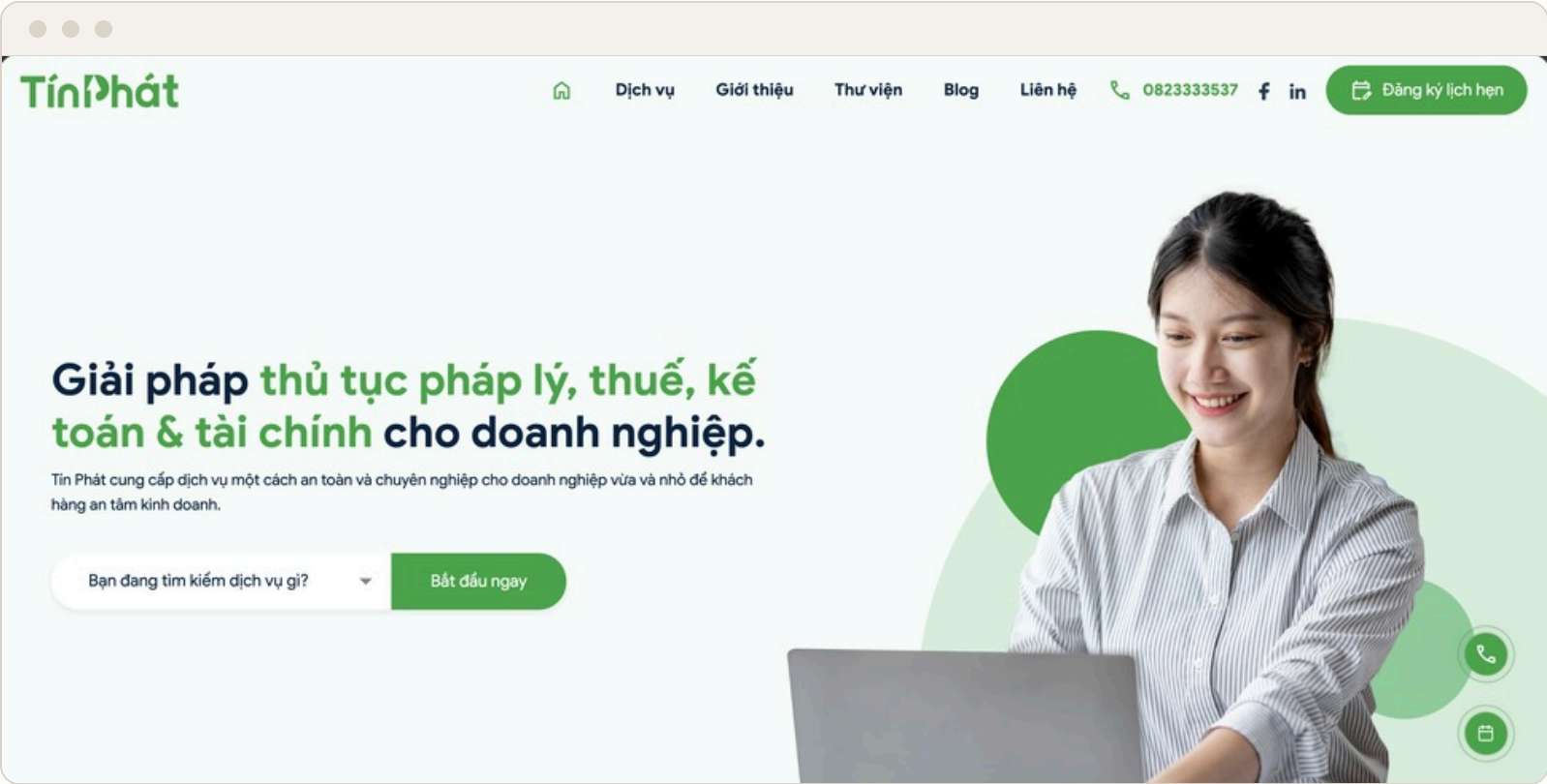
Monthly digital media management and search engine optimization

IV – WORK · SERVICES & TECHNOLOGY

Tin Phat Accounting

Accounting and tax services: website and monthly lead generation

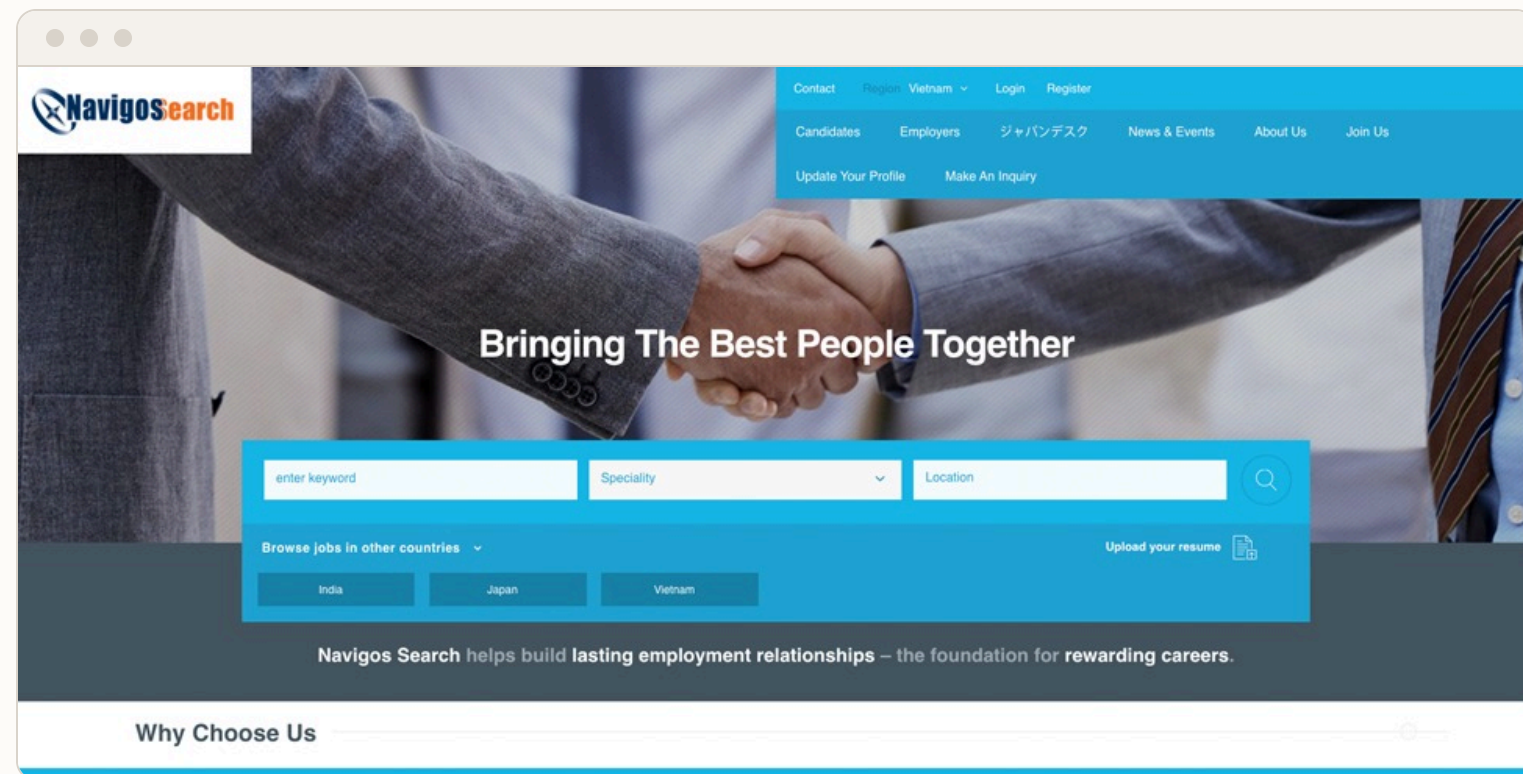
PARTNERSHIP	Direct client
TIMELINE	2024 – • now
SERVICES	Website design and development · Digital paid ads
SCOPE	Website design and development; monthly lead generation ads



IV – WORK · SERVICES & TECHNOLOGY

Recruitment and human resources

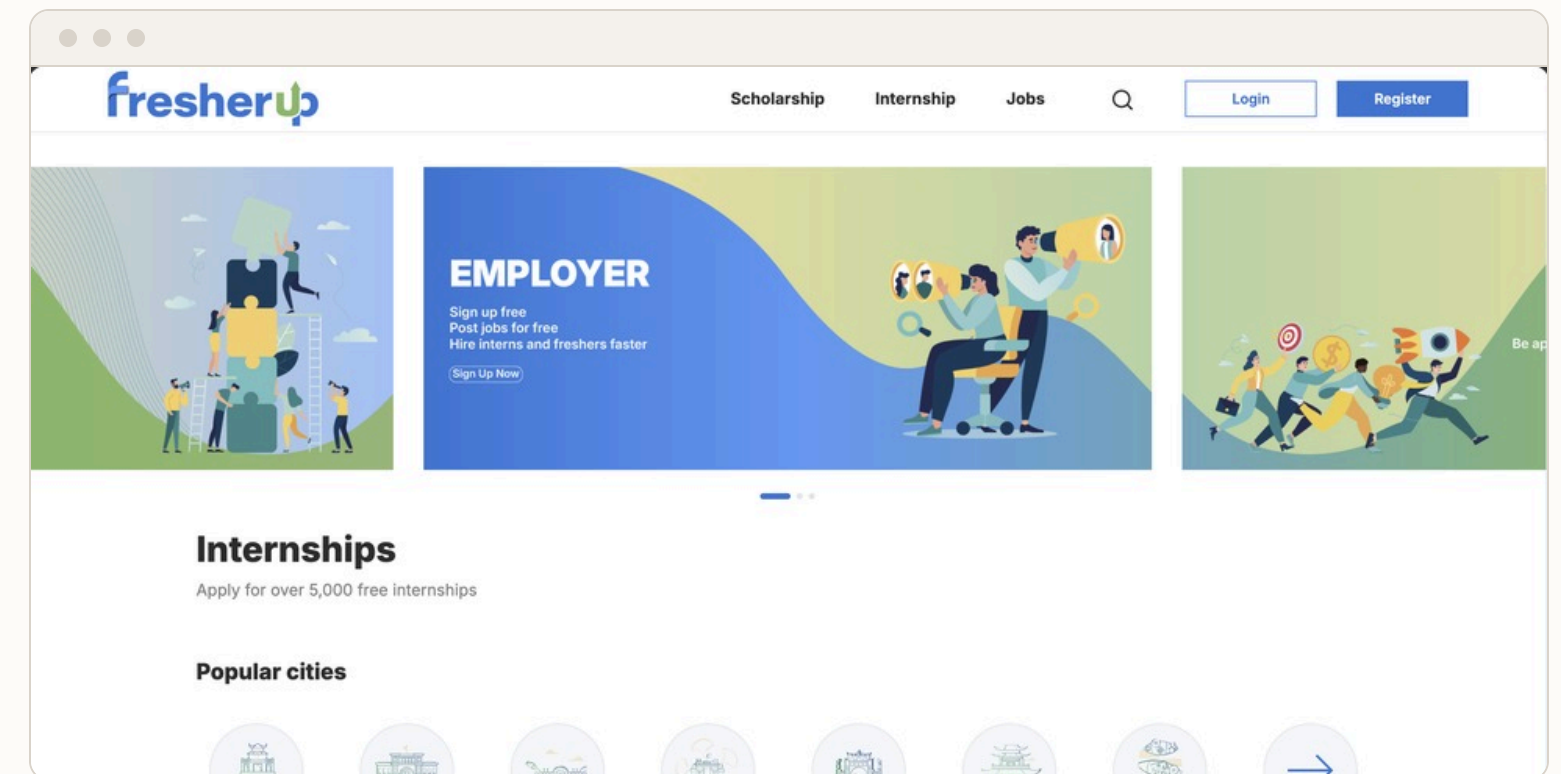
Direct clients · SEO and platform build



Navigos Search Vietnam

2019 – 2020

Search engine marketing strategy for the global market, SEO, content development, PR booking



FresherUp

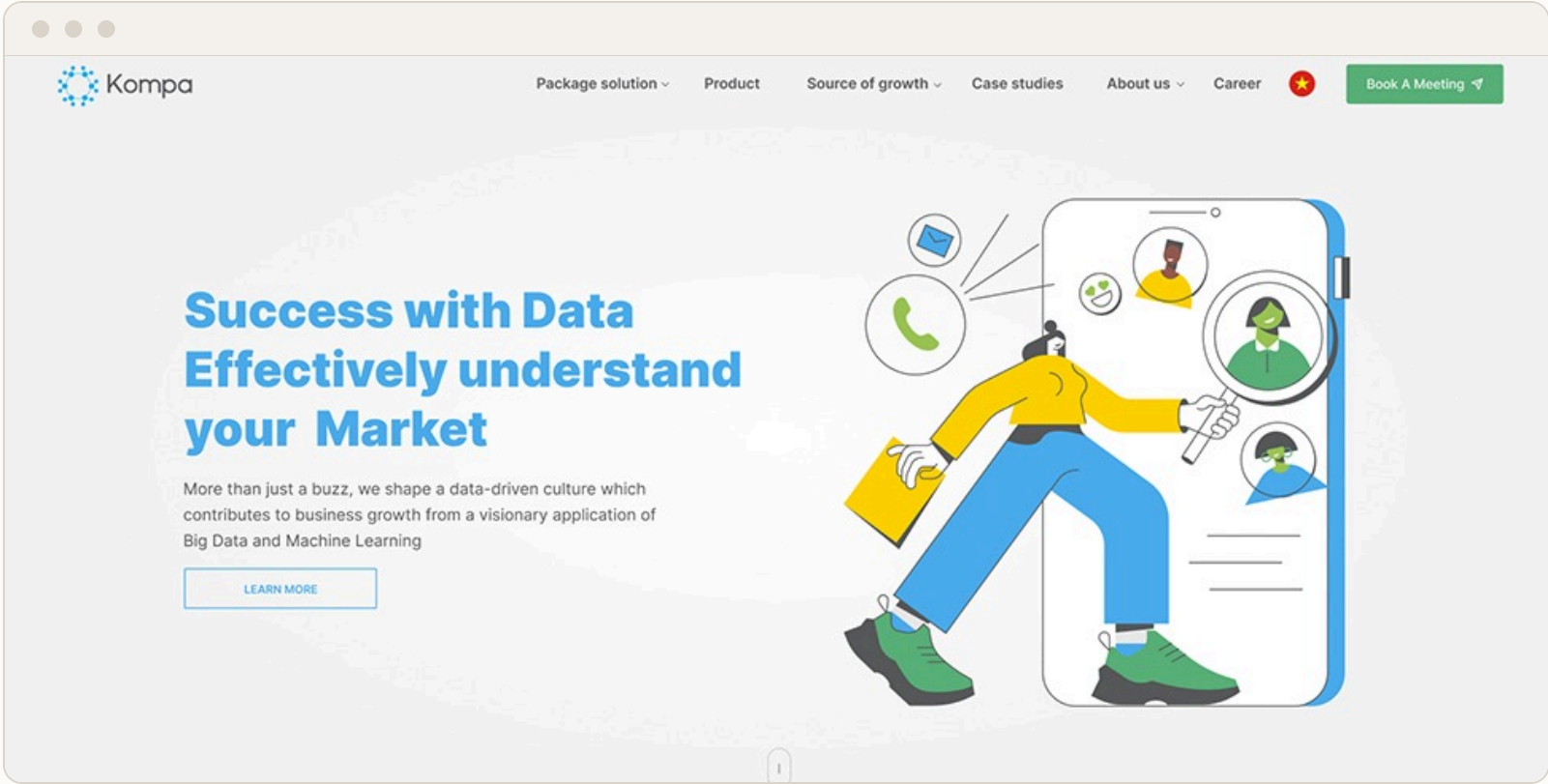
2024 – • now

Recruitment platform for students, new graduates and professionals with under two years of experience: UX/UI design and web development

Kompa Media Vietnam

Website development

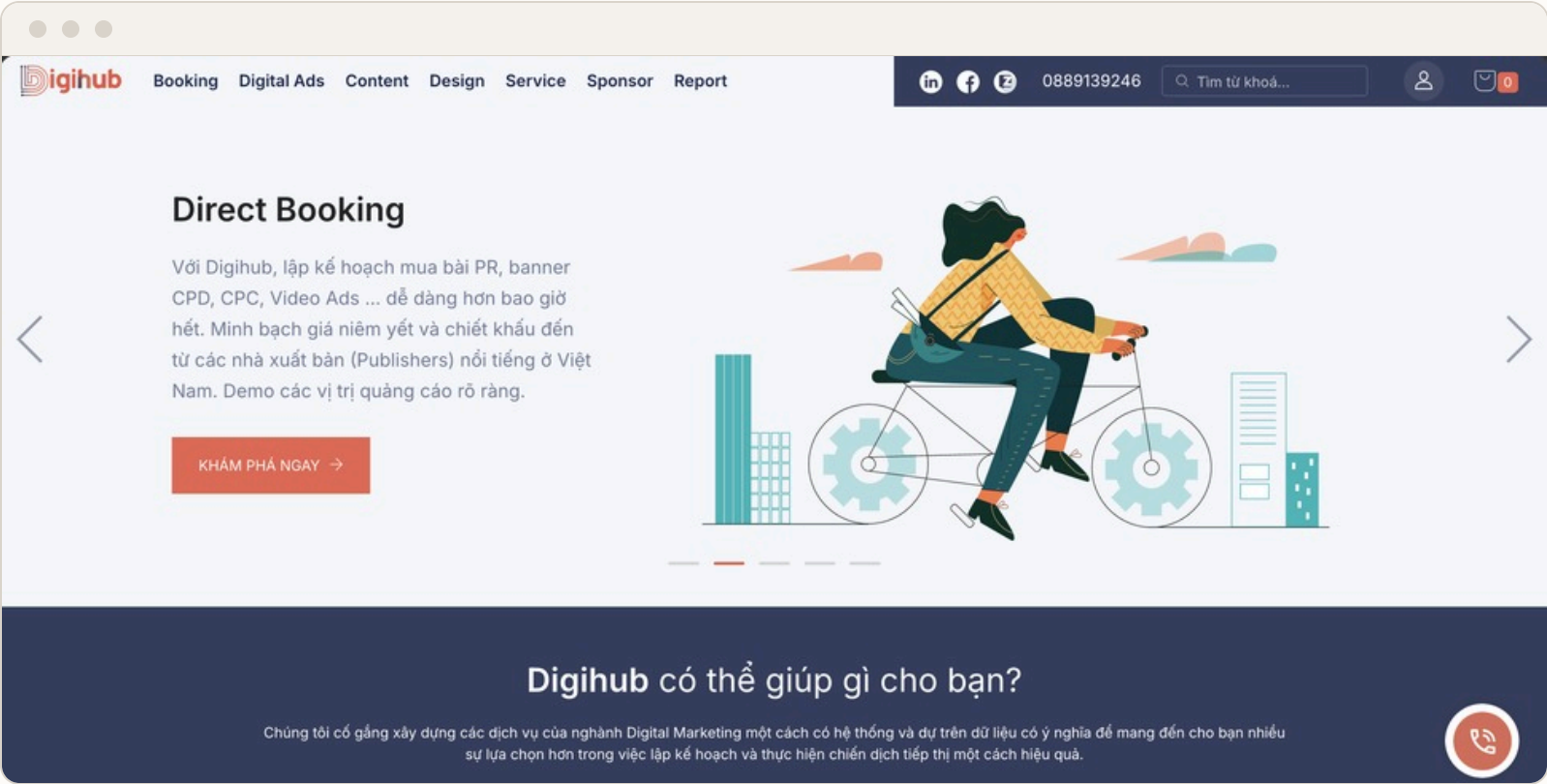
PARTNERSHIP	Direct client
TIMELINE	2022
SERVICES	Website design and development
SCOPE	Web design, WordPress development, CRM integration



Digihub

Media booking platform

PARTNERSHIP	Direct client
TIMELINE	2021
SERVICES	Digital strategy · Website design and development
SCOPE	Brand strategy, web design and development



English language centers

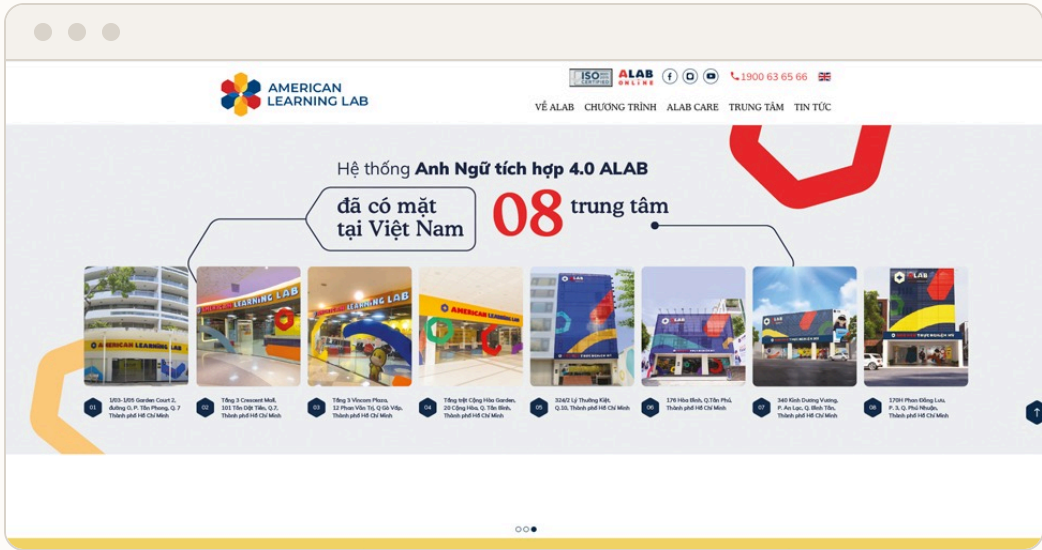
Direct clients · Website, search and lead generation



Yola English Center

2018 – 2020

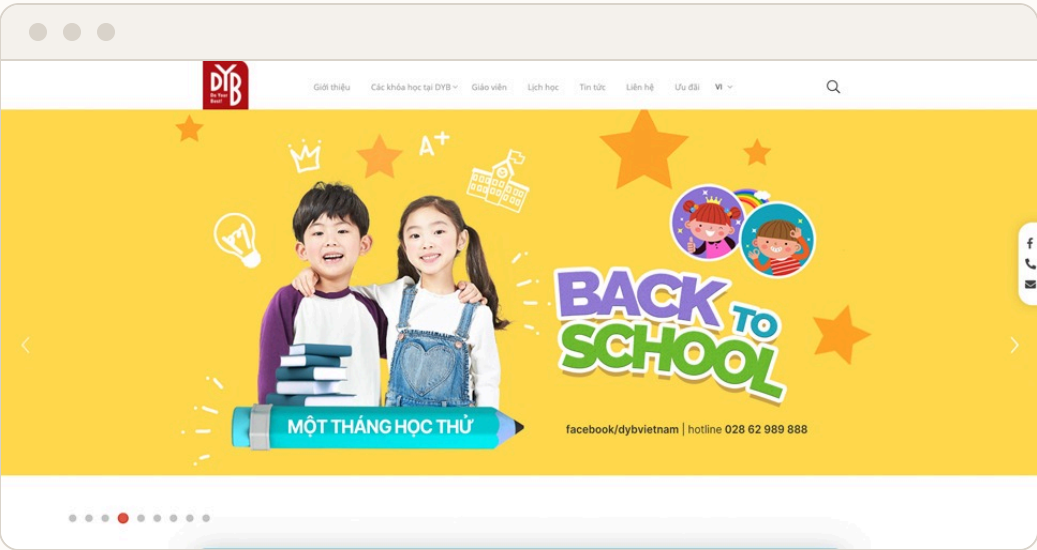
Search engine marketing strategy, SEO, PR booking



American Learning Lab (ALAB)

2019

Website, campaign landing pages, digital ads, lead generation, SEO



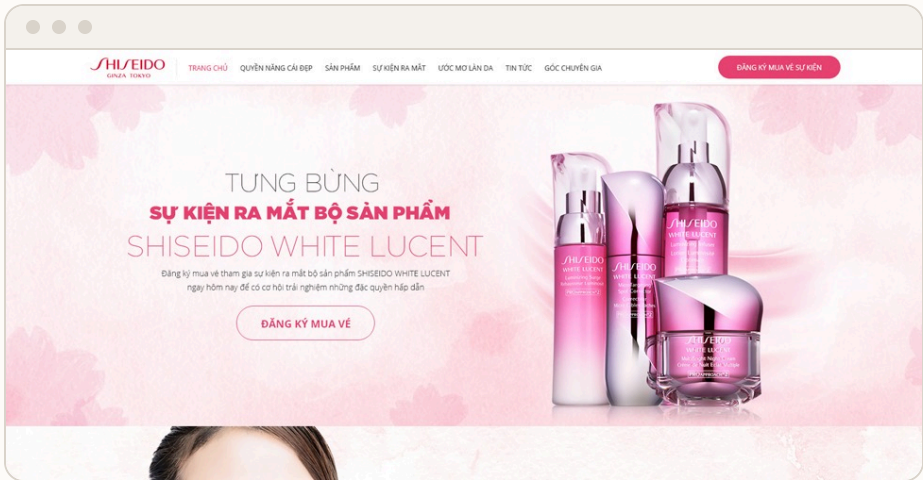
DYB English Center

2019 – 2021

Branding on search, social and PR; monthly Facebook ads; lead generation

Shiseido

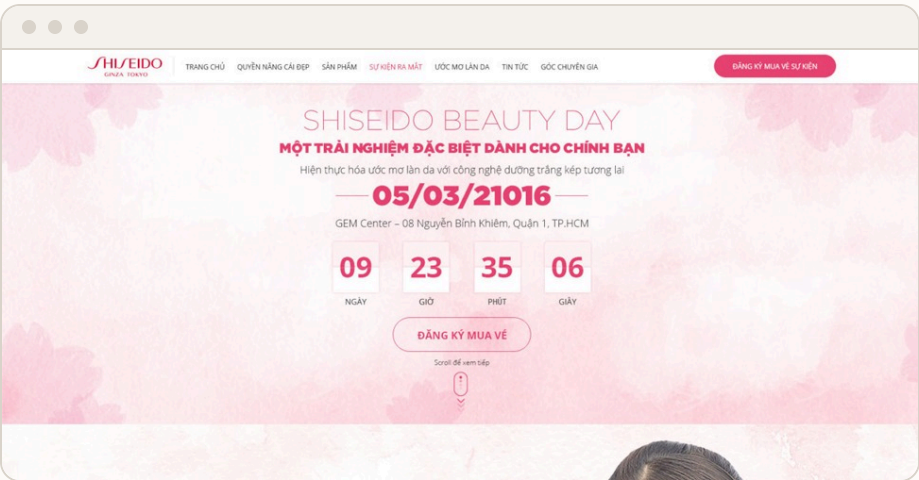
2017 · Campaign sites for launches and promotions



White Lucent Launch

PRODUCT LAUNCH

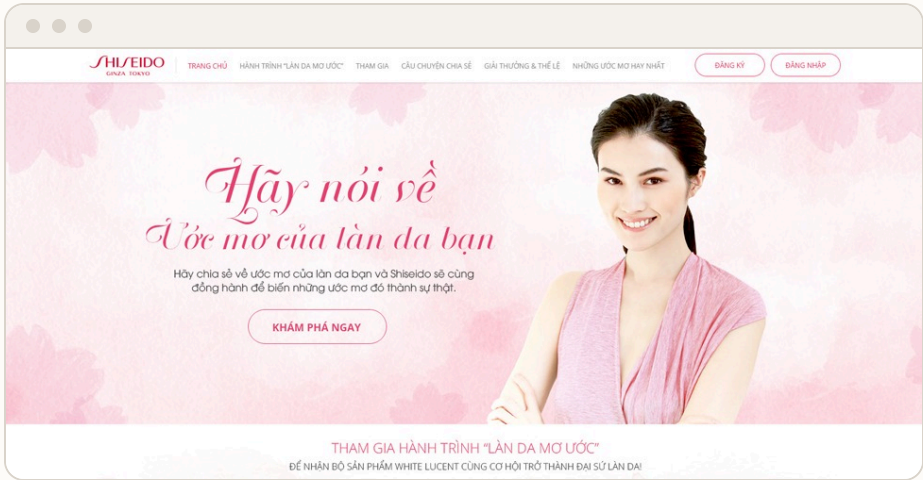
Idea and campaign site for the new range



Shiseido Beauty Day

LAUNCH EVENT

Event site with ticket registration



White Lucent Contest

CONTEST

Skin dream journey contest site



Ibuki Promotion

PROMOTION

Promotion campaign site for the Ibuki kit

IRIS in numbers

Data into growth, for brands and alongside agencies.

9

Years since 2017

35+

Brands served, directly and alongside agency partners

8

Industries, from healthcare to energy

7

Countries our clients come from, with campaigns in Vietnam and Indonesia

3

Agency partners: Dentsu Sport, T&S Agency, MONQ Korea

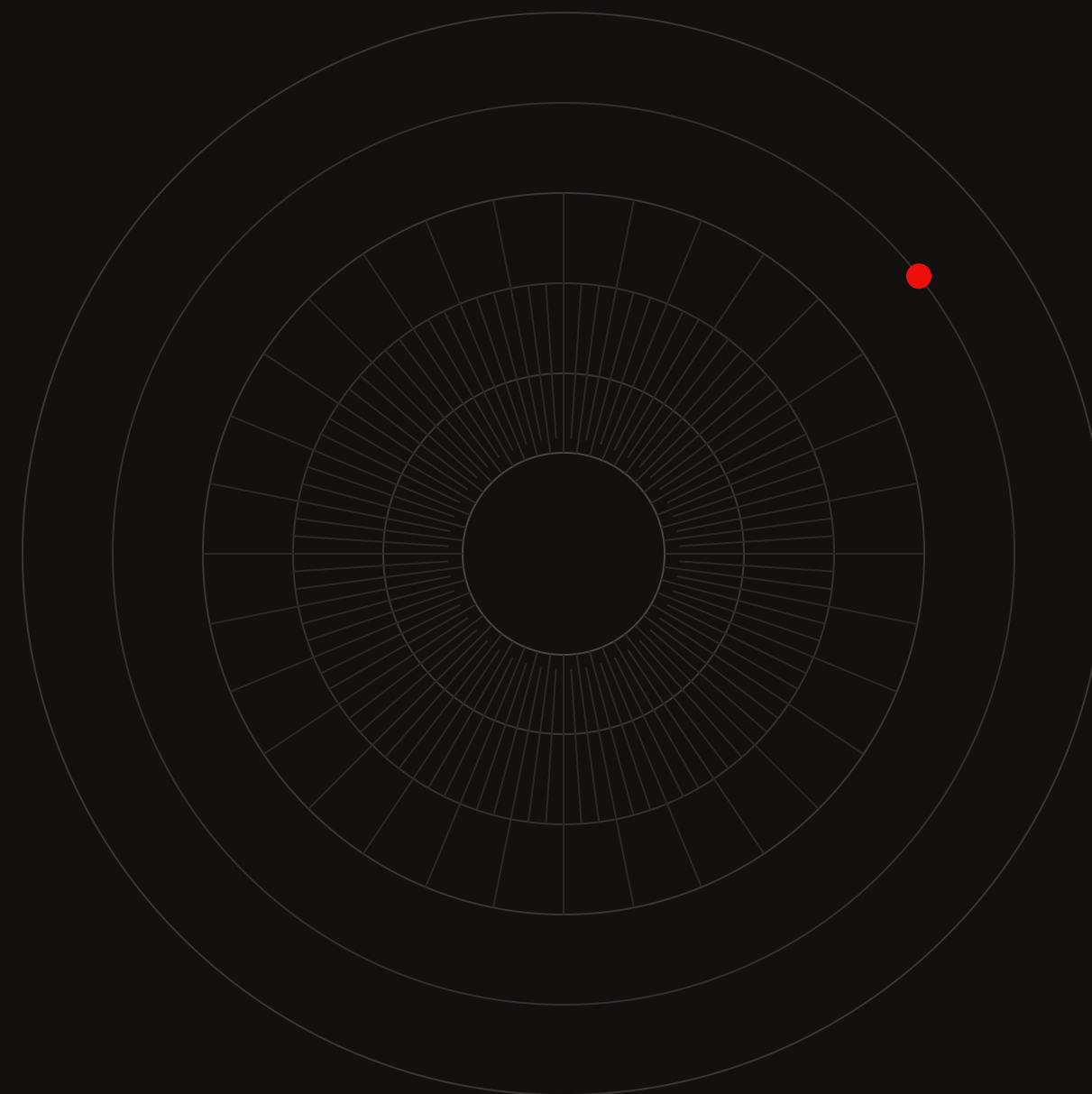
7

Years in our longest ongoing partnership, since 2019

Figures from IRIS records, including clients we cannot name, October 2026.

IRIS

Let's talk about
your *next campaign*.



PHONE

+84 888 239 444

EMAIL

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HEAD OFFICE

ST Moritz, 1014 Pham Van Dong Street,
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