

# Canon – Vu dieu san co photo contest launching Feb 17, 2009

## Background

- Canon - Vu dieu san co 2008 contest was a good start and set a springboard for 2009 contest to become an even bigger hit.
- In 2009, Canon continues to co-operate with the Sports Today Newspaper and VFF to host the contest within the context of Petro Vietnam Gas and Sino Cup 2009
- The contest starts from Mar 6 till Aug 22, 2009

## Objectives

- To showcase Canon's contribution to the development of Vietnam photography industry
- To affirm Canon's leading role in the industry by hosting the contest
- To create brand loyalty amongst targeted audiences and participants



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## Activities:

- Press conference to announce the contest to the public at Canon's office
- Invite 32 media (print and online) and TV group (VTV, VTC) to the press conference 2 weeks prior to the start of the contest.
- Invite presence of the football authorities to make it a high-profile contest & invite winners in the last year contest.
- Exhibition displays last year works to increase media excitement
- Create vudieusanco website for communication and online photo submission

## Results

- The contest attracted great attention from the media and the public.
- 2 days after the launch, 2 TV coverage and nearly 30 clips were collected
- Many feature articles are resulted in leading publications.



eight photos, one from each round. Awards will be given at the end of each month. Photos can be inspired by exquisite moments on the field during the match, or a practice session, or a footballer in their daily life, or fans in a stadium.

The deadline for entries in each round will be at 8 p.m. on the day of the final match of the month. Entries can be sent in two ways: by CD or USB at Canon Singapore Pte. Ltd., Vietnam Representative Office at 15 Nguyen Chi Thanh Street, Hanoi bd 437- 441 Hai Ba Trung Street, rd 8, District 3, HCMC and the Thao Ngay Nay at 14A Trinh Thuan Street, Hanoi and 19 Vo Tan, District 3, HCMC. Entries can be sent to [baottin@hcmc.vn](mailto:baottin@hcmc.vn). The does not allow for entries

which have received international or national awards.

Twice as many prizes as last year will be awarded. First prize is an IXUS 801S; second prize is a PS E1, and third prize is an MP198 printer. Consolation prizes will be IP1980 printers. Total value of prizes is US\$6,000.

Mike Asao, Chief of the Canon Singapore Pte. Ltd., Vietnam Representative Office said " Passionate participation and enthusiasm of contestants is the great motivation for Canon to co-organize this contest." He pins high hopes on the contest, saying that it will be a traveling companion for football lovers, and will be a platform for photography lovers to shot unforgettable moments and take their photography skills to a higher level.



Cuộc thi nhằm tạo niềm hứng khởi cho những khoảnh khắc đẹp trong và bên ngoài lễ các trận cầu hấp dẫn. Ảnh Hoàng Hà.

Mỗi tháng một vòng chọn giải, mỗi vòng tác giả được gửi đi 8 ảnh. Các giải