

# Promoting Vietnam's Image on International Media Channels

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**Abstract:** *In recent years, countries around the world have become acutely aware of the importance of building and promoting a national image. International media outlets provide opportunities for cultural exchange, sharing traditional values, and have become a vital strategic channel in bringing a nation's image closer to the world. In the coming period, to enhance the effectiveness of promoting Vietnam's image on international media channels, it is necessary to implement synchronized solutions ranging from raising public awareness to continuously innovating and updating communication technologies. Among these, one urgent solution identified is strengthening training and developing human resources dedicated to promoting the national image on the international media stage, which stands out as a key focus.*

**Keywords:** *image promotion, international media.*

## 1. Introduction

In the era of globalization and the rapid development of information technology, utilizing international media channels as a tool to promote a national image has become an increasingly popular and important trend. Major international media outlets, with diverse platforms such as television, online news websites, and social media, possess extensive reach and the ability to engage a vast audience worldwide. Leading well-recognized international media organizations, such as CNN, CNBC, and the BBC, have emerged as vital strategic channels for bringing national images closer to a global audience. These channels enjoy credibility and widespread support from viewers around the world. Through collaboration and leveraging their broadcasting and distribution systems, countries can reach a large international audience. Utilizing international media channels not only helps extensively promote a country's image but also creates opportunities to enhance awareness and understanding of the country's culture, people, and national identity. This contributes to building a positive image that attracts attention and encourages international tourists and investors to visit and invest in the country. The Prime Minister's Decision No. 40/QĐ-TTg, dated January 7, 2016, "On the Approval of the Comprehensive

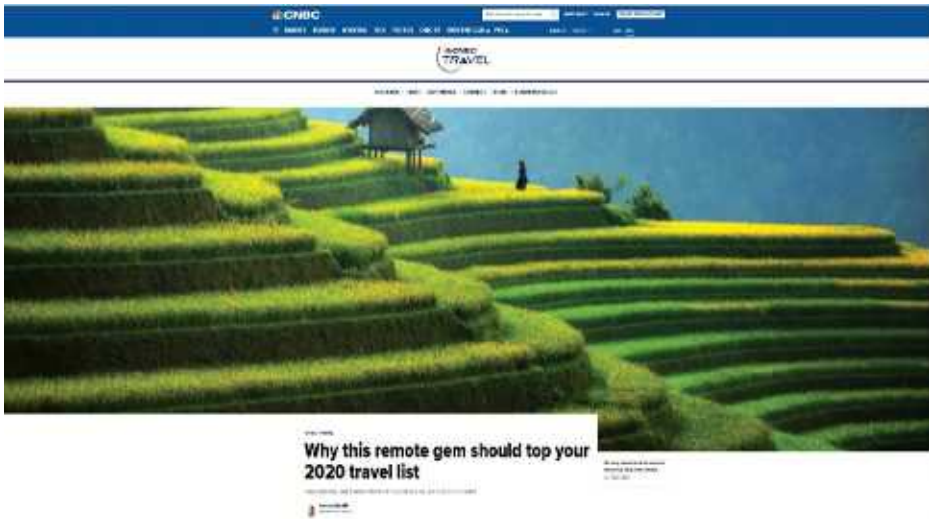
Strategy for International Integration until 2020 with a Vision to 2030”, outlines the goal of elevating the image of Vietnam and its people. It aims to widely introduce the national image of Vietnam to the world and highlights Vietnam’s contributions to the international cultural landscape. Consequently, the Party and State of Vietnam have increasingly recognized the critical role, position, and importance of promoting the national image through international media channels.

## **2. Promoting the national image of Vietnam on international media channels**

*First*, Vietnam is a country with vast tourism potential, and natural landscapes are the primary element to highlight in promotional efforts. UNESCO has recognized numerous biosphere reserves in Vietnam, such as the Red River Delta, Cat Ba, Western Nghe An, Dong Nai, Cu Lao Cham, Can Gio, Ca Mau, and the Kien Giang Sea. Vietnam also ranks 27th among 156 coastal countries worldwide, with 125 beautiful beaches and is among the 12 countries with the most stunning bays globally, including Ha Long Bay and Nha Trang Bay. These scenic and picturesque tourist destinations have been prominently featured in various programs promoting Vietnam’s tourism on international media channels.

On January 5, 2022, an article titled “*Why this remote gem should top your 2022 travel list*” praised the beauty of Mu Cang Chai in Yen Bai province and appeared on CNBC Travel, a platform that highlights emerging hotspots, premium destinations, and attractions for business and leisure travellers. The article described the breathtaking beauty of the terraced fields—a signature aspect of the majestic local landscape—and named Mu Cang Chai as a top travel destination for international tourists in 2022. It also provided detailed recommendations on travel itineraries, ideal visiting times, and suggested activities for visitors.

Additionally, in 2022, the Foreign Investment Agency (FIA) under the Ministry of Planning and Investment (MPI) collaborated with the international media outlet CNBC, through its representative in Vietnam, Global Book Corporation, to broadcast a 30-second video promoting Vietnam’s investment environment to global investors. The video conveyed the message that Vietnam is a safe and attractive investment destination. It emphasized Vietnam’s successful control of the COVID-19 pandemic, its stable economy, and its significant role on the international stage, affirming its position as a compelling and secure environment for attracting international investment.



*Image 1: Mu Cang Chai terraced fields featured on CNBC Travel*

Towards the end of 2022, the Vietnam National Administration of Tourism collaborated with CNN International to launch a television advertisement inviting tourists to consider Vietnam as their first travel destination post-COVID-19. The 30-second clip highlighted some of Vietnam's top destinations and tourism products, ending with the line, **“When you’re ready to travel again, why not Vietnam?”** According to the leadership of the National Administration of Tourism, the advertisement aims to remind tourists of Vietnam’s captivating beauty and suggest it as a safe and attractive destination for travel in 2022.

International viewers of CNN had the opportunity to see this advertisement during commercial breaks on CNN Asia over a period of six weeks. It was also featured on Vietnam’s national tourism website ([www.vietnam.travel](http://www.vietnam.travel)) and various social media platforms. The video was jointly produced by the Tourism Advisory Board, the Vietnam National Administration of Tourism, and CNN as part of the national tourism promotion program, airing on CNN until mid-November 2022.

*Second*, historical and cultural sites are structures or locations where artifacts, antiquities, and national treasures of historical, cultural, and scientific importance are displayed. Visitors to any country are often drawn to exploring these sites due to their allure, which lies in the depth of history and traditional culture they embody. Vietnam’s international tourism promotion programs always include content highlighting historical and cultural sites as a significant focus.

*Third*, local customs, traditions, and festivals play a vital role in defining the unique charm of each region or locality. These cultural features and festivals create a distinct appeal, drawing the attention of tourists from around the world. It is no coincidence that festivals consistently attract widespread interest or that regions with diverse cultural traditions are frequented by travelers.

On December 30, 2011, the Prime Minister issued Decision No. 2473/QĐ-TTg, approving the Vietnam Tourism Development Strategy until 2020 with a vision to 2030. In this strategy, cultural tourism is consistently emphasized in its viewpoints, orientations, and development solutions.

*Fourth*, culinary culture is naturally shaped through daily life. For Vietnamese people, cuisine is not only a physical need but also a spiritual and cultural beauty. Through food, one can understand traditions, moral values, etiquette, and dining customs. The distinctive flavors and rich diversity of regional cuisine in Vietnam have brought the country a unique appeal.

Many traditional and yet simple Vietnamese dishes have been featured in renowned international culinary promotion programs and highly praised by global audiences. Therefore, it is essential to capitalize on the strengths of Vietnam's culinary arts and culture, not only domestically but also through international promotion and marketing campaigns. In recent years, culinary culture has increasingly become a vital element in the development of tourism.

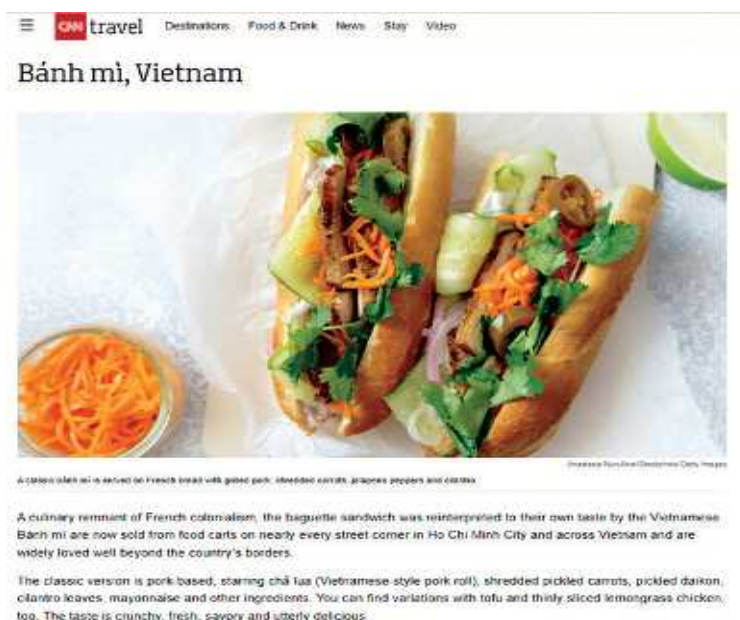


Image 2: Banh Mi featured in CNN Travel's list of the World's 24 best sandwiches

Vietnamese cuisine, with its iconic dishes like *Banh Mi* and *Pho*, has also appeared on CNN Travel. On March 6, 2023, *Pho* was featured in a CNN article titled “*The secret ingredient in Vietnam’s most indulgent bowl of pho*”<sup>(1)</sup>. The piece spotlighted a Vietnamese *pho* restaurant owner who creatively blended traditional Vietnamese and Japanese cuisines by using sake to prepare the broth, resulting in an exquisite and visually appealing caviar *Pho* dish.

On April 20, 2023, *Banh Mi* was highlighted in CNN Travel’s article “*24 of the world’s best sandwiches*”, alongside other famous sandwiches from countries such as Mexico, France, and Denmark<sup>(2)</sup>.

*Fifth*, with significant achievements in improving the business environment, enhancing competitiveness, and signing numerous trade agreements, Vietnam has the opportunity to attract a new wave of FDI from investors seeking a potential, safe, and competitive market. In 2019, PNJ, a premium jewelry brand, surprised audiences by airing its commercial at Times Square in New York. This marked the first and only Vietnamese luxury jewelry brand to run a campaign supporting the LGBT community. Beyond its appearance and recognition at Times Square, over 20 newspapers in the U.S. and Italy covered PNJ’s campaign, applauding its deeply humane message.



Image 3: A Screenshot of CNBC’s YouTube Coverage on VinFast Garnering Significant Attention

Small and medium-sized foreign investors continue to show interest and trust in Vietnam's investment environment, leading to new investment decisions. Many investors have expressed confidence in Vietnam's business environment and indicated plans to expand their business operations and develop new fields.

Vietnam has made commendable efforts in promoting its national image on international media channels. However, there are certain limitations. For instance, some promotional content may not be fully conveyed due to cultural and language differences. This can reduce the effectiveness of the message and make it challenging for international tourists to understand, potentially hindering their motivation to visit Vietnam. Vietnamese media professionals are advancing their skills in international communications; however, there is still a lack of content tailored to the preferences of international audiences. According to reviews of foreign media coverage on Vietnam and insights from the section *The World with Vietnam* on the external information portal [www.vietnam.vn](http://www.vietnam.vn), the Department of External Information (Ministry of Information and Communications) has noted that positive news about Vietnam on foreign media remains limited. Vietnam's image has not yet gained significant attention or frequent appearances on travel websites, tourism magazines, international television channels, and social media. Therefore, it is essential to enhance the ability to create more innovative and appealing promotional content that aligns with the preferences of international tourists. This requires investment in training and developing human resources in content creation, communication, and marketing, as well as establishing partnerships with international media channels.

### **3. Solutions to enhance the effectiveness of promoting the national image on international media channels**

To maximize the effectiveness of promoting Vietnam's national image on international media channels, the following key solutions should be considered:

*First*, strengthen ideological orientation and raise public awareness. Promoting a country's image requires a change in the mindset and perception of both the domestic and international public. Vietnam should promote educational and media activities to enhance understanding of the country's culture, history, and economic potential.

*Second*, continuously update and renew communication technologies and global trends. There are numerous new and advanced communication



technologies available today that need to be updated and utilized for various media channels such as livestreaming, 360-degree videos, social media, podcasts, AI, and VR/AR to create diverse and engaging content.

*Third*, pay attention to tracking and grasping international communication trends such as advertising styles, graphic design, and storytelling, so that the products created can meet the public's needs and expectations. Additionally, it is necessary to develop creative, relatable, unique, and internationally appealing content.

*Fourth*, contribute to attracting sponsorship and build compelling and professional promotional campaigns to attract interest and financial support from organizations, businesses, and individuals interested in Vietnam's image. It is also important to seek reliable sponsorship partners by establishing relationships and creating value.

*Fifth*, enhance training and development of human resources for producing products that promote the national image on international media channels. Investment in human resources training in the field of communication is essential to improve the knowledge and skills of employees, while also providing conditions and an environment for employees to innovate, be creative, and test new ideas in their work.

*Sixth*, build a system for measuring effectiveness. Communication professionals should establish criteria and indicators to measure the effectiveness of promotional activities on international media channels. This will help evaluate and analyze results to adjust and improve the strategy for promoting Vietnam's image in the future.

Vietnam needs to be known not only as a country with a unique national culture and famous cultural heritage, but also as a country undergoing a strong transformation, becoming an "emerging economy" and a "reliable destination for foreign investors". Our country is increasingly rising and is a model example of success in poverty reduction, maintaining a peaceful and stable environment, renewing and deeply integrating into the international community, being responsible, and playing an active and proactive role in regional and global activities.

To achieve this, improvements are needed in promotional content, promotional methods, and raising awareness about the importance of international media channels. Additionally, solutions such as continuously updating communication technologies, increasing awareness about the importance of promoting the national image, investing funds, and building

a dedicated apparatus for national image promotion should be considered. Only when these solutions are effectively implemented can Vietnam utilize international media channels as a vital tool to enhance the country's image and position on the international stage./.

(1) The secret behind Vietnam's most indulgent pho | CNN

(2) 24 of the world's best sandwiches | CNN

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