



Influencer Marketing

AUTOMOTIVE REPORT

2025

Presented by:



TABLE OF CONTENTS

I. AUTOMOTIVE INDUSTRY & INFLUENCER MARKETING OVERVIEW

- Automotive Industry Overview
- Influencer Marketing Overview
- Influencer Marketing in Automotive
- Case study

II. KOL & COMMUNITY TRENDS IN AUTOMOTIVE INDUSTRY 14

- Automotive KOL/KOC & Community in Vietnam
- KOL/KOC & Community recommendations
- Propose strategy

III. TRENDS & OPPORTUNITIES 31

- Eco-Conscious Messaging and Sustainability
- Shift Toward Midtier Influencers
- Short-Form vs. Long-Form Video: Segmented by Audience, Not Replaced
- Gamification to Enhance User Engagement
- Shoppertainment: A New Era for Automotive Marketing

[Automotive Industry
Overview](#)

[Influencer Marketing
Overview](#)

[Influencer Marketing in
Automotive](#)

[Case study](#)



I. AUTOMOTIVE INDUSTRY & INFLUENCER MARKETING OVERVIEW

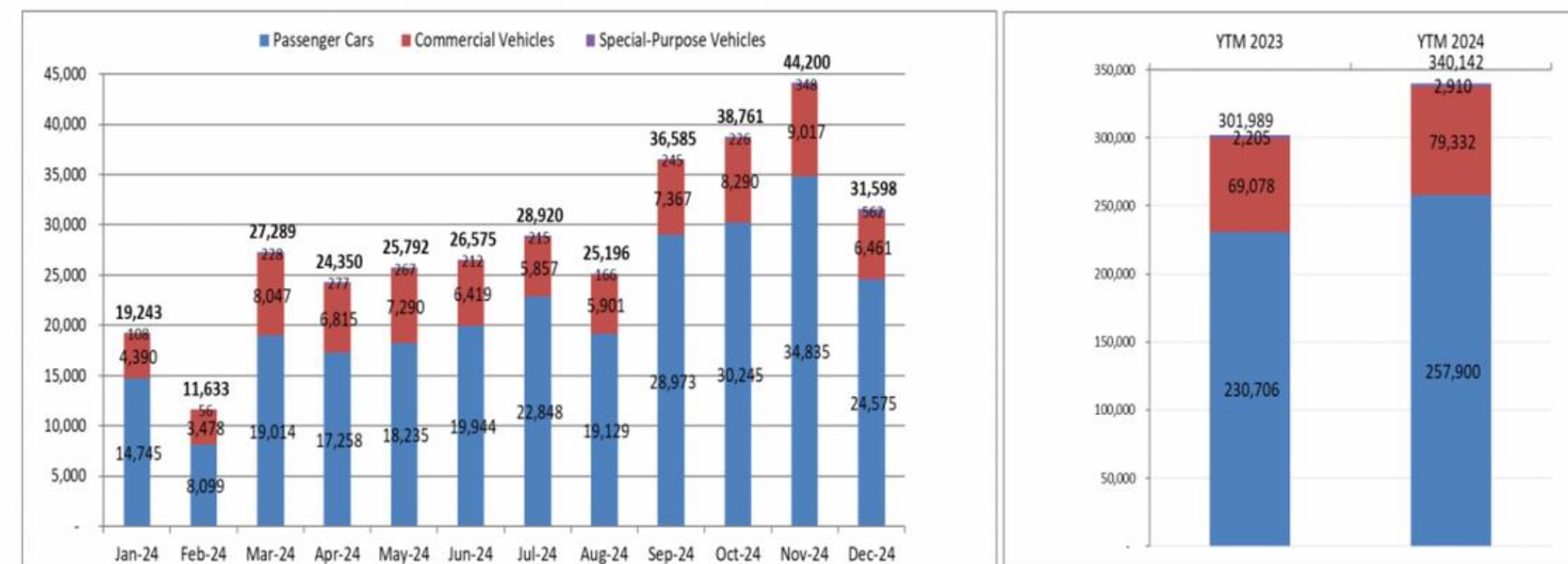
In 2025, influencer marketing in the automotive industry continues to grow globally, with brands leveraging tech-savvy content creators and auto enthusiasts across multiple social media platforms to drive engagement, particularly around EVs and smart car technology.

In Vietnam, the trend is rising steadily, with automakers increasingly partnering with lifestyle influencers and local auto reviewers to reach younger, urban consumers through short-form content and experiential campaigns.

Automotive Industry Overview

The automotive industry, also known as the automotive sector, encompasses all companies and activities involved in the design, manufacturing, marketing, and sale of motor vehicles. This vast industry is not limited to the production of passenger cars (also known as touring cars), but also includes commercial vehicles, as well as trucks and buses. Defined by its scale and complexity, the automotive industry integrates sophisticated and globalized production chains. From assembly plants to dealerships and after-sales services, each step of the value chain plays a crucial role in meeting the growing mobility needs of populations.

Vietnam's automotive industry in 2024 recap



[Monthly and Annual Vehicle Sales Volumes in 2024 by VAMA Members](#)

[Source: VAMA](#)

Vietnam's automotive industry marked a **strong recovery by the end of 2024**, following a subdued period earlier in the year. The market witnessed a remarkable rebound in the final four months, with sales surging significantly.

According to a report from the *Vietnam Automobile Manufacturers Association (VAMA)*, the industry experienced impressive growth across all segments in 2024, reaching a total sales volume of **407,310 vehicles — a 12.6% increase compared to 2023**. Notably, the special-purpose vehicle segment recorded **the highest growth, at 32%**.

Automotive Industry Overview

Sign of recovery

VAMA data revealed that the Vietnamese automotive market made a robust comeback in 2024. Estimated total sales **reached 340,142 units, reflecting a 12.6% year-on-year growth**. This positive trend is especially significant after the sharp 25% decline in 2023. Despite a slight dip in locally assembled vehicle sales, the segment still showed encouraging signs of recovery. It's worth noting that the government's registration fee incentive in 2024 lasted only 03 months — half the duration of the previous year's program.

In contrast, the **imported vehicle segment saw remarkable growth**, with **167,412 units sold — a surge of 38.8% compared to 2023**. This growth reflects the aggressive discount campaigns launched by importers to compete with incentives applied to locally assembled vehicles.



Outlook for 2025

The auto industry in 2025 is expected to keep growing steadily, but big changes or breakthroughs are unlikely.

Although the automotive market saw encouraging growth in 2024, several challenges remain. The industry is expected to maintain steady development in 2025, though a breakthrough is unlikely. Market growth is projected to continue at a moderate pace of around 8–12%, driven by the rising popularity of **electric vehicles (EVs) and the launch of new models**.

To seize upcoming opportunities and overcome challenges, companies will need flexible and efficient business strategies, along with close monitoring of market trends and economic shifts.

Influencer Marketing Overview

What is Influencer Marketing?

According to [Influencer Marketing Hub](#), Influencer marketing is **a strategy that leverages the power of influential individuals to help promote your brand**. Simply put, it's about collaborating with people who have a strong online presence and the ability to shape opinions within their niche. These influencers have cultivated a loyal and engaged following, and by partnering with them, businesses can tap into that influence to expand their reach and drive authentic engagement.

The goal of influencer marketing is to identify the key voices in your industry—those whose opinions, expertise, and content resonate with your [target audience](#). Once you've pinpointed these influencers, you can approach them to form a partnership that boosts your brand's visibility and credibility.



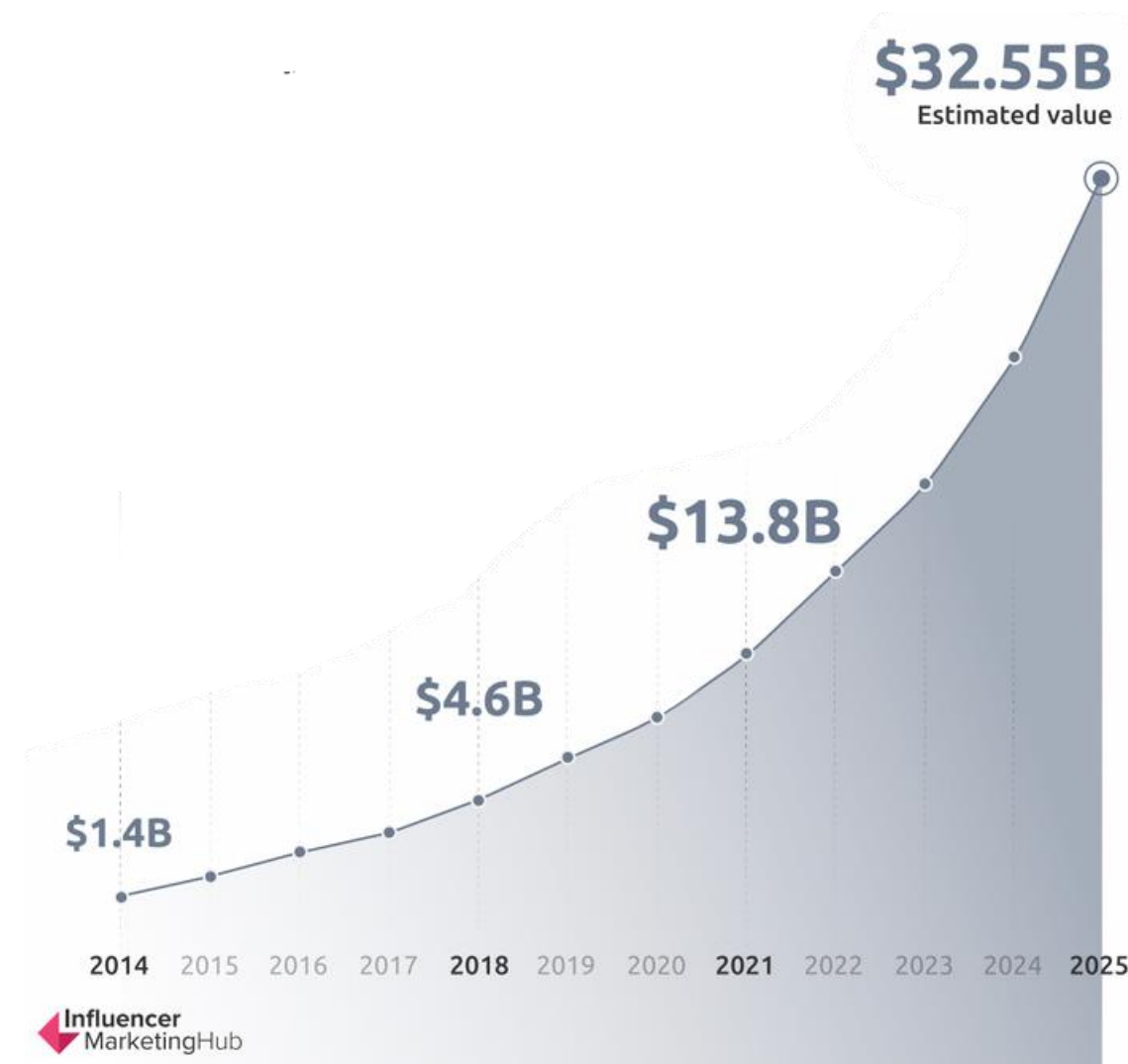
Why it works?

- **Authenticity and Trust:** Influencer marketing works because audiences view influencers as trustworthy figures who offer real opinions and experiences.
- **Niche Engagement:** Influencers often specialize in specific niches, allowing brands to target highly relevant audiences. This focus ensures marketing efforts resonate with the right demographics, driving better results.
- **Content Creation as a Value Add:** Influencers are not just marketers; they are skilled content creators who know how to produce platform-appropriate and engaging material. For brands, this translates into access to [high-quality content](#) that feels native to social media, making it more likely to grab attention.

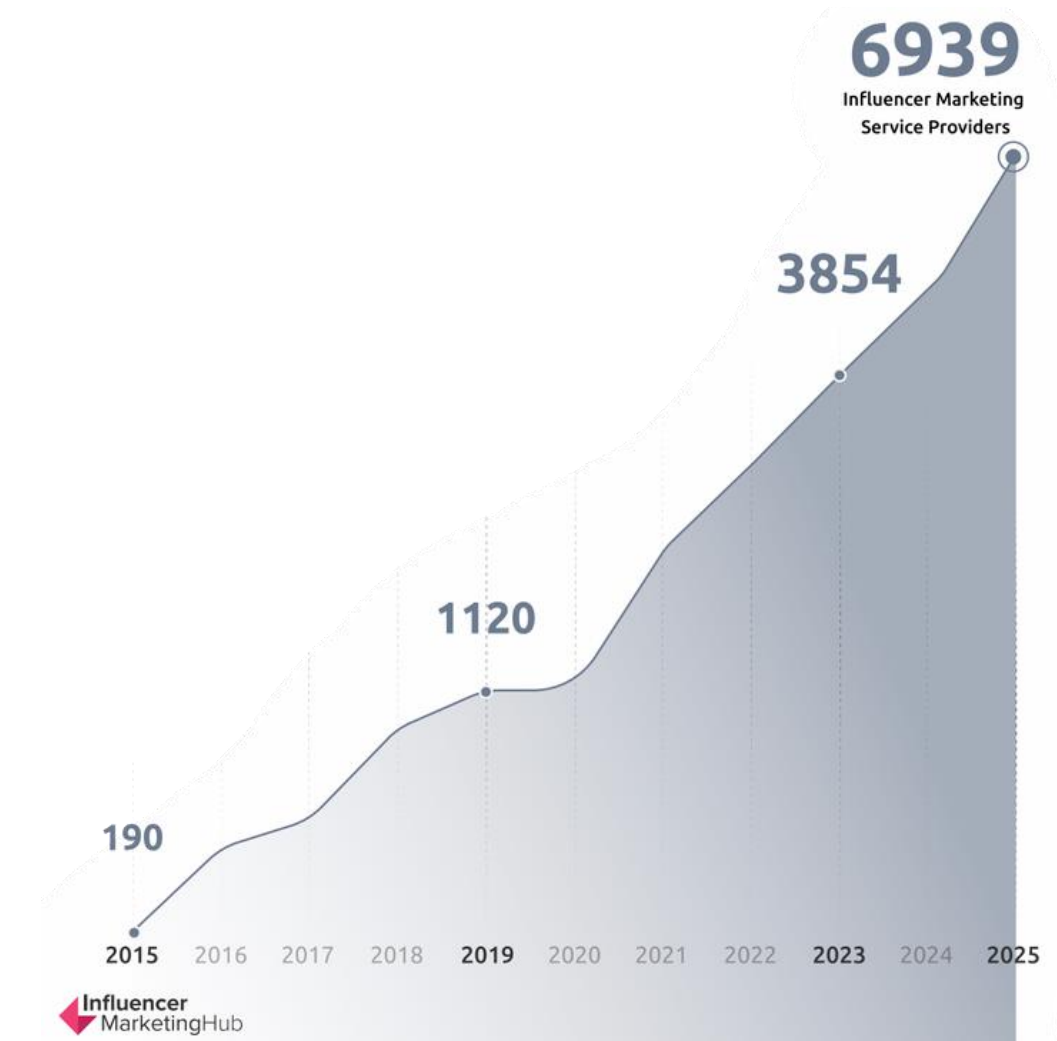
Influencer Marketing Overview

KEY FINDINGS IN 2025

- **Unstoppable Expansion:** Influencer marketing is experiencing an explosive surge, projected to skyrocket to **\$32.55 billion** by 2025 with a remarkable **35.63% annual growth rate**.



- **The Influencer Marketing Industry is Booming:** The influencer marketing ecosystem continues to expand at a rapid pace, with 6939 influencer marketing-focused service providers and platforms recorded in 2025, a significant increase from just 1,120 in 2019.



Influencer Marketing Overview

KEY FINDINGS IN 2025

- **Social Media Became The World's Largest Advertising Channel:**
 - In 2024, social media became the world's largest advertising channel, surpassing paid search, with a staggering **\$247.3 billion in global ad spend**.
 - This is expected to grow to **\$266.92 billion in 2025**, driven by increasing investments in influencer collaborations, short-form videos, and live shopping experiences.
- **AI as The Catalyst of Influencer Marketing's Evolution:** The power of artificial intelligence in influencer marketing cannot be overstated.
 - In 2025, AI is naturally positioned to redefine the industry, addressing long-standing barriers and unlocking unprecedented efficiencies across all core influencer activities, from identification to campaign optimization.
 - AI's most significant contributions lie in its ability to streamline operations and deliver value in tangible ways. This year's survey results reinforce its key benefits:



Influencer Marketing in Automotive

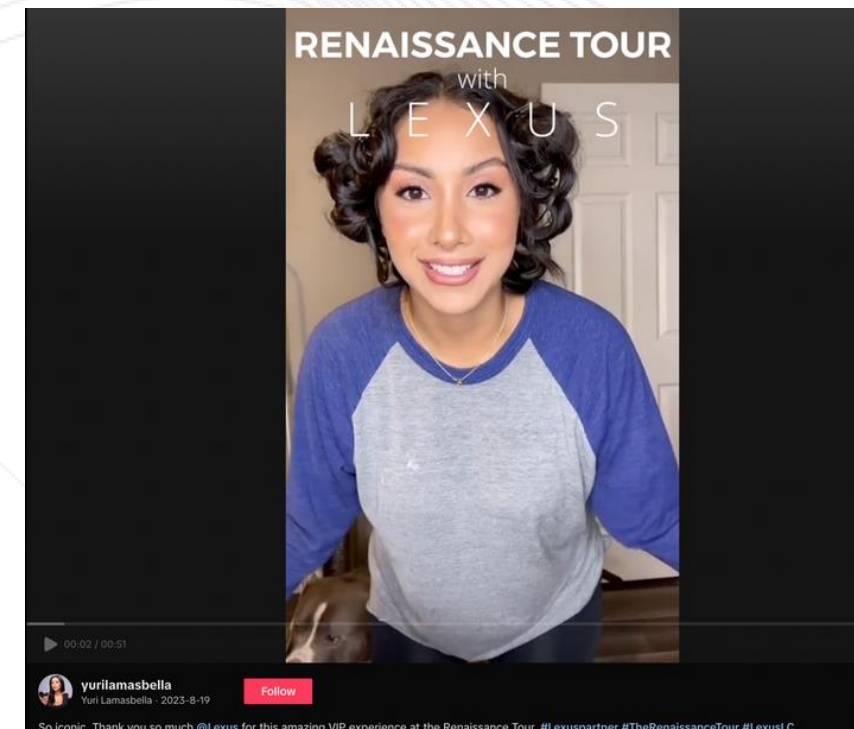
Influencers in the automotive niche range from **professional racing drivers and car enthusiasts to lifestyle bloggers, tech reviewers**,...And automakers are accustomed to relying on **athletes and celebrities** to endorse and sponsor their vehicles globally. These individuals have built loyal followings based on their expertise, personality, and ability to create engaging content.

One key standout, automotive brands are also not beholden to a single influencer. They can work with many different creators and adjust these partnerships based on their evolving needs and goals.



[Lexus partnered with Beyoncé 's RENAISSANCE WORLD TOUR and BeyGOOD Foundation](#)

[Source: Automotive Rhythms](#)



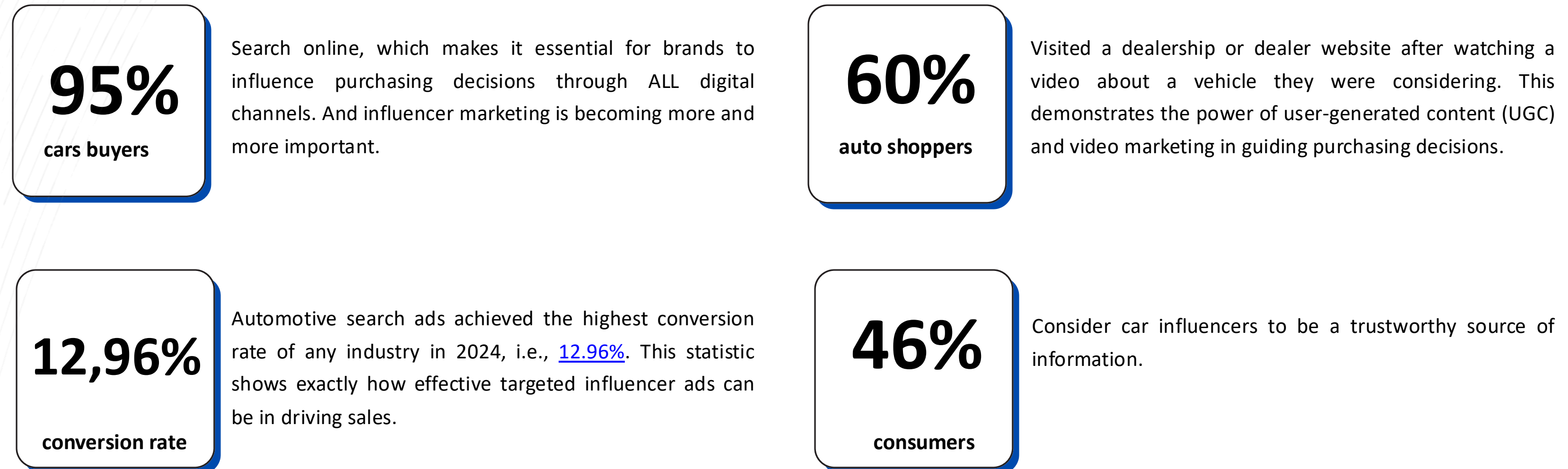
[Collaborated with Yuri Lamasabella](#)

[Source: Tiktok](#)

For examples: Lexus partnered with Beyoncé's Renaissance tour and escorted multiple influencers, like Yuri Lamasabella, to the concert in exchange for unique content, garnering millions of views.

THE IMPORTANCE OF INFLUENCER MARKETING FOR AUTOMOTIVE BUSINESSES

Influencer marketing has become an essential strategy for automotive brands looking to connect with digital-savvy audiences and drive results. Here's why:



Case study in Vietnam

VINFAST'S INFLUENCER MARKETING

- In addition, VinFast also capitalized the “**shoppertainment**” trend in Vietnam by collaborating with Pew Pew, Vo Tan Phat and other celebrities, KOLs,... to livestream and promote its products, promotions.
- **Expansion into Southeast Asia:** VinFast continues its Influencer Marketing strategy by partnering with KOLs in Thailand, Indonesia, and the Philippines,...



VinFast's livestream sections

Sources: [VinFast](https://www.vinfast.vn)

VinFast in [Bangkok](https://www.bangkokmotorshow.com) Motor Show 2024

Source: [Xedoisong.vn](https://www.xedoisong.vn)

Case study in Vietnam

VINFAST'S INFLUENCER MARKETING

From the very beginning, VinFast has recognized the importance of Influencer Marketing in building its brand:

- **Paris Motor Show 2018:** VinFast made a big splash by inviting football legend David Beckham to introduce its first two car models, the VF 8 and VF 9.
- **V-Creator of VinFast:** Built a network of 2.5 million content creators, reaching nearly 1 billion views across social media platforms.



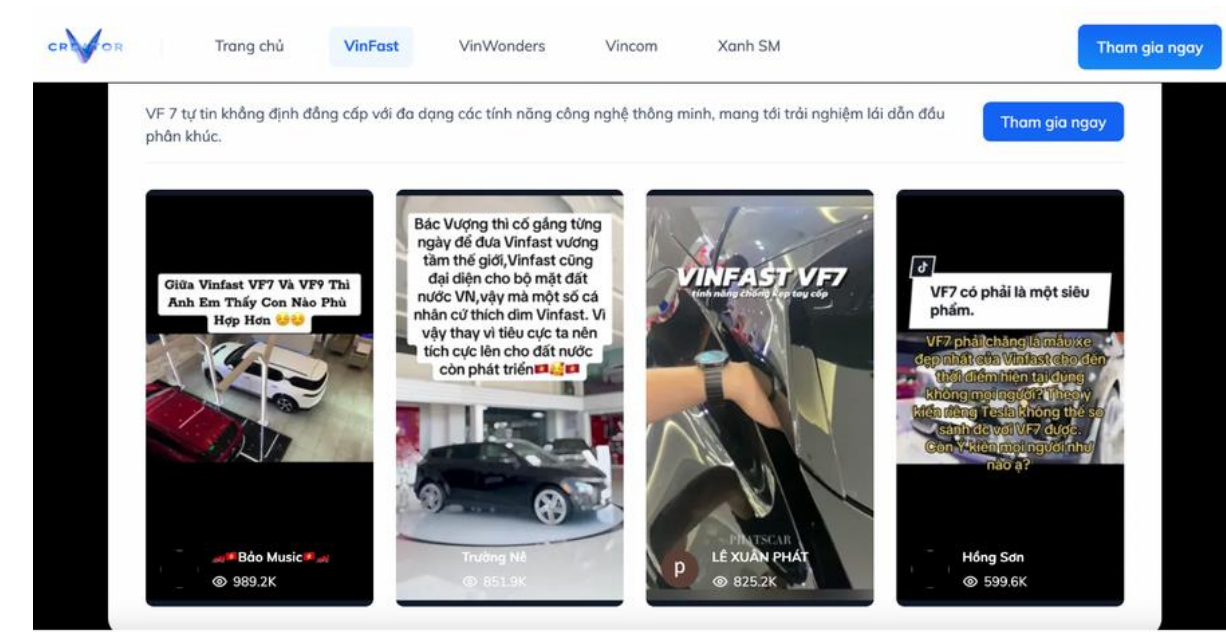
Paris Motor Show 2018

[Source:](#) Autodaily



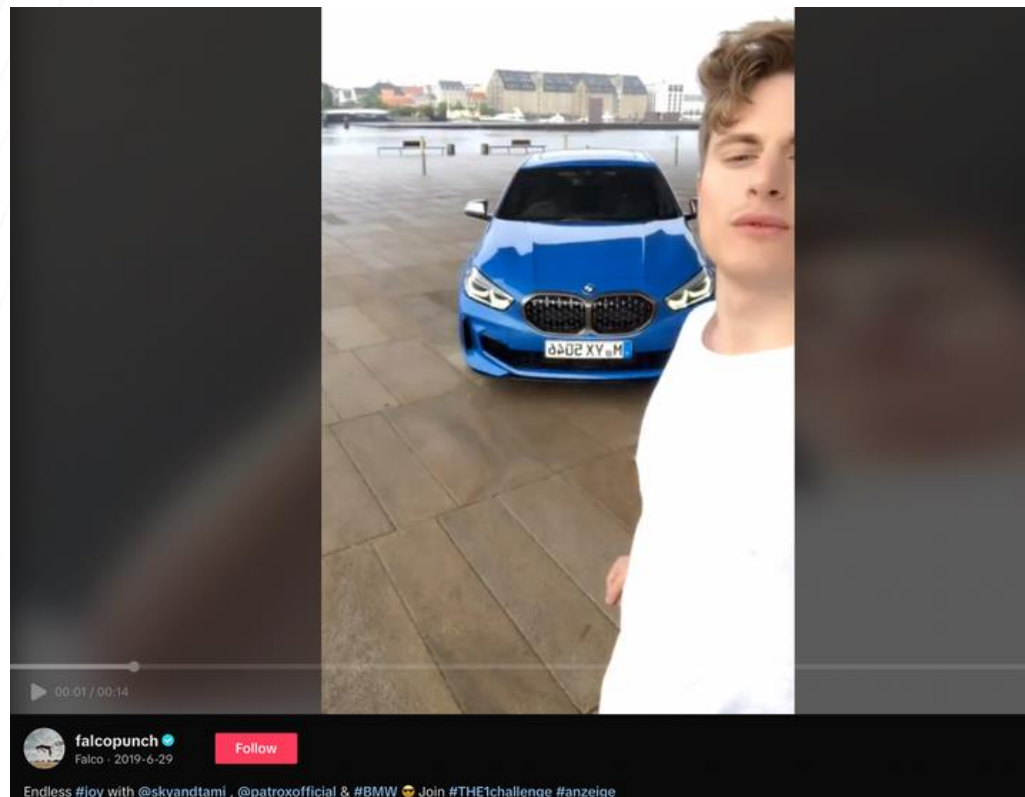
V-Creator of VinFast

[Source:](#) VinFast



Through the strategic influencer marketing campaigns, VinFast has successfully increased brand awareness, engaged diverse audiences, and driven significant customer interest in its electric vehicles.

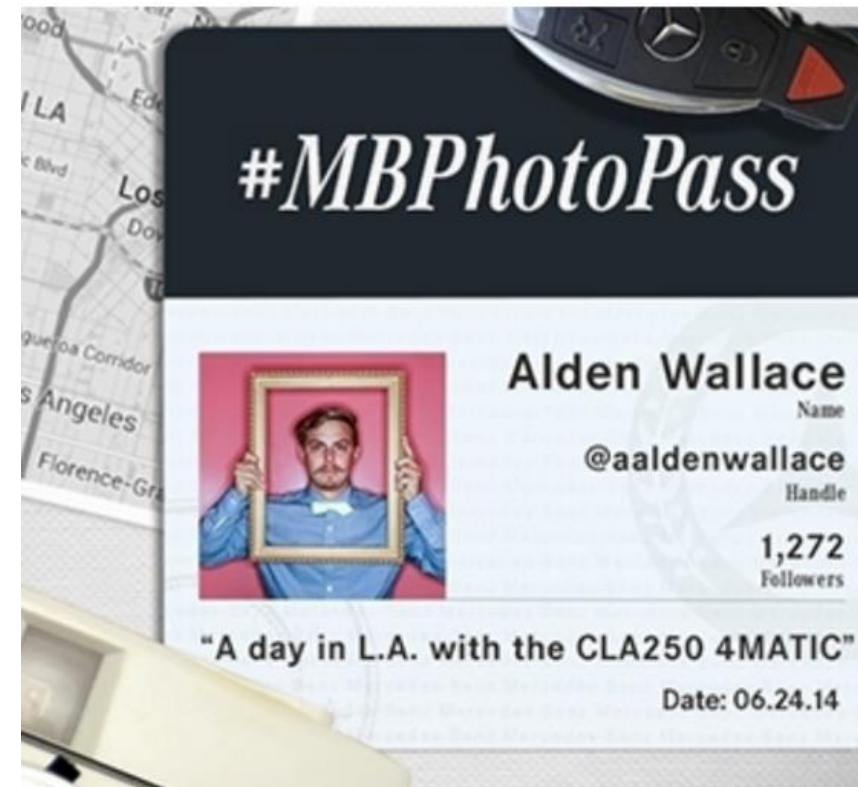
Case study worldwide



To promote the BMW 1 Series, **BMW** launched the **#THE1Challenge** on TikTok, partnering with influencers like @falcopunch and @skyandtami. The dance challenge encouraged user participation and achieved:

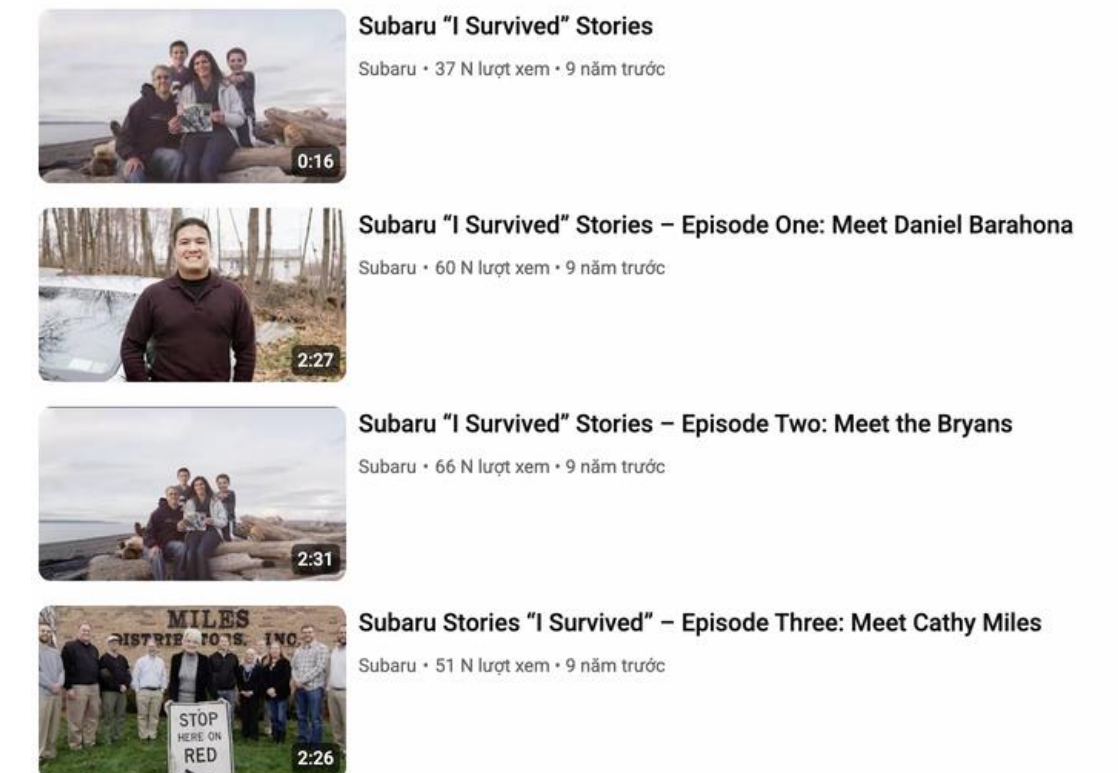
- 1 million likes
- 7 million views

This campaign effectively engaged a younger demographic through a popular social media platform



Mercedes-Benz and the **#MBPhotoPass Campaign**: Collaborating with famous photographers on Instagram to promote new car models. The campaign achieved:

- 87 million+ organic Instagram impressions
- 2 million+ likes
- Creation of 150+ marketing assets



Subaru's "Meet an Owner" campaign involved 20 influencers from various fields, including fitness and art. Each influencer shared unique content centered around their experiences with a Subaru vehicle.

The campaign results included:

- 9% engagement rate
- Over 9,000 comments and 1.9 million likes across 58 sponsored posts
- Approximately 2.5 million views and 73,000 likes on YouTube

Automotive KOL/KOC
& Community in Vietnam

Community
Recommendations

KOL Recommendations

Proposed Strategy

II. KOL & COMMUNITY

TRENDS

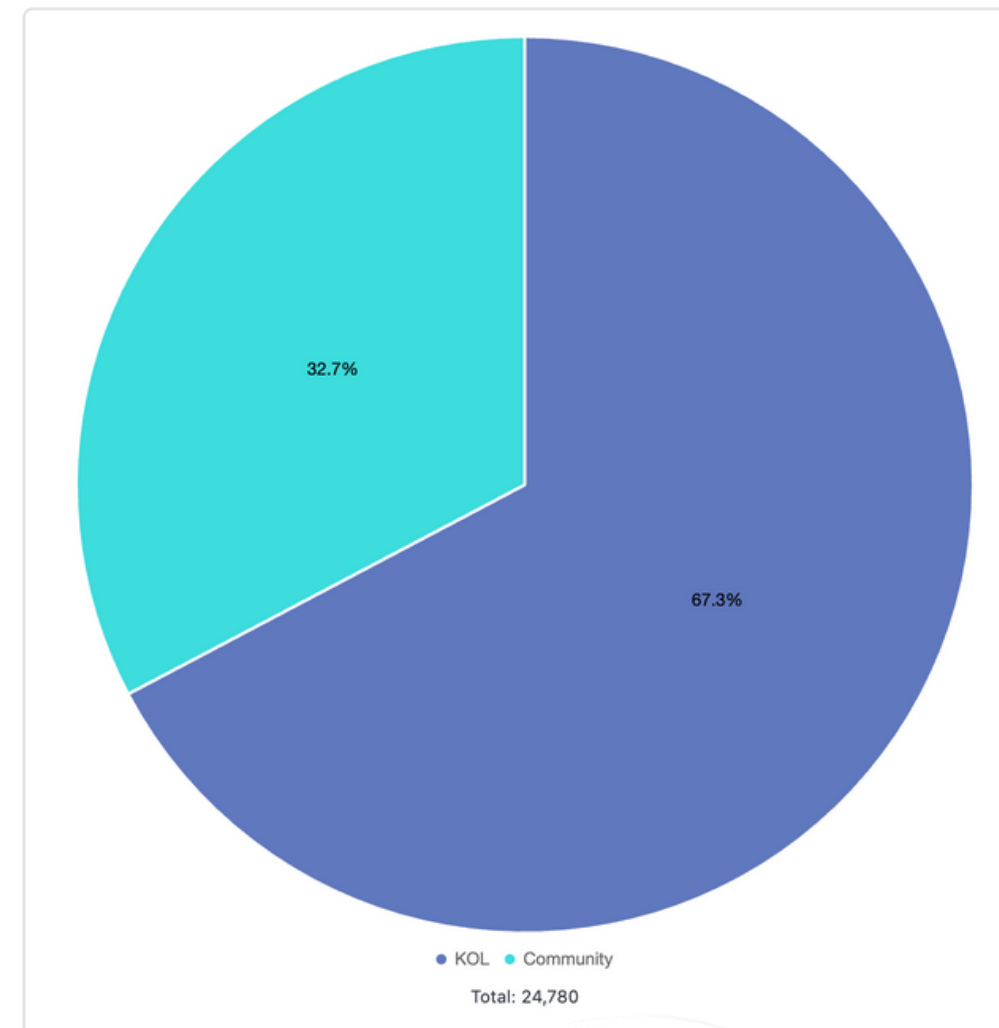
IN AUTOMOTIVE INDUSTRY

In today's automotive landscape, KOLs (Key Opinion Leaders) and online communities have become powerful drivers of consumer behavior, brand perception, and product awareness. This section explores how their influence is shaping the industry's marketing strategies and customer engagement models.

>>> Automotive KOL/KOC & Community in Vietnam

Market Snapshot

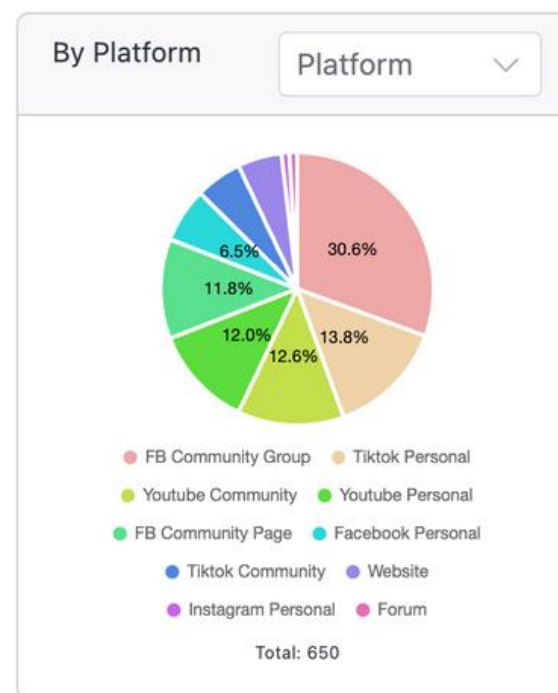
As of the current reporting period, BrandC's system monitors closely to 25,000 total channels, the system provides a robust landscape of digital influence in Vietnam.
In the automotive category, the dominance of communities over individual KOLs suggests a shift toward collective engagement and peer-to-peer trust. The automotive segment, comprising 650 channels, provides a rich dataset for understanding how the industry engages consumers through KOLs and communities.



Total KOL/Community profiles
Source: BrandC

Distribution by Platform:

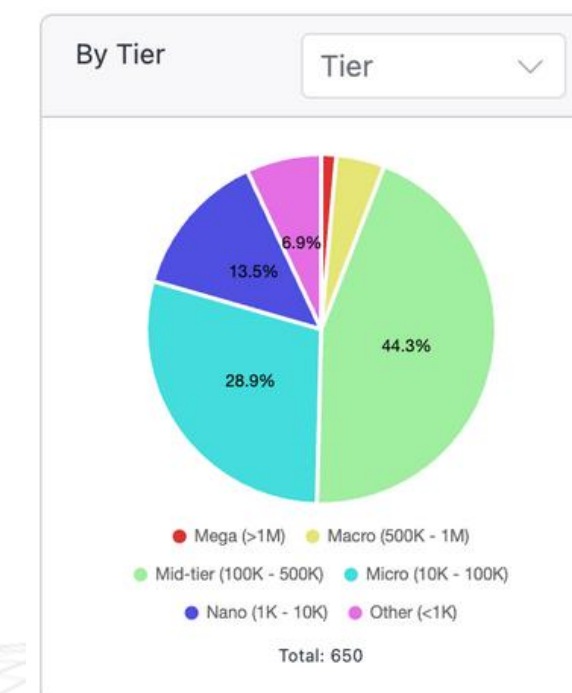
- Over 30% of users access automotive-related content through **Facebook Group** highlights the growing influence of user-generated content (UGC) in the car-buying journey. As a result, they tend to seek out real-life experiences and authentic advice rather than just technical specifications.
- **YouTube** is the next major platform for car enthusiasts in Vietnam. They want to watch the real experience—through in-depth videos. With longer videos (10–20 minutes), this platform provides a full picture before making a decision.
- Next is **TikTok**, where short videos (30–90 seconds) quickly highlight a car's pros and cons, buying tips, or maintenance advice. With purpose of being easily viral, it's perfect for younger users or beginners.



Source: BrandC

Distribution by Tier:

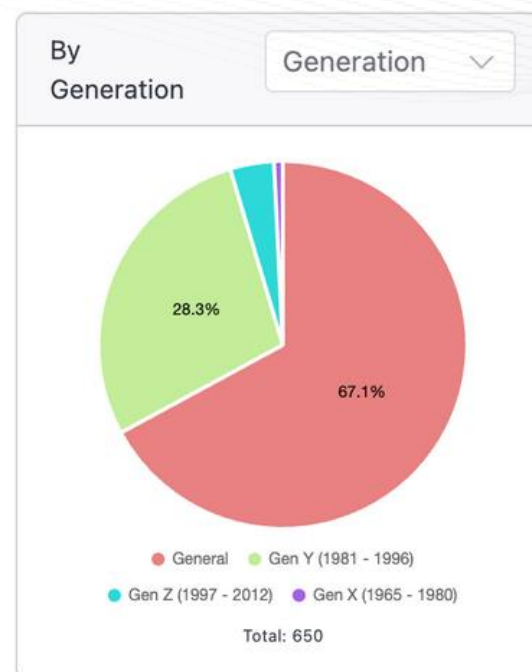
- Currently, most of the KOLs in BrandC's network fall into the **Mid-tier**. This group makes up the majority, followed by Micro group.
- This distribution reflects the reality of the automotive KOL market in Vietnam, which is still quite niche. There are relatively few content creators who focus deeply on cars and have built strong personal brands. As a result, Mega KOLs (500,000+ followers) **are rare and not the main focus of BrandC**.
- However, **Mid-tier KOLs** in the automotive space often have high engagement rates. Their follower base is large enough for strong reach. Moreover, these KOLs typically create authentic, practical content like car reviews, test drives, used car buying tips, or maintenance guides—formats that Vietnamese users trust and enjoy.



Source: BrandC

Distribution by Generation:

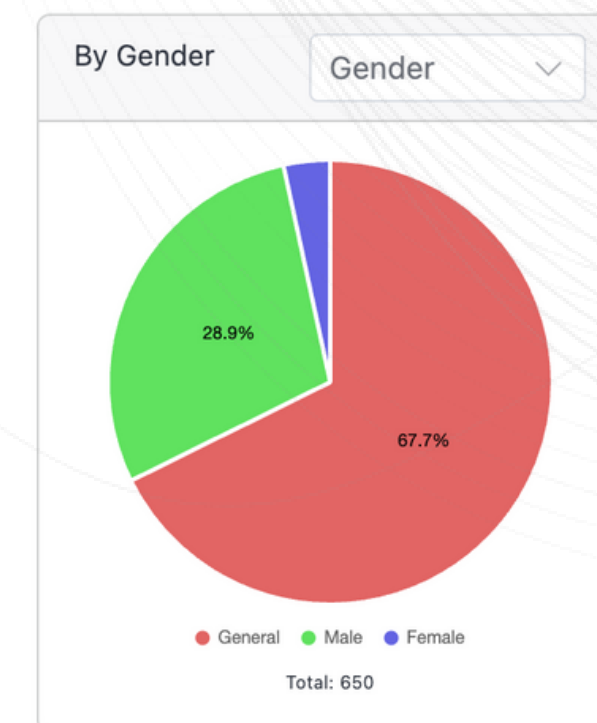
- The general audience makes up the largest portion, as reflected by the popularity of Communities. This group is diverse, ranging from first-time car seekers to experienced users, and plays a key role in creating dynamic, trustworthy discussions.
- Next is Gen Y – individuals who are financially stable and at a life stage where car ownership becomes a practical need. They also dominate the local car review scene, making them highly influential in shaping purchase decisions.
- Gen Z, while not yet strong in purchasing power, are highly active on platforms like TikTok and YouTube. They are considered a vital future customer base and play a significant role in shaping brand perception and communication trends.



Source: BrandC

Distribution by Gender:

- In terms of gender, most automotive reviewers in Vietnam can be categorized as "general", meaning there is no clear gender distinction—largely due to the nature of community-driven platforms like Facebook groups, where anyone can share their experiences.
- However, male reviewers still make up the majority when it comes to in-depth reviews and technical discussions.
- This is mainly because men tend to have more interest in aspects like performance, mechanics, and hands-on driving experience, including usage, test drives, maintenance, and modifications.



Source: BrandC

KOLs Recommendation



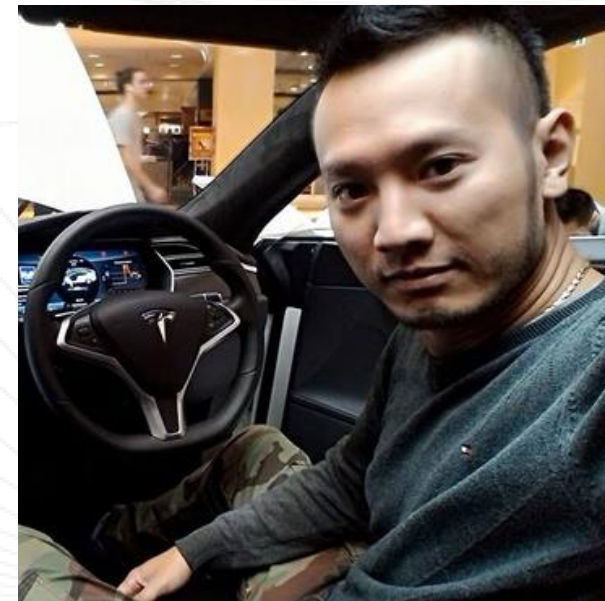
Mr. Xuân Hoàn

[Link](#)

Follower: 492K

AVG. Engagement: 2,125 (0.43%)

Background: Share car updates and comparisons via posts or videos, covering both local and international brands, auto shows, and events. He's known for sharing his sales process, skills, and handovers to celebrities.



Hùng Lâm XE HAY

[Link](#)

Follower: 336K

AVG. Engagement: 346 (0.03%)

Background: As one of the reviewers on the XEHAY channel, his Facebook page often features videos about car buying tips, driving experiences, car comparisons, and new car launch events.



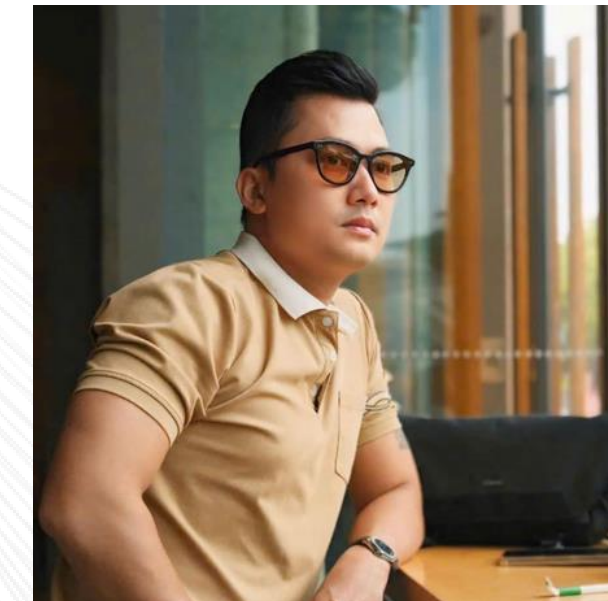
Lê Hùng

[Link](#)

Follower: 126K

AVG. Engagement: 897 (0.706%)

Background: Leading the Autodaily channel, this host wields significant influence and credibility within the automotive industry



Lê Thượng Tiến

[Link](#)

Follower: 43K

AVG. Engagement: 625 (1.4%)

Background: Widely known as "Vua Lười," a leading Vietnamese automotive reviewer and content creator. Through his engaging reviews and deep industry knowledge, he has become a trusted voice in the local automotive scene, significantly shaping consumer perceptions and purchase decisions.

KOLs Recommendation



Johnny & SuperCar Vlog

[Link](#)

Follower: 173K

AVG. Engagement: 7,867 (5.58%)

Background: Johnny & Supercar is a channel that reviews luxury and supercars with a friendly, relatable style. Content includes real-life driving experiences, car buying advice, and personal insights. The channel stands out thanks to its in-depth knowledge and charming way of storytelling.



Mr Xuan Hoan

[Link](#)

Follower: 813K

AVG. Engagement: 3,854 (0.473%)

Background: Mr. Xuân Hoàn is a car review channel focused on both popular and luxury cars, featuring detailed reviews, comparisons, and buying advice. Known for clear technical analysis and easy-to-understand language, it's great for both first-time buyers and car enthusiasts.



Kenz Nguyễn

[Link](#)

Follower: 56K

AVG. Engagement: 1874 (7.73%)

Background: Kenz Nguyễn is a car review channel focusing on used cars and practical models. The content includes reviews, car buying tips, comparisons, and real-life experiences. The channel is known for its simple language, friendly style, and useful advice for everyday drivers.

KOLs Recommendation



Mạnh Linh Mê Xe

[Link](#)

Follower: 339.3K

AVG. Engagement: 4,199 (3.29%)

Background: Mạnh Linh Mê Xe is a TikTok channel focused on popular and new cars in Vietnam. Content is short, clear, and helpful for car buyers, with a friendly, fun style. Reviews are often filmed at launch events, dealerships, or test drives.



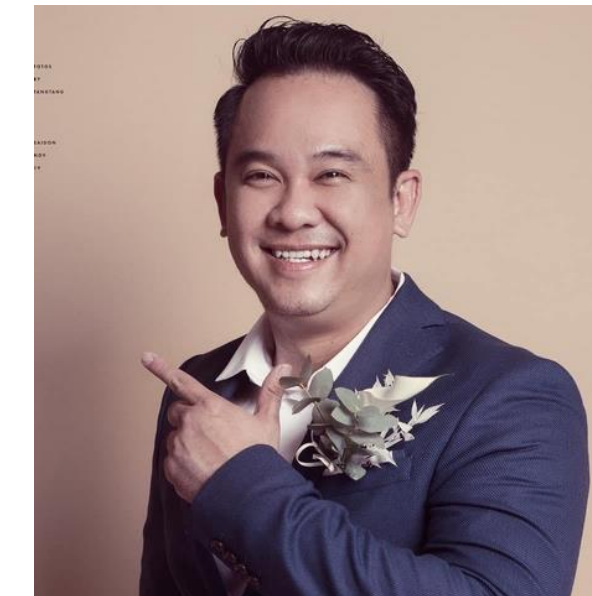
Việt Chớp

[Link](#)

Follower: 279.9K

AVG. Engagement: 2,209 (0.81%)

Background: Specializing in engaging, humorous, and informative car reviews, this popular TikToker captivates a wide audience with his unique automotive content.



Mr. Xuân Hoàn

[Link](#)

Follower: 246.1K

AVG. Engagement: 20,900 (1.74%)

Background: The channel focuses on car reviews, car modifications, automotive careers, and personal projects like Master Car Care. The sharing style is friendly and practical, making it a good fit for car enthusiasts and those interested in the automotive field in Vietnam.

KOLs Recommendation



Đình Nam - Làm Về Xe

[Link](#)

Follower: 136.2K

AVG. Engagement: 4,339 (3.186%)

Background: Providing diverse and engaging automotive content, this channel caters to a wide audience of car lovers in Vietnam.



Kenz Nguyễn

[Link](#)

Follower: 234.4K

AVG. Engagement: 2,146 (1.88%)

Background: Specializes in sharing car content with a friendly and practical style. He often posts videos on car buying advice, reviews, and user experiences.



Trung Kiên • Chuyên xe 🚗

[Link](#)

Follower: 102,1K

AVG. Engagement: 3,913 (3.833 %)

Background: Exploring the latest car technologies and innovations, this content creator specializes in in-depth car reviews and real-world driving experiences.

Community Recommendation



Otosai

[Link](#)

Follower: 853K

AVG. Engagement: 543 (0.064%)

Background: Delivering the latest automotive news and expert vehicle purchasing advice, this platform has collaborated with industry leaders like Toyota and GAC Motor.



GearUpVN

[Link](#)

Follower: 213.2K

AVG. Engagement: 165 (0.077%)

Background: Fostering in-depth discussions among car aficionados, this reputable community has partnered with brands such as KIA, BMW, and Peugeot.



Autopro

[Link](#)

Follower: 479K

AVG. Engagement: 657 (0.137%)

Background: Providing high-quality content and industry insights, this leading page has collaborated with luxury brands like BMW and MINI.

Community Recommendation



Autodaily.vn

[Link](#)

Follower: 628K

AVG. Engagement: 312 (0.05%)

Background: Updates on news, car reviews, experience videos, and market trends for cars and motorcycles in Vietnam.



Xế Cứng

[Link](#)

Follower: 298K

AVG. Engagement: 375 (0.13%)

Background: Updates on news, car reviews, experience videos, and market trends for cars and motorcycles in Vietnam.



Anh Em Mê Xe

[Link](#)

Follower: 120.6K

AVG. Engagement: 80 (0.066%)

Background: Serving as a vibrant space for vehicle enthusiasts, this official group regularly updates members on cars and motorcycles in Vietnam and internationally.

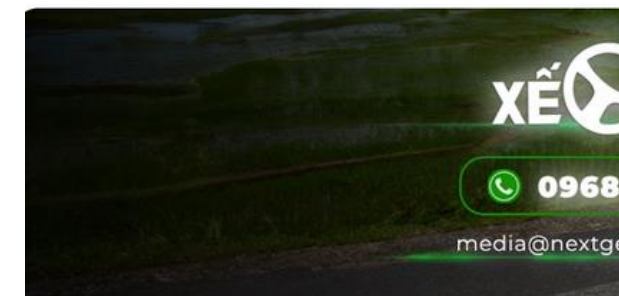
Community Recommendation



XE HAY
[Link](#)
Follower: 2.24M
AVG. Engagement: 22,100 (1%)
Background: Specializes in reviewing, comparing, and test-driving cars. Clear and professional content, ideal for real car buyers.



Autodaily
[Link](#)
Follower: 764K
AVG. Engagement: 8,604 (1.2%)
Background: Specializes in providing information and reviews of the latest car models in Vietnam. Content includes test drives, car comparisons, and updates on automotive market trends.



Xế Cưng
[Link](#)
Follower: 363K
AVG. Engagement: 1,748 (4.97%)
Background: Xế Cưng is a YouTube channel that reviews and compares new cars in Vietnam. Content includes test drives, podcasts, owner interviews, and market insights, with a clear, objective style for real buyers and car enthusiasts.



Mê Xe
[Link](#)
Follower: 409K
AVG. Engagement: 10,589 (3.33%)
Background: Mê Xe is a YouTube channel with news, reviews, and videos on cars, bikes, and accessories for young Vietnamese, using a simple, friendly style.

Community Recommendation



AutoPro

[Link](#)

Follower: 551.6K

AVG. Engagement: 1,521 (3.96%)

Background: The channel focuses on car reviews, real-life experiences, and updates on trends and new technology. Its professional, easy-to-understand style suits both beginners and long-time car enthusiasts.



Autodaily

[Link](#)

Follower: 466.5K

AVG. Engagement: 730 (0.16%)

Background: The channel focuses on car reviews, real-life experiences, and updates on trends and new technology. Its professional, easy-to-understand style suits both beginners and long-time car enthusiasts.



Đường 2 chiều

[Link](#)

Follower: 515.4K

AVG. Engagement: 30,462 (5.87%)

Background: The channel focuses on car reviews, real-life experiences, and updates on trends and new technology. Its professional, easy-to-understand style suits both beginners and long-time car enthusiasts.

Propose Automotive KOL/Community Strategy



- **Strengths:** High content depth, strong credibility, and longer viewer retention rates.
- **Relevance:** Best suited for professional KOLs delivering in-depth product reviews, comparison videos, test drives, and road trip vlogs. Effective for storytelling around brand heritage, technology explainers, and event recaps.
- **Booking Activities:**
 1. Detailed product/New product introduction videos by auto review KOLs
 2. Roadtrip content featuring vehicles in action
 3. Recap videos of brand events or launches
- **Engagement Metrics:** Strong engagement through views, likes, shares, comments, and hashtags.



Jaecoo J7 PHEV xuyên Việt: Mọi thứ đều bực lộ rõ, Ất chủ bài liệu có thành công? | Vietnam Road Trip

Vietnam Road Trip
76,1 N người đăng ký

Đăng ký

194

Chia sẻ

Lưu

Roadtrip content video

[Source: Vietnam Road Trip](#)



Skoda Kodiaq đây rồi, cao nhất 1,408 triệu - Xe Âu giá ngang Hyundai Santafe

Manh Linh
2,54 N người đăng ký

Đăng ký

22

Chia sẻ

Lưu

Recap videos of brand launching

[Source: Manh Linh](#)



KIA Sportage 2025 ra mắt: loại bỏ 7DCT, thêm trang bị và sơn về Việt Nam

New product introduction video

[Source: Mê Xe](#)

Propose Automotive KOL/Community Strategy



KOL

- **Strengths:** Wide audience reach, community-building capabilities, and direct customer interaction through comments and messaging.
- **Relevance:** Ideal for building and maintaining dedicated automotive communities, sharing updates, event recaps, and promotional programs. Supports both brand fanpage content and influencer collaborations.
- **Booking Activities:**
 1. Brand event photo recap
 2. Livestream sessions with experts or KOLs
 3. Announcement posts for sales programs, offers, and test drives
 4. Post photos/clips checking in at the showroom or when receiving the car
 5. Share everyday automotive content or driving experiences
- **Engagement Metrics:** Strong engagement through likes, shares, comments, and CTRs. Facebook algorithms favor meaningful community interactions, boosting organic visibility.



Brand event photo recap

Source: [Truc Nguyen Fanpage](#)



Daily automotive content posts

Source: [Le Thuong Tien](#), [Xuan Hoan](#)

Propose Automotive KOL/Community Strategy



- **Strengths:** Highly trusted, niche-driven, and organic word-of-mouth marketing within tightly connected interest-based communities.
- **Relevance:** Effective for seeding user-generated content, sales programs, event invites, and exclusive promotions.
- **Booking Activities:**
 1. Posts introducing new products or services
 2. Sharing exclusive sales programs, minigame and test drive events
 3. User reviews and testimonial posts
 4. Group polls or mini-surveys for engagement
- **Engagement Metrics:** Measured through organic post reach, group interactions (comments, likes, shares), and direct inquiries within the group.



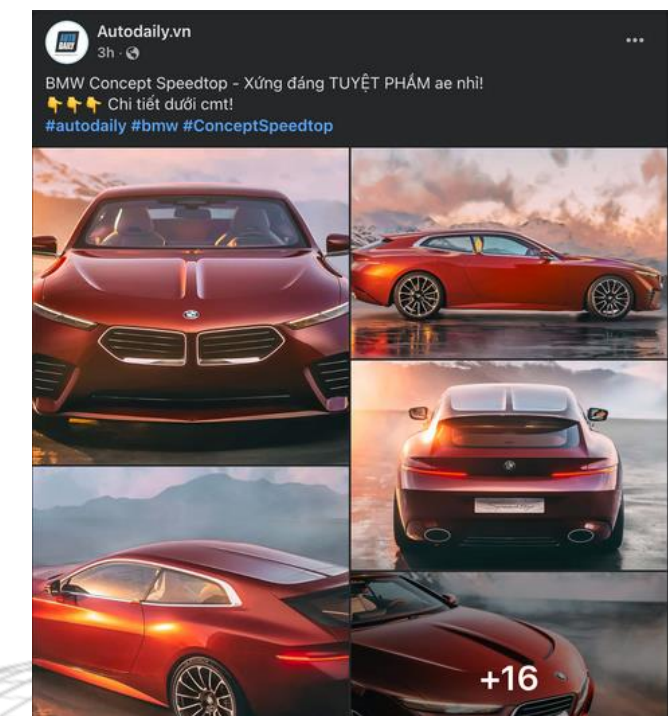
Exclusive sales programs share

[Source: AutoPro](#)



User reviews and testimonial posts

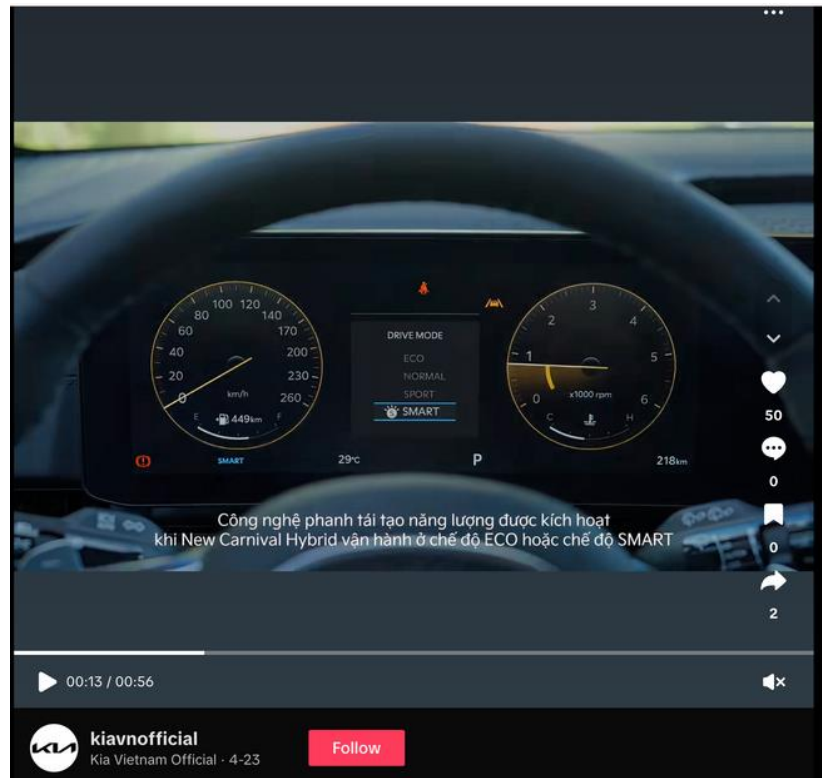
[Source: GearUpVN Group](#)



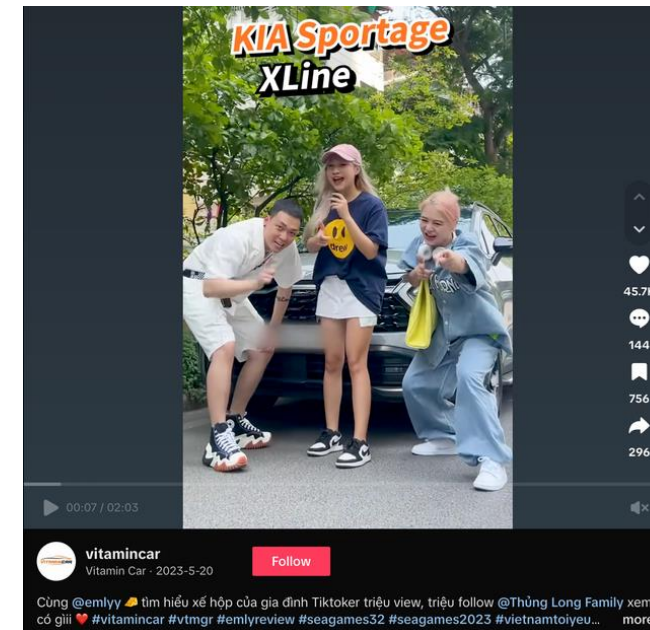
Posts introducing new products

[Source: Autodaily.vn](#)

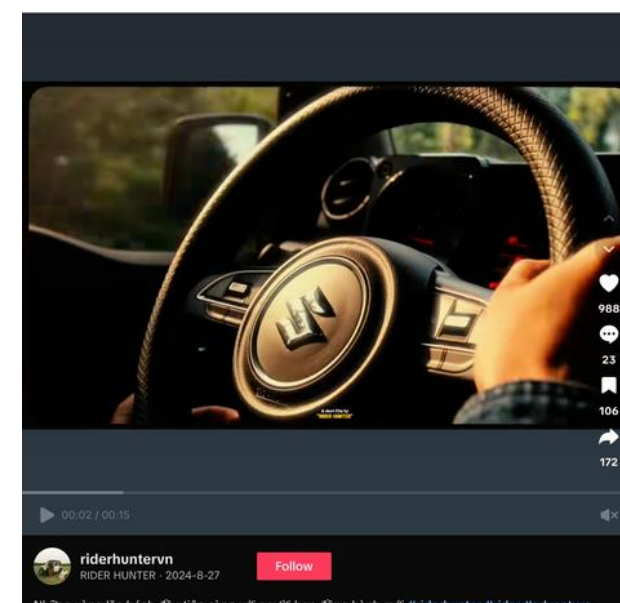
Propose Automotive KOL/Community Strategy



Unboxing or feature highlight videos
[Source: kiavofficial](#)



Share real-user experiences
[Source: Vitamin Car](#)



POV driving or roadtrip video
[Source: RIDER HUNTER](#)

- **Strengths:** High virality potential, short-form creative storytelling, and strong visual appeal.
- **Relevance:** Suitable for targeting younger audiences through bite-sized videos showcasing product highlights, or lifestyle content, can focus on analyzing just one special feature of the car (niche targeting)
- **Booking Activities:**
 1. Unboxing or feature highlight videos
 2. POV driving or roadtrip clips (version recap, summarizing content just focus on the specific features the video wanna show)
 3. Creator challenges or trends incorporating brand products (For example: Challenge my Carnival with Prenn Pass when heading to Da Lat)
 4. Share real-user experiences: The brand can collaborate with actual car buyers at the showroom and film their stories with the car before&after using.
 5. Collaborate with KOLs or celebrities to review their own cars
- **Engagement Metrics:** Tracked via video views, likes, shares, comments, saved and hashtag challenge participation. Short-form videos drive quick awareness and community buzz.



Propose Automotive KOL/Community Strategy



PR/ONLINE NEWSPAPER



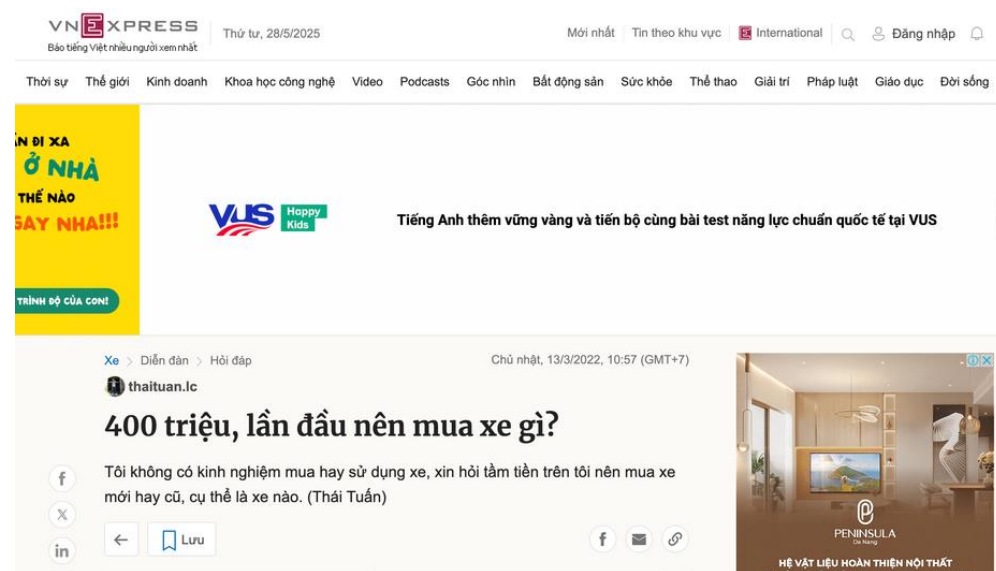
Article introducing promotion

[Source: Vietnam.net](#)



Vinfast's EV sales

[Source: Vietnam+](#)



VNe post

[Source: VNeExpress](#)

- **Strengths:** PR articles offer high credibility, SEO benefits, and broad awareness among both general consumers and industry professionals. When written with SEO in mind, they also serve as a long-term driver of organic search traffic.
- **Relevance:** Best for official announcements, product launches, outstanding sales reports, and brand event coverage.
- **Booking Activities:**
 1. Press releases on new product launches
 2. Sales achievement highlights
 3. Articles introducing sales programs and promotions
 4. Focus on SEO-optimized posts to boost engagement.
- **Engagement Metrics:** Measured through article views, shares, and media pickup rates across online platforms.



III. TRENDS & OPPPORTUNITIES

Eco-Conscious Messaging and Sustainability Shift Toward Mid-tier Influencers

Shift Toward Mid-tier Influencers

Short-Form vs. Long-Form Video: Segmented by Audience, Not Replaced

Gamification to Enhance User Engagement

Shoppertainment: A New Era for Automotive Marketing

An overview of key influencer marketing trends shaping the automotive industry — from the rise of mid-tier creators and gamified campaigns to the impact of shoppertainment and eco-conscious messaging. Highlighting strategic opportunities for brands to drive awareness, engagement, and sales through targeted KOL collaborations.



>>> Eco-Conscious Messaging and Sustainability

Sustainability is now a necessity in the automotive industry, with EVs and green initiatives leading the conversation. Eco-conscious influencers are partnering with EV brands to promote not just products, but shared values — creating emotional connections with socially aware consumers.

Brands with Electric Vehicles



Volkswagen



Brands with Electric Vehicles



VinFast

- Total EVs delivered: 87,000+ units
- VF 5 Plus: 32,000 units – best-selling A-segment model
- VF 3: 25,000 units in 5 months since launch



Lexus

- First EV model: RZ SUV (launched 2023)
- Future lineup: EV sports coupe, supercar, SUVs, sedan
- Sales goal: 100% EV in the US by 2030, globally by 2035



Volkswagen

- 2023: Delivered over 1 million EVs
- January 2025: Became top EV seller outside China with 82,000 units, surpassing Tesla

Brands with Electric Vehicles



BYD

- Total NEVs delivered: 4.3 million units (2024)
- BYD Song Plus: 511,000+ units – best-selling model globally
- BYD Dolphin: 198,000 units – popular compact EV
- BYD Han: 229,000 units – includes EV and PHEV versions
- Overseas sales: 119,000+ units – 22.7% year-over-year growth



Hyundai

- Total EVs delivered (USA, 2024): 124,065 units
- Hyundai Motor Group – Ranked #2 in U.S. EV sales
- Hyundai Ioniq 5: 44,400 units – flagship model with 31% growth
- Kia EV9: 22,017 units – best-selling three-row electric SUV
- Kia EV6: 21,715 units – up 15% vs. 2023

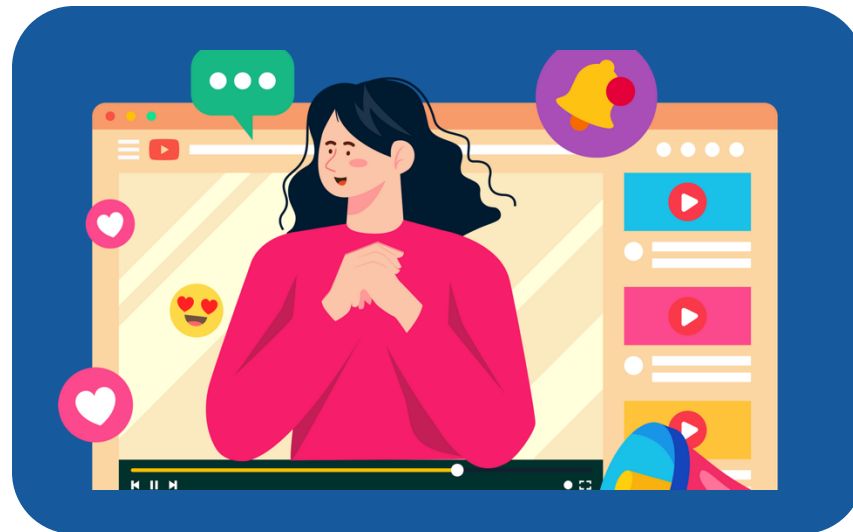


Wuling Mini EV

- Total EVs delivered: 1,358 units (2024)
- Wuling Mini EV: 1,358 units – 130% growth over 2023
- Let's Go Taxi: 500 units deployed – expanded to 6 provinces
- TOGO: 100+ units – urban shuttle services in Ho Chi Minh City
- 2025 sales target: 3,404 units – 235% increase over 2024 plan

Shift Toward Mid-tier Influencers

Why Mid-tier Influencers (100,000-500,000 followers) Drive Auto Sales?



HIGH ENGAGEMENT & BROAD REACH

- ✓ Relatable, trusted voices
- ✓ Authentic reviews → Stronger buyer impact



COST-EFFECTIVE & HIGH-QUALITY CONTENT

- ✓ Test drives
- ✓ Behind-the-scenes at dealerships
- ✓ Daily storytelling that feels personal



IDEAL FOR NEW LAUNCHES

- ✓ Scalable campaigns
- ✓ Trusted influence in high-value decisions

SHORT-FORM vs. LONG-FORM Video: Segmented by Audience, Not Replaced

Both formats co-exist — use the right length for the right audience.



Short-form (Tiktoks, Reels, Shorts)

- Fast, eye-catching, emotional
- Ideal for Gen Z & Millennials
- Showcases tech, design, and lifestyle

→ Drives curiosity & brand affinity



Long-form (Youtube)

- In-depth reviews & comparisons
- Trusted by older, purchase-ready buyers

→ Supports serious consideration & conversion

Gamification to Enhance User Engagement

Why it works?

- Boosts engagement & brand recall
- Sparks interaction and emotional connection

What's next?

- Think AR car try-ons, mini-games & interactive filters
- Make users part of the journey

Brand applications



[Mazda - Car drawing game for kids](#)
Source: Mazda Vietnam



[Vinfast - Gamified test drives across Vietnam](#)
Source: VinFast



[Hyundai – Puzzle-solving game](#)
Source: Hyundai

Shoppertainment: Transforming Car Sales in Vietnam



A fusion of shopping + entertainment, livestream car sales are reshaping how vehicles are marketed — especially on platforms like TikTok and Facebook.

Why it works?

- Trust through real-time interaction
- Reach via social platforms, especially Gen Z & Millennials
- Conversions with exclusive, limited-time offers
- Cost-effective compared to traditional TVCs

[Livestream Car Sales – A Uniquely Chinese Phenomenon](#)

Source: VNExpress

Case study: VinFast

- Hosted Mega Livestreams with KOLs like PewPew, ViruSs, Hồng Đăng,...
- Integrated Q&As, deals & booking support in real time
- Result: Sold 78 e-scooters, generated 1.4B VND (~\$55K) in 4 hours



[Record Sales: 98 VF 3 Units Sold in One Live Session](#)

Source: Độc đảo TV



[VinFast Mega Live – Vietnam's Livestream Revolution](#)

Source: VinFast





THANK YOU!

FOR YOUR ATTENTION



Ms. Lana Chau
Founder & CEO



lanchau@brandc.vn



0983335231

