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CREDENTIALS 2026

ABOUT US



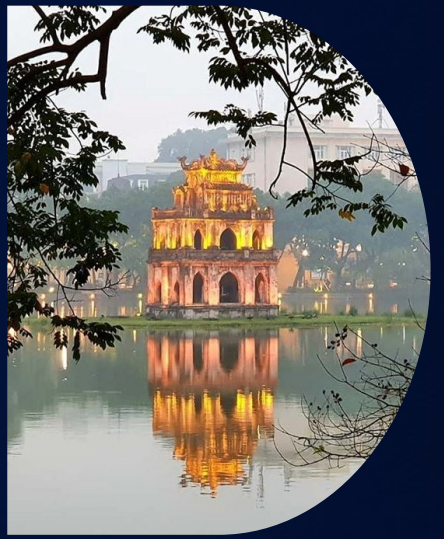
APLUS VISION SOLUTION COMPANY LIMITED

is an integrated marketing communications agency. We deliver advertising campaigns that help people see a brand, experience it and choose it when they buy.

Our services include out-of-home advertising, bus shelter advertising, taxi branding, activations, sampling, events, trade marketing, design and production.

We combine broad reach with opportunities for people to interact with brands and buy at key points along the journey.

This is how APLUS supports the SEE > TRY > BUY journey.



APLUS' ROLE: VISION > ACTION > CONVERSION











VISION **ACTION** **CONVERSION**

APLUS helps people see a brand, experience it and choose it when they buy.
Our VISION, ACTION and CONVERSION services support three stages of the customer journey.

SEE / VISION	Build reach and brand recall.
TRY / ACTION	Invite people to interact with a brand and try its products.
BUY / CONVERSION	Support purchases at the point of sale.

With integrated execution capabilities across **OOH | ACTIVATION | SAMPLING | EVENT | TRADE MARKETING | DESIGN & PRODUCTION**, APLUS helps brands transform every touchpoint into an opportunity to create real market impact.

From brand visibility to purchase action, APLUS delivers with a seamless, practical, and effective approach.



BUILD BRAND VISIBILITY ACROSS A REAL-WORLD TOUCHPOINT NETWORK

APLUS helps brands maintain continuous visibility across high-traffic, high-frequency touchpoints in everyday life, such as:

BUS STOP | TAXI | BUS | HOSPITAL | SCHOOL | PARK | MARKET | BUILDING | SPORT | COMMUNITY TOUCHPOINTS

From the nationwide Bus Stop network to public spaces and community touchpoints, APLUS creates broad coverage, increases visibility frequency, and reinforces brand recall in a natural, continuous, and effective manner.

BUS STOP & BUS BENCH are high-value OOH touchpoints, closely integrated into consumers' daily mobility and lifestyle context, enabling brands to reach the right target audience in specific catchment areas.



- **Near schools:** Snacks, drinks, dairy, education, stationery, technology apps and entertainment.
- **Near hospitals:** Pharmaceuticals, nutrition, mother and baby products, insurance and healthcare.
- **Near parks:** Drinks, sports, family and baby products, and everyday consumer goods.
- **Near residential areas:** FMCG, household goods, retail, utility services, finance and delivery.
- **Near office buildings:** Coffee, fast food, fintech, technology and personal care.
- **At busy intersections:** High-visibility sites suit short, memorable messages for FMCG, drinks, telecoms, banking, consumer apps and retail, especially when a campaign needs to build awareness quickly.



✓ **The value of Bus Stop & Bus Bench lies not only in outdoor visibility, but in the ability to appear in the right place, to the right audience, and within the right consumer context.**

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BUS STOP & BUS BENCH













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APLUS | BENCH BRANDING

Branded benches bring a brand into the public spaces where people pause. People see the message up close and encounter it again on their daily routines, giving brands a presence in everyday life that a distant outdoor display cannot offer.



- **Schools:** Snacks, drinks, dairy, education, stationery and technology brands can reach school and university students.
- **Hospitals:** A relevant setting for pharmaceuticals, nutrition, baby care, insurance and healthcare, particularly for brands looking to build trust.
- **Parks:** Suitable for drinks, sports, family and baby products, everyday consumer goods and community campaigns.
- **Apartment complexes:** Residential settings suit everyday needs, from FMCG, household goods and retail to resident services, finance and delivery.

✓ ***Branded benches reach people in the places where they study, receive care, relax and live.***

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BENCH BRANDING











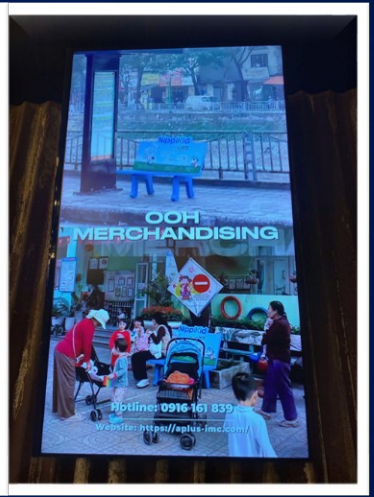


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APLUS | RESTAURANT

is a suitable touchpoint for brands to reach consumers while they are waiting, observing, and open to receiving information. Unlike many OOH formats that pass by in just a few seconds, LCD screens in restaurant environments allow brand visuals to appear repeatedly throughout the customer's dwell time.





- This format is particularly suitable for brands such as beverages, food, seasonings, FMCG, delivery apps, e-wallets, banking, telecommunications, lifestyle, and brands aiming to influence consumers with immediate spending, entertainment, and consumption needs during mealtime.

✓ ***The value of LCD screens in restaurants lies in their ability to place the brand in front of consumers at the right moment—when they are relaxed, waiting for their food, and more likely to retain the message.***

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RESTAURANTS & CASUAL DRINKING VENUES













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BUS & TAXI

BUS & TAXI are two mobile advertising formats that enable brands to expand visibility across multiple routes, locations, and timeframes throughout the day. While buses deliver strong visual impact with their large format and high frequency on major traffic routes, taxis offer deeper penetration into residential areas, commercial zones, office buildings, and urban lifestyle touchpoints.





- This format is particularly suitable for brands requiring wide coverage, high flexibility, and continuous repetition, such as FMCG, beverages, finance, telecommunications, technology, consumer apps, retail, education, healthcare, and lifestyle brands.

✓ ***The value of bus & taxi lies in turning the brand into a familiar part of daily commuting journeys, enhancing visibility, strengthening recall, and expanding real-world reach in a flexible and effective manner.***

BUS & TAXI

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APLUS | MARKET BILLBOARD

is a brand visibility format well suited to reaching consumers in a daily shopping context, where real demand emerges and purchase decisions happen quickly. Unlike many touchpoints that focus only on awareness, market advertising has the advantage of appearing directly within community commerce environments, where shoppers are constantly observing, comparing, and choosing products.



- This format is particularly suitable for brands requiring wide reach, high flexibility, and continuous visual repetition, such as FMCG, beverages, finance, telecommunications, technology, consumer apps, retail, education, healthcare, and lifestyle brands.

✓ ***The value of market billboards lies in bringing the brand closer to real shopping behavior, creating immediate recall at the very place where consumers make purchase decisions every day.***

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MARKET BILLBOARD













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OOH DECORATION & MERCHANDISE OTHER is an extended touchpoint group that allows brands to maintain flexible visibility across various daily living, consumption, and experience environments beyond traditional OOH channels. This format enables brands to appear at closer range, more naturally, and in alignment with specific consumer behavior contexts.



- This channel group can be deployed at sport venues such as gyms and pickleball courts; at barber shops and beauty shops; in buildings, metro stations; kindergartens, children's playgrounds, and many other community spaces where users have more dwell time to notice and absorb brand messaging.
- This format is particularly suitable for brands in beverages, food, personal care, cosmetics, fashion, sports, technology, finance, lifestyle, mother & baby, education, and for brands seeking to build a modern, relatable image within real consumption environments.

✓ ***The value of OOH Decoration & Merchandise Other lies in its ability to extend brand presence into the right living space, the right behavior context, and the right moment when consumers are most receptive.***

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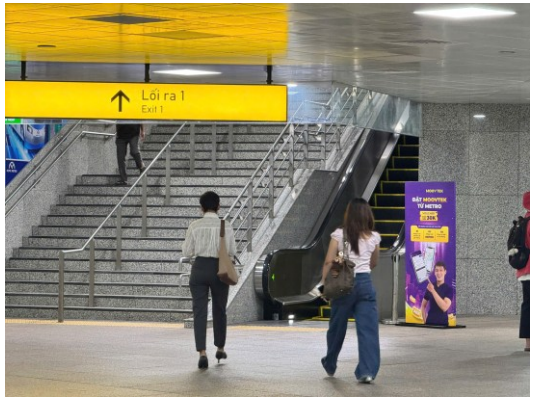
OOH DECORATION & MERCHANDISE OTHER













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CREATE BRAND EXPERIENCE AT REAL-LIFE TOUCHPOINTS

APLUS helps brands move from being seen to being directly experienced through activities such as:

ACTIVATIONS | SAMPLING | EVENTS | ROADSHOWS | BOOTH EXPERIENCES | PROMOTER-LED ENGAGEMENT

From real-world visibility touchpoints **(SEE)** to direct interaction environments, APLUS creates opportunities for consumers to touch, try, feel, and connect with the brand—thereby increasing affinity, strengthening recall, and driving purchase behavior.

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At TRY, people can experience a brand in the places where they already see it. They can handle products, try them and speak to the team during their everyday routines.

These locations can include bus shelters and benches, school and park benches, gyms and pickleball venues, barber shops and beauty salons, market billboard sites and restaurants. Sampling, activations, small booths, short conversations with promoters and games can introduce products and direct people to nearby retailers.



With APLUS, brands can offer trials where people already see their advertising. Matching the activity to the place, time and shopping occasion can move people from awareness to trial, interest and purchase. The hands-on experience prepares the way for BUY.

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BRAND ACTIVATION

APLUS has delivered a wide range of brand activations, events and roadshows across Vietnam over many years of fieldwork.

Our accounting, planning, design, creative, field operations and supervisory teams work together to deliver each project accurately and efficiently.

We follow global industry developments so businesses can put creative, effective marketing ideas into practice quickly.







EVENT & ROADSHOW

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ACTIVATION | SAMPLING | EVENT | ROADSHOW | BOOTH INTERACTION













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ACTIVATION | SAMPLING | EVENT | ROADSHOW | BOOTH INTERACTION













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DRIVE PURCHASE ACTION AT REAL-LIFE TOUCHPOINTS

APLUS helps brands move from being seen and experienced to being chosen and purchased through formats such as:

TRADE MARKETING | POSM | BOOTH SALES | SALES PROMOTIONS | DIRECT SALES BY PROMOTERS

From markets, supermarkets, and convenience stores to sales points near residential areas, schools, and office buildings, APLUS enables consumers to easily see, choose, and purchase at the very moment demand arises, thereby increasing conversion and reinforcing repeat purchase behavior.

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BUY gives people a chance to purchase after they have seen and tried a product. The next step is to make it available at a convenient point of sale along the same shopping journey.

Markets, grocery shops, convenience stores, supermarkets and shopping centres can all play this role. Prominent displays, promotions, gifts and product bundles make the offer visible. Promoters can answer questions and help shoppers complete their purchase on the spot.







With APLUS, brands can place sales activity near the places where people first see and try their products. Making it easy to buy there can help shoppers move from seeing to trying, liking and buying, and encourage them to choose the product again. This completes the SEE > TRY > BUY journey.

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TRADE MARKETING | POSM | BOOTH SALES | DIRECT SALES BY PROMOTERS













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DESIGN & PRODUCTION













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PASSION . INNOVATION . RESULTS

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Thank you!

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