

COMPANY PROFILE 2026

Company profile

Think Smart · Create Bold · Grow Further

Smart Media JSC — Multimedia Communications & Advertising
Founded 2008 · Hanoi, Vietnam

17+

years in business

100+

enterprise clients

47+

media partners

A communications agency that runs like a tech team

Smart Media JSC (SMJ) was founded in 2008 and works across communications, multimedia advertising and content production. We are part of the VNPT · VTVcab · WPP ecosystem — where telecom infrastructure, broadcast distribution and international creative thinking meet.

Our model combines three specialist centres: Smart Creative (strategy & creative), Smart Performance (media & performance) and Smart AI (content, data, automation). One accountable team, one scorecard — no hand-offs between vendors.

17 years in business, more than 100 enterprise clients and 47 media partners: from VNPT, VinaPhone, VTVcab and SCTV to CGV, Vietnam Airlines, MCredit and ElMich.

MEMBER OF



LEGAL ENTITY

Smart Media JSC —
Multimedia Communications &
Advertising

FOUNDED

2008

HEAD OFFICE

7th Floor, VIT Building, 519 Kim
Ma, Giang Vo, Hanoi

FOCUS

Integrated communications ·
MarTech · Content production ·
Training

ECOSYSTEM

VNPT · VTVcab · WPP

CONTACT

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Smart Creative

The right idea, made
executable

Smart Performance

Media that respects the budget

Smart AI

Speed through data and
automation

AI-DRIVEN GROWTH ECOSYSTEM

Telecom infrastructure, broadcast distribution and AI technology in one team — so a campaign is not stitched together from separate vendors.

Five service groups, one accountable team

Strategy, creative, media, AI and training — same team, same scorecard.

01 Smart Creative

Start with the right idea

- IMC campaigns & brand strategy
- Big idea and creative concept
- TVC, viral and social content
- Photo & video production

02 Smart Performance

Reach the right people, at the right time

- Paid media: Facebook, TikTok, Zalo, Google
- Lead generation & nurturing
- Conversion optimization
- Analytics, dashboards, reporting

03 Smart AI

Scale without limits

- AI creative & AI video production
- Automation, chatbots, workflows
- Martech integration
- Course digitisation, internal assistants

04 Smart Training

Capability that stays after the project

- Hands-on corporate training
- In-house capability transfer
- AI for marketing teams

05 Smart Solutions

Grow with the carrier ecosystem

- Zalo OA & customer care
- Digital solutions on VNPT
- Subscriber acquisition & retention

PLATFORMS WE RUN EVERY DAY

Meta

TikTok

Google & YouTube

Zalo OA

VTVCab

VNPT

One contract, one contact, one scorecard.

No hand-offs between vendors

Selected work

A few projects that show how we combine creative, media and technology.



VNPT

Launching VNPT AI

Message, script, stage design, opening film and experience technology — one story for the launch of VNPT's AI platform.

360° content + stage + technology



ELMICH

A 200-KOC network

Built and ran a 200-creator network across categories, with conversion links on TikTok and Shopee.

300K engagement

200+ UGC videos



THE OLYMPIA SCHOOLS

Multi-channel enrolment

Seasonal media strategy for enrolment, lower cost per lead, and content coordinated across website, social and open days.

-32% cost per lead

See all projects at smartmedia.vn/en/media

Working with leading brands

Clients and partners across telecom, broadcast, education, retail, finance and F&B.

17+

years in business

100+

enterprise clients

47+

media partners

3

specialist centres

			
			
			

Four steps, none of them a formality

01

Diagnose & set goals

Clarify the business problem, the audience and the success metric before talking about ideas.

02

Strategy & creative

From insight to an executable big idea, with a channel plan and budget per phase.

03

Produce & launch

An in-house team produces content, runs media and coordinates carriers and broadcasters.

04

Measure & optimize

Weekly dashboards, numbers read against the goal, adjustments before budget is wasted.

CONTACT

Let's build the next campaign.

Send a brief or book a working session — we reply within one business day.

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MEMBER OF  