

Manage Advertising Activities in the Area Thanh Hoa City, Vietnam Presently

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Abstract

Currently, Thanh Hoa has become one of the provinces with high rates of economic development and growth in the country, along with the development and advancement of professions, economic and political fields, then outdoor propaganda and advertising activities have contributed a significant part in the economic and social development of Thanh Hoa province in general and Thanh Hoa city in particular. The content of this article aims to evaluate the status of advertising management in Thanh Hoa City, Vietnam. On that basis, propose solutions to improve the effectiveness of managing outdoor advertising activities in the study area.

Keywords— Manage, Advertisement, Thanh Hoa, Vietnam, Currently.

I. INTRODUCTION

Advertising has become an indispensable part of a developed society and country. Advertising not only enriches advertising businesses, but also promotes the economic development of a country, and impacts many aspects of life. However, regardless of profits, violating the regulations set out in the Advertising Law has had a significant impact on the environment, economy, politics, social safety, urban aesthetics, etc. Because of the management Advertising activities need to be paid more attention and attention to promote the building of a rich society and a strong country that can stand shoulder to shoulder with the powers of the five continents.

The economy - politics - culture - and society of Thanh Hoa province are currently gradually developing and going up partly thanks to outdoor advertising activities. Especially since the "Advertising Planning" document was approved in 2012, outdoor advertising activities installed on several roads in the province have gradually stabilized and created effective results. The results are not only positive economically but also contribute to making the urban landscape more beautiful. However, recently the transportation system in Thanh Hoa province has been developing rapidly, and many major roads have been and are being expanded. Many roads have been put into use, but have not been properly planned. methodically. That leads to many difficulties in advertising

investment activities due to the lack of clear and specific planning. Current advertising investment has reached a moderate, short-term level, affecting the US. Urban landscape and economic development of Thanh Hoa province.

The management and planning of outdoor advertising activities, by the current situation of Thanh Hoa province, is to continue to ensure elements of landscape beautification, civilized urban architecture, order, and safety. throughout the Province, this is an extremely urgent matter that needs more attention from all levels of government. Therefore, it is extremely necessary to manage outdoor advertising activities in Thanh Hoa City in a way that is orderly, orderly, and in compliance with the Advertising Law. Adjusting the entire advertising system by the provisions of the Advertising Law is extremely important in the current period.

Along with the general development of economics - politics - and society, outdoor advertising is currently developing uncontrollably and is not suitable for the urban landscape. To improve the effectiveness of state management in advertising management, competent agencies and departments think it is necessary to gradually bring advertising management activities into order, with regulations and in compliance with regulations. Advertising Law. From there, we can ensure and protect the legitimate rights and interests of consumers,

organizations, and individuals participating in advertising activities. This will contribute to promoting economic development, society, improving the material and spiritual life of Thanh people. At the same time, contributes to the creation of aesthetic beauty, architecture, landscape, urban civilization, order, and safety throughout the province. Thanh Hoa in general and Thanh Hoa City in particular.

II. OVERVIEW OF RESEARCH SITUATION

The study of outdoor advertising appeared in Vietnam and received attention from scholars relatively late. However, since Vietnam entered the market economy, this has been an issue that many scholars have focused on research, and the published works are quite diverse: scientific topics, articles, dissertations, thesis, and monographs. We can review some typical studies:

Regarding monographs, we must mention author Nguyen Kien Truong, he is the editor (2004) of "Advertising and Advertising Language", a book published by Hanoi Social Science and Science Publishing House, which was introduced to readers. Read the forms of advertising and the book also shows how to write an advertising message using advertising language appropriate to the type of advertising. Author Vu Quynh, in the book "Advertising and the Most Effective Forms of Advertising", published by Labor and Social Publishing House in 2006, mentioned types of advertising and forms of advertising presentation.

However, the author has not written clearly and specifically about the forms of outdoor advertising. There is also author Luu Van Nghien with the book "Advertising Operations Management" (volumes 1 and 2), published by the National Economics Publishing House, Hanoi in 2012, the book's content raises general issues of management, advertising operations management, clearly classifying the production process, roles, purposes, and tasks of operations management. And factors affecting operational management; View advertising management as management of the production process, this job is to create advertising products that can meet customer needs and achieve the highest business goals of the enterprise.

Currently, there are very few research topics that address the issue of outdoor advertising activities. Although some authors mention outdoor advertising activities, in general, they only analyze from the perspective of outdoor advertising activities of businesses or mention this issue in scientific articles in newspapers and magazines such as the topic "The current status of outdoor advertising activities and perfect solutions " of Tan Dai Thanh high-tech printing and advertising

company limited". This is an article by lecturer Tran Thi Phuong, of the National Economics University, she analyzed the advertising market and business activities of Tan Dai Thanh company.

This is an article by lecturer Tran Thi Phuong, of the National Economics University, she analyzed the advertising market and business activities of Tan Dai Thanh company. The author highlights the current situation and offers complete solutions for outdoor advertising activities for companies. Or author Truong Hong Phuong in Vietnam Architecture Magazine, No. 3, 2008 had an article "Outdoor advertising in Hue", the author mentioned the current situation of outdoor advertising. Currently in Hue. There are also several articles written in electronic newspapers discussing the content of outdoor advertising...

Besides, there are many theses and master's theses that have chosen this research direction from an in-depth perspective on language, type, and brand,... advertising such as a doctoral thesis on Cultural Studies on "Cultural value of Vietnamese advertising today" (2010) by Do Quang Minh, Vietnam Academy of Social Sciences. In his thesis, the author mentioned the categories of cultural concepts of activities, advertising based on its compatibility with the cultural values of our nation, and according to current public assessment; or the Master's thesis in Public Relations "Trends in developing mobile phone advertising in Vietnam" by Nguyen Thuy Duong was defended in 2012. It can be said that the topic has brought a comprehensive picture. Regarding mobile advertising activities, there is a diverse view on the development of mobile advertising forms in the years 2010 - 2012.

The above-mentioned topics and research projects are extremely valuable references for the next author in researching his or her topic. However, an independent, comprehensive, empirical research study on the issue of state management of outdoor advertising activities from practice in a specific locality such as Thanh Hoa province in general is worth considering. There are no projects mentioned in Thanh Hoa City in particular. From the above issues, it can be seen that the research topic "Managing advertising activities in Thanh Hoa City and Thanh Hoa Province today" in the current period is a new research direction compared to previous studies. previous studies. The research results of the project will be a system of scientific bases, providing directions from which to propose feasible solutions that can be applied in practice in the management of outdoor advertising activities. in Thanh Hoa City shortly.

III. RESEARCH APPROACH AND METHODS

3.1. Approach

- *Access to materials:* Refer to and research documents related to outdoor advertising activities in books, newspapers, and specialized documents.

- *Access direct survey:* Direct survey of advertising facilities, printing, construction, etc. From the actual documents, it will be the basis for proposing solutions to improve the efficiency of outdoor advertising management. in Thanh Hoa city

3.2. Research Methods

- *Theoretical research methods group:*

Method of collecting documents and data related to the topic: This method is chosen to find documents, data, and information related to the research content and research object of the topic. talent. The method will be the premise in the process of analyzing, evaluating, and synthesizing research contents and objects objectively and accurately, thereby drawing positive conclusions to serve research purposes. research of the topic, this is a very important method in the process of implementing the topic.

Synthetic analysis method: this is the method that will be used throughout the process of evaluating the content and analyzing research objects most comprehensively.

- *Practical research methods group:*

Investigation method: is a method used to supplement, update statistical data, or verify important information necessary for the process of analyzing, evaluating, and processing data and documents. service for a research topic.

Expert method: Interviewing, investigating, surveying, building questionnaires, and getting opinions from experts will help the author learn and absorb the knowledge and experience of leading experts in the industry, And propose solutions to improve the efficiency of advertising management in Thanh Hoa city effectively and practically.

IV. RESEARCH RESULTS AND DISCUSSION

4.1. Current types of outdoor advertising in Thanh Hoa City

According to statistics, Thanh Hoa is currently the province with the 8th largest economic scale in the country. At the same time, Thanh Hoa is also a locality with total FDI investment capital, industrial production value, and export goods value. largest import and annual state budget revenue in the Central region. Current

propaganda and advertising activities in Thanh Hoa City are being carried out in many diverse and diverse forms, which mainly focus on some main traditional forms such as large billboards. , advertising signs are installed and placed on the sides of house walls, house fronts, LED light box signs, small panels hung in stores, and advertising banners in front of facades or on the streets. Small and medium-sized enterprises operating in the field of advertising in the area are constantly increasing in both quantity and capacity to carry out modern, systematic advertising and propaganda projects. large tissue. Through investigation, survey, and research in practice, there are currently main types of outdoor advertising such as:

Advertising boards installed at buildings and houses: Types of advertising signs installed and placed at residential buildings are mainly concentrated in the city center area, where there is a high population density. casting, large markets, commercial centers right in the city center, ... focus on diverse types of businesses and develop strongly. This type is mainly wall-mounted signs, store signs, and signs that combine advertising with the brand name of the goods. Products of this type of advertising are often large, large-scale, and catchy. eyes, to attract the attention of passersby and traffic participants.

Advertising signs installed at construction sites and houses often have diverse and varied sizes and shapes, not following any specific standards. The location for hanging, placing, and erecting signs and boards is usually on the side of the house wall. , on the side of the top floor of the building, or a store sign right in front of the business front, or installed much higher than the business front to attract attention. Therefore, these types of signs and billboards are quite diverse, easily causing offense and affecting urban aesthetics. According to the provisions of the current Advertising Law: Signs and billboards with a one-sided area of over 20m², if attached to an existing construction project, must apply for a construction and installation permit, so to circumvent the law, businesses often Hanging or installing billboards or billboards that are not in the correct area as notified to the management agency or installing wall signs that exceed the area. This action can easily cause danger and insecurity not only for people living there. around, traffic participants let the owner install signs and boards.

Along major national and provincial highways, there are currently several signs and boards installed that encroach on sidewalks, roadways, curbs, and traffic safety corridors, not only causing unsightliness but also causing harm. dangerous for road users. According to the provisions of the Advertising Law for horizontal signs, the maximum height is 02 meters (m), accordingly the length

of the installed sign must not exceed the width of the house facade; For vertical signs, the maximum width of the sign when installed is 01 meters (m), the maximum height is 04 meters (m) but is not allowed to exceed the height of the floor where the sign or sign is installed. Boards and signs must not completely cover emergency and fire escape spaces; It is not allowed to encroach on sidewalks, roadways, or curbs, affecting public transportation and causing a loss of urban aesthetics. Activities in installing signs and billboards in public places need to be ensured to ensure technical standards according to the provisions of law and comply with legal documents on outdoor advertising activities, especially the promulgated Law on Advertising [1, p.16].

Banner advertising: is a traditional form of advertising. Advertising banners usually have two types: horizontal banners and vertical banners. When advertisers hang banners, they must have the Department of Culture, Sports and Tourism of Thanh Hoa province confirm the advertising products on the banners. In addition, propaganda banners promoting political events will be allowed to hang across national highways, provincial roads, and inner cities. However, they must also comply with the regulations: poles hang with iron poles; The height from the road surface to the bottom edge of the banner is 5m. If it is a banner advertising products or goods, it is only allowed to hang along both sides of national highways, provincial roads, and inner cities. According to the current regulations of the Advertising Law, the maximum time limit for hanging banners is 15 days for an advertisement, but many businesses and advertising entities have not revoked the banners when the allowed advertising period expires. This has caused a situation where banner advertising is messy, overlapping, and damaged, and sometimes the banners fall completely on one side onto the road, causing traffic insecurity and seriously affecting the urban landscape.

Mobile advertising: Advertising on means of transportation is also a popular form of advertising today, attracting the attention of many people such as advertising on buses, taxis, trucks, passenger cars, or even on the body of a car. flying, etc. In the past, posting advertisements through loudspeaker systems and traveling on vehicle bodies passing through roads was very popular. In the past, we often saw advertisements selling tickets for music, theater, circus shows, etc. of performing arts troupes touring all over the city by car, auto-rickshaw, motorbike, or motorbike. pedal,... with familiar, attention-grabbing pre-recorded invitations. Before the Advertising Law was established, advertising using loudspeakers moving on the street was allowed to operate and was quite popular, but an advertising license had to be obtained from competent

licensing agencies. But by 2013, when the Advertising Law officially took effect, mobile advertising activities were banned in urban areas and urban areas of cities and towns, if organizations and individuals wanted to post ads on the Internet. Means of transportation can only stick and draw advertising content. In addition, from time to time we still see circus troupes on tour in the area that will organize motorbike rides to advertise the performance on loudspeakers. But nowadays this condition is very rare. Mobile advertising is a type of advertising that is very difficult to manage because it is under the management of many functional departments and agencies. The advertising subject does not stay in a certain area, but moves continuously or circumvents the law by instead of using cars with loudspeakers in urban areas, they use motorbikes or bicycles with loudspeakers attached. advertising throughout residential areas. This form of advertising often uses loudspeakers that exceed the permissible noise level, disrupting urban order and causing discomfort to residents living in that area.

Classified advertising: This can be said to be the type of advertising that causes the most loss of aesthetics, environmental hygiene, and urban aesthetics, with main forms such as: distributing leaflets, leaflets, posters, direct printing, or pasting on paper. walls, lampposts, tree stumps, drawing on walls, pasting ads on people's doors, pasting on electricity poles,... Most classified ads will have a small area but large numbers, causing discomfort to users. People's houses have advertising paper stuck on their walls and doors because advertising paper pasted on top of each other when peeled or pasted will lose the aesthetics of the house. Therefore, people who post classified ads often choose quiet hours such as midday or late at night to operate. Usually, the time and location of advertising will not be fixed, irregular, most of them do it. outside of business hours, or constantly switching locations to avoid detection,... In central areas, schools, hospitals, and densely populated areas in Thanh Hoa City, classified advertising activities are appearing rampant, and extremely chaotic, causing public disorder and chaos. seriously affects urban aesthetics. In addition, it also pollutes the environment due to the amount of decal paper discharged. Most of the classified ads are not licensed, and the content and form of advertising on the classified flyers are not consistent with the fine customs and cultural traditions of Vietnamese people such as drilling and cutting concrete, university entrance exam preparation, tutoring services, drain cleaning, septic tank pumping, car repair, debt collection, black credit, etc. appear densely on walls, electric poles, tree stumps, especially waiting points, bus,... In the situation of leaflets and leaflets being spread all over the streets, sometimes the person distributing the

leaflets does not need to know whether the recipient has read the content or not, stuffing them into the back of the car in large quantities with contents such as restaurant openings and promotions. in electronics and home appliance supermarkets, exam preparation schedules, class schedules, etc., creating a situation of junk and dirty advertising causing frustration among people, affecting traffic safety and unsanitary conditions public.

In addition to the types of advertising mentioned above, there are several other forms of advertising such as: organizing groups of people riding bicycles, motorbikes, or even convertible cars, etc advertising, offensive clothing Riding on major roads. Or in central areas or densely populated roads during rush hours to attract attention and integrate into events and sports tournaments. , cultural programs, advertising on billboard systems propagating political missions in the form of sponsors, etc., causing traffic obstructions and objections. Outdoor advertising is a form of outreach. fastest and closest to the public and it is quite effective due to its direct advertising nature.

Current propaganda and advertising in general have demonstrated their role as important information transmission channels, conveying promptly, vividly, and effectively the Party's policies and guidelines, as well as the state's laws. such as promoting information and product quality of businesses, manufacturing establishments, and social organizations to local people. However, widespread advertising that does not comply with regulations or violates the law will bring disapproval and discomfort to people, cause a loss of urban aesthetics, and affect traffic safety and hygiene. environment, disrupting public order and damaging the image of the country and the people of Vietnam in the eyes of tourists.

4.2. General situation of outdoor advertising activities in Thanh Hoa City today

In Thanh Hoa province today, according to the most recent statistics, there are nearly 21,000 businesses. Up to now, the entire Thanh Hoa province has 2,200 businesses established, ranking 8th in the country and leading North Central provinces in terms of number of newly established businesses; remitted to the state budget accounts for about 51% of total annual domestic revenue. The growth rate of total products in the area (GRDP) in 9 months is estimated to reach 7.72%; State budget revenue reached 29,000 billion VND, equal to 85% of the estimate; contributing to mobilizing development investment capital of VND 100,000 billion.

Thanh Hoa enterprises are mainly small and medium enterprises, even micro private enterprises, operating in diverse fields, and are distributed throughout 27 districts, towns, and cities. Activities of local

advertising businesses according to the Summary report on the implementation of the Advertising Law dated September 13, 2021, of Thanh Hoa Department of Culture, Sports and Tourism: number of businesses registered for business Advertising services based in the province: 109 businesses. With a large area and a variety of advertising locations, businesses in Thanh Hoa can be completely assured that the brand image will easily reach a large number of viewers from many different angles. each other, but most of them are tourists both at home and abroad.

Currently, on the roads of Thanh Hoa city, towns, central areas, or districts and towns, the situation of outdoor billboards and mobile billboards is widespread and displayed haphazardly. , occupying hearts and sidewalks with all styles and colors. These billboards are placed haphazardly and arbitrarily, the size does not follow any standard, and many signs and billboards do not have or have incomplete information about the license number, license duration, and name of the person applying for permission to advertise. Along with that, posting flyers and hanging advertisements on walls and electricity poles destroys urban beauty. Typically, along the routes of Le Lai, Tong Duy Tan, Hai Thuong Lan Ong, Phan Chu Trinh,... (Thanh Hoa City), the current situation is that people place signs and mobile billboards in a disorganized and unorganized manner. order on the sidewalk, right next to the road, and the roadside, causing serious impacts and obstructions for pedestrians and other traffic participants.

The above advertising situation not only causes difficulties for management but also causes economic loss because advertising fees cannot be collected, especially for small and retail advertisements. From 2019 until now, due to the impact of the COVID-19 pandemic, many businesses have had to temporarily close and stop business operations. To create conditions for organizations, businesses, and individuals to restore production and business, every year according to the specialized inspection plan for culture, sports, and tourism, they still organize inspections of advertising activities but Mainly propagate and remind production and business establishments to comply with legal regulations in advertising activities. Therefore, during this period there have been no strict measures to handle or administratively sanction any units or businesses related to advertising activities.

To rectify outdoor advertising activities, the Thanh Hoa Department of Culture, Sports, and Tourism has issued many documents guiding and propagating the Law on Advertising. Organizing regular inspections to rectify advertising activities and commerce. The receipt of advertising notification documents is carried out seriously

and strictly by the prescribed process and time, ensuring the most favorable conditions for organizations and individuals wishing to carry out advertising. in Thanh Hoa province. Leaders at all levels have strengthened propaganda work and guided organizations, businesses, and individuals to comply with advertising regulations according to the Advertising Law in applying for permits to build and install signs and billboards. advertising sign.

To strictly manage outdoor advertising activities, from 2013 to the present, Thanh Hoa Province has been implementing the "Plan for organizing and implementing the Law on Advertising in Thanh Hoa Province". Currently in Thanh Hoa City, a synchronous propaganda system has been formed, closely serving the political tasks, outdoor commercial advertising, and socio-economic promotion of the country. Thanh Hoa province is developing strongly. At the same time, also determine and re-plan the land location, forms of some propaganda means, the occupied space, and the scale of some types of outdoor advertising such as specialized advertising screens, Banners, panels, signs, LED lights, advertising panels standing alone or attached to construction works, etc. On that basis, submit to competent management levels or land lessors for long-term use by the provisions of law. Creating a legal basis for state management, bringing economic efficiency to the provincial budget, and contributing to building civilized, clean, beautiful, and increasingly strong economic cities.

V. CONCLUSION AND RECOMMENDATIONS

In recent years, it cannot be denied that outdoor advertising activities in Thanh Hoa City have been growing stronger, going up along with the economic growth of the city in particular and the entire province. Generally speaking. For that reason, outdoor advertising types are becoming increasingly diverse, increasing in number, and diverse in types and advertising methods. However, besides the visible superficial benefits, outdoor advertising activities also have many limitations that need to be handled promptly to make adjustments in management activities. Developing legal documents, creating a legal corridor to manage advertising activities, and implementing administrative procedure reform have brought benefits and advantages in promulgating and managing advertising activities. out side. But, up to now, the legal system from central to local levels in the field of outdoor advertising still has many shortcomings. The awkward and slow handling of implementation work, especially the coordination between departments and branches related to people's awareness, is still limited.

From that situation, requirements have arisen: to build and establish appropriate documents and measures to improve state management capacity on advertising activities in general, and manage external advertising activities. heaven in Thanh Hoa city in particular.

Strengthen innovation of management mechanisms by the Party's guidelines and policies. Building, developing, and managing outdoor advertising activities according to the Party's guidelines and policies in market economic conditions is a problem facing many difficulties. Therefore, Party committees and Thanh Hoa city authorities at all levels need to focus on innovating management mechanisms to suit the practical situation of the country in general and localities in particular.

First of all, it is necessary to inspect and review the system of legal documents and implementation according to legal documents and regulations on outdoor advertising in the city. In the work of developing plans, projects, and reports, it is necessary to focus on properly evaluating practical practices in the process of implementing and guiding the implementation of state legal documents and regulations on advertising. At the same time, there is a need for comments on adjustments, and proposals to supplement and complete the system of legal documents to suit the reality of the economy. Carry out a good review and re-evaluation of local advertising regulations on a regular and continuous basis, thereby promulgating new documents more suitable to the actual situation and practical requirements.

It is necessary to develop a clear plan for outdoor advertising activities, most specifically in the current period, when outdoor advertising has been making an important contribution to promoting the province's economy, contributing to creating a new face for the urban landscape. To solve long-term problems, it is thought that leaders at all levels need to develop an outdoor advertising plan in the area until 2030, with an orientation to 2050.

It is necessary to arrange and balance capital sources for visual propaganda advertising activities and advertising that is not intended to make a profit. Must determine investment capital needs, and allocate appropriate capital sources from sources: State, enterprises. For commercial advertising: It is necessary to increase calls for funding from individuals and businesses.

There needs to be a detailed land planning plan for propaganda, political propaganda, and outdoor commercial advertising. There needs to be a specific incentive mechanism to attract investors.

It is necessary to pilot large-scale advertising propaganda boards in locations adjacent to and connected to neighboring provinces and districts. Increase advertising

installation in large parks today such as Bo Ve Park, Hoi An Park, ... and some public places that attract large crowds of people. Some central positions may combine commercial advertising with propaganda to serve a political mission.

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