



# IO Media – Brand Value Brainstorm

19 November 2009



An interesting brainstorming session was held among IO Media members on the nineteenth of November 2009 to figure out the core value of the team.

The training section took place in a romantic and natural space in Binh Quoi .





Phuc Di opened the training session.

We were divided into 3 random groups to go through activities.



It was “Ông nhòm” (binocular) team, including Loi – nickname “King Bee”, Minh “tồ tồ”, Hanh “fat rat”, Dat “newbie”. This team had a deepest and most accurate view.



“Gia Cat Luong” (Zhuge Liang) team, always one step ahead in terms of ideas.  
Members: Hoài Anh “longtail”, Thạch “stone”, Phượng “khóc nhè”, Thúy “whitefang”



4-Pros team – professional and modern style.  
Members: Annie “mama”, Bảo “beckerbao”, Hiễn “binny ngo”, Đảo “Johny Tạ”



Each team analysed competitors in the most creative way through the images found in magazines and newspapers.





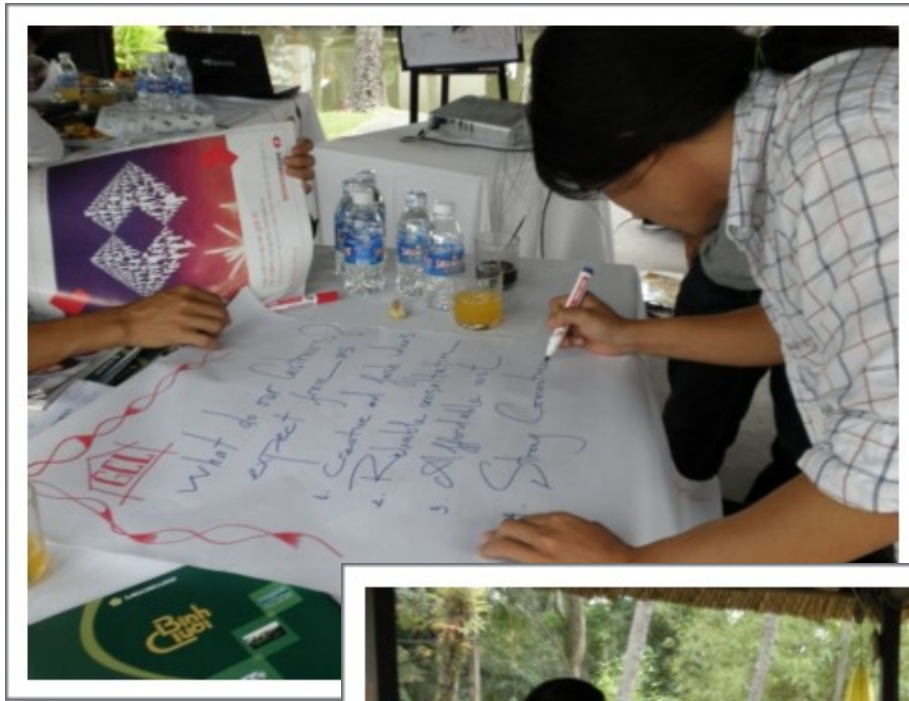
Hien reviewing IO Media's achievements and breakthrough development during the year.



King Bee giving his opinions about a competitor



The atmosphere of the training section was kept enjoyable by the slides with full of visual illustration, questions, and interactive games as well as attractive presentation skills of each team.





Having lunch together





Group photos during breaktime





Enjoyed natural beauty. Who took this picture? What was the topic?

... Right here waiting for the Bees?



Gia Cat Luong in costume of 21<sup>st</sup> century



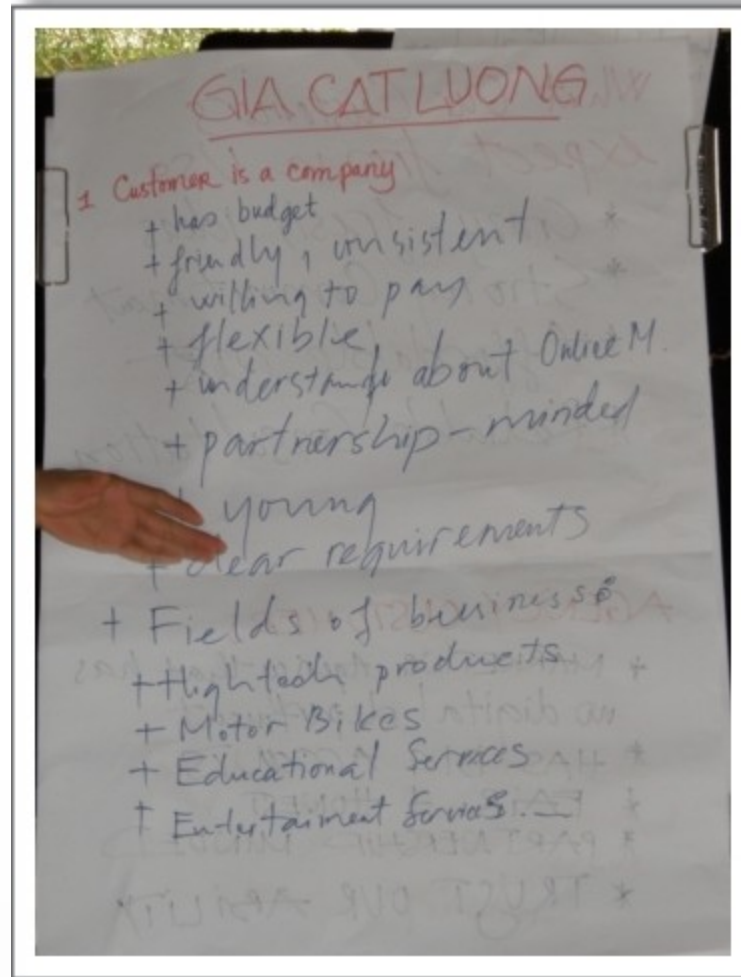
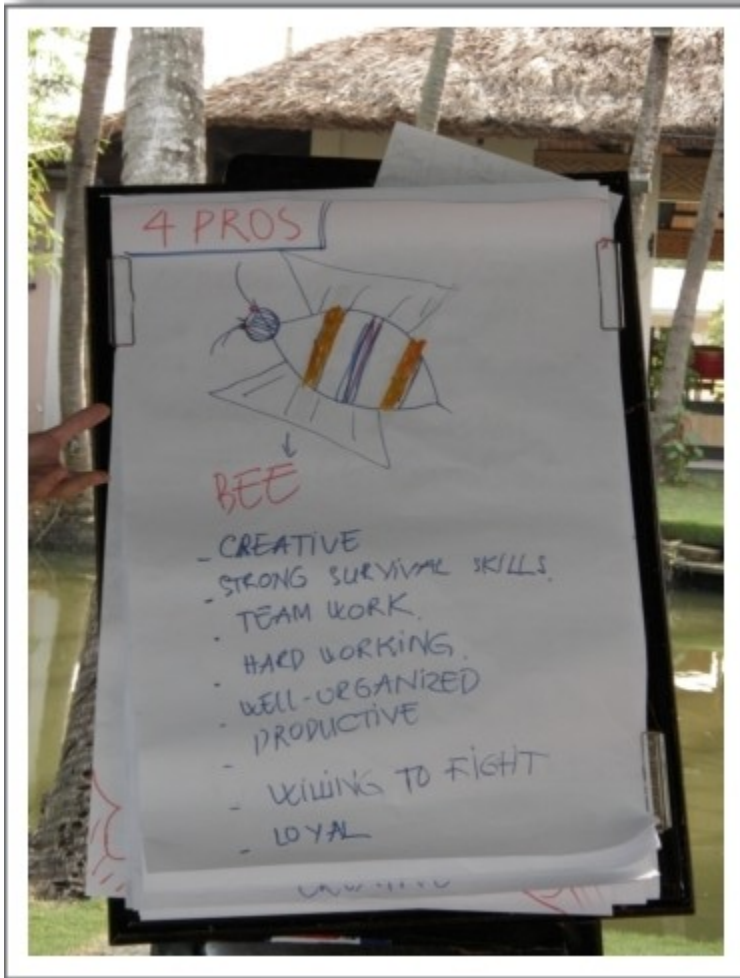
At 15:20 on Nov 21, 2009, his statement of loyalty had come into history of IO Media.



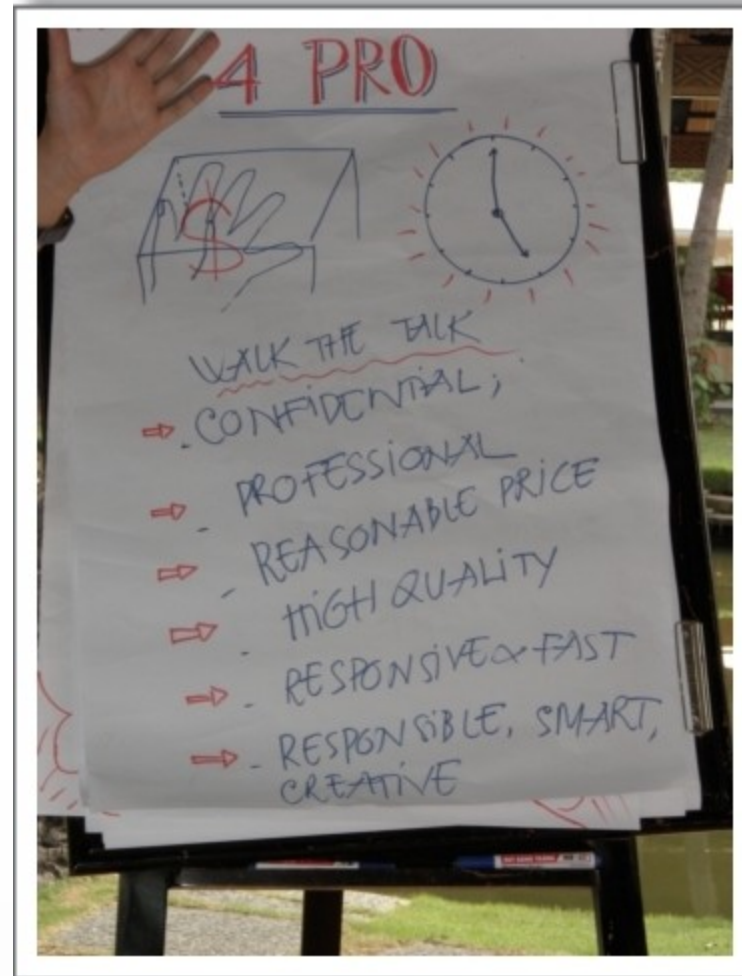
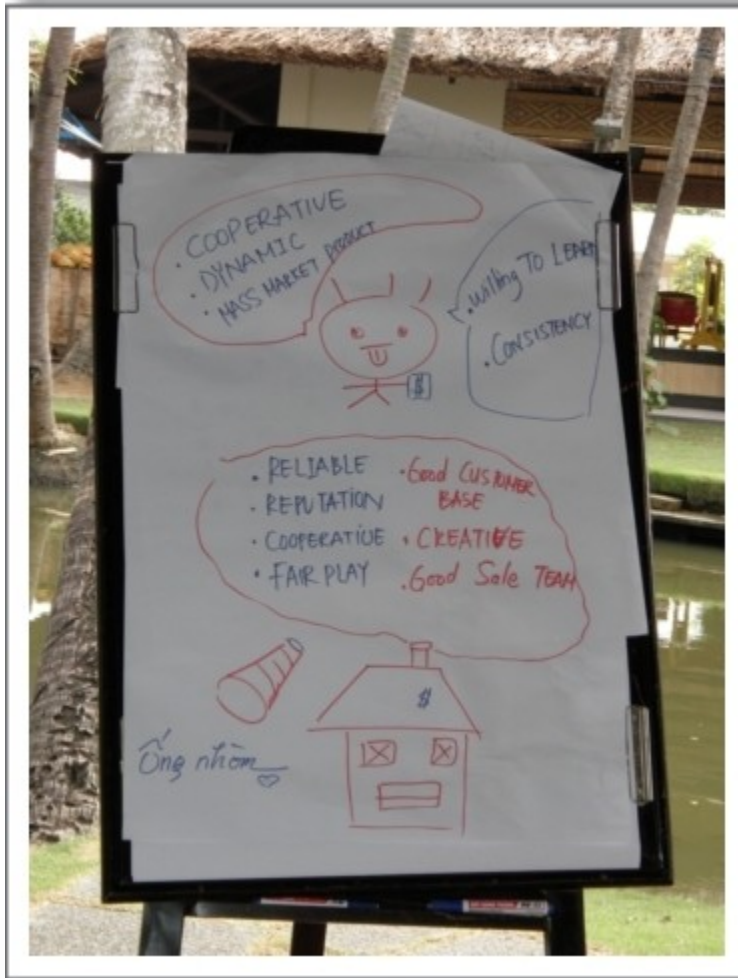
Chieng, a reporter of CNN also joined the training



Enjoyed cakes in the middle of the training section.



One idea expression board.



Teams presented their viewpoints actively. The board of management was surprised by creative ideas of all teams and above all, they seemed to be convinced most of the time.

## Digital buddies having fun with discussions



When 4-Pros team clumsily answered questions from the others, other teams burst into laughter. The section got more and more exciting.



After the brainstorming section, all members of IO Media harvested a clear awareness of the Core Value of the team.

We would like to send our special thanks to Di for his preparations and graceful hosting. The slogan “Your digital buddy” and the image of a “diligent bee” were chosen among more than 20 proposals, opening a new vision for IO Media in the next coming year, 2010.