

# **DOCTOR 247**

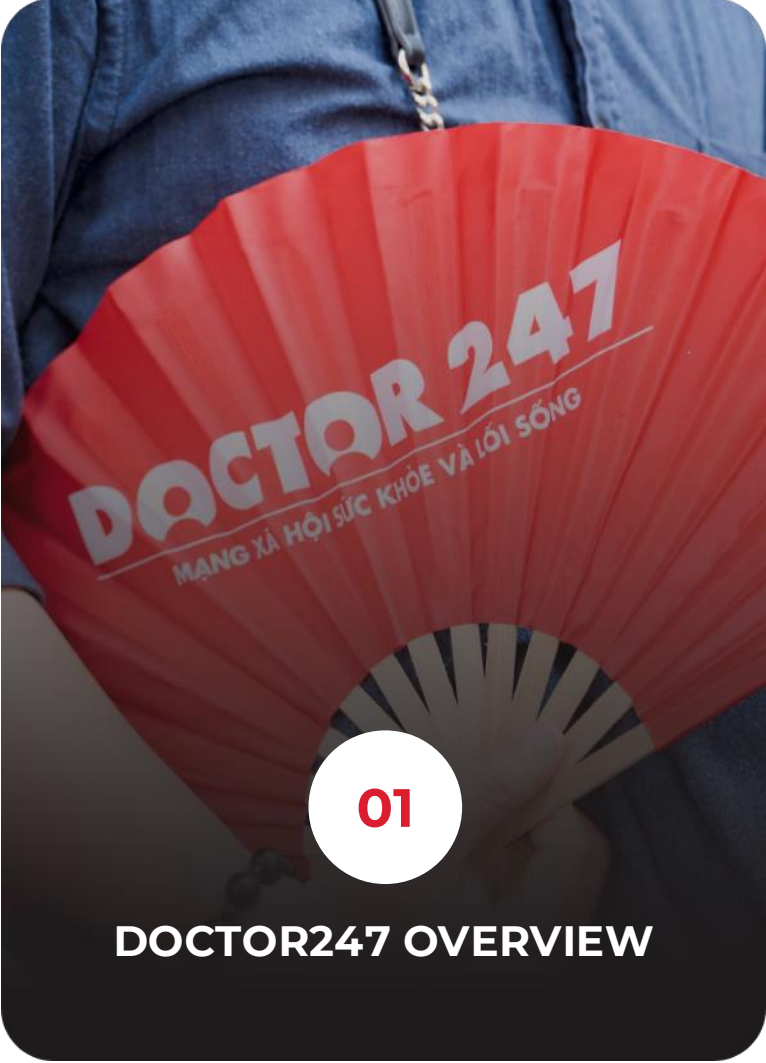
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# **PROFILE**

## **2026**

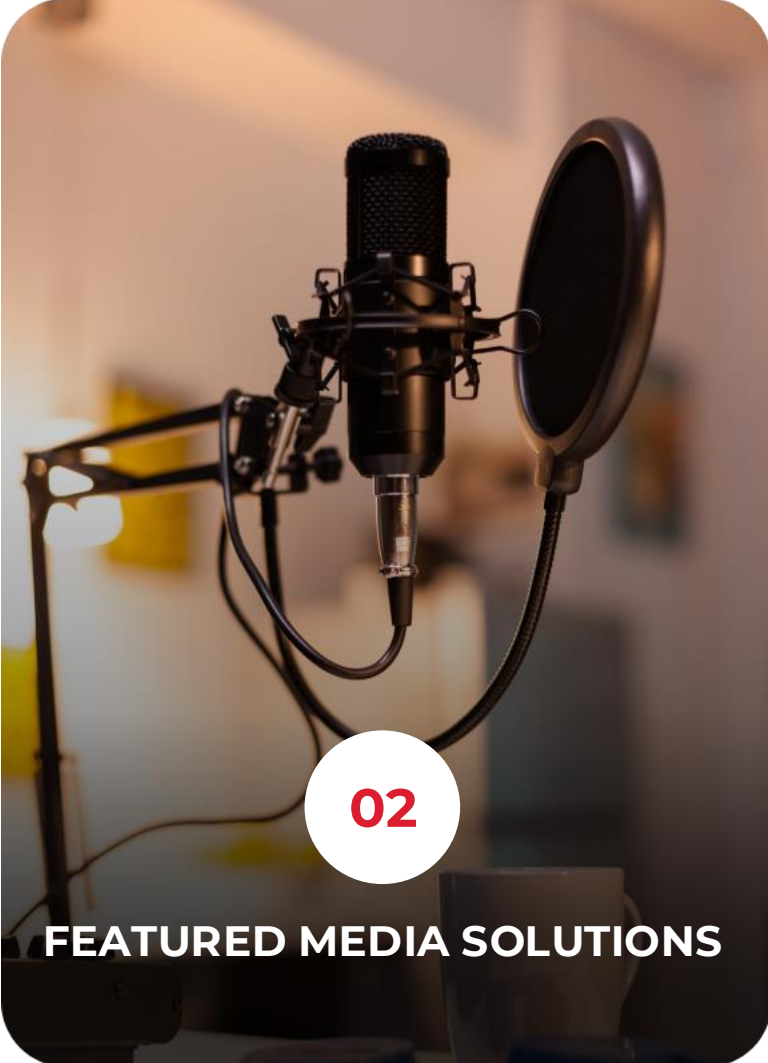
[doctor247.vn](http://doctor247.vn)

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# DOCTOR247 OVERVIEW

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# DOCTOR 247

MẠNG XÃ HỘI SỨC KHỎE VÀ LỐI SỐNG

## HEALTH & LIFESTYLE SOCIAL NETWORK

Doctor247 is a platform sharing scientifically standard information on health and lifestyle, offering positive and multidimensional perspectives to raise awareness of both physical and mental health.

# DOCTOR 247

MẠNG XÃ HỘI SỨC KHỎE VÀ LỜI SỐNG

[doctor247.vn](http://doctor247.vn)

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[ghientin247](https://www.tiktok.com/ghientin247)



[REVIEW GIÙM BẠN](https://www.facebook.com/reviewgiumban)

[Review Giùm Bạn](https://www.youtube.com/reviewgiumban)



[TRẠM THƯƠNG](https://www.facebook.com/tramthuong)

[tramthuong2025](https://www.tiktok.com/tramthuong2025)



[TIPS SỨC](https://www.facebook.com/tipssuc)



[REVIEW Y DƯỢC](https://www.facebook.com/reviewyduoc)



[Page này chung cất bình yên](https://www.facebook.com/chungcattbinhyen)

**NETLIFE**  
CỔNG THÔNG TIN ĐIỆN TỬ TỔNG HỢP

[Netlife.vn](https://www.facebook.com/netlife.vn)



[Bác sĩ Lê Đình Phương](https://www.facebook.com/bacsiledinhphuong)

# INTEGRATED SOCIAL MEDIA ECOSYSTEM

With a network of more than **15 specialized social media channels and websites** focused on health and lifestyle, Doctor247 provides **synchronized solutions from online to offline** to inspire a modern and healthy lifestyle.



**335K**  
Social media followers

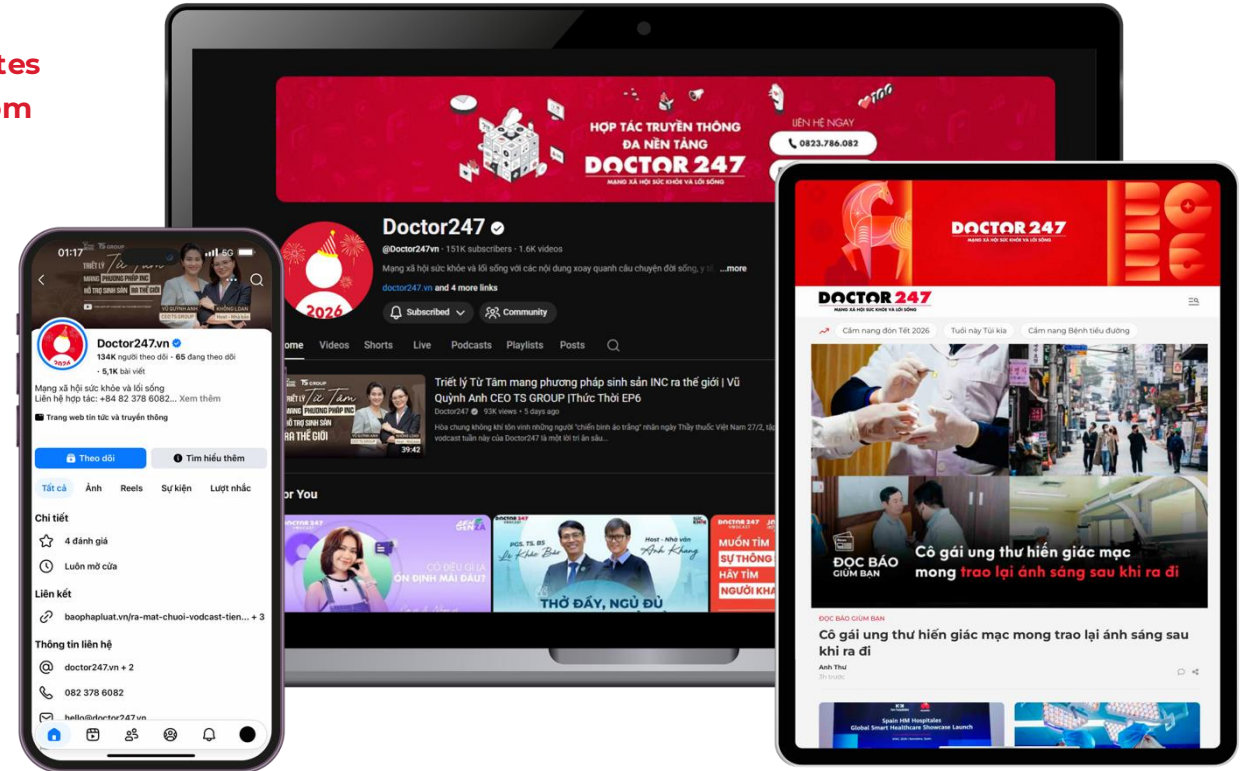
**30M+**  
Total social media reach

**150M+**  
Total social media video views

**2M+**  
Total social media engagement

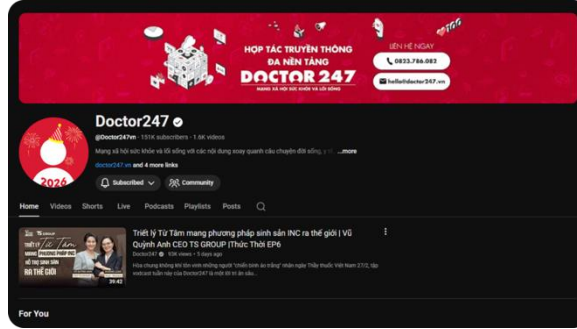
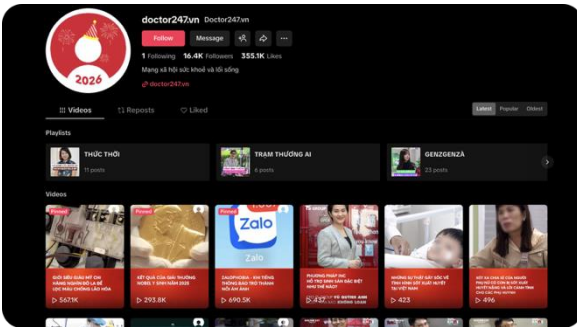
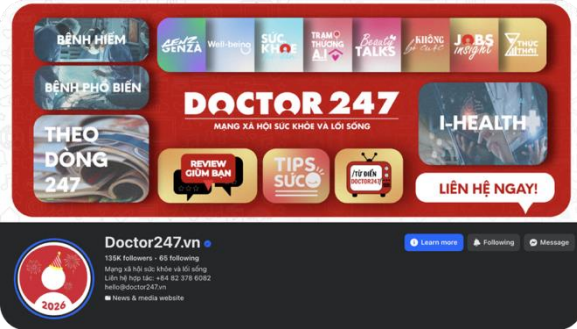
**50K**  
Total viewers/ month

**100K**  
Total website view/ month



# MAIN COMMUNICATION CHANNELS

## SOCIAL MEDIA

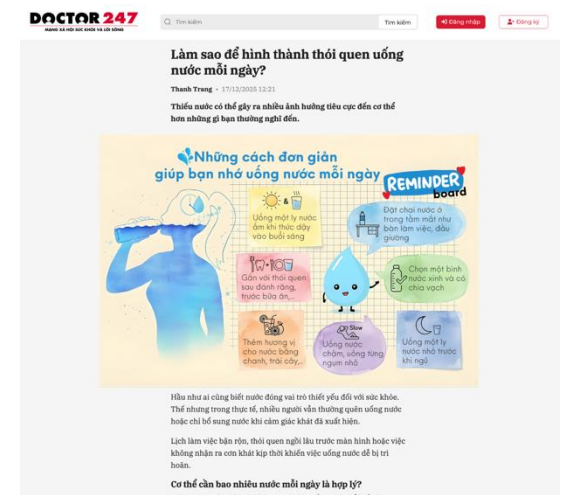


**134K** Followers  
**151K** Followers  
**16.3K** Followers

## WEBSITE



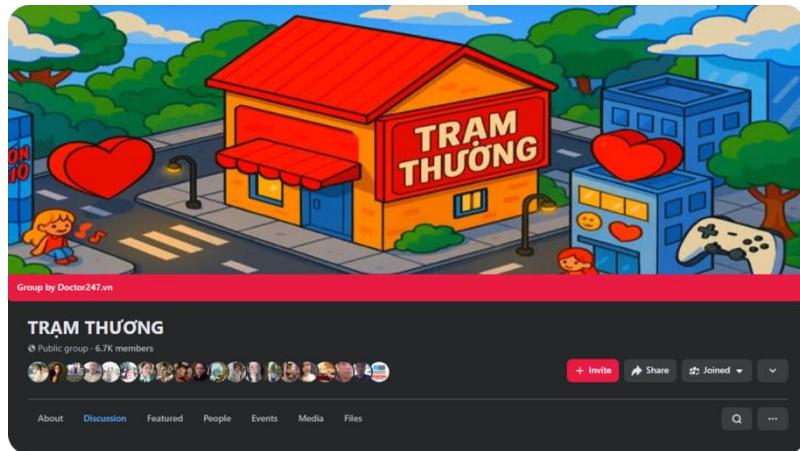
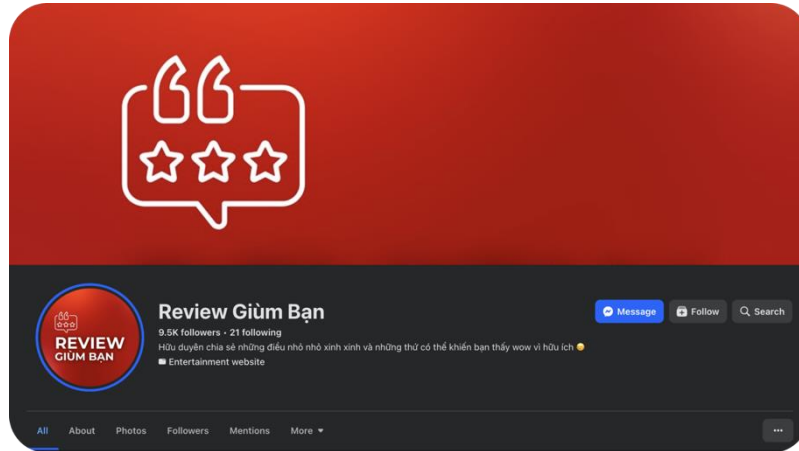
HOMEPAGE



Article page

**100K**  
Page views/ month  
**50K**  
Unique users/ month

# SUPPORTING CHANNELS & COMMUNITIES



**120K+**  
Followers

**1M+**  
Engagements

**75M+**  
Video views

**20K+**  
Community group members

# USER PROFILE

## Doctor247 audience interests & behaviors

Doctor247 users include both individuals and businesses interested in health, lifestyle, and overall well-being. They seek reliable, science-based information that is accurate, practical, and presented in a way that connects with everyday life.

Key content:

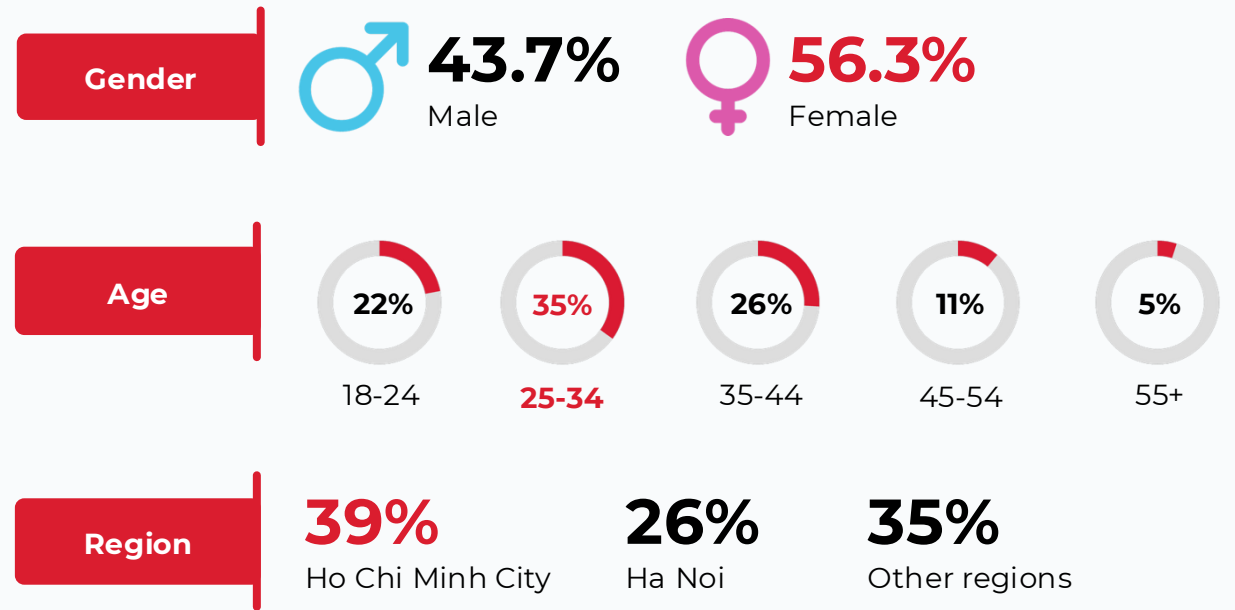
- **Physical & mental health:** Understanding the body, disease prevention, mental well-being, and maintaining a balanced life.
- **Healthy lifestyle & daily living:** Nutrition, exercise, sleep, stress management, and habits that support a healthier quality of life.
- **Self-care & family care tips:** Practical advice and real-life experiences for taking care of personal and family health.
- **Medical news, technology & emerging trends:** Updates on diseases, medical research, and the latest innovations and healthcare solutions.
- **Brand & corporate insights:** Information about products, services, technologies, and initiatives from companies across various industries.

## Audience scale across channels

**~4,000**  
Viewers/ month

**~2.5M**  
Reach/ month


## Demographics



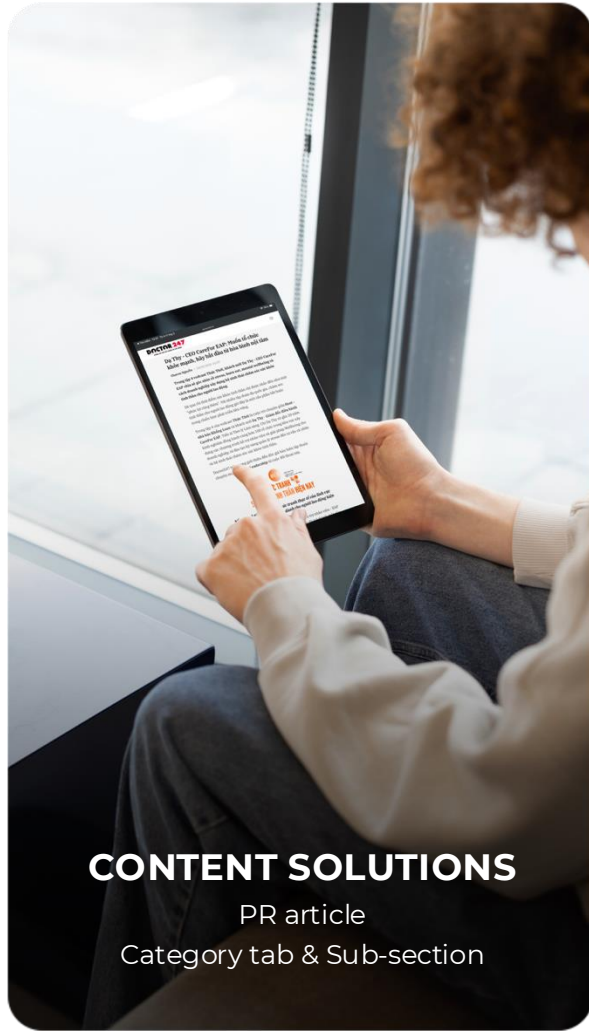
02

# FEATURED MEDIA SOLUTIONS


# MEDIA SOLUTIONS OVERVIEW



**DISPLAY SOLUTIONS**  
Web banner



**CONTENT SOLUTIONS**  
PR article  
Category tab & Sub-section



**AMPLIFICATION SOLUTIONS**  
Boost content and article visibility  
across the Doctor247 ecosystem



**EXCLUSIVE SOLUTIONS**  
Vodcast sponsor  
Offline event

# DISPLAY SOLUTIONS

Doctor247 provides display advertising solutions on Doctor247.vn, helping brands effectively **deliver campaign messages and brand imagery**.

With a **diverse system of placements across multiple webpages**, brands can reach a large user base and maintain strong brand visibility.



### Reach the right audience

Users with high interest in physical and mental health, healthy lifestyle, life & health tips,...



### Increase brand awareness

Diverse display placements on webpages to maximize reach to users on the Doctor247 website.



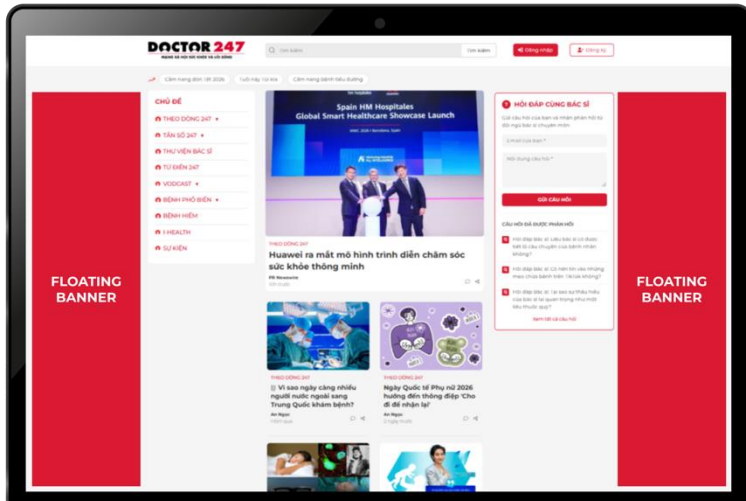
### Strengthen brand recall

Maximize ad display frequency to strengthen brand recall throughout the campaign.



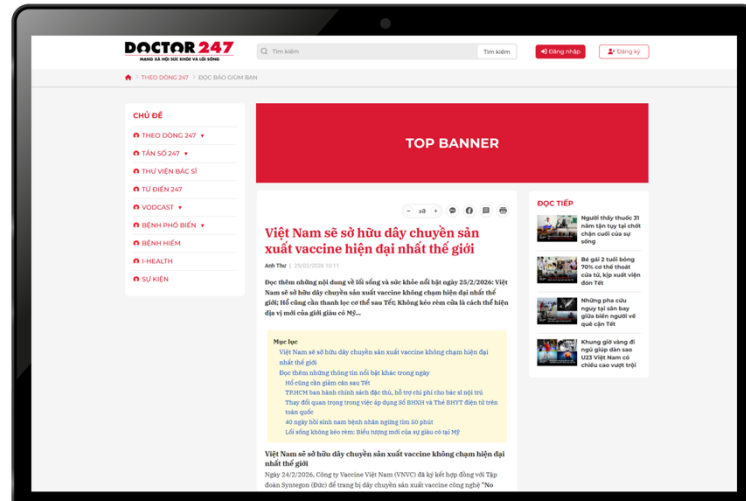
# HIGHLIGHTED PLACEMENT - PC

## FLOATING BANNER



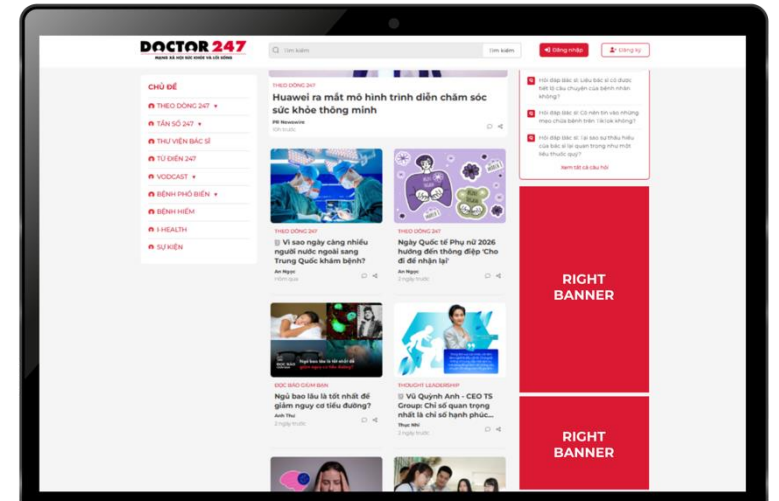
Fixed banner positions on both sides of the page help the brand always appear in the user's line of sight when they access and scroll the content.

## TOP BANNER



Large-sized banners at the top of the article page help the brand make a strong impression right from the first touchpoint.

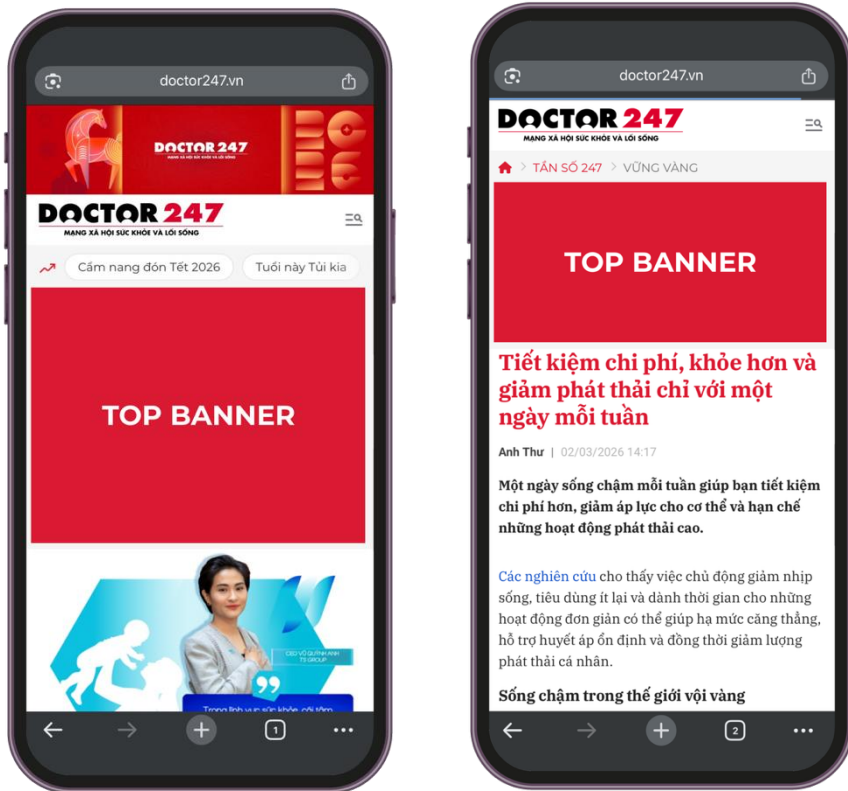
## RIGHT BANNER



The multi-sized banners on the right column helps the brand maintain a stable presence on the homepage and article pages.

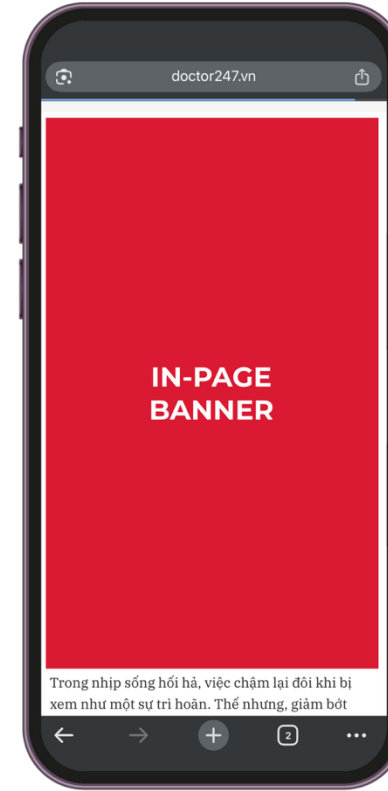
# HIGHLIGHTED PLACEMENT - MOBILE

## TOP BANNER



Banners appearing right on the first screen on web mobile help the brand reach users immediately upon accessing the website.

## IN-PAGE BANNER



Full-screen banners positioned within the article help capture users' attention and strengthen brand recall.

# CONTENT SOLUTIONS

Doctor247 offers content solutions that enable brands to tell their stories in a relatable way, aligned with health and lifestyle contexts. Through **article development, PR execution**, and the creation of **dedicated category tabs or specialized pages**, brands can naturally communicate their messages while maintaining consistent content visibility across the Doctor247 ecosystem.



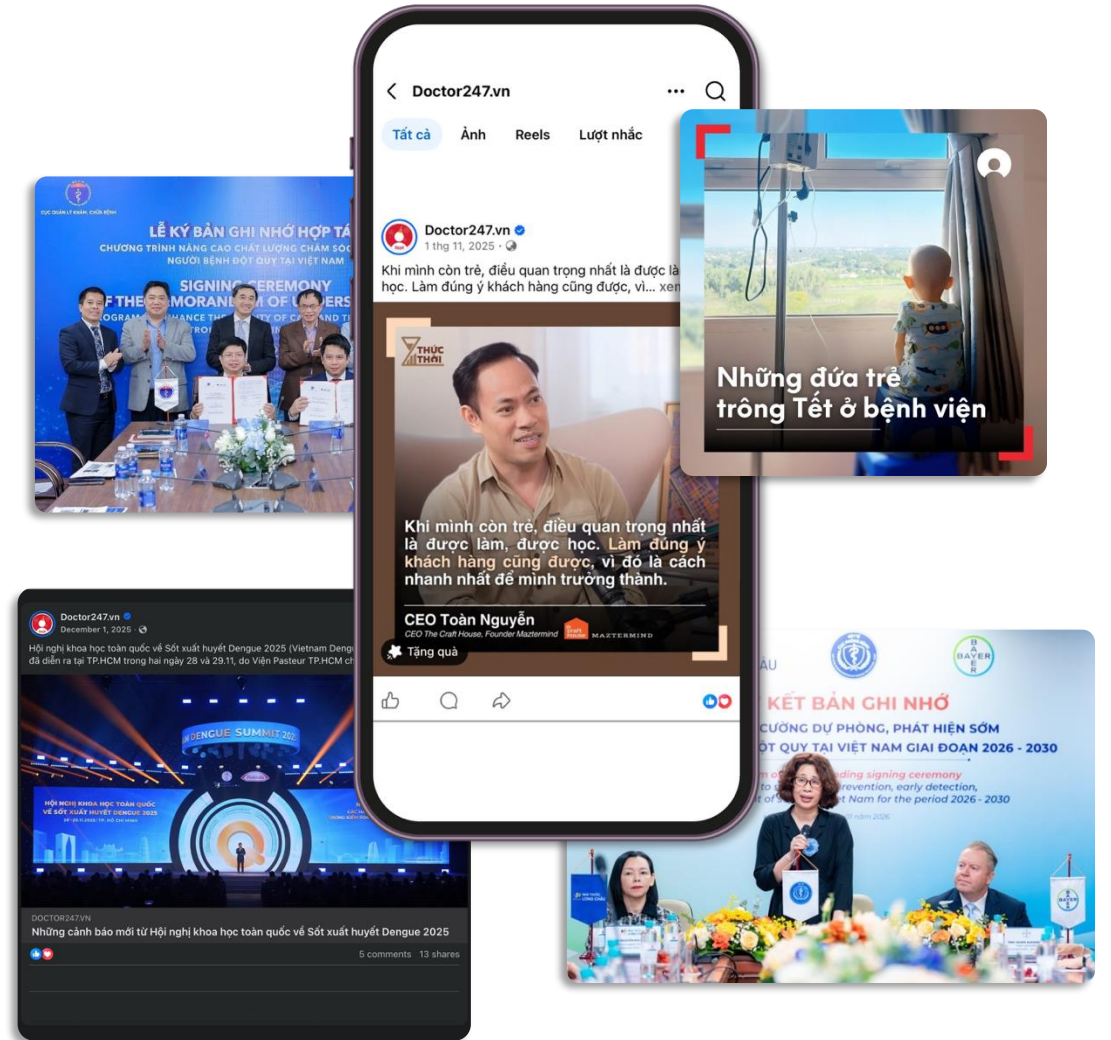
### Organic message delivery

Content is produced and distributed within the Doctor247 ecosystem, helping brands reach the right target audience.



### Dedicated content hub on Doctor247

Create category tabs and sub-section for a consistent and prominent content series for the brand.



# KEY CONTENT SERIES

Content series on Doctor247 are built around **health and lifestyle topics**, providing useful information, new trends, and in-depth perspectives from experts.



## Bệnh phổ biến & Bệnh hiếm

Providing insights into both common and rare diseases from early warning signs to prevention tips to help readers stay informed and proactively protect their health every day.



## Theo dòng 247

Stay updated with the latest stories and developments in health and lifestyle every day.



## Từ điển 247

Explore trending health and lifestyle terms with clear explanations, helping readers better understand topics the community is actively discussing.



## Tần số 247

Stay updated with engaging content around health and lifestyle, discover the latest research, and explore practical tips for better daily wellbeing.



## i-Health

A hub for the latest advancements in healthcare and medical technology, from AI and digital transformation to innovative solutions shaping modern health management.



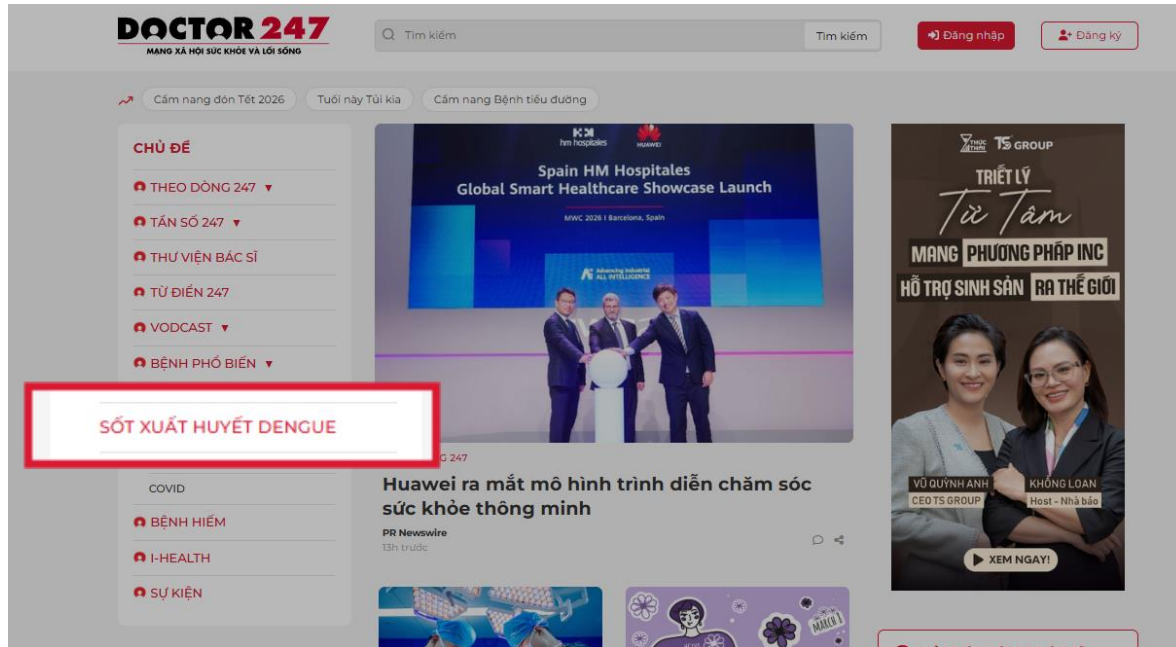
## Vodcast Doctor247

A space where health and lifestyle stories are explored in depth through conversations and insights from experts across various fields.



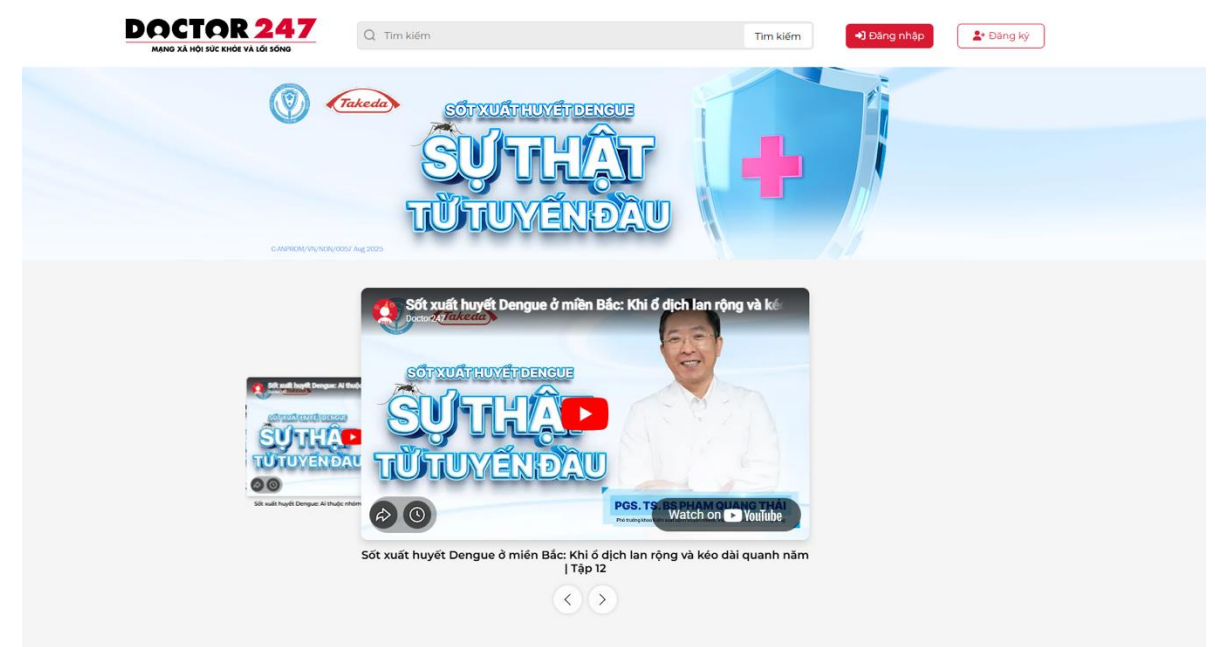
# CATEGORY TAB & SUB-SECTION

## CATEGORY TAB



The dedicated category tab appears as a **level-1 category on the Doctor247 website** and is **displayed on the main navigation bar**. This placement allows the brand to stand out as an independent content column within the site structure, providing a clear entry point for users to easily explore brand-related content.

## SUB-SECTION



The sub-section page is a dedicated content site **designed according to the brand's concept and visual identity** on the Doctor247 website. It serves as a **central hub that gathers the brand's PR articles and related content**, allowing users to conveniently explore campaign information in one place.

# AMPLIFICATION SOLUTIONS

Doctor247 enables brand content to reach audiences interested in health and lifestyle naturally through a **multi-platform social media ecosystem**, supported by a **wide range of content formats including images, articles, and videos.**



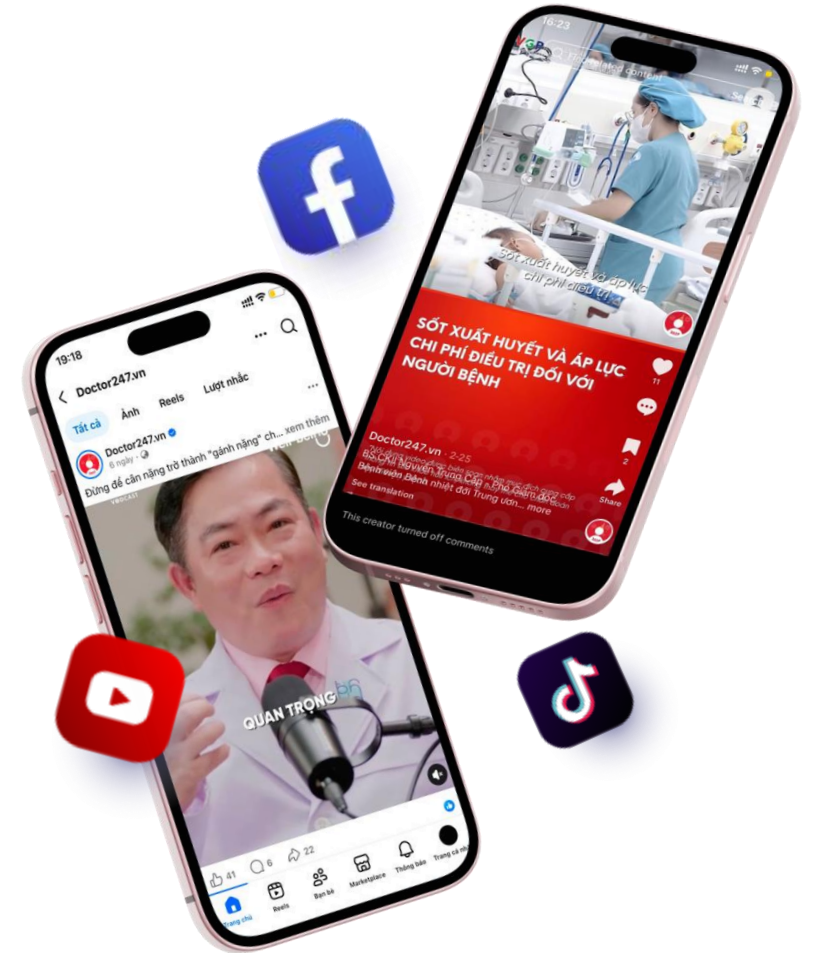
## Diverse content format

Content is distributed across social media platforms in various formats, including images, videos, text posts, links, and in-content ads.



## Scaling brand message exposure

Multi-channel content distribution helps brands reach a wider audience and engage users across multiple touchpoints.



# FACEBOOK AMPLIFICATION

## FRAMED CONTENT



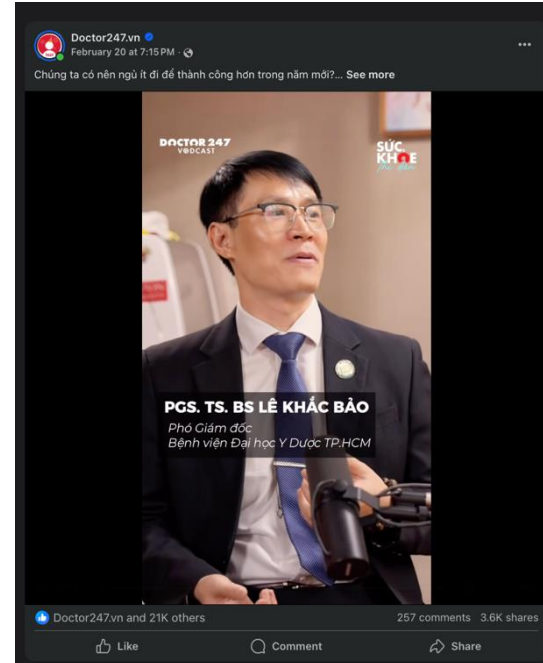
Integrating branded content frames within social media posts

## SHARE LINK



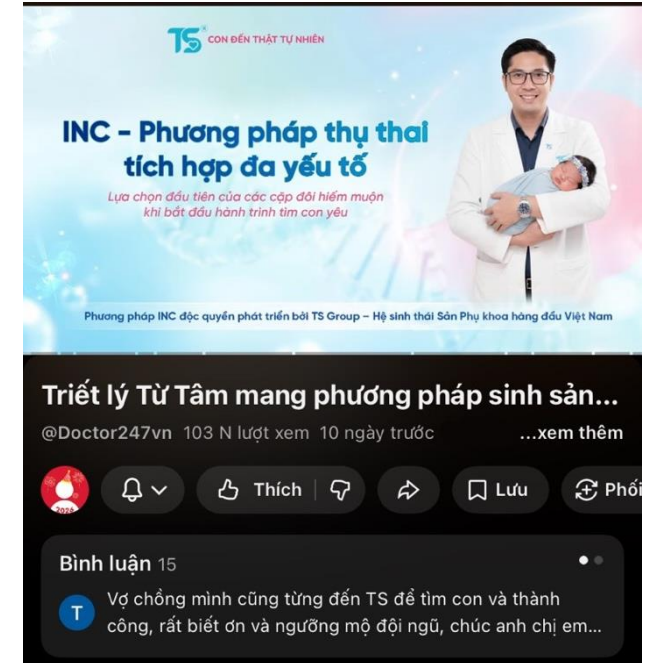
Sharing brand links (articles, livestreams, or landing pages) through social media posts

## SOCIAL POST



Publishing content (text, images, or videos) on the Doctor247 fanpage

## VIDEO INTRO ADS



Embedding brand ads within the first 3-5 seconds of video content

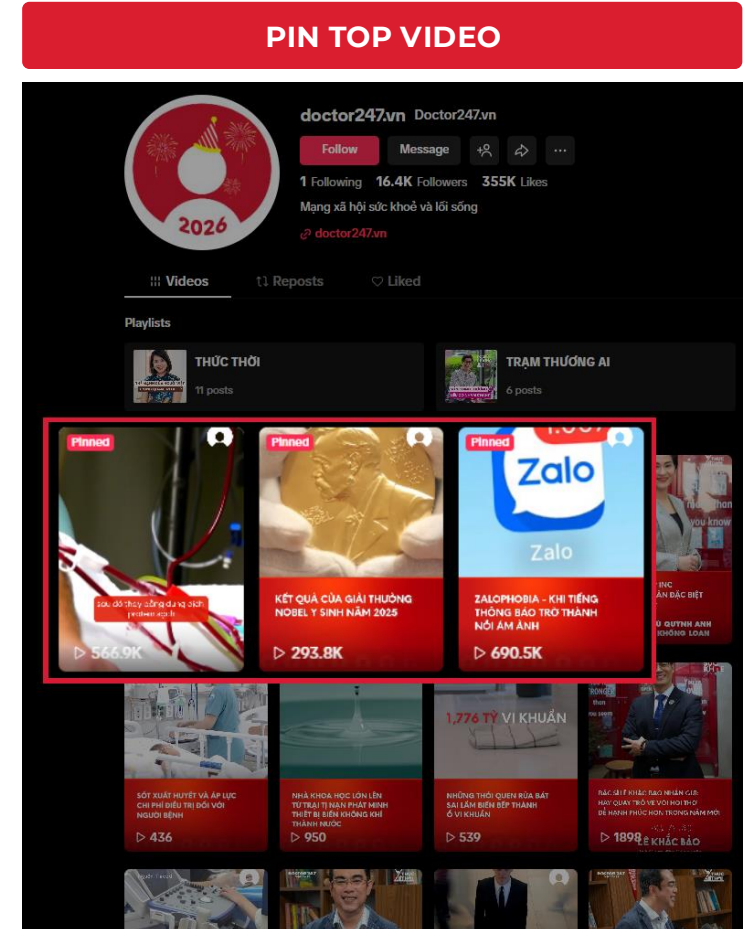
# YOUTUBE & TIKTOK AMPLIFICATION



Publishing branded videos on Doctor247's TikTok and YouTube channels



Embedding brand ads at the beginning of video content



Pinning brand videos among the top 3 featured videos on the page

# EXCLUSIVE SOLUTIONS

Doctor247 offers exclusive solutions that help brands build deeper connections with the community through initiatives such as **multi-topic vodcast sponsor, expert dialogue and offline events.**



## Content Experience - Vodcast, video series

Vodcast and video series that help brands share their story in an authentic, relatable way within the context of health and lifestyle.



## Expert Dialogue – Expert talks & thematic discussions

Talk shows and expert panels sharing insights that build credibility and provide value to the community.



## Community Event – Offline engagement

Offline activities that connect brands and audiences while amplifying messages and building long-term engagement.



# VODCAST SPONSOR

Doctor247 partners with brands throughout the entire vodcast process — from **concept development and scriptwriting to production and content distribution** — ensuring the content aligns with the brand’s communication message. Brands can also participate as **sponsors**, appearing throughout the vodcast episodes to enhance brand visibility.

**6+**

Multi-industry vodcast series

**70+**

Episodes published

**3.8M+**

Views



Data updated in March 2026

# FEATURED VODCAST SERIES



## THỨC THỜI

A vodcast series exploring leadership mindset and the journey of building sustainable businesses in an ever-changing world.

**06** Published episodes **700K+** Views



## GEN Z GEN ZÀ

A vodcast where voices from Gen Z to Gen X come together to discuss life, love, career, health, and the impact of technology on modern living.

**09** Published episodes **600K+** Views



## JOBS INSIGHT

A series featuring guests from various industries sharing real-life experiences and practical advice on career paths and professional growth.

**18** Published episodes **900K+** Views



## SỨC KHỎE THỊ DÂN

A series on health and lifestyle topics for urban audiences, offering practical tips for staying well in fast-paced city life.

**14** Published episodes **500K+** Views



## KHÔNG BỎ CUỘC

A series sharing real-life stories of resilience in overcoming health challenges, offering honest perspectives on the journey of healing.

**09** Published episodes **200K+** Views



## WELL-BEING

A series that encourages viewers to take a more proactive approach to health and well-being through expert insights and practical guidance.

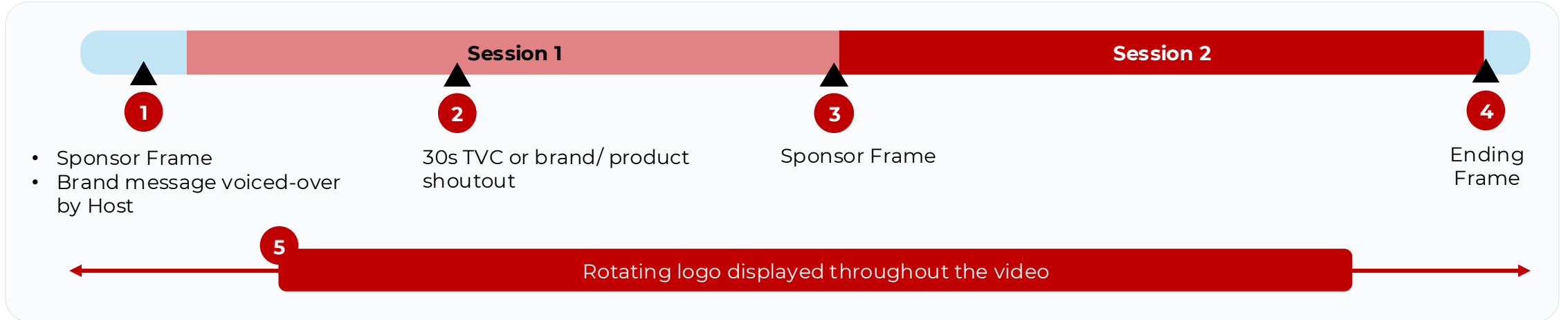
**07** Published episodes **300K+** Views

[ALL VODCAST SERIES](#)

Data updated in March 2026

# SPONSOR VISIBILITY PLACEMENT

## TIMELINE



## BENEFIT PREVIEW

This section provides visual examples of the sponsor visibility placements:

- 1** and **3**: Sponsor Frame. Shows the DOCTOR 247 logo and MT ENTERTAINMENT logo side-by-side.
- 2**: TVC / banner (provided by brand). Shows a promotional banner for 'INC - Phương pháp thụ thai tích hợp đa yếu tố' featuring a doctor and a baby.
- 4**: Ending Frame. Shows the DOCTOR 247 logo and MT ENTERTAINMENT logo side-by-side.
- 5**: Rotating logo. Shows a woman speaking in a video with a small rotating logo in the top right corner.
- 1**: Brand message voice-over by Host. Shows a host speaking at a podium with the DOCTOR 247 logo in the top left corner.

# OFFLINE EVENT

Doctor247 organizes a variety of event formats, creating spaces for connection and discussion around health and lifestyle topics.

**Exclusive event**

**Roundtable**

**Summit**

**Workshop**

## Hosts & Speakers



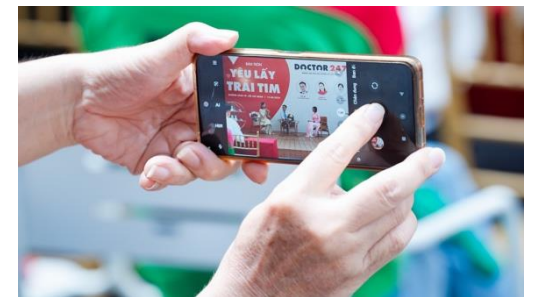
### VIP guests

KOLs, influencers, artists, and senior leaders from various organizations and industries.



### Doctors & Healthcare experts

Professionals from diverse medical and health fields with strong expertise in health and lifestyle.



03

# FEATURED CAMPAIGNS

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# TAKEDA – UMC – DOCTOR247



## OVERVIEW

Dengue fever remains a common infectious disease in Vietnam, with seasonal outbreaks and the risk of serious complications if not properly prevented.

To raise public awareness, Takeda Vietnam, the University Medical Center Ho Chi Minh City, and Doctor247 collaborated on a communication campaign featuring multiple formats and educational health content about dengue prevention.

## IMPLEMENTATION

Doctor247 partnered with medical experts to produce a vodcast highlighting the year-round risk of dengue fever. The campaign was amplified across Doctor247's digital platforms to expand reach and improve the effectiveness of health communication within the community.



**568K+**

Multi-platform  
vodcast views

**30K+**

Traffic to  
category tab

**10+**

Content assets  
(videos, posts & articles)

## CATEGORY TAB

The screenshot shows the Doctor247 website interface. At the top, there is a search bar and navigation tabs for 'Cẩm nang đón Tết 2026', 'Tuổi này Tuổi kia', and 'Cẩm nang Bệnh tiểu đường'. Below this is a 'CHỦ ĐỀ' (Topic) menu with several options: 'THEO DÒNG 247', 'TẦN SỐ 247', 'THƯ VIỆN BÁC SĨ', 'TỪ ĐIỂN 247', 'VODCAST', and 'BỆNH PHỔ BIẾN'. The 'SỐT XUẤT HUYẾT DENGUE' category is highlighted with a red box. Below the menu, there are sections for 'COVID', 'BỆNH HIỂM', 'I-HEALTH', and 'SỰ KIỆN'. The main content area features a large image of a conference titled 'Spain HM Hospital Global Smart Healthcare Show' and a news article titled 'Huawei ra mắt mô hình trình c sức khỏe thông minh'.

## PUBLISHED ARTICLE

### CHỦ ĐỀ

- THEO DÒNG 247 ▼
- TẦN SỐ 247 ▼
- THƯ VIỆN BÁC SĨ
- TỪ ĐIỂN 247
- VODCAST ▼
- BỆNH PHỔ BIẾN ▼
- BỆNH HIỂM
- I-HEALTH
- SỰ KIỆN

### Sốt xuất huyết Dengue: Không còn theo mùa, nguy cơ bùng phát khó lường trên cả nước

Quỳnh Như | 27/03/2025 17:28

Sốt xuất huyết Dengue không còn là bệnh theo mùa mà đang xuất hiện quanh năm, với số ca mắc tăng cao trên cả nước do biến đổi khí hậu và đô thị hóa.

Dịch sốt xuất huyết Dengue tại Việt Nam đang bước vào giai đoạn phức tạp. Những thay đổi thời tiết như liên tục xuất hiện mưa trái mùa, mùa mưa có xu hướng kéo dài hơn...tạo môi trường lý tưởng cho muỗi vẫn sinh sôi – trung gian truyền bệnh sốt xuất huyết Dengue.

Cùng với đó, thói quen trữ nước sinh hoạt ở nhiều vùng cũng góp phần thúc đẩy sự gia tăng của các ổ dịch, khiến bệnh không chỉ phổ biến ở miền Nam – nơi vốn chịu ảnh hưởng nặng nề của sốt xuất huyết Dengue, mà còn ở cả miền Bắc, miền Trung và Tây Nguyên.



# TAKEDA – UMC – DOCTOR247

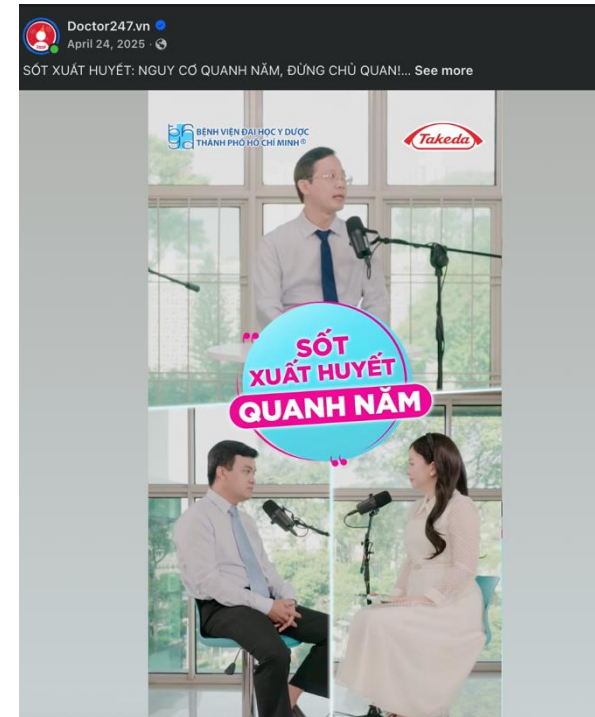
Social media channel



## VIDEO VODCAST



## SOCIAL POST



## OVERVIEW

TS Group is an ecosystem specializing in obstetrics, reproductive health, and fertility support. To communicate the brand's philosophy of care and introduce its integrated natural conception method (INC), Doctor247 developed a creative content solution targeting couples interested in reproductive health and the journey to parenthood.

## IMPLEMENTATION

Doctor247 produced a vodcast episode in the "Thuc Thoi" series to share insights about the INC method. The episode featured Vu Quynh Anh – CEO of TS Group, who shared the story behind TS Group's mission to help families achieve their dream of parenthood and bring Vietnamese medical solutions to the global stage. The episode was further supported by a multi-platform content rollout across Doctor247's social media channels, helping extend the campaign's reach and amplify its impact within the community.

**250K+**

Views across the social media ecosystem

**5K+**

Article visits on the website

**11**

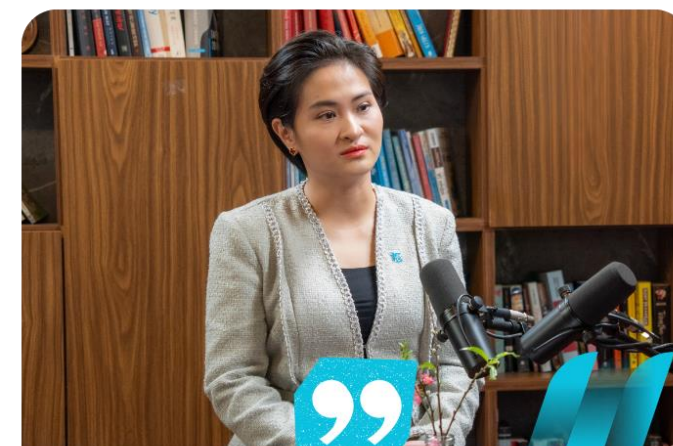
Content assets (videos, posts & articles)

Thought Leadership  
Thức Thời

#01

CEO Vũ Quỳnh Anh  
TS GROUP

## TỪ CÂU CHUYỆN HIẾM MUỘN ĐẾN SỨ MỆNH LÃNH ĐẠO



INC là phương pháp hỗ trợ thụ thai tự nhiên tích hợp, tập trung vào ba trụ cột: cải thiện chất lượng trứng và tinh trùng, xác định thời điểm thụ thai qua biomarker và chuẩn bị nội mạc tử cung để tạo môi trường thuận lợi cho phôi phát triển.

CEO VŨ QUỲNH ANH - TS GROUP



# TAKEDA - HCP SERIES



## OVERVIEW

Dengue fever remains a major public health challenge in Vietnam, while information about preventive solutions such as the QDENGGA vaccine is still limited due to various communication barriers. Therefore, a multi-platform communication strategy was needed to unify fragmented content into a consistent information flow, strengthening the campaign's impact and improving public awareness of dengue and its prevention.

## IMPLEMENTATION

Doctor247 served as a key communication platform by publishing dengue-related video content across multiple channels. All communication assets were centralized on Dengue sub-section as a content hub to maintain a continuous information flow while maximizing brand visibility and audience engagement.

01

Sub-section

350K+

YouTube views

50K+

Specialized page visits

14

Content assets  
(videos, posts & articles)

1.4M+

Website banner  
impressions

2K+

Banner clicks



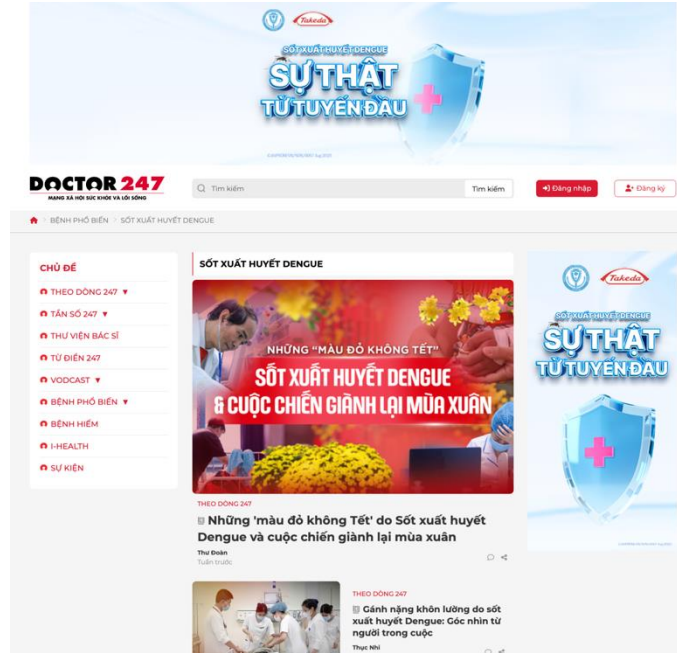
# TAKEDA - HCP SERIES



## SUB-SECTION



## WEBSITE BANNER



## VIDEO SERIES



## OVERVIEW

To strengthen its positioning as a brand associated with purity and holistic well-being, La Vie launched a content series under the message “Chut Yen Tu Thien Nhien”. Doctor247 was tasked with developing a creative content solution tailored to Gen Z audiences.

## IMPLEMENTATION

Doctor247 produced a branded vodcast series exploring themes of self-healing, mindful living, and sustainable lifestyles.

The series featured two guest-led episodes:

- **Zoe Nhu Quynh**, Miss Asia Global Vietnam 2023, who shared her daily hydration routine and personal beauty habits.
- **Luu Dinh Long**, journalist and inspirational storyteller, who discussed the role of water in supporting a mindful and balanced lifestyle.

### 510K+

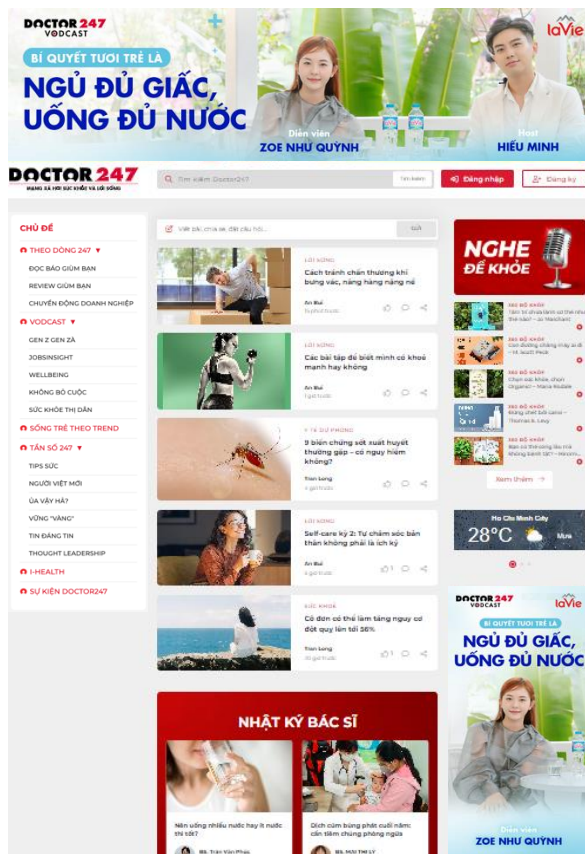
Videos views from  
02 episodes

### 40+

Content assets repurposed  
(200% KPI)



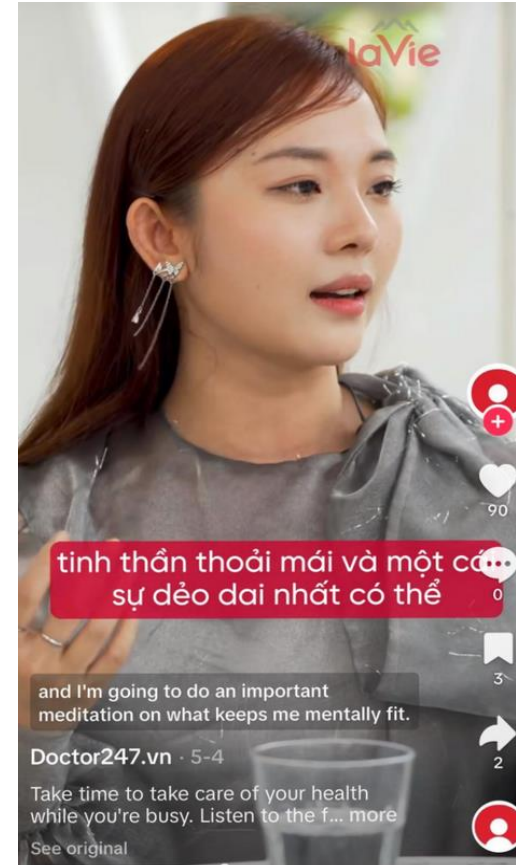
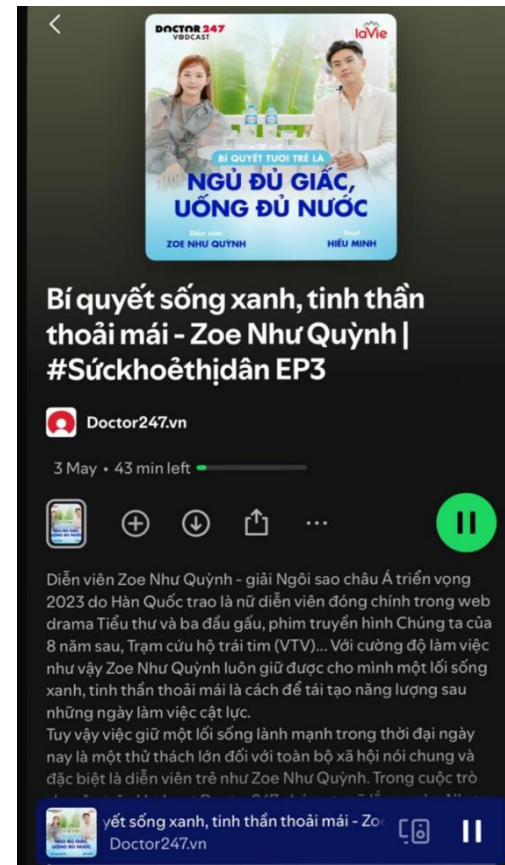
## WEBSITE BANNER



## PUBLISHED ARTICLE



## VODCAST



# THANK YOU!

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