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## Education

# RMIT Vietnam students win big at Young Spikes 2018

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Le Hong Nhung (L) and Luong Thu Trang won Gold in the Integrated category, Student League, Young Spikes  
PHOTO: COURTESY OF RMIT VIETNAM

HCMC - Two teams from RMIT Vietnam University took home top prizes at the Young Spikes 2018 creative competition held in HCMC late last week.

The two teams were shortlisted out of hundreds of competitors from all over Vietnam to compete in the finals, and ultimately won gold and silver in the competition's Integrated category, Student League.

These teams include The Mothers, made up of Le Hong Nhung and Luong Thu Trang; and Lemonade, consisting of Nguyen Hoang Chau Anh and Duong Bao Ngoc.

The participating teams were briefed on how to create an integrated campaign that encourages parents to support their children in sports and physical activities.

Nhung, who is studying Professional Communication, and Trang, majoring in Business – Logistics and Supply Chain Management, impressed the jury and won gold with the insightful message: "Be a child to know what is best for them."

"It was like an explosion inside of us when we heard our team name announced on the stage," Nhung said of the award.

"We think our strategy of integrating different channels and a social event to communicate this key message to parents brought us success in the competition."

Meanwhile, Anh and Ngoc, who both study Professional Communication, also brought an outside-the-box idea to the competition and won silver in the same category.

In late September, Nhung and Trang will represent Vietnam at the Spikes Asia Festival of Creativity in Singapore, where they can expect to learn from marketing and communication industry experts through seminars and workshops.

***Link: <https://english.thesaigontimes.vn/62640/rmit-vietnam-students-win-big-at-young-spikes-2018.html>***