TRỌN SỨC KHỎE, VẸN NỤ CƯỜI
MORINAGA MILK GROUP

Morinaga Milk Launches “Happiness Wave” Brand Experience Campaign in Vietnam

Connecting Online and Offline Experiences to Bring the Happiness Born from “Delicious” Moments to Consumers in Vietnam

2026/10/23



Morinaga Milk Industry Co., Ltd. is launching a brand experience campaign themed “Happiness Wave” (Vietnamese: “Nhịp Sóng Hạnh Phúc”) as part of its corporate branding activities in Vietnam.

The campaign focuses on the spontaneous “Mmmm…” sound people make when enjoying Morinaga Milk products. Moments of delicious enjoyment are expressed as a “Happiness Wave,” creating experiences that consumers can join both online and offline.

In addition to an online activation through a dedicated campaign website, an experiential event is planned at an AEON Mall in Vietnam.

Turn your “Mmmm…” into your own “Happiness Wave”

For the online activation, participants visit the dedicated campaign website and

record a video of themselves eating or drinking a Morinaga Milk product.





While recording, a “Happiness Wave” appears on screen in response to the participant’s “Mmmm…” and changes according to the volume of their voice. After recording, participants can save their own original video and share it on Facebook.

By entering a nickname, each participant can also enjoy a personalized video experience.

Experience the world of “Happiness Wave” at AEON Mall

Offline, an experiential booth bringing the world of “Happiness Wave” to life is planned at an AEON Mall in Vietnam. Visitors will be able to enjoy an ASMR experience featuring Morinaga Milk products.

In addition, visitors who post their ASMR booth experience or a video generated through the ASMR activity on their own Facebook account with the designated

hashtag can take part in Morinaga Milk's original gacha. Planned prizes include Happiness Wave-themed keychains, tumblers, and stickers.
The venue will also offer opportunities to experience Morinaga Milk products firsthand through product introductions and sampling.

Connecting online and offline to expand brand touchpoints in Vietnam

By combining participatory online content with an in-person brand experience, the campaign creates opportunities for consumers to encounter the world of "Happiness Wave" through a variety of touchpoints.
Morinaga Milk aims to spread the small moments of everyday happiness created through its products, such as the feelings of "delicious" and "joy," from person to person.
Through this initiative, Morinaga Milk will further deepen its communication with consumers in Vietnam and deliver the unique value of Morinaga Milk through brand experiences that feel more accessible and enjoyable.

Campaign name:
Nhịp Sóng Hạnh Phúc（Happiness Wave）

【Web Campaign】
Campaign period: October 14, 2026 to November 1, 2026, 23:59

Dedicated website: https://morinaga.nhipsonghanhphuc.vn/

Campaign terms and conditions:
https://morinaga.nhipsonghanhphuc.vn/terms.html

【Event】
An experiential booth will be set up at an AEON Mall in Vietnam. Planned activities include an ASMR experience, product introductions and sampling, and an original gacha linked to social media posts.
Event dates and times:
Friday, October 30, 2026: 10:00–22:00
Saturday, October 31, 2026: 9:00–22:00
Sunday, November 1, 2026: 9:00–22:00
Venue:

AEON Mall Long Bien – No. 27 Co Linh Street, Long Bien Ward, Long Bien District, Hanoi

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See more at our website:
Website (English): https://www.morinagamilk.com.vn/english/
Website (Vietnamese): https://www.morinagamilk.com.vn/
Facebook: https://www.facebook.com/morinagamilkgroupvietnam

Disclaimer: This Vietnamese translation is provided for the benefit of readers. In the case that discrepancies exist between the original Japanese version and the Vietnamese translation, precedence goes to the original Japanese version.