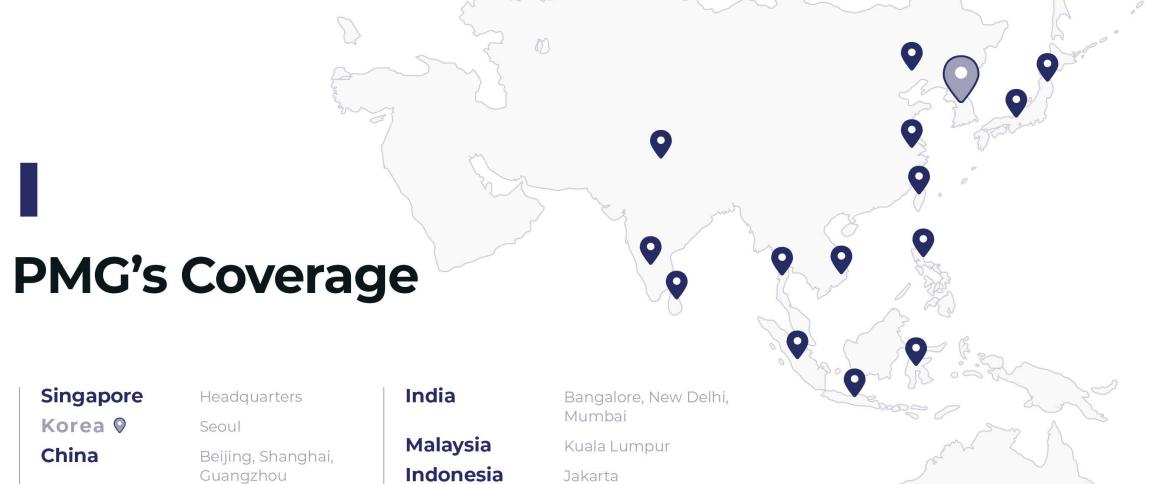
PMG Korea Korean branch of PMG Group

Portfolio



PMG INTEGRATED COMMUNICATIONS

KOREA | Asia Pacific 2022



Korea ♥ Seoul

China Beijing, Shangha Guangzhou

Japan Tokyo

Australia Sydney

New Zealand Auckland

India
Bangalore, New Delhi, Mumbai

Malaysia
Kuala Lumpur

Indonesia
Jakarta

Philippines
Metro Manila

Thailand
Taiwan
Taipei
Vietnam
Ho Chi Minh City

PMG Group at a glance

Since 1995



13

Countries



17
Local Office



100+

Clients



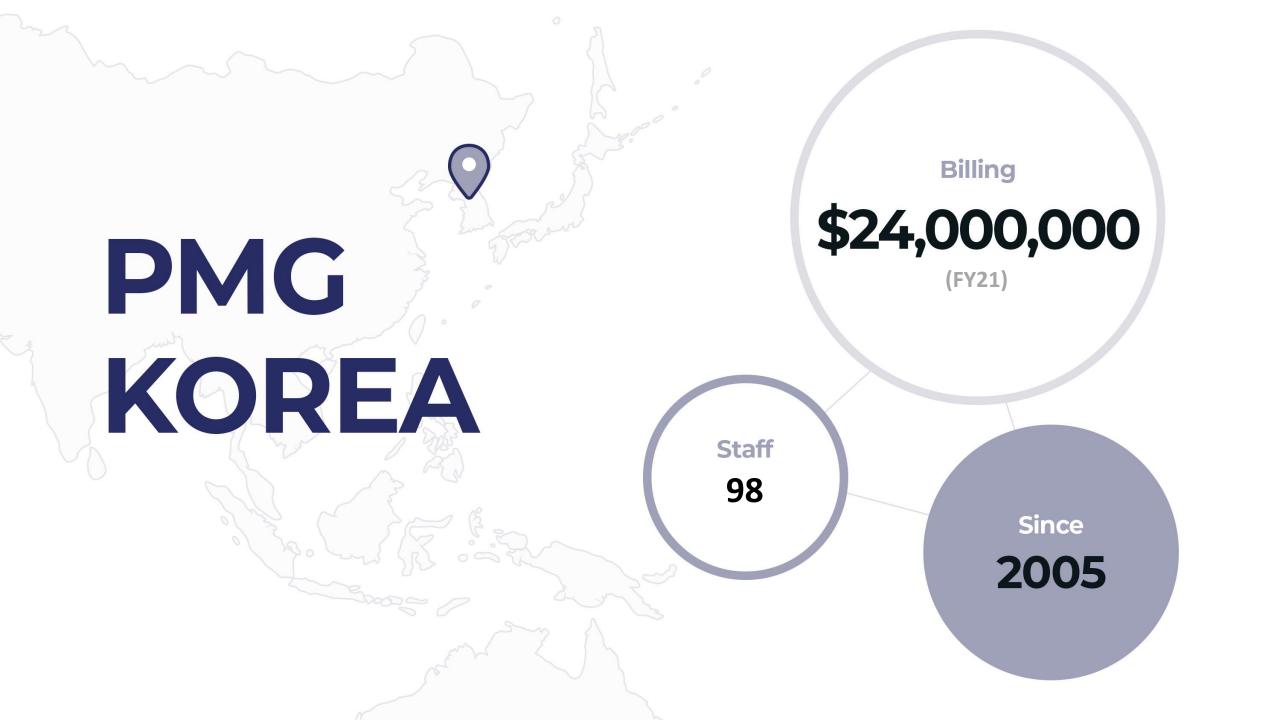
800+

Staff



1800+

Suppliers



PMG Korea's Client

































PMG's Marketing Solutions



Campaign Strategy

- Marcom strategy
- Retail strategy
- ATL & BTL strategy



Creative Design

- Online & offline creative design
- Copywriting
- Adaptation



Digital Media

- Digital strategy
- UX/UI design
- Online and social marketing
- App development



Retail and Channel Management

- Merchandising
- Promoter management
- Retail activation



Event Management

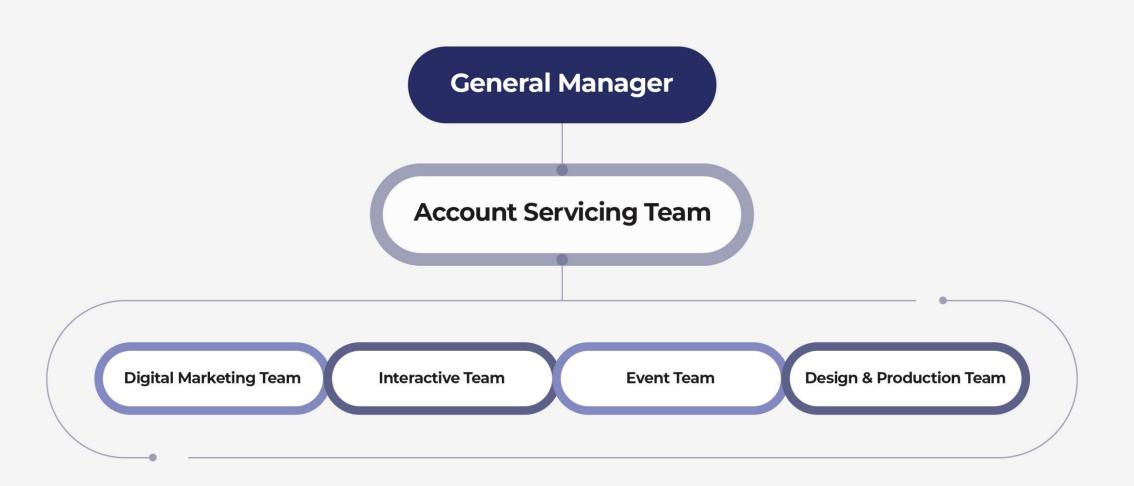
- Meetings
- Incentives
- Conferences
- Exhibitions



Print and Promo

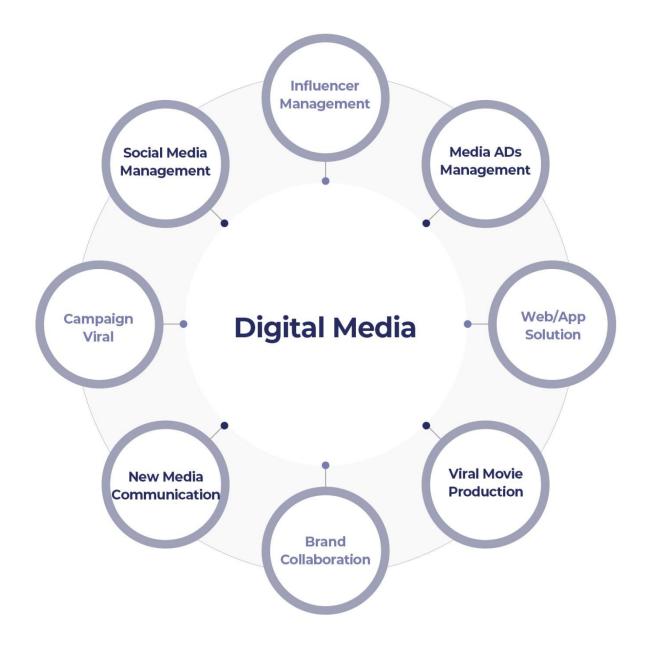
- Marketing print sourcing
- · Promotional item sourcing
- Warehousing and logistics

Organization



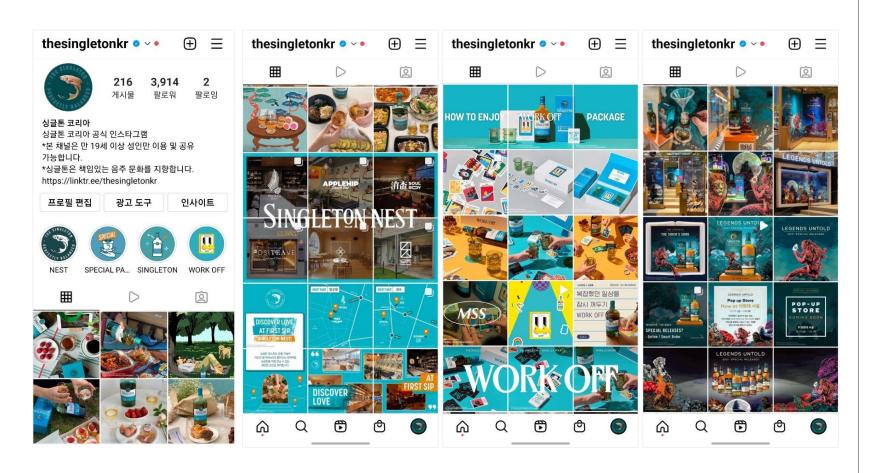
Digital Media

Select target channels for the brand & Strengthen online influence with a triple media strategy as to active digital-oriented communication





SINGLETON SOCIAL MEDIA MANAGEMENT



Activity Overview

Period

2020.12.03 ~

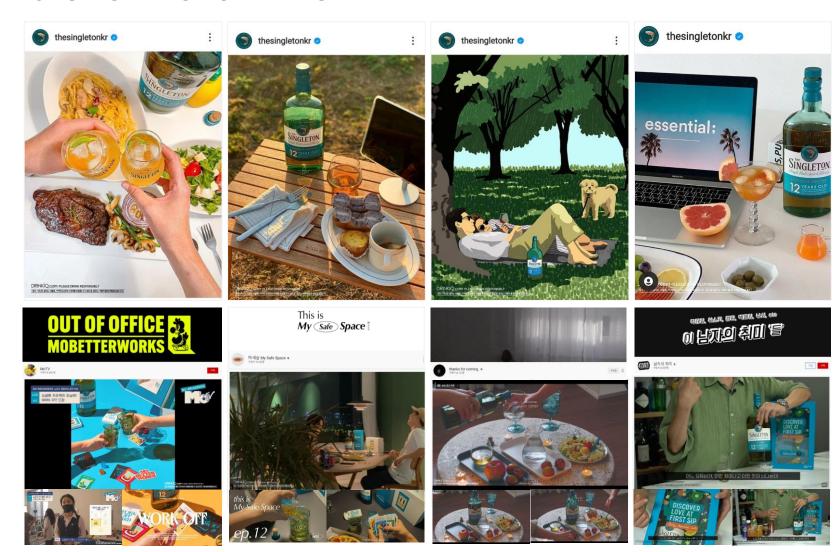
Objective

- To increase brand & product awareness
- To position the brand as trendy whisky for 2535 young targets that are best accessible single malt for all

- Plan and create visually appealing Instagram content through grid type layout
- Plan and manage seasonal and occasional campaigns to promote brand visibility both online and offline
- Suggest and execute online advertisement on the owned channel, such as sponsor AD



SINGLETON INFLUENCER MANAGEMENT



Activity Overview

Period

2021.05.21 ~

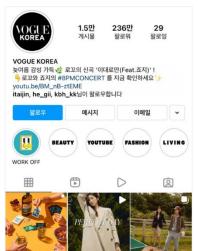
Objective

 To boost online visibility and create online buzz through the voice power of Instagram and Youtube influencers

- Run brand ambassador programs covering Instagram influencers to generate attractive stories of the brand in various occasions, such as lifestyle, outdoor, and food
- Form a positive brand image through creating high quality content made by influencers
- Partner with influential YouTubers to create bespoke video content for viral brand campaigns



SINGLETON BRAND COLLABORATION with MOBETTERWORKS



















Activity Overview

Period

• 2021.08 ~ 2021.09

Objective

- Off-Trade activation to make the brand visible in the channels frequently visited by the core target
- To build a young and trendy image through collaboration with brands

Work Scope

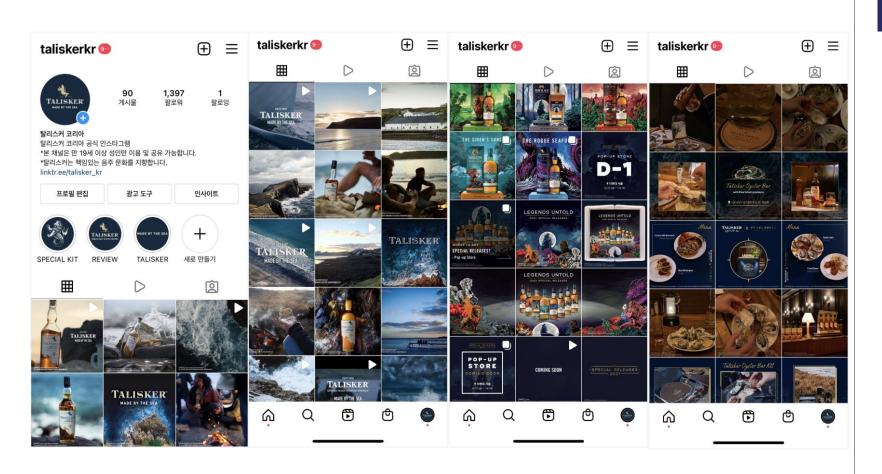
- Collaborate with creative group 'Mobills Group' to produce special goods package
- Viral through influential channels mainly visited by the target age group, such as vogue, eyesmag, hypebeast, and Youtube channels
- Increase sales volume through smart order purchase system with GS25, E-mart, Seven-Eleven, CU
- Create GIPHY on Instagram to have the campaign go viral through story contents

Result

of Reach: 18,938,663
of Talkability: 168,895
of View: 433,630
of Contents: 708



TALISKER SOCIAL MEDIA MANAGEMENT



Activity Overview

Period

2021.09.16 ~

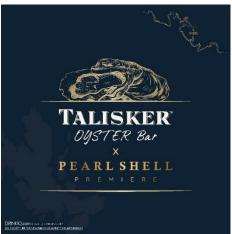
Objective

• To increase brand & product awareness

- Plan, produce and post contents for Instagram
- Build a brand image and promote the product by leveraging global assets and creating localized content
- Upload contents within a content, including background, history, and characteristics of the brand and product
- Plan and manage occasional campaigns to promote brand visibility both online and offline
- Create guidelines focusing on product story and sales
- Upload on @Taliskerkr and proceeded AD
- Exposure check and report

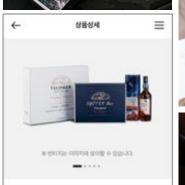


TALISKER CAMPAIGN VIRAL: OYSTER BAR CAMPAIGN









탈리스케10년 오이스터 스페설홈웨키지 Talister 10 Years Oyster Star Special Hume Package







Activity Overview

Period

2022.01.06 ~ 2022.02.28

Objective

 Promote collaboration to consumers on/offline to visit bars and sell packages

- Shoot lifestyle cut that can promote both the bar and the
 Kit
- Create various online contents using lifestyle cuts such as leaflet/ viral contents/ owned channel contents / purchase channel pages and banners
- Recruit influencers to promote the Collaboration and produce contents related to bar & kit promotion
- Publish Naver community contents including campaign Description / Introduction of Signature Menu and Kit / Where to buy and promote campaign

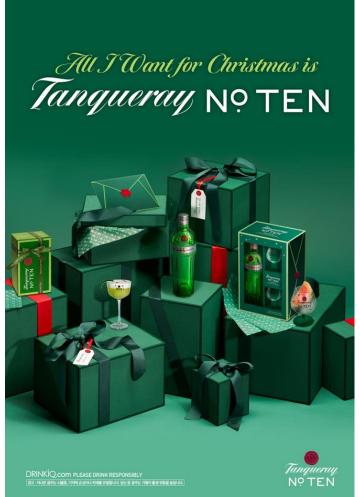








TENQUERAY NO.10 CAMPAIGN VIRAL: CHRISTMAS CAMPAIGN









Activity Overview

Period

2021.12.07 ~12.30

Objective

- To increase brand & product awareness
- To introduce Campaign

- One of the online program of the Tanqueray No.TEN Christmas campaign
- Creative key visual & Campaign message
- Planned, produced, and posted contents on Instagram,
 Naver community, Daily shot app
- Suggested and executed advertisement operation by channel, such as sponsor AD (IG)
- Create guidelines focusing on product selling point
- Exposure check and report



SPECIAL RELEASES 2021 VIRAL: LEGENDS UNTOLD











Activity Overview

Period

• 2021.12.17 ~ 2022.01.06

Objective

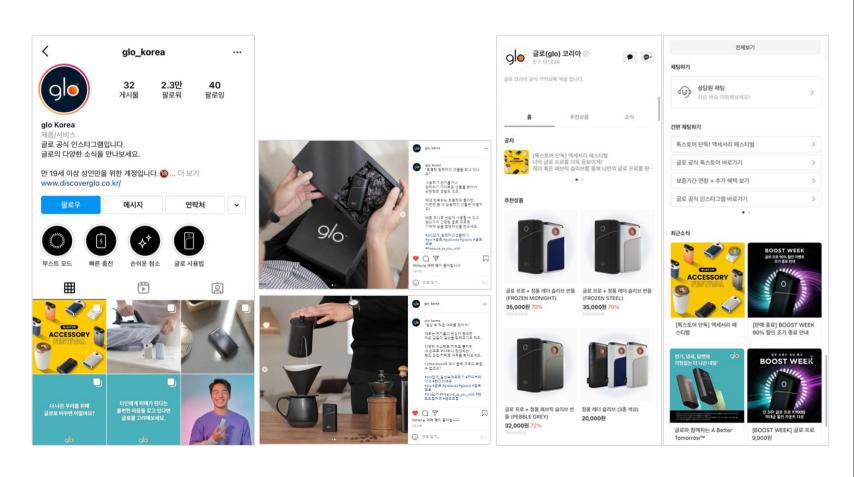
• To deliver Product & Pop up store information

- Plan, produce, and created SR contents for online viral such as magazine (Hypebeast)
- Recruit Instagram influencers to spread pop-up announcement contents which can induce consumers' visit through IG contents
- Additional promotion with branded content created by culture & liquor category Youtubers





SOCIAL MEDIA MANAGEMENT (Instagram, KakaoTalk Channel)



Activity Overview

Period

2019.08.12 ~

Objective

• To increase brand & product awareness

- Plan, produce, Photo shoot and post contents for Instagram and KakaoTalk Channel
- Plan and operation of consumer online event to promote brand favorability
- Create guidelines focusing on product selling point
- Exposure check and report





TALKSTORE SALES PROMOTION(Monthly)















Activity Overview

Period

2020.08.12 ~

Objective

• To boost sales by various types of sales promotions

- Increased sales of device by various types of sales promotions
- glo kakaotalk store main Key visual & event page / Ad materials & landing page
- Create the product's sales promotion event digital page
- Recruitment power bloggers glo pro DC promotion





CRM MANAGEMENT(Kakao Push, LMS, eDM)









Activity Overview

Period

2019.08.12 ~

Objective

- To increase brand & product awareness
- To boost Sales Promotion

- Contents uploaded and sent push messages
- eDM&LMS Production and distribution for glo member
- Message Production based on Target Journey
- Segment Classification with Target Journey Analysis

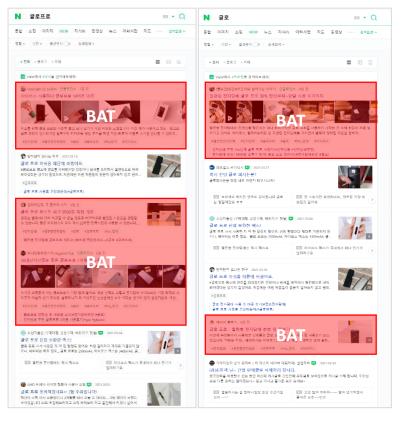




SEO MANAGEMENT(Power Blog)







Activity Overview

Period

• 2018.08.12 ~

Objective

• To increase brand & product awareness

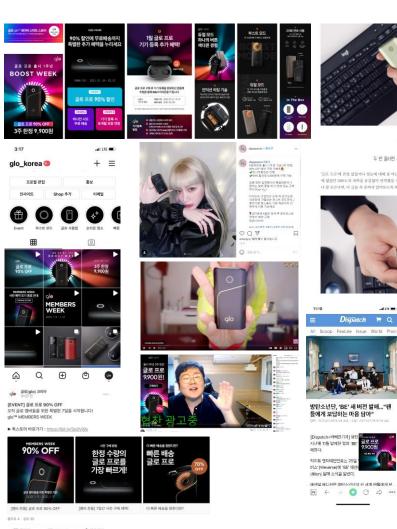
- Manage Naver SEO groups and upload contents
- Recruit blog influencer group related product target lifestyle to spread contents
- Create contents guidelines focusing on product selling point
- Optimized search results and spread contents through SEO plan
- Exposure check and report

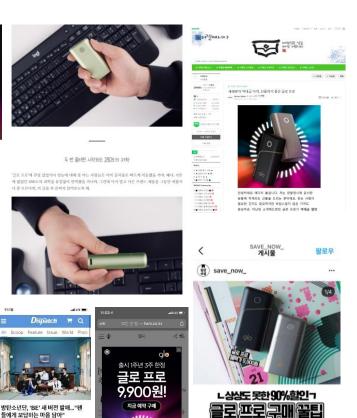




SALES PROMOTION







yeazzzu님 외 143명이 좋아합니다

#글로프로 최초 90% 할인 이벤트 한다고??

놓치지 말라고 꿀팁 정리해옴 🍅 🥡

지금 바로 글로 프로 사러 고고 더 다양한 정보가 궁금하다면? @glo_korea

save_now_ #광고 #글로프로 전담러 주목! 🊵

단돈 9.900원에 만날 수 있는 단 7일간의 기회!

Activity Overview

Period

• 2021.01

Objective

To boost sales of glo pro

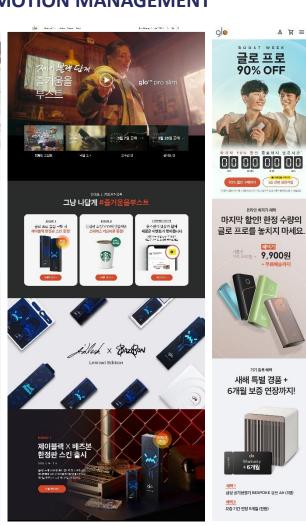
- Executed a huge scale of 90% DC promotion to maximize product sales
- Advertised through various channels such as programmatic ads, Facebook content ad, SKP syrup & OCB and communities
- Informed promotion through uploading assets on owned channels – official online store, Naver smart store, Instagram and Kakao channel
- Recruited Instagram influencers, Afreeca TV BJs, Naver Bloggers and Youtube creators to spread content
- Optimized search results and spread content through SEO plan





BAT DIGITAL SALES PROMOTION MANAGEMENT







90% 합인 구미하기 (3초 간단 의원가임)

온라인 최저가 예약

새해 특별 경품 + 6개월 보증 연장까지!

보증 기간 연장 6개월 (전원)

- 9,900원







Activity Overview

Period

• 2018.01 ~

Objective

- To increase sales volume on e-commerce market
- To promote THP devices through well-designed web page

- Design and development of user-friendly UI/UX that is easy and attractive to purchase products
- Development of a reactive homepage with optimized UI/UX that is tailored to the device used
- Design/development/coding/publishing
- Development and maintenance of a separate administration page





BAT DIGITAL BRANDED CAMPAIGN

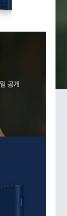






























Activity Overview

Period

• 2018.01 ~

Objective

- To increase brand awareness and appearance on social media
- To make people experience product with branded contents

- Branded campaign page design & production
- Recruit celebrities to increase WOM on social media
- Visual creative production
- Building a consistent brand image through creating branding materials that represent glo's identity





BAT PHOTO SHOOT



















Activity Overview

Period

• 2019.01 ~

Objective

- To build young & casual brand image with asset creation
- To enrich the brand image with assets in different mood

- Sets up a photo shoot
- Plan, produce, and post contents on website
- Publish contents on Instagram magazine channels(GQ, Arena, etc.)
- Recruit blog/instagram influencer group related product target lifestyle to spread contents





BAT VIDEO CREATION















Activity Overview

Period

• 2019.01~

Objective

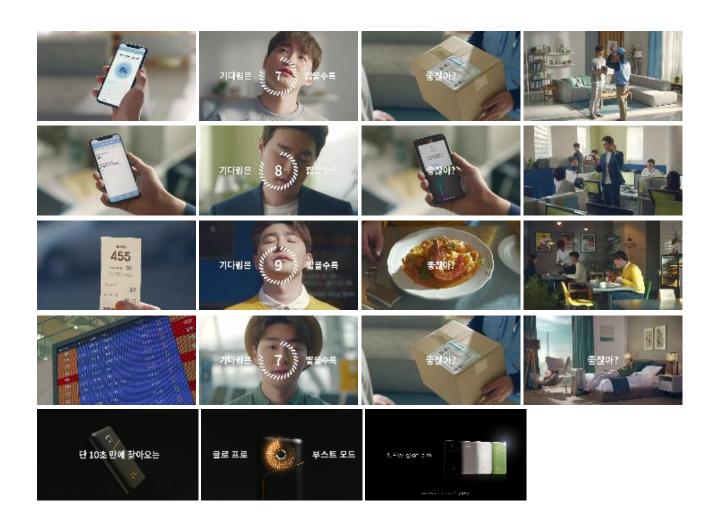
- To improve young & casual brand image with video creation
- To promote glo X celebrities' collaboration and deliver campaign message #BOOSTPLEASURE to consumers
- To convey a campaign message to the viewer

- Shoot Video to promote brand new products
 & recruit celebrities(Jblack, Juwan On, Sambypen) to deliver campaign message #BOOSTPLEASURE effectively
- Upload on webpage and social channels
- Exposure check and report





VIDEO CREATION(glo pro USP campaign video 6' / 15')



Activity Overview

Period

• 2020.02

Objective

To increase and boost glo pro's USP awareness

Work Scope

 Create 4 video with different episode to inform targeted consumers of glo pro's key feature "10s boost" in metaphorically way.
 (To avoid advertising regulation)





VIDEO CREATION(glo sens launching CF with Loopy & Nafla)

[Global Successful example]



Activity Overview

Period

• 2019.08.12

Objective

 To increase and boost brand & new product's awareness for boosting sales

Work Scope

• Proceed hip-hop collaboration to target 2030 young generation, Produce M/V CF and release glo sense CM song.

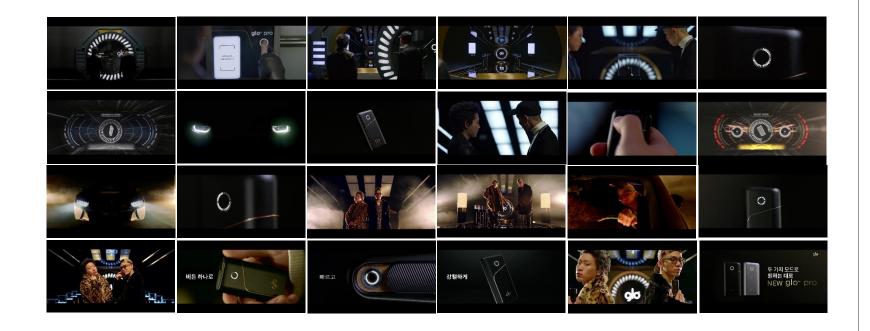
Result

- Drew explosive attention on market with reaching 2.29 million view on YouTube *reported on MBC News (9'o clock).
- Achieve 3 million comments & likes.





VIDEO CREATION(glo pro launching video)



Activity Overview

Period

• 2019.12

Objective

• To increase awareness of new product and boost sales

Work Scope

 Proceed hip-hop collaboration to target 2030 young generation, Produce M/V CF and release glo pro CM song.

Result

- Drew explosive attention on market with reaching 3 million views on YouTube.
- Achieve 2K comments & likes.

NAVER



PERFORMANCE AD MANAGEMENT



















naver_official_



화면을 탭하여,











지금 바로 네이버먼을 당겨서

autoloidi autoloina ana







MY CAR에서 내차평가하고 ***** 내차 오너들과 비교해보세요!

Activity Overview

Period

2021.06 ~

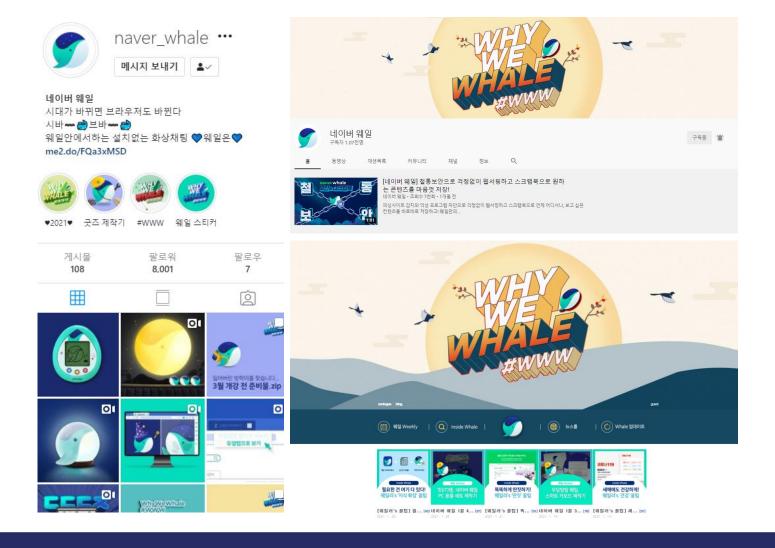
Objective

To increase service awareness and active user inflow

- Advertisement Management on Facebook, Instagram, Google and online media platforms
- Advertisement plan and execution
- Advertisement content creative and production



SOCIAL MEDIA MANAGEMENT



Activity Overview

Period

• 2020.08.04 ~

Objective

• To increase brand awareness and application users

- Planned, produced, and posted contents on Instagram, Naver blog, Facebook, Twitter and Youtube Channel
- Planned and operated the online event to promote download
- Suggested and executed advertisement operation by channel, such as sponsor AD
- Recruited Naver Power Bloggers, Instagram influencers and Youtube Creaters.
- Exposure check and report

^{*}as of 2021/03/04



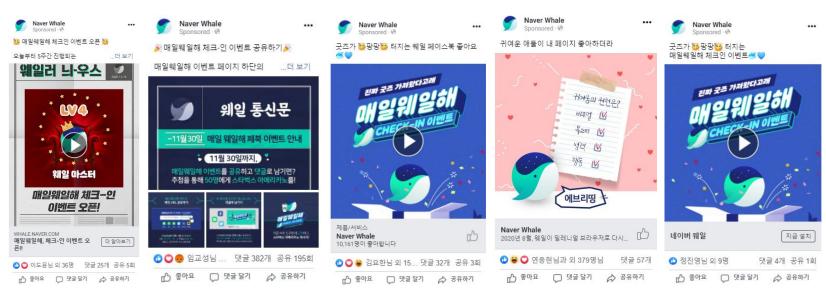
Online ADS











Activity Overview

Period

2020.08.04 ~

Objective

• To boost downloads through online media platforms

- Advertisement Management on Facebook, Instagram, and Google
- Advertisement plan and execution
- Brand film advertisement execution
- Event advertisement execution
- Advertisement content production



EVENT PROMOTION MANAGEMENT(Whale Check-in)







Why We Whale!

우리가 기다린 새로운 브라우저, 네이버 웨일

인터넷 생활의 새로운 즐거움과 편리함을 웨일의 다양한 기능을 통해 마음껏 누려보세요!

웨일 다운로드 →









Activity Overview

Period

• 2020.11.16 ~ 2020.12.20

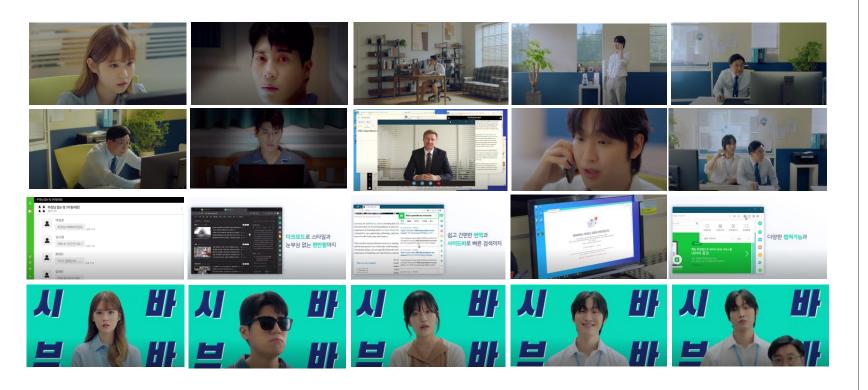
Objective

• To increase brand awareness through event and to encourage to participate in

- Executed event to improve brand awareness
- IG contents, Ad banners, website banner, event page design / coding / publishing
- Advertised through various channels such as social media, UAC and programmatic ads
- Recruited Influencers to spread contents
- Optimized search results and spread contents through SEO plan



VIDEO CREATION(USP)



Activity Overview

Period

• 2020.09.23 ~

Objective

• To increase awareness of brand and product's USP

Work Scope

• Created 5 different episode of video to inform targeted consumers of whale's key feature in an interesting way



VIDEO CREATION(Motion Graphic)



Activity Overview

Period

• 2020.11.25 ~

Objective

- To promote users' awareness of each function of Whale
- To introduce new function to adjust to Whale On launching

Work Scope

• Planned, created and distributed 6 episodes of Motion Graphic to explain about main function of Whale

NAVER WORKS

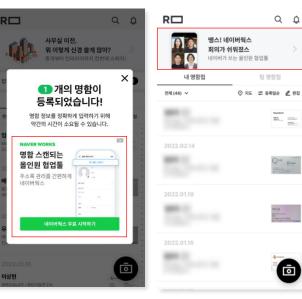


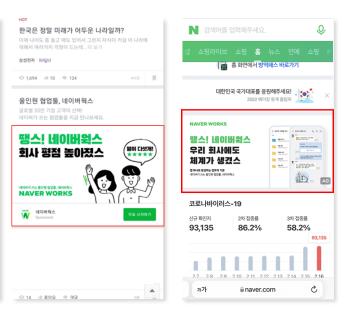
Digital AD Campaign (for Business User)











Activity Overview

Period

• 2022.02.15~

Objective

- To promote key features and services of Naver Cloud's collaboration tool 'NAVER WORKS'.
- To strengthen brand awareness through using brand color and integrated advertising copies.

- Advertisement Management on Instagram, Facebook, LinkedIn and other business-related platforms.
- Advertisement plan and execution
- · Brand film advertisement execution
- Advertisement content production
- · Visual creative production





2% Refreshing near water Plum Digital Campaign





Activity Overview

BRAND MUSIC & VIRAL VIDEO CREATION (2% plum up with OHMYGIRL Hyo Jung)

Period

• 2020.08 ~09

Objective

 To increase brand awareness of new product, 2% Refreshing near water Plum to 1020 young generation target

Work Scope

- Produced a song "2% Plum up" and hand dance with Kpop girl group OHMYGIRL, Hyo Jung for viral on SNS
- Made SNS contents for Lotte Chilsung Beverage official account (Facebook, Youtube, Instagram)
- Recruited TikTok, Instagram Influencers to promote product and to spread related video contents such as brand music and hand dance

Result

- 1,003 organic contents were uploaded
- The song was exposed on the main page of 13 music streaming sites like Melon and Bugs Music
- The campaign was exposed on not only TikTok / Instagram, but also PR articles, OHMYGIRL's official SNS and fan cafés





Daily-C Lemon Vita 1000 & Pomegranate collagen 500 Digital Campaign















Activity Overview

BRANDED CONTENTS CREATION WITH CELEB, LABELING EVENT, SAMPLING PACKAGE

Period

2020.06 ~2020.11

Objective

 To increase brand awareness of new and renewal product to 2040 female target

Work Scope

- Recruited AKMU, Su hyun who has high awareness among the 2040 female generation to produce branded contents for Youtube
- Sampling the Daily-C product by establishing a partnership with beauty/health-related subscription services
- Held event to customized the labels for product, made illustration video for event

Result

- Branded Contents hit 9M views
- Collaborated with 4 different companies, exhausted 5,200 packages
- 469 participants in labeling event, 69 organic review contents with 2K likes & comments





EVENT PROMOTION MANAGEMENT(BRANDED GOODS campaign)

































Activity Overview

Period

2020.10 ~ 2020.12

Objective

- To increase brand awareness and appearance on social media
- To make people experience product with intended TPO

- Collaboration arrangement (between two corporates)
- Branded goods design & production
- Participant recruitment and management
- Campaign advertisement via university community
- Participant's content arrangement
- Content engagement tracking & feedback monitoring
- Monthly report publishing





Knnie Pnnie Event Promotion Management (BRANDED GOODS campaign)

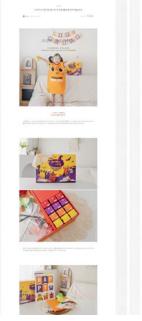
















Activity Overview

Period

2021.08 ~ 2021.11

Objective

- To increase brand awareness and appearance on social media
- To make people experience product with Branded Goods

- Branded goods design & production
- Recruit blog/instagram influencer group related product target lifestyle to spread contents
- Recruit Experience group to spread review of product on social media





Knnie Pnnie Event Promotion Management (BRANDED GOODS campaign)



























Activity Overview

Period

• 2021.09 ~ 2022.01

Objective

- To increase brand awareness and appearance on social media
- To make people experience product with Branded Goods

- Branded goods design & production
- Recruit blog/instagram influencer group related product target lifestyle to spread contents
- Recruit Experience group to spread review of product on social media





Knnie Pnnie Social Media Management (Youtube, Instagram)











Activity Overview

Period

• 2021.08 ~ 2022.01

Objective

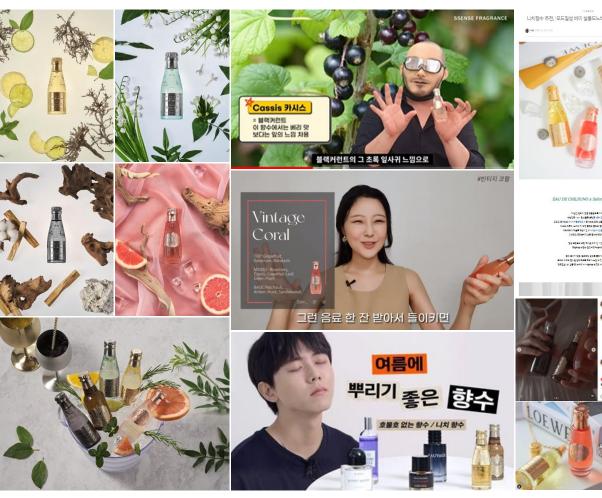
- To increase brand & product awareness
- To increase subscribers & followers of social media

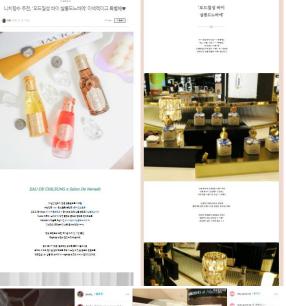
- Created 8 videos filmed with Youtube influencers to upload channel
- Create 2 Knnie Pnnie Music videos with idol (Lightsum)
- Upload brand collaboration videos and create Youtube Shorts
- Suggested and executed advertisement operation by channel, such as Youtube AD
- · Plan and produce contents on Instagram
- Plan and operate to social event to increase subscribers of Youtube





EAU DE CHILSUNG et Salon de Nevaeh Launching Digital Campaign







Period

2021.06 ~ 2021.12

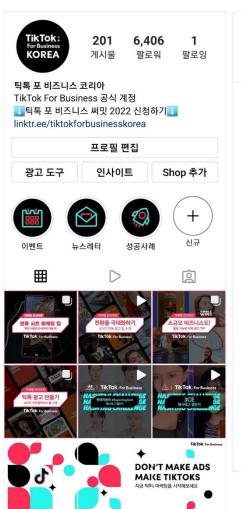
Objective

• To increase brand awareness of new brand collaboration item

- Plan and Shoot the Key Visual of Product
- Create 3 Youtube branded film with Youtube Creators
- Recruit blog influencer group related product target lifestyle to spread contents
- Recruit Instagram Influencers to spread review of product
- Recruit Experience group to spread review of product on social media



SOCIAL MEDIA MANAGEMENT











Activity Overview

Period

2021.01.01 ~

Objective

 To increase brand awareness and lead generation through increasing touch points with B2B users

- Plan, produce, and post content on owned channel (TikTok, Instagram, Facebook, Youtube, and Kakao Channel)
- Create diverse contents that suit the core target needs such as success case, interview with brands, and marketing tips.
- Planned and operated multiple online events to boost the online visibility of the brand and gain conversion.



MEDIA ADS MANAGEMENT





















Activity Overview

Period

2021.01.01 ~

Objective

• To boost online content through online media platforms

- Planned and operated the online ads to promote the campaign
- Media buying and execution of ads that suit with the campaign objective
- Advertisement Management on social channels (TikTok, Instagram, Facebook, Youtube, LinkedIn)
- Advertisement Management on Networks (Kakao, Manplus, Mobion, Acetrader)
- Partner with paid newsletter and effectively deliver the brand message to the core audience



BRAND NEWSLETTER MANAGEMENT



이번 3월, 틱톡 포 비즈니스가 준비한 내용입니다. 뉴스레터 마지막에 틱톡에서 1 년동안 수집한 인사이트를 바탕으로 발행한 What's Next 리포트를 다운로드할 수 있으니 놓치지 마세요.

이제 군 있으면 벚꽃이 파는 개절이에요. 탁독 포 비즈니스 담당자는 드디어 내 일 개최되는 탁독 포 비즈니스 써밋 2022를 준비하느라 바빴던 3월이었답니다. 뉴스레터 구독자 구독자님이라면 신청하는 거 있지 않으셨겠죠? 그럼 이번 3월 구독자님을 위한 이야기, 시작할게요@





틴톡 포 비즈니스 씨밋 2022가 시작됩니다.

드디어 내일, 틱톡 포 비즈니스 써밋 2022 오픈!

기회는 오늘 하루뿐! 아직도 신청하지 못했다면, 바로 신청하세요. 이번 틱투 포 비즈니스 써밋 2022은 글로벌 마케팅을 준비하고 있는 브랜드와 마케터를 위해 다양한 연사자들 및 이야기로 가득 채웠답니다. 틱톡 실모진들이 전하는 비즈니 스 전략부터 브랜드 담당자들이 공유하는 틱톡 글로벌 인사이트, 아티스트가 소 개하는 틱투의 가능성까지 모두 만나볼 수 있습니다.

무료로 신청하기



이번 2일, 탁독 또 비즈니스가 준비한 내용입니다. 드디어 제3회를 맞이하는 대규모 전 패션스엔 TikTok For Business Summit 2022가 다가온다는 사실! <u>뉴스레터 마지막에 구</u> 통자에게만 먼저 플러주는 Summit 이야기가 준비되어 있으나 놓치지 매세요.

② Bower: 독특 또 바즈니스 가카오로 친구 주가 이벤트 어 Marketing Insights: '스파크 예조' 광고부터, 보면드를 더 독립하게 만드는 집까지! ○ Creative Tips: 오른다면 손웨인 틱복 광고 소체 제작 아이디어 ○ Brand MVP: 나이카, 여기어의, 덕카찬워요즈 다 모였다! ○ West Tend: '복음이 처음으로 시오하나 세계분 바라하스 나라가

Q그제 2022년이 시작한 것 같으다. 발해 2월의 관계약이 찾아왔습니다. 이번 연조는 이 말게 보냈더라고 이륙 보다는 일당자는 구독자신에 들려줍 다양한 이야기를 준비 작면서 실려는 시간을 보냈더니다. 이번 등 뉴스레디에서는 스우파 병하기 하면만 나이 의 성공 사례, 이렇지가 결교한 여기어매 성공 사례까지 젖을 수 없습니다. 분류자 집중하세요?



무려 4천 명이 참여해주셨던 1월 설날 소원 이벤트! 참여해 주신 모든 분들의 소원이 이뤄지길 틱톡 포 비즈니스가 응원합니 다

**** 15**** 15**** 14독 경고를 중에서 전환윤의 목발적인 증가와 작년의 매출윤 드늘게 뛰어 남윤 수 있도록 해주세요!! 저는 개인 개정도 함께 키우고 있는데 개인 개정도 트리퓌이 들게 해주세요!

바이에터 제*설: 2022년도 탁독하 함에 재밌고 흔이로운 에시대그 원린지를 통해서 고객들과 더욱 즐거운 소통, 그리고 보면장을 할수 있도록 기대해보니다! 하마케팅 요리를 2022년에는 호인이 기통을 받아 우리 보면도가 취임 교육 시장에서 반드시 1 위를 선접하고 탁히 모 바즈니스를 중에 보면당 캠페인에서도 꼭 만족스러운 성과를 낼 수 있으

■마케터 회**넘: 틱톡워전 제의 회사도 많은 이용자들에게 사랑받고 응원받으며 성장하고 싶어요. 이용자 3배 가즈에
■마케터 이**넘: 2022 새体에는 틱톡 공고를 통해 대출 중가와 준비 중인 프로젝트 론칭을 성

공적으로 이루기를 소원하며, 탁독: 새해에도 열열히 응원합니다.

SPECIAL EVENT



틱톡 포 비즈니스 카카오톡 채널 론칭 기념 이벤트



이번 11월, 탁북 포 비즈니스가 준비한 소식입니다.

● Hot Trend: 크리스마스 시즌 마케팅 및 대공개 ■Brand MVP: 이번 MVP는 푸드 브랜드부터 명품 플랫폼까지 『Why TikTok: 틱톡에 대한 오해와 진실, 그리고 광고 업데이트 소식 ■Event & Promotion: 광고 지원 프로모션과 기프티콘 증정 이벤트!

겨울 공기가 성금 찾아온 이번 11일, 잘 보내셨나요? 이번 달에는 여러분을 위한 프로모션과 혜역을 가득 당았답니다. 세울은 탁독 경고 솔루션을 무료로 경점할 수 있는 지원 프로모션부터, 취즈 정답자에게 기프티콘을 드리는 특별한 이벤트까지 는회의 마세요?

♦ 티톡 포 비즈니스 마케터가 알려주는 핫 트렌드

크리스마스 마케팅을 준비하고 있다면, 집중해!



시즌에 앞서 시작하고, 환난 후에도 지속되는 역목에서의 크리스마스트 목록이 긴 크리스마스를 위해 미리 클리테이 마케팅 준비하는 거 잊지 않으셨죠? 어디서부터 이렇게 군백해야 할지 고민 중한 분분을 위해 탁투한 작업 알려드립니다. 먼저 탁 독에서 했는 크리스마스 카테드를 활용하는 것부터 시작해 보세요, 1억 이상의 조 의 수를 가득하는 크리스마스로 위대도부터, 됐는 해결 수 없는 가여운 보였나고 크리스마스 독생한 남을 더 빛나게 해주는 <u>프리리스마스터일</u>까지 다양한 이야기를 당은 카테드를 여러받의 마케팅에 녹여보세요. [인 필약보기]

國틱특의 이번 달 브랜드 MVP는 누구?

● 바밤바 #바밤바송 챌린지





이번 12일, 구독자님을 위해 탁독 포 비즈니스가 준비한 소식입니다. 이번 말에는 탁독 광고와 함께했던 이야기를 몰려주는 사연 이벤트가 준비되어 있습니다. 참여 하시고 상태한 세트와 기프티콘 받아 가세요!

♠ Hot Trend : 플리데이 틱록 쇼핑 그리고 광고 전환을 높이는 팁 2008rand MVP : 살성 갤럭시부터 아나두 피트니스까지 아Why TikTok : 틱록 투명성 리포트와고 업데이트 소식 공개 (1) Event : 비오가 공연됐던 틱록 파트너스 데이 하이라이트와, 사연 이벤트!

병해 2021년의 끝이 다가왔어요. 용책는 구독자님에게 어떤 한 해있다요? 목록 모 비즈니스에게 2021년은 구독자님을 만나 매우 독별한 한 해졌답니다. 1년간 목록 본 비즈니스와 형례에 주셔서 감사드립니다. 2022년에는 더욱 팔전되고 용료운 내용으로 목록 트랜드와 목록 공고 인사이트를 전달하기 위해 노력하겠습니다. 2023년에도 컴퓨터로 UTLSO

○ 틱톡 포 비즈니스 마케터가 알려주는 핫 트렌드

홀리데이 쇼핑은 이제 틱톡에서!



이제 일상이 된 온라인 소등, 특히 탁독 유저들은 그 어떤 플랫폼에서보다 탁독에 서 소행할 준비가 되어있다는 사실을 아니니요? 데이터에 따르면 탁독 유제들의 3%가 이번 연도에 선물로 200주년이었음 약 24만원들 쓸 계획이라고 해먹요 작년보다 9%나 증가한 수지에요. 또한 47%의 탁독 유제들은 탁독을 하는 동안 다 문 플랫폼을 병원하지 않는다고 합니다. 이는 유저가 제용 구매 단계까지로 넘어갈 가능성이 때우 높다는 일이주되 연사의를 다 열약보기

틱톡에서 전환율을 높이는 핵심 전략은?



Activity Overview

Period

2021.01.01 ~

Objective

- To increase lead generation through delivering insightful newsletters
- To position the brand as a hub for gaining short form and vertical contents related knowledge

- Regularly publish online newsletters that make it easier to communicate TikTok trends and news to the target group
- Planning and managing monthly newsletters, copywriting, designing materials, and publishing newsletters

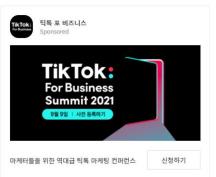


CAMPAIGN VIRAL (ONLINE SUMMIT)

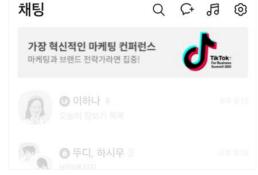














Activity Overview

Date

TikTok For Business Summit 2021: 2021.09.09
TikTok For Business Summit 2022: 2022.03.31

of Pax (Attendee Profile)

TikTok For Business Summit 2022
 # of Registrations: 6,302
 # of Participants: 9,012

• TikTok For Business Summit 2021

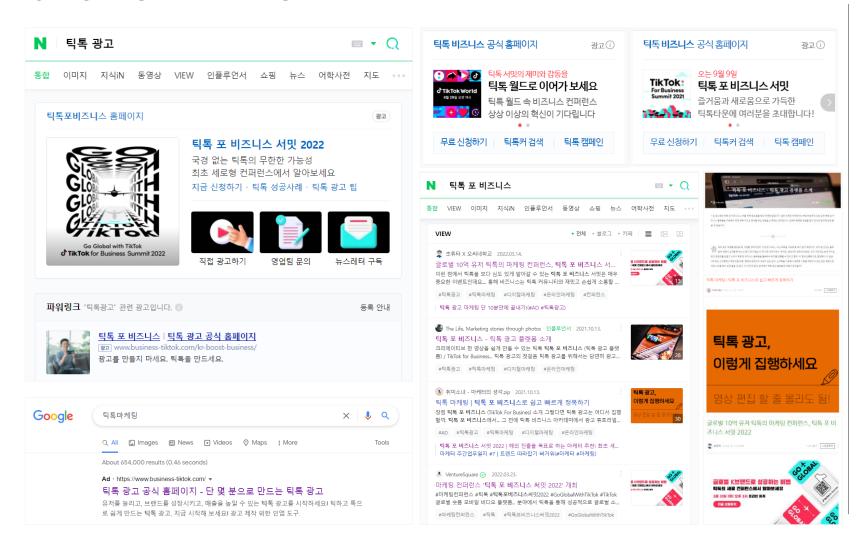
of Registrations : 3,546 # of Participants : 5,047

- Plan and manage viral execution of web seminars
- Evaluate and execute multiple ad channels to enhance campaign registration and unique visitors to the site
- Create eye-catching contents that would capture attention of the core target
- Daily monitoring of the registration numbers and reports





SEARCH ENGINE MARKETING



Activity Overview

Period

2021.01.01 ~

Objective

 To increase brand awareness and capture additional attention for those who have search intent on major portals, such as Naver and Google

- Planned and Optimized search result page on Naver and Google through running Search Engine Marketing
- Recruit blog influencer group relevant to marketing and business to maximize coverage on the search portal and viral content through their voice





TikTok SEO





다른 강도와의 에그레네티트 보다 맛난 에그프레티트 감자요리 (홍센타이즈 소스

주말 잘 보내고 생시나요~ 주말이 못 내면서 문합 수 있는 예쁜 같은 요리를 보석도하려고 된나다





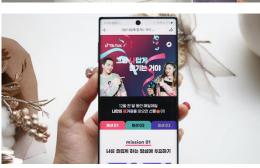
> 수품 콘텐츠 플랫폼이 뜨고 있다

















Activity Overview

Period

2021.03 ~ 2022.02

Objective

- To position the brand as trendy platform for 2035 targets and increase brand likeability
- To expose the positive contents on top of the Naver when searching the keywords

Work Scope

- Plan SEO to change brand perception and exposure on top of the portal search engine(Naver Blog, Post, Café, Knowledge-iN, New Media)
- Create contents for non-users to increase likeability (YT Branded/PPL, IG power pages)
- Execute Sponsored AD
- Risk management by monitoring the channels

Result

Average View Tab SOV 30% in #TikTok(KR)

• # of Reach: 7,934,587

of Impression: 13,583,548# of Talkability: 230,451

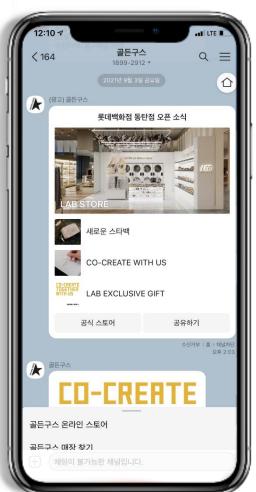
• # of View: 96,987,276

GOLDEN GOOSE / *



KAKAO CHANNEL MANAGEMENT







Activity Overview

Period

• 2021.05 ~

Objective

- To increase brand & product awareness through KakaoTalk channel
- To boost the sales of potential customers through quick and friendly communication to main targets who interest in fashion

- Manage KakaoTalk channel to promote brand product and campaign(Post, Send Push Message, Set AutoChat)
- Create channel exclusive coupon to increase offline store inflow and increase the sale
- Track sales and report through Kakao Pixel and Google Analytics

GOLDEN GOOSE / *



KAKAO EMOJI CAMPAIGN

























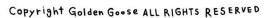


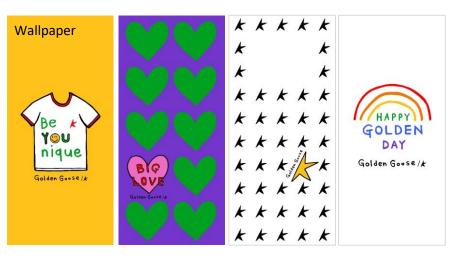


















(광고)골든구스

Activity Overview

Period

2021.08.23 ~ 2021.09.06

Objective

- To increase visitors and friends of KakaoTalk channel by creating emoji
- To expose brand message and product by promoting the emoji launching to 20-44 targets

Work Scope

- Plan and create the emoji campaign through collaboration with an Artist Novo
- Create main advertisement images and wall-paper to promote emoji campaign
- Suggest and execute KakaoTalk bizboard and display advertisement

Result

• # of Reach: 11,104,502

• # of clicks: 59,772

of Emoji download: 240,269# of Kakao followers: 170,183

*as of 2021/09/13



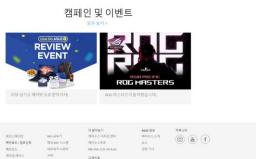


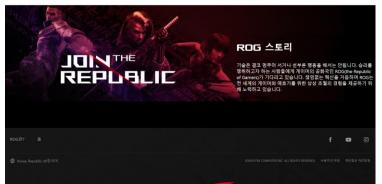
ASUS & ROG Official Website Management











Activity Overview

Period

• 2020.04 ~ 2021.03

Objective

- To provide latest information about ASUS and products
- To allow customer to use the website without problems(error)

- Managed site individually since each as a different administrator system
- Managed part of the website hosting
- Modify page banner, category, category information
- Localize each page HTML code, new product page, SEO information
- Upload company news, successful stories, influencer review(Youtube, Blog)
- Add SKU&Spec and where to buy list of each product
- Report Error to global and make communication
- ASUS Review Event page is additional separate page for review event. Mostly redesign the image or modify the event information.





VIDEO CREATION(ROG Gaming Series with Lee Young-ji)





















Activity Overview

Period

• 2020.10.

Objective

 To promote ROG Gaming Series and to encourage to participate in Gaming PC Line up

- · Celebrity and video concept proposal
- Celebrity arrangement
- Production communication
- Storyboard and draft video arrangement
- Photo shot for asset creation
- Video & photo editing for funding approval
- Customer Feedback monitoring





Video Creation (ZenBook Duo Viral Video)

































Activity Overview

Period

2020.12 ~ 2021.03

Objective

- To increase awareness of new product and boost sales
- To position product as professional's

- Celebrity and video concept proposal
- Celebrity arrangement
- Production communication
- Storyboard and draft video arrangement
- Photo shot for asset creation
- Video & photo editing for funding approval
- Customer Feedback monitoring





YouTube KOL Review Project



태블릿에 i9를 박아놓고 또 RTX3080을 물린다구요? 세...

조회수 111만회 • 9일 전



[짤툰 오리지널] 똥컴 전쟁 조회수 456만회 • 9개월 전



노트북 조회수 203만회 • 5개월 전



프로들만 쓴다는 괴물노트북 리뷰+해체쇼! 확실히 이건 귀...

조회수 16만회 • 3개월 전



에란겔 신규 다리









Activity Overview

Period

• 2020.04 ~

Objective

- To deliver product information to public through voice of KOL(Key Opinion Leader)
- To increase awareness of newly launched products

Work Scope

- KOL search and communication
- KOL contract management
- Content arrangement
- · Content monitoring and report publishing

- Created 173 contents over 64 products
- In case of 'Zzaltoon' (KOL), recorded over 4.5M view through 'cartoon concept' content





Collaboration (ROG GA402 Alan Walker Edition)



























Activity Overview

Period

2021.06 ~ 2021.12

Objective

 To promote ROG GA402 Alan Walker Edition and communicating product information to consumers including promotional inflows

Work Scope

- Concepts were mainly focused on Music and DJ

- DEJAVU (dingo youtube) [URL] 510,214 views
- Big-Marvel (youtube,IG,Tik-Tok) [URL] 1,799,285 views
- HyojinChoi (youtube,IG) [URL] 257,485 views
- DJ ASTER (youtube,IG) [URL] 50,441 views
- SINGLES Magazine (IG) [URL] 40,235 views





Drama PPL (tvN "유미의 세포들")



















Activity Overview

Period

• 2021.04 ~ 2021.10

Objective

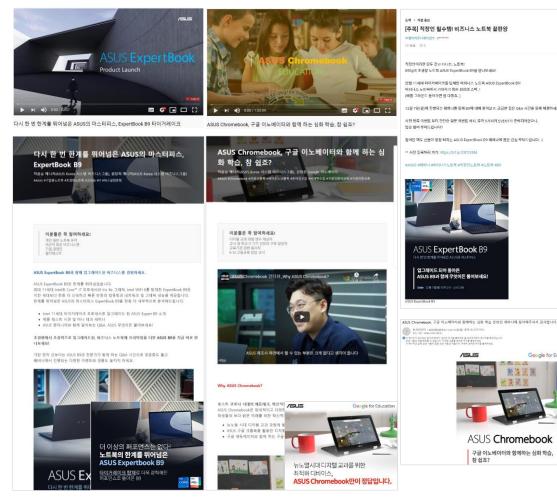
- To increase brand & product awareness
- To diversify marketing channel and reach new target(TV viewers)

- PPL and license contract
- · Product selection and delivery
- Product exposure monitoring
- Viewer's feedback monitoring





ExpertBook B9 & Chromebook Webinar





Google for Education

ASUS Chromebook

구글 이노베이터와 함께하는 심화 학습, 참 쉽죠?







Activity Overview

Date / Venue

• 7 December 2020 / Online

of Pax (Attendee Profile)

 1st session 2nd session

- Total Register: 553 - Total Register: 585 - Attendee : 489 (88.4%) - Attendee : 476 (81.4%)

- Open a brand page, and send pre-promotion eDM (2 times per each sessions)
- · Pre-registration progress and DB management
- Get pre-question and prepared Q&A time
- Viral Marketing in Community
- Conduct surveys on the webinar and secure a DB that can be connected to consultations of sales
- Progress of multiple linked events and DB management
- Send post(thanks) eDM for webinar participants
- Webinar Live Operation
 - Launching product setting for webinar
 - Communicate with viewers through the operation of a live chat
 - Real-time event progress





Kakao / Instagram Channel Management





Activity Overview

Period

• 2019.12 ~

Objective

• Increase brand likability and promote events

Work Scope

- Plan, produce, and post contents for Kakao and Instagram
- Operate social events along with in-store promotion

- Achieved over 73,474 followers (22.04 Kakao)
- Achieved over 4,443 followers (22.04 Instagram)





STAR MARKETING(Branded Content with Yoo Yeonseok)









Activity Overview

Period

• 2022.06

Objective

 To increase in awareness and sales expansion of Energizer Light.

- Created the branded content collaborated by 'weekly yeonseok' which is a Youtube channel of Yeonseok Yoo and USB lantern of Energizer.
- Cast celebrity, Created video and made license agreement
- Planned the script and overall scheduling
- Exposed the contents and created OSMU(One Source Multi Use) contents / Monitored real-time response





3M Brand & Corporate SNS Management (3M Korea)



Activity Overview

Period

2020.10 ~

Objective

 To expand brand awareness of 3M through social network Management. Contents including 3M Global and Local contents

Work Scope

- Plan, produce, and post contents for Facebook, Instagram and occasionally LinkedIn
- Facebook/Instagram advertisement suggestion and execution
- Global content localization(SOSI, Sustainability, etc.) and Locally produced contents including event

- 177 contents uploaded to Facebook and Instagram
- In March(2022), achieved 51,048 followers on Facebook
- 3 months average of 3M SNS Channel figure (22.01~03)





SOCIAL MEDIA MANAGEMENT (Personal Safety Division)

















Activity Overview

Period

2019.01 ~

Objective

- To provide social content targeting both public and business customers
- To increase brand & product awareness

Work Scope

- Plan, produce, and post contents for Naver blog, Google Blog and Kakao channel
- Brand Campaign boosting content production
- · Blog Page renewal
- Monthly report production

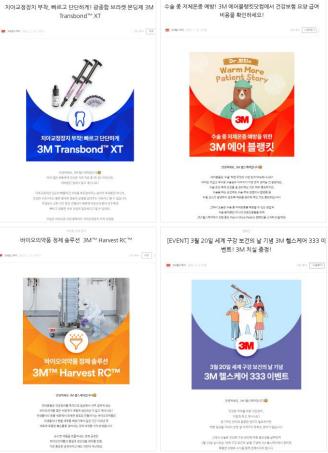
- · Created 179 content
- Achieved over 4,500 Page view per month
- Achieved over 3,400 Visitor per month





SOCIAL MEDIA MANAGEMENT (3M Healthcare Korea)







Activity Overview

Period

2022.01 ~

Objective

 Providing information about products and services to medical staff, patients, and consumers based on improving trust

- Plan, produce, and post contents on Instagram, Facebook, and Naver Blog
- Create contents that provide more detailed and easy-tofollow professional product information
- Uploading global contents after translating into Korean version
- Building a consistent brand image through creating branding materials that represent 3M's identity
- Execute medical application for consideration to upload contents on SNS channels





State of Science Index (SOSI) Digital Campaign



State Of

Science Index

(20)

(1)

0

DESCRIPTION ENGINEERS

그리고 그중에서도, 환경 문제를 가장 중요하게 생각하고 있습니다.

+4장

코로나로 인해, 새로운 세대는 STEM 교육의 중요성을 깨달아 가고 있습니다.

STATE CON THE PARTY OF T

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State Of

cience Index









Activity Overview

Period

2020.11 ~

Objective

• To introduce 3M Science Status Index to their customers and partners.

Work Scope

- Plan, produce, and post contents for Facebook, Naver Post
- Facebook advertisement suggestion and execution
- Global content localization
- Multi Channel co-operation (Science magazine: Science Times and Webstie – Naver 'Paan')

- 46 contents uploaded to Facebook
- Achieved over 4,130,375 Impressions
- Achieved over 1,013,860 Engagement

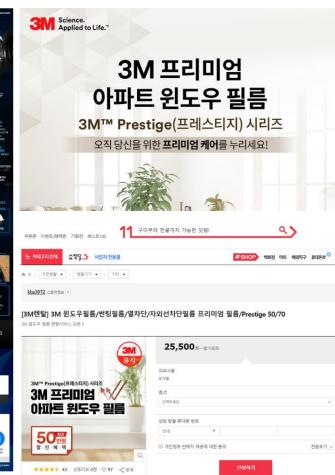




SALES PROMOTION







Activity Overview

Period

• 2019.02 ~

Objective

 Works with simple designs to enhance consumer understanding of the product and drive it to purchase via sales promotion

Work Scope

- Create the product's sales promotion event digital page on retail websites such as 11st/Naver Store
- Development and design of product detail page describing product's features and sales promotion
- Product shooting for detail page

Result

 Due to its sleek and fancy design, not only 3M B2B department but also other departments have requested detailed page work to proceed.





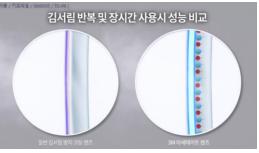
VIDEO CREATION(Product Video & 2D / 3D Animation Video)



















Activity Overview

Period

• 2019.07 ~

Objective

 Videos with customers' interviews and infographic animations to help them understand the product easier and enhance the strengths of 3M solutions

Work Scope

- New released product shoot and product introduction video creation
- Overall video concept management
- Location shooting for B2B customer interview
- Used manually sketched products and person images
- Concept management
- Motion Graphic / Animation creation / Sound recording

Result

 The response of Korean-made videos was good, additional versions were produced in various countries, including English.





INFLUENCER REVIEW PROJECT



가스통으로 세상에 하나뿐인 어항 만들기 ∰/빈티지/**DIY**/...

조회수 55만회 • 5개월 전



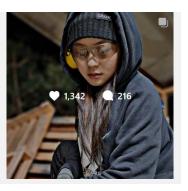
과연 보안경이 당신의 눈을 위 험으로 부터 지켜줄것이라고...

조회수 2.1만회 • 3주 전



3M Speedglas G5-01 용접면 을 사용해 보았습니다.

조회수 1.4만회 • 5개월 전





















Activity Overview

Period

2021.06 ~

Objective

- To deliver product information to public through voice of KOL(Key Opinion Leader)
- To increase awareness of newly launched products

Work Scope

- KOL search and communication
- KOL contract management
- Content arrangement
- · Content monitoring and report publishing

- Created 14 contents by the Personal Safety Division
- Created 19 Contents with CSD Trap Tissue Campaign
- In case of 'MACHO MAN' (Youtuber), recorded 550K view through contents that recycling gas cylinders by using 3M products





3M PSD DR FIT CAMPAIGN



Activity Overview

VIDEO CREATION, MICROSITE PRODUCTION, POSM CREATION, SNS ADVERTISEMENT, IPTV ADVERTISEMENT

Period

2021.06 ~ 2022.03

Objective

 To expand brand awareness of '3M Mask Fit' and increase the sales of 3M Mask Product

- Create video for IPTV advertisement and promoted advertisement for 2 months
- Created Microsite containing Brand Story and including campaign event
- Promote advertisement on Facebook and Instagram(SNS) to increase sales and brand awareness
- Made POSM to display at 3M retail store and held free sample event





Lead Gen. Ad CAMPAIGN (3M RelyX™ Cement)



3M Science.

더 알아보기

OOA

무료체험 이벤트] ... more











Activity Overview

Period

2022.02 ~ 2022.03

Objective

• To promote to dental staff and workers through a sample application promotion which they can try the product for free

Work Scope

- Plan, produce, and post contents on Instagram, Facebook, Naver Blog and online newspaper advertisement
- Create DA contents of online newspaper advertisements, Kakao moment, eDM and SNS channels (Instagram, Facebook)
- Execute medical application for consideration to upload contents on advertising media

- Reduced CPC by 54%, achieved 119% clicks and exceeded 30% CTR compared to the plan
- Recorded 3M impressions, 13,331 clicks and 2M Reach with operating Facebook, Instagram and Kakao moment





Science at Home Video Creation & Digital Campaign

























Activity Overview

VIDEO CREATION, MICROSITE PRODUCTION, COMMUNITY PROMOTION, SNS CONTENTS CREATION, INFLUENCER

Period

2020.10 ~2021.01

Objective

To promote 3M's CSR activities and encourage people to participate

- Create 5 video with different experiment
- Planned and developed an exclusive micro site for event
- Promote events through related community banners targeting parents who are interested in education, such as Moms-Holic
- Made SNS contents for 3M official SNS channels
- Recruited influencers to spread events and contents





Creative Agency - Asset Creation (A-one, Scotch, Nexcare)



















Activity Overview

Period

2021.10 ~

Objective

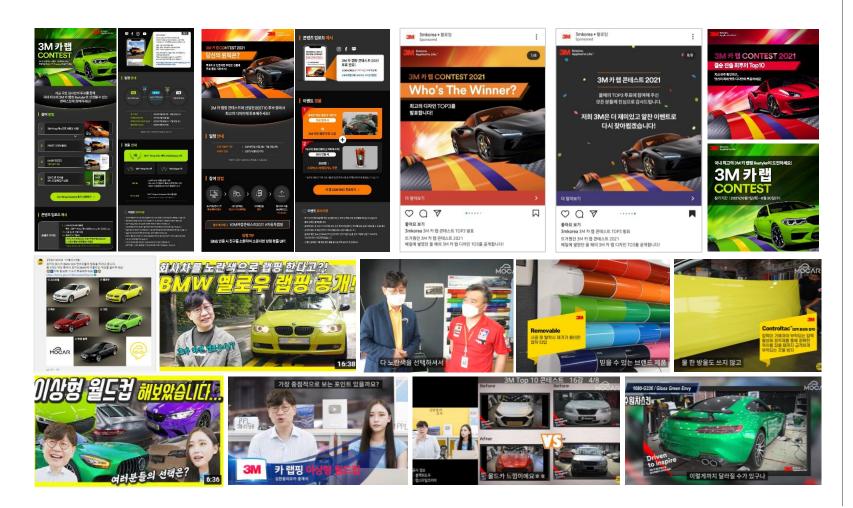
- To create asset for each brand's global use.
- To create universal campaign concept and design.

- Key Visual Creation
- Copy Suggestion
- Digital content/asset & POSM Creation
- Video Creation
- Localization





CSD Digital Campaign "3M Car Wrap Contest"



Activity Overview

Period

2021.04 ~ 2021.09

Objective

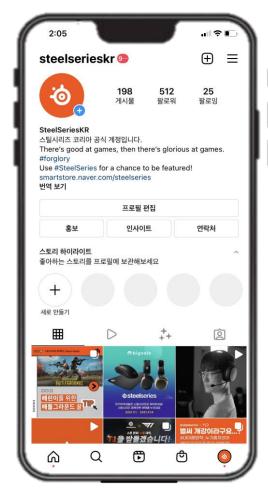
To promote 3M's CSD activities and encourage people to participate

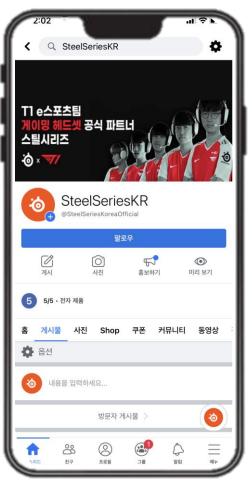
- Managing the campaign as a whole
- Proposal and implementation of advertising strategies
- · Advertisement management on media channel
- Advertisement content creative & production
- Create 2 videos to inform targeted consumers of 3M_CSD campaign with Celebrity

****osteel**series



OWNED SOCIAL MEDIA CHANNEL MANAGEMENT

















Activity Overview

Period

2021.10 ~

Objective

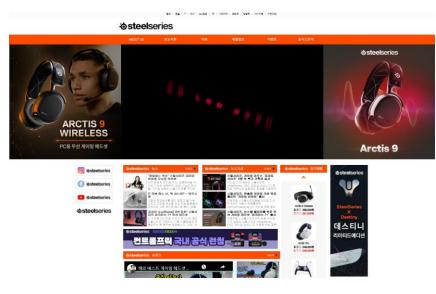
• Increase in brand awareness and sales expansion

- Manage SNS Channels (Facebook, Instagram Channel)
- Create steelseries branding & promotion contents targeting gamer group

****osteel**series



INVEN BRAND CHANNEL MANAGEMENT











Activity Overview

Period

2022.01 ~

Objective

 Increase in brand awareness and sales expansion in Game Community Channel

Work Scope

- · Manage steelseries brand page in Inven Channel
- · Plan event contents targeting gamer group (twice a month)
- Create promotion & product banner
- Upload Article and youtube review videos

- 30% increase in Naver Store traffic coampared to FY21
- 45% increase in brand page views compared to FY21

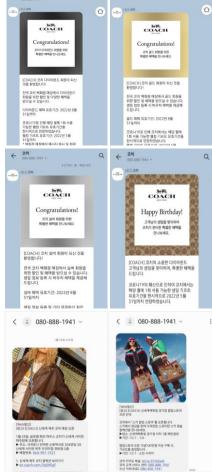




CRM & KAKAO CHANNEL MANAGEMENT







Activity Overview

Period

• 2018.08 ~

Objective

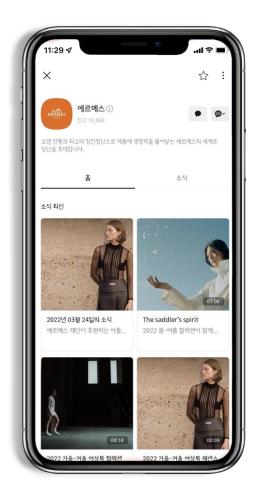
- To leverage its target communication function with much stronger contents variation and cost efficiency vs. existing platforms.
- To launch a fun, exciting and engaging digital event to drive traffic to the Kakao channel.

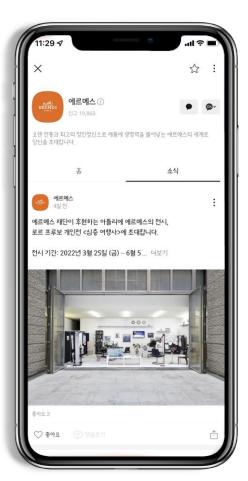
- Opened COACH Kakao channel and made Kakao Emojis two times for channel launching
- Executed Kakao DA for making channel friends
- Contents uploaded and sent push messages
- DM Production and distribution for COACH VIP
- VIP messages with welcome gift / birthday gift coupon
- Summer / Winter clearance Sale VIP SMS / eDM
- DM service of catalogue / gift book etc.
- Sending messages regarding brand promotion / store open or closing / clearance sale messages





KAKAO CHANNEL MANAGEMENT







Activity Overview

Period

• 2020.04 ~

Objective

• Deliver campaign news to Increase brand likability

- Opened Hermes Kakao channel account
- Set Kakao home banners and Auto Chat with branded assets and modified them to the campaign regularly
- Post image / video contents and set Kakao push messages regularly





SALES PROGRAM











Activity Overview

Period

2020.12 ~

Objective

• Lead purchase conversion rate of consumers by design and event promotion using seasonal issues

Work Scope

- Plan event contents and gifts corresponding with seasonal issues
- Create the product's sales promotion event digital page on retail websites such as G-market / Danawa
- In case of April purchase event, smartphone strap using Seagate characters is designed and produced

Result

 Act as a catalyst increasing sales of Seagate CSG products, which once stopped, by establishing seasonal event promotion





PERFORMANCE AD MANAGEMENT









Activity Overview

Period

• 2021.08 ~

Objective

- To increase brand & product awareness
- To boost Sales Promotion

Work Scope

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캐시 적립

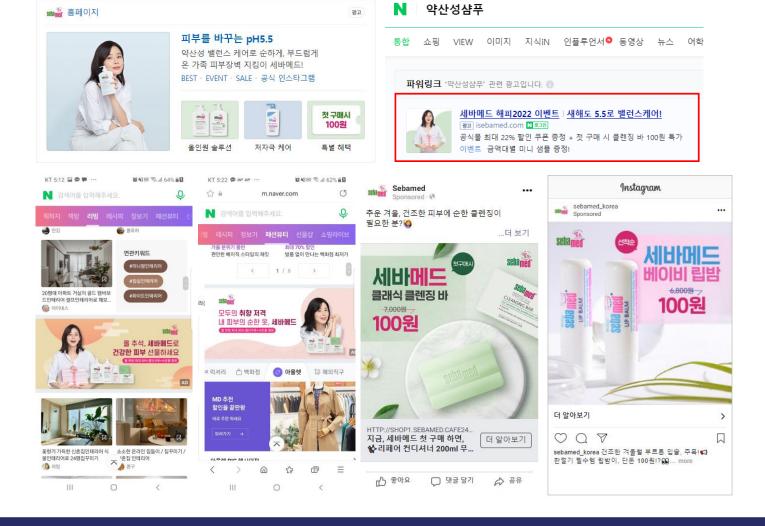
T I M A 숨쉬는 트렌드,리마

- Proposal and implementation of advertising strategies
- Advertisement management on multiple media channels
- Advertisement content creative & production
- Effective operation through efficiency analysis reporting





PERFORMANCE AD MANAGEMENT



Activity Overview

Period

• 2021.08 ~

Objective

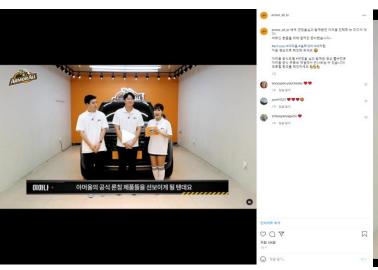
- To increase brand & product awareness
- To boost Sales Promotion

- Proposal and implementation of advertising strategies
- Advertisement management on multiple media channels
- Advertisement content creative & production
- · Effective operation through efficiency analysis reporting





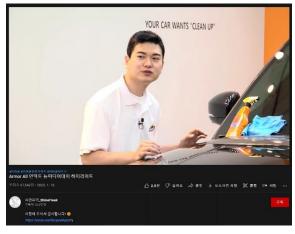
Armor All Untact New Media Day













Activity Overview

Date / Venue

• 2021.09.30 / YouTube, Instagram Live

of Pax (Attendee Profile)

• View: 6,160

• Unique View: 5,959 Pax

Objective

 To increase awareness of Armor All and build positive brand image among Self-car care Consumer Target

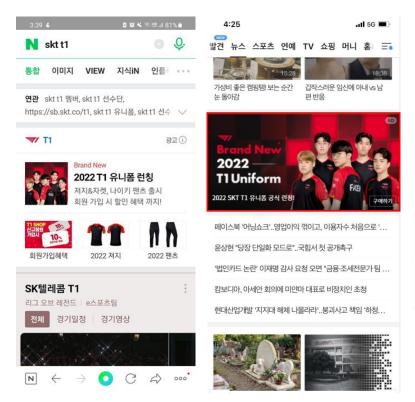
- Pre-Production Contents
- Mega Influencer (actor), YouTuber Casting
- Planned and executed online event including a Launching Show, Product Demo, and various Event
- Produced limited Self Car care Kit gifts to increase engagement among core targets





Online ADS

Brand Search ADs







Activity Overview

Period

2022.01 ~

Objective

• To boost T1 shop sales through online media platforms

Work Scope

- Advertisement management on Facebook, Instagram, Naver and Afreeca TV etc
- Advertisement plan and execution

Mo_Network Facebook Afreeca TV



Event Management

Lead successful offline project covering from product launching event to sales promotion



NAVER WORKS



OOH









Activity Overview

Period

2022.02 ~ 2022.04

Objective

 Execute OOH(Out Of Home) Advertising to strengthen brand awareness and top -of -mind awareness (TOMA) of Naver Cloud's collaboration tool 'NAVER WORKS'

- Advertising message establishment
- Visual Creative Production
- Buy OOH media channels including Subway stations and Bus stops

DIAGEO



SPECIAL RELEASES 2021 POP-UP STORE



















Activity Overview

Date / Venue

- 2021.12.17 ~ 2022.01.06
- The Hyundai Seoul B1F (108 Yeouidae-ro, Yeongdeungpo-gu, Seoul)

of Pax (Attendee Profile)

• 4,795 pax (Experience, Display Zone)

- Sales and promotion of Special Release limited edition whiskies (8 Kinds)
- Create a conceptual space to deliver the messages of 'Legends Untold' of 2021 Special Releases
- Prevent consumer congestion with two separate spaces: display zone and experience zone
- Conceptualize Legends Untold into a book and create a pop-up store with experience/display zone
- Express hospitality with the engraving service for glencairn glass
- Maximize consumers' experience with plans using senses like visual (exhibition walls and AR), auditory (interactive sound) and olfactory (perfumes)
- Produce giveaway items from box to glass and delivered to consumers visiting the pop up store

DIAGEO



TANQUERAY NO.TEN X POMME BAR COLLABORATION: OFFLINE





Activity Overview

Period

• 2021.12.07 ~12.30

of Pax

- Number of Sales (Cocktail): 136ea
- Amount of Sales: 2,584,000 KRW

Objective

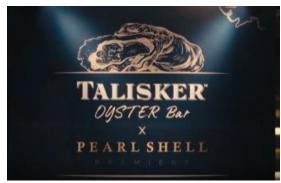
• To boost offline visibility of the product and enhance hands-on experience among core target

- One of the customer experience program of the Tanqueray No.TEN Christmas campaign
- Collaborate with representative white spirit bar and host offline gin class to drive brand, gin experience indepth
- Encourage visitors to access the brand through visible bar branding, sales and tasting program
- Created and Sales 3 signature cocktail of POMME(bar) representing Christmas mood
- Produced POSM: Tree, Menu, Coaster, Envelop.

DIAGEO



TALISKER X PEARLSHELL PREMIERE COLLABORATION: OFFLINE















Activity Overview

Date / Venue

- 2022.01.06 ~ 2022.02.28
- Pearlshell Premiere B1F (645-28 Gangnam-gu Shinsa-dong, Seoul)

of Pax

- Number of Sales (Menu): 247ea
- Amount of Sales: 14,587,000 KRW

- Plan and manage collaboration with Pearl Shell Premiere, specializes in the highest quality of oyster menu that matches with Talisker food pairing
- Pearlshell Premiere developed the Talisker menu and sold it to consumer at restaurant
- Proceed with bar branding to imprint the image of the Talisker
 x Oyster pairing and sold an exclusive set menu to consumers
- Produce various POSM to promote Oyster Bar campaign (Bar branding/Menu, Leaflet/Cutlery, etc.)
- Provided a visual experience through bar branding by installing POSM using Talisker Oyster KV in 'Pearlshell Premiere'
- Offer opportunities to experience various types of Talisker through collaboration signature menu and sales during the event





UNITY Unite SEOUL 2020



한국은 전 세계 최고 수준의

e-스포츠 생태계와





모집기간 10.28 (수) - 11.20 (금)

★ 즐겨찾기 · 11월 24일 · ᢙ

Unity Technologies Korea - 유니티 코리아

















Date / Venue

 2020.12.1 ~ 2020.12.3 / Switch offline to Online

of Pax (Attendee Profile)

• 11,943 pax (3D engineer, Game developer, Partners, IT executives, customers, CxO)

- Planned various online event and operation including customer and partner seminar
- Create more than 60 online sessions
- Broadcast sessions to online live streaming
- Collaborate with ZEPETO to implement the event in the game (ZEPETO is Avatar game)
- Create more than 60 online sessions
- Real-time XR session implementation for the first time in Korea
- Booth design & game implementation of various partners such as Intel, Samsung, Google, etc.
- Visiting Pop-up Store, Uni-Bus Production & Operation
- Advertising execution and SNS channel, Viral Marketing operation
- Unity X LEGO Microgame challenge operation
- · Operation of the Management office for consumer Service









UNITY G-STAR AT BUSAN 2019

























Activity Overview

Date / Venue

- 2019.11.11 ~ 2019.11.14
- Paradise hotel club Hexx, Twosome Bexco, Busan, Korea

of Pax (Attendee Profile)

• 972 pax (Pop-up Lounge, Trinity Party)

- Plan and operate networking booth and parties for Unity relatives and customers
- Targeting G-Star season, hold a networking event.
- Host networking party among Unity relatives and cowork with celebrity agency





UNITY INDUSTRY SUMMIT SEOUL 2019















Activity Overview

Date / Venue

• 2019.10.22 / Intercontinental Seoul COEX , Seoul, Korea

of Pax (Attendee Profile)

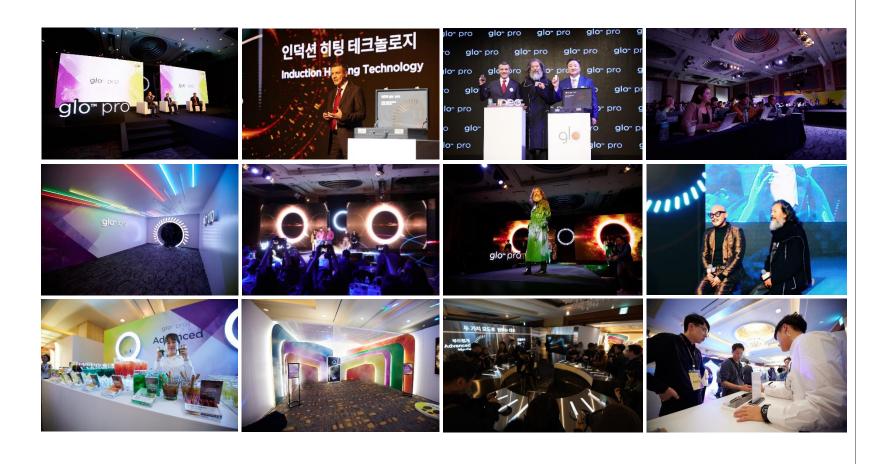
• 916 pax (Partners, IT executives, customers, CxO)

- Planned various offline event and operation including customer and partner seminar
- Booth Production
- Booth Management & Partners management
- Managed Performance team
- Managed owned channel and paid channel (Facebook and industry related channel)
- Developed application which can explore the event information and update and brought the payment system since it was operated under paid event





LAUNCHING EVENT(glo pro)



Activity Overview

Date / Venue

• 2019.11.26 / Lotte Hotel, Seoul, Korea

of Pax (Attendee Profile)

- Session 1 100 pax (Press conference with traditional media & new media)
- Session 2 150 pax (Influencer event with powerful influencers)
- Styling class with stylist (Jae Keun Hwang) & model (Chil Doo Kim)

- Planned and operated two type events for glo pro launch - press conference and an influencer event
- Managed and planned various events such as 'Runway Show', 'Styling Class'
- Displayed with stage, experience booth and photo zone





NEW WAVE PARTY I (glo sens)



Activity Overview

Date / Venue

• 2019.11.09 / Layer 57, Seoul, Korea

of Pax (Attendee Profile)

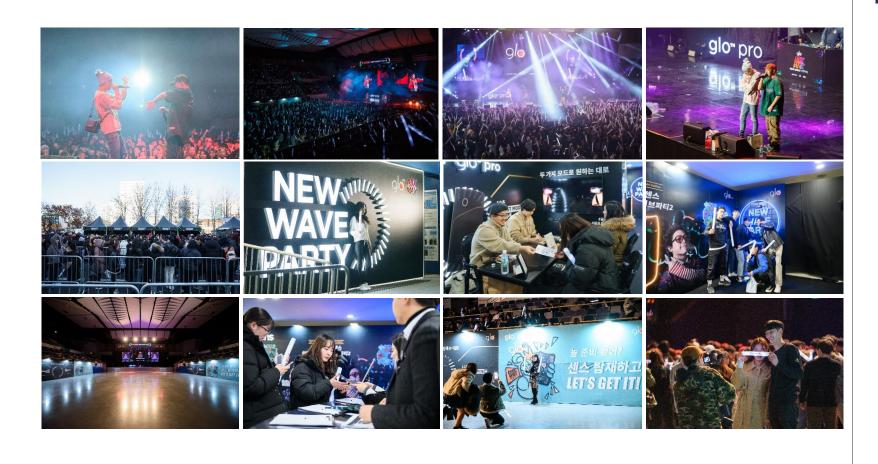
• 650 pax (glo members, IG influencers, Powerbloggers) & internal employees)

- Venue liaison & environmental branding
- Registration management
- Design exhibition zone
- AV production
- Influencer management
- Opening & product video creation
- Booth management
- Onsite event management
- Catering





NEW WAVE PARTY II (glo pro MIXMAX FESTIVAL)



Activity Overview

Date / Venue

• 2019.12.09 / KBS ARENA, Seoul, Korea

of Pax (Attendee Profile)

• 2500 pax (MIXMAX Festival visitors, glo members, IG influencers, Powerbloggers, internal employees)

- Recruit event participants
- Event sponsorship with MIXMAX Festival
- Design product exhibition zone
- Design every branding materials
- Planning & managing onsite events
- Influencer management





LEGION CHAMPIONSHIP SEASON 1~7(Local e-Sports tournament)



















Activity Overview

Season 1 ~

- Season 6: 2019.03.23Season 7: 2019.06.06
- Shindorim Techno Mart, Seoul, Korea

of Pax (Attendee Profile)

- Game Type: League of Legends
- 382 pax of registered players

- Planned and executed offline game tournament
- Through branded venue, build Lenovo Legion brand awareness & consideration among potential customers such as gamers and university students
- Build gamer community that appeals to a wider and different group of gamers
- Operate streaming channels on Twitch and broadcast zone with professional casters





LEGION OF CHAMPIONS(Global e-Sports Tournament)



















Activity Overview

Date / Venue

- 2019.11.09 ~ 2019.12.15
- Local: Sinnonhyeon WDG PC, Seoul, Korea
- Global: Pantip Plaza, Bangkok, Thailand

of Pax (Attendee Profile)

- Game Type: PUBG
- Local: 571 pax of registered players
- Global: 4,000 + pax of registered players

- Planned and executed offline game tournament
- Through branded venue, build Lenovo Legion brand awareness & consideration among potential customers such as gamers and university students
- Build gamer community that appeals to a wider and different group of gamers
- Operate streaming channels on YouTube/Twitch and broadcast zone with professional casters





TikTok GALA IN SOUTH KOREA



Activity Overview

Date / Venue

• 2018.11.09 / D-Bridge Cheongdam, Seoul, Korea

of Pax (Attendee Profile)

 200 pax (Press, TikTok Creators, Celeb 'Choi Yoo-Jung' (a member of Weki meki, K-pop girl group) & employees)

- Planned and executed 'TikTok Media Night (Media event)' and 'TikTok Gala Night (Party)'
- Displayed the venue with stage, photo zone and Media / VIP zone
- Various performances by DJ, global TikTok creators and celeb Choi Yoo-Jung (Weki meki)





TikTok SPOTLIGHT – MEDIA EVENT



















Activity Overview

Date / Venue

 2019.03.28 / JW Marriott Dongdaemun Square Hotel, Seoul, Korea

of Pax (Attendee Profile)

 50 journalists from Culture and Entertainment related media & VIP from music industry, Celeb (Xia, Yoon Dohyun, Yun Minsoo, Gummy, Dynamic Duo)

- Planned and executed 'TikTok Spotlight Media Event' and 'Media Interview with Celeb'
- Registration management
- Speakers (Celeb) and media management
- Displayed the venue with stage, photo zone and Interview room etc.
- Designed various materials (Memento or News items)





TikTok FRIENDS X IRENEISGOOD Pop Up Store



















Activity Overview

Date / Venue

• 2020.09.24~27 /Boon the shop Cheongdam, Seoul, Korea

of Pax (Attendee Profile)

 200 pax (Press, Irene, Celeb 'Kim Na-Young', TikTok Creator Kim Ji Hyang, Models and customers)

- Planned and operated TikTok Friends X IRENEISGOOD Pop up store at Boon the shop
- Exposed the launch of pop-up store on SNS through Social Ads (YouTube / Instagram)
- Displayed the spaces with branding design in order to deliver an impactful perspective of the brand identity



PMG KOREA

PURE F9 LAUNCHING EVENT

















Activity Overview

Date / Venue

 2018.08.21 / JW Marriott Dongdaemun Square Hotel, Seoul, Korea

of Pax (Attendee Profile)

• 300 pax (Media, Blogger, VIP Customer (Ultra-club), Partners)

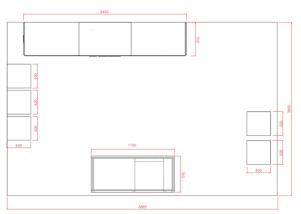
- Planned and operated whole event and experience zone
- Registration management
- Venue liaison & environmental branding
- Booth design & structure and AV production
- Speakers and media management
- Opening & product video creation
- Booth management





INSTORE PROMOTION PLANNING AND MANAGEMENT

















Activity Overview

Date / Venue

• 2020.04.03 ~ 2020.04.16 / Shinsegae department gangnam, Soeul, korea

of Pax (Attendee Profile)

• 2000 Pax

- Design layout of interior and event zone
- Produce backwall design and event furniture
- Design POP, banners and other related designs.





TABLEAU EXPERIENCE SEOUL 2019





















Activity Overview

Date / Venue

• 2019.05.23 / Grand Intercontinental Coex Parnas, Seoul

of Pax (Attendee Profile)

• 920 pax (Data lovers & customer, etc.)

- Planned various offline event and operation including product launching and distributor seminar
- Registration / DB Management
- Venue liaison & environmental branding
- Booth design & Structure & Management
- Branded name tag and gift production
- Brand customized registration system to individualize DB and to subdivide the target
- Session operation (General Session in the morning and three track Session in the afternoon)
- Separated console control





TABLEAU EMBEDDED ANALYTICS WORKSHOP



















Activity Overview

Date / Venue

• 2019.04.10 / Dreamplus Gangnam, Seoul, Korea

of Pax (Attendee Profile)

• 150 pax

- Registration / DB Management
- Venue liaison & environmental branding
- Booth design & Structure & Management
- Branded name tag and gift production
- Planning and operating software training seminar for customers
- Seminar venue and equipment management





SEAGATE YEAR-END PARTNER SEMINAR 2019











Activity Overview

Date / Venue

• 2019.12.18 / Yongsan Sky Kingdom, Seoul, Korea

of Pax (Attendee Profile)

• 150 participants from channels and partners

- Planned and executed 'Seagate Year-end Partner Seminar 2019'
- Seminar presentation & end-of-year award ceremony
- Dinner buffet, Champaign & DJ party
- Displayed Seagate's products
- Operated Dress Code, Photo Zone, Prize drawing event
- Raise brand awareness and leave a positive brand image of Seagate by strengthening partnership





KOBA 2019 SEAGATE BOOTH



Activity Overview

Date / Venue

• 2019.05.22 ~ 2019.05.25 / Coex, Seoul, Korea

of Pax (Attendee Profile)

- More than 44,000 participants
- More than 420 booth event participants

- Planned and executed 'KOBA 2019 Seagate Booth'
- Displayed LaCie's products
- Operated Insider subscription & Stamp tour event
 & Prize drawing event



PMG KOREA

HP-CAST 2019 SEOUL



















Activity Overview

Date / Venue

• 2019.04.04 / EL Tower, Seoul, Korea

of Pax (Attendee Profile)

• 281 pax (Media, partners, IT executives, customers)

- Annal HP-CAST event management
- Planned whole seminar and booth operation
- Booth & Stage Design & Installment
- Structure and AV production
- Booth Management & Sponsors management



PMG KOREA

REIMAGINE SUMMIT 2018 SEOUL



















Activity Overview

Date / Venue

• 2018.10.02 / Grand Intercontinental Hotel, Seoul, Korea

of Pax (Attendee Profile)

• 415pax (IT Decision Makers, IT Leaders, Technology Key man, Customer/Partner)

- Planned whole seminar and booth operation
- Booth & Stage Design & Installment & Production
- Structure and AV production
- Social wall operate
- Booth Management & Sponsors management





TRANSITIONS VIP DAY























Activity Overview

Date / Venue

• 2019.07.05 / Kiwoom Heroes Gocheok Sky dome baseball stadium, Seoul, Korea

of Pax (Attendee Profile)

500 participants

- Planned and executed 'Transitions VIP Day'
- Registration management
- Displayed the main venue, engagement zone
- Executed consumer events through uploading pictures on SNS
- Encourage desire for purchase through various events that allow direct experience/interaction with Transitions products





Energizer Luxury Glamping Week

























Activity Overview

Date / Venue

• 19th Sep 2020 / Zoom Online

of Pax (Attendee Profile)

• 100 pax (private event for limited participants)

Objective

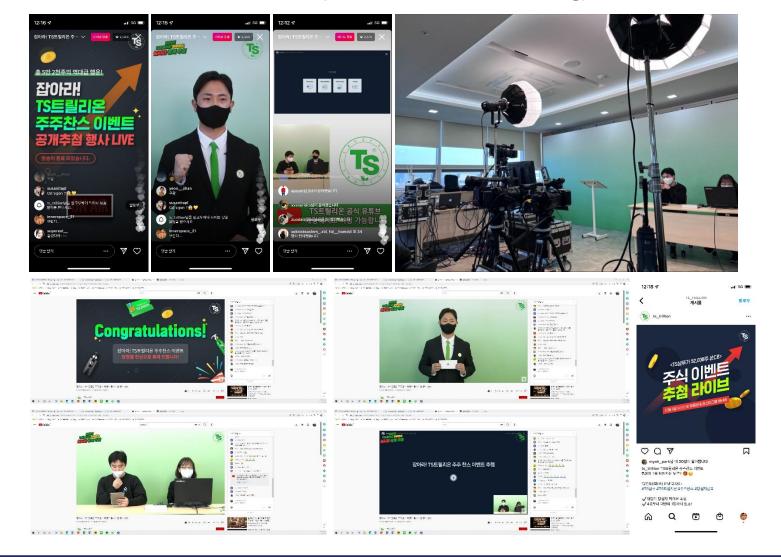
 To increase awareness of new product and build positive brand image among younger targets

- Planned and executed online glamping event including a mini concert, online art class, and various promotions
- Recruited Korean singers and influencer to maximize the event exposure
- Produced limited luxury glamping gifts to increase engagement among core targets





EVENT PROMOTION MANAGEMENT(Present Draw Live Streaming)



Activity Overview

Date / Venue

• 2021.12.08 / TS Trillion Head Office

of Pax (Attendee Profile)

• 4,331 Highest concurrent viewers

- Advertised through various online media channels to increase event awareness and participation
- Spread community viral content to increase event awareness and participation
- Execution for live streaming draw event through Instagram and YouTube
- Design creativity and production for live streaming





COACH X Basquiat Collection Launching Event

















Activity Overview

Date / Venue

 2021.09.04~05, 09.11~12 / Kimpo Hyundai Outlet, Yeoju Shinsegae Outlet, Busan Lotte Outlet, Korea

of Pax (Attendee Profile)

• 7,000 participants

- Planned and executed 'COACH x Basquiat Collection Launching Event'
- Design exhibiton zone & branding Materials
- Zone Management
- Through Collaborate with coffee brand "Fritz", Increase Store Traffic and Sales by attracting consumer's interest
- Displayed the main venue, engagement zone
- Executed consumer events through uploading pictures on SNS
- Encourage desire for purchase through various events that allow direct experience/interaction with coffee truck event

Creative & Production

Production management's core business is evolving to provide solutions to meet client's needs and market trends



PMG KOREA

SINGLETON SPECIAL PACKAGE









Activity Overview

Project Operation Channel

• Korea (Diageo Singleton Instagram)

Production Time

• 2021 Q1

Produced Quantity

• Package: 200EA



SINGLETON X MOBETTERWORKS PACKAGE















Activity Overview

Project Operation Channel

• Korea (Smart Order : GS25, E-Mart, CU, Seven Eleven

Production Time

• 2021 Q3

Produced Quantity

• 500EA



TALISKER X PEARLSHELL PREMIERE BAR BRANDING











Activity Overview

Project Operation Channel

• Pearlshell Premiere (Oyster Bar)

Production Time

• 2021 Q4 ~ 2022 Q1

Production Details

- Produce and brand elements that symbolize Talisker, such as wagon, boat, wall print, and install it in the bar
- Offline branding carried out based on the overall product concept, such as sea assets under the Made by the sea concept and Oyster, a food pairing of Talisker



TANQUERAY NO.TEN CHRISTMAS PACKAGE





Activity Overview

Project Operation Channel

• Korea (Liquor pickup service : Daily shot)

Production Time

- 2021 Q4
- *One of the customer experience program of The Tanqueray No.TEN Christmas Campaign

Produced Quantity

• Package(box, glass, shopping bag, leaflet): 630EA

GOLDEN GOOSE / *

PMG KOREA

VIP PROGRAM









Activity Overview

Project Operation Channel

• Golden Goose CRM: VIP gift proposal and production

Objective

- To boost the sales and keep the loyal customers
- To build up relationship with brand customers through VIP program

Production Details

 Plan and manage brand VIP B-DAY program and produce seasonal gifts for VIP members on Christmas, LNY, etc. during program





VISUAL & POSM PRODUCTION OF NEW FINECUT TROPICAL CRUSH/MELLOW CRUSH







Activity Overview

Project Operation Channel

• Nationwide CVS (CU, GS25, 7-ELEVEN) & Retail Store

Production Time

• 2020 Q2

- Visual 85,000EA
- Strip 75,500EA
- Counter Mat 6,300EA
- Tactical Item for POS 6,900EA
- Counter Unit Item 12,400EA

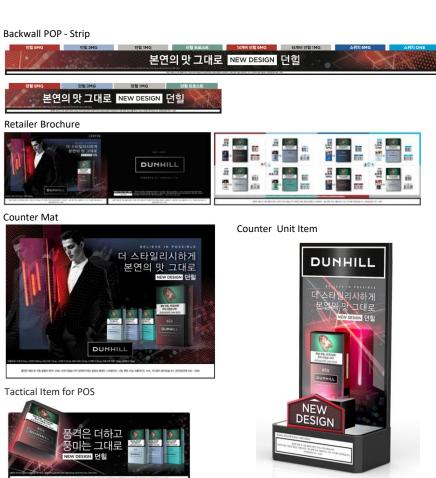




VISUAL & POSM PRODUCTION OF DUNHILL KINGSIZE 8SKUs PACK UPGRADE







Activity Overview

Project Operation Channel

• Nationwide CVS (CU, GS25, 7-ELEVEN) & Retail Store

Production Time

• 2020 Q3

- Visual 39,900EA
- Strip 58,600EA
- Retailer Brochure 100,000EA
- Counter Mat 6,200EA
- Tactical Item for POS 6,900EA
- Counter Unit Item 11,900EA





VISUAL & POSM PRODUCTION OF NEW KENT DOUBLE FRESH







Activity Overview

Project Operation Channel

• Nationwide CVS (CU, GS25, 7-ELEVEN) & Retail Store

Production Time

• 2021 Q1

- Visual 75,000EA
- Strip 54,000EA
- Counter Mat 5,200EA
- Tactical Item for POS 6,200EA
- Retailer Brochure 100,000EA
- Counter Unit Item 9,800EA





EXCLUSIVE STORE DISPLAY UNITS/POSM PRODUCTION AND INSTALLATION



Activity Overview

Project Operation Channel

• 30 exclusive Seven-eleven stores (nationwide)

Production Time

• 2019 Q3

- Counter 30SET
- Digital Panel 30SET
- Side highlight panel 30SET
- Acrylic Highlight Zone 30SET
- Top Display Shelf 30SET
- Bottom Display Shelf 30SET





PRODUCTION/INSTALLATION OF 'Gondola Fixture & POSM' FOR AIRPORT DUTY-FREE SHOPS



Concourse Gondola(Short) V1



Concourse Gondola(Short) V2



Concourse Gondola(Long) / Gondola Top / Item Tray



Item Tray / Tablet Tray

Activity Overview

Project Operation Channel

• Concourse duty-free stores installed in Incheon Airport

Production Time

• 2019 Q3

- Concourse Gondola(Short) V1 / V2 (1EA Each)
- Concourse Gondola(Long) 1EA
- Gondola Top 1EA
- Item Tray 14EA
- Tablet Tray 6EA





PRODUCTION/INSTALLATION OF 'Wallbay Display POSM' FOR AIRPORT DUTY-FREE SHOPS







End Gondola Tray

Activity Overview

Project Operation Channel

 14 duty-free stores installed in Incheon / Gimpo / Gimhae Airport

Production Time

• 2019 Q4

- End Tray for Gondola End Shelf 9EA
- New Gondola 6EA





PRODUCTION OF CAMPAIGN INFLUENCERS GIFT













Activity Overview

Project Operation Channel

• Gifts for 4 different campaign influencers

Production Time

• 2022 Q1

- Shopping bag 50EA
- Coffee truck 1EA
- Sweat shirt 2EA
- Speaker 1EA
- Box 1EA





SEASONAL PROMOTIONAL ITEMS(CAMPAIGN)









Production Time • 2019 Q1

- 2019 Q2
- 2019 Q3
- 2019 Q4

Produced Quantity

Activity Overview

Project Operation Channel • 310 stores of 4 hypermarket

- Dumpbin 7,500EA
- Header(general) 750EA
- POSM(tree) 360EA
- Header(premium) 180EA
- Banner 60EA
- Brochure Design

Premium set



General header



Brochure

Premium header







Apply seasonal concept





PRODUCTION OF DISPLAY & EXPERIENCE ZONE























Header (Back-2)

7 Types POP

Activity Overview

Project Operation Channel

• 15 stores of E-mart

Production Time

• 2019 Q3

Produced Quantity

• Display & Experience zone 15set





SEASONAL PROMOTIONAL ITEMS(CAMPAIGN)

Premium set











X-Banner

General set



General header













Apply seasonal concept

Activity Overview

Project Operation Channel

• 310 stores of 4 hypermarket

Production Time

- 2020 Q1
- 2020 Q3
- 2020 Q4
- 2021 Q1

- Dumpbin 27,500EA
- Header(general) 1085EA
- Header(premium) 225EA
- Skirt 400EA
- Banner 60EA





PRODUCTION OF DISPLAY & EXPERIENCE ZONE

1



(2)



3



Activity Overview

Project Operation Channel

• Homeplus, E-mart

Production Time

- 2020 Q2
- 2021 Q1

Produced Quantity

• End Cap Display 20 Store



PMG KOREA

OFFLINE BRAND HOUSING DISPLAY ZONE











Activity Overview

Project Operation Channel

Home plus, E-mart

Production Time

- 2020 Q4
- 2021 Q1
- 2021 Q3-Q4

Produced Quantity

- DIY zone-Installed 1 store
- Cleaning zone-installed 15 stores

Home plus DIY brand zone E-mart cleaning zone





BRAND EXPERIENCE SHOW ROOM



















Activity Overview

Project Operation Channel

• E-mart

Production Time

• 2021 Q4

Produced Quantity

• 1 store





OFFLINE PROMOTIONAL DUMPBIN UNIT











Dumpbin-Header

Dumpbin





Display header

X-banner





Hanging banner











Activity Overview

Project Operation Channel

Hypermarket channel

Production Time

• 2021 Q1-Q4

- Dumpbin 2,000EA
- Header(general) 750EA
- Header(Premium) 100EA





OFFLINE COUNTER DISPLAY UNIT

1



Post-it LCD domo





Sponge LCD demo

2



Tape counter-top





3M counter-top

Activity Overview

Project Operation Channel

Hyper mart channel

Production Time

• 2021 Q1-Q4

- 1 Post-it LCD demo 15EA
- 2 Tape counter-top 100EA
- ③ Sponge LCD demo 80EA
- ④ 3M counter-top 30EA





OFFLINE PROMOTIONAL POP ITEMS



Stationery clip stip



Eco bag



Hanging display tool



Promotional topper



Sticker

Activity Overview

Project Operation Channel

Hyper mart channel

Production Time

• 2021 Q1-Q4

- ① Stationery clip-strip 300EA
- 2 Hanging display tool 600EA
- ③ Eco bag 1,700EA
- 4 Topper 110,000EA
- ⑤ Sticker 20,000EA





OFFLINE PROMOTION STAND & POP-UP STICKER PRODUCTION



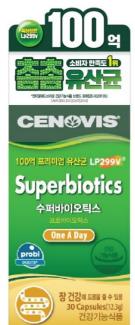
Promotion Stand



Popup Sticker (Attached view)



Popup Sticker







Activity Overview

Project Operation Channel

- Promotion stand : 2 Department Stores
- Popup Sticker: Olive young stores (Nationwide)

Production Time

• 2020 Q1

- Promotion Stand 2SET
- Popup Sticker (2 Types) 28,000EA





OFFLINE COUNTER-TOP PRODUCTION









Cenovis Top3 Counter-Top

DulceFiber Counter-Top









Dulolax Counter-Top

Activity Overview

Project Operation Channel

- Cenovis Top3 Counter-Top: Duty-free shops
- Dulcefiber/Dulolax Counter-Top: Hospital & Pharmacy
- Department Stores

Production Time

2020 Q1
 2022 Q1

Produced Quantity

- Cenovis Top3 Counter-Top 17EA
- DulceFiber Counter-Top 500EA
- Dulolax Counter-Top 2*4 2,500EA / 4*4 200 EA)

Manufactured POSM with magnet to facilitate replacement by season





OFFLINE COUNTER-TOP PRODUCTION







Dulcolax Small Counter-Top



Dulcolax Counter-Top

Activity Overview

Project Operation Channel

• Dulcolax /Dulcolax Small Counter-Top: Hospital & Pharmacy

Production Time

- 2020 Q3~Q4
- 2022.Q1

Produced Quantity

2020 Q3~Q4

- Dulolax Counter-Top 3*4 1,700EA / 4*4 200 EA)
- Dulolax Small Counter-Top 2,100EA

2022 Q1

- Body 1,250EA
- Header 700EA

Manufactured POSM with magnet to facilitate replacement by season





OFFLINE PROMOTION STAND & POP-UP STICKER PRODUCTION







Shelf Strip





Promotion Stand Stand POP

Activity Overview

Project Operation Channel

- Promotion stand : Olive young stores (Nationwide)
- Popup Sticker: Olive young stores (Nationwide)

Production Time

• 2020 Q3

- Promotion Stand 2SET
- Shelf Strip (2type) 2SET
- POP Stand (2type) 2SET





RODUCTION/INSTALLATION OF 'Gondola Fixture & POSM' FOR DEPARTMENT STORE









Activity Overview

Project Operation Channel

• Promotion stand : Lotte Department Stores in BUSAN

Production Time

• 2021 Q1

- Gondola Fixture 2ea
- Wallbay Fixture 2ea
- Lighting Box 1ea
- Lighting Panel & Visual 2ea





COLLABORATED BOARD GAME PRODUCTION





Activity Overview

Project Operation Channel

• Department Store & Online (nationwide)

Production Time

• 2021 Q3

Produced Quantity

• 2,600EA





PMG KOREA

COLLABORATED ONLINE PROMOTIONAL ITEMS









Activity Overview

Project Operation Channel

• Online (nationwide)

Production Time

• 2022 Q1

Produced Quantity

Seed Kit: 1,000 EA





OFFLINE PROMOTIONAL ITEMS



Pencil

case



KOBI Bag



KOBI Shower Ball



KOBI Key-ring

Activity Overview

Project Operation Channel

• Department Store & Online (nationwide)

Production Time

• 2021 Q1 ~ Q3

Produced Quantity

• Pencil Case: 5,550 EA

Bag: 1,000 EA

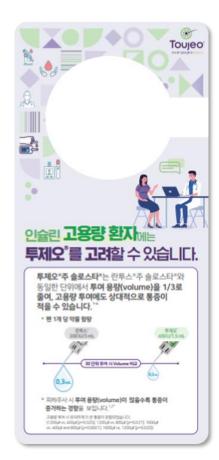
• Shower Ball : 10,000 EA

• Key-ring: 5,800 EA





LAVENDER-SCENTED BROCHURE







Activity Overview

Production Details

- A production made of fragrant paper
- Hang it in the vehicle or doorknob to give off the lavender scent
- Promote products and increase utilization to users

Production Time

• 2021 Q4

Produced Quantity

• 5,000 EA





BRAND REFRESH PRESS KIT PRODUCTION (Eng/Kor ver)



Activity Overview

Project Operation Channel

• Korea, France, Italy, Sweden branches

Production Time

• 2019 Q2

- Korean version 188EA
- English version 312EA





BRANDED GOODS FOR SOCIAL MEDIA EVENTS



Activity Overview

Project Operation Channel

• Social Media Event (Instagram and Kakao)

Production Time

• 2019 Q4

Produced Quantity

• 50EA





CHRISTMAS EVENT GOODS PRODUCTION







Lottery Board



Roulette 8EA







Dumpbins



Activity Overview

Project Operation Channel

• 140 stores of 4 hypermarket (NongHyeop/Homeplus/Emart/Lottemart)

Production Time

• 2019 Q4

- Wobbler (2 types) 2,000EA
- Dump bin 1,200EA
- Lottery Board 400EA





CHRISTMAS EVENT GOODS PRODUCTION







Scratch Coupon



Sticker





Dumpbins





GWP



Activity Overview

Project Operation Channel

174 stores of 4 hypermarket (NongHyeop/Homeplus/E-mart/Lottemart)

Production Time

• 2020 Q4

- Wobbler 340EA
- Scratch Coupon 35,0000EA
- Sticker 40,000EA
- Dump bin 108EA / 750EA
- GWP (20,000EA/ 40,000EA)
- Capsule Toy 8EA





ULC LAUNCHING PRESS KIT PRODUCTION





Activity Overview

Project Operation Channel

• ISP Promotion & Social Media Event (Instagram and Kakao)

Production Time

• 2021 Q1

Produced Quantity

• 500EA





Cost-co / Hi-mart / Electro-mart Instore Branding









Activity Overview

Period

• 2020.12 -

Objective

 Sales conversion from competitive to Seagate by highlighting POSM Design

Work Scope

- Design and installation of Seagate POSM at Hi-Mart & Electro-Mart with an average of 5 lanches per month
- Product Item : Acrylic POSM & Header Production
- Draws consumer's attention through POSM visual effect (3dimensional POSM form / Key copy design that emphasizes rescue service)

Why PMG

Regional coverage

PMG has created significant infrastructure across APAC in delivering adaptation, print, and digital execution services



Experience

PMG has a wealth of experience in working with and understanding processes from successfully implementing print management models across the region



Innovation

We offer industry-leading, independent consultation to provide innovative solutions and drive down long-term costs for our clients



Process

We use a single process and system across all clients, regions, and brands to ensure consistency in everything we do



Relationship

We have successfully worked with numerous MNCs, building strong central and local relationships



Passion

We love our work, we love working with clients like you, and we truly believe we make a difference



Thank You!

Let's talk about next step...



PMG

KOREA

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