



PMG KOREA

KOREAN BRANCH OF PMG GROUP

PORTFOLIO

PMG'S COVERAGE



Korea

Seoul

Singapore

Headquarters

Malaysia

Kuala Lumpur

China

Beijing, Guangzhou,
Shanghai, Shenzhen,
Hong Kong

Indonesia

Jakarta

Philippines

Manila

Thailand

Bangkok

Taiwan

Taipei

Vietnam

Ho Chi Min

Japan

Tokyo

Australia

Sydney

New Zealand

Auckland

India

Bangalore, Chennai,
New Delhi, Mumbai

PMG Group at a glance

Since 1995



13

Countries



17

Local Office



100+

Clients



800+

Staff



1800+

Suppliers



PMG KOREA



19

Years.

Since 2005



120⁺

Experts.

Generalists and in-house
specialists work together



30⁺ Clients.

For a better tomorrow than today
We will never stop growing

Organization



PMG Korea's Client



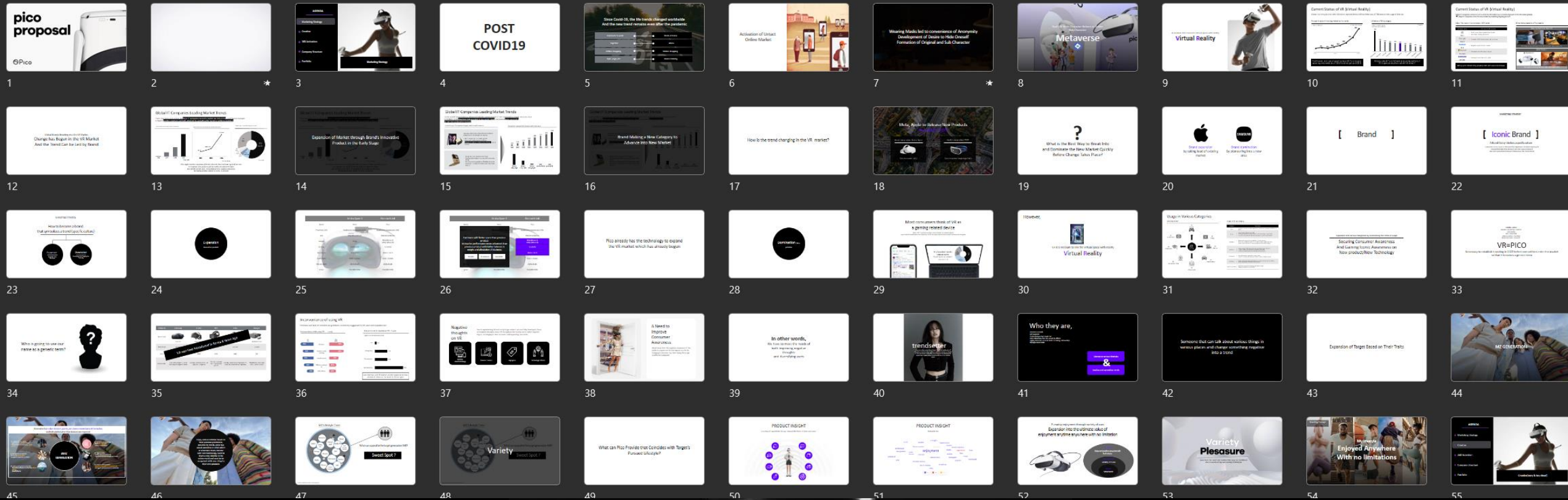
GOLDEN GOOSE / ★



What we do —

A glowing lightbulb is centered in the frame, emitting a warm, yellow light. The lightbulb is a standard incandescent type with a visible filament. The background is dark, making the lightbulb stand out. Overlaid on the lightbulb is the text 'CAMPAIGN STRATEGY' in a bold, white, sans-serif font. The text is split into two lines: 'CAMPAIGN' on the top line and 'STRATEGY' on the bottom line. The lightbulb's glow creates a soft, circular halo around the text.

CAMPAIGN STRATEGY



A black and white photograph of star trails in a night sky, with a silhouette of a person standing in the foreground looking up. The star trails are curved, suggesting a long exposure. The text 'CREATIVE DESIGN' is overlaid in white, bold, sans-serif font.

CREATIVE DESIGN



TALISKEER
Ambassador
임수민

태양광 항해를 다녀온 뒤, 신장 맨투투가 되었다
열한 바다 앞에서 입몰아져 끊임없는 일회 정신의
스카에 메모되어 탈리스커 캠퍼서이다가 되기로 결



EVENT MANAGEMENT

A black and white photograph of a person standing in a modern, brightly lit interior space. The person is silhouetted against the light, standing on a small platform. The space features a high ceiling with a grid of lights and large windows or glass walls that reflect the interior. The overall atmosphere is clean and contemporary.

glo™



PERFORMANCE MARKETING

A black and white photograph of a laptop screen displaying a social media dashboard. The dashboard shows a profile picture, a cover photo of a man sitting on a couch, and various posts and analytics. The text 'PERFORMANCE MARKETING' is overlaid in large, white, bold, sans-serif capital letters across the center of the image. The laptop is a MacBook Pro, and the keyboard is visible at the bottom. The background is dark and out of focus.



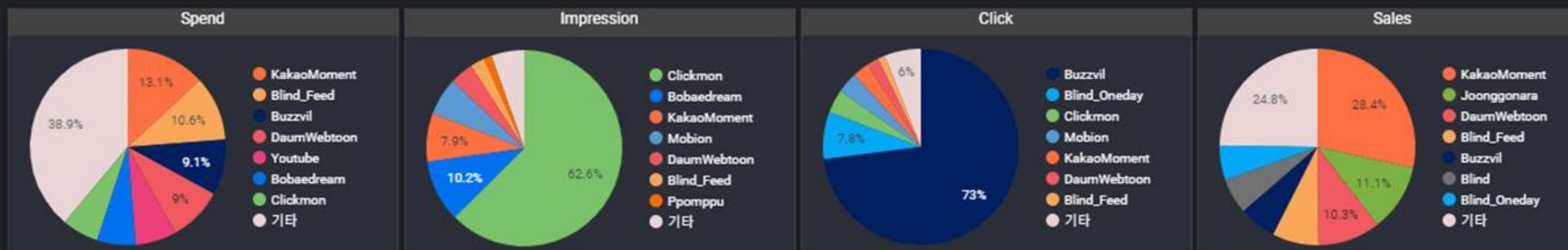
Media Report - Main Dashboard

Campaign

2023. 7. 1. - 2023. 7. 31.

Operation period: 23/06/07 - 23/08/06

Spend 515,409,747 ↑ 78.0%	Imp 1,461,000,297 ↑ 71.5%	Reach 255,165,242 ↑ 79.9%	Click 8,545,762 ↑ 122.0%	View 5,432,407 ↓ -26.9%
Session 2,207,442 ↑ 45.1%	CPS(Cost per Session) 233 ↑ 22.7%	TTL Sales 16,024 ↑ 664.9%	CVR 0.73% ↑ 427.2%	CPA 32,165 ↓ -76.6%





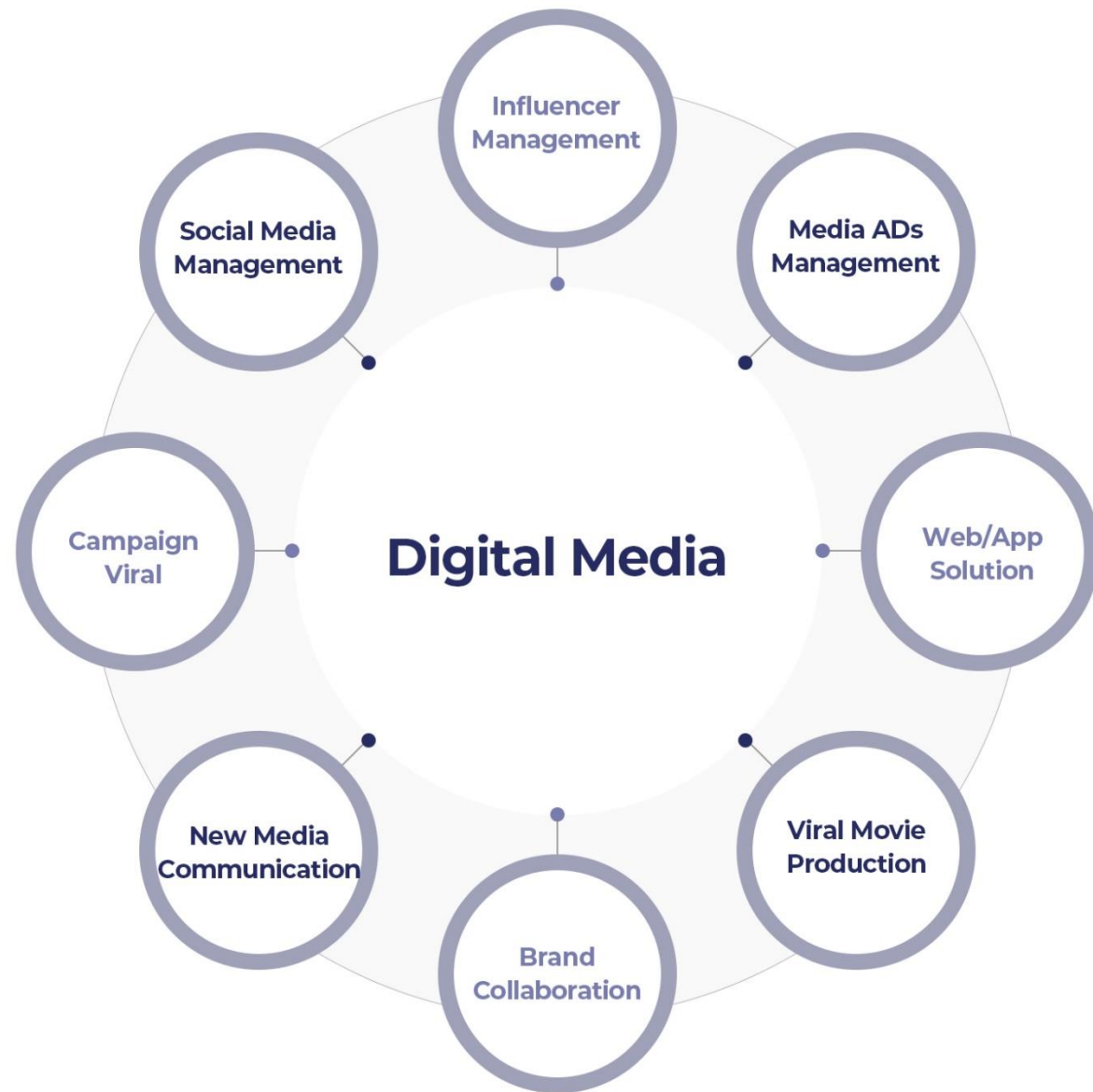
PRINT & PRODUCT



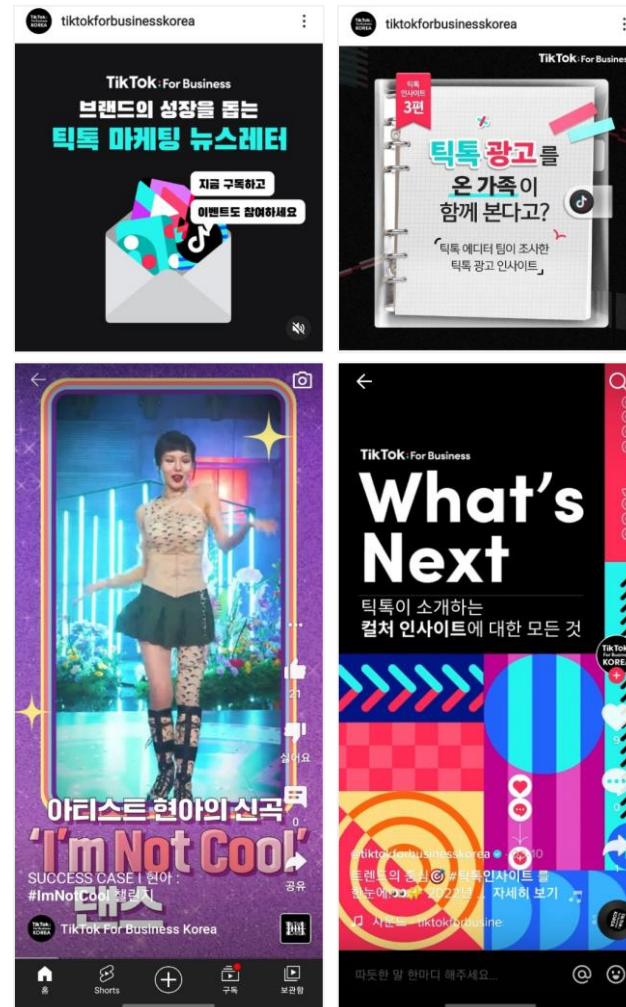
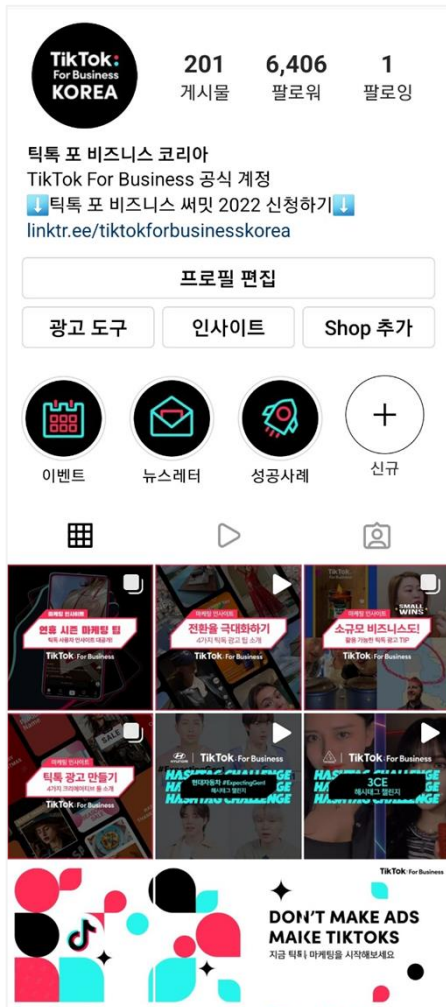
01

Digital Media

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



SOCIAL MEDIA MANAGEMENT



Activity Overview

Period

- 2021.01.01 ~

Objective

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

Work Scope

- 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.
- Plan and operate multiple online events to boost the online visibility of the brand and gain conversion.

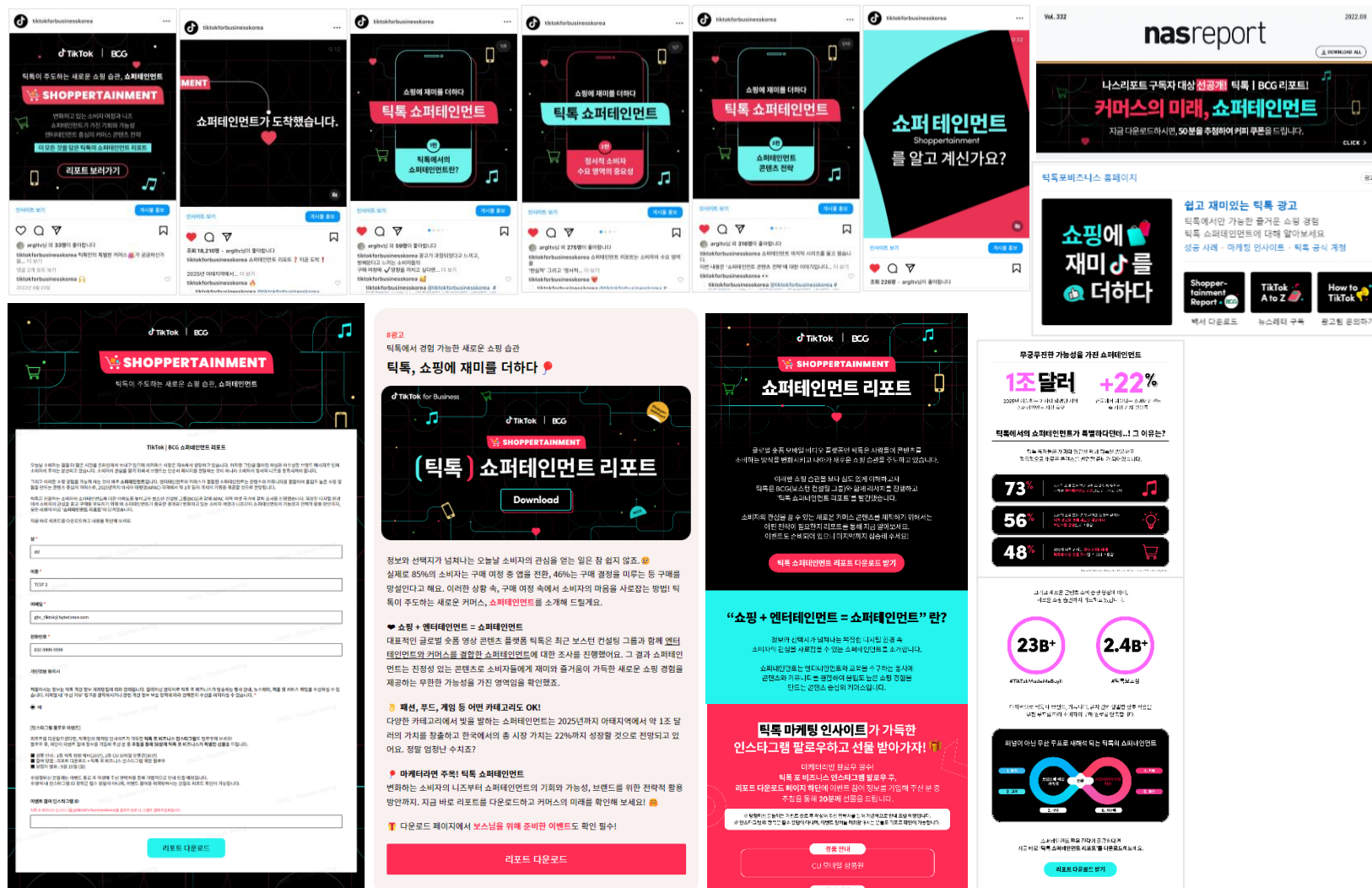
Activity Overview

- 2022.08.01 ~ 09.30

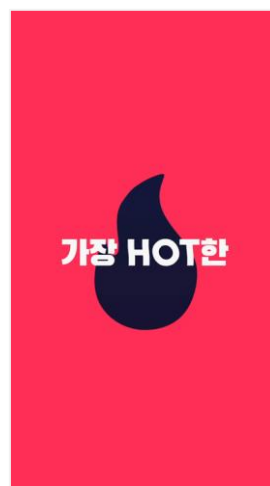
- Total Report Downloads : 1.2 K

- To promote TikTok's content-driven commerce for immersive shopping experiences, Shoppertainment and maximize report downloads

- Produce instructional video series for introducing Shopper
tainment through online channels (NAS Report, Paid
Newsletter, Owned Channel)
- Create microsite for downloading report and delivering
related information for online viewers
- Develop additional online materials to boost visibilities of
shoppertainment report



VIDEO PRODUCTION (CAMPAIGN)



Activity Overview

Period

- 2022.01 ~ 2022.12

Objective

- To successfully attract online viewers through high quality video production in a vertical format to match TikTok

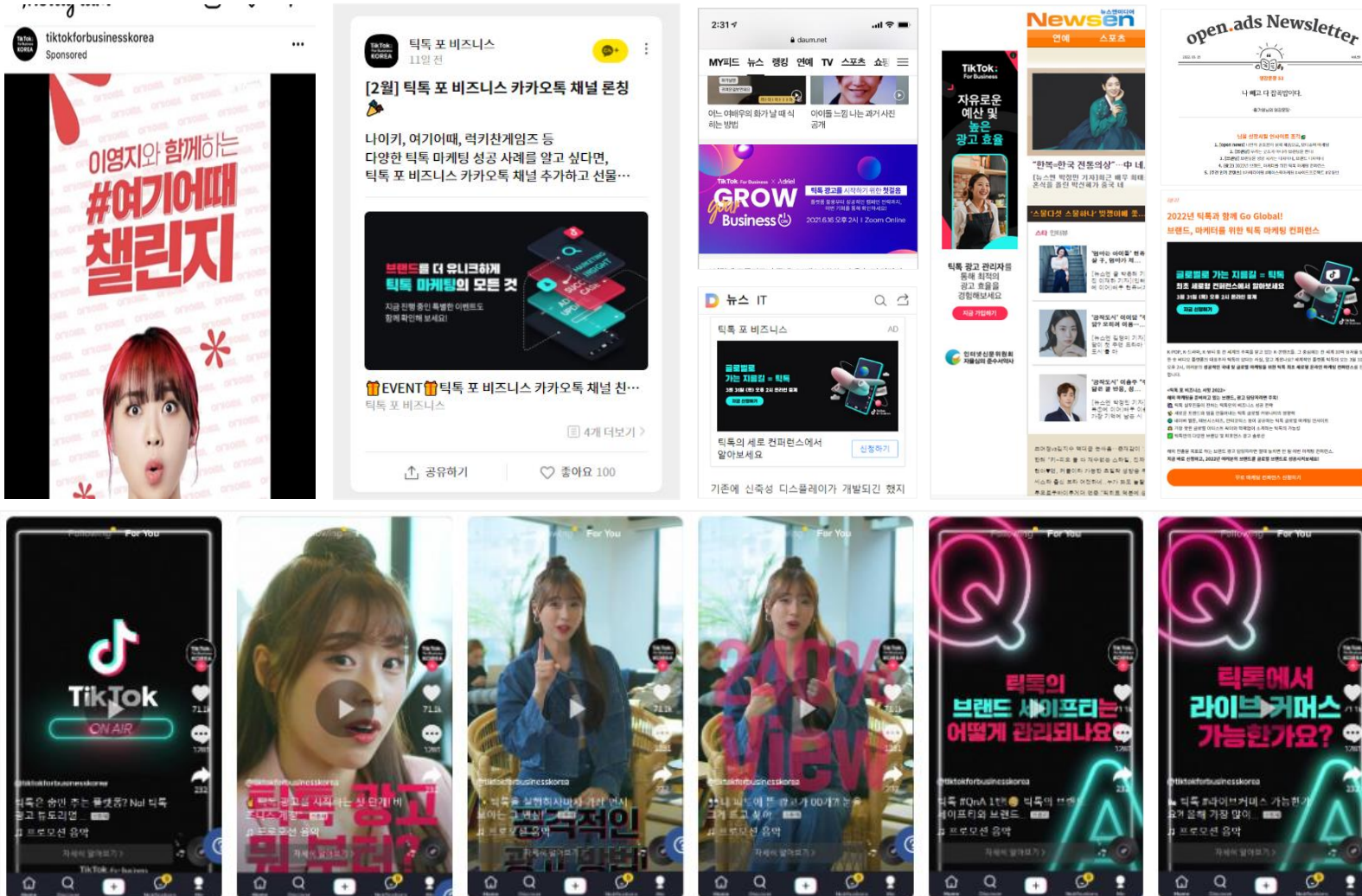
Work Scope

- Create a series of "TikTok B2B marketing tips" featuring a mobile game company marketer to attract visitors to the TikTok for Business G-Star booth
- Create a series of "Catch Trends" videos using TikTok influencer content, introducing monthly TikTok trends and providing brand marketing tips

Result

- # of Reach : 11,084,142
- # of Talkability : 23,310
- # of View : 44,114,405

MEDIA ADS MANAGEMENT



Activity Overview

Period

- 2021.01.01 ~

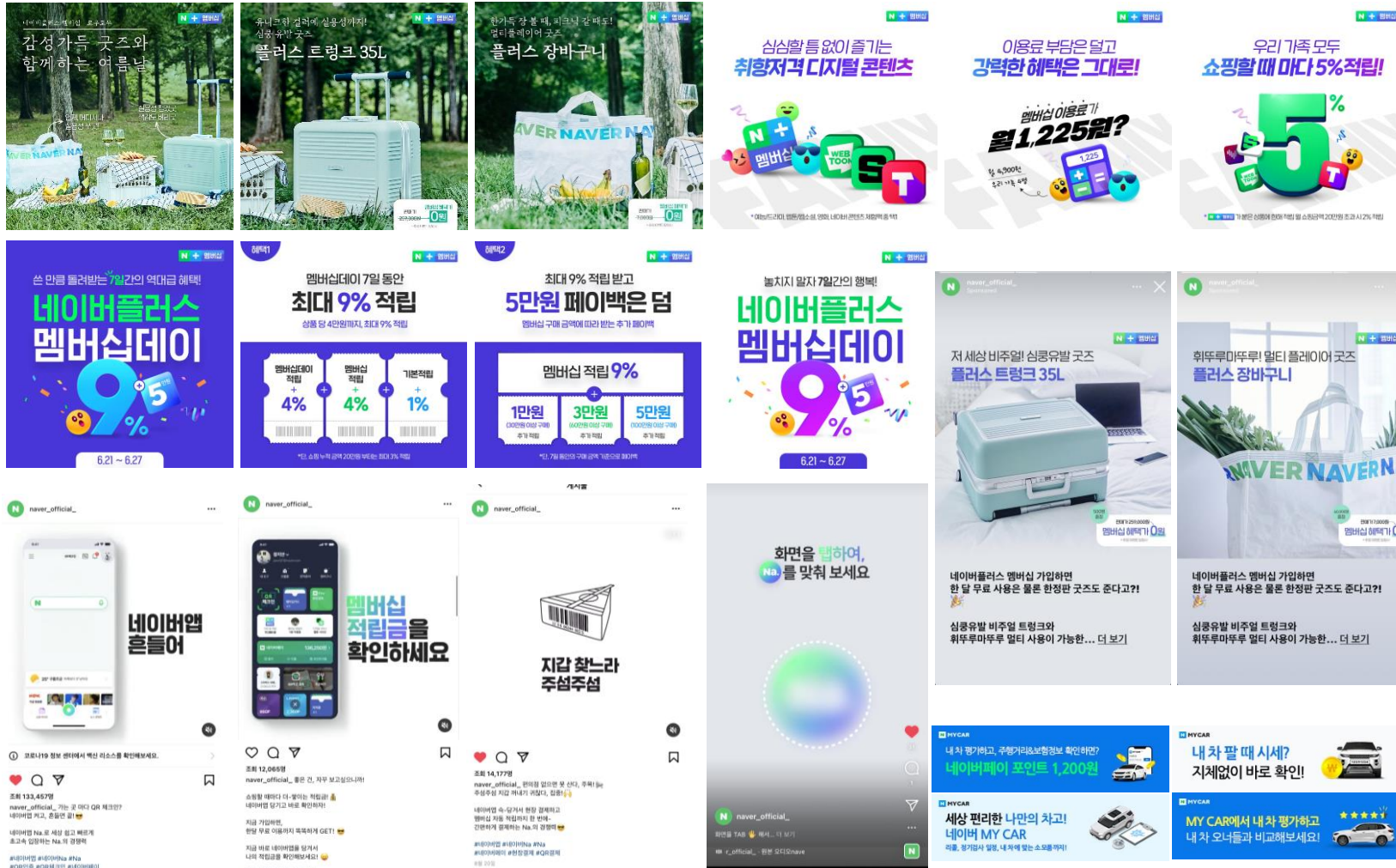
Objective

- To boost online content through online media platforms

Work Scope

- Plan and operate 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

PERFORMANCE AD MANAGEMENT



Activity Overview

Period

- 2021.06 ~

Objective

- To increase service awareness and active user inflow

Work Scope

- 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

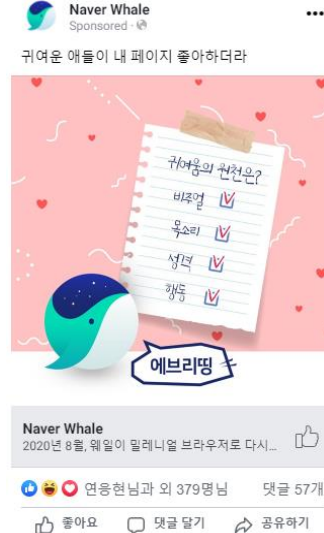
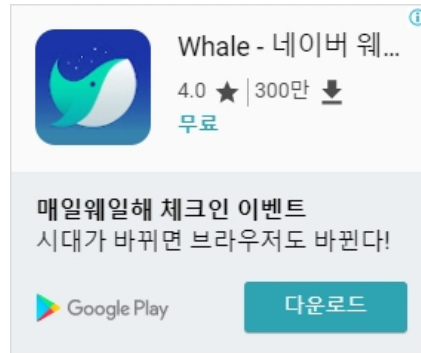
- To increase brand awareness and application users

Work Scope

- 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 Creators.
- 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

Work Scope

- 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 누리보세요!

[웨일 다운로드](#) →



Activity Overview

Period

- 2020.11.16 ~ 2020.12.20

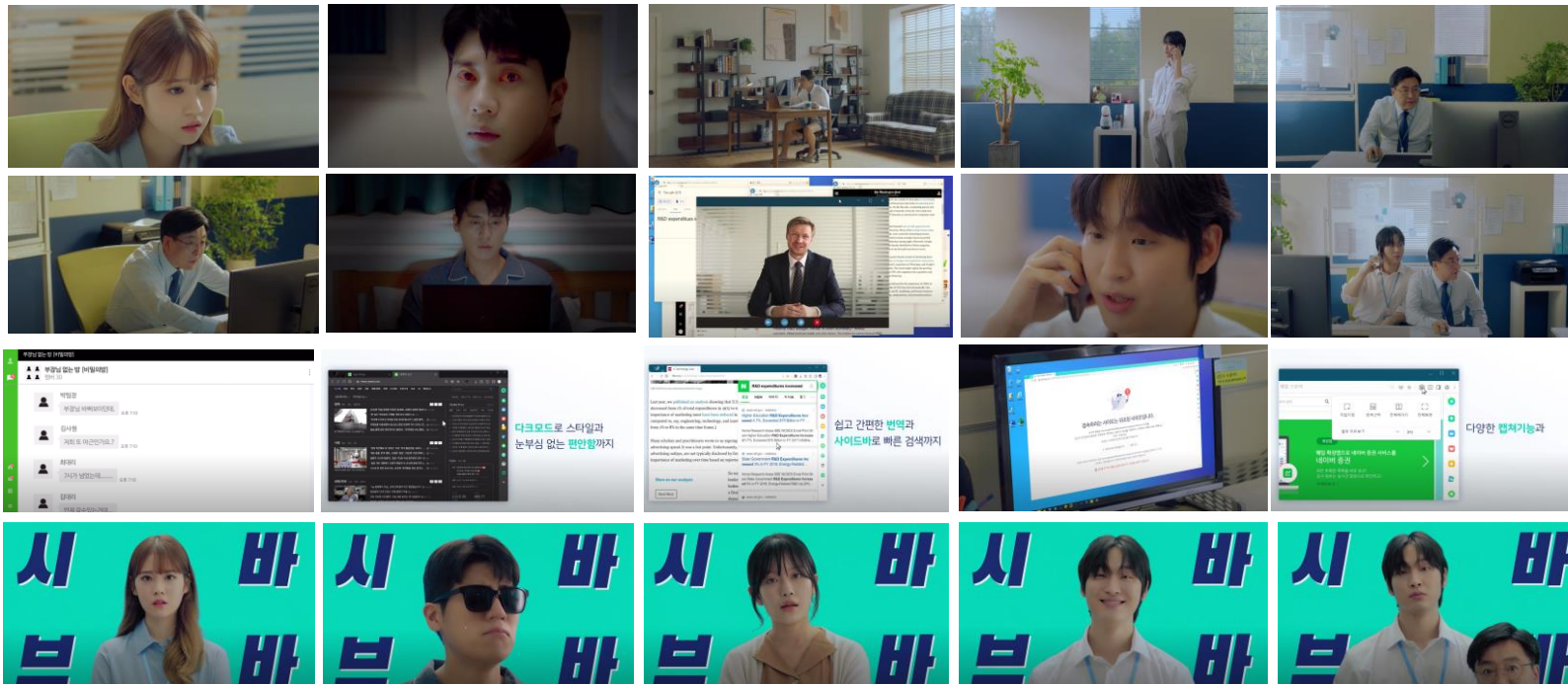
Objective

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

Work Scope

- 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

NAVER WORKS Digital AD Media Mix Campaign

Activity Overview

Period

- 2022.02 ~

Objective

- Activation of new introduction and usage by increasing NAVER WORKS brand page traffic and conversion and app download
- Contribute to homepage traffic and conversion performance by increasing SaaS brand awareness and strengthening first-reminder, such as NAVER Works and Workplace

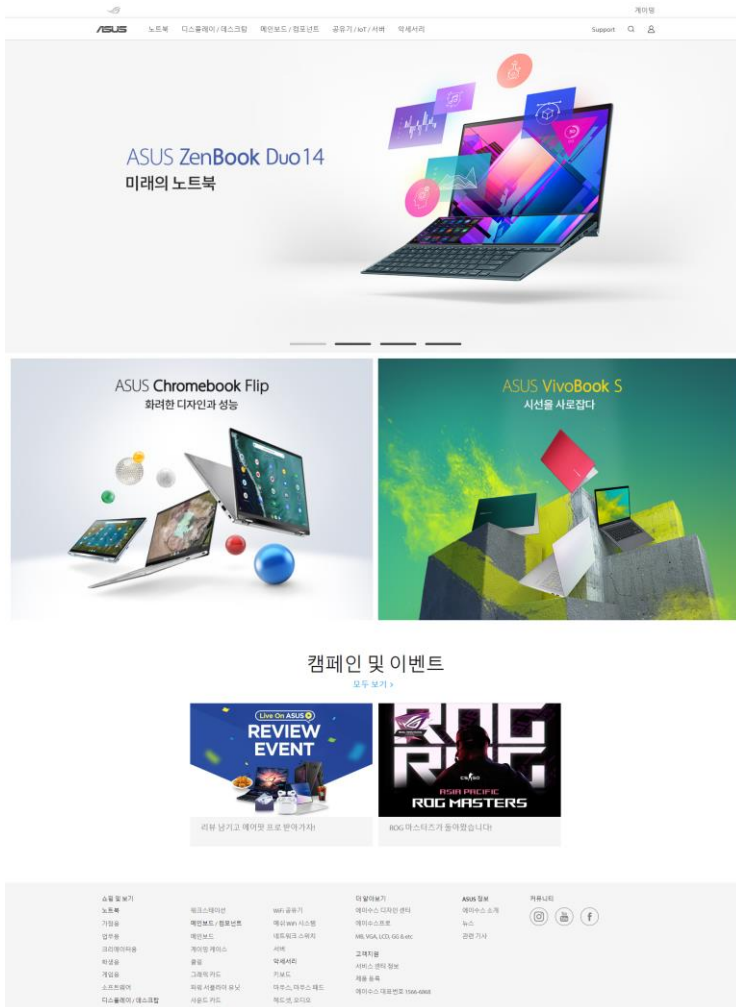
Work Scope

- Advertising material planning and media planning (establishment of media mix)
- 24/7 monitoring of advertising campaigns, reporting and making suggestions on operational performance
- Set GA goals to measure advertising performance and visualize data through Google Data Studio

Highlight

- **First half of FY22:**
72% CPC reduction compared to Plan, 252% clicks achieved
- **Second half of FY22:**
45% CPC reduction and 73% CPA reduction compared to the first half

ASUS & ROG Official Website Management



Activity Overview

Period

- 2020.04 ~ 2021.03

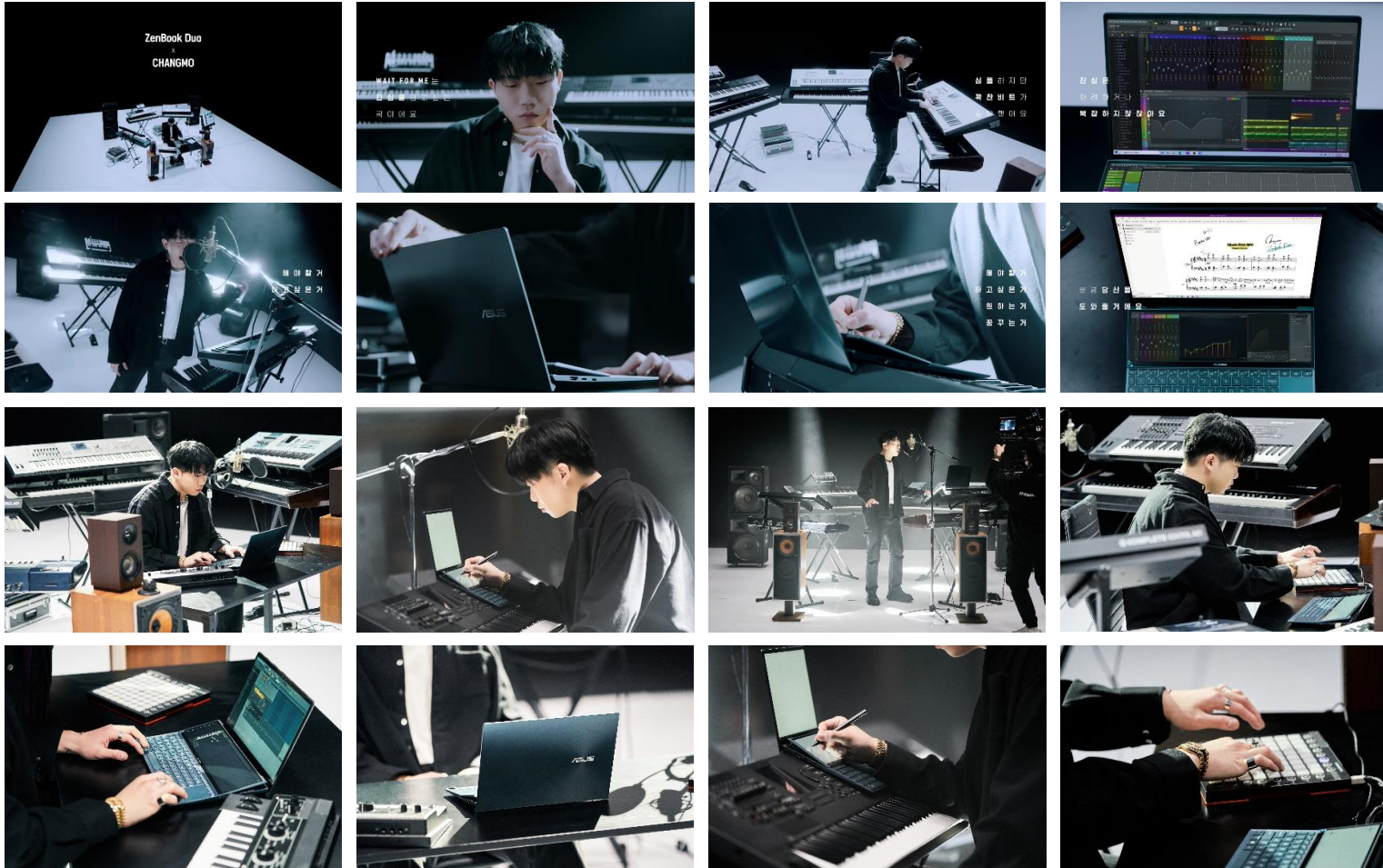
Objective

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

Work Scope

- 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 (ZenBook Duo Viral Video)



Activity Overview

Period

- 2020.12 ~ 2021.03

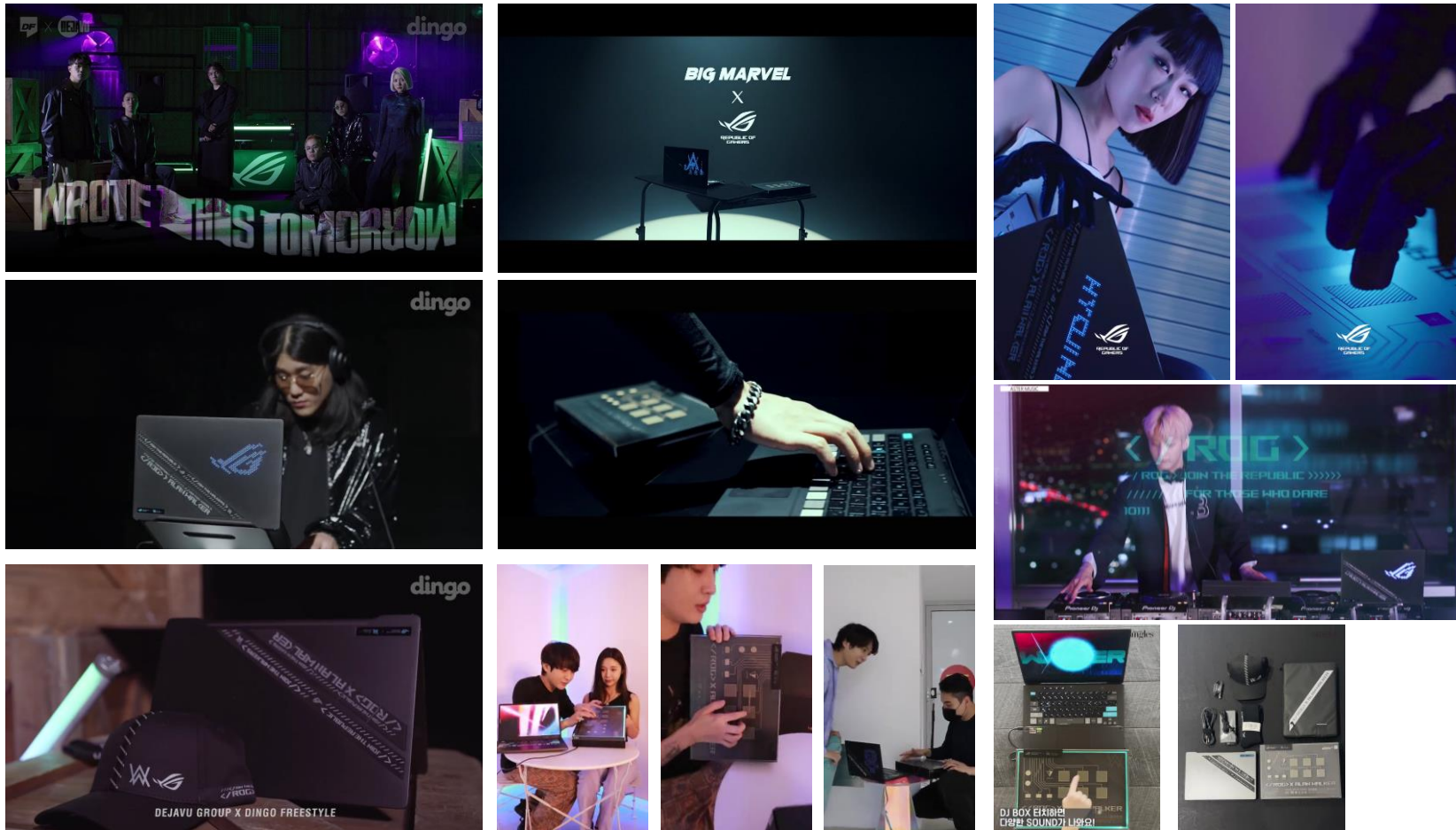
Objective

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

Work Scope

- 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

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

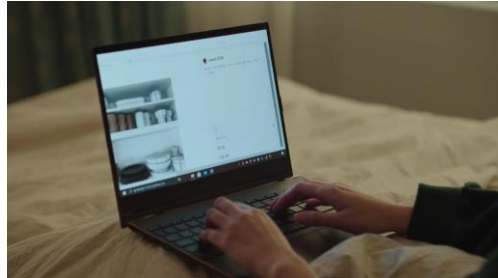
Work Scope

- Collaborated with Several Mega-Channels and Celebrities with different concepts to inform targeted consumers
 - ↳ MCS progressed channel&celebrity search, communication, contract management, content arrangement, production communication, customer feedback monitoring
- Concepts were mainly focused on Music and DJ

Result

- 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)

Work Scope

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

SALES PROGRAM



Activity Overview

Period

- 2020.12 ~

Objective

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

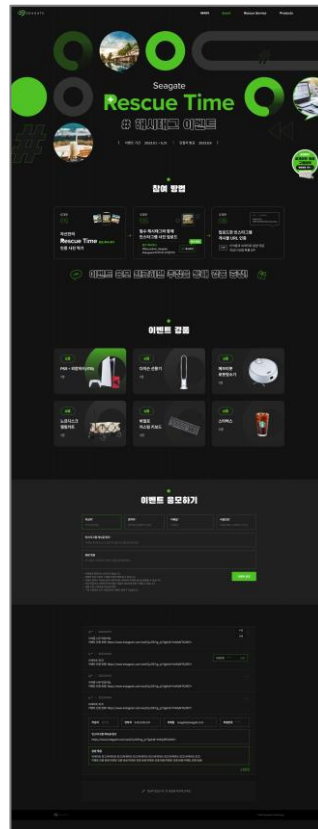
Work Scope

- 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

RESCUE SERVICE ONLINE CAMPAIGN



Activity Overview

Date / Venue

- 2023.05.01 ~ 2023.05.30 / Online Campaign

of Pax (Attendee Profile)

- 35,039 visitors
- 906 participated event

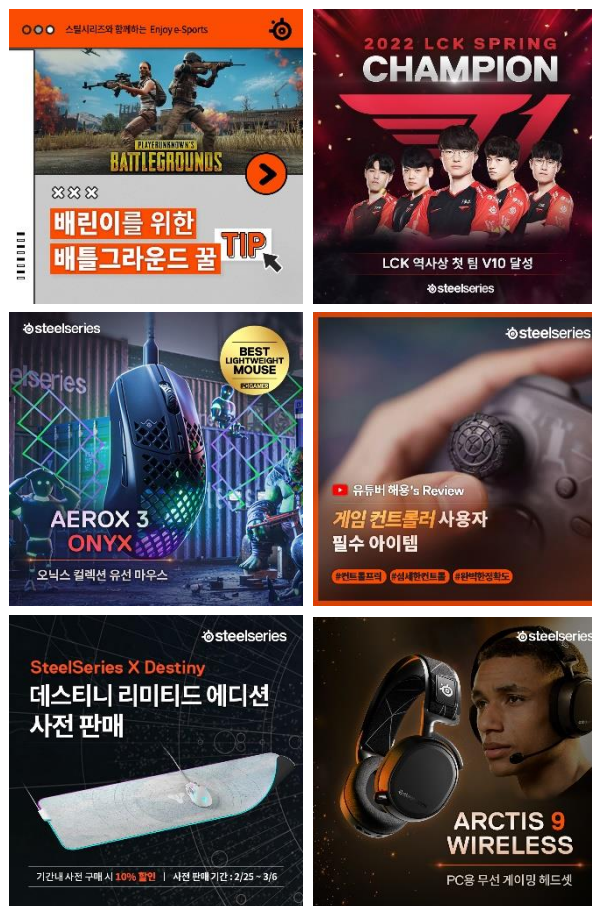
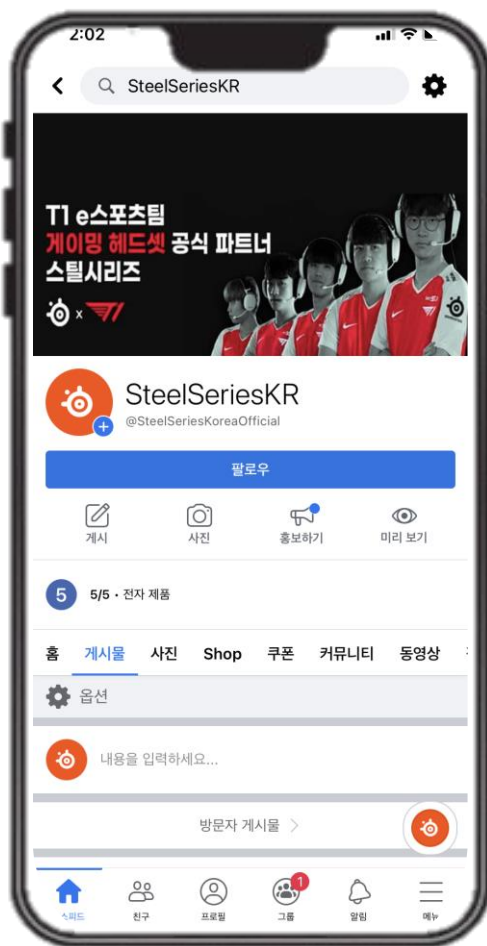
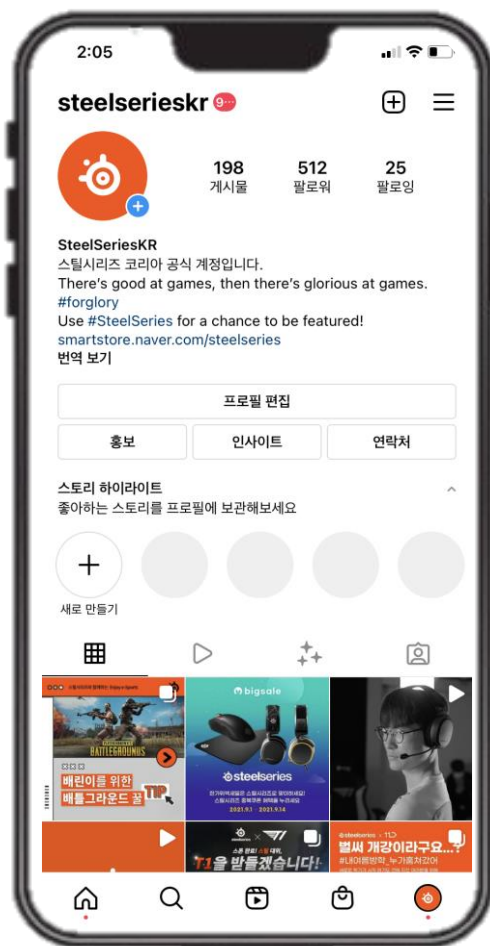
Objective

- Promote Seagate brand and Rescue data recovery service

Work Scope

- Shooting a campaign video with Lee Seok-Hoon through GQ magazine
- Planned and executed Instagram event and purchase benefit event in 11st page
- Promote blog and café community
- AD on GDN, Instagram, Naver BSA, influencer

OWNED SOCIAL MEDIA CHANNEL MANAGEMENT



Activity Overview

Period

- 2021.10 ~

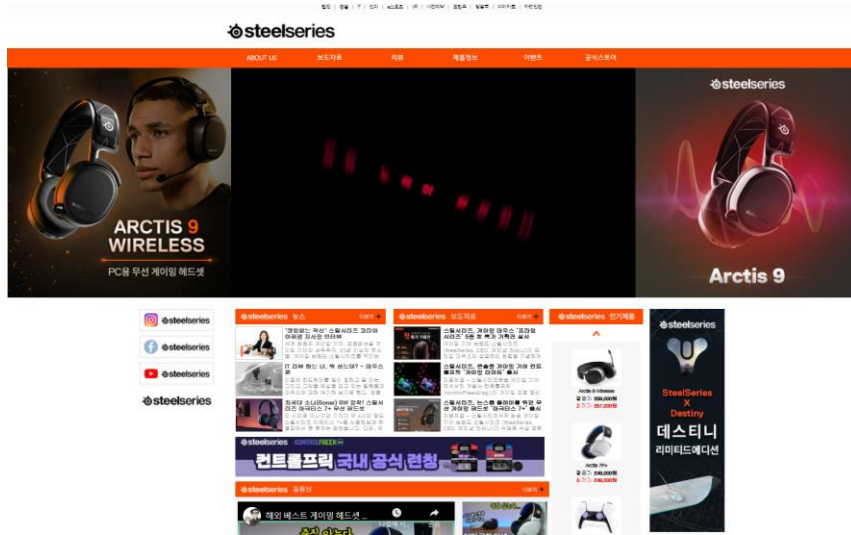
Objective

- Increase in brand awareness and sales expansion

Work Scope

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

INVEN BRAND CHANNEL MANAGEMENT



Activity Overview

Period

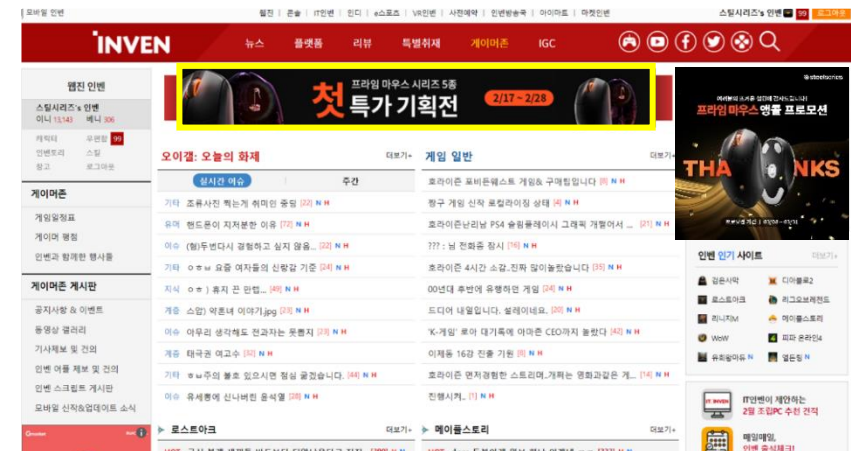
- 2022.01 ~

Objective

- Increase in brand awareness and sales expansion in Game Community Channel

Work Scope

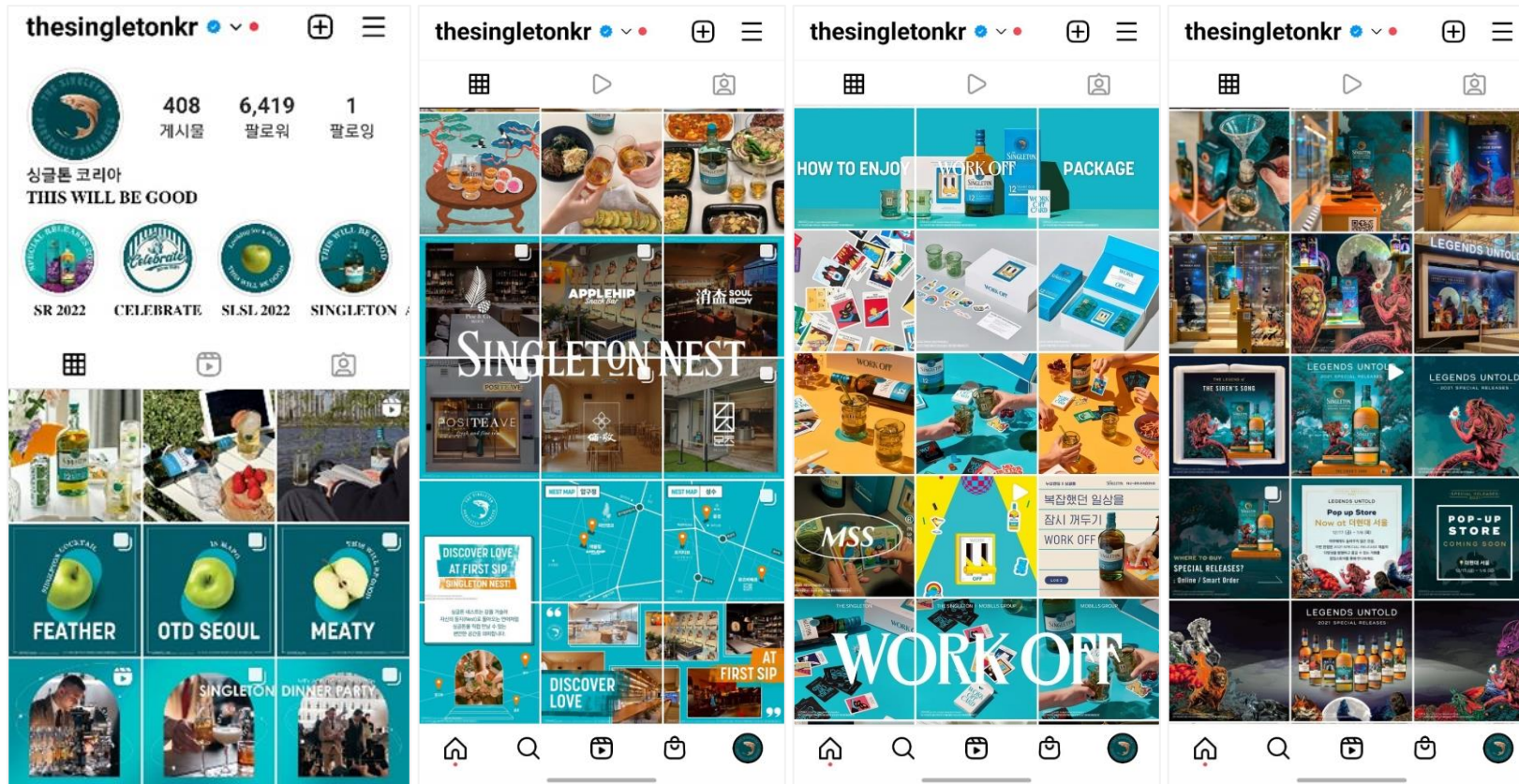
- Manage steelseries brand page in Inven Channel
- Plan event contents targeting gamer group (twice a month)
- Create promotion & product banner
- Upload Article and youtube review videos



Result

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

SINGLETON SOCIAL MEDIA MANAGEMENT



Activity Overview

Period

- 2020.12.03 ~

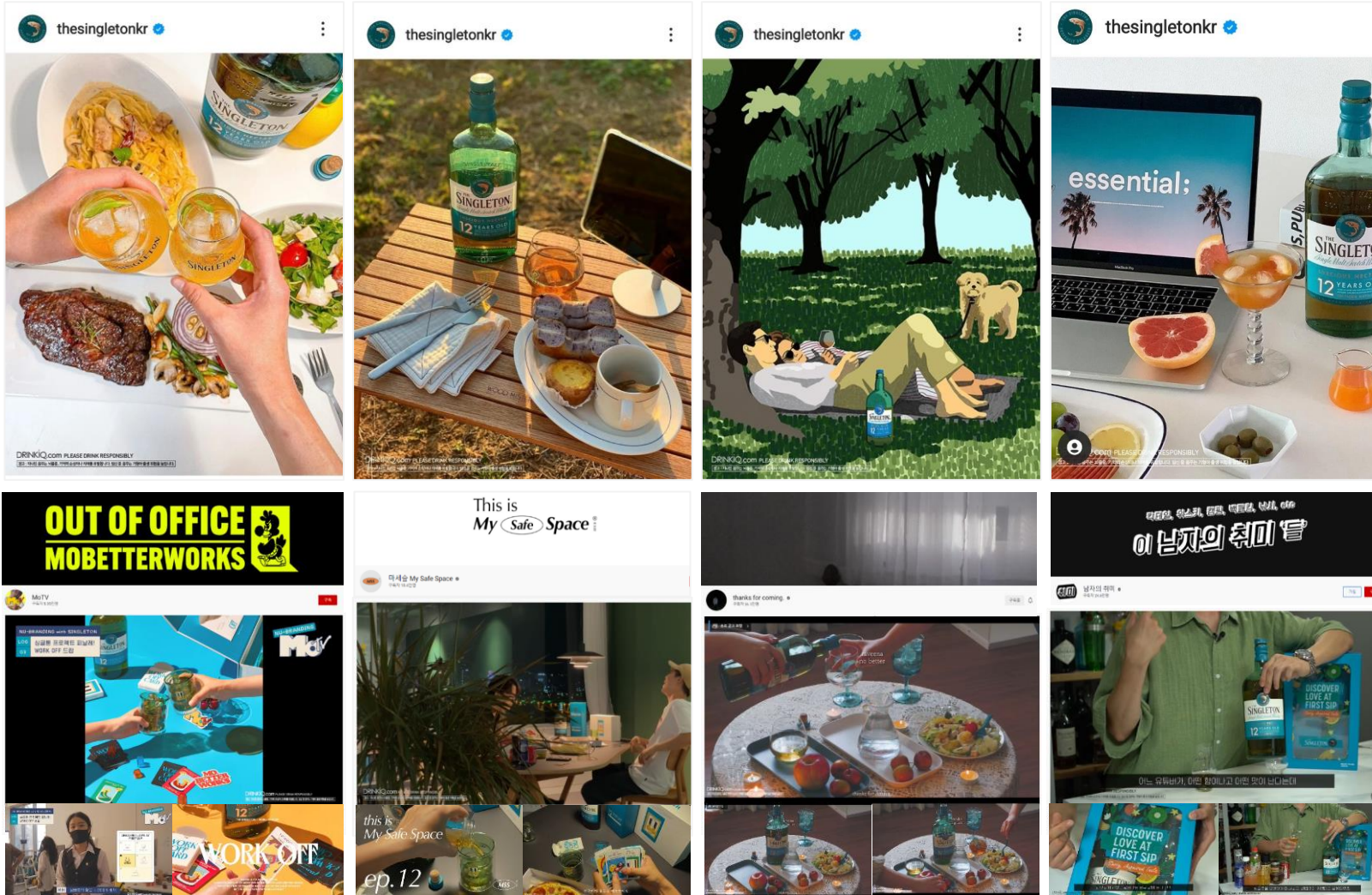
Objective

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

Work Scope

- 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 ~

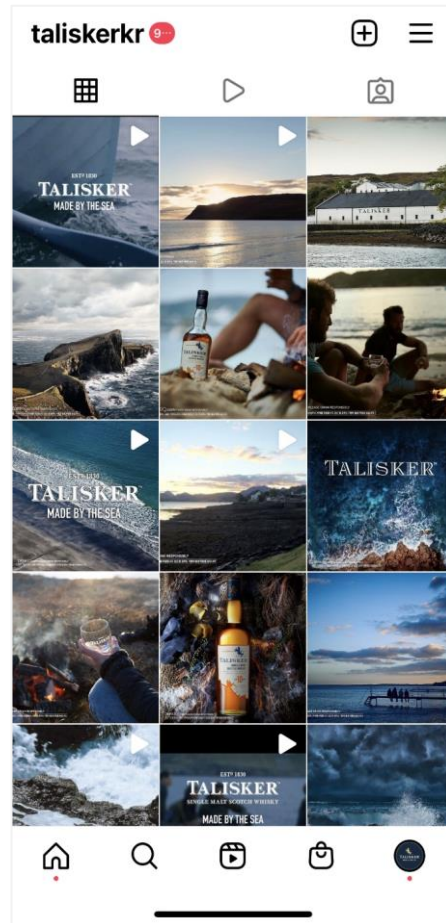
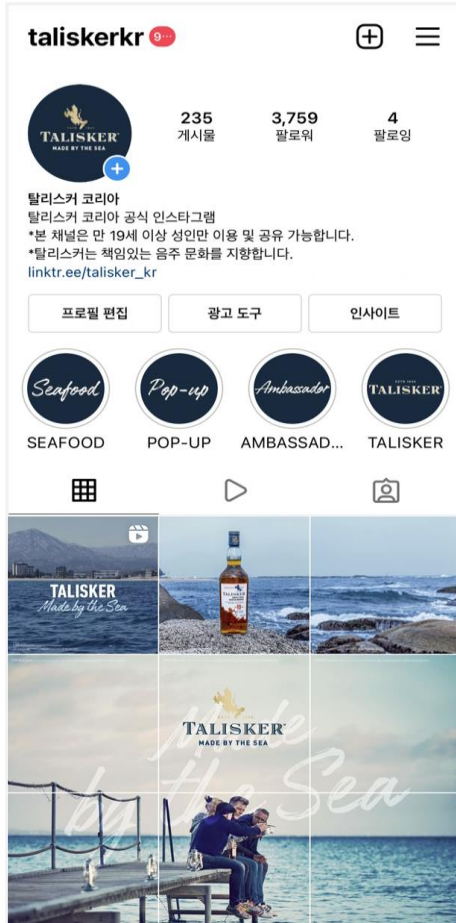
Objective

- To boost online visibility by creating buzz through the voice power of Instagram and Youtube influencers

Work Scope

- 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 a be-spoke video content for viral brand campaigns

TALISKER SOCIAL MEDIA MANAGEMENT



Activity Overview

Period

- 2021.09.16 ~

Objective

- To increase brand & product awareness

Work Scope

- Plan, produce and post contents for Instagram
- Build a brand image and promote the product by leveraging global assets and creating localized content
- Shoot various photos by ourselves for content creation
- 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 CAMPING SET CAMPAIGN : Video Creation



Activity Overview

Period

- 2022.04

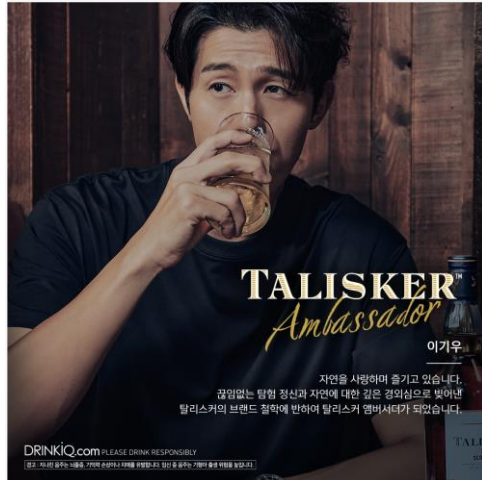
Objective

- Shoot a promotional video for Talisker Camping set to increase brand awareness and promote sales

Work Scope

- Mainly deliver the scene in front of the rough sea to make Talisker camping set stand out
- Location shooting in front of the west side rough sea to match the Talisker brand T&M
- Video production using camping goods according to the concept of a package consisting of camping set (Dinex cup + Carabiner)

TALISKER BRAND AMBASSADOR MANAGEMENT



Activity Overview

Period

- 2022.07.01 ~ 2023.06.30

Objective

- To boost brand awareness and create online buzz through the voice power of Instagram influencers including celebrity and publish monthly brand contents

Work Scope

- Run brand ambassador programs covering from Instagram influencers to celebrity (actor Lee-Ki Woo) to generate attractive stories of the brand in various occasions, such as lifestyle, outdoor, and food pairing
- Recruit ambassador to align with Talisker brand image conducted by considering the usual image of ambassadors, not just the number of followers
- Prepare monthly contents guideline and manage contents including monthly contents/ seasonal contents/ promotion contents

DIAGEO SPECIAL RELEASES 2022 : ONLINE VIRAL



Activity Overview

Period

- 2023.01.16 ~ 2023.03.15

Objective

- To deliver product release & promotion information

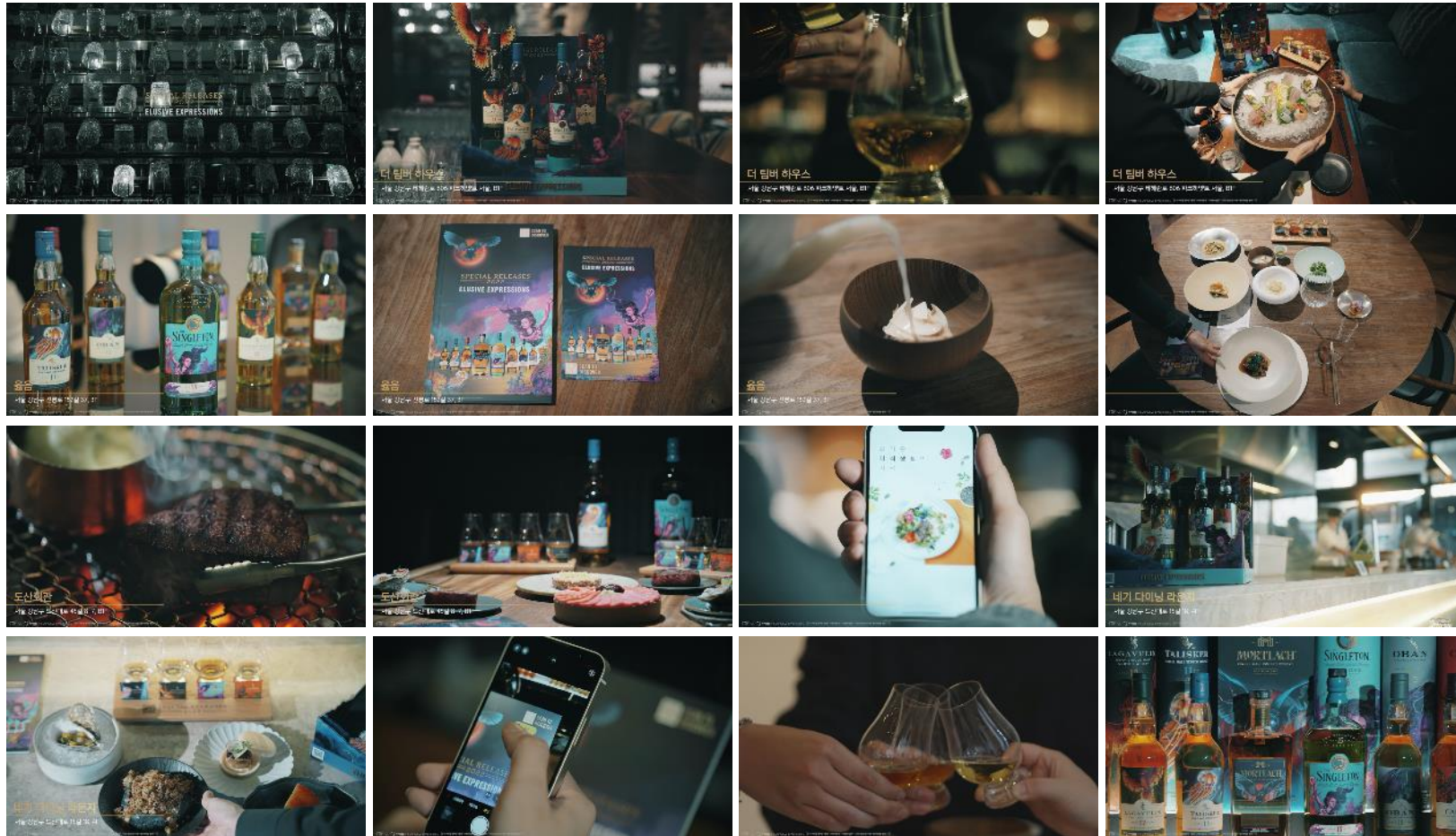
Work Scope

- Plan, produce, and created Special Releases 2022 contents for online viral channel such as magazine(Esquire, Vogue), Instagram, YouTube
- Collaborate with Premium Dining & Bar to expand direct touching points for the target audience
- Conduct Special Release 2022 food pairing promotions and execute campaign advertisements through CatchTable app
- Recruiting celebrities and influencers in the art field that fits the tone & manner of the product to promote the campaign
- Production and promotion of Smart-Order design asset, a mobile application channel
- Collaborate with YouTubers(Ha Seung-jin, Unboxing man, and Drink-house) in the culture and liquor categories, branded content is produced to induce product purchase and gain brand awareness

Result

- # of Reach : 11,637,854
- # of Engagement : 94,966
- # of View : 297,147
- # of Contents : 549

DIAGEO SPECIAL RELEASES 2022 : VIDEO CREATION(PREMIUM DINING & BAR)



Activity Overview

Period

- 2023.01.16

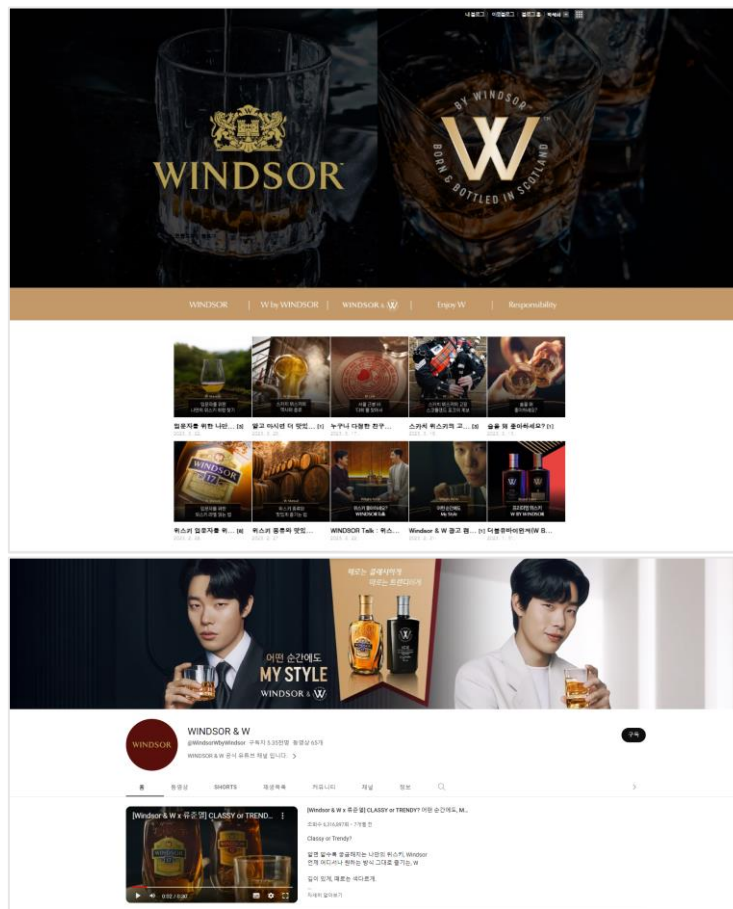
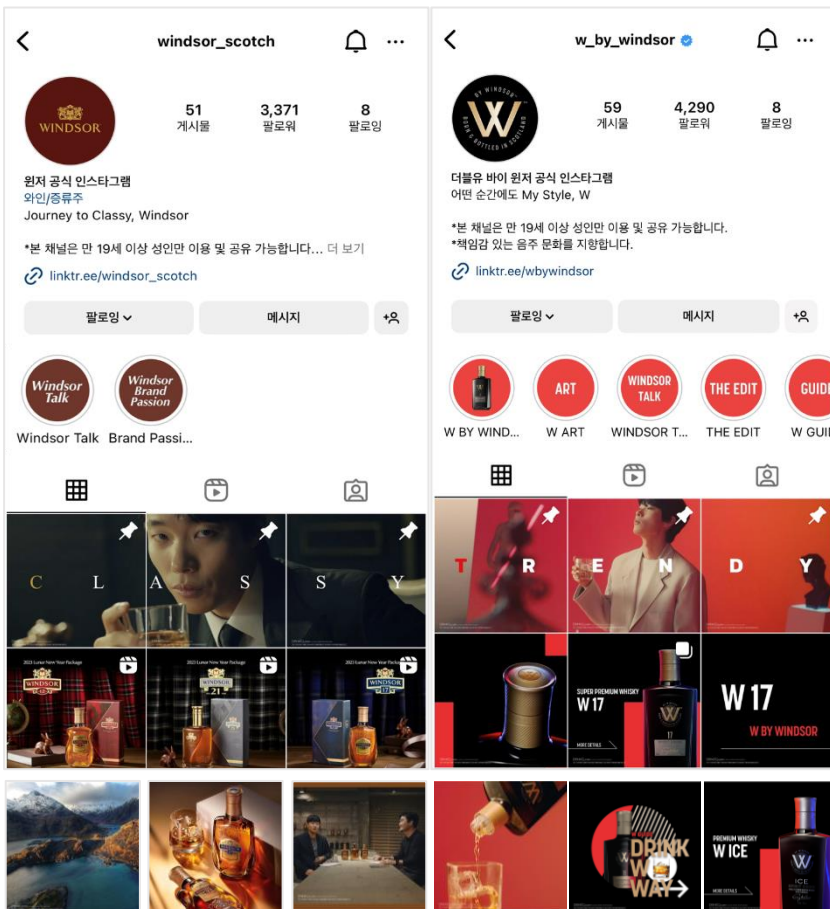
Objective

- To promote Special Releases 2022 X Premium Dinning Collaboration and deliver luxurious food pairing message to consumers who enjoy premium taste and mood

Work Scope

- Shoot highlight video to promote Special Releases 2022 & Premium Dinning collaboration(Special Releases Signature pairing menu/ Restaurant branding/ Table POSM)
- Food pairing scene of the on-trade venue, which provides a special experience, is captured in imposing atmosphere with a product display, and the key message "ELUSIVE EXPRESSIONS" is delivered
- Upload on @Taliskerkr & @Thesingletonkr and proceeded AD

WINDSOR GLOBAL SOCIAL MEDIA MANAGEMENT



Activity Overview

Period

- 2022.10 ~ 23.02

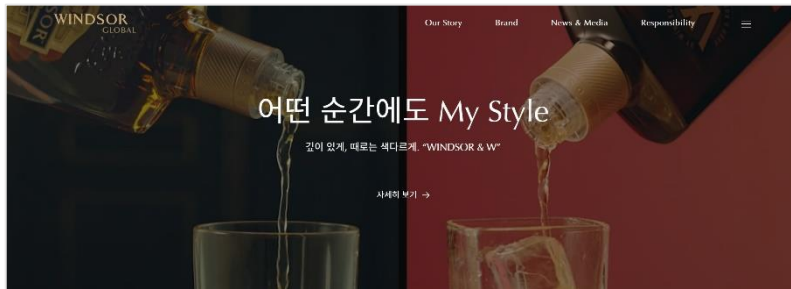
Objective

- To increase brand & product awareness
- To position the W BY WINDSOR as trendy whisky for young targets and WINDSOR as an authentic whisky with heritage for targets with awareness of whisky

Work Scope

- Plan, produce, and post contents on Instagram, Naver blog, and Youtube Channel
- Strengthen product positioning by establishing essence and tone and manner for each product
- Strategically operate with two-way communication through individual Instagrams that emphasized the tone and manners of each product and Naver blog/YouTube, which conveys the overall brand message
- Suggest and execute online advertisement
- Exposure check and report

WINDSOR GLOBAL OFFICIAL WEBSITE PRODUCTION



Activity Overview

Period

- 2022.11 ~ 23.02

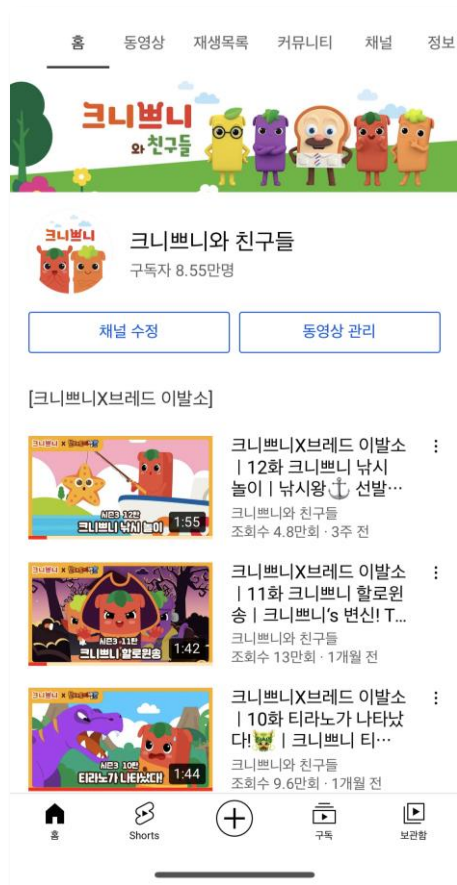
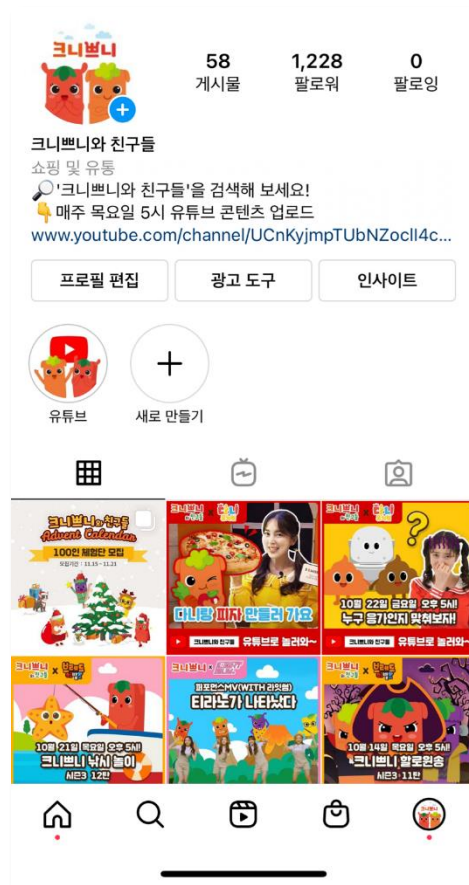
Objective

- To convey brand heritage and identity through the new official website
- To effectively provide information about the brand & product for the consumers who come in through search/advertising

Work Scope

- Plan a page structure considering readability for effective information delivery
- Overall plan & Design including UI/UX and responsive website production for effective brand information delivery
- Production of English/Korean websites that can be used in any device environment
- SEO work and monitoring

Knnie Pnnie Social Media Management (Youtube, Instagram)



Activity Overview

Period

- 2021.08 ~ 2022.01

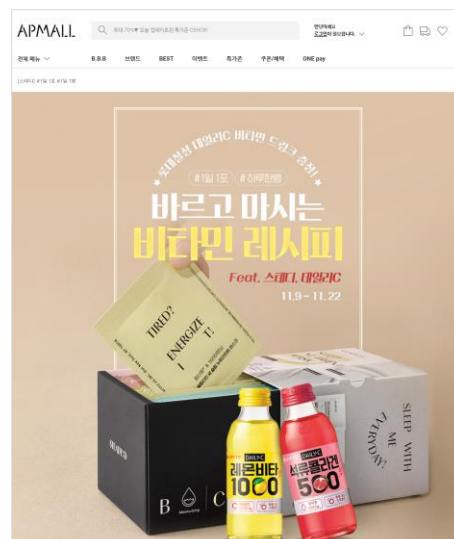
Objective

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

Work Scope

- 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

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

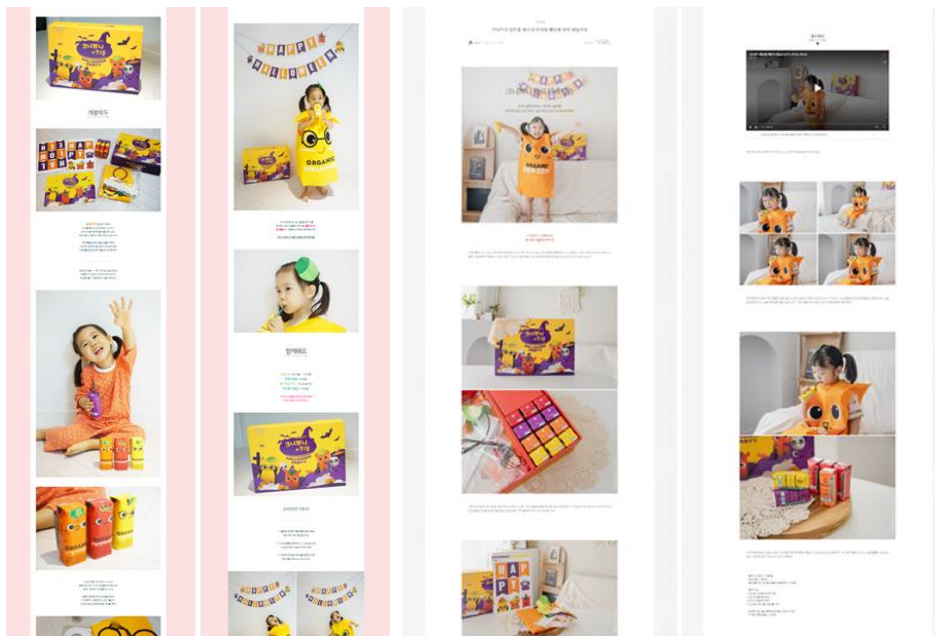
Work Scope

- 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

Knnie Pnnie Event Promotion Management (BRANDED GOODS campaign)



Activity Overview

Period

- 2021.08 ~ 2021.11

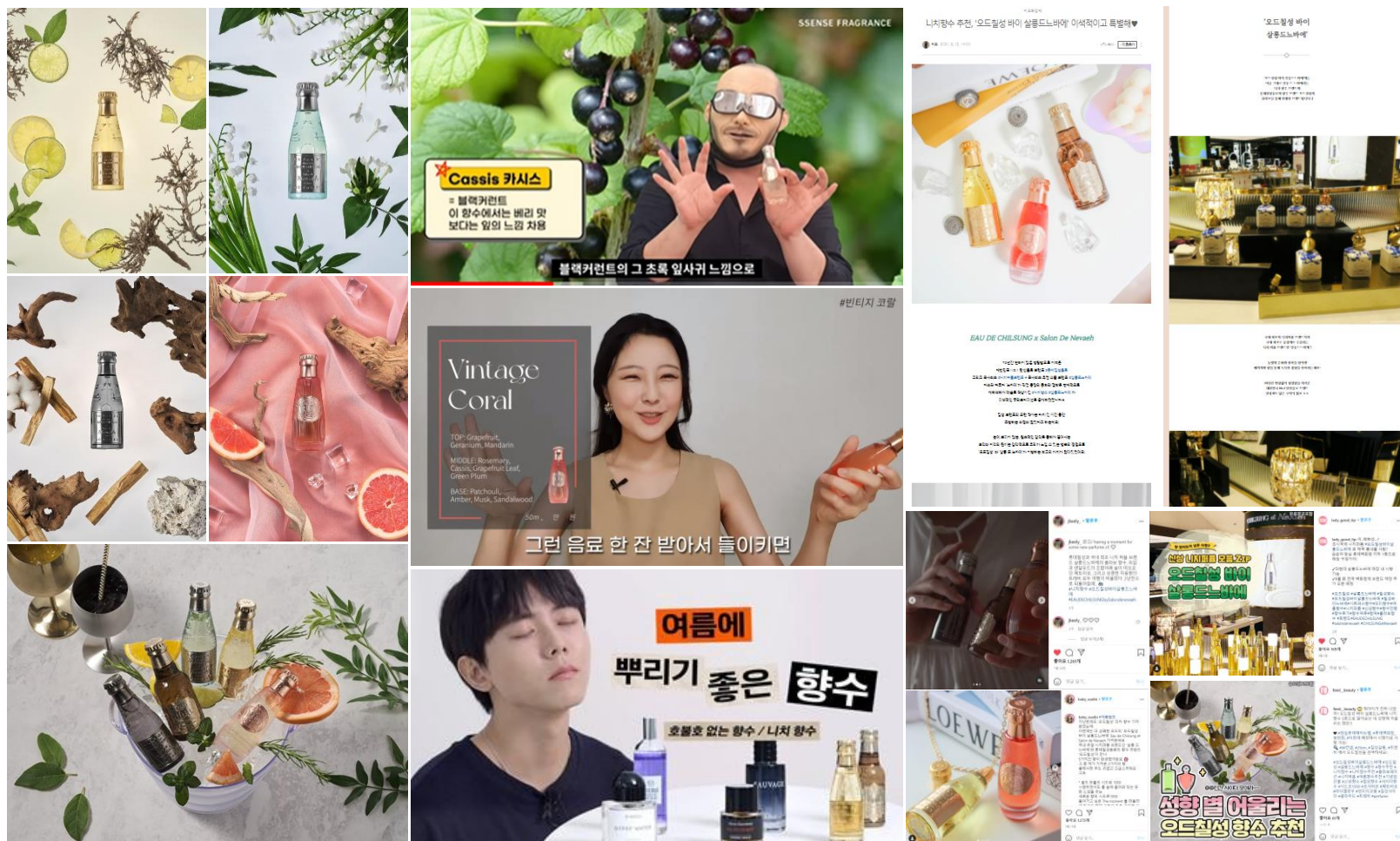
Objective

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

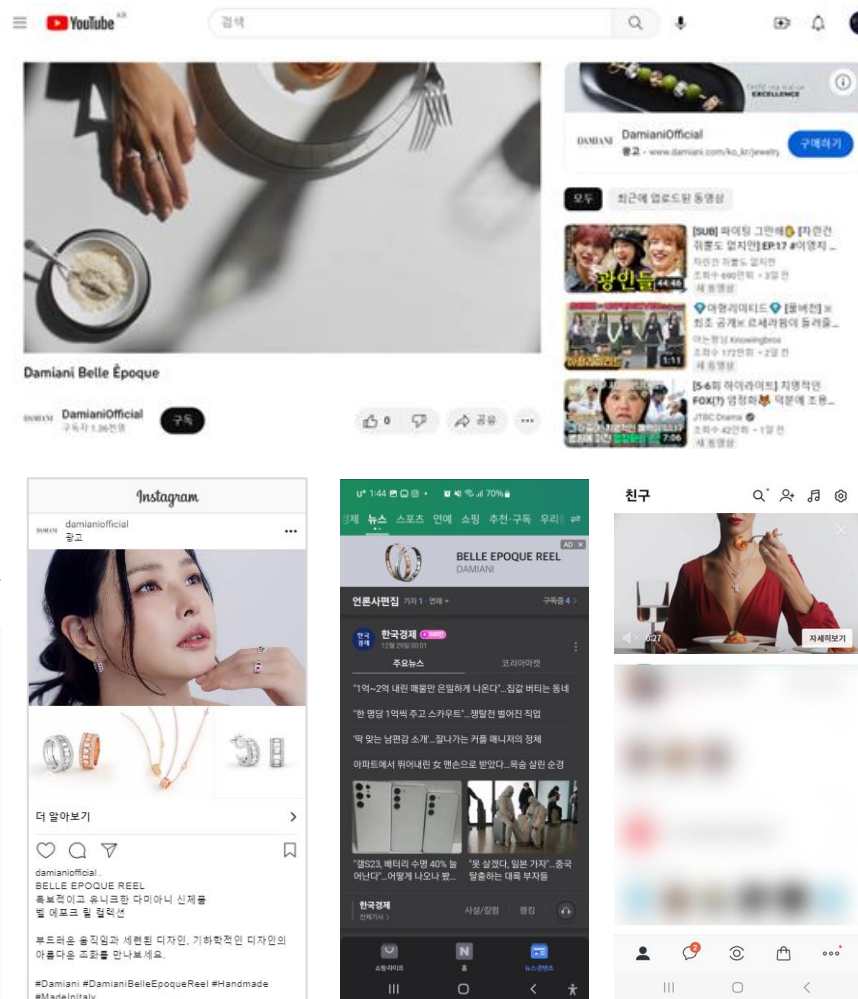
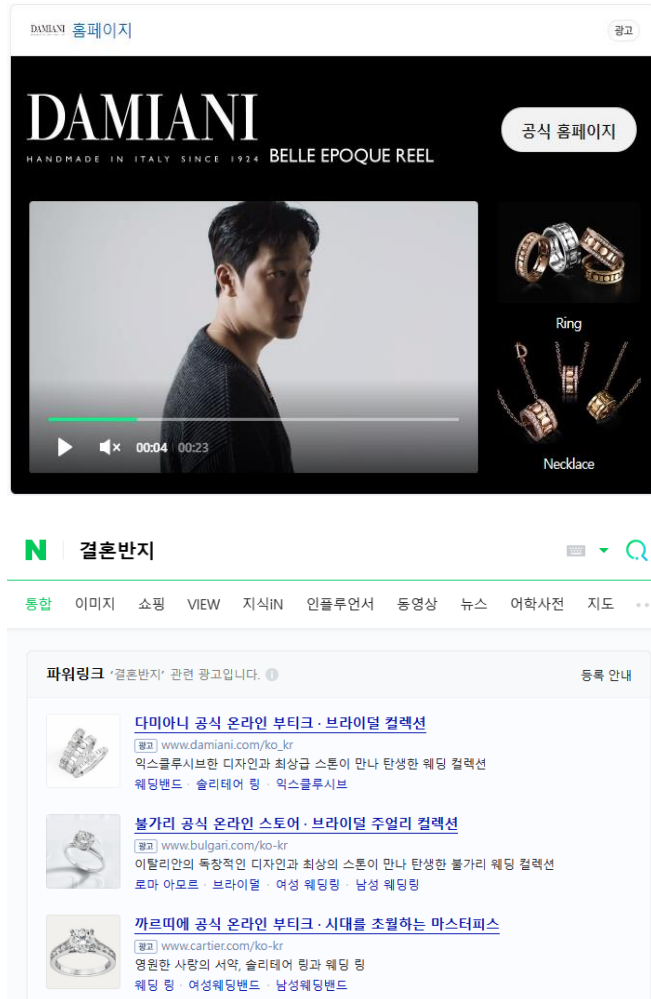
Work Scope

- 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

- 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



MEDIA ADS MANAGEMENT



Activity Overview

Period

- 2022.11.01 ~

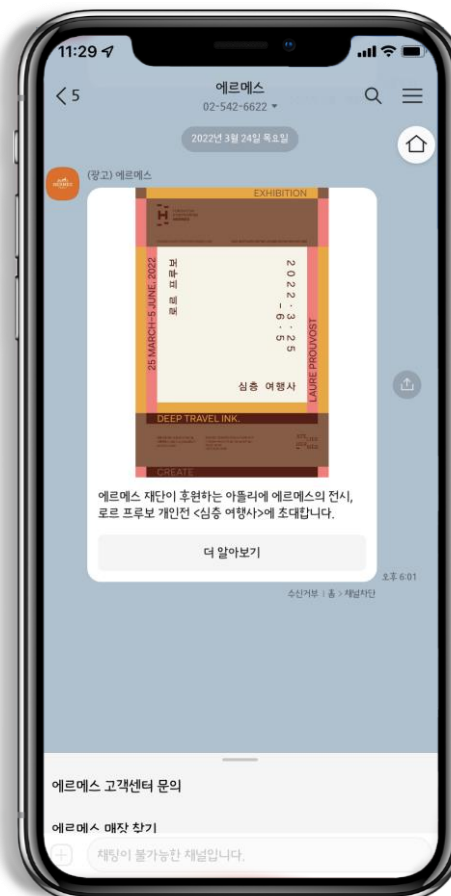
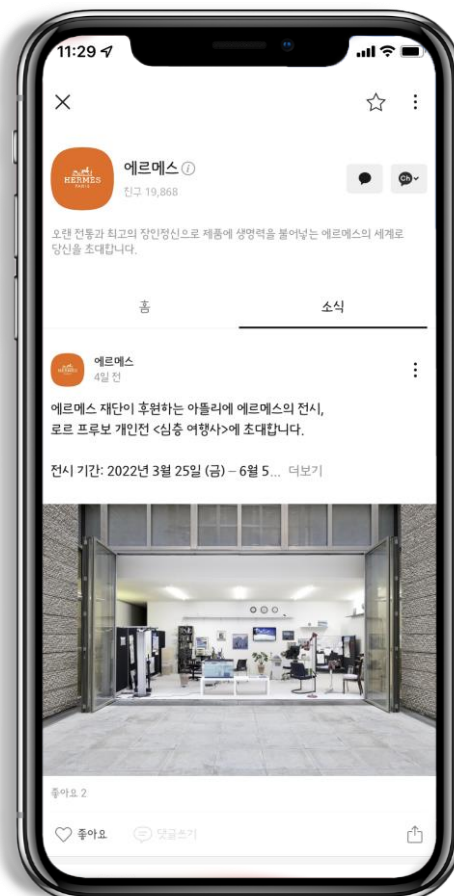
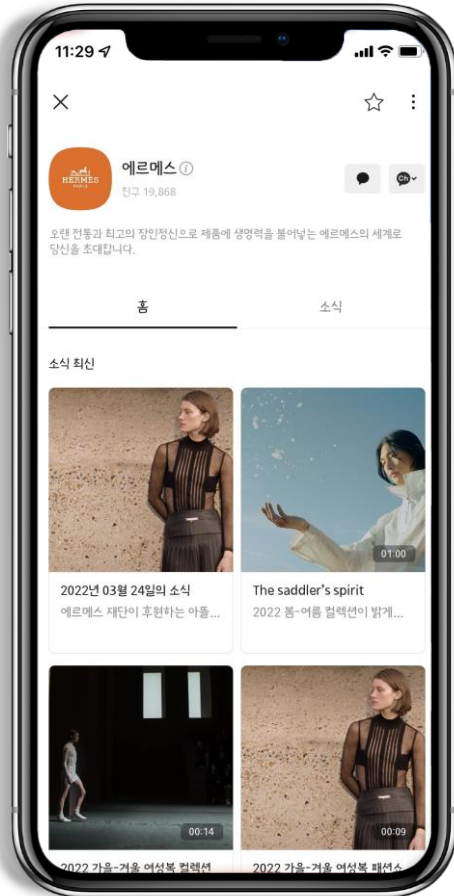
Objective

- To increase brand awareness through media channels
- To boost website traffics among KR users

Work Scope

- Plan and operate monthly online ads to increase brand visibility and sales
- Media buying and execution of ads that suit with the campaign objective
- Advertisement Management on diverse channels (Instagram, Meta, Kakaomoment, Youtube, Naver GFA, etc.)
- Develop potential users and operate dynamic remarketing strategy using GA tools to maximize conversions

KAKAO CHANNEL MANAGEMENT



Activity Overview

Period

- 2020.04 ~

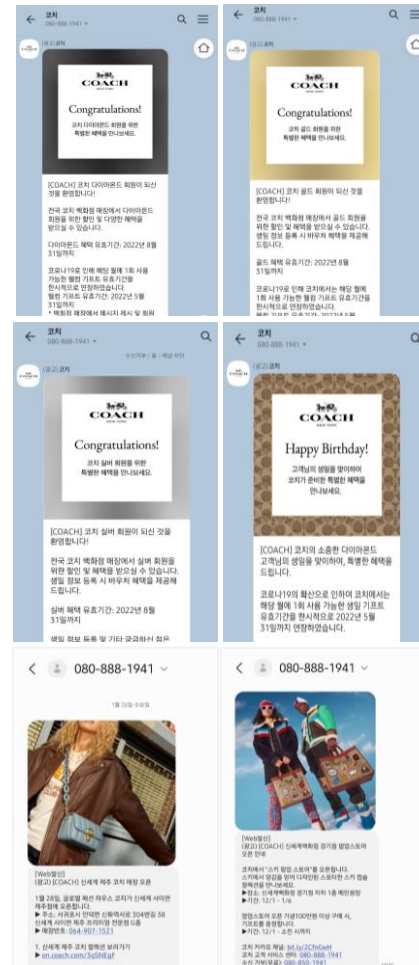
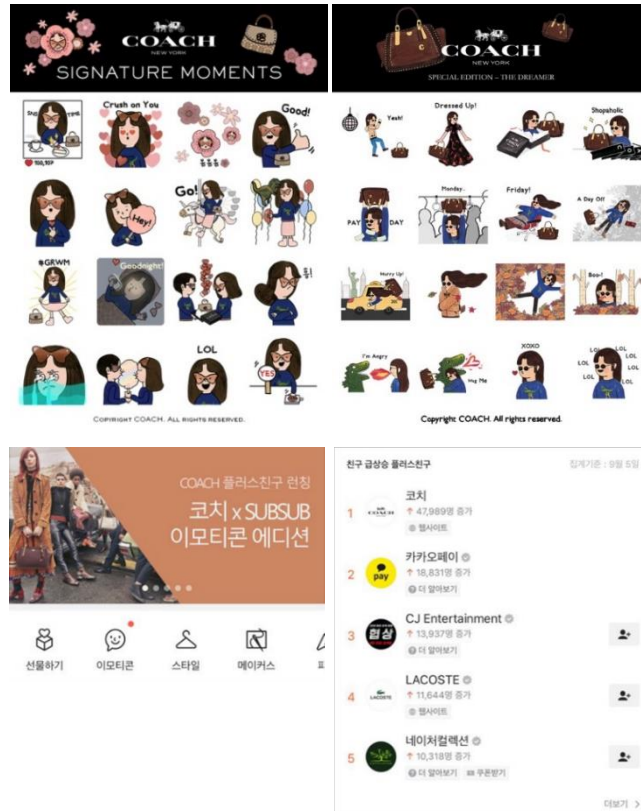
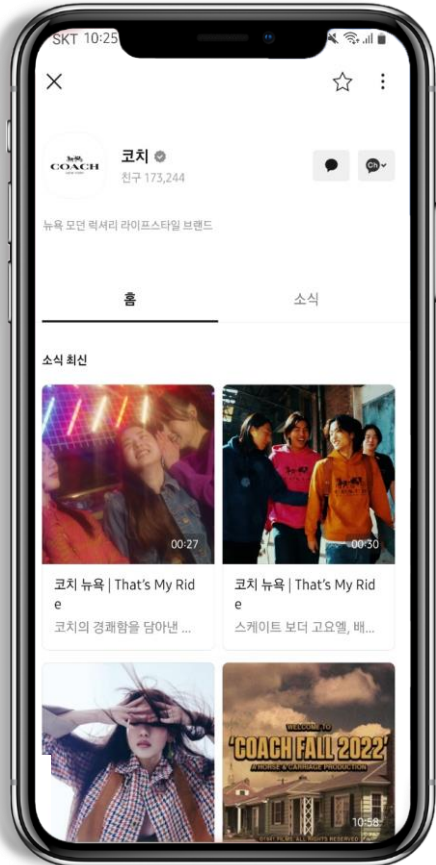
Objective

- Deliver campaign news to Increase brand likability

Work Scope

- 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

CRM & KAKAO CHANNEL MANAGEMENT



Activity Overview

Period

- 2018.08 ~

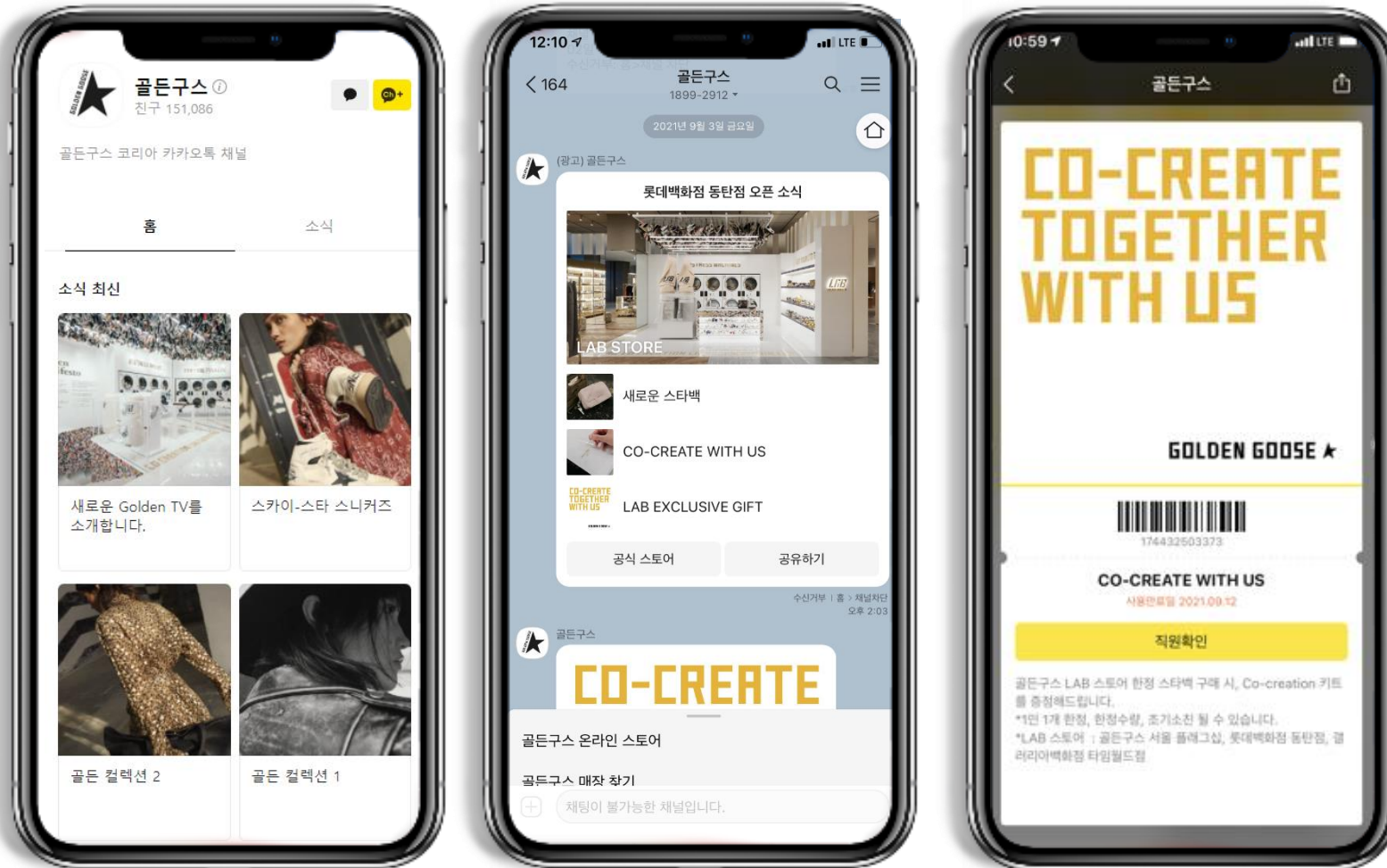
Objective

- 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.

Work Scope

- 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

- 2021.05 ~

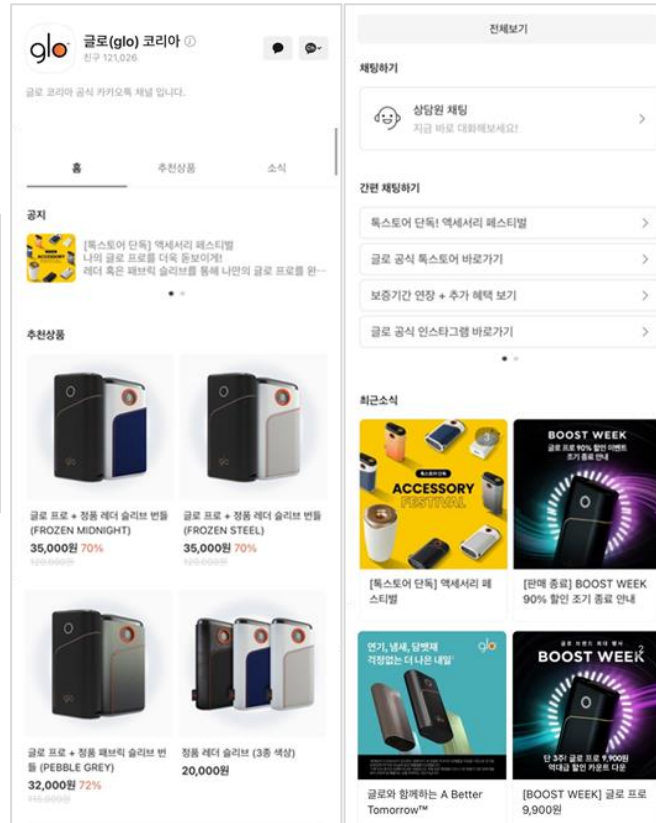
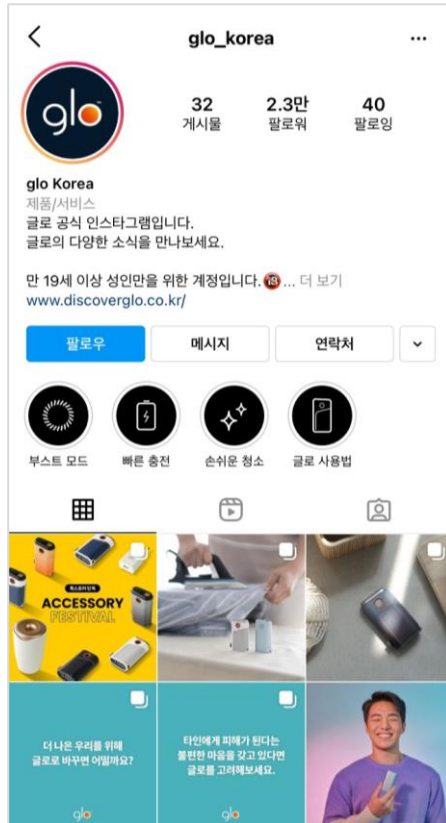
Objective

- 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

Work Scope

- 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

SOCIAL MEDIA MANAGEMENT (Instagram, KakaoTalk Channel)



Activity Overview

Period

- 2019.08.12 ~

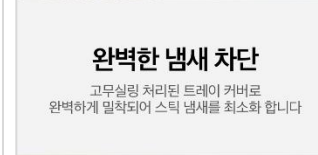
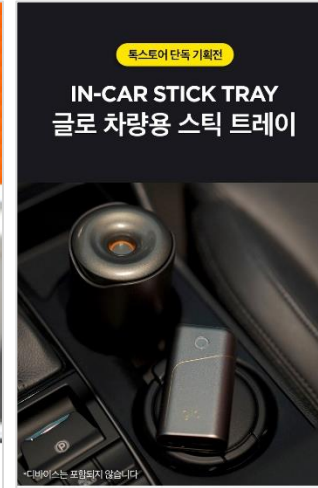
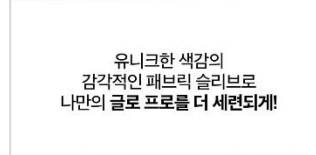
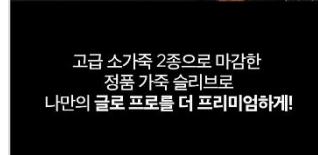
Objective

- To increase brand & product awareness

Work Scope

- 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 ~

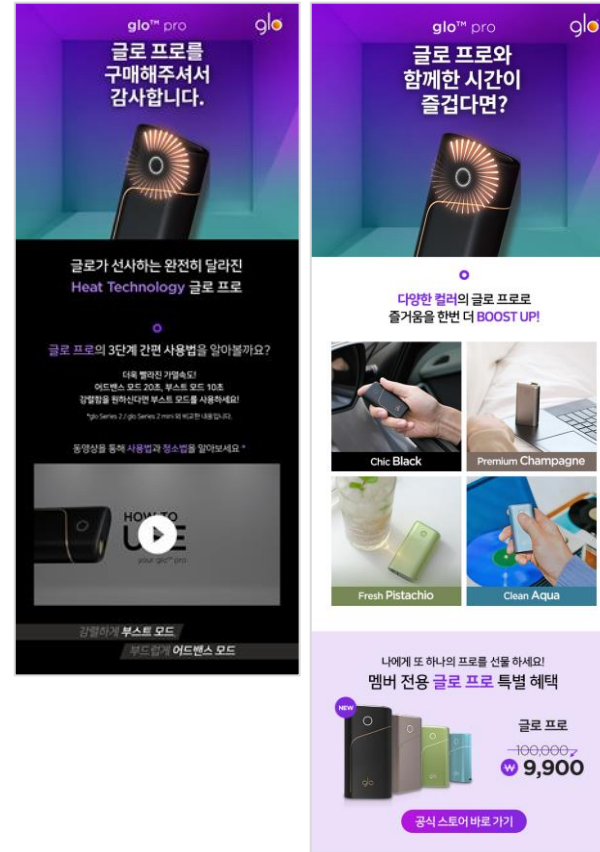
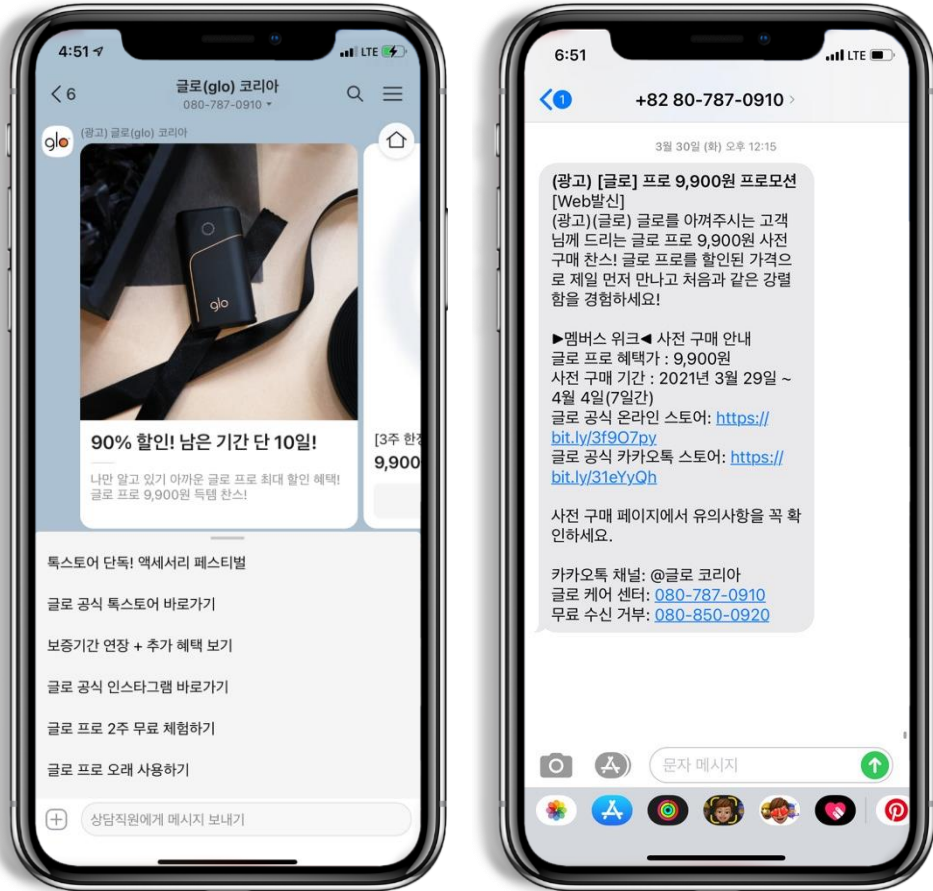
Objective

- To boost sales by various types of sales promotions

Work Scope

- 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

Work Scope

- 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

BAT DIGITAL SALES PROMOTION MANAGEMENT

가장 환영받는 날
글로벌 프로 슬림
최초 40% 할인

5년간 발매되는 대한민국 최대규모의 글로벌 프로 슬림 출시 기념 행사

제품 구매하기

초대 40% 할인

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제품 구매하기

초대 40% 할인

Activity Overview

Period

- 2018.01 ~

Objective

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

Work Scope

- 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 PHOTO SHOOT



Activity Overview

Period

- 2019.01 ~

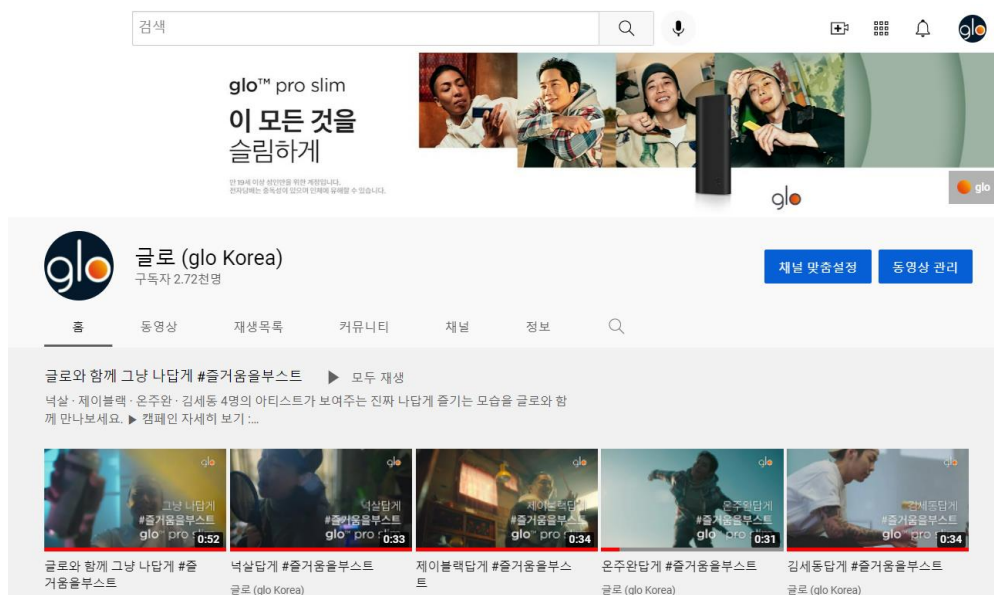
Objective

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

Work Scope

- 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

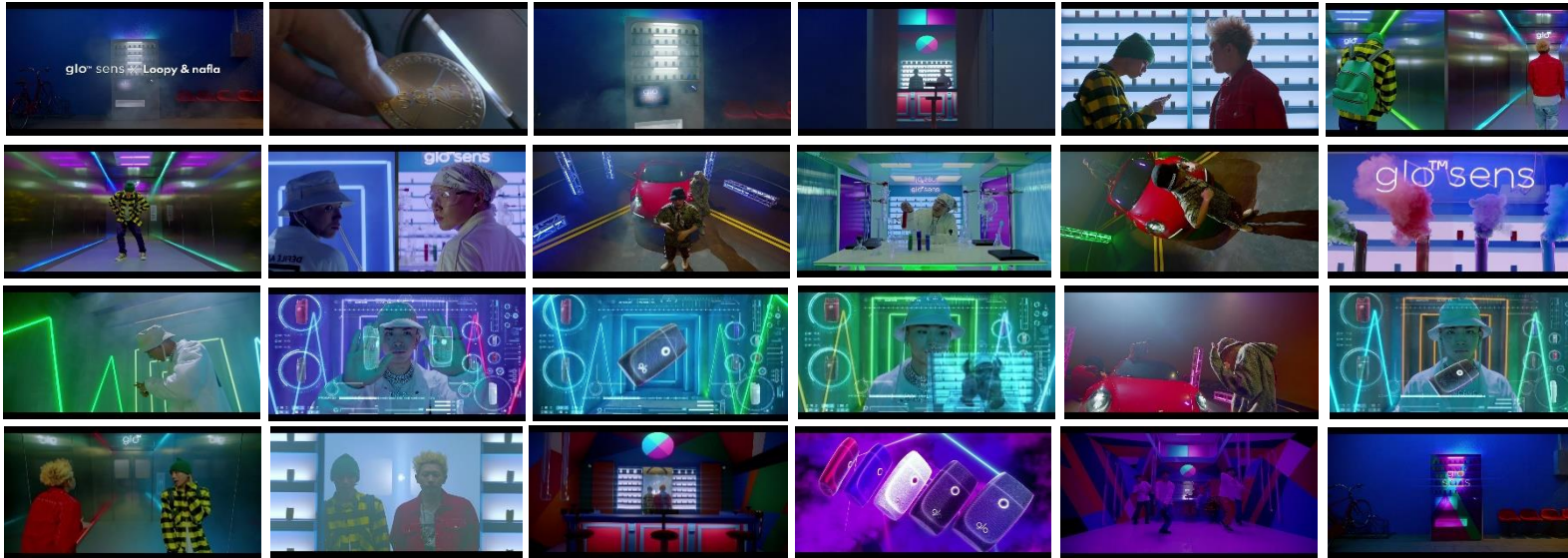
- To improve young & casual brand image with video creation
- To promote glo X celebrities' collaboration and deliver campaign message #BOOSTPLEASURE to consumers
- To convey a campaign message to the viewer

Work Scope

- 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 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

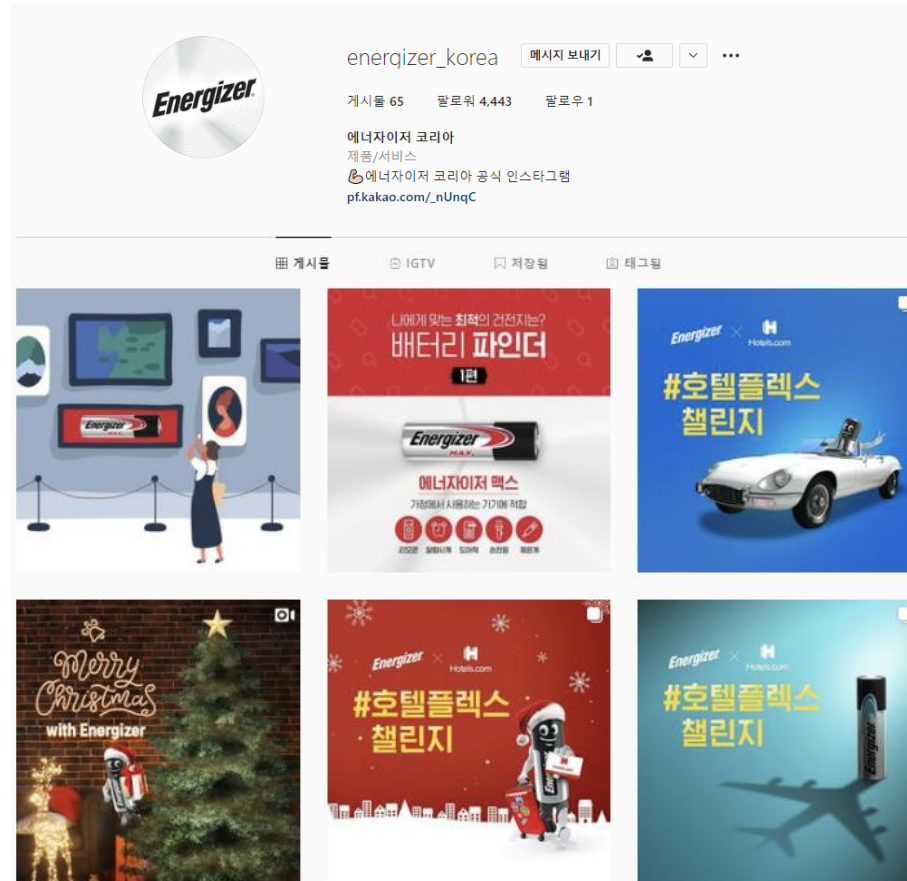
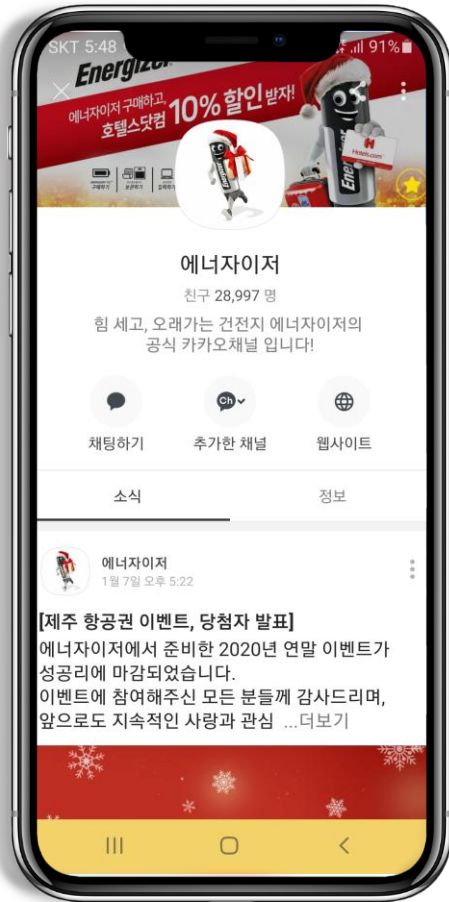
Work Scope

- 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.

Kakao / Instagram Channel Management



Activity Overview

Period

- 2019.12 ~

Objective

- Increase brand likability and promote events

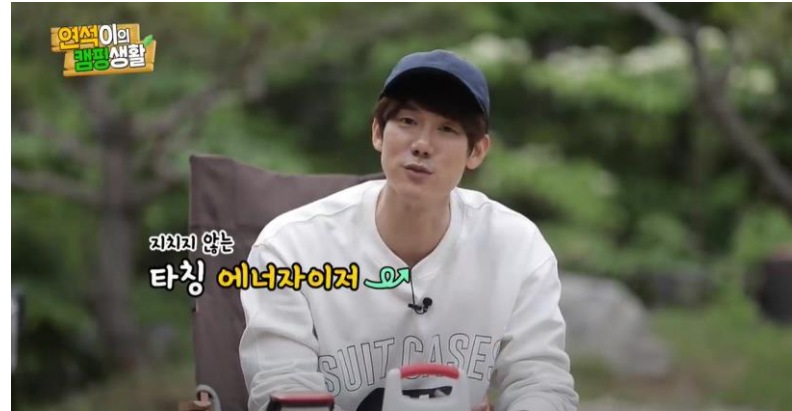
Work Scope

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

Result

- 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.

Work Scope

- 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

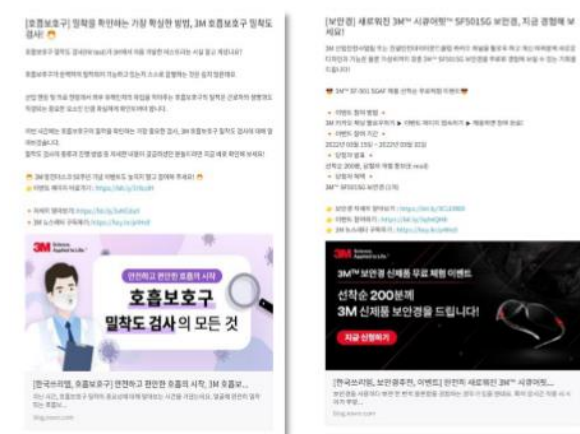
Activity Overview

- 2019.01 ~

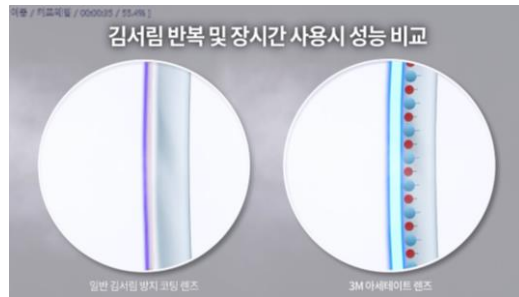
- To provide social content targeting both public and business customers
- To increase brand & product awareness

- 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



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.

- 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



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.

Work Scope

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



PERFORMANCE AD MANAGEMENT

홈페이지

지드래곤이 선택한 TS샴푸
탈모케어 부문 7년 연속 대상
기능성 샴푸로 두피부터 모발까지 케어
BEST · 스마트스토어 · 유튜브 · 인스타그램

7년 연속 대상 착한 엄색 TS샴푸 앱

TS트릴리온
GD도 반한 NO.1 골드플러스TS샴푸
탈모증상 완화 4가지 주성분으로 완성 ... 더 보기

NO.1 TS샴푸
지드래곤도 반했다!

HTTPS://WWW.TSTRILLION.COM/...
GD도 반한 NO.1 골드플러스 TS샴푸

Instagram

Sponsored

더 알아보기

♥지드래곤도 반한 NO.1 TS샴푸♥

탈모케어 부문 6년 연속 수상
지드래곤이 선택한 골드플러스,
TS샴푸를 지금 경험 하세요.

BrilliantTS

#TS트릴리온 #TS #TS샴푸 #골드플러스TS샴푸
#지드래곤샴푸 #GD샴푸 #지드래곤TS

N 탈모샴푸

통합 쇼핑 VIEW 이미지 지식IN 인플루언서 동영상 뉴스 어학사전 지도 ...

파워링크 '탈모샴푸' 관련 광고입니다.

지드래곤의 선택! 골드플러스
<https://www.tstrillion.com/>
탈모케어부문 7년 연속 대상 TS! 두피부터 모발까지 골드플러스TS로 한 번에!
광고집행기간 4~12개월

16:32

TS x GS소셜

2021년 마지막 라퍼품 역대급 혜택!
12/31(금) 16:40 -

자세히보기 +1

검색어를 입력해주세요.

쇼핑 홈 뉴스 스포츠 연예 경제지표

'손해도 역대급' 3900억 애시스, ML 319홍인 거포 연...
돌아온 진준호 코치 "조연 자처하는 까다로운 1번 타자, ...

TIMA
숨 쉬는 트랜드,티마

네이버스포츠 스토리텔러

성호준 스토리 홍재민 스토리 김태훈 스토리

'골프 천국' 파스트리 아스닉 저 위에 찰스 물과리니, 슈팅의

12:08 AM

TIMA
숨 쉬는 트랜드,티마

Activity Overview

Period

- 2021.08 ~

Objective

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

Work Scope

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

Activity Overview

- 2021.08 ~

- 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


홈페이지
광고



피부를 바꾸는 pH5.5

약산성 밸런스 케어로 순하게, 부드럽게 온 가족 피부장벽 지킴이 세바메드!

BEST · EVENT · SALE · 공식 인스타그램



올인원 솔루션



저자극 케어

첫 구매시
100원

특별 혜택



약산성삼푸

통합

쇼핑

VIEW

이미지

지식IN

인플루언서

동영상

뉴스

여객

파워링크

'약산성삼푸' 관련 광고입니다.



세바메드 해피2022 이벤트 | 새해도 5.5로 밸런스케어!

광고

isebamed.com

광고

공식물 최대 22% 할인 쿠폰 증정 + 첫 구매 시 클렌징 바 100원 특가 이벤트

금액대별 미니 샘플 증정!

KT 5:12

...

64%

검색어를 입력해주세요.

뒤하지

책방

리빙

레시피

정보기

패션뷰티

이경

엘로라

연관키워드

#미니멀인테리어

#침실인테리어

#화이트인테리어

20평대 아파트 거실의 골드 텀바르 인테리어나 스프린테리어로 예뻐...

아이디

출석, 세라메드로
건강한 피부 선물하세요

할인율 최대 30% (할인 금액은 한정)

AD

꽃향기 가득한 신혼집 인테리어 식물인테리어로 24평준미기

리빙

소소한 온라인 선물하기 / 장꾸미기 / 홈집 인테리어

공구

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가을 분위기를 물씬 **최대 70% 할인**
 편안한 핏까지 스타일리시한 제제 **말뚝 없이 만나는 백화점 특가**

< 1 / 6 >

리뷰

sbs tv

**모두의 취향 저격
내 피부의 순한 웃음, 세바메드**
(세바메드 100% 함유, 스쿠알라논 함유)

리뷰서적 **백화점** **아울렛** **해외직구**

**MD 추천
할인율 끝판왕
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...더 보기



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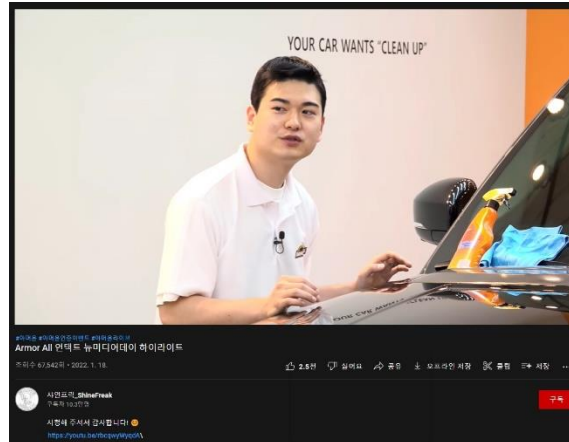
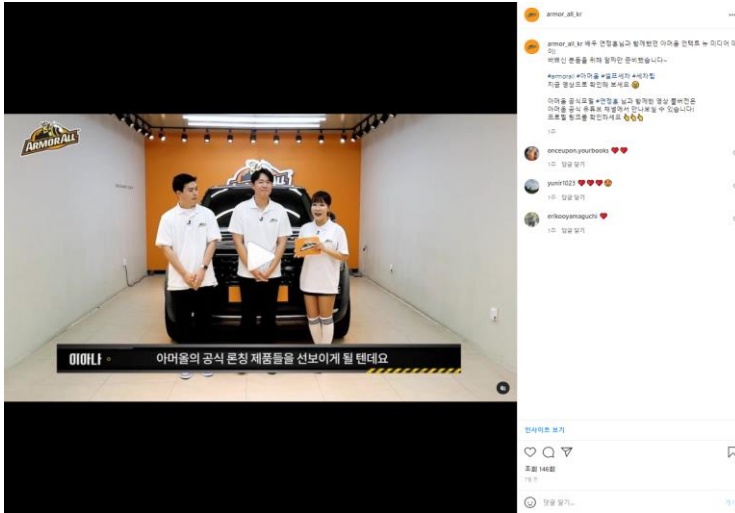
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더 알아보기

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sebamed_korea 건조한 겨울철 부트럼 입술 주름! 1
관절기 필수템 립밤이, 단돈 100원! 99... more

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

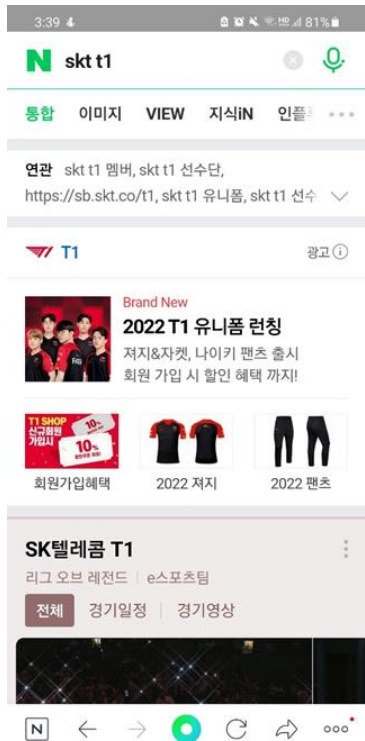
- To increase awareness of Armor All and build positive brand image among Self-car care Consumer Target

Work Scope

- 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



Mo_Network



Facebook



Afreeca TV

Activity Overview

Period

- 2022.01 ~

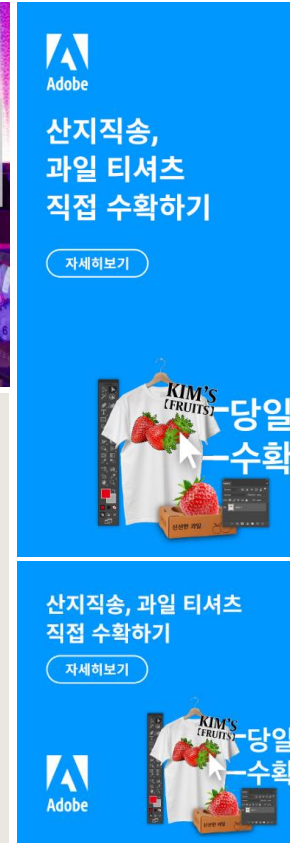
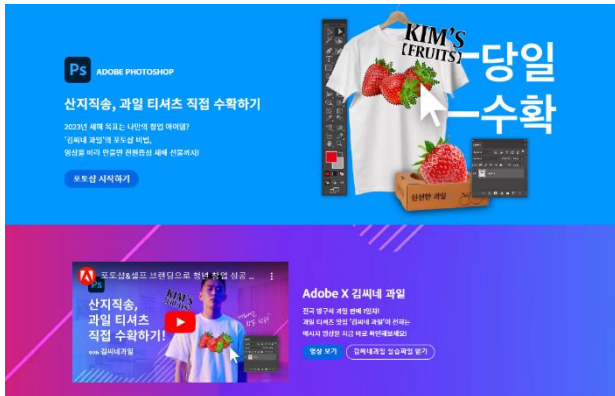
Objective

- 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

ADOBE X KIM'S FRUITS COLLABORATION CAMPAIGN



Activity Overview

Period

- 2023.01.10 ~ 2023.02.07

Objective

- To expose Adobe Photoshop to the MZ generation in a trendy and stylish way by creating campaign video
- To induce students target to purchase apps

Work Scope

- Create video content and upload in YouTube channel to promote brand and product
- Recruit brand CEO(Kim's Fruits) who is famous in MZ generation to promote starting a business with Adobe to young people
- Design and produce branded campaign page and Advertisement contents
- Create and publish viral content via brand owned channel and various social channels
- Check exposure and report campaign result

ADOBE AFTERCLASS DIGITAL CAMPAIGN



Activity Overview

Period

- 2023.04.14 ~ 2023.05.09

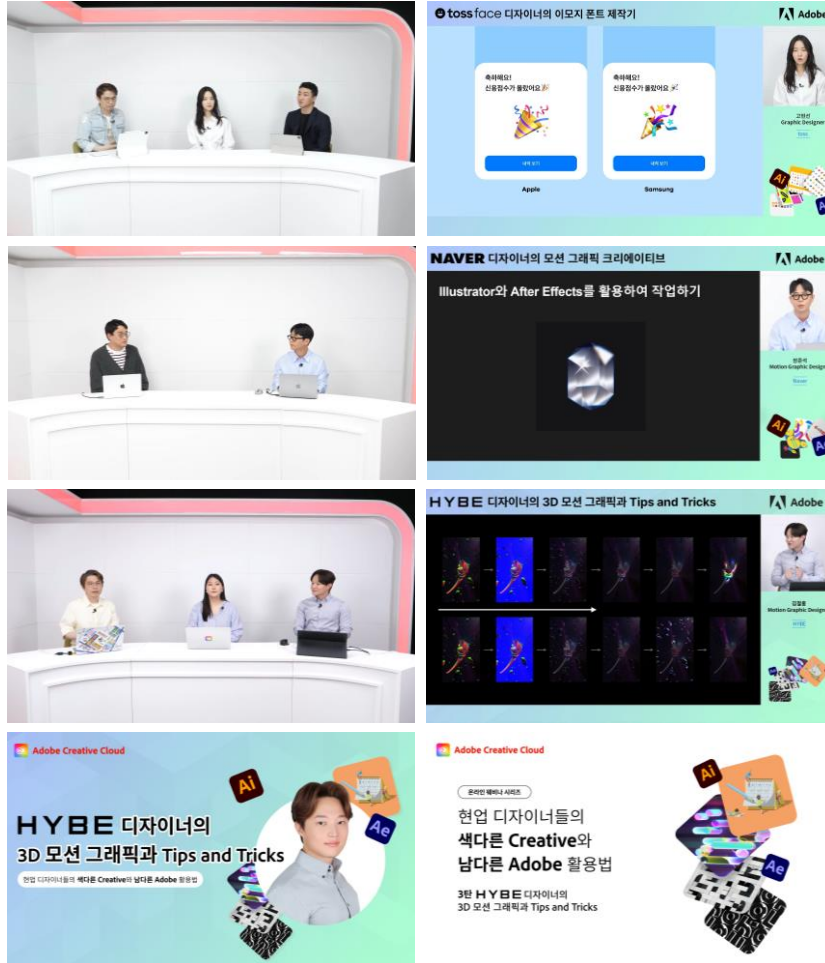
Objective

- To expose Adobe programs(Ps, Pr) to the MZ generation in trendy and easily way by creating campaign video in series
- To induce students target to purchase apps

Work Scope

- Create 3 series of video contents and upload in YouTube channel to promote brand and product
- Recruit celebrity(Jinjeolme) who is famous in MZ generation to promote how to use app with #lookbook, a topic students targets are interested in
- Design and produce branded campaign page and Advertisement contents
- Upload additional contents in Jinjeolme's SNS channel to induce people to watch
- Check exposure and report campaign result

Webinar for Creative Cloud with Influencers



현업 디자이너들의 색다른 Creative와 남다른 Adobe 활용법

3탄 H Y B E 디자이너의 3D 모션 그래픽과 Tips and Tricks

2023년 4월 14일 (수) | 14:00

1인 1인

현업 디자이너들의 색다른 Creative와 남다른 Adobe 활용법

2탄 N A V E R 디자이너의 모션 그래픽 크리에이티브

2023년 4월 2일 (토) | 14:00

1인 1인

현업 디자이너들의 색다른 Creative와 남다른 Adobe 활용법

1탄 T O S S F A C E 디자이너의 새로운 색채 디자인

2023년 4월 12일 (수) | 14:00

1인 1인

AGENDA

시간	주제
14:00 - 14:30	Adobe Cloud 소개 및 활용법 - Adobe Cloud 소개 및 활용법 - Adobe Cloud 소개 및 활용법
14:30 - 15:00	3D 모션 그래픽과 Tips and Tricks 소개 - 3D 모션 그래픽과 Tips and Tricks 소개 - 3D 모션 그래픽과 Tips and Tricks 소개

AGENDA

시간	주제
14:00 - 14:30	Adobe Cloud 소개 및 활용법 - Adobe Cloud 소개 및 활용법 - Adobe Cloud 소개 및 활용법
14:30 - 15:00	3D 모션 그래픽과 Tips and Tricks 소개 - 3D 모션 그래픽과 Tips and Tricks 소개 - 3D 모션 그래픽과 Tips and Tricks 소개

AGENDA

시간	주제
14:00 - 14:30	Adobe Cloud 소개 및 활용법 - Adobe Cloud 소개 및 활용법 - Adobe Cloud 소개 및 활용법
14:30 - 15:00	3D 모션 그래픽과 Tips and Tricks 소개 - 3D 모션 그래픽과 Tips and Tricks 소개 - 3D 모션 그래픽과 Tips and Tricks 소개

SPEAKER

현업 디자이너들 색다른 Creative와 남다른 Adobe 활용법

3탄 H Y B E 디자이너의 3D 모션 그래픽과 Tips and Tricks

2023년 4월 14일 (수) | 14:00

1인 1인

Activity Overview

Period

- 2023.04.12 ~

Objective

- To deliver use-case by recruiting renowned brand designers
- To promote importance of Creative Cloud in creative work and increase product awareness
- To nurture the prospects by delivering insightful story and use-case

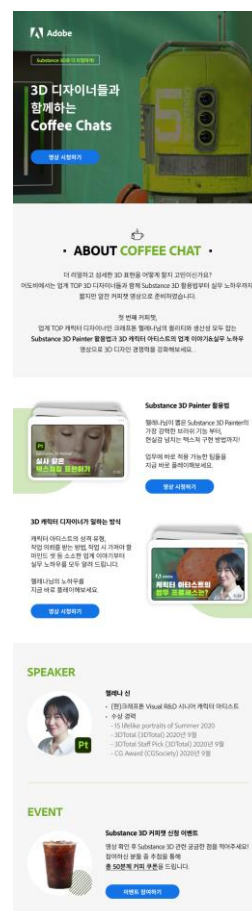
Work Scope

- Plan webinar contents and operate event targeting designers
- Create Key visual of webinar series
- Recruit influential designers from well-known companies such as Naver, Toss, HYBE as a speaker
- Execute banner and eDM Ads on various 3rd party channel

Result

- # of Registrants : 1,265
- # of Survey participants : 657

Substance Educational Hub



Activity Overview

Period

- 2023.06.02 ~

Objective

- To educate the user group of Adobe Substance
- To nurture the prospects and maintain the relationship with the business target group by delivering insightful webinar contents

Work Scope

- Plan operation and event targeting 3D Designers
- Webinar shooting / production
- Execute banner and eDM Ads on various 3rd party channel
- Create hub-site for uploading and archiving videos
- development/coding/publishing

02

Event Management

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



TikTok GALA IN SOUTH KOREA



Activity Overview

Date / Venue

- 2018.11.09 / D-Bridge Cheongdam, Seoul, Korea

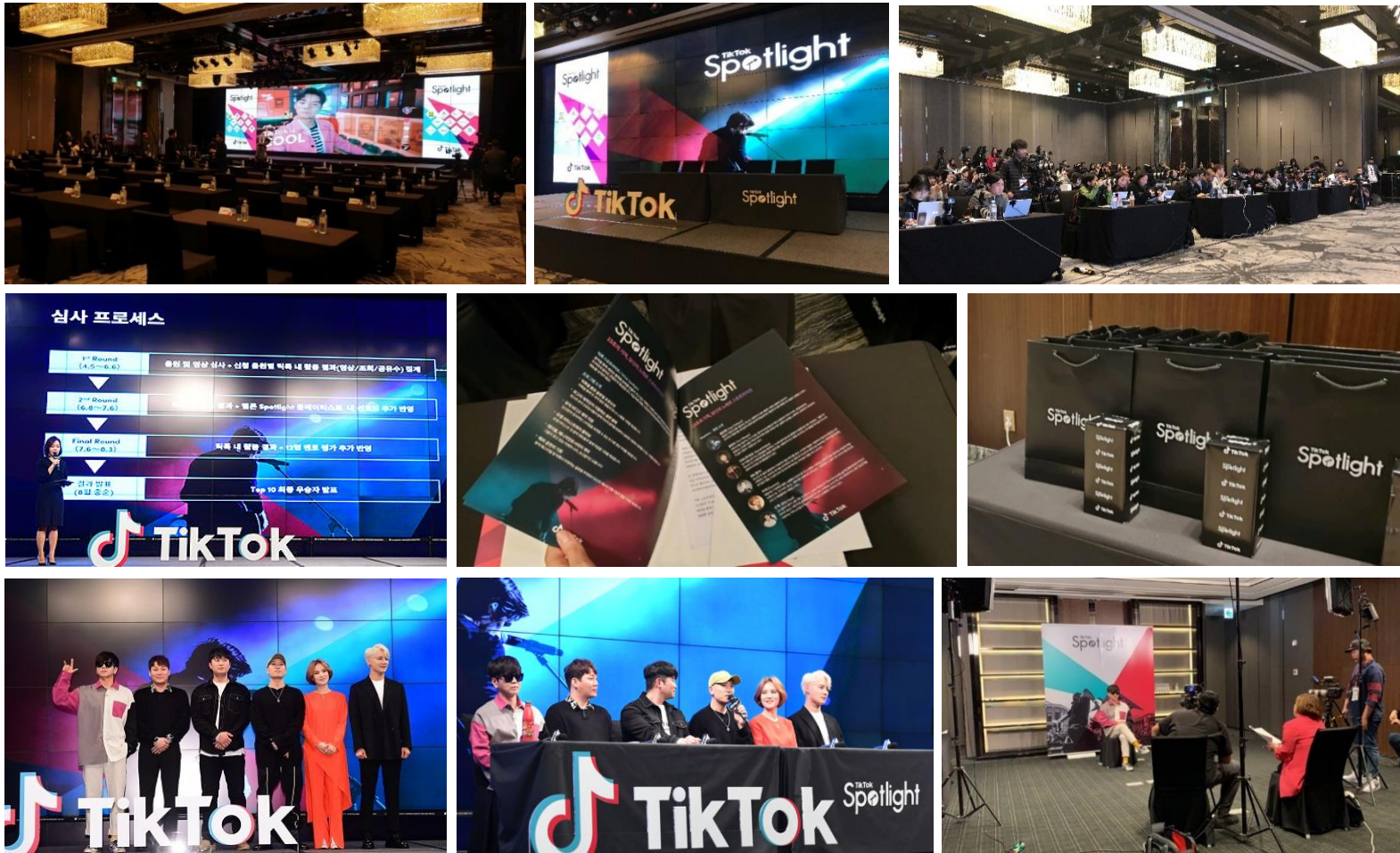
of Pax (Attendee Profile)

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

Work Scope

- 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)

Work Scope

- 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)

Work Scope

- 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

OFFLINE CONFERENCE (LIFESTYLE UNBOXED SEMINAR)



Activity Overview

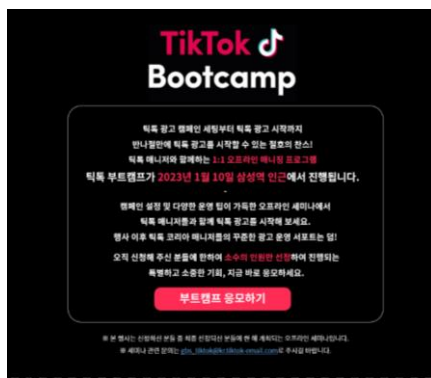
Date / Venue

- 2023.02.22
- CGV, Chungdam Cinecity, The Private Cinema 11F (323, Dosan-daero, Gangnam-gu, Seoul)

Work Scope

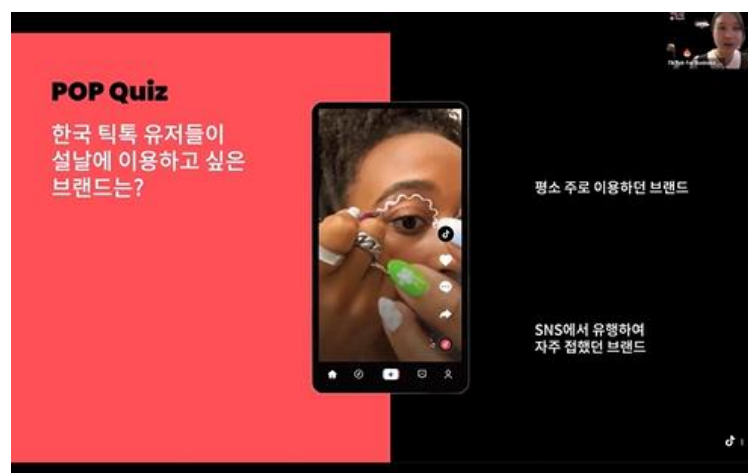
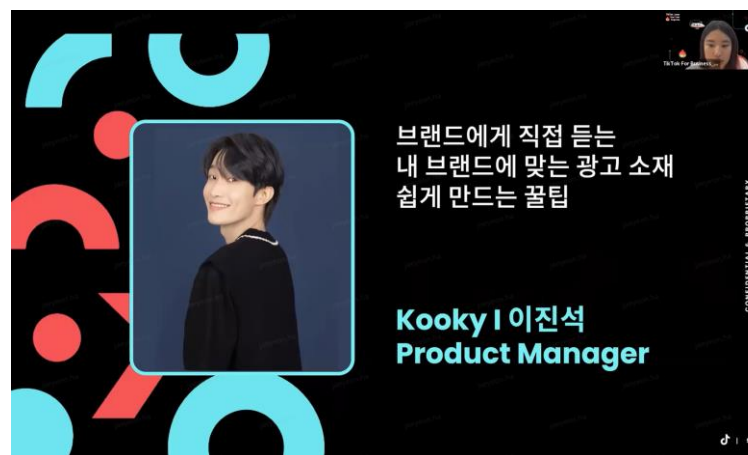
- Plan and operate a B2B seminar targeting advertising agency in the lifestyle (travel, dating, finance) category to arouse using TikTok for Business marketing solutions
- Private venue operation at Cine de Chef suitable for networking with branded catering service to maximize target engagement
- Build an iconic key visual that attracts target users while maintaining the creativeness and entertaining mood
- Produce and install offline POSMs for clear guidance on the floor

ONLINE WEB SEMINAR (TIKTOK NEWYEAR EXPRESS)



틱톡 부트캠프
이런 분이라면
신청 필수!

- 첫 틱톡 광고를 접할 수 있을지 고민이었던
- 틱톡 광고 캠페인 시작할 준비가 완료된
- 평소 틱톡 광고에 관심이 많았던
- 광고주 및 브랜드 담당자라면 누구나!



Activity Overview

Period

- Date : 2022.12.15 1PM
- Place : Online (Zoom)

Work Scope

- Plan and manage online web seminar targeting seasonal occasion of lunar new year
- Build and operate microsite for landing and providing guidance to potential users
- Develop online materials such as SNS asset, eDMs, and playbook to encourage participation and after event actions
- Capture high quality leads through media ads boosting and additional viral channels

OOH



Activity Overview

Period

- 2022.02 ~ 2022.04

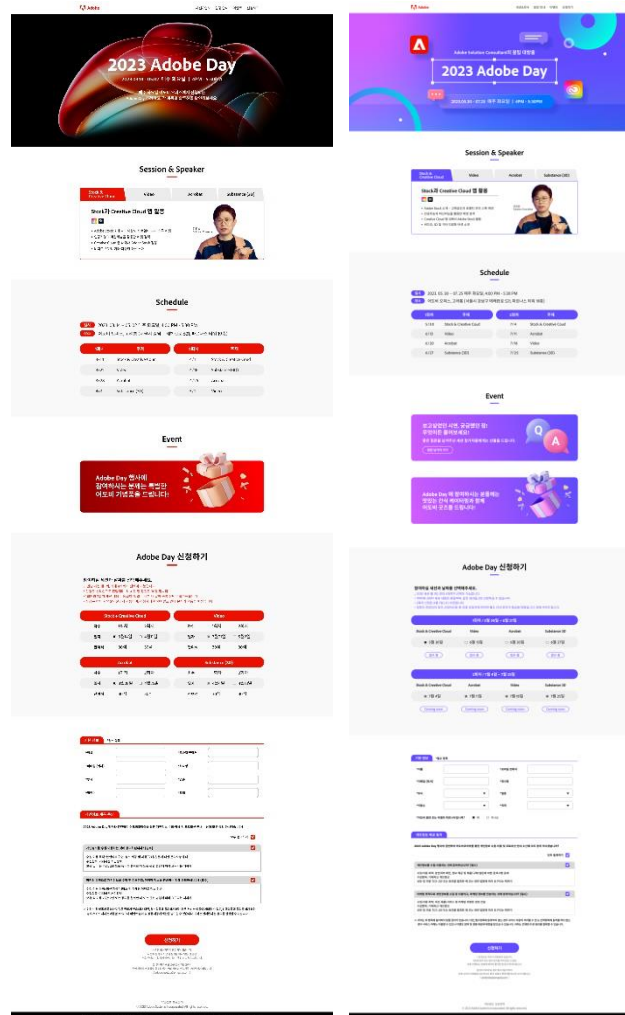
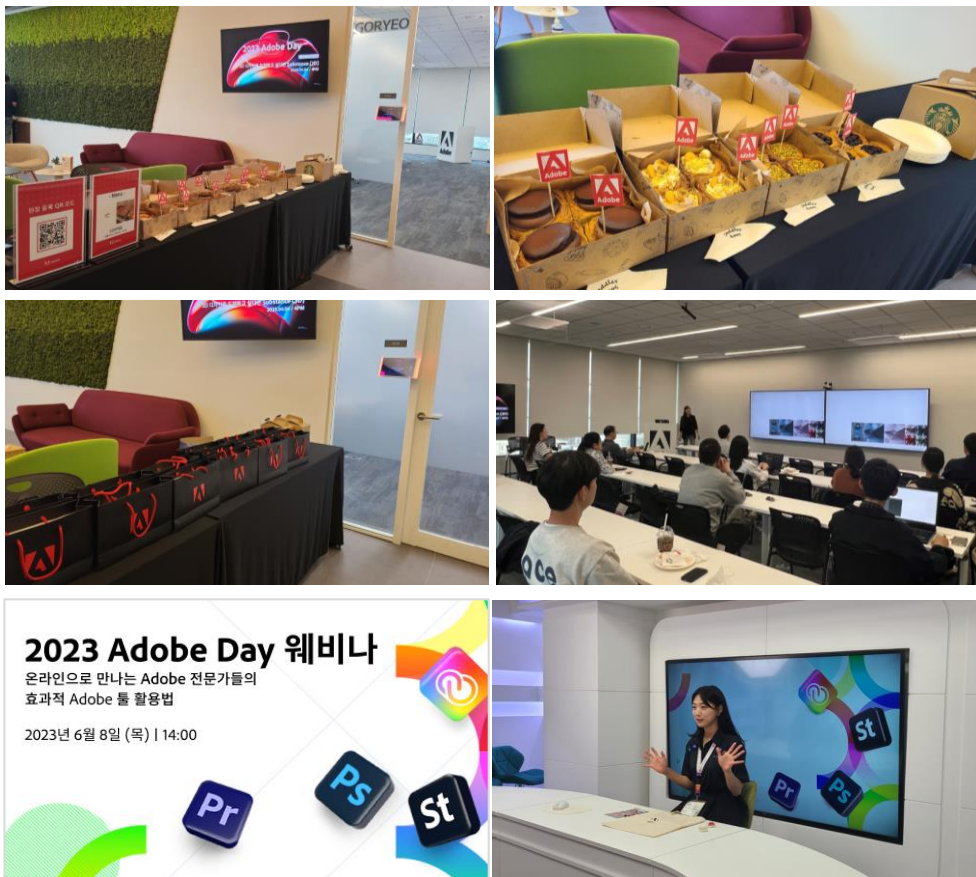
Objective

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

Work Scope

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

Adobe Day



Activity Overview

Date

- 2023 Q2,Q3

Venue

- Adobe Office

Attendee

- Off-line : 200 People
- On-line (Webinar) : 300 People

Event Detail

- Meet Adobe at Adobe's office every Tuesday to check out the Adobe solutions
- Configure and deliver catering to customers
- Developing a Participant Registration System
- Design and production composition
- Leverage offline sessions to run webinars (season 1)

MAKE IT APAC Roadshow



Activity Overview

Date

- 2023. 02. 16

Venue

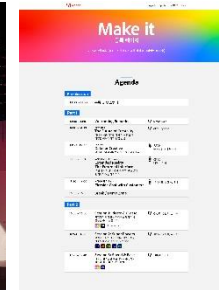
- Josun Palace, Seoul Gangnam The Great Hall

Attendee

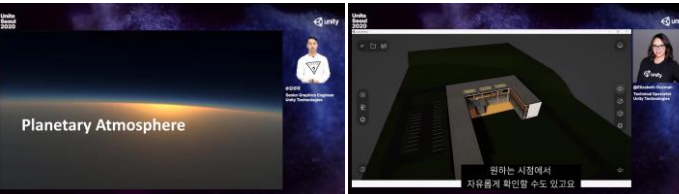
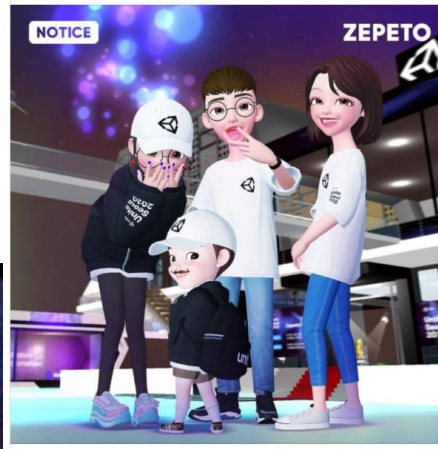
- Off-line : 200 People
- On-line (Webinar) : 700 People

Event Detail

- **Customer sessions:** The show has a great lineup of featured speakers including Adobe customers Naver, Meta, Krafton and Tencent
- **Experience booth zone:** Adobe ran Modeler and Character Animator experience zone, and 2 ask the experts booths to engage with event attendees more dynamically.
- **Sponsored partner booths zone:** Wacom, Apple and Nvidia participated as sponsored booths, which are brands loved by designers with Adobe.
- **Fun engagement activities:** Real time Q&A App, Beer Pong & Crane game activities and swags increased engagement of attendees.
- **Webinar :** Webinar using offline presentation materials



UNITY Unite SEOUL 2020



Activity Overview

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)

Work Scope

- 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

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

Work Scope

- 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

SEAGATE YEAR-END PARTNER SEMINAR 2022



Activity Overview

Date / Venue

- 2022.12.01 / Ramada Hotel Shindorim, Seoul, Korea

of Pax (Attendee Profile)

- 168 participants from channels and partners

Objective

- Discuss the year's performance and future direction
- Award winner of the year

Work Scope

- Planned and executed 'Seagate Year-end Partner Seminar 2023'
- Seminar presentation & end-of-year award ceremony
- Dinner buffet
- Displayed Seagate's products
- Operated Photo Zone and Prize drawing event
- Raise brand awareness and leave a positive brand image of Seagate by strengthening partnership

2023 KOBA EXHIBITION



Activity Overview

Date / Venue

- 2023.05.16 ~ 2023.05.19 / COEX, Seoul, Korea

of Pax (Attendee Profile)

- More than 40,770 participants
- More than 420 booth event participants

Objective

- Promote Seagate's system solution and partner's solutions
- Secure visitors lead information

Work Scope

- Planned and executed 'KOBA 2023 Seagate Booth'
- Displayed systems and enterprise device
- Operated lecture and survey event

2023 SEAGATE PARTNER'S FIELD DAY



Activity Overview

Date / Venue

- 2023.05.26 / CV resort, Gapyeong, Korea

of Pax (Attendee Profile)

- 94 participants

Objective

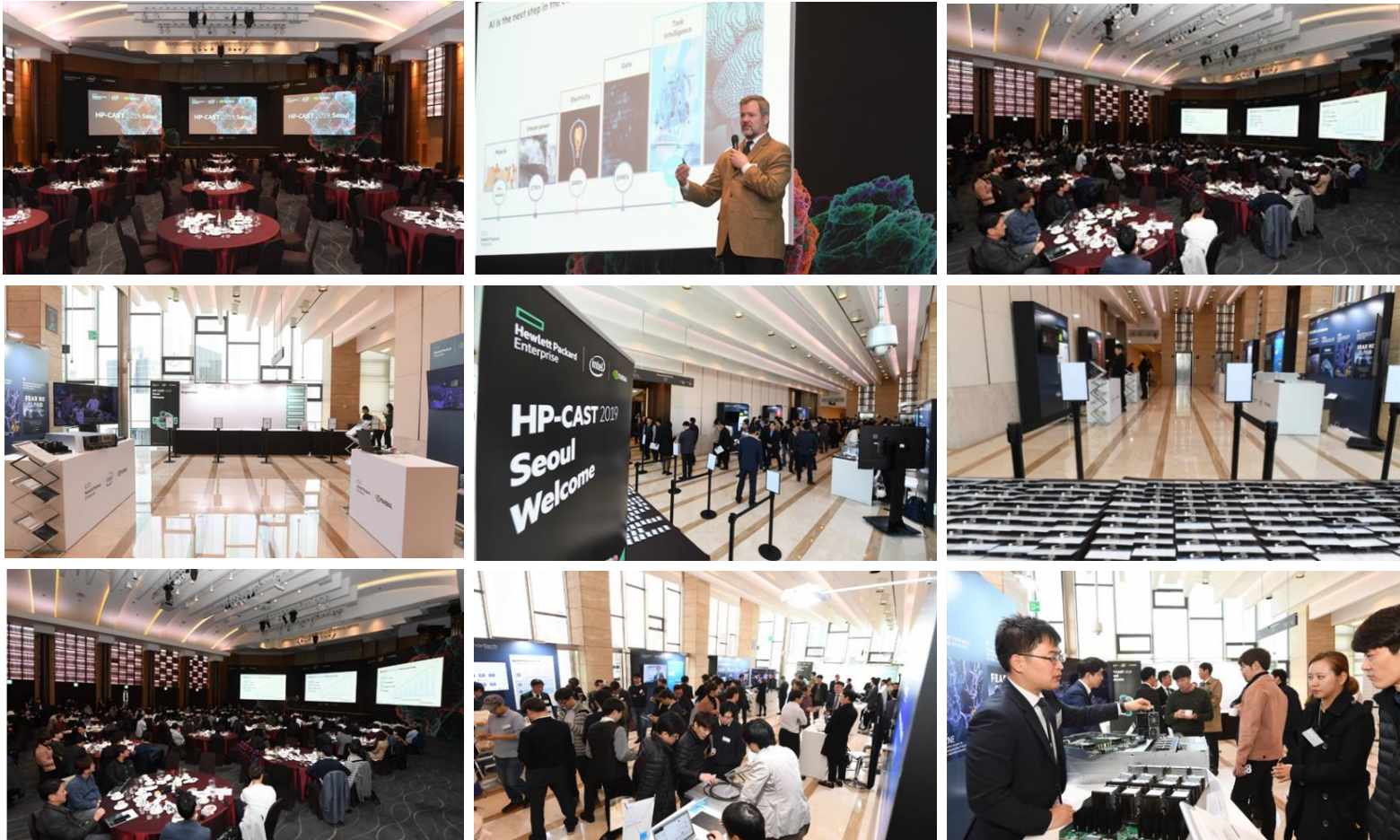
- To build relationship with Seagate and partners

Work Scope

- Planned and executed '2023 Seagate partner's field day'
- Rent venue and 2 buses
- Operated soccer, survival, and activities
- Lunch chicken pot stew and dinner barbeque
- Winning team award ceremony with MVP



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)

Work Scope

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

DIAGEO SPECIAL RELEASES 2022 : OFFLINE POP-UP STORE



Activity Overview

Date / Venue

- 2023.02.16 ~ 2023.03.15
- Bottle Bunker ZettaPlex (240, Olympic-ro, Songpa-gu, Seoul)

of Pax

- Number of Visitor: 2,461 pax
- Number of Attendee: 132 pax (Tasting Class)

Work Scope

- Sales and promotion of Special Release 2022 limited edition whiskies(8 Products) in Bottle Bunker Zettaplex
- Create a conceptual space to deliver the messages of 'Elusive Expressions' of Special Releases 2022
- For a variety of experiences, the product USP is clearly delivered by dividing area into display zone, scent & pick-up zone, and tasting zone with different concepts
- Held a Tasting class through collaboration between two local branches(Gwangju, Changwon), including Seoul to enhance professional experience and understanding of the product

SINGLETON X WORLD CLASS DINNER PARTY



Activity Overview

Date / Venue

- 2023.03.16
- Blend Cheongdam (8, Dosan-daero 57-gil, Gangnam-gu, Seoul)

of Pax (Attendee Profile)

- Total Visitors: 54 pax (Influencer, Magazine, Brand Ambassador)
- Number of Sales (Cocktail) : 270ea
- Organic Contents with campaign hashtag : 170+ea

Objective

- To maximize brand awareness, talkability by inviting PR & Influencers & Magazine to the fantastic Singleton cocktail world

Work Scope

- Deliver a positive brand experience through 5 Singleton cocktails & pairing course menu
- Operate a branded photo booth to provide a fun brand experience among party participants and placed a photo machine in the center of the hall to highlight the venue
- Invite influential magazines, influencers, and brand ambassadors to increase brand awareness and promote events through producing mass organic contents online
- Boost engagement and bring joyful atmosphere through pop quiz events and strengthen brand loyalty and highlight the event through lucky draw

SINGLETON BRAND COLLABORTION (WORK OFF SEASON 2)



Activity Overview

Date / Venue

- 2022.04 – 2022.05
- Project Rent 2 Seongsu

of Pax (Attendee Profile)

- Total Visitors : 1,436pax
- Number of Sales (Cocktail) : 1,241ea
- Organic Contents with campaign hashtag : 700+ea

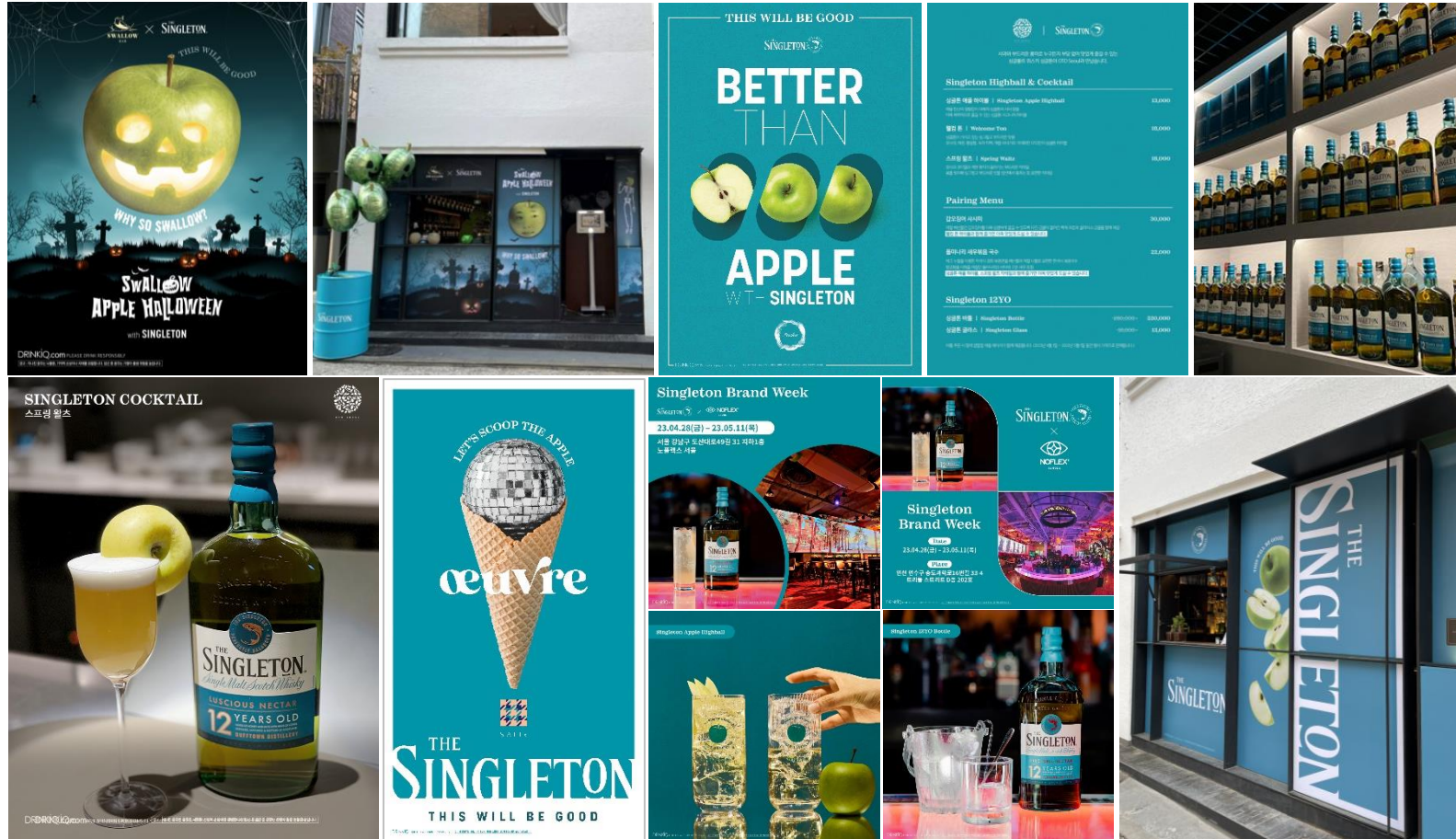
Objective

- To maximize a positive brand awareness & liquid on lips experience

Work Scope

- Scale up campaign of WORK OFF project with Mobills Group collaboration by expanding offline touch points
- Produce three collectable whisky package that are specially designed to bring witty and unique occasions while enjoying the whisky
- Enhance offline visibility through hosting offline pop-up store at one of the highest population float among core target and bring positive experience through comprehensive brand experience
- Partnership with GQ magazine to boost additional online viral including pop-up store sketch video

SINGLETON COMMERCIAL ACTIVATION



Activity Overview

Period

- 2022.10 / 2023.3-4

Objective

- To enhance brand experience and touchpoint at various bars to increase liquid on lips among core target

Work Scope

- Develop Singleton cocktails and pairing menu to provide consumers with various opportunities to experience Singleton
- Enhance offline visits through online viral with eye-catching SNS contents and stories
- Boost offline experience through installation of POSMs and photo machine for event

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)

Work Scope

- 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

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

Work Scope

- 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

TALISKER BOATHOUSE POP UP STORE



Activity Overview

Date / Venue

- 2022.11.10 ~ 2022.11.17
- Glasshaus Café (Cheonjinhaebyeon-gil, Toseong-myeon, Goseong-gun, Gangwon-do)

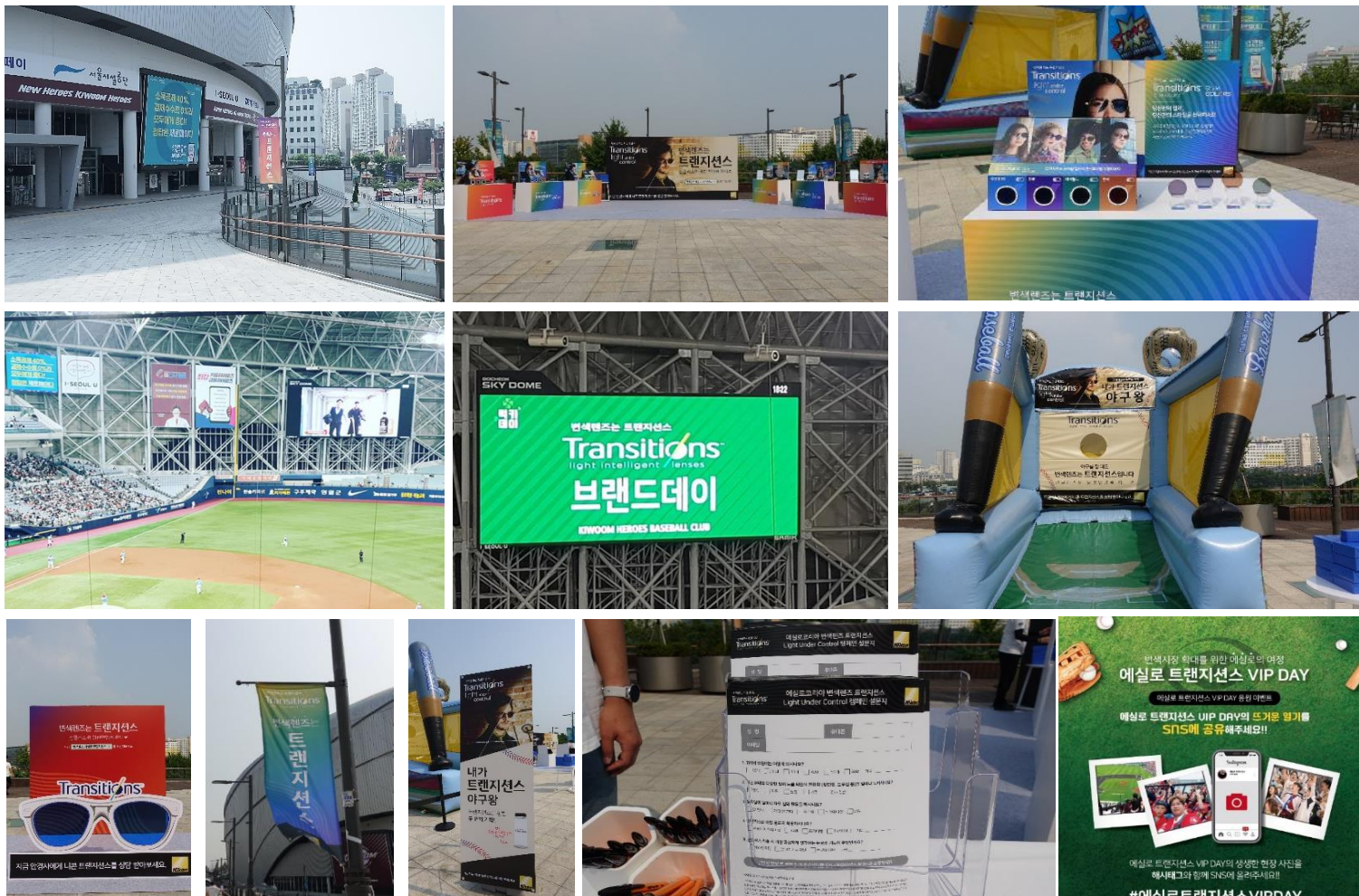
of Pax (Attendee Profile)

- 800 pax

Work Scope

- Plan and execute Talisker 1st brand pop up store at Go-seong, in front of Cheonjin Beach to reflect brand main concept 'Made by the sea'
- **Even Zoning** : Create 5 different zones that can experience the brand history, product background, taste Talisker, and pairing food/ Played role as a space for mingling and created mood of Talisker
- **Brand Collaboration**: Dragged consumers' attention with clothing from the Guernsey Woollens brand, and a variety of collaboration products with camping brand The Earth that harmonizes with the outdoor concept of Talisker
- **Branding Goods**: Present high-quality goods to consumers by producing self-branding goods containing Talisker brand's unique Tone and Manner
- Provide an opportunity to accept **Talisker's ESG campaign** by delivering an eco-friendly message related to the sea environment throughout the pop-up store

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

Work Scope

- 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

COACH X Basquiat Collection Launching Event



Activity Overview

Date / Venue

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

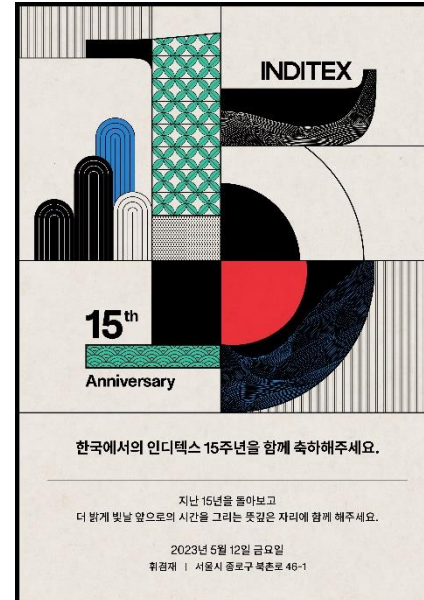
of Pax (Attendee Profile)

- 7,000 participants

Work Scope

- 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

INDITEX 15th Anniversary



Activity Overview

Date

- 2023. 05. 12

Venue

- HWIGYUMJAE

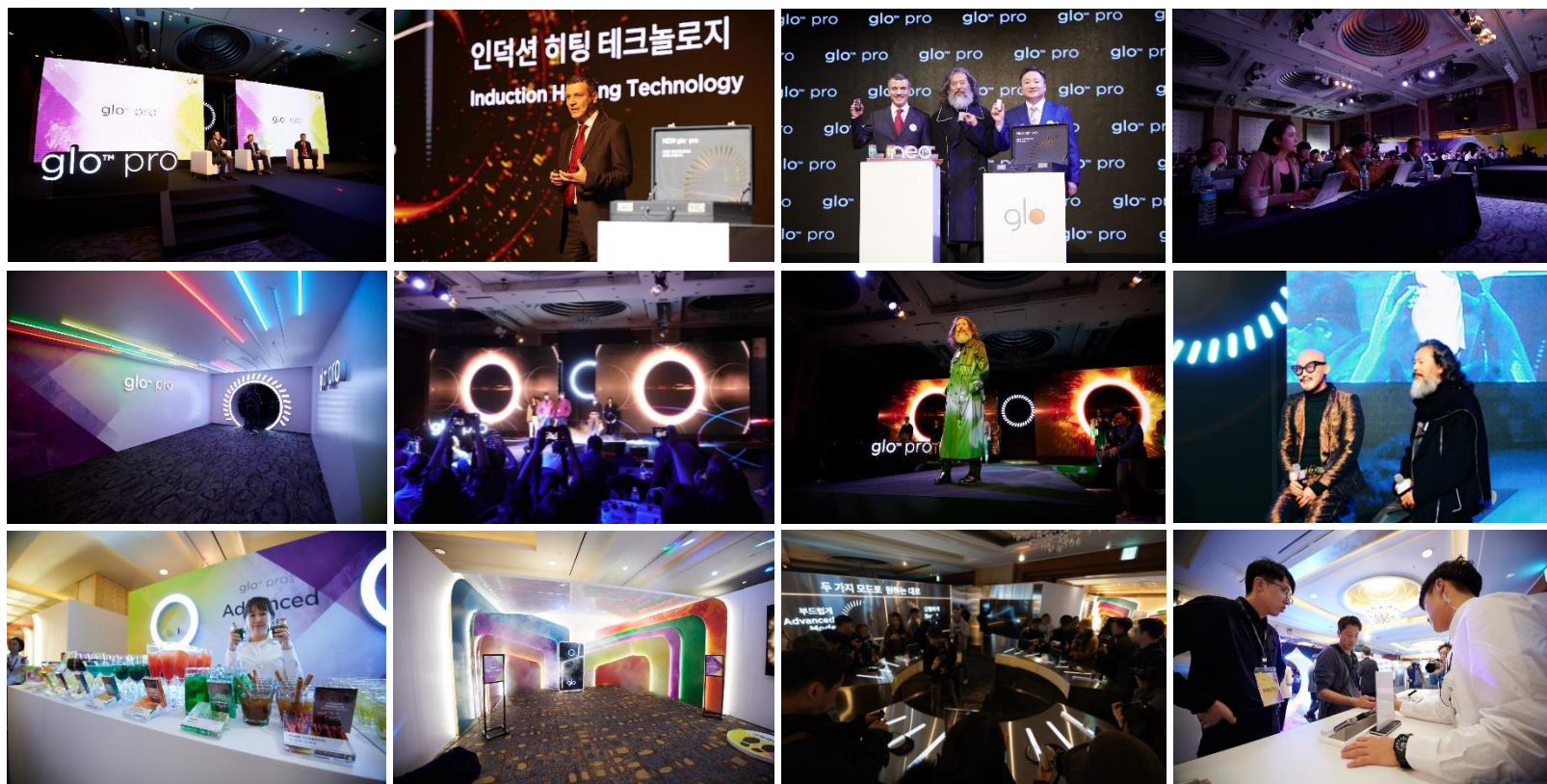
Attendee

- 150 People
(INDITEX Executives and employees & VIP)

Event Detail

- In 2023, the 15th anniversary of INDITEX Group's launch of its first ZARA store in Korea, we invited executives and employees to hold a ceremony.
- Organize the brand space of ZARA, ZARAHOME, OYSHO, and MassimoDutti and hold an exhibition.
- Production of catwalk videos using the 15th anniversary video of INDITEX and the short form video of ZARA employees
- Design production and system operation

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)

Work Scope

- 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

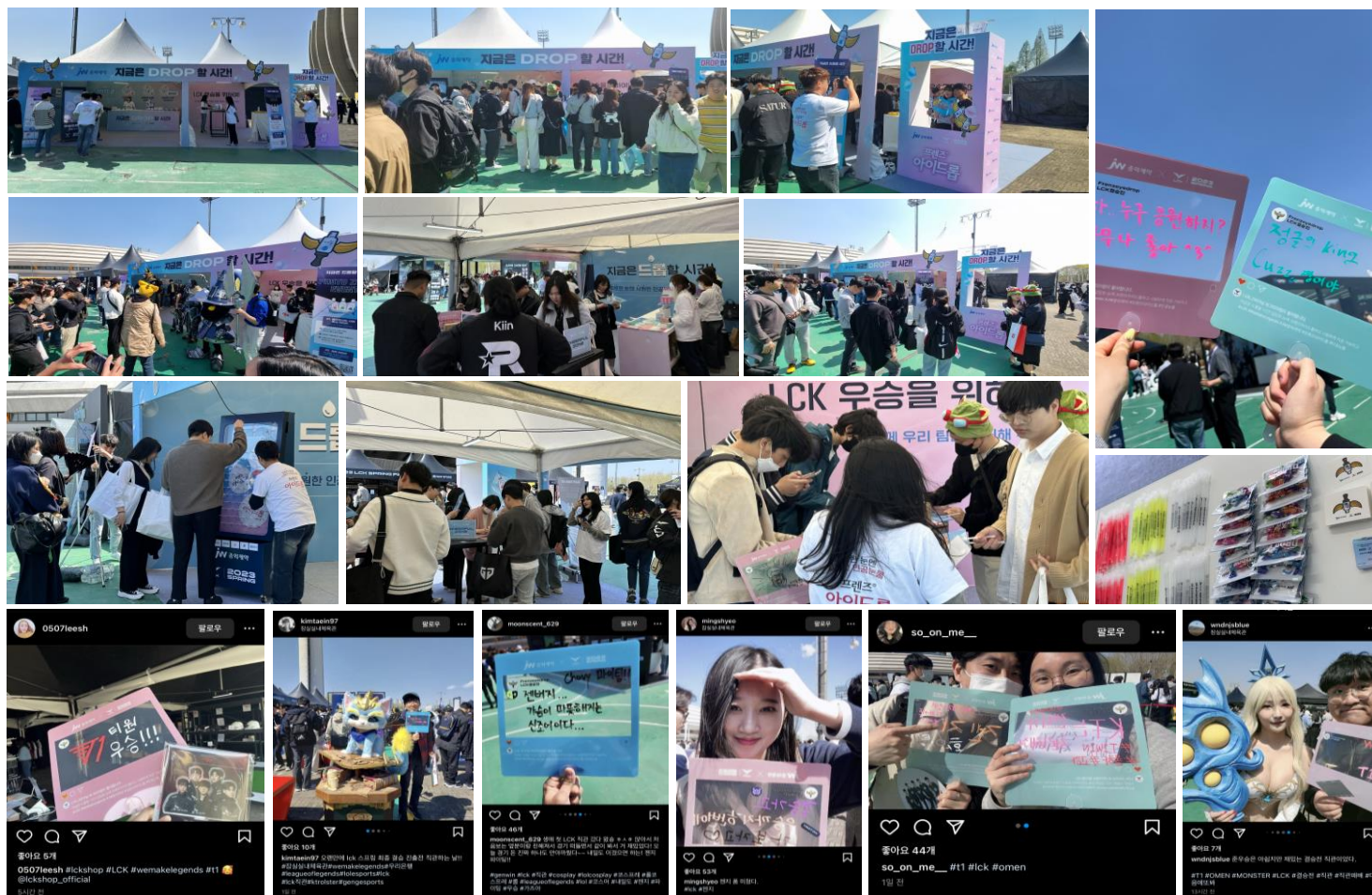
of Pax (Attendee Profile)

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

Work Scope

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

Frenzeyedrop X 2023 LCK Spring Final Sponsor Booth Creation & Event Operation



Activity Overview

Period

- 2023.04.08~09

Venue

- Jamsil indoor Gymnasium, Seoul

Objective

- Increase brand awareness and favorability by operating event booth for LCK (League of Legends domestic league) fans
- Induce account vitalization through Instagram official account follower event operation

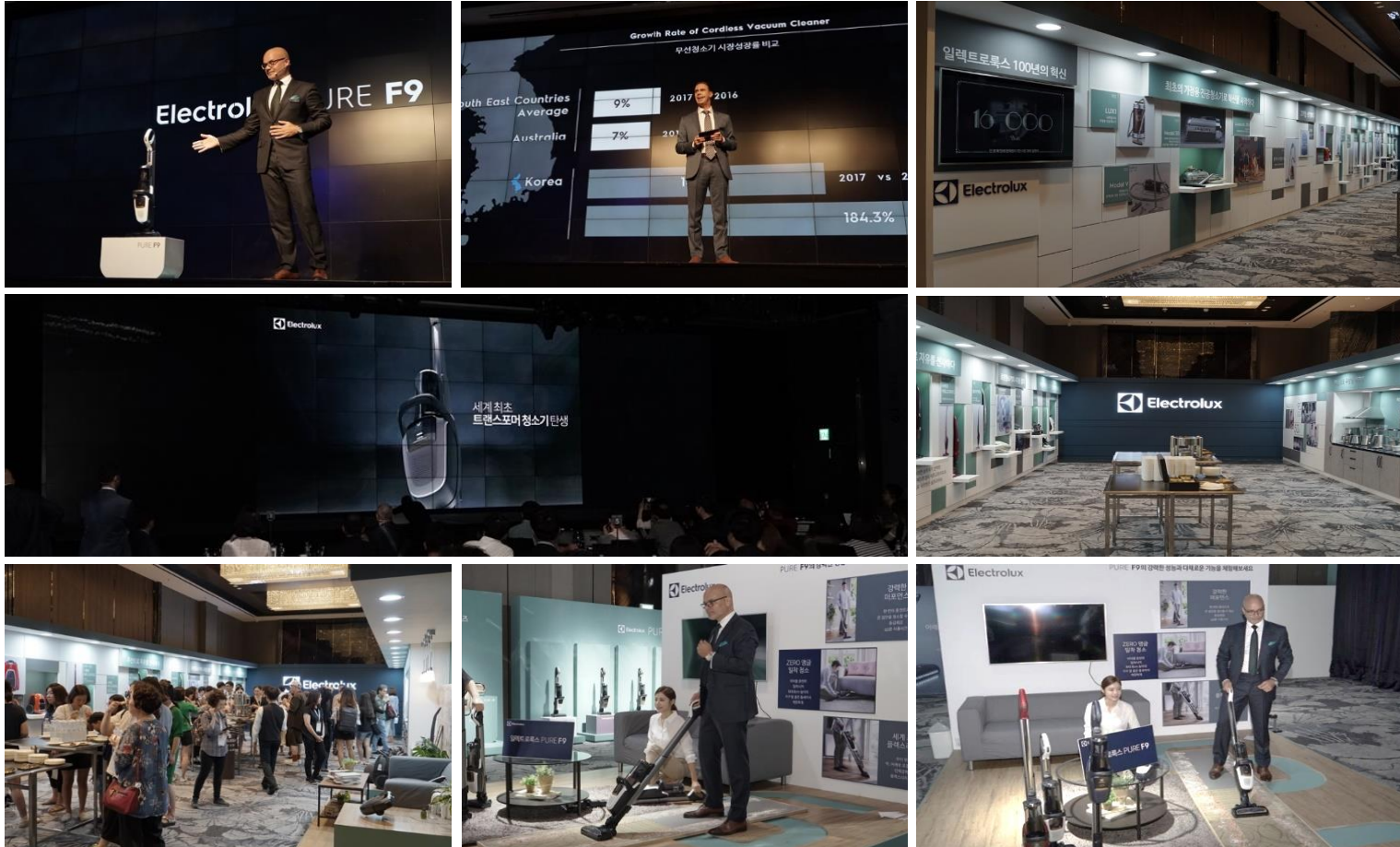
Work Scope

- Event booth and operation planning
- Outdoor booth and zoning, event goods production
- Operation of events for on-site visitors and presentation of gifts
- Conducting awareness surveys for visitors

Result

- A total of 2,309 visits and an increase of 2,051 IG followers
- 960 of the participants participated in the survey (More than 3x increase in survey participation compared to last season)

PURE F9 LAUNCHING EVENT



Activity Overview

Date / Venue

- 2018.08.21 / JW Marriott Dongdaemun Square Hotel, Seoul, Korea

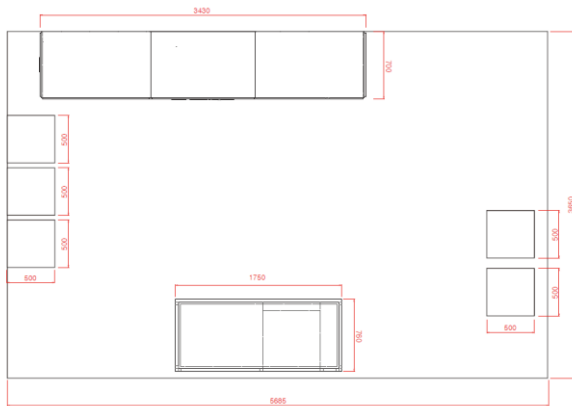
of Pax (Attendee Profile)

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

Work Scope

- 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, Seoul, Korea

of Pax (Attendee Profile)

- 2000 Pax

Work Scope

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

Energizer Luxury Glamping Week



Activity Overview

Date / Venue

- 19th Sep 2020 / Zoom Online

of Pax (Attendee Profile)

- 100 pax (private event for limited participants)

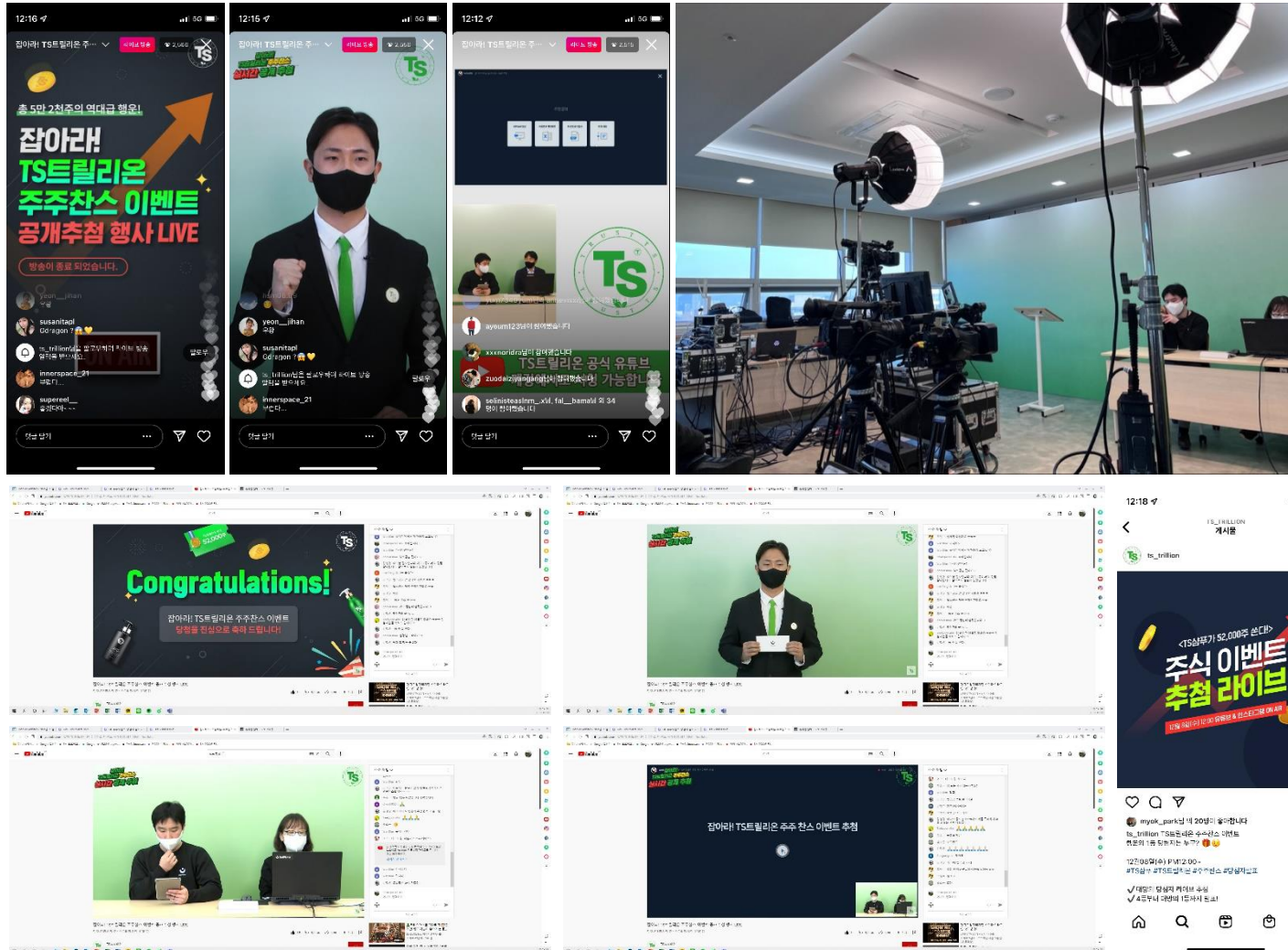
Objective

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

Work Scope

- 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

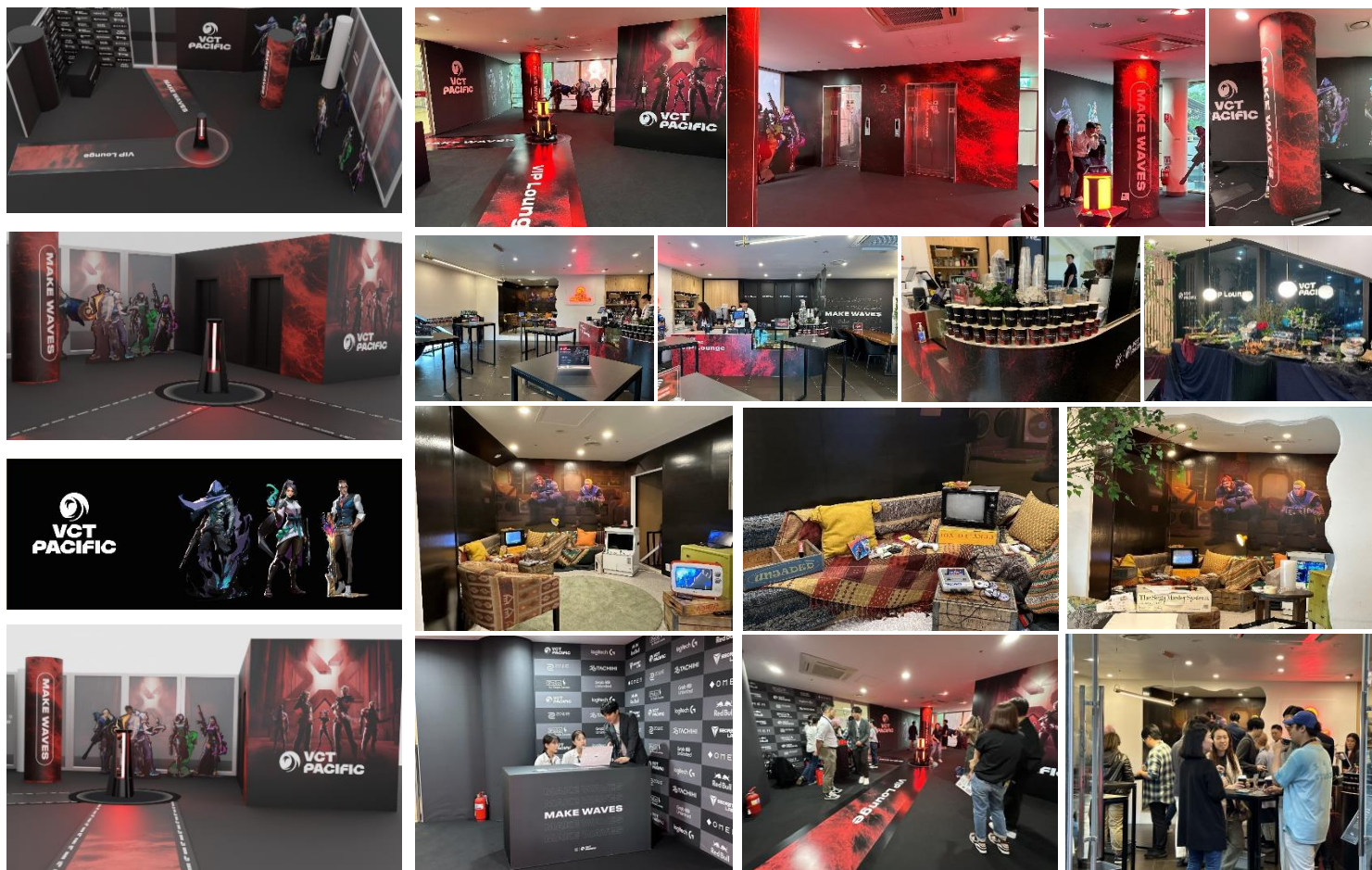
of Pax (Attendee Profile)

- 4,331 Highest concurrent viewers

Work Scope

- 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

VCT PACIFIC VIP LOUNGE Zoning & Operation



Activity Overview

Period

- 2023.05.30~31

Venue

- Jangchung Arena, Seoul

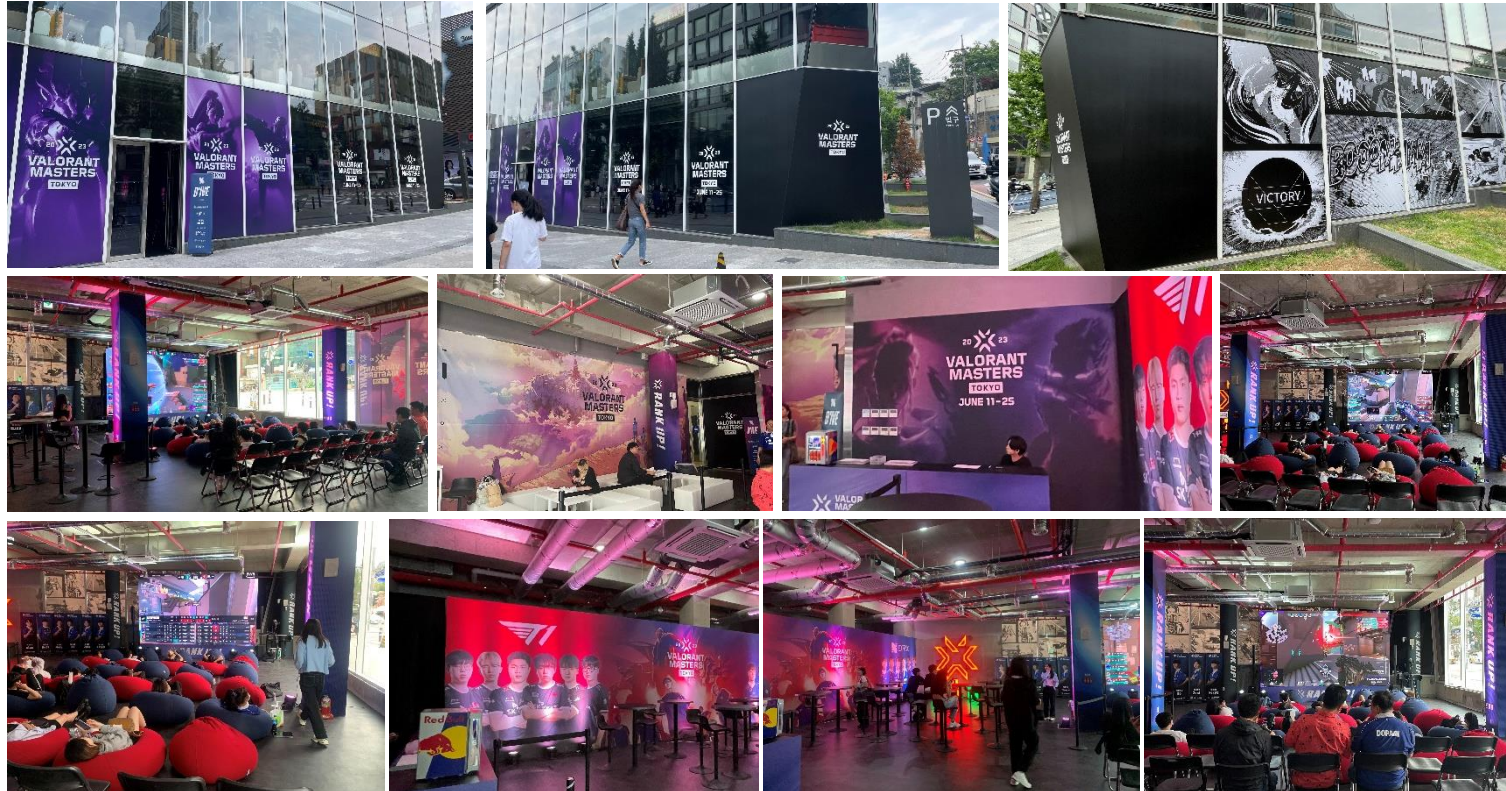
Objective

- Lounge zoning and operation in the stadium to serve and respond to domestic and foreign VIPs of Valorant Pacific Final, an FPS game of Riot Games

Work Scope

- Pop-up event space planning and design, 3D modeling
- On-site construction and supervision, installation of rental fixtures
- Catering and reception operation and organization, VIP reception
- On-site demolition and restoration work, provision of operational reports

VCT Masters TOKYO Viewing Party on-site Zoning



Activity Overview

Period

- 2023.06.11~26

Venue

- Musinsa Studio Hannam 1, Seoul

Objective

- Creation of a pop-up event space for Riot Games' FPS game Valorant Masters competition broadcasting, watching and cheering

Work Scope

- On-site planning and design, 3D modeling
- On-site construction and supervision, installation of rental fixtures, submission of documents related to construction
- On-site demolition and restoration work, provision of operational reports

03

Creative & Production

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



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

- Pearlsheel 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

TALISKER CAMPING SET PACKAGE



Activity Overview

Project Operation Channel

- Smart Order (GS25, CU, E-mart, 7/11)

Production Time

- 2022 Q1 ~ 2022 Q2

Production Details

- Produce special package for Smart Order sales
- Create Talisker camping set containing Helinox's Dinex Mug, famous among campers and produce brand PKG to keep the Talisker's outdoor theme
- To revive the Talisker's adventurous spirit, progress branding in the Dinex Mug under the slogan, 'The Wild is Calling'
- Include the carabiner item similar to the brand color to create a package that can be easily carried, promoting Talisker so that it can be enjoyed outdoors
- Create the leaflet to be able to help understand about how to use the package

Produced Quantity

- Package(Outbox, Box, Dinex Cup, Carabiner, leaflet) : 2500EA

TALISKER BOATHOUSE POP UP STORE GOODS



Activity Overview

Project Operation Channel

- Korea
(Online - Daily Shot Smart Order & Offline - Pop up store)

Production Time

- 2022 Q3

Production Detail

- Produce Talisker exclusive camping goods (pouches, camping mats, hats, carry bags, camping chairs) with designs that represent the colors and slogans of the brand through collaboration with camping brand, The Earth
- Expose the brand identity by utilizing logo and brand element such as wappen, salt soap etc. by utilizing the Talisker slogan and main colors (navy, orange)
- Produce eco-friendly goods such as a reusable cup, plugging kit to deliver the brand's eco-friendly message

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



Backwall POP - Strip



Counter Mat



Tactical Item for POS



Counter Unit Item



Activity Overview

Project Operation Channel

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

Production Time

- 2020 Q2

Produced Quantity

- 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



Backwall POP - Strip



Retailer Brochure



Counter Mat



Tactical Item for POS



Counter Unit Item



Activity Overview

Project Operation Channel

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

Production Time

- 2020 Q3

Produced Quantity

- 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



Backwall POP - Strip



Counter Mat



Retailer Brochure



Tactical Item for POS



Counter Unit Item



Activity Overview

Project Operation Channel

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

Production Time

- 2021 Q1

Produced Quantity

- 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

Produced Quantity

- 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(Long) / Gondola Top / Item Tray



Concourse Gondola(Short) V2



Item Tray / Tablet Tray

Activity Overview

Project Operation Channel

- Concourse duty-free stores installed in Incheon Airport

Production Time

- 2019 Q3

Produced Quantity

- 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

Produced Quantity

- 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

Produced Quantity

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

SEASONAL PROMOTIONAL ITEMS(CAMPAIGN)



Premium set



Premium header



Normal set



General header



Brochure



Banner



Apply seasonal concept

Activity Overview

Project Operation Channel

- 310 stores of 4 hypermarket

Production Time

- 2019 Q1
- 2019 Q2
- 2019 Q3
- 2019 Q4

Produced Quantity

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

PRODUCTION OF DISPLAY & EXPERIENCE ZONE

Activity Overview

Project Operation Channel

- 15 stores of E-mart

Production Time

- 2019 Q3

Produced Quantity

- Display & Experience zone 15set

Display Zone



Header (Back-1)



7 Types POP

Header (Back-2)

SEASONAL PROMOTIONAL ITEMS(CAMPAIGN)

Premium set



Premium header



General set



General header



Skirt



Banner



X-Banner



Apply seasonal concept

Activity Overview

Project Operation Channel

- 310 stores of 4 hypermarket

Production Time

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

Produced Quantity

- 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

OFFLINE BRAND HOUSING DISPLAY ZONE



Home plus DIY brand zone



E-mart cleaning 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

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



Dumpbin



Wobbler



Display header



X-banner



Hanging banner



Activity Overview

Project Operation Channel

- Hypermarket channel

Production Time

- 2021 Q1-Q4

Produced Quantity

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

OFFLINE COUNTER DISPLAY UNIT

①



Post-it LCD demo

②



Tape counter-top

③



Sponge LCD demo

④



3M counter-top

Activity Overview

Project Operation Channel

- Hyper mart channel

Production Time

- 2021 Q1-Q4

Produced Quantity

- 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



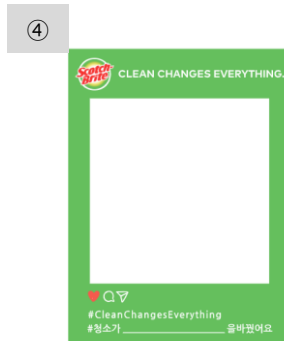
Stationery clip strip



Hanging display tool



Eco bag



Promotional topper



Sticker

Activity Overview

Project Operation Channel

- Hyper mart channel

Production Time

- 2021 Q1-Q4

Produced Quantity

- 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



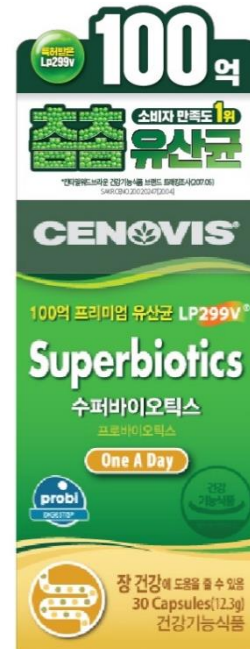
Promotion Stand



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

Produced Quantity

- 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

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

2022 Q1

- Body 1,250EA
- Header 700EA

Manufactured POSM with magnet to facilitate replacement by season

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



Stand POP

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

Produced Quantity

- 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

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



KOBİ
Pencil
case



KOBİ Bag



KOBİ Shower Ball



KOBİ 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

Activity Overview

- 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

- 2021 Q4

- 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

Produced Quantity

- 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



Wobbler (2 types)



Lottery Board



Dumpbins



Roulette

Activity Overview

Project Operation Channel

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

Production Time

- 2019 Q4

Produced Quantity

- Wobbler (2 types) 2,000EA
- Dump bin 1,200EA
- Lottery Board 400EA
- Roulette 8EA

CHRISTMAS EVENT GOODS PRODUCTION



Wobbler



Scratch Coupon



Sticker



Dumpbins



GWP



Capsule Toy

Activity Overview

Project Operation Channel

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

Production Time

- 2020 Q4

Produced Quantity

- Wobbler 340EA
- Scratch Coupon 35,000EA
- 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 (3-dimensional 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...



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