

■
AVOCADOGIANT
CREDENTIAL

■
ver. 2024

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Influencer Marketing

that causes an immediate reaction,

You want to make it happen but

- ✓ The process is complicated, and management is difficult
- ✓ You don't know how to professionally operate it
- ✓ The rapidly changing trends and constant updates are a burden

Are these stopping you from taking the steps?

INFLUENCER MARKETING

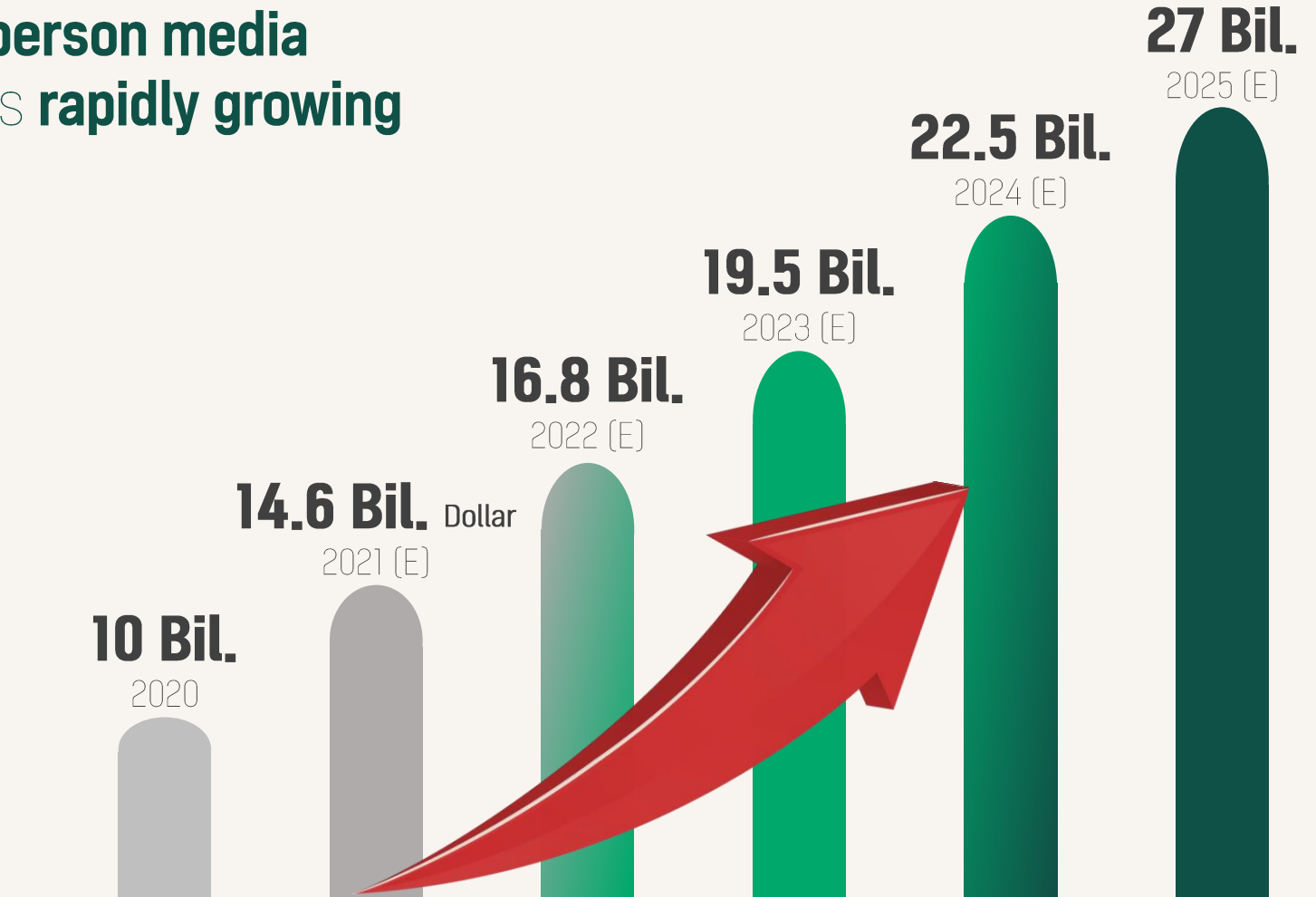
OVERVIEW

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Fast-Growing Market

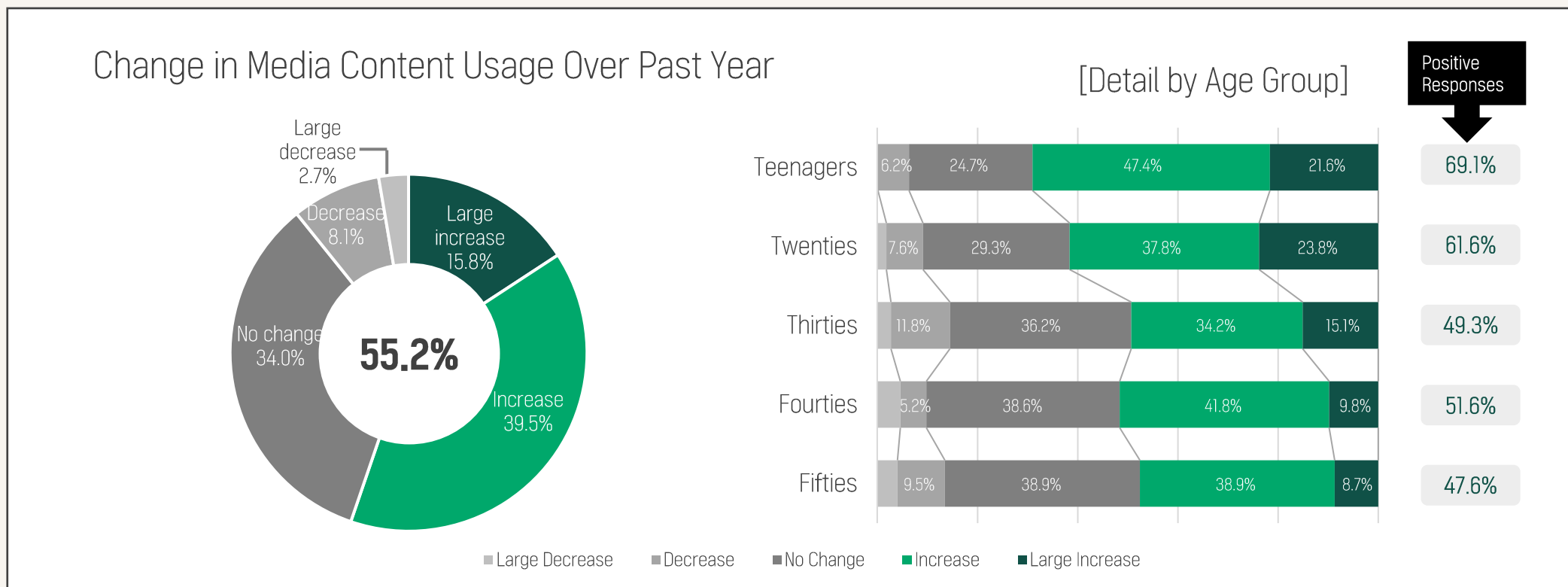
Influencer marketing using single person media through social and video platforms is **rapidly growing**



Unit: USD * Influencer Platform Market By Component, Application-global Forecast to 2025, Bloomberg]

Consumers' Contents Consumption

Single person media content consumption is increasing across all age groups with influencer marketing now becoming a compulsory category of execution



* Results of Mezzomedia Research (2019)

Directly Influenced to Purchase

Influencer **branded contents** **directly influence** consumer decisions for making **product/service purchases.**

Experience Making Purchase After Viewing Influencer Contents



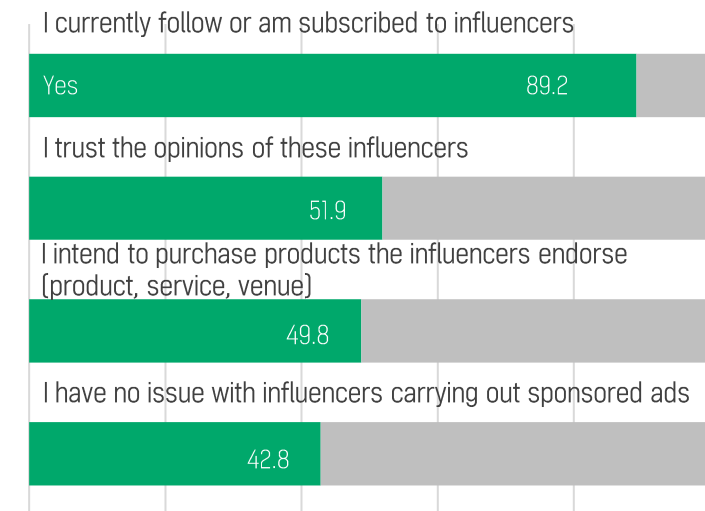
Brand Content Experience
58.7%



Purchase Experience
34%

[Impact of 'Influencers' on MZ Generation] Unit %

*Results of responses from 1,000 men and women aged 15 to 34 nationwide in May



* EBS Documentary Perspective, Professor Sejeong Choi, Department of Media, Korea University [online survey of 557 people]

* JoongAngIlbo, University Tomorrow's Top 20 Research Institute 'Lifestyle and Values Survey of 1534 Generation in 2019'

Rapidly-Changing Trends

Influencer contents are changing day by day

Relying on influencer experts who can keep up with trends is necessary.

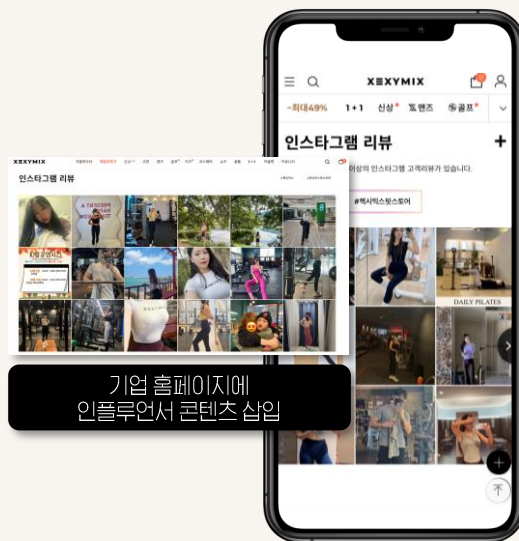
1 Expansion of short-form contents through snack culture

2 Increase in secondary use of influencer contents

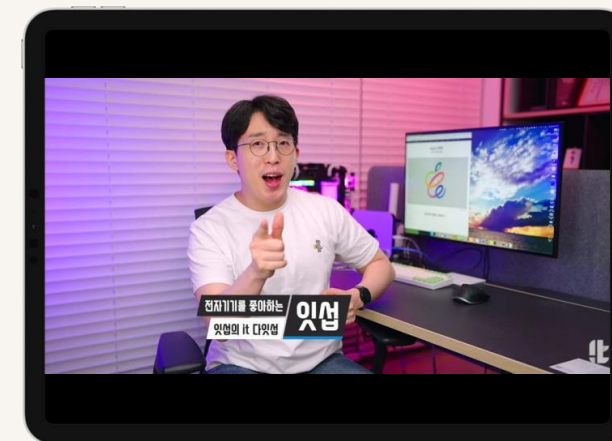
3 Use of specialized influencers across various categories



* Instagram @scarlet_sister / TikTok @aiki_kr



* Xexymix official homepage

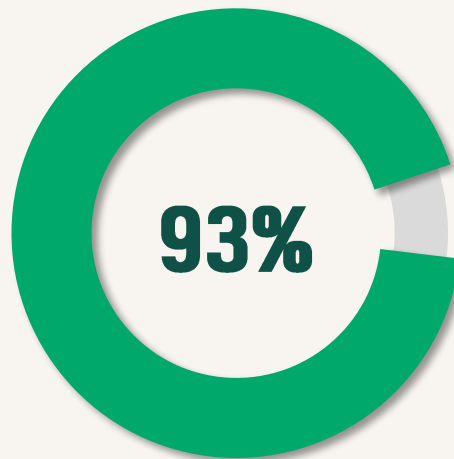


* ITSub YouTube channel

Proven by Marketers

The impact of influencer marketing is **proven in the process of media planning and execution** by the designated teams

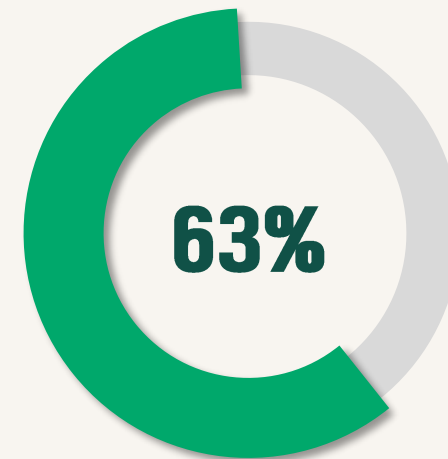
**Experience carrying out
influencer marketing**



**Satisfaction with
influencer marketing**



**Plans to increase influencer
marketing budget**



Influencer Marketing

that builds relations and trust

Even the same influencer marketing campaign differs according to **who is operating it and how it is done**

The overall campaign **efficiency** and consumer's **reactions** will be different.

Your Influencer Marketing Partner,

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Our Approach & Process

Drive **effective campaign results**

based on **understanding and analysis** of influencer trends

1. Market Analysis

Analyze trends by industry,
derivation of brand
concept through
marketing analytics,
influencer listing



2. Consider KPI Goal

Establish customized
KPI according to
advertisement execution
purpose and budget



3. Campaign Operation

Operate influencer
campaign to achieve
advertisement goals



4. Analyze Effectiveness

Analyze efficiency by
channel, analyze content
data such as efficiency
analysis after publishing
of secondary
advertisement

1. Customized Contents

We plan **customized influencer content** through the whole consumer purchase journey from **awareness to inducing purchases**

Awareness

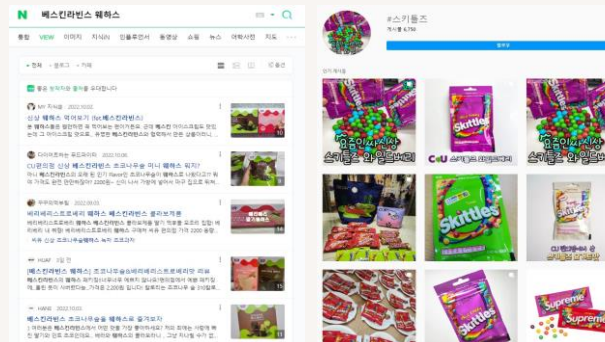


*피식대학 유튜브 캡처

[Branded/PPL Contents]

Utilize popular influencer channels to send campaign key message
Increase brand awareness among consumers

Getting information



*네이버 '베스킨라빈스 웨하스' 검색, 인스타그램 '스키틀즈' 검색

[Review & Social Contents]

Instill a positive image through delivering product/service features
Carry out content seeding such as social pages/ viral

Purchase



*유튜버 Michelle Choi SNS 캡처

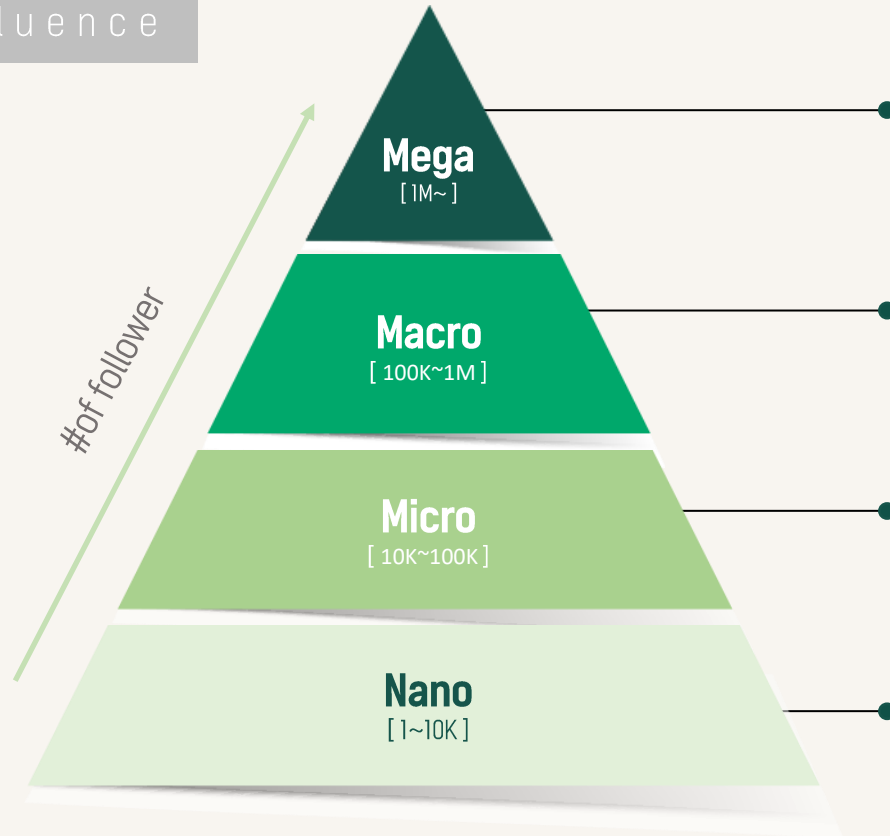
[Promotion/Event]

Carry out promotion/ events that can lead to actual purchases through contents

2. Flexible Planning

We provide **customized planning** by influencer type and media depending on your campaign **size and available budget**

Types of influencers according to influence



Mega Influencer
Influencers who influence millions of people, such as celebrities and famous creators

Macro Influencer
Influencers possessing channels with hundreds of thousands of subscribers

Micro Influencer
Individual influencer influencing a few thousand people

Nano Influencer
Individual influencers with a few hundred followers

3. Local & Global Campaign

We run campaigns using local influencers in Korea as well as major Southeast Asian countries



4. Influencer Marketing Experts

We are **experts** who keep you updated on the latest trends
Through **creating our own content and publishing a monthly newsletter**

YouTube Channel



Avocado Monthly Newsletter



Produce Influencer Related Content



[Click to Subscribe to our Newsletter](#)

5. Ambassador Marketing

Various utilization of influencers through **ambassador marketing**

Influencer



Pop-up Store



Collaboration Goods



6. Experience with Big Brands

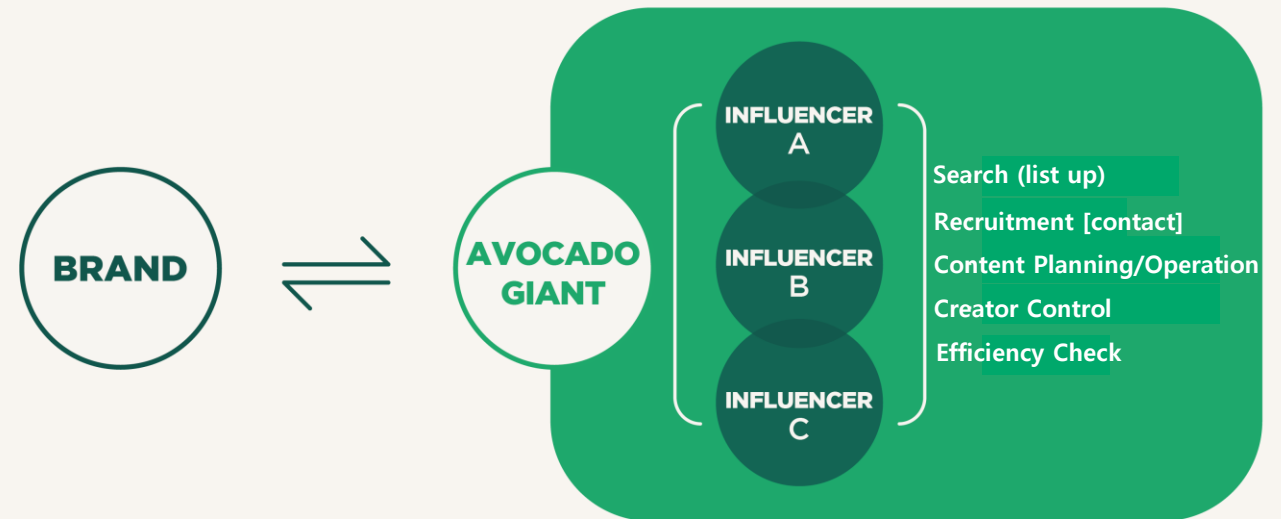
We quickly and accurately understand brand and campaign needs based on experience collaborating with various global and local brands



Your Influencer Marketing Partner for a Successful Campaign,

Avocado Giant is

- ✓ Quick to respond to the rapidly changing media environment
- ✓ From media planning for effective use of one-person media
- ✓ to complex and difficult campaign/ content planning to execution and result reporting
- ✓ We help you run effective influencer campaigns


















Our Campaign Process

We produce **efficient campaign results**
based on our **expert understanding and analysis** of influencer trends



Features Based on How the Campaign Proceeds

Features and advantages of various campaign platforms and their usage methods

Type	Features	Main Platforms
Mega ONLY	Varied targets, mega awareness	 
Mega & Macro MIX	Can set specific targets, effective	 
Viral ONLY	Mass content distribution possible	  
Digital MIX	Maximize campaign customization efficiency	    
ON-OFFLINE Combine	Provide diverse consumer experiences	  

Features Based on the Type of Progress

Features by Type

	Mega	Macro	Micro	Nano
Exposure	●●	●	●	●
Consumer Target Setting	●●	●●●	●	●
Popularity	●●●	●	●	●
Content Dispersion	●	●●	●●●	●●●
Budget	●●●●	●●	●	●
Efficiency <small>[Achievement rate based on cost]</small>	●●	●●●	●●	●●
Content Participation <small>[Consumers]</small>	●●	●●	●	●

For Better Output

What must be done to **carry out the best campaign possible?**

GOOD 😊

- Please provide detailed information when reaching out!
 - Brand name
 - Campaign goal
 - Ad execution format
(Platform , ad type: feed/ reels, branded/ PPL / DA, influencer tier)
 - Campaign flight
 - Budget
- Ad/product details and other must-have deliverables must be shared before the campaign starts!

BAD 😞

- Requesting booking of popular channels/ influencers when campaign start date is impending
(Booking required **at least one month** in advanced)
- **Requesting cancellation/change** after booking is completed
- Requesting product/brand to be mentioned **outside of the designated PPL sections** of contents
- **Asking to designate/guarantee a certain guest** for contents
(Requesting another guest or asking them to mention specific points about product/brand is not possible)

CASE STUDY

- I. Pernod Ricard Korea Campaign, 2023
- II. M&M's 'Fun For All' Campaign, 2023
- III. Shark FlexStyle Viral Campaign, 2023
- IV. Coach Horse & Carriage Campaign, 2022
- V. COS Art Wall & Cafe Collaboration, 2022

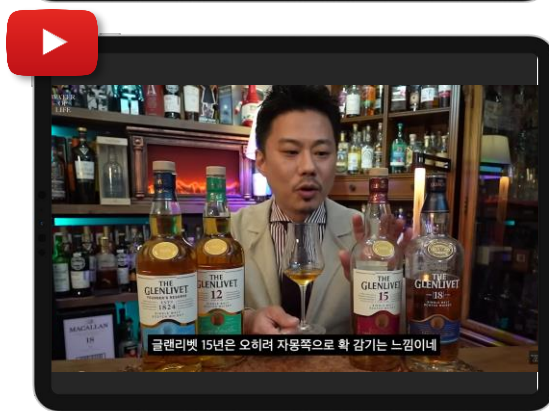
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Pernod Ricard Korea

YouTube KOL Campaign, 2023

Digital campaign operation using **only mega and macro channels** in specialized categories to introduce brands and whiskey products to specific targets



Campaign Overview

MEGA Branded Contents _YouTube

Branded content on MBC YouTube channel 14F's 'Jurak World', the largest channel specializing in alcoholic beverages which delves into brand stories and various whiskeys, sharing knowledge and recommendations about them through tastings

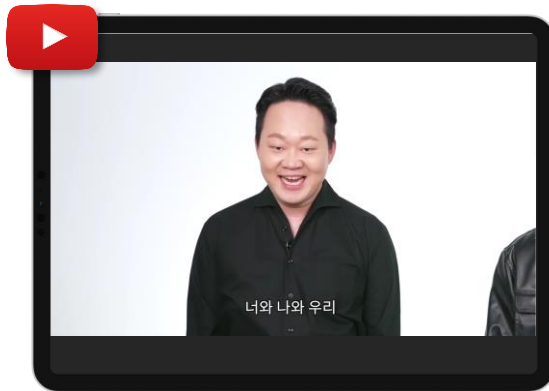
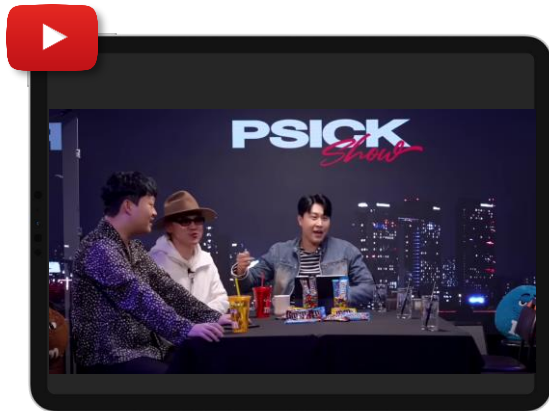
Macro Branded Contents _YouTube

Selection of channels specializing in whiskey, with each channel introducing brand and products, preparing cocktails, recommending ideal pairings, and promoting products tailored to targets interested in whiskey.

M&M'S

Fun For All Campaign, 2023

Mixed tier and DA banner execution to promote M&M'S mobile AR game and brand



Campaign Overview

Branded Contents _YouTube

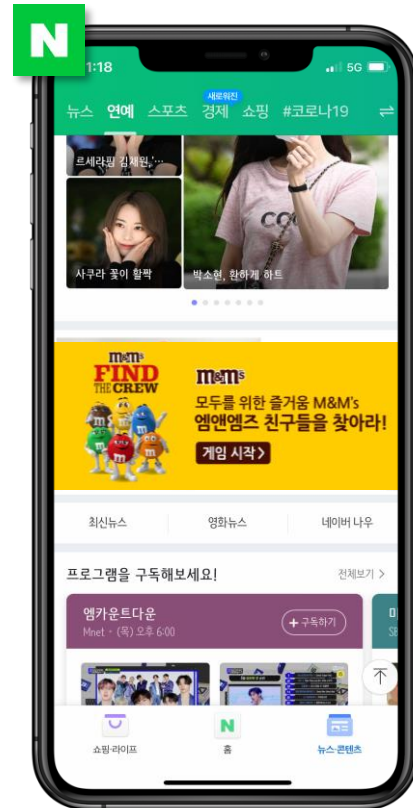
Branded contents with most influential YouTube mega channel 'PSIK Show' in line with theme of campaign of enjoying moments together. The key message of the 'FUN For All' campaign, "You, me, and us" was shared midway through and elicited a positive response

Short Form Contents _ Instagram

Maximize brand and game exposure through short form contents showing influencers enjoying the mobile AR game
Increase participation through events on mega influencer channels, and have widespread content through collaboration with macro influencers

M&M'S Fun For All Campaign, 2023

Mixed tier and DA banner execution to promote M&M'S mobile AR game and brand



Campaign Overview

Review Contents _Instagram

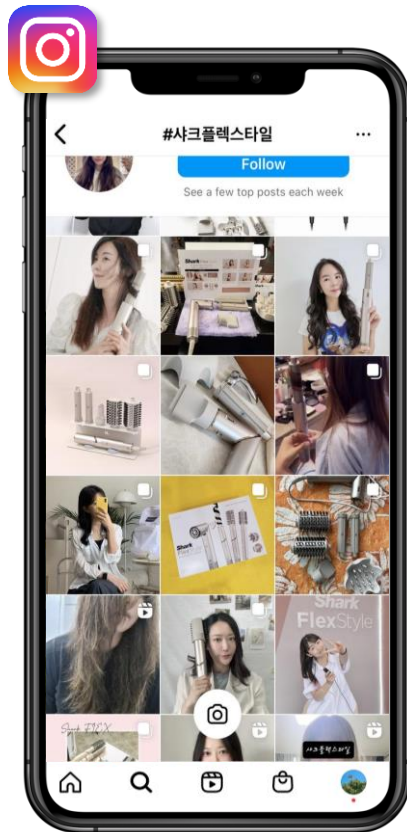
Introduce M&M's game using macro and micro influencers with focus on images to encourage participation and deliver key message
Wide spread of content and campaign message, large number of likes on influencer posts

Mobile Branding DA _ Naver

Selected as effective branding banner media as it is chosen as the representative media among digital banners, and has many high-end brand execution references
Focused exposure to millennials and 1834 targets

Shark FlexStyle Korea Launch Viral Campaign, 2023

Spread word about Shark FlexStyle's official launch in Korea
 Increase consumer brand trust through major Instagram feed **viral campaign**



Campaign Overview

Review Contents _ Instagram

Viral campaign with 70 influencers
 Arouse consumer's curiosity by informing them about home shopping launch through images and videos

Social Contents _ Instagram

@Tips for styling hair on busy mornings @Hairstyling secret for summer!
 Produce card news targeting young and trendy women on fashion/style social pages
 Plan and execute product photoshoot, card news, and keywords

COACH Horse & Carriage Campaign, 2022

Exterior building wrapping, **offline ad** execution on flagpoles in Seongsu
Reach a variety of consumers through **online DA advertising**



Campaign Overview

Offline Activation_Seongsu

Offline ad execution in MZ hot place Seongsu, with daily floating population of over 20,000 people
Exterior wrapping, streetlight banner, and guerilla poster advertising on brightly colored fashion concept store SUPY

Mobile Branding DA _ Naver

Selected as it is Korea's leading media with many high-end brand references and chosen to be effective in branding banner advertising
Focused exposure to millennials and fashion interest targets

COS Art Wall & Cafe Collaboration 2022

Direct encounter between brands and consumers through **offline ads** with cafe collaboration
 Induce natural **online viral effect**



Campaign Overview

Offline Activation_Apgujeong

Offline ad execution at cafe in Apgujeong Rodeo, which is emerging as a mecca for MZ generation .
 Turned exterior wall of building into a photo zone through art wall outdoor advertising

Review Contents_ Instagram

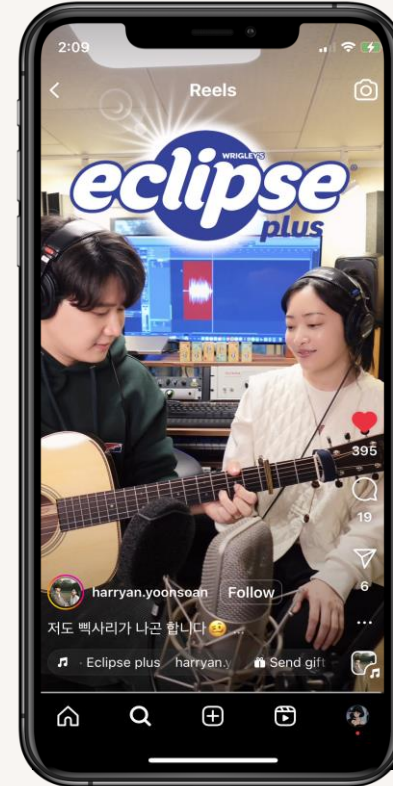
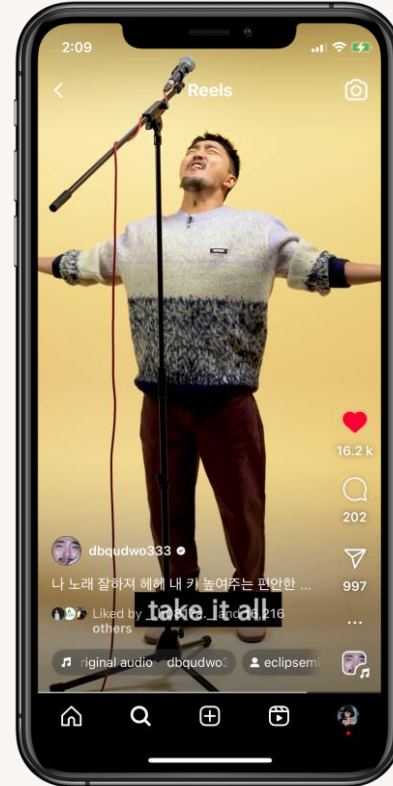
Invited famous celebrities and held a brand party with celebrities wearing Cos's new products, and natural viral effect was created through the eye-catching art wall

OUR INFLUENCER CAMPAIGNS

LOCAL & GLOBAL

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ECLIPSE PLUS Awareness Boost



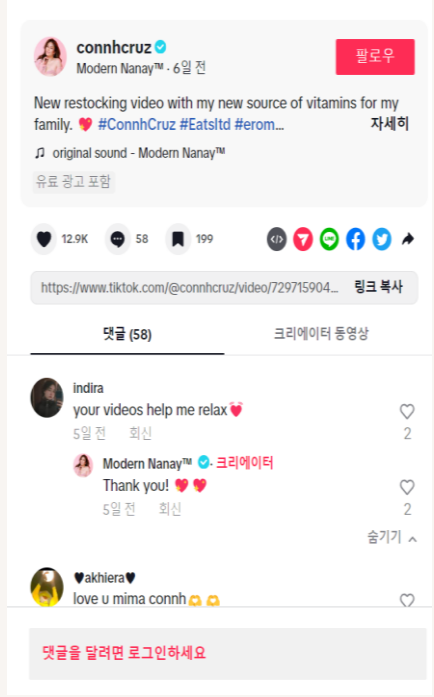
Influencer PSIK University (Shorts)
Eolbi Bubu, Harryahn, Yoo Byung-jae (Reels, Shorts)

Launching 2023.12 ~ 2024.01

Mission
Deliver Eclipse Plus product benefit of voice and throat care using ad soundtrack

Work
Varied creative contents such as singing along to soundtrack, parodying the Eclipse advertisement, and carrying out funny skits to highlight product benefit

erom



Influencer Launching Connh Cruz 2023.11

Mission Raise product awareness by using Filipino influencers to create video content featuring two recipes using ero New Meal + to introduce and expose product

Work Increased interest in product and induce purchases through sharing recipes and adding comments and subtitles highlighting product details, instead of simply introducing the product
TikTok: 242K views, 63 comments, 16K likes / Facebook: 238K views, 235 comments, 6,425 likes

Specialty Whisky Pernod Ricard Korea



Influencer Water of Life, 14F-Jurak World, Juryuhak
Launching 2023.07-2023.10

Mission

Introduce three specialty whiskey brands that are relatively unfamiliar in Korea, mentioning brand history and special features

Work

Create unique comparative analysis content for the three whiskeys based on each channel's characteristics
Promote brand through professional product explanations by whiskey experts and brand introduction in storytelling format



RIO MARE



Influencer Sung Si-kyung's Recipe
Launching 2023.09

Mission

Share a recipe using Rio Mare tuna while increasing product and brand awareness

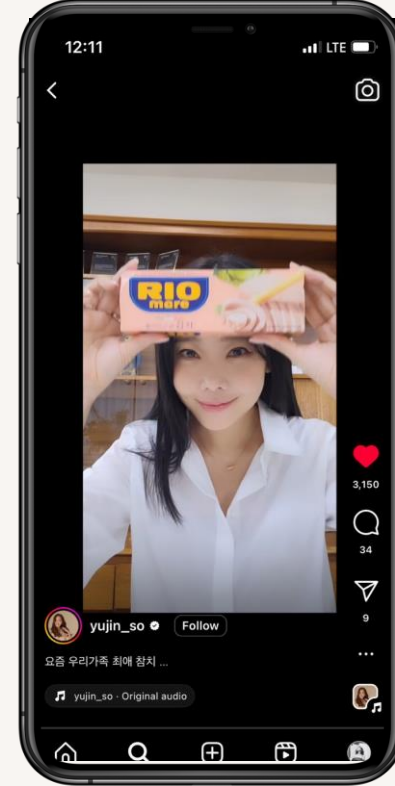
Work

Singer Sung Si-kyung, who is well known for his cooking skills, shared a delicious recipe using Rio Mare tuna on his channel. Promote Rio Mare tuna to viewers through a recipe that is delicious and easy to follow, further inducing purchase intent.



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RIO MARE



Influencer Kim Jae-woo, Shim Eu-ddeum, So Yu-jin (Reels)
Launching 2023.09 ~ 2023.10

Mission

Have influencers produce reels content with their own unique characteristics using Rio Mare tuna

Work

Promote Rio Mare product to viewers through various types of content such as through a fun skit, having it as an essential for a healthy diet, or using it in a dish to cook a meal for children

ECLIPSE PLUS Launching 🇰🇷



Influencer Jeon Somi's Yes or Hot, Jo Hyunah's Thursday Night
Launching 2023.08-2023.09

Mission

Spread word about new Eclipse Plus Herb Candy launch

Work

Produce PPL contents introducing product through YouTube talk show contents hosted by famous singers
Mention must-have moments for Eclipse (before shooting a music video, after singing, as a post-meal refresher)
Over 1.3 million views achieved for both contents



ECLIPSE Let There Be Fresh



Influencer Your Neighborhood Friend Gangnam, Kim Jae-woo
Launching 2023.04-2023.05

Mission

Deliver message of Eclipse being a refreshing mint for after meals

Work

Gangnam offers Eclipse as a refreshing treat to those after a huge meal, ingrain image of Eclipse being a must for after meals
Lovebird Kim Jae-woo is transported to a refreshing nature setting, taking Eclipse after having a meal cooked by his wife



Shark FlexStyle

Brand making its launch in Korea
Shark FlexStyle Instagram viral campaign



Campaign Overview

Launching 2023.04-2023.05

Review Contents _ Instagram

Utilize social viral content (influencers, social pages) to inform Korean consumers about newly launched Shark FlexStyle product

True and authentic content exposure to consumers through real reviews

Attention-grabbing contents through social pages



SNICKERS



Influencer Jeongwaja, Ssulply
Launching 2023.03~2023.04

Mission

Spread word about Snickers being an energy boost essential to GENZ target and induce participation in zombie quiz

Work

Introduce Snickers via YouTube contents and product placement through street and college campus interviews
Achieved a combined total of 2.2 million views, increasing brand and product awareness



SNICKERS ZombieKit 🇰🇷

Carry out personality test quiz and viral ads utilizing limited edition zombie kit



Campaign Overview

Review Contents _ Instagram

Induce interest with limited edition zombie kit with hologram zombie cover
Content viral activation to familiarize and make Snickers brand enjoyable
Through fun zombie personality tests like MBTI personality type test



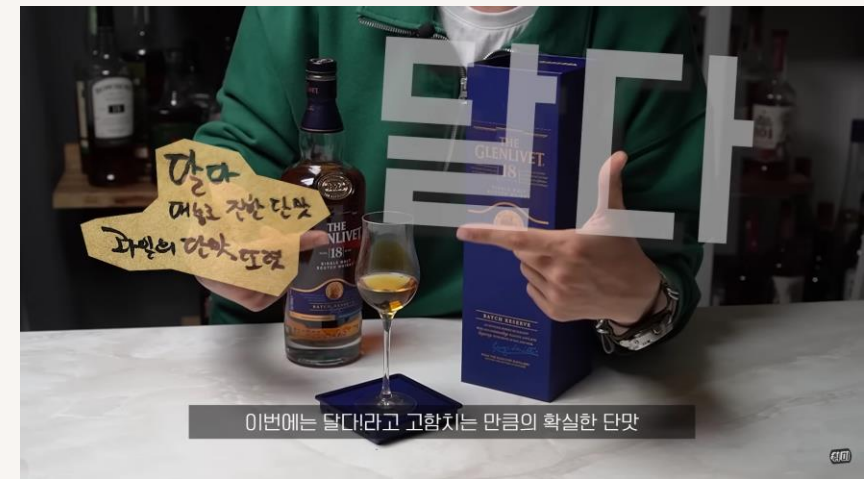
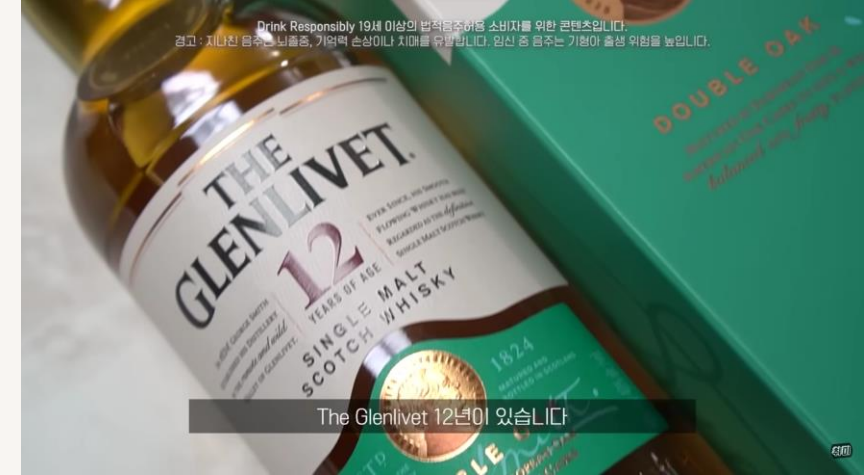
The Glenlivet



Influencer Launching Man's Hobby, Water of Life, Sool House, Juryuhak
2023.03-2023.06

Mission
Meet the need for expert explanation of brand history and products while increasing overall brand awareness

Work
Introduce the brand to youngsters through professional product descriptions and brand storytelling by whiskey experts
Host giveaways for subscribers for exclusive whiskey glasses



M&M'S FUN FOR ALL 🇰🇷



Influencer PSIK University
Launching 2023.02~2023.03

Mission

Content emphasizing coming together to align with pandemic coming to an end and returning to normal everyday life

Work

Introduce M&M'S products through a branded YouTube ad in the form of a talk show
Achieved 1.3 million views, increasing brand exposure and awareness



OATLY

Combined ad campaign for Oatly oat milk utilizing ambassadors, pop-up store, digital ads, and design



Influencer Launching Jenny, Umpaul, Shin Moon-sub
2021.10~2022.12

Mission
Pop-up store execution with expert baristas and artists along with Instagram promotion

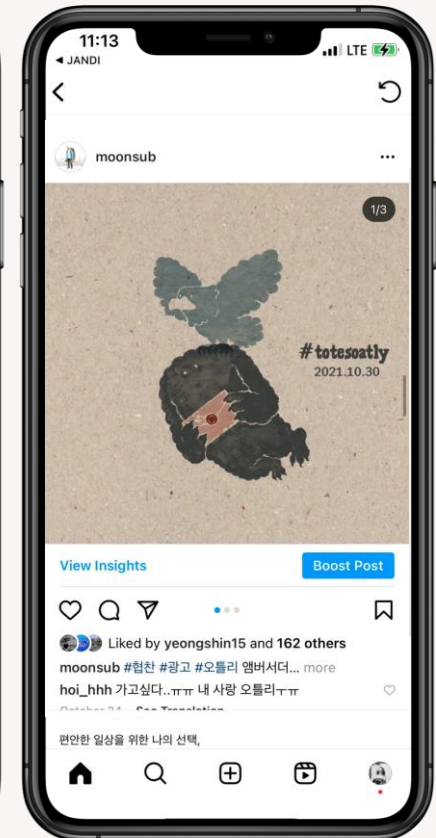
Work
Utilize coffee experts to host pop-ups and events to communicate directly with consumers
Collaborate with famous cafes and produce variety of goods



Expert barista
Jenny Instagram



Expert barista
Umpaul Instagram



Artist
Shin Moonsub Instagram

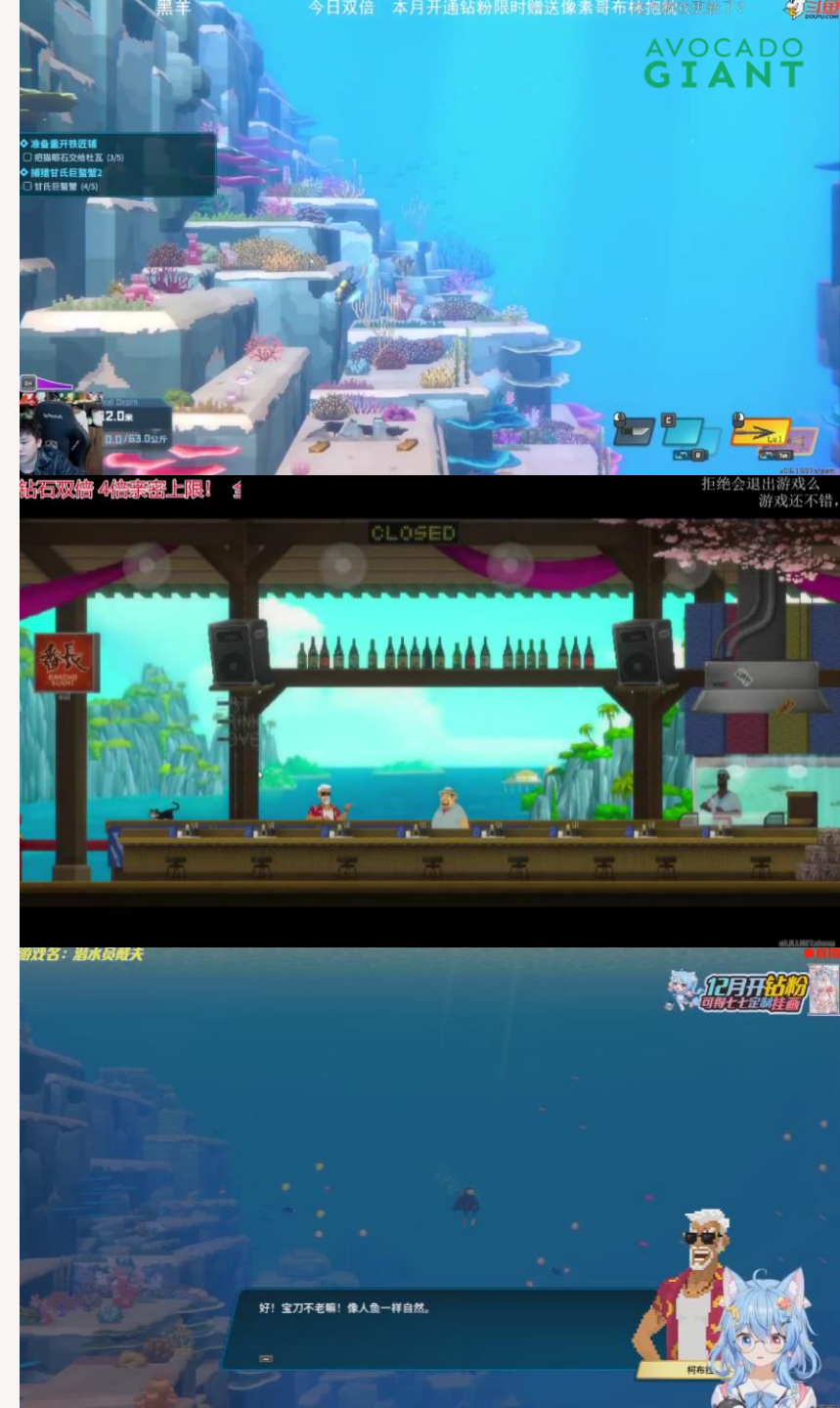
MINTROCKET DAVE THE DIVER



Influencer Launching kazelink, 老皮历险记, 午夜抹抹茶, 小仙女七七酱
2022.12

Mission
Overseas campaign utilizing Chinese game streamer for local game brand MINTROCKET_DAVE THE DIVER

Work
Campaign using live streaming platforms in China
Evoke interest in the game by providing detailed game introduction and having local Chinese influencer play the game



NEXON VEILED EXPERT



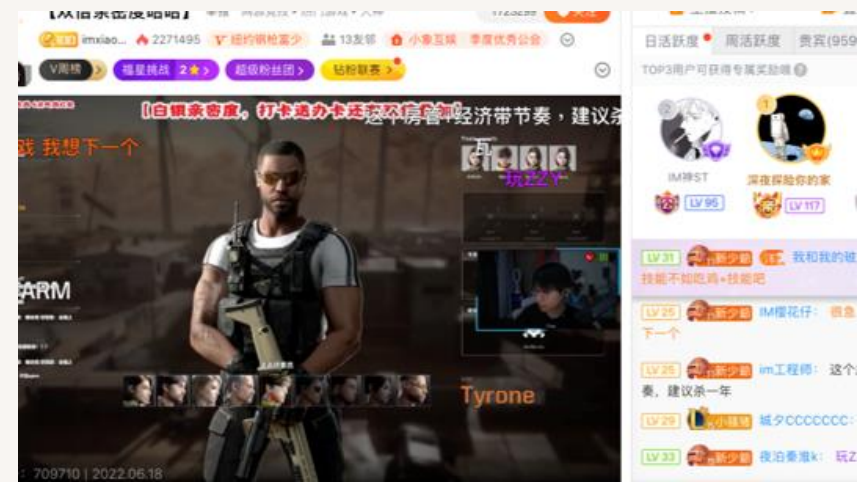
Influencer Launching PojzPlaza/ Pigff, imxiaoxin
2022.06

Mission

Overseas influencer campaign where streamers carried out live gameplay of domestic game brand NEXON_VEILED EXPERT

Work

Overseas local influencers introduced the newly launched game and how to play it to game-lovers through live stream. Through direct broadcasting, providing links to download games, and expressing detailed thoughts about the game, fellow game lover viewers curiosity was aroused.



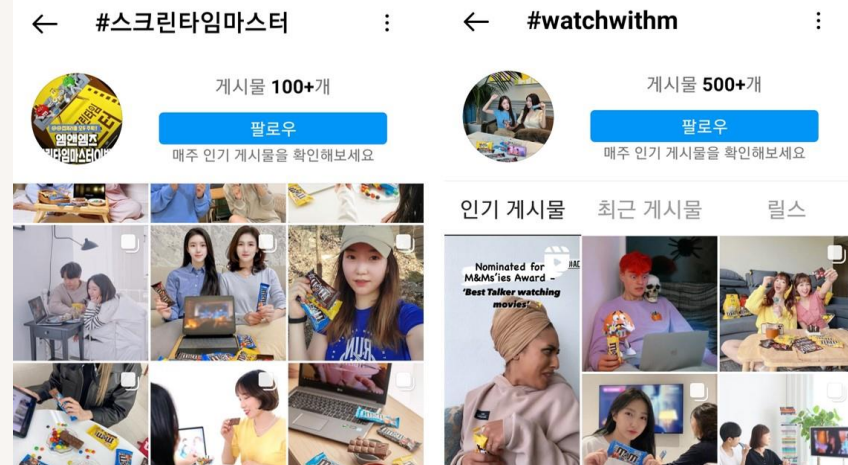
M&M'S 2022



Influencer Launching Meenoi's Yorizori Season3 Ep.2 Jang Ki-ha, LilySeeun 2022.05

Mission Spread the word about M&M'S 2022 Screentime Brand Campaign

Work M&M'S product placement, new product review content creation through viral, event news promotion through carousel content



SUNNY PICK 🇮🇩 🇲🇾



Influencer Launching Aurelia Aurel, Rafa Dhafina/ Katheryn Lee, Lily Nawuya
2022.03 ~ 2022.06

Mission

Local beauty brand YouTube campaign utilizing local YouTubers in Indonesia and Thailand

Work

Let's experience the popularity of K-beauty overseas!
A YouTube campaign where local YouTubers in Indonesia and Thailand directly used the most popular Korean beauty brands in Southeast Asian market and deliver real reviews



SONY PLAYSTATION



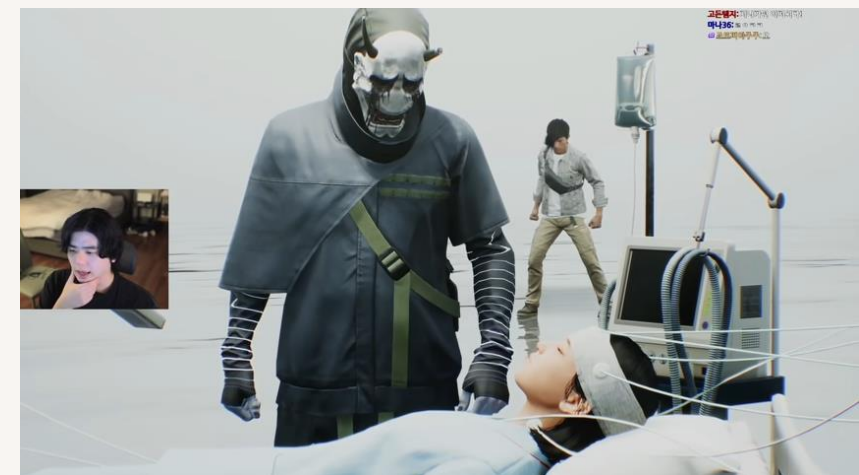
Influencer Purin
Launching 2022.03

Mission

Campaign to promote newly released PlayStation 5 game 'Ghost Wire: Tokyo' in Korea

Work

Utilize local game YouTubers and streamers to stimulate viewer curiosity about game
Live campaign with streamers appearing directly on screen, capturing game reaction and playtime in real time



COACH



Influencer Atelier, Heo Da-som
Launching 2022.03

Mission

Enhance brand image as a hip and trendy brand through COACH's 22 Horse & Carriage campaign

Work

Horse & Carriage look book content, in-store product review content planning
Digital AD execution for 1834 target through TikTok and YouTube



M&M'S BLOCK



Influencer Hong Jin-kyung, Cossert
Launching 2021.11 ~ 2021.12

Mission
Introduction of M&M'S new products through branded content production on YouTube

Work
Shoot parody M&M'S commercial to expose new products, hold an event, and introduce block escape challenge game
Production of review content reviewing product shape, texture, format.. etc in form of mukbang



DOOKKI



Influencer Duo Pengacara
Launching 2021.11

Mission

Collaborate with local influencers to promote products and brands, visit Dookki store in Indonesia and show how to enjoy food

Work

After wandering around craving Korean food, I found a Dookki restaurant in Indonesia. Do Korean's tastebuds apply to Indonesians too?? Will it be delicious? Contents where influencers visit the store and explain in detail how to cook the food and enjoy it deliciously



NUDAKE




krVlog | 尝尝Jennie同款GM蛋糕 🍰🍷
 哈喽呀哈喽！勤劳的我又来啦！
 这两天因为刚开学，真的不想上课...所以很勤奋地在剪视频哈哈哈哈哈，除了学习什么都有趣！
 前不久和玉米去江南玩的时候，看到了这家
 HAUS DOSAN! 就是Gentle Monster和Tamburins的旗舰店！这里新开了家咖啡甜点店，叫“nudake”！最近真的超级超级超级火🔥好多人都拍照发ins说这里的蛋糕竟然要排队去吃！这到底是有多好吃呀！所以跟着这个潮流赶紧去拍了一个Vlog哈哈！



kr留学vlog | 狎鸥亭人气咖啡厅NUDAKE ❤️
 🍰今天跟朋友一起去江南狎鸥亭那边打卡了一家ins上超级火的咖啡厅，韩国很多明星都去过还有宣美的新歌mv里也有出现，整个店的装修设计概念都很酷，甜点和的设计理念也是天马行空的感觉，外表暗黑味道却超级赞~上海新店HAUS SHANGHAI也会开国内想打卡的朋友们也可以去尝尝哦~
 🍰去完咖啡厅又在附近逛了逛街，去了我最爱的mschf，看到了我的绿色马甲一套的短裙哈哈也超级搭呢，最后入了他家今年新出的棒球帽材质轻薄版型也很棒👍



韩国vlog | 从韩国火到国内的Jennie同款蛋糕
 和我的台湾姐妹一起来NUDAKE探店啦！
 打卡了想吃好久的山峰蛋糕~
 酥脆的可颂面包配上抹茶流心
 不会很甜也不腻 GM真的太会了！
 听说上海分店HAUS SHANGHAI也快要开业啦
 国内的小伙伴们快准备冲呀！👊



@钟允Jongnuni · 9月15日
 去打卡了韩国超级火的山峰蛋糕🍰🔥 #我的日常vlog #韩国生活 #韩国人 #可颂 #网红甜品 #韩国男生日常
 ignedni创作的原声 @钟允
 有爱评论，说点儿好听的~



在韩国的Niki呀
 韩国烟火🔥 宣美珍妮同款 nudake 咖啡厅
 我的日常vlog #韩国生活 #韩国人 #可颂 #网红甜品 #韩国男生日常
 宣美珍妮都超爱的 nudake 咖啡... More
 Bullet cmt 31 9 8



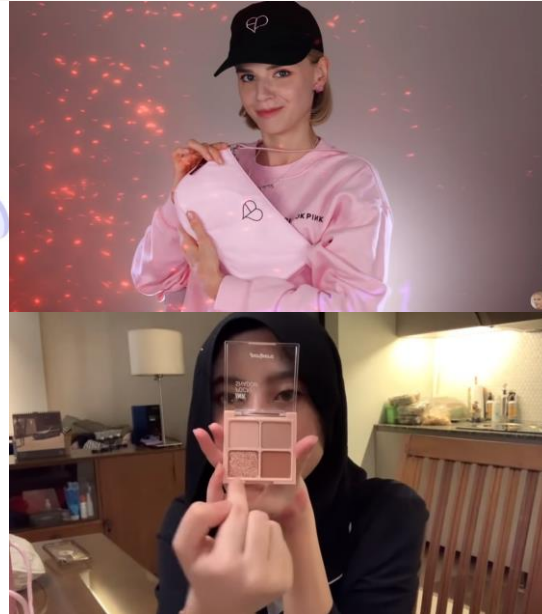
玉米🌽 欧尼 Follow
 日常Vlog|吃货傻子们的一天真开心 前几天和允仔子一起去了最近人气超🔥的... More
 Bullet cmt 165 15 48

Influencer Launching Yoorina and 10 others 2021.09

Mission Utilization of Wanghongs living in Korea to announce the news of renewal opening of Nudake House Shanghai on September 25

Work Visit Nudake House Dosan to introduce the store and carry out mukbang to review the signature dessert 'Peak Cake'

MOKKOJI KOREA



Influencer Launching Russia, India, Indonesia influencer 2021.09-2021.11

Mission

Content planning and production utilizing influencers from Russia, India, and Indonesia under the theme of BEAUTY, FOOD, LIFE TREND for 2021 Hallyu culture

Work

Contents introducing Korean drama and idol fashion, makeup videos, Korean snacks, kimchi, dakgalbi and various recipes
Produced 7 contents in 3 countries, including video where local influencer experienced and introduced Hallyu contents like Squid Game



TAEHWA FOODS



พอคุยกันได้หน่อย

Influencer Jamsai JS
Launching 2021.06

Mission

Promotion of products and brands by collaborating with local influencers in Thailand with total of three Taehwa Food products: Beomil Soybean Paste, Ssamjang, Gochujang

Work

Planning contents such as cooking with 100 baht and having a cooking competition between lovers
Shooting cooking contents using Korean BBQ or Taehwa Red Pepper Paste and ingredients for army stew purchased at a local mart as well as creation of various recipes



Kongsedek Recipe 콩새덕레시피
ผู้ติดตาม 2.8 พัน คน



บูมิล ซัมจัง สูตรหวานน้อย (BUMIL SSAMJANG MILD)



BUMIL SSAMJANG MILD (บูมิล ซัมจัง สูตรหวานน้อย)

PULMUONE 🇮🇩



Influencer Launching Korea Reomit, Kimbabfamily, Jeanetteongtoo, Mgdalenaf, Farida.nurihan, Kenandgrat, Tasyi Athasyia
2021.01

Mission
Promotion of launch of four Pulmuone Halal ramen products in Indonesia through utilization of Indonesian Instagram influencers

Work
Exposure of Pulmuone Halal ramen products in various ways such as spending a day eating just Korean food, cooking recipes using Korean ramen, and more
Achieved in collaboration with Indonesian food influencers who are highly popular for their K-contents

2020 ASEAN KOREA CULTURAL INNOVATION FORUM



Influencer Kimbap Family

Launching 2020.10

Mission

Promote the use of local influencers in Indonesia to promote the first remote online forum due to COVID-19

Work

Produced promotional content for the Indonesian forum through the Korean-Indonesian Kimbap Family Channel in line with the purpose of the forum
More than 440K views, 32K likes, and 1,800 comments achieved

KONNY



Influencer Launching Total of 167 influencers from China's representative SNS platform Xiaohongshu
2021.03-2021.12

Mission
Secure awareness in the Chinese market and increase sales through viral marketing

Work
Instead of just regular reviews for the year-round campaign in China for Konnybyerin, a childcare product brand that has entered 50 countries around the world
Carried out KOL and KOC Wanghong marketing by finding one by one, Chinese influencers who had just given birth

I SEOUL U

I·SEOUL·U Seoul Korea
 게시자: Seoul Korea Korea [?] · 즐겨찾기 · 11월 18일 · 🌐

The wedding experience of Seoul's honorary global ambassador, Sissel 🌸
 A wedding photoshoot with a guy friend?!
 Sissel, a YouTuber and at the same time an honorary global ambassador of Seoul, had a wedding experience with her guy friend! 👰🤵
 From dress fitting to hair and makeup experiences, and an outdoor photoshoot with Seoul's landmarks as the background..! We are inviting everyone to her wedding experience! 🌸
 If you are to have an outdoor wedding photoshoot in Seoul, where would you like to have? Please leave it in the comments! 📣
 #ISeoulU #Seoul



I·SEŌUL·U Online Wedding Experience with Influencers

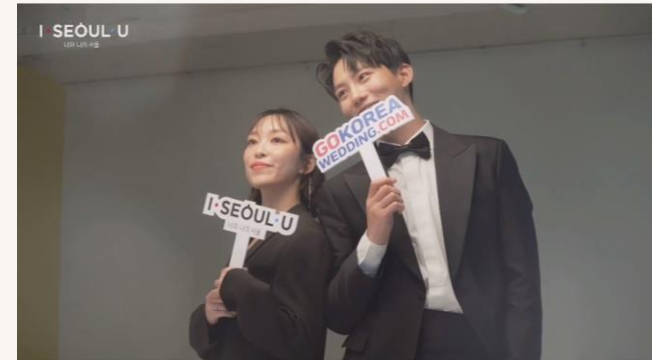
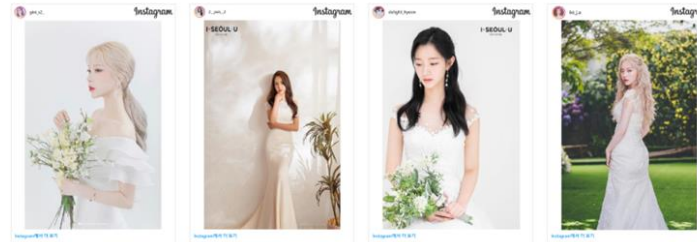
Events & Announcements · 12/04/2020 · SMG · 118

Global influencers introduce the **elegant wedding culture** of Korea and beautiful sites in Seoul! From the **dress selection** to hair and makeup and an **outdoor photoshoot**, the influencers from all over the world have experienced **I·SEŌUL·U Online Wedding**. Take a look at the final outputs of the photoshoots and making films.



@ Wedding photoshoot content by Instagrammers

Check out the wedding photos taken with the help of Seoul's professional hair/makeup artists!



Influencer Launching Sissel, Cheri Hyeri, and various Chinese and South-east Asian influencers: total of 51
 2020.08-2020.12

Mission
 Branded promotion campaign for Seoul City I·SEŌUL·U utilizing global influencers

Work
 Campaign to induce people to visit Seoul post-pandemic with the theme of K-Wedding which is of high interest in Southeast Asia
 Achievement of more than 15.8 million views, 150K likes, and 17K comments through a total of 51 influencers

BEROCCA



Influencer Mini You ASMR
Launching 2019.12

Mission

Expand purchase locations for foamed vitamin Berocca and expand target audience

Work

Introducing how Berocca has changed to a health functional food along with information on expanded purchase locations through content production by Miniyu ASMR, a channel with many 1020 age range fans
ASMR contents enable long-time product exposure. More than 60K views, 1,400 likes, and 160 comments achieved



BEROCCA



Influencer Chaekyung
Launching 2019.12

Mission

Expand purchase locations for foamed vitamin BeroCCA and expand target audience

Work

Content creation for Chaekyung's channel, a YouTuber popular with teenagers naturally showcasing her daily life. Introducing the advantages and must-have reasons for having the product. Achieved over 160K views and 290 comments



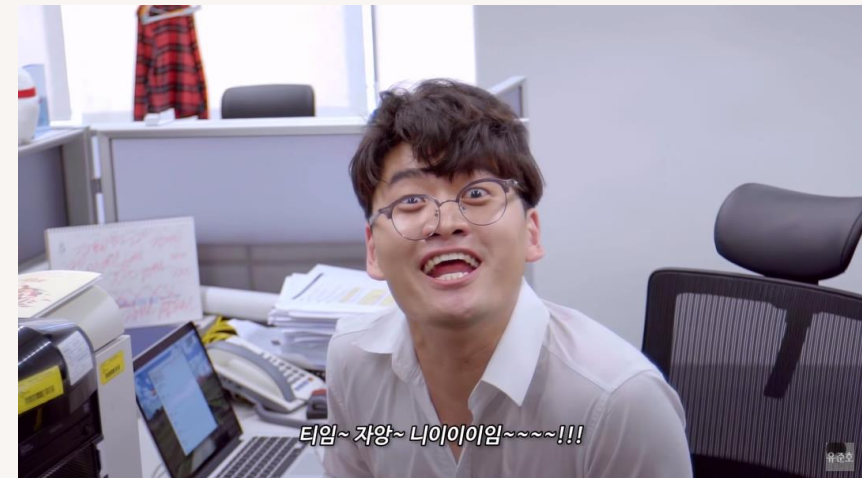
BEROCCA



Influencer Launching Korean Englishman, Yoo Joon-ho, YumKkot(Yumdaeng, Kkotbin), Great Library 2018.07

Mission Promote the product to expanded target of 2030 age while increasing overall brand awareness.

Work Instead of TVC marketing, produced branded contents with TOP YouTubers and Trueview ads to expand to 2030 target Achieved more than 1.3 million views in one month and solved the difficult pharmaceutical ad review process through influencer marketing



SERESTO



Influencer Launching Dogstagram and pet bloggers [Cola, Dubu, Bomdeok, and more] 2019.05

Mission Execution of a safe walking campaign for animals informing people about the importance of walking, risk factors during walking, and how to use tick repellants correctly

Work Spread word on the campaign through popular animal channels such as Cola, Dubu, and Bomdeok with the theme of 'safe walking' Executed simultaneously with free product giveaway, proper mite prevention education, and content creation on how to use Seresto

SERESTO



한번 착용하면 최대 8개월까지 효과가 지속된다는 점 이에요

Influencer Launching Girls Planet, Mocha Milk, Cola
2019.05



Mission

Spread awareness on importance of walking, risk factors that occur during walks, and how to use tick repellents correctly

Work

Branded content production with channels featuring both large and small dogs, as well as popular overseas dog channels
Produced branded content executed through Trueview edited version for ad execution, Instagram additional uploads, and free product giveaway



NAVIPHARM



Influencer Na Yoo-jin, Ssunbee, Bashee
Launching 2021.04

Mission
 Aim of increasing awareness of Bicomrom, the first rhinitis probiotic product launched by Navipharm

Work
 Targeting housewives, who are the main buyers of health functional products
 Creation and promotion of branded toons showcasing main ingredients and effects of both adult and kid products with Insta toon writers who are famous for memetoons

BEPANTHOL



Influencer Launching Powder Room 2019.11

Mission Promotion of Bepanthol product

Work Content production with Powder Room, a beauty channel with the largest number of subscribers in 1535 age range, the main consumers of lip balm products
Visual film production to bring out moist and clean image, uploaded to channels of Powder Room such as SNS and YouTube



AQUTOP



Influencer Yesria
Launching 2018.07

Mission

Breaking away from cosmetics adverts being run by review panels, we conducted influencer marketing that is popular with young female targets in their 20s and 30s

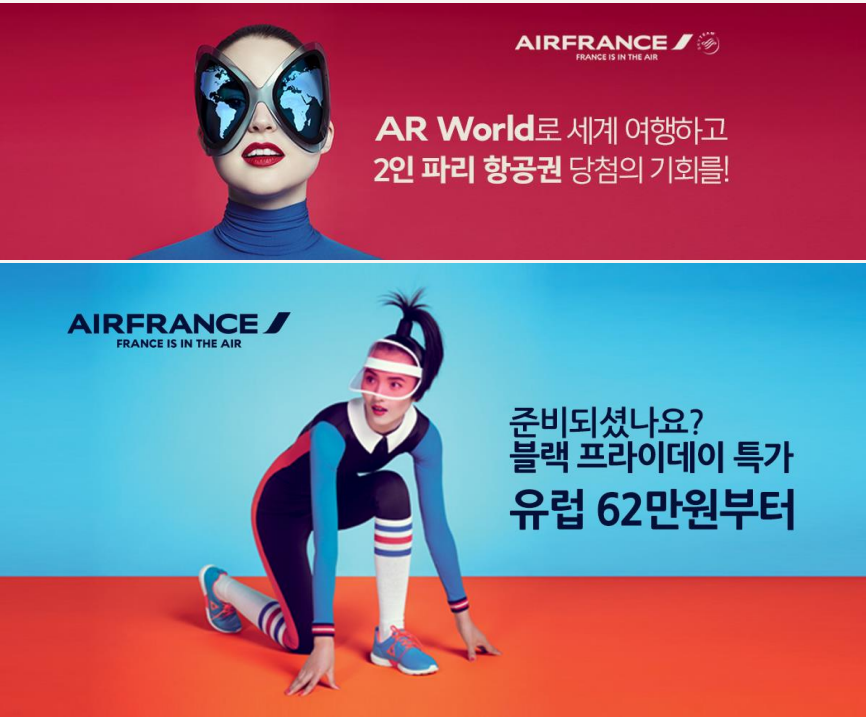
Work

Beauty YouTuber Yesria, who is popular with the target market mentions the benefits of the product and delivers her actual experience using the product, exposing it in a natural situation



AIRFRANCE

Influencer Campaign / Design



AIRFRANCE
FRANCE IS IN THE AIR

에어프랑스 OH LALA 특가 런칭
파리 직항 68만원, 유럽 왕복 60만원부터!

*공방세 및 항공사 수수료 포함 왕복 운임

에어프랑스 최고의 기종 에어버스 A350
2~3월 출발 최저가로 A350 타고 유럽 가자!

예약 기간
· 2020년 1월 23일까지

출발 기간
· 2020년 2월 1일 ~ 2020년 6월 30일까지

해당 도시
· 바르셀로나, 리스본, 포르투, 프라하, 비엔나 등 유럽 도시 50여개 해당

비즈니스 클래스 프리미엄 이코노미 클래스 이코노미 클래스

*본 가세 사진은 A350 기종으로 2020년 3월 29일까지 운영이 될 예정입니다.

[자세히 보기](#)

illust_jk

퇴사원J x 에어프랑스

·유럽· 파리 여행 꿀 팁

좋아요 1,937개
illust_jk
#에어프랑스x퇴사원J #에어프랑스 #OHLALA특가

eudiny 유디니

네! 파리 직항 왕복이 71만원 부터라구요?!?! 😊😊
#유럽왕복_항공권_초특가_대박세일_오른했음!!!!

@야...너 이번 겨울방학때 유럽간다고 하지 않았음!?!?
#더_자세히_알아보기 <https://bit.ly/33xzRic>

에어프랑스 하반기 종세일 OH LALA
유럽 전노선 특가 오븐

판매 기간 : 2019년 8월 20일 ~ 8월 29일 까지
합류 기간 : 2019년 9월 13일 ~ 2020년 3월 31일

파리	71만원	런던	79만원
니스	69만원	프라하	68만원
로마	69만원	암스테르담	69만원
마드리드	68만원	바르셀로나	68만원
리스본	68만원	포르투	69만원
비엔나	70만원	부다페스트	69만원
원렌	73만원	코펜하겐	68만원
제네바	68만원	아테네	69만원

836개 댓글 3.8천개 공유 791개

blog Der Sinn des Lebe...

김덮밥

OH LALA DEALS!

[OH LALA DEALS]

예약 기간 : 2019년 08월 20일부터 2019년 08월 29일 목요일까지
출발 기간 : 2019년 09월 13일부터 2020년 03월 31일 화요일까지

해당 내용:
- 프랑스 포함 유럽 주요 도시 티켓

36 8

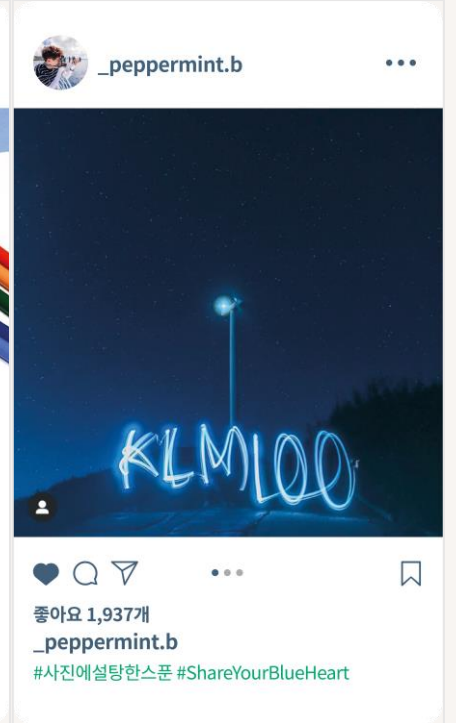
Influencer Launching Yoodeenee, Twesawon J, and 3 more
2018-2020

Mission
Air France event promotion, SNS channel operation and online banner production

Work
Content creation in the form preferred by the target such as webtoons and card news on Instagram
Production of blog content and travel information simultaneously to showcase relevant information when looking up related keywords on search portals

KLM AIRLINES

Influencer Campaign / Design



Influencer Launching _peppermint.b, yoribogo_, hi_Dongwon , and 6 more
2018-2020

Mission
Product giveaway to commemorate 100th anniversary of airline, Share Your Blue Heart campaign promotion, SNS channel operation, online banner creation

Work
Creation and upload of content through travel influencers on Instagram, securing a positive image of KLM through high quality image and videos as well as giveaway event hosting

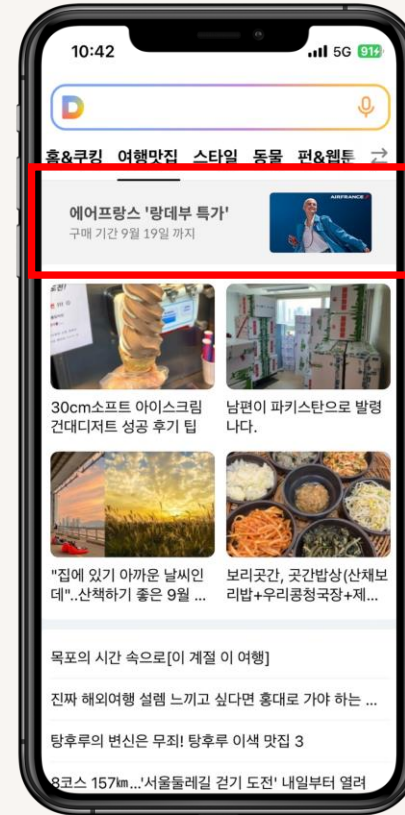
OUR ON-LINE CAMPAIGNS

AIRFRANCE/ KLM Online Campaign

에어프랑스 파리 최저가
왕복 995,000원 부터



에어프랑스 '랑데부 특가'
구매 기간 9월 19일 까지

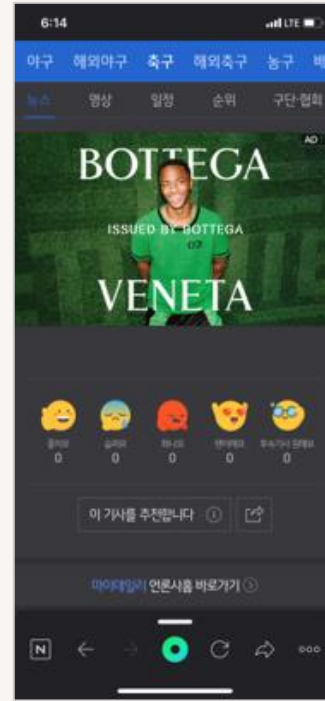
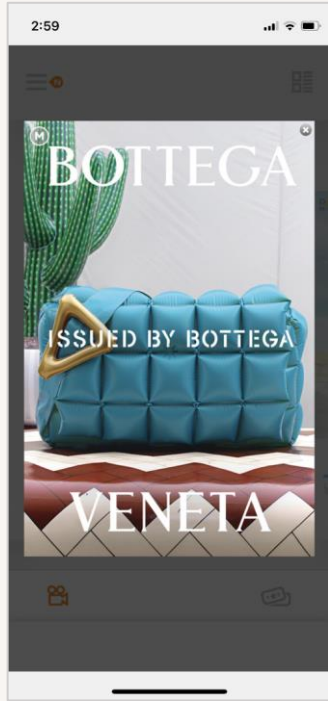


Media Kakao
Launching 2023.09

Mission
KakaoTalk bizboard banner ad execution to promote Air France travel promotion

Work
Media planning for Naver integrated DA advertising, selection of mobile integrated DA products that can be exposed after targeting and operated with high CTR efficiency

BOTTEGA VENETA Online Campaign



Influencer Naver. Kakao
Launching 2021.10

Mission

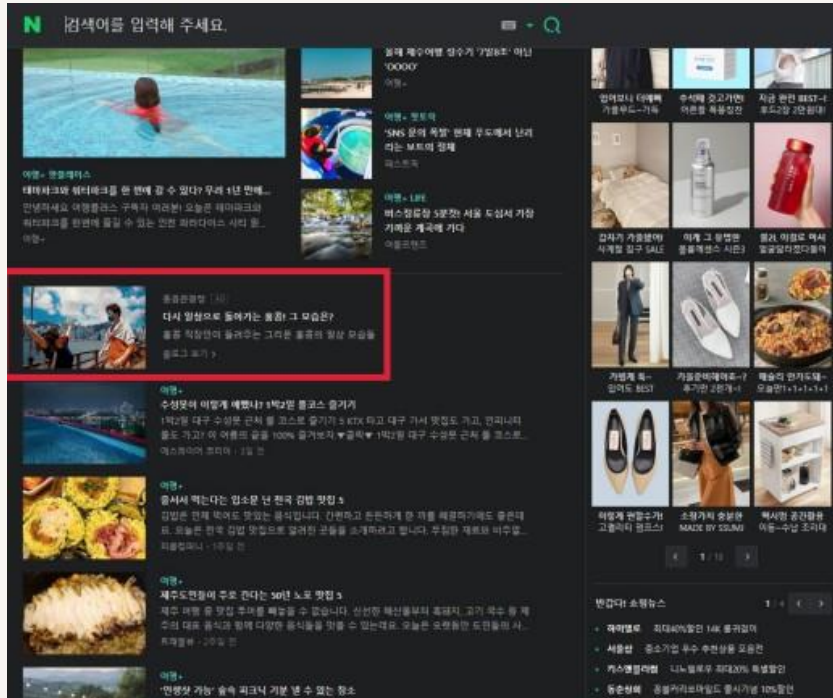
AD campaign execution of Bottega Veneta's new brand campaign through new media outlets that are not existing fashion media

Work

Planning of advertising media such as Naver integrated DA. Blind, Manplus
Selection of mobile integrated DA products that can be exposed after targeting and operated with high CTR efficiency

HONG KONG TOURISM BOARD

Online Campaign



Influencer Launching Naver, Kakao 2021.08

Mission

Execution of advertising campaign promoting Hong Kong's safe quarantine themes and various outdoor activities

Work

Planning of ADs with aim of building a positive image of Hong Kong even in the midst of the COVID-19 situation
Produce advertising creatives through advertisement wording and images to emphasize the safeness and attractiveness of Hong Kong

BROOKS BROTHERS

Online Campaign / Design



Launching 2017.12

Work

Conducted digital marketing for the first time in Korea to commemorate 200th anniversary as well as for season campaign

Execution of banner advertisements within mobile APP by selecting only media that can emphasize the luxurious brand image

ELENEW Online Campaign



Launching 2018.11

Work

Since the product has a clear target and purpose, in addition to a Facebook page related to pregnancy, childbirth and childcare, Facebook and Instagram targeting ads that can utilize various data such as user, age, gender, place of residence, and interests was carried out

WELLA Online Campaign



Launching 2017.08

Work

Live streaming of Wella's international hair show '2017 NTVA Show' via Facebook

Delivering the realism of a lively hair show and various styles and colors of Wella in real time

WELLA Online Campaign



Launching 2017.07-2017.08

Work

Carried out digital marketing for the first time in the domestic hair color market

Targeted segments and time zones by utilizing various media and contents such as power bloggers, Instagram, Facebook, Cash Slide and more

OUR DESIGN & PRODUCTION SUPPORTS


SERESTO Design

목걸이형 진드기 퇴치제

세레스토

포안헨드 입양자분께 드립니다

#산책 #살인진드기 #외부기생충 #봄부터가을까지 #반려동물



참여방법

- 1 상세페이지 하단에 적힌 링크에서 설문지를 작성해주세요
- 2 댓글에 '산책완료'라고 댓글을 달아주세요
- 3 참여 완료!

한달마다 총 30명 선정 (대형견 10P+ 소형견용 20P)

물 리 기 전 에 지 켜 주 는

세레스토는?

- 1** 최대 8개월간 사용해요!
구제, 감염방지효과가 최대 8개월간 지속되므로, 매달 번거롭게 챙기지 않아도 되고요
- 2** 냄새가 나지 않아요!
냄새에 민감한 아이들도 걱정 없이 사용할 수 있어요
- 3** 안전해요!
꼭 필요한 양 만큼 조금씩 방출되므로 아이의 몸에 부담을 주지 않아 안전합니다

seresto.

물리기전에 지켜주는

세레스토

안전한 산책을 위한 진드기 예방 목걸이



8kg 이상 8kg 미만 고양이용

seresto.

물리기전에 지켜주는

세레스토

안전한 산책을 위한 진드기 예방 목걸이



seresto.

물리기전에 지켜주는

세레스토

안전한 산책을 위한 진드기 예방 목걸이

최대 8개월간 사용해요! 냄새가 나지 않아요! 안전해요!



seresto.

진드기 예방, 세레스토

안전한 산책을 위한 진드기 예방 목걸이



광고

seresto.

아프기 전에 지켜주세요

진드기 예방, 세레스토

8개월 효과 지속



물 리 기 전 에 지 켜 주 는

진드기 예방 세레스토

안전한 산책을 위한 진드기 예방 목걸이



8kg 이상 8kg 미만 고양이용

물 리 기 전 에 지 켜 주 는

세레스토는?

- 1** 최대 8개월간 사용해요!
구제, 감염방지효과가 최대 8개월간 지속되므로, 매달 번거롭게 챙기지 않아도 되고요
- 2** 냄새가 나지 않아요!
냄새에 민감한 아이들도 걱정 없이 사용할 수 있어요
- 3** 안전하게!
물리기 전에 안전하게 예방하세요

Launching 2019.07

Work

Detailed page planning and design and key visual production for dog mite repellent product 'Seresto',
Various design works implemented such as production of advertising creatives for online commerce platform and related app promotion

BALLANTINES

Design

TIME SLOWING
EXPERIENCE

Ballantine's
시간의 느림 속으로 들어가다

일시: 2020년 3월 5일 ~ 3월 9일 (5일)
장소: 모나코 스페이스 (강남역 9번 출구)

[예약하러 가기](#)

Ballantine's
SINGLE MALTS

새로운 싱글, 만나볼래?
발렌타인 싱글몰트

[영상 보기](#)

자나친 음주는 뇌졸중, 기억력 손상이나 치매를 유발합니다. 임신 중 음주는 기형아 출생 위험을 높입니다.

Ballantine's
SINGLE MALTS

자나친 음주는 뇌졸중, 기억력 손상이나 치매를 유발합니다. 임신 중 음주는 기형아 출생 위험을 높입니다.

Ballantine's
SINGLE MALTS

멋진 싱글, 만나볼래?
발렌타인 싱글몰트

[영상 보기](#)

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Ballantine's
SINGLE MALTS

멋진 싱글, 만나볼래?
발렌타인 싱글몰트

[영상 보기](#)

자나친 음주는 뇌졸중, 기억력 손상이나 치매를 유발합니다. 임신 중 음주는 기형아 출생 위험을 높입니다.

Launching 2020.03

Work

Production of Naver and Kakao online advertising creatives for global whiskey brand Ballantines

SUPREME COURT OF KOREA

Design

Launching 2020.11

Work

Conducted an online advertising campaign and produced creatives to spread awareness on the electronic litigation system being implemented by the Supreme Court

Produced advertising creatives including key visuals and copy, execution of programmatic advertising

SUPREME COURT OF KOREA TVC Production



Launching 2020.08

Work

Planning and production of TVCF to publicize Supreme Court Habeas Corpus Act

Execution of entire process from deriving creative concept, contents production, shooting and editing, and review by Korea Communications Commission



ALLERGAN Media Planning / Design



Launching 2019.05

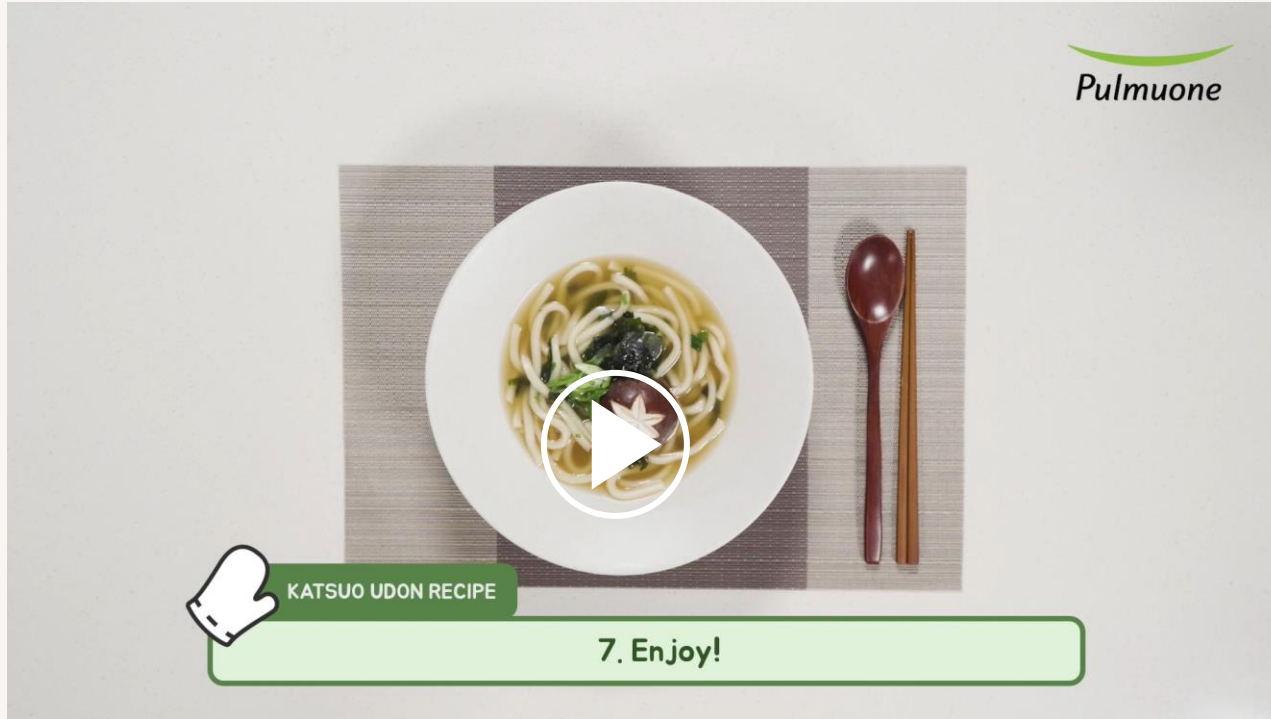
Work

Media planning and creative production considering region and target

Bus advertising campaign execution by creating bus advertising creative that actively utilizes model visuals considering brand key message

PULMUONE

Video Production



Launching 2021.03

Work

SNS viral video production to promote Pulmuone products targeting the Indonesian market

Natural promotion of product by showing a total of 3 main products and recipes: Tteokbokki, mandu, udon



SWEET & SPICY RICE CAKES RECIPE
- Chef made recipes -

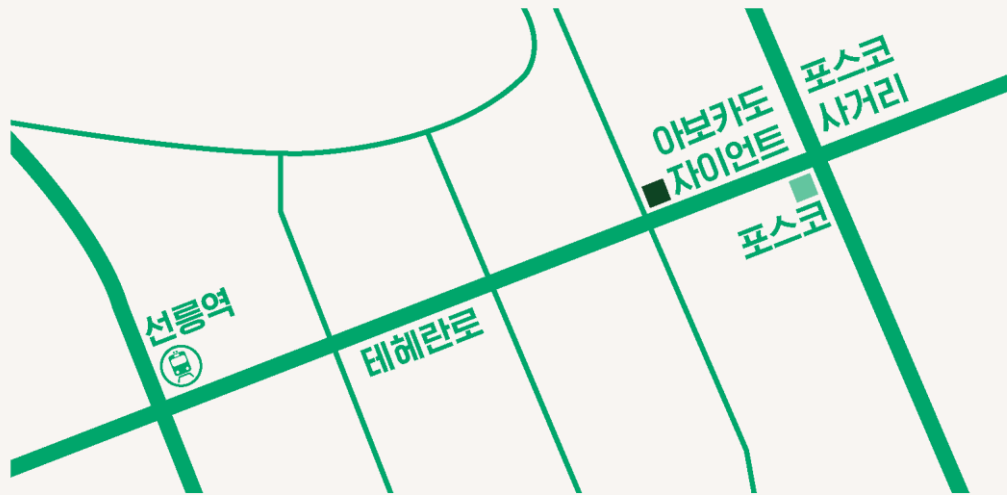


KATSUO UDON RECIPE
- Chef made recipes -

2 ways to enjoy Thin Wrap Kimchi Dumpling!



THIN WRAP KIMCHI DUMPLINGS RECIPE
- Chef made recipes -



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THANK YOU



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