

COMPANY INTRODUCTION

DIGITAL CONVERGENCE MARKETING GROUP

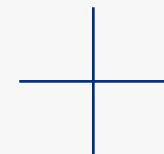
MAYDAY
PARTNERS

“ The real voyage of discovery consists,
not in seeking new landscapes, but in having New eyes. ”
- Marcel Proust (French Novelist)

OUR VISION

Digital Convergence Marketing

We look through **new eyes** in the world of digital and discover unforgettable experiences.



Innovation & Challenge

We keep striving forward through **innovation and challenges** in every single project we manage.



Young & Passion

We have **young, unique emotions** and flaming passions.

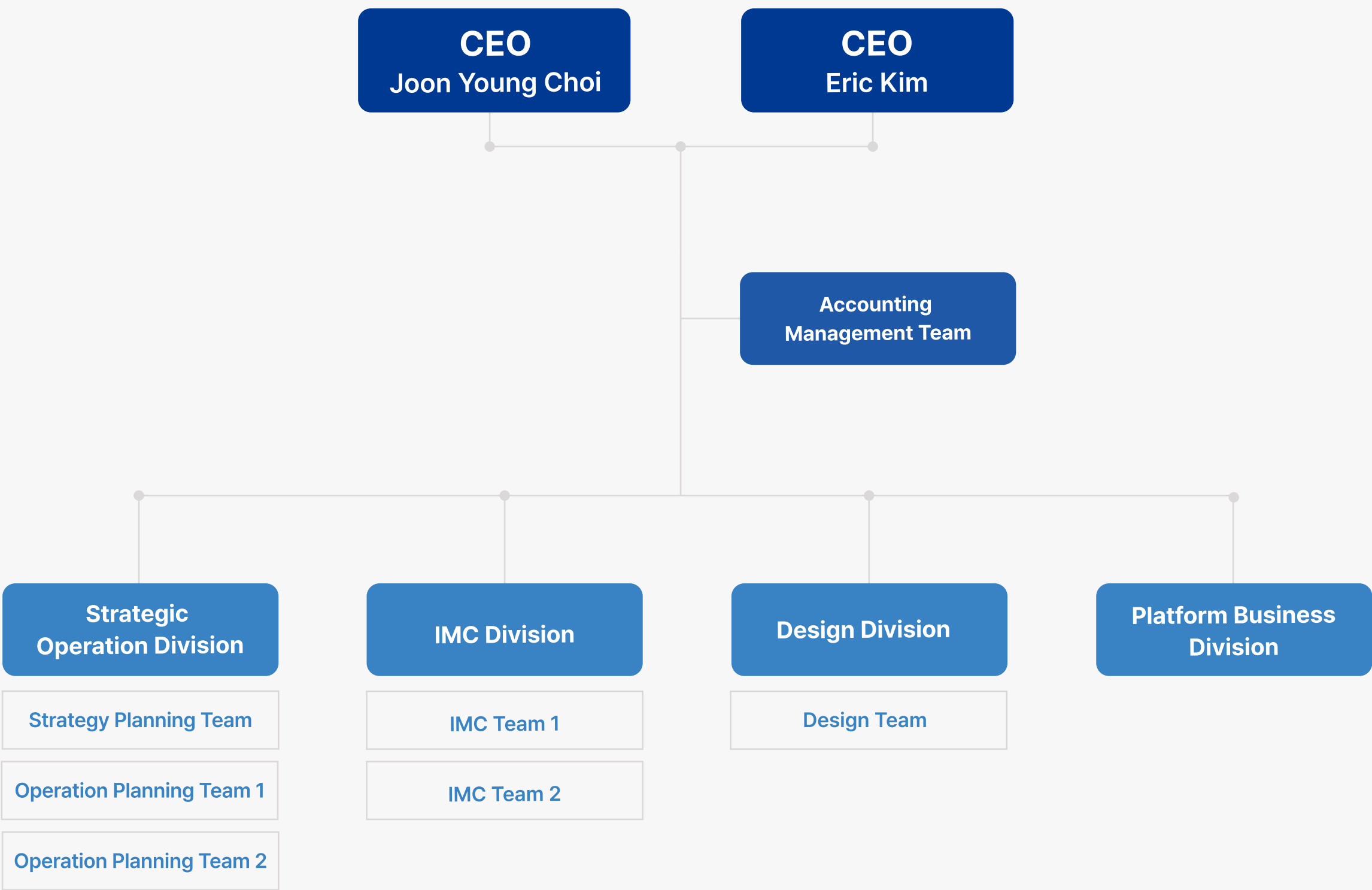
ABOUT US

Through convergence of various fields based on digital,
Mayday Partners presents its unique New Creative.



ORGANIZATION

Mayday Partners is a digital, offline marketing agency and promotional agency.

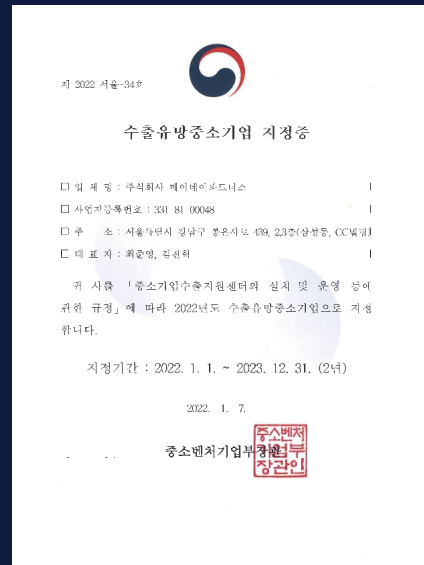


CERTIFICATION

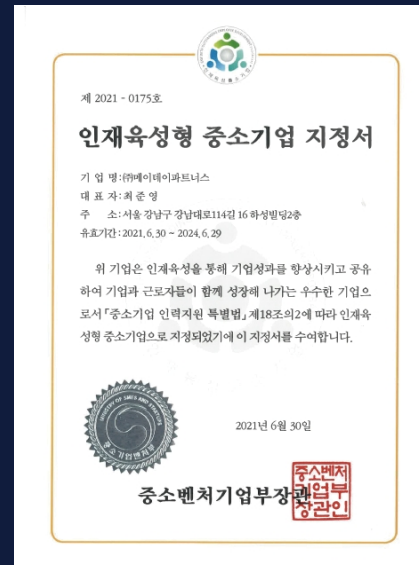
Certification Division



Certificated of Youth-
friendly Small Giants
[Ministry of Employment
and Labor]



Designation Certificate for
Export-Oriented SMEs
[Ministry of SMEs
and Startups]



Designation Certificate for
Talent-oriented SMEs
[Ministry of SMEs
and Startups]



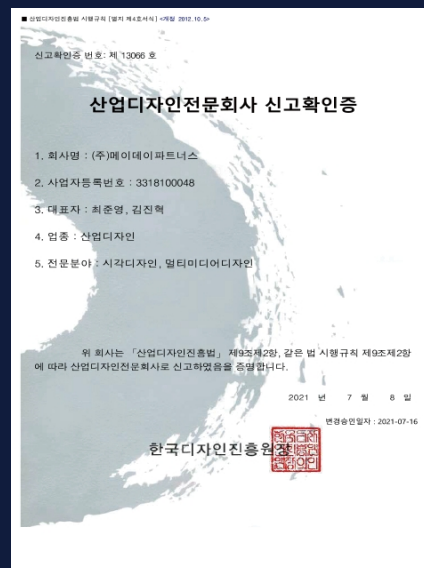
Markerless based AR
implementation method and system
for smart factory construction
[Korean Intellectual Property Office]



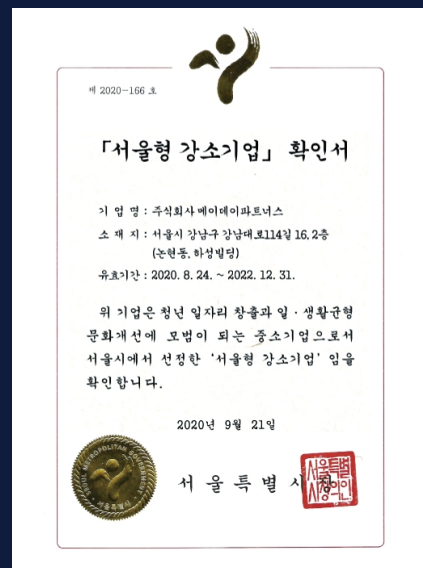
System For Providing Virtual
Reality And Method Thereof
[Korean Intellectual Property Office]



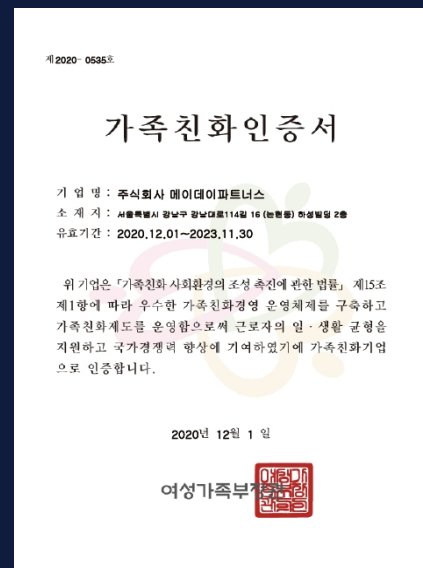
Method and Apparatus for handling
access-request from unknown user
in social network service
[Korean Intellectual Property Office]



Industrial Design Firm
Visual Design, Multimedia Design
[Korea Institute of
Design Promotion]



Seoul-Type of
Hidden Champion
[Seoul Metropolitan City]



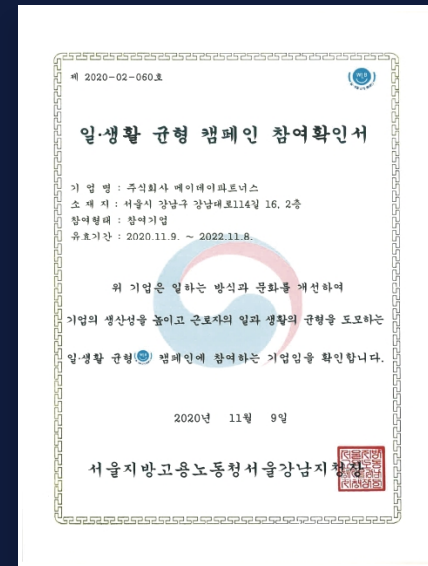
Certification of
Family-friendly Company
[Ministry of Gender
Equality and Family]

CERTIFICATION

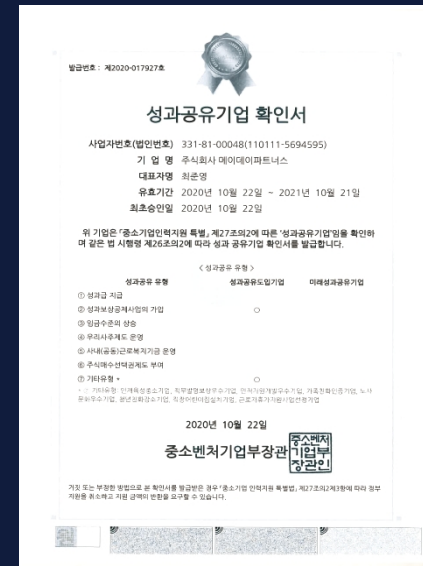
Certification Division



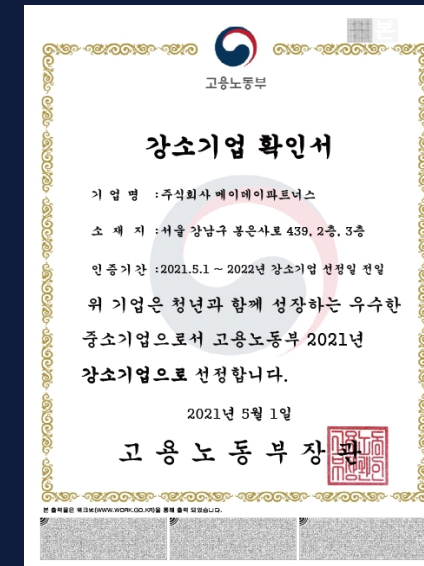
Operation of company
affiliated research center
[Korea Industrial
Technology Association]



Company participating
in daily balance campaign
[Ministry of Employment
and Labor]



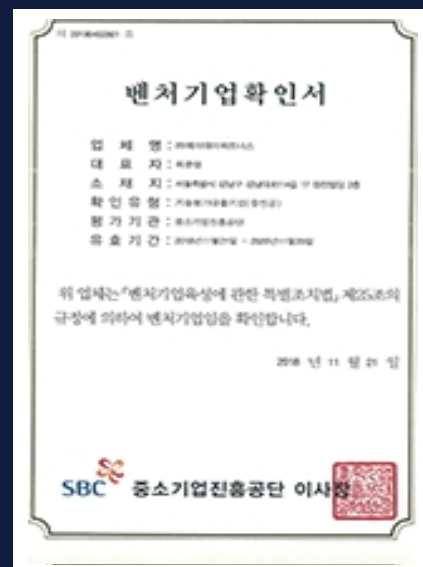
Certification of company that
has adopted performance sharing
[Ministry of SMEs and Startups]



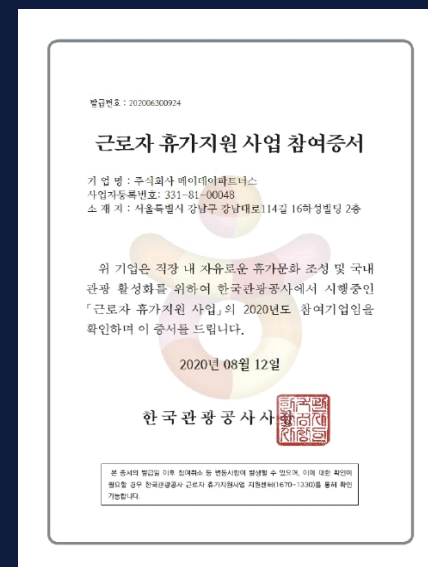
Confirmation of
Small Giants Companies
[Ministry of Employment
and Labor]



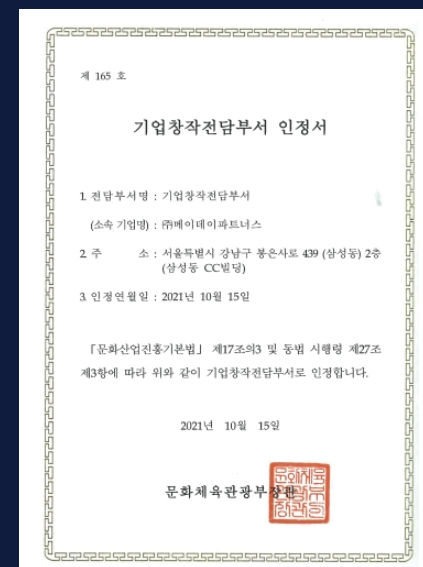
ISO 9001 Quality Management
System Certification
[International Organization
for Standardization(ISO)]



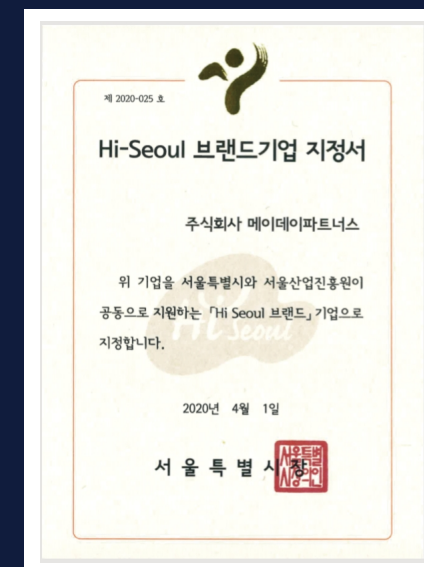
Certification of
Venture Company
[Korea SMEs and
Startups Agency]



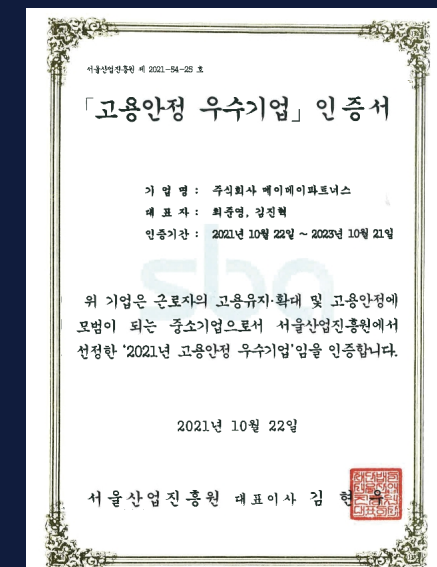
Company participating in
project for supporting
worker's vacation
[Korea Tourism Organization]



Certified Dedicated
Creative Department
[Ministry of Culture, Sports
and Tourism (MCST)]



Designated as
Hi-Seoul Brand Company
[Seoul Metropolitan City]



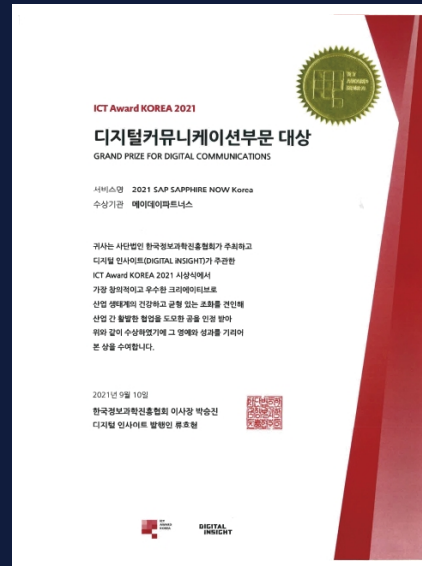
Designation of
Excellent Companies for
Employment Stability
[Seoul Business Agency]

CERTIFICATION

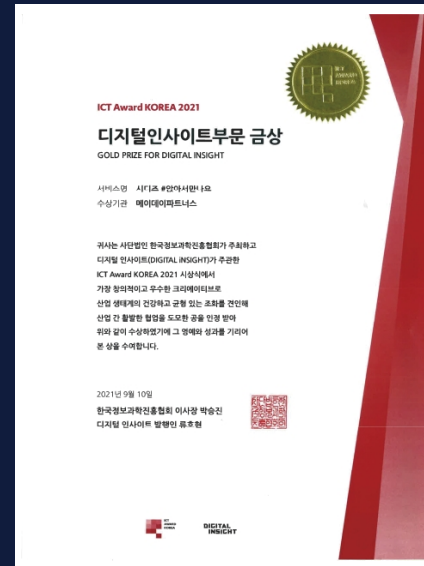
Award Category



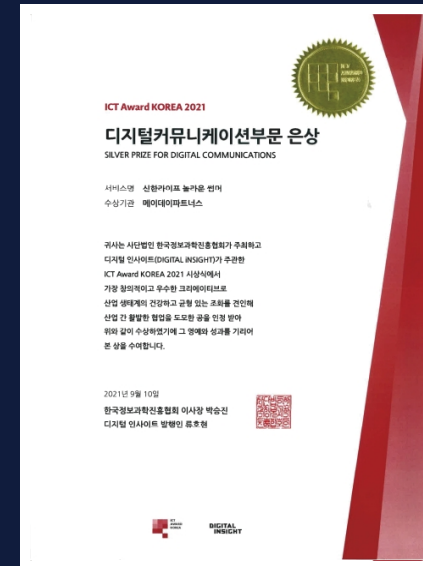
Minister of Trade, Industry and Energy Commendation at the Korea Design Award
[Ministry of Trade, Industry and Energy]



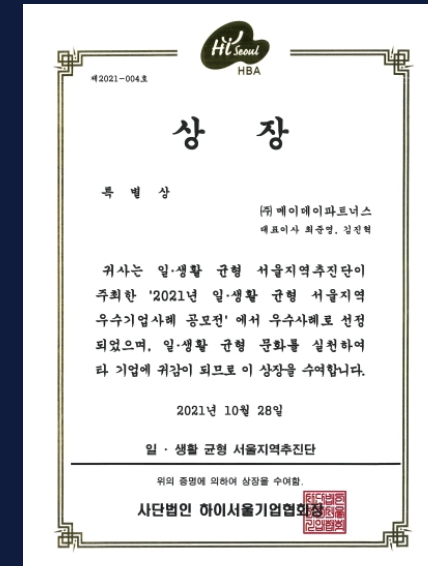
Grand Prize for Digital Communications
Gyeonggi Province Governor's Award
[ICT Award Korea]



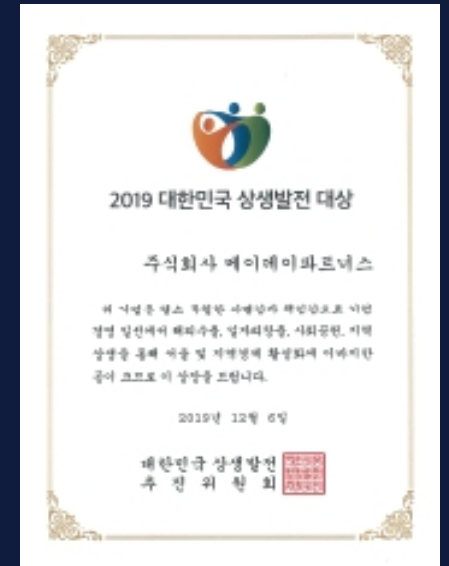
Gold Prize for Digital Insight
Listing of the CEO of the Electronic Times on the stock market
[ICT Award Korea]



Silver Prize for Digital Communications
Korea association for Information Science and Education Association President Award
[ICT Award Korea]



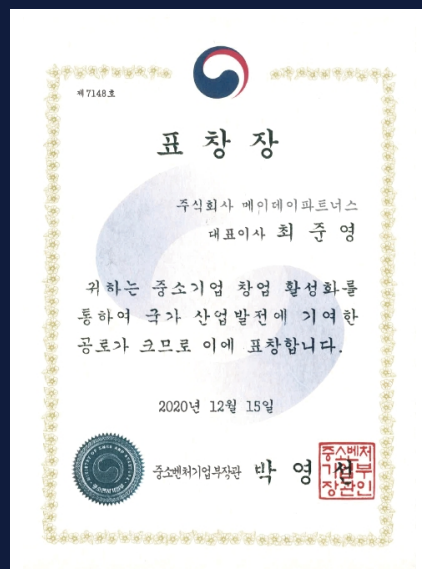
Special Award for Work-Life Balance Excellence
[Hi-seoul Biz company Association]



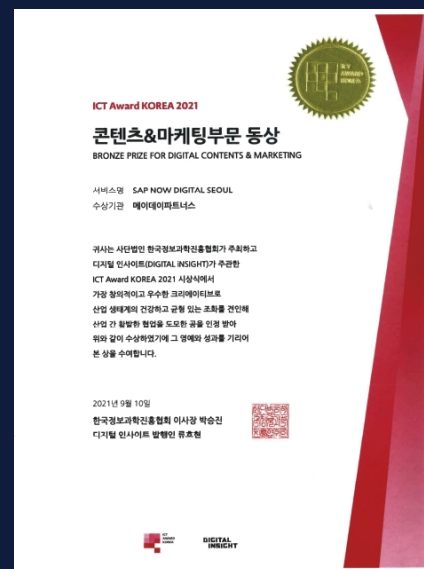
Grand Prize in 2019 South Korea Mutual Development
[South Korean Mutual Development Steering Committee]



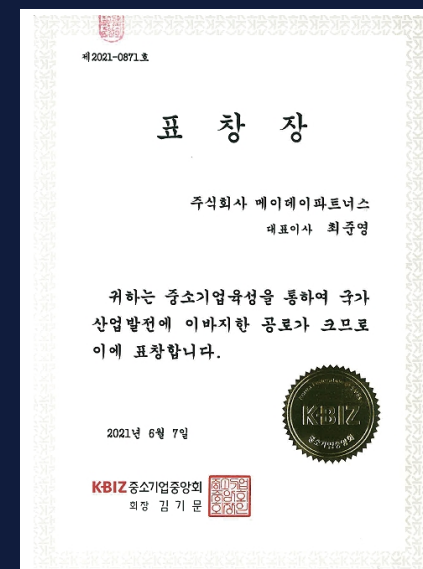
Prime Minister's Commendation for Contributions to the National Productivity Awards
[Ministry of the Interior and Safety]



Ministerial Commendation in the Youth Company sector for contribution in promotion of venture startup
[Ministry of SME and Startups]



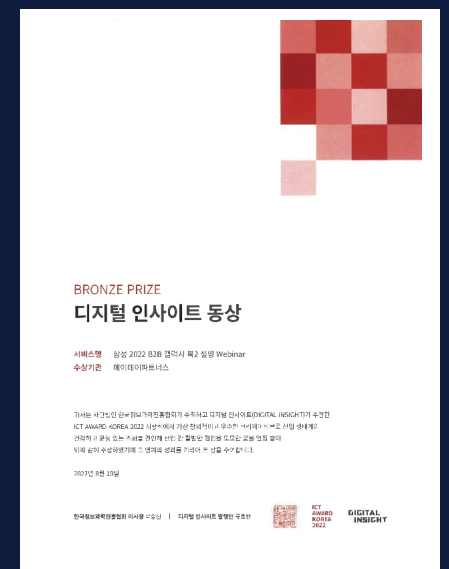
Bronze Prize for Digital Contents & Marketing
Korea Association for Information and Science Education (KISE) Association President Award
[ICT Award Korea]



Commendation for Exemplary Small and Medium Enterprise (SME) Person
[Korea Federation of Small and Medium Business, Korea Federation of SMEs]



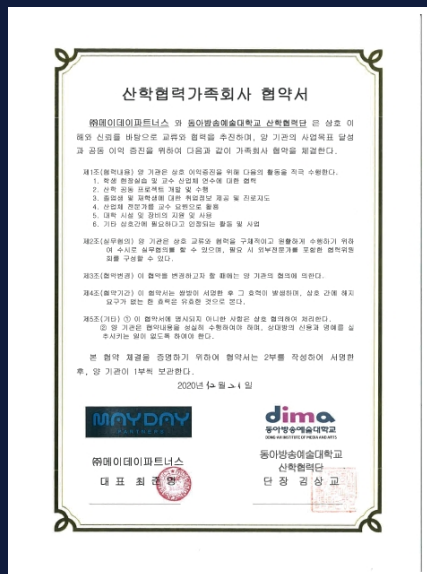
Grand Prize for Digital Insight
[ICT Award Korea]



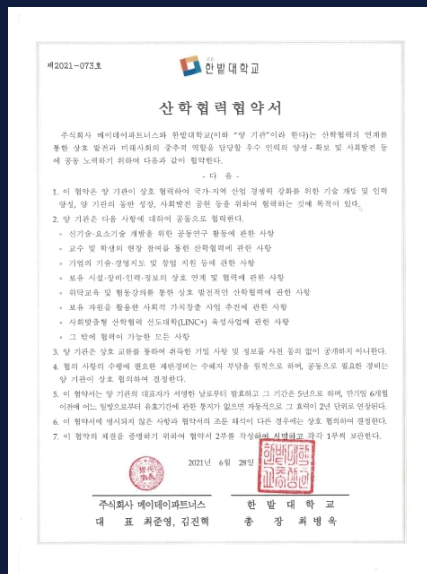
Bronze Prize for Digital Insight
[ICT Award Korea]

CERTIFICATION

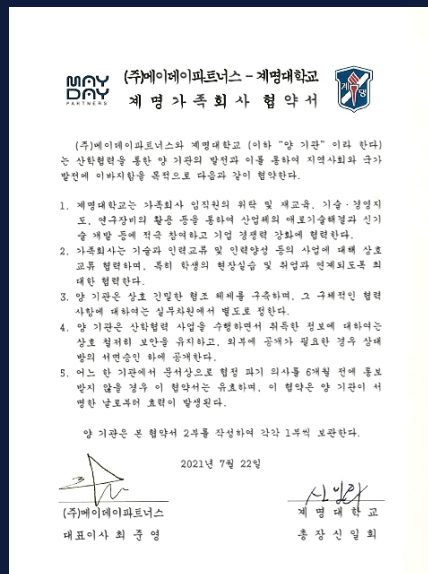
Agreement Section



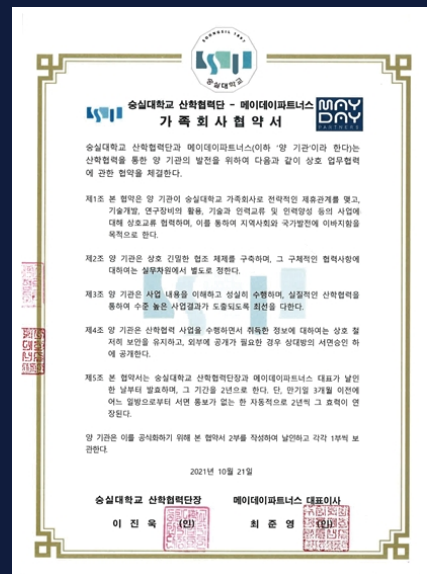
Dong-Ah Institute of Media and Arts
University Industry Cooperation
Confirmation of Agreement
[Ministry of Employment and Labor]



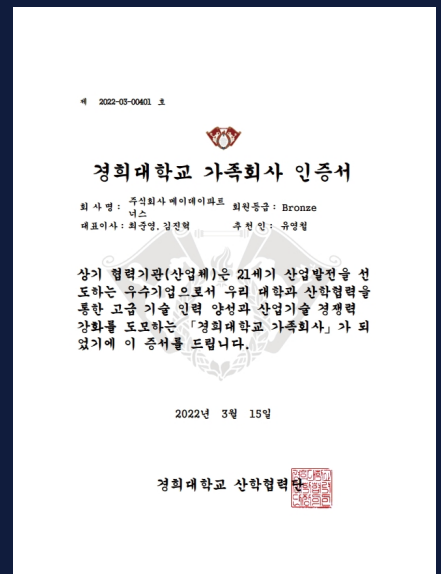
Hanbat National University
Industry-University Cooperation
Agreement



Keimyung University
Family Business Partnership
Agreement



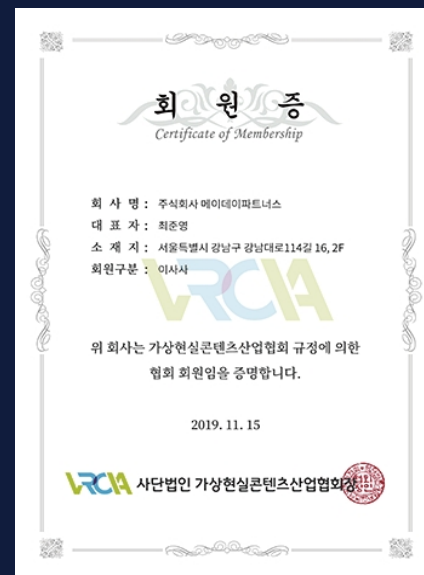
Soongsil University
Family Business Partnership
Agreement



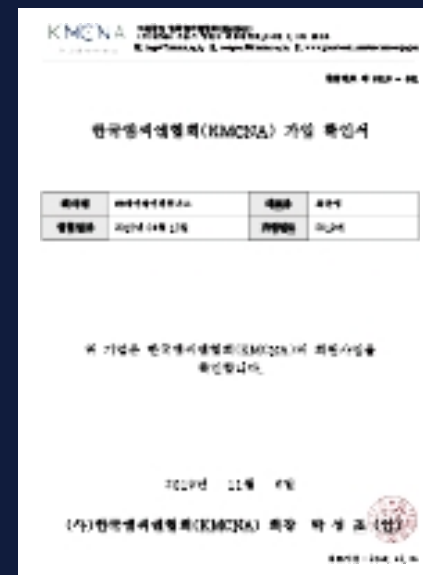
Kyung Hee University
Family Business Partnership
Agreement

CERTIFICATION

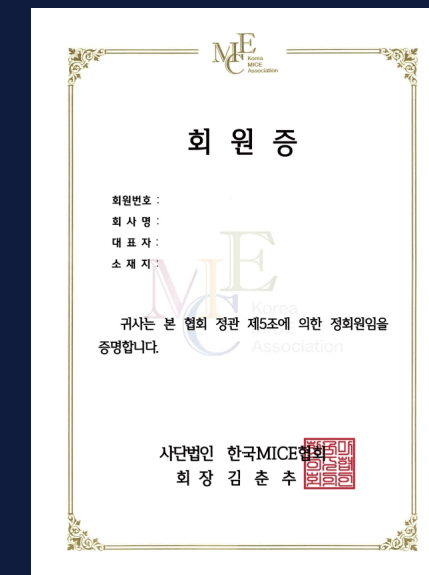
Association Division



Member Company of
Virtual Reality Contents
Industry Association

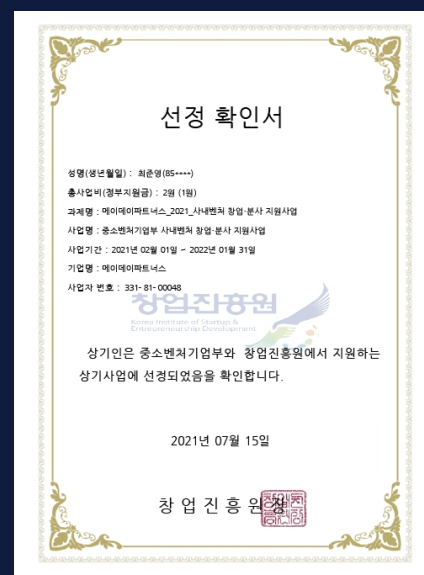


Member Company of
Korean MCN Association



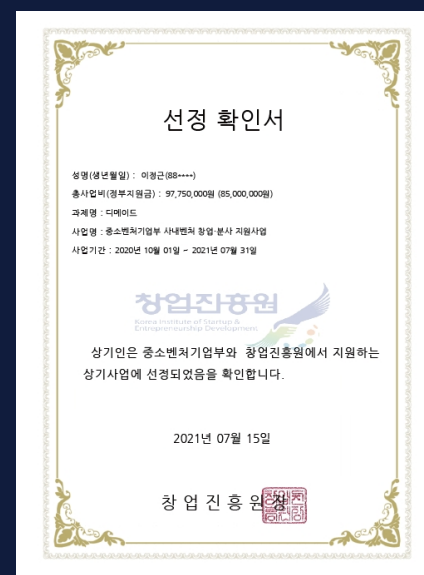
Korea MICE Association
Membership Card

Corporate Venture Division



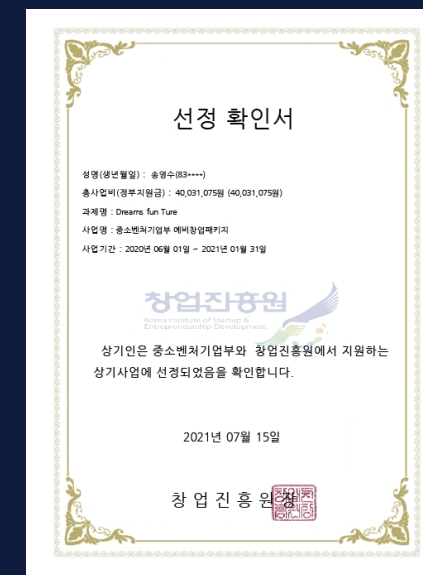
MAYDAY Partners
Confirmation of Selection for Intra-Corporate
Venture Startup and Spin-off Support Program

[Ministry of SMEs and Startups/
Korea Institute of Startup and
Entrepreneurship Development (KISED)]



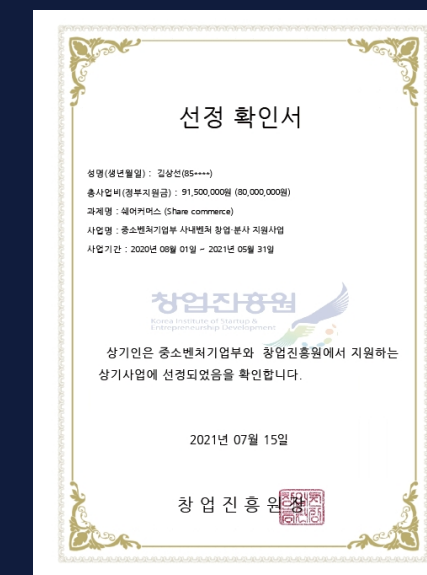
D-MADE
Confirmation of Selection for Corporate
Venture Establishment and Spin-off

[Ministry of SMEs and Startups/
Korea Institute of Startup and
Entrepreneurship Development (KISED)]



Dreams Fun Ture Ministry of
SMEs and Startups Pre-Startup Package
Confirmation of Selection

[Ministry of SMEs and Startups]



Share commerce Confirmation of
Selection for In-house Venture Startup
and Spin-off Support Project by
the Ministry of SMEs and Startups

[Ministry of SMEs and Startups]

HISTORY

Based on digital, we are providing Mayday Partners' own
NEW CREATIVE through convergence with various fields.

2015

04 | Established company

2017

12 | Established company affiliated research institute

2018

11 | Certified as venture company

2019

- 10 | Certification of performance sharing company
- 11 | Member of Korea MCN Association
- 11 | Registered as executive company in Virtual Reality Contents Industry Association
- 12 | Received Grand Prize in South Korean Mutual Development

2020

- 01 | Designated as Hi-Seoul Brand Company (Seoul Metropolitan City)
- 07 | Company participating in project for supporting worker's vacation (Korea Tourism Organization)
- 08 | Seoul-Type of Hidden Champion (Seoul Metropolitan City)
- 10 | Certification of company that has adopted performance sharing (Ministry of SMEs and Startups)
- 11 | Company participating in daily balance campaign (Ministry of Employment and Labor)
- 12 | Certification of Family-friendly Company (Ministry of Gender Equality and Family)
- 12 | Ministerial Commendation in the Youth Company sector for contribution in promotion of venture startup (Ministry of SME and Startups)

HISTORY

Based on digital, we are providing Mayday Partners' own
NEW CREATIVE through convergence with various fields.

2021

- 0 1 | Australia's global marketing group 'McCorkell' signs VR MOU
- 03 | 'CL,REAM'Hand Cream 2021 Seoul Awards Idea Excellent Product Selection
- 04 | Selection of a project to support start-up companies in the sports industry in 2021
- 05 | 2021 Ministry of Employment and Labor's selection of Small Giants Companies
- 05 | Financial Services Commission's Selection of 'National Representative Innovative Companies 1000'
- 07 | Ministry of SMEs and Startups's Selection of 'Talent-oriented Small and Medium-sized Enterprise'
- 07 | Commendation of 'Korea Federation of SMEs' in Exemplary Small and Medium Enterprise Person
- 07 | Industrial Design Firm[Visual, Multimedia] Certification (Korea Institute of Design Promotion (KIDP))
- 08 | ICT Award Korea Grand Prize for Digital Communications (Gyeonggi Province Governor)
- 08 | ICT Award Korea Gold Prize for Digital Insight (Electronic Timeson the stock market)
- 08 | ICT Award Korea Silver Prize for Digital Communications (Korea Association for Information Science and Education (KISE))
- 08 | ICT Award Korea Bronze Prize for Digital Contents & Marketing (Korea Association for Information Science and Education (KISE))
- 10 | Ministerial Commendation for Design Management at the Korea Design Award (Ministry of Trade, Industry and Energy)
- 10 | Special Award for Work-Life Balance Excellence in Seoul 2021 (Hi-seoul Biz company Association)
- 1 1 | Prime Minister's Commendation for National Productivity (Service Excellence)
- 1 1 | 'CHIC & CHIC' Selection of textile orientation in Seoul Express innovation

2022

- 0 1 | Selection of Youth-friendly Small Giants by Ministry of Employment and Labor
- 0 1 | Selection of Promising Export-Oriented Small and Medium Enterprises (SMEs)
- 04 | Subscribe to Korea MICE Association
- 08 | ICT Award Digital Minister's Commendation for Technological Innovation (Ministry of Science and ICT)
- 08 | Grand Prize in the Digital Insight Category of the ICT Award (Korea association for Information Science and Education)
- 08 | Bronze Prize in the Digital Insight category of the ICT Award (Korea association for Information Science and Education)
- 1 2 | Minister's Commendation for Excellence in Venture Startup Promotion – Employee Category (Ministry of SMEs and Startups)

2023

- 0 5 | Designation of Small Giants Companies by the Ministry of Employment and Labor

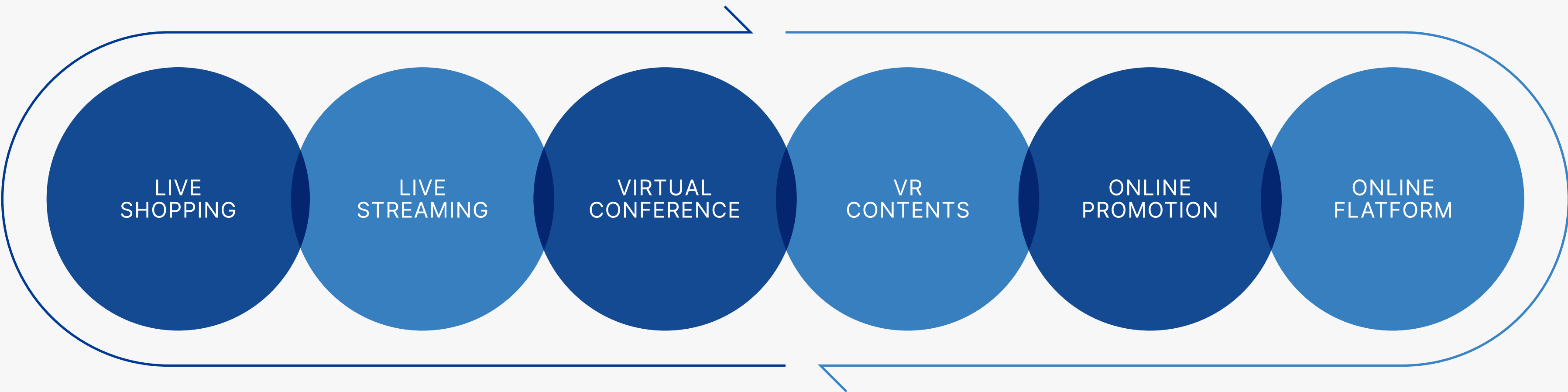
CLIENT

COMING INSIGHT OF YOUR NEXT CHOICE



ONLINE LIVE MARKETING

'MAYDAY PARTNERS' IS IMPROVING THE CLIENT SATISFACTION THROUGH
NON-FACE-TO-FACE MARKETING BY UTILIZING THE ONLINE PLATFORM DESPITE THE COVID-19.



PARTNER

VARIOUS PROMOTIONS AND PR ACTIVITIES ARE AVAILABLE WITH MAYDAY PARTNERS FAMILY COMPANIES.



WEVENT

All-in-one Mice Platform

From pre-recruitment
to post-event management



Goddess Ticket

Specialized Beauty Treatment
Curating Platform

Goddess Ticket is a skin treatment information platform
that enables users to compare and share reasonable
prices and various skin treatment information.

www.yeoshin.co.kr

SUCCESS CASE

OVERVIEW



SUCCESS CASE

Intel & Samsung Digital Promotion for Paris Olympics

Client	Intel
Date	2024.07 ~ 2024.08
Summary	Digital Promotion for 2024 Paris Olympics
Description	Build a cheering event page in the 2024 Paris Olympics Production and advertising video production in Paris Olympics

Portal Site AD

SNS AD

Website Development

Video Planning and Production

Online Event





무한한 가능성! 보여줘, TEAM KOREA

2024 파리올림픽 대한민국 선수단 응원 이벤트

모든게 가능한
인텔® 코어™ Ultra 프로세서
갤럭시북4 시리즈와 함께하는 전국민 이벤트

이벤트기간

2024.07.19(금) ~ 2024.08.11(일)

당첨자발표

08.19 (월) 당첨자 개별 연락

#EVENT 01

팀코리아 응원 영상 공유 이벤트

#EVENT 02

팀코리아 응원 댓글 이벤트

#EVENT 02

파리올림픽에 출전하는 국가대표팀에게 힘이 되는 응원을 남겨주세요

SUCCESS CASE

Intel Digital Marketing Samsung All-in-One Pro Online Promotion

Client	Intel
Date	2024.04 ~ 2024.05
Summary	2024 Online Promotion for Samsung All-in-One Pro
Description	Produced promotional video and digital advertisements for the new Samsung All-in-One Pro product launch.

Video Planning and Production

YouTube AD

Online Viral

Online Advertising



SUCCESS CASE

2023 Ministry of Health and Welfare's anti-smoking promotion and campaign

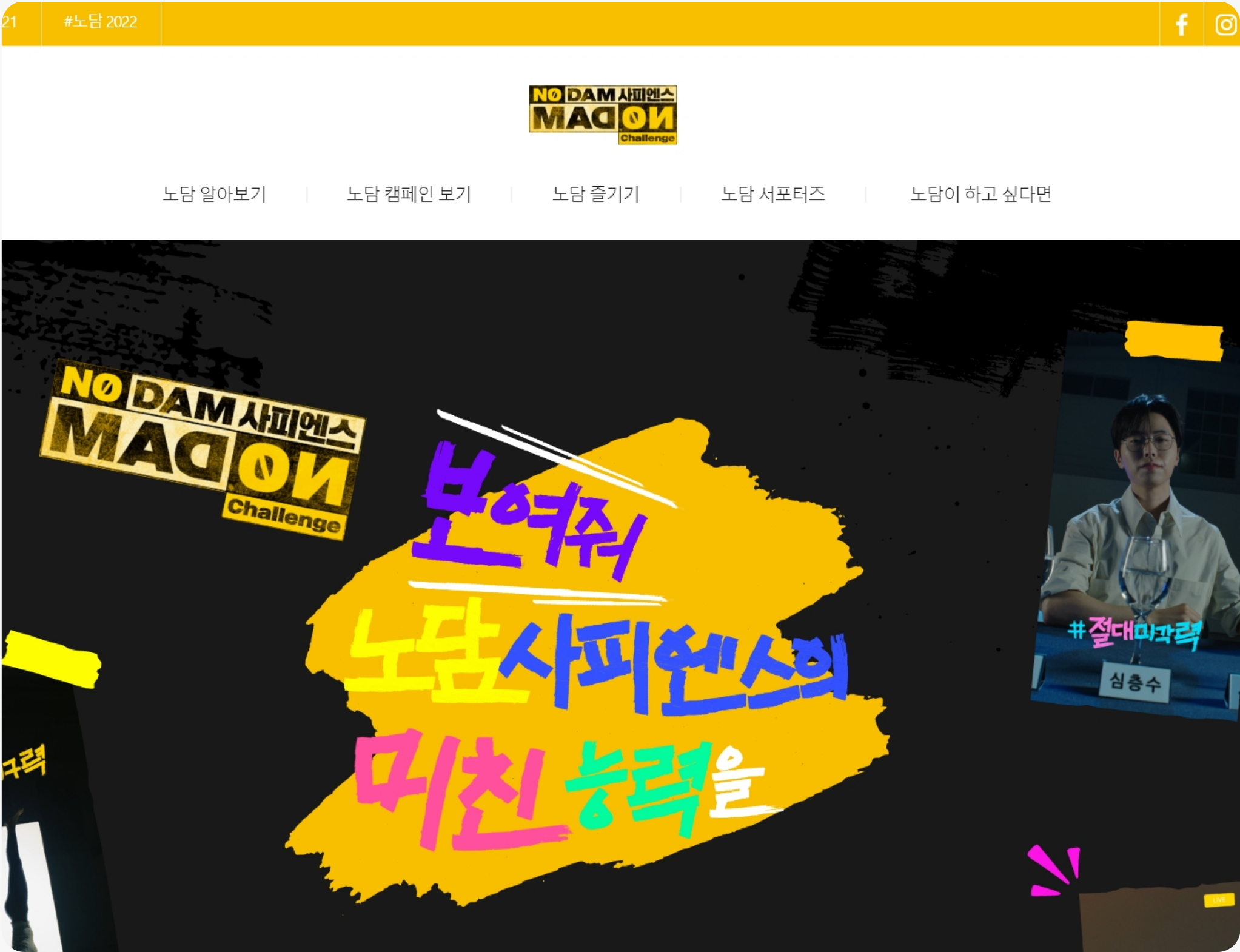
Client Ministry of Health and Welfare

Date 2023.04 ~ 2024.03

Summary Public promotion activities and digital promotional activities

Description Product Development, campaign and official SNS operations, and public SNS operations

- Website Development
- Campaign Operation
- Official Instagram
- Official Facebook Page
- Video Planning and Production
- Production Of Promotional Materials



SUCCESS CASE

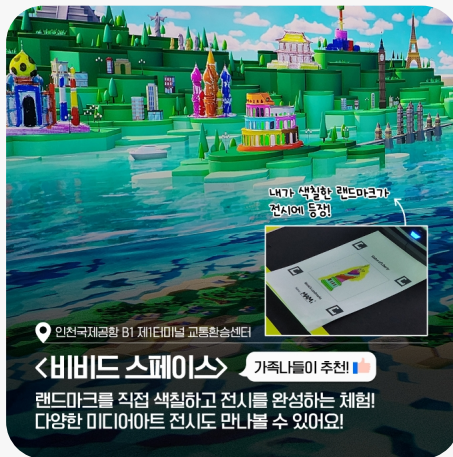
Korea Creative Content Agency

Promote the operation of a new technology convergence content experience base

Client	Korea Creative Content Agency
Date	2024.03 ~ 2025.03
Summary	Korea Creative Content Agency Annual promotion of new technology convergence content experience base operation
Description	Instagram channel operation (K-Culture Square, Vivid Space), online event, online advertising, and home page reorganization

Social Media Channel Operations

New Reorganization Of The Homepage



ONLINE MARKETING

OVERVIEW



ONLINE MARKETING

Promoting the 2025 Yeongdong World Traditional Music & Arts Expo

Client	Yeongdong World Traditional Music & Arts Expo an organizing committee
Date	2025.01 ~ Present
Summary	2025 Yeongdong World Traditional Music & Arts Expo promotion of online and offline
Description	Producing promotional videos such as TVCF, Operation of official SNS account, Production and progress of online and offline advertising materials

Video Planning and Production

Official Instagram

Official Facebook Page

Official Blog

Official YouTube

SNS AD

Online Events

Production of promotional materials

Influential



ONLINE MARKETING

Galaxy Book 5 Pro Launch Event Digital Marketing

Client	Intel
Date	2025.01 ~ 2025.02
Summary	Promote the pop-up store online to commemorate the launch of Galaxy Book 5 Pro
Description	Official Instagram operation of pop-up store and online AD, viral, and YouTuber collaboration

Official Instagram

Youtuber

Portal site AD

Vertical APP AD

SNS AD

Online Events

Community Viral



SAMSUNG

intel

2025.01.17(금)
— 02.12(수)

교보문고 강남점
B1, A 코너

intel
CORE
ULTRA



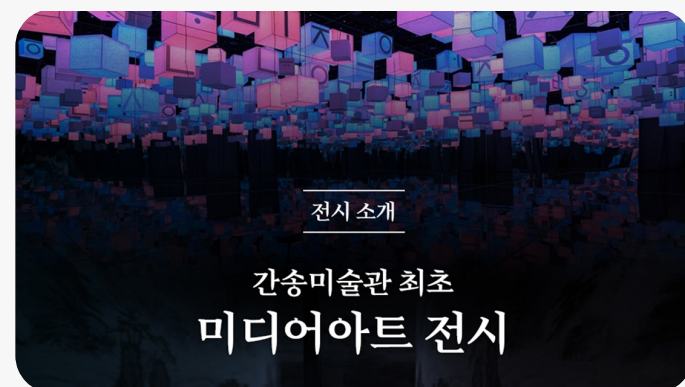
ONLINE MARKETING

Exhibition at the Kansong Art Museum

Client	Kansong Art Museum
Date	2024.12 ~ 2025.04
Summary	Kansong Art Museum exhibition promotional and ticket sales
Description	Create a detailed page for ticket sales, Online platform entry and sales, Operation Secretariat, Entering the Welfare Mall

Entering the Platform

Ticket Sales

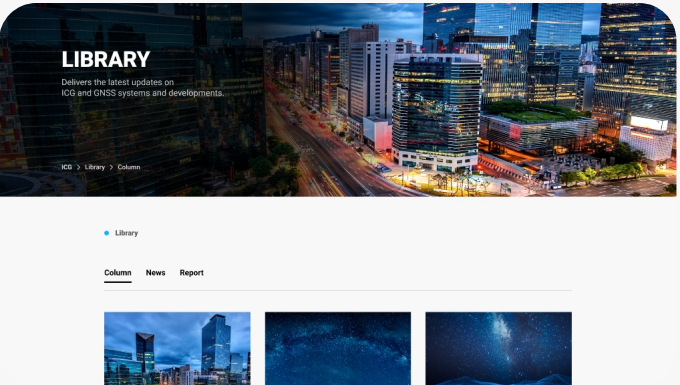


Korea Aerospace Research Institute ICG Annual Meeting

Client	Korea Aerospace Research Institute
Date	2024.12 ~ 2025.02
Summary	Korea Aerospace Research Institute Advance Publicity of the ICG annual meeting
Description	CI, Key Visual, Homepage Development

CI

Official Website



Bithumb Sharing Center

Promoting the launching event

Client	Bithumb
Date	2024.12 ~ 2025.01
Summary	2024 Bithumb Sharing Center Launch Event Online Promotion
Description	Bithumb's official Instagram account content creation, influencer collaborative content production, Online AD

SNS content

Power Blogger

Influential

Portal site AD

Vertical APP AD

SNS AD

Online Events



ONLINE MARKETING

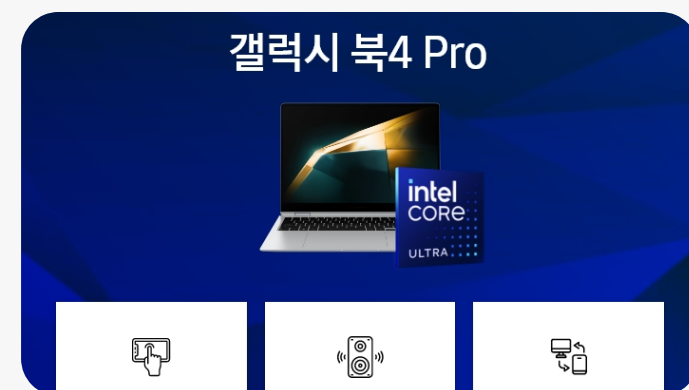
Intel Samsung Olympic Galaxy Book pre-promotion

Client	Intel
Date	2024.07 ~ 2024.08
Summary	Intel Samsung Olympic Galaxy Book pre-promotion
Description	Olympic-linked pre-promotional events, Microsite production, Production and progress of online advertising materials

Promotional Event

Microsite

Online Advertising



ONLINE MARKETING

Korea Creative Content Agency

Operations of new technology convergence content experience

Client	Korea Creative Content Agency
Date	2024.03 ~ 2025.03
Summary	Korea Creative Content Agency Promote the operation of a new technology convergence content experience base
Description	Official SNS accounting, Operating office offices, Production, Online events, Production of promotional goods

Official Instagram

Online Events

Production of promotional materials

Official Website



ONLINE MARKETING

Marketing and Export Promotion Using Global Metaverse Platforms

Client	National IT Industry Promotion Agency (NIPA)
Date	2023.10 ~ 2023.12
Summary	Metaverse-Based Online Promotion for Global Market Entry Support
Description	Development & Operation of Metaverse Platforms and Linked Websites Global Online Ads with Custom Promotional Videos and Images

Metaverse Development

Video Production

Website Development

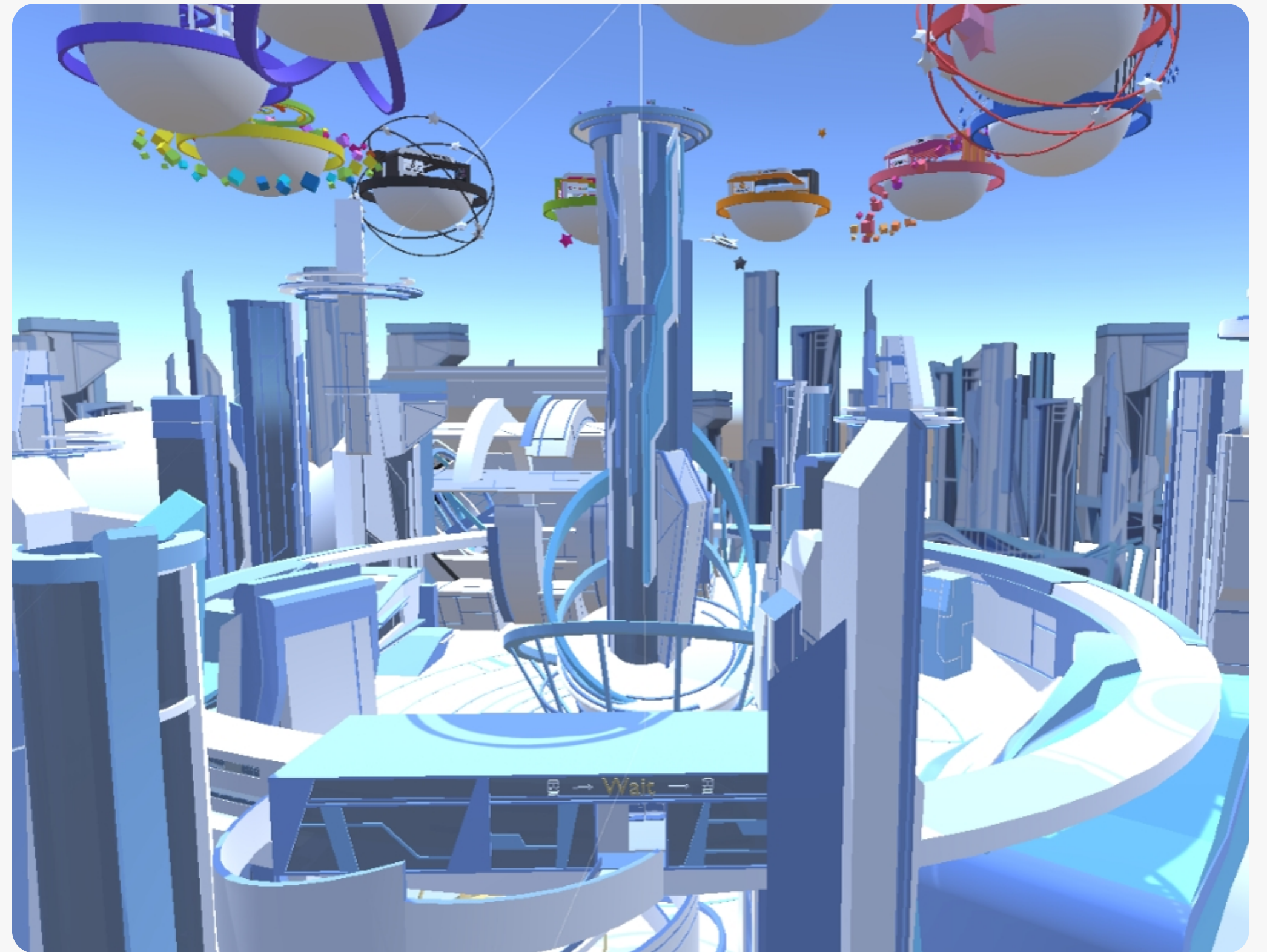
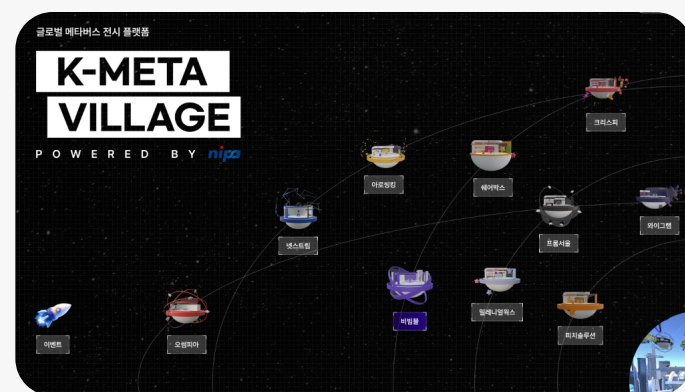
Influential

SNS AD

Network AD

Production of promotional materials

Community Viral



ONLINE MARKETING

Integrated Branding & Promotion of Three Major Cultural Regions

Client Daegu Foundation for Culture & Arts

Date 2023.01 ~ 2023.12

Summary

Online & Offline Promotion to Boost Awareness of the Three Major Cultural Regions' Tourism Assets

Description	Branding Website & Official Channel Management, Content Production & Promotion, Competitions and Domestic/International Exhibition Planning
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Official Instagram

Official Facebook

Official Blog

Offline Promotion

Online Promotion

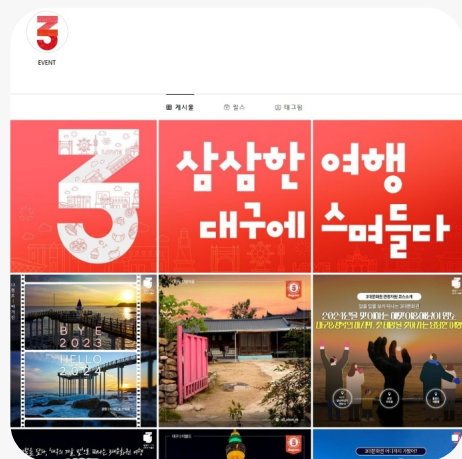
Influential

Community Viral

Video Planning & Production

Media Promotion

Power Blogger



Hyundai Motor Company E-pit Digital Marketing

Client	INNOCEAN S
Date	2023.03 ~ 2024.02
Summary	Hyundai Motor E-pit Annual Online Marketing
Description	SNS channel operation (Instagram/blog), Influencer collaboration content, Online events, Online advertising, Community viral marketing

Social Media Channel operations

SNS Event

Creator Content

Video Planning and Production

Online Advertising

Community Viral Marketing



Hyundai Motor Group E-pit E-CQV Launch Promotion

Client	INNOCEAN S
Date	2023.03 ~ 2023.06
Summary	Launch Promotion for Hyundai E-pit E-CQV Electric Vehicle Charging Station
Description	Interview Video Planning and Filming, Infographic-Based Promotional Video Production, Channel Promotion Content Creation (Blog, Instagram)

Video Planning and Production



Metaverse Gangnam Village – Updates and Maintenance Operations

Client	Gangnam-gu
Date	2023.05 ~ 2023.12
Summary	Gangnam Village Updates and Maintenance within the ZEPETO Metaverse
Description	Seasonal ZEPETO Renewal, ZEP World Production & Promotion, Archive Website Development & Management, Influencer Collaboration Content, SNS Promotional Events, Online Advertising, Press & Media Relations

ZEPETO World Development

Creator Content Production

Online Promotion

Press Release Distribution

SNS Event



ONLINE MARKETING

Metaverse Daegu Travel Concert Beyond, the Stage

Client	Daegu Metropolitan City
Date	2022.12.19 ~ 2023.09.29
Summary	Promoting Sustainable Daegu Tourism Through Metaverse Platform Utilization
Description	Daegu Tourism Metaverse Services and Content Production, Development of Daegu Map within Metalive App / Creation of Turandot Highlight XR, Integrated Promotion through SNS Channels, Influencer Video Production, Press Release Distribution, Online Viral Campaigns, Digital Advertising

Metaverse Promotion

Video Planning and Production

Creator Content

Online Advertising

SNS Event



Metaverse Platform Utilization: Seoul Tourism Experience Center Development and Marketing

Client	Seoul Tourism Organization (STO)
Date	2022.07 ~ 2022.08
Summary	Seoul Tourism Experience Center Development and Marketing Utilizing Metaverse Platforms
Description	Development and Marketing of Experience Centers for Seoul Festa 2022 and Seoul Tourism Using the ZEPETO Platform

ZEPETO World Development

Promotional Video

Online Promotion



ONLINE MARKETING

Metaverse Gangnam Village Development and Operation

Client	Gangnam-gu Office
Date	2022.09 ~ 2022.12
Summary	Metaverse ZEP & ZEPETO Development and Promotional Operations for Gangnam Festival
Description	2022 Gangnam Village Promotional Video Production, ZEPETO & ZEP World Creation, Metaverse Influencer and YouTuber Marketing

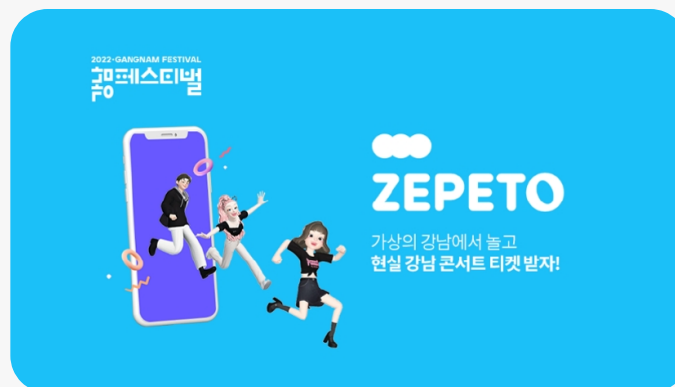
Promotional Video Production

ZEPETO World Creation

ZEP World Development

Influencer Marketing

YouTuber Promotion

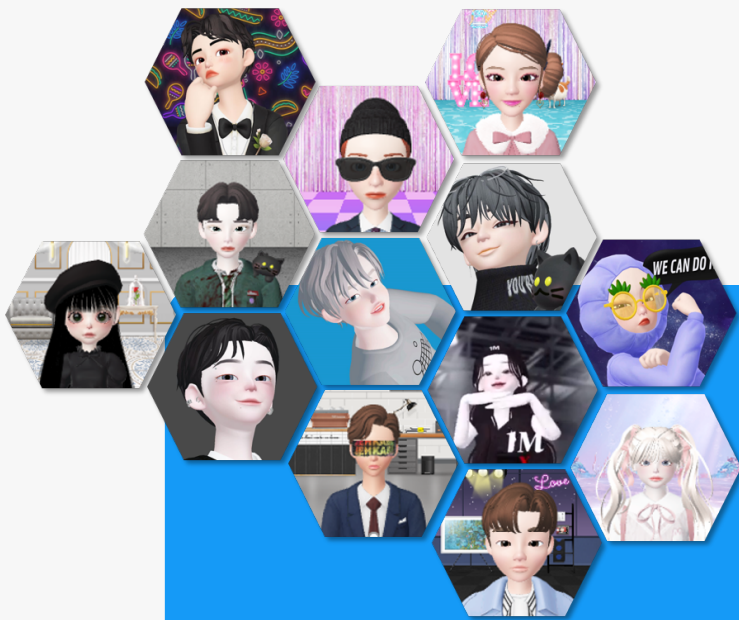
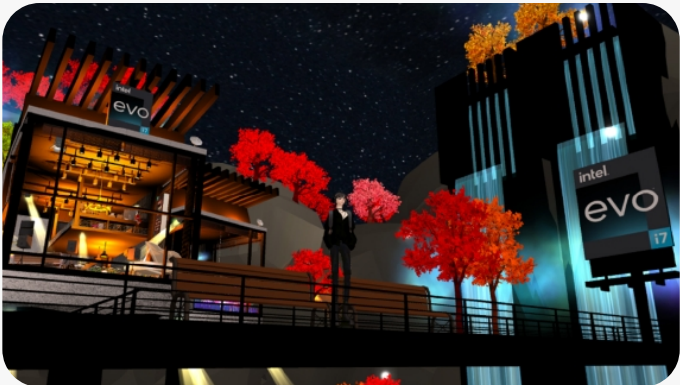


ONLINE MARKETING

Intel evo Metaverse Creator Collaboration Campaign

Client	Intel
Date	2022.07 ~ 2022.08
Summary	Intel evo metaverse creator collaboration campaign
Description	Intel evo brand exposure to potential customers in Zepeto, and Zepeto Popular Creator World Collaboration Ad Enforcement to Maximize Awareness

ZEPETO World-Linked Promotion



2022 Goesan International Organic EXPO Promotion

Client	Goesan International Organic EXPO Organizing Committee
Date	2021.10 ~ 2022.10
Summary	2022 Goesan International Organic EXPO Online and Offline Promotion
Description	Broadcast Program Production, Dance Challenge Campaigns, Video Creation, Creator Content, SNS Channel Management, Online Advertising, ZEPETO World Development & Event Operations

Broadcast Program Promotion

Dance Challenge Planning & Execution

Video Planning & Production

Creator Content

Online Advertising

Social Media Channel operations

ZEPETO World Development



ONLINE MARKETING

2021 Jeju Tourism Organization (JTO) Metaverse

Client	Jeju Tourism Organization (JTO)
Date	2021.11 ~ 2022.02
Summary	Metaverse Platform Development for Jeju Tourism Promotion
Description	Online Viral Campaign Planning Using Influencers & Metaverse Platform Map Development

Metaverse Promotion

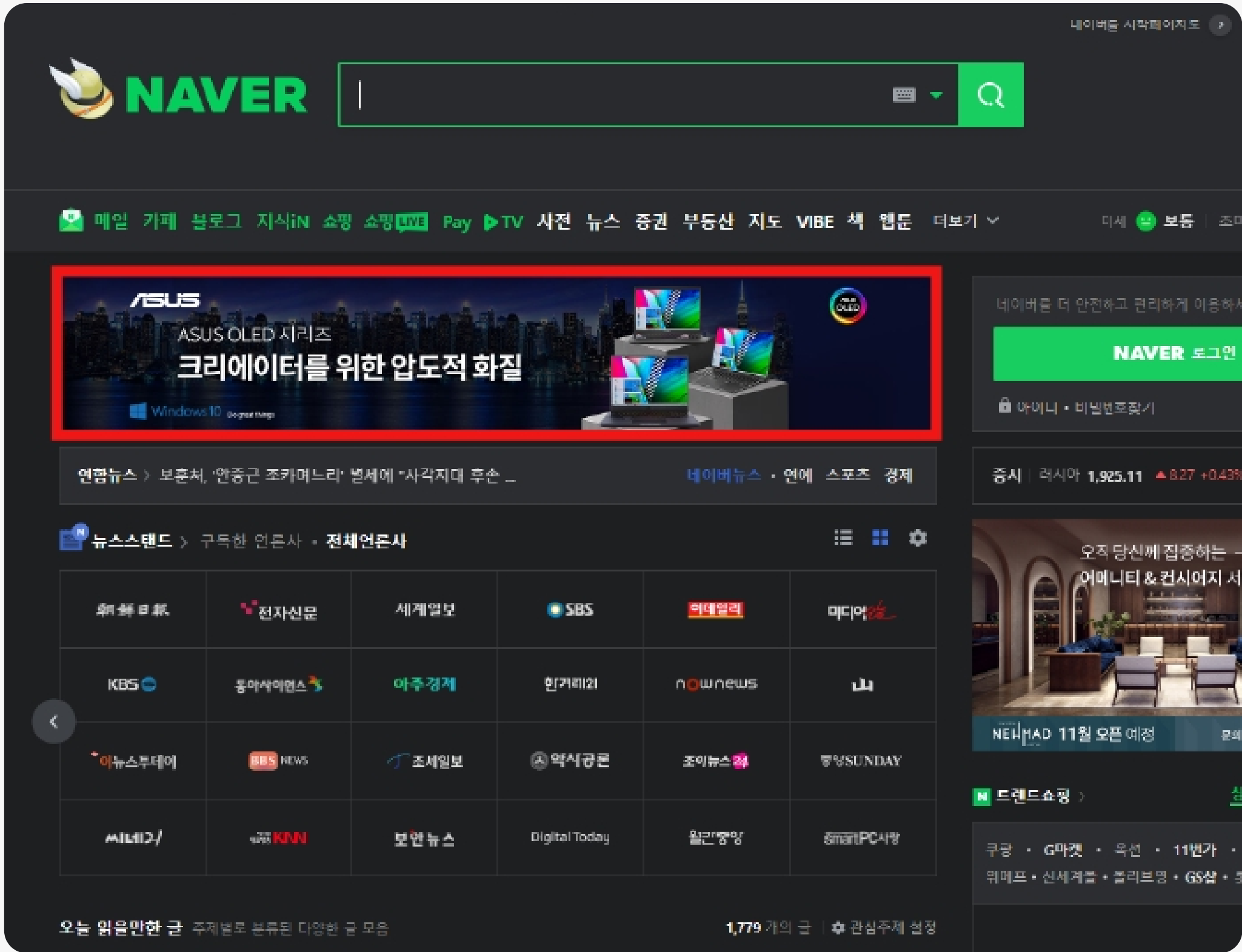
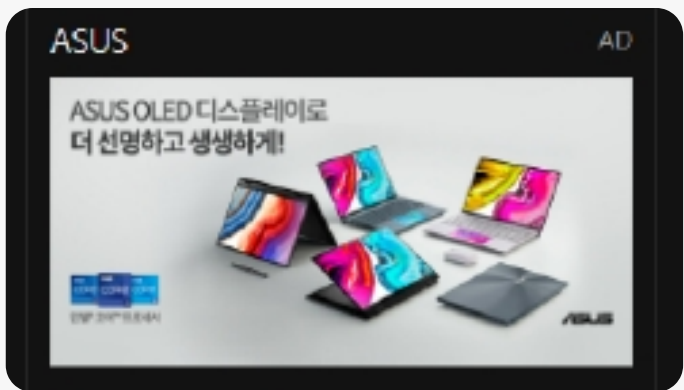
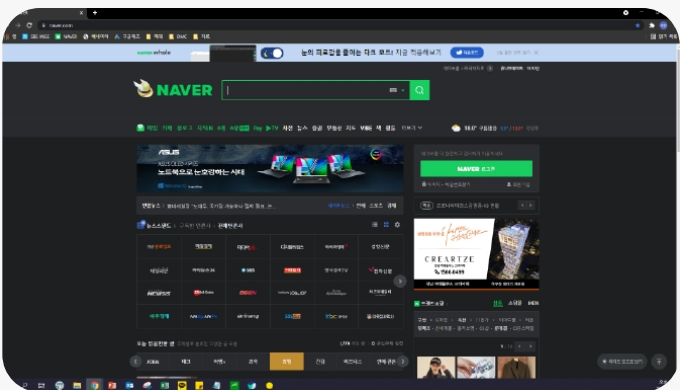
SNS Event



ASUS Online Advertising

Client	ASUS
Date	2021.01.01 ~ Present
Summary	ASUS Online Advertising Management
Description	Portal Site Banner Ad Production and Management

Online Advertising



ONLINE MARKETING

Lam Research DPR

Client	Lam Research Corporation
Date	2022.06 ~ 2022.12
Summary	SNS Channel Management, Social Media Advertising, Press Coverage
Description	Lam Research DPR (June–December) / SEDEX 2022 Lam Research DPR

Social Media Channel operations

Press Release Distribution

SNS AD



차세대 여성과학기술인재 양성을 위한
램리서치의 노력

2022 WISER-Lam Research
글로벌 멘토링

 **Lam**[®]
RESEARCH



ONLINE MARKETING

Tata Daewoo Mobility Brand Marketing Annual Digital Promotion

Client	Tata Daewoo Mobility Co., Ltd.
Date	2022.07 ~ 2024.05
Summary	Tata Daewoo Mobility Brand Marketing Digital Content Production
Description	Tata Daewoo Mobility Official SNS Management & Image/Video Content Production and Promotion

Portal site AD

NAVER Post

Official Instagram

SNS AD

Video Planning and Production

Online Promotion

Official YouTube

Kakao Channel



Korea Cultural Heritage Utilization Association Online Promotion of Local Cultural Heritage Utilization

Client	Korea Cultural Heritage Utilization Association
Date	2022.04 ~ 2022.12
Summary	Official Channel Management & Online Promotion of Local Heritage
Description	Produced official channel content and managed integrated online promotion to boost awareness of local cultural heritage

Official Blog

NAVER Post

Official Instagram

Kakao Channel

SNS AD

Online Events

Promotional Video

Online Advertising



ONLINE MARKETING

2022 START UP PARK INCHEON

Annual SNS operation and business promotion

Client START UP PARK INCHEON

Date 2022.03 ~ 2022.12

Summary START UP PARK INCHEON Social media management and promotional video production

Description Introduction and promotion of demonstration programs and tenant companies in Incheon Startup Park

Official Instagram

Official Facebook

Official YouTube

SNS AD

Video Planning and Production

YouTube AD



ONLINE MARKETING

Hanwha Life's Life Advisor Campaign

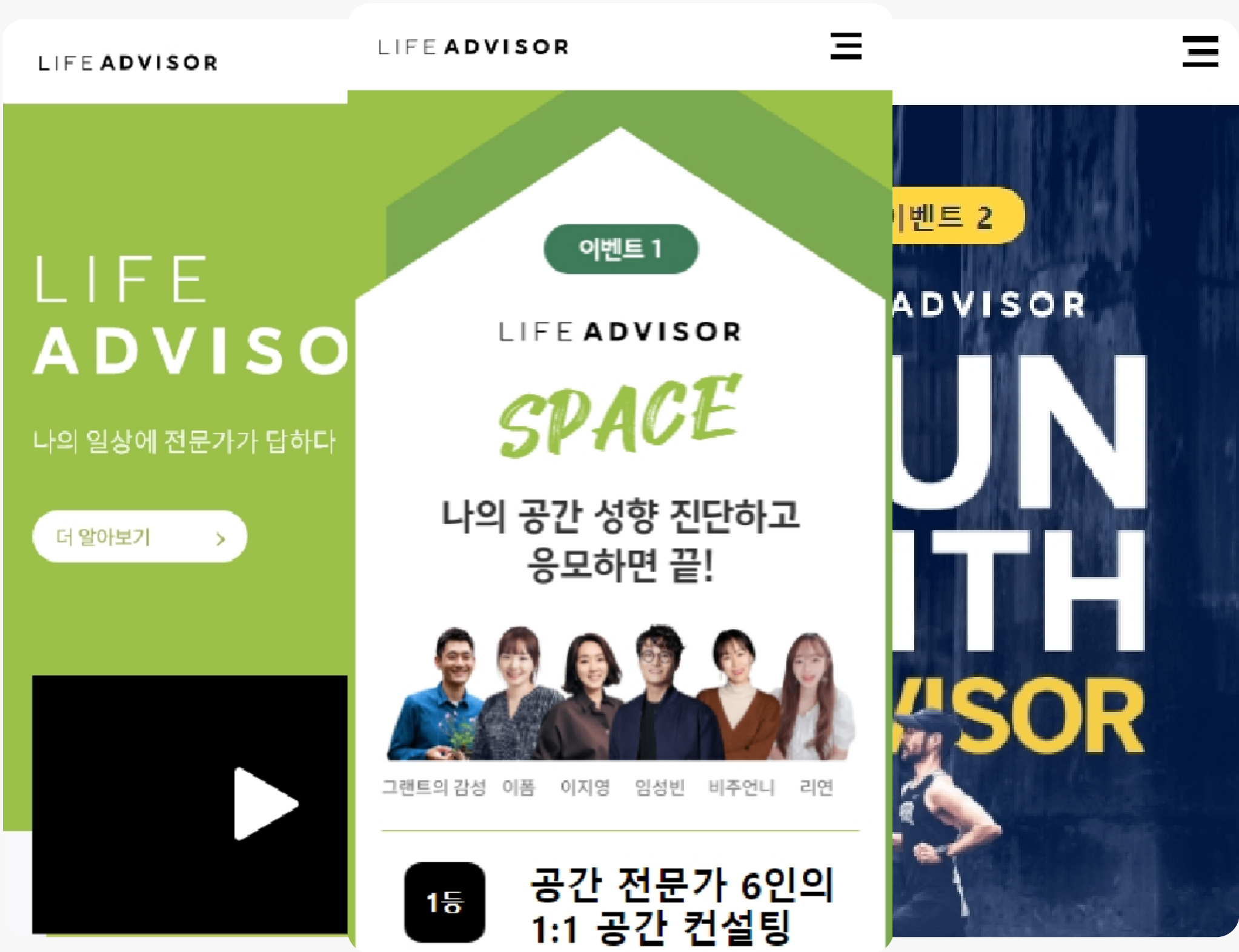
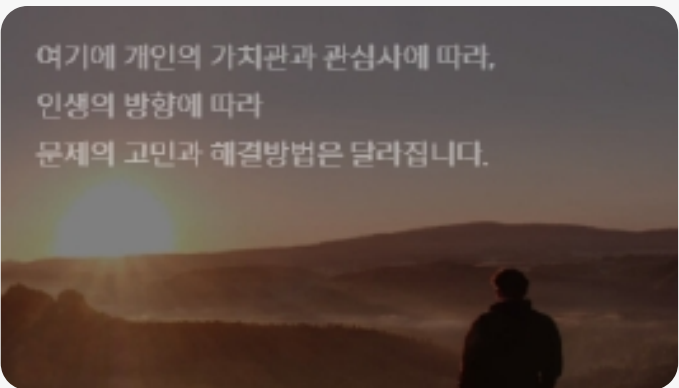
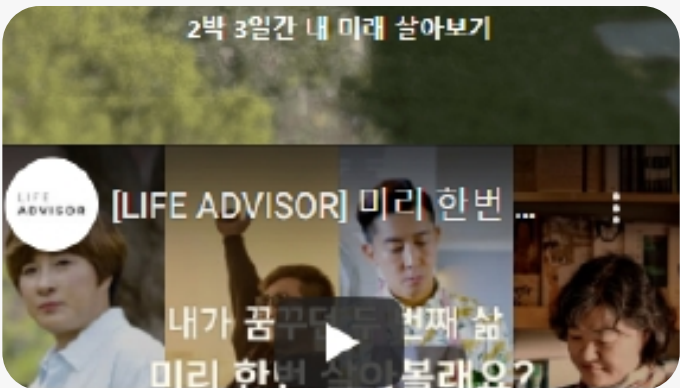
Client	Hanwha Life Insurance Co.,Ltd.
Date	2021.05.01 ~ 2022.07.31
Summary	Life Advisors Online Campaign Operations Agency
Description	Developed a microsite and executed online advertising and event operations for a digital campaign

Website development

Mobile app

Official YouTube

SNS AD



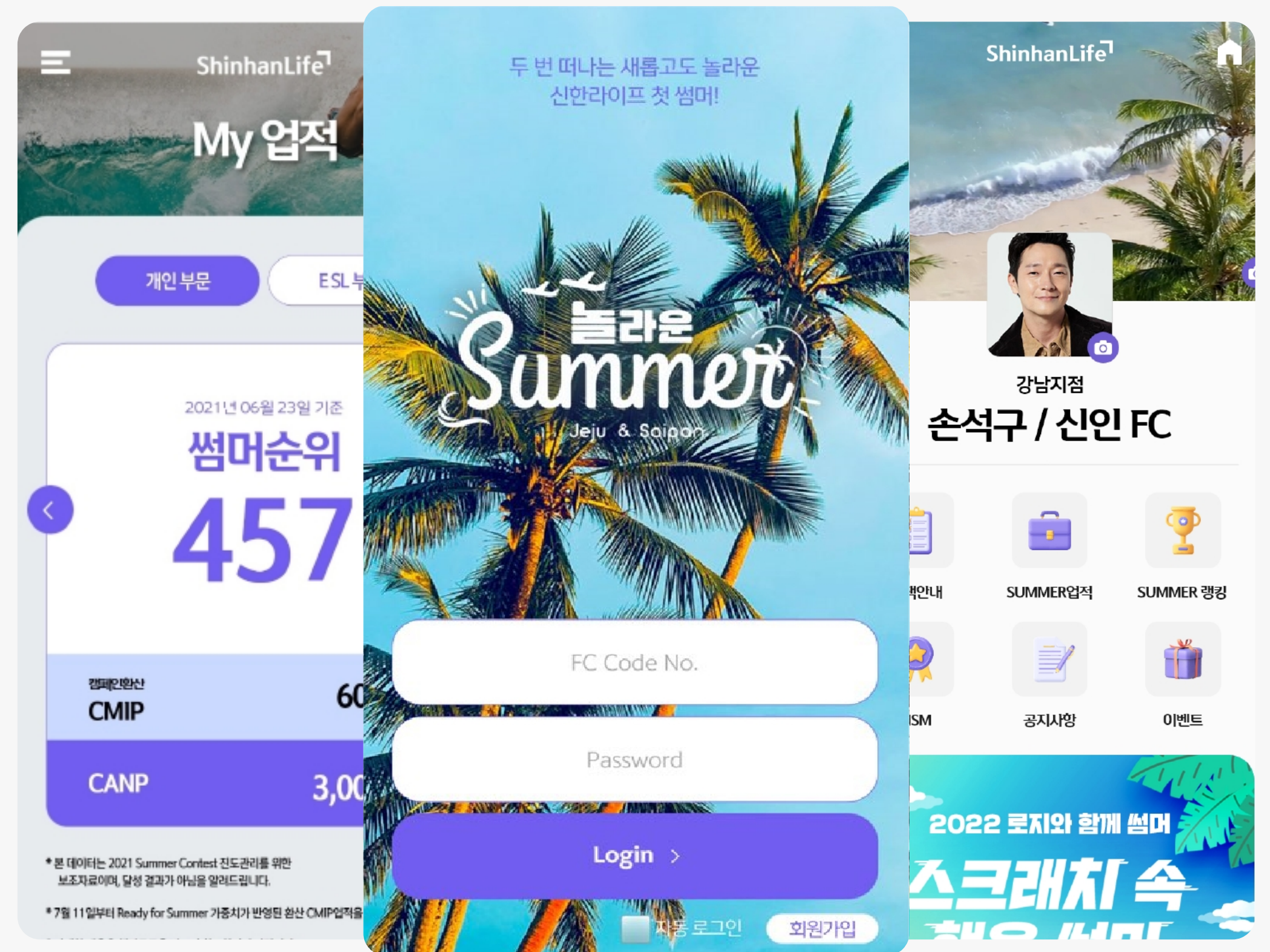
ONLINE MARKETING

Shinhan Life Amazing Summer Development of Achievement Management Tool

Client	Shinhan Life Insurance Co., Ltd.
Date	2021.06 ~ 2021.09
Summary	Development of Summer Contest Performance Management Solution
Description	WEB & MOBILE & APP Design publishing and Maintenance

Website development

Event Management



Life Insurance Social Contribution Foundation (LISCF) Official Blog Operation

Client Life Insurance Social Contribution Foundation (LISCF)

Date 2021.04 ~ 2022.04

Summary Official blog operation to effectively deliver
key news from the foundation

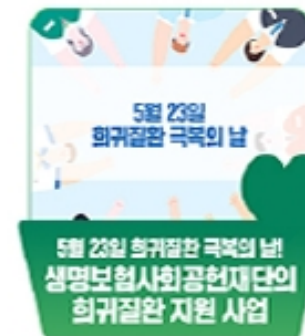
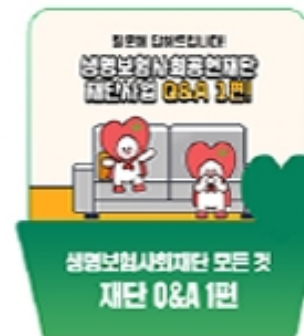
Description Official blog operation and online promotion

Online Promotion

Official Blog



추천 콘텐츠



ONLINE MARKETING

Haman Watermelon CSV Joint Marketing

Client	Haman-gun & Nonghyup & Hanjin Logistics
Date	2020.02 ~ 2021.08
Summary	IMC strategy of Haman Watermelon and implementation
Description	Operation of official SNS channel and online promotion

Official Instagram

Official Facebook

Official YouTube

Network AD

Influential

Online Viral

Production of promotional materials

Offline Promotion



ONLINE MARKETING

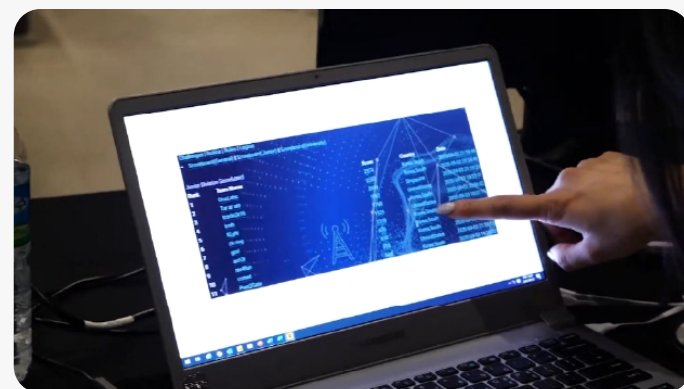
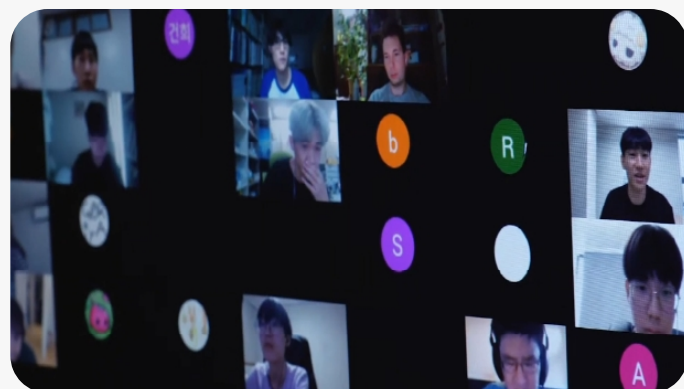
CODEGATE 2020

Operation of Competition and Online Live Broadcast

Client	Hancom
Date	2020.09
Summary	Operation of Hancom CODEGATE 2020 Online Competition
Description	Operation of competition and live broadcast

Operation of the Competition

YouTube live Broadcast



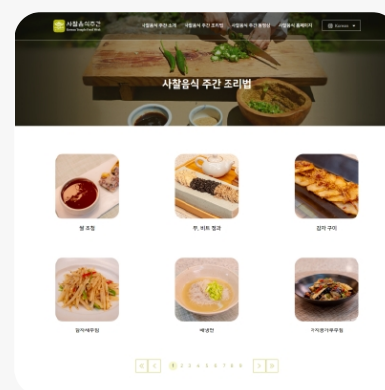
ONLINE MARKETING

Operation of 2020 Korean Temple Food Week

Client	Korean Buddhist Culture Project Group
Date	2020.11.09 ~ 2020.12.28
Summary	Operation of 2020 Korean Temple Food Week
Description	Development of website, video filming and editing etc.

Website development

Online live Lecture



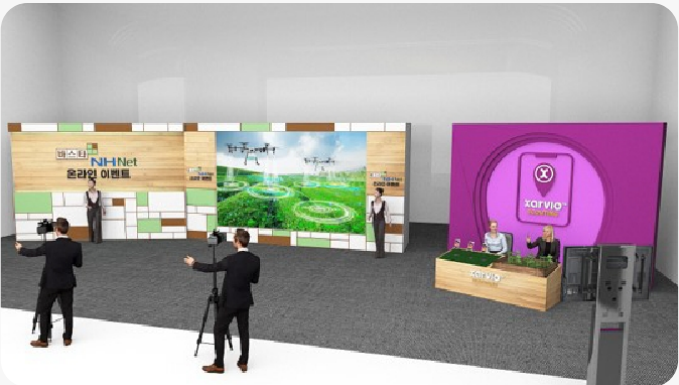
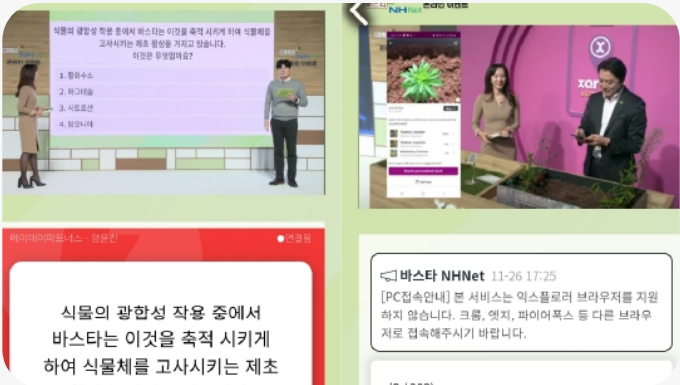
ONLINE MARKETING

BASTA NHNet Online Event

Client	BASF Korea
Date	2020.11.26
Summary	BASTA NHNet Online Event
Description	Online platform development, live streaming ETC.

Online Platform

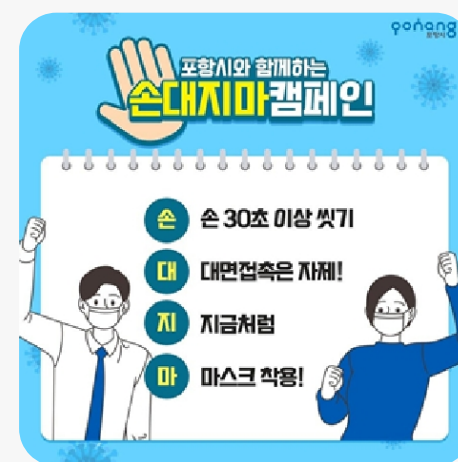
Online live Lecture



ONLINE MARKETING

Pohang City Hall SNS Channel Management

Client	Pohang City Hall
Date	2020.03 ~ 2020.12
Summary	Management of Pohang City Hall's Official SNS Channels
Description	2020 Pohang City Hall SNS Management and Content Planning & Production

[Official Facebook](#)[Official Instagram](#)[SNS AD](#)

ONLINE MARKETING

1st Youth Day Online promotion of Youth Policy Exhibition

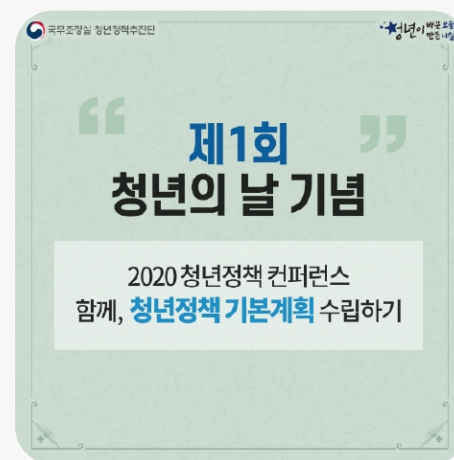
Client	Office for Government Policy Coordination's
	Office for Youth Policy Coordination
Date	2020.09 ~ 2020.09
Summary	Online promotion of Youth Policy Exhibition
Description	Portal site advertisement/Production and promotion of SNS channel contents

Portal site AD

SNS AD

Power Blogger

Community Viral



ONLINE MARKETING

EY Hanyoung 2022 New Year Economic Outlook Seminar

Client	EY Hanyoung
Date	2021.12 ~ 2022.01
Summary	EY Hanyoung New Year Economic Outlook Seminar
Description	New Year Economic Outlook Seminar for Clients and Partners

Platform Development

Webinar



ONLINE MARKETING

2021 BASTA NHNet Online Big Event

Client	BASF
Date	2021.09 ~ 2021.11
Summary	BASTA NHNet Online Big Event
Description	Online platform development, Live streaming, Participation of regional NongHyup buyers and BASTA NHNet members

Online Platform

Online live Lecture



ONLINE MARKETING

HUAWEI AI DAY

Client	HUAWEI
Date	2021.03
Summary	Huawei B2B Webinar
Description	Announcement of new products and introduction of Huawei solutions, Lucky Draw Event
Result	50 key IT customers and invitees to participate

Metaverse Promotions

SNS Event

Website development

Virtual Exhibition Promotion



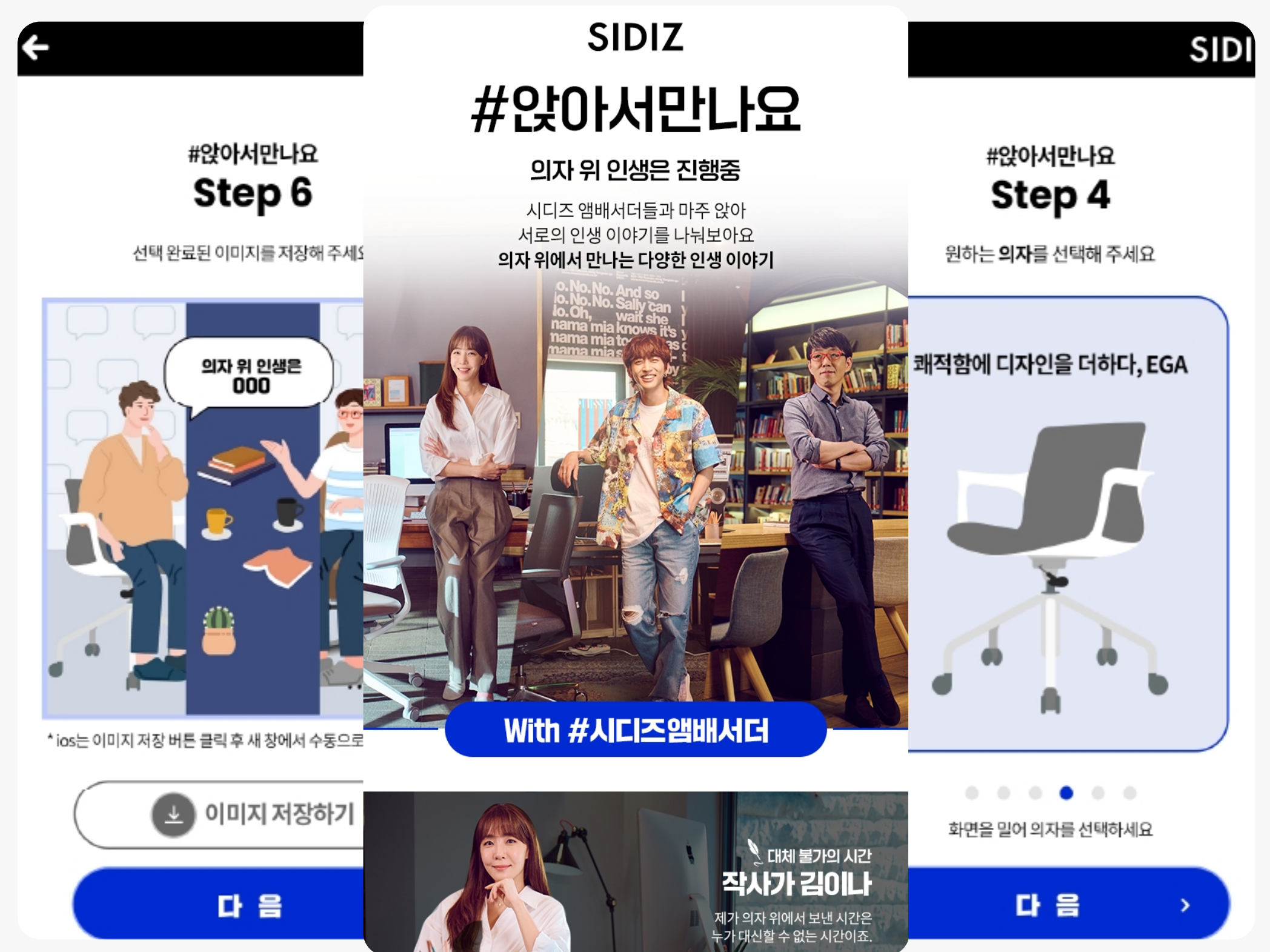
ONLINE MARKETING

SIDIZ #SitWithSIDIZ Online Promotion

Client	SIDIZ
Date	2021.06 ~ 2021.08
Summary	SIDIZ New Campaign Online Promotion
Description	Development and Instagram Live Performance

Website development

Live Broadcasting



ONLINE MARKETING

Hanjin's My Wallet Fruits Gift Card Annual Online Marketing

Client	HANJIN Logistics Corporation
Date	2021.04 ~ 2021.12
Summary	Fruit Gift Card Annual Online Marketing
Description	SNS channel operation, Event planning and production, Promoting the partnership, Online advertising

Online Advertising

Affiliate Event

SNS channel operation



ONLINE MARKETING

Chong Kun Dang Health Eye Clear Online & Offline Marketing

Client	Chong Kun Dang Eye Clear
Date	2019.04 ~ 2022.08
Summary	Increased brand awareness of Eye Clear and delivered information to core target customers
Description	Official blog monthly traffic: 8,086 people

Online Promotion

Portal site AD



A large banner for the Chong Kun Dang Health Eye Clear website. It features a man in a blue shirt holding a tablet displaying various eye health icons. The background is blue with geometric patterns. The text "총근당건강" (Chong Kun Dang Health) is at the top right. The main title is "아이클리어 눈 건강 정보센터" (Eye Clear Eye Health Information Center). Below the man is a yellow button that says "아이클리어 구매하기" (Buy Eye Clear). At the bottom, there are five navigation buttons: "아이클리어 이벤트" (Eye Clear Event), "안과전문의 상담실 질문하기" (Ask a question to the ophthalmologist consultation room), "안과전문의 상담실 답변보기" (View answers from the ophthalmologist consultation room), "일상 속 눈건강" (Eye health in daily life), and "아이클리어 알아보기" (Learn about Eye Clear).

Solgar Korea Official SNS Channel Operation & Online Marketing

Client	Solgar Korea
Date	2018.04 ~ 2022.04
Summary	Increased brand awareness of Solgar and operated SNS channel for product promotion
Description	Official Facebook Fans: 21,781 people / Official Instagram Followers: 3,355 people / Official Blog Monthly Visits: 2,400 people

Official Instagram

Official Facebook

Official Blog

Power Blogger

Influential

Community Viral

SNS AD

Portal site AD



ONLINE MARKETING

Jeju Tourism Association Annual Digital PR Campaign

Client	Jeju Tourism Association
Date	2019.04 ~ 2019.12
Summary	Standard Chartered Bank App Launching PR Video Campaign Produced PR contents for Jeju Tourism Association
Description	Utilized influencers, produced video contents related to Jeju island and conducted SNS promotion

Portal site AD

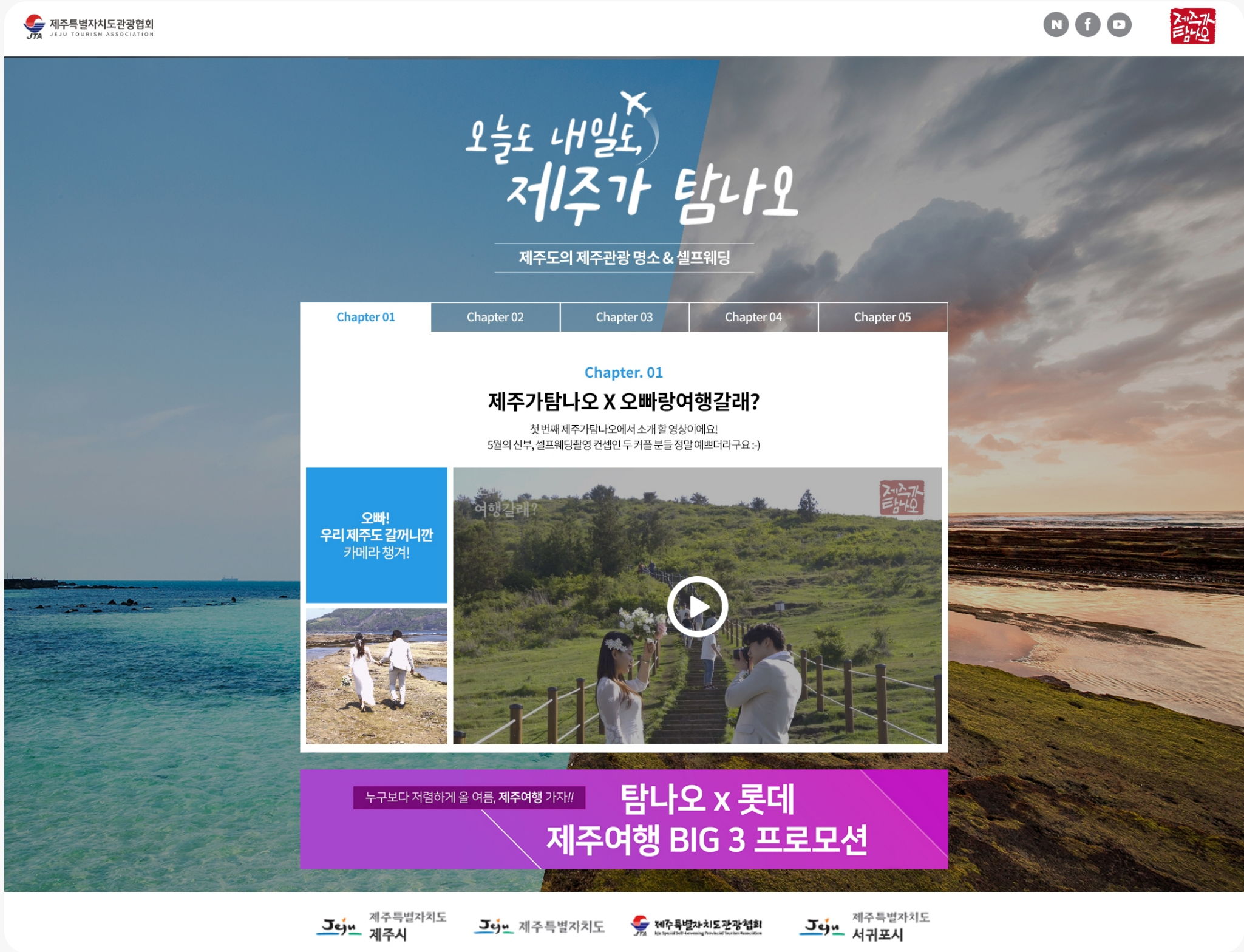
SNS AD

Website development

Video Planning and Production

Influential

SNS Page Viral



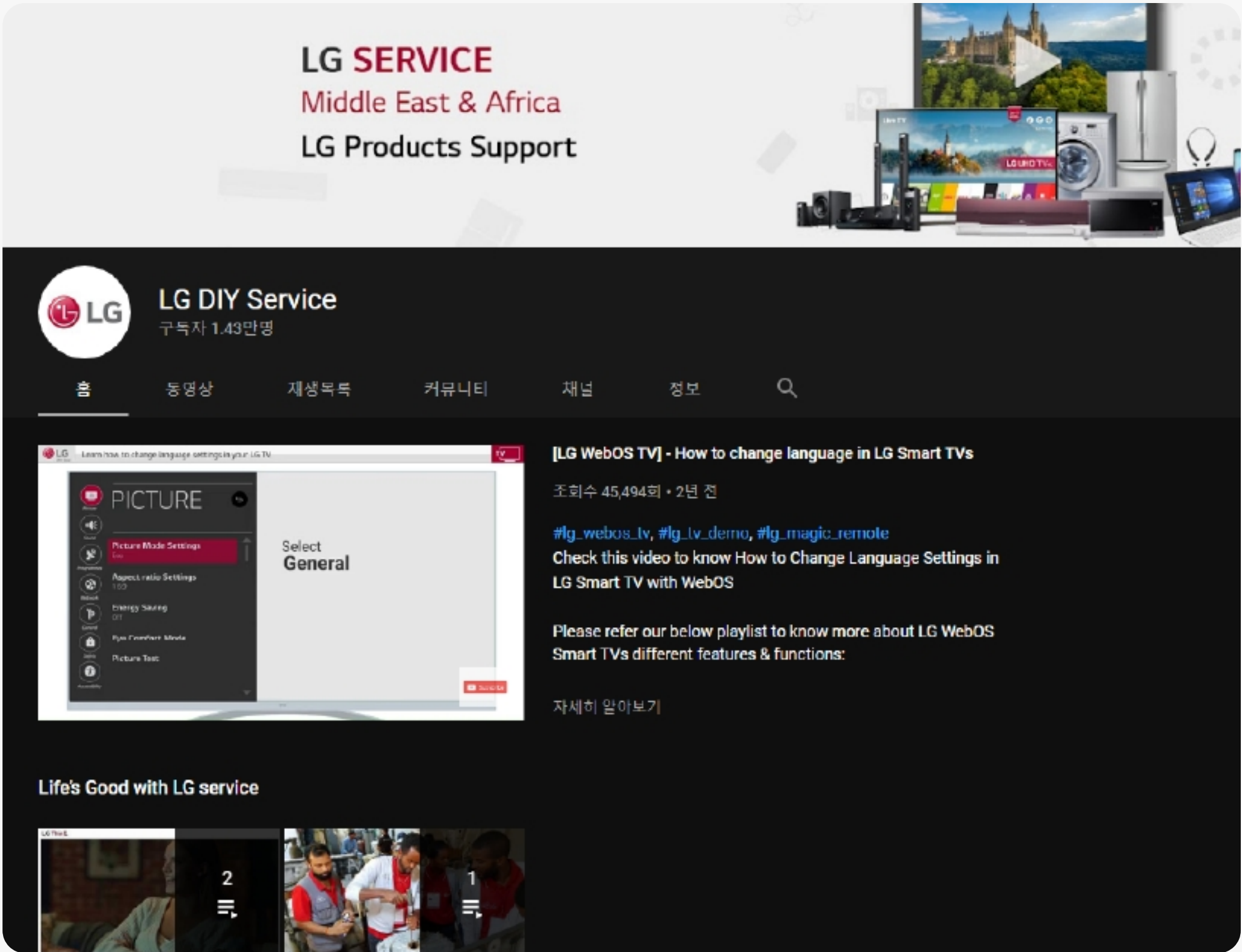
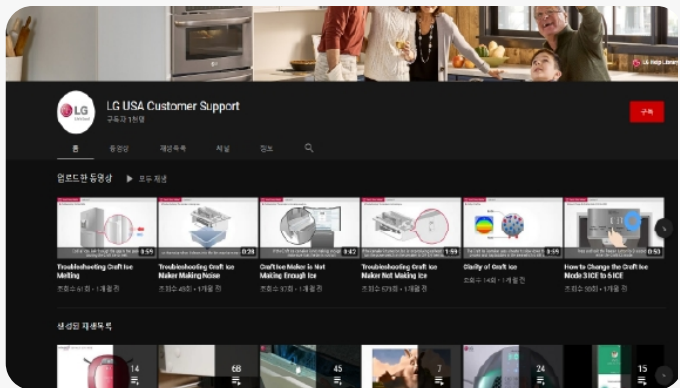
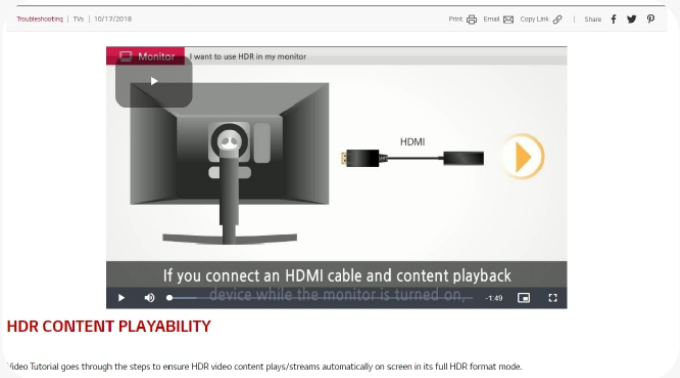
ONLINE MARKETING

LG.COM & YOUTUBE Contents

Sharing DB Build & Indexing

Client	LG
Date	2020.09 ~ 2020.12
Summary	LG CS Contets DB Build and indexing
Description	LG Electronics Global CS video content DB Savings and indexing

Building and Undealing Content DBs



OFFLINE PROMOTION

OVERVIEW



OFFLINE PROMOTION

Media art video production and promotion for Incheon Airport

Client Incheon International Airport Corporation (IIAC)

Date 2025.03 ~ 2026.09

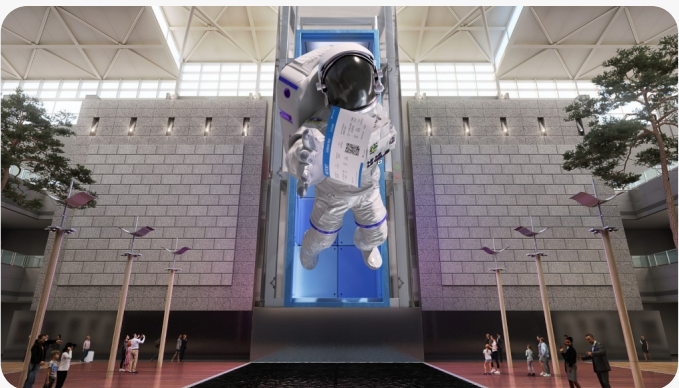
Summary Production of media art content and installation of hardware/software,
On-site operation and promotion

Media art content production and hardware setup

Software installation and on-site operation

Exhibition

Promotion



OFFLINE PROMOTION

Galaxy Book 5 Series Launch Pop-up: Galaxy Aibrary

Client Intel Korea Limited / Samsung Electronics Co., Ltd.

Date 2025.01 ~ 2025.03

Description A Pop-up store in Kyobo Bookstore to commemorate the launch of Galaxy Book 5 series

Offline Promotion

Event Operations

Pop-up Store



OFFLINE PROMOTION

Bithumb Sharing Center

Client Bithumb Sharing

Date 2024.12.24 ~ 2024.12.31

Description Bithumb Sharing Center Open Event

- Offline Promotion
- Event Operations
- Pop-up Store



OFFLINE PROMOTION

Operation and Video Content Production for The Great Taekwondo Tournament

Client Taekwondo Promotion Foundation (TPF)

Date 2024.10 ~ 2025.01

Description Regional performances of The Great Taekwondo,
Operation of The Great Taekwondo finals,
Production of The Great Taekwondo video content

Offline Promotion

Event Operations

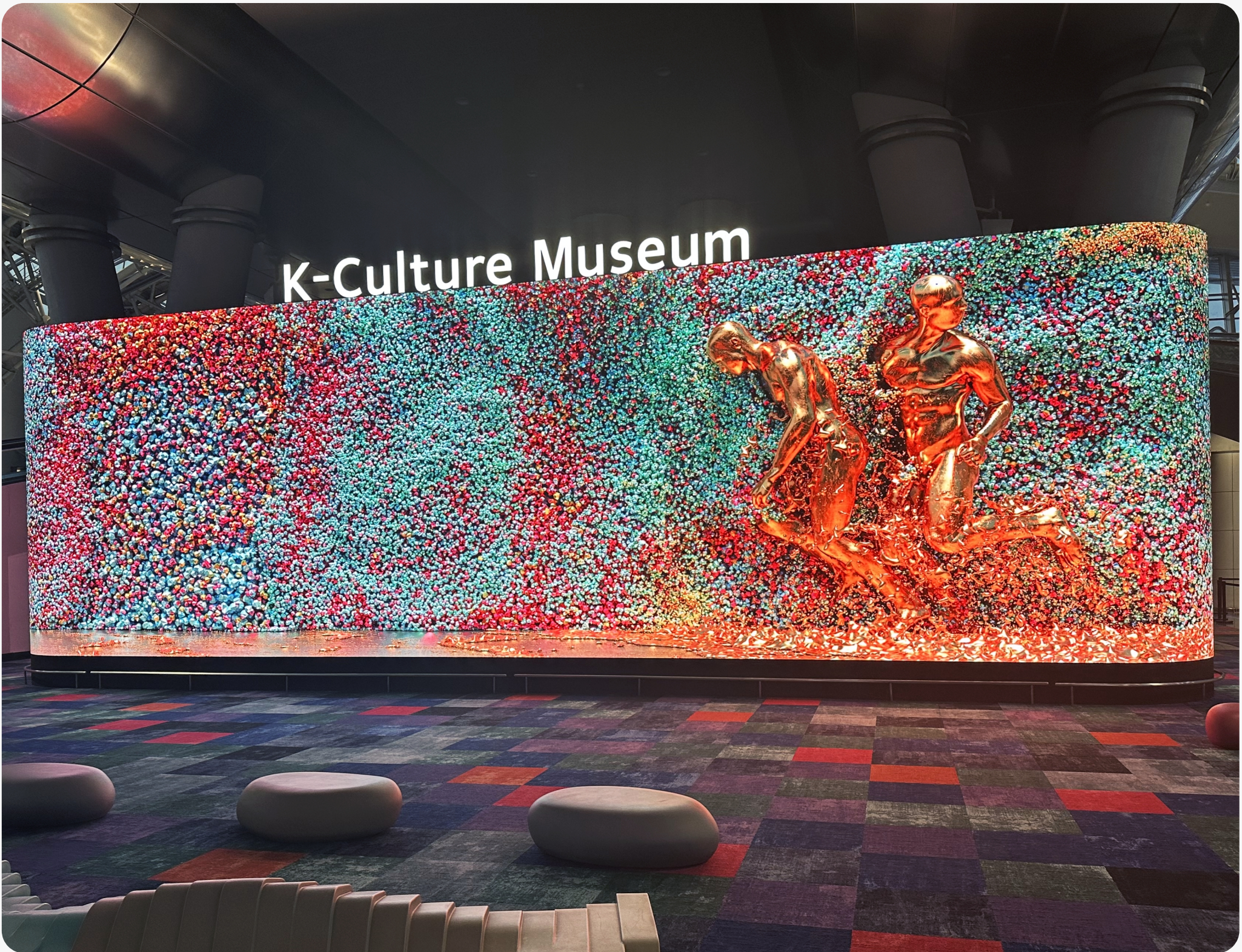


OFFLINE PROMOTION

Korea Creative Content Agency Operation of a new technology convergence content experience base

Client	Korea Creative Content Agency (KOCCA)
Date	2024.03 ~ 2025.03
Summary	Korea Creative Content Agency Annual operation of new technology convergence content experience base
Description	K-Culture Attraction at Sejong Center (Experience Zone Site), Permanent operation of the K-Culture Museum at Incheon Airport, Operation of the K-Culture Media Art Screen at the Seoul Museum of History

- Offline Promotion
- Event Operations
- Media Art Exhibition



OFFLINE PROMOTION

Michelob ULTRA

Launch Promotion by OB Beer

Client	OB Beer
Date	2024.05.17
Summary	Brand Launch Promotion
Description	In commemoration of the launch, an ultra shot challenge event will be held with a combination of Han River & Beer & Golf

- Brand Marketing
- Launch Promotion
- Ambassador Marketing
- Influencer Marketing



OFFLINE PROMOTION

Samsung Electronics' All-in-One Pro New product launch press conference

Client	Samsung Electronics Co., Ltd. (SEC) / Intel Korea Limited
Date	2024.02.20
Summary	New product launch press conference
Description	New Product Launch Media Invitation and New Product Conference, Press Promotion

Offline Event

Media Day

PR



OFFLINE PROMOTION

ASUS New Product Preview Event

Client	ASUS Korea
Date	2024.02.20
Summary	Conrad Seoul
Description	New Product Launch Media & Partner Conference

- Offline Event
- Media Day



OFFLINE PROMOTION

HI-HAT Global Audition Pop-Up

Client	Hi-Hat Co., Ltd. (Hi Hat Entertainment)
Date	2023.12.08 ~ 12.10
Summary	New Entertainment Rookie Discovery Project
Description	New Entertainment Promotion and Audition Experience Pop-up Store

Offline Event

Pop-up Store



OFFLINE PROMOTION

Shinhan Gallery ‘MEET HERE’

Client	Shinhan Bank
Date	2023.10.06 ~ 10.19
Summary	Shinhan Gallery Yeoksam Exhibition Operation
Description	Brand character planning exhibition

Gallery Exhibition

Customer Experience



OFFLINE PROMOTION

DAUSPICE X NOICE

Shinsegae Gangnam Pop-up Store

Client	GRAYGO Corp. & BE:LEAD Entertainment
Date	2023.10.06 ~ 10.19
Summary	Brand Pop-up Store
Description	Create and operate brand sales pop-up store space

Offline Event

Pop-up Store



OFFLINE PROMOTION

China West International Tourism Exhibition GRAYGO Group Hall

Client	GRAYGO (Kakao Enterprise fashion brand)
Date	2023.07
Summary	Chengdu, Tsansung, China / Promoting brand IP and products
Description	Product exhibition and fashion show

Overseas Exhibition

Fashion Show

Event



OFFLINE PROMOTION

2023 Powerful Daegu Music Festival

Client	Daegu Metropolitan City
Date	2023.09.23 ~ 2023.09.24
Summary	2023 Powerful Daegu Music Festival with Daegu Meta Live Operation
Description	Booth operation and on-site event execution at Powerful Daegu Music Festival Highlight video production for winning teams

- Offline Promotion
- Event Operations
- Video Planning and Production
- Production of promotional materials



OFFLINE PROMOTION

2023 Kiaf Seoul & Frieze Seoul with G-Culture Festa

Client	Gangnam-gu Office
Date	2023.09.06 ~ 09.09
Summary	The Gangnam Cultural Art Festival linked to global art festival
Description	Music P&B, Art & City lounge, and Borawoon

Festival

Performance

Exhibition



OFFLINE PROMOTION

Daegu Promotional Pop-up Store at Hanam Starfield

Client	Daegu Foundation for Culture & Daegu Metropolitan City
Date	2023.09.18 ~ 09.30
Summary	Pop-up exhibition of urban tourism promotion projects
Description	Tourism promotion and customer experience events

Offline Event

Pop-up Store



OFFLINE PROMOTION

Three Major Cultural Regions Pavilion at the 2023 Seoul International Tourism Fair

Client	Daegu Foundation for Culture & Daegu Metropolitan City
Date	2023.05
Summary	Exhibition promoting urban tourism
Description	Tourism promotion and customer experience events

Domestic Exhibition

Event



OFFLINE PROMOTION

Huawei booth at the 2023 Green Expo

Client	Huawei Korea
Date	2023.04
Summary	Green Energy Expo brand exhibition hall
Description	Tourism promotion and customer experience events

Domestic Exhibition

B2B Event



OFFLINE PROMOTION

The 16th EY Entrepreneur Of The Year™

Client	EY Korea
Date	2022.11.10
Summary	The 16th EY Entrepreneur Of The Year™
Description	Awards prepared for customers and partners, Live streaming

Award Ceremony

Live streaming



OFFLINE PROMOTION

Shinhan Bank New SOL Unpack

Client	Shinhan Bank
Date	2022.10.20
Summary	Operation of the Shinhan Bank New SOL Unpack event
Description	Exhibition of products and services, stage events, livestreaming, and operation of pre-experience space

Offline Promotion

Event Operations

Exhibition



OFFLINE PROMOTION

ASUS Consumer Dealer Seminar

Client	ASUS Korea
Date	2022.10.19 ~ 2022.10.21
Summary	Business Seminar for ASUS Korea Partners
Description	Seminar and awards prepared for partners

Seminar

Workshop

Award Ceremony



OFFLINE PROMOTION

ASUS Commercial Business Workshop

Client	ASUS Korea
Date	2022.07.20 ~ 2022.07.22
Summary	Business Workshop for ASUS Korea Partners
Description	Workshops prepared for partners

Offline Promotion

Event Operations

Exhibition

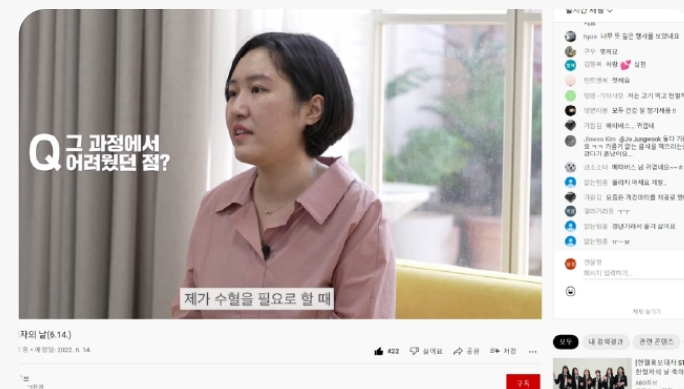


OFFLINE PROMOTION

2022 World Blood Donor Day (6.14.)

Client	Korean Red Cross
Date	2022.06.14
Summary	2022 World Blood Donor Day
Description	Use stage events, live streaming, and metaverse

Event Operations



OFFLINE PROMOTION

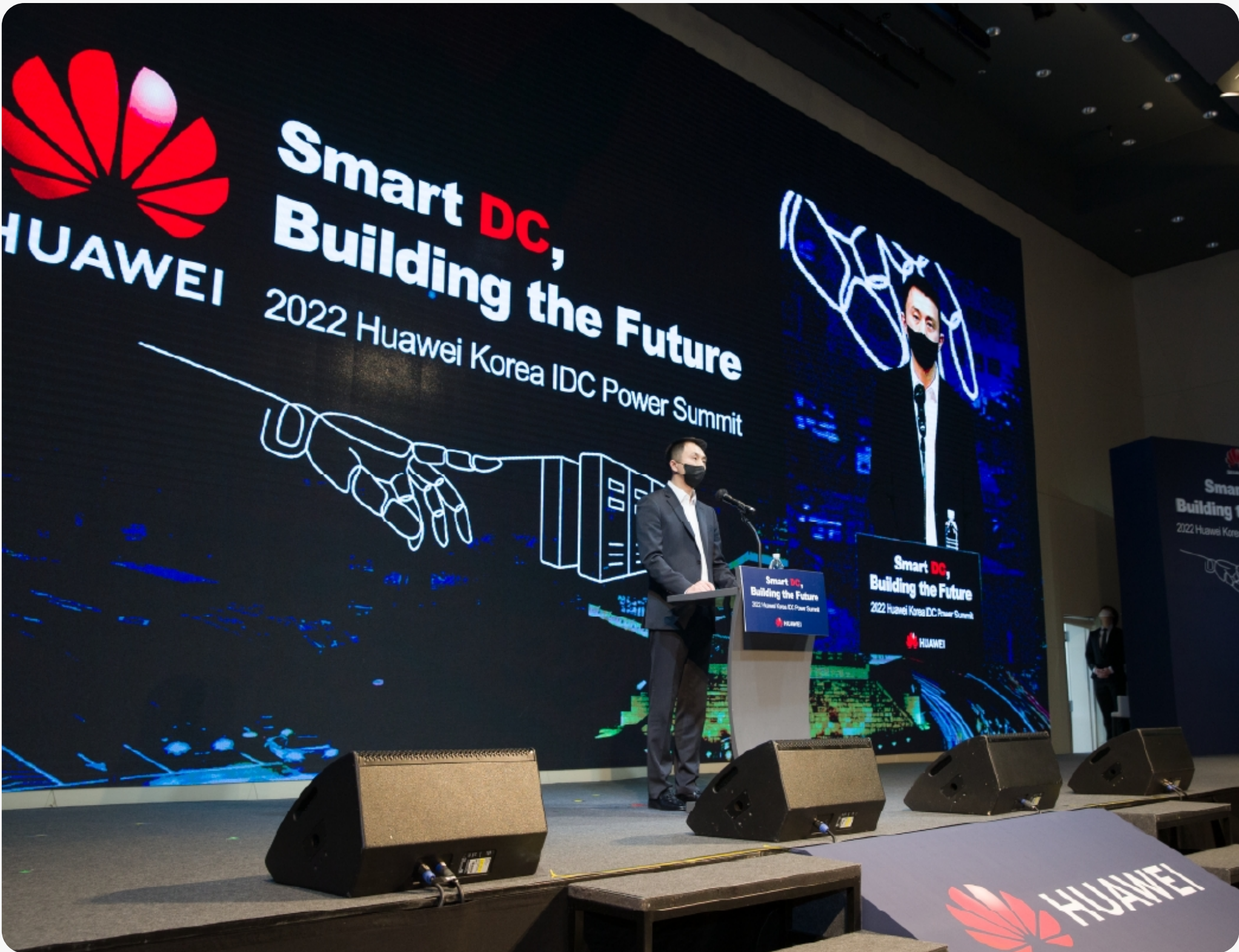
2022 Huawei Korea IDC Power Summit

Client	Huawei
Date	2022.03.22
Summary	Huawei Korea IDC Conference
Description	Conference prepared for customers and partners

Offline Promotion

Conference

Exhibition



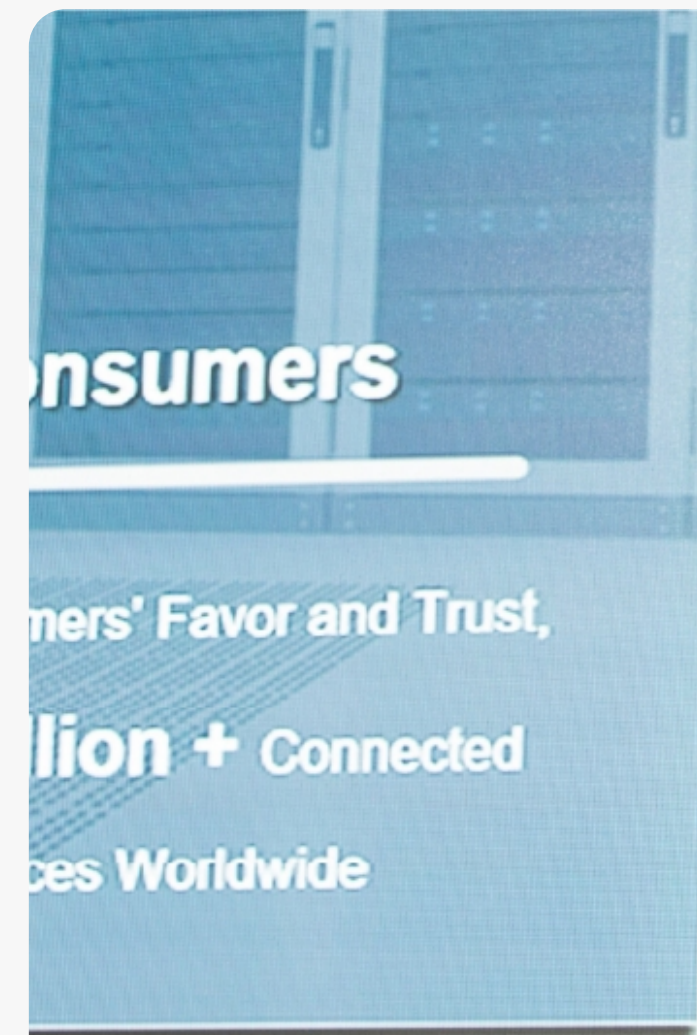
OFFLINE PROMOTION

2022 Huawei Korea Partner Summit

Client	Huawei
Date	2022.02.24
Summary	Operation and awards ceremony
Description	Conference and partner companies prepared for customers and partner companies

Offline Promotion

Conference



estimated)

JSD



OFFLINE PROMOTION

2021 Hi Seoul Business Festival

Client	Hi Seoul Business Association
Date	2021.12.17
Summary	Promising SMEs in Seoul 2021 Hi Seoul Enterprise Festival
Description	Product and service exhibitions, stage events, livestreaming

Offline Promotion

Conference



OFFLINE PROMOTION

2021 HEY! STARTUP & STARTUP BOXING DAY

Client	Hey! Startups Foundation
Date	2021.12
Summary	2021 HEY! STARTUP & STARTUP BOXING DAY
Description	Product and Service Exhibition, Talk Concert, Exhibition Curator Tour Salon Program, Live Commerce Hosted

Offline Promotion

Conference

Exhibition



OFFLINE PROMOTION

2021 Huawei Korea Partner Summit

Client	HUAWEI
Date	2021.04
Summary	2021 Huawei Partner Awards and Strategy Presentation
Description	2021 Huawei Korea Strategic Direction, Channel Policy, New Product and Case Presentation, Outstanding Partner Awards Ceremony, Exhibition Showcase, and Prize Event will be held
Result	Participants and performance of 50 engineers and performances About 100 online attendance of partner companies



OFFLINE PROMOTION

2021 Korea 5G Open Lab

Client	HUAWEI
Date	2021.06
Summary	Huawei Korea 5G Open Lab Production
Description	Production of demonstration space for Huawei Korea 5G service

Offline Promotion



OFFLINE PROMOTION

The 18th Korea Educational Technology&Contents Fair

Client	ASUS
Date	2021.05
Summary	The 18th Korea Educational Technology&Contents Fair ASUS Booth
Description	Product exhibition

Offline Promotion

Conference

Exhibition



OFFLINE PROMOTION

Preview of 2020 ASUS Gaming AMG Line-up

Client	ASUS
Date	2020.06
Summary	Operation of preview of 2020 ASUS Gaming AMD Line-up
Description	Presentation of new product launching of gaming AMD and product experience
Result	On-site participation by reporters, influencers, partner companies

Event Operation



OFFLINE PROMOTION

South Korean 4th Industrial Revolution Festival Huawei Hall

Client	Huawei
Date	2020.12
Summary	Huawei Hall in the South Korean 4th Industrial Revolution Festival
Description	Special invitation and demonstration, product experience
Result	Approximately 3,000 visitors in the exhibition booth

- Booth Production
- Booth Operation

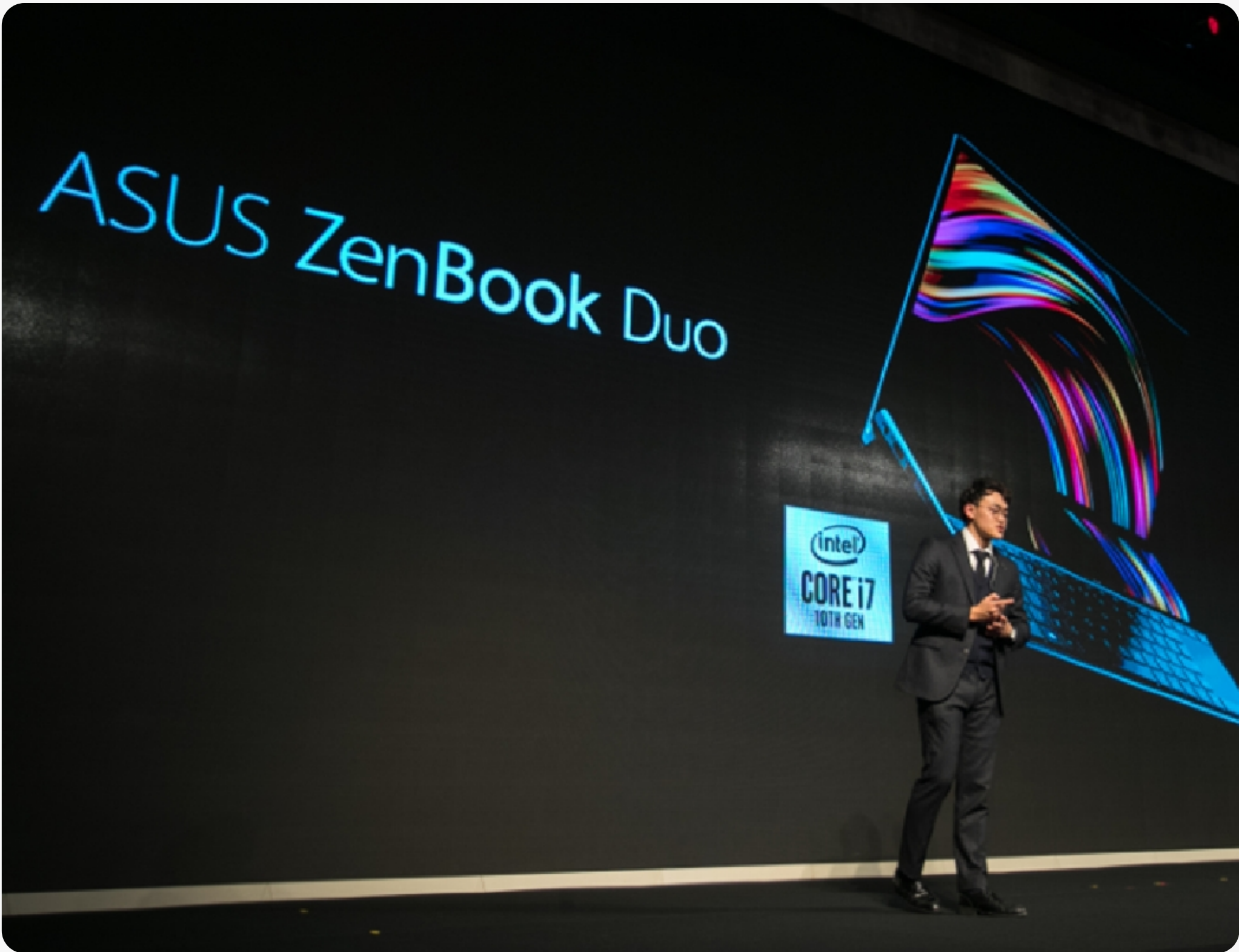


OFFLINE PROMOTION

ASUS Zenbook Launch & Creator Conference

Client	ASUS
Date	2019.11
Summary	ASUS ZenBook Launching Show & Creator Conference
Description	ASUS ZenBook commemoration speech and contents creator (ITSub, Minho) Conference + Conference linked Online AD and Creator Contents viral
Result	300 participants including partner officials, PR, main creators, power bloggers etc.

- Launch Show
- MCN collaboration
- Network AD
- Influential
- Portal site AD
- Conference



OFFLINE PROMOTION

11 Street November 11th Celebration Campaign Promotion

Client	11 Street Corp.
Date	2019.11.11
Summary	11 Street November 11th Campaign Promotion
Description	Produced MNC video for offline promotion in Lotte Department Stores nationwide, produced PR package for November 11th Celebration
Result	15,000 + people for on-site participation

Offline Promotion

MCN collaboration

Production of promotional materials



OFFLINE PROMOTION

OOH Promotion of Samsung-Intel Notebook Celebrating the 2018 Pyeongchang Winter Olympics

Client	2018 Pyeongchang Winter Olympics
Date	2018.01 ~ 2018.03
Summary	OOH Promotion Program of Samsung-Intel Notebook
Description	Events and promotional operations
Result	59,347 + people in Pyeongchang station / 168,058 + people in Jinbu station / 373,517 + people in Gangreung station Passenger Collection Information (2018.02.09 ~ 25)

Offline Promotion



WEB & MOBILE

OVERVIEW

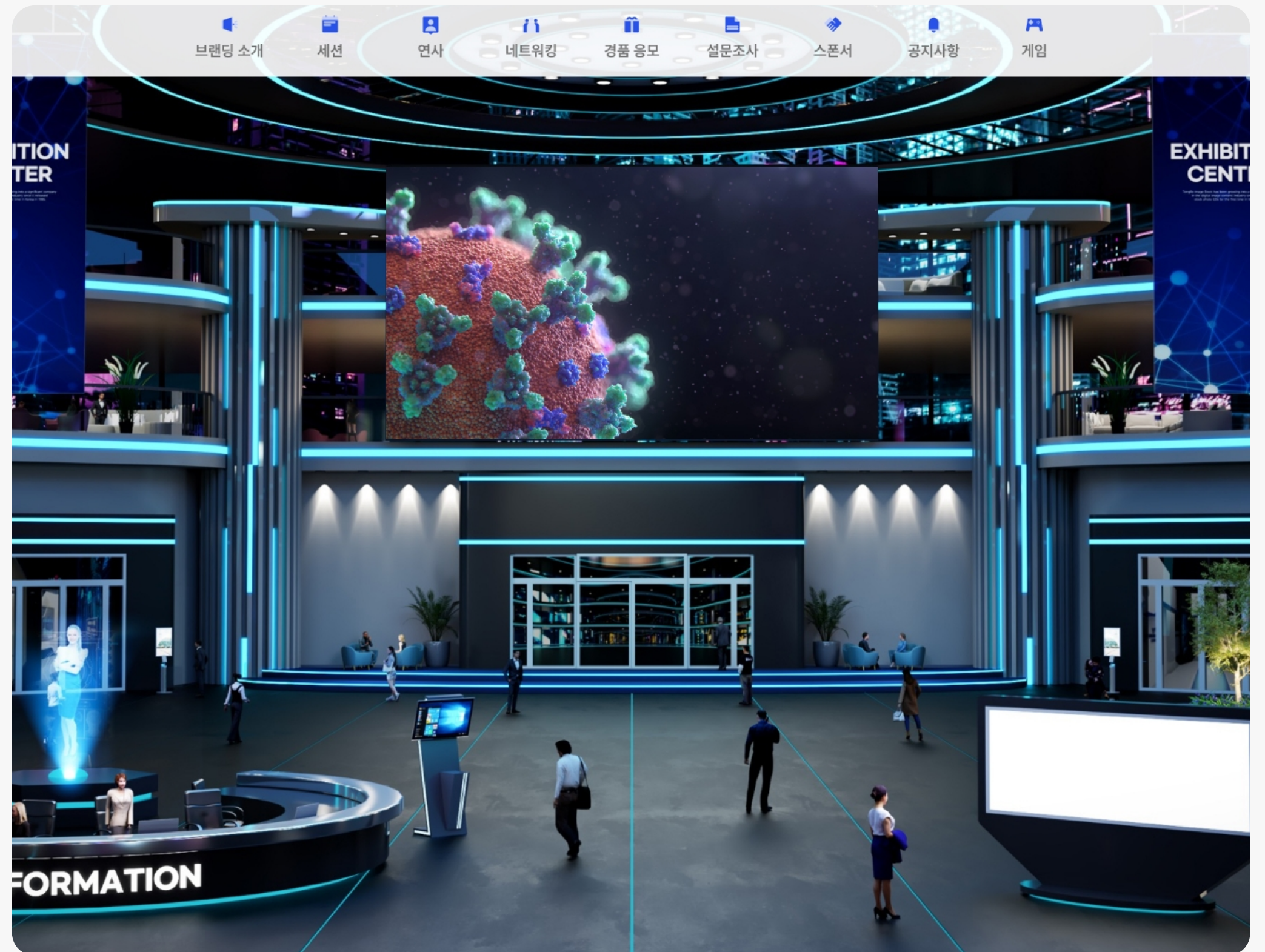
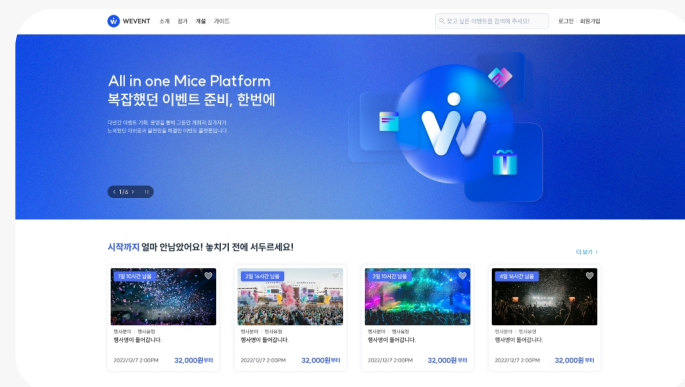


WEB & MOBILE

All-in-One Mice Platform WEVENT Self-development

Client	Mayday Partners
Date	2022.10 ~
Summary	Establishment and operation of online and offline all-in-one MICE platform
Description	PRE - Various events menu settings and promotion methods LIVE - Participants and real-time customer management POST - Statistics provide statistics

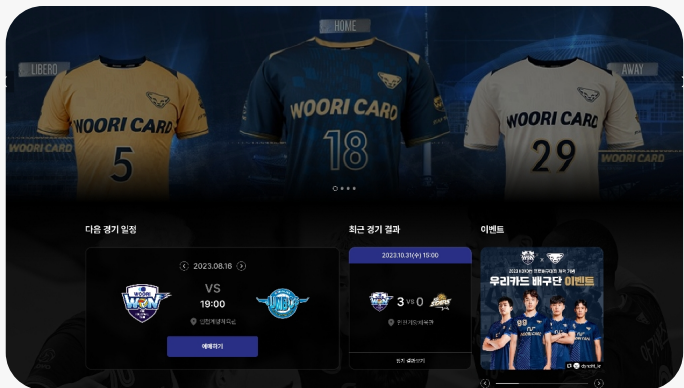
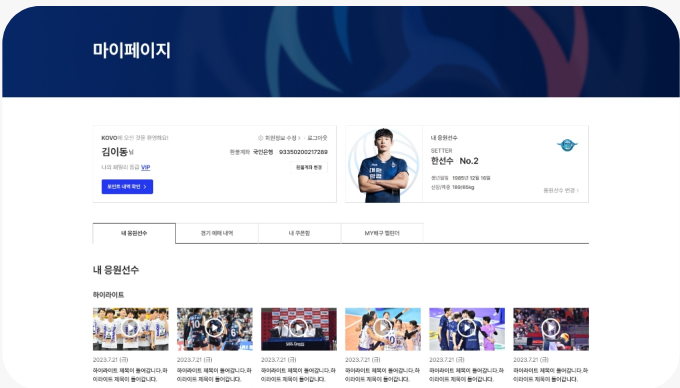
Website development



KOrea VOlleyball Federation (KOVO) Homepage/APP New Construction and Operation

Client	Korea Professional Sports Association (KPSA)
Date	2023.09 ~ 2024.05
Summary	New construction and operation of Homepage/APP
Description	Operational Homepage Integrated business rights - tickets, shopping malls

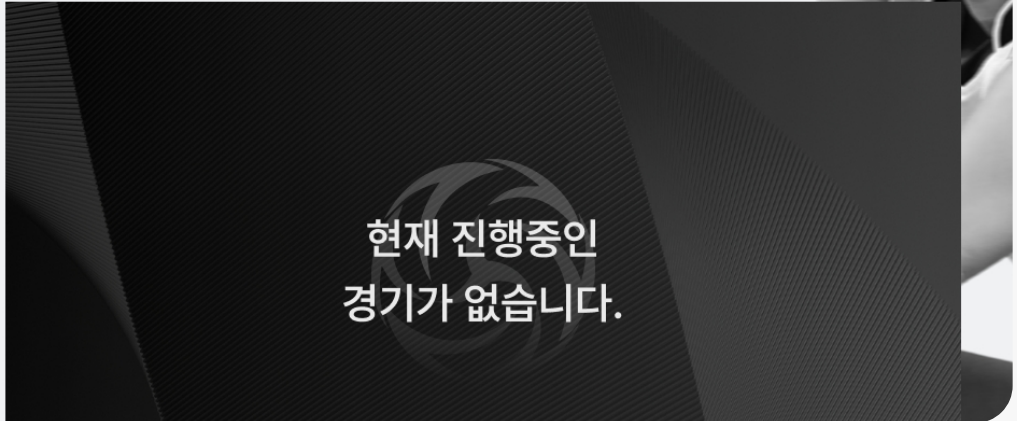
Website development



남자부 LIVE



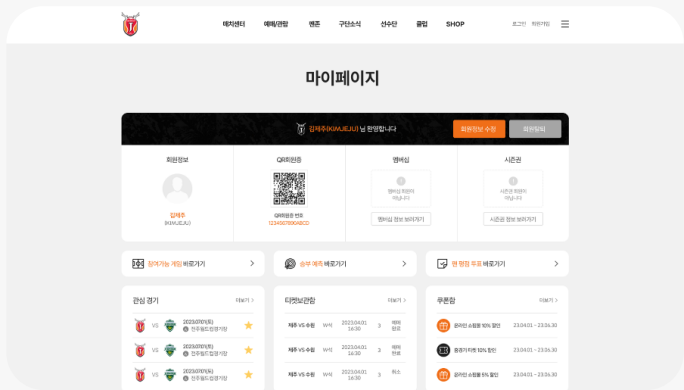
여자부 LIVE



Jeju United FC Homepage/APP Advancement Business

Client	Jeju United FC
Date	2024.02 ~
Summary	Website/APP Advancement & Operations
Description	Jeju UTD homepage/app construction, Ticket company/shopping mall/ match result/player physical API link, Managing System Server Stabilization, Development of general rights/season rights intuitive certification system, Data CRM Interworking

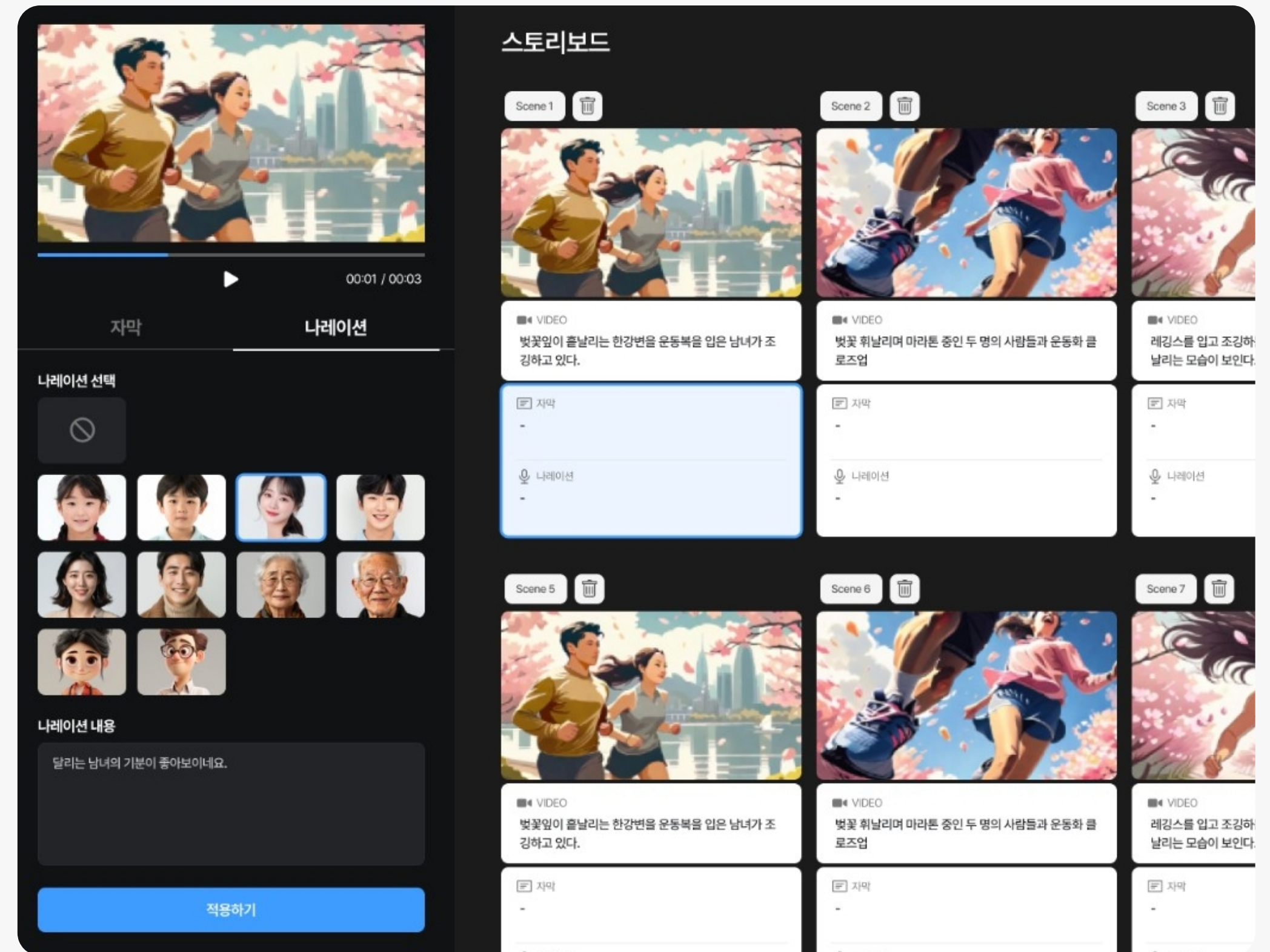
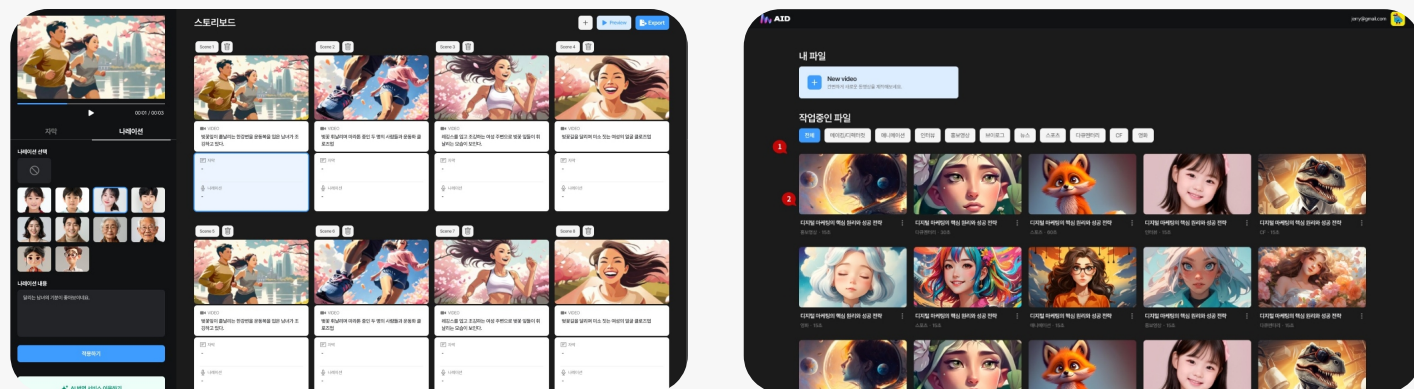
- Website development
- Building a Mobile APP



2024 AI Media · Cultural Enjoyment Expansion Project

Client	National IT Industry Promotion Agency (NIPA)
Date	2024.04 ~ 2025.12
Summary	Generative AI based creative assistance service that supports pre-advertising video production easily and quickly
Description	Increase work efficiency by developing auxiliary services for experts in advertising fields such as advertising companies and advertising producers and supporting demonstration

Website development



WEB & MOBILE

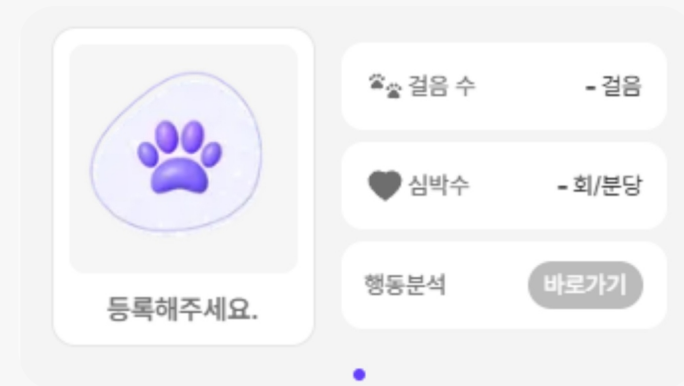
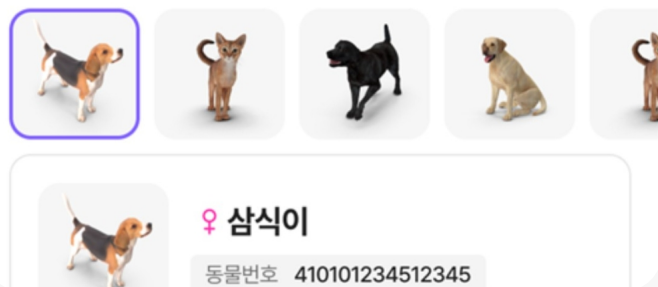
2023 Culture and Tourism Development Project (PETAVERSE)

Client	Korea Creative Content Agency (KOCCA)
Date	2024.04 ~ 2025.12
Summary	Integrated care services incorporating 3D production, NFT registration and healthcare for pets
Description	Integrated care services for pets only (Pet Digital IP Protection / 3D Avatar AI Creation / Abnormal Behavior AI Analysis and Healthcare)

Website development

Building a Mobile APP

펫 헬스케어



Supporting the Creation of 2022 Metaverse Content (ROBLOX IN RAVA LAND)

Client Korea Creative Content Agency (KOCCA)

Date 2022. 03 ~ 2022. 12

Summary Using the best animation IP in Korea, 'RAVA LAND' is reproduced

Description We are developing four casual real-time multiplayer games based on iconic scenes from the RAVA animation, reimagined to address emerging social issues related to pets. Designed for children and teens worldwide, the games offer simple controls and easy accessibility.

Website development



WEB & MOBILE

2022 Metaverse Platform Development Support Project : Memorial Metaverse

Client	Korea Radio Promotion Association (RAPA)
Date	2022.12 ~
Summary	Memorial Metabus Production
Description	Human IT Solution that adds [sensitivity] to [technology], A special purpose metaverse that contains memories and memorials for the deceased

Website development

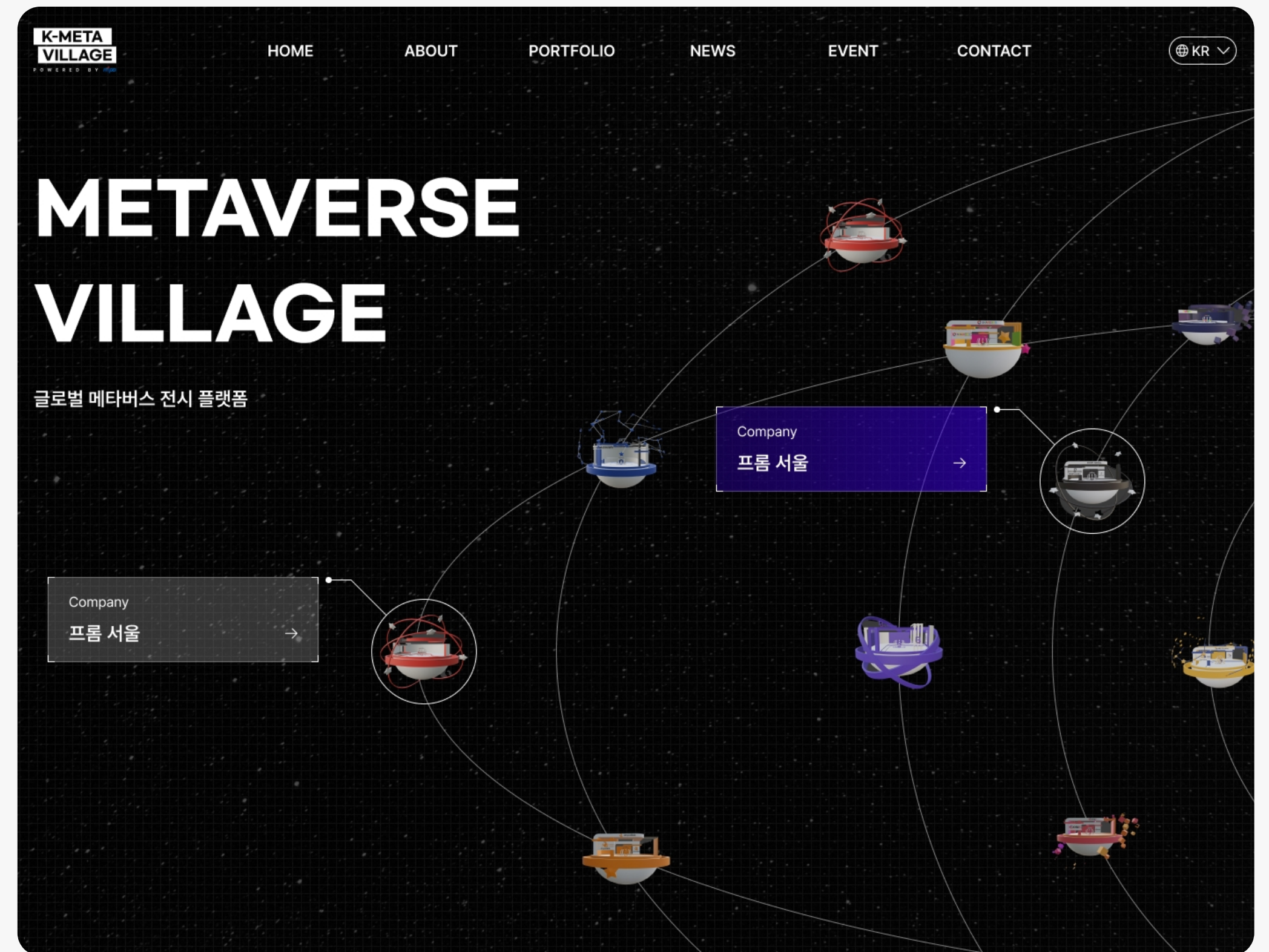
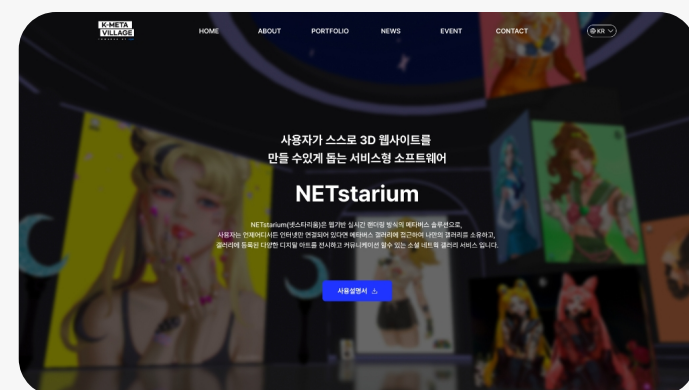
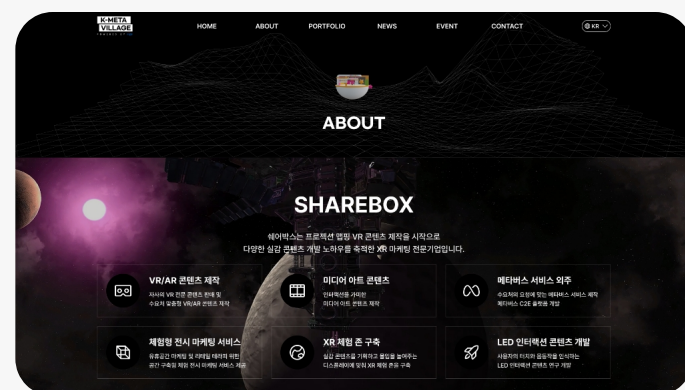
Metaverse



Global Metaverse Website Construction Project

Client	National IT Industry Promotion Agency (NIPA)
Date	2023.10 ~ 2023.12
Summary	Website
Description	Provides a variety of content to customers with events that are available within the website, not on the platform Enterprise introduction, video/photography, consultation application, news menu provision, and exposure to core content for each company's services

Website development



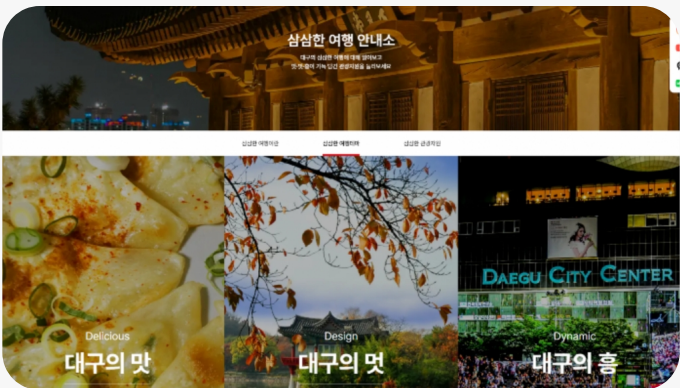
Integrated Branding Website Project for the Three Major Cultural Regions

Client	Daegu Foundation for Culture & Arts
Date	2022.12 ~ 2023.12
Summary	Creating a responsive website for the integration of branding in the Three Major Cultural Regions
Description	WEB & MOBILE Design Publishing Development and Maintenance, Three Major Cultural Regions Online Public Relations Center Operation 3D lobby, Video/Live Chat, Building an Administrator (Survey · EDM sending function, providing insight data)

WEB

MOBILE APP

Maintenance



WEB & MOBILE

Dokdo Experience Center Homepage Renewal Project

- Client

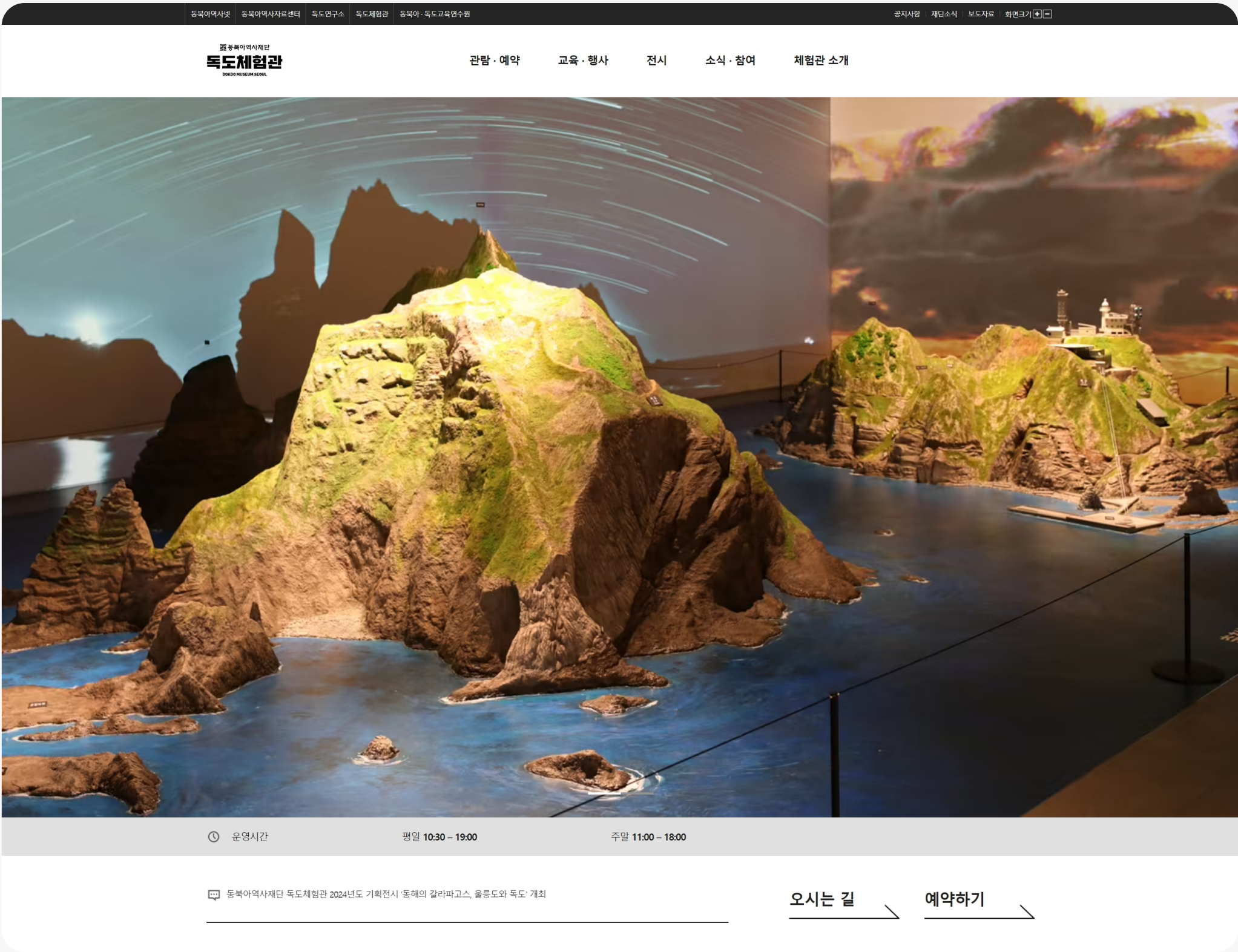
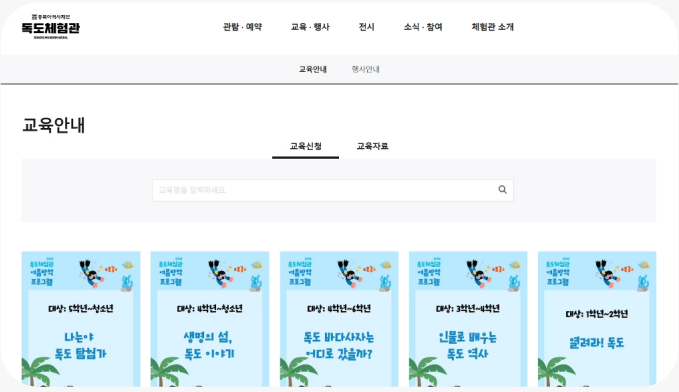
Northeast Asian History Foundation
- Date

2022.06 ~ 2022.10
- Summary

website production
- Description

Multilingual pages, real-time scheduling and management capabilities, and administrator pages

Website development



WEB & MOBILE

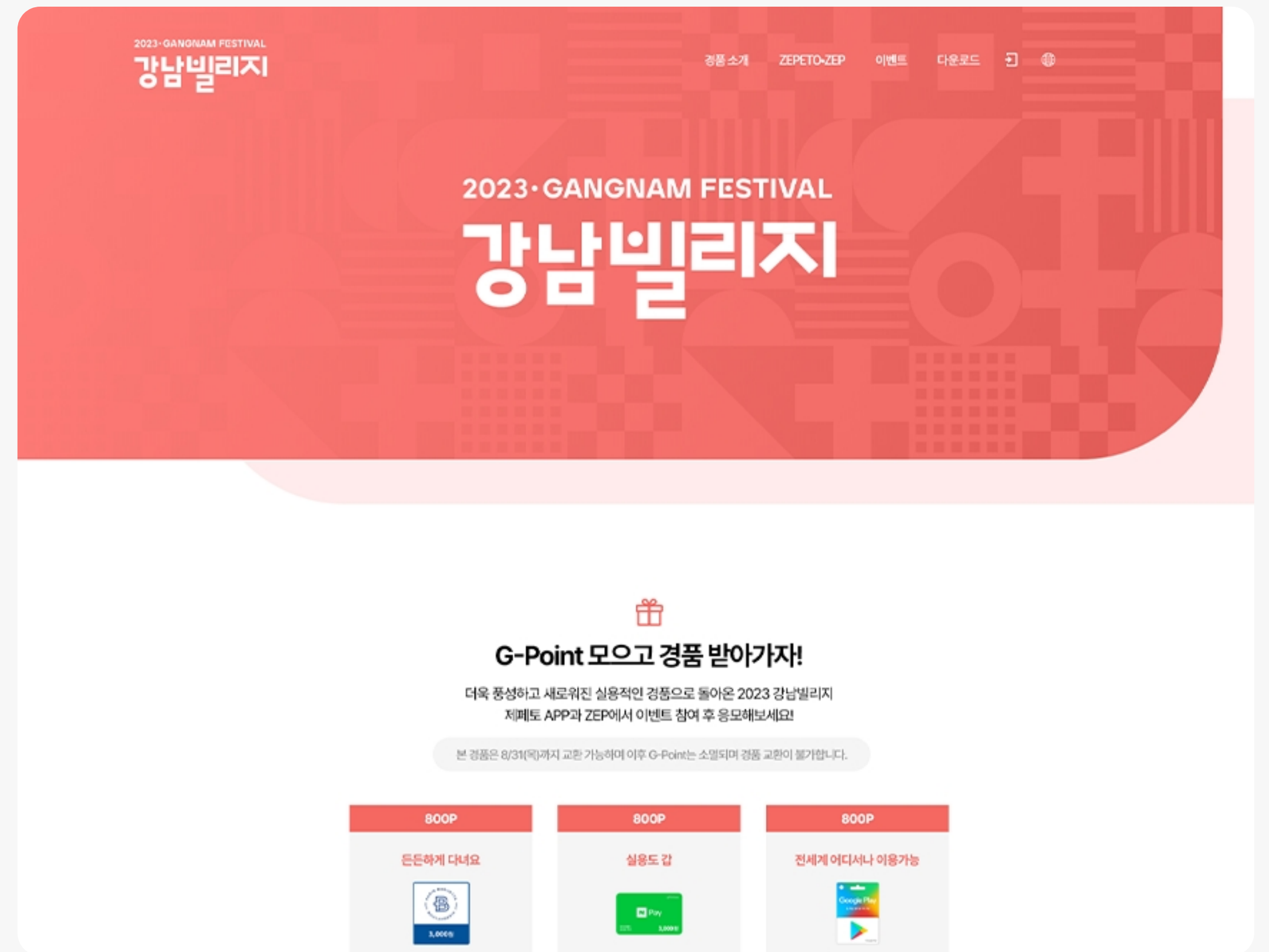
Gangnam Village Metaverse homepage

Client	Gangnam-gu
Date	2023.05 ~ 2023.12
Summary	Creating a responsive website for Gangnam Village's website
Description	Development and Maintenance of WEB & MOBILE Design Publishing

WEB

MOBILE APP

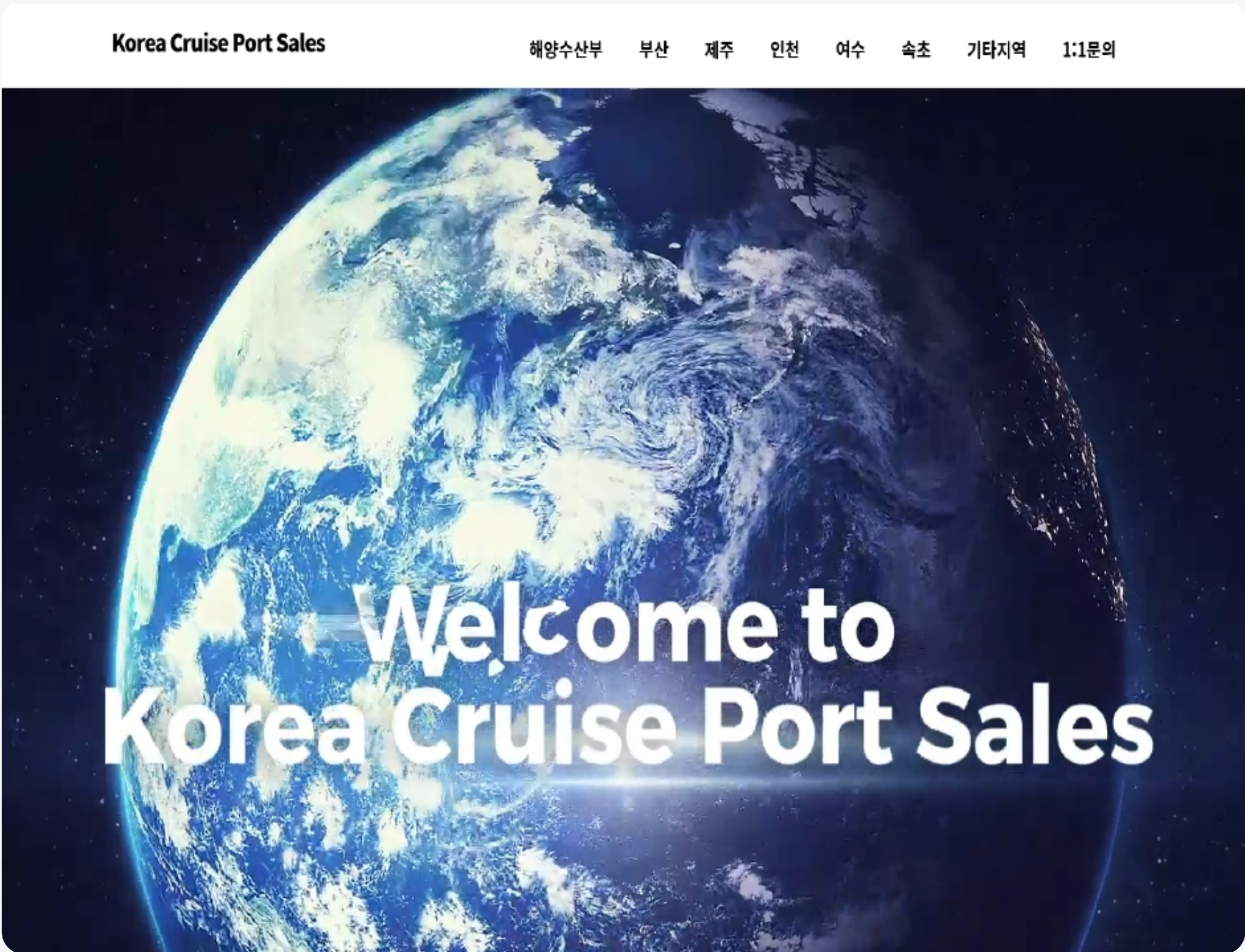
Maintenance



Ministry of Oceans and Fisheries Cruise Homepage Renewal Construction

Client	KORAIL
Date	2021.06
Summary	Renew Korea Cruise Port Sales homepage
Description	Web site development

WEB



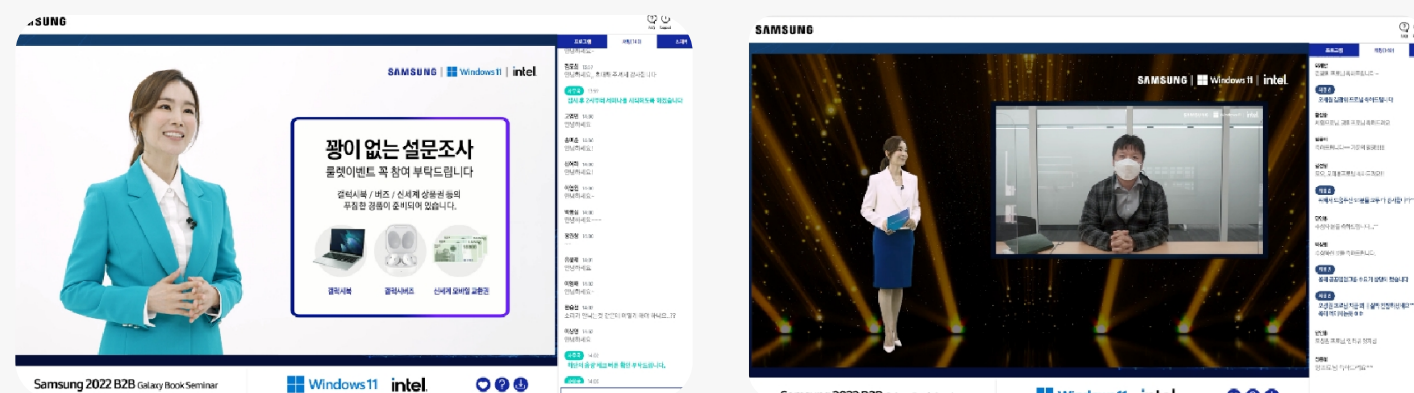
WEB & MOBILE

2022 SAMSUNG B2B Galaxy Book Seminar

Client	SAMSUNG
Date	2021.11.01 ~ 2021.12.28
Summary	B2B Samsung Galaxy Book Seminar Operation Acting
Description	Developing online platform development and live streaming

Online Platform

Online live Lecture



2020 Tokyo Olympics Team Korea House Online Public Relations Officer

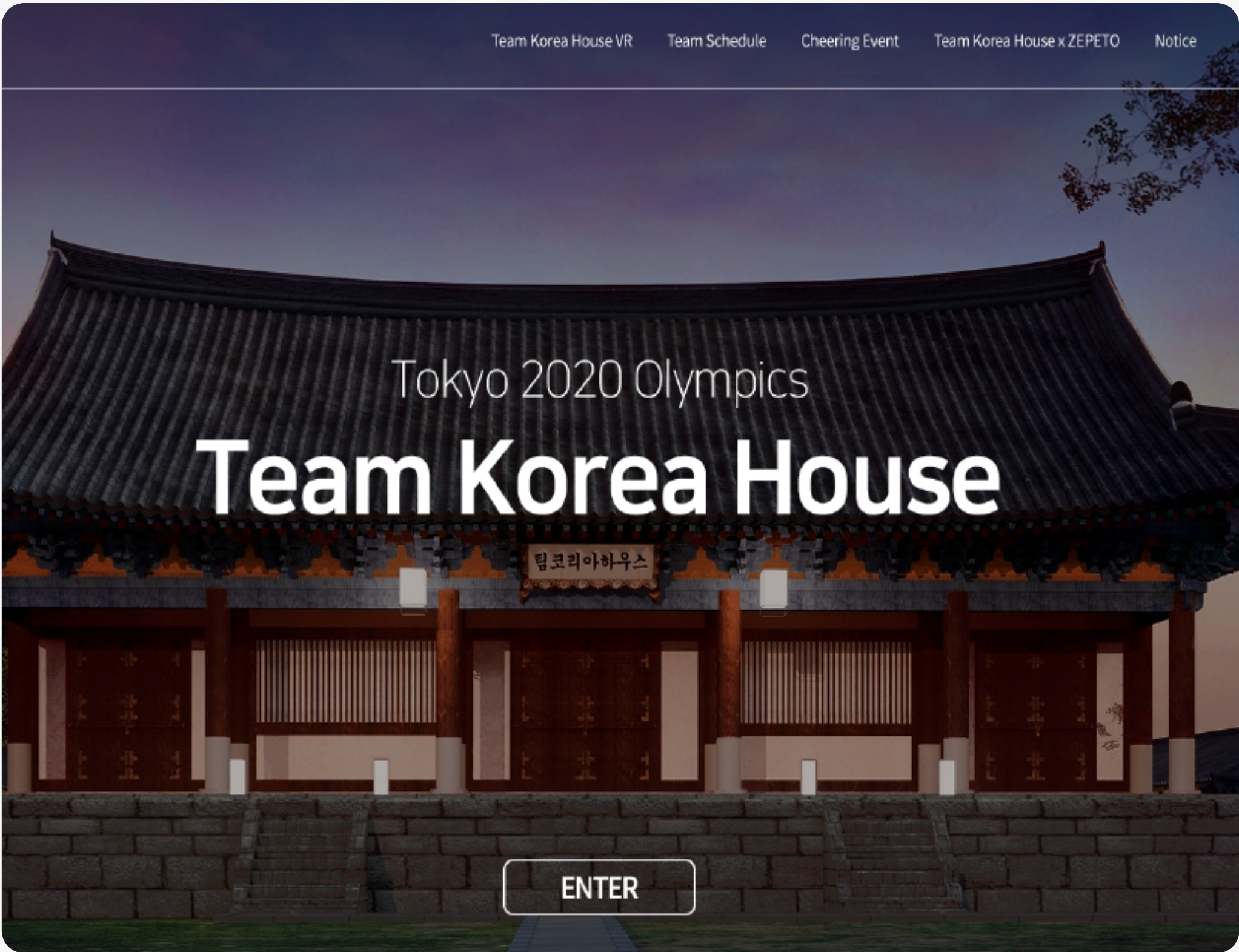
Client	Korean Sport & Olympic Committee (KSOC)
Date	2021.07
Summary	The official online promotion center of Korean Sport & Olympic Committee <Team Korea House>
Description	Building a 3D Virtual Exhibition Hall and 2D Web Site Production of Zepeto (Metabus) linked to event promotion (SNS events, support messages and quiz events using snow filters)

Metaverse Promotions

SNS Event

Website development

Virtual Exhibition Promotion

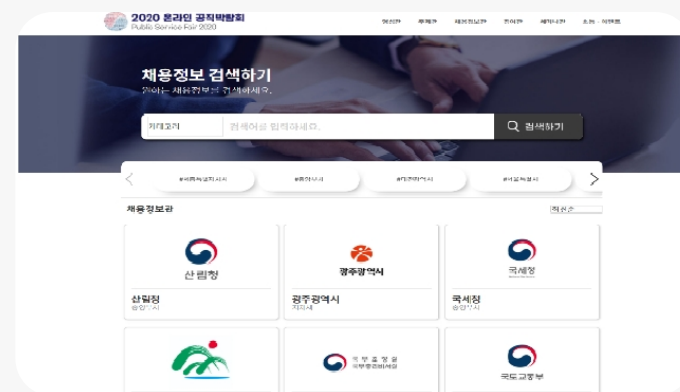


Public Service Fair 2020

Client	Ministry of Personnel Management (MPM)
Date	2020.11.12 ~ 12.09
Summary	Planning and Operation of Public Service Fair 2020
Description	Design and production of the website of Public Service Fair Production and promotion of various contents related to public office About 140,000 web page visitors

Expo Planning

Expo Operations



WEB & MOBILE

SAP TECHNOLOGY SUMMIT

Client SAP Korea

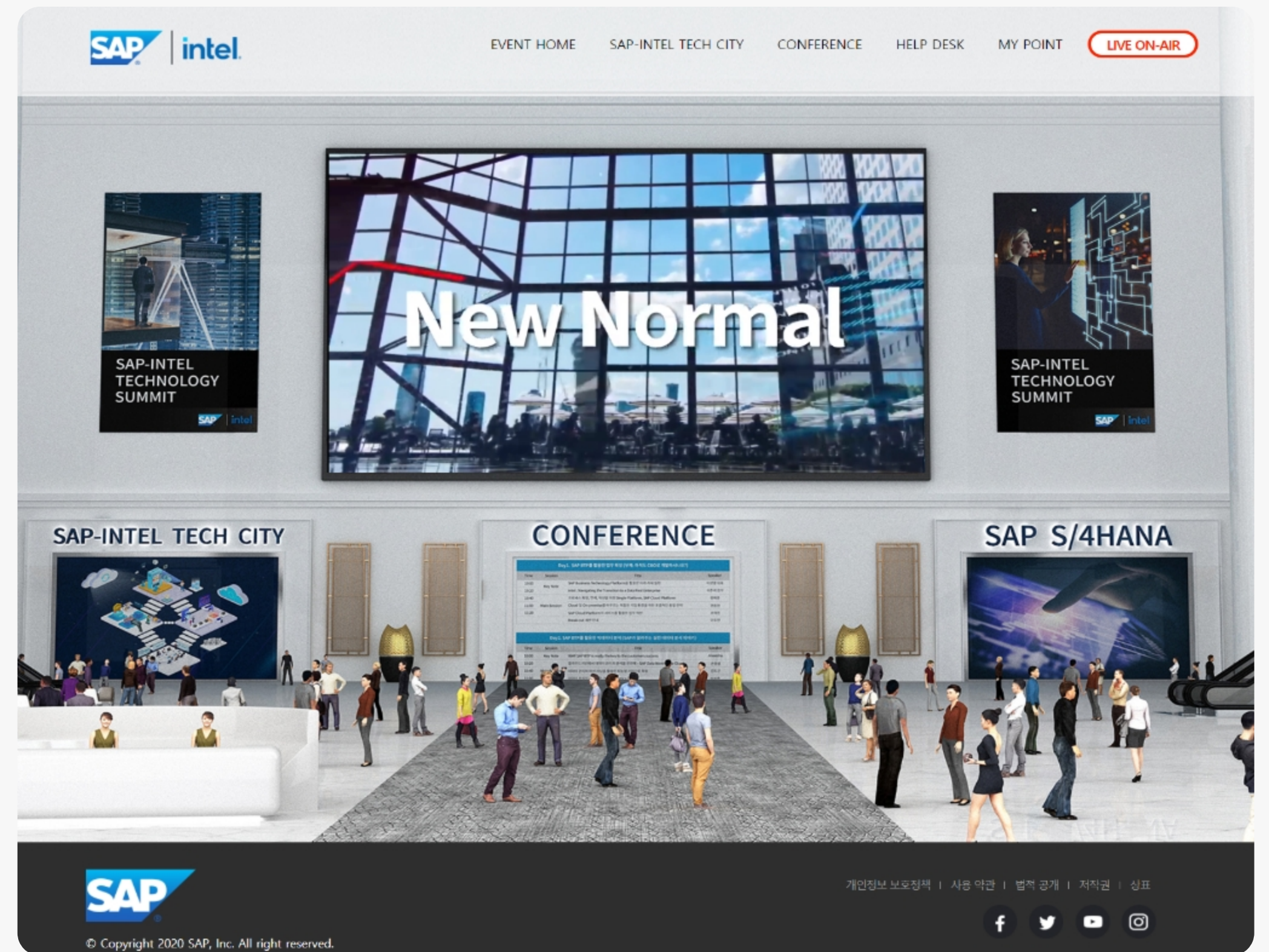
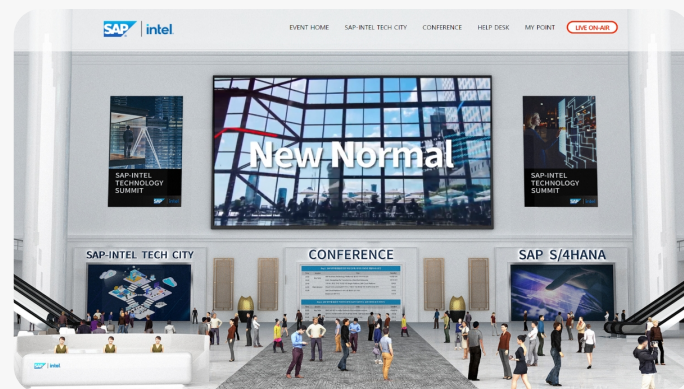
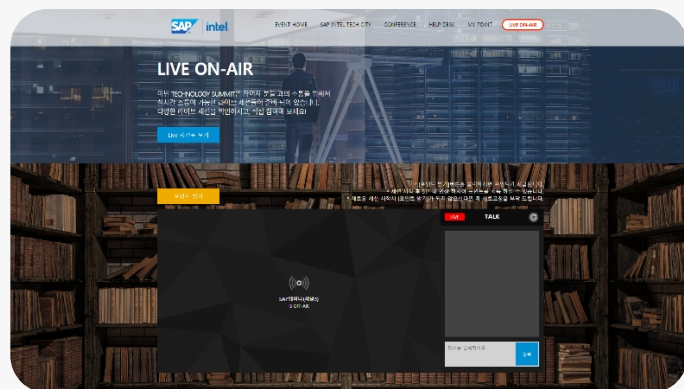
Date 2020.11.24 ~ 11.26

Summary SAP TECHNOLOGY SUMMIT

Description SAP TECH CITY, Conference ETC.

Isometric

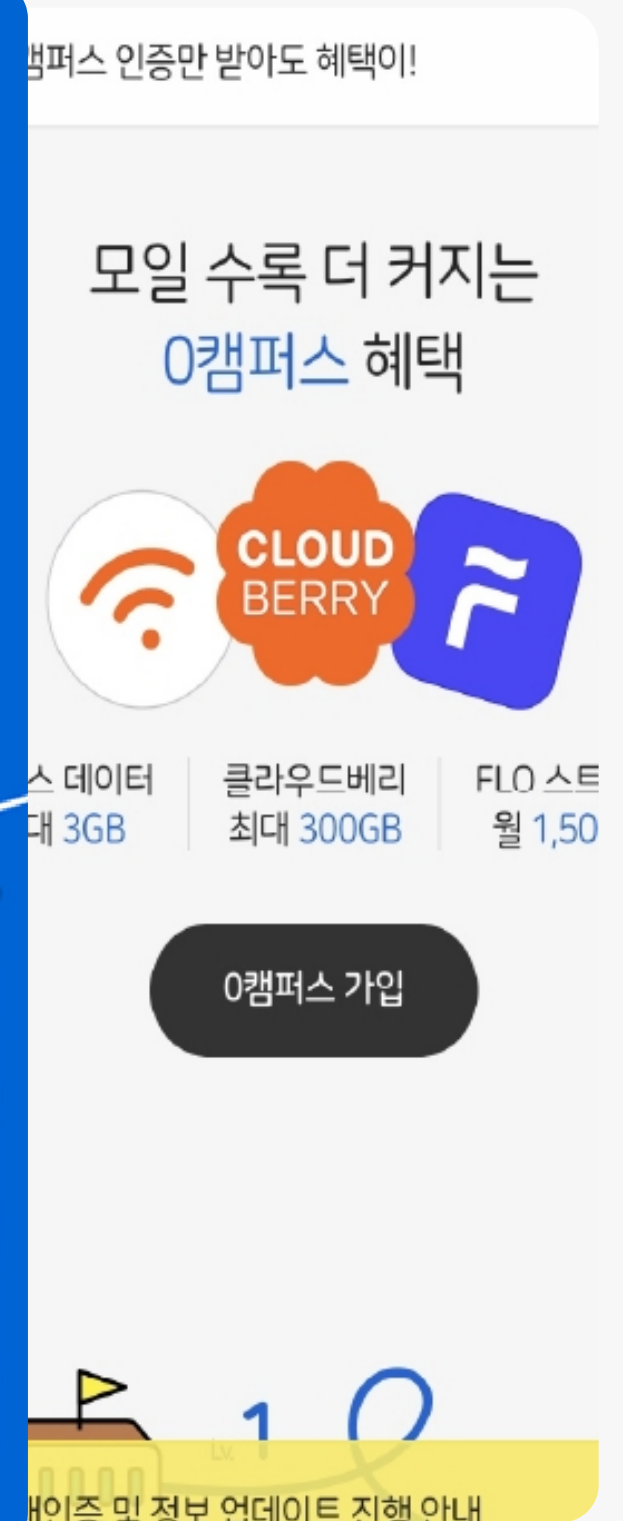
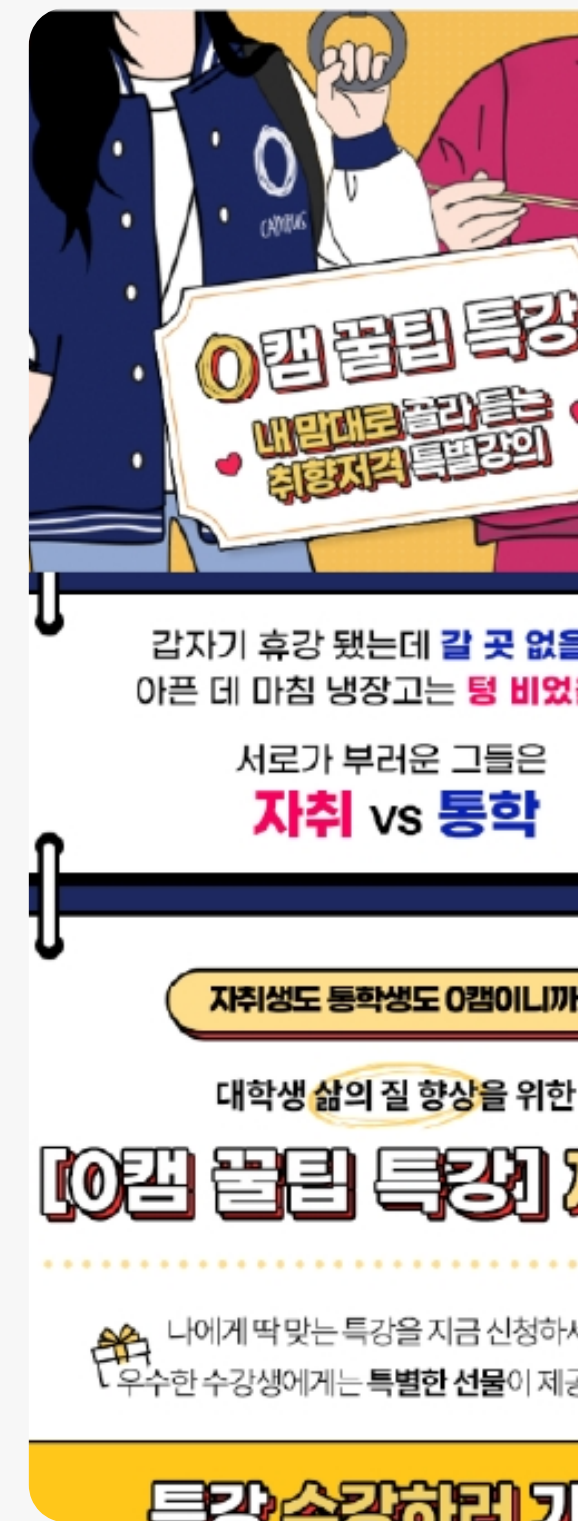
Live Conference



SKT OHandong Operation of OCampus Campaign

Client	SKT
Date	2020.04 ~ 2021.02
Summary	Campaign on course enrollment through SK OHandong App
Description	Development of 2020 OHandong App and operation of campaign

MOBILE



AR / VR

OVERVIEW



AR / VR

VR Multi-Face Trainer

Client	Korea Creative Content Agency
Date	2020.03 ~ Present
Summary	VR Multi-Face Trainer
Description	VR Football training Simulator

VR



Tales Runner VR Content

Client	VR
Date	2020.02 ~ 2020.04
Summary	VR Rungame using Tales Runner IP, Development of casual game
Description	VR Content

5G



VR 시뮬레이터 런게임 : 1종

VR HMD 액션게임 : 4종



AR / VR

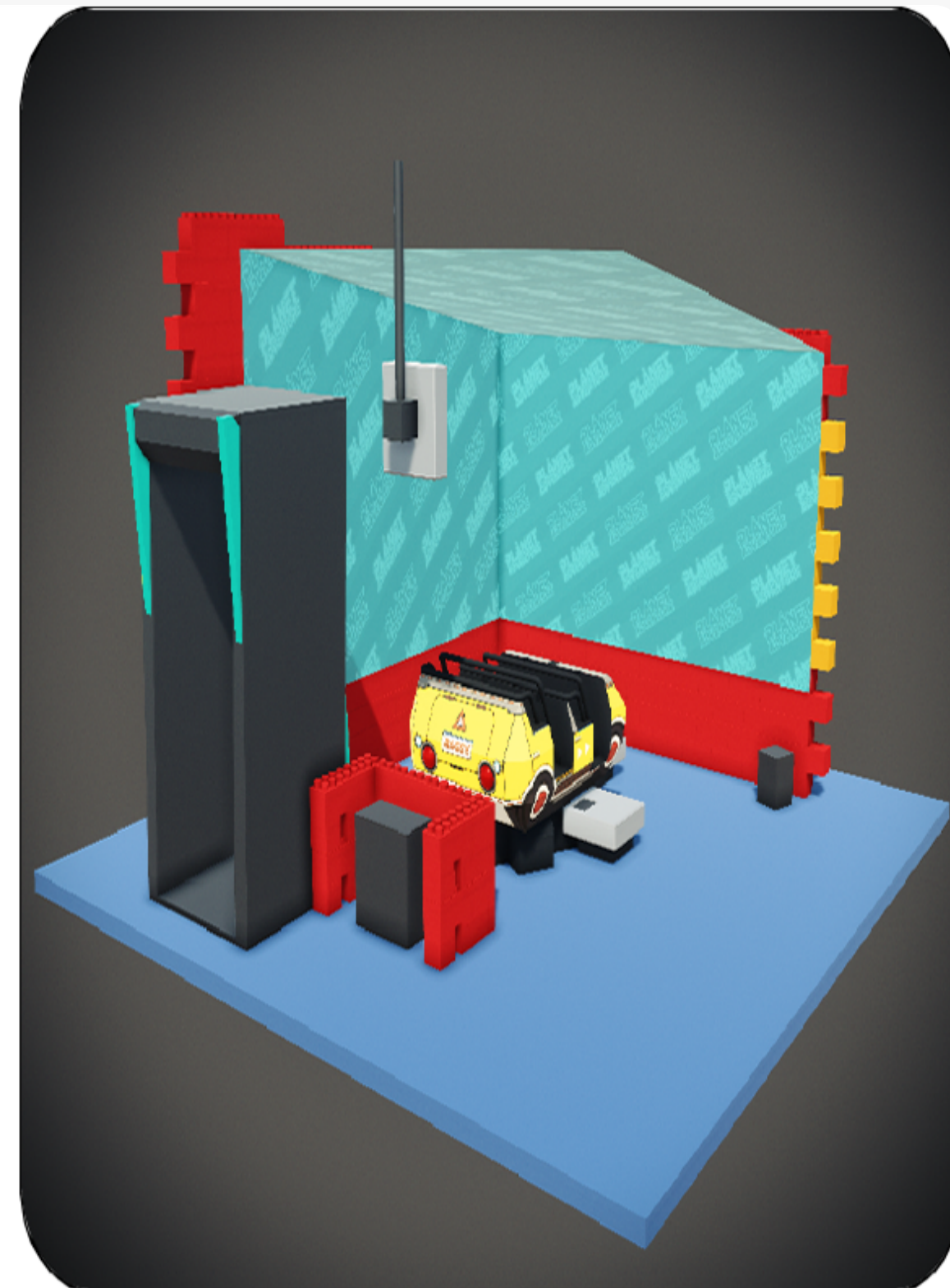
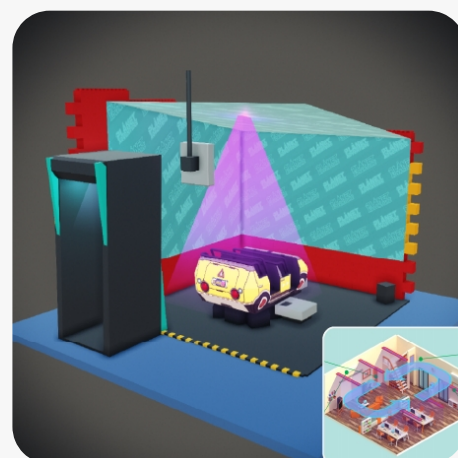
Mystic World XR

Client Ministry of Science and ICT / Busan It Industry Promotion Agency

Date 2021.04 ~ 2021.12

Summary Mystic World XR

Description Build a virus-free, non-HMD XR experience content and simulation system optimized for the kids generation



AR / VR

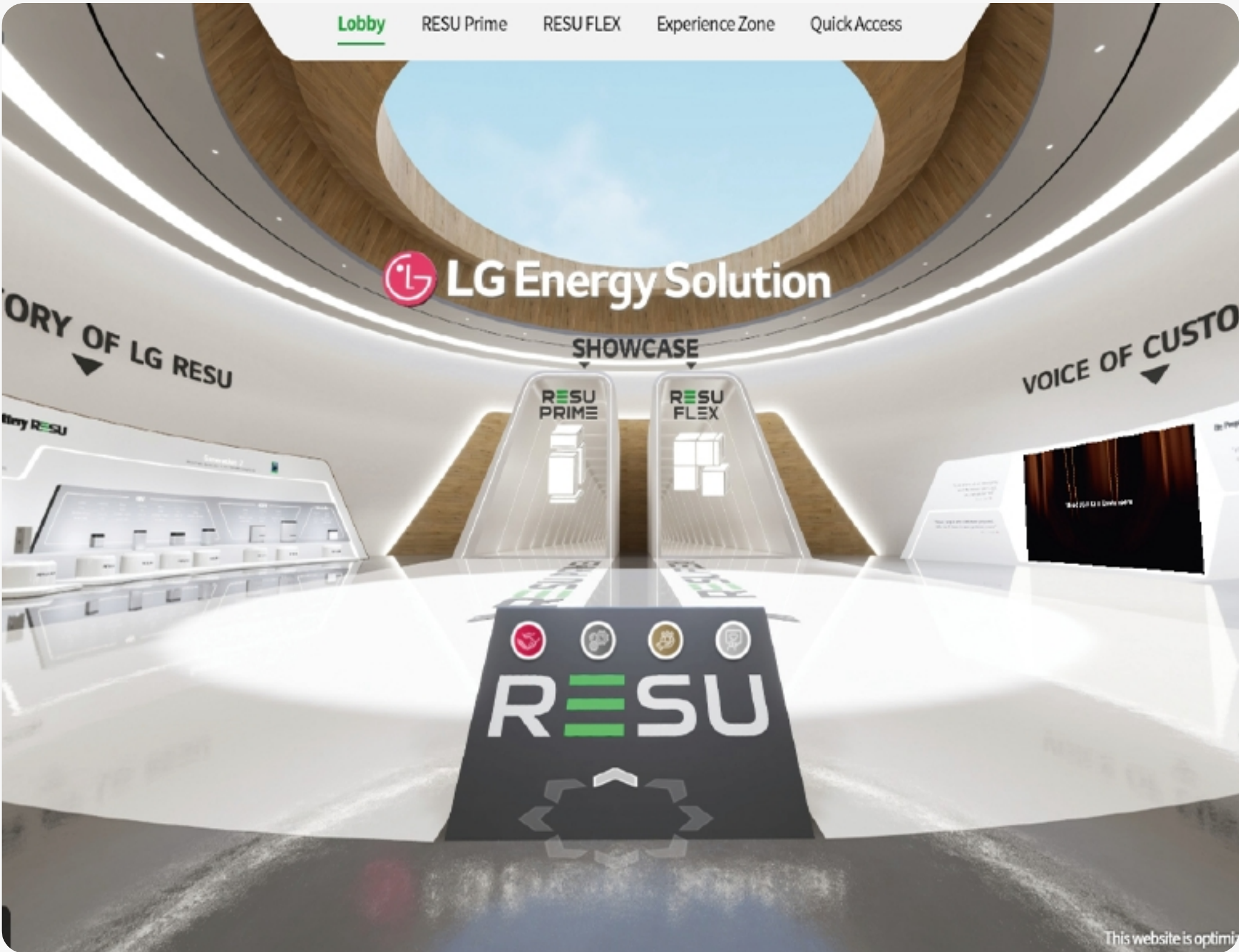
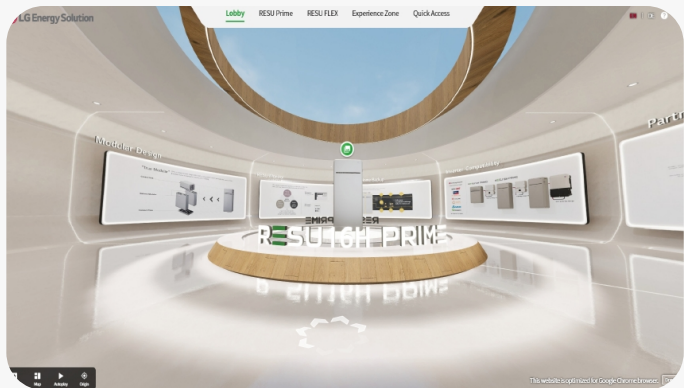
Hansol Paper Virtual Exhibition Hall

Client	Hansol Paper Co., Ltd.
Date	2021
Summary	Hansol Paper Virtual Exhibition Hall
Description	3D Virtual Exhibition Hall, Webinar, and Consultation



LG Energy Solution (LGES)

Client	LG
Date	2020.05
Summary	LG Energy Solution
Description	3D Virtual Exhibition Hall



AR / VR

2020 SAP NOW Seoul Digital

Client SAP Korea

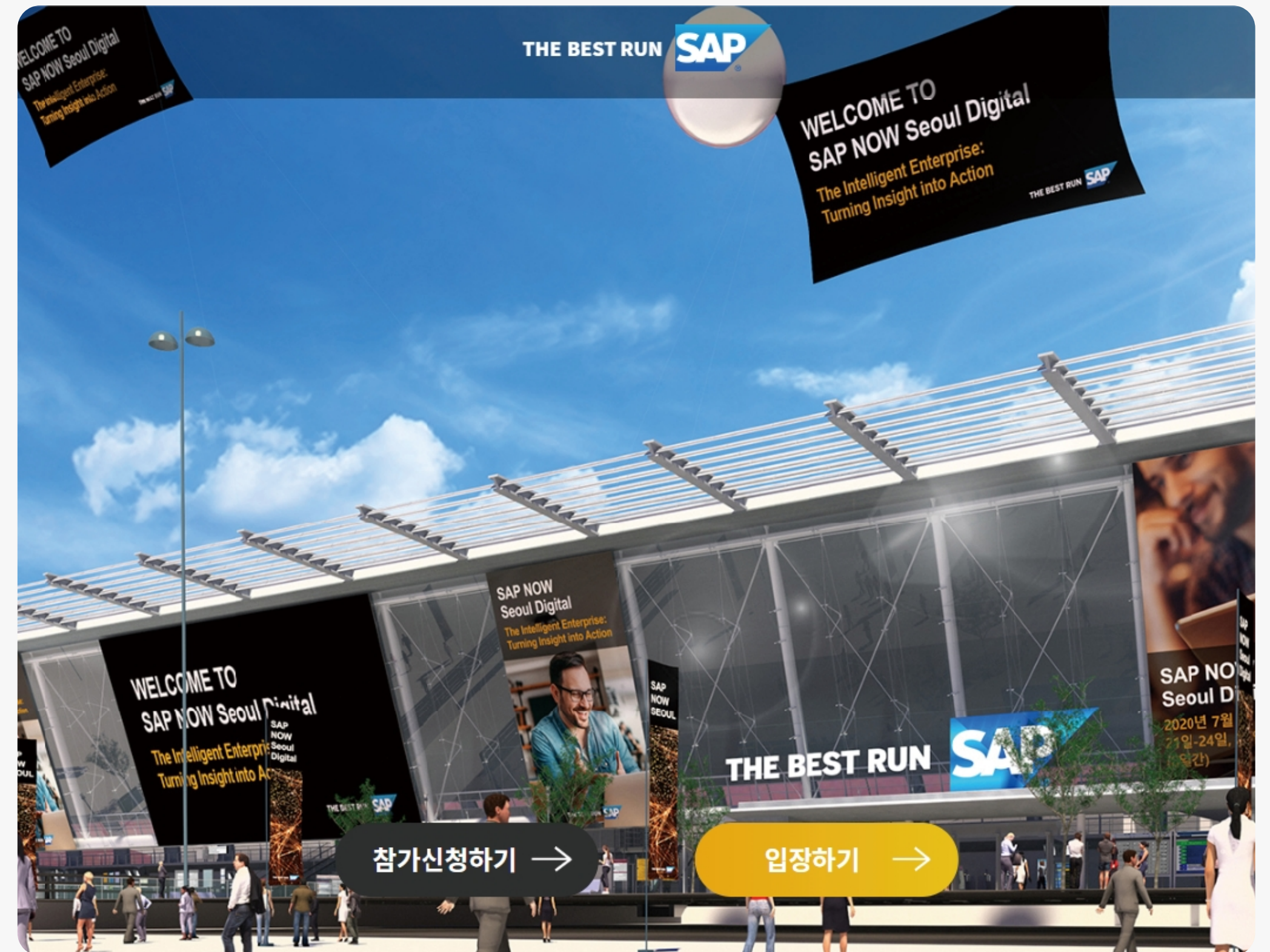
Date 2020.07.21 ~ 07.31

Summary SAP NOW Seoul Digital

Description Virtual Conference & 3D Exhibition

Virtual Exhibition Promotion

Virtual Conference



FILM

OVERVIEW



FILM

Seoul City Global Digital Marketing

Client	Seoul City
Date	2018.04 ~ 2018.12
Summary	Produced Seoul City overseas promotion vide and conducted digital marketing
Description	Produced 14 episodes of promotion video for Seoul City, invited foreign influencers developed SNS ad and online platform
Result	view 25 million +

- Foreign Celebrity Collaboration
- SNS AD
- WEB
- Online Promotion
- Video Planning and Production



FILM

Standard Chartered Bank App Launching PR Video Campaign

Client	Standard Chartered Bank
Date	2019.06 ~ 2019.12
Summary	Standard Chartered Bank App Launching PR Video Campaign
Description	Produced 5 digital viral videos of app launching, Operated viral promotion
Result	1 million + views of videos & 3 million + app installations

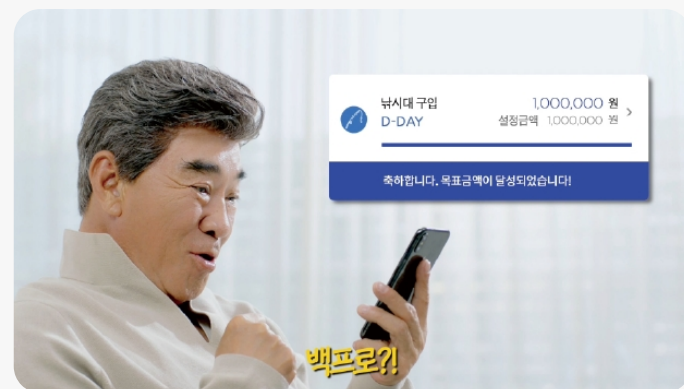
Video Planning and Production

Power Blogger

NETWORK AD

Influential

App Rating Management



FILM

Filming of PR Video for Hwaseo Market

Client	Suwon Market Revitalization Foundation
Date	2020.12
Summary	Filming of PR video for Suwon Market Revitalization Foundation
Description	Video filming and editing

Video filming

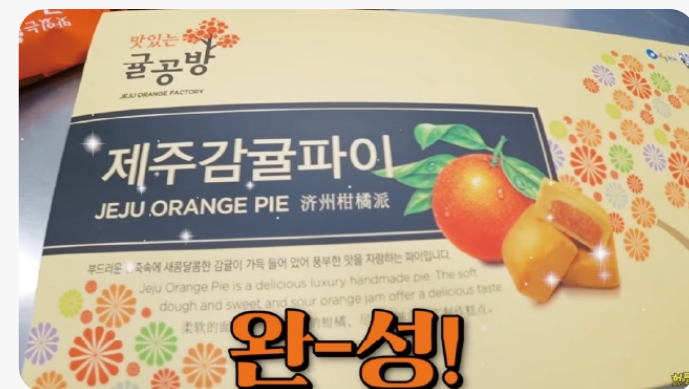


FILM

Delicious Tangerine Viral Video Production

Client	Hurum
Date	2018.12
Summary	Produced Youtube branded contents for enhancing brand awareness and promoting Hurum's delicious tangerines
Description	Planned and produced contents utilizing mega influencers
Result	view 210,000 +

MCN collaboration



FILM

Hurum Naoragumi Viral Video Production

Client	Hurum
Date	2019.03
Summary	Produced Youtube branded contents and TikTok viral videos for enhancing brand awareness of Hurum's Naoragumi products
Description	Planned and produced contents utilizing influencers
Result	view 50,000 +

MCN COLLABORATION

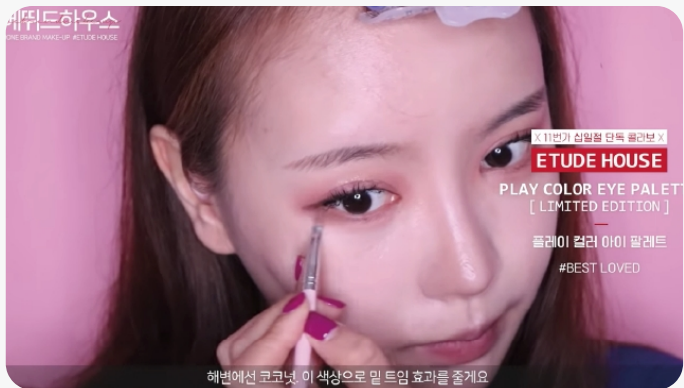


FILM

11th Street X Etude Viral Video Production

Client	11th Street X Etude
Date	2018.11
Summary	Produced Youtube branded contents for promoting products for November 11th event of 11th Street X Etude
Description	Planned and produced contents utilizing influencers
Result	view 450,000 +

MCN collaboration

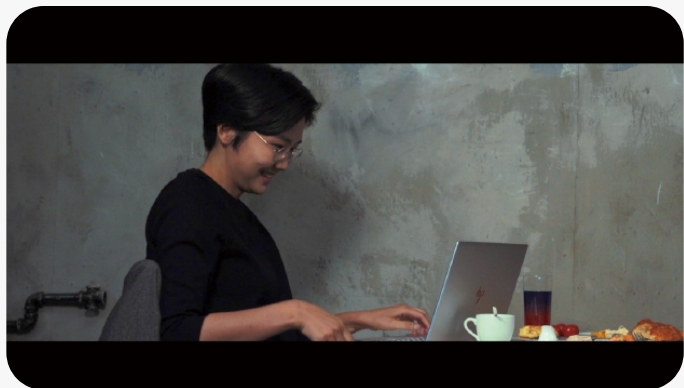


FILM

HP Online Viral Video Production

Client	HP
Date	2018.01
Summary	Produced online viral videos for HP ENVY series
Description	Produced online viral videos

Video Planning and Production



SALES TOOL

OVERVIEW



SALES TOOL

ASUS ROG Zephyrus Production of new product display rack

Client	ASUS
Date	3rd quarter of 2020
Summary	Production of display rack for new product, ROG Zephyrus
Description	Installed in 300 HIMART and Lotte Mart stores nationwide



SALES TOOL

ASUS ROG Parts Lighting Production of Turntable

Client	ASUS
Date	2nd quarter of 2020
Summary	Production of turntable for ROG parts lighting
Description	Installed in 100 representative HIMART and Lotte Mart stores nationwide



SALES TOOL

Production of ASUS HIMART Display

Client	ASUS
Date	2020.02 ~ 2020.03
Summary	Reinforcement of brand awareness and promotion of sales within stores through 17 LED tables nationwide
Description	Production of tables for offline stores



WEB-DRAMA

OVERVIEW



WEB-DRAMA

Distance Between You and Me, 63 Feet

Genre	Office Comedy
Date	2019.04
Fomet	68min (min * 6 episodes)
Target	2035



WEB-DRAMA

Reason We Are Taking Pictures

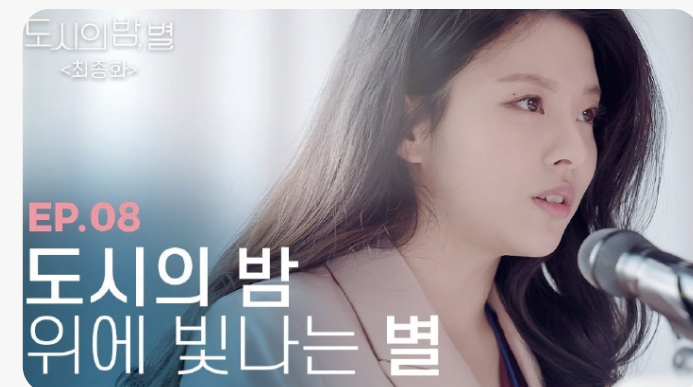
Genre	Teen Romance
Date	2017.10 ~ 2018.01
Fomet	88min (8min * 11 episodes)
Target	2029
Result	5,800,000 views+



WEB-DRAMA

Night of the City, Stars

Genre	Office Coming of Age tale
Date	2018.03 ~ 2018.05
Fomet	88 min (8min * 8 episodes + 2 teaser episodes + 2 special episodes)
Target	1529
Result	2,100,000 views+



WEB-DRAMA

Winds that Blows in Jeju

Genre	Teen Romance
Date	2018.05
Fomet	37 min (8min * 4 episodes + 1 teaser episode)
Target	1529



LIVE SHOPPING & LIVE STREAMING

OVERVIEW



ONLINE LIVE SHOPPING

CL, REAM, TOPPIK Live Shopping

Client	Shakerr Co., Ltd.
Date	2020.10 ~ 2020.11
Summary	GRIP live broadcast (CL,REAM hand cream, TOPPIK)
Description	2 live broadcasts (By comedian Jeon, Hwan Gyu etc.)

Influential

Live Shopping



Grip

Believe, Be LIVE

보이고, 들리고, 소통하는 쇼핑
그래서, 믿을 수 있는 그립

SKT 1:29

Settings

Product image showing multiple tubes of TOPPIK hair makeup product.

토픽 헤어메이크업
홈쇼핑8종 세트

199,000원
45,900원 77%

ONLINE LIVE SHOPPING

Haman Watermelon Live Shopping

Client	Haman-gun & Nonghyup & Hanjin Logistics
Date	2020.11 ~
Summary	2020 Haman Watermelon Live Shopping
Description	3 Naver Live Shopping More than 4,700 video playbacks

Influential

Live Shopping



함안 겨울수박 5kg 내일도착
▷ 2,908 ♡ 3.3만



앵콜특가! 함안겨울수박 5kg
▷ 511 ♡ 8,461



연말 수박파티 2만원대
▷ 1,285 ♡ 1.5만

ONLINE LIVE SHOPPING

SOLGAR Live Shopping

Client	SOLGAR
Date	2020.12 ~
Summary	2020 SOLGAR Live Shopping
Description	2 Naver Live Shopping More than 21,000 video playbacks

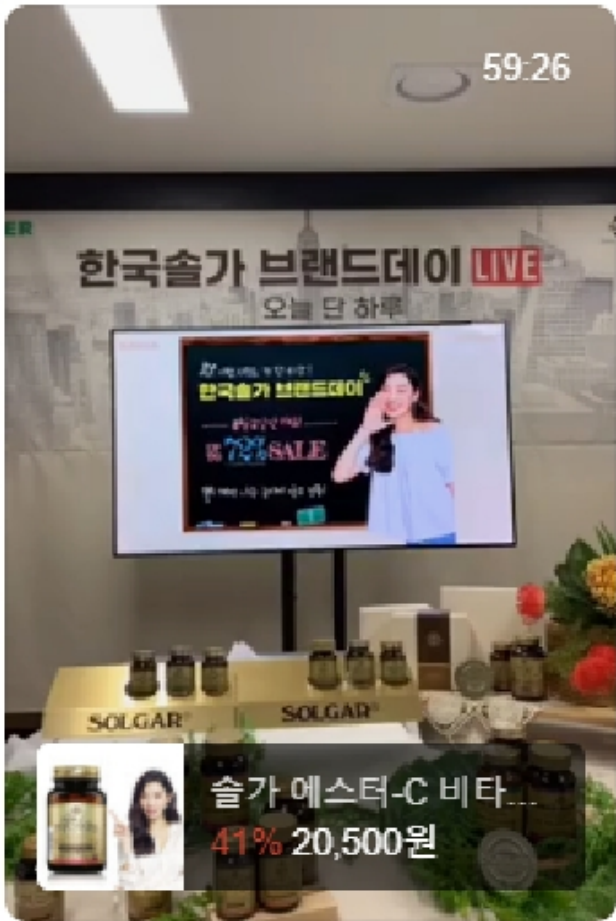
Influential

Live Shopping



솔가에서 방구석 해돋이 함께해요!
coming soon

솔가 공식쇼핑몰



73년 전통 프리미엄 솔가! 스페셜...
▷ 2만 ♡ 4.4만

솔가



(라이브특가) 솔가 크리스마스 랜...
▷ 1,894 ♡ 1.3만

솔가 공식쇼핑몰

ONLINE LIVE SHOPPING

Seoul Milk Live Shopping

Client Seoul Milk

Date 2020.12

Summary K-MILK Seoul Milk Shopping

Description Naver Live Shopping / Invited Influencer Ahn, So Min

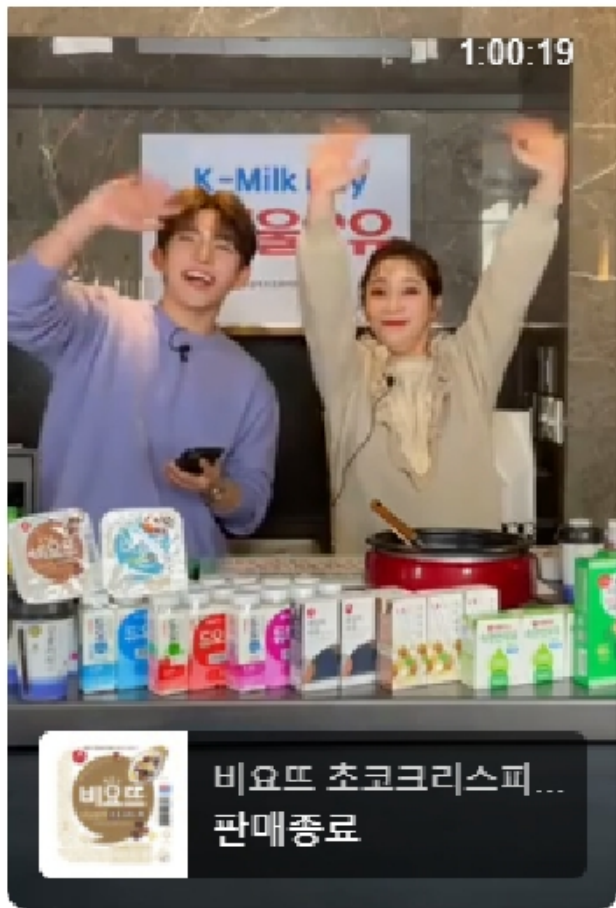
More than 10,000 video playbacks

Influential

Live Shopping



김경아X정승환 연세우유 K-Milk D...
▷ 1,585 ♡ 2만



안소미X서울우유 K-Milk Day 초특...
▷ 1만 ♡ 2.8만



개그맨 이용식 X 크리스마스 흥파...
▷ 829 ♡ 3.8만

ONLINE LIVE SHOPPING

Ppocute Live Shopping

Client	Dyson and other clients
Date	2020.01 ~
Summary	2020 Ppocute product review and sales
Description	Live Shopping by utilizing influence channel Production of various contents such as unboxing, product review, living information contents Live Shopping more than 3 times a week Owns separate studio/Internal filming of videos

Influential

Live Shopping



*트 인스타그램 에어 메타포 라이브 방송



뽀큐트 친환경1종세제 와이즈와이프 설거지비누 공구 라이브방송



뽀큐트
구독자 9.43천명

홈

동영상

재생목록

커뮤니티

채널

정보

🔍



다이는 드라이기 빠쩍! 긴장하게 만든 드라이기 신상템 리뷰!!
조회수 8,352회 • 4개월 전

오늘은 뽀큐트기 엄청나게 어메이징한 드라이기를 들고 왔습니
다!
크기는 아주 미니멀하지만 성능은 결코 미니멀하지 않은!!
헤어 드라이기 지금 바로 보러 가실까요?

여러분이 구독과 좋아요, 댓글은 큰 힘이 됩니다.

자세히 알아보기

업로드한 동영상 ▶ 모두 재생



뽀큐트 삼체 만만 이천 대체 뭐야? 쓰다가 들고 온 가전제품 리뷰
8:19
자다가도 코피가 멈춘다?? 리뷰 중 뽀큐트를 경악하게 만...
조회수 721회 • 17시간 전



뽀큐트 치화제1종세제 와이프 와이프 설거지비누 공구 라...
1:19:20
뽀큐트 치화제1종세제 와이프 와이프 설거지비누 공구 라...
조회수 666회 • 6일 전



술을 온라인에서 산다고?? 인터넷으로만! 구매한 맥걸리 리뷰
13:38
주류를 온라인 쇼핑으로 구매 가능하다고?? 오로지 인터넷...



밀레니얼을 위한 포레스트우드 해피콜 2탄!
13:47
해피콜 헛차 2탄! 밀레니얼 세대를 위한 자연친화적인 포...



에어...
그 이...
조회수...

ONLINE LIVE SHOPPING

Studio Show Live Shopping

Client	Seoul Center for Creative Economy & Innovation
Date	2020.11 ~
Summary	2020 Production and Sales of Small Business Products
Description	Production of PR video for small business products and live streaming of shopping contents Real-time purchases by inviting celebrities etc.

Influential

Live Shopping



*본 영상은 위메프 X 가치 샵시다/가치 day] 끝까지 핀다 - 명린젓 X...
*대자로 만든 김치탕?



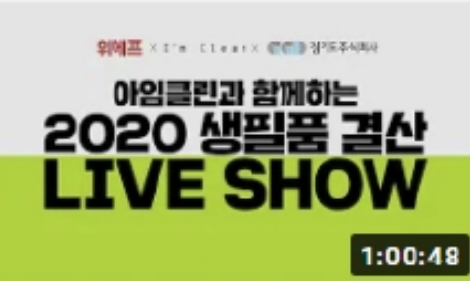
*본 영상은 위메프 X 가치 샵시다/가치 day] 끝까지 핀다 - 마스크팩 ...
*혹트 맛집 여기입니다 여기! * 코시국에 실과 가려두는법 (공리보츠 ep.2



스튜디오쇼
구독자 2.33만명

홈 동영상 재생목록 커뮤니티 채널 정보


업로드한 동영상 ▾ 모두 재생



아임클린과 함께하는 2020 생필품 결산 LIVE SHOW
1:00:48

[LIVE] 아임클린/울굿 2020년 생필품 결산(방송 중에만 최...


조회수 252회 · 스트리밍 시간: 16시간 전



여자 어린이들 선물? 뽀띠 윈스 젤네일 스티커로 끝!
1:04

여자 어린이들 선물? 뽀띠 윈스 젤네일 스티커로 끝!


조회수 38회 · 1일 전



질긴 물때 제거? 이거 하나면 해결!
1:11

질긴 물때 제거? 이거 하나면 해결!


조회수 21회 · 1일 전



머리에 일났을 때 전 이걸써요!
1:01

머리에 일났을 때 전 이걸써요!


조회수 14회 · 1일 전



Live! 매주 일~수요일 끝까지판다
1:05:24

[위메프 X 가치 샵시다/가치 day] 끝까지 핀다 - 명린젓 X...


조회수 8.2천회 · 스트리밍 시간: 1일 전



갯신선 TV
6:24

구세군 고기 후원! 갯신선 선한 영향력프로젝트 part2


조회수 110회 · 1일 전



아들따소고기 PARTY 무려 독점출시!
18:03

연말연시! 한 살 말고 소고기 살 먹자! 😊 본격 위꿀 먹...

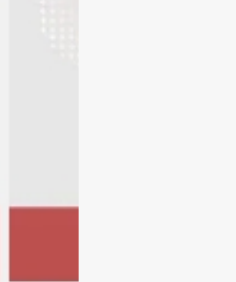
조회수 7.1만회 · 2일 전



Live! 끝까지판다
2:08:33

[위메프 X 가치 샵시다/가치 day] 끝까지 핀다 - 마스크팩 ...

조회수 1.5만회 · 스트리밍 시간: 2일 전



[위메프 X 가치 샵시다/가치 day]

[위메프 X 가치 샵시다/가치 day]

조회수 ... 스트리밍 시간: ...