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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

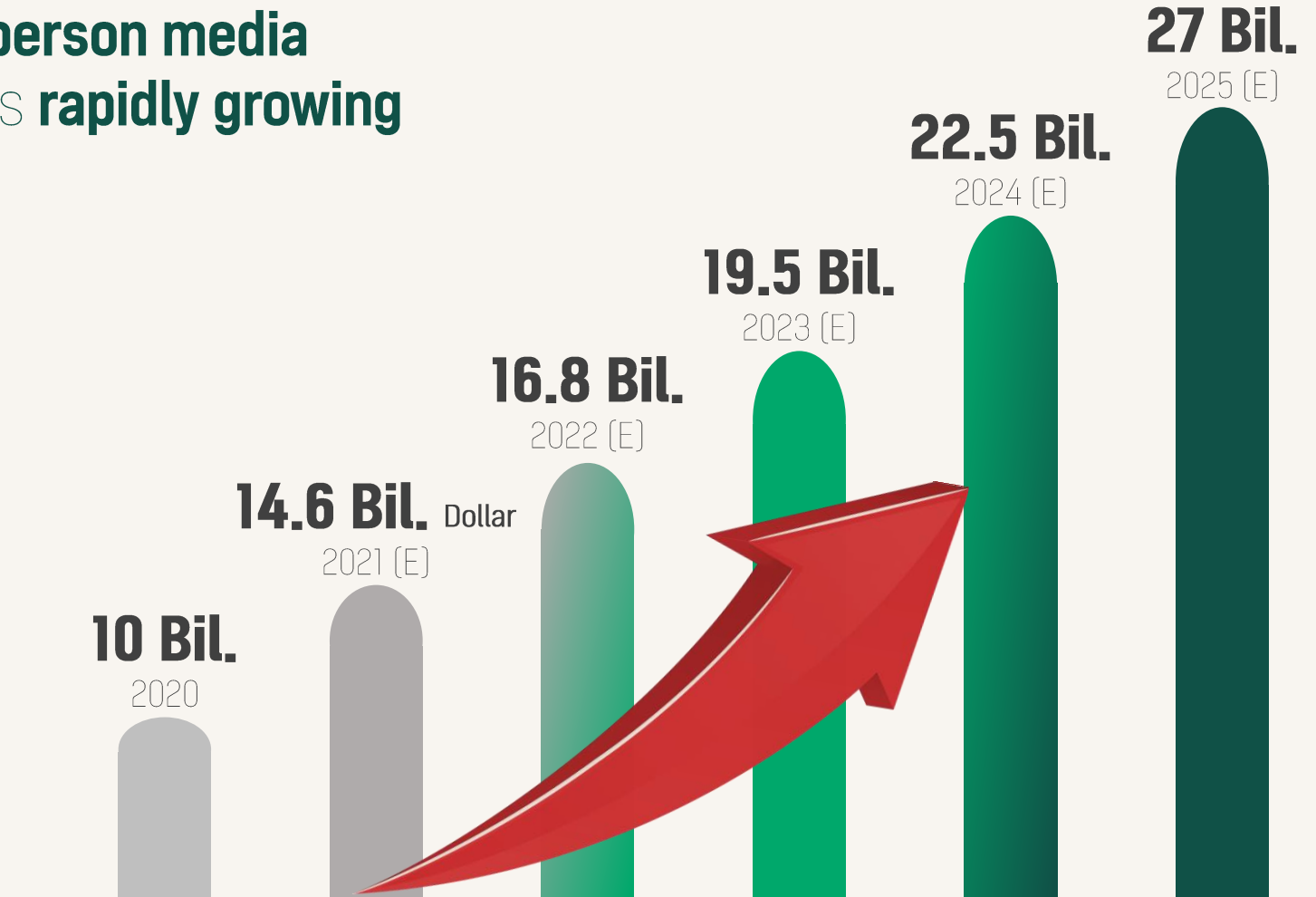
## OVERVIEW

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# Fast-Growing Market

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

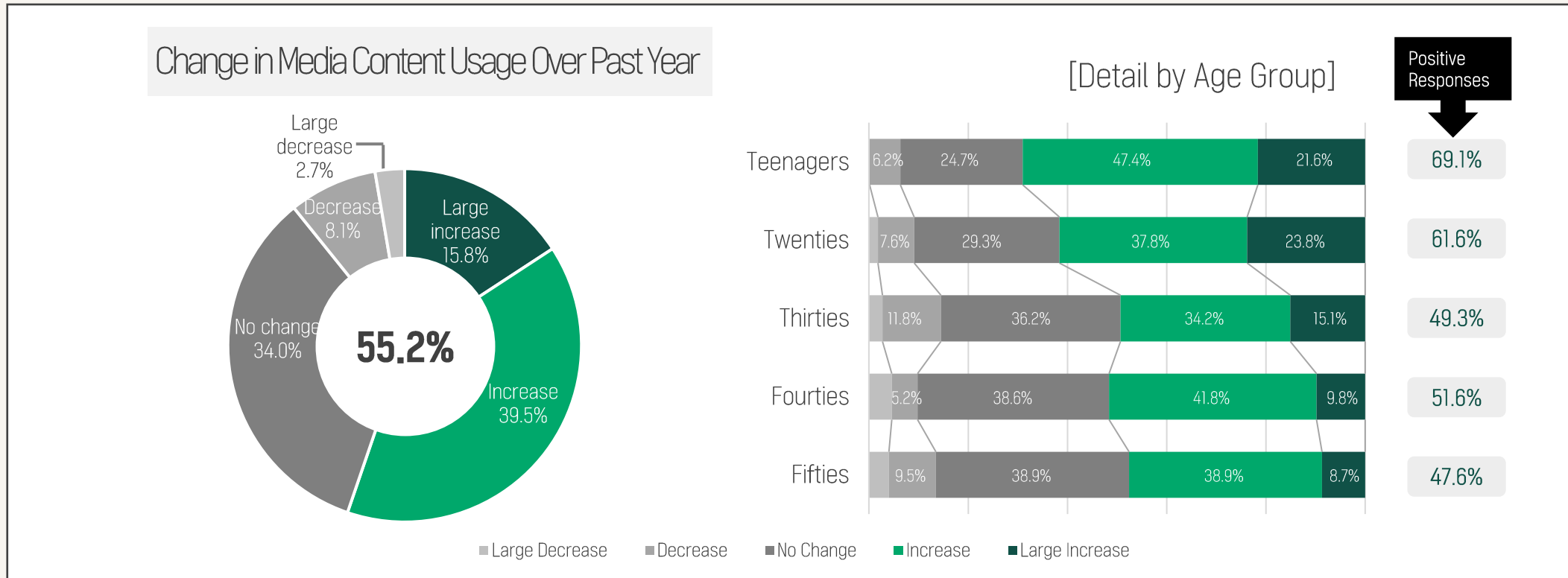


Unit: USD \* Influencer Platform Market By Component, Application-global Forecast to 2025, Bloomberg]



# Consumers' Contents Consumption

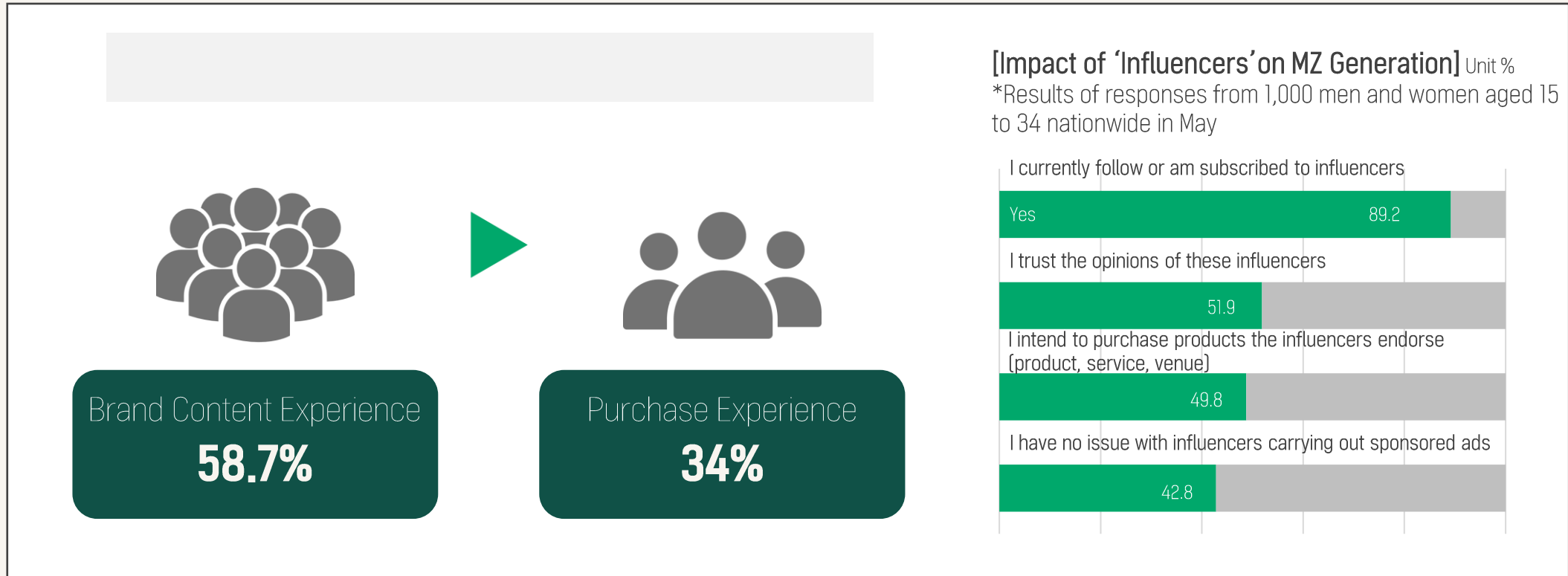
Single person media content consumption is increasing across all age groups with influencer marketing now becoming a compulsory category of execution



\* Results of Mezzomedia Research (2019)

# Directly Influenced to Purchase

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



\* 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.

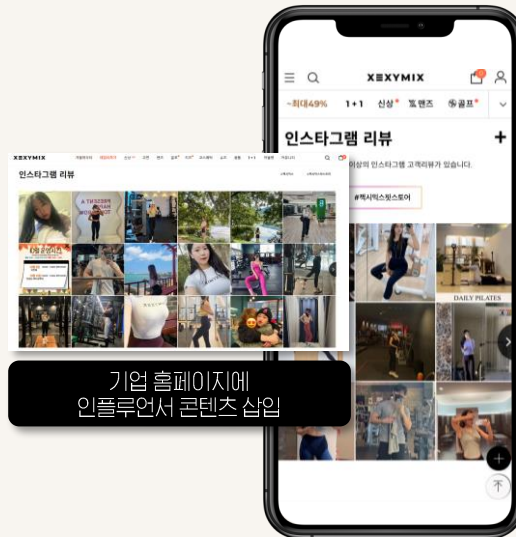
**1** Expansion of short-form contents through snack culture

**2** Increase in secondary use of influencer contents

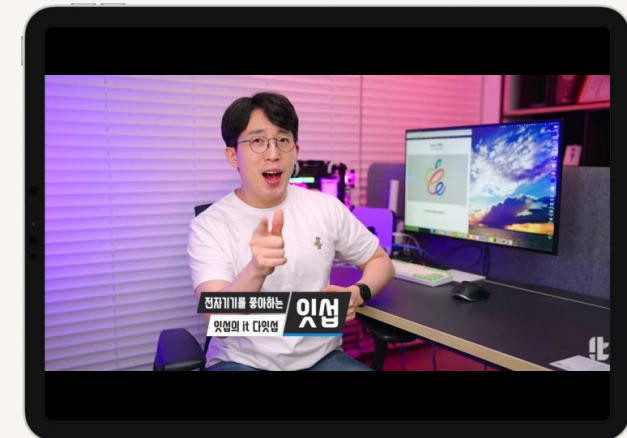
**3** Use of specialized influencers across various categories



\* Instagram @scarlet\_sister / TikTok @aiki\_kr



\* Xexymix official homepage

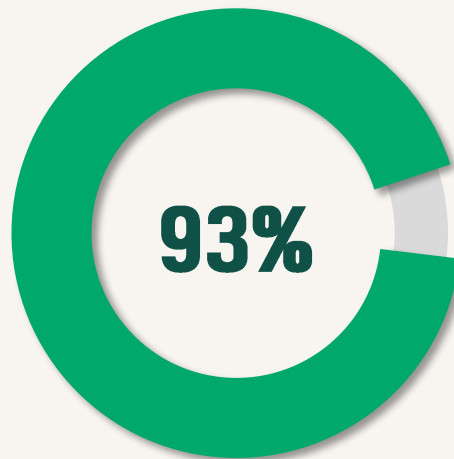


\* ITSub YouTube channel

# Proven by Marketers

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

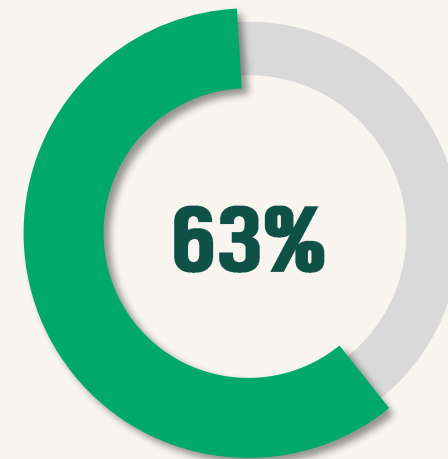
**Experience carrying out  
influencer marketing**



**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,

**AVOCADO GIANT**

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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

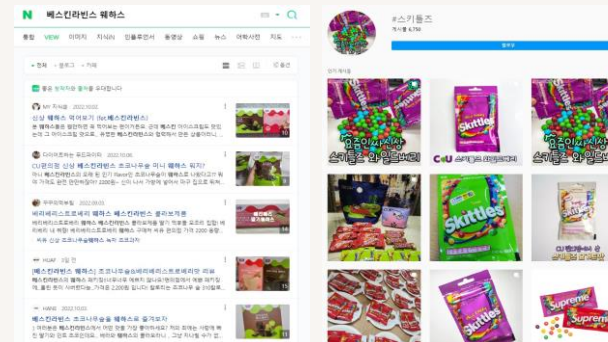


\*피식대학 유튜브 캡처

### [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]

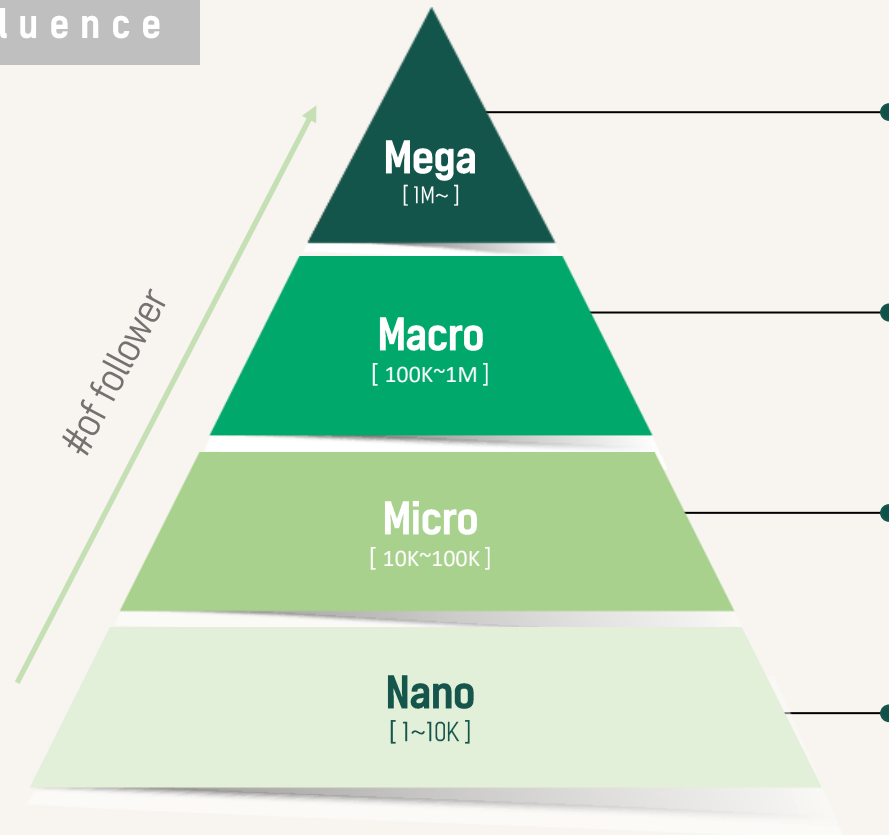
Carry out promotion/ events that can lead to actual purchases through contents



## 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

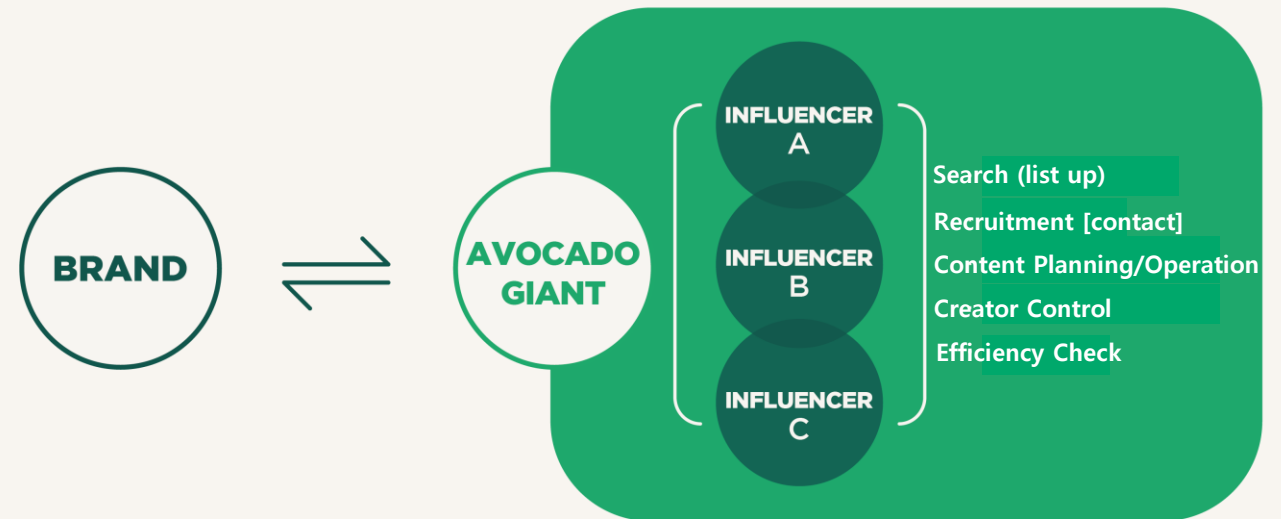
We quickly and accurately understand brand and campaign needs based on experience collaborating with various global and local brands



# 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

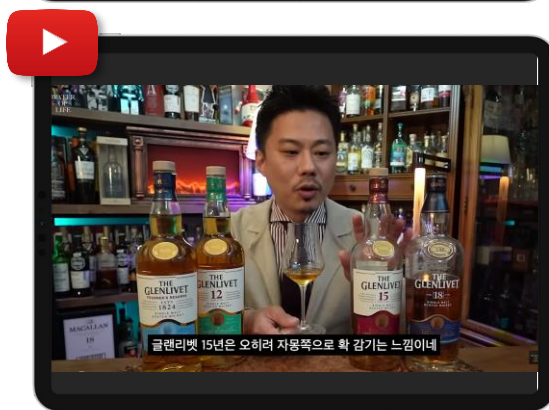
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# Pernod Ricard Korea

## 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

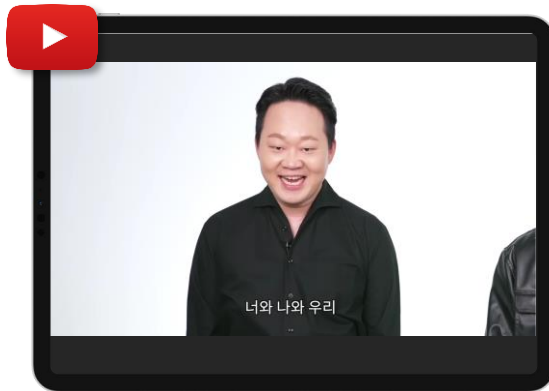
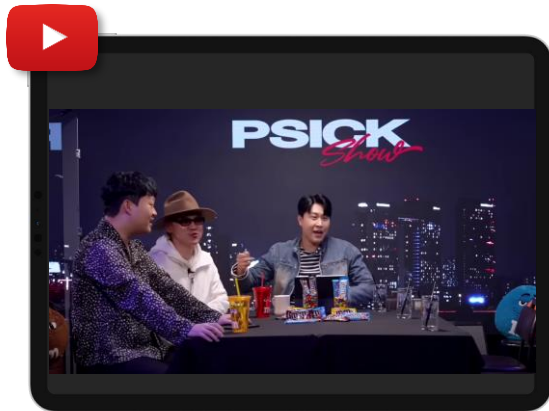
#### Macro Branded Contents \_YouTube

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

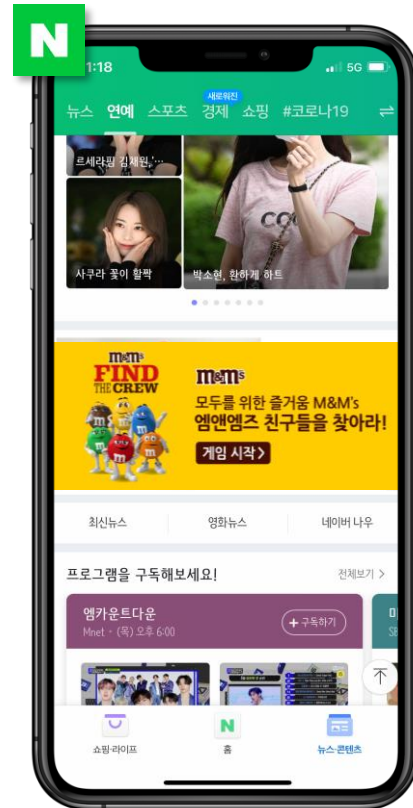
#### Short Form Contents \_ Instagram

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

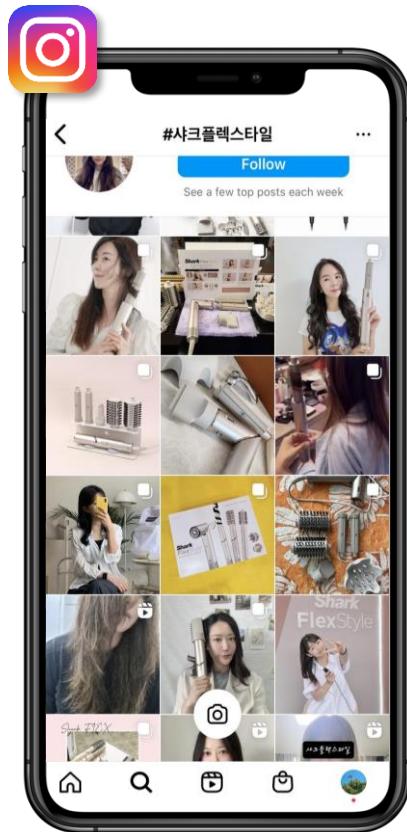
#### Mobile Branding DA \_ Naver

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

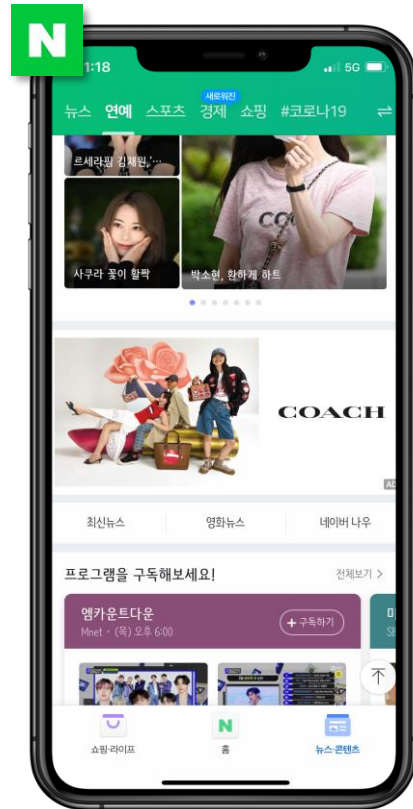
### Social Contents \_ Instagram

@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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# GOOBNE MALL



제가 한번 먹어보겠....

**Influencer** Nadonado DoDo  
**Launching** 2024.03

## Mission

Campaign to promote sous vide chicken breast product and launch of new hot pepper crunchy cutlet balls

## Work

Introduced product properties, shared about how to enjoy a healthy and delicious diet, and highlighted product benefits  
Induce subscriber participation by holding exclusive special promotions and review events



굽네을 신제품 고추바사삭 돈카츠볼인데 진짜 바삭 매콤 알싸 완전 맛있어요



# KOZEL\_Valentine Campaign



**Influencer** Jo Hyun Ah's Thursday Night  
**Launching** 2024.02

## Mission

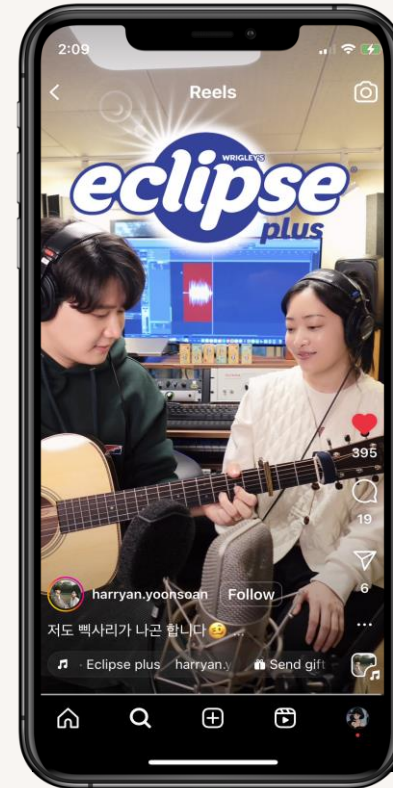
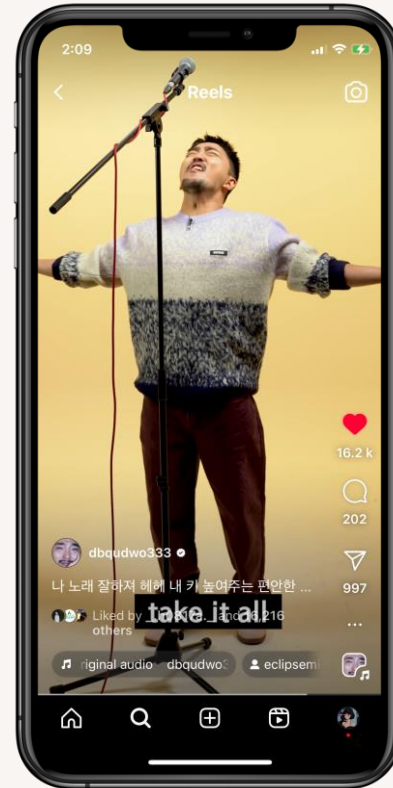
Promote launch of new Kozel Dark and White products, temperature-controlled glass, and special goods in celebration of Valentine's Day

## Work

Jo Hyun Ah enjoyed Kozel with her guests as they chatted and exchanged the special brand goods with each other. Carried out tasting of Kozel's various beers such as dark, white, lager, and non-alcoholic versions



# ECLIPSE PLUS Awareness Boost



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

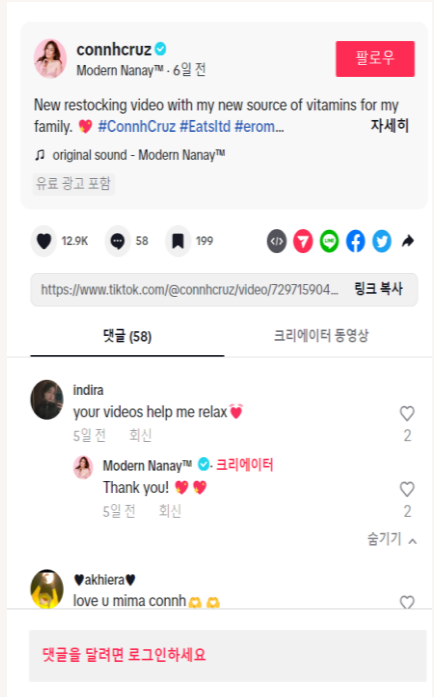
**Launching** 2023.12 ~ 2024.01

**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

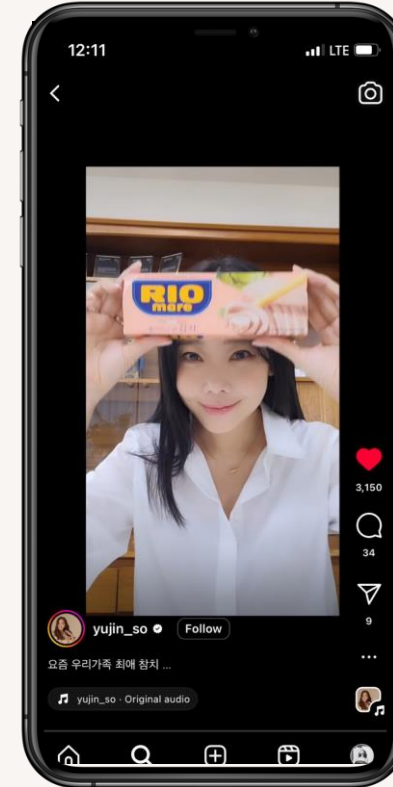
Singer Sung Si-kyung, who is well known for his cooking skills, shared a delicious recipe using Rio Mare tuna on his channel. Promote Rio Mare tuna to viewers through a recipe that is delicious and easy to follow, further inducing purchase intent.



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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

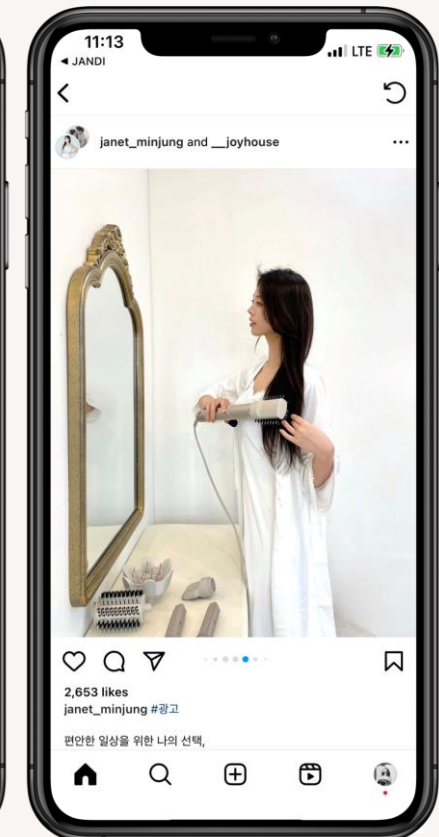
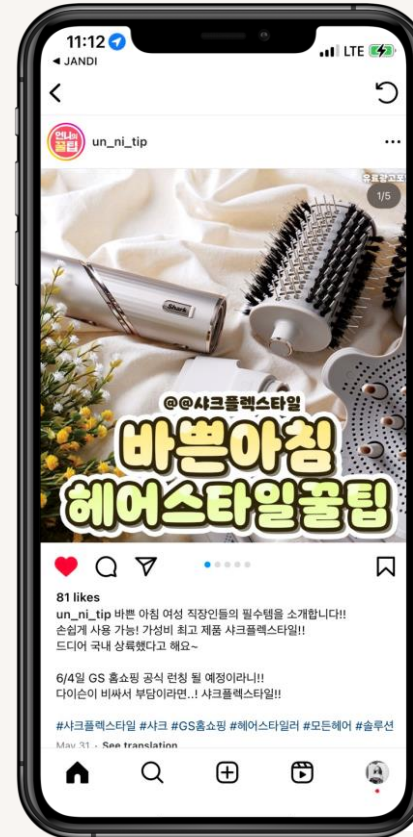
Launching 2023.04-2023.05

## 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 🇰🇷

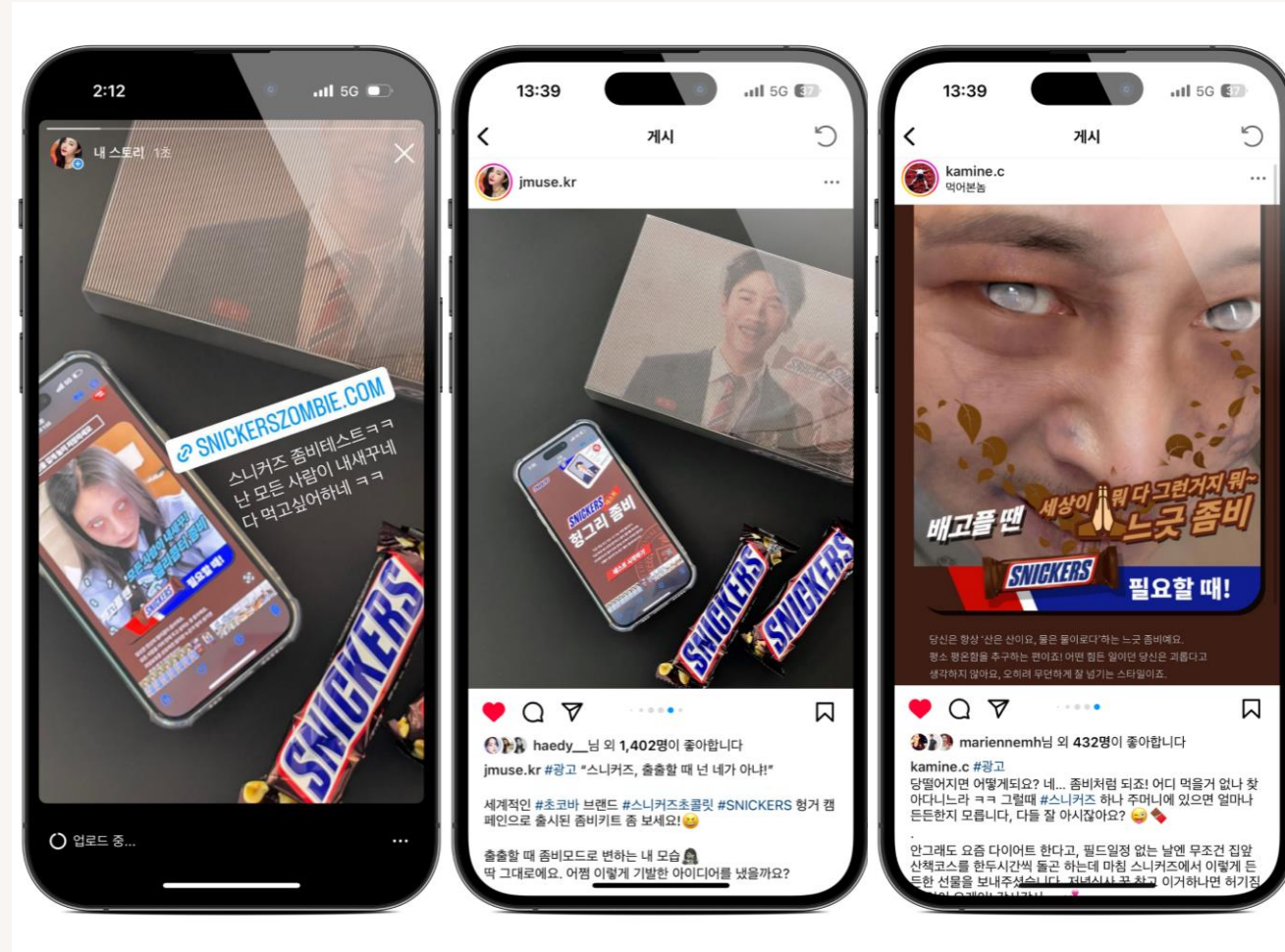
Carry out personality test quiz and viral ads utilizing limited edition zombie kit



## 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





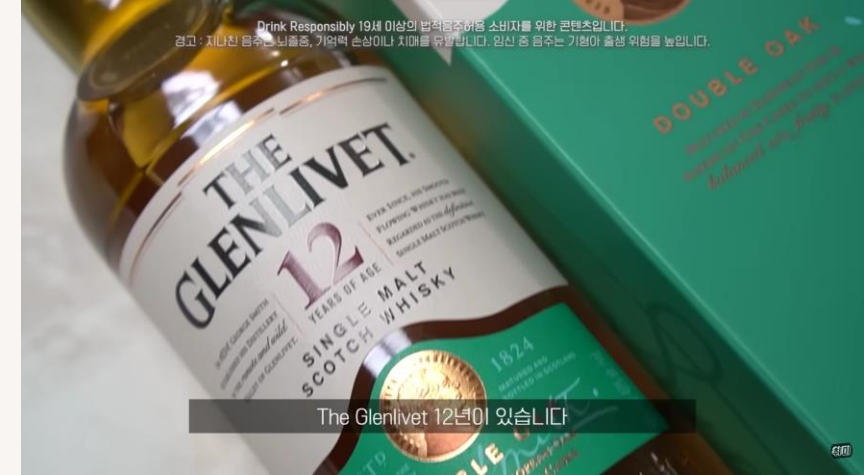
# The Glenlivet



**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

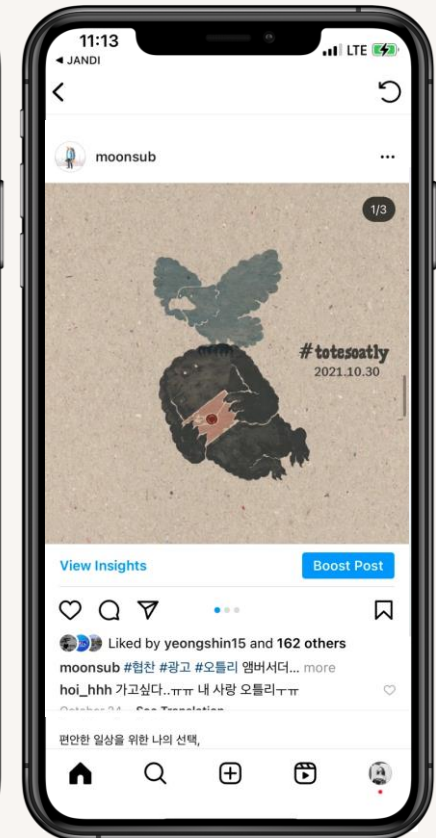
Utilize coffee experts to host pop-ups and events to communicate directly with consumers  
Collaborate with famous cafes and produce variety of goods



Expert barista  
Jenny Instagram



Expert barista  
Umpaul Instagram



Artist  
Shin Moonsub Instagram

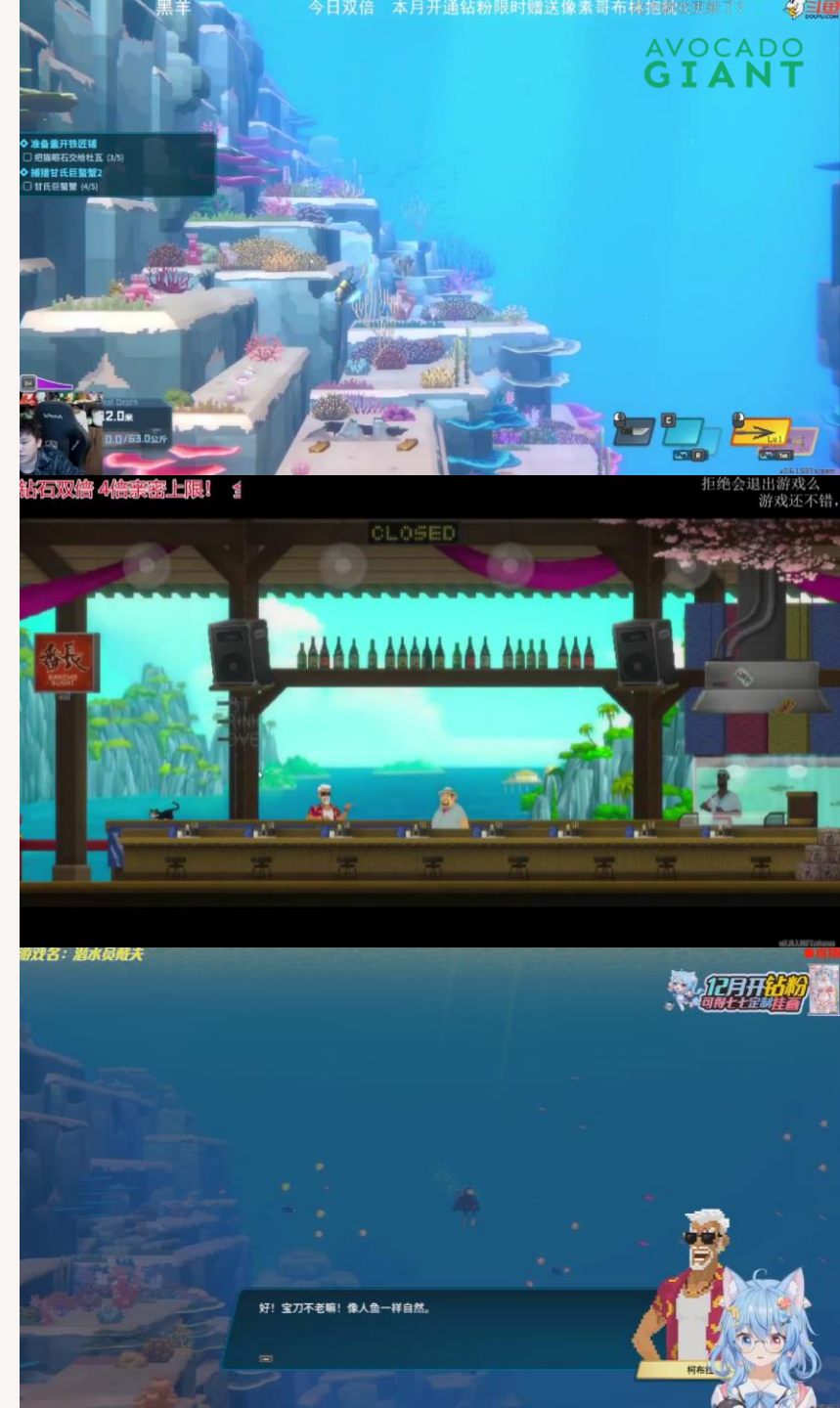
# MINTROCKET DAVE THE DIVER



**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



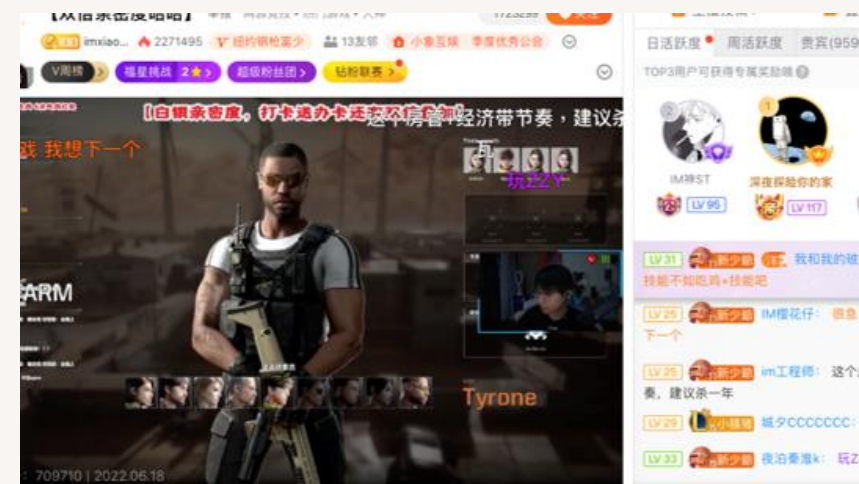
**Influencer Launching** PojzPlaza/ Pigff, imxiaoxin  
2022.06

## 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.





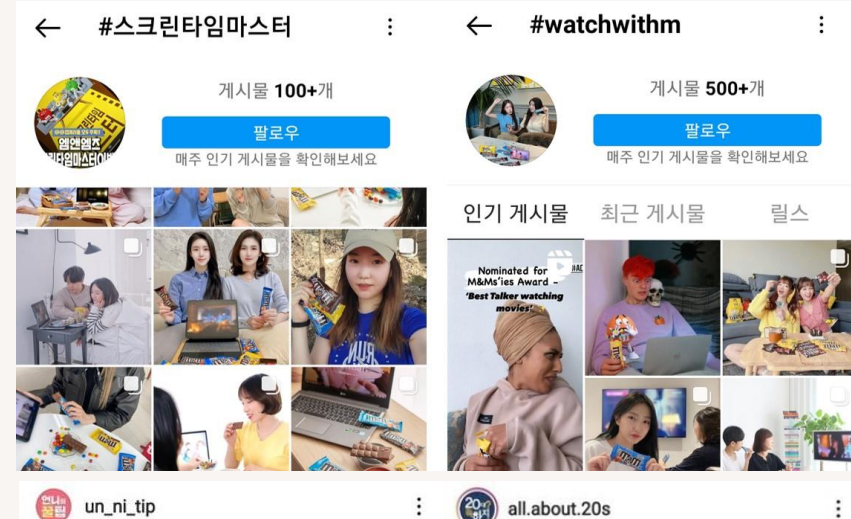
# M&M'S 2022



**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



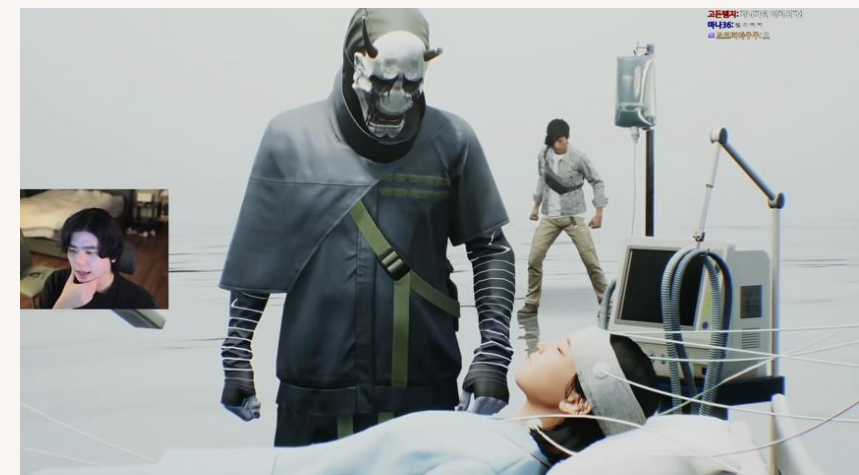
**Influencer** Purin  
**Launching** 2022.03

## 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！👍



**Influencer Launching** Yoorina and 10 others 2021.09

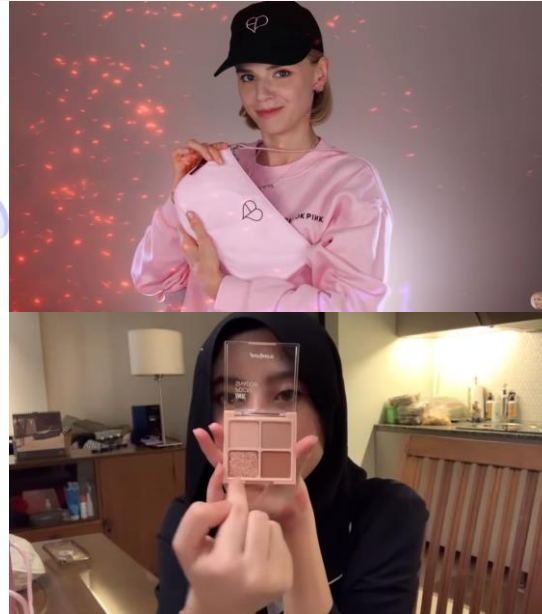
## Mission

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 · 🌐

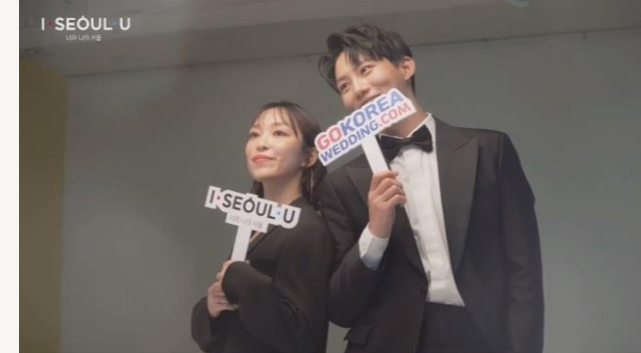
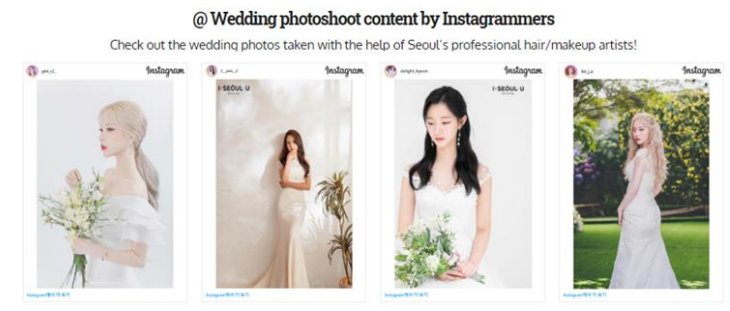
The wedding experience of Seoul's honorary global ambassador, Sissel 🌸  
 A wedding photoshoot with a guy friend?!  
 Sissel, a YouTuber and at the same time an honorary global ambassador of Seoul, had a wedding experience with her guy friend! 🤰👰  
 From dress fitting to hair and makeup experiences, 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·SEOUL·U Online Wedding Experience with Influencers

Events & Announcements 12/04/2020 188

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·SEOUL·U Online Wedding. Take a look at the final outputs of the photoshoots and making films.



**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·SEOUL·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



베로카로 충전하세요  
from 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 Bicomor, 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

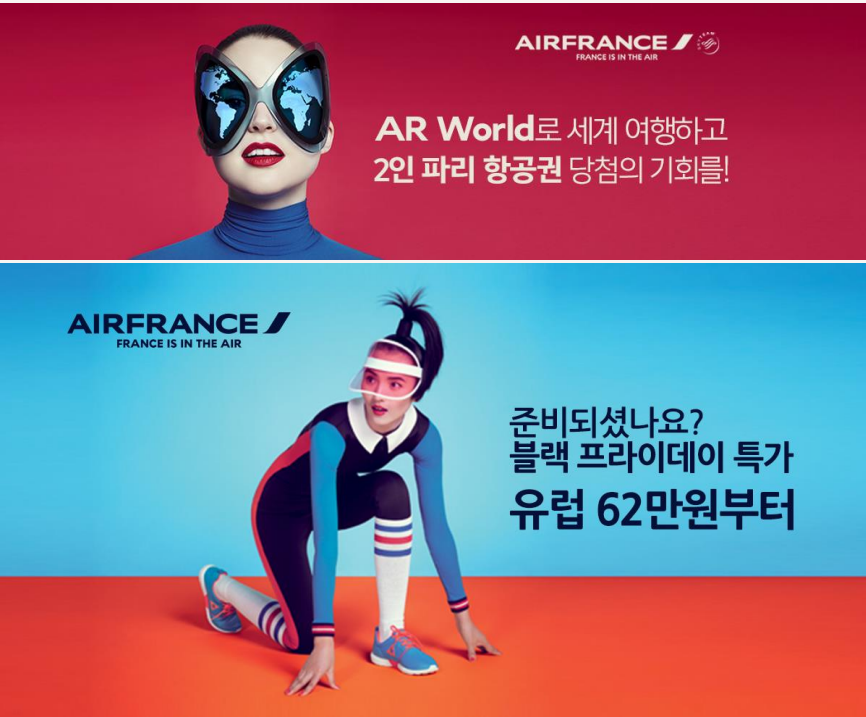
## Work

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



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

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 시전선 A350 기종으로 2020년 3월 29일까지 운영이 될 예정입니다.

[자세히 보기](#)

퇴사원J x 에어프랑스

좋아요 1,937개

illust\_jk

#에어프랑스x퇴사원J #에어프랑스 #OHLALA특가

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

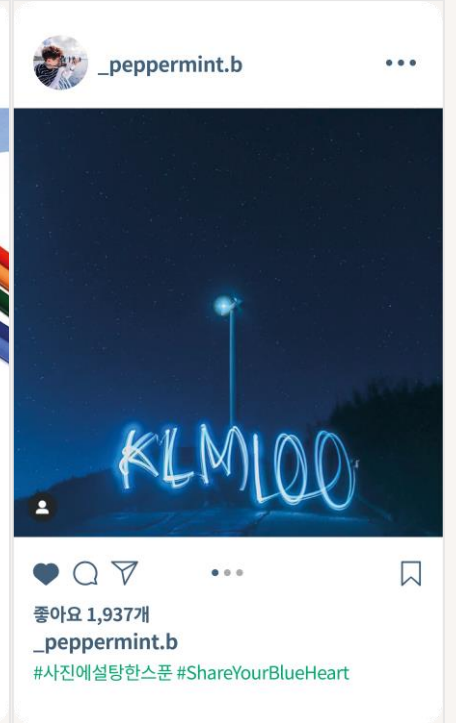
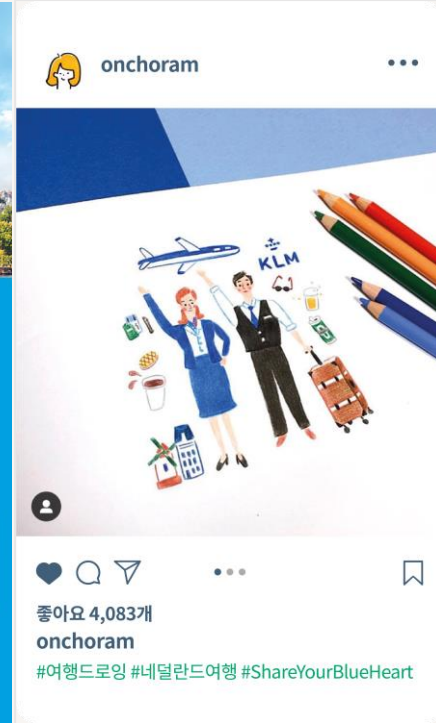
**Mission**  
Air France event promotion, SNS channel operation and online banner production

**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 100<sup>th</sup> 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

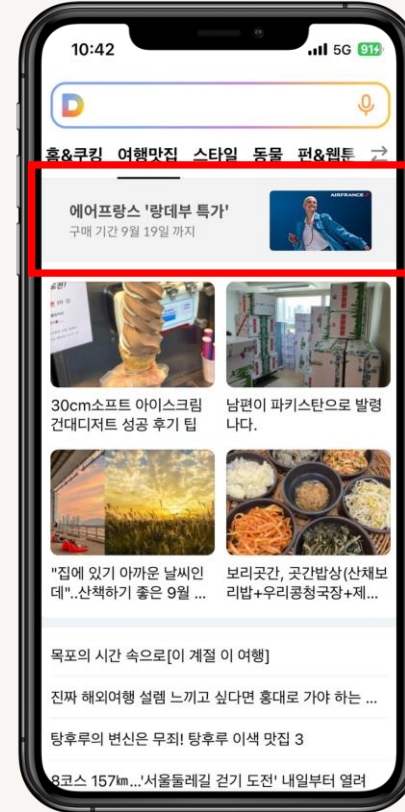


# AIRFRANCE/ KLM Online Campaign

에어프랑스 파리 최저가  
왕복 995,000원 부터



에어프랑스 '랑데부 특가'  
구매 기간 9월 19일 까지

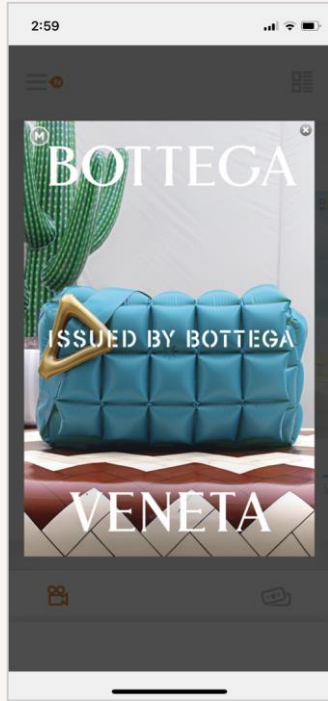


**Media** Kakao  
**Launching** 2023.09

**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

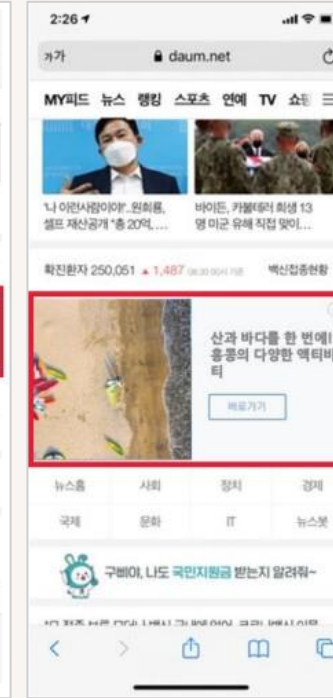
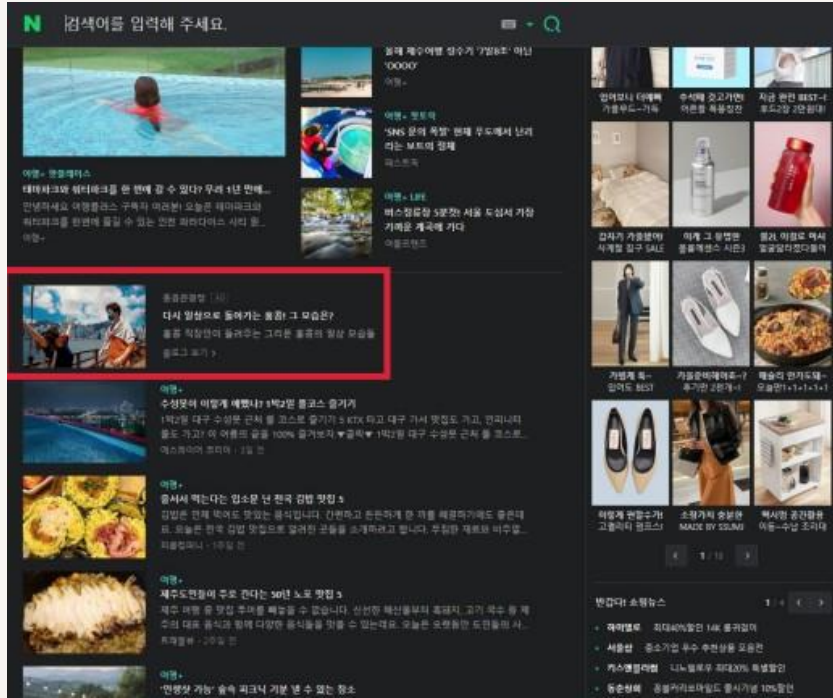
## Work

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

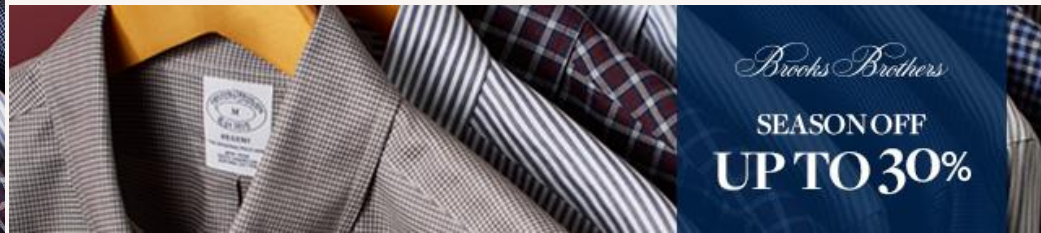
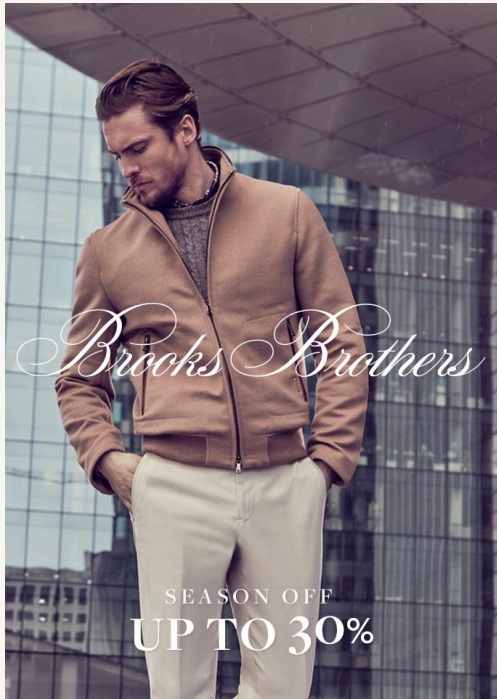
Execution of advertising campaign promoting Hong Kong's safe quarantine themes and various outdoor activities

### 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 200<sup>th</sup> 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



8개월 효과 지속

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](#)

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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.

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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

Allergan coolsculpting 콜스컬프팅

턱밑 팔(상완) 등 옆구리 복부 허벅지

“피하지방세포를 안전하게 파괴하다!”

콜스컬프팅 검색

Allergan coolsculpting 콜스컬프팅

“피하지방세포를 안전하게 파괴하다!”

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콜스컬프팅 검색

턱밑 팔(상완) 등 옆구리 복부 허벅지



Launching 2019.05

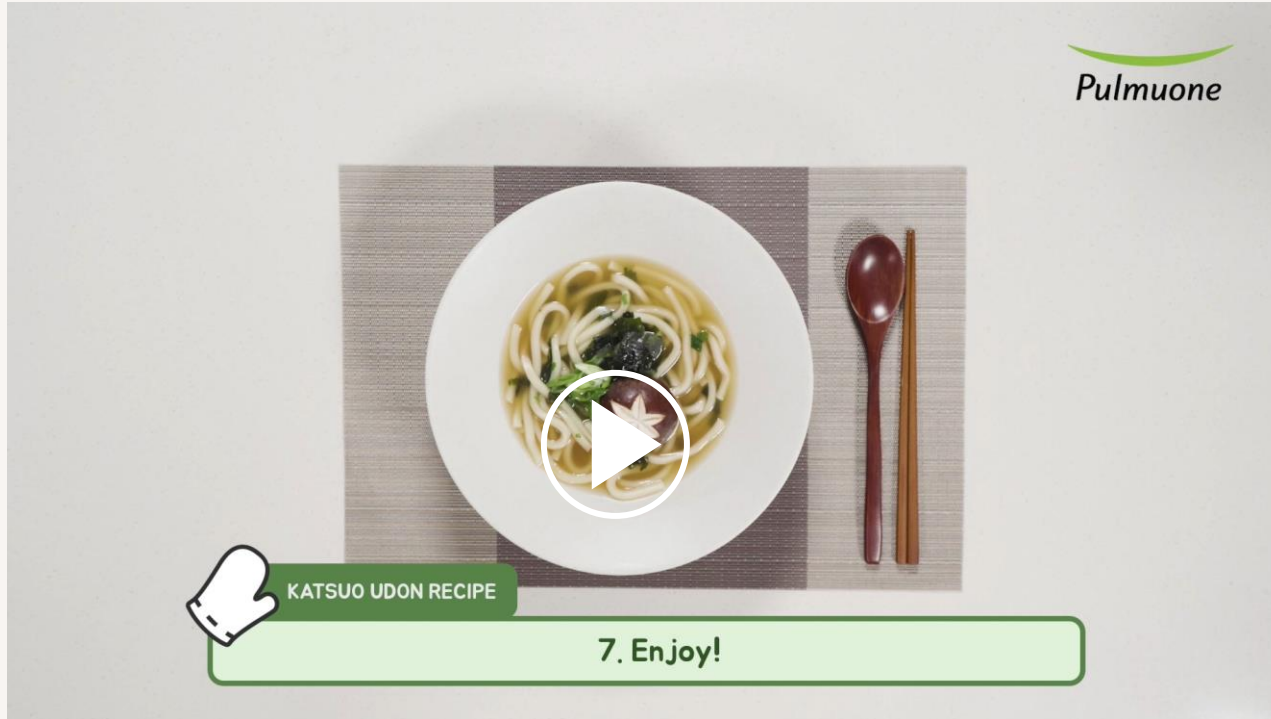
## Work

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 -





## Avocado Giant

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### Tel

+82 2 557 6565

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### Business Inquiries

[hello@avocadogiant.com](mailto:hello@avocadogiant.com)

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**THANK YOU**



AVOCADO

GIANT