



RSAD

PERFORMANCE MARKETING



“

For successful branding Marketing Partners

”



CEO Park Tae-hoon

Director of Senior Venture Association (Corp.)
Representative Director of RSAD Co., Ltd.
Director of WANTAKER Co., Ltd.
Representative Director of ECOGREENCARCARE Co., Ltd.
Former representative director of Multilingual Soft Co., Ltd.
Former managing director of SOONSOO Education Co., Ltd.
Former director of KBF Co., Ltd.
Former representative of PCKAUTO Group
Former Representative of HUN International

Company	RSAD Co., Ltd.
CEO	Park Tae-hoon
Establishment	December 26, 2007
Number of officers	60 persons
Address	RSAD, 6F, Doyu Bldg, 32 Yeonhuimat-ro, Seodaemun-gu, Seoul WANTAKER, 3F, Ogyeong Bldg, 2-3 Yeonhuimat-ro, Seodaemun-gu, Seoul
Business field	On/offline marketing, shopping mall operation, software development

Rolling Stones

The rolling stone does not have moss.

2019년

Total marketing services specialization

Selected as an official partner of TRIPLE HIEM
Official agency operation of Seoul Bio Hub SNS
Operate HOMEPICK (SK Energy) Integrated Marketing
Performed YHASINCO total marketing (SA/DA/SNS)
Performed Youth School total marketing (SA/DA/SNS)
DB marketing with BLOCK CHAIN Department in Kookmin
Korea Society of Authors DB Marketing

2017년
~18년

Expand marketing services

Signed contract with Culture Media Lab Partners
Daemyung Group Daemyung Lifeway Online Marketing
Operate Dong-A Otsuka POCARISWEAT SNS channel
Samsung Electronics App Download Marketing
Kolon Construction Marketing
Samhwa Paint Marketing
Registered Facebook Agency Directory

2016년

Established Eco Green Car Care Co., Ltd.

Launched Gion Shop, Gion's Quartz Premium car wash shopping mall
Waterless car-washing training and showroom open
Conducted recruitment of nationwide franchisees
Executed service in Seoul, Gyeonggi, Goyang, Cheonan, and Bucheon

2015년

Started marketing service

Youth Festival SNS Marketing
Hyundai Insurance Direct branding and SNS marketing
Association of Korean Medicine Marketing Consulting
Established an affiliated company Multilingual Soft Co., Ltd.

2014년

Established SOONSOO Education Co., Ltd.

Exclusive license of original books of Collins in UK
Launched Big Cat World Speaking on-line English library
Executed SNS Facebook Marketing
Break through 700 nationwide franchises in the shortest time
Achieved cumulated sales of 5 billion won in 2016

2013년

Opened THEZAM (Current WANTAKER)

Conducted SNS Facebook and Instagram Marketing
Grew more than 2,500% annually for 4 years
Standing point at China the 1st ranking apparel shopping mall
Launched domestic exclusive of overseas underwear brand
Launched custom-made underwear for the first time in Korea

2012년

Established HUN INTERNATIONAL

Opened custom-made design shop MAUM STORE
Executed SNS Facebook Marketing
Achieved the 1st ranking sales in the design shop category
Custom-made order for phone case, tumbler, calligraphy

2011년

Established PCK Auto Group

A specialized company for automobile performance tuning
Achieved 1 Billion Sales within 1 year of product launching
Achieved cumulated sales of Swiss chips in 3 billion sales
Exclusive sale of famous brands of wheel, brake, exhaust
Acquired more than 10 brands worldwide

2007년

Established RS Interactive

Marketing in the middle of brand operation?

Shopping malls, education, cars, cosmetics, etc.
Operate the company business in various fields

**Business of the company
with IT technology**



Overflow consulting request, a fraud couple appeared!
Facebook Marketing with Creative Strengths

**Full-scale Facebook
Marketing**



Perform self marketing

1 billion sales in 1 year after PCC Auto Group launching!
6 billion sales in the The ZAM 'SAGI bra' image making!
5 billion sales by SOONSOO Education on-line marketing!

Facebook Official Partner

A company even Facebook acknowledged,
Registered in the Facebook Agency Directory!
* Only 23 domestic partners as of March 2019



A company that works well on Facebook?

A company good at conversion marketing!

Landing page to turn customers into DB

Daemyung Landing Page Price per DB,
Achieved 23,452 won!
(Average price 92.6 million won of goods price)



Optimal app download marketing

SK Energy's Homepage APP download
increased by 246.5%,
Achieved increase rate 206% of courier orders!

A window of quick spread power and communication, SNS

In 3 months after POCARI SWEAT operation,
Achieved contents reach 8 times!



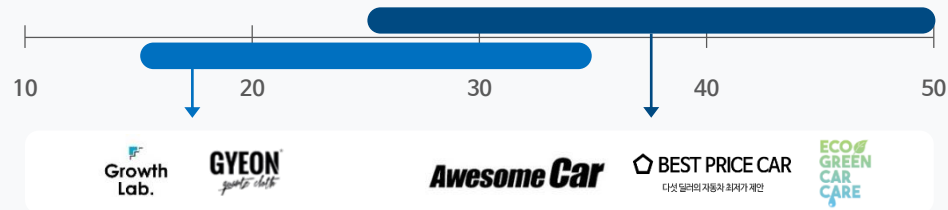
Branding image making for differentiation

The number of visitors
to the Montbest Shopping Mall increased by 313%!



Business operation for all ages from 10s to 50s

Hold the data and insights for various business kinds



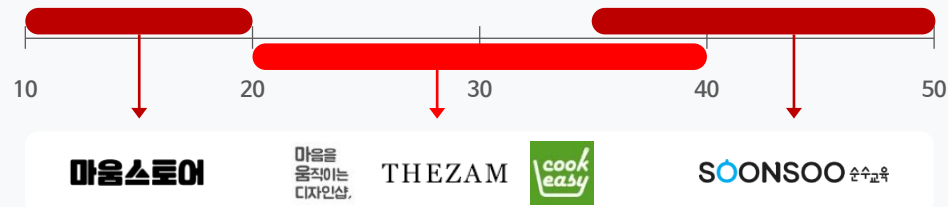
B2B

RS.
INTERACTIVE

GOLDENCRE

디어그라운드

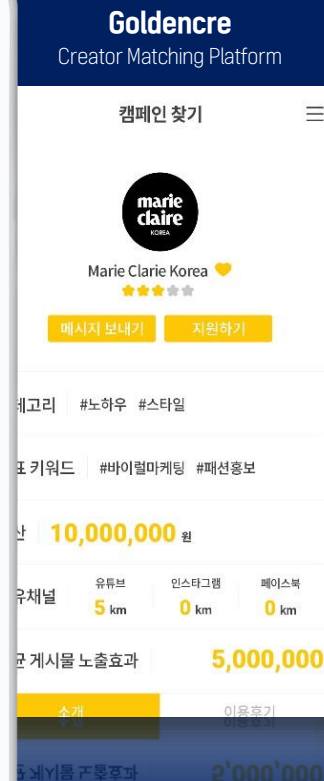
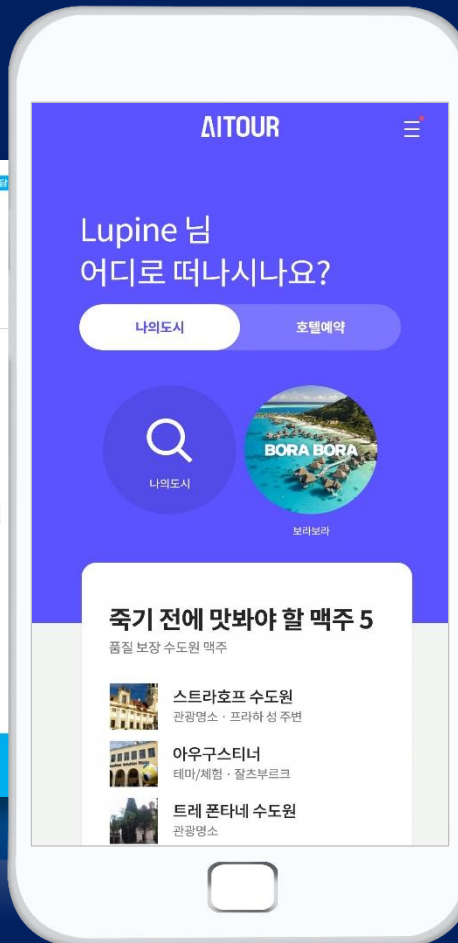
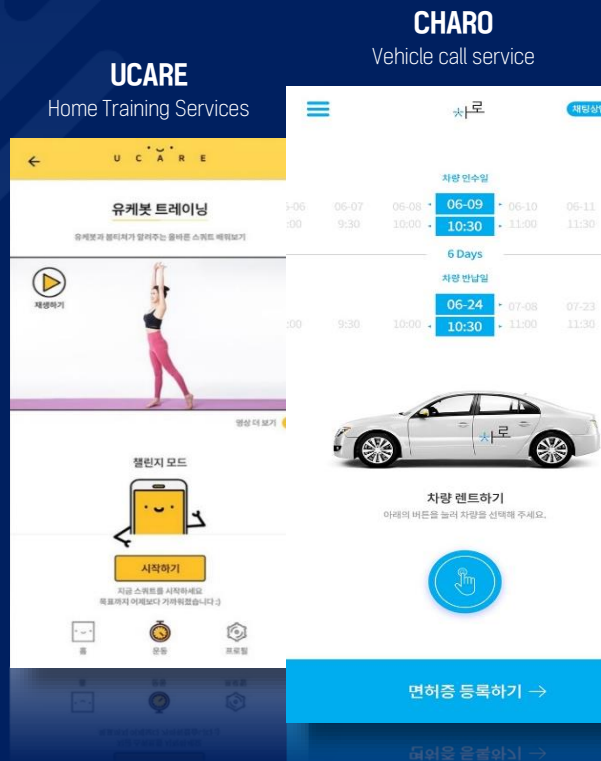
Language Wizard 2



In 2019, RSAD continues to challenge.

AI Tour

AI analysis-based travel guide app



Devilz Overseas Developer Platform



A person wearing a white dress shirt and a dark tie, with their hands clasped in front of them. The image is overlaid with a semi-transparent blue gradient. The text "What is the key in RS's success?" is centered in white.

What is the key in RS's success?

01.

Planning power

Marketing, which is different from word to word,
RS's free organizational culture produces 1% different projects.



"First coming to work
I read in the library of Millie,
enjoy music with Marshall speakers
I'm ready for work. "



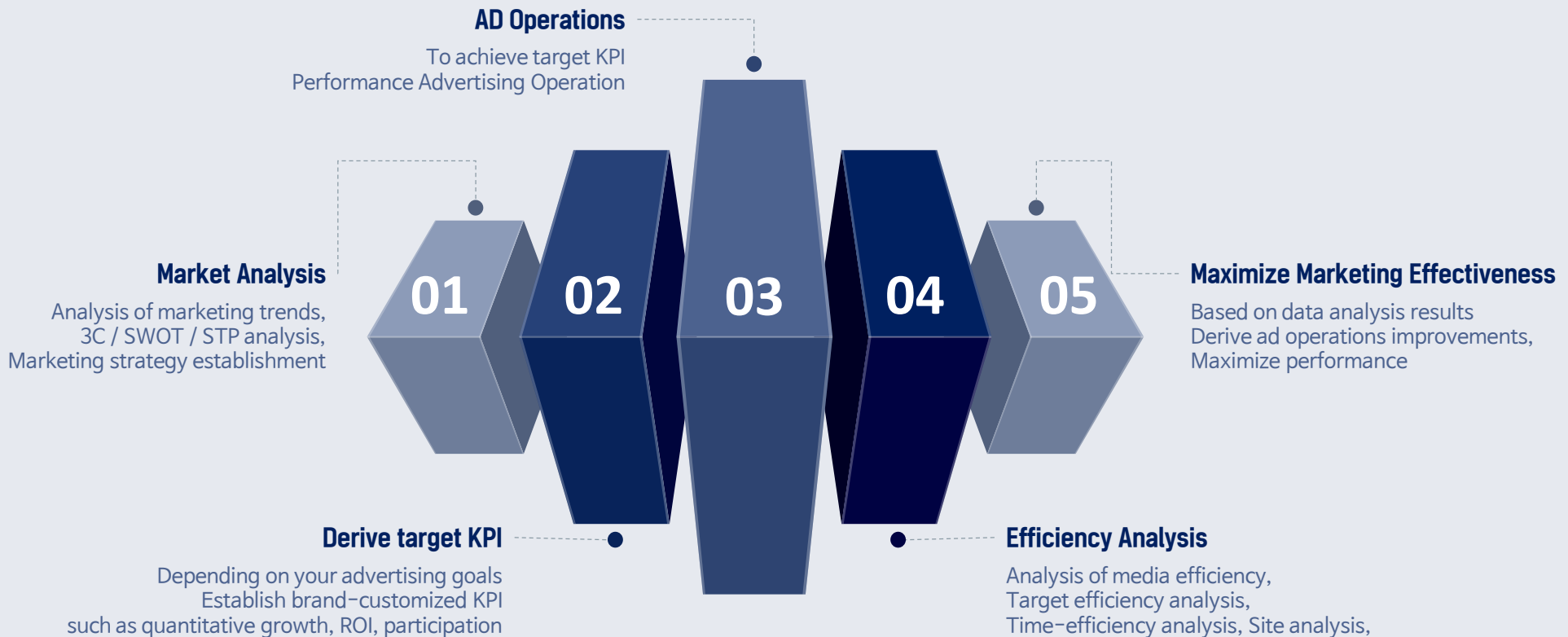
"Even watching TV,
or gaming during business hours,
A company that you can have
a glass of beer or wine.
Creative planning to come out
while playing and resting. "



"You can speak your opinion freely,
An atmosphere of mutual consideration
and cooperation "

Analytical power

Based on understanding and analysis of marketing trends, we establish a 'brand-only' success strategy that will enhance brand value.



Professional staff

From planning to design and development, 100% internal operation,
We create synergies by sixty professionals with experience in running business.

1

Planning

- Business Planning
- Brand consulting
- Video Scenario Planning
- UI/UX planning

2

Design

- BI / CI design
- Character design
- Print design
- Web Design

3

Development

- Homepage Web/App
- Shopping Mall Web/App
- Landing page production
- Other Platforms Web/App

4

Marketing

- SNS administration agency
- Search ads (Naver, Google, etc.)
- Display ads
- Video ads (YouTube, SMR, etc.)

RSAD says by results.

Based on various media experiences,
we set up IMC strategy that is optimized for brand,
and create the best performance satisfied by the customers.





2 0 2 0
Officially Selected Partner

RS기획 X Cheil

Selected as Cheil Planning partner for 2020

PARTNER



NH투자증권



ORICOM
INC IDEA GROUP



ORACLE

RSAD has grown together while leading the success of many customers

SAMSUNG

MIRAE ASSET

서울특별시교육청
SEOUL METROPOLITAN GOVT. OF EDUCATION

KERIS

SBS

KB 국민은행

한양사이버대학교
www.hanyangcyber.ac.kr

서울특별시박물관
SEOUL MUSEUM OF HISTORY

이-이-이

SK 커뮤니케이션즈

KU KONGKUK
UNIVERSITY

아시아나항공

경기도교육청
KOREA PROV. GOVT. OF EDUCATION

Incheon Airport

GS넷비전

연세대학교
YONSEI UNIVERSITY

코오롱

HANSKIN

★ Heineken

대한한의사협회
THE ASSOCIATION OF KOREAN MEDICINE

H
현대해상

Ir.G-TELP™ 조종교 및기능개발기
발매 및기능개발기

G-TELP™ 국제간접기능기
발매 및기능개발기

한국
일보

EBS

THE KOREA TIMES

Orumedu
오름교육연구소

OrumSchool

BigCat
English

MONDAYAPPERAL

maumstore

MAUMPROJECT

THE
ZAM

SŌONSOO
순수교육

GYEON

HUNO
Human & Innovation

RSCHIP

WING CLOSET
YOUR PERSONAL STYLIST

LITTLE CLOSET

KOCOSTAR
KOREA COSMETIC STAR

MOLIK

Delicon

MEDIFUND

cook easy

MOS

FUSION
MUSIC

OBLIQUE TABLE

DIAMOND

한식원

eco of
green
auto
clean

BIONIT

MIRANDA HOTEL
KOREA

RAMID
HOTELS&RESORTS

RAMADA

PICKYSKIN

Celime
BEAUTY beyond BEAUTY

myhouse

SM 강남에스엠여성의원

헤어핏

C·A·S·H

Awesome Car

개인회생재산변환사무소
우남법률사무소

Bodymate

Polaris Spa

change
eat

MUMCHIT

정준페스타빌

micimpact

Baskette
ICE CREAM

CNO
CONSULTING GROUP

ATEMS
아텐즈게임아카데미

APPLEASE

A low-angle, upward-looking shot of several modern skyscrapers with glass facades, creating a sense of height and architectural scale. The image is overlaid with a semi-transparent dark blue filter.

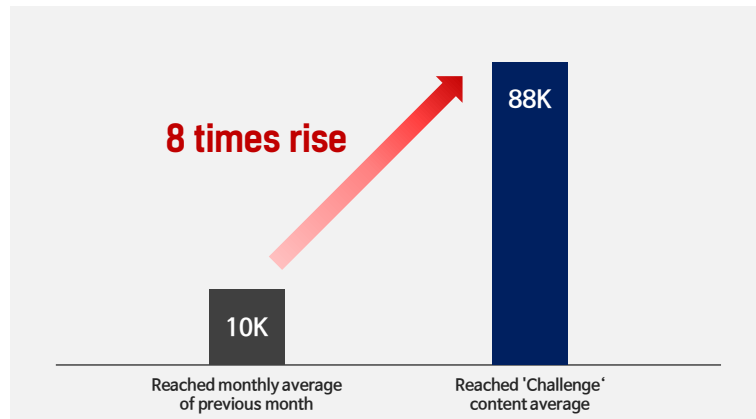
**With RSAD,
Your brand is also available.**

We are awesome

PORTFOLIO

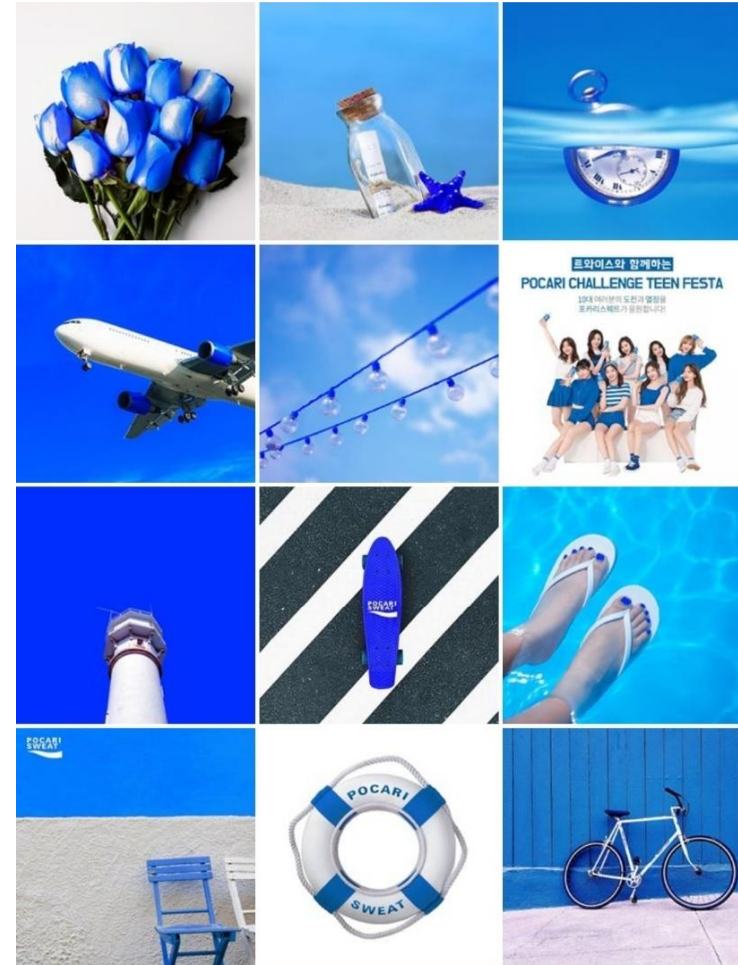
POCARI SWEAT

- **Period** | 2018. 04 ~ in progress
- **Goal** | Expand brand awareness through SNS channel activation
- **Tasks** | Facebook/Instagram Operation & Advertising
- **Performance** | Overall rise in SNS reach figures
Increase 'POCARI Challenge' Engagement (Reach) 8 times higher than the previous month



	View	Like	Share	Negative reaction
Numerical improvement	▲ 161%	▲ 41%	▲ 91%	▼ 53%

※ Comparative data of operation results of 2nd and 3rd quarters after RS operation and results of operation of two preceding agencies



(RSAD Operation | POCARI SWEAT Instagram Feed)

POCARI SWEAT



#Challenge #Heatwave_Water_intake #Social_Contribution

Minor Challenge in Daily Life / Heatwave content in 111 years

Despite negative issues, content reaches 8 times higher



▲ 'Minor challenge event in everyday life' event
with the concept of 'challenge'



▲ Content that leads participation
with sympathy for heatwave



▲ Contents and Creative Copy
that embody social contribution image

HOMEPICK (SK Energy)



- **Period** | 2018. 11 ~ in progress
- **Goal** | Increase brand awareness and APP downloads
- **Tasks** | Facebook/Instagram/Kakao Talk Plus Friend Ads
Search Ads(SA), Display Ads(DA), Google UAC, Apple SearchAds
Cafe/Blog/Naver Viral, Press coverage, Creator Ads
- **Performance** | GDN monthly average exposure reached 16.1 million
APP downloads increased 246.5%

Courier Orders Growth Rate

206%

APP download increase rate

246.5%

Search ads ROAS

189%

※ Comparative operation data between the operation results of the month immediately before the RS operation and the present (as of 2019.03)

Awareness

- SNS channel operation
(FB/Insta/Kakotalk)
- Power Link Ads(SA)
- Google UAC / Apple SA

Exposure

- Display Ads(DA)
- SNS Ads
- ATL/BTL Ads

Diffusion

- Café/Blog Viral
- Press coverage
- Creator Ades
- Offline event



(RSAD Operation | HOMEPICK Facebook/Instagram Contents)

HOMEPICK (SK Energy)

With the '1 hour visit pickup' branding

Increased 206% of courier service orders



▲ Banner ads exposure screen (example)



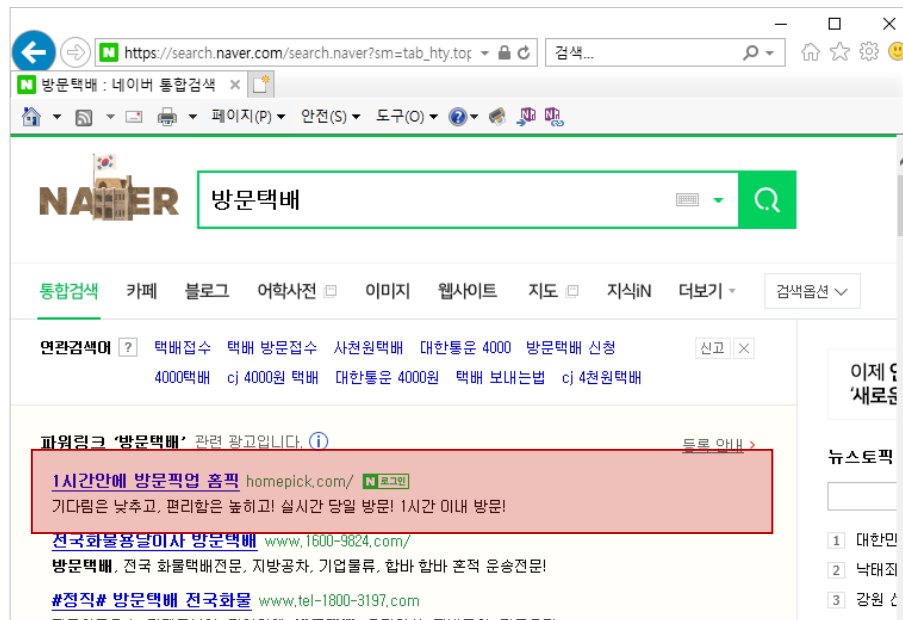
▲ Banner ads content

HOME PICK (SK Energy)

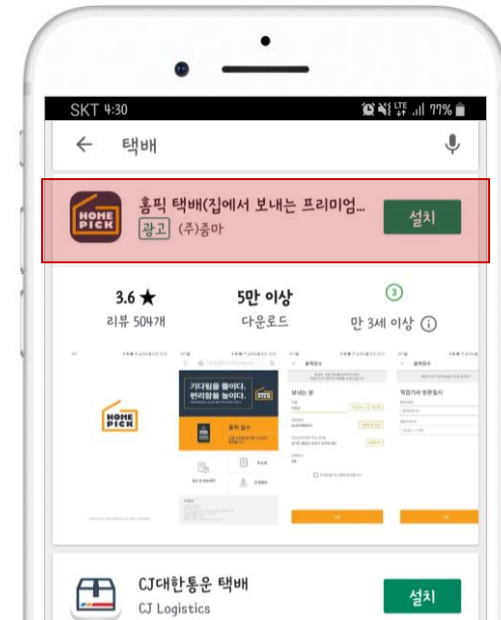
With online integrated marketing

APP downloads increased by 246.5% in 4 months

Continuation
of rising graph
(As of 2019.03)



▲ Naver Power Link search ads (1st exposure when searching related keywords)



▲ Google Play Store APP Download ads

MONTBEST

- Period | 2018. 07 ~ in progress
- Goal | Build brand image and spread brand awareness
- Tasks | Facebook/Instagram/Kakao Talk Plus Friend Ads
Search Ads(SA), Display Ads(DA), Google UAC, Apple SearchAds
- Performance | GDN monthly average exposure reached 16.1 million
APP downloads increased 246.5%

SNS reach increase rate

165.7%

Number of monthly visitors
in company mall

4.8 Million

New visit rate

60.1%

※ Comparative operation data between the operation results of the month immediately before the RS operation and the present (as of 2018.12)

Brand exposure

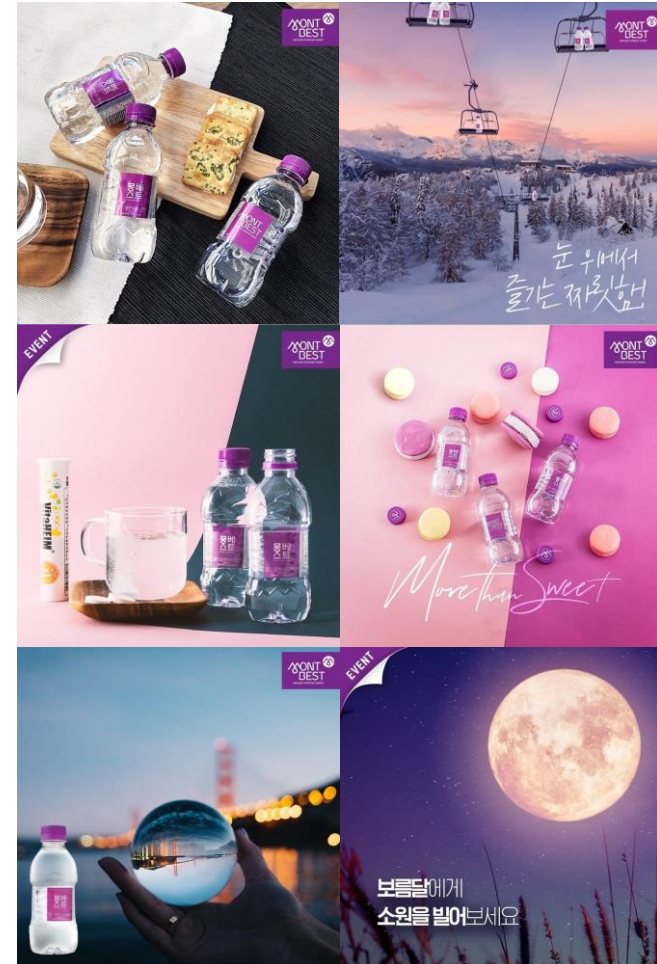
- Facebook operations
- Instagram operation
- SNS ads

Operation of own mall

- Banner planning/design
- Edit detail page
- New product registration
- Modify product information

Brand expansion

- Blog viral marketing
- Influencer advertising
- Youtube creator ads
(Preparing in progress)

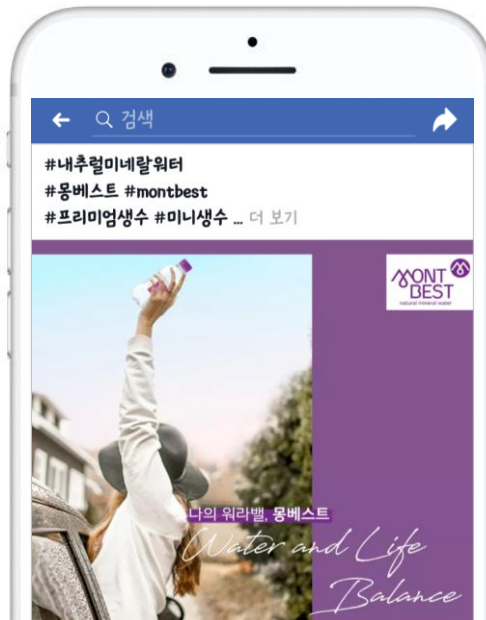


[RSAD Operation | MONTBEST Instagram Contents]

MONTBEST


#Premium_Water #Work-life balance #Healthy Drink #CSR

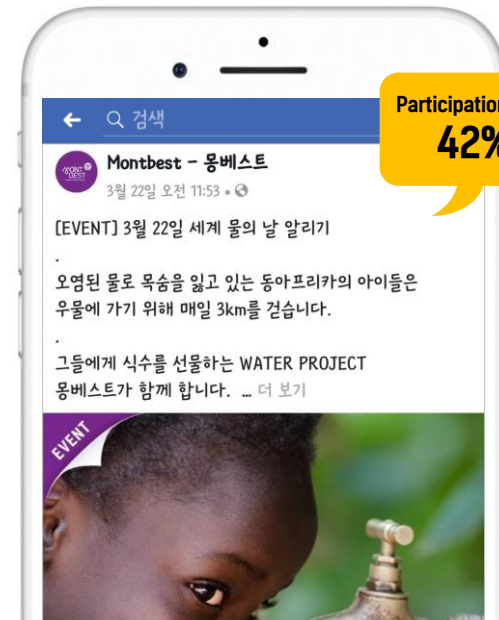
Escaping from existing ads targeting for housewives

SNS reach increased to 165.7% with contents targeting 2030


▲ Content that emphasizes the concept of 'premium bottled water' and 'Work-life balance'



▲ White Day event that attracted participation with target of young people



▲ Enhance brand image through social contribution campaign related to 'water'

MONTBEST 

With satisfied SNS operation,
Expanded operation to its own mall

With refurbishment of the online-mall

Build Brand Image, Increase Visitors by 313%

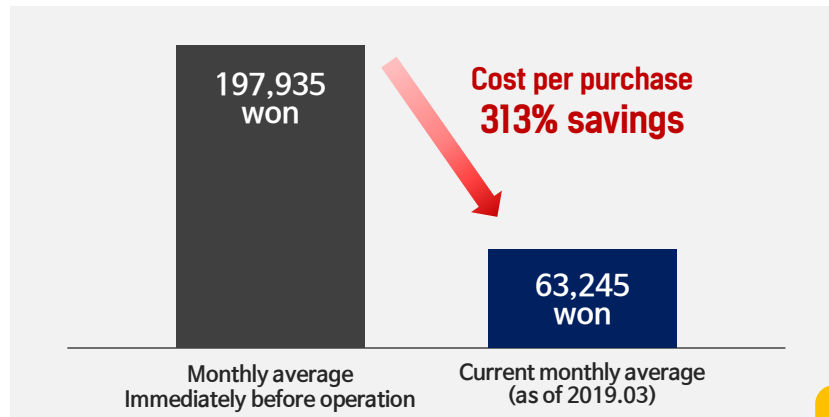


▲ MONTBEST online-mall banner design

HOME&TONES

HOME&TONES
All about Housing Color

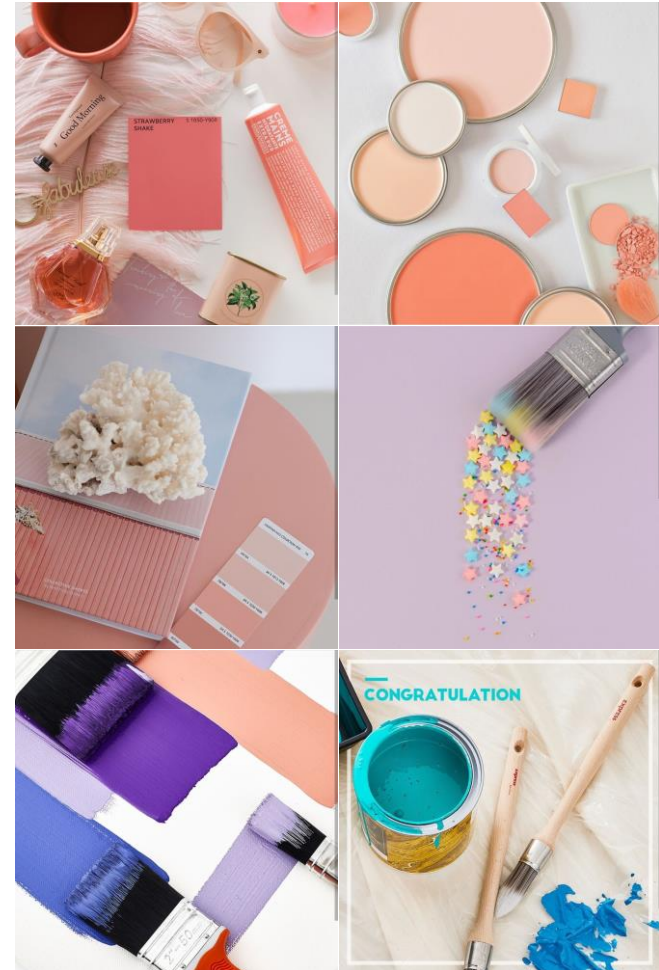
- Period | 2018. 01 ~ in progress
- Goal | Expand brand awareness, increase homepage sales
- Tasks | Facebook/Instagram Operation & Advertising, Blog operation
- Performance | Overall rise in SNS reach figures
Reduced cost per purchase by 313%



	Like	Comment	Sharing
Numerical Improvement	▲ 1792%	▲ 8184%	▲ 6254%

※ Comparative operation data between the operation results of the month immediately before the RS operation and the present (as of 2019.03)

SNS reach figure significantly increased



(RSAD Operation | HOME&TONES Instagram Contents)

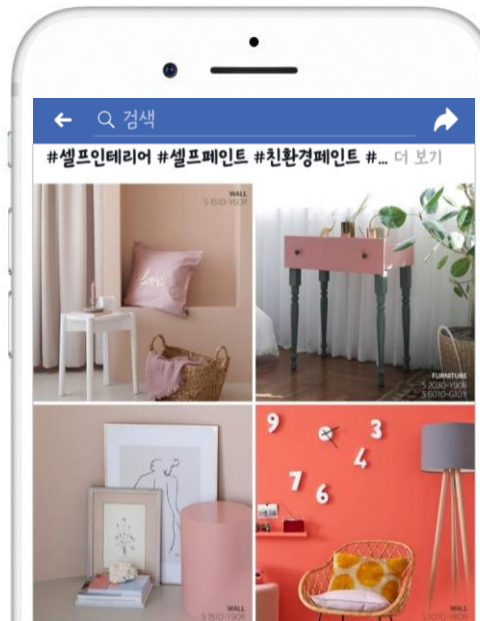
HOME&TONES HOME & TONES
 All about Housing Color

#Self_painting #Colored_interior #Natural_wallpaper

Eco-friendly premium wallpaper that changes the residential space
Recommend color interior for individual lifestyle



▲ Contents promoting self-painting lecture



▲ Recommend color interior by selecting monthly colors

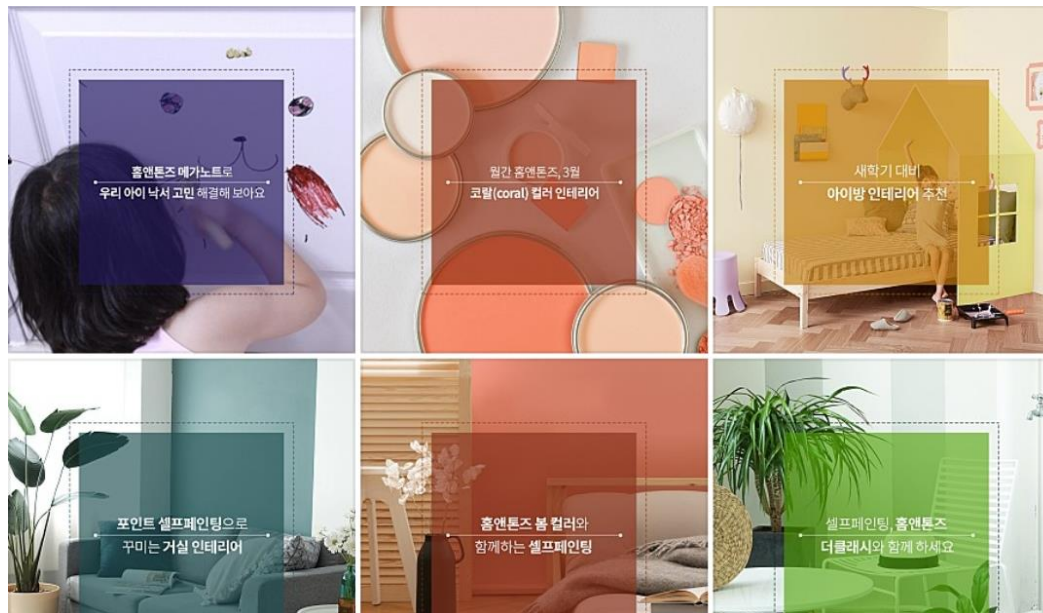


▲ Participating event that naturally promotes that it is 'natural wallpaper'

HOME&TONES HOME & TONES
 All about Housing Color

2.1 times the competitors in the 2nd rank,
 5.2 times in the third rank

With interesting daily contents and comment management
ranked the 1st in the number of blog visitors in the industry



▲ Blog posting (periodic publication of daily contents such as 'interior tips')



▲ Communication Management

Daemyung

- **Period** | 2018. 06 ~ in progress
- **Goal** | Expand brand awareness, subscription counseling DB collection
- **Tasks** | Facebook/Instagram Ads, Homepage design replacement, Landing page production, YouTube preview ads / TrueView ads, Search Advertising (SA), Display Advertising (DA), Cafe Viral
- **Performance** | Achieved homepage subscription conversion rate of 35.6%
Achieved 23,452 won in unit per landing DB (Average price of product 92.6 million won)

Homepage new visit rate

79.8%Product subscription
conversion rate**35.6%**

Landing page Unit Price per DB

23,452won

※ Data as of March 2019 in operation of RSAD

Initial setting

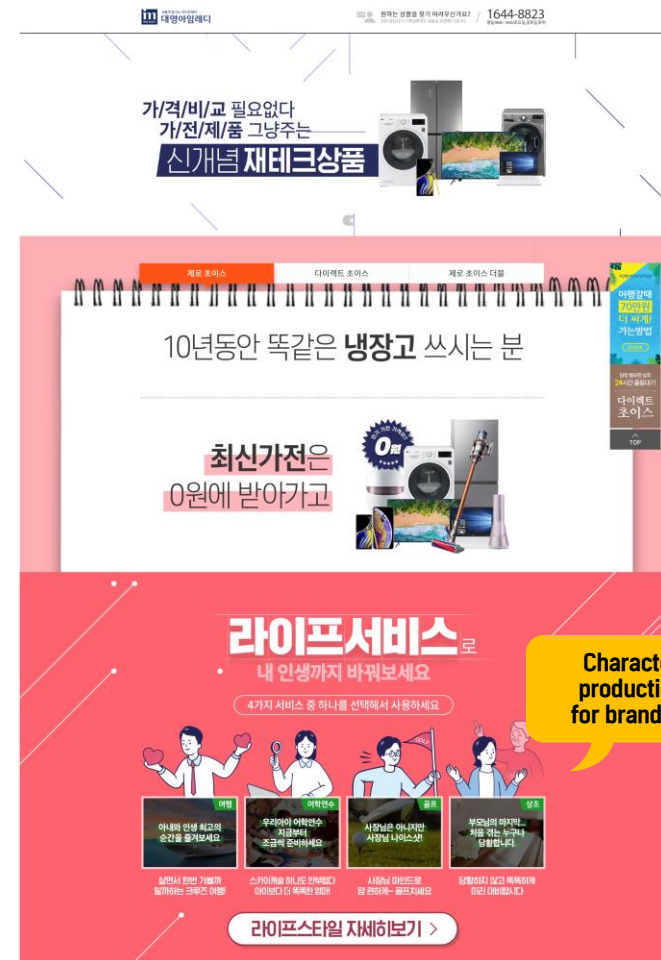
- Landing page production
- Homepage design replacement

Brand exposure

- SNS (FB/Insta) ads
- Search Ads
- Kakao Moment Ads

Brand expansion

- Cafe Viral
- YouTube preview ads
- YouTube TrueView ads



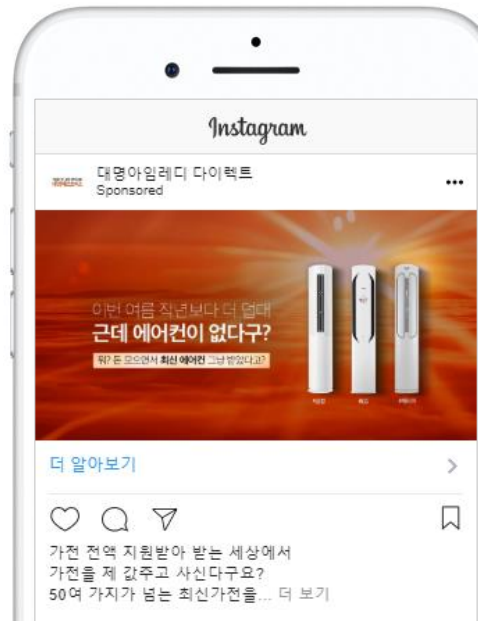
(RSAD Operation | Daemyung Homepage)

Daemyung 

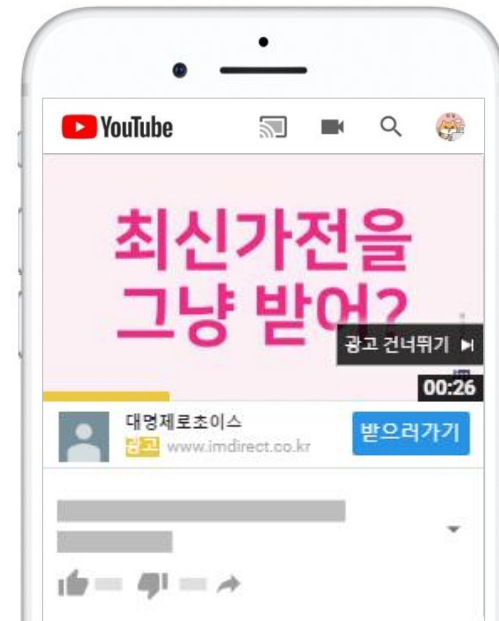
Through media mix strategy such as SNS and YouTube
induce homepage/landing page inflow with various routes



▲ Creative facebook ad content



▲ Empowering instagram ad content



▲ YouTube preview ad content

Daemyung 

DB collection optimization through A/B testing

Achieved 23,452 won of unit price per DB

※ The product price of 9.26 million won in average




우리집에 필요한 가전,
부담없이 가져가세요



가전 제 값주고 사지 마세요.
가전 전액지원 받는 방법을
알려 드릴게요.

다음



1/6


가전 전액지원 받고,
목돈마련하는 방법

[대명 제로초이스]

- ① 갖고 싶은 가전 선택하고 받기
- ② 매월 내가 설정한 금액만큼 납입하기
- ③ 만기 시 낸 돈, 전액 다 돌려받기

click

어떤 가전을 주는거지?



2/6


1

지금 바로 받을 수 있는
가전은 어떤 게 있나요?

TV, 냉장고, 세탁기 등 대형 가전과
건조기, 스타일러, 청소기, 핸드폰과 같은
최신 인기제품까지
전액 지원받으실 수 있습니다.

click

추가 혜택도 있을까?



궁금한 부분
간편하게 물어보세요.

희망 상담시간대

📌 오전 📌 점심 📌 오후 📌 상시
(빠른상담)

연락처

010

*고객 정보는 상담 시에만 활용되며 다른 용도로는 활용되지 않습니다.

빠른 상담 고객센터
1644-8823

상담 신청

■ 개인정보제공 동의 ☐ 전문받기

서울시 송파구 법원로 135 대명리위 사업자등록번호: 220-88-09321
대표자(주)대명스태이션 대표이사최성훈 통신번호신고번호 제 0397호

▲ Create a participation-type landing page to help you understand the mutual-aid product to collect high-quality DB

YOP(Let's meet now)

- **Period** | 2018. 05 ~ 2018. 09
- **Goal** | Increase brand awareness, increase APP downloads
- **Tasks** | Integrated on-line and off-line marketing and service operations
[Google UAC, CashSlide Ads, University Students Supporters operation, Offline event operation, Facebook/Instagram operation and advertising]
- **Performance** | Achieved 100,000 APP downloads in 4 months of launching, 1st rank in the Google PlayStore popularity charts [as of July 2018]

Google PlayStore
rising popularity charts

1st

Number of APP downloads

10만

'Friend Request' service
usage increase rate

542%

※ Comparative data of operation result
of first month of RS operation and last month operation

Service settlement

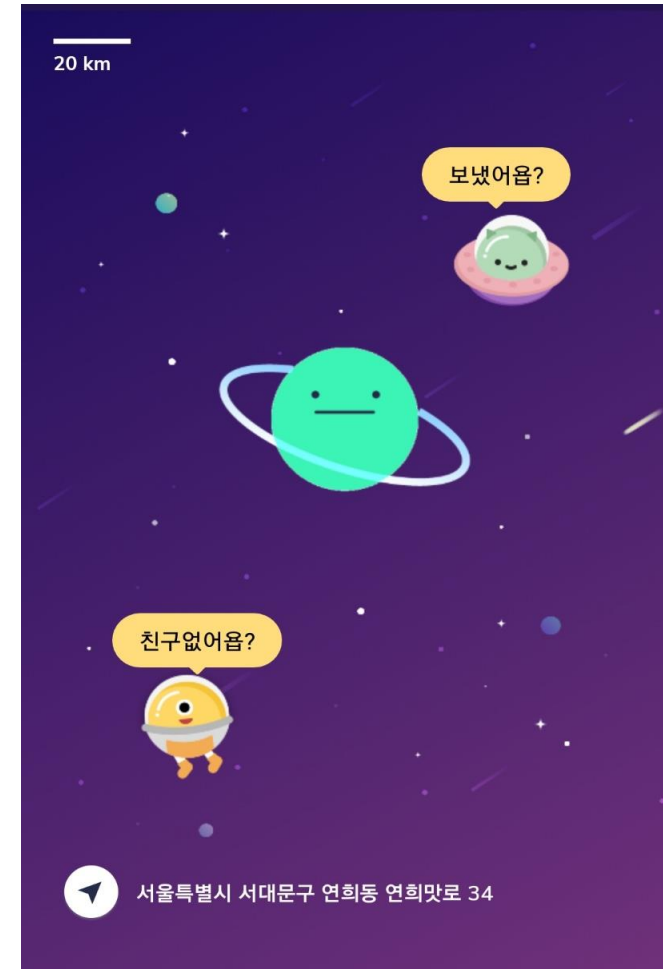
- Service registration
- Trademark registration
- CS operation setting
- Store registration

Online Exposure Strategy

- SNS operations and Ads
- Google UAC Ads
- CashSlide Ads

Offline spreading strategy

- University students supporters
(Online/offline missions)
- Offline event
- Production of Goods



[RSAD Operation | YOP application execution first screen]

YOP(Let's meet now)

#Searching_Friends_Around #Famous_restaurant

Through various media mix strategies

Achieved 100,000 app downloads in 4 months of launching

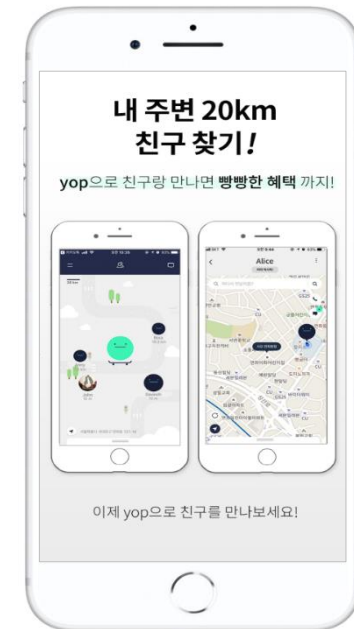
※ Android, IOS add-up data



▲ YOP user reviews video contents



▲ The message attracting interest

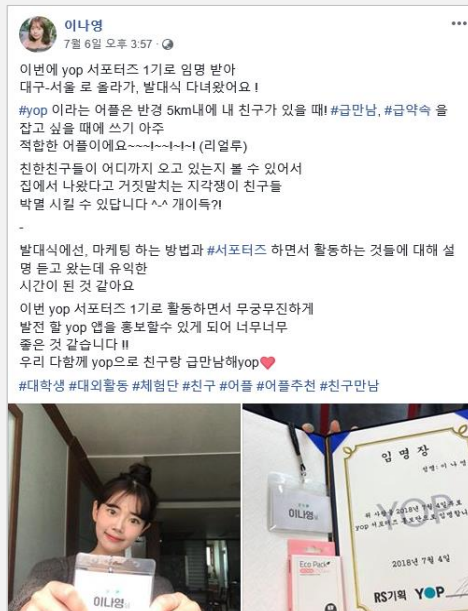


▲ CashSlide ad image

YOP(Let's meet now)

Service promotion and natural viral effect

University students supporters and off-line events



▲ Online activities
for university students supporters



▲ Off-line activities
for university students supporters



▲ Offline event near Hongik Univ. Station

THE ZAM



- **Period** | 2014. 12 ~ in progress
- **Goal** | Increase brand awareness, increase shopping mall sales
- **Tasks** | Shopping Mall Production, BI Design, Facebook/Instagram Operation & Advertising, Online integrated marketing such as SA, DA
- **Performance** | Sales increased by 315.73% from the first year, Renewed growth rate for five consecutive years

Sales growth rate

315.73%

Number of visitors per month

2 million

Number of members

250,000

※ Comparative operation data of operation result of the first month of RS operation and current [as of 2019.03]

Shopping Mall

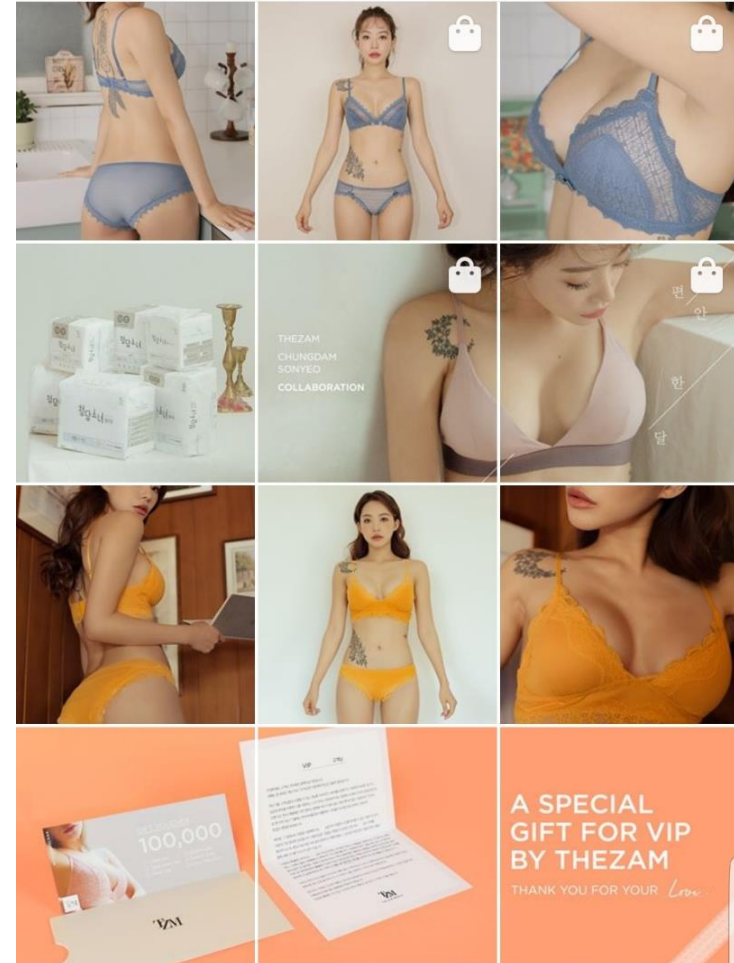
- Create a shopping mall (Planning, design, development)
- BI design

Brand exposure

- SNS channel operation
- Search Ads (SA)
- Display Ads (DA)
- SNS Ads

Brand expansion

- Cafe/Blog Viral
- Influencer Ads
- YouTube Ads



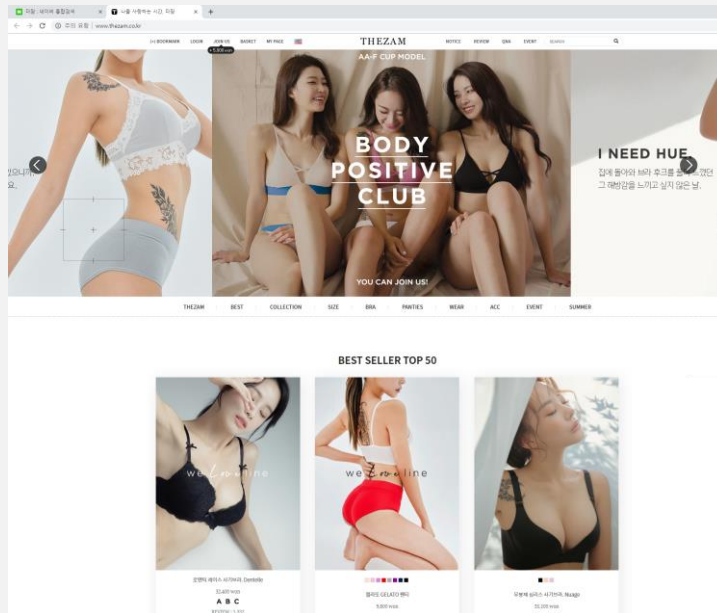
(RSAD Operation | THE ZAM Instagram Feed)

THE ZAM



From shopping mall production to marketing

Sales up 315.73% compared to the first year



▲ The first screen of THEZAM homepage



▲ THEZAM Yeonnam-dong Flag shop PR video

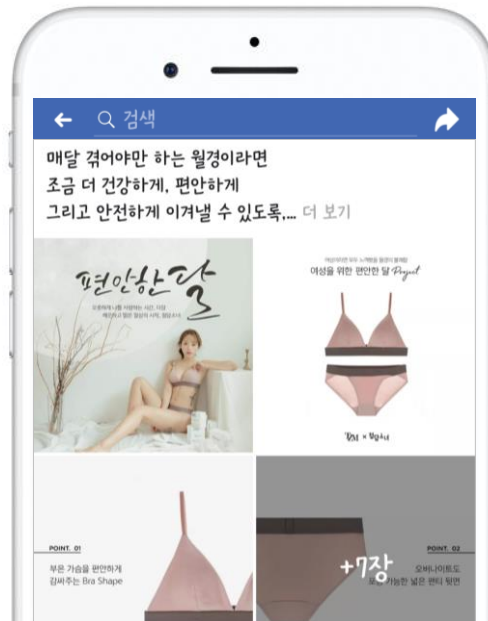
THE ZAM



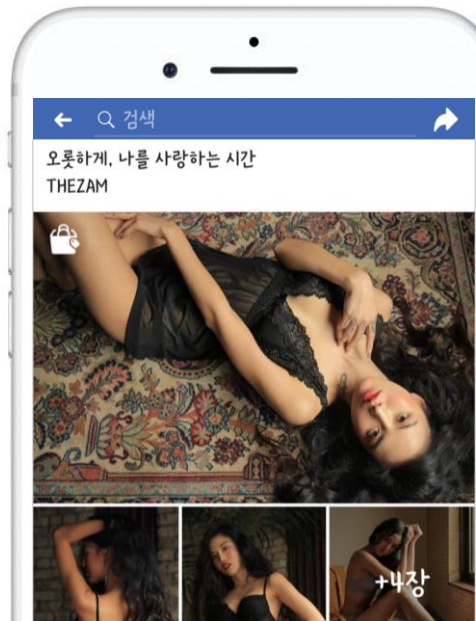
#Time_to_love_me #Comfortable_Bra #Subtle_Sexy

With contents that emphasizes comfort and sexy

achieved 2 million visitors in shopping mall, still growing



▲ Content emphasizing comfort in relation to 'menstruation'



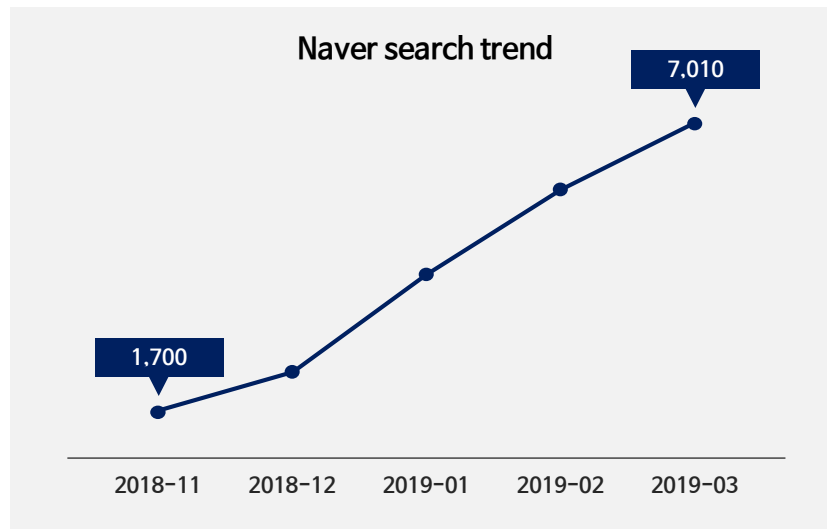
▲ Images and copy that reveal the subtle sexy



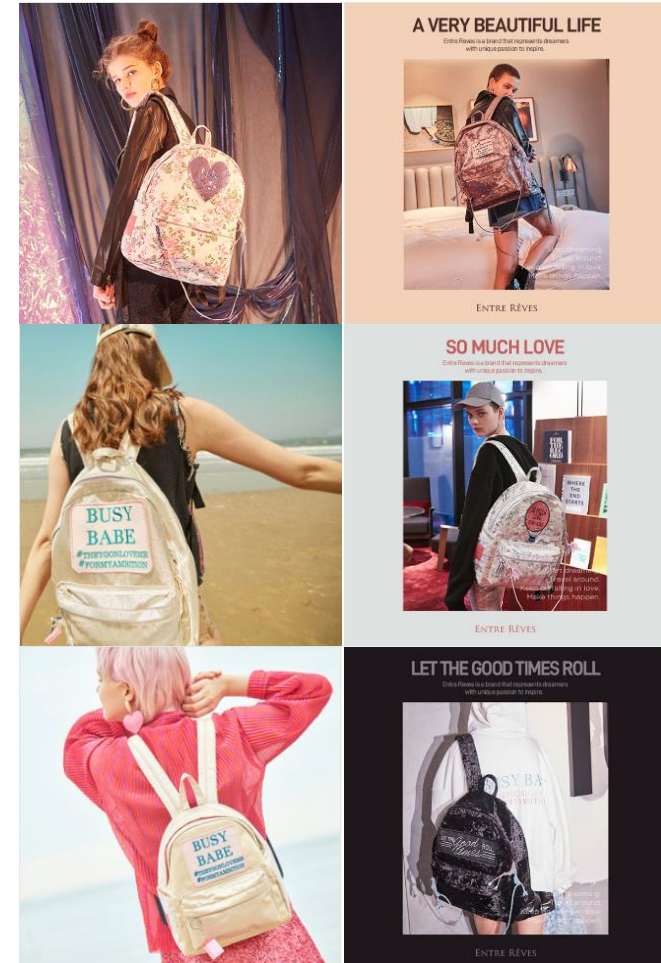
▲ Attention image that emphasizes the making of 'myself' as a work

ENTRE REVES ENTRE RÊVES

- **Period** | 2018. 12 ~ in progress
- **Goal** | Increase brand awareness, increase shopping mall sales
- **Tasks** | Facebook/Instagram Ads, SNS Viral, Naver Brand Search Ads, Shopping Search Ads
- **Performance** | SNS advertising ROAS reached 434% in three months, 4.1 times increase in brand searches



※ Comparative operation data between the operation results of the month immediately before the RS operation and the present (as of 2019.03)



(RSAD Operation | ENTRE REVES Facebook/Instagram Contents)

ENTRE REVES ENTRE RÊVES

#Everyday_Special #Limited_Backpack #Longing

‘Would I be that pretty if I wear that bag?’

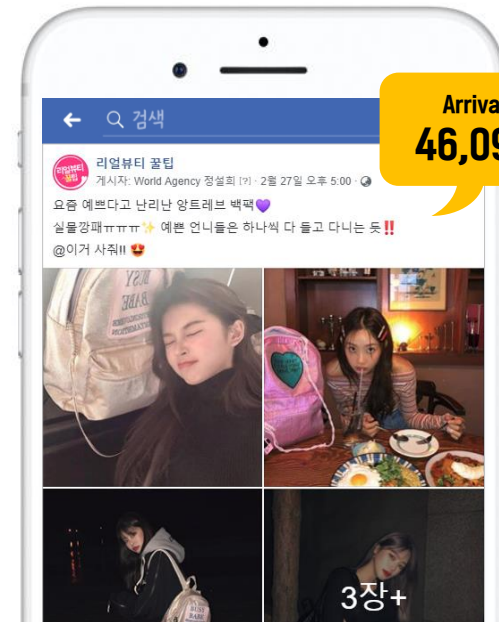
Achieved SNS advertising **ROAS 434% in 3 months**



▲ The image that invites longing to wear models



▲ image that gives a sense of fashionable even if worn by the general public



▲ Power Page Viral advertisement

Lavenir L'avenir

- Period | 2019. 02 ~ in progress
- Goal | Increase brand awareness, increase shopping mall sales
- Tasks | Facebook/Instagram Ads, Zig Zag Ads, Naver Power Link Ads, Shopping Search Ads
- Performance | Achieved SNS advertising ROAS 641% in two months, Zigzag Advertising Achieved 885% ROAS

SNS Ads ROAS

641%

Zigzag Ads ROAS

885%

※ Comparative operation data of operation result of the first month of RS operation and current [as of 2019.03]

Initial setting

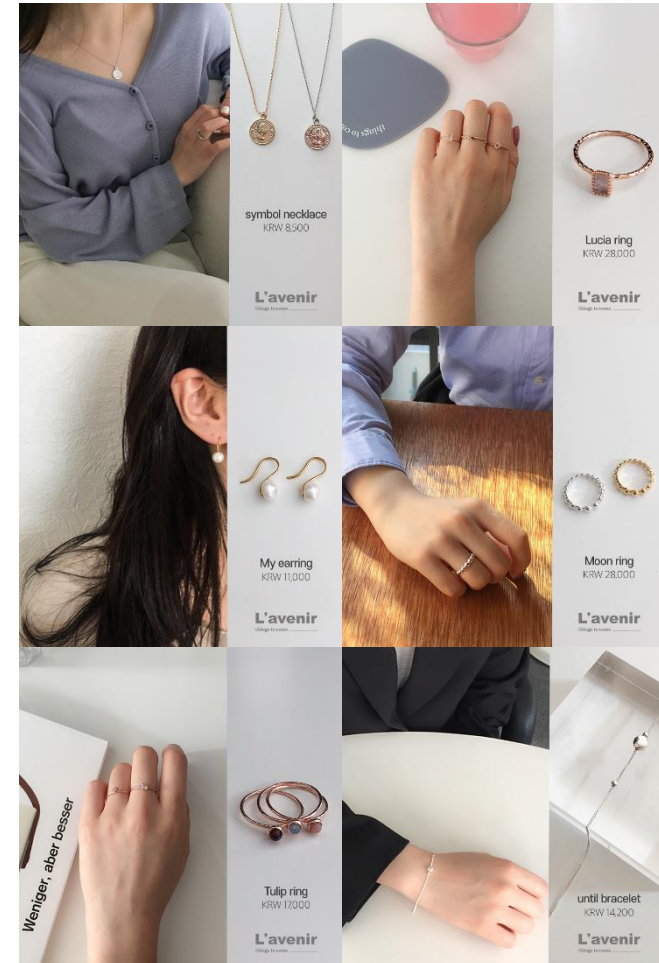
- Pixel insertion
- GA installation
- Naver Premium Log

Brand exposure

- SNS Ads
- Naver Power Link Ads
- Shopping search Ads

Brand expansion

- 'zigzag' Ads



(RSAD Operation | Lavenir Facebook/Instagram Contents)

Lavenir L'avenir

#Modern #Simple #Romantic #Daily_Accessories

'Simple but romantic'

Achieved SNS advertising ROAS 641% in 2 months



▲ Use luxurious atmosphere image



▲ Use wearable shot image that accessories stand out



▲ Zigzag advertisement exposure screen

LAULU LAULU

- Period | 2018. 12 ~ in progress
- Goal | Increase brand awareness, increase shopping mall sales
- Tasks | Facebook/Instagram Ads, Brand search Ads, YouTube preview Ads
- Performance | Achieved the third sold-out in 3 months of operation, Achieved 1.9 times the number of visitors to the shopping mall

Number of mall visitors

1.9 times

Membership increase rate

259%

Sales growth rate

198%

※ Comparative operation data of operation result of the first month of RS operation and current (as of 2019.03)

Initial setting

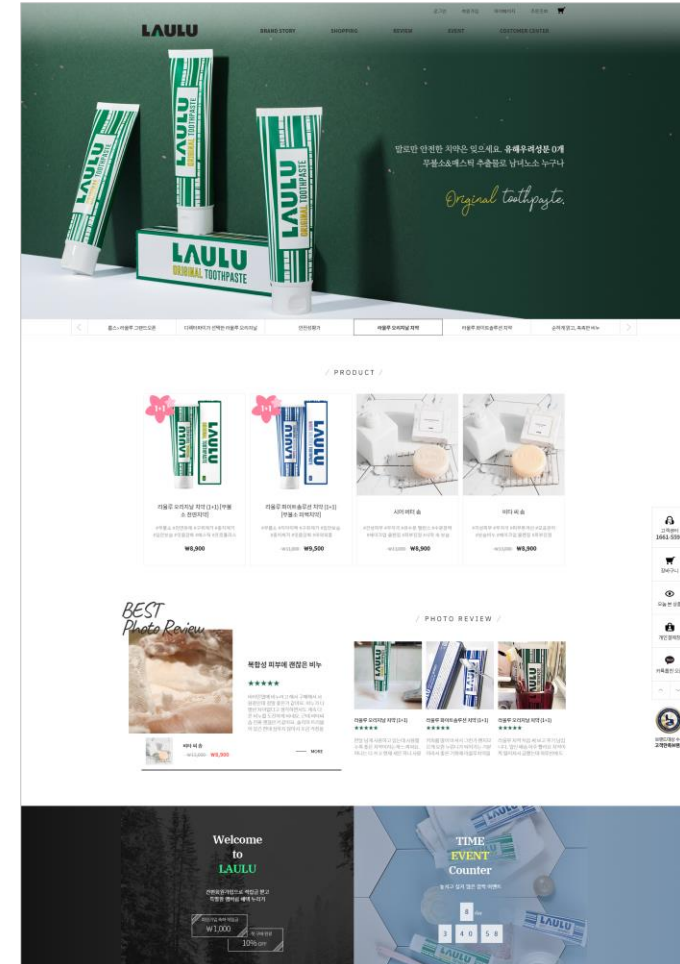
- Pixel insertion
- GA installation
- Naver Premium Log

Brand exposure

- Facebook Ads
- Instagram Ads
- Brand Search Ads

Brand expansion

- YouTube preview Ads



(Main screen of LAULU official homepage)

LAULU LAULU

#Natural_ingredients #Mother's_choice #Sold-out myth

Potential customer hooking with fun elements

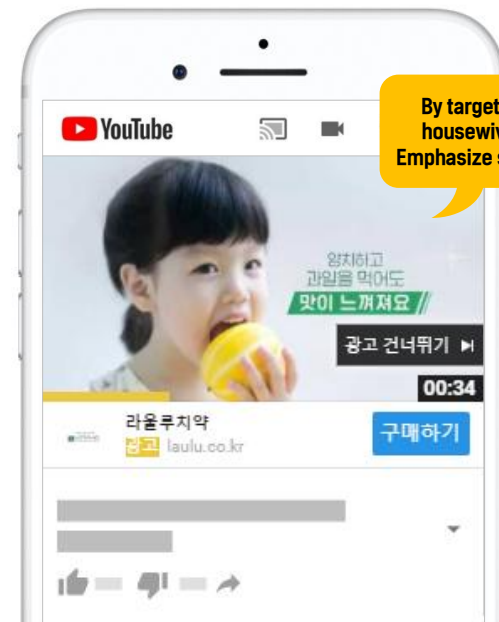
Succeeded in the LAULU toothpaste 3rd sold-out



▲ 'Ryu Byeong-Jae parody'
that attracts attention with fun elements



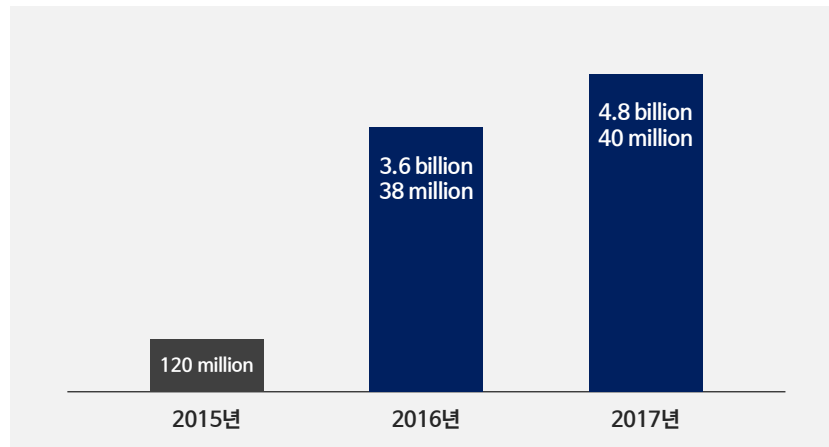
▲ Content that hooks with key message
of 'Goodbye mouth odor'



▲ YouTube preview ad content

Bigcat English

- **Period** | 2015. 01 ~ 2017. 07
- **Goal** | Recruiting center head affiliation and member DB collection
- **Tasks** | Landing page production, Homepage renewal(design change), Facebook/Instagram/Kakao Story operation and advertising, Search Advertising(SA), Display Advertising(DA), Cafe/Blog Viral
- **Performance** | Revenue increased by 4033% in three years, Achieved unit price of 25,000 won per DB (One year contract price of 708,000 won)



※ Operational data for three years (2015-2017) operated by RSAD



(RSAD Renewal | BigCat English landing page)

Bigcat English 

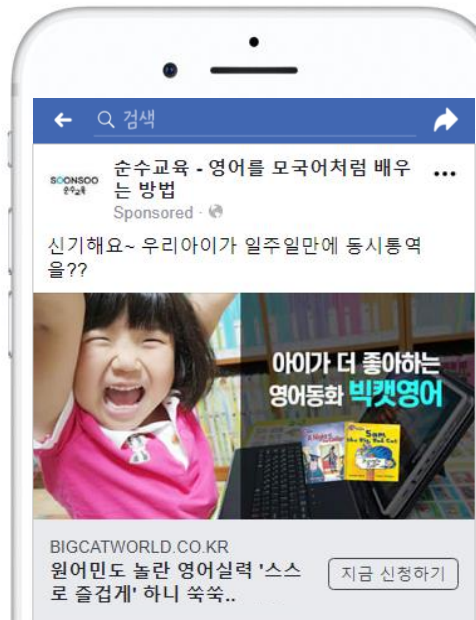
#English_as_a_native_language #Housewife_start_up

Induce landing pages inflow with targeted customized SNS ads

Achieved 12 month contract 708,000 won, price 25,000 won per DB



108 won per click



120 won per click



120 won per click

리틀클로젯 LITTLE CLOSET

- Period | 2017. 03 ~ 2017.07
- Goal | Increasing brand awareness and shopping mall sales
- Tasks | Facebook/Instagram Operation & Advertising
- Performance | Overall SNS figures(check/likes/comments /shares) increased. Sales by 300%

Increase in Likes

191%

Increase in Comments

850%

Increase in Sales

300%

※ Comparative operation data between the operation results of the month immediately before the RS operation and the present (as of 2018.06)

Initial setting

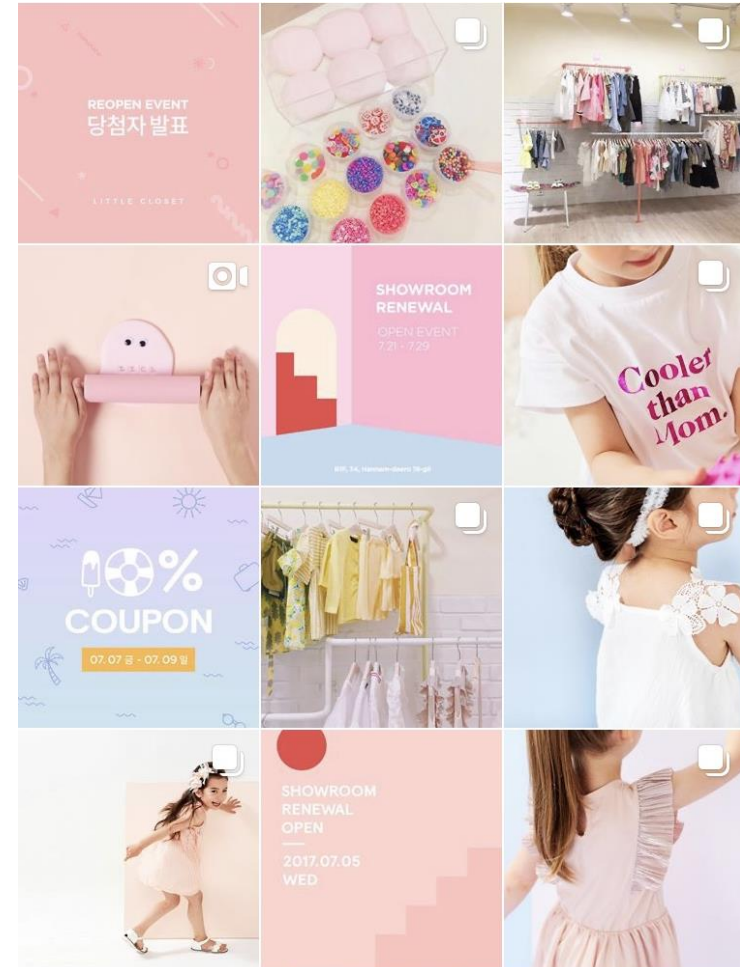
- Pixell interpolation
- GA installation
- Establishing brand concept

Brand exposure

- Operating Facebook
- Operating Instagram
- SNS advertising

Brand expansion

- Proceeding with the Re-gram Event



[RSAD Operation | LITTLE CLOSET Instagram Feed]

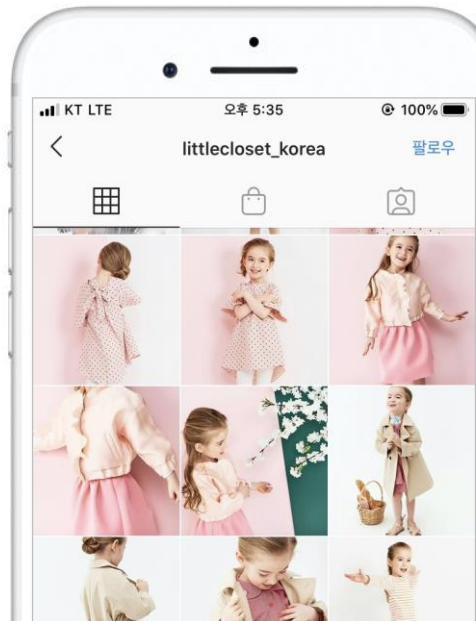
리틀클로젯 LITTLE CLOSET

#Children's fashion brand #Best choice

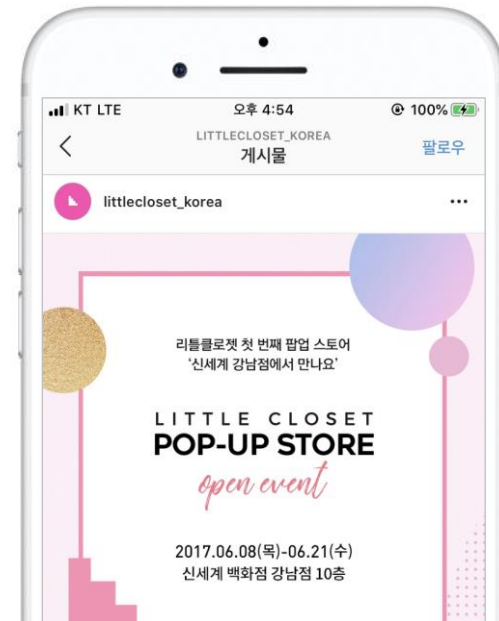
'With the mother's heart, with the child's attention'
Only in 5 months Increase in sales by 300%



▲ Facebook catalog ads



▲ Planning and production tonnage by season

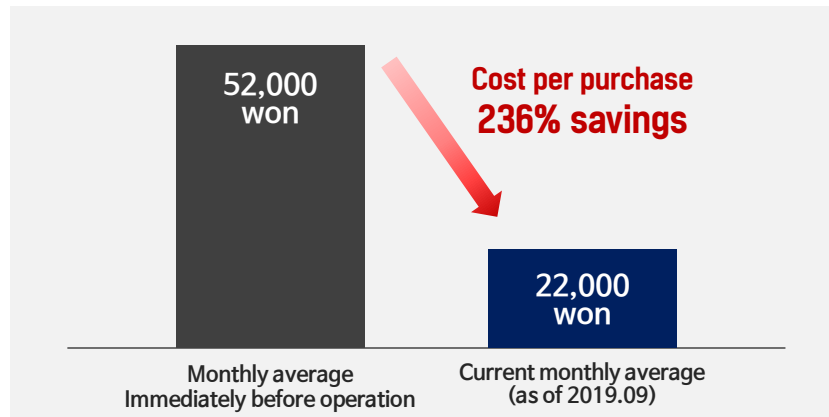


▲ Pop-up store open re-gram event

Bubuinc (Urban Exploration Group)

탐험대#

- Period | 2019. 07 ~ 2019.09
- Goal | Increasing brand awareness and homepage sales
- Tasks | Facebook/Instagram Advertising, Creating homepage
- Performance | Overall increasing in homepage visitors,
Decreasing cost per purchase by 236%



	Purchase volume	Number of Visitors	Number of members
Numerical Improvement	▲ 35%	▲ 300%	▲ 160%

※ Comparative operation data between the operation results of the month immediately before the RS operation and the present

Homepage visitors
increase by 300%



(RSAD Operation | Bubuinc Facebook/Instagram Contents)

Bubuinc (Urban Exploration Group)

‘Parents and Children recreational training’

Creative SNS video contents Increased homepage visitors by 300%



▲ Sympatic creative video content



▲ Quiz type creative video



▲ Creative video with post participation

ECO GREENCAR CARE



- **Period** | 2017. 03 ~ in progress
- **Goal** | Spread brand awareness, collect founder/customer DB
- **Tasks** | Landing page production, Application development, Service operation, Facebook/Instagram/Kakao Plus Friend operation and advertising, Power link Advertising, GDN, UAC, Blog Experience Team operation, Press Release
- **Performance** | Sales reached 20 million won within one month of launching, Achieved a unit price of 51,637 won per start-up recruitment DB (start-up expenses of 12.9 million won)

Service Satisfaction(Naver)

4.8점

Launching 1 month sales

20 million

Unit price per DB

51,637 won

※ Data based on RS operated by September 2018

Initial setting

- Landing page production
- Application Development

Brand exposure

- SNS Ads
- Power Link Ads
- GDN Ads

Brand expansion

- Google UAC Ads
- Blog Experience Team operation
- Press coverage



[RSAD Operation | Eco GreenCar Care Mobile Landing Page]

ECO GREENCAR CARE



#Call-out car wash #Eco-friendly car care

Through various channel mix strategies

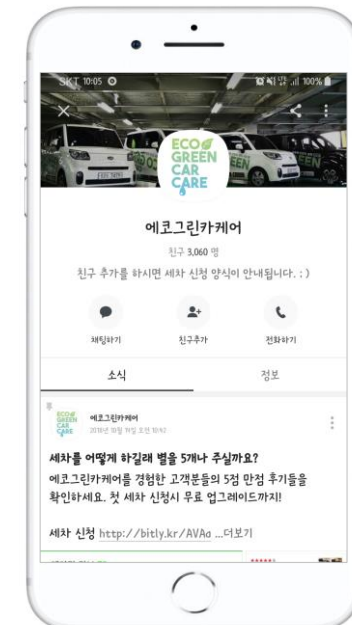
Sales reached 20 million won within one month of launching



▲ Content emphasizing 'Eco-friendly call-out car care'



▲ Content that exposes positive reviews



▲ Kakao Plus Friends (3,060 Friends)

ECO GREENCAR CARE



Induce brand promotion
And landing page inflow

Facebook Ads

Instagram Ads

Search Ads[SA]

GDN Ads

Viral Marketing

Landing page to turn potential customers into DB



우리 세차하면서 돈벌자

세차만 했는데 통장잔고가 달라졌더니!!

우리는 그냥 세차가 아니야
워터리스 카케어 시스템
이라고 들어는 봤나?



“ 미국, 유럽에서 열광적인 워터리스 카케어? ”



▲ Founder Consultation DB Collection Landing Page



“바로 이렇게!!
이건 워터리스 카케어 동영상이야!”



ECO GREEN CAR CARE

>>> 워터리스 카케어 시스템이라고 들어 보셨나요?

에코그린카케어의 제품은 수입물과 만나게 되면 품질 좋고 용해력이
도양면과 분리되고, 우리만의 기술적인 테크닉으로 버림을 하면
모양물들은 깨끗이 제거가 되고 안전합니다.

“공짜이벤트 대대행진상에 다녀온 것 같은
효과를 보실 수 있습니다. 믿고주세요!”

두달 미만 전소매치 서비스 비교 커본.
고객이들이 알고 믿기는 논리들 대대행진의 생지
다태일정 개러지 에서 교육합니다.



세차의 품질을 보장합니다.

▲ Customer Consultation DB Collection Landing Page

HAIRFIT

#Sully_Hair #Failure #Style_experience #Beauty_App

- Period | 2017. 05 ~ 2017.12
- Goal | Achieved 30,000 APP downloads
- Tasks | Facebook/Instagram Ads
- Performance | Achieved 100,000 APP downloads in 7 months. 20th place in Google Play Store 2017

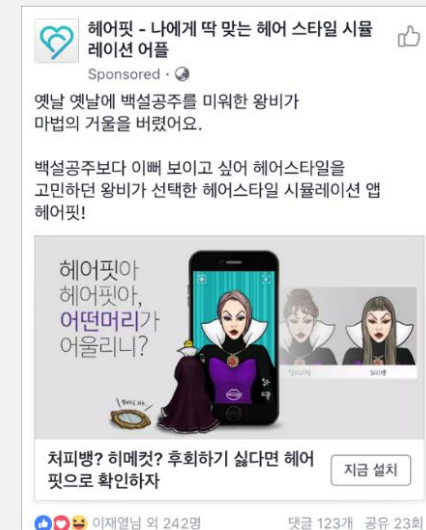
Use keyword completely
opposite of existing
(Reflecting the target needs)



₩196 per download



₩ 341 per download

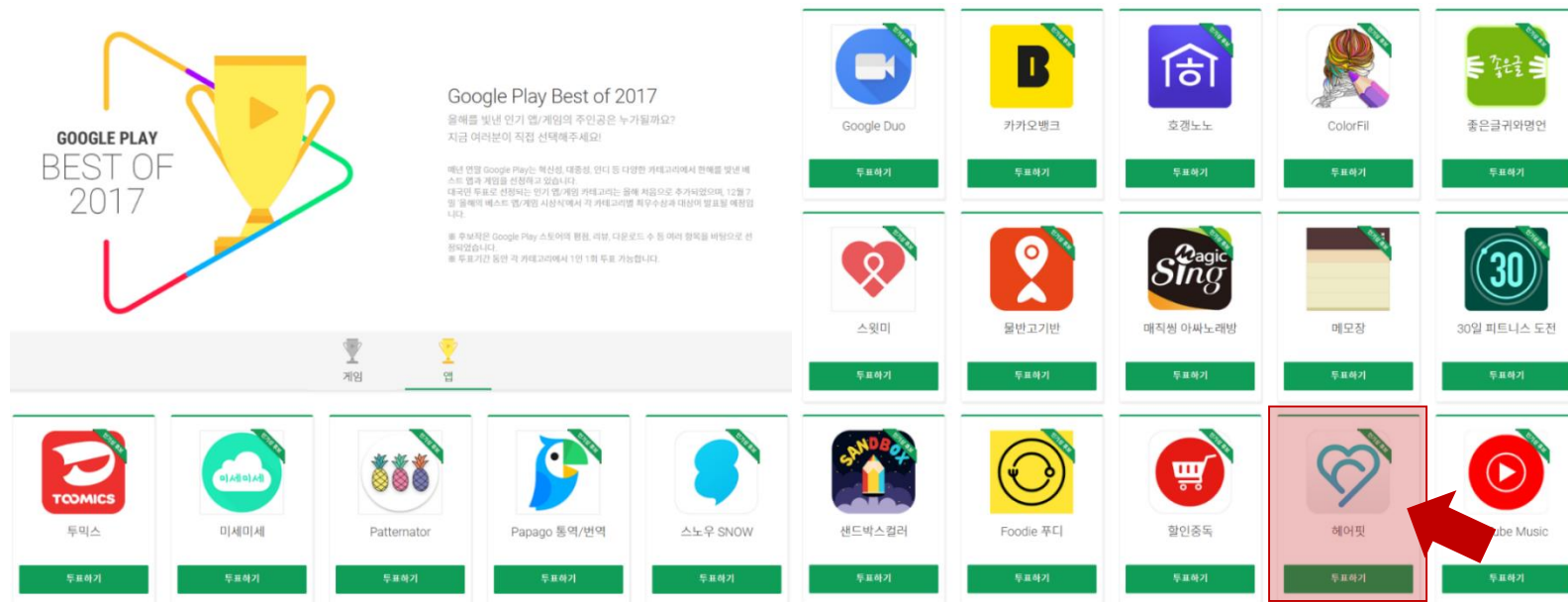


₩ 304 per download

HAIRFIT 

With customized contents through targeted needs analysis

The 20th place in Google Play Store 2017



Be Awesome.

Contact Us

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