

RS기획 PERFORMANCE MARKETING



COMPANY INTRODUCTION

6F, Doyou Building, 32 Yeonhuimat-ro, Seodaemaun-gu, Seoul
+82-2-3272-2350

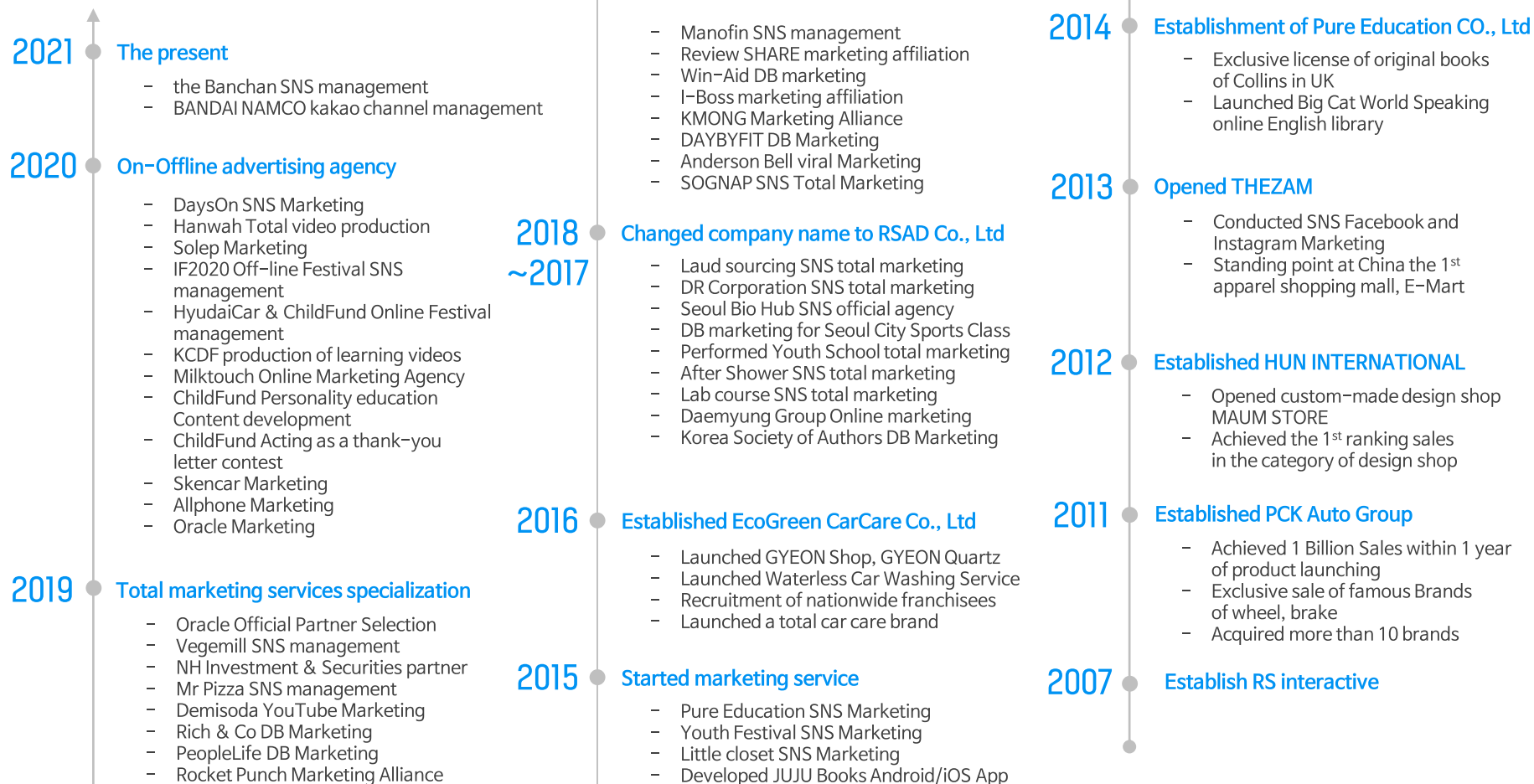




Marketing Partner For successful Branding

RS AD HISTORY

RS ad is established in 2007, accumulated the 13-year success experience of several brands including E-commerce, Education, Automation, Franchising, and platform,. Through this, RS ad planning has also grown 12 times in all areas in the short term, leading to the success of many customers.



RS Organization

CEO

Total 54명 (2021.04.19)

Park Tae-Hoon

CMO. Kim Do-Hyun

Management Support team
Team leader. Park Ji-Young

General manager Marketing Headquarter
Lee Sae-Bom

Development Director
Lee Jun-Suep

Comprehensive
Operation Team

Part leader
Park kyeong-Jin

Creative
Team 1

Team leader
Courtney Kim

Creative
Team 2

Team leader
Jeon Kyeong-Hee

Campaign
Team 1

Team leader
Kan Na-Yul

Campaign
Team 2

Team Leader
Park Hee-Ryeong

Marketing
Design Team

Part leader
Shim Jae-Hak

Film Team

Team leader
Lee Dong-hun

Business
Team

Head manager
Min Kyung-Chan

Planning Team

Planning
Team 1

Part leader
Ahn Ji-Su

Planning
Team 2

Part leader
Kim Jin-Woong

Development
Team

Team leader
Kim -Hyun-Gu

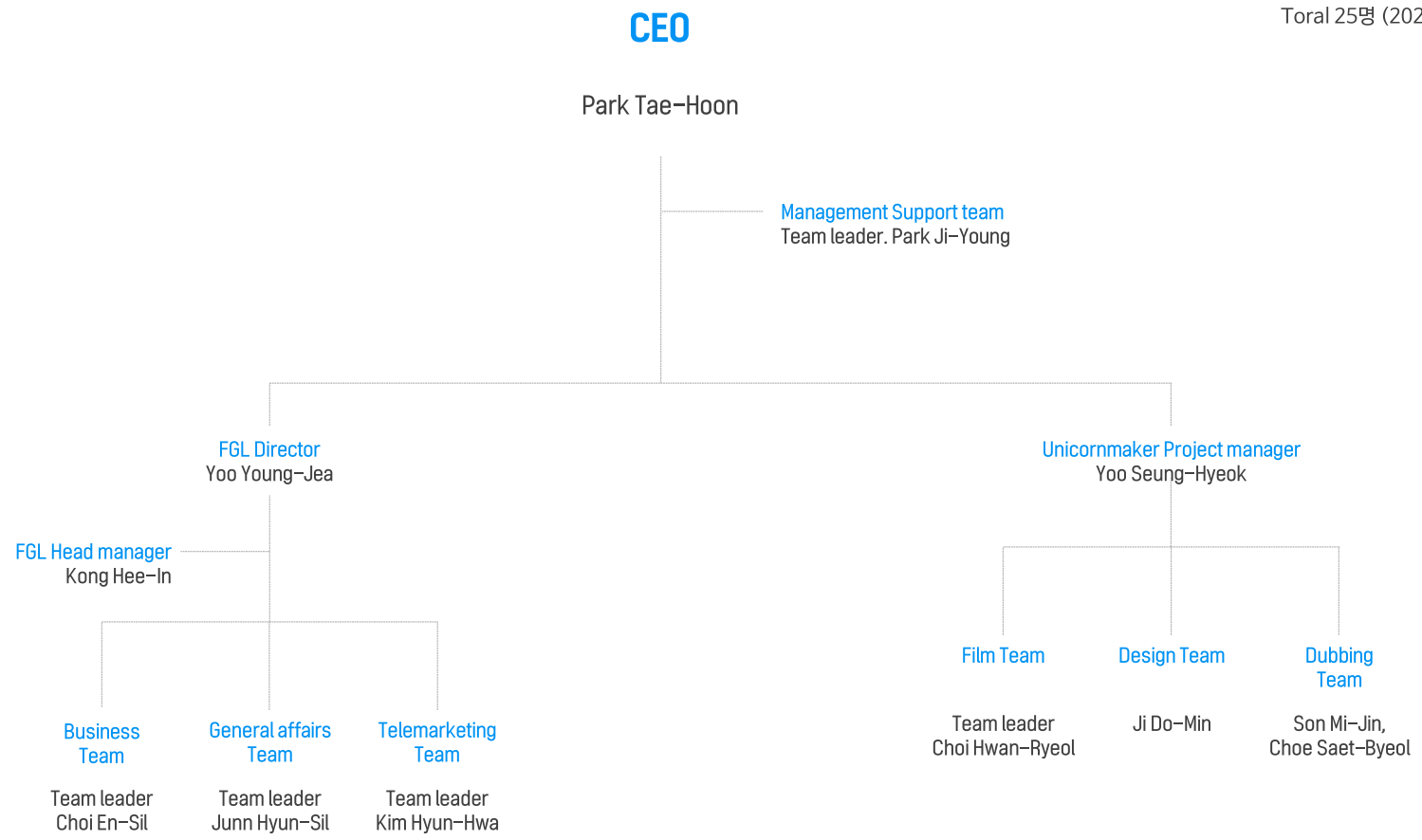
Management
Team

Team leader
Lim-Hye-kyung

Development
Design Team

Team leader
Chu Hee-Jeong

RS Organization



Toral 25명 (2021.04.19)

Expand service and Specialize a marketing



FACEBOOK/INSTAGRAM

It is suitable for industries that can generate demand through advertising. Quickly improve awareness of MZ generation



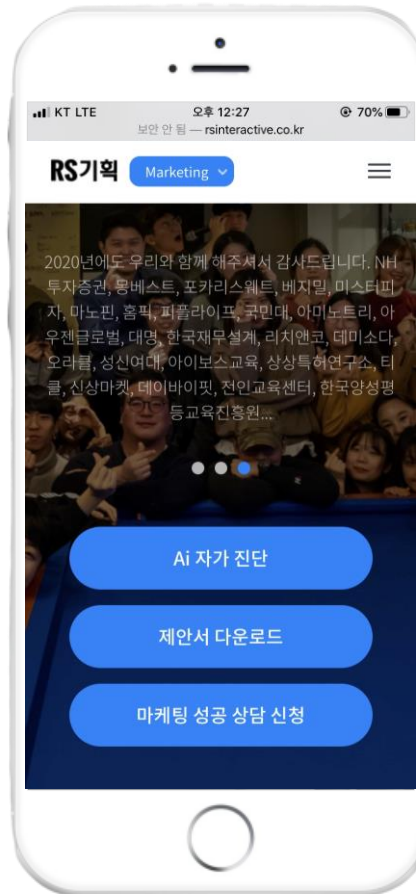
NAVER KETWORD/SHOPPING/BRAND SEARCH

It is suitable for searching products, good, and service. Must be operating focus on "conversion"



GOOGLE KEYWORD/UAC/GDN

It is suitable for a lot of impressions or application download. It can achieve brand DR.



KAKAO(DAUM) KEYWORD/STORY/DDN

It is effective in over 40's. Must prepared advertisement and landed-page



YOUTUBE/INFLUENCER

User high-loyalty micro or nano influencers to make issues simultaneously.



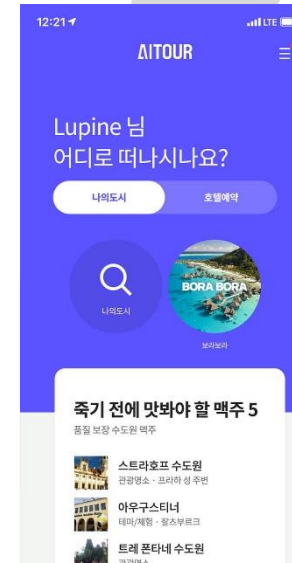
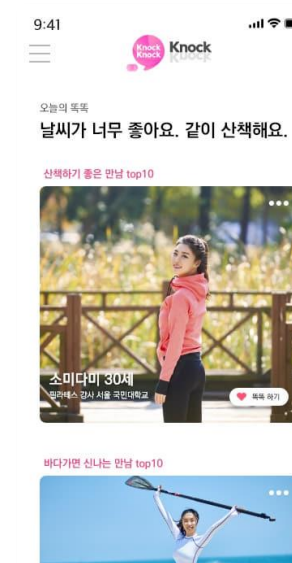
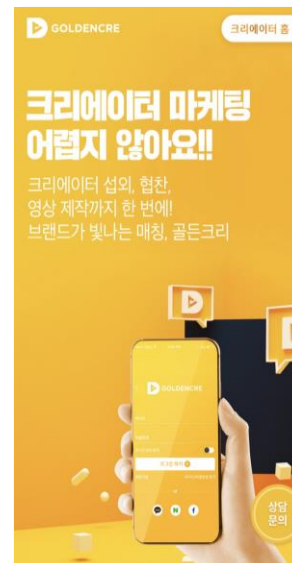
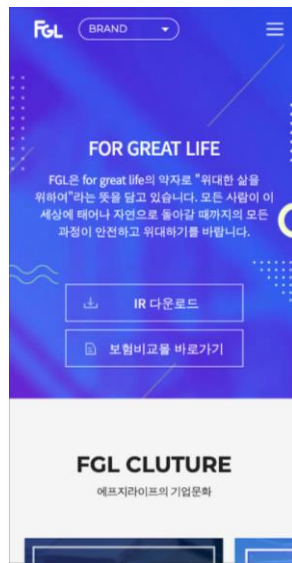
VIRAL/NEWS

Blog, News, Café(community) is "Auxiliary channels". These channels should be trusted when customers search for a brand.

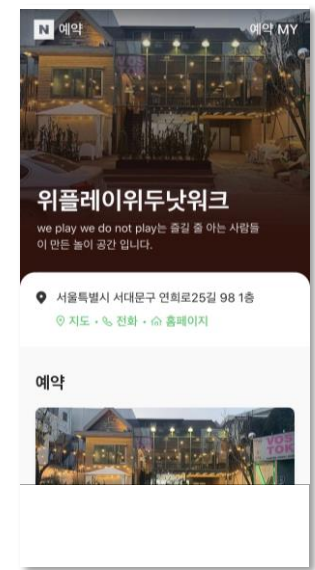
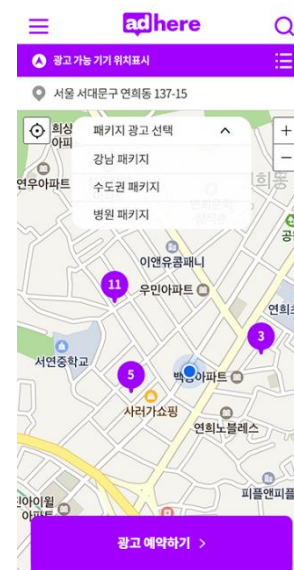
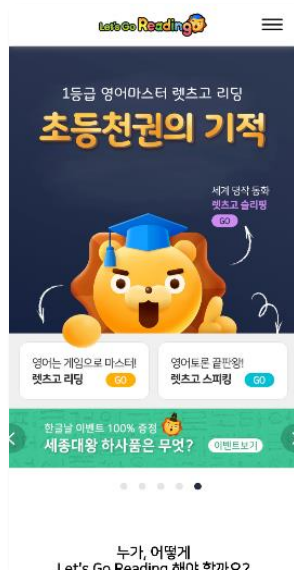
We have various data and insights.

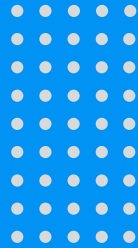


RSad continues to change.

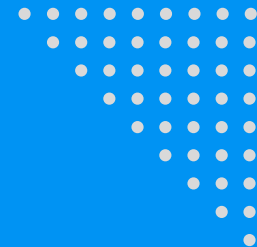


RSad continues to change.





What is the secret of RS success?



Planning Ability

The free and good culture of RSad, creates a 1% different plan.



Be Free

“I can watch the TV, do games,
drink some beer or wine during my work.
Our creative power is from there.”



Be relaxing

“I am the first one to go to work.
Read a book through Millie,
listen to the music with Marshall Speaker,
and getting ready for work.”



Be considerate

“It’s a totally good atmosphere to speak
what you want. It’s company
that is considerate of each other
and collaborates with each other”



Be happy

“It’s fair to everyone
from executives to employees
and gas various welfare systems.”



Analysis Ability

We make a successful strategy to increase bend value based on understanding and analysis of marketing trends.

01

Market Analysis

Target figure calculation

02

Target figure calculation

Target figure calculation

03

AD Operations

Target figure calculation

05

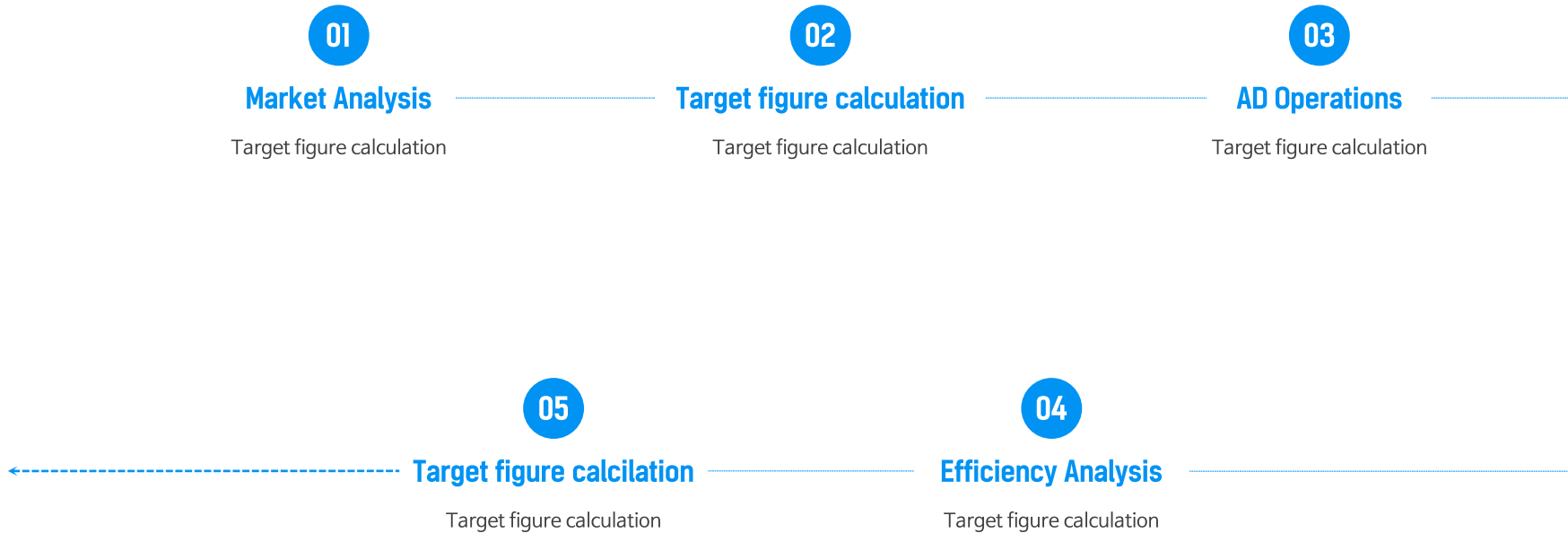
Target figure calculation

Target figure calculation

04

Efficiency Analysis

Target figure calculation



Professional personnel

01

PLANNING

BM
Brand Consulting
Video Scenario
UI / UX

02

DESIGN

BI / CI / Design
Character Design
Print Design
Web Design

03

DEVELOPMENT

Homepage
E-commerce
Landing page
Platform

04

MARKETING

SNS ad
NAVER, Google ad
YouTube ad, SMR

RS About us

03

DISPLAY MARKETING

GDN, Kakao Talk

04

VIDEO MARKETING

YouTube, SMR
(NAVER-Kakao TV, DAWIN)

02

SEARCH MARKETING

NAVER, Google,
DAUM

01

SOCIAL MARKETING

Facebook, Instagram, Blog, Post
Kakao Talk, Band

05

VIRAL MARKETING

Media, NAVER, Supporter,
Influencer, Creator

IMC

Integrated
Marketing
Communication



2 0 2 0
공식 파트너 선정

RS기획 X Cheil

2020년 제일기획 파트너사 선정!

PARTNER



NH투자증권



ORICOM
INC IDEA GROUP



ORACLE

RS 주요고객사

SAMSUNG

초록우산
어린이재단

Daemyung

SK encar.com

Trust
Encar

KB 국민은행

정식품
Dr. Chung's Food

AMINOTREE

이-이-이

NH투자증권

금융결제원

피플라이프
Financial Consulting

dongaohyundai

micimpact

GS넷비전

CNO
CONSULTING GROUP

코오롱

SAMHWA

★Heineken

대한한의사협회
THE ASSOCIATION OF KOREAN MEDICINE

H
현대해상

청춘페스티벌

G-TELP™ 국제언어영어시험
국제영어능력검정시험

한국보

SBS

THE KOREA TIMES

HANSKIN

Mr. Pizza®

myhouse

Baskin-Robbins
ICE CREAM

APPLEASE

MIRAE ASSET

kipling

아시아나항공

GYEON

HUNO
Human & Innovation

Orumedu
오름교육연구소

WING CLOSET
YOUR PERSONAL STYLIST

LITTLE CLOSET

KOCOSTAR
KOREA COSMETIC STAR

MOLIK

Virtualive

MEDIFUND

DOONG
CRYSTAL
natural mineral water

MOS

FUSION
MCMC

OBLIQUE TABLE

DIAMOND

한식원

헤어핏

BIONIT

MIRANDA HOTEL
KOREA

RAMID
HOTELS&RESORTS

RAMADA

PICKYSKIN

Celime
BEAUTY beyond BEAUTY

아주커뮤니케이션

BigCat
English

SOONSOO
순수교육

maumstore

THE
ZAM

RSCHIP

eco of
green
auto
clean

Awesome Car

EBS

서울특별시박물관
SEOUL MUSEUM OF HISTORY

서울특별시교육청
SEOUL METROPOLITAN OFFICE OF EDUCATION

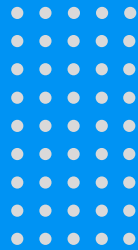
경기도교육청
KANGWON PROVINCIAL OFFICE OF EDUCATION

연세대학교
YONSEI UNIVERSITY

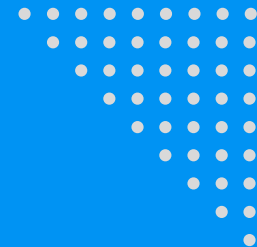
성신여자대학교
SINCEREN WOMEN'S UNIVERSITY

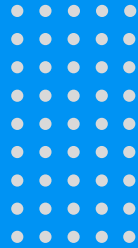
KU KOREAN UNIVERSITY

한양사이버대학교
www.hanyangcyber.ac.kr



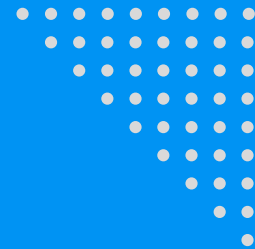
Your brand can get a succeed with RS ad!





We are awesome

PORTFOLIO

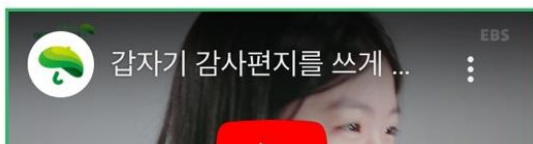


Green Umbrella Children's Foundation

▼ RS기획 운영 | 초록우산 감사편지쓰기 공모전 랜딩페이지



■ 마음이 담긴 감사편지 ■



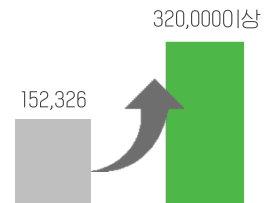
기간 | 2020.02. – ongoing

목표 | Increasing participants of the "tanks Letter Contest"

과업 | Created a webpage, online marketing
Award ceremony

성과 | 200% year-on-year growth

초록우산 전국 감사편지 모집인원
200% year-on-year growth



행사 기획

홈페이지 기획 및 제작
QR코드 활성화
제작품 제작 및 발송

공모전 행사 진행

전담인력 조직
시상식 준비 및 진행
현장 이벤트 진행

홍보 진행

SNS콘텐츠 제작 및 광고
카카오톡 플러스 친구
언론보도
유튜브 및 바이럴 진행

RS기획 운영 전 결과와 RS기획 운영결과 비교 데이터 ▲

▼ RS기획 운영 | 엔카 SNS 광고 콘텐츠



SK Encar _Encar.com

기간 | 2020.02. - ongoing

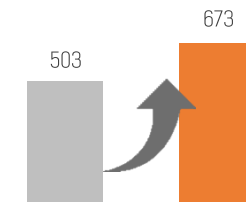
목표 | Increasing download application / brand awakesness

과업 | Created a webpage, online marketing, Award ceremony

성과 | Follower 33.7% ▲

전대행사 대비 팔로워 증가 추이

Follower 33.7% ▲



좋아요
▲689%



댓글
▲129%

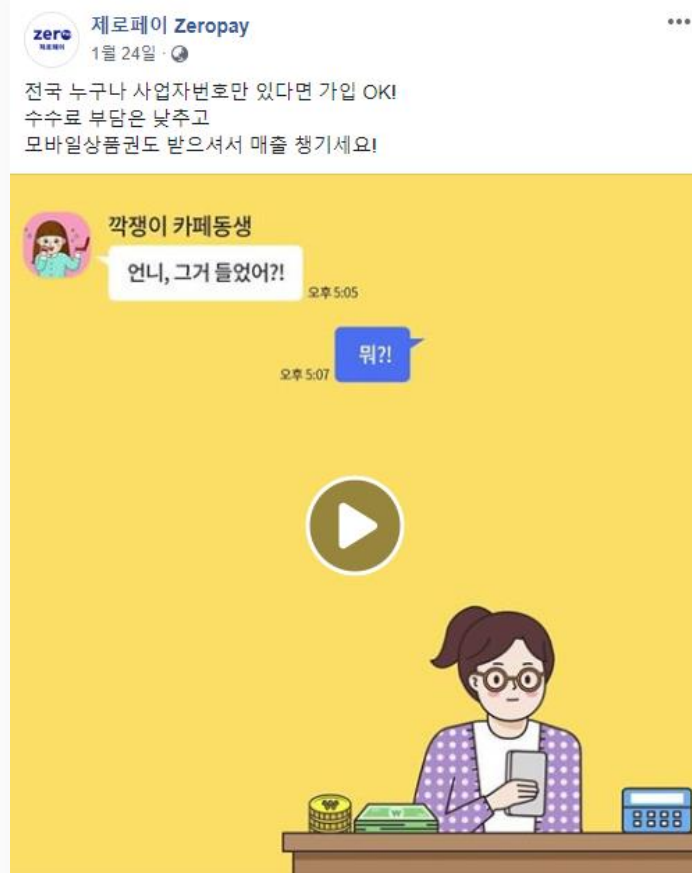


팔로워 수
▲168%

SNS Reachment
In c r e a s e

RS기획 운영 직전 월 운영결과와 2020.03 운영결과 비교 데이터 ▲

▼ RS기획 운영 | 제로페이 광고 콘텐츠



ZEROPAY.OR.KR
제로페이

지금 신청하기

Zeropay

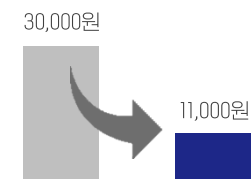
기간 | 2020.01 – ongoing

목표 | Recruitment for franchises

과업 | Making viral / PR film
Management Ads on YOUTUBE, KAKAO

성과 | Achieve Object Unit price

발주처 목표 가입단가 3만원
Achieve Object Unite price



체험단 및 바이럴 광고 운영으로
서울사랑상품권 조기매진

RS기획 운영 결과 데이터▲

NH Investment & Securities

▼ RS기획 운영 | NH투자증권 인스타그램 피드



기간 | 2019.11. - ongoing

목표 | Increasing brand awakensness

과업 | Facebook, Instagram, YouTube, Blog Ads

성과 | Instagram followers 172.4% ▲
Blog visitors for a month 716.9% ▲
YouTube subscription 221% ▲

172.4%

Instagram followers

716.9%

Blog visitors for an month

221%

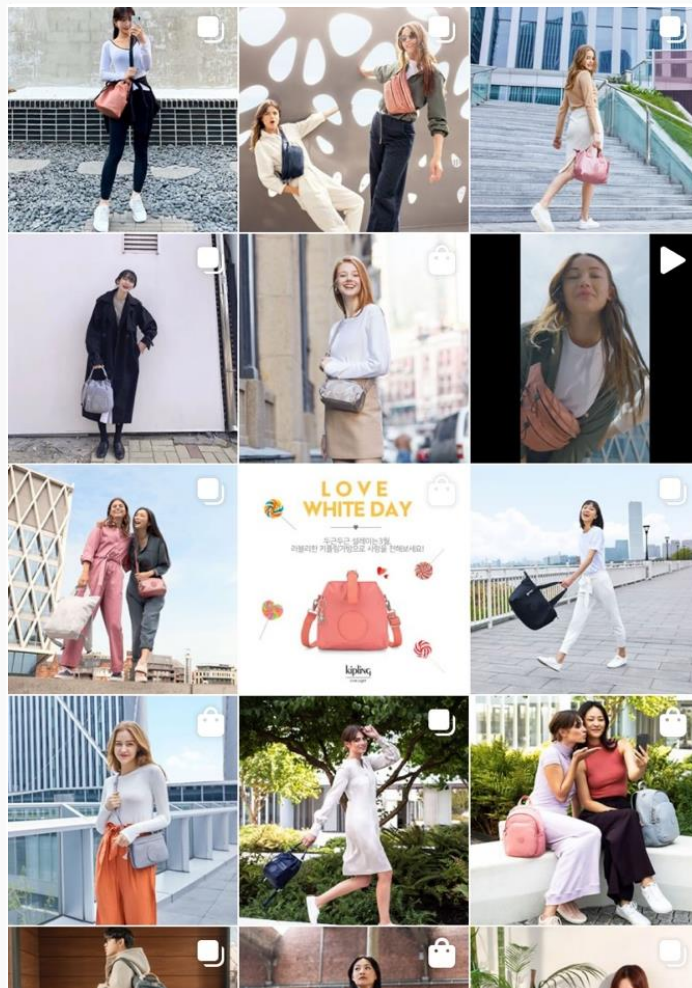
YouTube subscription

주제 · 이슈에 따른
자체캐릭터 활용



RS기획 운영 직전 월 데이터와 5개월차 운영데이터 ▲

▼ RS기획 운영 | 키플링 인스타그램 피드



Kipling

기간 | 2019.06 – ongoing

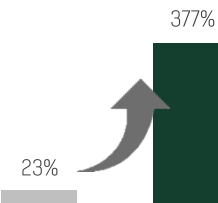
목표 | Increasing Purchase Conversion

과업 | SNS, NAVER,
KAKAO Ads

성과 | ROAS 377%

SNS광고 ROAS 23%에서

ROAS 337%



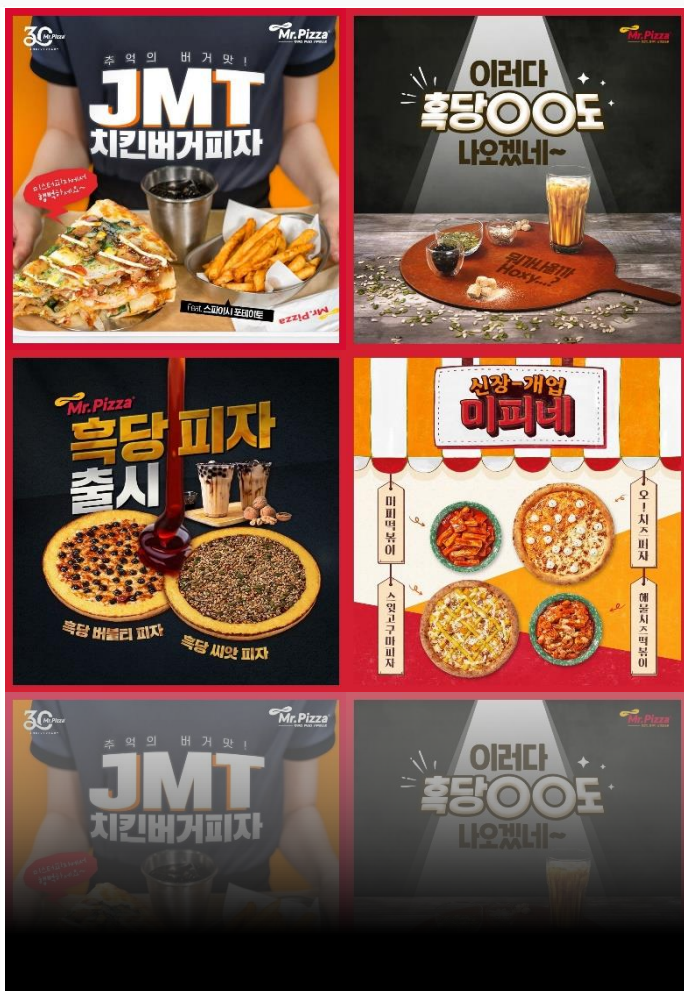
1.6만명 → 2만명

목표 인스타그램 팔로워 초과달성

Follower ▲

RS기획 운영 결과 데이터 ▲

▼ RS기획 운영 | 미스터피자 자체바이럴 사례



MR Pizza

기간 | 2019.06 – ongoing

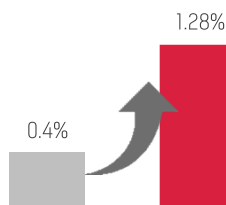
목표 | Brand awakens with Social Media

과업 | Facebook, Instagram Ads

성과 | Increase positive actions

Engagement Rate 0.4%→1.28%

320%로 3배 이상 증가



2.2배

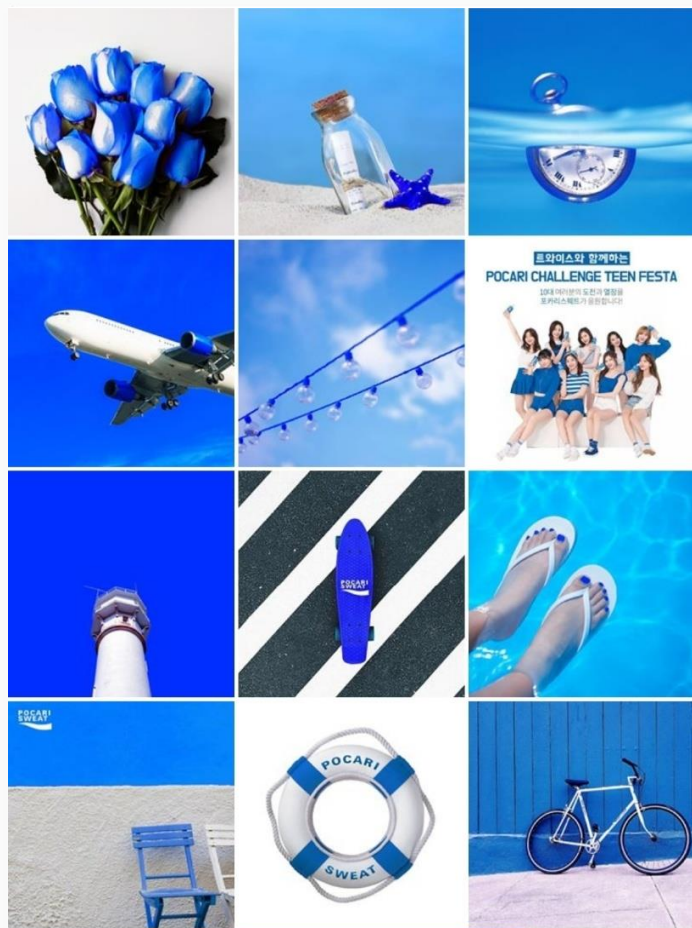
월 댓글 수

RS운영 후, 월 댓글 수 220%이상 상승

515건에서 1,133건으로 ▲

RS기획 운영 결과 데이터 ▲

▼ RS기획 운영 | 포카리스웨트 인스타그램 피드



POCARISWEAT

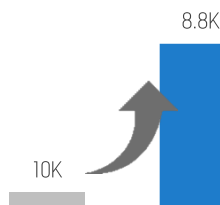
기간 | 2018.04 – ongoing

목표 | Brand awakens with Social Media

과업 | Facebook, Instagram Ads

성과 | Achieve KPI(Like, Comment, Share)
“pocari challenge” 800% month-on-month growth

‘포카리챌린지’ 평균 도달 수
800% month-on-month growth



좋아요
▲41%



조회
▲161%



공유
▲91%



부정반응
▼53%

부정 이슈 발생에도
부정반응 감소

RS기획 운영 후 2개 분기 운영결과와 직전대행사 2개 분기 운영결과 비교데이터 ▲

A little challenge in daily life / Hottest summer last 111year
Achieve 800% Reach out even negative issues



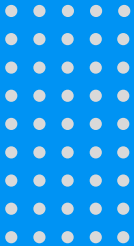
▲ '도전'이라는 컨셉으로 '일상 속 사소한 도전' 이벤트



▲ 폭염에 대한 공감으로 참여를 유도하는 콘텐츠



▲ 사회공헌 이미지 부각시키는 콘텐츠와 크리에이티브 카피



Be Awesome.



Contact Us

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