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MAYDAY  
PARTNERS

DIGITAL CONVERGENCE MARKETING GROUP

“ The real voyage of discovery consists,  
not in seeking new landscapes, but in having New eyes. ”

- Marcel Proust (French Novelist)



## Mayday Partners *VISION!*

1

### Digital Convergence Marketing

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

2

### Innovation & Challenge

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

3

### Young & Passion

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

# MAYDAY PARTNERS

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



## Promotion

Exhibition / Launching Show  
Road Show  
Festival  
Conference / Forum  
Promotion



## Consulting

Brand Strategy  
Republic Management  
Marketing Consulting  
PI  
CSR / CSV / CRM



## Online Marketing

E-promotion  
Viral Marketing  
SNS MKT  
Mobile MKT



## Realistic Content

AR / VR / MR



## Design

Web / mobile / App Design  
Online Promotion  
Graphic Design



## PR

News Release  
Feature Article  
Editorial Service  
Press Co-Campaign




## Multimedia


TV / Radio  
Magazine  
Outdoor  
PPL / VPR / DM



# ORGANIZATION



  
**CEO**  
Joon Young Choi

  
**CEO**  
Eric Kim

  
**Mayday Corporate  
Affiliated Research Institute**

  
**Accounting Management Team**

  
**Advisory & Consulting**

  
**Strategic Operation Division**

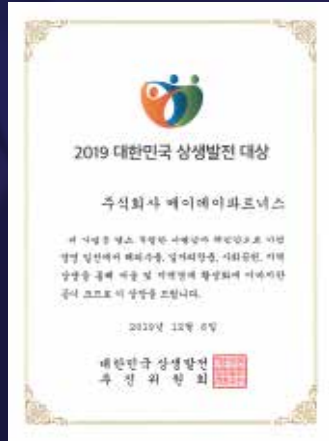
  
**IT Division**

  
**VR/AR Division**

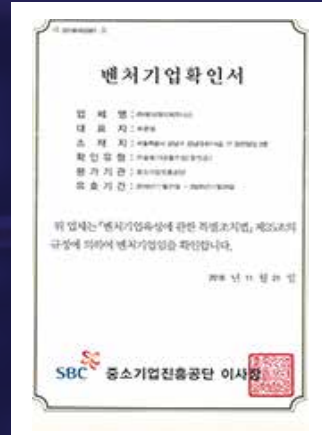
**Strategy Planning Team**   **Operation Planning Team 1**   **Operation Planning Team 2**   **Design Team**

**BTL Team**   **Platform Operation Team**   **Product Development Team**   **VR/AR Planning and Development Team**

# CERTIFICATION



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



Certification of Venture Company [Korea SMEs and Startups Agency]



Member Company of Virtual Reality Contents Industry Association



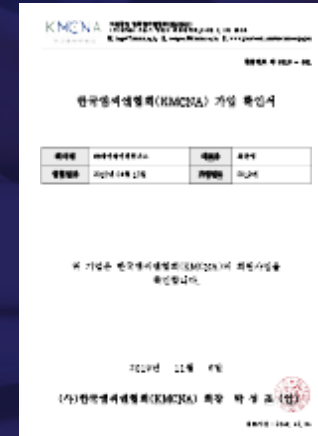
Designated as Hi-Seoul Brand Company [Seoul Metropolitan City]



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

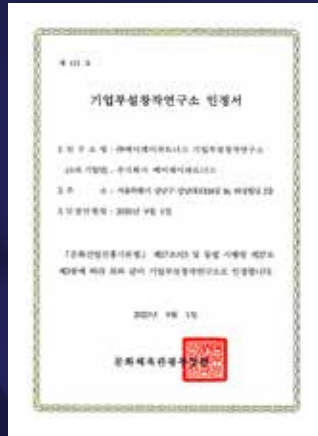


Operation of company affiliated research center [Korea Industrial Technology Association]



Member Company of Korean MCN Association

# CERTIFICATION



Certificate of Company  
Affiliated Creative  
Research Center



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



Seoul-Type of  
Hidden Champion  
[Seoul Metropolitan City]



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



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



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

# HISTORY

● **2015**

04 | Established company

● **2017**

Established company | 12  
affiliated research institute

● **2019**

Certification of performance sharing company | 10  
(Certification for adopting performance sharing in Oct. 2020)

Member of Korea MCN Association | 11

Registered as executive company in Virtual Reality Contents Industry Association | 11

Received Grand Prize in South Korean Mutual Development | 12

● **2018**

11 | Certified as venture company

● **2020**

01 | Designated as Hi-Seoul Brand Company (Seoul Metropolitan City)

07 | Company participating in project for supporting worker's vacation (Korea Tourism Organization)

08 | Seoul-Type of Hidden Champion (Seoul Metropolitan City)

09 | Established Company Affiliated Creative Research Center

10 | Certification of company that has adopted performance sharing (Ministry of SMEs and Startups)

11 | Company participating in daily balance campaign (Ministry of Employment and Labor)

12 | Certification of Family-friendly Company (Ministry of Gender Equality and Family)

12 | Ministerial Commendation in the Youth Company sector for contribution  
in promotion of venture startup (Ministry of SME and Startups)

# OUR CLIENT

COMING  
INSIGHT OF YOUR  
NEXT CHOICE





# ONLINE LIVE MARKETING

'Mayday Partners' is improving the client satisfaction through non-face-to-face marketing by utilizing the online platform despite the COVID-19.



**LIVE  
SHOPPING**



**LIVE  
STREAMING**



**VIRTUAL  
CONFERENCE**



**VR  
CONTENTS**



**ONLINE  
PROMOTION**



**ONLINE  
PLATFORM**



# MAYDAY PARTNERS

Various promotions and PR activities are available with Mayday Partners Family Companies.



**Shakerr** Digital Share Commerce

Shakerr is a digital share commerce where buyers can share their products and get discounts while naturally promoting them.

 [WWW.SHAKERRR.COM](http://WWW.SHAKERRR.COM)



**Goddess Ticket** Specialized Beauty Treatment Curating Platform

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

 [WWW.YEOSHIN.CO.KR](http://WWW.YEOSHIN.CO.KR)



**Social Challenge** Digital Share Commerce

Digital sharing platform for challenge to be the best.

 [WWW.SOCHALL.COM](http://WWW.SOCHALL.COM)

**MAYDAY**  
PARTNERS



**MUFUN** Copyright Crowd Funding Platform

MUFUN is a copyright-based crowd funding service platform for music, sharing and coexistence.



**DMade** Digital Marketing Platform

Platform for perfect digital marketing manager.



**CL,REAM** Our Company's PB Cosmetics Product

CL,REAM is our company's PB product that is a must-have item in the COVID-19 era as it sanitizes and moisturizes the hands simultaneously.



**SUCCESS CASE**

PROJECT TITLE

# LG.COM & YOUTUBE Contents Sharing DB Build & Indexing

CLIENT

LG

DATE

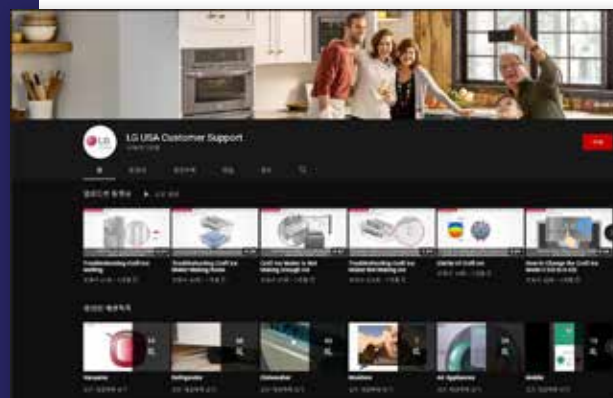
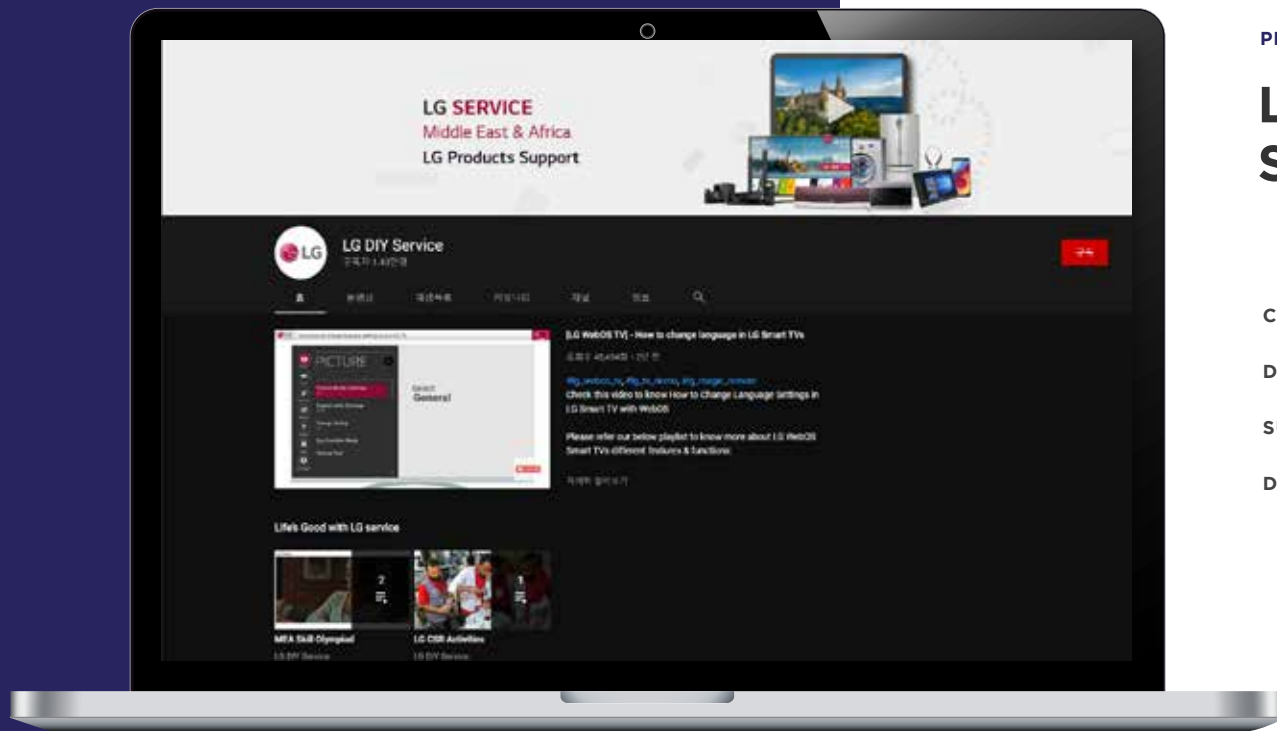
Sept,28. 2020 ~

SUMMARY

LG CS Contents DB Build and indexing

DESCRIPTION

Global CS Videos Contest Sharing DB Build and Indexing



PROJECT TITLE

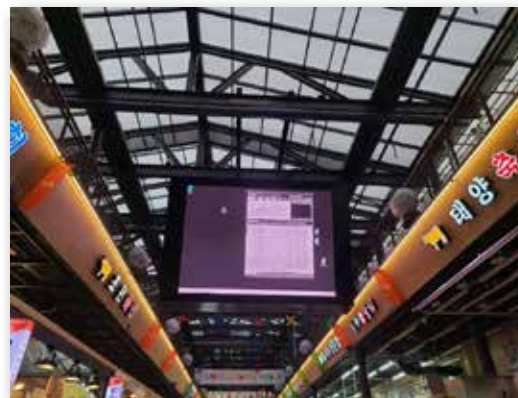
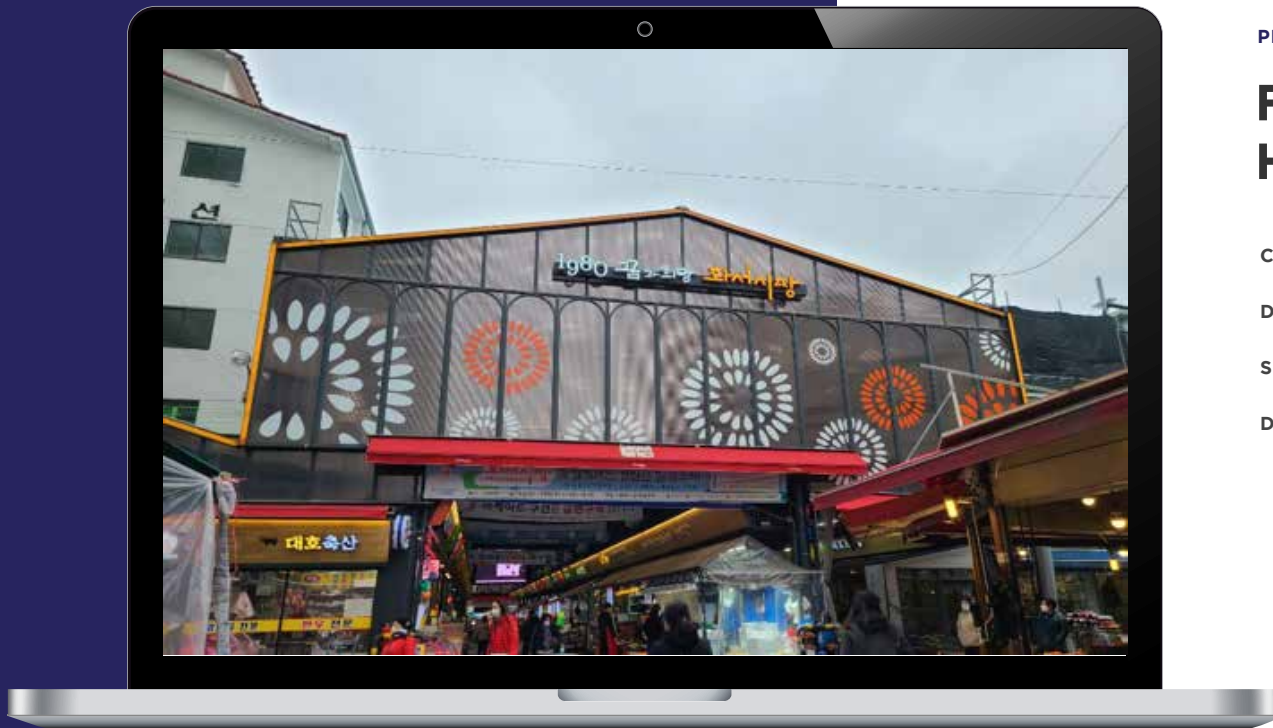
# Filming of PR Video for Hwaseo Market

**CLIENT** Suwon Market Revitalization Foundation

**DATE** Dec. 2020 ~

**SUMMARY** Filming of PR video for Suwon Market Revitalization Foundation

**DESCRIPTION** Video filming and editing



VIDEO  
FILMING

## PROJECT TITLE

# Operation of 2020 Korean Temple Food Week

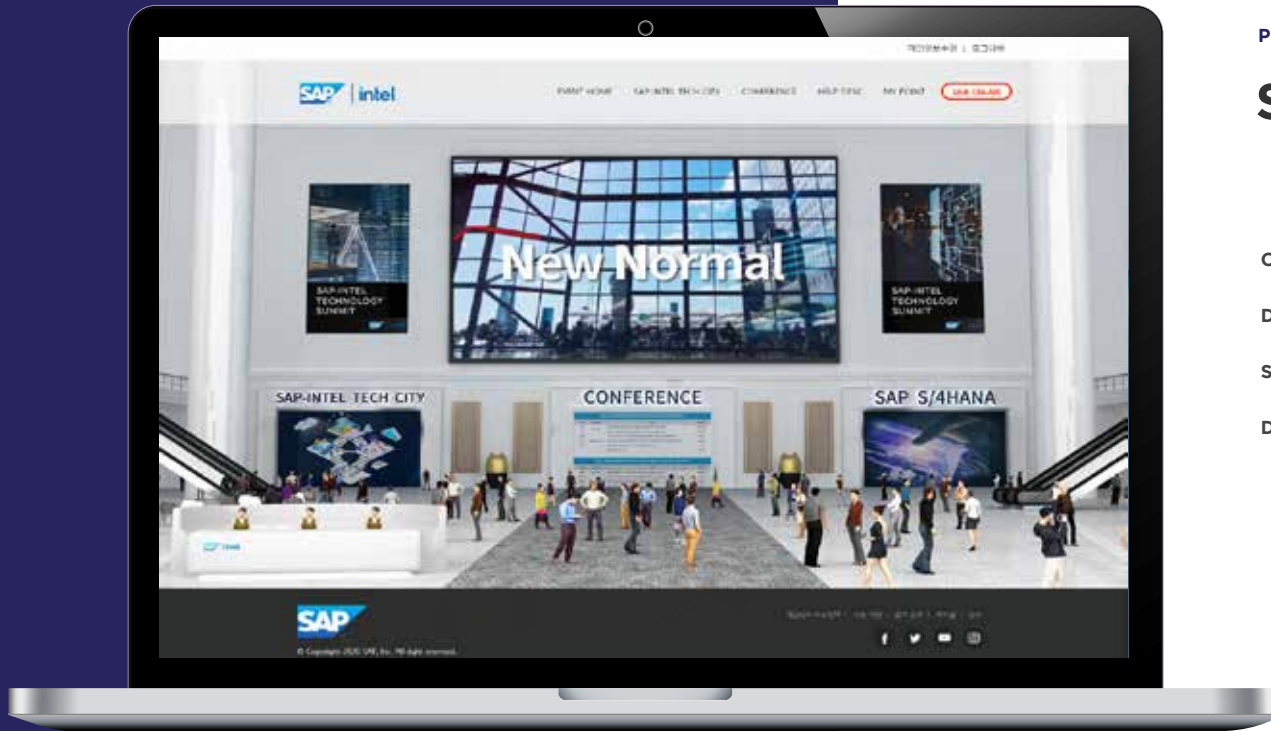
<b>CLIENT</b>	Korean Buddhist Culture Project Group
<b>DATE</b>	Nov. 09 ~ Dec. 28, 2020
<b>SUMMARY</b>	Operation of 2020 Korean Temple Food Week
<b>DESCRIPTION</b>	Development of website, video filming and editing etc.

WEBSITE  
DEVELOPMENTONLINE  
LIVE LECTURE

PROJECT TITLE

# SAP TECHNOLOGY SUMMIT

- CLIENT** SAP Korea
- DATE** Nov, 24. ~ Nov, 26, 2020
- SUMMARY** SAP TECHNOLOGY SUMMIT
- DESCRIPTION** SAP TECH CITY, Conference ETC.



ISOMETRIC

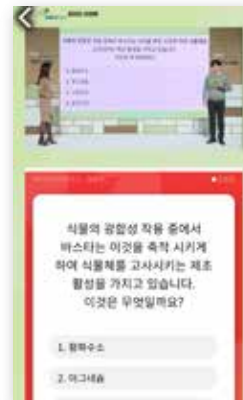


LIVE  
CONFERENCE

PROJECT TITLE

# BASTA NHNet Online Event

- CLIENT** BASF Korea
- DATE** Nov, 26, 2020
- SUMMARY** BASTA NHNet Online Event
- DESCRIPTION** Online platform development, live streaming ETC.



LIVE STREAMING



ONLINE PROMOTION





PROJECT TITLE

# CODEGATE 2020 Operation of Competition and Online Live Broadcast

CLIENT	Hancom
DATE	Sept. 2020
SUMMARY	Operation of Hancom CODEGATE 2020 Online Competition
DESCRIPTION	Operation of competition and live broadcast



CONTEST  
OPERATION



YOUTUBE  
LIVE STREAMING

PROJECT TITLE

# Jeju Tourism Association Annual Digital PR Campaign

- CLIENT** Jeju Tourism Association
- DATE** Apr. ~ Dec. 2019
- SUMMARY** Standard Chartered Bank App Launching PR Video Campaign
- SUMMARY** Produced PR contents for Jeju Tourism Association
- DESCRIPTION** Utilized influencers, produced video contents related to Jeju island and conducted SNS promotion



PORTAL SITE AD



SNS AD



WEBSITE DEVELOPMENT



VIDEO PLANNING / PRODUCTION



INFLUENCER



ONLINE PROMOTION



SNS PAGE VIRAL

PROJECT TITLE

# Hyundai Motors Pyeongchang Olympics Kiosk Site

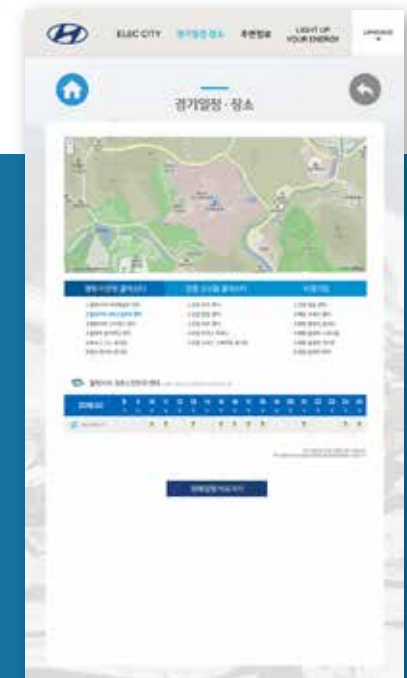
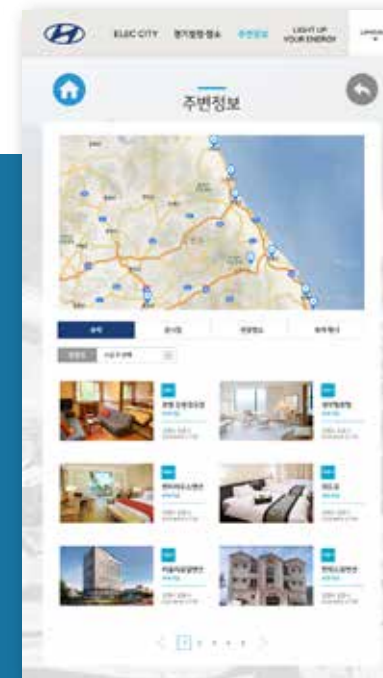
CLIENT Hyundai Motors

DATE Jan ~ Feb. 2018

SUMMARY Standard Chartered Bank App Launching PR Video Campaign

SUMMARY Summary: Produced PR Microsite for Hyundai Motors

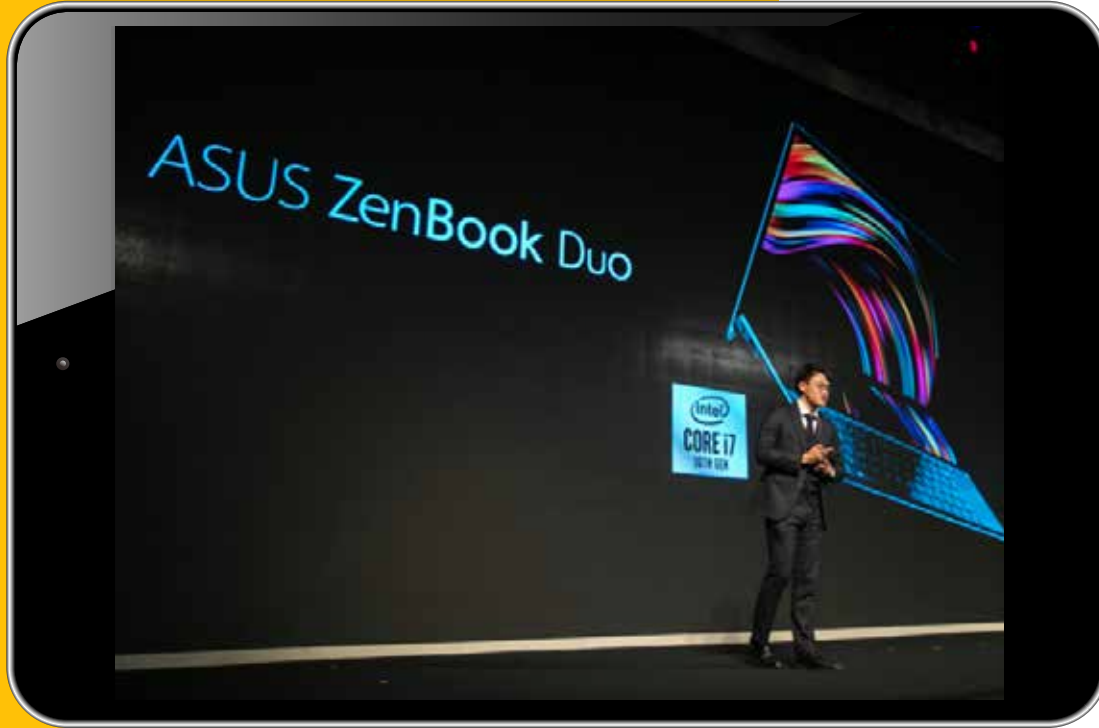
DESCRIPTION Description: WEB production, Kiosk installation and operation



WEBSITE DEVELOPMENT



KIOSKS



PROJECT TITLE

# ASUS Zenbook Launch & Creator Conference

- CLIENT** ASUS
- DATE** Nov. 2019
- SUMMARY** ASUS ZenBook Launching Show & Creator Conference
- DESCRIPTION** ASUS ZenBook commemoration speech and contents creator (ITSub, Minho) Conference + Conference linked Online AD and Creator Contents viral
- RESULT** 300 participants including partner officials, PR, main creators, power bloggers etc.



- LAUNCHING SHOW
- CONFERENCE
- MCN COLLABORATION
- PORTAL SITE AD
- NETWORK AD
- INFLUENCER AD

PROJECT TITLE

# 11 Street November 11th Celebration Campaign Promotion

- CLIENT** 11 Street Corp.
- DATE** Jan. 2018
- SUMMARY** 11 Street November 11th Campaign Promotion
- DESCRIPTION** Produced MNC video for offline promotion in Lotte Department Stores nationwide, produced PR package for November 11th Celebration
- RESULT** 15,000 + people for on-site participation



OFFLINE PROMOTION



PR MATERIAL PRODUCTION



MNC COLLABORATION

PROJECT TITLE

# Standard Chartered Bank App Launching PR Video Campaign

CLIENT	Standard Chartered Bank
DATE	Jun ~ Dec. 2019
SUMMARY	Standard Chartered Bank App Launching PR Video Campaign
DESCRIPTION	Produced 5 digital viral videos of app launching, operated viral promotion
RESULT	1 million + views of videos & 3 million + app installations



VIDEO  
PLANNING /  
PRODUCTION



NETWORK AD



POWER BLOGGER



INFLUENCER

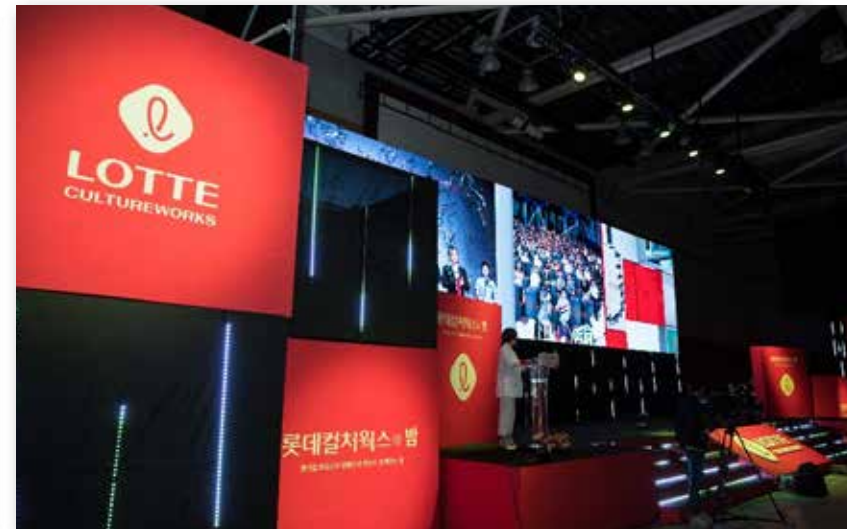


APP RATING  
MANAGEMENT

PROJECT TITLE

# 2018 Lotte Night of Culture Works

<b>CLIENT</b>	Lotte
<b>DATE</b>	Oct. 2018
<b>SUMMARY</b>	Lotte Night of Culture Works Promotion
<b>DESCRIPTION</b>	Operated event and promotion
<b>RESULT</b>	1,050 + people for on-site participation



PROJECT TITLE

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

- CLIENT** 2018 Pyeongchang Winter Olympics
- DATE** Jan ~ Mar. 2018
- SUMMARY** OOH Promotion Program of Samsung-Intel Notebook
- DESCRIPTION** Celebrating the 2018 Pyeongchang Winter Olympics Operated event and promotion
- RESULT** 59,347 + people in Pyeongchang station /  
168,058 + people in Jinbu station /  
373,517 + people in Gangreung station  
Passenger Collection Information (2018.02.09 ~ 25)







## PROJECT TITLE

## Distance Between You and Me, 63 Feet

GENRE	Office comedy
DATE	Apr. 2019
FOMET	68min (min * 6 episodes)
TARGET	2035





# **ONLINE MARKETING**

PROJECT TITLE

# Haman Watermelon CSV Joint Marketing

- CLIENT** Haman-gun & Nonghyup & Hanjin Logistics
- DATE** Feb. 2020 ~ Jun. 2021
- SUMMARY** IMC strategy of Haman Watermelon and implementation
- DESCRIPTION** Operation of official SNS channel and online promotion



-  OFFICIAL INSTAGRAM
-  OFFICIAL FACEBOOK
-  OFFICIAL YOUTUBE
-  VIDEO PLANNING / PRODUCTION
-  ONLINE PROMOTION
-  INFLUENCERS
-  SNS AD





PROJECT TITLE

# Liverpool FC Official Beer Carlsberg Champions Edition PR

CLIENT	Golden Brew
DATE	Jul. ~ Aug. 2020
SUMMARY	Online promotion of Carlsberg Beer Limited Edition
DESCRIPTION	Operation of online channel and influencer marketing



INFLUENCERS



POWER  
BLOGGER



COMMUNITY  
VIRAL



OFFICIAL  
INSTAGRAM



SNS AD



NETWORK  
AD





PROJECT TITLE

# 1st Youth Day Online promotion of Youth Policy Exhibition

CLIENT

Office for Government Policy Coordination's  
Office for Youth Policy Coordination

DATE

Sep. 2020 ~ Sep. 2020

SUMMARY

Online promotion of Youth Policy Exhibition

DESCRIPTION

Portal site advertisement/Production and promotion of  
SNS channel contents



PORTAL SITE AD



SNS AD



POWER  
BLOGGER



COMMUNITY  
VIRAL

PROJECT TITLE

# Orange Life 2020 Wise Summer Life

CLIENT

Orange Life

DATE

Jul. ~ Aug. 2020

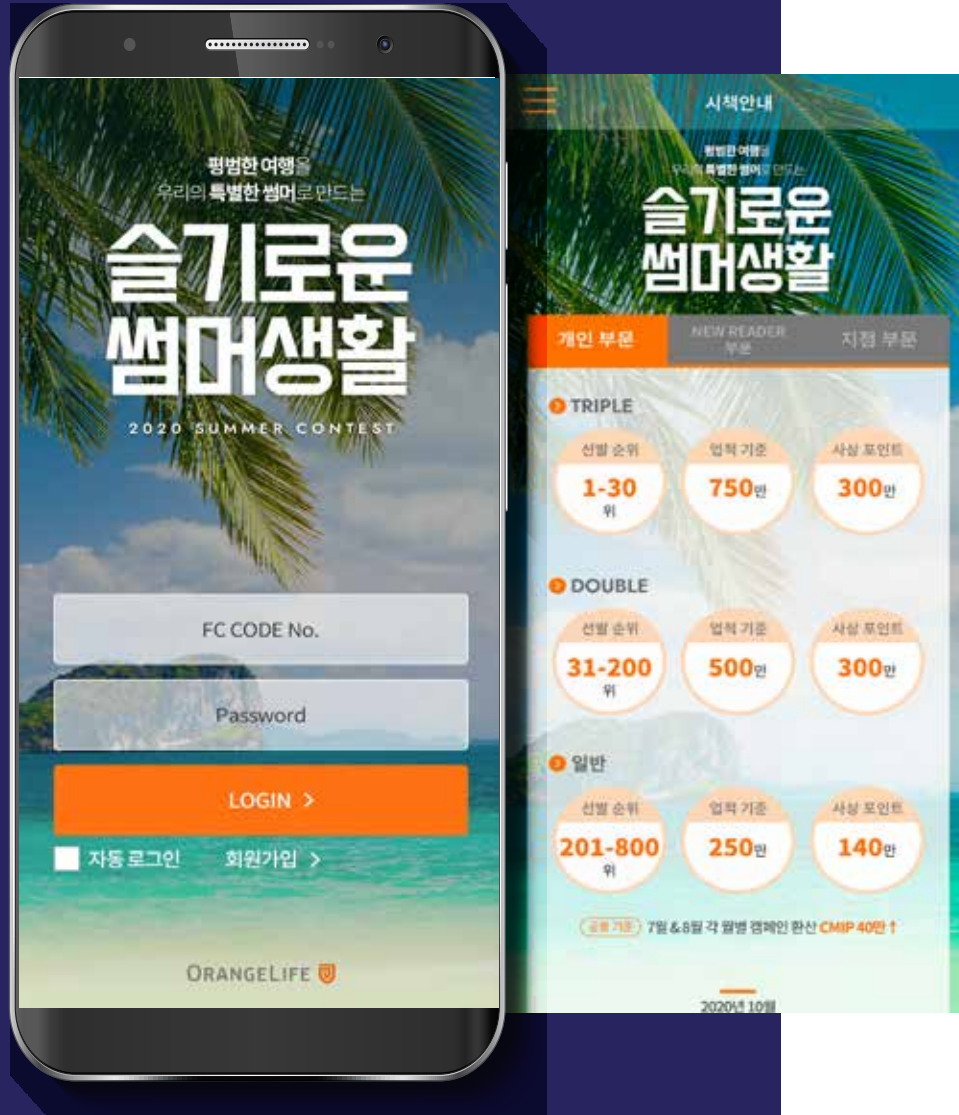
SUMMARY

Production of performance management solution for Summer Contest

DESCRIPTION

WEB & MOBILE & APP

Development and maintenance of design publishing



WEB



MOBILE APP



MAINTENANCE





PROJECT TITLE

# Heungkuk F&B Online Marketing for Bonlive Functional Health Food

- CLIENT** Heungkuk F&B\_Bonlive
- DATE** Oct. 2020 ~ Feb. 2021.
- SUMMARY** Online promotion of launching of Bonlive brand
- DESCRIPTION** Portal & SNS advertisement / Operation of official channel /  
Viral marketing

- INFLUENCERS
- POWER BLOGGER
- COMMUNITY VIRAL
- OFFICIAL INSTAGRAM
- SNS AD
- PORTAL SITE AD



PROJECT TITLE

# Online Public Service Fair 2020

CLIENT

Ministry of Personnel Management

DATE

Nov. 12 ~ Dec. 9, 2020

SUMMARY

Planning and operation of Online Public Service Fair 2020

DESCRIPTION

Design and production of Online Public Service Fair website  
 Production and promotion of various contents related to public service

Approximately 140,000 website visitors



FAIR  
PLANNING



FAIR  
OPERATION





PROJECT TITLE

# 2020 Korea Landscape Garden Expo

- CLIENT** Suncheon City, Jeollanam-do
- DATE** Dec. 2020 ~ May 2021
- SUMMARY** Production and promotion of 2020 Korea Landscape Garden Expo website
- DESCRIPTION** Production and operation of website  
Planning and operation of PR program



CREATE  
FAIR HOMEPAGE



FAIR  
PROMOTE

PROJECT TITLE

# Chong Kun Dang Health Eye Clear Online & Offline Marketing

CLIENT

Chong Kun Dang Eye Clear

DATE

Apr. 2019 ~ Currently operating

SUMMARY

Increased brand awareness of Eye Clear and delivered information to core target customers

DESCRIPTION

Official blog monthly traffic: 8,086 people



OFFICIAL BLOG



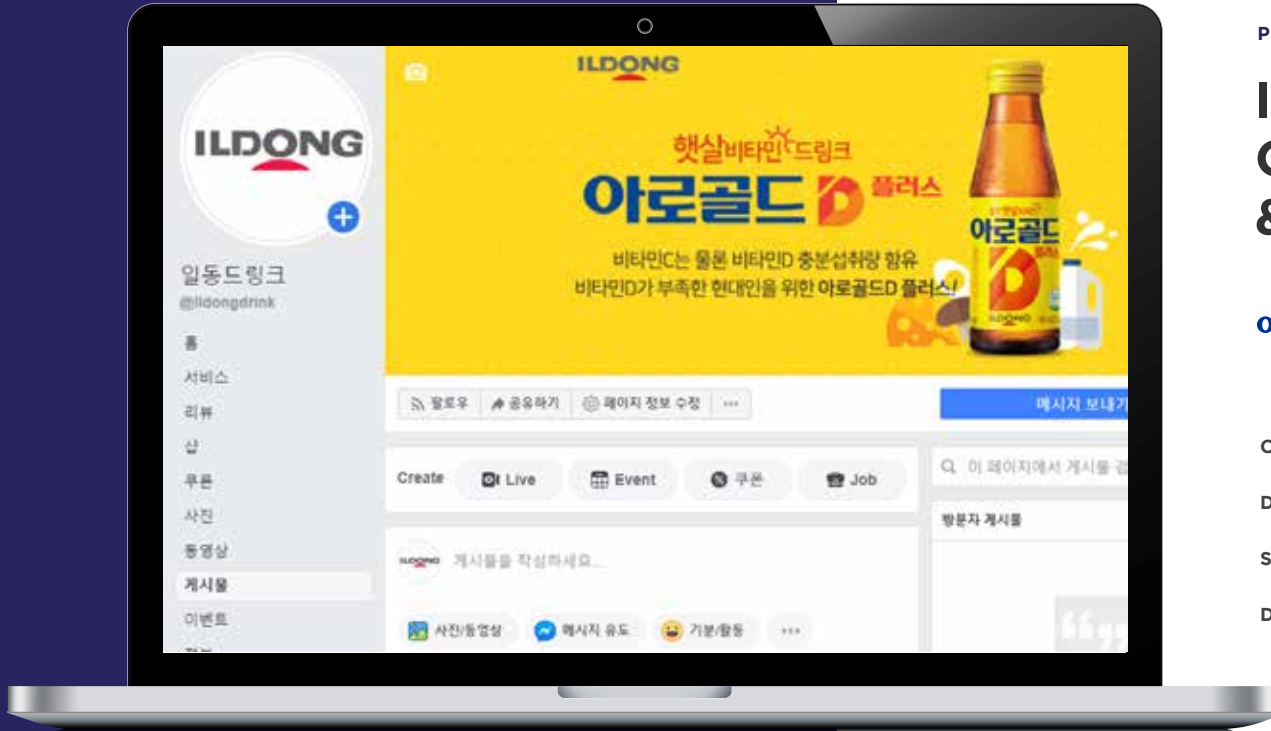
PORTAL SITE AD



OFFLINE PROMOTION



PRESS RELEASES



PROJECT TITLE

## Il Dong Pharmaceutical Official SNS Channel Operation & Online Marketing



- CLIENT** Il Dong Pharmaceutical
- DATE** May. 2018 ~ Currently operating
- SUMMARY** Operating Il Dong Pharmaceutical Online Viral & SNS Channels
- DESCRIPTION** Description: Operating Il Dong Pharmaceutical Hero Product SNS channels & online marketing



OFFICIAL FACEBOOK



OFFICIAL INSTAGRAM



SNS AD



PROJECT TITLE

# Solgar Korea Official SNS Channel Operation & Online Marketing

CLIENT Solgar Korea

DATE Apr. 2018 ~ Currently operating

SUMMARY Increased brand awareness of Solgar and operated SNS channel for product promotion

DESCRIPTION  
Official Facebook Fans: 21,781 people  
Official Instagram Followers: 3,355 people  
Official Blog Monthly Visits: 2,400 people



OFFICIAL FACEBOOK



OFFICIAL INSTAGRAM



OFFICIAL BLOG



POWER BLOGGER



INFLUENCERS



COMMUNITY VIRAL



SNS AD



PORTAL SITE AD

PROJECT TITLE

# Nutricia Official SNS Channel Operation & Online Marketing

<b>CLIENT</b>	Nutricia
<b>DATE</b>	May, 2019. ~ Currently operating
<b>SUMMARY</b>	Operating Nutricia online viral and SNS
<b>DESCRIPTION</b>	Operating Nutri-Mom Energy Bar Mom Café online viral and SNS



OFFICIAL  
FACEBOOK



OFFICIAL  
INSTAGRAM



POWER  
BLOGGER



INFLUENCERS

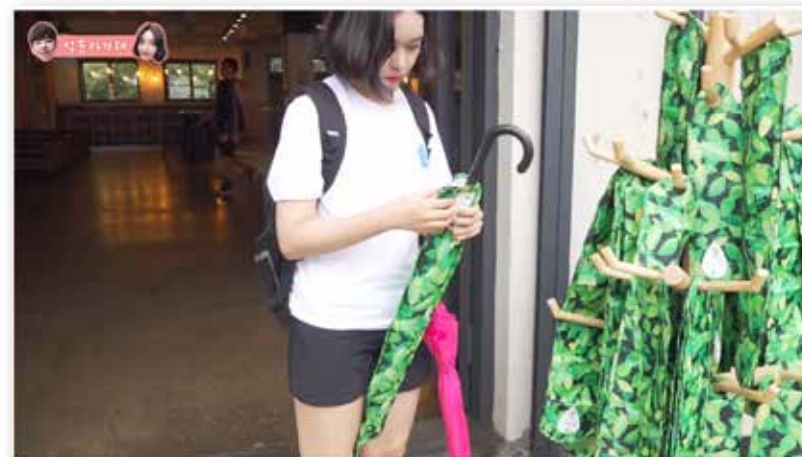


COMMUNITY  
VIRAL

PROJECT TITLE

# NEPA Rain Tree Campaign Online Promotion

<b>CLIENT</b>	NEPA
<b>DATE</b>	Jul. 2019
<b>SUMMARY</b>	Rain Tree Campaign operation and promotion
<b>DESCRIPTION</b>	Operated online campaign, online advertisement and viral
<b>RESULT</b>	Total of 2,151 people participated in online campaign



OFFICIAL  
FACEBOOK



OFFICIAL  
INSTAGRAM



POWER  
BLOGGER



INFLUENCERS



COMMUNITY  
VIRAL

PROJECT TITLE

# Korean Air Travel Photo Contest Online Promotion & Operation

- CLIENT** Korean Air
- DATE** Jul ~ Dec. 2019
- SUMMARY** Korean Air Travel Photo Contest operation
- DESCRIPTION** Executed PR, exhibition and evaluations for the 26th Korean Air Travel Photo Contest
- RESULT** Total of 25,808 cases were applied for the contest



ONLINE PROMOTION



OFFLINE PROMOTION



COMMUNITY VIRA

PROJECT TITLE

# Samdasoo 70th Anniversary Celebration Online Campaign

CLIENT

Jeju Samdasoo

DATE

May ~ Jul. 2018

SUMMARY

Planning online campaign for 70th Anniversary Celebration, increasing brand awareness through online viral marketing and operation

DESCRIPTION

Produced event microsite, conducted campaign planning and operation and managed campaign online viral

RESULT

Total of 53,458 cases of participation for online campaign, PR & exposure of 7.6 M + cases



WEBSITE DEVELOPMENT



ONLINE PROMOTION



POWER BLOGGER



INFLUENCERS



PORTAL SITE AD



SNS AD





PROJECT TITLE

# Gangnam-gu Tour Promotion SNS Channel Operation

- CLIENT** Gangnam-gu Office
- DATE** Jul ~ Dec. 2019
- SUMMARY** Gangnam Festival SNS Channel operation
- DESCRIPTION** Planned and produced 2019 Gangnam Festival promotion & 365 Cultural Platform contents



OFFICIAL FACEBOOK



OFFICIAL INSTAGRAM



OFFICIAL YOUTUBE



OFFICIAL TWITTER



OFFICIAL WEIBO





PROJECT TITLE

# Majesty Golf Korea SNS Channel Operation

CLIENT	Majesty Golf Korea
DATE	Apr. 2019 ~ Currently operating
SUMMARY	Brand SNS Channel operation
DESCRIPTION	Planned and produced Majesty brand contents



OFFICIAL  
FACEBOOK



OFFICIAL  
INSTAGRAM



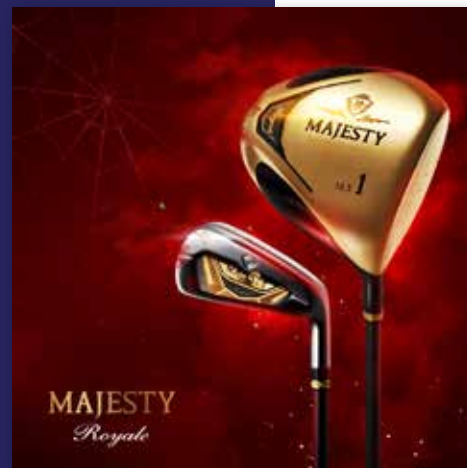
OFFICIAL  
YOUTUBE



OFFICIAL  
TWITTER



OFFICIAL  
POST





PROJECT TITLE

# Yongpyeong Resort SNS Channel Operation

<b>CLIENT</b>	Yongpyeong Resort
<b>DATE</b>	Oct. 2018 ~ Feb. 2019
<b>SUMMARY</b>	Brand SNS Channel operation
<b>DESCRIPTION</b>	Operating official channel of Yongpyeong Resort and online advertisement, viral
<b>RESULT</b>	Official blog monthly visits 10,000 +, Official Facebook Fans 36,000 + people



OFFICIAL  
FACEBOOK



OFFICIAL  
BLOG



POWER  
BLOGGER



INFLUENCERS



NETWORK AD





PROJECT TITLE

# Hanhwa Pharmaceutical VAP Brand Launching Annual IMC Campaign

<b>CLIENT</b>	Natural Life
<b>DATE</b>	2017~2018
<b>DESCRIPTION</b>	VAP New Product Viral
<b>SUMMARY</b>	Operated Facebook, Instagram, Blog, power bloggers and influencers café distributions, café experience groups, and launching event
<b>RESULT</b>	Official Facebook Fans 10,206 people Official Instagram Followers: 6,037 people Official blog monthly visits: 15,103 people



OFFICIAL FACEBOOK



OFFICIAL BLOG



OFFICIAL INSTAGRAM



POWERBLOGGER



INFLUENCERS



SNS AD



OFFLINE PROMOTION



PROJECT TITLE

# Dongguk Pharmaceutical Viral Marketing

CENTELLIAN 24 



SPOTERA  
HOME SPORTS MASSAGE DEVICE

덴트릭스

<b>CLIENT</b>	Dongguk Pharmaceutical
<b>DATE</b>	2017~2018
<b>DESCRIPTION</b>	Executed hero product online viral marketing for Dongguk Pharmaceutical
<b>SUMMARY</b>	Operated hero product MPR for Dongguk Pharmaceutical & online events Conducted diversified online marketing activities



ONLINE PROMOTION



POWER BLOGGER



INFLUENCERS



PROJECT TITLE

# Alvins Viral Marketing

CLIENT	Health Alvins
DATE	2017~ Currently operating
DESCRIPTION	Alvins new products and promotion products viral campaigns
SUMMARY	Top exposure in blogs, power bloggers, Instagram events, etc.



OFFICIAL  
INSTAGRAM



POWER  
BLOGGER



INFLUENCERS



COMMUNITY VIRAL



SNS AD



PROJECT TITLE

# Sambucus Annual Online Campaign

<b>CLIENT</b>	Hanhwa Pharmaceutical
<b>DATE</b>	Mar. 2017 ~ Dec. 2018
<b>DESCRIPTION</b>	Operated official SNS and viral campaigns
<b>SUMMARY</b>	Operated brand channel, online viral, offline associated events and media ads
<b>RESULT</b>	Official Facebook Fans 11,831 people Official Instagram Followers: 4,916 people Official blog monthly visits: 21,000 people



OFFICIAL FACEBOOK



OFFICIAL INSTAGRAM



OFFICIAL BLOG



SNS AD



OFFLINE PROMOTION



ONLINE PROMOTION



PROJECT TITLE

# Aminotree Online Marketing

CLIENT

JCW

DATE

Jul. 2018 ~ Jun. 2019

DESCRIPTION

Aminotree SNS Channel operation

SUMMARY

Operated SNS channel, power bloggers, influencers and supporters

RESULT

Official Facebook Fans 13,452 people

Official Instagram Followers: 2,812 people



OFFICIAL  
FACEBOOK



OFFICIAL  
INSTAGRAM



OFFICIAL  
BLOG



SNS AD



POWER  
BLOGGER



INFLUENCERS



OFFLINE  
PROMOTION





## PROJECT TITLE

# UNITY UNITE SEOUL Online Promotion

CLIENT	Unity
DATE	Apr. 2018 / Jun. 2019
DESCRIPTION	Unite Seoul event online promotion
SUMMARY	Operated online banner ads, viral, and produced website/application
RESULT	Total of 2,012 people participated



PORTAL SITE AD



SNS AD

WEBSITE  
DEVELOPMENTPOWER  
BLOGGER

PROJECT TITLE

# Dentiste Campaign Online Promotion

CLIENT Dentiste


DATE Jul. 2018

DESCRIPTION Dentiste Couple Marathon viral and advertisement

SUMMARY Operated online ad for Dentiste, TV sponsorship, online partnership and viral campaign

RESULT Total of 600 people participated



-   
PORTAL SITE AD
-   
SNS AD
-   
SNS VIRAL
-   
POWER BLOGGER
-   
INFLUENCERS
-   
PPL
-   
PRESS RELEASES





PROJECT TITLE

# Jeonnam Content Enterprise Promotion Center Online Marketing, Broadcasting Production Sponsorship

<b>CLIENT</b>	Jeonnam Content Enterprise Promotion Center
<b>DATE</b>	Jan. 2019 ~ May. 2019
<b>DESCRIPTION</b>	SNS channel operation for increasing the awareness of Jeonnam Content Enterprise Promotion Center and its business introduction
<b>SUMMARY</b>	Planned contents for Facebook, Instagram, Naver Post and managed production sponsorship MBC Live Today Morning Show



OFFICIAL FACEBOOK



OFFICIAL INSTAGRAM



OFFICIAL POST



PPL



RADIO AD





PROJECT TITLE

# Gain Pad Viral Marketing

- CLIENT TCM Biosciences
- DATE 2018 ~ Currently operating
- DESCRIPTION Gain Pad online promotion
- SUMMARY Operating online SEO and viral campaigns



POWER  
BLOGGER



INFLUENCERS



COMMUNITY  
VIRAL





PROJECT TITLE

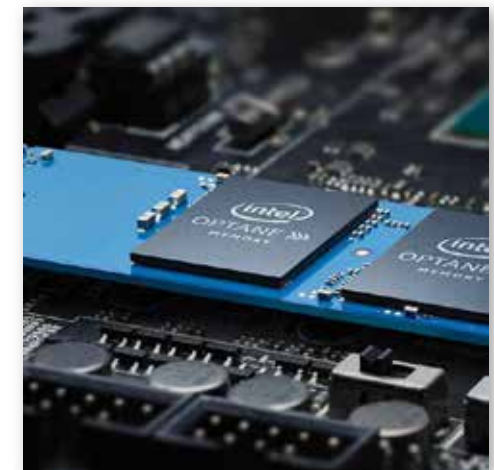
# Samsung Optane Desktop Online Viral Marketing

CLIENT Samsung, Intel

DATE Aug. 2019

DESCRIPTION Samsung Optane Desktop online viral operation

SUMMARY Planned viral campaign using power bloggers and produced micro-site



POWER  
BLOGGER



ONLINE  
PROMOTION



WEBSITE  
DEVELOPMENT

PROJECT TITLE

# Sorbus Online Viral and Online Ad Execution

<b>CLIENT</b>	Sorbus
<b>DATE</b>	Jun. 2019 ~ Currently operating
<b>DESCRIPTION</b>	Sorbus online viral and ad execution
<b>SUMMARY</b>	Planned online viral campaign using power bloggers and influencers Brand promotion through online ad



POWER  
BLOGGER



INFLUENCERS



SNS AD



NETWORK AD



COMMUNITY  
VIRAL



PROJECT TITLE

# NEPA Broadcasting Affiliated Online Viral Activation

CLIENT

NEPA

DATE

May. 2019 ~ Jul. 2019

DESCRIPTION

Broadcasting affiliated online viral activation

SUMMARY

Managed viral activation using power bloggers and influencers affiliated with broadcasting related to NEPA clothing



POWER  
BLOGGER



INFLUENCERS



SNS AD



COMMUNITY  
VIRAL



PRESS  
RELEASES

PROJECT TITLE

## Taylor Farms Online Viral Activation

CLIENT

Taylor Farms

DATE

Apr. 2018 ~ Currently operating

DESCRIPTION

Broadcasting affiliated online viral activation

SUMMARY

Conducted online viral activations for Taylor Farms products

Taylor Prune, Prune Juice and managed broadcasting affiliated viral activations



POWER  
BLOGGER



INFLUENCERS



SNS AD



COMMUNITY  
VIRAL



PRESS  
RELEASES





PROJECT TITLE

# Alive Online Viral & SNS Operation

CLIENT

Natural Life

DATE

Mar. 2017 ~ Jan. 2019

SUMMARY

Operated official SNS channel for Alive

DESCRIPTION

Operated brand channel and executed the campaign

RESULT

Official Facebook Fans 27,205 people

Official Instagram Followers: 7,577 people

Official blog monthly visits: 15,000 people



OFFICIAL FACEBOOK



OFFICIAL INSTAGRAM



OFFICIAL BLOG



POWER BLOGGER



INFLUENCERS



COMMUNITY VIRAL



VIDEO PLANNING / PRODUCTION



ONLINE PROMOTION



OFFLINE PROMOTION



PRESS RELEASES





PROJECT TITLE

# Now Jeju Official SNS Operation

CLIENT	JIBS
DATE	Feb. 2018 ~ Sept. 2018
SUMMARY	Operated official SNS channel for Now Jeju
DESCRIPTION	Operated official Facebook and Instagram channels for Now Jeju
RESULT	Official Facebook Fans 10,579 people Official Instagram Followers: 2,164 people



OFFICIAL BLOG



OFFICIAL FACEBOOK



OFFICIAL INSTAGRAM



POWER BLOGGER



INFLUENCERS





PROJECT TITLE

## JIBS Jeju Broadcasting Official SNS Operation

CLIENT	JIBS
DATE	May. 2018
SUMMARY	Operated official SNS channel for JIBS Jeju Broadcasting
DESCRIPTION	Operated official Facebook, Instagram, blog channels for JIBS Jeju Broadcasting
RESULT	Official Facebook Fans 6,517 people Official Instagram Followers: 2,385 people Official blog monthly visits: 9,000 people



OFFICIAL BLOG



OFFICIAL FACEBOOK



OFFICIAL INSTAGRAM

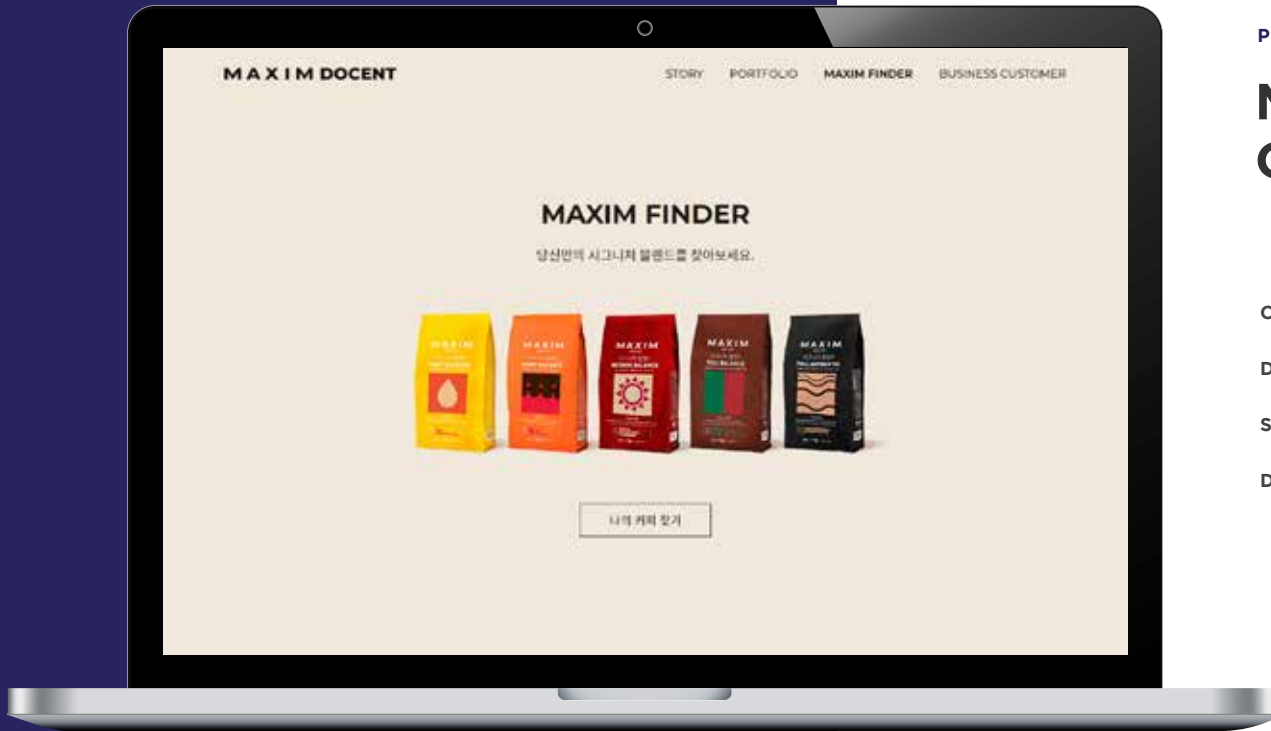


POWER BLOGGER



INFLUENCERS

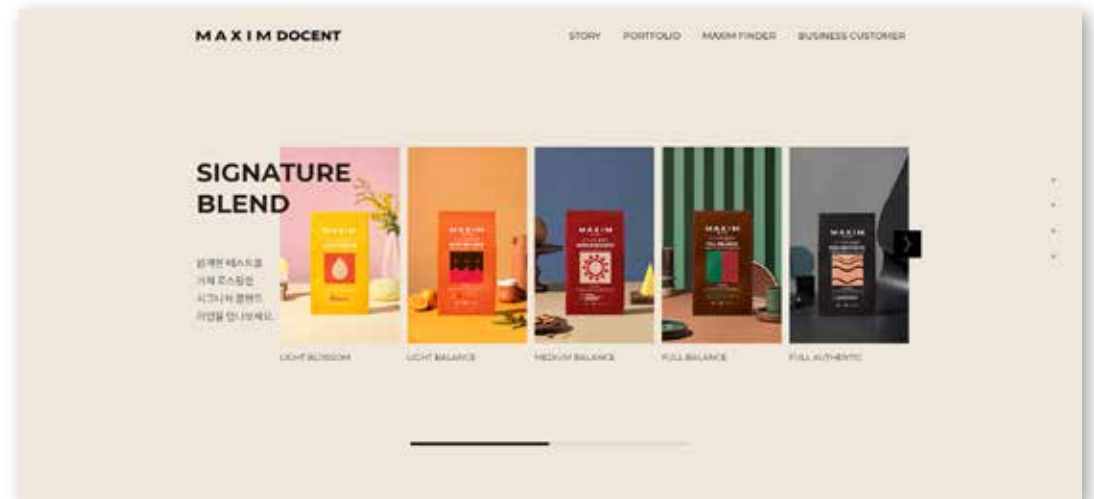




PROJECT TITLE

# Maxim Finder Online Viral Activation

<b>CLIENT</b>	Maxim
<b>DATE</b>	May. 2019 ~ Jun. 2019
<b>SUMMARY</b>	Broadcasting affiliated online viral of Maxim Finder in Maxim Website
<b>DESCRIPTION</b>	Introduced the recommending function of suitable coffee beans to customers and conducted broadcasting affiliated viral activation



POWER  
BLOGGER



INFLUENCERS



COMMUNITY  
VIRAL



SNS AD



PRESS  
RELEASES

PROJECT TITLE

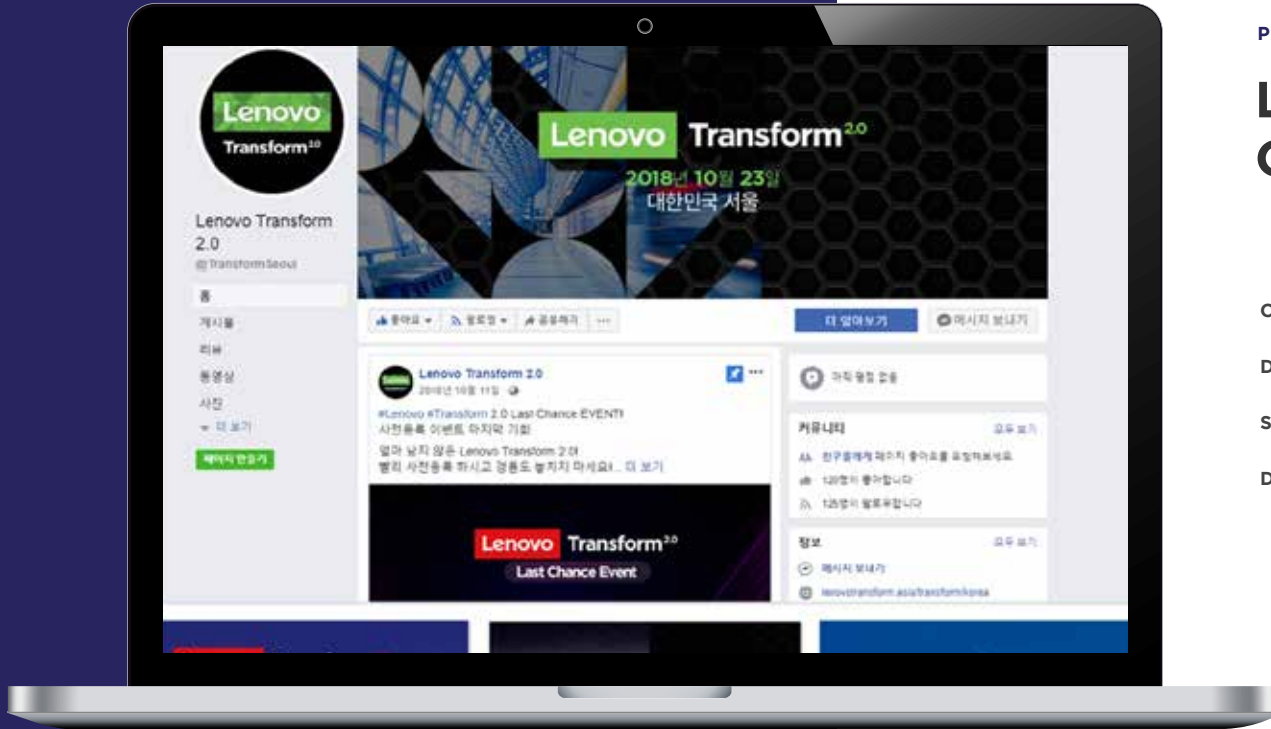
# Lenovo Official SNS Operation

CLIENT: Lenovo

DATE: Oct. 2018

SUMMARY: Lenovo official SNS channel operation

DESCRIPTION: Planned Lenovo Facebook channel contents and managed monthly operations



OFFICIAL FACEBOOK



EDM

PROJECT TITLE

# SBS Garo Channel Korean Pork PPL Viral Marketing

CLIENT

SBS

DATE

May. 2019

SUMMARY

Produced 2nd expansion contents of Korean Pork PPL for SBS Garo Channel

DESCRIPTION

Produced contents utilizing power bloggers and influencers and conducted promotion



POWER  
BLOGGER



INFLUENCERS



PRESS  
RELEASES

PROJECT TITLE

# Skin Med Ph,Drop Viral Marketing

CLIENT

Skin Med

DATE

Jun. 2019 ~ Currently operating

SUMMARY

Content production and distribution for enhancing brand awareness of Ph,Drop

DESCRIPTION

Produced Ph,Drop Tone Up Cream and BB Cream contents utilizing power bloggers and influencers



POWER  
BLOGGER



INFLUENCERS



COMMUNITY  
VIRAL





PROJECT TITLE

# Preview of 2020 ASUS Gaming AMG Line-up

<b>CLIENT</b>	ASUS
<b>DATE</b>	Jun. 2020
<b>SUMMARY</b>	Operation of preview of 2020 ASUS Gaming AMD Line-up
<b>DESCRIPTION</b>	Presentation of new product launching of gaming AMD and product experience
<b>RESULT</b>	On-site participation by reporters, influencers, partner companies



## PROJECT TITLE

## South Korean 4th Industrial Revolution Festival Huawei Hall

<b>CLIENT</b>	Huawei
<b>DATE</b>	Dec. 2020
<b>SUMMARY</b>	Huawei Hall in the South Korean 4th Industrial Revolution Festival
<b>DESCRIPTION</b>	Special invitation and demonstration, product experience
<b>RESULT</b>	Approximately 3,000 visitors in the exhibition booth

BOOTH  
FABRICATIONBOOTH  
OPERATION

## PROJECT TITLE

## K-League Award Ceremony Exhibition Promotion

<b>CLIENT</b>	Korea Professional Football League
<b>DATE</b>	Dec. 2017 / Dec. 2018
<b>SUMMARY</b>	K League awards ceremony integrated MD exhibition and competitive show
<b>DESCRIPTION</b>	Conducted integrated MD exhibition and operation
<b>RESULT</b>	1,000 + people participated on site



PROJECT TITLE

# Hana Bank LPGA Tour Aminotree Promotion

CLIENT	Aminotree
DATE	Oct. 2018
SUMMARY	Aminotree booth promotion at Hana Bank LPGA Tour
DESCRIPTION	Installed on-site booth and conducted operation
RESULT	3,000 + people participated on site



PROJECT TITLE

# LG gram Campus Roadshow 2018

- CLIENT** LG Electronics
- DATE** Mar. 2018
- SUMMARY** LG gram experience event
- DESCRIPTION** Conducted event promotion and operation



PROJECT TITLE

# LG U+ Q1 Kids Marketing Campaign

- CLIENT** LG U+
- SUMMARY** LG U+ Q1 Kids marketing campaign Kids Run promotion
- DESCRIPTION** Conducted U+ Kakao Friends Kids Watch product promotion and experience Collaborated with Kids Run, managed Kids Watch Mission programs / SNS event targeting power bloggers



OFFLINE PROMOTION



POWER BLOGGER

PROJECT TITLE

# Hyundai Commercial Vehicle Electric Bus Elecity Presentation

- CLIENT** Hyundai Motors
- SUMMARY** Hyundai Commercial Vehicle Electric Bus Elecity Presentation
- DESCRIPTION** Eco-friendly electric bus Elecity launching presentation  
Introduced Elecity and presented TBMF contents
- RESULT** 250+ reporters from key daily newspapers and affiliated media attended



PROJECT TITLE

# Intel Extreme Masters Event 2016 Sponsorship Commercial & Korea

CLIENT	ESL
DATE	2016
SUMMARY	Intel Extreme Masters Event 2016 Sponsorship Commercial & Korea operation
DESCRIPTION	Conducted title sponsor commercial and sales promotion Executed foreign customer invitational event / ticket programs / DG programs





PROJECT TITLE

## 2016 Play Expo Intel Booth

- CLIENT** Korea Creative Content Agency
- DATE** 2016
- SUMMARY** 2016 Play Expo Intel Booth operation
- DESCRIPTION** Installed and operated Intel booth and iem Gyeonggi promotion booth in Play Expo



PROJECT TITLE

## 2016 Dream Baby Fair LG U+ Booth

<b>CLIENT</b>	LG U+
<b>DATE</b>	2016
<b>SUMMARY</b>	2016 Dream Baby Fair LG U+ booth operation
<b>DESCRIPTION</b>	Exhibited LG U+ contents / AR experience of new contents Managed overall booth operation such as permanent event operation and subscription consultations





## PROJECT TITLE

## The 10th Seoul International Financial Forum

**CLIENT** Financial News / KB Financial Group

**SUMMARY** Event and promotion operation

**DESCRIPTION** International financial conference inviting financial scholars and main guests Official event / Keynote speeches / 25 sessions / Panel discussion Celebrating performances / VIP dinner

**RESULT** 600+ scholars and finance industry affiliates of domestic and overseas attended



## PROJECT TITLE

## 2014/2015 LF We are One Festival

<b>CLIENT</b>	Financial News / KB Financial Group
<b>DATE</b>	2014, 2015
<b>SUMMARY</b>	Event and promotion operation
<b>DESCRIPTION</b>	Managed celebrating event and place of unity / LF concert Charity bazaar, experience programs of employees, etc.
<b>RESULT</b>	1,100 + LF employees attended



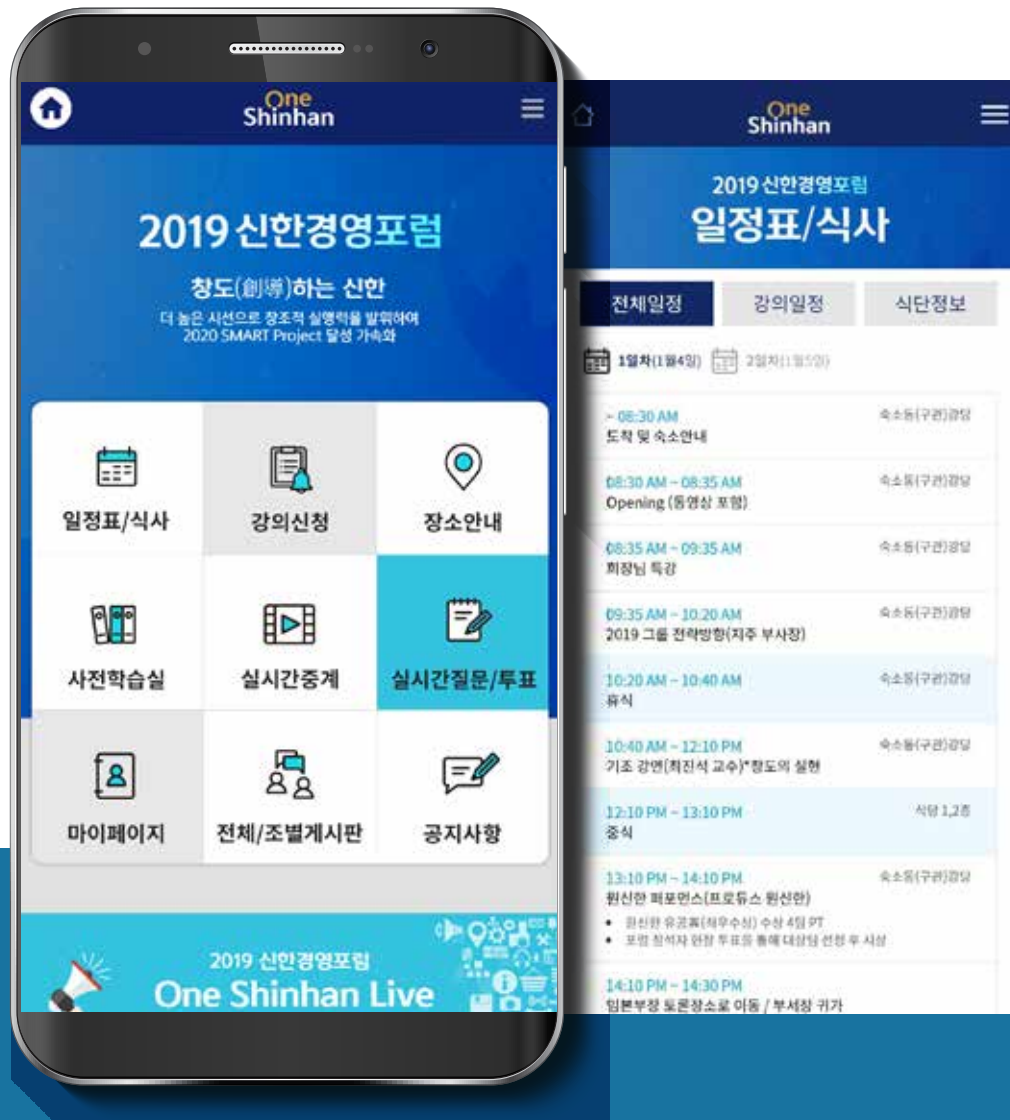


**WEB & MOBILE**

PROJECT TITLE

# Shinhan Financial Group Shinhan Management Forum Application

**CLIENT** Shinhan Financial Group  
**DATE** Dec. 2018 ~ Jan. 2019  
**SUMMARY** Shinhan Management Forum App  
**DESCRIPTION** App design and publishing development



MOBILE APP

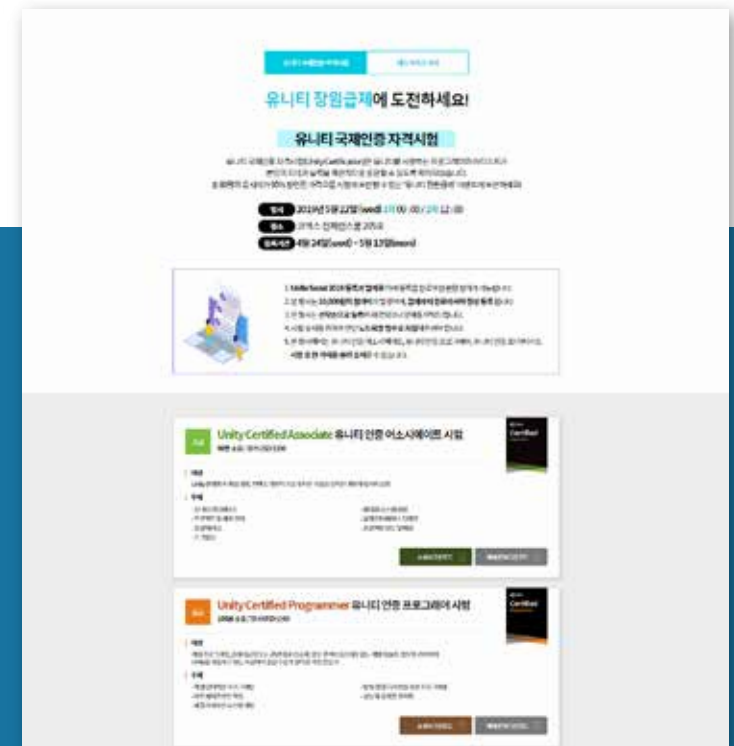


MAINTENANCE

PROJECT TITLE

# UNITY UNITE SEOUL 2019 Integrated Solution

- CLIENT UNITY Technologies Korea
- DATE Mar. 2019 ~ Jun. 2019
- SUMMARY Produced and operated United Seoul site
- DESCRIPTION Operated Web, mobile and app maintenance and PG service
- RESULT Total of 2,012 people participated



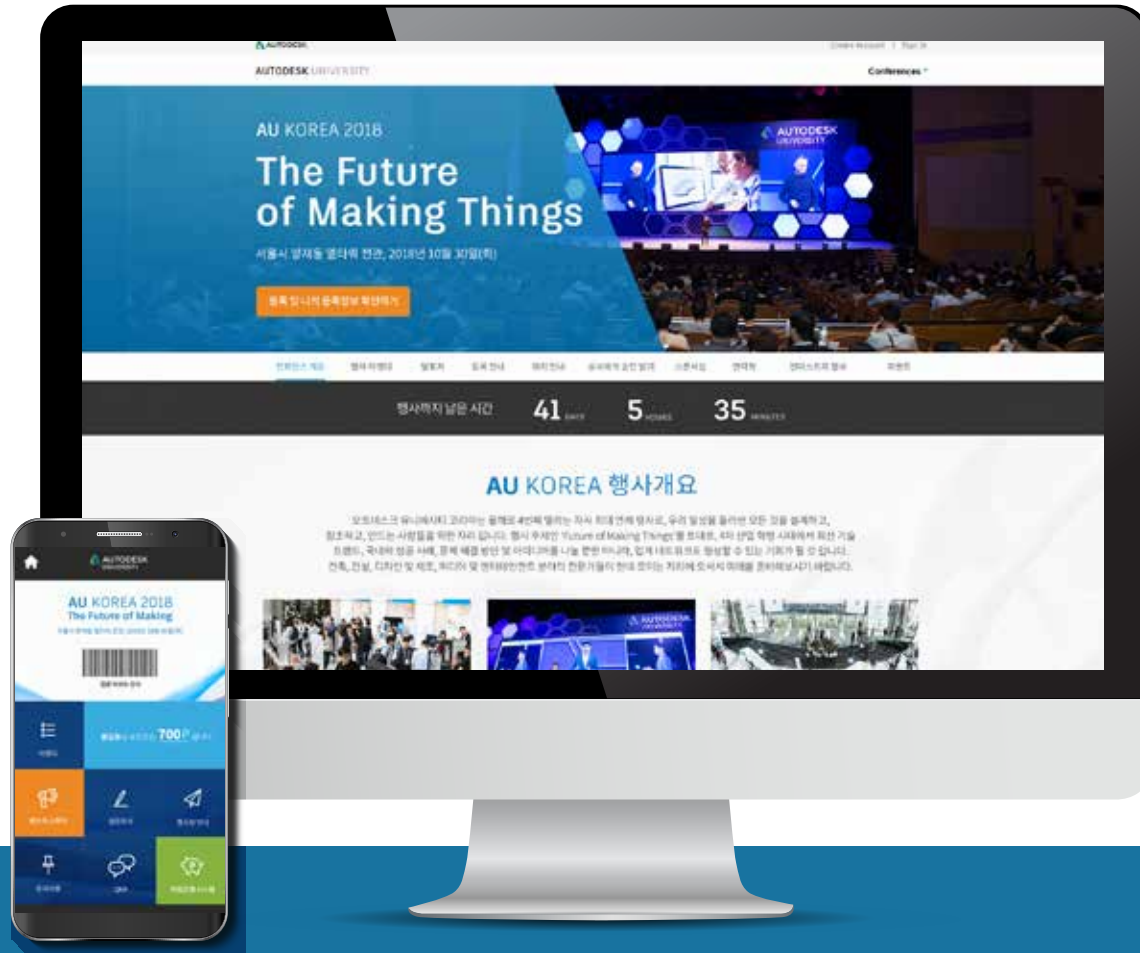
WEB



MOBILE APP



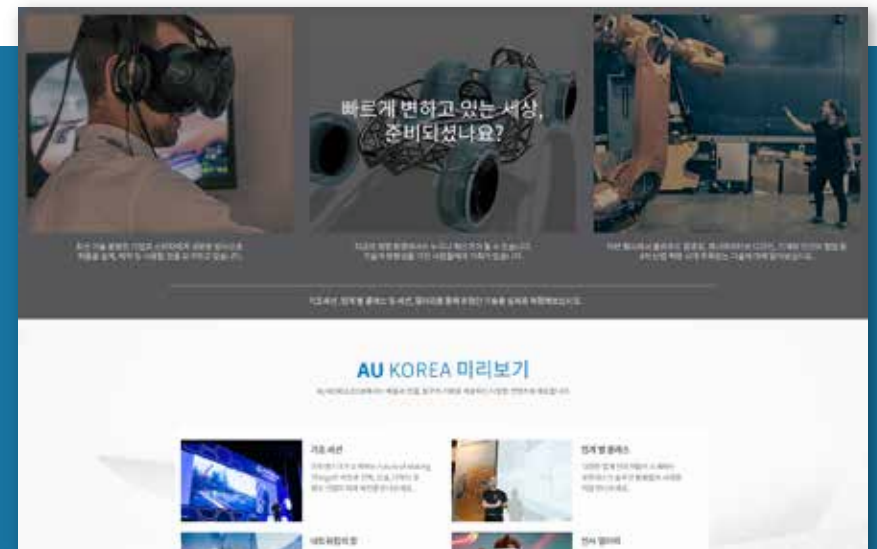
MAINTENANCE



PROJECT TITLE

# AUTODESK 2018 University Integrated Solution

<b>CLIENT</b>	Autodesk Korea
<b>DATE</b>	Jun. 2018 ~ Oct. 2018
<b>SUMMARY</b>	Produced University Integrated Solution
<b>DESCRIPTION</b>	Developed web, mobile and app design publishing and conducted maintenance



WEB

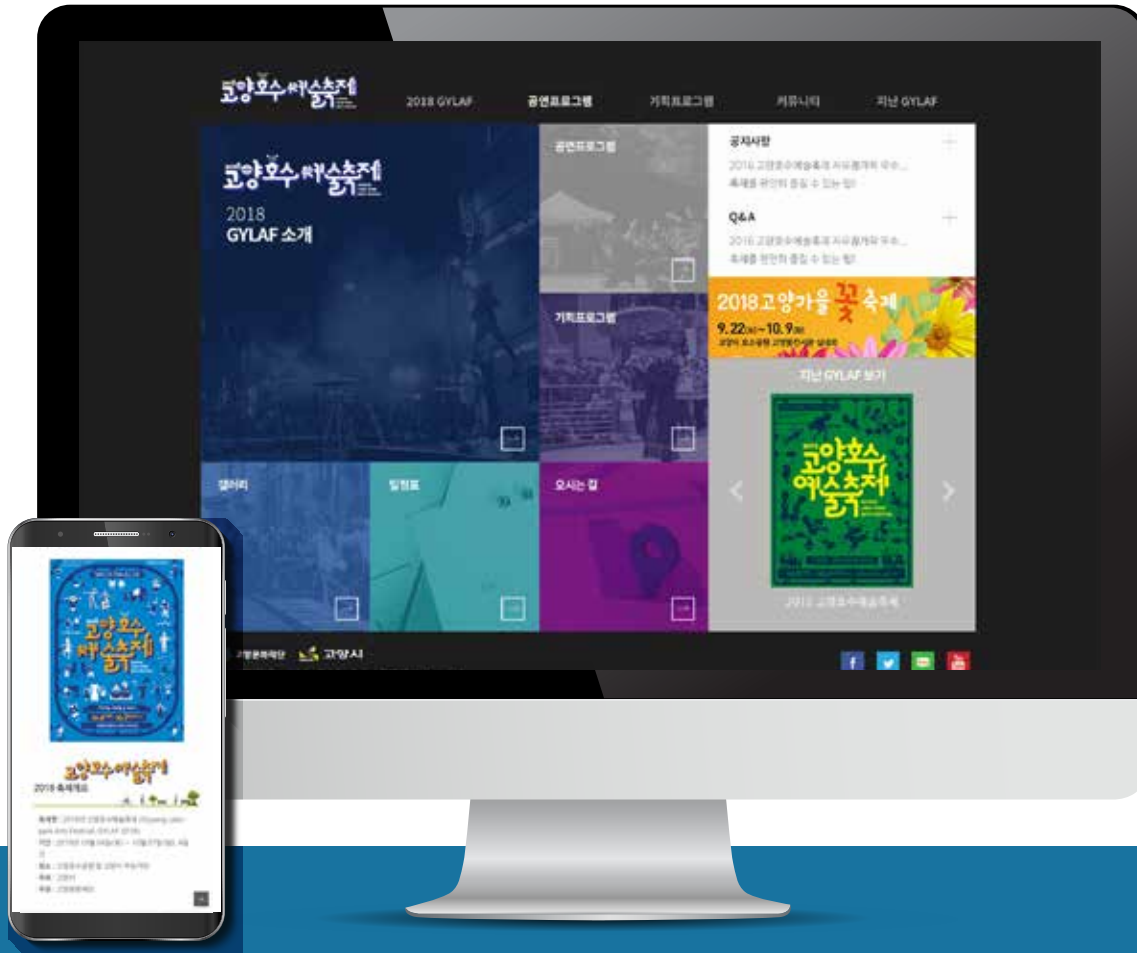


MOBILE APP



MAINTENANCE





PROJECT TITLE

# Goyang Cultural Foundation Lake Arts Festival Site

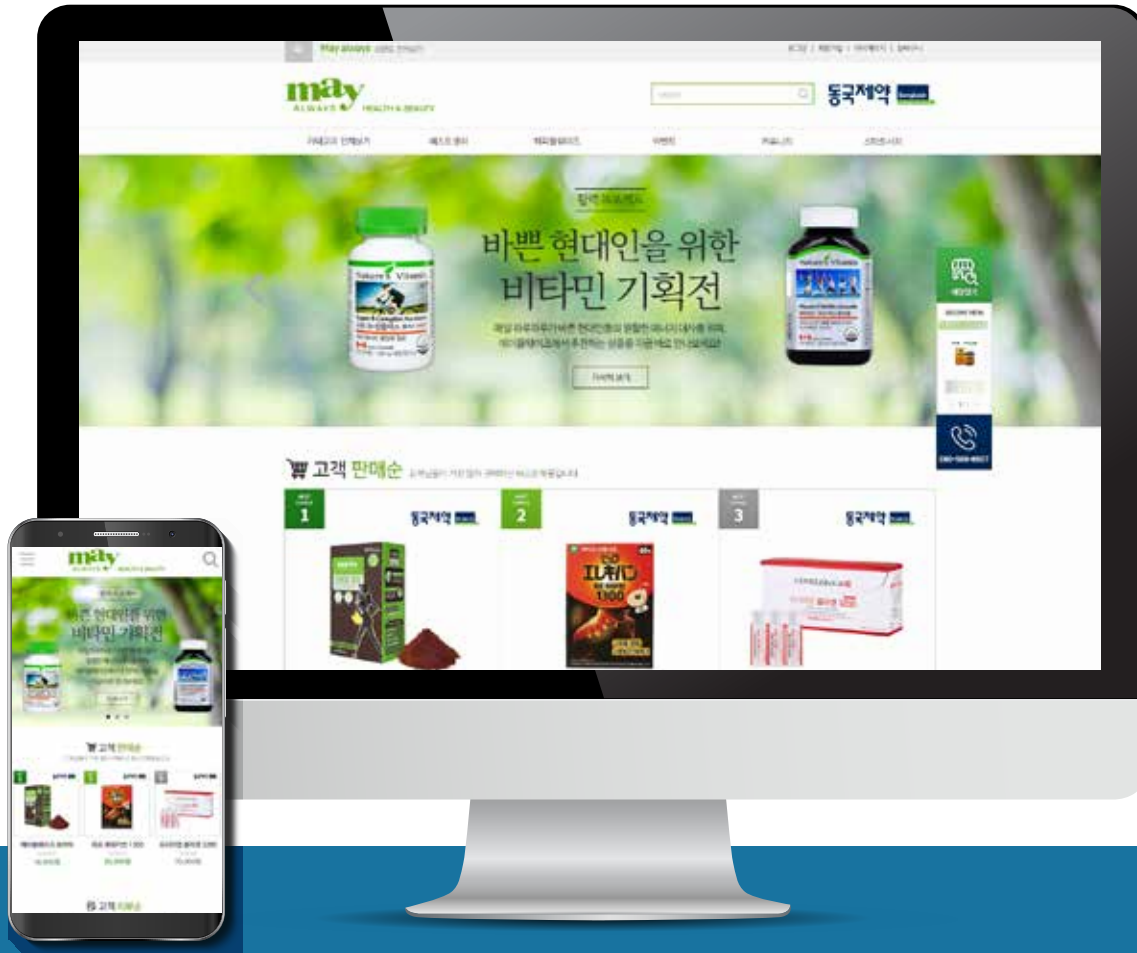
- CLIENT** Goyang Cultural Foundation
- DATE** Aug. 2017 ~ Oct. 2017.10
- SUMMARY** Produced website reflecting Goyang Lake Arts Festival
- DESCRIPTION** Conducted web and mobile design and publishing



WEB



MOBILE



PROJECT TITLE

# Dongguk Pharmaceutical May Always Shopping Mall

CLIENT Dongguk Pharmaceutical

DATE May. 2018 ~ Jul. 2018

SUMMARY Produced May Always Shopping Mall

DESCRIPTION Conducted web and mobile design and publishing



WEB



MOBILE

PROJECT TITLE

# Solga Korea Shopping Mall & Brand Site

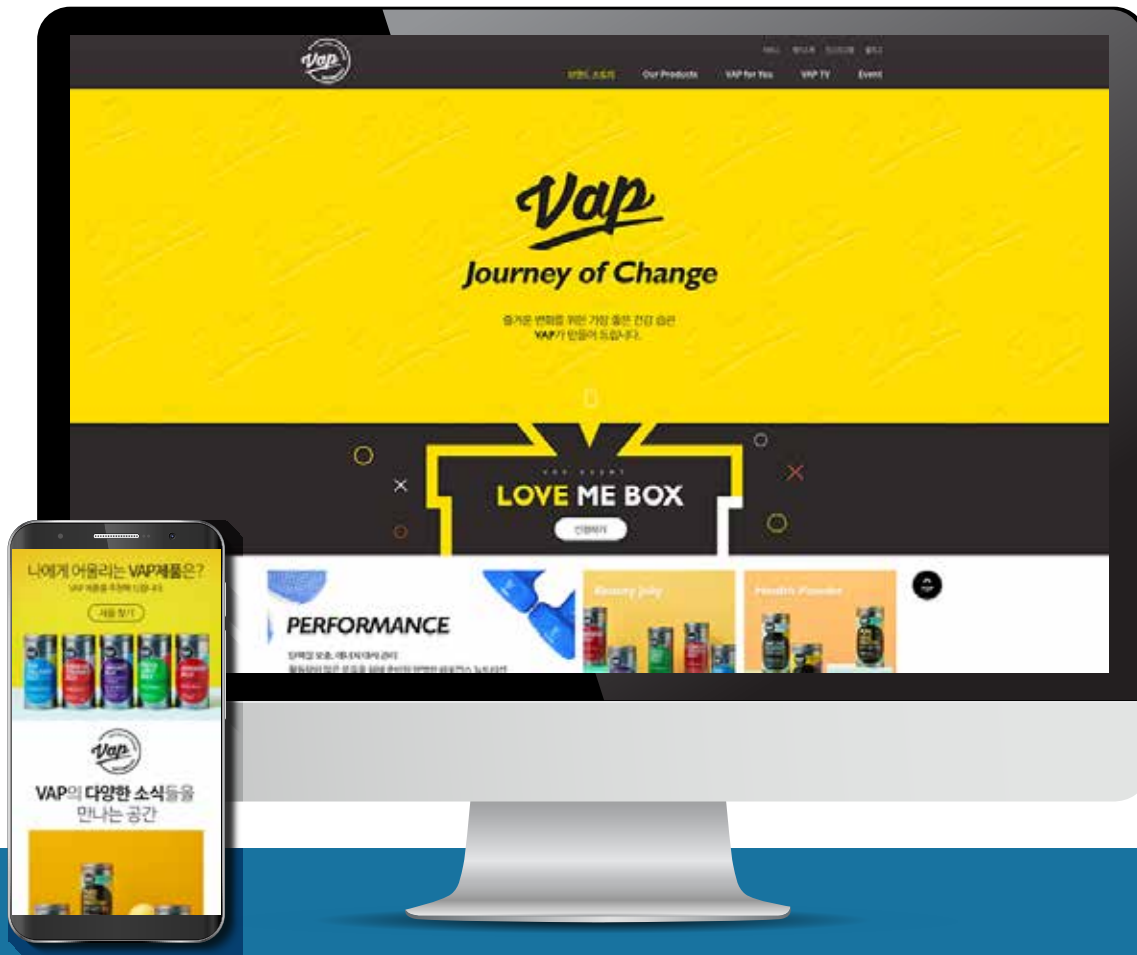
- CLIENT** Solga Korea
- DATE** Jun. 2017 ~ Aug. 2017
- SUMMARY** Produced Solga Shopping Mall / Brand Site
- DESCRIPTION** Conducted web and mobile design and publishing



WEB



MOBILE



PROJECT TITLE

# Hanhwa Pharmaceutical VAP Brand Site

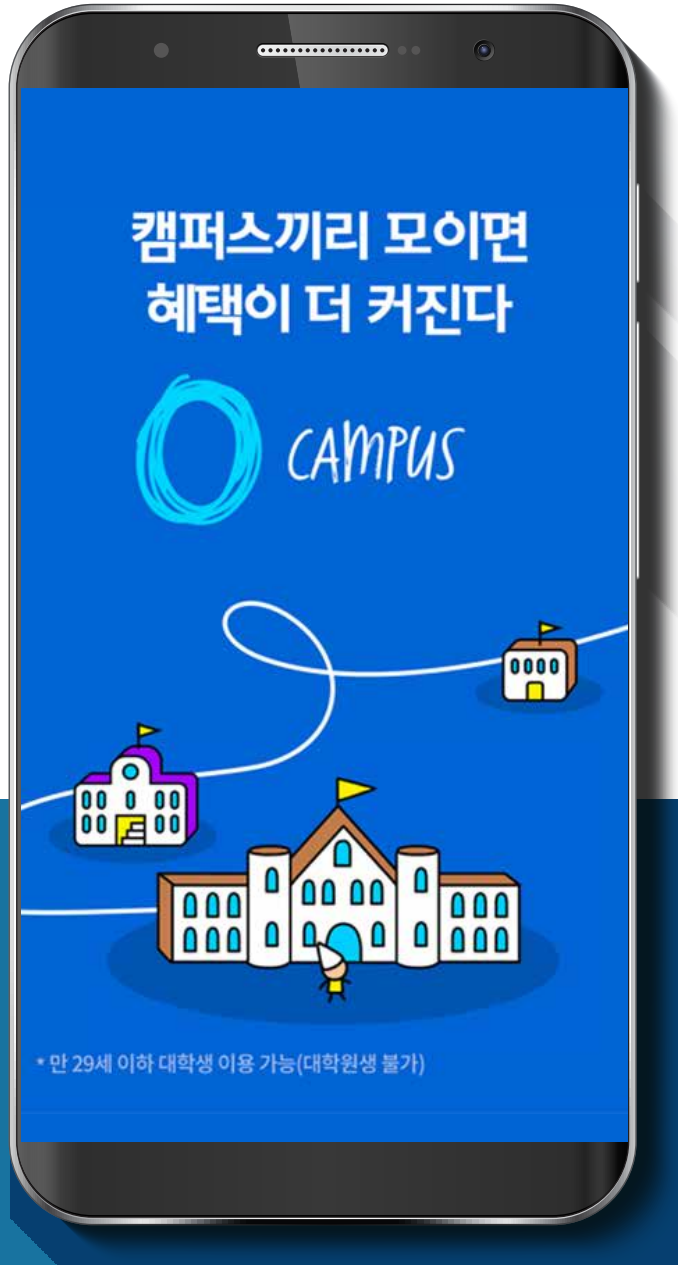
- CLIENT Hanhwa Pharmaceutical
- DATE Jun. 2017 ~ Aug. 2017
- SUMMARY Produced brand site for Hanhwa Pharmaceutical
- DESCRIPTION Conducted web and mobile design and publishing



WEB



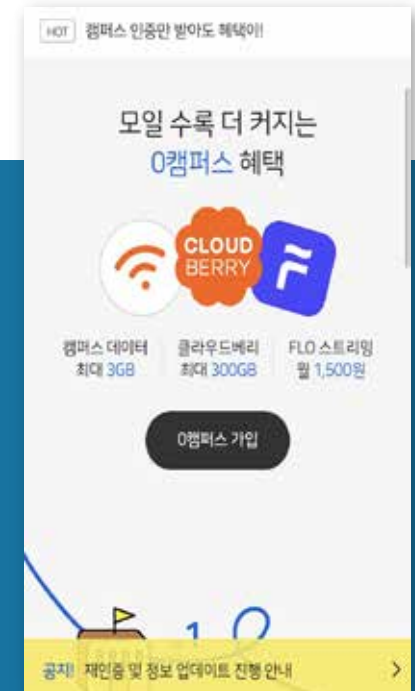
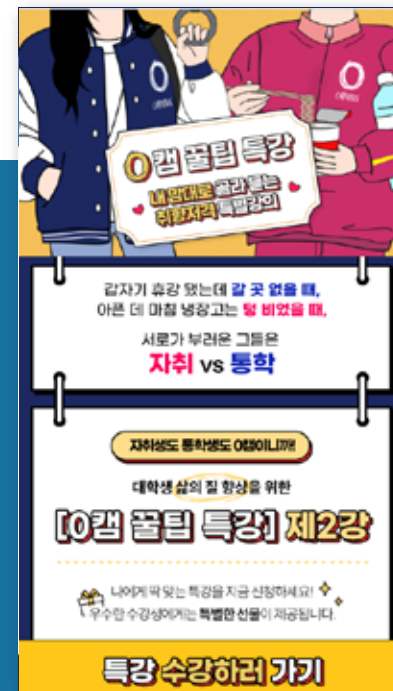
MOBILE

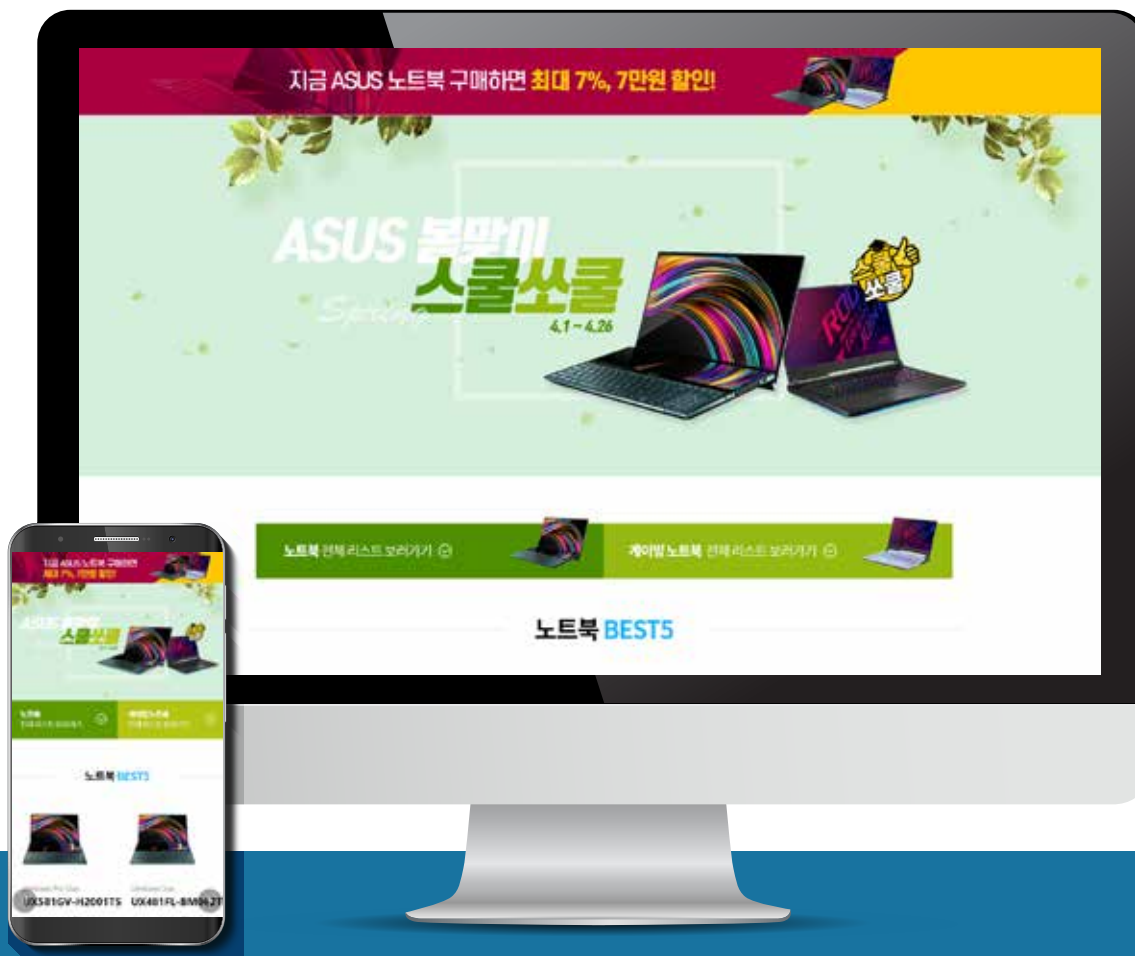


PROJECT TITLE

# SKT OHandong Operation of OCampus Campaign

CLIENT	SKT
DATE	Apr. 2020 ~
SUMMARY	Campaign on course enrollment through SK OHandong App
DESCRIPTION	Development of 2020 OHandong App and operation of campaign

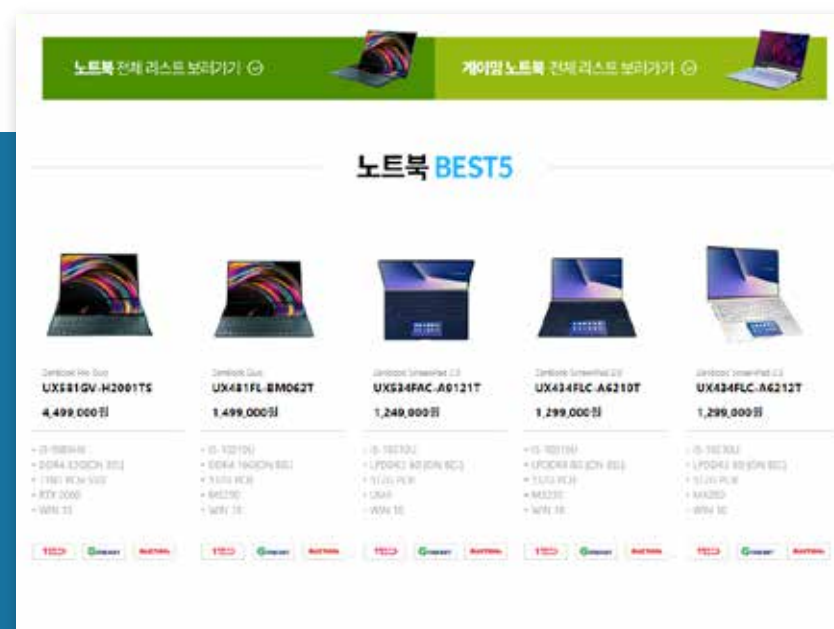




PROJECT TITLE

# ASUS School So cool Site

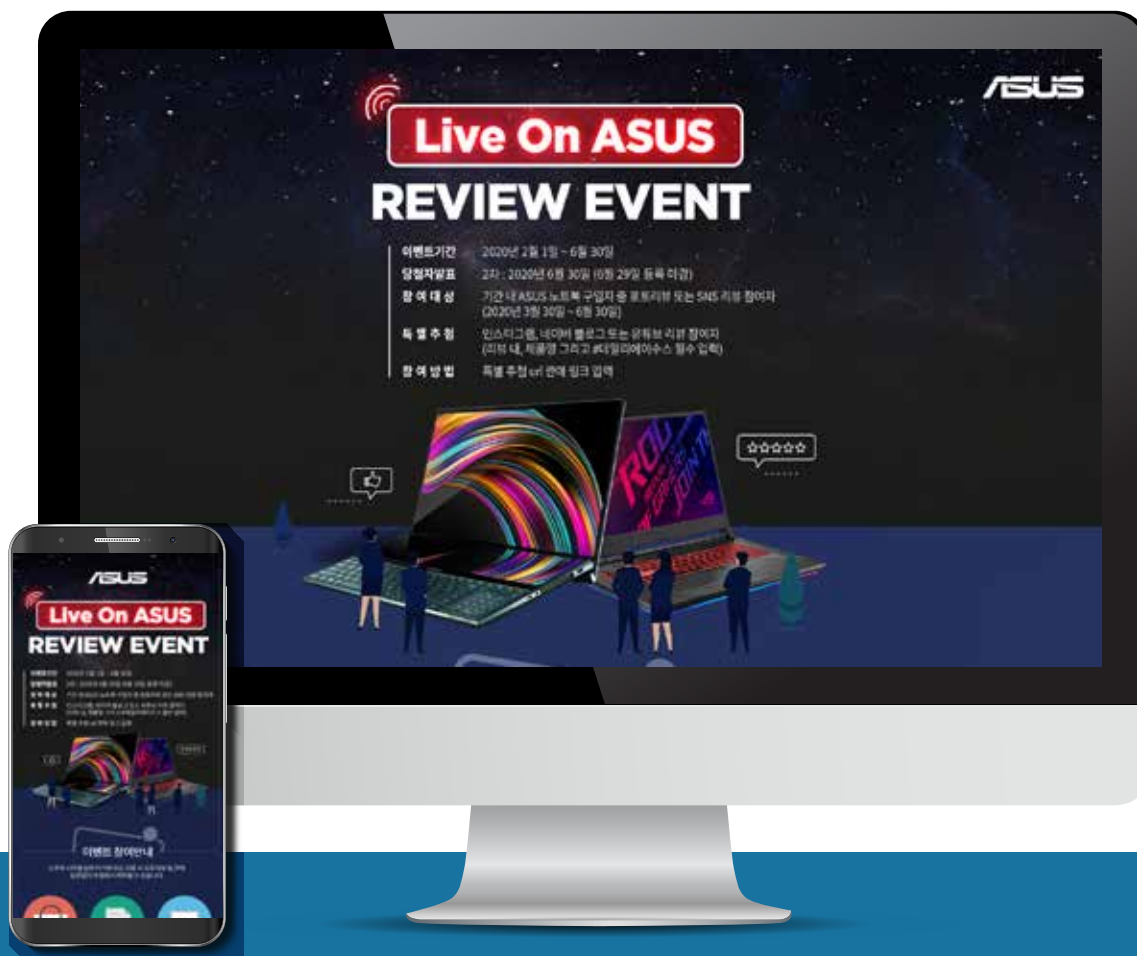
- CLIENT** ASUS
- DATE** Feb. 2020 ~ Apr. 2020
- SUMMARY** Production of responsive website for ASUS So School promotion
- DESCRIPTION** WEB & MOBILE design & publishing



WEB



MOBILE



PROJECT TITLE

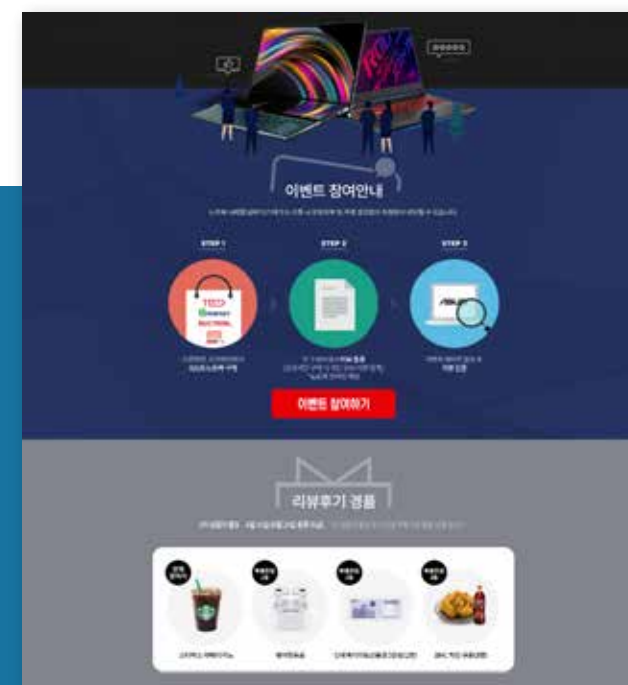
# ASUS School So cool Site

CLIENT ASUS

DATE Feb. 2020 ~ Apr. 2020

SUMMARY Production of responsive website for ASUS So School promotion

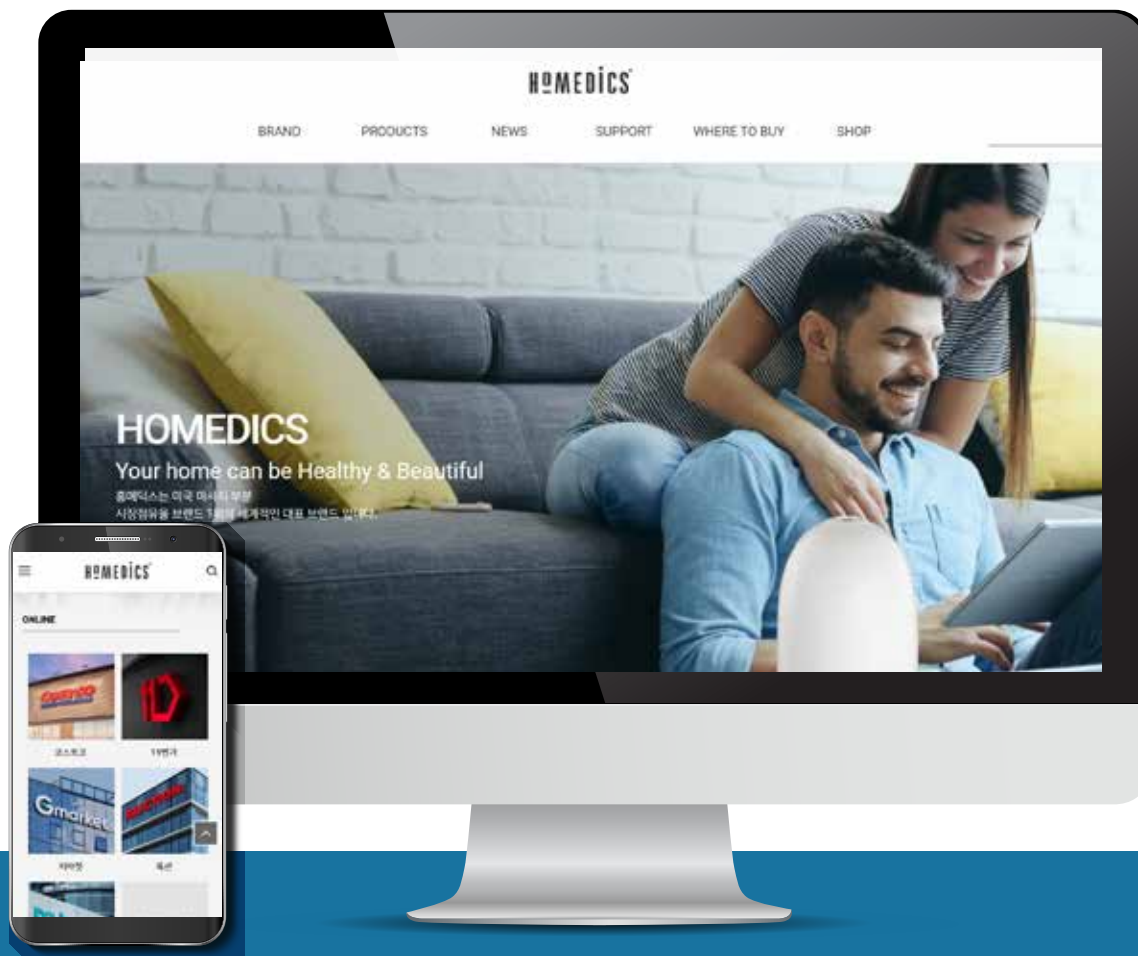
DESCRIPTION WEB & MOBILE design & publishing



WEB



MOBILE



PROJECT TITLE

# Production of HomeMedics Brand site

CLIENT

D-Live

DATE

Mar. ~ Apr. 2020

SUMMARY

Reinforcement of branding for HomeMedics brand's site

DESCRIPTION

Design & publishing, development of brand's site



WEB

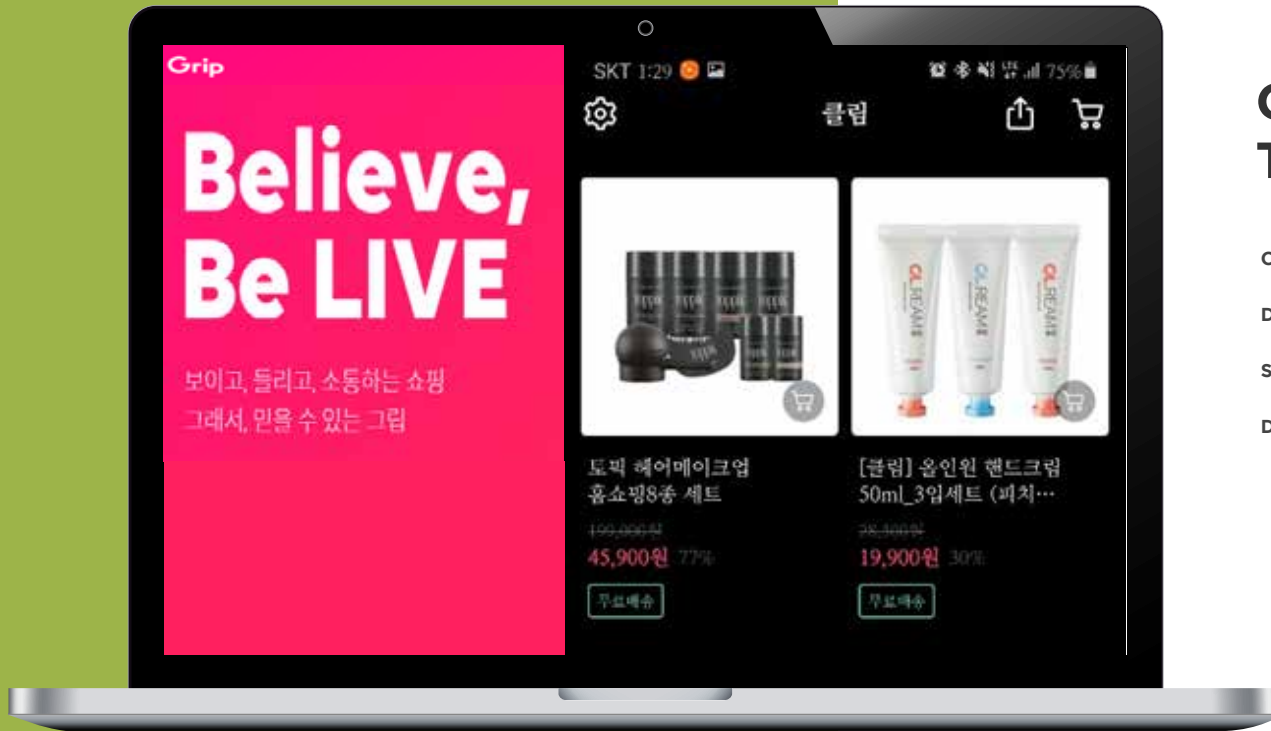


MOBILE



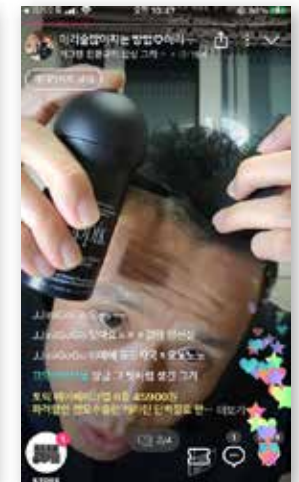


**LIVE SHOPPING & LIVE STREAMING**



## CL, REAM, TOPPIK Live Shopping

<b>CLIENT</b>	Shakerr Co., Ltd.
<b>DATE</b>	Oct. ~ Nov. 2020
<b>SUMMARY</b>	GRIP live broadcast (CL, REAM hand cream, TOPPIK)
<b>DESCRIPTION</b>	2 live broadcasts (By comedian Jeon, Hwan Gyu etc.)



PROJECT TITLE

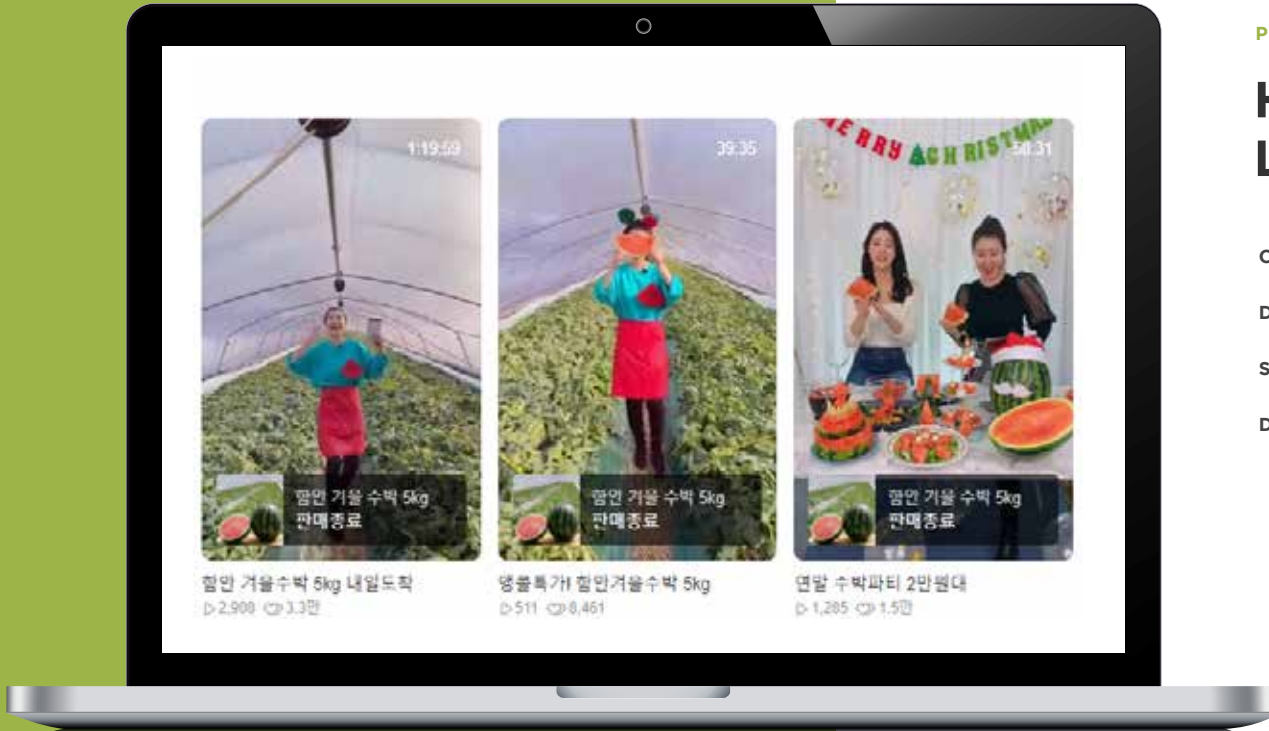
# Haman Watermelon Live Shopping

**CLIENT** Haman-gun & Nonghyup & Hanjin Logistics

**DATE** Nov. 2020 ~

**SUMMARY** 2020 Haman Watermelon Live Shopping

**DESCRIPTION** 3 Naver Live Shopping  
More than 4,700 video playbacks



INFLUENCER

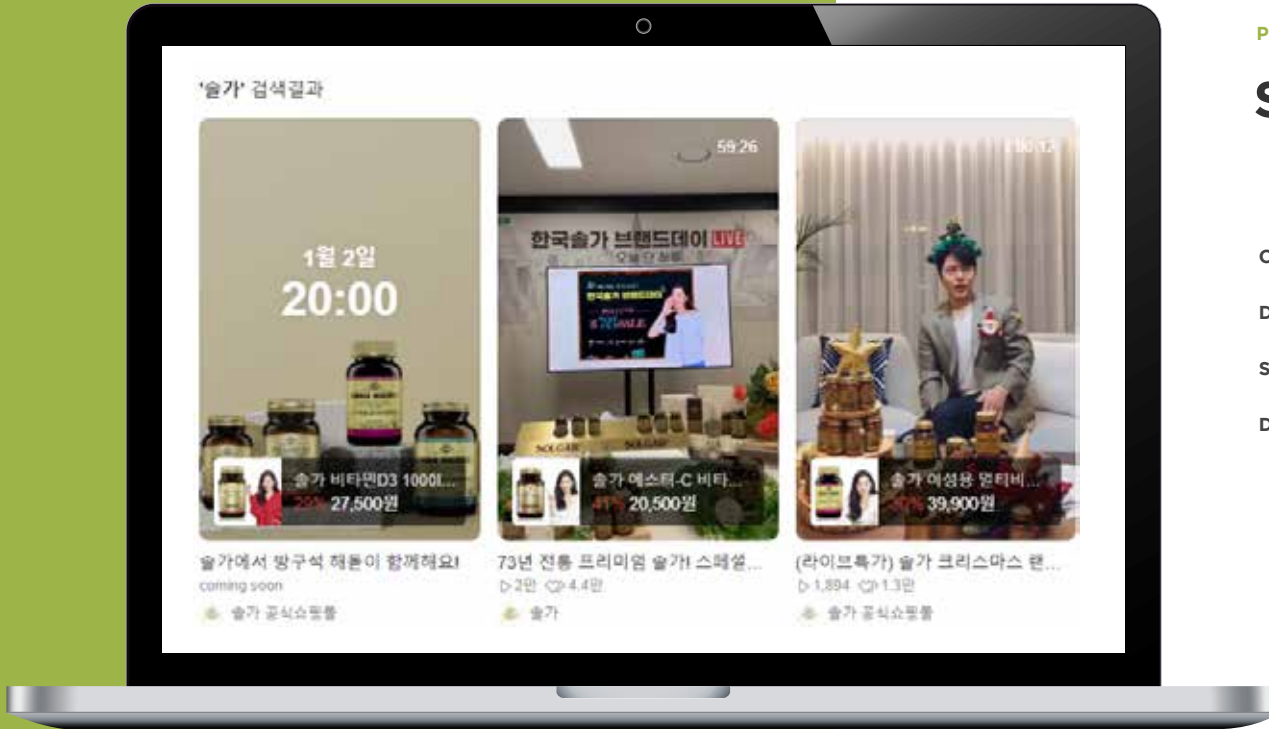


LIVE SHOPPING

PROJECT TITLE

# SOLGAR Live Shopping

CLIENT	SOLGAR
DATE	Dec. 2020 ~
SUMMARY	2020 SOLGAR Live Shopping
DESCRIPTION	2 Naver Live Shopping More than 21,000 video playbacks



INFLUENCER



LIVE SHOPPING

PROJECT TITLE

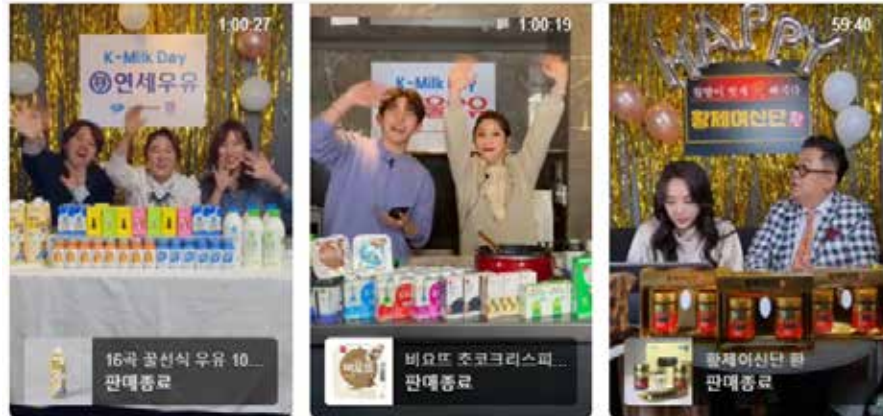
# Seoul Milk Live Shopping

CLIENT Seoul Milk

DATE Dec. 2020

SUMMARY K-MILK Seoul Milk Shopping

DESCRIPTION Naver Live Shopping / Invited Influencer Ahn, So Min  
More than 10,000 video playbacks



김경아X정승환 연세우유 K-Milk D...  
▷1,585 ◀2만

안소미X서울우유 K-Milk Day 초록...  
▷1만 ◀2.8만

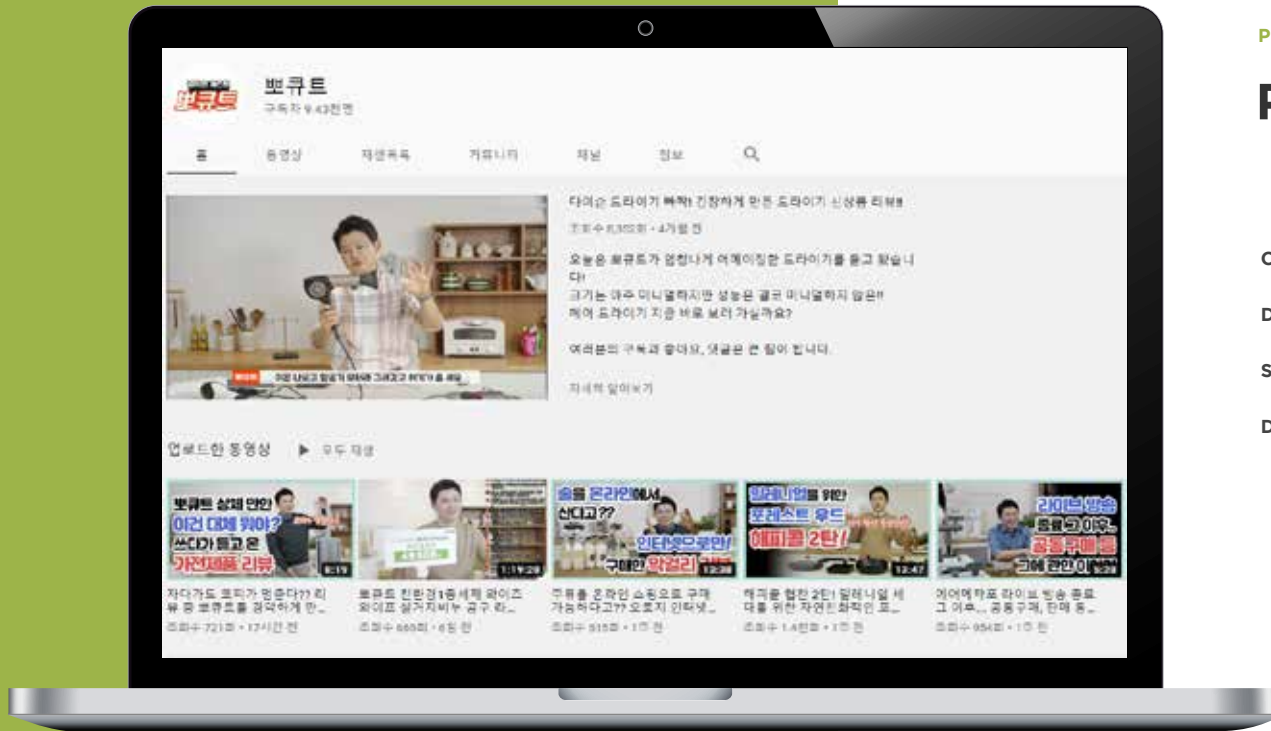
개그맨 이용식 X 크리스마스 홈파...  
▷829 ◀3.8만



INFLUENCER



LIVE SHOPPING



PROJECT TITLE

# Ppocute Live Shopping

CLIENT

Dyson and other clients

DATE

Jan. 2020 ~

SUMMARY

2020 Ppocute product review and sales

DESCRIPTION

Live Shopping by utilizing influence channel

Production of various contents such as unboxing, product review, living information contents

Live Shopping more than 3 times a week

Owns separate studio/Internal filming of videos



INFLUENCER



LIVE SHOPPING



PROJECT TITLE

# Studio Show Live Shopping

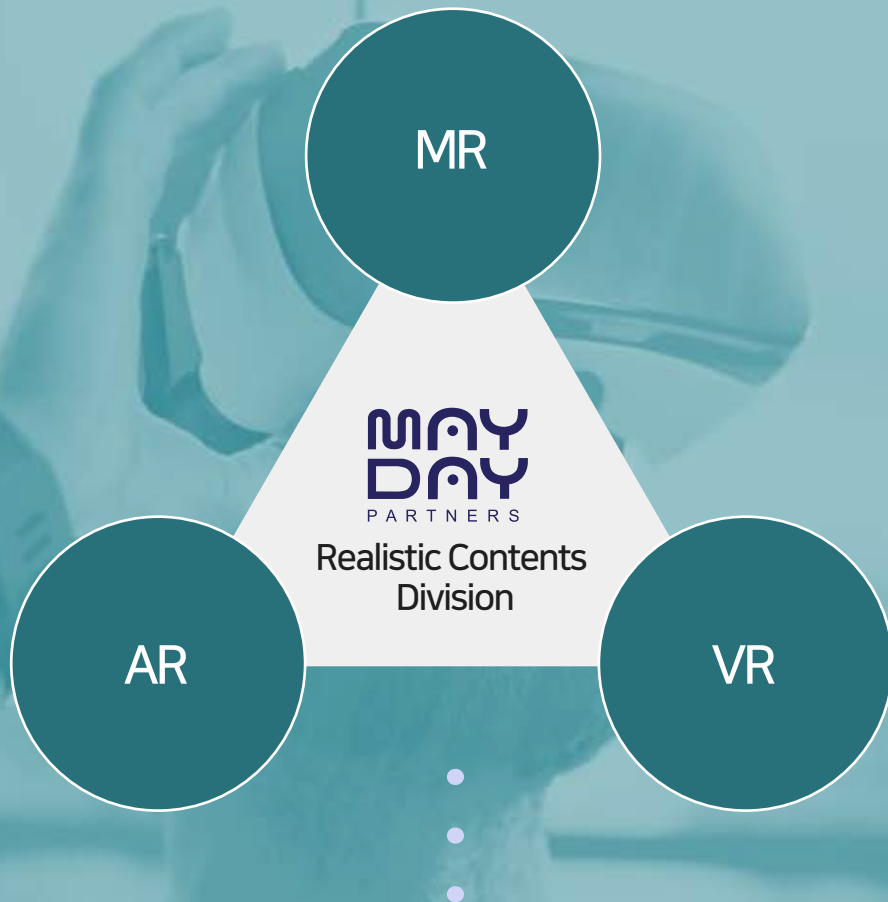
- CLIENT** Seoul Center for Creative Economy & Innovation
- DATE** Nov. 2020 ~
- SUMMARY** 2020 Production and Sales of Small Business Products
- DESCRIPTION** Production of PR video for small business products and live streaming of shopping contents  
Real-time purchases by inviting celebrities etc.



INFLUENCER



LIVE SHOPPING



### Realistic Contents Division

Realistic contents is next generation content that maximizes five senses based on IT to provide a real-life experience. Mayday Partners collaborates in various fields through virtual reality, augmented reality, holograms, etc. in line with the rapidly changing non-face-to-face era.

#### PROJECT TITLE

## Realistic Contents Division

Realistic contents is next generation content that maximizes five senses based on IT to provide a real-life experience. Mayday Partners collaborates in various fields through virtual reality, augmented reality, holograms, etc. in line with the rapidly changing non-face-to-face era.

#### ▪ Establishment and operation of realistic content marketing strategies

- Augmented Reality, AR
- Virtual Reality, VR
- Mixed Reality, MR

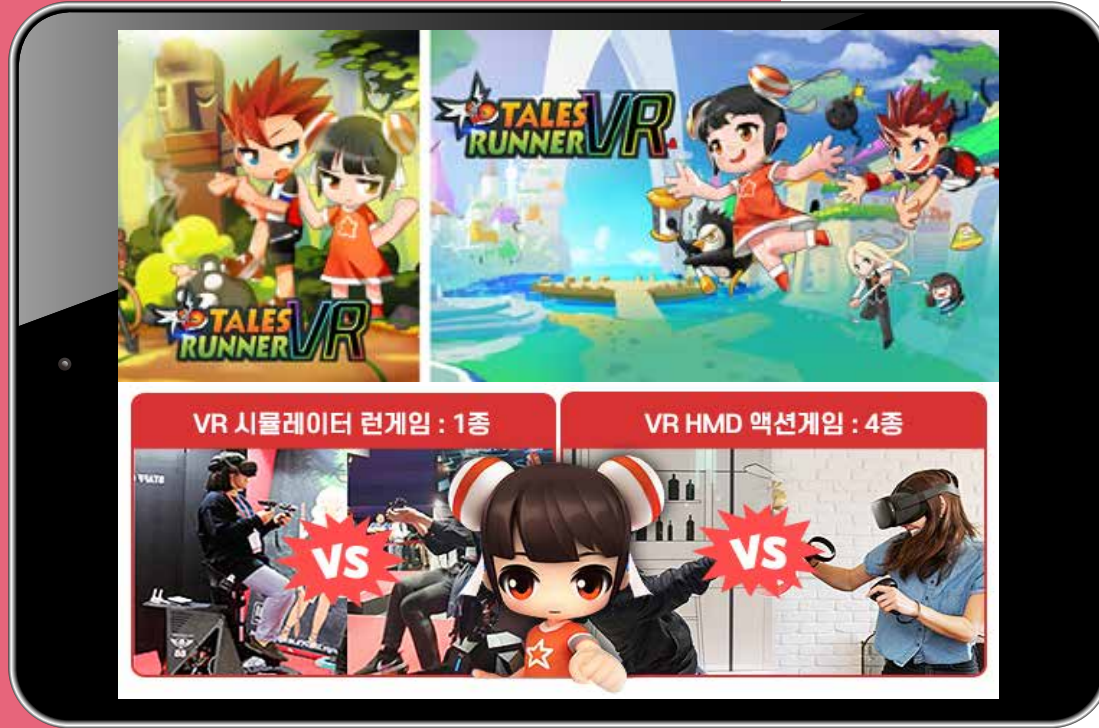
#### ▪ Case study on development and operation of Realistic Content

- Designated for government project supporting production of Realistic Contents in 2020 (VR Multi-Face Training Football Simulator / KRW 1.1 billion)
- Designated for project supporting production of Realistic Game (Korea Creative Content Agency)(Tales Runner Game VR Simulator)
- Development, establishment and operation of SAP (IT Group) Online Conference site (KRW 250 million)  
Operation of VR Event for Commemorating the release of Assassin's Creed (movie)(KRW 100 million)





**AR / VR**



PROJECT TITLE

# Tales Runner VR Content

CLIENT

VR

DATE

Feb. ~ Apr. 2020

SUMMARY

VR Rungame using Tales Runner IP, Development of casual game

DESCRIPTION

VR Content

VR시뮬레이터 대전게임 : 1종

이것이 진짜 러닝이다! 실제 영웅을  
대한 VR 시뮬레이터 대전 게임

기존 레어싱형 시뮬레이터는 1인칭 시점으로  
나가 직접 달리는 느낌을 표현하기에는 한계가  
있었으나, 이를 극복하고자 '드림프트'와 '싱크  
동작' 개발로 조작하여 실제 달리는 느낌을  
낼 수 있는 새로운 VR시뮬레이터 게임 제작

VR HMD 대전게임 : 4종

리듬런치

계는삿

두더지게임

버블팝

원가 세계관에 다양한 대전 게임을  
더한다!

전 세계 7천만명의 유저들에게 친숙한 세계관을  
HMD 전용 멀티플레이 대전액션 4종

- ① 오즈의마법사\_리듬런치
- ② 불독나인\_계는삿
- ③ 알리바바\_두더지잡기
- ④ 언어공주\_버블팝

테일즈러너만의 차별화된 스킬을 VR에서도 구현

방안	방향성키	오즈의마법사	방안	방향성키	오즈의마법사
점프	↶	👤	점프	↶	👤
점프	↷	👤	점프	↷	👤
점프	↵	👤	점프	↵	👤
점프	↴	👤	점프	↴	👤
점프	↶↷	👤	점프	↶↷	👤
점프	↷↶	👤	점프	↷↶	👤
점프	↵↴	👤	점프	↵↴	👤
점프	↴↵	👤	점프	↴↵	👤
점프	↶↵	👤	점프	↶↵	👤
점프	↵↶	👤	점프	↵↶	👤
점프	↷↵	👤	점프	↷↵	👤
점프	↵↷	👤	점프	↵↷	👤
점프	↴↶	👤	점프	↴↶	👤
점프	↶↴	👤	점프	↶↴	👤
점프	↴↷	👤	점프	↴↷	👤
점프	↷↴	👤	점프	↷↴	👤
점프	↵↷↶	👤	점프	↵↷↶	👤
점프	↷↶↵	👤	점프	↷↶↵	👤
점프	↶↵↴	👤	점프	↶↵↴	👤
점프	↵↴↶	👤	점프	↵↴↶	👤
점프	↷↵↴	👤	점프	↷↵↴	👤
점프	↴↵↷	👤	점프	↴↵↷	👤
점프	↶↷↵	👤	점프	↶↷↵	👤
점프	↵↶↷	👤	점프	↵↶↷	👤
점프	↷↶↵	👤	점프	↷↶↵	👤
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PROJECT TITLE

# 2020 SAP NOW Seoul Digital

- CLIENT** SAP Korea
- DATE** Jul. 21 ~ Jul. 31, 2020
- SUMMARY** SAP NOW Seoul Digital
- DESCRIPTION** Virtual Conference & 3D Exhibition



VIRTUAL EXHIBITION PROMOTION



VIRTUAL CONFERENCE

## PROJECT TITLE

## VR Multi-Face Trainer

<b>CLIENT</b>	Korea Creative Content Agency
<b>DATE</b>	Mar. 2020 ~ Present
<b>SUMMARY</b>	VR Multi-Face Trainer
<b>DESCRIPTION</b>	VR Football training Simulator






PROJECT TITLE


# Seoul City Global Digital Marketing

<b>CLIENT</b>	Seoul City
<b>DATE</b>	Apr ~ Dec. 2018
<b>SUMMARY</b>	Produced Seoul City overseas promotion video and conducted digital marketing
<b>DESCRIPTION</b>	Produced 14 episodes of promotion video for Seoul City, invited foreign influencers developed SNS ad and online platform
<b>RESULT</b>	view 25 million +





- 

FOREIGN CELEBRITY COLLABORATION




SNS AD



WEB
- 

ONLINE PROMOTION



VIDEO PLANNING / PRODUCTION



PROJECT TITLE

# Delicious Tangerine Viral Video Production

CLIENT	Hurum
DATE	Dec. 2018
SUMMARY	Produced Youtube branded contents for enhancing brand awareness and promoting Hurum's delicious tangerines
DESCRIPTION	Planned and produced contents utilizing mega influencers
RESULT	view 210,000 +



PROJECT TITLE

# Hurum Naoragumi Viral Video Production

CLIENT	Hurum
DATE	Mar. 2019
SUMMARY	Produced Youtube branded contents and TikTok viral videos for enhancing brand awareness of Hurum's Naoragumi products
DESCRIPTION	Planned and produced contents utilizing influencers
RESULT	view 50,000 +





PROJECT TITLE

# 11th Street X Etude Viral Video Production

- CLIENT** 11th Street X Etude
- DATE** Nov. 2018
- SUMMARY** Produced Youtube branded contents for promoting products for November 11th event of 11th Street X Etude
- DESCRIPTION** Planned and produced contents utilizing influencers
- RESULT** view 450,000 +



PROJECT TITLE

# HP Online Viral Video Production

**CLIENT** HP

**DATE** Jan. 2018

**SUMMARY** Produced online viral videos for HP ENVY series

**DESCRIPTION** Produced online viral videos







## PROJECT TITLE

## Reason We Are Taking Pictures

GENRE	Teen Romance
DATE	Oct. 2017 ~ Jan. 2018
FOMET	88min (8min*11 episodes)
TARGET	2029
RESULT	5,800,000 views+





## PROJECT TITLE

## Night of the City, Stars

GENRE	Office coming of age tale
DATE	Mar ~ May, 2018
FOMET	88 min (8min *8 episodes + 2 teaser episodes + 2 special episodes)
TARGET	1529
RESULT	2,100,000 views+





PROJECT TITLE

## Winds that Blows in Jeju

GENRE	Teen Romance
DATE	May. 2018
FOMET	37 min (8min *4 episodes + 1 teaser episode)
TARGET	1529





**SALES TOOL**



## PROJECT TITLE

## ASUS ROG Zephyrus Production of new product display rack

CLIENT	ASUS
DATE	3rd quarter of 2020
SUMMARY	Production of display rack for new product, ROG Zephyrus
DESCRIPTION	Installed in 300 HIMART and Lotte Mart stores nationwide





## PROJECT TITLE

## ASUS ROG Parts Lighting Production of Turntable

<b>CLIENT</b>	ASUS
<b>DATE</b>	2nd quarter of 2020
<b>SUMMARY</b>	Production of turntable for ROG parts lighting
<b>DESCRIPTION</b>	Installed in 100 representative HIMART and Lotte Mart stores nationwide





## PROJECT TITLE

## Production of ASUS HIMART Display

CLIENT ASUS

DATE Feb. ~ Mar. 2020

SUMMARY Reinforcement of brand awareness and promotion of sales within stores through 17 LED tables nationwide

DESCRIPTION Production of tables for offline stores





**ONLINE PLATFORM**

PROJECT TITLE

# Goddess Ticket

DESCRIPTION

Are you curious about skin treatments, petite treatments, diet and plastic surgery?  
Goddess Ticket, an app with information on skin treatment provided by those who have received the treatments



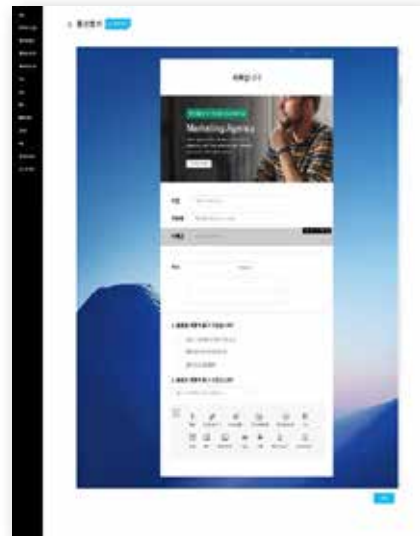


PROJECT TITLE

# DMade

DESCRIPTION

From online event production to DB collection at once!  
Performance marketing platform specialized in DB collection, analysis and utilization



PROJECT TITLE

# Shakerr

DESCRIPTION

The joy of sharing! Share Shakeer and get discounts!  
Plenty of rewards if contents are shared!

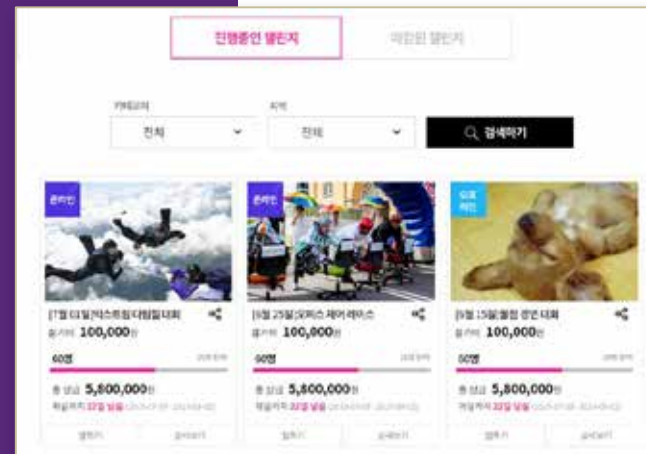


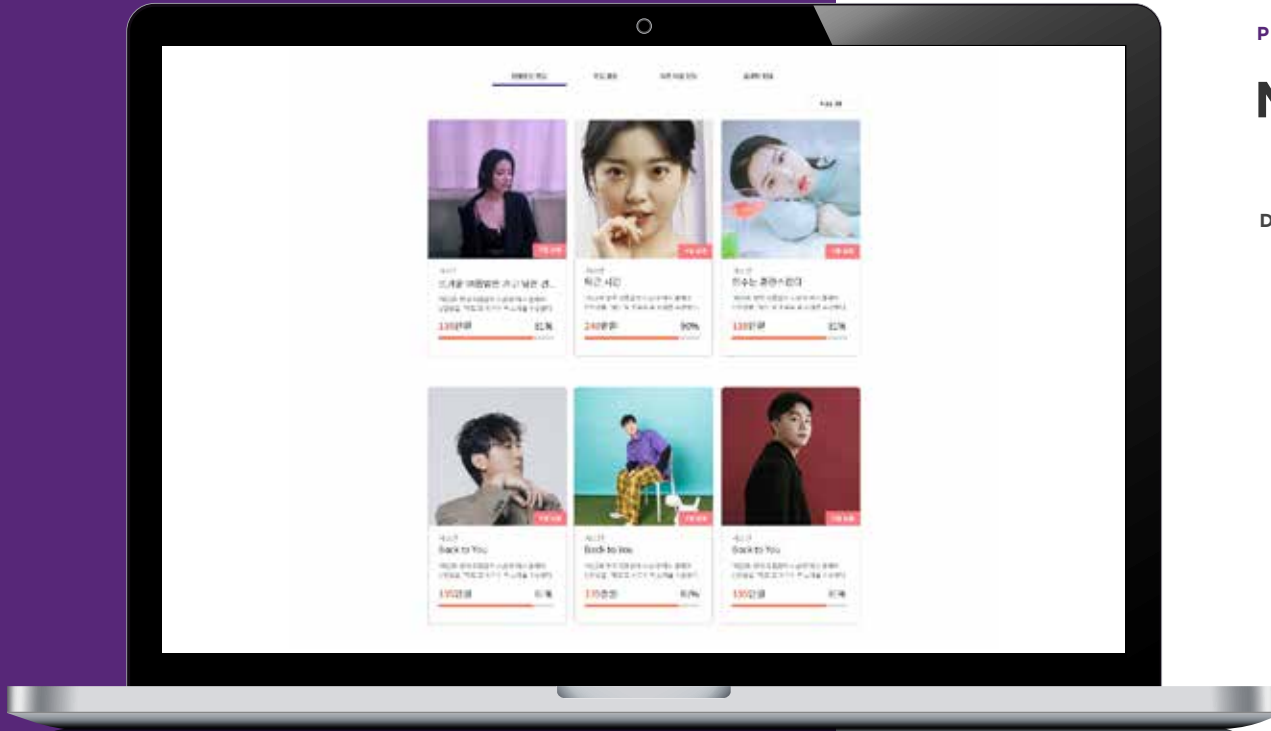
PROJECT TITLE

## Social Challenge

DESCRIPTION

The beginning of all the fun in South Korea!  
All the crazy fun and challenges in the world,  
more intensely and interestingly!





PROJECT TITLE

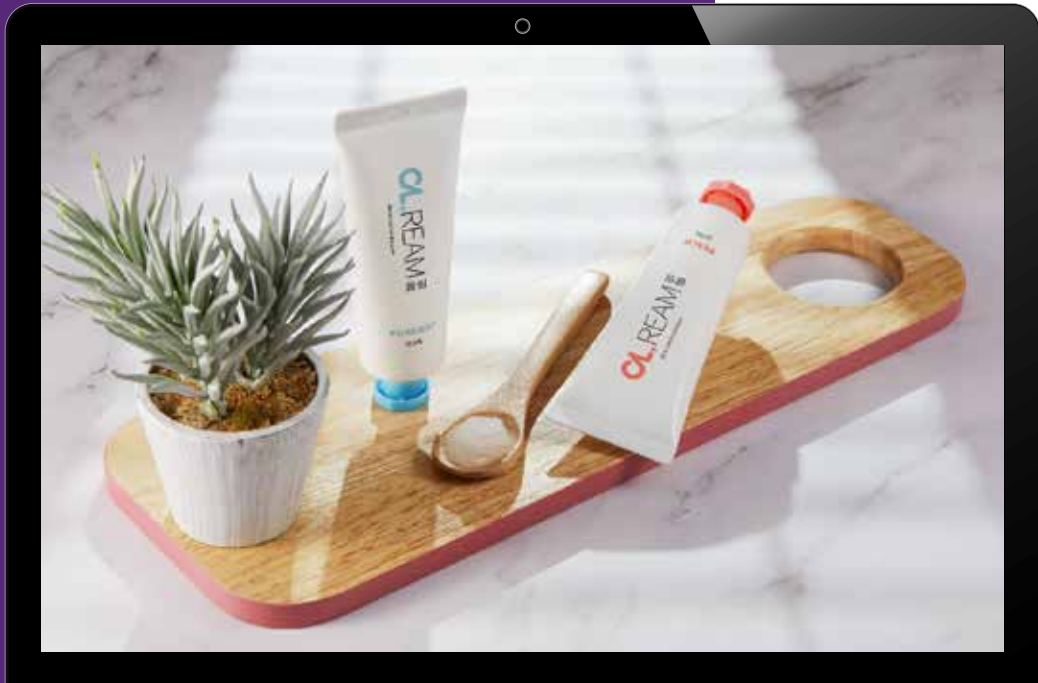
MUFUN

DESCRIPTION

Copyright-based crowd funding service for music, sharing and coexistence







PROJECT TITLE

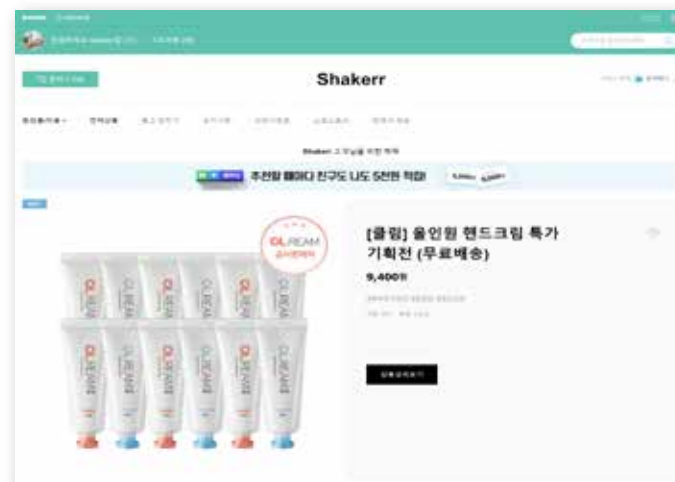


# CL,REAM All-in-one Hand Cream

DESCRIPTION

CL,REAM is our company's PB brand that pursues beauty and health amidst increasing health issues. Enjoy the innovative item that can resolve both hand sanitation and hand cream in the COVID-19 era.

Following the launch of the all-in-one hand cream, Mayday endeavors endless to create fun and innovative products.



# MAY DAY

PARTNERS

DIGITAL CONVERGENCE MARKETING GROUP

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