

The background features a large, abstract graphic composed of teal and white shapes. A white semi-circular arc is positioned at the top left, with a teal shape extending from its base towards the center. Another teal shape extends from the center towards the bottom right, creating a dynamic, angular composition.

PERFECT STORM

Digital contents & Marketing tech solution

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2020.07*

Perfect Storm

introduction

Perfect Storm is a company specializing in digital contents and marketing solutions.
Perfect Storm is headquartered in Korea and opens up the possibility of various overseas expansions.

Perfect Storm is based on digital marketing consulting, creative planning, and strategy execution
Especially, we are specialized in social media marketing,
next-generation content AR / VR / MR production technology and data statistics.

As our name suggests, "PerfectStorm", not only in Korea,
we will put wind into digital market around the world.
Now it's time for agencies, platforms and service providers to change their organizational structure
to meet changing client needs.

"If content is king, meeting content and technology is the emperor!"



Company Introduction



Company Perfect Storm

Service Digital Strategy / Studio / Digital Contents(AR, VR, MR) /
Solution Platform (manage, analytics, AD, broadcasting, AI chatbot etc.)

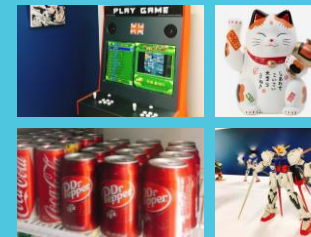
Establishment 01-Jun-2019 (For 5 to 7 years, operate existing company)

Address Korea: *Headquarters* -382, Gangnamdaero, Gangnam-gu, Seoul, Korea, 1956
LAB - 4006, Baumbaero, Dong-gu, Ilsan, Gyeonggi-do

US, Europe, Japan, Singapore, Vietnam, Indonesia etc

CEO Gunsoo Park, Kyungje Park

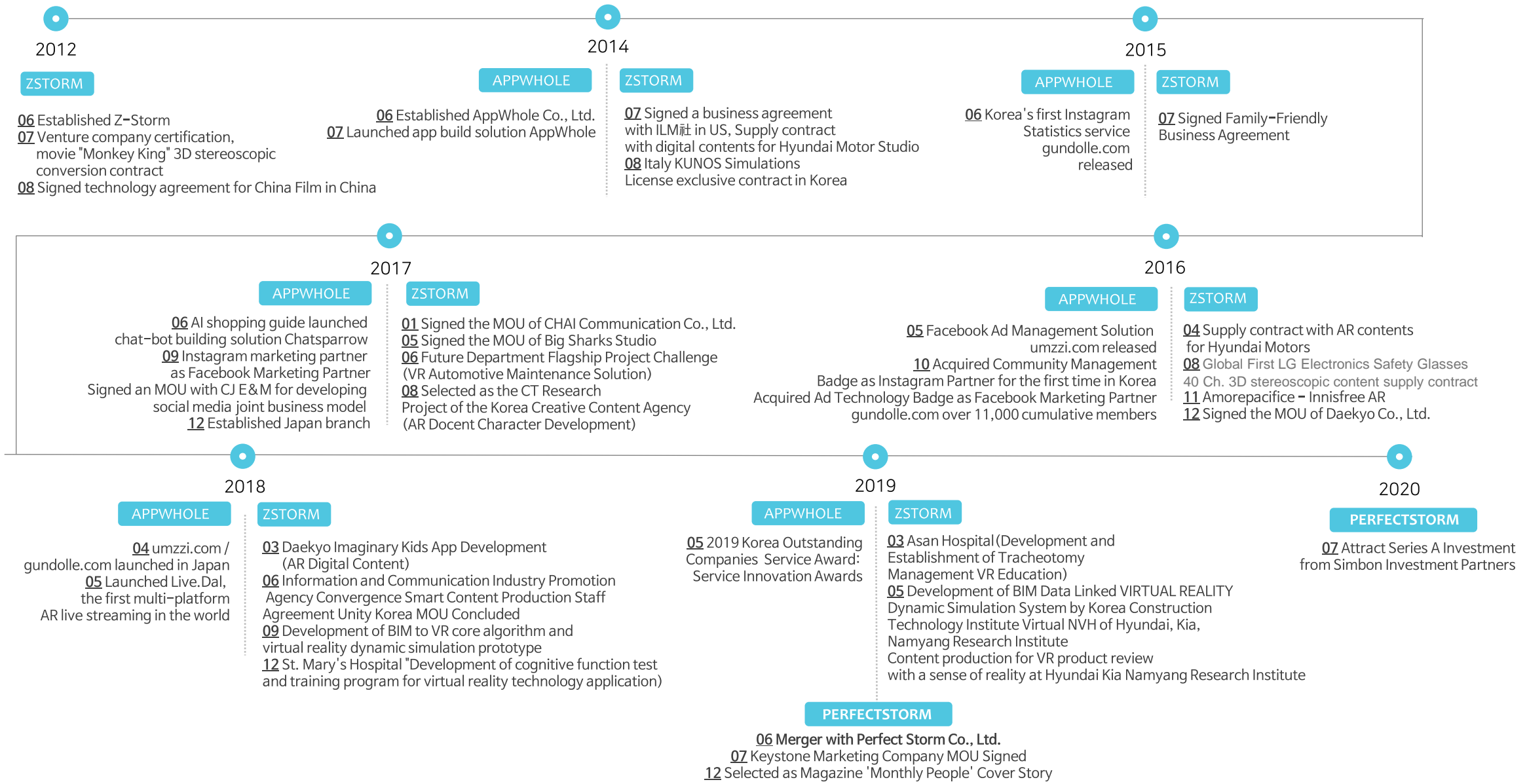
Employee 70 people



Perfect storm history

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Perfect Storm provides all of service in digital market.

We suggest new paradigm of digital marketing in the world from planning strategy, producing contents to data analysis.



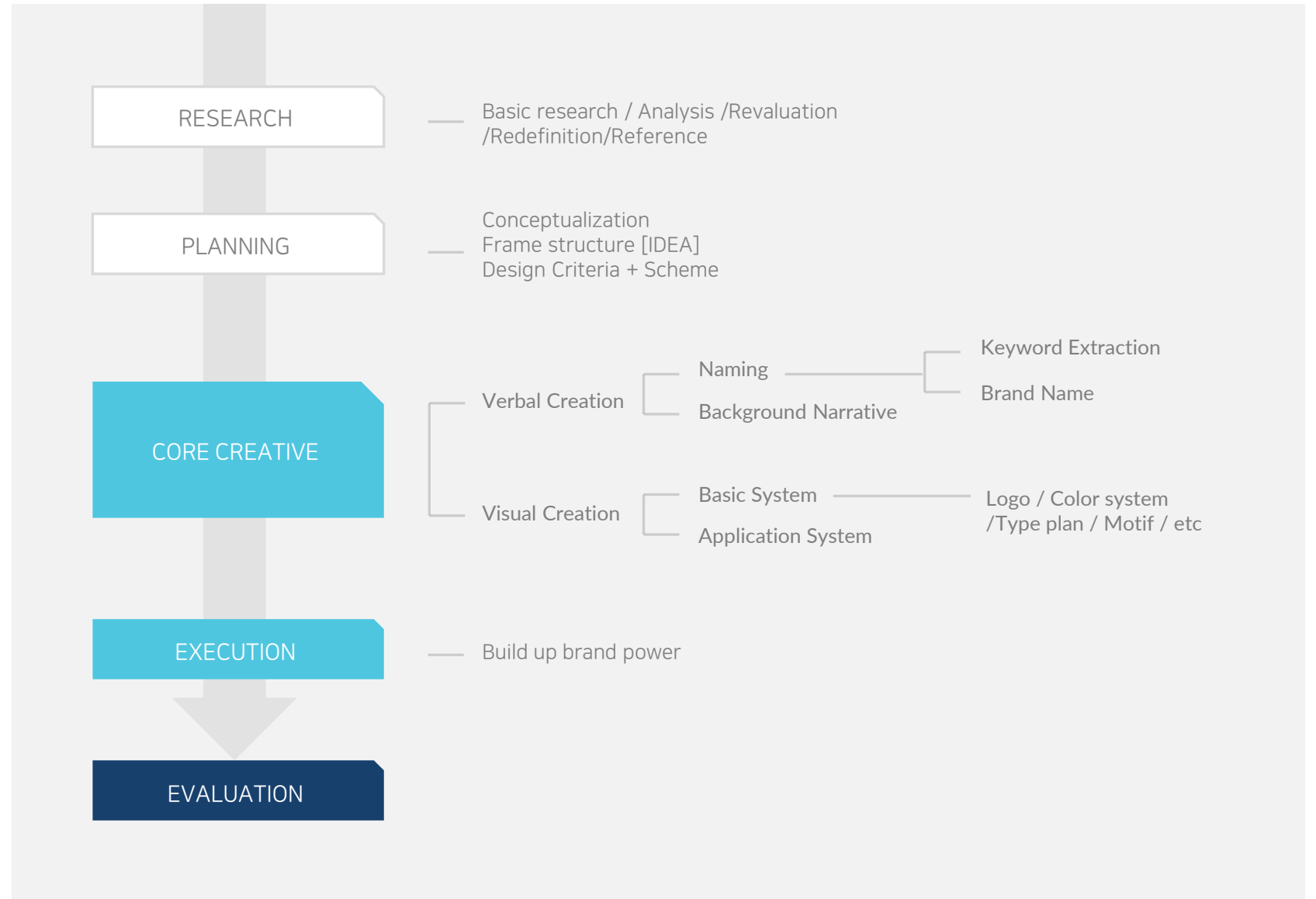
Digital Marketing Strategy

Digital Content (AR/VR/MR)

Digital Marketing Solution

Data Statistics Solution

We re-create unique values in the brand based on objective data to establish a digital strategy that customers can recognize strongly.



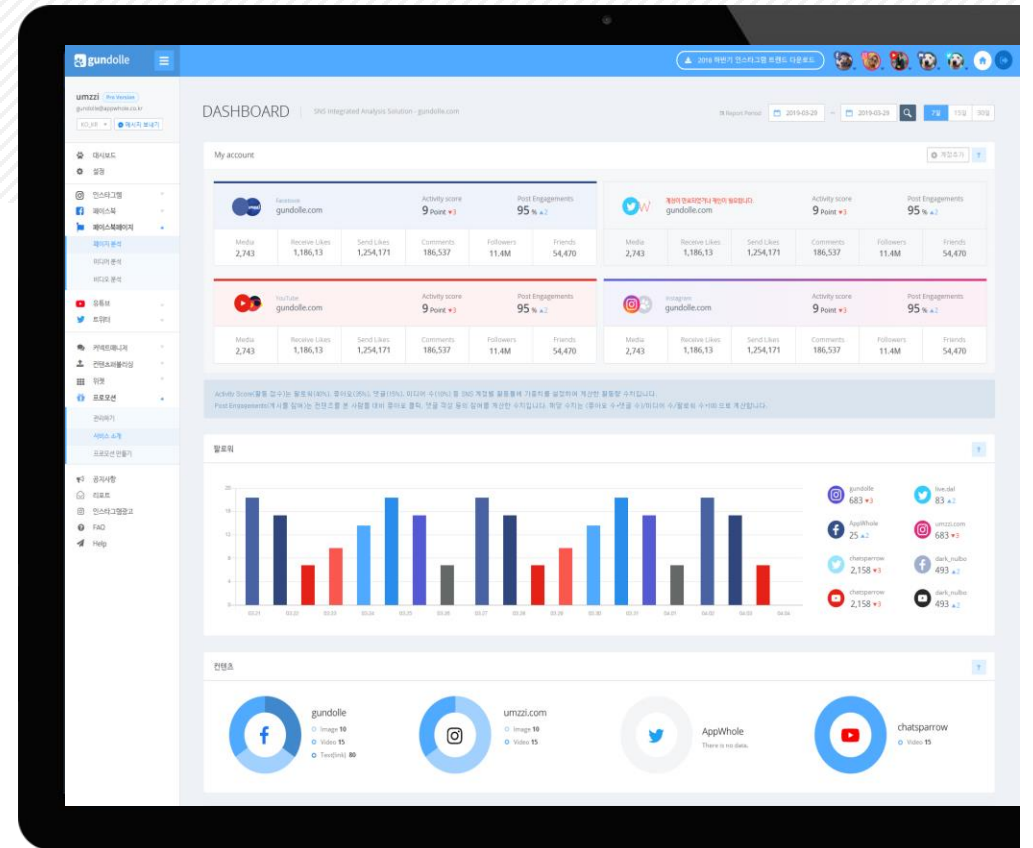


gundolle

It is a social media integrated analysis solution that is certified as Facebook Marketing Partner(Ad Tech) and Instagram Partner(Community Management & Ad Tech) from Facebook.

It offers statistics analysis of Instagram, Facebook, YouTube and Twitter and various functions for SNS management.

Only ONE in Asia





Umzzi is the solution that makes you manage Facebook advertisements easily as Facebook Marketing Partner (Ad Tech). It provides one-stop service, which is from presetting and registration like automatic target setting, retargeting and optimization ads to effect analysis.



Instagram Partners





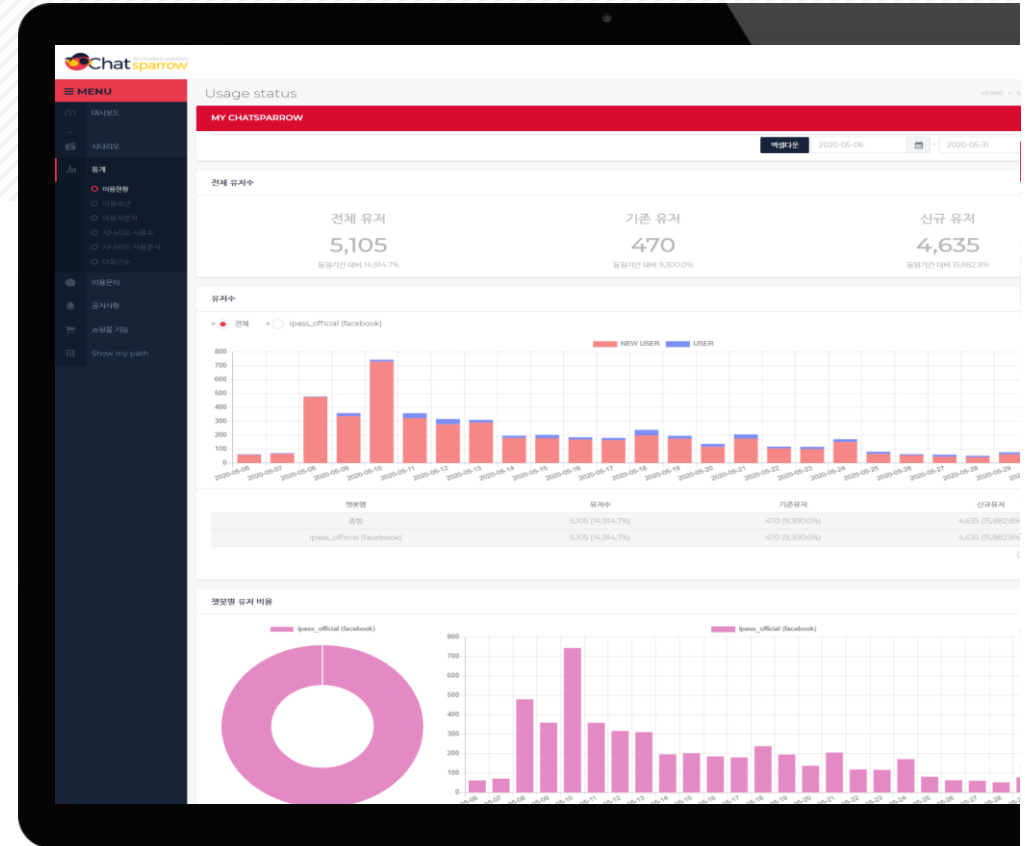
Chatsparrow is the Chatbot Build Solution based on scenario.

We create chatbot of brand, connect and manage on facebook messenger, Kakaotalk, Line messenger.

Anyone set scenario easily

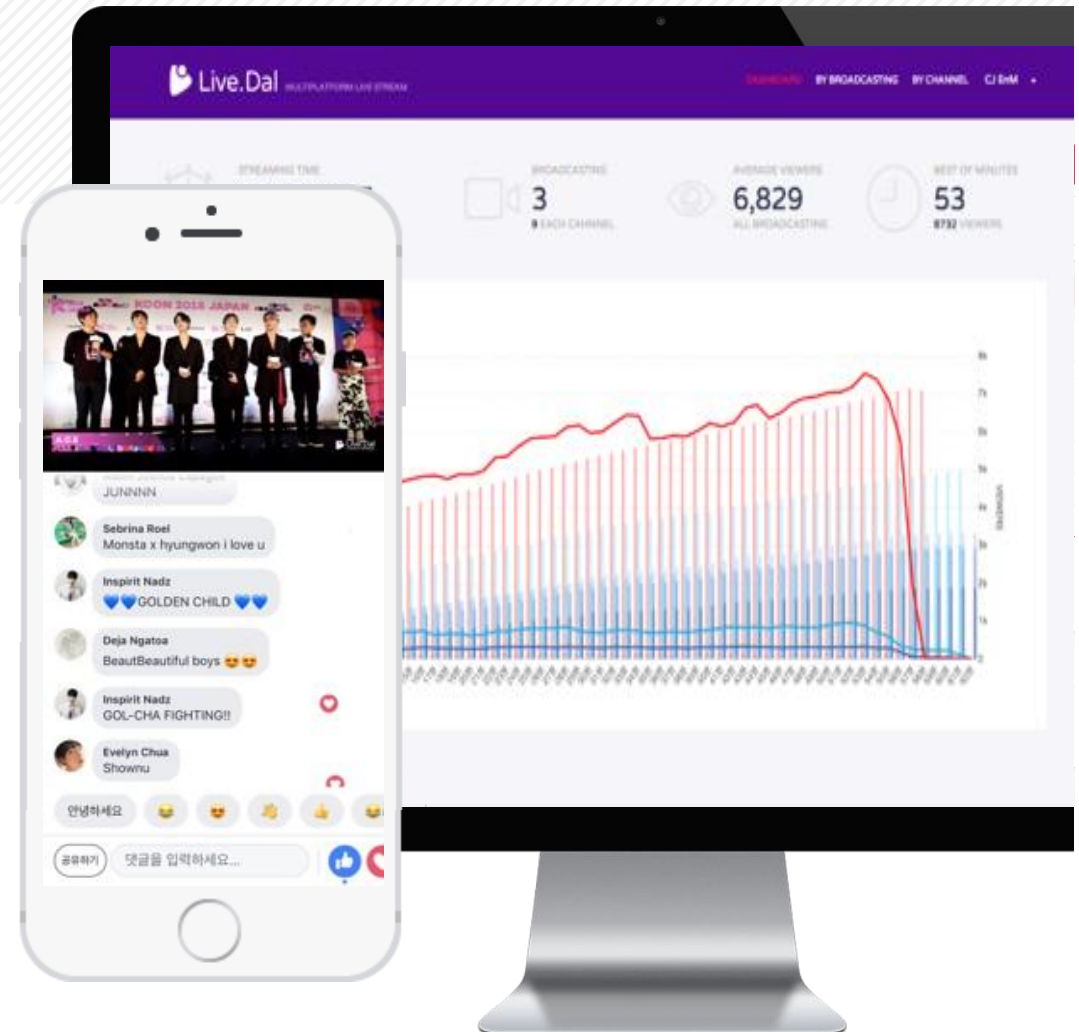
or create chatbot with one-click by using templet.

Chatsparrow offers various statistics of chatbot.





Live.Dal is a multi-channel AR live broadcast that can transmit a broadcast live streaming on Facebook, Twitter, and YouTube together with AR characters, at once. In addition to broadcast transmission, you can take various insights by analyzing data at the time of broadcasting / after broadcasting.



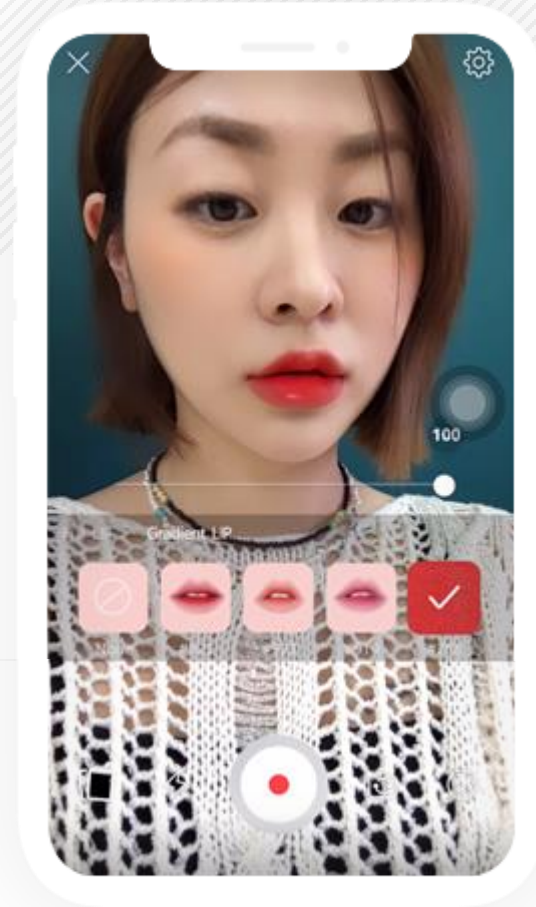


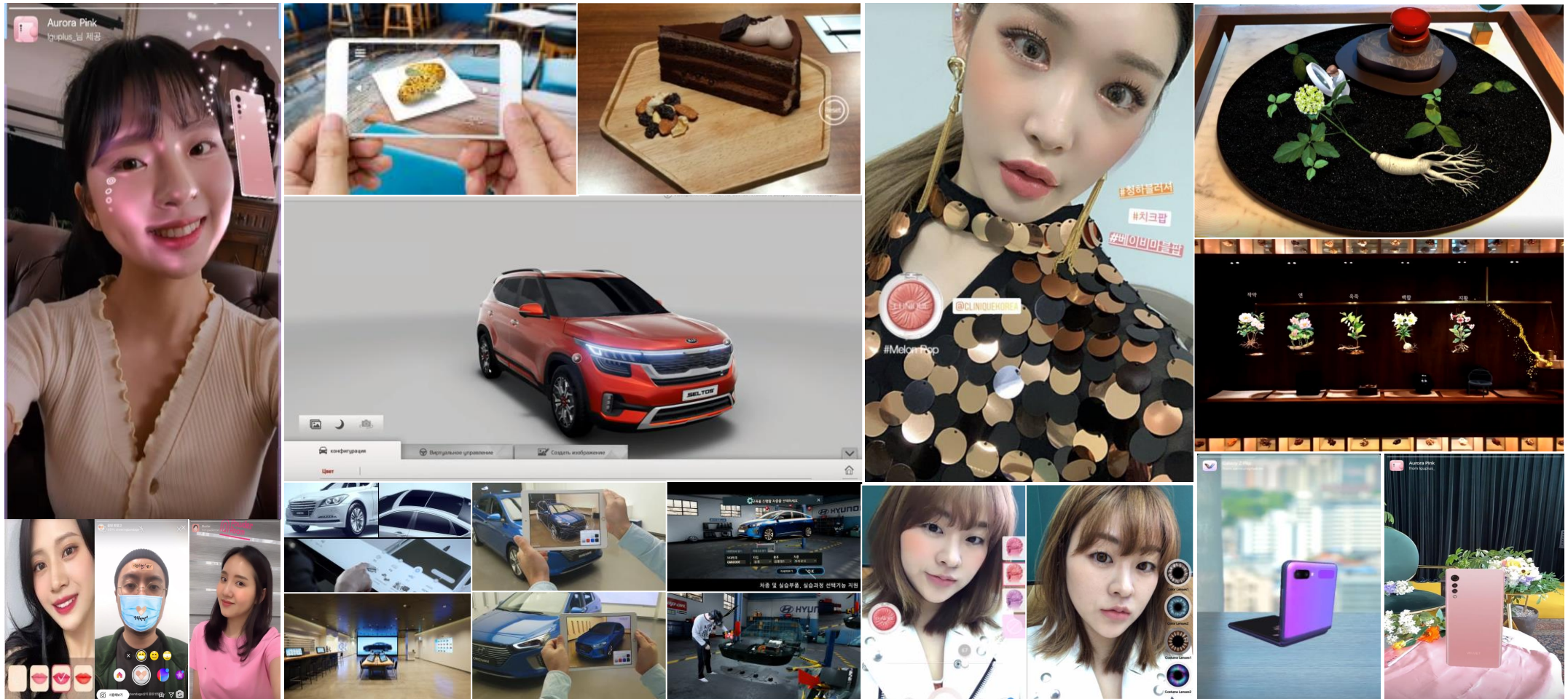
ARI Production

ARI Production is the solution that combines SNS with AR contents.
People can experience AR easily through QR code or link.

ARI Production can produce AR contents in the various industry and
release the AR effect on Instagram and facebook.

Not only producing and releasing AR contents,
but also ARI Production offers a variety of statistics of AR contents.





Recognized as the best technology in Korea, it is commissioned by various research projects such as industry, healthcare, and distribution from the government and various companies and organizations to produce creative and original contents with high quality.

MR

mixed reality

MR is one of the most prominent technologies in the future. Perfect-storm has developed a 'Docent character' that can help explain in museums and galleries using the best MR devices available today.



Campaign Objective

Improve CPA and Increase in Total Orders

1. Goal

- Raising awareness of new product launching event
- More new visitors and attain new regular customers
- Encourage people to order products, showing benefits by membership level

2. Approach

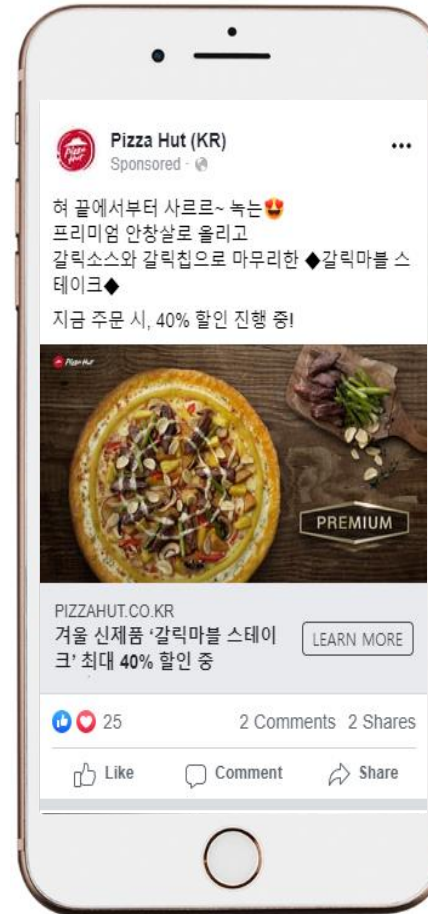
- Practical target management by using Target Manager function
 - * Targeting the person who visited website/category in 180 days
 - * Targeting the person who have searched specific pizza or competitors
- Impress respective creative by membership level

3 .Result

- CPA 22% decrease
- The number of purchase 9% increase
- CVR 129% increase

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Campaign Objective

Branding with Video Advertising

1. Goal

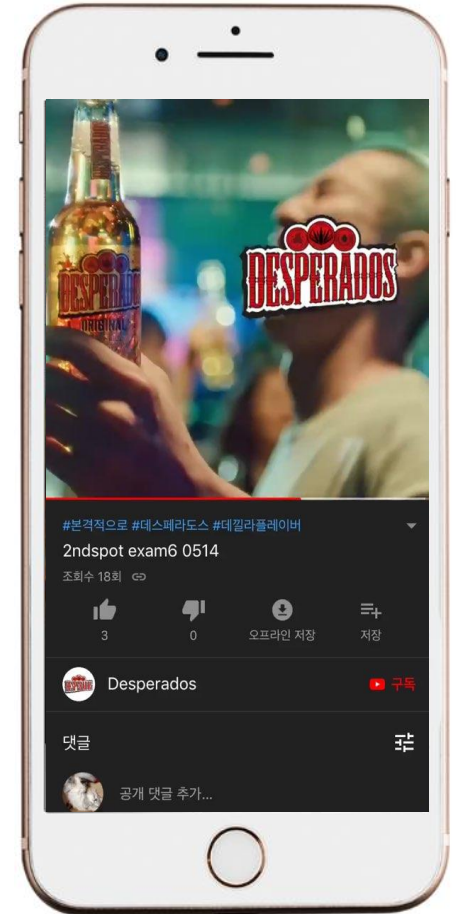
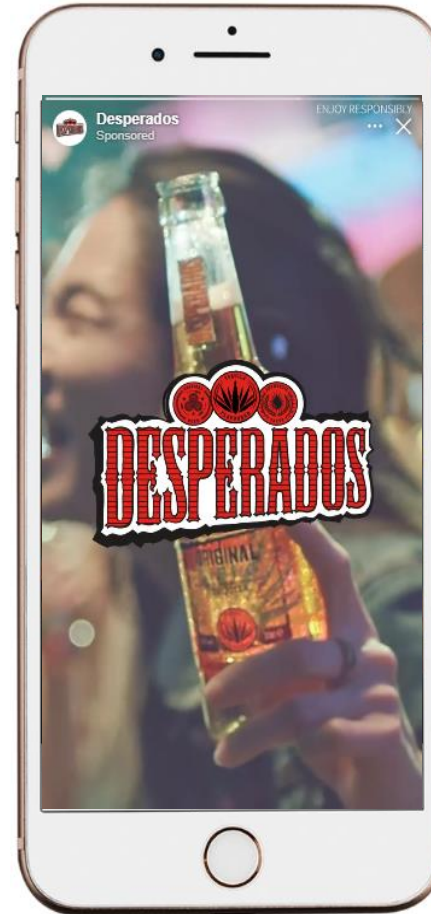
- Raise reach rate of video ads
- Increase in brand awareness to core targets
- Target recognition and a bond of sympathy of campaign 'Begin For Real' through ads

2. Approach

- Diversification of video platform with SNS & YouTube
- Creative optimization by platforms to raise video views
- Practical target management by using Target Manager function

3. Result

- Reach rate X2 by video platforms
- SNS - Cost ₩62 by Thruplay / YouTube average CPV ₩11



Project Objective

Produce AR Contents at Sulwhasoo Flagship Store from Amorepacific

1. Goal

- Enhance brand value by giving new experience to users
- Recognize strength of products efficiently with actual experience

2. Approach

- Realistic AR contents by using display in store as marker
- Introduce clotting method of Sulwhasoo and strong point of Concentrated Ginseng Renewing Cream visually
- Offer reward that gets stamp and exchange it to sample after AR experience

3. Result

- AR contents permanent display at Sulwhasoo flagship store in Dosan Park
- AR contents display at Sulwhasoo global popup store event



Campaign Objective

Online-Offline Connected Event for Clinique New Product Launching

1. Goal

- Promote new product in the different way
- Gain new customers
- Activate service through link or QR code without installing app

2. Approach

- Offer easy and quick product experience through link and QR code before purchase
- Share AR effect through SNS after AR experience, combining SNS with AR
- Provide various color experiences without hygiene issue through QR code banner at the offline store

3. Result

- Increase 3X in total engagement compared to normal posts
- Increase 97X in post share

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facebook



Instagram



Perfect Storm

* Experience the AR effect with above QR code

Campaign Objective

Improve awareness of public interest campaign for cheering medical staffs and volunteers

1. Goal

- To induce participation by producing an AR filter that has supporting messages for medical staffs

2. Approach

- Provide support messages with medical masks, goggles, and bands as AR filters to participate and share meaningful campaigns

3. Result

- Still go on with “#Cheeringbandage” hashtags on Instagram Stories

Instagram



* Experience the AR effect with above QR code



Campaign Objective

Promote Powderroom Blusher Brand that Has Made with Customers' Participation

1. Goal

- Promote blusher brand that has been produced by customer's willing participation and offer product experience

2. Approach

- Produce 4 AR effects, warm tone palette (Pearl blusher / No pearl blusher) and cool tone palette (Pearl blusher / No pearl blusher)
- Induce users to select color, adjust intensity and experience
- Produce effect that brand logo keeps following user to emphasize that it is a powderroom self-made product

3. Result (as of 30/06/20)

- Camera Impressions: 2,800
- Screenshots: 841
- Saved: 67

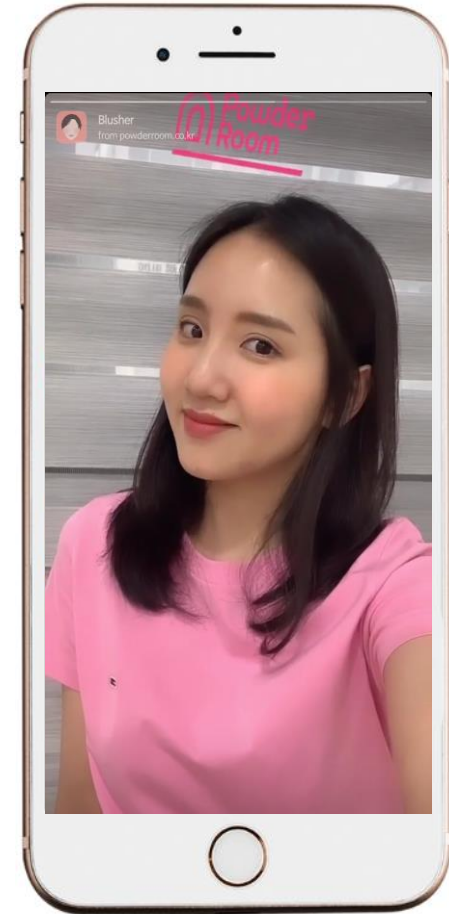
facebook



Instagram



* Experience the AR effect with above QR code



Campaign Objective

Promote launch for new product color 'Aurora Pink' of LG U+

1. Goal

- Promote launch for new color 'Aurora Pink' of LG Velvet smartphone
- Induce active participation by hold Instagram Stories share promotion named AR challenge
- Make use of AR filter as SNS advertising creative

2. Approach

- front camera: express the light reflection peculiar to the velvet phone by using the Aurora pink color filter and the face filter
- back camera: produce mobile AR effect similar to real one

3. Result (as of 2020.06.30)

- Camera Impressions: 7,719
- Screenshots: 2,224
- Saved: 154

facebook



Instagram



* Experience the AR effect with above QR code



Campaign Objective

Create psychological test chatbot on M&M's Korea facebook messenger

1. Goal

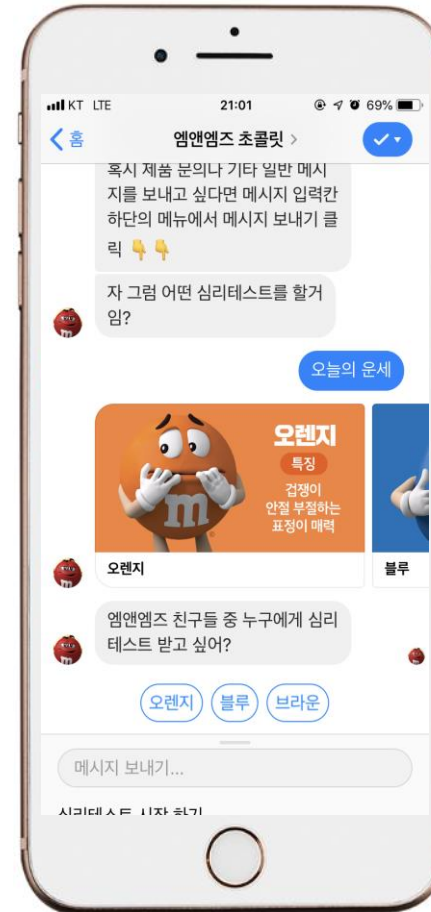
- Fun communication with core target, teenagers, who use facebook messenger often
- Raising awareness of 6 characters of brand

2. Approach

- Causing interest with psychological test for teenagers
- Send push alarm to users who have used chatbot

3. Result

- Lift in usage rate 1,664% increase at the day when sending push alarm



Campaign Objective

Video Participation Event Through Chatbot of I-Pass

1. Goal

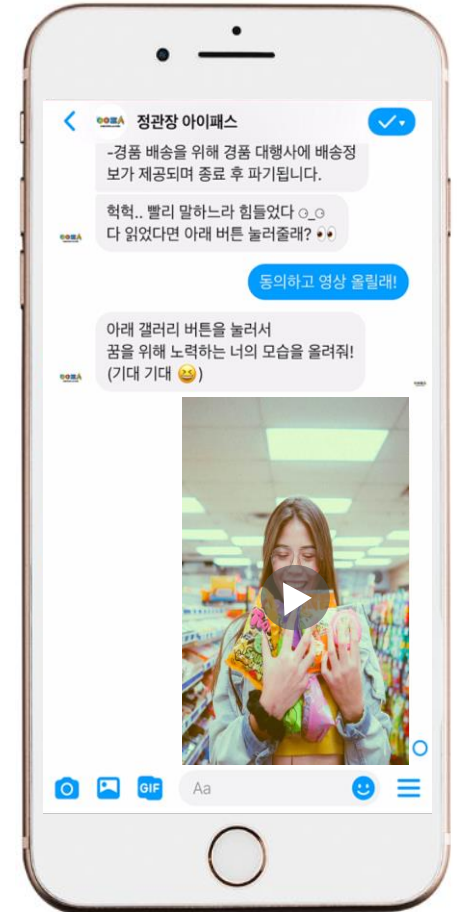
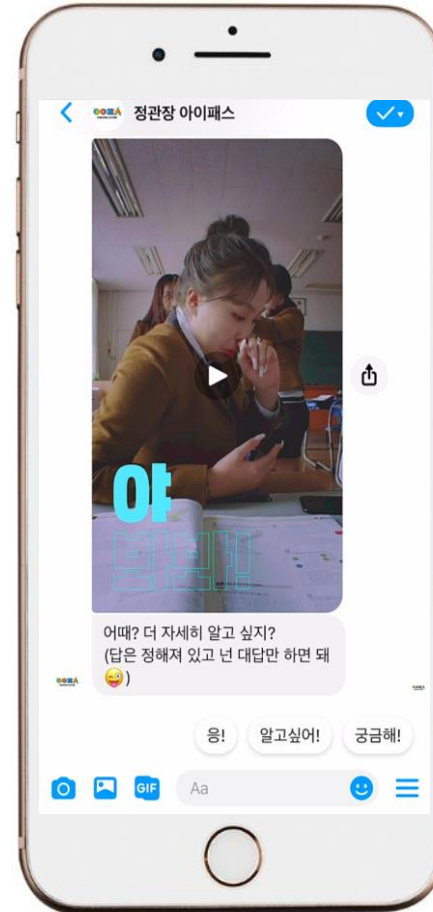
- High school rapper “Lee Young-ji” model, “Show My Path” campaign to support teenagers' dreams
- Expand awareness and participation of teenagers for I-Pass promotion through facebook Messenger chatbot

2. Approach







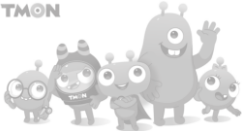


















- Short videos of teenagers trying to achieve their dreams are only accepted by facebook Messenger.
- Selected as the best video and presented the opportunity and prize to become the main character of Lee Young-ji's music video
- Induce participation through Instagram / Facebook / YouTube advertising

3. Result

- Total number of participants in the campaign in 25 days: about 400 people
- Total number of messages: 68,707 messages



Perfect Storm Clients

Perfect Storm Partners



kakao



cafe24™



Cheil

kt





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