

# Beckcomm

## Business introduction

**Based on the Our Portfolio**



# Client



BMW Sales  
BMW Service Center  
BMW CRM

BMW Motorrad  
BMW Military Sales   
BMW Premium Selection



RANGE ROVER



*Ford*



B&O



# 명확하고, 목적성이 뚜렷한 마케팅 플랜을 기획, 실행합니다.

## ■ 현안 이슈에 빠르게 준비가능한 마케팅 기획/실행

- 예산에 반드시 부합하는 운영안
- 세그먼트별 차별화된 준비/실행
- 로열티 프로그램으로 세일즈 증대
- 세일즈 이슈에 즉각대응하는 플랜
- CRM데이터를 활용하는 아이디어
- 타브랜드 콜라보 진행 아이디어

# BTL 마케팅과 디자인업무를 복합하여 예산절감/분위기 시너지창출.

## ■ 수많은 수입차브랜드 BTL사례 및 디자인 경험으로 대응

- 다양한 형태의 BTL이 대응가능
- 세일즈 대상별/차종별 TONE 기획
- 고객경험 극대화를 위한 MOOD 연출
- 동일 예산으로 더 강력한 비주얼라이징 구현
- 일상적인 마케팅소모품 제안 및 제작
- 디지털 컨텐츠 일원화 제작 및 사전기획

Only, 수입차 브랜드  
마케팅만을 진행하여온  
베컴의 강점을 소개합니다.

Loyalty Program ★ Conquest event ★ Sponsorship event ★ Showroom test drive

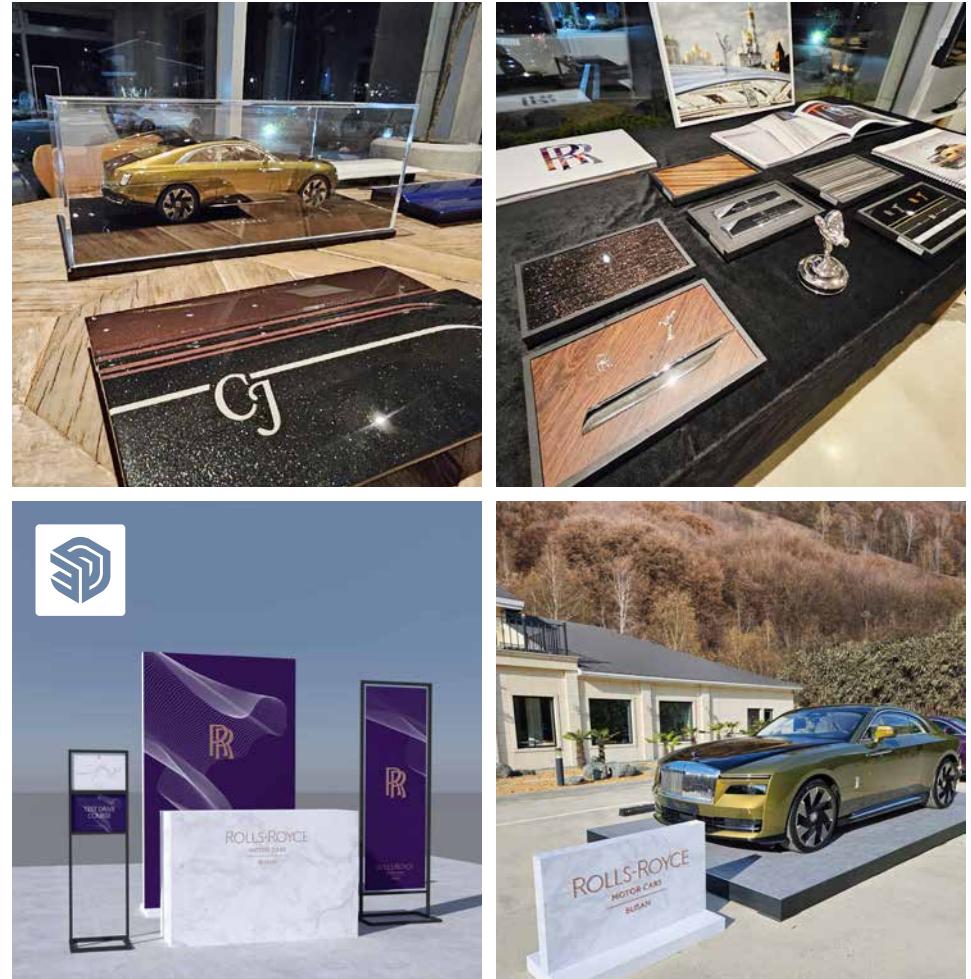
&

Visual Merchandising Design Material



# ROLLS-ROYCE MOTOR CARS

ROLLS-ROYCE MOTOR CARS BUSAN, 2025



## Loyalty Program

Planning(Venue,Operation)

VMD Design

Vehicle Display

Event Setup

Side Program

# 2025 KPGA 우리금융 챔피언십

National Motors, 2025

## Sponsorship event

Planning(Venue,Operation)

Insurance status

VMD Design

Vehicle Display

Event Setup

Side Program



# ART BUSAN BMW LUXURY LOUNGE

Dongsung Motors, 2025

## Conquest event

Planning(Venue)

VIP Courtesy Car

VMD Design

Vehicle Display

Event Setup

Side Program



# SPRING DIVE, BMW DRIVE

National Motors, 2025

## Conquest event

Planning(Venue,Operation)

VMD Design

Vehicle Display

Event Setup

Side Program



# BMW PRIVATE BBQ NIGHT 2025

## Loyalty Program

Planning(Venue,Operation, Sales )

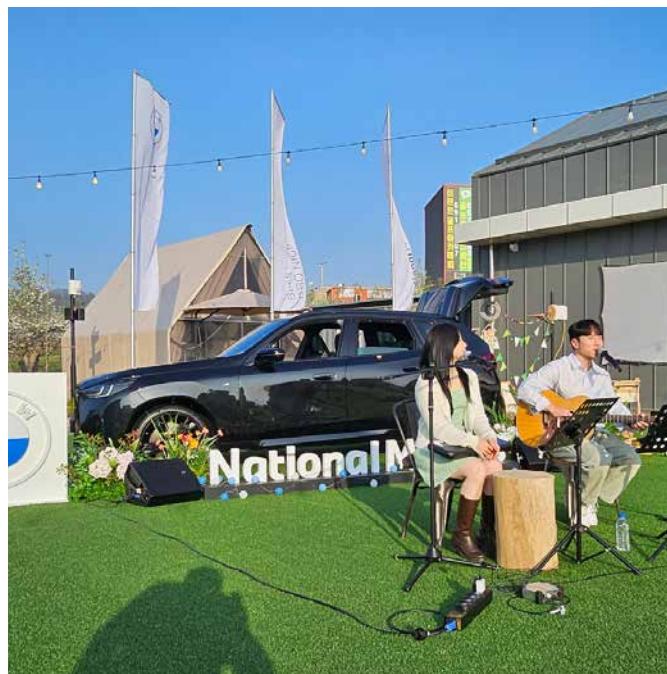
VMD Design

Vehicle Display

Event Setup

Performance program

Side Program





## MASERATI 신세계 아울렛

Maserati Busan, 2025

### Conquest event

Planning(Venue,Operation)  
VMD Design  
Vehicle Display  
Event Setup

# RANGE ROVER 송도 현대 아울렛

아주네트웍스, 2025

## Conquest event

Planning(Venue,Operation)

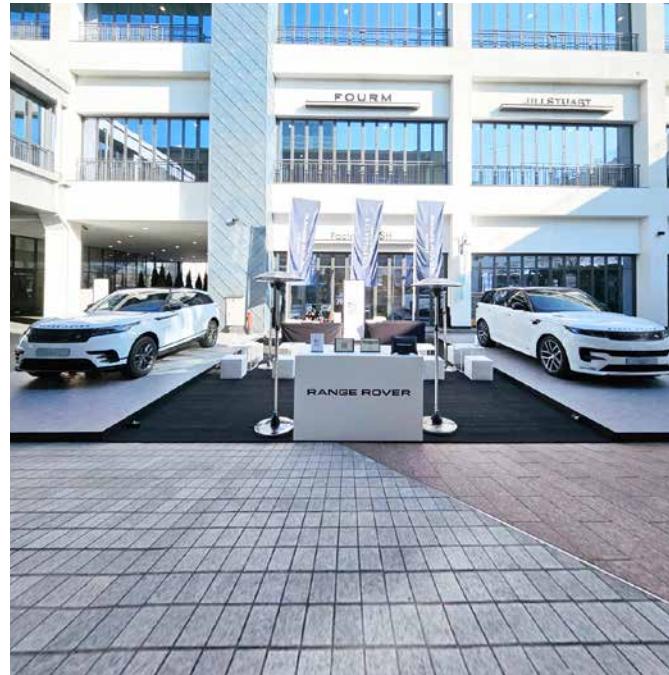
VMD Design

Vehicle Display

Event Setup

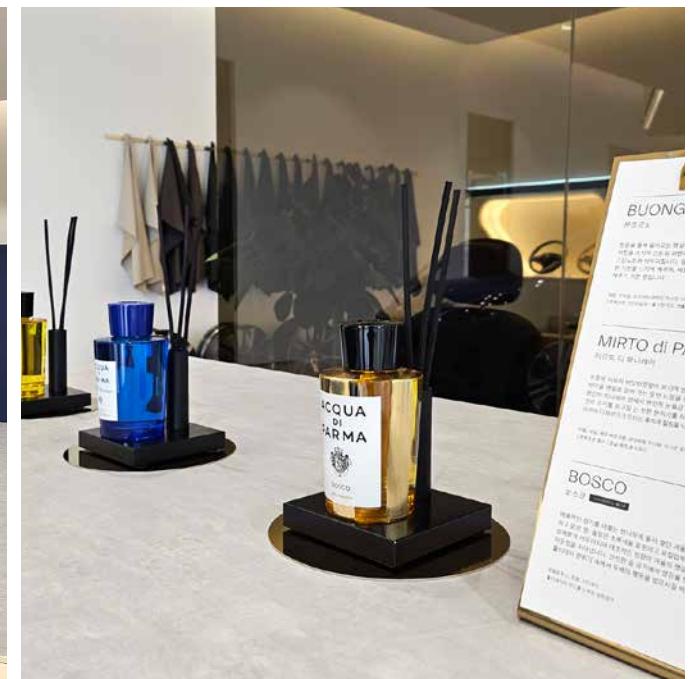
Side Program

Customer Gift



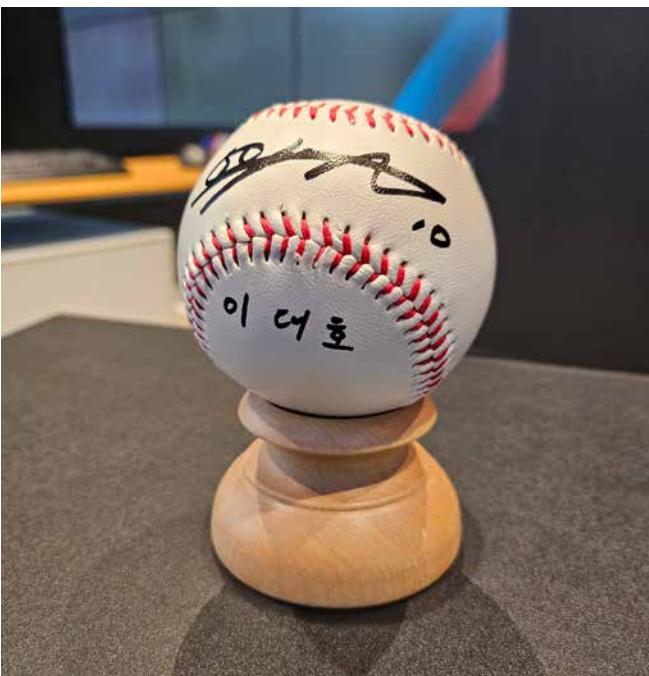
# MASERATI BUSAN

Maserati Busan, 2025



## Showroom test drive

- Planning
- VMD Design
- Vehicle Display
- Event Setup
- Side Program
- Customer Gift



## BMW M DYNAMIC TALK SHOW

Dongsung Motors, 2024

### Loyalty Program

Planning(Venue, Operation)  
VMD Design  
Vehicle Display  
Event Setup  
Side Program  
Customer Gift

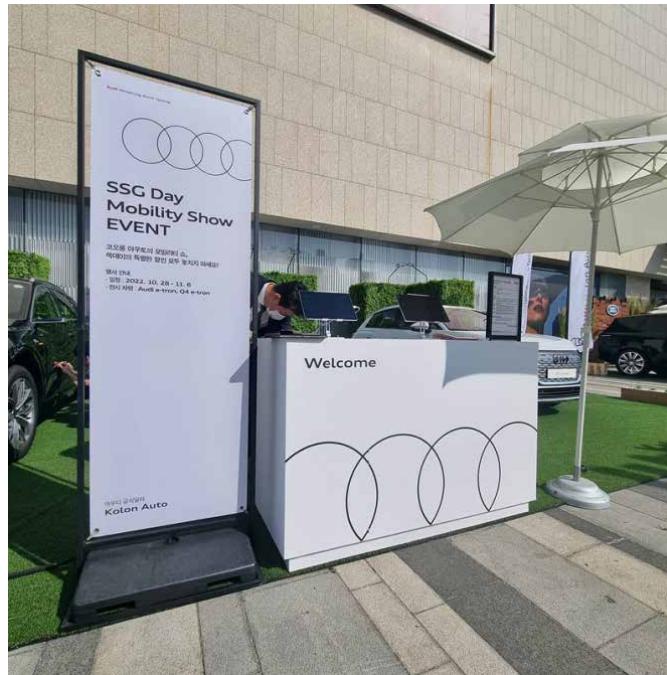
# BMW YEAR END NIGHT

Bavarian Motors, 2025

## Loyalty Program

Planning(Venue,Operation)  
Collaboration with Royal Salute  
VMD Design  
Event Setup  
Side Program  
Performance program  
Customer Gift





## Audi X SSG Day Mobility show

Kolon Auto, 2022

### Conquest event

Planning(Venue,Operation)

VMD Design

Vehicle Display

Event Setup

Side Program

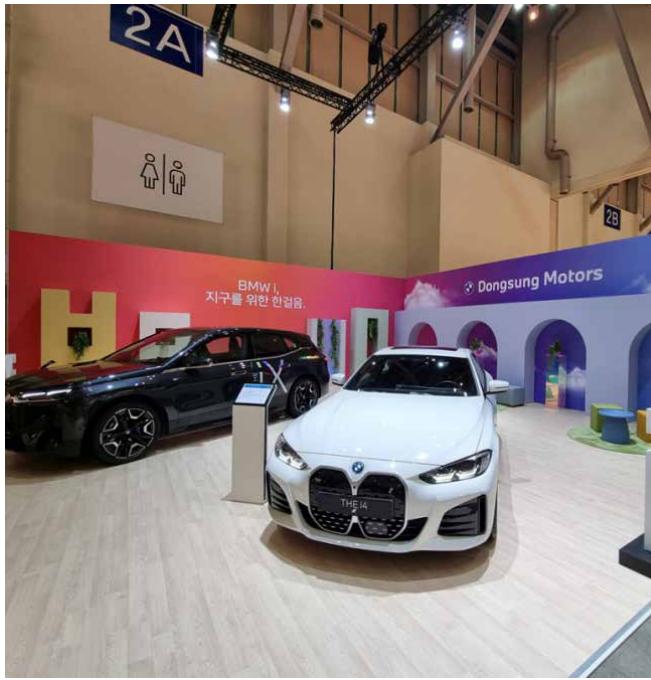
Test Drive event

# ART BUSAN BMW LUXURY LOUNGE

Dongsung Motors, 2022

## Conquest event

- Planning(Venue)
- VIP Courtesy Car
- VMD Design
- Vehicle Display
- Event Setup
- Side Program





## SWING CHANGE CLASS

Kolon Motors, 2023

### Loyalty Program

Planning(Venue, Operation, Golf)

Collaboration with 이보미, 최나연, 김홍택

VMD Design

Event Setup

Side Program

Customer Gift

# THE 7 THIS IS FORWARDISM

Kolon Motors, 2022

## Showroom test drive

Planning(Venue)  
Operation  
VMD Design  
Event Setup  
Side Program



# BMW VIP 원포인트 골프 클래스

Dongsung Motors, 2022

## Loyalty Program

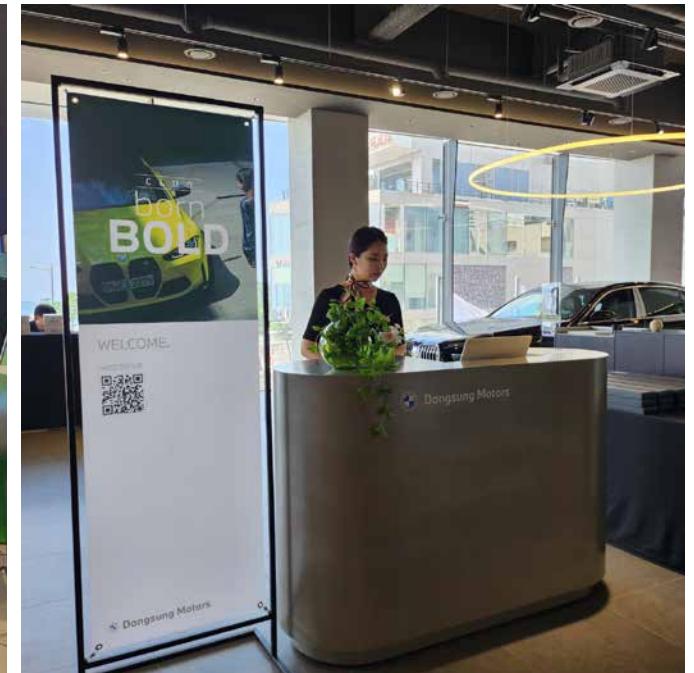
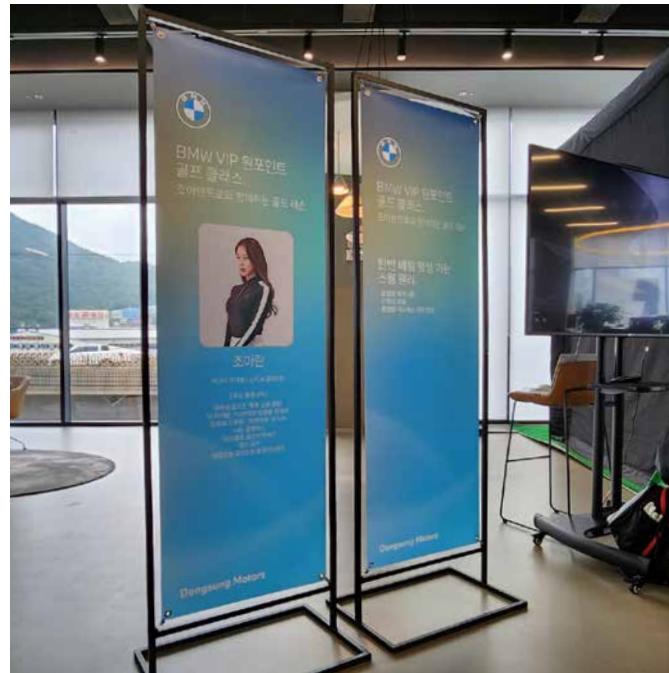
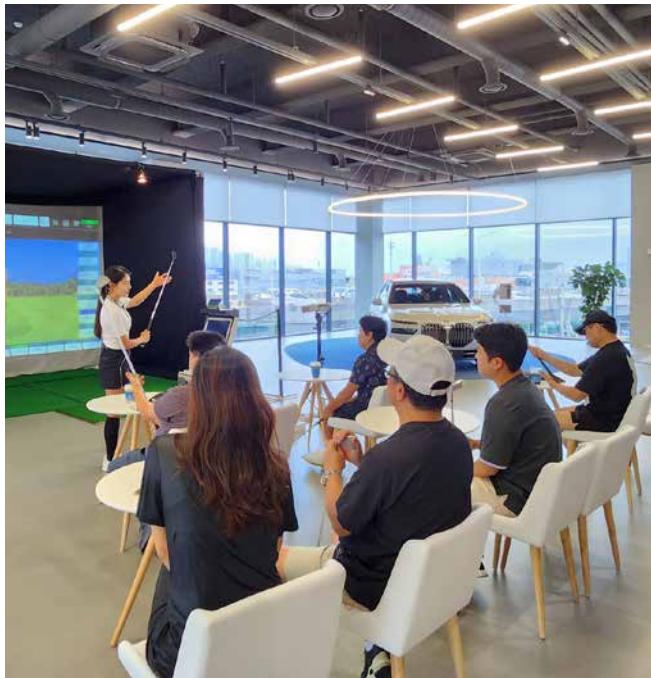
Planning(Venue, Operation, Golf)

VMD Design

Event Setup

Side Program

Customer Gift



# BMW SHOWROOM GRAND OPENING

Kolon Motors, 2023



## Loyalty Program

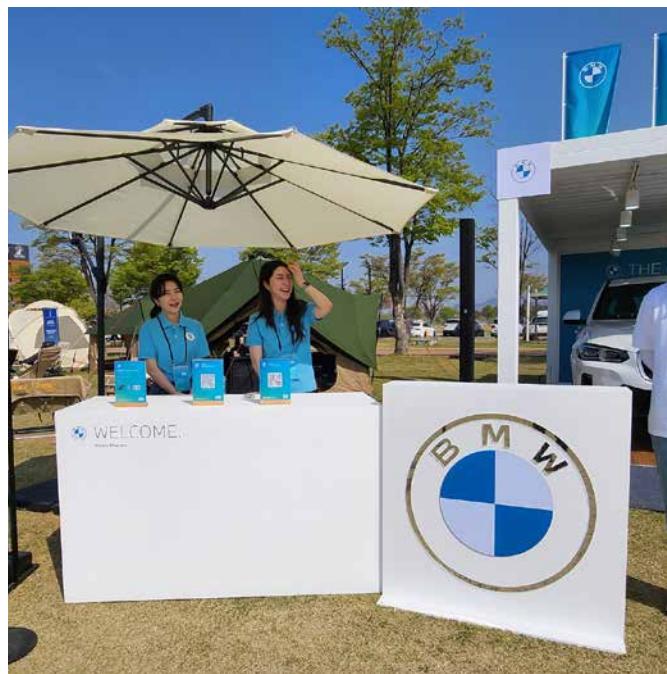
Planning(Venue, Operation, Golf)  
VMD Design / Event Setup  
Performance program  
Side Program  
Customer Gift

# GO-OUT CAMP

Kolon Motors, 2022-2023

## Sponsorship event

Planning(Venue,Operation)  
VIP Courtesy Car  
VMD Design  
Vehicle Display  
Event Setup  
Side Program  
Test Drive Event





## BMW M(X5M, X6M) Launching Show X 강병휘

Dongsung Motors

### Loyalty Program

- Planning(Unveiling, Presentation)
- VMD Design / Event Setup
- Performance program
- Operation
- Side Program
- Customer Gift
- Test Drive Event



# MINI COLORFUL JOURNEY

Bavarian Motors, 2022

## Showroom test drive

Planning(Design 4 Showroom)

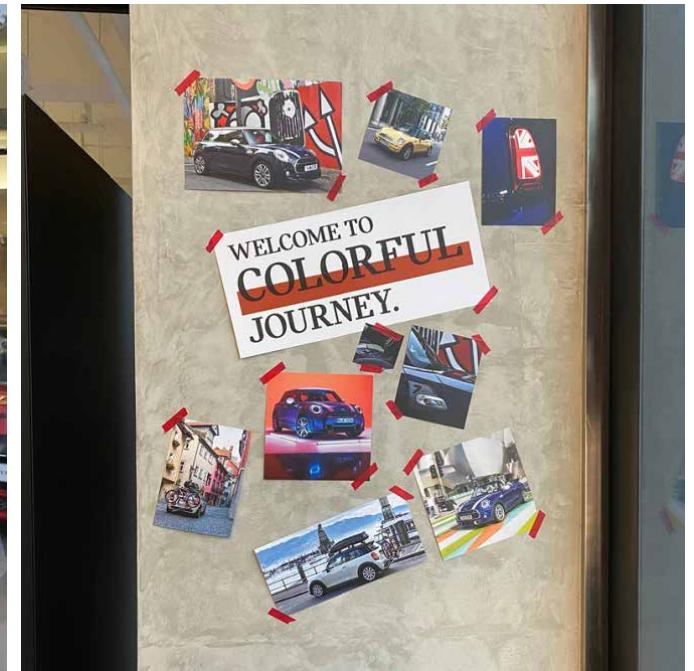
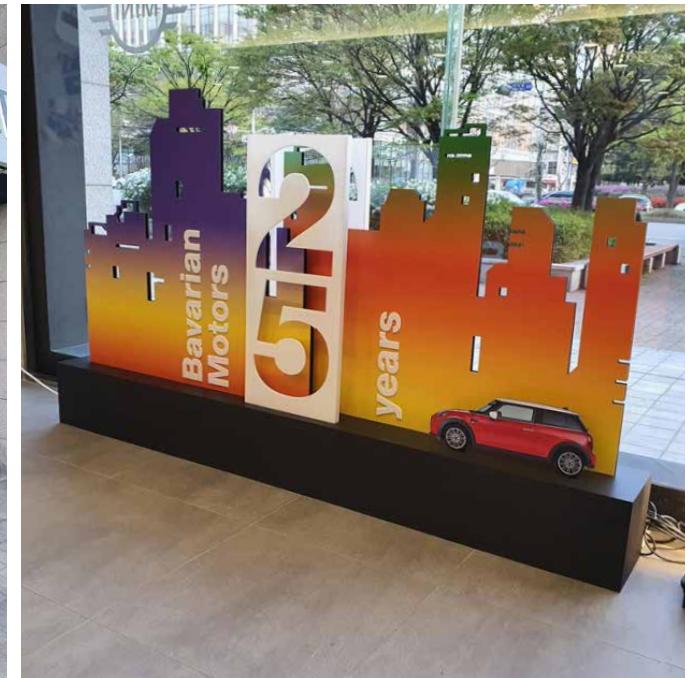
VMD Design

Vehicle Display

Event Setup

Side Programdsf

Test Drive Event



# LUXURY DRIVING EXPERIENCE WITH JAZZ

Bavarian Motors, 2024

## Loyalty Program

Planning(Venue, Operation)

Collaboration with Molton Brown

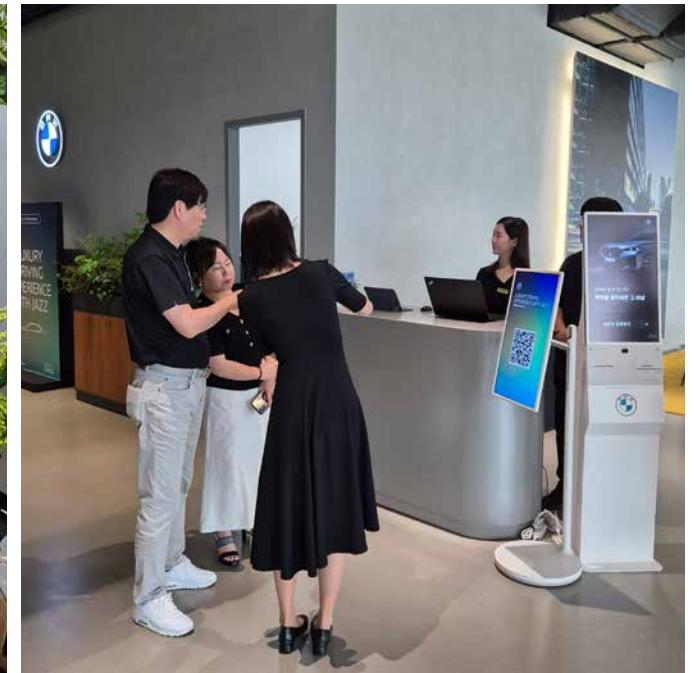
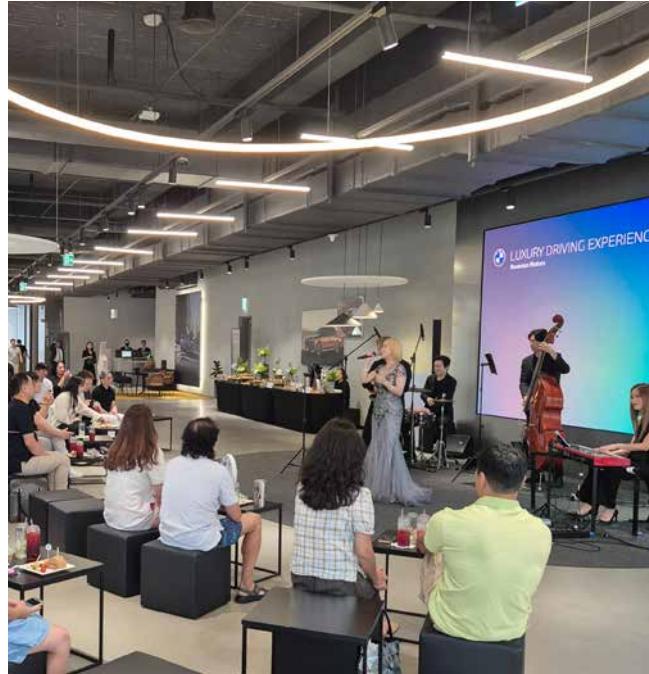
VMD Design

Event Setup

Side Program

Performance program

Customer Gift



# THE NEW 5 & i5

Kolon Motors, 2024

## Showroom test drive

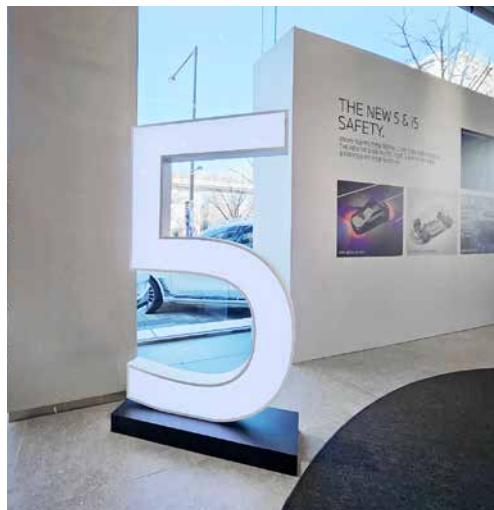
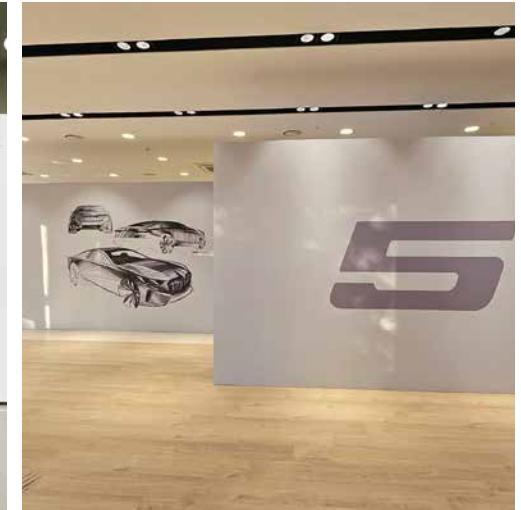
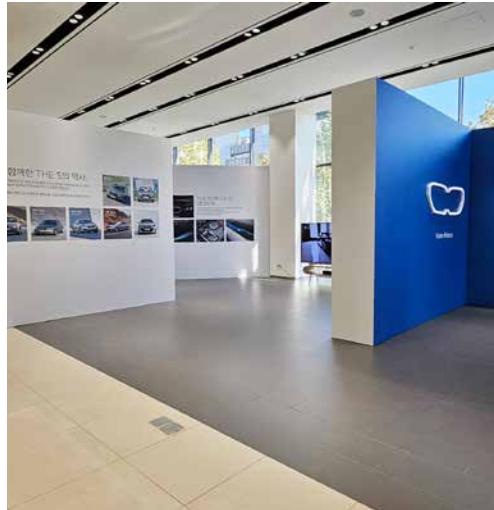
Planning (Design 6 Showroom)

Collaboration with Samsung 'THE FRAME'

VMD Design

Vehicle Display / Test Drive Event

Event Setup



# 2023 ART BUSAN

Dongsung Motors, 2023

## Conquest event

Planning (Venue)

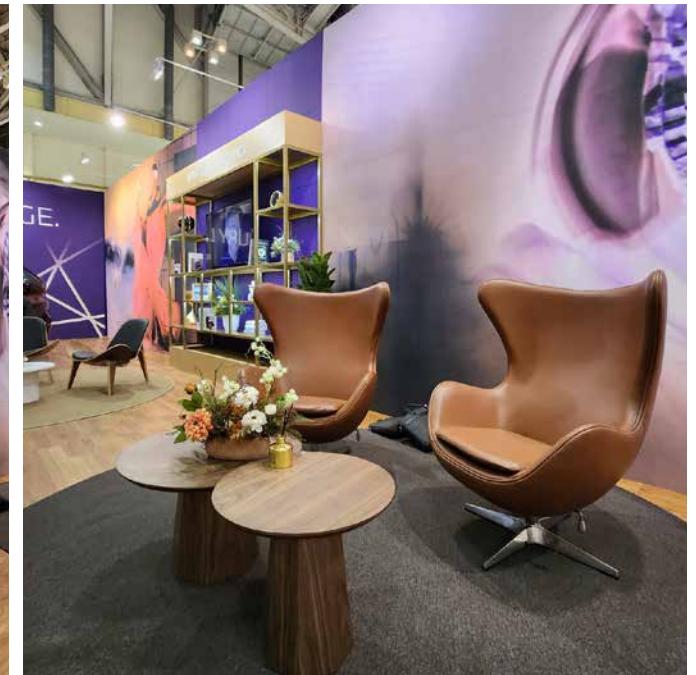
VIP Courtesy Car

VMD Design

Vehicle Display

Event Setup

Side Program



# THE NEW 7

Dongsung Motors, 2023

## Showroom test drive

Planning (Design 7 Showroom)

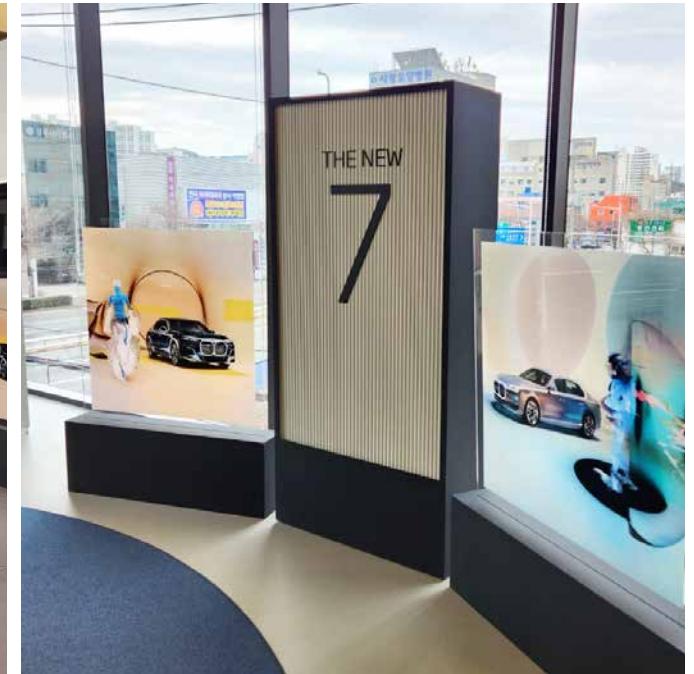
VMD Design

Vehicle Display

Event Setup

Side Program

Test Drive Event

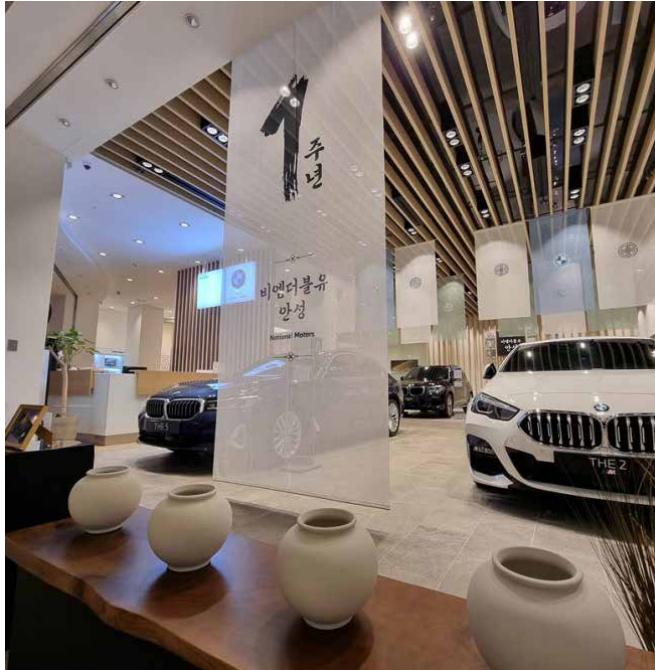


# BMW 안성스타필드 1주년

National Motors, 2023

## Showroom test drive

- Planning
- VMD Design
- Vehicle Display
- Event Setup
- Side Program
- Test Drive Event

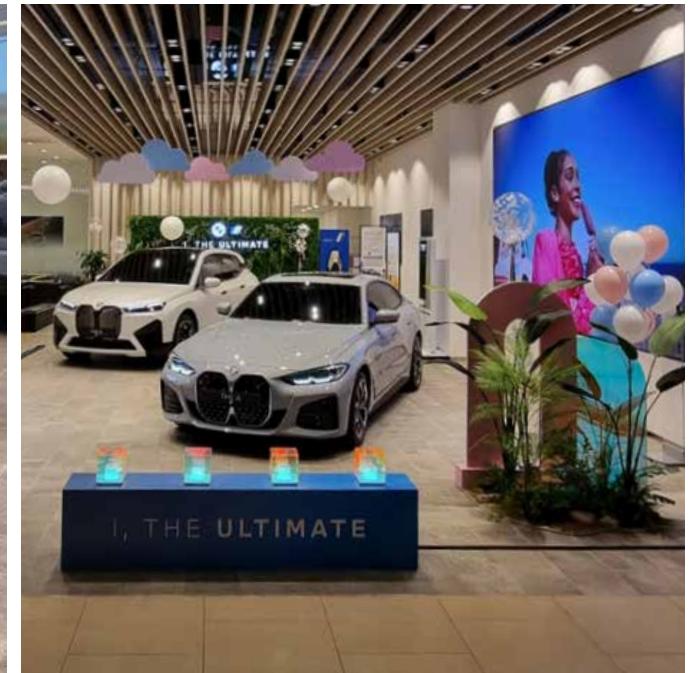
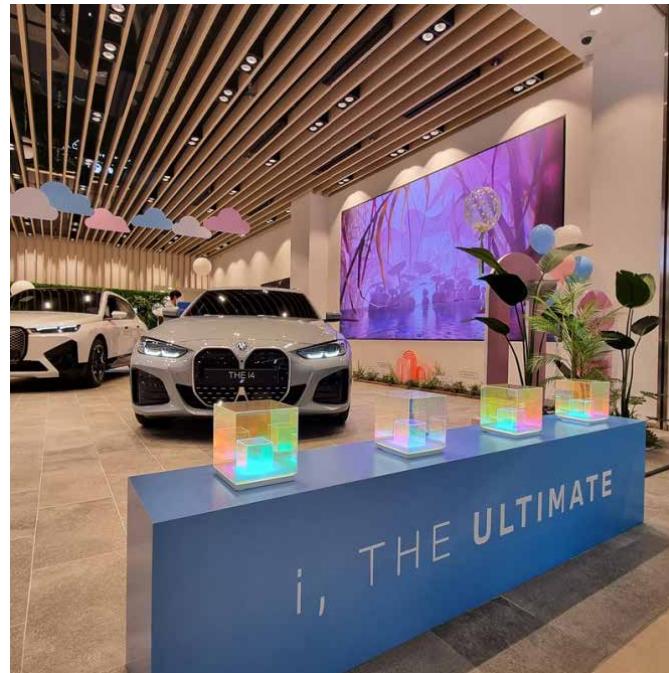


# BMW i, THE ULTIMATE

National Motors, 2023

## Showroom test drive

- Planning
- VMD Design
- Vehicle Display
- Event Setup
- Side Program
- Test Drive Event

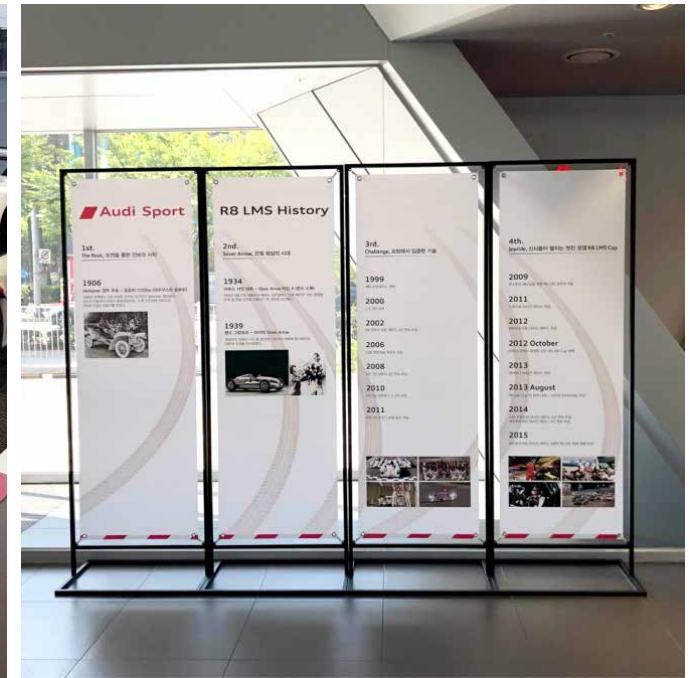


# AUDI TEST DRIVE \_SEOUL

Kolon Auto

## SPECIAL VEHICLE DISPLAY & Showroom test drive

Planning  
VMD Design  
Vehicle Display  
Event Setup  
Side Program  
Test Drive Event





## PROMOTION VMD - SMALL ZONE





## VMD MATERIAL - 단품 아이템





OOH & DECAL (쇼룸 유리 / 출입문 이벤트 데칼)



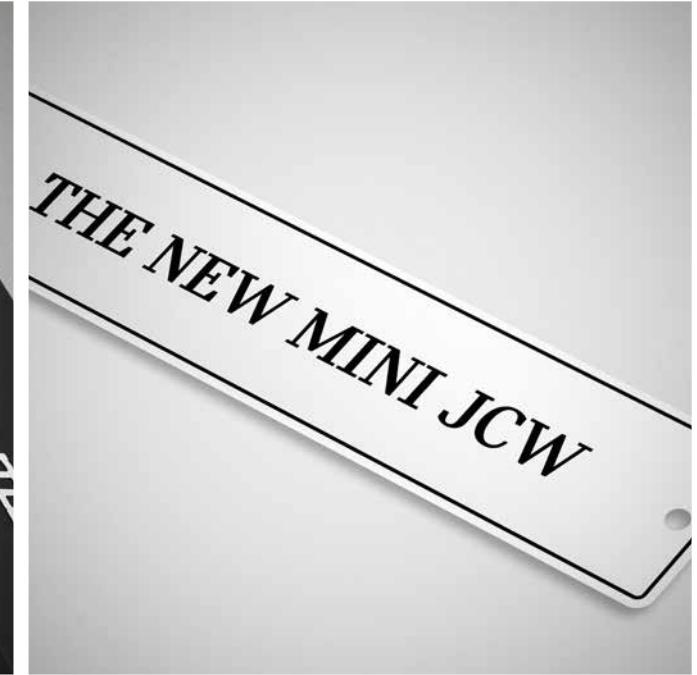


OOH & WRAPPING (원웨이필름, 대형현수막, 부분 데칼)



## NAMEPLATE

Model Nameplate





## SHOPPING BAG



## PROMOTION POP

A5 POP



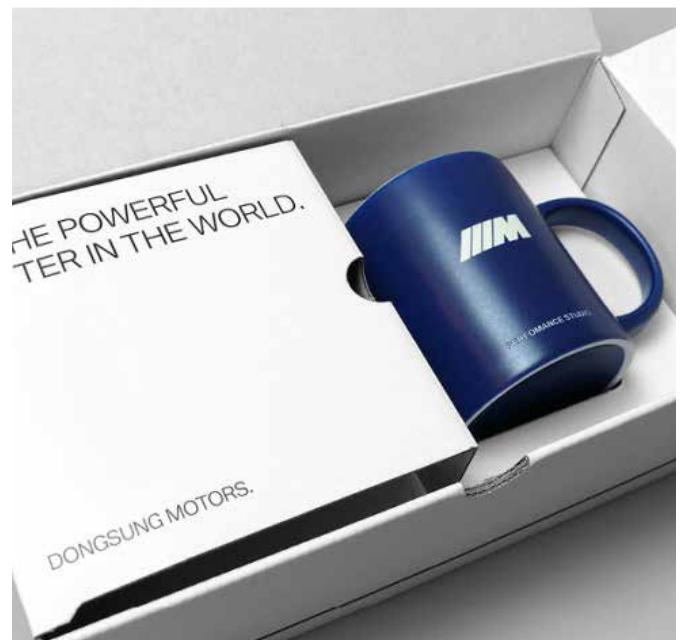


## PRINT MATERIAL





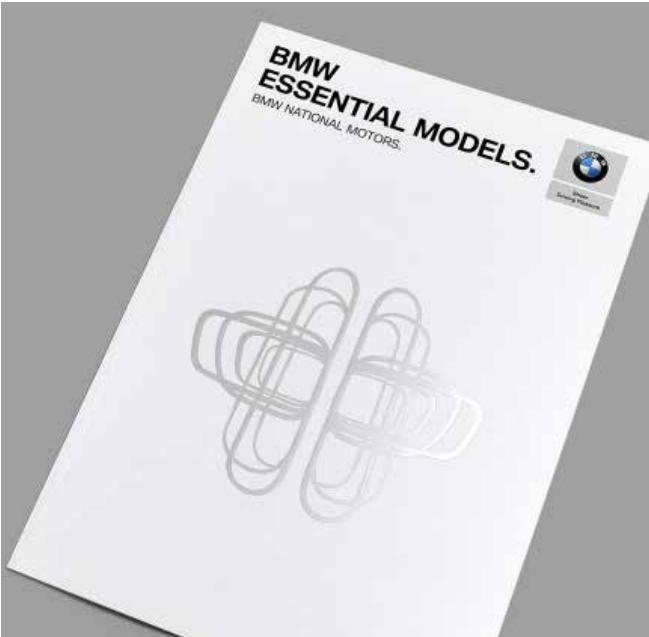
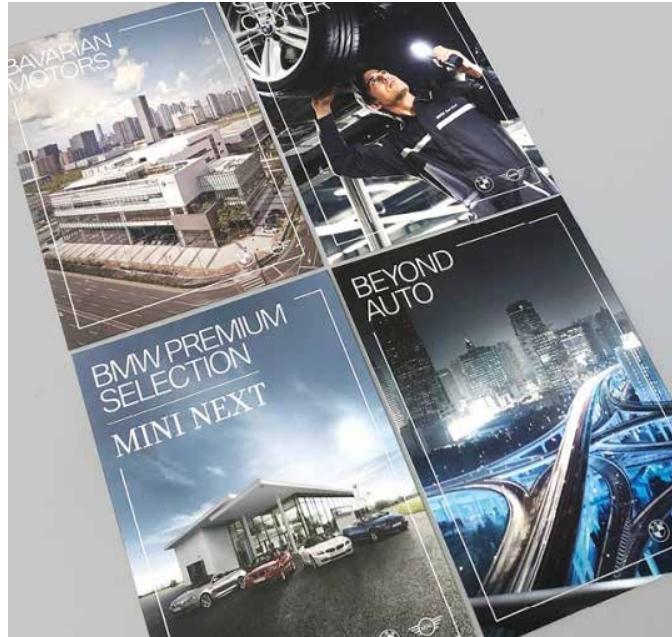
## GIFT



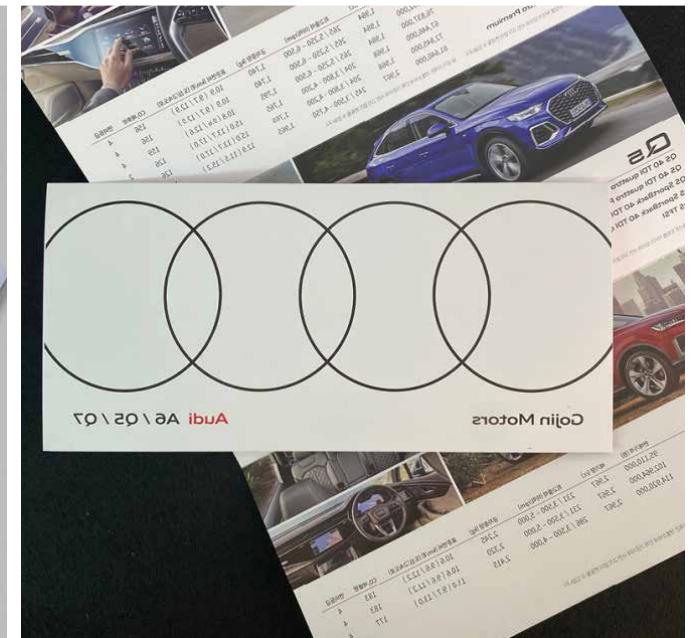


## **PRINT MATERIAL**





## PRINT MATERIAL





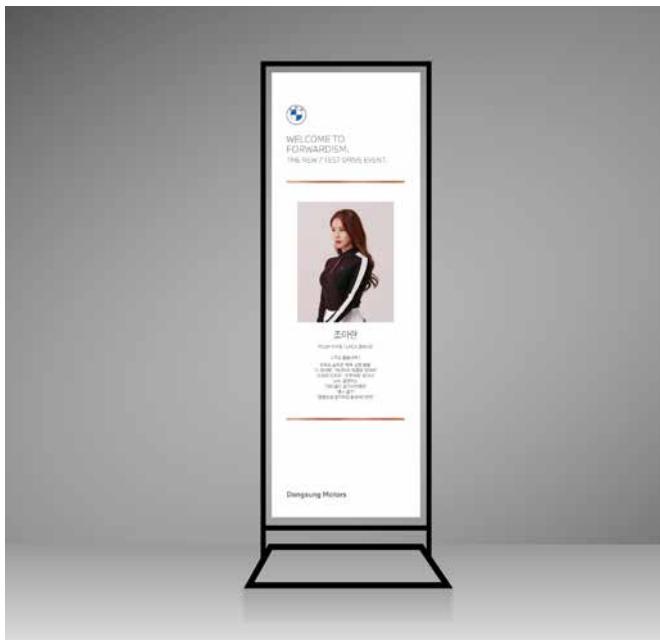
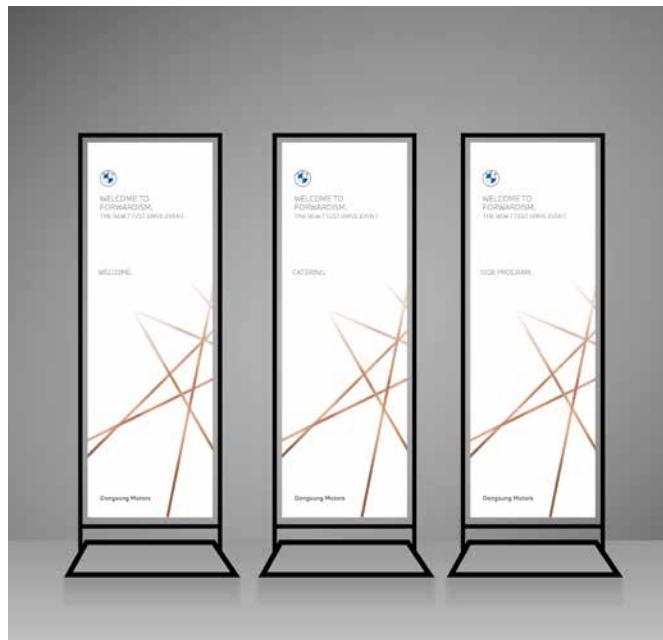
## GIFT ITEM





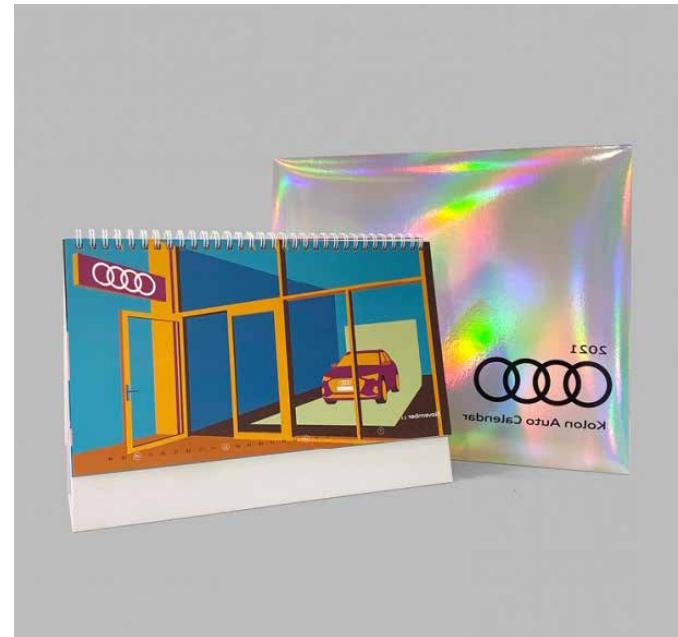
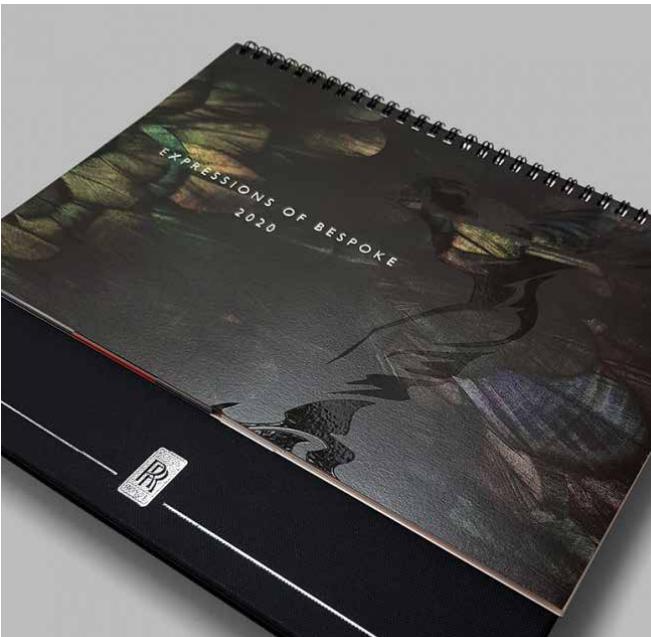
## GIFT ITEM





## BANNER



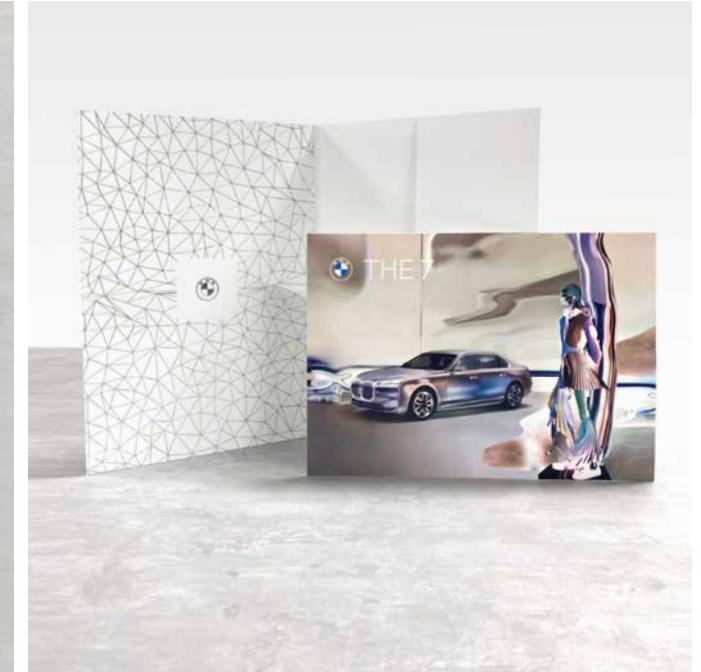


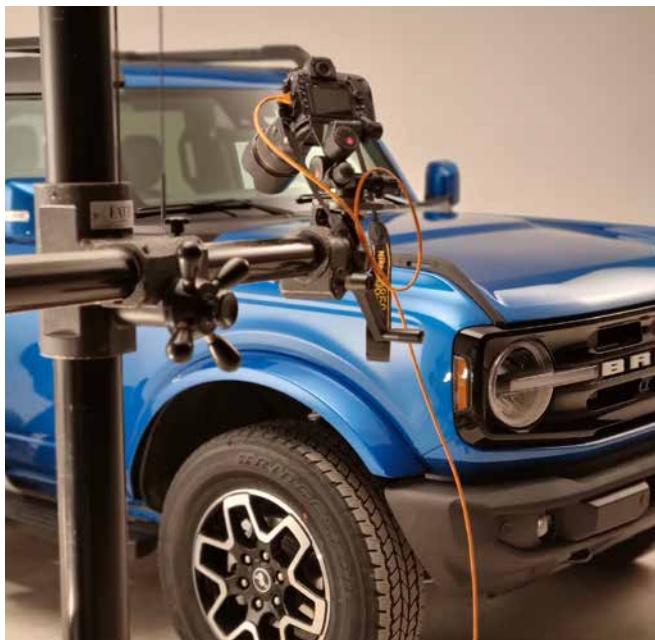
## PRINT MATERIAL



## INVITATION CARD

Invitation · Envelope





## STUDIO SHOOTING



# Work scope

## MARKETING PLANNING

수입차 마케팅 방향 기획 / 실행

### ■ 연간 플랜 OR 건별 프로모션 기획

- 세그먼트별 차별화된 구성
- 예산에 부합하는 통합 기획안
- 썽시디 계획에 대한 플래닝
- 세일즈 이슈에 부합하는 플랜
- CRM데이터를 활용하는 아이디어

## BTL EVENT

전시장/외부행사 등 플래닝

### ■ 다양한 유형의 BTL 프로모션

- 전시장 활용 세일즈BTL
- 컨퀘스트 및 전시행사 BTL
- 협업 스폰서십 이벤트 제안
- 고객 초청행사 - 콜라보/베뉴/컨텐츠
- 특정고객 타겟팅 행사 기획/실행

## LOYALTY PROGRAM

로열티행사 기획/실행

### ■ 세일즈 증폭을 위한 로열티프로그램

- 고객 소개판매율 증대 방안구상
- 연말/연중 로열티→ 세일즈 기여
- 시니어 고객 타겟팅 초청행사
- 업셀링 재구매 유도 및 판촉발판
- 타브랜드 협업을 통한 고객군 증대

## DESIGN MATERIAL

전시장, 프로모션용 물품 및 기프트

### ■ 마케팅 전시용 물품 및 기프트류

- 차량전시를 위한 컨셉기물 제작
- 전시장 캠페인을 위한 단품 VMD물 제작
- 차량용 데칼 / 네임플레이트 등 소모품
- 쇼핑백/DM/POP 등 소모품류
- 컨셉에 맞는 고객용 기프트 제작

## DIGITAL CONTENTS

SNS컨텐츠, 카드뉴스, 프로모션

### ■ 디지털 마케팅을 위한 디자인

- 인스타그램 등 SNS 컨텐츠 제작
- 특별한 컨텐츠를 전달하기 위한 카드뉴스
- 카카오톡 전송에 용이한 컨텐츠 제작
- 전시장별 프로모션 안내화면 제작
- 디지털 브로슈어 및 리플렛류

## BRAND COLLABORATION

유명브랜드 협업마케팅 기획/진행

### ■ 협업마케팅 아이디어 및 협의

- 차량 세그먼트별 협업 대상 아이디어
  - 전시장 베뉴로 진행 OR 외부진행
  - 컨퀘스트 행사 및 로열티 행사 장소
  - 기프트 구매용 협업
- EX. 주류브랜드, 뷰티, 명품, 유통브랜드

# **THANK YOU**

**DESIGN & MARKETING AGENCY**

MARKETING PLANNING

BTL EVENT

PRINT MATERIAL