

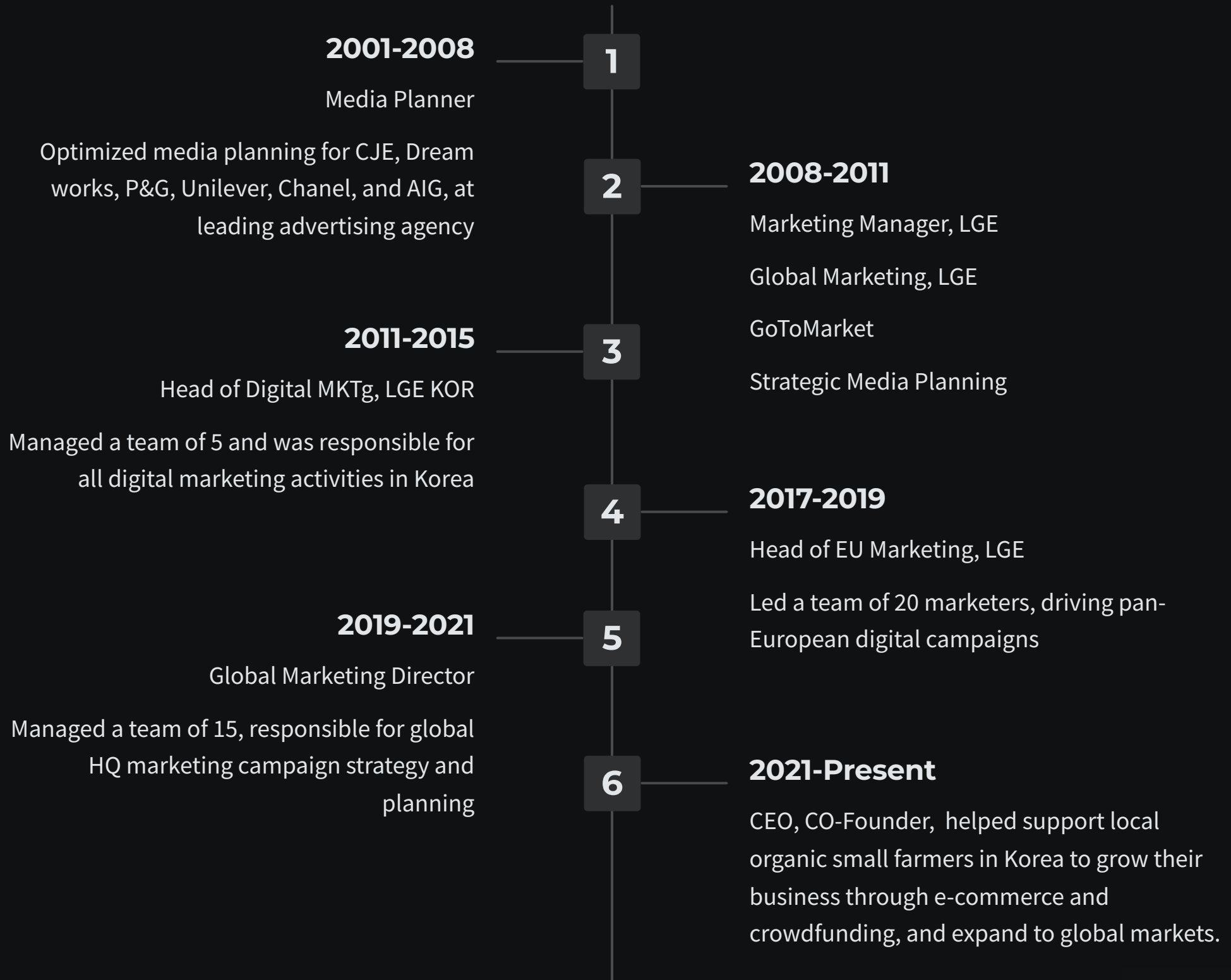
# MARKETING PORTFOLIO

**MARK KIM**

YOUR PROBLEM SOLVING EXPERT IN KOREA & GLOBAL MARKETING

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# SPEARHEADED FOR HIGH-IMPACT MARKETING FOR 20 YEARS



# Expanding Marketing Reach From Korea to the USA and Europe

## Korea

For over 15 years, I developed high-impact marketing strategies tailored to Korean consumers, leading successful initiatives including large-scale TV commercials, brand activations, extensive PR campaigns, and innovative digital projects



## USA & Global

I expanded my career globally, creating culturally specific content for U.S. and European markets for 8 years. Collaborating with local partners, I spearheaded major U.S. television productions and influential marketing campaigns.



## EUROPE

As the Head of European Marketing, stationed in Germany, I directed Pan-European marketing efforts across 9 key countries, adeptly integrating local insights into a cohesive global strategy.



# Awarded for Outstanding Leadership



## **Honored as 'Global Potential Leader'**

Recognized in a prestigious program that identifies and develops LG's most promising global leaders, awarded to the top 3% of employees.



## **Consistent Leadership Growth**

Over 13 years at LG, I've successfully progressed from managing a team of 5 to leading a team of 20 marketing directors.

# HIGH IMPACT RESULTS

**40M**

**VEWS**

40 million views and 500,000 shares  
with a world of play -US, Global

**65M**

**VIEWS**

75million views with youtube star -  
US, BRAZIL, TURKEY, FRANCE

**NO.1**

**DOWNLOAD**

no. 1 download in the Google Play  
Store's "life" section .

**12**

**NO 1 NEWS**

Achieved the number one ranking on  
Naver news 12 times, generating 9.5  
million views.

**10M**

**visitors**

website traffics generated 10 Million  
visits to LG.com with Pan eu  
campaign

**7.6M**

**VIEWS**

Organic views with Meta micro  
influencer campaign KOR

# **VISION : YOUR PROBLEM SOLVING EXPERT IN KOREA & GLOBAL MARKETING**

## **Strategic Direction**

**Drive Transformation and Culturally attuned Marketing Strategies that leverage data-driven insights and innovative storytelling to connect with global audiences, elevate brand perception and achieve measurable growth**

## **Operation Excellence**

- **Achieving Top Niche quality Content production and Marketing Solutions**
- **Maximizing Marketing Effectiveness with Data-Driven Strategies**
- **Driving Digital Innovation and Transformation**
- **CROSS FUNCTIONAL & CULTURAL SYNERGY**

# Achieving Top Niche Quality Content Production and Marketing Solutions

## Driving Local Insights for Local and Global Marketing Success

I always believe that the most personal is the most creative, driving local insightful creatives and marketing solutions that appeal to global potential audiences by integrating local insights into marketing solutions to create culturally relevant campaigns across Korea, Europe, and the U.S., while balancing insightful creative and product messaging to achieve marketing goals of country and global business.

## Mastery of High-Quality Content Production at Scale

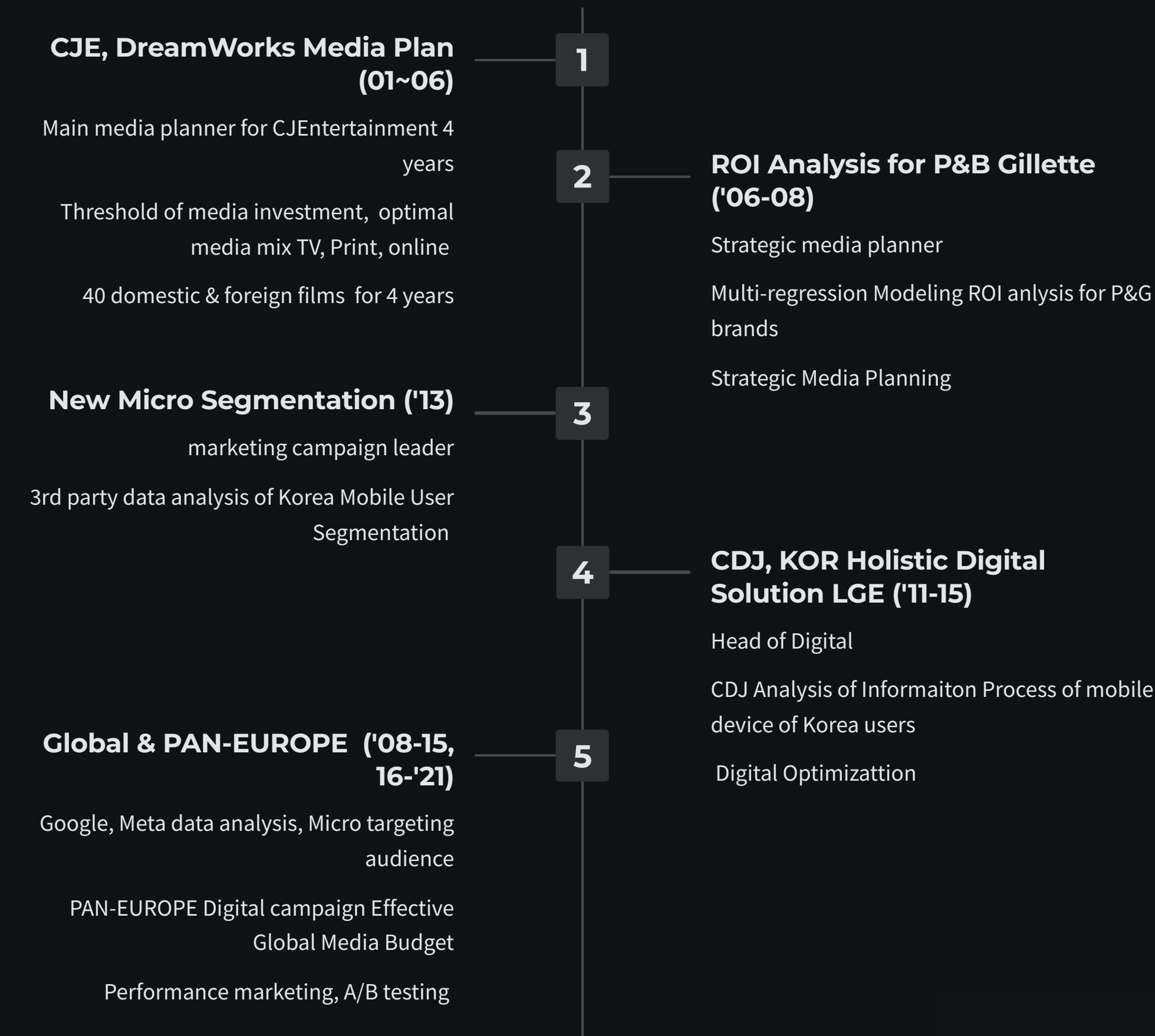
Spearheaded the production of high-budget TV commercials worth hundreds of millions of dollars, developed new digital content formats to enhance brand visibility, and conducted extensive PR activities to craft compelling stories, integrating local insights into production.

Over a 13-year tenure, consistently met tight deadlines in the fast-moving goods industry, producing a diverse portfolio that includes 6 TV commercials for flagship models, 2 brand films, global influencer content, numerous product movies and digital contents.

# Maximize Marketing Effectiveness through Data-Driven Strategy

Throughout my career, I have consistently focused on maximizing marketing effectiveness through data-driven strategies, digital optimization, media planning and rigorous analysis.

Expert in data interpretation from defining the right target audience to optimizing campaign performance, utilizing third-party data for segmentation, ROI/statistical analysis, and A/B testing for digital performance optimization





# Driving Digital Innovation and Transformation

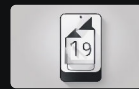
As a digital marketing director, I have consistently challenged conventional marketing wisdom and converted it into comprehensive digital solutions across the consumer journey, from awareness to conversion, leading numerous innovative digital projects across Korea, Europe, and globally for more than 10 years including social media, search engines, and digital advertising platforms, to create cohesive and impactful campaigns, achieving notable digital campaign successes.



## AWARENESS

Sequential Video

5,500 News articles



## ATTENTION

a World of Play

40 million views, 500k shares



## FAMILIAR

Global Mega Influencer

40M views on YouTube and 8M views on Meta



## RESEARCH

CDJ SEO SOV

#1 ranking News 12 times, SOV 30%



## EXPERIENCE

UX APP

#1 downloaded on Google Play life



## VISIT

PAN EU Campaign

Generated 10+ million visitors

5,500 News articles

# CROSS FUNCTIONAL SYNERGY

## CROSS FUNCTIONAL

With over 20 years of experience across multiple marketing roles—including directing marketing campaigns, digital marketing, public relations, go-to-market strategies, and media planning—I offer a well-rounded skill set that spans all marketing disciplines.

## Sharing Insight across Borders

My extensive tenure at global and regional headquarters involved curating country-specific marketing initiatives and rolling them out worldwide ensuring that our marketing strategies are both locally resonant and globally successful.

# **DETAILED CASE EXAMPLES**

**"All detailed examples presented here are projects that I personally led into which I invested significant time and efforts "**

# Micro Segmentation Strategy

## Challenge: How Can we Identify Potential User Segments for Growth Opportunities?

1

### Tackling the Challenge

LG's revenue growth had plateaued despite increasing customer satisfaction with its products. The main barrier was low brand preference relative to competitors. Traditional targeting methods based on demographics and product features were proving inadequate in reaching and influencing the right customer segments effectively.

2

### Micro Targeting Approach

Implemented a microtargeting strategy that segmented consumers based on their attitudes towards the LG brand;

Target Customer Group:

Loyal LG Customers, Consideration Customers: Considering LG among other brands, Competitor's Loyal Customers: Pre-decided on competitor brands

Enhanced long-term brand loyalty and preference through differentiated marketing.

Tailored strategy to each segments with customized marketing tactics designed to appeal to their needs.

3

### Results

The microtargeting and tailored marketing approach led to a 20% increase in market share, reaching up to 30% at its peak.

# CDJ KOREA MOBILE USERS

**Challenge: where do they get information and influenced, how could we tackle that?**

1

## Tackling the Challenge

LG's online presence was significantly weaker than that of its competitors, causing LG to miss potential opportunities among consumers who actively research mobile devices online before making a purchase

As a head of digital, Conducted a comprehensive Consumer Decision Journey (CDJ) analysis to understand that consumers primarily gain mobile information through news articles, an area where LG was not leveraging opportunities at a competitive level.

2

## Micro Targeting Approach

Prioritized resources by reducing investment in online banners and focusing on news and review content in partnership with PR media.

The strategic focus on making quantity of LG voices competitive level with highly influential news and reviews on purchase decisions

Strategically targeted SEO and implemented to increase the visibility on major Korean portals Naver and Daum.

partnershiup with tp 50 IT power bloggers, and it review media.

3

## Results

Target Segments : Customer who cossider LG as potential products to buy but found not enough informations online

Improved CDJ Stage: Awareness and consideration

increased LG's content Share of Voice (SOV) online from 17% to 30%.

positive WOM enhanced

from 70% to 90%

The campaign also ranked #1 in news 12 times

**NO 1 NEWS 12 TIMES (NAVER), SOV 30%**

# Disruptive Brand Film, US TVC

**Challenge:** How Can We Communicate All at Once and in Exciting Way?



## Tackling the Challenge

The marketing team faced the challenge of promoting a new line of mobile products and accessories simultaneously. With each item's complexity and lack of standout features compared to competitors, traditional product-centric strategies were deemed ineffective.

The team hypothesized that highlighting individual features wouldn't resonate. Instead, a campaign centered around the concept of "play" would be more engaging,

## Results

The campaign was a huge success, recording 40 million views, 500,000 likes, and 150,000 shares. It made people talk and share spontaneously, generating significant engagement and buzz around LG's mobile offerings.ecosystem's potential.

1

2

## A "Play" Centered Approach

As the marketing director, I led research and internal workshops to establish "play" as the communication theme. A manifesto film was produced to introduce this philosophy, ensuring it was reflected across product development, packaging, and marketing communications.

3

In the U.S., where LG's presence is less established, we took a different approach. We designed unconventional TV commercials and brand films that focused not on product details but on generating excitement for the "World of Play." These creative efforts were aimed at piquing interest and sparking discussions about LG's innovative contributions to mobile technology and lifestyle enhancement.

**40 Million Views, 150 K Shares**

# SEQUENTIAL VIDEO CONTENTS STRATEGY

**Challenge: How Can We Escalate Consumer Anticipation Over Time?**

## Tackling the Challenge

Traditional PR methods for announcing new product launches were proving to be ineffective as single-event news releases quickly faded from public memory.

The challenge was to create a more sustained interest in the new product that would keep consumers engaged beyond the initial announcement.

## Results

The video series successfully maintained and escalated consumer interest over an extended period,

Resulting in 5,500 articles published in response to the video content and interviews, significantly enhancing media coverage.

Achieved #1 ranking in news several times on Naver, enhancing visibility and consumer engagement.

1

2

## Sequential Video Strategy

Target Customer Group: LG Fans, LG consideration, early adopters seeking continuous engagement with new products.

Improved CDJ Stage: Awareness, Consideration

Each video was released along with corresponding news articles to maximize coverage. Each video featured interviews with product developer, providing stories of the products.

3

**5,500 news articles, No 1 News (Naver)**

**the most searched keyword**

# GLOBAL INFLUENCER MEGA IMPACT US

Challenge: How Can We Expose Our Content in a Friendly Manner ?

## Tackling the Challenge

Despite widespread awareness of the LG brand, many consumers did not feel a personal connection or familiarity with lg mobile brand. The challenge was to build familiarity and receptivity. Our hypothesis was that we should move beyond traditional one-way advertising, which could feel intrusive.

1

2

## Solution

Target Customer Group:  
Younger, tech-savvy audiences who follow influencers and look for authentic content.  
Improved CDJ Stage: Awareness and consideration.  
As the Project Leader, I spearheaded a global influencer campaign t a program that leveraged the creativity and unique talents of global influencers from the United States, Brazil, Turkey, and France. These influencers created custom content that highlighted the features of LG products in a manner that was authentic to their existing style and audience preferences.

## Results

This approach allowed LG products to be naturally integrated into popular content, recording 65 million views at Youtubeâ

3



65 Million Views



# UNVEILING STRATEGY MICRO INFLUENCER

Challenge: How Can small unique product get maximum attention?

## Tackling the Challenge

My hypothesis is that the press would not tend to show much interest in niche targeted products despite the product's distinctive characteristics, which had the potential for viral appeal

1

2

## Solution

Target Customer Group: Niche audiences interested in technology, lifestyle, and photography.

Improved CDJ Stage: Attention

Instead of releasing traditional press releases, the campaign opted for a bold strategy of unveiling the product through social media. The focus was on Facebook seeding, utilizing micro-influencers ("jun-celebs") who integrated the product's unique features into their daily life posts.

## Results

Resulting in: 7.6 million organic views from just two phones used by influencers.

3



7.5 Million Views

# NO 1. APP DOWNLOAD FOR USER EXPERIENCE

**Challenge: How Can We Help Customers Experience without Going to the Store?**

## **Tackling the Challenge**

Customers were unable to experience the mobile user experience (UX) before physically visiting a store, making it difficult to communicate the advantages of the product's UX effectively. This limitation hindered the pre-purchase engagement and overall awareness of the UX benefits.

## **Results**

Achieved the number one download spot in the Google Play Store's life section shortly after release,

1

2

## **Solution**

Target Customer Group: LG consieration,group seeking validation through experiencing products.

Improved CDJ Stage: Conversion to purchase

Developed a mobile UX and uploaded to the Google Play Store, enabling users to experience the mobile UX remotely, thus removing the barrier of having to visit a store first.

3

**No. 1 App Download (Google Play Life section)**

# PAN EUROPE DIGIAL CAMPAIGN

**Challenge: How Can We Strengthen Brand and Product Awareness Across Multiple Markets?**

## Tackling the Challenge

LG's revenue growth had plateaued despite increasing customer satisfaction with its products. The main barrier was low brand preference relative to competitors.

1

2

## Solution

Target Customer Group: European consumers considering switching to or purchasing LG devices.

Improved CDJ Stage: consideration, conversion.

Oversaw the development and execution of pan-European digital campaigns,

Using Google and Meta's data structure, executed a campaign to pinpoint and increase frequency targeting customers considering purchasing LG device

Secured a content partnership with Disney's Star Wars for the G7 launch, driving brand awareness and engagement.

Customized and localized BTS celebrity content for successful rollout across 8 EU markets.

## Results

Generating over 10 million website visitors.

Increased LG Mobile brand consideration in the EU by 120%, generating significant consumer pull.

3



WITH ARTIFICIAL INTELLIGENCE

10 Million Visits

# Shopper's Engagement

**Challenge: How Can We measure effectiveness of display and improve shoppers engagement?**

## Tackling the Challenge

LG faced challenges in retail environments where consumer traffic and engagement at LG display stands were lower than expected. The conventional belief was that frontal placements in stores, which are typically the most expensive due to high traffic, would automatically yield higher engagement. However, observations showed that even when positioned directly at the front, customers quickly bypassed LG displays due to lower brand preference.

## Results

Increased Engagement: The new placement strategy led to a 140% increase in customer holding time at LG displays

Promotion + FSM incentive boost up sales recording LG device no. 1 of the key retailer store

1

2

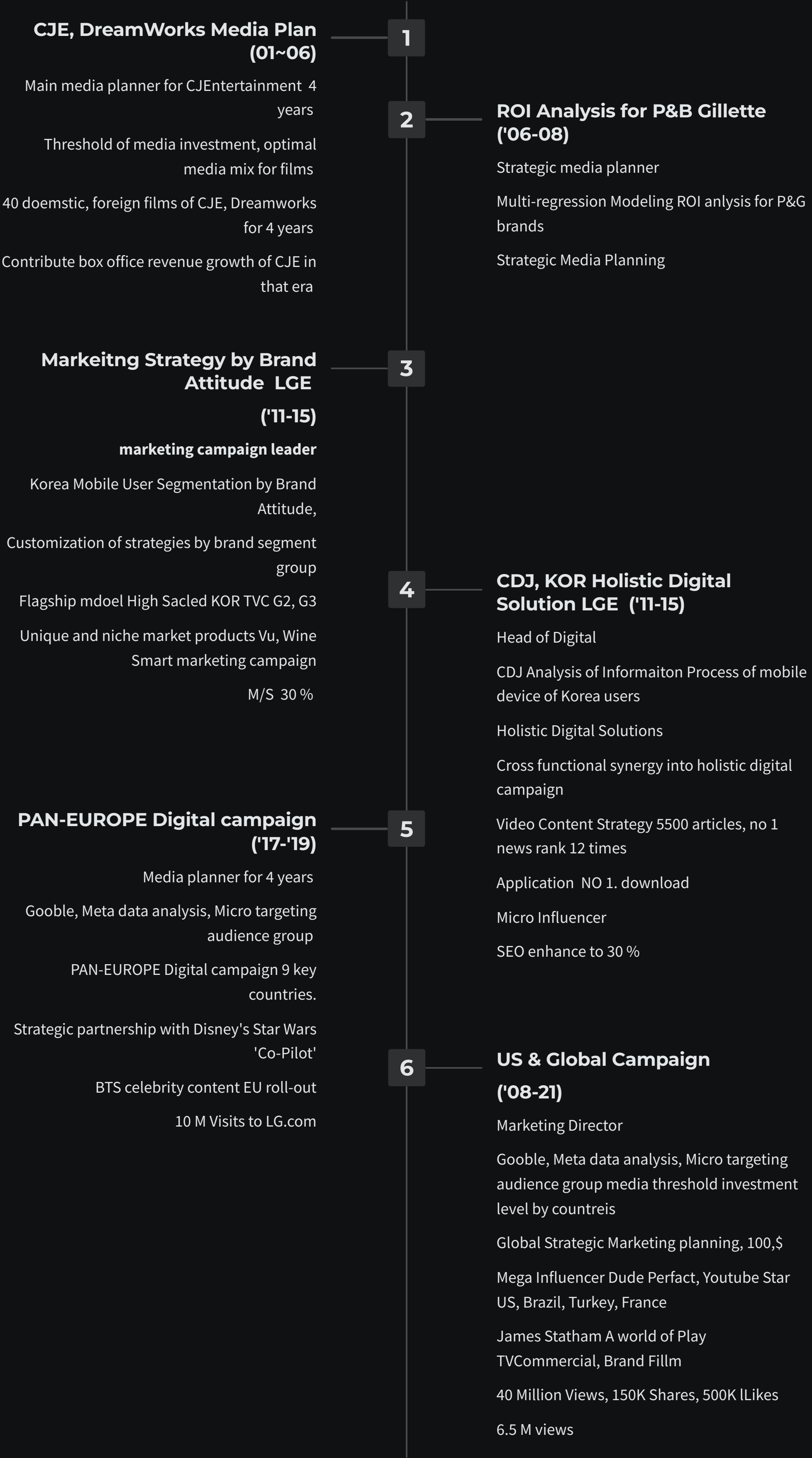
## Solution

A strategic decision was made to place LG displays next to strong brands with high foot traffic to enhance visibility and engagement. This placement strategy was based on the hypothesis that proximity to popular brands would increase the likelihood of comparison and consideration by shoppers. The effectiveness of this strategy was measured using a stopwatch to time how long customers spent at the display (holding time)

3

# 140% Increased

# OPERATIONAL EXCELLENCE TRAJECTORY



YOUR  
PROBLEM  
SOLVING  
EXPERT IN  
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