

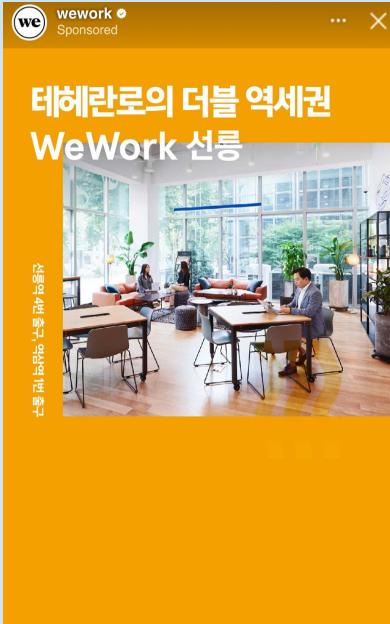
# Project #1:

# WeWork

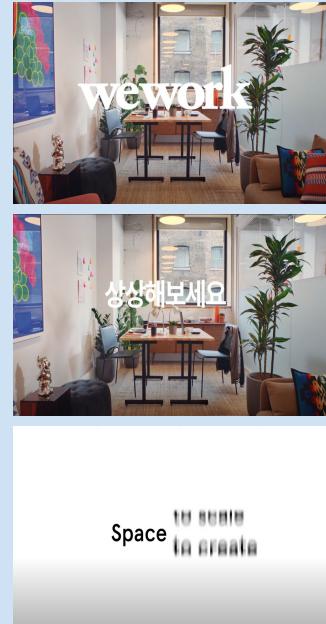
# WeWork Performance Marketing 1-1

- Led Display Ads, Search Ads (Meta, Google, Naver, Kakao, Linkedin and etc.)
- Increased digital marketing contribution on total desk sales from 30% to 50%

IG Story Ads



Space to [ ] Video Campaign



Meta Ads



# WeWork Creator Awards 2-1

Starting from Mar 2017, Creator Awards were held in various cities including Washington D.C., Detroit, Austin, London, Berlin, Tel Aviv, New York, Mexico City, Nashville, Shanghai, San Francisco, Sao Paulo, Jerusalem, and more.

“How can we showcase, inspire and encourage Korean creators to participate in the Creator Awards, a global competition that identifies anyone with a passion for realizing the true value of life through their work?”



세종대왕 컨셉 동참, Creator Awards 와 관련된 모든 key message 및 카피/콘텐츠 독립적으로 제작  
(이벤트 현장배너, 디지털 광고, 지원/이벤트 웹사이트, 안내 판플렛, 영상 자막, 굿즈 카피 등)

# WeWork Creator Awards 2-2

Led A-Z for digital marketing

- Content Marketing, Paid and organic social media, Native Ads, search and etc

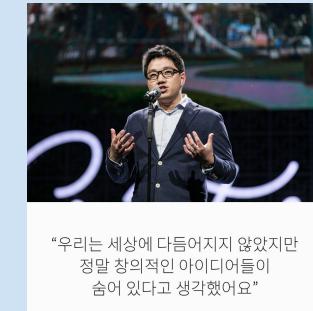
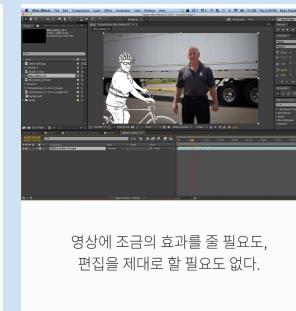
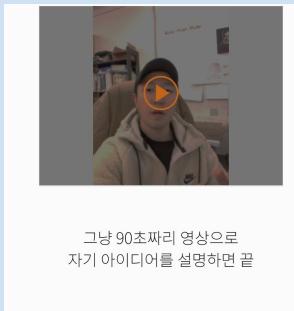
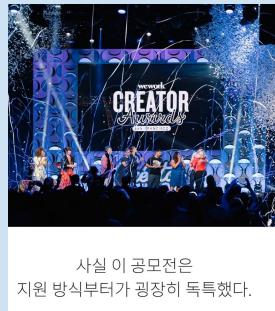
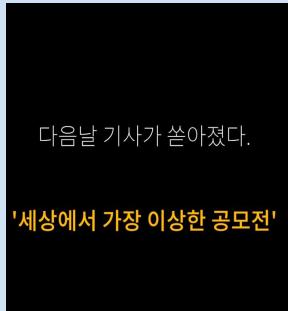


# WeWork Creator Awards 2-3

## Partnerships with

- 'EO', 'Naver Jobs', '대학내일', '열정에 기름붓기' to reach target audience

WeWork x 열정에 기름붓기 - [전문보기](#)



WeWork x eo - [Full 영상보기](#)



스토리 라인 및 컨셉 기획, 촬영 등에 동참

# WeWork Creator Awards 2-4

단 90초로 세상을 바꿀 수 있다면  
당신은 어떤 아이디어가 있나요?

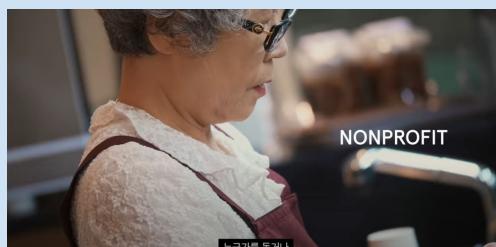
기발한 무언가를 만들거나  
누군가를 돋보거나  
세상을 감동시킬 수도 있어요

모든 크리에이터를 위한 WeWork의  
아이디어 컴피티션

전 세계 14개 도시를 거쳐 2019년 2월  
크리에이터 어워즈가 서울에 옵니다.

당신의 잠재력,  
WeWork가 지원할게요

[Full 영상보기](#)



# WeWork Creator Awards 2-5



Number of Participants

**1,200+**

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Attendance

**4,000+**

---

Social Engagement

**5,000+ Likes, Shares  
1,000+ Comments**

# Project #2:

## LINE

# LINE - ‘OpenChat’ MBTI Test for teens 1/1

## Situation

An initiative to enhance conversion rate from hub page to openchats.

As a growth campaign, we created a MBTI test for teens.

“What type of student are you in school?”

## Results?

380K+ participants (in 22 days)

88%+ completion rate

20K+ shares

Ads

Result Page

Share

新学期!  
好きな人ができちゃった!

A アイコンタクト

B チラ見

学校であなたは?

生まれつきのリーダー

特性

目標達成に向けて計画を立てるあなたは責任感の強い典型的なリーダータイプです。同級生に比べて保守的な方で、友達も先生もあなたの信頼が厚いでしょう。学校のルールや先生の求めることがよく納得できなくても、とにかく守

なあ

真面目で誠実! 立派な生徒  
学校であなたはどんなタイプ? - 10代性格診断テスト  
<https://simite.ayz/cjopenchatigai-10mbe0365e4>

笑美

知りたがりさん だれかいませんか??

皆も やってみよっ

ゆめ

うんう。ゆあもくわからぬ笑  
ちょっと違う気がするけどなあ

4.9 20 10:11 - 09921 - 関連ツイート

なあ

ゆあ

笑美

4.9 20 10:28 - 09921 - 関連ツイート

KAPIBARA\_ - 真専生 @kapibarafat305 - 2h  
スマイルアーティスト - 学校であなたはどんなタイプ? - 10代性格診断テスト  
<https://simite.ayz/cjopenchatigai-10mbe0365e4>

simite.ayz

スマイルアーティスト - 学校であなたはどんなタイプ?  
学校であなたはどんなタイプ? - 10代性格診断テスト

# LINE - ‘OpenChat’ Quiz Fairy Campaign 1/1

## A Pilot Program for admins

A highly requested feature within the app was the ability for admins to give presents to participants on their openchats (channels)

Before, implementing this feature we created a “Quiz Fairy Event” for admins to reward users on their Openchat.

## Results?

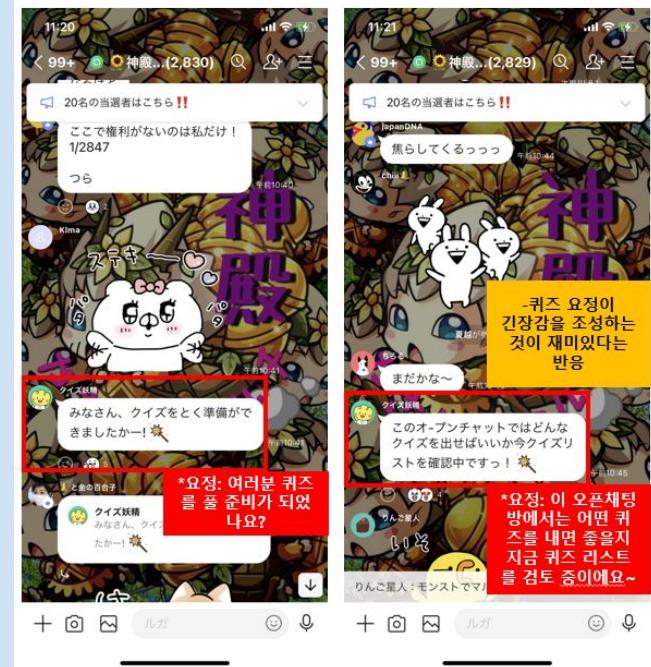
85% of the admins have expressed their intention to participate again.

50% daily Join count increase during event period

LINE OpenChat's Quiz Fairy



Quiz Fairy Event Openchat example

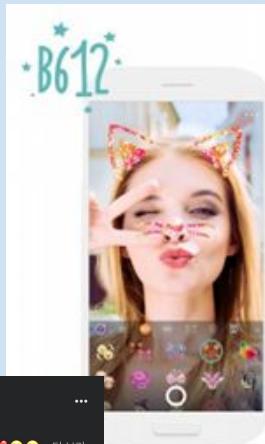
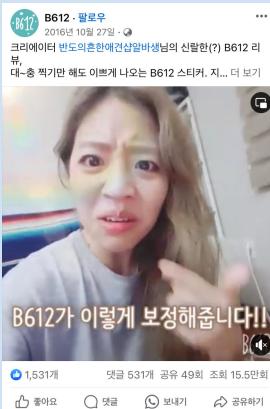


# LINE - ‘B612’ Global Performance Campaign

## Objective / Mission

GTM Strategy to push ‘B612’s’ global download to 300M from 200M

Partnered with more than 20+ creators worldwide to expedite growth



# LINE - TVC Creations

Various ATL campaigns for APAC countries and Middle East

- LINE Messenger, Raven(Mobile Game), LOOKS, B612 and etc

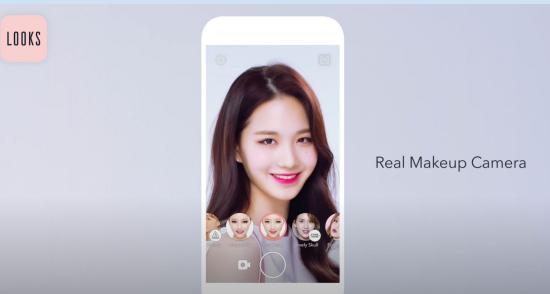
LOOKS (Makeup Camera Service)



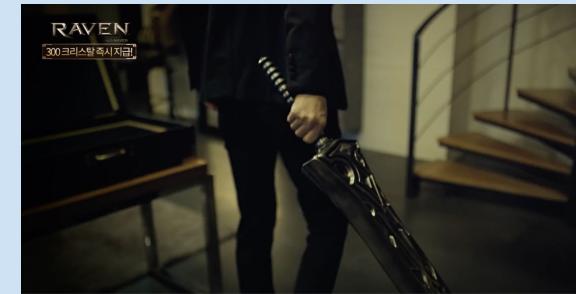
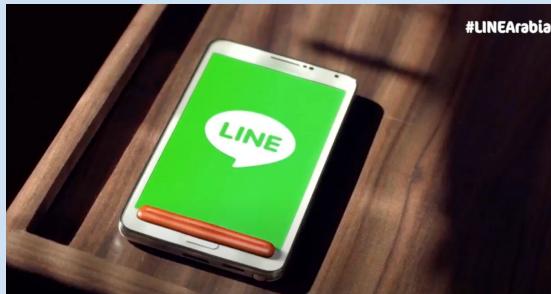
LINE Messenger for Middle East



Raven (Mobile Gaming Service)



Real Makeup Camera



# LINE Avatar Your Avatar created by LINE

## A Pilot Program for admins

A highly requested feature within the app was the ability for admins to give presents to participants on their openchats (channels)

Before, implementing this feature we created a “Quiz Fairy Event” for admins to reward users on their Openchat.

## Results?

85% of the admins have expressed their intention to participate again.

50% daily Join count increase during event period

팀원이 일본 유명인들을 모델로 만들어본 아바타



실제 완성된 아바타 일부 예시 (실제 유저얼굴 공개 불가)



아바타를 받은 유저의 72%가 제작받은 아바타로 프로필 설정, 아바타 편집, 전송, 영상콜, 새로운 아바타 생성 등 1인당 아바타 관련 활동지수 모두 상승. 기획 및 오퍼레이션, 커뮤니케이션, 결과보고 진행