

# Project #1: WeWork

# WeWork Performance Marketing

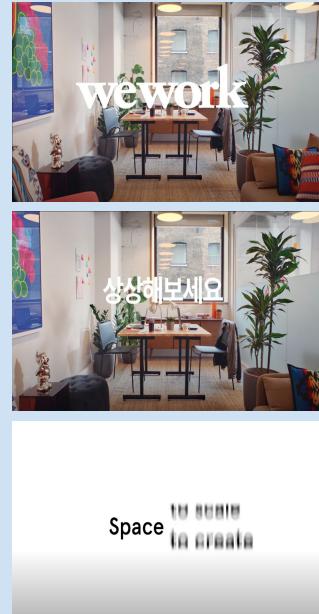
## Objective / Accomplishments

- Increase WeWork's digital presence in Korea and increase total desk sales contribution from digital platforms
- Led digital journey of users through display ads, search ads and SEO ( Naver, Kakao, Meta, Google, Linkedin and etc
- Increased digital marketing contribution on total desk sales from 28% to 50% (in 12 month)

<IG Story Ads>



<Space to [ ] Video Campaign>



<Meta Ads>



# WeWork Creator Awards

## WeWork Creator Awards?

A global initiative to recognize and reward the creators of the world

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.

## Objective / Mission

Devise a digital Strategy to gather 1,000+ creators & 3,000+ event attendance for WeWork Creator Awards Seoul

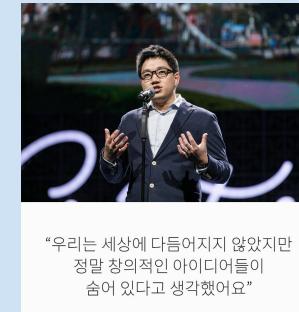
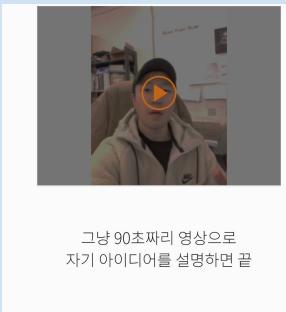
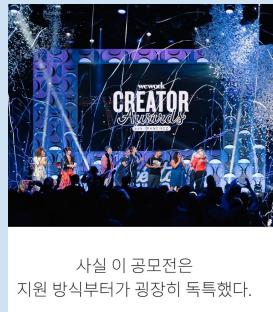
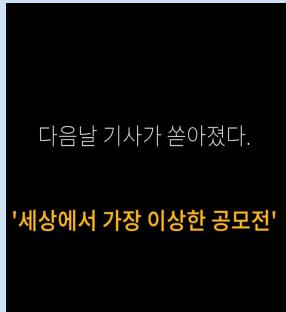


# WeWork Creator Awards

## Partnerships with vertical channels

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

WeWork x 열정에 기름붓기 - [link](#)



6,000+ Likes

1,500+ Comments

1,500+ Shares

\*Across all platforms

WeWork x eo - [link](#)



30K+ Views

181 Likes

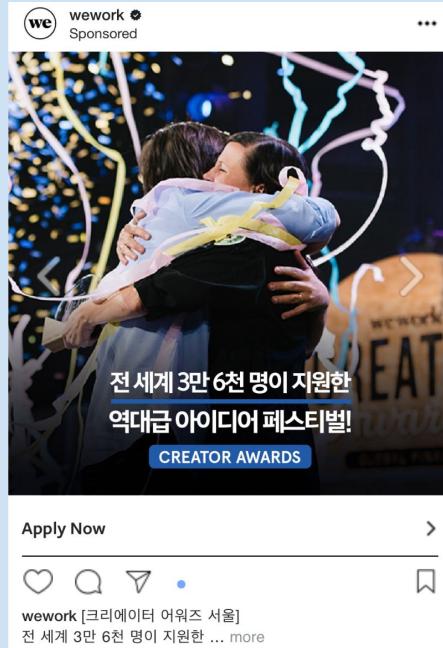
29 Comments

# WeWork Creator Awards

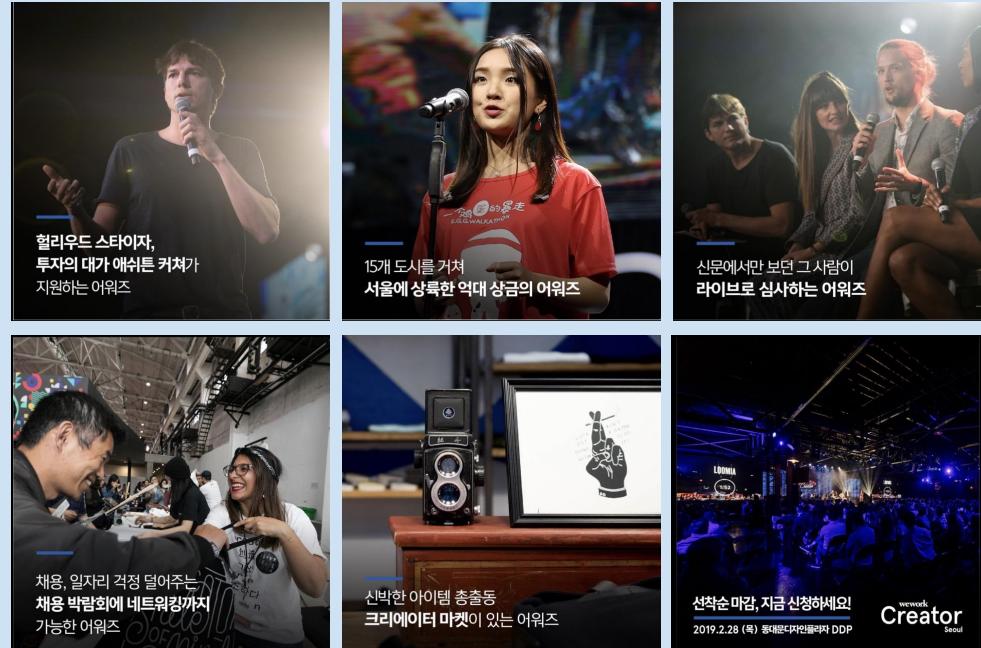
## Paid / Organic Socials

- Through platforms such as Meta, Naver Blog, Naver Jobs, GDN and etc

<IG Story Ads>



<Contents>



# WeWork Creator Awards



Number of Participants

**1,200+**

Attendance

**4,000+**

Social Engagement

**5,500+ Likes**

**1,500+ Shares**

**1,500+ Comments**

# Project #2:

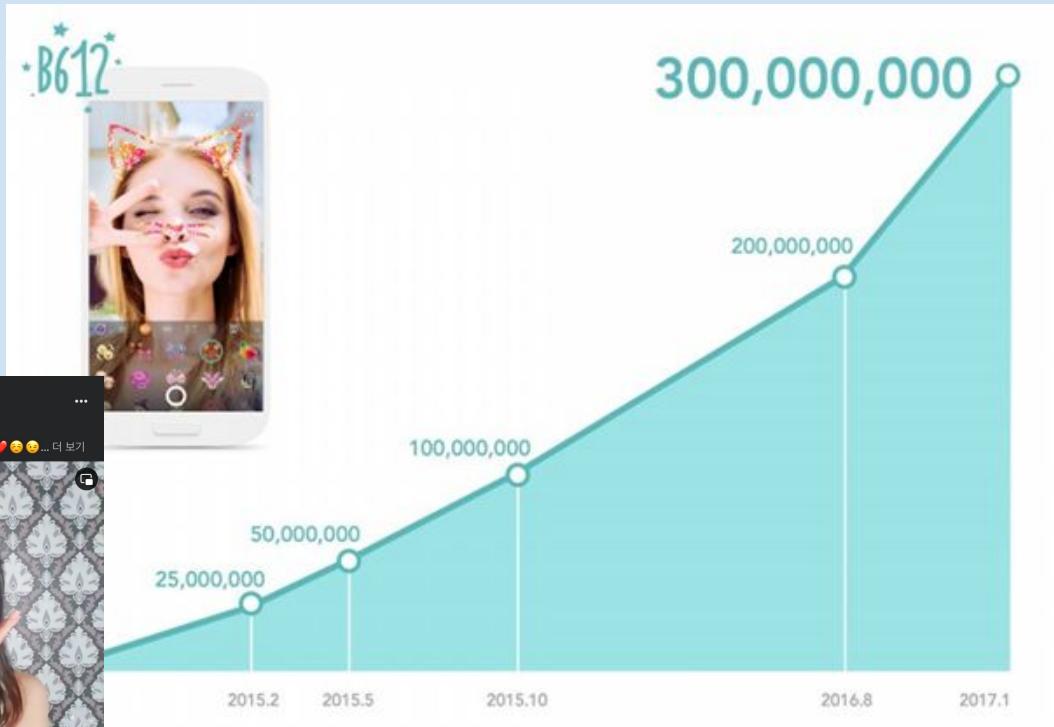
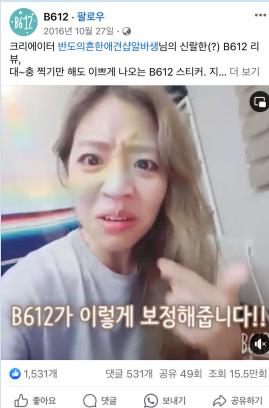
## LINE

# 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 - ‘OpenChat’ MBTI Test for teens

“What type of student are you in school?”

## Objective / Mission

An initiative to enhance conversion rate from hub page to openchats

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

## Results?

380K+ participants ( in 22 days)

88%+ completion rate

20K+ shares

<LINE Ads>



<Result Page>



<Share>



# LINE Avatar Your Avatar created by LINE

## Objective / Mission

What's the point of creating an Avatar?  
Even if I want to use it as a profile, it never turns  
out to look like me

To eliminate this perception, we held an event to  
create Avatars for users with professionals

## [\*\*“Avatar created for you” campaign\*\*](#)

## Results?

72% participants used their avatars as profile  
Data for “Avatar Share”, “Avatar Send”, “Avatar  
Create” all increased for event participants

<Completed avatars based on user photos>



# LINE - ‘OpenChat’ Quiz Fairy Campaign

## 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

Prior to implementing this feature, we organized a “Quiz Fairy Event” for admins to acknowledge and reward users in 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 - TVC Brand Awareness

ATL campaigns for APAC regions and North America and Middle East

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

<Looks - Makeup Camera>



<LINE - Middle East>



<Raven - MMORPG>

