

### POE

Microsoft PO#: 0101214757

Title: AI Skills with Influencer Collaboration

Description: Executing influencer-driven demand

strategies and optimizing engagement for AI Skills content

Vendor Name: U-STUDIO



## 1. Cover Page: 구매 내역

1. What: AI Skills with Influencer Collaboration

2. When: 2025.01.11 ~ 2025.03.28

3. Where: Seoul, Korea



### 2. Purchase Order from MS

PURCHASE ORDER# 101214757 from Microsoft Korea. The Purchase Order number (PO no) and the Microsoft contact name must appear on all shipping documents, invoices and correspondence with Microsoft Korea.

#### **Order details**

Order #: 101214757

Total cost: 54,000,000.00 KRW

Company Code: 1056

Project Name: AI Skills with Influencer Collaboration

Line Item	Delivery Date	Part Number	Description	Qty.	Unit	Price	Ext. Price	Purchase Classification	Note	Account	CC/IO
1	01/10/2025		The supplier will deliver: - Influencer engagement and video planning: Engaging influencers, planning YouTube video production, and developing storylines and scripts Video production and editing: Conducting video shoots, producing short-form content, and adding subtitles Exposure strategy development: Crafting exposure strategies and designing angles focused on GenAl and Al agents.	1.00	EA	40,500,000.00		60101100 - Learning Delivery		724043	4429020
2	03/31/2025		Demand Generation: Plan and execute strategies to maximize engagmement with the Al Skills Navigator and YouTube Al Skills content.	1.00	EA	13,500,000.00	, ,	60101100 - Learning Delivery		724117	4429020

#### **Bill To address:**

Microsoft Korea,

12th fl. Tower A, The K-Twin Towers,

50 Jongno 1 gil, Jongno-Gu, Seoul, 135-777, Korea

#### **Microsoft Contact**

Contact name: Jo Sung

Email: josung@microsoft.com

Dhone:

Pnone:

#### **Requisitioner Information**

Name: Jo Sung Email: josung Phone:

Approval Manager Email: jorgec

Invoice Approval Manager Email: josung

## 3. Quotation & Actual Spend: 사전 견적서 또는 내역서



#### **U-STUDIO**

Quotation

563, Gangnam-daero

Seocho-gu, Seoul, Republic of Korea Phone: +82-2-549-2048 /+82-10-9870-1024 Eail: pd@ustudio.co.kr / support@ustudio.co.kr

Fax: +82-2-539-2047

DATE: QUOTATION # PO#

2024-12-16 0047570020

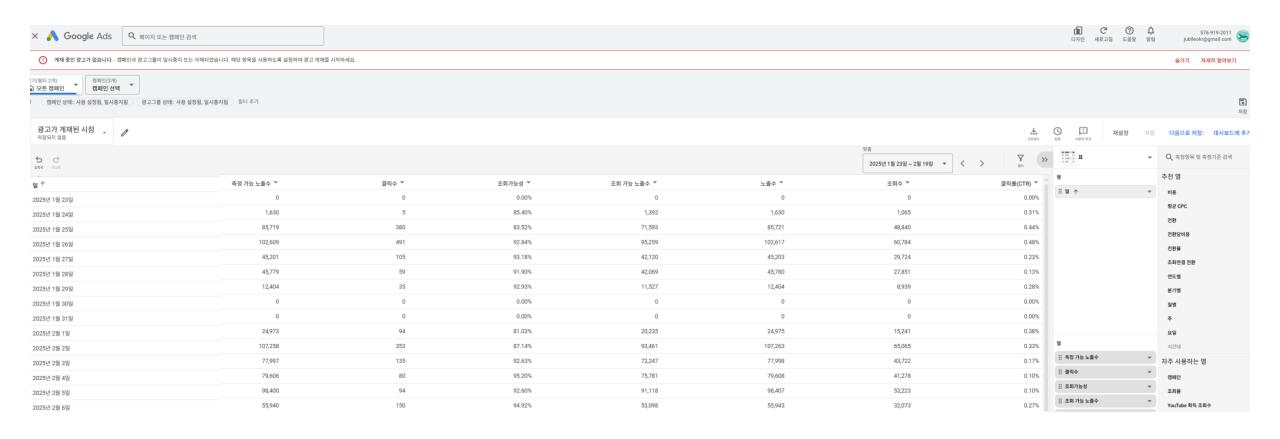
exclude VAT

010124757 **SHIP TO MICROSOFT** 

VAT Number: 451-81-00624					
DESCRIPTION	UNIT USD	QTY	UNIT		AMOUNT
Empowering individual learners - Marketing activities					
Al Skills Navigator campaign execution (influencer recruitment, YouTube video producti					
Campaign Planning (meeting , tour, scenario)	1,000,000	1	1	₩	1,000,000
Influencer channel promotion (Influencer's channel sns)	3,000,000	1	1	₩	3,000,000
-License Fee	1,500,000	1	1	₩	1,500,000
Advertisement Settings					
-Ad Optimization	4,000,000	1	1	₩	4,000,000
-Media monitoring	2,000,000	1	1	₩	2,000,000
Design work (Thumbnail , video production branding)	2,000,000	1	1	₩	2,000,000
				₩	13,500,000
					, ,
OTHER COMMENTS			TOTAL	₩	13,500,000
			Other	₩	-
			TOTAL Due	₩	13,500,000

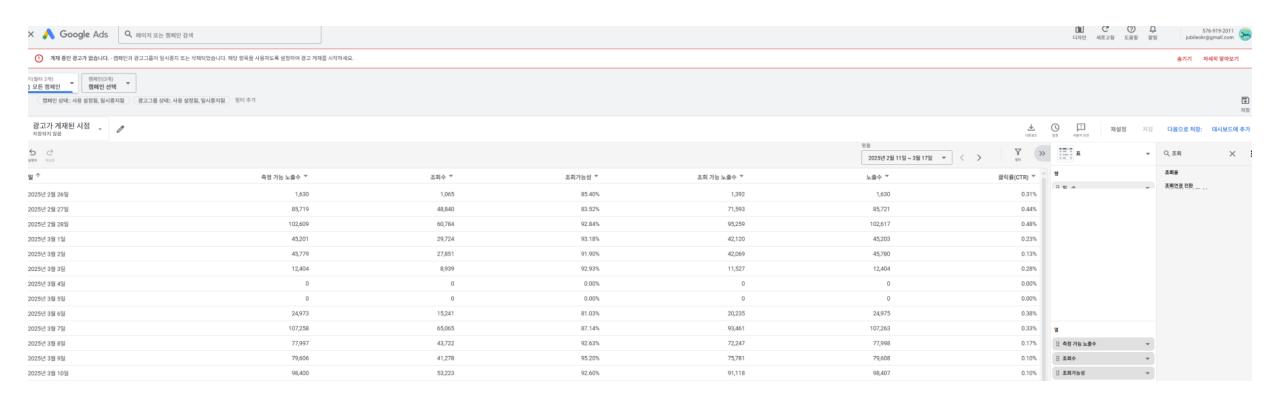


### Google Ads 계정#1 (jubileokr@gmail.com 576-919-2011)



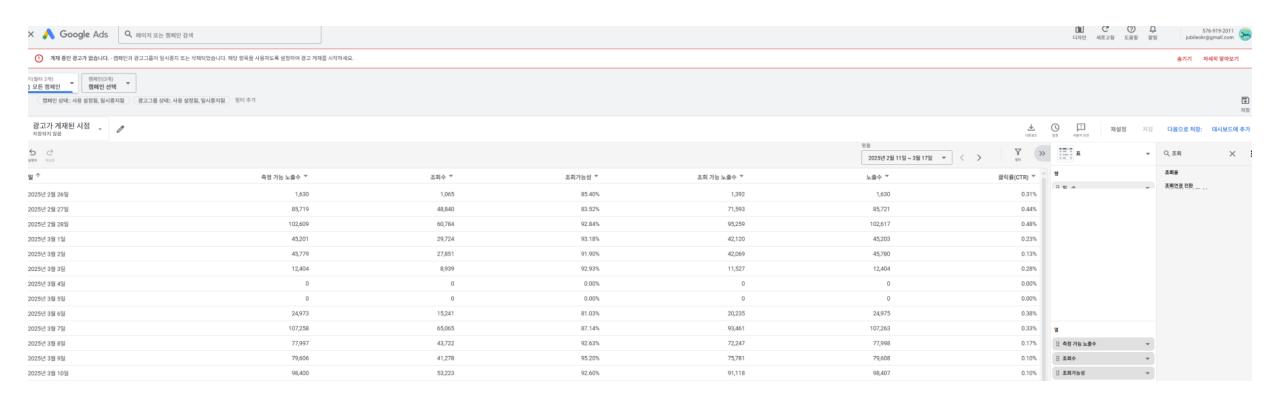


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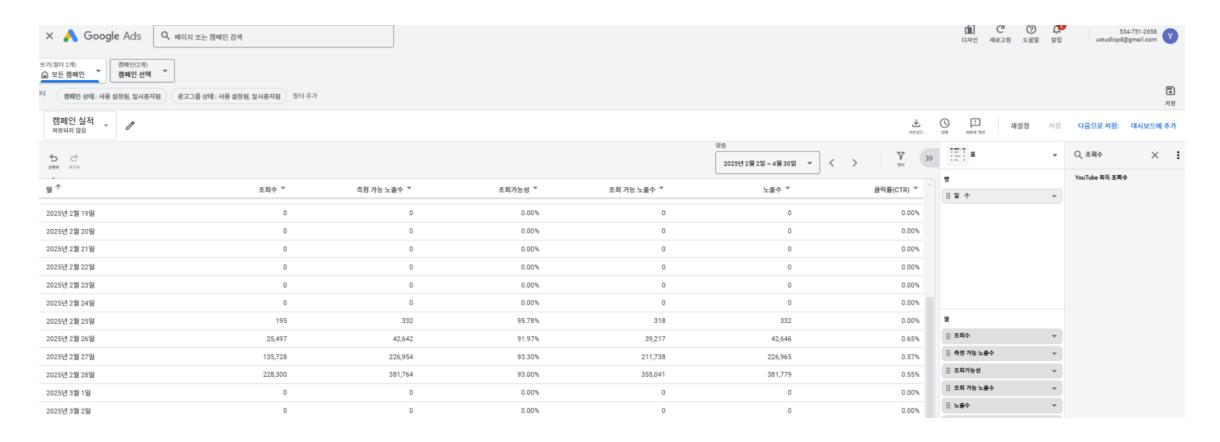


### Google Ads 계정#1 (jubileokr@gmail.com 576-919-2011)





Google Ads 계정#2 (<u>ustudiopd@gmail.com</u> 534-751-2658)



## 유튜브 광고 집행



- \* Since we do not have channel management permissions, we cannot check the exact unique views.
- \* Therefore, we estimate and provide the unique views based on people who were first reached through advertisements.
- \* Estimated unique views as of 2025/3/28.



마이크로소프트 x 미미미누 AI 허수판독기 ep1 : : AI로 유튜브 기획안 만들기

조회수 60만회 • 2개월 전

Al Fraud Detector – Real or Fake? - Al-Powered YouTube Content Planning	Impressions	View Conversion Rate	Views			
Current total YouTube views						
Campaign1	273,740	58%	158,691			
Campaign2	41,082	66%	27,061			
Campaign3	22,167	58%	12,845			
Campaign4	390,307	60%	234,179			
Campaign5	32,474	32%	10,279			
Estimated unique views through the campaign						
Views not acquired through campaign			163,182			



마이크로소프트 x 미미미누 AI 허수판독기 ep2 : :

조회수 45만회 • 1개월 전

Al Fraud Detector – Real or Fake? - Leveraging Al Agents	Impressions	View Conversion Rate	Views		
Current total YouTube views					
Campaign1	48,723	66%	32,371		
Campaign2	31,348	56%	17,517		
Campaign3	25,952	57%	14,891		
Campaign4	261,415	59%	155,541		
Campaign5	63,648	64%	40,814		
Estimated unique views through the campaign		261,134			
Views not acquired through campaign			194,529		

### Media Monitoring - Microsoft Korea Youtube



https://youtube.com/playlist?list=PLGh\_JNxzXsX-XHmkraFEBaQN9QS\_VZrBA&feature=shared

# Mirosoft Korea 유튜브 업로드 미미미누 영상 2편

Total View: 1,050,000



마이크로소프트 x 미미미누 AI 허수판독기 ep2: :

조회수 45만회 • 1개월 전



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