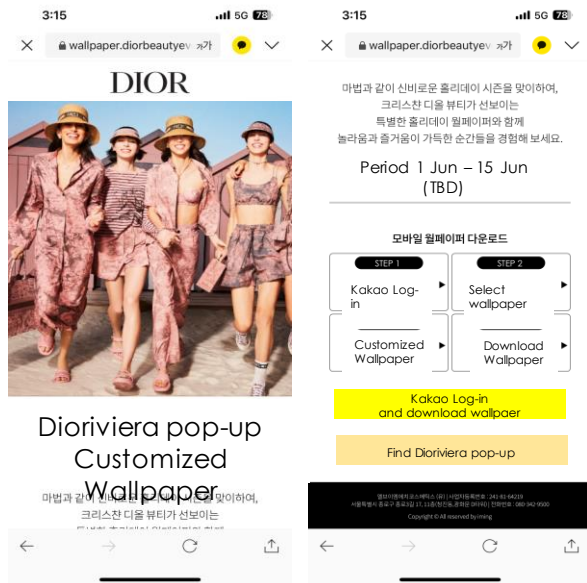
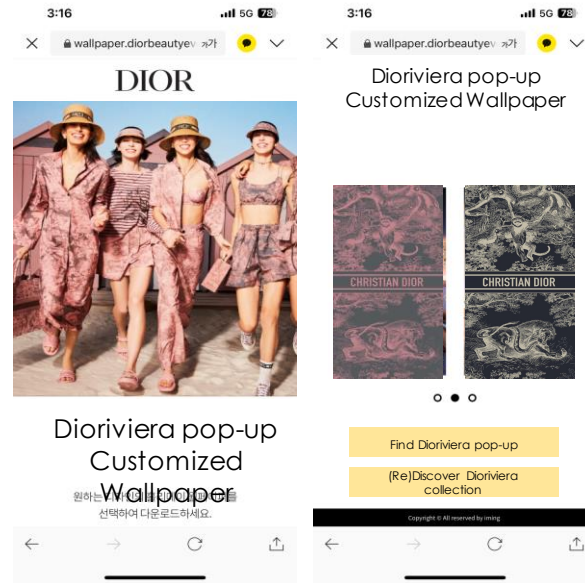


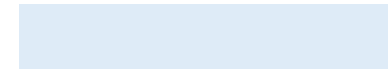
- **Objective:**
 - 1) Recruit new fans via Kakao sync (compulsory before customizing wallpaper), 2) Drive traffic to Dior.com, and 3) Drive traffic to Dioriviera pop-up booking
 - **Launch date** Jun 2024 to support Dioriviera pop-up in Korea (TBD / Event period has not fixed yet)
 - **Creatives** the mix of Permanent and Dioriviera Motif
 - **Customized motif** Similar to ABC Dior, it would be great to pick-and-choose ENG initial and a few shapes (e.g., ★♥)
 - **Micro-site on DIOR.COM**
 - Wish to track all data via Google Analytics to capture paid digital actions to support this event
 - Wish to embed 2 buttons on this page (a) KAKAO Sync (b) Dioriviera pop-up
- *Note that it would be great to share the number of clicks per each button to track data after this event



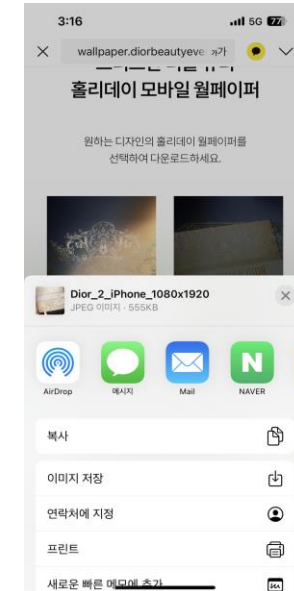
Step 1. Navigate Dior.com



Step 2. After KAKAO log-in, activate customized wallpaper button



Choose
customized wallpaper
(e.g. ENG initials)



Step 4. Download wallpaper



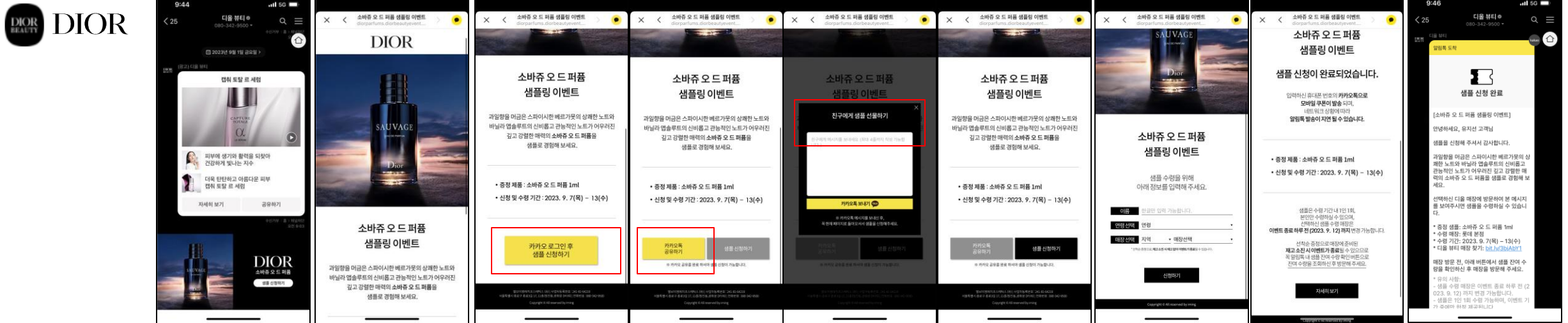
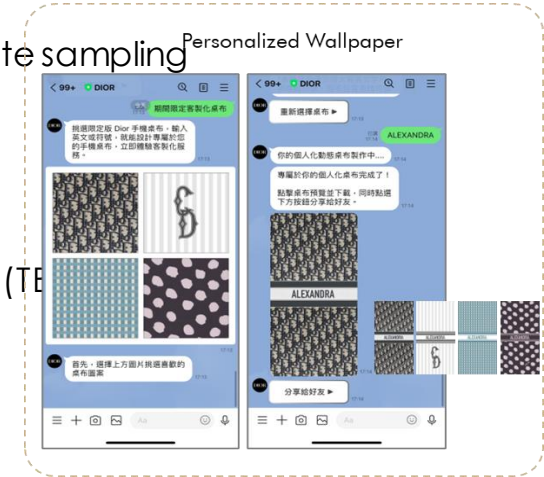
- PCD used microsite for its SAMPING EVENT with DIOR SAUVAGE which the USERS had to join via Sync to participate sampling

User Journey for PCD

- Step 1 – Run Bizboard to recruit new fans and send Push Message to existing fans
- Step 2 – Landing to microsite on dior.com
- Step 3 – Log-in with Kakao Sync (automatically becomes Fan)
- Step 4 – Leave details for sampling pick-up

IMPLICATION FOR CDC : Micro-site into Dior.com for customized Wallpapers to boost up DIORIVIERA POP-UP in June (TBD)

- Step 1 – Run Bizboard/Moment to recruit new fans and send Push Message to existing fans
- Step 2 – Landing to microsite on dior.com
- Step 3 – Log-in with Kakao Sync (automatically becomes Fan)
- Step 4 – Create your own Wallpaper and download



GET SAMPLE
AFTER KAKAO
LOGIN

SHARE NEWS
THROUGH
KAKAO

SHARE LINK TO
FRIENDS

REGISTER FOR SAMPLE

- To discuss further with HQ/RG teams on User Journey, timings, R&R and budget