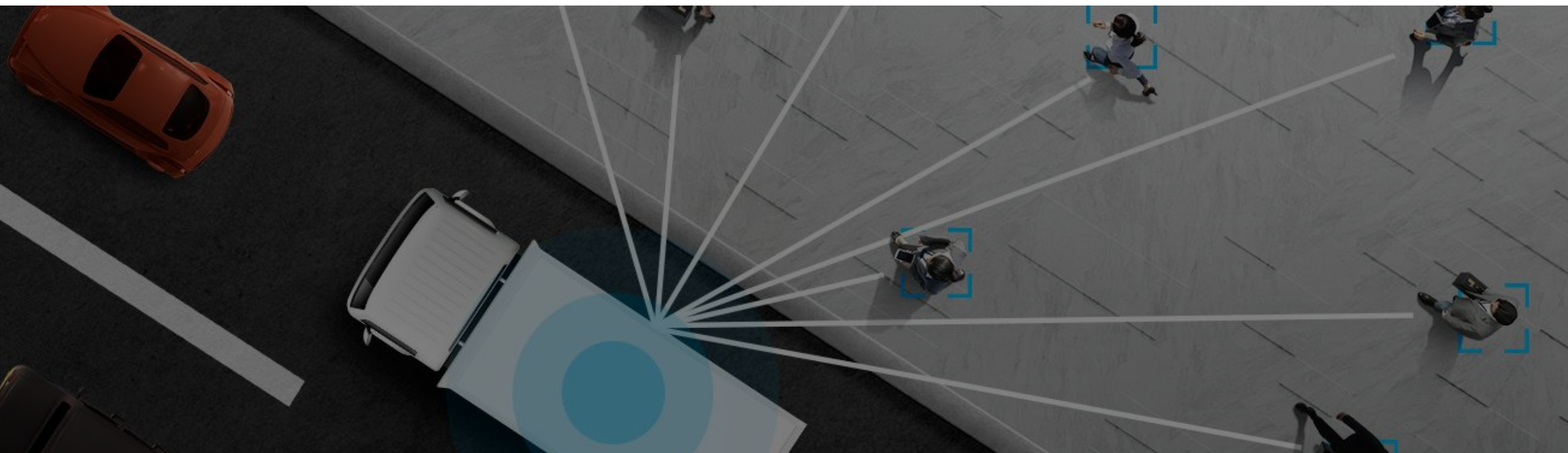


Performance Branding Media

# Dalgo-T





Dalgo-T, Right in Front of the Consumer's Eyes

Closer.  
Bigger.

Dalgo-T is a digital billboard that seeks out its target audience.  
Unlike typical outdoor media, it offers a distinct URBAN MEDIA EXPERIENCE,  
following the steps of city consumers and filling their media experience.

Dalgo-T Screen (3m) → Average Distance to Audience: 5m → **Perceived Size: 100** Large  
Outdoor Screen (15m) → Average Distance to Audience: 50m → Perceived Size: 25



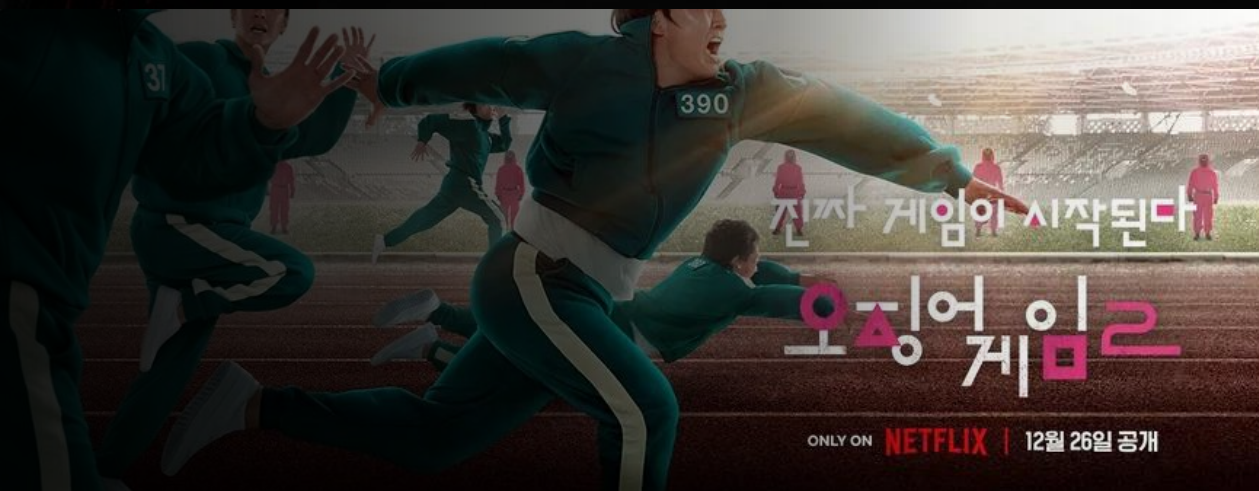


## Moving Media Dalgo-T

# Active Branding

Experience dynamic digital visuals on the moving media Dalgo-T, creating an active branding effect where media, content, and consumers engage together.

#Entertainment  
#Games  
#Sports  
#Automobiles  
#Outdoor





# Dalgo-T Records Numbers

## AI + Mobility

Advertising performance is measured in numbers. Dalgo-T uses an AI camera to analyze pedestrians and provides insights into **"the performance of my ad."**



The AI camera installed in the vehicle tracks pedestrian gaze and analyzes audience numbers, gender, and age in real-time to measure ad performance.



Dalgo-T travels in the right lane, capturing pedestrians' attention. It uses data and GPS to identify high-density areas and optimize its route.



Dalgo-T learns pedestrian characteristics by region, weather, and time to deliver environment-responsive, programmatic, optimized ads, maximizing performance.

# Dalgo-T: An AI That Learns Every Day

## Programmatic Advertising Optimization

Advertising does not always deliver the same results.

The best performance is achieved when the target audience and environment perfectly match my ad.

By learning viewer characteristics, region, weather, and day/night factors, we deliver optimized ads that enhance performance.

Programmatic Targeting Conditions

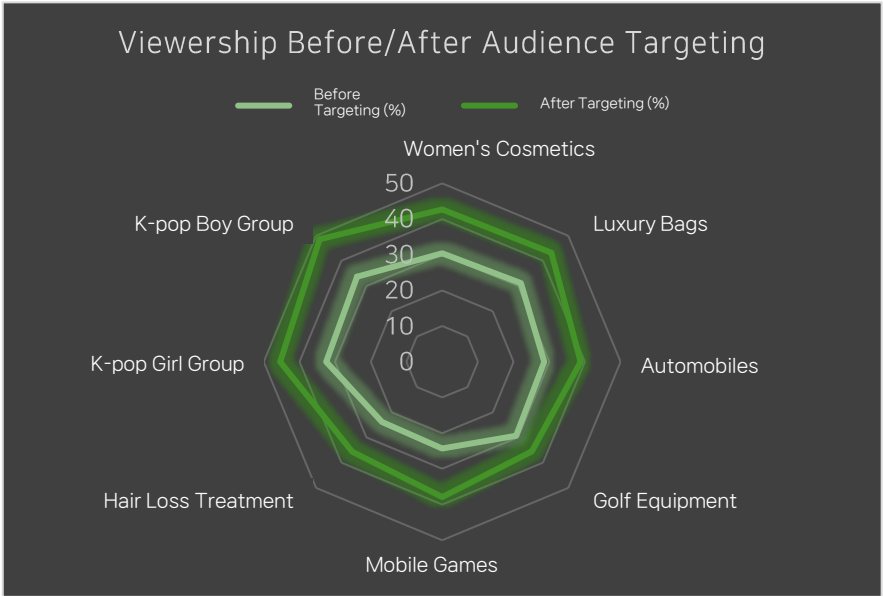
Ad Categories	Target Gender	Target Age
Women's Cosmetics	Female	20s to 40s
Luxury Bags	Female	30s to 50s
Automobiles	Male	30s to 50s
Golf Equipment	All	40s to 60s
Mobile Games	Male	Teens to 20s
Hair Loss Treatment	All	40s to 60s
K-pop Girl Group	Male	Teens to 30s
K-pop Boy Group	Female	Teens to 30s

Comparison of Engagement Results Based on Targeted Ad Delivery

Viewership  
**40%  
Increase**

Viewing Time  
**67%  
Increase**

Ad Performance  
**36%  
Increase**





Dalgo-T, Bringing Content to Life

# Eye-catching Panorama

A method to imprint my product and brand in the consciousness of consumers. The show window lined up in front of them captures customers' attention.

"Maximize branding impact by configuring a panorama product."

\*Can be packaged with large billboards at landmarks





## Coverage Product

# Dalgo-T, Reaching Even Hidden Targets

## Coverage & Targeting

"Set targets and regions to achieve maximum results within the timeframe."



Dalgo-T groups disperse into target-dense areas, achieving high reach performance within the period. Exposure to 1 million people within 5 days

\*Based on AI camera measurements



"Maximize performance by configuring a coverage product."

Can be packaged with selected target regions

Dynamic Presentations with Dalgo-T

# Custom Tuning, Creative Content

Unified branding is possible through wrapping and custom paint.  
Attract attention with VR, 3D, and creative content.

## Custom Tuning



## VR, 3D Content



## Interactive Content







# Limitless Channels

The entire urban area becomes  
our branding channel

The only legally approved truck media platform in Korea.

Regulatory Sandbox: "A digital signage advertising platform using trucks"  
Fully compliant with all conditions set by  
relevant government ministries and local governments.



## RISK ZER






Protect your valuable brand with Dalgo-T, a legal media!

Responsibility and Trust,

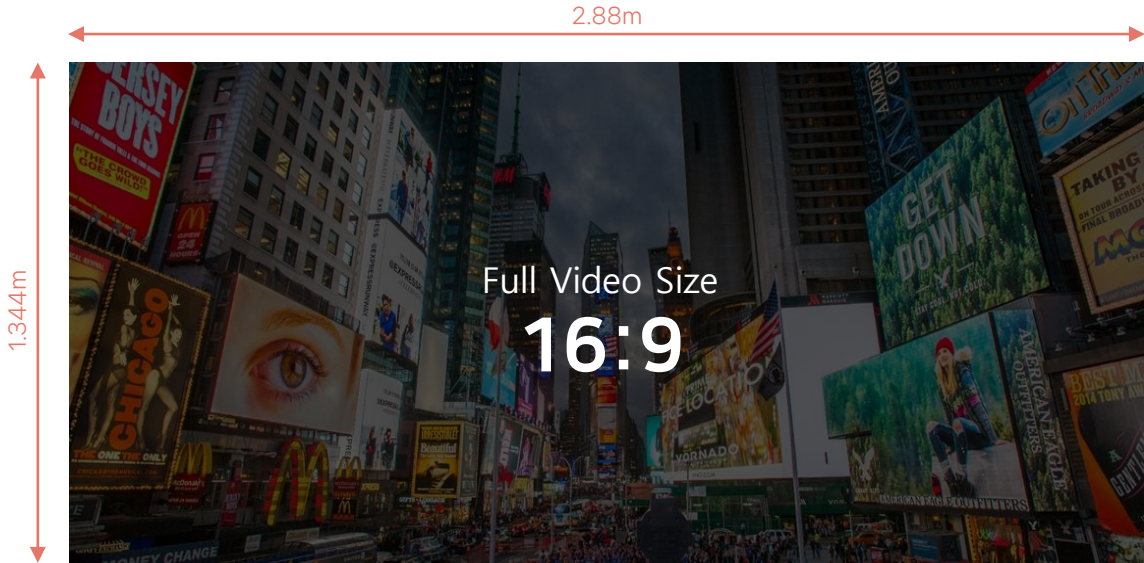
From A to Z

Planning, operation, and specialized reporting all in ONE-PASS.

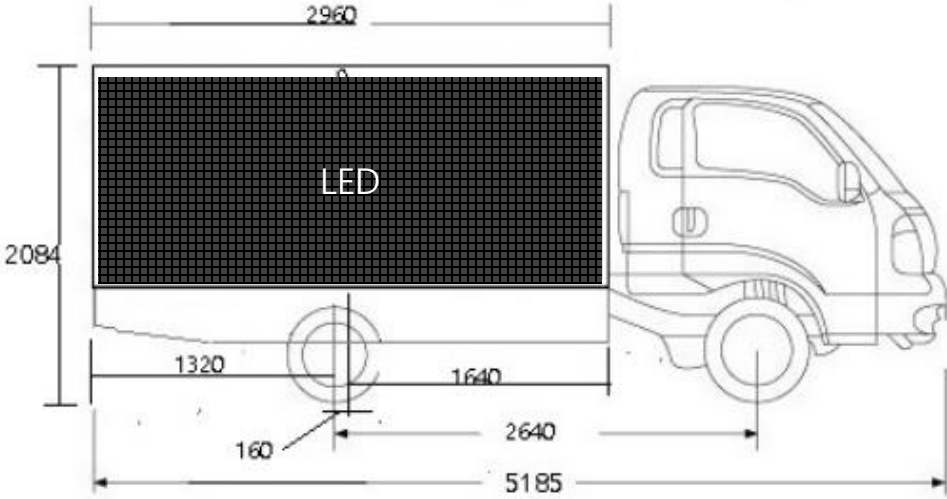
					
	Basic Type		Panorama Type		Coverage Type
Operation Methods	1 slot / 1 Unit	Turnkey (16 slots)	Turnkey / 3 units		Turnkey / 3 units
2-week advertising fee	2,000,000 KRW	20,000,000 KRW	50,000,000 KRW		60,000,000 KRW
4-week advertising fee	3,000,000 KRW	40,000,000 KWR	90,000,000 KRW		100,000,000 KRW
3-month advertising fee	8,000,000 KRW	110,000,000 KWR	250,000,000 KRW		270,000,000 KRW
Operating Hours	11:30 AM - 8:00 PM (including 1 hour 30 minutes break)		11:30 AM - 8:00 PM (including 1 hour 30 minutes break)		11:30 AM - 8:00 PM (including 1 hour 30 minutes break)
Services	Specialized Report	Specialized Report, Wrapping (for 4 weeks or more)	Specialized Report, Wrapping		Specialized Report, Wrapping



Dalgo-T Specifications



✓ Front vehicle wrapping and painting possible with turnkey service.



Media Length	Panel	LED Size	Production Guide	File Format
15 seconds File size below 150MB	One right-side panel	2,880 X 1,344 mm (2.9mm pitch)	16 : 9	MP4, MOV, PNG JPG, JPEG etc.

## URBAN MEDIA EXPERIENCE

We build success experiences  
with our clients.





## We ensure to achieve our clients' **KPI**.

Providing a marketing solution based on data

that offers experiences unavailable in offline advertising.

An innovative company driving change in the advertising market  
through artificial intelligence (AI) technology.

### Comprehensive Marketing Planning

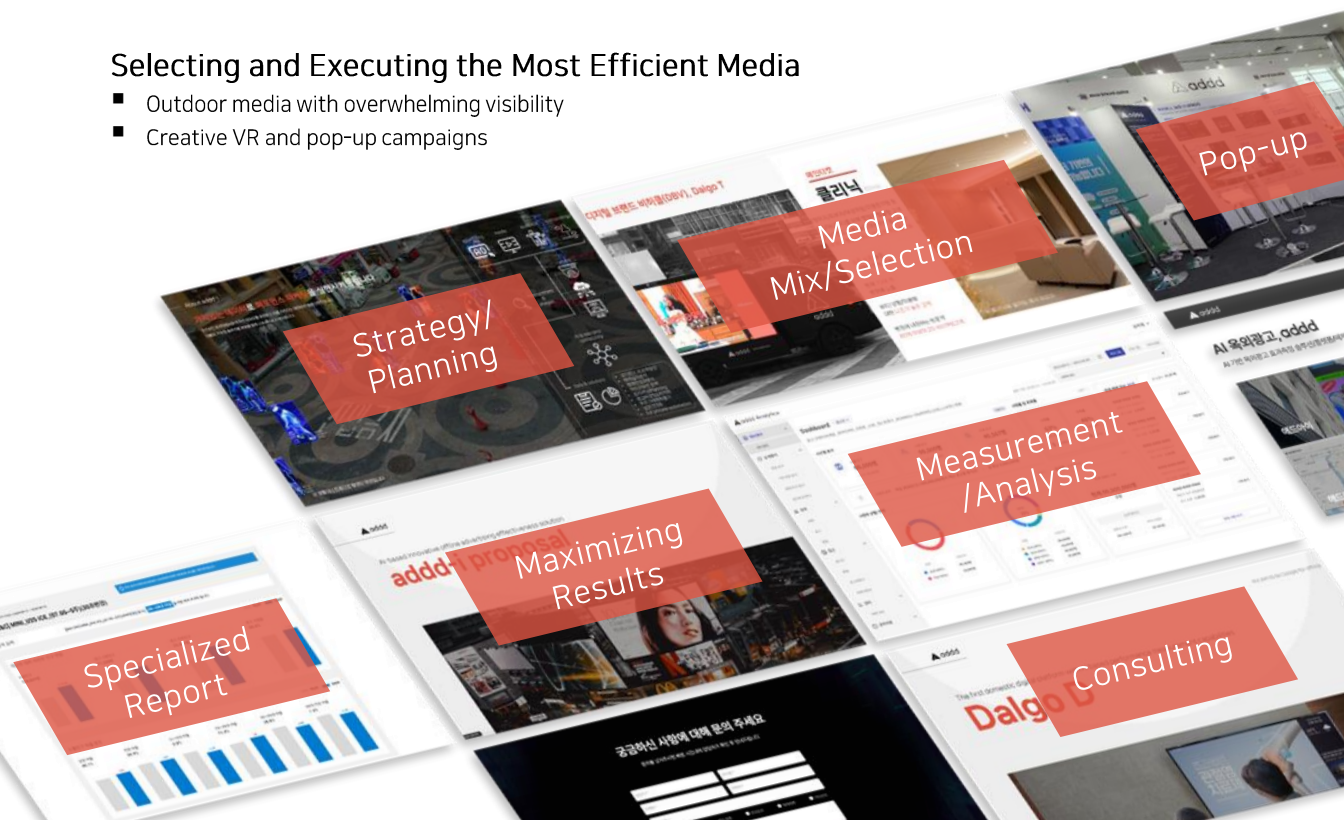
- Setting goals, branding strategy
- Campaign planning
- Optimized media mix strategy

### Selecting and Executing the Most Efficient Media

- Outdoor media with overwhelming visibility
- Creative VR and pop-up campaigns

### Maximizing Performance

- Maximizing results with no waste
- Targeted advertising using data and AI
- Free expert consulting



With addd, **clients**  
have achieved

# 440%

Increase in ROAS

# 80%

Reduction in Advertising  
Costs

# 5760hr

Hours of Increased Work  
Efficiency Per Year

Through clients,  
**addd** has achieved

## Over 10 Billion

Data Objects Analyzed

*\*World's No. 1*

## Over 300

Smart Media Units Owned

*\*World's No. 1*

## 1350%

Growth in Sales



add

**Marketing is about numbers**

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