

Advertising Agency Collaboration Proposal



A Specialized Advertising Company Solving Client Challenges with Data

Breaking Down Barriers with Numbers and Data

addd is a team of professionals who solve problems using numbers and data. We break down the walls between problems and solutions, as well as the boundaries of fixed ideas, to deliver optimal results.

By utilizing advanced marketing tools and data, we achieve the best outcomes without unnecessary expenses. As a comprehensive agency, we cover all areas of marketing, including offline channels.

We are committed to delivering proper marketing solutions for our clients—every time.

addd Co., Ltd.

CEO

Ahn Sang-Hyun

Established

April 2018

Employees

30

Address

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Online + Offline Marketing

The Technology and Expertise of addd That Others Can't Match

Marketing requires advertising strategies tailored to the goals and objectives of a business.

- Possesses the only solution in Korea for measuring offline marketing performance.
- Owns the largest smart media network in Korea, enabling performance measurement and targeting.
- Provides tools for maximizing online and offline marketing effectiveness and strategy.
- Certified as a marketing data production company by the Korea Outdoor Advertising Center.

addd is committed to driving the growth of its clients' businesses, focusing on their success, and analyzing challenges at their core to deliver goal-oriented results.

The Only Solution in Korea

Measures marketing performance across all online and offline channels, offering insights through cost optimization algorithms

The Largest Smart Media Network in Korea

Operates over 2,500 smart offline media platforms, providing targeting and performance measurement

Marketing Strategy Tools

Optimizes marketing strategies through analysis of businesses, products, consumers, and market partners

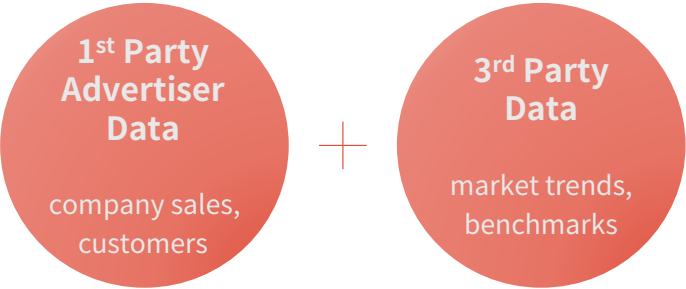
Certified Marketing Data Production Company

Collaborates with the Korea Outdoor Advertising Center to lead the data-driven ecosystem of the Korean advertising industry

Thorough Environmental Analysis: The Foundation of Effective Strategies
Clear goal-setting is essential for creating strategies that resonate with the market

Business and marketing are interconnected. Understanding a company's stage, product value, competitive environment, and target audience is crucial for starting any business or marketing initiative.

By treating the client's business as its own, addd meticulously analyzes 1st Party Data (e.g., company sales, customers) and 3rd Party Data (e.g., market trends, benchmarks) to craft optimal marketing goals and strategies.



01 Environmental Analysis

Corporate Analysis	Product Analysis	Market Analysis	Benchmarking
<ul style="list-style-type: none">• Industry type• Sales• Service model• Positioning	<ul style="list-style-type: none">• Category• Features• Strengths• Awareness	<ul style="list-style-type: none">• Competitors• Competing products• Market growth rate, Consumers	<ul style="list-style-type: none">• Marketing trends• Success cases

02 KEY Outputs

Brand positioning, Differentiated value propositions, Target personas, Optimal budget and timeline

03 Goal & Plan Development

Setting marketing KPIs	Establishing consumer-focused directions	Creating an annual marketing plan
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Brand Positioning

Predicting dynamic environmental changes to position in high-opportunity areas

Brand Future Positioning (BFP) Model

- 1

Meta Data Collection

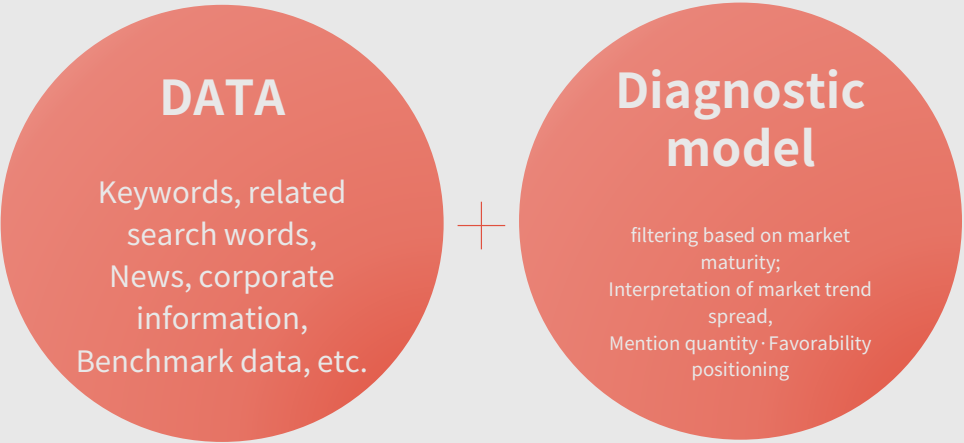
Keywords, VoC, News, Corporate information
- 2

Current Status Diagnosis

Positioning, product awareness, market growth rate
- 3

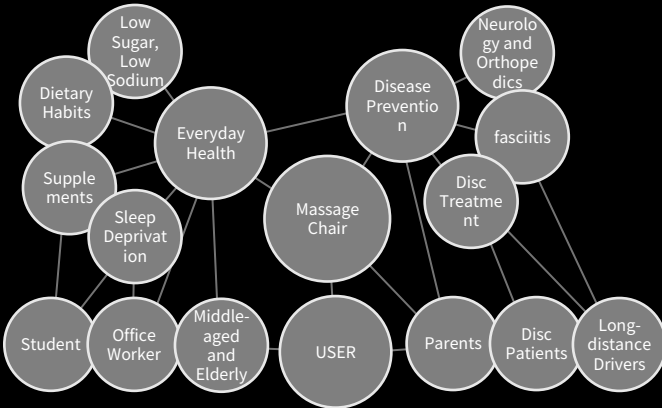
Future Opportunity Positioning

Market trend analysis, brand strategy map



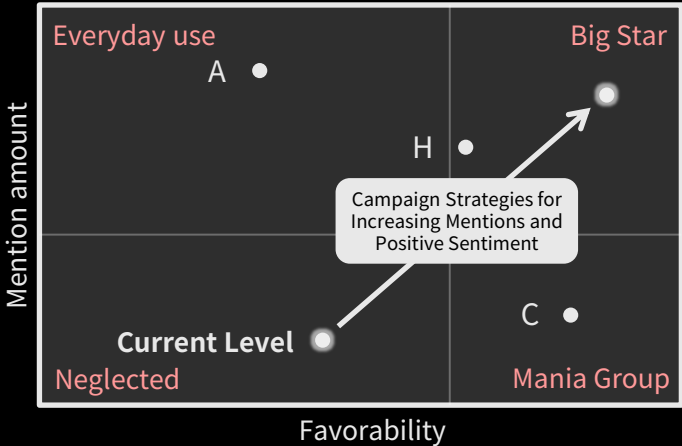
Market Trend Expansion Analysis

Analyzing the characteristics and trends that users prefer, centered around the brand, to expand its relevance.



Brand Positioning Strategy Map

By comparing consumer perceptions of competing brands, identify areas for improvement and establish the necessary brand direction.



Differentiated Value Extraction

Enhancing Differentiation and Refining Key Attributes through Competitive Environment Analysis

Differentiated Value Extraction Model – USP (Unique Selling Point) Model

1 Meta-data Collection

KBF* research, e-commerce reviews, related keywords

2 Differentiation Points by Element

Brand identity enhancement, in-depth analysis

3 Differentiated Value Extraction

Refining key attributes, deriving core keywords

Data

KBF survey data, SNS VoC, e-commerce reviews, related keywords

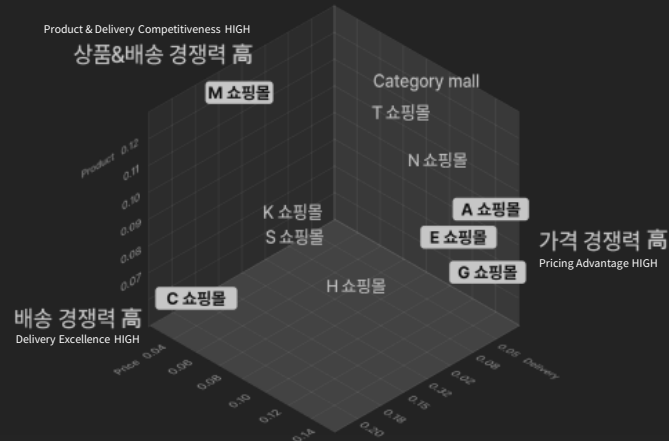
Extraction Framework

Analytical processes, brand archetype analysis, and value-based refinement of key attributes

* KBF : Key Buying Factor

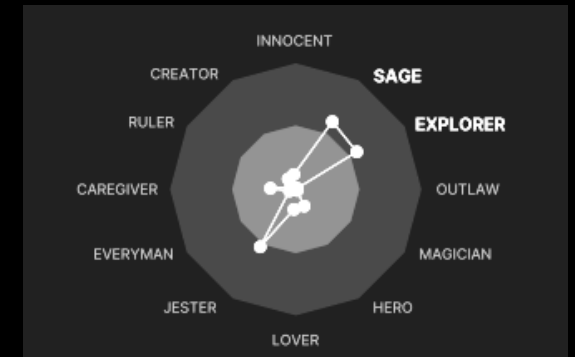
Differentiation Points by Element

Deriving Brand Identity from a Consumer Perspective Utilizing competitive comparisons to identify and interpret brand identity comprehensively



Extraction of Unique Value

Analyzing strengths within similar brand groups and redefining appeal points through emphasized keywords



SAGE & EXPLORER

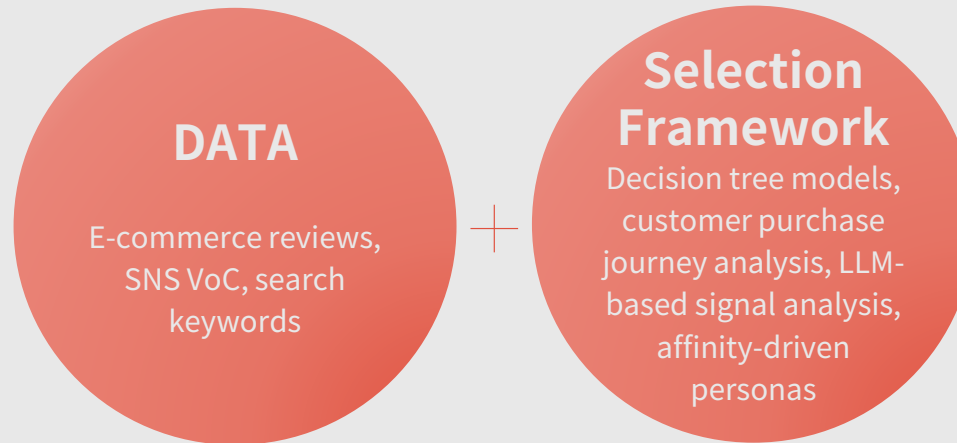
Projecting a professional and adventurous image

Target Persona Selection

Precision Targeting to Identify Consumers to Engage Through Purchase Journey and Affinity Analysis

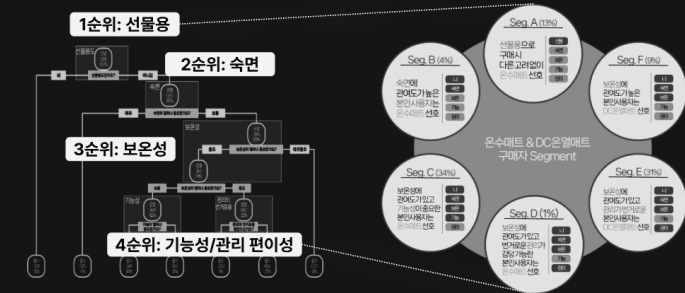
Target Persona Filtering Model – TPF

- 1 Meta-data Collection**
E-commerce reviews, VoC, keywords
- 2 Consumer Analysis**
Purchase journey, signal analysis, persona segmentation
- 3 Strategic Target Selection**
Setting targets based on affinity levels



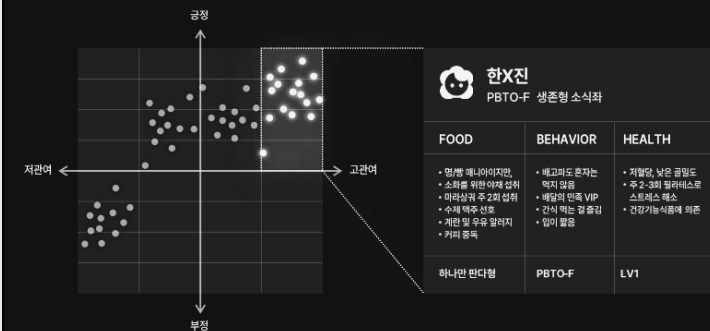
Signal Analysis by Purchase Journey

Identifying priority factors during product purchase and analyzing distinctive elements for each buyer profile



Target Selection Based on Engagement

Precision targeting of consumers through engagement level assessment and persona classification to identify strategic audiences



Client-Customized Marketing Plan

Proposing an Optimal Marketing Plan to Set and Achieve KPIs Most Needed at Present

Marketing Plan Development Process

- 1 **Summary of Results by Analysis Model**
Brand Positioning, Unique Value Proposition, Target Audience
- 2 **Consensus Building with the Client**
Establishing specifics: Budget, Timeline, Concept, and Objectives
- 3 **Optimized Marketing Plan**
Marketing KPIs, Conversion KPIs, and Expected Outcomes

< Example Marketing Plan >

“Add Fantasy” Mobile Game Launch	
Objective	Achieve top-13 ranking in mobile arcade game apps within two months of launch
Marketing KPI	GRPs/Reach of 7 million
Conversion KPI	Achieve 40,000 app downloads in the first month; MAU of 10,000 users
Timeline	October 4–November 15 (37 days)
Budget	₩700 million (approx.)
Execution Strategy	Online (SNS/OTT: 30%, portals: 15%, influencers: 12%) and offline (screens: 35%, POP displays: 8%) channels
Expected Outcome	Average ROAS of 300% over six months

Creative Contents

Theme Planning Aligned with the Goal of Delivering Messages That Transform Consumer Perception

To shape the company's image,
build readership,
and foster communication with consumers
through impactful content that bridges the brand with
its audience

Authenticity

Discovering unique messages and authenticity that only the brand can deliver.

Analysis

Analyzing communication processes to identify what to retain or change for differentiation.

Experience

Understanding how consumers can experience the brand and creating intimate connections.

Solution

Proposing content rooted in creative strategies to deliver solid brand experiences.

Creative Production: From Banners to the Metaverse

Contents that permeate consumer characteristics by channel

Promotion planning to vertically increase sales

#Customer Experience

#Campaign

#Device Experience

#Online Experience

#Company Introduction

#Interaction

#Pop-up Store

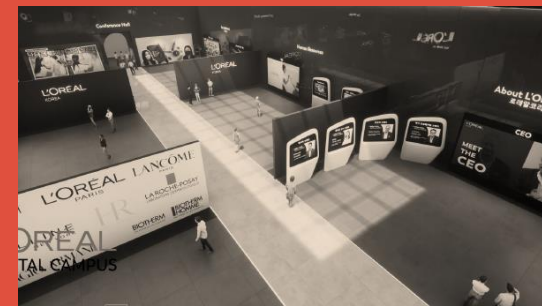
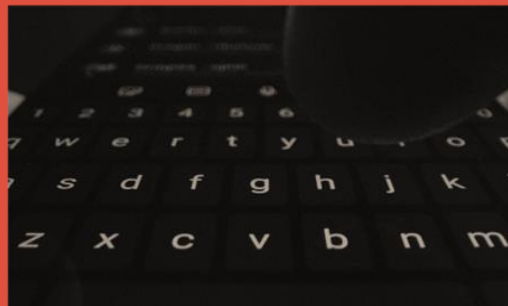
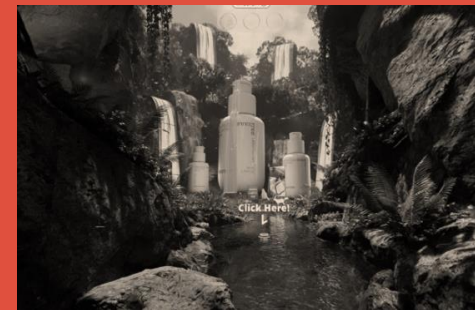
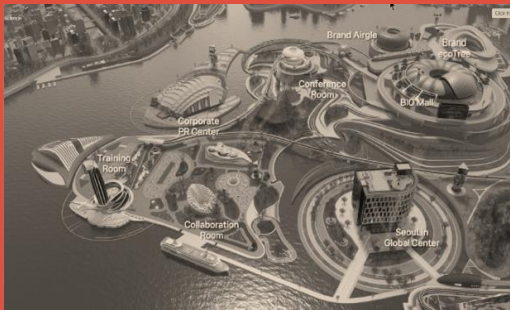
#Product Showroom

#Live Streaming

#3D Product

#XR Exhibition

#Virtual Showroom



Optimization of Online and Offline Marketing Channels

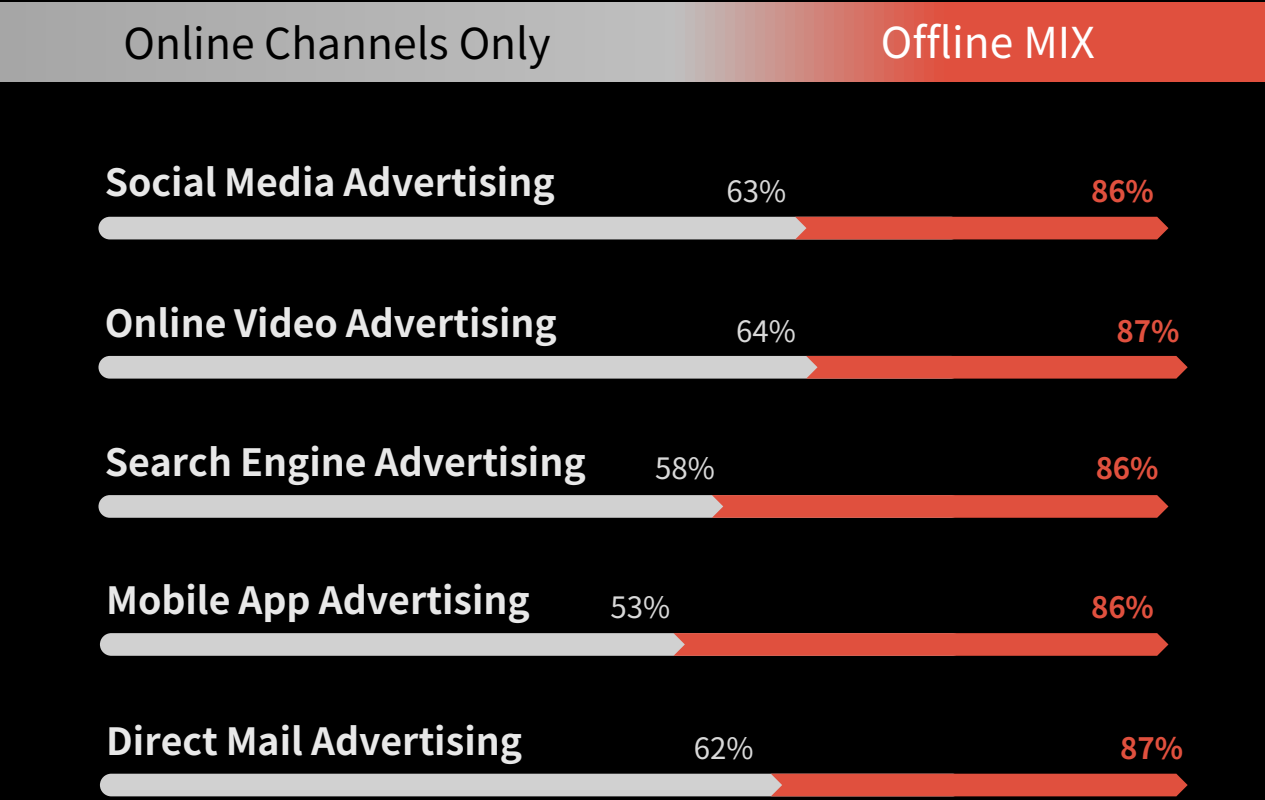
Maximizing Synergy by Efficiently Mixing Online Media and Digital Out-of-Home Media

Cookieless Policies and Consumer Fatigue with Online Marketing
Online Marketing Alone is Less Effective.

We Know How to Integrate Offline Advertising for Optimal Results.

We Predict Offline Media Performance to Create the Optimal Mix,
Generating Higher Synergy with the Same Budget.

Advertising Reach Differences:
Online + Offline MIX



“23% Increase in Advertising Reach by Mixing Offline DOOH”

* COMMA(Canada Marketing Association), 2023

Outdoor Advertising Effectiveness Measurement Solution

Performance Prediction and Precision Targeting for Offline Advertising through Vision

AI-Based Outdoor Advertising Effectiveness Measurement

1. Real-Time Analysis via Media Front Imaging

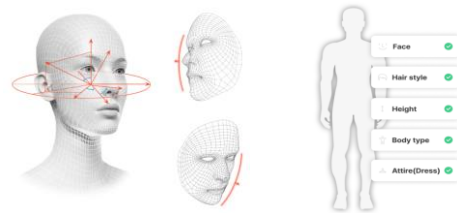


Camera



Analysis Device

2. Real-Time Execution of Three Deep Learning Models



3. Audience Characteristics (Gender & Age) and Ad Engagement (Views & Attention)

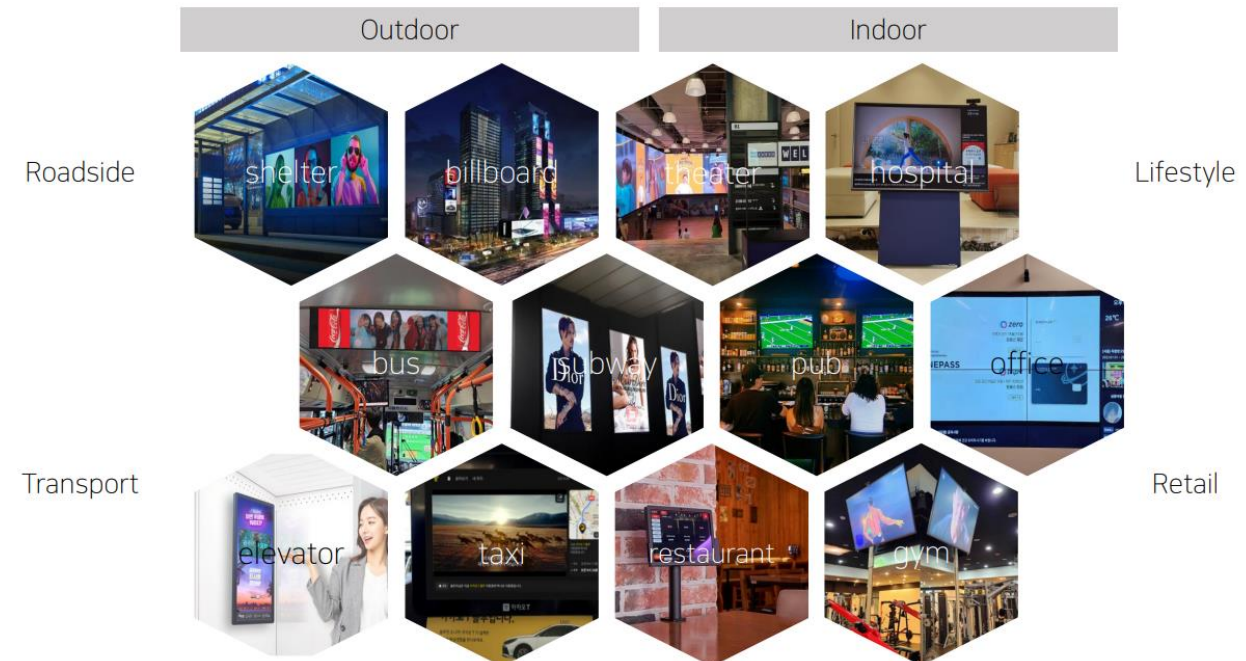


5. Visualization on a User-Friendly Web Dashboard



4. Integration of Advertising Metadata

Deployed Across Over 2,500 Digital Out-of-Home Media Locations Nationwide
Target-Based Media Selection for Maximum Efficiency



Integrated Media Services

No More Endless Calls for Advertising!

One-Stop Advertising Management Aligned with Media Strategy

Online

All Digital Media
SNS, Naver, Kakao, Google



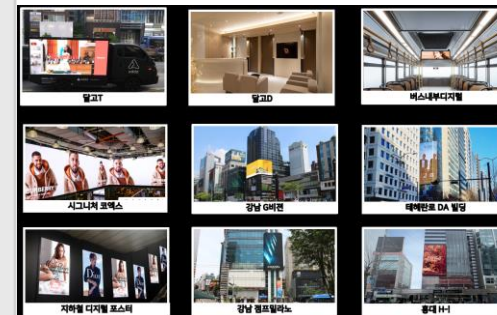
TV

Various Popular Channels
General Programming
Networks, IPTV



DOOH

All Outdoor Media
Large Billboards, Subways,
Buses, Trucks, Lifestyle Media



Event

Pop-Up Stores, Exhibitions, VR



Data-Driven Marketing Intelligence Tool

Performance Begins with Accurate Measurement.

Without Knowing the Results, There's No Room for Growth.

If You Can't Accurately Analyze the Results of Your Efforts,
It's Hard to Improve Current and Future Performance.

What Worked Well,
What Fell Short,
And Why It Happened.

By Collecting Data from all Executed Channels
And Integrating Advertising Responses for Analysis,
We Develop Continuously Improving Performance Marketing Strategies.



Data Integration & Visualization

Efficiency Analysis by Channel

Campaign Performance Analysis & Insights

KPI Management

Data Integration & Unified Analysis

By Building an Online and Offline Data Collection Environment,
We Integrate and Manage the Performance of All Channels.

1 Online Data Collection
SNS, Portals, OTT

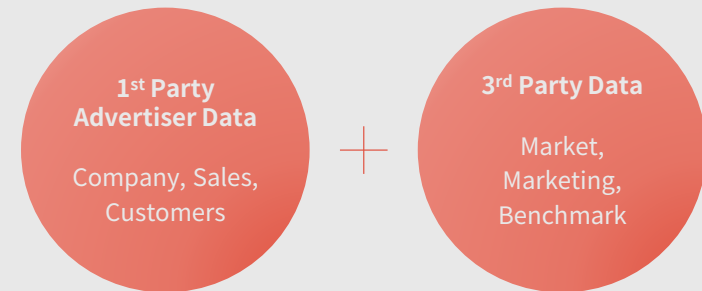
2 1st Party Advertiser Data
Sales, CRM, DMP

3 Data Integration Platform
Integrated Management of 1st Party + 3rd Party Data

1 Offline Data Collection
DOOH, IPTV, Pop-Up Stores

2 Online Advertising / Purchase-Based Data
GA, AA, Firebase, MMP

2 Offline Advertising Data
add-link, Nielsen, API



Analysis Visualization & Marketing Insights

We Diagnose and Improve Issues through add's Unique MI (Marketing Intelligence) Tool.

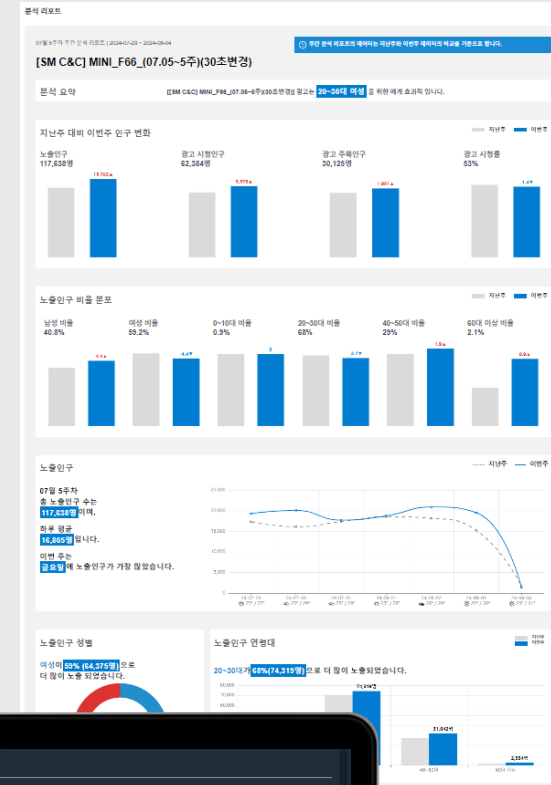
- 1 Audience Profiling**
Direct and Indirect Customer
Level Classification, Personas

- 2 Dashboard Visualization**
Marketing Status,
Performance by Channel

- 1 Advertising Contribution Analysis**
By Channel / By Audience Persona

- 2 Deriving Marketing Insights**
Strengths, Weaknesses, Anomalies,
and Efficiency Improvement Strategies

- 1 Environmental Impact Analysis**
Analysis of Temporal, Regional,
and Competitive Variables



We Take Responsibility for Achieving Business KPIs.
Not Limited to Marketing Goals,
We Relentlessly Pursue Business Goals Until Achieved.

1 Media Performance Reporting
Advertising Effectiveness by Media

2 Business KPI Performance Management
Linking Business Performance

3 Advanced Marketing Strategy
KPI and Performance Enhancement

1 Campaign Performance Reporting
Comprehensive Marketing Performance

2 Deriving Improvement Plans
Suggesting Campaign and Business Direction

3 Business Growth Roadmap
Annual Marketing Plan, Business Growth

add, Taking Responsibility Until the End. Our Clients' Goals Are Our Goals.

Comprehensive Marketing Planning

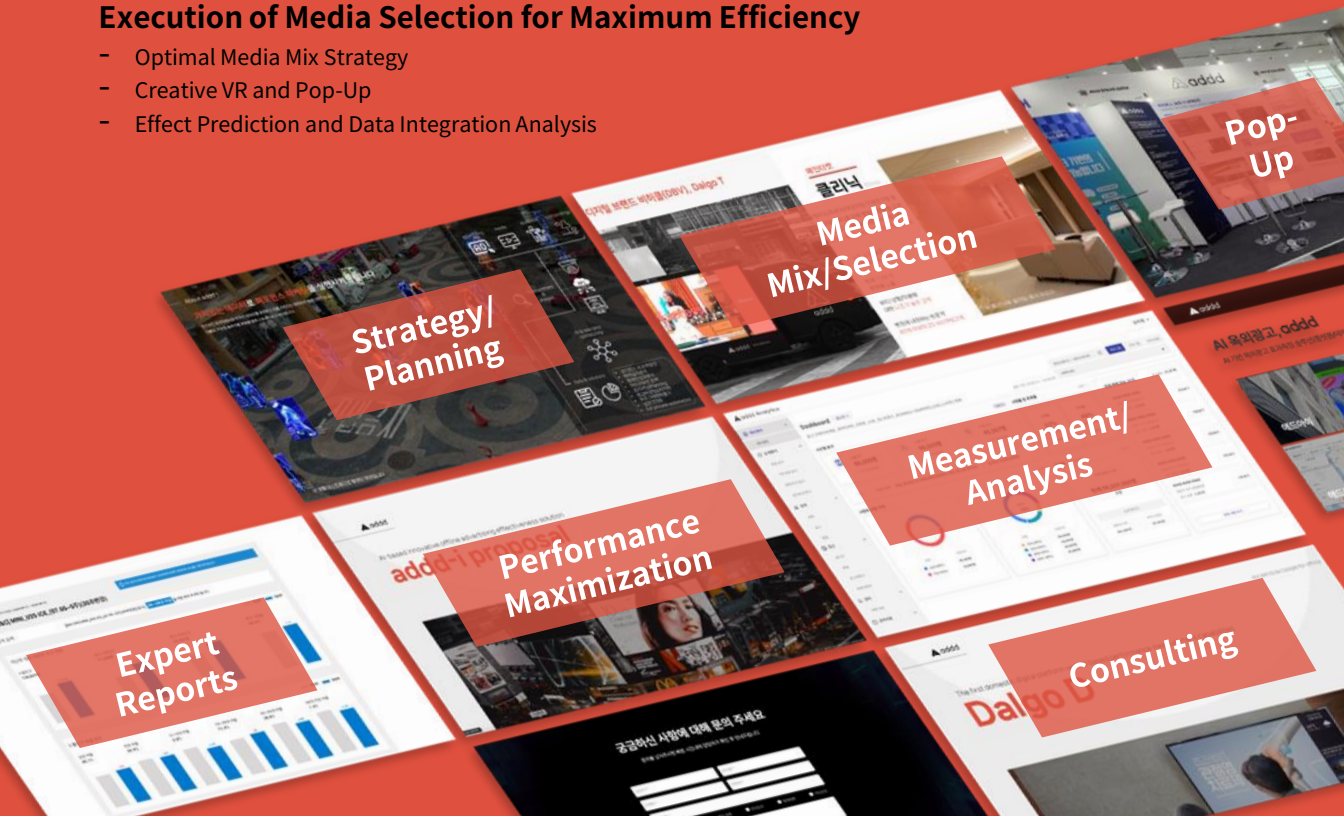
- Goal Setting, Branding Strategy
- Campaign Planning, KPI Setting

Achieving Maximum Performance

- Maximizing Performance with No Stone Left Unturned
- Targeted Advertising Using Data and AI
- Free Expert Consulting

Execution of Media Selection for Maximum Efficiency

- Optimal Media Mix Strategy
- Creative VR and Pop-Up
- Effect Prediction and Data Integration Analysis



Through add,
Clients Have
Achieved

440%
Increase in ROAS

80%
Reduction in
Advertising Costs

288hrs
Increase in
Operational
Efficiency Annually

Through Our Clients,
add Has Achieved

10억개+
Data Analysis Objects
*World No.1

2000개+
Smart Media Owned
*World No.1

1350%
Increase in
Transaction Volume

Just Share Your Concerns.
From Planning to Performance Achievement,
We Handle Every Aspect of Marketing.



**PERFORMANCE
& EFFICIENCY**

Planning

- Business/Consumer/Competitor Analysis
- Marketing Trend Benchmarking
- Consumer-Centered Strategy Development
- KPI Specification
- Annual Marketing Plan

Creative Contents

- Theme/Concept Development
- Keywords/Catchphrases
- Content Creation
- Promotion Planning

Media Mix

- Media Environment Analysis
- Performance Prediction by Media
- Media Selection and Mix
- Optimal Budget Allocation Plan
- Targeted Execution

Analyzing

- Online and Offline Effect Measurement
- Data Integration
- Audience Profiling
- Advertising Contribution Analysis
- Impact of Environmental Factors

Consulting

- Media Performance Reporting
- Campaign Performance Reporting
- KPI Performance Management
- Marketing Plan Enhancement



addd

Marketing is all about numbers

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