

From **A** to **Z**
Everything about Digital Marketing
Product Introduction



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About the Company

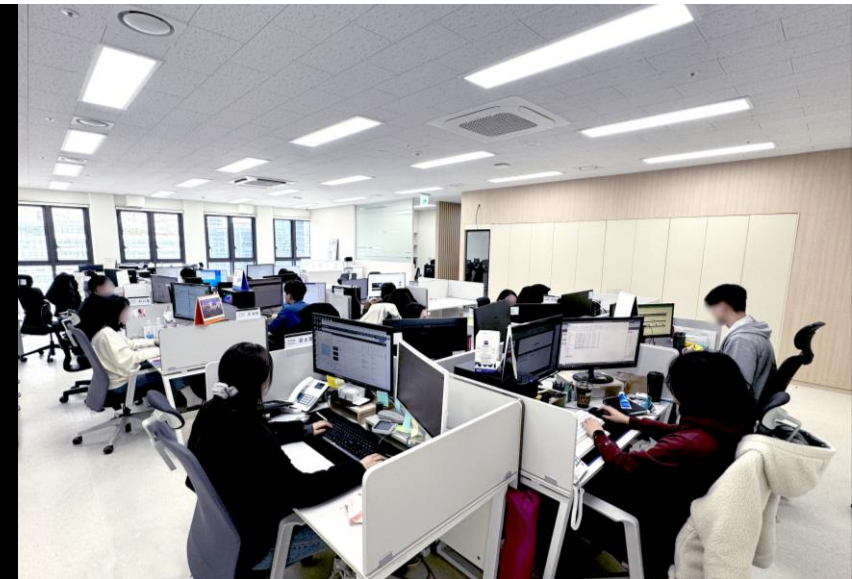
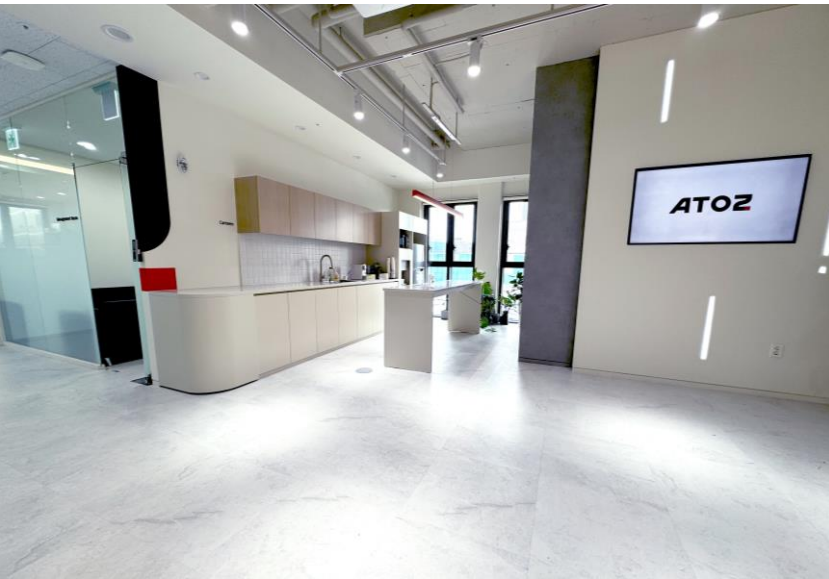
1. ATOZ Introduction
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1. ATOZ Introduction

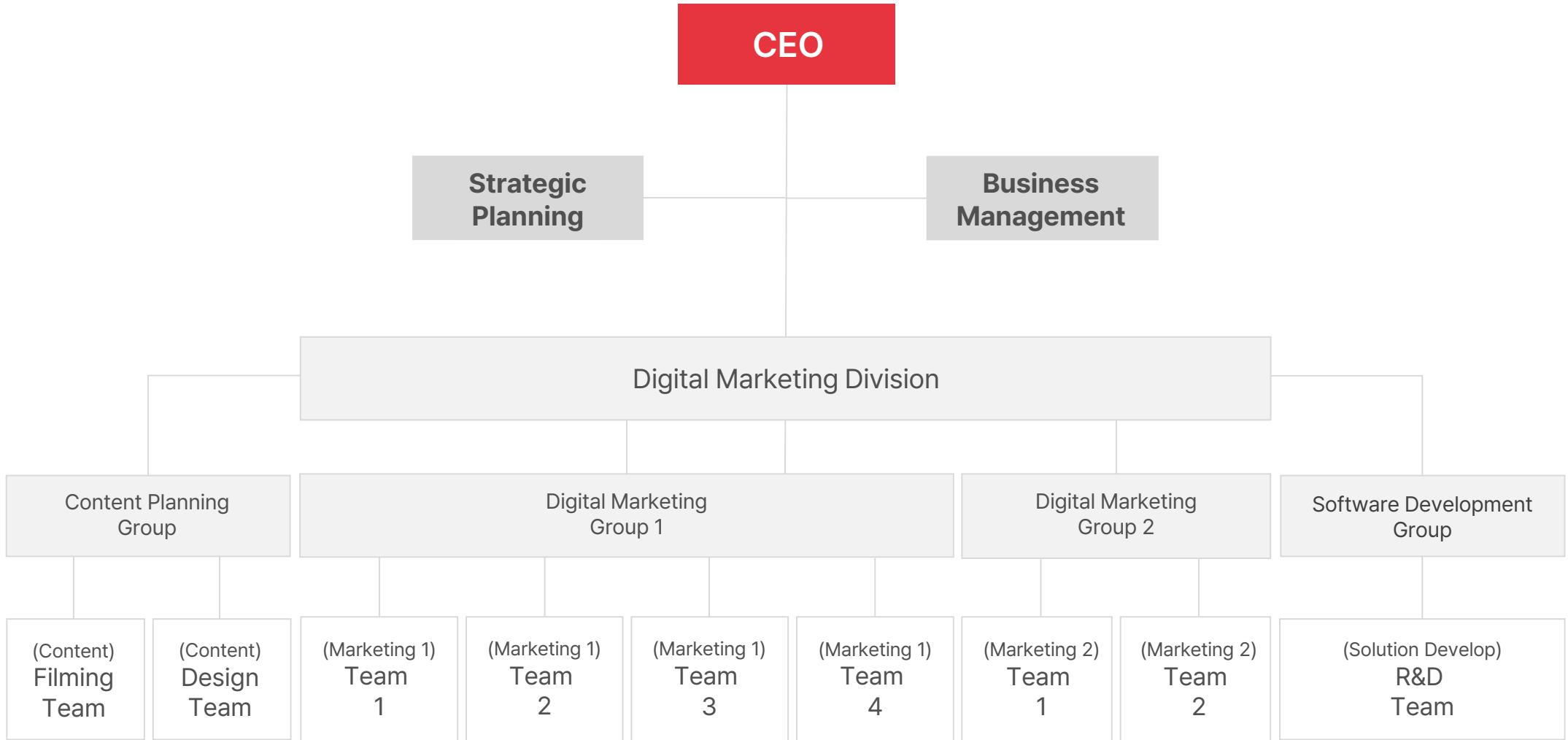


ATOZ is a digital marketing group that uses data analysis, operational know-how, and understanding of digital channels to **plan, create, and carry out marketing campaigns.**

Company name	ATOZ Co., Ltd.	Foundation day	September 15, 2014
CEO	Lee Myeong-chan and Kwon Jin-gyu	Business areas	Digital marketing, website creation, and solution development
No. of employees	22	Address	#1309, Gasan Publik, 178 Digital-ro, Geumcheon-gu, Seoul



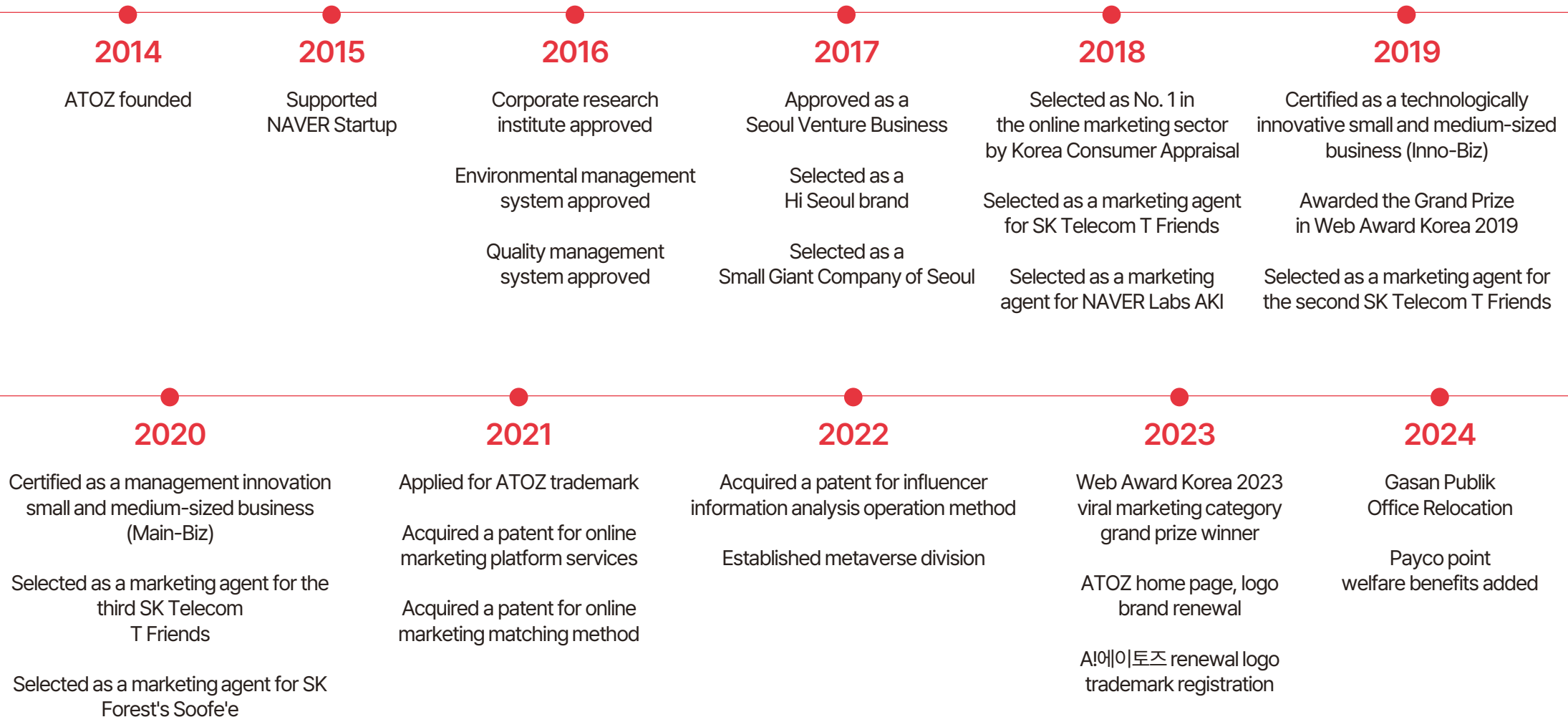
2. ATOZ Organizational Chart



3. ATOZ History



ATOZ works for a variety of brands and develops their **successful campaigns**.



We make ceaseless efforts for
the utmost customer satisfaction.



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2. Viral Marketing
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1. Service Introduction



The goal of ATOZ is to achieve its customers' goals.
We offer precise marketing solutions to help you achieve your goals.

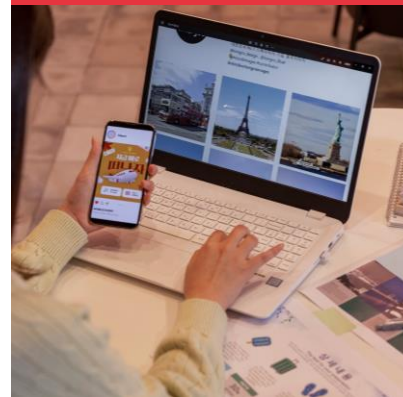
Viral Marketing



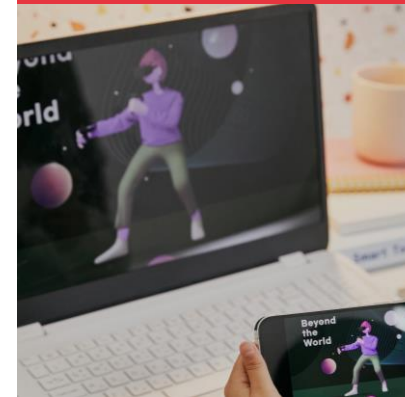
Performance Marketing



Corporate Channel Operations



Metaverse Marketing



Solution Development





We generate and disseminate spontaneous word-of-mouth in line with the objectives of the campaign.



Blog influencers

Gaining portal SOV by producing and distributing informative/testing content using blog influencers



Instagram influencers

Generating word-of-mouth by producing and distributing informative/testing content using Instagram influencers



YouTube Influencers

Creating and disseminating content by recruiting YouTubers with 10K to 1M subscribers.

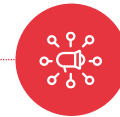


Viral Marketing via Online Communities

Disseminating spontaneous viral content from users' perspectives in online community channels



We generate and disseminate spontaneous word-of-mouth in line with the objectives of the campaign.



Partnering with test groups in online communities

Partnering with target communities to expand test groups or events



SNS powerpage

Uploading content created to targeted social media communities and generating word-of-mouth



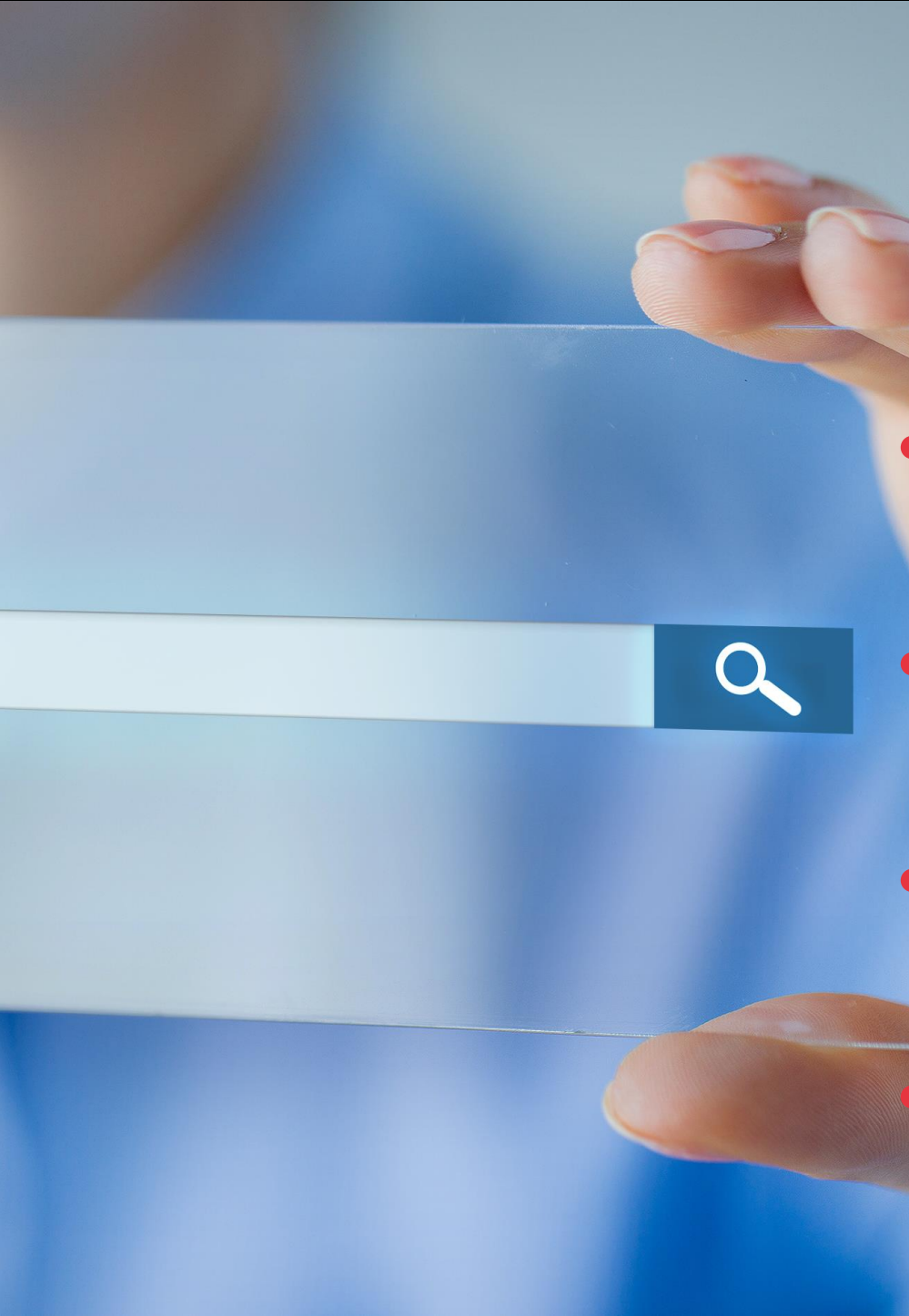
NAVER Knowledge iN

Viral and high visibility work in NAVER Knowledge iN using our own accounts



High Visibility in the View tab

Working for high visibility in the View tab with optimized blogs and online communities
Disseminating brand information and branding effects



We **ensure the intended performance** with a data-driven, effective media mix.



Search Advertising

CPC-type advertisements displayed on Power Link pages when searching keywords in portals



Brand Search Advertising

Uploading the content created to targeted social media communities and generating word-of-mouth



Shopping Search Advertising

Exposing advertisements to users who wish to purchase products on shopping pages and shopping search results pages



Power Content Advertising

Exposing brand channel content with designated keywords containing users' intents

3. Performance Marketing

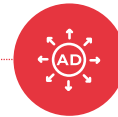


We ensure the intended performance with a data-driven, effective media mix.



Banner Advertising

Exposing content in the banner areas of various media, including search portals, media outlets, communities, and apps



Network Advertising

Advertisements displayed on the sites of multiple network media, including communities and media outlets



YouTube Advertising (Videos)

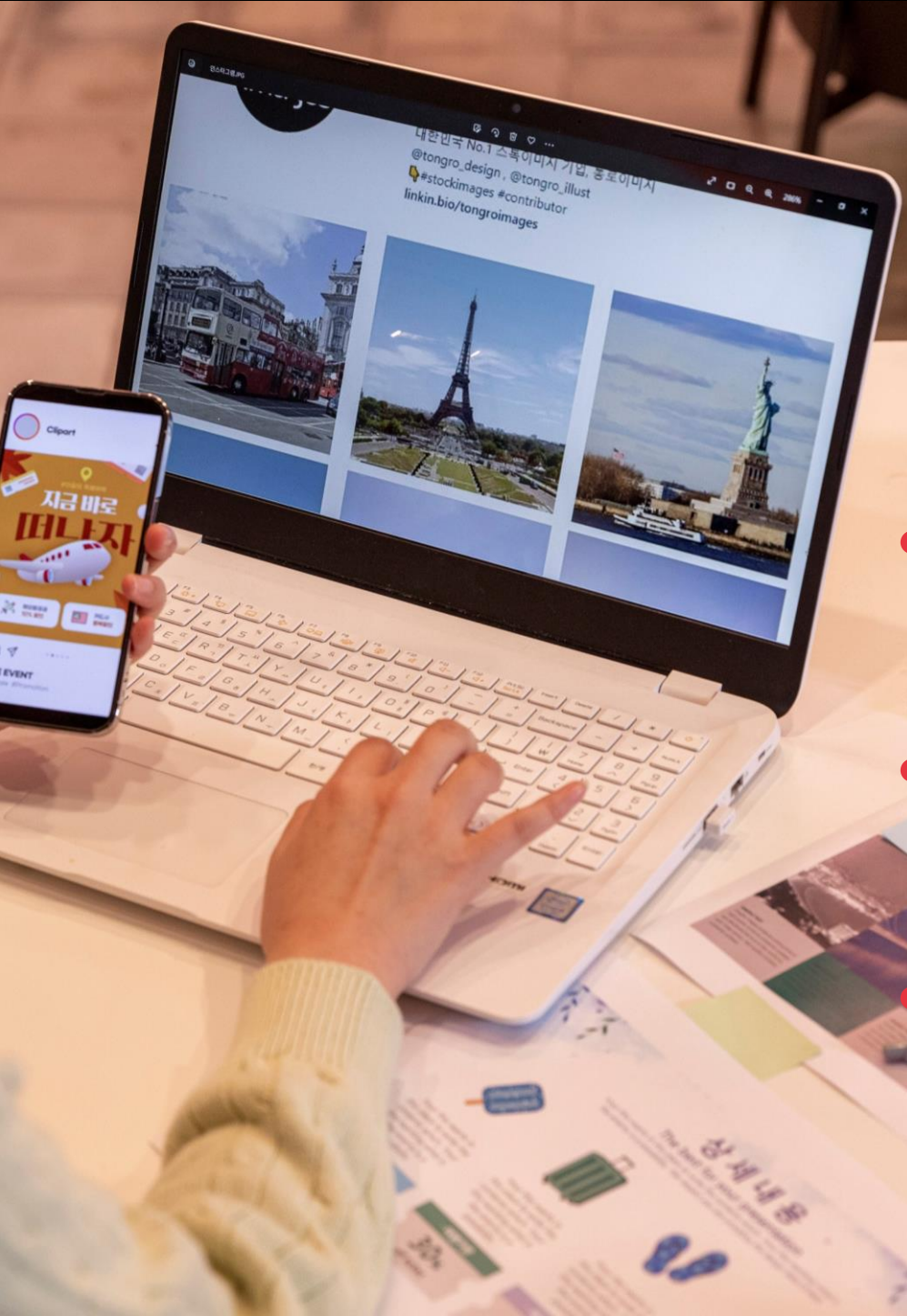
Exposing advertisements to users in the best advertising formats for videos and YouTube channels



Social Media Advertising

Exposing targeted and interest-based advertisements based on advertising goals, including awareness, interest generation, and conversion

4. Corporate Channel Operations



We **communicate more closely with users** by managing and operating corporate channels.



Blog Operations for Brands

Creating content tailored to brand concepts and trends to deliver brand information



Social Media Operations for Brands

Using card news, events, and video content to deliver brand information



YouTube Operations for Brands

Creating video content tailored to brand concepts and trends to deliver brand information to users



We provide **the best marketing strategies** based on our extensive metaverse expertise and experience.



Metaverse Event Operations

Capable of planning and executing event operations in the metaverse



Costume Production

Exposing brands and information by creating costumes tailored to specific projects



Building Event Spaces

Creating spaces suitable for the event purposes by using images in the metaverse



Metaverse Influencers

Using influencers with extensive experience as event hosts in the metaverse for various objectives



We **provide tailored services**, from homepage creation to web design.



Homepage Creation

Creating and maintaining brand-specific homepages and blogs



Landing Page Creation

Creating landing pages optimized for PC/MO access for promotions and events



Web Designing

Creating distinctive designs for blogs and social media pages tailored to brand concepts

Contents

References

1. SK Telecom
2. NCSOFT
3. sky TV

1. SK Telecom



ifrand

Date: July 2021–present

- Supporting the operation of metaverse ifrand activities specialized in events and gatherings
- Providing operation guidance in the stages of pre-training, rehearsal, and main event operation for partners who are not familiar with holding events in the metaverse
- Since the beginning of the service in July 2021, various events have been managed, including the launch of space rocket Nuri , university festivals, and presidential election broadcasting.

Service Operation Support

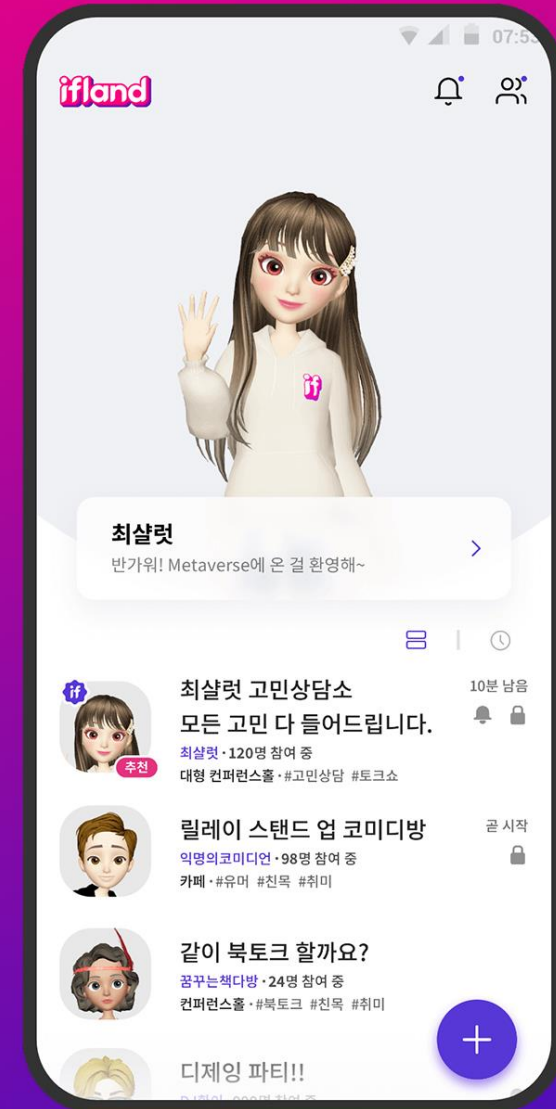
ifrand events, pre-training, event management

Content

Metaverse costumes, banner production

Events

Updates, seasonal issue-specific event operations



2. NCSoft



NCSoft

Date: August–September 2022

- Making the teaser campaign (TL Day) at NC Dinos' Changwon Stadium for the 2023 new video game "Throne and Liberty" viral online
- Organizing a TL Day visiting group of IT/game-related influencers
- Conducting advertorials on media specialized in post-viral and marketing associated with content on social media channels for marketing/branding insights

Influencers

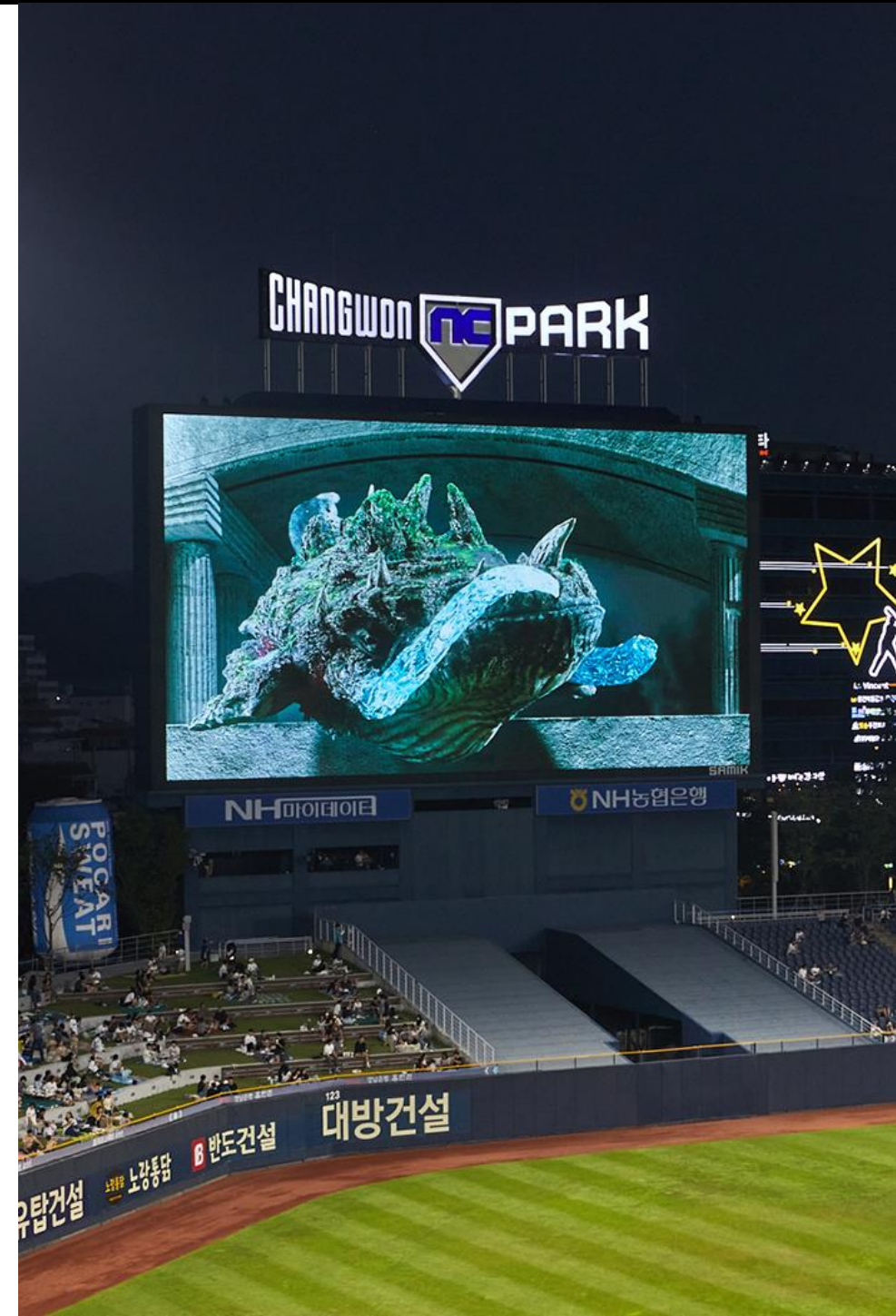
Recruiting and managing bloggers and YouTubers

Social Media Sites

Posting content in association with Instagram channels

Press Releases

Feature advertising on marketing news media



sky TV

sky TV

Date: January 2021–May 2022

- Pre- and post-online viral campaigns for each episode of Steel Troops Seasons 1 & 2
- Conducting viral campaigns via related cafes and communities of entertainment, showbiz, online cafes, etc.

Monitoring

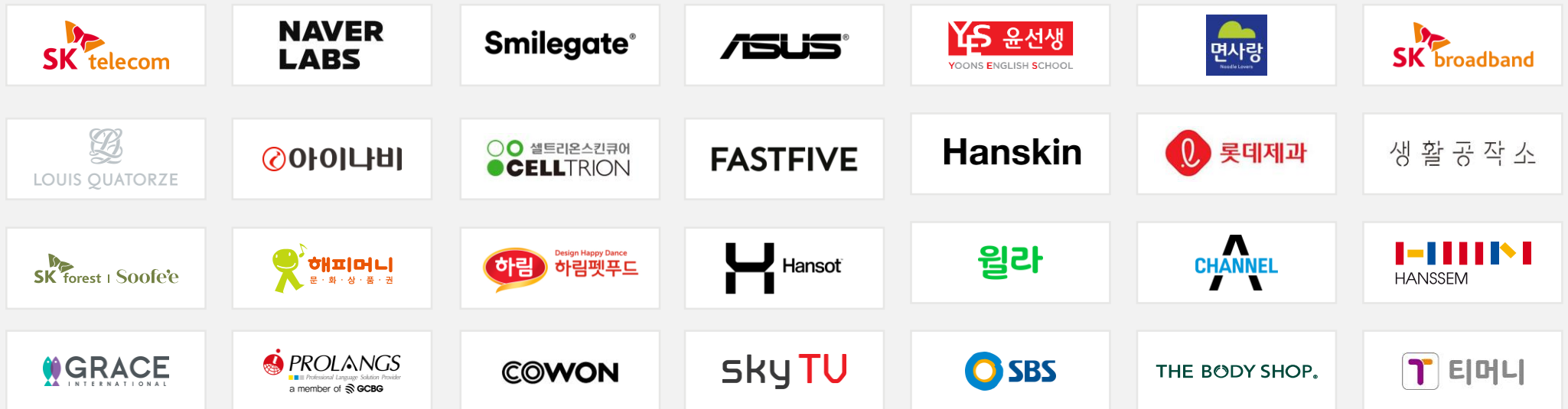
Implementing real-time monitoring works

Community Viral Marketing

Distributing content before and after broadcasting



We are building long-term trust with clients with various strategies that take into account the circumstances of the brands.



**10 minutes walk from Exit 6 of
Gasan Digital Complex Station
accessible via subway line **1** **7****



ATOZ Co., Ltd. #1309, Hyundai Gasan Publik, 178 Digital-ro, Geumcheon-gu, Seoul
Tel: 02-6274-6250 | Fax: 02-6082-6250 | Email: atoz@atozstory.com | Web: <http://atozstory.com>

**We will be with our customers
all the way from starting point
A to ending point **Z****

ATOZ

Thank you.