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Marketing Creative Partner Made Corp.
Made's young co-representative Kim Min and Lee Junseob built their careers in each of their marketing and branding parts, produced contents and products to actual market based on their professionalism, and founded Made with the help of their insight from the experience in the relevant field. We don't just finish consulting with PPT document and supply files- we make outputs that speak in data touching today's market and customers.
Our Mission

Abandoning old or unreasonable points in the structure, practices and prices of existing markets, and create completely new options (consumer / B2B partner / maid employees), presenting choices from different perspectives. Thereby making sure that the customer's resources are used correctly and without waste is the ultimate mission of Made.

기존 시장의 구조, 관행, 가격에서 낯서나 비합리적인 지점을 폐기하고, 고객에게 (소비자/B2B파트너/매이드임직원) 완전히 새롭고 다른 관점에서의 선택지를 만들어 주는 것, 그로인해 고객의 자원이 올바르고 낭비없이 쓰여지도록 만드는 것이 바로 메이드의 미션입니다.
Marketing Strategy & Planning
Advertising on Social Media
Advertising on Alliance Media
Viral Strategy & Channel Mix
On/Offline Promotion

Digital Marketing

Brand Development

Contents Production

Video, Photography, Post, Article

Brand Strategy & Planning
Concept Build-Up
BI & Graphic Motif Design
Application Design & Execution

Branding

Product, Space, Event, Printing, Goods
Kim Min
CEO

Lee Junseob
CEO

Choi Hyungmin
Manager

Park Soohyuk
Accountant

Lim Mira
Manager

Park Gisu
Contents Designer

Lee Jeongchan
Director

Park Songyi
Producer

Private Brand Cell

Sung Huijae
Creative Director

Kwon Daseul
Product Manager

Design Cell

Lee Jaegu
Art Director

Kim Heechul
Designer

Team Marketing

Team Branding

Han Dongkyun
Manager

LEE Sungeun
Brand Designer

Number of Members
14

Contents
Production Cell

Number of Members
14
Client & Project List

Digital Marketing  Kim Min | CEO

2017  Monthies - Annual Social Channel Maintenance
2015-16  Heineken - Desperados Annual Digital Viral Campaign
2015  ING Insurance - 13th Friday Viral Promotion
2015  J Contentree - 'Digital Com. Seminar' Speaker
2015  Seoul Store - Marketing & Sales Director
2014  Kai-Aakmann - Digital Viral Campaign
2014  Naning 9 - 'Neuf Hotel' Marketing & Sales Director
2013  Picup - Service Management
2012  Facebook - 'Social Healing Seminar' Speaker
2011  SK - SK DOOH Project ‘CGV Cloud’ Maintenance
2010  SK - It Place Promotion Management

Project Experience

2017  Emart - 감성의 행 (Contents Planning, Execution, Production)
2016  Heineken - Rooftop Project (Concept, Design, Construction)
2015  Google - Campus Seoul Space Experience
2015  Samsung - Serif TV Premium Brochure
2014-16  Samsung - Design Story Premium Brochure
2013  Samsung - Berlin IFA Conference ‘Samsung Design Story’
2012  Amore Pacific - 마천란, 해피바스, 콜삼루 Package Renewal
2011  KT&G - Esse Bl & Package Renewal
2010  Samsung - Samsung Notebook VI Guideline Design

Branding  Lee Junseob | CEO

2015-17  Emart - 감성의 행 (Contents Planning, Execution, Production)
2016  Heineken - Rooftop Project (Concept, Design, Construction)
2015  Google - Campus Seoul Space Experience
2015  Samsung - Serif TV Premium Brochure
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Team Digital Marketing.

Made's 'Marketing Team' is a professional cell that leads digital media paradigm. We propose marketing solutions focused on owned media and branded contents to successfully present customers' point of views' effective brand marketing answers based on digital specialized IMC strategy.
Made’s Marketing Team presents solutions that are optimized to the digital media’s characteristics. Apart from the existing viral media usage ways, we produce brands’ personally ownable owned media and give solutions of media that can effectively approach to the customers, mainly with owned media’s brand’s original contents. With the start of owned media’s original branded contents, we will adequately arrange Influencers and native channels, focusing Made’s every capability on the optimized AD Tech solution in order for alliance brands that join Made to be able to execute the best IMC strategy.

메이드의 마케팅팀은 디지털 미디어 특성에 가장 최적화된 솔루션을 제안합니다. 기존 바이럴 미디어 활용 방법에서 벗어나, 브랜드가 직접 소유 가능한 온드미디어를 생성하고 해당 미디어 내 브랜드의 오리지널 콘텐츠를 중심으로 브랜드가 소비자들에게 가장 효과적으로 접근할 수 있는 미디어의 혜택을 제시합니다.

온드미디어의 오리지널 브랜드 콘텐츠를 시작으로 인플루언서와 네이티브 채널을 효과적으로 배치하고, 최적화된 에드테크 솔루션을 제안함으로써 메이드와 함께 하는 브랜드가 디지털에 최적화된 IMC 전략을 실행 할 수 있도록 메이드의 모든 역량을 집중합니다.
Desperados is the first beer brand under the Heineken brand to add the scent of tequila to beer. It is a highly recognized beer to young people in Europe. In line with the launch of the Korean market, we proposed and implemented an on/offline viral strategy that linked young people's club party culture, fashion, influence, and hot place with brand recognition and positioning as a mission.
With the concept of Friday the 13th, we proposed a CSR viral campaign to ING Insurance and started digital marketing that broke the on/offline's limits. We liaised for a sponsor in Garosu-gil Main Road's landmark business and directed a form of a hot-air balloon making an emergency landing, arranged digital media to lead the form's story's organic viral, and constructed offline experience.
**Seoul Store Influencer Commerce Platform**

Seoul Store is a commerce platform focusing on Influencers. Through the Influencers’ media power, we boosted commerce, engrafted AD Tech to the produced contents specialized to the relevant Influencers’ channel, and combined platforms like Pikicast to develop a new area to contents commerce.

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**Project Experience**

서울스토어는 인플루언서를 중심으로 한 커머스 플랫폼으로, 인플루언서들의 미디어 파워를 통해 커머스를 부스팅하고 해당 인플루언서 채널에 특화된 콘텐츠를 기획하여 에드테크와 접목하였으며 피카캐스트와 같은 콘텐츠 플랫폼과 결합하여 콘텐츠 커머스의 새 분야를 개척하였습니다.

**VIVA STUDIO**
http://event.seoulstore.com/?no=27

**Heineken**
http://www.seoulstore.com/article_read?board_article_id=7484
Along with Nike's subsidiary brand Converse, we arranged branded campaign with the theme of 'Seoul' covered in the total of three rounds, made contents about four Influencers’ stories as they put on the products that fit each and every characteristics focused on the ALL STAR 70 which is a remake of 1970's Chuck Taylor ALL STAR beginning mode, and produced a viral loop via Influencers' channels and native media.

Promotion Page  http://event.seoulstore.com/?no=31
In order to brand product competition, exceeding the simple product sale to a digital content, we focused on the global computer business Lenovo’s signature workstation model ‘ThinkPad Yoga/Carbon’ and produced digital contents that emphasize the products’ advantages. Plus, we linked the actual sales, targeting the subjects to those who are in need of laptops.

Promotion Page http://event.seoulstore.com/?no=273
For the promotion of a famous musician Crush's new song 'Wooah' we projected a music video that is specialized for Instagram's format. Moreover, we had the well known Influencers in Seoul to view Crush's music video clip in their own channel, thus made Instagram MV, and made them viral, so that it can be seen in the accounts that are secret.

Promotion Page  https://www.instagram.com/crush_wooah/
Made’s ‘Brand Team’ is linked to ‘Digital Marketing Team’ to provide integrated on/offline design involved in the marketing strategy plans. Video, photos, social content, graphics, packages, space wraps, offline promotions, etc. We have the ability to execute designs throughout customer contact points.
Heineken Rooftop Project

As the rooftop culture is expanding as well as draft beer market, we targeted them and had Itaewon’s business that own rooftops join us to wrap Heineken brand and went on with rooftop project, making a space to enjoy beer tap and beer. We drew different concepts to every businesses and planned from design to construction and sales promotion.

루프탑 문화 확산과 더불어 성장하고 있는 드래프트비어 시장을 타겟으로 이태원 일대 루프탑을 보유하고 있는 영업점과 협약하여 하이네켄 브랜드를 펑핑하고 맥주탭과 맥주를 즐길 수 있는 공간을 만드는 루프탑 프로젝트를 진행했습니다. 업장마다 각기 다른 컨셉을 도출하고 디자인부터 시공, 판매촉진 프로모션 기획을 진행했습니다.
Google Campus Seoul Space Experience

Google Campus is ‘Space for Entrepreneurs’, running in six cities around the world and opened its first one in Asia in May, 2015. Although the facility opened then, the system to raise using rates and have the brand noticed such as leading customers, processing response, and delivering brand’s message was absent. With the concept of ‘Campus Mate’ and the communication direction of ‘Creative, Friendly, Witty’, we were able to expand Google Campus through space signage, communication application, 1 year anniversary event identity, etc.

구글캠퍼스는 구글이 전 세계 6개 도시에서 운영하는 ‘창업자를 위한 공간’으로 2015년 5월 아시아에서는 처음으로 오픈했습니다. 시설은 오픈했으나 고객 동선유도, 응대 프로세스, 브랜드메시지 전달과 같은 사용성을 높이고 브랜드를 인지시킬 장치가 부재했습니다.

‘캠퍼스메이트’라는 컨셉으로 Creative, Friendly, Witty 라는 커뮤니케이션 방향성을 갖고 공간 아이니지, 커뮤니케이션 어플리케이션, 1주년 행사 아이덴티티 등으로 확장했습니다.
Samsung Electronics is known for informing their internal stability and philosophy, like design history, process, and know-how, both internally and externally since the beginning of 2000. As a part of it, they held a press forum called 'Samsung Design Story' at Berlin’s IFA Show in 2013. We planned every visual application and promotion that covers from forum’s visual identity and the event’s communication, event hall’s construction and setting, to furniture-props-give away selection and producing.
MADE.

General Info  Im Mira | Manager
+82 | 010. 2792. 7846
hello@made-corp.com
17f, 826-21, Yeoksam-dong, Gangnam-gu, Seoul

Digital Marketing  Kim Min | CEO
+82 | 010. 3426. 6545
mini@made-corp.com

Branding  Lee Junseob | CEO
+82 | 010. 8922. 2292
mini@made-corp.com
WE. MADE. IT.