

WHERE DATA BECOMES MARKETING

M·PIA COMMUNICATION Co., Ltd.
COMPANY PROFILE

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OVERVIEW

Mpia is
Digital Marketing Firm that providing the optimal strategic
digital marketing planning & operational service for
achieving brand's business objective



KOREA OFFICE

Address	642, Gangnam-daero, Gangnam-gu, Seoul, Republic of Korea (6F, SongCheon Building)
Service Domain	<ul style="list-style-type: none">• IMC Consulting• Performance Marketing• Contents Marketing• Social Marketing• Web Service• App Development

VIETNAM OFFICE

Address	Unit 03.09, Vinhomes Park 7, 208 Nguyen Huu Canh, Binh Thanh District, HCMC
Service Domain	<ul style="list-style-type: none">• Search AD• Display AD• Contents Marketing• Social Marketing• PPL• Creative

NAVER

Official Advertising Agency

kakao

Official Advertising Agency

VISION

mpia

ONLY

We will go out of the way of 'Digital Marketing Specialist Company',
which derives customer satisfaction through strategy that can win
the competition

APPROACH

Mpia's approach is slightly different.

Assuming customers are always in an imminent situation,

Aid a variety of ways to suit each brand situation

There is no time to hesitate.

**Provide effective response in a short period of time
through rich experience and data analysis**

NO TIME TO LOSE



AID
SOMETHING
DIFFERENT

BRAND-AID SERVICE

A **BRAND-AID Service** was created as a result of requests from a large number of clients suffering from marketing conducted in the wrong direction by meeting a sales-oriented advertising agency operated by a non-professional manpower.



- SEARCH AD MARKETING
- DATA CATCH SOLUTION
- SOCIAL MARKETING
- PPL
- VR & AR MARKETING
- VIDEOGRAPHY
- GLOBAL MARKETING

We offer BRAND-AID service, which effectively treats broken branding and advertising effects through various know-how accumulated over 18 years.

BRAND-AID STRATEGY

Brand Aid services will restore your brand and advertising effectiveness as soon as possible through various access strategies.

VARIETY PACK

브랜드
재생전략

16 YEARS

BRAND-AID
BRAND AID KNOWHOW

VARIETY PACK

복합적 증상으로 고생하는
당신의 브랜드를 위한
다양한 브랜드 회생 전략 포함

18년 전통의 브랜드 회복 전문 대행사
(주)엠피아커뮤니케이션



PLUS PACK

브랜드
재생전략

16 YEARS

BRAND-AID
BRAND AID KNOWHOW

PLUS PACK

유효한 마케팅이 부족한
당신의 브랜드를 위한
'더하기' 브랜드 회생 전략 포함

18년 전통의 브랜드 회복 전문 대행사
(주)엠피아커뮤니케이션



MINUS PACK

브랜드
재생전략

16 YEARS

BRAND-AID
BRAND AID KNOWHOW

MINUS PACK

불필요한 마케팅이 과도한
당신의 브랜드를 위한
'빼기' 브랜드 회생 전략 포함

18년 전통의 브랜드 회복 전문 대행사
(주)엠피아커뮤니케이션



MULTIPLICATION PACK

브랜드
재생전략

16 YEARS

BRAND-AID
BRAND AID KNOWHOW

MULTIPLICATION PACK

빠른 치료가 시급한
당신의 브랜드를 위한
'곱하기' 브랜드 회생 전략 포함

18년 전통의 브랜드 회복 전문 대행사
(주)엠피아커뮤니케이션



DIVISION PACK

브랜드
재생전략

16 YEARS

BRAND-AID
BRAND AID KNOWHOW

DIVISION PACK

효율적인 마케팅이 부족한
당신의 브랜드를 위한
'나누기' 브랜드 회생 전략 포함

16년 전통의 브랜드 회복 전문 대행사
(주)엠피아커뮤니케이션





M • PIA will implement your data and your brand with effective marketing.

Depending on the experience of the marketer, you can not guarantee effective marketing in a changing media environment. If you are limited in the management of sales agencies that are only focused on advertiser sales, you should join with M•PIA who can lead your business successfully based on data analysis.

SERVICE AREA

M · PIA's performance marketing provides excellent results through proper operation of DATA MARKETING and BRAND MARKETING.



SERVICE AREA – PART I.

DATA MARKETING

DATA MARKETING is CONTEXT, not CPC or CTR!

Mpia's DATA MARKETING finds the main CONTEXT for consumers and improves the important CONVERSION for clients.

DATA MARKETING SEARCH-AD MARKETING

In the case of search advertising, which is a representative characteristic of performance marketing, it is possible to maximize the publicity effect through exposure in the integrated search area.
But if you are mistaken, so-called money-throwing advertising can be



Constantly produced marketing big data.
Mpia provides BRAND-AID INSIGHT with 18 years of accumulated know-how and advanced solutions for big data analysis to achieve low cost, high efficiency and reliable performance.

DATA MARKETING TRACKING & ANALYSIS SOLUTION

Relying solely on the experience of a professional workforce, you will not be able to win a performance-driven performance marketing.

Mpia is committed to delivering efficient results using solutions that have evolved over time.



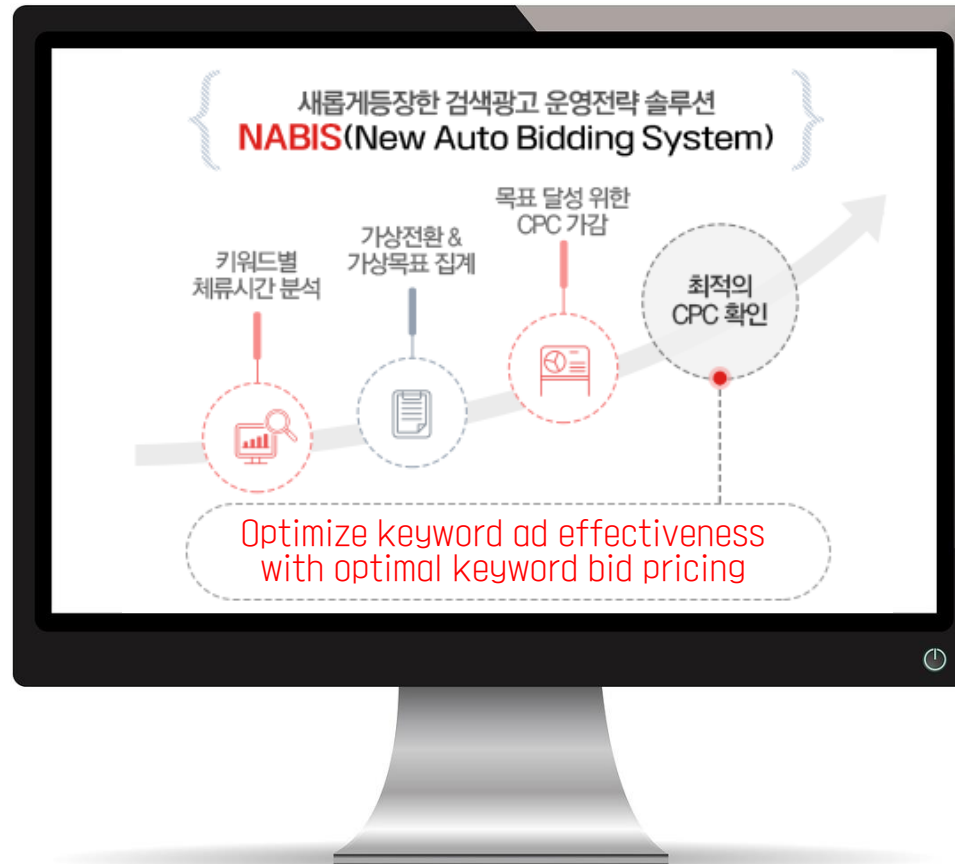
M•PIA's DATA CATCH solution consists of 'professional tracking solution' and 'professional statistical solution'.

**Through this, we analyze various data
and achieve more successful marketing.**

DATA MARKETING

AUTO BIDDING SOLUTION

To achieve effective performance in performance marketing, **Mpia is using a proven automated bidding solution.** NABIS (New Auto Bidding System) is a solution developed and commercialized by KOIS, which is recognized as one of the leading companies in the industry.



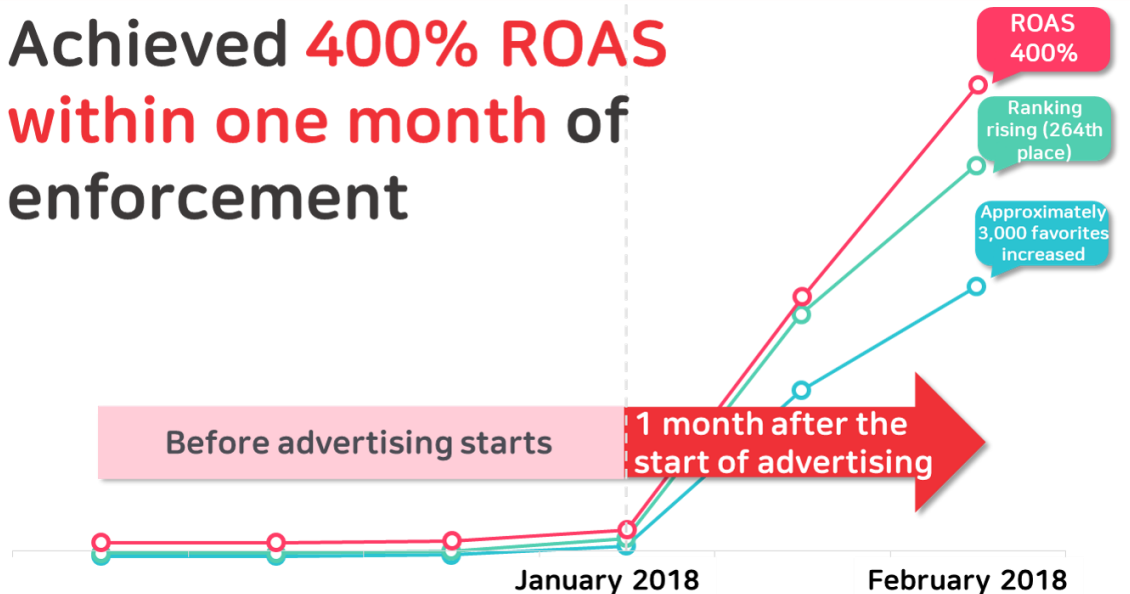
The biggest disadvantage of 'Rank-based bidding', which changes keyword bids (CPC) based on goal ranking, is that it's difficult to measure real advertising effectiveness against spending costs!

NABIS is an 'efficiency-based bidding program' that finds optimized keyword bids for each keyword, optimizing the influx to maximize keyword exposure, **improving overall advertising efficiency for advertisers.**

DATA MARKETING CASE STUDY

Store Apps CASE

Achieved **400% ROAS**
within one month of
enforcement



DATA MARKETING CASE STUDY

Direct Insurance Company CASE



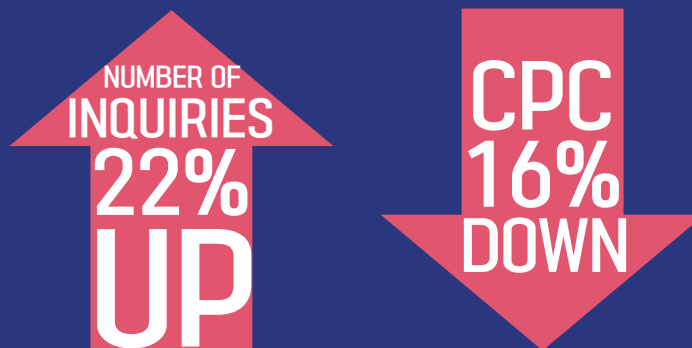
Diagnosis

1. Only a few representative keywords are operating.
2. The number of inquiries is low.
3. High CPC.

Prescription

1. Utilize detailed keywords used by competitors.
2. Write your promotions in your ad text.
3. Increase the advertising budget of the mobile area

Result



DATA MARKETING CASE STUDY

Corporate Credit Rating Agency CASE



Diagnosis

1. Low inflow and high CPA.
2. Measure conversion only by membership,

Prescription

1. Enforce not only search ads but also network ads.
2. Check CPA for each item by making various conversion items.

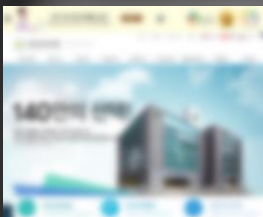
Result

CONVERSION
RATE
25%
UP

CPA
29%
DOWN

DATA MARKETING CASE STUDY

Specialized Hospital CASE



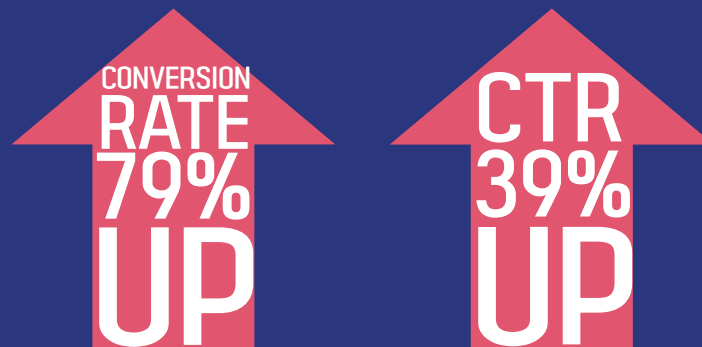
Diagnosis

1. Group and keyword management failure due to unreasonable keyword expansion (keyword exposure management is insufficient)
2. In situations where there are no keyword-specific accents with commonized phrases
3. Unnecessary advertising expense due to unreasonable exposure of DA media

Prescription

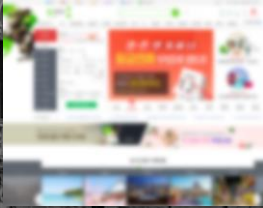
1. Detailed keyword filtering and focus on core keywords
2. Improving click rate by differentiating phrases by category
3. Refine your DA targeting to focus on optimized audiences

Result



DATA MARKETING CASE STUDY

Travel Agency GDN CASE



Diagnosis

1. Ad is running with high CPC unit price
2. Insufficient ad unit price optimization

Prescription

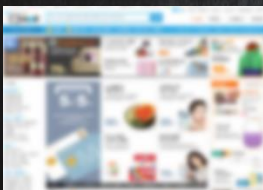
1. Continuous exposure
2. Apply CPC unit price optimization management strategy
3. Category reclassification
4. Managing the number of exposures for each media

Result



DATA MARKETING CASE STUDY

Major Online Shopping Mall Case



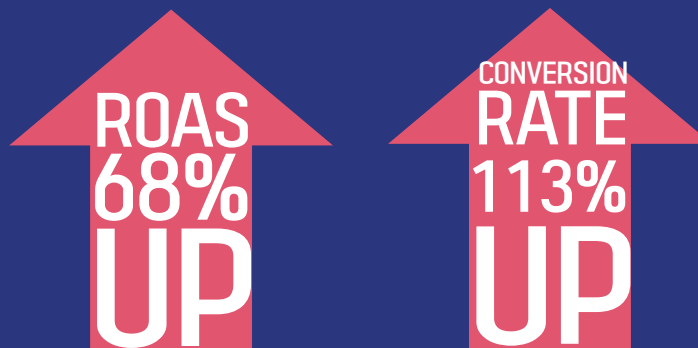
Diagnosis

1. Slow conversion rate
2. Lack of search advertising effectiveness

Prescription

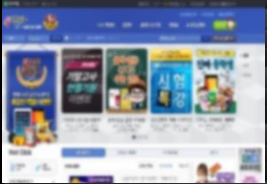
1. Strengthen detailed keyword advertising strategies
2. Promotion of promotional campaigns and event promotions
3. Enhanced keyword group management by efficiency

Result



DATA MARKETING CASE STUDY

E-Learning CASE



Diagnosis

1. Search ads only
2. Run a small number of branded keywords

Prescription

1. Expansion of DA and SNS marketing as well as search advertisement
2. Detailed budget allocation by media efficiency
3. Manage seasonal and non-seasonal issues

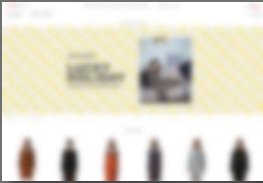
Result

CPA
80%
DOWN

CONVERSION
RATE
6540%
UP

DATA MARKETING CASE STUDY

Fashion brand official shopping mall CASE



Diagnosis

1. Operation based on trend keyword
2. Lack of new product and event response by each brand

Prescription

1. Strengthen detailed keyword advertising strategies
2. Accelerate the promotion of event promotions
3. Manage keyword groups by efficiency

Result

CPC
34%
DOWN

ROAS
1010%
UP

SERVICE AREA – PART II.

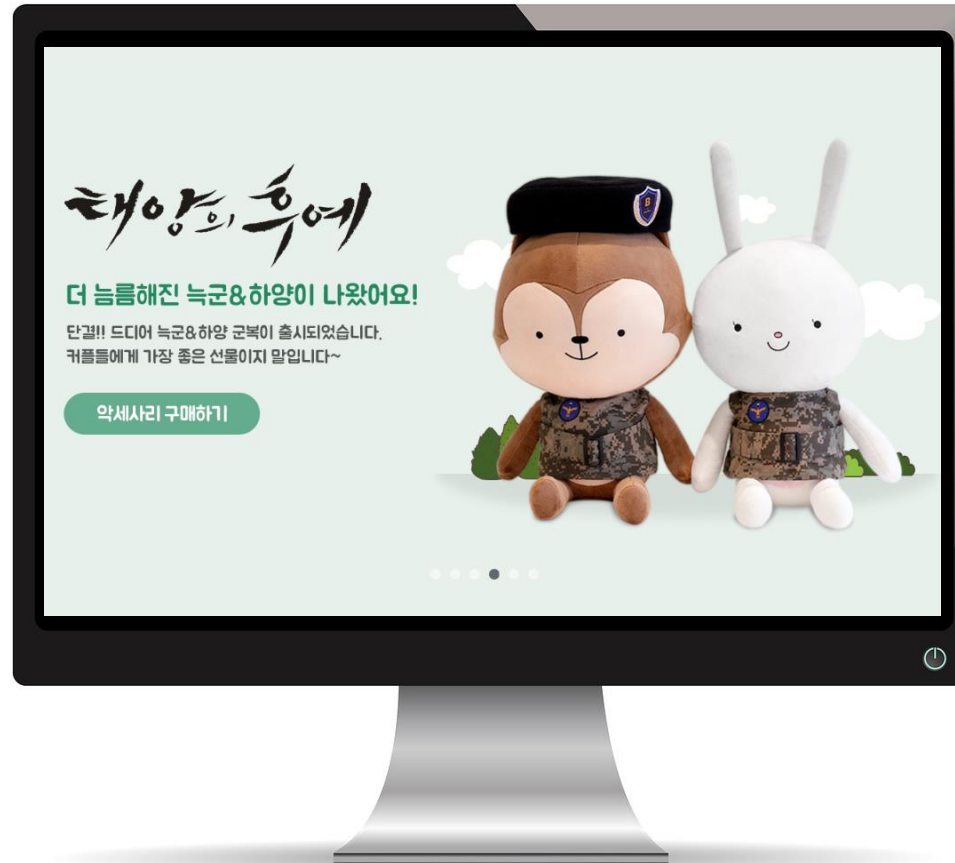
BRAND MARKETING

Positive issues and stories are effective in delivering brand value to consumers.

Mpia's issue-making and storytelling know-how produces results that both consumers and clients are satisfied with.

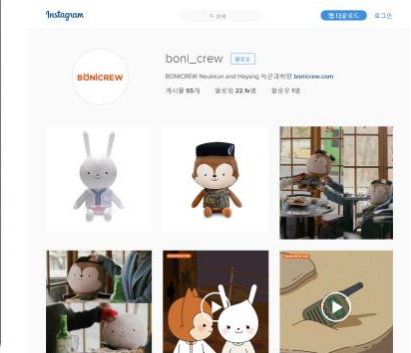
BRAND MARKETING SOCIAL MARKETING

Social marketing is not just spread marketing
Mobile, video, content, personalization, diversification ...
How to leverage social media in the mature market must change.



KBS 2TV Drama 'Descendants of the Sun' character doll
SNS Marketing Examples

- During the marketing period, the number of Instagram followers increased by about 22,000.
- Increased branding and product sales through marketing



When you design issue making with accurate analysis and trend catch, you can realize the effect of true social marketing.

Mpia develops effective social marketing on the SNS that the core target that searches on keywords and topics actually uses

BRAND MARKETING

PPL (Product Placement)

Product Placement (PPL) is a collective of sponsorship and indirect advertising for TV, radio and cable films.



M-PIA's specialized PPL Team allows consumers to accept branding and products without disrespect, naturally enhancing brand awareness and favorability, as well as helping to establish a brand identity

Premium nail brand sponsorship case for '2017 beauty bible' for new concept beauty program



BRAND MARKETING

PPL (Product PLacement)

Product PLacement (PPL) is a collective of sponsorship and indirect advertising for TV, radio and cable films.



KBS joy star ranking show
'A man running a chart' case



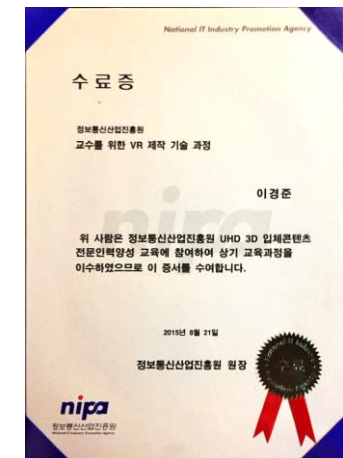
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BRAND MARKETING VR & AR MARKETING

VR Marketing and AR Marketing, which enable consumers to experience virtual reality that transcends time and space, can now easily and easily experience VR / AR through a smartphone even if they do not have specialized devices.



VR marketing video production example of No.1 accommodation service 'Yonolja'



National IT Industry Promotion Agency

- UHD 3D stereoscopic content specialist training training
- Completed VR production technology course for professors

Mpia is leading the VR / AR marketing, which is one of the next generation marketing, together with production with planning ability and professional VR shooting equipment and technology based on understanding of VR image

SERVICE AREA – PART III.

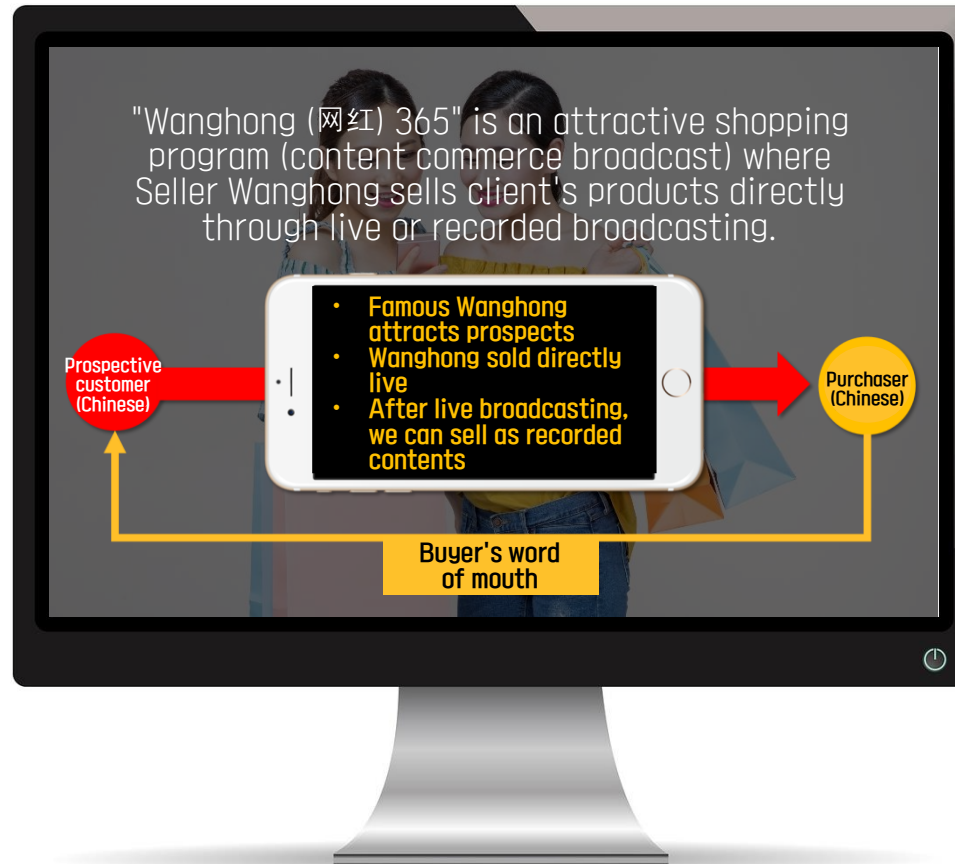
GLOBAL MARKETING

Mpia offers easy, fast and easy global marketing.

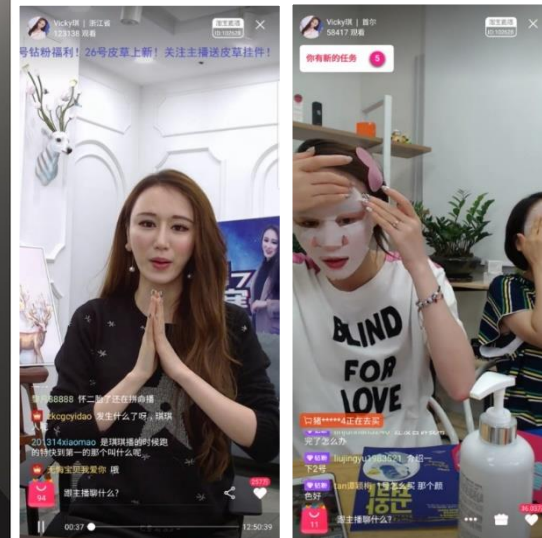
Reach more customers with Mpia's marketing in China and Vietnam.

GLOBAL MARKETING CHINA MARKETING

“Wanghong (网红) 365” is not a program aimed at posting content produced by general celeb Wanghong.
“Wanghong (网红) 365” is a shopping program that aims to sell the products of clients directly by Seller Wanghong.



Sample Screenshot



What is the Export Voucher Business?

Grant a voucher to your business. The voucher company directly selects the necessary service and performing company among various export activities. A new concept export support business platform managed by KOTRA.

EXPORT VOUCHER
수출지원기반활용사업



In May 2019, Mpia Communication was selected as an **Export Voucher Performance Agency** by KOTRA.

GLOBAL MARKETING VIETNAM MARKETING

Directed by Vietnamese marketers in Ho Chi Minh City, Vietnam.



VIETNAM OFFICE

Address

Unit 03.09, Vinhomes Park 7, 208
Nguyen Huu Canh, Binh Thanh
District, HCMC

Service Domain

- Search AD
- Display AD
- Contents Marketing
- Social Marketing
- PPL
- Creative

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GLOBAL MARKETING VIETNAM MARKETING

Directed by Vietnamese marketers in Ho Chi Minh City, Vietnam
Mpia's "Vietnam Online Marketing" delivers more effective results.



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Directed by Vietnamese marketers in Ho Chi Minh City, Vietnam
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GLOBAL MARKETING VIETNAM MARKETING

In August 2019, we launched the BeBe 36.5 brand in Vietnam and are currently conducting SNS marketing.



Sample Screenshot

Sample Screenshot



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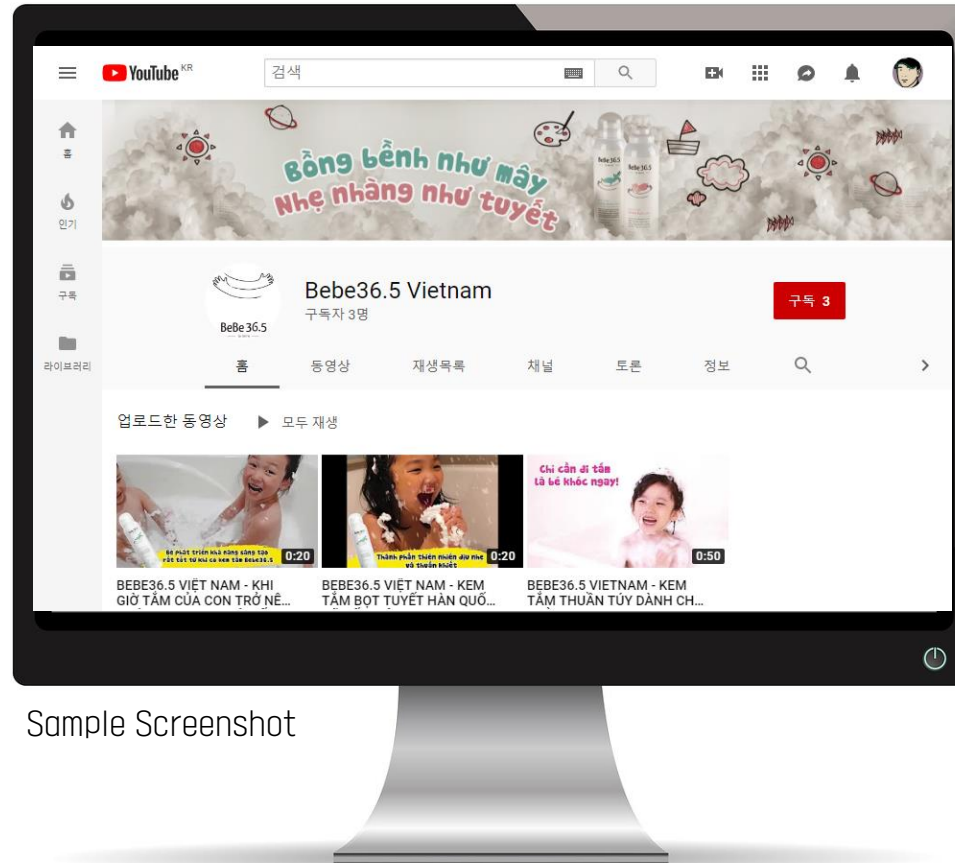
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CLIENTS

In the past 18 years, Mpia has been providing integrated digital marketing to over 2,100 corporate clients.

It is difficult to climb to the summit alone.
In order to be able to climb to the top,
Mpia is helping clients to carry out various marketing activities.



PARTNERS

Mpia provides the best results through partnerships with leading companies in each field

Company name	Specialty	Collaboration Field
STUDIO R2D2	<ul style="list-style-type: none">• 360 VR• SOUND DESIGN• SYNCHRONOUS RECORDING• VIDEOGRAPHY	<ul style="list-style-type: none">• 360 VR• SOUND DESIGN• VIDEOGRAPHY
IMAXIS	<ul style="list-style-type: none">• 3D• AR(ARGUMENTED REALITY)	<ul style="list-style-type: none">• 3D• AR(ARGUMENTED REALITY)
FATBOY IMAGE WORKS GROUP	<ul style="list-style-type: none">• VIDEOGRAPHY	<ul style="list-style-type: none">• TVCF• COMMERCIAL FILM
MANIFESTO	<ul style="list-style-type: none">• BRAND DESIGN• BUILDING DESIGN• PRODUCT DESIGN• GRAPHIC DESIGN	<ul style="list-style-type: none">• DESIGN CONSULTING• GRAPHIC DESIGN

THANKS

**Do not miss marketing techniques that
connect smart media and smart consumers**

M•PIA Communication Co., Ltd.

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www.mpia.co.kr

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