

# SMLK

Smart Media Laboratory Korea

2025

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# We add value to your innovation

Trend shifts demand a new paradigm in advertising.

Strategic media operations and content planning tailored to market changes provide valuable experiences for customers at every touchpoint. SMLK's strategies and expertise will serve as a turning point in redefining customer value.

By leveraging big data and AI-driven solutions, we lead the digital transformation of the outdoor advertising market, creating continuous and impactful value through customized storytelling content.

## Organization

# Optimal Teams, Exceptional Advertising

**We provide optimal solutions specializing in OOH campaigns and content creation.**

To build sustainable value for our clients, SMLK is led by domain experts with extensive experience and expertise. Our primary and secondary responsibility system, combined with a swift information-sharing framework, maximizes operational efficiency. We deliver integrated, reliable, and seamless one-stop services tailored to meet your needs.

Strategic Business	MEDIA	CONTENTS	SALES
Strategic Planning	Advertising Consulting	Content Planning	Domestic Sales
Media Development	Media Representation	Content Creation	International Sales
Media Strategy	Media Planning & Buying	Design	Official Media Sales
Solution Development	International Media Agency		

## Our Service

# To make everyone champion

**We provide optimal solutions specializing in OOH media and content creation.**

SMLK is driven by seasoned experts in various fields with accumulated expertise, dedicated to building sustainable value for our clients.

Through a primary and secondary responsibility system and an efficient information-sharing framework, we maximize operational efficiency and deliver integrated, trustworthy, and seamless one-stop services.

### AD Consulting

We provide data-driven optimized campaign solutions by analyzing target audiences, consumer behavior, traffic data, and media trends. This enables the execution of more professional and effective advertising campaigns.

### Media Rep.

With over 20 years of extensive experience and expertise, we provide optimal media agency services that maximize efficiency through strategic media planning and domestic and international media buying.

### Contents Innovation

We offer a seamless one-stop service for planning and producing diverse, sustainable content to promote your brand's products and services. This includes advertisements, promotional videos, YouTube content, and web dramas.

### Media Sales

SMLK delivers faster and more competitive media services through official sales agency agreements with various OOH media.

Media Rep.

# OOH Media (KOREA & OVERSEAS)

**Through SMLK's extensive network, we offer media agency services across all regions of Korea and major cities worldwide.**

- Over 500 OOH media across 40,000 spots in Korea
- More than 200 DOOH media in 40 international cities

Korea / U.S (New York, L.A, San Francisco) / Brazil (Brasília, Rio de Janeiro)

Japan (Tokyo, Osaka) / China (Beijing, Shanghai, Guangzhou) / Taiwan (Taipei, China)

China (Hong Kong) / Malaysia (Kuala Lumpur) / Thailand (Bangkok)

Indonesia (Jakarta) / Vietnam (Ho Chi Minh, Hanoi) / Singapore (Singapore)





## Official Sales Media

# Official Sales Media

In addition to SMLK's media buying solutions, we have established official sales agency agreements with various OOH media, delivering highly competitive services.

	Seoul		Busan and Nationwide
1	Sinyongho Tower LED Billboard	10	BEXCO Wide Color LED Billboard
2	Hakil Building LED Billboard	11	Haeundae Building LED Billboard
3	Seongbo Building LED Billboard	12	Mihwa Building LED Billboard
4	Hello APM LED Billboard	13	Lotte Department Store Busan Main Branch LED Billboard
5	Segye Building LED Billboard	14	Sacheongho Building LED Billboard
6	Hwayeong Building LED Billboard	15	Seomyeon Station (Busan Line 1) Square Pillars
7	KTX Seoul Station LED Billboard	16	IBK Bank LED Billboard
8	Dongseong Building LED Billboard	17	KTX Busan Connection Passage LED Billboard
9	BEXCO LED Billboard	18	Exterior Advertising on Delivery Vehicles



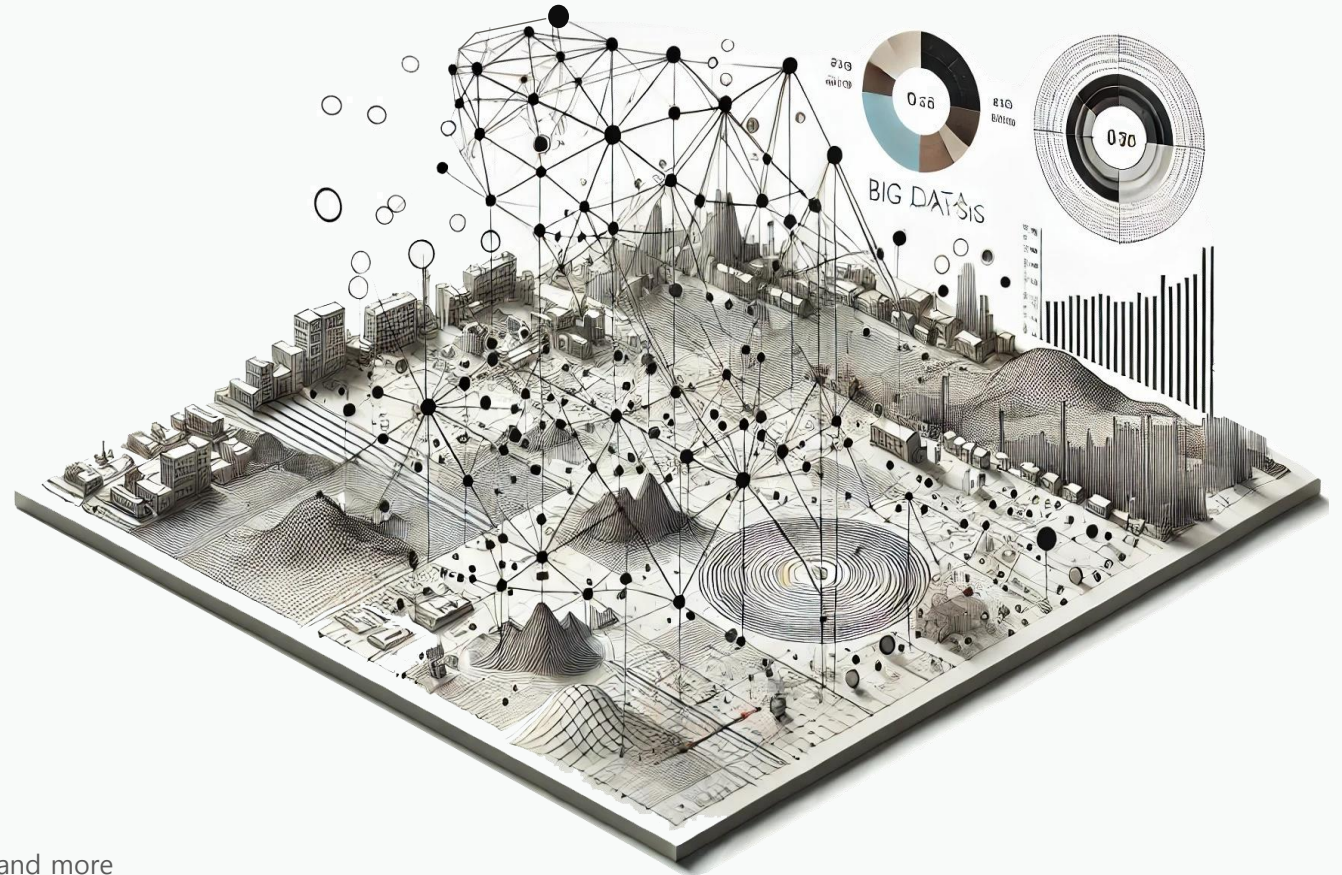
## Solution

# OOH Media Solution "SMLKOMS"

**When executing outdoor advertising campaigns, we utilize AI powered by big data to recommend targeted advertising media tailored to the needs of our clients.**

With SMLK's proprietary outdoor advertising proposal solution, we provide access to information on over 700 types of advertising media located across more than 40,000 spots nationwide, available without any time or language constraints.

#Living Population #Office Workers Flow #HighIncome Group #LowIncome Group and more  
#OutdoorBillboards and more





Studio SMLK

# Building a Sustainable Value

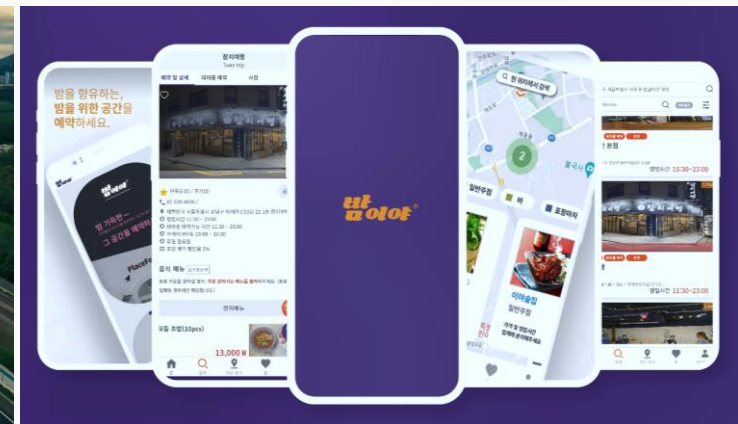
Advertising Videos / Promotional Videos / Product Videos / Drone Filming / Motion Graphics

SMLK's integrated production process ensures systematic management of every step, from planning and filming to editing and post-production.

With compelling storytelling and expertise, we visually amplify our clients' competitiveness, fostering empathy and trust.

High-quality deliverables go beyond trends, creating sustainable value that resonates with both brands and consumers for years to come.

We deeply understand our clients' vision and message, committing ourselves to delivering exceptional video production that brings their ideas to life.



# SMLK

## Signature Campaigns

2022~2024

### AD Campaign

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## Portfolio \_ AD Campaign

# UNDER ARMOUR

**Selected as the OOH Media Agency for Under Armour,  
Successfully Executed the 'Everything I Am Comes  
From Under' Campaign**

Targeting the 20-34 age group (Male/Female), the campaign leveraged foot traffic analysis in Seoul and data-driven insights from major commercial areas. With precise targeting and strategic media operations, the campaign achieved remarkable success.

[Watch Video]

#Seoul #Age Group Foot Traffic #Regional Spending #Regional Interests  
#Transit Ads #DOOH Ads #LED Billboard Ads





## Portfolio \_ AD Campaign

# ISSEY MIYAKE

Executed the Korea OOH Media Campaign for  
ISSEY MIYAKE's PARFUM Brand, LE SEL D'ISSEY

Collaborated with global advertising agencies based in  
Hong Kong and Singapore.

[Watch Video]

#Seoul #Foot Traffic #Office Workers #Target Density  
#Shopping Facilities #DOOH Advertising





## Portfolio \_ AD Campaign

# SHISEIDO

Executed the Korea OOH Media Campaign for  
SHISEIDO's NARCISO RODRIGUEZ Brand, ALL OF ME.

Collaborated with global advertising agencies based in Hong Kong  
and Singapore.

[Watch Video]

#Seoul #Foot Traffic #Office Workers #Target Density  
#Shopping Facilities #DOOH Advertising





## Portfolio \_ AD Campaign

# SOCAR

Selected as the OOH Media Agency for the Mobility Platform 'SOCAR,' Successfully Executed the 'Night Exclusive Discount' Campaign.

Targeting the 20-34 male demographic in Seoul, the campaign utilized foot traffic and high-density area analysis. By implementing a media operation strategy focused on repeated exposure at key target touchpoints, the campaign achieved outstanding success.

[Watch Video]

#Seoul #Foot Traffic #Office Workers #Office Density #Lifestyle  
#Transit Ads #Elevator Video Ads #LED Billboard Ads





## Portfolio \_ AD Campaign

# AMOREPACIFIC

**Selected as the OOH Media Agency for Amorepacific, Successfully Executed the 'Laneige X Bao Family' and 'Laneige X Hello Kitty' Campaigns**

The campaigns focused on key locations in Seoul, including Yongsan and Hongdae, leveraging foot traffic analysis. Advertising was strategically placed in high-traffic transportation facilities favored by the target audience, ensuring a successful campaign execution.

[Watch Video]

#Seoul #Yongsan #Hongdae #Foot Traffic #Office Worker Traffic  
#Transit Ads #Print Ads #DOOH Ads #LED Billboard Ads





## Portfolio \_ AD Campaign

# KOLONG GLOBAL

**Selected as the OOH Media Agency for Kolon Global's Robot Vacuum 'Dreame,' Successfully Executed the Brand Promotion Campaign for the New 'X40 Ultra'**

Targeting 20-50 M/F office workers in Seoul with purchasing power, the campaign utilized foot traffic and high-density area analysis. By implementing a media operation strategy focused on repeated exposure in everyday environments, the campaign achieved remarkable success.

[Watch Video]

#Seoul #2050 #Office Workers #TargetTouchpoints

#Major Area Large Media #TransitAds #In-Mall #ElevatorVideoAds





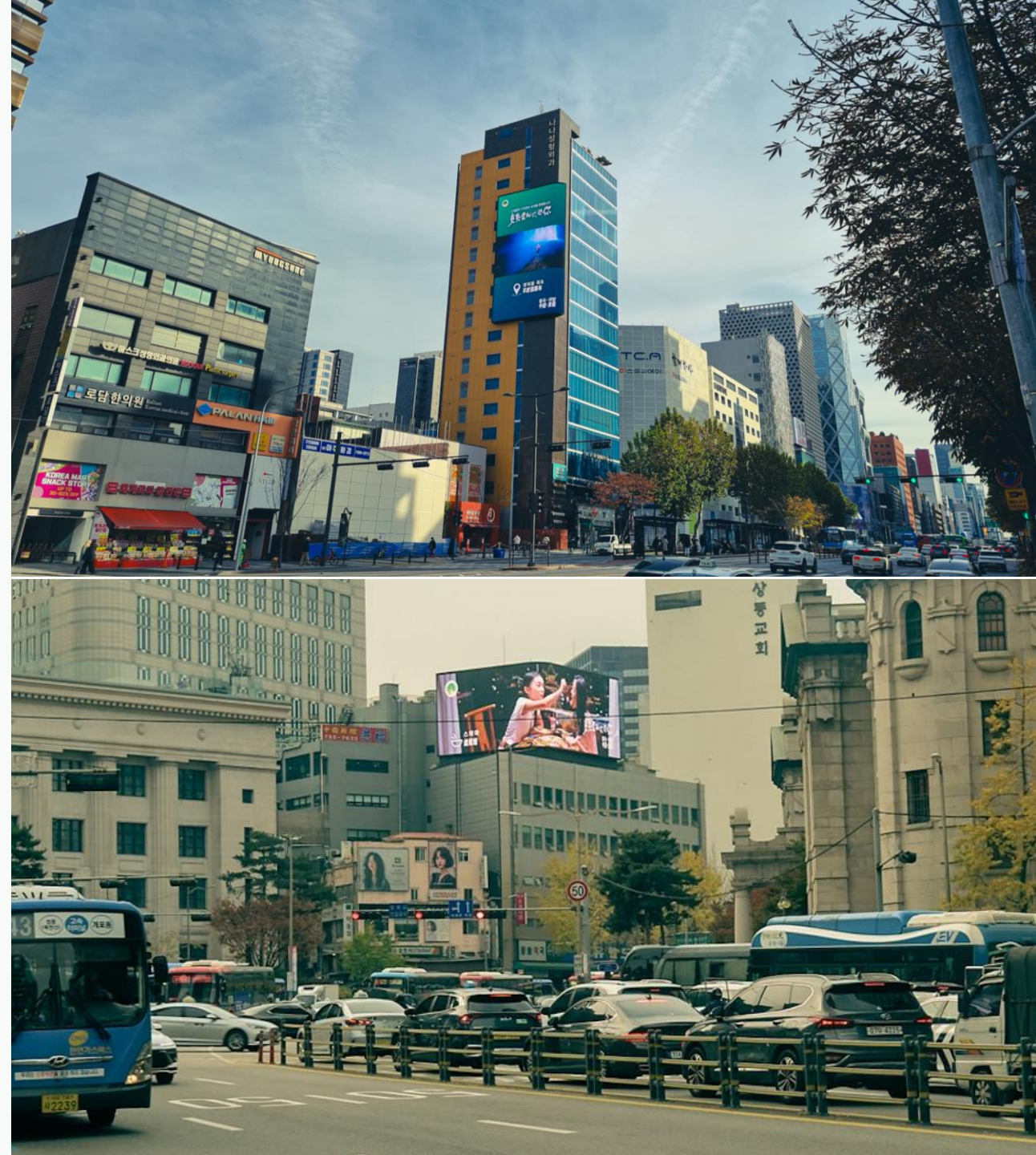
## Portfolio \_ AD Campaign

# Cham Joeun Travel

**Selected as the OOH Media Agency for 'Cham Joeun Travel,' Successfully Executed the 'Guiyang' Promotion Campaign for Its China Travel Products**

Focusing on Seoul, the campaign leveraged year-end foot traffic and office worker data analysis to craft a strategic media operation plan, ensuring its success.

#Seoul #Year End Foot Traffic #Office Workers #Traffic Congestion Zones  
#Major Area Large Media #DOOH #Transit Ads





## Portfolio \_ AD Campaign

# SQUARE ENIX

Selected as the OOH Media Agency for Japan's 'Square Enix,' Successfully Executed the Launch Campaign for 'FINAL FANTASY VII REBIRTH' in South Korea

The campaign targeted Seoul's audience by leveraging foot traffic and commercial area data analysis, implementing a strategic media operation plan for a highly successful execution.

[Watch Video]

#Seoul #2049 #Foot Traffic #Main Commercial Areas #Enthusiast Target  
#TransitAds #In-Mall #LED Billboard Ads





## Portfolio \_ AD Campaign

# Brita Korea

Selected as the OOH Media Agency for 'Brita Korea,'  
Successfully Executed the 'Green Leaf Membership' and  
'Perfect for Us!' Campaigns

Target Audience: Women aged 20-39 and single households in Seoul and the metropolitan area, focusing on customers frequenting large retail stores carrying Brita Korea products. The campaign utilized transportation advertising and point-of-purchase media for effective exposure.

[Watch Video]

#Seoul & Metropolitan Area #Product Placement #Consumer Behavior

#Purchase Touchpoints

#Transit Ads #Point Of Purchase Ads





## Portfolio \_ AD Campaign

# Woorim FMG

Executed OOH Media Campaigns for Ferragamo, Stonehenge, and Chopard Brands: 'Chopard X aespa,' 'XOXO,' 'U LOCK,' 'SHE,' and the 'Ferragamo Women's Watch Collection'

The campaigns were strategically conducted through analysis of regional characteristics, foot traffic, and media performance in areas preferred by luxury brand consumers.

#Gangnam #Dosan-Daero Area #HighIncome Area #High Foot Traffic Density  
#Transit Ads #LED Billboard Ads





## Portfolio \_ AD Campaign

# Universal Pictures Korea

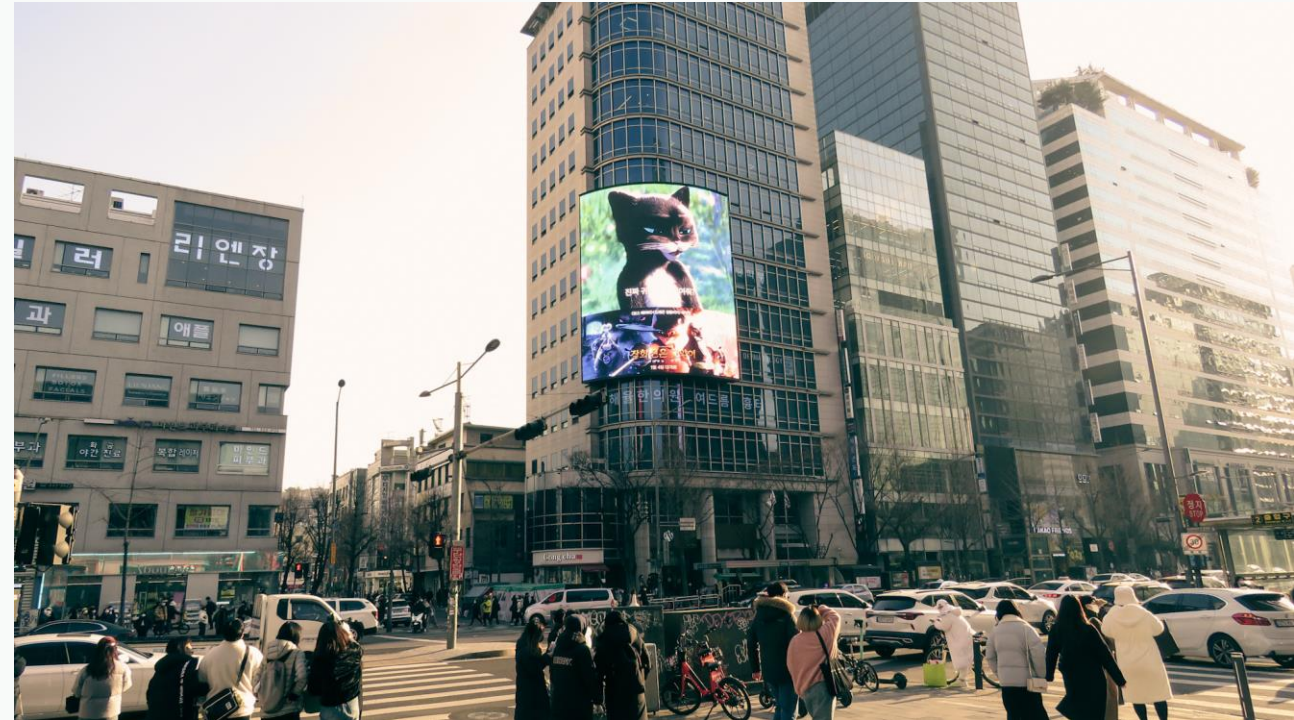
Selected as the OOH Media Agency for Universal Pictures Korea, Securing Campaigns for 'Ticket to Paradise,' 'Puss in Boots 2,' and 'Super Mario Bros,' Successfully Executed the 'Puss in Boots 2'

Campaign Target Audience \_ Main: 20-39F / Sub: 30-40MF

The campaign achieved success through data-driven targeting and strategic media operation based on big data analysis.

#Seoul #2039F #3040MF #High Foot Traffic Areas

#Transit Ads #LED Billboard Ads #Large Format Print Ads





## Portfolio \_ AD Campaign

# Jeju Biennale

**Selected as the OOH Media Agency for Jeju Biennale,  
Successfully Executed the Brand Promotion Campaign  
for the 4th Jeju Biennale Held at Jeju Museum of Art.**

Targeting 20-50 M/F audiences with high purchasing power in Seoul and Jeju, the campaign utilized foot traffic analysis in high-density areas and strategically operated transportation facility media to ensure success.

[Watch Video]

#Seoul #Jeju #Travelers #High Foot Traffic Areas  
#DOOH #Transit Ads





## Portfolio \_ AD Campaign

# Ministry of Health and Welfare

Selected as the Media Agency for the Ministry of Health and Welfare's Policy Promotion Campaign, Executed Nationwide OOH Media

The campaign leveraged age-specific foot traffic and media analysis in Seoul to develop a strategic approach, achieving remarkable success.

[Watch Video]

#Seoul #Metropolitan Area #Nationwide #High Foot Traffic Areas

#Transit Ads #Terminals #LED Billboard Ads #Magazines #Outdoor Billboards





Portfolio \_ AD Campaign

# National Museum of Aviation

Selected as the OOH Media and Content Production Agency for the 'National Aviation Museum,' Successfully Executed Video Production and Outdoor Advertising Campaigns

By analyzing foot traffic and transportation volume in key areas with potential inflow to the National Aviation Museum, a strategic media operation was implemented to ensure the campaign's success.

[Watch Video]

#Seoul #Potential Inflow Areas #Traffic Congestion Zones #High Foot Traffic Areas  
#Transit Ads #LED Billboard Ads





## Portfolio \_ AD Campaign

# VOGOPLAY

Appointed as the International Media Agency for  
VOGOPLAY, Successfully Executed the Launch Campaign  
for the 'VOGONYANGS' Service

Featured a prominent DOOH advertisement at #1051, located in the  
heart of New York's Times Square.

[Watch Video]

#New York Times Square #High Foot Traffic Area #Iconic Location  
#DOOH #LED Billboard Ads





## Portfolio \_ AD Campaign

# K-pop Artist Support

Appointed as the Media Agency for K-pop Artist 'NCT'  
Chinese Fan Club, Successfully Executed OOH  
Campaigns in Major Areas of Japan

Prominent DOOH advertisements were displayed in key locations,  
including Shinjuku and Tokyo Dome in Tokyo, Japan.

#Tokyo #Shinjuku #TokyoDome #High Foot Traffic Areas #Iconic Locations  
#LED Billboard Ads





## Portfolio \_ Consulting

# CHANEL

We analyzed various performance metrics of Chanel's major brand OOH media campaigns conducted in Korea, including COCO CRUSH, PREMIERE, Handbags, COCO MADEMOISELLE, and J12.

#Foot Traffic #Traffic Volume #Age Specific Ad Exposure  
#Impressions #Frequency #Media Surrounding Traffic Data





## Portfolio \_ Consulting

# JEONHONG

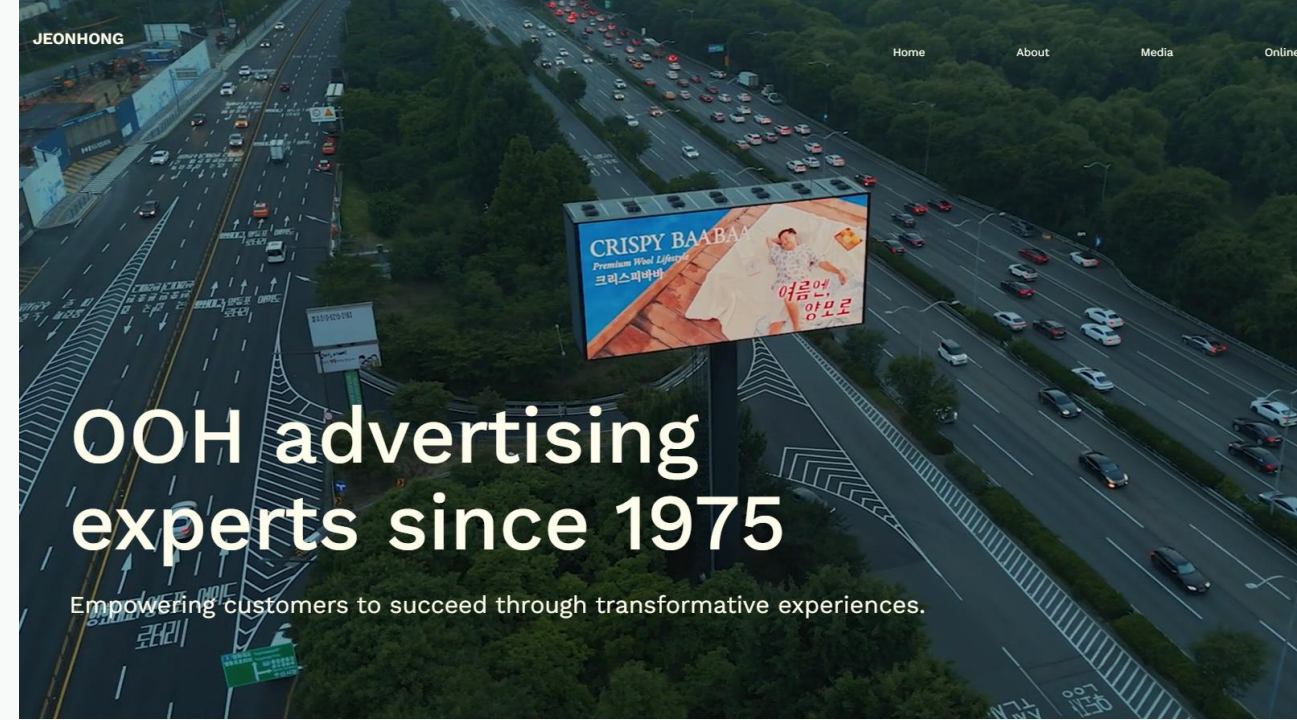
Secured the Rebranding Project for 'Jeonhong,' a Leading Outdoor Advertising Media Company in Korea  
Established in 1975.

JEONHONG, the most established and reputable outdoor advertising media company in Korea, entrusted us with their rebranding project—a privilege we are proud to have undertaken.

Our goal was to create a refreshed brand image through their website, media introduction materials, and online channels (planning, production, and management). As a result, the website's unique visitors increased by 3,500% within 15 days of its relaunch.

[Visit Website]

#Website #Product Media Kit #Content Planning & Production #New Media Naming  
#JEONHONG Website #YouTube Channel #Blog #Instagram



## OOH advertising experts since 1975

Empowering customers to succeed through transformative experiences.





## Portfolio \_ Consulting

# POSCO / POSCO O&M

**Provided Consulting Services for the Commercialization of Advertising Opportunities at Jack Nicklaus CC, Korea's Premier Luxury Golf Club**

We provided foundational data and guidelines for the development of advertising products strategically positioned in optimal spots, enabling differentiated targeting.

#Regional Analysis #Competitor Analysis #Product Analysis #Advertising Rate Analysis  
#Product Recommendation #Advertising Rate Basis #Promotion And Sales Guide





## Portfolio \_ Video Production

# WANDO-COUNTY

### Secured the Project for Producing Promotional Videos for Wando County

Produced the 'Islands You Want to Visit' video, themed around four major islands in Wando County: Geumdangdo, Saengildo, Soando, and Yeoseodo.

\*'do' meaning 'island'"

[Watch Video]

#Planning #Filming #Post Production





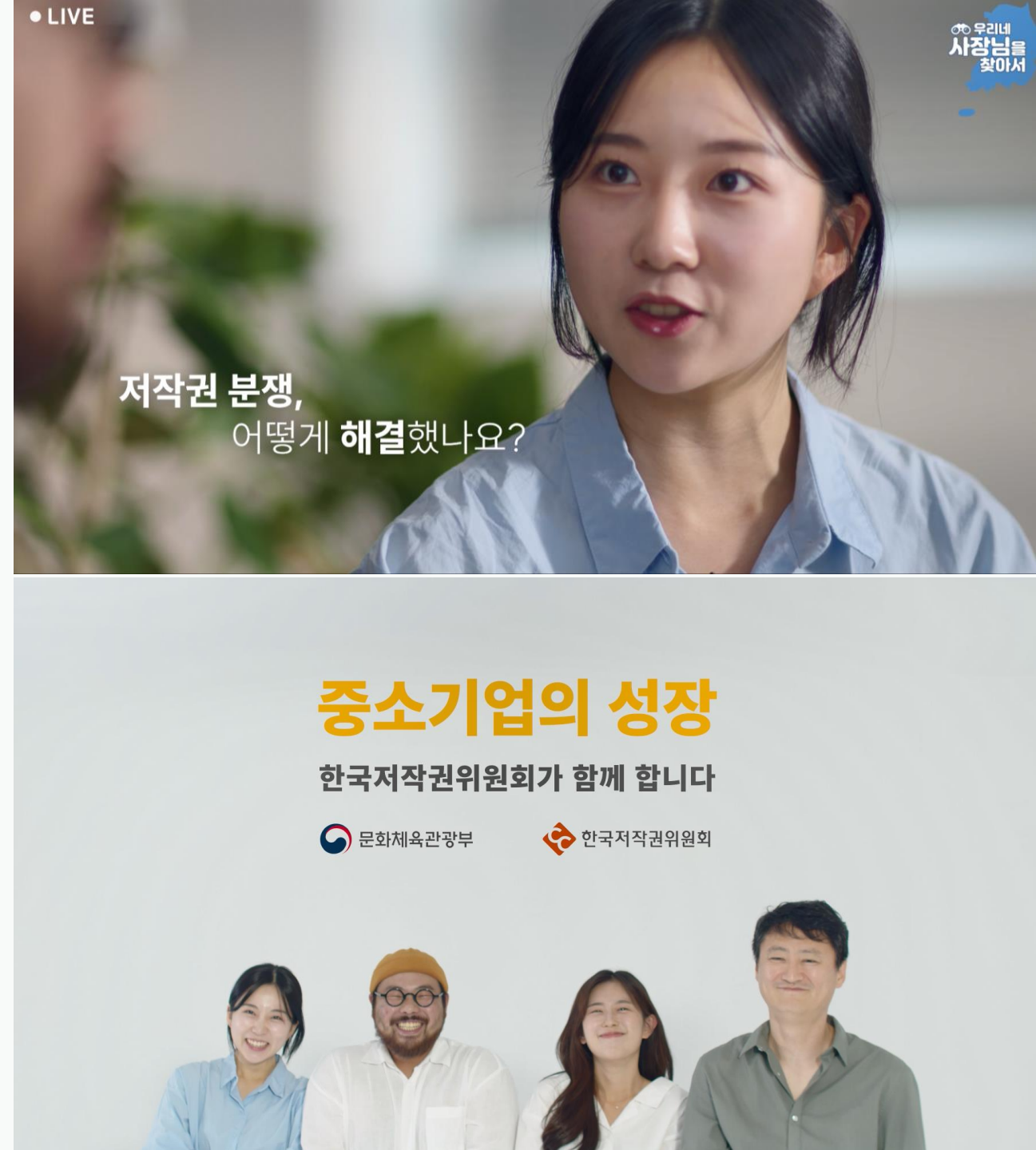
# Copyright Association

**Secured the Project for Producing Promotional Videos for the Korea Copyright Commission.**

Created a promotional video highlighting the various "SME Copyright Services" available to small business owners and the benefits provided by the "Regional Copyright Service Centers" operated by the Korea Copyright Commission.

[Watch Video]

#Bidding Participation #Planning #Filming #Post Production



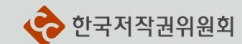
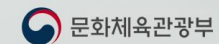
• LIVE

우리네  
사장님을  
찾아서

저작권 분쟁,  
어떻게 해결했나요?

중소기업의 성장

한국저작권위원회가 함께 합니다



## Portfolio \_ Video Production

# Eoding

### Produced Promotional Videos for the Travel Industry Integrated Platform Service 'Eoding'

The videos introduced 'Eoding,' a one-stop service offering everything from website creation to package product design, flight ticket issuance, and integrated marketing.

Produced in both Korean and English.

[Watch Video \_ KOR]

#Motion Graphics



### 1000개 이상 여행사를 대상



긴급&땡처리 항공권 판매의  
새로운 판매채널을 확장해보세요.



## Portfolio \_ Video Production

# LG U+

Secured the Project for Producing the Promotional Sketch Video of the Collaboration Between LG U+, Korea's Leading Telecom Company, and Sneaker Brand New Balance at the Flagship Pop-up Store 'The Gap Between Everyday and Extraordinary'

The promotion was titled 'My Most Precious Story Now.'

[Watch Video]

#Planning #Filming #Post Production



**[www.smlk.co.kr](http://www.smlk.co.kr)**