


Postcommunications Company Introduction



포스트커뮤니케이션즈 소개

ABOUT POST COMMUNICATIONS



We find a better way

From PR to marketing and digital, Postcommunications is on every street where consumers and brands meet and communicate.

Postcommunications is the leading digital marketing company in Korea since its establishment in 2015.

We communicate through various channels and platforms, including social, digital, and mobile. In particular, we are recognized as a key partner in achieving successful results by combining clients' brands and marketing plans based on strategic planning from branding to sales and a variety of solutions.

Postcommunications now wants to go beyond simple PR and marketing to further expand its capabilities and possibilities.

It's about overcoming boundaries and limitations, and creating the best value with greater challenges and passion.

Please watch the footsteps of Postcommunications.

Organization



Build Open Co-Work System
responding to market changes and trends quickly

Postcommunications is rapidly responding to market changes and trends by introducing Open Co-work System, which organizations and organizations, and people and people are together.

With a total of one group, two units, and three teams, the professional workforce that matches the characteristics of each project is achieving greater success through collaboration.

Awards

Postcommunications is recognized not only in domestic but also abroad.

2017 &Award
Grand Prix Winner in Social Content in Digital AD



2017 앤어워드 (&Award)
Grand Prix Winner in Digital Media in Digital Contents



2017 Agency of The Year Awards
'Japan/Korea Independent Agency' Silver



2016 Agency of The Year Awards
'Japan/Korea Independent Agency' Bronze



Clients

Based on the best solution of Postcommunications, it is working with leading domestic and international companies





서비스

SERVICE

Customizing Marketing Service

Creative Strategy Plan

Establish creative strategies for branding, social storytelling, video and creative, etc. to provide the best service by clearly identifying consumer needs, markets, and trends.

Cost-efficient AD

With long time and effort, you can accumulate know-hows based on data analysis of campaigns/applications, and thus execute effective campaigns/advertisements.

Integrated Marketing Solution

It provides solutions and expertise required to effectively determine marketing strategies through data-driven analysis and communication.

Effective Contents

Various exposures through creative content production, which is trendy and high-profile can lead to consumer action and high marketing effectiveness.



Social Channel Management

Contents Creative

Public Relations

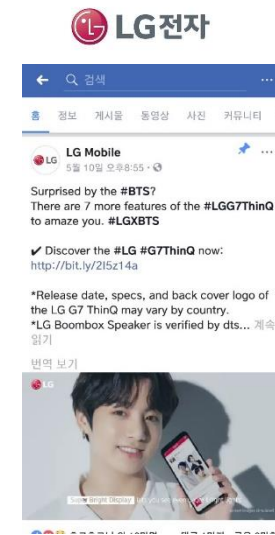
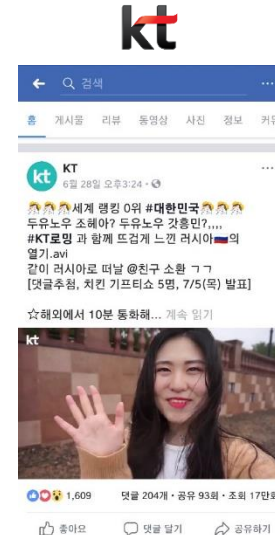
post
communication

IMC

Strategical AD Campaign

Social Channel Management

Instead of simply operating SNS channels, we are focusing on everything from strategic planning to digital marketing through the platform.



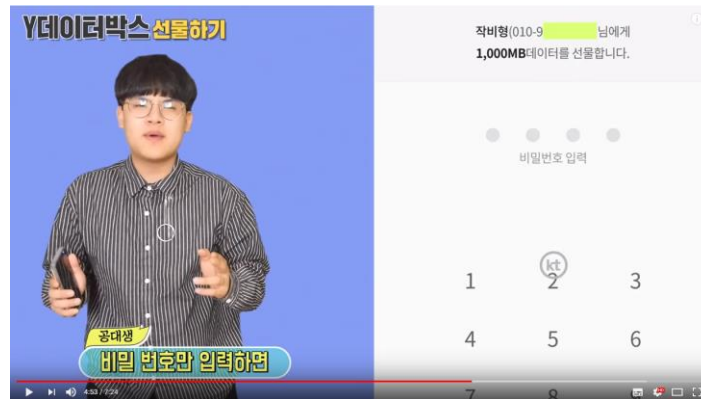
Postcommunications is responsible for operating SNS channels of various companies and brands in Korea and overseas.

Through advertising campaigns, we are creating the best social communication results from increasing brand awareness to rising sales through increased engagement.

We provide strategies and leading solutions based on fast-changing trends in social content planning, production, and operations management with digital-optimized professionals.

Creative Contents

Our goal is to create content that can move clients and consumers' minds with strategic and fresh planning, and are also dense in the completion, not just good-looking content



<https://www.youtube.com/watch?v=34pvAEvEViE>



<https://youtu.be/pgYuA2bXjI0>

Content is becoming increasingly important.

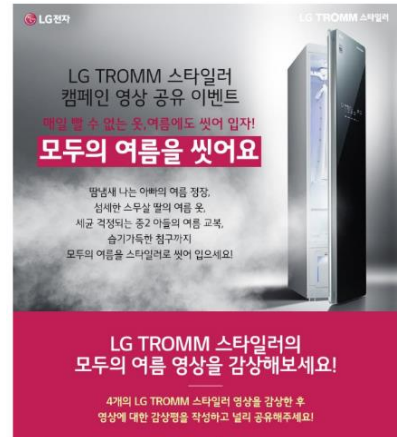
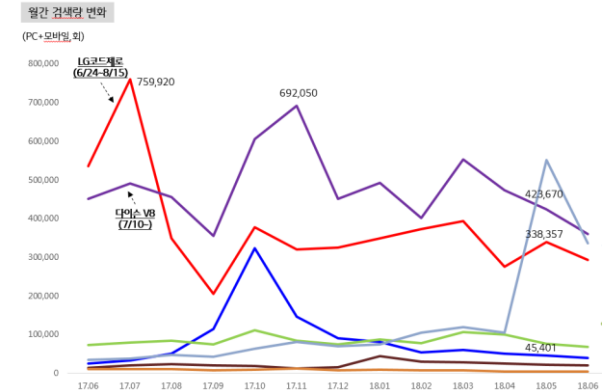
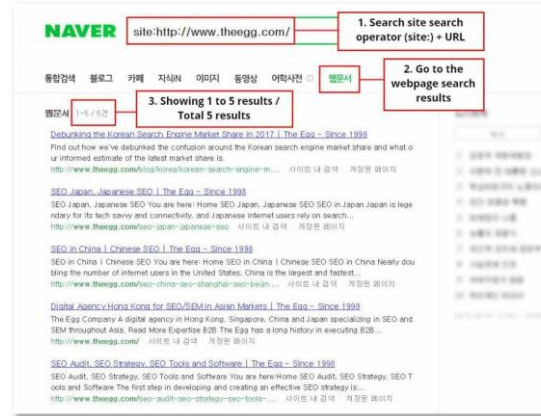
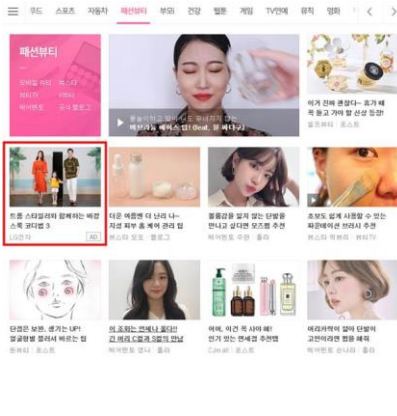
Exposing effective brand identity and product USP in a short period of time is needed.

Postcommunications, which has diverse brand experiences both in domestic and abroad, has transformed your ideas into content optimized for brand social channels through accumulated know-hows and the latest trend analysis.

Experience an efficient content creative solution that can increase brand awareness and promote brands effectively.

Marketing Communication

Provides an optimal solution for effective marketing strategies with portals and search engine SEOs.

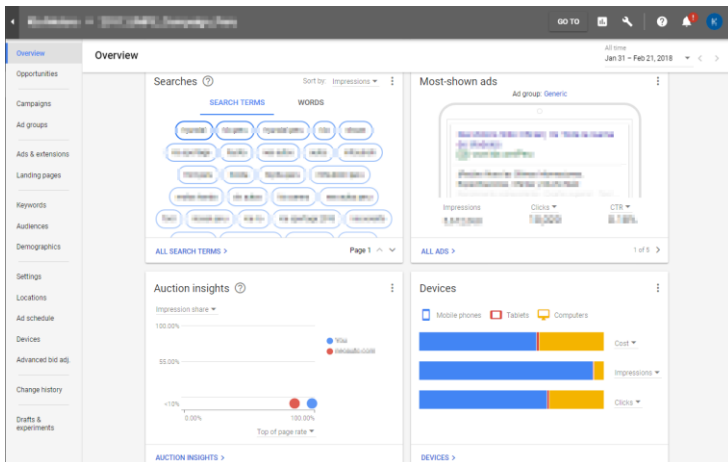
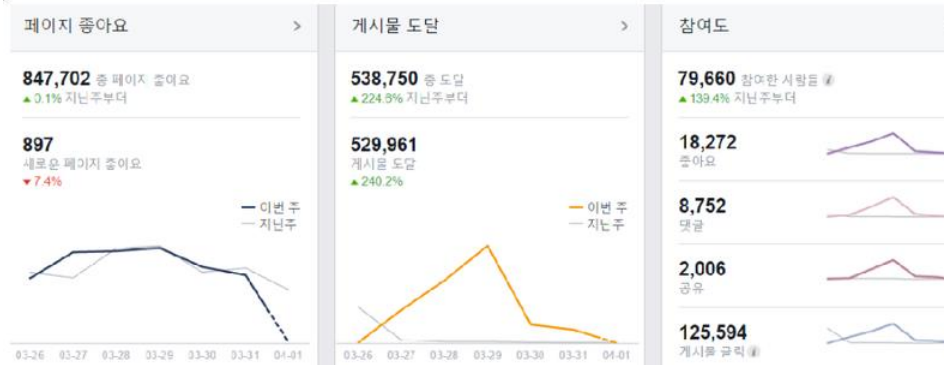


We provide the most advanced services combined with content marketing, visual content, such as videos and images, in digital environment referring to portal and social media, and SEO (search engine optimization) including news, power bloggers, and communities.

In particular, we are maximizing marketing performances through positive SOV (Share of Voice) compared to competitors, which is an important goal of marketing communications, by conducting integrated marketing activities in accordance with interrelationship of several programs.

Strategical AD Campaign

Through consumer analysis, the media advertising strategy produces successful results in and out of the country.



We've gained understanding on content that consumers empathize with, react to, and share in a variety of digital channels including social channels, portals, communities, and blogs.

This understanding enables successful results by providing customer needs-optimized campaign strategies, such as social channel campaigns, website-based campaigns, viral video campaigns, affiliate marketing with influencers, and SNS advertising campaigns.

We also provide local businesses digital campaigns for successful overseas expansion based on the experience of various social campaigns targeting not only domestic but also global consumers (U.K., Brazil, the United States, China, Hong Kong, and UAE).



케이스 스터디

CASE STUDY



years of experience in performance

strategic planning

Total Marketing
Solution

professional
personnel

Data base analysis

Postcommunications has over 200 project experiences.

We have provided the best marketing results through differentiated data-driven analysis.

As a marketing partner of various domestic and foreign companies, check successful results, which experts at Postcommunications have done from planning and strategy in accordance with customers' situations to management.



Digital Marketing

Hyundai Motor Company

Managing Hyundai Motor's Integrated Social Media Channels

From 2017 to present, we've managed integrated social media channels and digital campaigns for Hyundai Motor Company.

We are working to create a trendy and dynamic image of Hyundai Motor through Social Media Optimized Branded Content and Entertainment Content that drive customer engagement and empathy.

In addition, we are actively utilizing social channels as a marketing hub such as new car launch, brand promotion campaigns, and viral movie campaigns to expand its digital contact with various consumers.

Sporty coupe combined
with a hatchback

Digital Marketing

Hyundai Motor Global

Managing Hyundai Motor Company's Integrated Global Social Media



We've managed Hyundai Motor Co.'s integrated global social media channels including Facebook, Instagram, YouTube, Twitter, and even Pinterest!

We've put efforts to make Hyundai Motor be No.1 in social media beyond the automotive industry by conducting various activities, such as using the latest technology to creative. For instance, we've created 3D post for the first time in the automotive industry in the world.

Digital Marketing

LG Electronics Global Mobile

Managing Integrated Social Media For LG Electronics Global Mobile

LG G7 ThinQ™

Postcommunications has been working on a global digital marketing and branding campaign for LG Electronics Mobile Business Unit since 2015.

Along with more than 5 million global customers' daily communications via Facebook, Instagram, YouTube, and Twitter platforms, we are responsible for marketing sales support across the digital spectrum, including campaign strategy, material production, media enforcement, and reporting.

Postcommunications designed and executed the country's first Instagram global advertising campaign, and produced Data Driven Creative for target data analysis. In addition, we've achieved various performances by attempting new campaigns, for example, collaboration with Hallyu idols campaign and global influencer program, and supporting corporations' promotion campaigns.

Additionally, our four successful Facebook / Instagram Global cases have been registered.

LG Electronics

PR For LG Electronics HA & AS in Korea
(Home Appliance & Air Solution)



Postcommunication has been engaged in promoting LG Electronics HA&AS appliances, including refrigerators, washing machines, air conditioners, and water purifiers.

Although we had a lot of work to do with a large number of products, we continued to develop articles that can attract media and consumers by combining product USPs and feature-rich issues.

As a result of various media promotion activities, including press releases, ad-verbs, offline events, and photo sessions, LG Electronics Home Appliances brand has remained No.1 among consumers.

Digital Marketing

Maeil Dairies Barista Rules

Managing Social Media / Website / Post of Barista Rules

Postcommunications has worked to create a specialized channel for coffee with Barista Rules of Maeil Dairies.

We've producing contents that more people become interested in coffee through Facebook , and planning interesting columns for coffee lovers on its website.

We also research on the global coffee trend by visiting the coffee expo held abroad, and put efforts to deliver good coffee to our customers.

Digital Marketing

KT(Korea Telecom)

Managing Integrated Social Media For KT Co.



We've managed integrated social media for KT and video production. We create a brand image leading social media channels in the telecommunications industry by understanding the characteristics of brand channels' main targets (15-24), producing contents based on those features, and utilizing each channel's new features and trend at a high speed.

We've developing the channel with a diverse range of content planning and development, which are not limited to social networking services, such as creating our own content and branded content in collaboration with creators mainly focusing on Youtube, and Web sitcoms.

Contents Creative

Mise en scene

Development of Creative Content for Digital Hair Magazine

Since 2016, we are providing creative work that specializes in planning, producing and delivering contents of 'Like it Hair', a digital hair magazine of 'Missauensen', a hair brand of Amore Pacific.

In the absence of channels that specialize in hair other than makeup and fashion, Postcommunications has contributed to make the 'Like it Hair' website be a leading informative channel in Korea by converting high-quality information about hair into various content formats, such as hair video tutorials and pictorial columns.

In particular, we are focusing on finding timely and fun content such as trendy hair styling TIPS and How-to per each product, and also working on projects like managing the social media (FB/IG) for the fashion week to expand our careers in the digital era.

mise
en
scène
미 장 센

Digital Marketing

L'OCCITANE

L'OCCITANE
EN PROVENCE

Managing L'OCCITANE Instagram and Influencer Program

Postcommunications has been communicating with beauty lovers in Korea through the management of L'OCCITANE Korea's Instagram channel. We are delivering the professionalism of L'OCCITANE by visualizing new products, season campaigns, and collaboration with other various brands.

In addition, we work with influencers through product seeding to effectively expose L'OCCITANE products.

Furthermore, we also operate the integrated L'OCCITANE CRS campaign for blind people every year to promote the social value of L'OCCITANE.

Digital Marketing

Kloud Beer

Managing Social Media For Kloud



제대로 만든 진짜 맥주

Kloud

From 2017 to present, we have been managing social media channels and digital campaigns for Kloud of Lotte, a premium beer brand. We've communicated with consumers through core targeted content and diverse campaigns, such as producing and selling limited edition goods, creating video series utilizing famous MCN, and connecting with stores selling beers. Through these attempts, we've been focusing on delivering the value of Kloud as the premium brand beyond communication via social media.

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