

complete K

SINCE 2005

Innovating Brand Excellence

Company Introduction



complete K는 브랜드의 올바른 성장을 위해

정체성을 명확히 정의하고

지속 가능한 방식으로

통합적 지원 가능한

브랜드 커뮤니케이션 파트너입니다.

사람만이 할 수 있는 일.

진심을 담아 만드는 일.

그 결과는

오랜 경험과 감각에 기반한

통찰력을 갖춘 전문가들이 완성합니다.

Company Overview



complete K는 2005년 설립 이래, 글로벌 프리미엄 브랜드들의
성공적인 시장 진입과 지속 가능한 성장,
혁신을 위한 맞춤형 컨설팅과 실행 전략을 제공하는
전문 브랜딩 및 홍보 마케팅 에이전시입니다.

오랜 경험과 깊이 있는 통찰력을 바탕으로
고객사의 브랜드 가치를 극대화하고 차별화된 성공을 이끌어냅니다.

Core Competencies

브랜드의 본질을 전략으로, 전략을 성과로 연결하는 실행 전문성



In-depth Brand Strategy Development
심층적인
브랜드 전략 수립

명확한 브랜드
아이덴티티 정의와
핵심 타겟 고객 설정을 통해
차별화된 경쟁 우위를
확보합니다.



Integrated PR and Media Relations
통합적 PR 및
미디어 관계 구축

온-오프라인 미디어와 소셜
미디어 채널을 아우르는
전략적 커뮤니케이션으로
브랜드의 긍정적 인지도와
신뢰도를 제고합니다.



Data-Driven Digital Marketing
데이터 기반
디지털 마케팅 실행

심층적인 데이터 분석을
바탕으로 브랜드 인지도를
확대하고, 타겟 고객과의
효과적인 소통을 통해
실질적인 성과를 창출합니다.



Empathetic Content Development
고객 공감형
콘텐츠 개발

브랜드의 핵심 가치를
명확하게 전달하는
매력적인 스토리텔링 및
고품질 비주얼 콘텐츠를
제작합니다.

Execution-Focused Strategic Capabilities

전략을 실행으로 연결하고, 운영으로 완성하는 전문 역량



Distinctive Event Planning & Management | 차별화된 이벤트 기획 및 운영

브랜드 경험을 극대화하고 고객과의 깊이 있는 관계를 형성하기 위한 창의적이고 효과적인 이벤트를 기획하고 실행합니다.



Strategic Influencer Marketing | 전략적 인플루언서 마케팅

브랜드 메시지의 진정성을 높이고 확산 범위를 넓히기 위한 영향력 있는 인플루언서와의 파트너십을 구축하고 운영합니다.



Crisis Management | 신속하고 전문적인 위기 관리

예측 불가능한 위기 상황 발생 시, 브랜드 평판을 신속하게 보호하고 부정적인 영향을 최소화하는 체계적인 위기 관리 시스템을 운영합니다.



Advertising & Media Planning | 효율적인 광고 및 미디어 플래닝

목표 달성을 위한 최적의 미디어 채널 선정과 효과적인 광고 캠페인 기획, 실행, 성과 분석을 제공합니다.



Sustainable Growth Consulting | 지속 가능한 브랜드 성장 컨설팅

사회적 책임(CSR) 및 환경, 사회, 지배구조(ESG) 요소를 고려한 지속가능 경영 전략을 수립하고 실행을 지원합니다.

Our Clients

complete K는 글로벌 프레스티지 브랜드 시장의 선도 기업들과
전략적 파트너십을 기반으로
차별화된 브랜드 커뮤니케이션을 성공적으로 수행해왔습니다.



Our Clients

Cosmetic | 뷰티

Aesop, Amorepacific, Bobby Brown, Bourjois, By Terry, Chanel, Chantecaille, Christian Dior, CNP Cosmetics, Clarins, Clinique, Darphin, Estee Lauder, Fresh, Guerlain, Hanskin, Hourglass, is Clinical, Jullai, Kate Somerville, Kim Sun Jin Cloe, Kinfolk Notes, La Mer, Laneige, La Prairie, La Perva (Aedes Des Venustas, Alma K, Natura Bisse, Eve Lom, Oribe, Perricone MD, Philip Martins, Phytorelax, Red Flower, Teeez, Verso, Vintners Daughter etc.) by Shinsegae International, Laura Mercier, Lyanature co, LG Ohui, MAC, Nails inc London, Omorovicza, Pinkpick, Plaza Hotel Spa Club, Pola, Oldermew, Royal Fern, Santa Maria Novella, Skeen+, Skin Ceuticals, SK-II, Vidivici, Wella

Perfume | 향수

Atelier Cologne, 100BON, Aramis and Designer Fragrances, Byredo, Diptyque, Edition de Parfums Frederic Malle, L'Atelier des Parfums (Chabaud, Etat Libre D'Orange, Maison Crivelli, Miller Harris, Ormonde Jayne), Maison Francis Kurkdijan, Matière Première, Parfums de Marly, Penhaligon's, Santa Maria Novella, Serge Lutens, Xerjoff

Fashion & Jewelry | 패션 & 주얼리

Adidas, Aigner, A.Land, Argyle Pink, Ballantyne, Bluebell Group (Albertta Ferretti, Cacharel, Moschino), Breitling, Cartier, Chaumet, Damiani, David Yurman, Dimensione Danza, Ermenegildo Zegna, Fred, Furla, Genny, Gerard Darel, Harry Winston, H.Stern, Iceberg, J.press, Jerome Dreyfuss, Kwanpen, Kenzo, Kenzo Homme, Lee Seung Jin, Lindberg Eyewear, Louis Vuitton, Lucie, Manolo Blahnik, Mila schon, Minelli, Mulberry, Myriam Schaefer, Nine West, Niwaka Japan, Piaget, Puma Black Label, Reebok, Rockport, Shinhwa Korea, Sonia Rykiel, Stephen Webster, Swatch, Van Cleef & Arpels, Vitamin A, Vilebrequin

Lifestyle | 라이프 스타일

Astier de Villatte, Baker Furniture, The Laundress New York, Safely, Choimoon Artisan Flowers, Delifrance, Le Florum, Plants on the Shelf B&B Italia, Vi-Spring, Giorgetti, Giovanni Furniture Italy, Maxalto, Plaza Hotel, Hana SK Card, Hong Kong Tourism Board, Infini, Khee, KIA Motors, Laudemio, Lotte Duty Free, Poltrona Frau, Safely, Stonewall Kitchen The Showroom, S,sa English Apple Tree Nursery School Woori Investment & Securities Co.Ltd Private Banking, Woori investment securities Co, Yson Medical Corporation

Electronics & Science | 전자 & 과학

LG Electronics, LG Chemicals, LG Electronics SK Telecom, SK networks, Samsung Camera, Samsung Electronics, Cyon

Our Services

브랜드의 잠재력 확장, 가치 상승, 성과 구현을 위한 통합 크리에이티브 솔루션

Brand Strategy & Positioning | 브랜드 전략 및 포지셔닝

Defining brand identity, target audience, and competitive advantage.

Public Relations & Media Relations | 홍보 및 미디어 관계 관리

Securing impactful media coverage across online, offline, and social channels.

Digital Marketing & Social Media Management | 디지털 마케팅 및 소셜 미디어 운영

Building brand presence and engaging audiences online.

Creative Content Development | 크리에이티브 콘텐츠 개발

Creating memorable brand experiences that connect with consumers.

Event Management | 이벤트 기획 및 운영

Creating memorable brand experiences that connect with consumers.

Our Services

브랜드 전략을 실행하고 지속 가능한 성과로 연결하는 운영 중심 서비스



**Influencer
Marketing**
인플루언서
마케팅

Partnering with key
influencers to amplify
brand messaging.



**Crisis
Communications**
위기대응
커뮤니케이션

Protecting brand
reputation in
challenging situations.



**Sustainability/
CSR**
지속가능성 /
기업의 사회적 책임

Promoting sustainable
practices and social
responsibility to enhance
brand trust and impact.



**Advertising &
Media Planning**
광고 및
미디어 기획

Creating impactful
advertising
campaigns.

ESG

지속가능경영 인증

complete K는 글로벌 지속가능성 평가 플랫폼
에코바디스(EcoVadis)의 공식 인증 기업입니다.

환경, 노동, 인권, 윤리, 책임 있는 구매활동 등 다양한 분야에서
국제 기준에 부합하는 높은 수준의 실천 기준을 적용하며
ESG(환경, 사회, 거버넌스) 가치를 기업 운영의 핵심으로 삼고 있습니다.

이러한 노력을 통해 글로벌 시장에서의 경쟁력 향상은 물론
고객 및 파트너사와의 신뢰 강화에 기여하고 있습니다.

The logo for EcoVadis, featuring the word "ecovadis" in a lowercase, sans-serif font. The "v" is stylized with a green leaf-like shape integrated into its upper right stroke.

Strategic Platforms

브랜드&트렌드 미디어 에이전시 컴플리트케이가 전개하는
지속 가능성과 의식 소비를 제안하는 아트&라이프스타일 브랜드 플랫폼

🎯 Green is Perfect

도심 속 초록의 감각, 비레아.
우리는 ‘자연과 공존하는 도시’를 상상합니다.
환경을 위한 의식 있는 선택이
곧 나 자신을 위한 감각이 되는
건강한 슬로우 라이프스타일을 제안합니다.

🌱 Green is the New Standard

지금, 초록이 숨 쉬는 일상을
비레아와 함께 시작하세요.
비레아는 도심 속 자연과 공존을 목표로
지속 가능성과 의식 있는 소비를 제안하는
아트&라이프스타일 프로젝트입니다.
가치를 공유하는 아티스트 및 브랜드와 협업하며
도시와 자연의 조화를 위한
다양한 방식을 모색합니다.

VIHREÄ
Green is the New Standard
SEOUL

Strategic Platforms



◎ How We Operate

▪ As a Brand

• 가치 제안

- 순환 가치, 슬로우 리빙, 의식 있는 소비를 기반으로 철학적 방향성 제시
- 지속 가능한 삶에 대한 감각적 해석과 새로운 기준 제안

• 제품 개발

- 철학이 담긴 라이프스타일 제품 라인 기획 및 전개
- 심미성과 지속 가능성을 겸비한 브랜드 아이템 운영

• 콘텐츠 큐레이션

- 정제된 메시지와 시각 언어를 통한 브랜드 콘텐츠 개발
- 일관된 세계관을 반영한 온·오프라인 커뮤니케이션 전개

• 정체성 구축

- 브랜드 철학과 미감을 통합한 비주얼 아이덴티티 운영
- 언어, 이미지, 경험을 아우르는 통합적 브랜드 표현

▪ As a Platform

• 협업 기획

- 예술, 디자인, 지속 가능한 라이프스타일 분야의 협업 프로젝트 큐레이션
- 브랜드, 크리에이터, 로컬 파트너와의 공동 기획 운영

• 콘텐츠 실행

- 전시, 팝업, 도시 개입형 프로그램 기획 및 실행
- 오프라인 경험 기반의 스토리텔링 콘텐츠 전개

• 커뮤니티 연결

- 창작자, 생산자, 사유자, 소비자 간의 지속 가능한 네트워크 형성
- 감각과 가치가 공존하는 커뮤니티 기반 플랫폼 운영

• 문화 확산

- 일상 속 지속 가능성에 대한 인식 제고
- 균형 잡힌 라이프스타일 문화를 위한 플랫폼형 기획 확장

Strategic Platforms

●● Signature Projects

- **Phyton Touch Collection (2020-2023)**
 - 국내산 귀한 천연 잣나무 유래 성분을 사용한 내추럴 위생 케어 라인
 - 팬데믹 시기, 일상 속 웰니스 회복을 위한 자연 기반 솔루션 제안

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Strategic Platforms

●● Signature Projects

- **VIHREÄ on the Shelf (2021)**
 - 도시 공간에서 '숲속 산림욕 의식'을 재해석한 보태니컬 팝업 프로젝트
 - PLANTS ON THE SHELF와의 협업으로 진행

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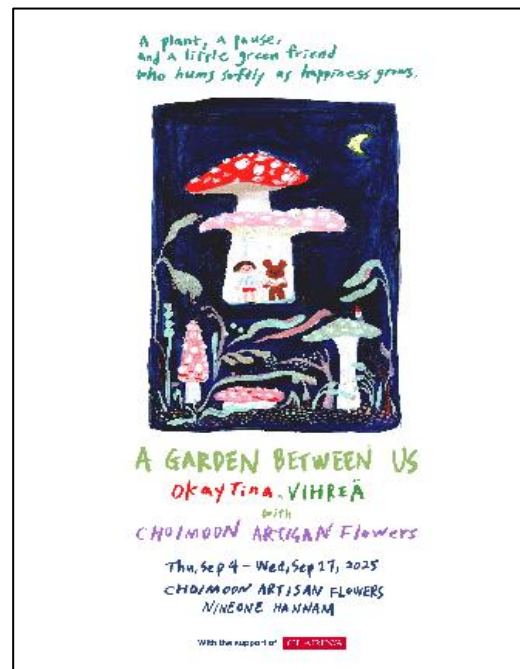


Strategic Platforms

●● Signature Projects

- A Garden Between Us (2025)
 - 꽃의 유한한 아름다움을 순환시키고 반려식물의 가치를 나누는 서스테이너블 그린 프로젝트
 - 초이문 아티산 플라워, 오케이티나와의 협업, 클라랑스 코리아 후원으로 진행

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Recent Clients_Beauty

Clients

CLARINS

Europe's No.1 French cosmetics MPR communications

Effective MPR activities & diverse Press Events & Sales Promotions in-progress



CLARINS

Clients

EDITIONS DE PARFUMS FREDERIC MALLE

High-end niche perfume house in collaboration w/ top perfumers since 1999 Edition de Parfums Frederic Malle MPR communications

Effective MPR activities & diverse Press Events & Sales Promotions in-progress



EDITIONS DE PARFUMS
FREDERIC MALLE

Clients

PARFUMS DE MARLY

The Haute Perfumery Maison, Parfums de Marly, created by Julien Sprecher

Successful brand localization & copywriting

Launch events completed, ongoing PR



PARFUMS de MARLY
PARIS

Clients

MATIÈRE PREMIÈRE

Prestige Perfume brand Matière Première MPR communications

Successful brand localization & copywriting

Launch events completed, ongoing PR



MATIERE
PREMIERE

Clients

POLA

Japanese premium prestige cosmetics MPR communications

Effective MPR activities & diverse Press Events Promotions



POLA

Clients

CHANTECAILLE

New York premium cosmetics developing new VIP channels through on/offline promotions

Chantecaille Korea launching set-up & PR Communications

Effective Online PR activities & diverse VIP Outreach Promotions



CHANTECAILLE

Clients

MAISON FRANCIS KURKDJIAN

Prestigious perfume brand Maison Francis Kurkdjian MPR communications

Effective MPR activities & diverse Press Events & Sales Promotions



Maison
Francis Kurkdjian
Paris

Clients

L'ATELIER DES PARFUMS

High-end niche perfume boutique operated by Bluebell Group

Effective PR activities & copywriting, MPR, press & VIP events



L'ATELIER DES PARFUMS

Clients

100BON

The first French vegan perfume house dedicated to the 100% natural ingredient

PR activities & copywriting, MPR, press & VIP events



100BON

Clients

BYREDO

Global iconic niche perfume brand leading the 'Nordic Chic Trend'

Effective PR activities yielding visible sales results

MPR plus diverse Press Events & Sales Promotions



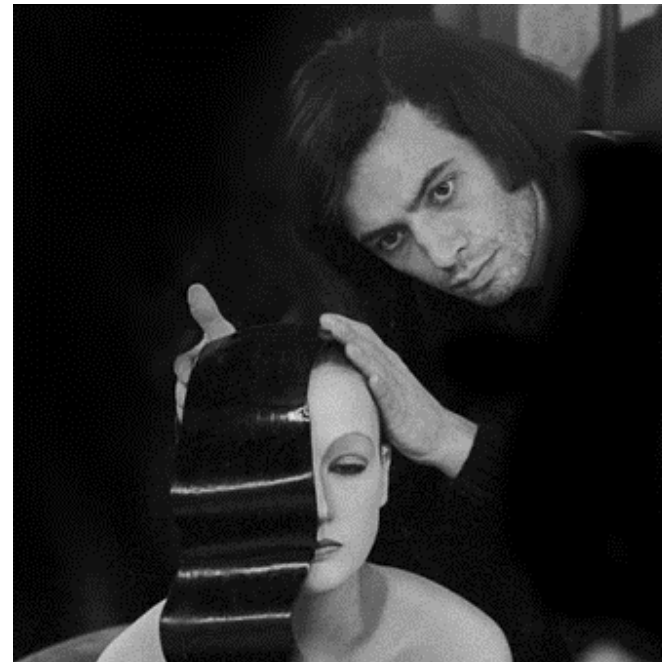
BYREDO

Clients

SERGE LUTENS

Prestigious cosmetics Serge Lutens MPR communications

Effective MPR activities & diverse Press Events & Sales Promotions



SERGE LUTENS 

Clients

SANTA MARIA NOVELLA

Italian prestigious cosmetics brand SANTA MARIA NOVELLA w/ natural fragrances & colors on body, hair, skin products

Effective PR activities & diverse SNS applications



Clients

KINFOLK NOTES

New slow beauty brand from Kinfolk. Designed in Denmark, inspired by Parisian scents and Korean beauty

Media Day (2022)



KINFOLK
NOTES

Clients

ATELIER COLOGNE PARIS

French niche perfume brand owned by the L'ORÉAL Group

Successful launching w/ set-up, copywriting, MPR, press & VIP events



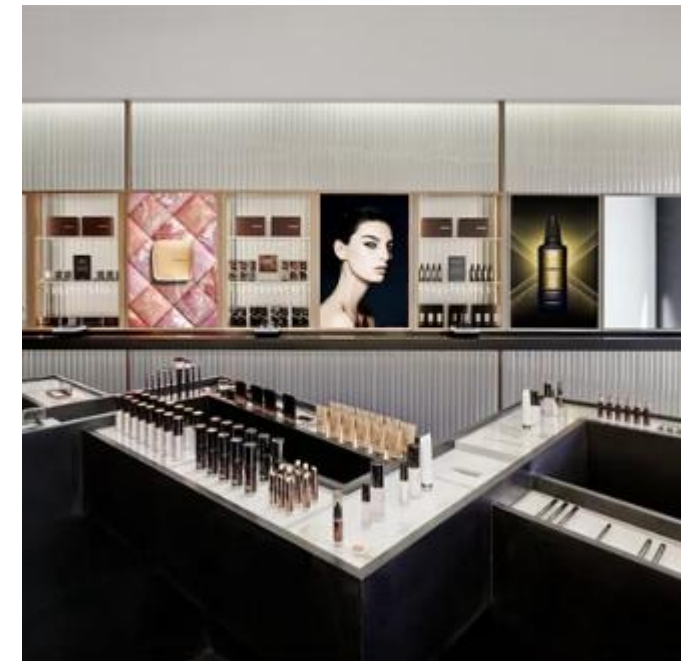
Atelier
Cologne
PARIS

Clients

HOURGLASS

Luxury performance make-up brand HOURGLASS PR communications

Effective PR activities & diverse SNS applications



HOURGLASS

Clients

LA PERVA by SHINSEGAE INTERNATIONAL

Multi-beauty brand representing globally prestigious/exquisite & trendy cosmetic brands

Successful launching w/ set-up, MPR, Press & VIP events in-progress for brands w/ high scarcity value brands such as NATURA BISSÉ, IS CLINICAL, ORIBE, ALQVIMIA, AEDES DE VENUSTAS, NAILS INC, VERSO, SANTA MARIA NOVELLA, PERRICONE MD, THE DIFFERENT COMPANY, & LE CERCLE



Clients

ROYAL FERN

German premium cosmetics MPR communications

Effective Online PR activities & diverse VIP Outreach Promotions



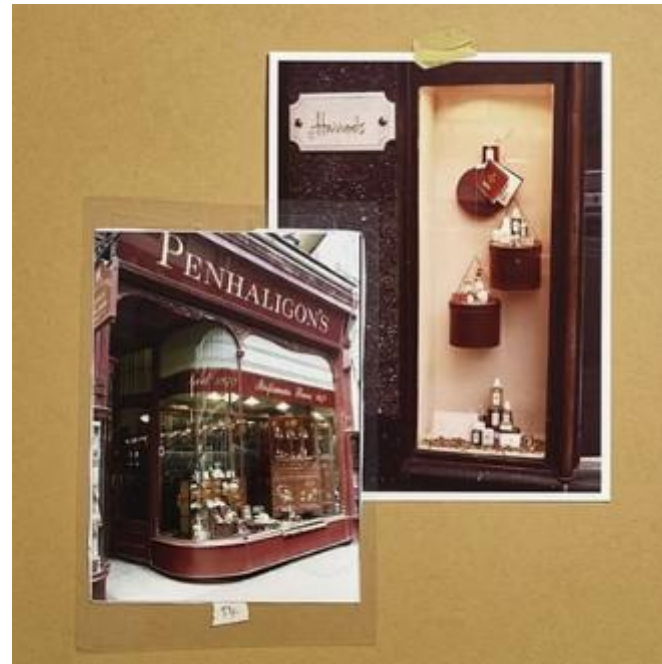
ROYAL FERN
DR. TIMM GOLUEKE

Clients

PENHALIGON'S

British perfumery established in 1870 w/ additional bath & body care products

Effective PR activities & diverse Press Events & Sales Promotions



PENHALIGON'S
EST. LONDON 1870

Clients

KATE SOMERVILLE

L.A. custom designed skincare products by Kate Somerville

Successful brand launching w/ set-up & PR activities handled



Kate Somerville®

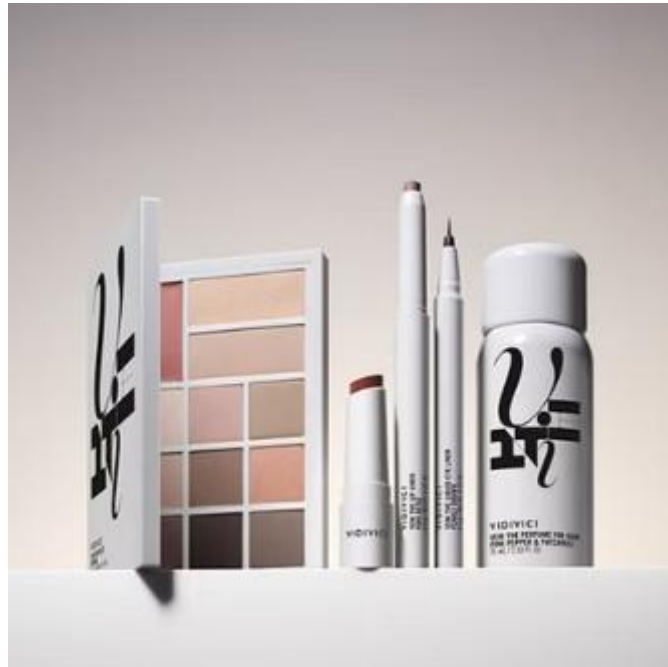
Clients

VIDIVICI

High performance cosmetics brand w/ modern classic & sensuous elegance

Effective PR activities yielding visible sales results.

MPR plus diverse Press Events & Sales Promotions



VIDIVICI

Clients

LYANATURE

Naturalism based pure botanic skincare brand made by Asia renowned actress Lee Young Ae

Successful MPR activities & customer events



Lyañature co.

Clients

JULLAI

Global cosmetics brand w/ 12 superfood ingredients in body, hair, skin products

Effective PR activities & diverse Press Events & Sales Promotions



JULLAI

Clients

OLDER MEW

The first bio company to patent 'edible mucin' AGE AT LAB's premium inner beauty brand with low-molecular mucin

Effective PR activities & copywriting, MPR



oldernew

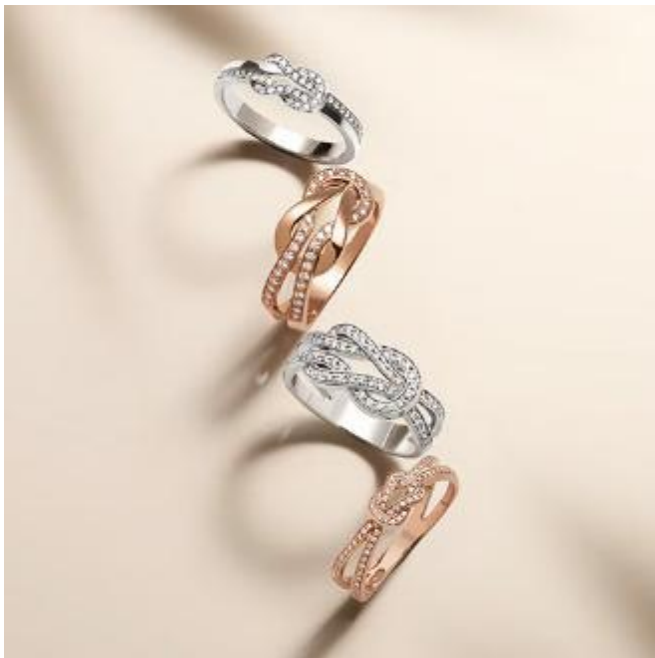
Recent Clients_Jewelry & Fashion

Clients

FRED

LVMH group French high-jewelry brand, 'Modern Jewelry Creator' founded in 1936

Effective PR activities & copywriting, MPR



FRED

Clients

VAN CLEEF & ARPELS

French jewelry, watch, and perfume company founded in 1896

Effective PR activities & copywriting, MPR



Van Cleef & Arpels

Clients

LUCIE by NIWAKA JAPAN

Contemporary Haute Couture jewelry brand, 'Artisan Spirit of Kyoto'

Effective PR activities & copywriting, MPR



LUCIE

Clients

CHAUMET

LVMH group French high-jewelry & watch brand

Effective PR activities & copywriting, MPR



Clients

STEPHEN WEBSTER

London-based contemporary fine jewelry brand

Effective PR activities & copywriting, MPR



STEPHEN WEBSTER

LONDON

Clients

HSTERN

Latin America's leading jeweler. Recognized for its unique and innovative jewelry collections.

Effective PR activities & copywriting, MPR



Hstern

Clients

DAVID YURMAN

Innovative designs from American's foremost luxury jewelry and timepiece.

Effective PR activities & copywriting, MPR



DAVID YURMAN

Clients

VILEBREQUIN

French Saint Tropez born prestigious swimwear brand

Effective PR activities & copywriting, MPR



Recent Clients_Lifestyle

Clients

SAFELY

Vegan & eco-friendly lifestyle brand by Kris Jenner

Effective PR activities & copywriting, MPR



Clients

INFINI

Lifestyle brand w/ exclusivity on global most prestigious furniture brands. B&B ITALIA, VISPRING, MAXALTO, Poltrona Frau, etc

Effective PR activities & copywriting, MPR



Infini

Clients

THE LAUNDRESS

Sophisticated, eco-conscious lifestyle brand THE LAUNDRESS MPR communications

Effective PR activities & copywriting, MPR



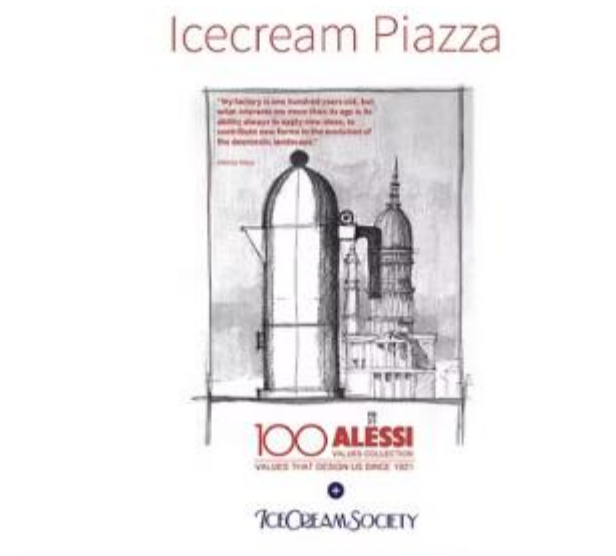
THE LAUNDRESS
NEW YORK

Clients

THE SHOWROOM

Lifestyle showroom w/ global most prestigious design brands. VITRA, CASSINA, HERMAN MILLER, FLOS etc.

Effective PR activities & copywriting, MPR



the **showroom**

Clients

ASTIER DE VILLATTE

World renowned charming, one of a kind French lifestyle brand

Effective PR activities & copywriting, MPR



ASTIER de VILLATTE

Clients

KHEE

Premium soju brand created by Korean-born global cultural celebrity Eva Chow

Effective PR activities & copywriting, MPR



KHEE

Clients

CHOIMOON ARTISAN FLOWERS

A haute couture flower atelier leading high-end floral design in Korea

Effective PR activities & copywriting, MPR



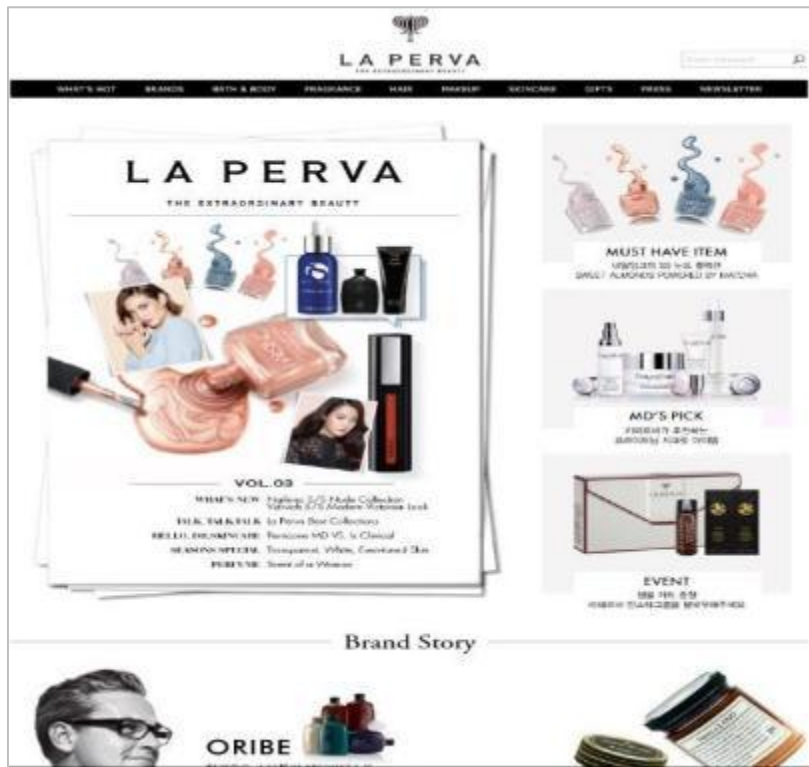
CHOIMOON
ARTISAN FLOWERS

References_Activities

References

Webpage Management

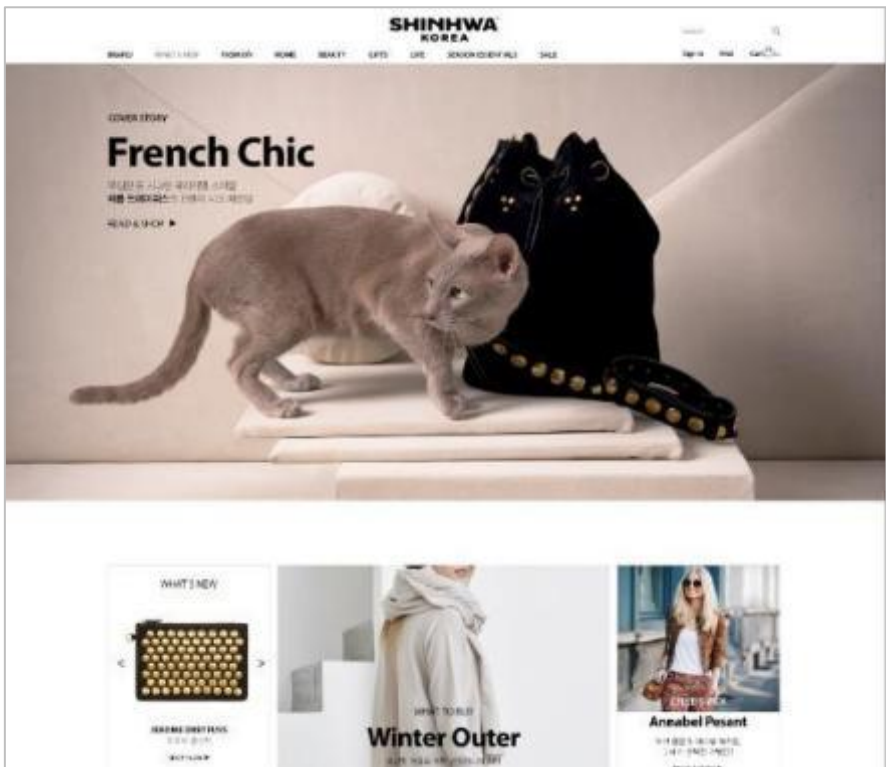
Planned and executed the launch and renewal of the brand’s official website to enhance online presence and improve user experience.



‘LA PERVA’ launch



‘INFINI’ webpage renewal



‘Shinhwa Korea’ Online Mall launch

References

Blog Management

Established, planned, and managed the brand’s official Naver blog in Korea to build brand storytelling and engage target audiences.



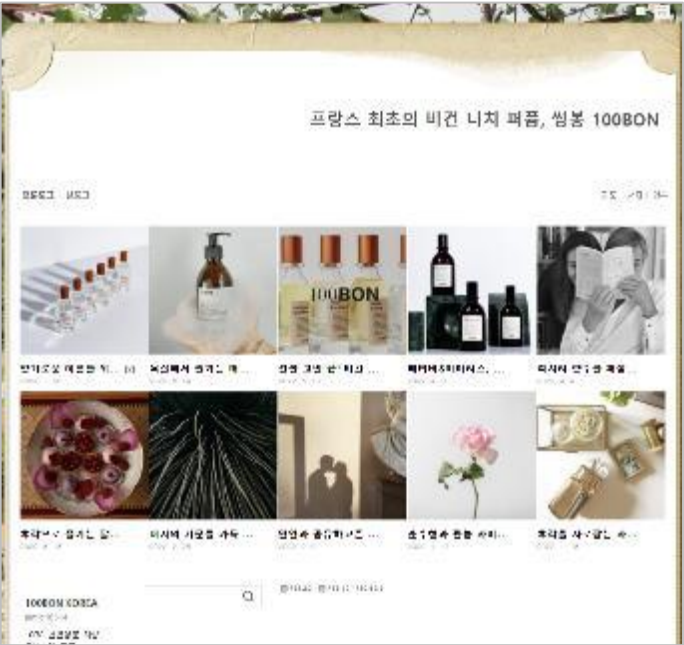
Chantecaille

<https://blog.naver.com/chantecaillekorea>



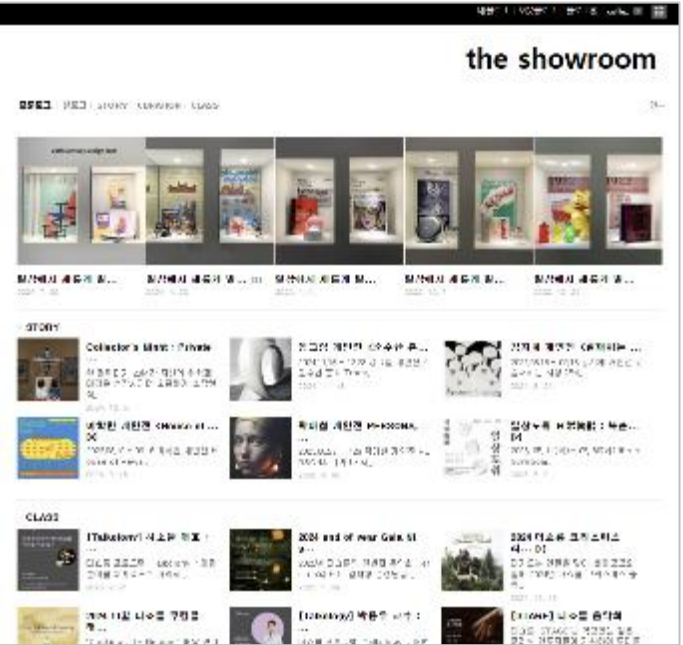
Parfums de Marly

<https://blog.naver.com/parfums-de-marly>



100BON

<https://blog.naver.com/jamie10514>



The Showroom

<https://blog.naver.com/theshowroomkr>

References

Social Media Management

Planned and managed the brand's Korean social media accounts to drive engagement and grow the digital community.



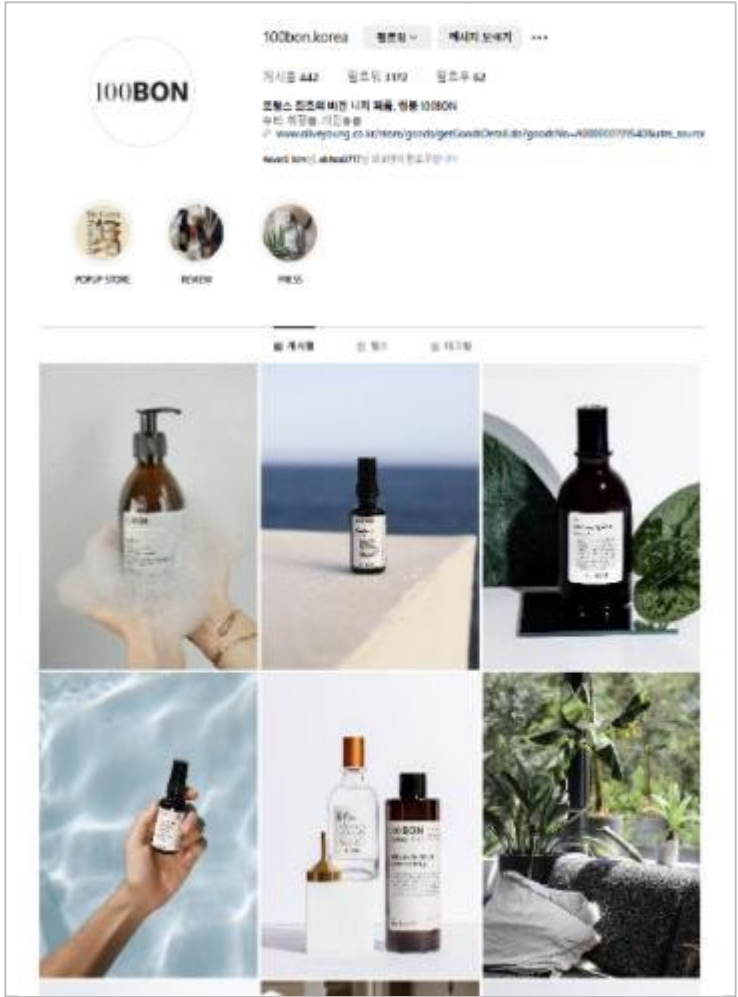
Clarins

<https://www.instagram.com/clarinskorea/>



Hourglass

<https://www.instagram.com/hourglasscosmeticskr/>



100BON

<https://www.instagram.com/100bon.korea/>

References

Target Media Celebrity Collaboration - Print

Developed and produced print content—including covers, features, and pictorials—in collaboration with target media and celebrities to enhance brand image and increase product awareness.



WWD x Key (Shinee)



Elle x Han Yeseul



Allure x Lee Seojin



Cosmopolitan x Hwang Minhyun



WWD x Roh Sanghyeon



Arena x Cha Seungwon



References

Target Media Celebrity Collaboration - Digital

Developed and produced digital branded content featuring celebrities in collaboration with target media to boost online visibility and consumer engagement.



WWD x Key (Shinee)

<https://www.instagram.com/p/DGKHZw7MQaY>



Elle x Han Yeseul

<https://www.instagram.com/p/C-RodjKBtnt/>



Elle x Hwang Minhyun

<https://www.instagram.com/p/C4zcgyP06FH/>



Singles x Kim Seolhyun

https://www.instagram.com/p/C2RmEb_h15I/



Allure x Lee Seojin

<https://www.youtube.com/watch?v=IQkKvpj4XMU>



Cosmopolitan x Younghoon (The boyz)

<https://www.instagram.com/p/CqI97GfAuMO/>



Cosmopolitan x Yuqi ((G)I-DLE)

<https://www.instagram.com/p/CvKBVVUgaTh/>



Cosmopolitan x Kim Minjoo

<https://www.instagram.com/p/CiKMfYiPhYe/>

References

Target Media Celebrity Collaboration - Digital

Developed and produced digital branded content featuring celebrities in collaboration with target media to boost online visibility and consumer engagement.



Elle x Han Yeseul

<https://www.instagram.com/reel/DAHaL0jtoIF/>



Elle x Younghoon (The boyz)

<https://www.instagram.com/reel/C5fjbC4LXHp>



Cosmopolitan x Hwang Min-hyun

<https://www.instagram.com/p/Cr-RPJFg2jS/>



W x Joshua & Dino (Seventeen)

<https://www.instagram.com/reel/CrzwjmYuffL/>



Cosmopolitan x Younghoon (The boyz)

<https://www.instagram.com/reel/CrR17UTAKX3/>



Cosmopolitan x Kim Minjoo

<https://www.instagram.com/reel/CptojLJiyB/>



Cosmopolitan x Jungmo & Hyeongjun (Cravity)

<https://www.instagram.com/reel/CoWoGsogtGh/>



Marie Claire x Hyungwon (Monsta X)

<https://www.instagram.com/p/CiwWH9Jh8wO/>

References

Celebrity Collaboration - Instagram

Developed and produced branded Instagram content in collaboration with celebrities to promote the brand and its products and serve as advertising assets.



Kieunse

<https://www.instagram.com/p/Cz8Vi6LRmGV/>



Kim Minjoo

<https://www.instagram.com/p/CzvckDWLhej/>



Chorong (Apink)

<https://www.instagram.com/p/Cl75nSRPhyW/>



Dong Woo (Infinite)

<https://www.instagram.com/p/Cl5xOj9LfHu/>



Seungsik (Victon)

https://www.instagram.com/p/CIA5vYXv-_O/



Soobin (Victon)

<https://www.instagram.com/p/CIA6eebpDcl/>

References

Influencer Collaboration - Instagram

Developed and produced branded Instagram content in collaboration with influencers to promote the brand and its products and serve as advertising assets.



Baekstage

<https://www.instagram.com/p/DDs29F3tVpa/>



Mj..j_

<https://www.instagram.com/p/C-timD2TZoV/>



Q2han

<https://www.instagram.com/p/C8qQZXcPO9a/>



Baekstage

<https://www.instagram.com/reel/C7kzyYdNnBD/>



Baekstage

https://www.instagram.com/p/C6Xjolqt_ad/



Jennonpark

<https://www.instagram.com/p/C4XuE7iJb4I/>

References

Creator Collaboration - YouTube

Developed and produced branded YouTube content in collaboration with creators to promote the brand and its products and drive purchase intent.



Studio Hey

<https://www.youtube.com/watch?v=Ev5K5pebouo>



Sayyoung

<https://www.youtube.com/watch?v=Ct4fCpfY7aw>



Sayyoung

<https://www.youtube.com/watch?v=kXtK92HBhMY>



Alexscent

<https://www.youtube.com/watch?v=vrNtfFGCFgk&t=247s>



Sayyoung

<https://www.youtube.com/watch?v=ma39iekQBT4>

References

Beauty Awards Feature Publication

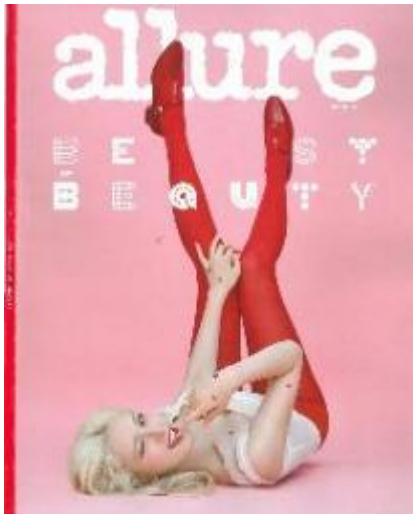
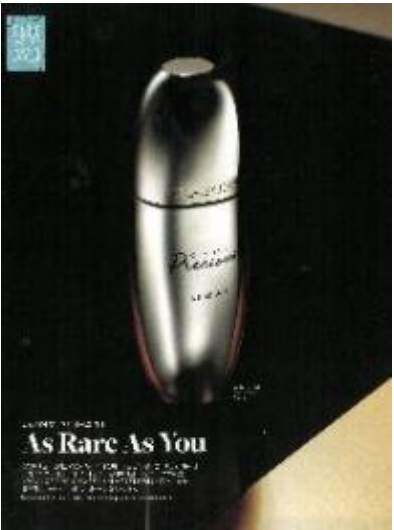
Planned and managed the publication of feature articles in target media highlighting products awarded in its beauty awards to reinforce brand prestige and visibility.



Cosmopolitan



Elle



Allure



Elle



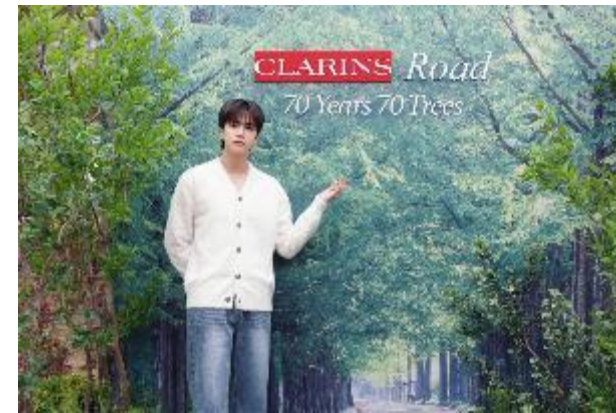
References

CSR Campaign Events

Planned and executed CSR campaign events to enhance awareness and credibility among target media and the general public.



Clarins Garden



Clarins Road

References

CSR Media Coverage

Managed magazine interviews and newspaper feature publications covering the brand’s CSR initiatives to increase public recognition and trust.



Allure



Chosun Ilbo The Boutique

JoongAng Ilbo High Collection

E.O.D