

digitalDigm

The — Interactive Company

Overview

Founded in **1998**

Employee **130+**

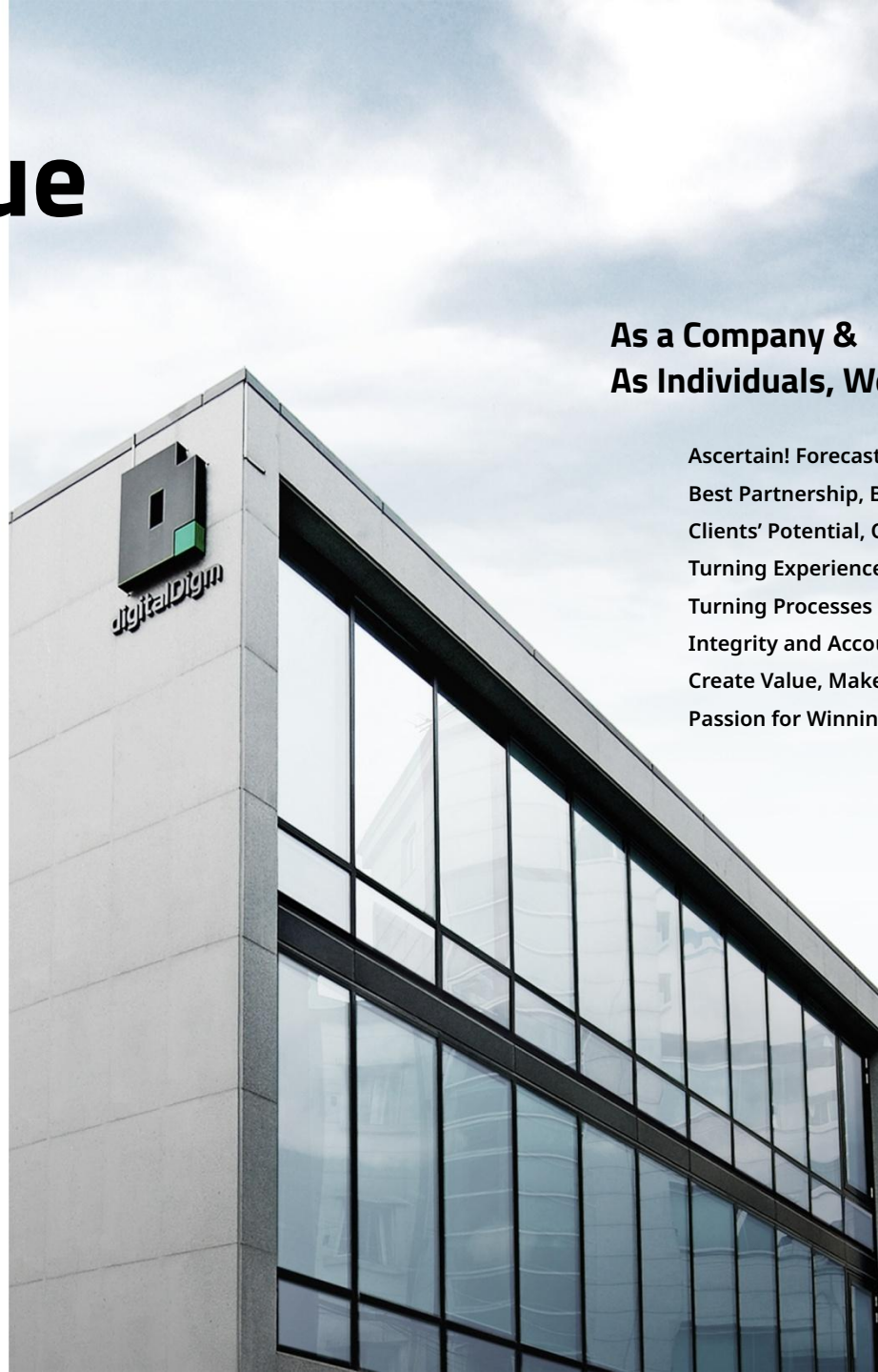
Website **d2.co.kr**



Mission & Value

Our mission is to help people improve their work and life by supporting clients' interactions with consumers and constantly leading the digital paradigm.

digital paraDigm



As a Company & As Individuals, We

Ascertain! Forecast! Execute!
Best Partnership, Best Performance.
Clients' Potential, Our Opportunity.
Turning Experiences into Processes,
Turning Processes into Systems.
Integrity and Accountability in all Relationships.
Create Value, Make a Difference.
Passion for Winning, Power of Will.

Remarkable Heritage

Launched as Korea's first-generation web agency, digitalDigm has been leading the industry through 25 years of history and know-how by expanding the advertising business and advancing to South East Asia and China.

1998

Registered as a private company
Established DigitalDesign

2001

Established corporate body
Rename to digitalDigm
Issued Newsletter Vol. 1

2002

Expanded the advertising business

2005

Selected as sn INNO-Biz
Selected as sn INNO-Biz

2006

Built the company building
D2 Interactive Building

2008

Expanded to Chinese markets
Established digitalDigm Beijing

2014

Expanded the company platform
Travel information service for yóukè
Launched the JitongHanguo app
Opened Jeju Villa D:View

2015

Established a joint corporation
Launched D3Networks, a joint corporation with Domino's Korea
Opened D-Commerce Solution, an online F&B platform
Launched the TripNBuy JEJU app for curation travel information

2017

Expanded the global investment consulting
Established the branches in Vietnam and Hong Kong
Overseas real estate investment consulting, d2HOUSE.asia

2019

Established overseas corporations
Established a corporation in Cambodia
Launched D2 DSM, a signage content management solution

2020

Expanded the retail tech business
Full-scale digital nomad
Opened digitalDigm social media channels

2022

Opened the second office in Hannam-dong
Launched the TripNBuy overseas travel service

Tangible Performance

We aim for 'Tangible Performance' to achieve clear results that customers can detect and fulfill customer's goals and beyond. That is our calling.



1000+

Reliable

About 1,000 overseas and domestic brands as well as companies, including 44 companies selected by Forbes and 17 brands ranked by Interbrand, have chosen digitalDigm.

10+

Sustainable

A number of clients like Domino Pizza, 11st, Samsung Electronics, and Hollys have been with digitalDigm and grew together over 10 years.

160+

Incredible

We won more than 160 prizes at 20 awards, proving the quality of our projects.

Integrated digital Marketing Service

The true power of digitalDigm lies in providing a full digital marketing service covering all channels from e-Business to digital advertising.

Business —
Area

digital Platform

Web / App / SI
Retailtech

digital AD

Campaign
Branded Contents
SNS

Global Business

China Marketing
Media Sales

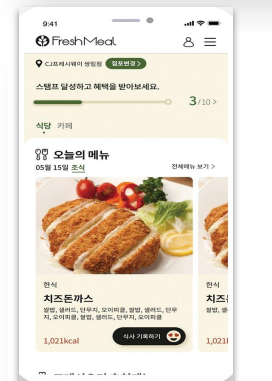
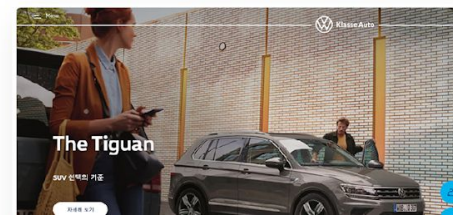
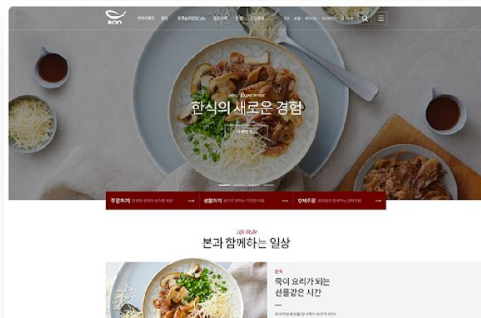
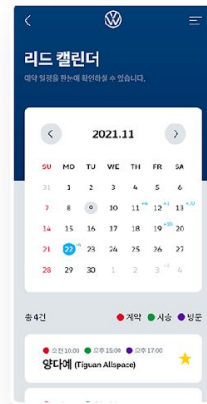
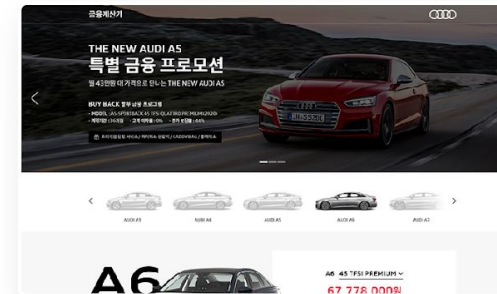
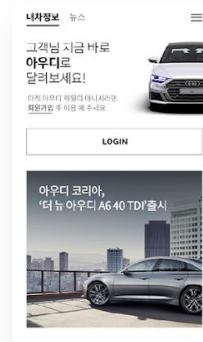
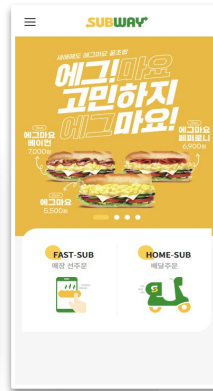
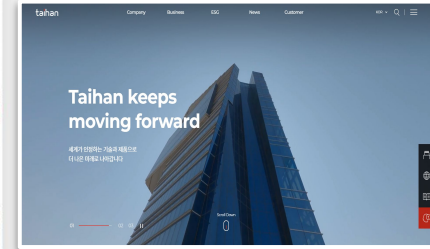
digital Platform



- Web / App / SI
- Retailtech

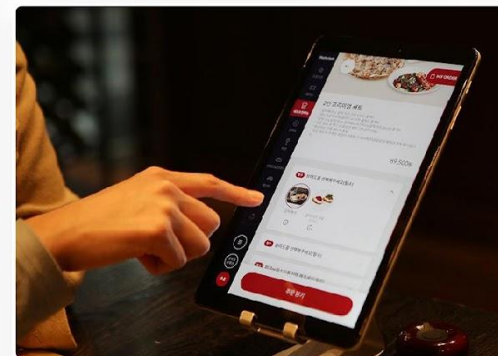
Web-App-SI

We provide a digital platform solution optimized for an online environment, from digital service consulting to websites, mobile applications, web SI building, and yearly system operation.



Retailtech

digitalDigm is a compound word for retail and technology.
Through retail tech that applies latest ICT technologies to retail stores, we provide new experience to consumers by establishing an integrated digital platform that incorporates various ICT technologies such as RFID, proximity sensor, facial recognition, and Internet of Things.



digital — AD

- Campaign
- Branded Contents
- SNS

Campaign

We aim for tangible performance advertising to create optimal ROI with limited resources by planning and executing digital campaigns that deliver innovative experiences for brands and motivate customers.

We fulfill our marketing goals by carrying out integrated campaigns online and offline based on optimal strategies and unique ideas obtained through a comprehensive analysis of the market, competition, and consumer circumstances.

ZESPA campaign



TEFAL campaign



Audi campaign



Noelo Hills campaign



SAMSUNG campaign



AHC campaign

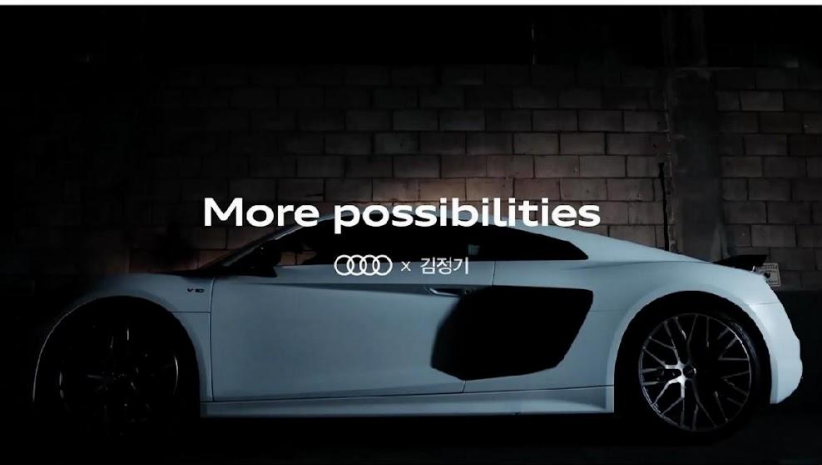


Branded Contents

In the online advertising market that rapidly changes for creativity, we make stories that convey the brand image to consumers effectively and produce trendy branded videos.

From display advertisements to social media and new media, we create viral at digital contact points to communicate with consumers.

Audi x Kim Jung Gi More Possibilities video



AHC Eye Cream firming routine vlog



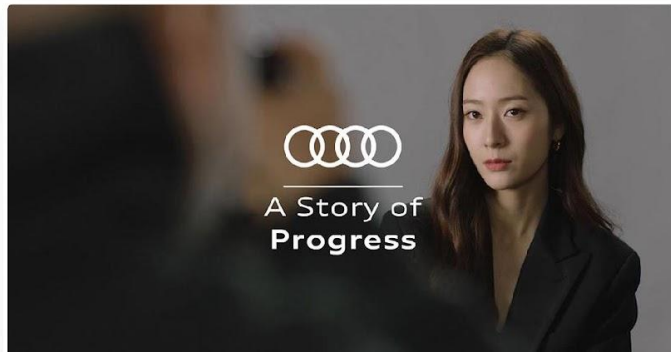
AHC Secret Tone Up concept video



AHC Mela Root video



Audi A Story of Progress: Interview with Krystal



Lotte Outlet social media



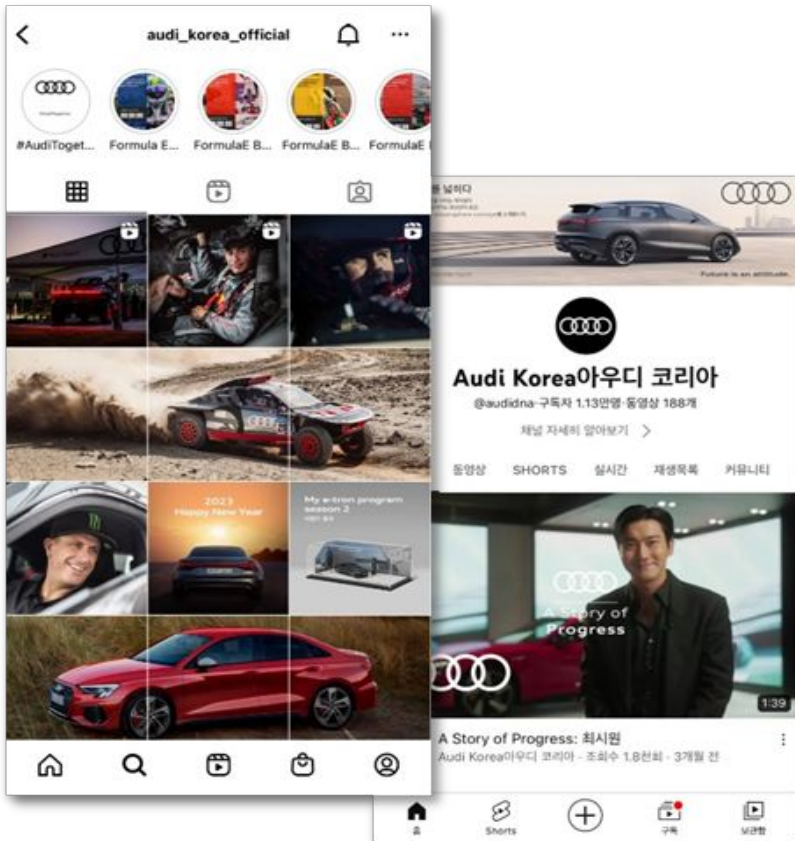
SNS

We carry out integrated social marketing that brands and users can experience through online and offline marketing campaigns connected to social media channels of various domestic and foreign brands.

We create an optimal relationship with consumers based on our unique social marketing solution and systematic operation know-how built through running successful campaigns.

We also provide risk management based on systematic manuals and processes in the event of a crisis.

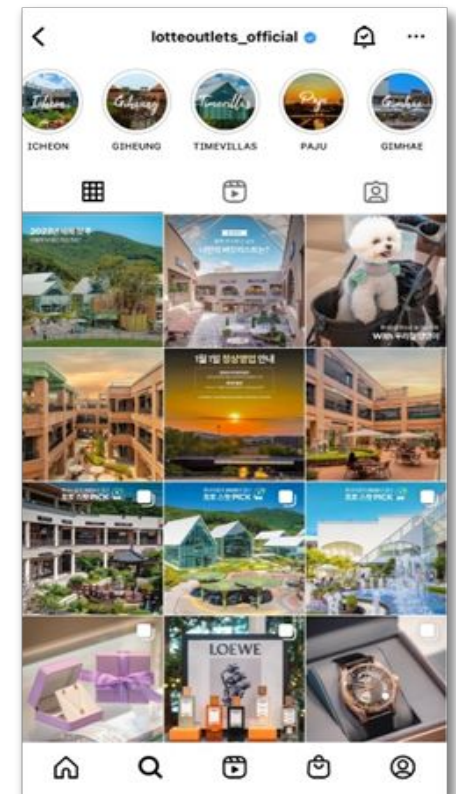
Audi Korea social media



AHC social media



Lotte Outlet social media



— Global Business

- Media Sales
- China Marketing

OTA media

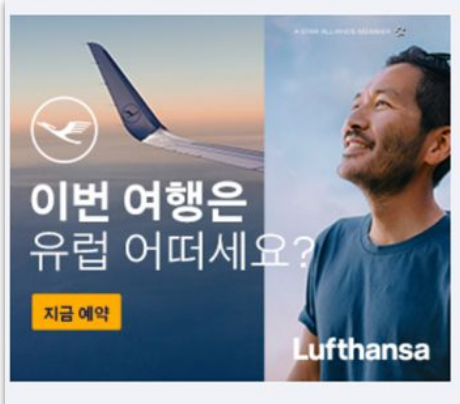
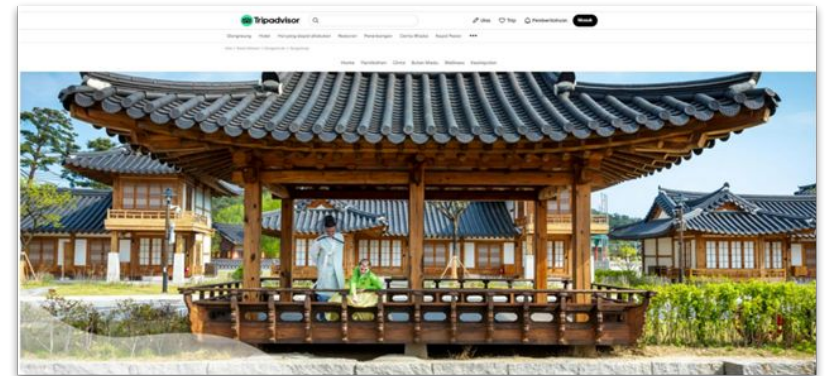
As Korea's official advertising reseller for TripAdvisor, the world's leading travel information platform, and Skyscanner, the world's leading airline ticket search meta service, we provide digital advertising planning services to leading domestic and foreign airlines, overseas tourism offices, and tourism departments of local governments.



Global #1 plane ticket search platform



Global #1 travel information sharing platform



OTT media

As an official advertising reseller in Korea for Viu, which is the largest OTT service in Southeast Asia, FPTplay (Vietnam), Vidio (Indonesia), RakutenTV (Europe), and Rakuten Viki (USA), we provide digital advertising planning services to advertising companies that target these services.



Largest in South East Asia



No. 1 in Vietnam



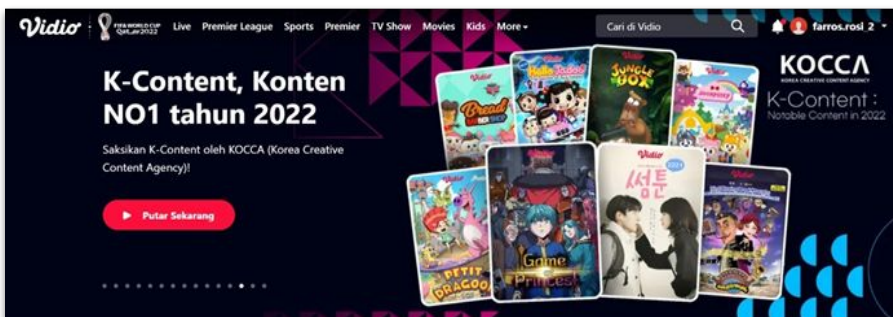
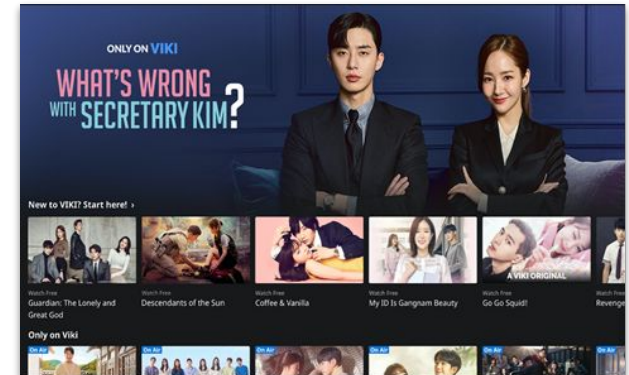
No. 1 in Indonesia



Europe



United States



China Marketing

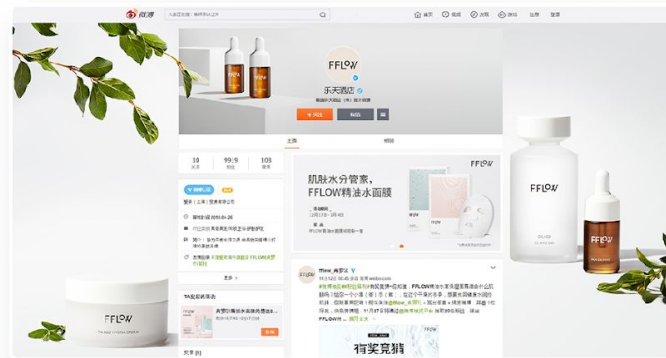
We contribute to increasing brand awareness and sales through social media marketing, influencer marketing, and performance advertising in China and Southeast Asia. We suggest marketing optimized for the Chinese market based on our 10-year marketing know-how in China, including the use of various platforms such as WeChat, Weibo, Xia Hongshu, and Douyin in addition to consulting, online/offline events, and operation.

SNS / Digital / Promotion

Clients

DongKook Pharmaceutical, Shinsegae International
 LG Unicharm, Aekyung Industry, Leader Cosmetics,
 Amorepacific, Kakao Friends,
 Line Friends, CARIN Sunglasses,
 T'way Air, Genic (Celderma),
 Kose Korea, Nature Republic,
 SK Forest, Dong-A Pharmaceutical, Moremo,
 Clio, Jeonju City Hall, etc.

Aekyung Industry (Weibo, Weixin, Xiahongshu, etc.)



LG Unicharm Guiaerang_DSP



Shinsegae International_Wanghong live broadcasting



Baidu SEO



Leaders Cosmetics_Offline fan meeting



Representative
— Client

Representative Client

Audi

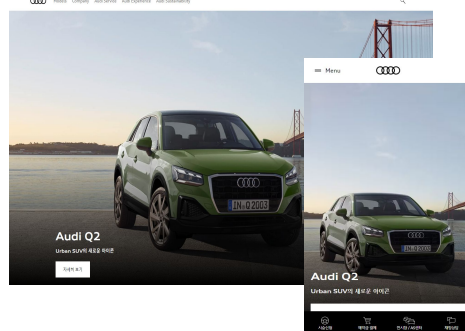
Campaign, Web/App/SI, Retail Tech, SNS, Branded Contents

Since 2013, we have been working as an agency for Audi Korea's 360° digital marketing, including online/offline campaigns, web/mobile website operation and construction, and annual digital campaigns. digitalDigm's tangible performance has been recognized for its achievements at numerous domestic and international awards.

myAudiworld app



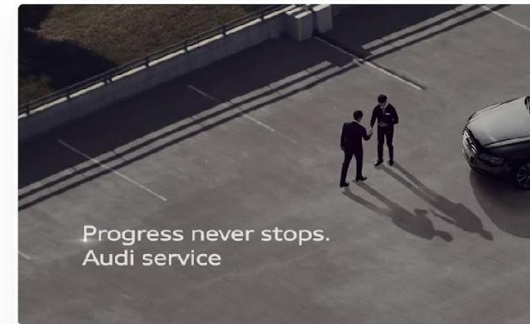
Audi A/S Digital Lounge Service app/official website



Audi A1 VR campaign



Audi Service video



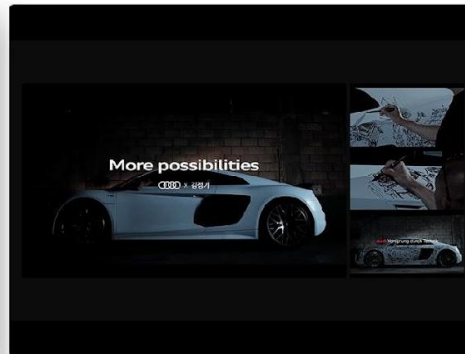
Audi A6 Paradox campaign video



Audi A5 campaign video



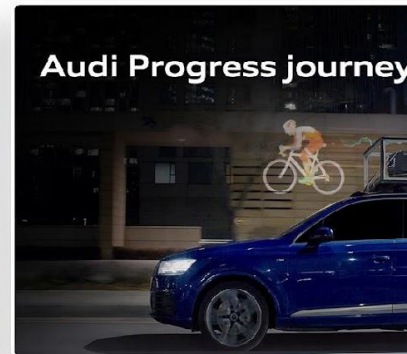
Audi More Possibilities campaign video



Audi my e-tron video



Audi Progress Journey video



Representative Client

SAMSUNG Electronics

Campaign, Web/App/SI, Retail Tech, Branded Contents

digitalDigm has been operating the Samsung B2B brand website and brand hall since 2007, providing optimized digital marketing services to strengthen Samsung Electronics' branding through website construction and brand content production.

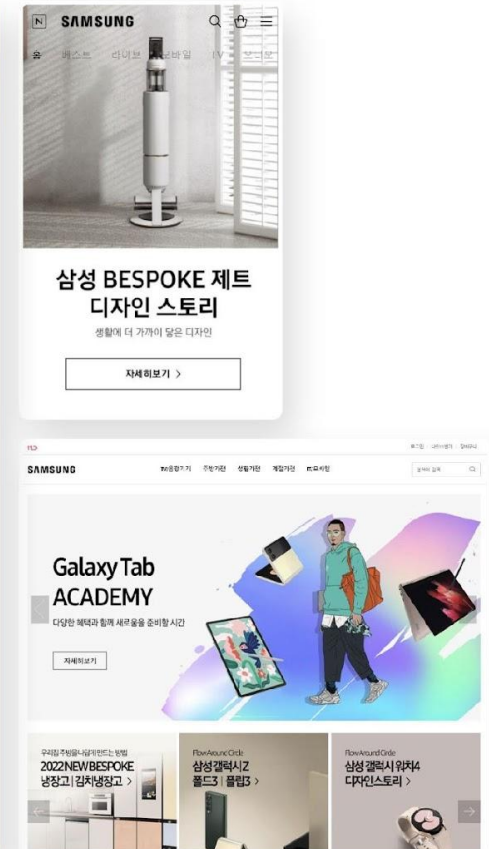
Operation of 2022 Samsung Electronics Sale Festa Campaign



Yearly operation of Samsung Electronics mobile design



Yearly operation of Samsung Electronics Brand Hall



Representative Client

SKT

Campaign, Web/App/SI, Retail Tech, Branded Contents

digitalDigm produced various content for SKT Premium Store, including the IoT experience zone and brand videos. We built a service that allows customers to handle tasks through devices at offline T stores such as smart tables, kiosks, and tablets without the help of employees, including T Universe experience service, mobile phone opening, and video counseling.

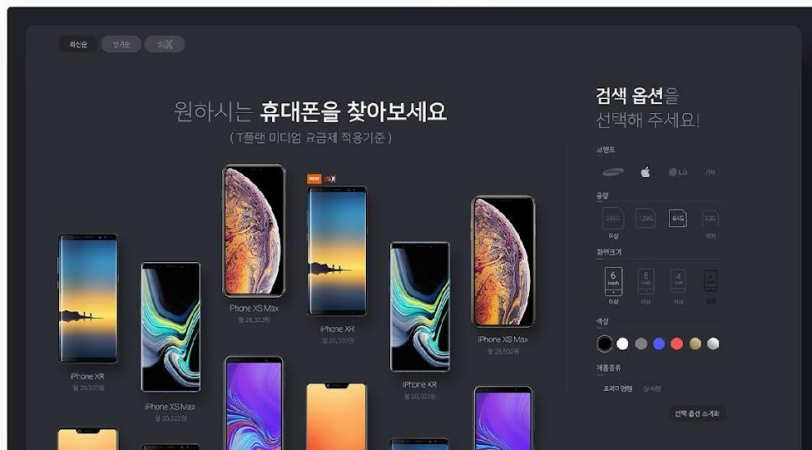
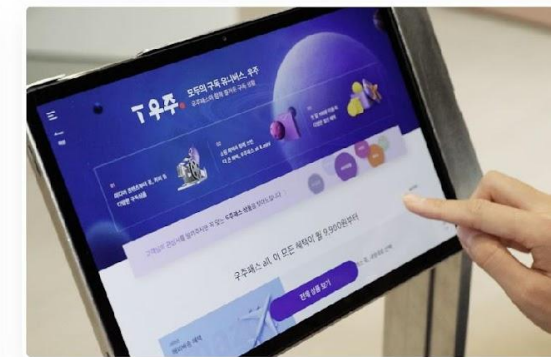
SKT T Universe media table



SKT Premium Store experience zone media table



SKT T Universe kiosk



CJ Freshway

Web/App/SI, Retail Tech, Maintenance

digitalDigm established the Fresh Meal and Single One platform for CJ Freshway, Korea's leading food ingredient distribution and food service company.

This platform provides menu checking, ordering, and reservation services for customers who use group meals at multiple business locations.

Single One is a value chain for food ingredient distribution, and is a platform for ordering and delivering food ingredients of CJ Freshway.

In addition, digitalDigm plans to build an additional platform to strengthen CJ Freshway's food ingredient distribution and food service.

Yeary operation and advancement of CJ Fresh Meal

The screenshots show the FreshMeal app interface. The first screen displays the user's profile (홍길동님) and a calorie goal of 1,500 kcal. The second screen shows the daily menu for 05월 15일, featuring a '치즈돈까스' (Cheese Donkatsu) with 1,021 kcal. The third screen shows a food logging interface for '오늘의 식사량' (Today's Food Intake) with a total of 1,420 kcal.

Establishment of CJ Single One

The screenshots show the SingleOne app interface. The first screen displays product selection options for '오뚜기' (Ottogi) products, including '오뚜기 고소한 골드 마요네즈 보통 평화 1.5kg * 10EA / BOX' for 180,000 won. The second screen shows a sales performance summary for 2022.12.29 (수), with a total sales amount of 123,000,000 won and an average of 3,616.6.

Representative Client

AHC

Campaign, Web/App/SI, SNS, Branded Contents

We are responsible for design guide of global brand website, campaign video making, online campaigns, and promotions of AHC, a global cosmetic brand. In particular, we led trendy and effective viral marketing through collaboration with beauty influencers and platforms with media power.

AHC B5 Biome Ampoule Christmas campaign



AHC Safe On Sun campaign



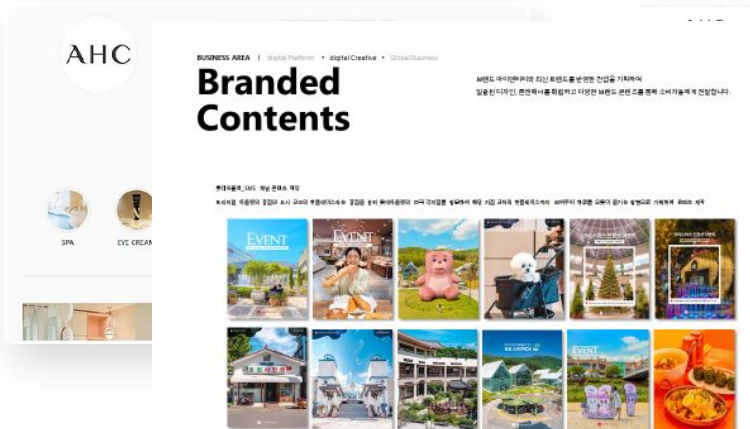
AHC Homme Eye Cream campaign



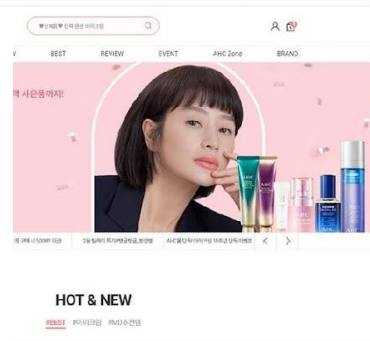
AHC skin diagnosis chatbot campaign



AHC SNS



AHC online store & brand website



AHC flagship store kiosk



Representative Client

LOTTE OUTLETS

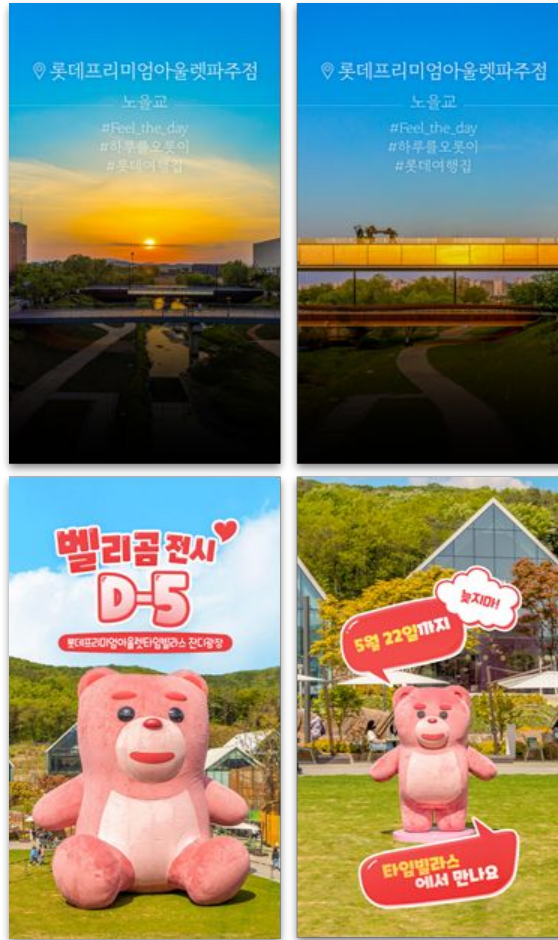
Campaign, SNS, Branded Contents

digitalDigm runs social medial channels and digial campaigns of Lotte Outlet.
We are leading high sales in a short period of time by delivering the characteristics of Lotte Outlet as a place for healing and resting in addition to shopping through a consistent mood,
and running digital campaigns targeting the major customer base through quarterly sale events.

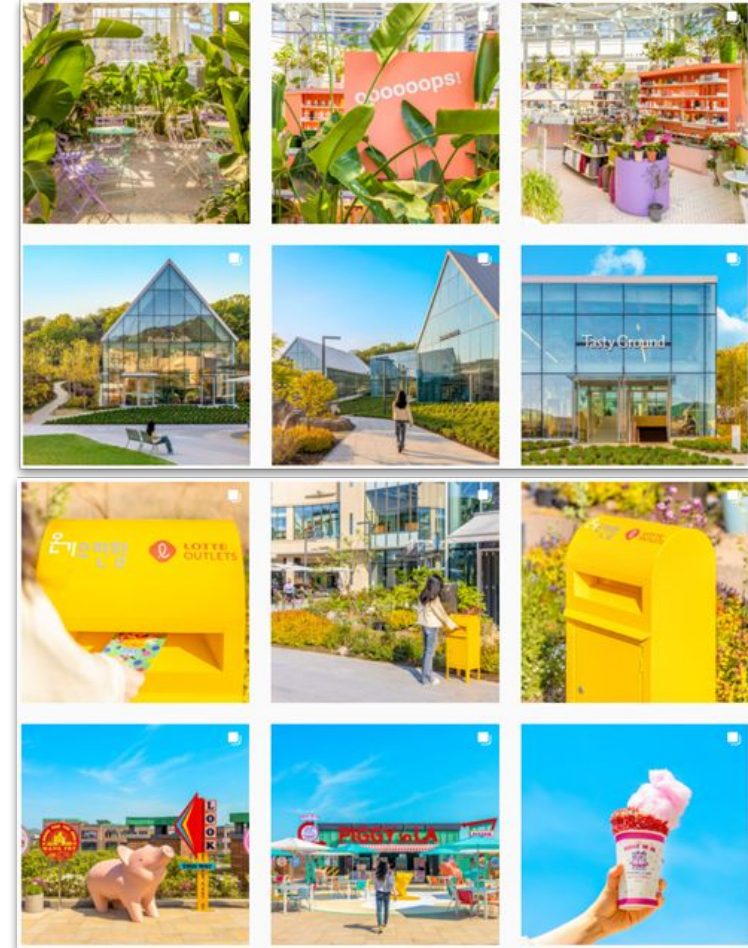
Lotte Outlet mega sale campaign



Lotte Outlet social media story content



Lotte Outlet Instagram feed



Clients

About 1,000 overseas and domestic brands and companies, including 44 companies selected by Forbes and 17 brands ranked by Interbrand, have chosen digitalDigm.



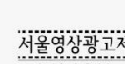
Creative Power

digitalDigm has been awarded more than 160 times at about 20 awards since 2004, proving the quality of its projects.

Experience the performance of digitalDigm, which has been recognized for excellence, in overall online marketing from website to mobile application, online advertising, and social media.

160

Awards of digitalDigm



Creative Power

2022

& Award

CJ Freshway Fresh Meal
Grand Prix for Large Enterprises in DIGITAL MEDIA & SERVICES Category

Constructed the VW group website of Volkswagen Group Korea
Winner of DIGITAL MEDIA & SERVICES Transportation Category

Grand prize at Korea Digital Advertising Awards

Domino's Korea Project
Bronze Prize in Integrated Performance Category

ICT AWARDS KOREA

Audi e-tron GT promotion; A Story of Progress
Grand Prize in Digital Content & Marketing Integration Category

AHC_SAFE ON SUN Campaign
Bronze Prize in Digital Content & Marketing Integration

2021

Horizon Interactive Award

SKT T Factory
Gold in Interactive Category

Korea Digital Ad Awards

Audi e-tron Launching Campaign
Gold in Creative Category

AHC Safe On Sun Campaign
Silver in Promotion Category

& Award

SKT Smart Table
Grand Prix in Digital Media & Services Category

Food service integrated platform - tap order (M-TABORDER)
Grand Prix in Digital Media & Services Category

AHC Safe On Sun
Winner in Digital Ad & Campaign Category

SKT Self Planner
Winner in Digital Media & Services Category

2020

Smart App Award

Audi integrated customer application 'My Audi World'
Grand Prize in Brand & Shopping Category Brand Service Category

& Award

Grand prize
SK Telecom T Factory
Grand Prix in Digital Media & Services Category

M-ORDER, a mobile ordering platform specializing in dining
Grand Prix in Digital Media & Services Category

2019

2019 New ICT Prize Awards

digitalDigm
Excellent Partner Prize

& Award

Audi More Possibilities
Grand Prix in Digital AD & Campaigns Category

AHC flagship store kiosk
Winner in Digital Media & Services Category

T Place Biz Zone Kiosk
Winner in Digital Media & Services Category

BonIF Online Ordering Channel
Winner in Digital Media & Services Category

O2O Tire Shopping Mall Tire Pick
Winner in Digital Media & Services Category

Shinsegae Josun Hotel L'ESCAPE
Winner in Digital Media & Services Category

Audi A5 Launching Campaign
Winner in Digital AD & Campaigns Category

Beyond the Agency

digitalDigm is a place that leads new innovations from B2C to global real estate beyond the limits of an agency.

Business

d2HOUSE.asia

d2HOUSE.asia
Overseas real estate consulting:
Southeast Asia (Vietnam, Thailand, Cambodia, etc.)
Europe, United States (Hawaii, Boston, etc.)
Global real estate investment consulting service

Service



트립앤바이

TripNBuy
O2O travel/shopping curation app
Jeju, Tokyo, Osaka, Bangkok, Hong Kong, Ho Chi Minh

Solution

 socialDigm

socialDigm
YouTube, Facebook, Twitter
Analysis solution for corporate social media accounts

d2HOUSE.asia

d2HOUSE.asia is a global real estate investment consulting service provided by digitalDigm. We offer consulting services on reliable real estate investments in high-growth emerging markets that global companies are paying attention to, such as Hanoi and Ho Chi Minh City (Vietnam), Bangkok (Thailand), Phnom Penh (Cambodia), Manila (Philippines), Boston, New York, and Hawaii (United States), and more.

D2House Information Channel

- *Naver Blog : blog.naver.com/d2houseasia
- *Facebook : www.facebook.com/d2house.asia
- *YouTube : www.youtube.com/c/d2HOUSE
- *Website : d2HOUSE.asia



KakaoTalk Open Chat (PW 7765) : open.kakao.com/o/gTEAi2jd



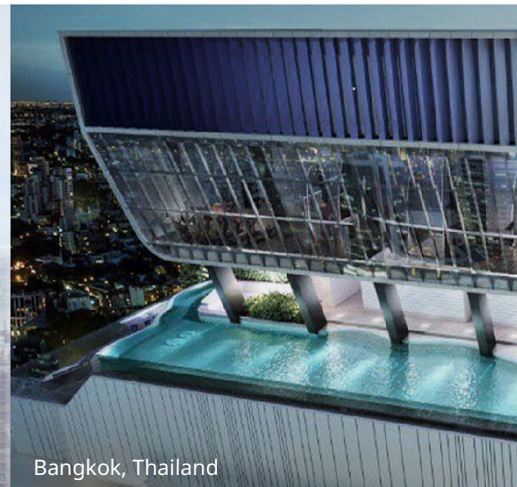
Telegram : t.me/d2hosue



Ho Chi Minh,



Hanoi, Vietnam



Bangkok, Thailand



Chiang Mai, Thailand



Cambodia



Hawaii, United States



Boston, United States



Athens, Greece

TRIP N BUY

TripNBuy suggests overseas golf trip service that offer rounding in all fields around the world and a new way of traveling for investment.
: www.tripnbuy.co.kr



>> 최고 인기 여행지



하와이 "올인골프" 5박 7일 골프여행
골프, 관광, 쇼핑, 힐링... 여행의 모든 즐거움을 아낌없이 특가 골프 투어에서 누리세요!
3,890,000원



태국 방콕 3박 5일 골프 투어 820,000원 특가!
820,000원



코타키나발루 상그릴라 달릿베이CC 3박 5일 골프여행(항공 별도)
코타키나발루 매일 출발, 69만원(항공 별도)
690,000원



사이판 라오라오베이 3박 4일 골프 여행
남태평양 신비의 섬 사이판에서 환상적인 라운딩을 즐겨보세요
1,290,000원

>> 새로 뜨는 여행지



태국 치앙마이 3박 5일 골프 여행
매일 36홀 라운딩을 99.9만원부터 떠나는 가성비 골프 투어
999,000원



하와이 "올인골프" 5박 7일 골프여행
골프, 관광, 쇼핑, 힐링... 여행의 모든 즐거움을 아낌없이 특가 골프 투어에서 누리세요!
3,890,000원



베트남 달랏 3박 5일 골프 여행
영원한 봄의 도시 달랏에서 골프와 투어 모두 즐기세요
1,449,000원



하와이 1만원 재테크 투어
미국 내 가장 안전한 도시 1위! 최고의 지상 낙원 하와이의 부동산 시장을 1만원에 둘러보세요.
10,000원



일본 후쿠오카 골프 여행(유아이CC)
미식의 도시 후쿠오카에서 짜릿한 라운딩 달콤한 휴식을 즐기세요.
1,350,000원



코타키나발루 특가 골프 여행(매일 출발)
코타키나발루 특가 골프여행, 이제 매일 출발합니다.
1,190,000원

>> 돈 버는 여행



캄보디아 프놈펜 골프 & 재테크 여행
프놈펜 최고의 골프장에서 라운딩을, 수익을 전세계 1위 부동산 투어를까지
1,510,000원



태국 방콕 골프&재테크 여행(JW 매리어트)
방콕의 명문 클럽에서 라운딩을, 세계1위 관광도시의 부동산 투자를 떠나세요.
2,090,000원



베트남 호치민 골프&재테크 투어
최고의 골프클럽에서 라운딩, 그리고 포스트타운이나 베트남에 투자를 기회까지!
1,830,000원

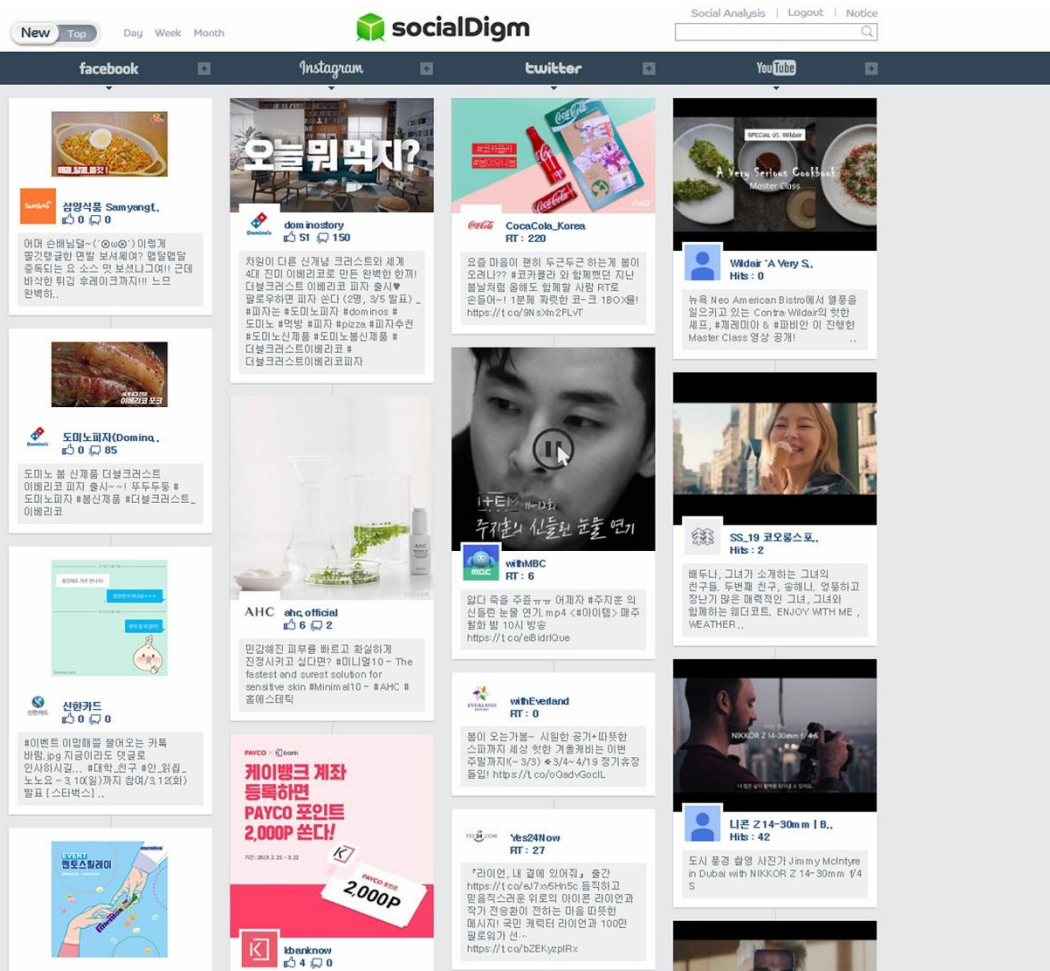


베트남 하노이 1만원 재테크 투어
베트남의 수도, 하노이의 부동산 시장을 1만원에 둘러보세요.
10,000원

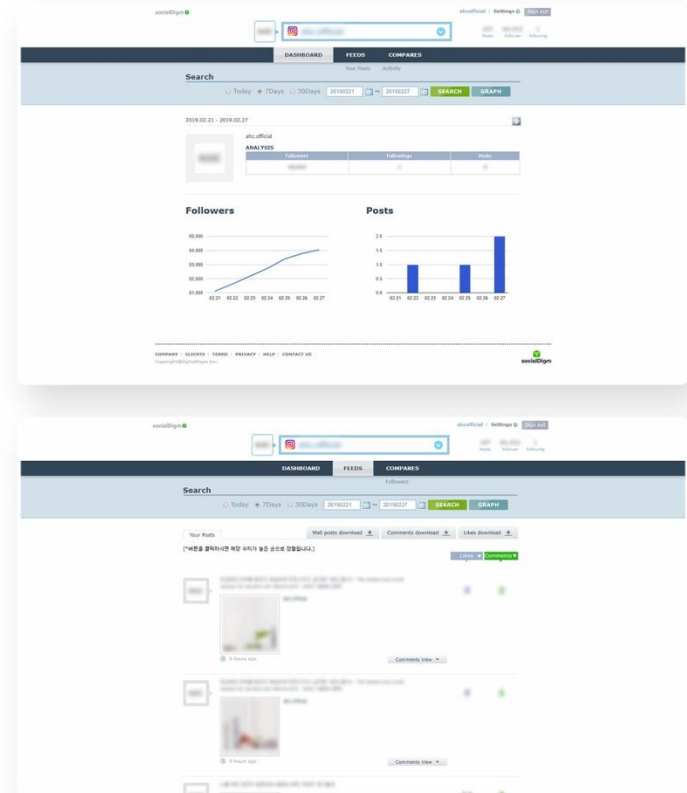
socialDigm

socialDigm is our service that provides a corporate account analysis solution for brands like Facebook, Instagram, Twitter, and YouTube. We collect and analyze postings that had the most viral effect daily, weekly, and monthly, and provide optimal social media marketing solutions to customers.

socialDigm website



Social media posting analysis service



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