

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 client's interaction with consumers and constantly leading the digital paradigm

**digital paraDigm**



**As a company and as individuals,  
we value:**

Awake! Forecast! Execute!

Best partnership, best performance

Client's potential, our opportunity

Experience into process, process into system

Integrity and accountability in all relationships

Create value, make a difference

Passion for winning, power of will



# Remarkable Heritage

Launched as one of Korea's 1st generation web agencies in 1998, digitalDigm has accumulated a great deal of expertise over the past 21 years, and has been leading the industry with our expanded advertising business and global presence in the overseas markets including China and the Southeast Asian markets.

**1998**

**Registered business as an individual enterprise**

Established Digital Design

**2001**

**Established a corporation**

Renamed Digital Design to digitalDigm  
Published the first issue of the newsletter

**2002**

**Expanded the advertising business**

**2005**

**Selected as an INNO-Biz enterprise**

Selected as a technologically innovative SME (INNO-Biz)

**2006**

**Completed the construction of our own company building**

D2 Interactive Building

**2008**

**Made inroads into the Chinese market**

Established digitalDigm's branch office in Beijing

**2012**

**Launched our own platform**

Launched socialDigm, the corporate SNS analysis platform

**2013**

**Expanded the business in Jeju**

Opened villa D:II in Jeju

**2014**

**Expanded our own platform**

Tourist information services for Chinese tourists (Youkers)  
Launched the JitongHanguo Application  
Opened a Jeju branch at villa D:VIEW

**2015**

**Established a joint venture**

Launched D3Networks, a joint venture established with digitalDigm's business partner Domino's Pizza Korea  
Opened the D-Commerce Solution, a platform for F&B online ordering  
Launched TripNBuy JEJU, an application for curated tourist information services

**2016**

**Expanded the Seoul headquarters**

Recruited new members through 10th open recruitment in 2016  
Opened a D2, The Prime office

**2017**

**Expanded scope of services to investment consulting**

Established branch offices in Vietnam and Hong Kong  
Opened Vietnam real estate consulting site d2HOUSE.asia

**2018**

**Celebrated 20th anniversary**

Opened D2 House in Ho Chi Minh

**2019**

**Established overseas corporation in Cambodia**

Launched D2 DSM (Digital Signage Manager)

**2020**

**Retail tech biz surges**

Launched D2 DSM (Digital Signage Manager)



# Tangible Performance

digitalDigm is aimed at achieving 'Tangible Performance' that is actually acknowledged and felt by our clients, and achieving our clients' goals and beyond. This is what we define our work.



1000+

## Reliable

Many companies around the world have chosen digitalDigm as their business partner. Those companies include 44 companies selected by Forbes Magazine, 17 brands selected by Interbrand, and over 1,000 local and overseas companies and brands.

10+

## Sustainable

For more than 10 years, we, digitalDigm has continued to grow along with our business partners such as Domino's Pizza, 11Street, Samsung Electronics, and Hollys Coffee.

150+

## Incredible

The quality of our project has been acknowledged by winning more than 150 prizes in 20 awards ceremonies.

# Integrated digital Marketing Service

The true strength of digitalDigm lies in providing integrated digital marketing services ranging from e-Business to digital advertisement.

Business —  
Area

## digital Platform

Web / App / SI  
Retailtech

## digital AD

Campaign  
Branded Contents  
SNS

## Global Business

China Marketing  
Media Sales

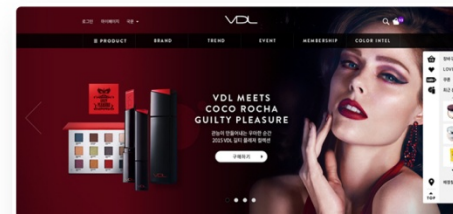
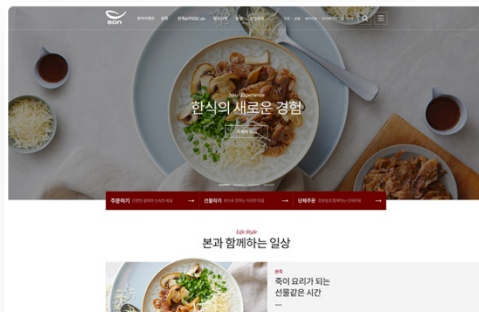
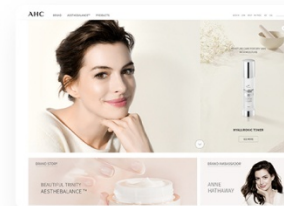
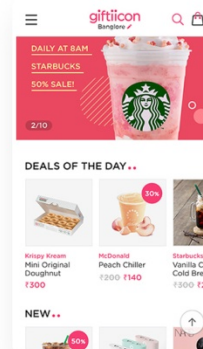
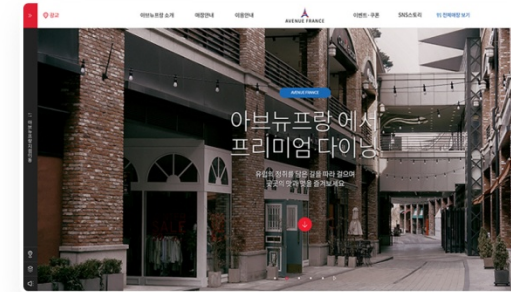
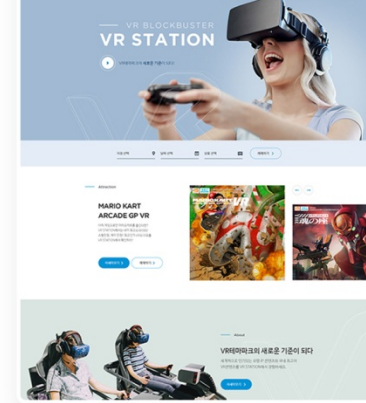
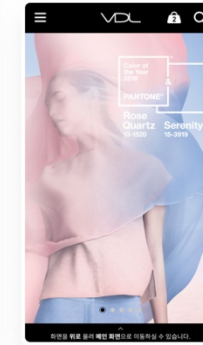
# digital — platform

- Web / App / SI
- Retailtech

BUSINESS AREA | digital Platform • digital AD • Global Business

# Web·App·SI

From offering digital service consulting, to websites, mobile applications, Web SI, and system-wide operation services on an annual basis, digitalDigm is equipped with the digital platform solutions that are optimized for the online environment.





# Retailtech

Retailtech, a portmanteau of retail and technology, combines the latest ICT technologies with retail stores. digitalDigm offers a digitally integrated platform for stores by incorporating various cutting-edge ICT technologies, such as RFID, proximity sensors, facial recognition and IoT, to provide new experiences for consumers.



digital

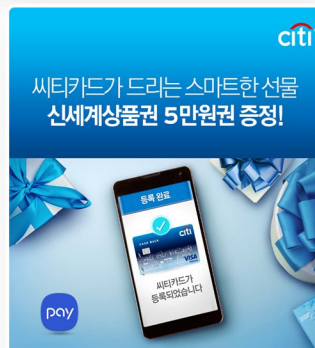
— AD

- Campaign
- Branded Contents
- SNS

# Campaign

Our aim is to create advertisements that can generate optimal ROI with limited resources by planning and implementing digital campaigns that will deliver innovative experiences for brands and reach out to touch the customers' hearts. We also aim to consistently achieve our marketing goals through providing comprehensive online and offline marketing campaigns with optimal strategies and unique ideas we have gained through conducting a comprehensive analysis of the market, competitors, and of course, the different customers' situations.

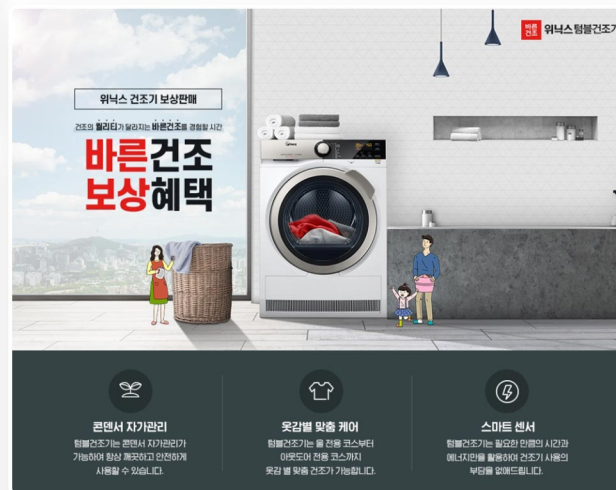
## Citi Card Campaign



## VAP Sweet Attack Campaign



## Winix Campaign



## VAP Jelly Bboom Bboom Event



## K bank Promotional Campaign in celebration of its 1st Anniversary



## AHC Campaign

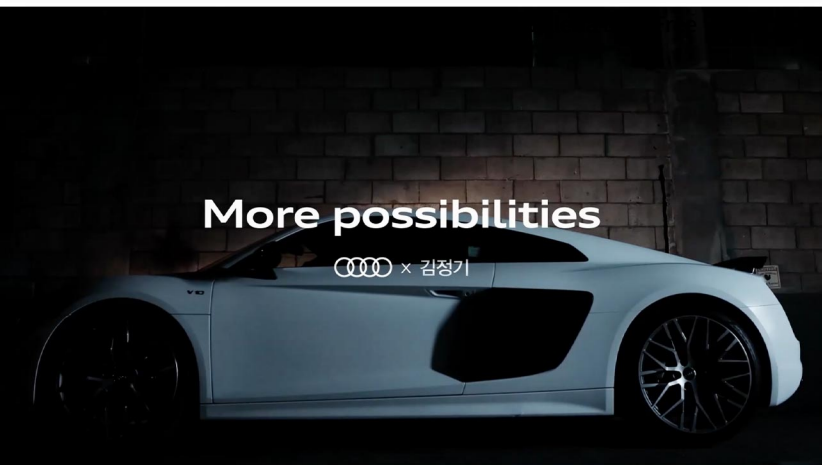




# Branded Contents

digitalDigm uses creative in constructing a story that effectively conveys brand images to consumers and producing trendy branded images in a rapidly changing online advertising market. We also use all possible ways to communicate with consumers at various digital contact points ranging from display ad, SNS, and new media.

Audi More Possibilities Film



AHC Tone-up Cream Film



Introduction Video of Hanwha Aqua Planet Ilsan



Grand Opening Introduction Video of Galleria Duty Free



VAP ZZZ Good Night Film



VAP Jelly BBoom Video



Introduction Video of Kyobo Life Insurance





# SNS

digitalDigm performs integrated social marketing by conducting on/off marketing campaigns in conjunction with various social media platforms operated by domestic and foreign brands so that the brands and their users can directly engage in. digitalDigm continues to build optimal relations with our customers through our range of unique social marketing solutions and systematic operational expertise that we have accumulated over the years through an array of successful campaigns. In addition, we also provide a number of risk management services ideal for our clients based on systematic manuals and processes.

Munsingwear SNS



K bank SNS



BC Card SNS



LG U+ SNS



# — Global Business

- China Marketing
- Media Sales

# China Marketing

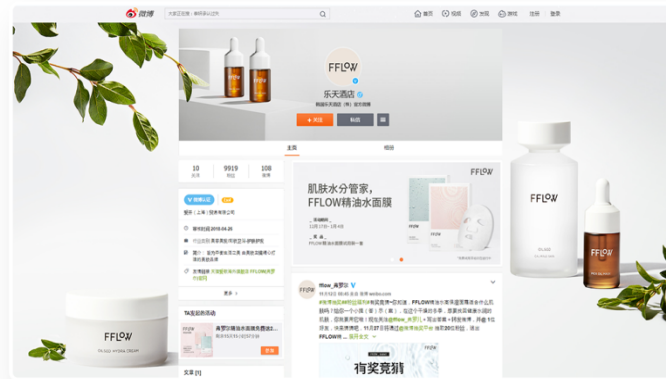
Dedicated to social media marketing, influencer marketing, performance-driven advertising in the pursuit of increasing brand awareness and revenue in China and Southeast Asia region. With more than 10 years of experiences in China marketing - using platforms such as WeChat, Weibo, Xiaohongshu, Douyin, and operating online/offline events - digitalDigm provides unparalleled and tailored marketing services.

## SNS / Digital / Promotion

### Clients

Dongkook Pharmaceutical,  
Shinsegae International,  
LG UNICHARM, Aekyung, Leaders  
Cosmetics,  
Amorepacific, Kakao Friends,  
Line Friends, Karin Sunglasses,  
T-way Air, Genic(Celderma),  
Kose Korea, Nature Republic,  
SK Forest, Donga Pharmaceutical,  
Moremo,  
CLIO, Jeonju City Office etc

## Aekyung Industrial (Weibo, WeChat, Xiaohongshu, etc.)



## LG Unicharm's Guiaerang\_DSP



## Shinsegae International\_Influencer livestreams



## Baidu SEO



## Leaders Cosmetics\_Offline fan meeting





# Media Sales

Partnered as official advertising reseller in Korea of Skyscanner - No.1 global flight search engine platform - and Viu, FPT Play - leading OTT services from Southeast Asia, digitalDigm supports advertisers to target audiences through elaborate digital media planning services.

Korea Tourism Organization



Japan National Tourism Organization



Philippine Department of Tourism



Lufthansa



Singapore Airlines



Jeju Air



Club Med



Hyatt



Union Pay



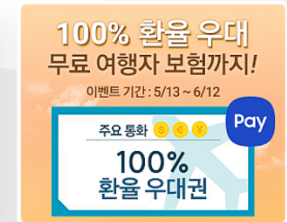
BC Card



JBC



Samsung Pay



BMW



Estee Lauder



Dong-A Pharmaceutical



BLACKYAK



SKT



Yanolja





Representative  
— **Client**

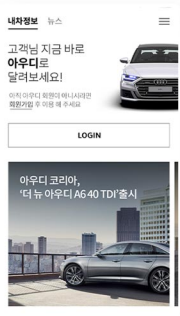
Representative Client

# Audi

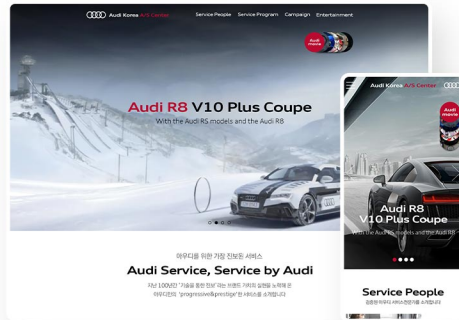
Campaign, Web/App/SI, digital Convergence, SNS, Branded Contents

Since 2013, digitalDigm has been actively carrying out 360° digital marketing for Audi Korea which includes on / offline campaigns, the setup and operation of Audi Korea's website and mobile site, and annual digital campaigns. We have been awarded a host of prizes at domestic and international awards in recognition for always achieving the tangible performance

myAudiworld APP



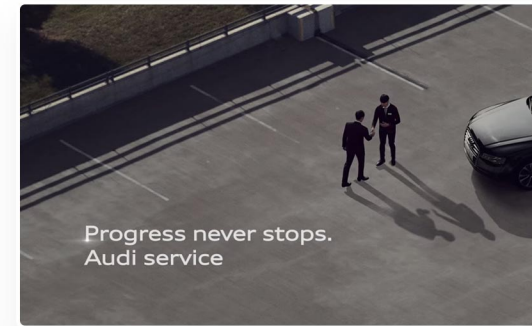
Official app/website of Audi A/S Digital Lounge Service



Audi A1 VR Campaign



Video on Audi Service



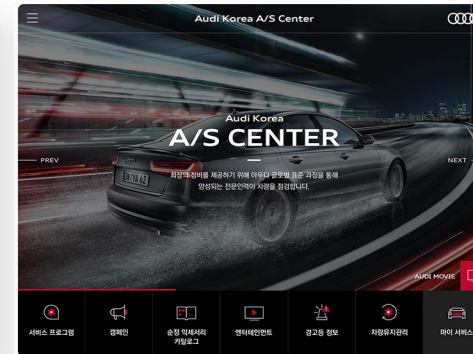
Audi A6 Campaign, Paradox



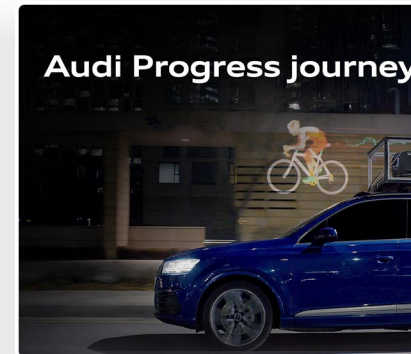
Audi MR experience campaign



Audi A/S Digital Lounge Kiosk



Audi Progress journey video



Representative Client

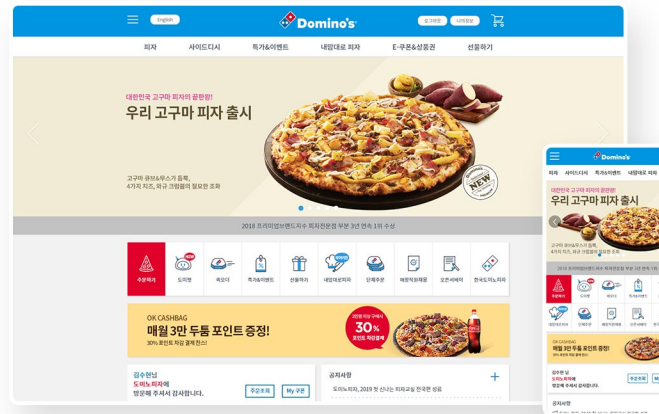
# Domino's Pizza

## Campaign, Web/App/SI, SNS

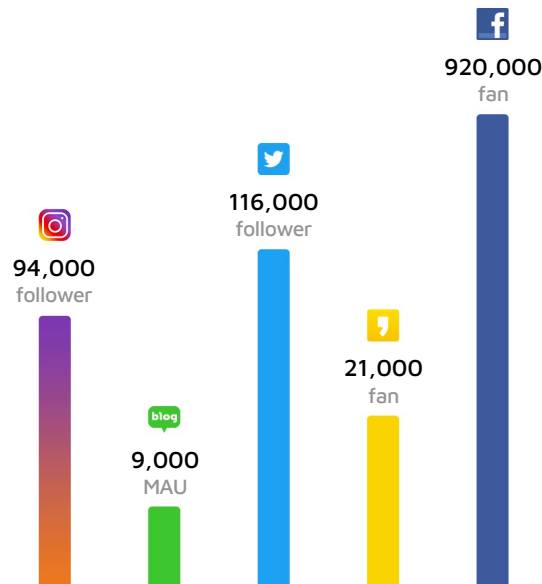
Pushing an extensive IMC strategy with coverage of brand website, online advertising(DA/SA), smartphone app, and SNS channels, Domino's Pizza has achieved a great success in online orders in which it has increased from 13% in 2013 to 73.5% by 2015. Domino is still leading the market up to date.



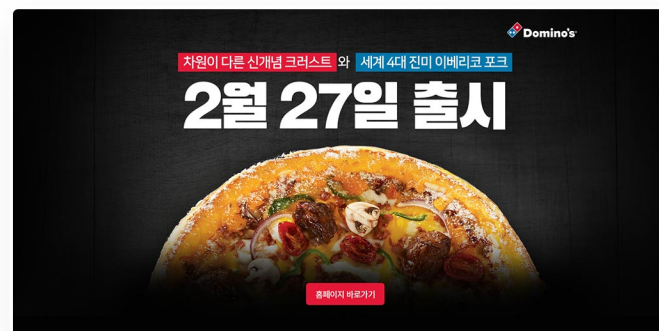
## Domino's online ordering platform



## Marketing campaign and promotion



## Online AD



## Domino's My Kitchen APP



Representative Client

# AHC

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

digitalDigm has been carrying out a wide range of online campaigns and promotional events for the global cosmetics brand AHC from designing its brand site to producing the campaign video. Especially, entering into collaboration with beauty influencers and powerful media platforms has proved to be one of the most trendy and effective types of viral marketing campaigns.

AHC Eyecream for Face Season 9 Launch Campaign



AHC Eyecream for Mask Launch Campaign



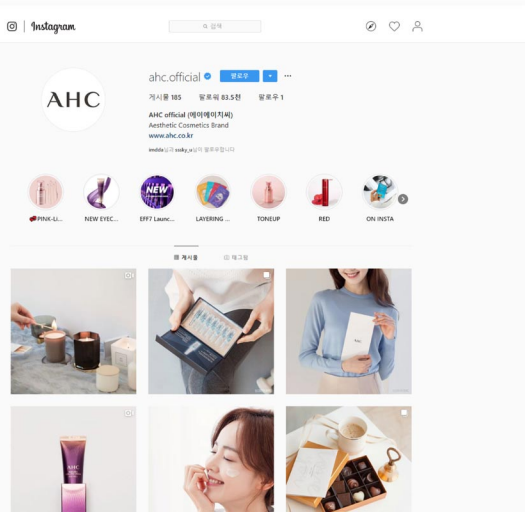
AHC Pro-change Vitamin30 Ample Launch Campaign



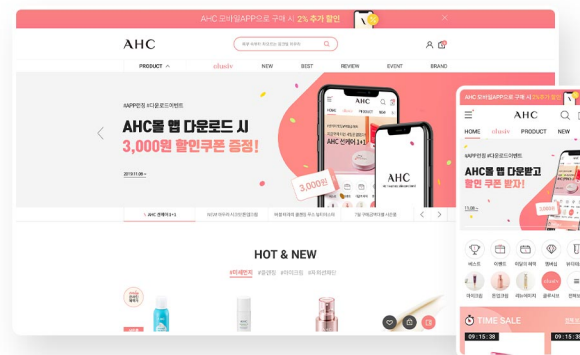
AHC Pure Rescue Real Eyecream for Face Launch Campaign



AHC SNS



AHC online store & website



AHC flagship store kiosk





Representative Client

# SAMSUNG Electronics

Samsung Electronics B2B website



Campaign, Web/App/SI, digital Convergence, Branded Contents

Since 2007, digitalDigm has been providing optimized digital marketing services for Samsung Electronics with the aim of strengthening its brand by operating the company's B2B brand website and brand shop, building its website, and creating its brand contents.

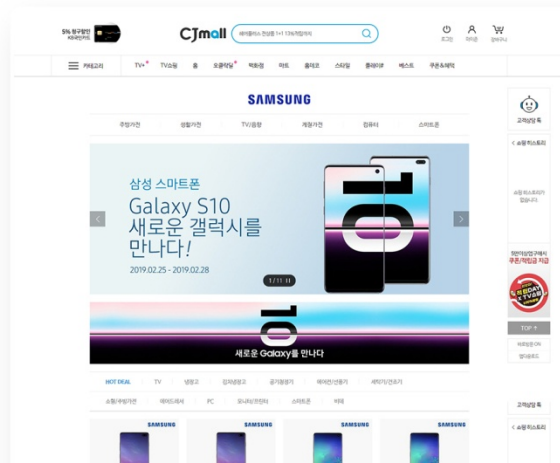
Samsung Electronics Grande dryer video



Samsung Electronics Digital Signage Video



Samsung Electronics Brand Shop



Global Exhibitions Booking System



Representative Client

# SKT

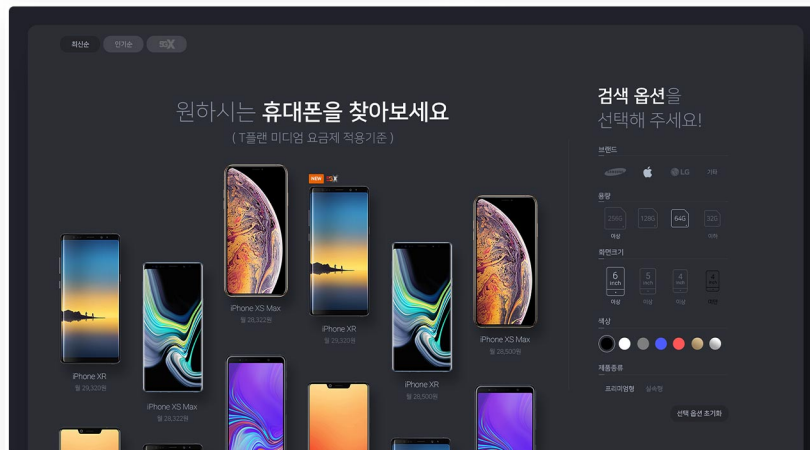
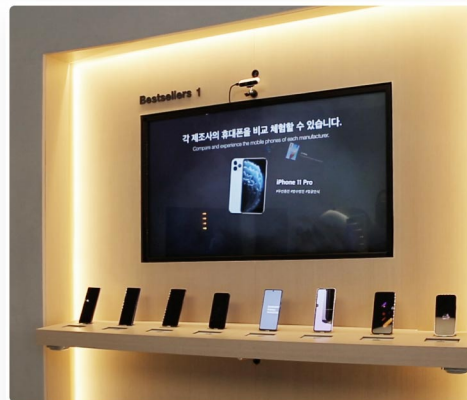
Campaign, Web/App/SI, digital Convergence, Branded Contents

digitalDigm engaged in setting up the IoT experience zone and producing brand videos for the SKT Premium Store. We also built and operated the brand website, applications, and shopping mall of IMAGINE, SK's specialized ICT distribution platform, and provided digitalDigm's specialized solutions through the SNS and a range of events.

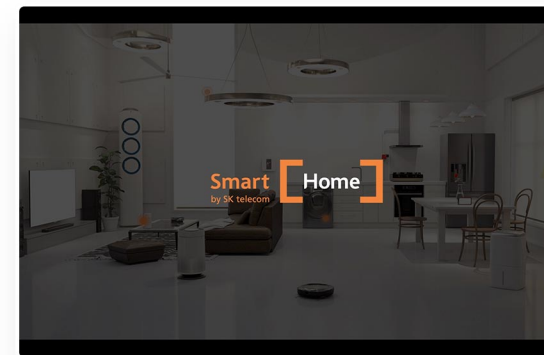
SKT T Factory



Media Table for SKT Premium Store Experience Zone



Interactive video for SKT Premium Store



Representative Client

# WINIX

## Campaign & Promotion

digitalDigm was contracted to conduct annual digital marketing for WINIX in 2019.

digitalDigm conducted sales campaigns through online banner ads as well as new product launch promotions, and enhanced brand awareness through search ads on search engines and web portals.

### WINIX TOWER PRIME launch promotion



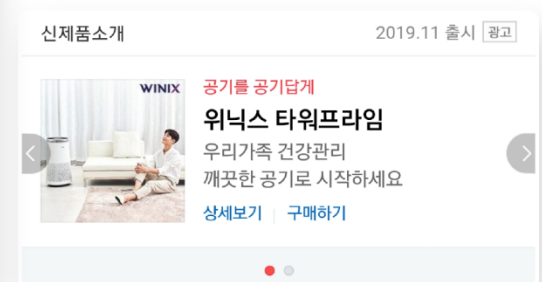
### WINIX sales campaign on eBay Korea



### WINIX monthly sales campaign on 11st



### Search ads





# Clients

Over a thousand of local and overseas companies and brands around the world have chosen digitalDigm as their business partner, including 44 companies selected by Forbes Magazine and 17 brands selected by Interbrand.





# Creative Power

Since 2004, digitalDigm has won more than 150 prizes from 20 awards ceremonies, thereby confirming the quality of our project. Now, you can experience the outstanding performance of digitalDigm that has been recognized for its excellence for the online marketing encompassing website, mobile applications, online advertising, and SNS.

150

Number of prizes awarded  
to digitalDigm



# Creative Power

## 2020

Smart App Award	Integrated app for consumers 'MyAudi World' <b>Winner of Brand&amp;Shopping and Brand Service</b>
& Award	SK Telecom. T Factory <b>Won Grand Prix for Digital Media &amp; Services</b> Food delivery/Dine-in mobile platform 'M-Order' <b>Won Grand Prix for Digital Media &amp; Services</b>

## 2019

2019 New ICT Pride Awards	digitalDigm <b>Winner of Excellent Partner</b>
Other Awards	Audi More possibilities campaign <b>Grand Prix of Digital AD &amp; Campaigns</b> AHC flagship store kiosk <b>Winner of Digital Media &amp; Services</b> T Place Biz Zone kiosk <b>Winner of Digital Media &amp; Services</b> BonIF online ordering channel <b>Winner of Digital Media &amp; Services</b> TIREPICK O2O online tire store <b>Winner of Digital Media &amp; Services</b> Shinsegae Chosun Hotel – L'Escape online channel <b>Winner of Digital Media &amp; Services</b> Audi A5 launching campaign <b>Winner of Digital AD &amp; Campaigns</b>

## 2018

Korea Online Advertising Festival	Audi AS Campaign <b>Excellence of Creative</b>
Busan AD STARS	Audi MR Experience campaign <b>Finalist</b>
Seoul Creative Award of Film Advertising	AS campaign, Reflection <b>Finalist of non-TV sector</b> A6 campaign, Paradox <b>Finalist of non-TV sector</b>
Social Communication Index Award	AHC <b>Grand prize of cosmetics</b>
& Award	Audi MR Experience <b>Grand Prix of Digital Contents</b> Mad for Garlic Online Channel Renewal <b>Grand Prix of Food Beverage</b> Lotte Group Website Renewal <b>Grand Prix of Major Company</b> NICE Jikimi mobile <b>Winner of Fintech</b> Audi A/S Digital Lounge Service <b>Winner of Specialized Company</b> Audi A6 Campaign <b>Winner of Transportation</b> Audi Progress journey <b>Winner of Transportation</b>

# Beyond the Agency

By reaching beyond the limitations of an ad agency, digitalDigm is taking the lead in innovative businesses from B2C to global real estate investment consulting services.

Business

**d2HOUSE.asia**

**d2HOUSE.asia**

Global real estate investment consulting services targeting Southeast Asian countries such as Vietnam, Thailand, Cambodia as well as European countries

Service



트립앤바이

**TripNBuy**

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

Solution

 **socialDigm**

**socialDigm**

Corporate SNS account (YouTube, Facebook, and Twitter) analysis solution



# d2HOUSE.asia

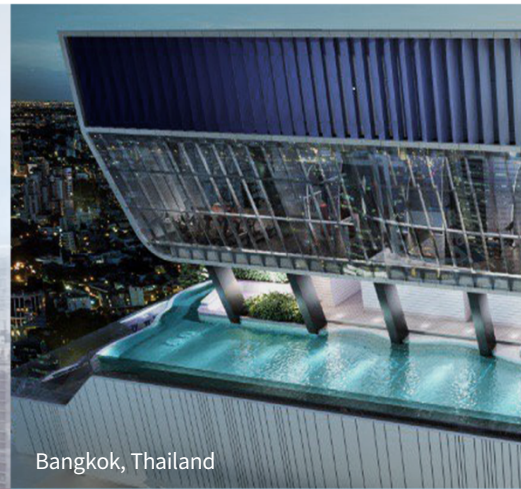
digitalDigm offers d2HOUSE.asia, a global real estate investment consulting service. We provide consulting services for the most reliable investment destinations including rapidly growing emerging markets such as Hanoi and Ho Chi Minh, Bangkok, Phnom Penh, and other European cities.



Ho Chi Minh, Vietnam



Hanoi, Vietnam



Bangkok, Thailand



Chiang Mai, Thailand



Phnom Penh, Cambodia



Manila, Philippines



Lisbon, Portugal



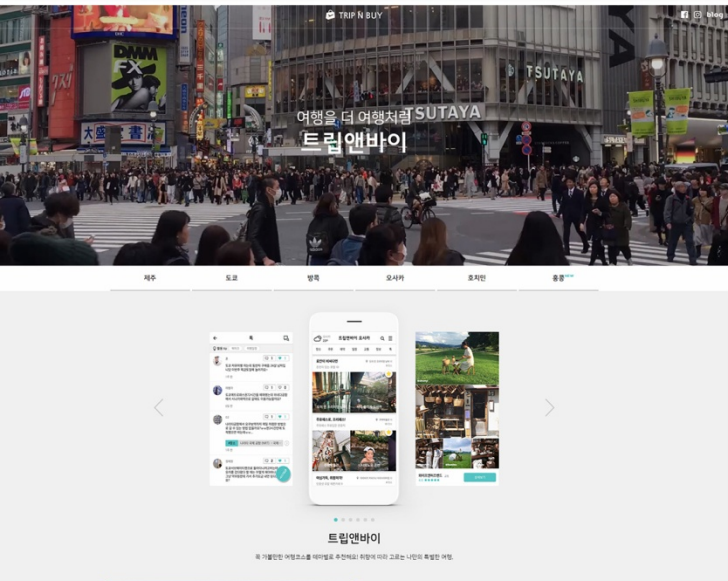
Athens, Greece



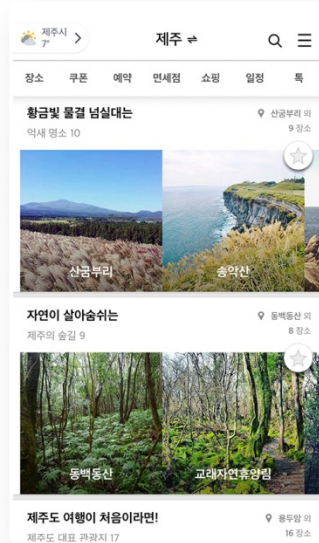
# TripNBuy

TripNBuy is a travel app offered by digitalDigm which provides curated O2O travel / shopping recommendations for tourists. We provide curated travel courses for desirable places such as Jeju, Tokyo, Osaka, Bangkok, Ho Chi Minh, Hong Kong and other major tourist destinations.

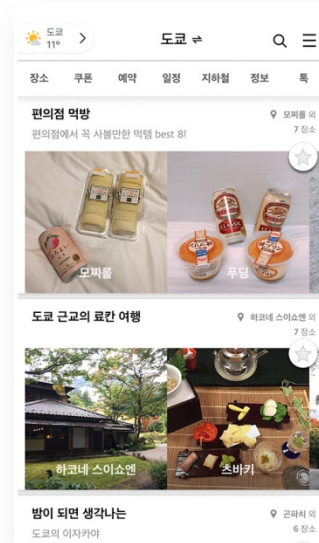
TripNBuy Website



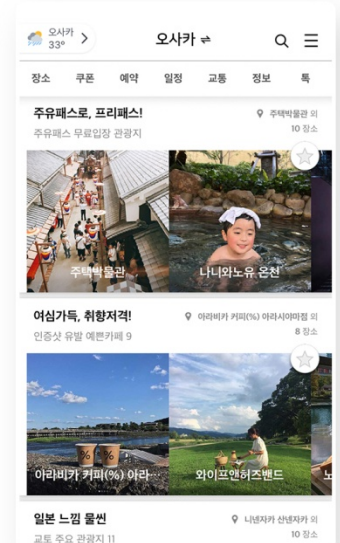
Jeju



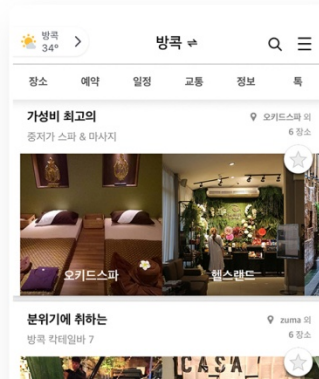
Tokyo



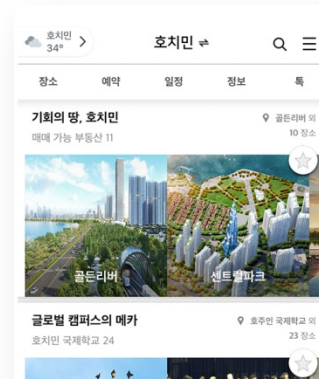
Osaka



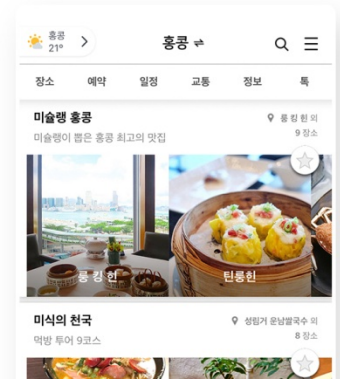
Bangkok



Ho Chi Minh



Hong Kong



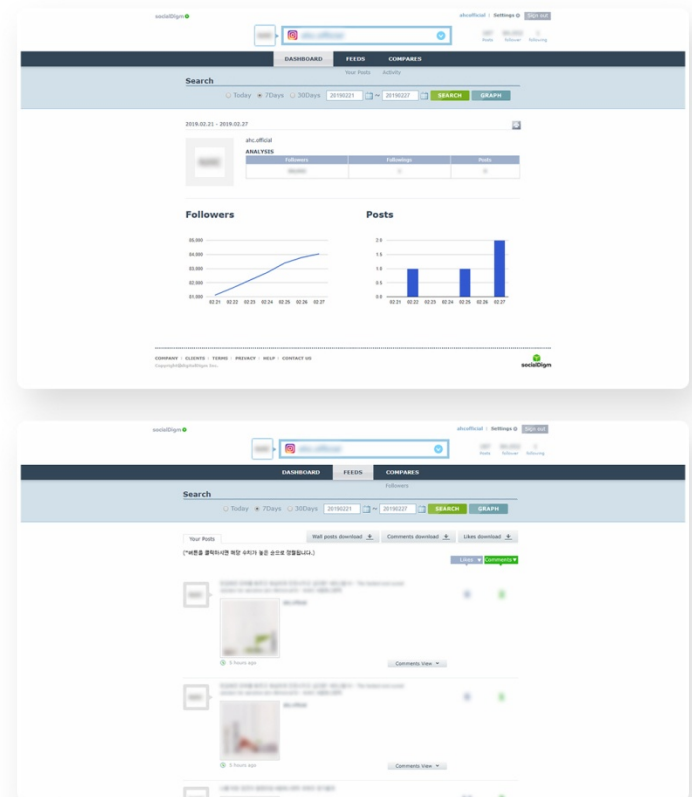
# socialDigm

socialDigm is a corporate SNS account (Facebook, Instagram, Twitter, and YouTube) analysis solutions provided by digitalDigm. We provide the best SNS marketing solutions for customers based on the analysis of top viral posts on a daily, weekly, and monthly basis.

## socialDigm Website

The screenshot displays the socialDigm website interface. At the top, there's a navigation bar with 'New', 'Top', 'Day', 'Week', and 'Month' filters. Below this, the website is divided into four main sections: Facebook, Instagram, Twitter, and YouTube. Each section shows a grid of viral posts. For example, the Facebook section features posts from Samyang, Dominstory, and AHC. The Instagram section shows posts from Coca-Cola Korea and Wildar. The Twitter section displays posts from Wildar and SS\_19. The YouTube section shows posts from vikiMBC and vikiEverland. Each post includes a thumbnail image, the brand name, and some engagement metrics like likes and comments.

## SNS Posting Analysis Services



# Contact

## digital Platform

T 02. 2251. 5701

E [agency@d2.co.kr](mailto:agency@d2.co.kr)

## digital AD

T 02. 2251. 5751

E [media@d2.co.kr](mailto:media@d2.co.kr)

## Global Business

T 02. 2251. 5775

E [globalbusiness@d2.co.kr](mailto:globalbusiness@d2.co.kr)

## d2HOUSE.asia

T 070. 8015. 4197

E [globalbusiness@d2.co.kr](mailto:globalbusiness@d2.co.kr)

## TripNBuy

T 02. 2251. 5703

E [tripnbuy@d2.co.kr](mailto:tripnbuy@d2.co.kr)

## PR

T 02. 2251. 5703

E [pr@d2.co.kr](mailto:pr@d2.co.kr)

## SEOUL HQ

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대사관로 11길 41 디투인터랙티브 빌딩

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北京市朝阳区望京阜通东大街1号  
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T +86. 10. 8453. 8450 /  
070. 4667. 4143

F +86. 10. 8591. 1197

## JEJU OFFICE

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신동로 67번길 100-4 빌라디:투

## HO CHI MINH OFFICE

S007 Tầng M, Tòa nhà CJ, Số 2bis 4-6 Lê Thánh Tôn,  
Phường Bến Nghé, Quận 1, Thành phố Hồ Chí Minh, Việt Nam

The Interactive Company 

digitalDigm

**Thank U** 

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