

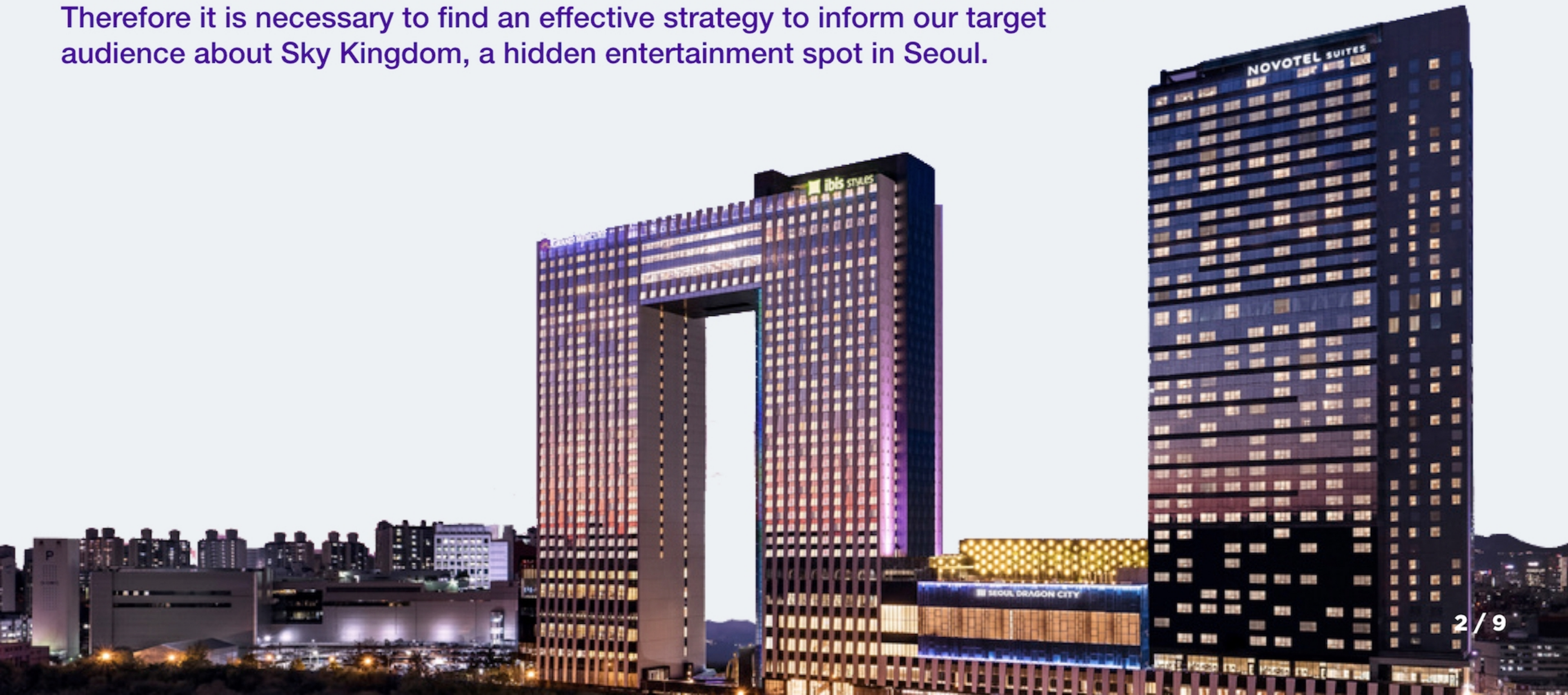
THE HIDDEN SPOT FOR **REFRESH**

A Media Planning Strategy for Sky Kingdom

BACKGROUND

Sky Kingdom is an entertainment complex located on the top floors of Seoul Dragon City, consisting of 4 hotels. With a great city view, it gives guests a variety of fun through stylish bars, cafes, dining lounges, music performances and an outdoor pool.

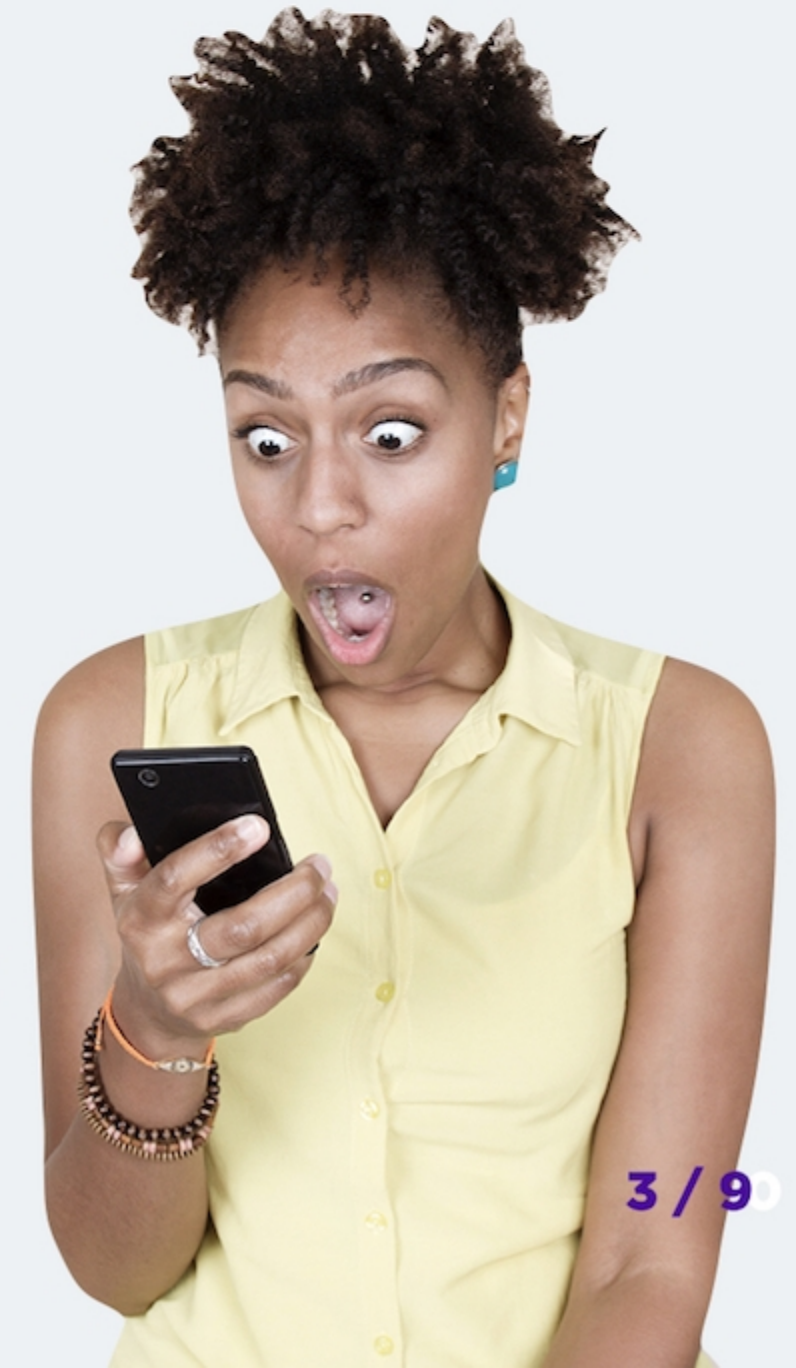
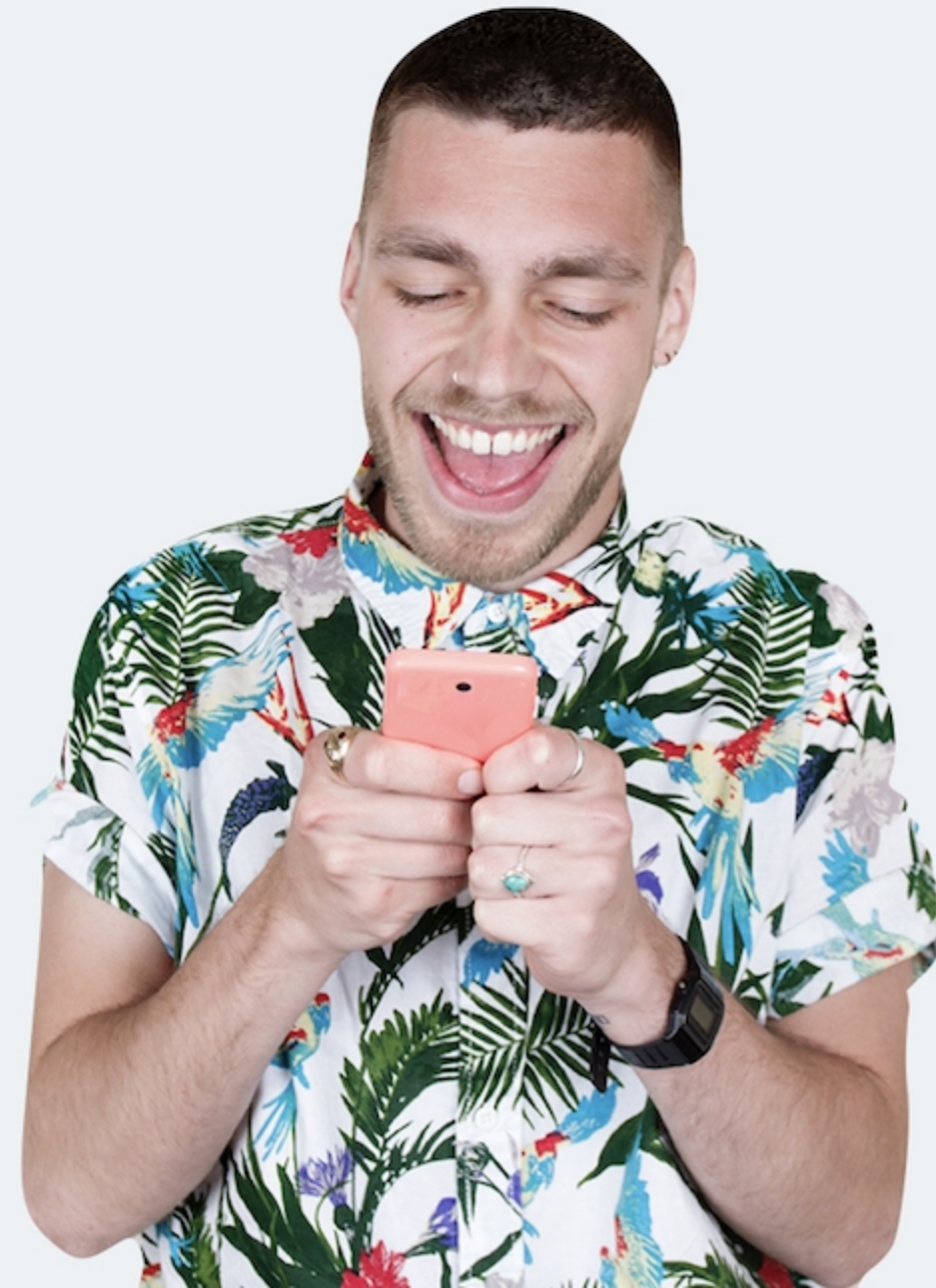
However, compared to the hotel complex, Sky Kingdom is little known to the public, and the rate of visits here is significantly lower than that of the hotel. Therefore it is necessary to find an effective strategy to inform our target audience about Sky Kingdom, a hidden entertainment spot in Seoul.



TARGET AUDIENCE

“Digital Explorer”

Young millennials and generation Z, the main target audience of Sky Kingdom, are very familiar with the mobile environment. Using their smartphones, they constantly search for new places to visit and enjoy. One of their notable behaviors on mobile environment is that they constantly refresh their feeds to find new posts by swiping down the screen.



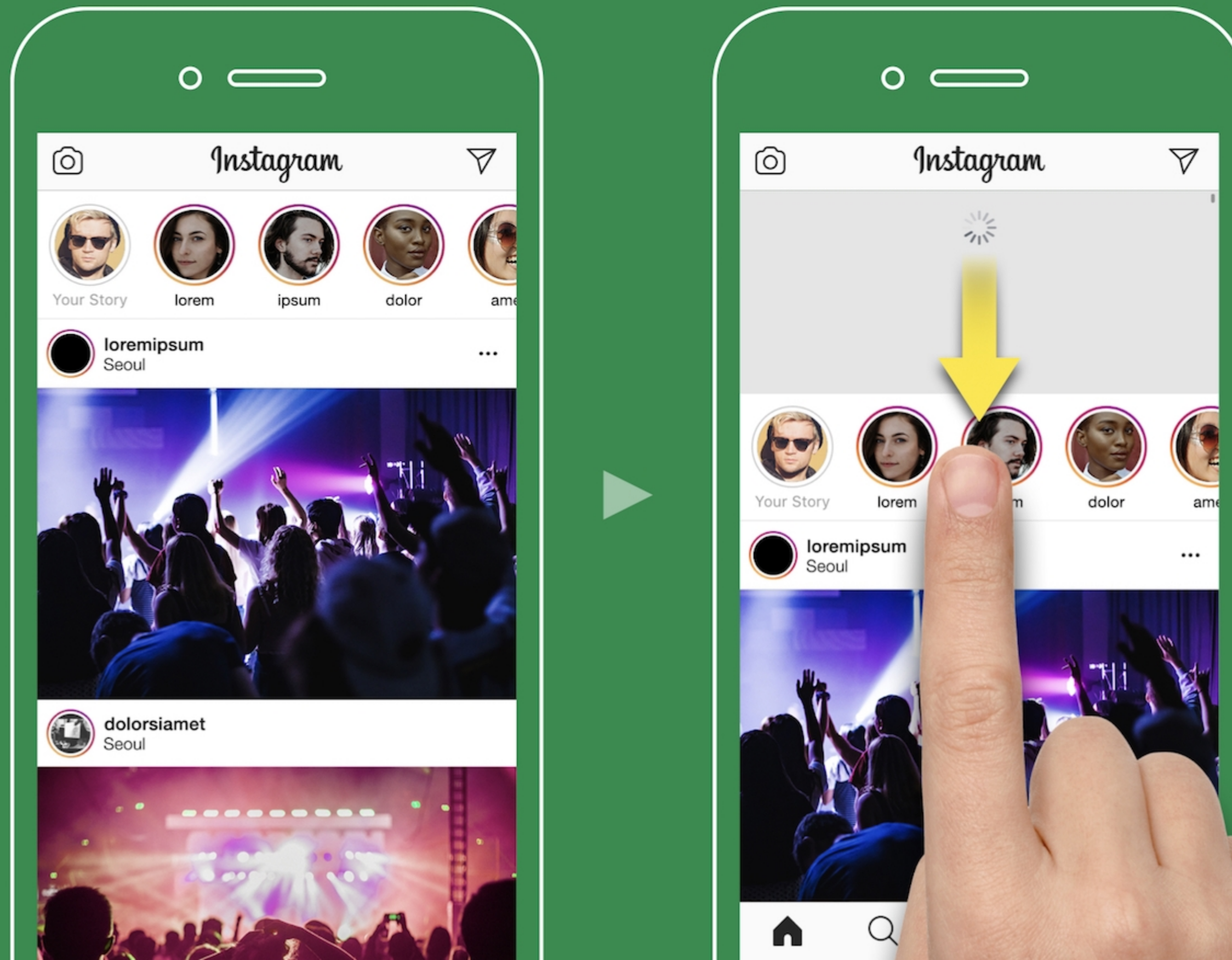
INSIGHT

1. Sky Kingdom is **little-known** to the public in spite of its multi-sensory entertainment facilities with panoramic view from above.
2. Our target audience is always eager to find **hidden places** yet to be discovered.
3. Our target audience are very used to the **gesture of swiping down** to refresh their feed.

MEDIA PLANNING STRATEGY

Based on the insight that our target audience are very used to swiping down, we used the hidden space as our advertising media, which briefly appears when users habitually refresh the feed.

Swipe down to refresh:

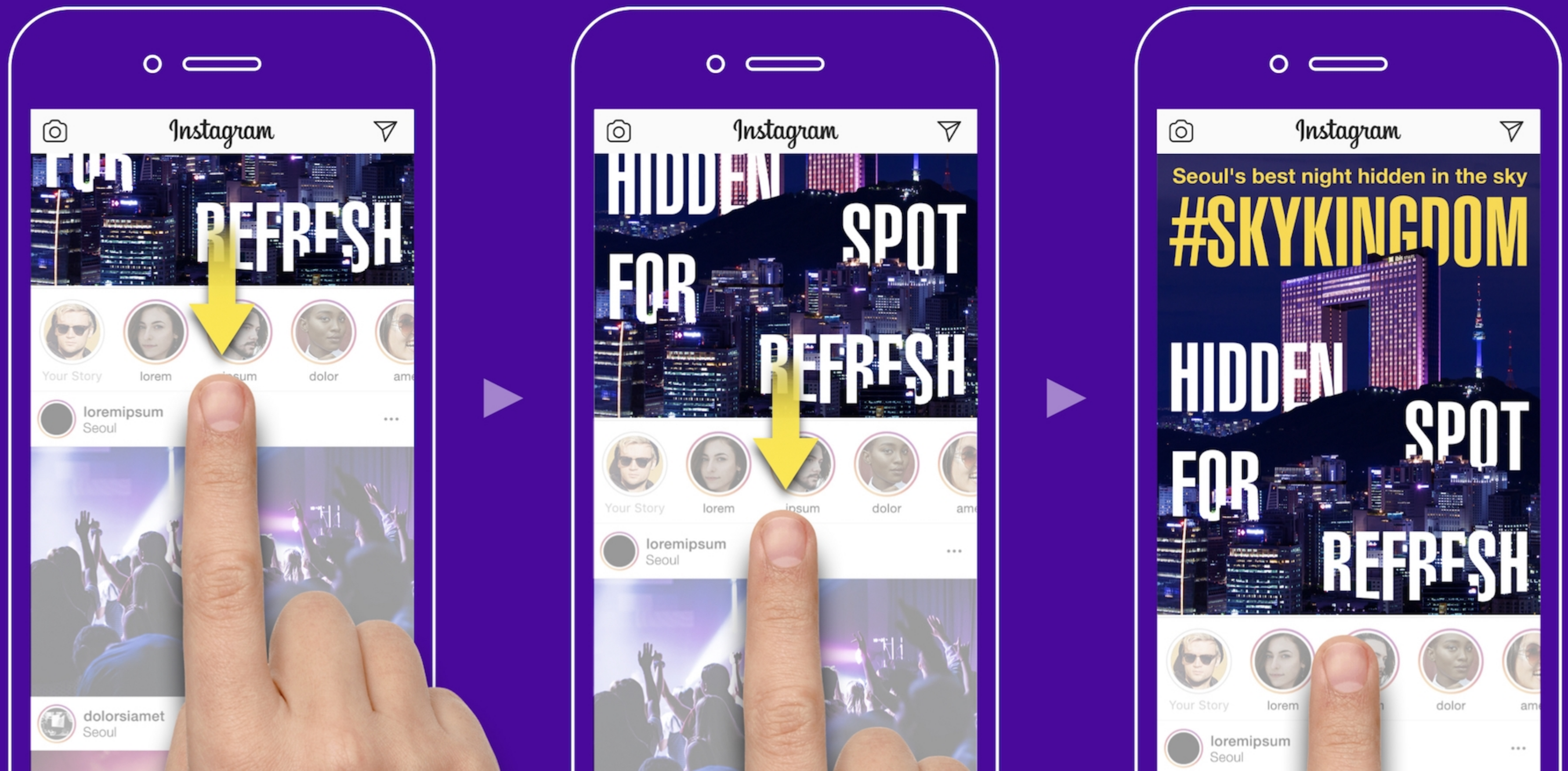


Turn this empty space into a new advertising media

* This space can be three times longer than usual if users keep pulling it down.

EXECUTION

When users swipe down the screen to refresh their feeds, the advertisement in this hidden space gradually appears arousing their curiosity. Through this new experience generated by their daily gesture, they can easily discover Sky Kingdom and recognize it as an attractive hidden spot.



EXECUTION: OVERVIEW

Media Plan

Run the display advertisements on social media targeting users in their **20s-30s in Seoul**.

Additionally, run the display ads through the online services related to travel, accommodation and aviation by targeting people who are planning to visit Seoul in the near future.

Media Buying

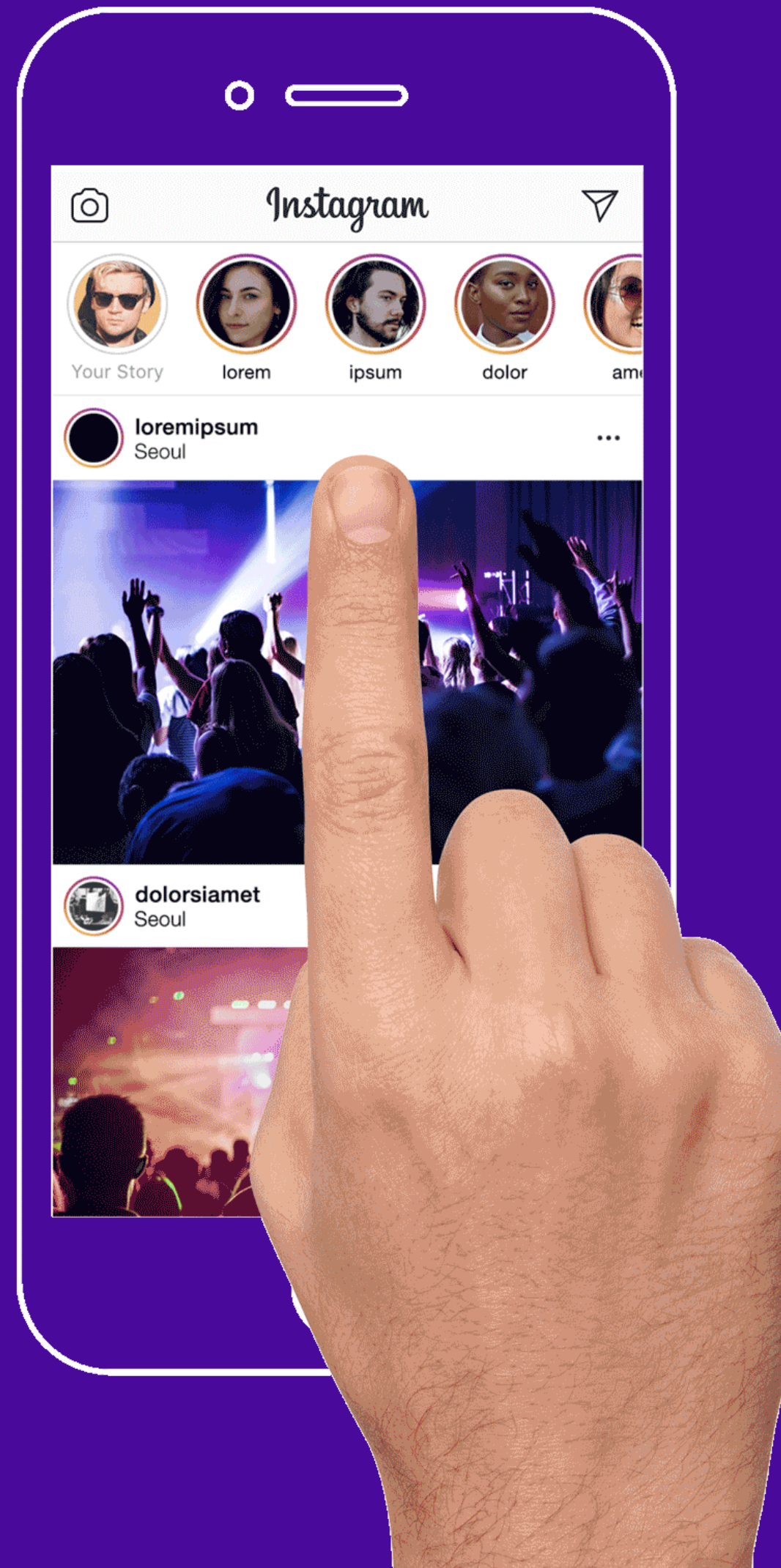
Appx. ₩20,000,000 for 8,000,000 reach

Software Development

Appx. ₩7,000,000

Development Period

Appx. **10 days**



Expected Result

Nearly **75% of the population** uses social media and they swipe down the screen **every minute** to update their feeds. Based on this fact, by taking this new media strategy, the awareness of Sky Kingdom can drastically increase in a very short period of time.

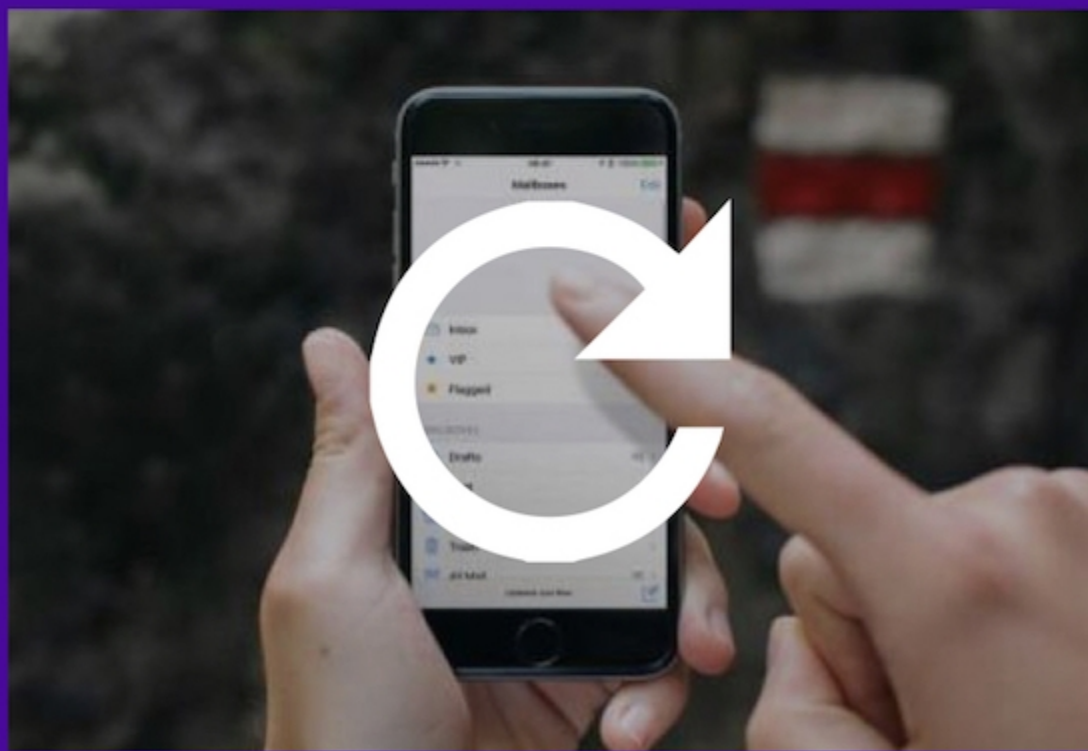
Sky Kingdom's ad on the new media will be **more eye-catching** than other ads, thus increasing the **search frequency** for Sky Kingdom, which results in a **high rate of visits**.

EXECUTION: WHY THIS WILL WORK

Based on users' daily gesture

Users can be easily interested in the ad by experiencing it through their habitual behavior on social media.

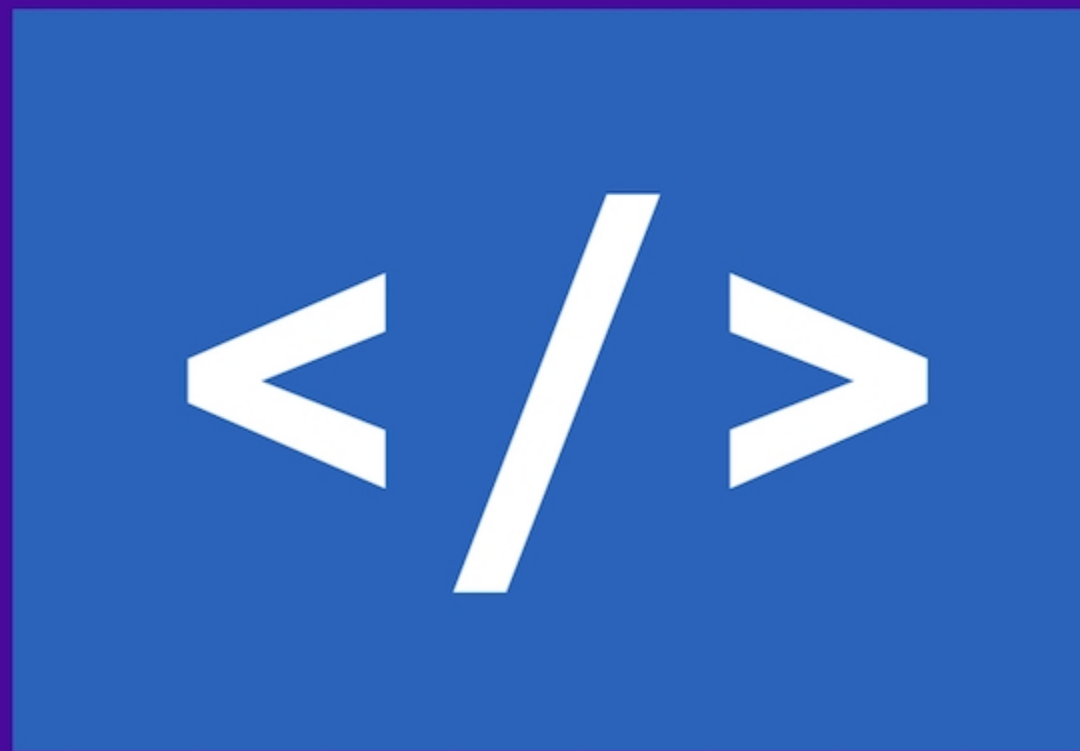
Furthermore, the key message of the ad “Hidden Spot for Refresh” is integrated with the context of refreshing the feed. Thus the users can smoothly accept the message.



Extremely easy to code and implant

When it comes to software development, this can be easily done by adding codes and scripts.

Publishers can easily turn the hidden space into the new advertising media by simply adding a few lines of code that will take no more than a couple of days.



Win-win for both advertiser and media platform

Using this necessarily existing empty space as a new media will be a great opportunity not only for advertisers, but also for social media companies who always want to expand their advertising business.



END.