SKYJACKINGDOM

Media Competition

More Attention, and More Visit to Sky-Kingdom

1

Attention.

To be one of the best entertainment landmarks in Seoul, Sky-Kingdom's targets – Generation Z and Young Millennials – need to pay more attention to Sky-Kingdom.

2

Visit.

To attract more young visitors to Sky-Kingdom, our idea should go way beyond just a normal "branding" promotion. It has to be something new and brilliant.

How to solve this mission?

There's **a high barrier** between Sky-Kingdom and young generations.

What barrier?

Don't hotels open their facilities only for their guests?

It's too luxurious for us.

Those places are just for some special days, not for everyday entertainment.

How to solve this mission?

Then let's take advantage of a low barrier situation, like when staying at hotel!

Staying at hotel?

People visit hotels on special days like an anniversary, a holiday and vacation.

On these days, they tend to have more open mind to special place too!
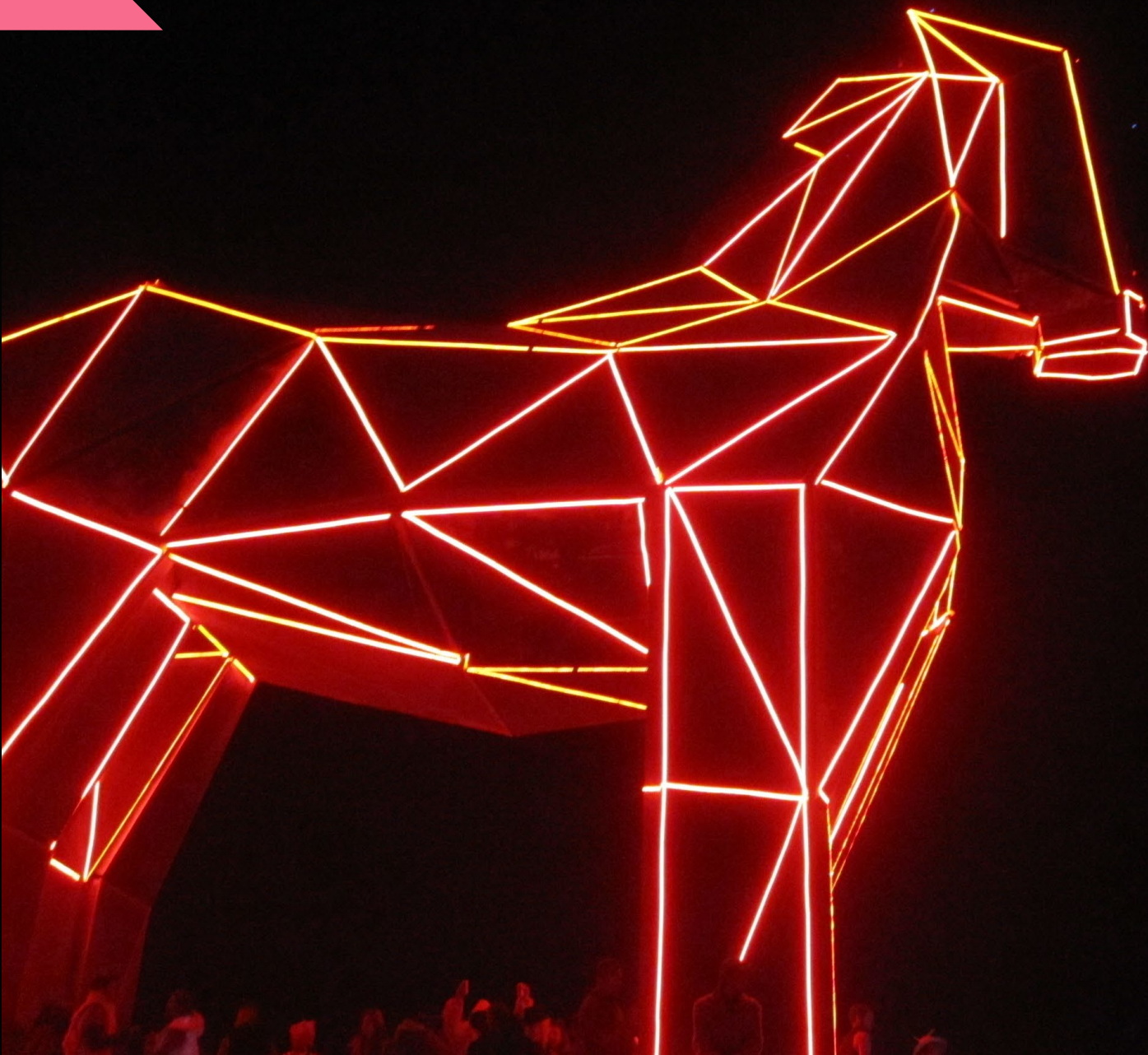
So… the master plan is just to target
the guests of our plex, Seoul Dragon City ?

No, we're going **bigger.**

We will **HIJACK**

all the young guests staying
AT ANY HOTELS in Seoul

like a
TROJAN HORSE

which was the most provocative strategy in history.

As Odysseus did, we will sneak into the rivals and hijack the targets directly.

To attract our targets,

Sky-Kingdom's special moments will be hidden in our Trojan Horse.

Gen Z and Young Millennials are obsessed with **special and exclusive experiences** which are not easily obtainable. Any products of limited edition or personalized promotions are always so popular among them. And they are born to be <u>digital</u>. They share every special moments on social media, like when they're on a trip or in a fancy restaurant.

It's now a habit for them to be a viral marketer of their own experiences!

Given our target's lifestyle, offering them **Sky-Kingdom's exclusive moments** would result in making **new social buzz.**

"How does it work?"

1

Finding Target

who is staying at any hotels in Seoul right now.

2

Planning Digital Media

to reach the young people, because they can't take their hands off their phones, even hanging out at hotels.

3

Providing Experiences

to let the users experience Sky-Kingdom digitally in AR space and also in real place.

Finding Target

who is staying at hotels through the Real-Time location targeting method.

Destination Targeting on Car Navigation Apps :

When a driver enters the name or address of any hotels as a destination on car navigation apps (like T-map or Kakao T), we directly target this **TODAY'S HOTEL GUEST** as our audience.
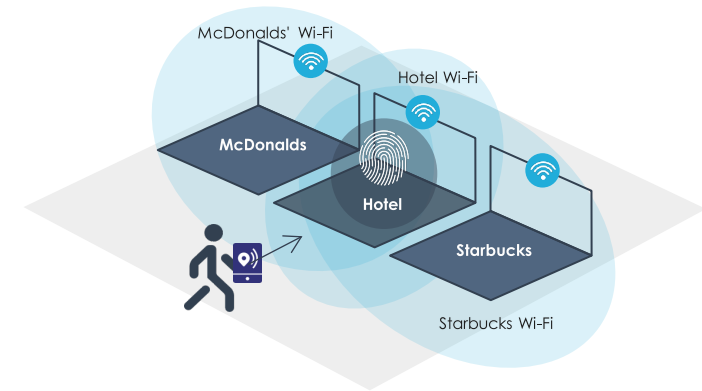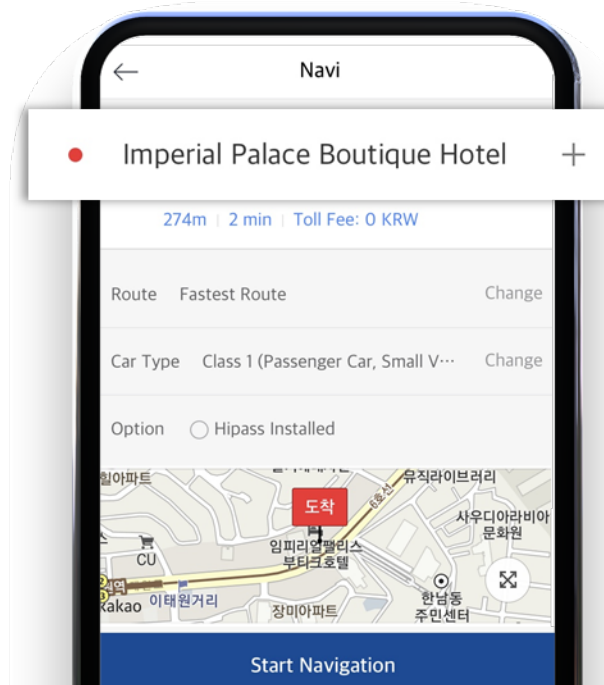
Wi-Fi Fingerprint Tech:

In Seoul, Wi-Fi is everywhere. And for hotel guests, it's one of the basic services. By cross-analysis of Wi-Fi signal patterns, we can find our target audience who is **NOW** staying at hotels, with better accuracy than using GPS or Beacon.
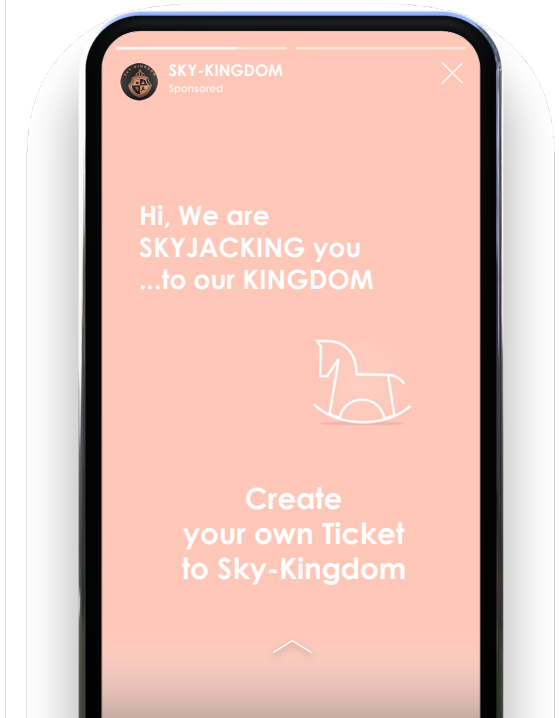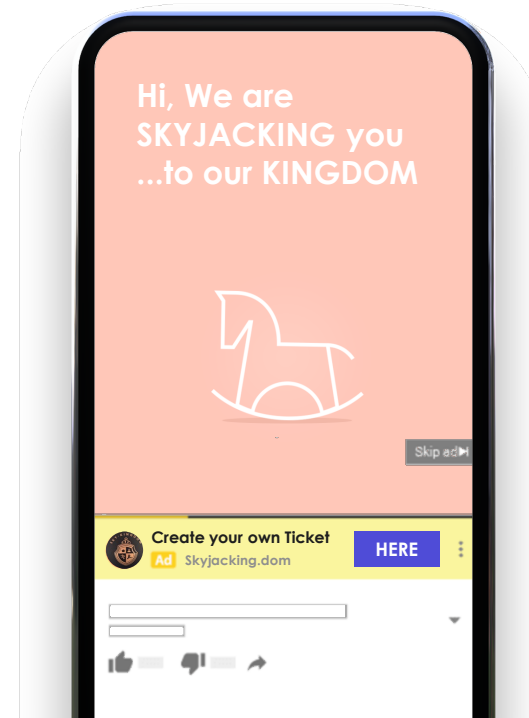
Our ads will be shown when the target stays more than certain hours in our Wi-Fi signal territory, which covers the each hotel in Seoul.

Planning Digital Media

Friendly AD

Skyjacking.dom

Your phone

Your hotel
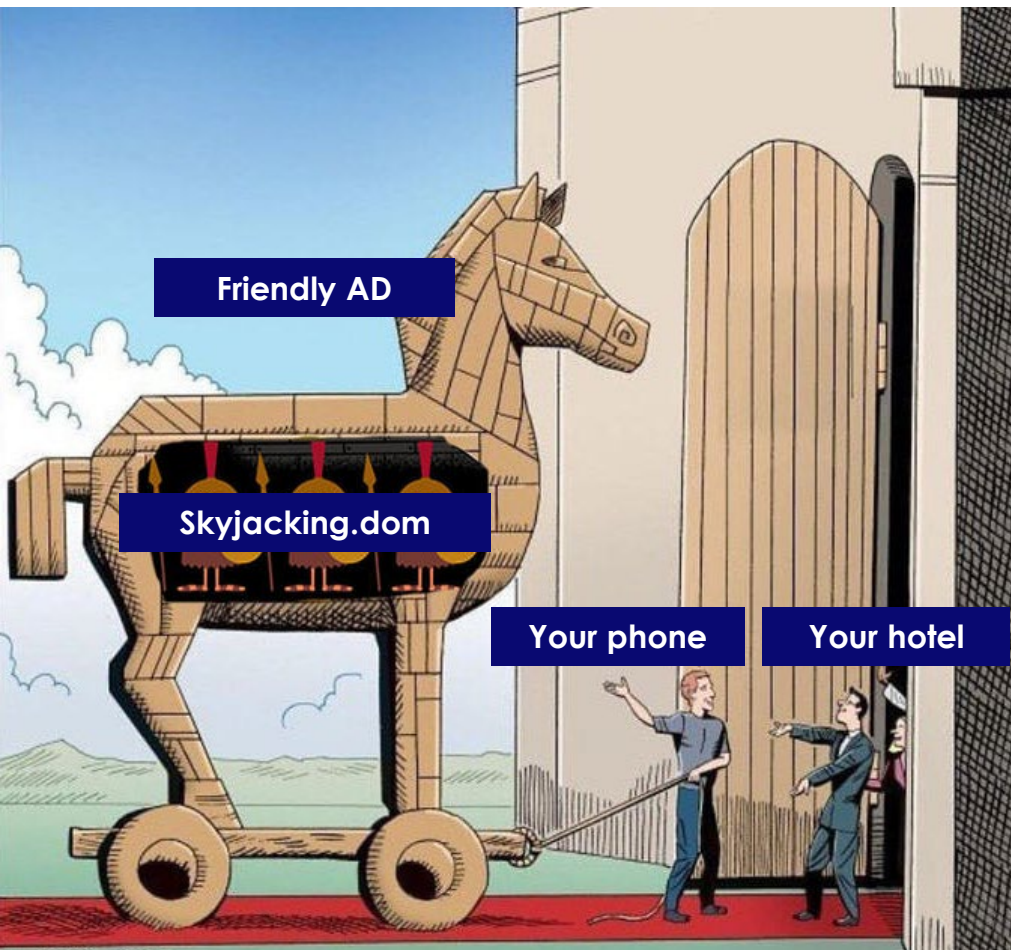
Generation Z and Young Millennials love watching videos on YouTube and exploring their feeds on Facebook and Instagram, even when they are hanging out in the hotel rooms.

Therefore, to **skyjack** our targets, we expose our ads on these media to the audience that we find through the car navigation apps and Wi-Fi signals.

And it is possible through the DMP(Data Management Platform) service and ADID targeting solution.

Hi, We are SKYJACKING you ...to our KINGDOM

Skip ad▶|

Create your own Ticket
Ad Skyjacking.dom
HERE

SKY-KINGDOM
Sponsored

Hi, We are SKYJACKING you ...to our KINGDOM

Create your own Ticket to Sky-Kingdom

Providing Experiences

Digital experience

We provide a special digital experience to make our targets create their own contents by themselves easily and interestingly and share the experience on social media.

Offline experience

This digital experience continues in the real Sky-Kingdom, as we can give the targets exactly what they want by their 'TICKET'.

Digital
Experience

Users get a digitalized ticket customized only for them.
With it, they can enter Sky-Kingdom and get a free drink they chose.

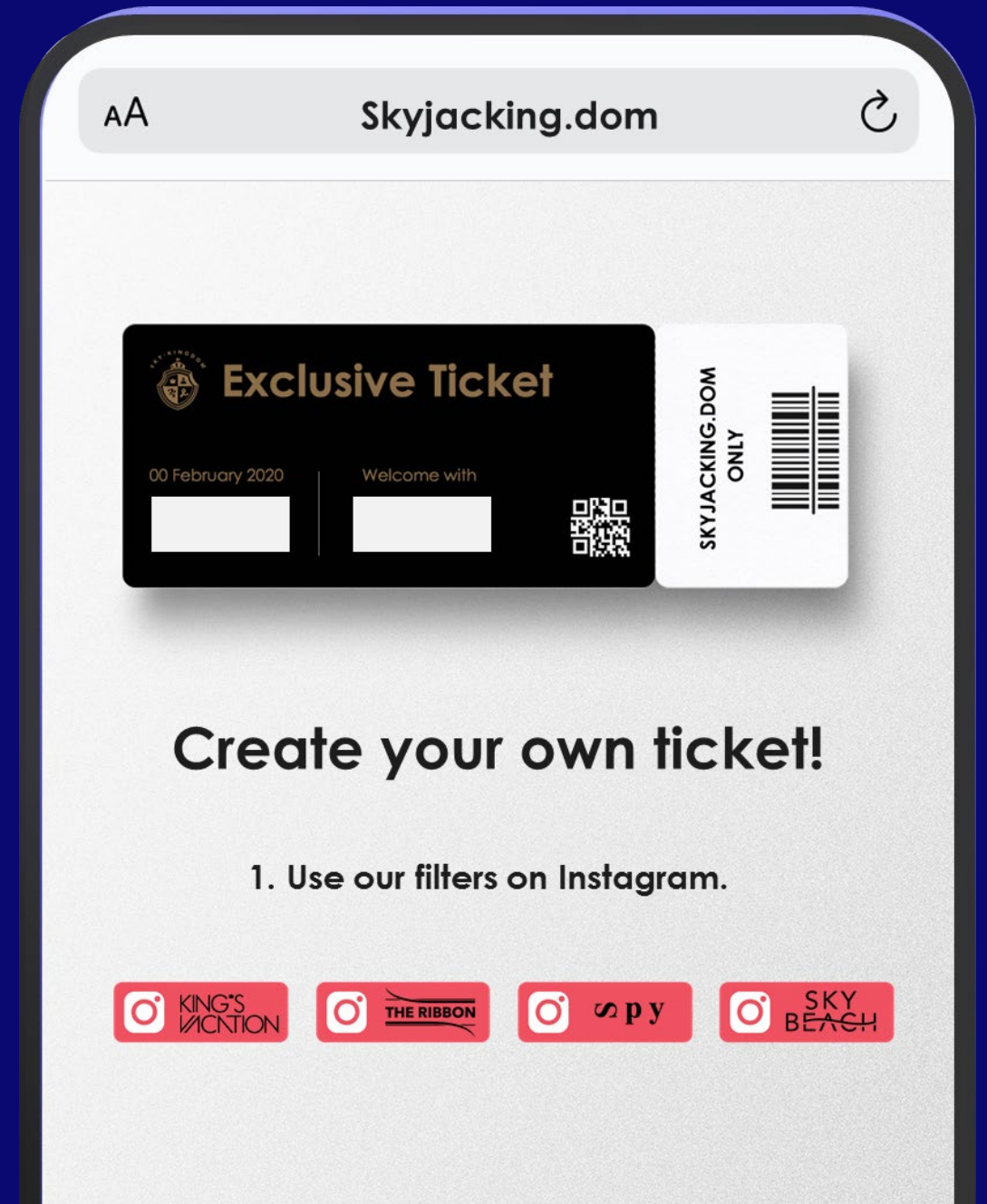**To create your personalized ticket :**

01

Click the Ads, our website opens.

On our website, you can create your own ticket to enter Sky-Kingdom and to get some free trial, which is customized only for you.

02

Choose among the Instagram AR filter buttons on the website.

Instagram App opens, then our AR filter sets immediately.

AA   Skyjacking.dom   ↻

Exclusive Ticket

00 February 2020   Welcome with

SKYJACKING.DOM ONLY

Create your own ticket!

1. Use our filters on Instagram.

KING'S VACATION   THE RIBBON   ᴐpy   SKY BEACH

Digital Experience

We create 'Sky-Kingdom Instagram AR filter' – instantly let the users experience digitalized 'Sky-Kingdom' in the competitors' hotel rooms, as the Trojan horse did.
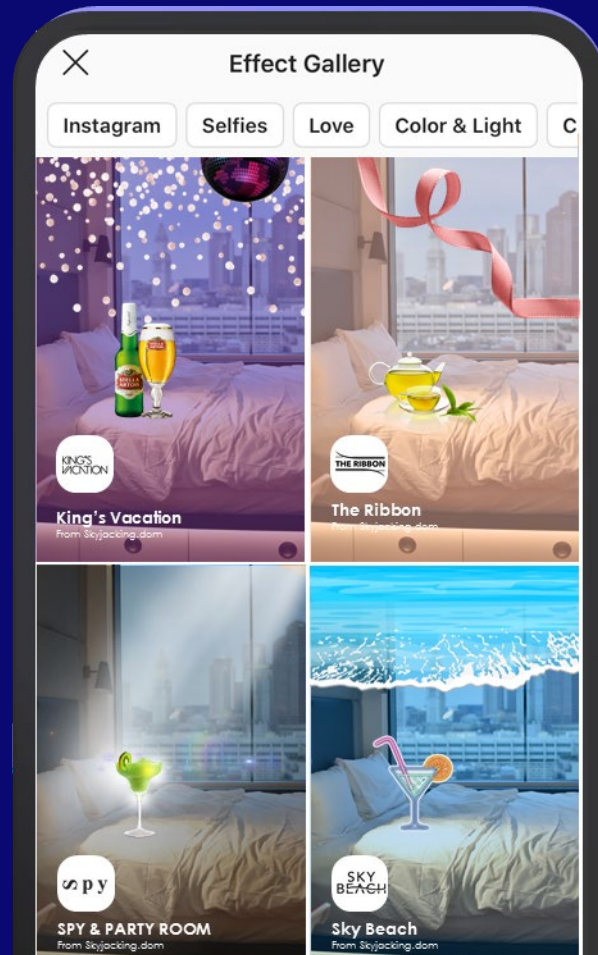
03

Decorate your hotel room with the AR effects

Your boring hotel room becomes a special and luxurious place of Sky-Kingdom.

04

Tap to choose a beverage you want and complete your Instagram photo

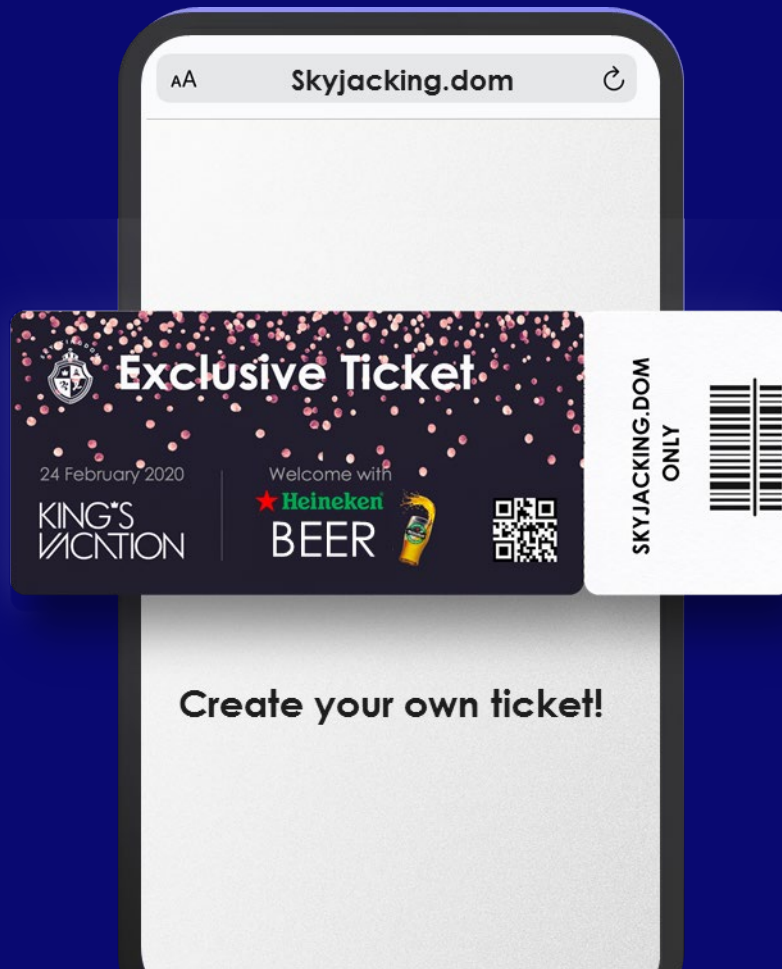Apply the filter with multiple AR effects and enjoy changing the details.

Digital Experience

05

Upload photo on our website and get your own personalized ticket.

Because we create the ticket automatically by reading the info on your photo, your ticket contains where you want to visit and what you prefer to drink.

06

'skyjacking.dom' contents take over Instagram posts of the other hotels.

People see 'skyjacking.dom' filtered posts and hashtags when they search for other hotels in Seoul on Instagram.

Offline Experience

Let's connect this digital experience to real offline experience!

02

Visit Sky-Kingdom and get a free-drink!

Show us your mobile ticket to scan the QR code on it.

Then, just enjoy your time in Sky-Kingdom!

01

Download the customized ticket from our website.

Executive Summary

Mission

Generate more attention and visit to Sky-Kingdom among young generations.

Insight

Young people feel distant from Sky-Kingdom as they think it is only for special days.
So, we twist this fact and directly target these "special days". For example, the day staying at a hotel.

Creative Idea

We **HIJACK** all the young guests staying at any hotels in Seoul.
We call it **SKYJACKING.DOM** project.

Strategy

Sky-Kingdom's special moments will be given to the guests to attract them and make spontaneous social buzz.

Action Plan

① Finding target audience staying at other hotels right now through the Real-Time location targeting.
② Planning digital media to lure them into our website.
③ Providing experiences on 'SKYJACKING.DOM' website, with Instagram AR filters and personalized tickets. This digital experience continues in the real Sky-Kingdom.

Expected Result

Sky-Kingdom goes viral with young generations as lots of 'SKYJACKING.DOM' contents are shared, and Sky-Kingdom will be an icon where they long for visit!

E.O.D