





INTERNATIONAL INFLUENCER NETWORK



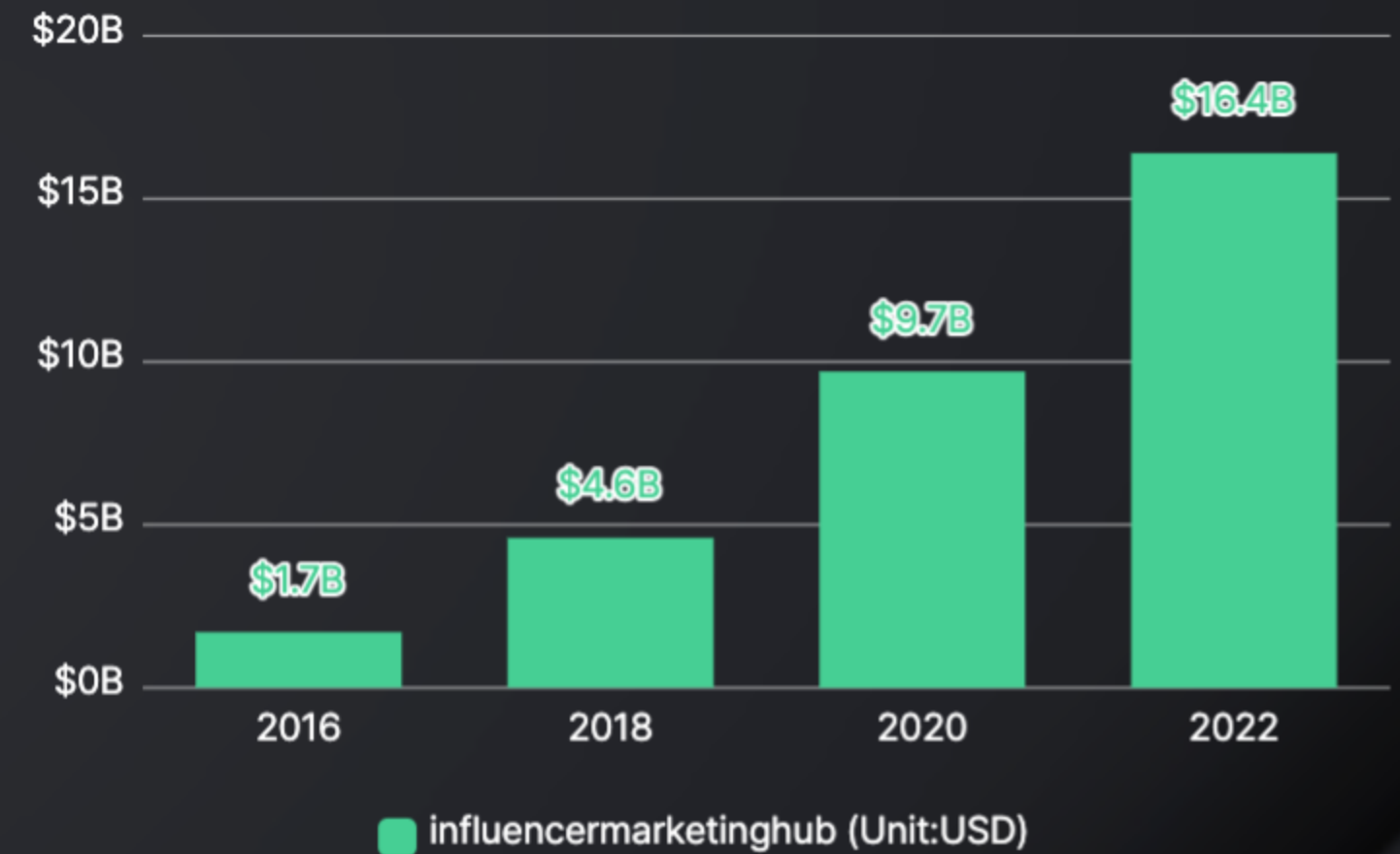
HELLO! This is **IIN**, specialized in **global influencer marketing**

Now we live in the world where **global influencers** are a must , not optional

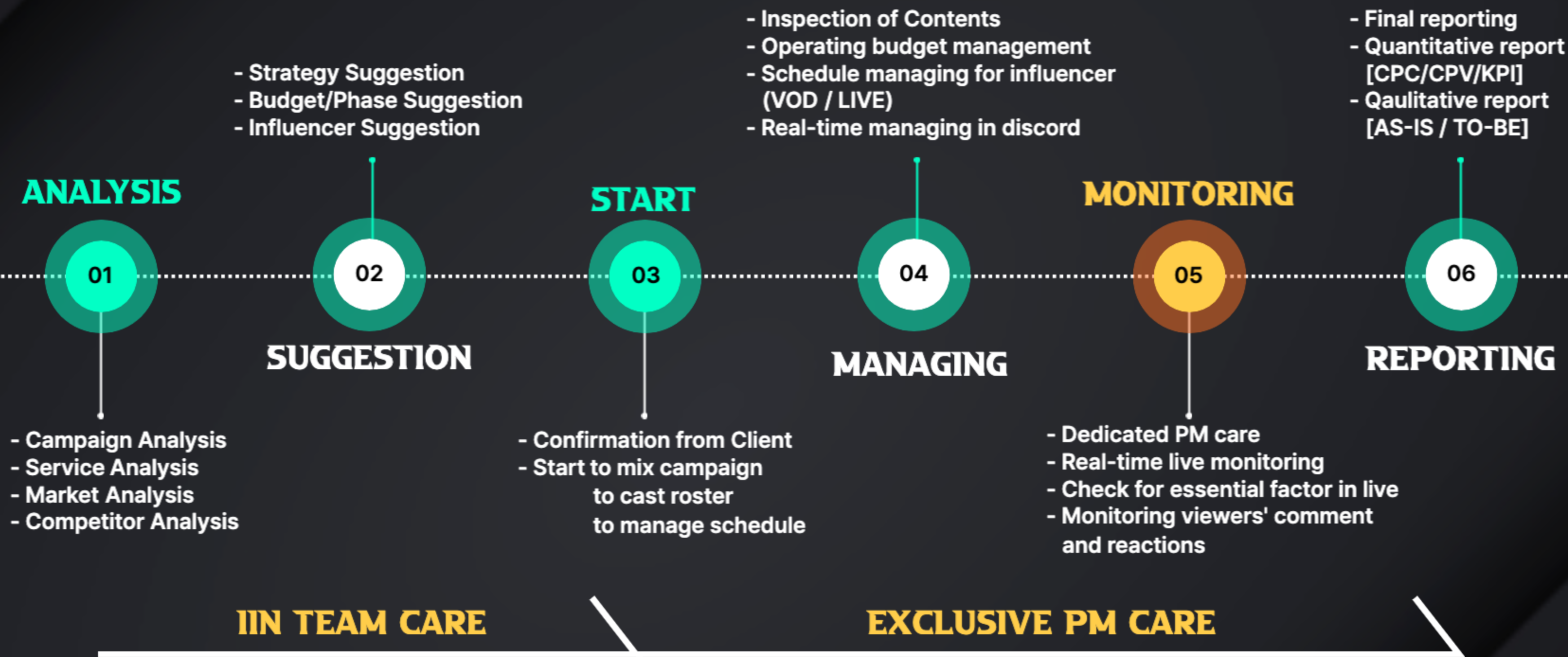


- Thanks to the growth of social media, video platforms, and OTT, the scope of content creators has expanded from government to enterprise, and now from enterprise to individual. The role of speakers has become important in the face of absolute growth and fierce competition.
- Experts predict that the influencer market, which grew from \$1.7 billion in 2016 to \$16.4 billion in 22, will grow to KRW 2 trillion in 20 years, KRW 7 trillion in 22 years, and KRW 28 trillion in 25 years in South Korea.

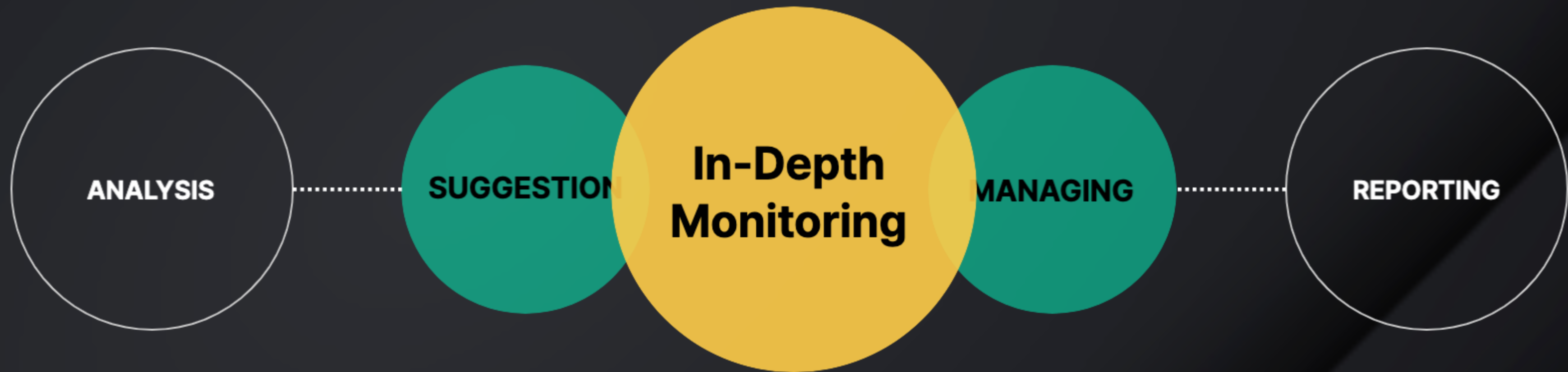
MARKET SIZE TRENDS IN GLOBAL INFLUENCER MKT



Campaign Work-Flow



IIN's differentiate service is **QA system with in-depth monitoring** that could provide **INSIGHT** to client, not that simple indicator reporting.



Dedicated PM
Monitoring influencer
Monitoring Viewers
Monitoring in Quantitative
Monitoring in Qualitative

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The key to the success of influencer campaign is **Strategic & Systematic Monitoring**.

30P

Every month, we recruit and monitor an average of 30 global influencers and accumulate various data according to service area, service type and genre, and broadcasting style.

3,600M

The monitoring QA system, which averages more than 3,600 minutes a month, not only provides an in-depth understanding of services, influencers, and viewers, but also provides effective insights through analysis that reflects the latest trends.

130%

As a result, after deriving the as-is-to-be strategy through Insight, on average, we saw 30% more efficient results from the client repurchase campaign, and the influencer campaign helped to organize the strategy.

The influencer campaign is not a one-off campaign and **Continuity/periodicity** is **the only way to work.**

Quantitative Monitoring

Qualitative Monitoring

Derivation of Insight

Broadcast

We are running all the campaign through
Five Representative Platforms.



TWITCH

LIVESTREAMING / PPL



YOUTUBE

BRANDED / INTEGRATION



FACEBOOK

LIVESTREAMING / POSTING



TIKTOK

POSTING / CHALLENGE



INSTAGRAM

POSTING / POWERPAGE

More than **3,000 DB** in our own side and
We are also collaborating with **global-based agencies**.
So You can carry out all global campaigns
around the world.



List of References



NCsoft Lineage W

- Platform : Youtube
- Contents : Dedicated
- Region : Korea, Japan



Snowpipe Transformer Alliance

- Platform : Youtube
- Contents : Dedicated,
Integration
- Region : Japan



Nexon Godsome

- Platform : Facebook
- Contents : Livestreaming
- Region : Philippines



IcebirdGames GodSamkook

- Platform : Tiktok
- Contents : Shortform
- Region : Korea



WonderPeople SuperPeople

- Platform : Twitch
- Contents : Livestreaming
- Region : Global

List of References



Valofe

BlackSquad R2

- Platform : Youtube/Twitch
- Contents : Integration/Live
- Region : Global



Studio Iggimob

Gungrave G.O.R.E.

- Platform : Youtube/Twitch
- Contents : Dedicated/Live
- Region : Korea



IGG

LordsMobile

- Platform : Youtube
- Contents : Dedicated
- Region : Korea

E.O.D.