

PARNAS MALL

DIGITAL OUT OF HOME MEDIA

ADVERTISING PROPOSAL

about

 PARNAS MALL

GS Group

7th largest Korean domestic conglomerate (Excluding public corporations)
79 Subsidiaries and Affiliates (Primarily in energy, construction and distribution)

GS Construction

3rd Largest Construction Company in Korea (As of 2011)

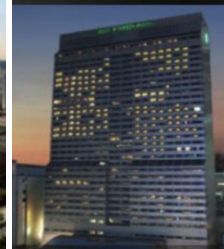


PARNAS HOTEL

THE PARNAS, A LUXURY
COLLECTION SEOUL
(건설중)



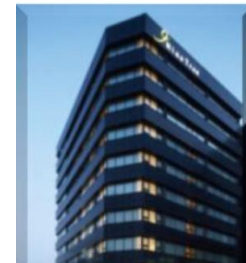
GRAND
INTERCONTINENTAL
SEOUL PARNAS



INTERCONTINENTAL
SEOUL COEX



Nine Tree
Hotel Myeong-dong



SUNFLOWER
HOTEL



Intercontinental Hotel (Grand, COEX)

Business Hotel
(Myeongdong)

Residence Hotel
(Vietnam)

Recognized as the best domestic hotel and most preferred hotel by Korean CEOs
Ranked 1st in the National Customer Satisfaction Index (NCSI) five years running
Ranked 1st in Korean Standard-Service Quality Index (KS-SQI) Hotel Category five years running
Perfect score in Food Safety Management Category six years running

Premium All-Inclusive Shopping Mall

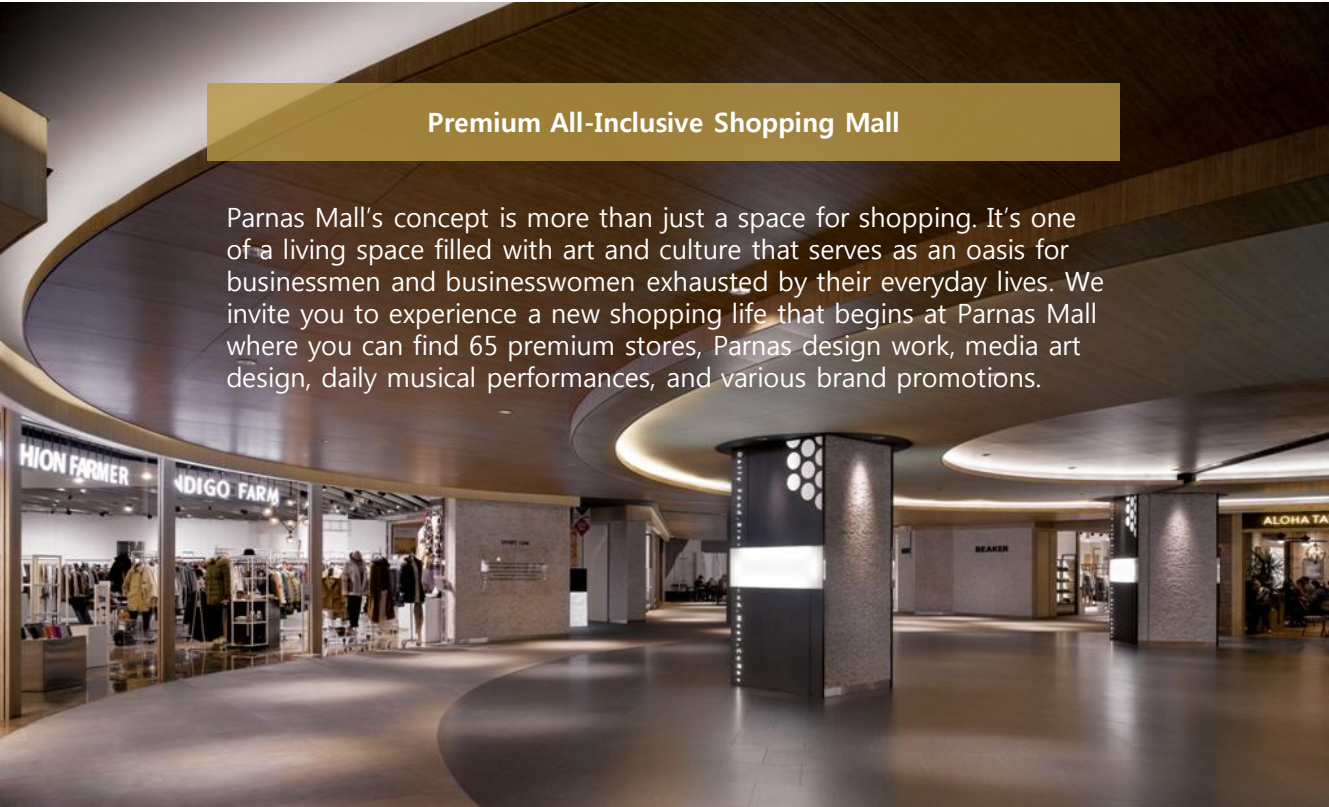
about

 PARNAS MALL



Premium All-Inclusive Shopping Mall

Parnas Mall's concept is more than just a space for shopping. It's one of a living space filled with art and culture that serves as an oasis for businessmen and businesswomen exhausted by their everyday lives. We invite you to experience a new shopping life that begins at Parnas Mall where you can find 65 premium stores, Parnas design work, media art design, daily musical performances, and various brand promotions.



location

 PARNAS MALL



A Samseong-dong Landmark

Located at 521 Teheran-ro, Gangnam-gu, Seoul in the basement of the Grand InterContinental Connected to Samseong Station on Seoul Subway Line 2, this new Hot Place is surrounded by COEX, Asem Tower, Hyundai Department Store, SM Town, Grand InterContinental Hotel, Park Hyatt Hotel, and soon-to-be Hyundai Group Complex (Current site of Korea Electric Power Corporation).

target

PARNAS MALL

MAIN TARGET



Career people with purchasing power in their twenties to forties who are sensitive to changing trends like enjoying dinner at Itaewon club lounges and cafes or meeting friends and shopping on Garosu-gil and who work in offices along Teheran-ro.

SUB TARGET



Luxury hotel guests who are active on the international business scene and are looking to buy luxurious trendy products (Approximately 1,600 guests per day). This is a hotel cluster that includes two 6-star hotels and three 5-star hotels in close proximity. There are many guests who use these hotels for business and the on-site convention center is continuously holding international events.

analysis

PARNAS MALL

Transient Population of 2 Million per Month

Parnas Mall is directly connected with Coex Central Plaza and Hyundai Department Store located at the entrance to the Coex complex where 2 million people gather per month. Parnas Mall is in a position to be the Start Zone of the Coex complex with various promotions and events held in the Event Plaza and a wide-open entrance and information desk for visitors' convenience.



analysis

PARNAS MALL

The Greatest Location

Parnas Mall is the greatest location with more than 2 million people per month passing through Coex from the Seoul Subway Line 2 exit.

High-class Service Knowhow

Parnas Mall provides a stable, high-class business environment for shop owners and the greatest services for customers with its operational knowhow from operating a leading global hotel chain.

Distinctive MD

Office workers looking to express themselves more elegantly and trendily can find distinctive retail brands at Parnas Mall including trendy global brands that have just entered the Korean market.

High-class and Trendy

Since 2014 Parnas Mall has offered a special location to take in high-class clientele of global hotels and trendy office workers of Samseong-dong's Teheran-ro.



strategy

 PARNAS MALL

DUAL MESSAGE BILLBOARD



Intuitive Image of Ordinary
Billboards



ART / FUN
PROMOTION
INFORMATION



HIDE & SEEK

Brands + design artwork = Value
creation of new clients

Creative advertising content
through design artwork

Brand PR strategy that utilizes
digital signage

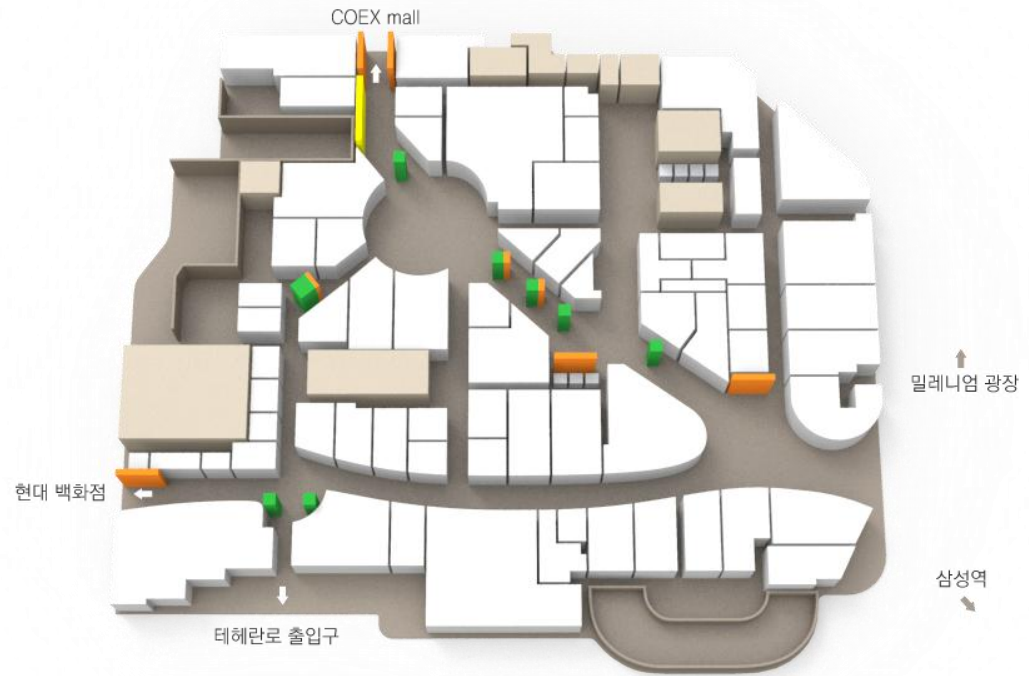


Ultimate commercial supremacy in
the areas of geopolitics and
transient population

Increasing advertising
effectiveness through a multi-
media strategy that catches the
eyes of clients

layout

PARNAS MALL



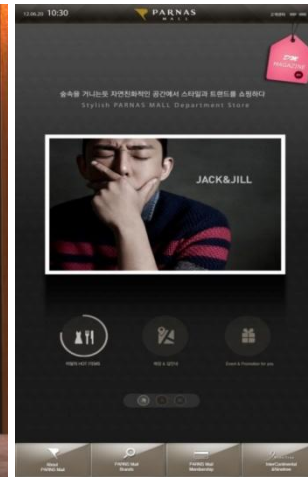
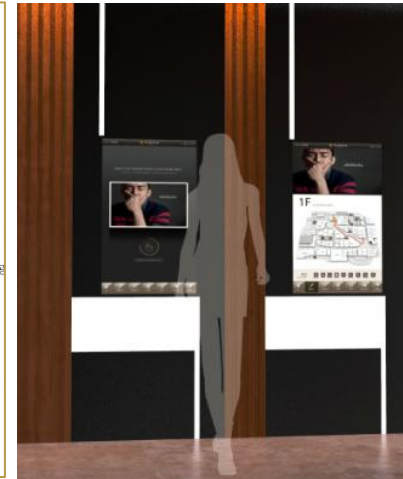
Type	Media Quantity (aspect)	Ad. Accounts
Information ■	15	10
Pillar ■	22	10
Media Wall ■	2	10
Total	39	30

layout info. type

▶ PARNAS MALL

Information Type

15 surfaces / 4,500 times more exposure



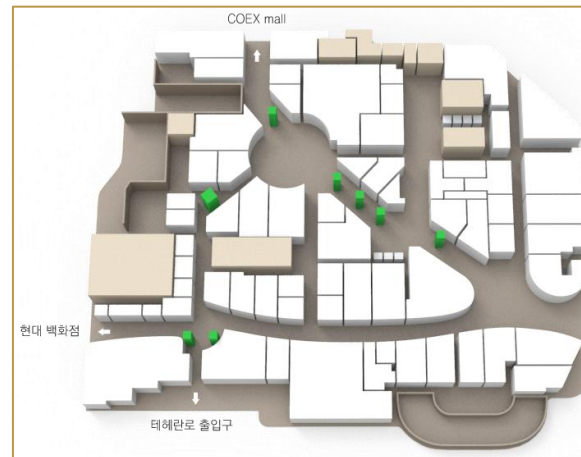
- ▶ 8 Spot, 15 Panels
- ▶ Panel Size : 648 X 1103mm
- ▶ Manufacturing Size : 1080 x 607pixel

layout pillar type

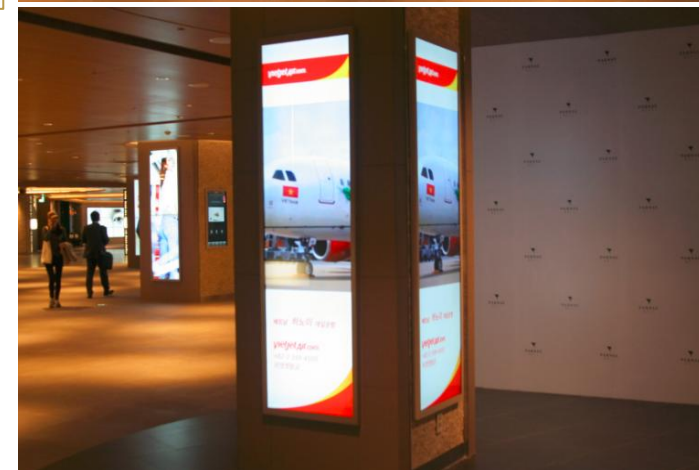
▶ PARNAS MALL

Pillar Type

22 surfaces / 4,500 times more exposure



- ▶ Panel 47" Vertical 2pcs : 590 x 2090mm
- ▶ Manufacturing Size : 1080 x 3840pixel
- ▶ Panel 55" Vertical 2pcs : 686 x 1215mm
- ▶ Manufacturing Size : 1080 x 3840pixel
- ◆ Separable panels and screens

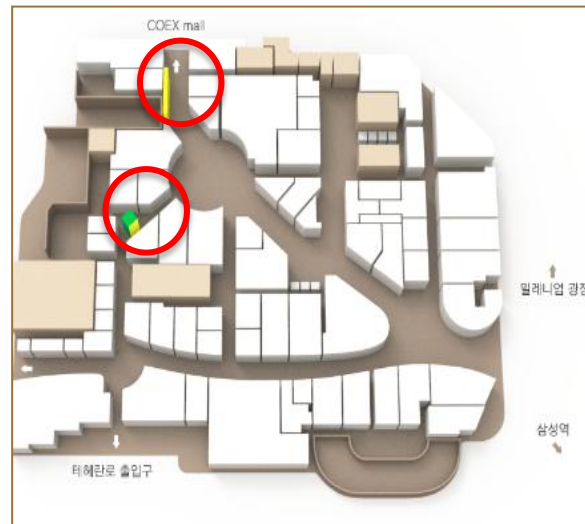


layout media wall type

▶ PARNAS MALL

Media Wall Type (Impact Zone)

2 surfaces / 4,500 times more exposure



- ▶ Towards the Coex entrance
- ▶ Impact Zone media walls in areas with high foot traffic
- ▶ Panel Size : 3645 x 2058mm
- ▶ Manufacturing Size : 1920 x 1080

differentiated effect

 PARNAS MALL

- ♠ Gangnam's new Hot Place—the gateway to the underground Coex Mall and place with the highest number of visitors!
- ♠ MEDIA that supports the latest hardware and software and takes into account the interior and movement of people!
- ♠ TOOL that maximizes advertising efficiency by demonstrating the efficiency of choice and focus!

Gateway for 2 million Visitors

A location that maximizes advertising exposure, located at a gateway through which most foot traffic must pass on its way to Hyundai Department Store, Coex, SM Town, and a variety of different hotels.

Harmony of Interior and Environment

Creating harmony of the entire interior through designs of simple and modern concepts
Naturally drawing customers' eyes through harmony with the interior in all common areas
Securing visibility through the intensity of illumination, use of ideal height placement, and appropriately sized signage to increases noticeability.

Located in an Established Space and a Mall with Human Traffic Flow

Located between Coex which features the greatest foot traffic flows and the central portion of the well-established F&B shops maximizes noticeability for visitors.

Simultaneous Advertising Exposure to Major Thoroughfares through the Development of Integrated Multi-faceted Support Mode

By applying technology that simultaneously runs a single advertisement at each column in Coex, time is increased allowing customers to easily recognize an advertisement while they move.

differentiated effect

 PARNAS MALL

- ♠ Potential for increasing focus and mass-exposure through online promotion and video advertisement capability
- ♠ Two birds with one stone by improving brand image and increasing exposure through a combination of video advertisements and cultural activities

Maximization of Advertising Efficiency through Simultaneous Online Promotions

Through promotions on the Parnas Mall blog and Facebook page currently operated by Naaf Media & Design, focus on advertisements can be increased making it possible to induce greater consumer participation.

Maximizing Advertising Efficiency through Media-Art Video Collaborations

When Naaf Media & Design oversees the creation of a Parnas Mall media-art video it can increase exposure to advertiser's brand through the creation of video collaborations that incorporate advertiser's brands and product motifs while increasing increase noticeability and focus.

Maximization of Advertising Efficiency through Simultaneous Promotion Exhibitions

Possibility of brand exposure that stimulates the five senses through mass-exposure to advertising videos through new product launches and brands' cultural events and exhibitions.

Video Exhibition Hall Functionality for Brands and Corporations through Video Media

When special brands run advertising accounts with ten or more ads they receive more than just the regular advertising video exposure, they receive a unique exposure personally tailored to their respective content.

* The aforementioned promotion is offered to brands that purchase Parnas advertising for a limited time.

* In the event of a media-art video collaboration, additional production costs may be incurred.

* Promotion exhibitions will be conducted in consultation with Parnas Mall and Naaf Media & Design and will incur additional production costs.

rate card



Operating Hours / Source

Operating Hours (07 ~ 23) Total 16 hours	Exposure Frequency (Based on 20 Seconds)		Video Material
	1 DAY	1 MONTH	MP4 JPG
	In Excess of 150 times	In Excess of 4500 times	

Rate Card

Unit : KRW / Month

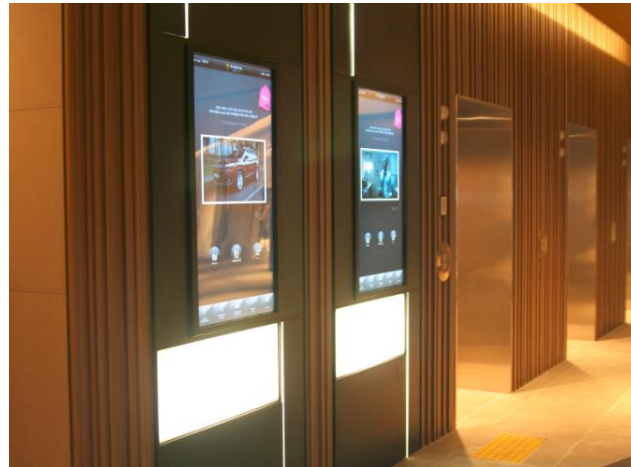
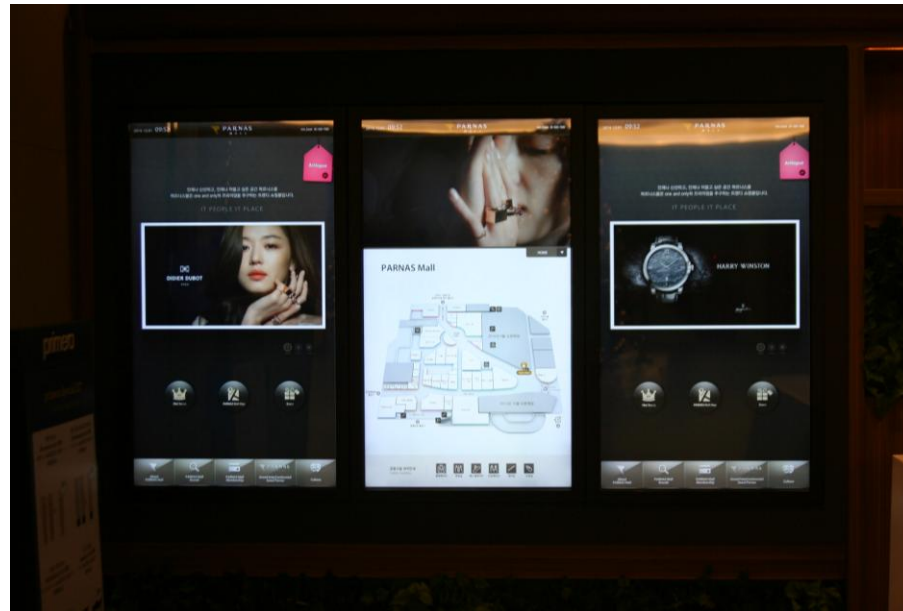
Advertising Media	Media Forms	Media Q'ty (1 Surface)	Amount / 1 Account (VAT 10% will be added)	
Media Wall (Impact Zone)	55" Horizontal 9pcs(3x3) Multi Vision 47" Vertical 6pcs(3x2) Multi Vision	2	25,000,000 (about USD 25,000)	
	Pillar (Main Medium)	47" or 55" Vertical 2pcs		22
	Information (Touch kiosk Medium)	47" Vertical Touch Screen		15
Total		39	25,000,000	

- * Parnas Mall's DID is managed remotely via the web. Temporary difficulties may result from telecommunication disruptions and system errors.
- * Additional Product Costs: When contracting for more than 6 months production costs can be discounted. (Negotiable with contract manager)
- * Operation of 20 Accounts: 10 commercial advertisements + 10 miscellaneous advertisements / Miscellaneous advertisements are comprised of media art, public information, and mall updates.
- * Joint Exhibition/Event/Promotion: Costs will be determined following negotiation. (Negotiable with contract manager)

Type implementation

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Information Type



Type implementation

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Pillar Type




Type implementation

▶ PARNAS MALL

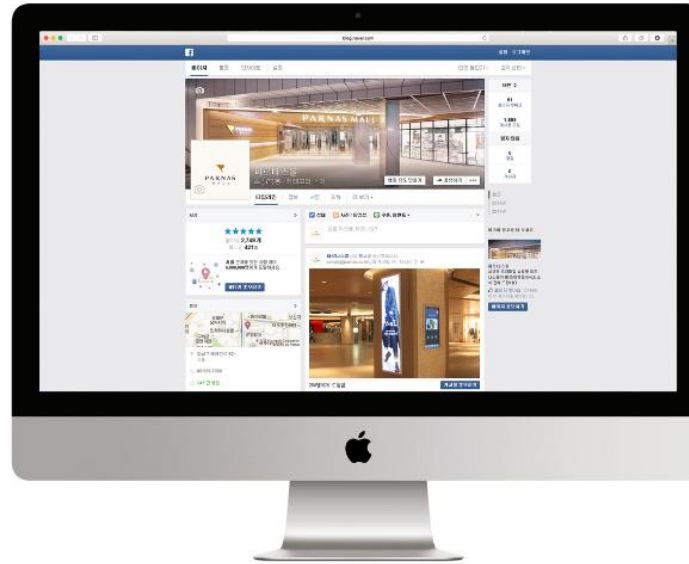
Media Wall Type



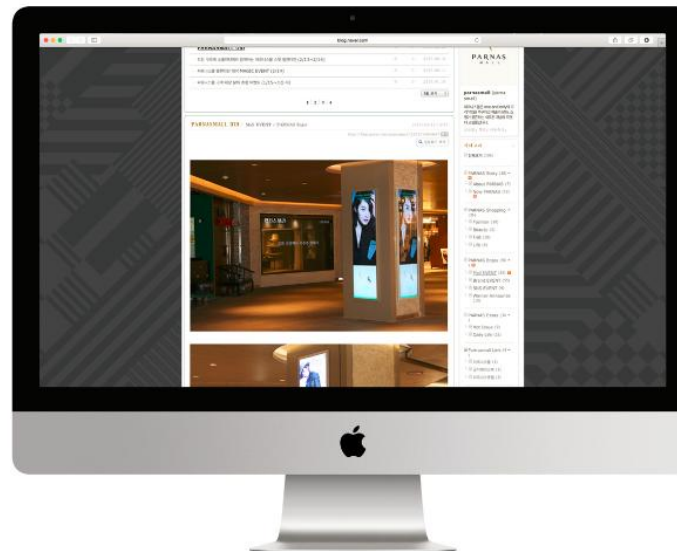
On Line implementation

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Parnas Mall Face Book & Blog



Parnas Mall's Facebook page conducts events through separate promotions by uploading monthly DID media sketches.



Parnas Mall's blog conducts online viral marketing through monthly introductions of DID media advertisements and separate promotions.

Media Art implementation

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Parnas Mall Media Art



- * Content Producers: AV Artist Hanseul Kim
- * Product Title: Pride & Prejudice
- * Media art by young AV artist Hanseul Kim entitled "Pride & Prejudice"



- * Content Producers: Programmer Taehwan Kim
- * Product Title: Four Seasons
- * Media art fashion pictorial collection by Kim Tae Hwan, photographer renowned for capturing Bae Yong-joon

Collaborative Video Exhibition implementation

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Collaborative Video Exhibition of Mall Brands_Oct.~Nov. 2014.



New Product Exhibition implementation

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Kia K9 New Car Exhibit_Dec. 2014



New Product Exhibition implementation

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CHEVROLET New Car Exhibit_Feb. 2015



CONTACT

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Thank you so much

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