

INVEN | INVEN

Media Introduction

2019 MEDIA INTRODUCTION



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Chapter 01

Company Introduction

Traffic Information

Business area

Visitors information

Registered Users **3.5M** | Daily Unique Visitors **1.4M** | Daily Page Views **120M** | Daily Postings **55K** | Daily Replies **200K**

대학생 인기검색어	청소년 인기검색어	직장인 인기검색어	싱글남 인기검색어
1 룰 인벤 25.2%	1 룰 인벤 60.1%	1 내일 오전 날씨 24.0%	1 최순실 20.3%
2 메이플스토리 11.0%	2 피파온라인3 인벤 5.4%	2 수요일 날씨 14.6%	2 데스티니 차일드 인벤 13.3%
3 던파 2016 여름패키지 10.2%	3 곰플레이어 5.4%	3 오늘의 운세 11.0%	3 박근혜 지지율 12.4%
4 피파온라인3 인벤 8.2%	4 외모지상주의 5.0%	4 하나은행 10.8%	4 박근혜 11.3%
5 오버워치 미국 회원가입 8.0%	5 아침밥 합헌 4.8%	5 리니지m 인벤 9.6%	5 고영태 8.7%
6 서든어택2 7.7%	6 메이플스토리2 4.1%	6 리니지m 8.0%	6 최순득 7.7%
7 메이플 레벨업 루트 7.6%	7 sm엔터테인먼트 4.0%	7 네이버 지도 7.0%	7 최재경 7.3%
8 오버워치 인벤 7.6%	8 던전 앤 파이터 4.0%	8 박원웅 5.3%	8 주택관리사 6.8%
9 페이스북 7.5%	9 분자요리 최현석 3.7%	9 경유값 인상 4.9%	9 박근혜 탄핵 6.2%
10 미국베들렛 7.0%	10 라디오스타 김연정 3.5%	10 드림하이테크 4.8%	10 장유진 6.0%

NAVER
Based on search word ranking on Naver, Korea's largest portal site



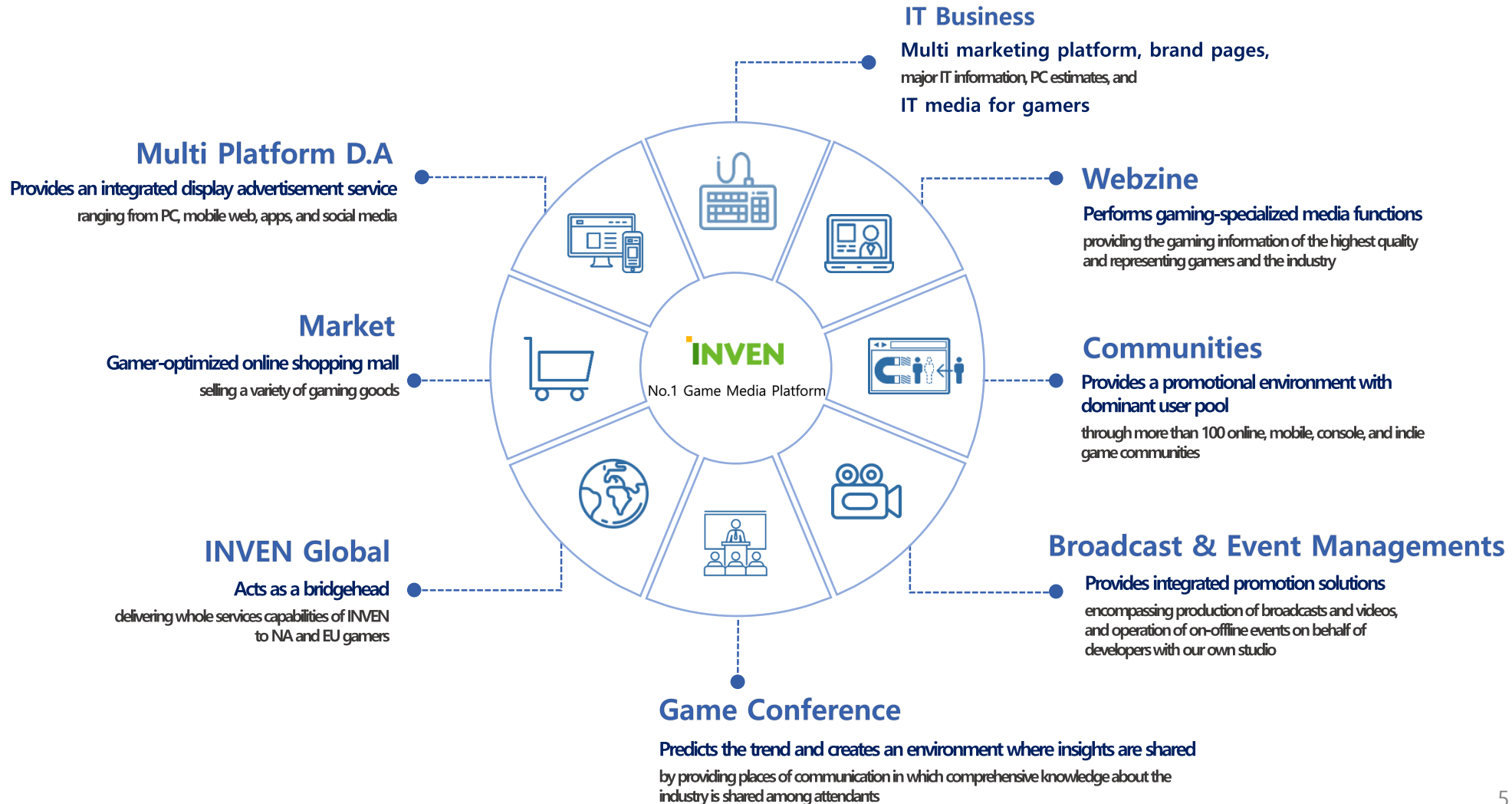
- **Koreandick#1** in gaming news
- **Rankey.com#1** in gaming news
- **SimilarWeb#14** out of all Korean websites

Inven is **the number one choice**
of website among people in their 10-30s!

No.1 Game Media Platform in Korea

Global game webzine & community services based on multi-platform / Management of IT Business & Market

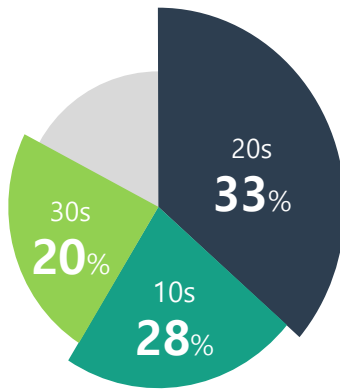
Broadcast content production / On-offline promotion / Operation of official esports leagues on behalf of developers



A game media platform where genuine gamers visit

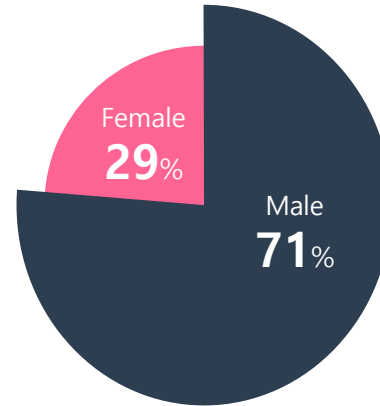
A game-related website, where teenagers and those in 20s who play game the most, visit and look for information

A genuine game media platform with some of the audience in 30s who possess high purchasing power



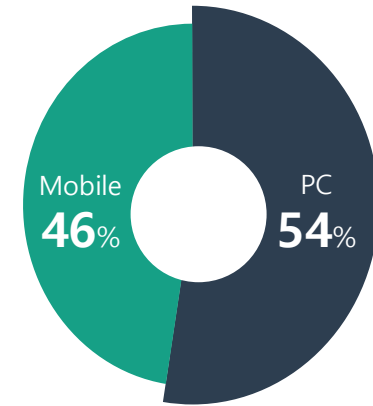
Age Ratio

More than 80% of the total visitors are in 10s to 30s who frequently re-visit the site



Gender Ratio

Based on visitors in 20s, gender ratio of male to female is 7:3.
INVEN is a website where experienced male gamers constantly visit



Platforms

We currently operate the biggest online PC and mobile game communities in South Korea, and thus provide an environment that users can visit the site anytime, anywhere, without any difficulties, regardless of platform

Chapter 02

Partnership Promotion

Advertisement

Community & Cafe

Media Content

Online Events

Goods Production

License

MARKET INVEN

IT



INVEN, the best promotion partner

possessing the largest game webzine, communities, and gaming broadcasting studio in South Korea

where game promotion, content production, live streaming, and esports tournaments can be done in one place

INVEN has been partnering with numerous game developers



Partnerships with representative gaming IT brands branched in South Korea



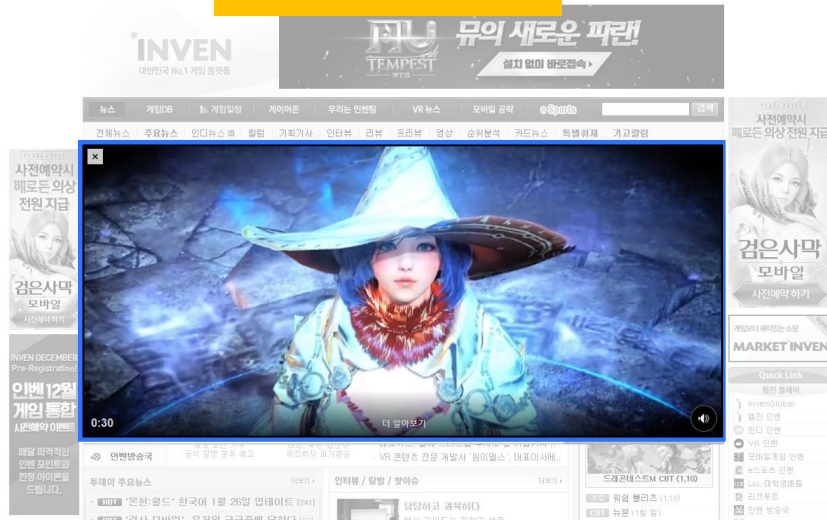
Online Advertisement

The biggest game webzine traffic of 1.4m daily UV

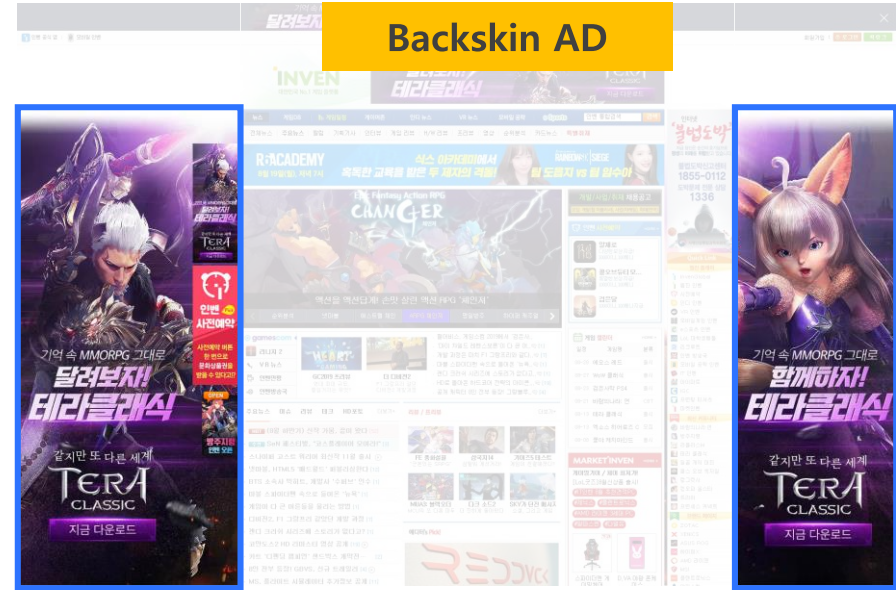
Advertisements on major areas of PC and mobile with 100% gamer traffic



Video AD



Backskin AD

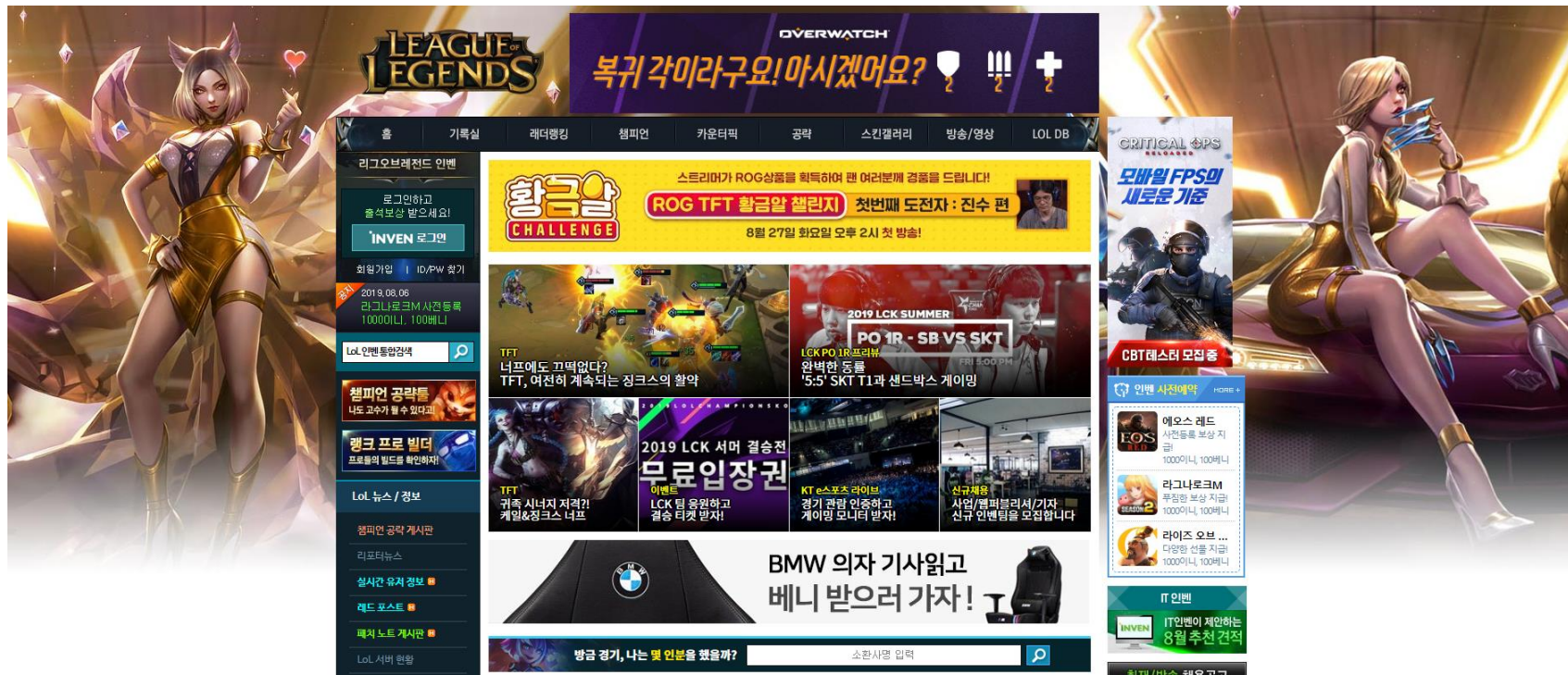


Various premium advertisements will enable the most effective branding

Official INVEN communities

A place where gamers gather, create an array of content, and share their opinions

A wide variety of content is available including game-related news by professional reporters, and guides and walkthroughs

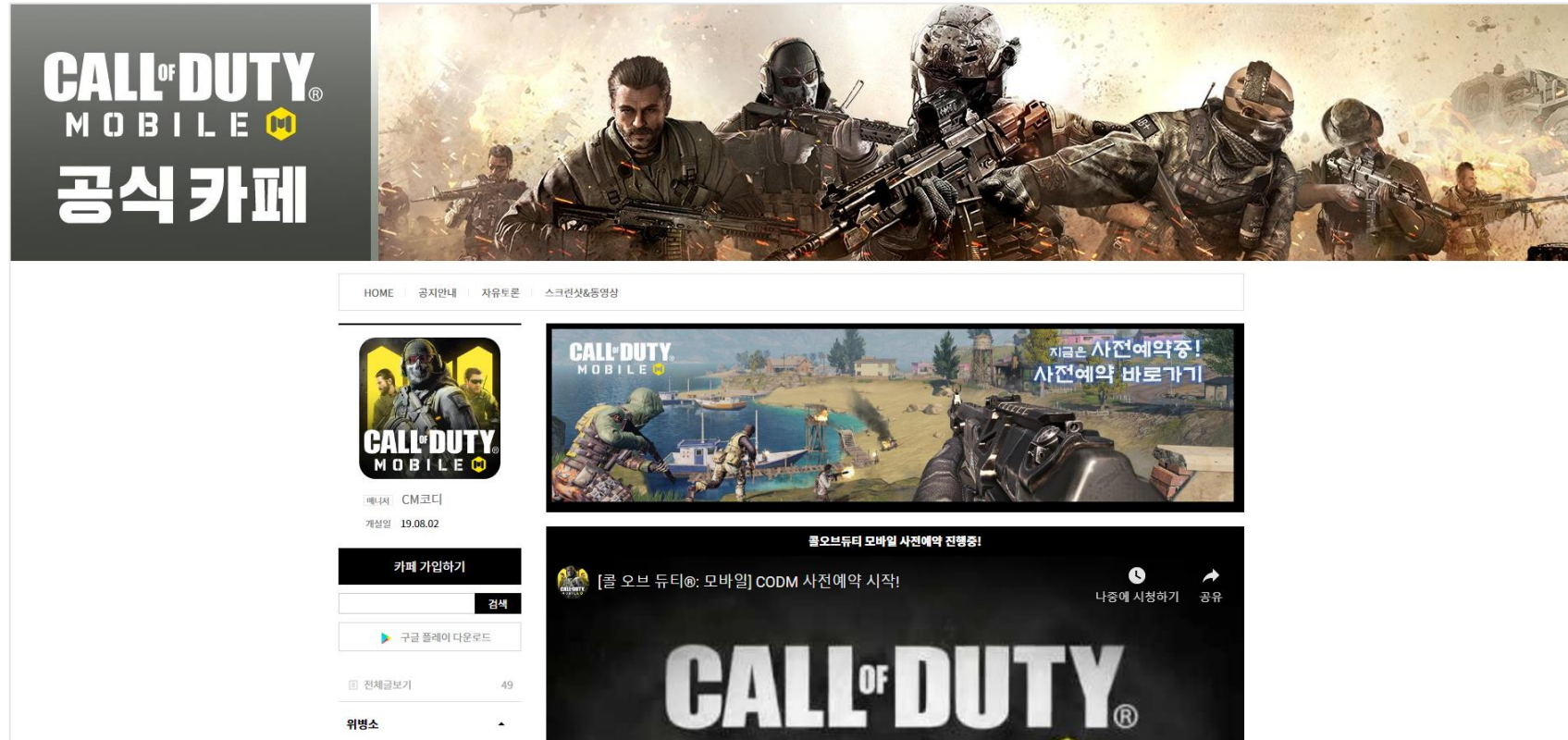


- **Dedicated reporters** are assigned to each community for management
- News are provided in the number of forms such as **press release, interviews, featured articles**, and more
- Other services include **guides and walkthroughs**
- Provides **game DB and simulators** (Additional paid services)

INVEN Cafe

A community café in which a developer can create and operate for free

Additional features can be provided if necessary, for more efficient management of the community



- Easy and quick to create without any costs
- The developer can directly manage the community with its own administrator tool
- Additional paid services such as guides and walkthroughs, and databases for more efficient management

INVEN provides various **walkthroughs** at the level of gamers' eyes and relevant information in the form of **DB/simulator**.



▲ 일반 8-5전역의 지도 상황. 긴급 난이도라면 적의 전투력은 더욱 상승한다(인벤: Alleyne)

2에도 격 중에 소위 '박쥐'라고 불리는 경찰기가 자주 등장하기 때문에 이에 대한 대처가 필수적이다. 가장 극적인 방법은 두척 스킬을 지닌 계대를 사용하는 것이다. 유단특성을 지닌 FAL의 가치가 매우 높아지며, [이] 아니어도 벡터를 필두로 한 소이탄을 사용하는 인형이나 수류탄을 사용하는 인형을 기용하는 것이 좋다.

2에도 선 클리어가 다소 길고 범위가 아쉽긴 하지만 HK416 등 실상류탄을 사용하는 인형도 괜찮으며, 시범이 잘 어울린다. 연막탄과의 조합도 좋다.

와 MG를 이용한 소위 '삿망' 계대는 8전역에서도 크게 활약한다. SMG를 이용한 계대와 달리 전투를 빠르게 끝내 탱커의 피해를 최소화할 수 있기 때문이다. 다만 첩첩 양검형의 존재 때문에 삿망 계대로만 전투를 벌이는 것은 상당히 어렵다. 또한 이사카로 불리는 M37이나 Saiga-12 등 공격이 반드시 명중하는 스킬을 지닌 것이 없다면 회피가 높은 경찰기 역시 대처가 곤란한 편이다.



Game walkthrough

전송인원

계조: ☐ 미인도를 업그레이드 영향

등급: ☐ ★★ ☐ ★★★ ☐ ★★★★ ☐ ★★★★★ ☐ EXTRA

종류: ☐ HS ☐ SMS ☐ RF ☐ AR ☐ MG ☐ SG

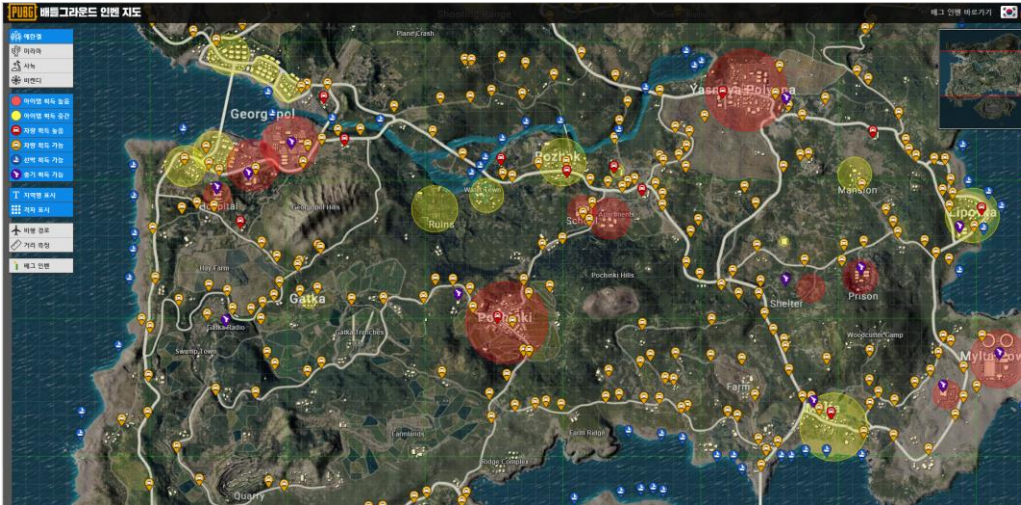
계조시간: ☐ ~2시간 ☐ 2~4시간 ☐ 4~6시간 ☐ 6시간 이상 ☐ 계조 불가 ☐ 계조 불가 계조

전투패트: ☐ 일반 ☐ 사육 ☐ 회피 ☐ 명중 ☐ 불감소 ☐ 치명 ☐ 중립

검색:

대대지	대문	회력	연중	회피	사육	회력	계조	계조 시간	
	블리드 계대	CV: 64.0%	36	49	76	47	80	4.52	00:58:00
	M1911	CV: 64.0%	27	50	74	57	73	2.51	00:28:00
	M9	CV: 64.0%	29	56	66	61	76	3.05	00:40:00
	나관 계대	CV: 64.0%	32	45	92	44	70	4.3	00:28:00
	블리드 계대	CV: 64.0%	31	47	66	52	86	3.05	00:45:00
	스타트 계대	CV: 64.0%	30	44	68	57	80	4.52	00:58:00

Game DB



Map simulator

Official community / cafe Feature comparison

Official INVEN communities

Paid service

(6-month contract required)

Managed by a dedicated personnel
(Professional reporters are assigned)

Provides guides, walkthroughs
(continuous service during the whole term)

Builds game DB and Simulator
(Additional paid services)



Provides stable services and various
content to readers

INVEN Cafe

No cost

(easy and quick to open)

Self management by the developer
(customization at the company's will)

Paid services are available(Guides/walkthroughs)
(able to select and utilize separately)

Builds game DB and Simulator
(Additional paid services)



Efficient management
with a selected service deemed necessary

Press release / coverage request

Posts game-related press releases and interviews, and conduct field coverages
Effective promotion through INVEN where numerous genuine gamers visit

모험이 시작된다! 랑그릿사, 6월 4일 양대마켓 정식 출시

인벤팀 기자 (desk@inven.co.kr)



Extreme에서 IP를 보유하고 Zilong Game Limited가 개발 및 X.D. Global에서 서비스하는 초특급 판타지 SRPG '랑그릿사'가 6월 4일 구글플레이와 애플 앱스토어에 정식 출시했다.

이 게임은 일작 랑그릿사 스토리를 바탕으로 한 랑그릿사의 새로운 스토리를 병충 상성, 지형지를 전략이 더해진 다양한 시나리오 시스템이 마련되어 있으며 혼란장, 형귀 헬스장, 사건 등 새로운 캐릭터 및 원작 캐릭터들을 이용하여 다양한 컨텐트에서 SRPG만의 전략의 맛을 느낄 수 있다.

특히, 시공의 균열을 통하여 원작의 향수를 그대로 느낄 수 있다는 점은 매우 고무적인 기능으로 앞선 1차, 2차 CBT를 통해 유저들에게 많은 호평을 이끌어낸 시스템이다.

게임 출시를 앞두고 '랑그릿사'의 공식카페에는 현재 정해진 회원 수를 달성하면 게임 내에서 사용할 수 있는 아이템을 지급하는 이벤트가 진행 중이며, 게임 경쟁 상성 후 7일 동안 게임에 접속하는 유저들에게 한국형 아이돌 한정 사병 스킨, 골드, 골든 티켓 등 다양한 재화를 순차적으로 지급한다.

또한, 정식 오픈 후 약 일주일 뒤에 시행되는 이벤트를 통해 세리의 한정 스킨인 [달리는 천사] 스킨도 만나볼 수 있다.

랑그릿사 관계자는 "랑그릿사가 무사히 정식 출시하게 되어 매우 기쁘다. 1차, 2차 테스트를 통해 많은 부분을

Press release

[LCK 첨머] 시즌 첫 승 '페이커' 이상혁, "롤드컵 우승 목표, 차근차근 해나갈 것"

심영보,유희은 기자 (desk@inven.co.kr)



7일 롤드컵 올림피아드에서 진행된 2019 우리은행 리그 오브 레전드 챔피언스 코리아 서머 스몰릿 3일 차 1경기에서 SKT T1이 진에어 그린윙스를 상대로 2:1 승리를 따냈다. 어려운 경기였다. 진에어가 경기 내내 SKT를 곤욕에 빠트렸다. 그러나 SKT는 1-3세트에 특유의 집중력을 발휘하여 시즌 첫 경기를 잡아냈다.

다음은 경기에 승리한 '페이커' 이상혁과의 인터뷰다.

Q. 시즌 첫 경기에 승리한 소감은?

스프링 때는 초반에 패배를 많이 했는데, 서머 첫 경기에 승리해서 정말 다행이다. 하지만, 기대했던 2:0 승리가 안 나와서 다음 경기에는 더 좋은 경기력을 발휘해야 한다.

Q. 진에어의 경기력이 좋아 보였다.

Interview

주요뉴스 이슈 리뷰 테크 HD포토 더보기+

- **HOT** 스팀, '리모트 플레이' 기능 업데이트 [7]
- **추천** 사이버펑크 2077, 내년 4월 16일 출시 [24]
- 린볼루션, 카마멜 시네마틱 최초 공개
- 美 버니 샌더스, 게임 개발자 노조 지지 [1]
- 검은사막, 만능 클래스 '샤이' 업데이트 [7]
- 게임장애 반대 위해 공대위가 나선다 [1]
- 로스트아크, EP2 '위대한 개척자' 시작 [31]
- WoW '마즈샤라의 현신' 6월 27일 출시 [24]
- 몬헌월드, 21일부터 확장팩 데모 배포 [11]
- '블레이드2', 스위치 버전 출시 [8] ▶
- (기자수첩) 오도체스와 'TFT' 이슈 [50]
- 제2회 인벤 글로벌 e스포츠 컨퍼런스 성료
- 비영리 게임 등급분류 '면제', 8월 시행 예정 [6]
- 구글 테이머, '백일몽'에 그치나 [2]
- 유비소프트 모바일 게임, '엘리트 스쿼드' [6]

INVEN articles area

If you have a request for press release, field coverage, and/or interview, please contact:

desk@inven.co.kr

Featured article area

Expose a group of articles including press releases on the INVEN webzine main page where 1.4m readers visit daily

Can promote the game intensively in a short period of time focusing on issues such as pre-registration and launching date



Featured article area on PC



Featured article area on mobile

Pre-registration

Several pre-registration services can be provided – free, paid, and combined

Leads visitors to participate with INVEN points and send messages at the time of game's launch

[사전예약](#)
[출시된 게임](#)
[이용 문의](#)
[아이마트](#)

오라차차,돌격 라그나로크! 시즌1
[1000이니, 100베니] 국왕의날개, 제니 1억, 셀 스타 200개
9월 19일 출시 예정

라이즈 오브 킹덤즈
[1000이니, 100베니] 보석 500개, 알렉산드리아 등대 명판*1, 알렉산드리아 등대 테두리*1, 백
9월 중

글로리
[50베니, 20제니] 마수정혼(상급)*100, 마수 방울(상급)*100, 마왕의 시련 스크롤*5, 소탕 스
8월 27일 출시 예정

김은달
[1000이니, 100베니] 사전체험으로 별도의 보 상을 지급하지 않습니다.
9월 중

라그나로크M 시즌2 업데이트
[1000이니, 100베니] 지금 사전등록하면 시즌2 기념 스페셜 쿠폰을 100% 지급합니다!
8/27 업데이트

콜 오브 듀티: 모바일
[1000이니, 100베니] 특별한 보상 ★문화상품권 1만원권 이벤트★
9월 중

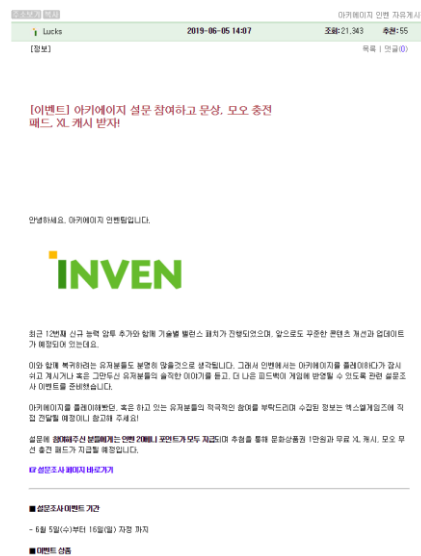
CBT tester recruitment / survey / FGT

Can collect various opinions on the game from the INVEN's user pool

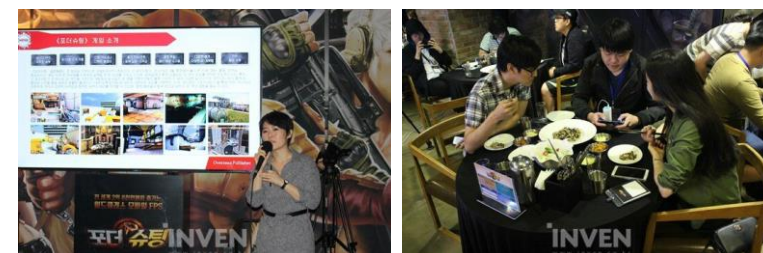
Results reports are provided



Lostark CBT tester recruitment event

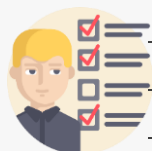


Archeage survey event



Forthershooting offline FGT event

CBT Tester recruitment / survey / FGT




- Recruits potentially loyal gamers
- Can foresee the reactions in South Korea through the test with INVEN
- Can synergize with various on/offline events

Customized events

Plan and execute events tailored to game's issues by season

Can run effective events with INVEN where hardcore gamers gather

Launching / update event



MORE THAN A GAME
심장이 뛰는 한 나의 축구는 언제나 살아 숨신다.

FIFA ONLINE 4

**피파온라인4 런칭 기념
인장 이벤트**

이벤트 기간 인벤을 이용하는 모든 유저분께
인벤 한정판 인장을 기간제로 제공합니다.

인벤을 통해 지금껏 볼 수 없었던 특별한 인장을 만나보세요.
피파온라인4의 매력 넘치는 인장을 소개합니다!

01

**매주 진행되는 이벤트에 참여하고,
푸짐한 경품과 무제한 인장 스킨 받자!**

- Seasonal events at the time of game's launch / update issues
- Allows an effective user acquisition

On/offline events with featured broadcasts



INTERNATIONAL CHAMPIONSHIP
ASIA X 2017

PENTA STORM
ARENA OF VALOR

**펜타스톰
AIC : Asia 2017**

예선 / 상할 OGN e스타디움 기가아레나 / 2017. 11. 23 ~ 11. 24
본선 / 파이널 / 고려대학교 화정체육관 / 2017. 11. 25 ~ 11. 26

한국/대만/태국/베트남/인도네시아
펜타스톰 대표 팀들의 빅매치!
푸짐한 경품이 기다리는 각종 이벤트와 더불어
11명의 코스프레 모델들이 여러분을 기다립니다!

[AIC 2017] 펜타스톰 ARENA OF VALOR

- Events combined with featured broadcasts
- Increases the size and effectiveness of the promotion

Community event



INVEN

HEROES OF THE STORM 2.0

영웅의 품격

히어로즈 2.0 커뮤니티 이벤트

"영웅의 품격 게시판"바로가기

- 이벤트 참여방법 -

신공 글쓰는 신공 글라이딩, 신공 초보는 신공 롤링가이드

- Run the events in the community with players who actively play the game
- Encourages conversion to authentic user

Emblem skin event

Creates an emblem, a signature area for INVEN users, with game characters

The emblem is exposed every time a user writes a post, creating promotional and branding effects of the game



Emblem production with various game characters



Natural exposure through INVEN users' activities



Imart

The space to utilize INVEN points in a variety of ways

Can promote effectively by storing game-related goods in sectors such as point prize mall and Veni shop

Inni point



The most basic point

Can be acquired from constant activities on INVEN

Jeni point



Intermediate-level point

Can be acquired by participating in various events

Veni point



Top-level point

Can only be acquired by participating in major events









All the currencies can be acquired through various activities on INVEN

포인트 경품

당신의 종족은 어디인가요?
스타크래프트
메탈 로고 열쇠고리

메탈 재질의 목직함과 빈티지함까지 갖춘 최고의 열쇠고리!
편하게 골라 쓰시라고 태랑, 프로토스, 저그 세 종족을 다 드립니다!
지금 아이마트에서 만나보세요!

전체보기 | **응모한 경품** | 당첨된 경품 | 종료된 경품

 <p>7.1채널, 진동까지 제닉스 STORMX H3 게이밍 헤드 ₩25 0:51 총수량 1개 2제니 1일 1회 응모 6,112회 응모중</p>	 <p>게임플레이의 깊이를 해준다! 조이트론 EXM AIR 조이스틱 ₩18 0:51 총수량 1개 5제니 1일 1회 응모 3,199회 응모중</p>	 <p>이 세상 귀여움이 아니다! 아카데미자 그림책 (앤드) ₩10 0:51 총수량 5개 2제니 1일 1회 응모 1,469회 응모중</p>
 <p>게이밍에 최적화된 게이밍 마우스 V25s REAL RAPOO VPro V25s REAL 게이 ₩43 0:51 총수량 3개 2제니 1일 1회 응모 6,112회 응모중</p>	 <p>당신의 종족은 어디인가요? 스타크래프트 메탈 로고 열쇠고 ₩18 0:51 총수량 3개 5제니 1일 1회 응모 3,199회 응모중</p>	 <p>아이마트 베스트 상품! 문화상품권 1만원권 ₩19 0:51 총수량 5개 2제니 1일 1회 응모 1,469회 응모중</p>





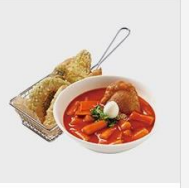

Point prize mall

베나샵

스마트폰게임의 짜릿한 손맛을 느껴라!
조이트론 EXM AIR 조이스틱

안드로이드와 PC, PS3 콘솔까지 완벽 합체!
고성능 랩셋 사용으로 게임 플레이 시 즉각적인 반응
단순한 화면 터치는 이제 그만! 안드로이드 HID모드 지원까지!
이제 EXM AIR로 진정한 손맛을 느껴보세요!

전체보기 | 10,000베나 미만 | 10,000베나 이상 | 20,000베나 이상 | 구매한 상품

 <p>5% GS 25 모바일 상품권 5천원권 0:181 독시구매 9개 남음 5,000베나 기간 내 1회 1회 응모중</p>	 <p>5% 할차원드 문화상품권 5천원권 0:181 독시구매 3개 남음 5,000베나 기간 내 1회 7회 응모중</p>	 <p>스타벅스 카페 라떼 Tote 기프트콘 0:181 독시구매 1개 남음 5,000베나 기간 내 1회 0회 응모중</p>
 <p>스타벅스 콜드브루 Tote 기프트콘 0:181 독시구매 1개 남음 5,000베나 기간 내 1회 1회 응모중</p>	 <p>포스트북이 먹+튀 세트 기프트콘 0:181 독시구매 4개 남음 6,500베나 기간 내 1회 1회 응모중</p>	 <p>버거킹 와퍼 세트 기프트콘 0:181 독시구매 1개 남음 7,000베나 기간 내 1회 0회 응모중</p>

Veni shop

Natural promotional effects can be derived by adding game-related goods to the point prize mall and Veni shop, the places for INVEN points

Gaming goods production, distribution, and sales

Can make various goods with game IPs such as wireless charging pad, griptok, USB, and echo bag

Can be used for a variety of purposes, such as event prizes



The high-quality goods are produced that will meet the taste of each gamer

License

2018 Asia's First Blizzard License Agreement

Has distribution structures capable of manufacturing, production and operation of merchandise



Merchandise

Maniac formation

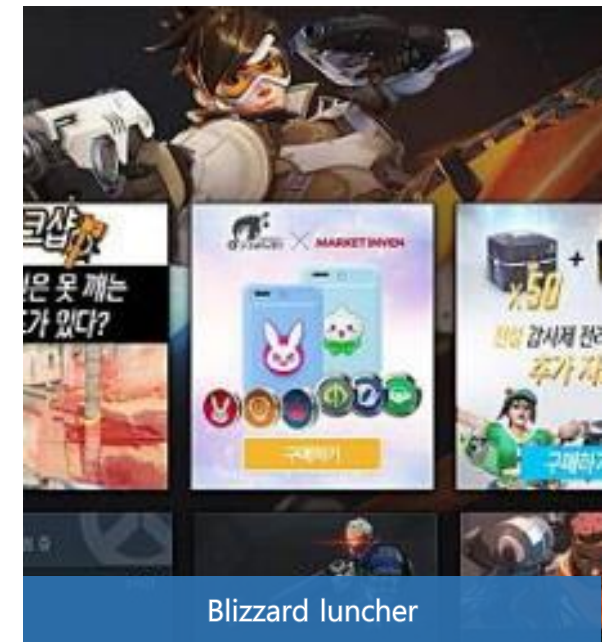
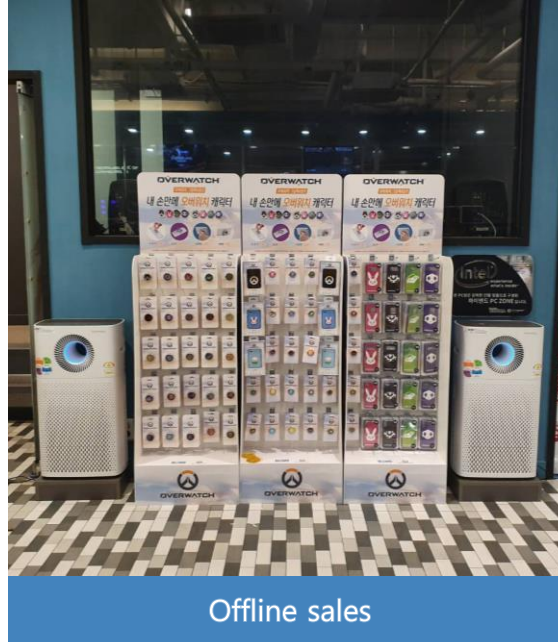
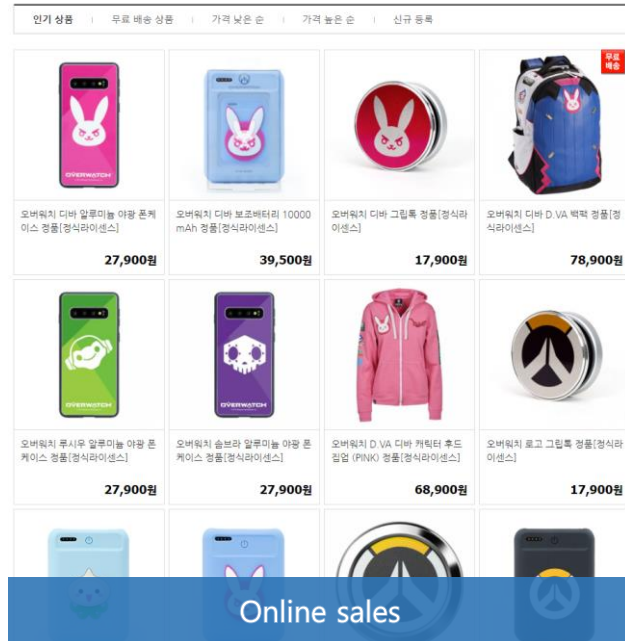
By stimulating the emotions of game users,
Loyalty UP! Mania formation UP!

Game promotion

With the game IP Goods featuring the character's appeal,
makes a chance to promote the game on and offline.

User care

Gives new joy to not only the current user
But also the left user and the dormant user!



Manufactures and sells overwatch licensed products on on/offline through official partnership with Blizzard

Promote MARKETINVEN Collaboration Events through Official Clients

Online/offline sales and promotion through official licensing partnerships with game companies

MARKET INVEN

Game Specialized Shopping Mall for Gamers

Best platform to meet your customers at the closest possible distance



Shopping mall where you can do **marketing and sell** to gamers **at the same time** through **INVEN**, the best gaming media platform!

MARKET INVEN

Shopping more interesting than game, MARKET INVEN

Main Category

Game character goods

Assembly PC / Desktop

Laptop / Table PC

Monitors

Gaming Gear / Chair

PC peripherals

PC components

Games / Console

Mobile Peripherals/Vouchers

Printing / T-shirts &

Pants

Kidult / Design

Game IP / character goods

Blizzard &PUBG Official Licensing Goods / IT Brand Goods / Game Character Products

Assembly PC / Desktop

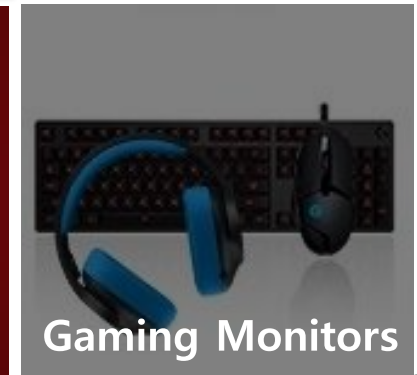
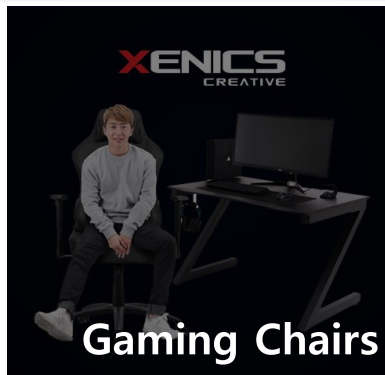
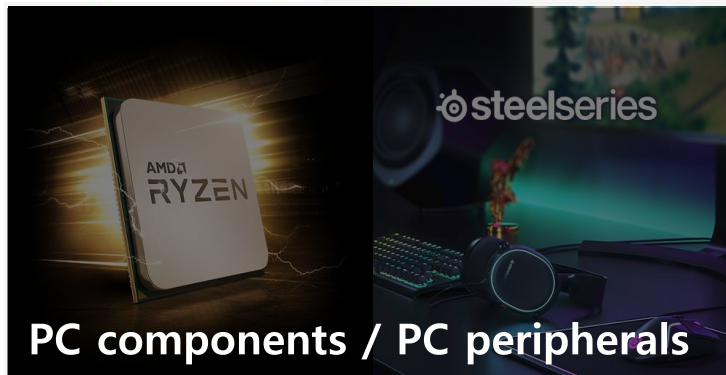
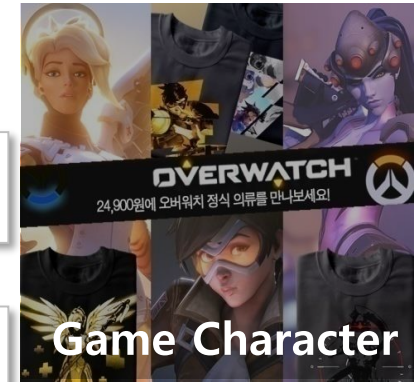
Assembly PC by game / Recommended estimate of PC by IT INVEN/ brand PC / etc.

Gaming Gear / Laptop

Gaming Gear / Gaming Chairs&Desk / Laptop / Tablet / Game, Gaming Gamer / Monitor / etc.

PC components / Mobile

PC components / PC peripherals / Mobile peripherals / etc.



IT · Brand partner

Fastest and most effective way to introduce a brand to gamers

Gamer targeted products, contents, etc. for **efficient advertising operation**

News content
& press release

Portal &
External Exposures

Events

IT INVEN EXPOSURE

MARKET INVEN
Sales Link

Advertisement



IT INVEN



Multi-marketing platform for the most efficient meeting with gamers

Brand partner contents

All content from brand partners is exposed to a wide variety of areas

A feature article that elicits sympathy from gamers



Chapter 03

Broadcast & Event

Esports

Featured broadcasts

Hosting an event

Video production

INVEN Global FGT

Esports

Hold esports leagues on a various scale ranging from a one-off match to seasonal leagues depending on platform and budget
Can operate leagues, promote through coverages, and broadcast online and offline all at once

Major seasonal leagues

2018.10.27

Hearthstone Team Championship KR Season 2



2018.12.09

League of Legends Collegiate Battle Winter



2018.03.19

Overwatch Contenders Korea



Intermediate/minor leagues and one-off event matches

2019.03.17
Auto Chess Invitational



2017.07.08
Free Style 2: Flyng Dunk
ChinaJoy KR Contest



2018.08
Moonlight Blade Event Match

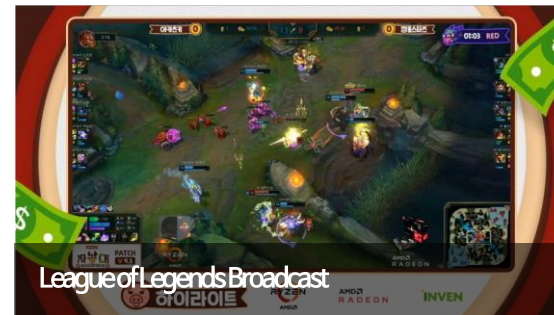


From one-off matches to major seasonal leagues,
we can plan and operate **the most optimized esports competitions tailored to your budget and availability.**

Featured Broadcasts

Covers from simple online chroma-key broadcasts to offline special broadcasts in the studio

Planning, production, promotion on the INVEN website, and additional content production are available



Live streaming on platforms most preferred by Korean gamers



Hosting an event

Capable of hosting events from user meetings at the INVEN studio to major events

Possesses the best designing and operating experiences from numerous events done in the past

Capable of hosting user meetings / FGT / LAN party / major events



Archeage People's Night user meeting



OVERWATCH Soldier 76 Tournament



CLANS: Shadow of Moon year-end event



KING-ZONE DragonX fan meeting



ASUS ROG G-FESTIVAL 2018



Samsung Odyssey University Games Festival

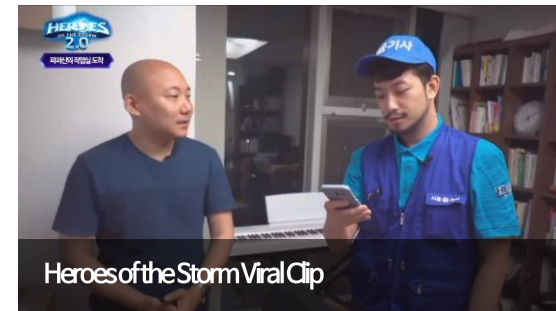
Video production

Produces various clips from viral videos to game guides with our own broadcast studio

Videos are exposed on a variety of channels which can be utilized as part of viral marketing

Viral Video Production

Produces entertaining clips with various concepts and influencers, allowing effective marketing which will leave a strong impression



Video Guide

Produces game guides which provide information to gamers in an effective way



INVEN Global FGT

In partnership with numerous universities in North America, game FGT can be conducted at a major university involving outdoor booths, e-sports arena, game pub, and game demonstration buses



A company can acquire **meaningful information** regarding the game **prior to its launch in North America** through various ways of FGT that **suit in needs of each gamer**.

Chapter 04

Integrated Marketing Program

Outline

Launching package(Light/Branding)

Issue care package

Integrated Marketing Program

Effective Promotional Mix Plan configurations with Long-Term Roadmap

A variety of promotions are possible at a lower cost than official unit price

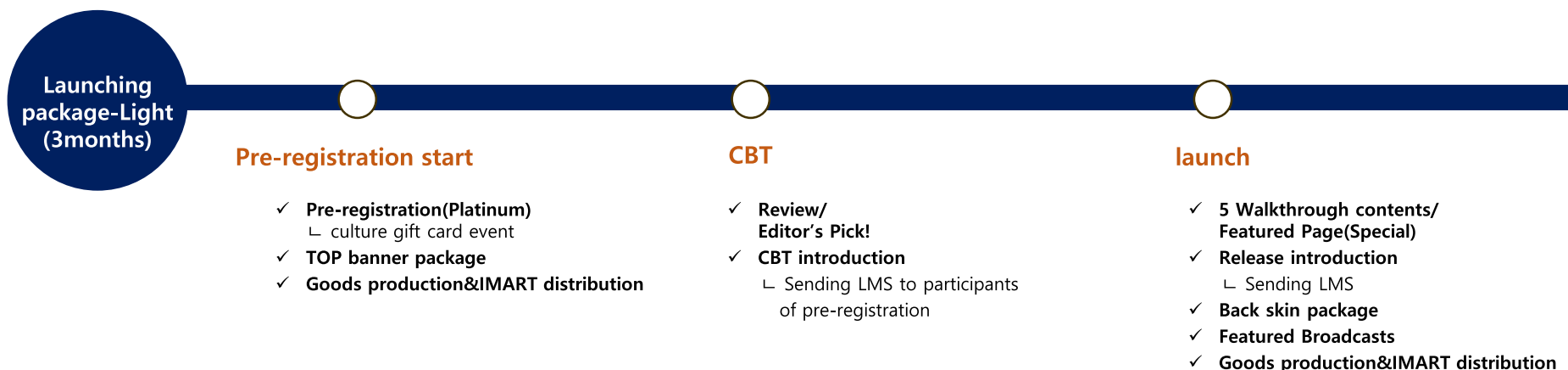
	May	June	July	August	September
Game Main Schedule		1st update		2nd update	
Contents					
Featured Page(Special)					
Editor's Pick!					
Update Preview					
Promotion					
Pre-registration(Platinum)					
Pre-event of LAN party					
Advertisement					
Back skin or Video Package(2weeks)					
TOP banner Package					
Broadcast & Event					
Featured Broadcasts					
LAN party					
ETC					
Goods production&IMART distribution					

※ The diagram above is an example to help you understand

Launching package – Light

Build brand awareness at launch point through short-term focused promotions (3months)

Package	Contents	Promotion	Advertisement	Broadcast & Event	ETC
Launching package - Light (3months)	Review/ Editor's Pick!	Pre-registration(Platinum) └ culture gift card event (1time) └ Sending LMS (2times)	TOP banner package 2~4weeks	Featured Broadcasts of Release anniversary	Goods production&IMART distribution (2times)
	5 Walkthrough contents/ Featured Page(Special)	Release introduction └ Sending LMS	Back skin package 2~4weeks		
Official price	₩ 20,000,000	₩ 3,000,000	₩ 70,000,000	₩ 20,000,000	₩ 1,000,000
Price	Total official price : 114,000,000 ₩, discount amount : 34,000,000 ₩ Proposal Price : 80,000,000 ₩				



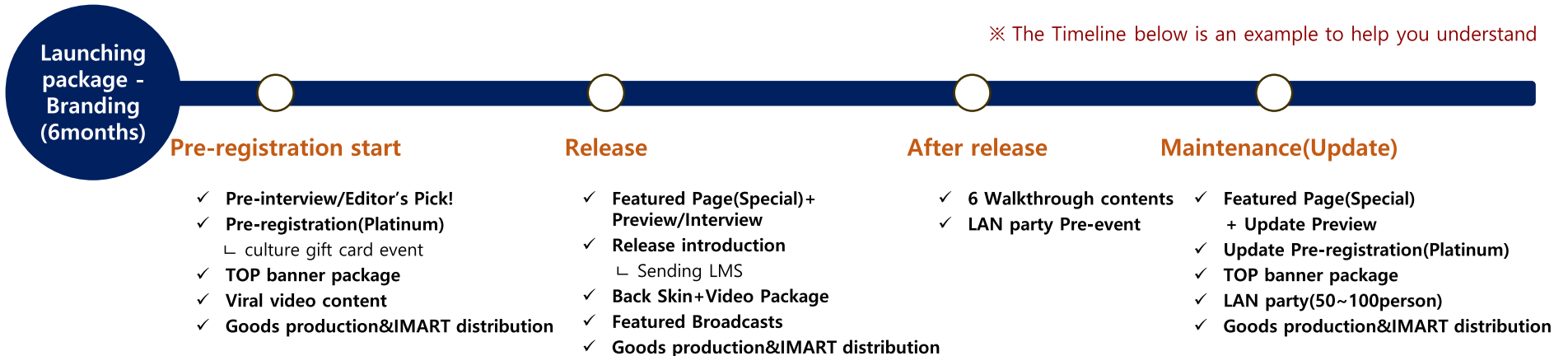
※ The Timeline above is an example to help you understand

Launching package – Branding

Construction Branding goal from pre-promotion to user care with abundant composition (6months)

Package	Contents	Promotion	Advertisement	Broadcast & Event	ETC
Launching package - Branding (6months)	Pre-interview/ Editor's Pick!	Pre-registration(Platinum) └ culture gift card event	TOP banner package 2~4weeks (2times)	Viral video content	Goods production&IMART distribution (3times)
	Featured Page(Special) + Preview/Interview	Release introduction └ Sending LMS	Back Skin+Video Package 2~4weeks	Featured Broadcasts of release anniversary	
	6 Walkthrough contents	Online) LAN party Pre-event		LAN party(50-100person) at INVEN Arena	
	Featured Page(Special) + Update Preview	Update Pre-registration (Platinum)			
Official price	₩ 25,000,000	₩ 11,000,000	₩ 110,000,000	₩ 60,000,000	₩ 3,000,000
Price	Total official price : 209,000,000 ₩, discount amount : 49,000,000 ₩ Proposal Price : 160,000,000 ₩				

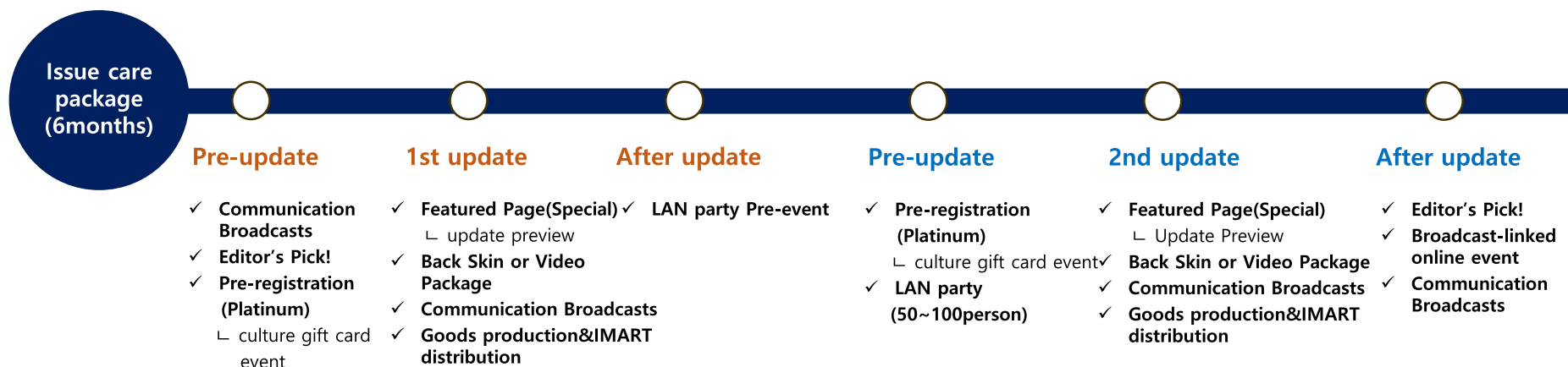
※ The Timeline below is an example to help you understand



Issue care package

Strengthen brand loyalty through focused care on key issues during the brand's maturation (six months)

Package	Contents	Promotion	Advertisement	Broadcast & Event	ETC
Issue care package (6months)	Editor's Pick! (2times)	Pre-registration(Platinum) └ culture gift card event (2times)	Back Skin or Video Package 2weeks (2times)	Online communication Broadcasts(4times)	
	Featured Page(Special) └ Update Preview (2times)	Broadcast-linked online event (3times)		LAN party(50-100person) at INVEN Arena	Goods production&IMART distribution (2times)
		Online) LAN party Pre-event			
Official price	₩ 30,000,000	₩ 26,000,000	₩ 100,000,000	₩ 50,000,000	₩ 2,000,000
Price	Total official price : 208,000,000 ₩, discount amount : 48,000,000 ₩ Proposal Price : 160,000,000 ₩				



※ The Timeline above is an example to help you understand

Thank you

For partnership and/or promotion inquiries, please contact:

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Office **+82-70-5029-5755**

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e-mail biz@inven.co.kr

For any requests for press release, field coverage, and/or interviews, please contact:

desk@inven.co.kr