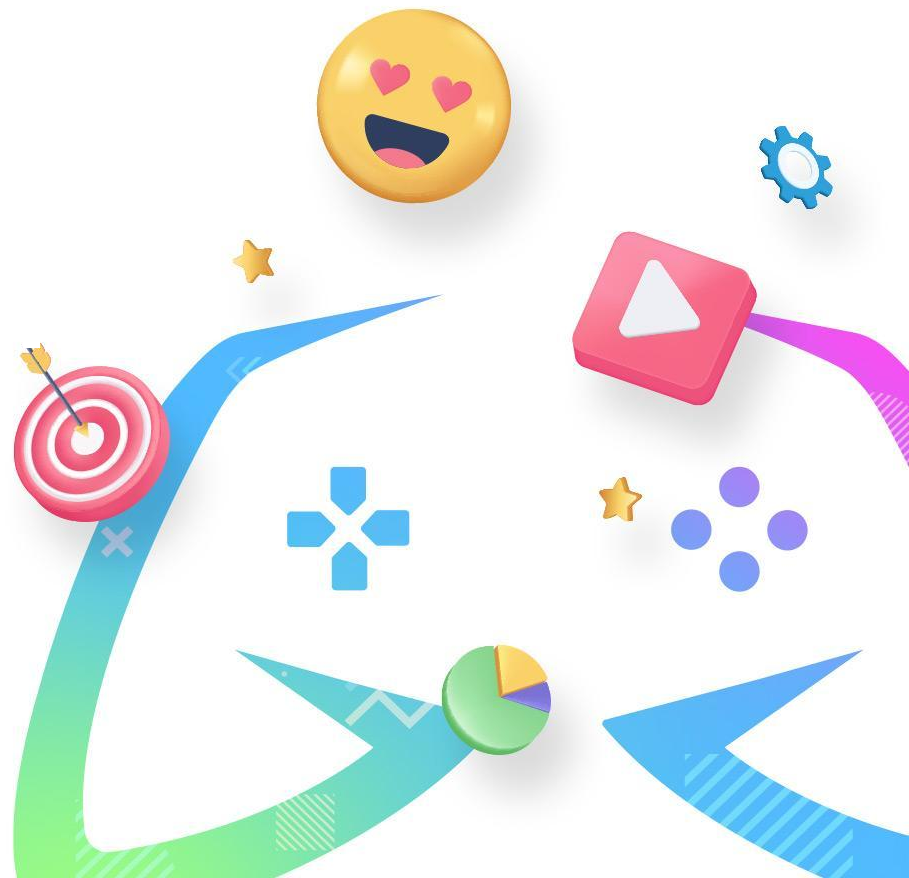


GG CONTENT COMPANY PROFILE

2023



GG CONTENT

Global Influencer Marketing Company

Since
2017

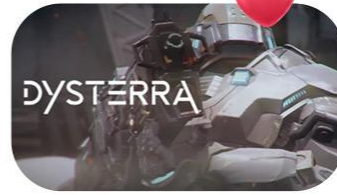
Silicon
Valley

Campaigns
515

Videos
5,512

Channels
471,000

Cover
Global





Tool

We have developed an optimized analytics solution with our impactful influencers from all over the world to strategize and create the perfect campaigns.



Global

We've been in the influencer marketing business around 6 years and have grown a huge network of influencers all over the world.



Analytics

Our data-driven analytics will ensure successful and effective results from the influencers we know and trust.

YouTube Campaign Strength



- ✓ Not affected by ad blocking technology.
- ✓ Accumulated content can show strength as a brand.
- ✓ Most videos stay published forever, unless the channel is taken down
- ✓ Influencers can reach a loyal audience when introducing products directly.
- ✓ We're able to reach the most relevant audience.
- ✓ Can be used and effective in all industries.

YouTube Campaign

Pre-roll vs Dedicated video

Pre – Roll Type Video

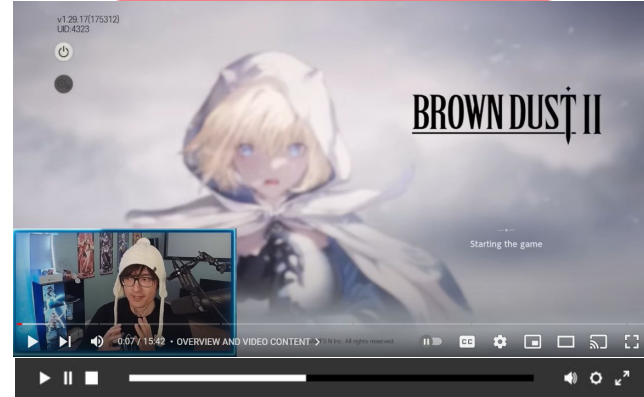


Product
Advertisement

Main Content

- ✓ This method consists of advertising products in a 30-60 second segment before the video's main content.
- ✓ You can expect more exposure and expand your target demographics by using larger and more variety of influencers.
- ✓ More advantages in terms of price, compared to Full Dedicated videos.

Dedicated Type Video



Main Content
= Product Advertisement

- ✓ Influencers will produce a 8-10 minute video dedicating the main content of it to the target, and introducing it to the audience.
- ✓ The number of views is lower, but the video is exposed in YouTube searches, showing the strength of the brand.

YouTube Campaign

How to show

Campaign Video
Influencers create their own pre-roll or dedicated video.

Tracking Link
Put the download link at the top of the description and track clicks.

LINK IN THE DESCRIPTION

I played every.. single... Pikmin game

liss the lass
167K subscribers

5.6K

Share

Download

134K views 1 month ago #ad #bluednesday

Check out Blue Wednesday, a narrative adventure game about jazz, love, and failure or Steam: <https://ggcont.me/3PbZaP9> #ad #bluednesday

Beat Terraria Master
Using Only Summon...

Quenched
views · 1 month ago

ed a Pro Pokemon Player to
Destroy My Chat

Ludwig
2.4M views · 4 months ago

Exposing Logan Paul v. Dillon
Danis
Coffeezilla
641K views · 4 hours ago
New

PEACE WAR
1:13:18

1000 Players Build MASSIVE
Civilization in Minecraft
ish
16M views · 4 months ago

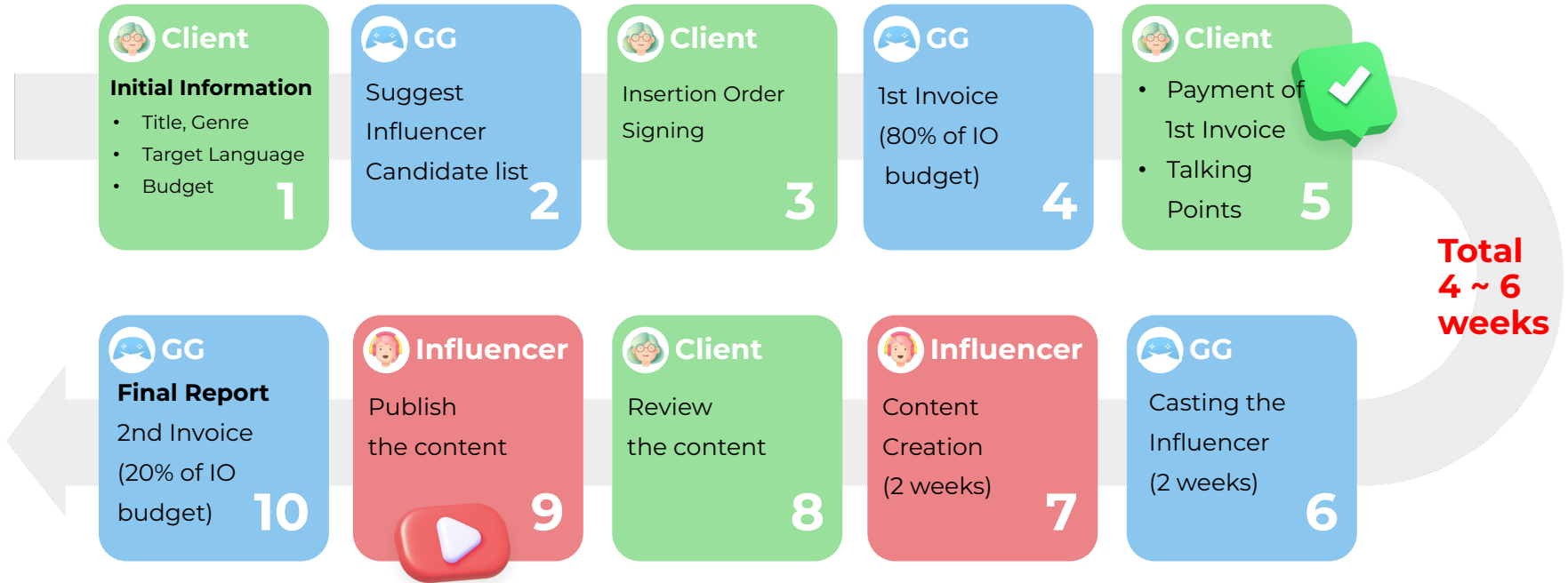
GEN X GEN Z
Are We Dumber Than Gen-Z?
Good Mythical Morning
10 days ago

Story of Adventure
minutes

month ago

Brits try Michelin Street Food!

YouTube Campaign Process



- ✓ If the schedule is tight, it can be expedited by quickly negotiating the steps 1 to 5.
- ✓ We can smoothly conduct the campaign if the discussion starts 6 weeks before the desired marketing start date.

Twitch Campaign Strength



- ✓ The audience primarily consists of dedicated gamers, and 73% of Twitch users are between the ages of 18 and 34.
- ✓ According to Twitch, its audience is very open to advertising.
- ✓ Influencers reach a loyal audience by directly playing the game.
- ✓ A game banner can be exposed while streaming.
- ✓ If you proceed with the PPL method, it can be used and effective in all industries.

Twitch Campaign

How to show

VOD

The VOD is uploaded after the stream. (Due to nature of Twitch, it's deleted after 7 days.)

Campaign Streaming

Influencers contracted to play on an hourly basis.

Panel Banner

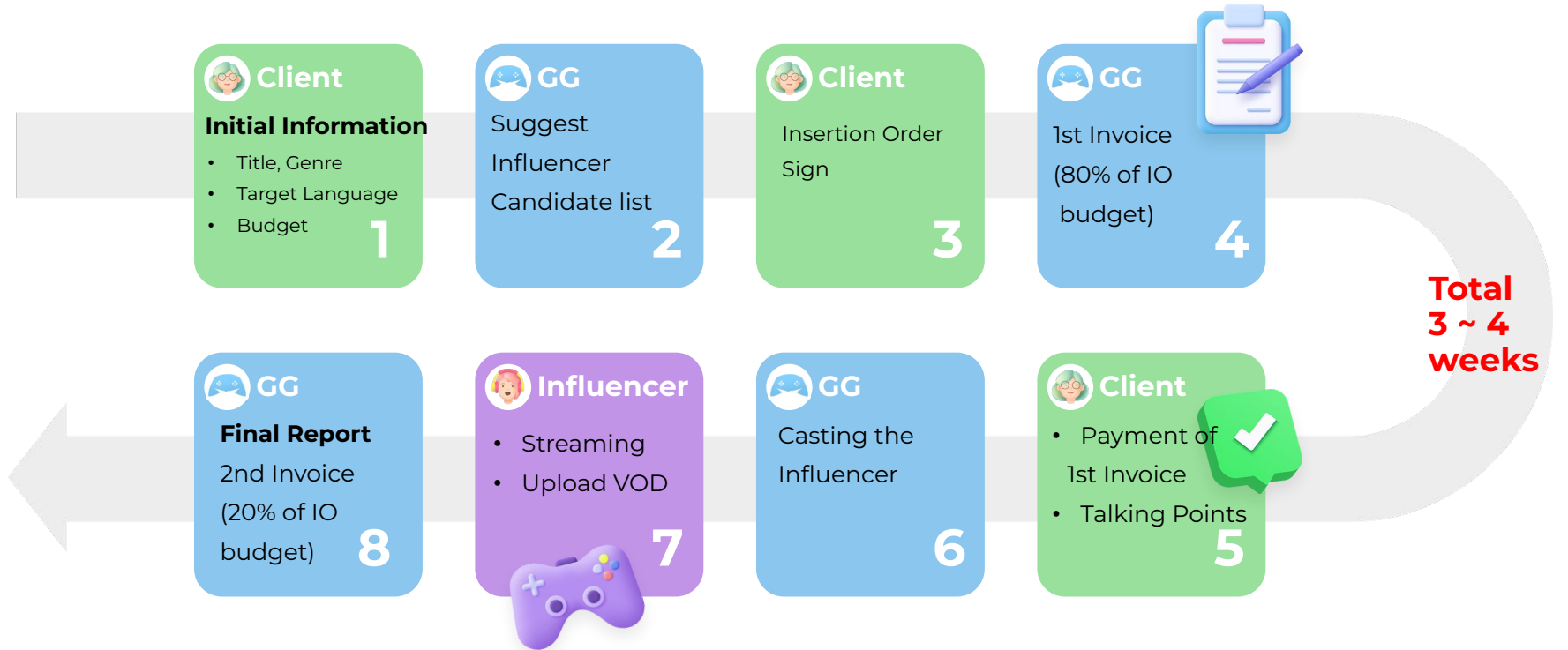
Add panel banner under the broadcast.

Tracking Link

Use chatbots and commands to expose the landing link.

The screenshot displays a Twitch stream for the channel 'ironmouse'. The streamer's profile picture and name are in the top left. The main content is a game interface for 'Arknights' featuring a character named 'Ar' with level 1/99. A skill description for 'Lightning Smash' is visible, stating it consumes 30 soul and grants 'Guardian Blessing' to allies. The chat on the right shows various viewer interactions, including a donation from 'DesmondYeong92' and a promotional link from 'Nightbot'. A QR code is overlaid in the bottom right corner. Three purple callout boxes provide instructions on how to show VOD, Campaign Streaming, and Panel Banner, and how to use a Tracking Link.

Twitch Campaign Process



- ✓ If the schedule is tight, it can be shortened to 3 days by quickly negotiating the steps 1 to 5.
- ✓ We can smoothly conduct the campaign, if the discussion starts 4 weeks before the desired marketing start date.



Target

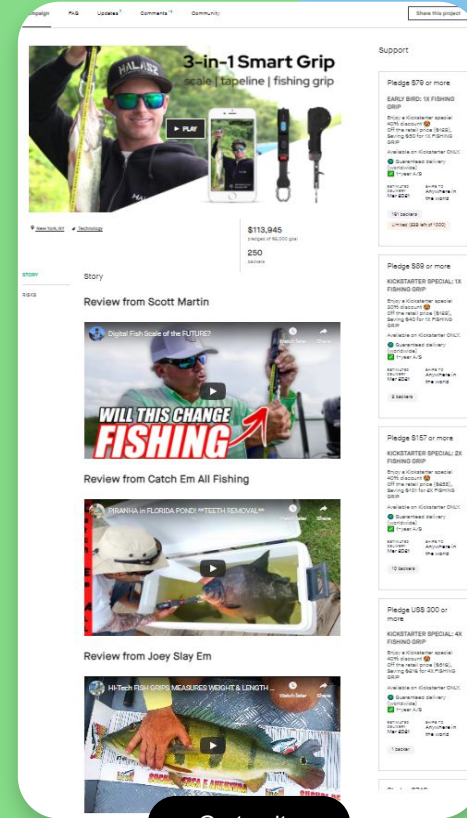
Kickstarter Funding

Process

A famous American fishing influencer uploads a video using the product, and the video is used on a funding site (Extra Contract needed)

Achievement

Achieving 110% excess of funding



Go to site



Target

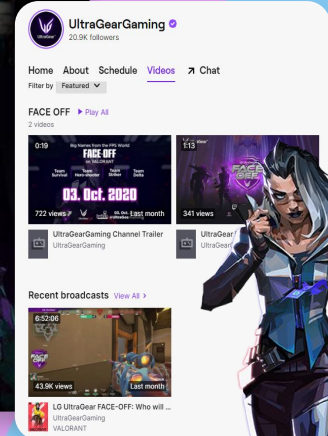
Expansion of events for publicly recruiting musicians to collaborate on LG's signal song composed by H.E.R (LG Brand)

Process

Distribute campaign videos to encourage participation in the event at music-friendly channels.

Achievement

Total 25 video released and over 6.3M views.



Target

LG Ultra Gear (gaming monitor) increase brand awareness by hosting an e-sports competition.

Process

Recruit a total of 20 streamers to hold an E-Sports tournament

Achievement

PCV 150,000 & VOD: 5 million viewers

*PCV - Peak Concurrent Viewers

Appendix Other Social Media Post

In order to maximize the effectiveness of the campaign, we can pair a **video** and other **social media posts** (additional cost).



Instagram Post

<Band Challenge>



Twitter Post

<ArcheAge>



Nick Polom ✓
@nmp101

Subscribe ...

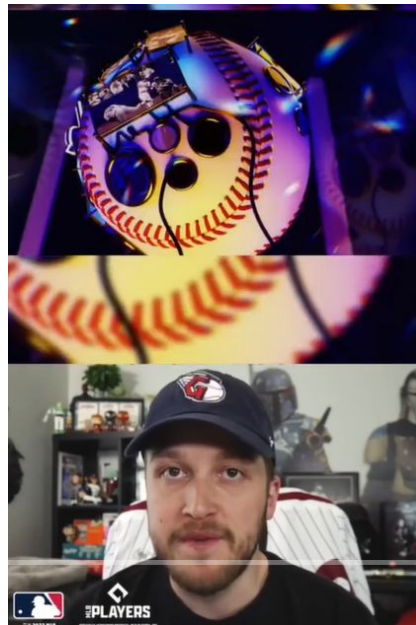
📣 Attention please! Earn up to \$65 worth of rewards and play for free now in ArcheAge! Check out the new region "The Great Prairie of the West" and the latest content here: ggcont.me/3xsxX21

#ArcheAge #Kakaogames



TikTok Post

<MLB 9 Innings 23>

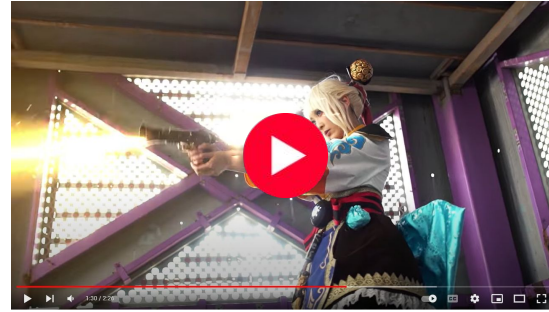


Appendix Creative Video

If there is a fandom for the game, creative videos can **generate interest in fans** and non dedicated gamers, into checking the game out. The produced video can uploaded by the creator and shared by **the official channel** for the developer.



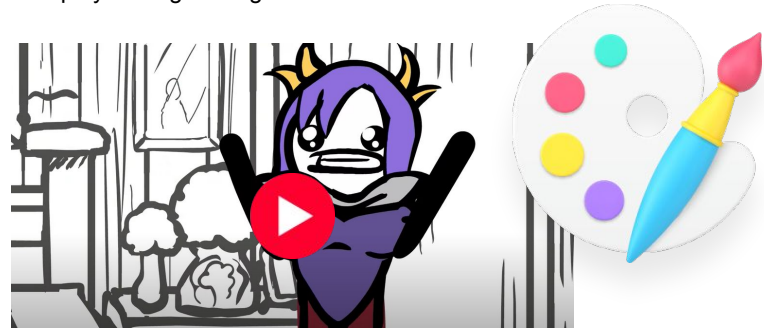
Parody Animation <CRK x BTS>



Cosplay <Dungeon Fighter Online>



Rap <World of War Machines>




Custom Animation <Eversoul>

Would you like to have an Initial Meeting?

Request



Title / Genre



Target Language



Publish Date



Budget

GGC will offer [Influencer Candidate List + Expected view View]

Mix Strategy (Pre-Roll : Dedicated Video = 9:1)

Region / Budget	NA,EU / \$50,000	Latin America / \$50,000	SEA/ \$50,000
CPV	\$0.03~\$0.04	\$0.01~\$0.02	\$0.02~\$0.03
Expected view	1.25MViews	2.5M Views	1.6M Views



Contact information



USA HQ

CEO **JH Kim**

JH@GGcontent.com



KR Office

Marketer **Sol Jung**

sol@GGcontent.com

Thanks!

ggcontent.com