

YOUNG LIONS COMPETITION 2020  
FOR MARKETERS

# REPOSITIONING SKY KINGDOM



SKTELECOM

OUR MISSION:

DEVELOPING PRODUCT/SERVICE **TO INCREASE SKY KINGDOM RECOGNITION**

THAT USES THE SPATIAL CHARACTERISTICS OF SKY KINGDOM  
THAT CAN LEAD TO ACTUAL VISIT OF THE TARGET

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To develop a service, we first observed CHARACTERISTIC OF SKY KINGDOM



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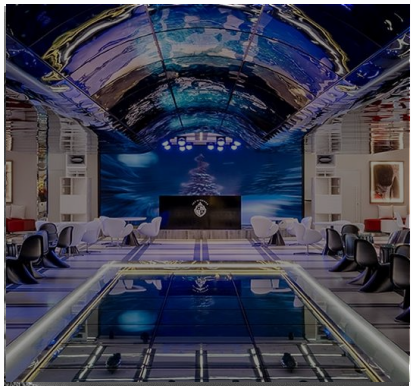
ORDER YOUR NETWORKING

1. PAIN POINT : THE POSITIONING ERROR
2. TARGET ANALYSIS : WHAT THEY WANT & WHO THEY ARE
3. INSIGHT : RE-POSITIONING
4. SERVICE : CONCEPT & FEATURE & TECHNOLOGY & SCENARIOS
5. STRATEGY & MEDIA PLAN

## IT WON'T BE ENOUGH **REASON** TO MAKE THE VISIT TO SKY KINGDOM

Despite the fancy and trending facilities, it is hard to define the unique color of Sky Kingdom  
Considering its low accessible location which is far from the main streets of Seoul, Sky Kingdom supposed to be a place people need to pinpoint to go  
Sky Kingdom now needs to be positioned in a way it can attract its core visitor – Millennials and Z generation

01



### SPACE

Four levels of entertainment facilities, King's Vacation, The Ribbon, Spy & Partyroom and Sky beach, connect two high-rise tower with offering both public and private space for party, dinner, tea-time, and drinks

02



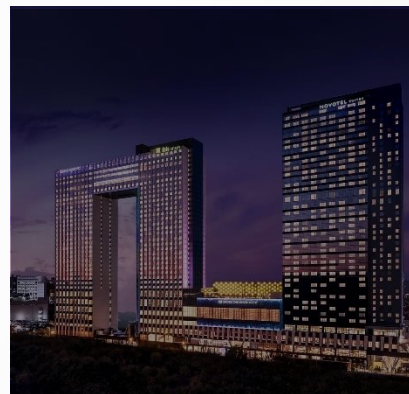
### CONCEPT

Sky Kingdom offers a variety of concept space. Especially, Spy & Partyroom is designed under the concept of 007 series, and it offers a private luxury party place with four themes including snow, yacht, space and casino.

03

### VIEWS

Sky Kingdom offers an exclusive view from 31<sup>st</sup> to 34<sup>th</sup> floors in the heart of Youngsan



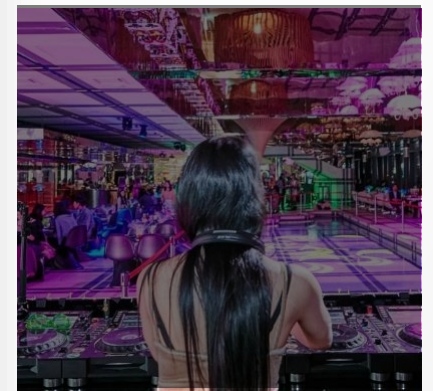
04

### UNIQUE FACILITY

King's Vacation offers unique facilities such as SKY WALK, and in-door POOL, which gives exciting experiences to its visitors that can be found nowhere else



05



### SOUND SYSTEM

King's Vacation offers an exclusive sound system adequate for parties, clubbing, and DJing



## TARGET ANALYSIS: WHAT THEY WANT ?

# THEN, WHAT **MOVES** MILLENIALS & Z GENERATION?

We attempted to find out the factors influencing Millennials and Z generation to select the place they would like to spend their time, and we found out NETWORKING is one of the important factors motivating them to choose a place  
Thereby, we decided to focus on networking and offer a new service which can stimulate networking among millennials and z generation

### Factors Influencing Place Selection

What do you consider  
when you choose a place to hang out?

instagramable places 35%

a congenial atmosphere and interior 40%

networking! 43%

close distance 60%

Duplicate response

## NETWORKING

Millennials and Z generation enjoy meeting new people in places like club and hotel lounge bars or main street pubs

Not the all places are suitable to meet people

They head to a place to meet people considering the appropriate atmosphere, service, and especially the characteristics of the people who come

**It's not just about dating  
it's about social networking**

And networking quality in somewhere can be changed by a new service

TREVARI

tinder



Working BM for networking

is what **MOVES** Millennials & Z

## THEY EAGER FOR **NETWORKING**, BUT IT IS NOT ALWAYS EASY

Millennials and Z generation eager for networking,  
and their networking needs can be easily found as they spend their time for social networking services, and off-line society clubs such as Trevari  
However, at the same time, they do not want to show off they are eager for networking and spend a lot of energy on it

They want to meet strangers  
who have similar interest  
with them

But at the same time,  
they don't want to spend a lot of energy  
at networking and want to stay cool

One of the big features of Millennial & Z generation is  
that they are thoroughly centered on their tastes

This includes human relationships

MZ Gens want to meet someone  
who has similar interests not only around them  
but also in a new place

For them,  
there are new service for them like trevari and Salon-culture,  
and many places to meet people like lounge bars and clubs

It's a new culture for young generation nowadays



*"I can say 'I do trevari',  
but I don't want to say 'I do duo'."*

It's the simple sentence  
explaining MZ Gen's feelings about networking.

They feel it's not cool to strongly eager for making friends,  
so they want to show off cool attitude  
– it won't be cool attitude for them to go somewhere or do something to meet stranger

So they prefer to act passively and naturally  
when they try to build new relationships,

But relationship usually requires active action or long-term of time

Their needs for meeting people naturally  
in a short time has yet be resolved.

## NEW CONCEPT : WHAT IF SKY KINGDOM OFFER **NETWORKING SERVICE** FOR THEM?

Thereby, we attempt to define Sky Kingdom as a networking site,  
and motivate millennials and z generation's social needs by providing them relaxed networking opportunity in a simple way





## IN SKY KINGDOM, **ORDER YOUR NETWORKING**



You can find someone that perfectly fits you at Sky Kingdom  
**It's like you are ordering PERSONA that you like**



SKT 5G SKY KINGDOM

# ORDER YOUR NETWORKING WITH PERSONA MENU

Sky Kingdom now offer drinks, food, and the persona menu

If you order with persona menu  
we'll find & let you know someone who best fits you  
right now in this space

Just order and grab your networking opportunity

only in Sky Kingdom  
Powered by SK telecom

Matching  
88.7%



## ORDER NETWORKING OPPORTUNITIES WITH PERSONA MENU

The concept of the new service is to offer the guests of Sky Kingdom with an exclusive opportunity of ordering networking experience as they ordinary order foods and drinks at lounge bar, by providing new order option and in-door location tracking system which are designed for stimulating networking

### TABLET MENU ORDERING SYSTEM WITH PERSONA MENU



#### SURVEY SYSTEM

Few questionnaires are given for its guest asking their networking partner preference

#### RECOMMENDATION SYSTEM

AI Machine learning system provide the best match option for the guests, and the guest can make a choice among the recommendations

#### CHECK OUT

When guest clicks check-out button, signal is sent to the person who the guest wants to make the networking with, and if the counterpart agrees, tablet provide location information of the person

### LOCATION TRACKING WELCOME DRINK GLASSES

#### WELCOME DRINK

Welcome drink is provided to the guests who agreed for the networking event

#### LOCATION TRACKING SYSTEM

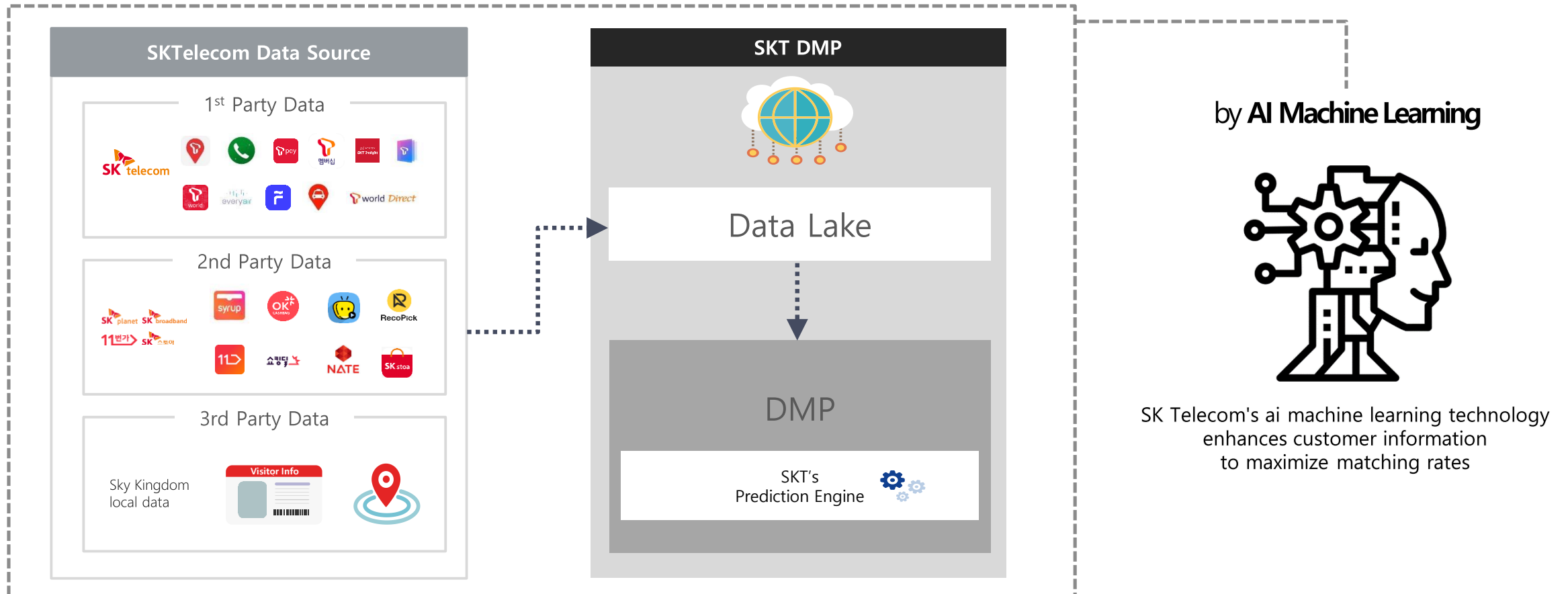
Beason is imbedded in the welcome drink glass in order to track the in-door location of the guests who would like to make networking with others



## SKY KINGDOM'S NETWORKING SERVICE **POWERED** BY SKTELECOM

The Data and AI machine learning technology of SKTelecom empowers the persona matching systems for stimulating networking

※ Data of the Sky Kingdom visitors is used upon the agreement for the purpose of maximizing the matching rates





# NAVIGATING THE NETWORKING OPPORTUNITY

The visitors who are interested in the networking event, fill in the survey questionnaire given in the tablet menu, which is asking for interest information such as hobby, exercise they enjoy, and group information such as number of people they come along with

## FILL-IN THE SURVEY QUESTIONNAIRE

. ✂ the survey questionnaire doesn't ask for personal information such as name, age, phone number, and job

## RECOMMEND THE PARTER

AI Machine learning system calculates the best matching option for the guests, and recommend the best networking opportunities for them.

### ① OFFER

### OFFER NETWORKING

For the visitors of King's vacation, the waiter informs them there is networking menu which is only available in Sky Kingdom, and if the visitors join for the networking event, they are given with little welcome drink shot.

### ② SURVEY

### ③ RECOMMEND

### ④ SERVICE

Once the guests choose to make networking with the recommended counterpart, welcome drink shot in the beacon embedded drink glass is serviced to the table.

### SERVICE WELCOME DRINK SHOT

### ⑤ NAVIGATE

The tablet navigates the location of the partner, and the visitors can find the partner's group which simply help them to make the networking event.

### NAVIGATE THE LOCATION OF PARTNER

## START FROM KING'S VACATION & SKY BEACH

In the first step, we decided to focus on King's Vacation and Sky Beach as they are most suitable spaces for networking, and expand reputation of Sky Kingdom by informing the guests of King's Vacation & Sky Beach about the services of The Ribbon and Spy & Partyroom



### The Ribbon | Queen's Garden

Restaurants for brunch, lunch, and dinner  
It's difficult space offering services except meals  
(Queen's garden currently not in service)



### King's Vacation | Sky Beach

Lounge bar & swimming pool  
where music, alcohol and parties are held



### Spy & Partyroom

Private conceptual party rooms  
It's too private space to be publicly promoted

## ATTRACT **RIGHT** TARGET WITH RIGHT MESSAGE & RIGHT CHANNEL

We attempt to appeal Millennials and Z generation with mixture of offline and online impact

### COLLABO "PERSONA"

Diverse collaboration



Collabo with other gathering services  
(like matching app, party, music festival, online contents)  
for customer experience

### PPL "PERSONA MENU"

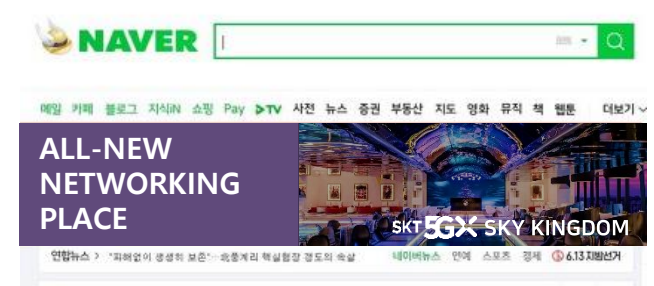
PPL in contents like "Heart Signal"



Using powerful contents,  
with exposing personal connection  
with PERSONA MENU

### "PERSONA" ADS

New type Performance Ad



Targeting who shows interest in party culture,  
networking services, etc.  
Long-term customer management  
based on ADID/IDFA/Cookies





THANK YOU

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