

# Ticket for THE MOMENT

The time inside the SKY KINGDOM



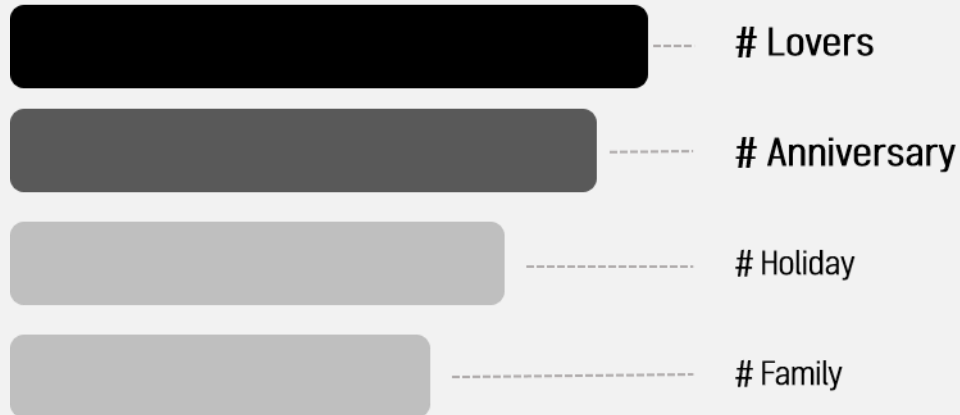
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# Market Condition

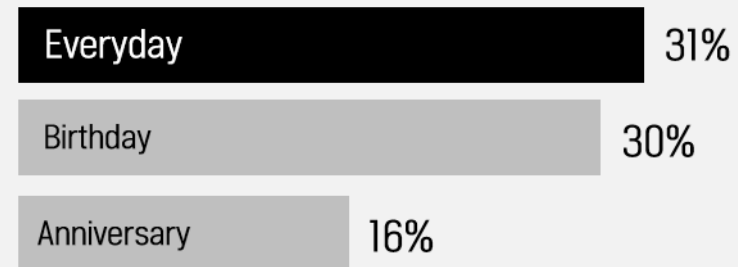
In case of our competitors, Hotel Signiel and Paradise city,  
**People visit for their anniversary or at their special days.**

Millennial & Gen Z  
**Wants their daily lives to be always special.**

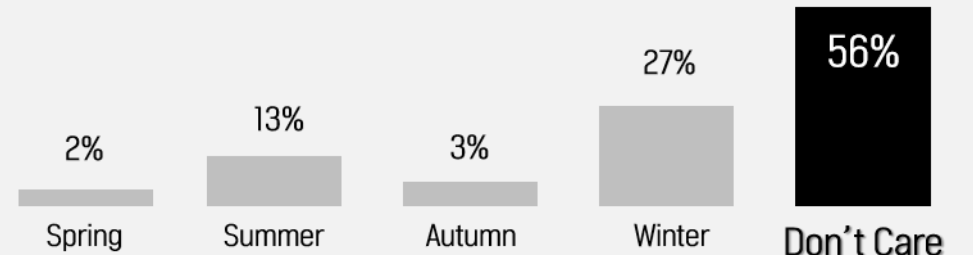
## Hotel Visiting Keywords



## When do you have a party?



## Which season do you often have a party?



# Insight

Sky kingdom ...

Moreover  
for my anniversary  
or special day



Makes  
my daily life  
special

## HOW?

- By great Accessibility  
(Located in heart of the city)
- By best night view of the Seoul
- By various entertainment facilities



# Creative Idea

# Ticket for THE MOMENT

Traveling, concerts, musical, festivals,  
We buy tickets when we want to have a blissful time.  
Ticket makes us get away from it all

Delicious meals in center of the city, fantastic night views and joyful times with friends.  
We sell THE MOMENTS at Sky Kingdom

SKY Beach

TICKET

for THE MOMENT at SKY Beach

30 JUL -2:00PM  
Cocktail set for 2

Kings Vacation

Date 3 MAR

Time 8 : 00 PM

Table 8 (City view)

/ Dinner for 3

SKY KINGDOM



TICKET

for THE MOMENT at Kings Vacation

3 MAR -8:00PM  
Table 8 (City view) / Dinner for 3

TICKET

for THE MOMENT at SPY & PARTYROOM

28 FEB -6:00PM  
Party Place Snow

SPY & PARTYROOM

Date 28 FEB

Time 6 : 00 PM

Party Place Snow

SKY KINGDOM



TICKET

for THE MOMENT at The Ribbon

22 FEB -2:00PM  
Table 5 (City View)

Date 22 FEB

Time 2 : 00 PM

Table 5 (City View)

SKY KINGDOM



# Target

Age 20 34



Consumption for oneself

Emphasize self-contentment and focus on 'Carpe diem'

Tech-Savvy

Actively engage in social media (Instagram)

Sense of Work-Life balance

Experience and fun-oriented lifestyle

# Media Planning Strategy

## Subway OOH

Media that can be naturally exposed to targets who wants to have a special time in their routine life

Exposed when commuting to work or school

Location of OOH : Kangnam, Gwanghwamun, Yeouido, Jamsil, Hongdae, Sinchon station  
(Frequently accessed by student/salary man)



## Ticket Site

High utility rate of ticket site in Korea

Get interest by using new and attractive media

Spontaneously expose to people who have flowed into the site.  
(As they have needs on spending entertaining time like show or concert)

Make people think that they are buying a 'time', by purchasing entertainment voucher through the ticket site.



Attention & Interest

Purchase

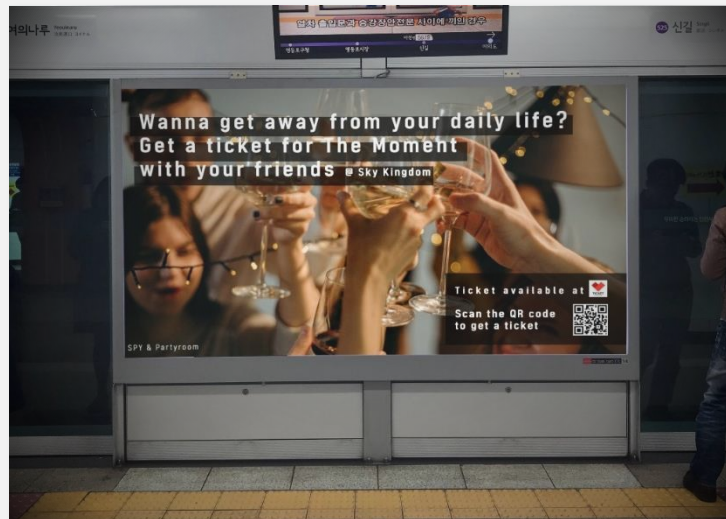
Deliver

Enjoy & Share

# Plan of Execution

## Attention & Interest

Subway OOH



Rather than promoting Sky Kingdom directly,  
We threw the question mark with the message that could trigger people  
who want to escape from their daily routine

Inflow targets to the ticket site by using QR code.

Attention & Interest

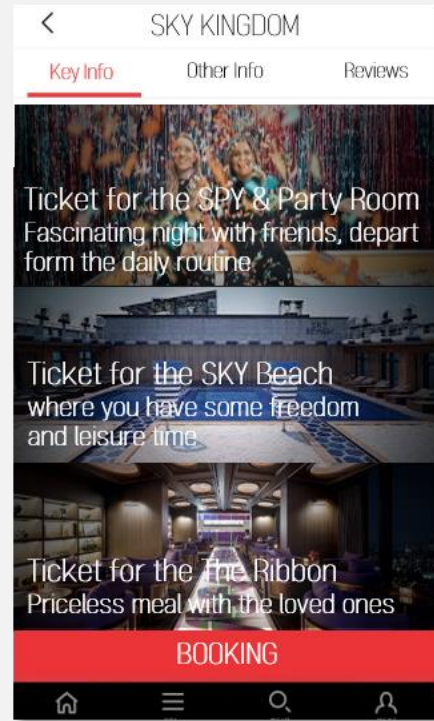
Purchase

Deliver

Enjoy & Share

# Plan of Execution

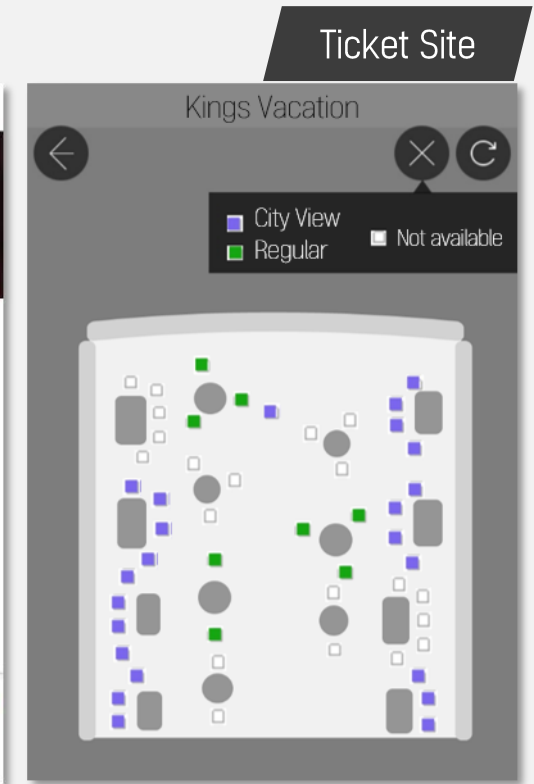
## Purchase



Explanation about the moment in Sky Kingdom that people can buy through the ticket  
(Able to access both Web and App)



Able to select the type of facilities, date and seats based on the view, size of the room, menu, etc like the process of buying the actual ticket





Attention & Interest

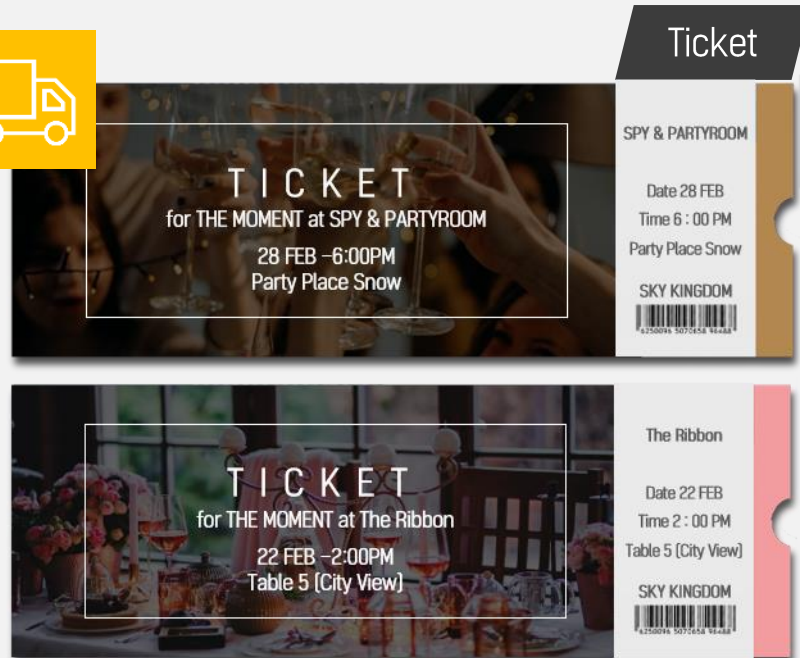
Purchase

Deliver

Enjoy & Share

# Plan of Execution

## Delivery



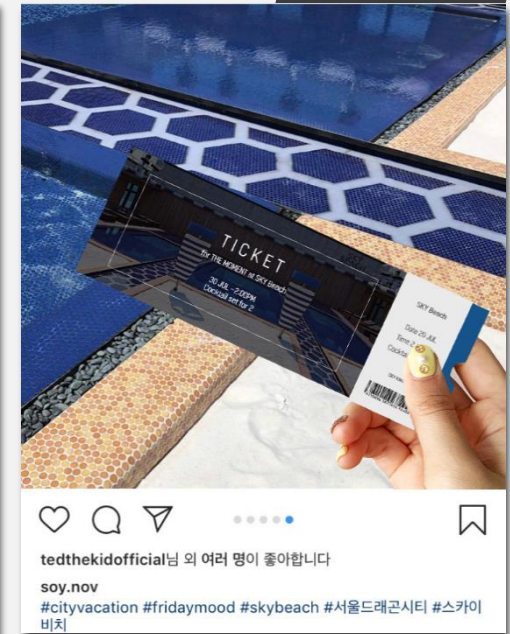
Ship the ticket to home or issue an E-ticket that is sophisticated and instagrammable

## Enjoy & Share

### Expectation



### Instagram



Enjoy time at Sky Kingdom

Share the special moment at Sky Kingdom with the ticket on Instagram  
Use consumer's posts to promote Sky Kingdom