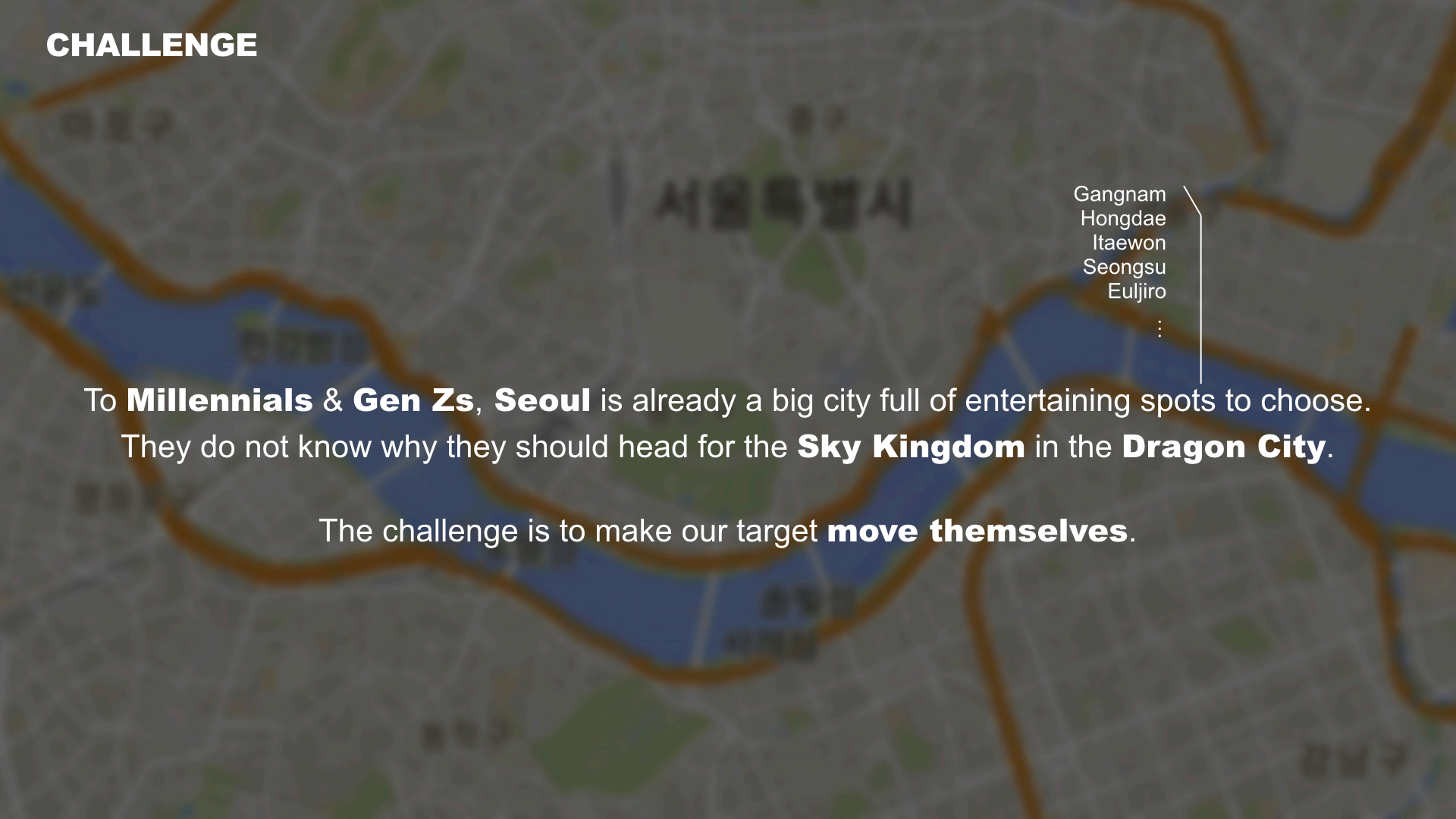


CHALLENGE

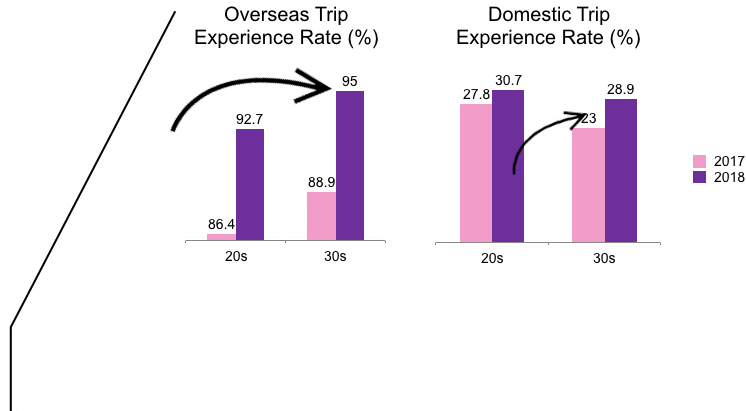


Gangnam
Hongdae
Itaewon
Seongsu
Euljiro
:

To **Millennials & Gen Zs**, **Seoul** is already a big city full of entertaining spots to choose.
They do not know why they should head for the **Sky Kingdom** in the **Dragon City**.

The challenge is to make our target **move themselves**.

INSIGHT



A unique mind frame that makes our **target** move, quite unprompted; **Travel**.
When encouraged to **travel**, not just to go to hang out, they **search, anticipate** and **go**.

STRATEGY

Dragon City as a real city,
Sky Kingdom as a landmark



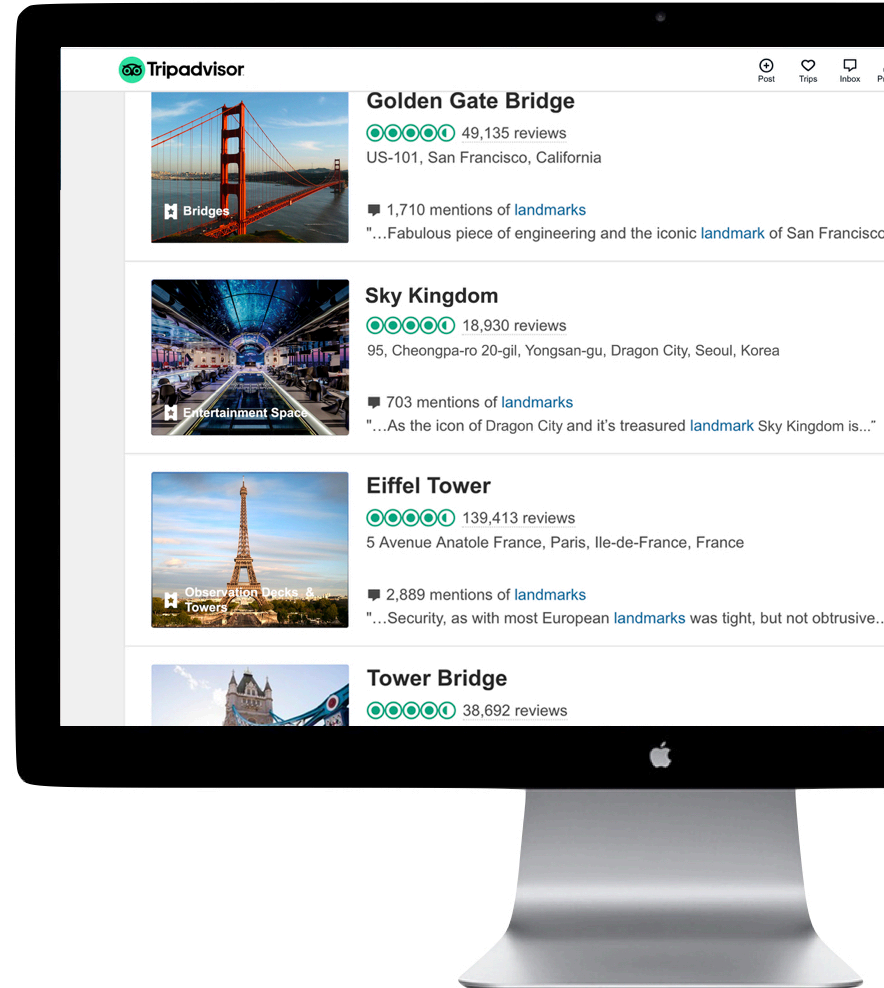
Sky Kingdom to be promoted along with **Dragon City** in order for **trickle down effect**

- a. "Entertainment facilities not preferred compared to the Dragon City hotels" (the brief)
- b. The amount of hashtag 'DragonCity'; 13.8K vs 'SkyKingdom'; 5K (Instagram)

IDEA

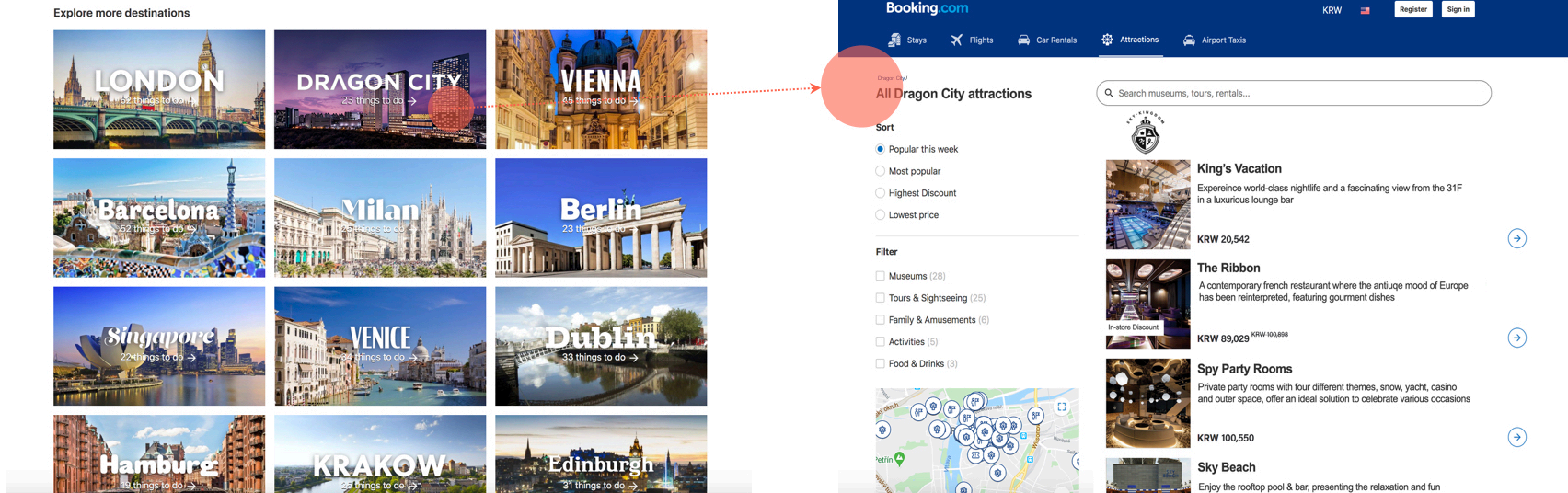
Hijacked to the Sky Kingdom

In various platforms where people find travel information,
introduce **Sky Kingdom** as if it were a destination
in a virtual city named **Dragon City**



IDEA – STEP 1

- Place **Dragon City** among other cities in travel search engines
- Visitors will click and check out its landmark, **Sky Kingdom** in detail pages where they can make actual reservations



Booking.com

Tripadvisor

Hotels.com™

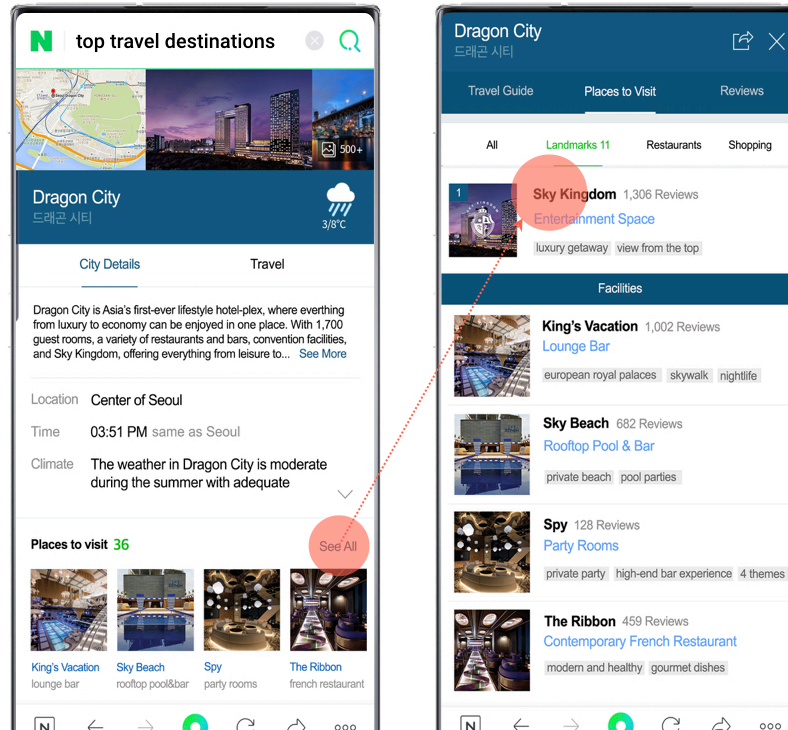
agoda

airbnb

Skyscanner

IDEA – STEP 1

- Buy travel related search words on web portals in terms of SEM campaign
- Viewers to be hijacked to **Sky Kingdom** in **Dragon City** before exposed to other destinations



NAVER

DUM

Google

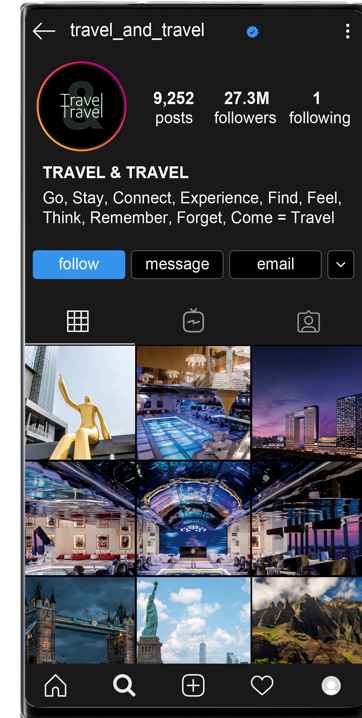
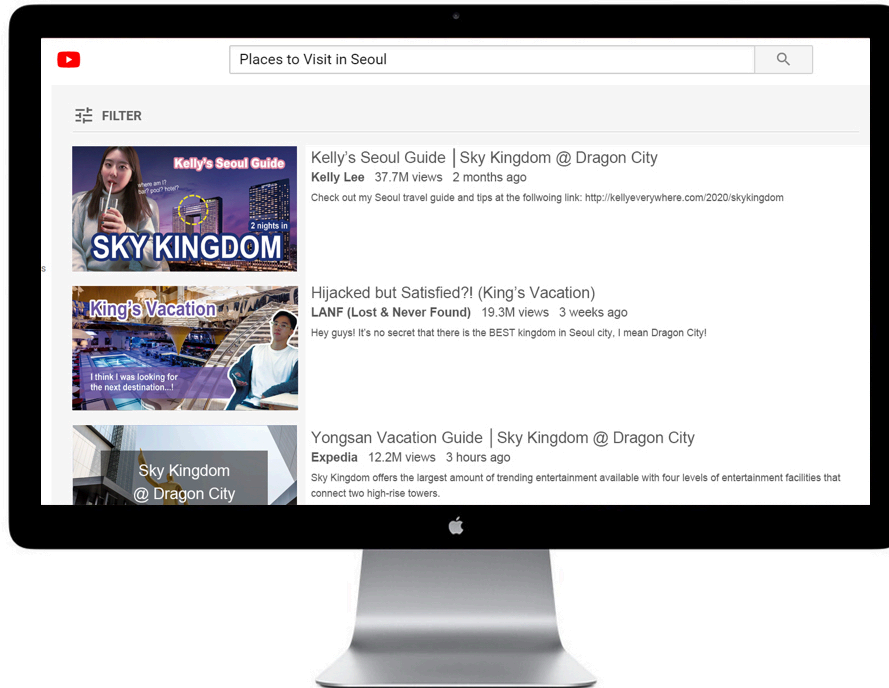
IDEA – STEP 2

- **Key visuals** to be placed in various media with a **QR code** that brings audience to **STEP 1**
- A stage where hijacking occurs massively



IDEA – STEP 2

- Sponsored contents by **travel influencers** on social media
- Introduce **Sky Kingdom** as an attraction or a landmark more directly

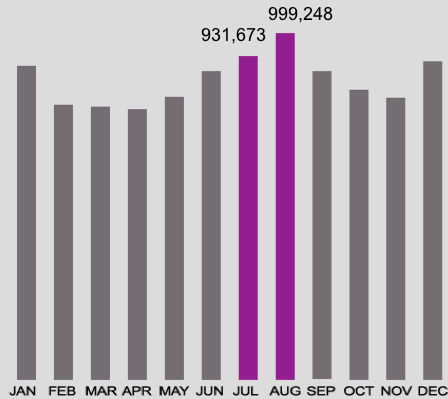


EXECUTION

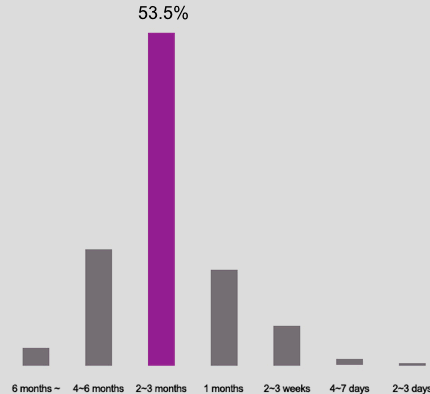
- **STEP 1 & 2** to be executed from **April** to **June** considering peak seasons in Korea when people begin to seek travel information

Background

[The number of 20s & 30s traveling abroad]



[How far in advance vacation packages are purchased]



Media Plan

STEP 1

Travel Search Engines
& Web Portals



STEP 2

Print Campaign
& Contents by Influencers



APRIL MAY JUNE

WHY THIS WILL WORK

Travel is what
Millennials & Gen Zs
are allured to

Sky Kingdom, an
integrated entertainment
space, is attractive
enough to be positioned
as a **must-visit**
destination

The fact that
we hijacked
travel destinations
will **create buzz**