

Hello.

Marketing & AI social platform company,

2026

Our Story

We are a global strategic influencer marketing firm making innovation happen for the world's most ambitious companies. We grow businesses by creating impactful contents enabled by our AI data-driven analytics

We're worldwide.
That's right next to you.



Since
2018

HQ
**Silicon
Valley**

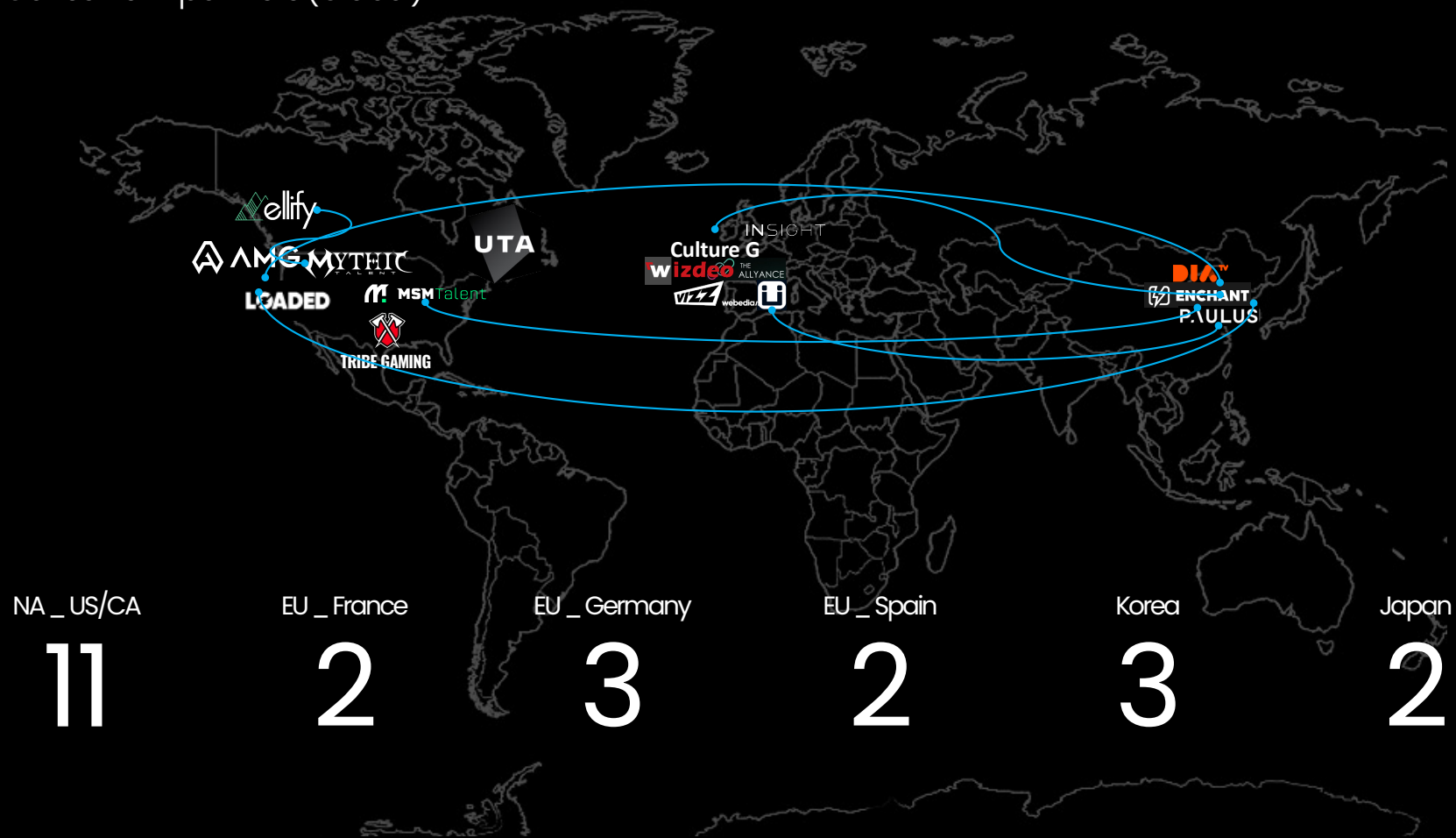
Campaigns
720

Contents
10,389

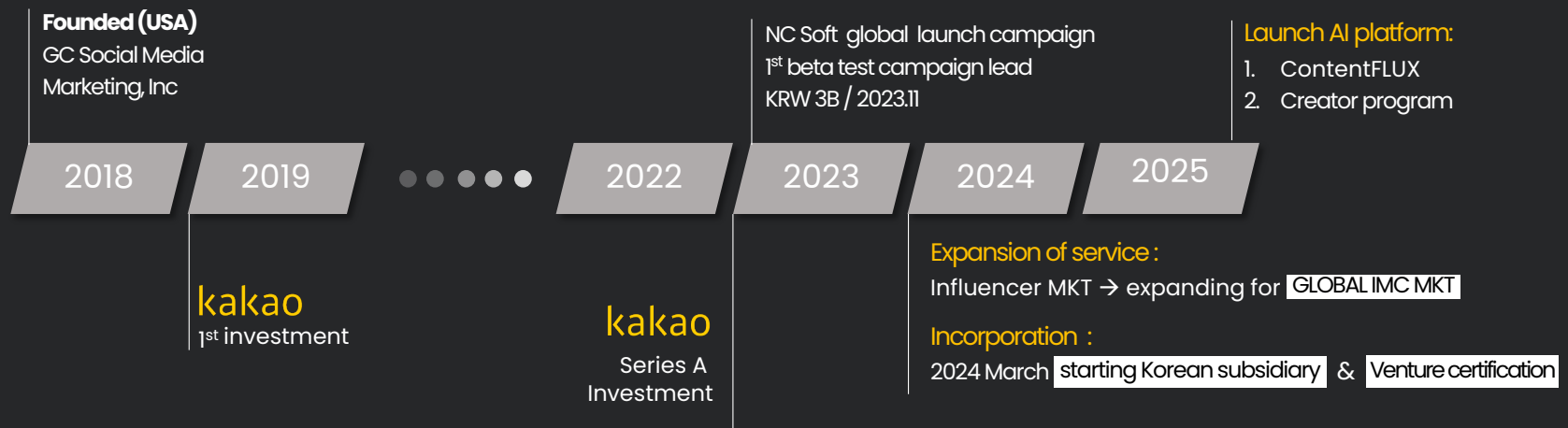
Coverage
Global

How we work.

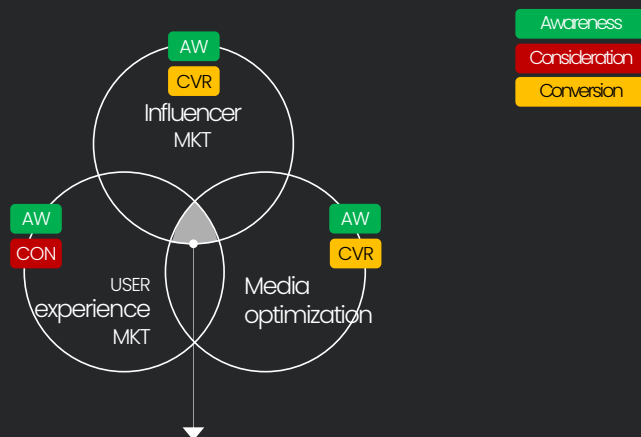
The Consortium partners (Global)



712+ global influencer marketing campaign =



Marketing service



With various range of marketing talents

Between Clients – GC “One Team” concept

Strategy

Campaign strategy by users' behaviour

1. Campaign strategy
2. implementation
3. optimization

BX

Connecting online offline + digital contents

1. Exhibition
2. omnichannel
3. Content strategy

Creative

ATL+BTL content strategy & in-housing production

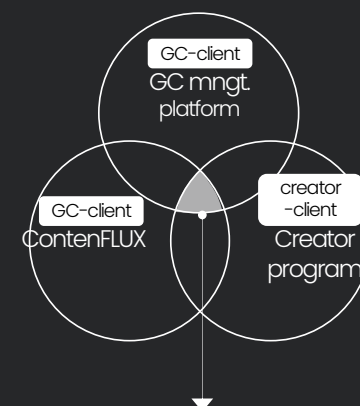
1. Digital content plan & production
2. Film production

Media

By analyzing user behaviour, finding the synergy among media and execute

1. Channel strategy to maximize the perfo.
2. Analyzing the perfo.

Platform service



Effective campaign management

& driving insights both Qualitatively / Quantitatively

Among Client – GC – Creators “One Team” concept

Bringing virtual excitement

into reality

@ Stockholm

Experience marketing (IMC)

LG*Krafton @Stockholm

Create PHYSICAL customer journey for LG OLED TV, UltraGear monitor & PUBG IP to consolidate Gaming category

2024.05





38.2%

Sales increase for a week @LG.com
vs average week sales



14K

VISITORS for 2 days
@LG*PUBGS zone

Staying
Active

with leveraged
Influencer

Content marketing

Viral film



Football player Heechan Hwang's
favorite **food journey**

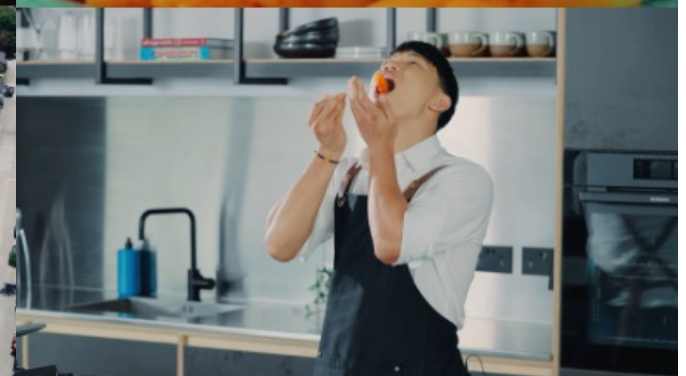
Title : Kooking Korea
Talent : Heechan Hwang
Location : Birmingham

2024.01

Client



KOREA
TOURISM
ORGANIZATION



Viral film

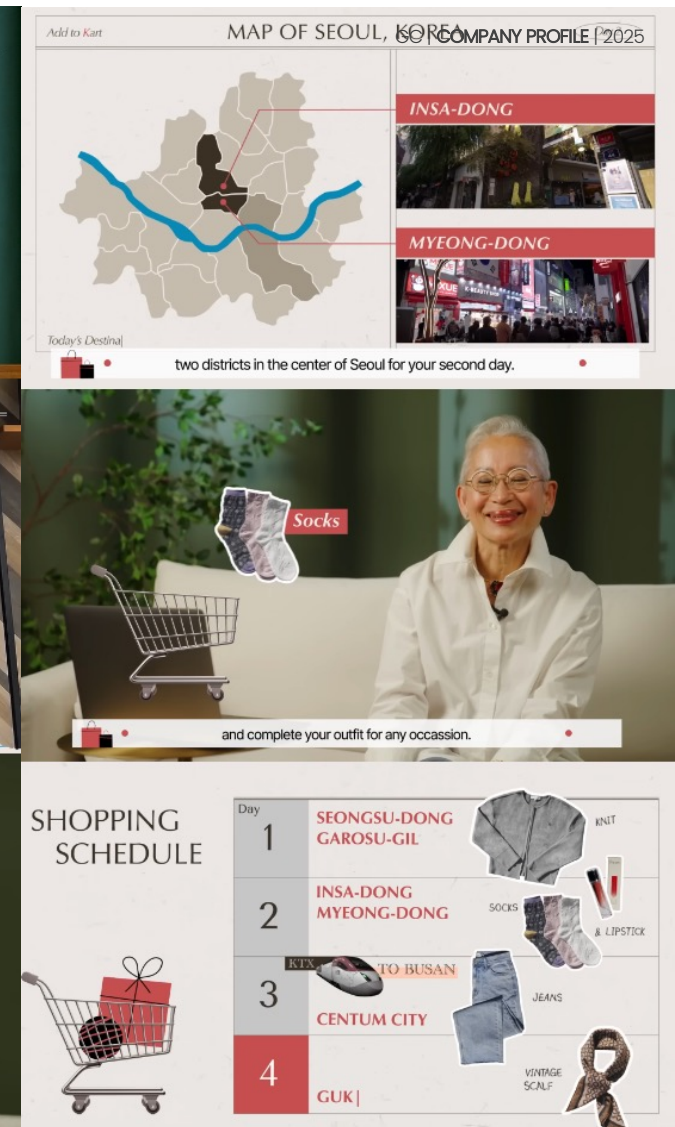
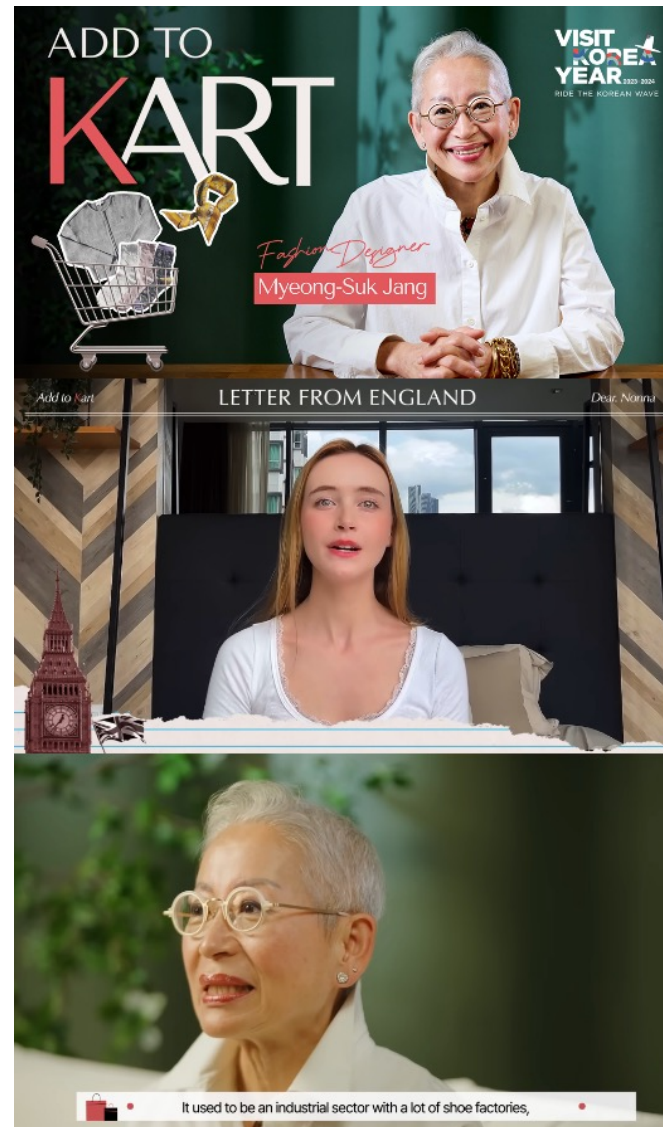


Fashion designer Milanonna's
shopping advice

Title : Add to Kart
Talent : Milanonna
Location : Seoul

2024.02

Client



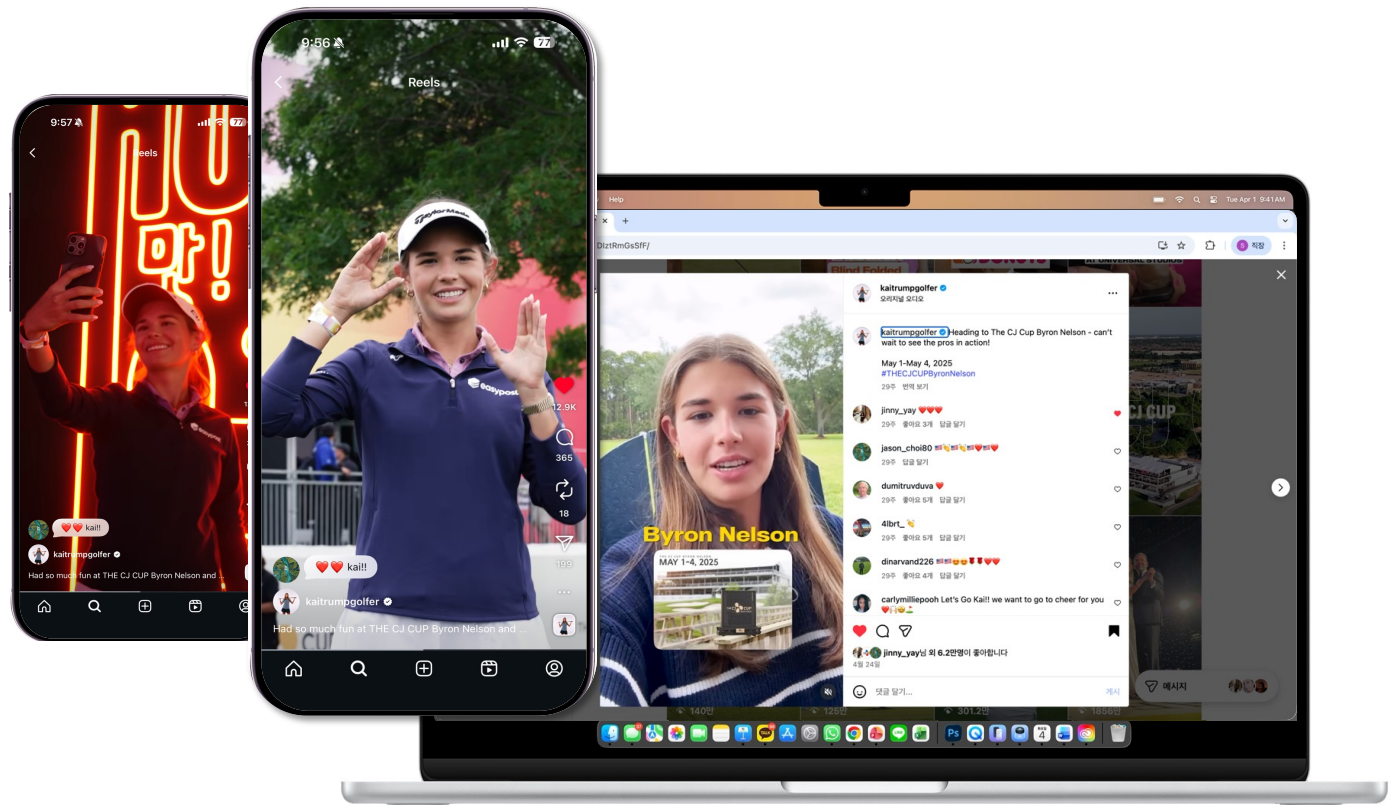
Influencer content



Filming with young celebrity
KAI TRUMP as an ambassador
at **CJ CUP**

Talent : KAI TRUMP
Location : Dallas

2025.05



Creator program

Building up the creator partners to boost Odin globally

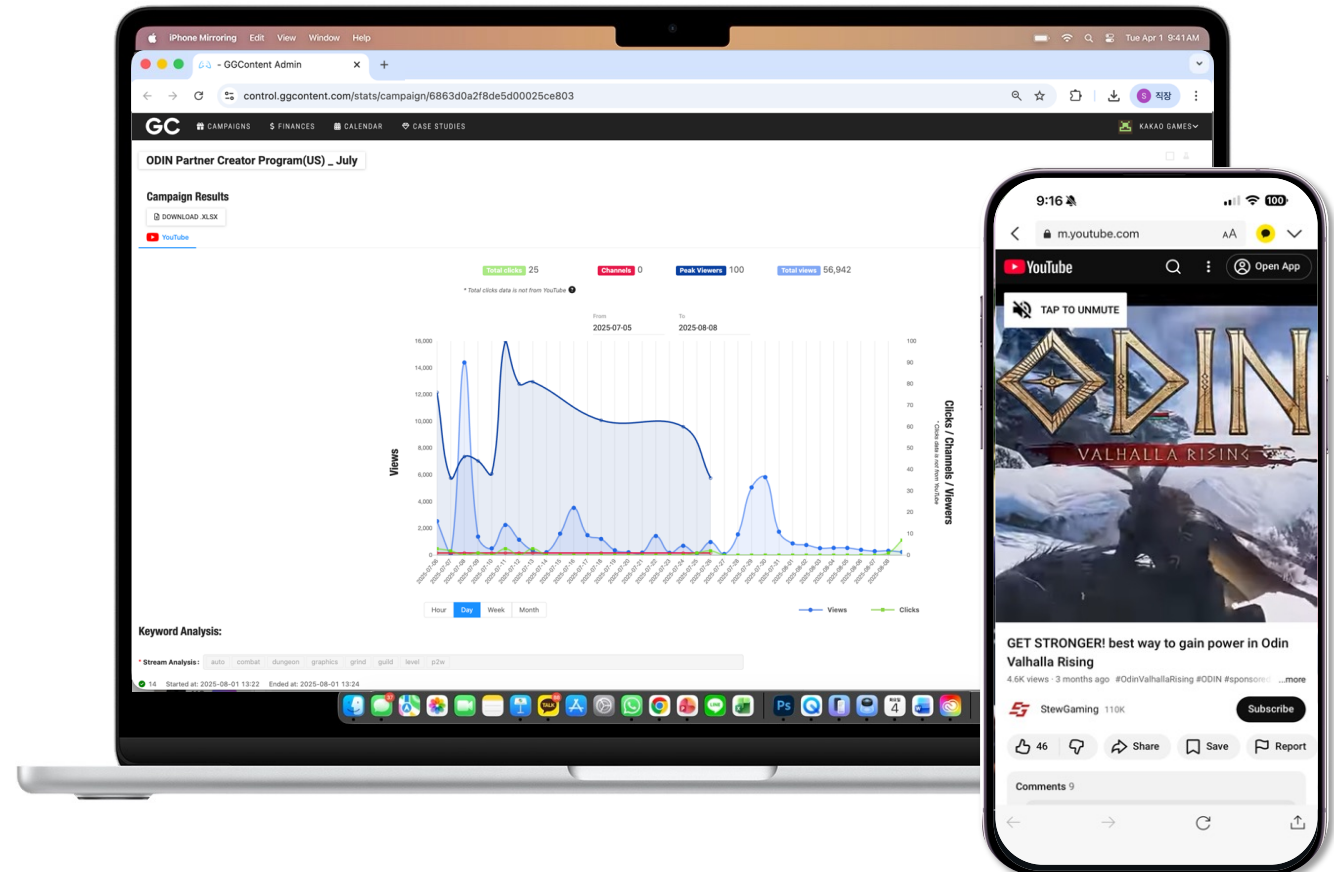
1. **Hiring ambassadors** to produce and **distribute** during the pre-launch pre-registration phase
2. Recruiting a large number of **passionate, growing small-to-mid-sized creators** and running a long-term Creator Partners Program

Talent : various

Location : North America, East Asia

2025.06 -11

Client
kakaogames



Creator program

Tournament Operation to boost excitement for MapleStory N

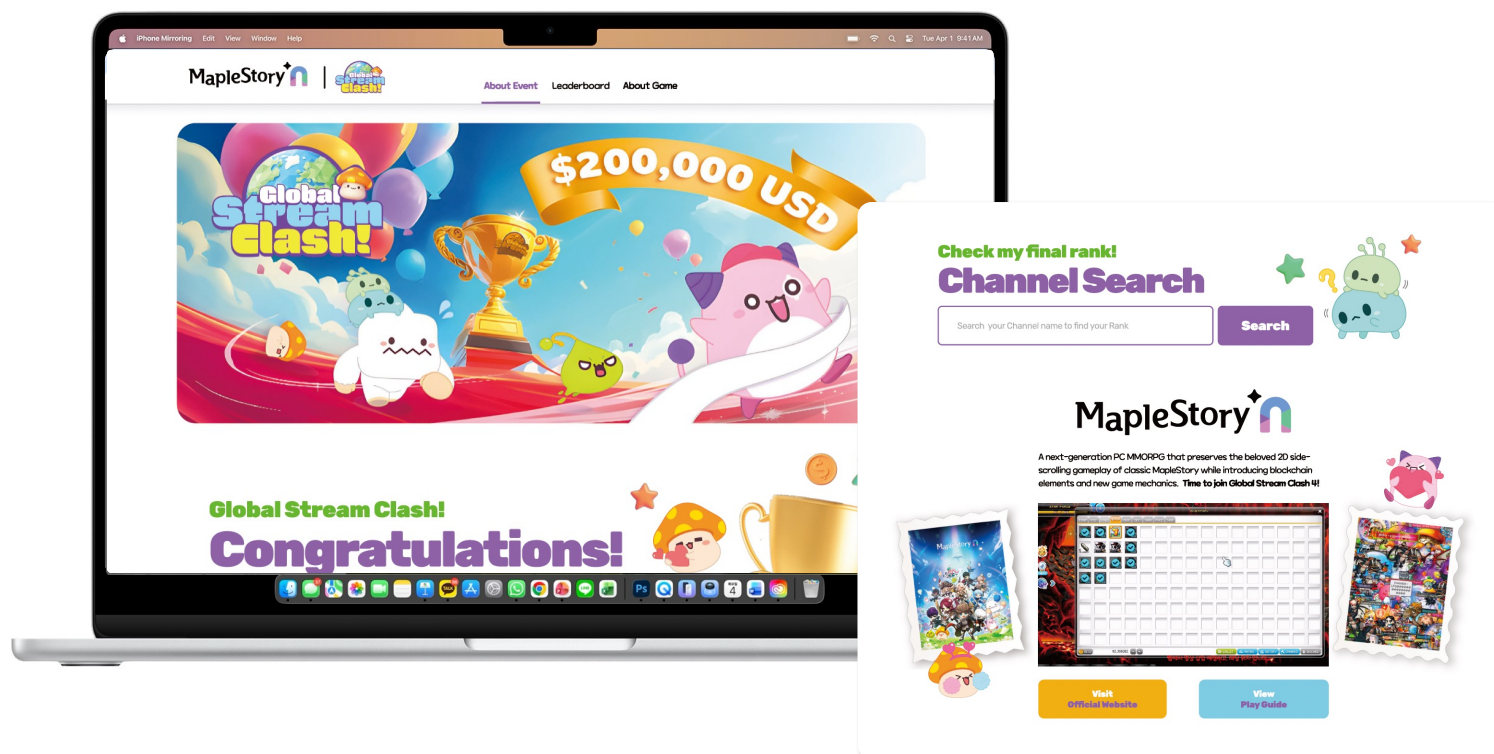
Leaderboard development,
Operation, influencer mngt

Talent : various
Location : UAE

2025.06

Client

NEXON



Influencer content



Filming with WBB coach to boost
band app community in USA

Talent : Sydney Carter, Ally Yost
Location : Dallas

2025.08

Client
NAVER **BAND**



Influencer content



Filming with 5 CJ K-Culture
ambassadors at **KCON LA**

Talent : KARA, Hugh, Kenny, Mariale, Darcei
Location : Los Angeles

2025.08



Influencer content

Games



client Com2us

title Summoners War

genre RPG

Region NA

USP 9th anniversary



client Netmarble

title Tower of God: New World

genre Mobile RPG

Region DE, FR, NA

USP Launch promotion



client PlayWith

title Seat WHAT the Fun

genre Adventure, Casual

Region LATAM

USP CBT / EA
Steam wishlists Boosting



client Game+

title 33RD: Random Defense

genre Defense

Region RU, NA, FR

USP Launch promotion

Influencer content

Games



client	Netmarble
title	Solo Leveling: Arise
genre	Action RPG
Region	NA
USP	Launch promotion



client	Nexon Mintrocket
title	Dave the Diver
genre	Adventure, Simulator
Region	NA, LATAM
USP	Steam wishlist Boosting



client	NC Soft
title	Battle Crush
genre	MOBA, Action
Region	NA, EU
USP	Launch promotion



client	Smile Gate
title	Epic Seven
genre	Turn-based RPG
Region	NA
USP	5th anniversary

Always
Exploring

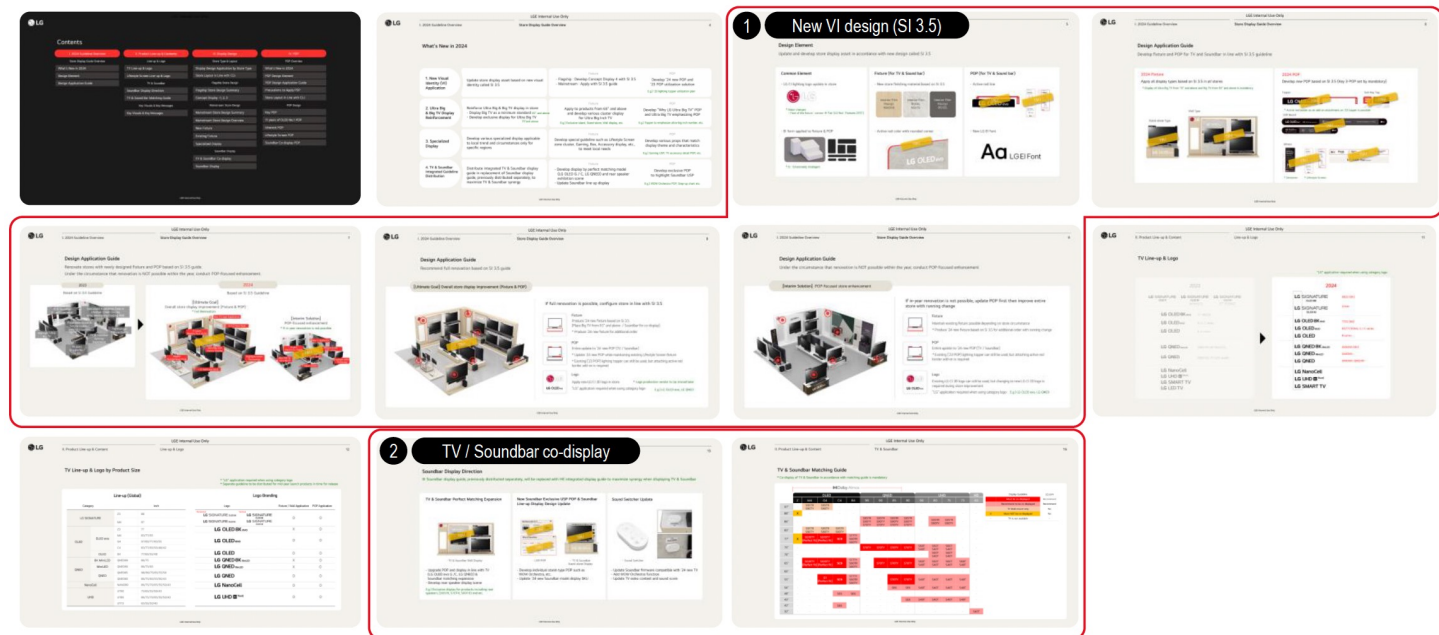
Marketing strategy

Product marketing

Creating governance of LG Electronics
TV **marketing communication**
for New product launch of 2025

Territory: Global

2024.11~2025.03



Client
 **LG Electronics**

From Content to
Strategy

Platform service

01 The Value of Content, ContentFlux

Why ContentFlux?

Beyond video views and likes —

ContentFlux analyzes video content and sentiment, content trends, ad estimate budget , and the most influential channels.

It enables you to understand the current position of your game and build your next strategy based on real content data. Focusing on popular games (those with high content volume on social media) and influencers (gaming experts), ContentFlux provides emotion and content analysis, as well as ad budget estimation, using data from major platforms such as YouTube, Twitch, CHZZK, and SOOP. Understand at a glance what content is gaining traction and which influencers are shaping the market, then turn those insights into strategy.

ContentFlux connects game marketing and operational strategy from data to execution, offering a truly actionable insights platform.

#Game-Based Explore
#Influencer Marketing
#Content Trends
#AI Analysis Reports
#Data-Driven Analytics

02 ContentFlux Supports Decision-Makers

A B2B platform that provides data analysis and insights for professionals.

“ContentFlux delivers data insights built for hands-on teams.”



Game Operations

Track user reactions and market trends through creator videos.

Monitor shifts in game-related content and audience sentiment to enable smart, feedback-driven operations.



Insights for Your Team

Content & viewership trends → gauge user interest
Comments & live chats → detect emotional signals
Mentions of updates, features, or bugs → understand user feedback



Business Strategy

Compare your game, competitors, and the broader market using real data.

With real-time trends and key indicators from your own and competing titles, you can clearly define your market position and design sharper strategies.



Insights for Your Team

Creator & game trends → detection of market shifts
Competitor benchmarking → refine strategic direction
AI reports → practical support for planning and internal reporting



Marketing

Plan and measure your campaigns with confidence through data.

Analyze performance before and after campaigns to evaluate results and refine your marketing strategy.



Insights for Your Team

Track creator performance → measure actual impact
Compare pre- and post-campaign metrics → assess effectiveness
Estimate budgets → forecast campaign costs for efficient planning

03 New Features 01 : Trend Overview

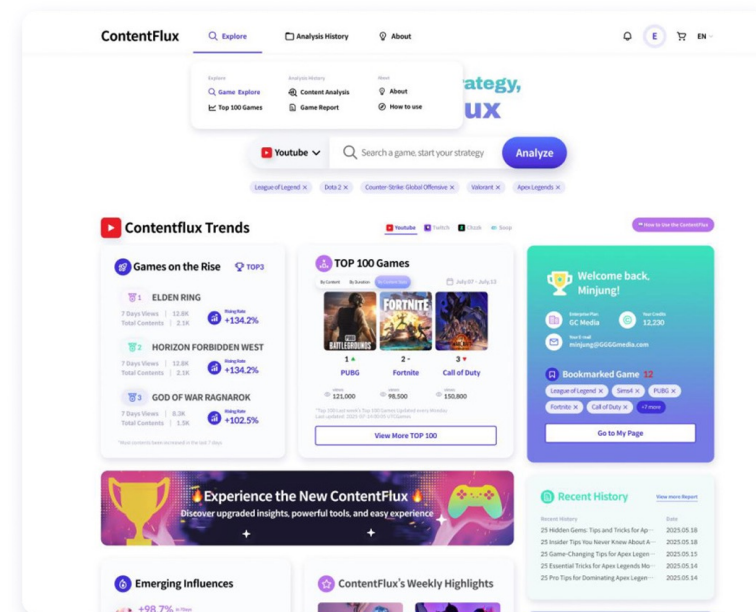
A real-time dashboard for gaming creator trends (based on Platform).



Trend Overview

Monitor rising games and those with growing audience interest across platforms like YouTube and Twitch.

Easily manage your plan details, credits, and recent activities — all in one integrated main page.



03 New Features 03 :AI analysis Report for Insights

AI-powered insights into creator videos and audience reactions.



AI Content Analysis

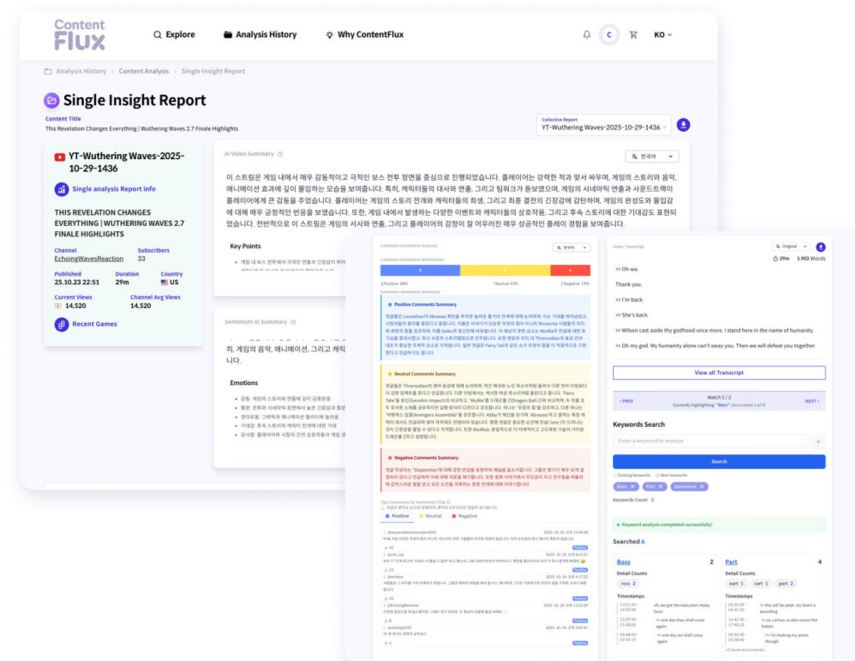
AI summarizes the key content of selected videos and analyzes the speaker's emotional tone.

Use keyword search to find specific mentions within transcripts.



Audience Response

Track audience sentiment through comments and live chat data to understand overall viewer mood and feedback.



ContentFLUX

