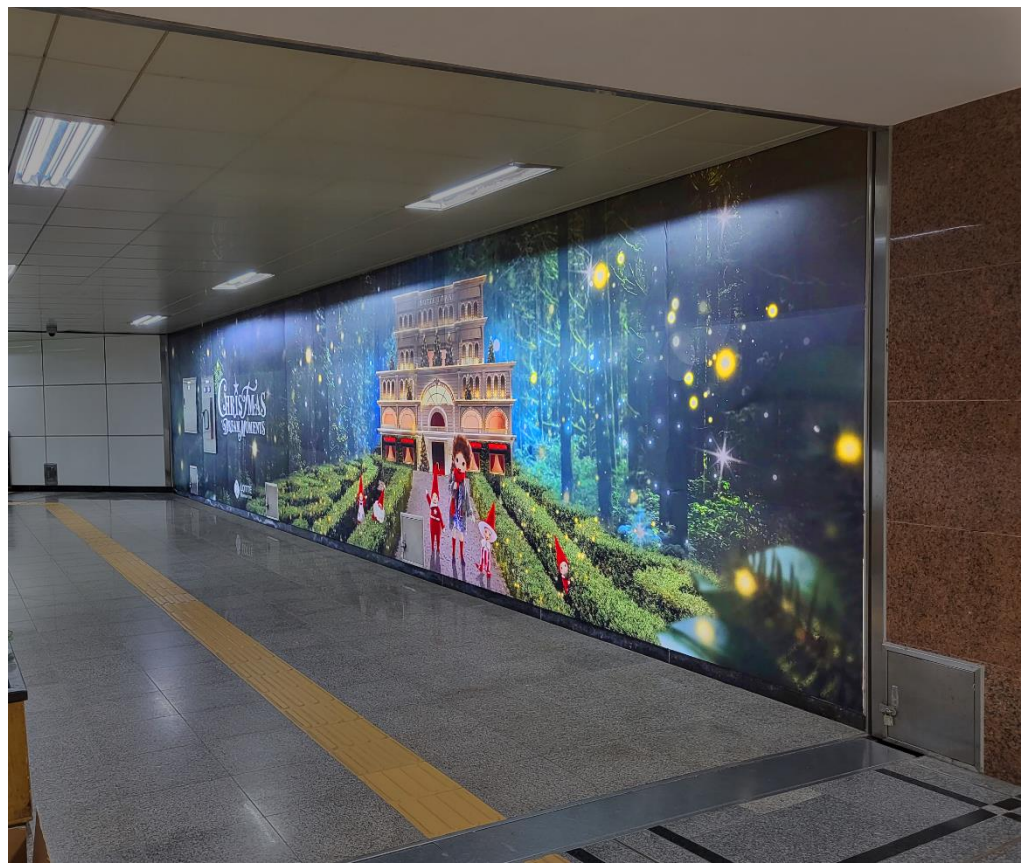
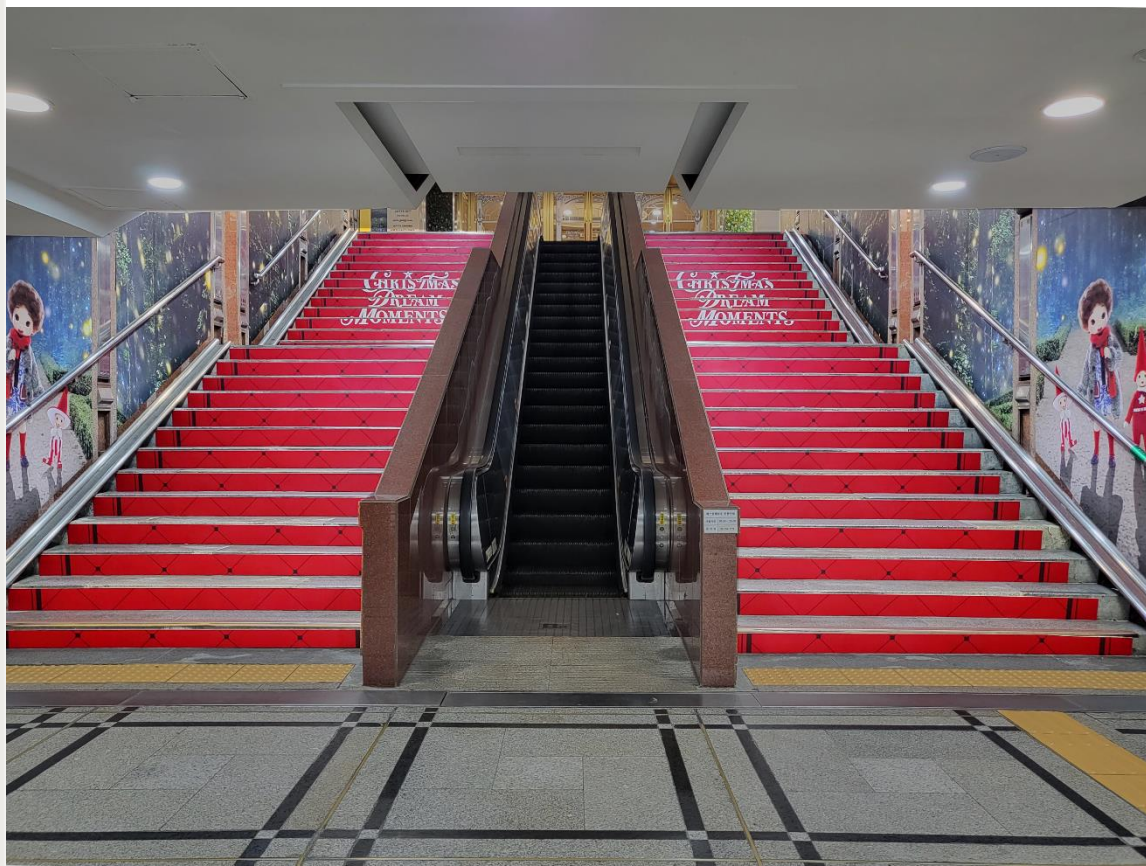
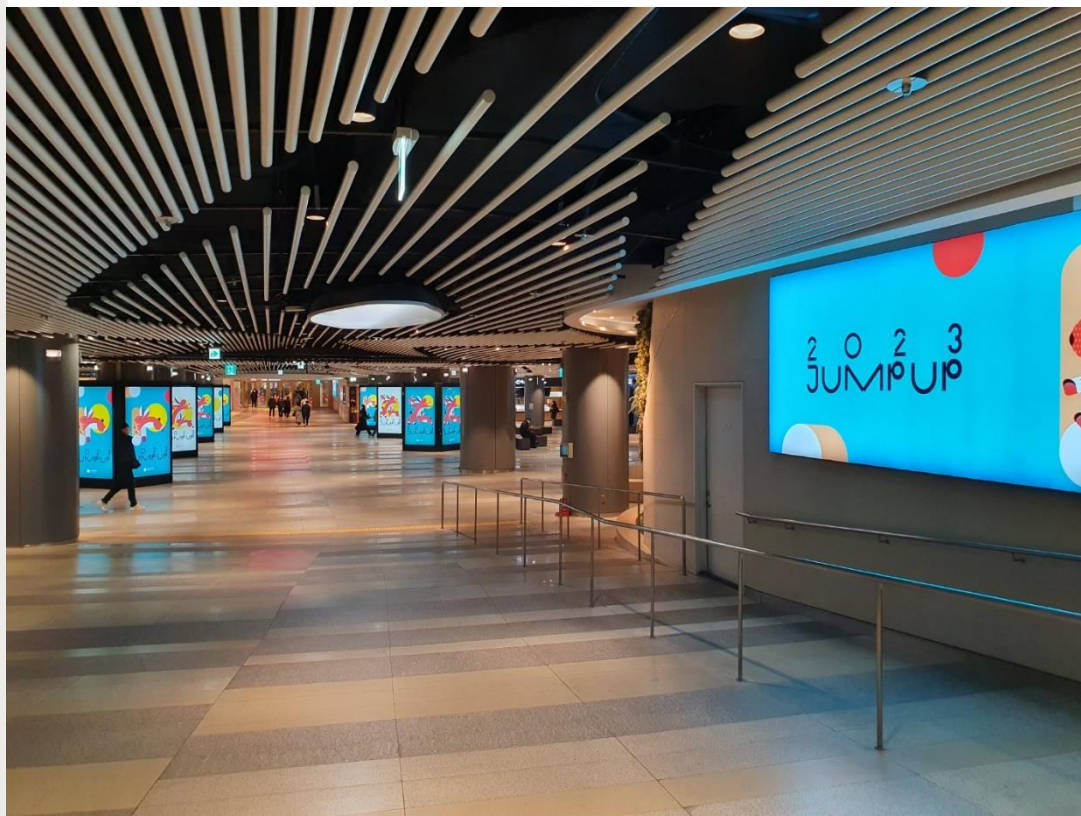


백화점·유통 업종

브랜드발전소 포트폴리오

www.brandp.co.kr







Rejoice

예술과 여성
그 빛나는 꿈

2022.2.18
2022.4.25

10:30 ~ 18:00

· 매일 10:30 ~ 18:00

· 10:30 ~ 18:00

· 10:30 ~ 18:00

· 10:30 ~ 18:00

Lotte Gallery

2022.2.18—4.25

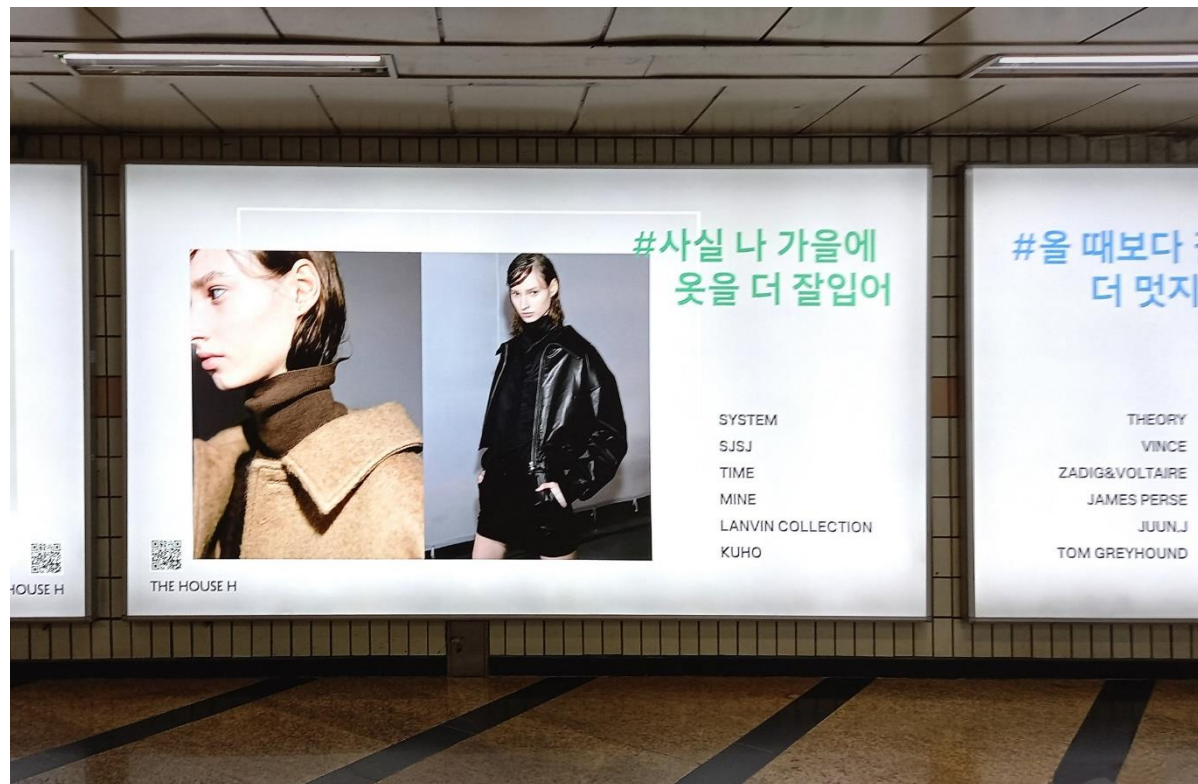
롯데백화점

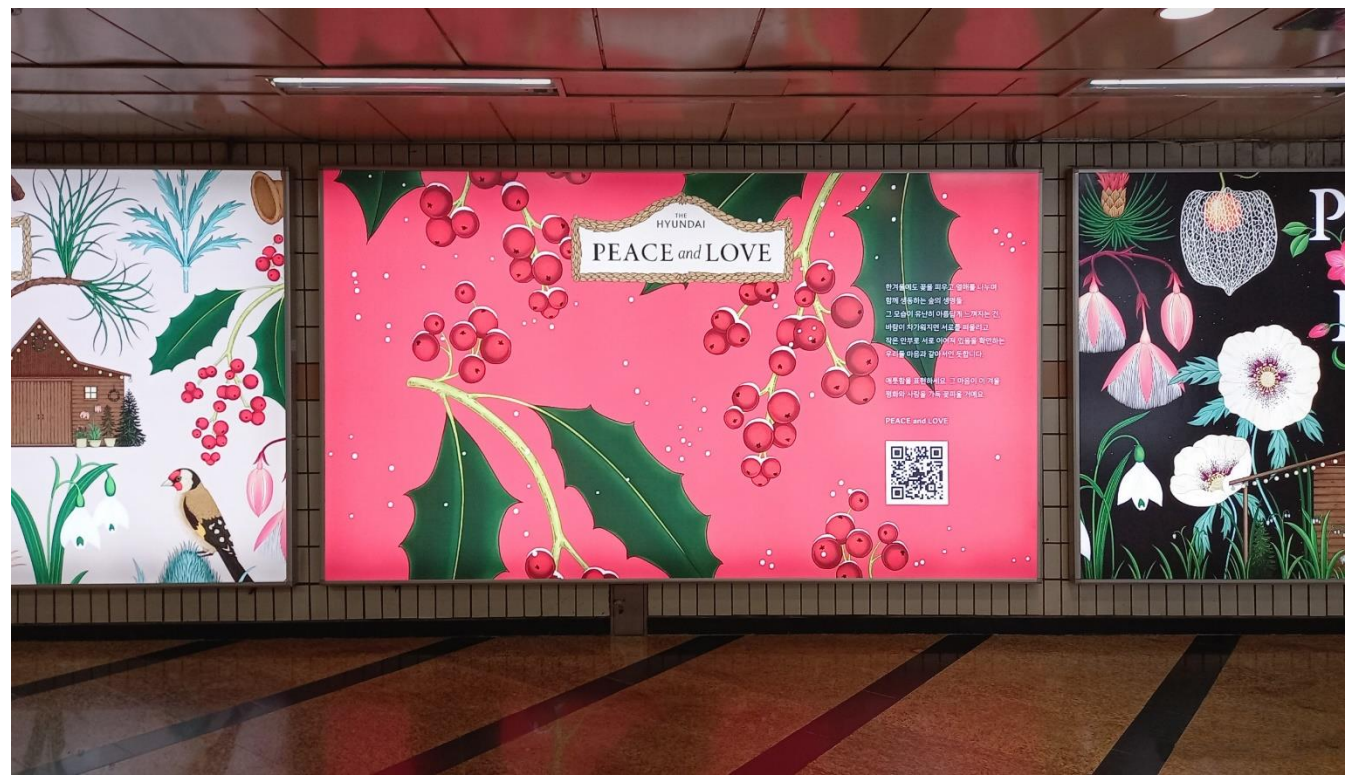
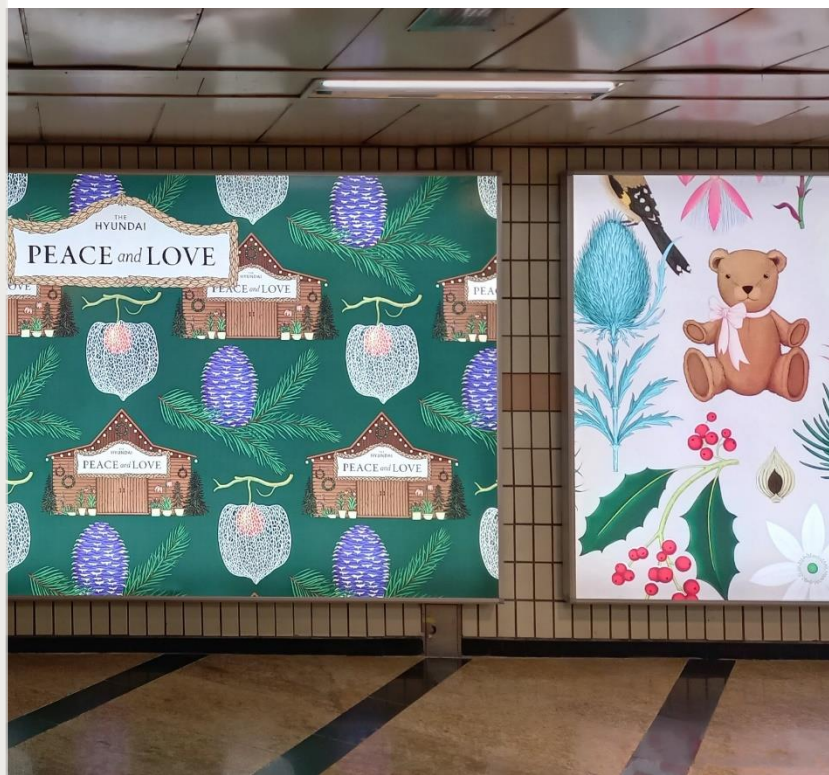
기간 2022. 03 ~ 2023. 12

매체 잠실 월드몰 스퀘어

롯데월드몰 래핑

을지로입구 래핑



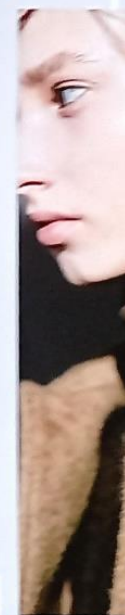


#내 아이의 쇼핑은 소중하니까

MONCLER ENFANT
FENDI KIDS
GIVENCHY KIDS
BONTON
BONPOINT
LITTLE GROUND
ETTOI



THE HOUSE H



THE HOUSE H

현대백화점

기간 2022. 02 ~ 12

매체 조명

PSD

The image shows a long subway platform with several large advertisements for AliExpress. The primary advertisement is for a home-use 115L refrigerator. It features a bright yellow refrigerator against a background of pink and white wavy lines. The text is in Korean, highlighting a significant discount of 86% and 5-day free shipping. The original price is listed as 1,753,050원, and the discounted price is 245,050원. Below the price, it says '5월 무료배송' (Free shipping in May). To the right of the refrigerator is a QR code. At the bottom left of the ad, there's a section about downloading the AliExpress app, with the text '알리익스프레스 APP에서 "지하철 생활"을 검색하세요!' (Search for 'Subway Life' in the AliExpress app!). Further down the platform, smaller versions of the same advertisement are visible, showing different products like a kettle and a blender.

[illegible]

The photograph shows three large digital advertisements for AliExpress mounted on a subway wall. Each ad features a white background with red and pink decorative elements. The largest ad on the right promotes a 'Smart Scale' (스마트 기습기) with a 50% discount from 180,000 KRW to 71,050 KRW, plus 5-day free shipping. It includes a QR code and a note about app-based activation. The middle ad on the left promotes a 'Smart Vacuum Cleaner' (스마트 청소기) with a 50% discount from 90,000 KRW to 45,000 KRW, also with 5-day free shipping. A third, smaller ad is partially visible on the far left, showing a vacuum cleaner. All ads feature the AliExpress logo and the slogan '같은 상품, 더 착한 가격' (Same product, better price).

[illegible]

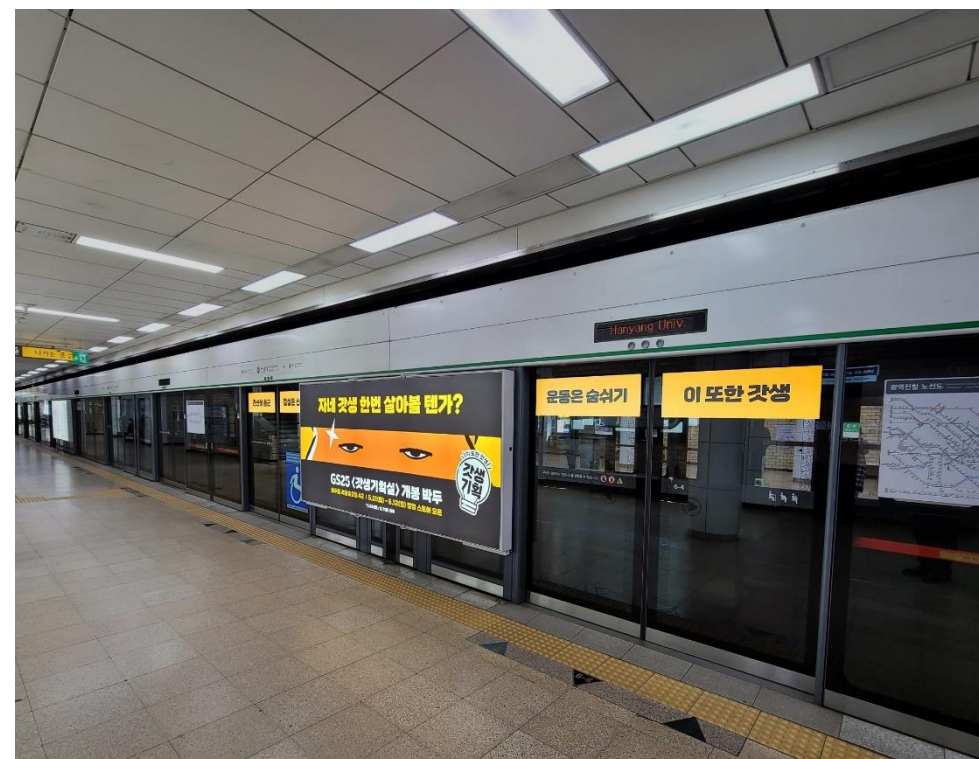
알리익스프레스

기간 2022. 10 ~ 12

매체 PSD

서울역/삼성/교대/혜화/잠실 브랜드스테이션





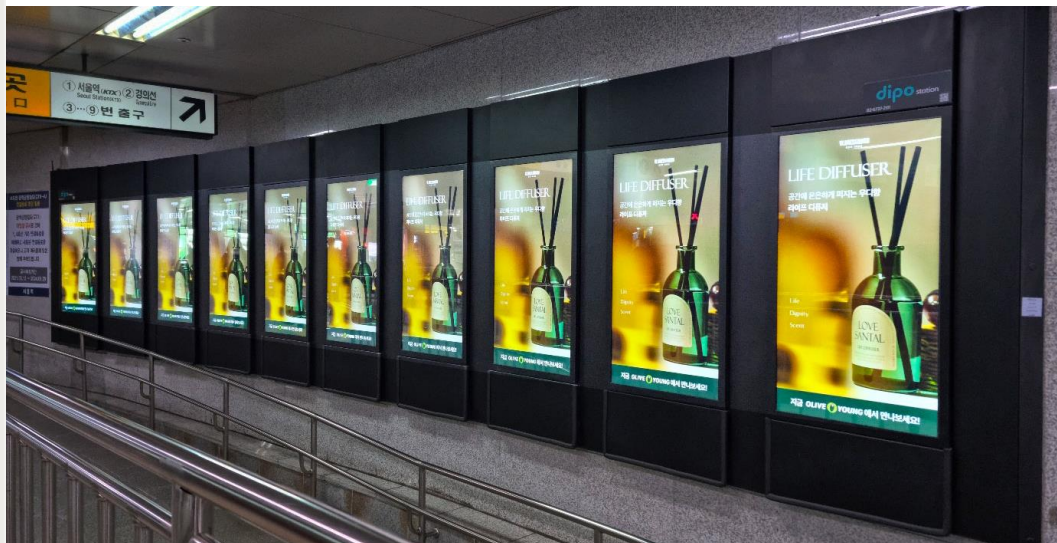
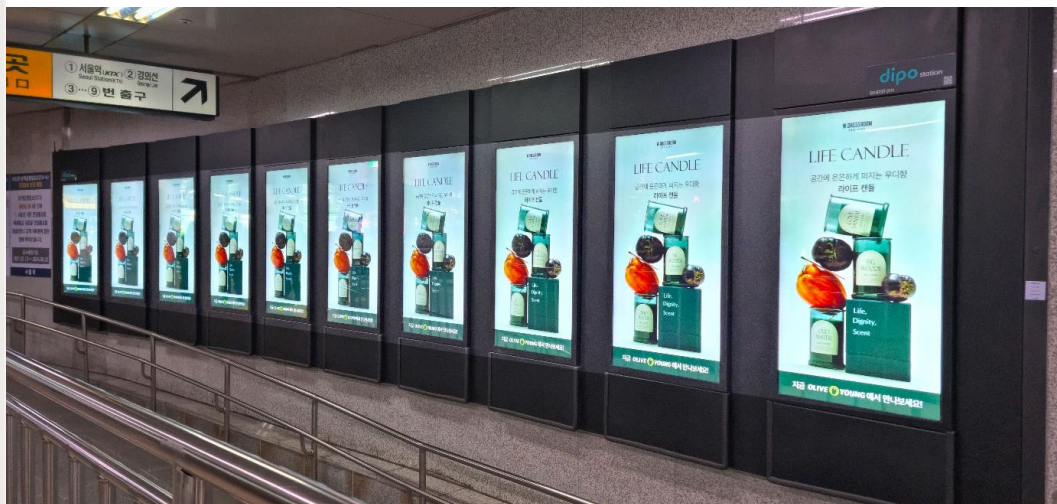


GS리테일

기간 2022. 05 ~ 06

매체 PSD

조명





올리브영

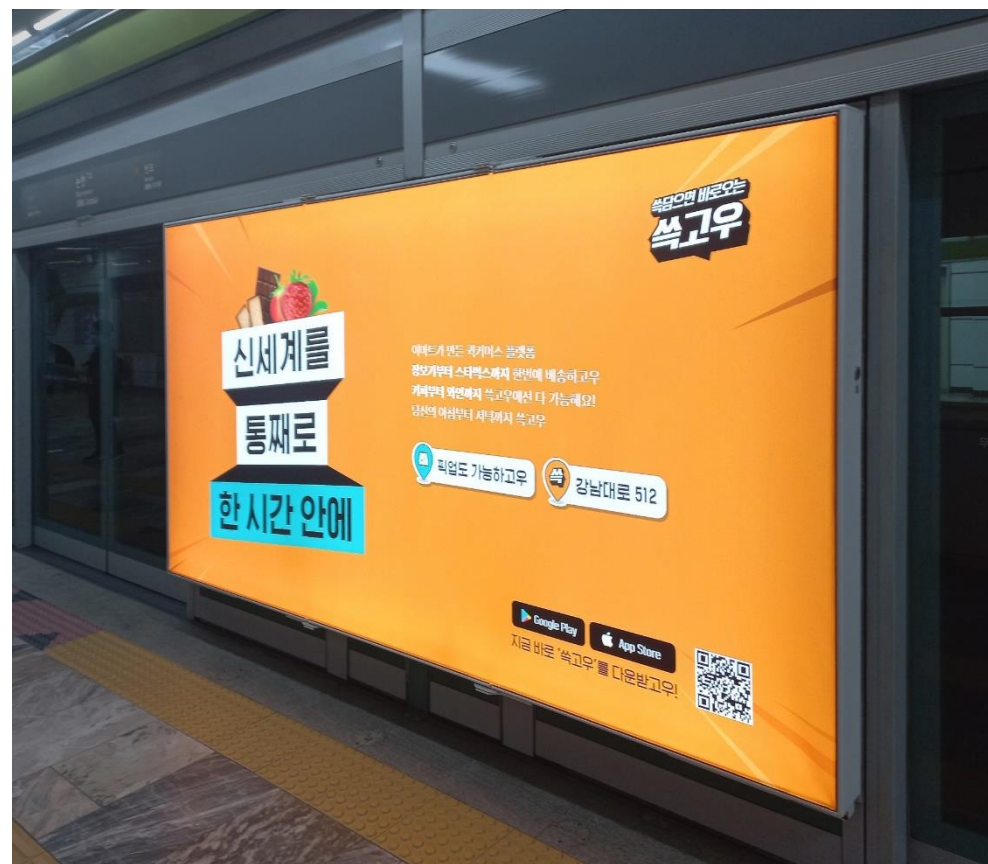
기간 2022. 02 ~ 2023. 02

매체 조명

PSD

디포스테이션

HAKUNA





이마트

기간 2022. 03 ~ 09

매체 조명

PSD

포스터





85m

TIMES STREAM

타임스퀘어의 영 콘텐츠 쇼핑 플랫폼

TIMES STREAM

Streaming Culture & Life 영업시간 10:30 - 22:00

우리가 만들고, 즐기고, 가치를 키워가는 도심 속 아지트
타임스트림에서 일상의 순간들을 스트리밍 하세요

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영풍문고 | SAMSUNG | 이플 문화센터

타임스트림

기간 2022. 02 ~ 2024. 01

매체 조명

THANK YOU