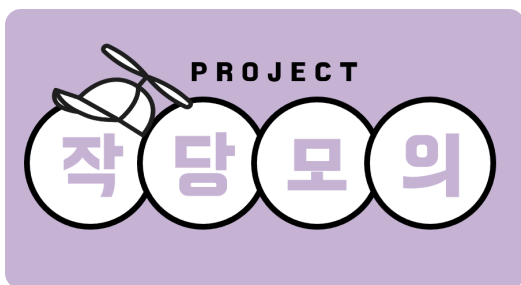


What's your project?

Korea HQ for global brands

Strategy to execution, end to end



Project Jakdangmoi

LEAD BRAND STUDIO

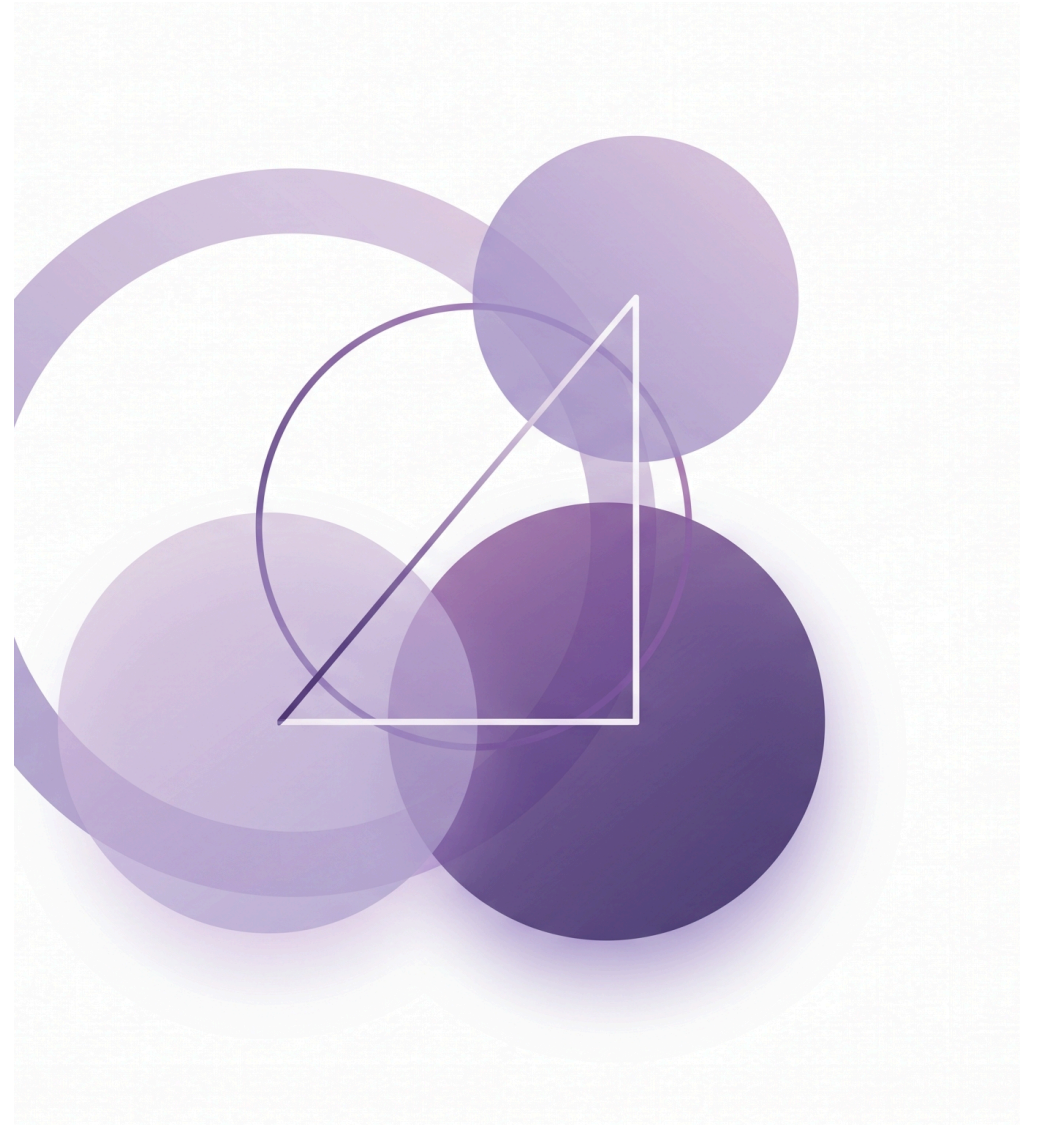
2026 · ISSUED BY RAMI CHO

01 · ABOUT

Korea HQ for global brands

Strategy · Content · Media · E-commerce

Your Korea marketing team, end to end



02 · STORY

WHY WE STARTED

Why Jakdangmoi

Gather. Plan. Build. — Together.

A team that thinks, plans, and ships as one.

That's the work behind Jakdangmoi —

specialists gathered around a single brand,
from strategy to execution.

作

Make

to build, to create

黨

Gather

a group with shared
intent

謀

Plan

to think deeply, to
design

議

Decide

to deliberate,
together

Gather, plan deeply, decide together, and build — as one team.



RAMI CHO

Founder · Brand Director

03 · FOUNDER

12+ years building brands in Korea.

Strategy. Performance. Brand.

FMCG · E-commerce · Brand Management — always end to end.

2022 ~ 2025

Jack Link's Korea

Sales & Marketing Manager

2017 ~ 2024

Duracell · MQ Networks

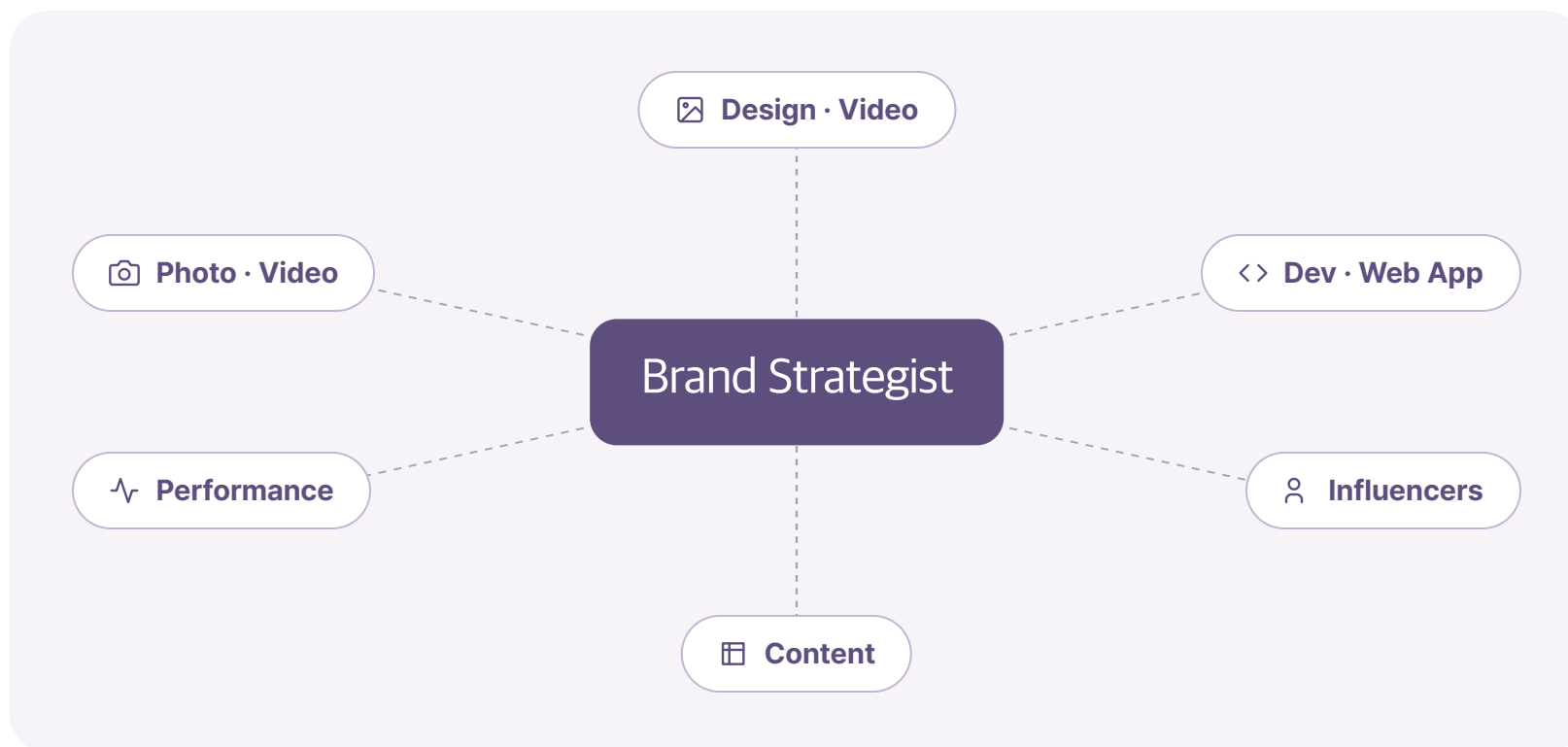
Brand Manager · Online Market Strategy & Planning

2014 ~ 2017

Klennara Corp.

Brand Manager · Household & Personal Care

A brand strategist, backed by specialists



01

**Brand manager
leads strategy**

02

**Specialists matched
per project**

03

**12+ years of
hands-on operations**

Highlights

8x

E-commerce
GMV growth

#1

Coupang
category
share

1,100%+

Coupang ad ROAS

(category avg 700%)

Awards

YouTube Works

Korea Ad Awards

Customer Satisfaction

KATS Commendation

Capabilities & Scope



Brand Strategy

01

Define where you stand
and align every action

Research

Positioning

Key Message

Tagline



Brand Asset Production

02

Turn the brand message
into visual assets that ship

Key Visual

Detail Page

Video

Design System



Owned Media Build & Ops

03

Build the official channels
where brand equity stacks

SNS

Brand Zone

KakaoTalk



Performance Marketing

04

From awareness to conversion,
media strategy & ops in one

Naver

Coupang

Search

Display

Meta

Influencer



E-commerce Strategy

05

Plan and execute
category entry & growth

Coupang · Naver Entry

Promo

Review Campaigns



Digital Service Build

06

Landing pages to ops automation,
built in-house

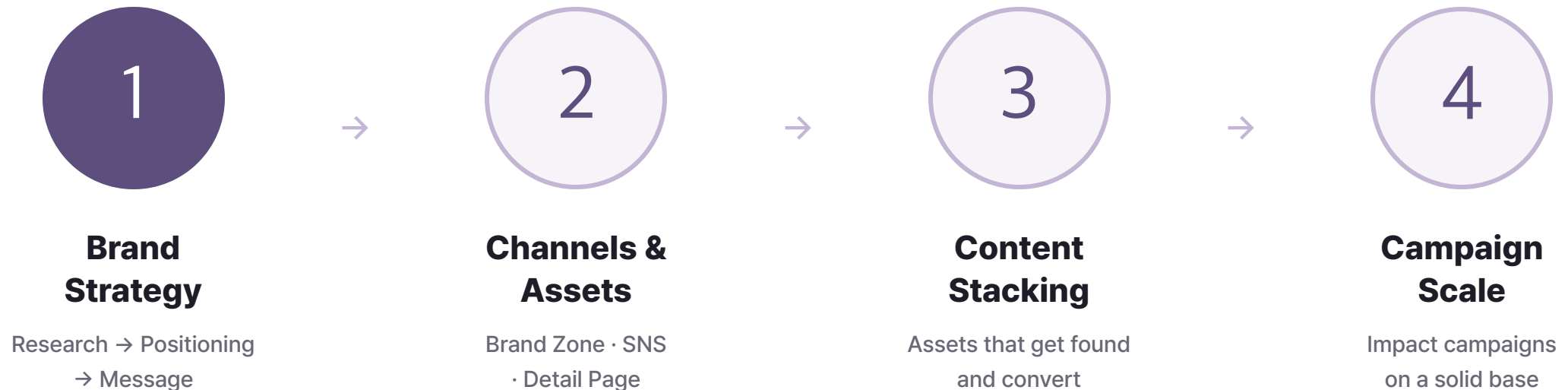
Landing

Web App

Automation

Ops Tools

Not one-off campaigns — a solid system





JACK LINK'S

MEAT SNACKS

PROJECT JAKDANGMOI · 2026

CASE 01 · KOREA LAUNCH & OPS

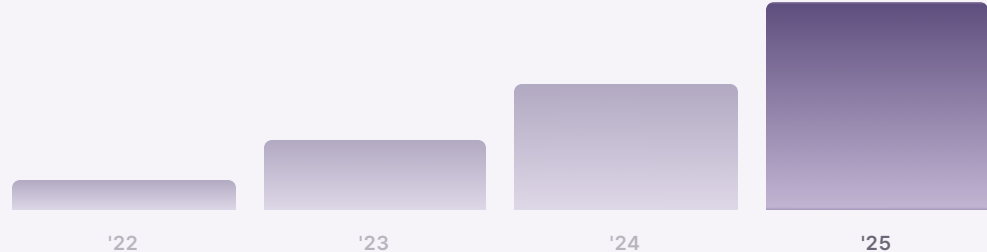
Jack Link's

Jack Link's Korea

Led the Korea launch of the world's #1 jerky brand — research, brand build, and full media rollout.

SALES GROWTH

8x GMV · CAGR 100%



*2022 ~ 2025 · Coupang GMV

#1

Coupang category share

Reclaimed and held #1 through e-commerce strategy

1,200%+

Coupang search ad ROAS

Performance marketing · #1 ad efficiency in category

HERO SKU

Online-exclusive pack launch

Drove e-commerce GMV · differentiated SKU development

Jack Link's · Media Campaign Series



CAMPAIGN #1 · 2023 Series ↗
YouTube · SMR · Meta integrated rollout



CAMPAIGN #2 · 2024 Series ↗
YouTube · SMR · Meta integrated rollout



CAMPAIGN #3 · 2025 Series ↗
YouTube · SMR · Meta integrated rollout

MAJOR DIGITAL MEDIA

Wide-reaching · mass exposure

YouTube

SMR

Instagram

X (Twitter)

Coupang

Naver

SUB DIGITAL MEDIA

Targeting · segment audiences

TVING

CHZZK

Webtoon

120M+ Cumulative media reach · 3-year integrated campaign (YouTube · SMR · Meta · Coupang · Naver)

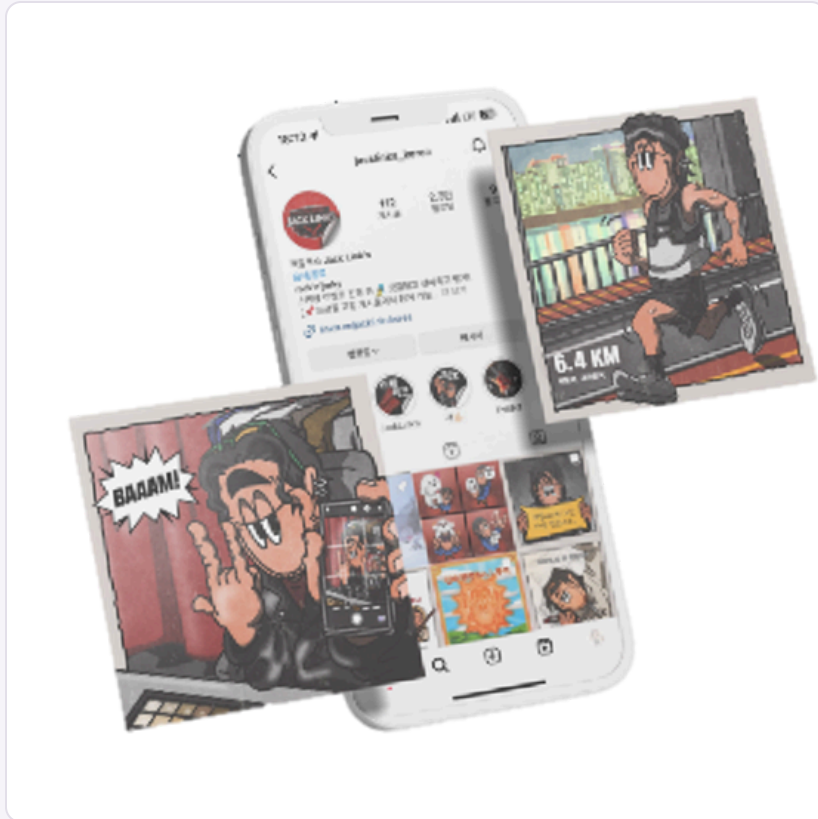
Instagram Ops & Influencer Marketing

In-house 'Jack' character ops
Macro · Micro · Shorts / Reels — all covered

INSTAGRAM · @JACKLINKS_KOREA

Daily life of Jack Link's, told by Jack himself

Jack as the brand persona · daily content · memes · Emart24 collab · brand partnerships



21K+
FOLLOWERS

300K+
ENGAGEMENT

23M
IMPRESSION

19M
VIEW

INFLUENCER MARKETING

From Macro to Micro, Shorts & Reels — all covered

26M+
TOTAL VIEW

20+
INFLUENCERS

3+
SHORTS SERIES

BIG · LANDSCAPE VIDEOS



SHORTS · VERTICAL VIDEOS (PAID / ORGANIC)



Offline Brand Experience



FESTIVAL ACTIVATION

Let's Rock Festival

Korea's biggest rock festival — booth ops · wide-screen ads · photo spots · reaching the 20-30 core audience

35,000+ Young Target



BAR & SPIRITS

Wild Turkey × Seoul Bar & Spirits Show

Whiskey pairing sampling booth · premium snack positioning



BRAND COLLABORATION

Harley-Davidson Korea Collab

Two brands sharing the same core audience — connecting fandoms to grow loyal fans together

Design assets that bring the brand to life

A visual system that bridges brand and consumer with one word — "real."

COUPANG BRAND ZONE

Jack Link's jerky as the hero versus fake jerky — comic-style storytelling that feels approachable



For the Real Hero Narrative Approachable Tone

DETAIL PAGE (SDP)

"Why Jack Link's" answered in one scroll — ingredient, process, and cut-focused storytelling



Reason to Believe Origin Story Premium Cut

BRAND AWARENESS

54%



Brand awareness more than doubled

CASE 01 · RESULTS & AWARDS

Campaign impact that built solid growth

Strategy · media · content · e-commerce — adding up to GMV, channels, and awards.

SALES GROWTH

8x

Sales Growth

Coupang GMV 8x (2022→2025)

AD PERFORMANCE

1,200%+

Coupang Ad ROAS

#1 ad efficiency in category

NEW CHANNELS

KEY

Channel Expansion

Emart24 · Market Kurly rollout

DOUBLE AWARD · CREATIVE

YouTube Works
AWARDS KOREA



YouTube Works · Korea Ad Awards

Best Branding · Bronze (Audio) · 2023

BEST SELLING · E-COMMERCE



Coupang Best Selling No.1

Jerky Category · 2024

빛나는 크리스마스

오래가는 듀라셀과

DURACELL®



PROJECT JAKDANGMOI · 2026

CASE 02 · 6.5 YEARS OF OPERATIONS

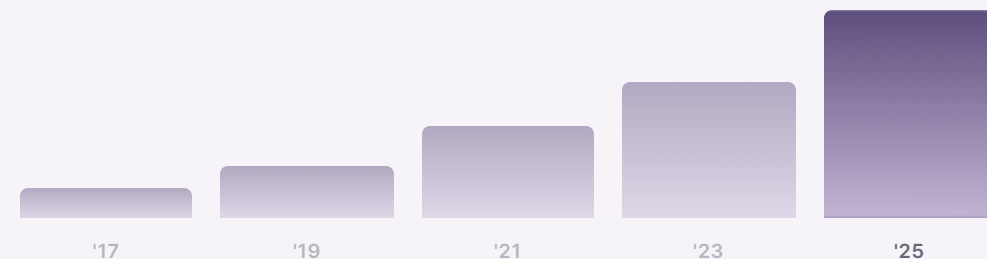
Duracell

Duracell Korea

Built and ran in-house e-commerce for the world's #1 battery brand
Seasonal campaigns · digital ads · CRM channels — all-in-one

SALES GROWTH

8x GMV · CAGR 30%



*2017 ~ 2025 · Coupang GMV

#1

Coupang Category Share

Reclaimed & held #1 share (3~4 yrs post launch)

ROAS 1,200%+

Coupang search ad efficiency

#1 ad efficiency in category

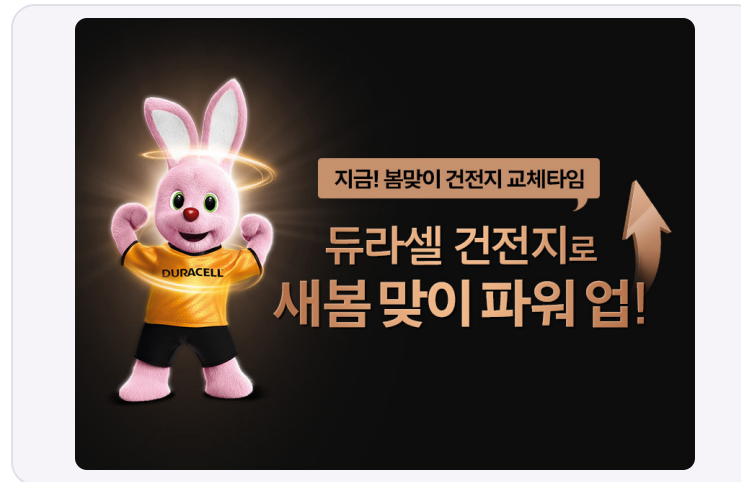
HERO SKU

Online-exclusive pack planning & launch

Drove e-commerce GMV · differentiated SKU development

Duracell · Seasonal Campaigns

Seasonal themes that keep Duracell present in everyday life — consistent within the brand guide.



어린이들의 안전을 지키기 위한 협력 리튬동전 건전지 안전 캠페인

#POWER SAFELY 한국소비자원 DURACELL

CASE 02 · PUBLIC CAMPAIGN

A child battery safety campaign with the Korea Consumer Agency.

Co-planned and executed with the Korea Consumer Agency (KCA) to prevent button-cell battery ingestion — #POWERSAFELY connected planning, offline partnerships, and CSR into one project.



KCA Collaboration

KCA × DURACELL #POWERSAFELY
badge



Lotte Mart Offline Partnership

In-store display + child safety
education signage



CU Partnership · Child Welfare Donation

Didim Seed Savings Account — with
NCRC & BGF Retail

Home Battery Safety Index Test
TAKE THE TEST



PUBLIC AWARD

KATS Product Safety Day Commendation

Recognition for the button-cell safety campaign

The Duracell brand, in everyday spaces

A collection of campaigns that bring Duracell to life offline — through season, culture, and lifestyle IPs.



CINEMA
CGV Collab

Reaching audiences at the cinema —
a Duracell brand experience touchpoint



SPORTS · IP
Marvel Run

Paired with a power-energy IP,
Duracell powering every step



CITY FESTIVAL
Seoul Lantern Festival

Duracell power lighting up the night —
a city festival together with consumers



CAMPING · OUTDOOR
Oak Valley Camping Festival

Long-lasting power for the outdoors —
a stage for diverse lifestyle experiences

BRAND AWARD



Customer Love Brand Award · 4 Years in a Row
Battery Category · 2021 · 2022 · 2023 · 2024
Hosted by Joongang Ilbo Economist · Sponsored by MOTIE

CASE 02 · RESULTS & AWARDS

From campaign to results, from results to brand equity

Strategy, execution, and content — leading to GMV growth and external recognition.

E-COMMERCE PERFORMANCE

Reached #1 category 3 years post-launch · ROAS 1,100%+
Multi-platform award winner

E-COMMERCE · CHANNEL AWARDS

11ST



11ST Best Partner

4 years in a row
(2021-2024)

EBAY



eBay Best Partner

Gmarket · Auction · G9
integrated award

COUPANG



Coupage Best Selling

Battery Category 2023 · 2024

Cascade

P&G Cascade

Full Korea go-to-market strategy for a P&G global new product —
research → communication → action plan.



Research

Consumer · Competitor · Company
3C-framework entry opportunity

Communication

STP · Positioning
Target definition → key message design

Action Plan

Phased marketing rollout
Pre-Stage · Launch · Stage 1~2

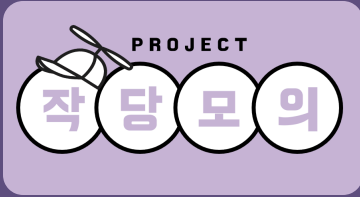
→ 02 Positioning

Define brand space & message

→ 03 Action Plan

Integrated media · channel · content execution

[illegible]



Project Jakdangmoi
LEAD BRAND STUDIO

What's your project? Let's begin.

FOUNDER

Rami Cho

ROLE

Brand Director

EMAIL

rami@jakdangmoi.kr