



Aerone Co., Ltd.

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Aerone includes members who have professional knowledge in marketing and public relations dedicated to the increase of Korean sales and position the brand successfully in Korea.

We provide a comprehensive and dedicated service to our clients who wish to expand their business in Korea or are trying to position their brand successfully in Korea. Aerone is highly regarded in the marketing for creating outstanding strategies and offering the impressive services to each client, which enables the company to be acknowledged as a leading tourism marketing company in Korea.

Part of our strategy is combining traditional hospitality values with efficient and innovative marketing plan, keeping abreast and utilizing modern technology, to launch our client's name successfully in Korea and in particular, Korea's travel outbound market. As such we have since evolved into a comprehensive representative office for the tourism industry.

Mostly, members of Aerone have built the strong networks with all industries for the past years including wholesalers, retailer agents, airlines, media for both travel trade and for general consumers, TV stations, corporate for MICE, and the valuable consumer brands for the affiliated promotions. It makes Aerone establish the wide networks of contacts creating the synergy effect.

CEO **JAEWOOK, LEE**

A stylized, handwritten signature in black ink, likely belonging to Jaewook Lee, the CEO mentioned in the text.

에어로원은 관광 마케팅, 여행 홍보 분야 및 B to B 상품 판매의 전문 지식을 갖춘 멤버들로 구성되어 있으며 해외 자산들의 한국 시장으로의 진출과 성공적인 브랜드 포지셔닝, 매출신장을 위해 함께 일하고 있습니다.

또한 한국에서 비즈니스를 확장하고자 하거나 한국에서 브랜드를 성공적으로 포지셔닝 하고자 하는 고객사들에게 종합적이고 포괄적인 서비스를 제공합니다. 에어로원 은 시장진입을 위한 전략을 수립하고 고객들에게 인상적인 서비스를 제공하는 마케팅 분야에서 높은 평가를 받고 있으며, 이를 통해 한국의 선도적인 관광 마케팅 회사로 인정받고 있습니다.

전통적인 호스피탈리티 가치는 물론 효율적이고 혁신적인 마케팅 계획을 수립하고, 최신 기술을 활용하여 한국 시장, 특히 한국 아웃바운드 시장에서 고객사의 브랜드를 성공적으로 알리는 것 뿐 아니라 직접적인 매출 향상으로 연결 시켜 나아가고 있습니다.

에어로원은 짧은 운영기간 내에 여러 해외 항공사 및 호텔 들의 한국 진출을 성공적으로 이끌어 내며 한국시장 진출을 원하는 해외 고객사들의 한국 총판 대표 모델로 발전해 왔습니다.

다양한 방식의 홍보와 마케팅을 통한 브랜드 밸류업은 물론 매출 증대에 직결되는 세일즈 모델업 분야 까지 에어로원 의 구성원들이 오랜시간동안 구축해온 강력한 네트워크를 통해 실현해 내고 있습니다.

에어로원 은 해외 고객사와 한국 여행 업계 사이에서 기존의 오래된 사고에서 탈피, 더 적극적이고 올바른 방식으로 한국 아웃바운드 시장에 고객사들이 가진 관광 아이템들이 한국 시장에서 사랑받을 수 있기 위해 아래 나열된 전략들을 바탕으로 사업을 진행할 것입니다.

CEO **JAEWOOK, LEE**



Aerone Provides you

Precise Plans

We deliver the precise plans for the growth base on the deep understanding of industry and exact analysis of consumer's attitudes and emotions that drive behavior, to uncover insights that lead to business growth.

Brand Awareness

We lead to improved positioning and brand awareness within Korea through our extensive and enterprise marketing activities. We are focused to make your product a familiar, reliable and special property to Koreans.



Speedy Bridge

We will always listen to your voice. TMS will be a beachhead between you and Korean customers.

It's very important for us to make your requirements and suggestions fit well to the Korean market trend.

Strategic Target

We set a goal step-by-step through adequate consultation. On this basis, we run the strategic objectives from planning to practicing.

Our Philosophy

AERONE

Expertise

We will utilize extensive professional knowledge and strong network dynamically. Our experience of over 20 years in the travel industry makes us know what you want and how we find and make it.

Affirmation

We will not just create a simple GSA service but also create a positive image and increase the ultimate success of index to create the absolute value of company.



Trust

We will communicate with the client transparently and honestly. We have a sense of ownership and responsibility for the process and the results on mutual trust.

Share

We will achieve the satisfaction all together with Aerone. We will fulfill our social responsibility by sharing with our communities as a global company.

Working Structure

AERONE



Business Scope

AERONE

Marketing

- Online / Offline Marketing
- Co-Marketing with TA & Corp.
- Brand Management
- Broadcast Shooting Support
- Plan, Research & Report

Sales

- Sales Call
- Education
- Sales Report

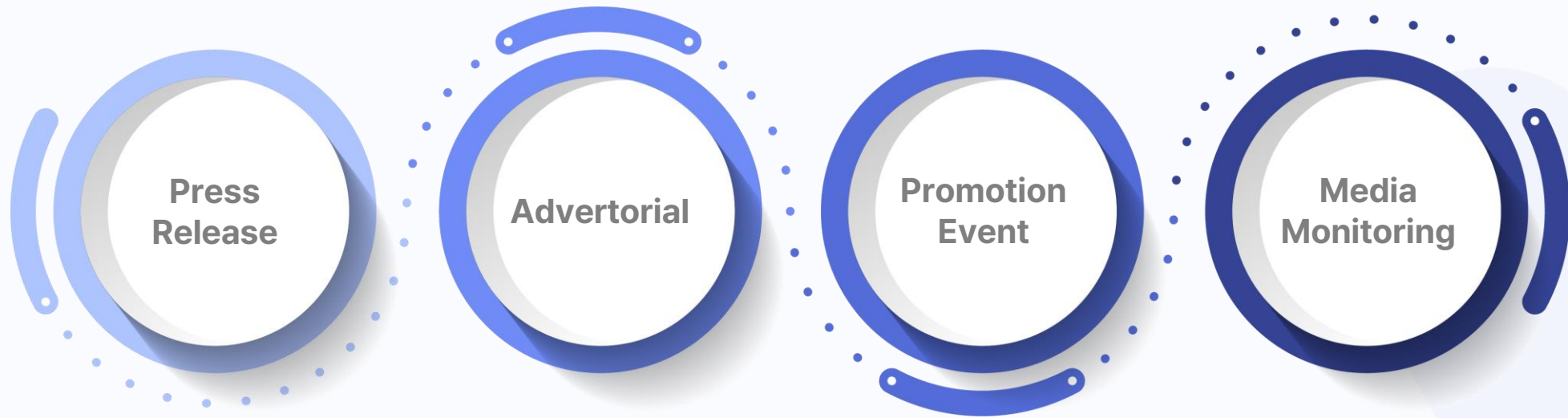


Press Release

- Media Crisis Management
- Media Monitoring & Evaluation
- Press Fam-trip

Cosultant

- Operation & Management
- Liaison
- CRM



Press Release

- Make a Press Release
- Distribute a Press Release
- Clip the News
- Feature Article
- Fam Tour
- Press Conference
- Table Meeting

Advertorial

- Plan the Advertorial
(Ad as Article type)
- Online Press Release

Promotion

- Event Promotion
- Make Promotion
- Materials

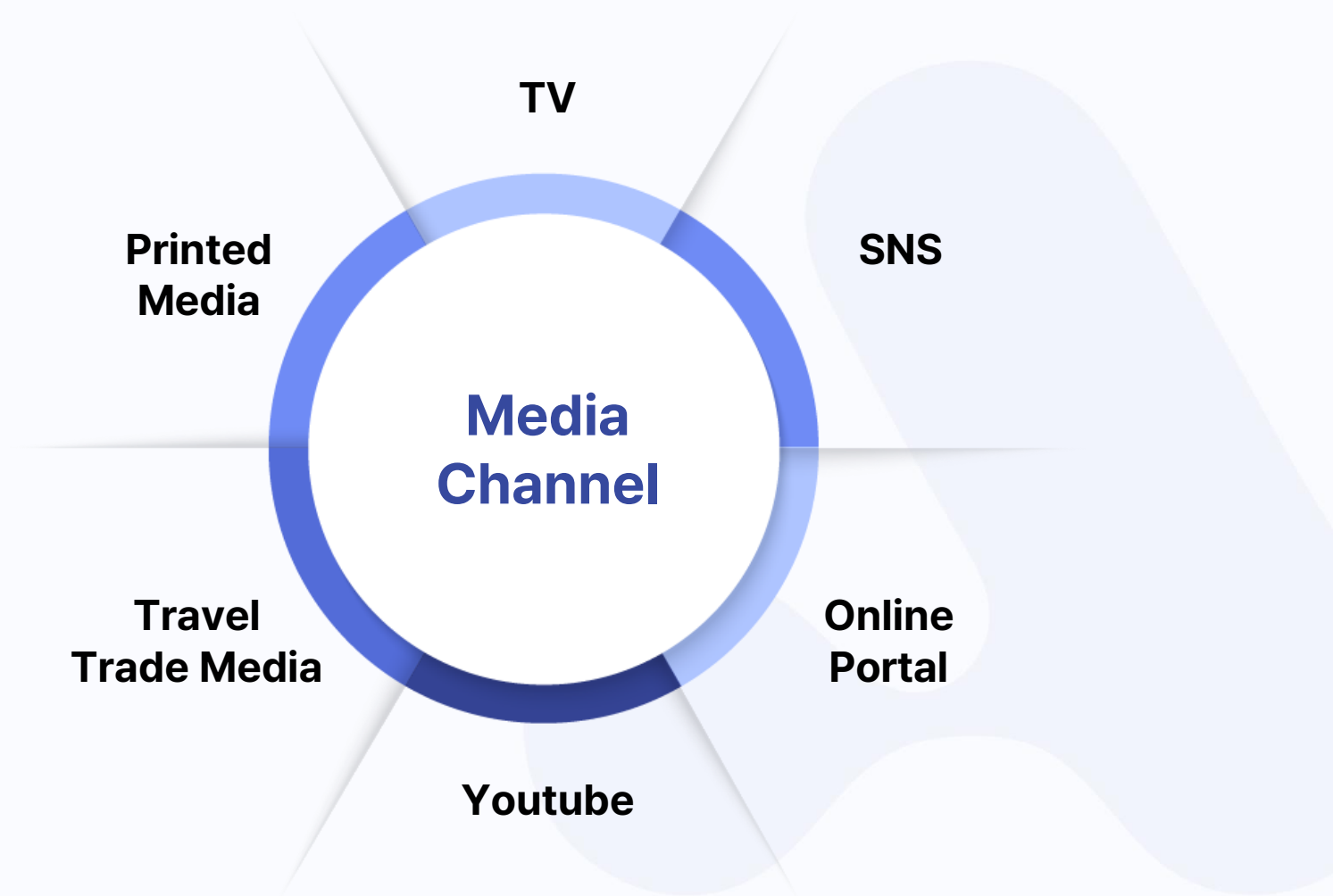
Media Monitoring

- Media Evaluation
 - Analyzing the market trend
 - Report the exposures through the reports
- Prevent any negative issues on the brand and managing the negative issue for any occurrence

IMC Specturm

Establish Strategy

- Communication Strategy
- Brand Consulting
- Market Research
- Media Mix
- Quartely Strategic
- Establishment of marketing strategy
- Brand Identity



Marketing Activity



TV Filming

Organizing various shootings at our property.
- Entertainment/ Information program,
- Home-shopping



Participate/Support at Fairs

Participating at effective B2B fair
Support the travel Agency at B2B fair



Star Marketing

Various kinds of consumer and sales promotions
utilizing the popularity of celebrities.

SNS Operation

Producing and operating a kinds of SNS
- Blog, Online Cafes
- Facebook, Twitter



Marketing Materials in Korean

Make a brochure, location map for guide
for the convenience of Korean travelers as well as
Staff of travel agency



Website Development

Launching/renovating the new Korean website
Registration of URL's / Maintenance of web-hosting
Online promotion



Organize Road Show

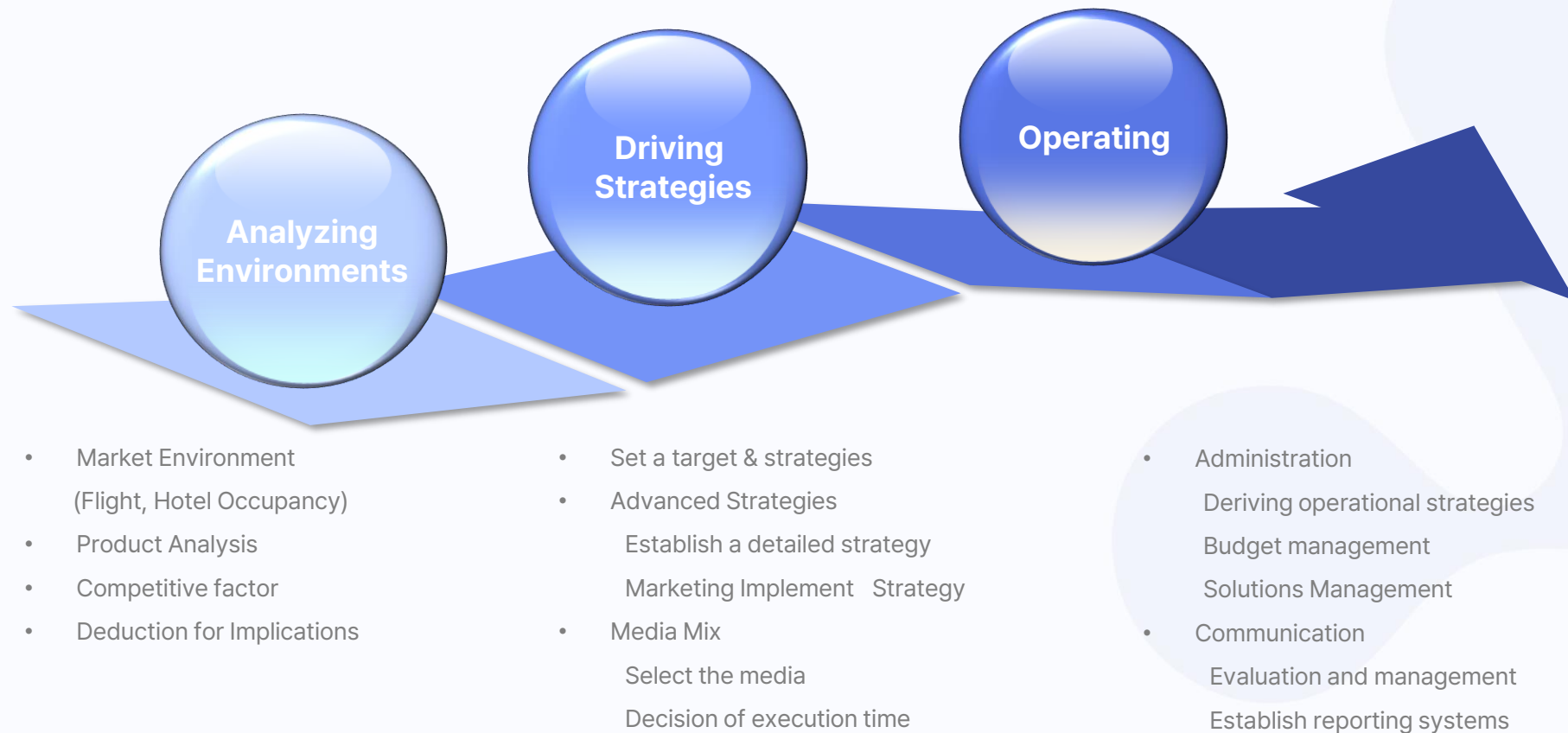
Roadshow, Seminar, Workshop inviting travel
agencies, media, airlines, MICE organizers



Marketing Process

3 Step – Total Check System

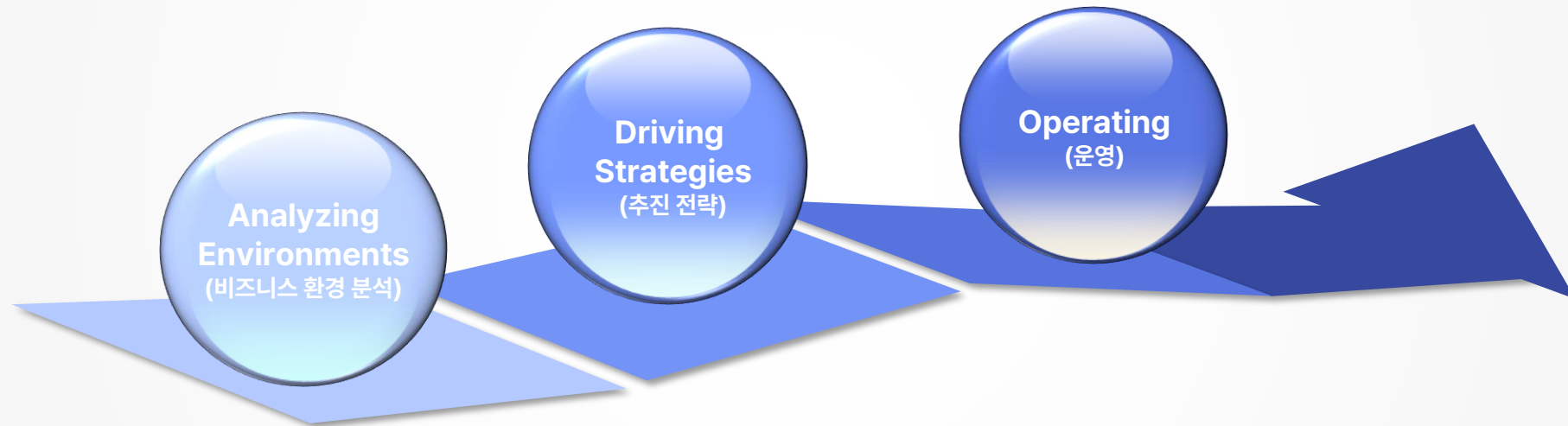
Aerone **3 Step process** is for a stable and systematic marketing execution



Marketing Process

3 Step – Total Check System

Aerone 3 Step process is for a stable and systematic marketing execution



- 시장환경분석
(항공편, 호텔, 리조트)
- 상품 구성요소 분석
- 시장경쟁력 확보
- 위험요소확인 및 최소화
- 선택과 집중

- 시장 진입 시기 & 전략 수립
- 단계별 달성 목표 설정
세분화된 단계별 전략 수립
각 단계별 시너지 요소 확인
- 미디어 매체들과 협업
양적 성장

- 예산 수립 & 관리
분야별 성취도에 따른 관리 방안 수립
인력 구성
- 구성원간 소통 채널 구성
자체 평가 시스템 구축

Market Strategy (incl. Leisure, BT, MICE etc)



Destination Marketing

Objective : Move from awareness to consideration

WHO

Addressable Market

WHEN

Whole Year

WHAT

Destination Marketing Plan

- PR Plan
- Trade Engagement Plan
- Leverage Foundation Set

Visitor-Centricity

Marketing Strategy : IMC

Objective : Drive to Booking

Target Audience

Whole Year

Bursts

Campaign Strategy

Augment & Intensify

- Channel Plan
- Foundation Set
- PR Activities

Additional Bought Media

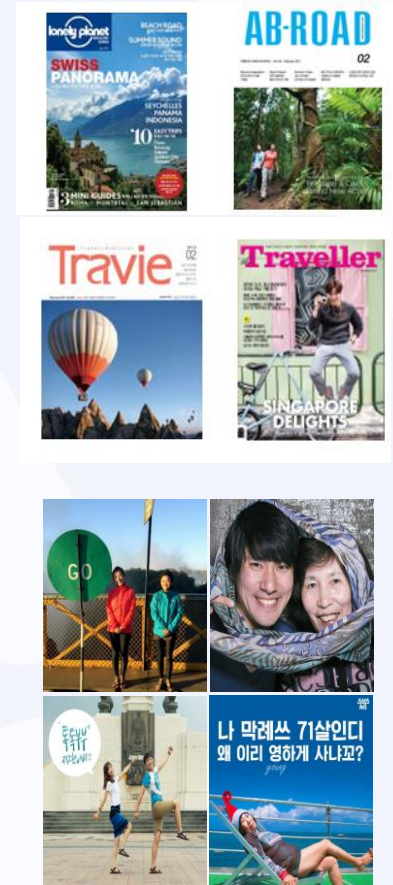
In-Market Plans Propose

Focus

- Set up guidelines for sales development.
- Utilize the various marketing ways and strategies suitable for targets and Korea market.
- Continue in developing the competitive promotions through on and offline in order to lead the target's interest to client's brand
- Increase Brand Awareness and Average Occupancy Rate for Korea Market.
- Tap digital economy, branded content & entertainment, and enhance our Meetings &
- Incentives portfolio.
- Implement a mix of PR (media, KOLs), marketing, partnerships, trade and non-travel trade
- engagement activities for the segments of leisure and BTMICE.t

Print / Digital Media FAM

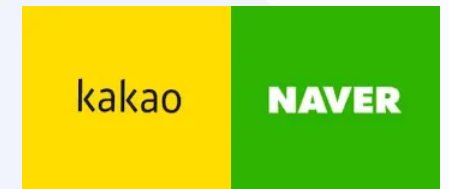
- Work with Korea key travel media: Lonely planet,
- Traveller, Travie, AB Road, Tour de Monde (5 major travel media)
- Coverage: Printed article and SNS contents from partnered media.
- Influencer Passion FAM (SNS, Social Media)
- Viral contents (video) creation with Youtube/Instagram influencers



In-Market Plans

Brand Media

- Suggest the qualified plans for developing the traffic to the website.
- Create and develop the SNS suitable for fulfilling the client's need.
- Develop the diverse strategies in increasing traffic and followers to the SNS.
- Maintenance of the website with the optimization methods.
- PR/ Social: SNS contents from KOLs, media and power bloggers



Partnership with Korea Major Trade and Airline

- Stronger partnerships with Korea major Travel agent include OTA and Airlines for drive conversion.
- Integration with print and online media exposure to support the sales campaigns.
- Consumer and travel trade promotions connected to the increase of Korean arrivals.
- Utilize the co-ops with various partners for the cost effectiveness
- Develop the chance of fam tour together with airlines and partners sharing the market needs.
- Maximize the affiliation for the creation of synergy effect.



Systematic and efficient reporting system

Weekly Report

- Summary of Sales Calls, contacts
- Information on any relevant news
- Schedule of potential sales group, number and content of inquiries
- Revise details of monthly report if necessary

Monthly Report

- All activities for a month
- Discuss target, purpose, timelines of meeting with clients Market overview
- Competitors analysis

Annual Report

- All activities for a fiscal year
- Market overview for past year
- Prepare competitive strategy for the next year

Aerone is dedicated to staying on the cutting edge of innovative marketing advertising and public relations.

Aerone is well established as the marketing representative which has consistently demonstrated innovative and flexible approaches that can be used by the clients in accomplishing their goals

Marketing can submit monthly reports to each client including a summary of sales calls, contacts, information on any relevant news, schedule of potential sales group, number and content of inquiries etc.

Monthly Report will include all activities done for the past month for the client. Market overview and competitors analysis will be included as well.

Aerone will submit an annual report including all activities in the fiscal year as well as a market overview for the past year in order to develop the competitive strategy for the next year.

The separate proposal on each marketing, sales, PR including the budget and the expected ROI will be submitted for approval.

Convenient Access Gate



Reply to consumers regarding trade, and press related inquiries.



Warehousing



Update CRM and database



Information dissemination and collateral distribution



Mailing



Dedicated phone, fax and e-mail addresses

QUALIFICATION OF MAJOR PERSONNEL

LEE, Jae Wook CEO

JaeWook has worked in Singapore Tourism Board over 20 years included as Senior Manager Marketing Group Singapore Tourism Board HQ, He has Korea market analysis and strategy development comprising landscape assessment, defining the marketing strategy (target audience and marketing objective). Set up and deliver the Learning Plan for Korea to close the gaps and identify opportunities through understanding the market landscape including trade, consumer and media perceptions. Define the Target Audience and Leisure Marketing Objective for Korea market. Provide marketing expertise to Korea RO so to dovetail their plans to complement HQ's consumer centric approach. He has an in depth knowledge on systematic analysis of market situation, development of strategies, plan executions, and analysis of the results to achieve the marketing objective.

He also has a long career in destination sales making him outstanding in this Korean tourism industry. He has worked in 29 Media Seoul Korea as director, handled PR correspondence, institutional promotion (including advertisement and collaterals) Supervised staffs and managed PR and sales department the company, Responsible for company's magazine and other publications, communications with stockholders, general publicity, and media relations. Providing readers with not only interesting stories but also informative information.

He also worked in OneTour & Travel Co Manila Philippine as representative a largest local DMC in Philippne during the period, he handled Biggest Korean inbound travel operator in Philippine during the period.

He handled, creating new travel products for Korean travelers. Organize the Details of Events and Business Travel Arrangement, Corporate Agendas, and Itinerary. Organize Business Events Such as Corporate Meeting, Tourism event, and Trade Show.

To conduct chartered air flights between Korea to Philippine. Responsible for employee management. Representative for Korea tourism association in Philippine from 1993-1996.

He has educated University of Santo Tomas Manila Philippine with Science in Tourism and masters degree in Science in Tourism Management at Kyung Hee University Seoul Korea.

주요 인력

LEE, Jae Wook CEO

이재욱 대표는 싱가포르 관광청 본사에서 마케팅 그룹 시니어 매니저를 역임 하였으며 20년 이상 싱가포르관광청에서 근무 하였습니다.

한국 시장 분석 및 전략 개발, 환경 평가, 마케팅 전략(타겟 고객 및 마케팅 목표) 정의 등의 업무를 담당 하였습니다.

오랜시간 한국 관광 업계에서 일하면서, 관광 지역 마케팅 및 브랜드 포지셔닝 분야에서 분야에서 경쟁력을 인정받았습니다.

또한 관광 소비자 및 미디어 인식을 포함한 시장 환경을 이해하여 격차를 좁히고 기회를 파악하기 위한 한국 진출 계획을 수립하고 제공하였습니다. 한국 시장의 타겟 소비층 및 레저 마케팅 목표들에 대한 정확한 정의 와 한국시장 에 마케팅 전문 지식을 제공하여 본사 의 소비자 중심 접근 방식을 보완할 수 있도록 계획을 수립했습니다

마케팅 목표 달성을 위한 체계적인 시장 상황 분석, 전략 개발, 계획 실행 및 결과 분석에 대한 심도 있는 지식을 보유하고 있습니다. 또한 관광 지역 브랜드 마케팅 분야에서 오랜 경력을 쌓아 한국 관광 업계에서 두각을 나타내고 있습니다.

‘29 MEDIA 서울 코리아’에서 이사로 근무하였던 기간중에는, 홍보 대응, 기관 홍보(광고 및 자료 포함), 기업 홍보 및 영업 관리, 매거진 및 기타 출판물, 광고주와의 커뮤니케이션, 일반 홍보 및 언론 홍보를 담당했습니다.

또한 독자들에게 흥미로운 이야기뿐만 아니라 유익한 정보를 제공했습니다.

DMC 대표로 근무했으며, 해당 기간 동안 필리핀내 가장 큰 규모의 한국인 인바운드 여행사 업무를 담당했습니다. 한국 여행객을 위한 새로운 여행 상품을 개발 함은 물론 각종 행사 및 비즈니스 출장, 기업 연수, 기업 회의, 관광 행사, 무역 박람회 등 다양한 이벤트를 기획했습니다.

1993년부터 1996년까지 필리핀 한국관광협회 대표, 경희대학교 관광경영학 석사 학위를 취득했습니다.

Thank you

