



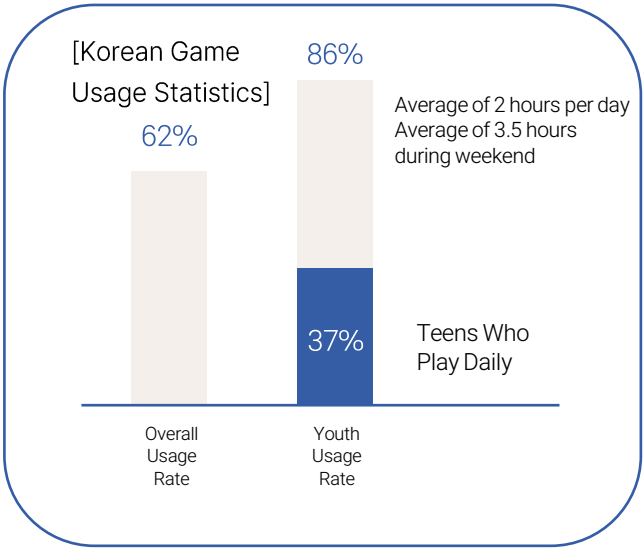
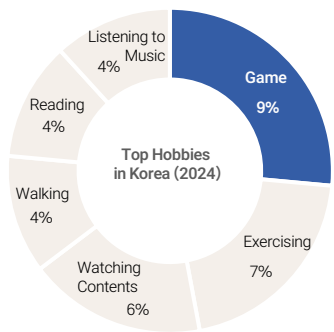
# Brand Partner Introduction

2024.11.

# 01 The Marketing Platform That Truly Understands Gaming



Gaming is the #1 leisure activity in Korea

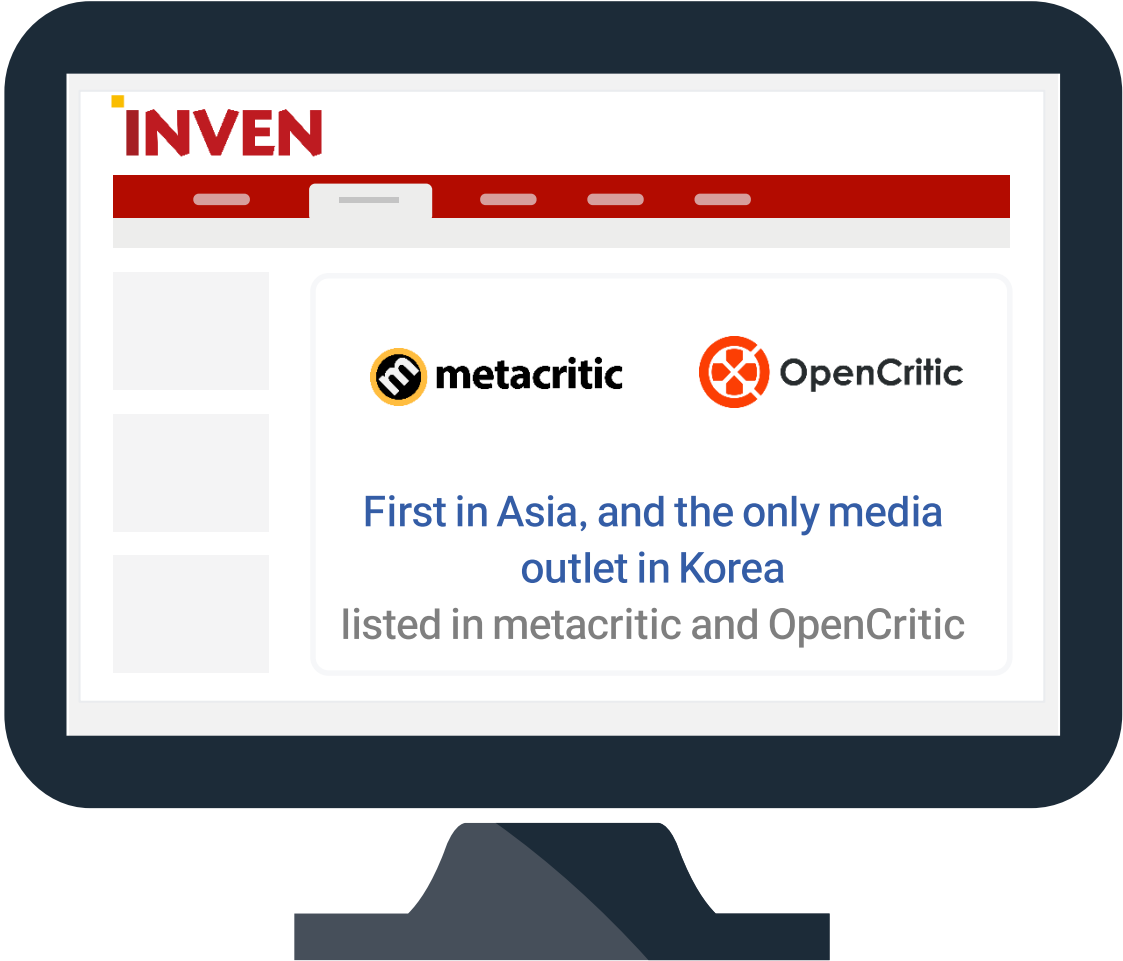


[Source] Korea Creative Content Agency, Gallup Korea

With the growing popularity of “game”,  
**INVEN** now stands at the core.

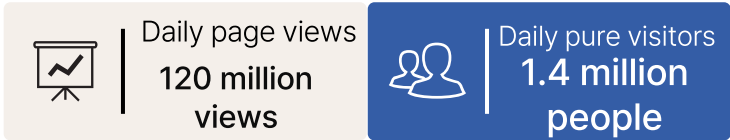
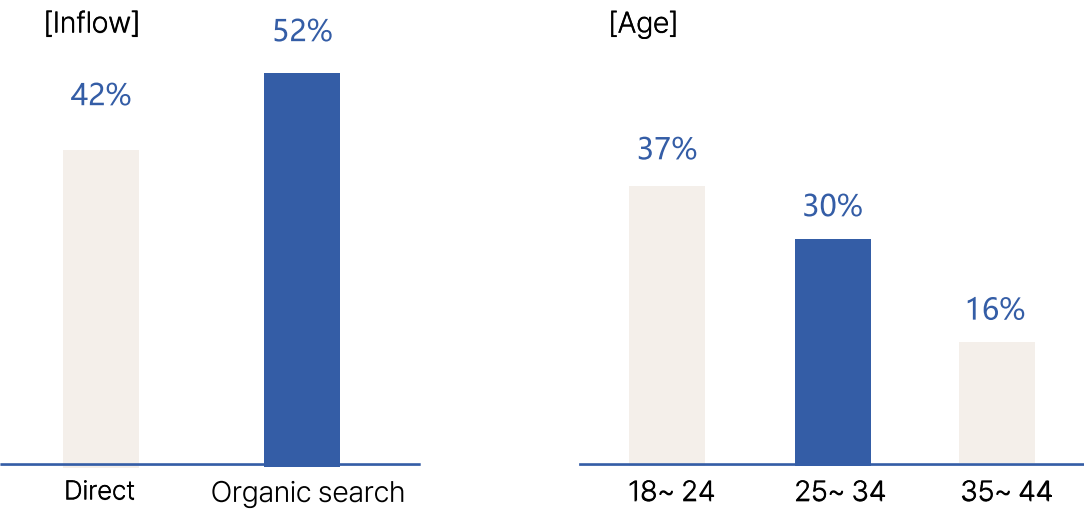


# 01 Korea's No. 1 Gaming Media Recognized Globally

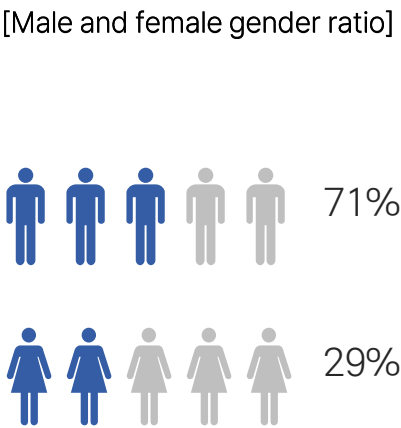
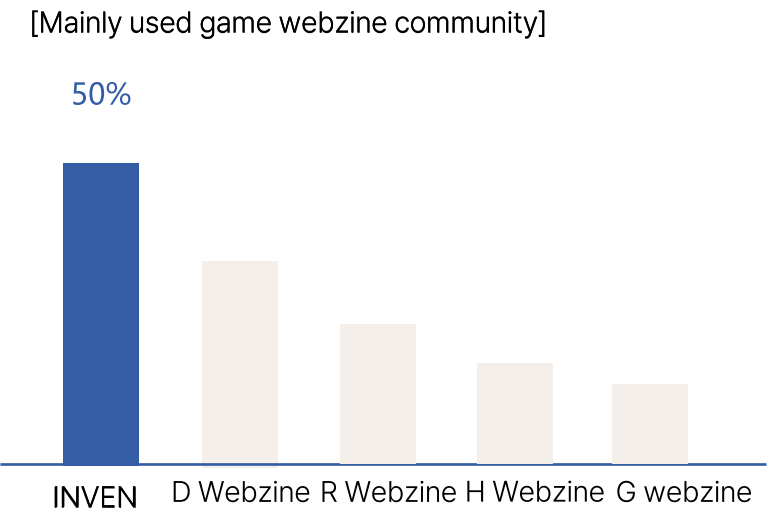


Official Media Partner for major  
global gaming events and show  
Game Awards Jury Member

## 02 The overwhelmingly popular gaming media that various ages visit



INVEN has 94% organic genuine PC/MOBILE/Steam/Console gamers and is a comprehensive brand marketing platform that can encompass all gamers from the 68% MZ and Zalpha generations to old school gamers.



[Most frequently used game webzines communities by age group]

Usage Ranking	10's	20's	30's	40's
1	INVEN	INVEN	INVEN	INVEN
2	D Webzine	D Webzine	D Webzine	R Webzine

## 03 Major Brand Partners with INVEN

SAMSUNG  
Odyssey

intel®

AMD

LEGION  
by Lenovo

OMEN

msi

REPUBLIC OF  
GAMERS

COLORFUL®

logitech G

steelseries

TURTLE  
BEACH®

ROCCAT

HYPERX

SECRET  
LAB

SIDIZ

crucial  
by Micron™

# Brand Partner Introduction

## Brand Partner

WHY Brand Partners

Package

Extending Brand Partners

04 WHY Is It Important To Be a Brand Partner - Building Brand Trust



[Reference] Edelman Trust Barometer, Nielsen

### Reduced customer retention costs

Loyal customers are over five times more likely to stay with a brand than non-loyal customers. Moreover, acquiring a new customer costs five times more than retaining an existing one.

By fostering loyalty, **brands can lower retention costs while increasing profitability.**

This is a critical factor in sustaining long-term revenue growth and brand development.

### Increased Repurchases and Purchase of New Product

Loyal consumers are **60–70% more likely to repurchase and try new products.**

This is because their trust in the brand, combined with positive past experiences, fosters curiosity and openness to new offerings.

### Enhanced customer lifetime value (LTV)

Loyal customers make repeat purchases over extended periods, significantly enhancing their lifetime value.

This **maximizes revenue per customer** and **improves your ROI in marketing.**

### Sustained sales growth

Loyal customers spend 67% more than regular customers. They regularly purchase products from your brand, especially when new products are released.

This consistent purchase **ensures stable sales,** helping your brand remain resilient during economic challenges or competitive pressures.

### Amplified viral effect

Consumers with high brand trust are approximately 50% more likely to recommend the brand to others, with 80% sharing recommendations with friends and family.

This naturally **boosts brand awareness and favorability.**

### Competitive pricing advantage

Consumers with strong brand trust are up to 30% less sensitive to price changes.

They are more inclined to continue purchasing from the brand even if it's not the cheapest option.

This stems from **their confidence in the brand's value and quality,** enabling your business to maintain profitability despite price fluctuations.



04 WHY Is It Important To Be a Brand Partner - Gamers’ Interest in Brands & Products and Their Consumption Patterns



Product Quality & Brand Credibility

Gamers place a high value on the quality and **credibility** of products related to their interests, including hardware, peripherals, food and beverage (F&B), and fashion and culture (F&C).

Brand Loyalty

Gamers exhibit strong **loyalty** to specific brands and tend to consistently purchase products from those they trust.

Media & Community Reputation and Influence

Gamers are highly sensitive to brand reputation in trusted media and gaming communities. They trust brands and products that are recommended by these sources, and are significantly **influenced by ratings and endorsements** from fellow gamers.

Interest in the Latest Technologies & Trends

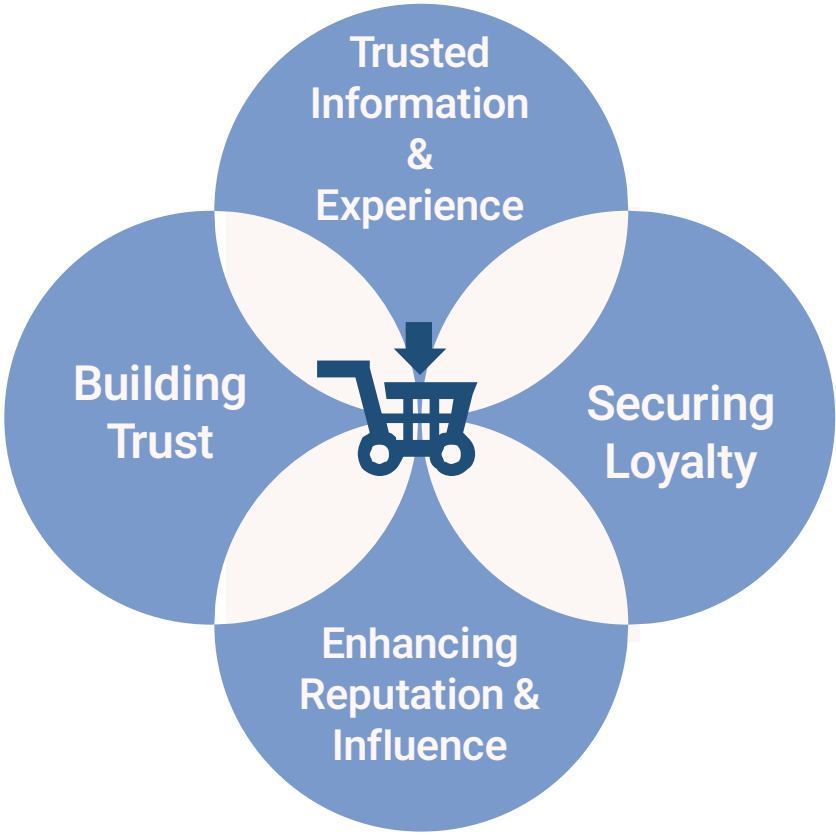
Gamers **are highly receptive to cutting-edge technologies and trends**. They eagerly **explore** new products upon release.

Gamers frequently upgrade to the latest hardware and devices to enhance their gaming experience. This commitment to optimization ensures seamless gameplay, improved performance, and the ability to enjoy the latest titles at their best.

Amplified viral effect

Gamers **value the holistic experience a brand and its products provide**. Beyond purchasing games, they invest in complementary elements such as hardware, devices, and lifestyle products (F&B, F&C) to elevate their overall enjoyment.

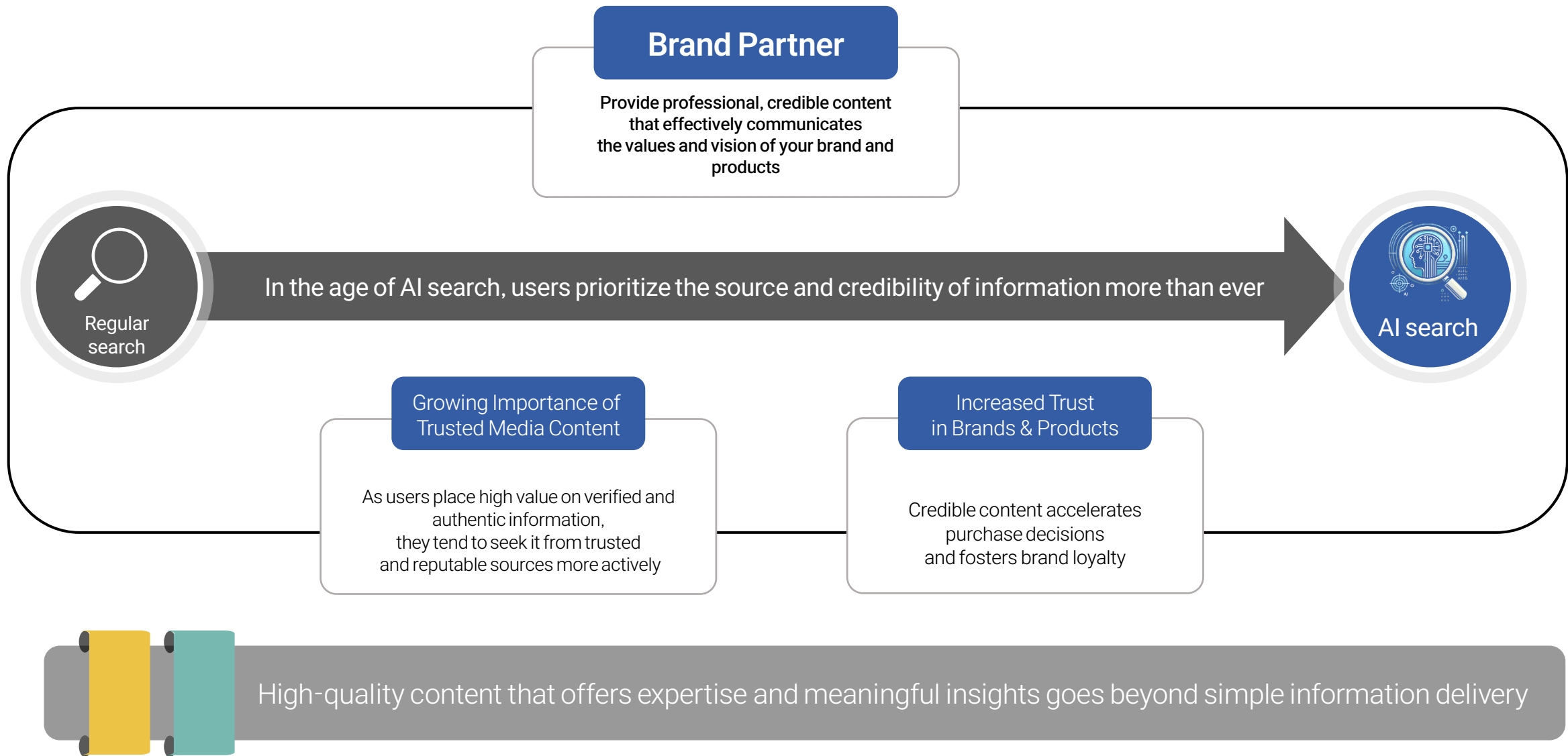
[Core Value Brand Partner Delivers]



04

WHY Is It Important To Be a Brand Partner - Delivering Trusted Content in the Age of AI Search

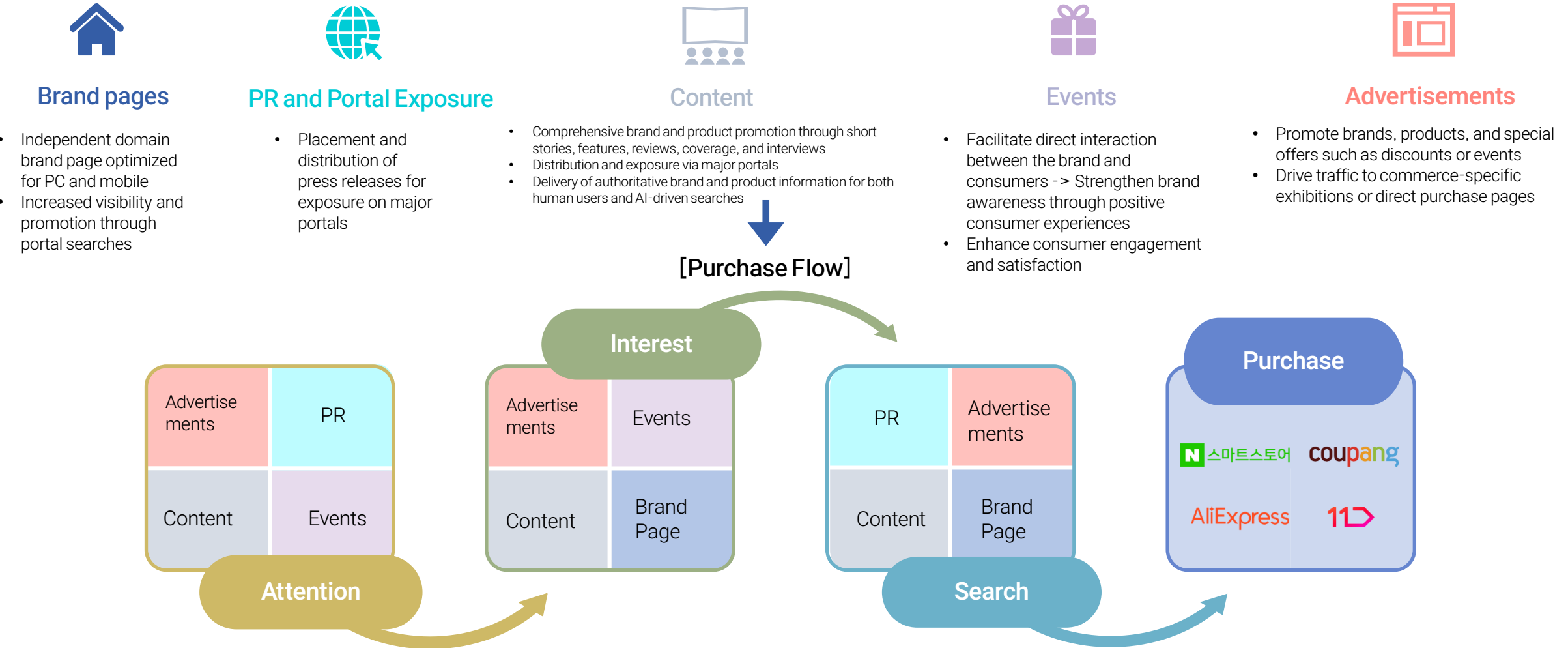
INVEN



# 04 WHY Is It Important To Be a Brand Partner - How Brand Partners Influence Product Purchase Decisions



Brand partner that provides trusted content and effective promotion, guiding gamers through their brand and product purchase decision process



# 04 WHY Is It Important To Be a Brand Partner - Branding Flow



Consumers with high brand trust are: more likely to repeatedly purchase products from the same brand; actively interested in exploring new products; and more inclined to choose the same brand, even when prices are less competitive



04 Brand Partner Package



PACKAGE TYPE		SILVER (1 Month)		GOLD (1 Month)		PLATINUM (1 Month)	
		3-Month	6 Month and longer	3-Month	6 Month and longer	3-Month	6 Month and longer
Cost (Month)		₩5,000,000	₩4,000,000	₩6,000,000	₩5,000,000	₩8,000,000	₩7,000,000
Landing Site (PC & Mobile)		●		●		●	
Press Releases		●		●		●	
Product Review		1		1		2	
Feature Articles							
Interview/Report Support							
Events		1		1		2	
Plot Event (Requires a prize of ₩500,000 or more)		X					
IT INVEN Special Page (Banner)	Sponsor Banner (Right Side)	●		●		●	
	Backskin	X		5		7	
INVEN Service Ads Imp.		26,000,000 Imp.		58,000,000 Imp.		81,000,000 Imp.	
Number of Brands Available		1		1		1	

# 04 Expand Your Brand Partners



## Advertisements

Effective online branding campaigns to create buzz and impact at critical moments, such as pre-launch, launch, and updates, ensuring brand gains visibility and momentum



## Strategic Gaming Content

Increase LTV (lifetime value) and acquire both new and loyal users by creating essential content for new gamers, and distribute this content across multiple channels, including portals, ensuring it reaches the right audience at the right time



## G-Star Promotion

Maximize branding exposure through on/offline promotions at G-Star, Korea's largest gaming event



## Broadcast Production & MCN Promotion



Plan and produce both online and offline content (e.g., BDC, LIVE, e-sports) that meets the needs of game companies, creators, and audiences, leveraging our expertise in broadcast production

## Global Marketing Services



Global marketing efforts that go beyond press release distribution. Create tailored content for key regions and publish it in major media outlets, optimizing SEO and executing targeted advertising to enhance brand visibility worldwide



## Global Game Social Media



Build and nurture a sustainable content community and fan base through Vortex Gaming, a global social media platform specializing in gaming

# Brand Partner Introduction

## APPENDIX

Brand Page

PR and Portal

Exposure

Content

Events

Advertisements

05 Brand Page – Launch



Create an independent domain brand page supporting both PC and mobile platforms. Boost visibility through portal search exposure by developing a dedicated landing page Featuring likes, subscriptions, external links to YouTube, and a customizable product details module



We can create a dedicated brand page which effectively showcase the brand’s key information.



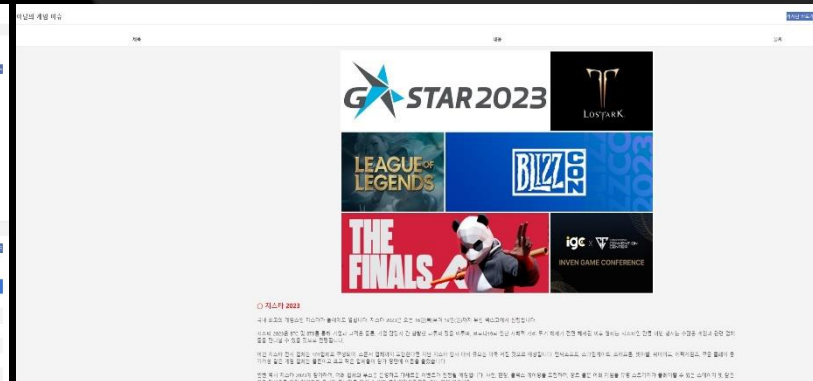
## 05 Brand Pages – Comprehensive Report

Manage integrated reports providing real-time statistics on Brand Page functionality  
Access daily, weekly, and monthly data aggregates for efficient management and analysis

### - Brand site statistics and hit count figures (From daily to monthly)



### - Issues of the month



### - Monthly content report

Monthly content report

제목	작성일	상태
2023-11-01	2023-11-01	완료
2023-11-02	2023-11-02	완료
2023-11-03	2023-11-03	완료
2023-11-04	2023-11-04	완료
2023-11-05	2023-11-05	완료
2023-11-06	2023-11-06	완료
2023-11-07	2023-11-07	완료
2023-11-08	2023-11-08	완료
2023-11-09	2023-11-09	완료
2023-11-10	2023-11-10	완료
2023-11-11	2023-11-11	완료
2023-11-12	2023-11-12	완료
2023-11-13	2023-11-13	완료
2023-11-14	2023-11-14	완료
2023-11-15	2023-11-15	완료
2023-11-16	2023-11-16	완료
2023-11-17	2023-11-17	완료
2023-11-18	2023-11-18	완료
2023-11-19	2023-11-19	완료
2023-11-20	2023-11-20	완료
2023-11-21	2023-11-21	완료
2023-11-22	2023-11-22	완료
2023-11-23	2023-11-23	완료
2023-11-24	2023-11-24	완료
2023-11-25	2023-11-25	완료
2023-11-26	2023-11-26	완료
2023-11-27	2023-11-27	완료
2023-11-28	2023-11-28	완료
2023-11-29	2023-11-29	완료
2023-11-30	2023-11-30	완료

### - Subscriber management

Subscriber management

이름	이메일	상태
2023-11-01	2023-11-01	완료
2023-11-02	2023-11-02	완료
2023-11-03	2023-11-03	완료
2023-11-04	2023-11-04	완료
2023-11-05	2023-11-05	완료
2023-11-06	2023-11-06	완료
2023-11-07	2023-11-07	완료
2023-11-08	2023-11-08	완료
2023-11-09	2023-11-09	완료
2023-11-10	2023-11-10	완료
2023-11-11	2023-11-11	완료
2023-11-12	2023-11-12	완료
2023-11-13	2023-11-13	완료
2023-11-14	2023-11-14	완료
2023-11-15	2023-11-15	완료
2023-11-16	2023-11-16	완료
2023-11-17	2023-11-17	완료
2023-11-18	2023-11-18	완료
2023-11-19	2023-11-19	완료
2023-11-20	2023-11-20	완료
2023-11-21	2023-11-21	완료
2023-11-22	2023-11-22	완료
2023-11-23	2023-11-23	완료
2023-11-24	2023-11-24	완료
2023-11-25	2023-11-25	완료
2023-11-26	2023-11-26	완료
2023-11-27	2023-11-27	완료
2023-11-28	2023-11-28	완료
2023-11-29	2023-11-29	완료
2023-11-30	2023-11-30	완료

## 05 PR and Portal Exposure – Press Releases & Content

Distribute press releases and other content to major portals and various media outlets for broad exposure

Example

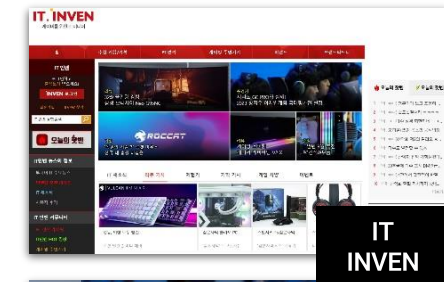
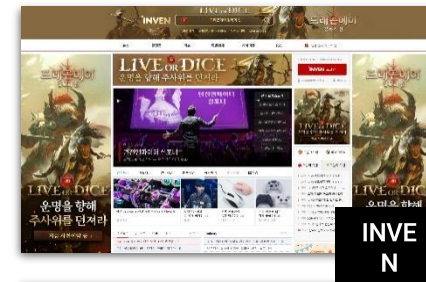
MSI, 'PGC 2023' 공식 게이밍 파트너 선정...최고의 게이밍 경험 제공

이현수 기자 (kido@inven.co.kr)



(주)엠에스아이코리아(대표 공병서)가 세계적인 e스포츠 대회 'PUBG 글로벌 챔피언십 2023(PGC 2023)'의 공식 게이밍 파트너로 선정되었다고 발표했다.

배틀그라운드 월드컵이라고 불리는 'PUBG 글로벌 챔피언십 2023'은 11월 18일부터 12월 3일까지 태국 방콕의 센타라 그랜드 라드프라오에서 열린다. MSI는 PGC의 공식 게이밍 파트너로서, 현장 해설 및 라이브 방송을 위해 하이엔드 게이밍 노트북인 '레이더 GE68 HX 13V'를 지원하는 등 전 세계 PGC 팬들에게 대회의 열기를 즉각적으로 전달할 예정이다. 또한 현장에 최신 게이밍 장비와 혁신적인 기술을 갖춘 MSI 부스를 설치하여 팬들에게 몰입감 넘치는 게이밍 경험을 제공할 예정이다.



Maximize visibility for all content, including press releases, by leveraging multiple channels

## 05 Content – Product Reviews & Feature Articles

In-depth feature articles and product reviews tailored to gamers, utilizing specialized personnel for authentic and impactful content  
Provide valuable information about the brand and its products

### Example of Product Review

[리뷰] 가벼운 게 좋다. 난 무거우니까 'MSI 소드 16 HX'

백승철 기자 (Bector@inven.co.kr)



예전과는 좀 다르게 게이밍 노트북 안에서 꽤 구분할 것들이 많아졌다. 본디 게이밍 노트북하면 고성능을 떼어내기 어려운 이미지가 있지만 이 성능이란 것도 즐기는 게임 혹은 필요한 환경에 따라 좀 더 높은 성능을 지원하는 제품, 야외 작업이 많기 때문에 다소 디자인적으로 평범한(?) 제품, 그리고 내가 가장 주목하고 있는 물리적인 부담감을 줄이기 위해 성능을 조금 내리는 대신 무게 또한 가벼운 제품까지.

수년 전까지만 해도 게이밍 노트북하면 떠오르는 이미지가 '장갑차'였다. 성능은 말할 것 없이 훌륭하지만 들고 다니기엔 노트북이라는 제품 고유의 역할에서 다소 부담스럽다는 편견이 굉장히 강한 제품이었으니까. 숫자로 보면 3kg대의 제품이 가벼워 보일 수 있지만 외근 다음날 찾아오는 어깨 통증을 몇 번 겪어보면 2kg 초반은 되어야 그 부담이 좀 적어진다.

### Example of Feature Articles

[기획] RTX 50이 와도 오공 돌리기 어렵다는데.. UMPC로 가능할까?

백승철 기자 (Bector@inven.co.kr)



게임 공개부터 출시 이후의 행보까지. 게임사이언스의 최신작 '검은 신화: 오공(이하 오공)'의 흥행이 굉장합니다. 8월 20일 출시 직후 3일 만에 1천만 장의 판매를 돌파하며 기대에 맞는 기록을 세우는 중입니다. 다만, 게임에 대한 평가와는 엇갈리게도 오공 게임에서 요구하는 시스템 환경은 꽤나 장벽이 높은 편입니다. 4K 해상도에 올릴 수 있는 모든 그래픽 옵션으로 설정한 오공은 RTX 4090 그래픽카드로도 60FPS이 방어되지 않는 가혹함을 보여줬습니다.

물론 60FPS이 유지되지 않아도, 꼭 모든 그래픽 옵션을 최상으로 맞추는 필요도 없는 것은 맞습니다. 다만 현존 최고의 성능을 갖춘 4090이 무너질 정도면 "와, 진짜 RTX 50(오공) 와야겠는데?"라는 얘기가 절로 나오게 됩니다. 그 어떤 게임을 플레이하더라도 어느 정도의 그래픽 옵션 타협을 하면 적당히 돌아갔던 제 PC도 QHD 해상도에 그래픽 옵션 중간 환경에서 플레이해 보니 한 번도 들어본 적 없는 광음을 내더라구요.

### Example of Feature Articles

[기획] 나만의 알파룸, '데스커 모션데스크'와 함께 하자!

백승철 기자 (Bector@inven.co.kr)



팬데믹으로 인해 일과 일상, 그리고 취미 간의 경계가 허물어지며 알파룸 꾸미기가 급부상했고 이는 현재진행형입니다. 저마다 하는 일과 즐기는 것, 생활 습관과 취향까지 다르겠지만 "내 식대로 예쁘게 꾸미고 싶다"라는 목표는 같을 수밖에 없습니다. 잘 꾸며 놓은 PC 공간만큼 소박하지만 만족스러운 마이 플레이스가 있을까요?

저 또한 작년 이사를 하면서 "이번에 못 꾸미면 당분간은 진짜 없다"라며 알파룸을 주제로 열심히 알아보고 루자하고 했으나, 사실 여전히 마음에 안 듭니다. 그중 가장 마음에 안 드는 건 좁은 책상. 일반적인 1인 규격보다 넓은 편이지만 요즘은 듀얼 모니터에 용도별로 다르게 구비하는 키보드, 또 자주 즐기는 콘솔 1대 정도와 노트북 혹은 태블릿까지, 생각한 대로 놓으려면 어렵고 없더라고요. 예쁘게 잘 꾸민 조립 PC도 공간이 없어 올리지 못했습니다.



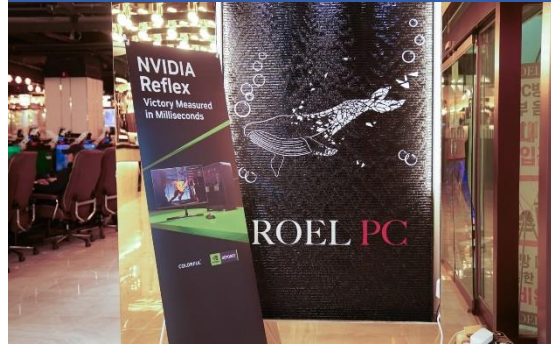
## 05 Content – Covering & Interviews

Conduct coverage of IT and hardware brands, including new product announcements, events, and interviews  
Promote products and brand by delivering real-time, engaging news from the field

Interview - Kim Kwan-woo (Asian Games)



Feature - NVIDIA-branded PC café visit



Feature - 2023 G-Star Inven Play Lounge

[풍경기] 지스타 2023 인벤 플레이라운지의 대형 모니터 성능은?

백승철 기자 (Bector@inven.co.kr)



11월 16일(목)부터 11월 19일(일)까지 부산 벡스코에서 개최되는 'G-STAR 2023(이하 지스타)' 벌써 3일차로 마지막 날을 앞두고 있다. 특히 오늘인 11월 18일(토)에는 한 자리수의 추운 날씨도 게이머들의 열정을 막을 수는 없었는지 취재가 쉽지 않을 정도로 많은 인파가 모였다.

특별한 이벤트 시간이 아닌데도 행사 시간 내내 유독 붐비는 공간이 있었으니, 바로 '인벤 플레이라운지 POWERED By Odyssey(이하 인벤 플레이라운지)'. 전국 가지각색의 취향을 갖고 있는 게이머들이 부담 갖지 않고 편하게 놀 수 있는 공간을 만들어보자는 취지로 인벤에서 준비한 공간이다.

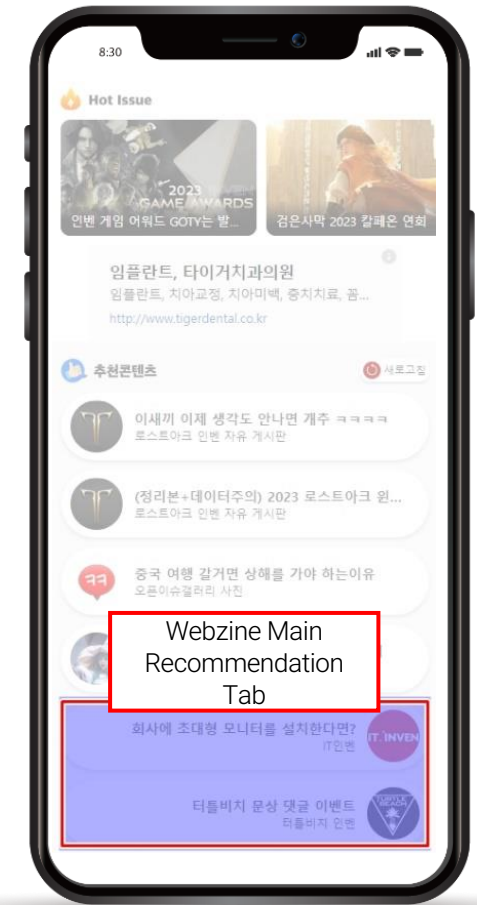
Event - Lenovo's New Product Launching



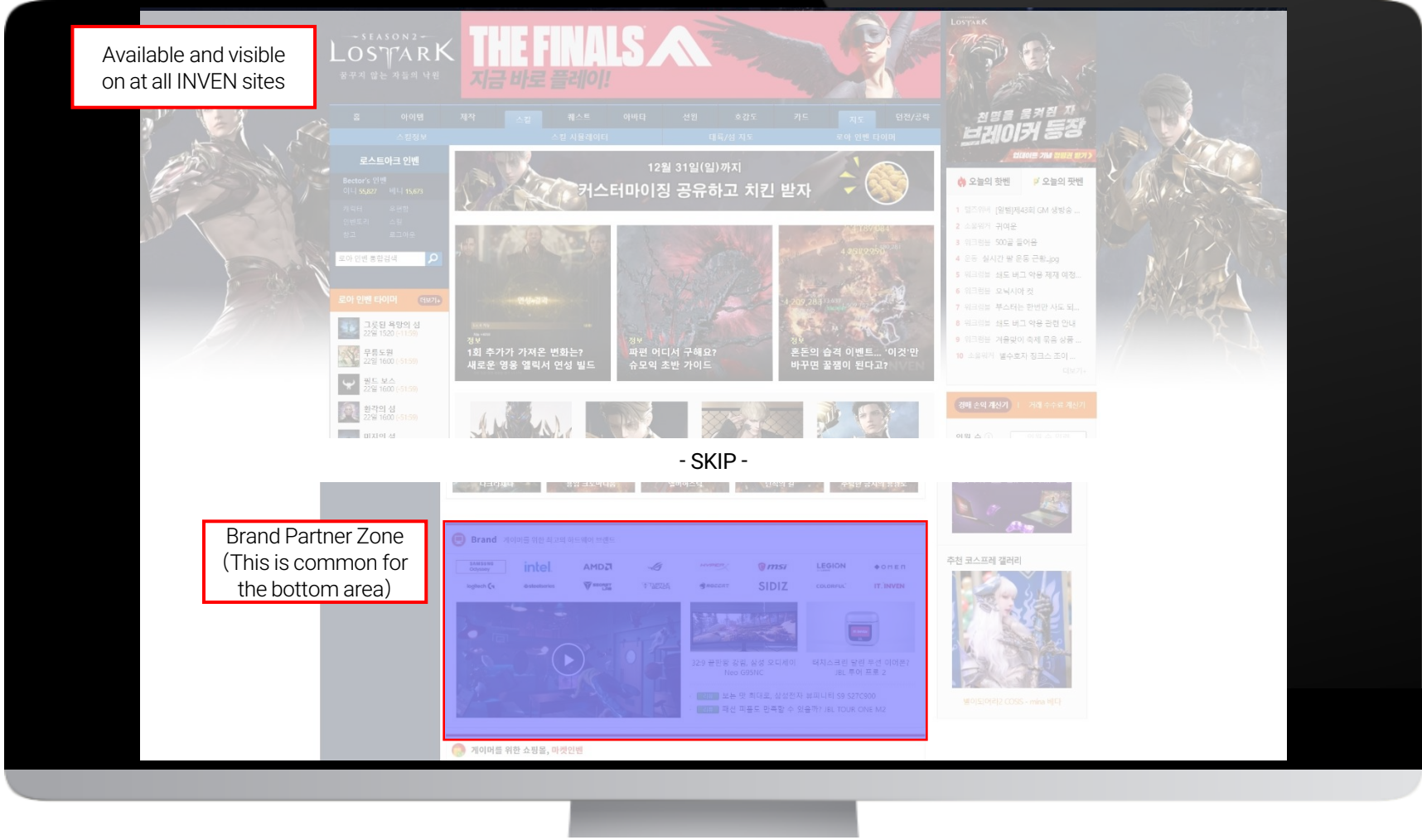
Interview - Pro esports Gamer (Gaming gear)



✓ To schedule coverage or interviews, please provide a minimum notice of 1-2 weeks for proper planning.



05 Content - Impression Area (Community Main PC)





Drive effective branding and promotion through a variety of events, including INVEN Brand Partners' experience reviews, comment events, and more



# 05 Plot Events



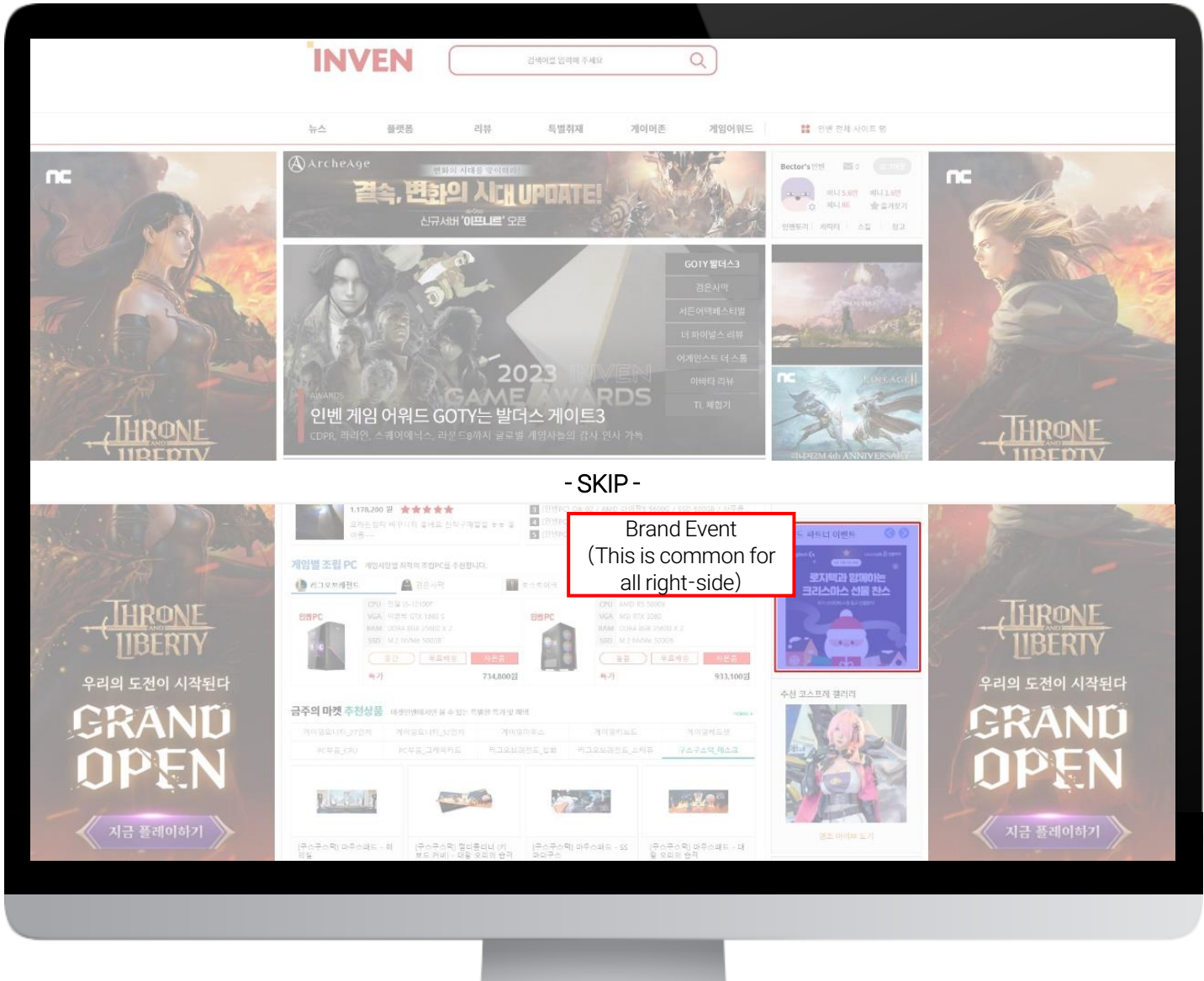
Plot notifications across the entire INVEN pages for major events through a prior discussion



- ✓ Simpler content such as short stories, press releases, feature articles, or reviews cannot be exposed
- ✓ Applicable only when prizes worth 500,000 KRW or more are sponsored
- ✓ Applicable only when all members of INVEN participate
- ✓ Exposure duration typically lasts around 6 hours, depending on the event content
- ✓ A prior discussion is required (at least one week in advance)

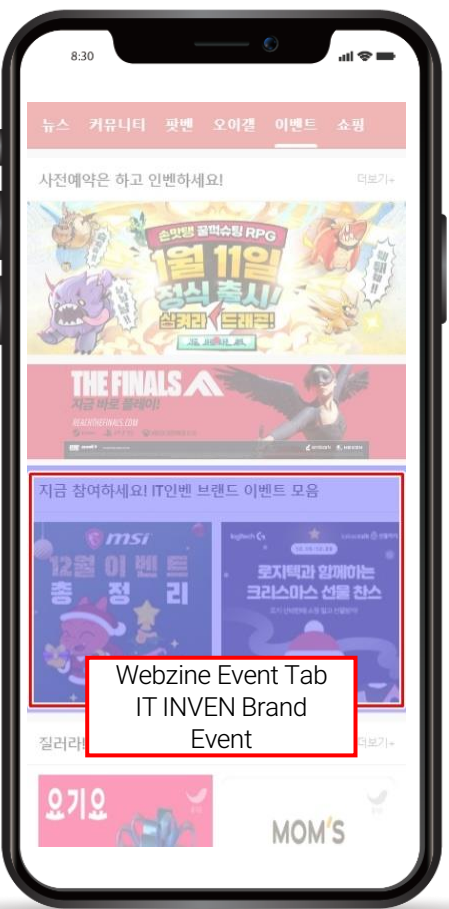


05 EVENT - Impression Area



- SKIP -

Brand Event  
(This is common for  
all right-side)



05 Ads - INVEN (PC & Mobile)



Traffic with an average daily unique visitor (UV) count of 1.4 million and 120 million page views (PV) daily  
Execution of effective marketing on main spaces of PC/Mobile utilizing 100% gamer traffic



- ✓ This service differs from general advertising products by offering tailored ad space to help Brand Partners operate more effectively
- ✓ The quantity of ad space and impressions available will vary based on the chosen package.

# 05 Ads - Impressions



Promote brands and products effectively through a variety of INVEN advertising pages  
Increase brand exposure through ads on the main webzine and in the gaming community



- ✓ This service differs from general advertising products by offering tailored ad space to help Brand Partners operate more effectively
- ✓ The quantity of ad space and impressions available will vary based on the chosen package.



## 05 Advertising - IT INVEN Backskin & Sponsor Banner (Right Side, PC)

Maximize brand exposure with evergreen sponsored banners and backskins prominently displayed on the IT INVEN's main site

※ This area is exclusive to IT INVEN only.





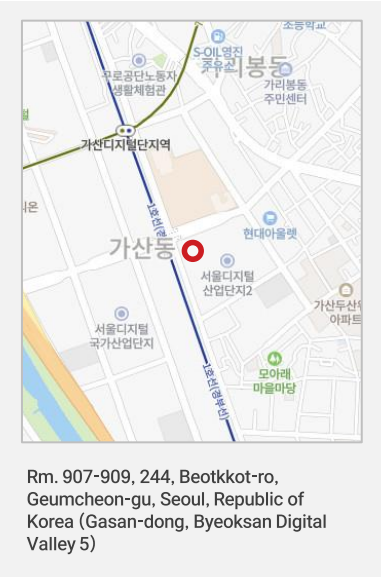
[\[Watch the INVEN's INTRO Video\]](#)

There are countless **games** in the world, but the most successful ones have partnered with **INVEN**

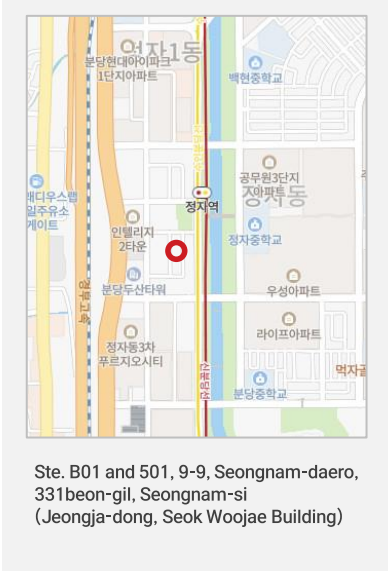
Bundang Office (HQ)



Gasan office



ENCHANT (Studio)



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