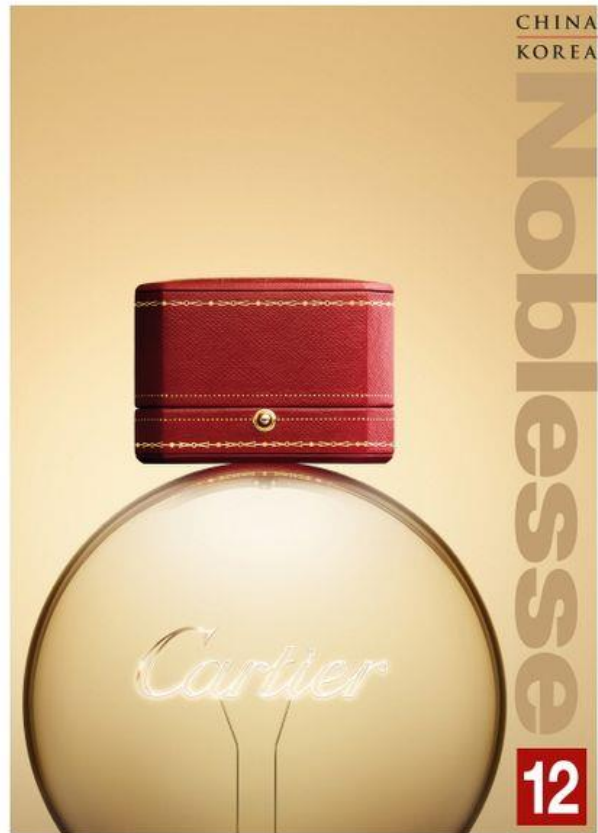


Noblesse Digital AD Proposal



HIGH-END LIFESTYLE LEADERS

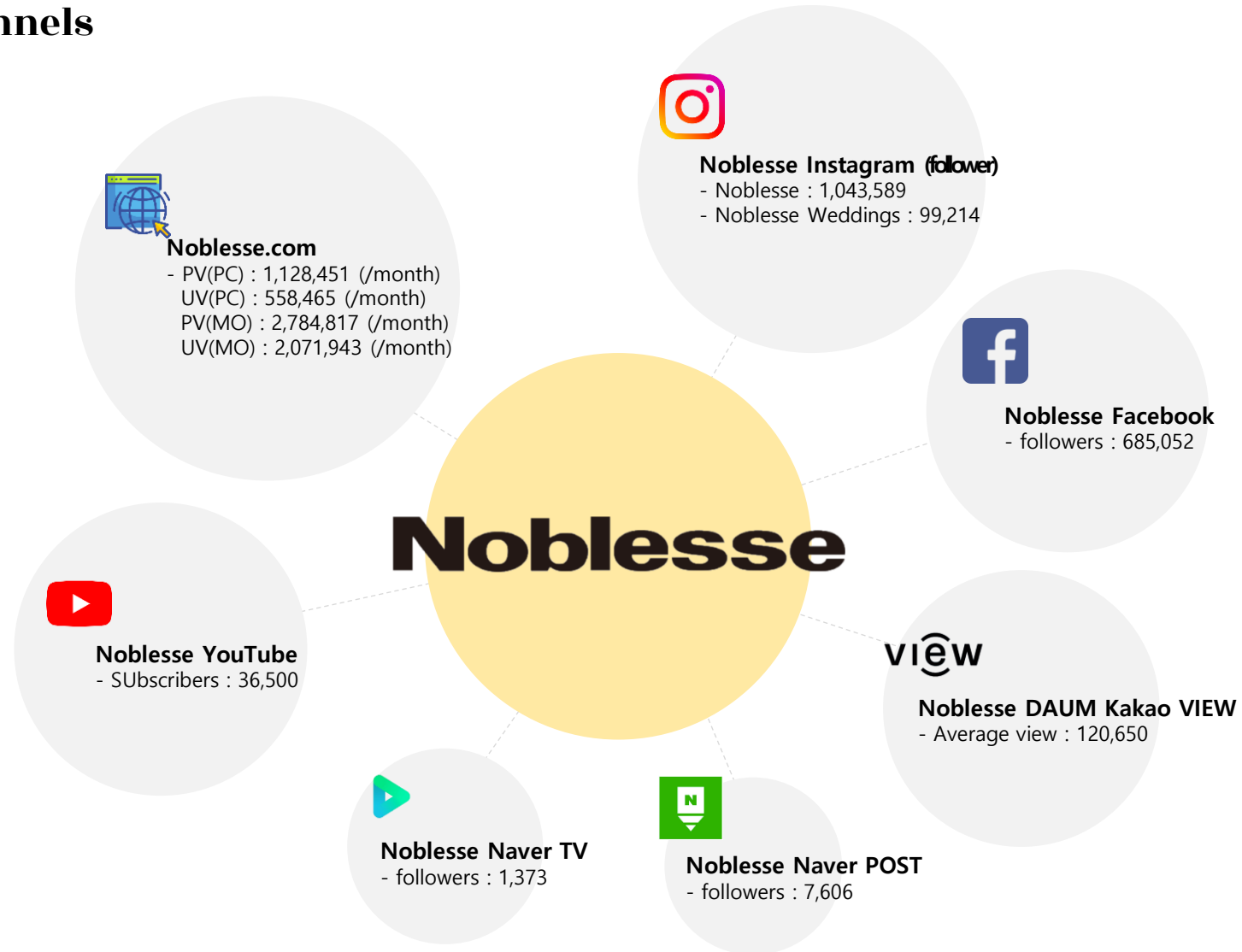
The main target of Noblesse is not only the consumer with high purchasing power but the opinion leaders who enjoy the 'value' of consumption, culture, and new lifestyle and emphasize the heritage of spending money.

HIGH-QUALITY CONTENTS

Noblesse delivers handpicked fashion, beauty, lifestyle, and feature information based on the interests and needs of opinion leaders.

Noblesse creates articles with originality and spreads qualified content to our target audiences.

Noblesse Digital Channels



※ based on the data of Feb 2023

Noblesse Digital Content

Noblesse creates high-quality videos, social media, and editorial content for opinion leaders who enjoy the new lifestyle.



BRANDED VIDEO

The premium branded videos that only Noblesse can create



SOCIAL MEDIA CONTENT

Social media content that delivers the news of high-end brands



EDITORIAL

High-quality articles the editors of Noblesse plan and create

NOBLESSE DIGITAL SOLUTION

Noblesse not only creates high-quality content but also helps to bring better data and insight.



Noblesse Digital Solution suggests successful social media management and performance marketing strategy.



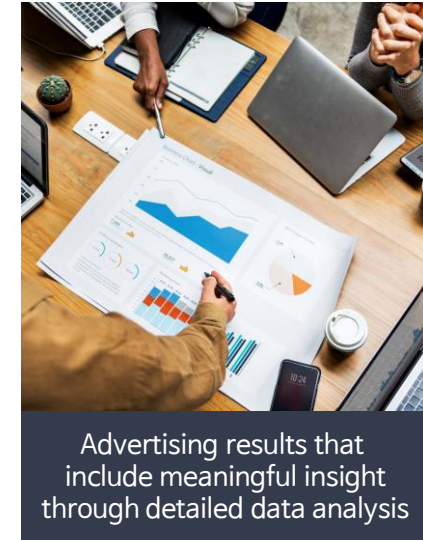
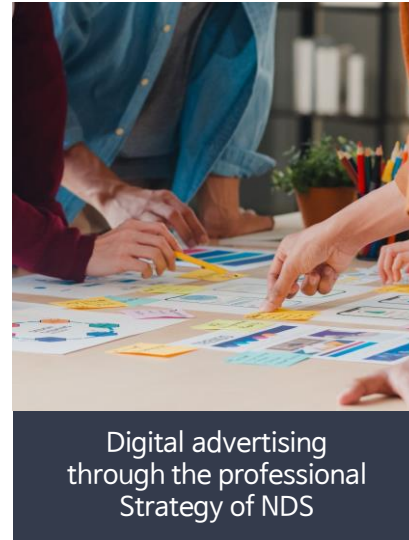
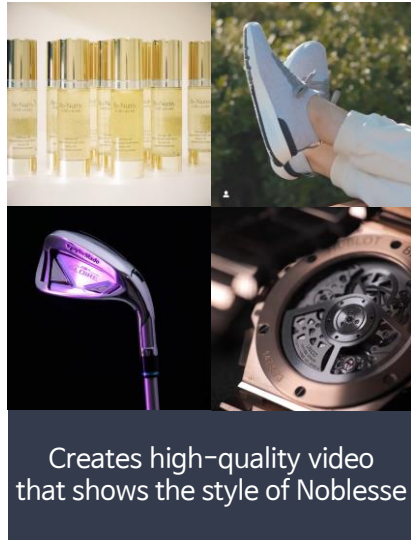
Through the proper digital advertising strategy, NDS finds the best point between content and performance marketing.



NDS helps to maximize the effect of advertising and analyze the data by setting proper guidelines that follow the needs of brands.

NOBLESSE DIGITAL SOLUTION PKG

Experience professional performance marketing through the Noblesse Digital Solution PKG.
Noblesse Digital Solution PKG brings more meaningful results through accurate advertising settings and data analysis.



TITLE	FORMAT	RATE
Product only video PKG	Product only video + Sponsored AD	3,000,000 + Sponsored AD cost
Product with model PKG	Product with model video + Sponsored AD	3,000,000 + Sponsored AD cost
Brand customized PKG	Brand customized video + Sponsored AD	Production cost + Sponsored AD cost

※ The cost of 'Product with model' can be changed by the awareness of model
※ The minimum cost for Sponsored AD is ₩500,000 / the commission fee 20% will be charged

A● Content Posting

[A-1] Instagram

- Feed Posting
- Story Posting

[A-2] Digital Content Posting

- Facebook
- Youtube
- Naver TV

[A-3] Digital advertorial

- Noblesse.com
- Naver Post
- DAUM Kakao View

[A-4] Noblesse.com DA

NOBLESSE DIGITAL AD

[A-1] Instagram



Channel		Guarantee	Price	Note
Noblesse IG	Feed Posting	20,000 view, 4,000 like guarantee	5,000,000 won	Sponsored AD available
	Story Posting	-	4000000 won	
Noblesse Weddings IG	Feed Posting	20,000 view, 4,000 like guarantee	5,000,000 won	
	Story Posting	-	4000000 won	

NOBLESSE DIGITAL AD

[A-2] Digital Content Posting



[노블레스] 엠비규어스댄스컴퍼니가 청담동 명품 거리에 떴다



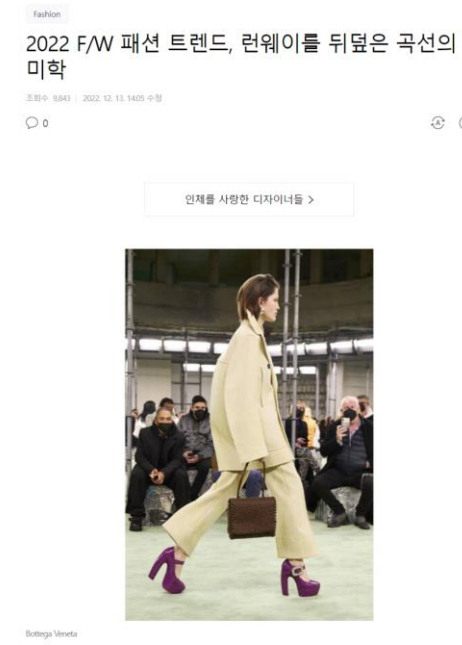
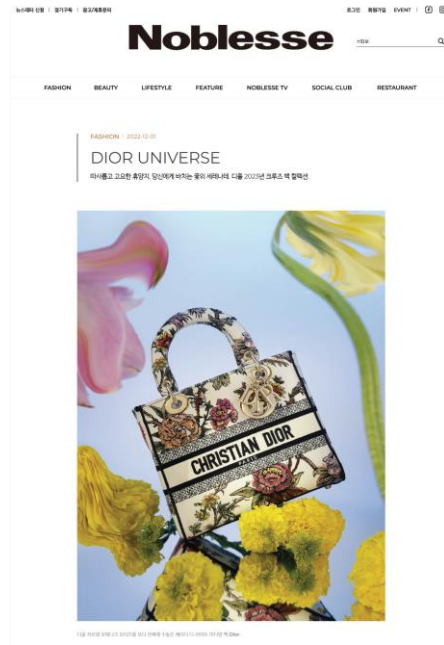
배우 이영애와 포레르빠주의 특별한 만남!

▶ 5,965 ♥ 6 | 1년 전

Channel	Guarantee	Price
Noblesse Facebook	3,000 View	4,000,000 won
Noblesse Youtube	5,000 View	4,000,000 won
Noblesse Naver TV	-	3,000,000 won

NOBLESSE DIGITAL AD

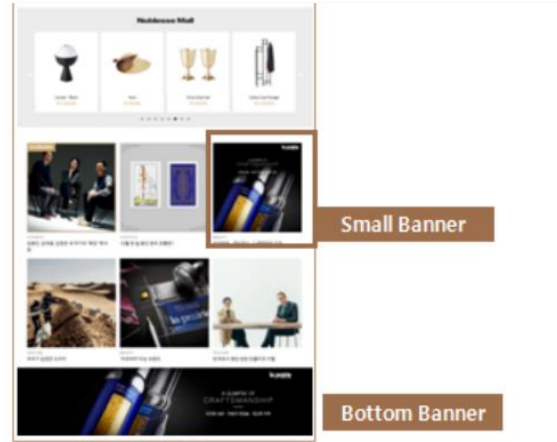
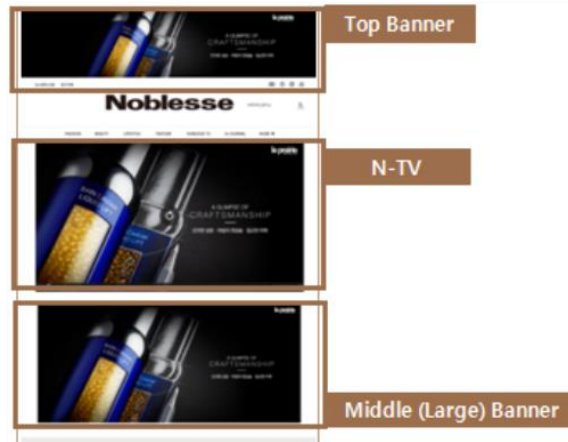
[A-3] Digital advertorial



Channel	Guarantee	Price
Noblesse.com	-	4,000,000 won
Noblesse Naver Post		4,000,000 won
Noblesse DAUM Kakao View		4,000,000 won

NOBLESSE DIGITAL AD

[A-4] 노블레스 배너 광고



Channel	Guarantee	Price
Noblesse.com DA	SOV 100% / 5 banners on main page, 4 banners on other pages (Main : Top, Bottom, N-TV, Large, Article / Other pages : Sub, Article bottom, List bottom, Login)	20,000,000 / 1 week
	Expected CTR 1.5% / Expected Impression 1,500,000 ~ / Expected Click 25,000 ~	

B. Content Creating

[B-1] Video Content Creating

- Product only
- Product w/ models
- Brand customized video

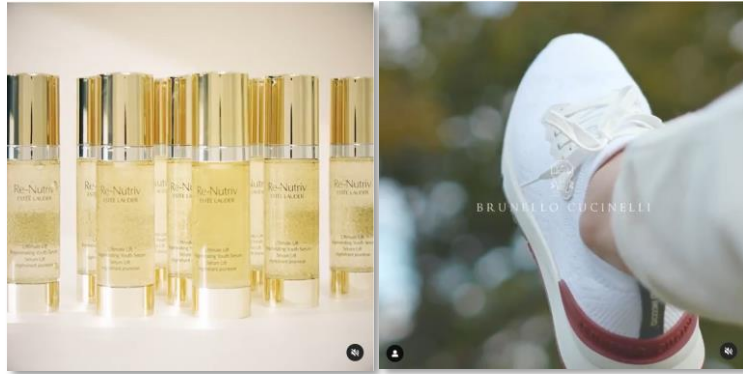
[B-2] Digital Tie-up Content

[B-3] Youtube content PPL

[B-4] Sponsored AD

NOBLESSE DIGITAL AD

[B-1] Video Content Creating



▲ Product only



▲ Product w/ models

※ Click the image to move to the video



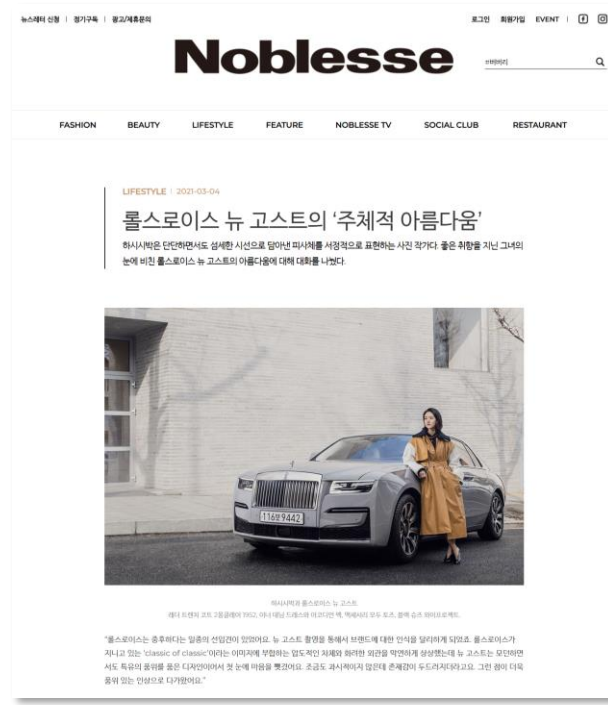
▲ Brand customized video

Product	Content	Price	Note
Video Content	Product only	3,000,000 won	
	Product w/ models	3,000,000 won +	Extra fee will be charged for the model
	Brand customized video	TBD	

※ Noblesse channel posting fee is not included.
 ※ Further discussion is needed for secondary use.

NOBLESSE DIGITAL AD

[B-2] Digital Tie-up Content



※ Click the image to move to the content

Noblesse Lifestyle

올가을 오페라갤러리 서울에서 열리는 세계적인 작가 '마블로 발데스'와의 만남

노블레스
2022.08.25. 09:01 2,010 읽음

“
엘브린트, 고야 등 거장들이 남긴 명작에서 미술사적 중요성을 추증해 새로운 차원의 가치를 부여하는 그의 작품은 세계 곳곳에 담도하며 많은 이에게 사랑 받고 있다. 올가을 오페라갤러리 서울에서 열리는 개인전은 그의 작품 세계를 담담하는 소중한 기회가 될 것이다.
”

▼스페인인 낯은 세계적인 작가 마블로 발데스가 한국에 온다▼

뉴욕 스튜디오에서 작업 중인 마블로 발데스.

2020년 세종문화회관에서 작가님의 대형 조각 'La Pamela'를 만나고는 기뻐한 기억이 있습니다. 다만 코로나19가 확산하던 시기여서 더 많은 사람이 이 작품을 즐기지 못하는 것이 아쉬웠습니다. 그만큼 올가을 서울 전시를 작가님에게 낯은 의미로 다가올 것 같습니다.

좋은 마음으로 전시를 준비하고 있습니다. 제 작품이 많이 알려지지 않은 곳에서 전시를 하는 것만큼 흥분되는 일은 없죠. 처음 보는 작가의 작품을 볼 때는 편견 없이 감상할 수 있으니까요. 전시에선 인간 형상(human figure)을 주제로 지난 몇 달간 제작한 신작을 선보일 계획입니다. 관람객이 제 작품 세계를 잘 이해할 수 있도록 구작도 소개하려 하고요.

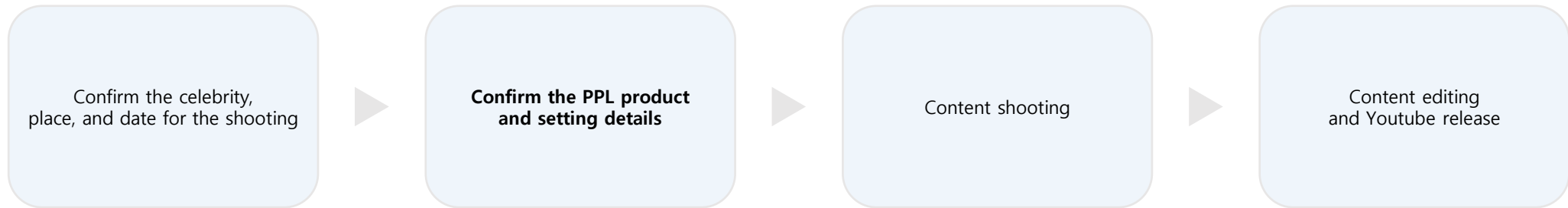
Product	Price	Note
Digital Tie-up	3,000,000 won +	Extra fee will be charged for the model

※ Further discussion is needed for secondary use.

NOBLESSE DIGITAL AD

[B-3] Youtube content PPL

※ Click the image to move to the video

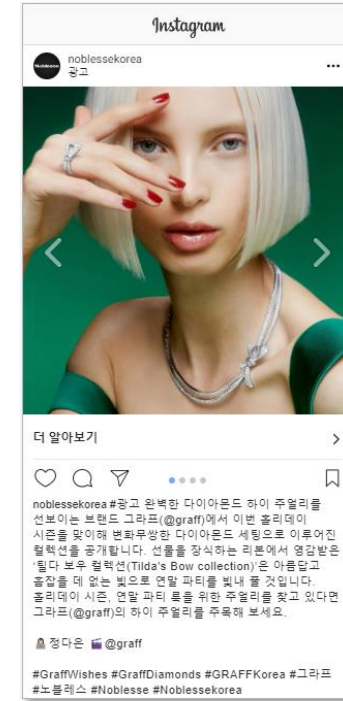
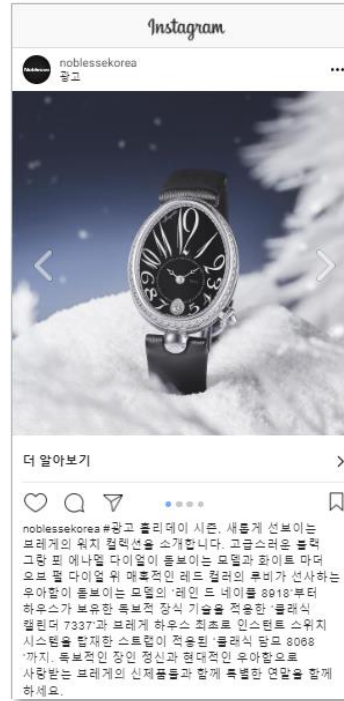


Product	Price	Note
Noblesse TV Content PPL	TBD	Extra fee will be charged for the celebrity casting

※ Further discussion is needed for secondary use.

NOBLESSE DIGITAL AD

[B-4] Sponsored AD



Product	Channel	Price	Note
Sponsored AD	Noblesse / Noblesse Weddings iG	The minimum cost 500,000 won	Sponsored AD can be processed after content is posted on the Noblesse channel(A-1, A-2)
	Noblesse Facebook		
	Noblesse Youtube		

※ The commission fee 20% will be charged

THANK YOU