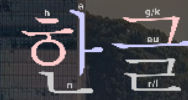


NAVER Brand Campaign Onboarding Guide

for Global Advertisers



How much do you know about **SOUTH KOREA**?



Hangul
(Korean alphabet)



Taegeukgi
(Korean national flag)



100,449 km²
(excl. North Korea)



UTC +9/+82
(the Metric system)



Korea Won/KRW
1\$ = ₩ 1,472.30



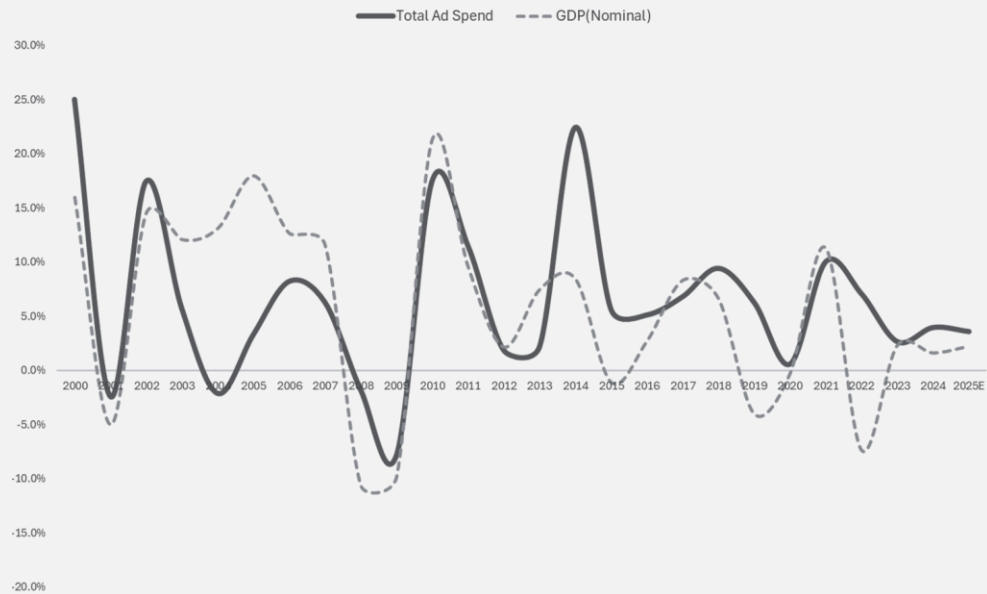
51,684,564
(excl. North Korea)



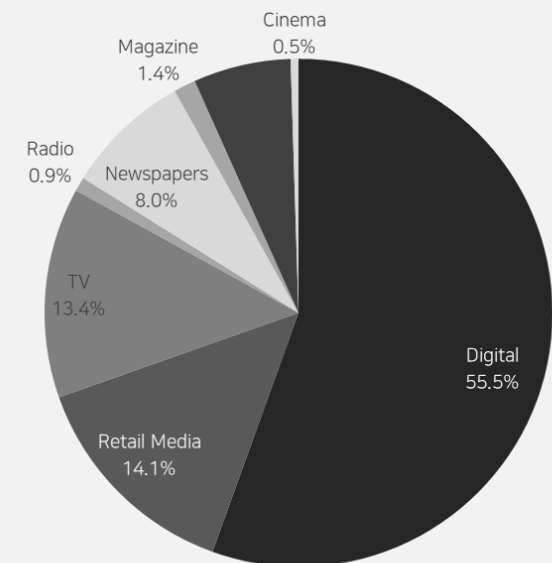
Presidential system
(Republic Of Korea)

South Korea is a market with significant DIGITAL media influence.

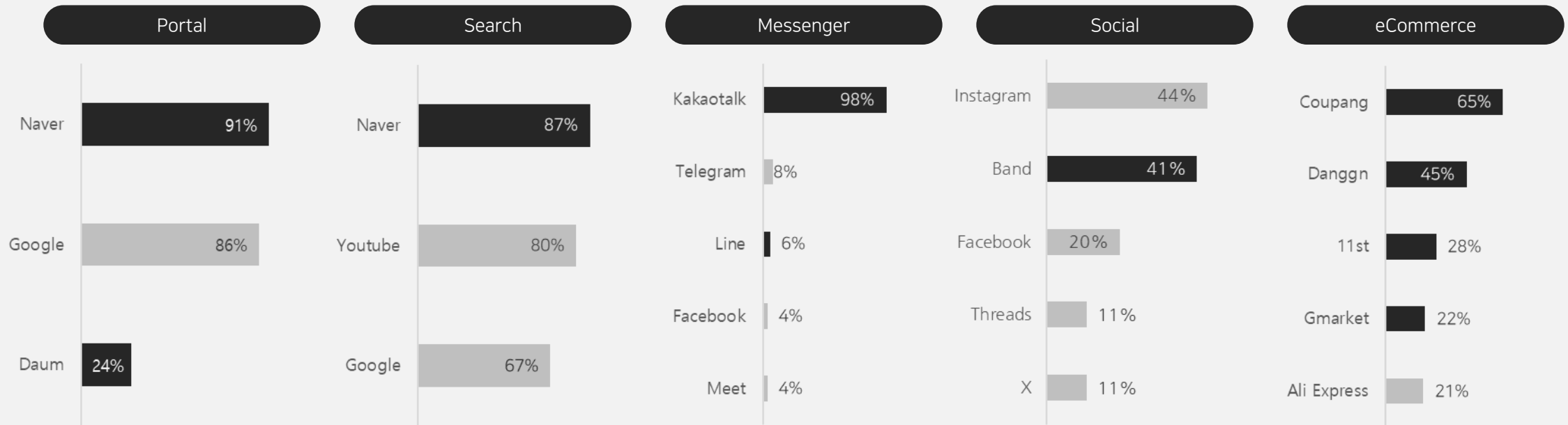
GDP vs Ads spend growth % in KR



2024 Ads Spend % by media



Furthermore,
LOCAL PLATFORMS hold
more sway in the Korean market.



How much do you know about **NAVER**?

Coverage

94%

Almost entire Korean population

Services in Ecosystem

200+α

Broad touchpoints across search,
content, commerce

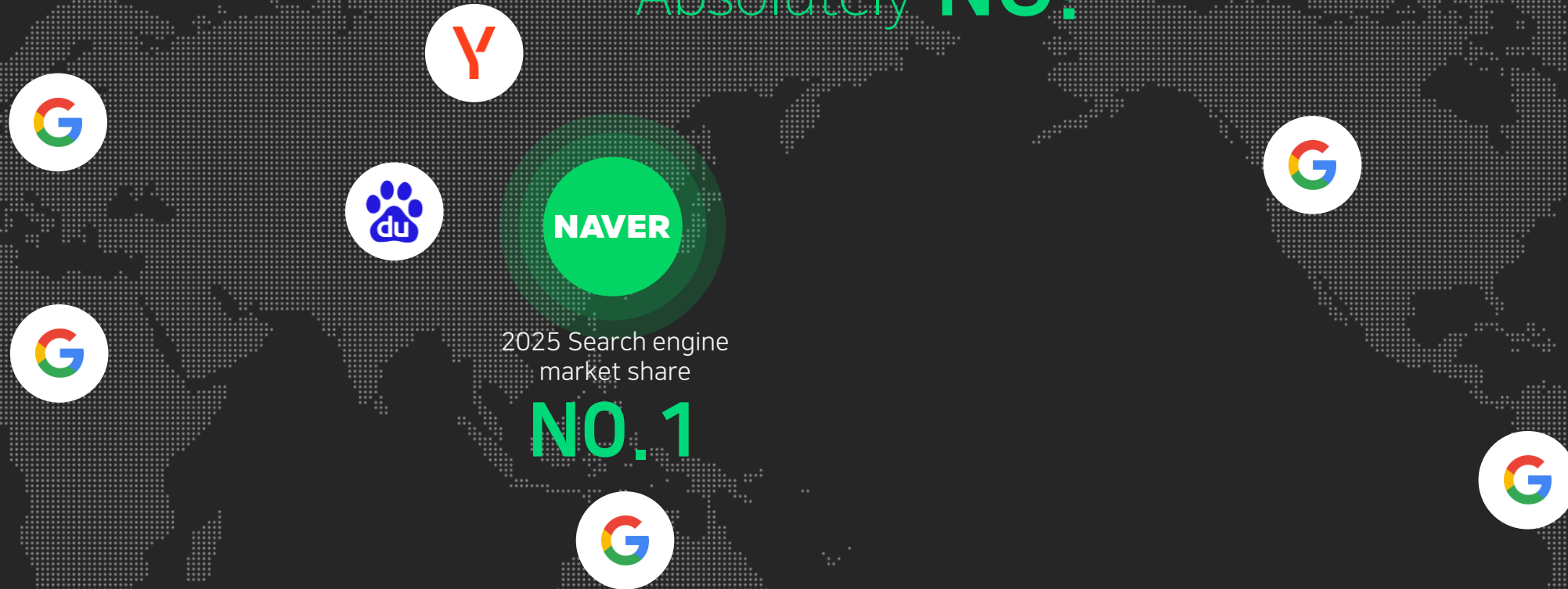
Annual sales (trillion, KRW)

10.7+

The scale of the ecosystem

Is NAVER Korean Google?

Absolutely **NO!**



Naver is the **digital ecosystem** that encompasses various digital services offered in Korea.



Naver has a great many Ads.

How can we identify which Ads are best suited for your goals.

Main Ads

M_Special DA
M_Special DA (Premium Type)
M_Headline Da
M_Smart Channel
M_Branding DA
M_Branding DA (Video Type)
M_Home Feed DA
M_Showcase

P_Time Board
P_Rolling Board
P_Rolling Board Native DA
P_Couple Board
P_Headline DA
P_Main Bottom Banner

Search

PM_Brand Search
Shopping Search
New Product Search
P_Searching View
PM_Communication Box
Power Link

Sub Ads

M_Sub DA
M_Native DA
M_Outstream Video
M_News DA
M_Real Estate DA

P_Right DA
PM_Game Café DA
PM_Finance DA

Etc

Naver GFA
AD Voost Shopping
AD Voost Screen
Band Full Screen DA

And so on...

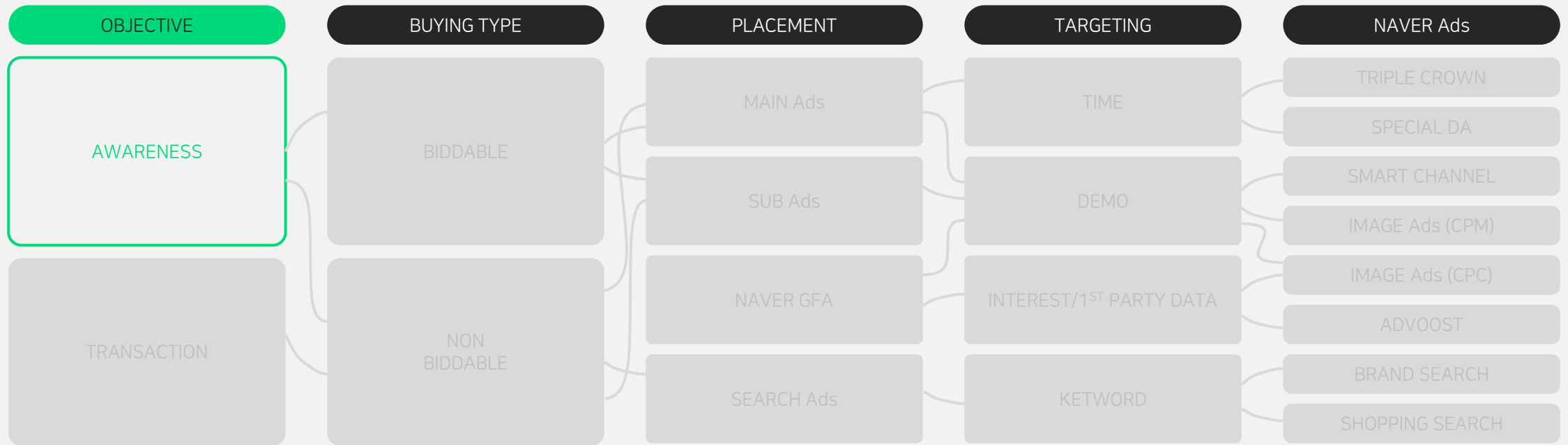


It's **SIMPLE.**
We just need a few **QUESTIONS.**

How to start Naver Ads #1

Set your goal first.

Do you need branding campaign?

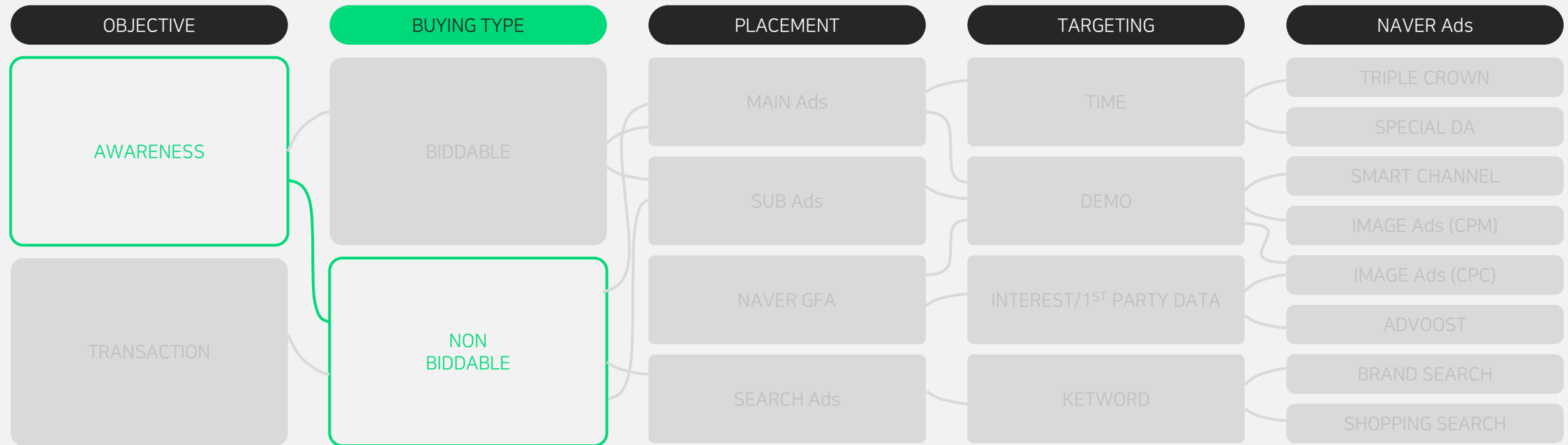


※ This is an example to help you understand.

How to start Naver Ads #2

Decide buying type of campaign.

Do you want stable impressions as planned?

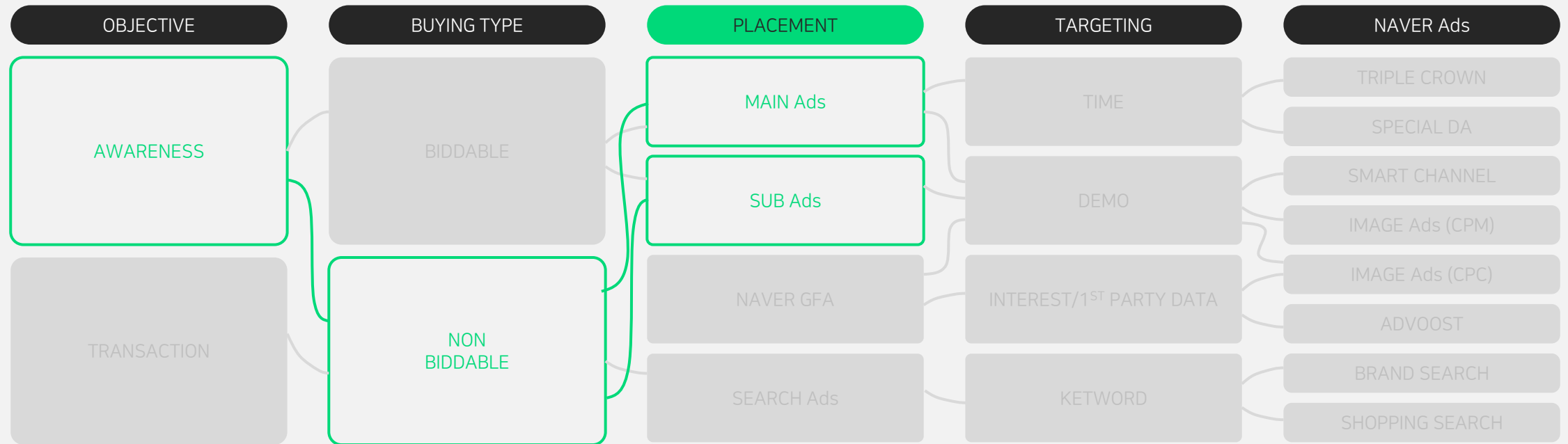


※ This is an example to help you understand.

How to start Naver Ads #3

Set guidelines for the campaign

Is "Ads placement" more important than "Target audience"?

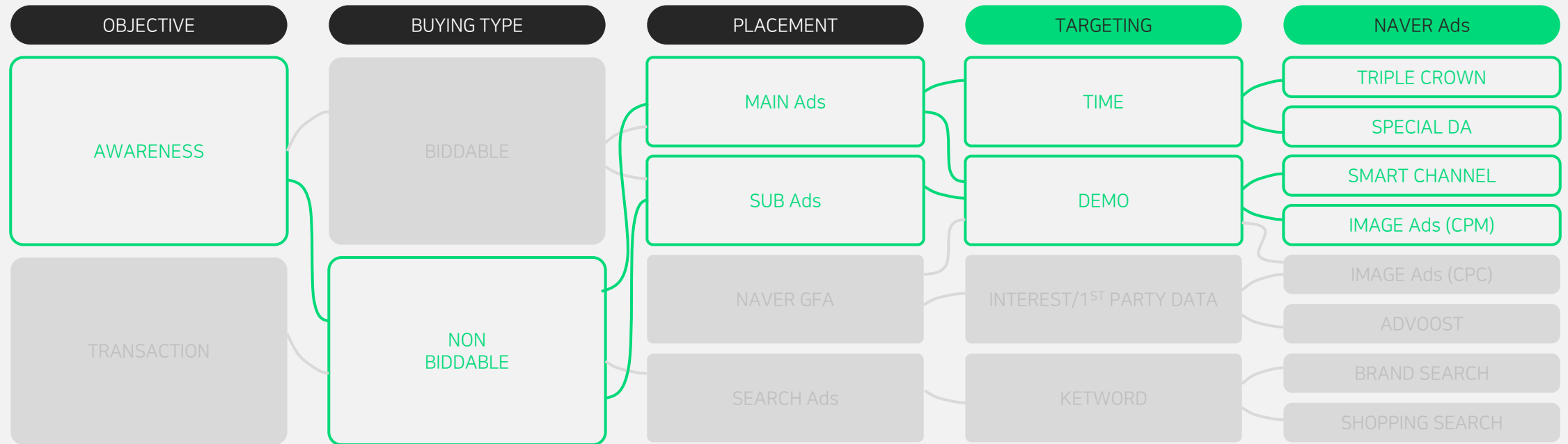


※ This is an example to help you understand.

How to start Naver Ads #4

Set a target audience size.

Is it targeted at mass audience?



※ This is an example to help you understand.



By following this process,
we can develop a **MEDIA PLAN**
that aligns with the brand's **STATUS** and **GOALS**.

Naver offers a comprehensive suite of ads solutions for every stage of branding.

Naver Branding Campaign Framework

Stage	Key ads	Expected effects
1 Awareness	NAVER Premium DA Triple Crown / Special DA / Showcase	Achieve impactful Impressions with exclusive placement on Naver's front page, reaching the widest possible audience.
2 Interest	GFA Performance DA (Audience targeting)	We promote our brand by leveraging diverse interest targeting to focus more on our core audience.
3 Search	Brand Search Powerlink	We achieve the effect of reinforcing our brand by targeting the clear intent behind keyword searches.
4 Action	ADVoost Shopping	Our AI-powered system classifies targets most likely to take action, thereby helping to achieve higher conversion rates.
5 Expand	ADVoost Screen	To prevent digital leakage, we expand into offline channels, thereby solidifying our contact points with the target audience.

Discover Naver Ads for Stage-by-Stage Goal Achievement.

Awareness

Maximize reach
High Impact

Interest

Precise targeting

Search

Keyword search intent

Action

Purchase conversion optimizing

Expand

Secure offline touchpoints

Triple Crown

Strategic initial placement for high attention.
Achieve impactful branding and widespread reach quickly.

GFA Performance DA

Simultaneously leveraging Naver's diverse ad placements and audience targeting.

Brand Search

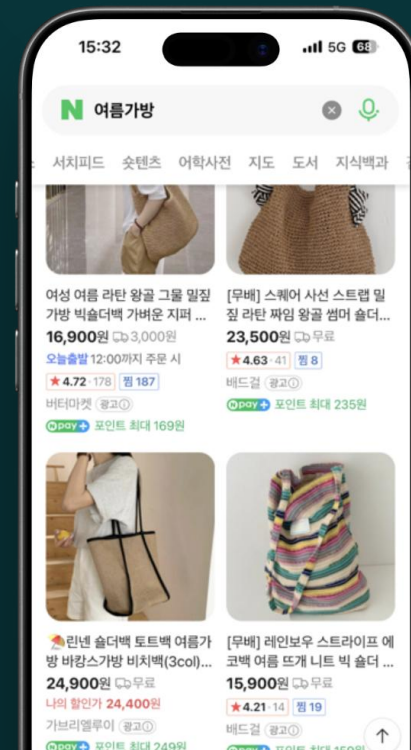
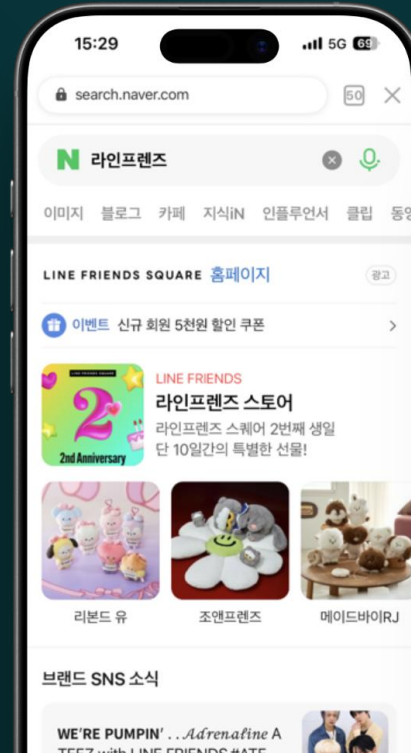
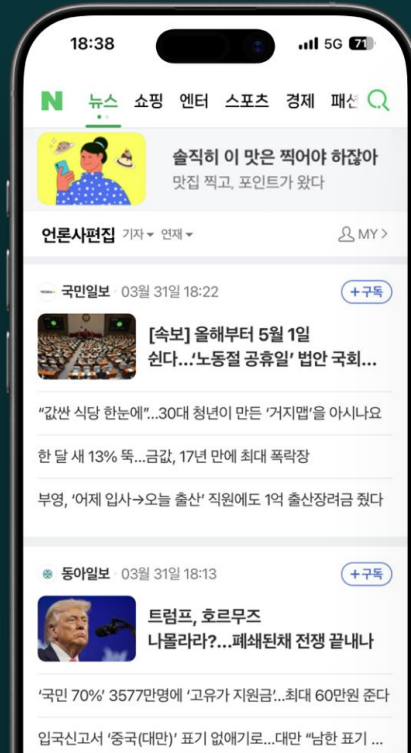
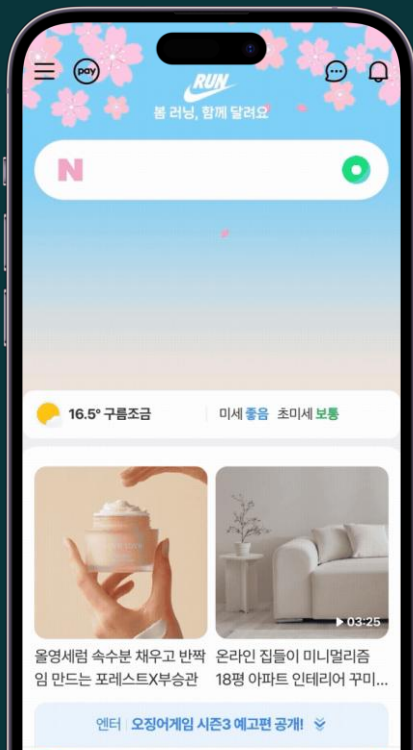
Dominant brand keyword search result positioning.

ADVoost Shopping

AI-powered automated shopping ads.
Single campaign, widespread Naver placements.

ADVoost Screen

Display advertisements on outdoor media, such as roadside LED screens.



Global brands entering Korea often have different **campaign objectives**.
NAVER provides various ads solutions **depending on brand goals**.

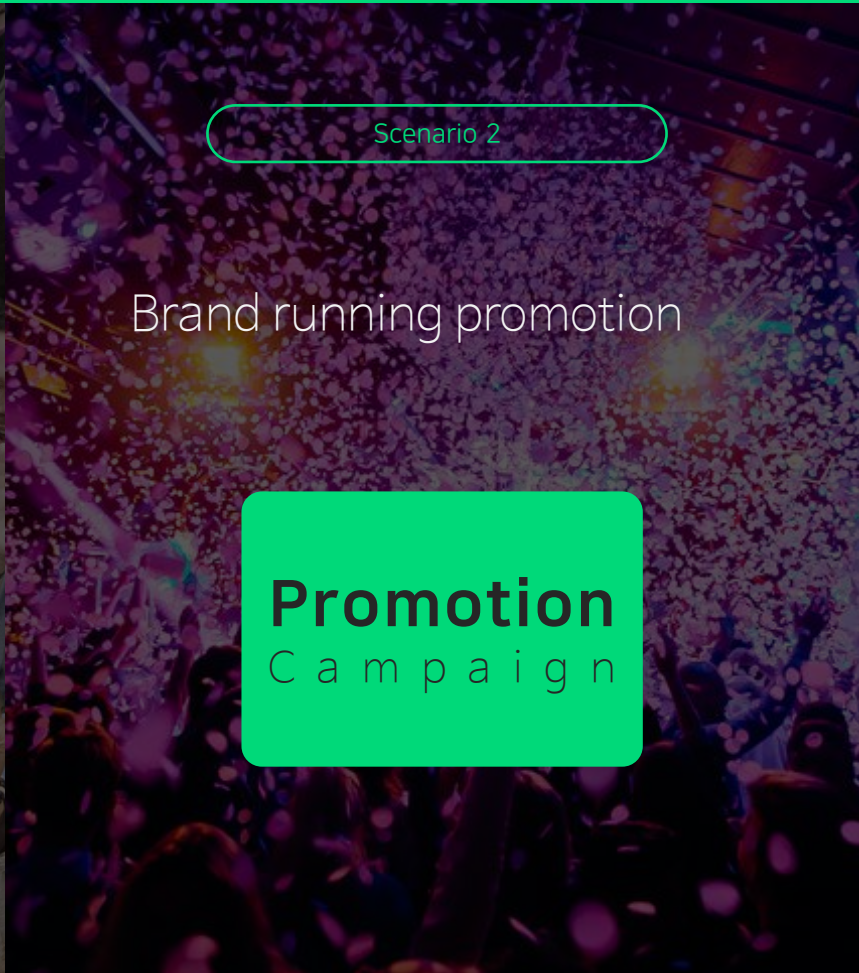


Scenario 1

New brand entering Korea

M A S S

Awareness
Campaign

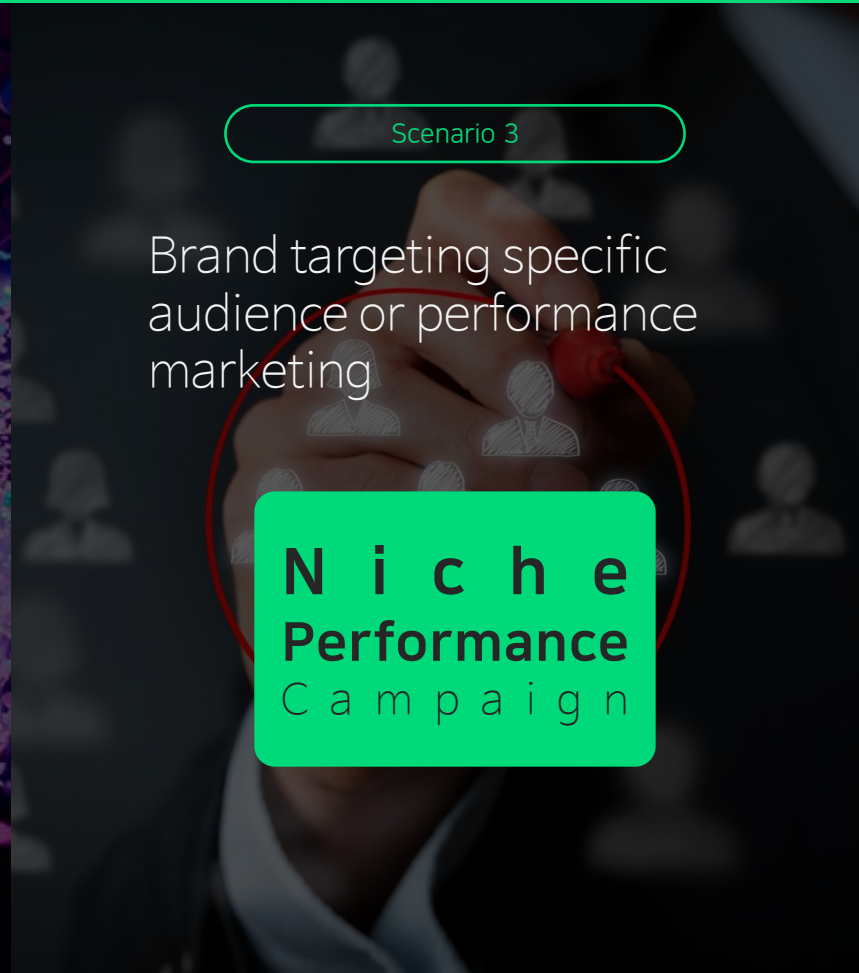


Scenario 2

Brand running promotion

Promotion

Campaign



Scenario 3

Brand targeting specific
audience or performance
marketing

N i c h e

Performance

Campaign

Scenario #1

A **BRAND**
aiming to raise **MASS** brand awareness.

Status

In the case of a brand's market entry into Korea
or the launch of a new products.

Objective

- 1. Achieving maximum reach in the Korean market.
- 2. Maximize awareness for the brand or new products.

Strategy

- 1. Enhancing campaign impact with top-tier CPT placements.
- 2. Driving brand awareness by ensuring consistent exposure through CPM-focused operations.
- 3. Engage the high-intent consumers actively searching our brand keywords after a boost in brand recognition.

Key ads

- 1. Triple Crown and Special DA.
- 2. Naver GFA (reach extension).
- 3. Brand Search and Power link.

Media Mix & Budget Allocation

Naver's
recommend

2
month

1B
KRW

Enhancing campaign impact
Utilizing high-visibility placements.

Triple Crown

Special DA

50%

Driving brand awareness
CPM-focused operations

Branding DA (Demo, Interest)

Naver GFA (opt. Imps.)

30%

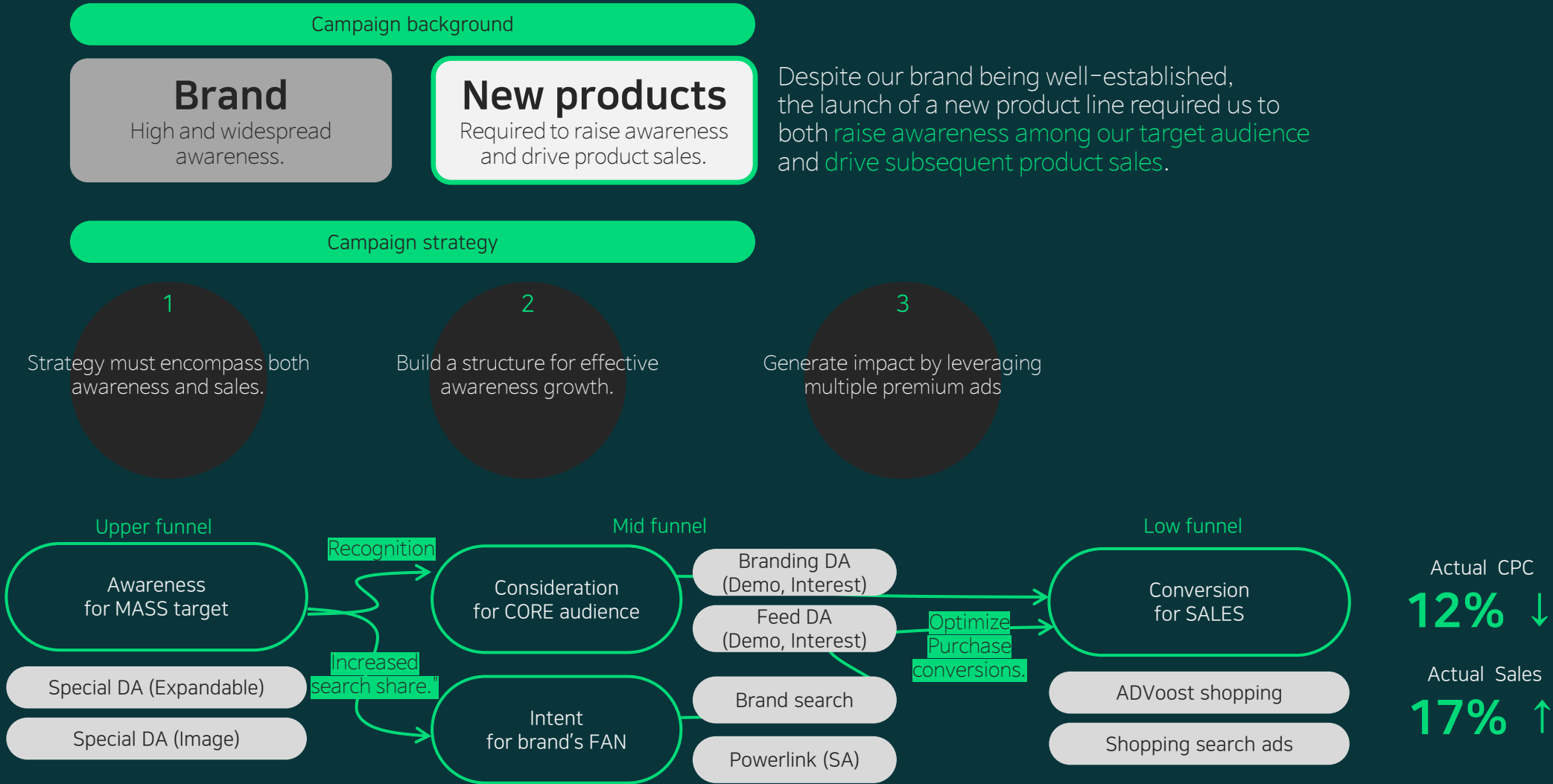
Engage high-intent consumers
Search dominance through brand search ads.

Brand Search

Power Link (SA)

20%

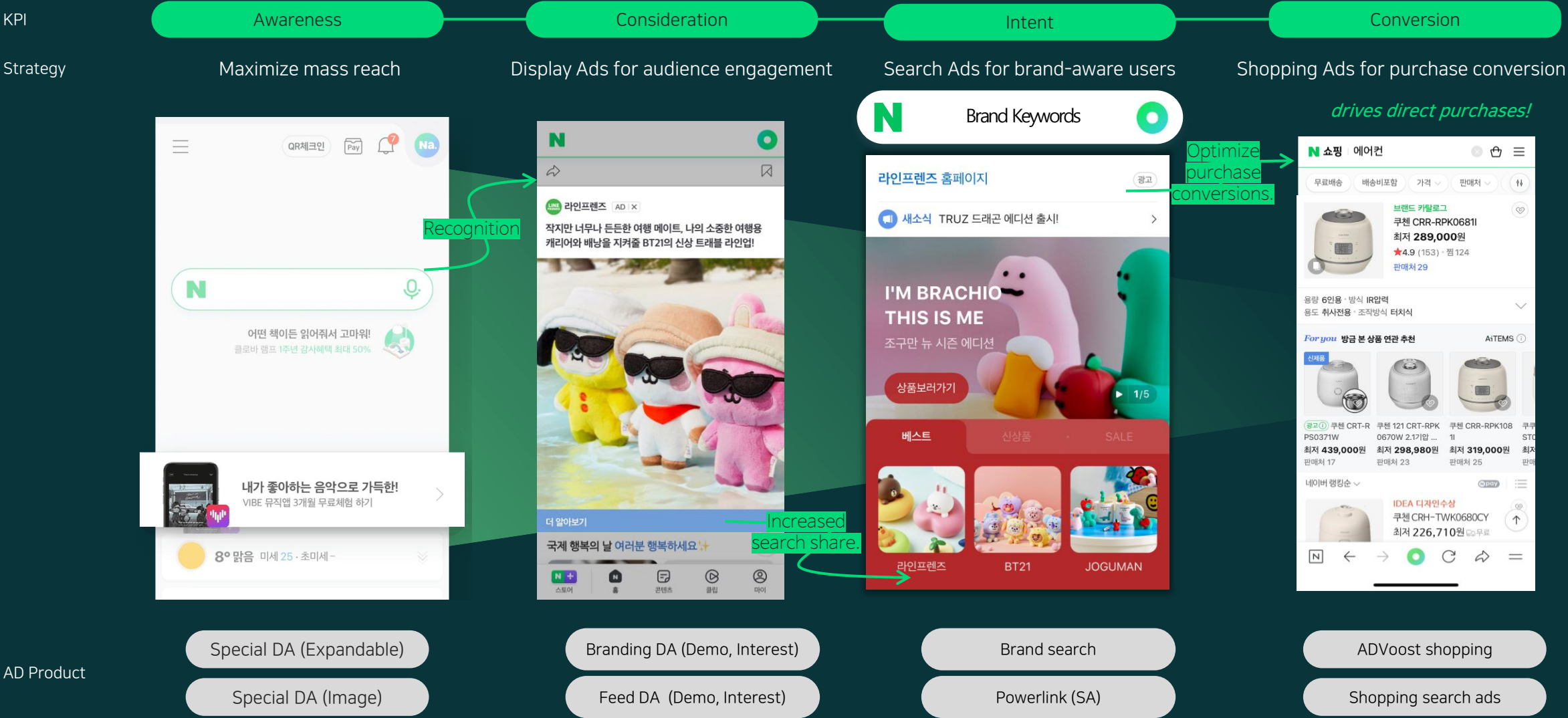
Global **Fashion** brand: **Mass Awareness Campaign for a New Product Launch**



Similar Case #1

Global Fashion brand: Mass Awareness Campaign for a New Product Launch

The campaign can be executed across NAVER's ad solutions as follows.



Scenario #2

An established **BRAND**
aiming to publicize a specific **PROMOTION**.

Status

Need to promote brand-led promotions or sponsored initiatives, rather than the brand's identity.

Objective

- 1. Drive traffic to promotion pages
- 2. Increase participation in events or promotions

Strategy

- 1. Maximum visibility of brand's fan during promotion period
- 2. Traffic/conversion generation using CPC campaigns
- 3. Brand search ads for brand-aware users.

Key ads

- 1. Special DA
- 2. Naver GFA (opt. clicks)
- 3. Brand Search

Media Mix & Budget Allocation

Naver's
recommend

1
month

200M
KRW

Maximum visibility

Utilizing high-visibility placements.

Special DA

Branding DA (Demo, Interest)

40%

Traffic/Conversion generation

CPC-focused operations

Naver GFA (opt. clicks)

Naver GFA (opt. conversions)

50%

Engage high-intent consumers

Search dominance through brand search ads.

Brand Search

10%

Global **Luxury** brand : Dual-Focus Awareness & Acquisition Campaign for Brand-sponsored event.

Campaign background

Brand
The brand is not a marketing object.

Offline event
Publicize our event sponsorship initiatives.

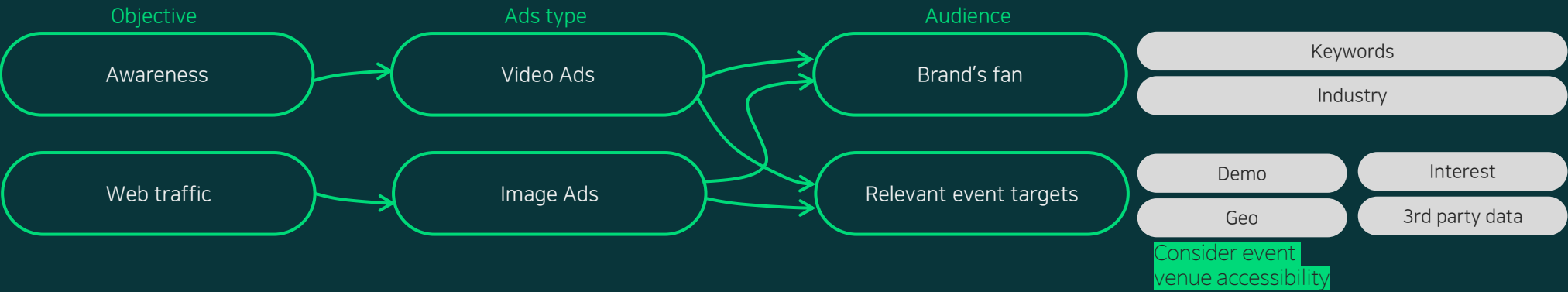
The core intent behind this campaign was to bring attention to the brand-sponsored offline event, rather than focusing on immediate brand visibility.

Campaign strategy

1
Need an integrated approach to boost event awareness and drive web traffic.

2
Require segmentation of cultural enthusiasts.

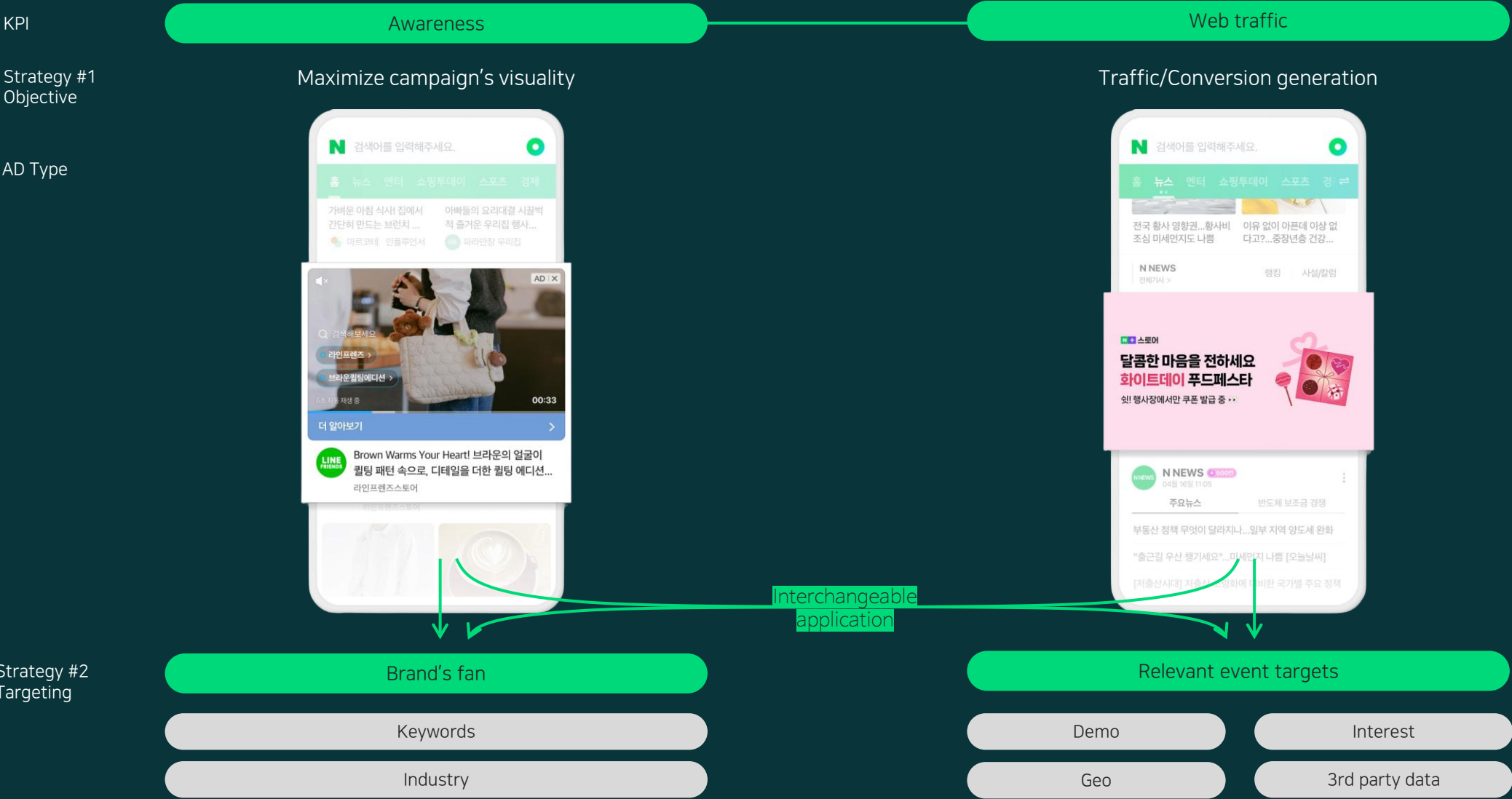
3
Require selecting the brand's fan audience for brand relevance.



Similar Case #2

Global **Luxury** brand : **Dual-Focus Awareness & Acquisition Campaign for Brand-sponsored event.**

The campaign can be executed across NAVER's ad solutions as follows.



Scenario #3

A **BRAND**
aiming to enhance its visibility within a **NICHE** market.



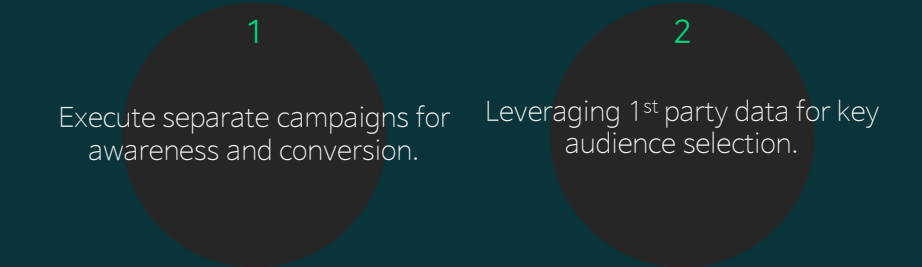
Global **Beauty** brand : **Purchase Conversion Campaign for a Limited audience.**

Campaign background



Our objective was to identify **high-potential targets** and effectively promote our gift packages. So, integrating **our brand-optimized core target** into the campaign was our top priority.

Campaign strategy



Similar Case #3

Global **Beauty** brand : **Purchase Conversion Campaign for a Limited audience.**

The campaign can be executed across NAVER's ad solutions as follows.

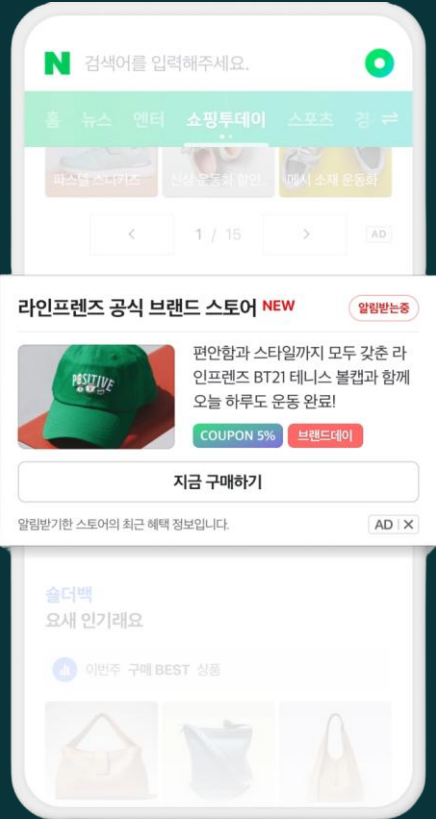
KPI

Awareness

Purchase Conversion

Strategy

Identify high-propensity purchase targets for maximizing purchase



1st PARTY DATA
LAL Target
Purchase History
Shopping Cart
Searching Keywords

AD Product

Feed DA

Smart channel

Shopping promotion

E.O.D.
THANK YOU!

NAVER m2digital

