

# brandazine

The Exclusive Network for Creators and Brands

# What is your **Creator Marketing** Strategy?

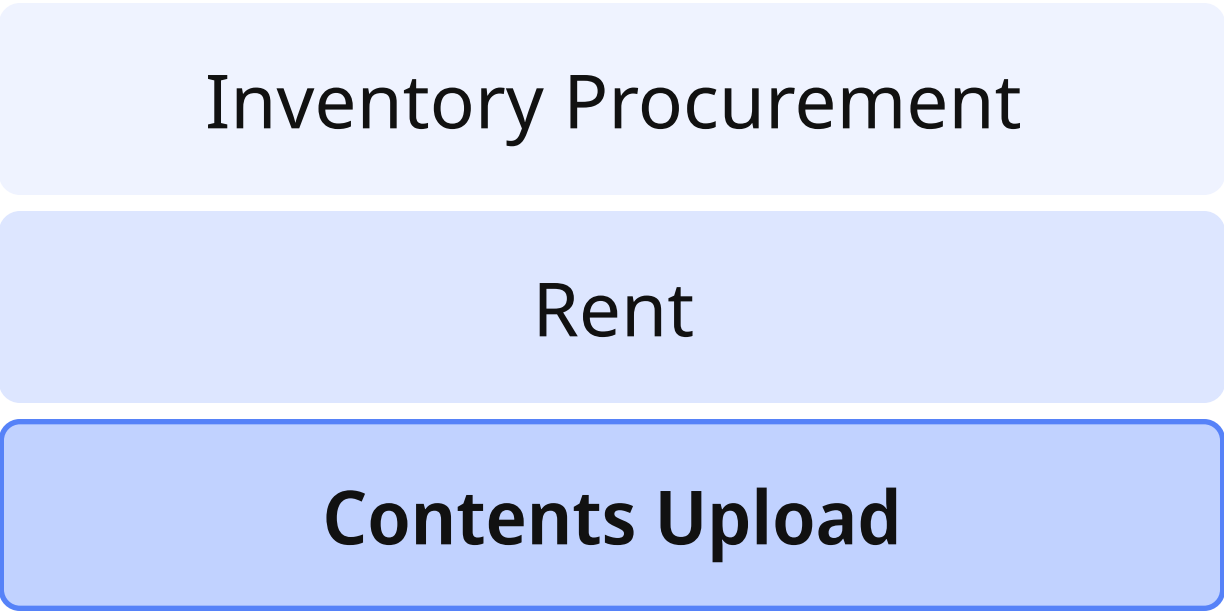
Creator marketing has traditionally been a very time and labor intensive process.

## Creator Seeding



**Over 30 days**

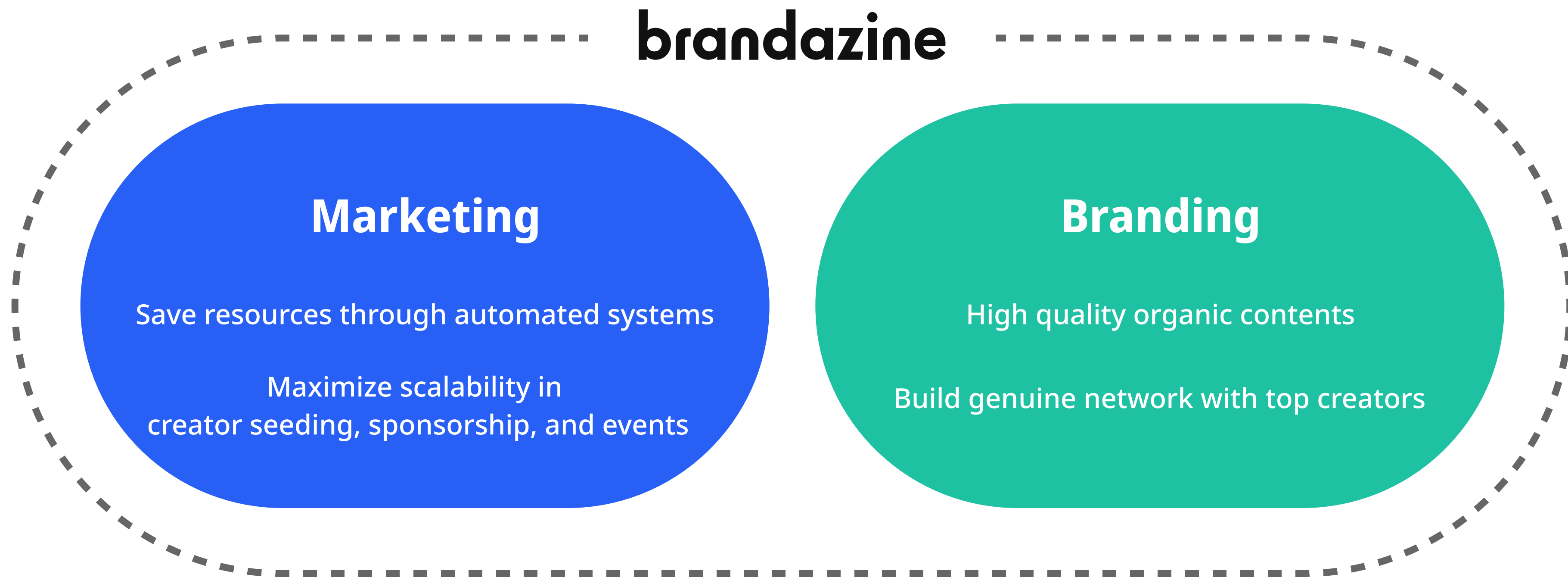
## Brandazine



75% Time Saved

**7 days**

# All-In-One Solution for Marketing & Branding



# Experience Organic Content Creation

Experience organic content creation through rentals without [#ad](#) [#sponsorship](#)

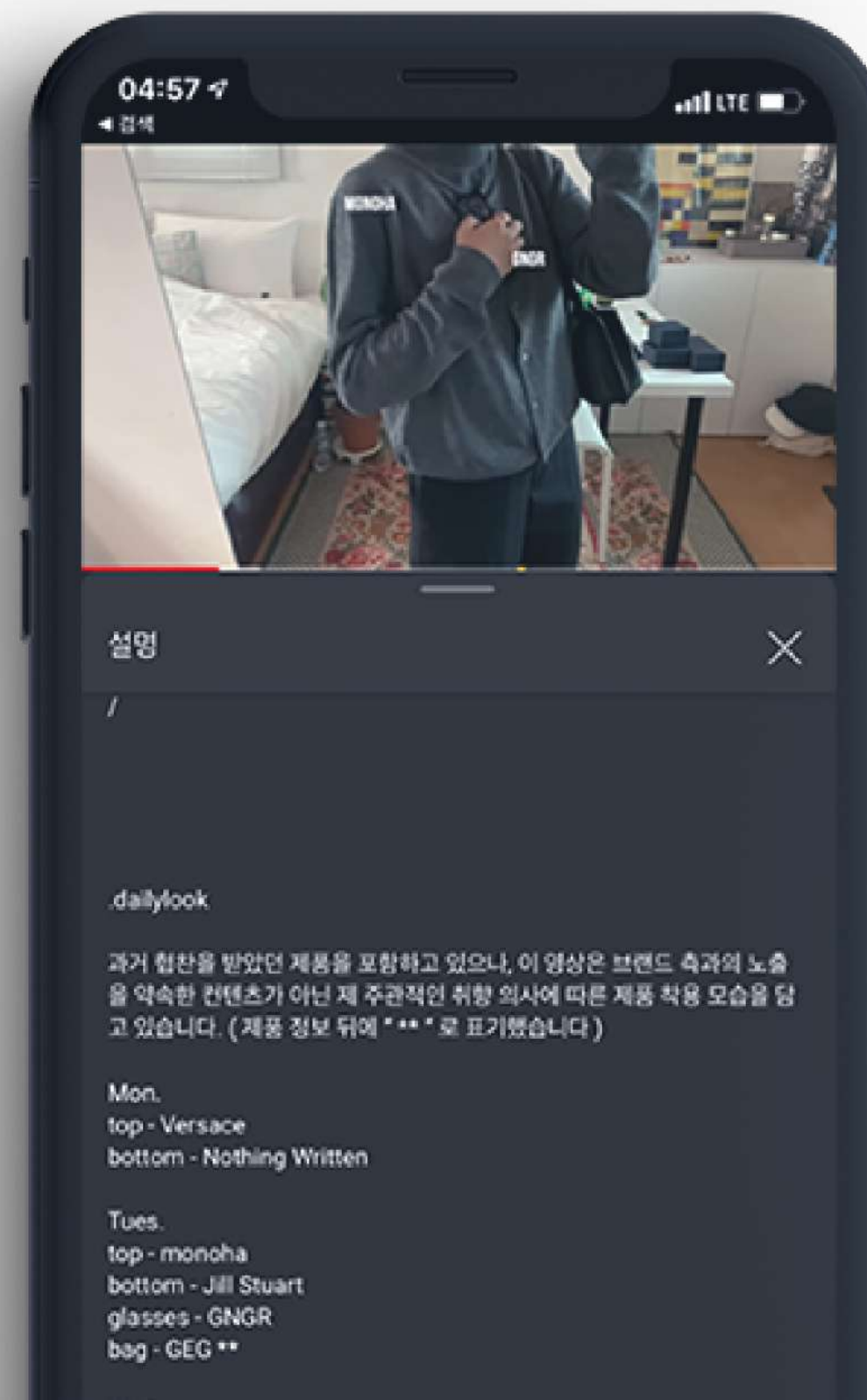
 **Instagram**

Brand Profile Tag

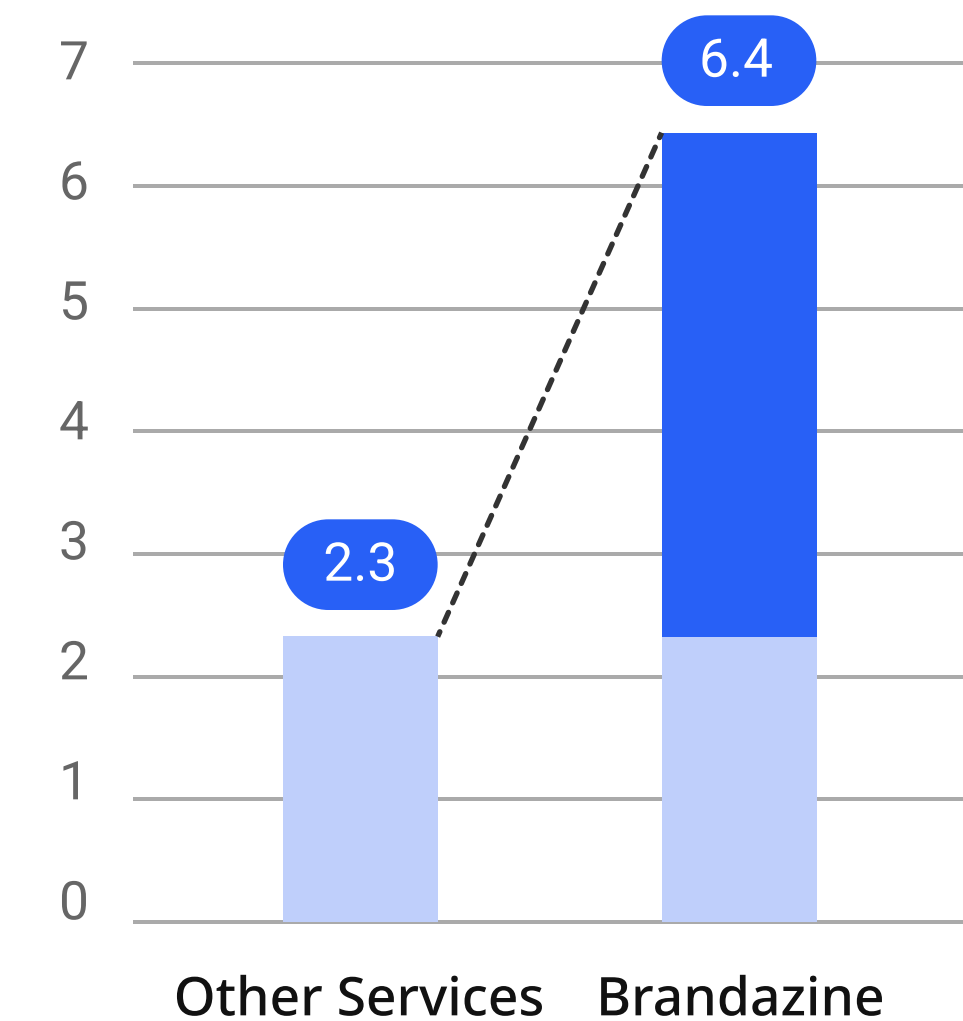


 **Youtube**

Brand Mention in Description



## Engagement Rate





# A Breakthrough from Traditional Creator Seeding

Brandazine enables dozens of content creation with a single inventory.  
Used inventory can end up being sold to creators at exclusive prices.



Wconcept-MARGESHERWOOD  
HOBOSHOULDER\_BLACK BOX



1

2021. 11. 28

onewe\*\*\*  
Follower 16.3k



2

2021. 12. 13

\_kidu\*\*\*  
Follower 5k



3

2022. 01. 01

nhattu\*\*\*  
Follower 11.5k



4

2022. 01. 11

dauly\*\*\*  
Follower 10.2k



5

2022. 01. 14

sea.e\*\*\*  
Follower 6k



6

2022. 01. 16

noh\_\*\*\*  
Follower 5k



7

2022. 01. 27

hhr\*\*\*  
Follower 27.8k



8

2022. 02. 15

ej\*\*\*  
Follower 7.8k

+5 more

※Discovery of creators that best fits your brand happens during this rental process.



# A Breakthrough from Traditional Creator Seeding

Brandazine enables dozens of content creation with a single inventory.  
Used inventory can end up being sold to creators at exclusive prices.



AAKAM  
KNEE PIN-TUCK WIDE CARGO PANTS



1

2022. 11. 10

z\_m\*\*\*  
Follower 116k



2

2022. 11. 16

z\_m\*\*\*  
Follower 116k



3

2022. 12. 21

kleid\*\*\*  
Follower 4.2k



4

2023. 02. 01

b.ill\*\*\*  
Follower 21k



5

2023. 02. 01

kimsh\*\*\*  
Follower 3k



6

2023. 02. 12

okj\*\*\*  
Follower 21k



7

2023. 02. 18

Itsmeyu\*\*\*  
Follower 3.5k



8

2023. 02. 18

nara\*\*\*  
Follower 206k

+1 more

※Discovery of creators that best fits your brand happens during this rental process.



# Use Creator Contents to Maximize Revenue

Use contents created by creators to provide a more organic experience for your consumers.

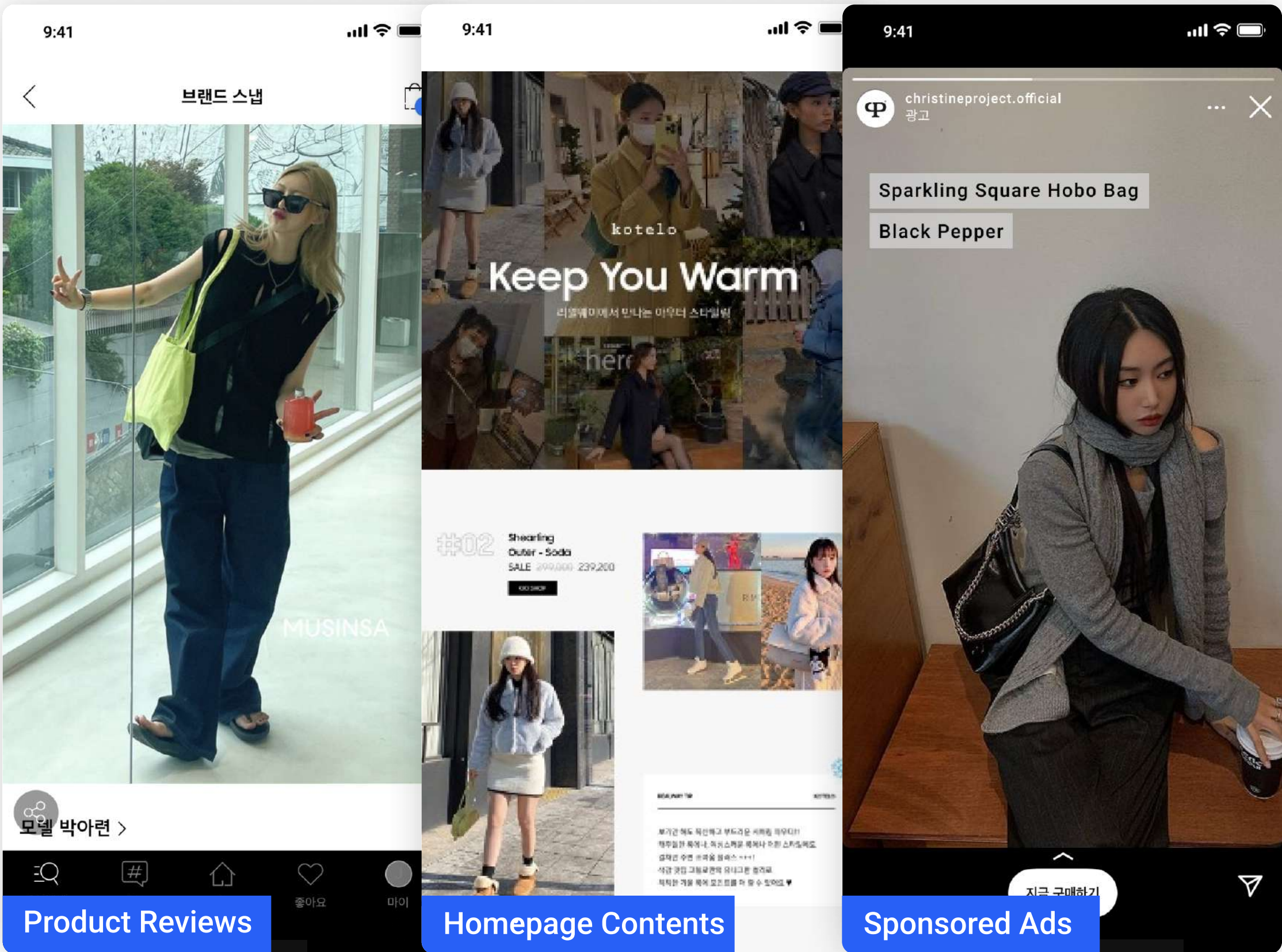
Re-story



Re-gram



Commercial Use





Brandazine is a platform  
connecting **brands** with  
**2000+ creators**.

Trusted by

W.CONCEPT.

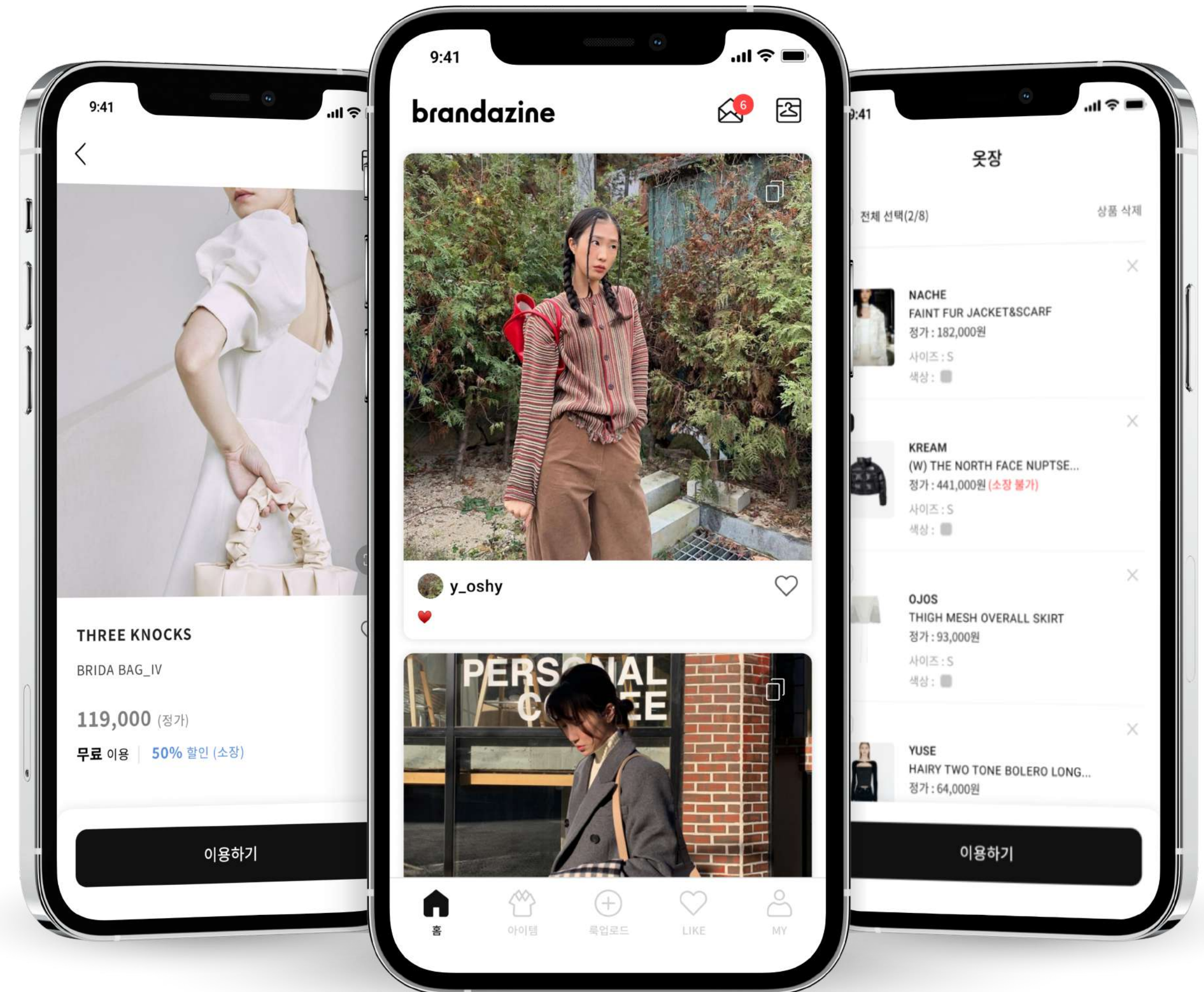
FARFETCH

KREAM

SHINSEGAE  
INTERNATIONAL

HYUNDAI  
HANDSOME

SAMSUNG  
삼성물산



# Partnered with 200+ brands

FARFETCH

TheOpen Product

ALLSAINTS

GOALSTUDIO

Oui mais non  
toi et moi

LCDC

LYNN  
C O M P A N Y

**KREAM**

R O H S E O U L

**BENSIMON**

NET-A-PORTER

DÉCKE

**DAZE DAYZ**

**BIMBA Y LOLA**

YOOX

W N D E R K A M M E R

**Lookast**

**JAMIE WANDER**

k o t e l o

W.CONCEPT.

among

nache

**OJOS**

l a s h

MATCHESFASHION

**YUSE**

~~ETMON~~

WOOALONG

**PLAC®**

E A A H

STUDIO  
TOMBOY

dydoshop

**KIMZISU**

**VOICE OF VOICES**

Ma Journée

**LOTSYOU**



# Brandazine Creators



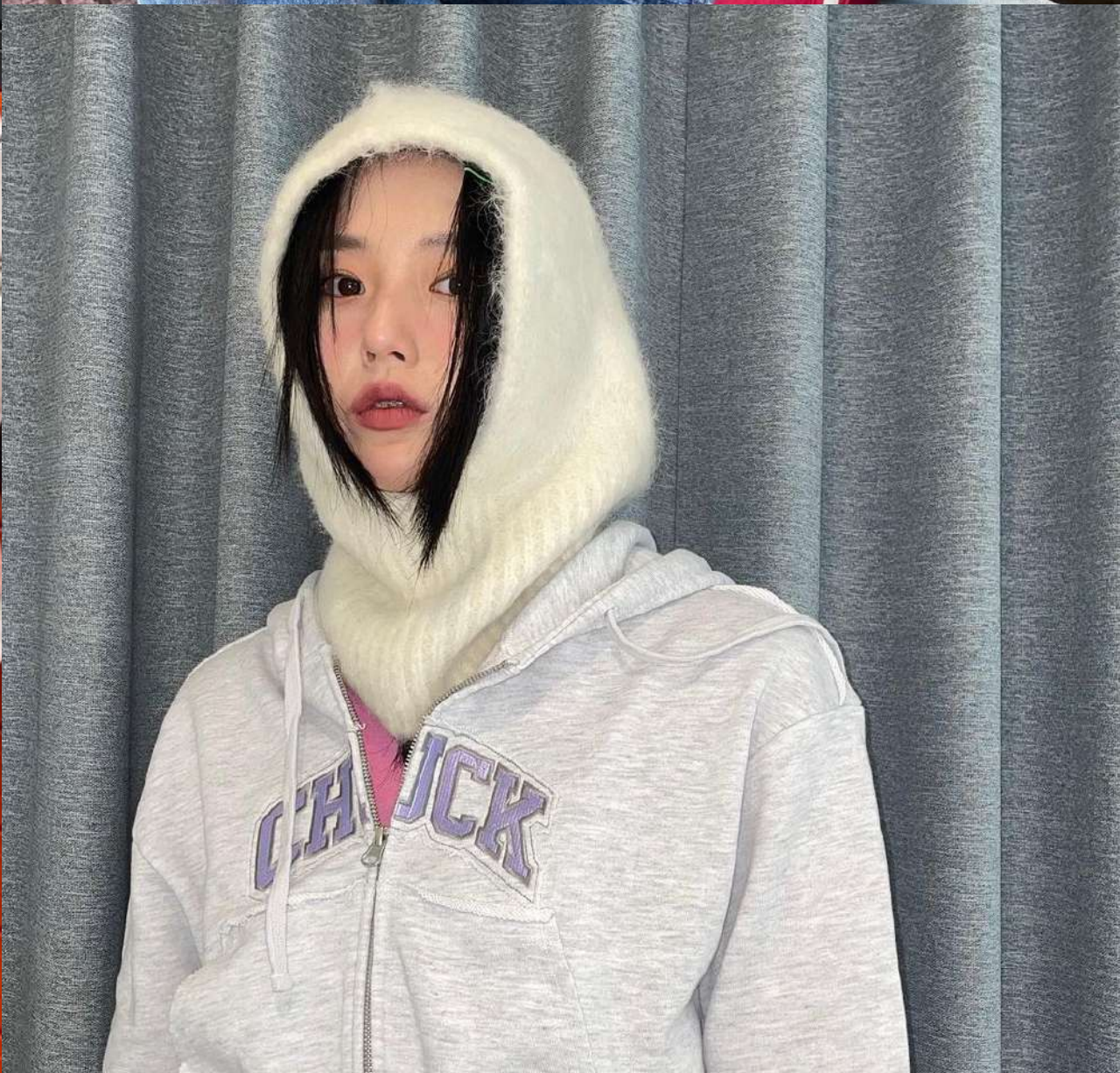


Brandazine Creators : UNIQUE/EDGY





Brandazine Creators : CASUAL



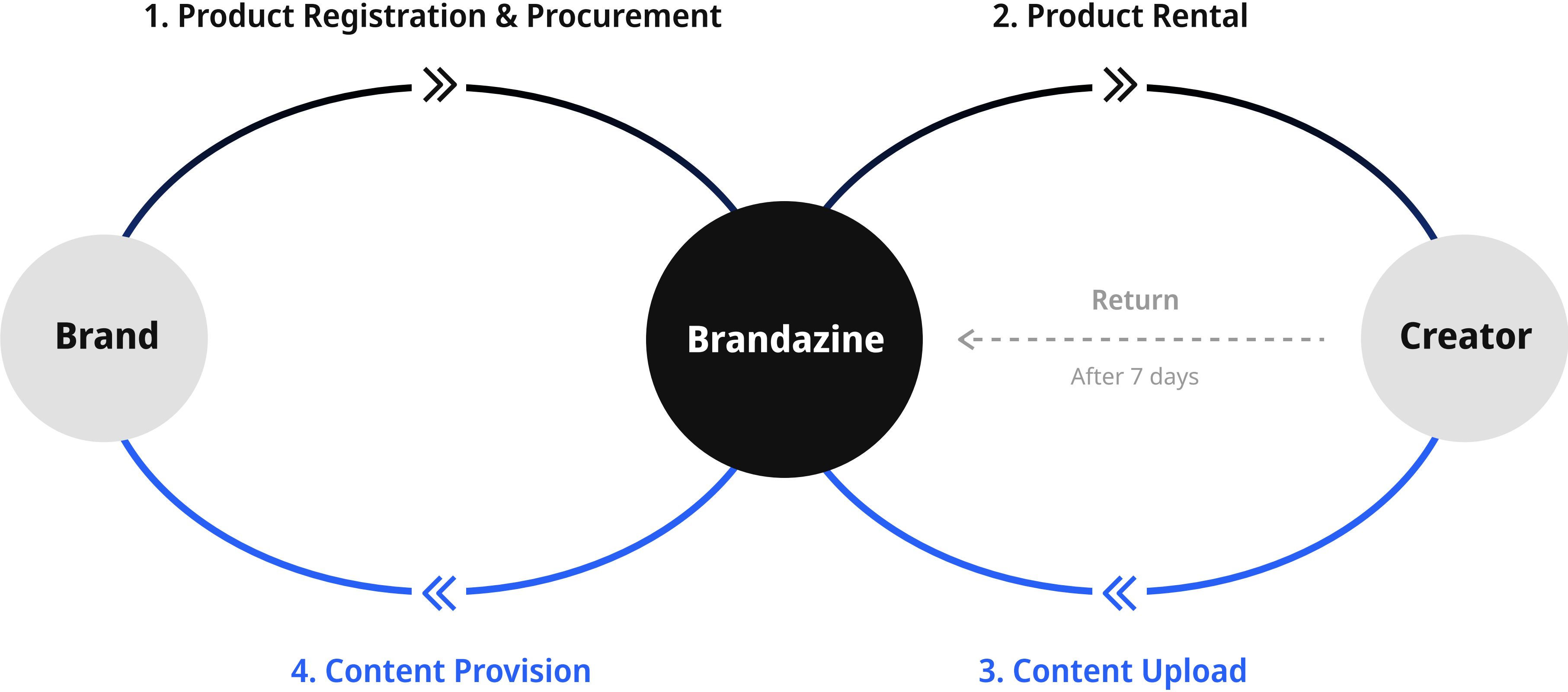


Brandazine Creators : MINIMAL



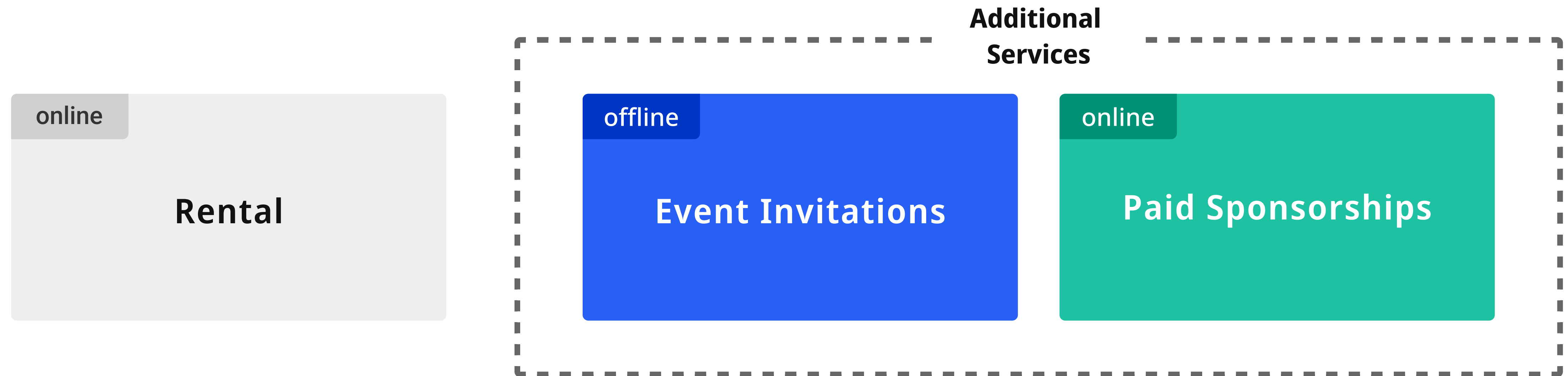


# Brandazine Core Service: Rental



# Build your **Creator Network**

Create and manage your creator network both online and offline through opportunities provided by Brandazine



# Event Invitations

## Invitation Process

Set creator target and guidelines

Provide event details and benefits

Send invitations through app

Confirm invitees

Content creation through creator attendance

- 1 Quick, efficient invitation process
- 2 Authentic contents created through building-up of real relationships
- 3 Low costs for inviting creators through system scalability

# Paid Sponsorships

- 1 Quick, efficient casting process
- 2 Maximize content creation in short period
- 3 Creator matching through brand preferences and creator activity data

## Sponsorship Process

Set creator target, benefits, and guidelines



Confirm creator list



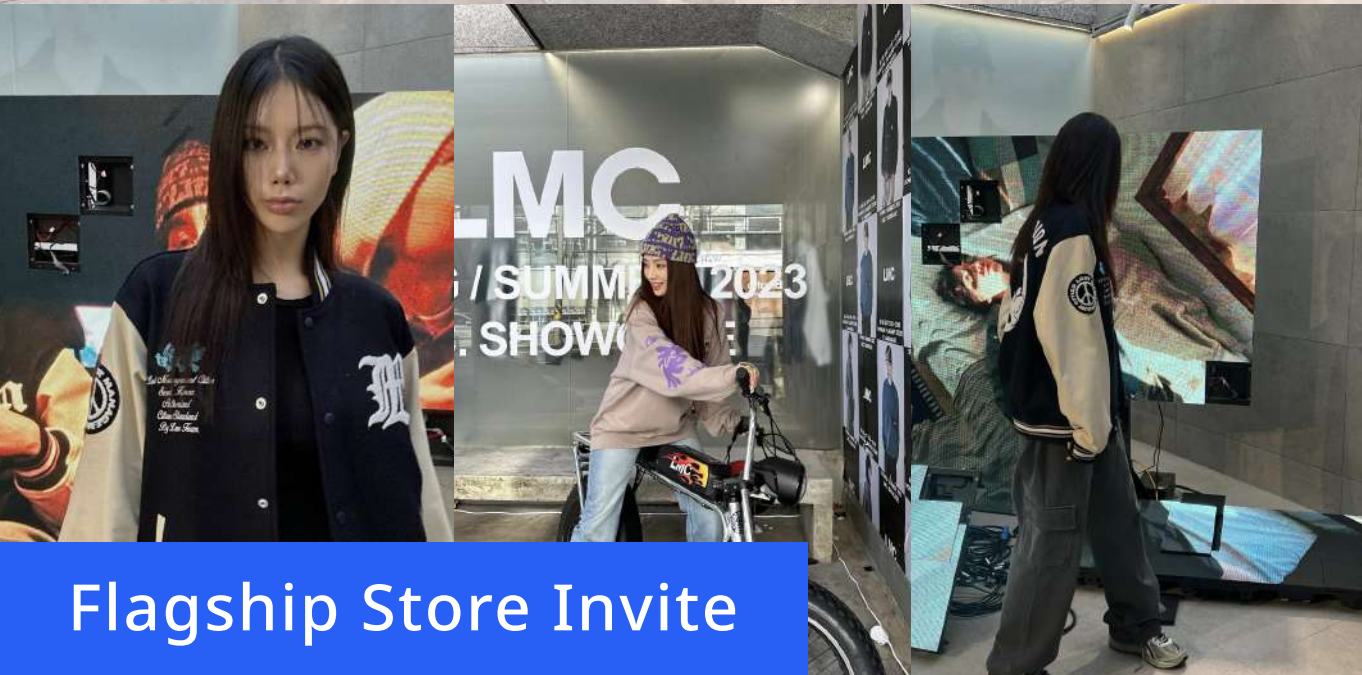
Send product and guide



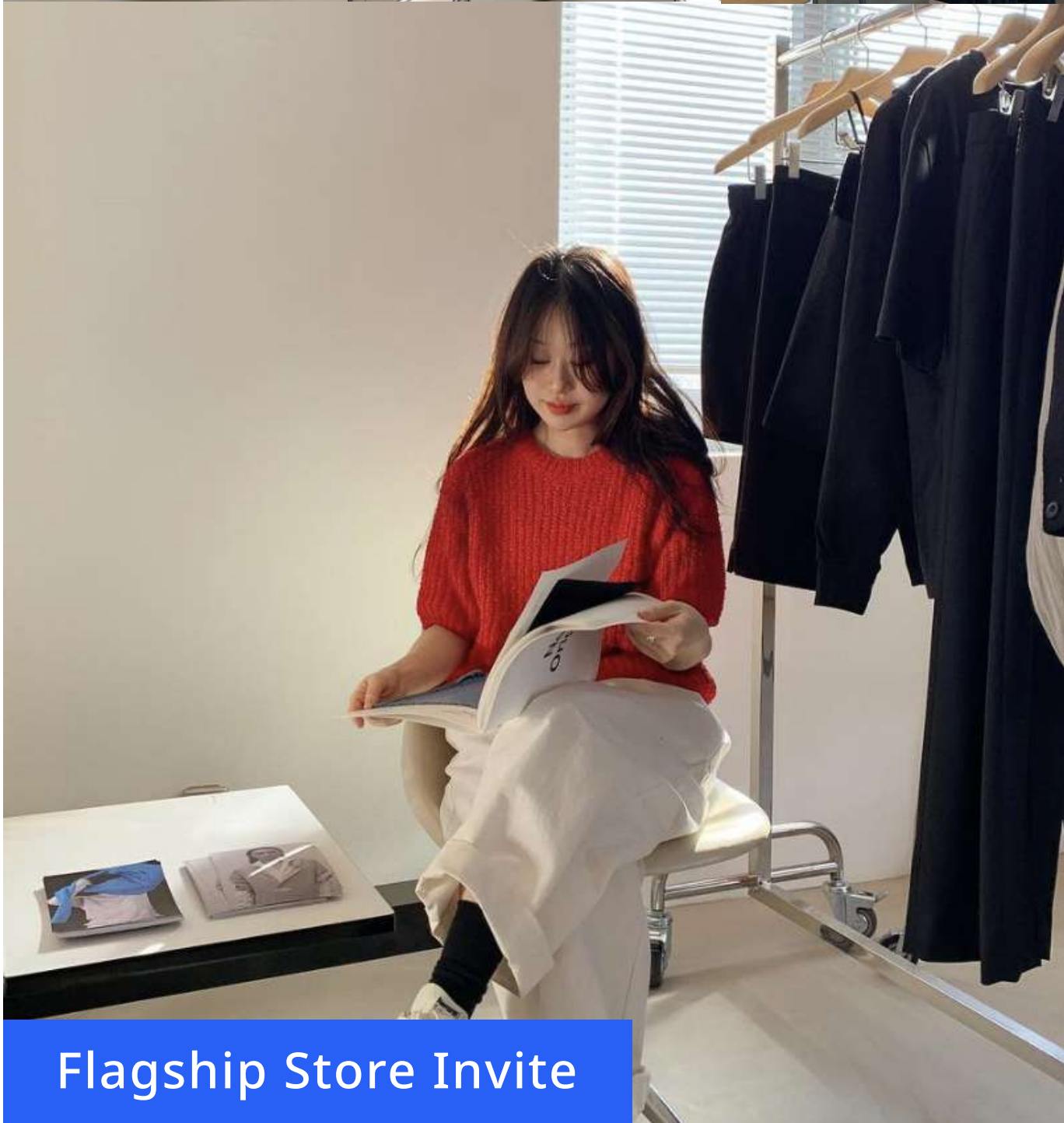
Content creation



# References for Events & Sponsorships



Flagship Store Invite



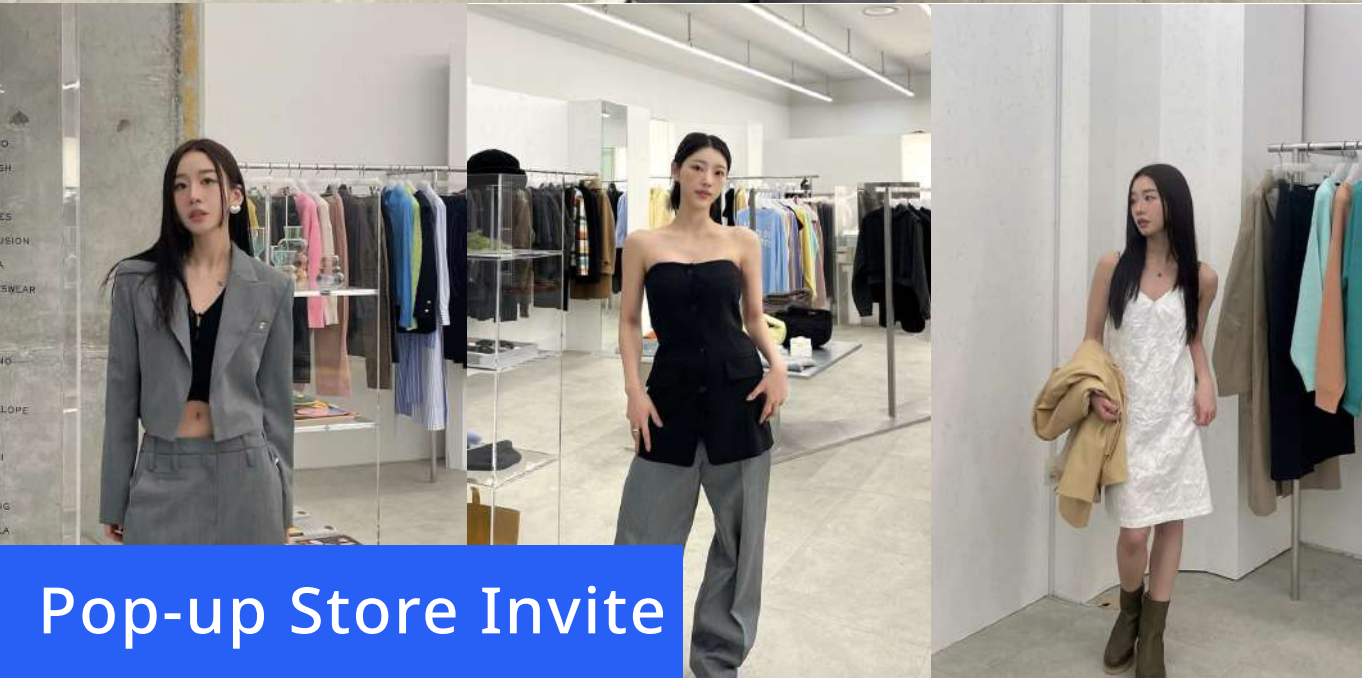
Flagship Store Invite



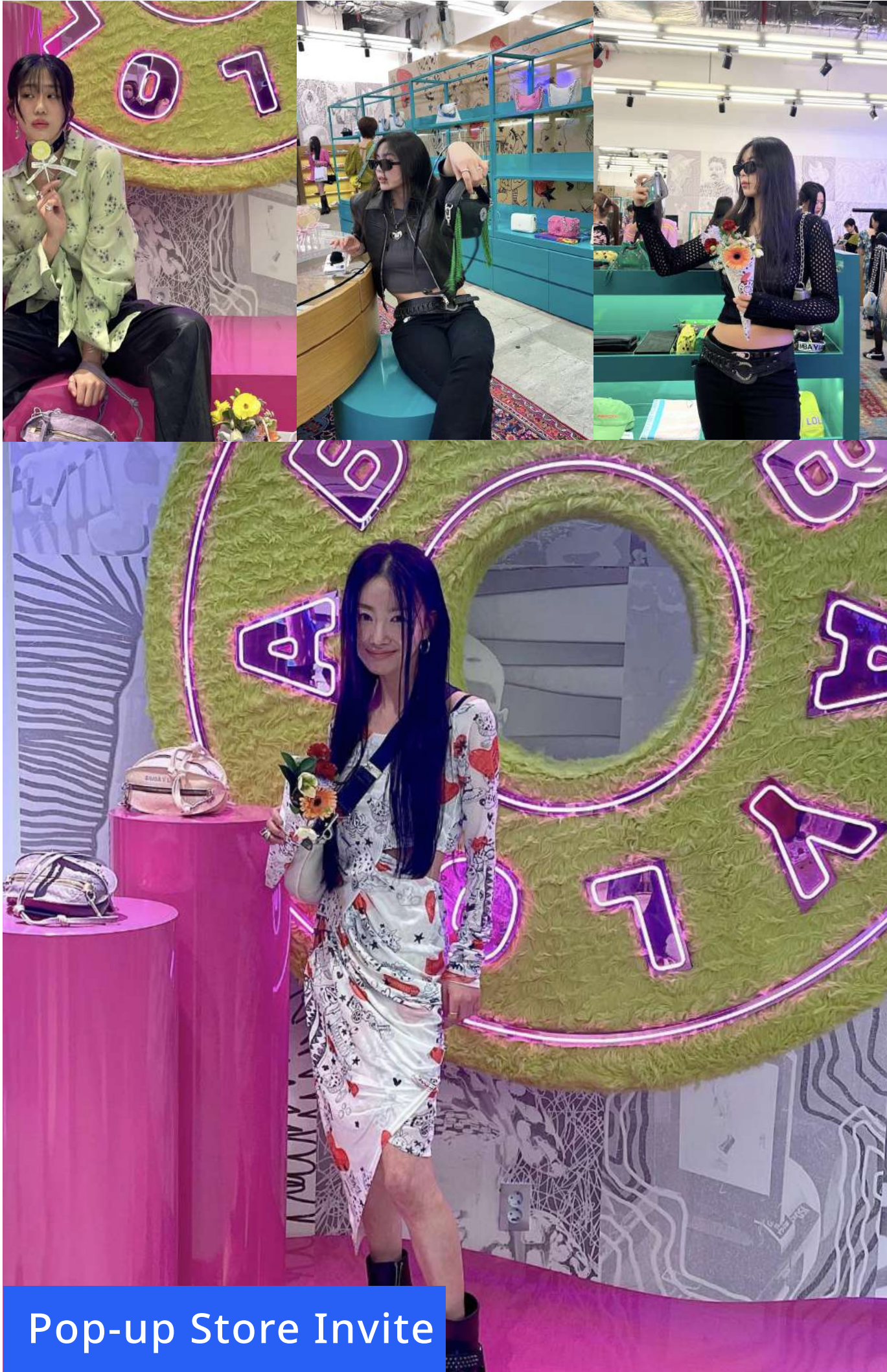
Party & Fashion Show Invite



# References for Events & Sponsorships



Pop-up Store Invite



Pop-up Store Invite



Paid Sponsorship



# brandazine

## CONTACT

Co-CEO Keon Lee, Matt Koh

[founders@brandazine.com](mailto:founders@brandazine.com)

120 Seosomun-ro 6F, Jung-gu, Seoul