

Human Experience Solution

Marketing Strategy
to a Full Service Advertising



HQ IN LOS ANGELES, CA
SPICYTRIBE.COM

Human
Experience
Solution

If it does *not sell*,
it is *not creative*.
Our only goal is
to increase your sales.

Client

Partner with



SAMSUNG



MEDIT

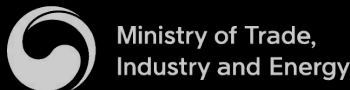


U.S. Chamber of Commerce

Goobne



emart



NATURE REPUBLIC

MOM'S TOUCH



TROIAREUKE



Founder

John Choi

Fueled By Data

Empowered By Tech

Human Experience

- Google Chicago, Head Of Analytics, Digital Marketing/Analytics Sessions Development | Head TA
- 2022-25 American Marketing Association(Largest Marketing Association In The World) | Review Committee
- LG CES 2022-25 | Official Vendor & Business Partner
- Hyundai Research Institute, Global Academy | Global Marketing Instructor
- KOTRA Silicon Valley/Chicago/LA/Detroit/NY | Marketing Advisor
- 3000+ Offline In-Person Sales/Event Experience, SPICY TRIBE
- MigukUnni, Korean-American Lifestyle Media | #1 Used Media Channel From Meta Official Data | Founder
- BioMedBridge | Medical Marketing Agency | Founder
- Memorable, Healthcare App | Founder

Creative Director

Kyoung Kim

- Forbes 30 Under 30
- Prestigious International Short Film Festival Oberhausen | First Korean Live-Action Director | Winner
(One Of The Five FIAPF Accredited Short Film Festivals, Accredited By Both The Academy Awards And The BAFTA Awards)
- Netflix, English Language Dubs Of 20+ Netflix TV Series, Films, And Documentaries | Director
- 60 Film Festivals Including 10 Oscar-Qualifying Ones Such As LA Shorts, Holly Shorts,
And The Nashville Film Festival | Writer & Director

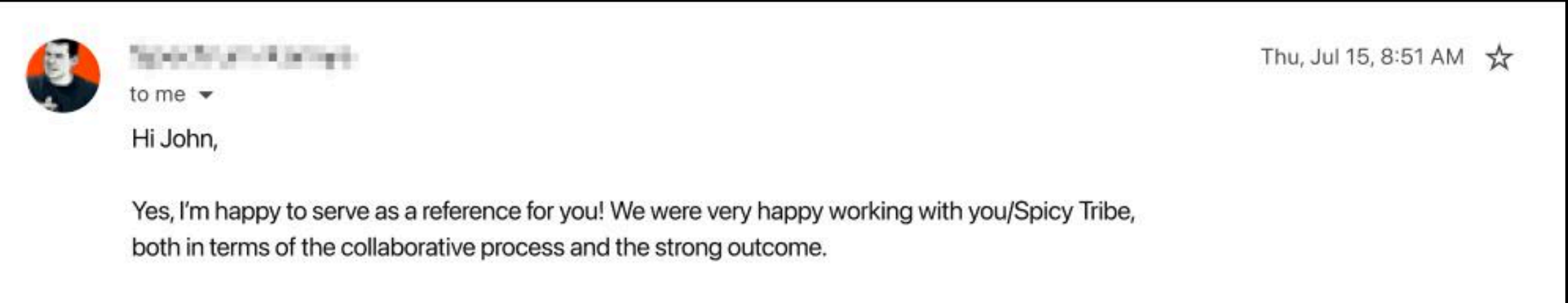
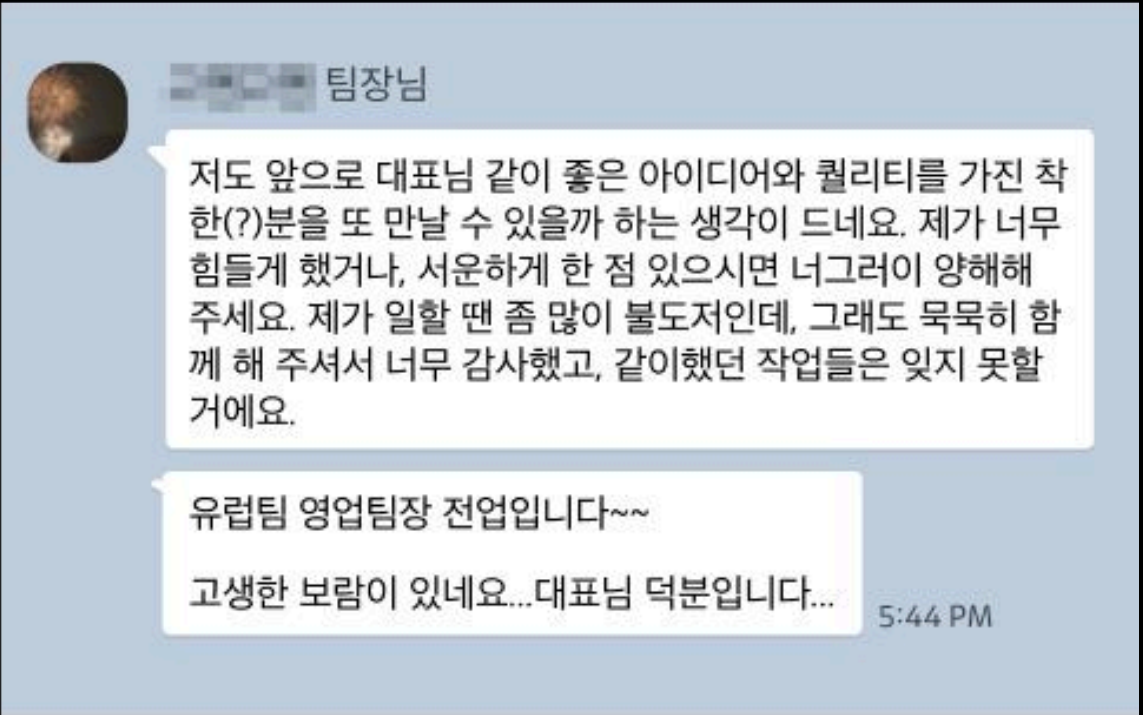
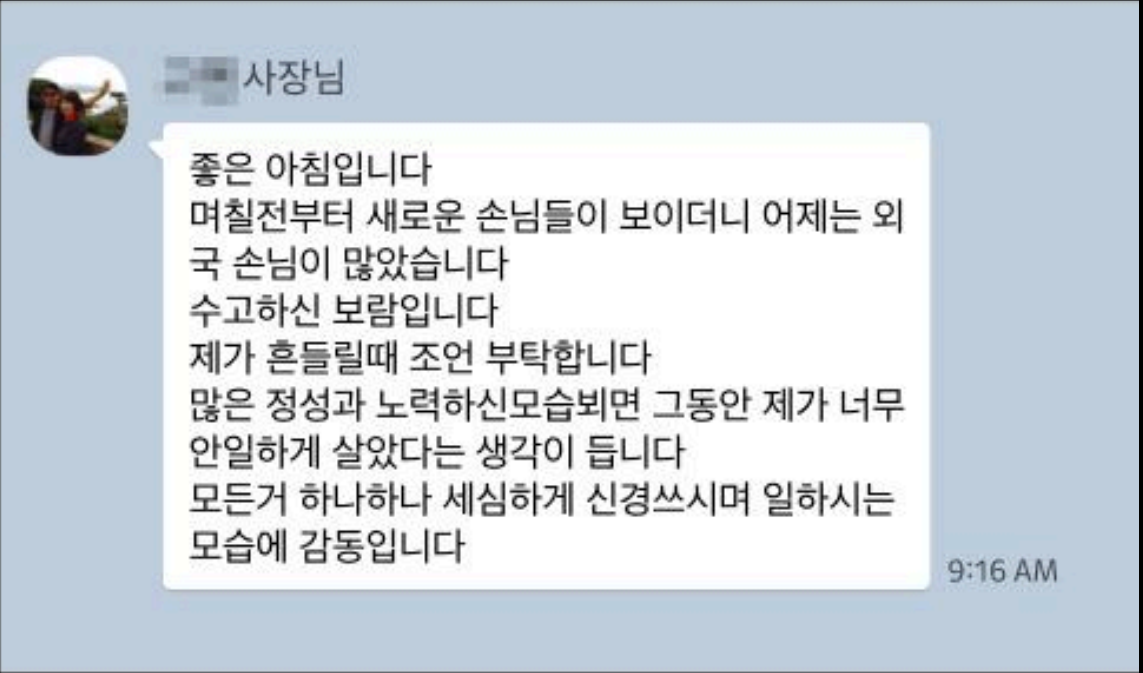
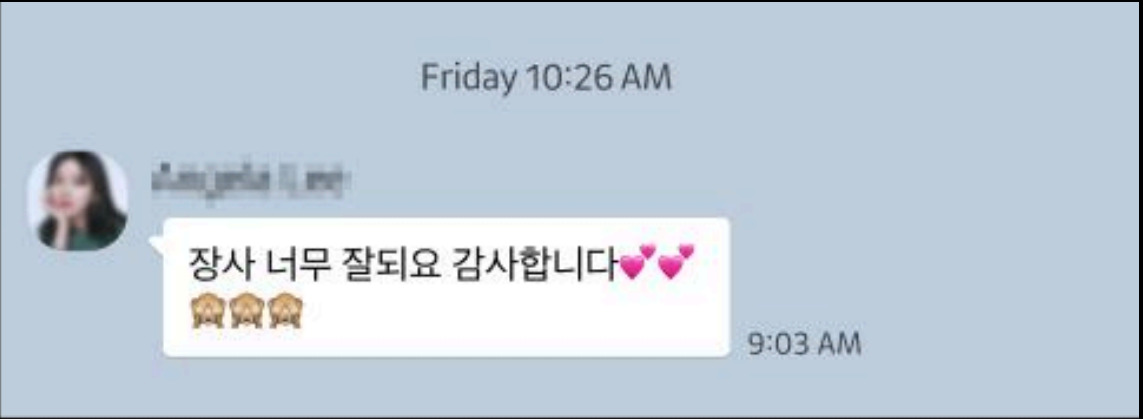
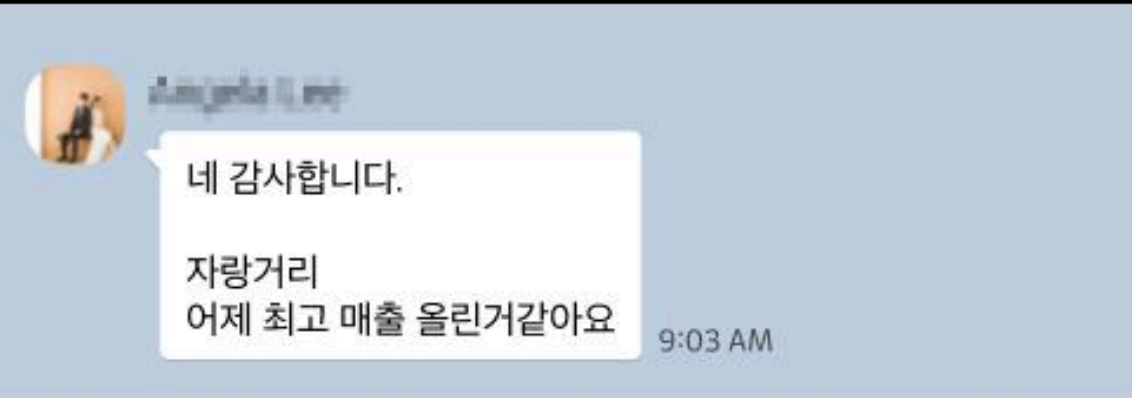
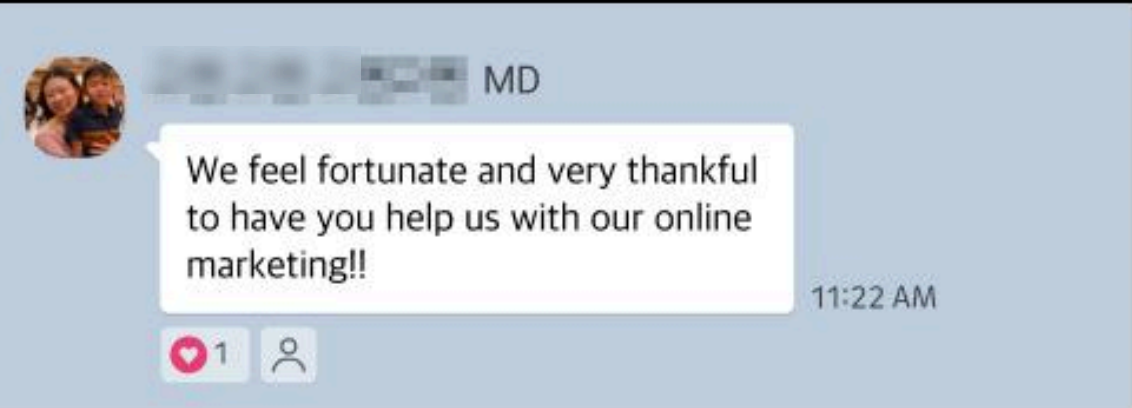
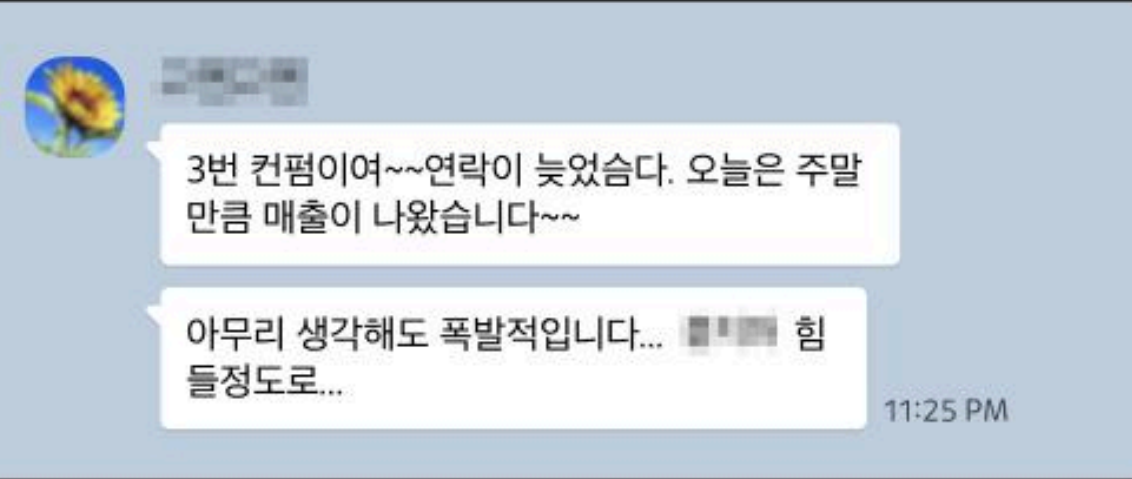
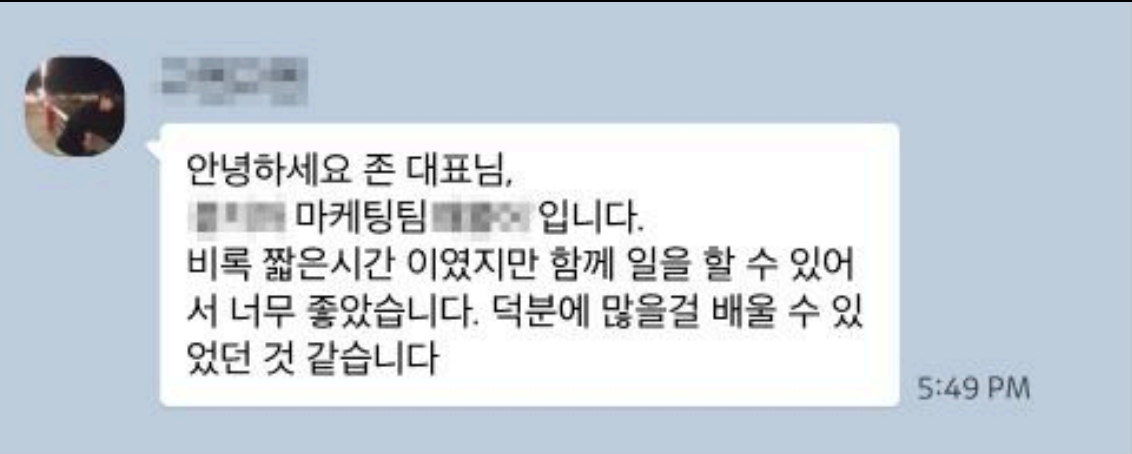
A NETFLIX SERIES

Let's Wilt and Die Together

The Glory

From Client

Testimonial



SPICY TRIBE
ATL Marketing
Recent Experience

Performance Marketing

Overview

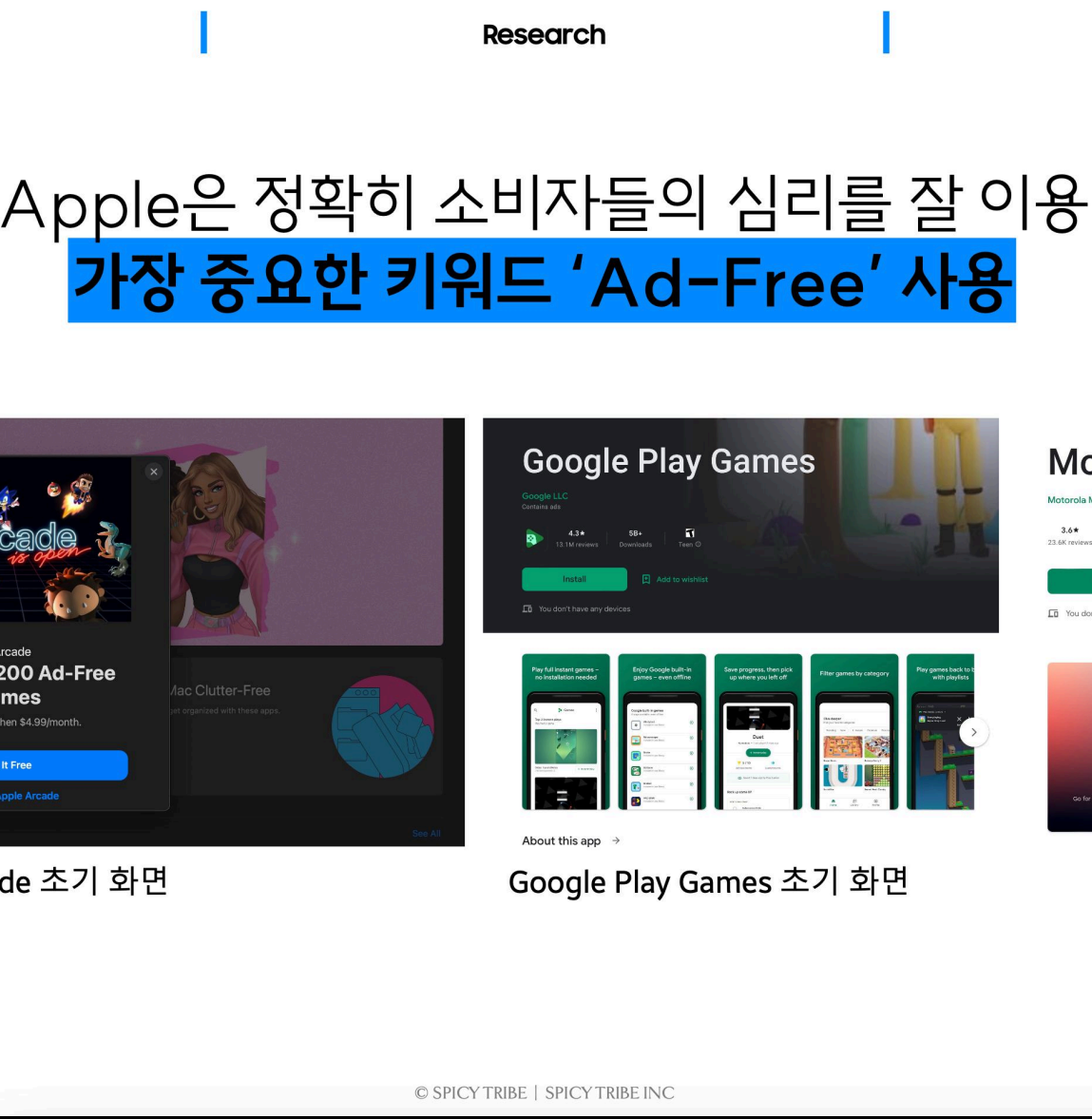
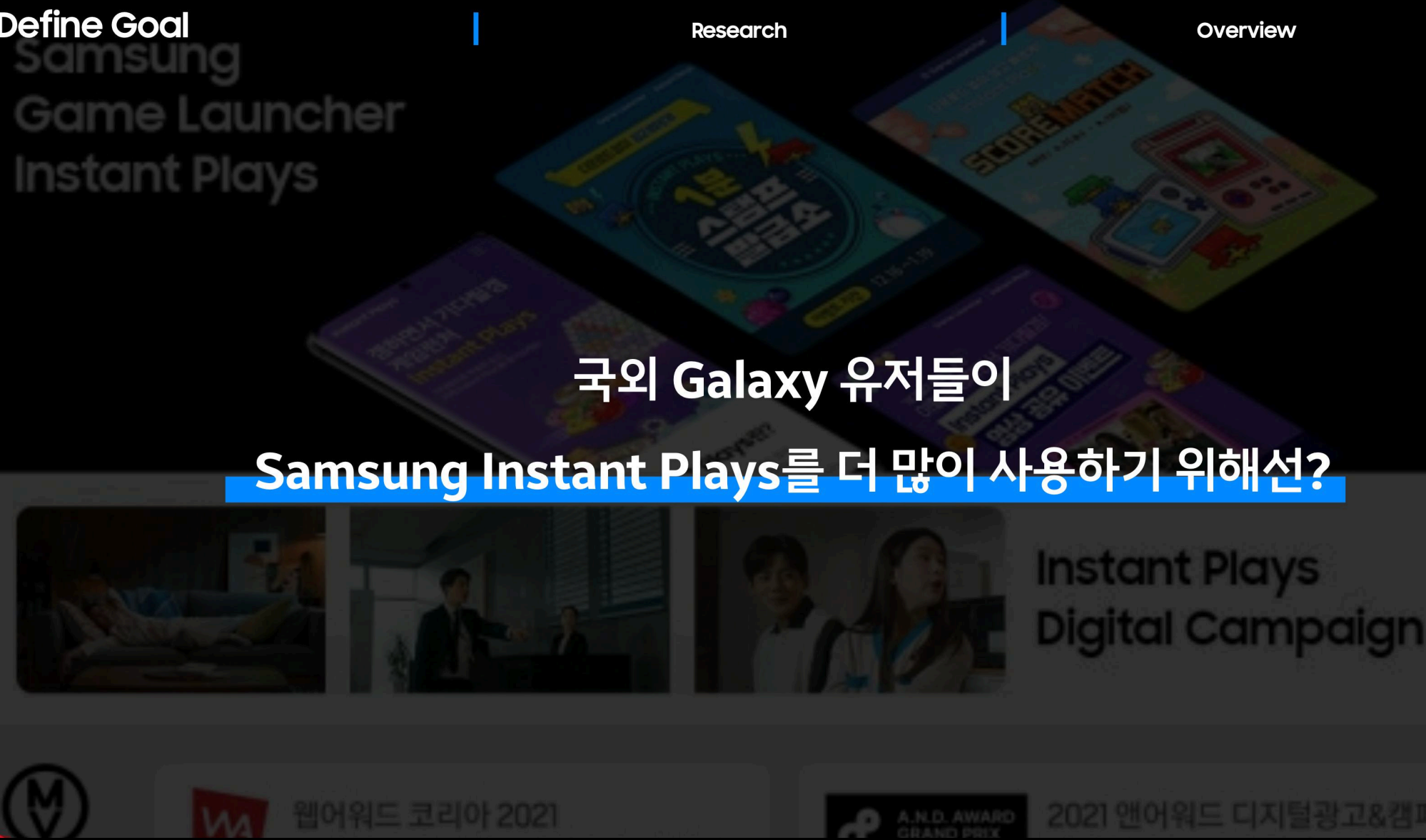
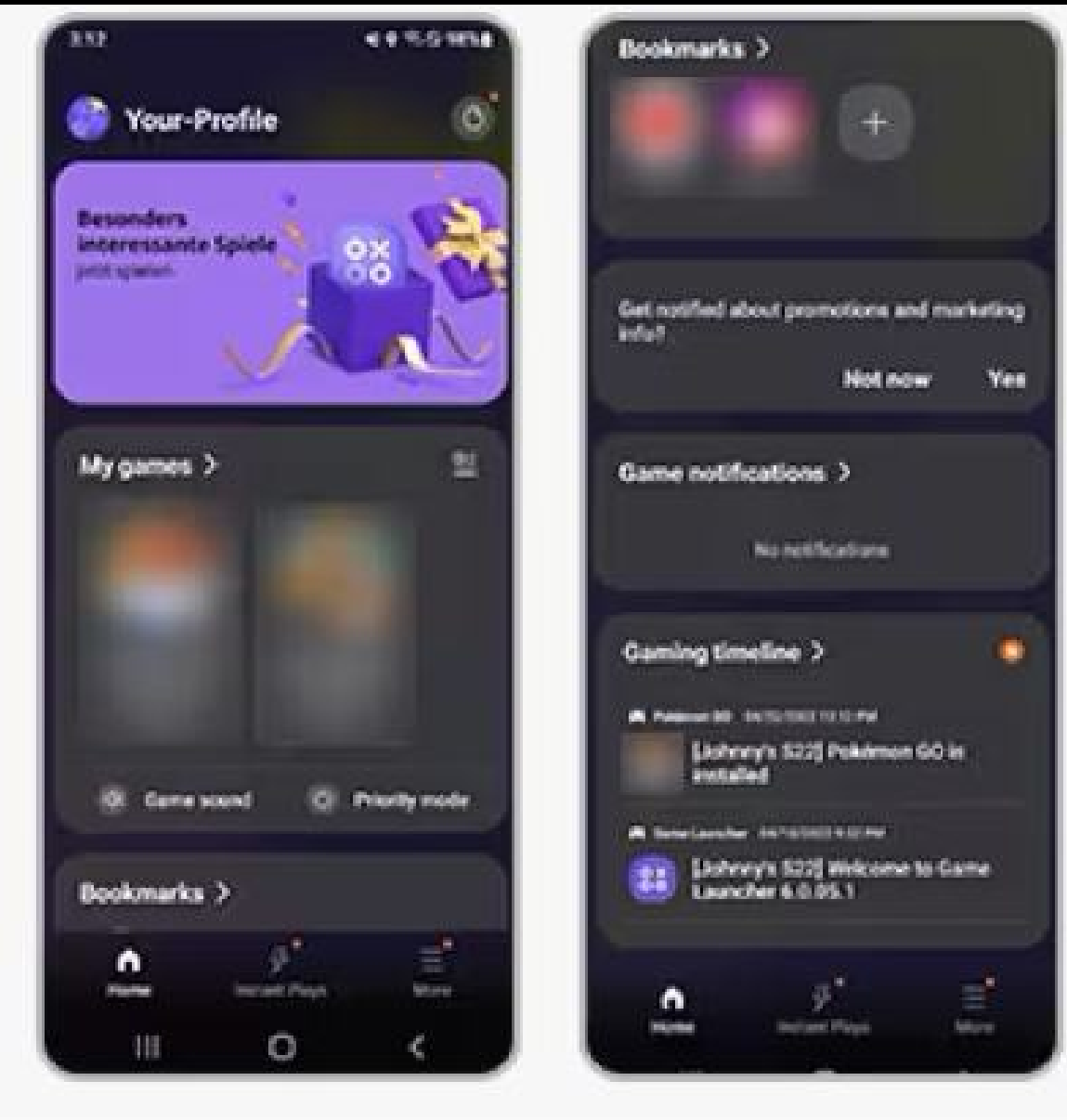
- Client: Samsung Electronics
- Project Name: Samsung Galaxy Instant Plays
- Date: May 2023 – Ongoing
- Location: Seoul HQ

Theme

- #InstantPlays #Content #Strategy

Content

- New Product Launching, Programmatic Ads, Media Buying, Content Marketing



ATL & Human Experience

Digital & PR

Overview

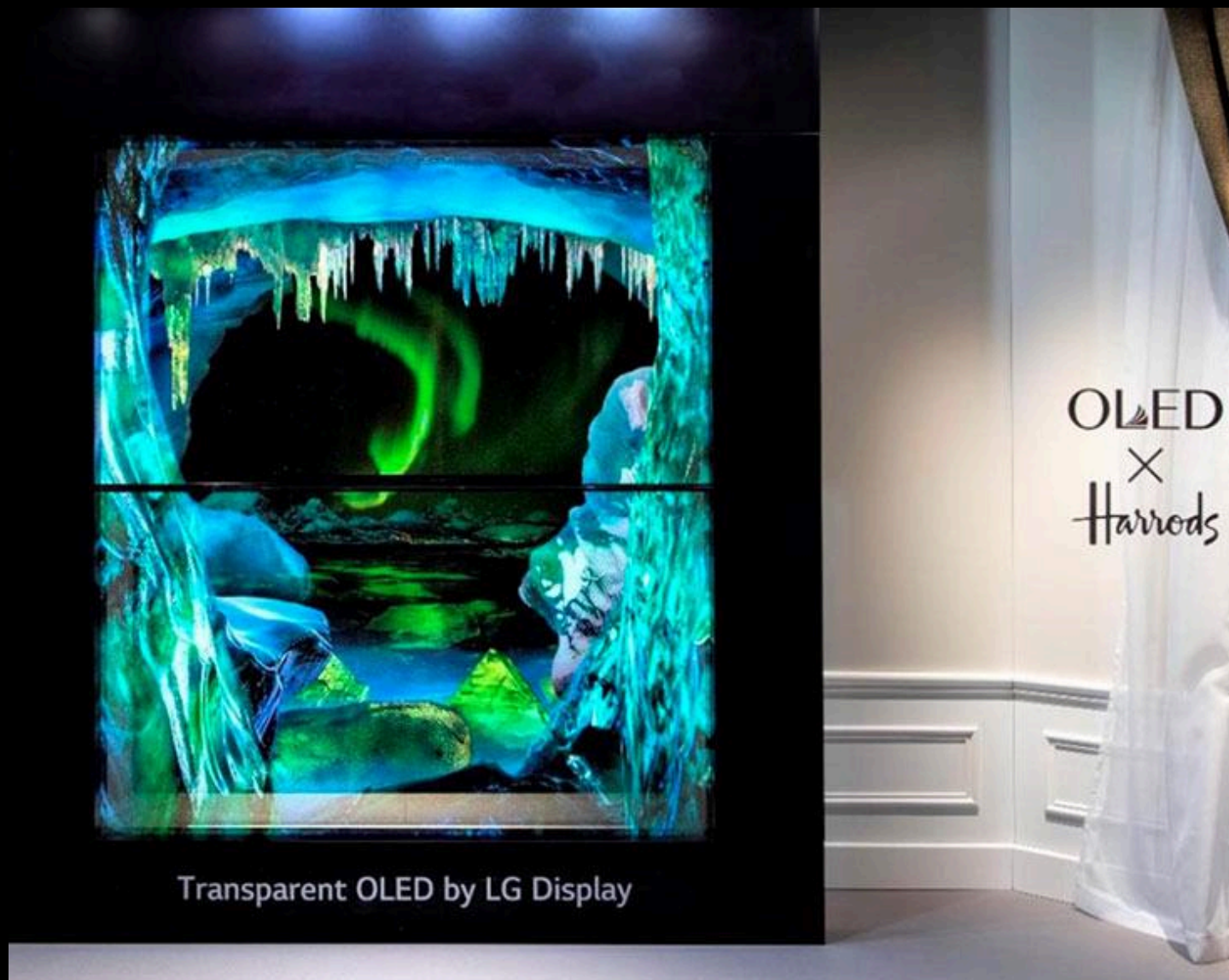
- Client: LG Electronics
- Project Name: CES 2022
- Date: June 2021 – Ongoing
- Location: Seoul HQ

Theme

- #CES #Digital #Docent

Content

- CES Digital Strategy, Media Planning, Influencer Marketing, Media Buying



ATL & Human Experience

Brand Communication

Overview

- Client: Providence Medical Group
- Project Name: WATS 2023
- Date: 2021 – Ongoing
- Location: Fullerton, CA

Theme

- #Donation #TopMedical #SincereCare

Content

- Video Production, Campaign Video for Global Top3 Ad Awards



SPICY TRIBE
BTL Marketing
Recent Experience

BTL & Human Experience

Brand Communication

Overview

- Client: U.S. Chamber of Commerce
- Project Name: CO—100 America’s Top 100 Small Business
- Date: Oct 2024
- Location: Washington D.C.

Theme

- #LateNightShow #Forum #BTL

Content

- Business Forum, 2D/3D Content, Design & Strategy, Human Experience



BTL & Human Experience

Pop Up Event & VIP Hospitality

Overview

- Client: HYBE Entertainment
- Project Name: 2024 Bighit Music Global Audition
- Date: June 2024
- Location: Buena Park, CA

Theme

- #Young #Trendy #Black & White

Content Target

- Promoting Global Audition for K-pop fans
- American Interested in K-Culture

Content

- Booth Build, Event Strategy, Planning, & Operation, VIP Hospitality



BTL & Human Experience

Conference & VIP Hospitality

Overview

- Client: South Korean Ministry of Trade, Industry and Energy
- Project Name: R.O.K.-U.S. Advanced Industry Joint R&D Conference
- Date: November 15-16, 2023
- Location: Palo Alto, CA

Theme

- #Advanced Industry #New Tech

Content Target

- Government Event during 2023 APEC SUMMIT
- C-Level & VIP

Content

- Conference & VIP Hospitality



BTL & Human Experience

Convention & Booth Build

Overview

- Client: LG Electronics
- Project Name: CES 2022, 2023, 2024
- Date: Jan 2022, 2023, 2024
- Location: Las Vegas, Nevada

Theme

- #Seamless Connect #OLED #CES2023

Content Target

- Introducing New Tech to The Public
- Press & Industry Leaders

Content

- Booth Build, Digital & PR, Operations, Strategy, VIP Hospitality



BTL & Human Experience

New Product Launch

Overview

- Client: Medit
- Project Name: Medit i700 wireless
- Date: Mar-April 2022
- Location: Long Beach, CA & Paris, France

Theme

- #Magic #Easy #Maneuverability #New Product Launching Campaign

Content Target

- Medical Equipment Distributors

Content

- New Product Launching Event, Brand Zone, Ads, Media Buying, Microsite, Event Operation & Live Streaming



BTL & Human Experience

Event & Campaign

Overview

- Client: Providence Medical Group
- Project Name: A Walk Among Stars Fashion Show & Gala
- Date: May 2022
- Location: Anaheim, CA

Theme

- #Gala & Fashion #Roaring 20's

Content Target

- Raising Awareness for Cancer Patients
- 1% High Income Households in Orange County

Content

- Event Operation, Strategy & Video Production



BTL & Human Experience

Conference & VIP Hospitality

Overview

- Client: HSAD (LG), University of Illinois at Urbana Champaign
- Project Name: Professional Advertising Program
- Date: July-Aug 2019 since 2014 (Stopped after Covid-19)
- Location: Chicago, IL

Theme

- #Professional #New Tech #Advertising #VIP

Content Target

- VIP & Professionals Training Programs with Industry-Leading Companies Such as Facebook, Adobe, Google, etc.
- C-Level & VIP

Content

- Leading Company Tours & Sessions, VIP Hospitality



Service

Scope of Work

Brand Communication
Brand for New Growth
Creative Solution

Service

Brand Communication

- Brand Strategy
- Analytics & Insights
- Media Buying & PR
- Social Media Marketing
- BTL & Human Experience

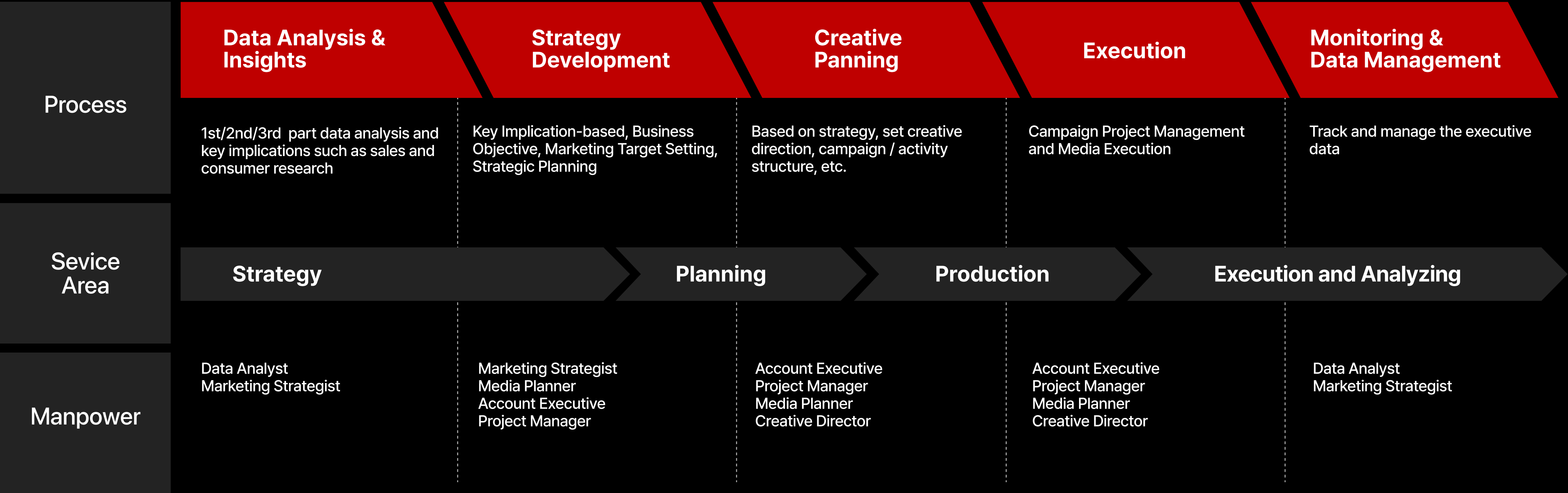
Brand For New Growth

- New Growth Strategy
- Performance Marketing
- Search Engine Marketing
- Search Engine Optimization
- E-Commerce

Creative Solution

- Branding & Design
- Photo & Video Production
- UI/UX & Platform Development
- Content Marketing
- Brand Zone & Interior

Progress





World's First Wireless OLED TV

Service Sample

BTL & PR Solution

More Samples Available by Request

Mod UP™

Refrigerator



Service Sample

Event & Conference

More Samples Available by Request



Service Sample

Food Photography

More Samples Available by Request





Service Sample

Photo & Video Production

More Samples Available by Request

Service Sample

3D & Motion Design

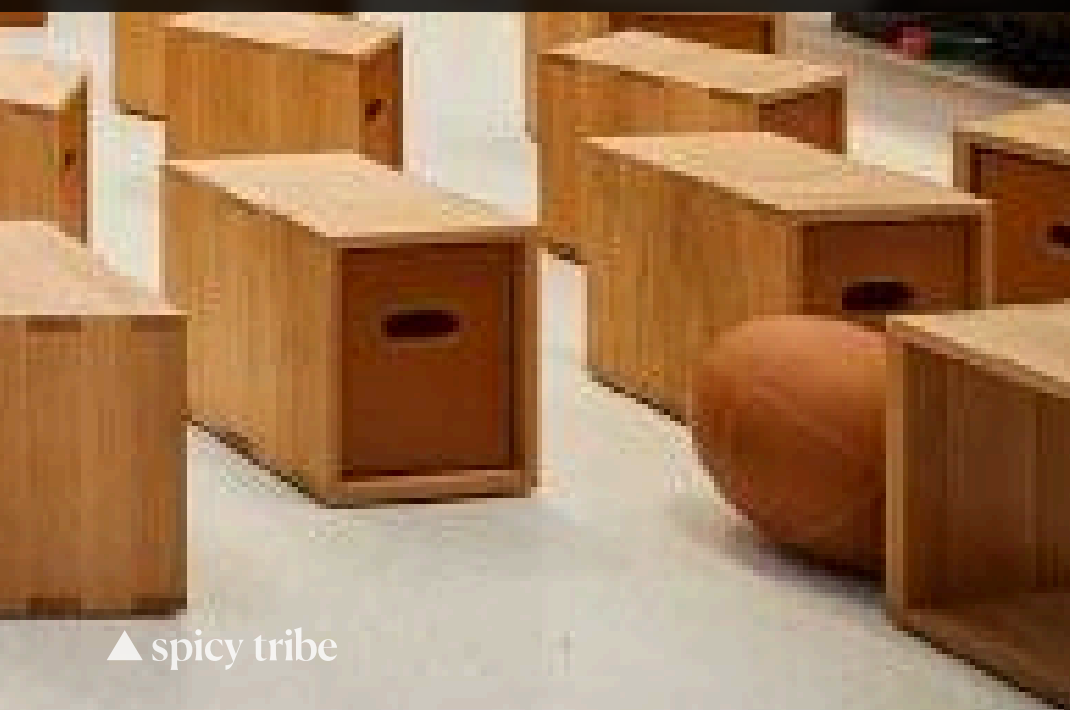
More Samples Available by Request



Service Sample

Brand Zone & Interior

More Samples Available by Request

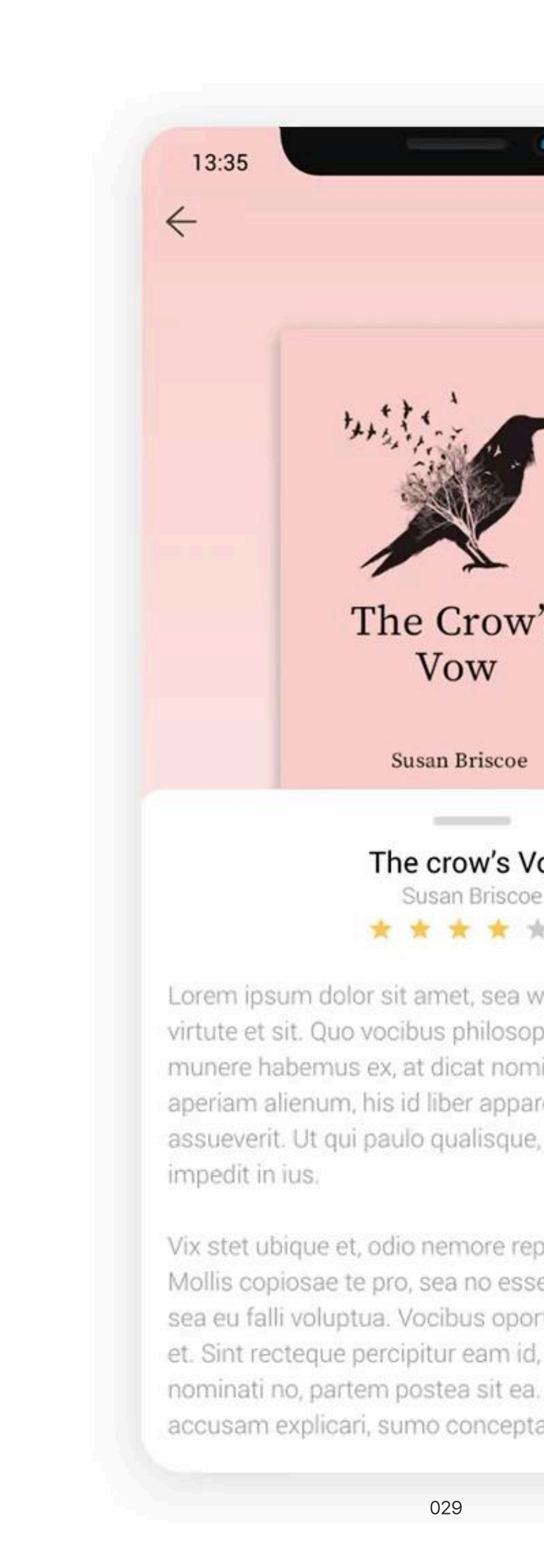
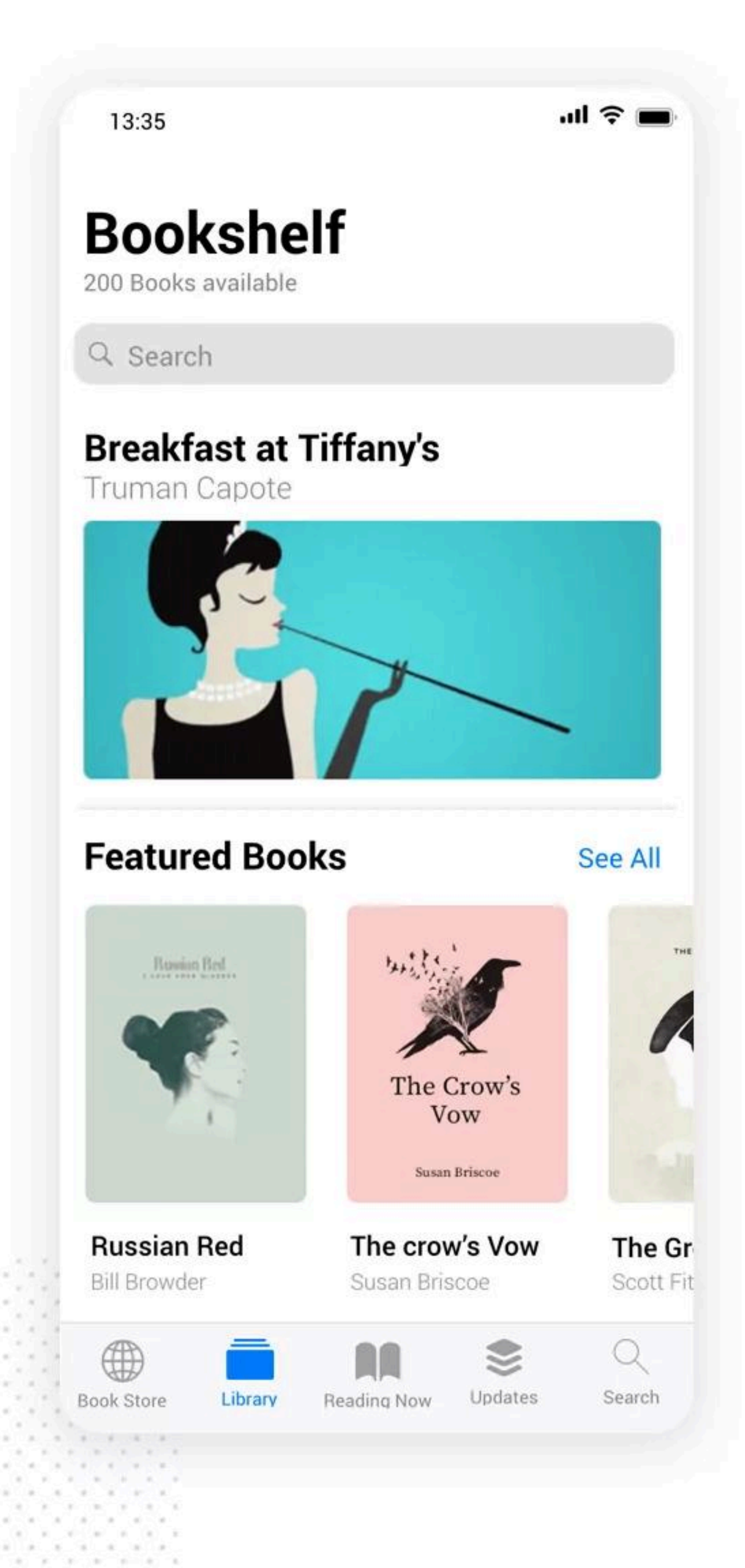
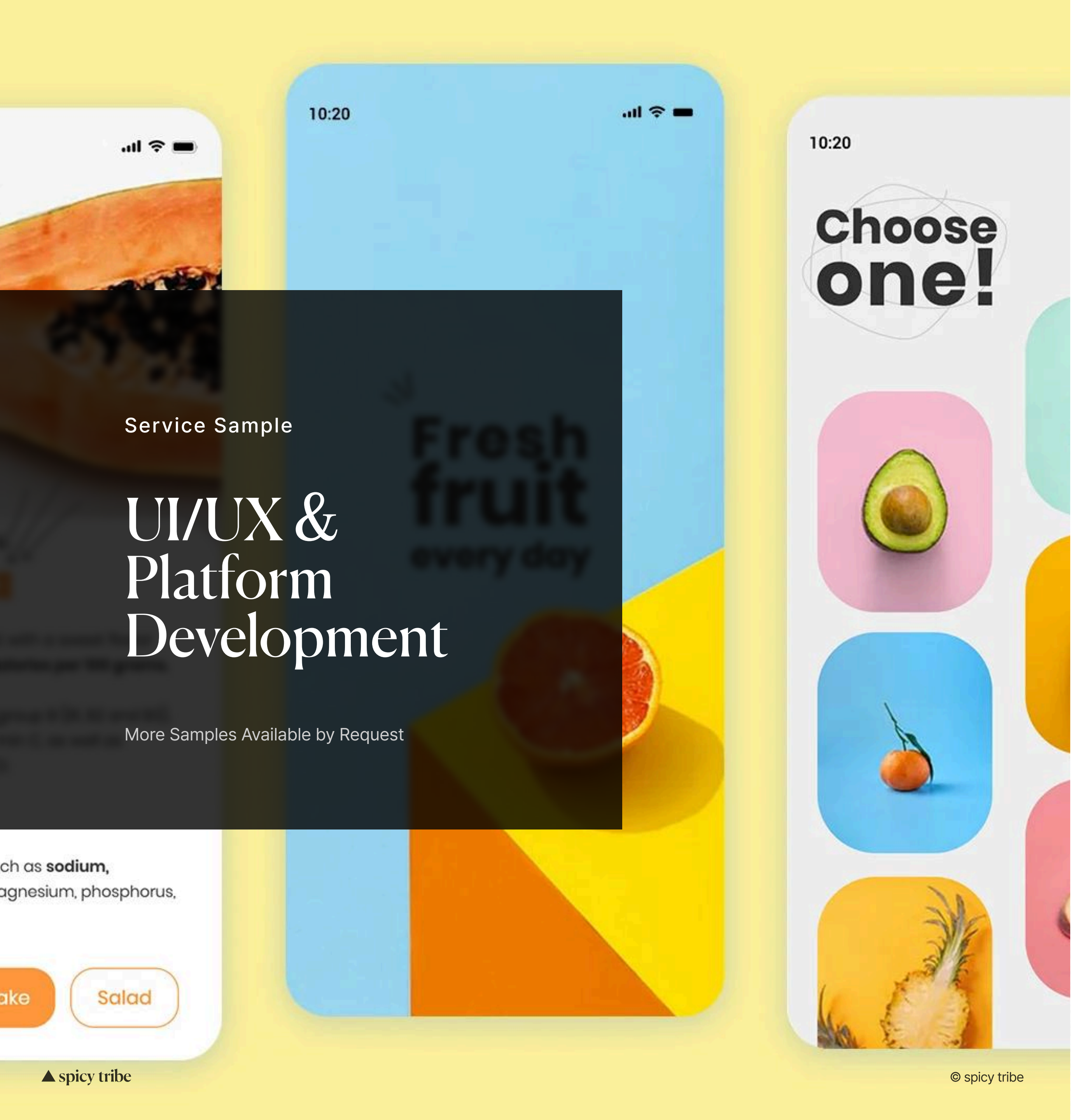


Service Sample

Branding & Design

More Samples Available by Request





Advertising & Marketing
Service Overview
Prepared by **spicy** tribe