

Team For **Creative**

# C-LAPS



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01.

# About us

# About us

## Overview

# C-LAPS



C-LAPS (C-LAPS) is an "Integrated Marketing Agency" that provides optimal marketing strategies and solutions to customers at reasonable prices based on the ability to self-produce content and perform superiorly.



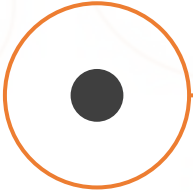
Established to develop with the Vietnamese Marketing industry - which is transitioning to a large consumer market, C-LAPS with its own content production capabilities, SNS understanding and data analysis ability can confidently update quickly to changes in market trends.



C-LAPS creates high-quality Marketing content through available equipment and studios as well as specializes in producing online/offline content that attracts customer reactions.

# About us

## Overview



Company Name: C-LAPS(씨랩스)

CEO: Lee Ju Hong



## Main Business

Digital marketing, Content creation, Events, Design, and Marketing-related app/web development services



Establishment date: September 29, 2020

Employees: 30 (Up to present, December 2023)



## Location

Office: Headquarters (Ho Chi Minh City, Vietnam), Korea Branch (Seoul), Thailand Branch (Bangkok)

# About us

Location



# GLOBAL PRESENCE

In addition to our headquarters in Vietnam, we have branches in Korea, (Seoul) and Thailand (Bangkok)

# About us

## Milestone



# About us

## Approach



### Field expert

We can maximize the quality of work and deal with any problem thanks to experts in each field



### Viet Nam-Centric

Establish Marketing campaigns suitable to the needs of consumers in Vietnam



### Obsession on Performance

A team that is proficient in practical operations, focuses on creating results, not simply consulting and providing strategies.





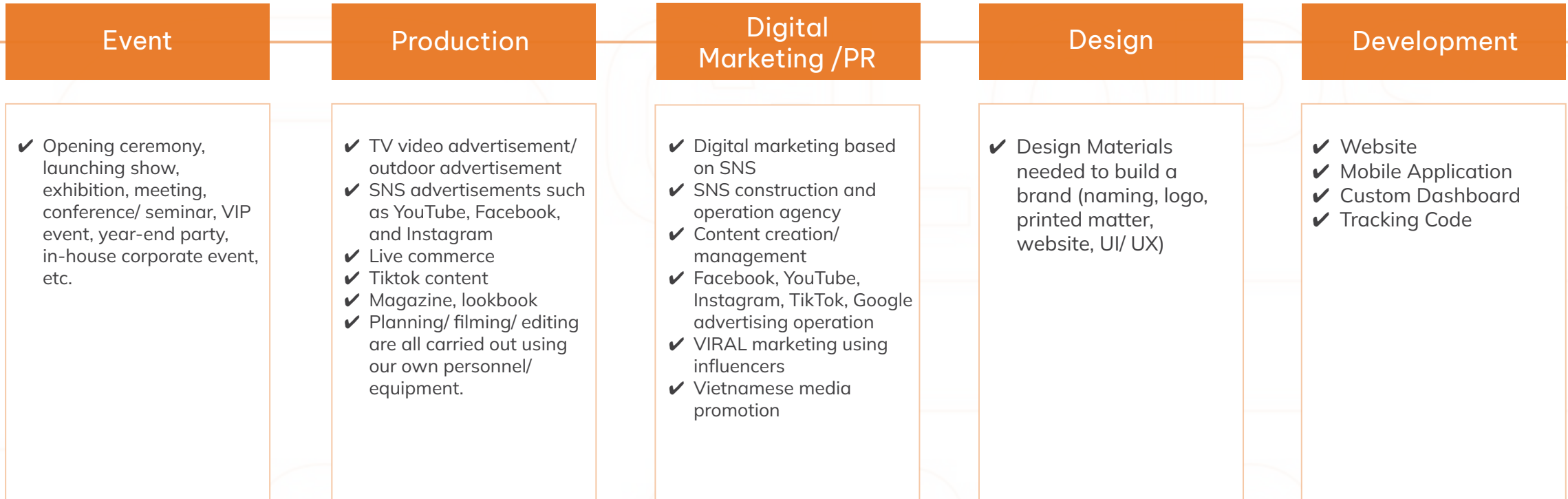
02.

# Service

# Service

## Category

C-LAPS provides Event organization services, Create Content, Digital Marketing, Design/Branding, and app/web development services related to Marketing.



# Service

## Event

Since C-LAPS's establishment, we has planned and operated diverse events to suit customer needs (Conferences, Workshops, Company Trip, Year-end Party, Exhibition, Pop-up Store , small classes...). In case of necessity, we conduct an online marketing campaign together to create synergy.



# Service

## Production

We produce videos optimized for SNS using our own filming equipment, personnel, and studio. We also provide various types of video services, including live broadcasting, graphic-based video production, and re-editing of existing videos.



Making TVC/ Production Videos

# Service

## Production

The team also provides professional photography services that needed for client's business such as representative photos, Lookbook, Product shots, Events, Sketches, Snapshot etc. In particular, customers can also receive photo services that match the concept from the team's own photographer and thanks to networking with other freelancers.



Photoshooting for MONO SQUARE COFFEE SHOP



Photoshooting for 3 Weeks

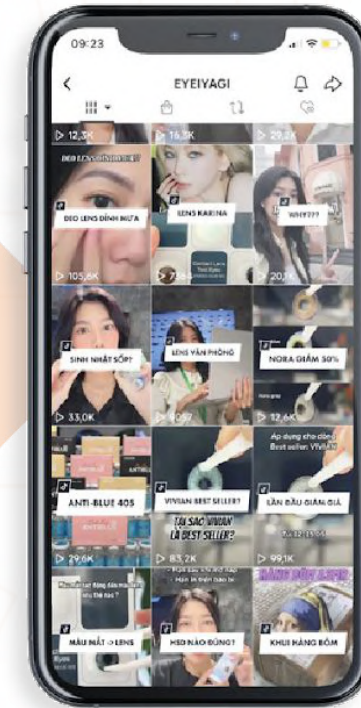
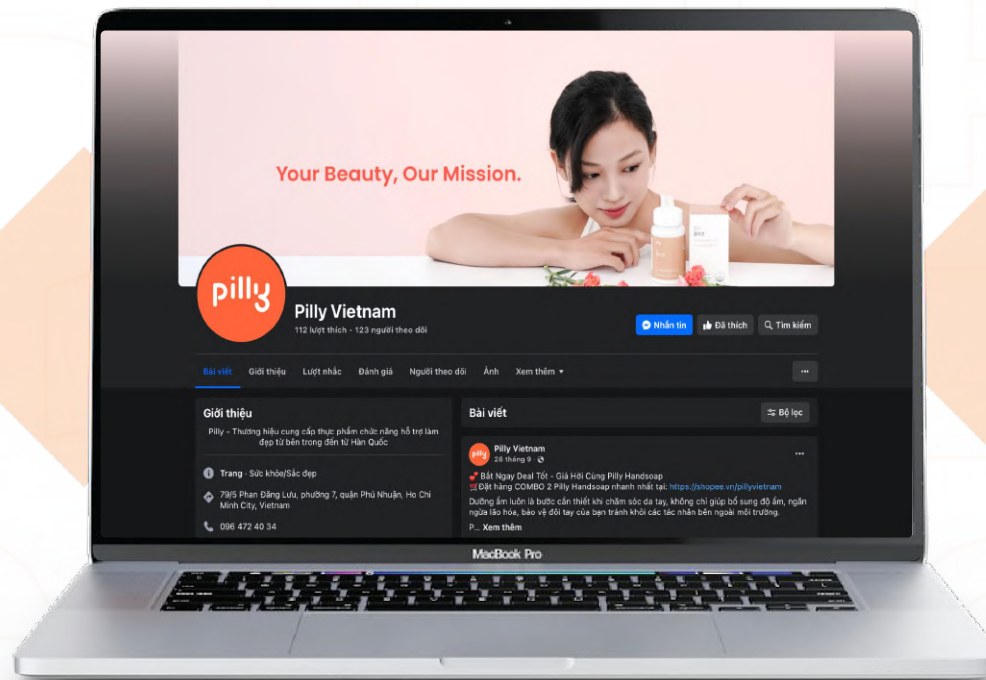


Photoshooting for Pilly

# Service

## Digital Marketing

From creating Facebook and Instagram accounts, even though customers do not have internal management resources such as creating pages, designing, producing and uploading content, writing and managing comments, answering messenger questions, analyzing result, etc Through C-LAPS's AE, customers can still build and operate SNS successfully.



# Service

PR

Effective media exposure is possible through partnerships with over 40 local Vietnamese media outlets and 120 journalists.



kenh14.vn  
Kênh Giải trí - Xã hội



www.cafe.vn



Báo tiếng Việt nhiều người xem nhất



24Giờ



DIỄN ĐÀN CỦA HỘI LIÊN HIỆP THANH NIÊN VIỆT NAM



CƠ QUAN TRƯNG ƯƠNG CỦA BỘ AN TỈNH HỒ CHÍ MINH



TIẾNG NÓI CỦA ĐOÀN LAO ĐỘNG THANH NIÊN VIỆT NAM



TRƯỜNG ĐẠI HỌC GIÁO DỤC VÀ THỜI ĐẠI



TRƯỜNG ĐẠI HỌC AN NINH VÀ THỜI ĐẠI



CƠ QUAN LƯU GIỮA HỘI HOẠT ĐỘNG DOANH NGHIỆP NHỎ VÀ VĨNH VIỆT NAM



COM.VN



TIẾNG NÓI CỦA BỘ GTVT, ỦY BAN ATGT QUỐC GIA



Hơi thở cuộc sống



CƠ QUAN TƯ CẢM CỦA HỘI LUẬT GIA VIỆT NAM



SAIGON ONLINE



PHÁP LUẬT



THỜI BÁO



Online  
Chuyên trang kinh tế thuộc báo điện tử Dân Việt



SAO star



BẢO DIỆM TỬ GIẢ ĐỘ TÀI NGUYÊN VÀ MÔI TRƯỜNG



Mạng nghiệp Việt Nam



Đẹp



techz



MOT THE GIOI.VN  
Thông tin trong tầm tay



billboard Vietnam



net NEWS

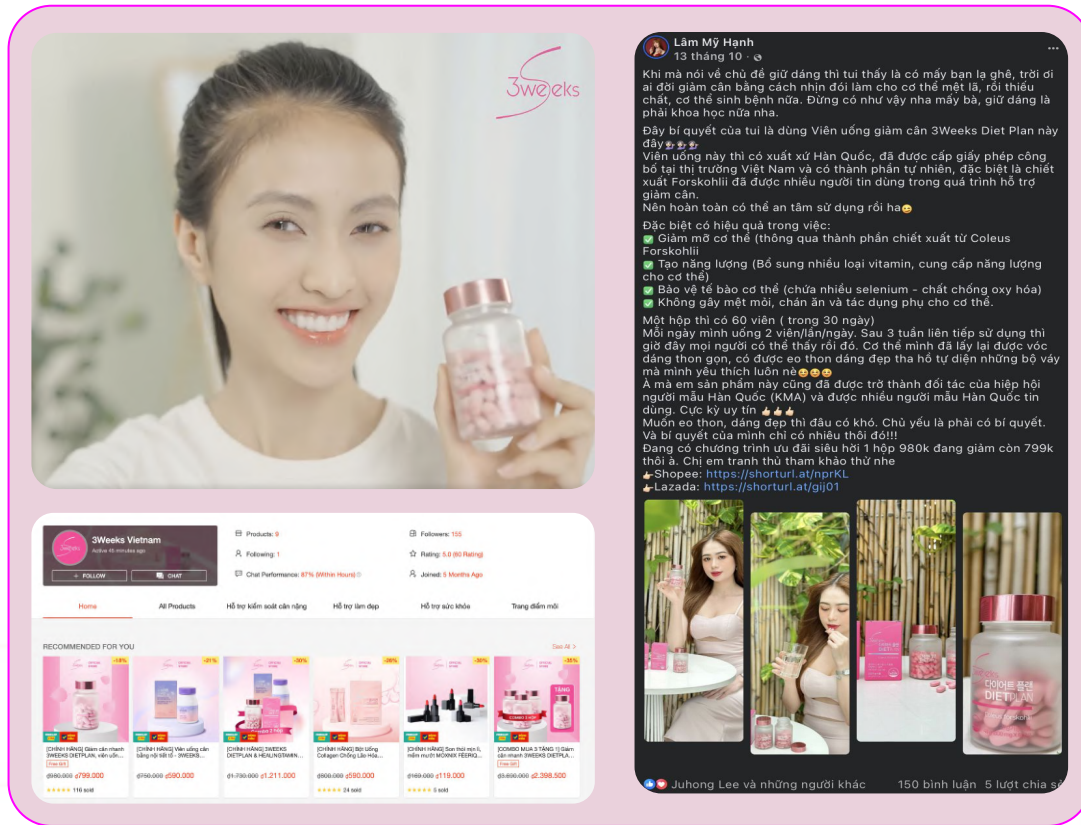


TIN THE THAO .COM.VN

# Service

## KOL

We select the most suitable influencers for each business by comprehensively considering market influence, age, image, etc. rather than simply the number of followers. We focus on creating natural content that matches the influencer's characteristics and existing postings, rather than mechanical advertising postings.



**Lâm Mỹ Hạnh**  
13 tháng 10 · 🌐

Khi mà nói về chủ đề giữ dáng thì tôi thấy là có mấy bạn là ghê, trời ơi ai đòi giảm cân bằng cách nhịn đói làm cho cơ thể mệt lã, rồi thiếu chất, cơ thể sinh bệnh nữa. Đúng có như vậy nha mấy bà, giữ dáng là phải khoa học nữa nha.

Đây bị quyết của tôi là dùng Viên uống giảm cân 3Weeks Diet Plan này đây 🌟🌟🌟

Viên uống này thì có xuất xứ Hàn Quốc, đã được cấp giấy phép công bố tại thị trường Việt Nam và có thành phần tự nhiên, đặc biệt là chiết xuất Forskolin đã được nhiều người tin dùng trong quá trình hỗ trợ giảm cân.

Nghĩ hoàn toàn có thể an tâm sử dụng rồi ha 🌟

Đặc biệt có hiệu quả trong việc:

- 🟢 Giảm mỡ cơ thể (thông qua thành phần chiết xuất từ Coleus Forskolinii)
- 🟢 Tạo năng lượng (Bổ sung nhiều loại vitamin, cung cấp năng lượng cho cơ thể)
- 🟢 Bảo vệ tế bào cơ thể (chứa nhiều selenium - chất chống oxy hóa)
- 🟢 Không gây mệt mỏi, chán ăn và tác dụng phụ cho cơ thể.

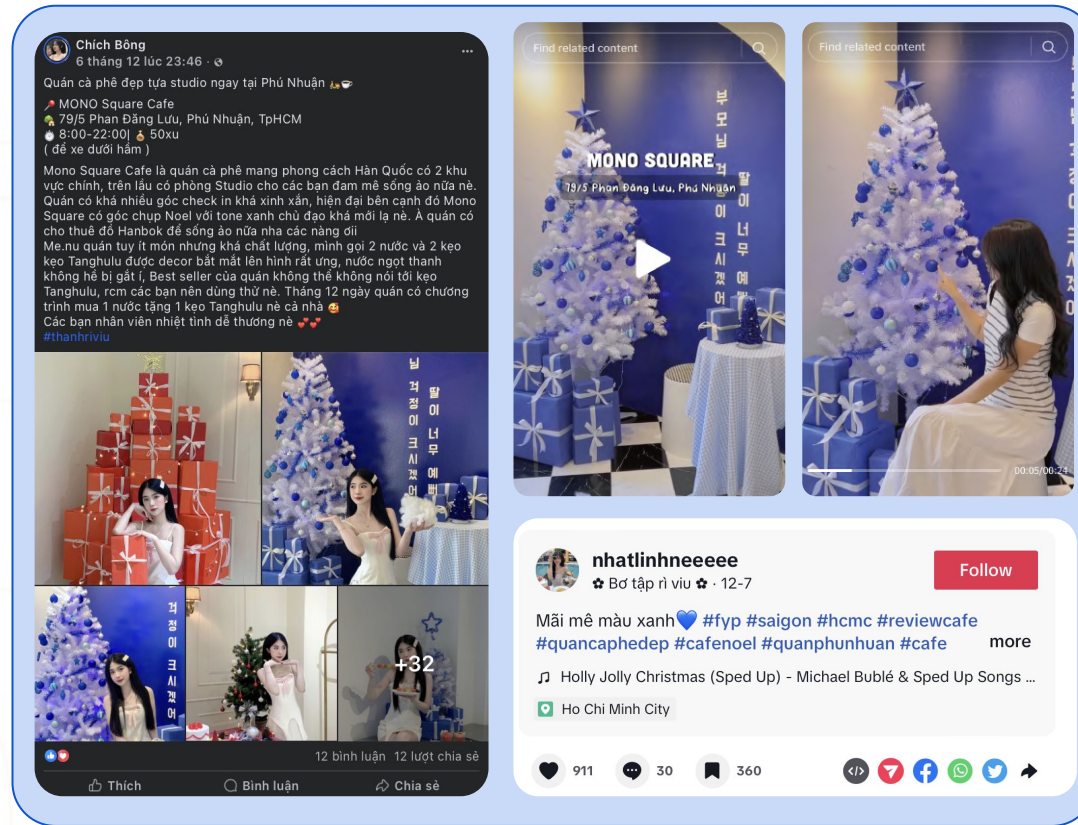
Một hộp thì có 60 viên ( trong 30 ngày)  
Mỗi ngày mình uống 2 viên/lần/ngày. Sau 3 tuần liên tiếp sử dụng thì giờ đây mọi người có thể thấy rồi đó. Cơ thể mình đã lấy lại được vóc dáng thon gọn, có được eo thon dáng đẹp tha hồ tự diện những bộ váy mà mình yêu thích luôn nè 🌟🌟🌟

À mà em sản phẩm này cũng đã được trở thành đối tác của hiệp hội người mẫu Hàn Quốc (KMA) và được nhiều người mẫu Hàn Quốc tin dùng. Cực kỳ uy tín 🌟🌟🌟

Muốn eo thon, dáng đẹp thì đầu có khó. Chủ yếu là phải có bí quyết. Và bí quyết của mình chỉ có nhiều thôi đó!!!  
Đang có chương trình ưu đãi siêu hời 1 hộp 980k đang giảm còn 799k thôi à. Chị em tranh thủ tham khảo thử nha

👉Shopee: <https://shorturl.at/nprKL>  
👉Lazada: <https://shorturl.at/gj101>

Juhong Lee và những người khác · 150 bình luận · 5 lượt chia sẻ



**Chích Bông**  
6 tháng 12 lúc 23:46 · 🌐

Quán cà phê đẹp tựa studio ngay tại Phú Nhuận 🌟🌟

MONO Square Cafe  
79/5 Phan Đăng Lưu, Phú Nhuận, TpHCM  
8:00-22:00 | 50xu  
(đề xe dưới hầm)

Mono Square Cafe là quán cà phê mang phong cách Hàn Quốc có 2 khu vực chính, trên lầu có phòng Studio cho các bạn đam mê sống ảo nữa nè. Quán có khá nhiều góc check in khá xinh xắn, hiện đại bên cạnh đó Mono Square có góc chụp Noel với tone xanh chủ đạo khá mới lạ nè. À quán có cho thuê đồ Hanbok để sống ảo nữa nha các nàng ơi

Me.nu quán tuy ít món nhưng khá chất lượng, mình gọi 2 nước và 2 kẹo Tanghulu được decor bắt mắt lên hình rất ưng, nước ngọt thanh không hề bị gắt tị, Best seller của quán không thể không nói tới kẹo Tanghulu, rcm các bạn nên dùng thử nè. Tháng 12 này quán có chương trình mua 1 nước tặng 1 kẹo Tanghulu nè cả nhà 🌟

Các bạn nhân viên nhiệt tình dễ thương nè 🌟🌟

#thanhhvu

nhatlinhneeeee  
Bơ tập rì viu · 12-7

Mãi mê màu xanh 🌟 #fyp #saigon #hcmc #reviewcafe #quancaphedep #cafenoel #quanphunhuan #cafe more

Holly Jolly Christmas (Sped Up) - Michael Bublé & Sped Up Songs ...

Ho Chi Minh City

911 30 360



# Service

## Design



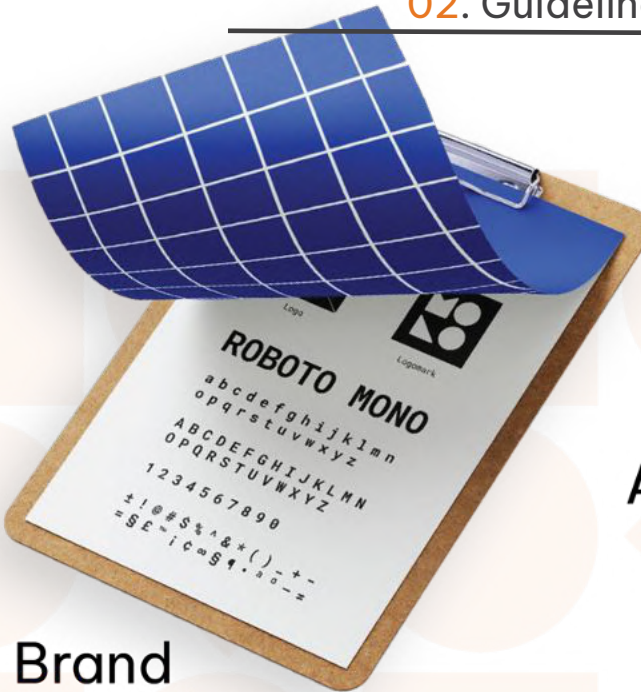
Through total branding that represents the essence of your business rather than simply creating a logo, Client can embody the core values they want to convey to customers and further possess visual assets that are unrivaled compared to competitors. An in-house designer is responsible for the client's branding, especially to ensure branding consistency.

### 01. Analysis/Planning

Analysis



### 02. Guideline



Brand Guidelines

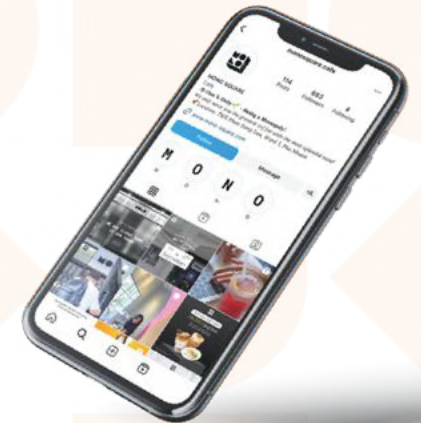
### 03. Brand Application

Application



### 04. Online Branding

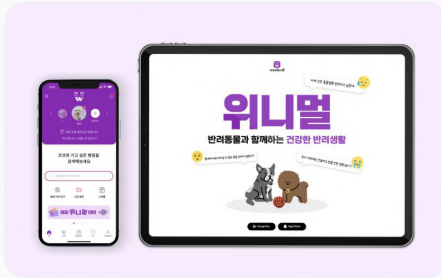
Social Media



# Service

## Development

Through our in-house development team, we provide customized websites that require complex functions such as simple landing pages, product/service sales, and recruitment. In addition, it is possible to not only create applications linked to marketing activities (for events, customer rewards, point accumulation, etc.), but also develop apps at a level that can actually carry out independent business.

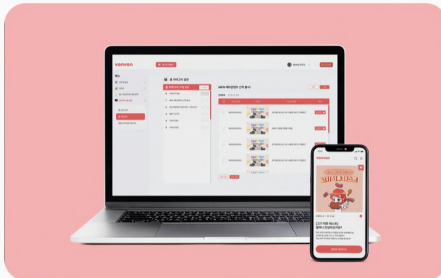


### Outsourcing

#### Wenimal

동물병원 실시간 진료예약 서비스

위니멀, 반려동물과 함께 하는 건강한 반려생활. 동물병원 실시간 진료예약과 5,000개 이상의 동물병원과 약국 정보를 제공하는 반려동물 포털 서비스입니다. 전국 어디든 나와 가장 가까운 병원과 ...

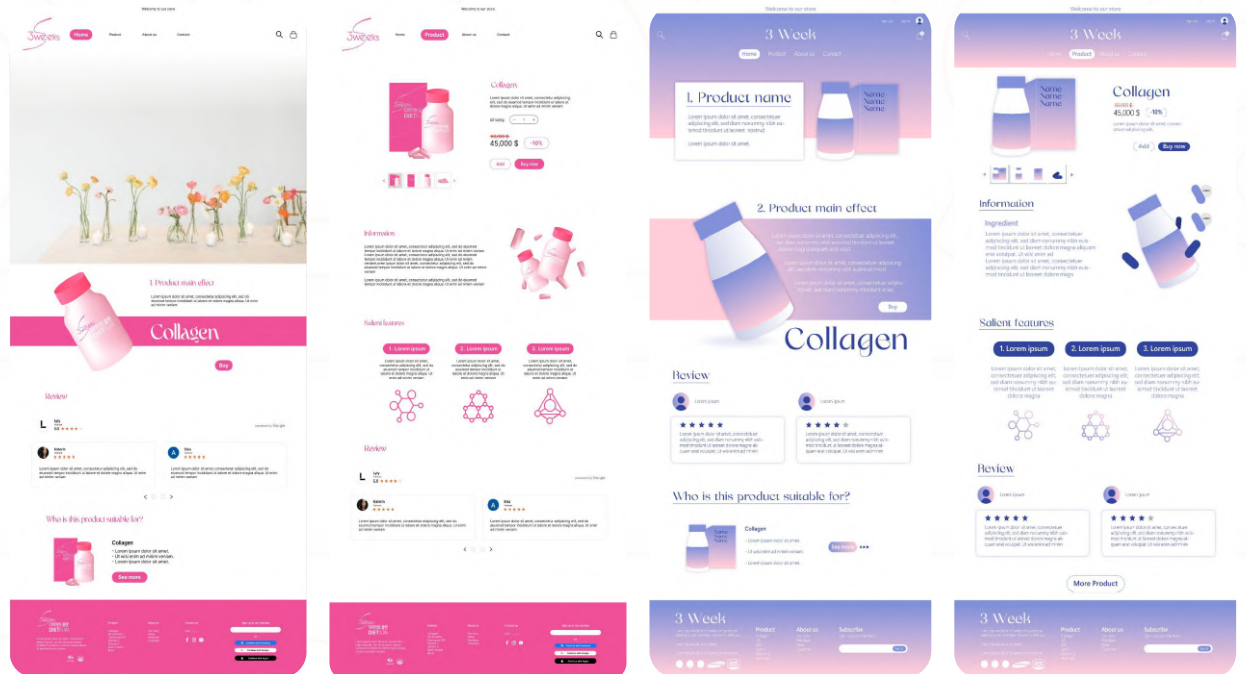


### Outsourcing

#### Vonvon

퀴즈 플랫폼

심리테스트, 성향 테스트, 미니게임 소문난 맛집, 붐뽕! 붐뽕은 최신 트렌드 분석과 다양한 문화에 대한 이해를 바탕으로 모바일 환경에 최적화된 서비스로 퀴즈 콘텐츠 확산에 주력합니다. 현재 2억 명 ...



## Mobile Application Design

## Web/ Landing Page Design

# Service

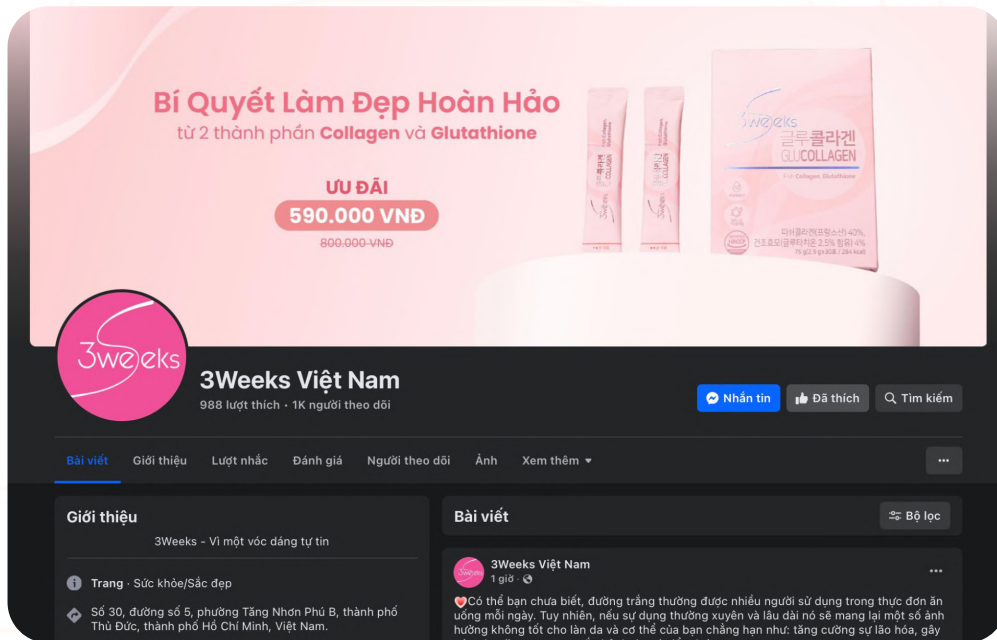
## Best Case - 3 Weeks

- **Social Media Development and Management: Facebook, Instagram**

In the realm of social media, we specialize in constructing and overseeing platforms such as Facebook and Instagram (IG). We initiate engagement strategies to build a dynamic online presence, ensuring your brand connects effectively with the target audience.

- **Advertising Campaigns on Meta Business : Facebook, Instagram**

We excel in executing targeted advertising campaigns on platforms like Facebook and Instagram. Our approach involves data-driven strategies to reach the right audience, maximizing the impact of your advertising budget.



Fanpage for 3 Weeks



Daily Post Design/ Gif/ Multimedia



# Service

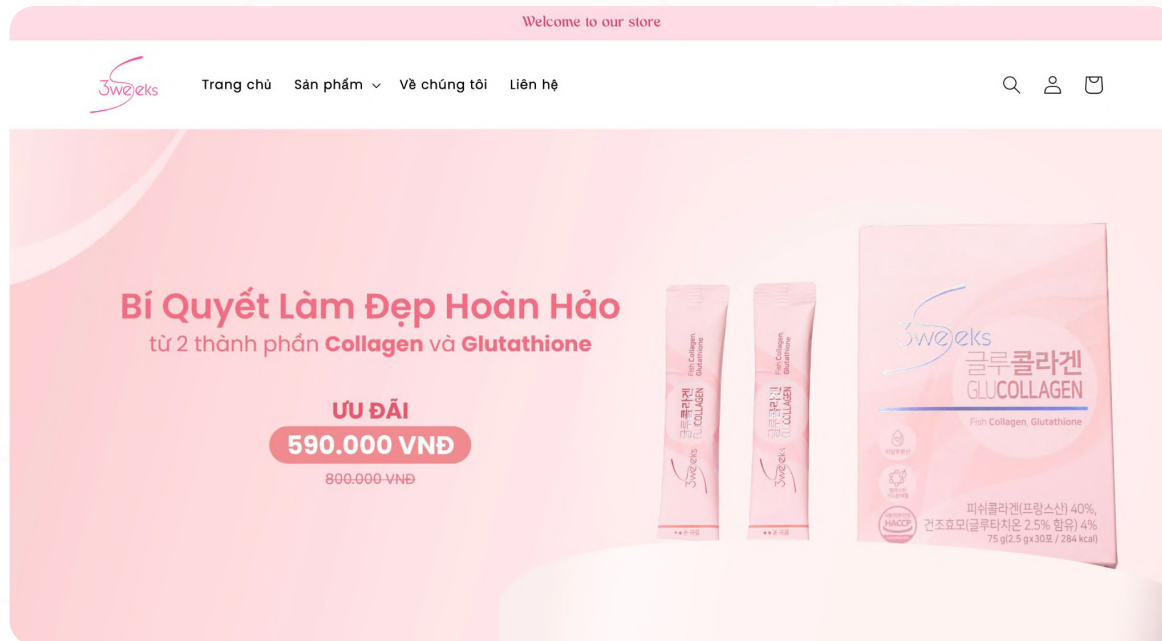
## Best Case - 3 Weeks

- **Design Website**

We prioritize intuitive user interfaces and visually appealing designs, creating an optimized online shopping experience that enhances customer satisfaction and conversion rates.

- **Video Advertising Production, TVC**

Elevate your brand through captivating video content with our specialized video production services. From conceptualization to execution, we create compelling advertising videos and TVCs that convey your brand message effectively, leaving a lasting impression on your audience.



Landing Page for 3 Weeks

➔ [Click here to Play Video](#)



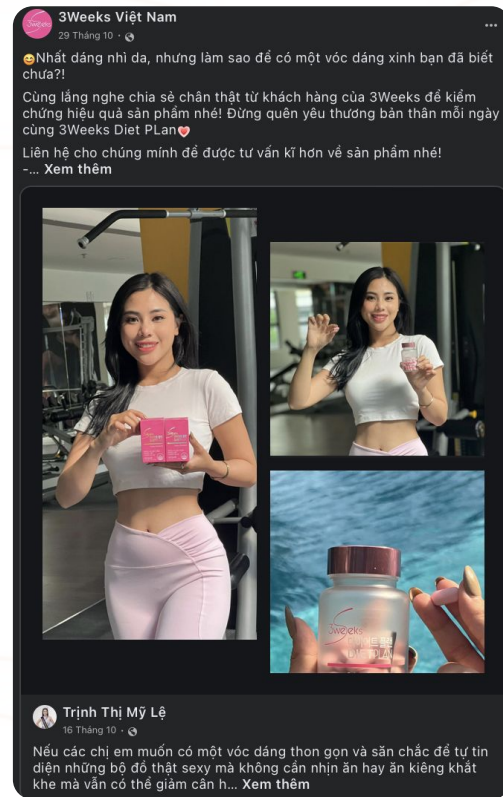
Short Video

# Service

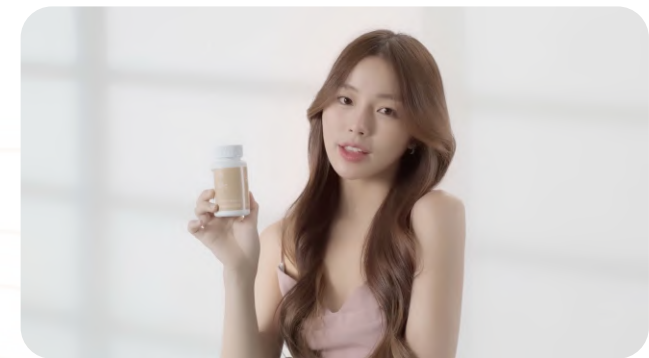
## Best Case - 3 Weeks

- **Key Opinion Leaders (KOLs) Product Review Support**

Enhance your product credibility with our support in collaborating with Key Opinion Leaders (KOLs). We facilitate partnerships with influential figures who authentically review and endorse your products, creating trust and expanding your brand reach.



➔ **CLICK TO PLAY VIDEOS**



**KOL - REVIEW ON SOCIAL MEDIA (Titok; Facebook; Instagram; TVC...)**

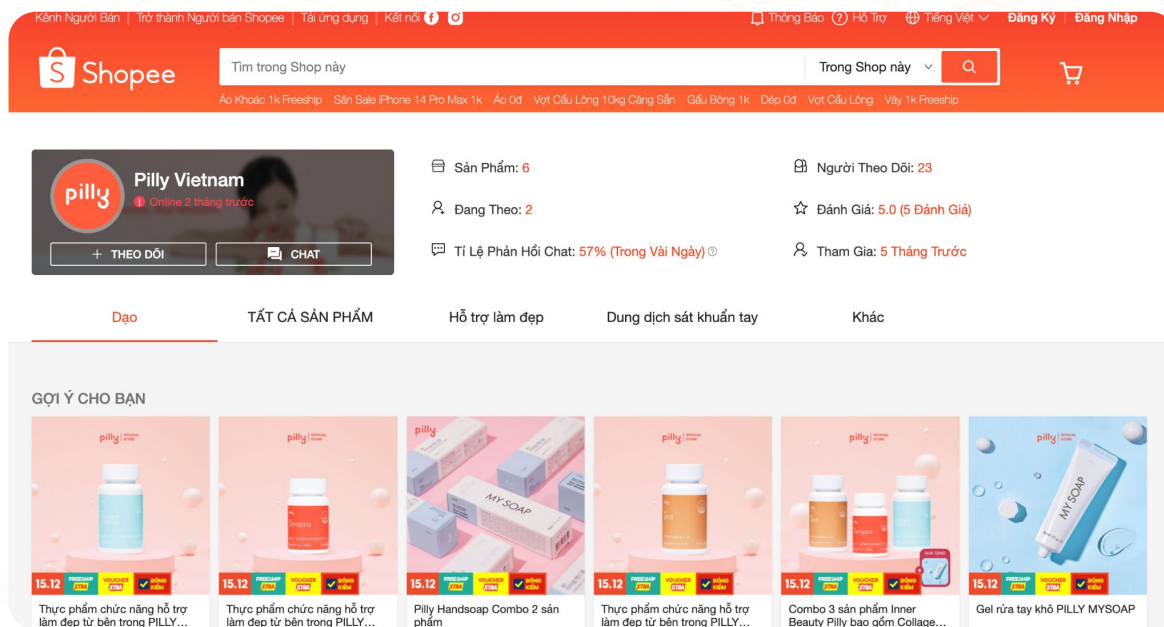
➔ **CLICK TO PLAY VIDEO**

# Service

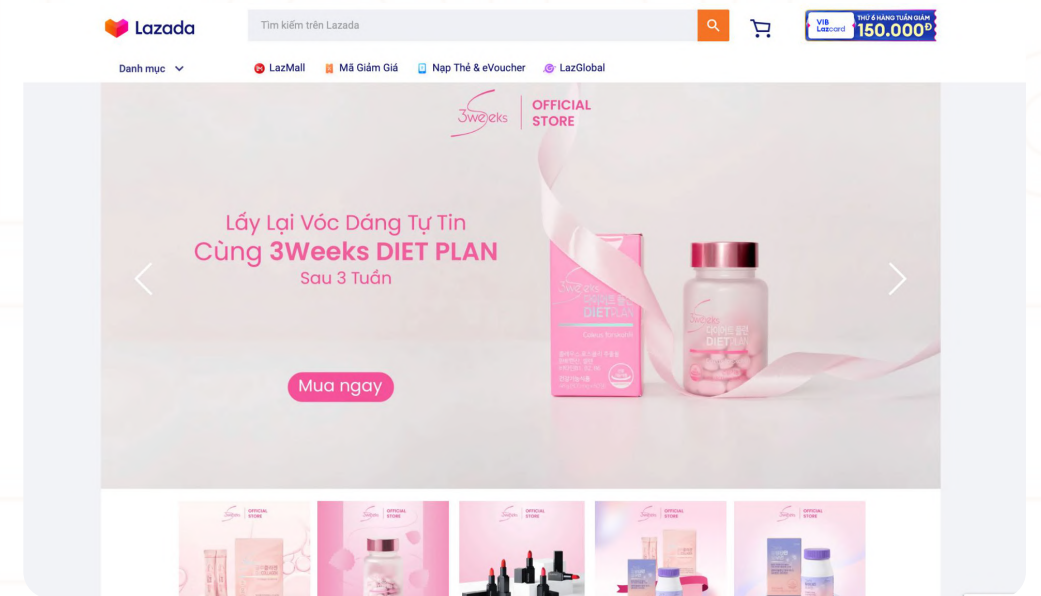
## Best Case - 3 Weeks

- **Design and Management E-commerce platform: Shopee, Lazada**

We optimize product listings, implement strategic marketing initiatives, and ensure a seamless operational experience on these leading online marketplaces.



Shopee - Ecom



Lazada- Ecom

# Service

## Best Case - 3 Weeks



- **Offline Event Organization**

Whether it's product launches, promotional events, or brand activations, we meticulously plan and execute events that leave a lasting impression on your target audience. From conceptualization to logistics management, our team ensures a seamless and memorable offline experience that aligns seamlessly with your brand identity and marketing goals.



### EVENT

# Service

## Strength

### Expert Group

- We have experts in each field, including marketing strategy experts, videographers, photographers, AEs, designers, researchers, and developers.
- Expert group comprised of Korean and Vietnamese personnel
- Experience with both in-house and agency marketing in Vietnam
- Rich experience with startup and small business clients

### In-House Capabilities

- Both video and image content can be produced in-house
- Own equipment and studio
- Own model (brand ambassador)
- Own influencer list
- Screening of all content (interpretation/translation available in Korean, English, and Vietnamese)

### Low Cost

- Practical focus that creates maximum efficiency at minimum cost
- Execute budget while checking performance and efficiency
- Small-scale, one-time campaigns can also be carried out.
- Claim amount calculated based on Vietnam labor costs

### Value Add

- High understanding of IT (20 in-house developers)
- Active use of IT systems to improve efficiency
- Accurate performance measurement and analysis
- Cost savings due to automation
- Strong Korean and Vietnamese cooperation network



# Service

## Facility

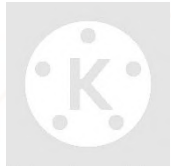
C-LAPS has its own equipment and studio to produce high-quality content. The approximately 150 sqm studio is capable of taking photos and videos and has a variety of spaces to accommodate any concept. In particular, it is equipped with a kitchen, cafe, and natural light studio, so Client can create content quickly and conveniently without preparing additional props.



# Service

## Client

We have mainly provided marketing services to beauty/fashion/F&B/lifestyle services/IT companies and have customers from various countries such as Korea, Vietnam, and Thailand.



ONEUNIVERSE



한국핀테크지원센터  
Fintech Center Korea



FASSKER



LECLE  
LECLE VIETNAM JSC



IMPACT  
SQUARE.

YAHOO!  
Find Trusted Playtutors for Your Children

theventures





03.

# Team

# Team

Profile

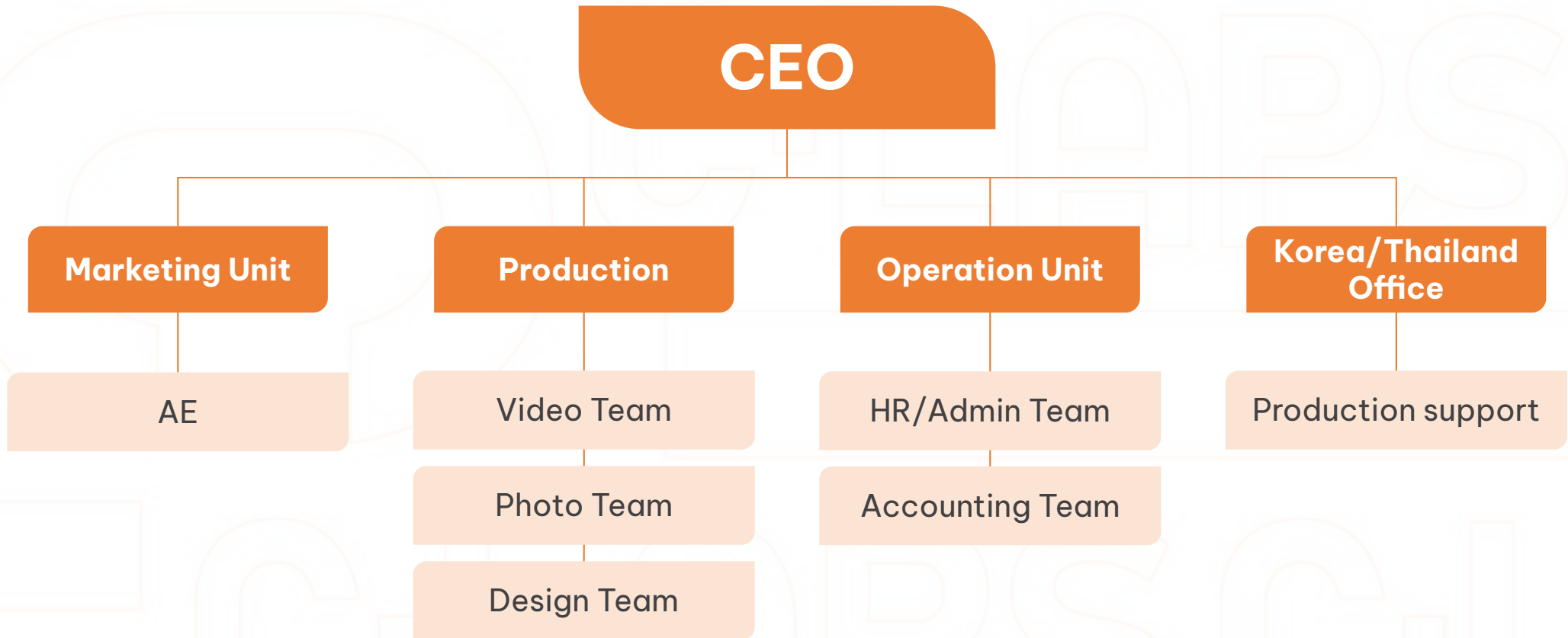
## **A CORE WORKFORCE WITH AN AVERAGE OF MORE THAN TWO YEARS OF SERVICE,**

In addition to marketing expertise, we are working with personnel with excellent communication skills, including English and Korean.

# Team

## Structure

A representative with more than 15 years of marketing experience in in-house and agency roles serves as a project manager (PM) and manages customer performance, quality, budget, schedule, etc.



# Team

## Management

The members who joined C-LAPS at the time of establishment have now become core members of the company, and most of the members have a good understanding of Korean sentiments, trends, and tastes.



**Lee/CEO**

### Project Management

- Sungkyunkwan University
- MBA certificate from Western Sydney University
- ONEUNIVERSE CSO
- Director of The Venture Vietnam branch
- Mercedes-Benz Korea
- Igloo



**Ken/Director**

### Budget/Schedule Management

- Business Administration - Van Lang University
- Assistant Operations Manager - Parkway Dentistry
- 5 years of experience in Operations & Team Management
- 3 years HR experience



**Sunny/Manager**

### General legal/tax/accounting

- Major In Law - Saigon University
- 1 year of experience at the Law Office
- 3 years of corporate accounting and legal experience
- 2 years of Operation experience



**Jan/Manager**

### Marketing Executive

- 3 years experience in Marketing field
- CREATIVE CLASS

# Team

Production/Design/SNS/Event



**Andrew**/Graphic Designer



**Louis**/Graphic Designer



**Luffy**/Video Editor



**Koo**/Photographer



**Xavia**/Account Executive



**Han**/Account Executive



**Min**/Marketing Executive



**Lindsie**/Marketing Executive

# Team

Production/Design/SNS/Event



**Hannie/**Operation



**Anna/**Operation



**Rose/**Operation



**Joyce/**Operation



**Nico/**Designer



**Joe/**Designer





**THANK YOU**

[juhong@coobuilder.com](mailto:juhong@coobuilder.com)