Nomination: 21270

Korea025 KIM TAEYOUNG, SOCIAL MEDIA PM, PR ONE

Page: General Information

Name of Organization / Company

PR ONE

Logo

No File Uploaded

Web Site Address

Page: Entry Information

Entry Title

Korea025 KIM TAEYOUNG, SOCIAL MEDIA PM, PR ONE

Category

V01 - V12 - Social Media > V12. Social Media Manager of the Year

Submission Format

An Essay of up to 625 Words

Essay

“An automated translation tool was used to translate this nomination into English.”

Leading Social Media Communication in South Korea

Since joining PR ONE, the top PR Communication company in South Korea, I have managed various projects as a Social Media expert. By overseeing a wide range of social media platforms, including YouTube, X (Twitter), Instagram, Facebook, Blog, and TikTok, I have driven innovative and remarkable achievements across multiple industries. I have been responsible for the social media strategies of top-tier South Korean companies, such as Samsung Electronics, Hyundai Motor Company, KB Kookmin Card, Paradise Group, Dong-A Pharmaceutical, Wella, NH Insurance, and Handok Motors (BMW official dealer), nurturing these brands’ social media presence for over 3 years. Collectively, these efforts have resulted in over 10 million followers, 1 billion views, the first YouTube Gold Play Button in the industry, over 5 YouTube Silver Play Buttons, and more than 20 domestic and international awards. Below are some key achievements.

1. Opening a New Era for Brand YouTube with KB Kookmin Card
KB Kookmin Card, the card company of South Korea’s largest financial group, carried out social media operations to acquire potential customers. Since 2019, I have been the Project Manager, where I proposed YouTube as a strategic channel and developed unique Killer Content IP series to foster innovative customer engagement.
In particular, we differentiated our content by introducing several firsts in South Korea's social media landscape, such as the country's first interactive web drama, the first-ever YouTube Live series, unique content created through collaborations between popular creators and KB Kookmin Card employees, hybrid content linked with offline pop-up stores, and an entertainment-style youth financial education public series. As a result, we achieved 1 million subscribers in just three years, making KB Kookmin Card the first financial company in South Korea to earn a YouTube Gold Play Button, which it still holds as the industry leader as of 2025. Additionally, we won 10 prestigious awards, including the Grand Prize at the Korean PR Awards.

2. Innovative Integration of Social Media and Commerce
Following the surge in online commerce after the pandemic, brands have increasingly sought to generate direct sales performance through social media. To address this, I developed a new type of ‘Branded Content’ that integrates social media and e-commerce platforms. This approach has been successfully implemented in campaigns for five major brands in South Korea.
We start by showcasing real product usage via Instagram about one month before the campaign with top-tier creators in the relevant industry. Micro-creators also engage in pre-SEO through blog and search channels. Following this, YouTube content, Shorts, and Reels are used to maximize exposure during discount campaigns. The final phase includes live commerce events at the beginning and end of the discount period, fostering seamless collaboration between creators and brands on social media. This strategy consistently achieves a minimum Return on Ad Spend (ROAS) of 300%, while also pioneering the use of new social media commerce features such as YouTube Shopping and Instagram Shop.

3. Pioneering Social Media Creativity from Music Videos to AI
From South Korea's first-ever brand music video campaign using social media, to metaverse concerts, the first-ever ESG animation campaign, and beyond, I have continued to break new ground in social media creativity. Recently, I have been integrating AI-generated images and videos to develop series for brand social media, embracing cutting-edge creative solutions.
PR ONE has established an AI Research Lab to further this innovation, equipping our production system with the tools to push boundaries in creative media development continually.

For this category please provide

An essay of up to 625 words describing the innovations expressed through the nominated channel, feed since July 1 2022 (or the innovative achievements of the nominated person, for categories V10 - V12), **OR** a video of up to five (5) minutes in length illustrating the same.

Up to 10 supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on.

Credits

Do You Have Supporting Files You Would Like to Upload?

No

Do You Have Website URLs you would like to link to

Yes

URL 1

[redacted]

URL 5

[redacted]

URL 9

[redacted]

[redacted]

[redacted]

By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (http://asia.stevieawards.com/rules-and-terms-conditions-competition).

Terms and Conditions

I Agree