



Introducing the

HIDDEN MONSTER

That finds the hidden opportunities for success!

HIDDEN MONSTER

A **full-service agency** that can take care of all the work required to service your game.

As your partner in game success,

HIDDENMONSTER will be there for you.

01

***Reasonable
Cost***

02

***Efficient
Time***

03

***Reliable
Management***

HIDDEN MONSTER

Made up of **experts in their respective fields** with
a wealth of hands-on experience in the gaming business.

Official Community Operations

NAVER Cafe/Lounge/Discord management
Community content planning and operation

SNS Operations

Facebook/Twitter/YouTube
channel management
SNS content planning and operation

Customer Service

1:1 support / email inquiry handling
VOC management and monitoring

Localization Support

Language-specific communication support
Translation and LQA support
Game service localization support

HIDDEN MONSTER

CORE COMPETENCIES

Publishing Support

Game polishing and BM design
Data analytics and Metrics management

Brand Marketing

Brand campaign / Promotion planning
Media operation and Data management
PR/VIRAL/KOL operation

Image Production

Promotional DA banner planning and production
Advertising material planning and production

Video Production

Advertising / Promotional video
production and editing
YouTube / Viral video production and editing

HIDDEN MONSTER

**Collaborated with domestic and foreign game companies to achieve
successful results in various projects.**

HIDDEN MONSTER PARTNERS

Tencent



WEMADE

NPIXEL

STUDIO
LICO

tnk factory



RAIWON SOFT



BLUETAKU

HIDDEN MONSTER

COMMUNITY MANAGEMENT

Our operations experts have years of experience running communities and provide **reliable operations services** through systematic processes and teamwork.

Service PM

Community
Management/Operations

SNS
Management/Operation

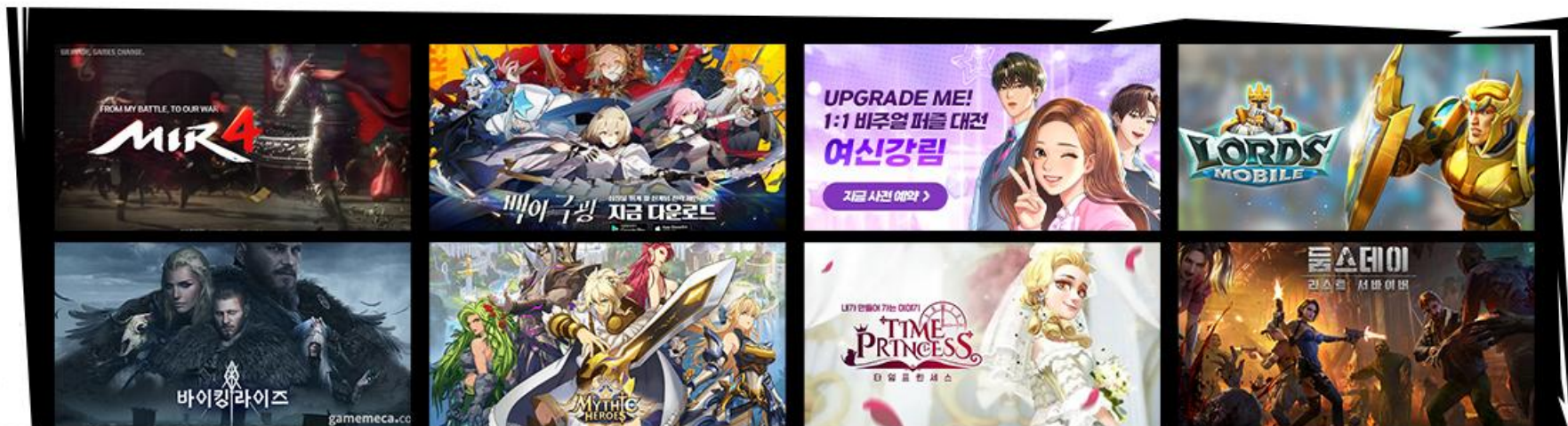
Language Support

CS Management

Operations/Payment
Policies

Content Planning

Planning and Creating
Community Content



With HIDDEN MONSTER's experience and trade secret

We manage and operate the official community
and **various social networks** required to run the game.

We actively communicate and respond to users with a genuine operational mindset.

We understand the game and maintain a community environment
that is appropriate for the genre and target audience.

We operate the game with stability.

LOCALIZATION SUPPORT

Our team of linguists and native speakers for each country provides **fast and accurate localization services.**

Communication Support

Market
Research/Analytics

Localization Strategy
Proposals

UI Localization
Production Support

Translation Support

Polishing Support

LQA



DOEN MONSTER

With HIDDEN MONSTER's experience and trade secret

We understand the genre and material of the game and provide support from **local native speakers with a high level of understanding.**

We provide **professional staff with extensive experience in local language services.**

We support optimal **UI/UX localization for the game by collecting and analyzing trends.**

We support high-quality localization.

BRAND MARKETING

We use market research and targeted analytics based on our extensive marketing experience to run advertising campaigns that drive marketing success.

Campaign Strategy
Setting

Media
Management/Operations

Branding/Pre-order
Promotions

Launch/Update
Promotions

KOL Promotions

Giveaway Promotions

Affiliate Marketing

PR/BTL/VIRAL



DOEN MONSTER

With HIDDEN MONSTER's experience and trade secret

**We plan and execute marketing strategies
from pre-order to launch through game and market analysis.**

We operate and manage various advertising media from online to offline.

**We plan and promote affiliate marketing and promotions
that are favored by the game's core target audience.**

We drive successful brand marketing results.

DESIGN

We plan and create optimal design materials based on our experience and trade secrets of successful projects in various collaborations with global partners.

Brand Pages

Pre-order Pages

Creating Ad Banners

Creating Community Materials

KV/PV Production

Creating UA Materials

Editing/Production of Promotional Videos

UI Localization Support



DOEN MONSTER

With HIDDEN MONSTER's experience and trade secret

We plan and produce genre-appropriate materials through our design experience in various projects.

We consider the genre and target of the game and **quickly create design materials that are suitable for the medium.**

We have a team of designers specializing in games who **perform all design tasks** according to the client's needs.

We produce creative and high-quality design materials.

PUBLISHING OUTSOURCING

We provide outsourced publishing services based on the client's needs with experts in each field who are experienced in servicing various games.

Business PM

Metrics Management

Service PM

Community Management

Marketing Planning

Media Management

Localization

Material Production



DOEN MONSTER

With HIDDEN MONSTER's experience and trade secret

We bring together subject matter experts who have a deep understanding of the market through successful publishing experiences.

From pre-booking to go-live, our Publishing TF team establishes service strategies and manages metrics.

We respond to seasonal issues and manage updates and events to prevent user churn and support monetization.

We have experts in each field to handle the publishing tasks.

The service you want,

when you need it!

We'll be your **running mate** with the spirit of the client.

HIDDEN MONSTER's five core principles

to uncover hidden potential for success

EXPERTISE

We have **subject matter experts** with extensive service experience.

PROACTIVITY

We **actively communicate** and respond to service issues.

ACCURACY

We **understand the goals accurately** and deliver quality work.

AUTHENTICITY

We take ownership of our work **with a genuine attitude.**

PROMPTNESS

We **respond quickly** to requests with an organized collaborative process.



WE CREATE

THE NEXT

**With Hidden Monster's wealth of experience and success,
we will surely find the hidden potential for success.**

A company that finds hidden possibilities for success

HIDDEN MONSTER



HIDDEN MONSTER
OFFICIAL WEBSITE

SHORTCUT



DESIGN
PORTFOLIO

DOWNLOAD



COMMUNITY
PORTFOLIO

DOWNLOAD



MARKETING
PORTFOLIO

DOWNLOAD



STEAM PROMOTION
PROGRAM

DOWNLOAD



Thank you

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