

celevu

Celebrity Image Licensing Platform



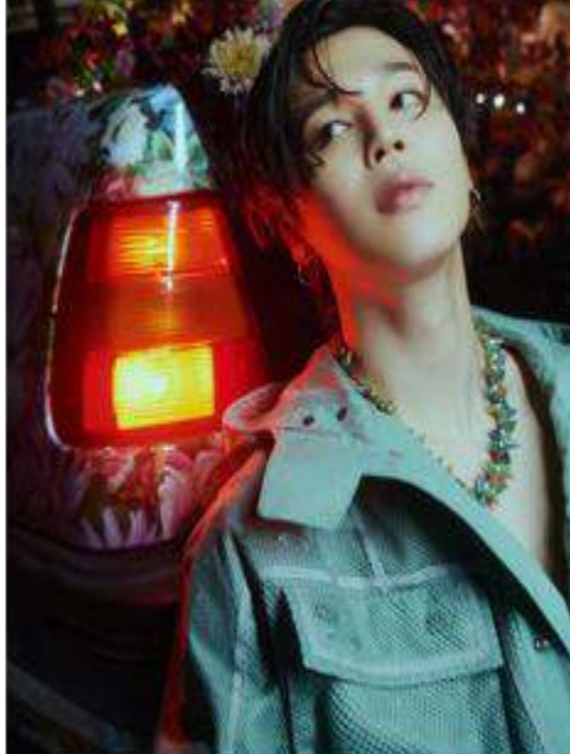
Aligo AI is a software development company founded in 2020, currently based in Seoul and Paris.

Our aim is to provide high-performing and flexible algorithms to our clients' business by combining our data engineering expertise and powerful scoring engines.

The logo for celevu features the word "celevu" in a dark blue, serif font. A small, light blue star is positioned to the left of the letter "c".

Celevu was developed with the goals to change the way of producing ads featured with celebrities. We provide the network of the biggest talents of the Korean entertainment industry, the very heroes of the global K-pop and K-drama boom for our international clientele. Through Celevu's platform, clients can have access to A-list Korean celebrities for all types of ad campaigns.

WHY?



**Long Process,
High Budget,
Closed Access,
High Entry Barrier,
Skepticism,
Lack Of Context,
Image Rights Issues,
...**



Celebrity marketing is becoming more and more complicated these days. The “research, casting, negotiation to production” process is a heavy, time-consuming labor, wasting unnecessary costs and workforce.

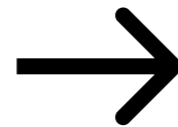
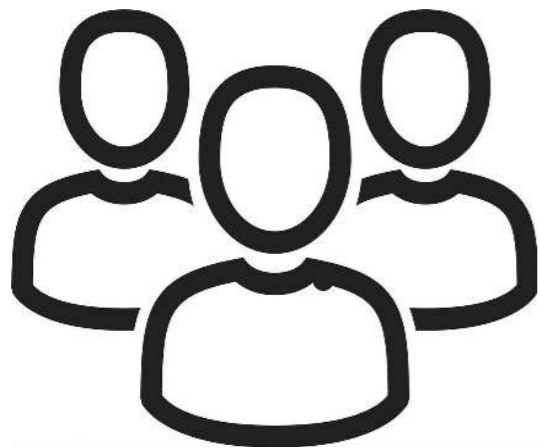
Korean celebrities are high in demand, now more than ever thanks to the K-pop and K-drama boom. Nevertheless, only the top tier-level advertisers have access to them due to operational issues. Korean celebrities have unlimited potential for discovering new audiences and boosting engagement, however still underappreciated within the advertisement ecosystem.



HOW?

Hence Celevu was created to relieve this operational issue of partnering with Korean celebrities. We offer a library of celebrity images ready for commercial use, alongside with the celebrity's social metrics and a direct pipeline to connect with the celebrity and their team. Through Celevu, ad content creation is more faster, easier.

CLIENT



celevu



CAMPAIGNS





**FOR
ADVERTISERS**



**FOR
AD AGENCIES**



FOR ADVERTISERS

New audience.

Partnering with Korean celebrities opens doors to a vast and passionate international audience, igniting interest, fostering cultural connections, and propelling brands into new markets with unrivaled success.

Higher engagement.

Collaborating with Korean celebrities infuses brands with undeniable charisma, captivating a diverse and engaged audience with their star power, authenticity, and magnetic appeal, ensuring the message resonates deeply and leaves a lasting impact.

Better results.

Collaborating with celebrities adds instant credibility, boosts brand visibility, and creates a memorable connection with your audience, driving unparalleled marketing results.



New clients, broader audience.

Partnering with Korean celebrities opens doors to a vast and passionate international audience, igniting interest, fostering cultural connections, and propelling brands into new markets with unrivaled success.

Connections and network.

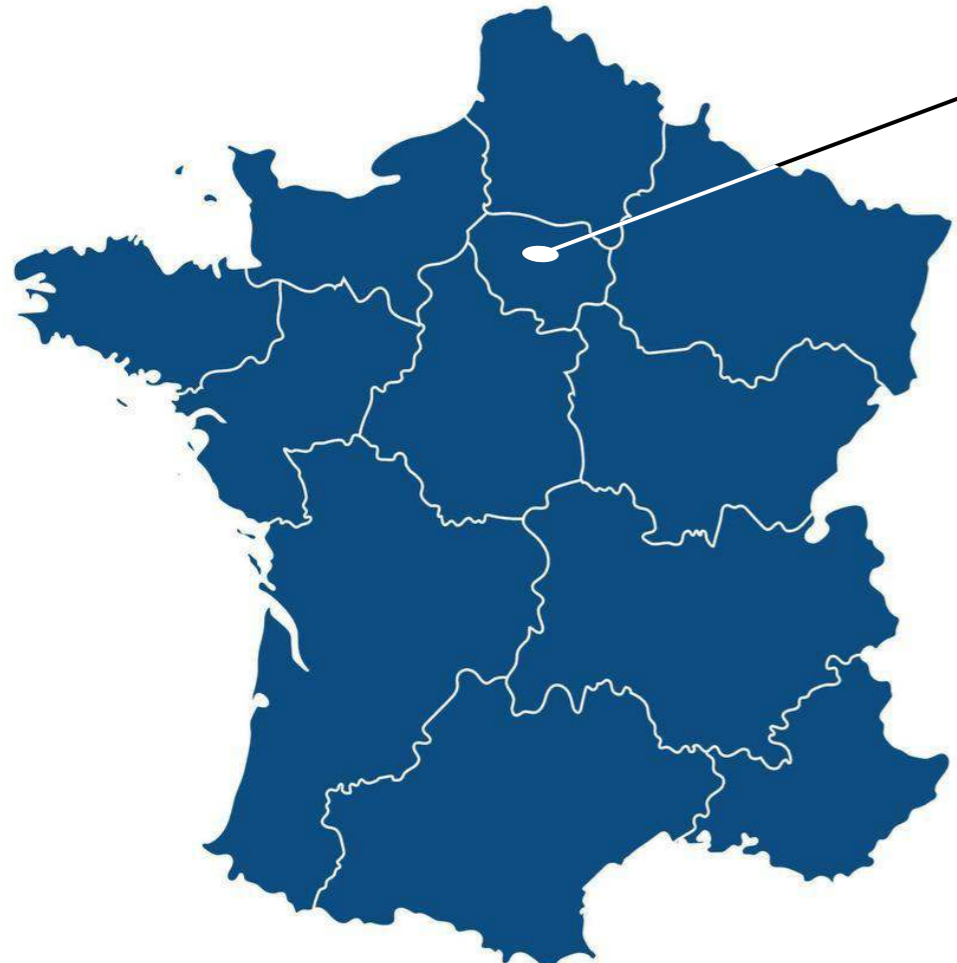
Celevu offers seamless access to an extensive network of Korean celebrities, industry connections, and global partnerships, effortlessly expanding the project's reach.

Content library.

Collaborating with celebrities adds instant credibility, boosts brand visibility, and creates a memorable connection with your audience, driving unparalleled marketing results.



**FOR
AD AGENCIES**




Fashion


Luxury


Cosmetics


Asian market


New audience

FRANCE


Fashion

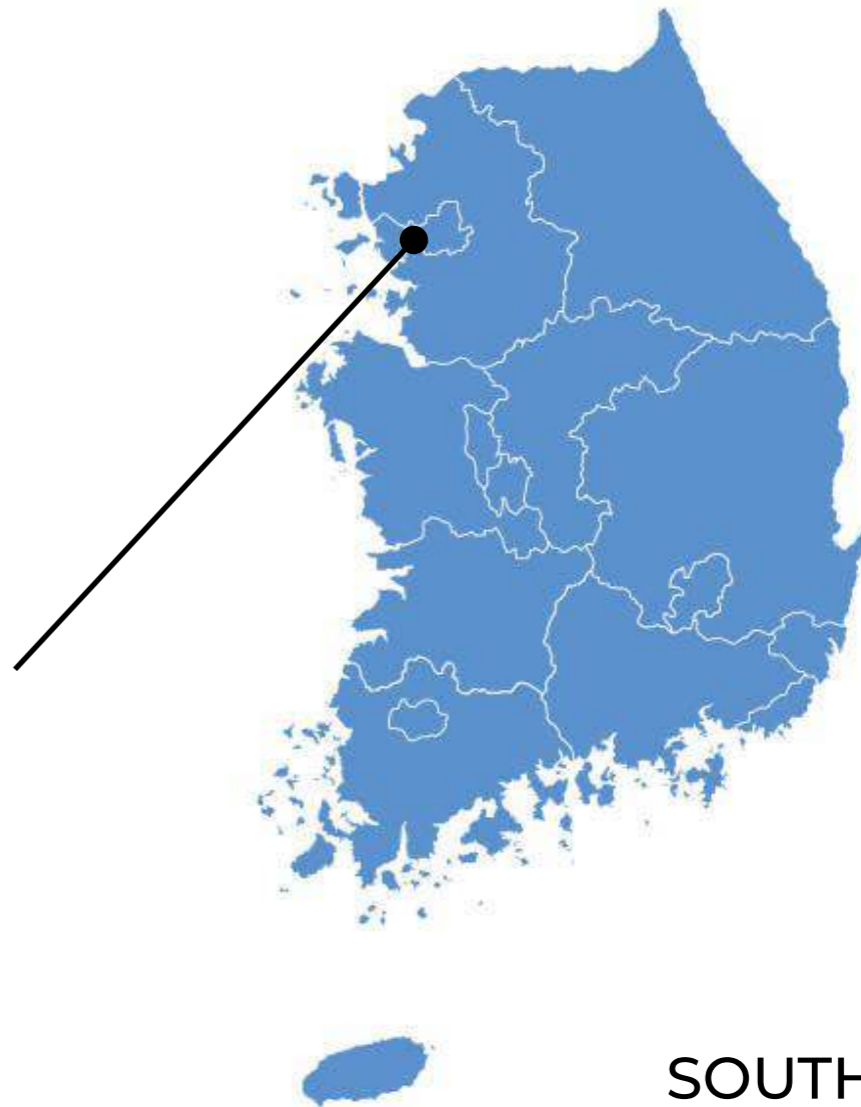

Luxury


Cosmetics


Retail


E-commerce


Asian market



SOUTH KOREA

celevu

Celevu is a platform dedicated to advertisers and creative agencies who seek to collaborate with K-pop and K-drama icons.

The platform provides exclusive access to a vast library of high-quality, ready-to-use stock images featuring the captivating allure of Korean celebrities.

Match your products to a celebrity of your choice, fuel your campaigns with the charisma and popularity of these icons, instantly connecting with diverse audiences.



Lorem ipsum

@ 253K ↗ 12.2



Dolor sit

@ 495K ↗ 19.1



Consectetur

@ 1.5M ↗ 15.4



Adipiscing elit

@ 198K ↗ 18.8



Eiusmod tempor

@ 980K ↗ 10.2



Incididunt ut

@ 342K ↗ 8.7





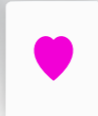
NEW

HOT

LOREM, Ipsum

Actress & Model

Request Project



↗ 12.2

Google Trends

📊 253K

Instagram

You can post on



22 FEB 2024

Browse up to 100+ Korean celebrities, ranging from actors to singers.

Check out their stock images, define your project and send them a request.



Highlights

TV Series

- Dr. Romantic 3 (role of "Cha Eun-jae") 2023 - Disney
- Call it Love (role of "Shim Woo-joo") 2023 - Disney
- Dr. Romantic 2 (role of "Cha Eun-jae") 2022 - Netflix
- Dr. Romantic 2 (role of "Cha Eun-jae") 2022 - Netflix

Film

- Dr. Romantic 3 (role of "Cha Eun-jae") 2023
- Call it Love (role of "Shim Woo-joo") 2023
- Dr. Romantic 2 (role of "Cha Eun-jae") 2022
- Dr. Romantic 2 (role of "Cha Eun-jae") 2022

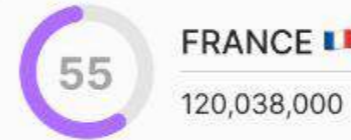
Web / Music Video / Host

- Dr. Romantic 3 (role of "Cha Eun-jae") 2023
- Call it Love (role of "Shim Woo-joo") 2023

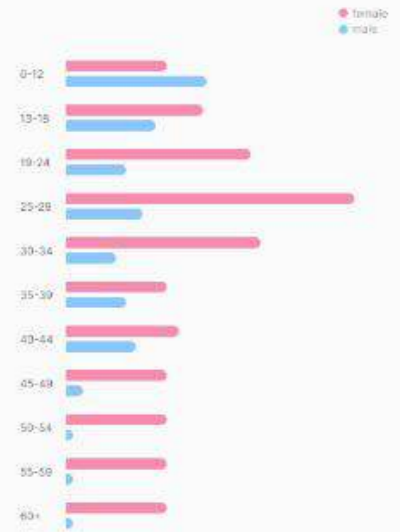


Fans Analysis

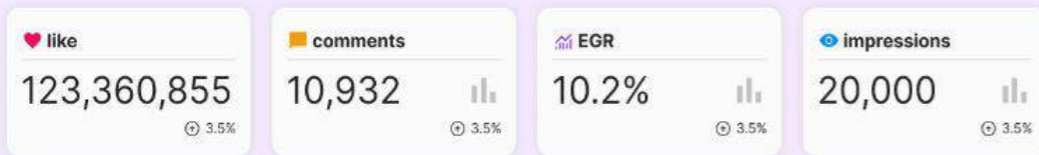
TOP 3 Followers



Audience Age



Instagram Overview



Interest by region



Region	Interest Level
1 Iran	<1
2 Turkmenistan	<1
3 Cuba	<1
4 Uzbekistan	<1
5 Côte d'Ivoire	<1

Showing 1-5 of 78 regions

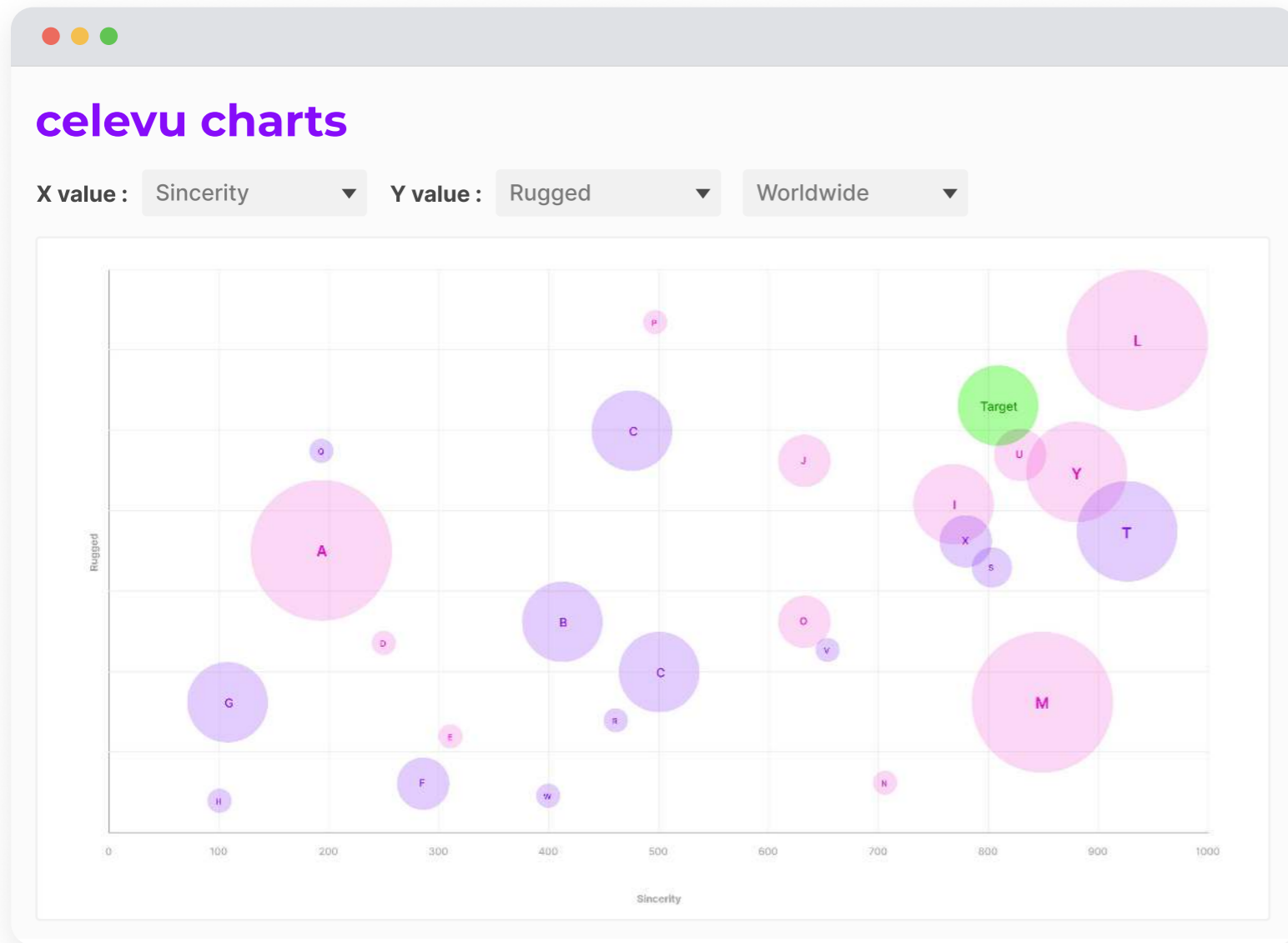
Get insights of the celebrity's discography, social media presence and global influence.

Access the overview analysis of social media followers, the celebrity's characteristics, their presence and popularity per region.

KEY FEATURE

Discover, explore and compare.
Find your perfect celebrity using our 5 core features.

CELEBRITY MAP



X and Y Axis Select 2 of the 5 core features for comparison
Size Search volume (worldwide, by country) & Instagram followers
Colors Purple: male | Pink: female

5 CORE FEATURES

Each celebrity is assigned a distinct value based on the five core feature categories.

SINCERITY

Honest and Cheerful

EXCITEMENT

Young and Trendy

COMPETENCE

Successful, Technical, Professional

SOPHISTICATION

Charming, Feminine, Luxurious, Glamorous

RUGGED

Tough, Masculine, Outdoorsy, Rugged

- Offer **diverse pool of Korean celebrities** ranging from actors to K-pop stars.
- Provide clients with **holistic and comprehensive view** of various Korean celebrities through effective data-processing and visualization.
- Assist clients in making informed decisions through **in-depth analyses on popularity and characteristics** of each celebrity.
- Generate **tailored recommendation** for clients, based on their needs.

HOW IT WORKS

Match your product to the celebrity of your fit, create your advertisement content.



PRODUCT

+



CELEVU STOCK IMAGE

=



ADVERTISEMENT IMAGE

ADVERTISEMENTS

Get creative with your ad campaign, using your celebrity's stock images.

Lumina



**Moisturizing
Vitality Boost Cream**
with Vitamin C

www.lumina.com

NON-OILY & NON-STICKY
VITAMIN C
-
VITAMIN D



AVON® Vitality Treatment Serum

Hyaluronic Acid + NAG + Amino Acids
Even Skin Tone, Hydrating, Smooth, Sebum Care, Improve Skin Texture

CleanSkin Cream

Unlock Radiance:
Introducing our Cream for Clear Skin



**COSMETIC
JAR MOCKUP**
This perfect mockup can be used for various projects
including commercial and free-usage.
50ml / 1.75 fl.oz.

Lauren

Blossom

SERUM-BOOST
PREVENT & FADE DARK PATCHES

WITH POWER OF SPF & NIACINAMIDE-C SERUM



NON-OILY & NON-STICKY
BLOCKS 97% OF SUN RAYS

ULTRA
LOW CARB | REFRESHMENT

under 33 CALORIES
PER 100ML

80% LESS CARBS WITH
A TASTE YOU'LL LOVE



JO SOO-YUN
A Moment to Remember

Since 2013
**cool
CAN**
MOCK-UP
Sweet with
love & caffeine

Shine Soothe

Revitalize your locks with our nourishing shampoo
for healthier, shinier hair



ALICE

MEDIA

Your designs can be adopted to any form of media, from social media posts, landing pages, newsletters...
Dive into the infinite potential of celebrity marketing with Celevu's solutions.

Blossom Sponsored

Blossom
SERUM-BOOST
PREVENT & FADE DARK PATCHES
WITH POWER OF SPF & NIACINAMIDE-C SERUM

NON-OILY & NON-STICKY
BLOCKS 97% OF SUN RAYS

Learn More

52 Likes

Blossom Prevent & Fade Dark patches, SERUM-BOOST with power of SPF&Niacinamide-C serum

Lumina

DEVELOP LIFE SKILLS THROUGH COURSES

T IS A LONG ESTABLISHED FACT THAT A READER WILL BE OBSTRUCTED BY THE READABLE CONTENT OF A PAGE WHEN LOOKING AT ITS LAYOUT. THE POINT OF USING LOREM IPSUM

JOIN OUR COURSE

BESTSELLERS

LIVE LIFE CLEAN LIPS BEAUTY OF LIFE

“CHANGING THE IDEAL OF LIFE”

AVON

Hyaluronic Acid + NAG + Amino Acids
Even Skin Tone, Hydrating, Smooth, Sebum Care, Improve Skin Texture

AVON

Hello!
We Are AVON.

Lorem Ipsum Dolor Sit Amet Consectetur. Natoque Scelerisque Lacus Faucibus Commodo Consequat Interdum Ultricies Arcu At. Accumsan Suspendisse Molestie Nec Ullamcorper Rhoncus Adipiscing.

Tortor Sed Est Bibendum Egestas Amet Nam Donec Non Bibendum. Dui Est Leo Condimentum In Sapien Habitasse Suspendisse Ultricies Mi.

ABOUT AVON

Lorem Ipsum Dolor Sit Amet Consectetur. Elit Elementum Faucibus Risus Sed Lacus Commodo Non Nulla. Libero Justo Vitae Pellentesque Facilisis Id Urna Elementum. Ultrices Tellus Penatibus Mattis Luctus Imperdiet A.

Lectus Consequat Blandit Dolor Viverra Elit Cursus Ultrices Bibendum Ipsum. Vitae Sapien Vitae Turpis Ut Gravida Eget. Morbi Blandit Pulvinar Cursus Sagittis Netus Id Tempor Lectus Metus. Purus Pulvinar Odio Vitae Non.

VIEW SHOP

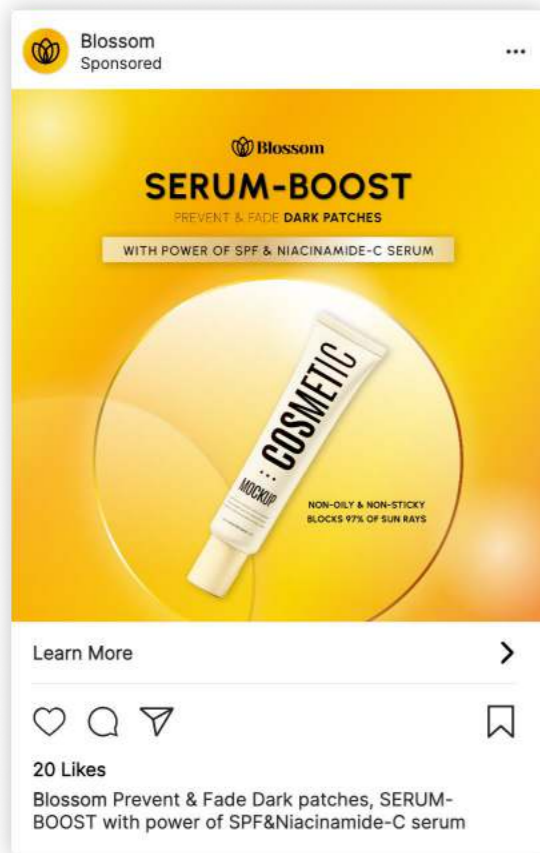
AVON © 2021

CASE STUDY: AMAZON US

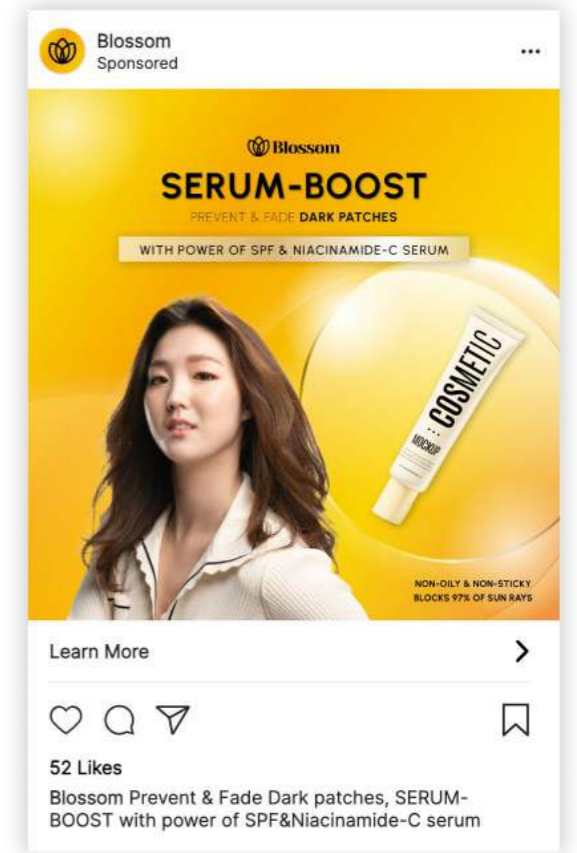
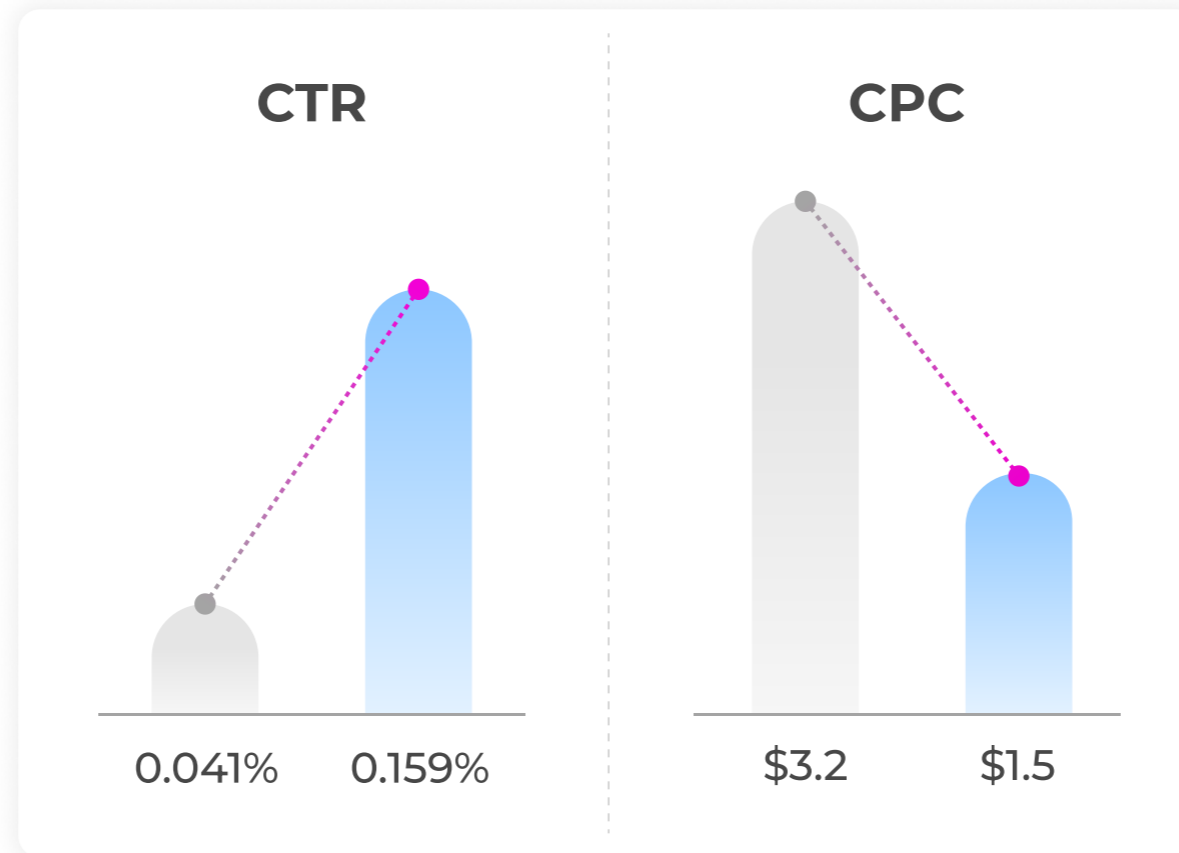
Proven superior effects from field campaigns (Amazon.com US market 2022 Fall)

Click through rate **390% ↑**

Post per click **48% ↓**

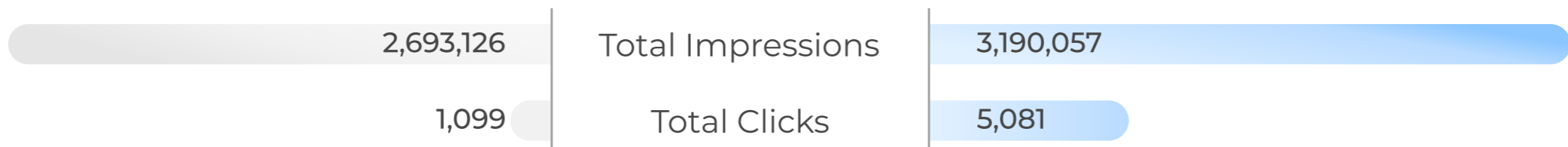


Base Campaign



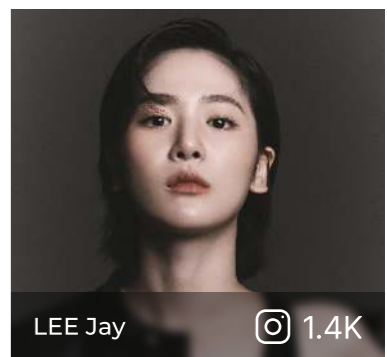
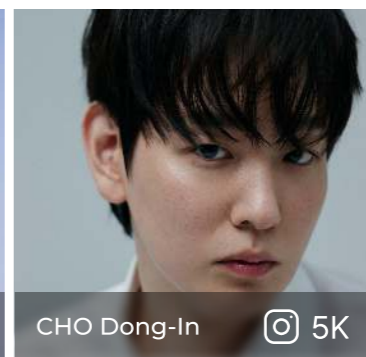
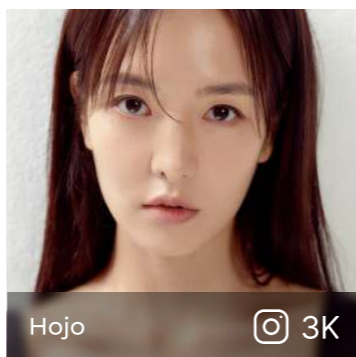
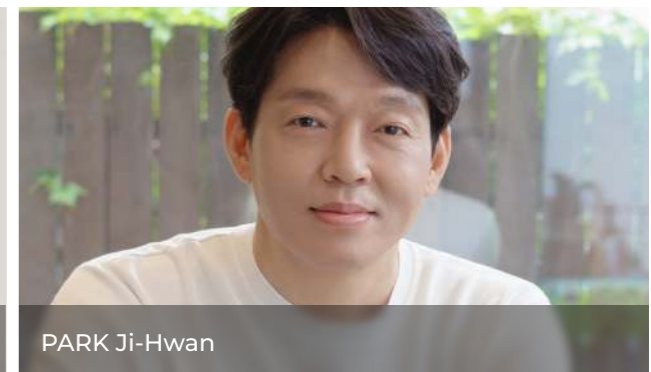
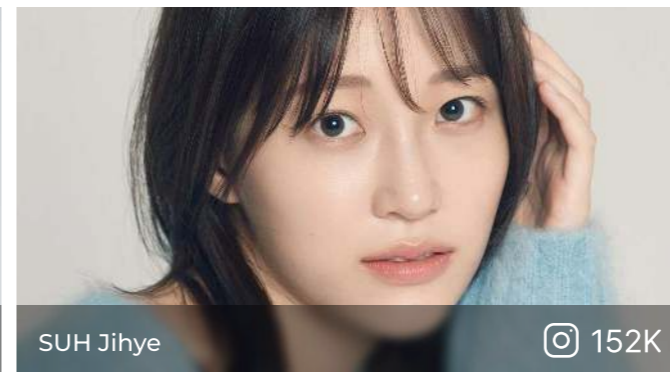
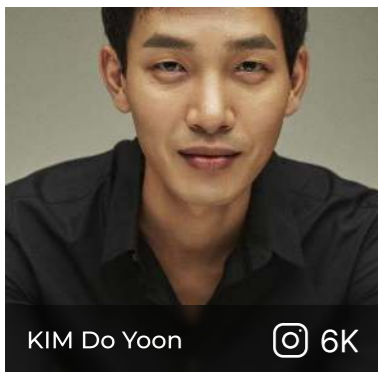
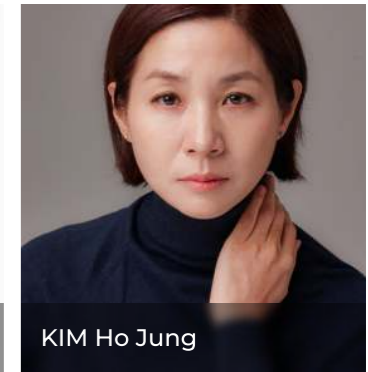
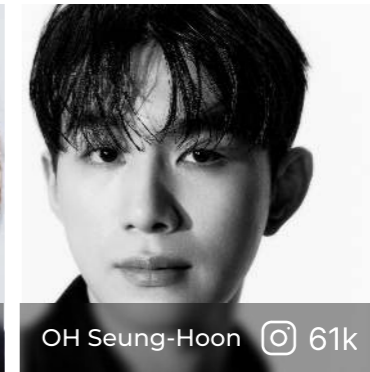
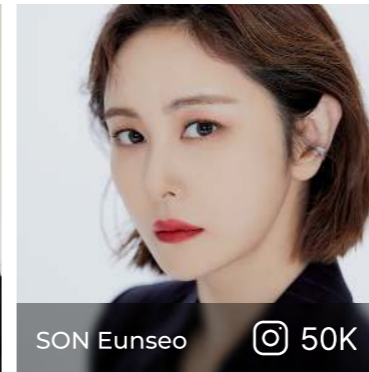
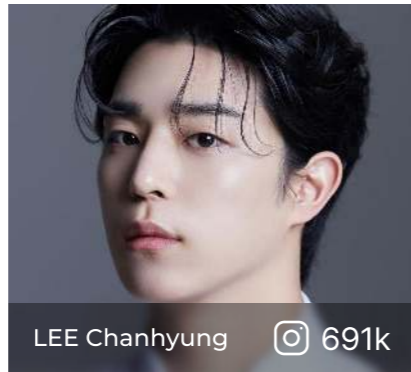
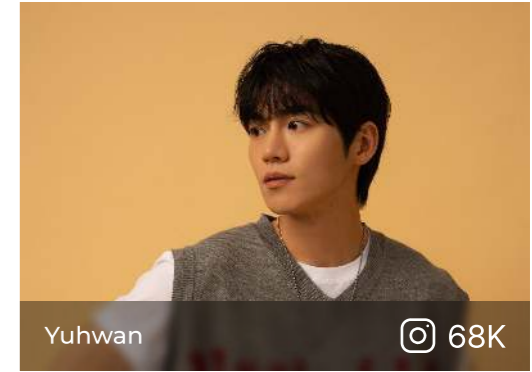
Celebrity Campaign

Result



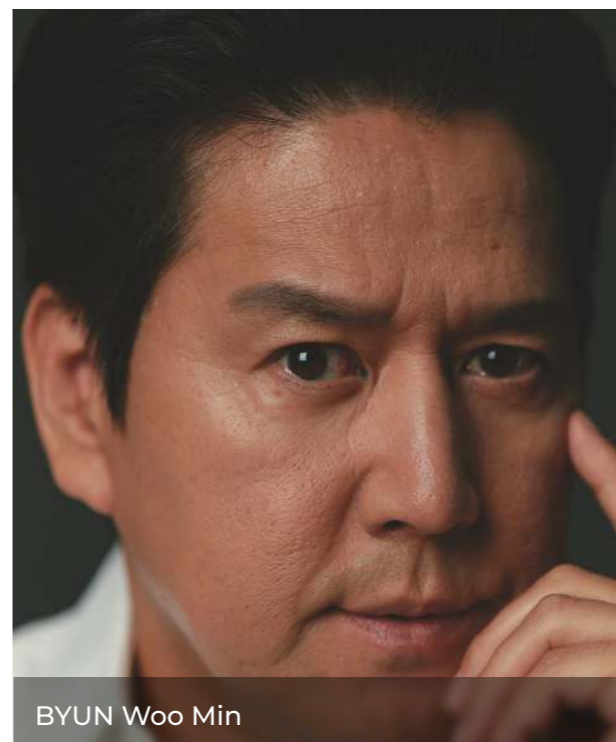
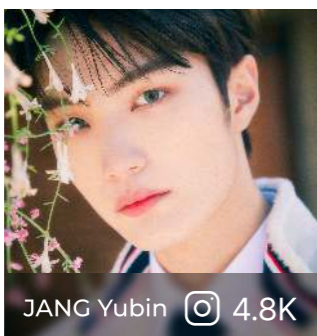
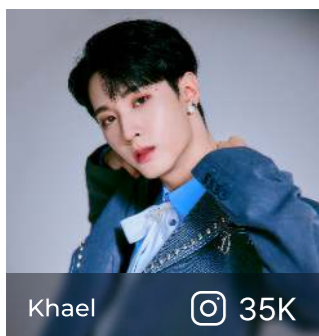
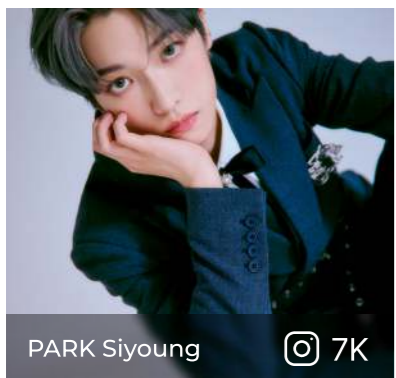
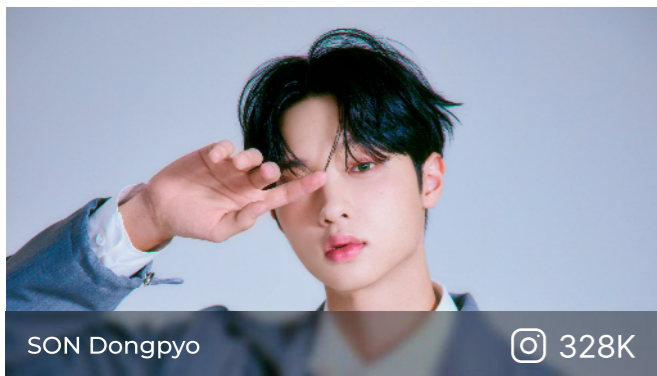
CELEBRITIES

Discover Celevu's pool of celebrities and find the perfect face for your brand and product.



CELEBRITIES

Discover Celevu's pool of celebrities and find the perfect face for your brand and product.





NON-OILY &
NON-STICKY

VITAMIN C
+
VITAMIN D



AVON[®] Vitality Treatment Serum

Hyaluronic Acid + NAG + Amino Acids

Even Skin Tone, Hydrating, Smooth, Sebum Care, Improve Skin Texture

POSITIVE ENERGY

zero sugar





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