

celevu

Celebrity Business Platform

celevu

An innovative Global Celebrity Business Platform: Quick, Easy-to-use, and Cost-effective

Advertisers can quickly collaborate with famous celebrities at reasonable costs through flexible contract types and formats.

Celebrities are presented with opportunities to expand their global presence and influence through international advertising collaborations.

Kim Joo-Ryoung
Actor

Request Contact

Active from: 2000 Management: AJST DM

Photo ID: 07g10r0m0m
Photo Details: JPEG
Max size: 1,000 x 800 px
Photo Contributor: AJST DM

TRY ADD

Search Trend
Total volume: 7,260
Aug 10 - Aug 17, 2025

Instagram
Followers: 1.6M
Reach: 64,000 - 192,000

Highlights

Celevu Profile Page
Actress Kim Joo-Ryoung as "Han Mi-nyeo"
in Squid Game Season 1

Value Creation Marketers' dilemma

Celevu bridges the gap between performance and branding by offering scalable, measurable, and emotionally resonant celebrity campaigns.

Short-term Performance



High frequency

**Return on
ad spending**



Long-term Branding



**Consumer's attitude
(attachment)**

**Behavior change
(repeat purchase & referral)**

Enhanced Ad Performance with Celebrities

Significant improvement in ad performance through increased CTR and reduced CPC, driven by the involvement of high-profile celebrities.

amazon 2022 (US)

melixir

klairs^{dear,}

P.CALM®

Snp®

Cos De
BAHA

MIZON

LADOR

GLAM UP™

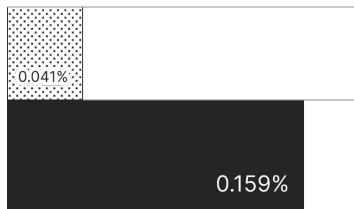
make
p:rem

+ MORE

CTR

Click Through Rate

+390%



CPC

Click Per Cost

53% ↓

\$3.2

\$1.5



Result

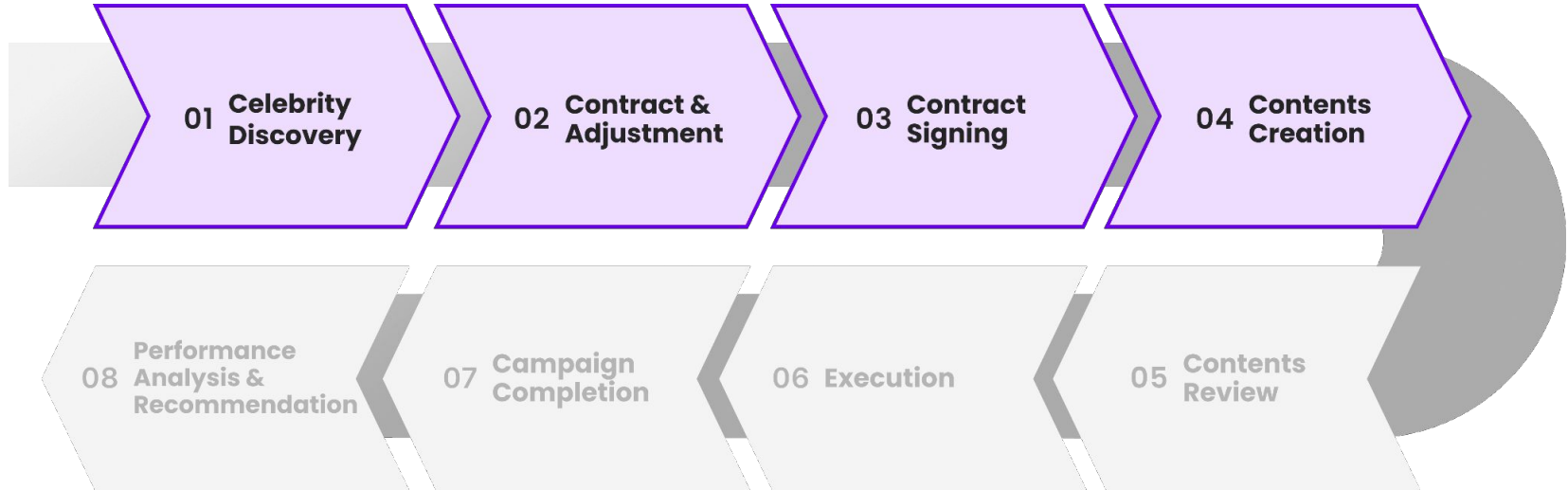
Total Impressions 2,693,126 3,190,057

Total Clicks 1,099 5,081

All-in-One Platform

Celevu is an all-in-one platform that covers the entire celebrity marketing journey — **from search to payment and performance feedback** — in one seamless workflow.

Online Display Ads (DA) Contract Process



Innovation Easy Search & Optimal Recommendations

Filters

Now Trending

- Hu Do-kyung
- Lee Joon
- Min Jun-woo
- Yoo Seung-yeong

AI Recommend

Discover the best celebrity matches for your brand.

- Lee Joo-been** (1.0M ~ 16.6K)
- Jeon So-min** (1.1M ~ 25.0K)
- Jun Jong-seo** (1.1M ~ 56.5K)
- Hong Seok** (165.6K ~ 712)

Recommendations

- Park Jin-joo** (1.1M ~ 25.0K)
- Cha Min-woo** (1.1M ~ 25.0K)
- Kim Young-ji** (1.1M ~ 25.0K)
- Kim Hyang-woo** (1.1M ~ 25.0K)

Celebrity Search

Ad Campaign History

Brand Name	Keyword	Year	Target Market
Wolfe Center	Starbucks	2023	South Korea
Wolfe Center	Starbucks	2024	South Korea
Starbucks	Public, Retail	2024 (ongoing)	Global
Wolfe Center	Starbucks	2024	South Korea
Starbucks	Starbucks	2024	South Korea
Starbucks	Public, Retail	2024 (ongoing)	Global

Reports

Jun Jong-seo
Based Official Supporter (Follower) 4,121,728

Audience

Top country: **Indonesia** 35% | Top gender: **Female** 75% | Top age: **24-34** 44%

Audience Size

- 69.6%
- 5.5%
- 5.2%
- 2.2%
- 1.4%
- 1.4%
- 1.4%
- 1.4%
- 1.4%
- 1.4%

Estimated reach

4.3M-13M (est.)
438K-1.3M (est.)

Audience demographics (age&gender)

45%
20%
15%
10%
5%
5%
5%
5%
5%
5%

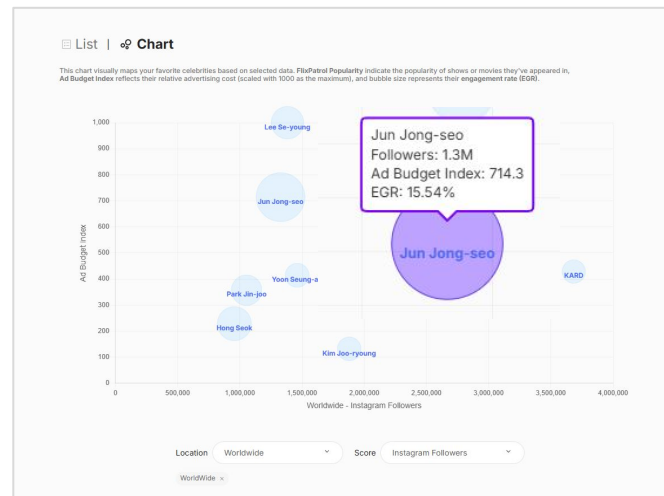
Engagement

587.8K Avg. Likes | 5.2K Avg. Comments | 587.8K Avg. Impressions

Brand Mentions

Mission Margolis (2024 MAR 29), Mission Margolis (2024 MAR 29), Mission Margolis (2024 MAR 29), Mission Margolis (2024 MAR 29), Mission Margolis (2024 MAR 29)

Celebrity Profile



Comparison & Recommendations

Innovation AI-Generated Visual Contents

Create ad visuals **without the need for physical photoshoots.**

AI Generated Celebrity Images



High Quality 3D Product Image



Innovation AI-Generated Visual Contents

One-Time Learning, Multiple Deliverables.

Generate unlimited image variations tailored to different audiences, seasons, and campaign needs.



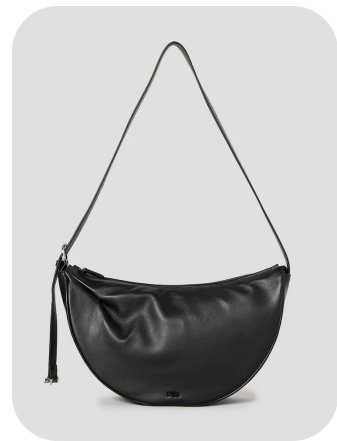
August
(Summer)



September
(Early Autumn)



October
(Mid-Autumn)

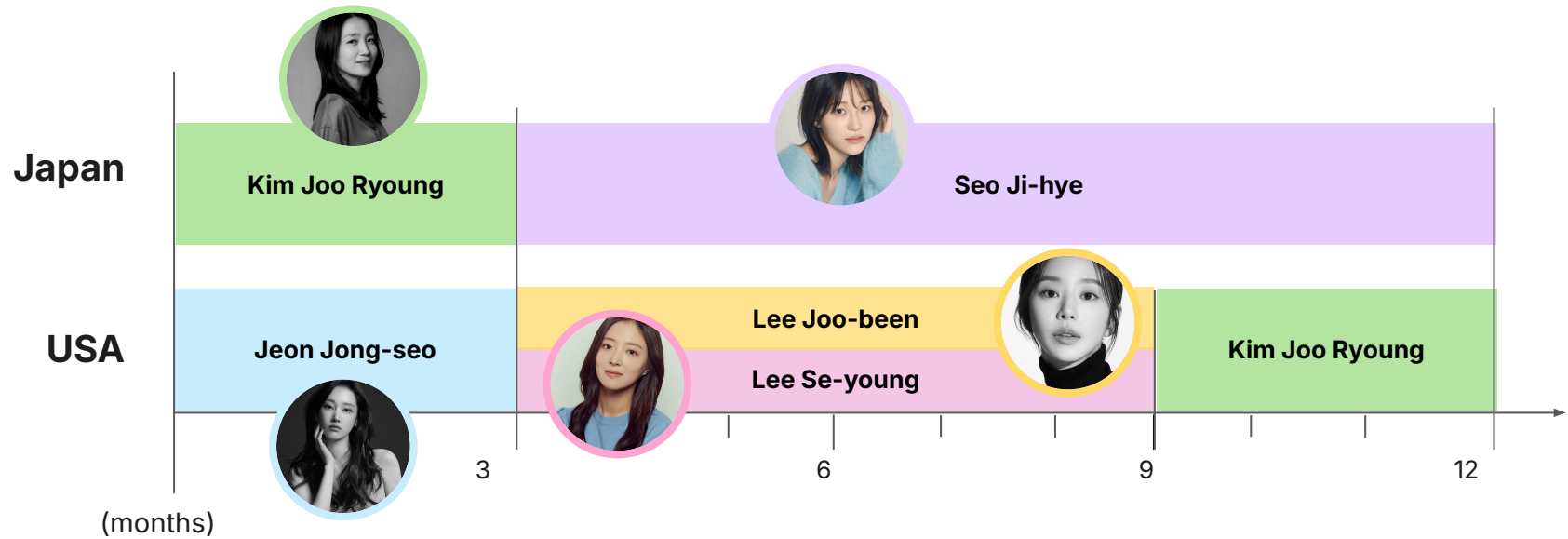


KUHO

Innovation

Modular-Type Contracts

Revenue generation through flexible contracts: various media, contract types, and short-term contracts

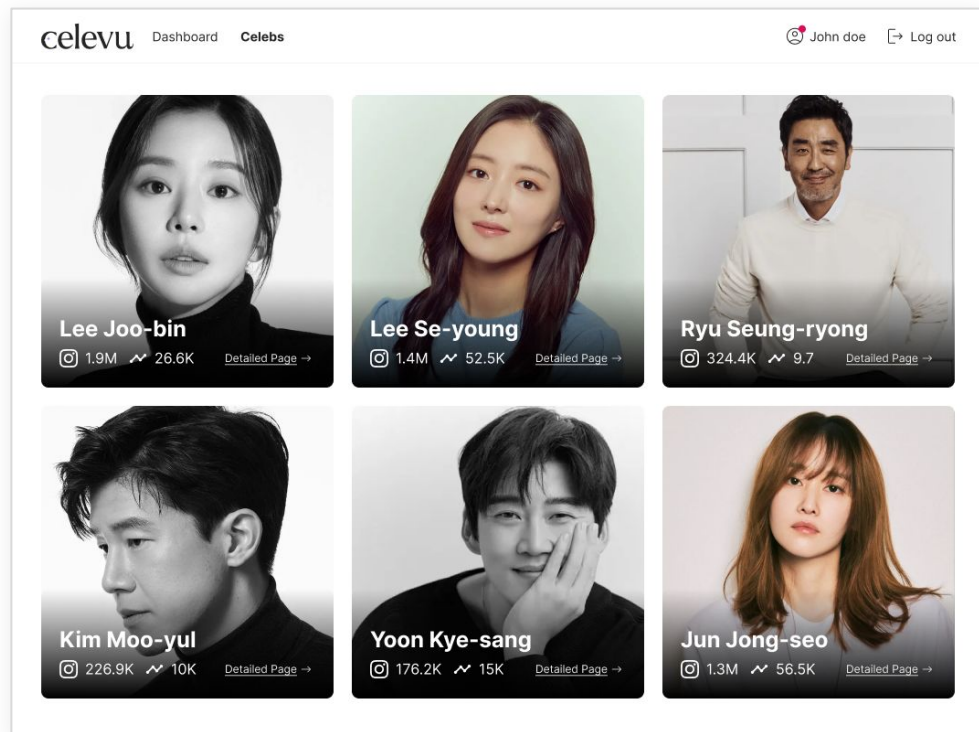


Current Status

Korean Celebrities with Global Popularity

Collaboration with Korean celebrities with prominent global presence.

Planning to scout local celebrities and influencers.



250+

Korean celebrities available for contact



Actors from globally recognized
OTT platforms & K-Pop Artists

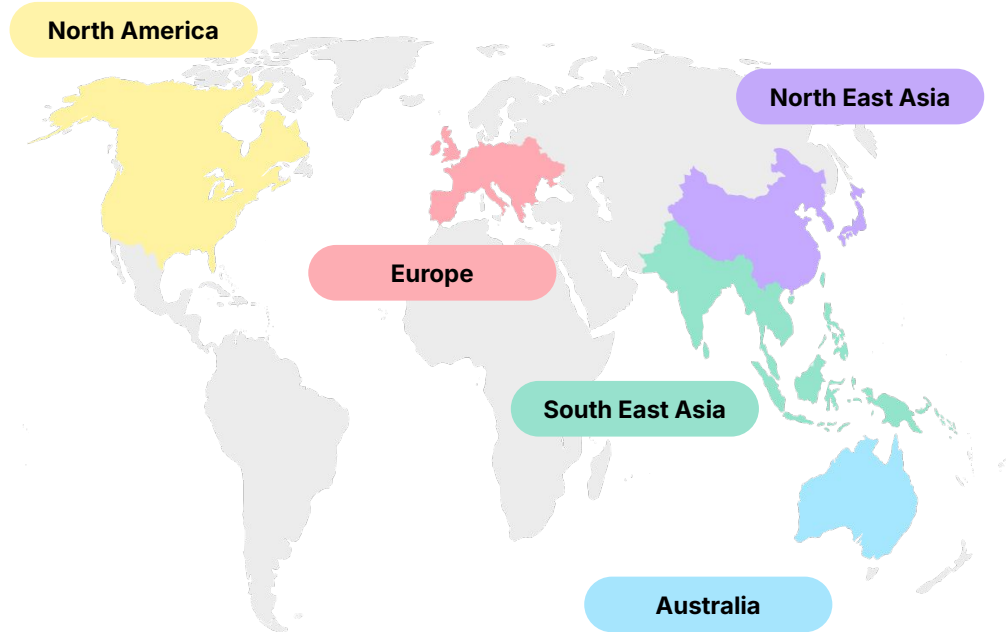
Current Status

Global Brands with Local Markets

Collaboration with global brands with diverse local markets.

Looking to expand into new markets through HQ of Global major brands.

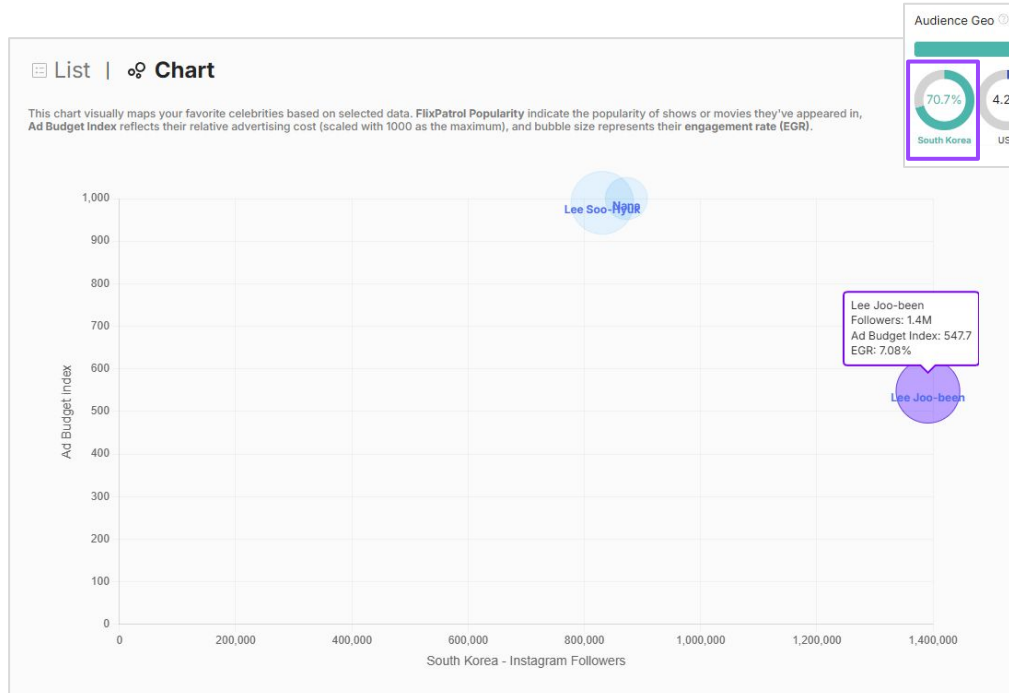
Global Major Brands



Chaumet 2024



Optimal celebrity recommendations based on data-driven analysis that considers budget, brand fit, recognition, and cost-effectiveness.



Celebrity Comparison Chart (Ad Budget Index vs. IG Followers by region)



Lee Joo-Been

Highest # of Korean IG followers (1.4M)
Strong EGR of 7.08%
Lowest estimated Ad Budget



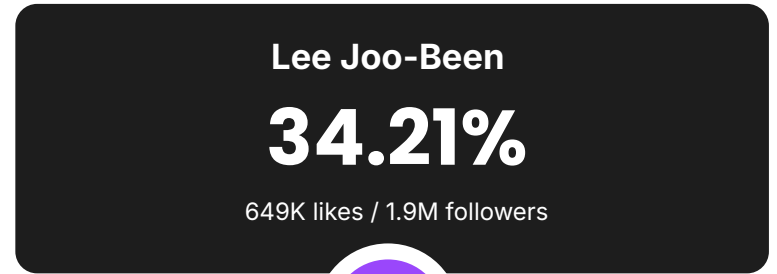
**Maximize Ad Impact
with Reasonable Cost**

Chaumet 2024 Event Invitation & Instagram Post

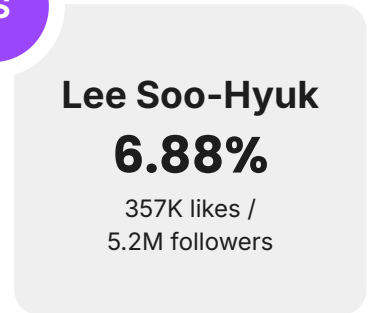
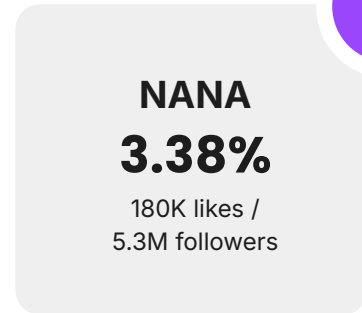


[Image Source: @hellobeen Instagram](#)

IG Post EGR Comparison



VS



Golden Goose 2025 Instagram Posting



IG Post EGR Comparison

Jeon Jong-Seo

14.38%

187K likes / 1.3M followers

VS

Lee Si-Young

1.56%

NANA

1.26%

Cha Jeong-Won

0.74%

Multi-Brand Collaboration AI-Generated Contents

Cross brand collaborations without physical products or photoshoots.



LEBEIGE



ISSEY MIYAKE



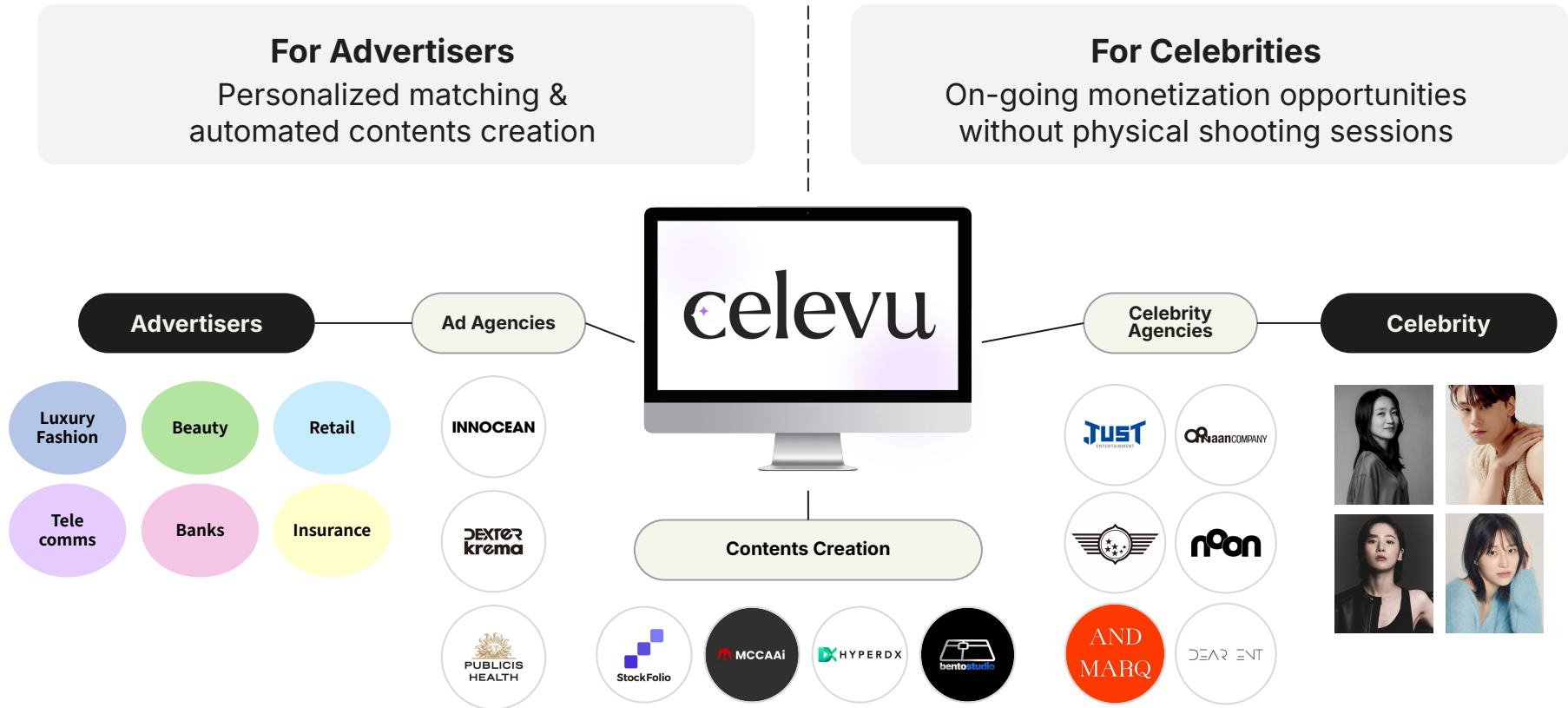
KUHO



Global Business Platform

For Advertisers
Personalized matching &
automated contents creation

For Celebrities
On-going monetization opportunities
without physical shooting sessions



Roadmap

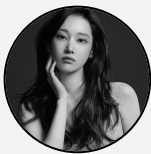
Creating long-tail in brand & celebrity collaborations

Short-term

Building cases with
global major advertisers &
top-tier celebrities



Golden Goose



Jeon Jong-Seo



Long-term

Expanding transaction volume
with small to mid-sized
advertisers & rising celebrities



Brands



Celebrities



www.aligo.ai

Contacts

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