

Mono mansion



Mono mansion

What's the point?



Mono mansion
self studio

I want our memories to seep into you calmly

1. Analysis

2. Mood

3. photo

1. Analysis



Mono



Pastel



Vivid



etc

1. Analysis

**We offer the best-quality photo in the industry
with the combination of monotone white, black, and beige
which is the most difficult color setting values.**

1. Analysis

M
o
n
o

포토이즘
포토그래이
더 필름
포토매틱
폴라스튜디오

P
a
s
t
e
l

하루필름
포토시그니처
셀픽스
인생네컷
Photo lab +
스냅치즈

V
i
v
i
d

포토이즘 컬러드
(pastel로 변경)
포토그래이 rad
BROOM 스튜디오
Photo drink

e
t
c

니컷네컷, 홍대네컷
스위치스튜디오
비키의 사진공방
그믐달 셀프스튜디오
해리포토

1. Analysis

Mono mansion

Studio-level quality

+

Accessibility of unmanned photo studios

It is not a just photo machine

that was temporally popular and only focus on fun,

but a premium culture of a photo studio



@1_ran.thanx

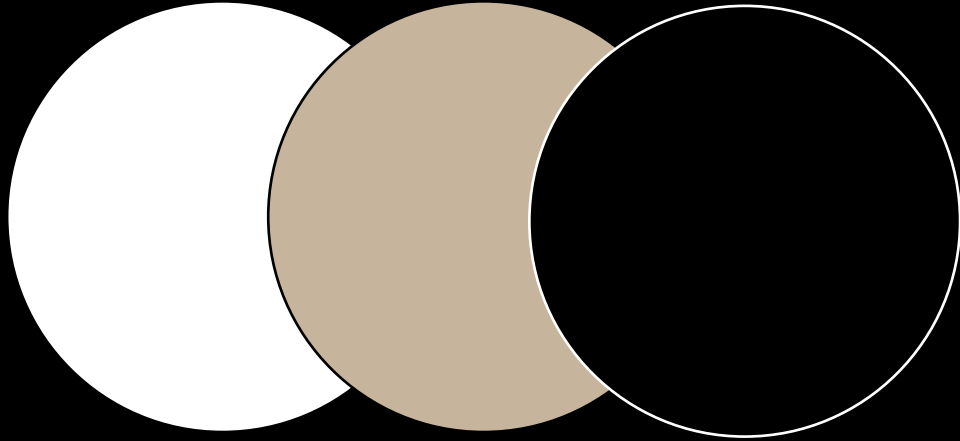


@all_zero..k



@364d_

Selling point



Marketing plan

➤ Continuous promotion of influencers who are currently shop owners

Ambassador A: 21.2k Hongik University student, online store owner, good connections

Ambassador B: 21.3k model experience, beauty major, good recognition

Ambassador C : 16.3k Hongik University student, online store owner, superior design sense

Customers are becoming more picky about the quality of photos with the growth of various self-studio

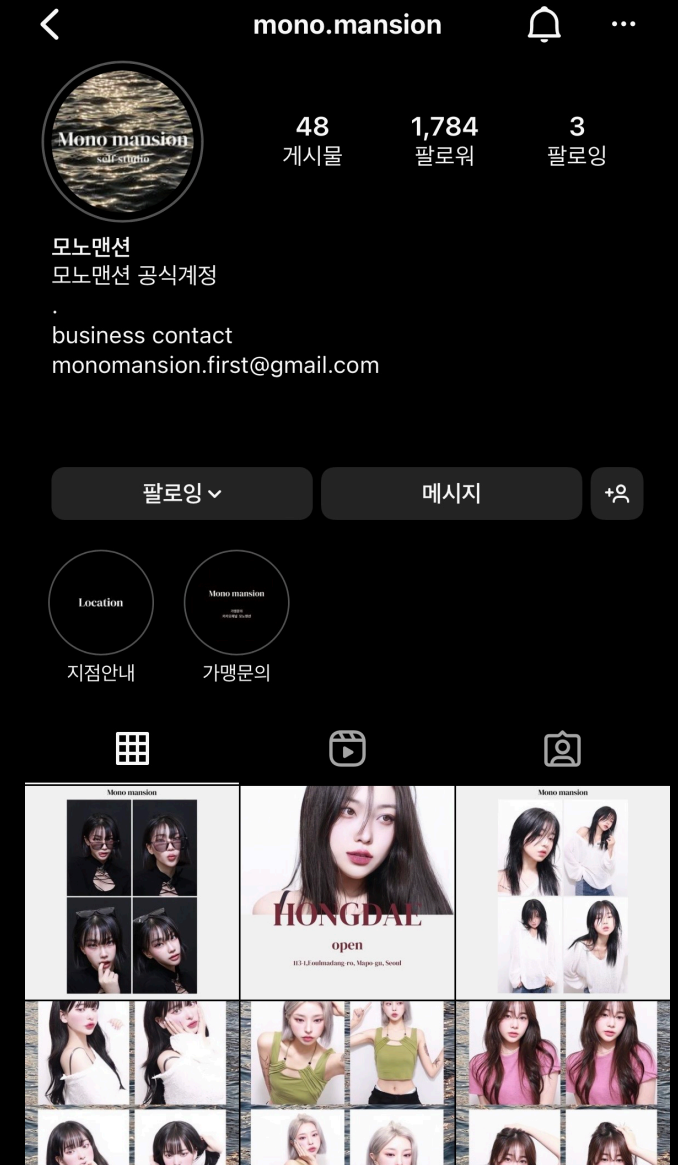
1) Satisfying customer needs through premiumization of photo quality with own sensuous photo setting.
(Photo setting by professional photographers)

2) Using the most classic and basic color 'white, black, beige' which are not sensitive to a fast-passing trends

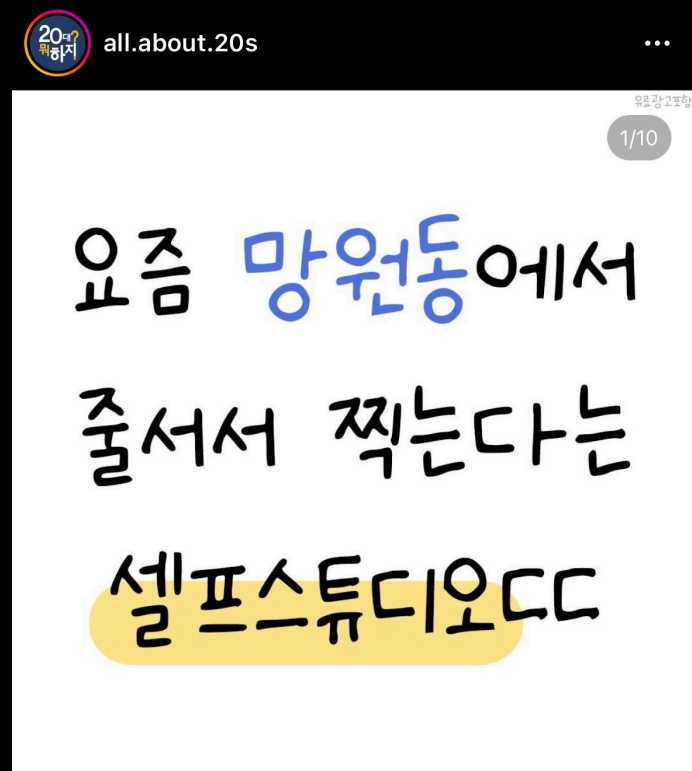
3) Classy photo frames and concepts designed by an operation team and ambassador models with excellent design sense

Marketing plan

- Various special frame production events
- Local marketing using hashtags
 - SNS marketing in each region with influencers and hashtag
- Content creation by posting famous influencers' personal accounts
- Exposure to various social media pages such as Facebook and Instagram
- Building a luxurious image through a premium brand concept, not a simple and old-fashioned four-cut photo
- ✓ Pastel-toned 'white, sky blue, pink, bright lighting' images have limited target customers and can be a passing trend soon.
- Preparing a new brand service for premium studios



**'Salable and 'good response' ads are important,
not just simple ads.**



all_zero._k님 외 14,205명이 좋아합니다
 all.about.20s 요즘 망리단길에서 줄서고 찍는다는
 ㅇㅇ 핫한 셀프스튜디오 #모노맨션 근황.jpg
 + 예쁜 언니들은 다 이미 찍었데... 더 보기
 댓글 2,291개 모두 보기
 7월 1일



좋아요 754개
 seoultravel 핫한 언니들 다 다녀간 요즘 줄서서 찍는다는 망원
 동 셀프스튜디오 ♡
 한강프레임 감성에 사진잘나온다고 소문남다... 더 보기
 댓글 124개 모두 보기
 3시간 전

Mono Mansion

satisfies not only photo but also other senses

such as vision, hearing, and smell.

**Granhand
Toit vert diffuser**



Botanical fragrance that matches the interior
that can remind a luxurious atmosphere

music



playing lounge music for
a luxurious atmosphere
unlike other self-studios
that mainly play popular pop songs

Object

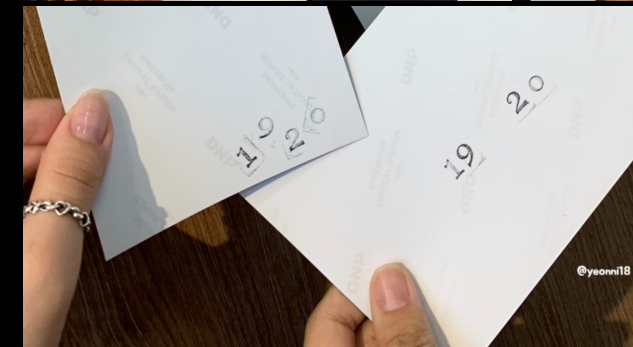


Pursuing a trendy and neat style
with modern objects rather
than only fun style such as doll hats

interior



The Shop Appearance



Alphabet wood stamp
to decorate photo photos



망원 본점



홍대점 분석 (7월 기준)
현재 30여개의 셀프스튜디오가 위치하고있음

지역 마케팅과 브랜딩으로
줄서서 찍는 이미지로 각인
현재 홍대의 명소로 자리매김 하고있음

홍대점 매출 평균 예상(월)
비수기 3000~3500
성수기 4000~4500



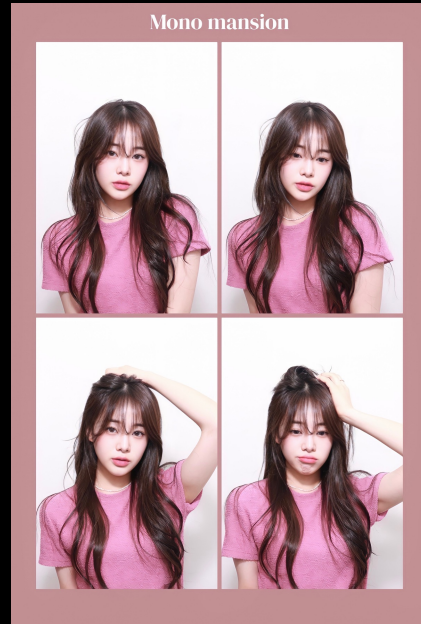
Room color

101 White

102 Beige

103 Black

결과물 예시



결과물 예시



결과물 예시



@mono.mansion