



# GRAND PRIX BEST BRAND FANDOM BEST SHORTS



**WINNER**

**<Convenience Store Veteran> and <Convenience Store Rookie> Campaigns**  
BGF retail, Playlist

## CAMPAIGN OBJECTIVES

- Build a CU fandom
- Enhance brand favorability

## CAMPAIGN KPI

- Awareness
- Favorability
- Reputation

## BACKGROUND AND CONTEXT

In the highly competitive and trend-sensitive convenience store industry, CU has already secured a high level of customer awareness, but it is continuously refreshing their brand image through new customer experiences, especially targeting the Millennial and Gen Z customers to gain even more affection. To achieve this, CU aimed to build a CU fandom by uploading various branded content on its YouTube channel, featuring CU's unique stories.

The <Convenience Store Veteran> and <Convenience Store Rookie> campaigns primarily aimed to boost brand favorability among the trend-setting Millennials and Gen Z, known for their preference for short-form content. Instead of directly mentioning CU's products, the creative content showcased the convenience store environment and told engaging, relatable stories to generate interest. The aim was to raise curiosity, ultimately translating into a favorable perception of the CU brand.

**아니 없어요, 아 있었는데? 아뇨, 없어요 🤔 | 편의점 고인물(Convenience Store Veteran) EPO1 #shorts**  
<https://youtube.com/shorts/tMg34g4oLcw?feature=share>

**XX 사려고 오픈런 함 [편의점 고인물] 1화**  
<https://www.youtube.com/shorts/j6l2WWjAVKO>



## OVERALL EFFECTIVENESS CAMPAIGN RESULT

1. <Convenience Store Veteran> reached 110 million views, while <Convenience Store Rookie> achieved 50 million views.
  - Achieved the first-ever 100 million views for branded content.
  - CU's official social channels surpassed a total of 200 million views.
2. Attracted 124,000 new subscribers to the YouTube channel.
3. Surpassed 4.4 million instances of content engagement.

## BUSINESS RESULT

1. Achieved a net advertising impact of over 3.3 billion won based on the campaign.

## CREATIVE STRATEGY

<Convenience Store Veteran> was created in a "Shorts Drama" format, featuring fresh episodes on relatable topics related to convenience stores as everyday spaces. This format allowed consumers to enjoy the content first and then become aware of the brand. It was structured as a 20-episode series designed to capture viewers' interest within a short one-minute timeframe, with a dense plot progression (beginning, middle, climax, conclusion), making viewers eager to enjoy the next one. <Convenience Store Rookie> was a follow-up to the success of the <Convenience Store Veteran> series. It maintained the "Shorts Drama" format while introducing a new storyline featuring the contrast between the main character, a '9-year veteran convenience store part-timer,' and a 'first-day rookie convenience store owner.' This allowed viewers to enjoy the content from a new perspective, focusing on running a convenience store rather than being a part-time worker. The scene where the character talks on the phone with the previous series' main character fostered a natural connection between the series and expanded the storyline's universe.

- ▶ **점장님...그분은 계세요 즈블** | 편의점 고인물(Convenience Store Veteran) EPO2 #shorts  
<https://youtube.com/shorts/40o-mQYpiEY?feature=share>
- ▶ **느슨해진 편의점에 긴장감이 맴돈다...** | 편의점 고인물(Convenience Store Veteran) EPO3 #shorts  
<https://youtube.com/shorts/GrJxsSAhecc?feature=share>
- ▶ **마해자, 근데 이제 무기징역** | 편의점 고인물(Convenience Store Veteran) EPO4 #shorts  
[https://youtube.com/shorts/\\_WhQepjkeRA?feature=share](https://youtube.com/shorts/_WhQepjkeRA?feature=share)
- ▶ **특이점이 온 알바 심리테스트** | 편의점 고인물(Convenience Store Veteran) EPO5 #shorts  
[https://youtube.com/shorts/zEYn\\_GEPBKE?feature=share](https://youtube.com/shorts/zEYn_GEPBKE?feature=share)
- ▶ **제 귀에 노이즈 캔슬링 기능 넣어주실 분?** | 편의점 고인물(Convenience Store Veteran) EPO6 #shorts  
<https://youtube.com/shorts/TRTuY8X1EBo?feature=share>
- ▶ **알바생의 손에 쥐어지는 합격 목걸이** | 편의점 고인물(Convenience Store Veteran) EPO7 #shorts  
<https://youtube.com/shorts/TbLgJT1hMk?feature=share>
- ▶ **역세권, 숲세권... 이젠 사세권?** | 편의점 고인물(Convenience Store Veteran) EPO8 #shorts  
<https://youtube.com/shorts/6NdAyQE5Lg?feature=share>
- ▶ **하루, 시즌 11호 구김살** | 편의점 고인물(Convenience Store Veteran) EPO9 #shorts  
<https://youtube.com/shorts/lkoVd0gvpVw?feature=share>

“It’s not just a B-grade content for mere entertainment. Instead, it places the convenience store brand at the forefront and meticulously showcases the insights of that brand in each piece. That’s what makes it this year’s masterpiece.”

- Innocean, Kim Jung-ah, Vice President

“They constantly convey diverse messages to a wider range of targets through Shorts, making good use of the YouTube platform’s characteristics. They also nurture and manage the brand in the medium to long term.”

- Cheil Worldwide, Seo Ji-young, Director

“I can clearly feel the output that infuses personality into the convenience store category business. It was possible because it’s on YouTube, and it really showcased the disappearance of boundaries in today’s content. It demonstrated a level of completeness that makes you want to seek and watch.”

- TBWA, Lee Sook-in, Senior director



## WHAT ROLE DID YOUTUBE PLAY?

### 1. Enhance brand favorability through a concentrated budget allocation on TrueView Instream

To secure brand favorability and viewership among a broad consumer base, CU concentrated most of its budget on TrueView Instream products. The goal was to gain additional views by exposing them on the popular trending Shorts tab. As part of this strategy, TrueView Instream ads were executed immediately upon uploading each episode.

### 2. Maximize issue-making through the use of VVC

The new series received a strong response from the outset thanks to the popularity of the previous series. However, to sustain its popularity and generate additional buzz, a mix of TrueView Instream and video view campaigns were executed. Video view campaigns were run concurrently for multiple episodes to curate the episodes where advertising was most efficiently executed, thus enhancing advertising effectiveness.

### 3. Increase interaction by utilizing owned media channels

By uploading the 'Convenience Store Shorts Drama' to the brand's core owned media channel, 'CU Official', at a fixed time slot once a day, we engaged and encouraged viewers to look forward to the next episode and revisit the channel. In addition, through a comment event related to each episode, we provided a fun and playful experience in which viewers shared their personal experiences in the comments, thereby increasing viewer engagement and strengthening fandom for the CU brand.

### 4. Mix of short-form and long-form formats

The main episodes were published daily in a vertical short-form format, and subsequently, we released a combined binge-watching version in a horizontal long-form format to reinforce the flow of the series and re-invigorate interest through bloopers and other content.

## YOUTUBE MIX

TrueView In-Stream, Video View Campaign