

Korea's No.1 New Media Brand for Millennial Women

Listen for a Smart Life

듣똑라 by. Joongang Ilbo



Apple Podcasts



Youtube

Who we are

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Listen for a Smart Life(LSL) is a “**comprehensive new media brand targeting millennial women**” which produces ‘**news, career, and lifestyle content for millennial women**’ while satisfying their intellectual curiosity in a variety of ways.

LSL selects topics according to our **followers’ wants and needs** and we use **multiple delivery methods** to help them **easily access and experience** information. We also organize participatory campaigns which are focused on **issues that our current generation needs to reflect on and solve** as a whole as **we learn about and participate in these tasks together**.

This is based on **interactive communication with our followers** through which **a sense of familiarity** is created, instead of the one-way communication method used by traditional media.

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What we did

“

LSL, which began as a **podcast** in 2019, **expanded its brand to videos, articles, and community involvement** in 2020 and public awareness of LSL as an innovative brand has been on the rise with an integrated **460,000 subscriber**.

In particular, in 2020, the LSL **One Health campaign**, an environmental project for the post-corona era and the **WONEY(WOMAN+MONEY) campaign**, a project focused on the financial literacy of millennial women, were launched successfully.

In addition, **LSL Articles**, podcast reports that have been upgraded and converted into text content, and **LSL Book Club**, a powerful online community service that integrates communities with conferences, have likewise been well received.

LSL has established itself as a news source for millennials as a '**current affairs friend to grow with**' and we are proud to say it has proven itself to be **a representative new media brand** in Korea

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LSL's Competitiveness: Hosts Supported by Millennials

Four credible female journalists who are themselves millennials
curate necessary information for millennial women based on their individual areas of expertise and interests
and directly participate in the content creation process.

The hosts deliver information in a friendly and approachable tone and manner to cater to the millennial generation.

This has been the driving force behind the love and support LSL has received from millennial women,
as both their intellectual and emotional needs have been met.

Kim Hyo Eun Culture



Lee Ji Sang Politics



Hong Sang Ji Society



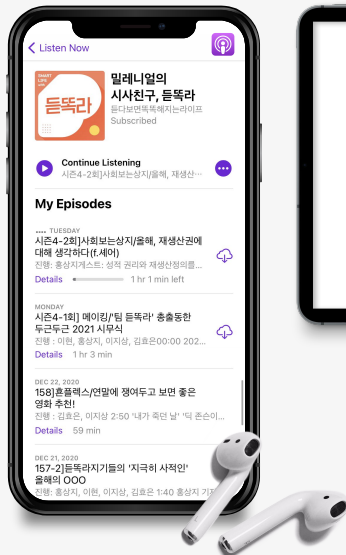
Lee Hyun Economy



LSL Lineup



Youtube 300,000 subscribers



Podcasts

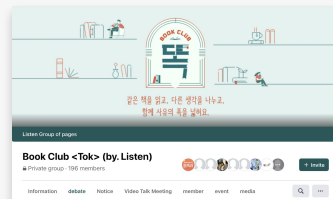
122,500 subscribers

SNS & NEWSLETTERS

40,000 subscribers



ARTICLE Sub-contents Line



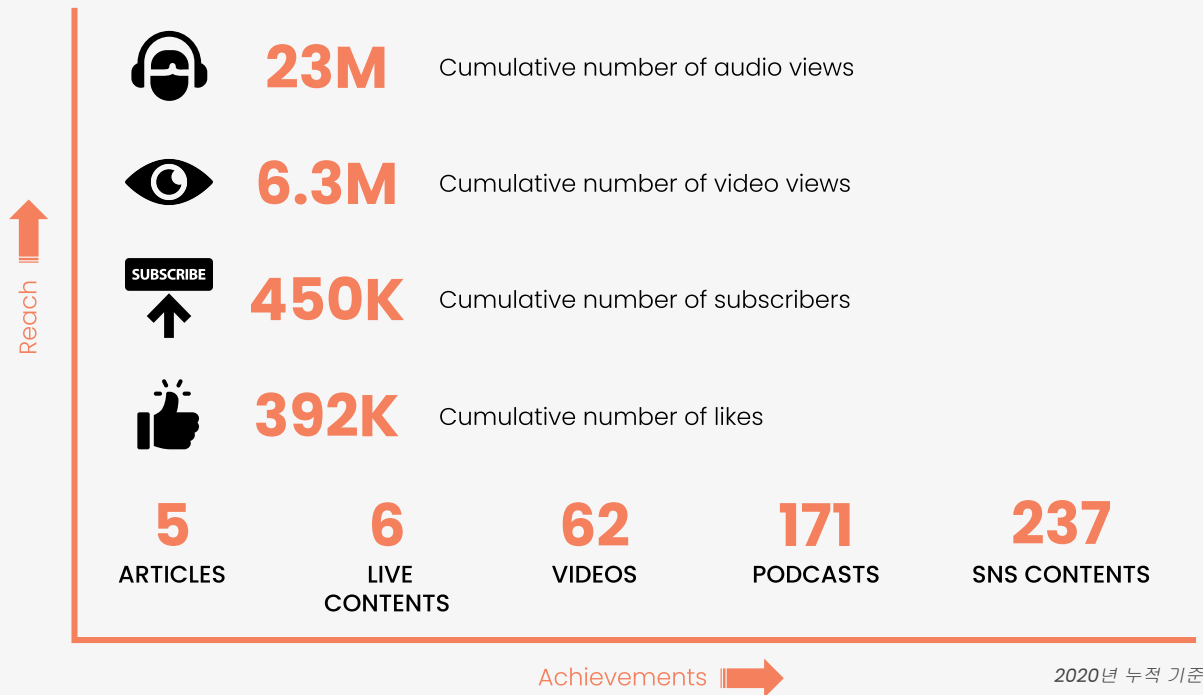
COMMUNITY & CONFERENCE

Sub-contents Line

Total number of subscribers 460,000

Reach & Achievements

LSL gained many subscribers and gained popularity in 2020 through a variety of problem-solving approaches and use of multiple channels.



Influence in the Korean market

Awards

- Selected as "Best Podcast" by Apple Podcast for two consecutive years
- Gender Equality in Media Awards, Minister of Gender Equality and Family Award
- Korea Online Journalism Awards, Audio Journalism Category
- Korea Digital Journalism Awards, Innovative Journalism Category

Books & Reports

- Introduced as a success story in the Korea Press Foundation's report <News Strategies for Millennials>
- Introduced as a success stories in trend books <Millennials-Generation Z Trends 2020> - Interviews and articles on the hosts published in magazines including <Allure>, <Cosmopolitan>

Corporate collaboration

- Collaborated on branded content with leading companies such as multinational corporation P&G and Korea's leading IT companies, Kakao, Naver, and NCSoft
- Signed an exclusive content contract with Flo, one of Korea's three largest music platforms



2020 Campaign Objective

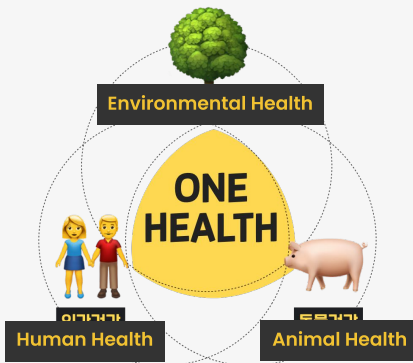
2020 was the year of global pandemic. The crisis struck the weakest links in society and toppled the vulnerable. People voiced prejudice and hate beyond fear, and unverified information was everywhere.

In the midst of all this confusion, LSL set its goal to act as a beacon for millennials looking for trustworthy, reliable information. We designed our content experience to deliver useful information and satisfy the intellectual curiosity of our target audience, while at the same time providing a comfortable vibe and a variety of ways to consume news.

Campaign 1. One-Health Project

**“Humans, animals, and the environment are all closely interconnected.
The health of humanity depends on the integrated management
of animals and the environment.”**

The ‘One Health Project’ is an environmental conservation campaign for a post-coronavirus world.
Focusing on why zoonotic diseases continue to occur, we organized an integrated campaign based on the concept of ‘One Health’,
which sets out that the health of humanity depends on the integrated management of animals and the environment,
as humans, animals, and the environment are all closely interconnected.
We also organized and participated in missions to put this concept into practice.



Expert Interview Series

In order to spread the concept of 'One Health,' that to prevent further pandemics, we must participate in the integrated management of humans, animals, and the environment, we conducted extensive expert interviews and active campaigns on social media.

'The relationship between humans and animals as seen through pandemics,' 'Climate strike protest,' 'The problem with plastic waste' and others are some of the many social issues we touched upon under the One Health concept.

One Health podcast episodes saw an impressive average viewership of 100,000 plays per episode.

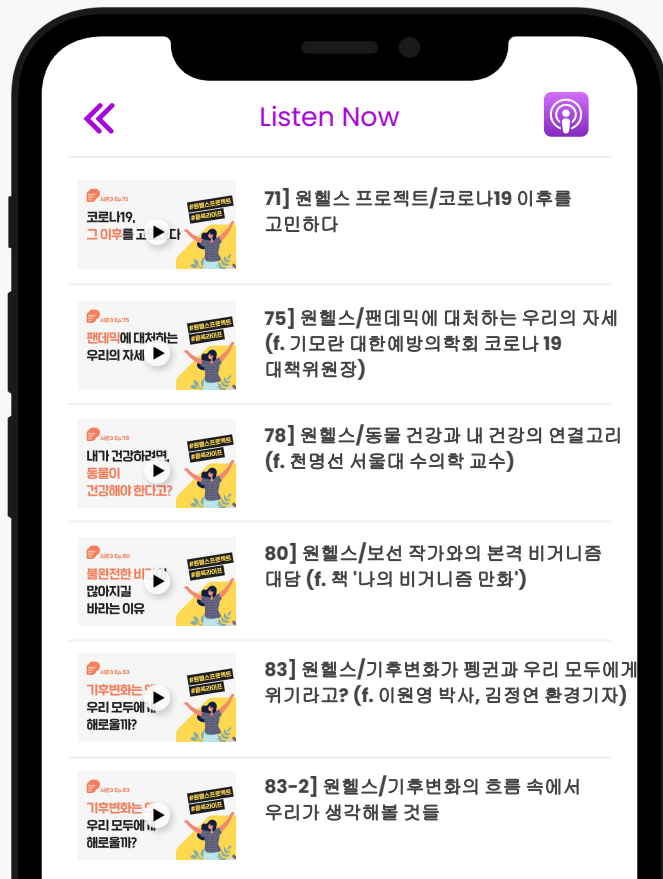


Youtube Contents

Is the meat I eat related to Corona?
<One Health Project>

Podcast <One-Health Project Series>

(9 episodes in total with an average of 100,000 plays per episode)



'Action Challenges' with interactive communication

The One Health social media campaign is a project aimed at rising beyond the mere access to information and lead to active participation.

The campaign was developed with the structure of selecting and suggesting practical actions for everyday life and going on to participate in these actions together while encouraging each other.

The campaign begins with a campaign participation pledge through the story function on social media and that is followed by new weekly missions in different levels of difficulty related to our podcast content.

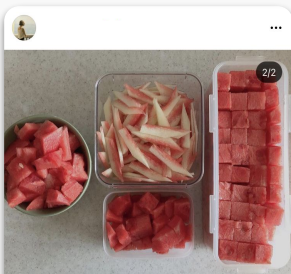
With this game-like structure of advancing levels, voluntary mission verification and vibrant interactive communication between participants took place.

Interest in the campaign was amplified due to a hub page where anyone could propose new practical tasks and acquire information, and we also organized a meet up with the most active participants.

The number of project participants exceeded 1,000, and many subscribers are still voluntarily creating communities to continue exchanges. The One Health campaign has affected our society as a whole, with the concept of 'One Health' set to be included in middle school textbooks on climate change.



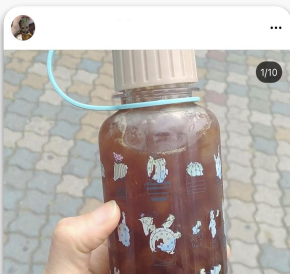
Liked by 960328 지수의 소작농 라이프(지주는 텃밭 만들어준 아



Liked by minisy8 20200619 수박 정리, 반통을 가지런히 썰어 차곡차



#들뜰라이프 #원헬스프로젝트



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#들뜰라이프 #원헬스프로젝트

Campaign 2. LSL Youtube

"For the intellectual growth and financial values of millennial women"
"On-demand journalism that we can grow and empathize with"

LSL YouTube is a comprehensive content channel for millennial women who want a life with set financial values, individuality, and continuous intellectual growth.

Campaign style projects such as 'WONEY,' a series focused on economics for beginners and industry trends,

'Culture Center,' where we look into trend issues, 'LSL Career & Life,' showcasing in-depth interviews on career and lifestyle, etc., are posted as the main focus while other forms of information and communicative content which millennials empathize with and want to know are put up frequently.

The strength and edge of LSL video content is the friendly explanation that begins with coverage of the basic concepts of information the target audience wants to know



듣다보면 똑똑해지는 라이프

WONEY



LINEUP & REACH



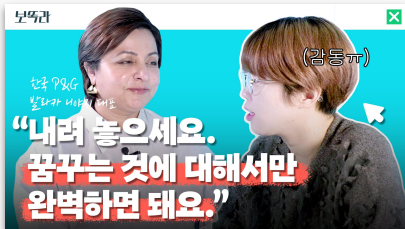
< WONEY >

Economics for beginners and future growth engines (industry)



< Culture Center >

The history and background of trends



< LSL Career & Life >

Interviews on careers and lifestyles for millennial women



< Behind LSL >

V-logs and communication



YouTube subscribers

300,000



cumulative views

7.3 million



most viewed content

1.2 million



content posts

63

WONEY 'Financial Literacy' for Millennial Women

WONEY is a series of economics for beginners designed to educate young female millennials between the ages of 20 and 35. The campaign title WONEY is a combination of the words 'woman' and 'money' and is also a play on the name of the Korean currency, the won. This clearly sets the purpose and target of the campaign.

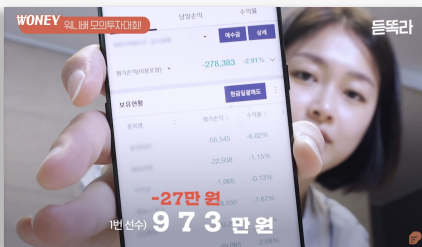
We produce 20 videos a year on topics such as how the financial market reacts in times of economic crisis, how to understand the stock and real estate markets, and the impact that changes in new technology will have on younger people. LSL also produces basic knowledge videos designed to lower entry barriers for women in the finance, industry, IT, and technology sectors.

The WONEY series influenced the stock investment boom among young investors, similar to the Robinhood phenomenon in the United States, and has established itself as the most trusted current affairs and culture series among millennials.



<Financial Market>

The impact of the economic crisis on the market, exchange rates, KOSPI and stocks, and real estate.



<Stock Market>

Stock market terms such as deposits, attempted sales, and preferred stocks, as well as basic steps to invest in stocks such as opening an account and buying/selling methods.



<Real Estate Market>

The basic structure of the real estate market and real estate policies. An analysis of current real estate market trends.



<New Technology>

The concept and importance of future growth engines for domestic and foreign companies, such as Cloud and AI.

Culture Center The history and background of trends

Culture Center is explanatory content that digs deeper into social issues by providing history and context. It aims to improve one's intellectual capability to understand the social context and historical backgrounds of various issues and cultural phenomena that are controversial topics in the daily lives of millennials.

We produced 16 videos per year across a variety of categories including culture, industry, news, and gender issues, such as the causes and origins of the worldwide disco trend, the developmental status quo of vaccines and the vaccine hegemony as seen through the race to secure vaccines, the story behind the birth of webtoons and the rapid growth of the webtoon industry, the origin of bras and the social conventions behind it, etc.

Career & Life Interviews on careers and lifestyles for millennial women

LSL Career & Life is an interview series that helps millennial women grow in their careers, establish individual lifestyles, and achieve independence and build solidarity.

We conduct interviews with women and share their messages to improve one's life, from female executives who are walking the path of big social achievements and challenges, such as the CEO of P&G Korea Balaka Niyazee, the CEO of the Korean start-up 'Momsitter' Jung Ji-ye, and women from all walks of life.



K Webtoon wipes around the world following Parasite and BTS



Has anyone not used Nanum font when making presentation?
Almost everything about the font



What is the difference between a company leader with a 50% female executive ratio?



"Start-up," a drama watched by a startup CEO who received 3 billion won

Campaign 3. LSL PODCAST(with Article)

**“To help millennial women be smarter, more independent,
and lead a better life”**

LSL Podcast is the founding program of the LSL media brand, and its mission is to help millennial women lead smarter, more independent, and better lives.

Since its official launch in 2019, it has produced more than 400 episodes
and has grown into a new media service representing Korea with some 110,000 subscribers.
In 2020, the LSL Podcast was selected as Apple Podcast's 'Best Korean Podcast' for the second consecutive year.
LSL Article was also launched in an attempt to improve the delivery and practicality of our content,
which was likewise met with positive feedback



LSL for 'Millennials Media Literacy'

The main goal of LSL Podcast is to play the role of media literacy for young followers who are new to news. To this end, we create content based on our basic guidelines of in-depth interviews with on-site reporters and expert panelists, friendly storytelling pointing out the trends in current issues, fact checking and presenting a balanced perspective, and constantly registering follower feedback.



In-Depth Interview



Storytelling



Fact Finding



Balance



On-Demand

In order to raise subscriptions, our content is posted on five platforms, including Apple Podcast and Naver Audio Clip, and we aim to create on-demand content based on direct and indirect communication with subscribers through these platforms. LSL has established itself as the representative new media for Korean millennial women and currently sees an average of 1.75 million plays per month.



**Monthly average of
1.75 million plays**

Information to help Millennials Women Live Better

LSL Podcast delivers news and information on a range of categories, including economics, politics, social issues, culture, the environment, industry, gender equality, career, and lifestyle.

In 2020, we witnessed the global pandemic and low growth and in line with current developments, we placed special emphasis on environmental and financial issues. The main series reflecting these changes are the One Health Campaign and Economic for Beginners Series.

Economy & Industry	Politics	Human right & Gender	Environment & Post Corona	Culture & Trend	Work & Career
<p> 149] 대한항공+ 아시아나항공 어쩌다 합병?</p> <p> 146] 박테코도 은행도 게임 회사도 다 같이 '핀테크'</p> <p> 93] 경제 기초/ 알아두면 나쁘지 않을 해외 기업들</p> <p> 30] 경제 기초/ 해외주식 투자를 거의 모든 것</p>	<p> 147] 서울 시장의 무게, 내년 4월 선거 이모저모</p> <p> 114] 지금, 정치하는 여성의 미래</p> <p> 94] 미국 대선과 정치, 어디까지 알아왔나</p> <p> 88] 원구성 협상이 왜길래? 21대 국회 어디까지 왔나.</p>	<p> 160] 재생산권에 대해 생각하다</p> <p> 137] 택배노동자 과로사 논란, 대책은?</p> <p> 102] '김지은입니다' 함께 읽기+관객형 성범죄 재발 막으려면</p> <p> 90] 아동학대 문제, 처벌 강화만이 해답일까?</p>	<p> 151] 유행 본격화된 코로나19, 재확산 막을 방법은?</p> <p> 108] 역대 최장 장마와 기후 위기의 연결고리</p> <p> 97] 코로나 시대, 안전하게 여름 휴가 보내는 법</p> <p> 87] 원헬스/ 일회용이 없는 세계 가능할까?</p>	<p> 153] 손해음, 조성진의 연주는 무엇이 특별할까?</p> <p> 139] 2021년 트렌드 예측해보면</p> <p> 124] 당신의 삶도 책이 될 수 있다</p> <p> 85] 놓치면 아쉬운 개봉영화/ 톰보이, 미스 비헤이버, 안봉 미누</p>	<p> 156] 지금 내 위치가 정말 내 능력일까?</p> <p> 134] 넷플릭스 CEO가 말하는 '구직 없음'</p> <p> 92] 최고의 팀은 어떻게 탄생하나?</p> <p> 67] 말레니얼 슈퍼리치는 무엇이 달랐을까?</p>

LSL ARTICLE

In 2020, we produced new forms of articles for subscribers who wanted to get past the one-time nature of audio content and gain a deeper understanding and to be able to archive each episode.

Topics covered in the podcast, such as domestic and foreign political issues, corporate and industry trends, and controversial events, were selected and made into text to be consumed along with the podcast. The articles were created by adding graphs and images, explanations of terminology, and additional relevant information to the existing text with the addition of a table of contents. We also tried to promote easy access by designing individual layouts such as booklet and mobile types depending on the content.

LSL Article was designed with a focus on the organic consumption of two types of content, instead of simple conversion from podcast to text or the individual consumption of each. We received positive reviews of the beta version we provided to subscribers and are preparing to expand the service

[ARTICLE#1. What Does the Sentencing Committee Do?]



[ARTICLE#2. Understanding U.S. Presidential Elections and Politics]



Campaign 4. BOOKCLUB_DDOK

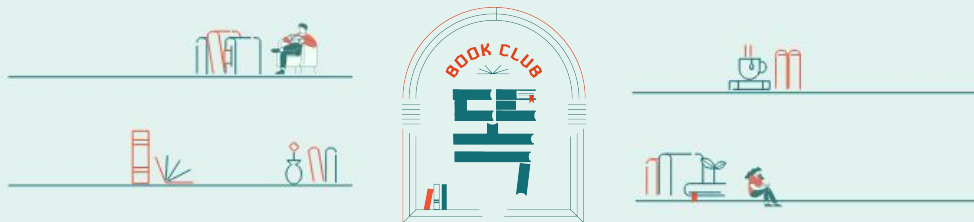
"Everyday life with books"

"A place to read the same book, exchange ideas, and expand our breadth of thought together"

LSL Book Club is a program designed to help millennials improve and enjoy the way they consume their knowledge in the era of social distancing and form new communities that are free but also exude a sense of community at the same time.

Through the medium of books, we have unraveled a series of methods that expand one's breadth of knowledge through LSL Book Club's unique online missions and live talk shows.

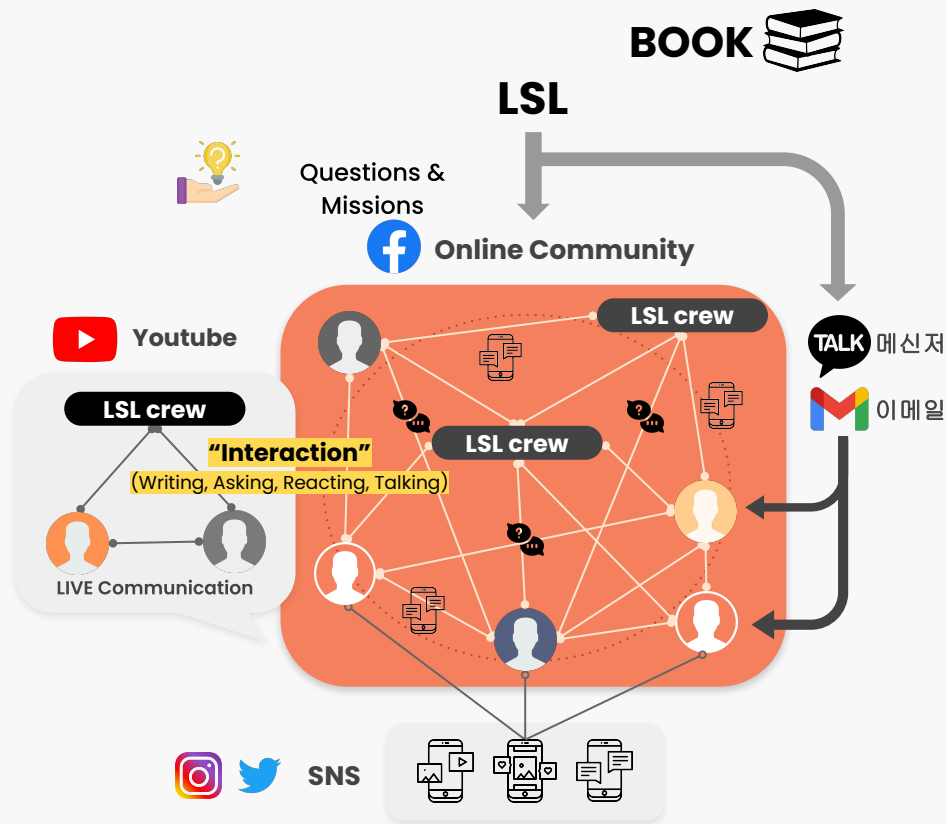
LSL Book Club was designed to lend support to the shortcomings of our current environment, which requires social distancing in daily communal activities and to seek ways to make online experiences translate to daily habits.



'Community Activity' for New-connect on Online

LSL Book Club's community activities include asking questions to help expand one's horizon of thought, engaging in writing and communication missions, and a live program called 'Read with Me' where people enjoy reading in their own individual spaces.

The missions were designed to help participants immerse themselves in the process of establishing and expressing their opinions in writing and connecting with others based on the process. We have created familiar and lasting connections in everyday life through interactions on multiple channels, such as Facebook, Instagram, YouTube, messenger, and e-mail.



'LIVE BOOK-TALK'

The live book talk program of LSL Book Club, named 'LSL Library,' is an online conference organized in a conversational format where the hosts discuss books with expert i.e. literary critic. The book talks were broadcast live through zoom for two-and-a-half hours, and were composed of two parts: a session sharing a wide range of information and interpretations on the book(Part 1), and a session directly connecting with participants via video to share their writings and personal stories(Part 2).

The difference in the number of participants at the start and end of the talk show was less than 5%, and we are proud to say overall interest during the course of the program was well maintained. The questionnaire conducted at the end of the book club showed that the needs of participants (efficiency, solidarity, good habits) were also highly meet. This is further proven by the fact that 85% of respondents said they wish to continue their experience with the program even though there was a participation fee involved

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THANK YOU

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