



**Gwangpyeongro 56gil 8-13, Suseo-dong Suseo Tower  
Unit 1017 Gangnam-gu Seoul, South Korea 06367**

# DOCU+ SHOWREEL

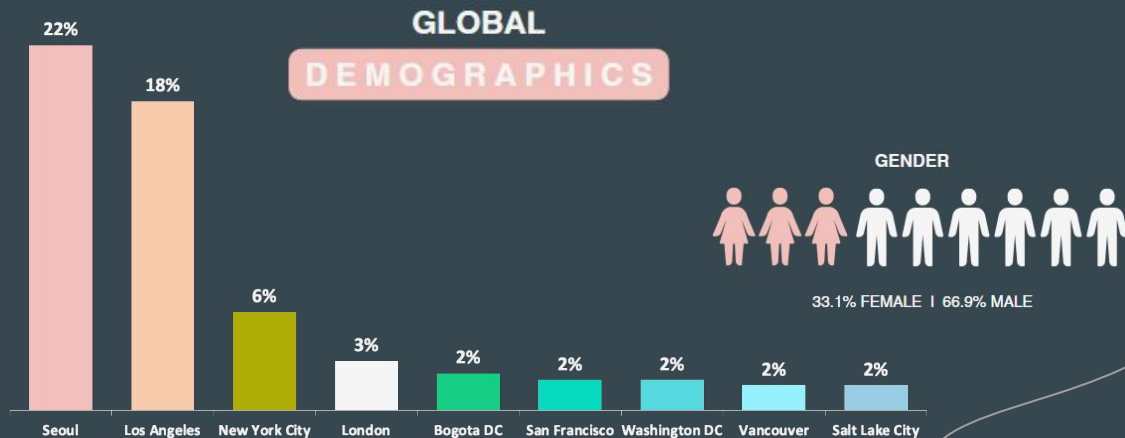


# ABOUT



A GLOBAL IMPACT STUDIO THAT  
INNOVATES AND FOSTERS  
**SOCIALLY IMPACTFUL** STORIES  
THAT TRANSCEND BEYOND  
NONFICTION AND BRANDED  
CONTENT STORYTELLING





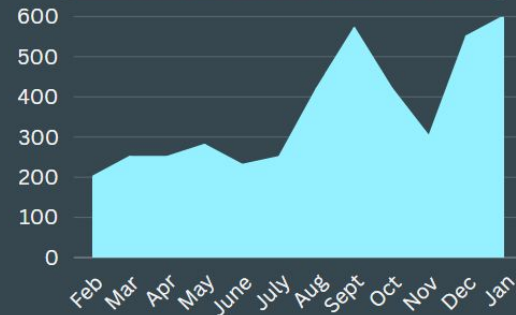
MONTHLY UNIQUE  
WEBSITE VISITS

636

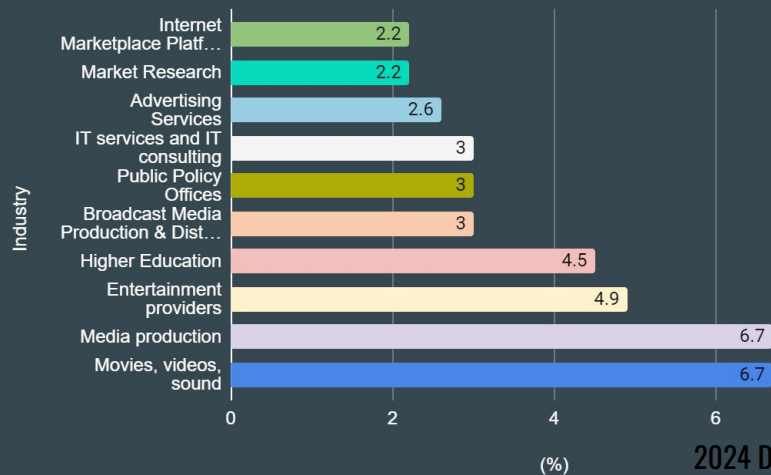
LINKEDIN AUDIENCE  
IMPRESSIONS

989

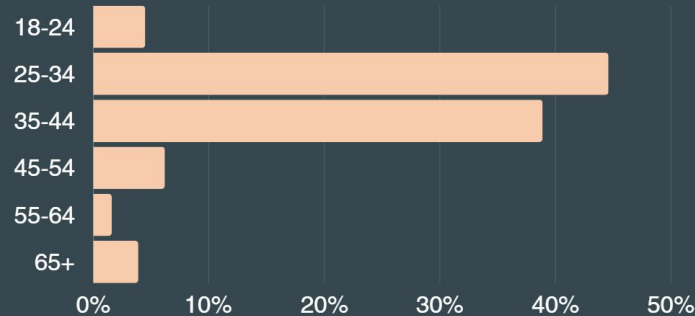
ANNUAL WEBSITE TRAFFIC



### Visitor Demographics



AGE  
DEMOGRAPHICS





# CLIENT HISTORY



Kevin  
Schofield  
(2019)



Clement  
Burge  
(2020)



Jiwon Park  
(2021)



Marie Perruchet  
(2022)



Juwon Park  
(2022)



Yoon Young  
Hak  
(2022)



Taeyi Kim  
(2023)



Andi Wang  
(2023)



# HL 60th YEAR ANNIVERSARY DOCUMENTARY

THE HL GROUP REACHED OUT TO DOCU+ SEEKING A 3 PART DOCU-SERIES FOR THE CELEBRATION OF THEIR 60TH YEAR ANNIVERSARY. AS A B2B BRAND, THEY AIMED TO TARGET THE YOUNGER DEMOGRAPHIC OF EMPLOYEES WITH A TOTAL RUNNING TIME UNDER 30 MINUTES.

WE BEGAN WITH A STORYTELLING STRATEGY, TO ADDRESS SIX DECADES OF HISTORY, PRESENT ACCOMPLISHMENTS AND FUTURE GOALS FOR THE CONGLOMERATE. WE THEN MOVED ON TO THE STORY DEVELOPMENT PROCESS AND PRODUCTION, TWEAKING IT UNTIL THEY WERE SATISFIED

[CLIENT]  
HL Group

[PROJECT]  
[HL GROUP'S]60th year anniversary Documentary

[YouTube]  
<https://www.youtube.com/@HL-Group>

[YEAR]  
2022



# AWARDS & FESTIVALS

## WORLD PREMIERE & EMERGING FILMMAKER AWARD

2023 LA Asian Pacific Film Festival



## EUROPEAN PREMIERE & GREEN AWARD

2023 Terraviva Film Festival in Italy

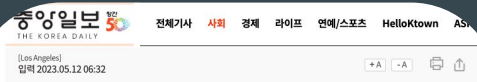
## ASIA PREMIERE & KOREA FILM COMPETITION

2023 Seoul International Eco Film Festival



# MEDIA SPOTLIGHT

## (2023)

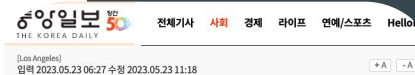


### 한국 다큐, 미국 3대 아시안 영화제 진출

한국 감독이 연출한 환경 다큐멘터리가 미국 3대 아시안 아메리칸 영화제에  
LA 아시안퍼시픽 영화제에  
주인공은 김동현 감독(사진)으로 그의 신작 '제로웨이스트'는 지난 4월  
지 열리는 제39회 LA 아시안퍼시픽 영화제(LAAPFF) 경쟁 부문에 올랐다.



LA Korea Daily



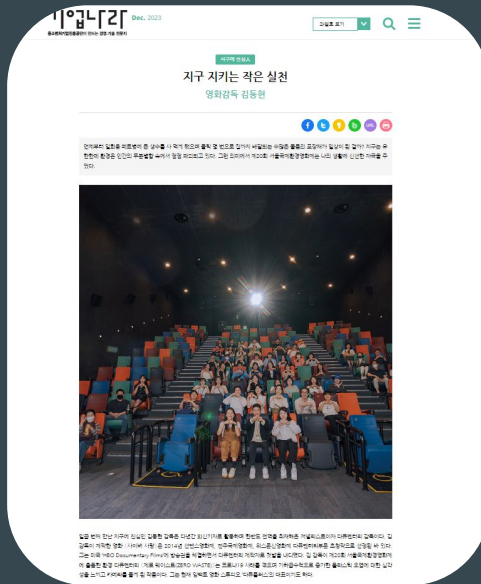
### 한국 김동현 감독 다큐 LA영화제 '유망 제작자'상



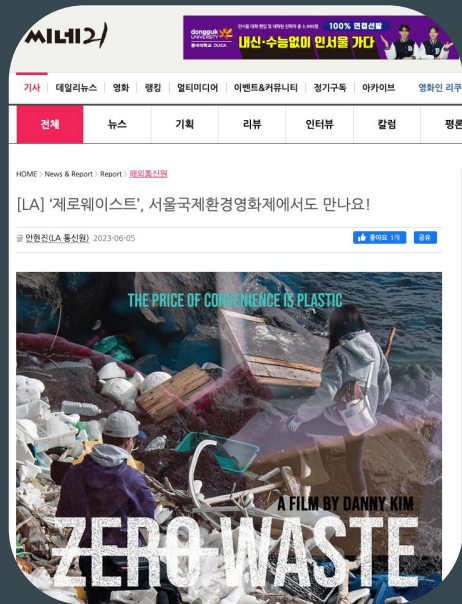
제39회 LA 아시안퍼시픽 영화제(LAAPFF)에서 신종 영화 제작자상을 수상한 김동현 감독. (LAAPFF 제공)

한국 감독이 연출한 환경 다큐멘터리가 미국 3대 아시안 아메리칸 영화제에서 신종 영화 제작자상을 수상했다.

김 감독(사진)은 지난 13일 LA에서 열린 제39회 LA 아시안퍼시픽영화제(LAAPFF)에서 유망주 영화 제작자



KOSME Magazine



Cine 21



**IMAGINATIVE  
Thought-Provoking  
brand storytelling  
FILM STUDIO**



# PROJECTS

Brand activation  
campaign videos for web  
and social media



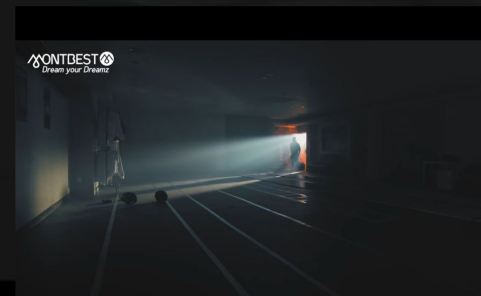
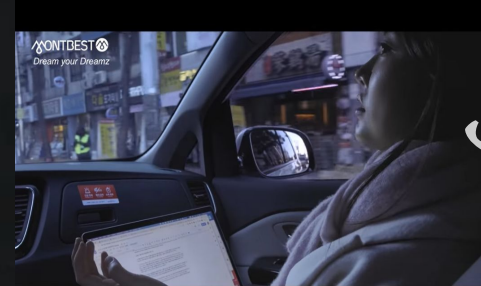
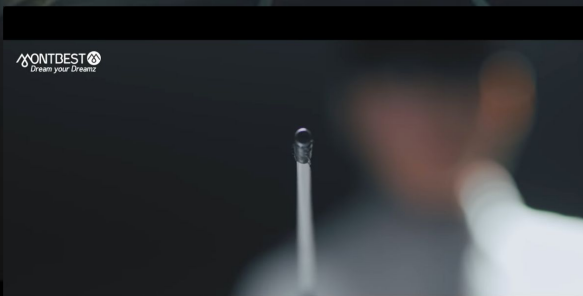
Organic Foot Care

# CLAPOTI®



# Brand activation campaign videos for YouTube

# PROJECTS



# PROJECTS



MIGA

Multilateral Investment  
Guarantee Agency  
WORLD BANK GROUP

# INTERNATIONAL

MIGA Multilateral Investment  
Guarantee Agency  
About • What We Do • Projects • Our Impact • GET COVERAGE • LOGIN

VIDEO

## Introducing Advanced Farming Technology to the Kyrgyz Republic

December 04, 2023

SHARE



The Kyrgyz economy relies significantly on the agricultural sector, employing 30% of the total population. However, there is a notable lack of investment in agricultural infrastructure. MIGA has issued a guarantee of \$3.89 million to support a smart farm near Bishkek, the capital of Kyrgyzstan. This project has created employment opportunities for over 100 people, with a majority being women who typically lack opportunities to work in larger, industrial-sized farms.

### Related



PRESS RELEASE  
MIGA Supports  
Tech-Driven  
Solution to Address  
Food Shortages

READ MORE →

Introducing Advanced Farming Technology to the Kyrgyz Republic



**Seung-Woo Park**  
Chairman, DOHWA Engineering

The IWS Smart Farm project



YOUTUBE VIEWS 62K

2023

Client: Ani Wong  
The World Bank MIGA



# OUR TEAM

DOCU+ IS LED BY AN AWARD-WINNING DIRECTOR WITH 15 YEARS OF EXPERIENCE IN THE BUSINESS. DOCU+ CAN LEVEL UP BRANDS AND CREATE ELEGANT, ENDURING AND ON-BRAND INITIATIVES. COLLABORATING WITH DOCU+ GRANTS ACCESS TO TOP CREATIVES, WRITERS, AND STRATEGISTS WITHIN THE INDUSTRY.

**DANNY**

Creative Director



Branded Contents  
& Documentaries

*Award Winning Director*

**JUNGJOO**

Creative Executive



TVC & Branded Contents

*Award Winning Producer*

**KEVIN**

Strategic Planning Manager



Brand Strategist &  
Data Analytics Expertise

**LYON**

Social Media Content Creator



Social Media &  
Gen Z contents

# HOW WE WORK

EVERY STUDIO WORKS DIFFERENTLY. SOME PRIDE THEMSELVES AT THE EXPENSE OF THEIR SERVICES, RESULTS, CREATIVITY, AND BOLDNESS OF THEIR IDEAS.

Docu+ TAKES PRIDE IN ITS ABILITY TO UNDERSTAND YOU. WE DEVOTE TREMENDOUS TIME AND EFFORT TO BRAND DISCOVERY AS WE PURSUE CREATIVE INITIATIVES.

Docu+ GUARANTEES THAT YOUR NEW BRANDING IS AN ACCURATE REPRESENTATION OF **YOU, YOUR CLIENTS, AND YOUR VALUES.**

# PROCESS

## PRE-PRODUCTION

- Look book
- Budgeting
- Location Scout
- Casting

## PRODUCTION

- Hiring Crew
- Equipment Rentals
- BTS Video
- STILLS

## POST-PRODUCTION

- Editing
- Sound mix
- Color / DI
- Subtitles

NO. OF INSTAGRAM  
FOLLOWERS 193+  
LINKEDIN AUDIENCE/  
Impressions 989+  
UNIQUE WEB VISITS/  
MONTH 1,000+  
BRAND PARTNERS IN  
2023 06  
IMDBPRO STARmeter  
295,308+







# CLAPOTI®

Organic Foot Care



## TESTIMONIAL

“Danny seamlessly orchestrated our social media videos. From sourcing the dancers to suggesting ideal filming locations, he handled it all. His flexibility with last-minute changes and creative problem-solving impressed me. I highly recommend Danny for his professionalism and diligence.”

Marie Perruchet, Clapoti CEO



“A vast array of materials commemorating the 60th anniversary has been reborn into cohesive narratives and profound visuals. From the planning stage to the final delivery, we are grateful for Docu+’s unwavering diligence.”

Young-Hak Yun, HL Group Frontier Team Leader



# THE CRUX

## WHY US ?

DOCU+ IS DEDICATED TO CREATING PROFESSIONAL WORK FOR CLIENTS ACROSS THE BOARD. OUR STAFF IS EQUIPPED WITH EXTENSIVE KNOWLEDGE AND EXPERTISE. WE PRIDE OURSELVES ON DELIVERING THE HIGHEST QUALITY SERVICES AND PRODUCTS. REGARDLESS OF COMPANY SIZE, CUSTOMER SATISFACTION IS AT THE HELM OF DOCU+.



# THIS *Kit* OUTLINES SOME OF THE BENEFITS OF PARTNERING WITH *US*.



WE ARE IMPACT FILM INDUSTRY LEADERS.

We are pushing boundaries of cultural transformation that transcends borders through impactful storytelling.

WE ARE REALLY EXCITED TO HEAR ABOUT YOUR NEW PROJECT AND CAN'T WAIT TO GET STARTED

# NEXT

*Chat Soon!*

*+82-2-3412-1449*

*info@docuplus.co.kr*

IF YOU WOULD LIKE TO MOVE FORWARD, THE  
NEXT STEP IS TO SETUP A CALL WITH DOCU+  
TO SCHEDULE THE DISCOVERY SESSION AND  
PAYMENTS

