

EUROPE HERITAGE

MRJ GROUPE

**BRAND ACTIVATION
EXPERIENTIAL DESIGN
2024**

Introduction

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MRJ Groupe is a Seoul-based F&B company, specializing in the import and distribution of premium wines and spirits in Korea. Building on this foundation, MRJ Groupe has expanded into brand activation and experiential marketing, leveraging deep market insights to create impactful brand experiences.

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Our expertise in premium lifestyle branding and comprehensive solutions sets us apart. We work with high-end clients, including 5-star hotels and luxury department stores, delivering tailored projects from concept to completion. Through collaboration with photographers, media specialists, and a director with 15 years of experience, we ensure integrated services, seamless communication, and flawless execution. Our services include:

- Pop-Up Experiences – Engaging, custom-designed events
- Product Launch Activations – Strategic, high-visibility launches
- Experiential Marketing – Immersive online and offline brand experiences
- Event Production – From concept to execution
- Visual Merchandising – Eye-catching displays for consumer engagement

Service & Capabilities

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- Concept & Ideation
- Strategy Development & Execution
- Concept Design
- Installation & Display

Directing

Planning & Design

- 2D Design
- 3D Rendering

Production

- Fixture Fabrication
- Prop Creation
- Custom Production Across all Materials

Operation

- Event Staff
- F&B Specialist Staff
- Photographer

History

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2024

House of Shinsegae - Tasting Session

Lotte Department Store Incheon - Pop-up

Galleria VIP day - Pop-up

Hyundai Department Store Duty Free - VIP Tasting Event

2024 Seoul Bar & Spirits Showd

2023

Galleria Luxury Hall VIP day - Pop-up

Hyundai Department Store Parisian Life Fair - Pop-up

Hyundai Department Store Duty Free - Tasting Event, VMD and Online Promotion

Lotte Department Store Myeongdong (Main) - Pop-up

Gourmet 494 Galleria Department Store Hannam - Pop-up

The Grand Hyatt Gallery Patio - Rosé Terrace - Activation

Conrad Seoul x O6 Vodka - Promotion

The Conran Shop - Pop-up

The Conran Shop X laac Crafts Collaboration - Pop-up

Comte de Grasse Masterclass - Tasting Session

GRAND | HYATT
SEOUL

CONRAD[®]
SEOUL

THE
HYUNDAI

THE **CONRAN** SHOP


SHINSEGAE

the Galleria


HYUNDAI
DEPARTMENT STORE


LOTTE
DEPARTMENT STORE

Branding & Promotion

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We executed a comprehensive branding and promotional activation on the terrace of Seoul's Grand Hyatt, developing a cohesive concept through collaborative brainstorming with the hotel team. To bring the brand message to life, we designed and created a bar, photo zone, and DJ booth, alongside custom table ornaments, table tents, menus, and fabric elements that reinforced the brand's identity. By leveraging our network of photographers and influencers, we amplified brand engagement and extended our reach to digital audiences.



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Department Store Pop-up

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We executed a series of themed pop-up events across multiple department stores, creating custom fixtures, props, and POP displays using materials like wood, fabric, glass, acrylic, and LED. Our VMD team handled detailed on-site installations, while trained sales staff engaged customers, effectively conveying the brand message. This approach drove strong sales and brand visibility, with additional support from digital assets to extend reach.



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Trade Show

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For a major liquor expo held at COEX, we managed the full concept and program planning, including booth design, fixture production, setup, and foam board signage. To enhance engagement, we created interactive customer events, driving visitor participation and interest. Trained sales staff were on-site to communicate the brand's message and values, leading to strong sales performance. Our involvement also extended to digital asset creation, ensuring the brand's presence across multiple channels.



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POP/Display

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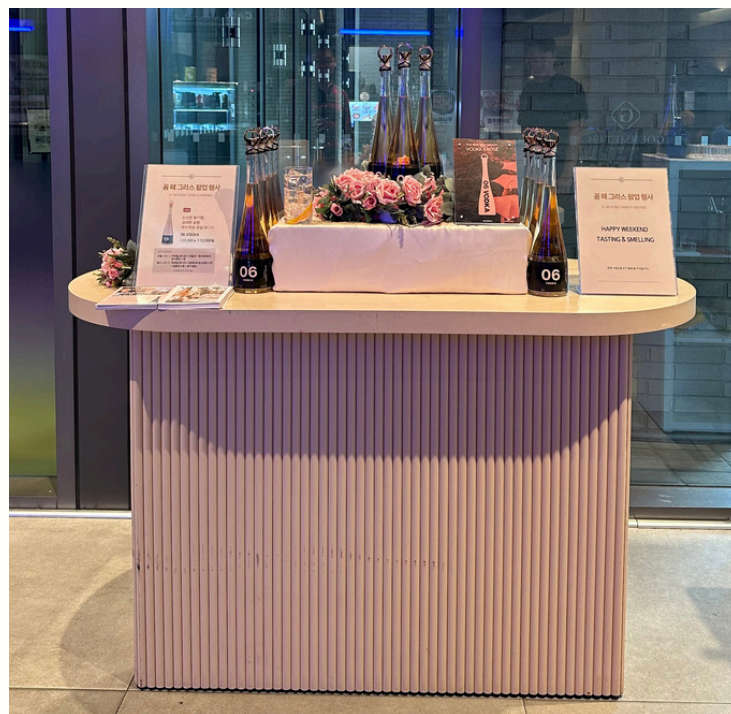
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A graphic featuring the text "44°N" in a bold, yellow, sans-serif font. The text is centered and overlaid on a background of a repeating pattern of blue bottle silhouettes. The bottles are arranged in a grid, with some bottles partially obscured by the text. The overall design is clean and modern, using a limited color palette of blue and yellow.

T	S	4	G	T
TA	SI	44	G	TO
TAK	SI	44°	GI	TONI
TAKE A	SIP	44°N	GIN &	TONIC
TAKE A	SIP	44°N	GIN &	TONIC
TAK	SI	44°	GI	TONI
TA	SI	44	G	TO
T	S	4	G	T



POP/Display

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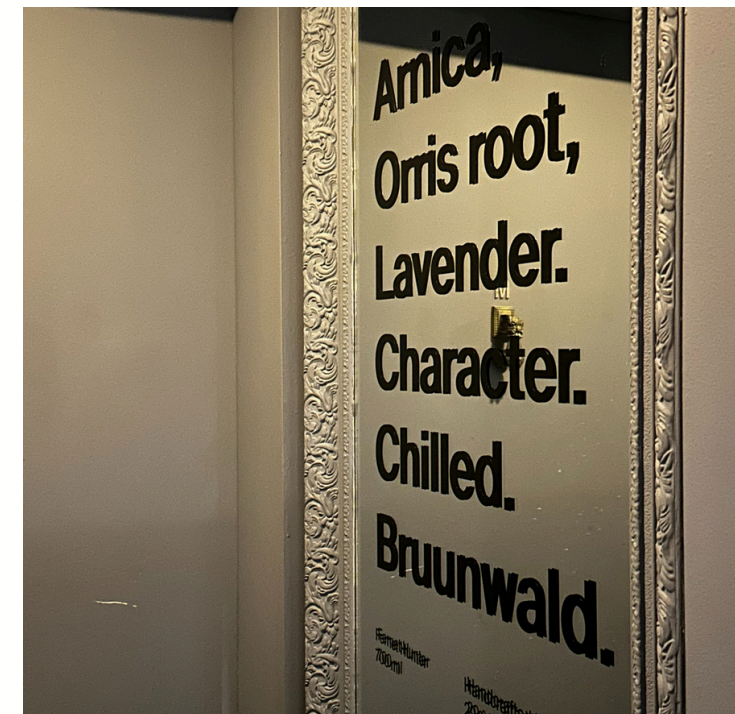
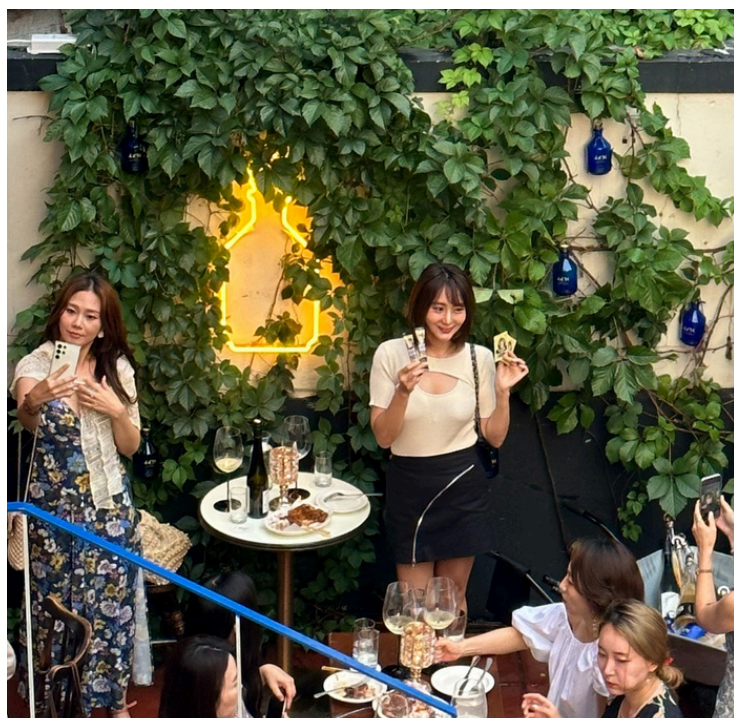
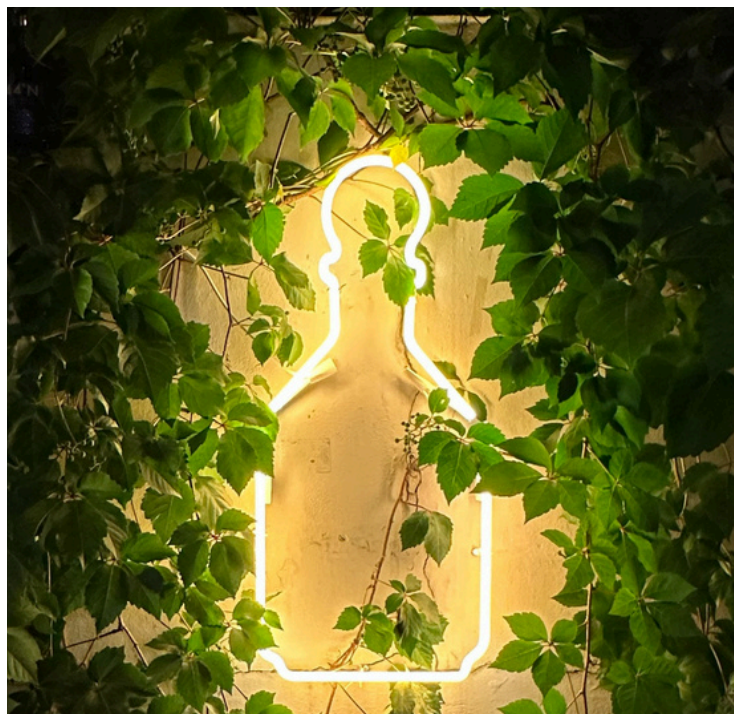
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Graphic Design

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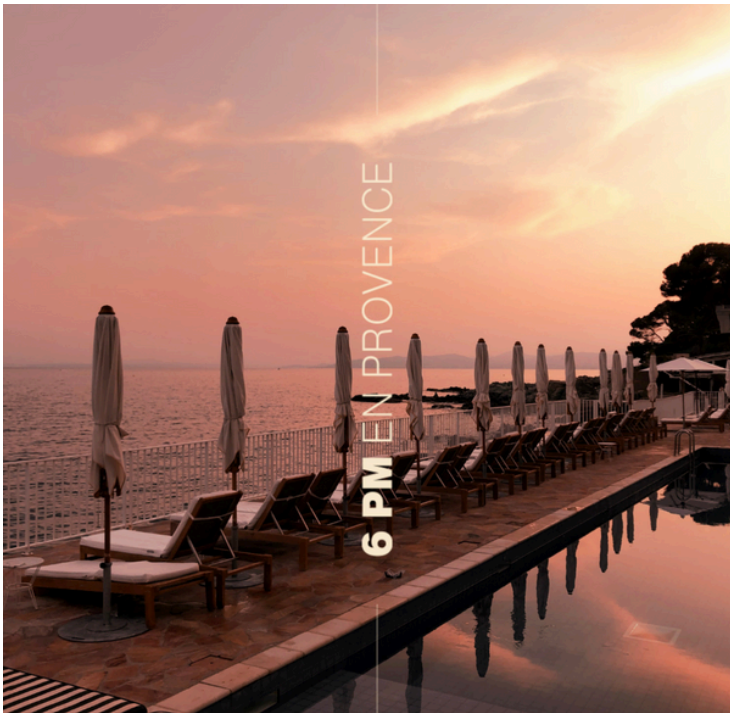
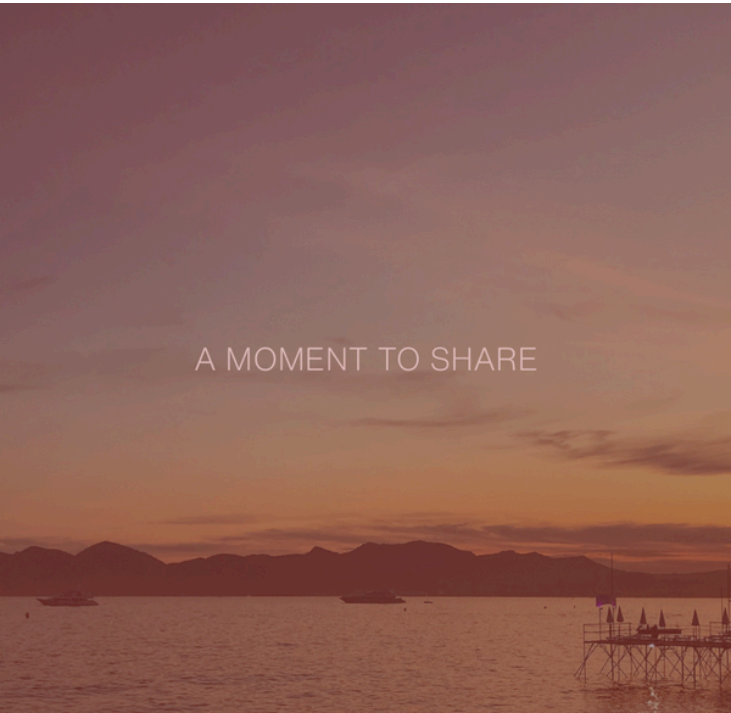
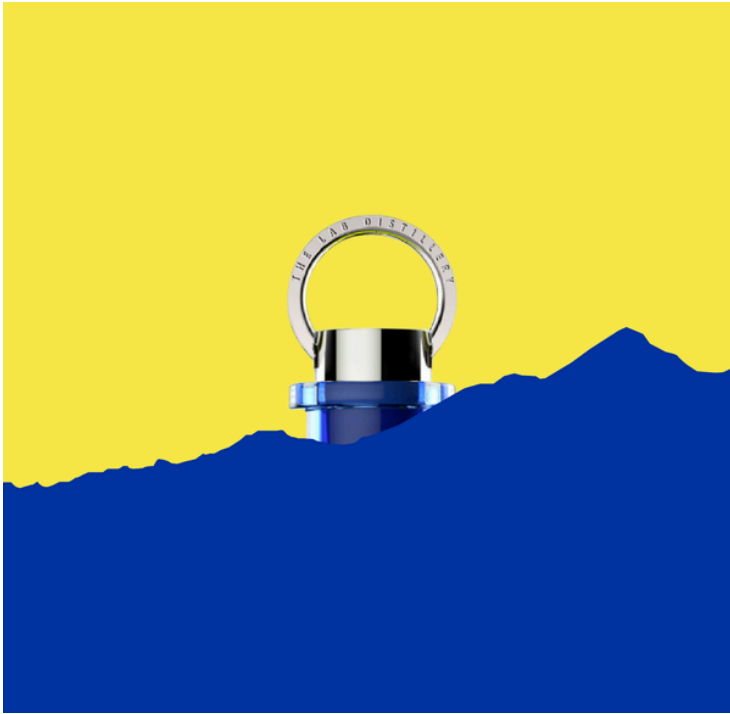
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Graphic Design

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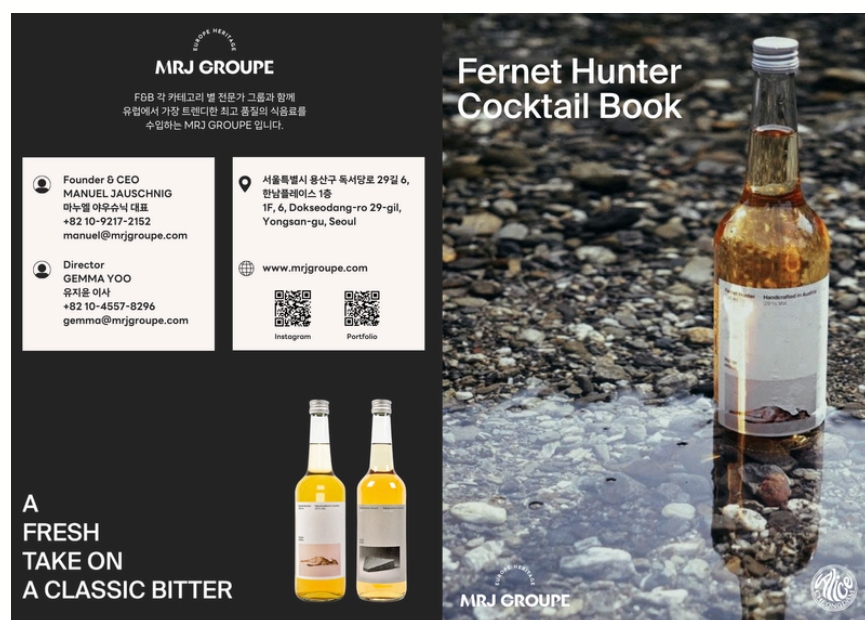
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Graphic Design

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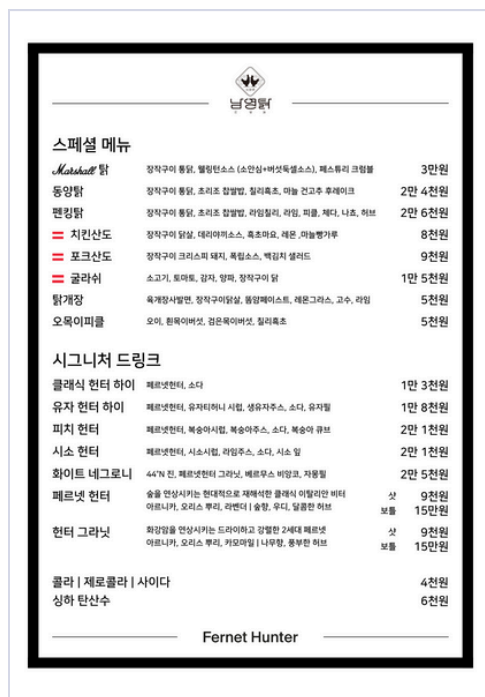
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Work Process

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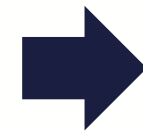
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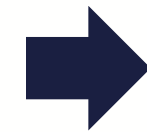
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Consultation

- Concept & Ideation
- Budget Setting

Proposal

- Strategic Planning & Recommendations
- Timeline Planning
- Cost Projection

Execution

- Design & Production
- Installation
- Dismantling

Report

- Performance Reporting
- On-site Photo Sharing

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MRJ GROUPE

IN QUALITY WE TRUST

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