

WAY TO REACH 35K KOREAN COMMUNITY IN SINGAPORE!

APP & WEB
KOREAN DIRECTORY



INTRODUCTION OF **YELLOW**SING



- Combination of Yellowpage & Mobile Application
- The 1st Korean directory application that provides useful information for over 35K Korean population in Singapore.
- Making information available at their finger tips, anytime anywhere
- Perfect way for any business to reach growing Korean population in Singapore via ads on Yellowsing (Ads translated in Korean)

KEY FEATURES OF **YELLOW**SING APPLICATION :

- One-touch “Call” button to connect users to Korean establishments in Singapore shortly for reservations or inquiries
- One-touch “Map” button allowing users to find shop location easily
- Promotion section features real-time updated advertisements for users and allows users to enjoy daily exclusive offers

Android



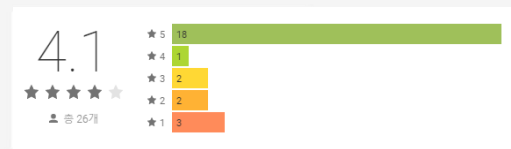
Description

Want anytime, anywhere Korea restaurants, businesses, major Singapore phone numbers, addresses, can be found quickly and easily. businesses and new details to receive our businesses, and real-time updates, promotions and new promotional significantly enhanced promotion of businesses enjoy a variety of additional can.

- Key Features -

- 1 auto-complete searches
 - 2 Korean Business discounts / offers guidance
 - 3 connect to the phone book
 - 4 Life Essential Telephone Directory
- May find the exact location on the map

Reviews



Additional information

Updated	Size	Installs	Current Version	Requires Android	Content Rating	Contact Developer
January 3, 2014	3.5M	10,000 - 50,000	2.1	2.1 and up	Low Maturity	Visit Developer's Website Email Developer

Google play
Installed
10,000 - 50,000 and
Steadily Growing

[Official Source from Google : <https://play.google.com/store/apps/details?id=com.kroad.ysing>]

iOS

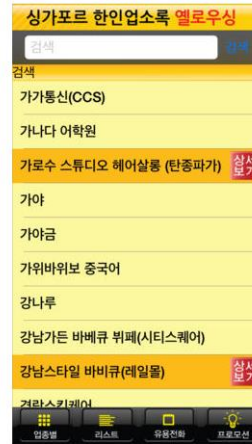
App Store > Lifestyle > Artpage Pte. Ltd.



Yellow Sing ⁽⁴⁺⁾
Artpage Pte. Ltd. >

Details Ratings and Reviews Related

iPhone Screenshots



Downloaded
Rating: 4+
LINKS
Developer Website
© Copyright Artpage Pte. Ltd. All Rights Reserved.

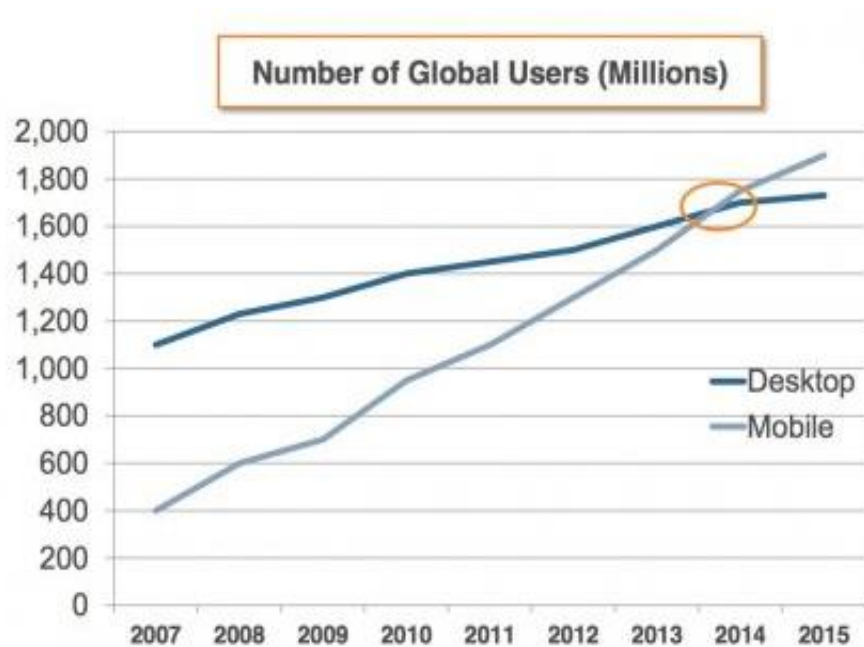
Description

옐로우싱에서 만든 한인 업소록입니다.
언제 어디서나 원하는 한국식당, 기업, 주요 싱가포르 전화번호, 주소를 쉽고 빠르게 찾을 수 있습니다.

Compatible with latest series of iPhone, iPad, and iPod Touch

[Official Source from iTunes : <https://itunes.apple.com/sg/app/yellowsing/id455189391?mt=8>]

STRENGTHS OF **YELLOW**SING



Declining Trend of Desktop

But, Rise in Mobile Marketing in Singapore

- Smartphone is a main & crucial **access point** both for consumers and marketers now (Google Barometer, 2014)
- Singaporeans have about 3.3 connected devices each, with Smartphones being the **most used device** (Google Barometer, 2014)
- Being mobile optimized is more important than ever, as Singaporeans are **switching from PC to mobile** platforms (Google Barometer, 2014)
 - Smartphones: 34% (+34% from 2014)
 - Computers : 56% (-14% from 2014)
 - Tablets: 9% (+8% from 2014)


STRENGTHS OF **YELLOW**SING



YELLOWSING has reached a majority of the **Korean population (30K)** in Singapore

- Yellowsing is an opportunity for business to **reach growing Korean consumers** , and take advantage of strong **buying power** of Korean market in Singapore
- With the Korean expatriate population in Singapore standing at around 30,000, our statistics show that majority of the Koreans living in Singapore are using Yellowsing application for its **convenience and benefits**


Yellowsing Download Center



Free Download it Now!
Search **yellowsing** in the App Store

 **English Version**

[DOWNLOAD PAGE](#) [DOWNLOAD PAGE](#)

 **한글 버전**

[다운로드 페이지](#) [다운로드 페이지](#)

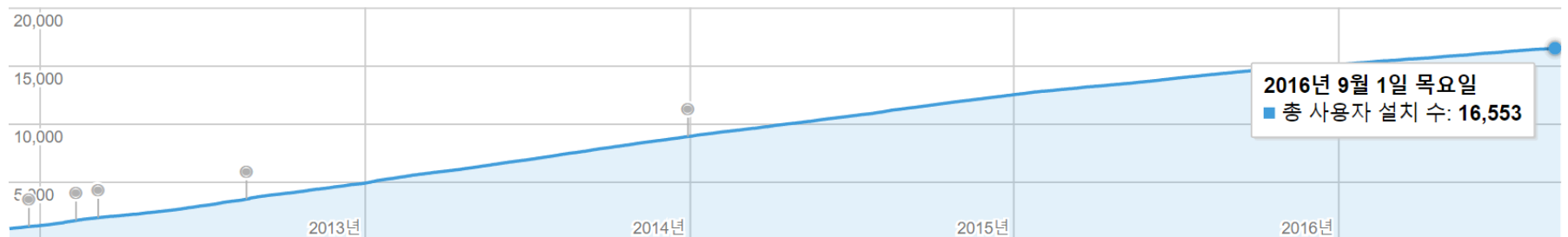
GROWTH OF **YELLOW**SING

Since the first launch on 7. August. 2011, Yellowsing has been **constantly growing**.
At the same time, no. of installation and users have grown steadily.

“It is expected to show **steady growth in the following years**, as Korean community in Singapore is expanding at the same time”

통계 **총 사용자 설치 수** 기간 2011. 11. 27. - 2016. 9. 7. [다운로드](#) 7일 30일 1년 전체 기간

보유한 기기 중 하나 이상에 해당 앱을 설치한 적이 있는 순 사용자의 전체 수입니다. [자세히 알아보기](#)



1. APPLICATION FEATURES

Main Home with Category Shortcut Button



Key Benefits of Advertising in YellowSing App:

- Increased **exposure** to potential target customers & users
- **Targeted advertising** is possible according to a variety of different categories (eg. F&B, Travel, Beauty etc.)
- Information On-The-Go
Mobile app makes it easier for users to **access advertisers' information** even without a pc, anytime anywhere!

2. APPLICATION FEATURES

Establishments Listing Page

Key Benefits of Advertising in Yellowsing App:

- **Priority Listing**
Advertisers' business listings are placed above the non-advertising businesses.
- **“Promotion” Icon**
“Promotion” icon will be placed next to advertisers to display ongoing promotions & differentiate from other non-advertising businesses



3. APPLICATION FEATURES

Contents Page for Establishment



Key Benefits of Advertising in YellowSings App:

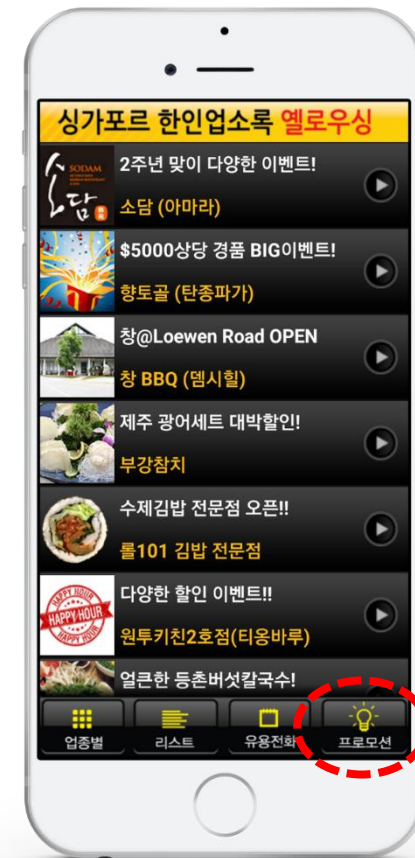
- Free Artwork (design) for Promotions
Artwork (design) of advertisers' promotions will be provided by YellowSings
- Unlimited Promotion Updates
Advertisers are entitled to unlimited number of updates
- Free Translation to Korean (for Korean app)
Advertisements for Korean version of the app are translated to help Koreans understand the ads easily

4. APPLICATION FEATURES

Promotion Pages for Paid Advertisers

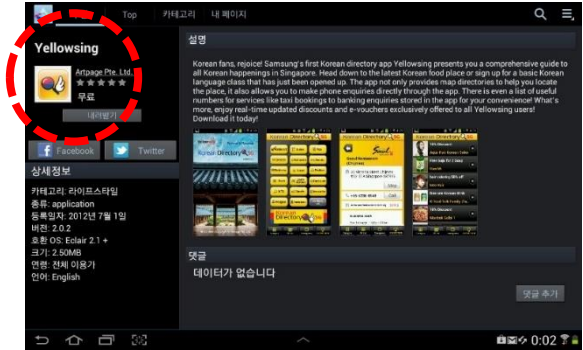
Key Benefits of Advertising in Yellowing App:

- Unique Promotions Tab for Advertisers
Promotions from advertisers are placed on a special “Promotion” page.
- Advertisers Can Feature eCoupons for Immediate Redemption
eCoupons for promotion deals and offers.



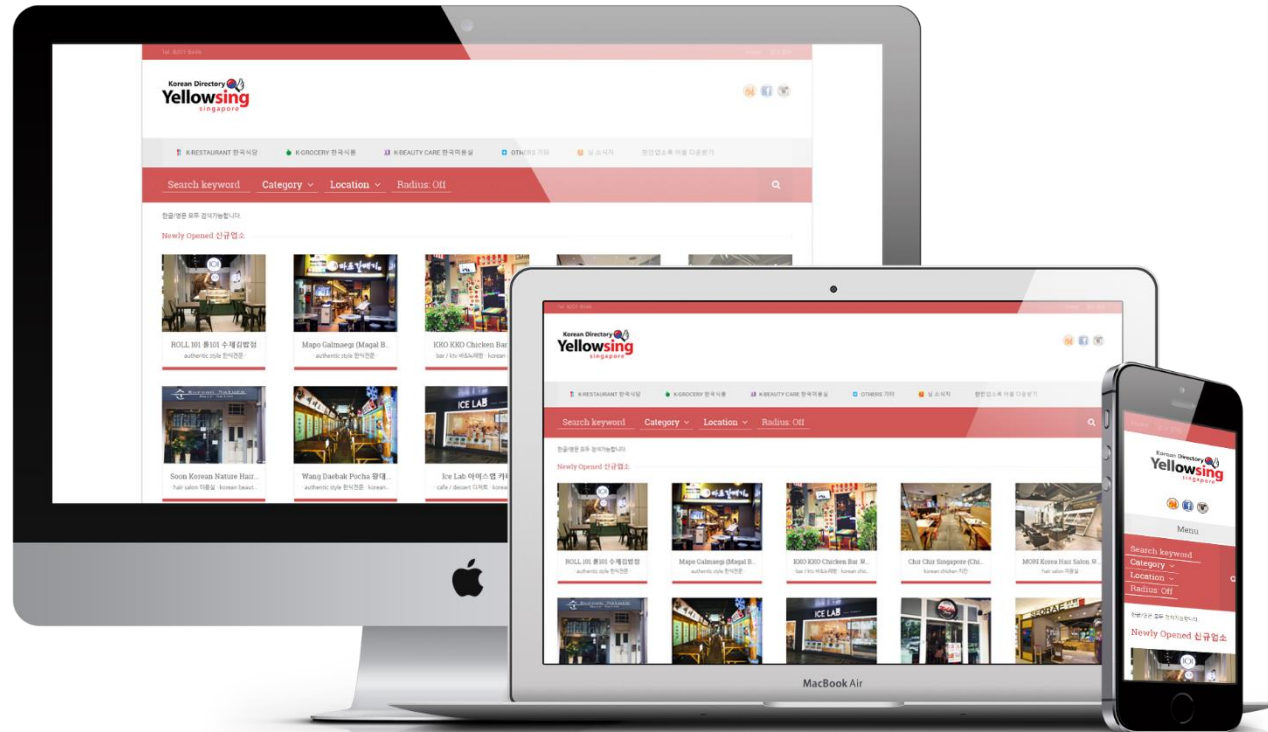
MAJOR PROJECTS OF **YELLOWSSING**

Introduced by Samsung GALAXY Note model as an **embedded mobile application** via MOU with Samsung Singapore Branch



WEBSITE OF **YELLOWSING**

www.yellowsing.com.sg - NO. 1 Korean Directory and Information Platform in Singapore



To Advertise in **YELLOW**SING 



YELLOW SING PTE LTD

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