



SEDULTHERAPY

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SEOUL THERAPY



ABOUT US

OUR STORY

2019

Seoul Therapy was founded with a genuine passion to globalize K Hip-Hop and K R&B through events

2021

Launched content in 5 different languages. Return to parties with guests like CAMO.

2023

Amassed more than 115k followers across platforms. Produced AOMG Europe tour. FYF Agency creation.

2020

Transition to a media platform giving fans a better access to the scene.

2022

Events expansion in 5 different countries with parties and tours such as YUGYEOM.

OUR MISSION

Be the one-stop platform for artists and fans and cultivate an interactive community outside of South Korea.

CONNECT

Connecting Korean artists to a core and engaged community of international fans

PROMOTE

Promote new and established artists and their work through our socials and live events

INFORM

Informing and educating international fans on different aspects of the scene and its history

CREATE

Creating exclusive and engaging content and memorable live experience



SEOUL THERAPY GROUP IN A NUTSHELL

MEDIA (ST)

Online media outlet (115K FOLLOWERS)

- Original Content
- Podcast
- Interviews
- Playlists

EVENTS (ST)

- Parties and concerts production
- World Tour Management (K Hip-Hop and K R&B)



AGENCY (FYF)

- Marketing/Brand consulting
- PR and Communication
- Visual Production (*artistic direction, design image and video production*)
- Branded events production
- World Tour Management (Other genres)

TEAM

A passionate multi-cultural team of event organisers, designers, content creators from around the world



CONTACT

BUSINESS & PARTNERSHIPS

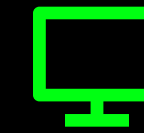
paloma@seoultherapy.co.uk

PROMOTIONS & PR

promotions@seoultherapy.co.uk

EVENTS

events@seoultherapy.co.uk



<http://seoultherapy.co.uk>



[@seoul_therapy](https://www.instagram.com/seoul_therapy)



[/seoul_therapy](https://www.youtube.com/seoul_therapy)



[@seoul_therapy](https://www.twitter.com/seoul_therapy)



[@seoul_therapy](https://www.tiktok.com/seoul_therapy)



OUR EVENTS

“... GOT SEOUL” PARTIES

Launching in Paris and London first, our “...Got Seoul” K Hip-Hop and K R&B parties have spread to Spain, Asia, and the US and are now a household name within the community. We invite guest DJs and artists from South Korea that the audience would never get to see in this intimate and festive setting in the west. Our parties’ attendance ranges from 200 to 1000 people.



SEOUL THERAPY
PRESENTS

800H

DEC.10.22

THE DEN
OF KALAHA

KORITA GOT SEOUL 2.0
HIP-HOP R&B PARTY

DJ POPPA OF NOLJA GANG

CONCERTS

From large to small scale concerts and tours, we work with K Hip-Hop and K R&B established artists with an audience or artists looking to have their first shows outside of Korea. We also work with K-Pop artists looking to brand their solo work as K Hip-Hop or K R&B.



EUROPE TOUR

FOLLOW THE MOVEMENT



SIMON DOMINIC . LOCO
LEEHI . YUGYEOM . CO



DIC



PARTNERSHIPS AND COLLABORATIONS

At Seoul Therapy, we're always open for partnerships and collaboration as long as they align with our ethos. We're constantly working with our industry peers, from artists, to management to influencers to create the best content and live experiences to satisfy fans. We've collaborated with the likes of BuzzFeed, Heineken, Soap Seoul, Maison de Corée, The Parlour Seoul, Rapbeat Festival etc...





OUR SOCIALS

OUR SOCIALS

Social Media is at the core of our brand and as such, Seoul Therapy is recognised by fans and artists for its unique visuals and informative content. Our main platforms are Instagram, Twitter, TikTok and Youtube where we post different types of content in different languages. We maximise the use of each platform's features to enhance their unique qualities.

All our socials are meant to complete one another, not replace each other, which means we tailor our content to fit each platform.



[@seoul_therapy](#)

16.8k+ Followers



[/seoul_therapy](#)

7.4k+ Followers



[@seoul_therapy](#)

11.3k+ Followers



[@seoul_therapy](#)

78.8+ Followers



[Seoul Therapy](#)

2.1k+ Followers

OUR CONTENT

THE UPDATE

Weekly news on everything that happened in the industry on a given week

THE SEOULECTION

A selection of our favourite tracks released the week before

WHO YOU

A spotlight on an artist we want our audience to know more about

SEOUL QUEST

Questions we ask fans to drive interaction or to survey them

SEOUL THERAPY AWARDS

Awarding the best of K Hip-Hop and K R&B every year

ALBUM OF THE MONTH

Selection of our team's favourite Hip-Hop and R&B EP or album

DEEP DIVE

An in-depth interview about an artist's album



STAGE READY

An interview about what it takes for an artist to be ready to perform

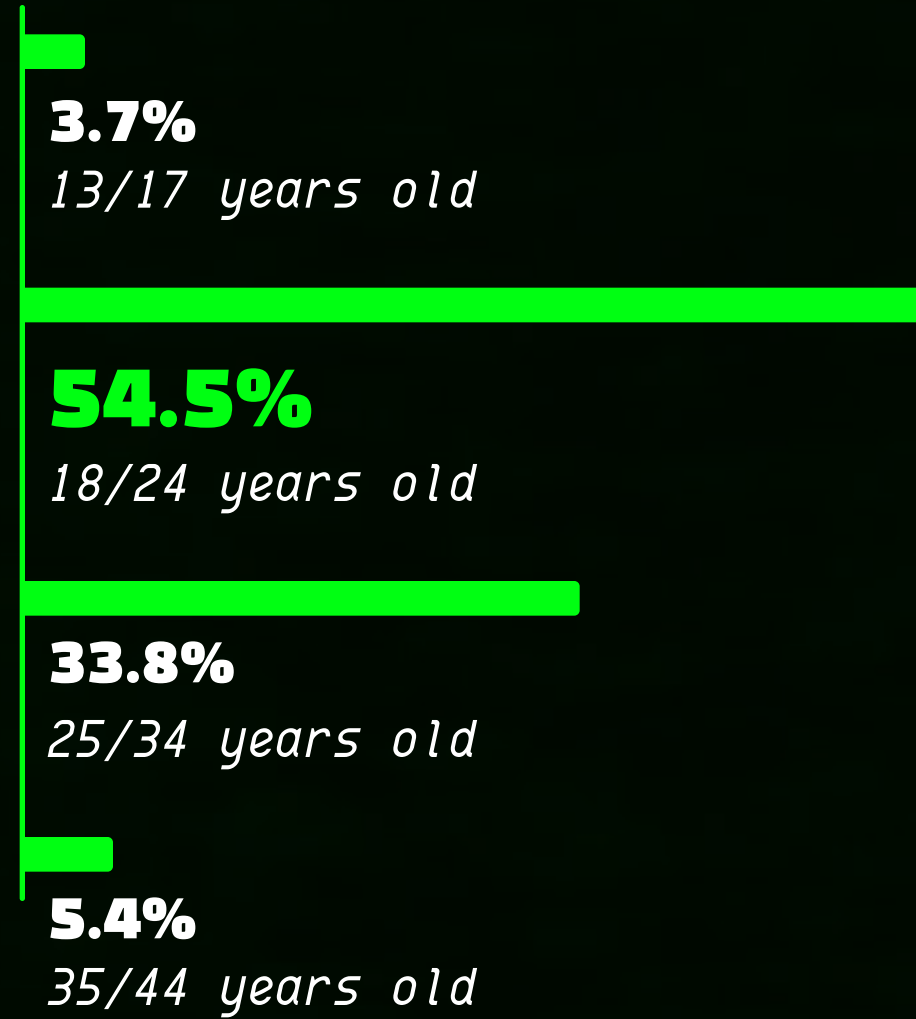
INSTAGRAM

@seoul_therapy

Music / Entertainment

 | **16.8K+**
Followers
  | **2%**
Engagement Rate

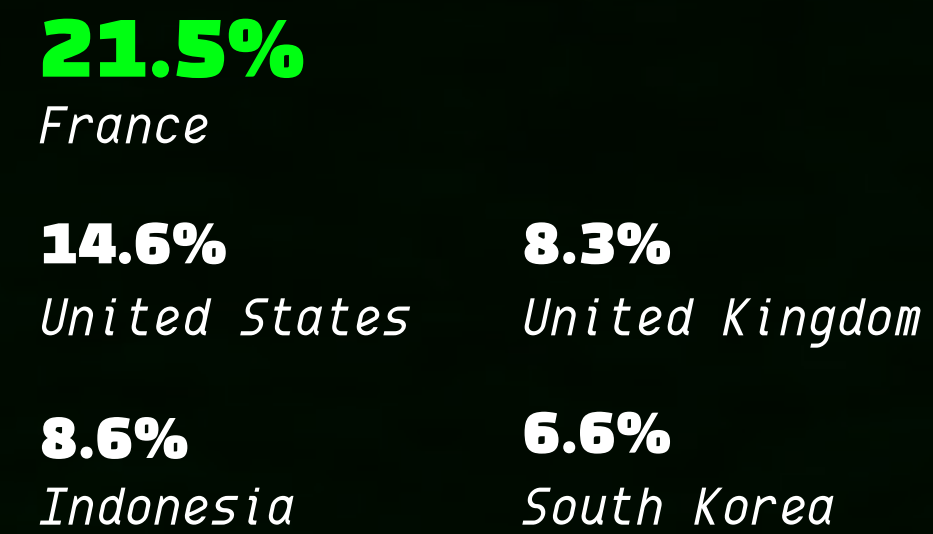
AGE



GENDER



TOP 5



Data July 2023

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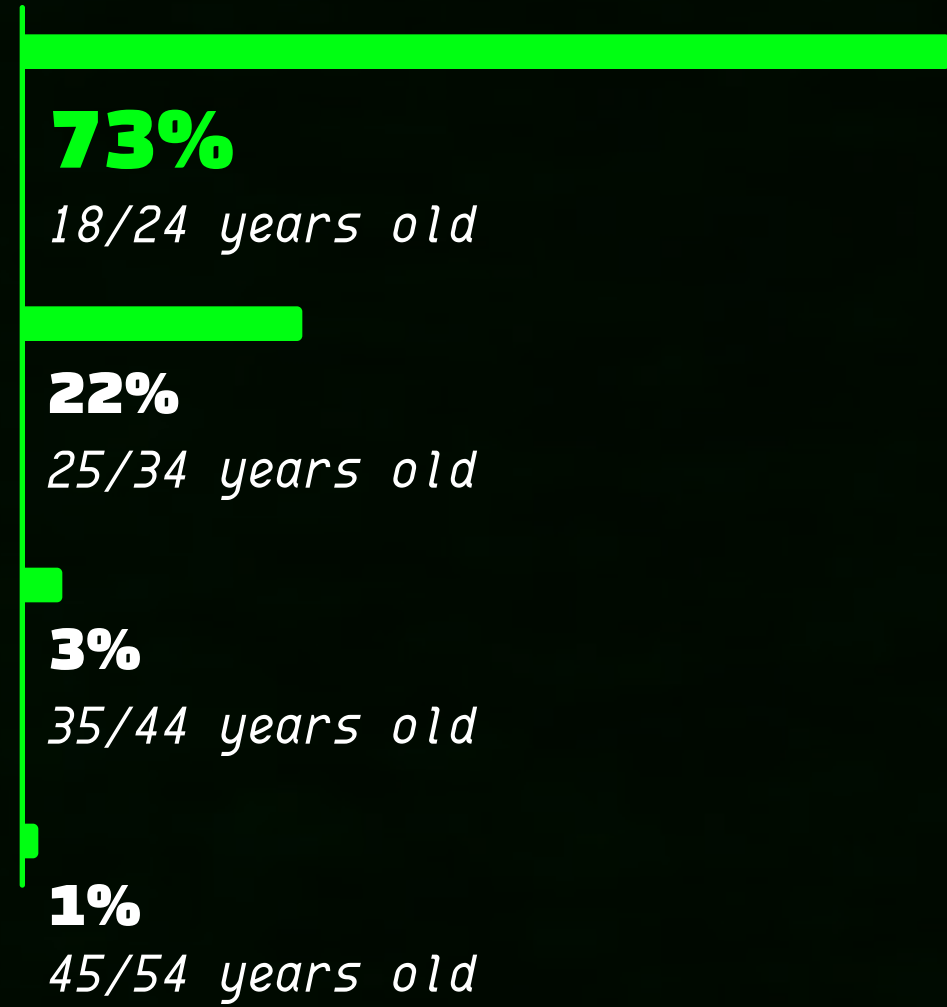
TIKTOK

@seoul_therapy

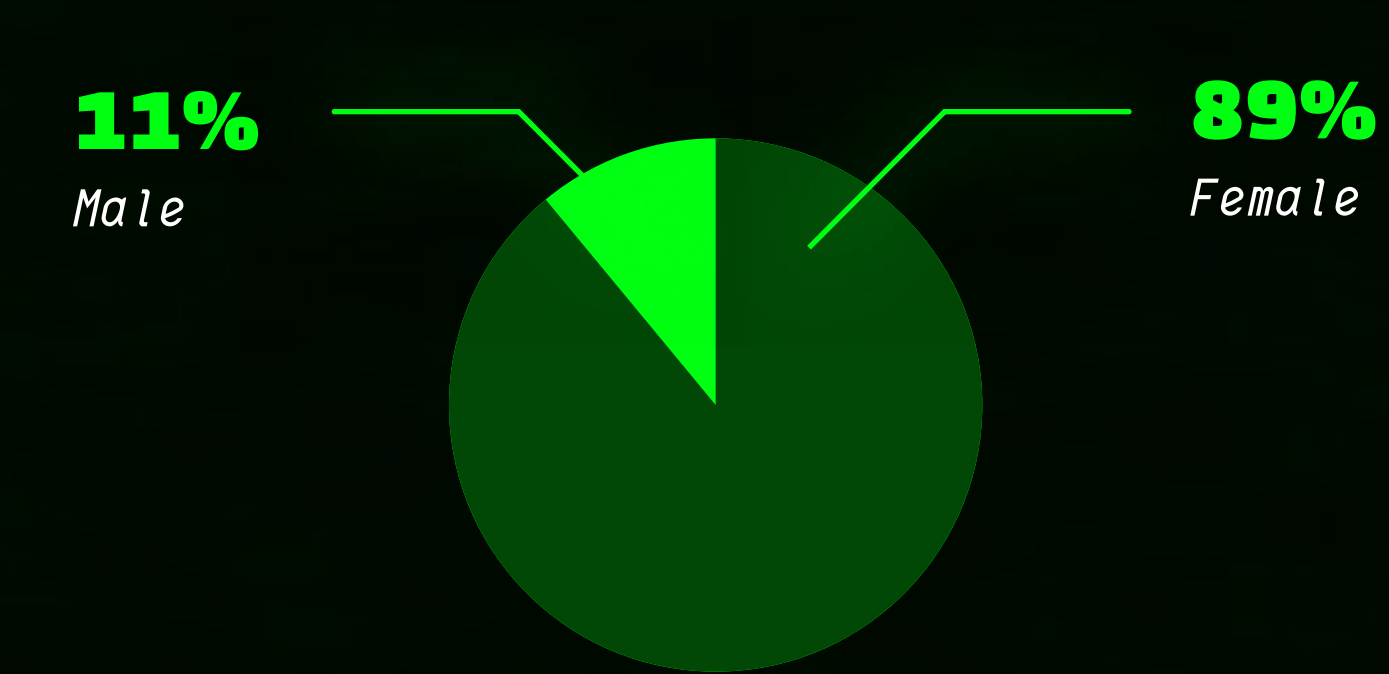
Music / Entertainment

 | **78.8k+** Followers
 | **2.6m** Likes
 | **12.91%** Engagement Rate

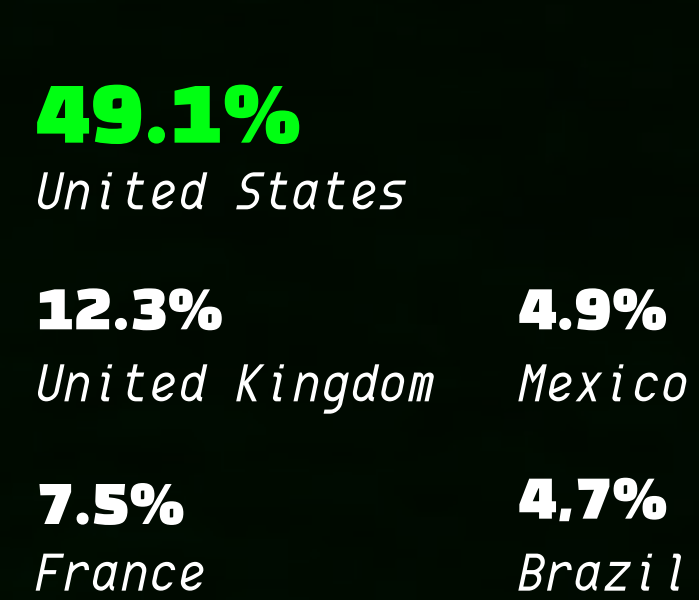
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GENDER

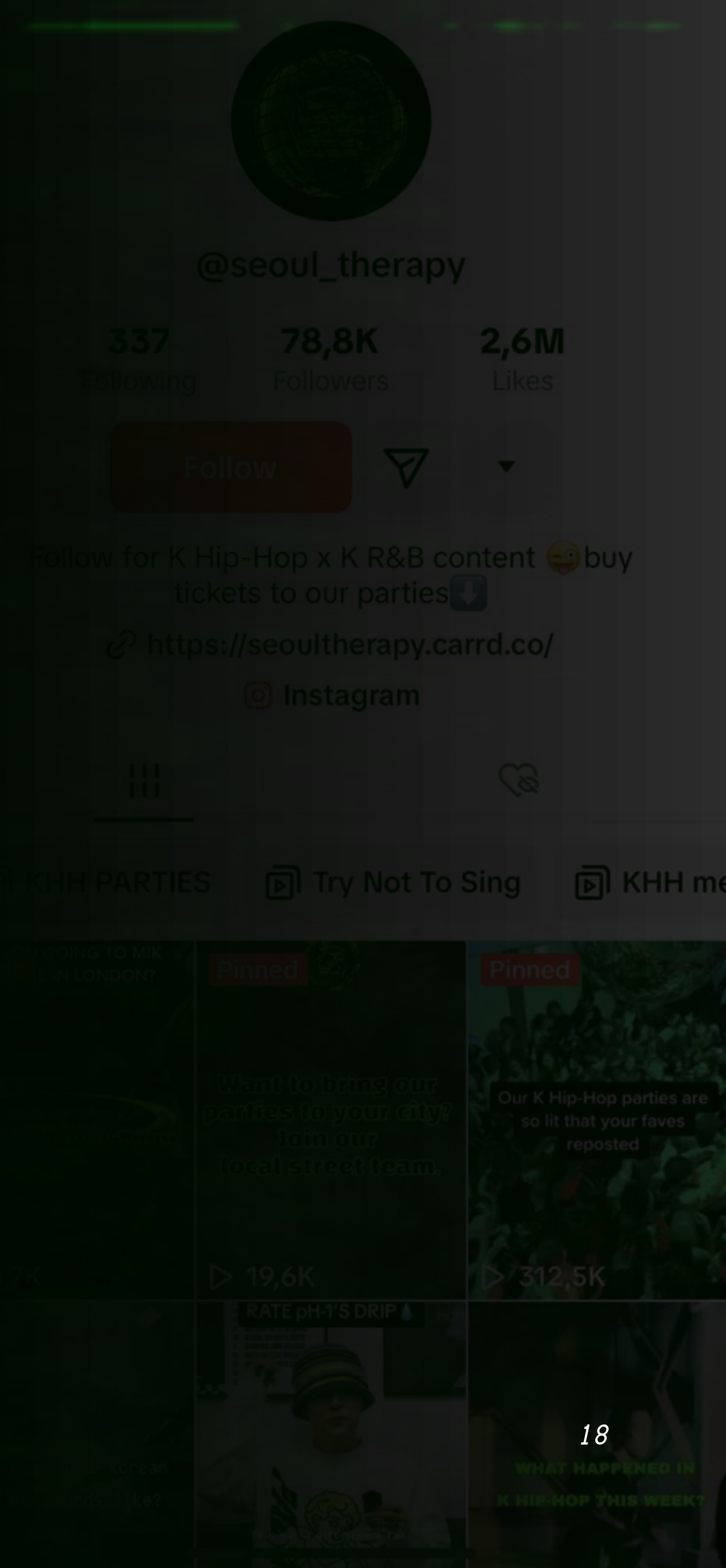


TOP 5



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TWITTER

@seoul_therapy

Music / Entertainment

In English, French, Brazilian Portuguese and Indonesian

 | **11.3k+** Followers
 | **2.7%** Engagement Rate
 | **60** Social Authority

AGE

N/A

TOP 5

17.65%
United States

13.66%
France

8.33%
Indonesia

7.61%
United Kingdom

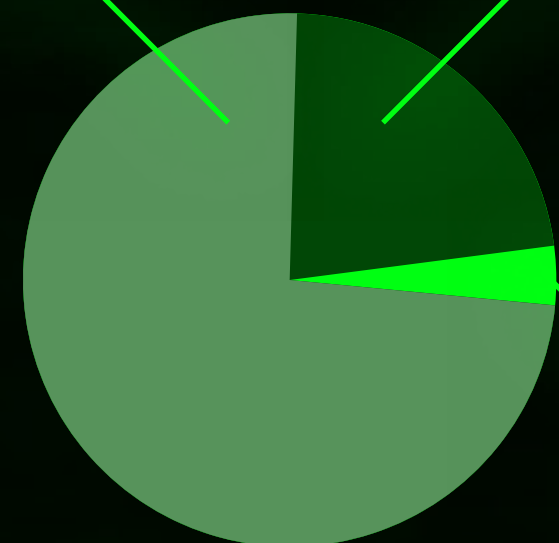
5.61%
Brazil





GENDER

70.9%
Undetermined


25%
Female




4.1%
Male







Following


Seoul Therapy
@seoul_therapy

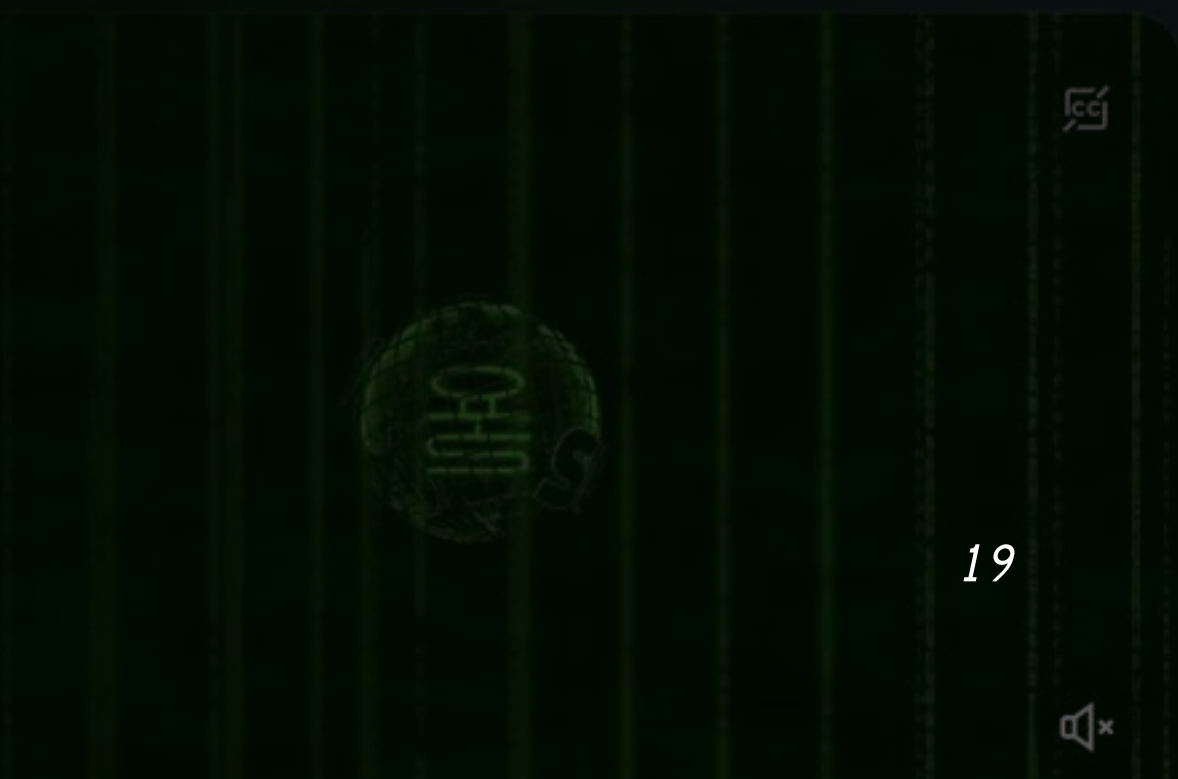
Connecting you to the other side of Korean music . Daily releases, news, playlists, games and memes ! BUY TICKETS TO OUR EVENTS 

 Media & News Company  Worldwide
seoultherapy.carrd.co  Joined November 2019

244 Following · 11,3K Followers

Tweets · Replies · Media · Likes

 Pinned Tweet
 **Seoul Therapy** @seoul_therapy · 18/11/2021
 || SEOUL THERAPY ||
 THREADS



19

YOUTUBE

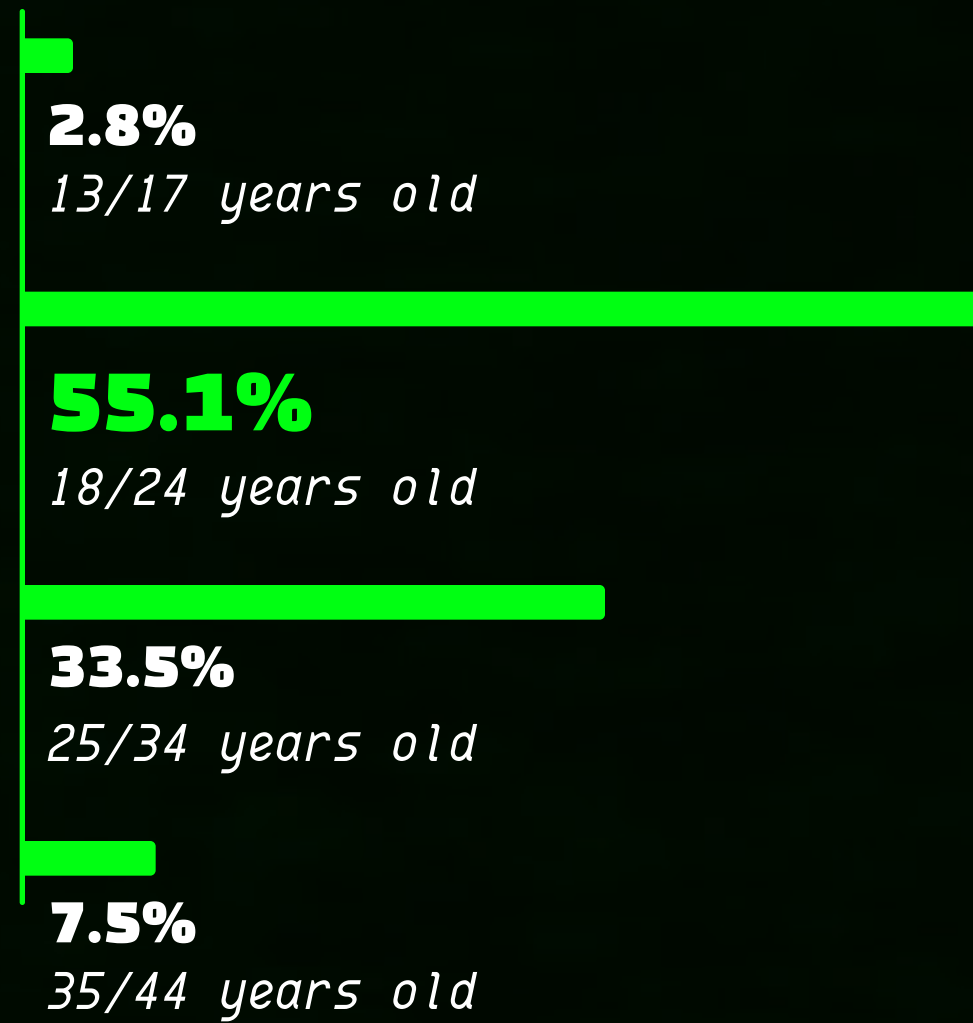
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Music / Entertainment

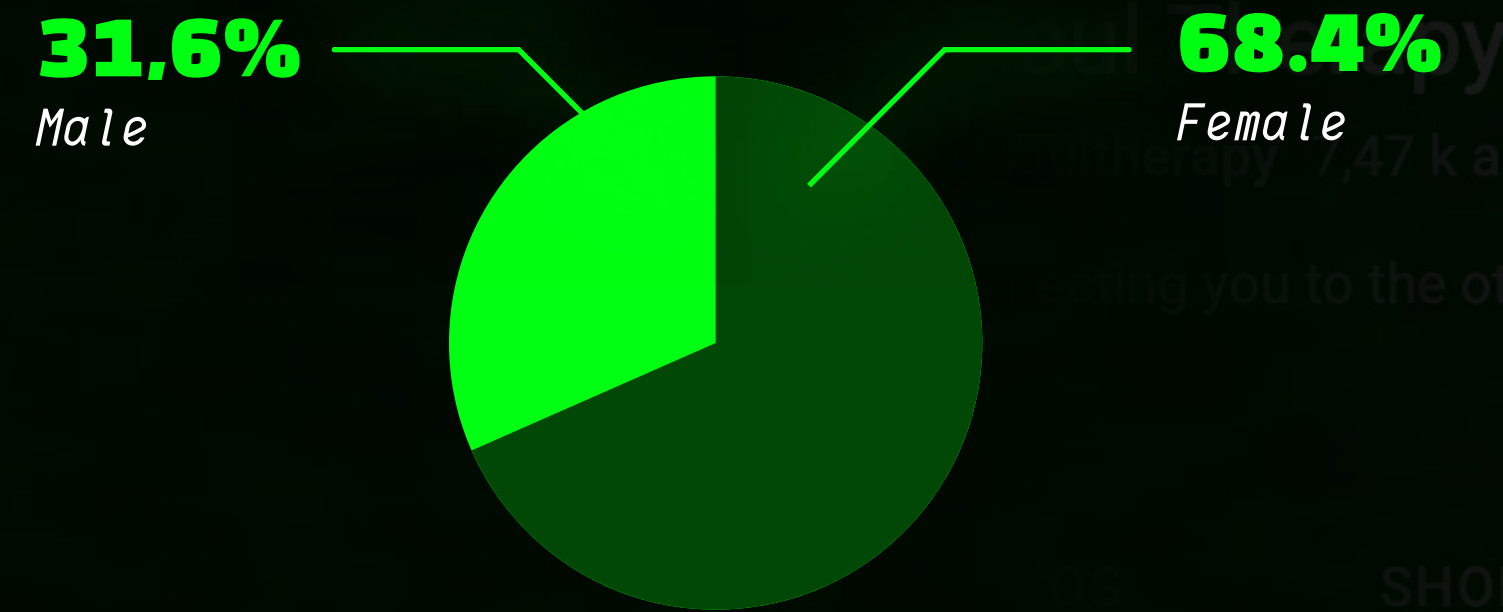
 | **7.4k+**
Followers
  | **1m+**
Views



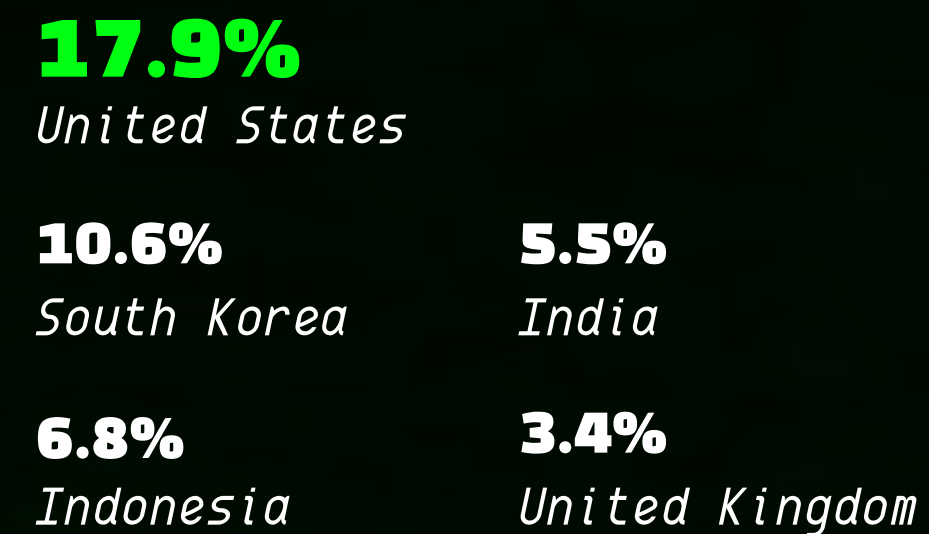
AGE



GENDER

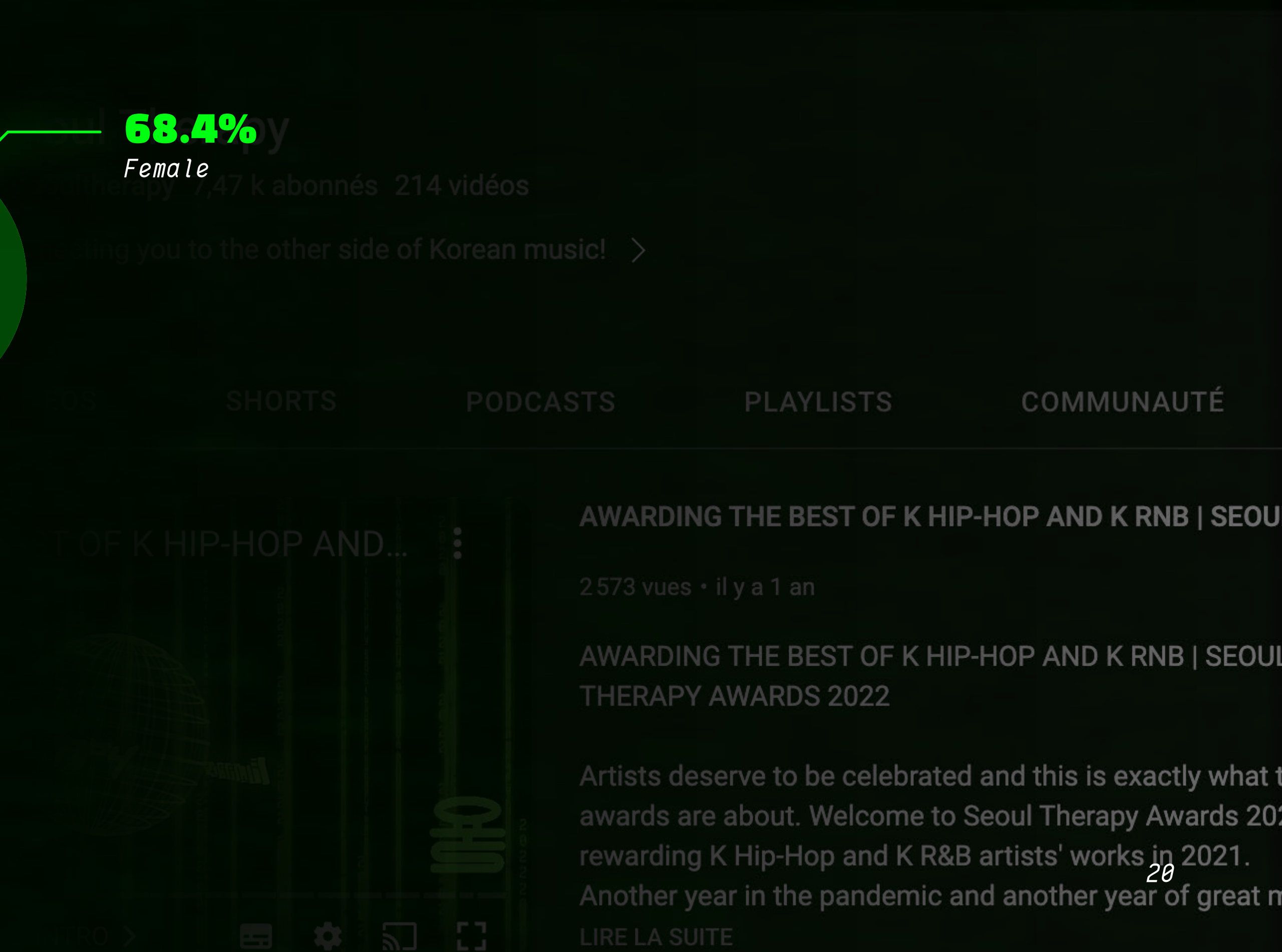


TOP 5



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STREAMING & PLAYLIST

Apple music, Soundcloud, Spotify

THE PODCAST

Seoul Therapy The Podcast is a bi-weekly in-depth conversation on the current K Hip-Hop scene hosted by Daniel and ex HIPHOPPLAYA contributor Daytona who share their different views on the past, present and future of the scene as well as the hottest topics. The podcast is available on all streaming platforms.

38,000+

Plays and downloads

Charted on Apple Music Commentary :

Brazil, China, Portugal & South Africa

Data July 2023

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Seoul Therapy

2.1k+ Followers

60 playlists publiques • 2114 abonnés • 12 abonné

- Daily releases
- Mood playlists
- TikTok Playlists
- Monthly playlists
- The Seoulection playlists
- Who You? Playlist

JULY
2023

JUNE
2023

MAY
2023

PLAYLIST

PLAYLIST

PLAYLIST

21



THANK YOU!

SEOUL THERAPY