



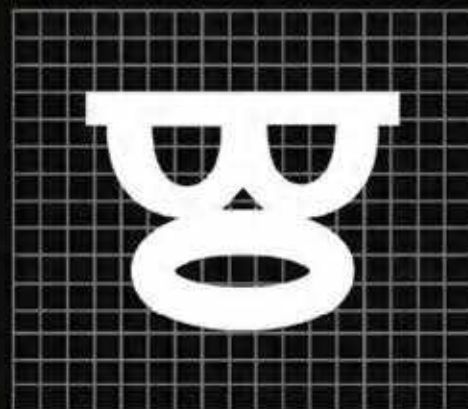
PLAY BOBONUS

INTRO.



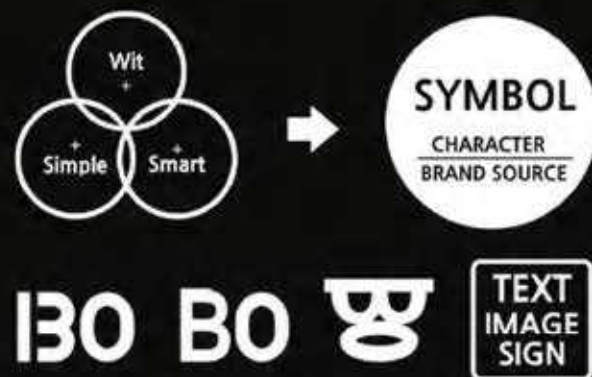
PLAY
BOBONUS

BRAND CONCEPT.



▶ 130BO

130: THR(Trining Heart Rate)130
BO: COLLABO



숫자 "130"과 문자 "BO"를 이용해 고릴라를 영상화한 독특한 디자인 상품입니다.
시각적 커뮤니티 행위를 이미지와 네거티브 그래픽으로 발전, 일반 이미지가
가질 수 없는 독특한 매력의 스마트한 상품을 제공이라는 목적을 통해 사람들과
소통하는 것을 목적으로 하고있습니다.



PLAY BOBONUS

IBOBO





PLAY BOBONUS HISTORY

- 2014年 ● 04/(KOCCA)韓國創意內容代理設計獎
05/加納藝術63廣場藝術玩具展
06/東大門設計廣場藝術玩具文化展
- 2015年 ● 12/SPC集團ART合做推廣
巴斯金.羅賓斯/鄧肯甜甜圈/巴黎貝甜麵包
Caffepascucci/Bizeun
- 2015年 ● 03/tonymoly ART Collaboration
04/臺灣亞洲創意展
04/Medicom Toy "熊碑"合作
05/迪士尼《星球大戰》藝術家合作
06/(KOCCA)韓國內容創意社“優秀人物獎”
07/SK 清潔“ZAMONG”合作達美樂披薩連鎖店
08/JAPAM 卡西歐G-SHOCK合作
- 2017年 ● 04/香港創意博覽會“LOWPOSE”啤酒合作
11/空氣清新玩具
12/Hongdae 1984 popup store
- 2018年 ● 04/ddp韓國、日本ACF藝術展
05/(KOCCA)韓國內容創意社優秀人物獎
- 2019年 ● 06/BOBO TWS 麥克風
10/幸福的生活方式兒童服飾及手機飾品
12/北京國際趣味世界博覽會



PROMOTION

Baskin-Robbins

Dunkin' Donuts

Paris Baguette

Calte-pasquetti

TONYMOLY

Badt. Black

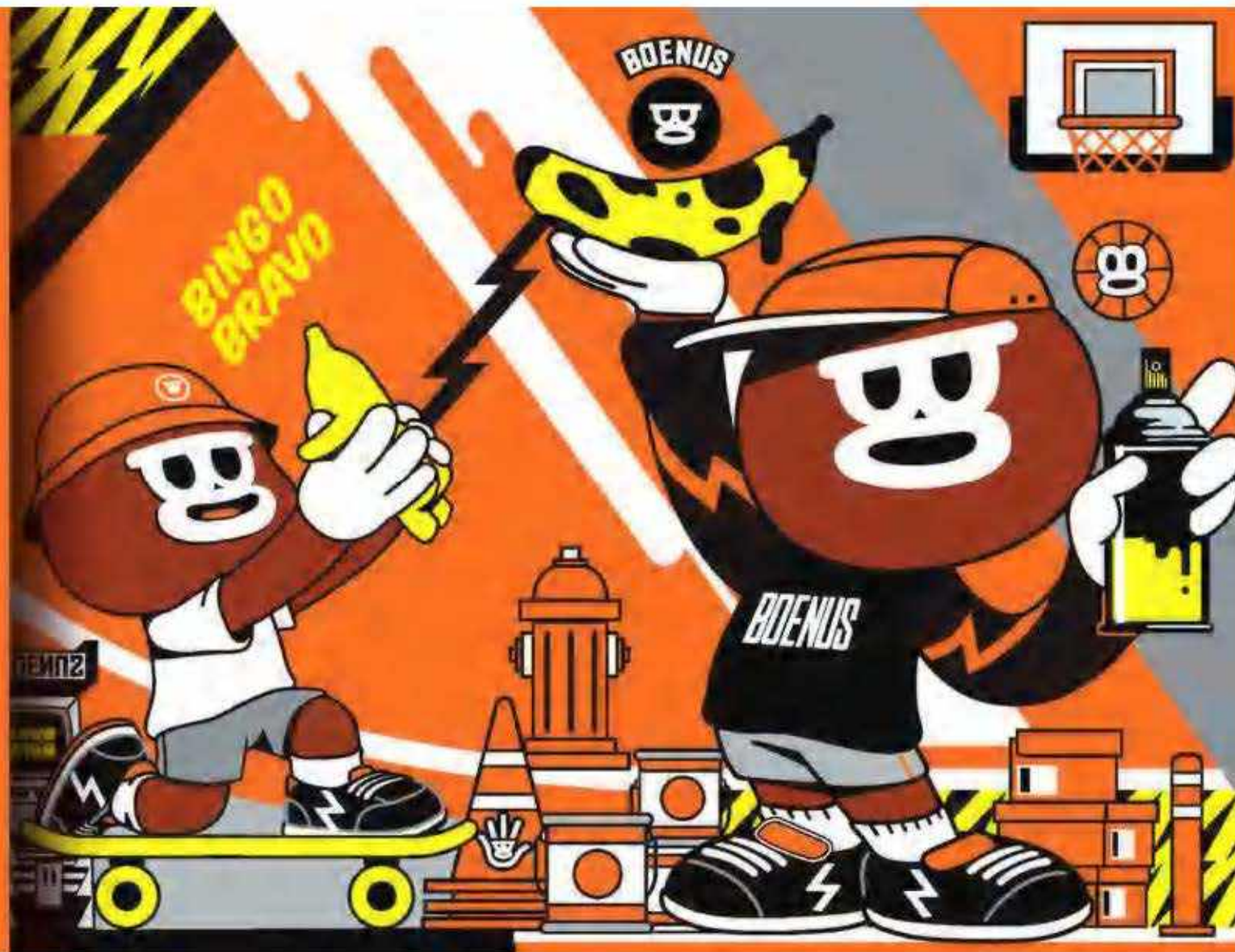
STAR WARS

SK. enclen

Dominio's Pizza

CASIO G-BROCK

Fidrao

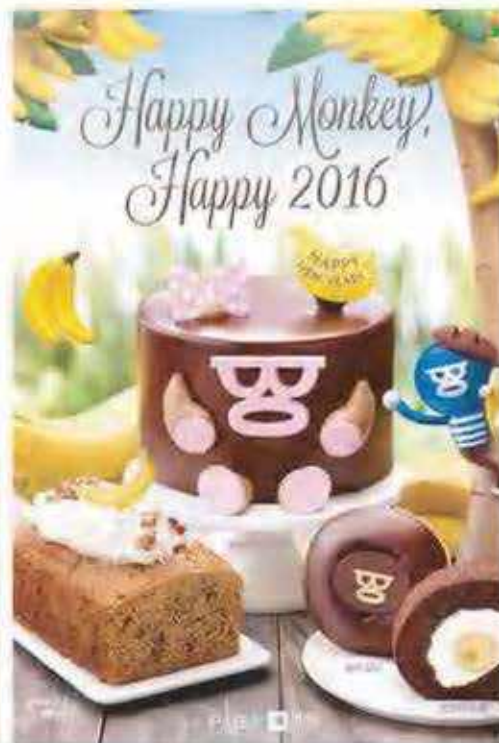




BR baskin
robbins









빛
은

CAFFÉ PASCUCCI





TONYMOLY





The friends who has telltale cute behind of no facial expression.
Boonus means "BOBONUS" Bo and our unexpected pleasant pleasure.
"BooO Bravo!!" They enjoy the bored daily life with their wit and extraordinary thought and creative expressions.

WWW.BOENUS.COM
130BO@TIMNET.CO.KR
INSTAGRAM: BOENUS130

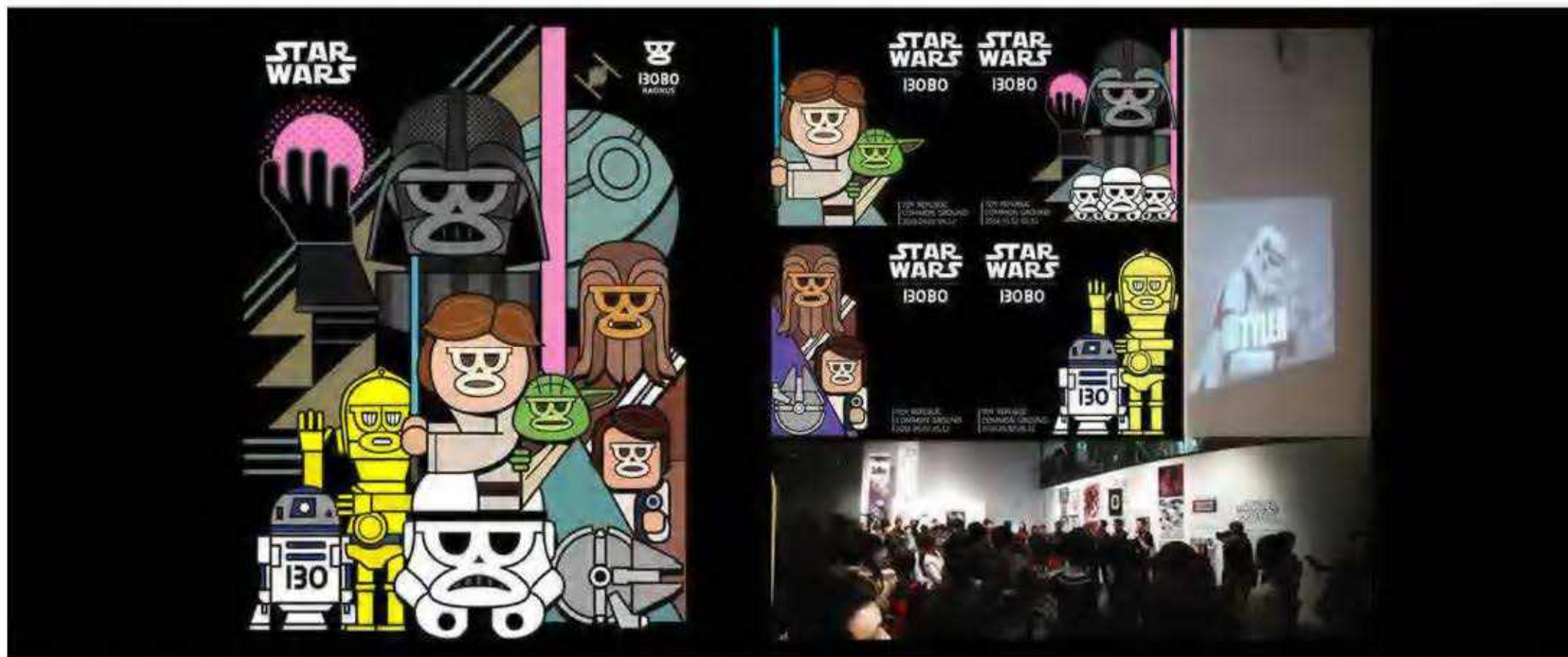




BE@RBRICK



Dunkin' Donuts



PLAY
BOBONUS

DIGITAL CONTENTS,
KAKAO TALK IMOTICON

KakaoTalk 





BRAND EXHIBITION

品牌聯展

SDF 首爾設計節 + BDF釜山設計節

2018北京國際潮玩藝術節

DDP東大門設計節邀請展

TTF台北”亞洲創意12人”邀請展

韓國文化產業振興院 (KOCCA) 年度優秀IP獎

韓日ACF藝術潮玩邀請展

Beijing International
Hobby World Expo







CREATIVE EXPO
LOWPOSE BEER COLLABORATION.



HONGDAE 1984 popup store





PRODUCT

130 BO ART TOY 5

Air Fresh Toy

130BO Bluetooth MIC

Diver Humidifier

Rocket Humidifier Mood Light

Fireman Humidifier

LOGO Mug Cup

BO CONDOM

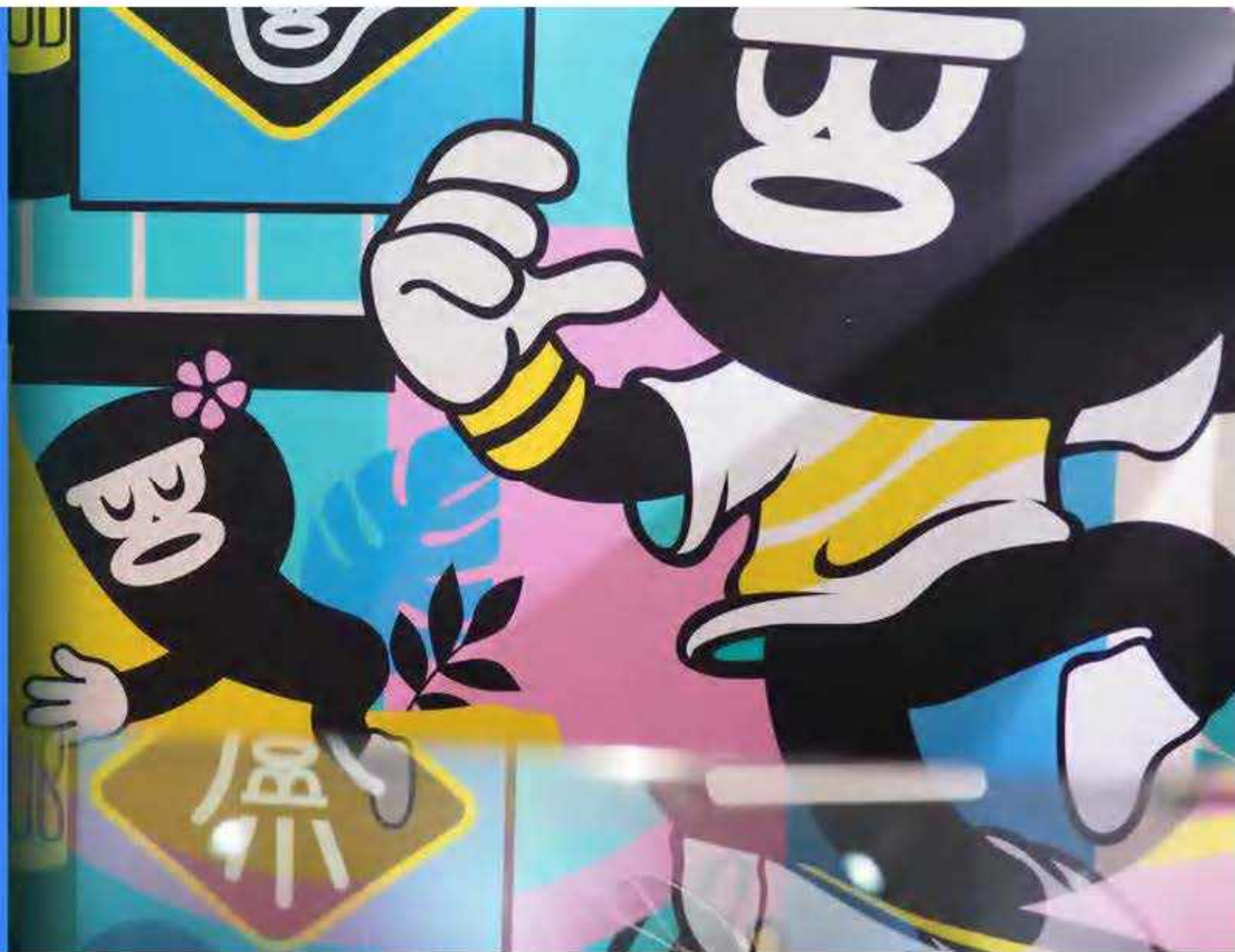
Mobile Accessories

Air Pod Case

Galaxy buds Case

Macaron Portable Battery

Wireless Charging Pad



130 BO ART TOY.





BO BLUETOOTH MIC.



DIVER Hummidifer

1. 기본 사양

- 사이즈 : 80x77x155mm (WxLxH) - 무게 : 210g
- 재질 : ABS, PC, Bellows - 정격전압(Voltage) : 5V
- 소비전력(Power Consumption) : 1W
- 전원타입 : USB Type Humidifier
- 분사(가습) : 3 Levels Mist Power

2. 인증 항목

- EMC : 배터리 안전신고증 USB
- CE, ROHS, FCC, VCCI (국제기준인증)
- 제조원가/판매가 : 20,000원(5,000개 기준) / 50,000원



**PLAY
BOBONUS**

ROCKET Humidifier MOOD Light

1. 기본 사양

- 사이즈 : 269x320x340mm (WxLxH) - 무게 : 690g
- 재질 : ABS, PC, PP, Bellows
- 정격전압(Voltage) : 5V - 소비전력(Power Consumption) : 1W
- 전원타입 : USB Type Humidifier
- 분사(가습) : 3 Levels Mist Power

2. 인증 항목

- EMC : 배터리 안전신고증 USB
- CE, ROHS, FCC, VCCI (국제기준인증)
- 제조원가/판매가 : 24,000원(5,000개 기준) / 55,000원



**PLAY
BOBONUS**

FIREMAN Humidifier

1. 기본 사양

- 사이즈 : 80x77x155mm (WxLxH) - 무게 : 210g
- 材質 : ABS, PC, Bellows - 정격전압(Voltage) : 5V
- 소비전력(Power Consumption) : 1W
- 전원타입 : USB Type Humidifier
- 분사(가습) : 3 Levels Mist Power

2. 인증 항목

- EMC : 방해력 안전신고증 USB
- CE, ROHS, FCC, VCCI (국제기준인증)
- 제조원가/판매가 : 20,000원(5,000개 기준) / 50,000원



**PLAY
BOBONUS**

BOENUS Mobile Accessories



BOENUS Mobile Accessories



BOENUS Air Pod Case









**PLAY
BOBONUS**



**PLAY
BOBONUS**





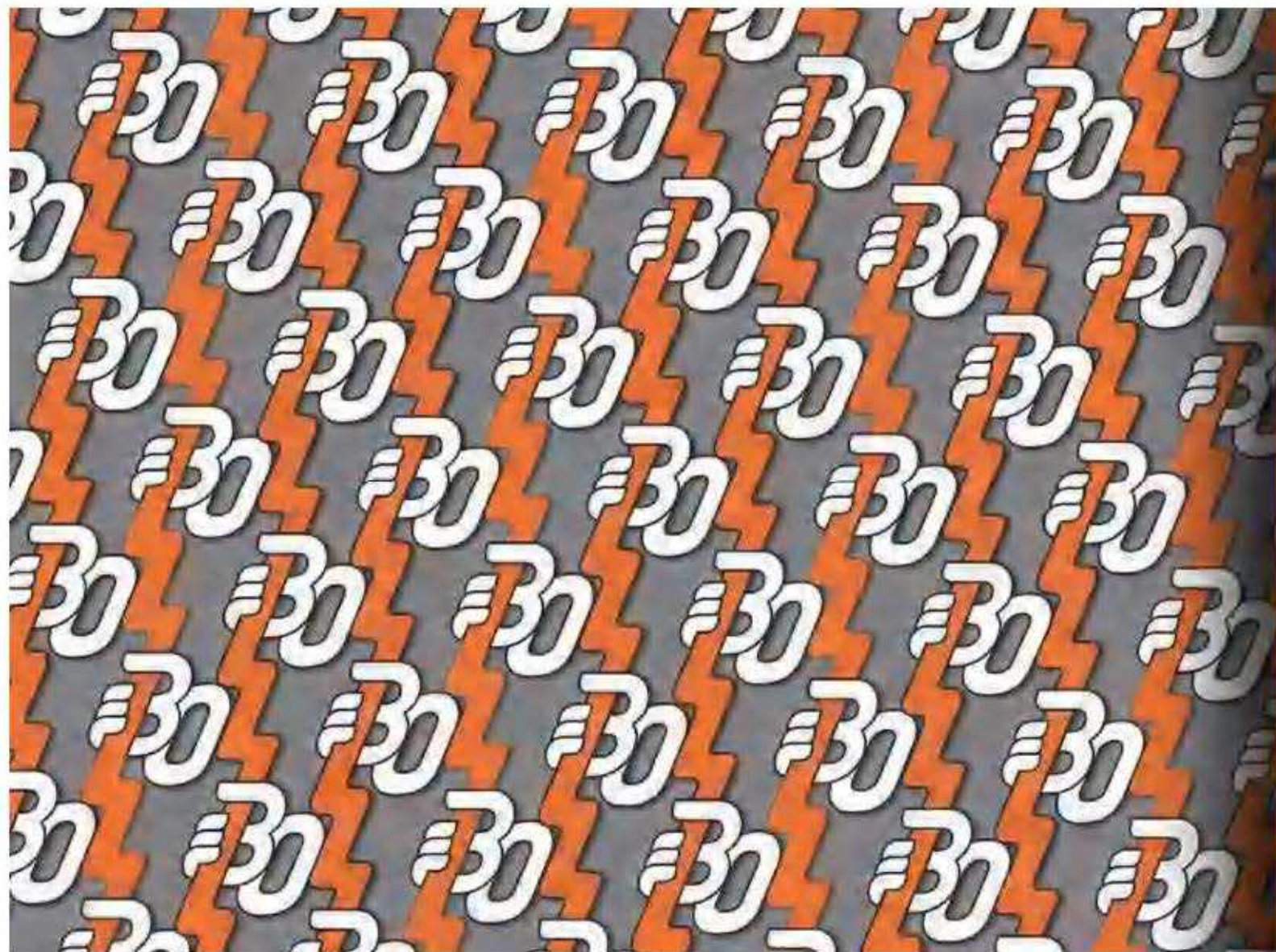
CONDOM.
CARTINE GUN.

CONDOM.
JUNGLE.

CONDOM.
CARTINE GUN.

CONDOM.
JUNGLE.





KIDS APPAREL

10/11/12

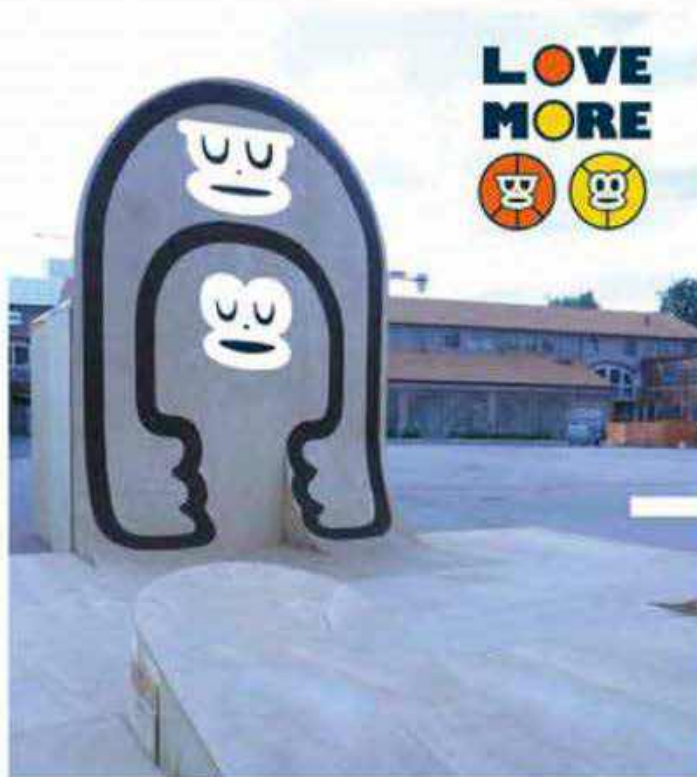
10/11/12















LIFE STYLE

ART

Interior

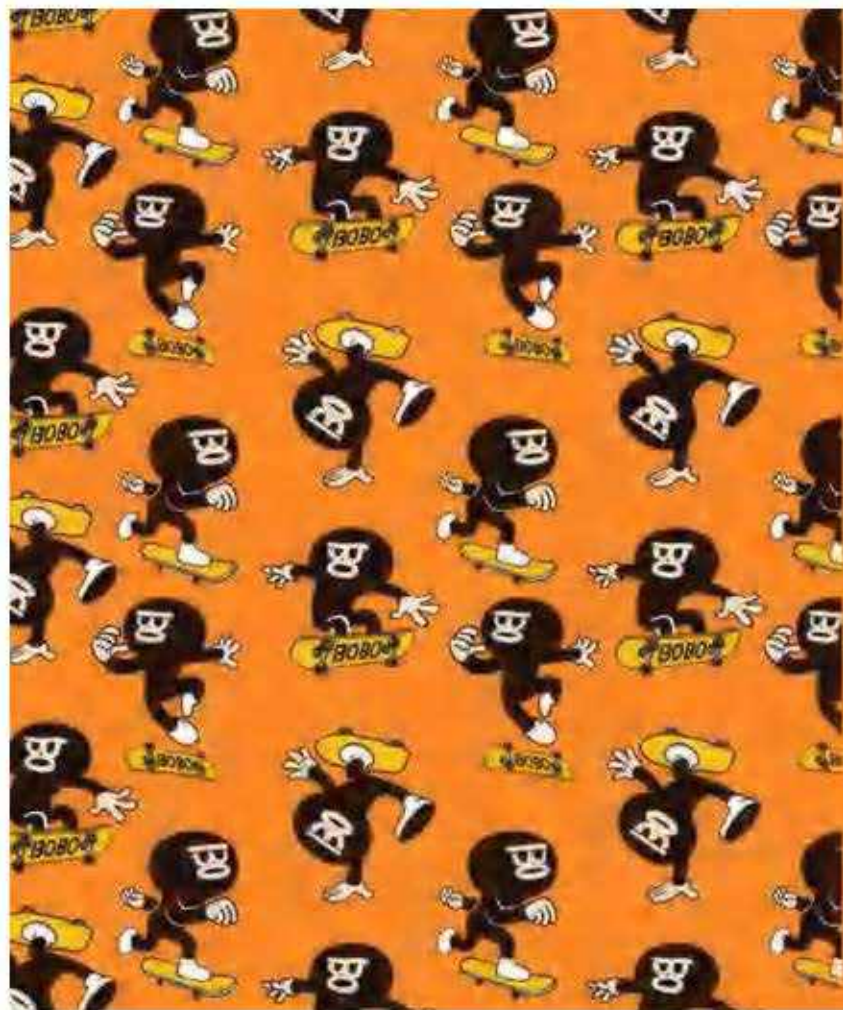
Present







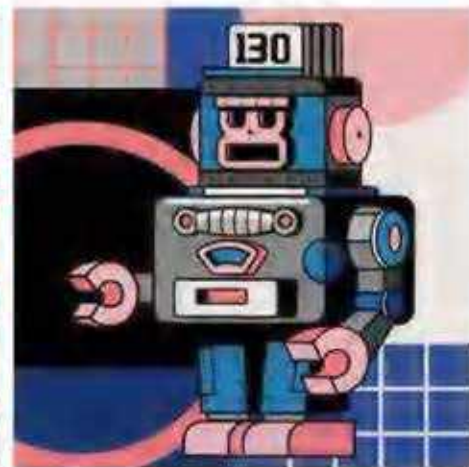




PLAY
BOBONUS

www.boenusa.com







**PLAY
BOBONUS**



**PLAY
BOBONUS**

www.playbobonus.com





(Dynamic Duo)
BIG BRO
BRUNO
BOLT



**PLAY
BOBONUS**



BRUNO IRON COVER



**DIGITAL
APPLIANCE**

DIGITAL ACCESSORIES
SMALL KITCHEN APPLIANCES



**PLAY
BOBONUS**





mobile phone shell



mobile phone shell





mobile phone shell



mobile phone shell



mobile phone shell

PLAY BOBONUS

MAKE YOUR OWN WAY



earphone cover

PLAY BOBONUS

MAKE YOUR OWN WAY



earphone cover

PLAY BOBONUS

MAKE YOUR OWN WAY



earphone cover



earphone cover



socket



USB cable





table case



laptop bag



laptop bag



laptop bag



laptop bag



screen protector for phones















品牌聯名

Baskin Robbins 巴斯羅賓冰淇淋

Dunkin Donuts 鄧肯甜甜圈

Paris Baguette 巴黎貝甜

Caffe Pascucci帕斯庫奇咖啡

BIZEUN 韓式年糕

TONYMOLY ART 魔法森化妝品

CASIO G-SHOCK 卡西歐

SK" ZAMONG"

Bear Brick 積木熊

LOWPOSE BEER洛波塞啤酒



Baskin Robbins 巴斯羅繽冰淇淋



Dunkin Donuts 鄧肯甜甜圈



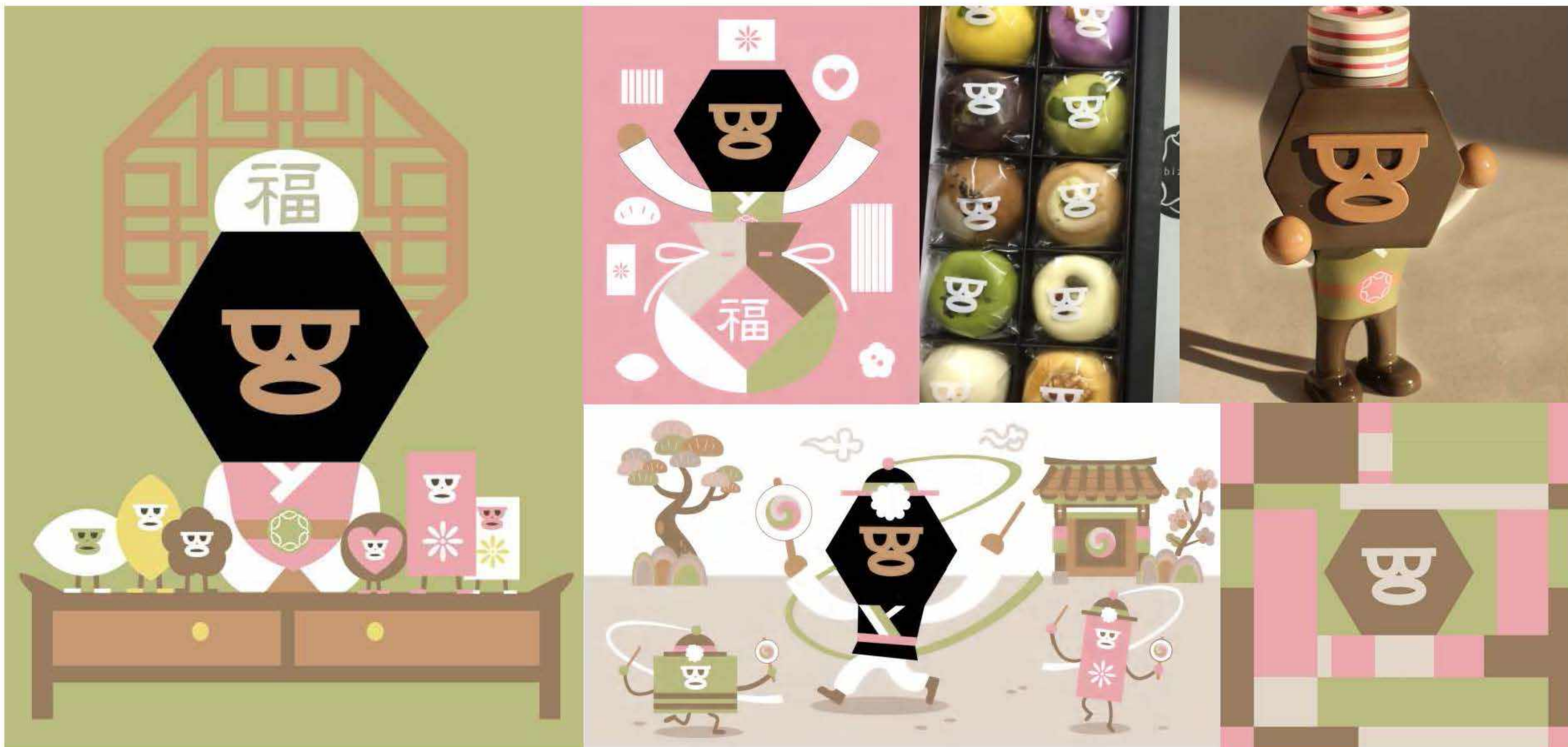
Paris Baguette 巴黎貝甜



Caffe Pascucci帕斯庫奇咖啡



BIZEUN 韓式年糕



TONYMOLY ART 魔法森化妝品



CASIO G-SHOCK 卡西歐



SK "ZAMONG"



za'mong

자동차가 꿈꾸는
모바일 주유소 '자몽'



자몽 예약증 사용방법

일반 또는 셀프주유소에서 예약증을
이렇게 이용하기!



자몽에서 페이코로 결제 시

4,000원 할인

선착순 2,500명 한정!

신한카드 / 하나카드
결제에 한해 할인 적용

이벤트 안내

za'mong
꿈꾸는 주유소, 자몽

제1회

자몽마니아
선정결과 발표!

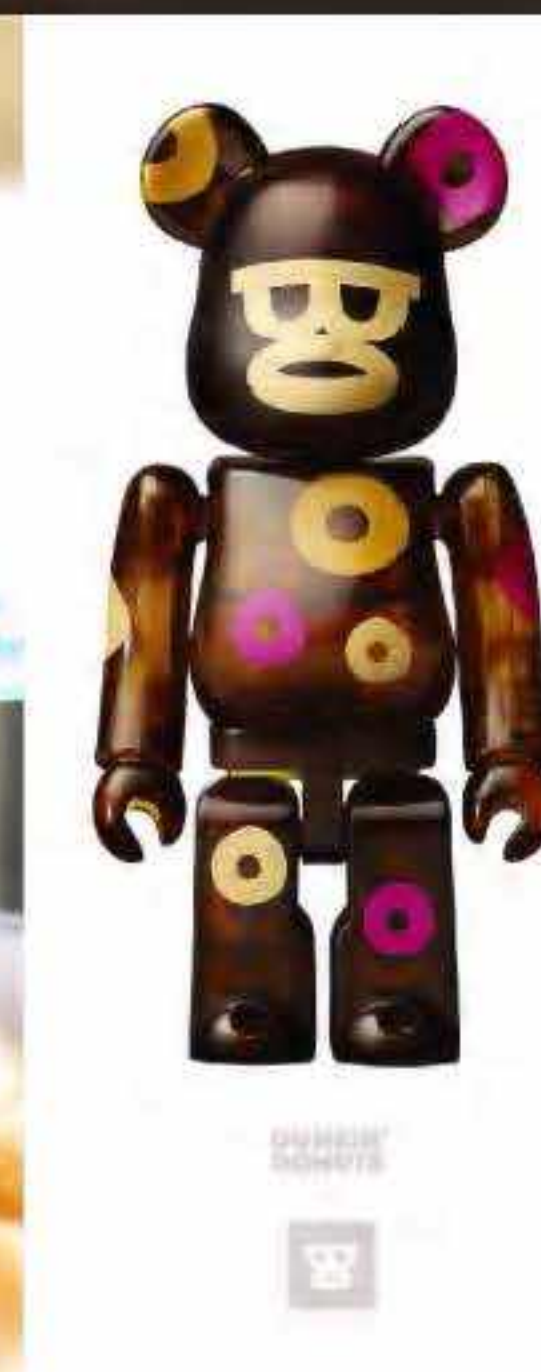
모집기간 9/6 ~ 9/17

자몽이 좋다... 그래서 미치도록 알고 싶다!

자랑스러운 그 이름!

제 1회, 자몽마니아 100인의
명단을 지금 공개합니다!

Bear Brick 積木熊



LOWPOSE BEER洛波塞啤酒





BRAND EXHIBITION

品牌聯展

SDF 首爾設計節 + BDF釜山設計節

2018北京國際潮玩藝術節

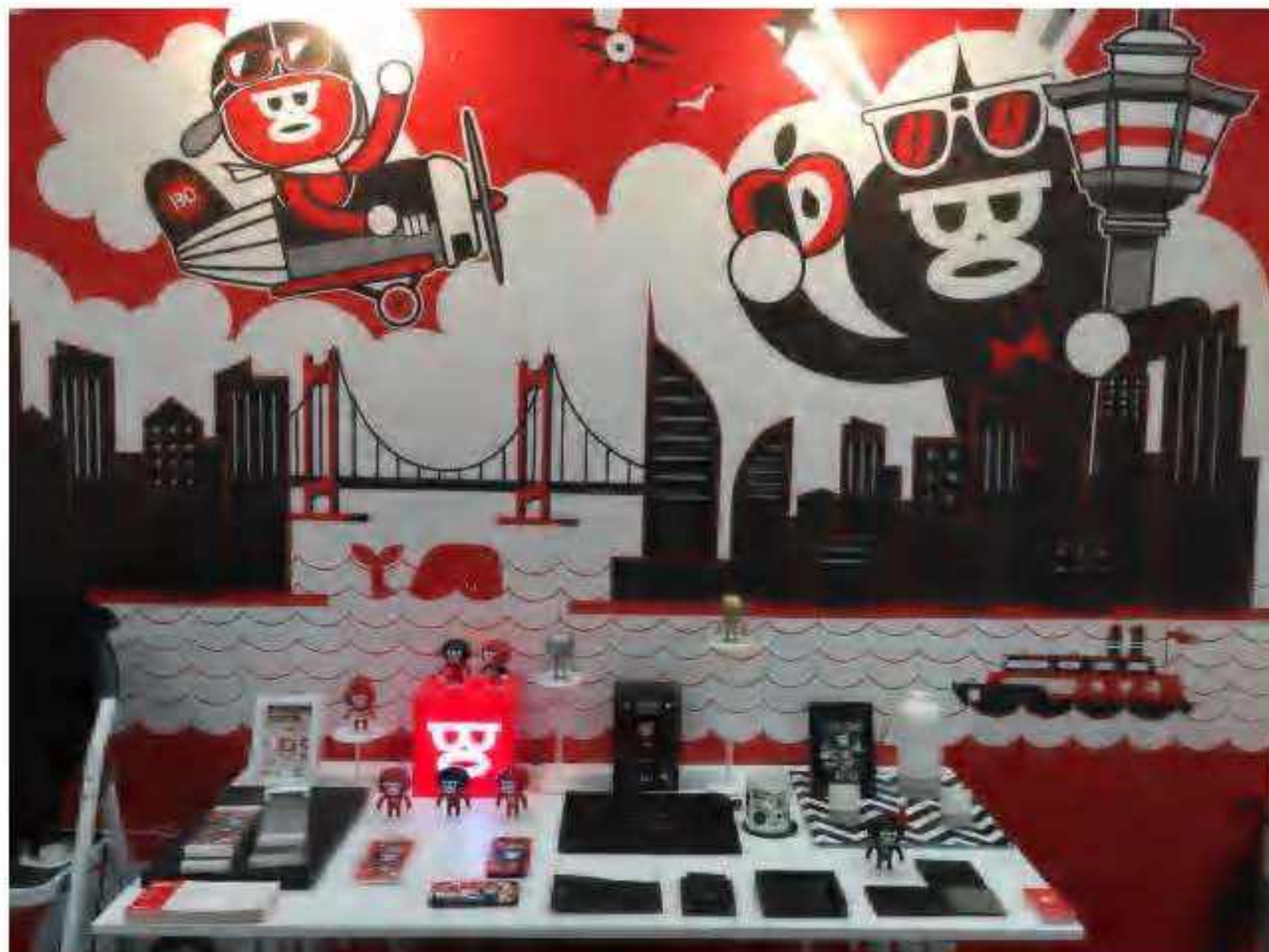
DDP東大門設計節邀請展

TTF台北”亞洲創意12人”邀請展

韓國文化產業振興院 (KOCCA) 年度優秀IP獎

韓日ACF藝術潮玩邀請展

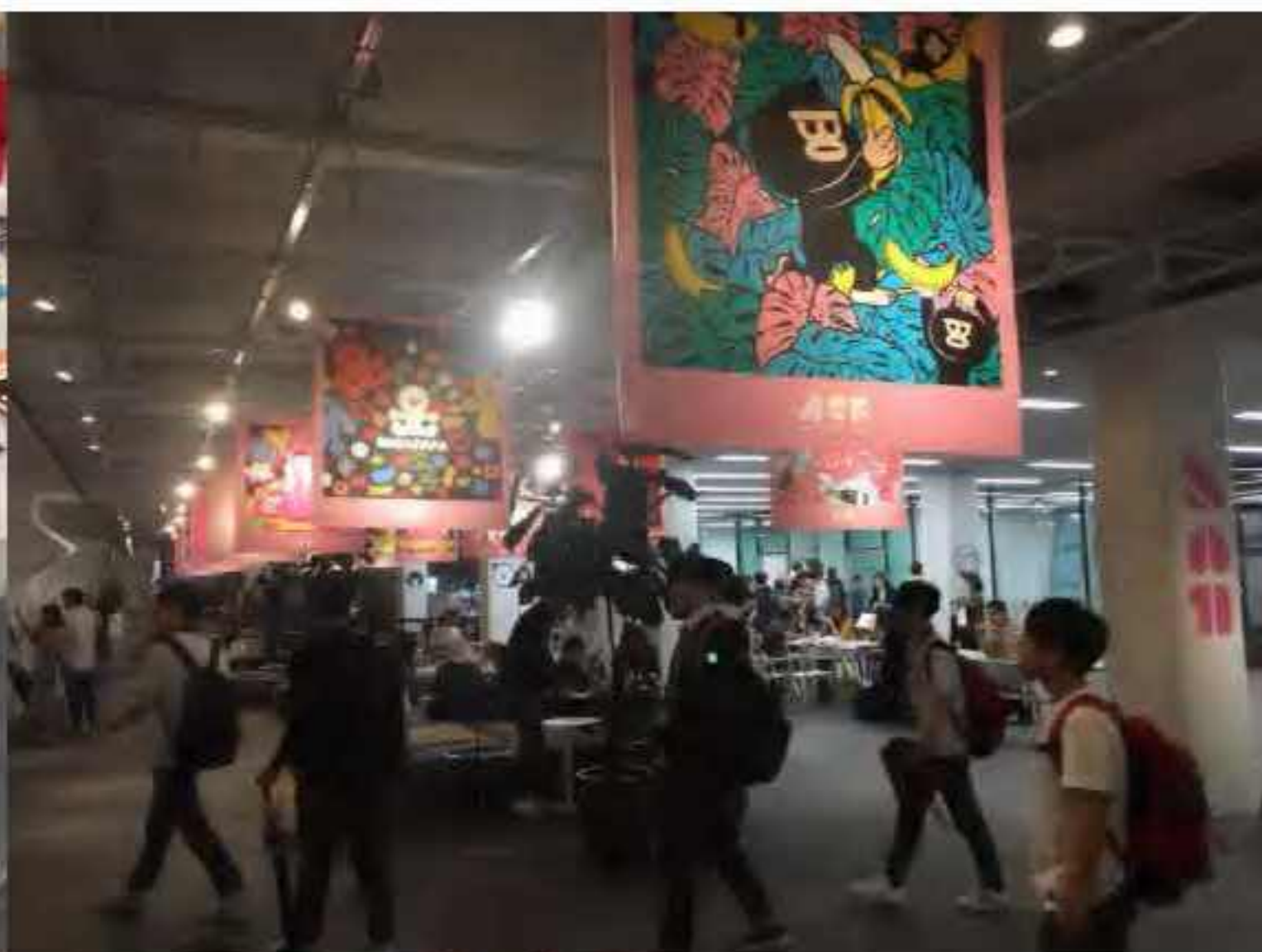
SDF 首爾設計節 + BDF釜山設計節



2018北京國際潮玩藝術節



DDP東大門設計節邀請展



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韓國文化產業振興院 (KOCCA) 年度優秀IP獎



韓日ACF藝術潮玩邀請展



全球实体门店



2022
V4

B0 ART TOY V3



PLAY BOBONUS
B0 ART TOY V3 DESIGN 10 P



TOY DESIGN 10 P

HEAD 1 ARMS 2

UPPER BODY 4 LEG 2

SHOES 1 HAT 4

PLAY BOBONUS 2023 GUIDE

2023.05.31

BO TOY DESIGN

TOY DESIGN 10 P



BO TOY DESIGN

TOY DESIGN 10 P



BO TOY DESIGN

TOY DESIGN 10 P



BO TOY DESIGN

TOY DESIGN 10 P



BO TOY DESIGN

TOY DESIGN 101



BO TOY DESIGN

TOY DESIGN 10 P



BO TOY DESIGN

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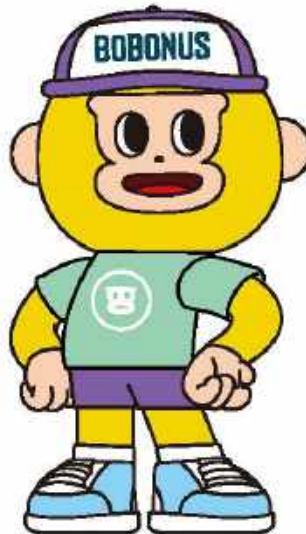
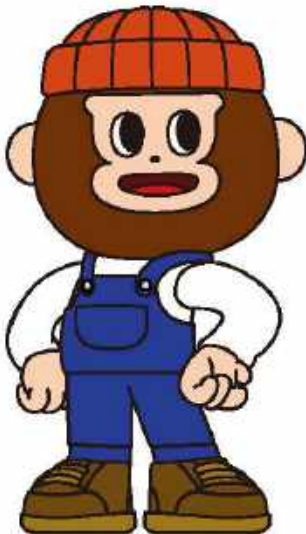
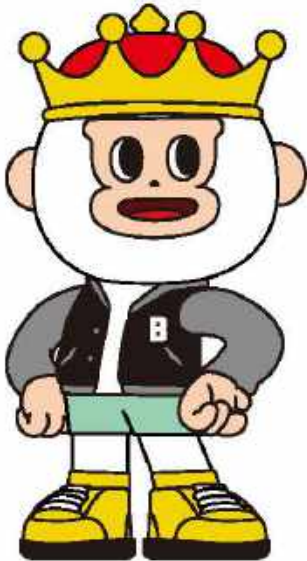
TOY DESIGN 10 P





BO TOY DESIGN

TOY DESIGN 10 P



Fashion ACC





PLAY BOBONUS

CREW SOCKS

스트리트 액티비티 라이프 스타일의 다양한 패션에 어울리는 크루삭스
Crew socks suitable for various fashions of street activity lifestyle



Skateboard

Cycle

Running

Hiking

PLAY BOBONUS CREW SOCKS



PLAY BOBONUS
CREW SOCKS



PLAY BOBONUS

BINGO BRAVO!

extraordinary thought
creative expressions



PLAY BOBONUS
CREW SOCKS
BINGO BRAVO

CREW SOCKS STYLE

NAME : BINGO BRAVO

Design NO : 00

PLAY BOBONUS
CREW SOCKS

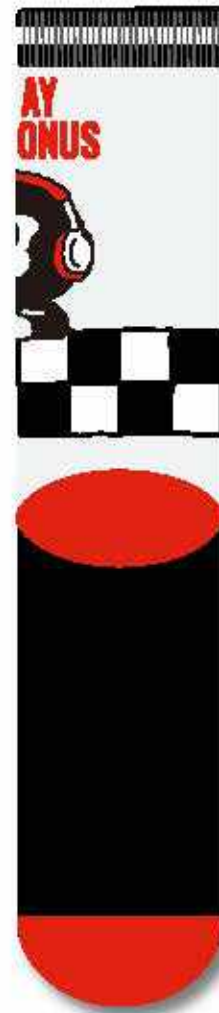
SIDE



FRONT



BACK



Package



SIZE : FREE [235~275mm]

LENGTH : 16cm

THICKNESS

FABRIC : COTTON / RAYON / POLYESTER

PLAY BOBONUS
CREW SOCKS
BONUS GAME



CREW SOCKS STYLE
NAME : BONUS GAME
Design NO : 00

PLAY BOBONUS
CREW SOCKS

SIDE



FRONT



BACK



Package



SIZE : FREE [235~275mm]

LENGTH : 16cm

THICKNESS

FABRIC : COTTON / RAYON / POLYESTER

PLAY BOBONUS
CREW SOCKS
PINK SPARK



CREW SOCKS STYLE

NAME : PINK SPARK

Design NO : 00

PLAY BOBONUS
CREW SOCKS

SIDE



FRONT



BACK



Package



SIZE : FREE [235~275mm]

LENGTH : 16cm

THICKNESS

FABRIC : COTTON / RAYON / POLYESTER

PLAY BOBONUS
CREW SOCKS
BANANA



CREW SOCKS STYLE

NAME : BANANA

Design NO : 00

PLAY BOBONUS
CREW SOCKS

SIDE



FRONT



BACK



Package



SIZE : FREE [235~275mm]

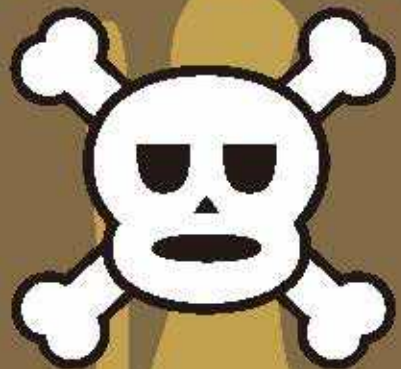
LENGTH : 16cm

THICKNESS

FABRIC : COTTON / RAYON / POLYESTER

PLAY

BOBONUS



PLAY BOBONUS
CREW SOCKS
BONE

CREW SOCKS STYLE

NAME : BONE

Design NO : 00

PLAY BOBONUS
CREW SOCKS

SIDE



FRONT



BACK



Package



SIZE : FREE [235~275mm]

LENGTH : 16cm

THICKNESS

FABRIC : COTTON / RAYON / POLYESTER

PLAY BOBONUS
CREW SOCKS
SPRING



CREW SOCKS STYLE

NAME : SPRING

Design NO : 00

PLAY BOBONUS
CREW SOCKS

SIDE



FRONT



BACK



Package



SIZE : FREE [235~275mm]

LENGTH : 16cm

THICKNESS

FABRIC : COTTON / RAYON / POLYESTER

PLAY BOBONUS
CREW SOCKS
ROPE



CREW SOCKS STYLE

NAME : ROPE

Design NO : 00

PLAY BOBONUS
CREW SOCKS

SIDE



FRONT



BACK



Package



SIZE : FREE [235~275mm]

LENGTH : 16cm

THICKNESS

FABRIC : COTTON / RAYON / POLYESTER

POW

**BOOM
BOOM
BOOM UP
BOOM UP**



PLAY BOBONUS
CREW SOCKS
BOOM UP

CREW SOCKS STYLE

NAME : BOOM UP

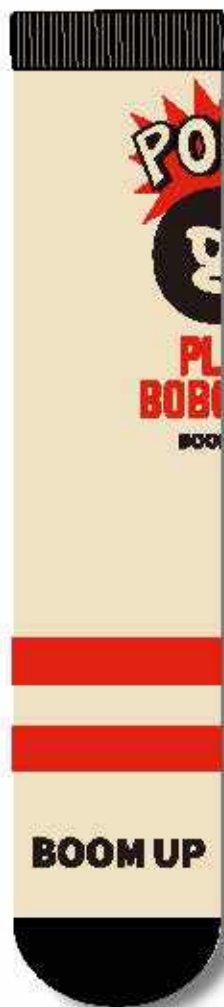
Design NO : 00

PLAY BOBONUS
CREW SOCKS

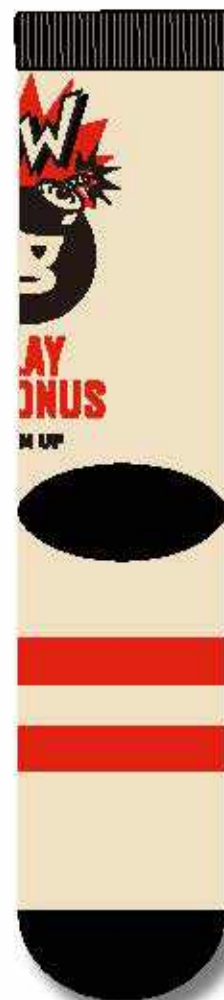
SIDE



FRONT



BACK



Package



SIZE : FREE [235~275mm]

LENGTH : 16cm

THICKNESS

FABRIC : COTTON / RAYON / POLYESTER

PLAY BOBONUS
CREW SOCKS
THUNDER



CREW SOCKS STYLE

NAME : THUNDER

Design NO : 00

PLAY BOBONUS
CREW SOCKS

SIDE



FRONT



BACK



Package



SIZE : FREE [235~275mm]

LENGTH : 16cm

THICKNESS

FABRIC : COTTON / RAYON / POLYESTER

PLAY BOBONUS
CREW SOCKS
Smile board



CREW SOCKS STYLE

NAME : Smile board

Design NO : 00

PLAY BOBONUS
CREW SOCKS

SIDE



FRONT



BACK



Package



SIZE : FREE [235~275mm]

LENGTH : 16cm

THICKNESS

FABRIC : COTTON / RAYON / POLYESTER



吉標創意行銷有限公司 JIBIAO CREATIVE CO.,LTD
TEL:+886-2-2686-0253 / FAX:+886-2-2686-0453
Add:台灣新北市板橋區溪城路65號2樓
官網:<http://www.jibiao.com.tw/>

*簡報內資訊僅供參考，實際商品樣式已送審/送審回覆為準