

# ZombieCat's Yum Yum

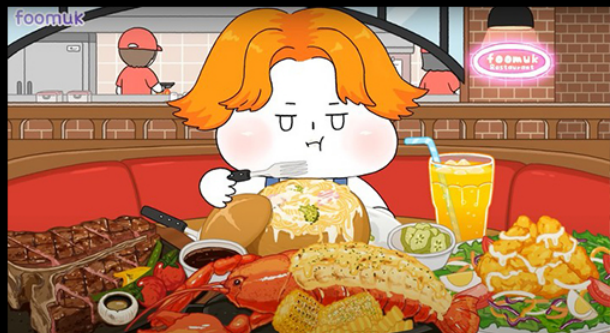
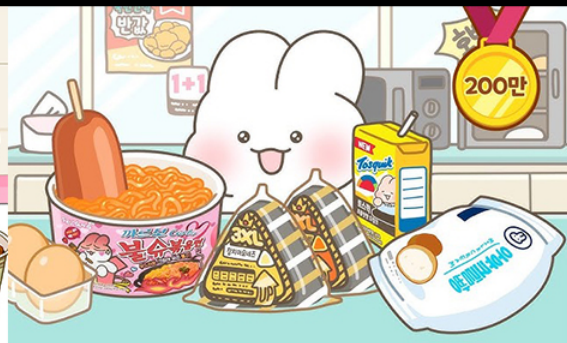
## Introduction



OKWANG  
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Concept

ZombieCat's Yum Yum



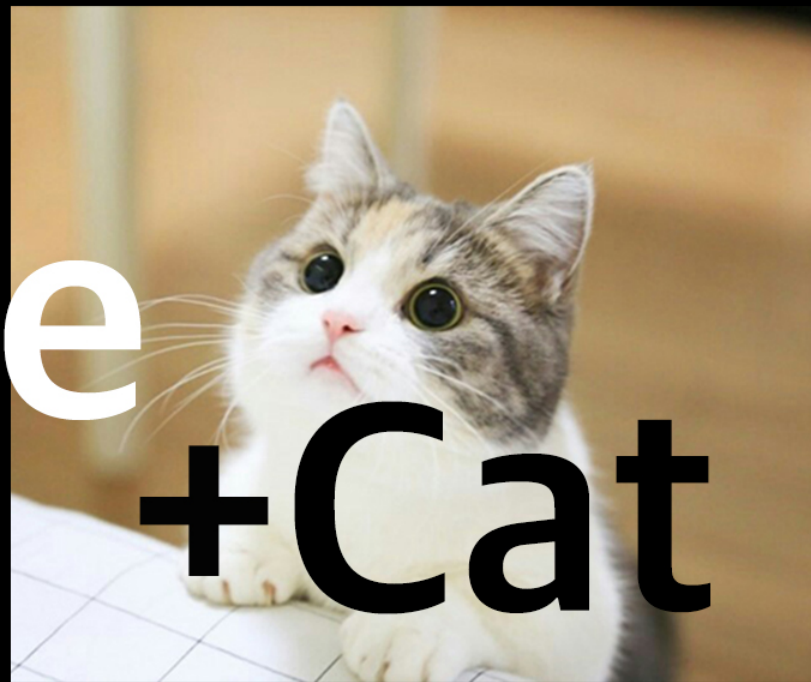
Concept

ZombieCat's Yum Yum



Concept

ZombieCat's Yum Yum



zombie  
+Cat

A mix of a zombie's insatiable appetite and a cat's cuteness

## Overview

ZombieCat's Yum Yum

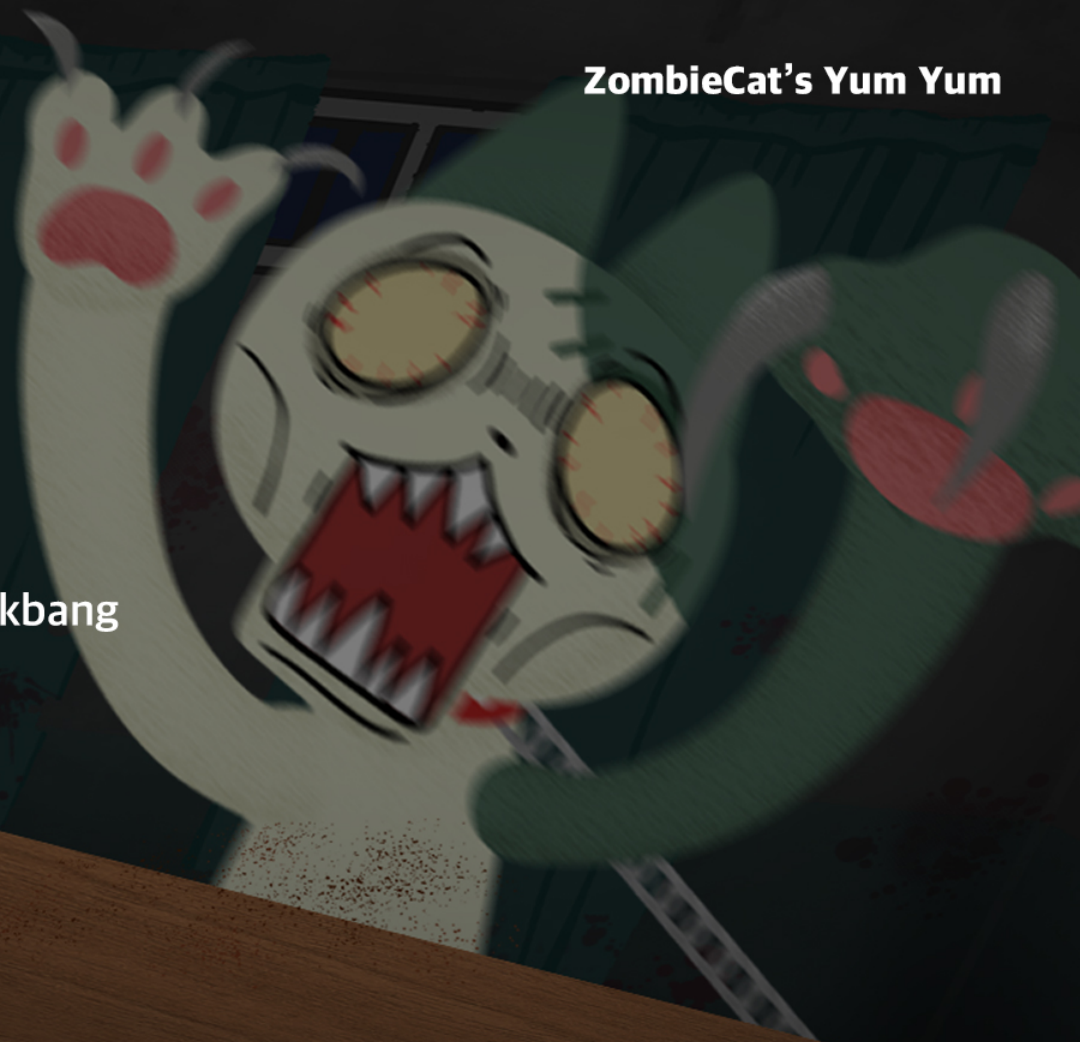


Genre: Slapstick Fantasy Mukbang

Type: FHD 2D digital

Format: 5min x 20Episode

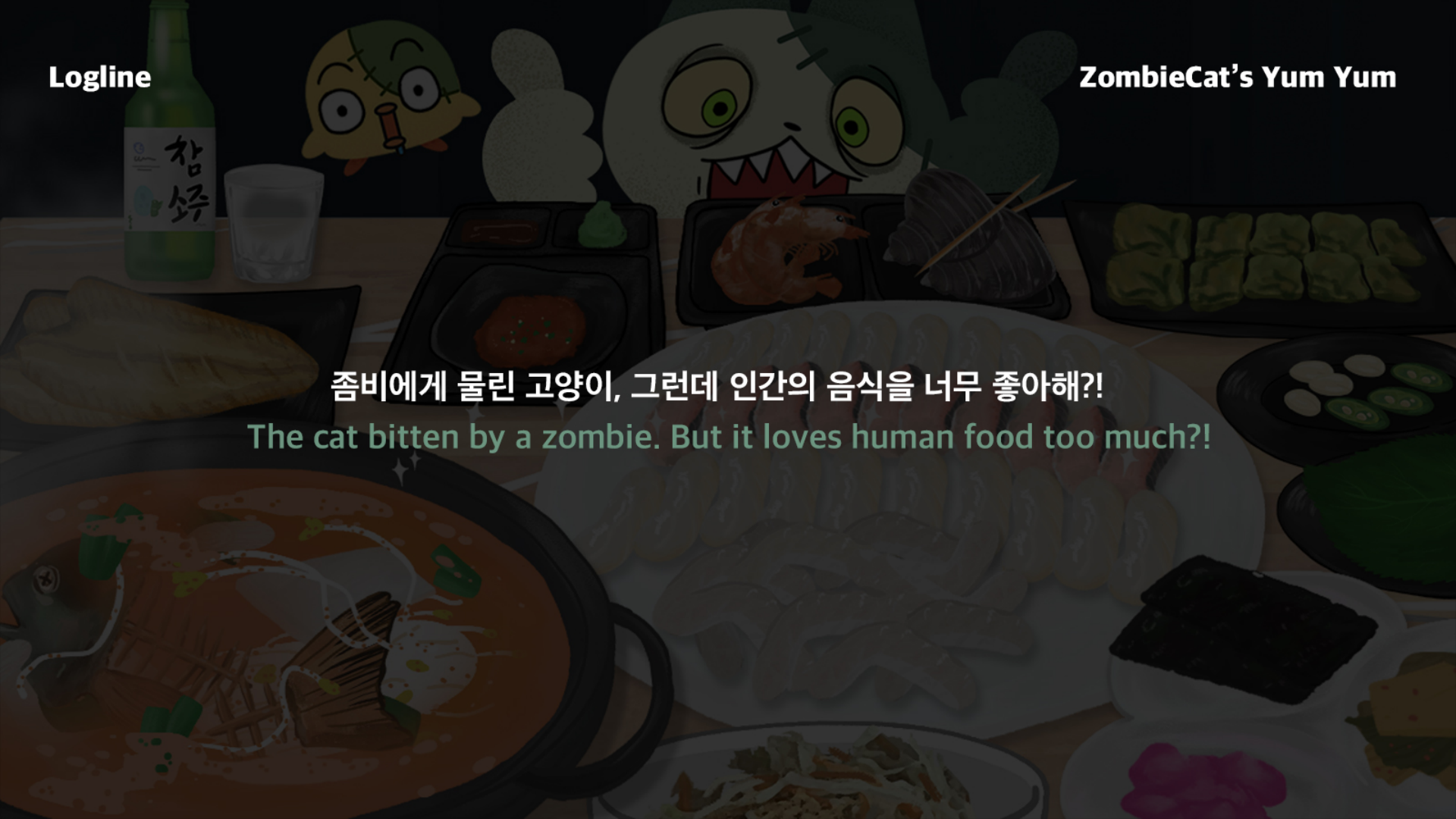
Target: Over Age 12



Logline

ZombieCat's Yum Yum

좀비에게 물린 고양이, 그런데 인간의 음식을 너무 좋아해?!  
The cat bitten by a zombie. But it loves human food too much?!

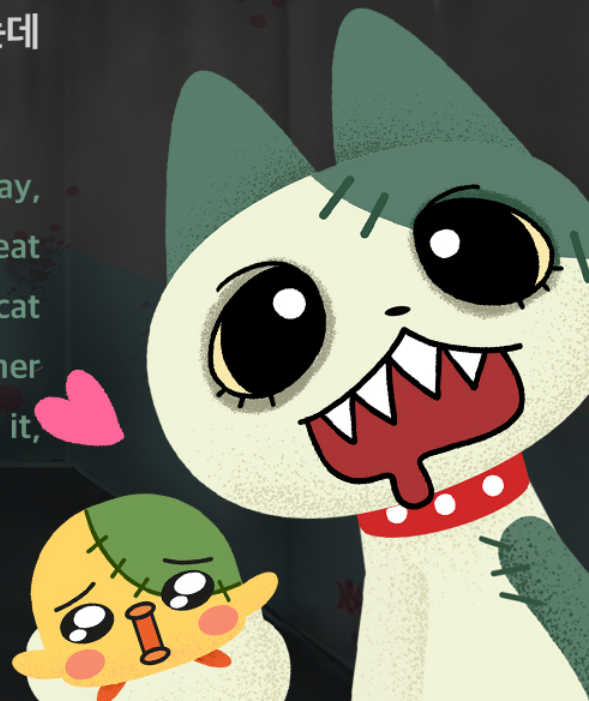


## Synopsis

## ZombieCat's Yum Yum

어느날 좀비에게 물린 반려묘. 좀비의 본능 때문에 틈만 나면 주인을 먹으려 한다. 주인은 잡아먹히지 않기 위해 사료, 캔 등을 줘보지만 다 먹지 않는다. 결국 고양이에게 인간의 음식을 알려준다. 처음엔 반신반의하면서 먹었는데 먹어보니 맛있다? 인간 음식 너무 좋아!

The cat bitten by a zombie. But it loves human food too much?! One day, a pet cat bitten by a zombie. Due to the zombie's instincts, it tries to eat its owner whenever it gets a chance. The owner tries to feed it with cat food, cans, etc., but it refuses to eat them. Eventually, the owner introduces human food to the cat. At first, it hesitates, but after trying it, it realizes, "Hmm, it's tasty?" It falls in love with human food!





# Nyami

a voracious Zombie Cat that eats everything

Bitten by a zombie, yet stuck in a half-zombie state. Because of this, Nyami became a glutton who devours any kind of human food. The way it eats so deliciously gives viewers a sense of vicarious satisfaction. Once full, it reverts to an ordinary, affectionate cat—an utterly unpredictable character.



- Normally lethargic like a zombie, but at the sight of food, it can't hide its excitement and bursts out in wild frenzy.
- When hungry, it wears a vacant, clueless expression → while eating, it goes berserk → once full, it turns back into a cute, lovable cat.

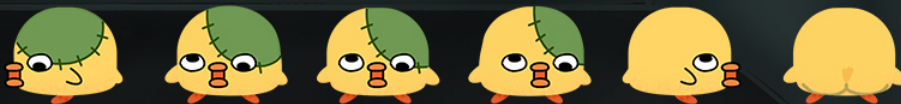
### P.P



A picky-tongued royal taster, a tiny eater, and the sidekick

A sidekick that always tags along with Zombie Cat Nyami. Loves to taste and is constantly chasing after 'just one bite,' but has an extremely picky palate. Being a natural tiny eater, it's hard for it to peck at the same food more than once. Still, when it eats something truly delicious, it swells up like a balloon.

- As a baby chick, it has short arms and legs. Compared to Nyami, it shows richer emotions, constantly expressing its moods and taste reactions through facial expressions and gestures.
- With its short wings, it can flap and fly, and it absolutely despises egg dishes—its own kind. Above all, it especially enjoys watching Nyami eat.



### “The Symbiosis of a Gluttonous Zombie Cat and a Tiny-Eating Zombie Chick”



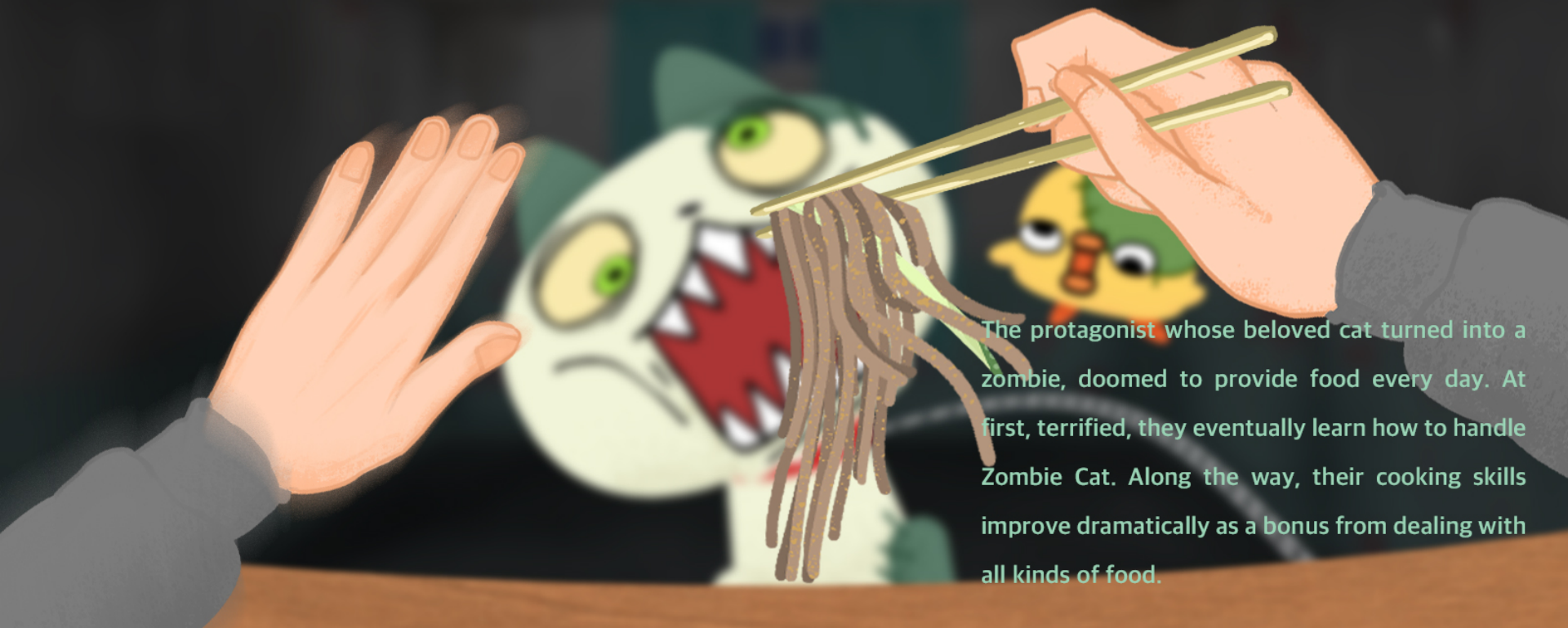
Zombie Cat and P.P. have a love-hate relationship: sometimes they bicker like rivals, and other times they care for each other like best friends.

Special Character

ZombieCat's Yum Yum

## Housekeeper

In the videos, only the hands appear, shown from an omniscient first-person perspective.



The protagonist whose beloved cat turned into a zombie, doomed to provide food every day. At first, terrified, they eventually learn how to handle Zombie Cat. Along the way, their cooking skills improve dramatically as a bonus from dealing with all kinds of food.

## The Real Highlight

### Featured K-Food in Every Episode

The true stars of 'Zombie Cat's Yum Yum' are the foods themselves. Each episode features a new food as its theme, unfolding a variety of fun-filled stories.



## Storyline

ZombieCat's Yum Yum

### **Zombie Cat's Slapstick Comedy Messing Around with New Foods**

**Step 1 - Appearance of various situations and foods or  
ingredients**

**Step 2 - Incidents and accidents that occur through food  
exploration or the start of cooking**

**Step 3 - Full-fledged mukbang or development of  
unexpected situations**

**Step 4 - Healing mukbang or twist ending; delivering  
information about the food**



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ZombieCat's Yum Yum

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**Zombie Cat's Slapstick Comedy Messing  
Around with New Foods**

Food Recipes Revealed!!



**Step 1 - Appearance of various situations and foods or ingredients**

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USP

ZombieCat's Yum Yum

## Non-verbal Content Targeting the Global Market

1. Competitiveness of slapstick and non-verbal elements
2. Korean-Style Animation Linked with K-Food
3. Strong Character IP Specializing in Mukbang

Market Situation



ZombieCat's Yum Yum



ZOMBIECAT

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채널 맞춤설정

동영상 관리

커뮤니티 방문

Zombie Cat Preliminary Test Results

(Mar 2024 - Jul 2025) YouTube, TikTok / 20 Videos

홈

동영상

Shorts

재생목록

게시물

멤버십

스토어



최신순

인기순

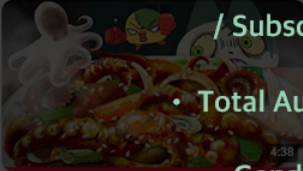
날짜순

• Video Peak Views: 900,000 / Shorts Peak Views: 9,050,000



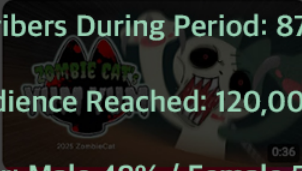
ZombieCat - 짜장면 Cooking & Mukbang/ASMR/Spicy myeon

조회수 42만회 · 5개월 전



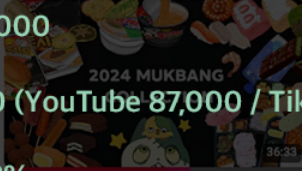
ZombieCat - 꾸꾸미볶음 Cooking & Mukbang/ASMR/Spicy Octopus

조회수 54만회 · 7개월 전



[ZombieCat: Teaser] 좀바캣 2025 공식 티저 예고편

조회수 2.6만회 · 9개월 전

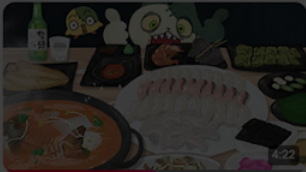


MUKBANG - season1 전체물아보기/36min/ZombieCat

조회수 7.5만회 · 9개월 전

- / Subscribers During Period: 87,000
- Total Audience Reached: 120,000 (YouTube 87,000 / TikTok 33,000)
- Gender: Male 48% / Female 52%
- Global Main Target: Ages 25-34 (40%), with increasing engagement

in Southeast Asia, especially Vietnam and Thailand



ZombieCat - 역대급 메뉴 Sashimi/해오름회식 당/모듬회

조회수 34만회 · 10개월 전



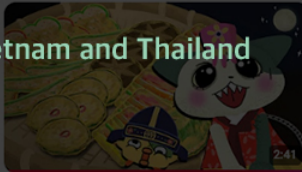
ZombieCat - Tteokbokki & Fried Food/mukbang/공떡공떡/떡볶이

조회수 4만회 · 11개월 전



좀비캣고 epi 1~8화 물아보기

조회수 20만회 · 1년 전



ZombieCat - Korean traditional pancakes/mukbang&cook/추석음식/한가위...

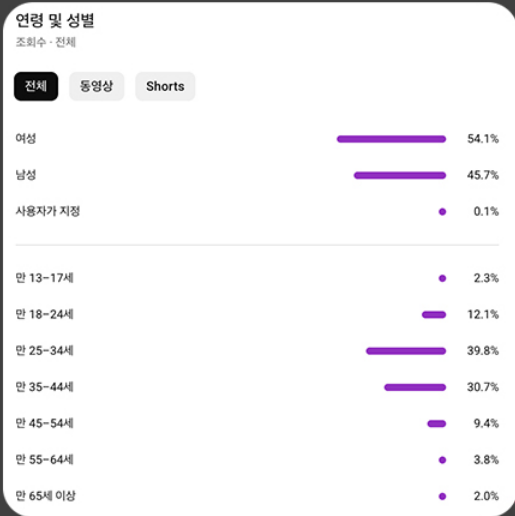
조회수 7.1만회 · 1년 전

# Market Validation & Traction



# ZombieCat's Yum Yum

\* Based on YouTube data



## Audience Demographics

Key Target: Ages 25-34 (approx. 40%)  
Gender Split: Male 46% / Female 54%



## Top Audience Markets

Indonesia — 15.6%  
South Korea — 12.7%  
Vietnam — 10.8%



## Viewer Engagement

73.7% — Continued Watching  
26.3% — Left

Meaningful Audience Data & Engagement Validated During the Initial Testing Phase

**Audience Response Validated — IP Ready for Global Expansion**

## Business Model & Revenue Strategy

## ZombieCat's Yum Yum

### ① Content Revenue

- YouTube / TikTok Advertising Revenue
- Content Licensing to OTT & Digital Platforms

### ② Brand Collaborations(F&B)

- Food Brand Collaboration Content
- Co-development of Menus & Products

### ③ Character Merchandise (MD)

- Figures, Stickers & Goods
- Food-Linked Character Merchandise

### ④ Licensing & Global Distribution

- Distribution through Global Platforms
- Character IP Licensing Agreements

**A K-FOOD-Based IP Turning Content Engagement into Real-World Revenue**

## Business Traction & Partnerships



## ZombieCat's Yum Yum

### - Exhibitions & Media Coverage

2024 Gwangju ACE Fair - Exhibitor / Featured in ETNews (Sep. 26, 2024)

2024 Character Licensing Fair, SPP, Content IP Market - Exhibitor

2025 Gwangju ACE Fair, Character Licensing Fair,

2025 Korea-Vietnam Character Licensing Festival - Exhibitor

### - F&B Collaborations

Happiness Dessert, Seoul - In-store promotional display collaboration (2024)

Haeoreum Hoesikdang - Collaboration with a local small business (2024)

Saehan Grain Co., Ltd. - Branded content collaboration featuring traditional Korean snacks (sweet potato, shell-shaped snacks, chocolate balls)

### - Partnerships & Brand Collaborations

Osan University, Department of Visual Design - Industry-Academia Partnership (2025)

Haitai O-Yes - Co-branded advertising campaign featuring a MagSafe portable battery (Nov. 2025)

### - IP & Creator Achievements

Copyright & Trademark Applications - Korea / China

2026 YouTube Korea Channel Membership Bootcamp - Selected

2025 & 2026 TikTok Korea Creator Summit - Selected

2026 TEMU Influencer Program - Selected

## Goods

## ZombieCat's Yum Yum

T-shirts



Cap



Keychain



Phone Case



Keycap



Phone Grip



AirPods Pro 2 Hard Case



# A Global Character IP Built on Proven Content, Expanding into the K-FOOD Business

A Scalable Revenue Model Connecting Content, Brand, Products, and Global Distribution

## Thank you

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