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OKWANG CONTENTS Co., Ltd

Introduction

Okwang Contents possesses strong expertise in collaboration, production, and partnerships across diverse fields, with a particular specialization in character-based content creation. In 2024, the company launched the character content “ZombieCat’s Yum Yum”. Building on this, it is currently developing character merchandise and producing animation, with the aim of expanding into the global market through collaborations with a wide range of partners.

Concept

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!

Content Categories

- Short-form Animation
- Character-based Content
- Meme & Comedy Content
- Viral Videos
- Brand Collaboration Content



MUKBANG Character

The cat bitten by a zombie.
But it loves human food too much?!



Genre: Slapstick Fantasy Mukbang
Type: FHD 2D digital
Format: **5-Minute Animated Series**
Target: Over Age 12

Storyline

Zombie Cat’s Slapstick Comedy Messing Around with New Foods

- 1 - Appearance of various situations and foods or ingredients
- 2 - Incidents and accidents that occur through food exploration or the start of cooking
- 3 - Full-fledged mukbang or development of unexpected situations
- 4 - Healing mukbang or twist ending; delivering information about the food

Character



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.



P.P

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

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.

CHANNEL STATISTICS

YouTube

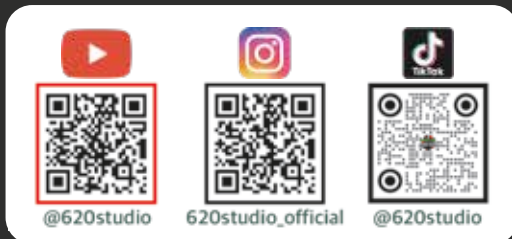
Subscribers: 86K
Monthly Views: 3.3M
YouTube Shorts
Highest View: 9M

Instagram

Followers: 1.5K

TikTok

Followers: 33K
Average Views: 10K~60K
Highest View: 1.9M



*QR link

AUDIENCE DEMOGRAPHICS

Top Countries

- South Korea
- Indonesia
- Vietnam
- Thailand
- Brazil
- United States

Age Groups

- 25 - 34: 41.7%
- 35 - 44: 31.9%
- 18 - 24: 9.2%

Gender

- Female 54.9%
- Male 45%

RATE CARD (Sample Pricing — Flexible Depending on Campaign Scope)

Content Type

- YouTube Shorts
- TikTok Short Video
- Instagram Reels
- Multi-platform Package
- Paid Ad Usage Rights
- Character/IP Integration

Details

Including upload
Around 60 seconds
Including upload
TikTok + Reels + Shorts
30 - 365 Days
Brand Content Production

Estimated Rate

₩500,000 ~ ₩1,500,000
₩500,000 ~ ₩1,500,000
₩300,000 ~ ₩1,000,000
₩1,500,000 ~ ₩3,000,000
Negotiable
Negotiable