



STICKS
&
STONES

Copywriting Agency

어느 나라에 있든 **공감**, 이것이 글로벌 **카피라이팅**

우리는 글로벌 광고와 브랜딩에
고도로 전문화된 카피라이팅 회사입니다.

Sticks & Stones is a highly specialized copywriting agency
for mission critical global advertisement
campaigns and brand identity.



STICKS
&
STONES



Our Birth

STICKS
&
STONES

저도 늘 답답했죠.

우리 나라 기업들이 훨씬 더 돋보일 수 있는데...

영어 카페에 따라 망신 당하거나, 멋지게 보여지는 차이를 목격해왔습니다.

원래 있던 창의적인 영감과 노고는 정작 다 묻혀 버렸죠.

미국에서 가장 큰 통신회사인 AT&T와 글로벌 기업 Coca-Cola에서 마케팅,

세계 제 1위 필름스쿨 USC에서 공부하며 에미상을 수상,

한국에서 가장 신뢰받는 영어 성우로서 큰 광고 에이전시들과 함께 작업한 경험을 토대로

특화된 회사의 설립을 결심했습니다.

높은 수준의 작업과, 세심한 주의를 기울인 크리에이티브,

거기에 완벽한 공.감.을 불러일으키는 카피까지 이 모두는

단언컨대, 오직 저희만이 제공할 수 있습니다.

이제 여러분에게 바칩니다.

스틱스 앤 스톤스



리처드 김 대표

Our Clients

SAMSUNG



Cheil



INNOCEAN
WORLDWIDE

TBWA

BBDO



LG SIGNATURE

KOREAN AIR

innisfree

AHC

THE FACE SHOP
NATURAL STORY

PENGTAI



sam
SEOUL

d:

AMOREPACIFIC

ORICOM
IMC IDEA GROUP

[plænit]



Clients Say



“각 나라마다의 독특한 문화코드를 심어 클라이언트의 사업을 성공으로 이끕니다.”
이노션 김정환 넥스트 그룹장

“가능한 대안들을 하나하나 짚어주는 세심함 그야말로 진정한 파트너십을 느낄 수 있게 해주셨습니다.”
SK Planet 김승환 부장

“단순히 눈에 보이는 글이 아닌 그 이상의 의미로 늘 우리가 감탄하게 만든다”
메리고라운드 이석희 PD




“작은倪앙스 차이조차 놓치지 않는 섬세함 – 좋은 파트너를 만났다는 즐거움을 느꼈습니다.”
SK Planet 윤태구 국장

“기발한 아이디어로 글로벌 콘텐츠에 딱 맞는 영문 카피를 만들어내는 회사.”
리퀴드 포스 민태하 대표

“놓치기 쉬운 작은 의미에도 디테일을 잡아내고야 맙니다.”
플랜잇 정성원 PD



Project Authors:

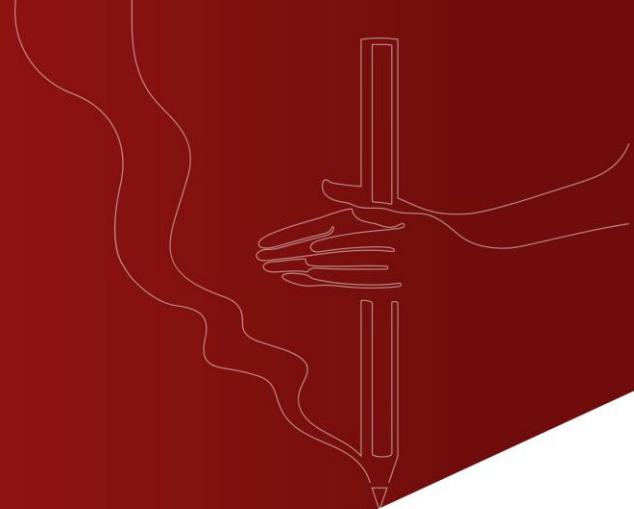
	Job Title	Name	Education	Background
	Creative Director	Richard Kim	UC Berkeley, USA BA in Political Science USC Cinema, USA MA in Film Production	<ul style="list-style-type: none"> · Emmy Award, CINE Golden Eagle Award Winner · English Voice Actor – 15 years · Arirang TV MC – 8 years · Script Writer for C-level Executives, Diplomats · Native in American English / Nationality: USA
	Head Copywriter	James Chung	James Madison University, USA BS in Writing, Rhetoric and Tech. Comm.	<ul style="list-style-type: none"> · Woon IP Law Firm – Senior Manager · YEK Glass – Overseas Marcom · Vice Media, Washington Post, DK Eyewitness – Contributor · Native in American English / Nationality: USA
	Lead Copywriter	Brixton Sandhals	The King's University, Canada BA in English Literature	<ul style="list-style-type: none"> · New York Times – Project Editor · Are.na Annual – Essayist · DEMO Fashion and Gingerite – Copywriter · Native in North American English / Nationality: Canada
	Account Manager	Sein Park	Hankuk Univ. of Foreign Studies, Korea BA in Spanish BA in SW & AI	<ul style="list-style-type: none"> · Latin American Studies Institute – Assistant · Writer and reporter, campus English journal “The Argus” · Native in Korean. Additional: English, Spanish
	Account Executive	Natalie Lee	Ewha Womans University, Korea BA in Psychology	<ul style="list-style-type: none"> · Everland – Research Assistant / Translator · DYB Choison Language Institute – Head Instructor · Freelancing Translator with Specialty in Marketing · Bilingual fluency in English and Korean, Additional: Japanese
	Translator	Hyolim Ahn	Ewha Womans University, Korea BA in English Language and Literature	<ul style="list-style-type: none"> · Korean–English, English–Korean Translator – 15 years · Lotte Hotel Magazine – Translator · Arirang TV & Radio – Writer · The Dong-A Ilbo – English Editor · The Korea Herald – Reporter

전담팀원 구성:

	Job Title	Name	Education	Background
	Creative Director	Richard Kim	UC Berkeley, USA 정치학 학사 USC Cinema, USA 영화연출 석사	<ul style="list-style-type: none"> · 에미상, 씨네 이글상 수상 · 영어전문 광고 성우 - 15년 · 아리랑 TV 국제방송 MC - 8년 · C-level 기업 임원, 외교관 연출물 작성자 · 모국어: 미국 영어 / 국적: USA
	Head Copywriter	James Chung	James Madison University, USA 기술과학 커뮤니케이션 학사	<ul style="list-style-type: none"> · 우인 IP 법률사무소 - 선임 매니저 · YEK Glass - 해외 마케팅 · 바이스 미디어, 워싱턴 포스트, DK 아이위트니스 - 기고자 · 모국어: 미국 영어 / 국적: USA
	Lead Copywriter	Brixton Sandhals	The King's University, Canada 영문학 학사	<ul style="list-style-type: none"> · 뉴욕 타임즈 - 프로젝트 에디터 · Are.na Annual - 에세이스트 · 데모 패션과 진저마이트 - 카피라이터 · 모국어: 북미 영어 / 국적: 캐나다
	Account Manager	Sein Park	한국외국어대학교, 대한민국 스페인어 학사 SW & AI 학사	<ul style="list-style-type: none"> · 중남미연구소 연구보조원 · 작가/기자, 영어 교차 "The Argus" · 모국어 - 한국어, 영어, 스페인어 구사
	Account Executive	Natalie Lee	이화여자대학교, 대한민국 심리학 학사	<ul style="list-style-type: none"> · 에버랜드 동물원 연구조사원/번역가 · DYB최선어학원 대표강사 · 마케팅 전문 프리랜서 번역가 · 이중언어 - 한국어, 영어, 일본어 구사
	Translator	Hyolim Ahn	이화여자대학교, 대한민국 영어영문학 학사	<ul style="list-style-type: none"> · 영한, 한영 번역가 - 15년 · 롯데호텔매거진 - 번역가 · 아리랑 TV & Radio - 작가 · 동아일보 - 영문 편집자 · The Korea Herald - 기자

Portfolio

STICKS & STONES



Website

Genesis

Project: Website

웹사이트 국문 카피 - Genesis G90

“ 순간의 아름다움을 넘어
잊혀지지 않는
우아함을 선사합니다 ”



Hyundai

Project: Website

웹사이트 카피 - Hyundai Cheering Stadium

“ How do you cheer
for your team? ”



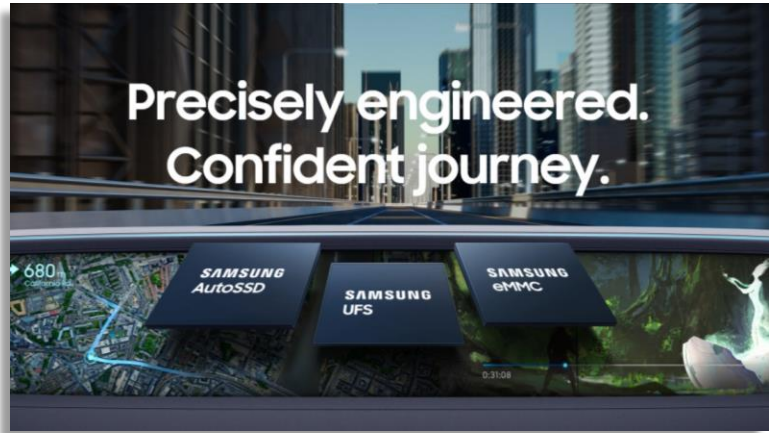
Samsung Memory

Project: Website

웹사이트 카피, KVC – Automotive Memory

“ Precisely engineered.
Confident journey.”

SAMSUNG



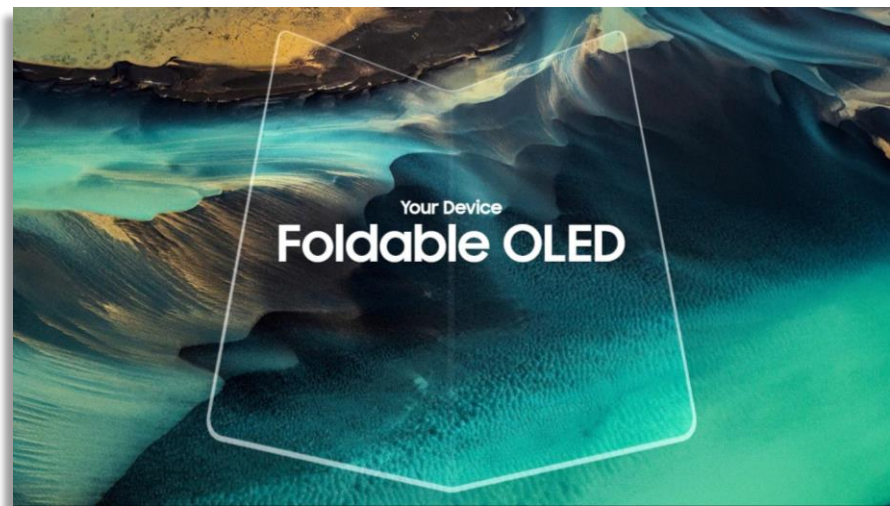
Samsung SDC

Project: Website

웹사이트 카피 – OLED ERA Website

“ Self-lit, simple, and slim. ”

SAMSUNG



Samsung SDC

Project: Website

웹사이트 카피 – OLED to Sand Project

“ Recycled glass keeps coastlines beautiful. ”

SAMSUNG



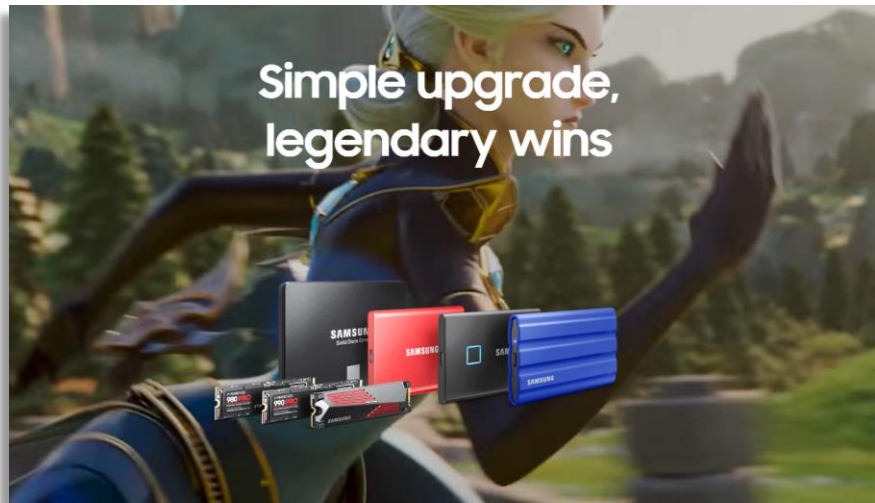
Samsung Memory

Project: Website

웹사이트 카피, KVC – Samsung Gaming Storage

“ Simple upgrade,
legendary wins ”

SAMSUNG



LG Energy Solution

Project: Website

웹사이트 카피 – LG enblock Global Site

“ Always Just the Right Size ”



LG Display

Project: Website

웹사이트 카피 - LG OLED Space

“ A new standard
for your space
and lifestyle ”



A NEW STANDARD FOR YOUR SPACE AND LIFESTYLE



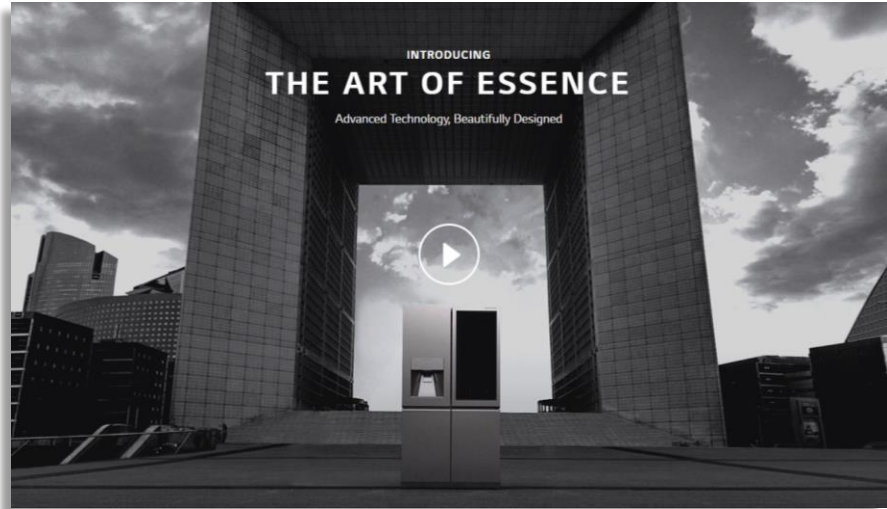
LG SIGNATURE

Project: Website

웹사이트 카피 - LG SIGNATURE 글로벌 웹사이트

“ SIMPLICITY. PERFECTION. ”

LG SIGNATURE

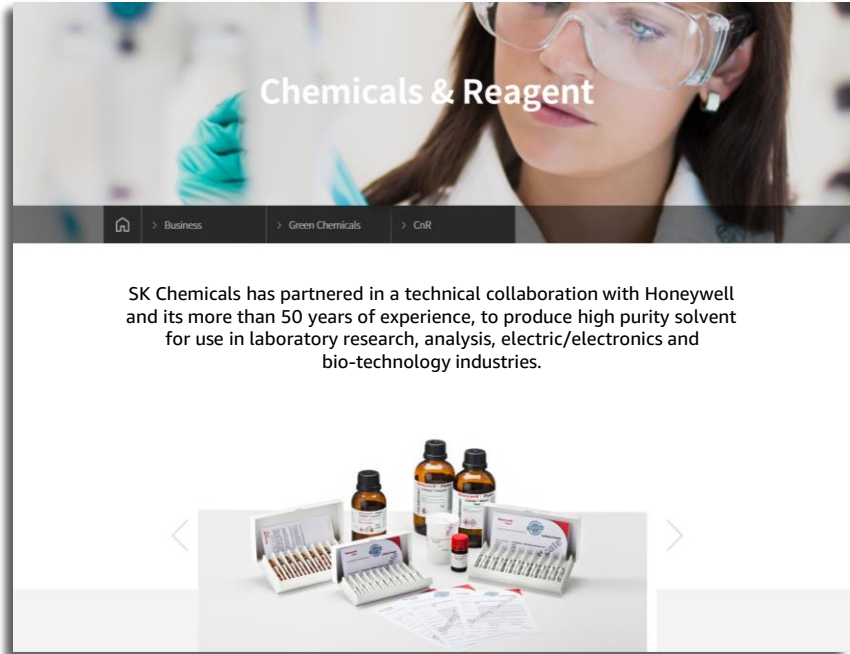


SK Chemicals

Project: Website

브랜드 제품 소개글 & 웹사이트 카피

“ SK Chemicals and Honeywell Collaborative Excellence ”

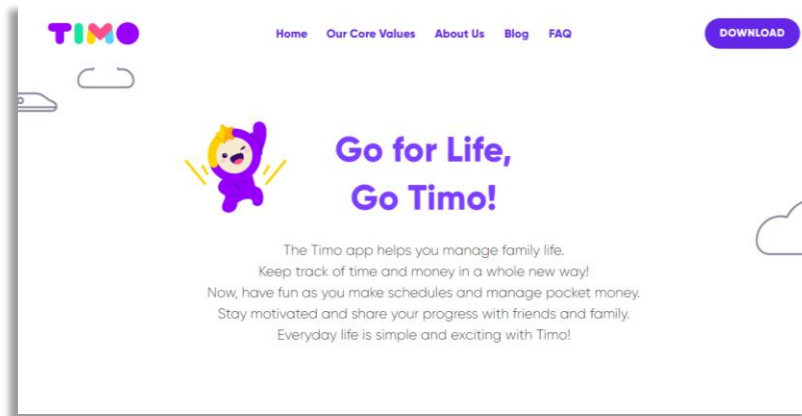


Timo

Project: Website

웹사이트 카피 - Timo 홈페이지

“ The Right Kind of Screen Time ”



CEO Speech/ Scriptwriting

LG Group

Project: Speech/Script

New Year's Message –

LG Group Chairman, Koo Kwang-mo

“Customer value
at the center of all we do,”



LG Electronics

Project: Speech/Script

Life's Good Award Speech –

LGE CEO, Cho Joo-Wan

“ Superb ingenuity
demonstrated clear
opportunities. ”



Hyundai

Project: Speech/Script

Scriptwriting – CEO Chung Eui-sun

Keynote Speech CES 2022

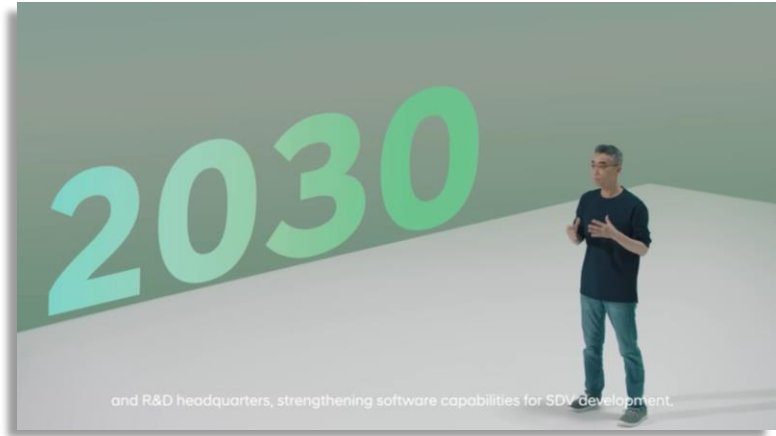
“Robotics isn't dreams and fiction anymore.
Robotics is what's now.”



Hyundai

Project: SDV Keynote - Software House
Scriptwriting – Software Defined Vehicle Global Forum

“Entering a new era of mobility through software ,”

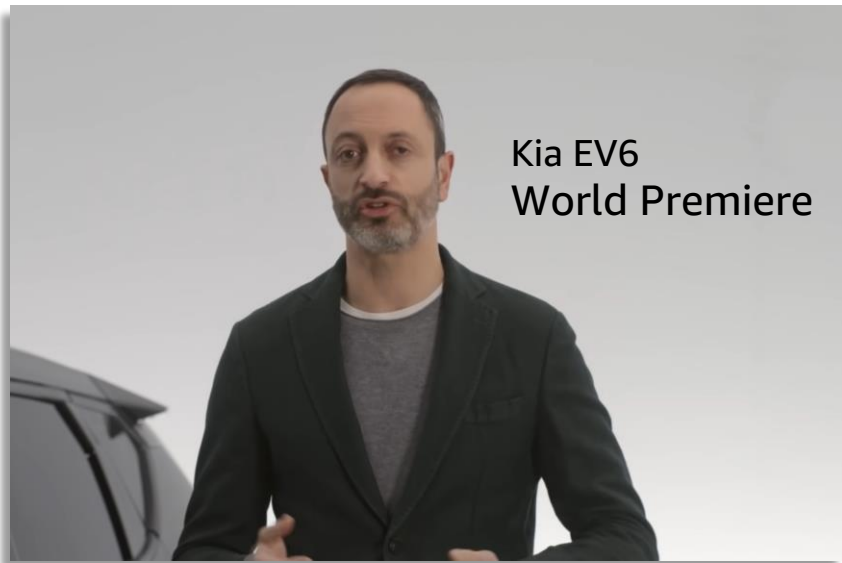


Kia

Project: Speech/Script

최초 공개 온라인 이벤트 - Kia EV6

“ EV6’s design gives people new inspiration for their thoughts, movement, and way of life. ”



Slogan

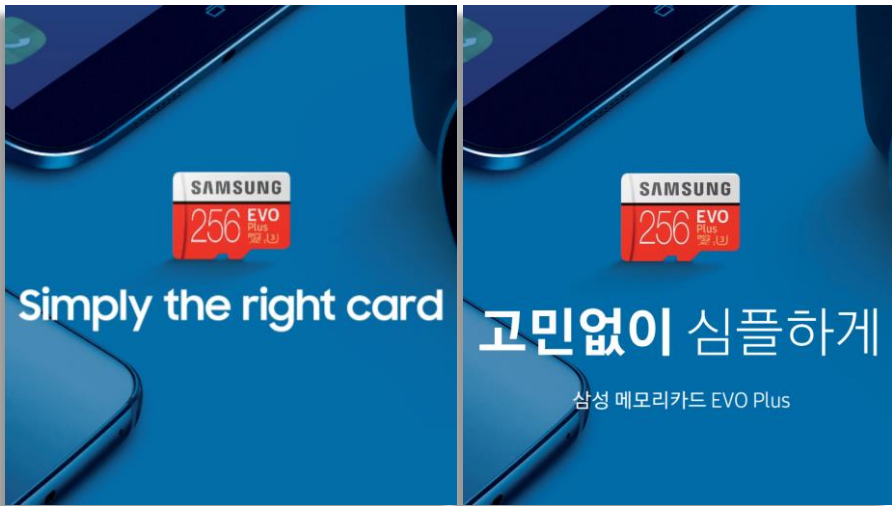
Samsung Memory

Project: Slogan

글로벌/국문 제품 슬로건 - EVO Plus microSD Card

“ Simply the right card
고민없이 심플하게 ”

SAMSUNG

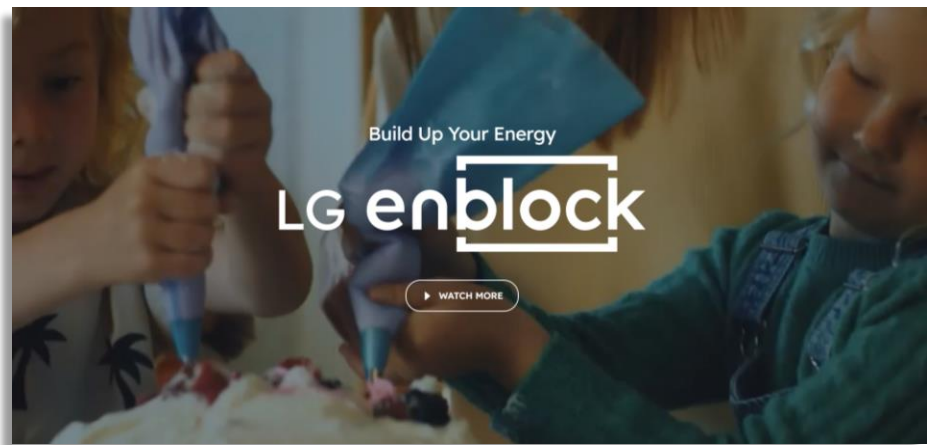


LG Energy Solution

Project: Slogan

제품 태그라인 - LG enblock

“Build Up Your Energy”



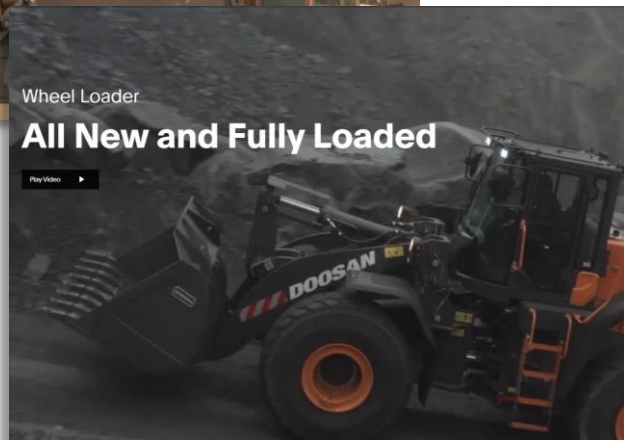
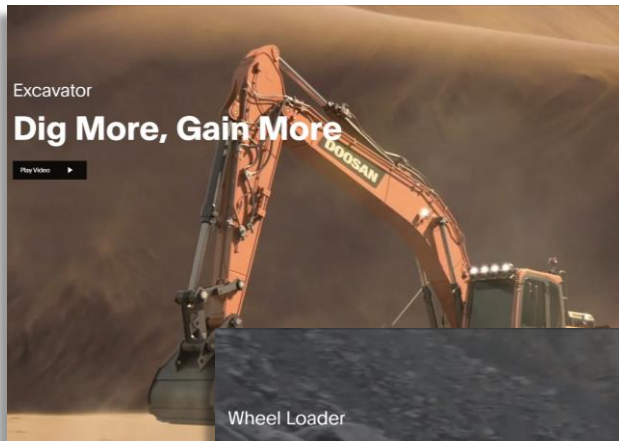
Doosan

Project: Slogan

제품 슬로건/서브카피

“ Dig More, Gain More ,,

“ All New and Fully Loaded ,,



SK Hynix

Project: Slogan

글로벌 슬로건, 국제 홍보영상

“The outside
is created from within,,



SK ZIC

Project: Slogan

글로벌 슬로건 제작

전 세계 모든 제품 적용

“ EVERY DROP WITH
GENUINE TECHNOLOGY ,”

SK ZIC
EVERY DROP WITH
GENUINE TECHNOLOGY



NCSOFT

Project: Slogan

슬로건 - Lineage W

“ Blood Pledge
without Boundaries ”



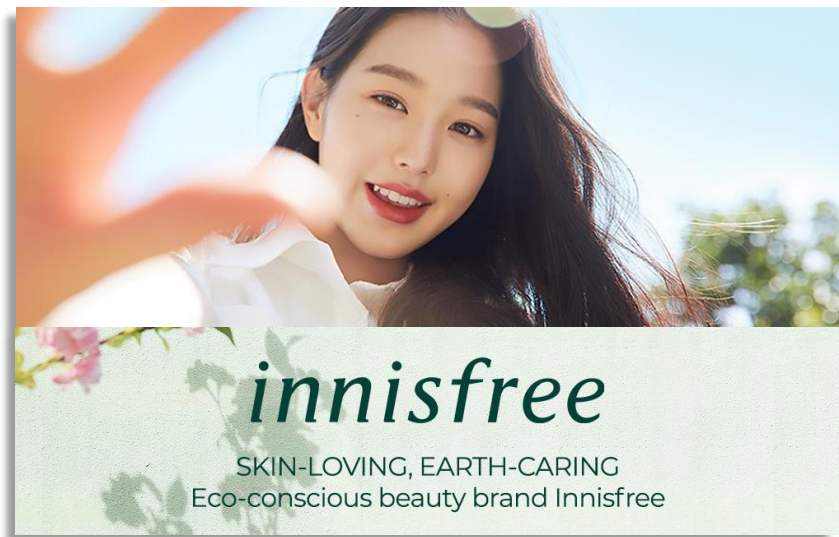
innisfree

Project: Slogan

브랜드 슬로건, Manifesto

“ Skin-Loving, Earth-Caring ”

innisfree



VODANA

Project: Slogan

Global Brand Slogan

“Just the right touch of charm,,”

Just the right touch of charm

섬세한 감각, 부드러운 터치로 나만의 스타일을 완성하세요.



VODANA

AHC

Project: Slogan

제품 태그라인 - Peony Bright

“Awaken the Pink Peony Radiance
of Your Skin”

AHC



AHC

Project: Slogan

제품 태그라인 7종

“ Hydrate. Firm. Protect. ”

AHC



evermay

Project: Slogan

슬로건 & 핵심 가치 - evermay

“ IT'S TIME TO SMILE ”

ever  may
IT'S TIME TO SMILE



Naming

Samsung Monitor

Project: Naming

라인업 네이밍 – ViewFinity

ViewFinity



SAMSUNG

Brand Manifesto

Hyundai

Project: Manifesto
World Cup Manifesto

“ The Goal of the Century:
a sustainable future. ”

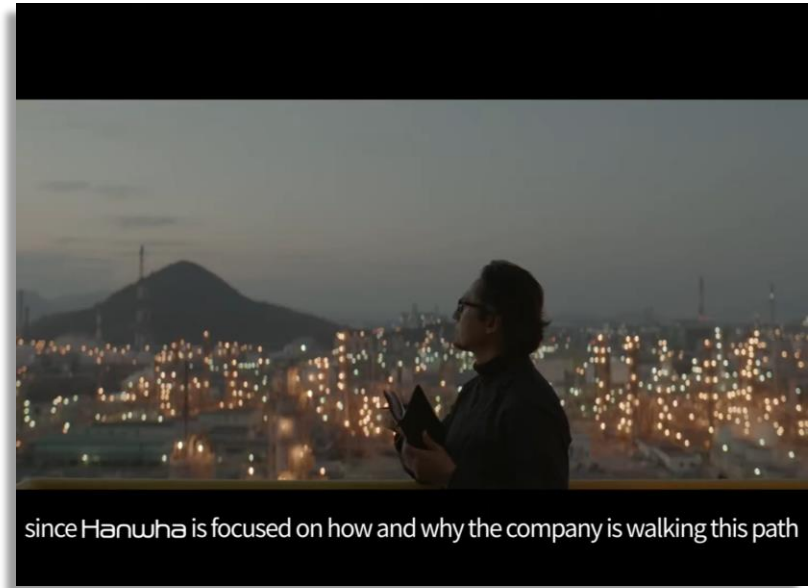


Hanwha

Project: Manifesto

홍보영상 - 한화그룹

“ This is Hanwha’s promise ”



AHC

Project: Manifesto

브랜드 매니페스토 영상

“ Beauty is far more precious
when shared ”

AHC



Online Feature

Samsung Mobile

Project: Online Feature

온라인 피쳐 – Galaxy Watch Active2

“ Healthy living starts with a clear mind ,”



SAMSUNG

Samsung Memory

Project: Online Feature

온라인 피쳐 - DDR5

“ Breakthrough
performance
redefines tomorrow ”

SAMSUNG



Samsung Memory

Project: Online Feature

온라인 피쳐 - uMCP

“ Combined
for the 5G world ”

SAMSUNG



Samsung Memory

Project: Online Feature

온라인 피쳐, 디지털 영상 광고 -

UFD BAR Plus, DUO Plus, FIT Plus

“ Speed in Style ,”

SAMSUNG



Samsung Memory

Project: Online Feature

온라인 피쳐 – PM9A1 Client SSD

“ Responsive. Remarkable. ”

SAMSUNG



Samsung Memory

Project: Online Feature

온라인 피쳐 – 980 PRO w/ Heatsink

“ Unleash the power... ”

SAMSUNG



Samsung Memory

Project: Online Feature

온라인 피쳐, KVC – 990 PRO & 990 PRO w/ Heatsink

“ Blistering speed,
endless victory ”

SAMSUNG



Samsung Monitor

Project: Online Feature

피쳐 페이지 – Odyssey x T1

“ United to the next era ,”

SAMSUNG



Samsung Monitor

Project: Online Feature

온라인 피쳐 – Odyssey G7 T1 Faker Edition

“ T1, even at its core ”

SAMSUNG



Samsung Monitor

Project: Online Feature

온라인 피쳐 – Odyssey G9

“ For worlds of gaming and more ”

SAMSUNG

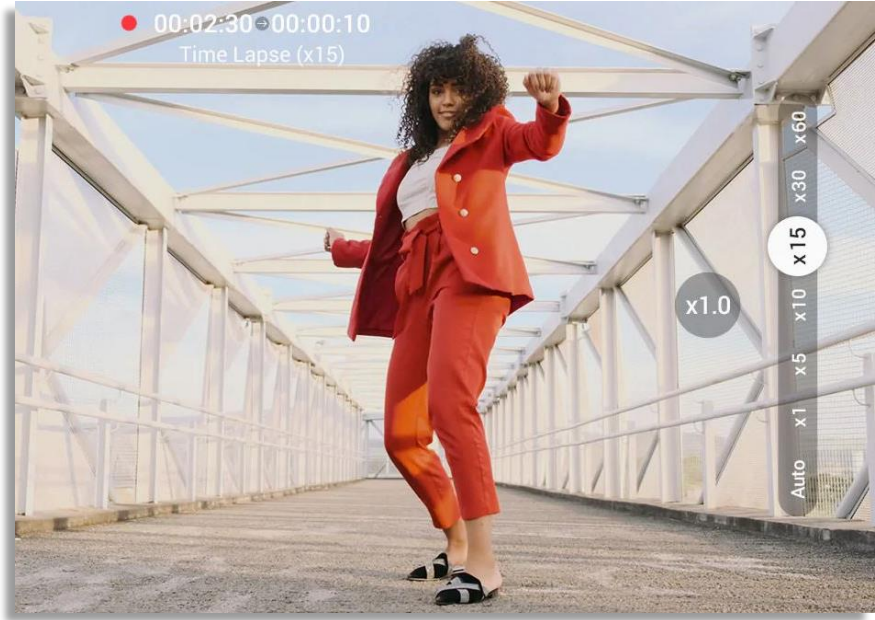


LG Mobile

Project: Online Feature

온라인 피쳐 - LG WING

“ Swivel It How You Like It ”



LG Mobile

Project: Online Feature

온라인 피쳐 - LG Q7 BTS Edition

“BTS in Your Phone's DNA”



SNS

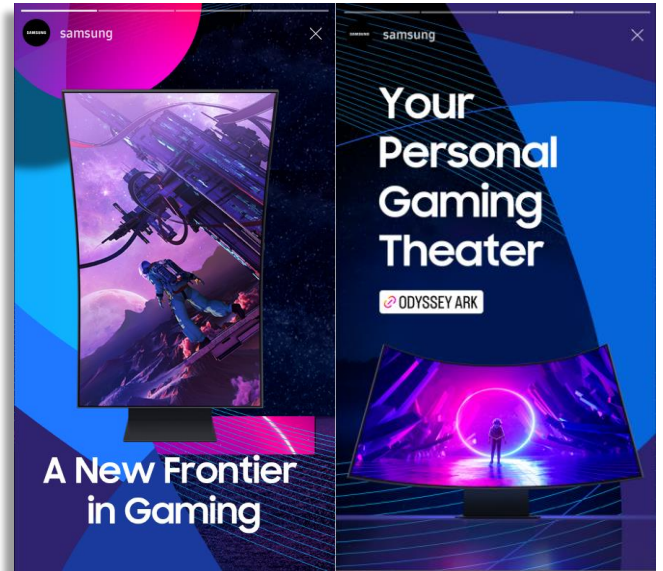
Samsung Monitor

Project: SNS

SNS Copy – Odyssey Ark

“ Spatial sound. All around. ”

SAMSUNG



Melon

Project: SNS

디지털 영상, SNS Copy

“The longest chart reign among Soul Pop Artists ”

Melon



LG SIGNATURE

Project: SNS

2020 CES SNS Copy

“ InstaView shows you what’s
Inside with just a knock. ”



TVC/ Online Video

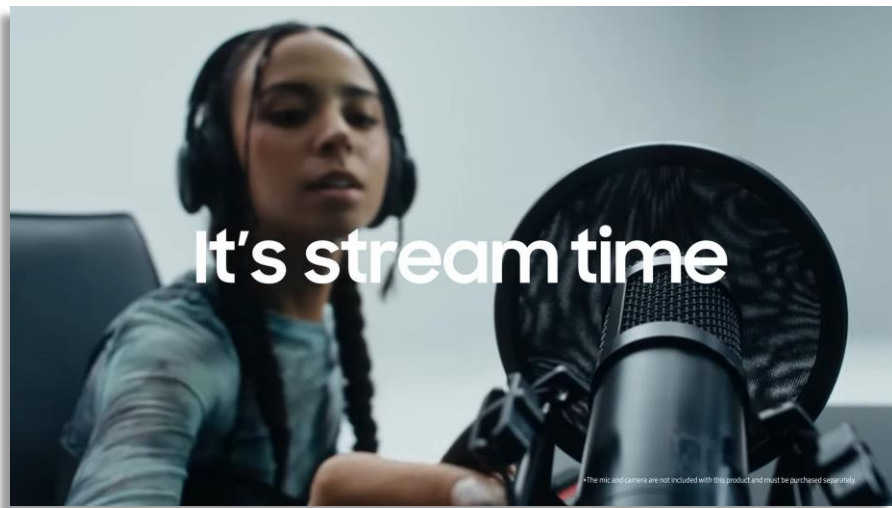
Samsung Monitor

Project: Video

디지털 영상 광고 - Odyssey Ark

“ It's stream time ”

SAMSUNG



Samsung Memory

Project: Video

디지털 영상 광고 - LPDDR5

“ 5G. All in the memory. ”

SAMSUNG



Samsung Monitor

Project: Video

디지털 영상 광고 - Odyssey Neo G8

“ The Best by the Best ”

SAMSUNG



Samsung

Project: Video

디지털 영상 - "Film in 8K, Watch in 8K" Full Script

“ Film in 8K, watch in 8K:
To my bear ”

SAMSUNG



Samsung

Project: Video

디지털 영상 – "Film in 8K, Watch in 8K" Full Script

“ Film in 8K, watch in 8K:
To mom & dad ”

SAMSUNG



Samsung

Project: Video

디지털 영상 – SmartThings Lifestyle Film

“ How to Get Closer with SmartThings
in 3 Days ”



SAMSUNG

LG Chem

Project: Video

디지털 영상 광고 – 2022 LG Chem Brand Film

“That’s Science,,”



LG

Project: Video

이벤트 페이지, 디지털 영상 광고 -

2020 LG UltraWide Festival

“ Keep missing the tiniest errors? ,”

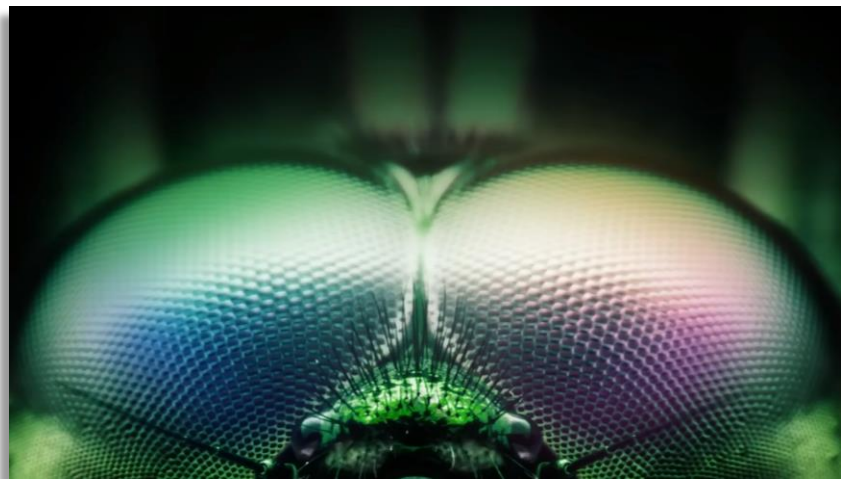


LG Display

Project: Video

디지털 영상 광고 – META OLED Comparison Video

“ Now, witness Meta Technology
with your own eyes. ”

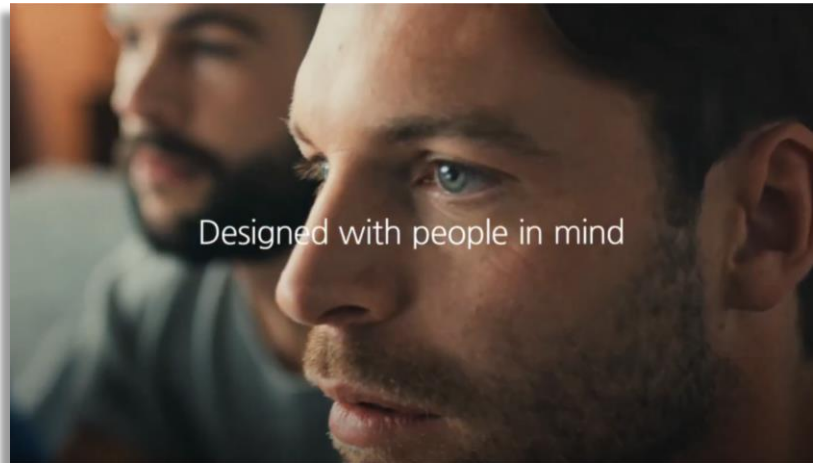


LG Display

Project: Video

디지털 영상 광고 - CES 2021 티저

“ Designed with people in mind ”



LG Display

Project: Video

디지털 영상 광고, -

LG Gaming Display Video - Full Script

"3 Reasons You're Losing Games"

“A split second can mean life or death”



LG Display

Project: Video

디지털 영상 광고 - LG Nano Cell TV

“ True colors, no lie. ”



LG

Project: Video

디지털 영상 광고 - 2021 All New LG gram

“ Take your ideas, work,
imagination, everywhere ,”



LG SIGNATURE

Project: Video

디지털 영상 광고 – LG SIGNATURE Washing Machine

“ A harmony of enamel and porcelain for a timeless aesthetic. ”

LG SIGNATURE



LG SIGNATURE

Project: Video

디지털 영상 광고 -

LG SIGNATURE at London Design Festival

“ Insightful conversation
with world renowned masters ”



LG SIGNATURE

LG OLED

Project: Video

TVC – OLED TV END Copy

“ Lit with Life TV „



Doosan

Project: Video

국제 홍보영상/인쇄 광고

“ A better future
for our planet
and all its people „



From clean renewable energy to leading-edge construction equipment,
and seawater desalination with the world's best infrastructure development technology,
Doosan is creating a better future for our planet and all its people.



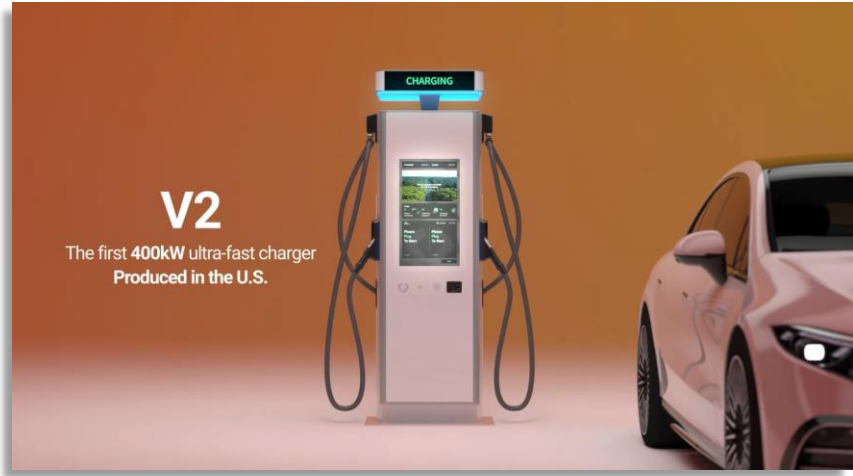
Building your tomorrow today

SK Signet

Project: Video

디지털 영상 – V2 EV Charger

“ Just charging for 15 minutes
can take you from
LA to Las Vegas. ”



SK Innovation

Project: Video

디지털 영상 광고 – Big Picture of Innovation

“ We never stop innovating
for the future ”



nau

Project: Video

디지털 영상 광고 – Act Right nau Campaign

“ The art of sustainability
doesn't need to be difficult „

nau



Samsonite

Project: Video

디지털 영상 광고 - Samsonite 뒷모습 드라마

“ Every bag has a story ”

Samsonite



Hyundai

Project: Video

디지털 영상 - IONIQ Concept 'SEVEN'

“ Welcome to the new era of mobility
to change our lives. ”



Hyundai

Project: Video

디지털 영상 – Seoul Vibe x Hyundai

“ Whether a prosecutor or a car,
first impressions matter. ”



Hyundai

Project: UAM Supernal Video

영상 광고 - UAM

“ We know the future
because we make it. ”



Hyundai

Project: Video

디지털 영상 광고 – Easy Life with Smart Technology

“You’re watching
the future unfold,”



Hyundai

Project: Video

디지털 영상 광고 - Shackleton's Return

“ There is no greater journey
than the pursuit of a dream ,”



Kia

Project: Video

TVC – Kia UEFA Europa League

“ For us, it's beyond football.
It's life. ”



NCSOFT

Project: Video

디지털 영상 – Throne & Liberty Promotional Video

“ A first world unlike any before ,”



Asiana Airlines

Project: Video

디지털 영상 광고 - 인천공항 제1터미널 이전

“ Even closer.
More delightful.
More comfortable. ”

ASIANA AIRLINES 



다시 돌아올 것입니다

Asiana Airlines

Project: Video

디지털 영상 광고 - 여행이 떠났다

“
For the first time,
travel left us. ”

ASIANA AIRLINES 

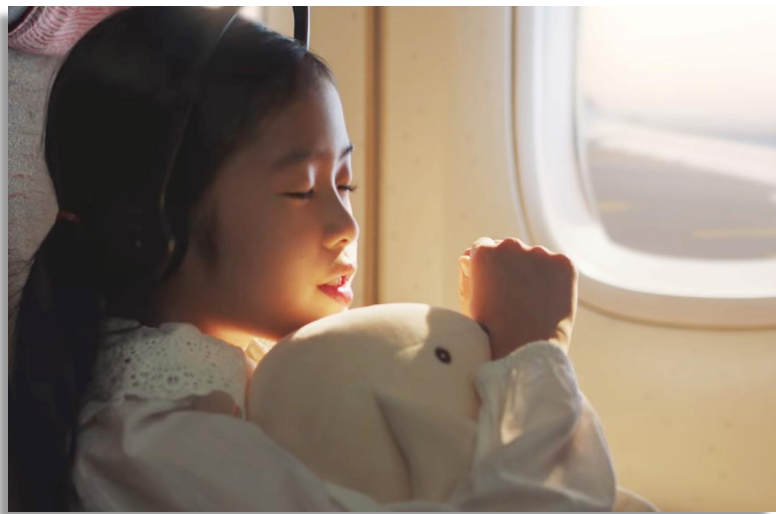


Asiana Airlines

Project: Video

디지털 영상 광고 - 운항 재개

“ Conversation lovers,
with fresh foreign language skills „



Korean Air

Project: Video

디지털 영상 광고 국문 카피 – Korean Air X Delta Air Lines

“ 대한항공과 델타항공이
하나로 납니다 ”

KOREAN AIR



MUSINSA

Project: Video

디지털 영상 광고

“ Unbox Exclusive Trends
from Seoul ”



MUSINSA

BLACK YAK

Project: Video

TVC – Made for Missions

“ My mission never ends.
The challenge never stops. ”

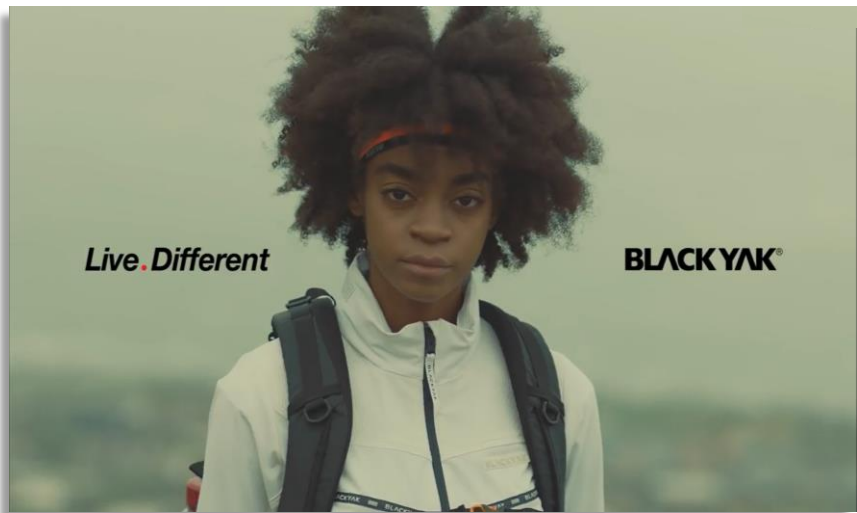


BLACK YAK

Project: Video

TVC – Live Different Campaign

“ I’m not wrong.
I just live a little differently. ”



Kakao Pay

Project: Video

회사 소개 영상

“KakaoPay.
But more than just pay.”

kakaopay



PyeongChang Special Olympics

Project: Video

TVC/디지털 영상 광고 - 평창 스페셜 올림픽

“ I can put my heart into it
just like you ”



Laneige

Project: Video

TVC, 인쇄 광고, 디지털 영상 - Water Sleeping Mask

“ For Good Morning skin, tomorrow,, ”



LANEIGE

AHC

Project: Video

제품 영상 - Aqualuronic

“ Based on Aesthetic Clinic Experience ”

AHC



ARTISTRY

Project: Video

지면/디지털 영상 광고 - Skin Nutrition Series

“Awaken the Force of Your Skin,,


ARTISTRY™



Aestura

Project: Video

디지털 영상 광고

“ Results you can see,
MediBeauty ”

ΔESTURA



Expo/ Launching

Samsung SDC

Project: Expo/Launching

2023 CES Key Message & Zone Titles

“ Disruptive Tech Journey
Unlocks Sustainable Futures ”

SAMSUNG



Samsung Mobile

Project: Expo/Launching

Samsung Galaxy Unpacked

S20 Fan Edition

“ All you want,
to do all you love. ”



SAMSUNG

LG

Project: Expo/Launching

Convention copy – 2023 CES LG SIGNATURE Zone

“Elevate every part of life,
through your unwavering
pursuit of excellence.”



LG

Project: Expo/Launching
Convention Video – LG PLUSPOT

“ Everyday by my side, PLUSPOT ”



Hyundai Department Store Duty Free

Project: Expo/Launching

브랜드 런칭 키 카피

“ THE ULTIMATE DESTINATION ,”



HYUNDAI
DEPARTMENT STORE



Genesis

Project: Expo/Launching

디지털 쇼룸 – Genesis G80

“ Where the original
Genesis design identity begins ,”



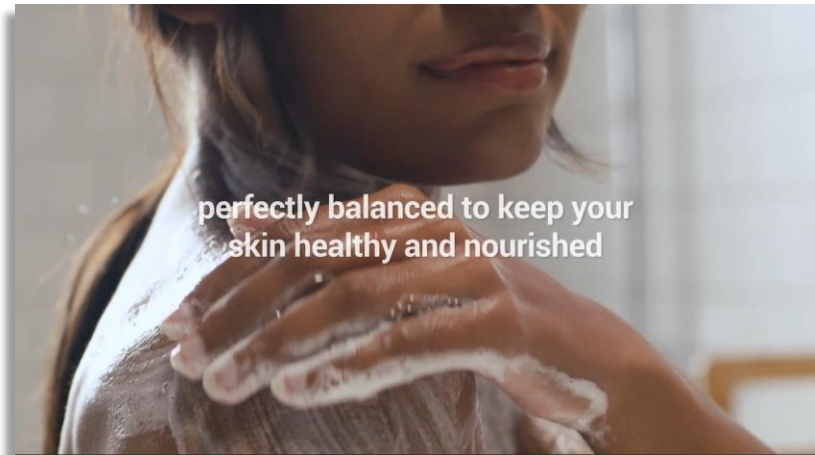
Karl&Häns

Project: Expo/Launching

브랜드 런칭 영상

“ perfectly balanced to keep your skin healthy and nourished ”

Karl&Häns



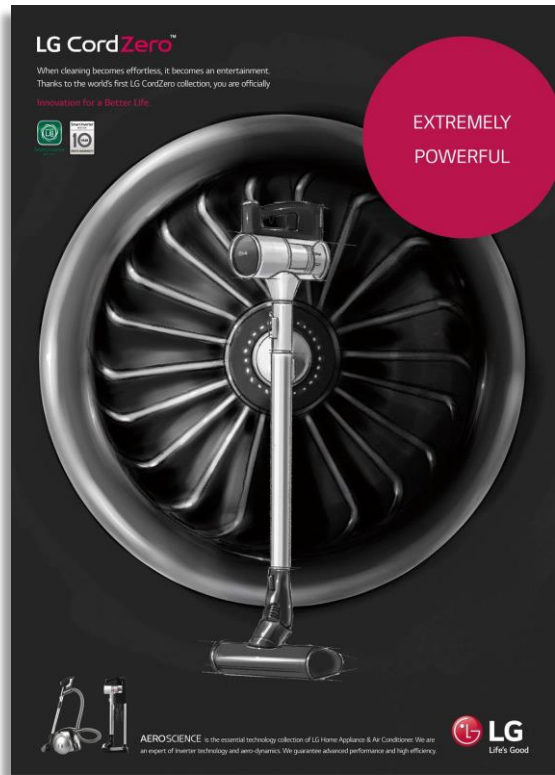
OOH/Print

LG

Project: OOH/Print

인쇄 광고 - LG CordZero

“ When cleaning becomes effortless,
it becomes an entertainment. ”



SK Innovation

Project: OOH/Print

인쇄 광고

“ Everywhere in the world
SK Innovation is here ”



Europe's electric cars
Innovation is here
SK Innovation's high efficiency
electric car batteries

China's chemicals
Innovation is here
SK Innovation, cooperating largest
Korea-China chemical complex

Russia's lubricants
Innovation is here
SK Innovation's lubricants
rated no.1 in Russia

America's energy
Innovation is here
SK Innovation's independently
operated shale gas production

Everywhere in the world
SK Innovation is here
We never stop innovating for the future

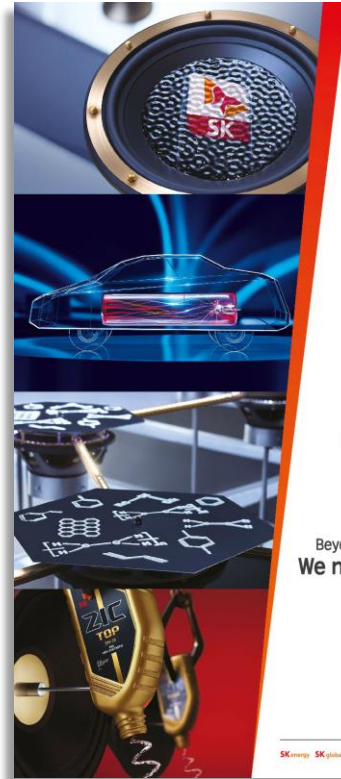
SK innovation | SK energy | SK global chemical | SK lubricants | SK incheon petrochem | SK trading international

SK innovation

Project: OOH/Print

인쇄 광고

“ We never stop innovating
for the future ”



**Korea's energy leader.
Beyond borders**
*Exported to 87 countries,
aiming for more.*

**Electric vehicle batteries.
Beyond the impossible**
*Aiming for over 700km
on a single charge.*

**Next gen materials.
Beyond all convention**
*Aiming to develop
material 5 times lighter than steel.*

**High-performance lubricants.
Beyond the limits**
*Engine life extended by 27%,
and aiming for more.*

Beyond Korea, Further to the world
**We never stop innovating
for the future**



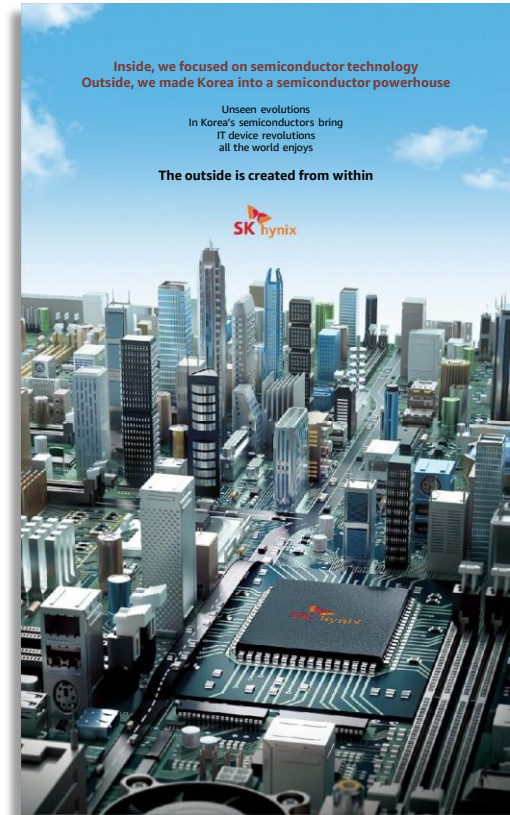
SK energy SK global chemical SK lubricants SK incheon petrochem SK trading international

SK hynix

Project: OOH/Print

글로벌 슬로건, 인쇄 광고

“ The outside is created from within ,, ”



SK telecom

Project: OOH/Print

인쇄 광고 - UO 스마트빔 레이저

“ Falling into a full HD-class vivid temptation! ”

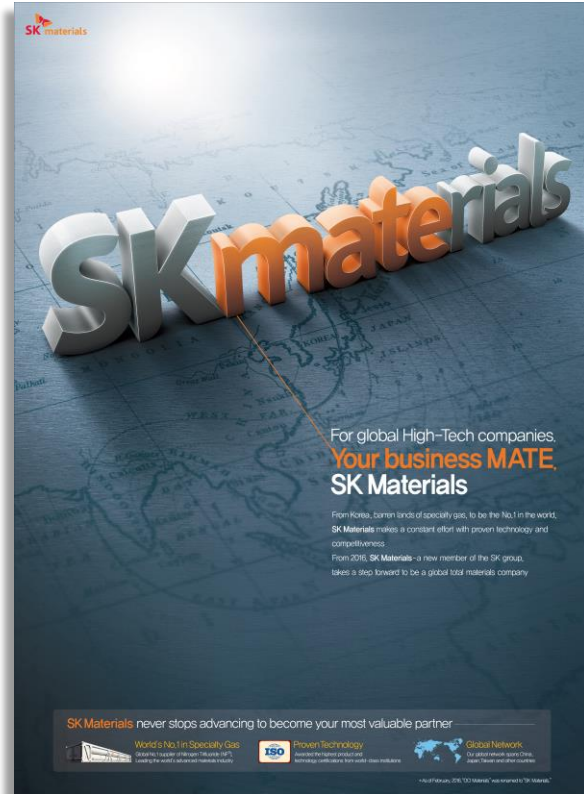


SK materials

Project: OOH/Print

인쇄 광고

“ SK Materials never stops advancing to become your most valuable partner ”



KT

Project: OOH/Print

인쇄 광고 - KT 5G

“ 5G. Technology Korea needs now ”



KB Financial Group

Project: OOH/Print

인쇄 광고 – K-Bee Project: OOH/Print

“ A sweet encounter between figure skating stars ”



FINANCIAL SERVICES DELIVERING CHANCES

Changing the world with
K-Bee Project

A sweet encounter between figure skating stars

Two skating stars Cha Eun-woo and Lee Hae-in had a sweet meetup at Seoul Forest's K-Bee Urban Bee Farm.

The two athletes realized the importance of bees and decided to do something to help them to flourish. They will be participating in the K-Bee Project.

KB Financial Group will continue to take the lead in restoring bee ecosystems.

To BEE continue
Korea Better
KB Financial Group

Lee Hae-in, South Korean National Figure Skater

Cha Eun-woo, South Korean National Figure Skater

K-Bee Project
KB Financial Group's K-Bee Project is restoring bee ecosystems through bee-friendly forests and Urban Bee Farms.

K-Bee Urban Bee Farm No. 2, Seoul Forest
Established by KB Financial Group, Seoul Forest, and Seoul Metropolitan Government, it is a place where bees and humans can coexist.

KB will be together with Busan to host the World Expo 2020 Busan.

KB Financial Group

KB Financial Group

Project: OOH/Print

인쇄 광고 – World EXPO 2030

“ The hope of the people is always rooted in Busan ”



FINANCIAL SERVICE DELIVERING CHANGES

Small Library gives a Blessing of Hope

1996 - Busan teaches a lesson for the world's libraries

Busan is Ready

It all started in Busan, where Grandma's hidden cash jar, Dad's rainy-day fund, and kids' piggy banks, together sown the seeds for Balseong-dong's Neodaeun-Gilsova Tree Library.

A sprout of hope from the humble hearts of a local community, grew to become 'KB Small Libraries', where people take initiatives to greater heights, with a network of 128 busan-robusts, including 7 right in Busan.

From a festival of world-class filmmaking that boosted the nation's prestige, to a festival for 4.5 billion Asians, that boosted the reputation of Korean pop-culture, the hope of the people is always rooted in Busan.

Once again, to spread the hope of South Korea-eem world, KB stands in full support of Busan as the host of the World Expo 2030 Busan.

Korea Better
KB Financial Group

Bringing the World together at the World Expo 2030 Busan

2020 Busan International Film Festival
4th World Cinema Festival

Small Library

KB helps give the dreams of every child through books.
From 2010 to 2022, KB Small Libraries were established in 128 locations nationwide.
In 2023, KB will open 8 more libraries to help children dream bigger through the gift of reading.

World Expo 2030
BUSAN, KOREA

KB allies together with Busan to host the World Expo 2030 Busan.

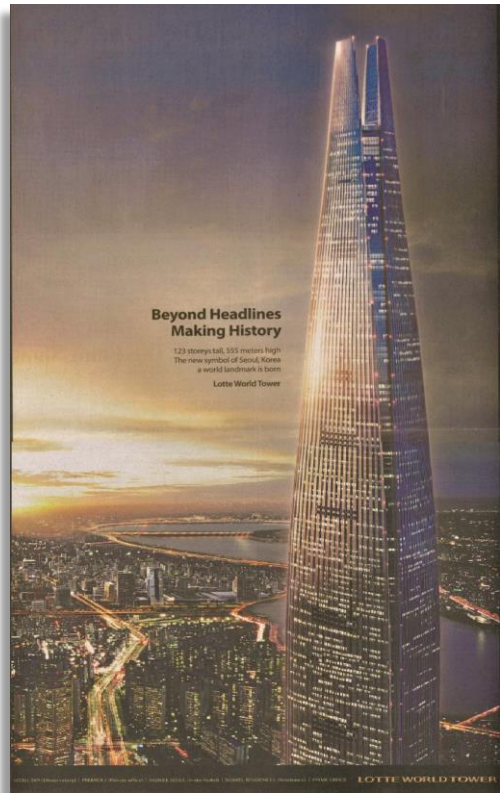
KB Financial Group

Lotte

Project: OOH/Print

인쇄 광고 - 롯데월드타워

“Beyond Headlines
Making History”



KT

Project: OOH/Print

인쇄 광고

“ We have everything
It's so easy, Gmarket ”

Gmarket

LEARNING KOREAN IS HARD. RIGHT?
**BUT SHOPPING IS SO EASY
ON Gmarket Global**



Model, Wanna One

From clothes and appliances to cosmetics and groceries
**We have everything
It's so easy, Gmarket**

Catch the **Mega G TIME SALE** now!
6/11 - 6/24

Gmarket
Korea No.1 Shopping site

Download Gmarket Global Now!
Available on the  Google play  App Store

THE FACE SHOP

Project: OOH/Print
지면광고 - 안티다크닝쿠션

“ Stay Flawless ”

THE FACE SHOP
NATURAL STORY



예화담

Project: OOH/Print

지면광고 - 예화담 순백라인

“ We Found Your Light ”

THE FACE SHOP
NATURAL STORY



Dr. Belmeur

Project: OOH/Print

지면광고 - 닥터벨머 아토 솔트 크림

“Soothing and Enriching”

THE FACE SHOP
NATURAL STORY



THE FACE SHOP
NATURAL STORY

Soothing
and Enriching
**Dr. Belmeur
Ato Salt Cream**

Dr. Belmeur Ato Salt Cream gives your skin relief from pollutants, microscopic dust, and seasonal allergens. Richly infused with 10 all-natural ingredients and pure mineral sea salt, the clinically tested formula calms irritation, while boosting your skin's health with an intense moisture barrier.



- Intense Moisture Barrier
- 10 Non-artificial Ingredients
- Zero Artificial Fragrances
- Clinically Tested



Laneige

Project: OOH/Print

인쇄 광고 – White Dew Original Ampoule Essence

“ For translucent skin that glistens like dew,”

LANEIGE



THE FACE SHOP

Project: OOH/Print
지면광고 - 컬링마스카라

“ Luscious Curls
With Sensual Definition ”

THE FACE SHOP
NATURAL STORY



THE FACE SHOP

Project: OOH/Print

지면광고 - 파워 익스트림/롱래스팅 선 크림

“ Protected from
Sunup to Sundown ,”

THE FACE SHOP
NATURAL STORY

THE FACE SHOP
NATURAL STORY

“SUNNY day
Powerful and long-lasting
PA++++ protection for your skin
as you play in the summer sun.”

PA++++

NATURAL SUN
EXTREME SUN CREAM
SPF50+ PA++++

“EVERY day
Everyday protection with an SPF50+ shield
in a natural tone cream, keeps your skin looking
healthier and brighter, while shielded against
harmful UV rays and pollution.”

NATURAL SUN
POWER LONG-LASTING
SUN CREAM
SPF50+ PA+++

Brand Guidelines

LG Electronics

Project: Brand Guidelines
Brand Communication
Guidelines



Slogan Usage

Our slogan makes our brand feel warm and present, even in the smallest of moments.
To ensure its distinctiveness, we always use it in memorable ways to lead or sign off.

Life's Good.



Active Red on Light Background

LG Electronics

Project: Brand Guidelines

Brand Tone of Voice Guidelines



Our Voice Principles

We always write with a smile, insight, and design.
Our voice must always speak for our brand belief, Life's Good.

- Use inclusive language
- Use descriptive and sensorial language
- Lean on intelligent humor to bring warmth

LG Electronics

Project: Brand Guidelines
Brand Guidebook



CJ Group

Project: Brand Guidelines

브랜드 가이드라인



CJ GROUP CORPORATE IDENTITY



BRAND GUIDELINE



LIVELY

Bringing joy and energy to every moment in life.



PASSIONATE

Dedicating every moment to making lives happier and more comfortable.

MEDIT

Project: Brand Guidelines

브랜드 매뉴얼 & 가이드라인



MEDIT

ESG

Samsung

Project: ESG

디지털 영상 – Samsung Eco-Package Campaign

“ A greener Earth made by all of us ”



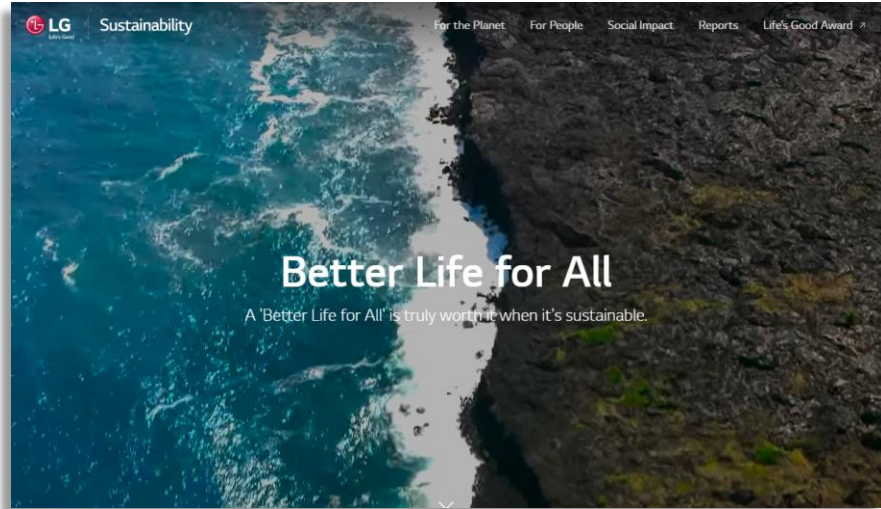
SAMSUNG

LG Global

Project: ESG

웹사이트 카피 – LG Sustainability site

“ The right thing for the planet
right now ”

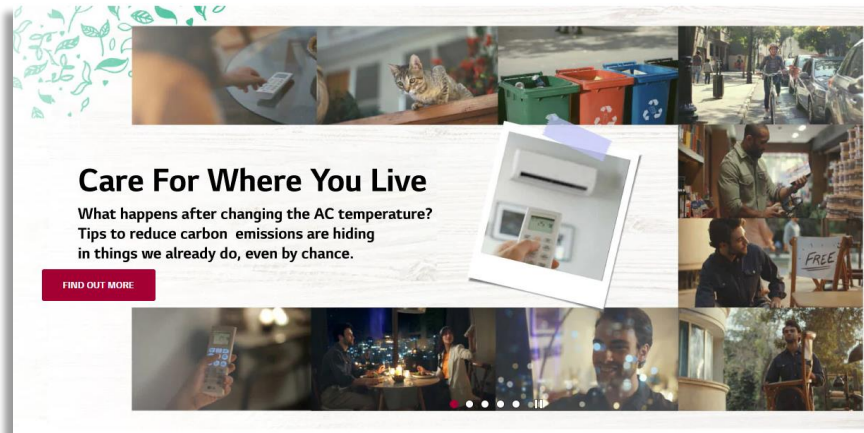


LG

Project: ESG

마이크로사이트 Transcreation, 디지털 영상 –
LG Air Solution “CARE FOR WHERE YOU LIVE”

“Our small actions make a big difference.”



Hanwha

Project: ESG

디지털 영상 광고 – Solar Boat Campaign

“ Here, retreat is
no longer an option. ”

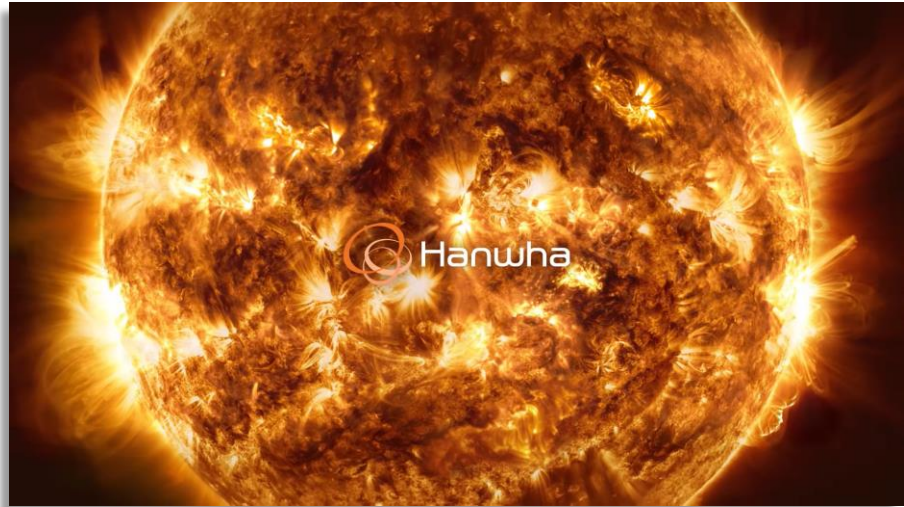


Hanwha

Project: ESG

디지털 영상 광고 – Sustainable Solar Energy Campaign

“ Energy for the
whole planet to use „



Misc.

SM Entertainment Group 광고 대행사 SM C&C

Project

해외 기업 프로젝트 유치 용도
크리덴셜 Deck Transcreation



Samsung Memory

Project

백서 – Over-Provisioning

SAMSUNG

White Paper

Over-Provisioning Benefits for Samsung Data Center SSDs

Over-provisioning is a function that provides additional capacity specifically for data to be erased from an SSD, without interrupting system performance. The dedicated over-provisioning space may be adjusted to the user's preference, delivering benefits that include faster speed and longer SSD life.

This white paper provides in-depth information about over-provisioning, as well as instructions on how to adjust the over-provisioning space, and considerations to be made before doing so.



Korean Air

Project

간드 출품 - “인도하는 인도여행”

“ Korean Air’s heartwarming
India campaign starts „



KOREAN AIR

KUMHO TIRE

Project

가사 Transcreation – 싸이

(영어, 독일어)

“ Don't worry!
The day will come. ”

KUMHO TIRE 



Chungjungone

Project

Global Recipe Book

“The Fine Art of Cooking
with Korean Ingredients”



A Twosome Place

Project

Global Brochure Copywriting

“Paving the way for café culture
with premium coffees & desserts”

A TWOSOME PLACE
coffee & dessert



CJ

Project

인터뷰 카피 – THE CJ CUP Interview, History



say **Hi**

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02-793-7857

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