



INTRODUCTION OF H+K STRATEGIES

April, 2019
H+K Strategies Korea

The background features a complex network of glowing nodes and connecting lines. The nodes are small, bright spheres in shades of blue, purple, and pink, while the lines are thin, translucent beams of light in similar colors. The overall effect is a dynamic, interconnected web of light against a dark, starry background.



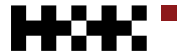
H+K Overview

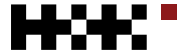
WPP

THE WORLD'S LARGEST MARKETING COMMUNICATION GROUP - H+K Strategies belongs to WPP Group



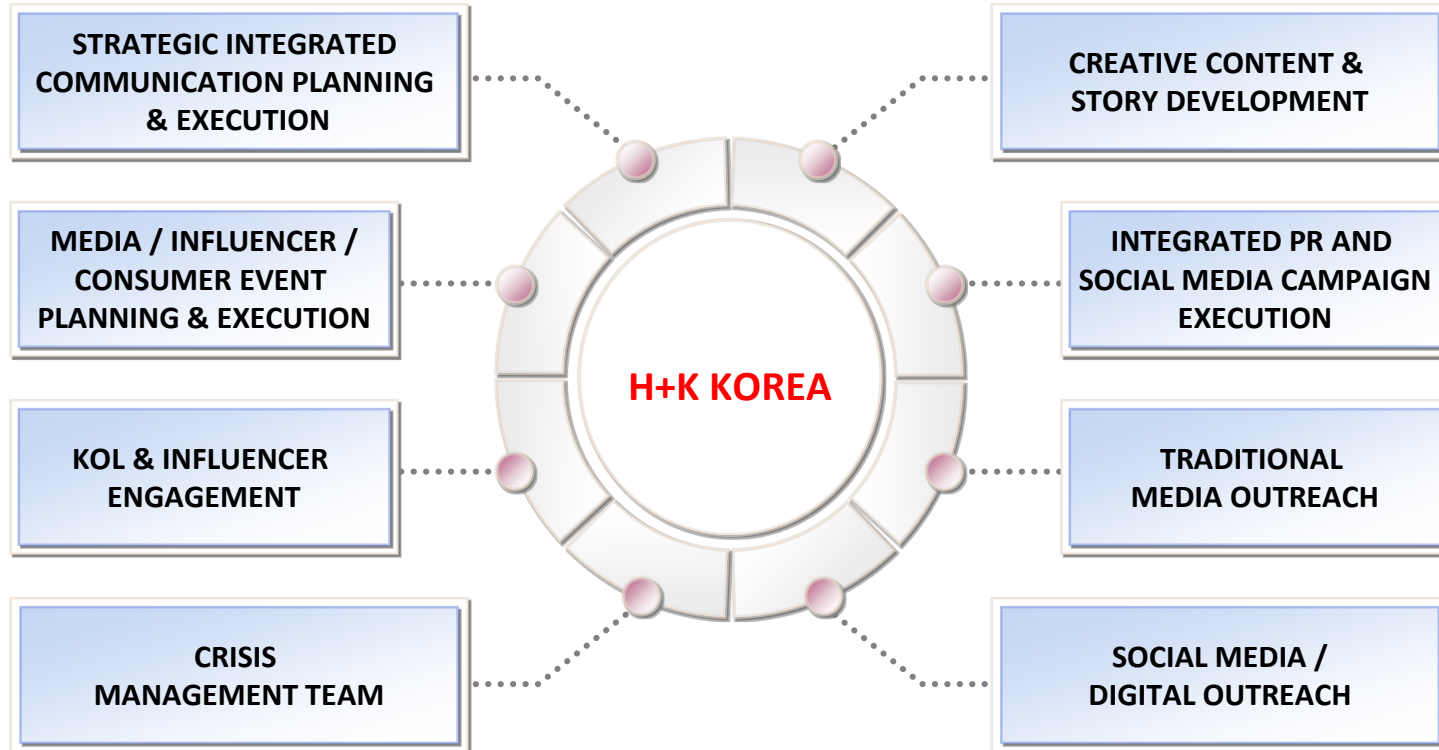
WPP 2016





- + **LEADING INTERNATIONAL COMMUNICATIONS CONSULTANCY** in Korea since 1999
- + **82 PUBLIC RELATIONS PROFESSIONALS** with bilingual and cross-cultural capabilities
- + Strong expertise in strategic communications planning and execution including **CONSUMER BRAND MARKETING, CORPORATE COMMUNICATIONS, BRAND LAUNCH, DIGITAL COMMUNICATION AND CRISIS & ISSUES MANAGEMENT** across diverse industries including **FMCG, CORPORATE, TECHNOLOGY, GOVERNMENT AND PUBLIC SECTOR**
- + **STRONG EXPERTISE IN CONSUMER MARKETING, BEAUTY, LIFESTYLE & LUXURY** - Our team has worked for brands such as Innisfree, SKII, The Face Shop, Nivea, Acuvue, Neutrogena, P&G, Braun, Johnson & Johnson, Chanel, Seoul Fashion Week, etc.
- + **STRONG MEDIA RELATIONSHIP AND ENGAGEMENT** with lifestyle & fashion media qualified in producing positive coverage of news and features that has a strategic link to client's mission and goals
- + **STRONG EXPERTISE IN INFLUENCER MARKETING & SOCIAL MEDIA MANAGEMENT** including online influencer management, blogger relations, online forum and community management, viral marketing and content creation, celebrity engagement, online issue and crisis management

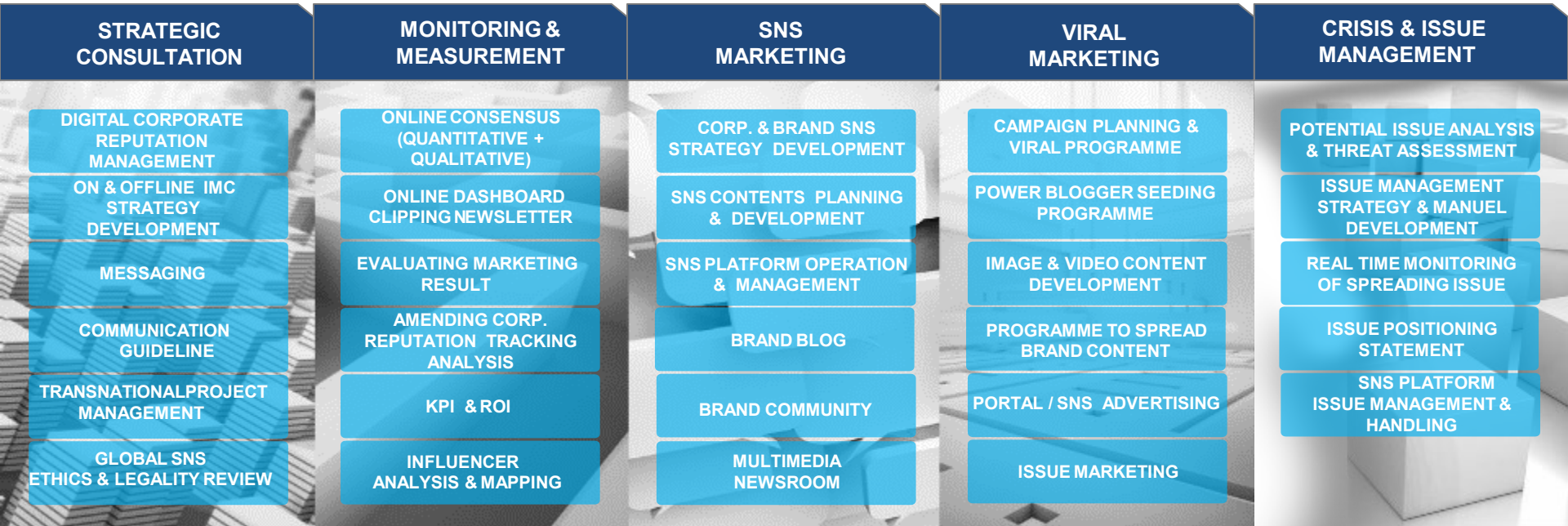
H+K Korea retains creative specialized team. The ‘Creative Team’ plans creative campaign, events, Influencers/celebrity networking and establish and operate digital platform



DIGITAL MARKETING COMMUNICATIONS CAPABILITIES



H+K Strategies offers comprehensive online and offline marketing services based on the optimal communication strategy to bring the brands' success and to maximize client's satisfaction



H+K Korea Award Wins



PR Awards Asia 2018

Japan / Korea Agency of the Year
(Gold)

Campaign Asia Awards 2017

Japan / Korea Agency of the Year
(silver)

Campaign Asia Awards 2014

Japan / Korea Agency of the Year
(gold)

Dragons of Asia Awards 2017

Best Social Media or Word of
Mouth Campaign (black
dragon)

Dragons of Asia Awards 2014

Best Integrated Marketing
Campaign (order of excellence)

Korea Social Network Service 2017 Awards

Best Prize

Chosun Ilbo

Corporate Social Responsibility Award

PR Week Awards 2014

Asia-Pacific PR Campaign of the Year

PR Week Awards 2014

Best Use of Broadcast/Video

Gold Stevie Winner 2014

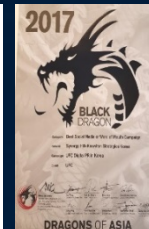
Best Asia-Pacific Campaign
of the Year (social media)

Promotion Marketing of Asia 2014

Best in Korea

Chairman's Award 2011

Best Client Service



H+K EXPERIENCE IN LIFESTYLE BRAND POSITIONING



Successful marketing communication for hair care brand Vidal Sassoon



Various consumer/media campaigns with Johnson's Baby for a long relationship from 2004 to now



1st local launching and positioned no.1 market share brand for contact lens brand J&J Acuvue for 11 years



Press event with famous soccer player Ki-Sungyong for electric shaver brand Braun's new products for 3 years



Press event with famous singer Yoona, magazine tie-up, influencer programs for Crocs

1999

2000

2002

2004

2013

2015

2017

2018

Celebrity marketing for P&G hair care brand Pantene

1st Korea national launching PR for premium cosmetic brand SK-II and sustaining service after 15 years

Leading living & kitchen brand PR for household goods company Lock&Lock for over 12 years

Targeting family communication PR & marketing support for family restaurant Outback Steakhouse from 2004 until now



Successful global influencer programs for LG Electronics' key strategic products - Styler, NeoChef, TWINWash, CordZer - targeting the home & appliance markets of US, Mexico, France, Netherland, Russia, and Taiwan coordinated from H+K Korea

Changing consumer's perception for breakfast positioning instead of devil's jam via local message campaign for global spread brand Nutella



H+K EXPERIENCES: MARCOM/BRAND COMMUNICATIONS



- + H+K Korea has provided full support for our clients from communication strategy establishment to PR activity executions such as building brand awareness and corporate reputation, promotions and on-offline media communications.



J&J ACUVUE - 7th anniversary press event w/ Min-Jung Lee



BRAUN new series 9 launching event w/ top soccer player, Sung-Yueng Ki



Ferrero Rocher Christmas event with brand model Min Ho Lee



Heineken Korea: STAR SERVE



PR for the Seoul Fashion Week organizing committee



BLANC & ECLARE Media Event



ARTISTRY's MUSE Teresa Palmer in BIFF Red Carpet



P&G: From SK-II Product Launch to market leading brand



Cotton Council International: 2012 Cotton Day w/ top celeb, Lee Hyo-Ri



J&J Johnson's - Princess Shampoo Launch Event

H+K EXPERIENCES: HEALTH + WELLBEING



+ H+K Korea has provided full support for our clients from communication strategy establishment to PR activity executions such as building brand awareness and 3rd party endorsement, health campaign, promotions and on-offline media communications.



Dettol – Campaign by Partnering with credible 3rd party health associations



Acuvue - Eye Health Campaign with optician and Celebrity



Nivea - Blog marketing, online viral promotion, WOM program for "PEARL & BEAUTY" Deodorant



Johnson's baby – Media Coverage on Protecting Baby Skincare



California Fitness Club - Media familiarization program, fashion show



Nutriline – press conference, media fam



Danone – feature articles, interviews for publicizing 'Activia'



Cheil Jedang CJ health system - Press FAM trip, event, feature article placement for

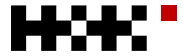


Ocean Spray – Media fam trip for delivering the benefit of cranberry



Novartis Korea - Media conferences and media education on Gleevec while launching in Korea

H+K EXPERIENCES: DIGITAL/ONLINE COMMUNICATION



+ H+K Korea conducted an array of digital PR campaigns and SNS events with strategic consultation for various companies.



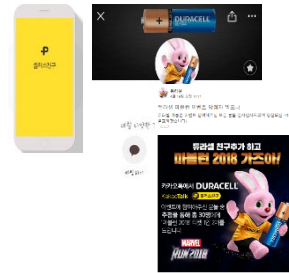
Singapore Tourism



Ferrero Rocher



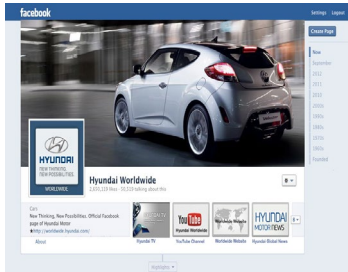
Allianz



Duracell



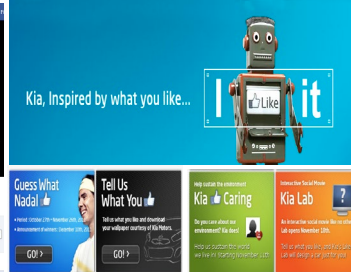
UFC



Hyundai Motors



Hankook Tire



KIA Motors



Han Sung Motor



LG Electronics

H+K EXPERIENCES: DESTINATION BRANDING/SPORTS MARKETING

+ H+K Korea has provided full support for our clients from communication strategy planning to public relations activities such as public affairs, raising public awareness, public campaign, media events, collaboration with sports stars and CSR activities.



2014 Incheon Asian games: "Cheer Asia!" regional campaign



Media Events for Holland&Belgium Bidding Committee for the 2018/22 World Cup



Official PR Agency for 2018 Pyeongchang Winter Olympic Committee



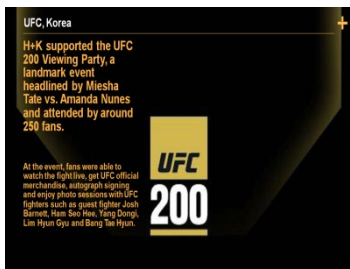
Launching the Bidding Committee for the 2011 Daegu IAAF World Championships



2013 PyeongChang Winter special Olympics global development summit



UFC Fight Night SEOUL



UFC 200 Viewing Party & UFC Featherweight Championship



JS Dream Cup X AirAsia



AirAsia: QPR Press conference With Ji Sung Park



NBA Cares X United Airlines X Special Olympics CSR

H+K EXPERIENCES: IT/TECH



- + H+K Korea conducted an array of PR campaigns and media events with strategic consultation for various IT/Tech companies in corporate and marketing communications



Dolby Product Launch Showcase



Dell Korea Press Conference



Canon Consumer Event



Jabra Bluetooth Headset Launch Event



Mobile Application Launch & Photo Session



LG Prada Phone Global Market Launch



LG G Flex Launch Press Event



LG Chocolate Phone Launch Event



LG Forum about Consumer Trends



LG H&A Global Influencer Program

H+K EXPERIENCES: TOURISM / HOSPITALITY



- + H+K Korea has provided full support for our clients from communication strategy establishment to PR activity executions such as monthly media relations, influencer marketing, online viral activities, media familiarization trip, media conference and CSR event.



Singapore Tourism Board – Retainer services, endorser PR & target audience event



AirAsia – First launch in Korea aviation market, influencer PR



Hong Kong Tourism Board – Media PR activities



Korean Air – Launch event of new uniform designed by Gianfranco Ferré



United Airlines – CSR event partnering with NBA Cares and Make a wish foundation



Incheon Asian Games – Roadshow w/ K-pop star JYJ, VIP event, online viral PR



Ayana Resort & Spa – Media familiarization trip



Conrad Hotel – Press conference for official grand opening



JW Marriott – Various PR activities for 5 F&B outlets



Courtyard Marriott – Media conference to announce grand opening



THANK YOU

H+K Strategies