

# H+K STRATEGIES KOREA

## Company Credential



March, 2021  
H+K Strategies Korea

Part of



Est.

1927

> 80

Offices in regions including  
across 50+ countries

Work with  
more than  
half of the  
**Global  
Fortune 500**

> 2000

Employees around the world

3 brands

H+K, BCW, Ogilvy

H+K Korea  
since

1999

Asia hub office leading

9  
countries

**2020** Stevie Award: Most  
innovative PR Agency of the year

**2020** Japan/Korea  
Agency of the Year

## Our clientele\_global



LG



c-Labs

ORACLE



vmware

HITACHI

## Our clientele\_Korea



NAVER



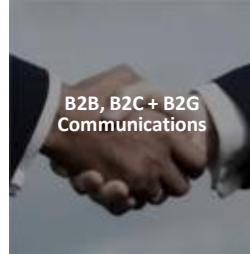
# BREADTH + DEPTH OF SECTORS AND SPECIALIST EXPERTISE



Communications  
Strategy



Social + Digital  
Communications



B2B, B2C + B2G  
Communications



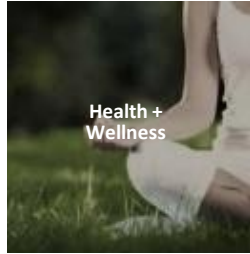
Public Affairs



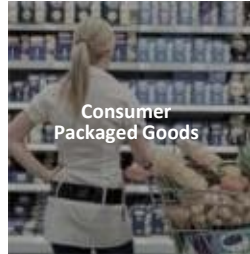
Financial  
Communications



CSR



Health +  
Wellness



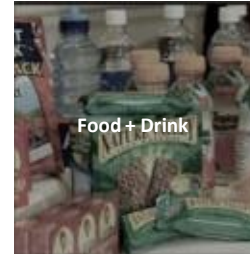
Consumer  
Packaged Goods



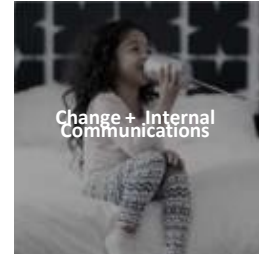
Technology



Energy +  
Industrials



Food + Drink



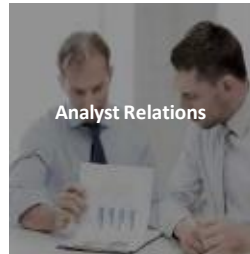
Change + Internal  
Communications



Research + Data  
Insights



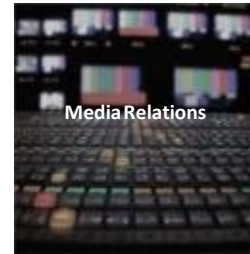
Crisis Management  
and trainings +  
Issues



Analyst Relations



Retail + Leisure



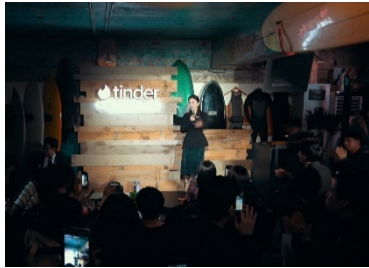
Media Relations



Sports Marketing  
+ Sponsorship



Conducted marketing campaigns and media events appropriate for the brand through strategic consulting for various IT/Tech companies in the field of corporate promotion and marketing communications.



**Tinder**  
Media tie-up for consumer event



**LG Electronics Home Appliance**  
Global influencer program



**Microsoft**  
Corporate PR



**Dell Korea**  
Press Conference



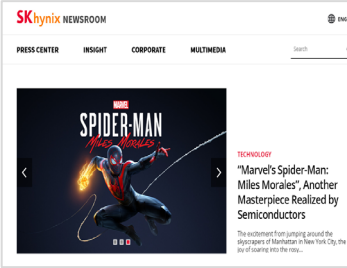
**Huawei CBG**  
Corporate/Digital PR



**LINE+ (Naver)**  
Corporate/brand promotion



**Dolby**  
New product launching showcase



**SK hynix**  
Global Newsroom Operation



**Hanwha Techwin**  
CCTV Brand PR



**Computex**  
Corporate PR

Developed an integrated marketing communication strategy based on accurate understanding, analysis, and insights of the brand to propose and implement customized marketing solutions such as brand awareness and corporate reputation, consumer promotion, and online and offline media communication.



## J&J ACUVUE

7th anniversary press event with Min-Jung Lee



## BRAUN

New series 9 launching event w/ top soccer player



## Ferrero Rocher

Christmas event with brand model Min Ho Lee



## Heineken Korea

STAR SERVE event



PR for the Seoul Fashion Week organizing committee



## BLANC & ECLARE

Media Event



## ARTISTRY

Teresa Palmer in BIFF Red Carpet



## P&G

From SK-II Product Launch to market leading brand



## Cotton Council International

2012 Cotton Day with top celeb, Lee Hyo-Ri



## J&J Johnson's

Princess Shampoo Launch Event

Hosted a variety of online and offline campaigns related to the travel industry and culture, media fam tours and influencer marketing, online viral activities, events and road shows, and integrated marketing activities for customers in the travel and aviation sectors.



## Marriott International

Launching various hotel brand marketing activities and new loyalty programs



## Air New Zealand

Seoul-Auckland direct flight launching event and FAM tour



## Conrad Hotel

Official opening ceremony



## Courtyard Marriott

Official opening ceremony



## Singapore Changi Airport

Event and PR activities for Busan-Singapore direct flight



## Singapore Tourism Board

Retainer service  
Influencer and consumer event



## Hong Kong Tourism Board

Marketing and media PR for brand enhancement



## Korean Air

Launching event of new uniform designed by Gianfranco Ferré



## United Airlines

Host CSR event with NBA Cares, Make a Wish organization



## Incheon Asian Games

VIP event road show (w/ JYJ),  
Online viral PR



Public Affairs that meet customer needs, raise public awareness, conducted various marketing activities such as public campaigns, media events, sports star collaboration, CSR, etc.



**2014 Incheon Asian Game**  
"Cheer Asia!" local campaign



**Netherlands-Belgium  
2018/22 World Cup bids**  
Media event



**PyeongChang 2018 Olympic  
Winter Games**  
Official PR agencies



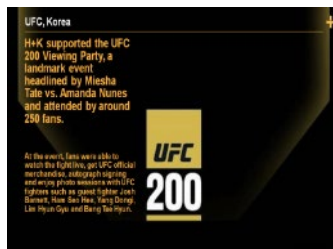
**2011 Daegu IAAF World  
Championships in Athletics**  
Committee establishment



**PyeongChang 2013  
Special Olympics**  
Global development  
summit conference



**UFC Fight Night Seoul**



**UFC**  
UFC 200 Viewing Party and  
UFC Featherweight Champion



**JS Dream Cup X AirAsia**



**Air Asia**  
QPR Media conference  
(w/ Park Jisung)



**NBA Cares**  
Host Special Olympic CSR  
Campaign with United Airline

H+K Korea has strong expertise in both B2B and energy communications planning and execution providing corporate communications, global market entry PR, digital communications, CSR activities with local/global media management



**Saudi Aramco**

Intelligence report and media relations



**Chevron**

Presence building in Korea



**Air Liquide**

CSR campaign



**Posco**

Press briefing and MOU signing ceremony



**Doosan Heavy Industries & Construction**

Opening ceremony for Electric power station in KSA (Rabigh)



**Schneider Electric**

Corporate PR, executing press conference to highlight 'Innovation Summit'



**BASF**

Corporate PR and media relations



**Daesung Group**

Corporate PR and SFCC media roundtable



Based on years of accumulated experience and insight on the automobile industry, H+K Korea conducted a wide range of PR/Marketing activities from strategy planning, CSR program, Online Viral Communication to holding various events targeting media, consumers, and VIPs



**FORD**  
Online Press Conference



**Han Sung Motor (Benz Dealer)**  
Consumer Event (Motor Show)



**Han Sung Motor (Benz Dealer)**  
CSR Campaign



**Han Sung Motor (Benz Dealer)**  
SNS Channel Management



**Han Sung Motor (Benz Dealer)**  
CEO PI



**SSCL (Porsche Dealer)**  
Media management



**SSCL (Porsche Dealer)**  
CSR Campaign



**SSCL (Porsche Dealer)**  
VIP Event (Track Day)



**SQDA (Lamborghini Dealer)**  
CEO Media Interview



**SQDA (Lamborghini Dealer)**  
Huracán LP 580-2 Launch event

H+K Korea has provided Insight on the rapidly changing Social/Digital trend, and Conducted campaigns utilizing influencer/creator and Carried out effective online and social/digital marketing with the ability to develop systematic and storytelling-centered social content.



**Kia Motor**  
Global PR Project (Kia On Beat)  
Launching (Instagram)



**LG Electronics**  
Global Influencer Marketing



**Crocs**  
Influencer / Creator marketing



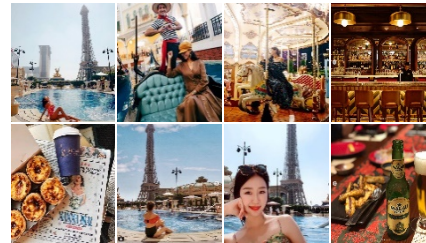
**Hyundai Motor**  
Global Power Blogger Marketing



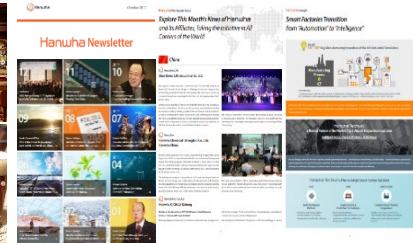
**Singapore Tourism Board**  
Facebook management & influencer  
marketing



**Han Sung Motor**  
Digital channel management (FB, IG, YT,  
etc.)



**Sands Resort Macao**  
Influencer marketing



**Hanhwa Group**  
Global online newsletter

H+K has strong experiences in crisis & issue management (CIM), spokesperson training, and strategic support for multinational companies.

Client	Services
<b>Fraud</b>	'H' Bank /Phishing site discovered, 'S' Telecom, 'H' Automobiles
<b>Overseas CIM handling</b>	'PO' (India), 'L' (India), 'L' Mobile (UK, US)
<b>Strikes</b>	'N' / 'S' automobile (NGO / Labor Issues)
<b>M&amp;A</b>	'S' Automotive M&A of local Motor / 'M'-US based company , 'K' company 'A' Life Insurance etc.
<b>Major Loss Litigations</b>	'T' security company / Sued by the government
<b>Product Recall</b>	'Yu' (Wet Diaper issue) / 'M' (Baby Powder issue), 'A' contact lenz
<b>Consumer Accident</b>	'O' product explosion issue / 'J' – KFDA, KCA regulator issue
<b>Boycott</b>	'A' (American Beef Issue)/ 'J' Tobacco-employee strike
<b>Patent Drug Reimbursement Issue</b>	'N' company , 'A' company-circle lens issue
<b>Government / Regulator Issue</b>	'A' –KFDA issue, 'Q' – KFTC issue, 'P' 'D' -KCA(Product test, Privacy issue), 'A'-Ministry of Agriculture (Registration issue), 'M'-Defense Ministry(Regulation issue)



## Digital Clients



## SNS & Influencer Marketing



- 2010-2018 Integrated digital communications (CES)
- MWC Facebook & Twitter Operation (MWC 2011)
- LG Chocolate II Serial Number Campaign
- LG GW620 SNS Platform
- LG Global Newsroom Setup
- LG Live Casting during CES
- LG H&A Life Tastes Good Campaign on Facebook



Mercedes-Benz

VIVIEN



- LG Chocolate Blogger Relations Program
- PRADA Phone APAC Blogger Event



LG SIGNATURE

LG ThinQ



crocs™



LG Electronics

LG HA Global Influencer Marketing Program across 20 countries (2016-present)

# H+K Korea Award Wins

**ICCO Global Awards 2020**  
Regional Network of the Year (APAC)

**PR Association of Korea Awards 2020**  
Agency of the Year

**Consultancy of the Year 2020**  
North Asia Agency of the Year (Winner)

**PR Asia Awards 2020**  
Japan / Korea Agency of the Year (Winner)

**Campaign Asia Awards 2020**  
Korea Agency of the Year (Silver)

**Bronze Stevie Winner 2020**  
Most Innovative Public Relations Agency of the Year

**Consultancy of the Year 2019**  
North Asia Agency of the Year (Winner)

**Dragon of Asia Awards 2019**  
Best IMC Campaign (Bronze)

**PR Asia Awards 2018**  
Japan / Korea Agency of the Year (Gold)

**Dragons of Asia Awards 2017**  
Best Social Media or Word of Mouth Campaign (Black Dragon)

**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 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



# Thank you

