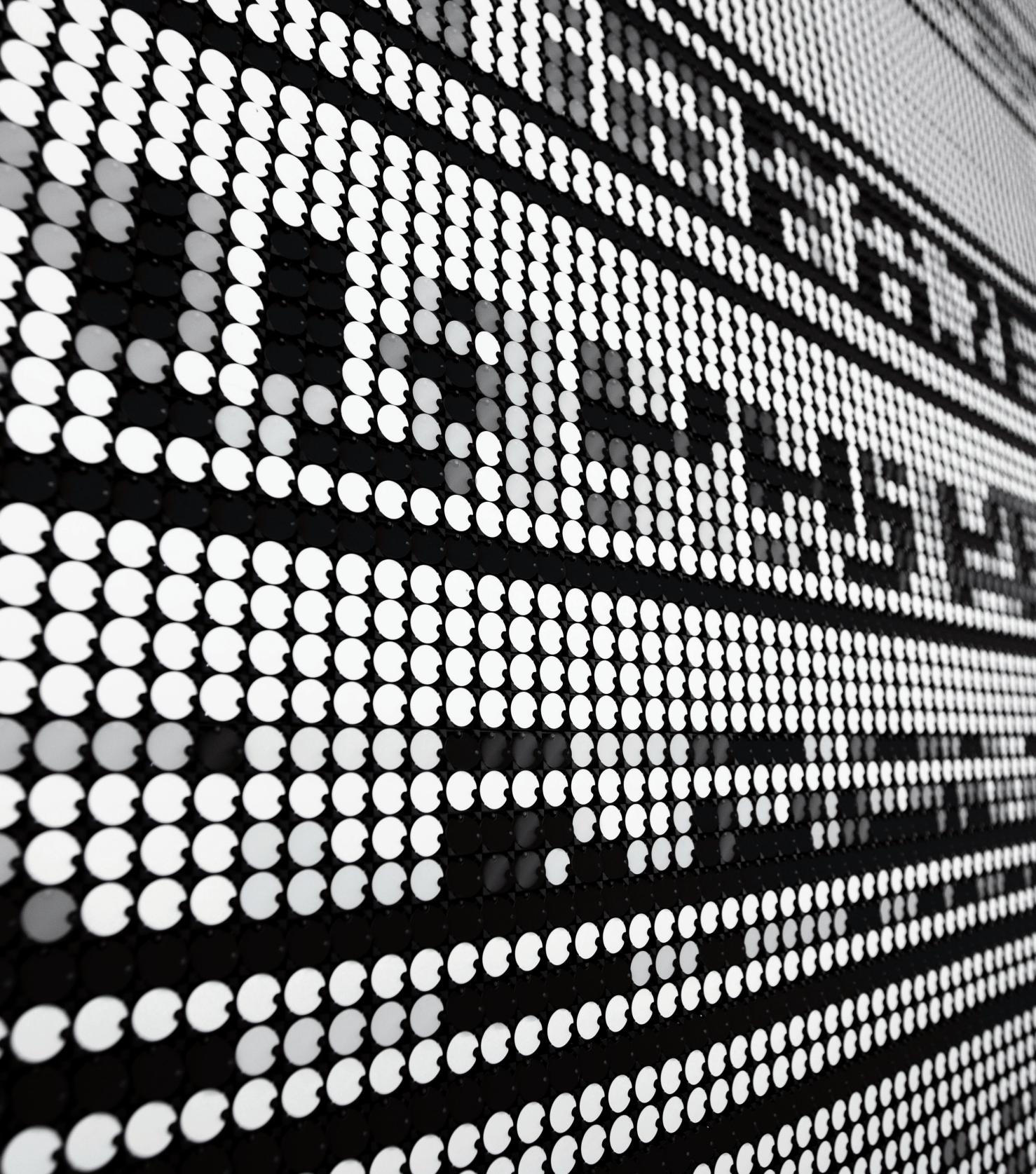


Ideas  
that  
Move









**Great ideas are  
everything.**

**They can change lives,  
affect markets, and  
bring success to clients.**

**Creative ideas are  
truly transformative.**

# We believe that amazing ideas move the world.



We live in a world where diversity and speed of change in our business environment dominate our thinking. It requires an integrated capability that brings together strategic leadership and excellence in execution. With our continued pursuit of integrated capability, Cheil Worldwide is offering our clients with practical and powerful marketing solutions.

We have expanded business solutions to include data analysis, digital technology and retail management, and creativity lies at the foundation of all these. We firmly believe creativity is at the core of driving changes in the world.

Cheil Worldwide goes beyond advertising through Connect Plus (CONNEC+), connecting and integrating customer experiences in the most creative ways imaginable. We create client solutions and generate new business opportunities.

President and CEO  
Jeongkeun Yoo

# Cheil Worldwide has 53 offices in 44 countries around the world.



\*As of June 2018

## AFRICA

Ghana  
Kenya  
Nigeria  
South Africa

## MIDDLE EAST

Jordan  
KSA  
Turkey  
UAE

## CIS

Kazakhstan  
Russia  
Ukraine

## EUROPE

Austria  
Belgium  
Benelux  
Czech Republic  
France  
Germany  
Italy  
Nordic  
Poland  
Romania  
Spain  
UK

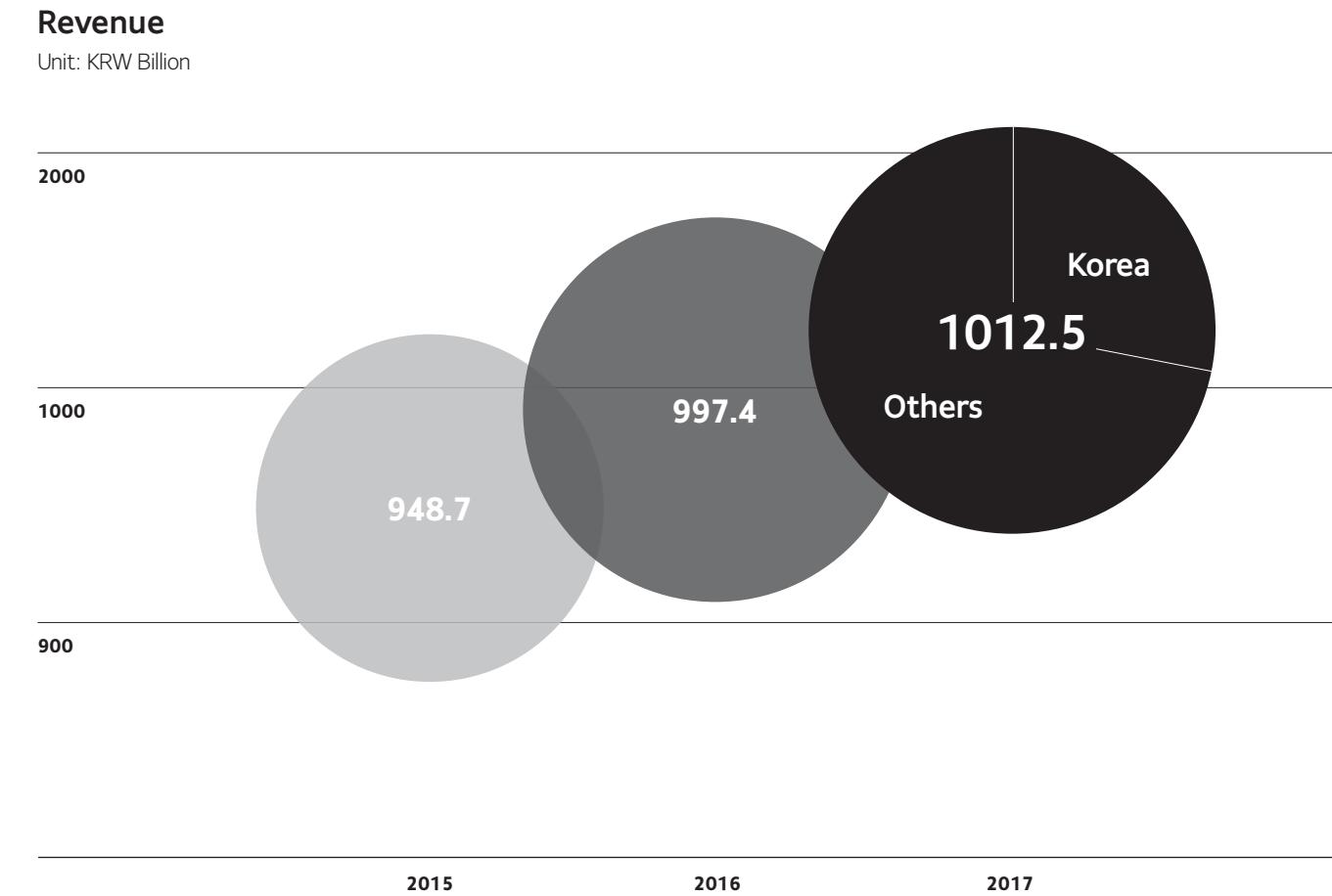
## ASIA

Australia  
China  
India  
Indonesia  
Japan  
Malaysia  
Philippines  
Singapore  
Taiwan  
Thailand  
Vietnam

## AMERICAS

Brazil  
Canada  
Central America  
Chile  
Colombia  
Guatemala  
Mexico  
Peru  
USA

**72% of our revenue is  
generated from  
markets outside Korea.**



**Bright  
Creatives.**

**Brilliantly  
Applied.**

## SAMSUNG : Smartsuit

Cheil Amsterdam 1-3

Samsung SmartSuit is a corporate PR campaign that provided the Dutch short track skating team with cutting-edge suits and a smart phone app to use in the 2018 Olympic Winter Games. The five sensors attached to the skating suit send data directly to the app, letting skaters adjust their position. The campaign was introduced in dozens of media worldwide and mentioned over 470 million times online. For Samsung Electronics, an official Olympic Partner, it helped them spread their brand message, "Do What You Can't," all around the world.

Cannes Lions Gold Bronze  
One Show Silver Bronze2

## SENSE INTERNATIONAL INDIA :

Good Vibes

Cheil India 4-6

Good Vibes is a communication app for the deafblind that allows them to communicate by gently tapping their fingers like Morse code. Designing the user experience around the only two-way communication method for the deafblind—touch and feel—the Good Vibes app has received critical acclaim for as an innovative example of successfully integrating technology with ideas.

Cannes Lions Bronze  
D&AD Graphite

## SAMSUNG : Parkour Screens

Cheil Spain 7-9

The Samsung Galaxy S9 was used to film a slow-motion video of traceurs moving through obstacles. The video was played on nine large screens installed throughout Madrid's Callao Square to make it look as though the traceurs were moving from one building to the other. It got over 750,000 views and the nearby Samsung Store saw a 17% sales increase.

Cannes Lions Silver

## SAMSUNG : Samsung technical school

Cheil India 10-12

Recording over 81 million views, the campaign film depicts the emotional story of an Indian girl who works hard to make her dreams come true through the Samsung Technical School, Samsung Electronics' CSR program in India. Delivering a powerful message to the Indian society, the video received the silver award in the 'Glass: The Lion for Change' category at the Cannes Lions 2018.

Cannes Lions Silver

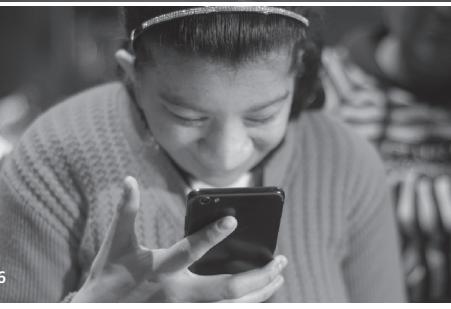
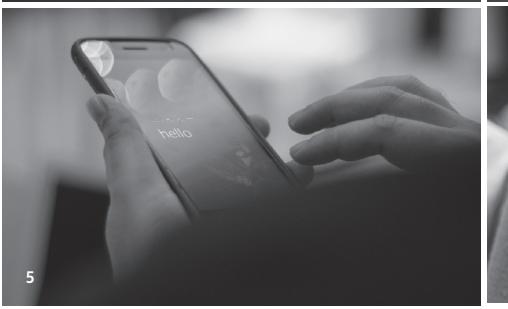
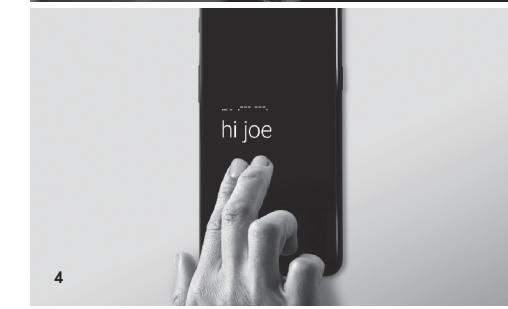
## SEOUL : Peekaboo Mask

Cheil HQ 13-15

Kid's don't like to wear pollution masks. No matter how bad the fine dust situation is, they just don't. So we created Peekaboo Masks coated with thermochromic ink so that kids could have fun while staying safe.

Cannes Lions Bronze

# Successful Works



## Exhibition 1-4

Exhibitions are the front line contact point where space is used as a communication medium while we carry out our marketing activities. Cheil Worldwide runs the entire process of planning exhibition strategies, designing, manufacturing and operating booths, while also offering the best solutions to improve our clients' brand image and sales.

Cheil has delivered marketing campaigns at world-class trade shows such as CES in the U.S., where global electronics companies introduce cutting-edge technology, MWC in Spain, the world's largest trade show for the telecommunications industry, and IFA in Germany where the latest technology trends are established.

# Brand Experience

## Event 5-9

Cheil Worldwide provides comprehensive solutions for global events—from planning to operation, local hospitality, and even the production of promotional materials. We have executed many largescale events, including the Korea-Japan World Cup, publicity for the 2010 G20 Summit, the Korean Pavilion at the Shanghai Expo, and official ceremonies for the Yeosu Expo. Cheil Worldwide has also contributed to a successful 2018 PyeongChang Winter Olympic by planning and operating the opening and closing ceremonies. We also deliver client messages and share effective brand experiences through corporate events. We create presentations for global conferences, run press conferences, launch products, and plan and operate events that provide outstanding brand experiences and solutions for our clients. In particular, Samsung Electronics' Unpacked event, which is their major global platform for launching flagship Galaxy mobile devices, has been managed by Cheil since its creation.

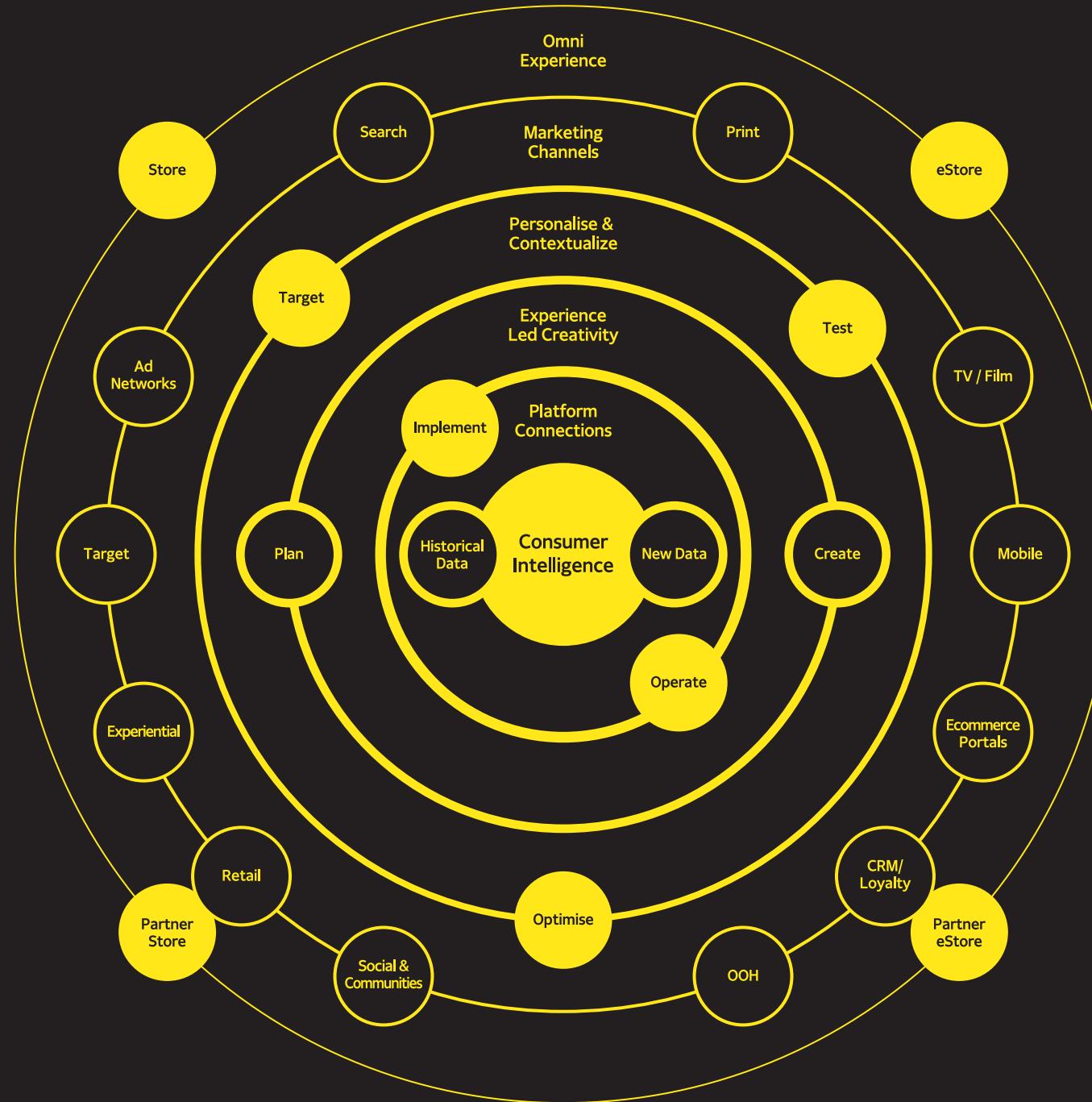
## Olympic Marketing 10-11

From the 1998 Nagano Winter Olympics to the 2016 Rio de Janeiro Olympics, and now the 2018 PyeongChang Winter Olympics, Cheil Worldwide has been behind all of Samsung Electronics' successful Olympics marketing efforts. In addition to enhancing emotional connections with the Samsung brand with unique programs using athlete participation, we have also provided unique experiences to sports fans around the world by promoting various programs and experience zones during the games. We also manage channel marketing and hospitality for major clients and opinion leaders.

## Retail 12

A retail store isn't just a place where you purchase products. It is also now a place for experiencing and enjoying the brand. We develop and build retail stores for clients, drawing on strategies for both online and offline experiences by analyzing consumer purchasing psychology and behavior. We also provide comprehensive Field Force Management solutions. Cheil Worldwide is globally recognized for creating amazing shopping experiences for consumers by fusing retail marketing approaches with outstanding digital.





## "CONNEC+"

Cheil Worldwide's CONNEC+ provides consumer experiences through data and various platforms. With great experiences, we provide our clients with creative solutions and new business opportunities.

Cheil Worldwide leverages broad insights on markets and consumers to create carefully designed creative and marketing strategies in both digital and retail to CONNEC+ our clients with the best media mix and marketing solutions.

**Real solutions that react fast to the market and consumers.**

**Experience them with Cheil Worldwide.**

We Create  
Connected Experiences  
that Matter

# CONN E C+

Raising our clients' brand value is just the beginning, and there are no one-size-fits-all solutions. Cheil Worldwide pinpoints the key marketing issue and provides tailor-made solutions based on our deep understanding of our clients' brand, market and consumer, as well as our broad insights on current trends. We offer unique solutions that give our clients the creative boost they need so their brand can deliver even more positive experiences to consumers. We believe there is no such thing as too much creativity, and our expertise comes from scientific analysis, great ideas, and long held experience based on carefully designed strategies. Our creativity moves new ideas that inspire how consumers see our clients.

## Newness, and More

If it's not new, it's not creative. Our teams move beyond eye-catching visuals toward inventive, problem-solving ideas and practical creative solutions that deliver immediate consumer action. As a business partner, we leverage sophisticated data to surpass simple branding, from discovering hidden consumer needs to product development.

## Creative to CONNEC+

Our offerings begin with mass media (TV, radio, magazines, newspapers) and extend deeply into new media, including the internet, mobile platforms, IPTV, promotions and events. We CONNEC+ with and encompass a wide range of media channels to deliver high quality creative solutions that move markets and consumers. We're also leading the industry with award-winning campaigns that capture recognition from prestigious festivals such as Cannes Lions, One Show, D&AD, CLIO, Spikes Asia, and ADFEST.

Smart devices. Social media. Two-way digital signage. Each of these has changed the way consumers interact with and experience brands. And as digital technology evolves, consumer lifestyles change. Digital solutions are necessary and require a way of thinking totally different from conventional media approaches. Our digital solutions go beyond mobile, social media and other types of digital media. It finds creative ways to CONNEC+ with traditional media and offline retail stores to deliver new experiences to the consumers. Our unique solutions open doors to more possibilities than technology alone, and it's how we're able to communicate with digital natives and millennials in real time. Cheil Worldwide pursues data-driven marketing. We analyze various consumer data to find the most effective touch points and connect them together to offer new experiences. We also support marketing activities for our clients that drive consumer purchase intent.

## Merging Creative with Advanced Technology

Technology is playing a bigger role in bringing creative alive. Our technology experts use their state-of-the-art knowledge to resolve client issues effectively across ATL, BTL, interactive media, and more.

## Cheil DnA Center Looks at Consumer Needs

Cheil's DnA Center provides strong on-site analysis, which enables quick responses to fundamental changes in the advertising environment. Instead of relying on traditional research methods using surveys, we directly measure consumer behavior to understand rapidly changing consumer needs in the digital age. We also collect data on consumer behavior and analyze in-house data from clients and digital media data from other sources such as CRM, main company pages, and social media, suggesting solutions that drive consumer purchase.

## Digital to CONNEC+

Cheil Worldwide derives data-driven consumer insights and offers a comprehensive digital marketing solution that covers various digital media. Our field-oriented digital campaigns comprise outstanding strategy, creative and media solutions to meet marketing goals. And for content production for personalized marketing, we have real-time media operations and execute performance-based marketing efficiency. We have the scale to provide optimal services end-to-end, with vertical control over all aspects of digital media, including strategy, content planning, and production.

# Creative

# Digital

Effective brand experience needs fresh and emotional solutions at every touch point, developing close relationships with consumers and encouraging positive action. We provide retail marketing solutions that directly influence consumer opinions and behaviors by giving consumers holistic experiences and information about brands at key points during their purchase decision process.

## Full-service Omnichannel Marketing

Cheil Worldwide has strong expertise in shopper marketing strategies and we take an omnichannel approach to provide solutions that drive purchase activity in stores. Our comprehensive solutions run the gamut from online and offline programs to Field Force Management to get real results for our clients.

## Retail to CONNEC+

The conventional retail store is transforming into a complex space where experience and purchase, philosophy and promotions, and digital and analog co-exist alongside each other. Our retail experts CONNEC+ these factors to create experience platforms. At Cheil Worldwide, we analyze purchasing psychology and consumer behavior to develop strategies for both online and offline. We also provide comprehensive solutions for retail marketing, such as retail store development and establishment, with innovative and globally recognized digital retail solutions that CONNEC+ retail marketing with digital approaches. We have executed a wide range of exciting projects, such as virtual stores, outdoor QR code campaigns, and store display solutions, leading the evolution of retail marketing with practical solutions that are always one step ahead.

Based on our deep understanding of changing consumer purchase behavior and extensive market experience in Korea and overseas, we provide experience marketing that encompasses promotion events, global exhibition, and sporting events, all tailored to client brands. We leverage holistic marketing in various fields on behalf of our clients, such as global product launch events, event promotion to enhance national brand image, planning and operating event booths for global exhibitions, sponsorship marketing for Olympics, and sports marketing.

## VR, Experience Like Never Before

Virtual reality technology transcends time and space, offering life-like experiences for maximum brand experience. With unrivaled VR control solutions and content production expertise, we have conducted VR-driven campaigns that can take experiential marketing to another level, such as Galaxy Studio at the 2016 CES and the Youth Olympic Games, and our #BeFearless campaign. Cheil Worldwide tailors the VR experience to suit each brand.

## Experience to CONNEC+

The field of experiential marketing is being strengthened with new competencies as we CONNEC+ data with technology. This gives us greater control over targeting and the ability to provide new creative with expanded service coverage. We deliver outstanding experience environments that seamlessly blend events, exhibitions, and sports with our strong data and consumer behavior expertise.

# Retail

# Experience

We live in an incredible world where new media channels are constantly emerging, whether it is something on social media or even the bus shelter that syncs with the weather. The world has moved beyond mere advertisement. Only brands that approach consumers through unique interactions and exciting experiences can win their hearts. Cheil Worldwide uncovers the most effective touch points and creates solutions that matter. Our service departments work together to provide amazing integrated solutions precisely tailored for each client.

## Identifying Optimal Media Solutions

Finding outstanding media solutions from a variety of consumer touch points through CONNEC+ requires expertise in broadcast and print media, digital media, retail, events, exhibitions, outdoor, sports marketing, and more. We're delivering effective and practical media solutions to meet real marketing challenges.

## Industry's Highest Purchasing Power

The higher the purchasing power, the faster negotiations are made with individual media. Cheil Worldwide has unrivaled purchasing power in all media including digital, print, and OOH. This enables us to run campaigns in media requested by the client and at their preferred times.

## Drawing Practical Campaigns

From traditional to new media, we understand what is happening in the marketplace and use our knowledge to create synergy in our media integration. We offer the most effective touch points for brands and consumers with new creative that utilizes the media characteristics.

## Media to CONNEC+

With the convergence of digital and traditional media, the marketing environment is undergoing so many changes. It's important to recognize the stimuli behind consumer behavior as they happen in real time, and to be able to predict and measure the integrated effects of ATL and digital. It's also crucial to immediately identify how much these activities contribute to sales.

Cheil Worldwide developed three next generation media solutions based on our industry-leading media capabilities. The first is a marketing mix modeling solution that analyzes the different factors that influence sales when running various ATL,

BTL and digital marketing campaigns, and offers optimized guidelines. The second is a 3-screen optimizer that measures the integrated effects of TV and digital marketing to suggest the best guidance on execution. The third is a media dashboard system that lets clients check campaign execution status in real time online. Specialized media consulting services is the name of the game today and far into the future. Cheil Worldwide is with you, every step of the way.

# Media

A photograph of a modern building's exterior at night. The facade is covered in numerous vertical, translucent panels that are illuminated from behind, creating a bright, glowing effect. The panels reflect the surrounding city lights, and their reflections are visible on the dark ground in front of the building. The overall atmosphere is sleek and contemporary.

# Company Profile

# History

## 1970s

**1973**

- Founded Cheil Communications

**1975**

- Published company newsletter, *Cheil Communications*
- Conducted the first public recruiting of advertising personnel

**1977**

- Conducted Annual Consumer Research
- Won Korea's first International advertising award as CLIO Finalist

**1978**

- Initiated the first College Student Advertising Awards

**1979**

- Published the Advertising Yearbook

## 1980s

**1988**

- Established our first overseas branch office in Tokyo, Japan

**1989**

- Established a joint venture, Cheil-Bozell

## 1990s

**1991**

- Cheil-affiliated Marketing Research Center opened
- Introduced a joint specialized marketing course with the University of Pittsburgh

**1992**

- Established US subsidiary in New York

**1994**

- Announced "New Advertising Service"

**1997**

- Won the Gold Lion award at Cannes Lions Festival

**1998**

- Listed shares on the Korean Stock Exchange

## 2000s

**2000**

- Established a joint venture, Hakuhodo-Cheil
- Established the Brand Marketing Research Center

**2002**

- Organized the opening ceremony for the 2002 Korea-Japan World Cup

**2004**

- Organized the opening ceremonies for the 2004 African Nations Cup

**2005**

- Organized Korean Culture Event at APEC 2005
- Organized Cheongyecheon Stream Festival, celebrating the rebirth of the natural waterway

**2008**

- Changed the English corporate name to Cheil Worldwide
- Acquired the equity of Beattie McGuinness Bungay, London-based top advertising agency
- Won the Gold Pencil at One Show Awards, Korea's first
- Won the Silver Lion award at Cannes Lions Young Lions competition, Korea's first

**2009**

- Won the grand prize, three years in a row, at the Korea Advertising Awards, Korea's first
- Acquired The Barbarian Group, New York-based top digital advertising agency
- Acquired Cheil PengTai

## 2010s

**2010**

- Organized the overall promotion of G-20 Seoul Summit 2010

**2011**

- Established the One Agency in Dubai, UAE
- Won the Grand Prix at Cannes Lions, Korea's first
- Played a key role in organizing the presentation and PR activities on bid for 2018 PyeongChang Winter Olympic Games

**2012**

- Korea's biggest winner at Cannes Lions (12 awards)
- Acquired McKinney, a top-tier creative agency in US
- Acquired Bravo, offering market planning and creative services in China
- Won the Grand Prix at Spikes Asia, Korea's first

**2013**

- Korea's biggest winner at Cannes
- Won a Grand CLIO Award
- Established DnA(Data and Analytics) Center, a data solution organization

**2014**

- Acquired Samsung Blue Wings Football Club and Samsung Thunders and Samsung Life Blue Mix basketball teams
- Acquired Iris Worldwide, a UK-based shopper marketing firm

**2015**

- Highly awarded with Look At Me campaign for Samsung by many international festivals including Cannes Lions, D&AD, One Show, Spikes Asia and ADFEST

**2016**

- Acquired Founded

**2017**

- Acquired PSL(Pricing Solutions Limited)
- Acquired Atom42

**2018**

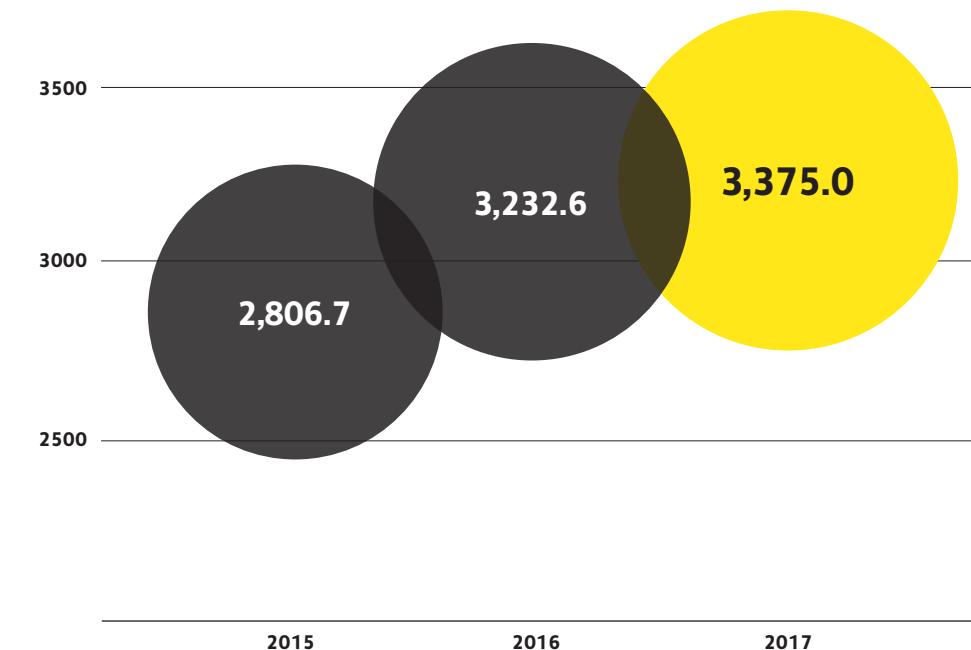
- Organized the opening & closing ceremonies for Pyeongchang Winter Olympic Games
- Acquired Centrade

# Financial Highlights

Cheil Worldwide serves global clients such as Adidas, GM, Virgin Mobile, DU, Dupont and Samsung with its overseas business accounting for 72% of the gross profits in 2017.

## Sales

Unit: KRW Billion



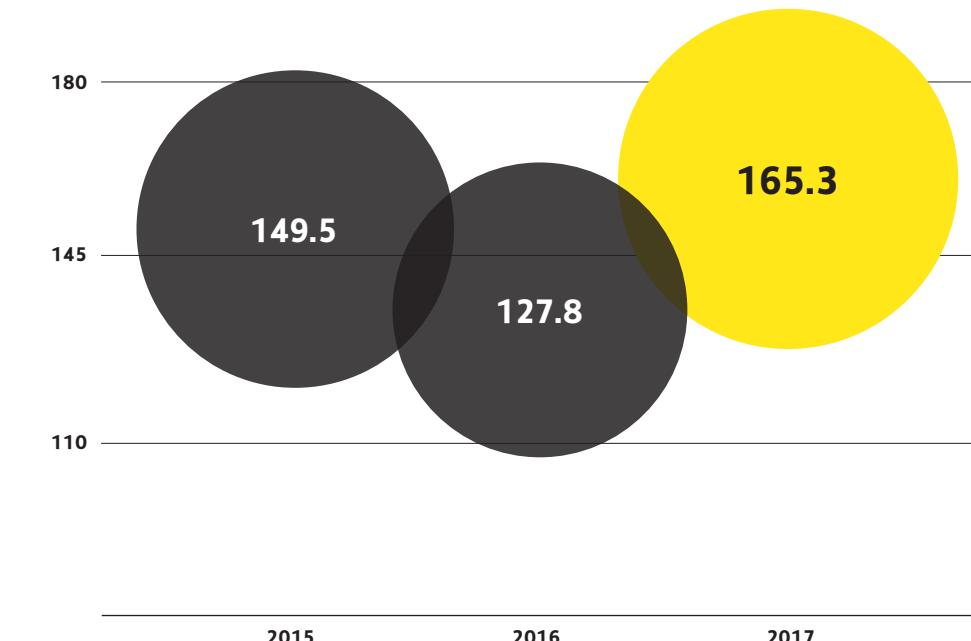
## Summarized Financial Statements (Consolidated Basis)

Unit: KRW Billion

	2015	2016	2017
<b>Sales</b>	2,806.7	3,232.6	3,375.0
<b>Revenue(Gross Profit)</b>	948.7	997.4	1,012.5
<b>Operating Profit</b>	127.2	149.5	156.5
<b>Profit Before Income Tax</b>	149.5	127.8	165.3
<b>Net Income</b>	81.7	90.6	128.4
<b>Assets</b>	1,866.9	2,151.4	2,238.3
<b>Liabilities</b>	1,066.5	1,375.1	1,382.3
<b>Shareholders' Equity</b>	800.4	776.3	856.0

## Profit Before Income Tax

Unit: KRW Billion



# Global Offices

**44 countries  
53 offices**

Cheil Worldwide has 53 offices in 44 countries\* across Asia, Europe, the Americas, the Middle East, and Africa. With specialists in a variety of fields, Cheil Worldwide's goal is to bring success to its diverse roster of clients. Whether for domestic or overseas clients, Cheil Worldwide is a dependable marketing partner providing optimal solutions for every imaginable need.

\*As of June 2018

## KOREA

**Cheil Worldwide HQ**  
Cheil Bldg., 222 Itaewon-ro  
Yongsan-gu, Seoul, Korea  
T. 82-2-3780-2114

**Cheil Worldwide The SOUTH**  
GT Tower, 411 Seochodaero  
Seocho-gu, Seoul, Korea  
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NJ 07660, USA  
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**Cheil Canada**  
235 Carlaw Avenue, Suite 100-A  
Toronto, Ontario M4M 2S1  
Canada  
T. 416.479.9760

## LATIN AMERICA

**Cheil Brazil**  
04551-000 Rua Olímpiadas, 134, Alpha  
Tower 13 Andar, São Paulo SP, Brazil  
T. 55-11-2181-3100

**Cheil Mexico**  
Arquimedes # 98  
11560 Polanco Reforma  
Mexico D.F., Mexico  
T. 52-55-4160-0000

**Cheil Central America(Panama)**  
Costa del Este, Ave. La Rotonda,  
Torre Bladex  
T. +507-303-1050

## Cheil Colombia

Av Cra 7 # 113-43 Oficina 1809  
Torre Samsung Bogota, Colombia  
T. 57-1-486-6140

## Cheil Guatemala

5ta Avenida 5-55 zona 14, Edificio Europlaza,  
Torre 2, nivel 15, oficina 1503,  
Ciudad de Guatemala, Guatemala  
T. +502-2302-6400

## Cheil Chile

Cerro El Plomo 6000, Piso 8,  
Las Condes, Santiago, Chile  
T. +56-2-2485-8592

## Cheil Peru

Amador Merino Reyna 420 piso 5 - San Isidro  
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## EUROPE

### Cheil UK

The Crane Building  
22 Lavington Street  
London SE1 0NZ, United Kingdom  
T. +44 (0) 207 593 9300

### Cheil Germany

Am Kronberger Hang 8  
65824 Schwalbach am Taunus, Germany  
T. 49-6196-9713-0

### Cheil Belgium

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Leonardo Da Vinci laan 19  
1831 Diegem, Belgium  
T. +32 4 98 69 19 64

### Cheil France

1 Rue Fructidor 93400 Saint-Ouen, France  
T. +33.(0)1.44.04.75.00

## Cheil Italy

Via Mike Bongiorno, 9-Milano Italy  
T. 39-02-36790-201

## Cheil Spain

Avenida de Bruselas 16, 28108  
Alcobendas, Madrid, Spain  
T. 34-912-860-100

## Cheil Austria

Praterstrasse 31 / 10th floor,  
1020 Vienna, Austria  
T. +43 1 2127 385 3523

## Cheil Benelux

Postjesweg 1, 1057DT,  
Amsterdam, The Netherlands  
T. 31-20-217-0360

## Cheil Czech

V Parku 2294/4, 148 00 Prague, Czech Republic  
T. 420-226-202-249

## Cheil Poland

02-674 ul. Marynarska  
15 Warszawa, Poland  
T. 44-22-607-4433

## Cheil Nordic

SE-16440 Torshamnsgatan 27 Kista Sweden  
T. +46 733 13 99 95

## Cheil Romania

Willbrook Platinum Business & Convention  
Center, Soseaua Bucuresti-Ploiești  
No.172-176, Building A, 3rd Floor,  
Room No. 1 Sector 1, Bucharest, Romania  
T. +40 316 202 448

## Cheil France

1 Rue Fructidor 93400 Saint-Ouen, France  
T. +33.(0)1.44.04.75.00

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## CIS

### Cheil Russia

Moscow, 123242, Novinsky Boulevard 31  
T. 7-495-7972516

### Cheil Ukraine

01032, 23rd floor of 101 tower,  
Lva Tolstogo street 57, Kiev, Ukraine  
T. +38-044-392-7638

### Cheil Kazakhstan

6th floor, block B, 36, Al-Farabi av.,  
Almaty, Kazakhstan  
T. 7-727-222-1213

## MIDDLE EAST

### Cheil UAE

2nd floor, Butterfly Building Towers A,  
Al Bourooj Street, Dubai Media City  
P.O. Box 502457, Dubai, U.A.E.  
T. 971-4-4406400

### Cheil Turkey

Flatofis İstanbul Is Merkezi  
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### Cheil Jordan

King Hussein Business Park, Building# 5, King  
Abdullah II Street Amman, Jordan  
T. +962 65 807 533

### Cheil KSA

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T. +966-12-225-7182

## AFRICA

### Cheil South Africa

Block 2, 2929 William Nicol Drive,  
Bryanston, Johannesburg, South Africa  
T. 27-11-996-2300

### Cheil Kenya

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Waiyaki Way, Nairobi, Kenya  
T. 254-204-294-801

### Cheil Nigeria

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Street. Victoria Island- Lagos, Nigeria  
T. +234-1-4601743

## Cheil Ghana

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## SOUTHEAST ASIA

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### Cheil Vietnam

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HCM City, Vietnam  
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### Cheil Thailand

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Bangkok 10120. Thailand  
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### Cheil Philippines

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Hill Cyber Park, Fort Bonifacio, Taguig,  
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### Cheil Malaysia

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T. +60.3.2191.0088

### Cheil Australia

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### Cheil Japan

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Chiyoda-Ku Tokyo 102-0071  
T. 81 03 6333 2970

### Cheil Indonesia

PT. Cheil Worldwide Indonesia Menara Batavia,  
9th Floor, Suite 905 Jl. KH. Mas Mansyur Kav  
126 Jakarta, Indonesia, 10220  
T. +62 821 4649 6094

## SOUTHWEST ASIA

**Cheil India**

5th Floor, MPD Tower, Golf Course Road,  
Sector-43, Gurgaon, Haryana  
T. 91-124-480-5500

## CHINA

### Cheil China

4-5F Tower A, Pacific Century Place 2A Gongti  
North Road, Chaoyang District, Beijing, China  
T. +86-10-56418000

### Cheil China Shanghai

12F, Central Park, No.868 Changshou Road,  
Putuo District, Shanghai, 200060  
T. 86-21-6457-0868

### Cheil China Guangzhou

1306, Teemtower, teemall, 208TianheRoad,  
TianheDistrict, Guangzhou, 510620  
T. 86-20-8393-6588

### Cheil China Shenyang

Floor 13, Northeast Media Culture Building,  
No.356 QingNian Street, HePing District, Shen-  
yang  
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### Cheil China Chengdu

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T. 86-028-8671-2723

### Cheil China Xi'an

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# Awards

2018

**SAMSUNG ELECTRONICS:**  
Samsung Smartsuit

- Cannes Lions  
• Gold Mobile  
• Bronze Mobile  
  
One Show  
• Silver Interactive  
• Bronze Intellectual Property  
• Bronze UX/UI

**SAMSUNG ELECTRONICS:**  
PARKOUR SCREENS

- Cannes Lions  
• Silver Outdoor

**SAMSUNG ELECTRONICS:**  
Samsung Technical School - Seema Nagar

- Cannes Lions  
• Silver Glass

**JBL:**  
Block Out the Chaos: World Leaders  
Block Out the Chaos: Football managers

- Cannes Lions  
• Bronze Print & Publishing  
• Bronze Industry Craft

**JBL:**  
Block Out the Chaos:  
Babies/Dogs/Wife & Daughter

- New York Festivals  
• Gold Print - Traditional & Digital  
• 2 Silver Outdoor  
• Bronze Outdoor  
• 2 Bronze Print - Traditional & Digital

- One Show  
• 2 Silver Print & Outdoor  
• 2 Bronze Print & Outdoor  
• Merit Print & Outdoor

D&AD  
• Wood Art Direction

- Adfest  
• Silver Outdoor  
• Silver Press  
• Silver Print Craft  
• Bronze Print Craft

**SENSE INTERNATIONAL INDIA:**  
Good Vibes:

Communication tool for the deafblind

- Cannes Lions  
• Bronze Innovation

D&AD  
• Graphite Digital Design

**SAMSUNG / FECMA:**  
War Correspondents on Breast Cancer

- Cannes Lions  
• Bronze Health & Wellness

Recently, Cheil Worldwide has been highly awarded at prestigious awards competitions such as Cannes Lions, D&AD, One Show, CLIO, Spikes Asia, and ADFEST, putting itself on the map as a global creative solution provider.

**SEOUL METROPOLITAN GOVERNMENT:**  
Peekaboo Mask

- Cannes Lions  
• Bronze Outdoor

**CARMAX:**  
Buying Greenie

- Cannes Lions  
• Bronze Social & Influencer

**TESCO:**  
Safety Bags

- New York Festivals  
• 2 Gold Package & Product Design

- One Show  
• Merit Design  
• Merit Intellectual Property

**SAMSUNG ELECTRONICS:**  
3 Dimensional Unpacked

- New York Festivals  
• Bronze Design

- D&AD  
• Wood Graphic Design  
• Wood Spatial Design

- AdFest  
• Bronze Media

**SAMSUNG ELECTRONICS:**  
Dyctective for Samsung

- New York Festivals  
• Bronze Digital(cyber) Communications  
• Bronze Mobile Marketing

- One Show  
• Merit Mobile

**SCRABBLE CLUB (HK):**  
Scrabble Keyboard

- New York Festivals  
• Bronze Mobile Marketing

- D&AD  
• Wood Digital Marketing

- AdFest  
• Gold Mobile

**3M:**  
Earworm Billboards

- New York Festivals  
• Bronze Outdoor

- One Show  
• 2 Merit Design  
• Merit Print & Outdoor

- AdFest  
• Bronze Design

**SAMSUNG ELECTRONICS:**  
Samsung Gear VR Wonderland

- One Show  
• Merit Design  
• Merit Interactive

**BUSAN METROPOLITAN POLICE AGENCY:**  
Stop Downloadkill

- One Show  
• Merit Film

- AdFest  
• Branded Content  
• Effective  
• Silver Media  
• Bronze Direct

**RC PHARMA:**  
Butty&Belly

- One Show  
• Silver Moving image craft  
• Bronze Health, Wellness & Pharma

**EDEKA:**  
FEEDitBAG

- D&AD  
• Graphite Packaging Design

**CAMPAIGN AGAINST LIVING MISERABLY:**  
L'eau de Chris

- D&AD  
• Wood Media

**WICKES:**  
Tradesman's Suncream

- One Show  
• Merit Health, Wellness & Pharma

**GE:**  
Drone Week

- Webby Awards  
• Winner Film & Video

**NGPF:**  
Payback

- Webby Awards  
• People's Voice Games

**UBEREATS:**  
Nail House Campaign

- AdFest  
• Silver Press

**SOI DOG FOUNDATION:**  
Watchdogs

- AdFest  
• Bronze Interactive

**OPERATION SMILE:**  
The girl in mask

- AdFest  
• Bronze Film

2017

**UNIQLO:**  
Heat Tech Window

- Cannes Lions  
• Bronze Outdoor

**D&AD**  
• Graphite Media

- One Show  
• Silver Print & Outdoor  
• Merit Direct Marketing

- Adfest  
• Gold Direct  
• Gold Media  
• Silver Outdoor  
• Silver Promo

**Clio Awards**  
• Bronze Brand Design

- London Int'l Awards  
• Silver The NEW

- Spikes Asia**  
• Gold Design  
• Silver Design  
• Bronze Design  
• Silver Outdoor  
• Bronze Outdoor  
• 2 Bronze Direct  
• 2 Bronze Promo&Activation

**SAMSUNG ELECTRONICS:**  
#BeFearless

- D&AD  
• Wood Pencil Digital Design

- One Show  
• Bronze Mobile

- Adfest  
• Silver Mobile  
• Bronze Mobile

**Spikes Asia**  
• Bronze PR

**SAMSUNG ELECTRONICS:**  
Dyctective for Samsung

- Cannes Lions  
• Bronze Cyber

- London Int'l Awards  
• Gold Digital  
• 2 Bronze Digital

**SAMSUNG ELECTRONICS:**  
#BeTheirEyes

- One Show  
• Bronze Design  
• Bronze Print&Outdoor  
• Merit PR

- AdFest  
• Silver Direct  
• Silver Promo  
• Bronze Direct

**ADIDAS:**  
Adidas Glitch

- Cannes Lions**  
• Silver Media  
• Bronze PR  
• Bronze Direct  
• Bronze Media  
• Bronze Digital Craft

**London Int'l Awards**  
• Bronze Digital

- Clio Sports**  
• Gold Innovation  
• Silver Digital  
• Silver Mobile

**ADIDAS:**  
#MYNEOLABEL

- Cannes Lions**  
• Bronze Mobile  
• Bronze Design

**One Show**  
• Silver Interactive  
• Merit Social Media

**JBL:**  
Block Out The Chaos

- Cannes Lions**  
• Bronze Outdoor  
• Bronze Print & Publishing

**London Int'l Awards**  
• 2 Gold Billboard  
• Gold Print  
• Silver Print  
• Bronze Print

- Spikes Asia**  
• Gold Print & Publishing  
• Silver Outdoor  
• Silver Print & Outdoor Craft  
• Silver Design

**3M:**  
Hey Macarena/Barbie Girl/  
Karma Chameleon

- London Int'l Awards**  
• 3 Gold Billboard  
• Silver Billboard  
• Bronze Billboard

**RC PHARMA:**  
Hot Pot Hero/Toilet Psycho

- London Int'l Awards**  
• Gold Pharmaceuticals  
• Silver Pharmaceuticals  
• Bronze Health & Wellness  
• Bronze Pharmaceuticals

**TESCO:**  
SAFETY BAGS

- London Int'l Awards**  
• Bronze The NEW

**Clio Awards**  
• Silver Innovation

- Spikes Asia**  
• Bronze Direct  
• Bronze Promo&Activation

**AdFest**  
• Gold Media

**VERY CHOCOLATE:**  
Very Chocolate

- One Show**  
• Merit Design

**London Int'l Awards**  
• Bronze Package Design

- AdFest**  
• Silver Outdoor

**SAMSUNG ELECTRONICS:**  
Innovating Evolution

- London Int'l Awards**  
• Silver Design  
• Silver Design

**SCRABBLE CLUB:**  
SCRABBLE KEYBOARD

- London Int'l Awards**  
• Silver Digital

**Spikes Asia**  
• Bronze Mobile

**OPERATION SMILE:**  
The Girl in the Mask

- London Int'l Awards**  
• Bronze Health & Wellness

**Spikes Asia**  
• Bronze Healthcare

**SAMSUNG C&T EVERLAND CARIBBEAN BAY:**  
Life Pump

- One Show**  
• Merit Design

**Spikes Asia**  
• Bronze Healthcare

- AdFest**  
• Silver Media

**SAMSUNG ELECTRONICS:**  
DISCOVR The World

- One Show**  
• Merit Branded Entertainment  
• Merit Responsive Environments

**SAMSUNG ELECTRONICS:**  
Service Van

- AdFest**  
• Silver Film Craft  
• Bronze Film

**SAMSUNG ELECTRONICS:**  
Spread the Joy

- AdFest**  
• Gold Media

**SAMSUNG ELECTRONICS:**  
Samsung 4D VR Thrill Ride

- One Show**  
• Merit Responsive Environments

Cheil

