

INTRODUCTION TO HILL+KNOWLTON KOREA

February 2, 2016

WPP



HILL + KNOWLTON STRATEGIES - GLOBAL

- + Global network of **86 OFFICES** in **49 COUNTRIES** and an extensive list of associates worldwide
- + Integrated team of trusted advisors and creative experts with **WORLD-CLASS TALENT** and **GLOBAL REACH**
- + Part of WPP, one of the world's largest communications services groups, with clients representing **46 of INTERBRAND'S 2010 TOP 100 GLOBAL BRANDS**
- + An unparalleled source of **WISDOM** and has worked with 50 percent of the **FORTUNE 500** worldwide
- + Unrivaled **EXPERTISE** in public opinion research, reputational management, marketing communications, digital and social media strategies, crisis communications, public affairs and more
- + Diverse experience in **CONSUMER GOODS, FMCG, F&B, TOURISM** industries with team of experts globally

OUR GLOBAL PRESENCE

86 offices in 49 countries with 2,000+ experts
Asia-Pacific headquarter based in Singapore

- H+K Strategies Office
- Affiliates

U.S.

Austin*
Boston
Chicago
Dallas
Houston
Irvine
Los Angeles
Miami
New York
San Francisco*
Seattle
Tallahassee
Tampa
Washington D.C.

CANADA

Calgary
Edmonton
Halifax
Montreal
Ottawa
Québec City
Regina
Saskatoon
St. John's
Toronto
Vancouver
Victoria
Winnipeg

LATIN AMERICA

Bogotá
Buenos Aires
Caracas
Guatemala City
Lima
Mexico City
Montevideo
Panama City
Quito
San Jose
San Juan
Santiago
São Paulo

EUROPE

Almaty
Amsterdam
Athens
Barcelona
Belfast
Berlin
Bratislava
Brussels
Bucharest
Budapest
Copenhagen
Dublin
Frankfurt
Helsinki
Kyiv
Lisbon
London
Ljubljana
Madrid
Milan
Moscow
Oslo
Paris
Prague

AMEASCA

Reykjavik
Riga
Rome
Sofia
Stockholm
Stavanger
Tallinn
The Hague
Vienna
Vilnius
Warsaw
Zug
Abu Dhabi
Algiers
Amman
Auckland
Bengaluru
Brisbane
Cairo
Casablanca
Chennai
Dar es Salaam
Doha

ASIA

Lahore
Manama
Mumbai
Nairobi
Perth
Ramala
Riyadh
Sydney
Tel Aviv
Tunis
Bangkok
Guangzhou
Hanoi
Ho Chi Minh City
Hong Kong
Jakarta
Kuala Lumpur
Manila
Seoul
Singapore
Taipei
Tokyo

CHINA

Beijing
Chengdu
Guangzhou
Shanghai

HILL + KNOWLTON STRATEGIES - KOREA

- + One of the **top international communications consultancies** in Korea
- + Present in Korea **since 1999**
- + **65 professionals** with bilingual and cross-cultural capabilities including diverse experience in **FMCG, F&B, Consumer Health and Lifestyle** with team of experts
- + **Strong expertise** in both local & global strategic communications planning and execution including **corporate** and **marketing communication, digital & SNS communication** and **crisis & issues management** with proven success cases
- + **Specialized corporate and marketing communication team** to support brand reputation and product lifecycle including new product launching, brand PR, celebrity marketing and digital communication
- + Strong F&B market insight and experience: **Heineken, Outback Steakhouse, Danone(Activia), Subway, Maeil Dairy(Baby Powder, Yogurt), Enfamil(Baby Milk), Ocean Spray (Juice), Pepsico(Tropicana, Gatorade) and Brewmasters(Ale beer)** etc.
- + Strong relationship and experience working with **influential media including top tier newspaper and magazine, TV and social media.**
- + **In-house social media/digital PR system in place.** From social media monitoring and analysis to digital content creation and amplification, online influential group (e.g. blogger, community) outreach to consumer campaign planning and execution.

OUR SERVICE



**CONSUMER MARKETING
COMMUNICATION**



CONSUMER HEALTHCARE



**MEDIA & STAKEHOLDER
RELATIONS**



DIGITAL COMMUNICATION



**CORPORATE REPUTATION
MANAGEMENT**



**PUBLIC & GOVERNMENT
AFFAIRS**



**LITIGATION
COMMUNICATIONS**



**RISK MANAGEMENT +
CRISIS COMMUNICATIONS**



**CHANGE + INTERNAL
COMMUNICATIONS**



**BUSINESS TO BUSINESS (B2B)
COMMUNICATIONS**



**TECHNOLOGY & FINANCIAL
COMMUNICATIONS**



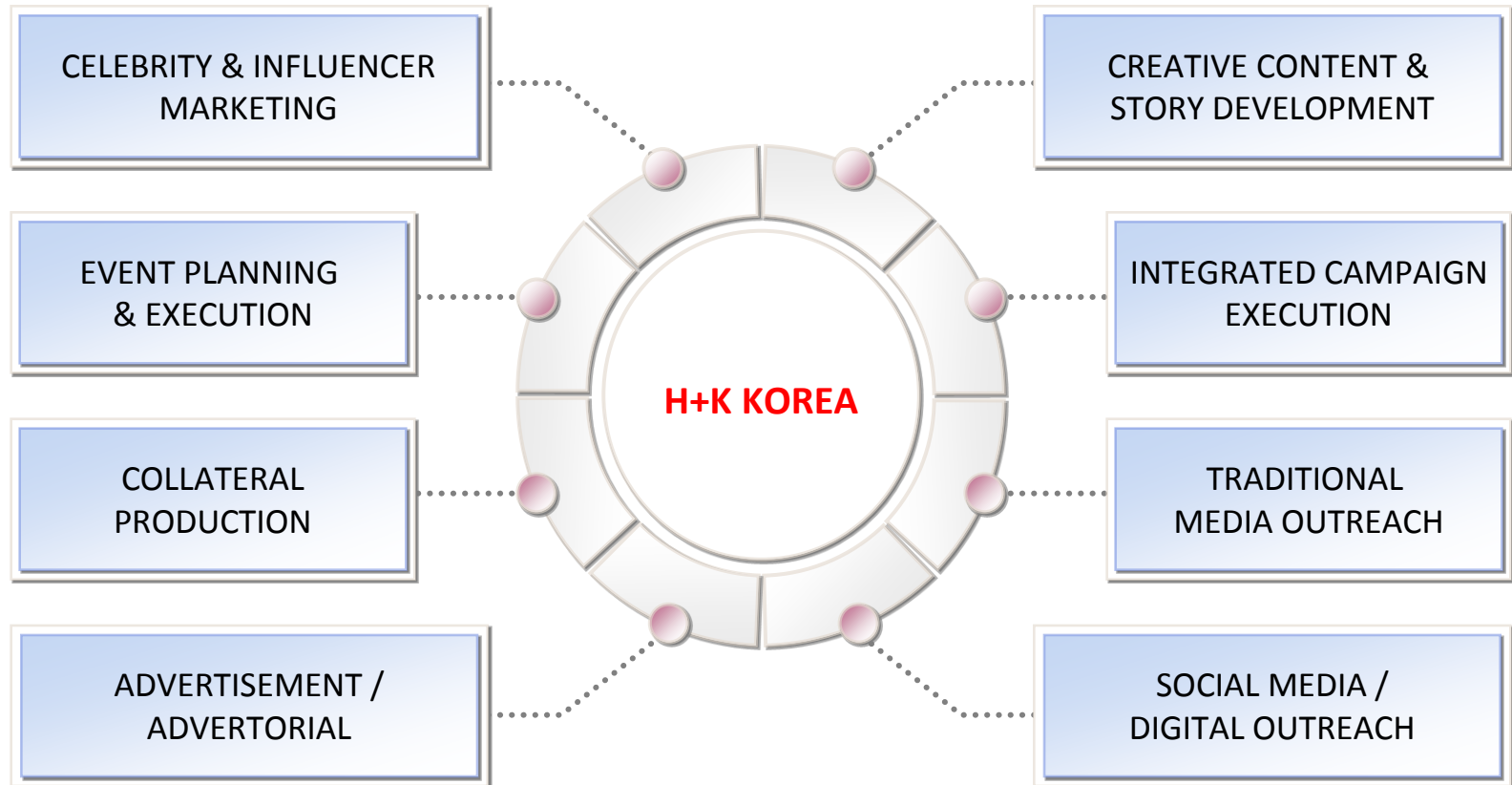
**RESEARCH + DATA
INSIGHTS**

OUR STRENGTHS

- ✚ **We understand client needs in dynamic market place.**
H+K Korea has extensive experience in providing strategic planning and execution of diverse client needs in Korean market.
- ✚ **We understand 360 degree integrated marketing communication planning and execution.**
H+K Korea maintain in-house 'Activation Team' which support fully integrated marketing communications services including campaign planning/execution, events management, production services and digital platform and operation according to client's needs as one stop agency
- ✚ **We have full spectrum of media management capability.**
H+K Korea has proven track record of media planning and execution capability in the full spectrum of media channels including TV, radios, newspapers, magazines, online media, online community, bloggers and etc.
- ✚ **We are connected to diverse stakeholders.**
We have built strong relationship and reputation amongst local media, influential 3rd parties and government/regulatory organizations. We are able to provide best communication strategy and approach to help extending this relationship and knowledge to our clients
- ✚ **We have in-house digital team and social media monitoring tool to analyze your e-reputation.**
H+K Discovery monitoring tool is developed and owned by Hill + Knowlton to track online brand reputation and conversation. H+K specializes in creating creative conversation across social media and SNS platforms and is able to provide comprehensive digital campaign planning and activation.

OUR 360° INTEGRATED MARKETING COMMUNICATION SERVICE

H+K Korea retains activation team providing 360 degree integrated marketing communication service.



OUR CLIENT LIST & EXPERIENCE



OUR DIGITAL COMMUNICATION CAPABILITIES

Full-Scale Digital Communication

H+K has team of special digital experts offering comprehensive digital communication monitoring, strategy planning to digital outreach to support corporate and brands' success.

Strategic Consultation

Digital corporate reputation management

On & Off-line IMC strategy development

Messaging

Communication Guideline

Trans-National project management

Global SNS Ethics & Legality review

Monitoring & Measurement

Online consensus (Quantitative + Qualitative)

Online Dashboard Clipping Newsletter

Evaluating marketing result

Amending corp. reputation Tracking Analysis

KPI & ROI

Influencer Analysis & Mapping

SNS Communication

Corp. & Brand SNS strategy development

SNS contents Planning & development

SNS platform Operation & management

Brand Blog

Brand community

Multimedia Newsroom

Viral Marketing

Campaign planning & Viral program

Power Blogger seeding program

Image & Video content development

Program to spread brand content

Portal / SNS advertising

Issue marketing

Crisis Issue Management

Potential issue analysis & Threat assessment

Issue management strategy & Manual development

Real time monitoring of spreading issue

Issue Positioning Statement

SNS platform Issue management & countering

TOP AWARDS IN 2014

Agency of the Year 2014



Asia-Pacific PR Campaign of the Year



Best Use of Broadcast/Video



Best Asia-Pacific Campaign of the Year (Social Media)



Best Asia-Pacific Campaign of the Year (Event & Festival)



THE 2014 INTERNATIONAL BUSINESS AWARDS (THE STEVIE AWARDS)

- + Gold Stevie Winner (Communications or PR Campaign of the Year - Social Media Focused)
- + Silver Stevie Winner (Communications or PR Campaign of the Year - Events & Observances)

PR WEEK AWARDS ASIA 2014

- + Certificate of Excellence (Asia-Pacific PR Campaign of the year)
- + Certificate of Excellence (Best use of Broadcast/Video)

2014 SABRE AWARD, ASIA PACIFIC

- + Certificate of Excellence (In2: Digital Video)

2014 DRAGONS OF ASIA

- + Blue Dragon Winner (Best Campaign in Korea)
- + Orders of Excellence (Best Integrated Marketing Campaign)

CAMPAIGN ASIA

- + PR Agency of the Year Gold Award