

Interbrand
Best
Korea
Brands
2017

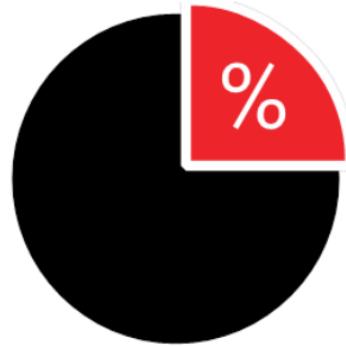
**DIS
RUPT
TO
GROW**

WHAT IS BRAND VALUE?

Brand Value is defined as
the net present value
of future earnings generated
by the brand alone.

MOST BROADLY ACKNOWLEDGED METHODOLOGY

(1) Role of Brand



Strong brands drive choice...

(2) Brand Strength



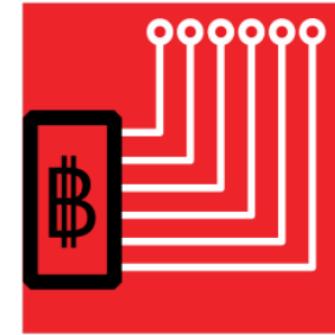
... build loyalty...

(3) Financial Performance



... enhancing margins

(4) Brand Value



... creating brand and business value

INTERBRAND BEST GLOBAL BRANDS



**CERTIFIED
ONCERT
SERVICE**
ISO 10668

MOST INFLUENTIAL 'BUSINESS-RELATED' RANKING IN THE WORLD

Bloomberg

CNN



CNBC

THE WALL STREET JOURNAL.

YAHOO!



NYSE



The Washington Post

A screenshot of the Bloomberg Businessweek website. The main headline reads "Toyota Drops Out of Top 10 Global Brands, Interbrand Says". Other news items and sidebar content are visible.

FOX
NEWS
Channel

Google

Interbrand
Best
Korea
Brands
2017

01	02	03	04	05	06	07	08	09	10
SAMSUNG +14.4% 58,099,806	 HYUNDAI +11.1% 13,831,161		NAVER +20.0% 4,503,939	 SK telecom -9.3% 3,767,045	삼성생명  +3.9% 3,470,017	AMORE PACIFIC CORPORATION +19.3% 2,910,405	* KB국민은행 +8.2% 2,901,386	신한은행 +14.2% 2,554,854	LG전자 -15.3% 2,335,442
11 +0.4% 2,256,502	12 신한카드 +5.6% 1,970,811	13 HYUNDAI MOBIS +1.8% 1,946,387	14 	15 	16 	17 	18 	19 삼성카드  +5.3% 1,181,213	20 Hyundai Card +3.2% 1,160,357
21 LG생활건강 +17.1% 1,155,210	22 posco -18.8% 1,136,798	23 	24 	25 	26 	27 	28 	29  +19.3% 704,295	30 kakao +31.0% 695,494
31 coway +3.6% 675,087	32 	33 	34 	35 삼성증권  -9.2% 504,851	36  +6.8% 498,828	37  +5.0% 494,968	38  +7.9% 493,807	39  +5.0% 464,394	40 THE SHILLA -13.9% 461,007
41  New 430,059	42 	43 	44 	45 	46  -13.6% 380,296	47 SHINSEGAE -14.0% 368,428	48  New 309,505	49  New 308,473	50  New 301,862

Interbrand
Best
Korea
Brands
2017

Top 10

1



SAMSUNG

14.4% 58,099,806

2



HYUNDAI

11.1% 13,831,161

HYUNDAI

3



11.7% 6,977,394

4

NAVER

20.0% 4,503,939



NAVER

+24%

2,952,481

2015

3,754,642

2016

4,503,939

2017

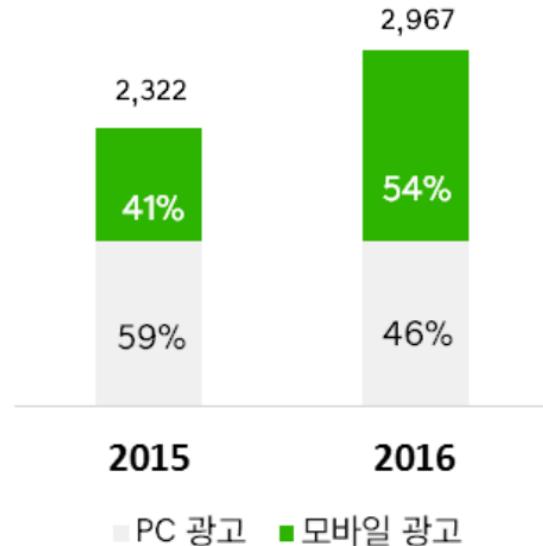
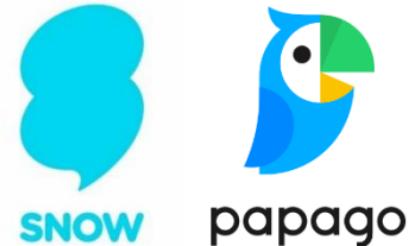
#4 NAVER



+20%

4,503,939 m won

2016 rank: #5



NAVER | L | A | B | S |



5

sy



-9.3% 3,767,045

7



AMORE PACIFIC
CORPORATION

19.3% 2,910,405

PACIFIC

AMOREPACIFIC
CORPORATION

+30%

2015
1,730,358

2016
2,440,175

2016

2017
2,910,405

#7 AMORE PACIFIC



+19.3%

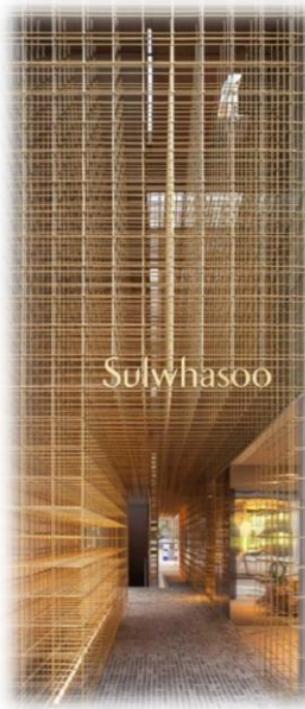
2,910,405 m won

2016 rank: #9

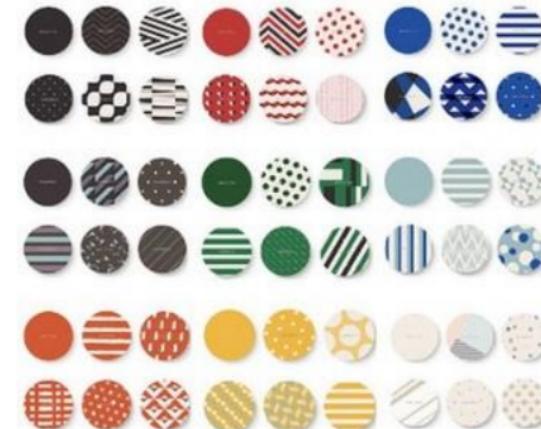
Sulwhasoo LANEIGE Mamonde

ETUDE
HOUSE

innisfree



THERAGEN ETEX



8

* KB 국민은행

8.2% 2,901,386

#8 KB KOOKMIN BANK



+8.2%

2,901,386 m won

2016 rank: #8



9



신한은행

14.2% 2,554,854

SHINHAN

#9 SHINHAN BANK



+14.2%

2,554,854 m won

2016 rank: #11



SAMSUNG



HYUNDAI

UNG 14.4%

DAI 11.1%



NAVER



20.0%

om -9.3%



FE 3.9%

AMOREPACIFIC
CORPORATION

KB 19.3%

* KB 국민은행

신한은행



Top 10

Best
Korea
Brands
2017

23% - Brand Value to Market Capital

1 SAMSUNG

2 HYUNDAI

3 KIA

4 NAVER

5 SK telecom

6 SAMSUNG FE

7 AMOREPACIFIC

8 KB Bank

9 SHINHAN

10 LG Electronics

Interbrand
Best
Korea
Brands
2017

**Top
Risers**

Best
Korea
Brands
2017

Top
Risers

KAKAO +31.0%

NAVER +20.0%

AMORE PACIFIC +19.3%

SK Innovation +19.3%

NC SOFT +19.1%

HANKOOK TIRE +17.5%

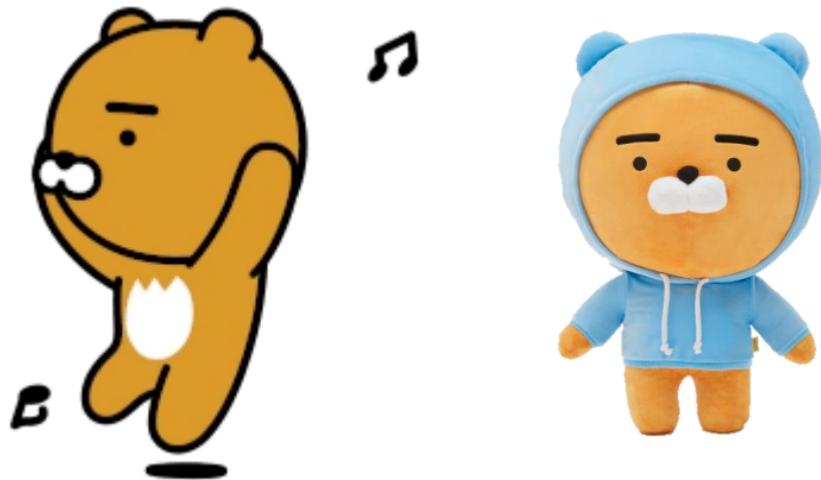
#30 KAKAO



+31%

\$695,494 m million

2016 rank: #37



Melon



#25 HANKOOK TIRE



+17.5%

969,721 m won

2016 rank: #28



한국타이어 테크노돔

한국타이어는 친환경 하이테크 연구소인 '테크노돔'으로 미래 타이어 기술을 확보하고
Proactive 기업문화를 실현하여 글로벌 Top Tier 위상을 강화합니다.



Interbrand
Best
Korea
Brands
2017

new
centrants

41 LOTTE CHEMICAL

(430,059)



43 S-Oil

(416,521)



45 HYOSUNG

(399,603)



48 CJ CGV

(309,505)



49 LOEN

(308,473)



50 OTTOGI

(301,862)



Best
Korea
Brands
2017

New
Entrants

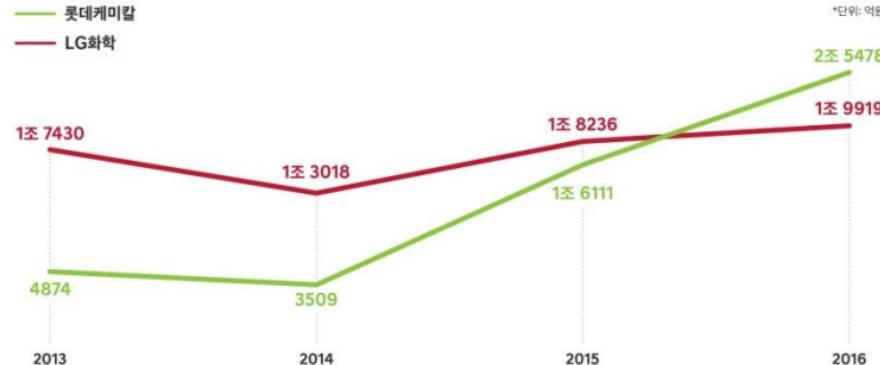
#41 LOTTE CHEMICAL



NEW

430,059 m won

롯데케미칼
LG화학

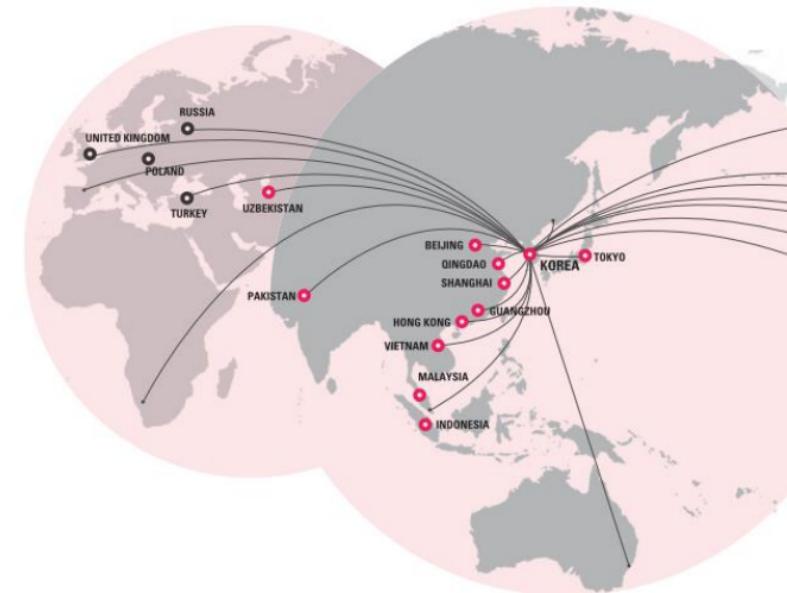
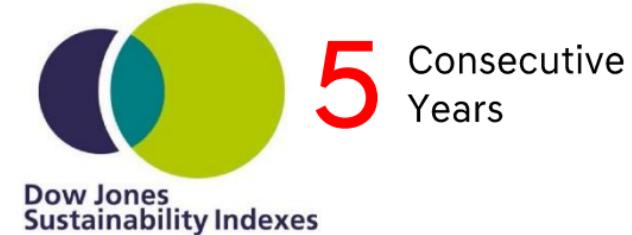


*단위: 억원

LOTTE CHEMICAL



● EUROPE
● ASIA
● AMERICA



#50 OTTOGI



NEW

301,862 m won



m.media.daum.net



세상을 떠나기 전 재균이를 포함해 무려 4,242명의
심장병 어린이들에게 새 생명을 찾아준 할아버지.
바로 오뚜기의 창업주인 故 '함태호' 명예회장입니다.

오뚜기는 대형 마트에서 일하는 시식 사원 1800여명 전체를 정규직으로 고용했다. 대다수 식품 기업이 인력업체에서 단기 교육만 받은 직원을 파견받는 것과 대조적이다. 강구만 오뚜기 홍보실장은 "여직원 전체 평균 근속 연수가 7.8년인 반면 시식 판매 여직원들은 평균 9.1년으로 더 길다"며 "정규직으로 뽑은 결과 이들의 제품에 대한 애정도가 훨씬 높아져 회사 입장에서 오히려 큰 덕을 보고 있다"고 말했다. 한 대형 마트 관계자는 "우리한테 수시로 찾아와 '우리 회사 제품을 늘려달라', '제품을 잘 보이는 데 친절해달라'는 요구를 하는 건 정직원으로 고용된 오뚜기 직원뿐"이라고 말했다.

**Best
Korea
Brands
2017**

Major Industries

51%
Information Technology



18%
Automotive



13%
Financial Service



Interbrand
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Korea
Brands
2017

**Key
Insights**

Do not ask “how much is a brand worth?”

**Ask “how did they *grow* brands and
businesses that are that *valuable*? ”**

Growth is an outcome
of a clear **strategy**
and exceptional
customer experience

**DIS
RUPT
TO
GROW**

WHAT IS DISRUPT?

혁신을 통한 기업 성장은 기존 **사업영역**과
사업전략, 무엇보다 **고객의 욕구**를
다른 시각으로 바라 보는 것에서 시작된다.

WHAT TO DISRUPT TO GROW

DISRUPTING
BUSINESS
STRATEGY/FIELD

DISRUPTING
CUSTOMER
EXPERIENCE

DISRUPTING
COMMUNICATION
/ACTIVATION

1. DISRUPTING BUSINESS STRATEGY/FIELD

**Disrupt your business upon
what you already have**

1. DISRUPTING BUSINESS STRATEGY/FIELD – (1) GS RETAIL (#34)



1. DISRUPTING BUSINESS STRATEGY/FIELD – (1) GS RETAIL (#34)



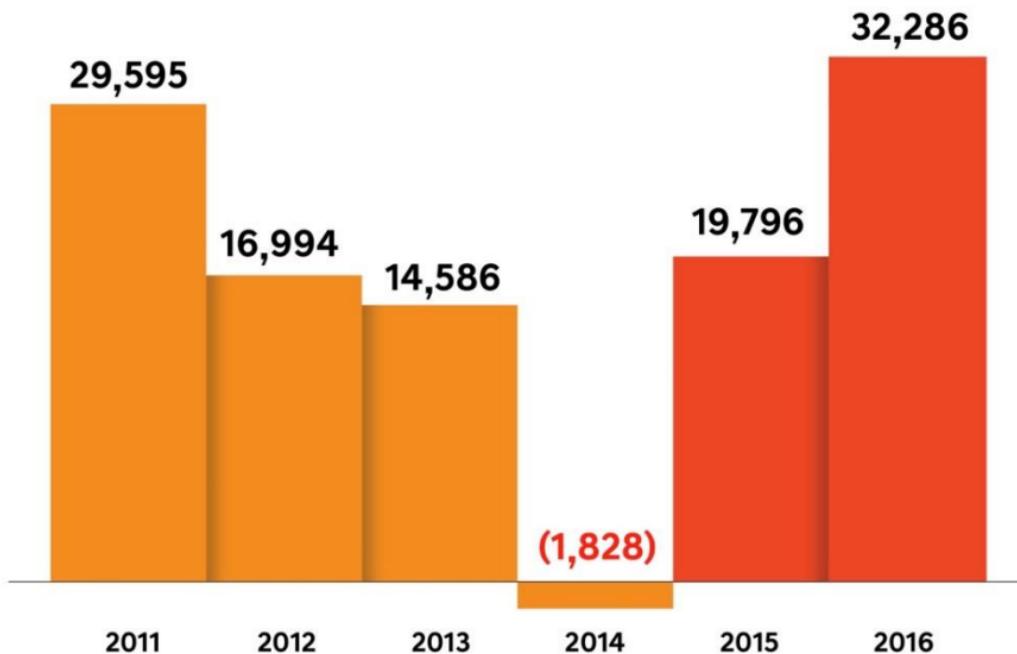
1. DISRUPTING BUSINESS STRATEGY/FIELD – (1) GS RETAIL (#34)



1. DISRUPTING BUSINESS STRATEGY/FIELD – (1) GS RETAIL (#34)



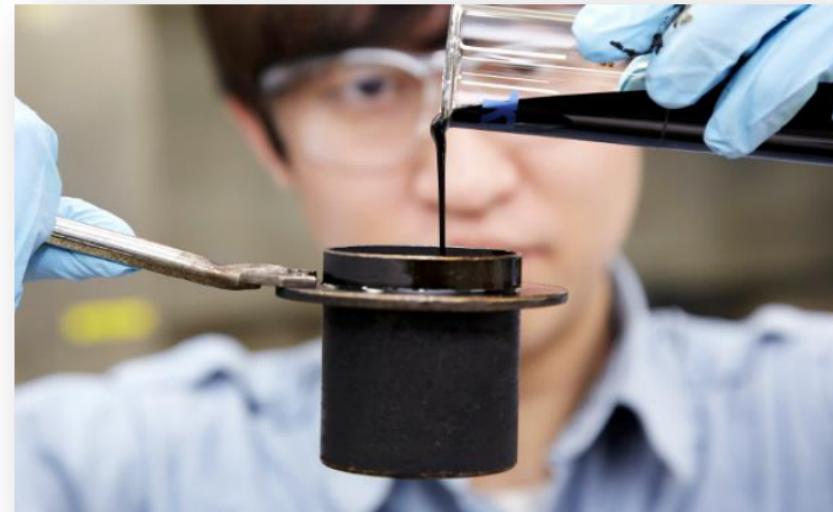
1. DISRUPTING BUSINESS STRATEGY/FIELD – (2) SK INNOVATION (#29)



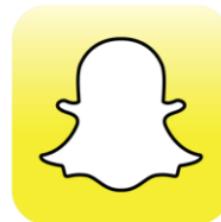
1. DISRUPTING BUSINESS STRATEGY/FIELD – (2) SK INNOVATION (#29)



1. DISRUPTING BUSINESS STRATEGY/FIELD – (2) SK INNOVATION (#29)

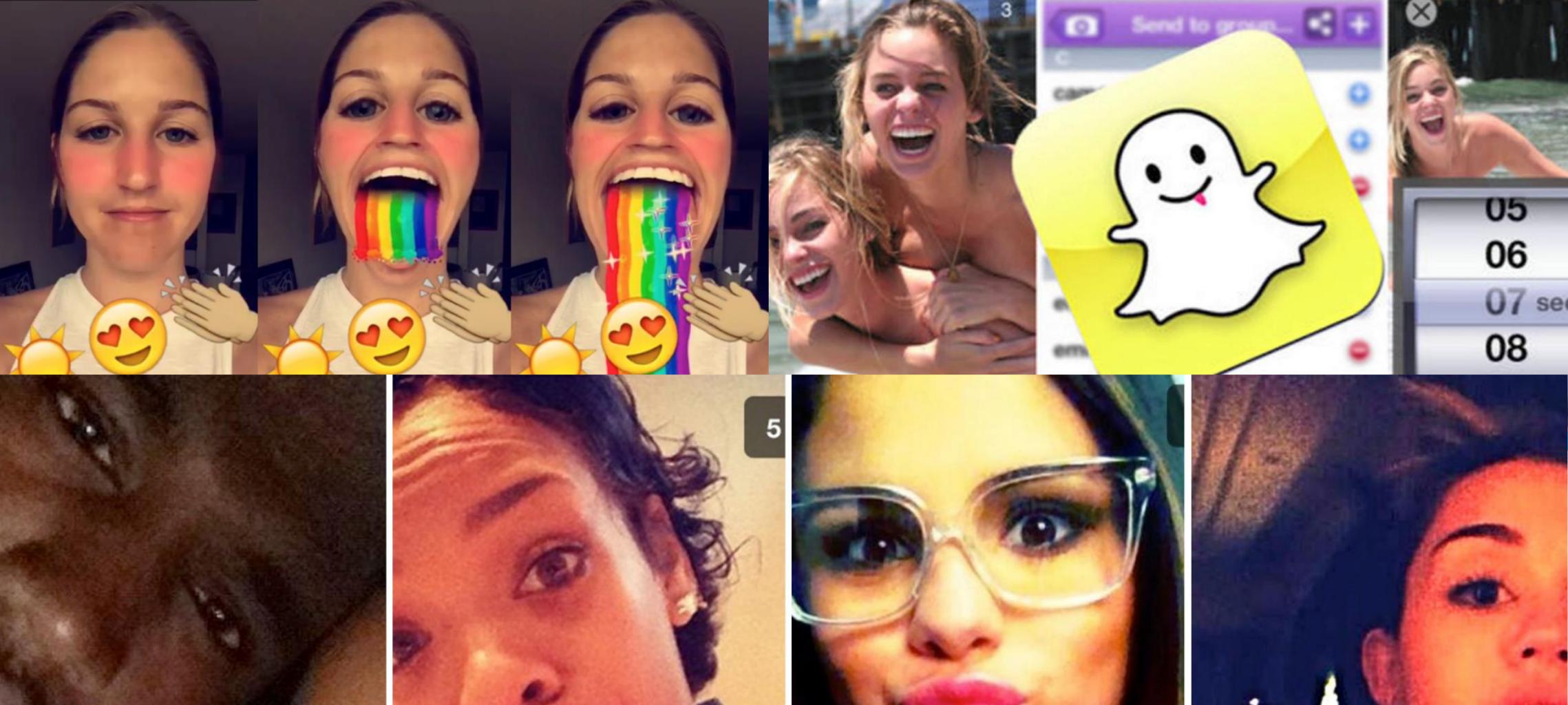


1. DISRUPTING BUSINESS STRATEGY/FIELD – (3) SNAP INC.

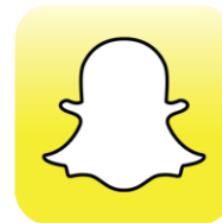


snapchat

“Self-expression isn’t a contest. It’s about being able to communicate how you feel and doing that in the moment.”



1. DISRUPTING BUSINESS STRATEGY/FIELD – (3) SNAP INC.



snapchat

1. DISRUPTING BUSINESS STRATEGY/FIELD – (3) SNAP INC.



1. DISRUPTING BUSINESS STRATEGY/FIELD – (3) SNAP INC.



Camera
Snapchat



AR OS
Octi



AR Hardware
Spectacles

1. DISRUPTING BUSINESS STRATEGY/FIELD – (3) SNAP INC.



1. DISRUPTING BUSINESS STRATEGY/FIELD – (3) SNAP INC.





Snap Inc.



Morgan Stanley

Morgan Stanley
Welcomes



Morgan Stanley Welcomes

Snap Inc.



TGIT
JAN 26

GREY'S ANATOMY

SCANDAL

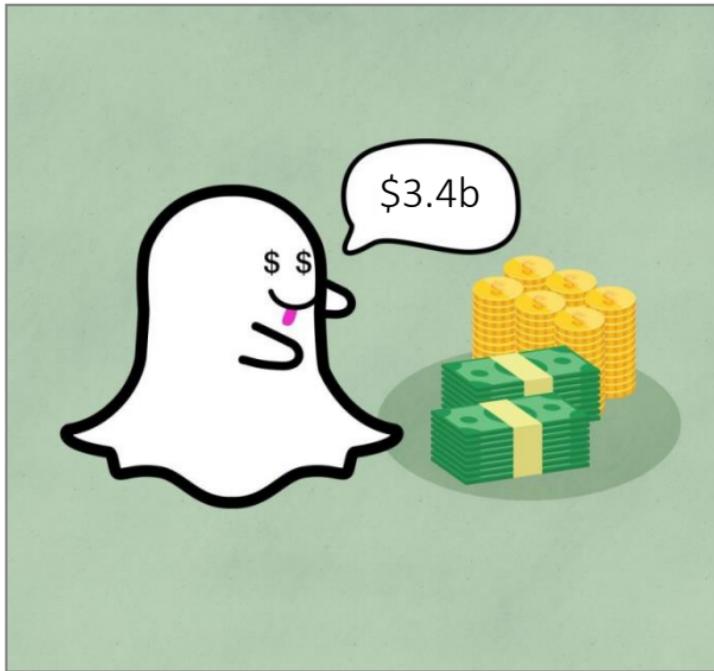
how to get away with
Murder



Wanna
Bitch



1. DISRUPTING BUSINESS STRATEGY/FIELD – (3) SNAP INC.



\$24.48 a share

Raised \$3.4billion



1. DISRUPTING BUSINESS STRATEGY/FIELD

사업 전략, 영역의 혁신은
보유 역량 및 자원을 다르게 해석하고,
이를 통해 새로운 사업 기회를 발굴해야 한다.

2. DISRUPTING CUSTOMER EXPERIENCE



DISRUPTING
BUSINESS
STRATEGY/FIELD

DISRUPTING
CUSTOMER
EXPERIENCE

DISRUPTING
COMMUNICATION
/ACTIVATION

2. DISRUPTING CUSTOMER EXPERIENCE

Be **curious** about
what customers **may** want

2. DISRUPTING CUSTOMER EXPERIENCE – (1) CJ CGV (#48)



2. DISRUPTING CUSTOMER EXPERIENCE – (1) CJ CGV (#48)



2. DISRUPTING CUSTOMER EXPERIENCE – (1) CJ CGV (#48)



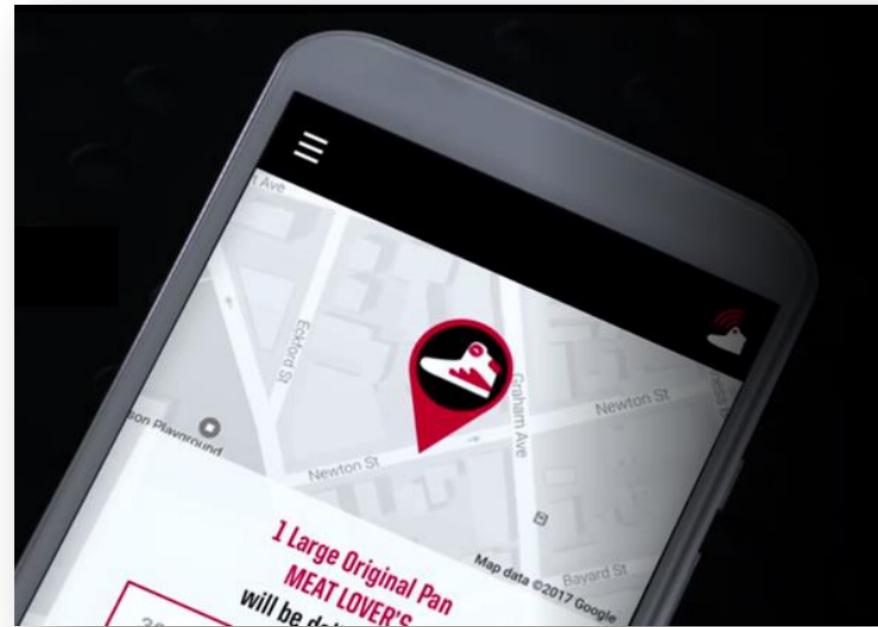
2. DISRUPTING CUSTOMER EXPERIENCE – (1) CJ CGV (#48)



2. DISRUPTING CUSTOMER EXPERIENCE – (2) PIZZA HUT



2. DISRUPTING CUSTOMER EXPERIENCE – (2) PIZZA HUT



2. DISRUPTING CUSTOMER EXPERIENCE – (2) PIZZA HUT



2. DISRUPTING CUSTOMER EXPERIENCE

**Sensing new needs/desires
from new lifestyle/behavior**



2. DISRUPTING CUSTOMER EXPERIENCE - (1) CJ CHEILJEDANG (#26)

혼술 : 혼자 술마시기
혼밥 : 혼자 밥먹기
혼영 : 혼자 영화보기
혼곡 : 혼자 노래 부르기



혼밥도 음~매나 맛있게요?



2. DISRUPTING CUSTOMER EXPERIENCE - (1) CJ E&M (#38), CJ CGV(#48)

혼술 : 혼자 술마시기

혼밥 : 혼자 밥먹기

혼영 : 혼자 영화보기

혼곡 : 혼자 노래 부르기



2. DISRUPTING CUSTOMER EXPERIENCE - (2) THE SHILLA (#40)

YOLO



서울신라호텔에서 즐기는 나만의 소중한 시간

MY HOLIDAY

2017.01.24 ~ 02.28

나에게 선물하는 1박 2일의 여유. 서울신라호텔에서 나만의 소중한 시간을 누리세요.

THE SHILLA
SEOUL

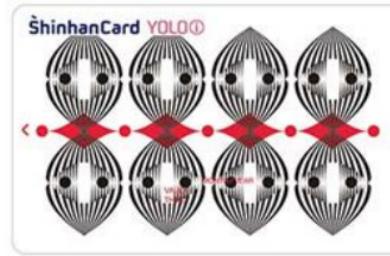


2. DISRUPTING CUSTOMER EXPERIENCE - (2) SHINHAN CARD (#11)

YOLO



ShinhanCard



2. DISRUPTING CUSTOMER EXPERIENCE - (3) KT (#14)



2. DISRUPTING CUSTOMER EXPERIENCE

고객이 이야기 하지 않는 욕구,
변화하는 라이프스타일에서 발생되는
새로운 욕구를 실현시켜 고객 경험을 혁신한다.

3. DISRUPTING COMMUNICATION/ACTIVATION

DISRUPTING
BUSINESS
STRATEGY/FIELD

DISRUPTING
CUSTOMER
EXPERIENCE



DISRUPTING
COMMUNICATION
/ACTIVATION

3. DISRUPTING COMMUNICATION/ACTIVATION

Twist your portrait

3. DISRUPTING COMMUNICATION/ACTIVATION- (1) KT&G (#24)



3. DISRUPTING COMMUNICATION/ACTIVATION- (1) KT&G (#24)



3. DISRUPTING COMMUNICATION/ACTIVATION



초 자극 사회 + 부조화 = 묘한 매력

가벼움은 무죄,
지루함은 유죄.

3. DISRUPTING COMMUNICATION/ACTIVATION- (2) AMORE PACIFIC(#7)



3. DISRUPTING COMMUNICATION/ACTIVATION



3. DISRUPTING COMMUNICATION/ACTIVATION- (3) HANKOOK YAKULT



3. DISRUPTING COMMUNICATION/ACTIVATION- (3) HANKOOK YAKULT



서울 A아파트 온라인 커뮤니티 게시판

“이 동네에선 **어디로 가야** 만날 수 있는지
댓글 좀 부탁드려요.”

도대체 누굴 찾는 걸까요?

‘야쿠르트계의 허니버터칩’이라고 불리며
젊은이들 사이에선 ‘독템 전쟁’



하지만 그 **분**은 너무 빠릅니다.
전동카를 타고 다니기 때문이죠.

그래서 야쿠르트 아줌마를 찾는 글이
SNS에 올라옵니다.



‘야쿠르트 아줌마가 ○○시 ○○○에 있다’
‘드디어 아줌마를 만났다…’

3. DISRUPTING COMMUNICATION/ACTIVATION

기존 인식의 **틀**을 깨고
신선한 위트를 통해 소비자와 교감한다.

**Growth is journey,
and it'll be completed
through a permanent
process of curiosity,
challenge, and changes.**

1. 사업 전략, 영역의 혁신은 보유 역량 및 자원을 다르게 해석하고, 이를 통해 새로운 사업 기회를 발굴해야 한다.
2. 고객이 이야기 하지 않는 욕구, 변화하는 라이프스타일에서 발생되는 새로운 욕구를 실현시켜 고객 경험을 혁신한다.
3. 기존 인식의 틀을 깨고 신선한 위트를 통해 소비자와 교감한다.

Interbrand

