

Best Korea Brands 2015

Interbrand Creating and managing brand value™





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Introduction

Jihun Moon

The origin of the term “branding” was literally to burn one’s name onto property as a crude mark of ownership. But it’s only in our relatively recent history that branding has become recognized as a business discipline. These days, brands around the world are being managed within an environment of rapid technological advancements, dramatic demographic shifts, and constantly changing consumer expectations.

Korea, as one of the most advanced technology-driven economies in the world, is at the forefront of these changes.

Though faced with global challenges, Korea’s most successful companies have continued to innovate, improve customer experiences, and utilize one of their most important assets—their brand. As a result, some of the Best Korea Brands saw significant increases in brand value over the past year.

Because brands across the globe are under pressure to deliver enhanced experiences to their consumers—quicker and more comprehensively than ever before—the theme for Best Korean Brands 2015 is centered around “Creating Optimal Experiences.” In this report, we will be exploring how employee behavior, processes, environments, and technology combine to create experiences that

engage customers and generate genuine value for the business.

The need to create brand experiences that are seamless and more holistic has been precipitated by sector convergence and the rise of Big Data. Harnessing the potential of Big Data isn’t just for tech companies anymore—it offers huge opportunities for all brands. By collecting and analyzing customer data and honing in on key insights, today’s organizations can create more consistent, integrated experiences that connect across both the physical and digital world.

Of course, the ability to create more seamless experiences couldn’t be coming at a better time. Consumers are more empowered—and vocal—than ever. They recognize that their own voices can be as powerful as any brand’s. With social media at their fingertips, they can easily call out any brand on inconsistent experiences that don’t live up to their expectations. Times have changed, and both brands and consumers are evolving.

In more ways than one, we are at the dawn of a new era. Leading brands, enabled by intelligent infrastructure and powered by Big Data, are beginning to develop integrated ecosystems of experiences that will reshape the world around us.

As people and devices become more connected and everything—from phones, to cars, to homes—becomes “smarter,” businesses will reorganize themselves around the smart landscape and, as a

result, each of us will become our own marketplace or “Mecosystem.”

In our report, Jez Frampton, Global CEO of Interbrand, will elaborate on this new era, which we at Interbrand refer to as the “Age of You”—the move from brand as monologue, to brand as dialogue, to brand as a communal experience, to brand as a truly personal and curated experience created around each and every one of us. Bringing further clarity to the subject, Stuart Green, CEO of Interbrand’s Asia Pacific region, answers key questions surrounding the “Age of You.”

Many of the business leaders who manage the companies on our Best Korean Brands list understand that the world is getting smarter and more sophisticated—and that consumers today are savvier, more discerning, and are demanding greater degrees of engagement.

Those brands that seek to lead in the rapidly approaching Age of You will have to create a truly personalized and curated experience around each individual. They will have no choice but to realize that Big Data is, in fact, all about people. And they will have to re-humanize that data, uncover genuine insights, anticipate needs and deliver against individual wants, demands and desires.

As brand owners become more sensitive to these needs, they will ultimately evolve the brand experience across the whole organization. Toward that end, it is our hope that Best Korea Brands

2015 will provide the insights you need to drive your organization forward—and new inspiration to push creative thought and innovation in these changing times.

Congratulations to all of Korea’s Best Global Brands—in particular those whose leadership skills have earned them a place among the nation’s top brands.

To your continued success,

Jihun Moon

CEO
Interbrand, Korea



The future of business is personal

Jez Frampton

It's sometimes hard to appreciate the power of a historical moment. An era isn't always defined by one seismic event, but sometimes by a thousand little tremors shaking—and reshaping—the world.

The shifting of the ages

Through the lens of branding, we at Interbrand have determined four ages that have defined and reshaped business: the Age of Identity, the Age of Value, the Age of Experience, and the forthcoming Age of You.

Today, the multiplication of channels has pushed brands to strive for greater levels of clarity and consistency across touch-points and necessitated the creation of ecosystems of integrated products, services, information, and entertainment: both physical and digital. And, due to another gamechanger—social media—consumers are more empowered than ever before, more influential than ever before, and expect seamless interactions, responsiveness, 24/7 accessibility, customization options, and high levels of personalization. In a sense, they increasingly expect brands to know them.

The Age of You

Now that the world is filling with devices, and more people own not only one, but several (including wearables), the world is quietly being filled with something else: sensors. As ecosystems become more fully integrated, these sensors (on our bodies, in our homes, and in our devices) will be able to talk to each other in new ways. Already, our devices can check our pulses, count the calories we have burned, and calculate how close we are to our personalized fitness goals; they can save energy in our homes by controlling thermostats and lighting; they allow us to pay our bills and remind us when payments are coming up; they can track where we go and make recommendations based on where we are; and they keep us connected to everyone and everything we care about most.

All this activity, of course, generates massive amounts of data, which, if analyzed properly, can reveal the insight brands need in order to understand who customers really are and what they really need. As more of us come online as data repositories, machines get smarter, and all devices are working in concert, supply chains will reorganize around individuals. Ecosystems will become "Mecosystems"—ecosystems that revolve around and cater to you.

From the way we manage our personal brands and share pieces of ourselves through various social media platforms to the increasingly personalized world of commerce—which uses purchase histories and location-based services to tailor products, events, services, and offers to whoever we are, wherever we are—our data is creating value for ourselves, for brands, and for the system at large every second of every day.

Brands that seek to lead in the Age of You, ruled by Mecosystems, will have to recognize the human in the data, uncover genuine insights, and create a truly personalized and curated experience.

To put it simply, the future of business is personal.

Jez Frampton
Global CEO
Interbrand





The Age of You: key questions answered

Stuart Green

With the advent of the Age of You and Mecosystems upon us, what are the big opportunities this sea change will bring to brands around the world?

Leading brands, enabled by intelligent infrastructure and powered by Big Data, will develop integrated ecosystems of experiences and reshape the world around us, as individuals. As people and devices become more connected and everything—from phones, to cars, to homes—becomes “smarter,” businesses will reorganize themselves around the ‘smart’ landscape and as a result, each of us will become our own marketplace or “Mecosystem.”

This coincides with people, now effectively ‘marketing’ themselves as their public persona. Look at how carefully many people consider the management of their own brands on social media. The brands they choose to surround themselves with, and formulate relationships with, will be much more scrutinized as they become part of one’s social fabric.

When “intelligent everything” meets the “Big Data of Me” (each person as a unique data repository), brands will have unprecedented opportunity to create context, create possibilities and meaning for individuals—and value for all. It will be an age in which brands will serve as enablers of business and personal value creation. They will connect businesses to people—and people to each other.

Businesses and consumers will be able to co-create economic and social value.

How are brands currently benefiting from Big Data insights? Are brands leveraging Big Data effectively?

Those brands that seek to lead in this rapidly approaching Age will have to create a truly personalized and curated experience around you. They will have no choice but to realize that Big Data is, in fact, all about people. They will have to re-humanize the data, uncover genuine insights, anticipate your needs and deliver against individual wants, demands and desires.

Most successful companies now have a strategy for Big Data, with the really exciting companies being those that are commercializing Big Data into the customer experience. This particularly applies to those that are category disruptors, putting data-enabled consumers at the heart of their business model.

At the same time, many companies seem more confused or overwhelmed by the sheer amount of information that is now available to them, with the less successful simply failing to harness Big Data in a meaningful way to drive insight, strategy and action.

From rapid technological advancement to demographic shifts and

changing customer expectations, there's no denying we've entered a period of accelerating change—a new age. What are some of the specific challenges brands are facing during this crucial time?

Customers' needs and desires are increasingly diverse, making it more difficult for brand owners to rely on any "single" strategy. However, the biggest challenge is legacy. Legacy systems can be difficult to integrate and legacy customer or channel relationships make innovation feel risky. Perhaps the biggest challenge of all involves legacy notions of what business a company is in.

Brands that are not renewing fundamental assumptions about their purpose and role in these rapidly reshaping economies will face the biggest challenges of all. As a result, the real breakthroughs are coming from new technologies in new markets where there is little business model precedent. China, with its huge and growing middle class, is seeing "digital breakthrough" across all industry sectors, which in turn is disrupting existing business models within a very short period of time. Those who cannot catch up with the trend lose market share rapidly. For example, with the proliferation of mobile and online payment systems, many banks have had to rethink their offerings in this sector. While the traditional brick and mortar brands still have a role, the Internet has made significant changes to how brands do business for consumers.

Given that the Age of You will be fueled by Big Data, can you talk about how leading brands will likely handle—or navigate around—the unintended consequences of Big Data (regulatory issues, risk associated with data fluidity, socio-economic consequences, privacy concerns, etc.)?

Brands will win if they can actually use Big Data in a meaningful way. If data can be converted into insights around customers and those insights can be used to create new value through innovating new products and services, then it will be very worthwhile.

However, the big challenge for anyone that has historically made a great product, from consumer basics like running shoes and hotels rooms to sophisticated industrial products like wind turbines and CT scanners, the value add is increasingly in the software and the intelligence that it brings when it lives at scale across ecosystems of connected things. Anyone making one of those things is confronted by the need to add intelligence to each of them—or risk being rapidly commoditized. The unintended consequence of Big Data is that product companies have had to become software/technology companies, too. This has caught many off guard.

Do you think the localization challenges that brands currently deal with will dissipate with the onset of the Age of You? Will brand leaders have to worry about translating brands or, thanks to Mecosystems, will consumers take care of it for them? Will national brands become extinct?

This is potentially the most exciting aspect of the Age of You. It's "boundary-less-ness." Every brand will be discoverable—and every trend will be available to each and every one of us. 3D printing and sharing economies will collapse supply chains—and we will all be free to build our own, unique world of brands. The combinations will come from around the world and the sheer accessibility and diversity will be astounding.

As each of us becomes our own marketplace or "Mecosystem," brands will have unprecedented opportunity to create context, creative possibilities, and meaning (and value) for individuals. What can brands do to overcome the functional integration challenges that will result?

Technology itself will reshape the operating model of many businesses. In this new era—enabled by intelligent infrastructure and powered by Big Data—the leading brands will develop integrated ecosystems of experiences and reshape the world around each and every one of us. As people and devices become more connected and everything—from phones, to cars, to homes—becomes "smarter," businesses will reorganize themselves around each one of us. Functional integration is the big barrier when it comes to moving quickly toward customers. The rigid and outdated models built around silos, hierarchies, process

and policy will be discarded. The business and brand as fortress will go and new business models will need to be more organic, transparent and even porous as the interaction between brand owners and their customers evolves ever-more.

Adopting a protectionist and control mentality will merely limit possibility. Businesses will need completely new skills and new cultures. Creators, adaptors, connectors, innovators and entrepreneurs will be the skills and talents that will be prized and which will be most important in building successful and sustainable businesses and brands.

Another interesting area of the "integrated ecosystems" dynamic is the paradoxical role of large "conglomerate businesses." It could be argued that these businesses have somewhat outdated business models and cultures that take full advantage of the opportunities that will emerge. On the other hand, what they also have are multiple businesses in what are now "complimentary sectors" (technology and digital being the binding agent). Integrating these areas of expertise is already underway (home appliances and smartphones for example)—and in theory at least, the possibilities are endless.

Stuart Green
CEO
Interbrand, Asia-Pacific

Beat Korea Brands 2015

01 삼성전자 SAMSUNG +11.4% 50,971,540	02 HYUNDAI +12.2% 11,670,467	03 KIA +11.3% 6,049,941	04 SK telecom +1.9% 4,535,656	05 삼성생명 SAMSUNG +9.4% 3,127,369
06 NAVER +11.4% 2,952,481	07 LG 전자 +5.9% 2,925,567	08 POSCO -5.7% 2,714,408	09 신한카드 +0.1% 2,528,450	10 KB 국민은행 -5.4% 2,473,155
11 신한은행 +13.8% 2,178,220	12 KT +3.1% 2,173,401	13 하나은행 +9.2% 2,025,994	14 삼성화재 SAMSUNG +8.5% 1,944,417	15 LG 화학 +8.5% 1,756,665
16 AMOREPACIFIC CORPORATION +30.5% 1,730,358	17 HYUNDAI MOBIS +4.6% 1,703,470	18 LOTTE SHOPPING +11.8% 1,694,247	19 삼성카드 SAMSUNG +15.6% 1,439,568	20 Hyundai Card +4.1% 1,346,833
21 KYOBO 교보생명 +1.0% 1,242,365	22 삼성물산 SAMSUNG -3.6% 1,180,775	23 현대건설 +3.4% 1,078,707	24 HANKOOK driving emotion +1.0% 908,988	25 KT&G +0.8% 870,008

01 Samsung Electronics 02 Hyundai Motor Company 03 Kia Motors Corporation 04 SK Telecom 05 Samsung Life Insurance
06 Naver 07 LG Electronics 08 POSCO 09 Shinhan Card 10 KB Kookmin Bank
11 Shinhan Bank 12 KT 13 Hana bank 14 Samsung Fire & Marine Insurance 15 LG Chemical
16 Amore Pacific 17 Hyundai Mobis 18 Lotte Shopping 19 Samsung Card 20 Hyundai Card
21 Kyobo Life Insurance 22 Samsung C&T 23 Hyundai Engineering&Construction 24 Hankook Tire 25 KT&G

26 LG 생활건강 +6.8% 760,472	27 CJ 제일제당 +18.6% 741,664	28 emart +4.4% 739,739	29 HYUNDAI DEPARTMENT STORE +1.5% 704,188	30 SK innovation -20.6% 694,358
31 DOOSAN 두산인프라코어 +30% 609,900	32 삼성증권 SAMSUNG -6.5% 494,216	33 CJ O SHOPPING +5.0% 493,097	34 HITEJINRO -12.2% 477,874	35 THE SHILLA +1.9% 469,360
36 LG U+ +15.9% 455,847	37 daumkakao New 454,458	38 coway New 452,517	39 S-OIL 에스-오일 +0.6% 402,957	40 롯데하이마트(주) -0.7% 398,646
41 한화생명 +0.1% 392,449	42 SHINSEGAE New 386,849	43 CJ E&M +4.6% 371,761	44 HANSSEM New 371,553	45 롯데칠성음료(주) New 367,925
46 MIRAE ASSET 미래에셋증권 -5.5% 366,754	47 GS 홈쇼핑 +3.3% 360,779	48 현대홈쇼핑 +7.2% 335,045	49 Hyundai Capital -21.1% 326,482	50 농심 +10.1% 320,537

26 LG Household & Health Care 27 CJ Cheiljedang 28 Emart 29 Hyundai Department Store 30 SK Innovation
31 Doosan Infracore 32 Samsung Securities 33 CJ O Shopping 34 Hite Jinro 35 Hotel Shilla
36 LG U+ 37 daumkakao 38 Coway 39 S Oil 40 Hi-Mart
41 Hanwhalife 42 Shinsegae Department Store 43 CJ E&M 44 Hanssem 45 Lotte Chilsung
46 Mirae Asset 47 GS Shop 48 Hyundai Hmall 49 Hyundai Capital 50 Nongshim



02

Hyundai Motors

+12.2% 11,670,467 (million KRW)



A representative Korean automobile manufacturer, Hyundai Motor Company is one of today's fastest-growing automobile brands in terms of brand value and quantitative indicators. In 2014, based on a brand direction summarized by its slogan "Modern Premium," Hyundai Motor Company consistently strived to communicate its brand philosophy to customers as well as strengthen its internal corporate stability.

As in 2013, Hyundai Motor Company used its global campaign slogan "Live Brilliant" to engage in more creative and emotionally-connected brand communication in 2014, allowing many more customers to identify with the brand on a more personal level. Through a diverse range of communication initiatives, Hyundai Motor Company provided customers with new experiences and offered corporate values that exceeded expectations, including: the Brilliant Memories campaign, which creates works of art out of cars that have great emotional value; the Brilliant Motor Festival, a racing festival held in Seoul; the Brilliant Art Project, which features various art forms that combine aspects of Hyundai Motor Company and modern art; Brilliant Countdown 2015, a celebration of the beginning of the new year by sending off "wish papers" into the sky and hosting performances and events; and Brilliant Talk, a series of "talk concerts" held with renowned domestic and foreign cartoonists. Hyundai Motor Studio, an integrated brand experience center located on Dosan-daero, is another of these initiatives. Going above and beyond a traditional automobile showroom, which focuses primarily on the sale of cars, Hyundai Motor Studio has established itself as a space of open communication in which customers are able to directly experience Hyundai Motor Company and its

cars through artwork that reflects the brand direction of the company, content about Hyundai-made automobiles, a car library, and differentiated customer services.

Hyundai Motors Company also strengthened its internal stability as a company, taking the time to expand the "Modern Premium" concept within Hyundai Group and enhance its product competitiveness. In particular, based on its conclusion that the response of Hyundai employees to customers and other interested parties is the primary means of realizing its slogan "Modern Premium," Hyundai Motor Company conducted a four-month company-wide training program beginning in April 2014 on the internalization of the "Modern Premium" philosophy for employees from project managers up to management. Through such internalization training, employees were able to reflect "Modern Premium" in their day-to-day work, indicating a transition of the slogan from a conceptual to largely practical concept.

In 2014, in order to continue expanding the "Modern Premium" brand direction, as in the previous year, Hyundai Motor Company actively invested in global communication and internal improvement. As a result of such tireless efforts, Hyundai Motors firmly established itself in 2014 as a brand that is trusted and beloved by customers all over the world, as evidenced by its standing rank of No. 1 in J.D. Power's New Car Marketability Satisfaction Survey and its No. 1 rank in terms of consumer and product satisfaction of Chinese consumers as well as customer satisfaction in the Brazilian market. Ranked 40th in Interbrand's Best Global Brands 2014, Hyundai Motors Company ranked sixth overall among automobile manufacturers, proving its status as a global brand.



03

Kia Motors

+11.3% 6,049,941 (million KRW)



For Kia Motors, 2014 was a year in which its corporate brand value was strengthened and made accessible to customers. Centered on the brand slogan "A Different Beat," Kia Motors promoted its brand values (Vibrant, Distinctive, and Reliable) through new and fresh creative marketing communication techniques.

The company's "Designed by K" campaign suggests a lifestyle and culture designed to fit the characteristics and needs of K-Series customers in order to promote Kia Motors' new identity as a maker of not only cars but also culture. Upon analyzing the characteristics of customers of each product of the K-Series, Kia Motors concluded that the K3 customer is "a young individual well-versed in smart technology who loves challenges," the K5 customer is a "stylish professional," and the K7 customer is "a gentleman who is thoughtful and considerate." To provide content tailored to the varying needs of these customer groups, Kia Motors offers new kinds of experiences by enlisting artists such as movie directors and photographers to create videos and professional editors working in the fields of fashion, travel, and cars to create digital content.

Just as in the previous year, Kia Motors continued its "Five Senses Branding" campaign, which provides customers with a full sensory experience of Kia Motors' brand identity. The campaign featured "Taste of Kia," which was a collaboration with famous French chef Jean Georges in which the young and stylish image of the Kia brand was expressed

through food. Also, Kia Motors' sonic branding project "The Rise of Surprise" created a melody symbolizing Kia Motors as a marketing technique that encourages customers to think of the Kia Motors brand every time they hear the melody. Kia Motors will be using this melody not only in TV advertisements, on the company website, and as its mobile application connecting sound but also as the welcome/good-bye sound and chime of the Soul EV and all-new Carnival. In 2014, Kia Motors conducted "RE:Design," a new global brand campaign, in major countries around the world, including Korea, China, and Germany, under the theme "Father & Son Road Trip." After accepting submissions of customers' stories under this theme, Kia Motors selected one father-son team from each country and offered them the chance to take a self-designed road trip with a Kia car, bringing the company one step closer to the lives and cultures of customers around the world.

In 2014, Kia Motors provided customers with new brand experiences not offered by other automobile brands through creative marketing communication and design philosophy. As a result of such consistent branding activity, the brand value of Kia Motors increased by 15 percent over that of the previous year. Ranked 74th in Interbrand's Best Global Brand 2014 rankings, Kia Motors showed its competitiveness as a growing global brand.

SK Telecom

+1.9% 4,535,656 (million KRW)



Even amid the fierce competition within the telecommunications industry, SK Telecom has maintained its position as the industry's top company. As in 2013, the use of the slogan "Partner for New Possibilities" and the "Relay of Possibilities: From humans to technology, then back to humans" campaign continued in 2014, which indicates that SK Telecom will serve as a partner to all individuals and companies who transform their dreams into reality and aim to create a better world.

In 2014, SK Telecom launched the "Meeting Possibility" and "Relay of Possibilities" communication campaigns through a variety of media formats, using family and everyday life as the themes in order to reach out to customers in a friendly and approachable way. The "100-Year letter" campaign created a new experience for consumers through "digilog (digital+analog)" marketing, a novel combination of emotion and digital technology. Furthermore, SK Telecom's "You're So Handsome" ad was selected as the most memorable advertisement of the year by the Korea Broadcast Advertising Corporation in recognition of its profound influence on viewers.

By consistently releasing various services and calling plans that meet the needs of customers, SK Telecom has been maximizing user convenience and customer service experiences. A few examples are: "T Phone," a native dialer that seeks to satisfy customer demand for peace of mind when making and taking calls; "T Youth" and "Youth Radio," products for middle-aged and elderly smartphone users; "Chakhan Family Discount," a calling plan offered at a discount for the

everyday needs of different groups of users; "T Ting," a calling plan for teenagers that reflects the user patterns of young adult customers; and "T Outdoor," a calling plan exclusively for wearable devices. Also, as the first telecommunications company to introduce a voice recognition service at its customer center in an effort to protect customer information, SK Telecom established a system that allows SK users to confirm their identity via voice rather than traditional forms of identity verification. As a result of such efforts, SK Telecom has ranked first place in the National Customer Satisfaction Index (NCSI), the mobile telecommunications component of the Korean Customer Satisfaction Index (KCSI), and the Korea Standard Service Quality Index (KS-SQI) for 17 consecutive years.

SK Telecom continues to make R&D investments and achieve technological innovation to satisfy future needs in an effort to provide differentiated customer experiences. It is planning to develop a mobile-based payment system that uses Bluetooth technology and cooperate with Shinhan Card to create a big data business model that combines telecommunications and banking to provide ever newer and more relevant experiences for its customers.

The company's consistent communication activities based on new possibilities, constant revolution of customer service, and future-oriented technological innovation are the main reasons behind SK Telecom's ability to maintain its place at the top of the market. They are what place this company so clearly above its competitors.

Samsung Life Insurance

+9.4% 3,127,369 (million KRW)



One of Korea's most representative insurance brands, Samsung Life Insurance has defined the essence of the insurance industry as "growing love into an even bigger love," and is working hard to accomplish its vision of becoming a "global life partner centered on its customers." To communicate the true purpose of the insurance industry—connecting individuals with the lives of their families through love—Samsung Life Insurance has been conducting the "Insurance is Love" campaign since 2011. Such efforts continue even today.

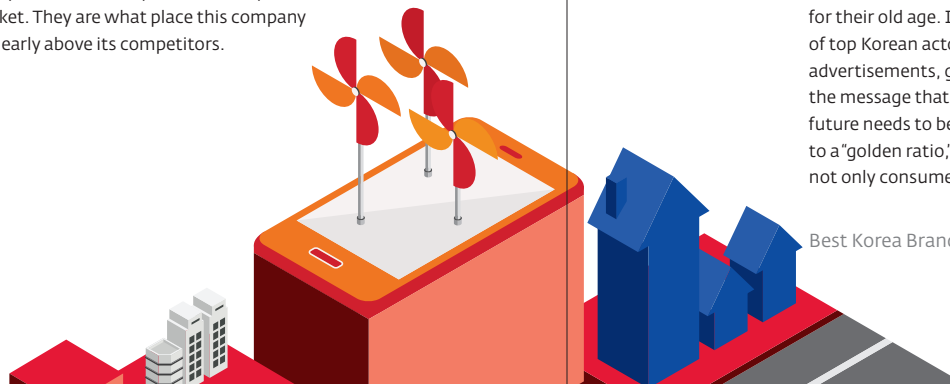
Samsung Life Insurance is currently striving to actively make use of customer feedback in accordance with its key strategy of "customer profit-centered management," and is conducting various activities aimed at increasing customer convenience as well as customer experiences with Samsung Life Insurance. Ever since establishing the CPC (Customer, Product, Channel) Strategy Office in 2013 to carry out the task of overseeing analyses of customers, products, and channels as well as strategy-related duties, which gave it the capability of basing new products on thorough analyses of customer needs, Samsung Life Insurance has strengthened its customer-centered process. Through its "Golden Balance" campaign, a product that offers a balance of guarantee and financial benefit for the lifetime of the customer, Samsung Life Insurance offered comprehensive consulting and product design that allow customers to eliminate risk and prepare financially for their old age. In particular, the casting of top Korean actor Hyun Bin in its TV advertisements, geared toward conveying the message that financial planning for the future needs to be carried out according to a "golden ratio," attracted the interest of not only consumers but various individuals

working in the insurance industry.

The first in the financial sector to introduce an offline customer panel system in 2004, Samsung Life Insurance greatly expanded this system in 2014 into a smartphone-based mobile panel system. By utilizing real-time survey results obtained through mobile channels, the company is actively incorporating customer feedback and ideas into its management. Also, by introducing WFO (work force optimization), an operation system designed exclusively for the use of civil complaint response centers, Samsung Life Insurance can more accurately predict the volume of civil complaints and improve its real-time response speed, which is increasing customer satisfaction with its call center.

The company created something of a sensation last year through its "Bridge of Life" social contribution initiative, a creative endeavor rarely conducted by insurance companies. In 2014, Samsung Life Insurance touched the hearts of viewers with the video "The Time Left to You." Designed to awaken viewers to the importance of family, which is often forgotten amid our busy everyday routines, the video quickly went viral, recording four million views in just one week.

Thanks to its proactive, customer-centered activities and creative marketing strategies, Samsung Life Insurance achieved impressive results in 2014 as well, ranking first place in the insurance component of the National Brand Competitiveness Index (NBCI) for its 11th consecutive year and first place in the Korea Brand Power Index (K-BPI) for its 16th consecutive year. With such results, the company has further solidified its position as a brand above and beyond its competitors in the life insurance market.



Naver

+11.4% 2,952,481 (million KRW)

NAVER

The name of the Korean Internet search engine "Naver" was created from the word "navigator," using the words "navigate" (or find) and the suffix "-er." As such, the company's name makes it clear that it is a brand that encompasses all of the knowledge in the world. The signature green window, a symbol of Naver's portal search service, is a visual representation of Korea's most renowned search engine brand. The green color suggests trust and stability, while the Gothic font symbolizes the company's service philosophy of being an approachable and reliable guide on the Internet. After separating from Hangame in 2013, Naver increased its brand value in 2014 by successfully communicating the Naver brand to the public. It also achieved noteworthy results through the rapid propagation of its global messenger service Line.

This year, Naver focused on upgrading its mobile services, which had not been as influential as its PC-based services. It also improved its existing PC integrated search service to accommodate more user interaction and worked to optimize its mobile search service. Also, based on the fact that 34 percent of all mobile searches are shopping-related, Naver focused on improving its shopping search engine and payment service, while devoting particular effort toward optimizing search results in response to user demands. It is currently working on the "Naver Pay" system, a convenient payment system that combines various processes into one (Checkout, Mileage, Naver Cash) in order to prolong the Naver experience as much as possible for users.

Unlike in 2013, this year Naver devoted

significant resources to conducting a variety of communication campaigns with the goal of relaying the Naver brand's core values and experiences to consumers. Its popular ad campaign, which tied together success stories of small business owners who found new opportunities through Naver and consumers who experienced greater convenience thanks to Naver search, emphasized the fact that Naver is a brand that provides significant added value to consumers by providing essential information to people in their everyday lives.

On the other hand, Naver's status in the global market was directly proportional to that of Line, one of its most representative subsidiary brands. Currently, 181 million people all over the world use Line, with the number of countries with at least 10 million downloads now numbering 13 (including Turkey, Japan, and Taiwan). Naver has also opened a number of flagship stores overseas based on popular Line characters, and through collaborative projects with popular Finnish tableware brand Muurla and Korean company Rivers Bottle, it has strengthened its character-based branding and expanded the accessibility to and number of opportunities that its users have to experience the Line brand in their everyday lives.

Through the growth of Line, Naver also proved its strength in the field of IT industrial design, winning five awards at the 2014 Red Dot Design Awards. We hope to see Naver grow into a brand that provides unique brand-related experiences to consumers through innovative marketing activities and a level of communication that only Naver can achieve.

LG Electronics

+5.9% 2,925,567 (million KRW)

LG전자

Taking advantage of the favorable market conditions in the smartphone and home appliance sectors, LG Electronics witnessed an increase in business results over that of the previous year. In particular, it emphasized its image as a premium brand in all major business sectors and carried out flexible innovation in response to anticipated technological trends, putting particular effort toward enhancing its brand value through a company-wide focusing of resources on brand management.

By consistently releasing premium products in the smartphone, television, and home appliance sectors, LG Electronics is leading the market with a strategy of differentiation. The G series smartphones and tablets released in 2014 (G3, G Pro 2, G Pad) have now established themselves in the market as a successful, premium smartphone brand. The G3 in particular is an embodiment of the best technology that LG Electronics has to offer. Under the product philosophy "Simple is the New Smart," its simple display of a wide variety of functions tailored to the habits of the user provide consumers with the superior LG experience. The market's current leading television and home appliance brands, including Tromm Styler and the LG Air Washer, are all premium LG Electronics brand products (Ultra OLED TV—first of its kind ever released, UHD TV—Ultra High-definition TV).

Another noteworthy course of action taken by the company is its preparations for responding to expected technological trends through active cooperation with other companies. In response to the IoT trend, LG Electronics is currently developing an integrated, easy-to-use smart device

with several partner companies. There is also Home Chat, a service jointly developed with the Naver subsidiary Line, which makes it possible for users to remotely control, monitor, and share content with their home appliances, including refrigerators and air conditioners, via a smartphone messenger service. This service will soon expand its user base through cooperation with Line and Kakao Talk, two smartphone messenger services that both have a considerable body of users, both in Korea and overseas. In 2014, LG Electronics established the idea platform "Idea LG," a system equivalent to P&G's open innovation system, in which product ideas submitted by members of the public are incorporated into actual company products, after which a certain percentage of the product's sales proceeds are given to the originator of the idea. Through such efforts, LG Electronics is expected to successfully strengthen communication with consumers while continuing its market-oriented innovation activities.

In addition to its accomplishments in the outside market, LG Electronics fortified the internal stability of its corporate brand management. It has made a consistent series of efforts to strengthen its brand management, including last year's launch of the slogan "It's all possible" and the changing of its CI font to present a softer image while at the same time expanding the brand's core values. It remains to be seen how LG Electronics, which significantly increased its brand value in 2014 through various activities within the company as well as in domestic and foreign markets, navigates new prospects in the coming years.

Posco

-5.7% 2,714,408 (million KRW)



Due to a drop in raw material prices—caused by excessive supply and the global recession—the year 2014 was particularly difficult for global steel companies. Amid the resulting (and relatively hostile) management environment, POSCO spent the year overcoming various management crises and strengthening its competitiveness as a leading steel brand. CEO Kwon Ohjoon, who was elected to the position in March 2014, unveiled the corporate vision “POSCO the Great,” which expresses the company’s resolution to strengthen its position in the industry. Through the paradigm “Innovation POSCO 1.0,” Kwon embarked on an extensive management innovation plan. Befitting its brand identity that is centered on trust, POSCO enhanced its product quality and strengthened its relationships with customers and partner companies through active R&D investment. With a much higher competitiveness than other companies in the industry, POSCO is significantly increasing the sales and profit margins of its World Premium products. In 2014, it registered a total of 220 products under the World Premium grade. Also, in order to establish relationships of trust with its customers, POSCO is conducting the “POSCO EVI (Expanded Value Initiative for Customer)” program, which makes predictions about the future market environment in advance of customer needs and proposes new technologies and products that are tailored to such needs. It is a program that involves customer participation from the product design stage, proposes solutions in advance for the creation of customer-centered values that

coincide with market needs and industry trends, and creates new businesses together with customers. Just as in 2010 and 2012, POSCO held the POSCO EVI Forum in 2014 to brainstorm various means of achieving partnered development with customers through presentations and discussions on themes for each sector. Having consistently communicated the customer-centric message “Becoming the Base of the World,” POSCO’s new message in 2014, “Differentiation toward Greatness,” effectively communicated the value and vision of a company based on trust. Together with its consistent external communication techniques, POSCO continues to engage in brand management activities within the company. The brand management team, which is exclusively responsible for brand management, conducts consistent brand communication activities while carrying out various educational programs for employees and publishing a POSCO brand newsletter. Also, the brand management committee, which consists of employees from relevant POSCO departments and partner companies, carefully and promptly discusses brand issues between POSCO and POSCO group companies. This allows brand-related policies to be applied to business sites as quickly as possible. If POSCO can maintain its market-leading product technology, trust-based partnerships with customers, clearly-defined brand identity, and its method of communication based on this identity, it will be able to overcome any management crises and establish itself as a trusted global brand.

Shinhan Card

+0.1% 2,528,450 (million KRW)



Shinhan Card is Korea’s most representative financial brand, with the largest number of customers in the market (22 million) and the largest market share. Although the company faced many obstacles in 2014, including market stagnation and repeated breaches of personal data, Shinhan Card built the foundation for achieving its vision “Big to Great,” a slogan that indicates its intention to continue developing into a truly great company. The active efforts being invested into developing new products and services based on big data as well as improving customer experiences are a part of the company’s overarching effort to achieve this goal. Code 9, a credit card series released onto the market last year, is a marketing system unique to Shinhan Card that analyzes the consumption patterns of each of its 22 million customers to find individualized customer “codes” and provide products and services optimized to each customer code. Based on this system, Shinhan Card continues to expand its range of big data-based products tailored to customer needs that target the young generation, including the credit card “23.5” and the debit card “S-Line” for office workers who want to maintain rational spending habits. The Code 9 series has thus far been a resounding success with customers, resulting in the issuance of one million credit cards within just five months of the series’ release. Released in the 2014, the design of the card plate—which also received a positive market response—is also based on a customer-centered perspective. Shinhan Card’s design concept “Reconfiguration of Real

Life—Re:Frame” portrays the change in the way the company views its customers as a square-shaped frame. The Re:Frame design bears the credit card name or type on two of its four square corners, making it easily distinguishable, and also has a groove that makes it easy to take out of a wallet. Another defining feature is that the credit card number is inscribed in the “VISA quick read” format (horizontal rows of four digits in the upper right corner). An arrow was included in the frame design so that franchises and affiliate stores can easily see the direction in which the credit card should be read. In further response to customer needs, Shinhan Card also secured its next-generation growth in the simple payment system market. The Shinhan app card (simple payment) supplements the disadvantages of the previous simple payment system (which only supported online payment) and the existing mobile card, which focused on offline payments, to create a payment system that can be used both online and offline, and also enhanced the convenience of membership registration and usage. One year and eight months after the release of this service—the first of its kind—in April 2013, the Shinhan app card has recorded 2.57 million members and an annual transaction amount of over KRW 2 trillion. With its stable customer base and customer-tailored products and services, Shinhan Card will no doubt be able to establish itself as a truly great credit card brand, so long as it clearly defines a brand philosophy and system that resonates deeply with its customers and communicates with them in a consistent manner over time.

KB Kookmin Bank

-5.4% 2,473,155 (million KRW)



With a customer base that includes over half of the entire Korean population, KB Kookmin Bank has a brand image that is popular and friendly, so much so that the most appropriate brand models selected via popular vote turned out to be comedian Yu Jae-seok and figure skater Kim Yuna. However, 2014 was a rough year for the bank both internally and externally, characterized by internal conflict among top-level management and a major customer information breach that resulted in plummeting net profit and considerable damage to the bank's brand reliability and image. Despite these difficulties, it engaged in activities aimed at consistent innovation and the recovery of its brand image under the vision "A Global Bank Leading the Asian Financial Industry." Widely recognized as the first bank in the world to introduce mobile banking, KB Kookmin Bank maintains an unrivaled reputation as the top bank in the mobile banking market. This year, as the first domestic bank to exceed eight million customers, it is preemptively responding to customers' financial needs and putting various financial services at their fingertips. Also, together with its private banking (PB) brand Gold & Wise, KB Kookmin Bank has introduced the integrated asset management service brand "Star Table." Its variety of asset management systems is capable of systematically analyzing customers' financial asset portfolios, for which it has received a highly positive response from the market. In order to fully utilize its capabilities and respond to the recent FinTech (financial technology) trend, KB Kookmin Bank is determined to provide subdivided services based on targets and needs with the goal of

mobilizing PB. By utilizing big data, which analyzes not only customer income levels, occupation, and age group but also asset size, composition, and transaction history, the bank seeks to establish the foundation for a system that is capable of determining an optimum financial technology and investment strategies for the customer and then provide this information through a mobile account. As a bank brand favored by the younger generation, KB Kookmin Bank also has strong support from its prospective clientele, and the main reason that it has been able to maintain its top ranking in Korea Economic Daily surveys is believed to be its "Rock (樂) Star" brand series. KB Kookmin Bank has connected with young customers through its various youth marketing activities, such as the Rock Star Zone on university campuses, the KB Rock Star Challenge, and the KB Rock Star Package, a service designed especially for university students. This year, the age limit for clients of the Rock Star Club (which had been a service exclusively for those in their 20s) was increased to 38, allowing more people to experience the KB brand at the intersection of online and offline service. Although KB Kookmin Bank faced a crisis caused by a serious unraveling of internal discipline in 2014, it is now well on the road to recovery with the appointment of new KB Financial Group Chairman and CEO Jong Kyoo Yoon. KB Kookmin Bank is expected to fully restore its reputation as a trusted leading brand through its efforts to give back to the Korean people the support that made the bank what it is today.

Shinhan Bank

+13.8% 2,178,220 (million KRW)



Since becoming the first domestic financial institution to introduce brand management in 2011, Shinhan Bank has consistently conducted brand-related activities under the philosophy of "warm financing." Based on its core brand value "Togetherness," a term that combines the concepts of coexistence with customers (togetherness) and financial leadership, Shinhan Bank continued its efforts in 2014 to communicate a new and improved version of its "warm financing" philosophy under the slogan "Warm Financing for the Future." As a result, Shinhan Bank was the only domestic bank to record pure profit levels in the trillions of won, despite aggravated market conditions, firmly cementing its status as the number-one bank in the market. To begin truly realizing "Warm Financing for the Future," Shinhan Bank created the Warm Heart Financial Promotional Committee, which is to be under the immediate control of the bank president and consists of five subcommittees (product/system, communication, low-income earners/SMEs, consumer protection, and social contribution). The aim of the committee is to apply the Shinhan brand more clearly and consistently to customer-targeted activities. The most representative example is this year's launching of the retirement brand "Shinhan Future Planning Package" upon the bank's entrance into the retirement market, something that had previously been regarded as the sole purview of the insurance market. This package aims to break free from the existing financial calculation-based retirement planning system and find a practical solution that is completely based on the customer. Also, the release of the car loan brand "Shinhan MyCar" laid the foundation for systematic brand management and helped

customers make the best possible choices in consideration of their individual needs. To fulfill its corporate social responsibility, Shinhan Bank is actively practicing "warm financing" in a number of areas, including low-income financing and partnered growth with partner companies, through initiatives such as the "Sae-huimang Holssi (New Hope Seed)" loan, which has already exceeded KRW 1 trillion in funds. After signing a sponsorship agreement to become an official partner of the 2014 Incheon Asian Games, Shinhan Bank made the unusual move of volunteering its president as a torch carrier, further improving its brand awareness and promoting communication beyond Korea to all of Asia. Also active in the social media community, Shinhan Bank's Kakao Story account is particularly popular, with new customer registration levels exceeding 3,000 in just one month. The hand-illustrated versions of the Shinhan Bank mascots Shin-E and Han-E are the main characters of the social media account, and the use of a rough-paper-textured background provides a refreshing analog sentimentality in this digital age, allowing users to experience the "warmth" of the Shinhan brand at their fingertips. As a result of such diverse efforts, Shinhan Bank ranked first place in five authoritative external customer satisfaction surveys, including the Korea Productivity Center's National Customer Satisfaction Index (NCSI), the Korean Standards Association's KS-SQI, JMAC Japan's Global Customer Satisfaction Competency Index (GCSI), and JMAC Korea's Korean Service Quality Index (KSQI) and KCSI. In the near future, Shinhan Bank is expected to further enhance the differentiated factors of its "warm financing" brands.

12

KT

+3.1% 2,173,401 (million KRW)



KT has released its new marketing slogan "Good Choice!" and is currently carrying out a variety of marketing investment activities. It is focusing particularly on providing differentiated customer services that are unique to KT, including the new family platform "Olleh Family Box," the establishment of Gigabit Wi-Fi at major regional (red) bus stations in all six metropolitan cities, the release of the WiBro Hybrid Egg (first attempt in Korea to combine WiBro and LTE), fortified discount benefits with partner companies and membership benefits, and the Olleh TV mobile application, which can be accessed regardless of time or place.

KT's efforts to provide differentiated customer experiences are ongoing in the content industry as well. The Smart Theme Park, to be jointly conducted with Everland, will offer customers new experiences and services through KT's core Gigatopia technology. Such initiatives will soon be applied in the global market in China and Southeast Asia as well.

13

Hana Bank

+9.2% 2,025,994 (million KRW)



For Hana Bank, 2014 was a busy year, spent continuously moving forward under its mission statements "Happy Finance, Happy Together" and "Growing Together, Sharing Happiness." While preparing to integrate with Korea Exchange Bank, it has been engaged in numerous efforts to strengthen its brand value.

The first bank to establish a retirement planning system in 2011, Hana Bank has enhanced its expertise in this area by cultivating professional retirement planners called "Happiness Partners." This year, it formally announced the launch of its integrated retirement brand "Happiness Know-How," a combination of the existing Hana Bank retirement planning brand "Happiness Design Center" and other retirement brands of its subsidiary companies. Also, in an effort to support the establishment of a healthy senior citizen culture, Hana Bank provides a number of unique services geared toward assisting customers with retirement preparation, including the release of a debit card exclusively for members of the "Theater that Sells Memories", operates the senior-friendly "Enriching Memories Café," and provides employment opportunities for senior citizen job seekers. As a result of such efforts, Hana Bank has reaped impressive results, becoming the first Korean bank to receive the Best Employers International Award in 2014 from the American Association of Retired Persons (AARP).

26

14

Samsung Fire & Marine Insurance



+8.5% 1,944,417 (million KRW)

Within just five years of entering the market, Samsung Fire and Marine Insurance (SFM) accomplished the remarkable achievement of becoming the top company in the online car insurance market in 2014. Behind this accomplishment is SFM's strong effort to gain the trust of its customers through not only differentiated marketing strategies but its major brands, including the car insurance brand AnyCar, the online car insurance brand AnyCar Direct, the consulting sales brand Samsung Fire and Marine Insurance RC, and the service brand "Your Work As My Own." "Your Spring," a corporate brand newly released in late 2014, embodies SFM's goal of long-term brand management and its promise to protect customers from the dangers of the world, leaving them free to enjoy the prime (springtime) of their lives. Along with "Your Spring," SFM also released four core brand values (Kind Insurance, Fitted Insurance, Convenient Insurance, and Happy Insurance) and the brand slogan "Good insurance for you." SFM's new brand is more customer-oriented and emotionally appealing than the "think NEXT" slogan it had used since 2010, and is expected to enhance brand familiarity by giving customers a positive image of insurance.

15

LG Chemical

+8.5% 1,756,665 (million KRW)



LG Chem spent 2014 preparing to become a competitive, cutting-edge materials company under the vision "To Be a Global Leader: Growing with Customers by Providing Innovative Materials and Solutions."

In order to promote its corporate brand and petrochemical business, LG Chem is actively carrying out communications activities targeted at young consumers, which is an unusual course of action for a B2B company. Its official YouTube video Hwasang (theme: "A World that Needs Chemistry to Live"), a parody of the drama Misaeng (Incomplete Life) was overwhelmingly popular with young viewers, recording over 1.2 million views. By showing that most of the items in our everyday lives are made from chemical materials, this video effectively presented how close chemistry is to our daily routines in an easy-to-understand manner. Also, by installing screen door advertisements inside subway stations near major universities in Seoul, LG Chem is promoting its corporate brand and chemical business to university students. Its opening of the official LG Chem blog, "LG Chemitopia," in August 2014 is another of the company's attempts at approachable, friendly communication with the general public.

Best Korea Brands 2015

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16

AmorePacific

AMOREPACIFIC
CORPORATION

+30.5% 1,730,358 (million KRW)

In 2014, Amore Pacific reaped the rewards of its efforts made toward achieving greater product technology, revolutionizing distribution channels, strengthening brand power, and accomplishing the active expansion of overseas business activities in the form of a 21 percent increase in sales and an over 40 percent increase in sales profit compared to 2013. In order to overcome the obstacles presented by the saturated domestic market, it boldly entered the global market with its five mega-brands: Sulwhasoo, Laneige, Mamonde, Etude House, and Innisfree. In particular, Amore Pacific focused its marketing resources on the Chinese and Asian markets by taking over a Hong Kong joint venture and constructing a "Beauty Campus" in Shanghai, allowing the company to rise as a representative Korean global beauty brand in the Asian region. Amore Pacific pursued a more consumer-centered and emotionally appealing approach in 2014. Following the opening of the corporate experience center "Story Garden" in its Osan Beauty Campus and a Mamonde flagship store in Myeongdong, based on Mamonde's flower brand image, in 2013, Amore Pacific opened the IOPE Bio Lab this year, which analyzes the skin and beauty habits of customers to provide practical tips. Also, its collaboration with famous New York pop graffiti artist Keith Haring and the Innisfree video created through collaboration with world-famous pianist Yuhki Kuramoto are just a few examples of Amore Pacific's efforts to appeal to consumers on an emotional level.

17

Hyundai Mobis

HYUNDAI
MOBIS

+4.6% 1,703,470 (million KRW)

Hyundai Mobis is currently aiming to achieve its mid- to long-term goal of becoming one of the top five global companies in the automobile spare parts industry by 2020. After becoming the first domestic company to introduce automobile spare part modulization, it expanded the capacity of the module to include not only spare part assembly but all duties related to spare parts, thereby raising the quality of the car. Hyundai Mobis is also aggressively investing in various types of future-oriented technology, including active safety devices that are combined with combat technology, cutting-edge driver support technology (distributed antenna system, DAS), and a car infotainment system. In an effort to live by its slogan, "Lifetime Partner in Automobiles and Beyond," and reach out to the general public, the company chose "children" as the theme of its 2014 corporate image advertisement. Hyundai Mobis also actively conducts social contribution activities. Since 2010, it has distributed 100,000 umbrellas each year (totaling 500,000 umbrellas) to 840 elementary schools as part of its "Clear Umbrella Share" campaign, which aims to make children more aware of the importance of traffic safety. Another example is the Hyundai Mobis Forest, which is carried out as part of the company's corporate responsibility to local society and environmental conservation.

28

18

Lotte Shopping

LOTTE SHOPPING

+11.8% 1,694,247 (million KRW)

In commemoration of its 35th anniversary, Lotte Department Store (the main Lotte shopping brand) has announced "Lovely Life" as its brand slogan. It is matching the design of its branch stores and products to this brand slogan and engaging in various marketing activities. Lotte Shopping is also striving to improve the shopping experience and satisfaction level of the "omni channel shopper," the core customer of the future. The Smart Coupon Book mobile application, which allows the customer access to discount events and other shopping-related information at any time or place, and the Smart Pick service, in which the shopper can purchase items online and pick them up at an offline store, are just a few examples of what the future may hold. In addition, Lotte Shopping is preparing to interconnect all of its distribution channels (department store, mart, convenience store, and home shopping). If this vision can be made a reality, in the near future, we may be able to see customers picking up items they purchased through Lotte Mart mobile shopping at the nearest Seven Eleven on their way home from work.

19

Samsung Card

삼성카드 SAMSUNG

+15.6% 1,439,568 (million KRW)

The "Holgabun" ("unencumbered," or "free and easy") Project," which has been conducted since 2014, was designed to allow customers to experience Samsung Card's brand philosophy "Practical Value" in their everyday lives. The project rejects existing corporate communication techniques and instead chooses to enhance the utilization of digital channels, resulting in an integrated online-offline campaign that emphasizes the "viral factor." Many activities are currently being carried out, including the relay event (consumers post on their social media accounts, and the posts are then propagated) and the Holgabun Market, which has seen the participation of over 100,000 people. So far, the Holgabun Project has achieved significant results, including attracting over 1.1 million visitors to its website and over 35,000 participants at offline Holgabun Market events. In 2014, Samsung Card released "Samsung Card LINK," a CLO (card-linked offer) service that uses big data to tailor itself to individual customer needs. Since the service began in April, the number of users has increased ten-fold, while the volume handled in relation to store use by customers who have registered for this service has increased 21-fold. Such figures clearly demonstrate that Samsung Card LINK is achieving highly tangible results in the market.

Best Korea Brands 2015

29

20

Hyundai Card

+4.1% 1,346,833 (million KRW)



In 2014, Hyundai Card selected "simplification" as its company-wide mission and goal. Accordingly, it has thus far revolutionized its business portfolio and customer services while at the same time fortifying internal stability through a reorganization of its corporate culture. The company applied the principle of simplification to not only customer-gearred products and services but also its internal corporate culture and work environment. The concept is being used to eliminate inefficiency through a variety of initiatives, including the Zero PPT Campaign, which prohibits the use of Microsoft PowerPoint in all work tasks, and the Career Market system, which allows for modified work assignments based on individual ability and work preference.

By opening the Hyundai Card Travel Library in Seoul's Cheongdam-dong district in 2014, Hyundai Card is continuing its efforts to revolutionize communication. Here, customers have access to 14,761 books on travel themes and information and are treated to new kinds of experiences (e.g. the opportunity to experience a travel route in advance). Hyundai Card also released "It Wine," which can be enjoyed even by those who may not be familiar with wines. It is an interpretation as well as a proposal of a new value unique to Hyundai Card that seeks to reveal easily accessible objects with artistic or cultural significance in our everyday surroundings.

21

Kyobo Life

+1.0% 1,242,365 (million KRW)



To relay its brand philosophy and values to customers in a more emotionally appealing manner, Kyobo Life Insurance released a six-episode drama "Love in Memory" on Facebook and via its corporate blog in 2013—the first company in the insurance industry to do so. The drama became incredibly popular among the general public. In 2014, the company released an eight-episode drama "Love in Memory Season 2: Dad's Notebook," through which it effectively communicated the value of familial love, one of the core values of its insurance philosophy. Kyobo Life Insurance was also the first domestic financial organization to open a Kakao Story account, a noteworthy attempt to utilize new forms of social marketing. Its Kakao Story account currently has over 40,000 followers and serves as a communication device between the company, financial planners, and customers. The company applied its brand identity concept of "Family, Love, Dream" to various social media channels in order to encourage greater customer participation. As such, Kyobo Life Insurance's creative social media communication strategy clearly shows that the company is constantly searching for the most appropriate channels through which to communicate with its customers and making the effort to utilize them effectively.

30

22

Samsung Construction & Trading

-3.6% 1,180,775 (million KRW)



Despite the hostile environment of the construction industry, Samsung C&T witnessed an increase in sales and sales profit in 2014, achieving outstanding results compared to its competitors. In particular, its winning of large-scale project contracts in the international market—including the "mega deal" Combined Cycle Power Plant (Algeria), DAICEC (Mumbai, India), and the Mersey Gateway Bridge (UK)—and first place standing in the Ministry of Land, Infrastructure, and Transport's 2014 Construction Ability Assessment (achieved after nine years of effort) have clearly defined its position within the construction industry. "My Dream House," the first digital housing product experience center in Korea, was reopened last November with facilities that improve customer convenience. Through this service, customers not only experience the joy of choosing housing layouts and interior decorations that match their lifestyles on a 3D screen but also send feedback directly to the company each time they apply finishing materials to the screen, indicating points that require improvement. Also, through its Hestia Value Service (a service brand that manages the relocation process), Samsung C&T is enhancing its residential service brand by providing residents of its buildings with culture lectures, educational programs, and opportunities for social contribution.

23

Hyundai Engineering & Construction

+3.4% 1,078,707 (million KRW)



In 2014, Hyundai E&C achieved the landmark accomplishment of USD 10 billion in overseas contracts for the second consecutive year and an accumulated overseas contract amount of USD 100 billion, a first for a domestic construction company. Through its management philosophy, "Rise as a Global Construction Leader," Hyundai E&C is clearly improving its competitiveness in the overseas market. In addition to pure profit, the company is also actively conducting CSV activities to ensure that its profits are shared with local communities. By sending partner company employees to overseas construction sites through its partner company overseas dispatch program, which cultivates construction expertise at each step of the construction process as well as competitiveness in overseas construction project execution, Hyundai E&C is developing an ideal model of partnered growth. Hyundai E&C's signature apartment brand Hillstate is utilizing design and branding strategies to become "a luxury residence that is not only a house but also a historical and cultural object." Hillstate applies the "Hillstate Exterior Total Design" to create a unique harmony among its brand identity, local culture, and the environment.

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24

Hankook Tire

+1.0% 908,988 (million KRW)



Despite the global economic downturn, Hankook Tire saw an increase in sales profit in 2014 and became the first domestic tire company to exceed KRW 1 trillion in sales profit, thereby strengthening its status as a global brand.

Through the "Mind Reading Tire" campaign held at the IFC Mall in Yeouido, the company provided the public with the experience of driving using only their brain waves. It also gained significant attention by releasing an online video—which quickly went viral—about futuristic driving, a value that Hankook Tire is currently pursuing. The company is also researching the effects of global warming on climate change and has developed a number of futuristic concept tires (Boostrac, Alpik, and Hyblade) in cooperation with Germany's Pforzheim University. By releasing its new strategic global brand Laufenn, Hankook Tire has fortified its global brand portfolio and is appealing to the various needs of customers in many countries by offering products of reliable quality at reasonable prices. As such, Hankook Tire continues to enhance its premium image as a representative Korean tire brand.

25

KT&G

+0.8% 870,008 (million KRW)



The major reason that KT&G has been able to maintain a market share of over 60 percent (one of very few such cases among countries that have opened their cigarette markets) is the singular power of its cigarette brand.

Esse, the top-selling domestic cigarette brand, enjoys a high degree of brand awareness and consumer loyalty worldwide, so much so that it is the product of choice of one out of three ultra-slim cigarette smokers. While consistently investing in its product brands, KT&G has used the theme of "Imagination (Sangsang)" for all of its corporate brand activities. Sangsang Madang, a popular venue that provides the general public with various cultural experiences, such as performances, exhibitions, festivals, and culture/art education, is rapidly gaining public attention with the Sangsang Fund, which is seen as an ideal model for social donation. Facing significant obstacles in the domestic market, in the form of the recent increase in cigarette prices and spread of non-smoking areas, it remains to be seen whether KT&G can live up to its slogan "Korea Tomorrow & Global" with its strengthened brand power in the global market and creative corporate branding.

32

26

LG Household & Health Care



+6.8% 760,472 (million KRW)

In 2014, LG Household and Health Care actively enhanced its brand portfolio by launching new brands and focusing on brand M&A. It executed the takeover of CNP, a representative cosmeceutical brand, and launched the naturalism-based beauty brand La Beaute. It also released an online household goods brand, The Answer is Why, which is based on the simplistic and practical style of Northern Europe.

LG Household and Health Care is currently actively engaged in promoting practical, partnered growth activities with its partner companies, including the operation of a coexistence and cooperation fund, cash payments for received goods, technology development and protection, and training. The individual brands of LG Household and Health Care are also engaged in a variety of CSV activities. In particular, the eco-friendly concept brand Beyond prohibits any form of animal testing in the development of all of its final cosmetics products as well as the raw material stage and donates a percentage of its sales profits to animal protection agencies.

27

CJ CheilJedang

+18.6% 741,664 (million KRW)



In 2014, CJ CheilJedang made significant, company-wide efforts to reorganize its product line and cut costs in order to increase its profitability. Externally, through active investment in brands such as Bibigo and Freshian in addition to its existing brands, it invested in the cultivation of a new mega-brand.

To become a representative food culture brand that is popular with consumers, the company changed its Marketing Research Center to the Trend Strategy Team. This department develops strategies by carrying out big data analyses of consumer information and focuses on creating new social trends through products and popular slang. For example, CJ CheilJedang analyzed 650 million pieces of social media data to determine people's tiredness levels for each day of the week. This analysis discovered that 2:16 pm on Mondays was the time that people feel the most tired. Deciding that people need something sweet to give them some energy, the company came up with the slogan "Monday 2:16 pm exhaustion: Let's pudding!" to promote its pudding brand Petitjel. By predicting consumers' interests and resulting social phenomena in advance, CJ CheilJedang provides a differentiated experience and is aiming to become a food brand that actively creates culture.

Best Korea Brands 2015

33

28

E-Mart

+4.4% 739,739 (million KRW)



Throughout 2014, E-Mart actively expanded its subsidiary brands in response to changes in customer lifestyles. E-Mart's premium snack brand Peacock includes over 500 types of ready-made foods for use in not only Korean cuisine (jjigae, guk, and side dishes) but also foreign cuisines, such as Indian and Vietnamese which do not have a large instant food presence in Korea. In this way, E-Mart is differentiating itself from other food brands. Additionally, E-Mart is consistently strengthening its infrastructure and services for online customers. In June 2014, it became the first company in the industry to open an online-exclusive distribution center in Yongin, which will manage the online deliveries for 15 E-Mart stores in the southern Gyeonggi Province area. The ECMS, an online-exclusive distribution system introduced by this center, integrates the entire distribution process—including not only product sorting, delivery, and sales but also inventory management and payments to partner companies—into an automated distribution system, thereby maximizing efficiency. Also, the updated E-Mart mobile application enhances customer convenience and conducts mobile-specific promotional events via connections with Facebook and Kakao Talk, making it highly popular with customers.

29

Hyundai Department Store

+1.5% 704,188 (million KRW)



In 2014, Hyundai Department Store provided special cultural and shopping experiences with the goal of allowing its customers to experience a "fuller lifestyle." It also engaged in many activities to differentiate its brand from that of rival department stores. In order to differentiate itself from other department stores and provide customer experiences truly unique to Hyundai Department Store, it is focusing on developing the theme of "culture." It operates 11 culture academies (more than any other company in the industry) and offers a wide variety of cultural events, including large exhibitions, concerts, and photography exhibitions. It also invests considerable effort into achieving brand differentiation and strengthening its brand. In 2014, it combined the MD Strategy Team and Content Development Team within its Product Department to create the "Future MD Strategy Department." By hiring a creative director to oversee all future MD strategy-related duties, it conducted a drastic corporate reorganization with the aim of improving its product composition and brand strategies. Through such activities, Hyundai Department Store has successfully implanted its brand identity in the minds of its customers and continues to provide a uniform and consistent brand experience to all.

34

30

SK Innovation

-20.6% 694,358 (million KRW)



SK Innovation, which has consistently emphasized innovation as its brand value through slogans such as "Thinking is Energy" and "ASK Innovation," introduced the slogan "Innovating Innovation" in 2014. In 2014, SK Innovation created a new CIC (Company in Company) by combining its battery department and battery and I/E materials departments, effectively preparing the foundation to create synergy between its battery and data electronics departments. This integration produced several tangible results; for example, batteries created through such efforts were used in the official vehicles of the APEC Summit in Beijing. Also, the company is using ideas submitted by university students for its annual "Idea Festival" (in its third run this year), which is a part of its social contribution activities. This year, among the various ideas submitted under the theme "One million won ideas to change the world," the "City Firefly Project" was selected as the winner. In carrying out the winning project, the company installed solar-powered lights in hilly neighborhoods with the goal of increasing the safety of elderly pedestrians at night.

31

Doosan Infracore

+30% 609,900 (million KRW)



두산인프라코어

Having experienced a setback in performance after the global financial crisis, Doosan Infracore began taking steps to strengthen its technological expertise in 2014, resulting in new opportunities for progress for the company. In August 2014, the company established a cutting-edge R&D support center in Bismarck, North Dakota, which will be in charge of developing innovative technology and new types of construction design. Thanks to its ability to integrate everything from idea brainstorming to final simulation into a single process using cutting-edge equipment and software, the company will be capable of developing new products over short, focused periods of time. In September 2014, it began construction on an innovation center in Dobris (Czech Republic). This center will be responsible for cutting-edge technological development and supporting testing activities in the European region. In addition to strengthening R&D with the goal of sustaining technological development, the company successfully installed a small-scale diesel engine that it developed in 2012 (the G2) into small-scale Bobcat equipment. This demonstrates the company's efforts to enhance the capability of subsidiary brands that provide construction equipment, plant machinery, and engines and increase its profit margin. It is an effective realization of CEO Yongmaan Park's emphasis, in 2014, of the importance of "planned preparations for the recovery of the global economy." In 2015, Doosan Infracore is expected to rise once again as a global brand.

Best Korea Brands 2015

35

32

Samsung Securities

-6.5% 494,216 (million KRW)



Samsung Securities declared 2014 as the year in which it would "establish a customer-centered management system." By establishing a customer strategy center and customer protection center under the CEO's direct control, the company began carrying out customer-centered management in earnest through an integration of all customer-related functions.

Deciding that customer satisfaction is determined by customer profitability, Samsung Securities established a thorough monitoring system that excludes from its PB's (private banker) records the profits of customers whose rate of return is below a certain level and has PBs prioritize the management of customer profitability. The "POP UMA (Unified Managed Account) performance compensation" product, released in 2014, was a part of these efforts toward engaging in customer-centered activity. As part of an integrated wrap service that provides comprehensive management of a variety of customer portfolios (funds, stocks, and ELS), if the customer registers for the performance compensation format, he or she may register for a reduced basic commission rate of 1.0 percent instead of the existing annual 1.8 percent. If the customer's annual rate of return exceeds 6 percent, the product pays a performance compensation commission fee of 15 percent of the profit margin that exceeds the 6 percent mark. This presents a win-win situation as customers can reduce their commission fees while PBs can devote more of their energy to focusing on customer-centered asset management.

33

CJ O Shopping

+5.0% 493,097 (million KRW)



Including the Firstlook Edition brand launched in 2014, CJ O Shopping is actively operating a total of 14 private brand (eight fashion/beauty brands, six health/lifestyle brands). In particular, the premium underwear brand Fidelia has accumulated over KRW 500 billion in sales and is one of the biggest steady-sellers in the home shopping industry, named each year in the list of hit items. It even recently gained the attention of the international fashion industry when it was featured on the opening stage of a fashion show in Paris—a first for a Korean brand.

CJ O Shopping has improved upon its "shoppertainment" format by taking its products out of the studio and actually showing how they are used by inviting various television show hosts to engage in activities such as paragliding and horseback riding. By using the product in front of viewers and providing immediate feedback on their functionality, the company provides a unique and differentiated shopping experience for customers. It also used Facebook to select two customer complaints and invited those customers to the studio, where they received individually-tailored advice from the hosts and fashion bloggers on fashion coordination. CJ O Shopping is also a leader in the debut of domestic companies overseas. Its overseas transactions, which did not exceed KRW 20 billion in 2004, increased to KRW 1.8 trillion in 2014, or about 60 percent of its domestic transaction amount. The company is currently enhancing its brand awareness in seven countries.

36

34

Hite Jinro

-12.2% 477,874 (million KRW)



In 2014, Hite Jinro conducted a renewal of its Hite brand, releasing "New Hite." This renewal changed not only the trademark design but every aspect of the manufacturing process, to the point that it was almost equivalent to releasing a completely new product line. When its competitor, Cass, was swept up in a quality control controversy last summer, Hite Jinro decided to actively promote its three-part Quality Up (QUP: Hite Jinro Quality Up) system in order to remind consumers that it is still an excellent beer brand that maintains strict quality management standards.

In September 2014, Hite Jinro opened up its first pop-up store, "Isul-pocha," in the Hongdae area, where it featured a new kind of Chamisul (soju) cocktail, and helped sponsor the comedy show Isul Concert by the Gag Concert crew, gaining positive responses from customers. To increase the brand familiarity of young consumers with Chamisul's new image, the company held a fan meeting with the popular celebrity Kim Bo-seong and conducted "Chamisul Brand Day," which gave customers a chance to experience the many brands of Hite Jinro. Also, in light of the growing interest in Korean food around the world, Hite Jinro is planning the overseas debut of New Hite and Chamisul in order to become a truly global brand.

35

Hotel Shilla

+1.9% 469,360 (million KRW)

THE SHILLA

With its vision of "Premium Lifestyle Leading Company," Hotel Shilla is working toward becoming a leading global company that provides the kind of lifestyle its customers desire, on the basis of fine quality and trust.

Having opened Shilla Stay Dongtan in 213 and Shilla Stay Yeoksam in 2014, as branches of its premium business hotel brand Shilla Stay, Hotel Shilla is actively expanding its brand portfolio. Designed by world-famous architectural designer Piero Lissoni, Shilla Stay Yeoksam maintains Hotel Shilla's high-quality of service and infrastructure at a lower price and with enhanced accessibility, creating a space where more customers can experience Hotel Shilla's brand identity. In addition, Hotel Shilla's duty free business, which bases its brand identity on the slogan "The Pleasant Moment," has begun to significantly expand its global business by gaining a business license for Singapore's Changi Airport as well as Macau International Airport. Consisting of 90 percent of its total sales, Hotel Shilla's duty free business is playing a critical role in growing the Hotel Shilla brand into a global service brand.

Best Korea Brands 2015

37

36

LG U+



+15.9% 455,847 (million KRW)

In 2014, LG U+ achieved both an increase in the number of registered members and ARPU (average revenue per user) through aggressive marketing strategies, such as its introduction of the iPhone 6 into the domestic market and the Zero Club. Also, by being the first in the world to launch a Video over LTE service, the company also focused on creating new customer experiences in terms of technology innovation.

In 2014, LG U+ launched the LTE 8 brand, named for its use of the 80MHz LTE frequency bandwidth, becoming the first domestic company to use this frequency. Also part of this launch was the active promotion of its "8follow me (follow me)" advertisement series. The company also upgraded "U Spoon," an application that provides useful information to individuals based on their pattern of use of smartphone functions, such as the weather app, daily schedule, and wake-up call/alarm clock, and released the LTE All Service Pack (a widget version of movie, music, and real-time TV services) and the Galaxy Gear wearable device, which can be linked with the Galaxy S5. Through such activities, LG U+ gave a lasting impression of its brand identity with an emphasis on customer convenience and its proximity to the daily lives of its customers.

37

DaumKakao

daumkakao

New 454,458 (million KRW)

An IT power brand that is currently attracting considerable attention, Daum Kakao appeared only recently in Interbrand's Best Korea Brands 2015 ranking. Officially launched on October 1, 2014, the company (a combination of the portal engine Daum and social media company Kakao) released its vision ("Connect Everything") and announced its plan to pioneer new areas as a mobile life platform leader. Its newly released CI also contains Daum Kakao's core values of youth, flexibility, and communication.

With 135 million users around the world, Kakao's mobile messenger brand Kakao Talk became an incredibly popular household brand within a short period of time. Through its interesting characters (Kakao Friends) and game app (Kakao Game), it aims to create experiences for customers that go beyond the usual offerings of its competitors. Daum's mobile content platform "Storyball" features high-quality content (with its 256 works accumulating a total of 2.5 million "likes"), while its News Funding service, which supports content creators through cloud funding, has produced significant results within just three months of its release (KRW 230 million in accumulated funding for 32 creative works).

38

38

Coway



New 452,517 (million KRW)

The first company to be named to Interbrand's Best Korea Brands 2015 ranking, Coway is proposing a new lifestyle to its customers under its mission "Healthy Environment, Happy People" and vision "The Lifestyle Design Company." It is a lifestyle service provider that sells products such as water purifiers and air purifiers and offers mattress rental and air conditioner management services.

With rentals based on door-to-door sales as its core business model, Coway was the first company in Korea to create brands out of its sales and service sector employees, including the "cody" (combination of "Coway" and "lady") system, the installation and repair service expert "CS Dr." (Customer Satisfaction Doctor), the health planner "HP," and the "Homecare Doctor" for mattress-related services. By releasing products and services that communicate Coway's differentiated brand identity, the company is raising its customers' trust and faithfulness to the Coway brand. Also, in accordance with Coway's management philosophy, "Belief in Goodness," the company is conducting a Water Growth campaign series that aims to create healthy change in Korean society. In 2014, it began its second Water Growth campaign, "Water Comma Project," for infants and toddlers.

39

S-oil



+0.6% 402,957 (million KRW)

Since 2012, S-Oil used its mascot, Gu Doil, a character whose name is based on the Korean pronunciation of the phrase "good oil," for its marketing communication activities in order to convey to consumers a brand image that is both approachable and sincere.

With its social contribution vision "Sunshine Sharing," S-Oil has consistently engaged in a unique style of CSR activities. The company's "Endangered Natural Monuments Protection Campaign" and "Life Diversity" protection activities are based on its efforts to pass down a well-preserved natural environment to future generations of Koreans, while its "Best Firefighters" and "Civilian Heroes" activities aim to honor society's true unsung heroes, thereby creating a more positive social environment. To reinforce Korea's basic science sectors—which are not as well-utilized as those of developed countries—with the ambitious goal of cultivating future Nobel Prize winners, S-Oil also established the S-Oil Science Prodigy and Culture Foundation. It currently offers the "Leading Scientist of the Year Fellowship" and "Outstanding Academic Article of the Year Award," the two largest award categories in the basic sciences in Korea.

Best Korea Brands 2015

39

40

Lotte Hi-Mart

롯데하이마트(주)

-0.7% 398,646 (million KRW)

Opening its doors in 2014, the World Tower branch of Lotte Hi-Mart is a premium electronic goods store where customers can both experience and purchase world-famous electronic appliances all in one place. It is also the single largest electronic appliance store in Korea. At Cheongseumgwang, customers are offered a differentiated consumer experience that includes listening to music and drinking coffee brewed in-house by a professional barista in the imported coffee machine section.

Under the corporate mission "Hi-Future for You," which pursues coexistence with its customers and partner companies, Lotte Hi-Mart launched its PB brand Elexion in 2014. Elexion is the first domestic brand of its kind, and was launched under the mission statement "Home appliances that provide rational life values to customers."

In 2014, Lotte Hi-Mart founded a community service group—made up of all 4,000 of its employees—that holds activities on a monthly basis for the socially disadvantaged. The company also conducts various other CSR activities, including its "Three Generations Happiness Campaign," which sponsors 800 grandparent-grandchild families, donations for the construction of a children's center in the Tongyeong area, donations of digital televisions to single-senior citizen households, and donations of electronic products to North Korean refugees in conjunction with the Seoul Metropolitan Government.

41

Hanwha Life



+0.1% 392,449 (million KRW)

As in 2013, Hanwha Life continued to pursue its mission "Financial Solution for Tomorrow" under the vision "A global insurance company growing together with customers" in an effort to improve its brand image and recognition in 2014.

In particular, the company created a sensation in 2014 with its "Live Today as Yourself" advertising campaign, which presented the message that faithfully adapting to one's current circumstances is better than blindly sacrificing the present for the sake of tomorrow in lieu of engaging in a lengthy explanation of product specifications. This advertisement gained a substantial following of over 13,000 "likes" and a long list of online replies, which is quite rare for an insurance company.

Hanwha Life's online insurance brand Onsure has begun gaining attention from customers in their 20s and 30s through its production and release of creative videos. The disaster thriller webtoon 2024, which was produced in collaboration with famous webtoon artists Lee Jong-gyu and Seo Jae-il, and the YouTube video of Park Jae-beom and NS Yoonji engaged in a dance battle with b-boys while disguised as elderly people accumulated almost nine million comments and online reactions within only one month of its release. In addition, Hanwha Life has a popular official blog "Life & Talk" (www.lifetalk.com), which provides useful information on topics that have a direct impact the lives of its customers, such as finance and insurance.

40

42

Shinsaegae Department Store

SHINSEGAE

New 386,849 (million KRW)

First appearing in the Best Korean Brands rankings in 2015, Shinsegae Department Store has created various types of relationships with its customers under its vision statement "A brand that designs happy lifestyles for our customers," through which it has worked hard to ensure that the Shinsegae brand becomes established as an essential part of its customers' everyday lives.

By launching the website ssg.com in 2014, an integration of the Shinsegae Department Store online shopping mall, Emart, and Trader's Mall, the brand began executing its strategy of expanding its online businesses and integrating business channels in earnest. Through ssg.com, the company provides a convenient and efficient shopping experience for its customers, allowing them to simultaneously compare and purchase a total of over 1.5 million products by logging in just once rather than having to do so multiple times. Also, Shinsegae Department Store has been consistently expanding its brand collection, such as by introducing the first premium Korean food brand "SSG Market" and opening Gourmet Street (a collection of famous restaurants) and the Sweet and Gift Zones (a collection of famous foreign dessert shops). Through its multifaceted efforts, Shinsegae Department Store is successfully presenting customers with an enhanced premium shopping experience and a consistent brand identity.

43

CJ E&M



+4.6% 371,761 (million KRW)

To strengthen its business competitiveness and capacity in the global mobile game market, CJ E&M divided Netmarble into separate branches (broadcasting, movies, music, performances, etc.), thereby improving its reputation as a media brand.

The television programs Misaeng (Incomplete Life) and Samsi Sekki (Three Meals a Day), which were broadcast in 2014, strengthened the brand identity of CJ E&M's television channel tvN with their unique subject matter, experimental directing, and mass appeal. In addition to the television sector, the company achieved significant results in the movie sector as well, attracting over 10 million viewers each for Myeongryang (The Admiral) and Gukje Market, through which the company became a leading producer of domestic box-office hits. Also, by introducing Korean culture to overseas markets and promoting Hallyu content, CJ E&M is further solidifying its position as a representative Korean global media brand. KCON 2014, a Hallyu convention held in Los Angeles, gave the American public an opportunity to experience various kinds of Hallyu culture, including music, movies, television dramas, beauty/cosmetics, fashion, and food. First held in Hong Kong in 2014, MAMA (Mnet Asian Music Awards) is now a well-recognized Asian music festival that also serves as an arena for the promotion of Korean culture.

Best Korea Brands 2015

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44

Hanssem

New 371,553 (million KRW)



Having first emerged on the Best Korea Brands ranking in 2015, Hanssem is a total home interior company that has created furniture, household appliances, and accessories, lighting, and fabric for kitchens, bedrooms, and living rooms for the past 41 years. One of Hanssem's most significant contributions to the Korean housing market is its introduction of the "modern kitchen" at a time when the concept of a standing kitchen was still new, opening up a new chapter in Korean kitchen culture through the concepts of "system kitchen" and "intelligent kitchen." Hanssem makes contact with its customers through various means that are highly accessible, including large flagship stores in the city, medium-sized stores, online shopping, and home shopping channels. Customers can be involved in everything from product selection to installation at a Hanssem flagship store while experiencing the lifestyle and brand identity proposed by Hanssem by purchasing the concept of home interior installation rather than merely independent pieces of furniture that have little or no relationship to one another. In particular, in 2014, the brand opened a flagship store in Mok-dong that quickly gained popularity for its provision of a premium brand experience. In addition to its flagship stores, Hanssem communicates its brand identity and extensive experience with home interior goods through its online interior shopping website, Hanssem Mall, and retail store, Hanssem Interior.

45

Lotte Chilsung

New 367,925 (million KRW)

롯데칠성음료(주)

With heightened consumer interest in health over the past few years, Lotte Chilsung Beverage has released a wide variety of new products, including functional beverages, beverages that include natural health ingredients (fruit, ginseng, etc.), tea, bottled water, and carbonated water. Some of its most famous new product releases are: "dr & Doctor," a beverage line developed in cooperation with the medical staff of Cha General Hospital; sugarless vegetable juice, Delmonte 1 Day Vegetable; the warm beverage "Hallabong, Citron and Lemon;" and Trevi, the brand that began the carbonated water craze in Korea. In 2014, the company took steps to provide customers with new brand experiences of Lotte Chilsung and improve customer-directed communication by establishing several consumer-participatory spaces, including the Chilsung Cider Pop-up Store event. A video of the "Wish Vending Machine" event conducted last July at Yongsan Station topped two million views on YouTube. In addition to these activities, Lotte Chilsung Beverage operated a Chilsung Cider pop-up store at the 2014 Incheon Asian Games, held a Trevi Christmas Club Party, a Let's Be Office Worker Giveaway Event, a Haendae Beach summer event with Hot 6, and the Kloud Beer Station. Through such events, the company conducted a wide range of marketing activities with the goal of increasing opportunities for direct contact with its customers.

42

46

Mirae Asset

-5.5% 366,754 (million KRW)



In 2014, Mirae Asset Securities continued working in pursuit of its vision statement, "Contributing to the successful asset management and peaceful old age of customers as a global investment group with expertise in emerging markets." To improve its competitiveness as a "prepared annuity expert," Mirae Asset Securities has released a number of pension/annuity-related products, including the Mirae Asset Global Great Consumer Pension Fund and the Mirae Asset Annuity Savings Smart Long-Short Fund. It also introduced a retirement planning system, "My Retirement Planner," in order to achieve qualitative improvement of its retirement services. To respond to the needs of customers accustomed to mobile platforms, Mirae Asset Securities is upgrading its smartphone-based asset management services. The company revamped its website in 2014 so that investors can see important information and details of their individual portfolios on the very first screen. It also conducted an overall restructuring of its interface to allow users to easily find the most appropriate financial products for their needs. The mobile application "M-Stock" provides a multi-dimensional asset management service by allowing users to regularly check on the status of their assets, including funds, ELS, DLS, and bonds. Furthermore, the company has released the stock transaction application "Securities Plus for Kakao" in collaboration with Daum Kakao.

4/

GS Home Shopping

+3.3% 360,779 (million KRW)



The 2014 GS Home Shopping winter collection, designed under the concept of an interactive fashion show, installed three digital media cubes in hopes of overcoming the limitations of time and space of a conventional fashion show. By creating an interactive event for customers through social media channels, it gained a great deal of attention. GS Shop invited 100 guests (power bloggers, models, prospective show hosts) to one of its televised broadcasts and asked them to share their opinions, on-the-spot, about products and trends, and to try out some products as well. Through such activities, the company opened up the era of the "shopping variety program," a first in home shopping broadcast history. This broadcast became incredibly popular, achieving a viewing rate over 17 times higher than that of the average GS Shop and recording over KRW 2.8 billion in sales. Also, as a reflection of the customer interest in lifestyle, the company was the first in the home shopping industry to conduct an "Offline Living Collection" event, which proposed new trends in the area of household goods. GS Shop also works aggressively toward expanding in overseas markets. After successful launches in China, India, Thailand, Indonesia, Vietnam, and Turkey, GS Home Shopping joined forces with the Malaysian media group Astro to launch the local home shopping channel Go Shop. GS Home Shopping is currently quite busy cementing its brand reputation in the global market.

Best Korea Brands 2015

43

48

Hyundai Home Shopping

+7.2% 335,045 (million KRW)

현 대 홈 쇼 핑

With fresh attempts to shatter existing conventions and its differentiated expertise in the field, Hyundai Home Shopping is a leader of the home shopping industry. In particular, Club Noblesse (which specializes in luxury brands) has over 1.5 million regular customers and has become a hugely popular program. In 2014, the company presented customers with the large-scale fashion project "Timeless." After inviting six representative designers from Korea, France, and Japan to develop fashion styles and 32 members of the Jubu Saenghwal Friends Community, it conducted "The 1st Timeless Fashion Class," which provided a new brand experience for customers through direct communication between designers and customers. Hyundai Home Shopping has also actively invested in upgrading its customer information protection IT system. In particular, it minimized the risk of customer information breaches by applying to each product a "safety code" that is difficult to see with the naked eye. In consideration of customers who are wary of voice-phishing phone calls, it was also the first company in the industry to introduce a "smart lettering" service, thereby leading efforts to improve its customers' brand credibility.

49

Hyundai Capital

-21.1% 326,482 (million KRW)

Hyundai Capital

In 2014, Hyundai Capital encountered a number of obstacles—including overheated competition and the downturn in profitability of its major shareholder, Hyundai Kia Motors—while striving to enter the bank market and expand its credit card and capital businesses. However, it is showing efforts to overcome these obstacles through the discovery of new growth engines and active brand communication.

In addition to its individual car lease, Hyundai Capital is currently developing new corporate growth engines by releasing a variety of products, including the Outstanding Salaryman Loan, Prime Loan, and Direct Loan. The company continues to emphasize its financial philosophy, "Hyundai Capitalism," which it launched in 2013. In particular, its theme "Global Principles" is being effectively utilized to communicate the essentials and basic principles of overseas business expansion. By communicating everything in a tone and manner consistent with its partner company, Hyundai Card, Hyundai Capital successfully managed to imprint its brand identity on customers. Since 2010, it has conducted the "Dream Actualization Project" as part of its CSR activities. The project selects small business owners with passion and dedication, providing them with business know-how, and using them as examples of success stories for others.

44

50

Nongshim

+10.1% 320,537 (million KRW)

농심

For Nongshim, 2014 was a year for transcending the boundaries of the domestic market and establishing the foundations for growth as a popular global brand. Of particular note is the fact that Shin Ramyun achieved a sales volume of USD 180 million in the Chinese market, the largest instant noodle market in the world, proving that it is a force to be reckoned with in the global market.

Nongshim is currently using its solid product competitiveness as the basis for expanding its brand awareness in the global market. In 2014, it was the first Korean company to achieve the global business goals of exporting to over 100 countries, expanding its existing overseas market sales network, and creating a separate organization within the company to take responsibility for pioneering new overseas markets. Much of these overseas marketing efforts are centered on the Shin Ramyun brand, as a result of which it was designated as a "Korean luxury brand selected by China" by the Korean Marketing Association. Furthermore, it was the first Korean company to receive the Best Brand Award in the food and beverage category of the Brand Laureate Awards, conducted by the Asia Pacific Brands Foundation in Malaysia.



Best Korea Brands 2015

Best Korea Brands 2015 Analysis

Overall

The total brand value of the top 50 brands in Best Korea Brands 2015 reached 125 trillion won, which is 7% higher than last year (117 trillion won) and such growth is similar to that of the Best Global Brands 2014 (Best Global Brands Top 100 brands' value increased by 6%).

Furthermore, the total brand value Korea's Top 50 brands versus market capitalization (unlisted stocks excluded), and revenue reached 19.7% and 12.9% respectively, showing a steady increase compared to previous years. This indicates in today's business environment the importance of brand is increasing and its role is ever more expanding.

brand value to revenue		Brand value	to Revenue	to Last year	to Total market
	2015	125,154,986	13%	7%	20%
	2014	116,933,728	12%	N/A	18%
	2013	91,488,746	10%	-	15%
	(million KRW)				

Best Korea Brands 2015 Analysis

Industry

Best Korea Brand 2015 is comprised of 11 industry sectors, where Technology (Electronics, IT) sector takes up 45.8% of shares, followed by Automotive (16.2%), Financial Services (15.9%).

Looking into the new entrants to Best Korea Brands 2015 by industry sectors, there are three brands in Retail sector (Coway, Shinsegae Department Store, Hanssem), and one brand in technology sector (Daumkakao), Beverage sector (Lotte Chilsung) respectively, in which brands within industries that are closely relevant and necessary to our everyday lives have shown a substantial increase in value. .

The share of Diversified industry sector that represents B2B brands has dropped from 8% to 6%, which is a 2% decrease compared to last year, and its brand value growth rate only increased 1.4%.

new entrants are included in BV growth rate

Industry	Brand value	% Total	BV / Revenue	BV growth rate
Technology	57,304,045	45.8%	51%	12%*
Automotive	20,332,866	16.2%	11%	10.7%
Financial Services	19,886,273	15.9%	21%	4.4%
Diversified	7,340,455	5.9%	6%	1.4%
Telecommunications	7,164,903	5.7%	13%	3.0%
Retail	5,919,170	4.7%	22%	33.4%**
FMCG	4,423,040	3.5%	21%	15.9%
Energy	1,097,314	0.9%	1%	-13.9%
Beverage	845,798	0.7%	20%	55.5%***
Hospitality	469,360	0.4%	17%	1.9%
Media	371,761	0.3%	28%	4.6%

* Technology: 3 in 2014 > 4 in 2015, 1 increase

** Retail: 7 in 2014 > 10 in 2015, 3 increase

*** Beverage 1 in 2014 > 2 in 2015, 1 increase

(million KRW)

Technology

Disrupt to lead

- Mobile is a primary gateway which connects individuals to the world, and every connection of our lives is made through mobile. There are various range of companies from startups to conglomerates actively participating in competitive O2O (Online to Offline) market. Given that, we might already live in the world where everything is possible with a single smartphone. For example, as the purchase frequency through mobile apps surpasses that of traditional channels, the era of smart shopping where we can buy every kind of goods conveniently and economically has come true.
- The presence of ICT brands leveraging mobile messengers became significant even in the payment market that once was dominated by finance companies. Kakao is aggressively enlarging its share in the mobile payment market with 'Bank Wallet Kakao' and 'Kakao Pay', and Naver is also planning to launch its own payment system 'Naver Pay'. The number of active users are growing fast, as vast majority of credit cards became available and credible security system was implemented, despite of some negative concerns.
- ICT companies are evolving into a life changing platform brands, which forms the basis of our life, from simple mobile messenger or portal service as they launch various social graph-utilized services to make the life more convenient.

Retail

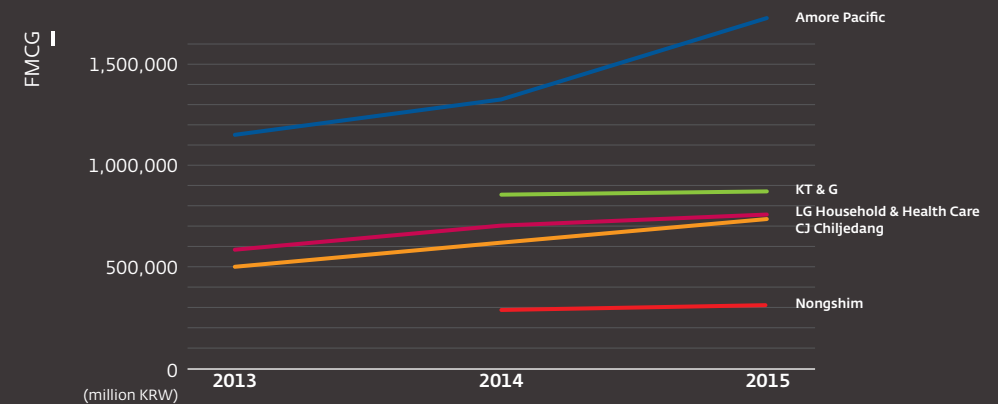
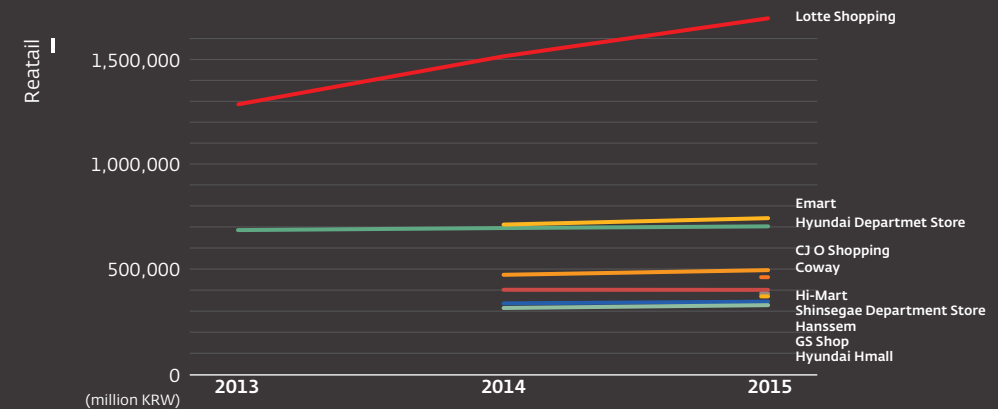
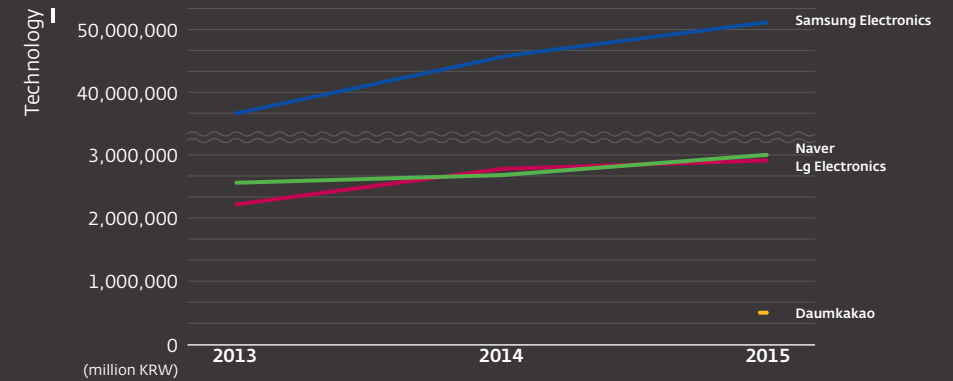
Into the center of brand experience

- Representative Korean retail brands are expanding customer value by innovating shopping spaces to serve various purposes for customers. Extended Lotte Shopping's premium outlet, recently renovated Hyundai Department Store, and Shinsegae Department Store which actively performs art marketing campaigns, are the best examples. In other words, shopping experience, provided by retail brands, has enlarged into living experience. It has become a place that provides total brand experience where customers are able to enjoy meals, grocery shopping, movies and kid café besides shopping.
- Shoppertainment has become a major trend in retail industry to visually attract the customers. It is evolving its scope into a broadened channel where provides customers with more of entertaining and emotional value.

FMCG

Innovation Through a Different eye

- FMCG brands have put substantial efforts in delivering personalized brand experiences by shedding a new light on customer's key characteristics, which fall into the trend of a new interactive model, so called the Mecosystem. For instance, CJ Cheiljedang has analyzed the time when office workers feel mostly stressed and used this information in its marketing campaign of the 'Sweet pudding' brand to attract customers.
- Korea's FMCG brands are gaining brand presence not only in the Asian market but also in the global market as a result to their relentless efforts in building their brand power. Amorepacific holds a strong stance in the Asian market with a solid vision of becoming 'Asian Beauty Creator', and Nongshim successfully introduce its key product, the spicy instant noodle 'Shin ramyun' to 100 nations. Thus, practicing in depth analysis in local market together with building strong brand power has resulted in making Korea's FMCG brands to gain great market presence not only in the Korean market but also in the global market.



Top Risers

AmorePacific

+31%

1,730,358 (million KRW)

AMORE PACIFIC
CORPORATION

AmorePacific, which has become Asia's representative cosmetics brand, has the highest increase in brand value in Best Korea Brands 2015. Its growth rate is 31% year on year, and moved up 3 steps, ranking 16th. With its sales increase of 21% and profit growth over 40%, Amore-Pacific proved its efforts to technology and distribution-channel innovation, brand reinforcement, and global business expansion. In 2014, AmorePacific entered in to the global market with 5

megabrands, (Sulwhasoo, LANEIGE, Mamonde, ETUDE HOUSE, and innisfree) in order to overcome the saturated domestic market. Focusing its marketing in the Asian market helped the brand to be recognized as a Global beauty brand. Getting one step closer to customers and providing customer-oriented brand experience also helped AmorePacific strengthen its brand power. To booster customer interaction and convenient shopping experience, Amore-

pacific enhanced its digital and mobile channels by managing 'mobile commerce web', 'beauty wallet application' etc. and also it opened 'IOPE bio lab' where counselors can listen to customer needs and at the same time customers can experience the products. With a vision to become a global beauty brand, Amore-Pacific will continue to come up with far-reaching ways of transforming the world through beauty.

Doosan Infracore

+30%

609,900 (million KRW)

DOOSAN
두산인프라코어

Doosan Infracore's brand value increased 30% compared to last year and ranking 31st in the table. Its growth proves to be a good example of the importance of branding in B2B industry. In 2014, Doosan Infracore expanded its R&D center, which is the foundation of technology and product development,

to global level. Its subsidiary company Bobcat also built a R&D center in order to reinforce its capability as a global construction equipment business brand. Since 2012, G2 engine, a self-developed small diesel engine, mounted into Bobcat loaders, and its use will be greater by this year. Such action not only

will increase the profitability but also strengthen its brand capabilities along with consistent technology and brand experiences as a construction equipment brand. Doosan Infracore proved the importance of establishing strong technology, products as well as brand in order to overcome business difficulties.

CJ CheilJedang

+19%

741,664 (million KRW)

CJ 제일제당

CJ CheilJedang had 19% year on year brand value increase and moved up 4 steps ranked at 27th. In 2014, internally CJ CheilJedang improved profitability by internally product restructuring and cost reduction, while externally launching new brands based on comprehensive customer understanding and investing

in existing brands like 'Alaska Salmon', 'Bibigo', and 'Freshian' to build new megabrands. Also, a lot of efforts have been put to closely understand customer habits and deliver new customer user experience from its products by offering activities such as 'recipe marketing

campaign' and 'cooking class'. CJ CheilJedang not only provides products that are necessary in daily lives but delivers fruitful customer brand experiences to realize its vision to 'Create a New culture for Healthy, Happy and Convenient Lifestyles'.

New Entrants

Daumkakao, Coway, Shinsegae, Hanssem, Lotte Chilsung have made their first appearance in Best Korea brands 2015 rankings proving their ever growing brand power throughout the past years.

37

daumkakao

Daumkakao

454,458 (million KRW)

Ranked at 37th, daumkakao have become a leader in Korean IT industry after the M&A deal with the country's top two IT technology firms; Kakao and Daum in 2014. daumkakao aims to deliver convenience in consumers' everyday lives by providing differentiating services based on Kakao and Daum's key service areas; social-graph based mobile services, mobile payment and content platform. As a 'Mobile life platform' leader, daumkakao will keep concentrating on pioneering unprecedented areas of business and realize its new corporate vision 'Connect everything'.

38

coway

Coway

452,517 (million KRW)

Coway, ranked at 38th, is an environmental household electronics company with a vision of becoming 'Lifestyle design company', which delivers a new way of life with technologies that make the environment healthy and services that make people happy. It first introduced 'rental marking', 'CODY (Coway+Lady) System' in the market and has continued expand its business by offering new and differentiating products and services based on its in depth understanding of customer needs. Recently, Coway has focused on its homecare services such as mattress rental, air-conditioning cleaning service etc. which aligns with its efforts to deliver high-quality product and services that contributes in achieving its mission; 'Healthy environment, Happy people'.

52

42

SHINSEGAE

**Shinsegae
Department Store**

386,849 (million KRW)

Shinsegae, ranked 42nd, is known to be Korea's first department brand as well as a premium department brand that sets new trends. Shinsegae has marked a differentiating presence in the market by introducing premium grocery store and food court. Also it provided new ways for customers to enjoy more convenient and efficient shopping experience by integrating all the existing online channels (Emart, Trader's mall etc) in one channel (i.e SSG.com). To engage customers with Shinsegae's premium, elegant experience, it recently launched a marketing campaign by collaborating with famous artists.

44

HANSSEM

Hanssem

369,713 (million KRW)

Hanssem, Korea's one of the largest furniture company ranked 44th. To brace for the arrival of global DIY (Do It Yourself) brand IKEA, Hanssem has tried to differentiate itself by concentrating on providing total premium service from ordering, delivery, installation to after service based on its 41 year know-hows and competency. It aims to closely look into the needs of not only Korean but Asian customers and try to enhance 'Hanssem's brand experience.

45

롯데칠성음료(주)

Lotte Chilsung

367,925 (million KRW)

Swift understanding, adaption and taking rapid action in the fast moving beverage market are key reasons behind Lotte Chilsung's ranking as the 45th in the table.

By launching brands such as 'Kloud' a premium beer brand, 'Trevi', sparkling water brand, that quenched the needs of customers that pursue 'premiumness' and 'well-being', and building a 'Chilsung Cider pop-up store' in an effort to enhance interactive marketing, Lotte Chilsung has become a brand that always listens and interacts with customers.

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Authors & Contributors

- Jez Frampton

Global CEO

- Stuart Green

CEO
Asia-Pacific

- Mike Rocha

Global Director
Brand Valuation

- Jihun Moon

CEO

- Youngdae Kwon

Director
Strategic Consulting

- Eunice Min

Executive Director
Verbal Branding

- Uzin Hwang

Executive Creative Director
Brand Design

- Harry Woo

Sr. Manager
Planning & Business Development

- Kyle Cha

Senior Consultant
Strategic Consulting

- Jinyoung Lee

Senior Designer
Brand Design

- Rosa Kang

Sr. Consultant
Planning & Business Development

- Minjin Choi

Consultant
Strategic Consulting

- Seayol Choi

Designer
Brand Design

- Junkyung Kim

Consultant
Planning & Business Development

- Jamie Chu

Consultant
Strategic Consulting

- Youmin Bae

Designer
Planning & Business Development

- Chanbin Park

Staff
Planning & Business Development

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02. 515. 9150

Interbrand.korea@interbrand.com
6th Fl. Intellex Bldg. 620 Eonju-ro
Gangnam-gu Seoul 135-832 Korea

More Information on Brands

www.interbrand.com
www.brandchannel.com

Follow us

www.facebook.com/interbrandkorea
www.facebook.com/interbrand
www.twitter.com/interbrand

Contact Us

Jihun Moon
jihun.moon@interbrand.com
Harry Woo
harry.woo@interbrand.com