

# STICKS & STONES

영어 카피라이팅 전문 에이전시

# 스틱스앤스톤스는 국내 유일 영어 카피라이팅 전문 에이전시입니다.

한국에서 태어난 브랜드가 글로벌 시장에서 활약할 수 있도록  
언어와 문화의 장벽을 초월한 영문 카피라이팅을 제공하고 있습니다.  
당신은 전략에만 집중하세요.  
영어는 저희가 고민하겠습니다.

Messaging done right is hard enough.  
Even harder is messaging done right in English.  
We are copywriters—cultural interpreters for iconic Korean brands.  
We create copy that resonates globally.  
Your message hits home every time.





팀장님, 이제 영어 카피 때문에 불려가지 마세요

다 된 캠페인에 콩글리시 뿐인 **적**

공든 마케팅이 영어로 무너져 내린 **적**

믿고 맡긴 영어에 브랜드 이미지가 발등 찍힌 **적**

그 모든 **적**은 ‘오늘로 끝’

스틱스와 함께 하면 다릅니다

Before

## Bad Copy

브랜드 왜곡과 메시지 전달력 부족



with

## Sticks & Stones

문화 감각을 살린 말맛과 여운

After

## Good Copy

기억에 남는 임팩트

글로벌 시장 확장과 브랜드 강화

## Our Work

### CEO Script



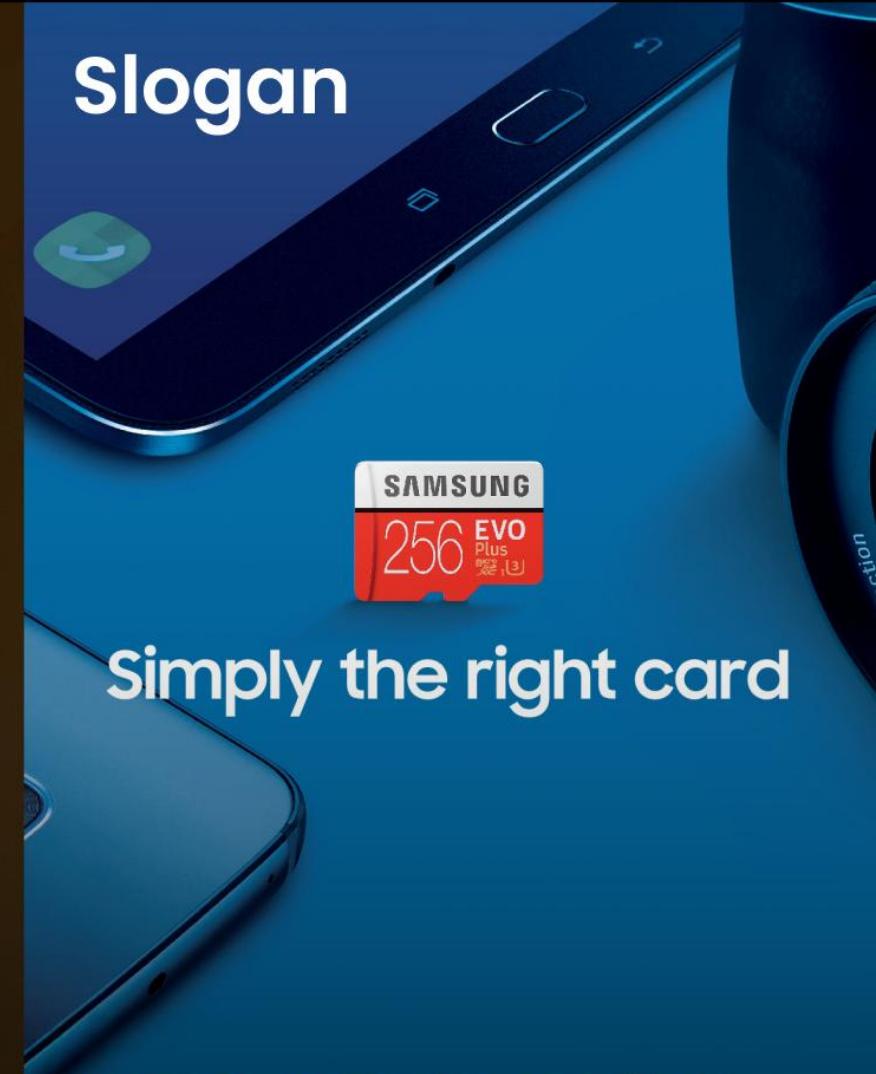
컨퍼런스/런칭 행사/글로벌 컨벤션 등 글로벌 무대에서 전달되는 연설문을 자연스럽고 영향력 있는 영어 스크립트로 제작합니다.

### Naming



브랜드의 첫 인상을 결정하는 이름을 만듭니다.  
제품과 기업명뿐 아니라 신소재명과 K-pop 앨범명까지,  
다양한 산업군에서 기억에 남을 네이밍을 완성합니다.

### Slogan



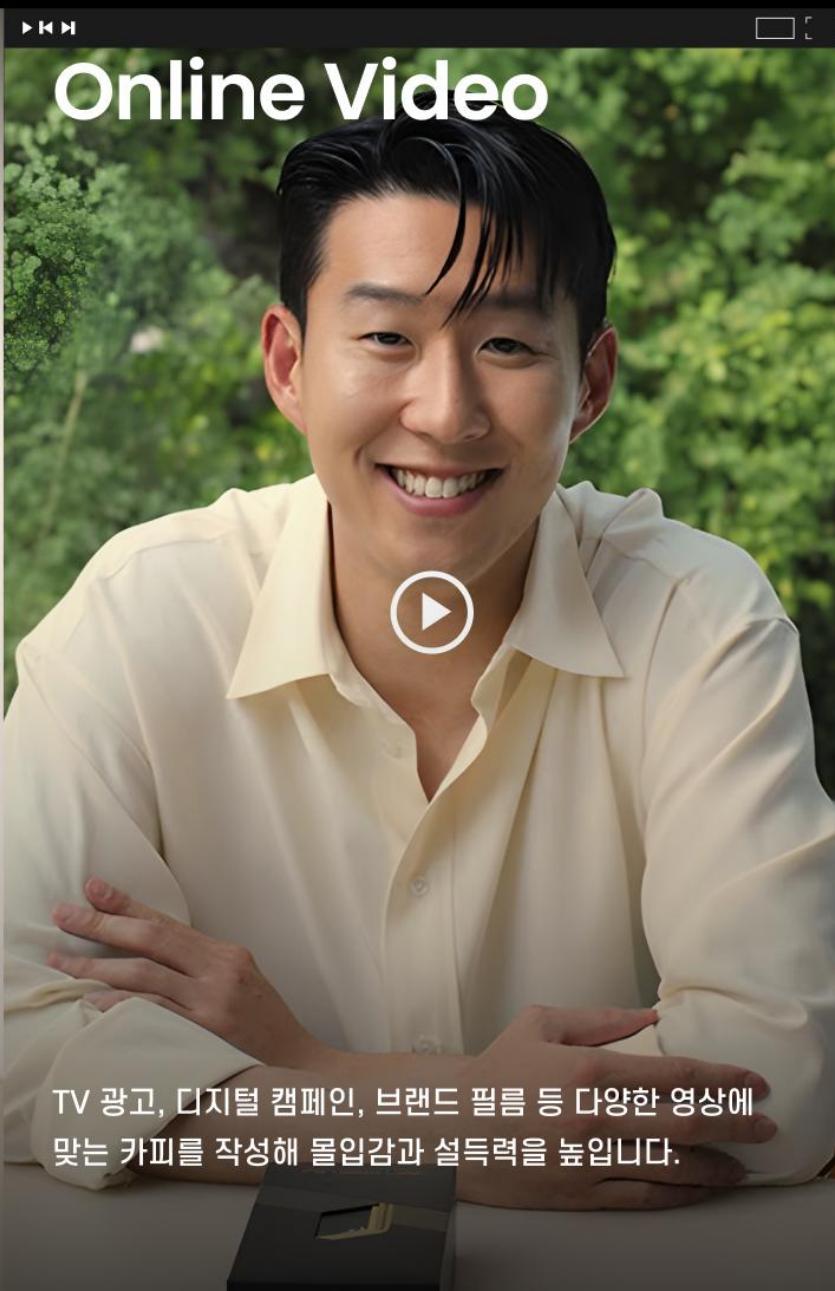
브랜드 철학과 제품 가치를 한 문장으로 압축합니다.  
기업 비전/제품 USP/글로벌 캠페인 등 다양한 목적에  
맞는 슬로건을 개발하여 직관적으로 전달합니다.

## Our Work

### Brand Story



브랜드가 전하고자 하는 가치와 철학을 선언문 형태로 정리합니다. 스토리/스테이트먼트/매니페스토 등 다양한 형식으로 브랜드 아이덴티티를 표현합니다.



### Online Video

TV 광고, 디지털 캠페인, 브랜드 필름 등 다양한 영상에 맞는 카피를 작성해 몰입감과 설득력을 높입니다.

A screenshot of a website for "SAMSUNG DISPLAY". The header includes the brand name, an OLED ERA logo, and a search bar. The main content features a woman drawing a colorful, futuristic landscape on a screen, with the text "Transforming creative ideas into reality with the fusion of AI and OLED." Below this, there is a section titled "The Striking Contrast Offered by True Blacks" showing a Dalmatian puppy, and a table comparing contrast ratios for different display types.

웹사이트 전체 구조에 맞춰 헤드라인부터 상세 설명까지 모든 카피를 제작합니다. 브랜드의 철학과 톤을 반영해 방문자가 직관적으로 이해할 수 있는 언어를 만듭니다.

한국 정서로  
소통하고



현지 정서로  
작업합니다.

고객의 언어를 이해하는 AE팀

전원 영/한 이중언어 능통자로 구성  
전략의 본질을 깨뚫어 완벽 구현까지 지원  
카피 품질까지 책임지는 프로젝트 매니지먼트

브랜드의 언어를 완성하는 CW팀

전원 영미권 출신 원어민으로 구성  
본토 퀄리티 그대로, 서울에서 바로  
글로벌한 감도로 현지 승인까지 빠르게

# 전담 팀원 구성



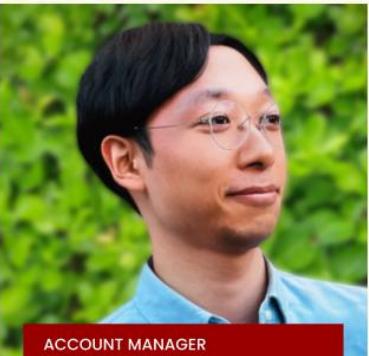
CREATIVE DIRECTOR  
**Richard Kim**



GLOBAL COPY LEAD  
**James Chung**



COPY STRATEGIST  
**Brixton Sandhals**



ACCOUNT MANAGER  
**Sein Park**



ACCOUNT EXECUTIVE  
**Natalie Lee**



TRANSCREATOR  
**Hyolim Ahn**

모국어 | 국적  
미국 영어 | USA

학력  
UC Berkeley, USA  
정치학 학사  
USC Cinema, USA  
영화연출 석사

경력  
에미상 수상  
씨네 이글상 수상  
영어전문 광고 성우 15년  
코카콜라, AT&T 마케팅 및 영업  
C-level 기업 임원, 외교관 연설문 작성자

모국어 | 국적  
미국 영어 | USA

학력  
James Madison University  
기술과학 커뮤니케이션 학사

경력  
우인 IP 법률사무소 선임 매니저  
YEK Glass 해외 마켓팀  
바이스 미디어 | 워싱턴 포스트 기고자  
DK 아이워트니스 기고자

모국어 | 국적  
북미 영어 / Canada

학력  
The King's University, Canada  
영문학 학사

경력  
뉴욕 타임즈 프로젝트 에디터  
Are.na Annual 에세이스트  
데모 패션 카피라이터  
진저마이트 카피라이터

모국어 | 국적  
한국어 / 영어 / 스페인어 구사

학력  
한국외국어대학교, 대한민국  
스페인어 학사  
SW & AI 학사

경력  
중남미연구소 연구보조원  
작가/기자, 영어 교지 "The Argus"

이중언어  
한국어 / 영어 / 일본어 구사

학력  
이화여자대학교, 대한민국  
심리학 학사

경력  
에버랜드 동물원 연구조사원/번역가  
DYB최선어학원 대표강사  
마케팅 전문 프리랜서 번역가

이중언어  
한국어 / 영어

학력  
이화여자대학교, 대한민국  
영어영문학 학사

경력  
영한, 한영 번역가15년  
롯데호텔매거진 번역가  
아리랑 TV & Radio 작가  
동아일보 영문 편집자  
The Korea Herald 기자

## Clients Say

**INNOCEAN**

김정환 넥스트 파트장

각 나라마다 **독특한 문화코드**를 심어  
클라이언트의 사업을 성공적으로 이끕니다.

**sam**

SEOUL

이해승 이사

**해외의 감도와 한국적 맥락**을 모두 이해하고,  
보기 드문 감각의 팀입니다.

**SK planet**

윤태구 국장

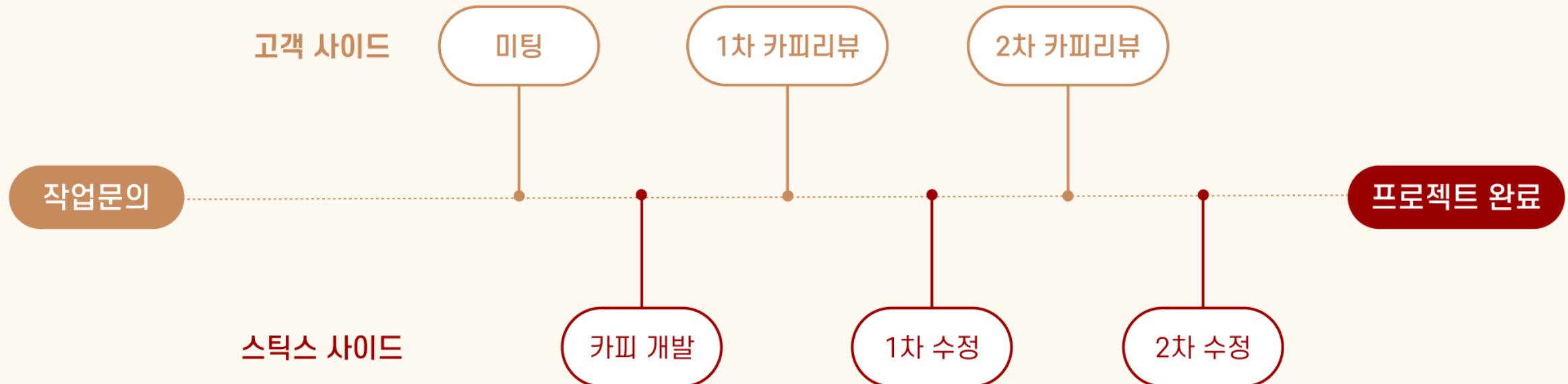
**작은 뉘앙스 차이조차 놓치지 않는 섬세함 -**  
좋은 파트너를 만났다는 즐거움을 느꼈습니다

**TBWA\**

오혜주 수석국장

**브랜드를 이해하는 실력과  
매력적으로 표현하는 센스를 겸비한 팀**

## Process



# Portfolio

# Websites

NAVER

NAVER

네이버 기업 홈페이지 전체 개편 | NAVER Corp. Website Copy

“

Growing  
together with  
technology

”



Unlocking  
greater possibilities  
for all

SAMSUNG

**Samsung SDC**

웹사이트 카피 | OLED ERA Website

“

Self-lit,  
simple, and  
slim.

”



SAMSUNG

Samsung Memory

웹사이트 카피, KVC | Automotive Memory

“

Precisely  
engineered.  
Confident  
journey.

”

Precisely engineered.  
Confident journey.



**LG Energy Solution**

웹사이트 카피 | LG enblock Global Site

“  
**Always Just  
the Right Size**  
”

**LG enblock**

Brand Story    LG enblock S    Residential Storage System

[ LG enblock ]



Always Just the Right Size  
**LG enblock S**



**LG Display**

웹사이트 카피 | LG OLED Space

“

A new standard  
for your space  
and lifestyle

”

# A NEW STANDARD FOR YOUR SPACE AND LIFESTYLE



LG SIGNATURE

LG SIGNATURE

웹사이트 카피 | LG SIGNATURE 글로벌 웹사이트

“

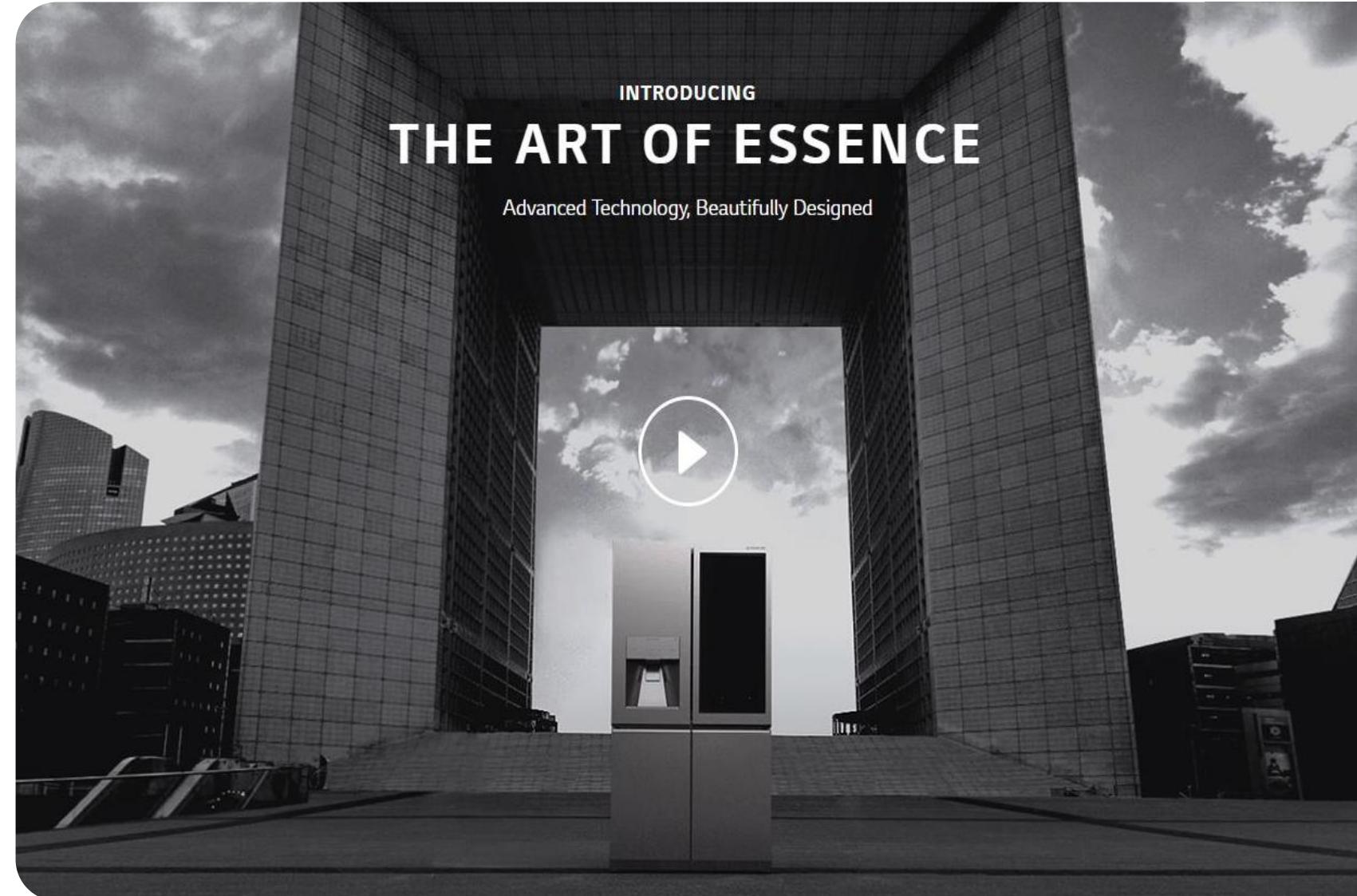
SIMPLICITY.  
PERFECTION.

”

INTRODUCING

# THE ART OF ESSENCE

Advanced Technology, Beautifully Designed



# **CEO Speech/ Scriptwriting**



**LG Group**

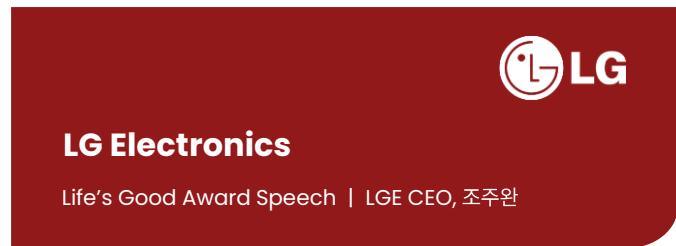
New Year's Message | LG Group Chairman, 구광모

“

Customer value  
at the center  
of all we do

”



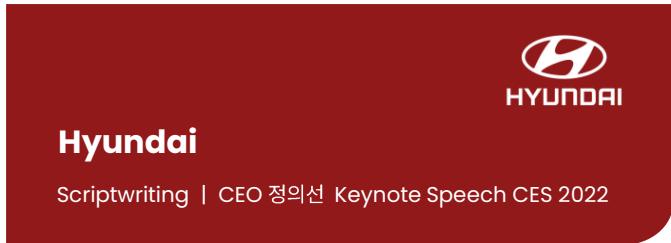


“

Superb  
ingenuity  
demonstrated  
clear  
opportunities.

”

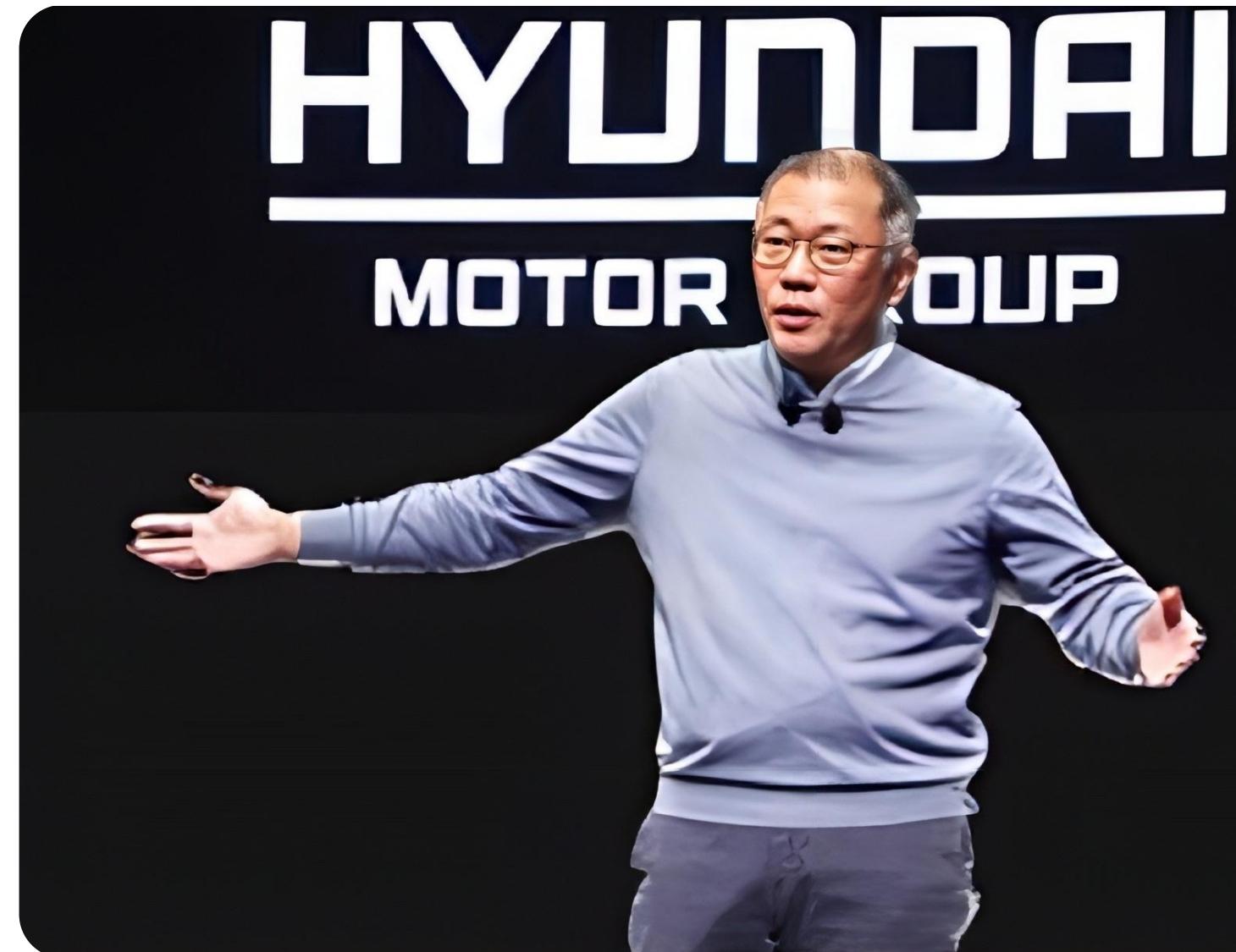




“

Robotics isn't  
dreams and  
fiction anymore.  
Robotics is  
what's now.

”





**Hyundai**

Scriptwriting | Software Defined Vehicle Global Forum

“

Entering  
a new era of  
mobility  
through  
software

”

# 2030

and R&D headquarters, strengthening software capabilities for SDV development.





Kia

최초 공개 온라인 이벤트 | Kia EV6

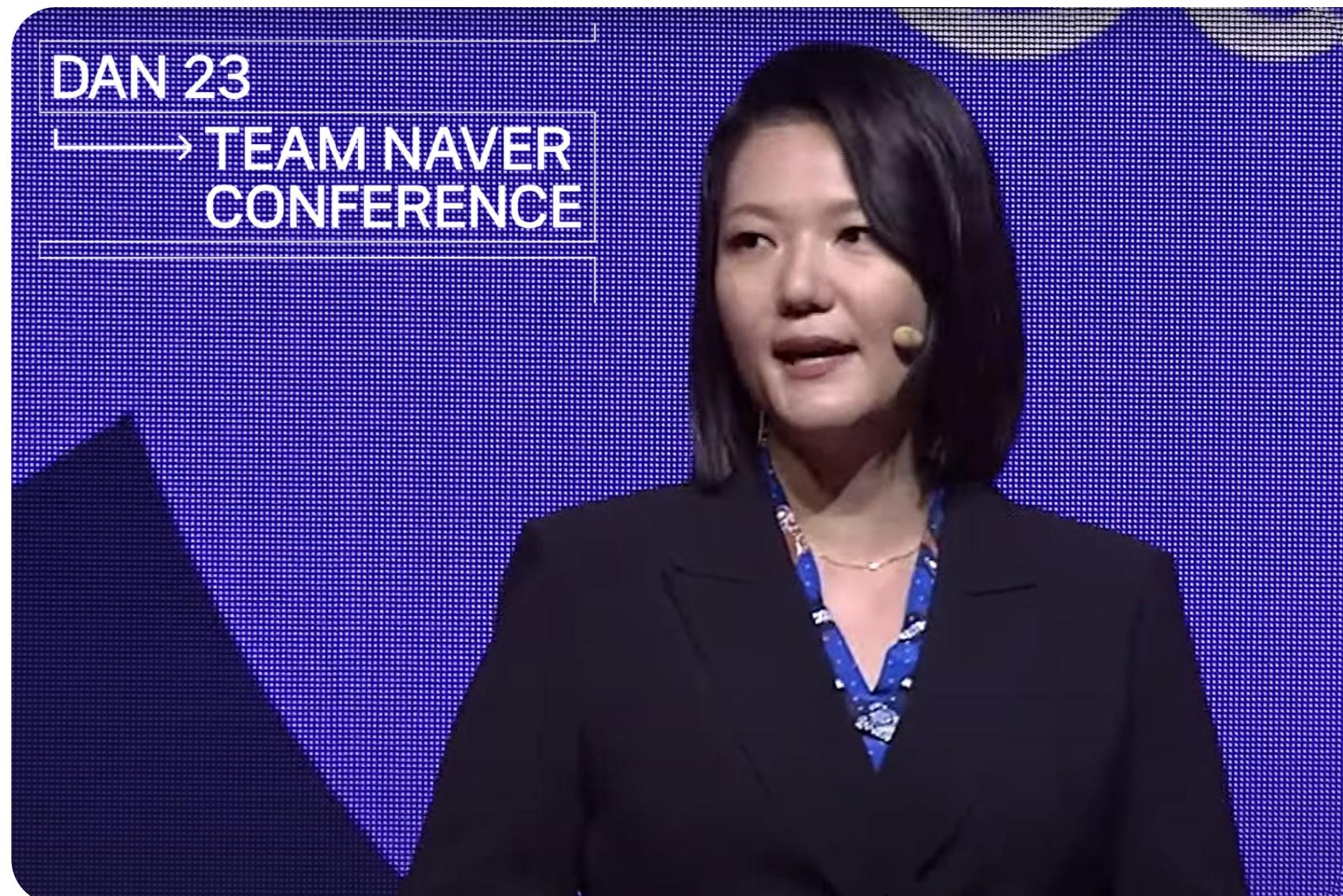
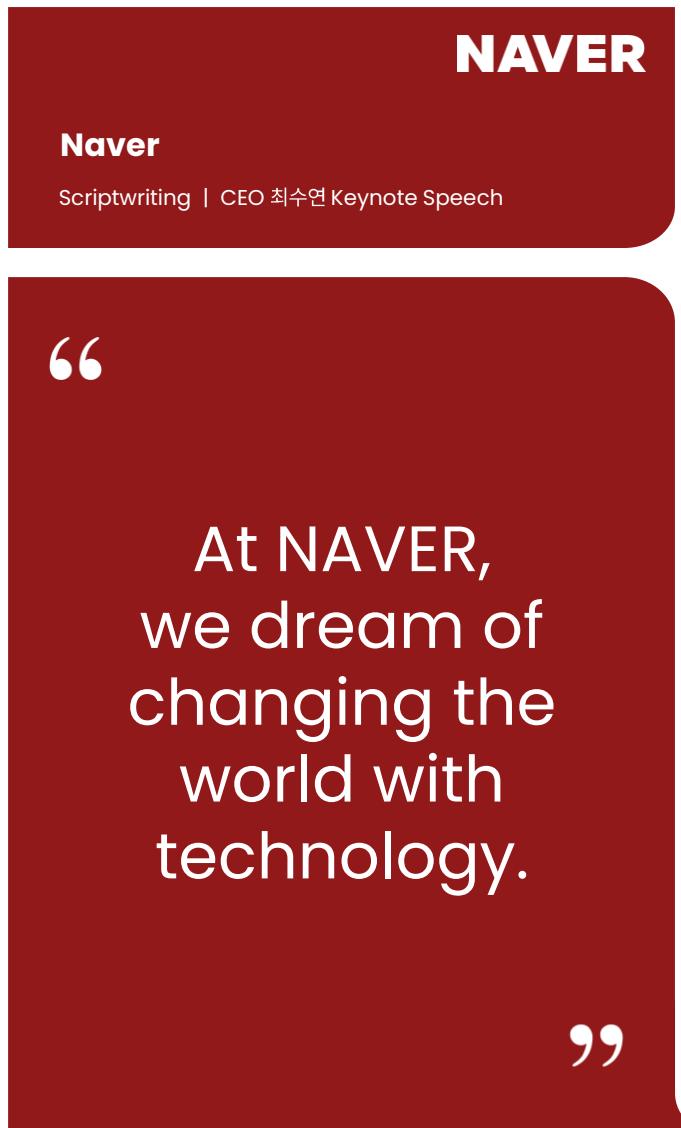
“

EV6's design  
gives people  
new inspiration  
for their thoughts,  
movement,  
and way of life.

”

## Kia EV6 World Premiere





# Slogans

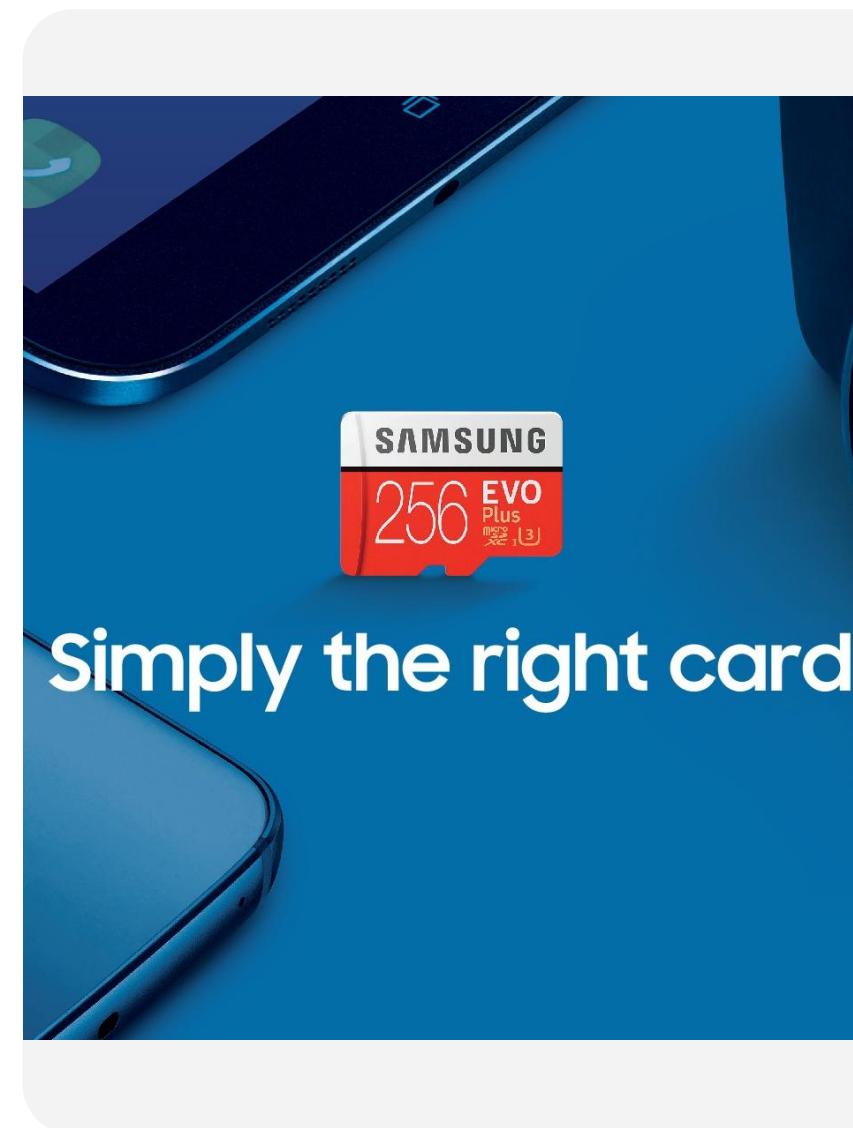


“

Simply the  
right card

고민없이  
심플하게

”



**Huvitz**

**Huvitz**

글로벌 제품 슬로건 | HPE-990 Lens Edger

“

Locked in  
for Edging  
Precision

”

**Locked in**  
for **Edging Precision**

New Release!

**Huvitz HPE-990**





“  
Build Up  
Your Energy  
”

The image is a promotional advertisement for LG enblock. It features a person wearing a blue shirt and jeans, working on a construction site. The person is shown from the waist up, wearing a blue t-shirt with the text 'Build Up Your Energy' and a green jacket over it. The background is a blurred construction scene with a yellow excavator. Overlaid on the image is the text 'Build Up Your Energy' in white, followed by 'LG enblock' in a large, bold, white sans-serif font. A white button at the bottom right contains the text 'WATCH MORE' with a play icon. The overall composition is dynamic and energetic.



**Doosan**

제품 슬로건/서브카피

“

Dig More,  
Gain More

”

Excavator

# Dig More, Gain More

Play Video ▶





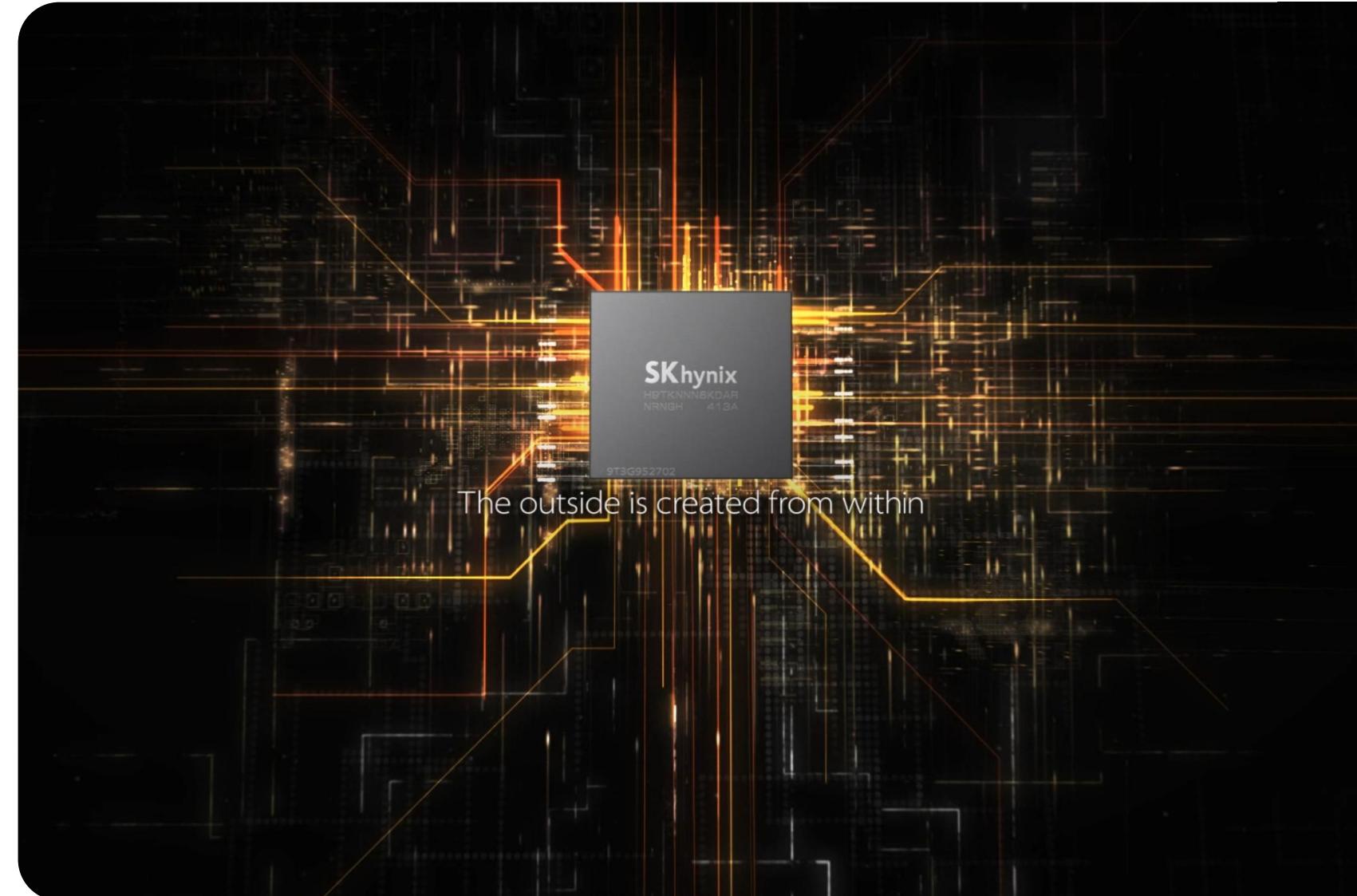
SK Hynix

글로벌 솔루션, 국제 홍보영상

“

The outside  
is created  
from within

”



**ZIC**

**SK ZIC**

글로벌 솔루션 제작

“

EVERY DROP  
WITH  
GENUINE  
TECHNOLOGY

”



INNISFREE

innisfree

브랜드 슬로건, Manifesto

“

Skin-Loving,  
Earth-Caring

”





NCSoft

글로벌 슬로건 | Lineage W

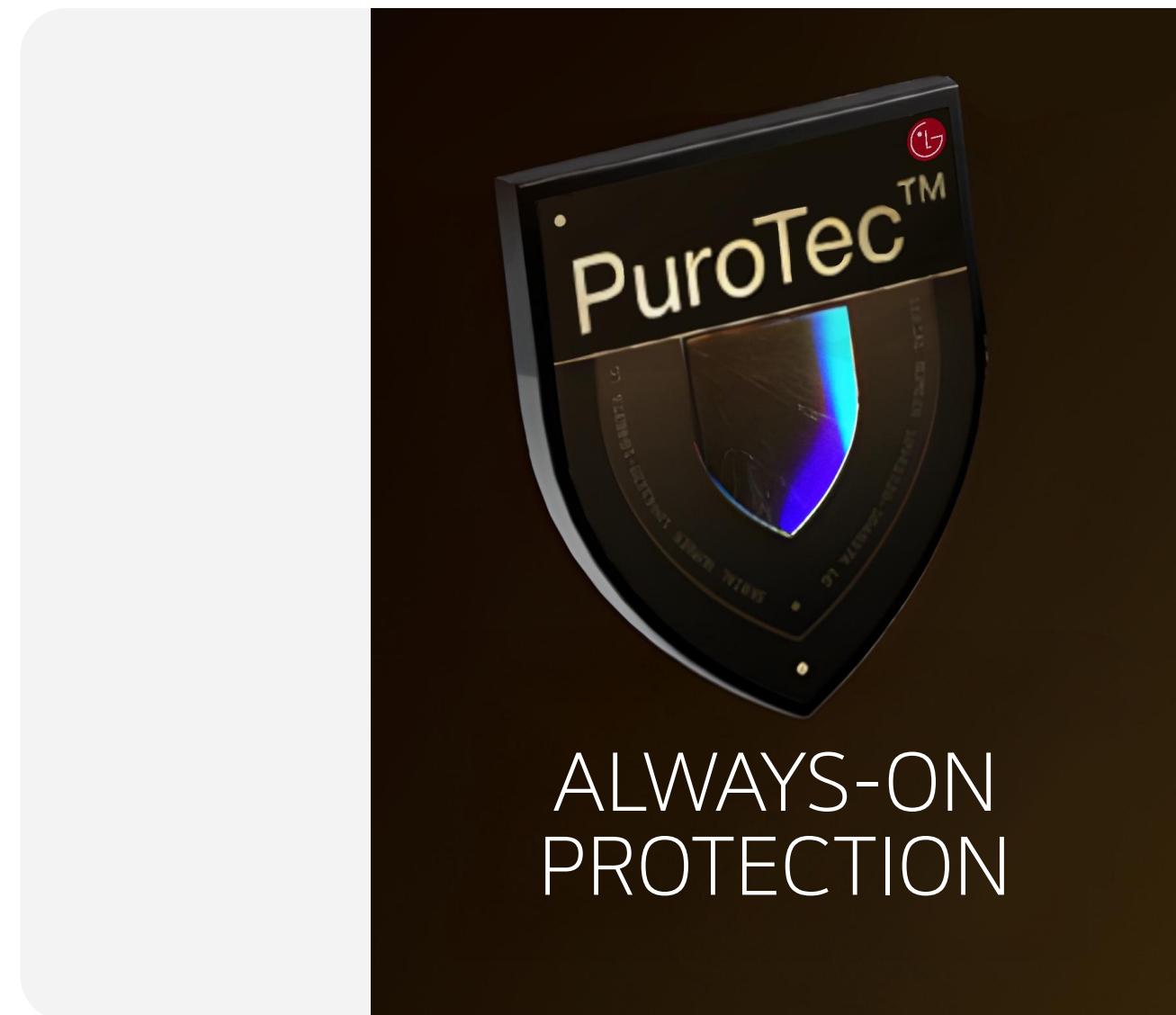
“

Blood Pledge  
without  
Boundaries

”



# Naming



SAMSUNG

**Samsung Monitor**

라인업 네이밍 | ViewFinity

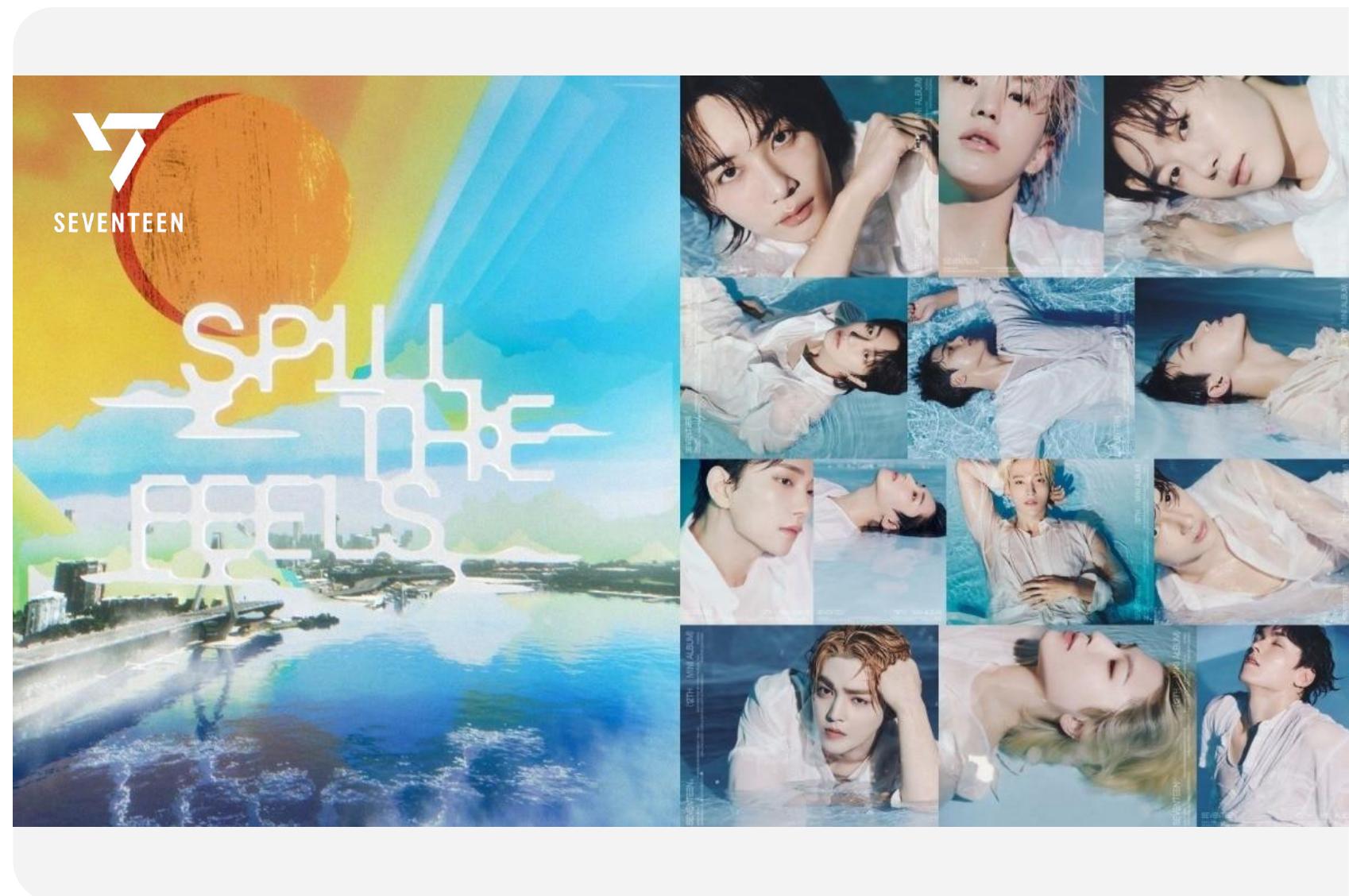
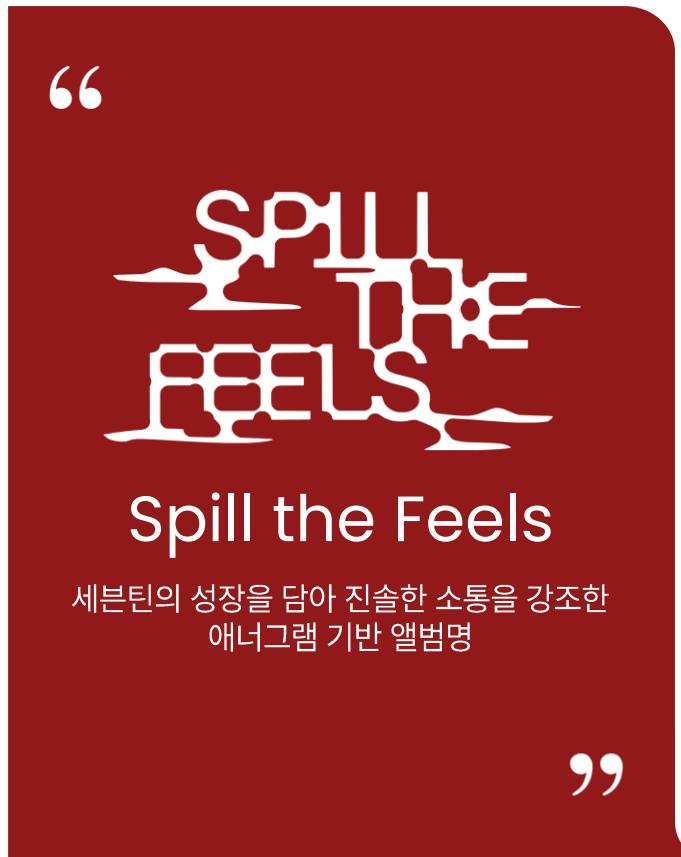
“

# ViewFinity

현존하는 고화질 모니터 라인업을 아우르는  
세련되고 경쟁력 있는 명칭

”







Hankook Tire

서비스 네이밍 | Warranty Program Naming

“

## SURETIRE PLAN

보증 프로그램의 브랜드 통합을 위한  
신뢰감 있고 직관적인 네이밍

”

HANKOOK  
driving emotion

## SURETIRE PLAN

Free  
Trial





# Brand Manifesto

AMOREPACIFIC

AMOREPACIFIC

AMOREPACIFIC 2025년 향후 10년 New Beauty Vision

“

Beauty that  
grows with you.

”



Hyundai

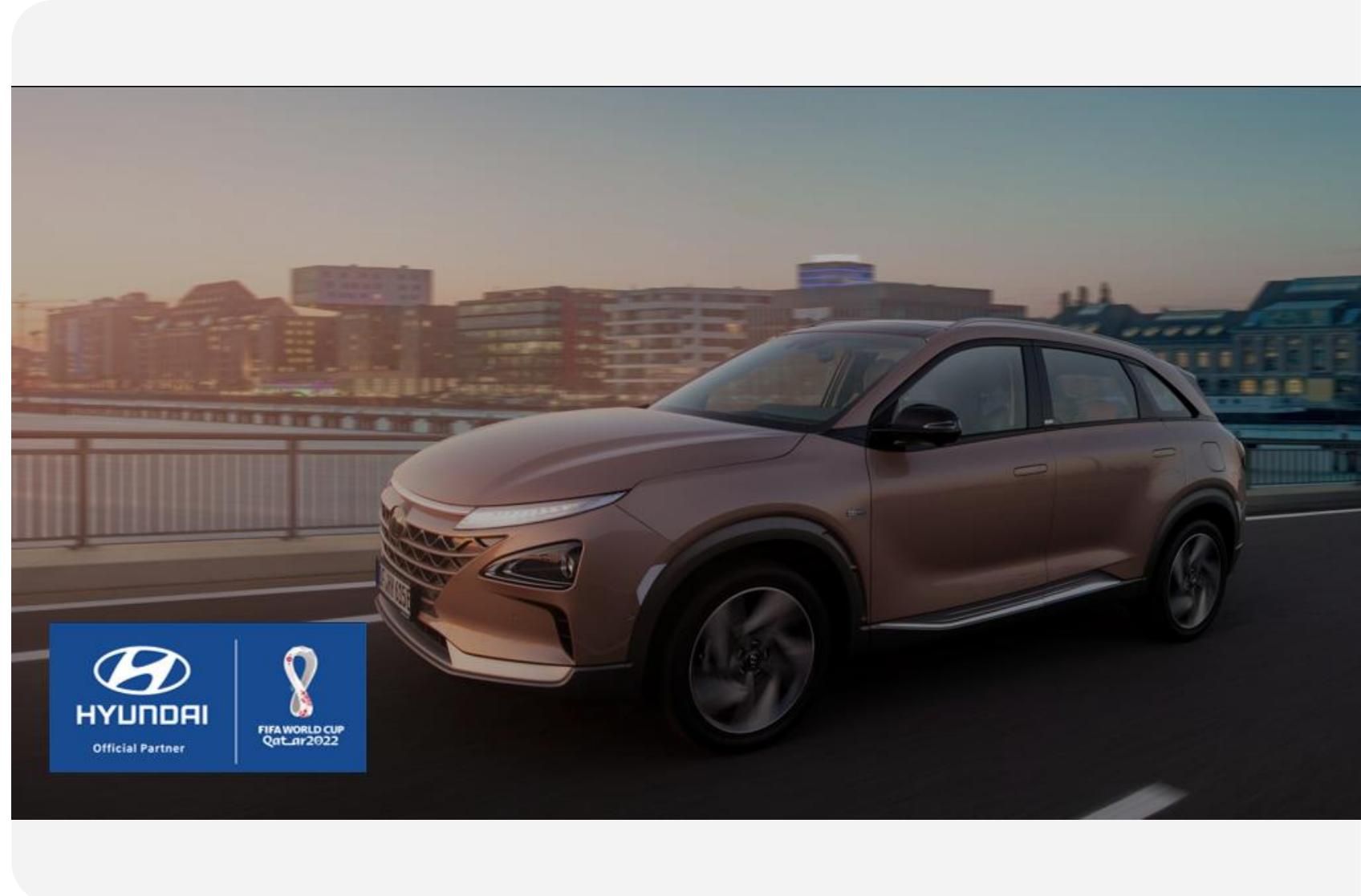
World Cup Manifesto



“

The Goal  
of the Century:  
a sustainable  
future.

”





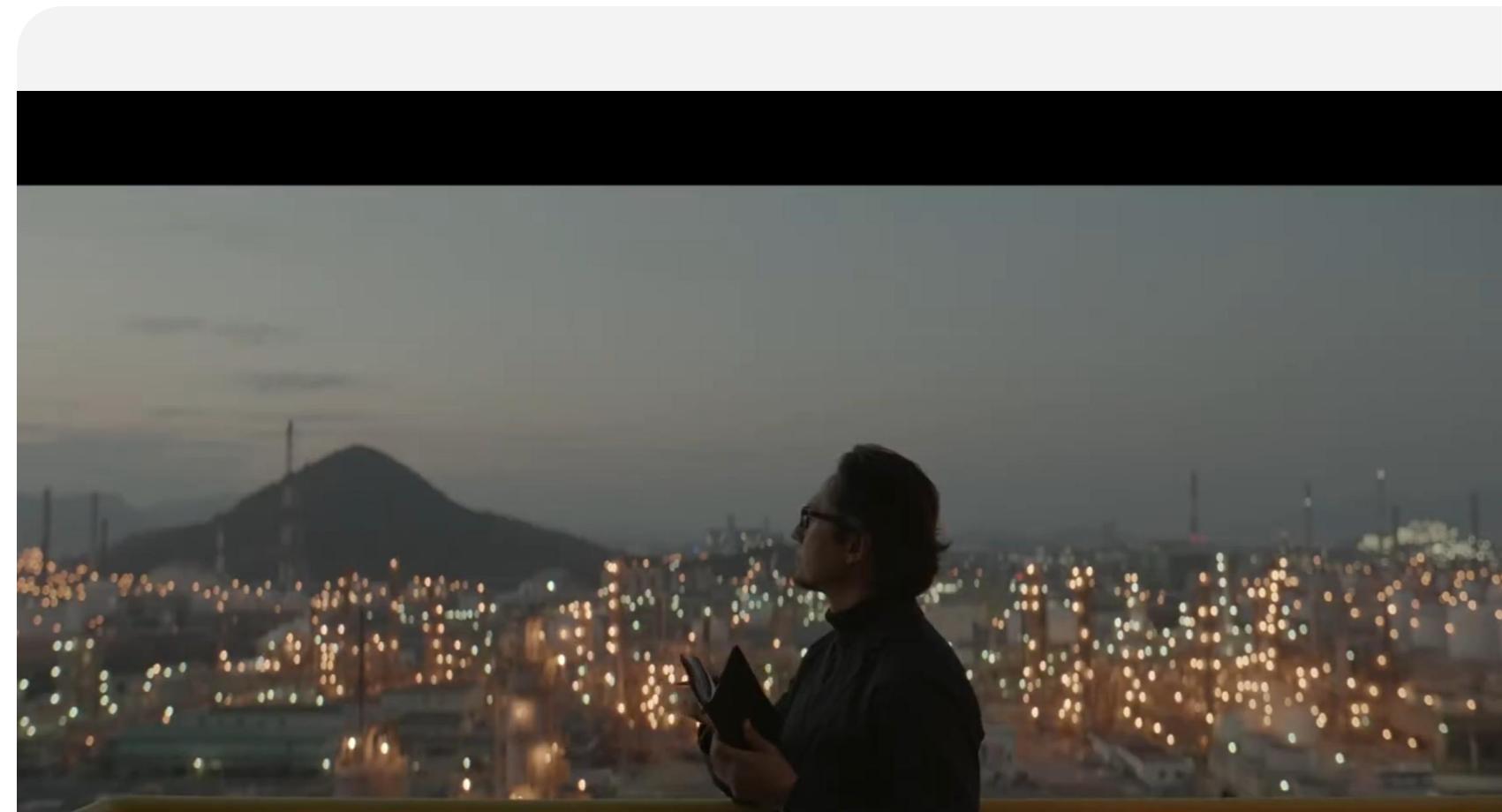
**Hanwha**

홍보영상 | 한화그룹

“

This is  
Hanwha's  
promise

”



since Hanwha is focused on how and why the company is walking this path

AHC

AHC

브랜드 메니페스토 영상

“

Beauty is far  
more precious  
when shared

”



# Brand Guidelines



**LG Electronics**

Brand Communication Guidelines

“

Our brand feels  
warm and  
present, even in  
the smallest of  
moments.

”

## Slogan Usage

Our slogan makes our brand feel warm and present, even in the smallest of moments. To ensure its distinctiveness, we always use it in memorable ways to lead or sign off.

# Life's Good.



Active Red on Light Background



## LG Electronics

Brand Tone of Voice Guidelines

“

Our voice  
must always  
speak for our  
brand belief

”

# Our Voice Principles

We always write with a smile, insight, and design.  
Our voice must always speak for our brand belief, Life's Good.

- Use inclusive language
- Use descriptive and sensorial language
- Lean on intelligent humor to bring warmth



**CJ Group**

브랜드 가이드라인

“

Bringing joy  
and energy to  
every moment  
in life

”

# CJ GROUP CORPORATE IDENTITY

BRAND GUIDELINE



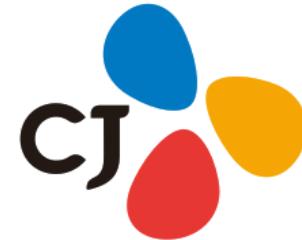
**LIVELY**

Bringing joy and energy to every  
moment in life.



**PASSIONATE**

Dedicating every moment to  
making lives happier and more  
comfortable.



MEDIT

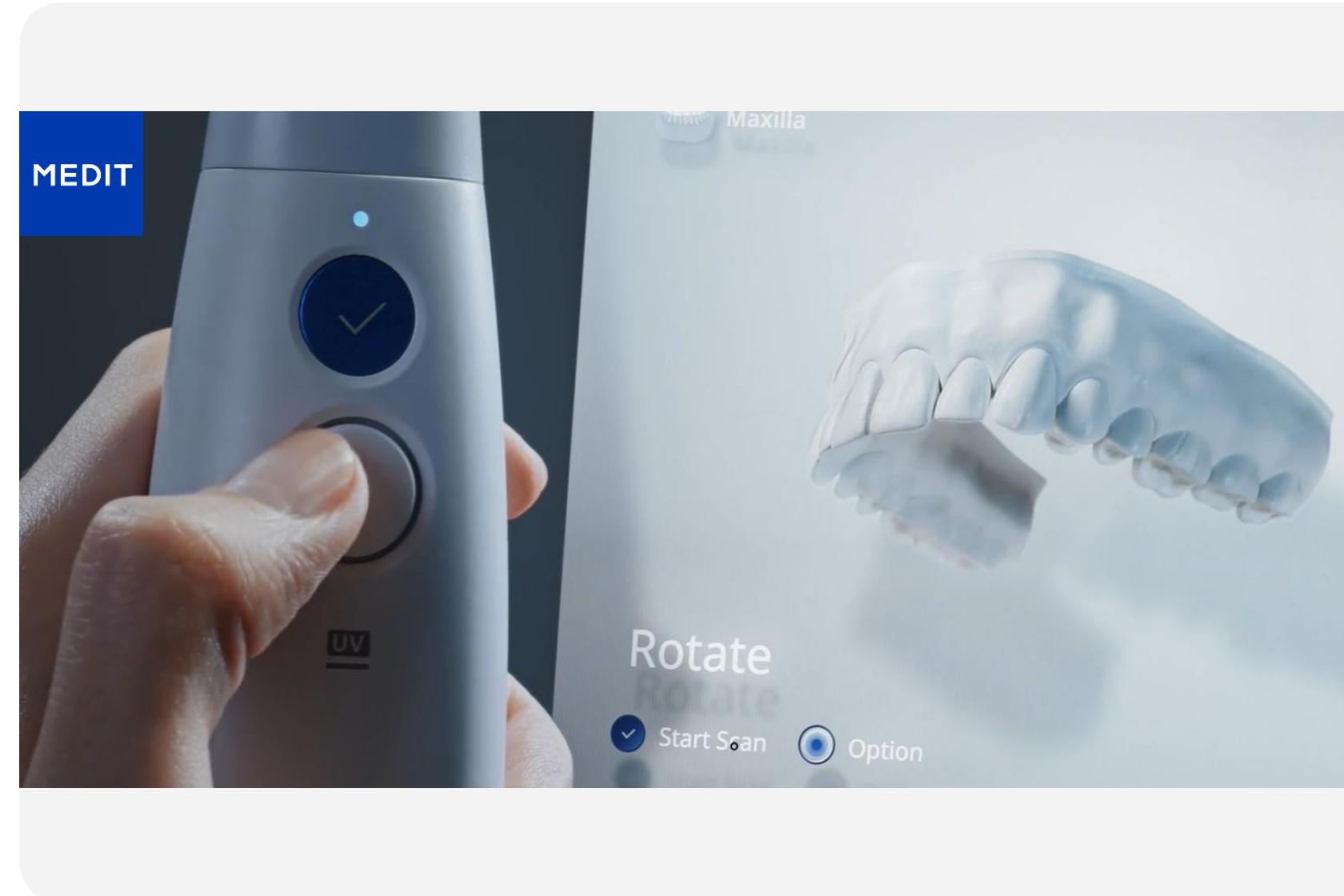
**MEDIT**

브랜드 매뉴얼 & 가이드라인

“

Innovations  
meaningful to  
everyone

”



# Online Features



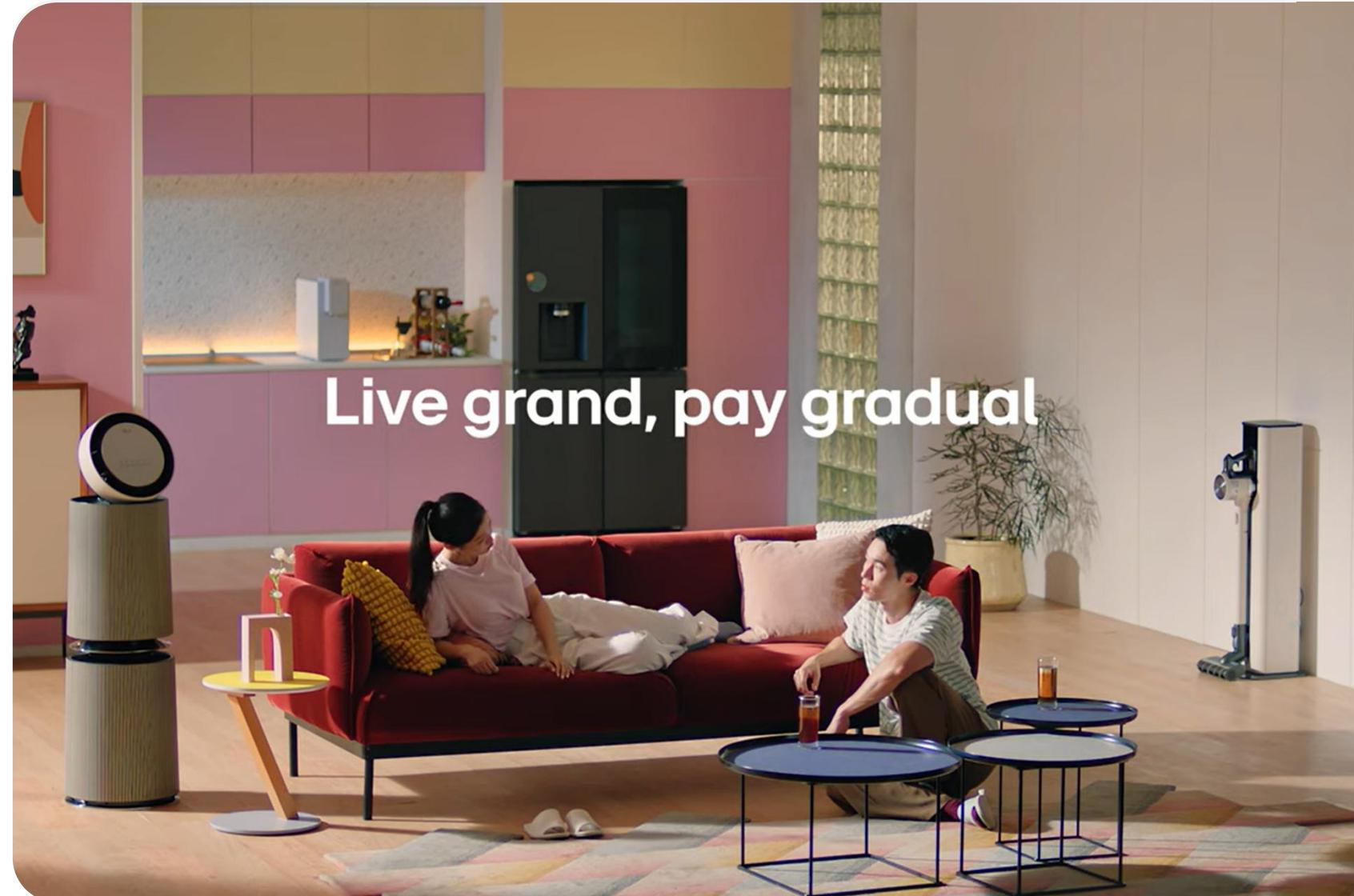
LG H&A

온라인 피쳐 & 영상 카피 | LG Subscribe

“

Live grand,  
Pay gradual

”





LG H&A

온라인 피처 | LG Styler

“

Keep your  
clothes and  
spaces fresh

”



LG styler | Steam Clothing Care



LG H&A

온라인 피처 | Aero Furniture Online Feature

“

Union of  
Beauty and  
Purity

”



**LG PuriCare™**  
Aero Furniture



LG H&A

온라인 피쳐 | LG VX Washer & Dryer

“

Fast, energy  
efficient drying  
to live more of life

”





Hankook Tire

세일즈 가이드 | Weatherflex GT

“

All-climate  
Confidence

”



**Weatherflex GT**  
**All-climate Confidence**

SAMSUNG

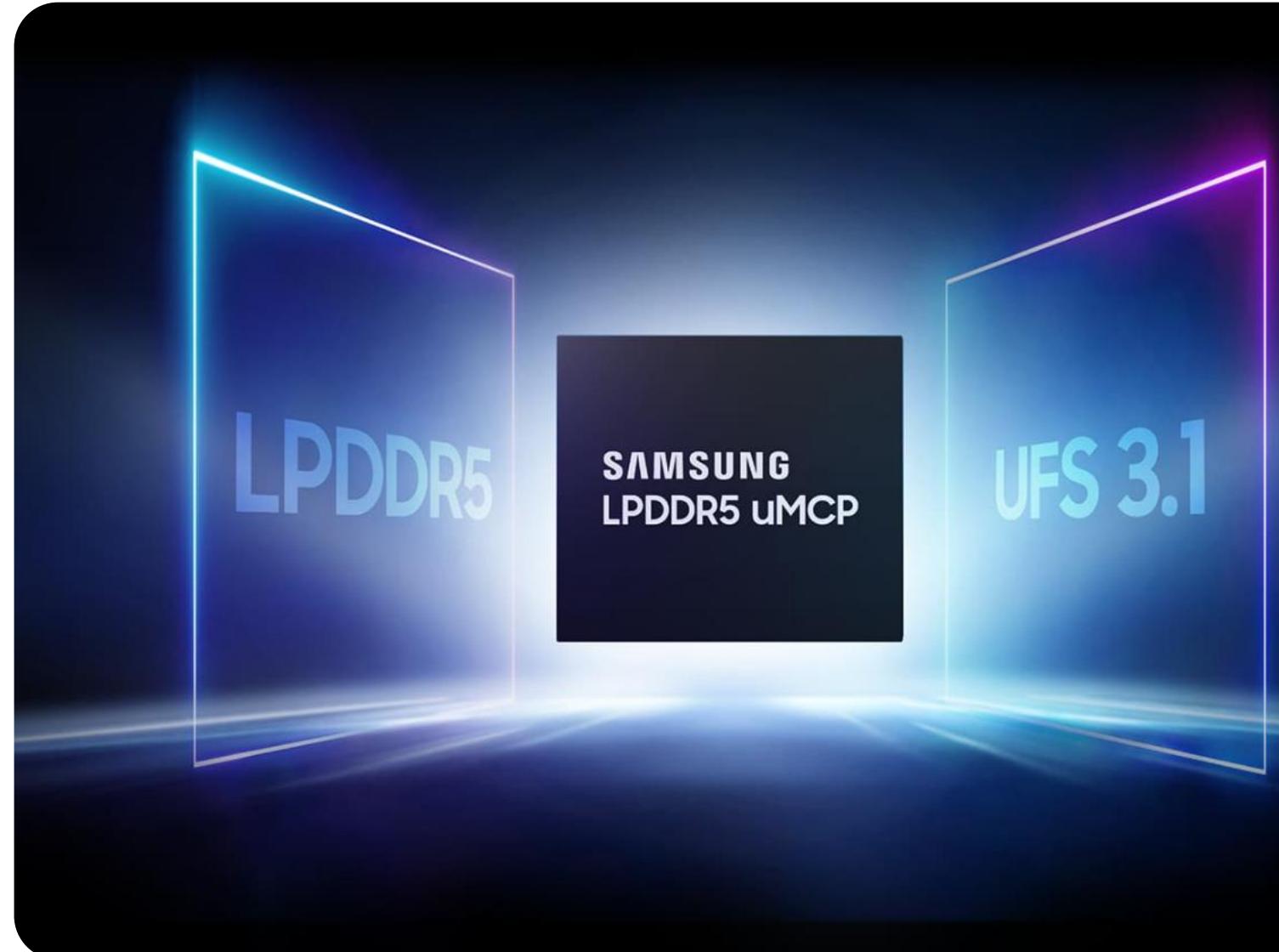
Samsung Memory

온라인 피처 | uMCP

“

Combined for  
the 5G world

”



SAMSUNG

Samsung Memory

온라인 피쳐, KVC | 990 PRO & 990 PRO w/ Heatsink

“

Blistering speed,  
endless victory

”

Blistering speed,  
endless victory



SAMSUNG

**Samsung Monitor**

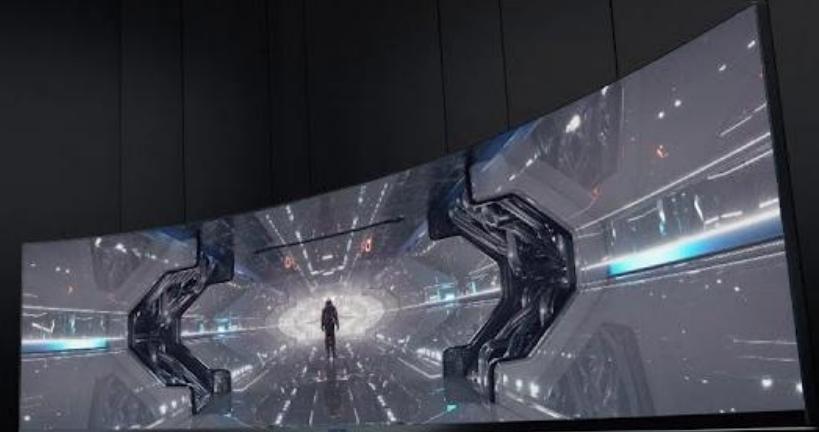
온라인 피쳐 | Odyssey G9

“

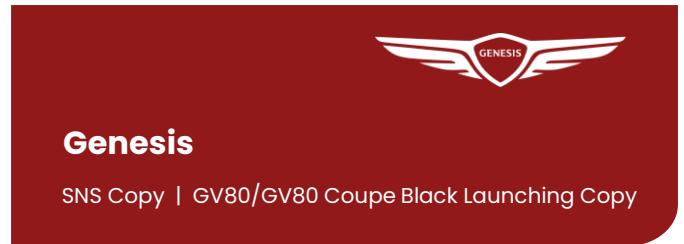
For worlds  
of gaming  
and more

”

**Odyssey G9**



**SNS**



“  
Power  
distilled from  
midnight  
”

The image shows two side-by-side Instagram post cards for the Genesis GV80 Black. Both posts feature the same black Genesis GV80 parked on a paved surface in front of a modern building with large windows. The background is a clear sky.

**Post 1 (Left):**  
User: GENESIS\_WORLDWIDE  
Caption: Movement like liquid midnight around every turn.  
Description: The GV80 Black glides like a shadow over still water, fluid in motion and in form.  
Attribution: Undeniable Presence  
Genesis GV80 Black  
Engagement: 2,138 likes, 21 comments, 51 shares.

**Post 2 (Right):**  
User: GENESIS\_WORLDWIDE  
Caption: genesis\_worldwide The GV80 Black, magnificence veiled in shadows.  
Description: As the sun sinks beneath the horizon, the emblem glints in the fading light. Its presence invites the evening, allowing the night to wrap around its grandeur.  
Attribution: Undeniable Presence  
Genesis GV80 Coupe Black  
Engagement: 3,213 likes, 27 comments, 124 shares.

Melon

Melon

디지털 영상, SNS Copy

“

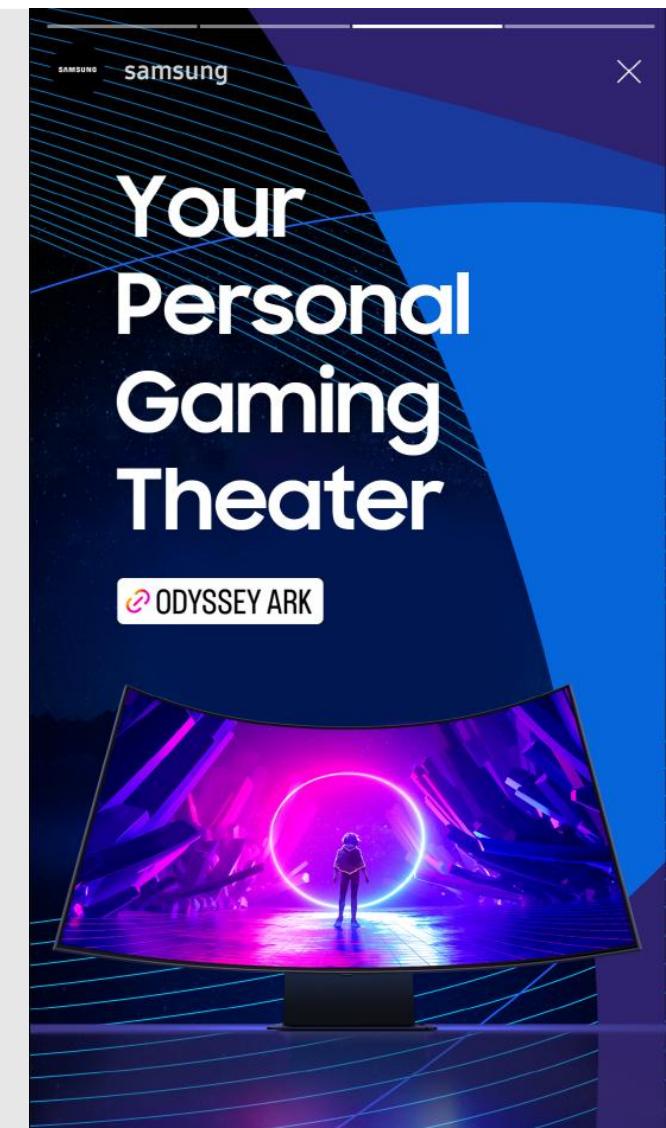
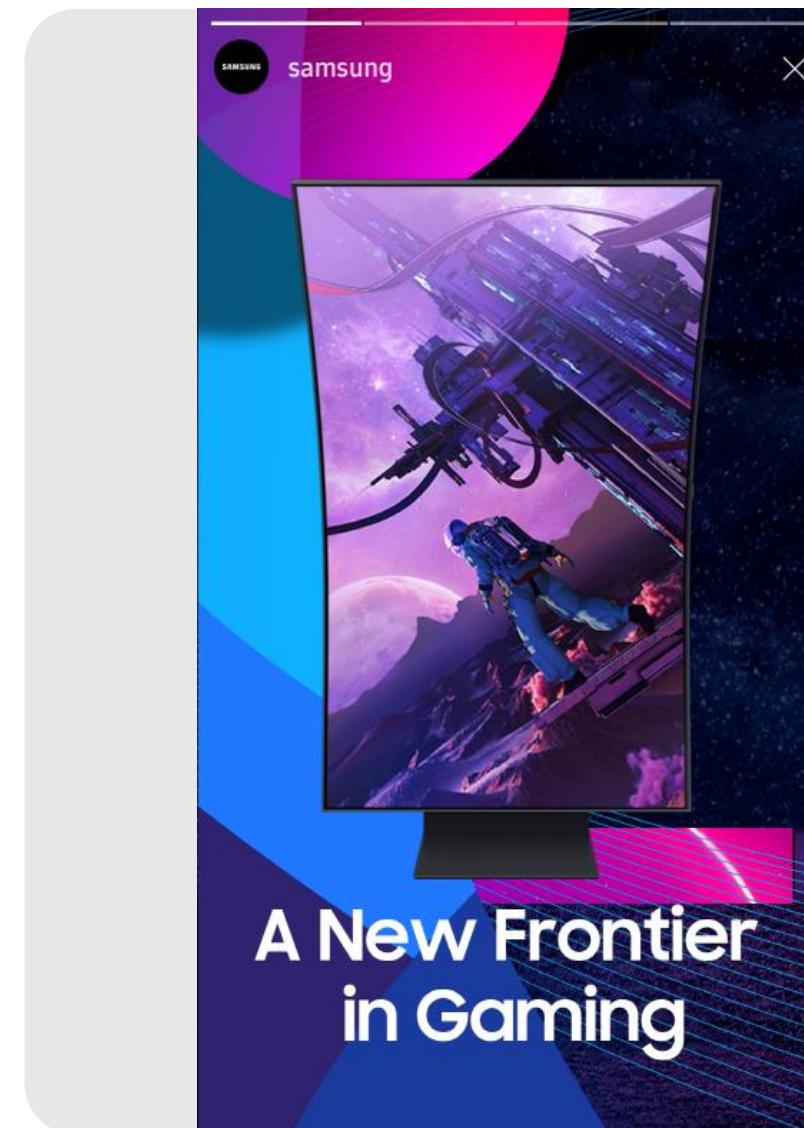
The longest chart reign among Soul Pop Artists

”





“  
Spatial sound.  
All around.  
”





**LG SIGNATURE**

2020 CES SNS Copy

“

InstaView  
shows you  
what's Inside  
with just a  
knock.

”



# TVC/ Online Videos

AMOREPACIFIC

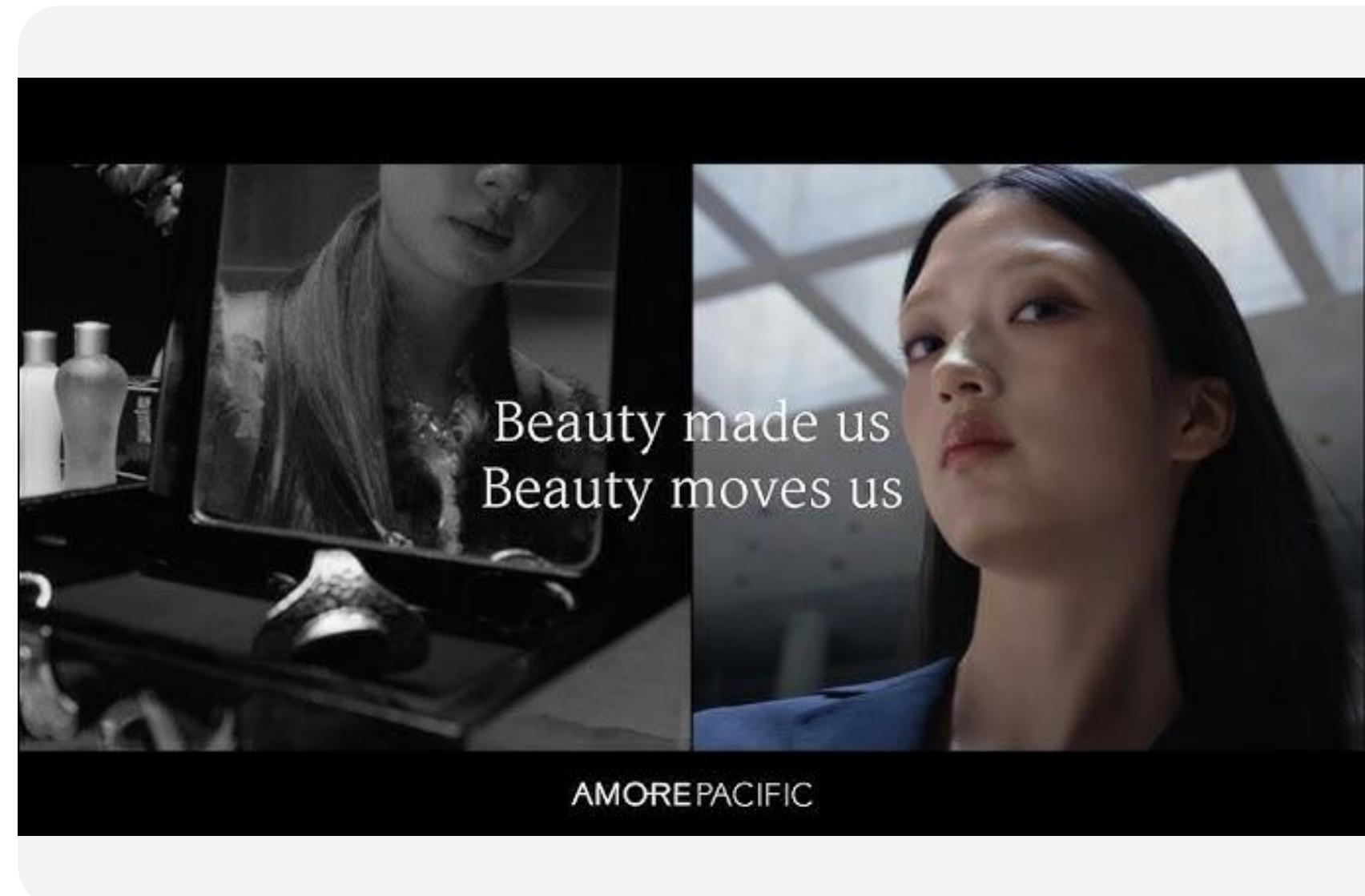
AMOREPACIFIC

영상 카피 | 80주년 Brand Film

“

Beauty made us  
Beauty moves us

”





**Samyang**

영상 카피 | Tangle Renewal Video

“

Ready to  
Tangle?

”





Hyundai

영상 카피 | PLEOS Vision Film

“

There's no  
limit to  
our journey.

”

# Pleos

Mobility and humanity take a  
new step forward.



OLIVE O YOUNG

Olive Young

영상 광고 | 올리브영 25주년 TVC

“

Celebrating  
stirred hearts,  
shaking things  
up, and getting  
inspired.

”



SAMSUNG

**Samsung Mobile**

영상 카피 | 2024 Paris Olympic Edition Z Flip 6

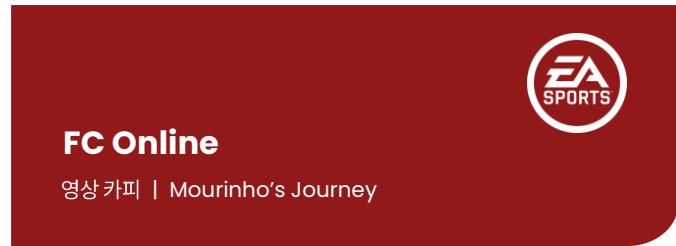
“

Your  
unforgettable  
Olympic  
moment

”



**Galaxy Z Flip6**  
**Édition Olympique**



“

You can be  
a master  
strategist.

”





**LG Electronics**

영상 카피 | Brand Film

“

Beyond your  
home and into  
spaces of  
business and  
travel

”



SAMSUNG

Samsung E&A

기업홍보 | Samsung E&A Rebranding Video

“

The technology  
ahead, now  
right before you.

”



If our world never stops,  
neither can the technology.



SK Signet

디지털 영상 | V2 EV Charger

“

Just charging  
for 15 minutes  
can take you  
from LA to  
Las Vegas.

”

# V2

The first **400kW** ultra-fast charger  
**Produced in the U.S.**





Hyundai

디지털 영상 | IONIQ Concept 'SEVEN'

“

Welcome to  
the new era  
of mobility  
to change  
our lives.

”



ΔESTURA

Aestura

디지털 영상 광고 | 메디뷰티

“

Results  
you can see,  
MediBeauty

”

결과로 보여주는  
메디뷰티





Hyundai

영상 광고 | UAM Supernal Video

“

We know  
the future  
because  
we make it.

”



MUSINSA

**MUSINSA**

디지털 영상 광고

“

Unbox Exclusive  
Trends from  
Seoul

”



kakaopay

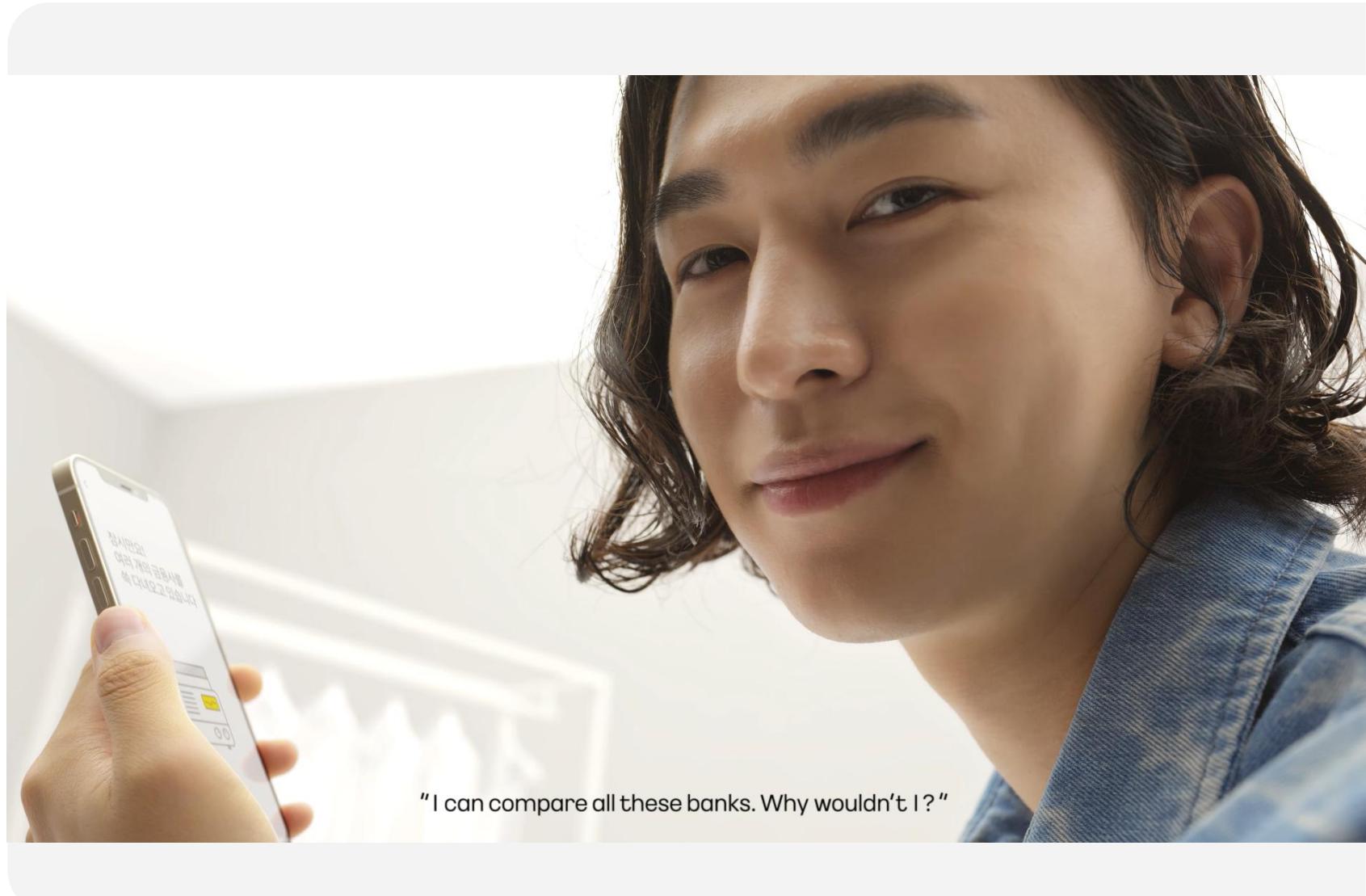
Kakao Pay

회사 소개 영상

“

KakaoPay.  
But more  
than just pay.

”



“I can compare all these banks. Why wouldn't I? ”

LANEIGE

Laneige

TVC, 인쇄 광고, 디지털 영상 | Water Sleeping Mask

“

For Good  
Morning skin,  
tomorrow

”



AHC

AHC

제품 영상 | Aqualuronic

“

Based on  
Aesthetic Clinic  
Experience

”



ARTISTRY

**ARTISTRY**

인쇄/디지털 영상 광고 | Skin Nutrition Series

“

Awaken the  
Force  
of Your Skin

”



AWAKEN THE FORCE  
OF YOUR SKIN



CJ

영상 카피 | The CJ CUP Byron Nelson 2024

“

THE CJ CUP  
Byron Nelson  
continues to  
make dreams  
come true.

”



# Expo/ Launching



LG

2025 CES Preface & Zone Key Copy

“

Life finds  
goodness with  
Affectionate  
Intelligence.

”



SAMSUNG

## Samsung SDC

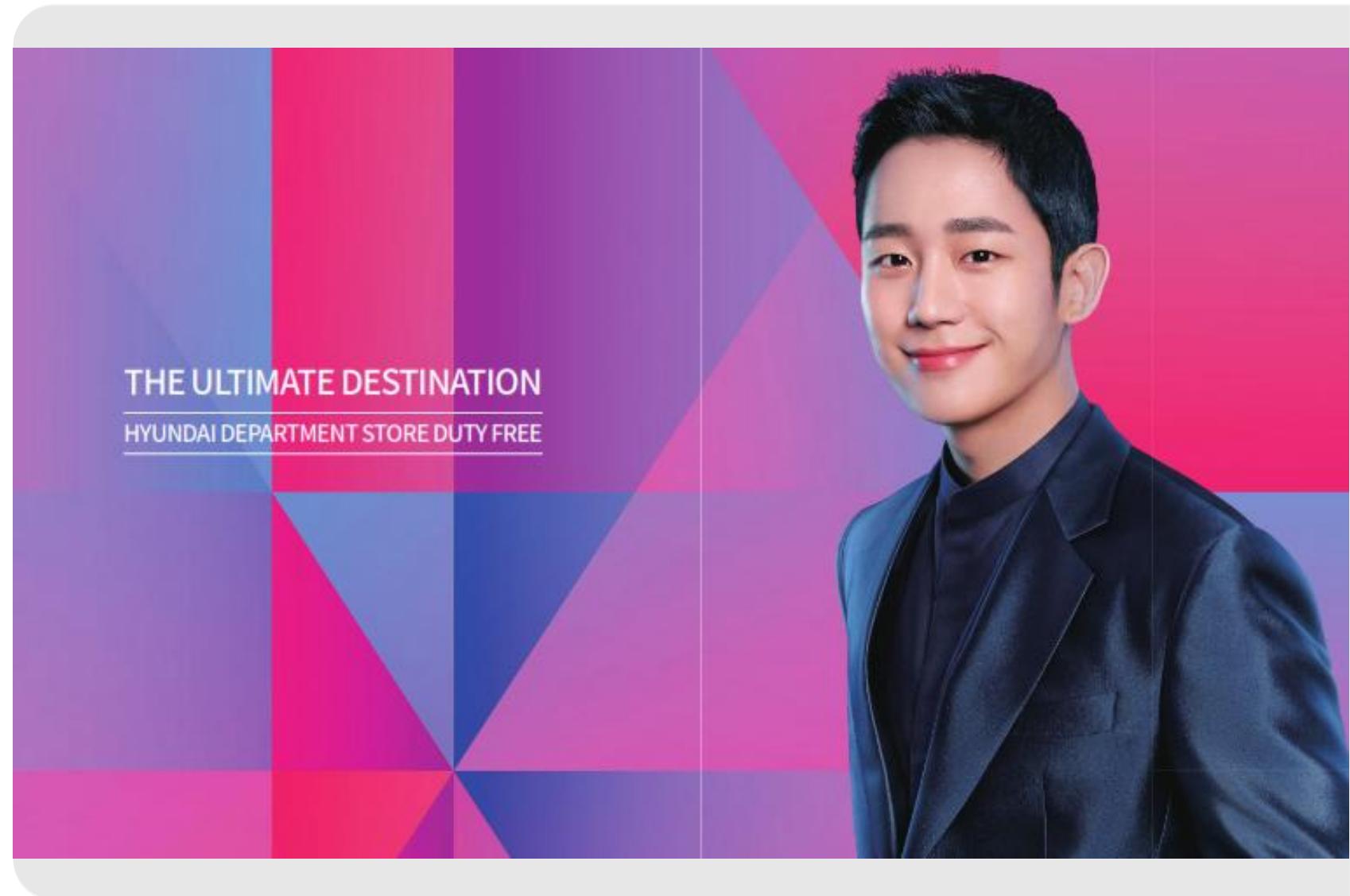
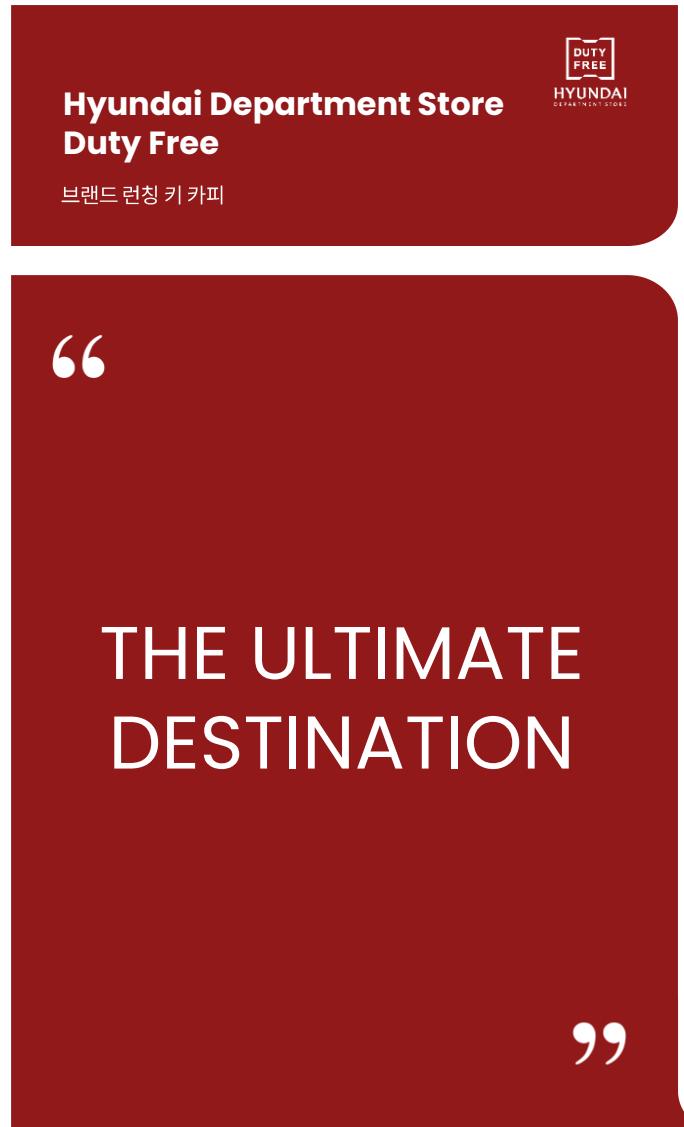
2025 CES Zone Titles

“

# AI at Your Fingertips

”





Karl&Häns

**Karl&Häns**

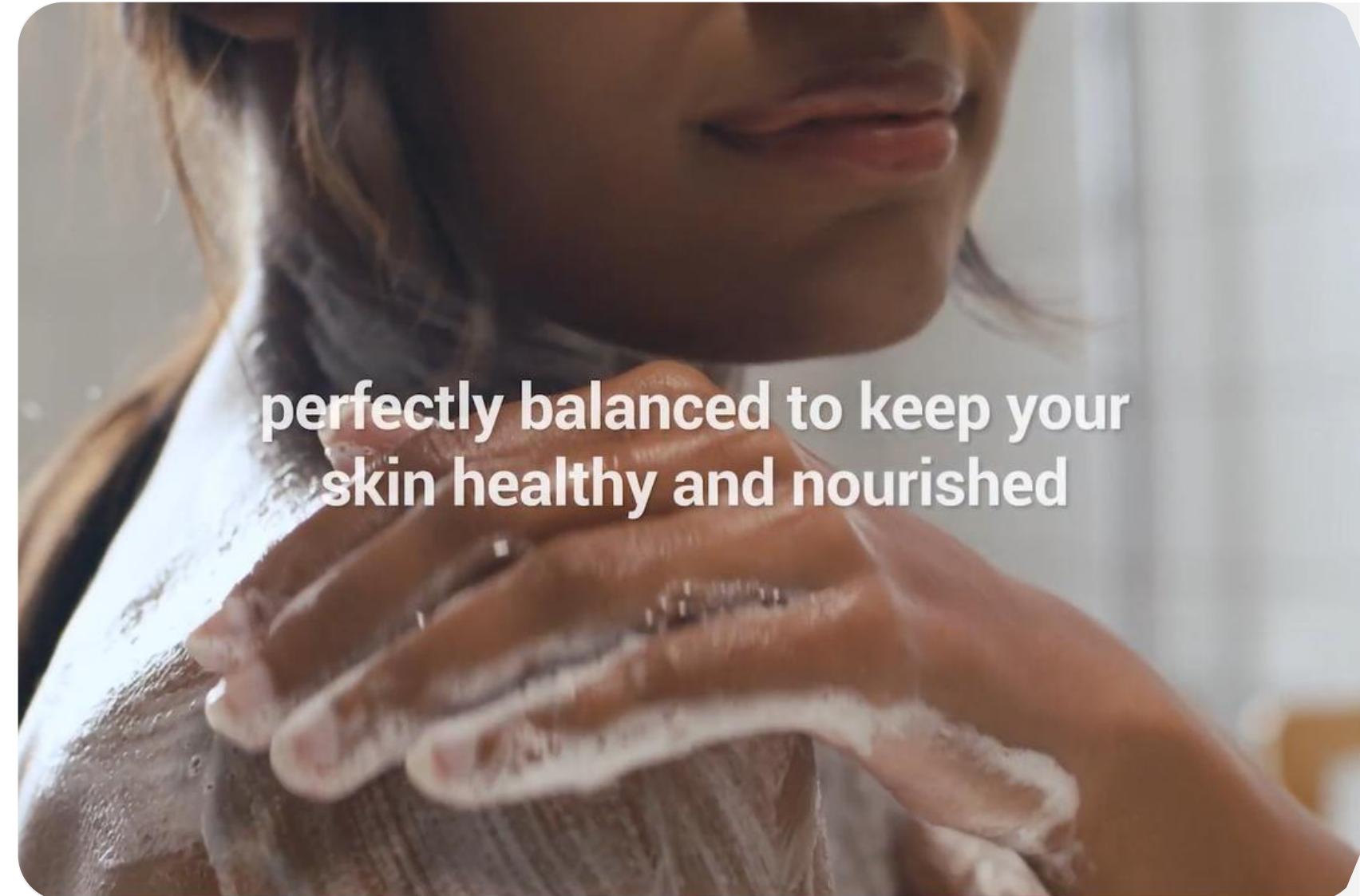
브랜드 런칭 영상

“

Perfectly  
balanced to  
keep your skin  
healthy and  
nourished

”

**perfectly balanced to keep your  
skin healthy and nourished**



# OOH/Print

SAMSUNG

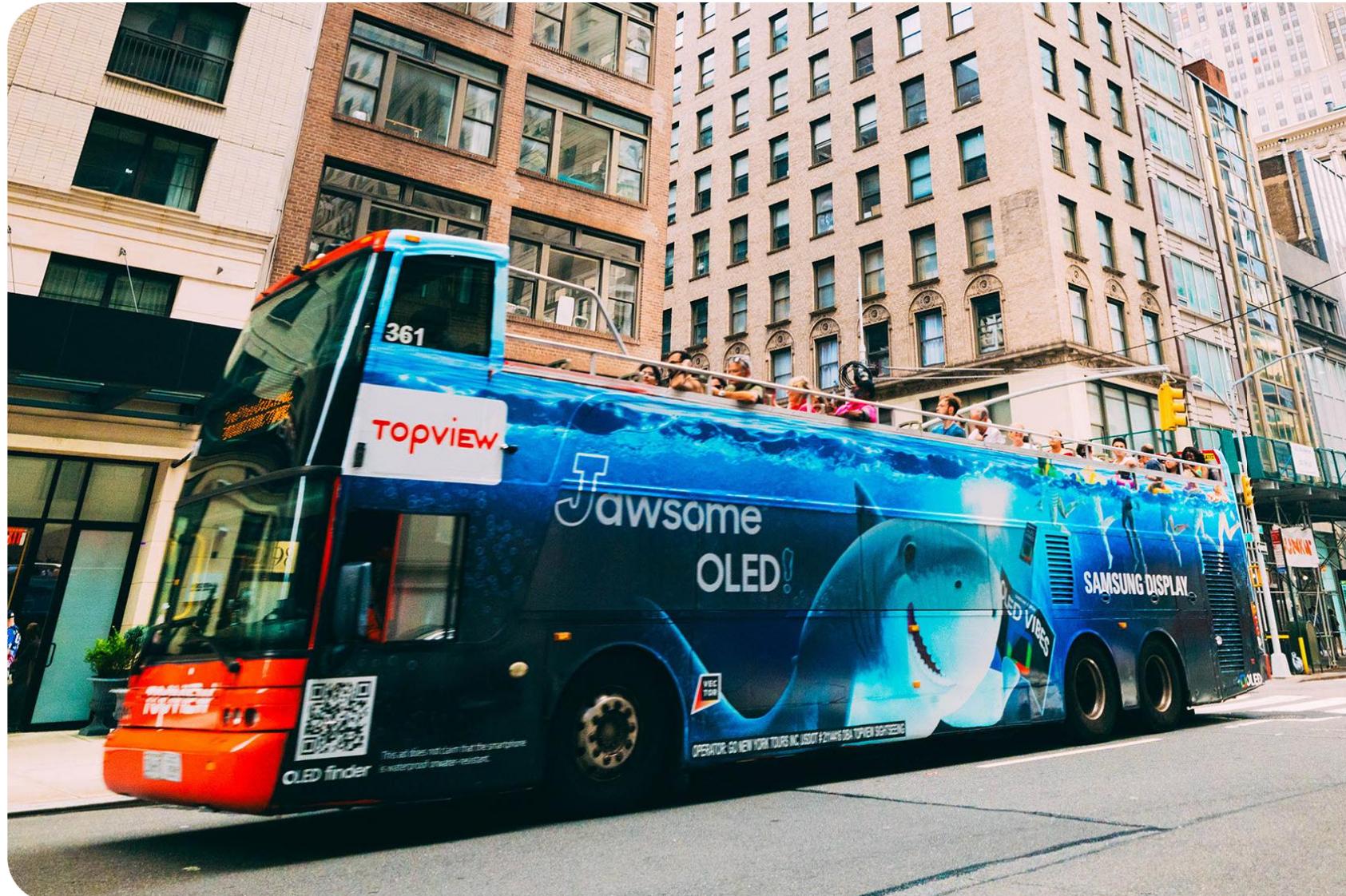
Samsung Display

옥외 광고 | New York City Tour Bus Wrap

“

Jawsome  
OLED!

”



THE FACE SHOP  
NATURAL STORY

THE FACE SHOP

인쇄 광고 | 안티다크닝쿠션

“

Stay Flawless

”

THE FACE SHOP



Stay Flawless

# ESG

SAMSUNG

Samsung

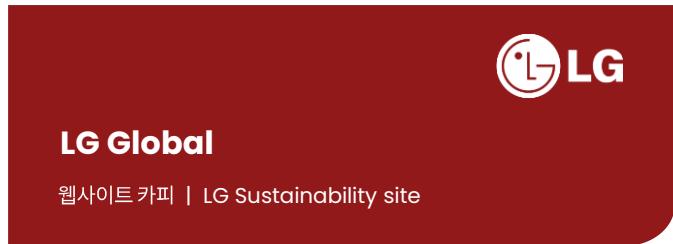
디지털 영상 | Samsung Eco-Package Campaign

“

A greener Earth  
made by  
all of us

”





“  
The right thing  
for the planet  
right now  
”

A banner from the LG Sustainability website featuring a satellite view of Earth. The text "Sustainability" is at the top left, and "For the Planet", "For People", "Social Impact", "Reports", and "Life's Good" are at the top right. The main text "Better Life for All" is in the center, with the subtitle "A 'Better Life for All' is truly worth it when it's sustainable." Below the banner is a small white downward arrow.



LG

마이크로사이트 | LG Air Solution

“

Our small  
actions make a  
big difference.

”



## Care For Where You Live

What happens after changing the AC temperature?  
Tips to reduce carbon emissions are hiding  
in things we already do, even by chance.

FIND OUT MORE





**Hanwha**

디지털 영상 광고 | Solar Boat Campaign

“

Here, retreat is  
no longer an  
option.

”

Hanwha SOLAR BOAT  
**CLEAN UP  
MEKONG**





**Hanwha**

디지털 영상 광고 | Sustainable Solar Energy Campaign

“

Energy for the  
whole planet  
to use

”



# Misc.



Kia

Misc. | Autoland 광명 브랜드관 컨텐츠

“

Driving the  
future  
of mobility

”





Hankook Tire

세일즈 가이드 | Why Should We Use All-Weather Tires?

“

One solution  
for unwavering  
performance  
all year long.

”





## SM Entertainment Group

해외 기업 프로젝트 유치 용도 크리덴셜 Deck Transcreation

“

More than  
an Agency,  
a MARKETING  
PARTNER

”



KUMHO  
TIRE

KUMHO TIRE

가사 Transcreation | 싸이 (영어, 독일어)

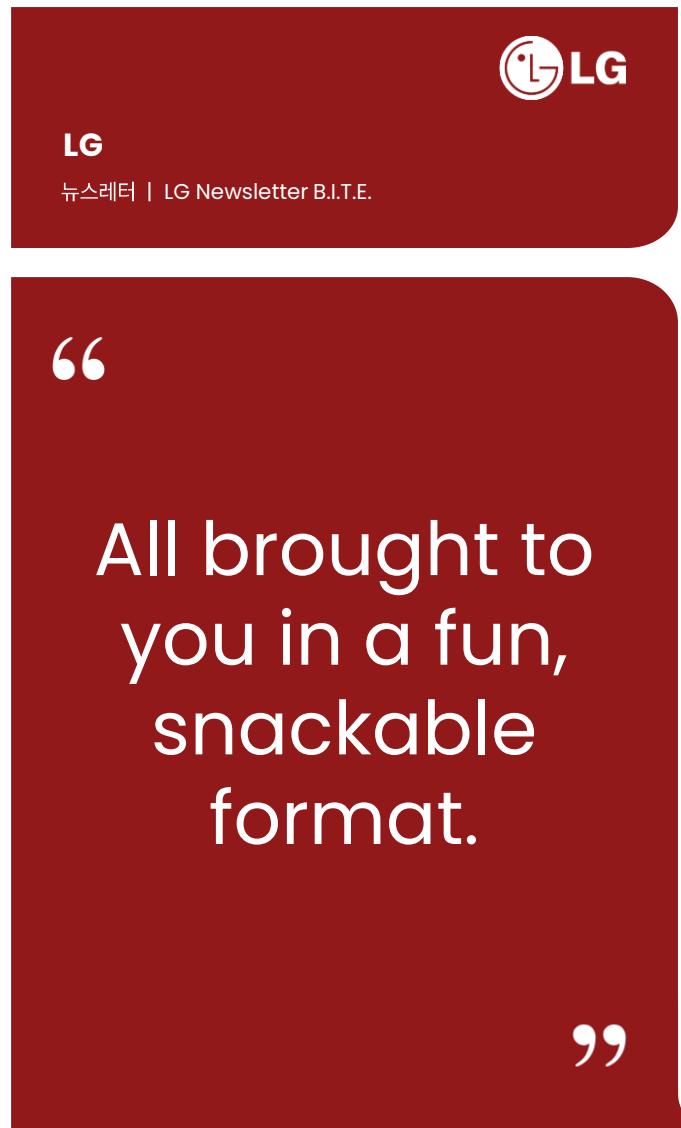
“

Don't worry!  
The day  
will come.

”



KUMHO  
타이어  
싸이  
Front  
PSY  
VIDEO



# B.I.T.E

Take a bite into our Brand Insight & Trend Explorations!

Our journey to iconic begins

Introducing B.I.T.E, LG's brand newsletter full of fortifying bite-sized insights. In the last week of every month, we'll dive into LG's latest marketing activities and analyze successful brand case studies through the 10 core indicators for Iconic Brand Building. All brought to you in a fun, snackable format.

A 3D cartoon illustration of a man in an orange jacket and a woman with glasses taking a selfie with a smartphone. They are standing next to each other, smiling.

1st Bite

"Good news is also news!"  
Spreading Life's Good through PR Campaigns

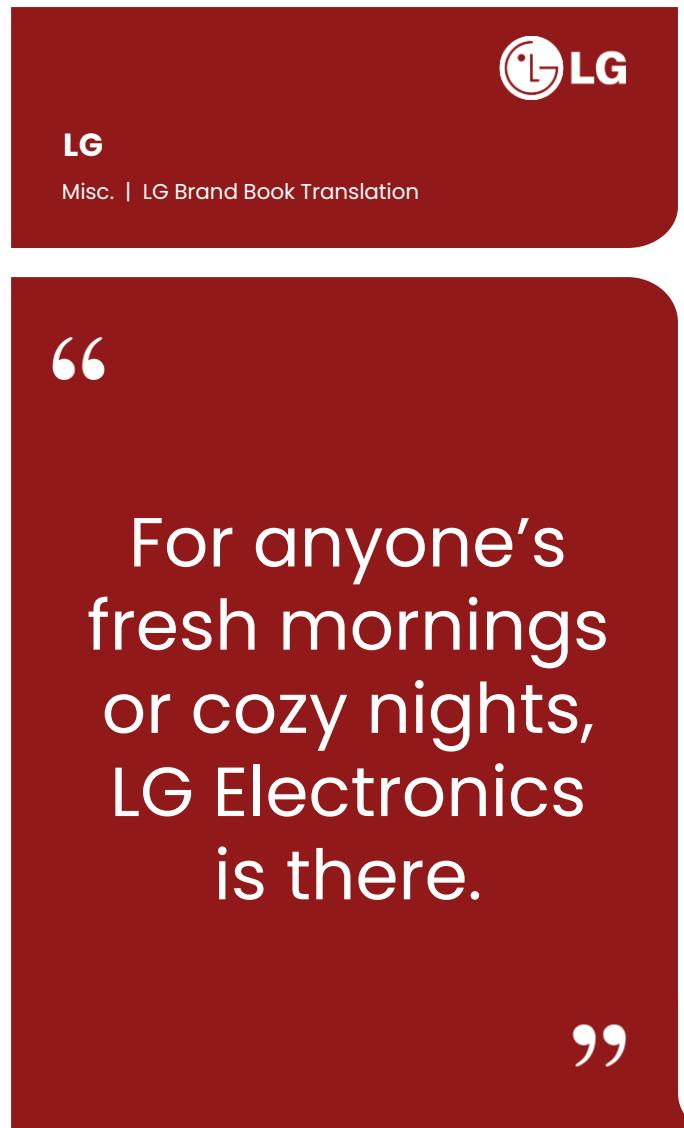
#10 Brand Strength Factors   #Distinctiveness   #Coherence   #Presence

Feeling swamped by the negativity and sensationalism in today's news and social media? LG Electronics Mexico understands the local media environment, dominated by endless headlines about drugs, violence, and corruption. To transform this landscape, LG Electronics Mexico has partnered with Milenio TV, the largest local news channel, to promote "positive news-telling" as part of a refreshing marketing strategy.

A screenshot from Milenio TV showing three men in chef uniforms. The man on the left is labeled "MIGUEL", the middle one "ABRAHAM", and the right one "ROBERTO". The background shows a kitchen or studio setting. The text "Life's Good." is overlaid on the image.

TITULARES • NARCOTRAFICANTES TIENEN AUTOS TIPO 'MONSTRUOS' CON EL MISMO NIVEL QUE EL DE EMPRESAS DE BALI

Screen capture of "Good news is also news" segment broadcasted live on Milenio TV



# Let's Talk

카피 고민을 들려주세요!  
어떻게 도와드릴지 보여 드릴게요.

[talk@stks.kr](mailto:talk@stks.kr)    02-793-7857    [www.stks.kr](http://www.stks.kr)