

# When Brands Meet Creativity

Strategic Advertising with  
an Innovative Mind.

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**“Good design’s not about what medium you’re working in. It’s about thinking hard about what you want to do and what you have to work with before you start.”**

– Susan Kare

I have always carried around a curious soul.  
So after college, I joined an advertising agency in Seoul.

Opportunities got me wandering around industries.  
But my soul - yet again - yearned for fun creativities.

Sadly, I felt behind in design trends after all the years.  
I took time to make my portfolio desired and got here.

Fear of falling behind always keeps me practicing.  
Joy of making appealing visuals keeps me creating.

I believe core of creativity comes from knowledge and interest.  
Good design is followed by practice and seeking for the best.

Knowing my background and beliefs, I hope you are curious now.  
Because this is a peek into my passion, dreams, and know-hows.

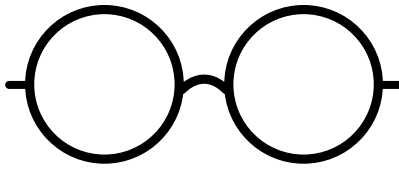
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# HEADLINE-DRIVEN PRINT AD CAMPAIGN

Warby Parker: *The Better World You've Made.*

WARBY PARKER



## Creative Brief

- **Objective:**  
To spring back up from the racism scandal and inform consumers of the company's new pledge to fight racism.
- **Why does our client need to advertise?**  
Company's image was severely damaged by racism scandals in 2020.
- **What is advertising going to accomplish?**  
Give awareness that the company has moved onto better company culture and ethics.
- **Who are we going to connect with?**  
Gen Z adults that feel strongly about CSR (Corporate Social Responsibility).
- **What are the most insightful things we know about them?**  
Given that the brand has products Gen Z desire, they will be more willing to purchase at a brand with stronger CSR.
- **What is the single most effective message that we can convey to them?**  
We care about everyone's wellbeing, all races, and those in need of help.
- **What else is there to know that supports this message?**  
Buy a Pair, Give a Pair" program, which has helped donate more than seven million pairs of glasses, makes it easy for consumers to see exactly how their purchase is making a difference.

A photograph showing a close-up of two hands. On the left, a smaller, lighter-skinned hand holds a pair of black-rimmed glasses. On the right, a larger, older, fair-skinned hand reaches out towards the glasses. The background is a plain, light grey color.

Give to help him see

the better world you've made.

**WARBY PARKER**



Help him see

with a smile.

the better world you've made

**WARBY PARKER**



Put a smile on his face

with the better world you've made.

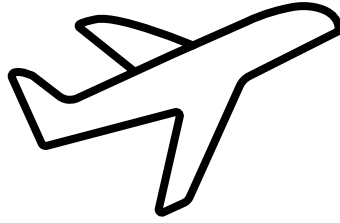
**WARBY PARKER**



# PRINT AD & SOCIAL MEDIA CAMPAIGN

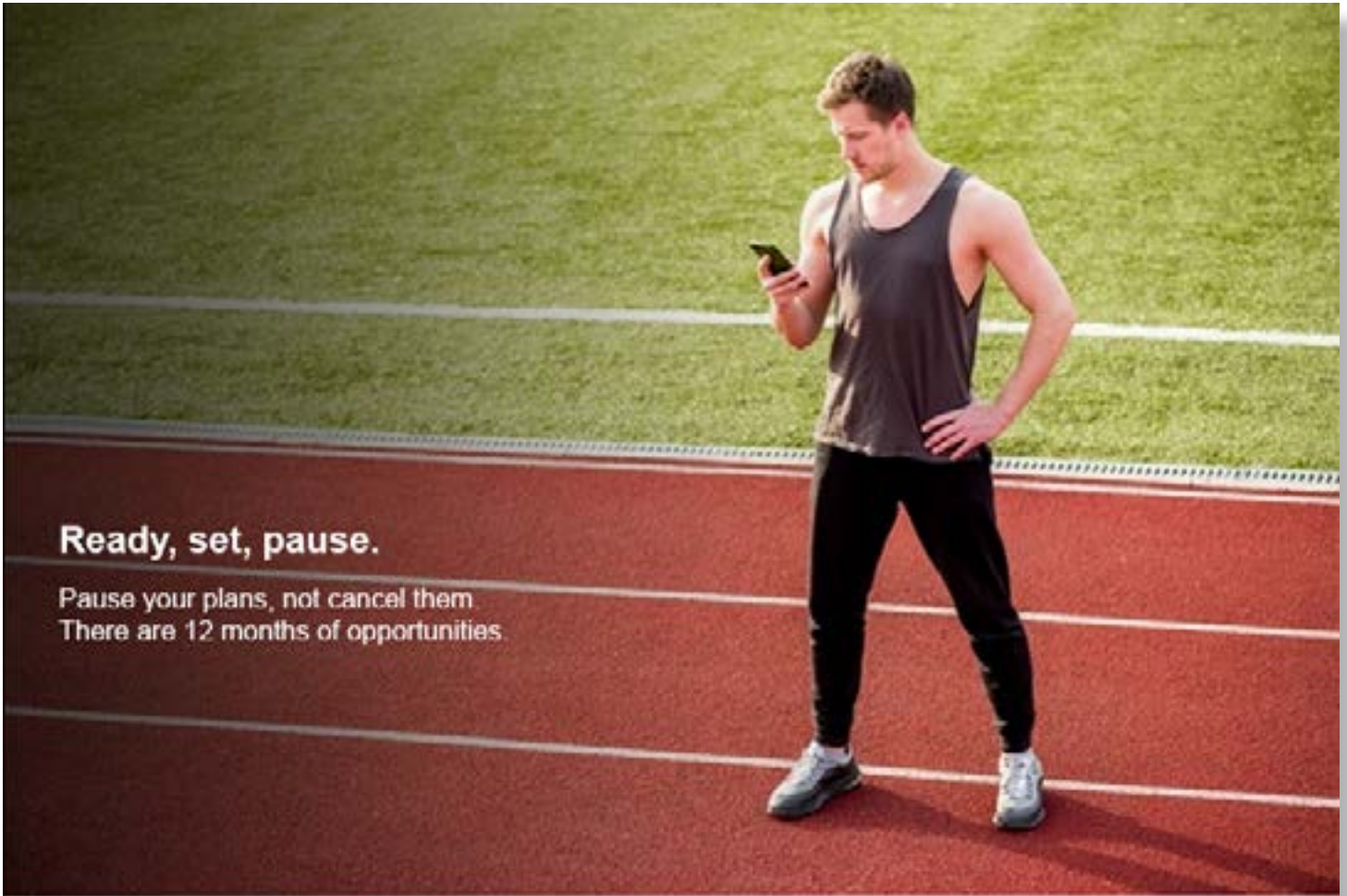
Asiana Airlines: Fly With Flexibility.





## Creative Brief

- **Objective:**  
To encourage booking and jump sales back up from the covid slump.
- **Why does our client need to advertise?**  
They've been known as the second-best airline in Korea for a long time and with new branding, they could be considered the best.
- **What is advertising going to accomplish?**  
Show consumers that Asiana Airlines has updated their cancellation policies to accommodate consumer needs.
- **Who are we going to connect with?**  
Gen Z and millennials that are planning to travel in the next 12 months.
- **What are the most insightful things we know about them?**  
Covid has planted uncertainty in people's lives in many aspects. With flexibility, people are more willing to travel.
- **What is the single most effective message that we can convey to them?**  
Your cancellation credit will stay with you for 12 months.
- **What else is there to know that supports this message?**  
It is imperative that airlines communicate their plan for keeping passengers safe from the virus, as well as what changes are being made to rebooking and cancellation policies in the meantime.

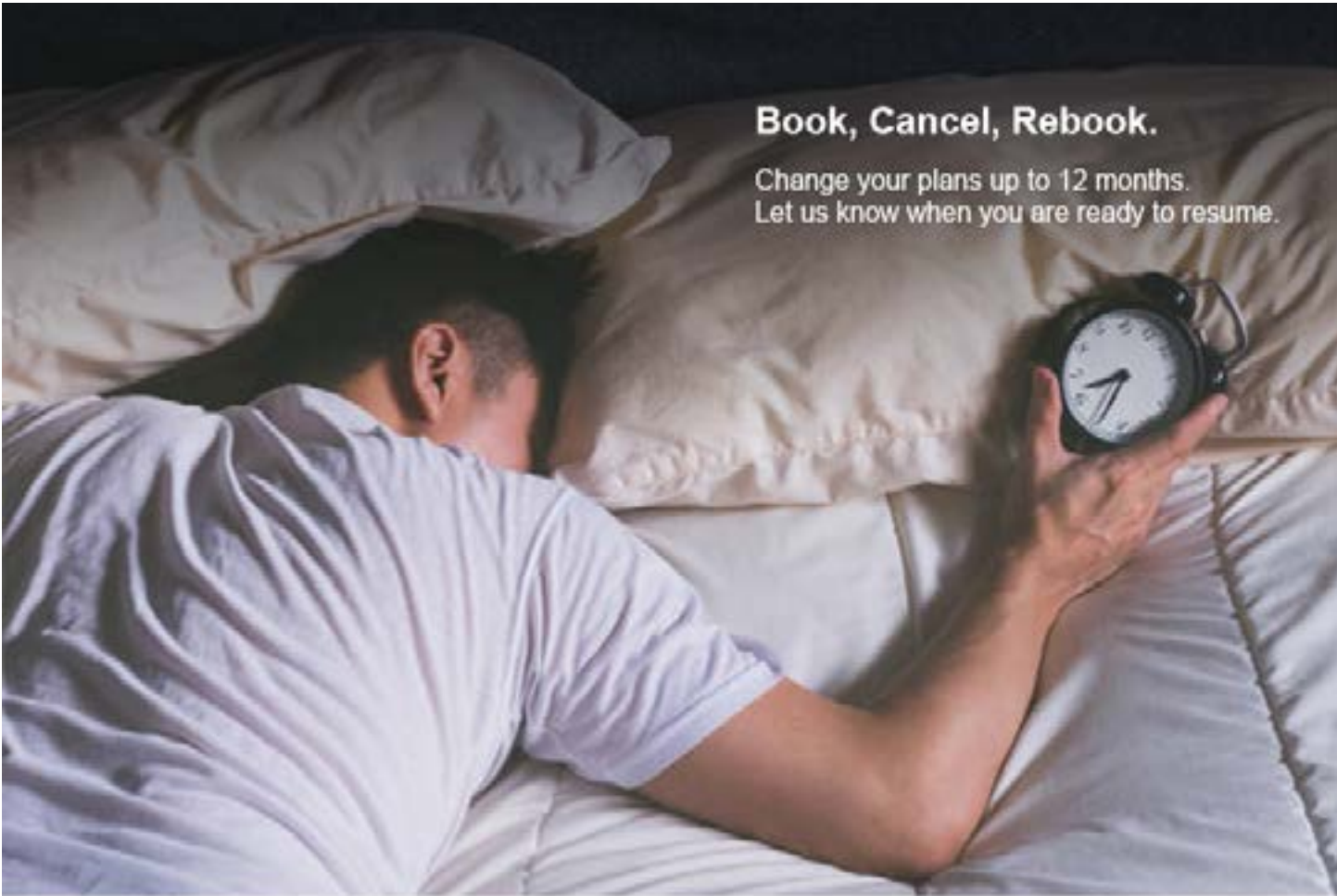


**Ready, set, pause.**

Pause your plans, not cancel them  
There are 12 months of opportunities.

ASIANA AIRLINES 

FLY WITH FLEXIBILITY

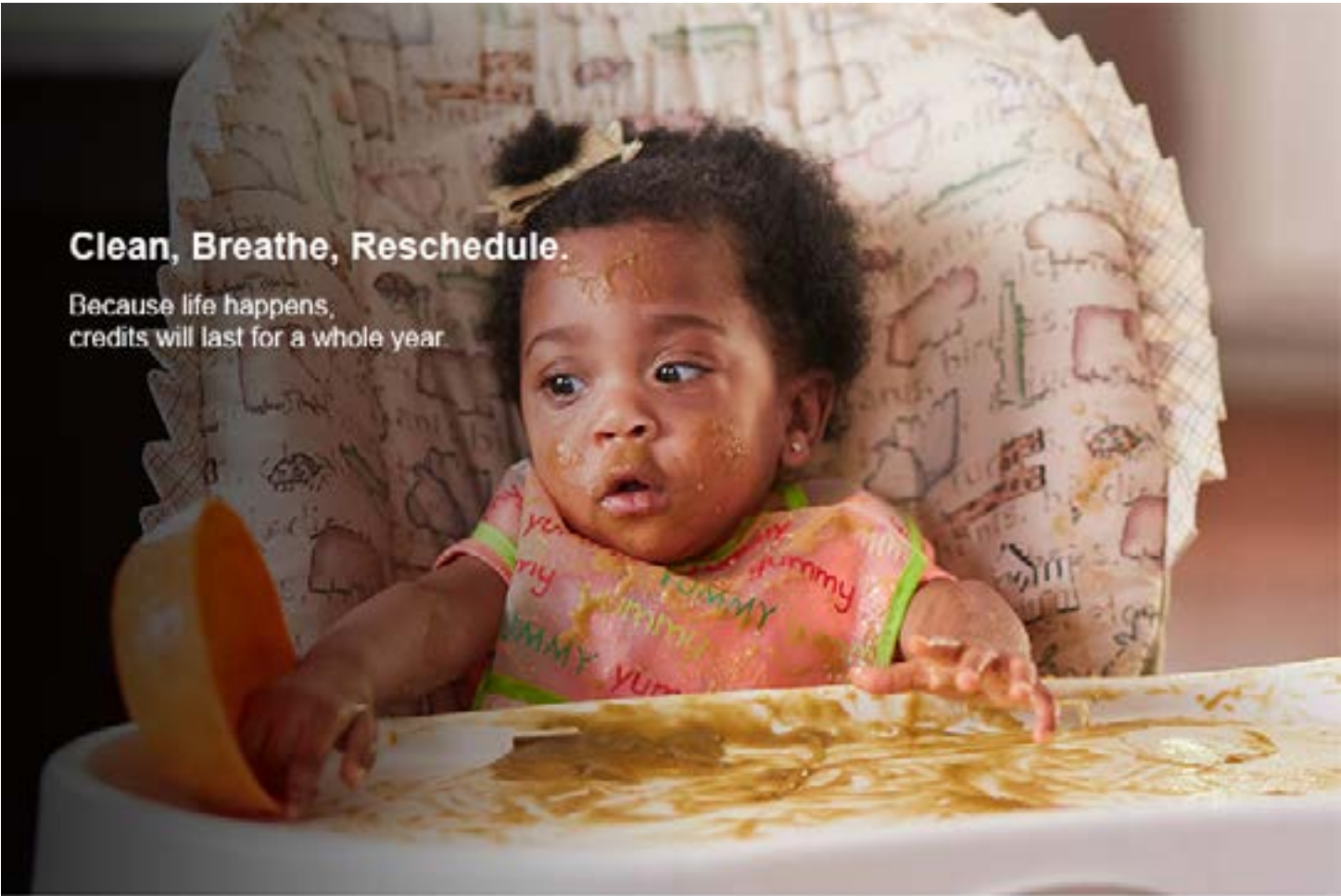


**Book, Cancel, Rebook.**

Change your plans up to 12 months.  
Let us know when you are ready to resume.

ASIANA AIRLINES 

READY **WHEN YOU ARE**

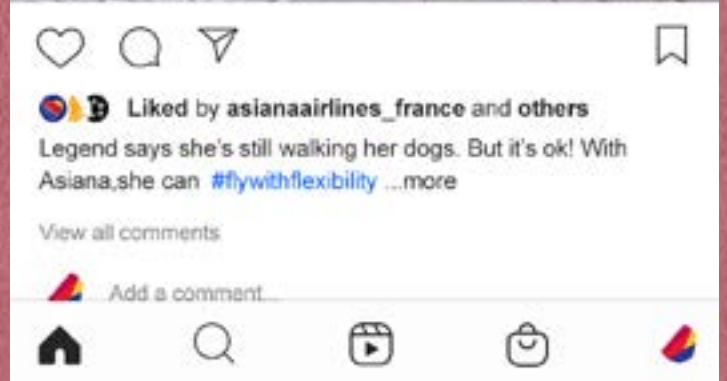
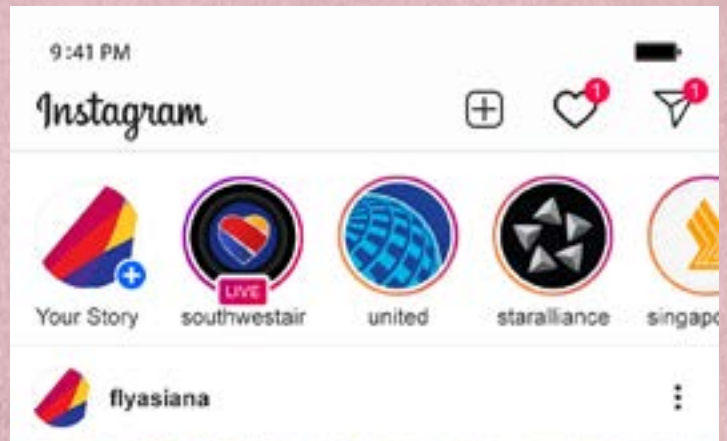
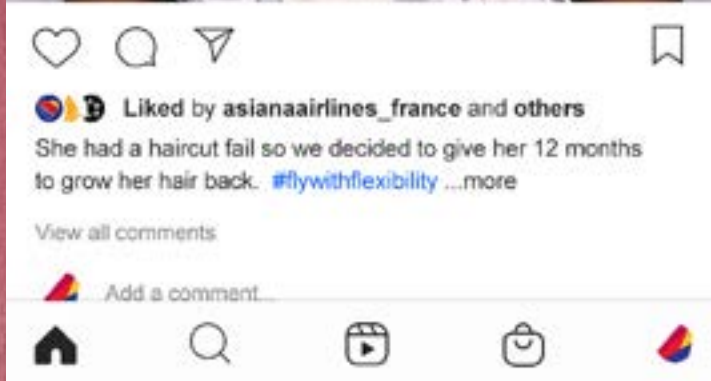
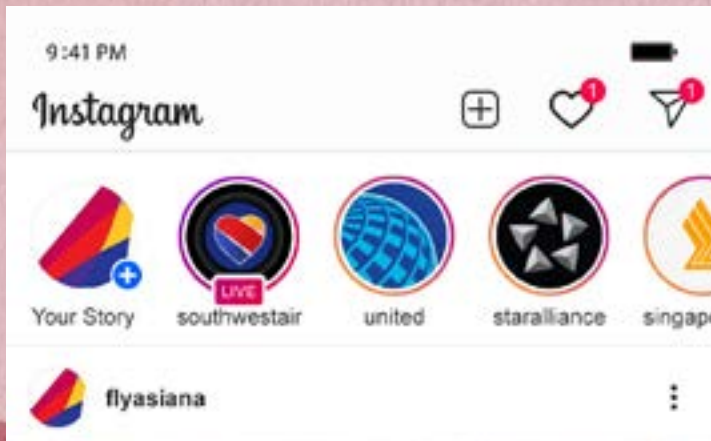
A young child with dark skin and curly hair is sitting in a high chair. The child's face and hands are covered in a yellowish-brown substance, likely food. The child is holding a yellow bowl. The high chair's backrest is covered in a pattern of small, colorful drawings. The child is wearing a pink and green patterned shirt.

**Clean, Breathe, Reschedule.**

Because life happens,  
credits will last for a whole year.

ASIANA AIRLINES 

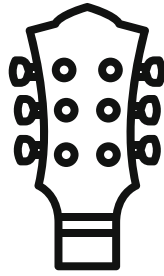
FLEXIBILITY IN THE AIR



# PRINT AD WITH LONG COPY

Guild Guitar: Relive Marley's Passion.





## Creative Brief

- **Objective:**  
To promote Guild Guitar's Bob Marley special edition products.
- **Why does our client need to advertise?**  
To promote their new line of products to Bob Marley fans across the globe.
- **What is advertising going to accomplish?**  
Let fans know about the details and effort put into the guitar to replicate Bob Marley's Guild Guitar.
- **Who are we going to connect with?**  
Bob Marley fans across the globe.
- **What are the most insightful things we know about them?**  
Bob Marley is respected for not only his music, but the reggae culture he created. Fans remember him through singing/remaking his songs, wearing reggae fashion, talking/acting in a certain way, and by holding cultural events.
- **What is the single most effective message that we can convey to them?**  
You can relive his passion through his revived guitar.
- **What else is there to know that supports this message?**  
The special edition guitar is affordable and available for everyone.



## Manifesto

Music shouldn't just sound good. It should also feel good.

Guild makes guitars for artists who want to have long-lasting relationships with their guitars. Our guitars will provide beautiful sounds as long as artists cherish it. We have been loved by many artists throughout the years, rain or shine. We have history and history has us.

People look forward to playing our guitar because it resonates an experience for them. Imagine all the legendary performances that Guild Guitars have gone through. The tradition and world-class craftsmanship is here with us, ready to be played.

Bob Marley fell in love with Rita and married her in February 1966, when he was 21-years old. But their marriage had many ups and downs, like any other married couples do.

Bob Marley was diagnosed with malignant melanoma in 1977, but didn't listen to his doctor for religious reasons. He passed away at a young age of 36 as the cancer had spread throughout his body.

Just like you, he loved someone.  
Just like you, he had ups and downs in life.

Share Marley's Passion.



Now we're offering his guitar to you to explore your talent and love for music, just like he did.

The Guild A-20 is a revived Marley guitar which he used to write many of his hits through the seventies.

Come be a part of history.

**MARLEY x *Guild***

Bob Marley loved football, fitness, and food. He had a strict schedule for his daily exercises, and kept a healthy diet with nutritious foods. When he wasn't on a tour, Marley visited his mother in Delaware.

Since he cared about the environment and our planet, his diet mostly consisted of vegetables, grains, and fruits.

Just like you, he had hobbies and interests. Just like you, he loved and cared for his mom.

## Feel Marley's Passion.

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Now we're offering his guitar to you to explore your talent and love for music, just like he did.

The Guild A-20 is a revived Marley guitar which he used to write many of his hits through the seventies.

Come be a part of history.



**MARLEY** x *Guild*

You listen to Bob Marley's songs and and admire his talent. But have you ever thought about how he grew up?

Marley grew up in a small rural village known as Nine Miles, with his teenager mom. He learned how to play the guitar with his childhood friend Neville, who shared a love of music with him.

Just like you, he had hardships in his life.  
Just like you, he had to start somewhere.

## Relive Marley's Passion.

Now we're offering his guitar to you to explore your talent and love for music, just like he did.

The Guild A-20 is a revived Marley guitar which he used to write many of his hits through the seventies.

Come be a part of history.

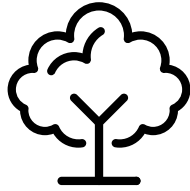


**MARLEY** x *Guild*

# OUTDOOR & OUT-OF-HOME ADS

Wild Earth Allies: **Reduce and Conserve.**





## Creative Brief

- **Objective:**  
To gain support and inform the world about wildlife in danger.
- **Why does our client need to advertise?**  
People are unaware of how important our work is.
- **What is advertising going to accomplish?**  
Give awareness of what is happening in the world.
- **Who are we going to connect with?**  
Gen Z adults that feel distant from environmental issues.
- **What are the most insightful things we know about them?**  
Harmed environment is impacting not only animals, but also human beings in the wild.
- **What is the single most effective message that we can convey to them?**  
Your choice to care will make big changes.
- **What else is there to know that supports this message?**  
Healthy ecosystems will benefit not only the environment, but also our economy, health and culture around the world.



Who wants to

swim with

turtles and trash?

Reduce and Conserve

WORLD EARTH





A billboard advertisement for Link. The main image shows a diver in blue gear underwater, surrounded by floating plastic waste like a water bottle and a plastic bag. The text on the billboard reads: "This will soon be our beach vacation." and "Reduce and Reuse". The Link logo is visible on the billboard structure.

This will soon be our beach vacation.

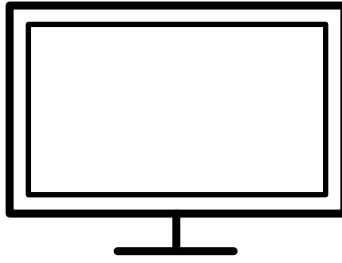
Reduce and Reuse

Link

**AMBIENT, DIRECT MAIL, RADIO SPOT ADS**

**Netflix:** Embrace Your Individuality.

**NETFLIX**



## Creative Brief

- **Objective:**  
To raise up growth in North America's paid memberships, as it has stalled this year.
- **Why does our client need to advertise?**  
To stay competitive in the market, as there are plethora of options available for consumers.
- **What is advertising going to accomplish?**  
Inform consumers about new shows and movies hosted.
- **Who are we going to connect with?**  
Young adults who are actively “embracing their individuality along with their unique heritage and their community.”
- **What are the most insightful things we know about them?**  
Multicultural young adults have strong desire to see more of their heritage and “identity” on media.
- **What is the single most effective message that we can convey to them?**  
We offer multicultural media that you can you to relate to or learn about.
- **What else is there to know that supports this message?**
  - With close to 40% of Black consumers agreeing that they want more content that reflects their culture and heritage, it's clear that entertainment companies need to deliver content from diverse voices in order to connect with this audience. However, all too often that goal has not been met, as seen through controversies like #OscarsSoWhite.

DIRECT MAIL

*WHEN*

~~Where~~ is Mikkel?



**Mikkel Nielsen**

Missing ~~since~~ 2019 or 1987

*IN*

If you want any information or want to know more,  
please visit Netflix immediately and search 'Dark.'

## AMBIENT



## RADIO SPOT

**SFX (1s)**

Steady music with dramatic beat here and there:  
Music in the background through out.

**Script**  
**(Logan Browning)**

Dear white people, and black, and people of all the other colors. How well is America dealing with racism these days? I feel like it is still such a sensitive topic, that it's hard for people to bluntly bring up how they felt or what really happened.

My name is Samantha White: I am black and I am SMART. I go to an Ivy League that is consisted mainly of white students. Attending such a prestigious university, I was merely SHOCKED to face so many cultural biases. Honesty got me into trouble, but this is only the beginning for me. Search "Dear White People" on Netflix and come watch how I have been fighting a battle against racism.

**SFX (1s)**

Music up and fade out.



**THANK YOU**

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