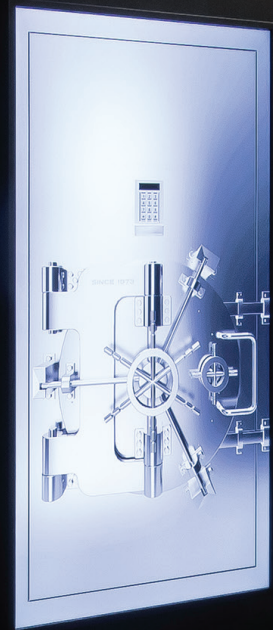


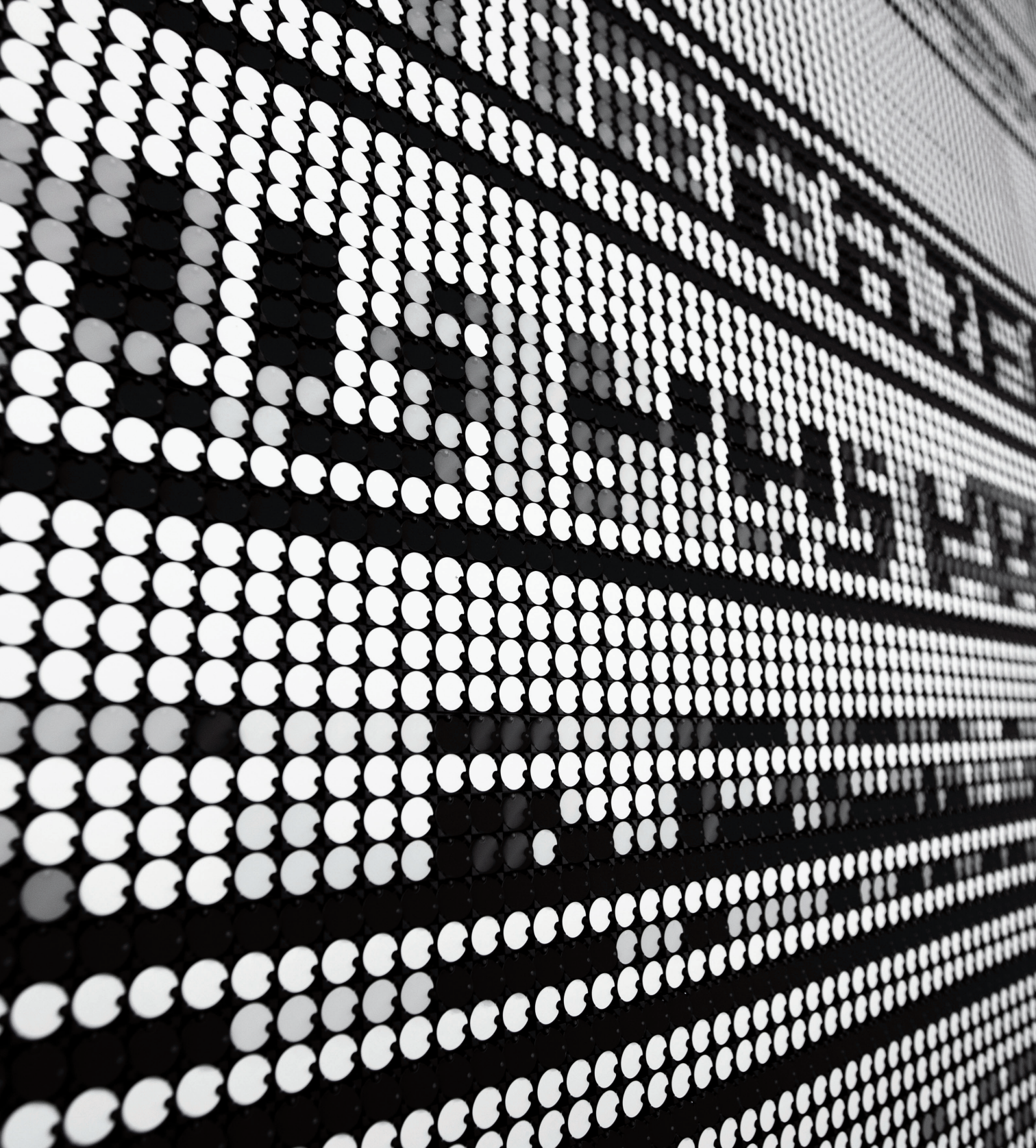
CONNECT+
We Create Connected Experiences that Matter





cheil

CONNECT+



As a Business-Connected Agency, Cheil Worldwide enhance the value of our clients' business and help them grow.

Presenting new value and
innovation that goes
above and beyond.
It's what we call,
'CONNEC+'.



Digital transformation has changed everything in our industry. It seems like every day that we see the birth of some new medium, and we can fairly say that there are no more right answers or boundaries when it comes to the realm of marketing communications.

Welcome to a new era of unstructuredness!

In this new era, new and different ideas, technologies, and experiences are all coming together to create mind-blowing unexpectedness.

That's where Cheil Worldwide makes a difference. We forge connections between all the marketing silos, putting together advertising and retail, online and offline, data and event, not to mention consumers and manufacturers, presenting new value and innovation that goes above and beyond. It's what we call, "CONNEC+."

As a business-connected agency, we enhance the value of our clients' business and help them grow.

At Cheil, brilliant minds weave together all the necessary resources such as advertising, retail, digital and data to provide the best "connected solution" that the client truly needs and consumers desperately want.

We will continue to add value to this paradigm, creating new business opportunities and leading new trends and culture through CONNEC+. At Cheil, we're ushering in a better tomorrow.

President and CEO of Cheil Worldwide,
Jeongkeun Yoo

Jeongkeun Yoo

Cheil Worldwide has
52 offices
in 44 countries
around the world.



* As of June 2020

AFRICA

- South Africa
- Kenya
- Nigeria
- Ghana

MIDDLE EAST

- UAE
- Egypt
- Turkey
- Jordan
- Saudi Arabia

CIS

- Kazakhstan
- Russia
- Ukraine

EUROPE

- United Kingdom
- Italy
- Netherlands
- Belgium
- Spain
- France
- Sweden
- Austria
- Germany
- Poland
- Czech

ASIA

- Korea
- Greater China
- Singapore
- Australia
- Malaysia
- Philippines
- Vietnam
- Thailand
- Indonesia
- Japan
- India

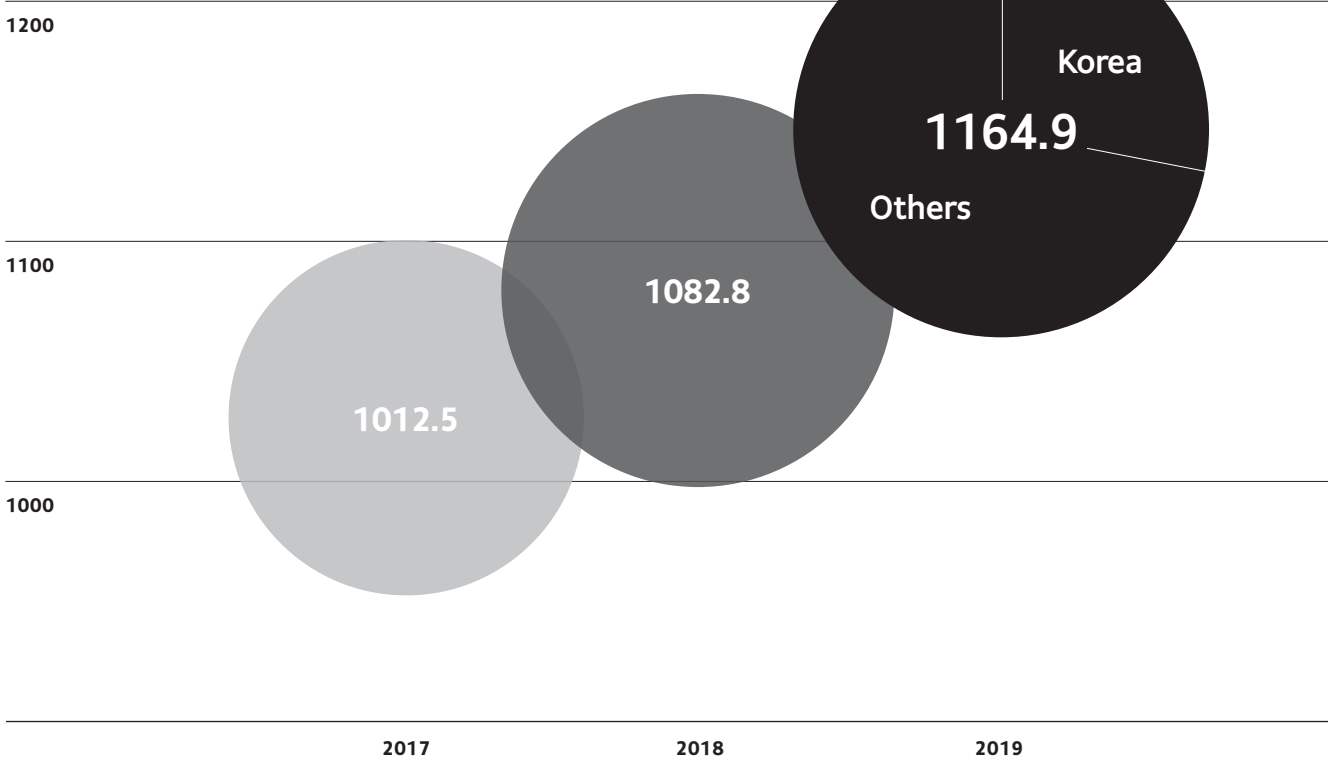
AMERICAS

- USA
- Canada
- Brazil
- Mexico
- Panama
- Colombia
- Guatemala
- Chile
- Peru
- Argentina

74% of our revenue is generated from markets outside Korea.

Revenue

Unit: KRW Billion



**Business
Connected
Agency**

**Connected
Solution**

WWF: FISH LOVE BAND
Cheil Worldwide HQ 1-3

We designed the FISH LOVE BAND to send an important message: don't catch, buy, or eat fish that haven't come up to size. The band wraps around your wrist like a bracelet, so whether you're out fishing with friends or shopping for dinner, you'll always be able to know if the fish was matured properly. This is fashion with social purpose.

New York Festivals 1 Bronze

Formula E : Attack Mode
Iris London 4-6

The Attack Mode project was run with Formula E, a motorsport championship for electric cars. It's a feature that boosts the maximum output of a race car in key parts of the track, like a corner. It works just like a video game and was praised for its exciting unpredictability, which drew spectators to Formula E's charms. It won Silver in the Entertainment for Sport: Innovative Use of Tech & Platforms in Sport category at Cannes Lions 2019.

Cannes Lions 1 Silver
D&AD Wood Pencil

Samsung CSR : BACK2LIFE
Cheil Pengtai Beijing
Cheil Worldwide Hong Kong 7-9

This campaign teaches cardiopulmonary resuscitation (CPR) in a fun way through a mobile game. The concept is to get people thinking about CPR before something bad happens. In the game, when a player's character dies, the player can bring it back by performing CPR. The campaign became one of China's most successful at teaching CPR because it was fun and easy, and accessible via a mobile game.

Cannes Lions 2 Bronze
Spikes Asia 1 Silver 3 Bronze
THE ONE SHOW 2 Gold
D&AD Wood Pencil

Chupa Chups : Homework·Music·Tidy-up
Cheil Worldwide Hong Kong 10-11

The Chupa Chups campaign was run by Cheil's Hong Kong office to show kids enjoying themselves and getting a bit of downtime after working hard on homework, music practice or chores around the house. And of course, there is a sweet Chupa Chups in their mouth. Three of the campaign illustrations, Homework, Music, and Tidy-up, each took a Bronze at the Cannes Lions.

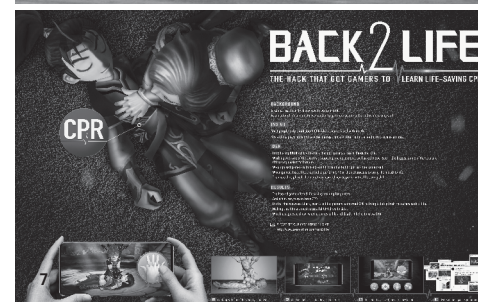
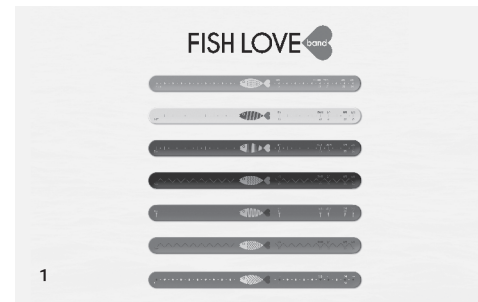
Cannes Lions 3 Bronze
Spikes Asia 2 Silver 2 Bronze
New York Festivals 5 Gold 7 Silver 7 Bronze
THE ONE SHOW 3 Gold 2 Silver 2 Bronze

Penguin Books: Lose Yourself in a Book
Cheil Worldwide Beijing
Cheil Worldwide Hong Kong 12

Penguin Books ran a campaign called Lose Yourself in a Book, featuring images of popular novels loved by the public such as Dracula, Charlie and the Chocolate Factory, and The Great Gatsby. The feeling of each novel is captured by the image of a door on the cover, depicting how it feels to immerse yourself so deeply into a great book that you get lost in a new world.

Cannes Lions 1 Bronze
New York Festivals 1 Gold 1 Silver 3 Bronze

Successful Works



Exhibition 1-3

Exhibitions are front-line contact points with consumers as we carry out marketing activities. Cheil Worldwide runs the entire process, from planning the exhibition strategy, to designing, manufacturing and operating the booth. We have the solutions our clients need to manage their image and boost sales. Cheil has created top-tier marketing campaigns for world-class trade shows such as CES in the U.S., where global electronics companies introduce cutting-edge technologies, MWC in Spain, the leading global trade show for the telecommunications industry, and IFA in Germany, where the latest technology trends are established.

Event 4-6

Cheil Worldwide provides comprehensive solutions for global events—from planning to operation, local hospitality, and even the production of promotional materials. We have executed many largescale events, including the Korea-Japan World Cup, publicity for the 2010 G20 Summit, and official ceremonies for the Yeosu Expo. We also deliver client messages and share effective brand experiences through corporate events. In particular, Samsung Electronics' Unpacked event, which draws worldwide attention, has become a major global event and a successful launch platform for the company's latest mobile devices.

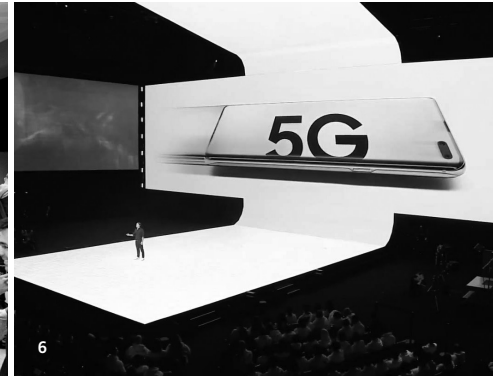
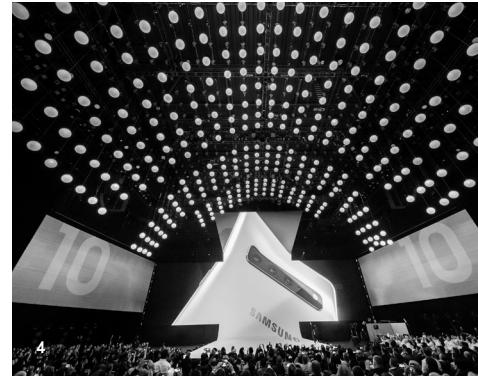
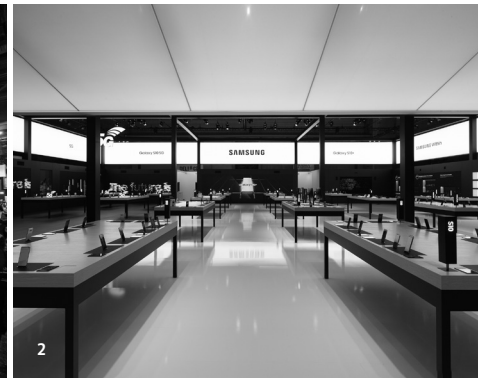
Olympic Marketing 7-9

From the 1998 Nagano Winter Olympics to the 2018 PyeongChang Winter Olympics, Cheil Worldwide has been behind all of Samsung Electronics' successful Olympics marketing efforts. In addition to enhancing emotional connections with the Samsung brand with unique programs using athlete participation, we have also provided unique experiences to sports fans around the world by promoting various programs and experience zones during the games. We also manage channel marketing and hospitality for major clients and opinion leaders.

Retail 10-12

A retail store isn't just a place where you purchase products. It is also now a place for experiencing and enjoying the brand. We developed Cheil Perfect Store, a global store management platform, for Samsung Electronics India. By drawing on strategies for both online and offline experiences created by analyzing consumer purchasing psychology and behavior, we provided comprehensive solutions that oversee retail marketing in general. Cheil Worldwide is globally recognized for creating amazing shopping experiences for consumers by fusing retail marketing approaches with outstanding digital efforts.

Brand Experience



Cheil LATAM
Retail Integrated Solution

Promoter Operation In-store Data Collection Display Execution Management Business Intelligence



Connecting technology and ideas to create the best solutions

Connected Solution

CONNECT+

We Create Connected Experiences that Matter

DMP

Cheil Worldwide uses Adobe's DMP to integrate and analyze data, delivering optimized campaigns for clients, helping cut advertising costs, and getting consumers to revisit and dwell longer on the website.

Sales Tracker

By matching the client's CRM data with media company data, this solution determines whether the campaign actually leads to sales. It also conducts follow-up campaigns by identifying new consumers who are similar to actual purchasers.

AI Optimizer

AI Optimizer is an integrated solution that analyzes data from clients and media. Cheil Worldwide uses this independently developed tool to analyze the effectiveness of campaigns on consumers who visit the client's website to boost overall campaign performance.

CONNECTED SOLUTION

Data Driven Marketing

Campaigns are executed through automated marketing tools based on the results of digital consumer behavior data analysis. Consumer reactions are continuously measured to adjust campaign strategy and execution.

Digital Panel

Cheil Worldwide understands when, where, and how consumers are behaving on a real-time basis through an 8,000-person panel that reflects Korean consumers.

Marketing Mix Model

We meticulously separate marketing revenue from total sales to provide guidance on the most effective budget scale for each marketing activity.

4Screen Optimizer

4Screen Optimizer provides integrated budget planning for TV, PC, Mobile and theater comparing the campaign effects of four similar types of media and providing guidance on optimal budget allocation. Comparative analysis against competitors is also possible.

Private DMP

Cheil Worldwide collects internal client and media data to analyze individual Purchase Propensity, selecting consumers with high purchase likelihood. Advertisements are automatically executed to the selected consumers through DSP.

CYLNDR

CYLNDR has its own production and shooting studios and a wide range of capabilities, operating seven centers worldwide to span the entire globe. It has facilities for batch process editing, recording and producing content for social and digital media.

Media Dashboard

Media Dashboard is a tool for KPI management, using real-time online monitoring of campaign execution. It lets clients see their ATL, digital ad spend, and marketing effects at a glance.

CMS

We systematically produce and distribute tens of thousands of digital content pieces customized for various countries using the Adobe Experience Manager. We handle all processes including design/development and production/execution.

Control Tower

Cheil Worldwide monitors multiple pages on client's global websites simultaneously with its own monitoring tool and automatically generates screenshots in a predefined PPT template for reporting.

Global Publishing Center

The Global Publishing Center provides services 24 hours a day, all over the world, based on its software capacity for handling HTML, CSS, JS, and more.

Space & Log

Space & Log is a task process management tool that lets multiple organizations work under a unified and standardized process. Based on solutions created by Atlassian, Cheil Worldwide uses this collaboration tool for joint projects with clients.

CONNECTED SOLUTION

AdTech Campaign

AdTech uses online user history (cookies) and ADID (advertising ID) to select advertising targets and enhance campaign performance.

CONNECTED SOLUTION

Platform Operation

Cheil Worldwide offers a variety of integrated services through standardized operating methods and tools.

Field Force Management Tool

Cheil Worldwide provides sales force management services in 28 countries worldwide. These include functions for managing basic attendance using GPS and photo evidence as well as traffic flow and scheduling for staff who are on the move.

Training Platform

As new products are constantly being released, it's essential to provide staff training. Cheil Worldwide offers global training services for field sales staff and managers.

Data Platform

The data platform collects, manages, and analyzes sales force attendance and performance data, store asset status, competitor trend data, educational effects, and loyalty program participation.

eCombus

eCombus offers an integrated management system for product information and order management, offering order and account balancing for multiple channels. The eCombus system connects directly to the company's product database and ERP so clients can access the same product inventory and price information across all channels.

Digital Wall Bay

Digital Wall Bay reduces the cost of producing content for offline stores, using online content previously used for dotcom sites for in-store displays. Cheil Worldwide provides content recommendation algorithms through its proprietary Data Mart.

Digital Spec Card

Digital Spec Card is a solution that uses a panel made of E-ink, which does not require extra charging. It is easy to install and content can be changed quickly. Cost efficiency comes with mass production and replacement of printed in-store materials.

Asset Management Tool

The asset management tool helps manage store assets efficiently. Cheil Worldwide monitors existing investment assets and analyzes fierce market competition trends so clients can quickly establish new promotion strategies.

CONNECTED SOLUTION

Retail Management

Cheil Worldwide provides various management services for HR, education, assets, and performance. In addition, we use various digital solutions for efficient task management.

CONNECTED SOLUTION

Omni-Channel Commerce

Cheil Worldwide provides a variety of solutions to provide a seamless store-connected consumer experience across all channels.



Company Profile

1970s

1973

- Founded Cheil Communications

1975

- Published company newsletter, *Cheil Communications*
- Conducted the first public recruiting of advertising personnel

1977

- Conducted Annual Consumer Research
- Won Korea's first International advertising award as CLIO Finalist

1978

- Initiated the first College Student Advertising Awards

1979

- Published the Advertising Yearbook

1980s

1988

- Established our first overseas branch office in Tokyo, Japan

1989

- Established a joint venture, Cheil-Bozell

1990s

1991

- Cheil-affiliated Marketing Research Center opened
- Introduced a joint specialized marketing course with the University of Pittsburgh

1992

- Established US subsidiary in New York

1994

- Announced "New Advertising Service"

1997

- Won the Gold Lion award at Cannes Lions Festival

1998

- Listed shares on the Korean Stock Exchange

2000s

2000

- Established a joint venture, Hakuhodo-Cheil
- Established the Brand Marketing Research Center

2002

- Organized the opening ceremony for the 2002 Korea-Japan World Cup

2004

- Organized the opening ceremonies for the 2004 African Nations Cup

2005

- Organized Korean Culture Event at APEC 2005
- Organized Cheongyecheon Stream Festival, celebrating the rebirth of the natural waterway

2008

- Changed the English corporate name to Cheil Worldwide
- Acquired the equity of Beattie McGuinness Bungay, London-based top advertising agency
- Won the Gold Pencil at One Show Awards, Korea's first
- Won the Silver Lion award at Cannes Lions Young Lions competition, Korea's first

2009

- Won the grand prize, three years in a row, at the Korea Advertising Awards, Korea's first
- Acquired The Barbarian Group, New York-based top digital advertising agency
- Acquired Cheil PengTai (China-based digital advertising agency)

2010s

2010

- Organized the overall promotion of G-20 Seoul Summit 2010

2011

- Established the One Agency in Dubai, UAE
- Won the Grand Prix at Cannes Lions, Korea's first
- Played a key role in organizing the presentation and PR activities on bid for 2018 PyeongChang Winter Olympic Games

2012

- Korea's biggest winner at Cannes Lions (12 awards)
- Acquired McKinney, a top-tier creative agency in US
- Won the Grand Prix at Spikes Asia, Korea's first

2013

- Korea's biggest winner at Cannes
- Won a Grand CLIO Award
- Established DnA(Data and Analytics) Center, a data solution organization

2014

- Acquired Samsung Blue Wings Football Club and Samsung Thunders and Samsung Life Blue Minx basketball teams
- Acquired Iris Worldwide, a global creative network

2015

- Highly awarded with Look At Me campaign for Samsung by many international festivals including Cannes Lions, D&AD, One Show, Spikes Asia and ADFEST
- Acquired Samsung Blue Fangs volleyball team

2016

- Acquired Founded
- Acquired Samsung Lions baseball team

2017

- Acquired PSL(Pricing Solutions Limited)
- Acquired Atom42

2018

- Organized the opening & closing ceremonies for Pyeongchang Winter Olympic Games
- Acquired Centrade
- Acquired Experience Commerce

2019

- 40th anniversary of Cheil Worldwide Idea Festival(an ad contest for undergraduates)

2020s

2020

- Acquired ColourData (Chinese Social big data analytics service provider)

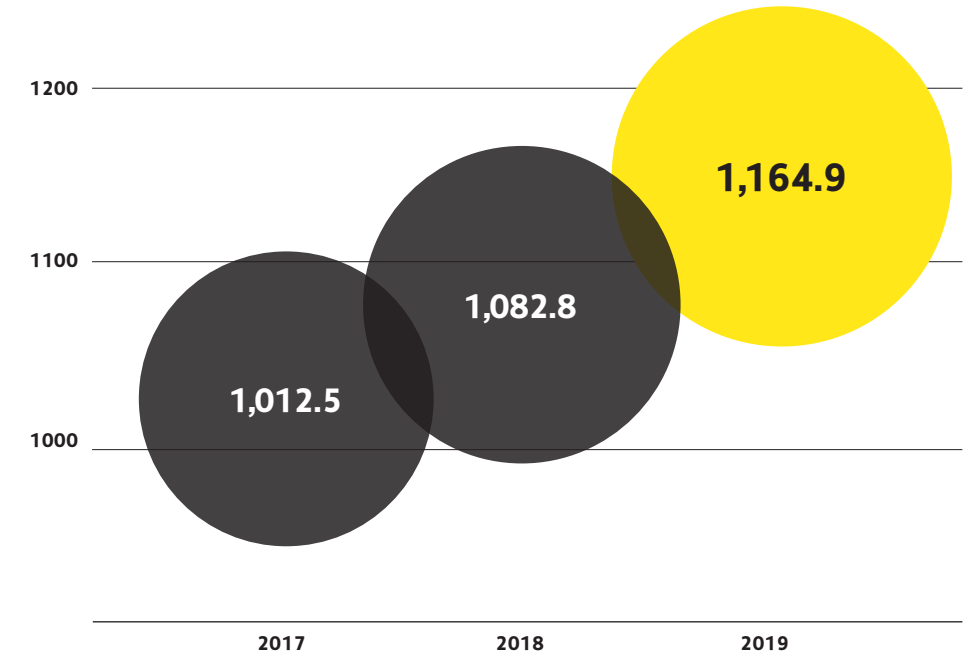
History

Financial Highlights

Cheil Worldwide serves global clients such as Adidas, Virgin Mobile, DU, Dupont, L'Oreal and Samsung with its overseas business accounting for 74% of the gross profits in 2019.

Revenue (Gross Profit)

Unit: KRW Billion



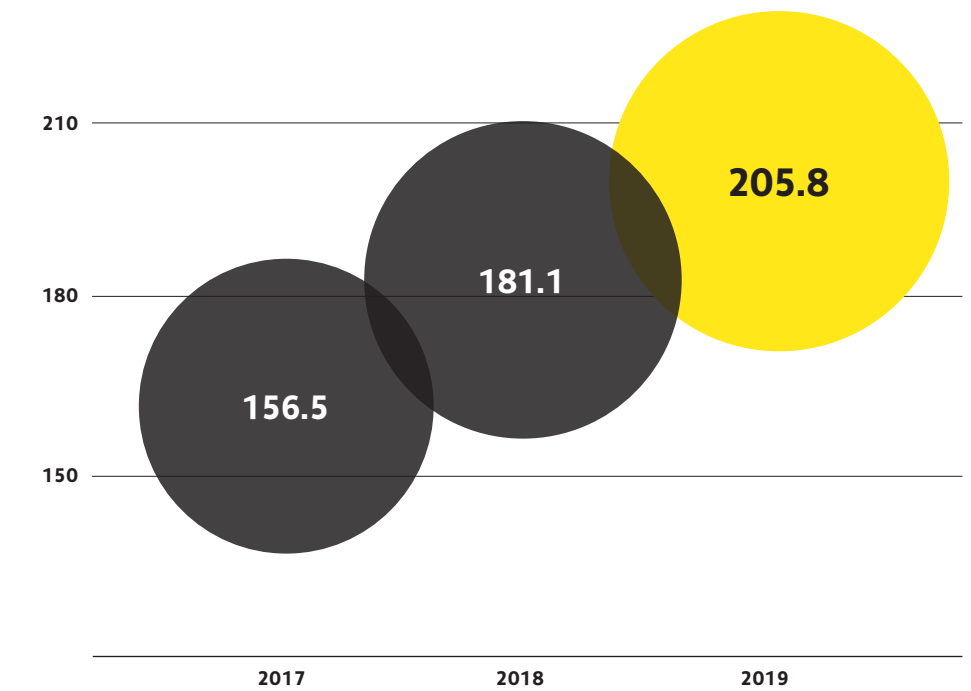
Summarized Financial Statements (Consolidated Basis)

Unit: KRW Billion

	2017	2018	2019
Revenue(Gross Profit)	1012.5	1082.8	1164.9
Operating Profit	156.5	181.1	205.8
Profit Before Income Tax	165.3	190.4	209.8
Net Income	128.4	131.9	139.5
Assets	2238.3	2172.1	2252.8
Liabilities	1382.3	1279.3	1296.0
Shareholders' Equity	856.0	892.8	956.8

Operating Profit

Unit: KRW Billion



Global Offices

44 countries 52 offices

KOREA

Cheil Worldwide HQ
Cheil Bldg., 222 Itaewon-ro
Yongsan-gu, Seoul, Korea
T. 82-2-3780-2114

Cheil Worldwide The SOUTH
GT Tower, 411 Seocho-daero
Seocho-gu, Seoul, Korea
T. 82-2-3014-6505

NORTH AMERICA

Cheil USA / North America RHQ
112 W. 20th Street, 7th Floor New York,
NY 10011
Tel : 1-929-310-7027

Cheil Dallas
6625 Chase Oaks Blvd, Suite 150 Plano TX
75023
Tel : 1-405-215-1847

Cheil Canada
235 Carlaw Avenue, Suite 100-A, Toronto,
ON, M4M 2S1
Tel : 1-416-479-9760

LATIN AMERICA

Cheil Brazil / Latin America RHQ
Alpha Tower 13th Floor,
Rua Olimpiadas, 134, Vila Olimpia,
Sao Paulo, Brazil
Tel : 55-11-2181-3100

Cheil Mexico
Arquimedes 98, Col. Polanco
Reforma. Delg. Miguel Hidalgo. C.P.
11550. Mexico D.F.
Tel : 52-55-4160-0000

Cheil Central America(Panama)
Ave. La Rotonda,
Costa del Este Business Park,
Torre V, Piso 8 Panama city, Panama
Tel : 507-308-4821

Cheil Colombia
Carrera 7 No 113-43 Torre Samsung 101
Bogota Colombia
Tel : 57-1-486-6140

Cheil Guatemala
5ta Avenida 5-55 zona 14, Edificio
Europlaza, Torre 2, nivel 15, oficina 1503,
Ciudad de Guatemala, Guatemala
Tel : 502-2302-6400

Cheil Chile
Cerro El Plomo 6000, Piso 3, Oficina 302
Las Condes Santiago Chile
Tel : 56-2-2485-8592

Cheil Peru
AV. Rivera Navarrete 501 Piso 5 San
Isidro LIMA PERU 443-742
Tel : 51-7-11-4801

Cheil Argentina
Edificio Republica Bouchard 601-699,
Piso 14
Tel : 54-911-2181-6986

EUROPE

Cheil UK / Europe RHQ
The Crane Building 22 Lavington Street
London SE1 ONZ, United Kingdom
Tel : 44-(0)-207-593-9300

Cheil Worldwide has 52 offices in 44 countries* across Asia, Europe, CIS, the Americas, the Middle East, and Africa. With specialists in a variety of fields, Cheil Worldwide's goal is to bring success to its diverse roster of clients. Whether for domestic or overseas clients, Cheil Worldwide is a dependable marketing partner providing optimal solutions for every imaginable need.

* As of June 2020

Cheil Italy
SRL, Via Mike Bongiorno 9,
20124 Milano, ITALY
Tel : 39-02-36790-201

Cheil Netherlands
Postjesweg 1, 1057DT, Amsterdam,
The Netherlands
Tel : 31-(0)20-217-03-60

Cheil Belgium
Airport Plaza Stockholm Building, Leonardo
Da Vincilaan 19, 1831 Diegem, Belgium
Tel : 32-485-75-96-91

Cheil Spain
Parque Empresarial Omega
Edificio D Avenida de Barajas,
30 28108 Alcobendas Madrid, Spain
Tel : 34-912-860-100

Cheil France
1 Rue Fructidor 93400 Saint-Ouen, France
Tel : 33-(0)1-44-04-75-00

Cheil Nordic
7th Floor Torshamnsgatan 27 Kista
Sweden
Tel : 46-706-42-20-99

Cheil Austria
Taborstrasse 1-3, 1020 Vienna, Austria
Tel : 43-1-212-7385-3069

Cheil Germany
Am Kronberghang Hang 8, 65824
Schwalbach am Taunus, Germany
Tel : 49-6196-9713-0

Cheil Poland
ul. Marynarska 15, 02-674 Warszawa, Poland
Tel : 48-22-607-40-64

Cheil Czech
V Parku 2294/4, 148 00 Prague, Czech
Republic
Tel : 420-226-202-249

CIS

Cheil Russia / CIS RHQ
123242, Moscow,
Novinsky bulvar, 31, Russia
Tel : 7-495-7972516

Cheil Ukraine
01032, 23rd floor of 101 tower,
Lva Tolstogo street 57,
Kiev, Ukraine
Tel : 38-044-392-7638

Cheil Kazakhstan
6th floor, block B, 36, Al-Farabi av.,
Almaty, Kazakhstan
Tel : 7-727-222-1213

SOUTH EAST ASIA

Cheil Singapore / SEA RHQ
30 Pasir Panjang Road #16-31 Mapletree
Business City 117440
Tel : 65-6804-7979

Cheil Australia
Upper Ground Level, 3 Murray Rose Avenue
Sydney Olympic Park NSW 2127 Australia
46 Cheil Worldwide
Tel : 61-2-9735-3400

Cheil Malaysia
Lot 17.02, Level 17th of Mercu 2, KL Eco
City, Jalan Bangsar Kuala Lumpur
Malaysia 59200
Tel : 60-3-2771-9088

Cheil Philippines
10F Science Hub Tower 4
Campus Ave. Mckinley Hill Cyber Park,
Fort Bonifacio, Taguig Philippines 1634
Tel : 63-2-8669-363

Cheil Vietnam
Level 21, No.02 Hai Trieu, Ben Nghe
Ward, District 1, HCMC, Vietnam
Tel : 84-2839-156-099

Cheil Thailand
1 Empire Tower, 42nd Floor, Tower 2,
South Sathorn Rd., Yannawa, Sathorn,
Bangkok 10120. Thailand
Tel : 66-2695-9200

Cheil Indonesia
PT. Cheil Worldwide Indonesia Menara
Batavia, 9th Floor, Suite 905 Jl. KH. Mas
Mansyur Kav 126 Jakarta, Indonesia,
10220
Tel : 62-2-205-7478

Cheil Japan
Iidabashi Grand Bloom 28th Fl.
2-10-2 Fujimi Chiyoda-Ku,
Tokyo 102-0071
Tel: 81-3-6333-2970

SOUTH WEST ASIA

Cheil India / SWA RHQ
07th Floor, Two Horizon Centre,
Sector-43 Golf Course Road, Gurgaon
Haryana-122002
Tel : 91-124-480-5500

MIDDLE EAST

Cheil UAE / MEA RHQ
2nd Floor, Butterfly Building Towers A,
Al Bourooj Street, Dubai Media City,
P.O.Box 502457, Dubai, U.A.E.
Tel : 971-4-4406400

Cheil Egypt
2nd Floor, Ahli United Bank Building, Plot 81
90th Street, 5th District, New Cairo,
Egypt New Cario Egypt 140-739
Tel : 20-2-2614-8764

Cheil Turkey
Flatofis Istanbul Is Merkezi Otakilar Cad.
No:78 Kat:4 A Blok 59/2 34050 Eyup,
Istanbul, Turkey
Tel : 90-212-467-1600

Cheil Jordan
King Hussein Business Park, Building# 5,
King Abdullah II Street Amman, Jordan
Tel : 962-6-580-7530

Cheil KSA
#703 sakura Plaza 7th floor, Madinah Road,
across Aramex, Jeddah, KSA
Tel : 966-12-225-7182

AFRICA

Cheil South Africa
Block 2 2929 William Nicol Drive,
Bryanston, Johannesburg, South Africa
Tel : 27-11-996-2300

Cheil Kenya
Ground Floor, West End Tower, Waiyaki
Way, Nairobi, Kenya
Tel : 254-204-294-801

Cheil Nigeria
6th Floor, FF Towers, Plot 13/14
Ligali Ayorinde Street. Victoria Island-
Lagos, Nigeria
Tel : 234-1-4601743

Cheil Ghana
2nd Floor Stanbic Heights Plot
No.215, South Liberation Link,
Airport City Accra Ghana
Tel : 233-30-274-4505

GREATER CHINA

Cheil China / China RHQ
5/F Tower A, Pacific Century
Place2A Gongti North Road,
Chaoyang District Beijing 100027, PRC
Tel : 86-10-5641-8000

Cheil China, Shanghai
28/F, Central Park, 868 ChangShou Road,
Putuo District, Shanghai. 200060
Tel : 86-21-6123-1878

Cheil China, Guangzhou
1305-1310, Teemtower, teemall,
208TianheRoad, TianheDistrict, Guangzhou,
510081
Tel : 86-020-8393-6588

Cheil Chengdu
11/F, Room1108, Times Plaza, No2 ZongFu
Road, Chengdu China, 610016
Tel : 86-028-8671-2723

Cheil Shenyang
Floor 13, Northeast Media Culture Building,
No.356 QingNian Street, HePing District,
Shenyang
Tel : 86-24-2392-1021

Cheil Hong Kong
299 Queen's Road Central, Sheung Wan,
Hong Kong
Global Network
Tel : 852-3467-7700

Cheil Taiwan
Sec.B, 2F., No.292, Yangguang St., Nei Hu
Dist., Taipei, Taiwan 11491
Tel : 886-2-6603-8588

Awards

2020

CHUPA CHUPS A SWEET ESCAPE

- New York Festivals**
- **3 Gold** Products & Services
 - **Gold 2 Silver** Print & Outdoor
 - **Gold 3 Silver** Best Use
 - **2 Silver** Design
 - **7 Bronze**

- THE ONE SHOW**
- **2 Gold 1 Silver 1 Bronze** Print
 - **1 Gold 1 Silver 1 Bronze** Out of Home

- D&AD**
- **Wood Pencil** Press & Outdoor

SAMSUNG CORPORATE SOCIAL RESPONSIBILITY PROJECT BACK2LIFE

- New York Festivals**
- **Silver** Best Use
 - **Bronze** Best Use

- THE ONE SHOW**
- **1 Gold** Interactive & Online
 - **1 Gold** Mobile

- D&AD**
- **Wood Pencil** Entertainment

SAMSUNG SAMSUNG GOOD VIBES: NOW, WORDS AREN'T JUST HEARD, BUT FELT.

- New York Festivals**
- **2 Silver** Best Use
 - **Bronze** Avant-Garde/Innovative

PENGUIN BOOK LOSE YOURSELF IN A BOOK

- New York Festivals**
- **Gold** Print & Outdoor
 - **Silver** Design
 - **3 Bronze**

GREENPEOPLE WASTE MEASURE

- New York Festivals**
- **Gold** Products & Services
 - **Bronze** Best Use

WWF FISH LOVE BAND

- New York Festivals**
- **Bronze** Creative Marketing Strategy/Effectiveness

Recently, Cheil Worldwide has been highly awarded at prestigious awards competitions such as Cannes Lions, D&AD, One Show, CLIO, Spikes Asia, and AdFest, putting itself on the map as a global creative solution provider.

STARBUCKS WHAT'S YOUR NAME

- New York Festivals**
- **Gold** Products & Services
 - **Silver** Discipline

- D&AD**
- **Wood Pencil** Entertainment

NIVEA THE MAN WHO CHANGES MONDAY

- New York Festivals**
- **Silver** Film Craft

SAMSUNG ELECTRONICS GALAXY GRAFFITI

- THE ONE SHOW**
- **Bronze** Experimental & Immersive

SAMSUNG SAMSUNG FOLDING PICCADILLY

- THE ONE SHOW**
- **Silver** Design
 - **Bronze** Digital Craft

FORMULA E ATTACK MODE

- D&AD**
- **Wood Pencil** Design Transformation

ANAIIS UNQUIET VOICES

- D&AD**
- **Wood Pencil** Entertainment

NEXT GEN PERSONAL FINANCE SHADY SAM

- D&AD**
- **Wood Pencil** Entertainment

SAMSUNG ELECTRONICS GALAXY A - #danceAwesome

- D&AD**
- **Graphite Pencil** Entertainment

2019

SAMSUNG FIRE & MARINE INSURANCE FIREVASE

- Cannes Lions**
- **Bronze** Products / Propositions

- Spikes Asia**
- **2 Bronze** Direct
 - **Bronze** Design
 - **Bronze** PR

- ADC Awards**
- **Gold** Interior Design / Decorative
 - **Silver** Innovation / Promotional Materials
 - **Silver** Promotional Materials / Dimensional

- New York Festivals**
- **Third Prize** Product Innovation
 - **Third Prize** Ambient
 - **Third Prize** Social/Environmental Good: Brand

- AdFest**
- **Gold** Best Use of Direct Ambient
 - **Silver** Use of Ambient
 - **Silver** Best Use of Ambient

SEOUL METROPOLITAN GOVERNMENT / HOPE BRIDGE DUSTSEE

- THE ONE SHOW**
- **Silver** Data Visualization

- New York Festivals**
- **Third Prize** VR/AR

- ADC Awards**
- **Silver** Data Visualization

- AdFest**
- **Silver** User Experience for Mobile
 - **Silver** Use of Data For Mobile
 - **Bronze** Use of Mobile & Devices
 - **Bronze** Digital & Interactive Design

SEOUL METROPOLITAN GOVERNMENT PEEKABOO MASK

- ADC Awards**
- **Silver** Children

JBL BLOCK OUT THE CHAOS: WORLD LEADERS BLOCK OUT THE CHAOS: FOOTBALL MANAGERS

- D&AD**
- **Wood Pencil** Press Advertising

- New York Festivals**
- **2 Second Prize** Illustration
 - **2 Second Prize** Billboards/Installations/ Posters
 - **6 Second Prize** Best Product & Service Advertising

- **Third Prize** Illustration
- **Third Prize** Art Direction

- AdFest**
- **Gold** Best Use of Computer Generated Imagery
 - **Silver** Computer Generated Imagery

CHUPA CHUPS HOMEWORK • MUSIC • TIDY-UP

- Cannes Lions**
- **Bronze** Print & Publishing
 - **2 Bronze** Food & Drink

- Spikes Asia**
- **Silver** Outdoor
 - **Silver** Outdoor
 - **2 Bronze** Print & Outdoor Craft

- New York Festivals**
- **3 Gold** Products & Services
 - **Gold 2 Silver** Print & Outdoor
 - **Gold 3 Silver** Best Use
 - **2 Silver** Design
 - **7 Bronze**

SAMSUNG CORPORATE SOCIAL RESPONSIBILITY PROJECT BACK2LIFE

- Cannes Lions**
- **Bronze** Brand-led Education & Awareness
 - **Bronze** Good Health and Well-being

- Spikes Asia**
- **Silver** Healthcare
 - **2 Bronze** Direct
 - **Bronze** Media

- New York Festivals**
- **Silver** Best Use
 - **Bronze** Best Use

PENGUIN BOOK LOSE YOURSELF IN A BOOK

- Cannes Lions**
- **Bronze** Brand & Communications Design

- New York Festivals**
- **Gold** Print & Outdoor
 - **Silver** Design
 - **3 Bronze**

RAINLILY BEST ACTRESS HIJACK

- New York Festivals**
- **Third Prize** Social/Environmental Good

- AdFest**
- **Silver** Best Use of Events
 - **Bronze** Best Use of Non-fiction Film

SENSE INTERNATIONAL INDIA THE GOOD VIBES PROJECT

- AdFest**
- **Bronze** Mobile Application & Other Downloadable Tools
 - **Silver** User Experience for Mobile

- THE ONE SHOW**
- **Silver** Innovation in Design

- New York Festivals**
- **Second Prize** Innovation: Technology
 - **Third Prize** Best Use of Medium

NOW, WORD AREN'T JUST HEARD, BUT FELT

- New York Festivals**
- **2 Silver** Best Use
 - **Bronze** Avant-Garde/Innovative

GREENPEOPLE JUICES WASTE MEASURE

- New York Festivals**
- **Gold** Products & Services
 - **Bronze** Best Use

SAMSUNG ELECTRONICS BIXBY VOICE FOREVER

- New York Festivals**
- **Third Prize** Civic & Social Education: Brand

FORMULA E FIA FORMULA E CHAMPIONSHIP ATTACK MODE

- Cannes Lions**
- **Silver** Innovative Use of Tech & Platforms for Sport

GUINNESS ALL HAIL PATRICKS

- Spikes Asia**
- **Bronze** Media

PRIDE IN LONDON SOMEWHERE OVER THE RAINBOW

- D&AD**
- **Yellow Pencil** Adapted Music
 - **Wood Pencil** Use of Street Casting

- THE ONE SHOW**
- **Bronze** Use of Music

SAMSUNG ELECTRONICS IBERIA WAR CORRESPONDENTS ON BREAST CANCER

- THE ONE SHOW**
- **Bronze** Branded Content

- D&AD**
- **Wood Pencil** Documentary

SAMSUNG AUDIO CHORDS

- New York Festivals**
- **Third Prize** Mobile

SAMSUNG ELECTRONICS BENELUX SAMSUNG SMARTSUIT

- D&AD**
- **2 Wood Pencil** Creative Use of Technology

SAMSUNG ELECTRONICS GERMANY MARIO'S GOAL

- D&AD**
- **Graphite Pencil** Existing Music

- New York Festivals**
- **Second Prize** Best Use of Music

TENCENT/OPERATION SMILE CELEBRITY FACE DONATION

- New York Festivals**
- **Third Prize** Celebrity/Influencer

TSANG FUK SAU FUNERAL SERVICE IN MEMORIES

- AdFest**
- **Bronze** Short Film

SANE LET ME TALK

- THE ONE SHOW**
- **Bronze** Influencer Marketing



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