

**OHOO**  
COMMUNICATION

UNIQUE DISCOVERY<sup>+</sup>

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**Our campaign slogan is the key to  
our remarkable growth**

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UNIQUE DISCOVERY<sup>+</sup>

O!HOO Communication has achieved a vast number of successful advertising campaigns by implementing creative ideas that differ from conventional, established concepts and inclinations. Our difference is one that not only changes the market landscape but is revolutionary in that it overturns all conventional logic.

With the power of "UNIQUE DISCOVERY+", which distinguishes our campaigns from those of others, we are committed to changing the market landscape and to opening new ways of carrying out advertising campaigns.

## CEO Message

오후 커뮤니케이션은 혁신적인 사고와 전략으로 커뮤니케이션 시장의 신선함 바람을 불어넣고자하는 기업의 비전을 담고 출발하였습니다.

새로움에 대한 뜨거운 열정을 가진 O!HOO Communication

남들과 같은 생각을 가진다면 항상 제자리 걸음 뿐이라 생각합니다.

빠르게 변화하는 시장속에서 소비자와 즐겁게 소통하는 O!HOO만의

창의적인 아이디어, 세련된 크리에이티브는 가장 큰 자랑입니다.

상상을 넘어, 생각을 넘어, 상식을 넘고 한계를 넘어 새로움을

발견하고 가치를 찾아내겠습니다.

젊음과 뜨거운 열정을 가지고 크리에이티브에 책임을 다하는

오후의 모습을 지켜봐 주시길 바랍니다.

O!HOO Communication started with a corporate vision to pursue a new movement in the communication industry that emphasizes innovative thinking and strategies.

O!HOO Communication - Endless Passion for Creativity

At O!HOO, we realize that we would not be able to move forward

just by following the lead of others. In this rapidly changing world,

we pride ourselves on our unique ideas and refined creativeness.

This enables us to consistently communicate effectively with consumers.

We will continue to persevere in thinking outside the box and in

searching for new ideas-ideas that go beyond expectation and allow

us to maintain the trust of our clients in the name of creativity.

Thank you.

Best regards,

CEO James Chung



## Creative DNA that Makes the ‘Difference’

CONCEPTUAL & PRAGMATIC

BOLD

ARRESTING

IMPASSIONED

---

# UNIQUE DISCOVERY<sup>+</sup>

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ABOVE & BEYOND

WORLDLY

INSPIRING

ADVENTUROUS

# ORGANIZATION

각 분야에 특화된 전문인력들이 유기적으로 결합하여 이 시대의 새로운 크리에이티브에 도전합니다.

To meet the creative challenges of today, we bring together a diverse range of talented specialists.

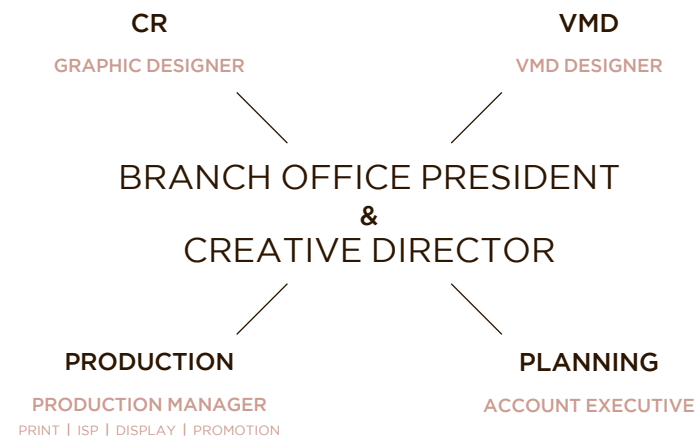
## HEADQUARTERS

(Seoul, Korea)



## BRANCH

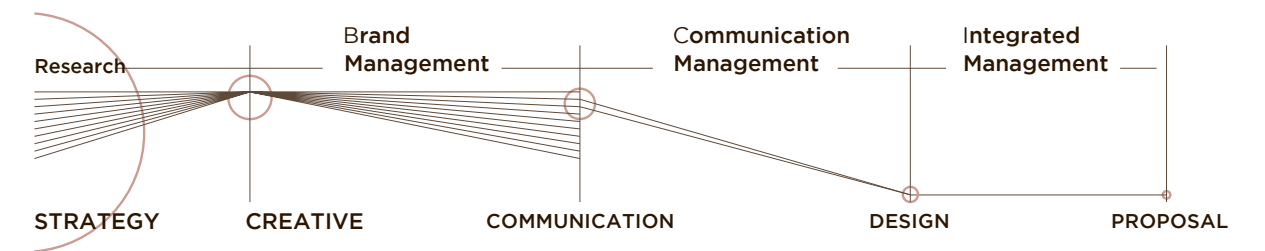
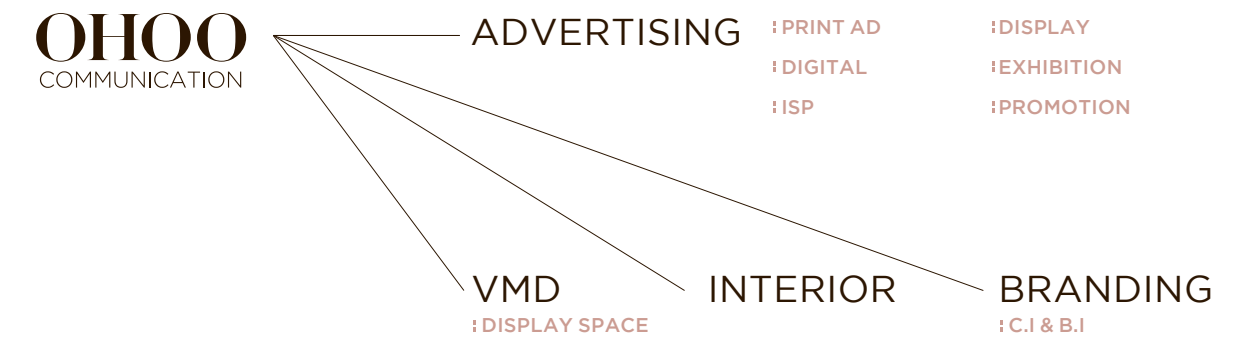
(Ho Chi Minh, Vietnam)



# BUSINESS AREA

브랜드와 소비자의 모든 커뮤니케이션 기회를 디자인하는 역할을 하고자 합니다.

We strive to design unique and comprehensive communication strategies for our clients.



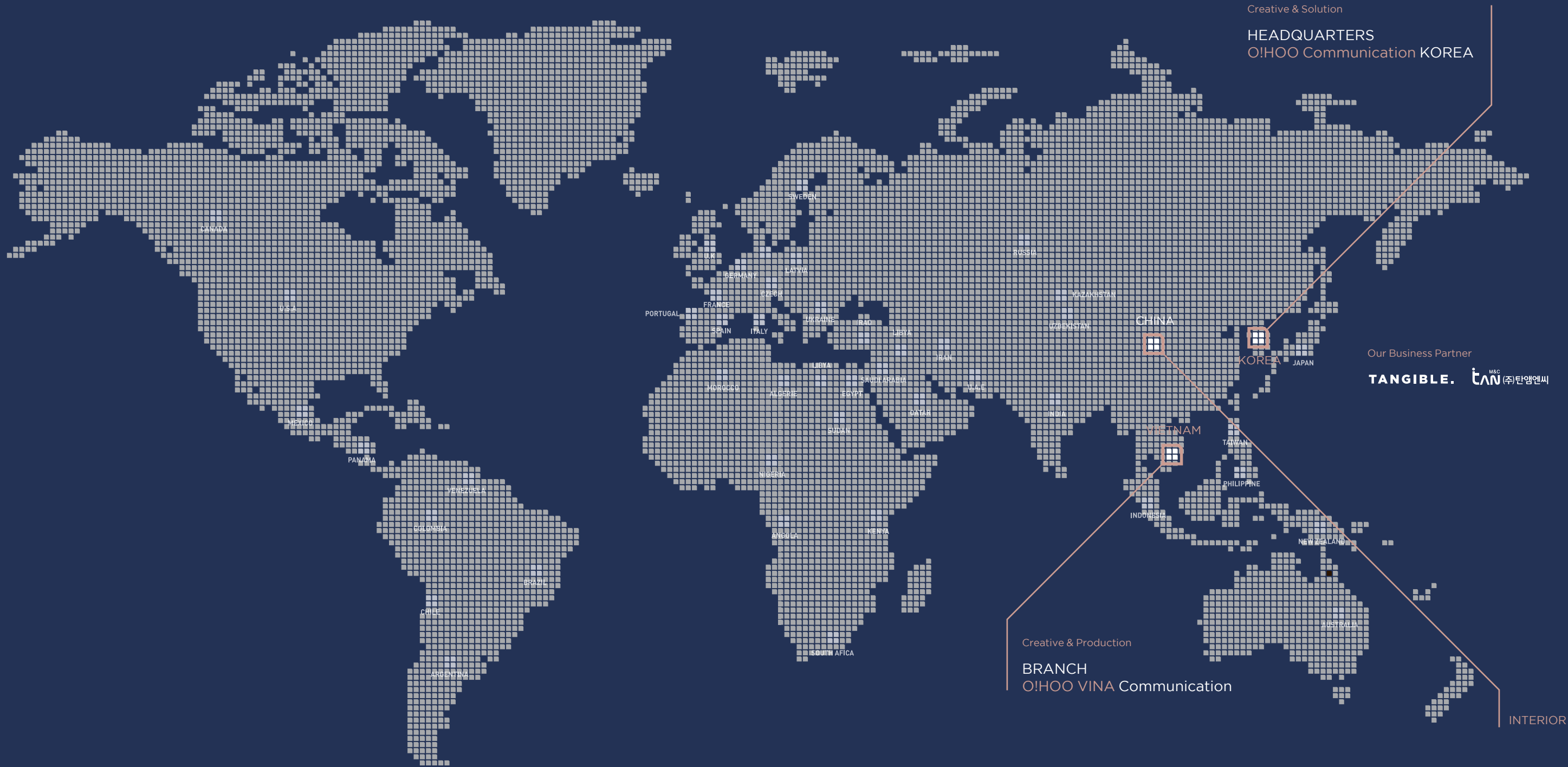
We make this possible by providing extremely effective communication solutions that directly compel consumers.

# CLIENTS

다양한 클라이언트의 파트너로서 오랜 기간 구축해 온 Know-How는 O!HOO의 힘입니다.

O!HOO strength rests on having extensive know-hows developed from having various client partners.





# GLOBAL NETWORK

다양한 글로벌 경험과 네트워크를 기반으로, 차별화된 통합 커뮤니케이션 서비스를 제공하고 있습니다.

We proudly provide a variety of distinguished communication services through an extensive global network supported by regional experts.

PRINT AD

ADVERTISING



COMMUNICATION

CREATIVE · REFINED · IMAGINATIVE · SENSIBILITY

# PRINT AD

정교하고 섬세한 기획력, 끊임없는 탈출과  
창의적인 디자인을 통해 소비자와 브랜드를 상호 소통시킵니다.  
브랜드의 효과적인 Image Making과  
Premium 브랜드 유지 및 강화에 더욱 힘을 실어 드립니다.

창의적인 Insight와 감성적이고 세련된 디자인이 결합된  
전략적인 컨셉을 추구합니다. 감각적인 Visual과 레이아웃을  
바탕으로 신뢰성 높은 디자인을 제공하며, 제품 및 브랜드의 정보,  
기능, 특징 등을 최적으로 전달할 것을 약속 드립니다.

Through the endless efforts to think outside  
the box, to come up with the upmost creative designs,  
we bring life to the brand and successfully  
link up with the consumers.

As an agency with initiative and drive,  
O!HOO also promises to provide effective  
premium brand image making strategies to  
strengthen and retain the brand.

We pursue in establishing strategic concepts  
harmonized with creative insights and sensational de-  
signs.

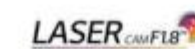
We promise to deliver highly trustworthy designs  
based on refined visual presentations and layouts  
as well as the details about the product and brand  
in the most promising way.

See the Great, Feel the Great

# LG G4

Innovation  
for a Better Life

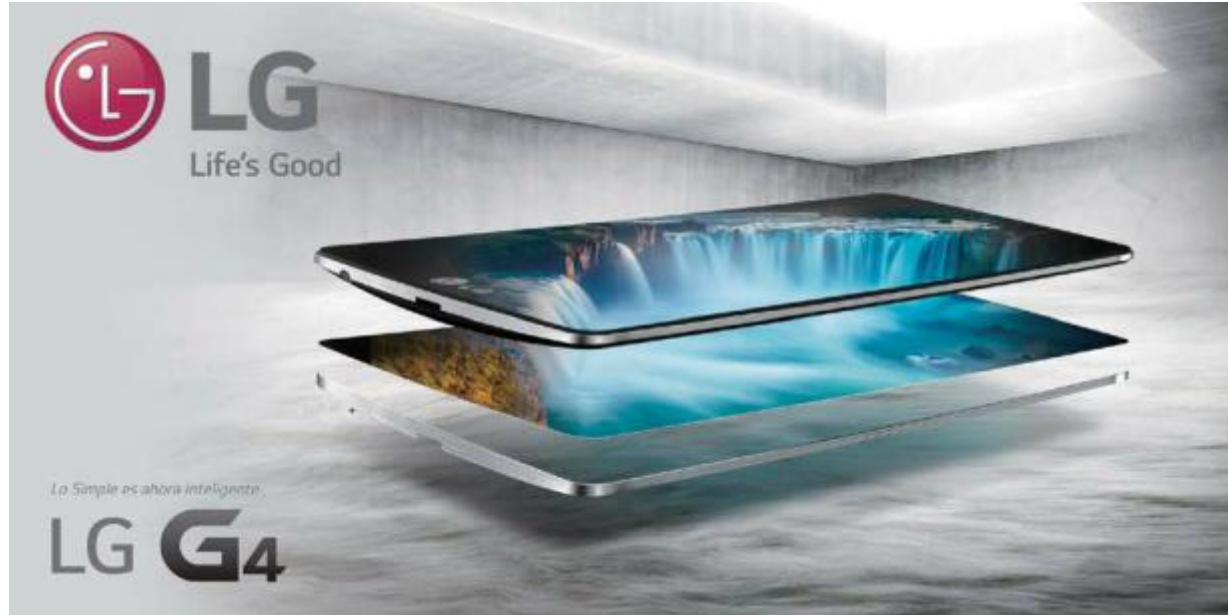
See the Great  
Feel the Great







# LG G4 ADVERTISING



# LG G FLEX/G3 ADVERTISING



# LG OPTIMUS G ADVERTISING

## NOW, ZOOM IN ON MOTION PICTURES

Don't miss out on any details while watching videos with Live Zooming. You can zoom in and out during video playback to focus on the excitement without pausing or stopping. Don't be held back by things that you can't do. Face yourself to do more without limit. Live without boundaries.

LG optimus G  
www.lg.com

LG  
Life's Good

Live Zooming

True HD IPS+    Qualcomm snapdragon

### WHILE SHARING ENJOY YOURSELF

True HD IPS+    Qualcomm snapdragon

### TAKE A NOTE, MAKE A CALL, ALL ON THE SAME SCREEN

True HD IPS+    Qualcomm snapdragon



LG optimus G

LG OPTIMUS G  
Public Relations  
Exercise \_[04]

# LG OPTIMUS G LEAFLET



## NOW, ZOOM IN ON MOTION PICTURES

Don't miss out on any details while watching videos with Live Zooming. You can zoom in and out during video playback to focus on the excitement without pausing or stopping. Don't be held back by things that you can't do. Face yourself to do more without limit. Live without boundaries.

## IMPORTANT GAME, IMPORTANT MESSAGE DO BOTH SIMULTANEOUSLY

LG Optimus G allows you to multitask. You can watch a video while checking messages, or play a game while watching a video. LG Optimus G has the ability to multitask. Live without boundaries.

## LIVE WITHOUT BOUNDARIES

LG optimus G

Main Specifications	
OS	Android 4.0™ (Ice Cream Sandwich)
Processor	Qualcomm Snapdragon™ S4 Pro
RAM	1GB
Storage	8GB (expandable up to 32GB)
Display	4.7" (11.9 cm) True HD IPS+ Display
Resolution	800 x 480 (16:9)
Pixel Density	167 PPI
Camera	8.0MP (rear) / 1.3MP (front)
Video	1080p (Full HD) @ 30fps
Connectivity	Wi-Fi, Bluetooth, NFC, USB
Battery	1800mAh
Dimensions	122.5 x 62.5 x 11.5 mm
Weight	125g
Colors	Black, White
Other	True HD IPS+ Display, Live Zooming, Smart Screen, Smart Hub, Smart Play, Smart Share, Smart TV, Smart Home, Smart Mail, Smart Calendar, Smart Weather, Smart News, Smart Sports, Smart Music, Smart Photos, Smart Video, Smart Games, Smart Apps, Smart Services, Smart Security, Smart Health, Smart Fitness, Smart Education, Smart Business, Smart Entertainment, Smart Lifestyle, Smart Travel, Smart Shopping, Smart Banking, Smart Healthcare, Smart Social, Smart Communication, Smart Productivity, Smart Creativity, Smart Innovation, Smart Future.

LG optimus G

### CROSS-TASKING WITH NEXT GENERATION QUAD CORE

Snapdragon S4 Pro Processor

### TRUE-VIEWING WITH TRUE HD IPS PLUS DISPLAY

Live Zooming

### A DESIGN MASTERPIECE WITH "TIMELESS VALUE"

Capacitance Touch

### MOMENT SEIZING FUN WITH "GENIUS CAMERA"

Smart Screen

Smart Share

Smart Mail

Smart Calendar

Smart Weather

Smart News

Smart Sports

Smart Music

Smart Photos

Smart Video

Smart Games

Smart Apps

Smart Services

Smart Security

Smart Health

Smart Fitness

Smart Education

Smart Business

Smart Entertainment

Smart Lifestyle

Smart Travel

Smart Shopping

Smart Banking

Smart Healthcare

Smart Social

Smart Communication

Smart Productivity

Smart Creativity

Smart Innovation

Smart Future

# LG OPTIMUS G ADVERTISING



# LG PRADA/CHOCOLATE ADVERTISING

**Mobile Innovation meets Avant-Garde Design**  
The Prada Phone by LG has combined a sleek, minimalist design with state-of-the-art technology. The Prada Phone by LG features a 4.3-inch screen, a 1.3GHz processor, and a 12MP camera, all in a slim, elegant package.

**Emotion**  
The Prada Phone by LG combines the world's most advanced technology with a timeless, sophisticated design, making the most of every moment.

**Style Icon**  
With an Italian heritage under the hood, the Prada Phone stands as a symbol of sophisticated design, using the highest quality materials.

**Key Features**  
- 4.3-inch Full Screen (Resolution: 800x480)  
- 1.3GHz Processor (MIPS)  
- 12MP Camera  
- 128GB Storage  
- 16GB RAM

**The Prada Phone by LG**  
LG Prada, a pioneer in consumer electronics and mobile phones, and Prada, one of the world's leading brands in the luxury goods industry, united the first completely touch screen mobile phone. The Prada Phone by LG is a real breakthrough in the industry, as it is a simple, sophisticated and elegant mobile phone with the first complete advanced touch screen.

**PRADA**  
LG



LG G PAD II ADVERTISING

Innovation for a Better Life

# LG G Pad II 10.1 FHD

Take Big Moments To Go  
10.1" Full HD

Reader Mode ON

Dual Window

Reader Mode

KNICKcode

FULL HD

Qualcomm snapdragon

LG Life's Good

LG G PAD II ADVERTISING

Innovation for a Better Life

# LG G Pad II 10.1 FHD

A Classic Take on Slim  
It's Hard to Resist with Stunning Healthy Food

Stay In The Moment Longer  
Reader Mode

Reader Mode

KNICKcode

FULL HD

Qualcomm snapdragon

LG Life's Good

KIA CATALOGUE



KIA CATALOGUE



KIA LEAFLET



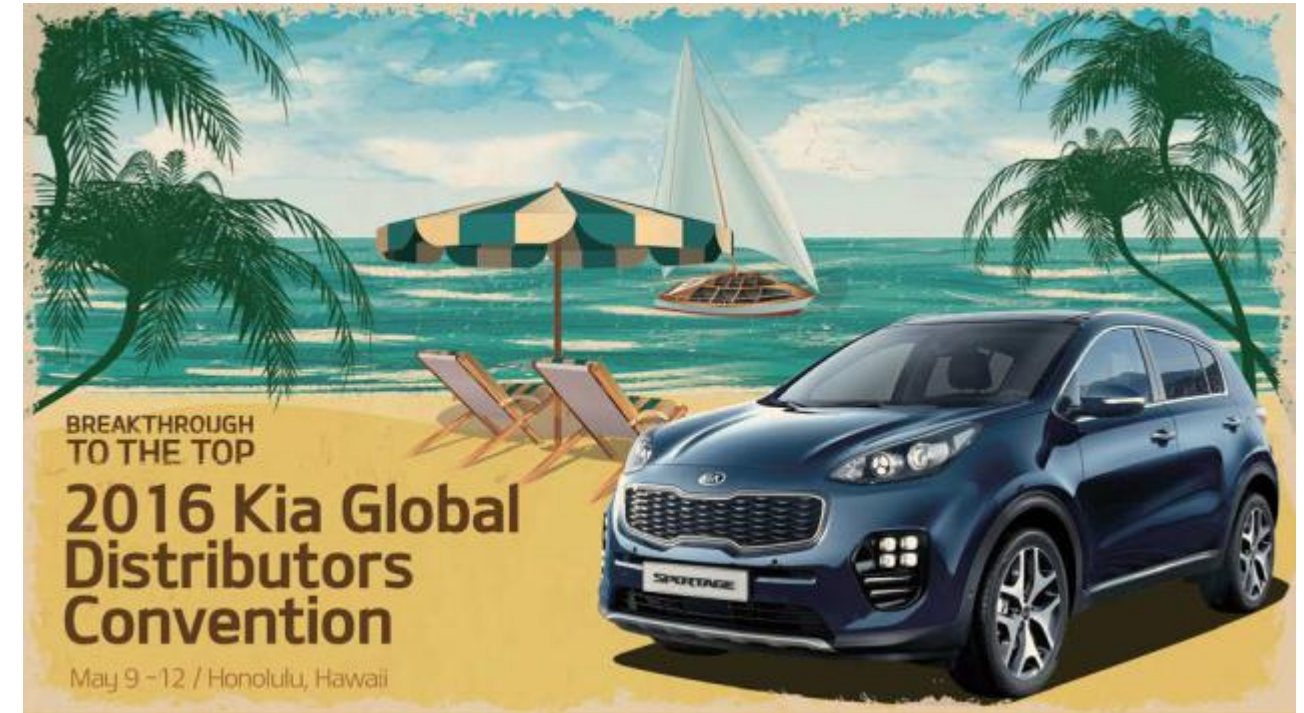
KIA LEAFLET



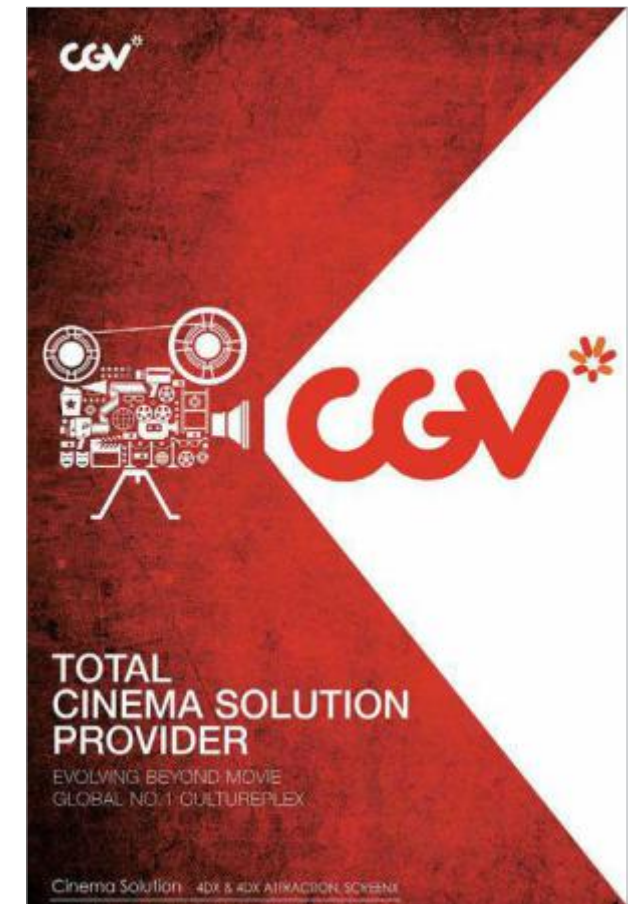
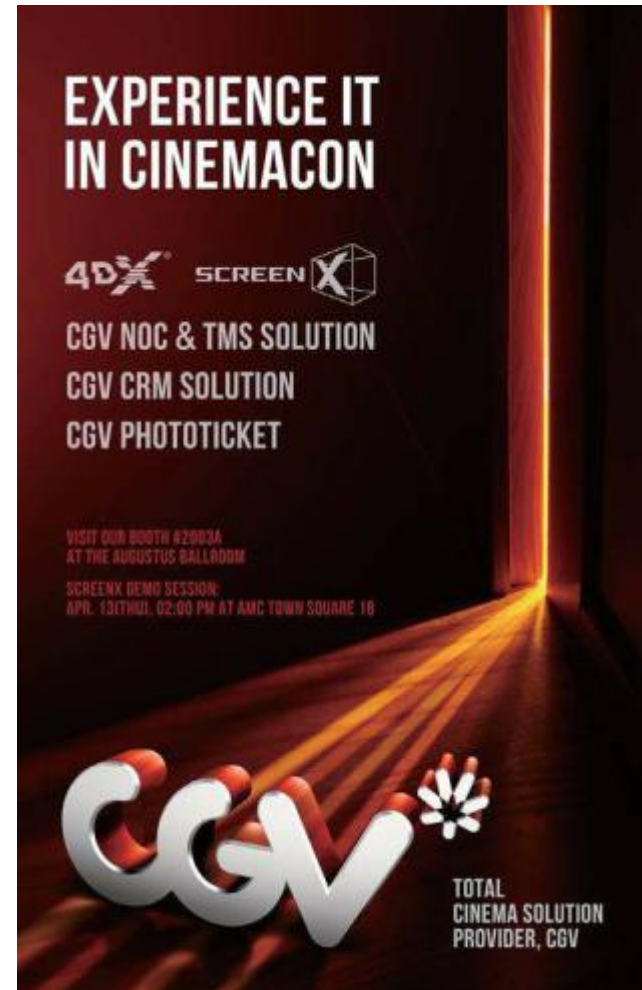
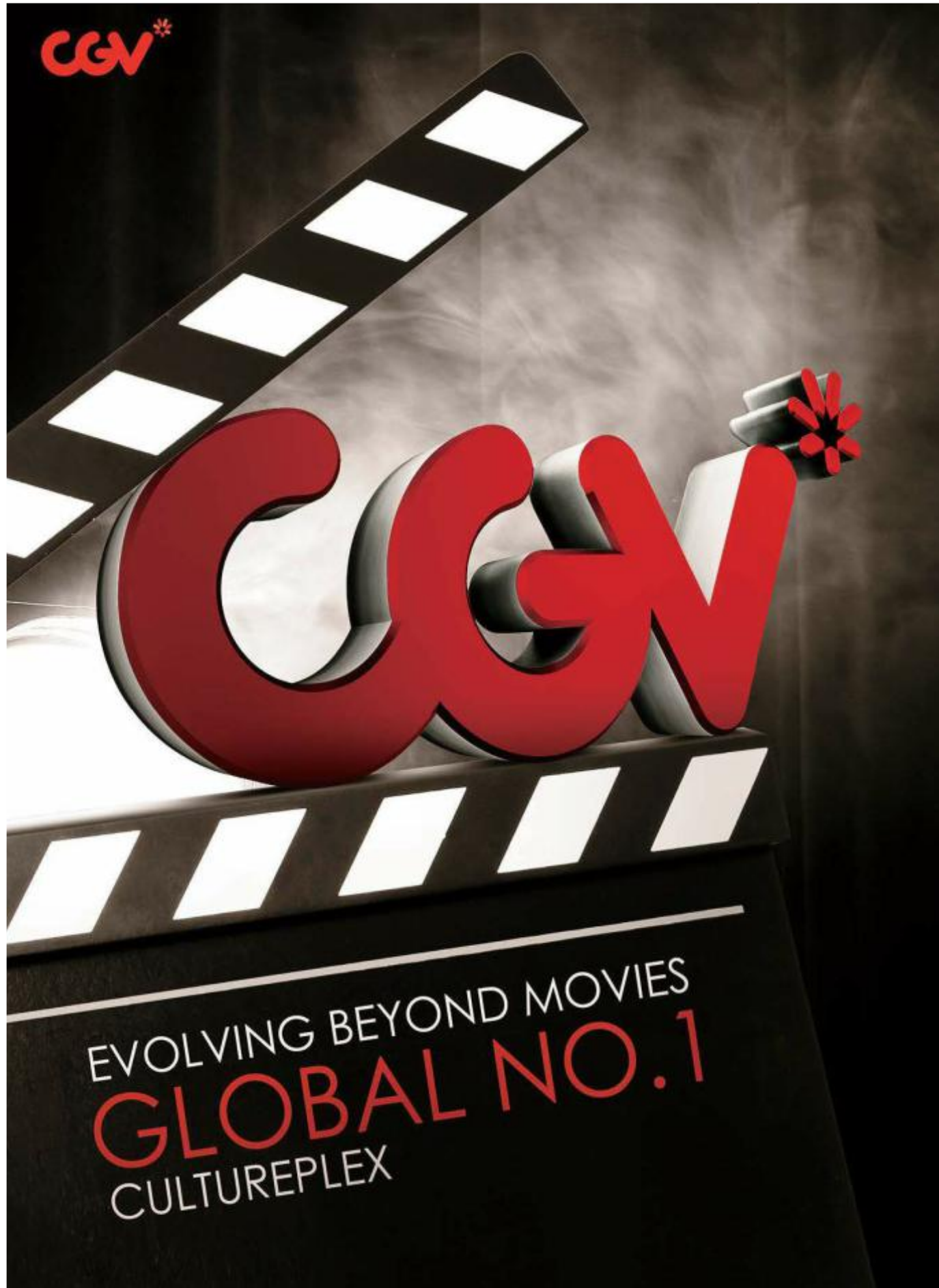
KIA ADVERTISING



KIA ADVERTISING









Absolute Cinema Experience

**4DX**<sup>®</sup>

**Imagine a New Cinema World**



**4DX**<sup>®</sup>

4DX

**Adventure beyond Experience**

It is time to transform the experience of watching a movie  
make it more intense and immersive by using all your senses

CJ 4DPLEX ADVERTISING



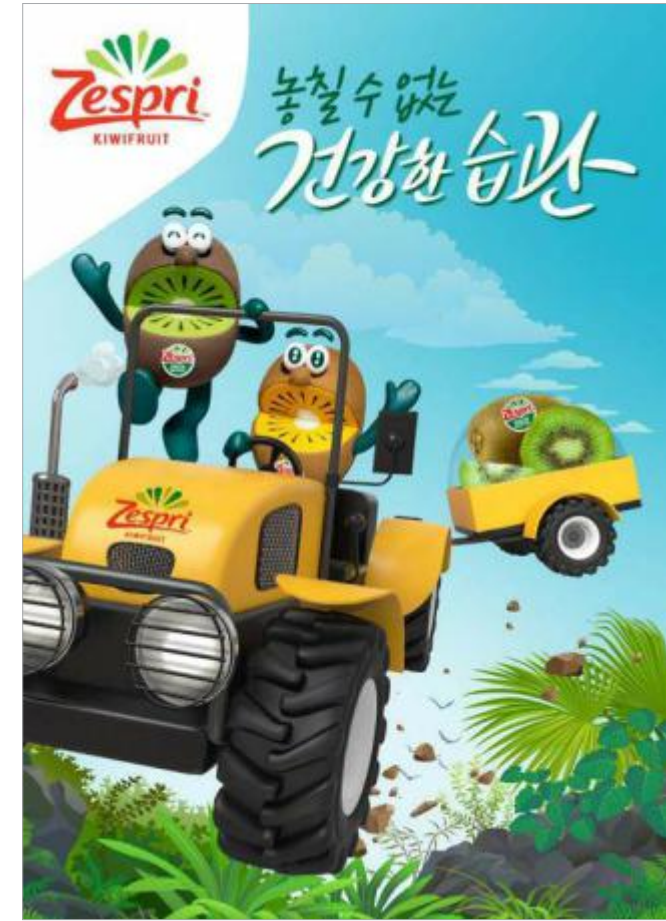
CJ 4DPLEX ADVERTISING







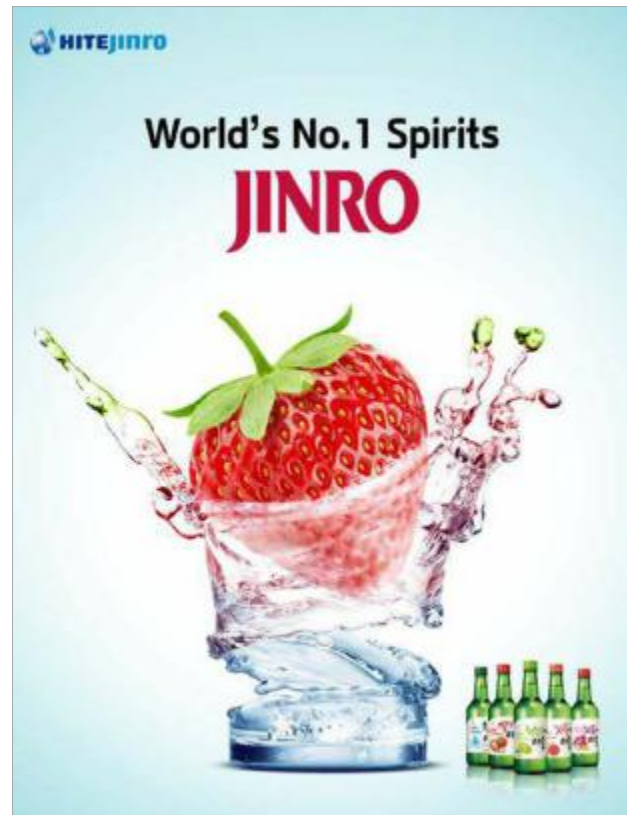
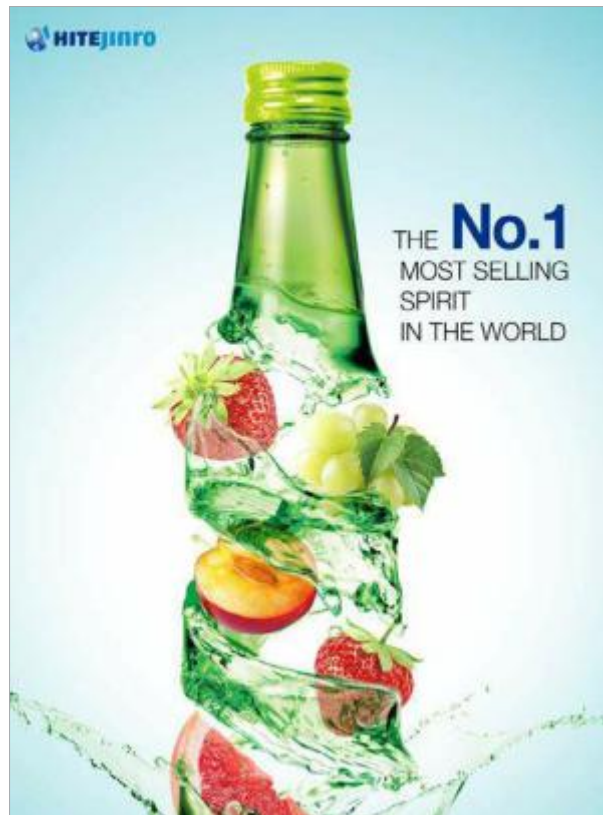
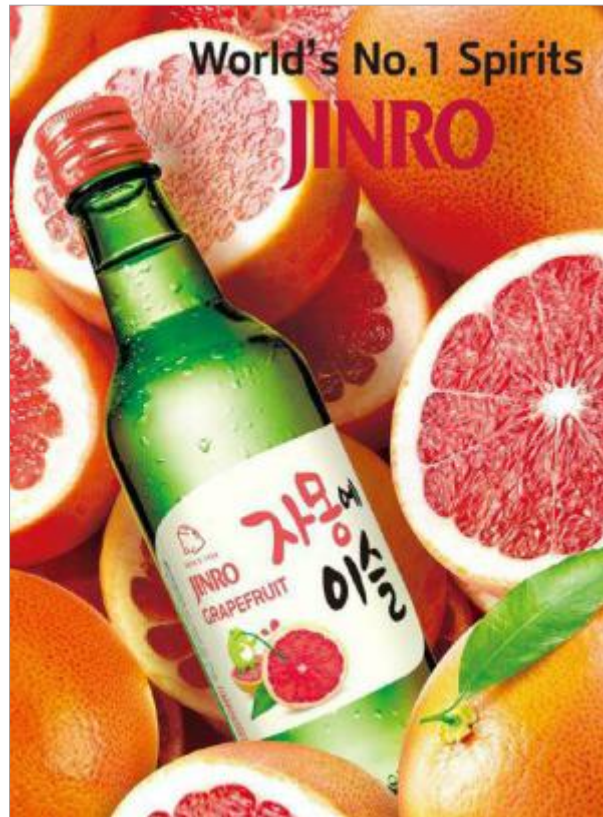
ZESPRI ADVERTISING



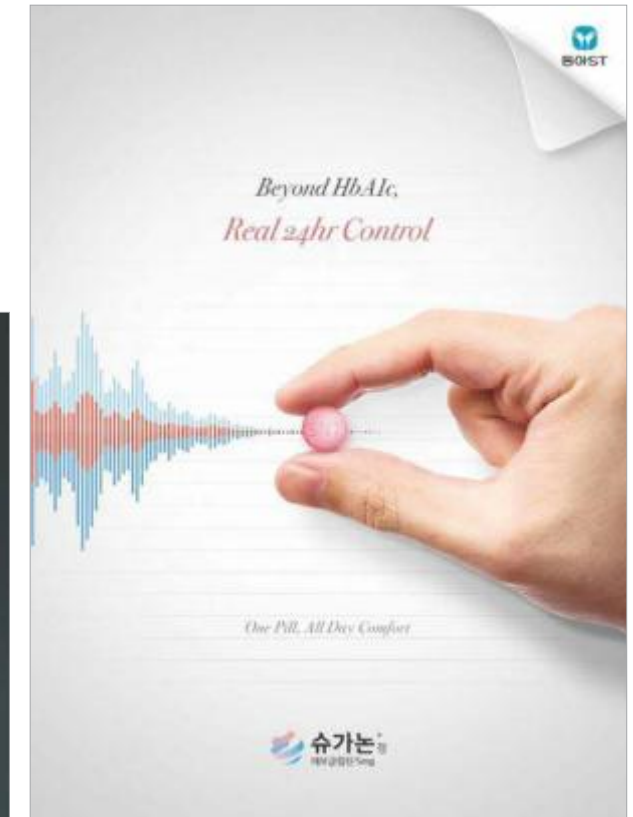
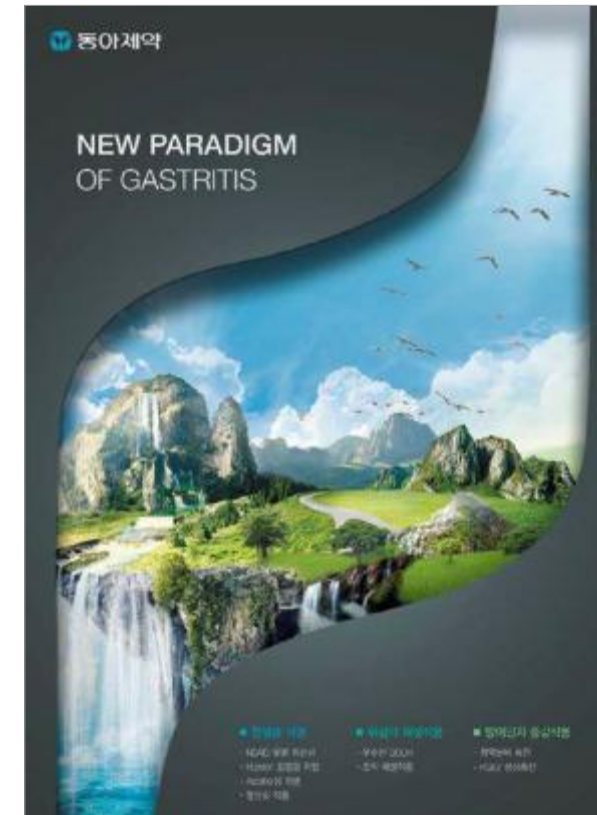
ZESPRI ADVERTISING



HITEJINRO ADVERTISING



DONG-A PHARM ADVERTISING





# ALWAYS CARING LIKE NO OTHER.

당신이 MINI를 선택한 순간부터, 우리의 케어는 시작됩니다. 늘 안심하고 더 멋지며 더 편안한 드라이빙을 위한 생각. 오래도록 MINI와 함께 할 수 있는 모든 방법을 고민합니다. 특별한 MINI만의 믿을 수 있는 케어 서비스를 경험하세요. 나아갈 25년, MINI의 미래는 이미 시작 되었습니다.

BMW 코리아 25주년 기념.  
MINI 'ALWAYS CARING' CAMPAIGN.




**ALWAYS CARING LIKE NO OTHER.**

당신이 MINI를 선택한 순간부터, 우리의 케어는 시작됩니다. 늘 안심하고 더 멋지며 더 편안한 드라이빙을 위한 생각. 오래도록 MINI와 함께 할 수 있는 모든 방법을 고민합니다. 특별한 MINI만의 믿을 수 있는 케어 서비스를 경험하세요. 나아갈 25년, MINI의 미래는 이미 시작 되었습니다.

BMW 코리아 25주년 기념.  
MINI 'ALWAYS CARING' CAMPAIGN.



## BMW ADVERTISING



**MAKING IT LAST WITH MINI CARE.**

당신이 MINI를 선택한 순간부터, 우리의 케어는 시작됩니다. 늘 안심하고 더 멋지며 더 편안한 드라이빙을 위한 생각. 오래도록 MINI와 함께 할 수 있는 모든 방법을 고민합니다. 특별한 MINI만의 믿을 수 있는 케어 서비스를 경험하세요. 나아갈 25년, MINI의 미래는 이미 시작 되었습니다.

BMW 코리아 25주년 기념.  
MINI 'LONG LASTING CARE' CAMPAIGN.



**25<sup>TH</sup> ANNIVERSARY**



**ALWAYS CARING LIKE NO OTHER.**

당신이 MINI를 선택한 순간부터, 우리의 케어는 시작됩니다. 늘 안심하고 더 멋지며 더 편안한 드라이빙을 위한 생각. 오래도록 MINI와 함께 할 수 있는 모든 방법을 고민합니다. 특별한 MINI만의 믿을 수 있는 케어 서비스를 경험하세요. 나아갈 25년, MINI의 미래는 이미 시작 되었습니다.

BMW 코리아 25주년 기념.  
MINI 'ALWAYS CARING' CAMPAIGN.







JOHNNIE WALKER POSTER





SMIRNOFF POSTER



# 명품 콘텐츠 생산기지

## SBS 미디어그룹

SBS 미디어그룹은 지주회사인 SBS미디어홀딩스를 중심으로 전국 네트워크 지상파 방송사 SBS를 비롯해 콘텐츠 제작, 유통, 케이블 MPP 등 사업별 전문 계열사를 보유하고 있습니다.

급변하는 미디어 환경과 무한 경쟁 시대에 '지혜의 눈으로 내일을 봄으로써 세상을 밝게 만들어갑니다'라는 비전으로 국내 미디어 산업의 리더에서 글로벌 미디어그룹으로의 도약을 위한 힘찬 발걸음을 계속하고 있습니다.

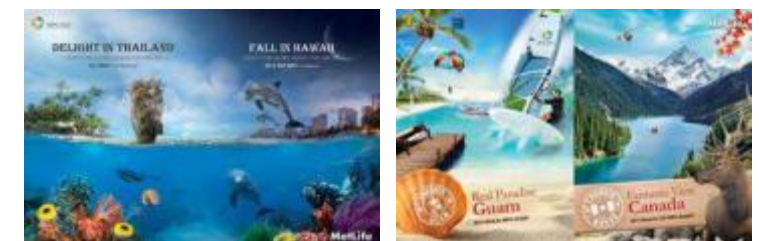


SBS MEDIA HOLDINGS  
ADVERTISING & PRINT





METLIFE POSTER



LG SMARTTV ADVERTISING

HOW SMART IS YOUR  ?

# Smart is Boundless

Unlimited content in the palm of your hands.



# LG SMARTTV CATALOGUE



# LG SMARTTV CATALOGUE





## FEEL THE FUTURE HERE

2015 LG TV delivers features like Perfect Picture Quality, Premium Sound, Premium Design, and Perfect Viewing Pleasure that will leave you breathless. LG TV not only perfect you, but also your viewing pleasure.



# LG MONITOR CATALOGUE

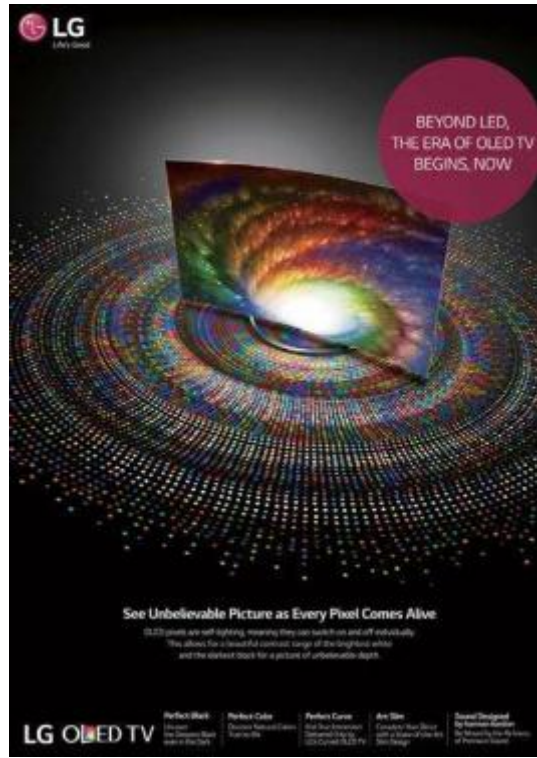


# LG SMARTTV CATALOGUE





# LG OLED TV ADVERTISING



# LG OLED TV ADVERTISING



LG MONITOR ADVERTISING



Imagine  
the beauty of life  
the world of freedom to create.



19" LCD MONITOR - FLATRON L1900J



Thank you for inspiring my life



19" LCD MONITOR - FLATRON L1900R



All the right  
things you have  
from and  
and every  
side up  
the way



19" LCD MONITOR - FLATRON L1900E



## LASTING SERENITY IN YOUR HOME

LG's cutting edge products are designed to bring you tranquil peace of mind.  
More freedom to enjoy your life.

# LG REFRIGERATOR CATALOGUE



# LG WASHING MACHINE LEAFLET



# LG WASHING MACHINE ADVERTISING



# LG WASHING MACHINE PRINT & LEAFLET

**UPGRADED DURABILITY AND RELIABILITY BY DIRECT DRIVE**

LG Inverter Direct Drive technology will maximize washing performance with 10 years motor warranty.

www.lg.com

**LG**  
Life's Good

**DD MOTOR**  
Direct Drive Motor  
**10 YEAR**  
WARRANTY

**Inverter Direct Drive**  
By eliminating its belt and pulley, LG's Inverter Direct Drive System increases the motor's efficiency - thus cutting back on energy use - and makes it less susceptible to breakdowns. The simplified system helps reduce noise levels as well.

**High energy efficiency** **Less noise** **Less vibration**

**VDE**  
Life's Good system  
Life's Good system  
Life's Good system  
Life's Good system  
ID: 40030988  
Warranty for 10 years

**LAUNCE PUISSANT TOIT EN FRENANT SOIN DES ARTICLES DELICATS**  
100% Garantie 10 ans sur le moteur

**LG**

**VDE**  
Life's Good system  
Life's Good system  
Life's Good system  
Life's Good system  
ID: 40030988  
Warranty for 10 years





How Maroon 5 Listens to Maroon 5

# MAROOON 5

## JBL ADVERTISING





나랑 과일할래요?  
벚꽃 여운이 드리운봄

벚꽃에도 향기가 있다

자몽 혹은 망고

너로 인해

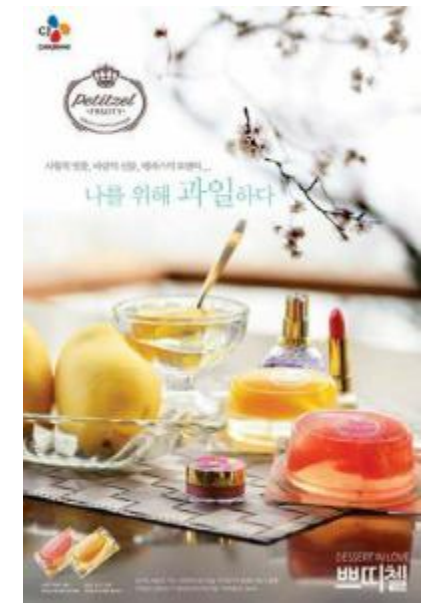
사월은 향기로 기억된다



쁘띠첼 프레시젤리 | 망고, 자몽

방부제, 보존제, 색소, 아무것도 넣지 않은 퓨어젤라에 생생한 과일이 듬뿍!  
부드럽고 깔끔해서 더 좋아진 프리미엄 과일 디저트를 만나보세요.

DESSERT IN LOVE  
쁘띠첼



CJ ADVERTISING



CJ LEAFLET





CJ LEAFLET



CJ LEAFLET



CJ LEAFLET



CJ LEAFLET





SUNTORY ADVERTISING



KPU ADVERTISING

**“레벨이 다르다”**

3년 연속 전국 4년제 대학 취업률 1위(다그름), 청년드림대학 최우수대학 선정, 교수 1인당 연구비 전국 5위, 6년 연속 교육역량강화사업 선정, 정부지원 국책사업 4관왕

한국산업기술대학교  
Korea Polytechnic University

2014학년도  
신입생 모집  
14-1880-2036

●원서접수 : 2013. 12. 20(월) ~ 24(목)  
●입학안내 : 1588-2036, http://iphak.kpu.ac.kr

**엄마가 좋아합니다**

우리 엄마는 힘든 줄어도 제 등록금 걱정은 안 하신대요.  
투명하게 쓰이는 우리 학교 등록금의 높은 환원율을 잘 아시기 때문이죠.

Mothers LIKE KPU

등록금 환원율  
전국 10위

한국산업기술대학교  
Korea Polytechnic University

**제 선택을 좋아합니다**

친구들이 낯만을 품곤 때 저는 미래를 꿈꾸었어요.  
제가 지금의 직장에 입사한 건 취업일본 신기대를 선택했기 때문이죠.

Companies LIKE KPU

195개 기업과  
공동 프로젝트  
실용중심교육

3년 연속  
취업률 1위  
(다그름)

한국산업기술대학교  
Korea Polytechnic University

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취직하고 바로 업무에 배치된 건 자원이거든요.  
우리 학교의 실용중심교육 덕분이죠.

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Mothers LIKE KPU

등록금 환원율  
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Companies LIKE KPU

3년 연속  
취업률 1위  
(다그름)

기업에서 믿고 찾는 대학교  
**We Like KPU**

- 2014학년도 신입생 모집**
- 원서접수 : ① 수시 1차 : 2013. 9. 4(수) ~ 9. 13(금)  
② 수시 2차 : 2013. 11. 11(월) ~ 11. 15(금)
  - 정시(나-다군) : 2013. 12. 20(금) ~ 12. 24(화)
  - 입학안내 : 1588-2036, http://iphak.kpu.ac.kr

**한국산업기술대학교**  
Korea Polytechnic University



P.O.P

BIGGER < BETTER

To be different and unique.  
That is O!HOO Communication.

# P.O.P



제품에 대한 철저한 연구와 고찰로 Client 및 고객의 Needs를 정확히 파악하여 최상의 마케팅 솔루션을 제공합니다. 참신하고 신선한 아이디어와 차별화 된 디자인은 브랜드의 Identity를 유지 및 강화 시키며 Sales Point를 명확하게 전달하기 위하여 직관적이고, 이해도가 높은 크리에이티브를 제공합니다.

Through endless efforts to think outside of the box, we came up with creative designs that bring life to the brand and successfully communicate with the consumers. As an agency with initiative and drive, O!HOO also promises to provide effective premium brand building strategies to strengthen and maintain the brand image.



KIA POSM



KIA POSM



# EMART VIETNAM STORE POP





# EMART VIETNAM STORE POP



# EMART VIETNAM STORE POP



ZESPRI POSM



ZESPRI POSM



# HITEJINRO POSM



# BMW POSM



# DENBY PACKAGE



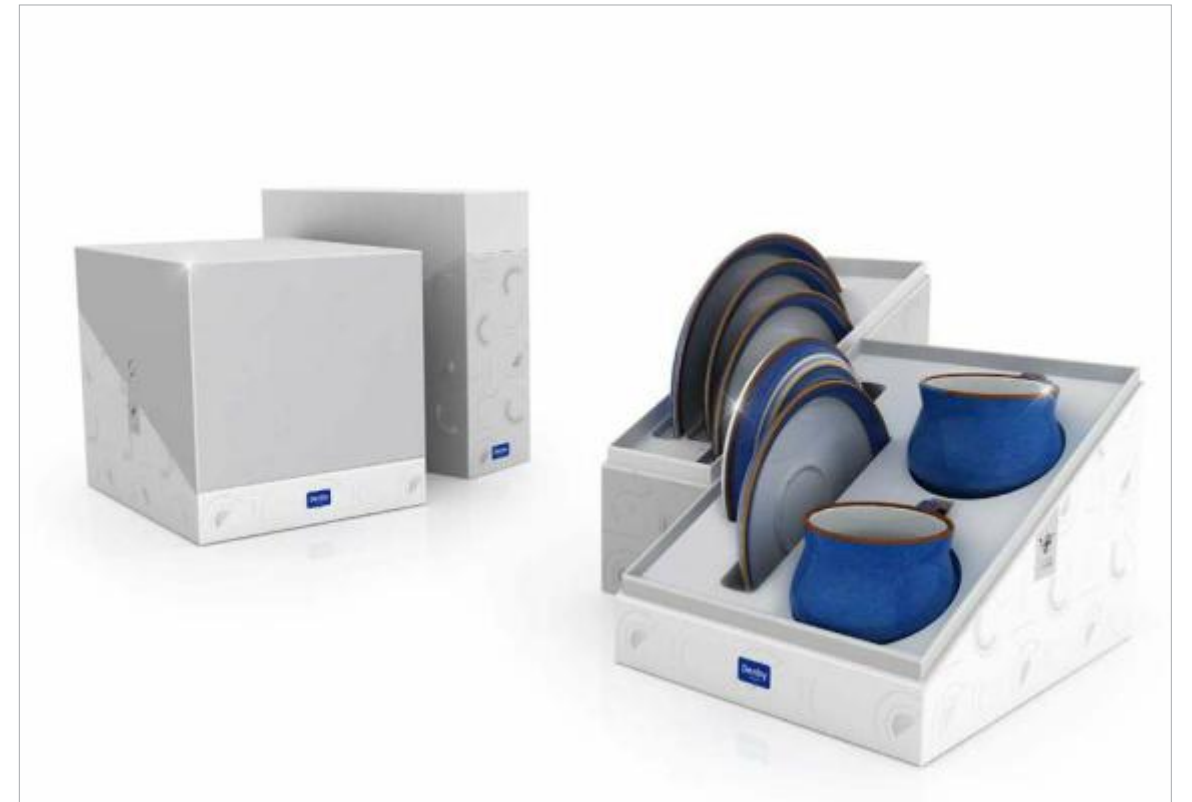
# DENBY PACKAGE



# DENBY PACKAGE



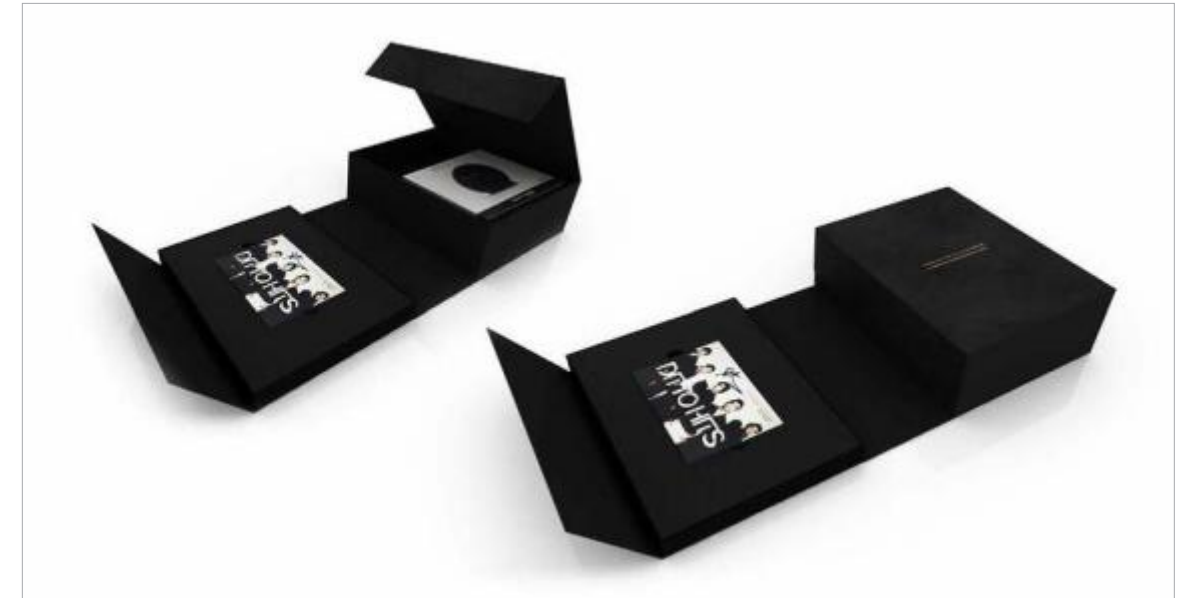
# DENBY PACKAGE



# HARMAN GENESIS GIFT PACKAGE



# HARMAN GENESIS GIFT PACKAGE



SUNTORY POSM



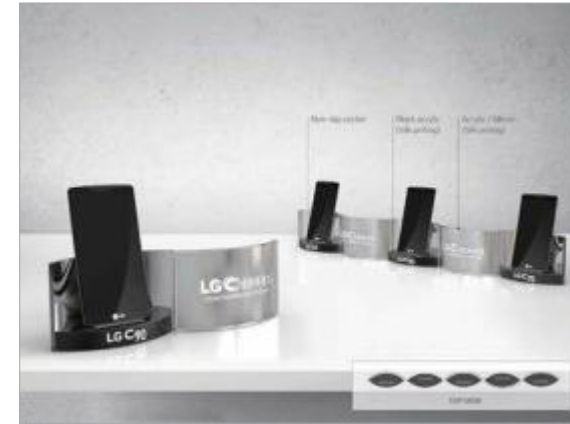
SUNTORY POSM



# LG MOBILE POSM

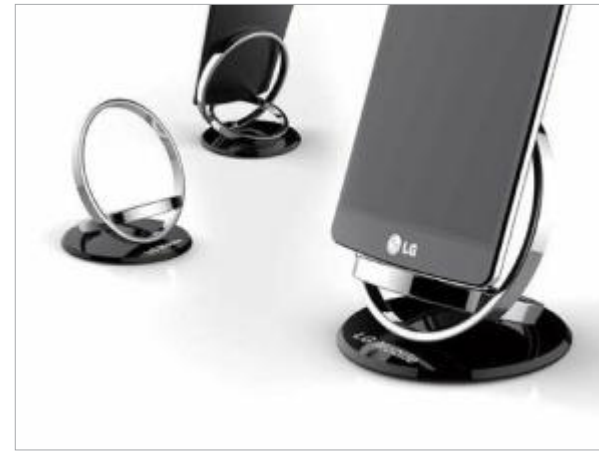


# LG MOBILE POSM





LG MOBILE POSM



LG MOBILE POSM





# Welcome to the New Dimension Sound

2013 LG DIGITAL MEDIA



## LG SMARTTV POSM



# Time to be free

## New Technology to give you more freedom

Introducing a family of new LG technologies that gives you more time to enjoy your life, and less time to do chores.

From faster fridge access, to faster cooking times, LG has gone to great lengths to make your life easier and more convenient.



# LG REFRIGERATOR POSM



# LG REFRIGERATOR POSM



LG WASHING MACHINE / VACUUM CLEANER POSM



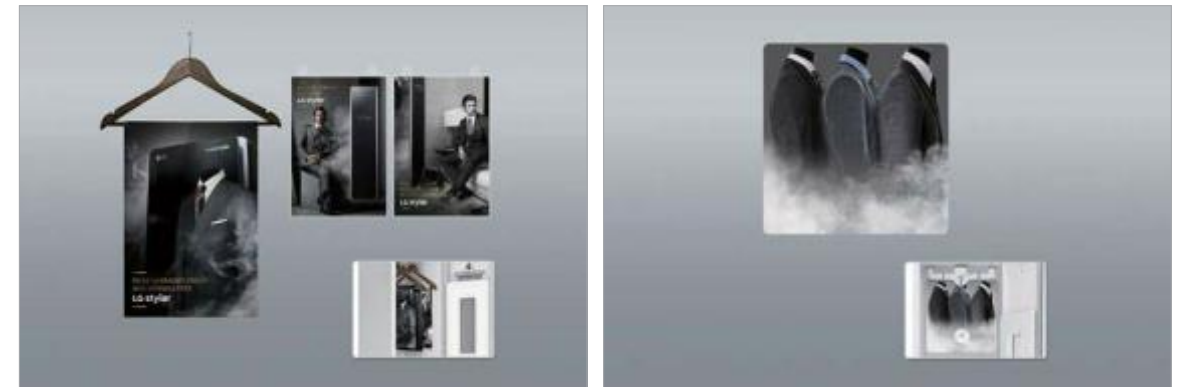
WELLS POSM



# LG STYLER POSM



# LG STYLER POSM



# LG REFRIGERATOR POSM



# LG WASHING MACHINE POSM



# LG AIR CONDITIONER POP



# LG AIR CONDITIONER POP



Style Your Space





# VITABRID C<sup>12</sup> POSM



# CJ POP



CJ POP



CJ POP



CJ POSM



CJ POSM



DISPLAY

O!HOO = DIFFERENCE

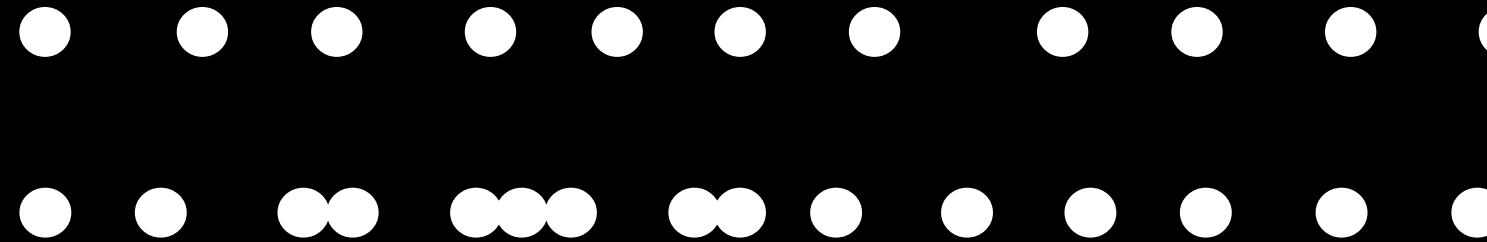
# DISPLAY

새 숨을 불어넣는 전략적 Total Shop Display의 Brand Identity 유지에 힘을 실어 기업 및 브랜드의 전략적 마케팅 활동을 적극적으로 지원합니다. 상상을 뛰어넘는 최상의 디자인은 고객과 Client의 마음까지 사로잡는 Creative를 제공합니다.

We provide the best possible marketing solutions through comprehensive research and accurate analysis of our clients' needs. The unique fresh ideas and designs enhance brand identity and help deliver the sales point directly and precisely.



DUNHILL  
*of London Limited*  
TOBACCO



# DUNHILL POSM





# BMW DISPLAY RACK



# BMW DISPLAY RACK





HITEJINRO POSM



HITEJINRO POSM



# ZESPRI POSM



# CJ POSM



# SUNTORY DISPLAY RACK



# SUNTORY DISPLAY RACK



# ALESTON DISPLAY RACK



# CORONA DISPLAY RACK



# STELLA ARTOIS POSM



# HOEGAARDEN DISPLAY RACK



# BUDWEISER DISPLAY RACK



# GUINNESS DISPLAY RACK



# JOHNNIE WALKER DISPLAY RACK



# SMIRNOFF DISPLAY RACK



# AKG DISPLAY RACK



# AKG SHOWCASE





## AKG DISPLAY RACK



## HARMAN DISPLAY RACK



# HARMAN DISPLAY RACK



# LEXICON DISPLAY RACK



# JBL DISPLAY RACK



# JBL DISPLAY RACK



# JBL DISPLAY



# JBL DISPLAY RACK



# LG AIR CONDITIONER DISPLAY RACK



# LG AIR CONDITIONER DISPLAY RACK



## LG ARTCOOL DISPLAY RACK



## LG LED LIGHTING DISPLAY RACK



## LG AIR CONDITIONER DISPLAY RACK



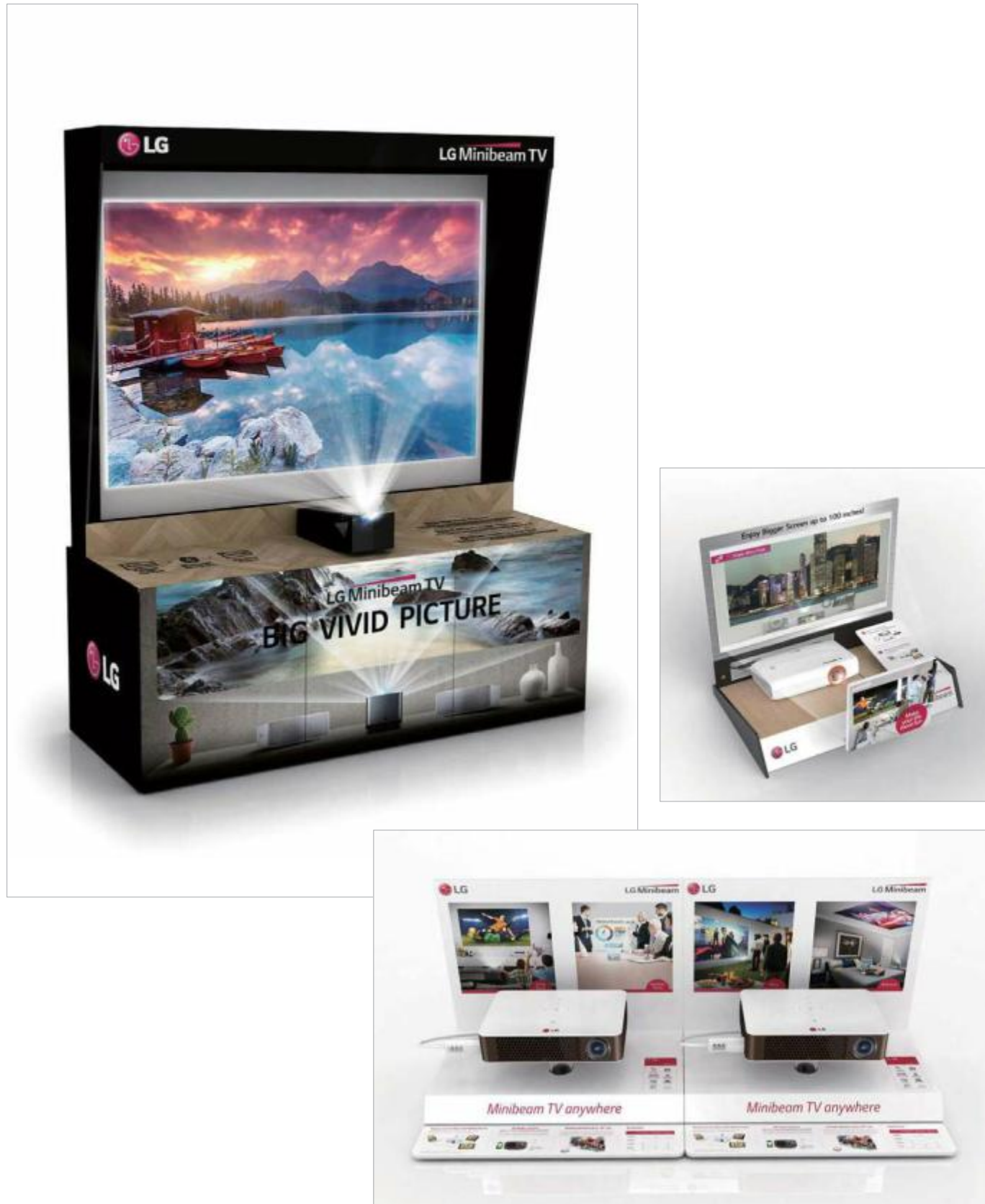
LG PURICARE DISPLAY RACK



LG PURICARE DISPLAY RACK



## LG MINIBEAM DISPLAY RACK



## LG TONE SERIES DISPLAY RACK





# LG HOME APPLIANCE DISPLAY RACK



# LG HOME APPLIANCE DISPLAY RACK



# LG HOME APPLIANCE DISPLAY RACK



# LG HOME APPLIANCE DISPLAY RACK



LG VACUUM CLEANER DISPLAY RACK



LG VACUUM CLEANER DISPLAY RACK



# LG CAV DISPLAY RACK



# LG CAV DISPLAY RACK



# LG MOBILE DISPLAY RACK



# LG MOBILE DISPLAY RACK



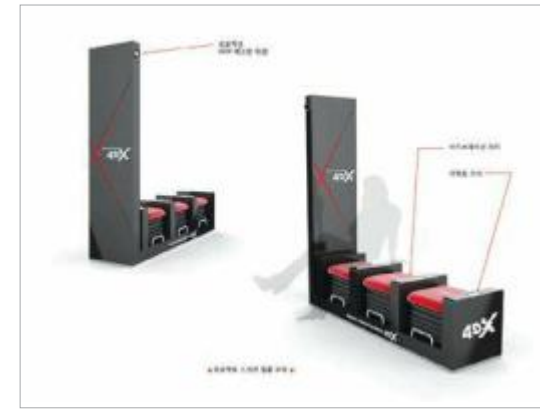
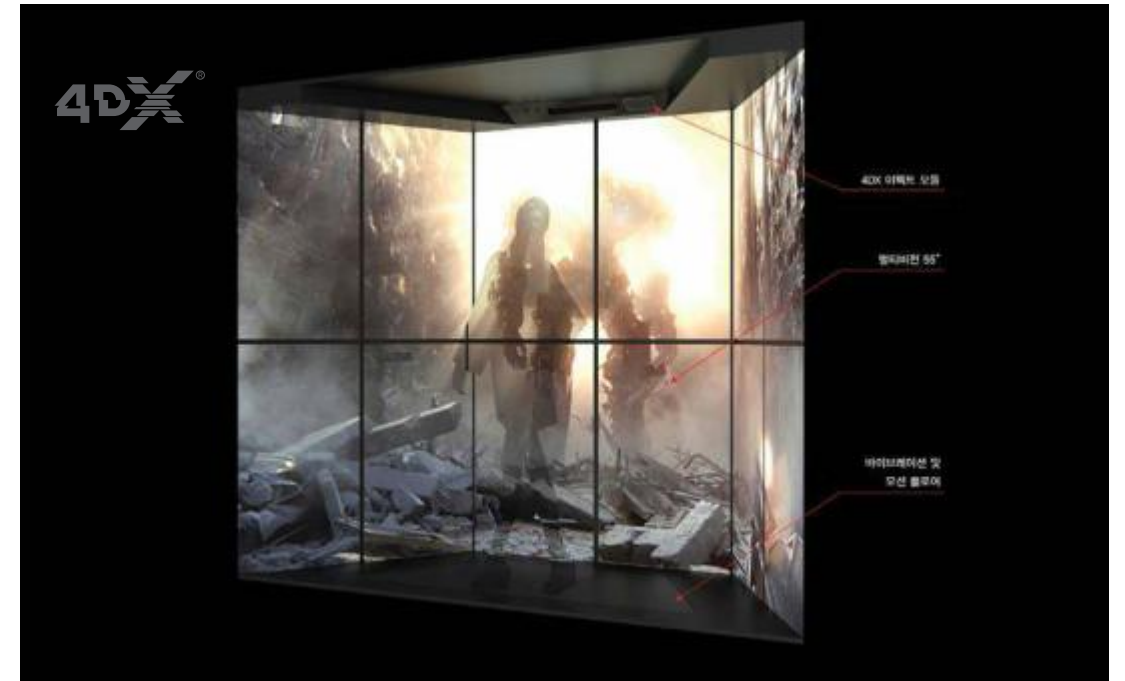
# LG STYLER DISPLAY RACK



# LG STYLER DISPLAY RACK



# CJ 4DPLEX DISPLAY RACK



## VITABRID C<sup>12</sup> DISPLAY RACK



## HANKOOK TIRE DISPLAY RACK





PROMOTION

BIG CONCEPTS

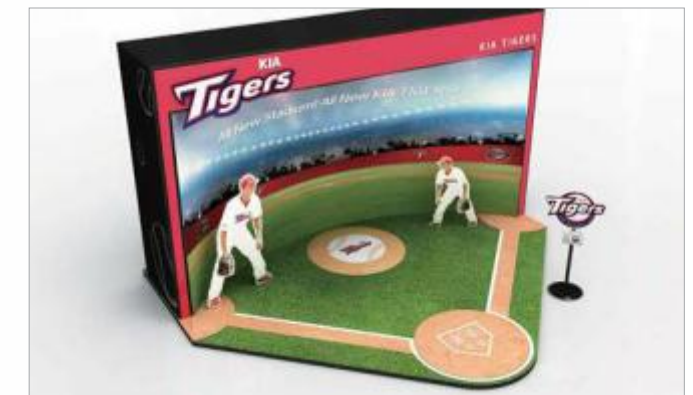
# PROMOTION

Client가 제공하는 서비스가 매력적으로 보이도록  
고객에게 하는 고백, 고객과 Client를 잇는 견고한 다리가 됩니다.  
차별화된 Benefit을 극대화하여 진정으로 고객의 마음을  
움직일 수 있는 Unique한 제안을 하였습니다.

In order to make our clients attractive to their  
consumers, we strive hard to serve as the "bridge."  
Maximizing the benefits of differentiation,  
we will provide unique proposals that can truly  
move the hearts of the consumers.



KIA PROMOTION



KIA PROMOTION



KIA PROMOTION



# KIA PROMOTION



# CORONA PROMOTION



# SUNTORY PROMOTION



# OTHER PROMOTIONS



# KYUNG DONG S-WOOD PROMOTION



# KYUNG DONG S-WOOD PROMOTION



INTERIOR & EXHIBITION

COMMON THING



DISTINGUISHED



# INTERIOR & EXHIBITION

공간에 대한 새롭고 무한한 상상, 가치있는 연출을 위한 특별한 생각을 합니다. Client보다 한 걸음 앞서 더 차별화되고 자부심을 가질 수 있는 감동의 공간을 담아내겠습니다.

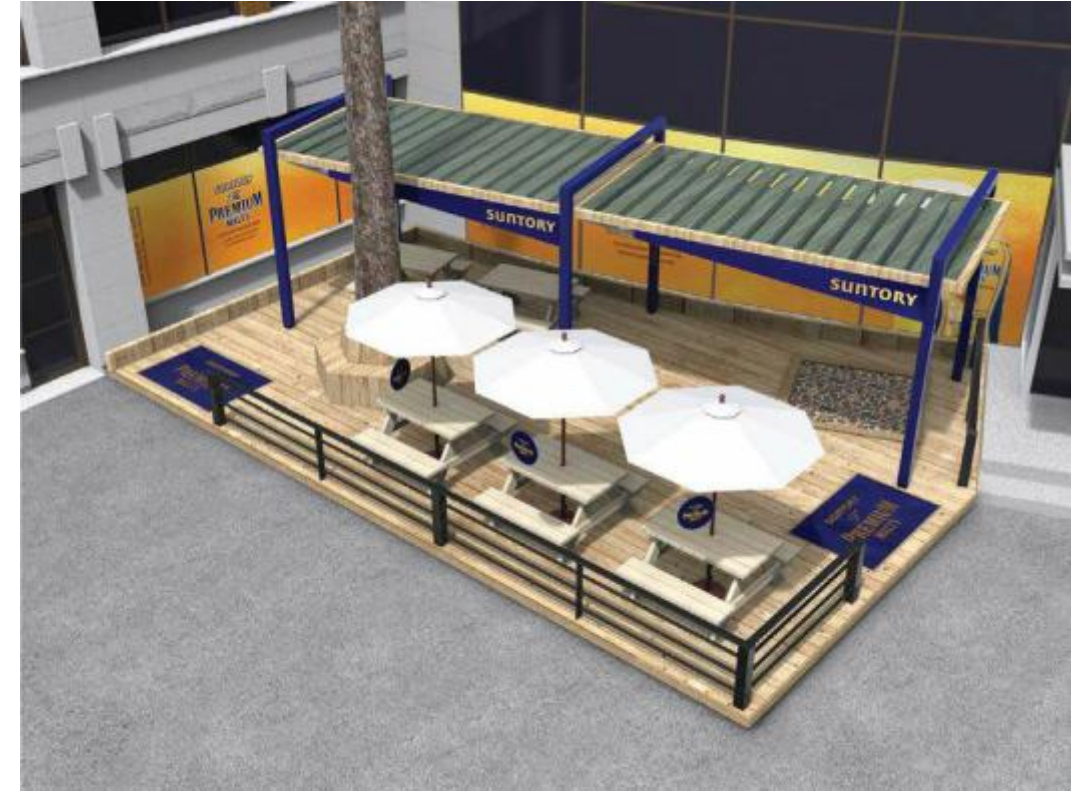
Total Shop Display is a comprehensive strategy to give fresh breath to the brand. It fully supports corporate brand marketing initiatives by aiding and focusing on retaining the brand identity. The best-in-class designs created by our talented staff exceed our clients' expectations and provide the most promising creative solutions in the industry.



SANTORY EXTERIOR (PINESTONE C.C)



SANTORY EXTERIOR (PINESTONE C.C)



# HARMAN INTERIOR



# HARMAN INTERIOR



# HARMAN INTERIOR



# HARMAN INTERIOR



# HARMAN STORE INTERIOR



# HARMAN STORE INTERIOR



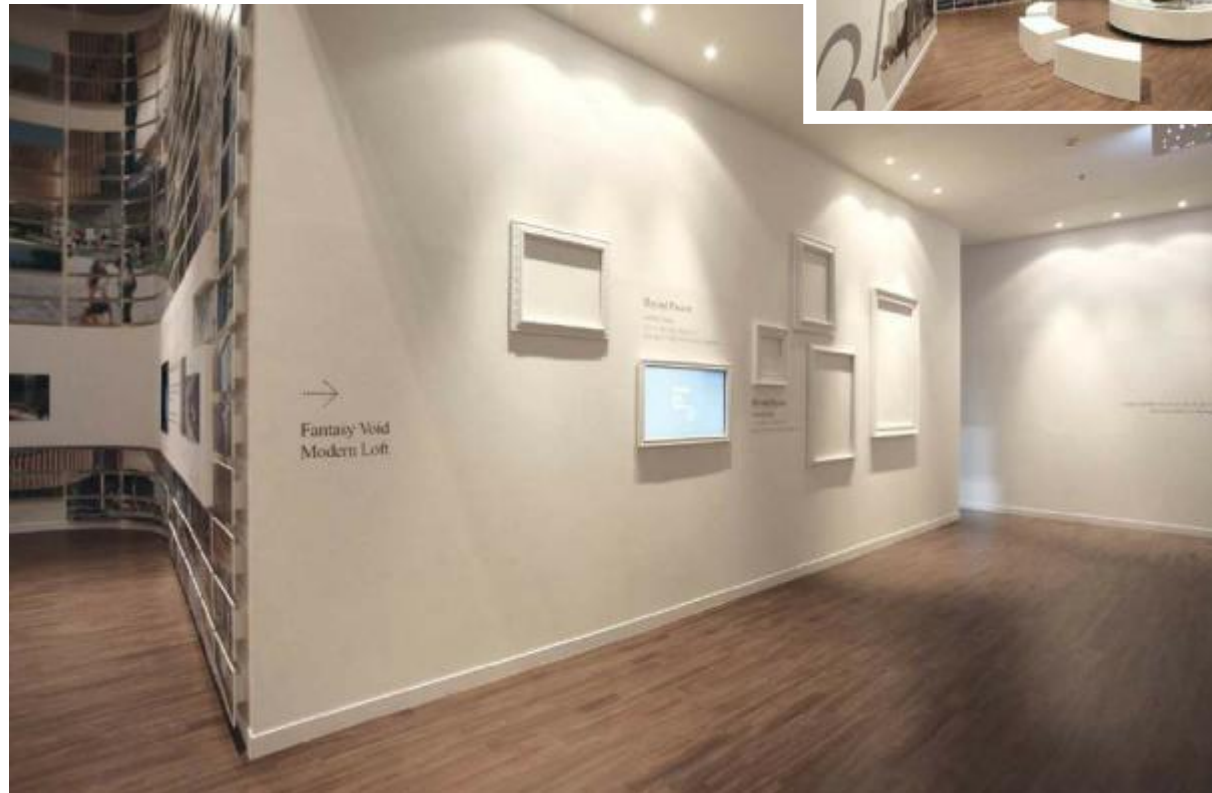
HYUNDAI PREMIUM OUTLET



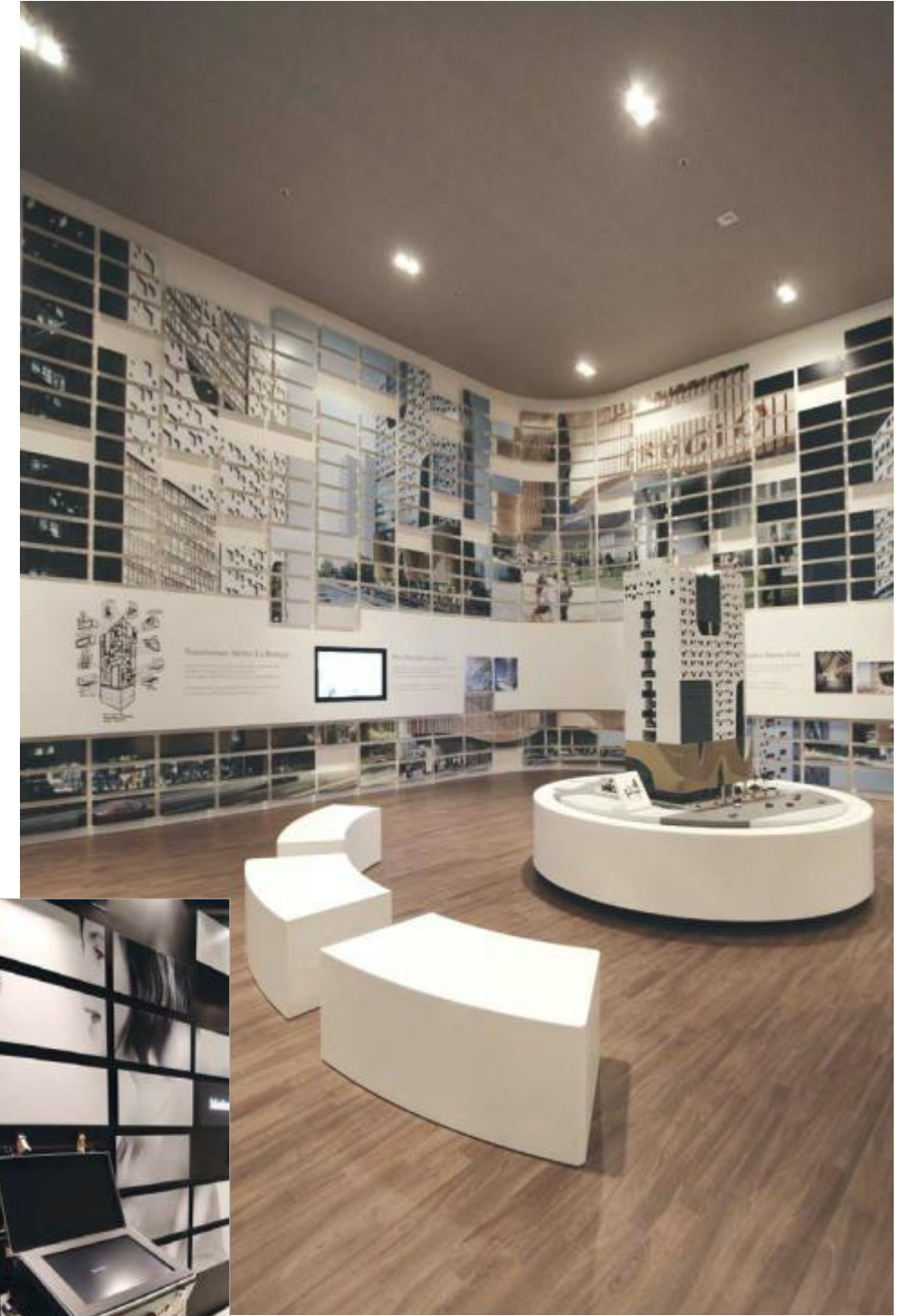
HYUNDAI PREMIUM OUTLET



# LABOTE MODEL HOUSE INTERIOR



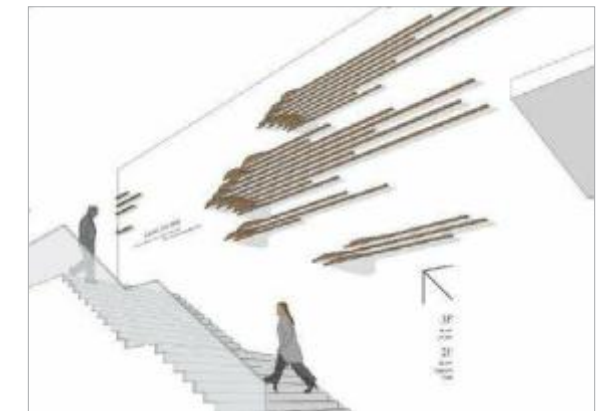
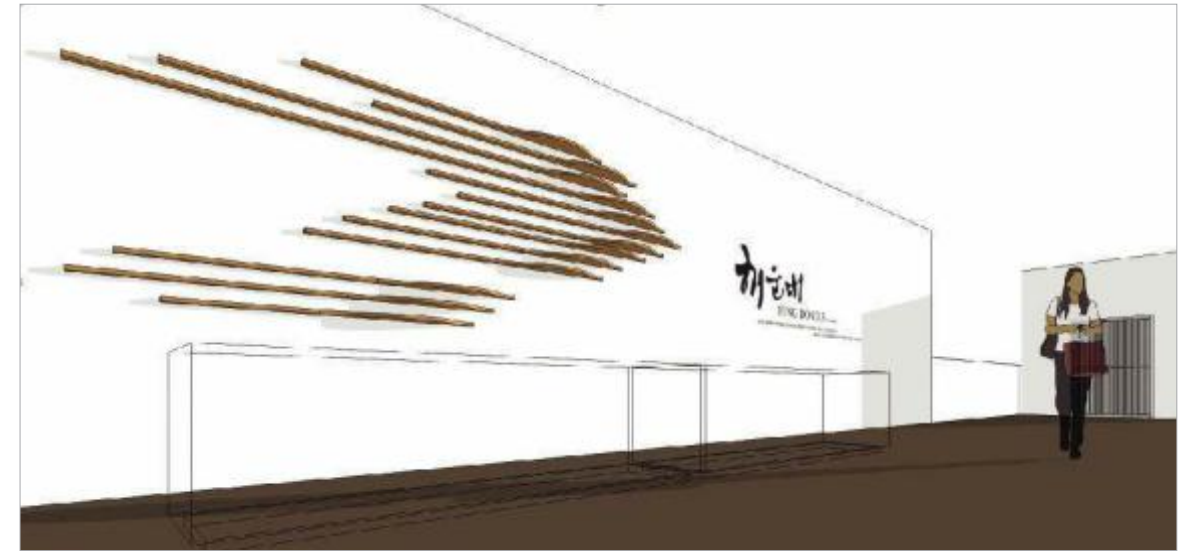
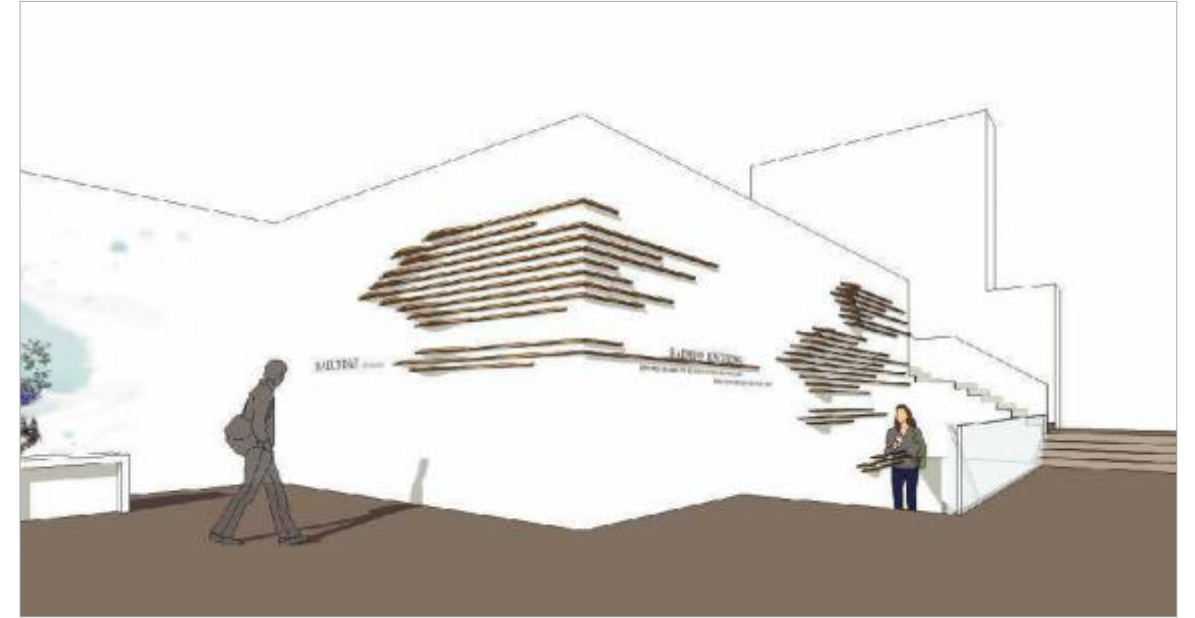
# LABOTE MODEL HOUSE INTERIOR



HAEUNDAE RAEMIAN MODEL HOUSE INTERIOR



HAEUNDAE RAEMIAN MODEL HOUSE INTERIOR





## HAEUNDAE RAEMIAN MODEL HOUSE INTERIOR



## INCHEON 151 TOWER INTERIOR



# INTERCONTINENTAL



# INTERCONTINENTAL



S-WOOD



S-WOOD



DAEWOO



DAEWOO



# DAEWOO



# TESLA



# GOODYEAR



# CMG



HYUNDAI PREMIUM OUTLET



HYUNDAI PREMIUM OUTLET



## CHINA STONE MUSEUM INTERIOR



## CHINA APARTMENT INTERIOR





# KIA ROAD SHOW BOOTH



# LG BRAND SHOP INTERIOR



VISUAL BRAND STRATEGY &  
COMMUNICATION DESIGN

CREATING BRANDS THAT  
CREATE NEW BUSINESSES

# 9 DESIGN PRINCIPLES

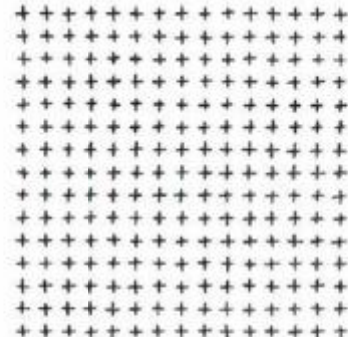
브랜드에 9가지 무형의 디자인 가치를 담아 브랜드 가치를 고객이 보고 경험할 수 있는 유형의 것으로 창조합니다.

We have put together 9 intangible principles into tangible designs that our clients can see and experience.



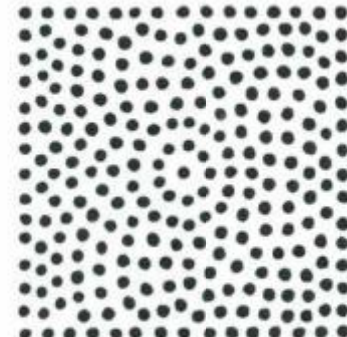
## Aesthetic

오랜 세월 가치가 지속될 시각적, 조형적 언어를 창출합니다.



## Detailed

사용자를 배려하여 디테일에 세심한 정성을 다합니다.



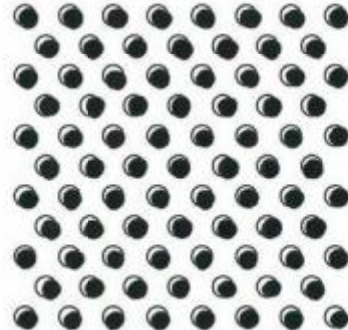
## Emotional

사용자의 감성을 자극하는 전략으로 감동을 전합니다.



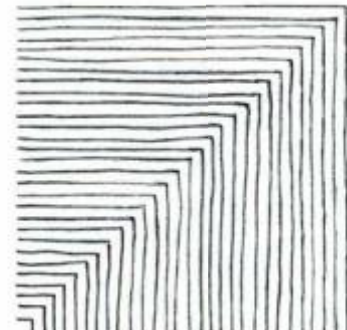
## Sustainable

환경까지 고려한 디자인으로 지속가능한 브랜드를 설계합니다.



## Unique

브랜드의 고유성을 실려 개성있는 아이덴티티를 정립합니다.



## Innovative

혁신적 아이디어로 브랜드 가치를 상승시킵니다.



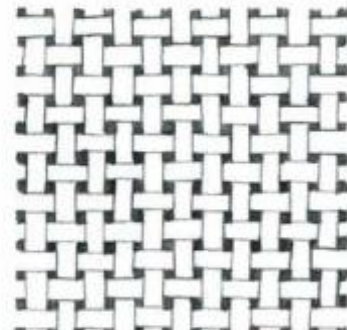
## Flexible

다양한 환경과 개성있는 사용자를 만족시키는 유연한 디자인을 추구합니다.



## Energetic

열정적인 에너지를 바탕으로 디자인에 탄력성을 더합니다.



## Analytic & Logical

분석적 사고와 논리적 전개로 디자인에서 신뢰감이 드러납니다.

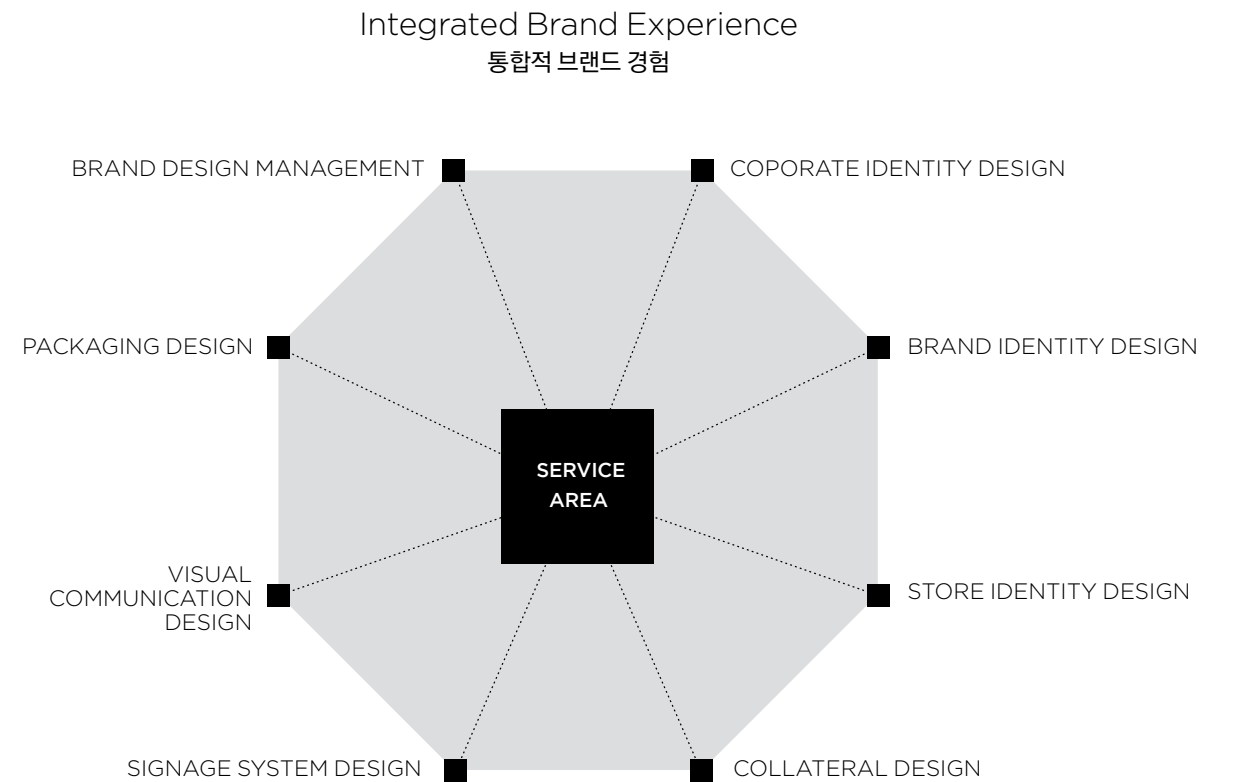
# SERVICE AREA

CI, BI, 편집, 패키지, 사인 등 브랜드 디자인 전반에 걸친 서비스를 제공합니다.

또한 브랜드적 관점을 다양한 매체에 적용하여 총체적인 브랜드 경험을 창출하고 브랜드의 가치를 향상시킵니다.

We provide CI, BI, editing, packaging, signaging, and other brand design services.

Moreover, we improve the brand value by applying integrated brand experience.



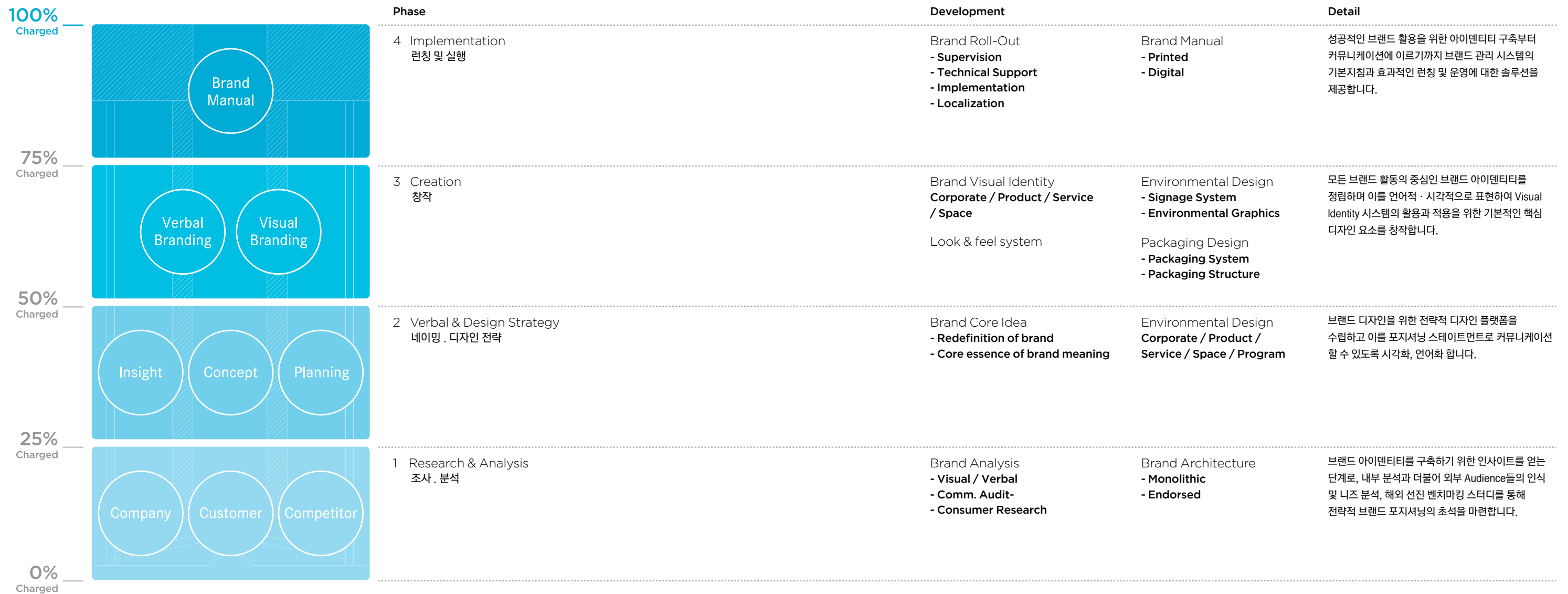
# BRAND METHODOLOGY

모든 디자인 개발 과정에서 고유의 브랜드 개발 방법론을 적용합니다.

견고한 브랜드 아이덴티티 구축을 위해 브랜드에 대한 정확한 진단을 기반으로 한 강력한 토털 디자인 솔루션을 제공하고 있습니다.

In all design developmental stages, we apply distinct brand development methodology.

To build strong brand identity, we provide total design solution based on accurate brand diagnoses.



VISUAL IDENTITY  
DESIGN

OUR  
VISUAL BRANDING  
EXPERIENCE

Corporate Identity Design : Brand Identity Design : Store Identity Design  
Building Identity Design : Museum Identity Design : Organization Identity Design  
University Identity Design : Communication Identity Design

Z.A.G. POT



ZIKTO



## CLIP



## OCI



## DROPIN



## WE START



## SAMSUNG CARD



## CIGNA





# OBIGO



# ARIJIAN



# LEVITON



# KB KOOKMIN BANK



## RAEMIAN



## SEOUL SQUARE



## TONIN



## THE GARDEN



## MARLBORO RESERVE GIFT BOX



## C1



## MARLBORO SMOOTH LTS



## PARROT BAY



THANK YOU

뜨거운 열정을 가진 오후와 함께 할 안목 있는  
광고주의 연락을 기다립니다.

We seek insightful clients willing to work  
collaboratively with O!HOO.

