



PR-CENTERED INTEGRATED COMPANY PROFILE COMMUNICATION GROUP

PRAIN GLOBAL



POPE FRANCIS IN SOUTH KOREA

In 2014, Prain Global proved once again to be the best PR agency by showcasing its capabilities to handle the overall management on the media such as working with 2,760 local & overseas journalists, positioning issues in proper stages, establishing on/offline platforms and media-support systems, etc.

An aerial photograph of an ice skating rink during a performance. The rink is surrounded by a large crowd of spectators. In the background, there is a large, illuminated structure with a complex, geometric design. The rink is lit with bright spotlights, and the ice surface is visible. The text "YUNA KIM ICE SHOW" is overlaid in the center of the image.

YUNA KIM ICE SHOW

Prain Global implemented an integrated marketing which embraced almost all areas of both PR and marketing – planning of the initial project, creating a stage, operating and managing the entire shows, publicity, and marketing PR, etc.



SAMSUNG BESPOKE LAUNCHING PR

Prain Global and Samsung Planned an artist-collaborative project to highlight the characteristics of BESPOKE, a new refrigerator brand with innovation.

Offline events attracted more than 120,000 visitors and led to generation of 1,600 social media contents & 1,700 articles by media.

3 months after its launch, BESPOKE accounted for two thirds of Samsung refrigerator sales.



VOLVO THE NEW S60 LAUNCHING

Prain Global proved itself as the best HOLISTIC MARKETING company in 2019 by undertaking the launch of Volvo S60.
THE NEW S60 ranked top on the searching word list on key portals including Naver and attracted greater attention than any other mid-size premium sedans for 9 weeks after its launch.



ALLEYWAY GWANGGYO LAUNCHING COMMUNICATIONS

Prain Global successfully led the launching communications of Alleyway Gwanggyo. As a result, Alleyway was able to invite good anchor tenants and has emerged such a hot place in Gwanggyo that attracted about 20,000 visitors to the Welcoming Festival on the opening day.



“KASL IS COMING!” CAMPAIGN IN GURYE

Prain Global proposed ‘World’s First Civilian-Led Hepatitis C Screening & Treatment Support Project’ to the related medical association, KASL*, and led the campaign from planning to execution. We effectively showcased the campaign on various on/offline mass media, and through successful project execution, we contributed to creating healthy community with better liver health and zero hepatitis C infection.

(*KASL: Korean Association for the Study of the Liver)

IN2
INNOVATION
SUMMIT
2017
ASIA-PACIFIC

THE
SABRE
AWARDS
ASIA
PACIFIC
2017

#in2summitAP

#SABREAwardsAP

North Asia PR Consultancy of the Year

Prain was awarded the '2017 North Asia PR Consultancy of the Year' by Holmes Report.
Also, Prain received the Gold award in the Public Affairs sector from 'SABRE Awards'

Contender: Dentsu PR(JPN), Sunny Side Up(JPN), Weber Shandwick(KOR), KPR(KOR)

THE LARGEST AND ONE & ONLY IN KOREA

1

Prain Global is the nation's largest PR agency
and the one and only international PR awards winner in Korea.

in terms of revenue, number of clients and employees

RANKED 9th IN ASIA, 70th IN THE WORLD

9/70

Prain Global is a leading PR consulting firm in Korea recognized for various projects throughout the world.

The Holmes Report, 2019

THE NUMBER OF CONSULTANTS

150

Prair Global has more than 150 PR consultants
with the average of 4.5 year- experience
in the 9 industries and 10 functions.

THE NUMBER OF PROJECTS UNDERTAKEN

2000

Prain Global has a great deal of experience and know-how with the 2,000 projects since the establishment.

PRAIN PRACTICE

Prain Global optimizes communication strategies to offer a customer-centric one-stop solution.

CROSSOVER COMMUNICATIONS

(ON + OFF + ABOVE + BELOW) X LINE COMMUNICATIONS

HYBRID MEDIA PLANNING

(CONVENTIONAL + NEW + INTERACTIVE + MOBILE + SOCIAL) X MEDIA

HOLISTIC MARKETING

RESEARCH + ANALYSIS + CONSULTING + BRANDING + PR + AD + SP + EVENT + DESIGN & PRODUCTION

ALL - WEATHER PR

CSR & PRESIDENT IDENTITY & PHILANTHROPY & SPONSORSHIP & SPORTS MARKETING & CRISIS MANAGEMENT & MEDIA TRAINING

FIVE - WHEEL DRIVE RELATIONS

(INVESTOR + GOVERNMENT + MEDIA + EMPLOYEE + CELEBRITY/VIP) X RELATIONS

CROSS - CULTURAL COMMUNICATIONS

(INBOUND + OUTBOUND + GLOBAL) X COMMUNICATIONS

COOPERATION

Prain Global maximizes clients' value by working in cooperation with 5 subsidiaries and investment affiliates.



As the first independent PR research and consulting firm in Korea, Prain&Rhee provides optimal consulting services from the best professionals in the marketing communications field



Trey is a hybrid consulting firm that integrates traditional and digital PR.

PRAIN KeyWest

Prain KeyWest is the one and only financial specialized PR/IR Company in Korea consisting of investment finance communication experts. We offer integrated marketing solution to finance groups



PCG is a consulting firm that enables clients to access which only the most experienced public relations practitioners can provide.



Prain TPC is a division for supporting talented individuals in movie, musical, entertainment and mass & popular arts.



Potluck was established in July 2014, and is a musical concert label.



Markers provides Brand Marketing consulting And UX design development services to various clients such as online platform providers, digital media companies, And Mobile Service providers.



Sticky Monster Lab is a multidisciplinary creative studio which develops various contents by itself.



Matter&Matter manufactures and designs furniture By using timber from the deserted houses in Southeast Asia

HONORS

Prain Global is acclaimed for its enthusiasm and efforts to bring the best results beyond better results to clients.

- 2019**
 - Korea PR Association Award – Grand Prize winner for Public Interest PR (Korean Association for the study of the liver)
 - Korea Blog Award – Grand Prize winner for Public Interest PR (Statistics Korea)
 - The Korean Advertising & PR Practitioners Society – Campaign Of the Year/ Public Interest (EPIS / Flower & Life Promotion)
 - Asia Pacific SABRE Awards – Finalist for Korea (Samsung – ‘BESPOKE’ Refrigerator Launching PR Campaign)
 - Asia Pacific SABRE Awards – Finalist for Consumer Electronics (Samsung - 'BESPOKE' Refrigerator Launching PR Campaign)
 - Asia Pacific SABRE Awards – Finalist for Social Media/Social Networking Campaign (OB - Budweiser EVERYDAY KINGS Campaign)

- 2018**
 - Korea PR Association Award – Grand Prize winner for Image PR (Danfoss Korea)
 - Korea Internet Communication & Social Media Award – Grand Prize in Public Sectors (Incheon Airport)
 - Asia Pacific SABRE Awards – Finalist for ENERGY & NATURAL RESOURCES (Danfoss Korea – Engineering Tomorrow Campaign)

- 2017**
 - Award from Prime Minister at ‘6th Population Day’ ceremony – ‘Ga Na Da campaign’ for the Ministry of Health and Welfare
 - Award from Minister of Government Legislation – Digital PR for the Ministry of Government Legislation
 - 2017 The Holmes Report - ‘North Asia Consultancy of the year’
 - Asia Pacific SABRE Awards - Gold Award in Public Affairs (‘Ga Na Da campaign’ for the Ministry of Health and Welfare)
 - The Korean Advertising & PR Practitioners Society - ‘2017 PR Agency of the Year’
 - Award of Excellence in Advertising and Public Service Campaign, Korea Communications Grand Prize (Ministry of Culture, Sports and Tourism, Hello Policy Project – Online viral video on communication)
 - Financial News Advertising Award - ‘Best PR Project’

- 2016**
 - BEST PR Practice Award of Korean Academic Society for Public Relations - 'Excellence Award' (Grevin Seoul)
 - 2016 PR Week Asia Silver Winner of ‘Southeast Asia PR Campaign of the Year’ (Crossing Cultural Borders: Promoting Korean Halal Foods in Indonesia of Korea Agro-Fisheries&Food Trade Corporation)

- 2016** 6th Korea Social Network Service Award - Grand Prize winner in Manufacturer category (Posco)
Korea PR Association Award - Grand Prize winner ('Ga Na Da campaign' for the Ministry of Health and Welfare)
Korea PR Association Award - 'PR Agency of the Year'
Award of Excellence in PR-Event Sector Outstanding Performance, Korea Communications Grand Prize ('Ga Na Da campaign' for the Ministry of Health and Welfare)
Award of Excellence in PR-Event Sector Outstanding Performance, Korea Communications Grand Prize (Ministry of Agriculture, Food and Rural Affairs, Promoting rice consumption campaign)
Award of Excellence in Blog Sector, Korea Communications Grand Prize (LotteCard)
Advertisement of the year in Marketing & PR sector by Korean Advertising & PR Practitioner's Society (Monami)
- 2015** Award of Excellence in PR-Event Sector Outstanding Performance, Korea Communications Grand Prize (MSD Rotateg)
Best Companies in Promotion Opportunity & Possibility Sector, Fortune & Jobplanet
- 2014** 'This Year's Best PR Agency' by Korean University Students' PR Association
Grand Prize, in 2014 Korea PR Association Awards(Campaign of Ministry of Employment and Labor)
Sungbong Lee, Vice-chairman of Prain, selected as 'The 50 Most Influential People in PR' by PR Week
Korean Consultancy of the Year by Asia Pacific SABRE Awards
Award of Excellence in Blog Sector, by Korea Communications Awards (Korea Intellectual Property Office)
Winner of &Award Mobile Web (Posco)
Winner of &Award Digital Content (Posco)
Grand Prix of &Award Blog & SNS (Hanhwa Aqua Planet)
Outstanding Blog, by Tistory (Hanwha Resort)

- 2013** Award of Excellence in Marketing PR, by Korea PR Association Awards (MSD Rotateg)
- 2013 Outstanding PR Agency in Private and Public PR, by Korean Advertising and PR Associations & The PR Magazine
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- 2012** Award of Excellence in Marketing PR, by Korea PR Association Awards (MSD Rotateg)
- 2013 Outstanding PR Agency in Private and Public PR, by Korean Advertising and PR Associations & The PR Magazine
- Award of Excellence in Marketing PR, by Korea PR Association Awards (Dongsuh Kanu)
- Award of Excellence in Online PR, by Korea PR Association Awards (KTO Touch Korea Campaign)
- Award of Outstanding Performance in Corporate PR, by Korea Blog Awards of Korean Blog Industry Associations (HP PSG)
- Award of Excellence in Online PR, by PR Corporation Associations (KTO)
- Award of Outstanding Performance, by 2nd Korea SNS Awards (HP IPG)
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- 2011** Award of Excellence in Government PR, by Korea PR Association Awards (G20 Summit)
- Award of Excellence in Cultural PR, by Korea PR Association Awards (Millennium Anniversary Festival of Tripitaka Koreana)
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- 2010** Campaign of the Year, Public Sector Campaign of the Year, by Asia Pacific PR Awards
- (Yonsei University Blue Butterfly Scholarship Fundraising Campaign)
- Award of Excellence in Marketing PR, by Korea PR Association Awards (2009 World Weightlifting Championship, Goyang City)
- Award of Excellence in International PR, by Korea PR Association Awards (Seoul Snow Jam)
- Award of Outstanding Performance in Corporate PR, by Korea Blog Awards of Korean Blog Industry Associations (HP PSG)
- Grand Prize by Internet Communications of Korean Internet Communications Association (Samsung Electronics)
- Grand Prize in Electronic Sector, by Internet Communications of Korean Internet Communications Association (Samsung Electronics)
- Grand Prize in Social Media Sector, by Internet Communications of Korean Internet Communications Association (Samsung Electronics)

2010 Grand Prize in Blog/Community Sector, by Korean Internet Experts' Association's Web-Award Korea (Samsung Electronics)
Award of Excellence, by Korean Internet Experts' Association's Web-Award Korea

2009 Award of Excellence in Marketing PR, by Korea PR Association Awards (Icheon Ceramics Festival, Icheon City)
Award of Outstanding Performance in Corporate PR, by Korea Blog Awards of Korean Blog Industry Associations (HP PSG)

2008 Award of Excellence in Image PR, by Korea PR Association Awards (Pizza Hut)

2007 Korea PR Association Awards – 'PR Agency of the Year'
Award of Excellence in Marketing PR, by Korea PR Association Awards (Woongjin Cuchen)

2005 R&D Award, by Korea PR Association Awards

CLIENTS

Prain Global is working with various clients- from government agencies, large firms, start-ups to world-renowned global enterprises, etc.



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