



PR-CENTERED
INTEGRATED
COMPANY PROFILE
COMMUNICATION
GROUP

PRAIN GLOBAL Inc.

IN2
INNOVATION
SUMMIT
2017
ASIA-PACIFIC

THE
SABRE
AWARDS
ASIA
PACIFIC
2017

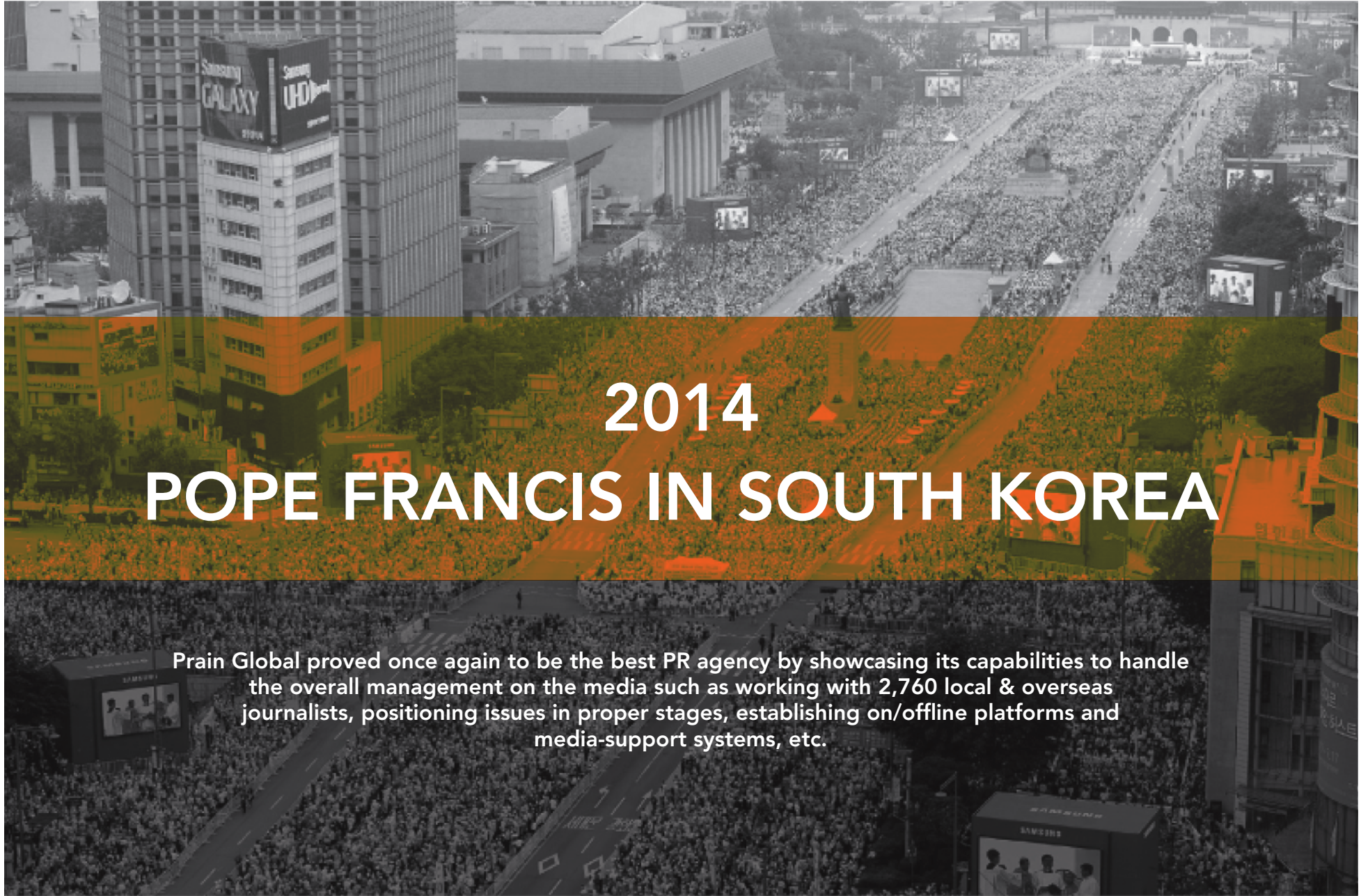
#in2summitAP

#SABREAwardsAP

2017 NORTH ASIA PR CONSULTANCY OF THE YEAR

On September 2017, Prain was awarded the '2017 North Asia PR Consultancy of the Year'
at the World's largest PR Award 'SABRE Awards'
Also, Prain received the gold awards in the public affairs sector.

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



2014

POPE FRANCIS IN SOUTH KOREA

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.



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.

The image is a composite architectural rendering of the COEX Mall interior. The top half shows a vast, high-ceilinged atrium with a complex, white, grid-like structural ceiling. The middle section is dominated by a large, semi-transparent orange overlay that contains the main title. The bottom half shows a lower level of the mall with people walking, escalators, and storefronts like 'TOPSHOP'.

COEX MALL REBRANDING

The project for rebranding and activating COEX Mall carried out in 2015 proves Prain Global's capability of A-Z integrated marketing communications such as strategic consulting on rebranding, planning and operating place activation programs, holding a co-marketing campaign in collaboration with tenants, etc.

THE LARGEST AND ONE & ONLY IN KOREA

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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 7TH IN ASIA, 60TH IN THE WORLD

7/60

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

The Holmes Report, 2017

THE NUMBER OF CONSULTANTS

150

Prain 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

1500

Prain Global has a great deal of experience and know-how with the 1,500 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.



Prain&Rhee

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

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

MARKERS

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.

PCG

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

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

PUREARENA

Purearena is a renowned multi-purpose cultural space in Gwanghwamun.



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

M A T T E R

M A T T E R

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

HONORS

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

2017

2017 The Holmes Report - 'North Asia Consultancy of the year'

2017 Asia Pacific SABRE Awards - Gold Award in 'Public Affairs'

(Ministry of Health and Welfare, 'Ga Na Da campaign, to promote and raise awareness for low fertility compared to an aging society)

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

Korean Academic Society for Public Relations Excellence Award - 'Best PR Practice Award 2016' by the (Grevin Seoul)

2016 PR Week Asia Silver Winner of the Southeast Asia PR Campaign of the Year in 2016

(Crossing Cultural Borders: Promoting Korean Halal Foods in Indonesia of Korea Agro-Fisheries&Food Trade Corporation)

6th Korea Social Network Service Award - Grand Prize winner in Manufacturer category by (Posco)

2016 Korea PR Association Award - Grand Prize winner (Ministry of Health and Welfare's Aging Society and Population Policy campaign, 'Ga,Na,Da campaign')

2016 Korea PR Association Award – 'PR Agency of the Year'

Award of Excellence in PR-Event Sector Outstanding Performance, Korea Communications Grand Prize

(Ministry of Health and Welfare's Aging Society and Population Policy Campaign, 'Ga, Na, Da Campaign')

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 Rotateq)
Best Company 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 (Hanhwa Resort)

2013 Award of Excellence in Marketing PR, by Korea PR Association Awards (MSD Rotateq)
2013 Outstanding PR Agency in Private and Public PR, by Korean Advertising and PR Associations & The PR Magazine

2012 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)

- 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)
- 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)
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** Company of the Year, by Korea PR Association Awards, Award of Excellence in Marketing PR, by Korea PR Association Awards (Woongjin Cuchen)
TaylorMade, Johnson & Johnson, HP PSG APJ Marcom Award
- 2005** R&D Award, by Korea PR Association Awards

CLIENTS

Prain Global has been working with approximately various clients – from major government agencies, large and mid-sized firms to world-renowned global enterprises, etc.



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