The Global Influence of South Korea

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Emily Fleischmann, Almond Board of California (Moderator)

Laura Morin, Sterling-Rice Group

Murielle Kim, Edelman Korea

Melissa Mautz, Almond Board of California
Update on South Korea

Emily Fleischmann
Korea Quick Facts

**BUSINESS & ECONOMY**
- 11th Biggest Market by GDP
- 51 million population
- 28th by GDP per capita
- 17 Korean companies in Fortune 500
- 2.8 percent Growth outlook for 2016
- 5th largest exporter in 2015

**MEDIA**
- 12 National Dailies
- 10 Business Dailies
- 100+ Regional Dailies
- 4 Newswires
- 6 Terrestrial TV
- 150 Cable TV
- 1500+ Online News

**POLITICS**
- President’s ruling party losing parliamentary majority in General Election (04 ’16)
- Approval rates of the President Park quickly sliding down
- Increased uncertainty and difficulty in building consensus

**CULTURE**
- Vibrant K-Pop and “Korean Wave”
- Fast adoption of new technologies
- Sluggish economic growth presenting less opportunities for the young

**Trust in Business:**
- Low

**Level of Government Transparency:**
- Medium
Today’s Panel

• South Korea - Influencing Global Trends
  – Laura Morin, Sterling-Rice Group

• South Korea Trend in Action
  – Murielle Kim, Edelman

• Program Update
  – Melissa Mautz, Almond Board of California
South Korea
Influencing Global Trends
Laura Morin, Sterling-Rice Group
SOUTH KOREA
Influencing Global Trends
Hallyu: THE KOREAN WAVE
“It would not be an exaggeration to say that Hallyu is the world’s biggest, fastest cultural paradigm shift in modern history.”

— Euny Hong
Miracle on the Han

The period of rapid economic growth in South Korea after the Korean War
The Korean Wave
K-CULTURE
Traditional Korean Music

- Pansori – musical storytelling performed by a vocalist and a single drummer

- Namsadang Nori – male performers that sing, dance, plate spinning, mask theater, puppet theater, drum, and gong

- Arirang – folk song sung by Korean people since olden times

Source: www.korea.net
K-Pop

- Began in 1992
- Music that is a combination of East meets West
- Become a subculture within South Korea
- Equal parts music and choreography
TELEVISION
K-DRAMA
K-Drama

- Korean drama (Hangul: 한국드라마; hanguk deurama) or K-drama refers to televised drama, mainly made up of miniseries in Korean

- Korean TV dramas appeared as both a cultural and economic imperialism of East Asia in the late 1990s

- Seen as a new and indirect way of advertising

- Wildly successful across Asian countries

Source: ‘Korean Wave’ — The Popular Culture, Comes as Both Cultural and Economic Imperialism in the East Asia by Xiaowei Huang
FASHION

K-Fashion Forward
Traditional Korean Attire

• Hanbok is the traditional attire of the Korean people

• Worn daily up until just 100 years ago, now only worn on festive occasions

• It’s shape and vibrant colors, have had a major impact on the modern fashion industry in Korea

Source: www.visitkorea.or.kr
K-Fashion Forward

- Seoul Fashion Week is held twice a year in March and October

- **Top five fashion weeks** next to New York, Paris, London, Milan

Source: Seoulistic and Seoul Fashion Week
BEAUTY
Caring for your skin is the “ultimate investment”
Beauty Standards

• High eyebrows with a sizeable distance from the eyes
• Double eyelids
• Heart shaped face
• Pale white perfect skin

Source: The Korean Standard of Beauty and Elle
South Korean beauty products are trending throughout the world

Source: The Korean Standard of Beauty and Elle
“South Korea is like the next epicenter of pop culture in Asia”

— Jessica Kam, vice present for MTV Networks Asia
South Korea | Trends in Action

Murielle Kim, Edelman
South Korea Trend in Action

K-Beauty
K-Food
K-Pop

K-Drama
How can K-Drama Influence Global Consumers?

- The influence of Korean Drama has been unprecedented
- Korea mania expands in Asia, items featuring in South Korean TV drama in high demand among consumers
- Product Placement (PPL) influences audiences using “planned and unobtrusive entry of a branded product into movies and dramas”

**Product Placement (PPL) examples**

- Wheat Thins PPL on “The Colbert Report”
- Apple iPad PPL on “Modern Family”
- CocaCola PPL on “American Idol”
ABC PPL in K-Drama, Starting in 2013

- ABC sponsored South Korean Drama PPL every year since 2013
- PPL is a common way for advertising in South Korea and is very effective

Heirs, 2013
Neildo Cantabile, 2014
Make Woman Cry, 2015
ABC PPL in K-Drama, 2016

- Descendants of the Sun was the most popular drama of the year
- ABC sponsored PPL for the Descendant of the Sun in 2016

**Story angle**

A love story between a medical doctor and a soldier who throw themselves into disaster-stricken areas to save lives

The drama will depict their sacrifices in desperate situations, while showing them bond and growing to care for each other.
Success factors of ‘The Descendants of the Sun’

Story angle
A love story between a medical doctor and a soldier who throw themselves into disaster-stricken areas to save lives

Top Star Actor and Actress
K-Star Song Hyeg-yo(Actress) and Song Jung-gi(Actor) played the main roles in the drama

Global Network
The drama was pre-filmed and translated into different languages before the launch, and released in Asian countries at the same time
‘The Descendants of the Sun’ Syndrome in World

- 32 countries secured the copyright on the Descendants of the Sun
- Including China, Japan, UK, France, Italy, Germany, Sweden, Spain, Belgium, Russia, Finland, Turkey, Iran, Taiwan, Hong Kong, Philippine, Vietnam, US, Singapore etc.

Total **184 million USD**
Advertisement Effect Value

- Top viewership in Korea **30.4%**
- Copyright exported to **32 nations** in Asia
- Copyright profit **8 mil**
- OST revenue **2 mil**
- PPL revenue **30+ mil**
- Total **1.1mil** video views in China
‘The Descendants of the Sun’ Global Media Results

- Leading media from all over the world covered the success of “The descendants of the sun”
- Especially it swept Asian media
‘The Descendants of the Sun’ Syndrome in Asia

- Earned over 70,000 media coverage
- Diverse social contents were created and buzzed social network
‘The Descendants of the Sun’ Results in CHINA

- Viewed over 2.9 billion times on iQiyi, official streaming site in China
- 7.5 billion hits on Weibo (Chinese popular microblogging website) to search the drama
- 1.4 billion Chinese people clicked the drama for 5 times to watch the drama.
‘The Descendants of the Sun’ Results in JAPAN

• NHK, Japanese national public broadcasting organization, analyzed *The Descendants of the Sun* syndrome
• NHK specially featured *The Descendants of the Sun* for the Japanese viewers
‘The Descendants of the Sun’ Results in VIETNAM

• Ranked no.1 among most discussed drama on social media in Feb-Mar 2016 in Vietnam.
• The drama led to several trends which drawn public interests & attention
  ▪ Mobile app that allow users to take photo with animated stickers of Korean army uniforms like main male characters
  ▪ New wedding photo trend with the drama theme for the brides
• Those trends and syndromes were covered by major media in Vietnam
‘The Descendants of the Sun’ VIDEO 1

• Story angle: Dr. Song eats almonds as he is looking for some documents for charging his energy and recovery to health
• Line: “(Eating Almonds) I am eating this, since you need a lot of strength and energy for this work”
• Key Message: A handful of almonds will keep you fully charged and readying you to get the most out of your day
‘The Descendants of the Sun’ VIDEO 2

• Story angle: Fellow soldiers cheer the examinee up with almonds
• Line: “(Putting some almonds into mouth) Let’s eat well to get a lot of energy and do well on the test. Good luck!”
• Key Message: A handful of almonds will keep you fully charged and readying you to get the most out of your day
‘The Descendants of the Sun’ VIDEO 3

• Story angle: Early morning after a long over night work day
• Line: “(Putting some almonds into mouth) I am eating almonds to charge my energy. You should have some too”
• Key Message: Almonds will charge you in the morning
Other Drama PPL of 2016 – ‘Five Children’ VIDEO

• Story angle: Main characters eat almonds because it is a healthy snack and anywhere snack. Parents and lovers give almond as a gift for showing their love and caring
• Key Message: Almonds are a trendy and convenient snack that keeps me charged throughout the day.
Other Drama PPL of 2016 – ‘One More Happy Ending’ VIDEO

• Story angle: One of the main characters, who has trendy fashion tastes always eats almonds because it is an anywhere snack and it’s a snack which can support diet
• Key Message: Almonds are a trendy and convenient snack that keeps me charged throughout the day.
South Korea | Program Update
Melissa Mautz, Almond Board of California
South Korea Program Update

Melissa Mautz
Our challenge in South Korea...

- Increase the consumption of almonds as a mid-morning snack
- Differentiate almonds from other nuts
Marketing Program --- Lead Consumers’ Action

“With Almonds” Campaign

The campaign aims to effectively present ‘how to use’ and ‘when to use’ It ends up to lead consumers to activate in their daily life, Particularly, they change or create habit by adopting almonds in their daily life
Program Overview

Almonds x Fashion
Almonds x Beauty
Almonds x Health
Almonds x Media
Program Overview

- Informative TV PPL
- Food Magazine
- Digital/Influencers
- Spokesperson
- Lifestyle Magazine
- Consumer events
- Health professional outreach
- Media outreach
- E-newsletter
- Photography
Almonds and Fashion

- Position almonds as trendy “it” snack at Seoul Fashion Week
- Sponsor Seoul fashion week by providing almonds as “welcome gift” for consumers
- Deliver fashionable almond charging kit to consumers, Provided almonds for VIP rooms and Press rooms
Almonds and Beauty

- Held an second wave ABC's key campaign “Charge Your Day” by leveraging management pop-up store
- Utilized spokespeople ‘Beauty Charger’ Haena Song
Prepared a fitness class under the theme of “Charge Your Day” to deliver fitness related almond key messages and the main campaign message of ‘Charge Your Day with A Handful Almonds a Day’ to influential targets by providing a almond-snacking experience in the form of a fitness class.
Almonds and Sustainability

• Drive awareness and deliver almond-snacking messages to selected top tier media.
• Orchard tour provided media to experience and learn about ABC’s 4 key messages: Health, Research, Lifestyle, and Sustainability. Each activities during the orchard tour represented team ABC’s key messages.
Almonds and Media

- PPL is a common way for advertising in South Korea and is very effective
- ABC sponsored various media including informative TV show, entertainment show, and K-drama
Almonds and Research

• Drive almond vitamin E message, weight management, heart health message based on Research
• Developed info graphic to deliver scientific message in a easier way effectively
Integrated Digital

ABC website, Facebook
Instagram, Twitter, Naver Blog
California Almonds Facebook page in Korea develops content centered around almond key messages and covers four main categories of health, beauty, fitness and snacking.
INSTAGRAM

- Through Instagram, California Almonds in Korea develops content that presents ‘visual storytelling’ and ‘snacking inspiration’ and communicates almond key messages through beautiful imagery in line with seasonal themes.

- Content focuses on almonds in lifestyle visuals that communicate almonds as a trendy snack and furthermore inspire snacking on almonds in daily life.
NAVER BLOG

California Almonds Naver Blog channel covers a broad range of categories: health, beauty, fitness, snacking and even recipes to target our blog audience.
TWITTER

Content is focused on sharing almond news and benefits backed by research to build credibility of almonds.
California Almonds website features a blog called the ‘Almond Story’ that shares content about California Almonds consumer event activities and seasonal almond-snacking tips.
Thank You
Questions?