

Ideas
that
Move



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JUN 14

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JUN 14



Cheil

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Cheil



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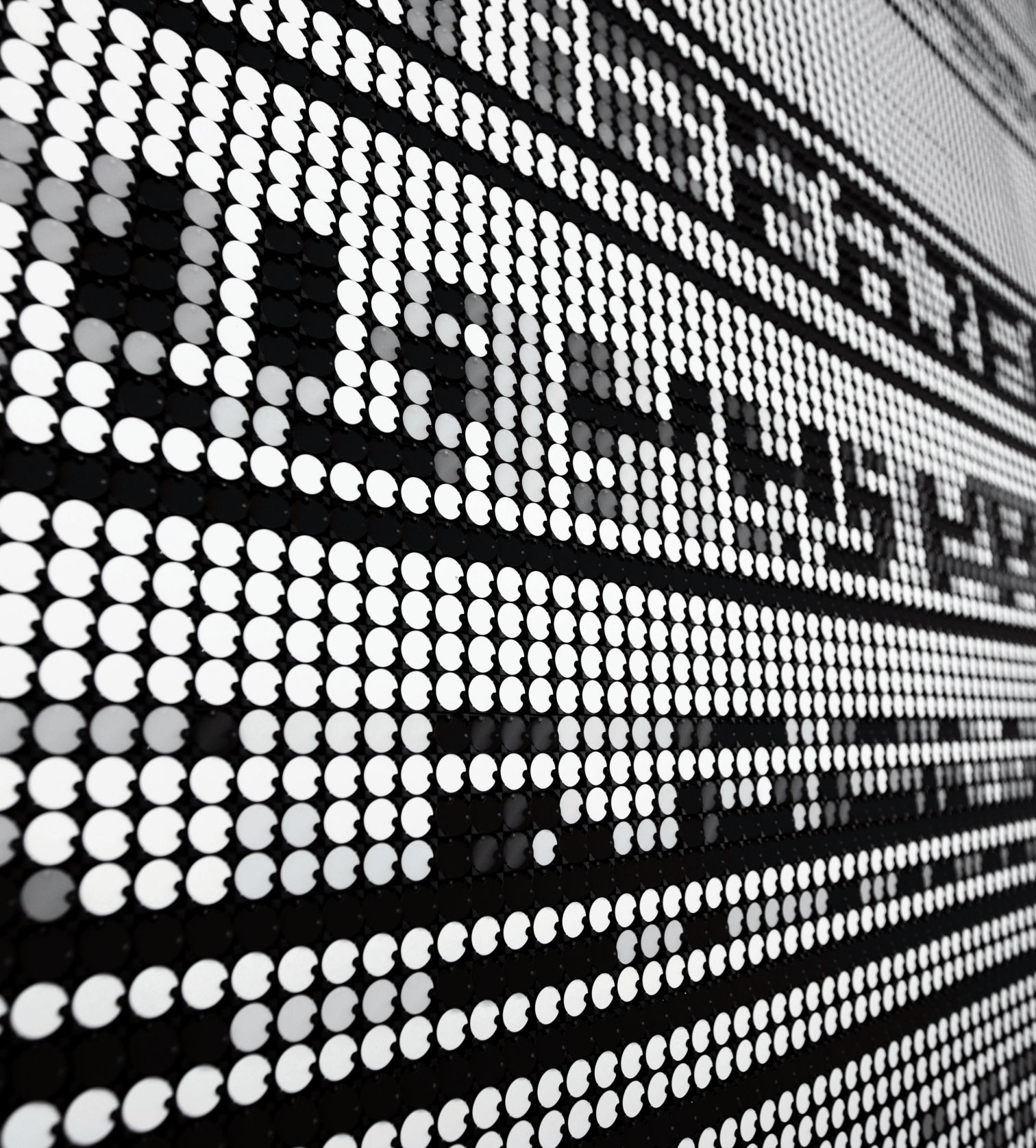
CRIS CRIS

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Great ideas are everything.

They can change lives, affect markets, and bring success to clients.

Creative ideas are truly transformative.

We believe that amazing ideas move the world.



We live in a world where diversity and speed of change in our business environment dominate our thinking. It requires an integrated capability that brings together strategic leadership and excellence in execution. With our continued pursuit of integrated capability, Cheil Worldwide is offering our clients with practical and powerful marketing solutions.

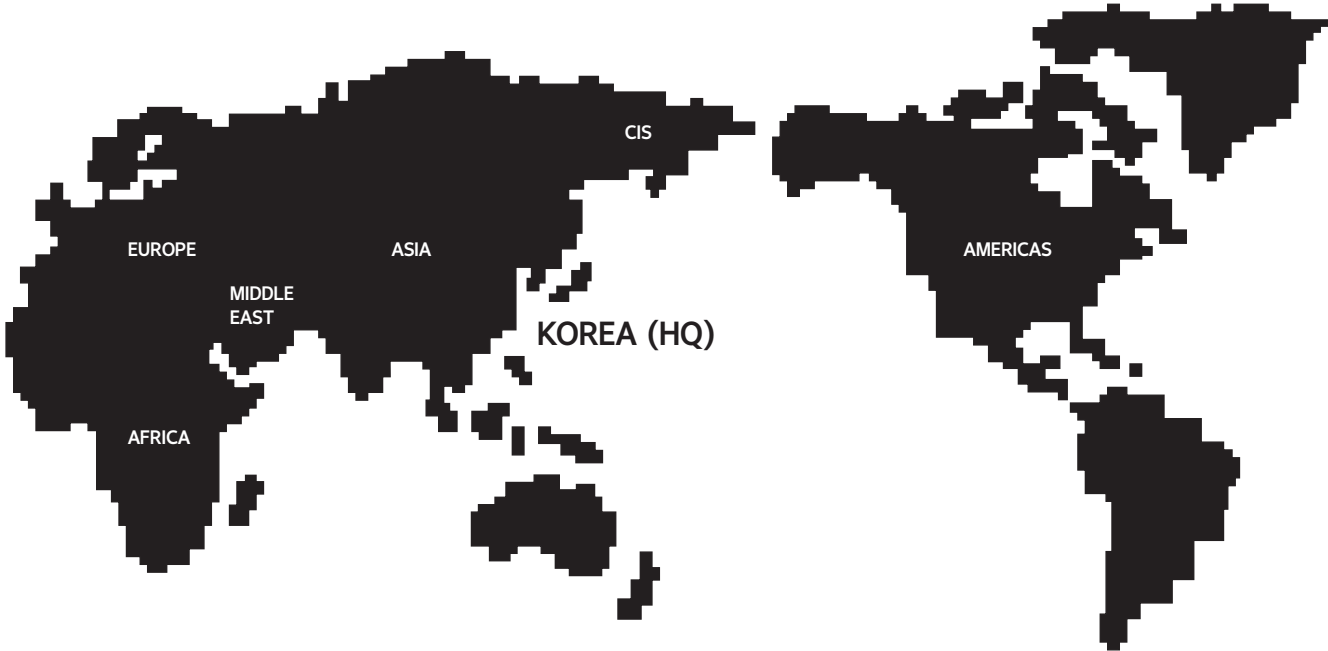
We have expanded business solutions to include data analysis, digital technology and retail management, and creativity lies at the foundation of all these. We firmly believe creativity is at the core of driving changes in the world.

Cheil Worldwide goes beyond advertising through Connect Plus (CONNEC+), connecting and integrating customer experiences in the most creative ways imaginable. We create client solutions and generate new business opportunities.

President and CEO
Jeongkeun Yoo

A handwritten signature in black ink that reads "Jeongkeun Yoo". The signature is written in a cursive, flowing style.

Cheil Worldwide has 53 offices in 44 countries around the world.



*As of June 2018

AFRICA

- Ghana
- Kenya
- Nigeria
- South Africa

MIDDLE EAST

- Jordan
- KSA
- Turkey
- UAE

CIS

- Kazakhstan
- Russia
- Ukraine

EUROPE

- Austria
- Belgium
- Benelux
- Czech Republic
- France
- Germany
- Italy
- Nordic
- Poland
- Romania
- Spain
- UK

ASIA

- Australia
- China
- India
- Indonesia
- Japan
- Malaysia
- Philippines
- Singapore
- Taiwan
- Thailand
- Vietnam

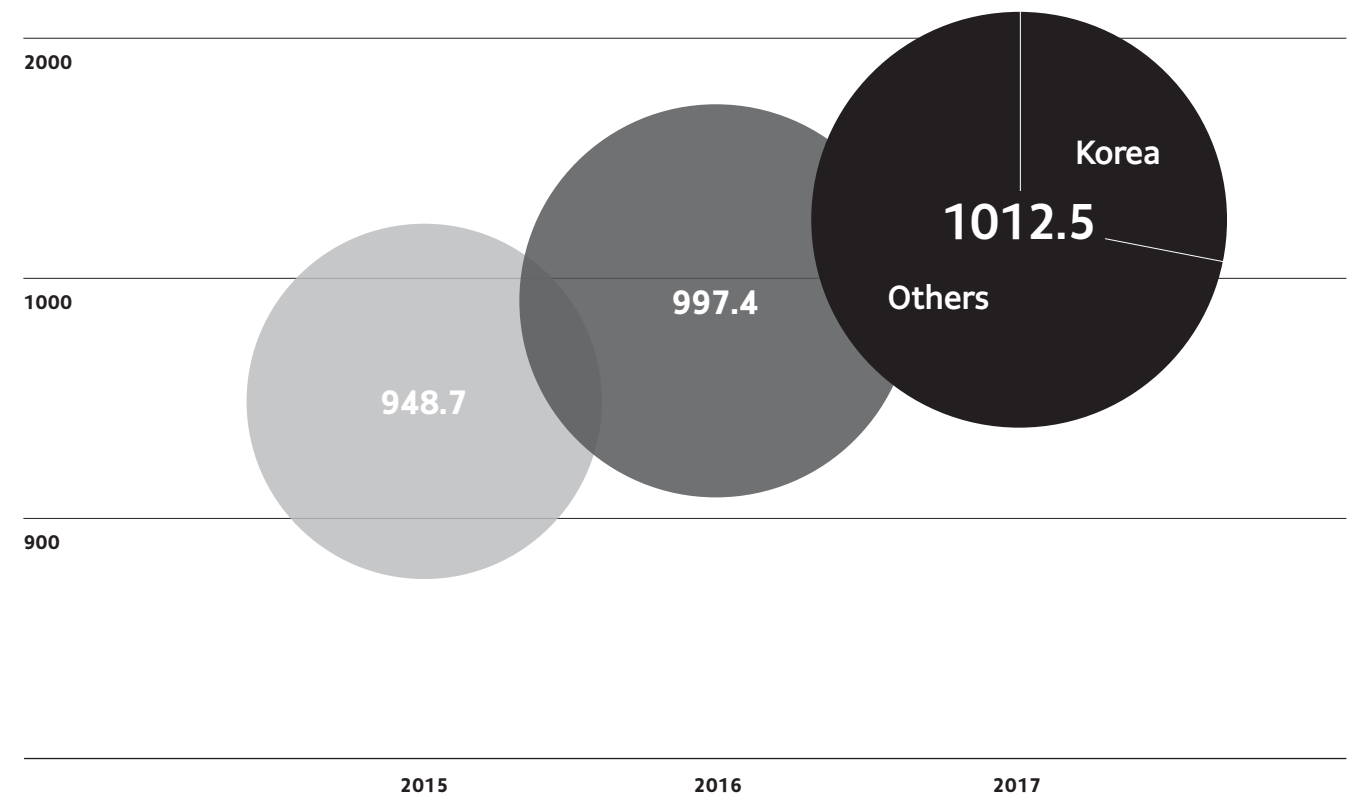
AMERICAS

- Brazil
- Canada
- Central America
- Chile
- Colombia
- Guatemala
- Mexico
- Peru
- USA

72% of our revenue is generated from markets outside Korea.

Revenue

Unit: KRW Billion



**Bright
Creatives.**

**Brilliantly
Applied.**

**SAMSUNG : Smartsuit
Cheil Amsterdam 1-3**

Samsung SmartSuit is a corporate PR campaign that provided the Dutch short track skating team with cutting-edge suits and a smart phone app to use in the 2018 Olympic Winter Games. The five sensors attached to the skating suit send data directly to the app, letting skaters adjust their position. The campaign was introduced in dozens of media worldwide and mentioned over 470 million times online. For Samsung Electronics, an official Olympic Partner, it helped them spread their brand message, "Do What You Can't," all around the world.

**Cannes Lions Gold Bronze
One Show Silver Bronze2**

**SENSE INTERNATIONAL INDIA :
Good Vibes**

Cheil India 4-6
Good Vibes is a communication app for the deafblind that allows them to communicate by gently tapping their fingers like Morse code. Designing the user experience around the only two-way communication method for the deafblind—touch and feel—the Good Vibes app has received critical acclaim for as an innovative example of successfully integrating technology with ideas.

**Cannes Lions Bronze
D&AD Graphite**

**SAMSUNG : Parkour Screens
Cheil Spain 7-9**

The Samsung Galaxy S9 was used to film a slow-motion video of traceurs moving through obstacles. The video was played on nine large screens installed throughout Madrid's Callao Square to make it look as though the traceurs were moving from one building to the other. It got over 750,000 views and the nearby Samsung Store saw a 17% sales increase.

Cannes Lions Silver

**SAMSUNG : Samsung technical school
Cheil India 10-12**

Recording over 81 million views, the campaign film depicts the emotional story of an Indian girl who works hard to make her dreams come true through the Samsung Technical School, Samsung Electronics' CSR program in India. Delivering a powerful message to the Indian society, the video received the silver award in the 'Glass: The Lion for Change' category at the Cannes Lions 2018.

Cannes Lions Silver

**SEOUL : Peekaboo Mask
Cheil HQ 13-15**

Kid's don't like to wear pollution masks. No matter how bad the fine dust situation is, they just don't. So we created Peekaboo Masks coated with thermochromic ink so that kids could have fun while staying safe.

Cannes Lions Bronze

Successful Works



Exhibition 1-4

Exhibitions are the front line contact point where space is used as a communication medium while we carry out our marketing activities. Cheil Worldwide runs the entire process of planning exhibition strategies, designing, manufacturing and operating booths, while also offering the best solutions to improve our clients' brand image and sales.

Cheil has delivered marketing campaigns at world-class trade shows such as CES in the U.S., where global electronics companies introduce cutting-edge technology, MWC in Spain, the world's largest trade show for the telecommunications industry, and IFA in Germany where the latest technology trends are established.

Event 5-9

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, the Korean Pavilion at the Shanghai Expo, and official ceremonies for the Yeosu Expo. Cheil Worldwide has also contributed to a successful 2018 PyeongChang Winter Olympic by planning and operating the opening and closing ceremonies. We also deliver client messages and share effective brand experiences through corporate events. We create presentations for global conferences, run press conferences, launch products, and plan and operate events that provide outstanding brand experiences and solutions for our clients. In particular, Samsung Electronics' Unpacked event, which is their major global platform for launching flagship Galaxy mobile devices, has been managed by Cheil since its creation.

Olympic Marketing 10-11

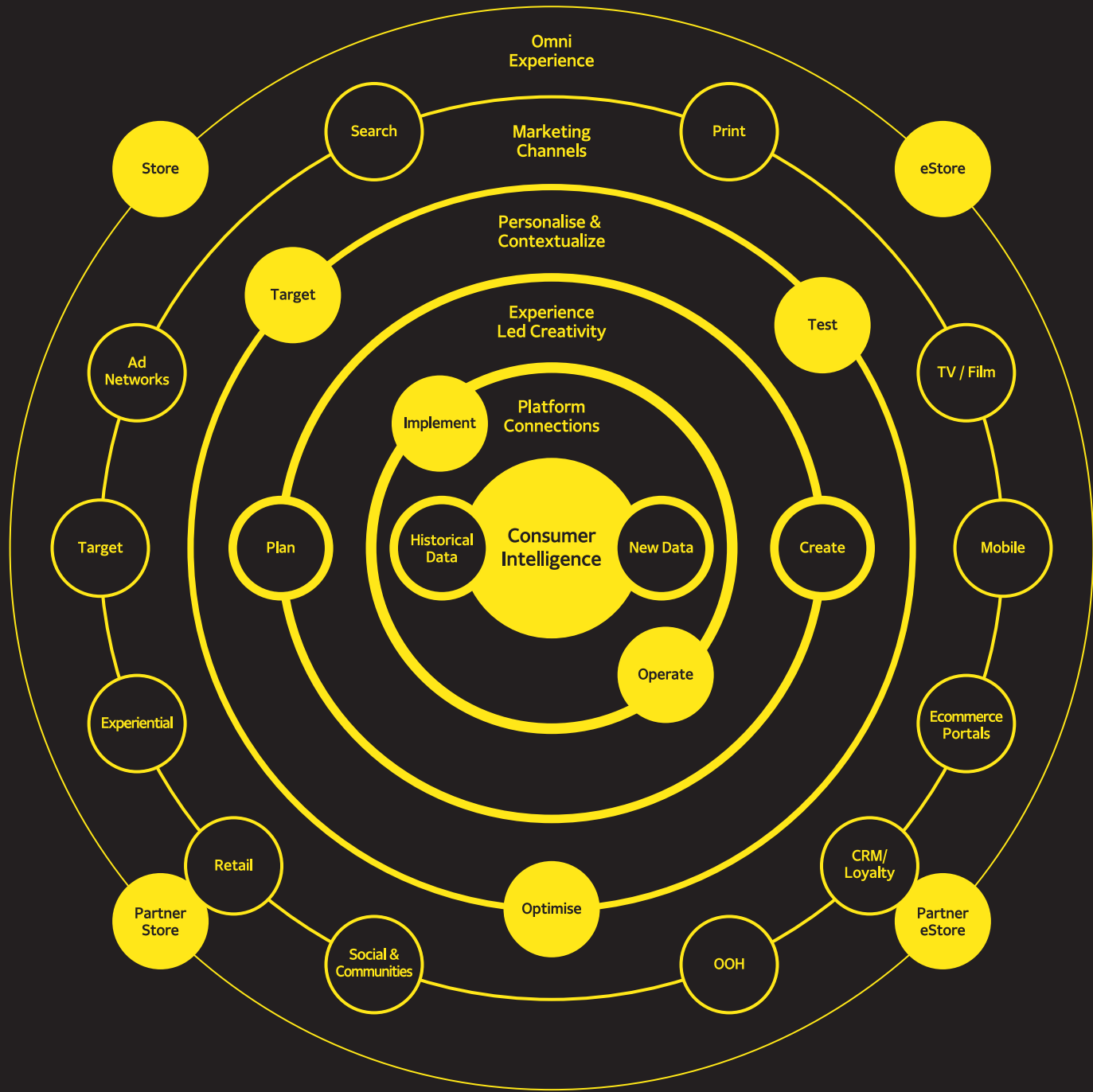
From the 1998 Nagano Winter Olympics to the 2016 Rio de Janeiro Olympics, and now the 2018 PyeongChang Winter Olympics, Cheil Worldwide has been behind all of Samsung Electronics' successful Olympics marketing efforts. In addition to enhancing emotional connections with the Samsung brand with unique 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 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 develop and build retail stores for clients, drawing on strategies for both online and offline experiences by analyzing consumer purchasing psychology and behavior. We also provide comprehensive Field Force Management solutions. Cheil Worldwide is globally recognized for creating amazing shopping experiences for consumers by fusing retail marketing approaches with outstanding digital.

Brand Experience





“CONNEC+”

Cheil Worldwide’s CONNEC+ provides consumer experiences through data and various platforms. With great experiences, we provide our clients with creative solutions and new business opportunities.

Cheil Worldwide leverages broad insights on markets and consumers to create carefully designed creative and marketing strategies in both digital and retail to CONNEC+ our clients with the best media mix and marketing solutions.

Real solutions that react fast to the market and consumers.

Experience them with Cheil Worldwide.

**We Create
Connected Experiences
that Matter**

CONNEC+

Raising our clients' brand value is just the beginning, and there are no one-size-fits-all solutions. Cheil Worldwide pinpoints the key marketing issue and provides tailor-made solutions based on our deep understanding of our clients' brand, market and consumer, as well as our broad insights on current trends. We offer unique solutions that give our clients the creative boost they need so their brand can deliver even more positive experiences to consumers. We believe there is no such thing as too much creativity, and our expertise comes from scientific analysis, great ideas, and long held experience based on carefully designed strategies. Our creativity moves new ideas that inspire how consumers see our clients.

Newness, and More

If it's not new, it's not creative. Our teams move beyond eye-catching visuals and practical creative solutions that deliver immediate consumer action. As a business partner, we leverage sophisticated data to surpass simple branding, from discovering hidden consumer needs to product development.

Creative to CONNEC+

Our offerings begin with mass media (TV, radio, magazines, newspapers) and extend deeply into new media, including the internet, mobile platforms, IPTV, promotions and events. We CONNEC+ with and encompass a wide range of media channels to deliver high quality creative solutions that move markets and consumers. We're also leading the industry with award-winning campaigns that capture recognition from prestigious festivals such as Cannes Lions, One Show, D&AD, CLIO, Spikes Asia, and ADFEST.

Smart devices. Social media. Two-way digital signage. Each of these has changed the way consumers interact with and experience brands. And as digital technology evolves, consumer lifestyles change. Digital solutions are necessary and require a way of thinking totally different from conventional media approaches. Our digital solutions go beyond mobile, social media and other types of digital media. It finds creative ways to CONNEC+ with traditional media and offline retail stores to deliver new experiences to the consumers. Our unique solutions open doors to more possibilities than technology alone, and it's how we're able to communicate with digital natives and millennials in real time. Cheil Worldwide pursues data-driven marketing. We analyze various consumer data to find the most effective touch points and connect them together to offer new experiences. We also support marketing activities for our clients that drive consumer purchase intent.

Merging Creative with Advanced Technology

Technology is playing a bigger role in bringing creative alive. Our technology experts use their state-of-the-art knowledge to resolve client issues effectively across ATL, BTL, interactive media, and more.

Cheil DnA Center Looks at Consumer Needs

Cheil's DnA Center provides strong on-site analysis, which enables quick responses to fundamental changes in the advertising environment. Instead of relying on traditional research methods using surveys, we directly measure consumer behavior to understand rapidly changing consumer needs in the digital age. We also collect data on consumer behavior and analyze in-house data from clients and digital media data from other sources such as CRM, main company pages, and social media, suggesting solutions that drive consumer purchase.

Digital to CONNEC+

Cheil Worldwide derives data-driven consumer insights and offers a comprehensive digital marketing solution that covers various digital media. Our field-oriented digital campaigns comprise outstanding strategy, creative and media solutions to meet marketing goals. And for content production for personalized marketing, we have real-time media operations and execute performance-based marketing efficiency. We have the scale to provide optimal services end-to-end, with vertical control over all aspects of digital media, including strategy, content planning, and production.

Creative

Digital

Effective brand experience needs fresh and emotional solutions at every touch point, developing close relationships with consumers and encouraging positive action. We provide retail marketing solutions that directly influence consumer opinions and behaviors by giving consumers holistic experiences and information about brands at key points during their purchase decision process.

Full-service Omnichannel Marketing

Cheil Worldwide has strong expertise in shopper marketing strategies and we take an omnichannel approach to provide solutions that drive purchase activity in stores. Our comprehensive solutions run the gamut from online and offline programs to Field Force Management to get real results for our clients.

Retail to CONNEC+

The conventional retail store is transforming into a complex space where experience and purchase, philosophy and promotions, and digital and analog co-exist alongside each other. Our retail experts CONNEC+ these factors to create experience platforms. At Cheil Worldwide, we analyze purchasing psychology and consumer behavior to develop strategies for both online and offline. We also provide comprehensive solutions for retail marketing, such as retail store development and establishment, with innovative and globally recognized digital retail solutions that CONNEC+ retail marketing with digital approaches. We have executed a wide range of exciting projects, such as virtual stores, outdoor QR code campaigns, and store display solutions, leading the evolution of retail marketing with practical solutions that are always one step ahead.

Based on our deep understanding of changing consumer purchase behavior and extensive market experience in Korea and overseas, we provide experience marketing that encompasses promotion events, global exhibition, and sporting events, all tailored to client brands. We leverage holistic marketing in various fields on behalf of our clients, such as global product launch events, event promotion to enhance national brand image, planning and operating event booths for global exhibitions, sponsorship marketing for Olympics, and sports marketing.

VR, Experience Like Never Before

Virtual reality technology transcends time and space, offering life-like experiences for maximum brand experience. With unrivalled VR control solutions and content production expertise, we have conducted VR-driven campaigns that can take experiential marketing to another level, such as Galaxy Studio at the 2016 CES and the Youth Olympic Games, and our #BeFearless campaign. Cheil Worldwide tailors the VR experience to suit each brand.

Experience to CONNEC+

The field of experiential marketing is being strengthened with new competencies as we CONNEC+ data with technology. This gives us greater control over targeting and the ability to provide new creative with expanded service coverage. We deliver outstanding experience environments that seamlessly blend events, exhibitions, and sports with our strong data and consumer behavior expertise.

Retail

Experience

We live in an incredible world where new media channels are constantly emerging, whether it is something on social media or even the bus shelter that syncs with the weather. The world has moved beyond mere advertisement. Only brands that approach consumers through unique interactions and exciting experiences can win their hearts. Cheil Worldwide uncovers the most effective touch points and creates solutions that matter. Our service departments work together to provide amazing integrated solutions precisely tailored for each client.

Identifying Optimal Media Solutions

Finding outstanding media solutions from a variety of consumer touch points through CONNEC+ requires expertise in broadcast and print media, digital media, retail, events, exhibitions, outdoor, sports marketing, and more. We're delivering effective and practical media solutions to meet real marketing challenges.

Industry's Highest Purchasing Power

The higher the purchasing power, the faster negotiations are made with individual media. Cheil Worldwide has unrivaled purchasing power in all media including digital, print, and OOH. This enables us to run campaigns in media requested by the client and at their preferred times.

Drawing Practical Campaigns

From traditional to new media, we understand what is happening in the marketplace and use our knowledge to create synergy in our media integration. We offer the most effective touch points for brands and consumers with new creative that utilizes the media characteristics.

Media to CONNEC+

With the convergence of digital and traditional media, the marketing environment is undergoing so many changes. It's important to recognize the stimuli behind consumer behavior as they happen in real time, and to be able to predict and measure the integrated effects of ATL and digital. It's also crucial to immediately identify how much these activities contribute to sales.

Cheil Worldwide developed three next generation media solutions based on our industry-leading media capabilities. The first is a marketing mix modeling solution that analyzes the different factors that influence sales when running various ATL,

BTL and digital marketing campaigns, and offers optimized guidelines. The second is a 3-screen optimizer that measures the integrated effects of TV and digital marketing to suggest the best guidance on execution. The third is a media dashboard system that lets clients check campaign execution status in real time online. Specialized media consulting services is the name of the game today and far into the future. Cheil Worldwide is with you, every step of the way.

Media





Company Profile

History

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, Hakuodo-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

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
- Acquired Bravo, offering market planning and creative services in China
- 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 Mix basketball teams
- Acquired Iris Worldwide, a UK-based shopper marketing firm

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

2016

- Acquired Founded

2017

- Acquired PSL(Pricing Solutions Limited)
- Acquired Atom42

2018

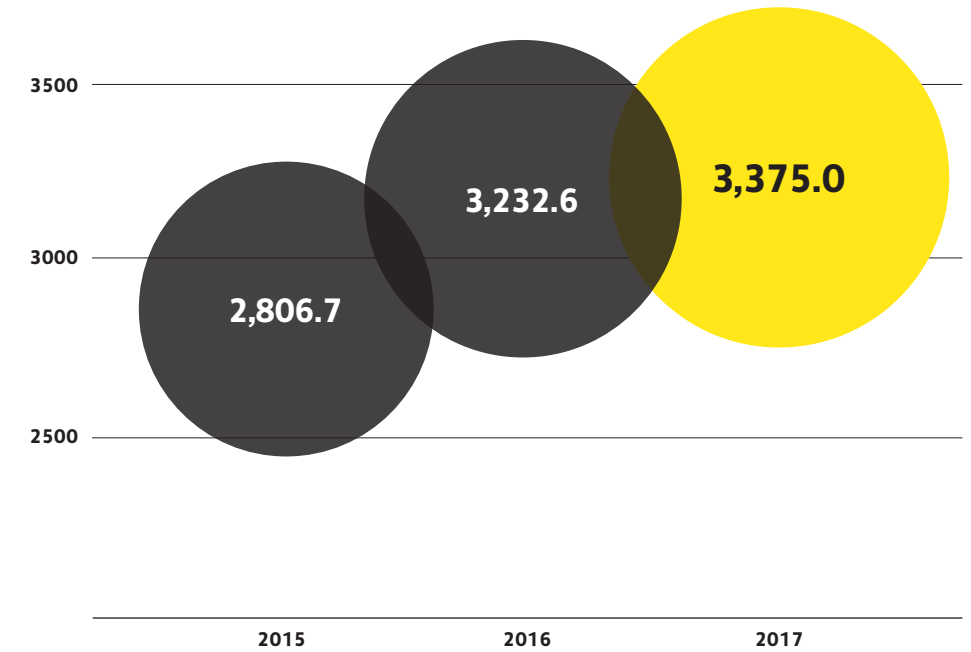
- Organized the opening & closing ceremonies for Pyeongchang Winter Olympic Games
- Acquired Centrade

Financial Highlights

Cheil Worldwide serves global clients such as Adidas, GM, Virgin Mobile, DU, Dupont and Samsung with its overseas business accounting for 72% of the gross profits in 2017.

Sales

Unit: KRW Billion



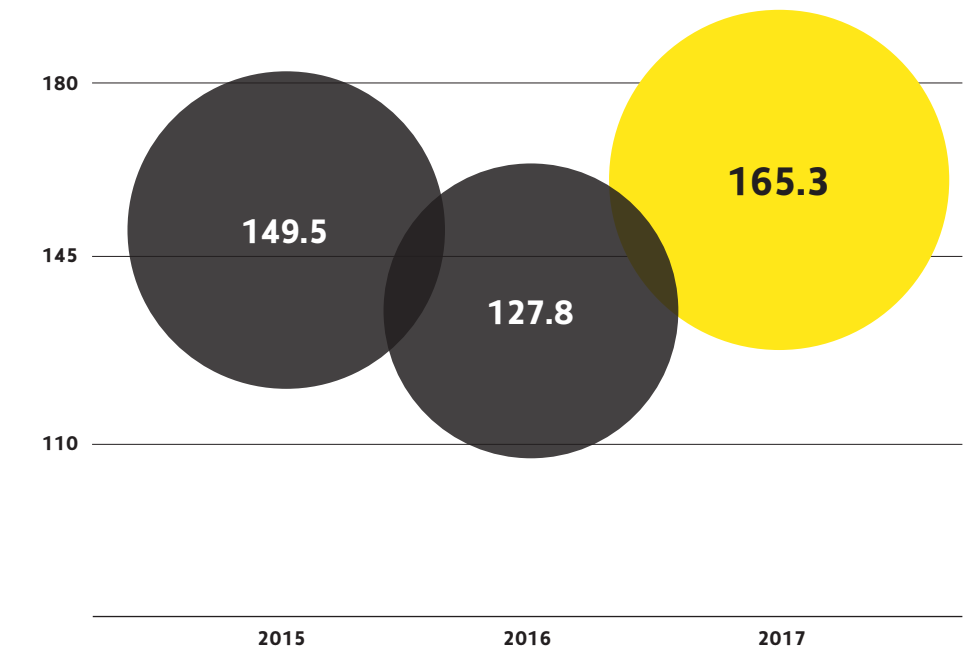
Summarized Financial Statements (Consolidated Basis)

Unit: KRW Billion

	2015	2016	2017
Sales	2,806.7	3,232.6	3,375.0
Revenue(Gross Profit)	948.7	997.4	1,012.5
Operating Profit	127.2	149.5	156.5
Profit Before Income Tax	149.5	127.8	165.3
Net Income	81.7	90.6	128.4
Assets	1,866.9	2,151.4	2,238.3
Liabilities	1,066.5	1,375.1	1,382.3
Shareholders' Equity	800.4	776.3	856.0

Profit Before Income Tax

Unit: KRW Billion



Global Offices

44 countries 53 offices

KOREA

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Cheil Worldwide The SOUTH

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T. 82-2-3014-6505

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Airport Plaza-Stockholm Building
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Cheil Worldwide has 53 offices in 44 countries* across Asia, Europe, 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 2018

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CIS

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Awards

2018

SAMSUNG ELECTRONICS:

Samsung Smartsuit

Cannes Lions

- **Gold** Mobile
- **Bronze** Mobile

One Show

- **Silver** Interactive
- **Bronze** Intellectual Property
- **Bronze** UX/UI

SAMSUNG ELECTRONICS:

PARKOUR SCREENS

Cannes Lions

- **Silver** Outdoor

SAMSUNG ELECTRONICS:

Samsung Technical School - Seema Nagar

Cannes Lions

- **Silver** Glass

JBL:

Block Out the Chaos: World Leaders
Block Out the Chaos: Football manages

Cannes Lions

- **Bronze** Print & Publishing
- **Bronze** Industry Craft

JBL:

Block Out the Chaos:
Babies/Dogs/Wife & Daughter

New York Festivals

- **Gold** Print - Traditional & Digital
- **2 Silver** Outdoor
- **Bronze** Outdoor
- **2 Bronze** Print - Traditional & Digital

One Show

- **2 Silver** Print & Outdoor
- **2 Bronze** Print & Outdoor
- **Merit** Print & Outdoor

D&AD

- **Wood** Art Direction

Adfest

- **Silver** Outdoor
- **Silver** Press
- **Silver** Print Craft
- **Bronze** Print Craft

SENSE INTERNATIONAL INDIA:

Good Vibes:
Communication tool for the deafblind

Cannes Lions

- **Bronze** Innovation

D&AD

- **Graphite** Digital Design

SAMSUNG / FECMA:

War Correspondents on Breast Cancer

Cannes Lions

- **Bronze** Health & Wellness

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.

SEOUL METROPOLITAN GOVERNMENT:

Peekaboo Mask

Cannes Lions

- **Bronze** Outdoor

CARMAX:

Buying Greenie

Cannes Lions

- **Bronze** Social & Influencer

TESCO:

Safety Bags

New York Festivals

- **2 Gold** Package & Product Design

One Show

- **Merit** Design
- **Merit** Intellectual Property

SAMSUNG ELECTRONICS:

3 Dimensional Unpacked

New York Festivals

- **Bronze** Design

D&AD

- **Wood** Graphic Design
- **Wood** Spatial Design

AdFest

- **Bronze** Media

SAMSUNG ELECTRONICS:

Detective for Samsung

New York Festivals

- **Bronze** Digital(cyber) Communications
- **Bronze** Mobile Marketing

One Show

- **Merit** Mobile

SCRABBLE CLUB (HK):

Scrabble Keyboard

New York Festivals

- **Bronze** Mobile Marketing

D&AD

- **Wood** Digital Marketing

AdFest

- **Gold** Mobile

3M:

Earworm Billboards

New York Festivals

- **Bronze** Outdoor

One Show

- **2 Merit** Design
- **Merit** Print & Outdoor

AdFest

- **Bronze** Design

SAMSUNG ELECTRONICS:

Samsung Gear VR Wonderland

One Show

- **Merit** Design
- **Merit** Interactive

BUSAN METROPOLITAN POLICE AGENCY:

Stop Downloadkill

One Show

- **Merit** Film

AdFest

- **Branded Content**
- **Effective**
- **Silver** Media
- **Bronze** Direct

RC PHARMA:

Butty&Belly

One Show

- **Silver** Moving image craft
- **Bronze** Health, Wellness & Pharma

EDEKA:

FEEDitBAG

D&AD

- **Graphite** Packaging Design

CAMPAIGN AGAINST LIVING MISERABLY:

L'eau de Chris

D&AD

- **Wood** Media

WICKES:

Tradesman's Suncream

One Show

- **Merit** Health, Wellness & Pharma

GE:

Drone Week

Webby Awards

- **Winner** Film & Video

NGPF:

Payback

Webby Awards

- **People's Voice** Games

UBEREATS:

Nail House Campaign

AdFest

- **Silver** Press

SOI DOG FOUNDATION:

Watchdogs

AdFest

- **Bronze** Interactive

OPERATION SMILE:

The girl in mask

AdFest

- **Bronze** Film

2017

UNIQLQ:

Heat Tech Window

Cannes Lions

- **Bronze** Outdoor

D&AD

- **Graphite** Media

One Show

- **Silver** Print & Outdoor
- **Merit** Direct Marketing

Adfest

- **Gold** Direct
- **Gold** Media
- **Silver** Outdoor
- **Silver** Promo

Clio Awards

- **Bronze** Brand Design

London Int'l Awards

- **Silver** The NEW

Spikes Asia

- **Gold** Design
- **Silver** Design
- **Bronze** Design
- **Silver** Outdoor
- **Bronze** Outdoor
- **2 Bronze** Direct
- **2 Bronze** Promo&Activation

SAMSUNG ELECTRONICS:

#BeFearless

D&AD

- **Wood** Pencil Digital Design

One Show

- **Bronze** Mobile
- **Merit** Mobile

Adfest

- **Silver** Mobile
- **Bronze** Mobile

Spikes Asia

- **Bronze** PR

SAMSUNG ELECTRONICS:

Detective for Samsung

Cannes Lions

- **Bronze** Cyber

London Int'l Awards

- **Gold** Digital
- **2 Bronze** Digital

SAMSUNG ELECTRONICS:

#BeTheirEyes

One Show

- **Bronze** Design
- **Bronze** Print&Outdoor
- **Merit** PR

AdFest

- **Silver** Direct
- **Silver** Promo
- **Bronze** Direct

ADIDAS:

Adidas Glitch

Cannes Lions

- **Silver** Media
- **Bronze** PR
- **Bronze** Direct
- **Bronze** Media
- **Bronze** Digital Craft

London Int'l Awards

- **Bronze** Digital

Clio Sports

- **Gold** Innovation
- **Silver** Digital
- **Silver** Mobile

ADIDAS:

#MYNEOLABEL

Cannes Lions

- **Bronze** Mobile
- **Bronze** Design

One Show

- **Silver** Interactive
- **Merit** Social Media

JBL:

Block Out The Chaos

Cannes Lions

- **Bronze** Outdoor
- **Bronze** Print & Publishing

London Int'l Awards

- **2 Gold** Billboard
- **Gold** Print
- **Silver** Print
- **Bronze** Print

Spikes Asia

- **Gold** Print & Publishing
- **Silver** Outdoor
- **Silver** Print &Outdoor Craft
- **Silver** Design

3M:

Hey Macarena/Barbie Girl/
Karma Chameleon

London Int'l Awards

- **3 Gold** Billboard
- **Silver** Billboard
- **Bronze** Billboard

RC PHARMA:

Hot Pot Hero/Toilet Psycho

London Int'l Awards

- **Gold** Pharmaceuticals
- **Silver** Pharmaceuticals
- **Bronze** Health & Wellness
- **Bronze** Pharmaceuticals

TESCO:

SAFETY BAGS

London Int'l Awards

- **Bronze** The NEW

Clio Awards

- **Silver** Innovation

Spikes Asia

- **Bronze** Direct
- **Bronze** Promo&Activation

VERY CHOCOLATE:

Very Chocolate

One Show

- **Merit** Design

London Int'l Awards

- **Bronze** Package Design

AdFest

- **Silver** Outdoor

SAMSUNG ELECTRONICS:

Innovating Evolution

London Int'l Awards

- **Silver** Design
- **Silver** Design

SCRABBLE CLUB:

SCRABBLE KEYBOARD

London Int'l Awards

- **Silver** Digital

Spikes Asia

- **Bronze** Mobile

OPERATION SMILE:

The Girl in the Mask

London Int'l Awards

- **Bronze** Health & Wellness

Spikes Asia

- **Bronze** Healthcare

SAMSUNG C&T EVERLAND CARIBBEAN BAY:

Life Pump

One Show

- **Merit** Design

Spikes Asia

- **Bronze** Healthcare

AdFest

cheil

