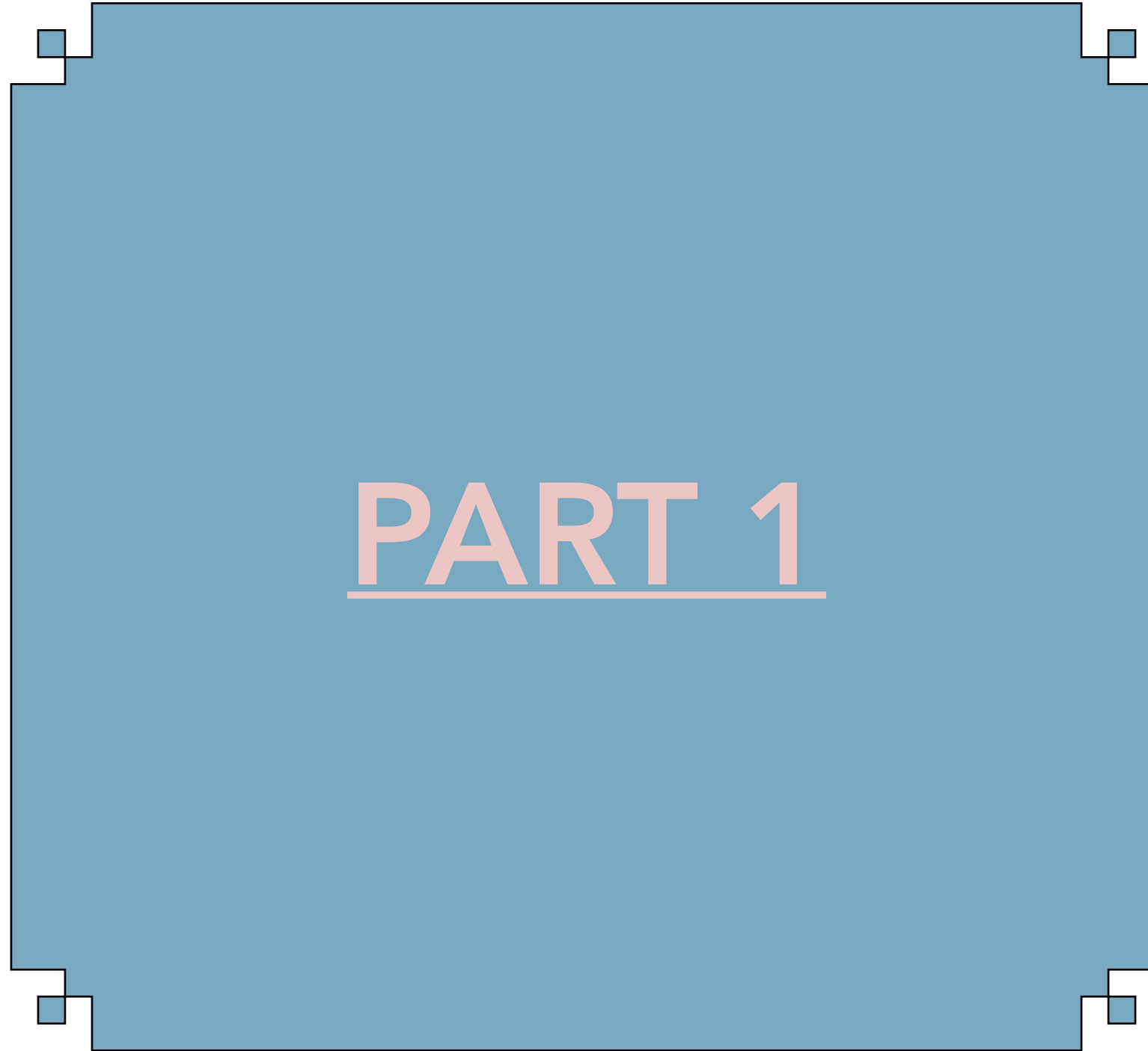
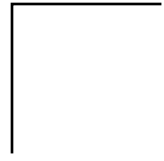


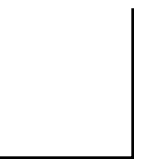


Graphic Symbolism





PART 1



Nusrat's Ad



Melanie's Ad



unicef 

HE'S
STARVING.
WE'RE
NOT.
IT'S TIME
TO SHARE >>

Charles's Ad

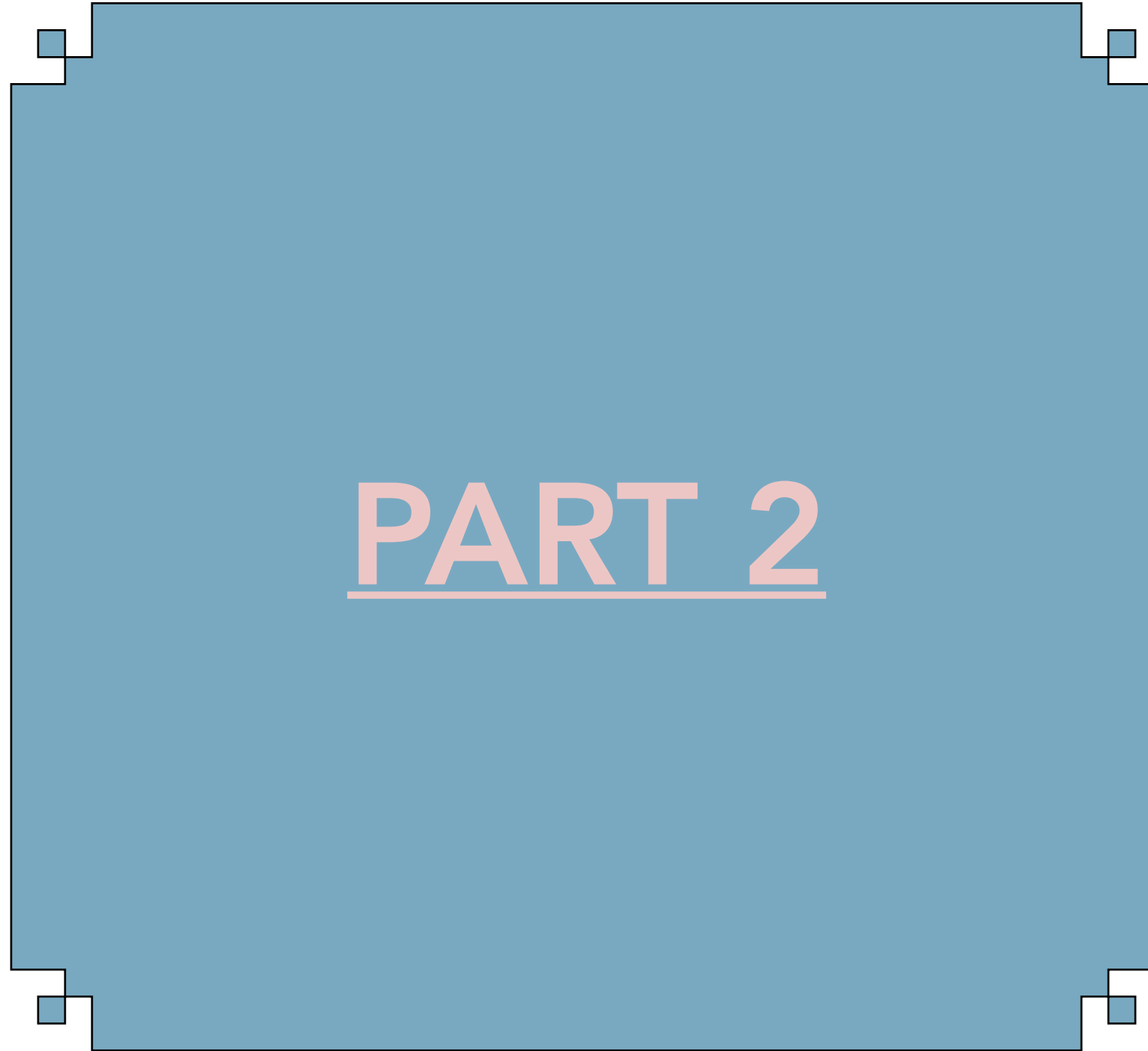
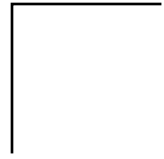


Miguel's Ad

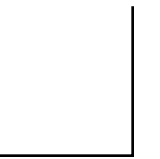


Gregory's Ad



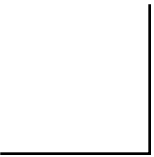


PART 2





KOREA





Republic of Korea

Population: 51,181,299

Capital: Seoul

Nationality: Korean

Currency: South Korean 'won'

Alphabet: Hangeul (24 letters)

Religion: Confucianism, Buddhism and
Christianity





Korean Flag & Meaning



Traditional

- Chinese and Japanese influence in art; aesthetics and motifs
- Art and culture is link to natural cycle and religion, creating a folk culture in rural areas that are still considered popular



Pop-culture

- K-pop
- Gaming
- Cosmetics
- Plastic surgery
- Western influence in language, fashion and food.



Food

- Korean cuisine is based on rice, vegetables and meat
- National Dish “Kimchi”
- Lots of side dishes called Banchan
- Bulgogi
- Street food



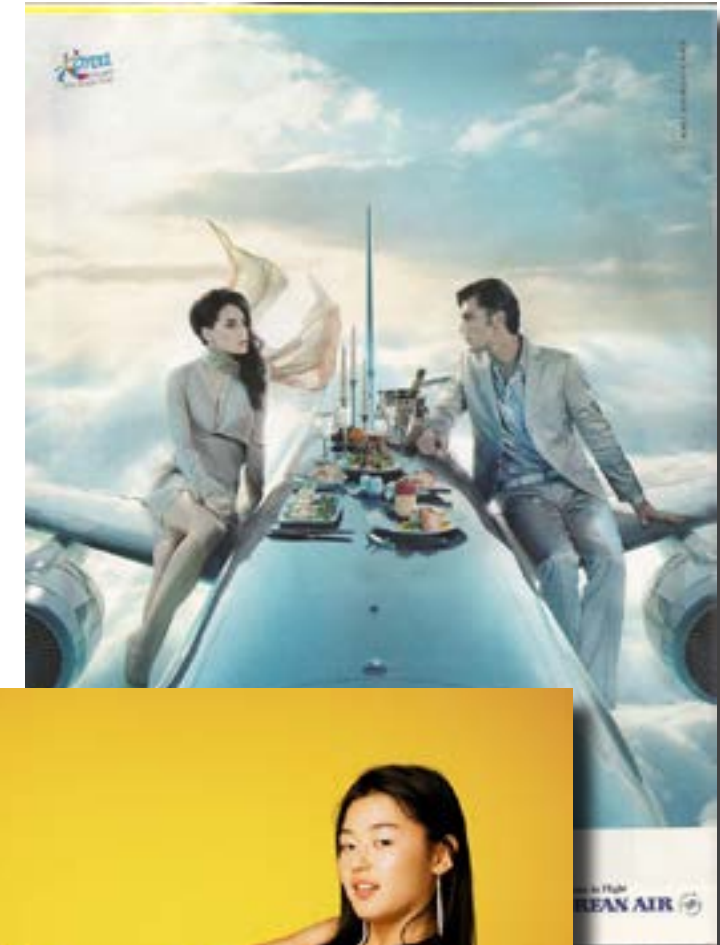
Economy

- South Korea changed from an underdeveloped country, to the 11th largest economy globally, within one generation
- 48% of all exports are electronic
- 31% of exports are transport related (cars, boats, etc)



Marketing Methods

- Materialistic
- Celebs / Youth
- Sexual
- Humor / Absurdity



Nusrat's Ad



Melanie's Ad



Charles's Ad



Miguel's Ad



LANEIGE

PERFECT RENEW LINE
2011년 1월, 퍼펙트 리뉴 라인으로
만나는 안티에이징 솔루션

*2011
New year
New Skin* 라네즈 퍼펙트 리뉴와 피부 속부터
촉촉하고 설렘 가득한 1월을
만나보세요!

Gregory's Ad

하이트진로

이슬같이
깨끗해서
술이 술술

대한민국이
즐기는 깨끗함.

Thank You!



PRESENTATION BY

Charles Metellus
Nusrat Hossain
Miguel Santos
Melanie Martinez
Gregory Ortiz

PRESENTATION FOR

COMD3503
Professor Marianna Trofimova
Fall 2018