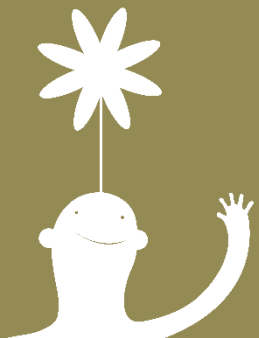


Campaign Planning & Production Company

(주)프로덕션날발





ABOUT US

SINCE 2006

변화에 빠른 대응을 위한
유연한 조직운영으로 진화ing

TV
Commercial
Production

TV Commercial
& Digital Contents
Production

IMC Campaign Planning &
Creative Contents
Production

Solution with
AI

PEOPLE

Director
KIM EE-SEOK



HONGIK Univ.

CHEIL Worldwide PD
DONGJIN Production Director
Production NALBAL Director

Chief Planner
KIM SUN-YOUNG



DONGGUK Univ.

OGILVY Korea AE
HAKUHODO-CHEIL AE
It's HANBUL Marketing Director
Production NALBAL Planner

Producer
ANDEREW LEE



University of SYDNEY

BADA Production PD
OZCAM PD
Production NALBAL PD

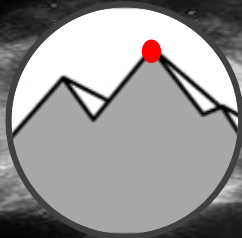
Planner
PARK DAN-BI



HONGIK Univ.

JWT Adventure AE
It's HANBUL Brand Manager
Samil Pharm. Marketing Director
Production NALBAL Planner

Planning to Production



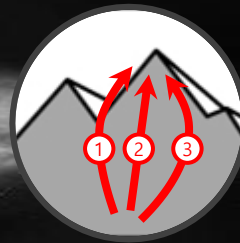
Brand Building

- 브랜드 케이스 스터디
- 브랜드 정체성, 가치 설정/재설정
- 브랜드 포지셔닝 등



Campaign Planning

- 브랜드 목표 달성 위한 캠페인 전략 수립
- 브랜드 필름, 숏폼, SNS, 프로모션 등
Holistic Campaign Structure & Idea



Campaign Creative

- 캠페인 수행을 위한 다양한 크리에이티브 아이디어 구체화
- 브랜드 필름, 숏폼 등 제작



WITH US

WORKS

2019~2024

KOICA

SAMSUNG

I·SEOUL·U

 NONGSHIM

2022~2024

THE
H

 HYUNDAI

ASIANA AIRLINES

 현대건설

2023~2024

 LG전자

It'S HANBUL

 CJ CHEILJEDANG

 SAMSUNG C&T

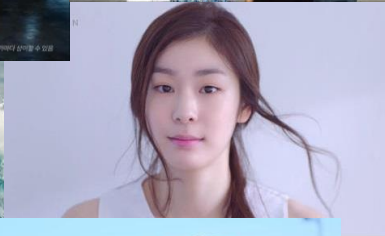
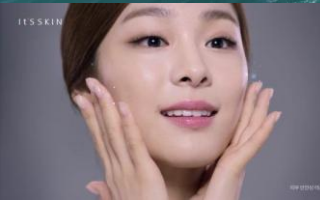
2021~

 HILLSTATE

 SK telecom

BAT

 CAPELLA





SHOWREELS

HILLSTATE – What I Want : INSPIRATION



HILLSTATE – What I Want : EXCITEMENT



HILLSTATE – What I Want : WELLNESS

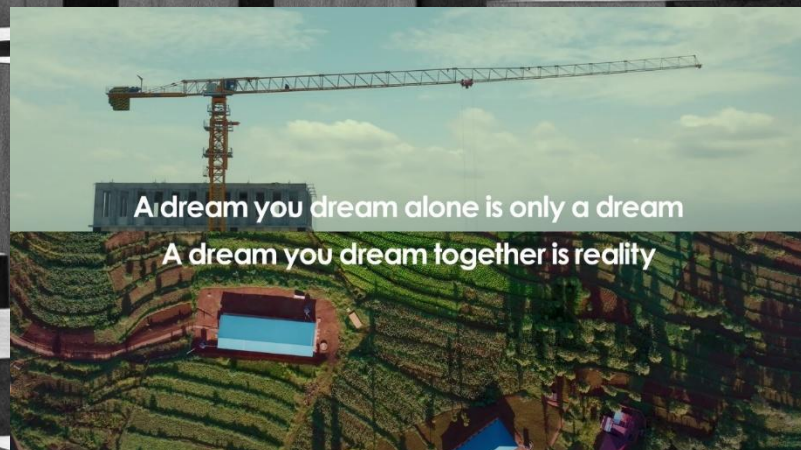


HILLSTATE – My Lifestyle on TECH

THE H – ONE & ONLY



KOICA – KOREA-AFRICA Summit 'Conference Films'



KOICA

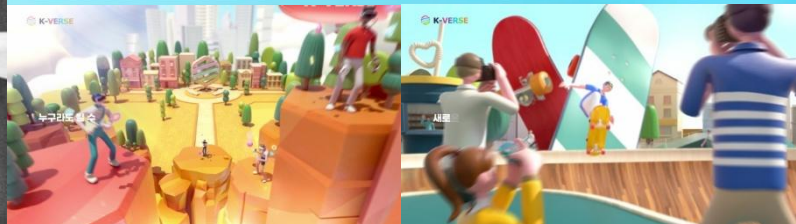
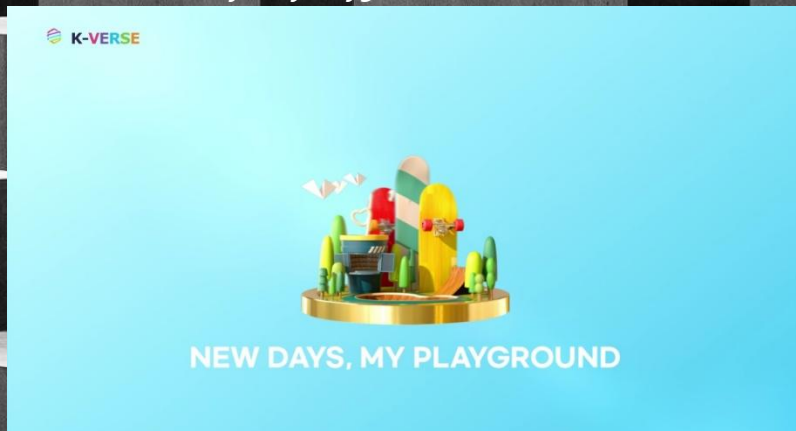
KOICA – KOREA-AFRICA Summit (On Media Films)



HILLSTATE – Together On Top



K-VERSE – New Days, My Playground



CHAMDAHAN - Absorption

참다한 홍삼.

한국인 **37%**
홍삼 사포닌 흡수 불가

나머지 **63%**
홍삼 사포닌 흡수 어려움

출처: 발효 홍삼 섭취가 인체 반응과 유무산소 운동 능력 및 각광할만한 번만에 미치는 영향 / 한국생활환경학회지 제19권 제5호, 2012

참다한 홍삼.

한국인 **37%**
홍삼 사포닌 흡수 불가

흡수 속도 **4배**

참다한 홍삼.

흡수율 **23배**

HMG IONIQ5 – Making the FUTURE

THE NEW ERA BEGINNING
IONIQ 5

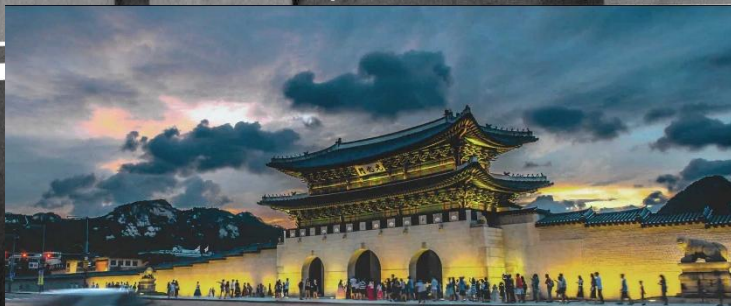
The era of new mobility begins

ICC

The integrated charging system (ICCU) is a new concept that uses an internal cooling system to cool the battery pack. The integrated Motor Charger (IMC) is a new concept that uses an internal cooling system to cool the battery pack.

PE System

The PE system replaces the traditional mechanical components that use oil in internal combustion engines. It reduces weight and improves efficiency by integrating motors, sensors, and actuators into a single unit for the EV drivetrain.



While a SINGLE dream for peace
will merely remain a dream

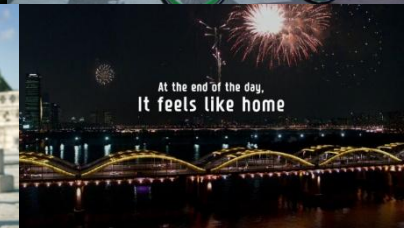
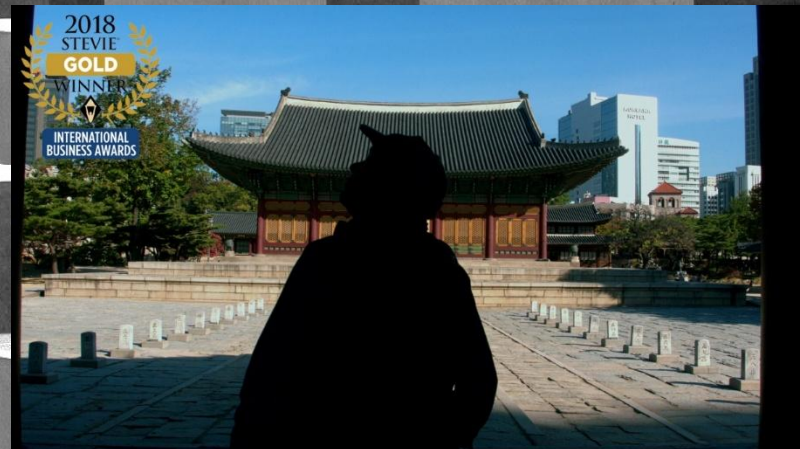


Through innovation,
together we will seize
the opportunity to advance
sustainable mutual prosperity

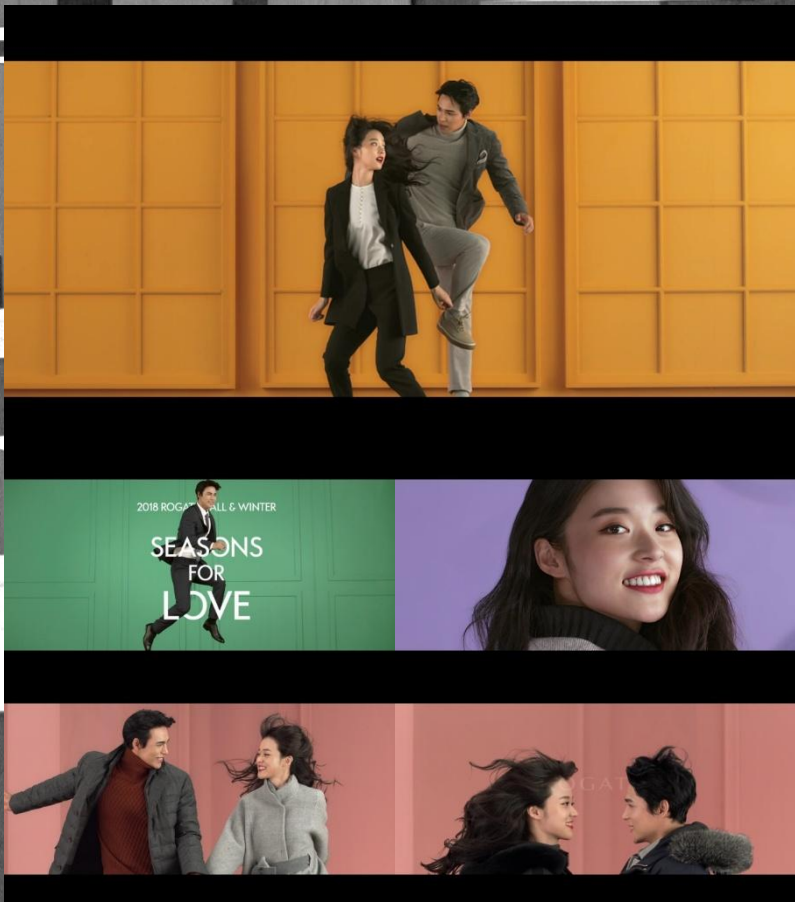
SAMSUNG QLED TV - Fishing



SEOUL Global PR – SEOUL Has It All



SAMSUNG FASHION – ROGATIS F/W

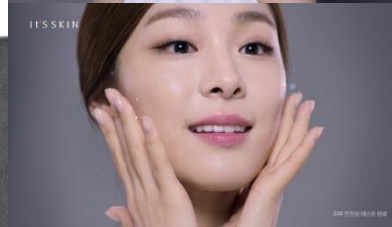


HMG FCEV – Earth Rise



It's SKIN – FLOWER CELL

360VR SAMSUNG OPEN HOUSE – Full Package



HDDN Lab – MOON CHAEWON



ELBON the Style



HYUNDAI Motors. – Boost Your Driving Fun



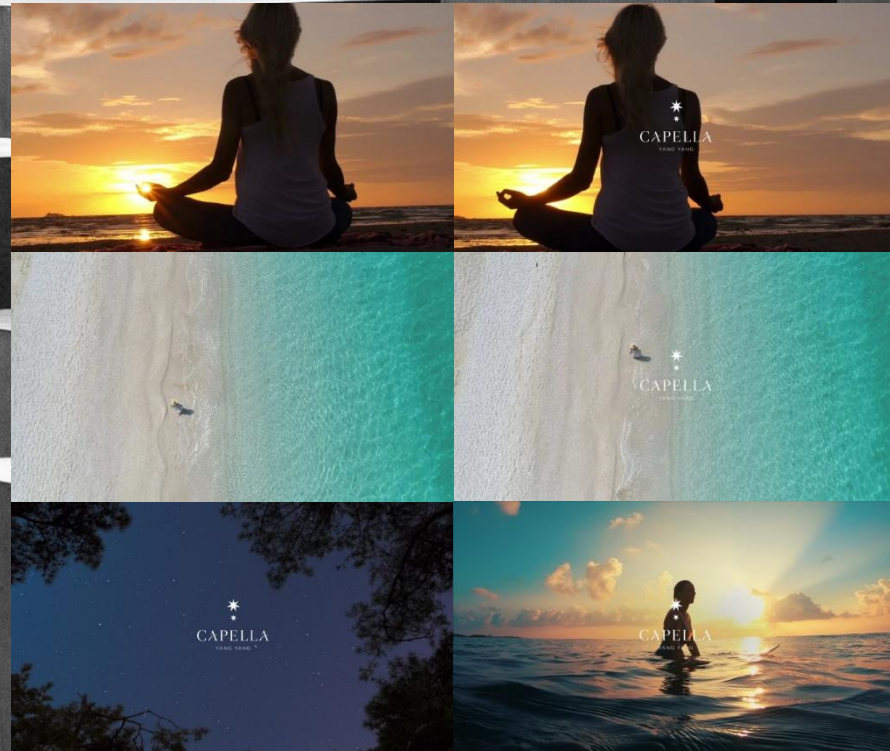
ASIANA AIRLINES – OZ Dream Fare



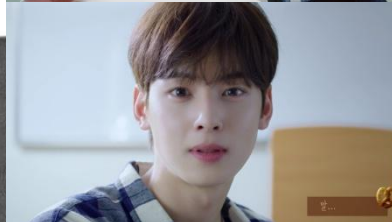
CAPELLA Yangyang Brand Film



Capella Yangyang SNS Film



NONGSHIM PRETZEL



SAMSUNG QLED TV - Ambient



CGV 4DX – War of GODS (Stereoscopic 3D and 4D PLEX)



SAMSUNG SMART TV - S Recommendation



NONGSHIM - Saewooggang



tvN – Real Horse Dance



감사합니다



Contact

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날*라발전소