

Ready to Hit the Ground Running!

PR Company PR RUN Co., Ltd.

www.prrun.co.kr

Tel 02-2135-3731 / Fax 02-2135-3732

2019.11



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Greetings

PR RUN, specialized in consumer goods and lifestyle industry, is a PR company that customers can trust with its outstanding PR performance and commitment in order to provide **diversified strategies and services in PR Consulting, Press PR, MPR, Mice PR and Wide Media Networks**. PR RUN Co., Ltd., established in 2002 as 'Appletree PR company', has changed its company name to 'PR RUN' to become a stronger partner who satisfies various customers in a rapidly changing media environment.



Company	PR RUN Co., Ltd.
CEO	Hoeseok Lee
Established Year	September 2019 (Former, Apple Tree July 2002)
Business sector	<ul style="list-style-type: none"> • PR Consulting • PR Planning And Plan Creation • Press Release Development And Distribution & Monitoring • Risk Management And Media Relations • P.I / C.I • Press Conference, Photo Event, Fam Tour, Etc.
Contacts	Tel 02-2135-3731 Fax 02-2135-3732 prrun@prrun.co.kr
Website	www.prrun.co.kr (www.atpr.co.kr)
Address	307, Tojeong-ro 3rd floor, Mapo-gu, Seoul, Republic of Korea (Yonggang-dong 43-5)

PR RUN's Mission

- The value PR RUN pursuing for PR

Real PR RUN communicates with clients by sincere heart.

Unique PR RUN pursues our creativity without imitating it.

Noveltious With fresh ideas, PR RUN accompanies you.

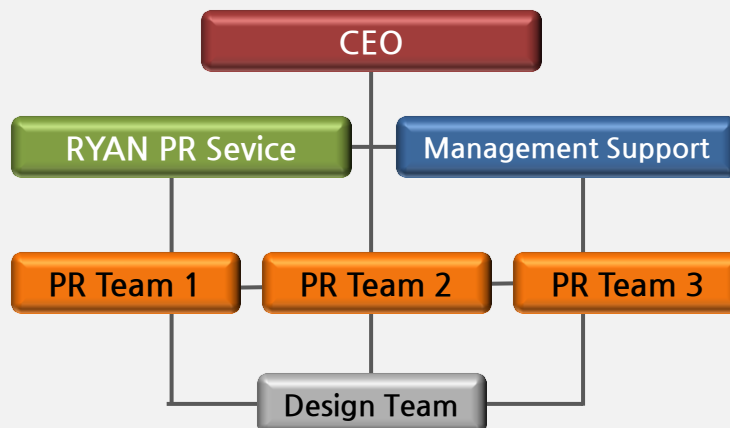
- Slogan **Ready to Hit the Ground Running!**
PR RUN will strive for the success of our clients.



Organization

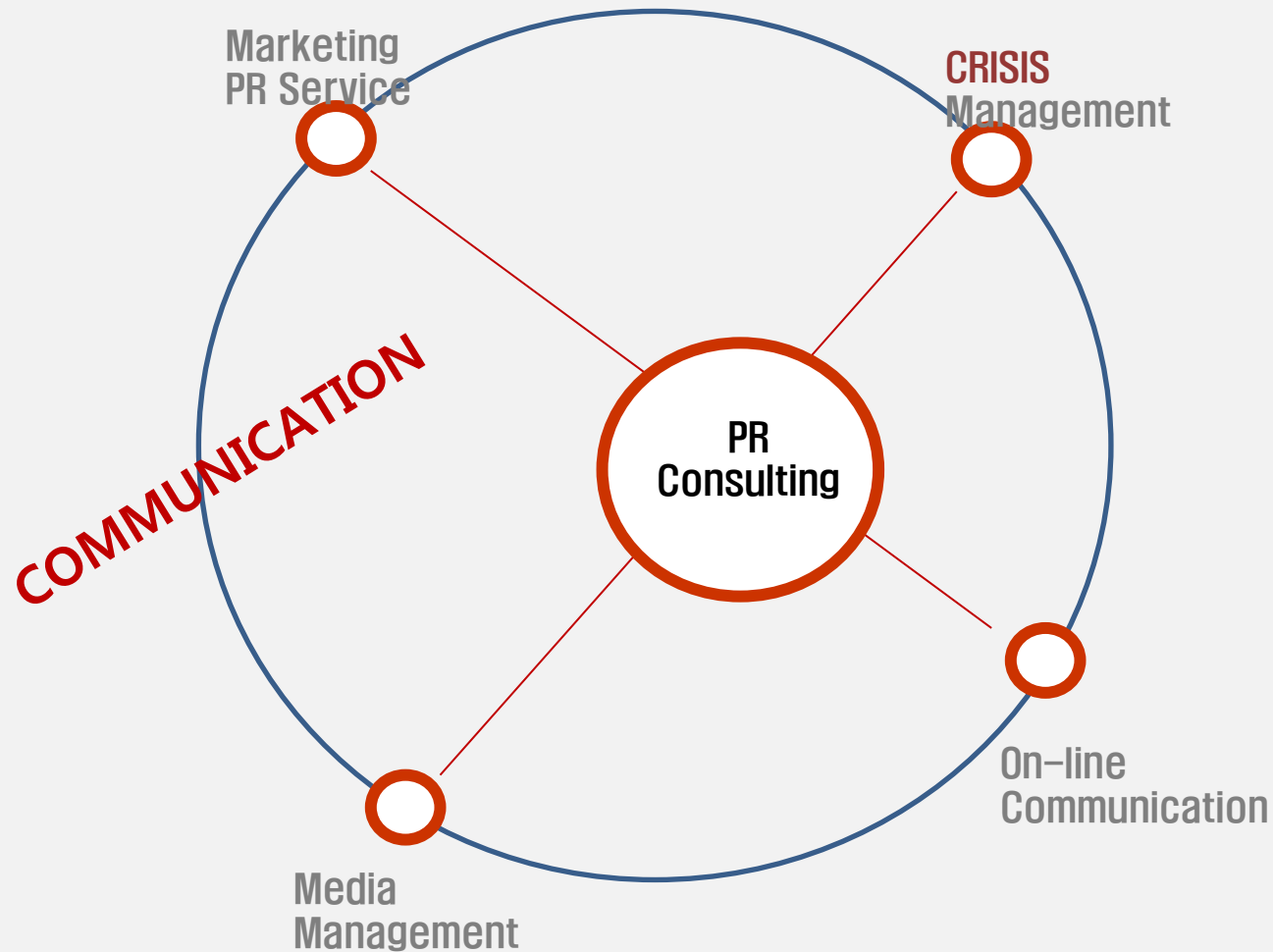
1연구소, PR 3팀, 지원2팀
(2019년11월 기준)

Corporate Name	PR RUN Co., Ltd.	CEO	Hoeseok Lee
Address	307 Kwangsan Building 3F in Tojeong-ro, Mapo-gu, Seoul (Yonggang-dong 43-5)	Business license number (open year/ month)	369-81-01606 (August 30, 19)
Number of employees	20 people (full-time positions)		
Capital stock (payment)	50 million won	Settlement date	The end of December (once a year)
Type of Business	1. Corporation(O), individual()	Date of incorporation	30 Aug 2019
	2. Category: Services	Sales over the last three years (million won)	2018 (2,753)
	3. Event: Advertising, PR, Online PR, etc.		2017 (2,622)
	4. Large enterprises(), Small and Medium enterprises(O)		2016 (2.398)



Based on full-time Employees 20 Members	CEO Management Support PR Service Design	1 Person 1 Person 17 Person 1 Person
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PR Service Areas



PR Service Areas

Press Release And Issue Development/
Distribution And Monitoring Of Press Release

Press Conference, Strengthen Relationship With
The Press

Risk Management And Media Relations

Development And Producing Of Tv,
Weekly/Monthly Magazine Article Contents

Fam Tour, Seminars, Trend Monitoring

Professional Entrepreneur, Ceo, Pr Reputation,
Image Management

Retainer
Service

Consulting
Service

Promotional Request

Industry Status Quo Analysis / Clientele Analysis

Effective Method Search

Define Pr Aim, /Form Pr Strategy And Plan/
Execute Pr

Press/ Promotion/ Online

Result Analysis And Evaluation

Exhibition

Network Promotion

Entertainment

Sales Promotion

Customer Promotion

Event &
Promotion

Marketing
Consulting

Investors Relations

Employee Communication

Public Affairs

Marketing & Advertising Service

Buzz Marketing

History



Client

- Global Online Shoppingmall [Ebay Korea](#)
- 1st Online Shopping Mall [Gmarket](#)
- Korea No1. Hospital Solution [Lemonhealthcare](#)
- General Living Appliances Brand [Paseco](#)
- By nature [Newzealand Tourist Commission](#)
- A master of Bifidus lactobacillus [Purmil](#)
- Global Cell Phone Grip & Cradle Brand [Popsockets](#)
- Becoming a Premium Coffee Specialist Café [Droptop](#)
- Gyeongin Port First Premium [Marinabay hotel Seoul](#)
- Hospital-specific Cosmetics Solution [Daewoong DNC](#)
- K2 Group Performance Sportswear [DynaFit](#)
- Healthy life, happy life [Daesang Wellife](#)
- Korea's largest food industry fair [Coffee Expo 2019](#)
- Global animation festival [SICAF 2019](#)
- The startup [Startup Seoul 2019](#)
- 2030 Hydration Coca-Cola [Fanta, Toreta, The Tansan](#)
- Natural consequences [Banobagi beauty](#)
- Lee Kyung-kyu's Chicken Brand [Donchicken](#)
- The Essence of Life Specialty Food Mall [Tablewithlife](#)
- New Standards for Used Automobiles [Automobile](#)
- Curation Beauty Platform [Memebox](#)
- Global No1 LED MASK [Cellreturn](#)



Forte parts

PRRUN Experts CEO Hoesuk Lee



CEO Hoesuk Lee

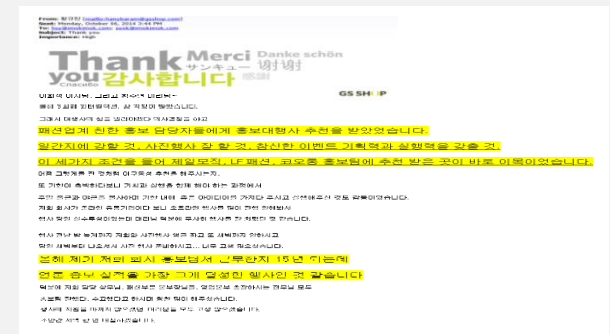
Strategic planning,
Crisis management,
Media relations

seok@prrun.co.kr

- 2019.08.30 ~ CEO of PR RUN Co., Ltd
- 2015.06 ~ 2019.08 Bernays Apple TreePR Company CEO of PR
 - 2015.04 Forward Ventures, Ltd. “Coupang Rocket Shipment Campaign”
 - 2015.07 Opened and promoted Hanseem flag shop Daegu
 - 2016.08 Samsung C&T Corporation
‘Beanpole Olympic Delightheart Campaign’ PR
 - 2019.02 2019 PyeongChang Global Peace Forum 2019 PR
 - 2019.03 Hitejinro TERA Launching PR
- 2010.03 ~ 2014.12 Imok Communications Co., Ltd.
 - 2010, 2014 Samsung C&T Corporation GALAXY Worldcup MPR
 - 2013. 03 Bean Pole Outdoor Launching PR
- 2008.02 ~ 2010.02 Team leader of Ham & Partners PR Team 2
 - 2014.02~ Released CJ CheilJedang Sandalae
 - 2014.05~ Netmarble Dragon Ball Launching PR
 - 2014.02~ Volvo Cars
- 2004.05 ~ 2008.01 Marketing Director of EnterSix Co., Ltd.
- 1994.02~ 2001.10 Head of Public Relations Team, Grand Department Store

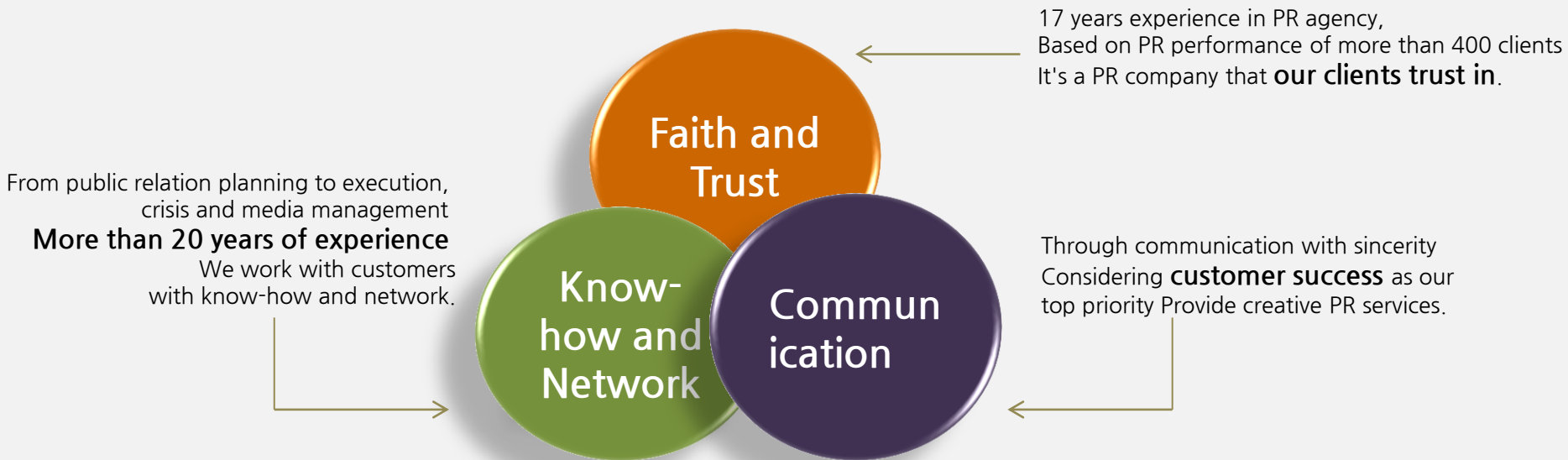


Co-author of “God of Promotion” (2014.10)



Forte parts

PRRUN Strength



Ready to Hit the Ground Running!

Successful Case Of

Risk Management

<p>Daesang</p>	<p>ISSUE: Daesang Chungjungone Product Concept Theft Date : August 6th, 2015 - August 11th, 2015 Crisis : Chungjungone, the No. 1 pasta sauce maker in Korea, conducted marketing activities after launching new product <World Table Sauce>. Sam Pyo, whose market share was only 1.4%, claimed that Chungjungone plagiarized its original concept, including the main slogan "Travel to the Taste" => collected previous evidence and information such as Chungjungone's commercial "Journey of Taste" in 2012, framing Sam Pyo's noise marketing.</p>
<p>Eating X-Files</p>	<p>ISSUE: Lee Young-don's Eating X-files MSG Harmful Broadcasting Controversy Date : February 2012-December 2016 Crisis : Channel A's popular TV show <Eating X File> conducted 'Non MSG' campaign and left huge doubt about the harmfulness of MSG and it became controversial again. => In order to provide scientific evidence, researched case studies that academic-government-media community would be able to all agree. => 2013.12, the FDA announced that it would hold a promotion campaign to inform accurate information about MSG.</p>
<p>Muhak</p>	<p>ISSUE: Muhak's Discharge Of Waste Water From The Ulsan Factory Date : December 8, 2011 to January 2012 Crisis : Reporter from MBN investigated Muhak's discharging of waste water and were expected to broadcast it => Muhak determined its own investigation and made an official apology. => Adjusted expression intensity level of the detail content and excluded sensitive issue to minimize crisis.</p>
<p>Konkuk University The Classic 500</p>	<p>ISSUE: Increasing deposit and maintenance costs & Charging extra fees for using facilities Date : 2011-2013 Crisis : Konkuk increased its security deposit and maintenance costs along with imposing extra fees for using some residents' facilities, such as fitness gym and cafeteria by the operation of paid membership system. Residents blamed on the inconvenience. => Tone-down by direct responses to each media</p>
<p>OOO and OO Former president</p>	<p>ISSUE: Ownership dispute between sibling Date : March 2017-May 2017 Crisis: OOO, involved in ongoing conflict between siblings, announced one-sidedly the end of dispute concerning ownership with the counterpart - former vice president OO => Framed as 'Not ownership dispute but demanding for stabilization of management' and raised issue that 'Vice president OO is encountering his/her management ability testing board for next leadership'</p>
<p>Four Seasons Hotel</p>	<p>ISSUE: Unprepared opening of luxury hotel Date : Oct 2015 Crisis : A number of reporters complained that they failed to enter the conference room due to the insufficient space and witnessed the on-going repair of the room => had one-on-one meeting with related media and avoided negative articles by the negotiating advertorials.</p>

Ready to Hit the Ground Running!

Thank You

(주)PRRUN (우)04166
서울시 마포구 토정로 307 광산회관BD, 3층
Tel 02-2135-3731/ Fax 02-2135-3732
| www.prrun.co.kr

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