

# PLANIT

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## About Us

# PLANIT

Producers, Copywriters, CM Planners with a variety of field experiences and passion for good creative gathered to open Planit on 2005.

Ever since, Planit has produced the best results based on the skills accumulated over 15 years by planning and producing all kinds of contents including commercials and music video.

Collaborating with global agencies such as Ogilvy, Wieden+Kennedy, Forsman & Bodenfors, Cheil Worldwide, Innocean Worldwide, and HSAD. We have produced total of 2,000 commercials so far.

Winning multiple awards every year at prestigious domestic and international advertisement festivals, Planit is steadily recognized as a highly creative production.

To expand for a wider world, we have a global specialist team who is fluent in English and Chinese, unleashing expertise in global projects.

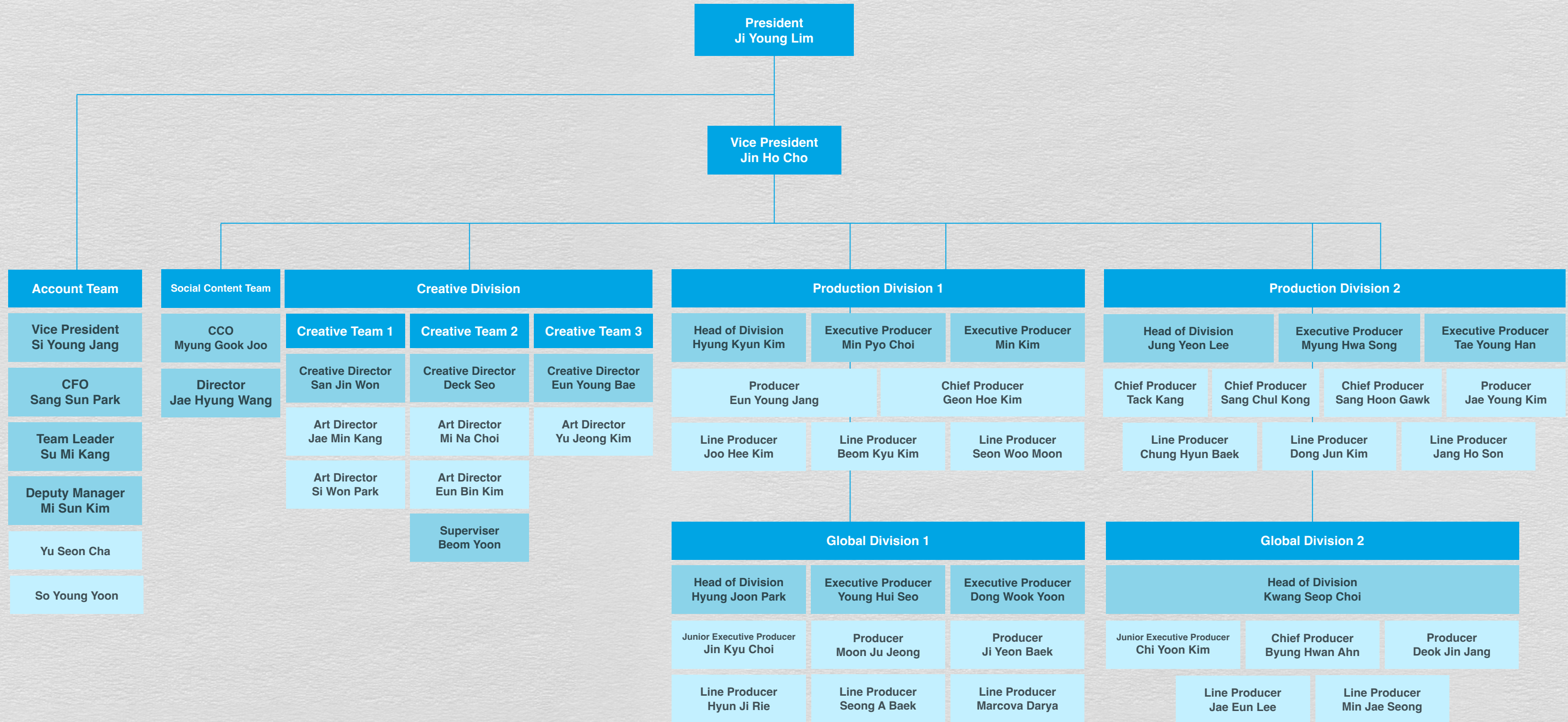
Planit Global Production Division has been constantly producing all different global contents for a number of global agencies and clients for many years. In recent years, the Global Division has expanded boundaries once more by making short films, collaborating with globally acknowledged film makers, Ridley Scott and Na Hong-Jin for Samsung Unpacked Event.

Planit Global Production Division always focuses on creating extraordinary contents to build up the brand values of international companies regardless of its region or field. The global team's wide range of networks around the world is an efficient solution during this era of global economic downturn.

Planit's next plan is your brand.



# ORGANIZATION CHART



# Selected Works

From **RIDLEY SCOTT**

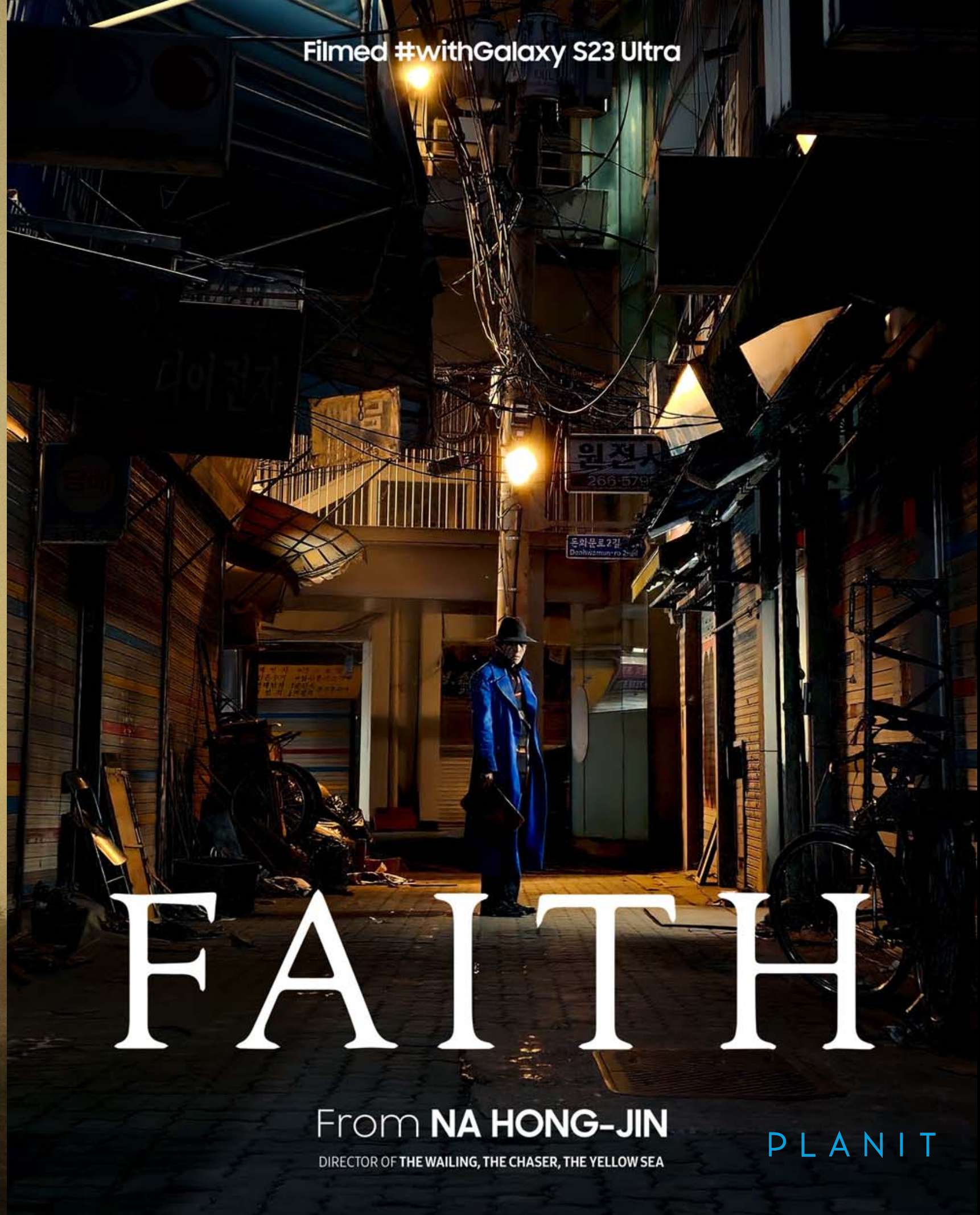
DIRECTOR OF ALIEN COVENANT, GLADIATOR, THE MARTIAN

# BEHOLD



Filmed #withGalaxy S23 Ultra

Filmed #withGalaxy S23 Ultra



# FAITH

From **NA HONG-JIN**

DIRECTOR OF THE WAILING, THE CHASER, THE YELLOW SEA

PLANIT

# BEHOLD

**A RIDLEY SCOTT FILM**

# FAITH











Steph  
B's  
Yay's



1000  
GTS 30





# Localization Projects

# Global Brand Localization Experience

Apple

Mcdonald's

Coca-Cola

Netflix

Gatorade

Renault

Mercedes Benz

Lexus

IQOS

Baskin Robbins 31

SK-II

Canon

Ali Express

Philips

Google Play

Samsonite

Chevrolet

Under Armour

Uniqlo

Bean Pole

Disney Plus

Ikea

Sprite

Skechers

Subway

Stella Artois

Fortnite

PUBG

Toyota

Tsingtao

Acuvue

Asahi

Nikon

Volkswagen

**And waiting for more opportunities**

# Localization Starring Korean Celebrities

Apple Shot on iPhone – Dirty Work with Aespa



Coke-Zero – New Jeans Music Video



Gatorade x Son Heung Min



McDonald's x New Jeans





### **Creative Highlights & Approach**

This campaign marked the official brand launch of Renault in Korea, transitioning from the previously localized Renault Samsung identity.

To introduce the “true Renault” from France, we emphasized its French heritage through iconic symbols—such as the Eiffel Tower, the Arc de Triomphe, and perfume silhouettes—expressed through shadow visuals.

We also incorporated French pop music, rarely used in the Korean market, to further reinforce Renault’s authentic identity and clearly differentiate the campaign.

# Apple

Made on iPad – BITE with Jay Park & Namon



## Creative Highlights & Approach

This campaign was developed as the iPad extension of Apple's Shot on iPhone platform.

To localize the message for Korea, we brought together K-pop artist Jay Park and webtoon creator Namon, highlighting the iPad's creative capabilities through their collaboration.

By blending music and digital illustration—two highly relevant cultural touchpoints in Korea—the campaign effectively demonstrated the iPad as a powerful tool for artistic and storytelling expression.

# Fortnite

Korea Launching – Chris Pratt



## Creative Highlights & Approach

For the Korean launch of Fortnite, we leveraged a strong cultural insight: Korean gamers take exceptional pride in their skill and competitiveness.

The campaign featured Chris Pratt playfully mocking Korean players for their supposed lack of skill, provoking a reaction that tapped directly into this competitive spirit.

By turning provocation into participation, the campaign successfully encouraged players to engage with the game and prove their abilities.

# McDonald's

Taste of Korea – Jindo Green Onion Cream Croquette Burger



## Creative Highlights & Approach

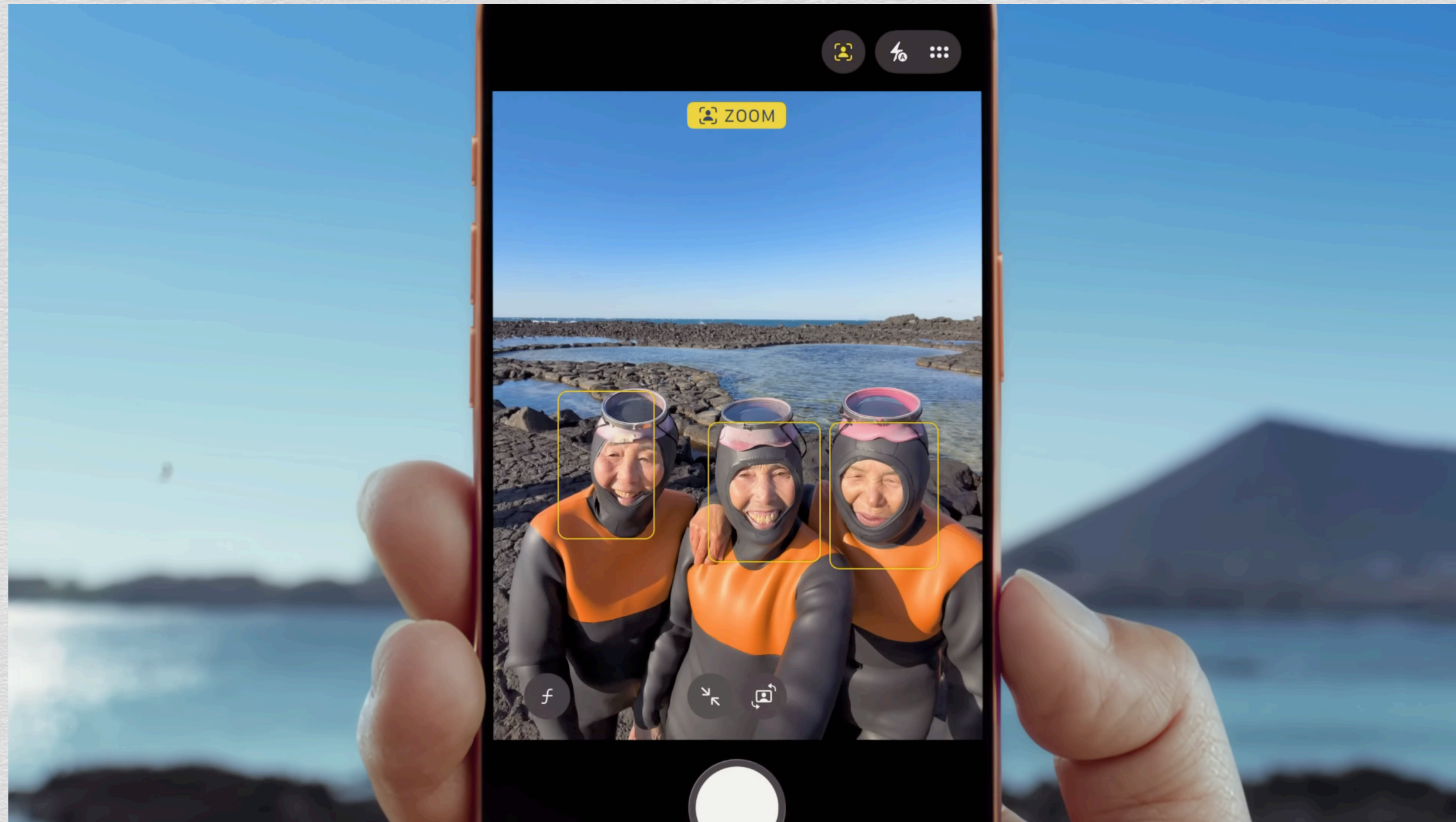
As part of McDonald's ongoing initiative to feature locally sourced ingredients, the Jindo Green Onion Burger became one of its most iconic examples.

We led both the creative development and production, grounding the campaign in the authentic context of Jindo. Filming on location at real green onion farms, we cast local residents to bring genuine character to the film.

Rather than a polished, stylized approach, we embraced the unfiltered charm of the region and its people—capturing their raw, unrefined presence and natural humor to create a campaign that felt distinctly local and truly authentic.

# Apple

## iPhone 17 Pro – Smart Group Selfies



### Creative Highlights & Approach

While this global campaign featured stories from around the world and was not developed by our team, we led the production of the Korean segment.

The film features real Haenyeo of Jeju Island—female free divers who continue a centuries-old tradition of harvesting seafood by hand, without modern equipment. With their numbers rapidly declining, they represent a rare and culturally significant part of Korea's heritage, as well as one of the few remaining matriarchal professions in the world.

We sourced and cast the Haenyeo, enabling the campaign to authentically capture a uniquely Korean subject and bring meaningful cultural depth to the global narrative.

**Netflix**

Squid Game Season 2 – Teaser



### **Creative Highlights & Approach**

This teaser was created for the highly anticipated return of Squid Game, one of Netflix's most iconic Korean series.

We centered the film around a cameo character who, despite limited screen time, left a strong impression in the original series—leveraging their intrigue to build anticipation.

By blending original series footage with newly shot material, we created a tense and cinematic piece that heightened curiosity and excitement for the upcoming season.



## Creative Highlights & Approach

As part of SK-II's global #ChangeDestiny platform, Timelines is a documentary-style series exploring the societal expectations placed on women across different cultures.

While the overall concept was globally driven, We produced the Korean segment, ensuring the story was grounded in local cultural context.

Focusing on the pressure surrounding marriage and life milestones in Korea, we helped capture real voices and authentic family dynamics—translating a universal theme into a story that resonated deeply with the local audience.

**IQOS**

Best Break Up Campaign



### Creative Highlights & Approach

In Korea, tobacco advertising is heavily restricted across most media channels, making it a highly challenging environment for brand communication.

Within these limitations, the campaign reframed the idea of quitting cigarettes as a more relatable and culturally familiar concept—a “breakup.” Rather than promoting smoking directly, it positioned IQOS as an alternative for adult smokers considering a change.

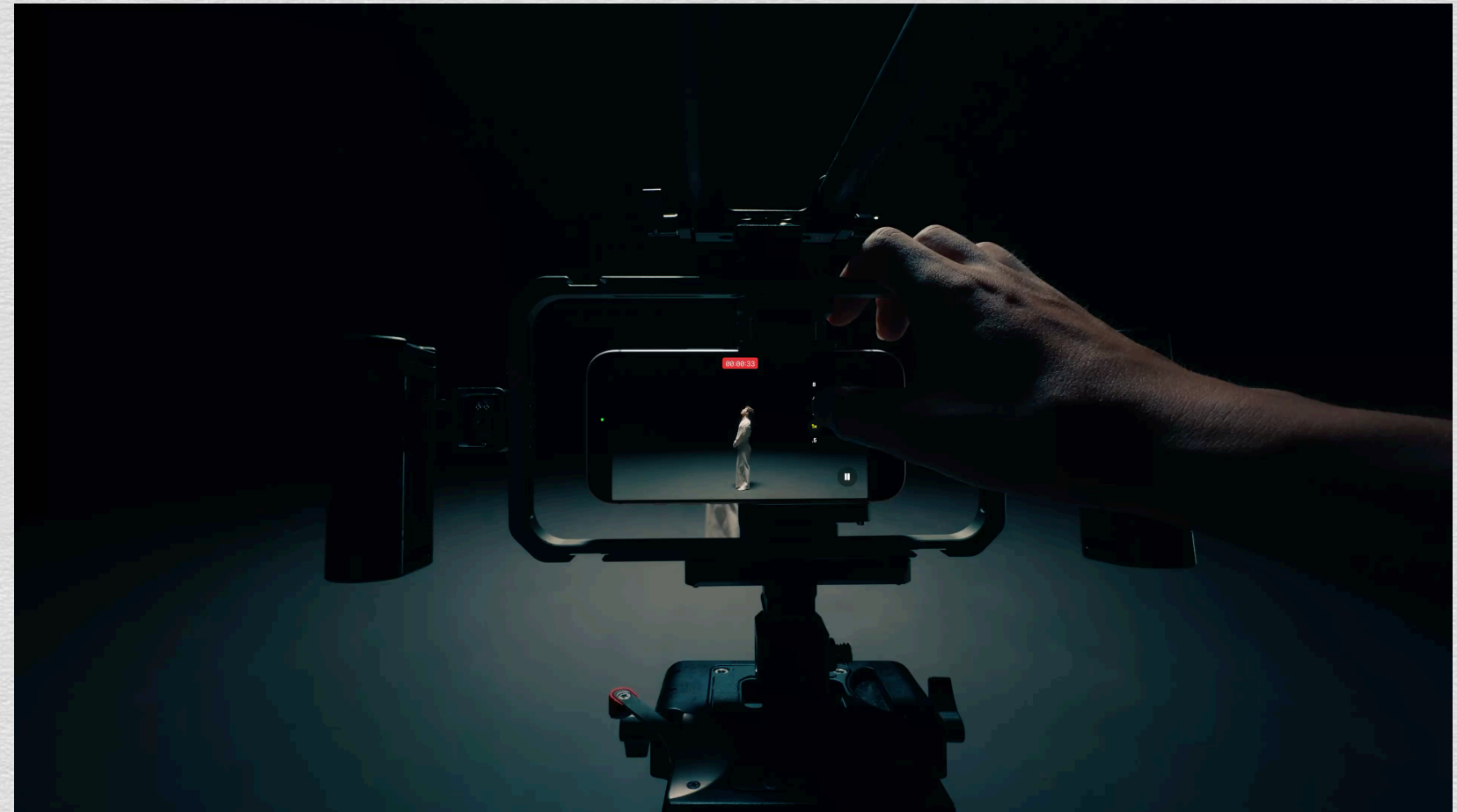
By transforming a restricted category message into an emotional and socially recognizable narrative, the campaign navigated regulatory boundaries while still driving engagement and behavioral consideration.

# Korean Celebrity for Other Regions

Turn Your OLD JEANS into NEW JEANS / South East Asia



Apple Shot on iPhone feat. Jackson Wang – Let Loose / China



# Localized Automotive Commercials

Mercedes Benz – E-Class



LEXUS – LX



Chevrolet – Be Chevy



Volkswagen – ID.5



**End of Doc.**