



JOURNEY THROUGH TIME

Every experience while traveling through Asia has felt like a journey through either the impending future, or the distant past. The people in each visited city appear to constantly be living in tomorrow, while remembering yesterday. In this newsletter, we plan to take you through that exact same journey through time.

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About The Time Travelers:



Savannah Fordham

Account Executive

University of Georgia
2nd year
Advertising Major
Media and Design Minor

"Throughout my time in Asia I have grown both personally and professionally. I had always known that I wanted to study in Asia coming into college, so when I heard about this program I knew it was an opportunity I could not miss, and I am so glad I did not."

"Out of all of the study abroads I've been on, this one has been the most eye opening experience. I didn't expect the program to take care of most all meals and activities we did. Without the guidance of our professor and the tour guides, we wouldn't have known where to begin when touring around. This unforgettable month has truly changed my perspective on life."



Jocelyn James

Creative Strategist

University of Georgia
4th Year
Advertising Major
Communication
Studies Minor

Emily Cunningham

Content Strategist

University of Georgia
4th year
Public Relations Major
Spanish Minor



"It's one thing to read about a place, it's a whole other thing to experience it. This past couple of weeks have been like a roller coaster- brief, but full of exciting twists and turns."

YESTERDAY: BEIJING

Beijing is the capital of China, a city that preserves culture and history in the modern day world. We were able to experience this through traditional ceremonies and visiting historically significant destinations.

The Great Wall of China:

The Great Wall is everything imagined and more. Built in the early 7th century, fortifications of the wall were constructed during the dynastic era to protect China. The Mutianyu section of the wall that we walked was built during the Ming dynasty. The wall extending from North to South China is a little under 4,000 miles long.

Our group took an open air cable car up to the starting point, getting the chance to enjoy the glorious view from above. Once we reached the top, we were given an hour and a half to pick one of two directions to walk. One pathway was longer and flatter while the other was shorter and steeper.

The stair master did not prepare us for the amount of steps we had to climb, but with the cool air and breathtaking view, we were easily distracted. We could not help but feel rejuvenated as a light breeze came over us while we looked out to the entirety of our section cutting through the mountain.

People from all over the world gathered together on one wall. We heard people speaking Russian, Spanish, Arabic and everything in between. Families were having picnics and some even brought their furry friends. It's inspiring that a wall once served to keep people out, but now brings people from all over the globe together.

The towers of the wall served as mini checkpoints until we reached our endpoint. Some towers had a staircase to the roof for an incredible photo opportunity. When our hike commenced, we got our own bob sleds and sped down the mountain, giggling the whole way down.

The Silk Market: Innocent Shopping Turns to Savvy Bargaining

Lesson one of shopping in China is learning how to bargain. The salesmen know just enough English to fight for the highest price you can give them. The Silk Market had seven levels each selling various types of souvenirs. We found everything from fake Gucci purses to silk kimonos to Chinese fans. The trick is to start at the price that is 1/4th of what the salesman is asking for and making your way up to a reasonable price. Calculators came in useful for understanding how much money we were actually spending in U.S. dollars. The key was to be stern and if we didn't get the price we were looking for, we walked away. They never hesitated to come running after us, agreeing to our lower offer. The feeling of accomplishment took over as we walked out of the market, bags in hand.

Forbidden City:

Just past Tiananmen Square is the beautiful and vast Forbidden City consisting of 980 buildings. The Forbidden City served as the home for emperors and their households for almost 500 years. It was last used in 1911 as a home. To our surprise, their wasn't much display of furniture in the rooms. In order to better preserve some sections of the city, most of the rooms are shut off to the public. Two big lion statues- male and female- guard the door to the emperor's main quarters. According to Chinese culture, big lion statues are reserved for emperors, medium statues are reserved for ministers, and small statues are used by citizens. The amount of animals lining the rooftops designates how important the owner of the building is. A word of advice to anyone going to visit is to wear comfortable shoes because right when you think you're getting close to an exit, there is another courtyard lined with rooms.



The Tea Ceremony:

After we had a look around the beautiful Temple of Heaven and watched older couples dance to traditional Chinese music in the courtyard, we walked to a cute, antique tea shop where multiple tables were set up for tea tasting. We all filed into a long table decorated in colorful, intricate tea sets. Our tea leader introduced the four teas we were going to try and showed us different techniques to see if your tea is hot enough to drink yet. We taste tested Oolong, Green, Litchi and Rose, and Pu'er tea.

The woman used the crushed up tea leaves and hot water to immediately make the tea, opposed to waiting 10 minutes for your tea bag to disperse like we use in America. She taught us how to hold the cup properly to show your class importance, and we were told to drink the tea in three sips. The first sip is the smallest, the second is the largest, and the third is meant to enjoy the tea and its after taste. Once the ceremony was through, we looked around the shop. Since we're students we were given a few discount options and a free cup with our purchases.

Cultural Digest:

Chinese Food for American Expectations- Full plates of sweet and sour meats with cooked sauce covered vegetables align more with western preconceptions of Chinese cuisine.

Peking Duck- A server cuts the roasted duck in front of the table then places it on the lazy susan with lettuce and vegetables, creating a sort of a tasty lettuce taco.

Hot Pot- Similar to the fondue cuisine, the table is presented with uncooked meats, rice cakes, and vegetables to dip into the spicy or bland boiling broth to cook. The sauce bar provided all types of options spanning from thick to sweet to sesame.



TODAY: SEOUL

Seoul is an established high-tech city teeming with arts and culture below its high-rise buildings. Despite being a country that has a history of being taken from along with current day conflicts, resilience is shown through its liveliness.

A Culture Cultivated Through Hope:

South Korea has had a somewhat troublesome history, with foreign countries coming in and dominating the country to its rocky relationship with North Korea.

Despite being repeatedly taken from and even having to be concerned with possible attacks by its northern neighbor, South Korea is a beautiful country that holds values of modesty, respect, and hard work as they keep moving towards success.

We were able to get a taste of this history by visiting the Bridge of Freedom, which is one of the closest tourist check points to the Demilitarization Zone.

Along the chain-link fence, thousands of colorful ribbons are tied, making a rainbow wall of messages wishing for peace and reunification to finally be instilled throughout their whole land. It was inspiring to see all the handwritten messages of hope in different languages.

A similar phenomenon of inspiring communication can be seen at the Seoul Tower on the love locks bridge, where locks with messages in a multitude of languages spreading words of love are attached to a bridge.

It was truly beautiful to see the same message of love and peace be communicated in one area by people all over the globe.



A Maze of a City:

Nestled within and beyond the concrete jungle of Seoul, villages with inspiring arts and culture scenes lay at unexpected twists and turns. Bukchon Hanok and Ihwa-dong are two hidden, quiet residential villages with a thriving arts scene. They are a little off the beaten path and strive to remain calm in order to serve as local arts and culture havens. Exploring areas like these give us a better sense of the diverse people and kinds of creativity throughout the city.

Bukchon Hanok is located just outside the Gyeongbok Palace and once served as residential quarters for the upper class in dynastic time periods. Throughout time, though, the area started to populate with commoners but continue to be preserved so it could be the cultural gem that it is today. The 14th century style homes are now authentic tea houses and artisan shops. We were completely charmed walking up the stone streets dotted with brightly colored flowers along white walls. The village actually discourages tourists, but quietly and respectfully visiting was a nice way for us to experience a taste of traditional culture.

Ihwa-dong is another small village that sits on top of a hill, and while the hike up there was grueling in the intense afternoon heat, it was worth it to explore this culturally vibrant community. Ihwa-dong carries a whimsical feel with unique art galleries and oddities that give a more up-to-date sense of the more eclectic side of Seoul's culture. It apparently was not the cute and creative village we saw but used to be a run-down neighborhood until it became a public project that worked to paint the town. The colorful walls and wrought iron works are captivating and the views of the city along with a rejuvenating breeze were a bonus.



Active Advancements:

After stepping off the plane into the futuristic Incheon airport, it's easy to see why Seoul is one of the most noted technologically advanced cities. Even our hotel embodies the sleek minimalist aesthetic along with energy saving accommodations. Seoul is home to some of the globally dominating tech giants, providing technology that people in every corner of the globe use in their daily lives.

Samsung is one of these big name giants with its headquarters placed in Seoul. We were able to visit the Samsung D'light center and were able to experience the technology of today as well as what Samsung is building towards the future. We encountered interactive exhibits that tried to examine your personality to predict how you will contribute in the future to a virtual reality roller coaster that made our stomachs drop. The creative innovation that's claim to fame started in this city was incredible to experience first-hand.



Spiritual Consciousness:

Korean civilization dates back to ancient times and we were able to get just a glimpse of its past by visiting some historically significant hotspots. The royal tombs of the king and queen and Gyeongbok Palace both provide marks of spiritual connection of sorts to past while being contrasted by the city in the background.

At the Seoulleung and Jeongneung tombs, translating to the royal tombs of the king and queen respectively, the tombs sit high on a hill with quiet modest paths. There are certain areas and paths that visitors are not allowed on as it is believed that the spirit still utilizes these areas to walk along eternally. The peaceful energy of the burial ground with modest paths and shaded areas are contrasted by the high rises of Gangnam behind it, merging the ancient times with the present in a beautiful way.

A similar effect is created at the Gyeongbok Palace, with tall buildings peaking above the bordering walls. We were immediately taken back to the past as we arrived right as the Changing of the Guard Ceremony began, complete with elaborate Korean dress and traditional tools and instruments. The spiritual awareness in the historical culture came to play again when we noticed 600-year-old stone lions scattered throughout the palace grounds, supposedly to ward off evil spirits. Through listening to some of the history explained during our time at the palace, Korea's long history of having foreign invaders take over and borrowing cultural aspects of the country were revealed to us. It is quite amazing to see how Korea has still remained culturally thriving and unique today despite restraints and hardships in the past.

Cultural Digest:

Gwanghang market- This exotic street market has all kinds of food finds from traditional to bizarre. Everything from ginseng, to seafood pancakes, to pig faces and odd animal organs are for sale here while locals sit down and enjoy their traditional dishes with a bottle of Soju.

Bibimbap- This traditional Korean dish consists of rice mixed with vegetables and meat. Each ingredient is supposed to support some function of the body, promoting good health. It is offered both regular and spicy, and mixing some soy sauce adds to the flavor well.

Fried Chicken- This dish is a favorite amongst foreigners and can be enjoyed with a glass of beer and a FIFA World Cup game in the background. It is served with pickled radishes and a sweet and spicy glaze.



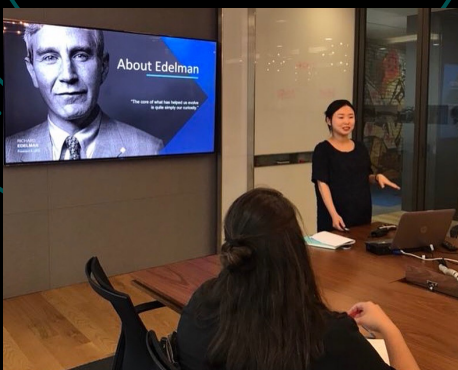
Going from Leisure to Business:

Edelman

Edelman is one of the most influential Public Relations firms in the world spanning across 30 countries. Edelman offers a special fellowship program called DNA explorer that gives employees the chance to transfer to other offices for a period of time. Networking is key to functioning in the various countries in which the company thrives. This falls into their strong global client relationship strategy.

They exchange case studies to make sure they are aligned as a company and provide the best counsel. The top clients in the Korea office are SK Telecom, HP, Starbucks, Samsung and Hyundai. Work in the United States is more segmented due to the need for specialization in its huge market, opposed to work balancing all areas of the Korea's small market.

One thing Alicia Kim, the Senior Supervisor, taught us that the Korean culture emphasizes modesty, while the U.S. encourages confidence. At work in Korea, colleagues must call someone above them by their job title.



Air BnB

Air BnB South Korea had to face the challenge of introducing home sharing into the Asian culture and convince them to embrace it. Unlike European and American culture, home sharing is not normal to Asians. The home is known only for family. So the in-house PR team recruited celebrities to open up their studios and host strangers to convey the message that this was the new cool thing to do.

Through research, the Korean office has discovered their host demographic is made up mostly by the senior population. Seniors typically have big spaces, grown children, a spare bedroom and they feel more lonely. We thoroughly enjoyed visiting their office and experiencing their fun company culture.

They know how to be a magnificent host.



Burson Cohn & Wolfe

Burson Cohn & Wolfe was the first international Public Relations firm established in Korea, and has been involved in some of the most ambitious communications projects in the country's history, such as the Olympics, World Cup and Incheon International Airport. They have ample relationships and contacts to maximize media outreach and media coverage.

Some of their well-known clients include Fedex, Pringles, Kellogg's, Lincoln and Gucci. During their case study presentation, the most important aspect they stressed was that collaboration with other industry sectors helps promote brands and reach younger audiences. For example, the agency collaborated with Korean artists to include the Lincoln cars in their artwork to generate popularity for the brand.



TOMORROW: SHANGHAI

Shanghai is a vibrant city that is unlike any other, making us feel like we were in another world from the moment we got off the plane. Shanghai's exponential growth in the past few years with both economics and technological advancements makes it an impressive contender in world rankings of developed cities.

The Bund: History Facing the Future

Our visit to the Bund exemplifies the past facing the future. On one side of the Huangpu River, the streets are lined with historical buildings built or inspired by European architects, while across the water, lies a modern skyline home to the second tallest building in the world. The Hong Kong Shanghai Bank is an excellent example of the European influences on the Bund, which we got an excellent view of at our welcome dinner along with the shimmering skyline across the water. Just across that river lies architectural testimonies of development in the modern metropolis. The Oriental Pearl, The World Financial Tower, and the Shanghai Tower, are some noted neo-futuristic landmarks all sitting side by side. We actually got a chance to go up to in the World Financial Tower, only 400 feet shy of its world ranked neighbor, and few the sprawling urban landscape of Shanghai from the 100th floor. Talk about Dawgs on top!

Diversity Through Districts:

Shanghai's many districts and city sites reflect its unique culture by merging its past with its future. Three of the districts we visited gave us a different feel of Shanghai, but still continued a classic nouveau-riche feel. Nanjing Road is part of the Huangpu District and resembles a sort of Times Square and Rodeo Drive of the East. Nanjing was one of our first experiences in Shanghai, and we were amazed at the abundance of shopping. The long road of bright lights has everything a shopping lover could splurge on, from certified jade to large shopping malls to hidden alleyways with small bargaining markets where shopping smarts are needed. Xintiandi is another district in Shanghai, specifically targeted for a more luxe audience willing to spend big. Designer stores, entertainment, cafés, and active nightlife line the streets along with romantic stone houses and alleyways. Xintiandi is where we enjoyed a beloved tourist classic with a high-end twist; karaoke in a private room complete with a large TV, large comfortable couches, and a pool table. The French Concession district preserves the remains of its once French inhabitants, giving the area a reminiscent feel of Paris. The then quaint cottages of its European dwellers are now cozy restaurants that serve as local gems. Some of our favorite meals were enjoyed in this area, including a creative Italian restaurant, which is arguably the best Italian some of us have had, and a Thai restaurant with beef to brag about.

Wuzhen:

While not directly in Shanghai, this well known historic water town is not too far. This picturesque town preserves the ancient artful traditions of Southeast China and was too much of a favorite amongst us to not share.

After experiencing the hustle and bustle of the city, it was refreshing to wonder the narrow cobble stone streets and see handmade foods and arts worked on through shopping windows as well as traditional silk and embroidery workshops. The work that went into these handmade specialty crafts seemed grueling and tedious, but it was so beautiful and inspiring that these traditions were kept alive today. After our adventures in Wuzhen, we took a relaxing boat ride back in the drizzling rain, peacefully floating on as willow trees and cascading flowers down white cottages passed by.



People's Square:

A Glimpse at a Generational Gap

Shanghai's traditional past contrasting with ever changing advancements can be seen through its elderly and youth. People's Square reflects the strong traditional ties that older generations value as clusters performing daily stretching rituals as well as groups congregating to play classic board games could be spotted throughout the park. A bizarre aspect of elderly culture was experienced just by happenstance as we down the paths of the park, until umbrellas started to line up along the way. Attached on these umbrellas would be a sheet of paper and people were gathered around. This is not a vintage umbrella sale or advertisements for missing children as we first suspected, but Chinese parents trying to find a spouse that meets strict criteria for their children. Specific ages, professions, and height and weights must be met in order for a candidate to be considered to be eligible for their children. This is a culturally unique practice, but after talking to local students in Shanghai, children today normally refuse their parent's offer. The younger generations in Shanghai are a hallmark to the city's advancement and rapid change as they wish to be heard and utilize forms of expression to resist conformity all while working towards their ambitions..

Cultural Digest:

Soup Dumplings- Shanghai is famous for their delicate soup dumplings. We were able to enjoy the steamed delights in a variety of flavors, spices, and meats in the Xintiandi district.

Fresh Noodles- Wuzhen had hands down some of the best noodles we, as newcomers to China, have ever had. They were fresh and simple, doused in a light brown soy sauce like broth.

Abundance of Seafood- With Shanghai being so close to the coast, seafood is very popular and quite delicious. Everything from seabass to shrimp to jellyfish would be at every meal, sometimes unexpectedly in your dessert, prepared in traditional seasonings and sauces.



Seeing the Future of Business:

Ogilvy

Ogilvy focuses on capturing desirable brands in a digital world, and making these brands attractive to consumers in the advancing world. We were amazed by the intelligent and talented Darren Cross, the Creative Executive Director from the United Kingdom. He explained to us how China has a completely different ecosystem from the western world by building their unique digital world.

By 2020, the E-Commerce business in China will be double the size of the five major countries- the U.S., the U.K., Japan, Germany and France- involved in the industry. The vast sea of data in China is unbelievable. People here are not as apprehensive with releasing data as we are in the United States. This keeps consumers less bombarded with trash, but more with targeted deals they would be interested in. Technology predicts what consumers want based on what they buy, they're location, what the weather is like and what their interests are since their phones tracks everything they do. Cross said, "the industry in China is unpredictable, but that's what keeps it exciting. The depth of growth is shorter and steeper here compared to the rest of the world."



Leo Burnett

As we arrived into the office, we were greeted by Angie Wong, the managing director. The agency's four main principles are people, purpose, participation and populism. It is important for them to be rooted in a human need, play a real and valuable role in people's lives, be a source of action, not just words, and connect to what moves broad populations. Leo Burnett found that in China basic consumption of society was decreasing while life quality enhancement categories of consumption are increasing. They focus on different needs for each generation. One thing we all thoroughly enjoyed about this company was how they introduced to us a campaign that didn't work in order to show us how they fixed it to succeed. Wong also let us sample three different types of tea they were promoting to our age demographic to see if we liked it or not.



PHD

The two women who presented at PHD were Denise Ng and Jennifer whom just transferred from Singapore. They both spoke perfect English and had such an inspiring presence. They first gave an overview about China's Media. China's environment is large, complex, but agile and adaptive. Traditional media penetration has dropped, while digital and mobile has increased. Tencent and Alibaba are the leading digital platforms and are two very strong, yet separate ecosystems.

Cheap, fast delivery combined with the underdeveloped retail has propelled China's e-commerce to global internship. There are 420 million gamers in China, mostly on mobile games. PHD uses non-obtrusive and innovative ways to embed brand messaging into pre-existing digital content. In their case study for Cornetto Love Notes, they created an app where one can specialize their own message on to a virtual ice cream cone and send it to their crush. The Chinese equivalent to Valentine's day 5/20, so the crush only gets 520 seconds to read the ice cream before the message melts.



BBDO

Darrel, originally from the Philippines, lead our group presentation in their casual, comfortable office environment. Although BBDO is not as large as other agencies, its work his high quality. It is a small, but mighty agency. BBDO focuses its ten core values of making the work better, gaining their clients' love, working as a team, being a hand raiser not finger pointer, being a radiator not a drain, presenting well, possessing healthy paranoia, maintaining close relationships, bouncing back and doing the right thing.

The Shanghai office focuses on beverage brand work. One thing Darrel stressed was that television is not dead, but it has drastically changed in terms of a viewing device. He also partitioned that he believes using influencers to promote brands has made the industry lazy. Everyone, often, just assigns a celebrity to a brand without utilizing other strategies to market their brands. Their agency strives to find alternative, creative ways to aid their clients.



Team member Highlights:



Savannah Fordham

Favorite Food: Pumpkin Squares at Restaurant in Xintiandi

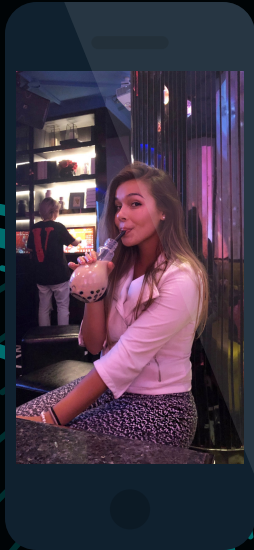
Favorite Snack: Grape candies from Family Mart

Favorite Drink: Coconut Drink in Wuzhen

Favorite Destination: Ihwa-dong Village

Top 3 Highlights:

- 1.) Exploring small art influenced villages
- 2.) Cooking Korean Barbeque
- 3.) Enjoying Creative Gnocchi in the French Concession



Emily Cunningham

Favorite Food: Bibimbap

Favorite Snack: Pocky Sticks

Favorite Drink: Milk bubble tea

Favorite Destination: The Great Wall of China (bobsledding)

Top 3 Highlights:

- 1.) Went to Disneyland on our day off in Shanghai
- 2.) Kpop Concert and watching the World Cup in Korea
- 3.) Raccoon cafe in Seoul



Jocelyn James

Favorite Food: Wuzhen Chicken Lo Mein

Favorite Snack: Korean Gummy Hearts

Favorite Drink: Green Tea Lemonade

Favorite Destination: Museum of Contemporary Art Shanghai

Top 3 Highlights:

- 1.) 100th Floor of Shanghai Observatory
- 2.) Boat riding through Wuzhen
- 3.) Watching fangirls freak out over kpop groups



Scan to see more of our time traveling adventure:

