

WeTravel



Shanghai

上海

Beijing

北京

Seoul

서울

THE YEAR OF DOG



Delaney Doolittle

Account Executive

Master's Student in Advertising and PR at the University of Georgia

"I've wanted to visit China for as long as I can remember. There was something about the culture, history, and market that was so intriguing to me. Despite all my research and years of watching from afar, my expectations about both China and South Korea were completely shattered. This trip has taught me more about global perspective in the last three weeks than my entire formal education."

Wanchen Wang

Creative Director

3rd-year public relations student at the University of Florida

"Growing up in China, I'm familiar with Shanghai and Beijing. I expected to see how the industry of communications look like in Asia, and I definitely received more than I imagined during the trip, including friendships, food and professional experiences. "



Kera Felton

Content Editor

4th-year Public Relations student at the University of Georgia



"It wasn't until recently I discovered that my love for traveling could be combined with my passion for public relations by attending this study abroad program and it was by far one of the best experiences I've had. Dr. Meng designed this program for her students to not only familiarize themselves with PR practices all over the world, but to enable us to fully immerse ourselves in the Asian culture as well."

AGENCY VISITS



Year of Dog

Ogilvy just recently rebranded from Ogilvy & Mather to simply, Ogilvy. What we got out of the experience was learning how to curate content to fit the general need of the intended audience and doing so effectively. In China, however, it requires a lot more than a simple formula for success as "WeChat," their one stop shop for social media, online shopping, banking and messaging is their primary hub, so learning how to hone in on specific target audiences through that app was the topic of discussion.



Year of Dog

BBDO had a unique perspective on the government's stance in advertising and it was an eye-opening lesson that reiterated the importance of staying within the acceptable guidelines of advertising while obeying the law. We got the chance to see a lot of case studies that exemplified the agency's creativity while staying within boundaries set by the national government like the McDonalds campaign where they provided free breakfast for to students taking the exam to be admitted into the university and the Mattel campaign "Be Who You Want to Be," which basically challenged younger girls to become whatever they dream.



Year of Dog

Leo Burnett was one of the group's favorite visits because not only did we dissect successful case studies but we also took a look at the ones that weren't so successful and why. One of our favorite campaigns collectively was the "Like a Girl" set by Always. It was highly successful and effectively communicated the point that being like a girl is not an insult and is something to be quite proud of, so in that perspective did it remind us of our duty as public relations professionals to curate content of social responsibility.

AGENCY VISITS



Year of Dog

PHD Media Worldwide gave more information about China's media overview growing predominantly digital. Traditional media (media penetration) has been dropping, while digital and mobile media steadily increase. Tencent and Alibaba are the leading digital platforms and are two very strong, yet separate ecosystems. PHD noticed that Baidu is moving from being a search engine to more of an AI, which entails face recognition. The agency also pointed out the stellar demand for short video content and the power of Korean Opinion leaders over celebrities.

phd



Year of Dog

The visit to **BIGMind Design** was one not similar to the others. We actually became real life public relations specialists who were assigned a client, made alert of the issues the clients were facing, and then expected to create tactics that would lead to client success rates. Divided into working teams, we presented solutions that represented our key demographic needs by following BIGMind's Double Diamond method. Our objective was to let loose, have fun, and solve a problem. After each team presented their solution to CEO Matz Zhang, he provided feedback and explained the importance of overcoming traditional and cultural barriers.

BIGmind



Year of Dog

Burson Cohn & Wolfe Shanghai was an educational, case study experience. We learned that it is the world's only agency created to deliver integrated solutions across all sectors on a global scale. One particular case study we looked at was with Princess Cruiseline and it was really interesting to see how the firm planned a large-scale event to launch the client. They included celebrities like Yao Ming and his wife through a really strenuous selection process to pick positive scoped "godparents" to christen the ship and become ambassadors for the cruise line in the Chinese market. The amount of work, time and money invested into the launch was rewarding for both Burson and its client.



Burson•Marsteller

AGENCY VISITS



Year of Dog

Edelman was founded by Daniel Edelman in 1993 and is currently run under the direction of Richard Edelman, his son. Edelman is the largest global agency in the world in terms of revenue among global public relations firms and Edelman Korea is also the largest public relations agency in Korea. Some of Edelman's biggest clients around the world includes Starbucks, Shell Kellogg, McDonalds, SC Johnson and Samsung. In America, we tend to be more confident in our crisis communications management. According Alicia Kim, Senior Supervisor at Edelman Korea, humility is key to regaining the trust of Korean consumers following corporate mistakes.



Year of Dog

In March of 2018, Burson merged with Cohn & Wolfe to become **Burson Cohn & Wolfe**, a global leader in both digital and public affairs. Elizabeth Bae, Managing Director, explained the media landscape in Korea. With companies like Kacoo and Line, social media is thriving as a media leader in Korea. They also noted the extreme importance of Corporate Social Responsibility. Koreans view successful foreign brands as "taking" from the Korean producers, making CSR crucial to success. They showed how Ford is using a "Lifetime Driving Skills" campaign to achieve this vital balance in the Korean marketplace.



Burson•Marsteller



Year of Dog

The visit to **Airbnb** was more relaxed than any other agency we visited. Most of the presenter's speech highlighted Airbnb as a company and how hard it was to bring the company's culture into South Korea. The presenter, JongHee Hong, Public Relations Manager of Airbnb Seoul, stressed the importance of not only the company being open-minded but its hosts as well. She also highlighted the company as being one that epitomises trust and storytelling as these two qualities help customers resonate with the company. In the traditional Korean culture, the home is exclusively reserved for family so Airbnb had the challenge of figuring out how to uniquely convince the Korean nation that their home is a place to connect with new friends, not strangers.





Sweet Shanghai

上海有点甜



Savory Beijing

北京很好吃



Spicy Seoul

서울이 매워요



Shanghai

Beijing

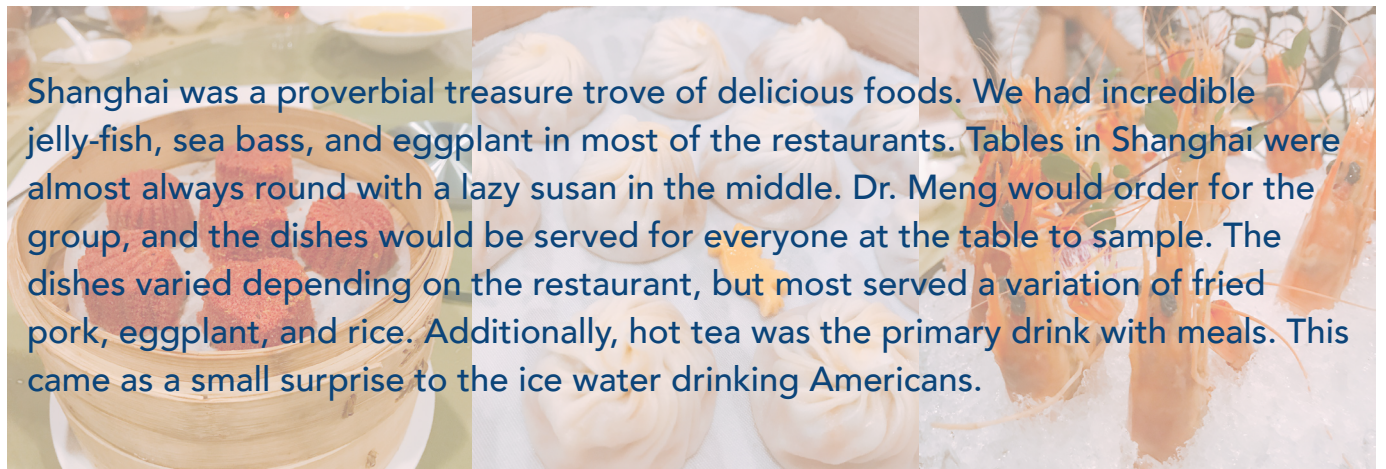
Seoul

FOOD Experience



红烧肉 hóng shāo ròu

Shanghai-Style Braised Pork Belly was one of the local dishes that we sampled in a few Shanghai restaurants. This style of braised pork was served in large square chunks. After being boiled, pan seared, and steamed in soy and sugar, it was placed in a round, heated pot. The presentation varied between restaurants, but the taste was fairly consistent. The cut is fatty, creating a strong sweet and salty balance in the dish.



Shanghai was a proverbial treasure trove of delicious foods. We had incredible jelly-fish, sea bass, and eggplant in most of the restaurants. Tables in Shanghai were almost always round with a lazy susan in the middle. Dr. Meng would order for the group, and the dishes would be served for everyone at the table to sample. The dishes varied depending on the restaurant, but most served a variation of fried pork, eggplant, and rice. Additionally, hot tea was the primary drink with meals. This came as a small surprise to the ice water drinking Americans.

小笼包 xiǎo lóng bāo

Soup dumplings were another popular Shanghainese cuisine that we sampled. Dr. Meng took the group to an upscale dumpling restaurant in the Xintiandi area called Dingtaifeng. Hot soup and meat were wrapped in soft dough, then steamed to perfection. Gathered around another lazy susan, we enjoyed pork, crab, and vegetable dumplings. There were small, edible creatures in each wooden steamer to show which dumplings were which. After enjoying our hot dumplings, we had a steamed sweet cake with hot jasmine tea. Among our group, there were mixed reactions to the food. Some enjoyed the texture of the tender dough, while others thought they were somewhat bland in flavor. However, everyone agreed that it was must-sample dish.

FOOD Experience



火锅 huǒ guō

Born in ancient China, **Hot Pot** is a cooking method for raw foods. They are placed into the simmering pot with the broth at the table. Hot Pot dishes include sliced meat, vegetables, mushrooms, tofu, and seafood, etc. There are many different branches of Hot Pot. They are cooked differently in various regions across the nation, such as Sichuan, Chongqing, Beijing and Guangdong. The Yinyang Hot Pot with two broths are perfect for people who want to try different flavors at the same time.



北京烤鸭 Běi jīng kǎo yā

Following our arrival at Huajiayiyuan, the chef brought two whole **Peking Ducks** to the table. He first tore the bones from the legs. Then, he carefully trimmed the meat from the carcass without damaging the delicate skin. Steam could be seen rising from every knife mark. He plated both ducks and served them to the table.

Along with the fresh ducks, we were given pineapple, beats, and thin pancakes. Traditionally, this style of duck is dipped in a sauce before being paired with the sweet fruit. Both the fruit and the sauced duck are wrapped in the thinly pressed pancake. While the duck was perfect alone, it was even better paired with the pineapple and sweet teriyaki style sauce.



FOOD Experience



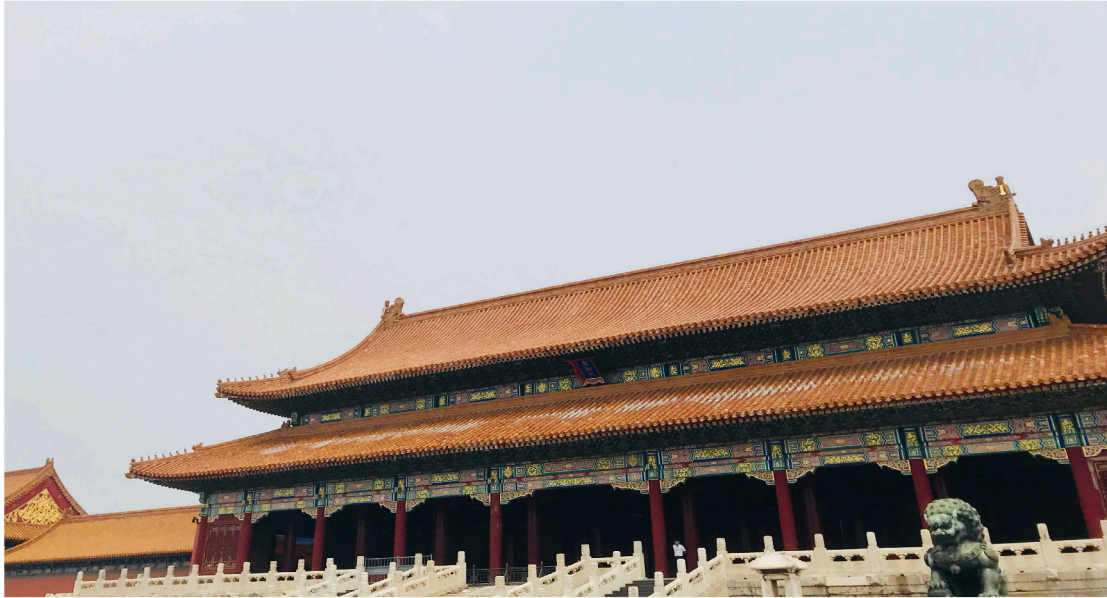
Our first experience with DIY food was Bibimbop. We visited a restaurant outside of Seoul where all the ingredients were locally produced. A guide walked us through all the ingredients and health benefits of the entree prior to sitting down. It was a beautiful arrangement of proteins, rice, and veggies. After the iron stove top had time to heat, we used wooden spoons to mix all the ingredients together. To add some spice, we added some traditional chili paste to the dish. We enjoyed the rice mixture with a steaming bowl of seaweed soup and ginseng tea. This is a meal that we would all make back home.

Another excellent experience with the self-cooked food was with our tour guide in Gangnam. Honey, our guide, led us through some back alleys to a local restaurant. We walked in and took our seats, two or three to a table. In the center of the table, there was a giant pot filled with cooking oil resting on an electric stove. Each seat had a bowl, and every table had a dish to fill with ingredients.

We walked up to the buffet to find a wide a array of meats and rice cakes. There were a couple veggies dispersed between the fat cakes, but it was mostly a meat and starch type of meal. We then selected our sauces and noodles. The sauces came in a variety of heats, denoted by the number of peppers on the label. Let's just say that the one pepper sauce was not mild. After all of the ingredients had been gathered, it was time to start cooking.

Our table overflowed with our ingredients, which was a mistake. The restaurant charges a surcharge for all dishes left unfinished. Between the five different kinds of rice cakes and bulgogi, we were in over our heads. Testing out the various sauces with different ramen and rice cakes made the meal an experiment in flavor.





Peaceful Wuzhen

烟雨乌镇



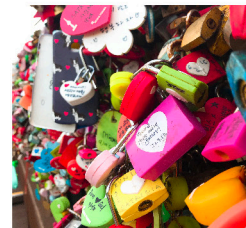
Profound Beijing

博大北京



Pop Seoul

韩流 서울



Shanghai

Beijing

Seoul

CULTURE Experience



Wuzhen, located in the northern Zhejiang Province of China, is a preserved town that embodies Chinese culture and heritage prior to the modern era. Fei Fei, our tour guide, picked us up from the hotel in the early morning. There was a hint of rain, so we were all eager to eat breakfast and hit the road. It was about an hour drive to the historic town, and Fei Fei filled our ears with information about the town and Chinese history that we needed to understand before immersing ourselves in the experience.

There were wooden planks that guarded the entrance of every doorway. On the way through the restaurant and up the rickety stairs, Fei Fei explained that the Chinese Door Sills had both practical and cultural significance. Practically, it kept out water, small animals, and it forced people to show the bottom of their legs when entering the room. (Revealing weapons in the shoes) Culturally, it signified wealth and separated the home from the outside world.

After lunch, we visited a traditional Chinese wedding venue. Weddings were a time of incredible significance in the local culture. The brides would be carted in on ornate, red carriage. Traditionally, the bride and groom would kneel before the parents of the groom. After the young couple served the elders tea, the parents would bless the newlyweds with lots of money to start their home. Visiting the village was not enough, Dr. Meng ensured that we participated. We all dressed up in traditional Chinese bridal gowns and headresses. We took pictures in the wedding bed and carriages. It was a sight to behold.

We continued to walk through the cobbled streets finding shops, ice cream, and snacks. Down at the end of the road, we found a traditional silk scarf factory. There were women pulling silk off of the silk worms, cooking the raw silk, and then using giant wooden machines to press the thin string into a pattern. If they selected the wrong string to thread through the line, they would've had to start over completely. It was an amazing art form.



CULTURE Experience



Mutianyu is a village area that holds one of The Great Wall's entry points. It is about two and a half hours from Beijing. We took a quick shuttle from the village to the base of the mountain where a ski lift awaited us. Once we hopped off the bus, we craned our necks up to the skyline to catch our first true glimpse of the wondrous wall. It hovered atop the mountain range as if it floated in the sky, like an ancient serpent snaking its way across the horizon.

There are three ways to get to the wall in Mutianyu: ski lift, cable car, or hike up the vertical trail. We decided to take the open air ski lift to the top. The moment we crested the treeline, the air was silent. It had rained heavily all morning, making the air damp. All the somber respect left me the second my feet touched the wall. From the top, you could see villages, trees, and the never ending curves of the wall.

长

cháng

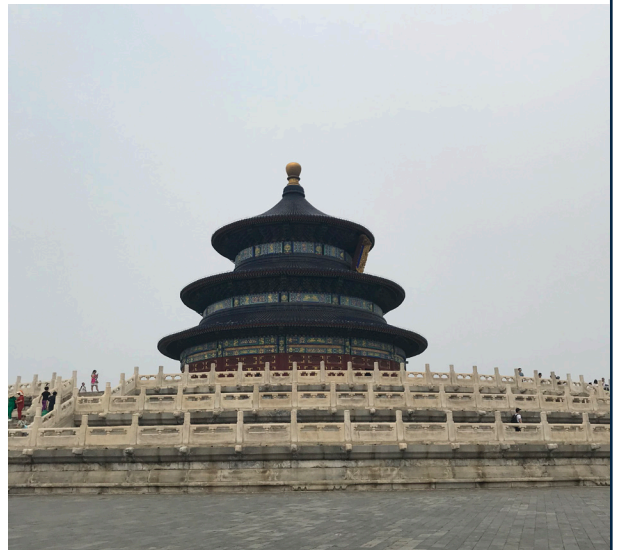


城

chéng

The air was so thin, and the incline is somewhat misleading on top of the wall. Nevertheless, we made it to the highest peak in our eyesight. We were absolutely drenched in sweat by the time we reached the summit. It was so gratifying to looking back at the over 60 stories of stairs that we climbed.

The path down the mountain was exhilarating. Instead of taking the cable car or ski lift down, we decided to use the toboggan. There were little sleds with brakes that fit perfectly in a metal luge that winded its way down the mountain. Everybody snagged a sled and raced toward the bottom.



CULTURE Experience



Our final exploration day in Seoul featured the Gyeongbokgung Palace. This palace was the primary Royal Palace of the Joseon Dynasty. The name of the palace translates to "fortune and brilliance". This naming is significant to the city's rich culture because it speaks to how important heritage, prosperity, and development were to the Korean Kings. Gyeongbokgung was originally built in 1395, but was destroyed in a fire in 1592 when the Japanese army invaded Korea. After multiple restorations and destructions, the palace as it stands today was completed in the 1990s.

When we arrived to tour the palace, the guards were in the middle of a shift change. The palace staff stopped the group from entering the gates until the new guards processed inside. Once inside, we were directed to the sides of the court to watch the watching change ceremony. With the beat of a massive drum, the ceremony began. Men in red and teal uniforms carried in massive flags that represented the four corners of the earth. These flag bearers were followed by a procession of men beating drums and playing horns. The enter palace stood still to watch this event.

After the guards took their place at the gates, the group ventured deeper into the heart of the palace. We crossed into Geunjeongmun Gate, which gave way to the court of the King's throne. The throne sat inside a beautifully painted room that stood on the highest platform of the household. Interestingly, the script on the outside of the government buildings of the royal grounds were written in Chinese characters. The architects of the palace used these characters because at the time of the palace's creation, the Korean language did not have its own written language.

