

Shanghai

Beijing

Seoul

# CHECK IN



Choose China 2018



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# TAKE A LOOK!

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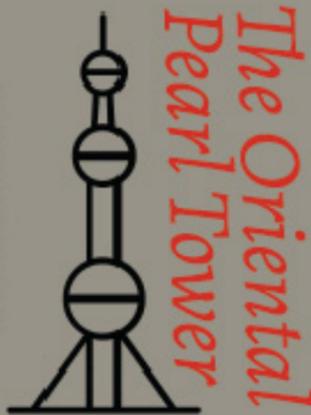
# Greetings from: Shanghai

 **24+** million people **2** major airports  
 Pudong + Hongqiao



## Must Sees:

Try the  
**Soup Dumplings**



The Oriental  
Pearl Tower



Yuyuan Garden

**上海** = "On the sea"

## MEET SHANGHAI

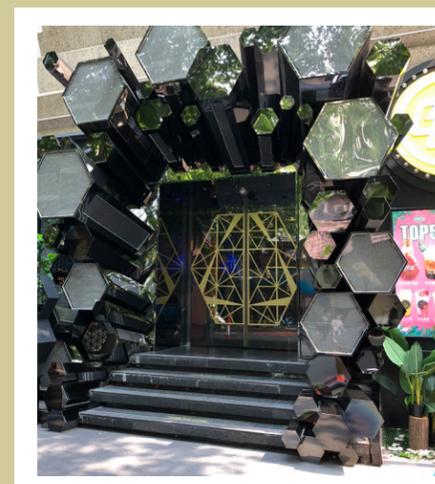


One of our first stops in China was to the Shanghai World Financial Building Observatory, one of Shanghai's tallest buildings. We took an elevator to the 100th floor where we were able to see the city for miles around. The observatory has a glass floor where you can see cars travelling on the streets below. Getting a bird's eye view of the city we would call home for the next week and a half was a great way to kick off our trip!

We took a break from skyscrapers and crowded subways to take in a more traditional part of the Chinese countryside in Wuzhen. We tackled so much in this small town, including artisan booths, ferry rides, and some of the best food this side of the Prime Meridian. The group highlight of Wuzhen had to be the traditional wedding museum, where we were able to dress up in traditional Chinese style wedding robes.



Group bonding is an important part of any trip, and this trip was no exception. After a day of office visits, we went to one of the hottest karaoke clubs in town. Instead of singing on a stage, like in American karaoke, each group is given a private room with a giant TV and endless songs. We all took turns belting out Beyoncé hits or Bruno Mars classics, and no one was too shy to take their turn at the microphone. This was one of our favorite stops in Shanghai, and was a great way to unwind after a long day on the job.



# MEET SHANGHAI



One of the best meals we've had on the trip was the soup dumplings in Shanghai. Served in bamboo baskets, we had option to try shrimp and pork, crab and veggie dumplings, to name a few.

After biting into each dumpling, the goal is to slurp up the piping hot soup inside and then eat the filling. This proved tricky at first and resulted in boiling soup dripping all over our faces. After getting the hang of the technique and learning to drink the soup as quickly as possible, we all had our filling of the delicious soup dumplings.

# BUSINESS



We participated in a workshop creating ideas that overcame the challenges faced by Princess Cruises for BIGmind. This was a very hands on agency visit because we were split into three groups, each of which was given a persona to accommodate the needs of Princess Cruises to. We were introduced to the strategy of the Double Diamond, made storyboards, and presented to the CEO of the company who in the end, was able to pick out ideas from each group and show them to the president of Princess Cruises later that same day.

At Ogilvy Shanghai, we had the honor of being shown a presentation by one of the creative directors. This was something unique in that it was the only presentation that truly touched on the makings of a creative campaign. We even had the opportunity to see Ogilvy's rebranded sign. 500 people work in the Shanghai office and 100 of them come from different countries, and they hire more than 300 interns per year. Maybe that will be one of us someday!

The culture of Burson Cohn & Wolfe Shanghai was friendly and inviting. Four people presented and each gave a unique outlook on the different sectors BCW is known for. They gave an introduction to how Burson Marsteller recently rebranded by joining with Cohn & Wolfe. Unlike Ogilvy, BCW was more of a public relations agency in that they also handled political affairs and helped set up events with celebrities.



Angie Wong, the managing director of Leo Burnett, talked about the campaigns she has had the honor of working on, some of which I'm sure a lot of people may know. One favorite for the group was the '#likeagirl' campaign for Always. We had seen the commercial on YouTube before and agreed that it was always one that we never really chose to skip. Angie Wong described that at Leo Burnett, the people strive to work on projects that utilize creativity to transform human behavior and create a humankind global approach to brand building. Thus, creating acts, not ads.



At PHD Media, we learned about the three companies in dominating the economy in China: Baidu, Alibaba, and Tencent. We could really see the importance of data and research to media agencies like PHD Media. By using the data, they chose which is the best form of media to push out their client's content.



BBDO is one of the oldest firms and has worked on campaigns that challenge traditional standards. BBDO Shanghai created a karaoke song for China's 13th 5 year plan which was unamusing before but became fun and known to news channels around the world, including some in the U.S.

# Greetings from: Beijing

北京 = "North Capital"

5 important elements to look for in colors and architecture



 6.5 million cars

 23+ million people

## Must Sees:



The Temple of Heaven



The Great Wall

Try the



Peking Duck

## MEET BEIJING



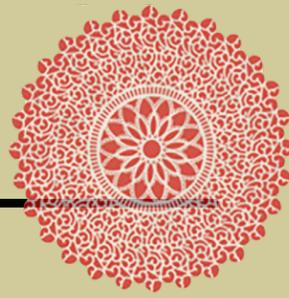
We walked through Tiananmen Square to the Forbidden City, a UNESCO World-Heritage site. Vivid colors decorate the exteriors of the sprawling palace. We strolled across ancient paths and wound through courtyards to really drink in the deep culture and detail of the Forbidden City. The crowds were intense, but when in Beijing, the former home of the royal family is a must. We also stopped by the Temple of Heaven on this day, a place where emperors from the Ming and Qing dynasties came to pray for good harvests.

Since tea is such a staple in the Chinese diet, it was only necessary that we participate in a tea ceremony. We learned the proper way to hold a teacup, ladies like a phoenix and gentlemen like a dragon. Each tea is served in a tiny cup, one for tasting and one for smelling. We tried several different teas, including oolong and jasmine tea.



Be prepared to climb if you're going to the Great Wall; the views make all the hiking up and down steep stairs worthwhile. After all of the work getting to the top, you get the option to bobsled back down the mountain. As far as once-in-a-lifetime opportunities go, this should be at the top of anyone's must-do list.

# MEET BEIJING

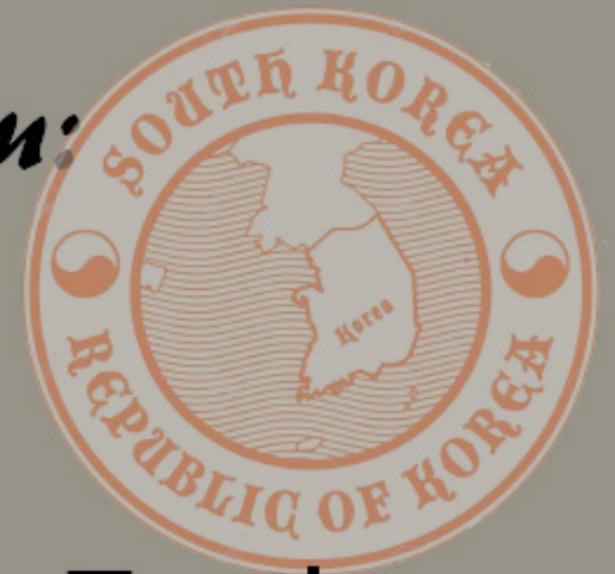


While in Beijing, we experienced a traditional and delicious meal of Peking duck. Chefs will roast the duck, bring it to the table, and carve it in front of the diners. Not only is the visual experience fascinating, but the taste is also mind-blowing. A piece of the skin is put into a tortilla-like pancake with the duck meat, and then the pancake is filled with sauces and vegetables in a taco fashion. The duck skin is crispy and sweet, and even though we had two whole ducks, not a morsel was left on the table in the end.

We indulged in another Chinese classic dinner while in Beijing: hot pot. Similar to American fondue, two types of broth boil on the table. Raw meat and vegetables are cooked in the broth until they're ready to eat. One broth was extremely mild, while the other was spicy enough to burn off taste buds. A buffet-style of ingredients allowed us to put whatever kind of herbs and seasonings we wanted with our dinner.



Greetings from:  
**Seoul**



Must Sees:



Imjingak Freedom Bridge



Namsan Tower

Try the



bibimbap

Home of  
the **K-Wave**



K-pop



K-dramas



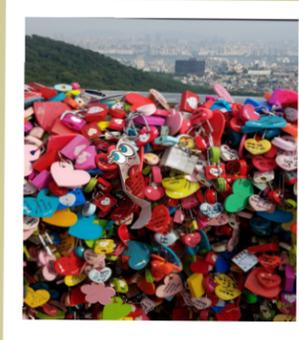
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# MEET SEOUL



The Namsan Tower offers one of the best views in Seoul to those that can muster the strength to hike up hills as steep as they come. For years, people have been coming to the top of the mountain with friends, lovers, or family and writing their names or a message on a lock before locking it on the bridge forever. Seeing all the evidence of happiness and love that people have was incredibly heartwarming and made for a great photo op.

One of the more somber experiences of the trip was to the Bridge of Freedom. Family members of North Koreans, other South Korean citizens, and well-wishers have been writing messages of reunification and peace on ribbons to be tied to the fence for years, and our group had the opportunity to sign our own ribbon to join the thousands of other prayers, wishes, and hopes on the fence.



The Gyeongbokgung Palace was one of the more beautiful sites we saw in South Korea. While we were there, we got to witness the changing of the guard ceremony. Soldiers in traditional Korean uniforms marched into the palace gates to the beat of a metal drum.



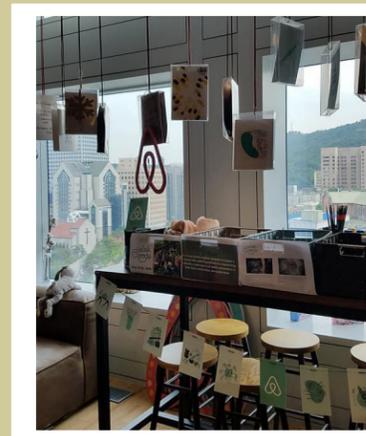
Bibimbap is considered one of the healthiest dishes in the world due to the ingredients that go in it like soybean sprouts, spinach, carrots, eggs, radish, mushrooms, and more! We enjoyed cooking it ourselves on a hot stove with a spicy paste and sesame oil at our table and ate the finished product with a side of seaweed soup.

Made with rice cake and spicy red sauce, ddukbokki is a well known street food in South Korea. We cooked it ourselves and paired the spicy meal with deep fried sweet potatoes and deep fried rice rolls wrapped in seaweed. This delicious dish was a favorite on our Seoul trip.

# BUSINESS



Burson Cohn & Wolfe Seoul was the first agency to enter the Korean market. It actually created the public relations scene in Korea and utilizes valuable market intelligence to cater to clients with a strong need for media relations and publicity. At BCW in Seoul, we learned about the Korean media landscape with 24/7 press rooms and Korean journalists, who are treated as generalists by agencies because of their lack of knowledge in particular areas they cover.



Airbnb was the only brand we got to see and understand the in-house communications side of. For them, growing into a bigger company meant doing so genuinely by spreading real stories about those who have used a place of stay from airbnb. In-house communications for Airbnb was all about story telling and culture. Without those two, the company which was only born 10 years ago would not have the core fundamental of trust from its customers.



Senior supervisor Alicia Kim presented that Edelman Korea was the largest in Korea. It came into the country in 1993 and since then has grown to have more than 150 works in the Korea office. Clients of theirs include Samsung, Starbucks, Lotte, Hyundai, and more- a lot of Fortune 500 companies. We learned that Edelman wants to position themselves as a communications marketing agency, not just a PR firm, thus, providing a more comprehensive service. The big categories of Edelman that we discussed are Edelman healthcare, digital, technology, corporate, and brand.

# MEET THE WRITERS

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## ROSEANN CHI

Account Executive



I'm a third-year public relations major with an incredible interest in seeing the world. Visiting all the offices in Shanghai and South Korea has really solidified my decision to working abroad in the future.

My favorite part of the trip would be when a few of us went out at night to see a free concert with Mamamoo and AOMG, right before the Korea Vs. Mexico FIFA World Cup game, in Seoul! They were amazing!



## INDIA WILLIAMS

Content Director



I'm a fourth-year public relations major and public affairs and communications certificate student at the University of Georgia. I love experiencing other culture in depth and I want to see as much of this beautiful planet as I can. As cliché as it is, my favorite part of the trip was hiking up the Great Wall of China.

I wrote "see the Great Wall" on my first-grade bucket list and being able to check it off was incredible!



## TORI TATE

Visual Director



I'm Tori Tate; I am a senior majoring in Public Relations with a minor in Chinese Language and Literature. My favorite part about this trip was definitely getting to try all of the food! Shanghai and Seoul have stolen my taste buds, how can I go back to America after this?!

My advice for future travelers is to be smart! Think before packing, acting, or saying anything. This isn't your home. Be thoughtful, considerate, and open-minded!

