

JUNE 2018

GRADY CHINA

JETSETTING

ADVENTURING IN THE EASTERN HEMISPHERE

SHANGHAI

Where big businesses flourish
in a growing economy.

BEIJING

Where politics meet a
unique culture.

SEOUL

Where art and fashion are
always in style.

MEET

THE AUTHORS

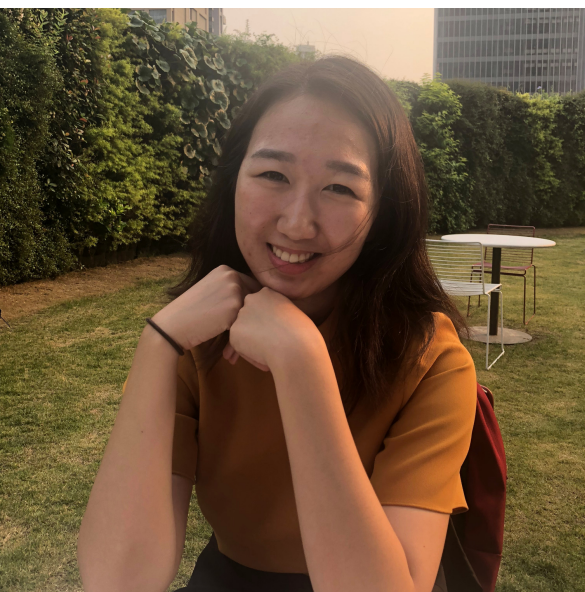


Creative Director

SARAH LANIER is a third-year University of Georgia student pursuing an undergraduate degree in Public Relations with a certificate in Music Business. In her spare time, she enjoys going to concerts, window shopping, and exploring the outdoors. She chose China because she was interested in learning about a culture she knew very little about, as well as, getting to visit agencies and learn more about the professional PR setting. She was most looking forward to visiting the historical sights in each city and trying new foods.

Account Executive

JULIA STROTHER is a third-year Public Relations and International Affairs double-major at the University of Georgia. In her free time, she loves to camp, kayak, and have movie nights with her friends. Julia chose the Grady China program to practice her elementary Chinese, learn more about the business culture in China, and explore a potential future career in international PR, and was most looking forward to sampling some of the local Asian street food.



Editorial Director

ZIYUE WANG is a masters student in Advertising and Public Relations at the University of Georgia. Ziyue chose this program because she wants to pursue a career in Advertising or Public Relations in China when she graduates. Therefore, this is a great opportunity for her to visit different agencies and get to know how they work. Ziyue likes to play games, practice yoga, and hang out with friends when she has free time.

An aerial photograph of Shanghai, China, showing the dense urban landscape of the Bund and the surrounding areas. The Oriental Pearl Tower is a prominent feature on the right side of the image, with its distinctive red and white spheres. The Huangpu River flows through the center of the city, with several bridges and boats visible. The sky is overcast with grey clouds. The word "SHANGHAI" is written in large, white, serif capital letters across the upper middle of the image.

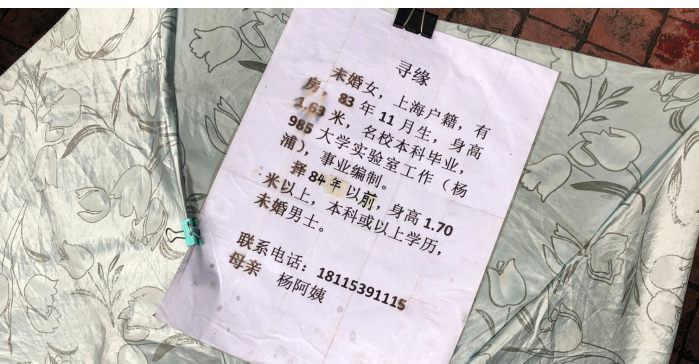
SHANGHAI

上海

WAVING HELLO TO SHANG-HAI

Two hours outside of Shanghai lies **WUZHEN**, a water town built around China's 1,300 year-old Grand Canal. In previous centuries, the town acted as a hub for philosophy, arts, and craftsmanship, producing many poets and emperors. These days, the town is a historical attraction where many indicators of the city's former role remain, from the elaborate wood carvings adorning the buildings to the demonstrators still practicing the intense silk-making process. Wuzhen's picturesque streets allow visitors to temporarily exchange the hustle and bustle of modern Shanghai for a glimpse into times past.

Shanghai's **ARCHITECTURE** is made unique by its juxtaposition of traditional Chinese culture and sleek modern advancements. The French Concession appears more like the streets of Europe than the largest city in Asia because of its origins during the Western occupation of the district. Meanwhile, across the city, Shanghai's financial district contains three of the world's tallest skyscrapers, including the second tallest building on earth. Amid all of this, historic sites like Yuyuan Garden and Jing'an Temple remind visitors of the roots of this now towering city.



LOVE IS JUST AROUND THE CORNER

Walking through People's Square one Sunday afternoon, we came across a sidewalk that had been lined up and down with umbrellas, each one with some sort of note attached and attended by an elderly local. After our initial confusion and failed attempts to translate the signs, we decided it must be some kind of market or memorial. As it turns out, we had stumbled upon Shanghai's (in)famous "Marriage Corner," where concerned parents try to set their single adult children up on blind dates with qualified suitors. Below is a translation of one of the notes:

Single woman, born in 1983.11, height 1.63m, have Shanghai identification and a house in Shanghai, graduated from elite university, and work in the laboratory in the university. Seeking for a single man who was born before 1984, has a height above 1.70m and a bachelor's degree. Contact number is 18115391116.

BIG BUSINESS

BIGMIND is China's first innovative consulting firm dedicated to creating experiences through service design. Instead of learning about their work through a presentation, we were lead in a simulated case and given a chance to design and pitch a service to the firm's CEO. The process was an exercise in collaborating as a team, teaching us hands-on how to brainstorm and tell a story using techniques such as the "double diamond," a cost-value table, storyboarding, and creative presentation .

OGILVY was the largest agency we visited, with over 500 offices worldwide, and focused on innovative solutions in PR and advertising field with a strong emphasis on creativity. The visit introduced us the huge breadth and influence of Ogilvy as a firm and acted as our first official experience with the incredibly unique digital scene in China and its impacts on the industry.



BURSON COHN & WOLFE is the world's only agency created to deliver integrated solutions across all sectors on a global scale, with several hundred offices in 142 countries. In China, the company works with brands in cosmetics, health, and more, and stood apart from many other firms we visited by representing industries as well, from transportation to agriculture.



LEO BURNETT was a unique addition to our visits as it is traditionally a powerhouse advertising agency instead of working in PR. Their distinctive creative philosophy of "humankind" was also quite intriguing, as they work from the belief that the core of marketing is to serve true human needs, with the end-goal of every campaign being a positive influence on human behavior. To showcase the breadth of their work, we also got to sample drinks from a tea brand they represented.

BBDO is the most critically acclaimed creative agency across Asia-Pacific, attributed to their emphasis on creating quality work that tells a brand's story across different channels and mediums. Here we were given a chance to discuss the experience of being involved in the communications industry in China, from the importance of local culture to the impacts of the government structure.

PHD MEDIA is a global communications planning agency for some of the world's leading brands. During our visit to PHD, they introduced us to the big picture of the Chinese market, such as the increasing consumer economy and the switch to "new retail" and e-commerce. From the surge in short-video viewing to the growing trend of live streaming, PHD taught us all about how brands were adjusting to the quickly-changing Chinese digital landscape.





LET'S GET ARTSY

One of the most well known spots in the city, **NANJING ROAD** is a must-see. Come for the shopping opportunities at some of Shanghai's most upscale stores, and stay for all of the curiosities and sights like dry-ice drinks and the world's largest Starbucks. Don't forget to make a trip at night when the whole street is lit up with neon signs in every shape and color for an even more memorable visit.

YUYUAN GARDEN sports historic structures and fish ponds as well as an adjacent bazaar where you can barter on almost any trinket or souvenir you can imagine. The busy crowds, bright colors, and traditional architecture on all the shops make for a one-of-a-kind shopping experience.

If you've heard anything about the food scene in Shanghai, there's a good chance it was about their famous **SOUP DUMPLINGS**. Stop for a try at a restaurant like Din Tai Fung; just make sure to eat them correctly by slurping the soup out before taking a bite.

If you can only take so much shopping, try one of the many museums in Shanghai to get away from it all for an hour or two. For a relaxing day strolling through the park and checking out some multimedia art exhibits, we recommend the **MUSEUM OF CONTEMPORARY ART**, conveniently located in the center of People's Square downtown.



BEIJING

北京



FALLING IN LOVE WITH

BAE - JING

THE FORBIDDEN CITY

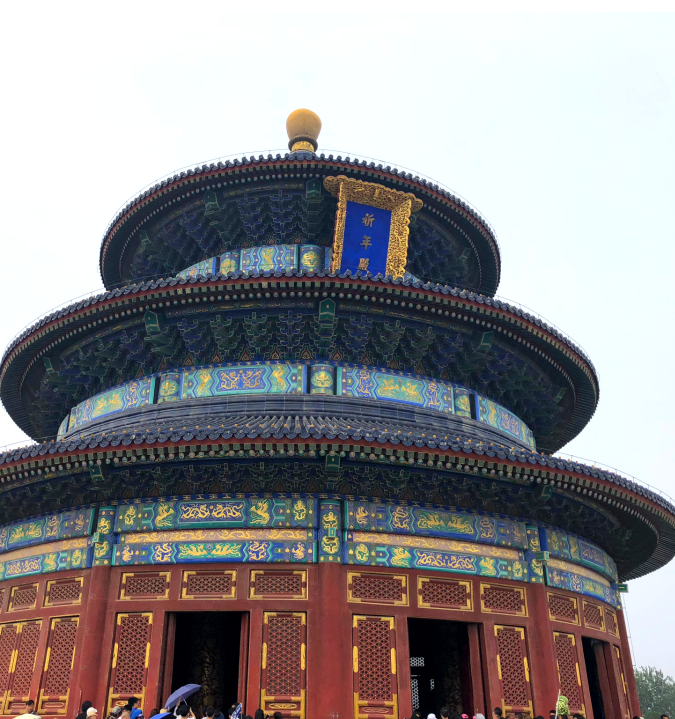
Strategically located in the heart of Beijing, this sprawling city was originally created some 600 years ago as a palace for the emperors of the Ming Dynasty. Occupied until the 1920s, the compound has been restored to its former glory and still stands today as an ornate reminder of the grandeur of imperial China. Surround yourself with centuries of unrivaled historic value and striking architecture by spending a day wandering through the 180-acre cultural center of China, from Tiananmen Gate to the Hall of Supreme Harmony.

THE TEMPLE OF HEAVEN

Take a break from the crowds by making your way to the nearby Temple of Heaven and its lush surrounding park. The temple was built around the same time as the Forbidden City but suffered damages and looting during periods of foreign occupation. Luckily though, the structures have been reconstructed, allowing visitors to marvel at the incredible symbolism and intricacy in its colorful design, built without the use of a single nail.

THE GREAT WALL

One of the best-known landmarks in the world, the Great Wall of China winds through the country for over 13,000 miles. Although the original wall dated back to the Qin Dynasty around 200 B.C., the existing version was created in the 1400's. After centuries of use as a defensive barrier, the wall stands today as an iconic cultural site and a popular location for sightseers and hikers. If history and views still aren't quite thrilling enough, make sure to visit the Mutianyu section of the wall nestled in the mountains north of Beijing for the unique chance to toboggan your way down the steep slope where the structure is perched.



LOST IN THE SAUCE



If the two-hour wait is any indicator, **HOT POT** is hot right now in Beijing in more ways than one. Dip your choice of meats, vegetables, and more into the boiling pots of broth at the center of your table for an entertaining self-cook dinner experience.

Even better, diners can customize their food for even the pickiest palates by creating their own signature dipping sauce from a host of ingredients.

Here's what Julia used to make her favorite sauce (pictured above):

Chili Flakes



Chili Oil



Crushed Peanuts



Coriander



Sesame Oil



Crushed Garlic



SHOP TIL YOU DROP

No trip to Beijing is complete without a stop for shopping. Whether you want to test out your bartering skills for souvenirs or sample some classic Chinese street food, Beijing's markets have it all.

If you're looking for the quintessential Chinese shopping experience you've heard so much about, look no further than the Silk Street Market. With seven floors of kitschy Chinese memorabilia, fake designer accessories, and more silk scarves than you can count, you're sure to find something for everyone at this well-known indoor bazaar. Buyers beware though, never buy at full price: merchants will usually charge at least triple the worth, so make sure to drive a hard bargain on everything and anything!

If you prefer to relax and the weather permits, try an outdoor shopping district like the beautiful Houhai area (pictured above). Here you can stop into some small stores, watch the boats on the lake, or taste some of the countless snacks lining the busy street. We personally recommend the "potato tornado" (fried potato on a stick) or the candied fruit skewers known as Tanghulu.

SEOUL

서울



SEOUL OF THE CITY

While in Seoul, we had the chance to visit **IMJINGAK**, a memorial park a few miles away from the North Korean border. The land around the park itself is imposing, with barbed wire running along the sides of the highway and watchtowers dotting the landscape. Several statues in the park commemorate lost South Koreans and Americans, and near the edge of the park sits a fence covered in fluttering colorful ribbons, each with a note for a loved one separated in the divide or a hope for reunification. Being able to read the ribbons yourself and see the hills of North Korea in the distance is an eye-opening experience, adding a sense of reality to all of the news headlines about the conflict that were previously so easy to ignore.

In the late 14th century during the Joseon Dynasty, **GYEONGBOKGUNG** was built as the primary palace for the royal court, including the emperor and empress. The palace suffered fire damage and ransacking several centuries later when the land was occupied by the Japanese, but later dynasties had the structures repaired. Now the scenic grounds are open for visitors to explore, complete with a reenactment of the traditional changing of the guard ceremony every few hours for a full immersion.

A tour of one of Korea's production studios such as, the **KOREAN BROADCASTING SYSTEM (KBS)**, provides a fascinating first-hand look behind the scenes of Korea's growing entertainment phenomenon, from the elaborate sets for filming dramas to the studios where pop artists record and perform. The fans take their role in the industry just as seriously: twice during our short stay we happened upon mobs of girls waiting earnestly for a slight glance of their favorite band members.



EDELMAN



Edelman is the biggest agency, not just in Korea with 150 consultants working the Seoul office, but in the world. The public relations firm has expanded in recent years to provide a comprehensive service including digital marketing, strategy, research, crisis management, and more. We felt that one of the agency's most unique assets is its structure, as the firm is split into several smaller branches such as Edelman Digital and Edelman Intelligence, and several different teams of experts on government affairs, health, technology, and more.

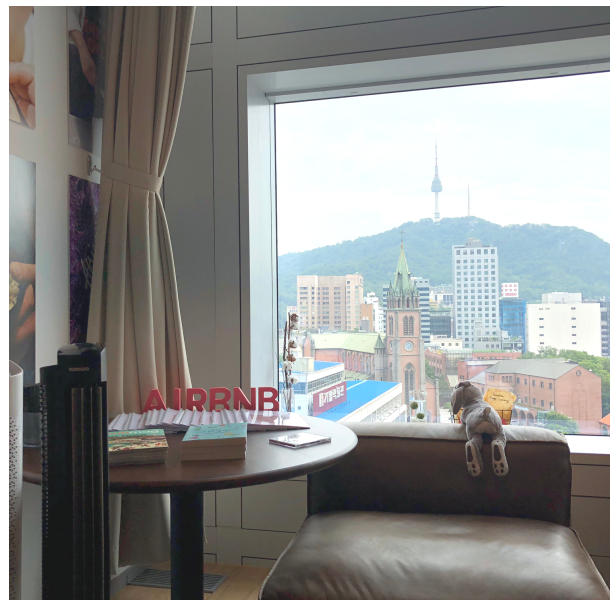
BURSON COHN & WOLFE

Although the the BCW office in Seoul is small compared to many of the firms we visited over the course of our trip, they have a strong presence in Korea with many multinational clients. Our visit here was an insightful lesson on the Korean market, starkly contrasting China's, from their cautious attitude towards foreign business to their use of more mainstream digital media like Facebook and Instagram.



AIRBNB

Airbnb Seoul was our first and only in-house communications visit, providing a look into a different side of the industry through a brand that's familiar to us. With millions of customers and clients invested in the business, the company's communications have to be focused on the Airbnb community and telling their stories. The discussion at Airbnb also provided a closer look into the cultural hurdles that businesses face when growing and globalizing, and ended with an incredible extension of the brand's signature hospitality as we were given a tour around the city.



ART AND SEOUL

WINDOW SHOPPING

HONGDAE is a region in Seoul known for its cafes, bars, and clubs, and young musicians can often be found performing on the street. Since there are many students in the Hongdae region, the prices of most goods are affordable, so it's a perfect stop for tourists looking to pick up a few items.

MYEONGDONG is one of Seoul's main shopping districts, coming alive at night. The brands in Myeongdong are more famous than Hongdae, but prices are also higher. This area has an endless supply of cosmetics and skin care stores, but stands out most for its must-try array of sizzling street food.

GWANGJANG market is one the Korea's largest traditional markets. It is famous for its abundance of unique and traditional street foods. Vendors offer pancakes, rice cakes, live octopus, different parts of pork, budae jjigae, and many other foods as locals crowd around the stalls to eat.

THE PAINTERS: HERO SHOW

The Painters is an non-verbal performance combining painting with incredible visual effects and a blend of mime, dance, and comedy. Although it may sound eclectic, the talent and creativity behind the show is sure to impress. With such a wide array of acts, it's sure to please crowds of any age.

BIBIMBAP

Bibimbap is a traditional Korean food, made popular in the west by celebrities' praises of its health benefits. It is made by mixing together cooked rice, bean sprout, carrot, cucumber, mushroom, spinach, and egg on a large griddle. For the classic flavor, finish off with some sesame oil and spicy gochujang sauce to taste.



SHOOT YOUR SHOT

Our visit to Seoul happened to coincide with the FIFA World Cup, where South Korea was a competitor. We quickly discovered that Koreans are huge fans of the game after we had to try countless restaurants before we could find one that could even seat a few of us on a game night. For their second game of the tournament, the COEX in downtown Seoul threw a huge public viewing event, preceded by K-pop performances and attended by thousands of hopeful fans. The country's enthusiasm was contagious, and we all ended our stay as fans of the Korean team.



HIGHLIGHTS

WECHAT
US!

SARAH



FAVORITE
DISH



FAVORITE
SIGHT



FAVORITE
PURCHASE



JULIA



ZIYUE

