



STICKS & STONES

Copywriting Agency

자기소개는 어렵습니다 영어로는 더더욱.

그리고 그게 바로 스틱스 앤 스톤스가 존재하는 이유죠.
한국에서 태어난 브랜드가 글로벌 시장에서 활약할 수 있도록
언어와 문화의 장벽을 초월한 영문 카피라이팅을 제공하고 있습니다.
당신은 전략에만 집중하세요.
영어는 저희가 고민하겠습니다.

Messaging done right is hard enough.
Even harder is messaging done right in English.
We are copywriters - cultural interpreters for iconic Korean brands.
We create copy that resonates globally.
Your message hits home every time.



Our Birth

STICKS
&
STONES

저도 늘 답답했죠.

우리 나라 기업들이 훨씬 더 돋보일 수 있는데...

영어 카피에 따라 망신 당하거나, 멋지게 보여지는 차이를 목격해왔습니다.

원래 있던 창의적인 영감과 노고는 정작 다 묻혀 버렸죠.

미국에서 가장 큰 통신회사인 AT&T와 글로벌 기업 Coca-Cola에서 마케팅,
세계 제 1위 필름스쿨 USC에서 공부하며 에미상을 수상,
한국에서 가장 신뢰받는 영어 성우로서 큰 광고 에이전시들과 함께 작업한 경험을 토대로
특화된 회사의 설립을 결심했습니다.

높은 수준의 작업과, 세심한 주의를 기울인 크리에이티브,
거기에 완벽한 공.감.을 불러일으키는 카피까지 이 모두는
단언컨대, 오직 저희만이 제공할 수 있습니다.

이제 여러분에게 바칩니다.

스틱스 앤 스톤스



리차드 김 대표

① 한국 정서로 소통하고

고객 니즈를 이해하는
[AE팀]

- 전원 영/한 이중언어 능통자로 구성
- 전문적인 통번역 스킬을 기반으로
섬세한 고객 커뮤니케이션 제공

② 현지 정서로 작업합니다

영문 카피라이팅 전문
[CW팀]

- 전원 영미권 출신 원어민으로 구성
- 광고, 저널리즘, 스크립트 등에서
글로벌 크리에이티브 경력 다수

Project Authors



CREATIVE DIRECTOR
Richard Kim

UC Berkley, USA
BA in Political Science
USC Cinema, USA
MA in Film Production

Native in American English
Nationality: USA

- Emmy Award, CINE Golden Eagle Award Winner
- English Voice Actor – 15 years
- Coca-Cola, AT&T – Marketing and Sales
- Script Writer for C-level Executives, Diplomats



HEAD COPYWRITER
James Chung

James Madison University, USA
BS in Writing Rhetoric and Tech. Comm.

Native in American English
Nationality: USA

- Woon IP Law Firm – Senior Manager
- YEK Glass – Overseas Marcom
- Vice Media, Washington Post, DK Eyewitness – Contributor



LEAD COPYWRITER
Brixton Sandhals

The King's University, Canada
BA in English Literature

Native in North American English
Nationality: Canada

- New York Times – Project Editor
- Are.na Annual – Essayist
- DEMO Fashion and Gingermite – Copywriter

Project Authors



ACCOUNT MANAGER
Sein Park

Hankuk Univ. of Foreign Studies, Korea
BA in Spanish
BA in SW & AI

Native in Korean
Additional: English, Spanish

- Latin American Studies Institute – Assistant
- Writer and reporter, campus English journal “The Argus”
- Native in Korean. Additional: English, Spanish



ACCOUNT EXECUTIVE
Natalie Lee

Ewha Womans University, Korea
BA in Psychology

Bilingual fluency in English and Korean
Additional: Japanese

- Everland – Research Assistant / Translator
- DYB Choison Language Institute – Head Instructor
- Freelancing Translator with Specialty in Marketing



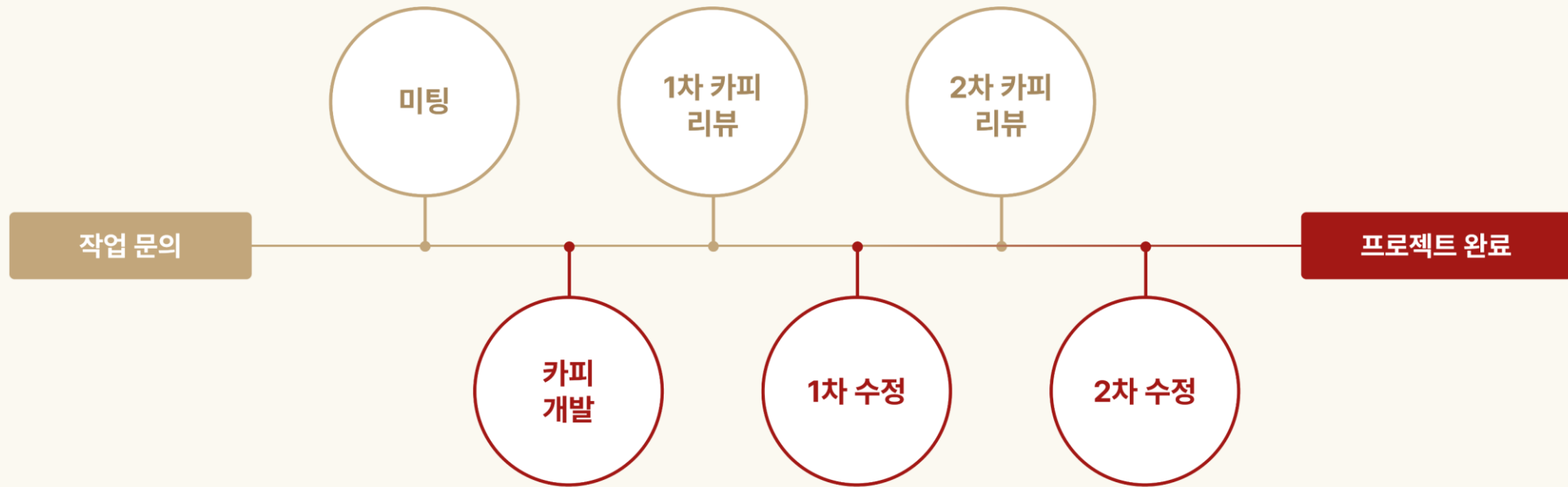
TRANSLATOR
Hyolim Ahn

Ewha Womans University, Korea
BA in English Language and Literature

Bilingual fluency in English and Korean

- KO-EN, EN-KO Translator – 15 years
- Lotte Hotel Magazine – Translator
- Arirang TV & Radio – Writer
- The Dong-A Ilbo – English Editor
- The Korea Herald – Reporter

PROCESS



Our Clients

SAMSUNG



Cheil

INNOCEAN
WORLDWIDE

TBWA\

BBDO



LG SIGNATURE

KOREAN AIR

innisfree

AHC

THE FACE SHOP
NATURAL STORYsam
SEOUL

df

AMORE PACIFIC

OR!COM
IMC IDEA GROUP

[plæn*it]



Clients Say



“각 나라마다의 독특한 문화코드를 심어 클라이언트의 사업을 성공으로 이끕니다.”

이노션 김정환 넥스트 그룹장

“가능한 대안들을 하나하나 짚어주는 세심함 그야말로 진정한 파트너십을 느낄 수 있게 해주셨습니다.”

SK Planet 김승환 부장

“단순히 눈에 보이는 글이 아닌 그 이상의 의미로 늘 우리가 감탄하게 만든다”

메리고라운드 이석희 PD

“작은 뉘앙스 차이조차 놓치지 않는 섬세함 – 좋은 파트너를 만났다는 즐거움을 느꼈습니다.”

SK Planet 윤태구 국장

“기발한 아이디어로 글로벌 콘텐츠에 딱 맞는 영문 카피를 만들어내는 회사.”

리퀴드 포스 민태하 대표

“놓치기 쉬운 작은 의미에도 디테일을 잡아내고야 맙니다.”

플랜잇 정성원 PD



Portfolio

STICKS & STONES



Website

NAVER

NAVER

네이버 기업 홈페이지 전체 개편 | NAVER Corp. Website Copy

STICKS & STONES
Copywriters

“

Growing
together with
technology

”



Unlocking
greater possibilities
for all

Samsung SDC

웹사이트 카피 | OLED ERA Website

“

Self-lit,
simple, and
slim.

”





LG Energy Solution

웹사이트 카피 | LG enblock Global Site

“

Always Just
the Right Size

”

STICKS & STONES
Copywriters

LG enblock

Brand Story LG enblock S Residential Storage System

[LG enblock]

Always Just the Right Size

LG enblock S

“

A new standard
for your space
and lifestyle

”

A NEW STANDARD FOR YOUR SPACE AND LIFESTYLE



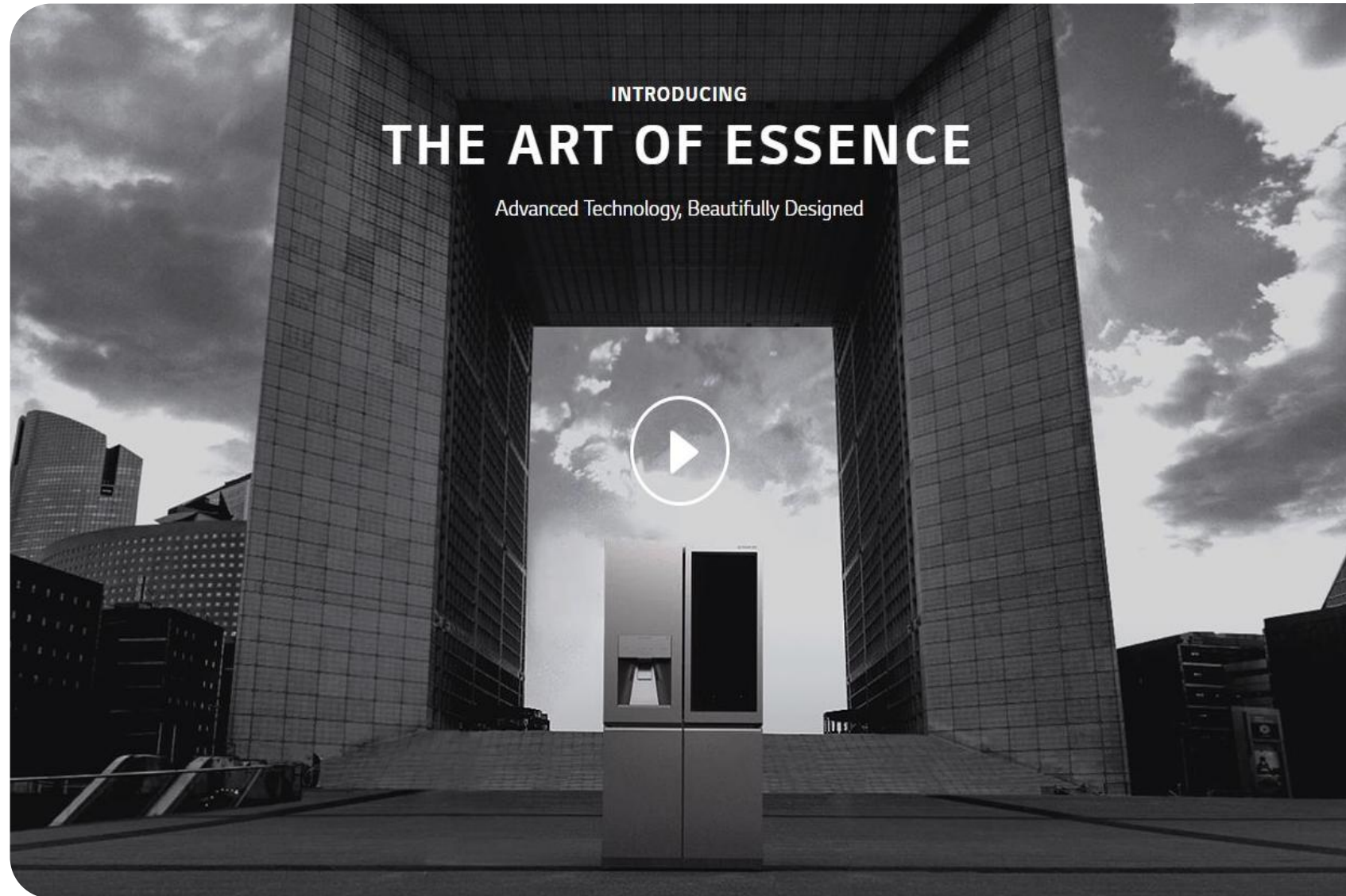
LG SIGNATURE

웹사이트 카피 | LG SIGNATURE 글로벌 웹사이트

“

SIMPLICITY.
PERFECTION.

”



CEO Speech/ Scriptwriting

LG Group

New Year's Message | LG Group Chairman, 구광모

“

Customer value
at the center
of all we do

”



LG Electronics

Life's Good Award Speech | LGE CEO, 조주완

“

Superb
ingenuity
demonstrated
clear
opportunities.

”



Hyundai

Scriptwriting | CEO 정의선 Keynote Speech CES 2022

“

Robotics isn't
dreams and
fiction anymore.
Robotics is
what's now.

”



Hyundai

Scriptwriting | Software Defined Vehicle Global Forum

“

Entering
a new era of
mobility
through
software

”





Kia

최초 공개 온라인 이벤트 | Kia EV6

STICKS & STONES
Copywriters

“

EV6's design
gives people
new inspiration
for their thoughts,
movement,
and way of life.

”

Kia EV6 World Premiere



Naver

Scriptwriting | CEO 최수연 Keynote Speech

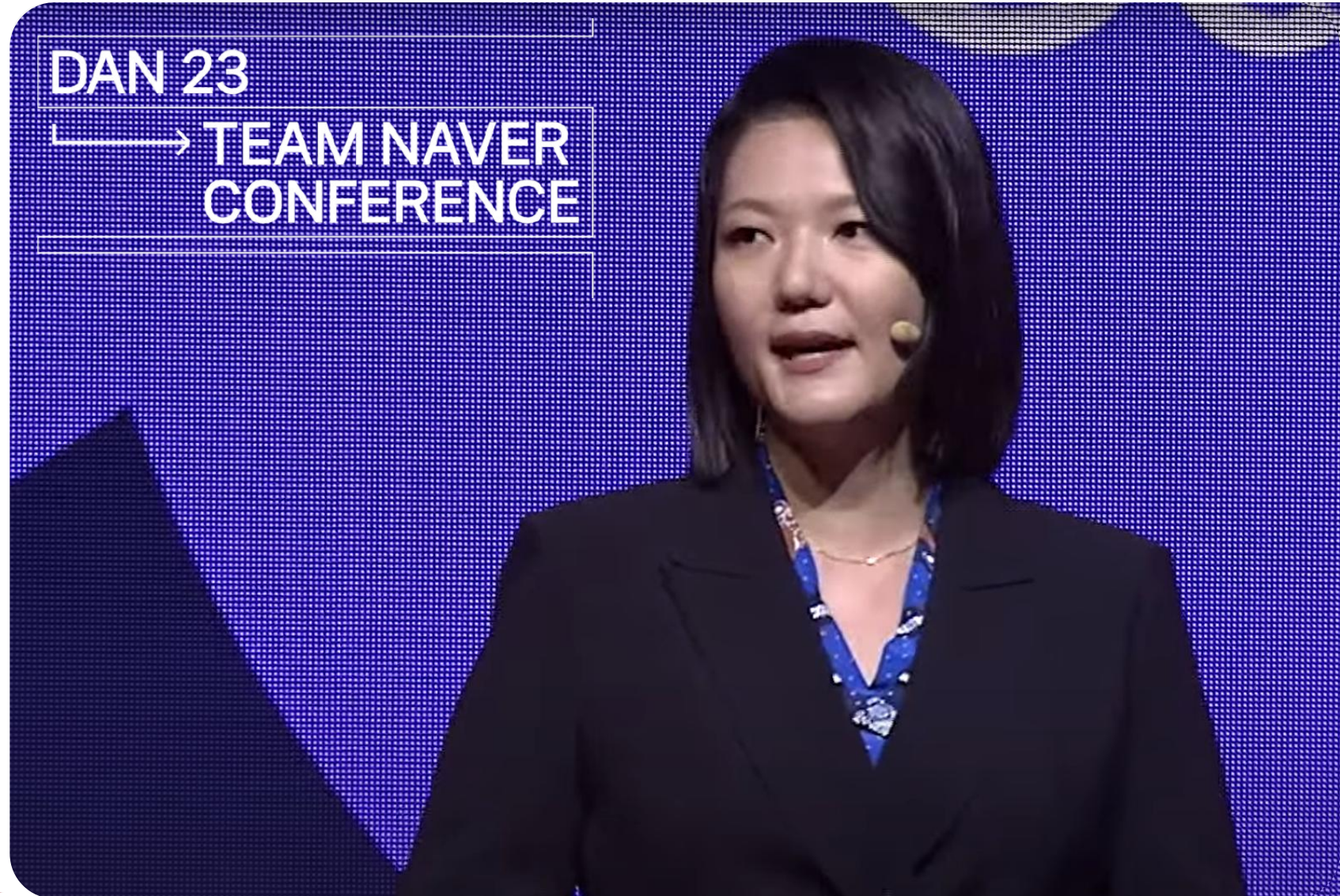
“

At NAVER,
we dream of
changing the
world with
technology.

”

DAN 23

→ TEAM NAVER
CONFERENCE



Slogan

Samsung Memory

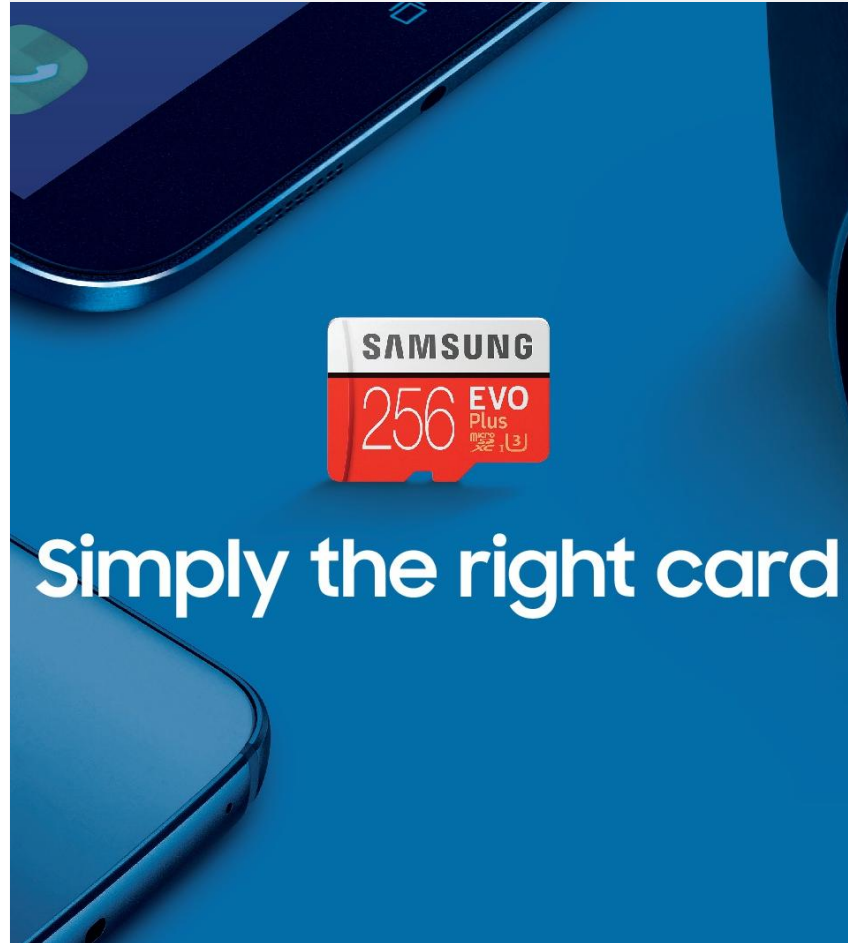
글로벌/국문 제품 슬로건 | EVO Plus microSD Card

“

Simply the
right card

고민없이
심플하게

”



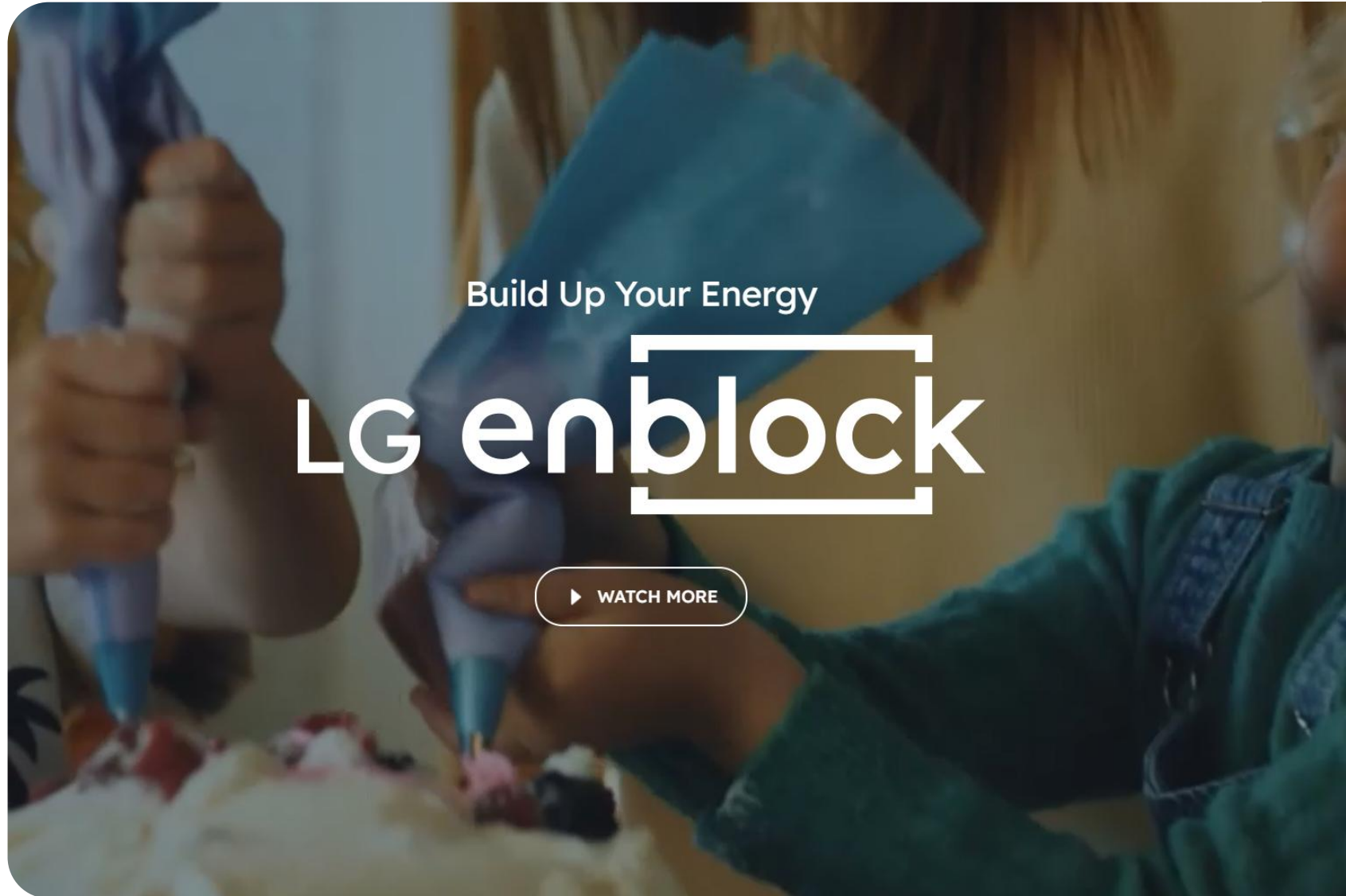
LG Energy Solution

제품 태그라인 | LG enblock

“

Build Up
Your Energy

”





Doosan

제품 슬로건/서브카피

“

Dig More,
Gain More

”

STICKS & STONES
Copywriters

Excavator

Dig More, Gain More

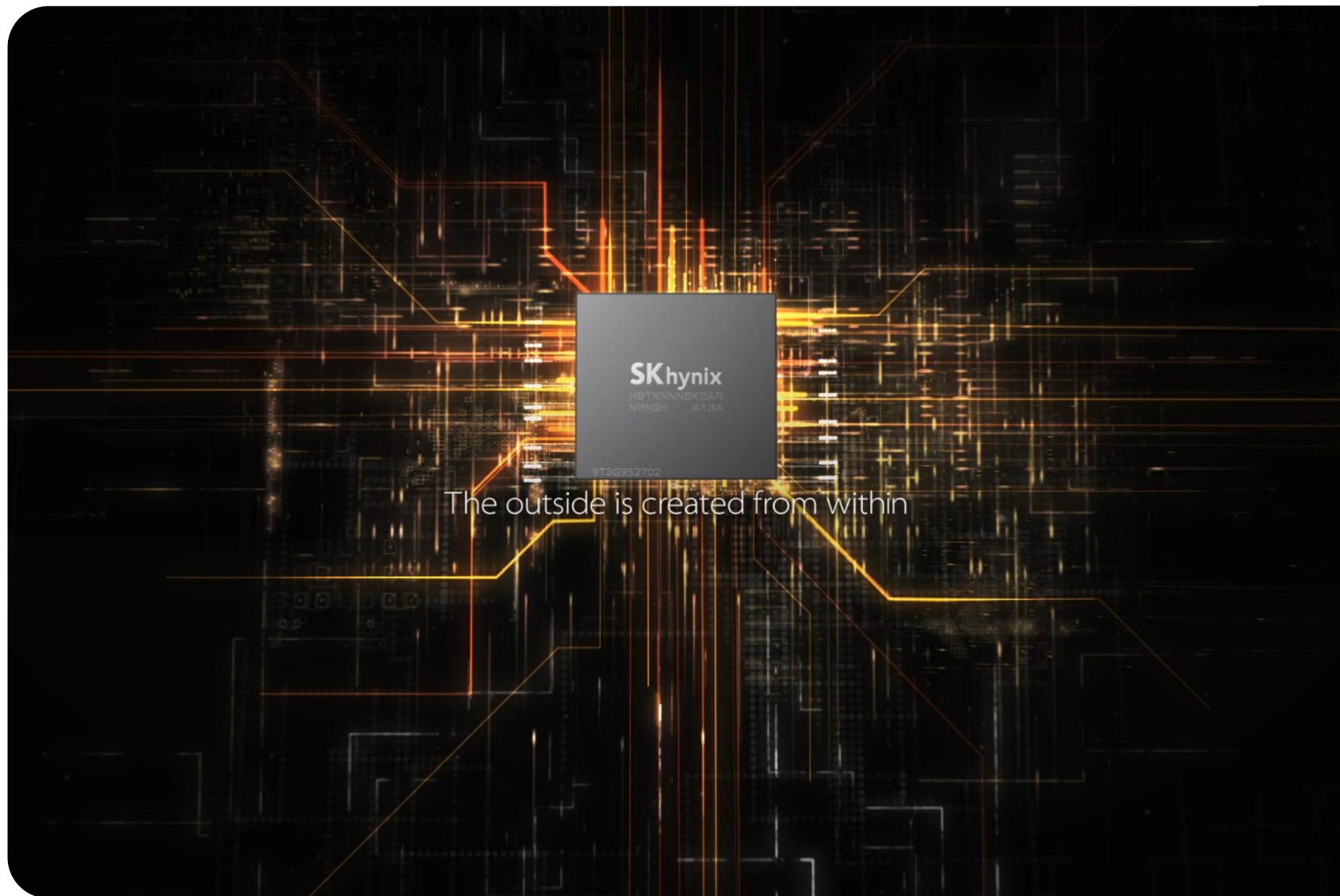
Play Video



“

The outside
is created
from within

”



SK ZIC

글로벌 슬로건 제작

“

EVERY DROP
WITH
GENUINE
TECHNOLOGY

”



innisfree

브랜드 슬로건, Manifesto

“

Skin-Loving,
Earth-Caring

”



innisfree

SKIN-LOVING, EARTH-CARING
Eco-conscious beauty brand Innisfree

NCSOFT

글로벌 슬로건 | Lineage W

“

Blood Pledge
without
Boundaries

”



Naming

Samsung Monitor

라인업 네이밍 | ViewFinity

“

ViewFinity

현존하는 고화질 모니터 라인업을 아우르는
세련되고 경쟁력 있는 명칭

”



PLEDIS

앨범 네이밍 | SEVENTEEN 12th Mini Album

“

SPILL
THE
FEELS

Spill the Feels

세븐틴의 성장을 담아 진솔한 소통을 강조한
애너그램 기반 앨범명

”

STICKS & STONES
Copywriters



LG Electronics

항균신소재 네이밍 | Anti-microbial Glass Naming

“

LG PuroTec™

항균 기능성 첨가제의 베네핏을 반영해
기술적이면서도 친근한 네이밍 개발

”

ALWAYS-ON
PROTECTION



FOR YOUR
PRODUCT

Brand Manifesto

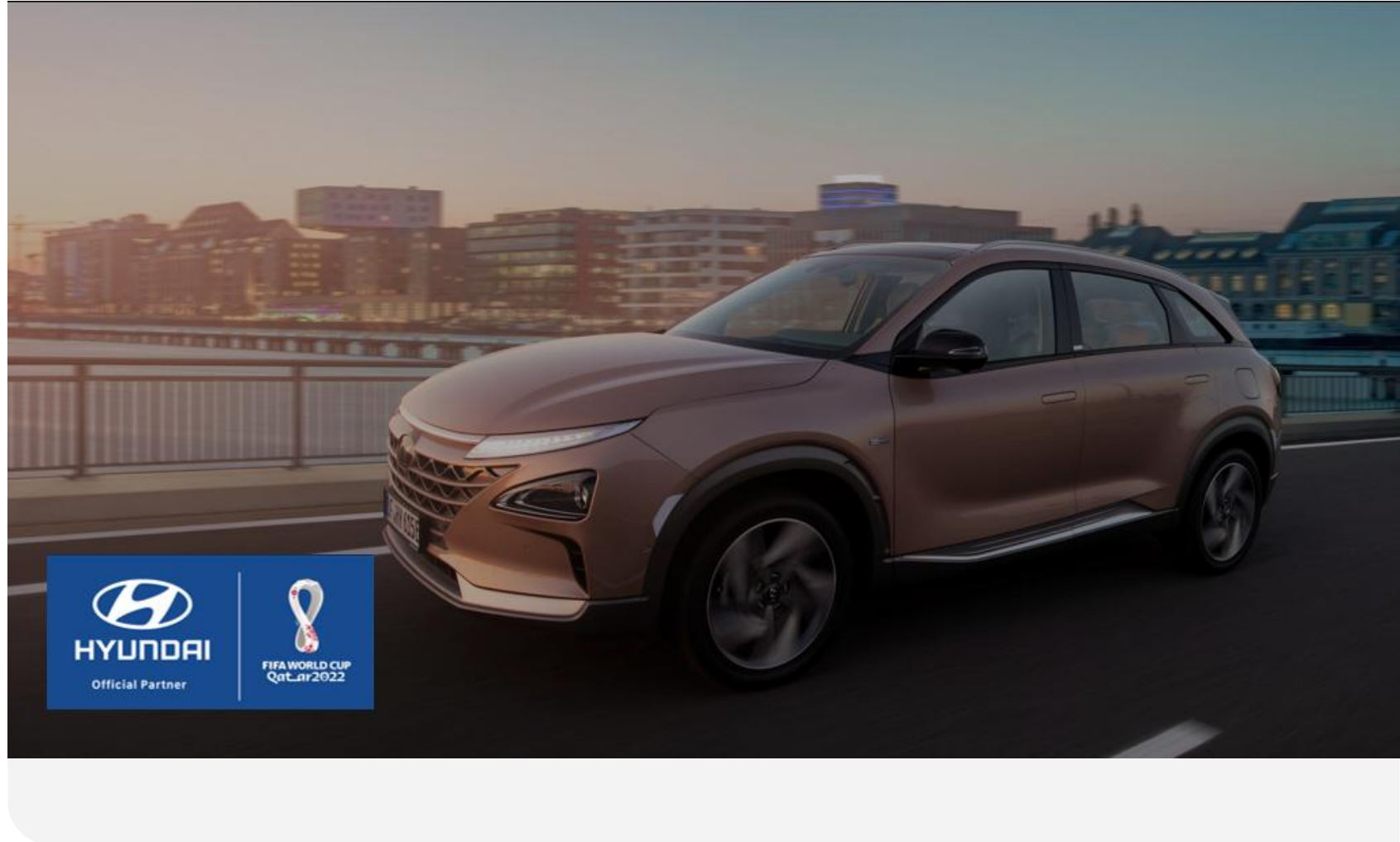
Hyundai

World Cup Manifesto

“

The Goal
of the Century:
a sustainable
future.

”



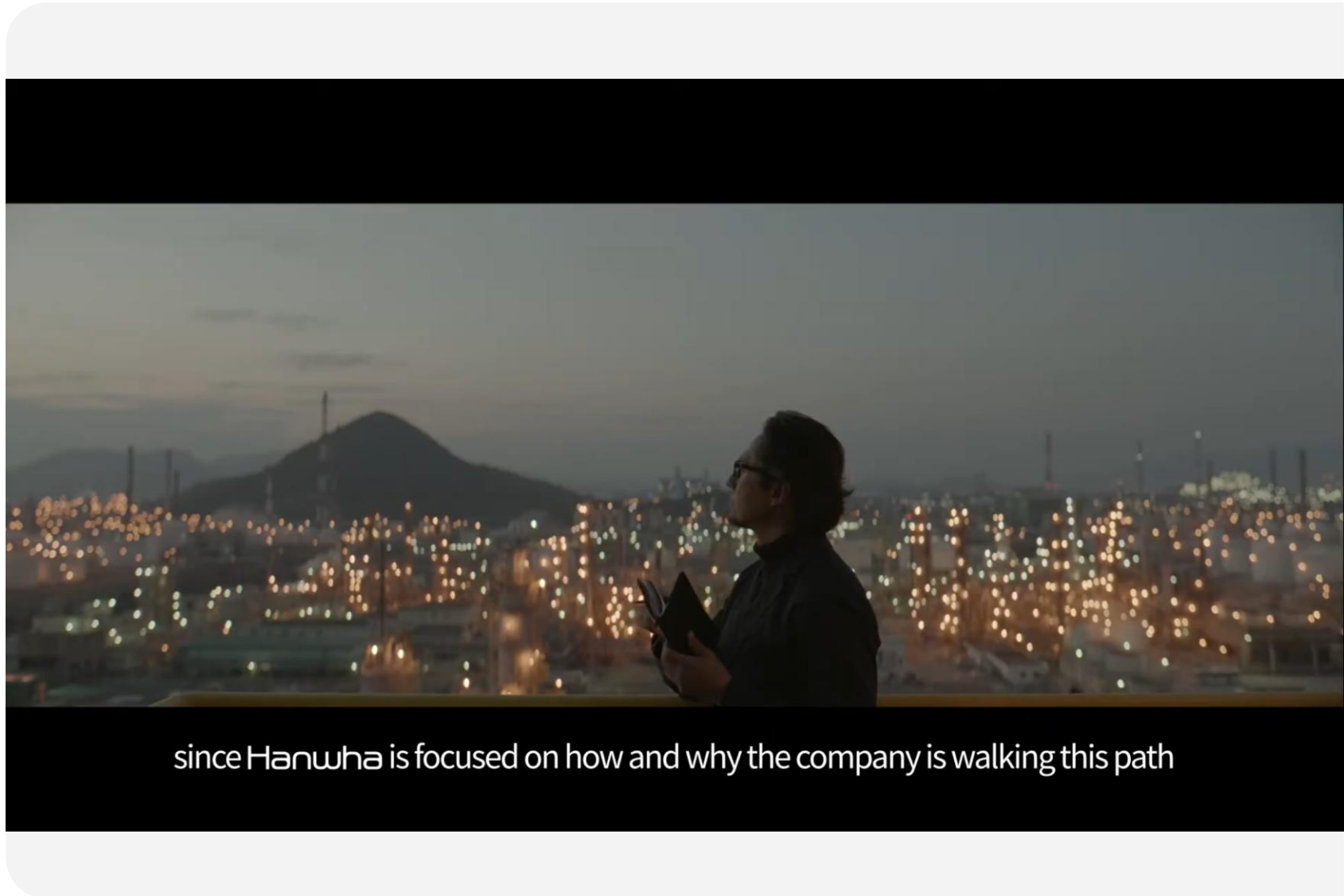
Hanwha

홍보영상 | 한화그룹

“

This is
Hanwha's
promise

”



since Hanwha is focused on how and why the company is walking this path

AHC

AHC

브랜드 메니페스토 영상

“

Beauty is far
more precious
when shared

”

STICKS & STONES
Copywriters



Online Feature

LG H&A

온라인 피쳐 & 영상 카피 | LG Subscribe

“

Live grand,
Pay gradual

”



LG H&A

온라인 피쳐 | LG Styler

“

Keep your
clothes and
spaces fresh

”



LG H&A

온라인 피쳐 | Aero Furniture Online Feature

“

Union of
Beauty and
Purity

”



LG PuriCare™
Aero Furniture



LG H&A

온라인 피쳐 | LG VX Washer & Dryer

“

Fast, energy
efficient drying
to live more of life

”

STICKS & STONES
Copywriters

AI DD™



Hankook Tire

세일즈 가이드 | Weatherflex GT

“

All-Climate
Confidence

”



Samsung Memory

온라인 피쳐 | uMCP

“

Combined for
the 5G world

”



Samsung Memory

웹사이트 카피, KVC | Automotive Memory

“

Precisely
engineered.
Confident
journey.

”

**Precisely engineered.
Confident journey.**

**SAMSUNG
AutoSSD**

**SAMSUNG
UFS**

**SAMSUNG
eMMC**

0:31:08

Samsung Memory

온라인 피쳐, KVC | 990 PRO & 990 PRO w/ Heatsink

“

Blistering speed,
endless victory

”



Samsung Monitor

온라인 피쳐 | Odyssey G9

“

For worlds
of gaming
and more

”

Odyssey G9



SNS



Genesis

SNS Copy | GV80/GV80 Coupe Black Launching Copy

“

Power
distilled from
midnight

”

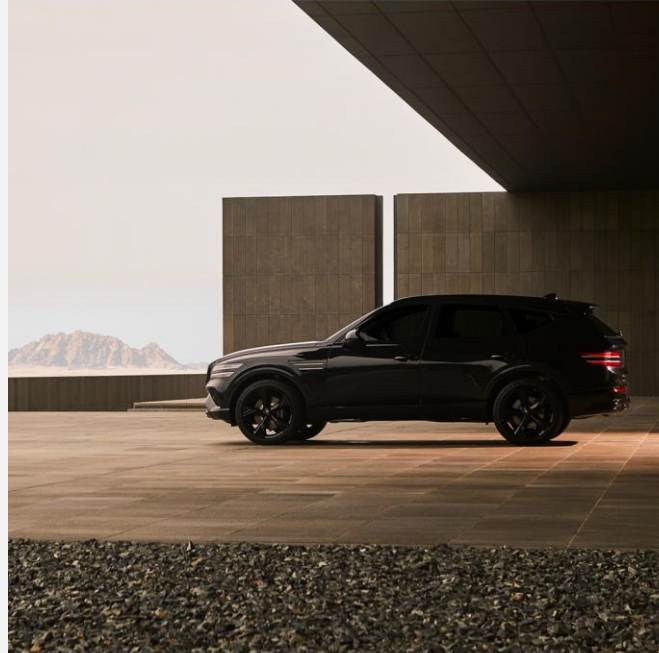
STICKS & STONES
Copywriters



GENESIS_WORLDWIDE

게시물

팔로우



2,138 21 51



genesis_worldwide Movement like liquid midnight around every turn.

The GV80 Black glides like a shadow over still water, fluid in motion and in form.

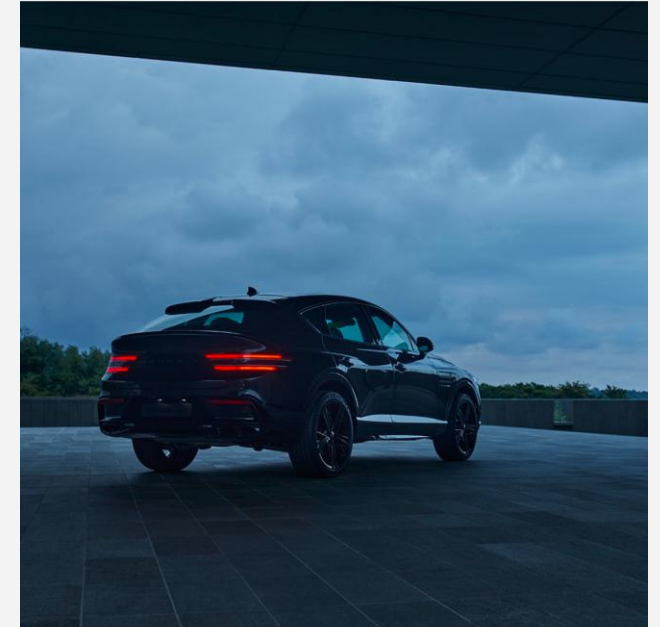
Undeniable Presence
Genesis GV80 Black



GENESIS_WORLDWIDE

게시물

팔로우



3,213 27 124



genesis_worldwide The GV80 Black, magnificence veiled in shadows.

As the sun sinks beneath the horizon, the emblem glints in the fading light. Its presence invites the evening, allowing the night to wrap around its grandeur.

Undeniable Presence
Genesis GV80 Coupe Black

Melon

디지털 영상, SNS Copy

“

The longest
chart reign
among Soul
Pop Artists

”



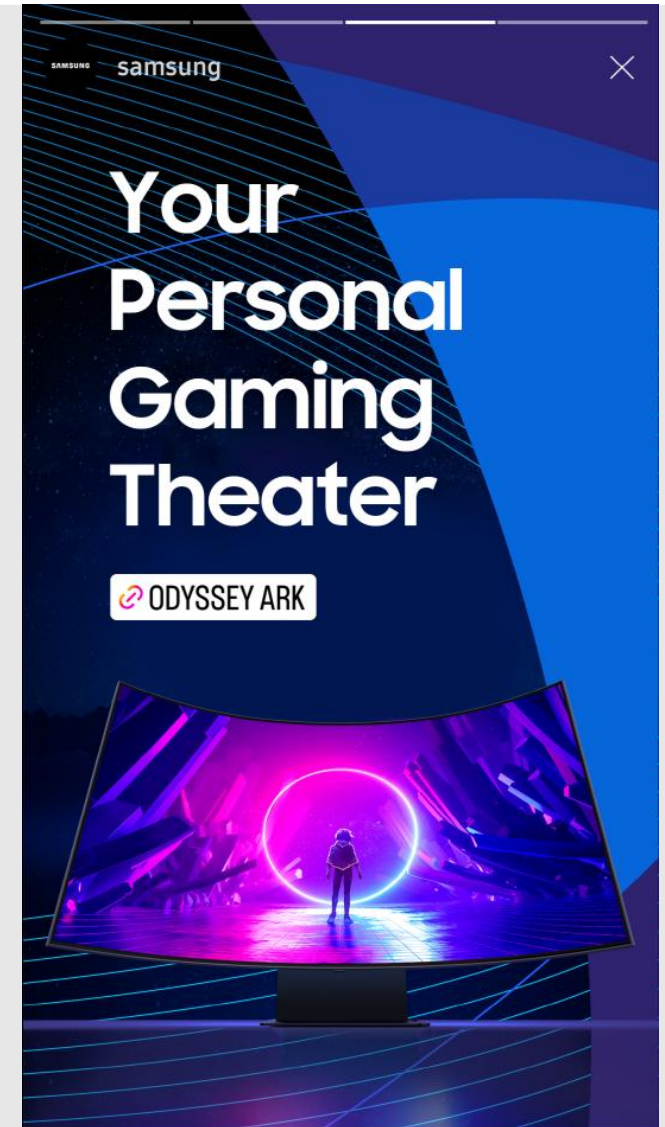
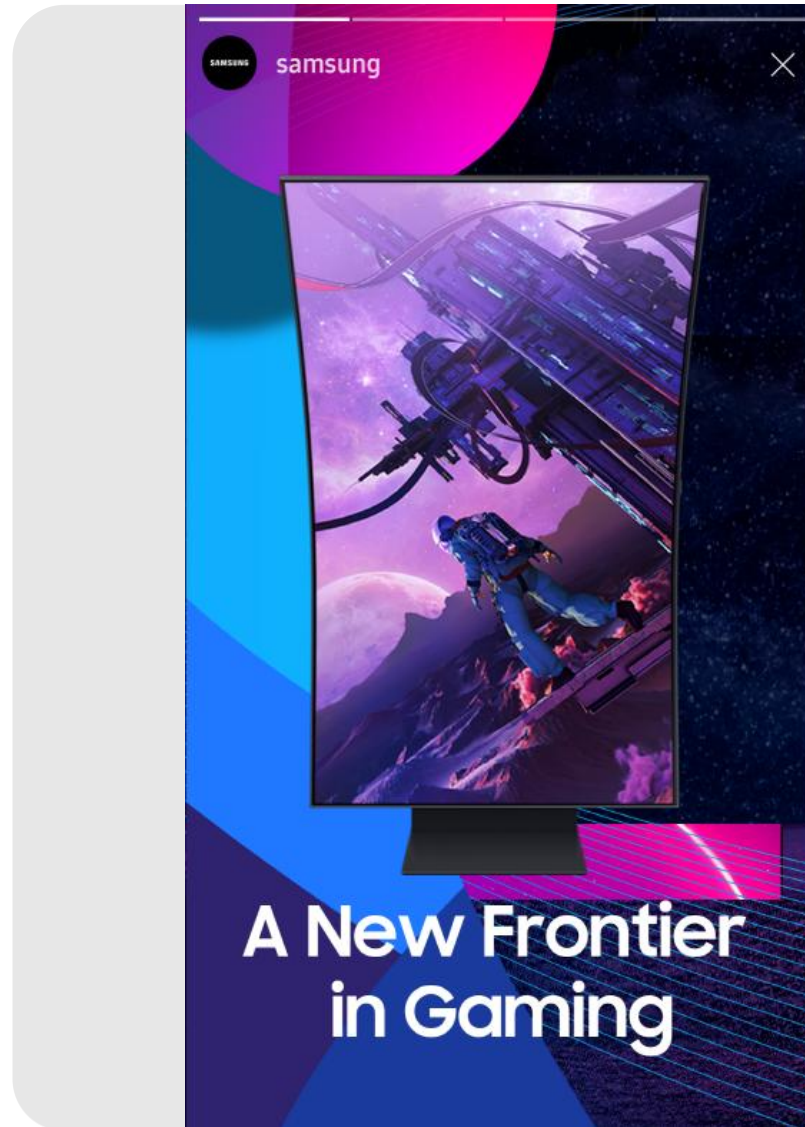
Samsung Monitor

SNS Copy | Odyssey Ark

“

Spatial sound.
All around.

”



“

InstaView
shows you
what's Inside
with just a
knock.

”



TVC/ Online Video



FC Online

영상 카피 | Mourinho's Journey

“

You can be a
master
strategist.

”



STICKS & STONES
Copywriters

Samsung Mobile

영상 카피 | 2024 Paris Olympic Edition Z Flip 6

“

Your
unforgettable
Olympic
moment

”



Galaxy Z Flip6
Édition Olympique

Samsung E&A

기업홍보 | Samsung E&A Rebranding Video

“

The technology
ahead, now
right before
you.

”



**If our world never stops,
neither can the technology.**

Samsung

디지털 영상 | SmartThings Lifestyle Film

“

How to Get
Closer with
SmartThings
in 3 Days

”



“

Just charging
for 15 minutes
can take you
from LA to
Las Vegas.

”

V2

The first **400kW** ultra-fast charger
Produced in the U.S.



Hyundai

디지털 영상 | IONIQ Concept 'SEVEN'

“

Welcome to
the new era
of mobility
to change
our lives.

”



Aestura

디지털 영상 광고 | 메디뷰티

“

Results
you can see,
MediBeauty

”



Hyundai

영상 광고 | UAM

“

We know
the future
because
we make it.

”



Hyundai

디지털 영상 광고 | Shackleton's Return

“

There is no
greater journey
than the
pursuit of a
dream

”



MUSINSA

디지털 영상 광고

“

Unbox Exclusive
Trends from
Seoul

”



Kakao Pay

회사 소개 영상

“

KakaoPay.
But more
than just pay.

”



"I can compare all these banks. Why wouldn't I?"

Laneige

TVC, 인쇄 광고, 디지털 영상 | Water Sleeping Mask

“

For Good
Morning skin,
tomorrow

”



ARTISTRY

인쇄/디지털 영상 광고 | Skin Nutrition Series

“

Awaken the
Force
of Your Skin

”



AWAKEN THE FORCE
OF YOUR SKIN



Kia

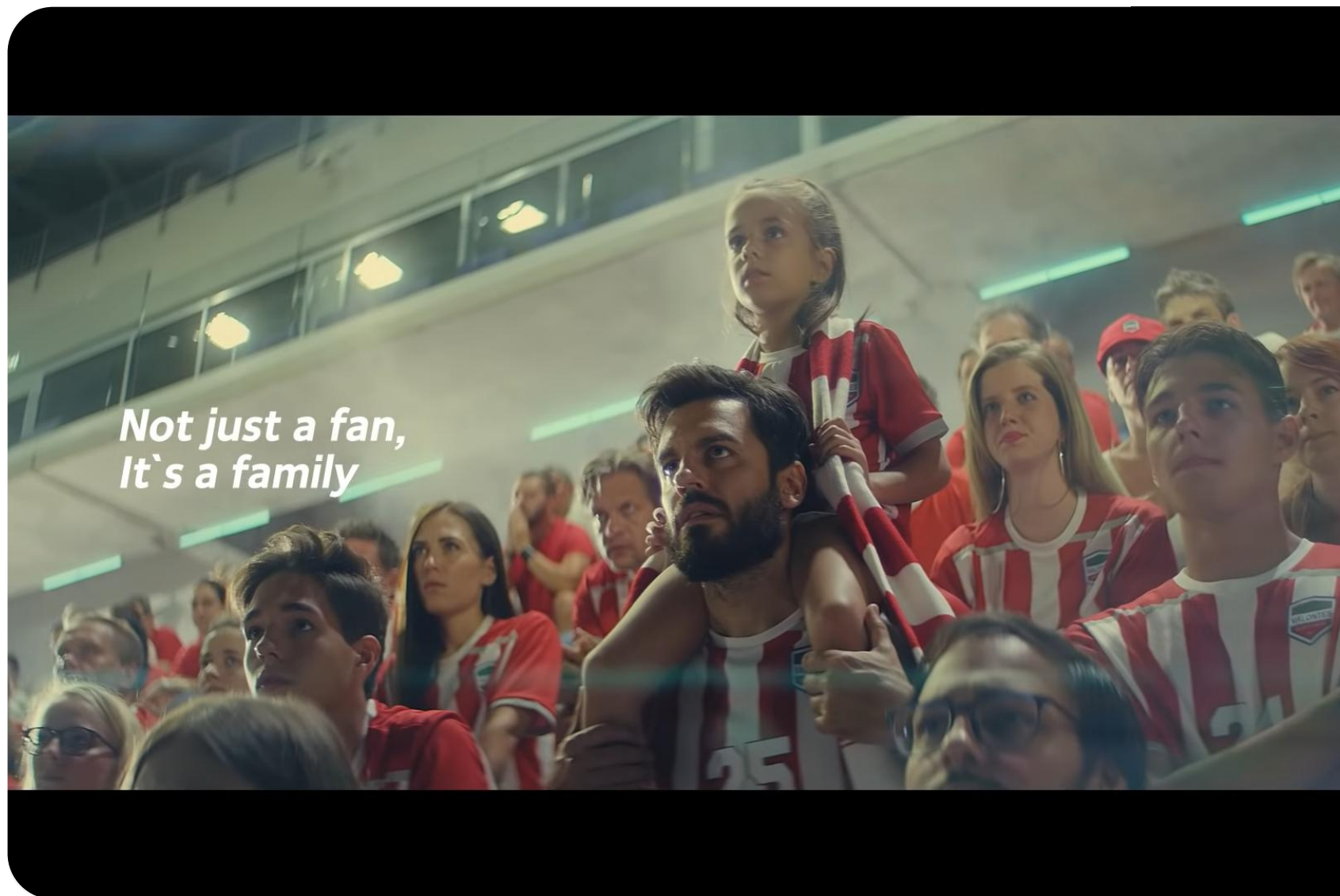
TVC | Kia UEFA Europa League

“

For us, it's
beyond
football.
It's life.

”

STICKS & STONES
Copywriters





CJ

영상 카피 | The CJ CUP Byron Nelson 2024

STICKS & STONES
Copywriters

“

THE CJ CUP
Byron Nelson
continues to
make dreams
come true.

”



Expo/ Launching

Samsung SDC

2023 CES Key Message & Zone Titles

“

Disruptive
Tech Journey
Unlocks
Sustainable
Futures

”



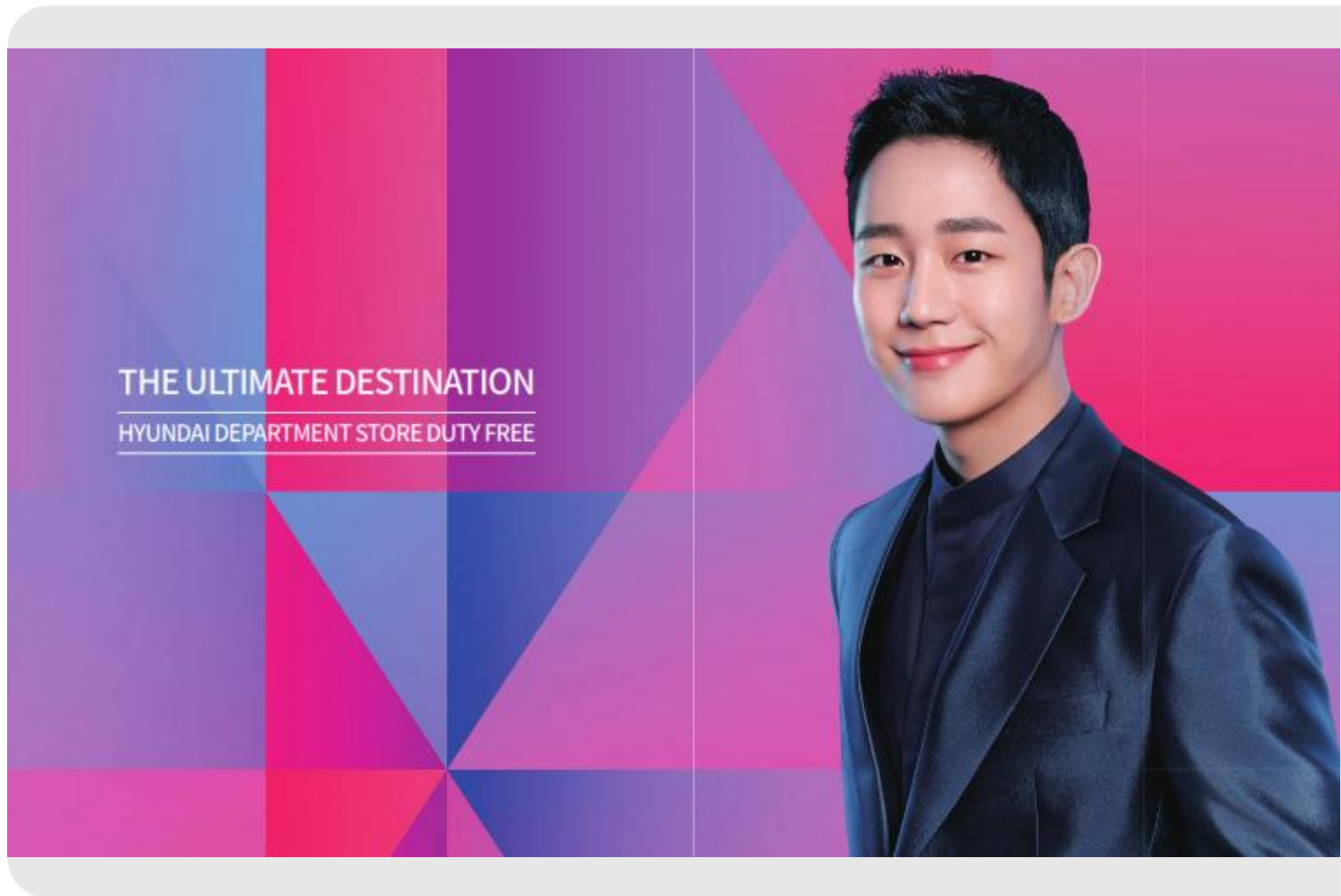
Hyundai Department Store Duty Free

브랜드 런칭 키 카피

“

THE ULTIMATE
DESTINATION

”



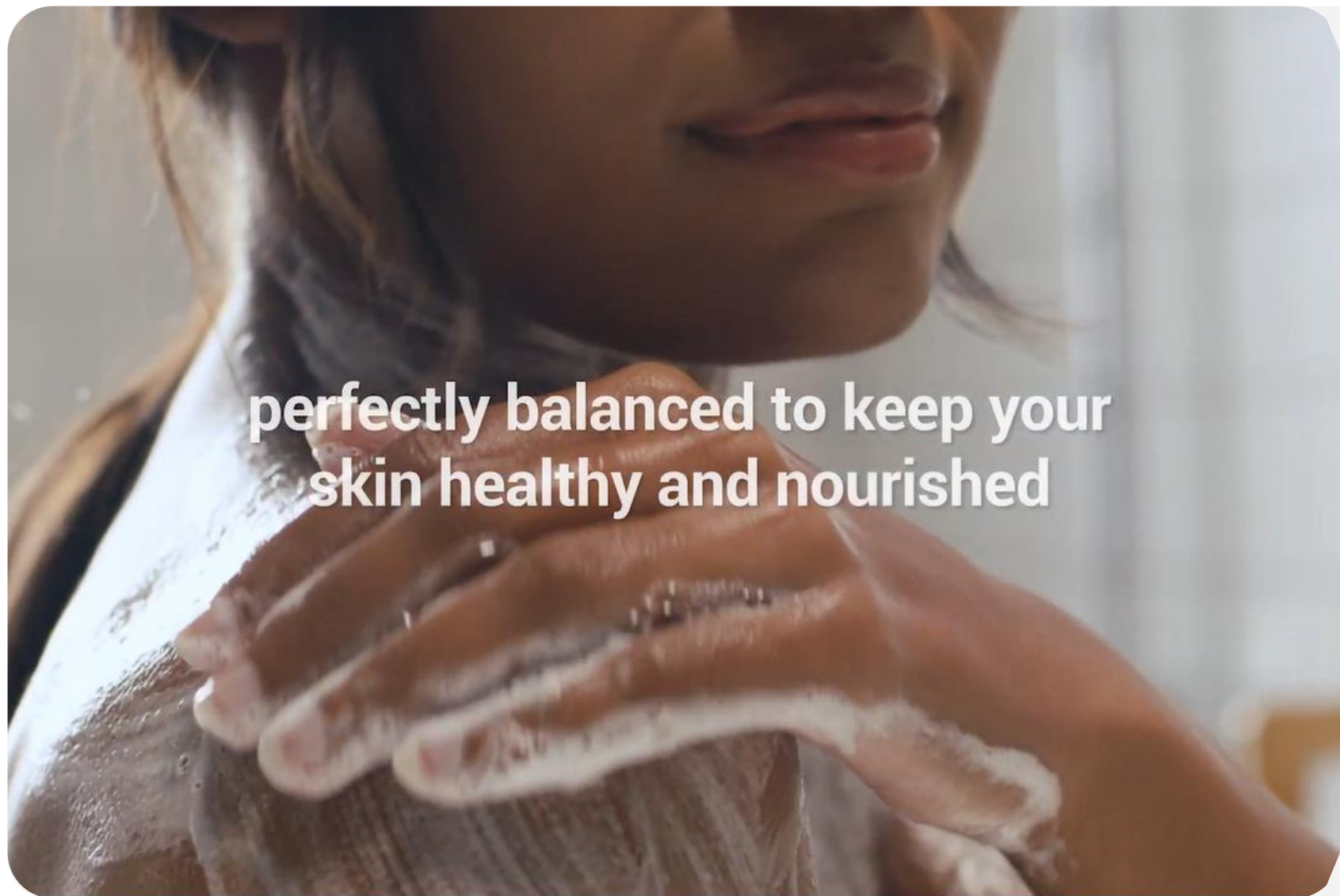
Karl&Häns

브랜드 런칭 영상

“

Perfectly
balanced to
keep your skin
healthy and
nourished

”



OOH/Print

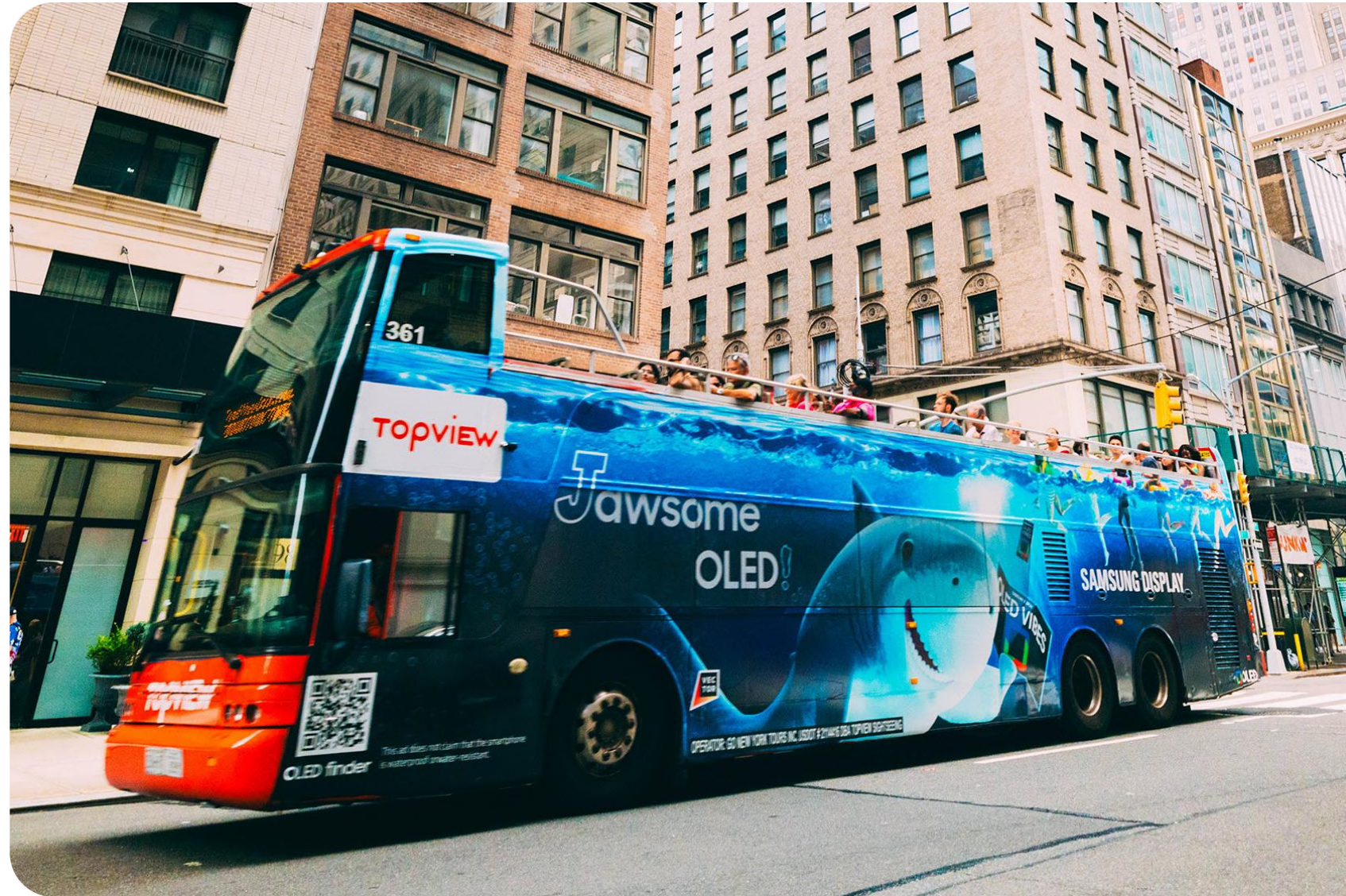
Samsung Display

옥외 광고 | New York City Tour Bus Wrap

“

Jawsome
OLED!

”



THE FACE SHOP

인쇄 광고 | 안티다크닝쿠션

“

Stay Flawless

”

THE FACE SHOP

Stay Flawless



Brand Guidelines

“

Our brand
feels warm
and present,
even in the
smallest of
moments.

”

Slogan Usage

Our slogan makes our brand feel warm and present, even in the smallest of moments. To ensure its distinctiveness, we always use it in memorable ways to lead or sign off.

Life's Good.



Active Red on Light Background

“

Our voice
must always
speak for our
brand belief

”

Our Voice Principles

We always write with a smile, insight, and design.
Our voice must always speak for our brand belief, Life's Good.

- Use inclusive language
- Use descriptive and sensorial language
- Lean on intelligent humor to bring warmth

“

Bringing joy
and energy to
every moment
in life

”

CJ GROUP CORPORATE IDENTITY

BRAND GUIDELINE



LIVELY

Bringing joy and energy to every moment in life.



PASSIONATE

Dedicating every moment to making lives happier and more comfortable.

MEDIT

MEDIT

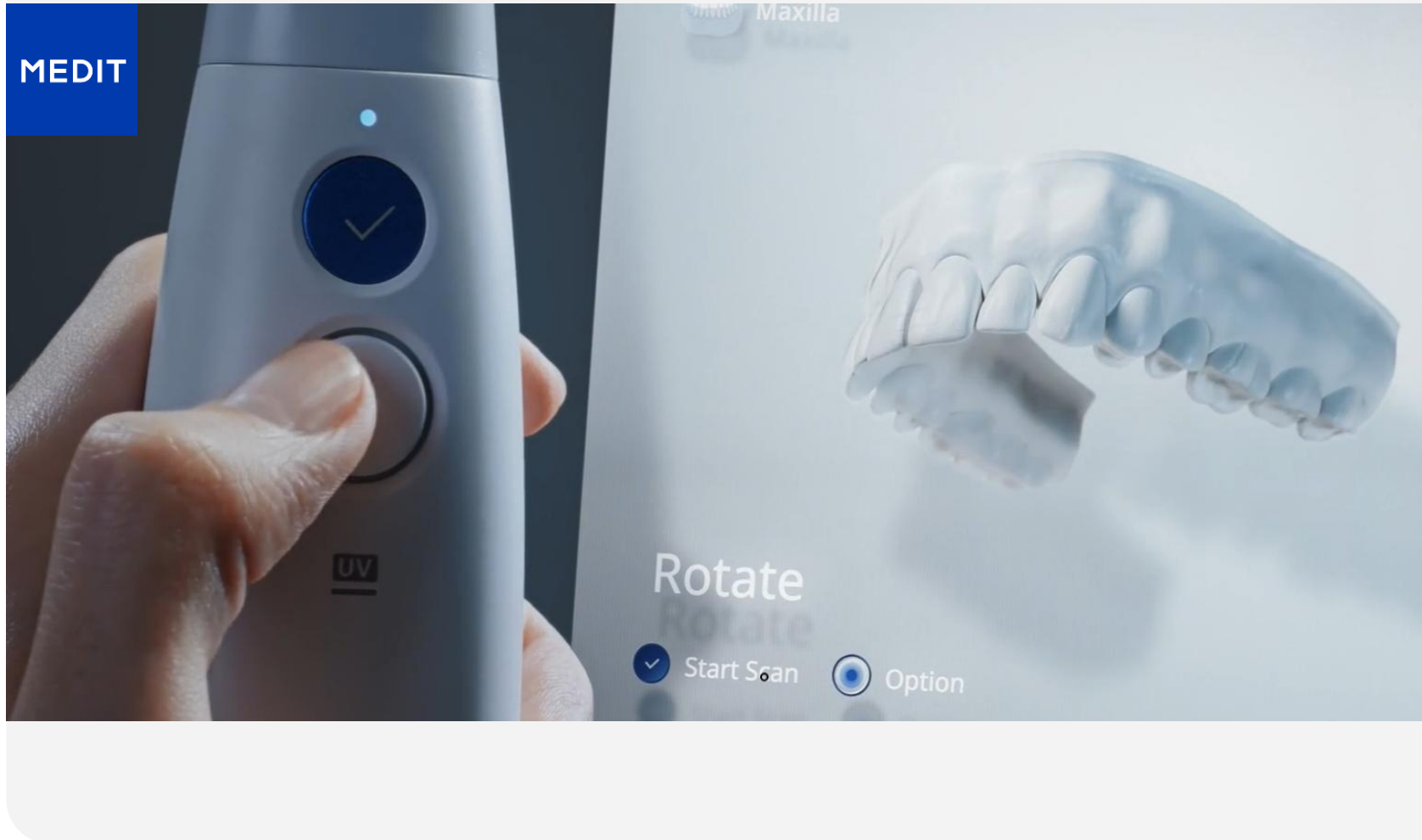
브랜드 매뉴얼 & 가이드라인

“

Innovations
meaningful to
everyone

”

STICKS & STONES
Copywriters



ESG

Samsung

디지털 영상 | Samsung Eco-Package Campaign

“

A greener Earth
made by
all of us

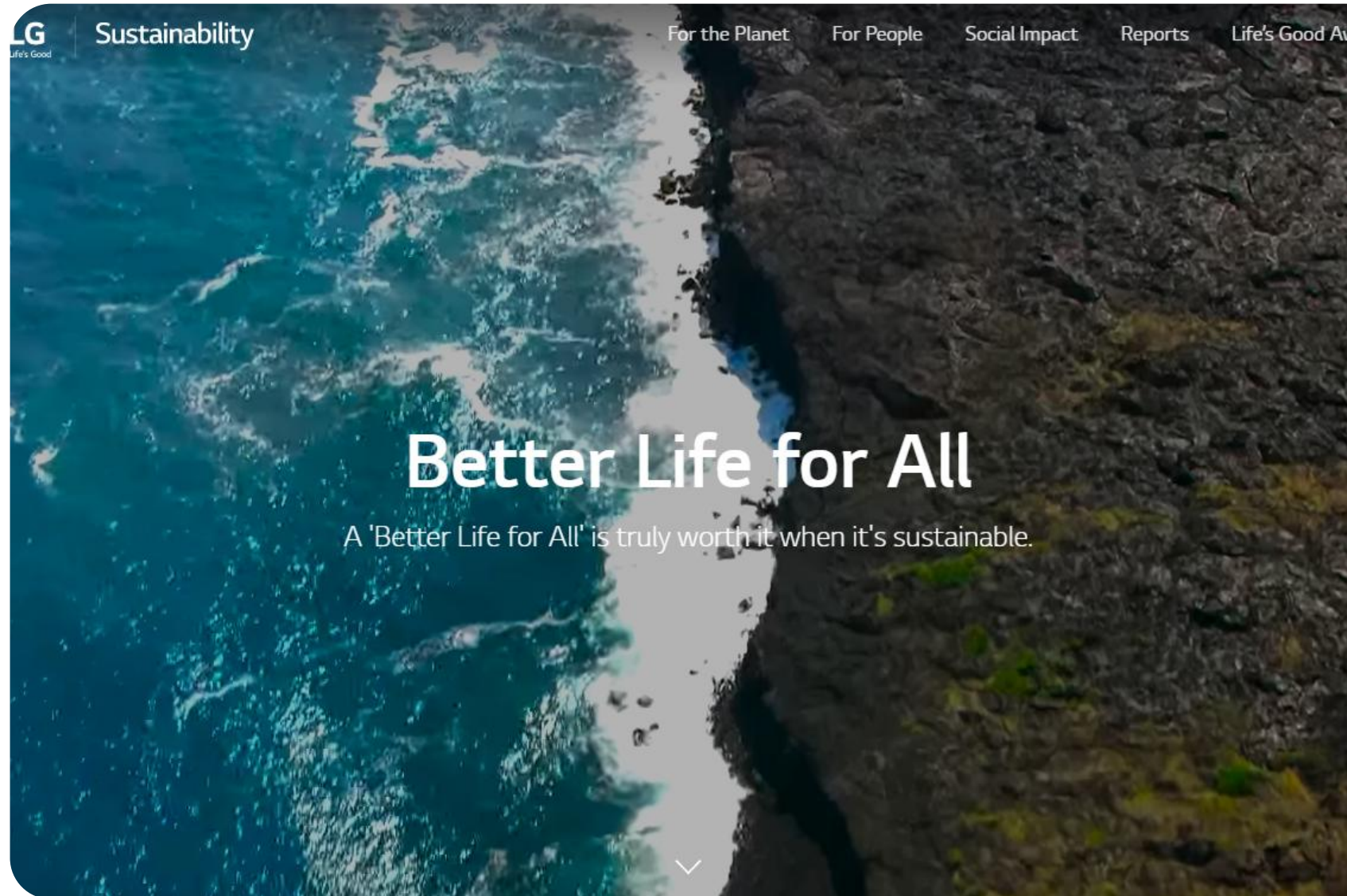
”



“

The right thing
for the planet
right now

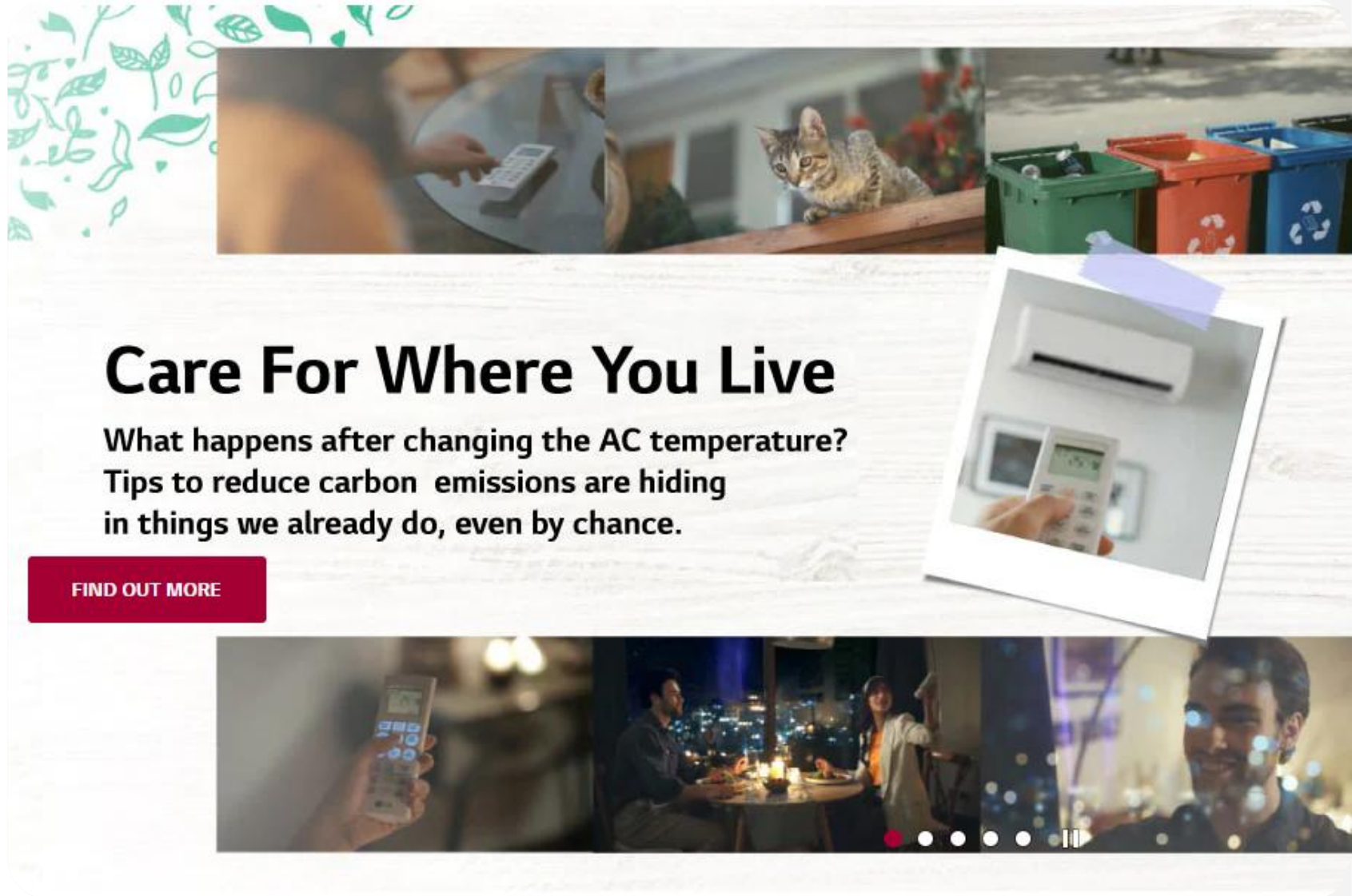
”



“

Our small
actions make a
big difference.

”



Care For Where You Live

What happens after changing the AC temperature?
Tips to reduce carbon emissions are hiding
in things we already do, even by chance.

[FIND OUT MORE](#)

Hanwha

디지털 영상 광고 | Solar Boat Campaign

“

Here, retreat is
no longer an
option.

”



Hanwha

디지털 영상 광고 | Sustainable Solar Energy Campaign

“

Energy for the
whole planet
to use

”



Misc.

Hankook Tire

세일즈 가이드 | Why Should We Use All-Weather Tires?

“

One solution
for unwavering
performance
all year long.

”



SM Entertainment Group

해외 기업 프로젝트 유치 용도 크리덴셜 Deck Transcreation

“

More than
an Agency,
a MARKETING
PARTNER

”



KUMHO TIRE

가사 Transcreation | 싸이 (영어, 독일어)

“

Don't worry!
The day
will come.

”



“

All brought to
you in a fun,
snackable
format.

”

B.I.T.E

Take a bite into our **Brand Insight** & **Trend Explorations!**

Our journey to iconic begins

Introducing B.I.T.E, LG's brand newsletter full of fortifying bite-sized insights. In the last week of every month, we'll dive into LG's latest marketing activities and analyze successful brand case studies through the 10 core indicators for Iconic Brand Building. All brought to you in a fun, snackable format.



1st Bite

"Good news is also news!"

Spreading Life's Good through PR Campaigns

#10 Brand Strength Factors

#Distinctiveness

#Coherence

#Presence

Feeling swamped by the negativity and sensationalism in today's news and social media? LG Electronics Mexico understands the local media environment, dominated by endless headlines about drugs, violence, and corruption. To transform this landscape, LG Electronics Mexico has partnered with Milenio TV, the largest local news channel, to promote "positive news-telling" as part of a refreshing marketing strategy.



Screen capture of "Good news is also news" segment broadcasted live on Milenio TV

“

For anyone's
fresh mornings
or cozy nights,
LG Electronics
is there.

”



say **Hi**

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