

JOON KWON

Managing Director /
Co-Founder

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I'm a creative director that puts people at the heart of my ideas. It is my goal to provide brand new experience to my customers. Designing strategic and creative ideas based on customer experience, I've successfully promoted various global brands across multiple media such as ATL, BTL, Digital. Extensive client and people management skills are my assets after working over 13 years in global advertising agencies. My passion for designing solutions for a better society can be found several awards from prominent international design awards and advertising festivals.

Idea, it's always about people. ”

PROFESSIONAL EXPERIENCES

LR SEOUL Jun. 2021 -	BMW EV Launching Campaign WELLA Brand Launching Campaign
HAVAS Sep. 2016 -	BMW Brand Campaign AMORE PACIFIC ABW Brand Guideline HERSHEY'S KISSES / ICE BREAKER'S / TV Commercial AMIRATES Brand Campaign
GEOMETRY GLOBAL Sep. 2013 - Aug. 2016	HYUNDAI Event Promotion ABInBev / OB MIXX TAIL / Launch Campaign BLIZZARD OVERWATCH / Digital Campaign UNILEVER TRESemme / Event Promotion BRITISH AMERICAN TOBACCO Brand Campaign
GREY WORLDWIDE Oct. 2009 - Aug. 2013	HEINEKEN Brand Campaign LG Global In-Store Communication Guideline NESTLE DOLCE GUSTO / Shopper Marketing DIAGEO MIXOLOGY / On-Trade Campaign BOEHRINGER INGELHEIM BUSCOPAN, MUCOPECT, DULCOLAX, ANTISTAX / Brand Campaign

AWARDS

The Webby Awards	CAR SITES & CAR CULTURE / 2020 OFFICIAL HONOREE	2020. 08
iF Award 2018	DISCIPLINE PROFESSIONAL CONCEPT / GOLD	2018. 04
IDEA 2017	SOCIAL IMPACT / CONCEPT / GOLD & CURATOR'S CHOICE	2017. 08
Dragons of Asia Award	CAMPAIGN / BLUE DRAGONS (BEST OF COUNTRY)	2017. 10
ASIA DESIGN PRIZE	SOCIAL IMPACT / WINNER	2017. 08
iF Award 2017	DISCIPLINE PROFESSIONAL CONCEPT / WINNER	2017. 04
IDEA 2016	SOCIAL IMPACT / CONCEPT / GOLD	2016. 08
K-DESIGN Award	CONCEPT DESIGN / WINNER	
iF Award 2016	DISCIPLINE PROFESSIONAL CONCEPT / WINNER	2016. 04