



A gridline for the precise branding
of your brand

wegrid



Fuel the fire in your business,
Ignite Branding



we.grid

브랜드를 위한 씨줄과 날줄

Ignite your business

방향과 속도, 전통과 혁신, 감각과 직관, 테크와 컬처.
변하는 세상에서 변하지 않는 가치를 찾고, 만들고, 퍼뜨립니다.

당신의 비즈니스가 타오를 수 있도록
Ignite Branding

we are e X perience e X pert

X_Planning
Strategy / Research
Brand Identity & Architecture

X_Performing
Convention / Event Promotion
POP-UP & OOH

X_Producing
ATL/BTL Campaign
Communication Film
SNS & Viral

체험한다, 고로 존재한다

마케팅과 커뮤니케이션도, 콘텐츠와 퍼포먼스도
결국, '얼마나 잘 느끼게 만드느냐'의 싸움입니다.
위그리드만의 Ignite Branding 을 통해
지속가능한 비즈니스의 길을 찾습니다.
유연하게, 집요하게, 그리고 대답하게.

Line-1: X_Planning

브랜드가 지닌 본질을 발견하고, 시장과 타겟 고객에게 어떻게 보여지고 기억될지를 전략적으로 설계합니다.
철저한 시장 분석과 인사이트 도출을 통해 브랜드의 포지셔닝을 정의하고, 정체성(Identity), 톤앤매너(Tone & Manner), 구조(Architecture)를 명확히 설정합니다. 궁극적으로 고객의 머릿속에 브랜드가 자연스럽게 떠오르는 Top of Mind 브랜드로 자리잡도록 돕는 브랜드 빌딩 서비스입니다.

BRAND STRATEGY

Strategy
Research
B.I & Architecture

NEW MIDEA CONTENTS

Interactive
Media Design
Demonstration

EVENT PROMOTION

Planning
Branding
Program & Operation

DIGITAL MKT

Strategy
management
maintenance

Line-2 : X_Producing

브랜드가 시장에서 살아 숨쉬도록 만드는 실행 중심의 콘텐츠 및 캠페인 제작 서비스입니다. ATL, BTL, 디지털 채널을 아우르며, 브랜드의 핵심 메시지를 고객의 일상 속에 자연스럽게 녹여냅니다. 브랜드의 스토리와 정체성을 직관적으로 전달하는 커뮤니케이션 필름부터, 공감과 확산을 유도하는 SNS/바이럴 콘텐츠까지 전방위적으로 기획·제작합니다. 이를 통해 브랜드의 헤리티지를 축적하고, 고객과의 접점을 넓혀 강력한 브랜드 경험을 실현합니다.

BX

Interactive
Media Facade
Space Identity

VIDEO & FILM

Shooting
Animation & Demo
VFX

KEY VISUAL & IMAGES

Brand KV
MKT DA
Print AD

MKT MATERIAL

Brochure & Leaflet
Infographic
P.O.S

Line-3: X_Performing

브랜드의 메시지를 현장에서 강렬하게 구현하는 퍼포먼스 중심의 실행 서비스입니다. 컨벤션, 프로모션, 팝업, OOH 등 다양한 접점에서 고객의 감각을 자극하며, 몰입감 있는 브랜드 체험을 통해 브랜드와의 정서적 연결을 만들어 냅니다. 기획부터 운영, 연출까지 완성도 높게 통합하며, 브랜드 자산의 실질적인 확장을 이끌고 MICE 기반의 전략적 퍼포먼스를 통해 고객의 기억에 남는 강력한 경험을 제공합니다.

CONVENTION

Programing
Stage Design & Setup
Media Exposure

PROMOTION

Collaboration
In-store
Roadshow

POP-UP

VMD
OOH
Goods & Gift

VIRAL

Viral
Collaboration
Influencer & MCN

expert



캠페인을 종합적으로 그려 나가는
Project Planner & Supervisor

CEO

JUNE JI



브랜드의 방향성을 구조화하고 설계하는
Brand Strategist & Concept Developer

CSO

JOE JOE

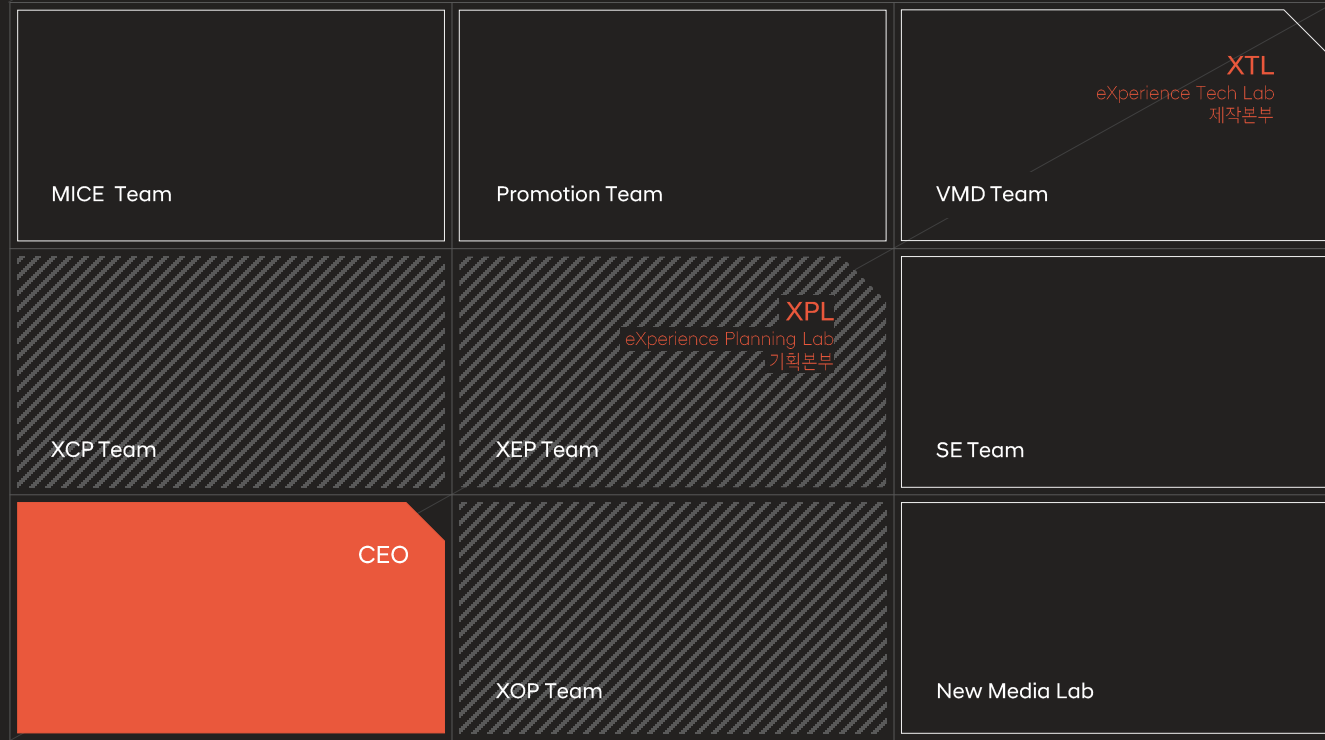


브랜딩 구현의 테크 & 프로덕션 드라이버
Execution Director & Tech Producer

CPO

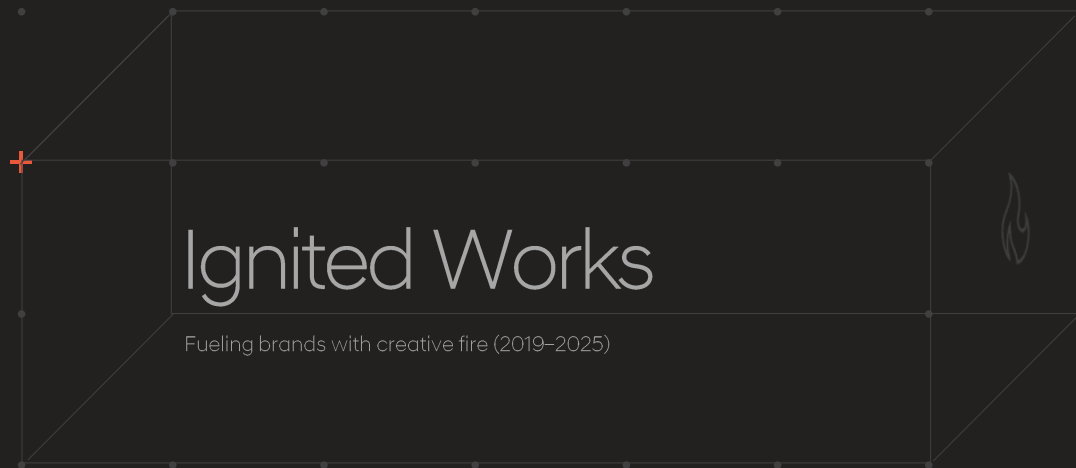
SUNG PRO

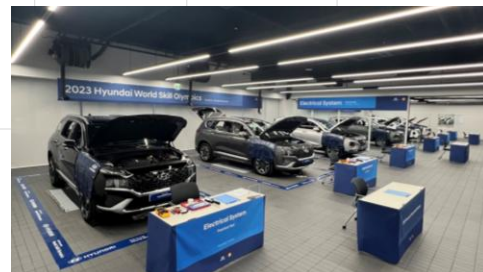
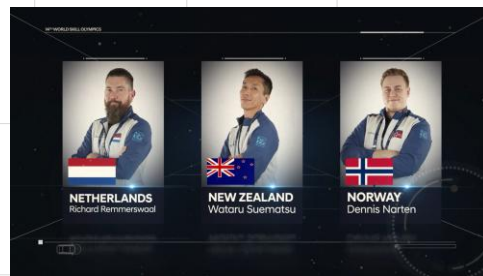




Xstructure

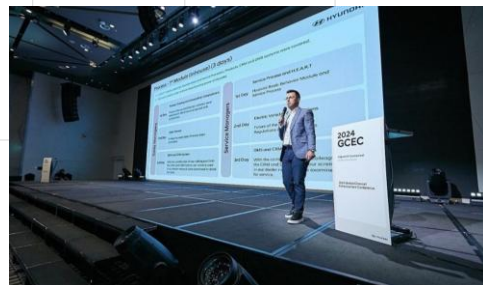






HYUNDAI World Skill Olympics Video & Event Branding

#Competition Video #Title Video #Introduction to Athletes #Award Ceremony #3D Animation #Motion Graphic



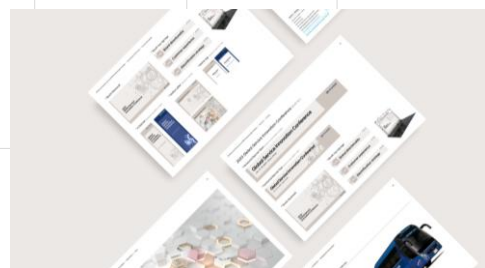
HYUNDAI GCEC Conference Video & Event Branding

#Competition Video #Title Video #Introduction to Athletes #Award Ceremony #3D Animation #Motion Graphic



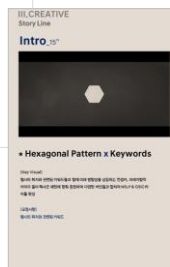
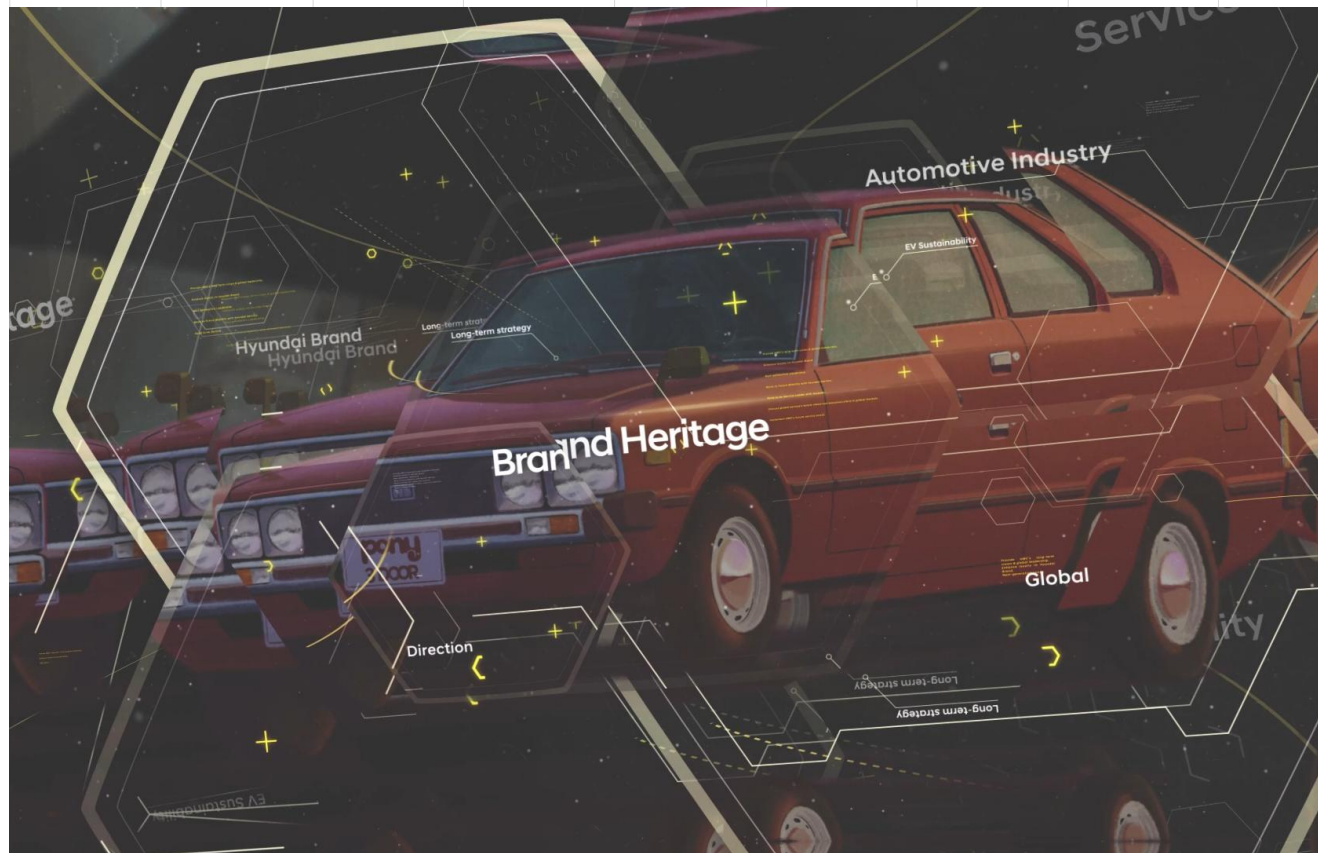
HYUNDAI HMCP Event Branding

#Competition Video #Title Video #Introduction to Athletes #Award Ceremony



HYUNDAI Global Service Innovation Conference Video & Event Branding

#Competition Video #Title Video #Introduction to Athletes #Award Ceremony #Motion Graphic

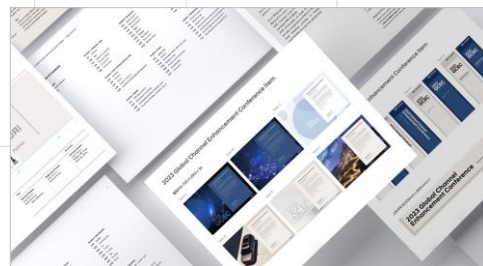


HYUNDAI Next-generation Service Leadership Program Video & Event Branding

#Competition Video #Title Video #Introduction to Athletes #Award Ceremony #3D Animation #Motion Graphic

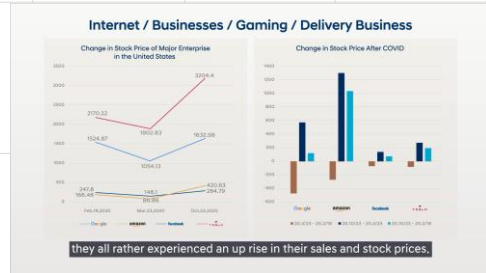
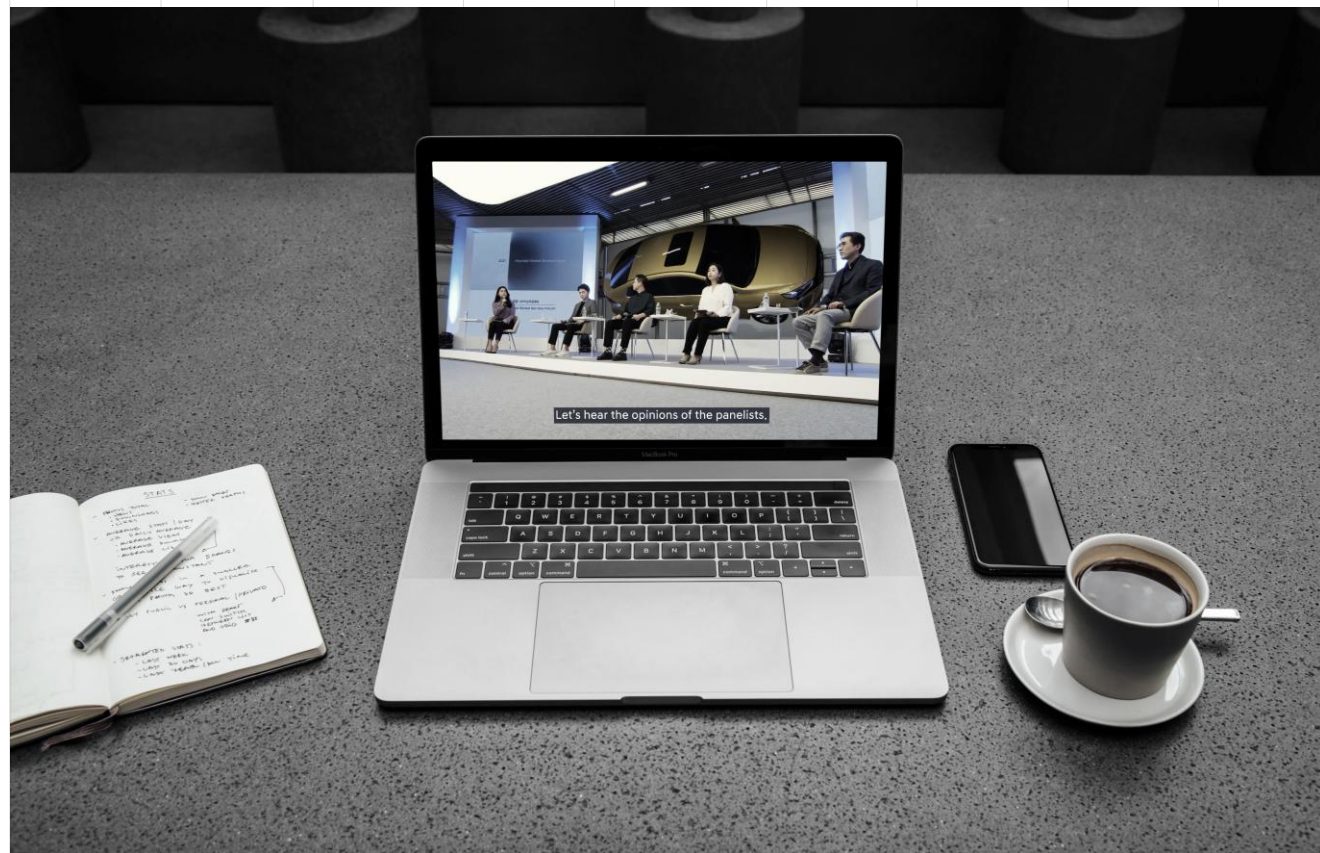
2023 Global Channel Enhancement Conference Aligned & Connected

November 14 ~ 17, 2023 | Korea



HYUNDAI GCEC Conference Video & Event Branding

#Competition Video #Title Video #Introduction to Athletes #Award Ceremony #3D Animation #Motion Graphic



HYUNDAI Global Service Forum

#Seminar Planning #Conference Video #on-line streaming #Youtube #Record #Scene Design



HMC Warranty Operation Review System



HYUNDAI GW Seminar

#Seminar Planning #Conference Video #on-line streaming #Youtube #Record #Scene Design



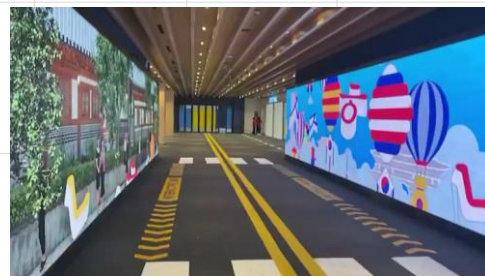
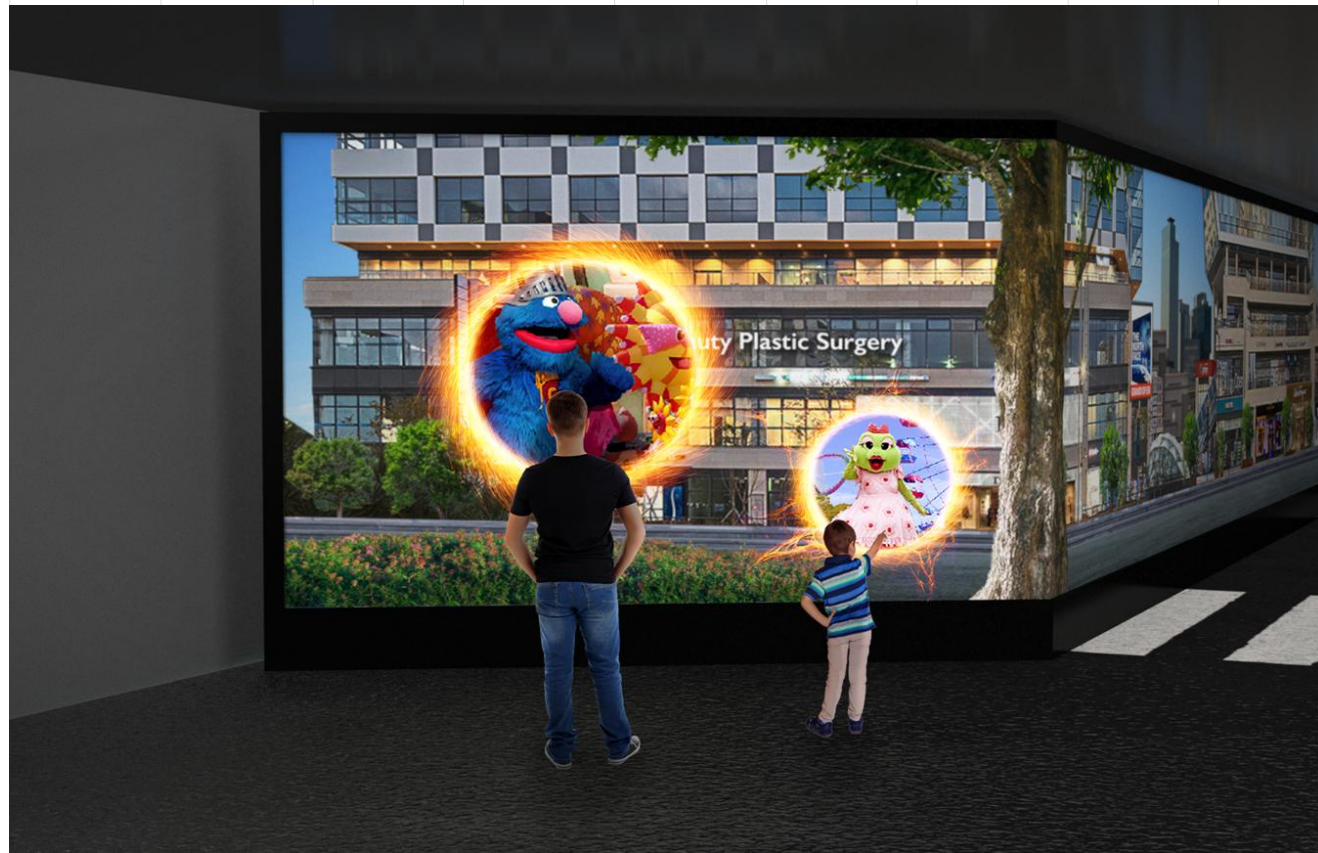
카톨릭중앙의료원DP 홍보 콘텐츠

#Interview Lecture Video # #Youtube #Statistical video #FAQ video #Motion graphic #Info graphic #2D #3D



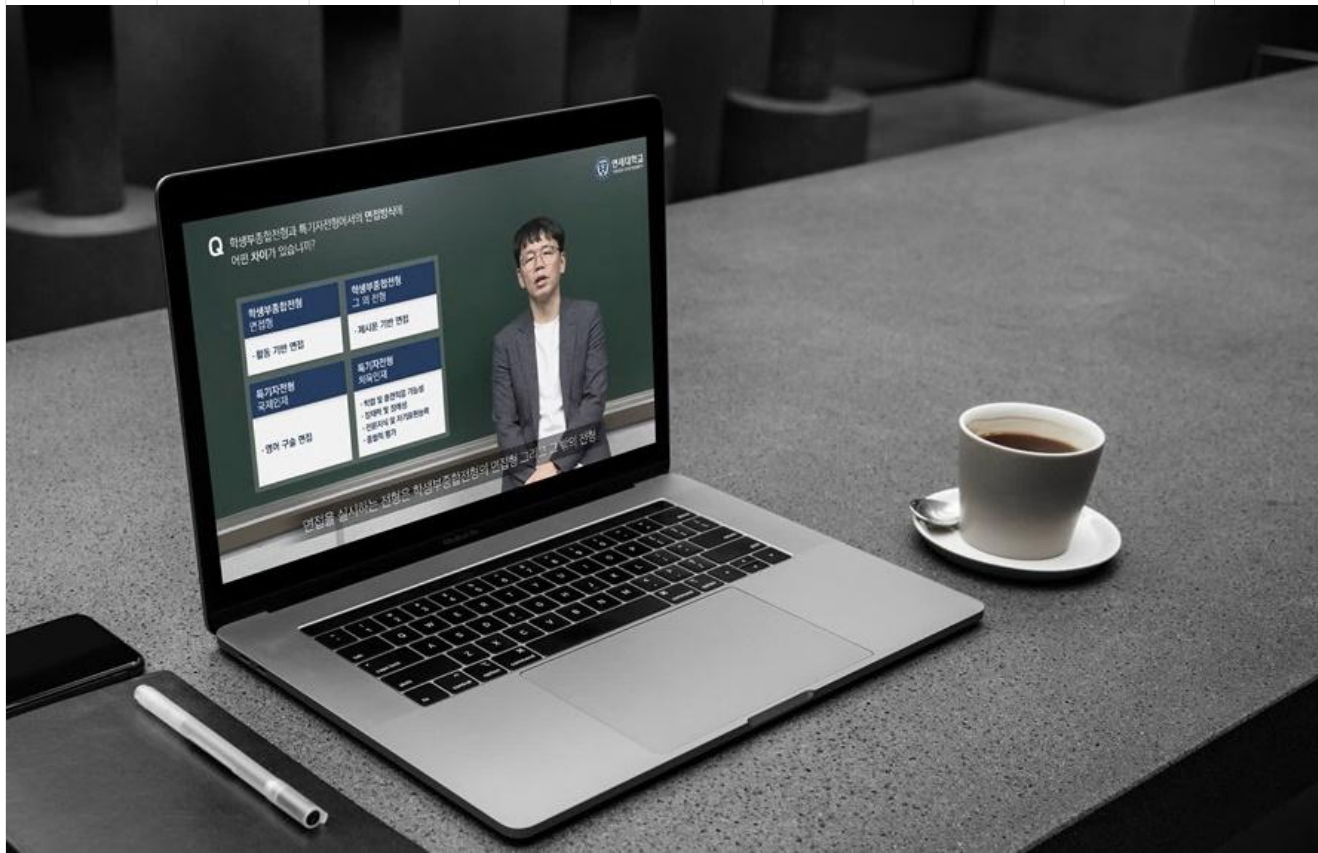
산림조합금융 CF

#Interview Lecture Video # #Yutube #Statistical video #Comercial #Motion graphic #Info graphic #2D



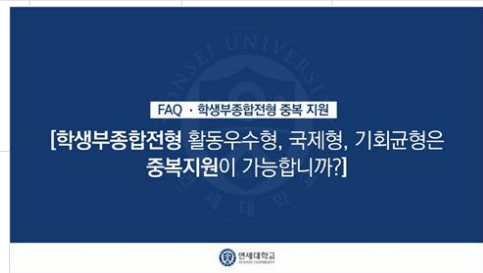
서울산업진흥원베트남하노이서울라이브엘리인터랙티브미디어월 조성

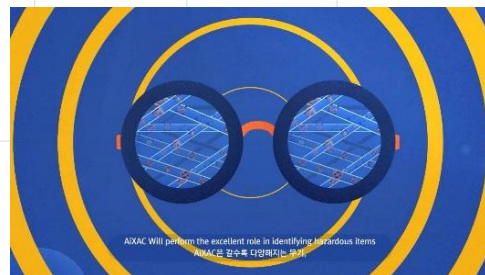
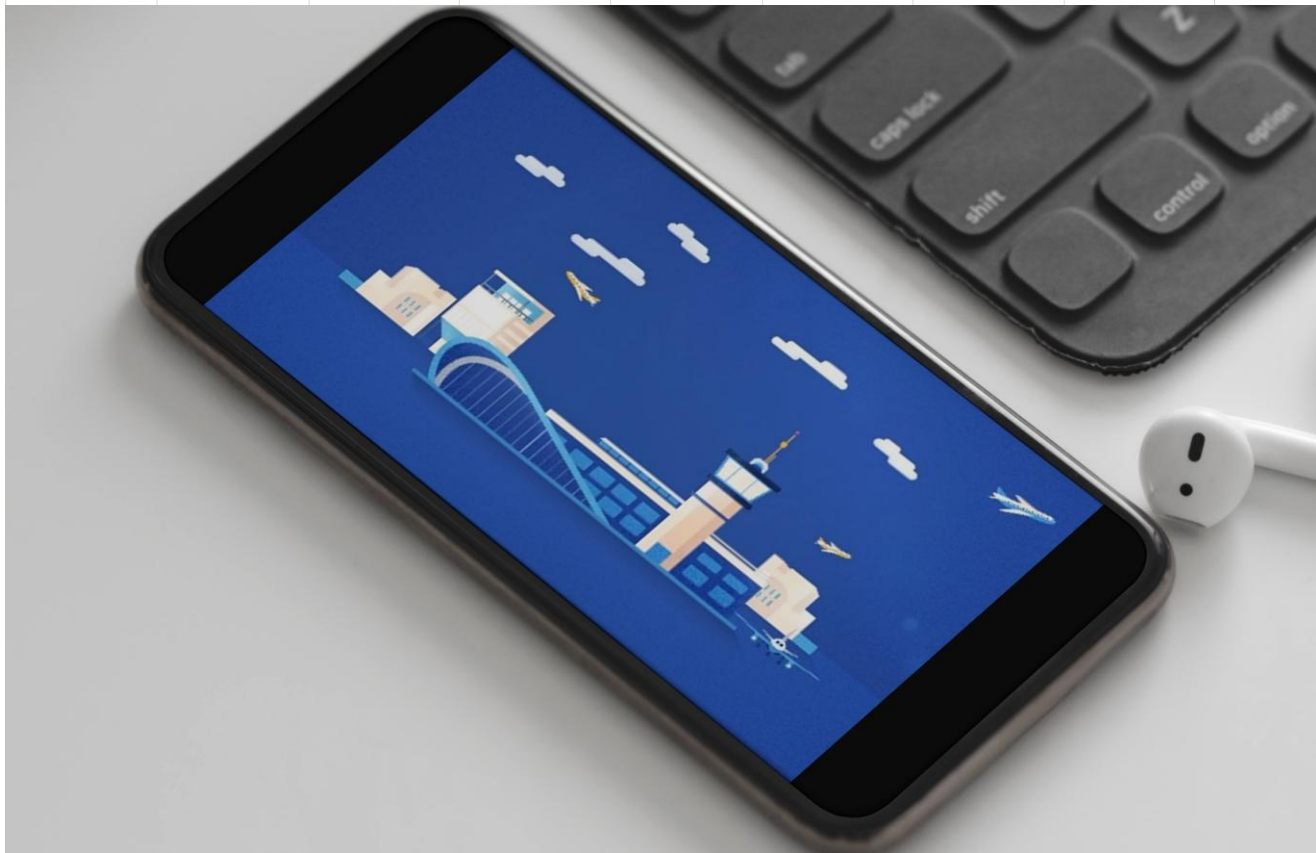
#Interactive Contents #LED Media #Game Development #Seoul PR #Seoul Made Street #SBA #Ridar Sensing



연세대학교 교육 콘텐츠

#Interview Lecture Video # #Youtube #Statistical video #FAQ video #Motion graphic #Info graphic #2D #3D





관세청 캠페인 영상

#Animation #Concept art #Motion graphic #Info graphic #2D #3D



대한신장학회하이드 어플리케이션 출시 캠페인

#Lunching Campaign Video #2D Animation #Motion graphic #Online MKT #Print AD

만성콩팥병 환자의 체계적인 식단

하이드로 관리하자!

먹어도 될까?
식사를 계획하고 10분 지문 기반 영양 분석을
실시간으로

good

입식확률 1 루기

고동여구이 1 토막

음식 추가 +

만성콩팥병 환자를 위한
생활 습관 관리 앱

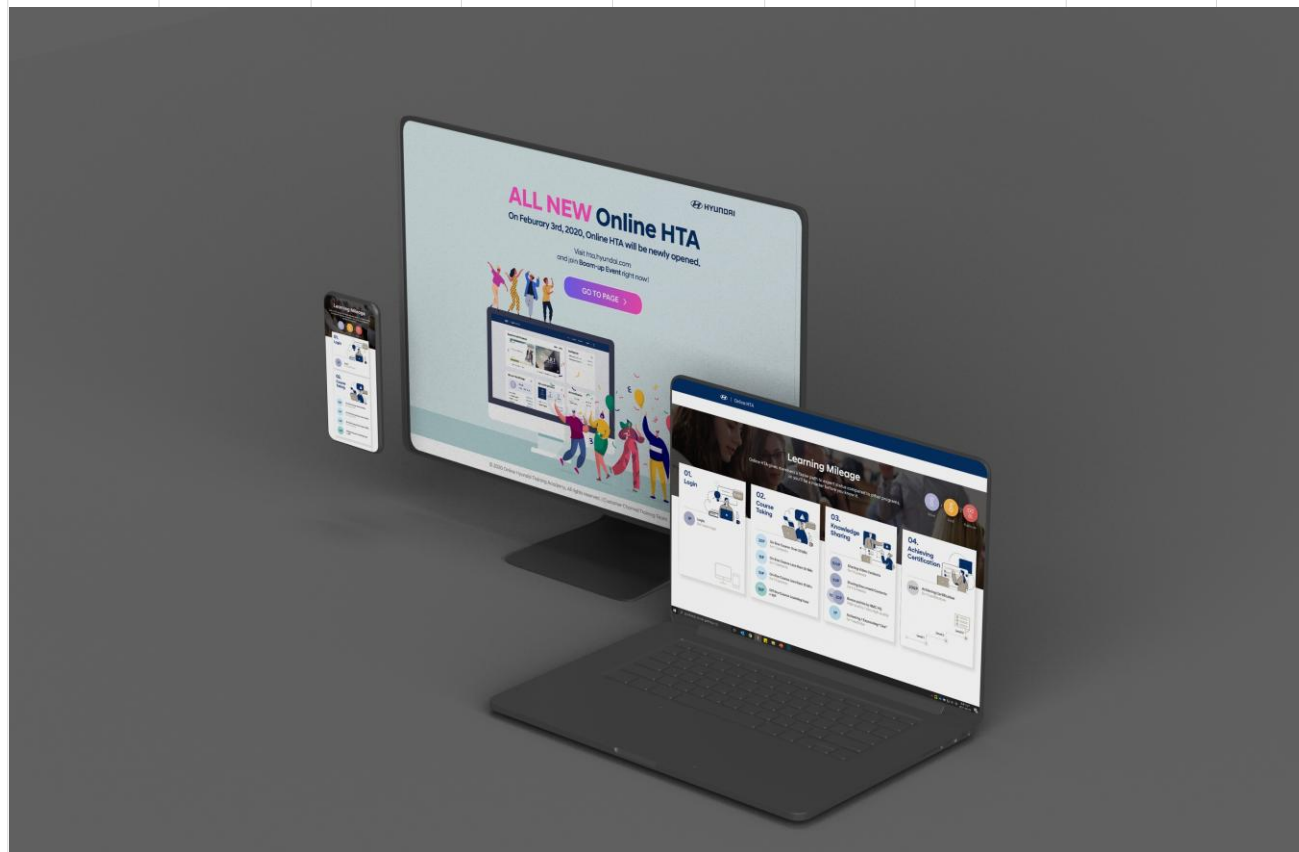
영양소 비율(%)

50%	15%	35%
탄수화물	단백질	지방

식사의 등록

대한신장학회의 전문 의료진과 영양, 식생활 전문가들이 모여
오랜 연구 끝에 개발한 스마트폰 어플리케이션 '하이드'
이제 건강하고 즐거운 식사 시간을 찾으세요.

구글 플레이스토어와 애플 앱스토어에서 만나보세요



OnlineHTA Awards 2020

Winner Announcement
2020.12.21 (Mon), OnlineHTA Notification

Award Section

01. Learner of the Year 2020

TITLE	SPECIFICS	PRIZE
Best Learner Top 10 dealer users	Best Learning Mileage award goes to Top 10 dealer users with the highest learning mileage points.	\$500 worth gift
Best Course Taker Top 20 dealer users	Best course taker award goes to Top 20 dealer users who took the largest number of courses throughout the year.	\$300 worth gift
Best Knowledge Sharer Top 10 dealer users	Best knowledge sharer award goes to the Top 10 dealer users whose knowledge earned the most likes from other users.	\$300 worth gift

02. Admin of the Year 2020

TITLE	SPECIFICS	PRIZE
Best Admin 3 people (1 per region)	Praise certificate from Regional Headquarters Training Manager for specifics.	\$500 worth gift
Best course management 3 people (1 per region)		\$300 worth gift
Best user management 3 people (1 per region)		\$300 worth gift

- All awards will be given based on 2020.01.01~11.31 activities.
- Learning Mileage gained in 2020 will be reset to 0 points in 2021.
- Prize may vary depending on the markets.

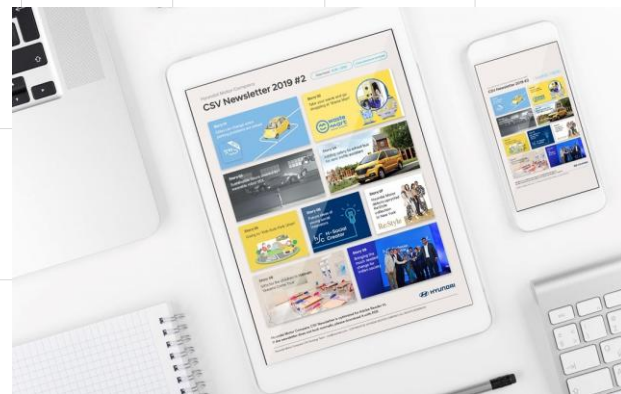
HYUNDAI Online HTA Boom Up Campaigns & Awards Item

#Campaign Key Visual #Online Ads #Web page Design #Illust Design #Editorial Design



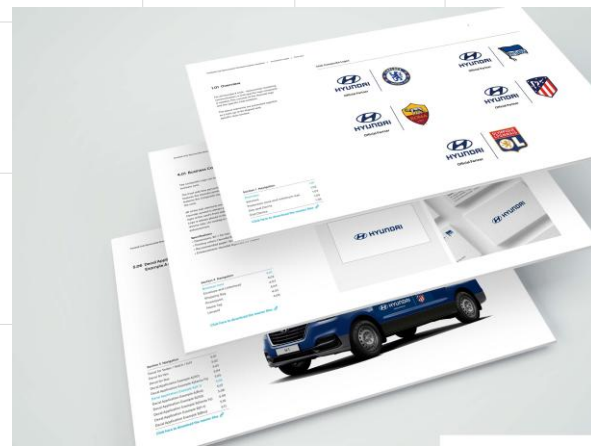
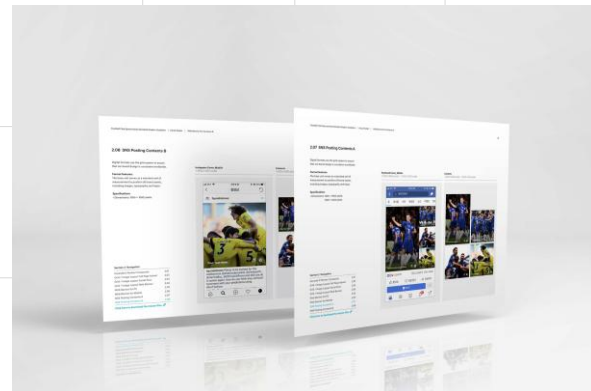
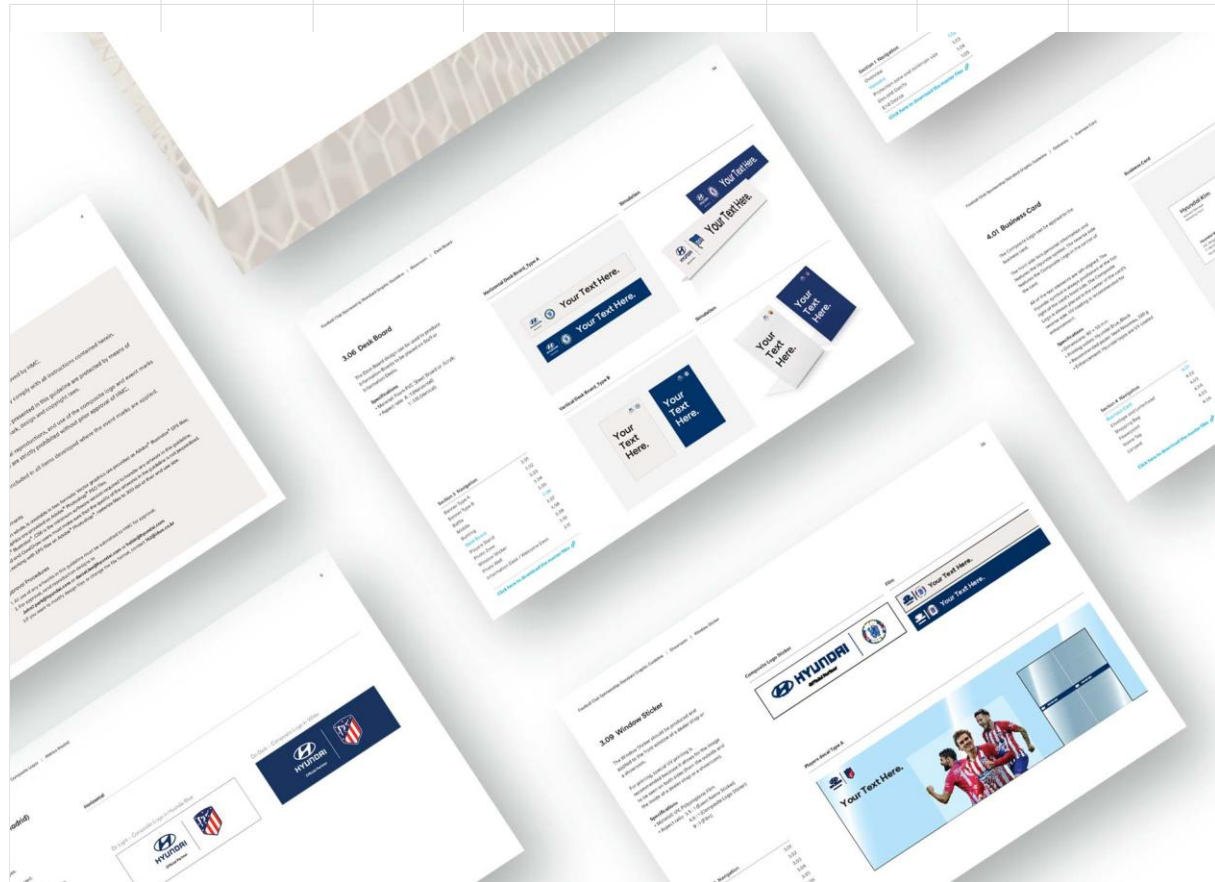
빙그레 소프트랩 연남점 브랜딩

#Festival Branding #Editorial Design #Goods Design #Key Visual Concept #Character Design



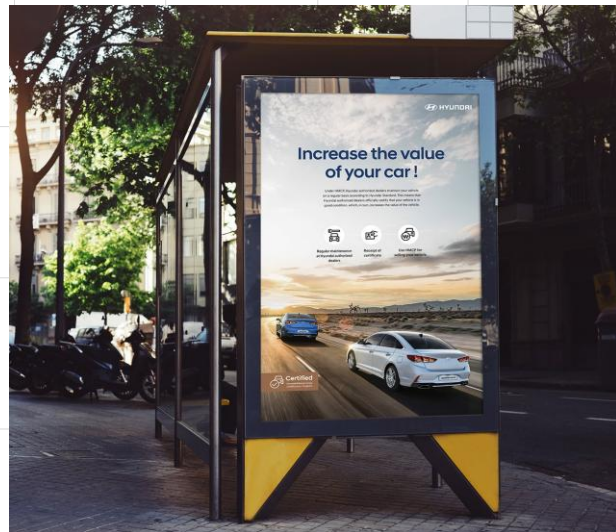
HYUNDAI CSR CSV New Contents

#Newsletter #Article Creating #Editorial Design #Regular Published #Online Contents



FIFA European Football Clubs Sponsorship standard Graphic Guideline

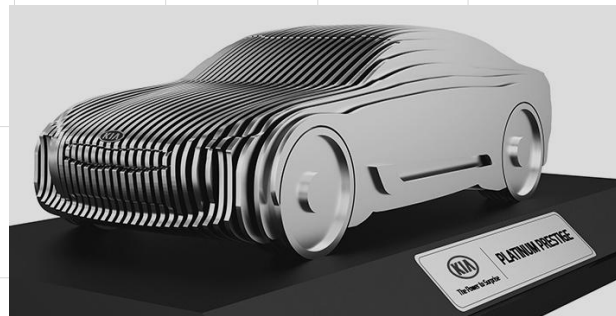
#Editorial Design #Brand Guide #Design Guide #Sports Sponsorship #Online Materials #Annual Published



HYUNDAI Overseas Model Brochure_Sonata

#Editorial Design #Concept Planning #overseas location shooting #Vehicle 3D Modeling #AnnualManagement #Printing Ads





Kia Platinum Dealer Certification Package

#Product Design # Product composition planning #Showroom Display Guide #Awards Items #Package Design #P.O.S #Printing Ads

wegrid

Not because it is easy,
but because it is worth the challenge.

If you're fine with decent content,
artificial intelligence will be enough.

But if you seek what no one imagined,
what exists nowhere else but here,
and what exceeds every expectation,
then remember the name Wegrid.

With Kennedy's spirit as our guide,
we take on what others won't attempt.
For your brand, we choose the hard way.



Agile Breaking.

**Ignite
your Branding**

wegrid

Thank you

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Republic of Korea
www.wegrid.co.kr

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