

Company: PRONE

Company Description: PR ONE is a leading PR firm in Korea, having consulted for over 2,200 brands since 2006. With more than 200 professionals, PR ONE has represented clients across diverse industries. The agency was selected as one of the World's Top 100 PR Agencies by PRovoke and named the 2021 North Asia PR Consultancy of the Year. It also won the Gold Award for Korea PR Agency of the Year in 2021.

Nomination Category: Marketing Campaign Categories - Industry

Nomination Sub Category: Marketing Campaign of the Year - Beverages - Non-Alcohol

Nomination Title: Osulloc's 2025 'Get Your Matcha' Marketing Campaign

1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 243 words used.

Objectives & Challenges: Creating a unique Matcha culture by connecting with Gen Z

Recently, matcha has emerged as a symbol of the "clean girl" trend and a key global lifestyle keyword, especially among Gen Z.

However, Osulloc*, known for its calm and traditional brand image, faced challenges in directly aligning with this trend.

To overcome this situation, Osulloc established three strategic objectives:

1. Reinterpret the global matcha trend from Osulloc's distinctive perspective, revitalize its brand image to appear younger and more sophisticated

2. Present diverse consumption scenarios to establish a uniquely Korean matcha lifestyle

3. Strengthen emotional connections with Gen Z through engaging immersive offline experiences

* Osulloc : Founded in 1979, Osulloc is a premium Korean tea brand under the global beauty group Amorepacific. The brand is dedicated to helping consumers rediscover the value of tea in their daily lives, offering moments of relaxation and personalized tea experiences.

Strategy: Developing a communication strategy based on target audience empathy

Considering the consumption patterns and content preferences of Gen Z, Osulloc restricted its brand image and overall experience:

- Produced a brand film centered on Gen Z personas that contrast with Osulloc's traditional image, positioning matcha as a sophisticated lifestyle item for daily life

- Developed a digital-centric content strategy that seamlessly integrated product exposure throughout the consumer journey, effectively driving purchase intent

- Reframed matcha consumption across social media and content platforms, promoting matcha not just as a beverage but as a lifestyle ritual

4. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 243 words used.

Innovation Proposing matcha consumption aligned with Korean emotional and lifestyle contexts

In Korea, matcha has traditionally been perceived as a cold latte or a café-exclusive drink. Osulloc redefined matcha consumption by showcasing its versatility across various contexts, from cafes to home routines.

- Collaborated with KOLs in wellness, diet, home baking, and home café spaces to diversify matcha content in areas of interest to Gen Z

- Partnered with mega influencers to position matcha as a part of the "slow-aging" health trend, transforming it into a healthy daily routine

- Integrated matcha into food and wellness content, establishing it as a key element of Korean food culture and elevating it from a product to a meaningful lifestyle experience

Execution Implementing strategy through three key initiatives

Brand Film Production

- Produced a visually engaging film featuring Gen Z personas, distinctly departing from Osulloc's traditional brand image.

- Composed scenes that harmonized global matcha trends with modern Korean aesthetics.

- Showcased the brand's proposed matcha lifestyle, making it visually appealing.

KOL-Driven Content Strategy

- Featured practical matcha consumption methods through aligned with Gen Z interests, including diet, self-care, and home café routines.

- Distributed contents across various digital platforms (IG, YT) to achieve organic engagement and exposure.

Offline Experience Space & Press Kit Distribution

- Renovated the Gangnam flagship store into a matcha-specialized space, offering hands-on matcha experiences.

- Distributed press kits featuring both traditional and modern matcha experiences to influencers, promoting broader matcha exploration.

5. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 74 words used.

Results 479 pieces of content, 35.07M impressions, 88K engagements

- "Premium Matcha" products sold out shortly after the campaign launch, achieving a 400% increase in sales during the campaign period

- Brand content consistently ranked among the top search results for key terms like "Matcha" and "Matcha recipe" on Naver, Instagram and YouTube

- Distributed 200 PR kits a 70% activation rate, reaching a combined audience of 24 million followers through influence channels.

6. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

7. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

The campaign was officially launched in March 2025

Attachments/Videos/Links:

[Osulloc's 2025 'Get Your Matcha' Marketing Campaign](#)

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