

# The K-Insightful Digital Marketing Festival

AdAsia 2023 Seoul

## AdAsia Program Introduction

Hosted by.



AdAsia 2023 Seoul  
Organizing Committee

Organized by.



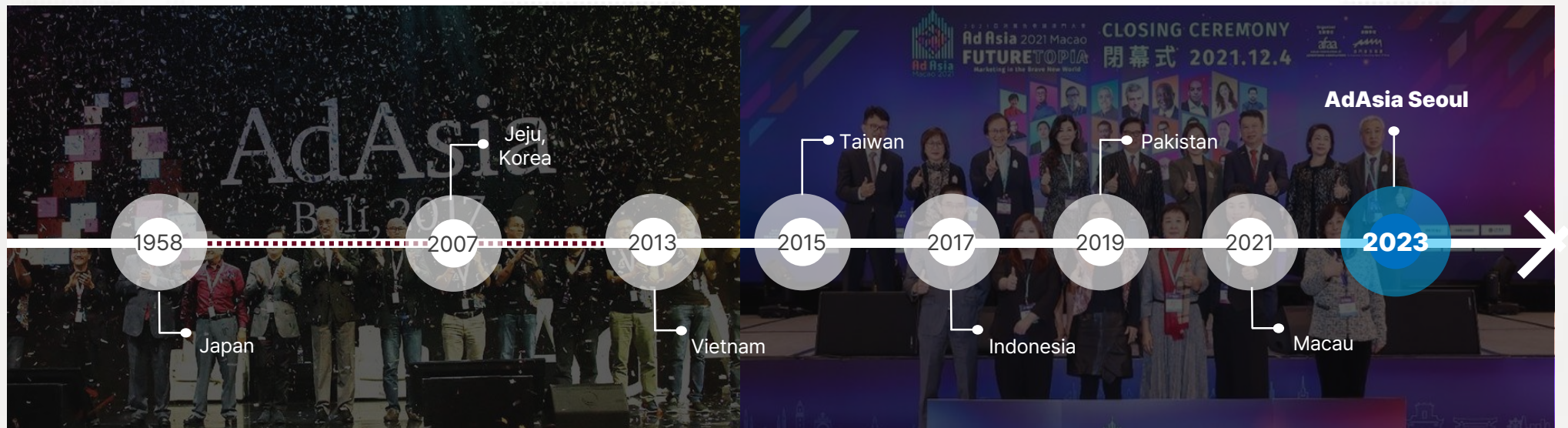
Supported by.





## History of AdAsia

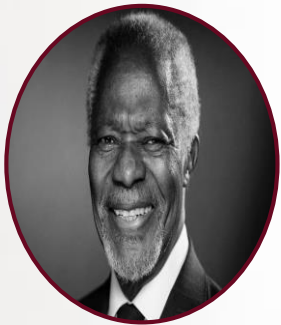
Since its launch in 1958 in Tokyo,  
AdAsia has been hosted 32 times in the last 64 years  
with more than **1 million participants from 20 countries.**





**Get inspired and fulfilled by the best leading experts  
In the advertising, marketing and media fields**

**Past Speakers**



**Kofi Annan**

The 7th Secretary-  
General of the  
United Nations



**Fernando Machado**

Global Chief  
Marketing Officer,  
Burger King



**Randi Zuckerberg**

CEO,  
Zuckerberg Media &  
Former Director, Market  
Development,  
Facebook



**Yasuharu Sasaki**

Executive Creative  
Director,  
dentsu Network



**Richard Quest**

Journalist, Host  
CNN International



**Martin Sorrell**

Chairman,  
S4 Capital Limited





# 01

## AdAsia 2023 Seoul

- ▶ Overview
- ▶ Introduction
- ▶ Program
- ▶ Venue
- ▶ Organizing Committee



## Events

AdAsia 2023 Seoul

## Period

Oct. 24(Tue) ~ Oct. 27(Fri), 2023

## Venue

Coex, Seoul

## Hosted by / Organized by

Asian Federation of Advertising Associations(AFAA)  
AdAsia 2023 Seoul Organizing Committee /  
Korean Federation of Advertising Associations(KFAA)

## Supported by

Ministry of Culture, Sports and Tourism / Seoul Metropolitan City

## Theme

Transform, Play, Connect

## Slogan

The Digital Race : Ready · Set · Transform

## Participants

5,000 participants from 20 Asian countries (Domestic 4,000 / International 1,000)  
Including 1,000,000 on-line attendees

## Registration Fee

Complete Pass: KRW 1,500,000 per person  
Conference Pass: KRW 850,000 per person



## **“Digital Marketing Festival”**

The best Global Digital Marketing Experts discussing about the future in a rapidly day by day changing era.

## **Redefining Advertising**

Redefine the role of Advertising in the age of Digital Transformation.

## **The venue to promote the status of the Asian advertising market**

Presenting the world the status of the Asian Advertising market, the center of the fastest-growing world economy.



# AdAsia 2023 Seoul



**A d A s i a**

**B u s i n e s s  
S H O W**

- ✓ From Networking to Business meeting



**Post Covid19**

**H y b r i d  
S H O W**

- ✓ 1million accumulated online participants
- ✓ Platform + Media + Contents



**Advertising Industry**

**Digital Transformation  
S H O W**

- ✓ Digital Marketing Festival
- ✓ Digital Contents Performance



**City Branding**

**K - I n s i g h t  
S H O W**

- ✓ Image making as the Leader in Content
- ✓ K-insightful Conference



## Digital Marketing Show

Grand festival for all generation of advertising industry and  
Asia`s largest networking place filled with K-Insight



Theme

# Transform, Play, Connect

In an era of digital transformation,  
where civilization itself has been changed since COVID,  
the meaning of marketing and advertising needs to be redefined.  
**The value of advertising is no longer about selling products,**  
but **delivering pleasure** to consumers,  
thus **connecting the world together.**



Slogan

# THE DIGITAL RACE : READY, SET, TRANSFORM

It's time to run the **exciting digital race of marketing in Asia**.  
With AdAsia 2023, run faster than ever through the rapidly evolving scenes of  
marketing today and push yourself further into the future.

**Get ready. Get Set. Transform.**

## Emblem

The emblem, derived from **the host country's letters, for the first time**

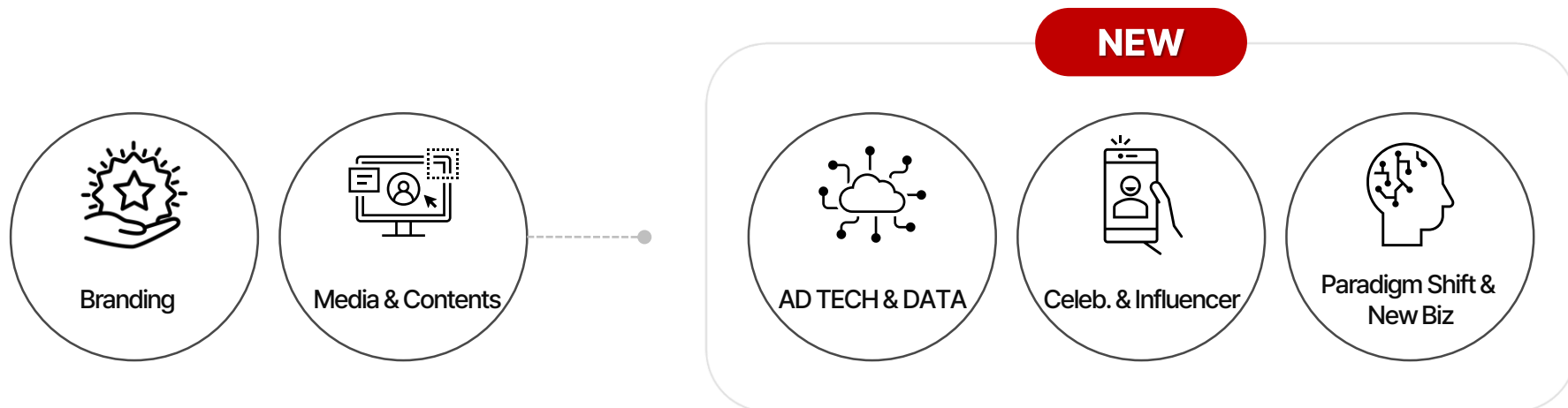


Inspired by the **initial consonant letters of the event** combined with **Jogakbo, Korean traditional pixel art** as a motive, the **Korean traditional sacred colors and patterns** are well harmonized to create a **unique and meaningful emblem**, reflecting the characteristics of this event.



# #Transform

**Redefine the advertising industry**  
“transition from the advertising-media to the digital transformation”



#Play

## Insight into Korea`s content competitiveness

“A digital marketing festival combined with K-Contents”



#Digital Ad Exhibition



#Virtual Influencer Show



#K-POP & Dance

**Insights that delight consumers,  
And brings enjoyment to participants.**



#Connect

**Network with professionals from various fields:  
AD Tech, Mar Tech, Media & Contents.  
Free and easy networking through the innovative PSA registration system.**



#BIZ Market



# Networking lounge



#Networking party



### ► PSA (Pre Schedule Appointment)

: Facilitates effective consultation between domestic and international buyers and sellers, through an advanced 1:1 meeting appointment confirmation

**5,000 onsite participants** are expected including 1,000 from 20 countries.  
**Add 1,000,000 on-line attendees**



20 Asian countries including  
China, Japan and India

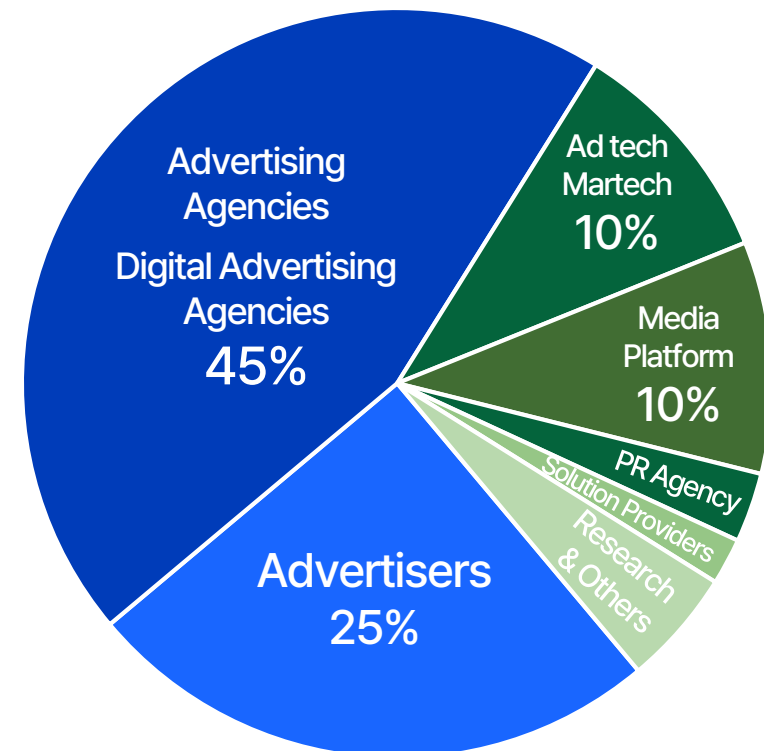


Trend leaders and experts in  
Advertisement, Marketing,  
Tech, Media & Contents fields



More than 1 million  
on/offline participants

**Expected Attendees by Industries**



## How to Register

Register for online via AdAsia 2023 Seoul Website

## Registration Period

Preliminary Early Bird: Until July 31, 2023

Secondary Early Bird: Aug 1, 2023 ~ Sept 27, 2023

## Registration Fee

Registration Category	Registration Fee			Payment
	1 <sup>st</sup> Early Bird Until July 31	2 <sup>nd</sup> Early Bird Aug 1, ~ Sept 27	Onsite Registration Oct. 24 ~ Oct. 27	
Complete Pass	KRW 1,200,000	KRW 1,400,000	KRW 1,500,000	Credit Card

## Registration Process







- Opening/Closing Ceremony
- Welcome Party
- Opening Gala
- Networking Party
  - Creators' Night
  - Seoul Night
- Farewell Reception

- Keynote Speech
- Open Stage
- Workshops

- Biz Showcase & Market
- Asian Digital Advertising Exhibition(Ad Tech, Mar Tech, DOOH etc.)
- BIZ Matching

- Asia Young Creator Awards for Seoul Branding (AYCA)
- Changemakers for Good Awards (CMG)
- Creator Contents Awards (CCA)
- International Academic Symposium

- Seoul AD Tour
- K-Culture Tour

Time	Oct.24(Tue)	Oct.25(Wed)				Oct.26(Thu)					Oct.27(Fri)		
9:00-9:30		Press Conference (Asem Ballroom 202+203)				Asia Digital Exhibition (Grand Ballroom)	Conference1 (201)	Conference 2 (202+203)	International Academic Symposium (205)	Workshop (Studio 159)	Asia Digital Exhibition (Grand Ballroom)	Conference1 (201)	Conference2 (202+203)
9:30-10:00													
10:00-10:30		Opening Ceremony (COEX Auditorium)											
10:30-11:00													
11:00-11:30	AFAA EXCOM Meeting (Intercontinenta I COEX Venus)	Luncheon				Luncheon					Farewell Luncheon (Harmony Ballroom, Intercontinental COEX)		
11:30-12:00													
12:00-12:30													
12:30-13:00		Asia Digital Exhibition (Grand Ballroom)	Conference (COEX Auditorium)	Workshop (Studio 159)	MOU & Workshop (205)	Asia Digital Exhibition (Grand Ballroom)	Conference1 (202+203)	Conference 2 (201)	International Academic Symposium (205)	Workshop (Studio 159)	Asia Digital Exhibition (Grand Ballroom)	Conference1 (201)	Conference2 (202+203)
13:00-13:30													
13:30-14:00													
14:00-14:30													
14:30-15:00													
15:00-15:30			Asia Digital Exhibition (Grand Ballroom)	Coffee Break		Asia Digital Exhibition (Grand Ballroom)	Coffee Break			Closing Ceremony (202+203)			
15:30-16:00				Conference (COEX Auditorium)	Workshop (Studio 159)		MOU & Workshop (205)	Conference1 (202+203)	Conference 2 (201)				International Academic Symposium (205)
16:00-16:30													
16:30-17:00													
17:00-17:30													
17:30-18:00	Welcome Reception (DDP)												
18:00-18:30		Opening Gala (Grand Ballroom, Grand Parnas Hotel)				Seoul Night (Gabit, Sebitseom 2F)							
18:30-19:00													
19:00-19:30													
19:30-20:00													
20:00-20:30						Networking Party_ Creators' Night (S.J kunsthalle/ Sponsored by Chai Communication)							
20:30-21:00													
21:00-22:00													

NO	Theme	Type	Title	Name	Company/Title
1	Communication Integration	Individual	Framing the future: innovating for Today's consumers	Won-Jin Lee	Samsung Elec., Corporate President
2	Paradigm Shift	Individual	AI in Marketing-the Paradigm Shift (TBD)	Jong Hyun Kim	Cheil Worldwide Inc., CEO
3		Individual	Shaping the Future with Legacy - Looking back on the past and envisioning the future	SangYup Lee	Hyundai Motor Company, EVP
4	Brand Activism	Individual	Brand Universe(TBD)	Yoshihiro Yagi	Dentsu Inc., ECD
5		Individual	Brand in action - Advertising that changes society	Josy Paul	BBDO India, Chairman
6		Individual	The opportunities and explorations in the marketing field under the AI trend	Zheng Xiaodong	LEO Digital, CEO
7	Advertising Automation	Individual	Brand contact points and Media optimizing(TBD)	TBD	Moloco
8	Creative and Technology	Joint Panel Session	Creative and Technology (Moderator)	Hyun Gyu Kim	Cheil Worldwide Inc., Global ECD
9			Expansion of creativity (through technology) (TBD)	Steven Moy	Barbarian, CEO
10			How to unlock AI for enterprise now, and what happens next	Wesley ter Haar	MediaMonks, Co-Founder
11	Artificial Intelligence	Individual	TBD	TBD	Google
12		Individual	TBD	TBD	Meta



NO	Theme	Type	Title	Name	Company/Title
13	Creative and Creativity	Joint Panel Session	Creative and Creativity (Moderator)	TBD	TBD
14			The future of new creativity, New Creativity and New Creatives(TBD)	Jo Jackson	D&AD, CEO
15			The Next Creative Revolution	Kevin Swanepoel	The One Club for Creativity, CEO
16			Power of Creativity(TBD)	Glenn Cole	72and Sunny, Founder
17	Creative DNA	Individual	Unimagined Cultural Solutions that AI cannot produce A Global Journey into The Next Creativity	Kentaro Kimura	Hakuhodo International CCO
18		Individual	Digitize to Humanize	Bharat Avalani	AFAA, SEC General
19		Individual	AIGC Empowering Brand Communication (Artificial Intelligence Global Company)	Steaph Huang	D&S Media, Chairman
20		Individual	The power of touchpoint, creative optimization(TBD)	Christian Guinot	Teads Apac, CEO
21		Individual	Web3.0 and Brands	Tae Ho Kang	Daehong Communications, Managing Director
22		Individual	Strategy and Case Study of Brand by NGOs(TBD)	TBD	Sarangbat
23		Individual	TBD	Dissara Udomdej	Yell Advertising Bangkok, CEO
24	Media Extension	Individual	TBD	TBD	Unity

NO	Theme	Type	Title	Name	Company/Title
25	Programmatic AD	Joint Panel Session	Expansion of Programmatic Advertising and Addressable TV/CTV (TBD)	Jona Oboza	Pubmatic, Country Manager Southeast Asia&Korea,
26				Won Back	Anypoint Media, CEO
27				Junsu Bae	GroupM, Head of Digital Investment
28				TBD	SKB
29				Taehun Kim	LG U+
30	Media attribution	Individual	How Media Quality Affects Campaigns and Overall Advertising Effectiveness(TBD)	Inwon Park	Integral Ad Science, Head of Korea Market
31		Individual	Preparing for the Post-App Transparency Policy(TBD)	TBD	ADJUST
32	Influencer	Individual	Content Creators conveying brand confidence(TBD)	Althea Lim	Gushcloud International, CEO
33		Individual	The power of creators to achieve regional globalization	Eugene Choi	Collab Asia, Inc., CEO
34	Digital Driven Marketing	Individual	AI Redefines Marketing	Zhao Qiang	Baidu, VP
35		Individual	Hyperlocal strategy based on SEO(TBD)	Michihiko Suganuma	D.A.Consortium Inc., Head of Global Business Group
36		Individual	Connecting the nodes of thought to public intuition (TBD)	Seyong Park	Ascent Korea, CEO

## Conference\_Program Table

NO	Theme	Type	Title	Name	Company/Title
37	K-Creator Commerce	Joint Panel Session	The future of the advertising distribution market pioneered by RCM	Alex Kim	The SMC Group, CEO
38				TBD	4-6 influencers from The SMC Group
39	K-Content	Individual	The secret behind global Success: Creative Insights from K-Contents(TBD)	Seung-hwan Song	Pyongchang Winter Olympics, ECD
40		Individual	The value of soft power as seen through K-content	Samuel M. Richards	Penn State University, Professor
41		Joint Panel Session	K-Wave: How McDonald's culturally connects to GenZ	Ada Lazaro	McDonald's Asia Business Unit Regional Marketing Director
42				MyongAh Sung	Publicis Group Korea, VP



## Leading Trend Setters & Paradigm shifters

Top speakers covering K-content, digital transformation, digital marketing, and creativity

### Communication Integration

Framing the future: innovating for Today's consumers

### Brand Activism

Brand Universe(TBD)

Brand in action - Advertising that changes society

The opportunities and explorations in the marketing field under the AI trend



**Won-Jin Lee**

Samsung Electronics  
Corporate President,  
Service Business Team

Expanding the Business Scope of Samsung TV Plus as the Key Content Service and Proposing the Direction of Digital Marketing Strategy



**Yoshihiro Yagi**

Dentsu Inc.  
Executive Creative Director

One of the top award-winning creatives in Japan, over 500 medals



**Josy Paul**

BBDO India  
Chairman & CCO

Producer of campaign advertisements that intertwined social issues in India, Judge of Cannes Lions



**Zheng Xiaodong**

LEO Digital  
CEO

Leading Chinese digital marketing company and a subsidiary of LEO Group, A-listed company in China

## Leading Trend Setters & Paradigm shifters

Top speakers covering K-content, digital transformation, digital marketing, and creativity

### Paradigm Shift

AI in Marketing-the Paradigm Shift  
(TBD)

Shaping the Future with Legacy-  
Looking back on the past and  
envisioning the future

### Creative and Technology

How to unlock AI for enterprise  
now, and what happens next

AI and (automation of)  
creative(TBD)



**Cheil**

**Jong Hyun Kim**

Cheil Worldwide Inc.  
CEO

Awarded Korea's Second Grand  
Prix in the History of the World's  
Largest Creativity Festival,  
Cannes Lions



**HYUNDAI**  
MOTOR GROUP

**SangYup Lee**

Hyundai Motor Company  
Executive Vice President &  
Head of Hyundai & Genesis  
Global Design Center

Key Player in the Advancement of  
Hyundai Motor's Design  
Management and Selected as the  
2023 World Car Person



media.mnks

**Wesley ter Haar**

Media Monks  
Co-Founder

Speaker at Cannes Lions, CES and  
president of Cannes Lions' Digital  
Craft jury



barbarian

**Steven Moy**

Barbarian  
CEO

Omnichannel and commerce  
service expert, awarded  
Campaign magazine '40 over 40'  
selection (2020)

## Leading Trend Setters & Paradigm shifters

Top speakers covering K-content, digital transformation, digital marketing, and creativity

### Digital Driven Marketing

AI Redefines Marketing



**Zhao Qiang**

Baidu  
Vice President

Vice President of a web portal Baidu, the world's largest Chinese search engine  
Expert of media platform and digital marketing

### Creative and Creativity

The Next Creative Revolution



**Kevin Swanepoel**

The One Club for Creativity  
CEO

The One Show, the world's most prestigious, non-profit advertising festival

The future of new creativity, New Creativity and New Creatives(TBD)



**Jo Jackson**

D&AD  
CEO

A nonprofit organization based on creativity and design, runs the internationally recognized D&AD Awards

Power of Creativity(TBD)



**Glenn Cole**

72andSunny  
Founder & Creative Chairman

Campaign execution of Nike, Apple, Google, Samsung, Kals Junior, and Coors beer, won Cannes Lions Grand Prix in 11 categories



## Leading Trend Setters & Paradigm shifters

Top speakers covering K-content, digital transformation, digital marketing, and creativity

Media Attribution	Creative DNA			
How Media Quality Affects Campaigns and Overall Advertising Effectiveness(TBD)	Unimagined Cultural Solutions that AI cannot produce : A Global Journey into The Next Creativity	Digitize to Humanize	AIGC Empowering Brand Communication (Artificial Intelligence Global Company)	Web 3.0 and Brands
				
<b>Inwon Park</b> Integral Ad Science Head of Korea Market	<b>Kentaro Kimura</b> Hakuhodo · Hakuhodo Kettle International CCO & Corporate Officer · Founder	<b>Bharat Avalani</b> Connecting the Dots Consultancy Founder & CEO AFAA SEC General	<b>Steaph Huang</b> D&S Media Founder & Chairman	<b>Tae Ho Kang</b> Daehong Communications Managing Director, Digital Biz Division
A company that addresses issues related to fraud, visibility, brand safety, and the exclusive media quality score like TRAQ	Award-winning history in various international advertising festivals, including 10 Grand Prix prizes	Expert in designing and delivering brand experiences	Since 2001, China's top 5 advertising agency for 16 consecutive years	Working on designing new businesses beyond the boundaries of advertising agencies, such as Web3, AI, commerce, and tech

## Leading Trend Setters & Paradigm shifters

Top speakers covering K-content, digital transformation, digital marketing, and creativity

### K-Content

The secret behind global Success:  
Creative Insights from K-  
Contents(TBD)

The value of soft power as seen  
through K-content

K-Wave: How McDonald's culturally connects to GenZ



**Seung-hwan Song**

Pyeongchang Winter Olympics  
Opening·Closing Ceremony  
ECD

Creator & Producer of  
Cookin' NANTA Performance,  
ECD of PMC Production



**Samuel M. Richards**

Pennsylvania State·Konkuk Univ.  
Professor ·Honorary Chair  
Professor

Forecasted the K-Wave's impact  
and Conducted numerous lectures  
on the Future



**Ada Lazaro**

McDonald's Asia Business Unit  
Regional Marketing Director

Led popular advertising campaign  
with 74% in-store category sales  
growth



**MyungAh Sung**

Publicis Group Korea  
Vice President

Exhibiting Expertise in Various  
Fields as the Korean Branch of a  
Global Advertising and Marketing  
Solutions Company

## Leading Trend Setters & Paradigm shifters

Top speakers covering K-content, digital transformation, digital marketing, and creativity

### K-Creator Commerce

The future of the advertising distribution market pioneered by RCM



**Alex Kim**

The SMC Group  
CEO

New media content company,  
Leading the new media  
advertising industry and operating  
over 150 brand media channels

### Programmatic AD

Expansion of Programmatic Advertising and ATV/CTV



**Jona Oboza**

Pubmatic  
Country Manager Southeast  
Asia & Korea

SSP company leading innovation  
in the field of programmatic  
advertising, independent adtech  
company providing the future  
supply chain of digital advertising

### Influencer

Content Creators conveying  
brand Confidence(TBD)

The power of creators to achieve  
regional globalization



**Althea Lim**

Gushcloud International  
Co-Founder & Group CEO

Discovered the potential of  
influencer marketing



**Eugene Choi**

Collab ASIA  
Co-Founder & CEO

Asia's largest multi-platform  
network that owns and manages  
1,400 YouTube channels and  
various digital assets from domestic  
and international influencers and  
global content partners

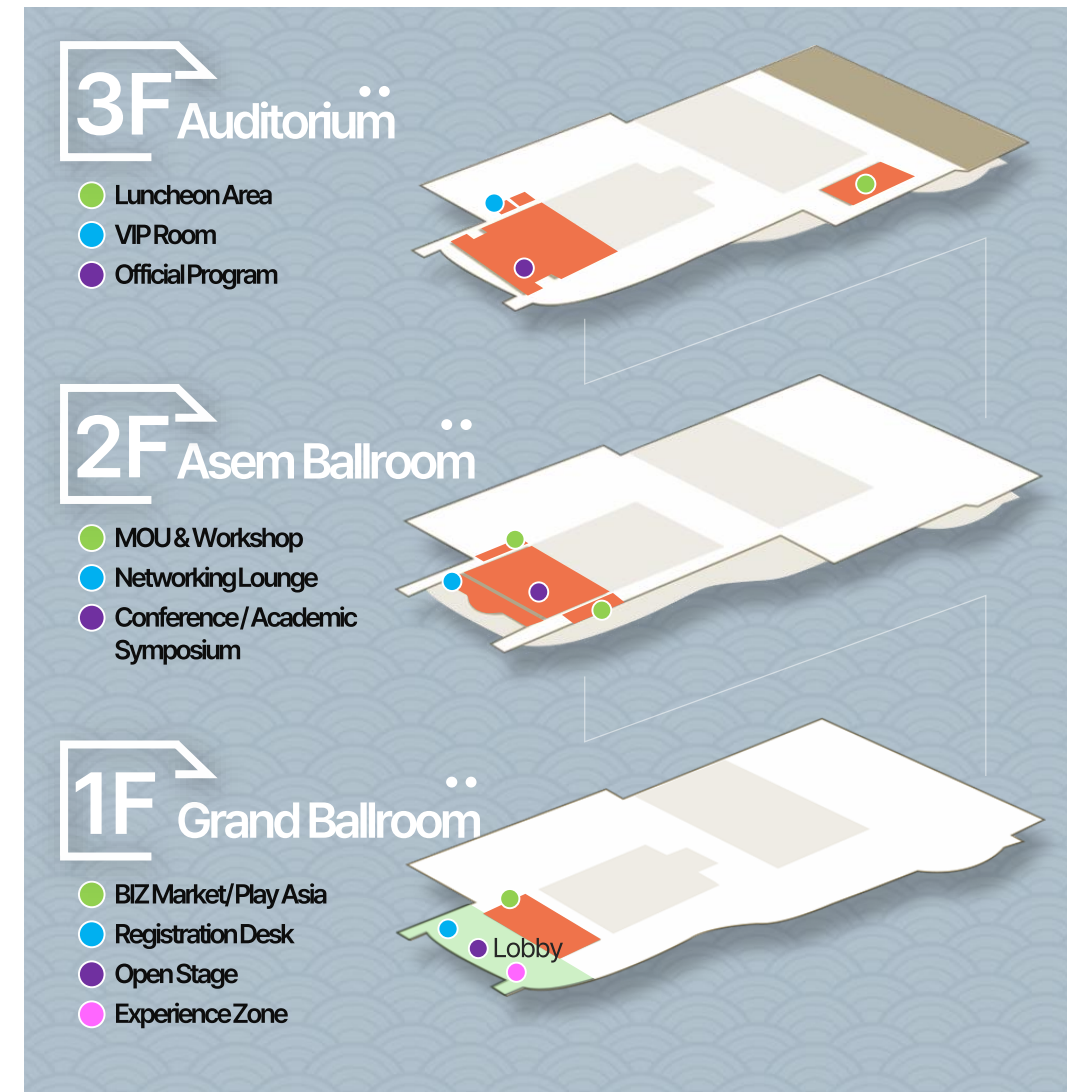


## [ Coex & SevitSeom ]



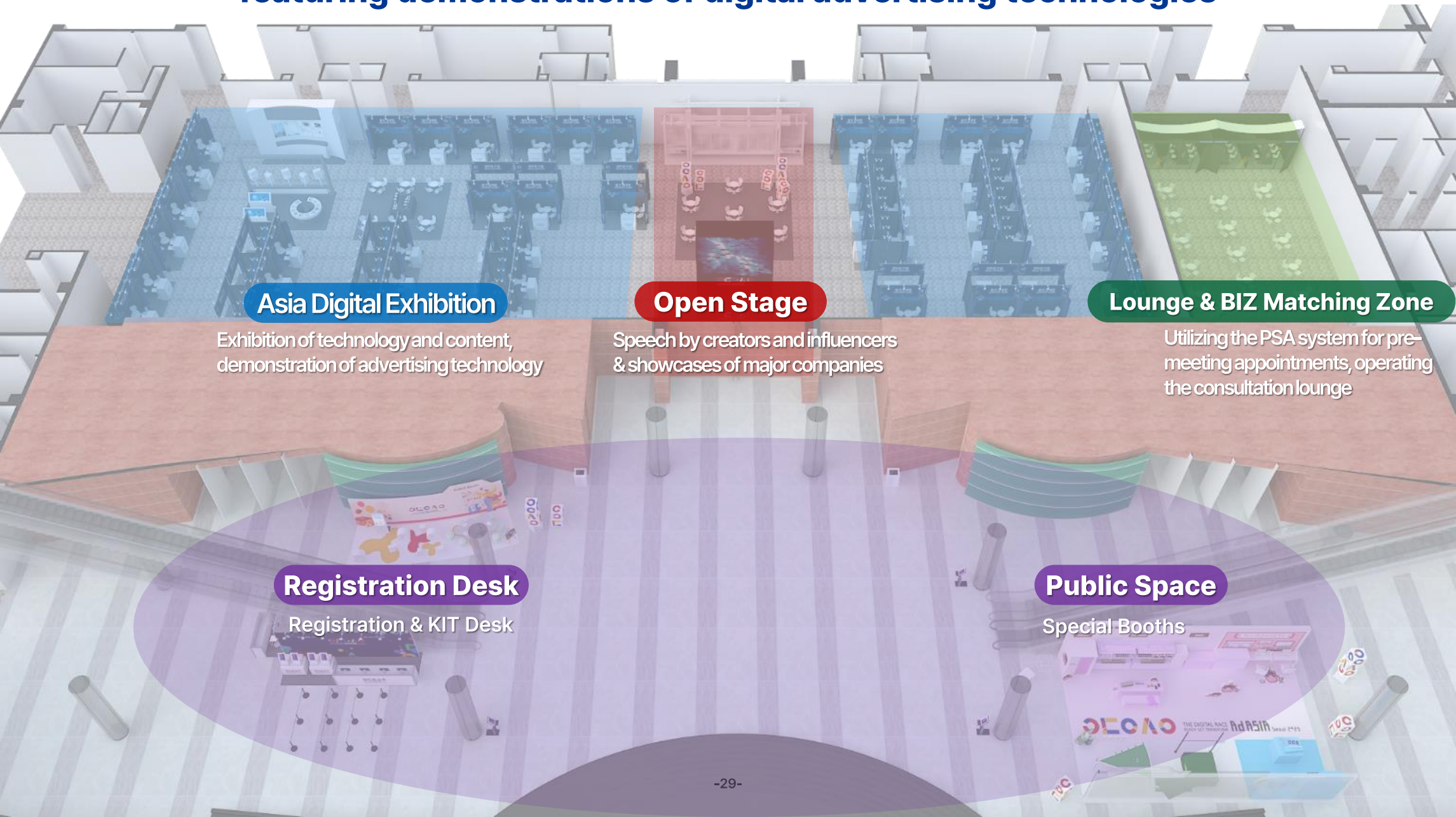
- ✓ Seoul's landmark for exhibition, culture, and tourism
- ✓ The center of global business with cutting-edge infrastructure, transportation, and communication.
- ✓ Sevitseom, the floating island where you can enjoy a special cultural experience for Seoul at the water's edge

## [ Coex - Floor Plan ]





A public exhibition space created from the lobby to the grand ballroom,  
**featuring demonstrations of digital advertising technologies**



### Asia Digital Exhibition

Exhibition of technology and content,  
demonstration of advertising technology

### Open Stage

Speech by creators and influencers  
& showcases of major companies

### Lounge & BIZ Matching Zone

Utilizing the PSA system for pre-  
meeting appointments, operating  
the consultation lounge

### Registration Desk

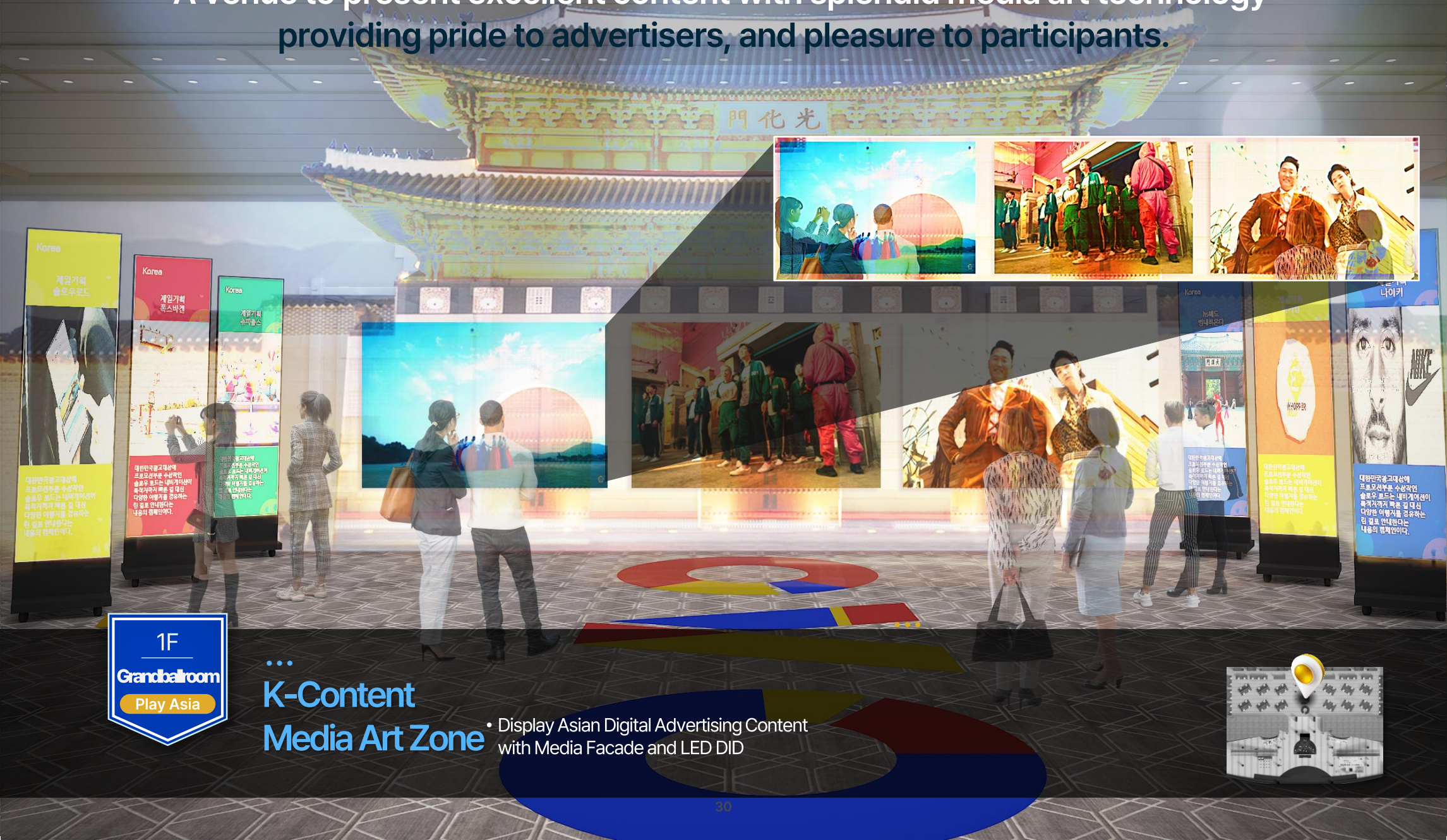
Registration & KIT Desk

### Public Space

Special Booths



A venue to present excellent content with splendid media art technology providing pride to advertisers, and pleasure to participants.



1F  
Grandballroom  
Play Asia

...  
K-Content  
Media Art Zone

- Display Asian Digital Advertising Content with Media Facade and LED DID



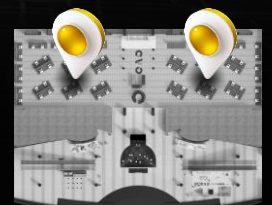


Boost the business by providing participants the space to experience and demonstrate Adtech and Martech



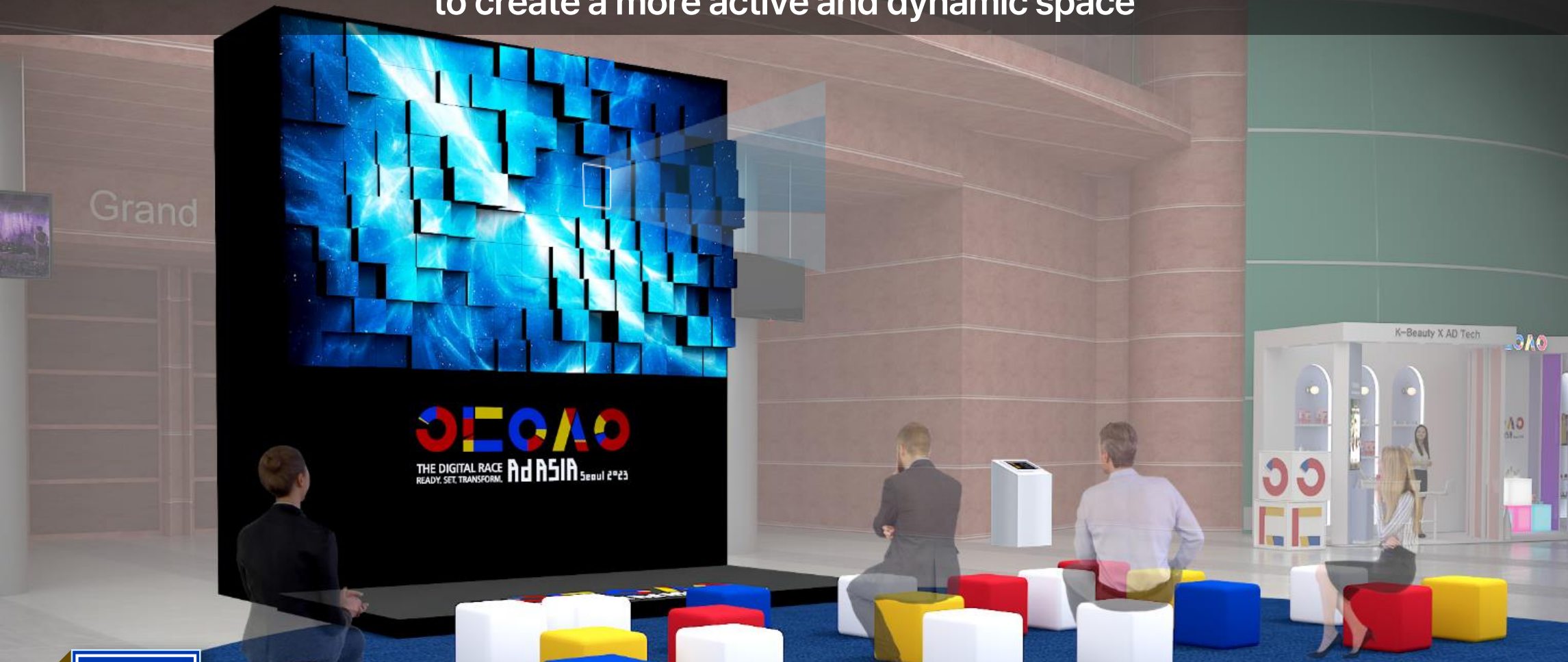
...  
Asia  
Digital Exhibition

- Business revitalization through ad-tech technology & content exhibition and advertising technology demonstration reflecting the latest trends





AdAsia's landmark space equipped with Kinetic LEDs to create a more active and dynamic space



1F  
Grand  
Ballroom

...  
Open Stage

PROGRAMS



Companies' showcase  
pitching  
Company and product  
introduction Stages



Public sessions of  
influencers and celebrities  
Open PR and Speech space





## Focusing on business outcomes and opening up new opportunities Creation of BIZ Matching zone and provision of consulting support service



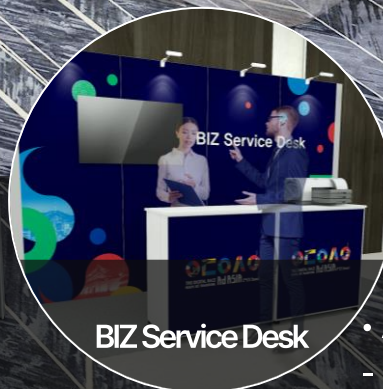
### > On-site Counseling

- Space for group meetings up to 4-6 people
- Provision of multi-taps and multi-chargers

1F  
Grand Ballroom

### ... BIZ Matching Zone

Supporting business matching leading to actual results



BIZ Service Desk

- Allocating on-site agent
- handling no-show or delays
- Laptop rental & Print Services

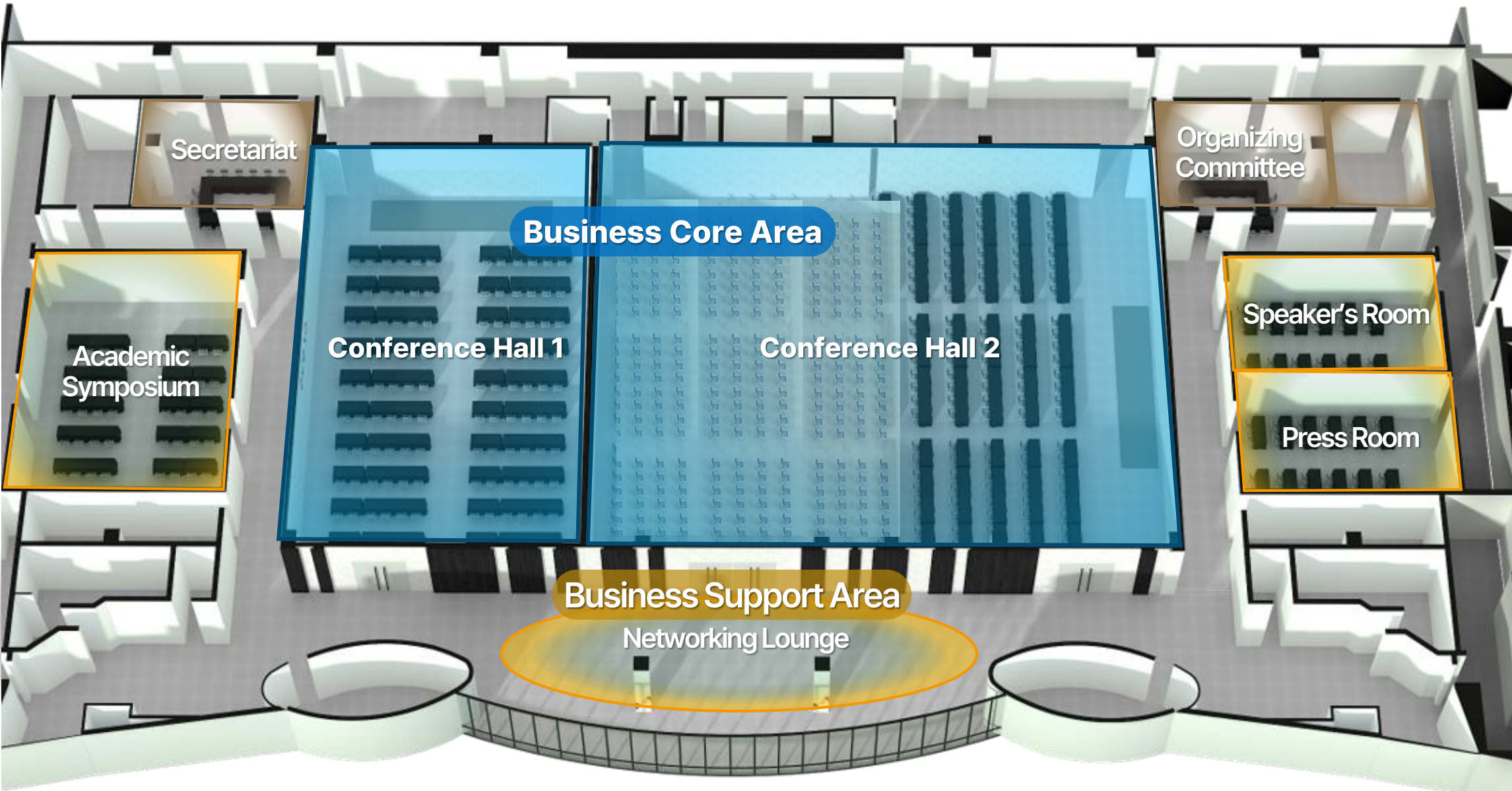


Video Conference Room

- Korean-English translation service
- Equipment support

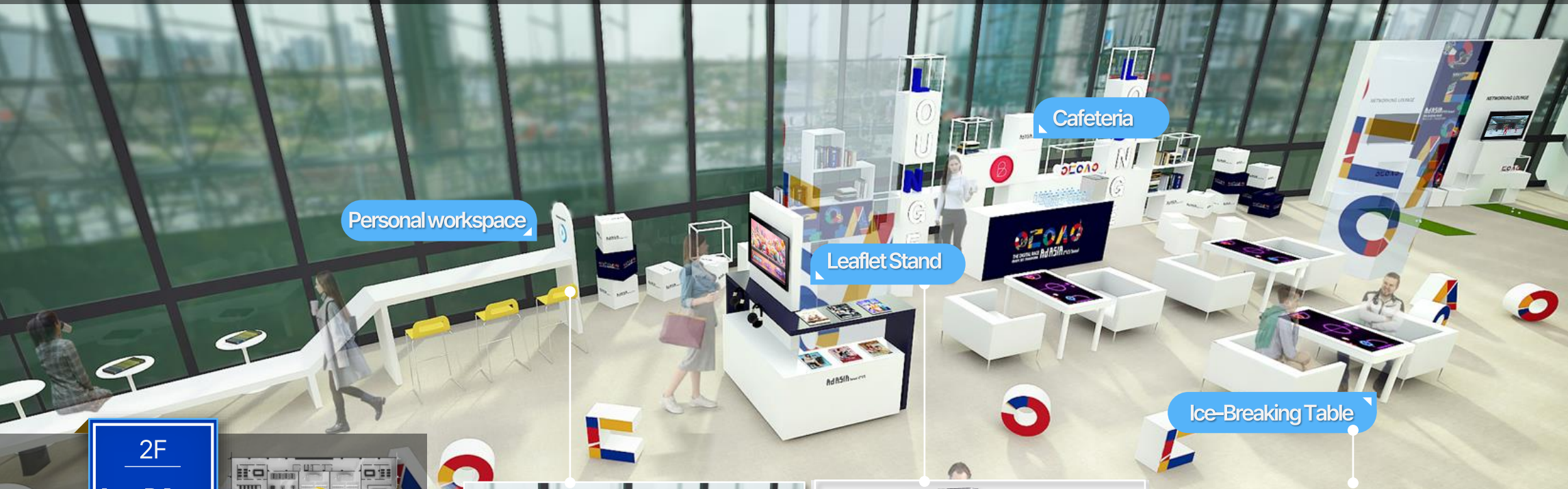


Efficient arrangement of Business Core Area and Business Support Area  
for actual business formation among industry stakeholders

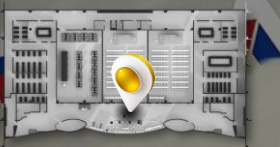




## Cafeteria-style zone for casual meetings to corporate PR Created as a networking hub zone leading to participant convenience facilities



2F

AsemBallroom  
Lobby

### Networking Lounge

Creating a networking lounge in a cafeteria-style, the core meeting space for natural networking



- Charging service (USB charging, adapter rental service)



- Enterprise promotional leaflet placement space for companies without booths



## Operating the **core programs** like opening ceremonies and luncheon of AdAsia 2023 Seoul





Opening ceremony to connect the future of advertising  
at the festival where Asian advertisers gather together.

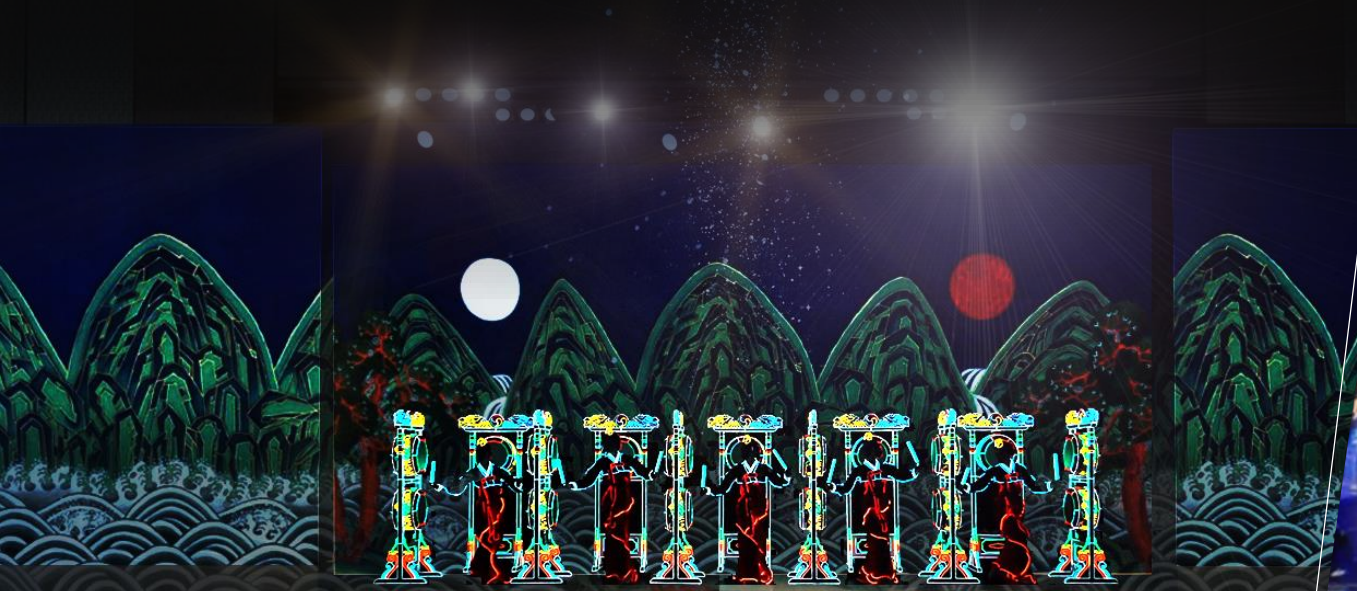
“

## Opening Ceremony

Auditorium, 3F Coex 10:00-11:00, Oct. 25(Wed)



Cultural performances that digitally embody  
traditional Korean culture in harmony with the night view of Seoul



“

## Opening Gala Dinner

Grandballroom, Pamas 18:30-20:00, Oct 25(Wed)

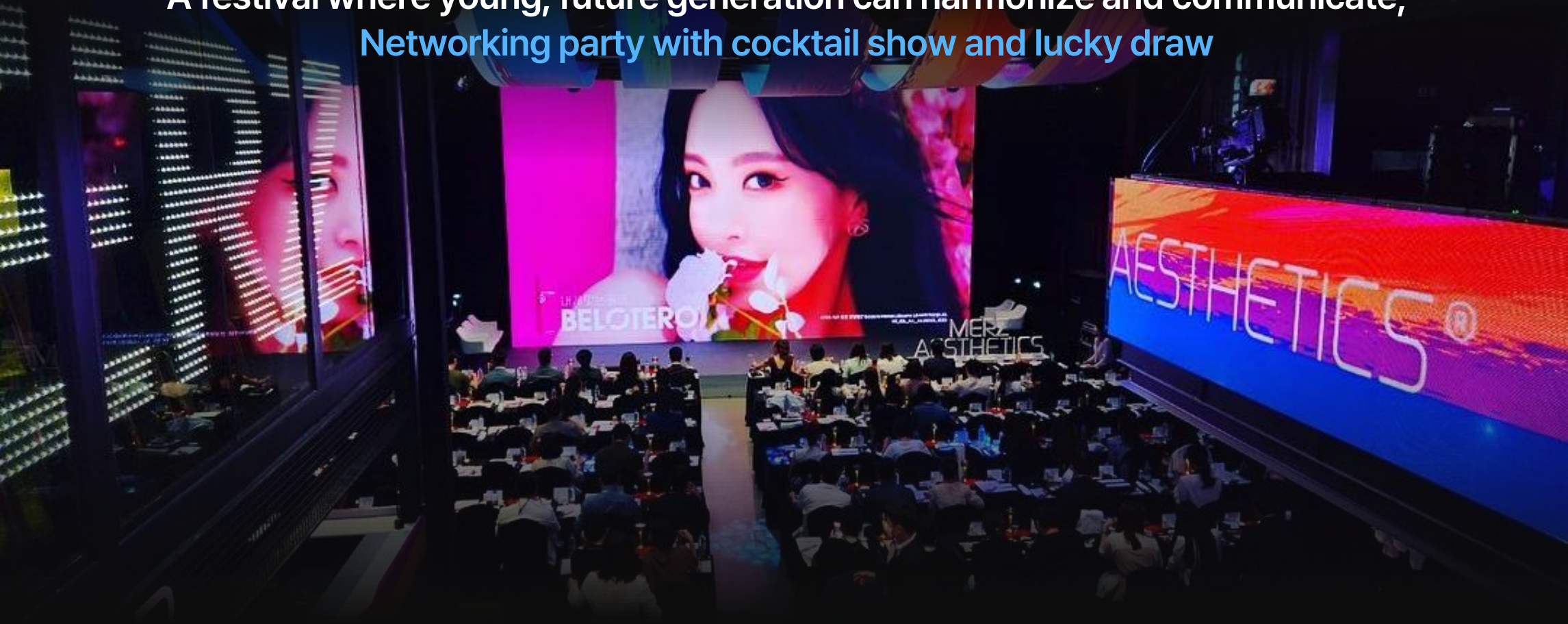
”

## Seoul Night

Gabit, Sebitseom 2F 18:30-20:00, Oct.26(Thu)



A festival where young, future generation can harmonize and communicate,  
Networking party with cocktail show and lucky draw



“

Welcome Reception

DDP

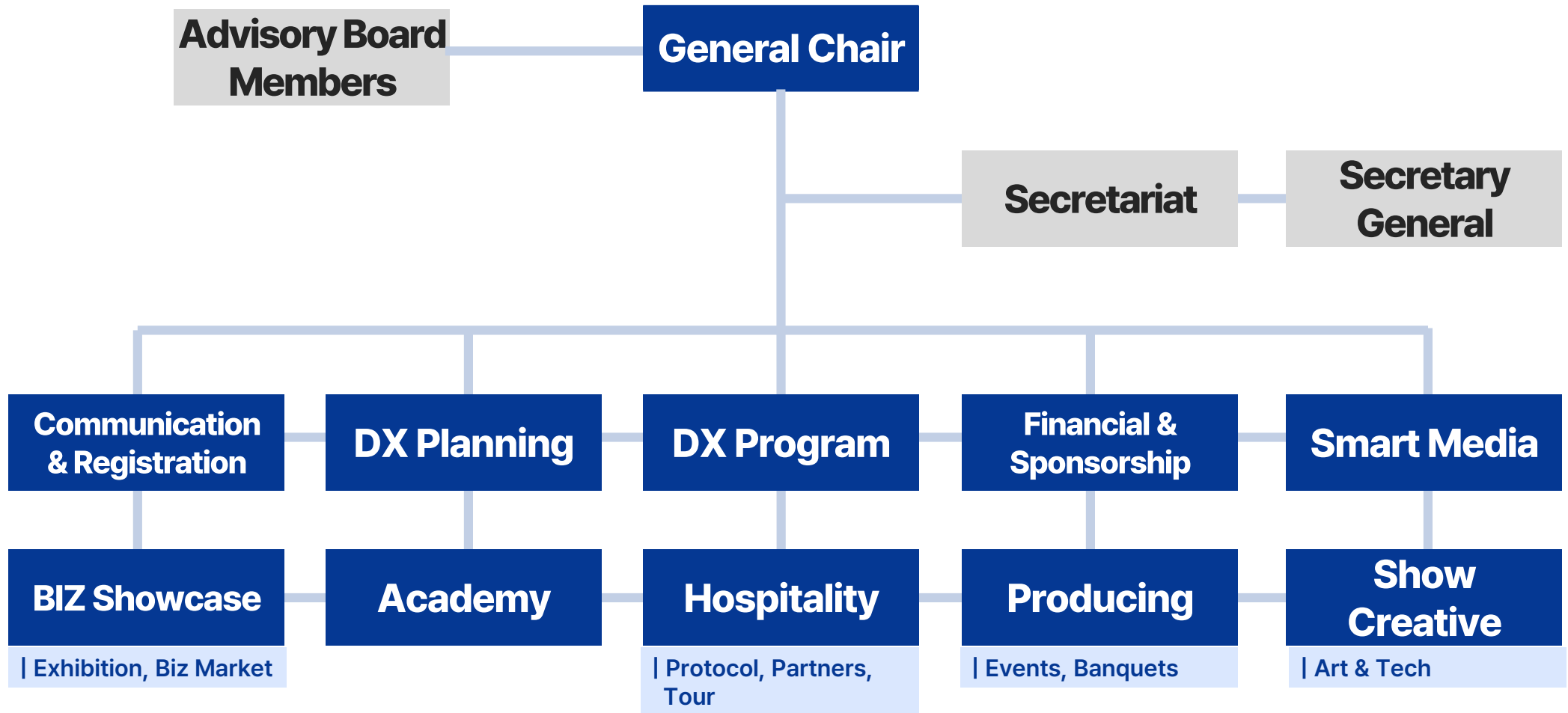
19:00-20:30, Oct.24(Tue)

”

Networking Party\_Creators' Night

S.J kunsthalle

20:30-22:30, Oct.25(Wed)





# Profile of Major Committee Members

## General Chair of Organizing Committee



**Kim, Nack Hoi**

Chairman, Korea Federation of Advertising Associations(KFAA)

## Secretary General of Organizing Committee



**Ben Heo**

Professor, Hanshin University

## Planning Committee Chair



**Mok, Young**

Chairman, Korea Digital Advertising Association(KODA)

## Program Committee Chair



**Choi, Hwan Jin**

Chairman, MAD Stars

## Finance & Sponsorship Committee Chair



**Choi, Young Sup**

CEO, CHAI Communication

## Communication & Registration Committee Chair



**Kim, Jooho**

President, KPR & Associates Incorporated

## Show Creative Committee Chair



**Park, Hyunwoo**

CEO, INNORED

## Academy Committee Chair



**Han, Sangpil**

Professor, Hanyang University

## Producing Committee Chair



**Jung, Sun Woo**

EVP, Cheil Worldwide

## Hospitality Committee Chair



**Eun, Mila**

CEO, Adrich Co.

## Biz Showcase Committee Chair



**Lee, Sung Hak**

Deputy President/Head of AD Sales&Partnerships, CJ ENM

## Smart Media Committee Chair



**Woo, Chang Hoon**


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