

**LOVEANDMONEY®**

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DIR. Ducaruka (Yongjin EUN)

# Director ducaruka 은용진

유행과 클래식의 경계에서  
기호와 비주얼을 연결하고  
의미를 메시지로 전달하는  
‘광고를 만드는 일’에서,

두카루카와 두카루카가 아닌 것의  
차이를 만듭니다.

SELECTION 1

# GLOBAL

A young woman with reddish-brown hair tied back is sitting at a black metal folding table in a park. She is wearing a light blue blazer over a white shirt and a brown skirt. She is holding a sandwich and looking down at it. The background shows trees with yellowing leaves, suggesting autumn. The scene is captured in a cinematic style with soft lighting. The word 'GLOBAL' is overlaid in large white letters across the center of the image.

# Google x Galaxy Z flip4

Your Privacy, Secured - SNS



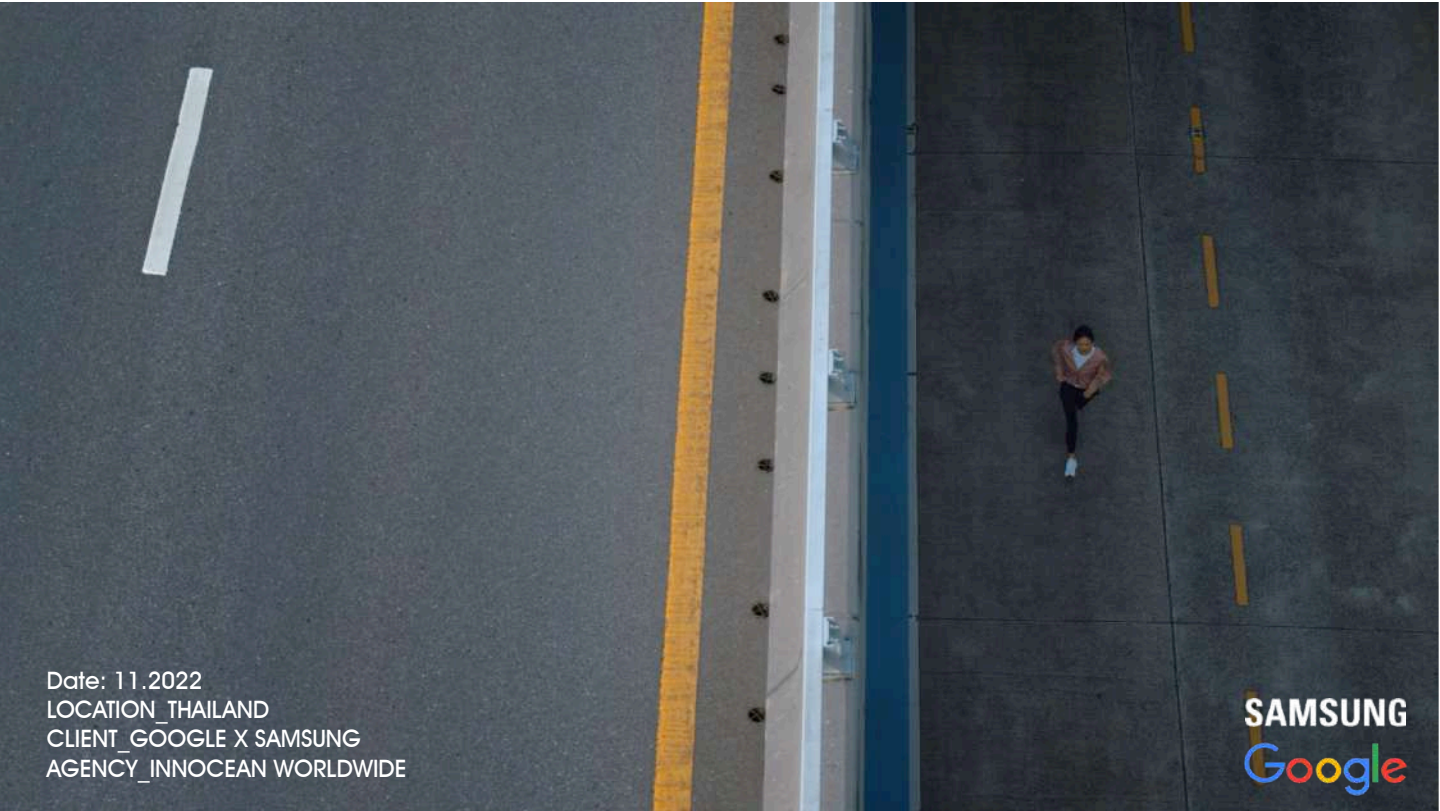
Date: 11.2022  
LOCATION\_THAILAND  
CLIENT\_GOOGLE X SAMSUNG  
AGENCY\_INNOCEAN WORLDWIDE

SAMSUNG  
Google



# Google x Galaxy Z flip4

Your Privacy, Secured - Running



Date: 11.2022  
LOCATION THAILAND  
CLIENT GOOGLE X SAMSUNG  
AGENCY INNOCEAN WORLDWIDE

SAMSUNG  
Google



Allow



Your privacy.  
Secured.

# Google x Galaxy Z flip4

Your Privacy, Secured - Selfie



Date: 11.2022  
LOCATION THAILAND  
CLIENT GOOGLE X SAMSUNG  
AGENCY INNOCEAN WORLDWIDE

SAMSUNG  
Google



Allow



# Galaxy x Maison Kitsuné

## The Fox



Date: 12.2021  
LOCATION\_FRANCE  
CLIENT\_SAMSUNG  
AGENCY\_CHEIL WORLDWIDE

SAMSUNG



# Samsung Galaxy S21 Ultra

Official Introduction Film

Date: 01.2021  
LOCATION\_KOREA  
CLIENT\_SAMSUNG  
AGENCY\_CHEIL WORLDWIDE

SAMSUNG



Introducing  
Galaxy S21 Ultra



Intelligent Display

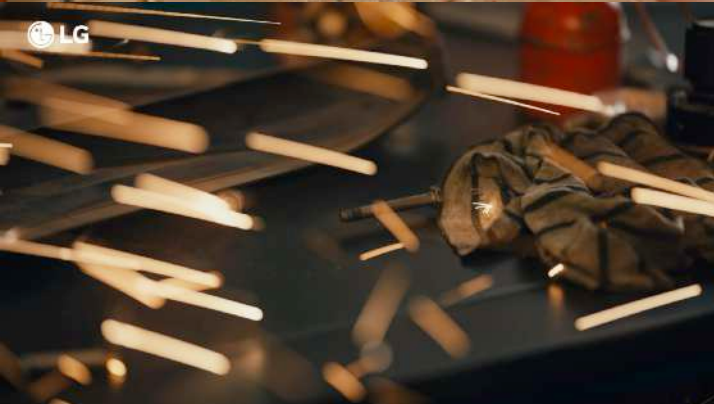


# LG TONE Free

FIT for Life

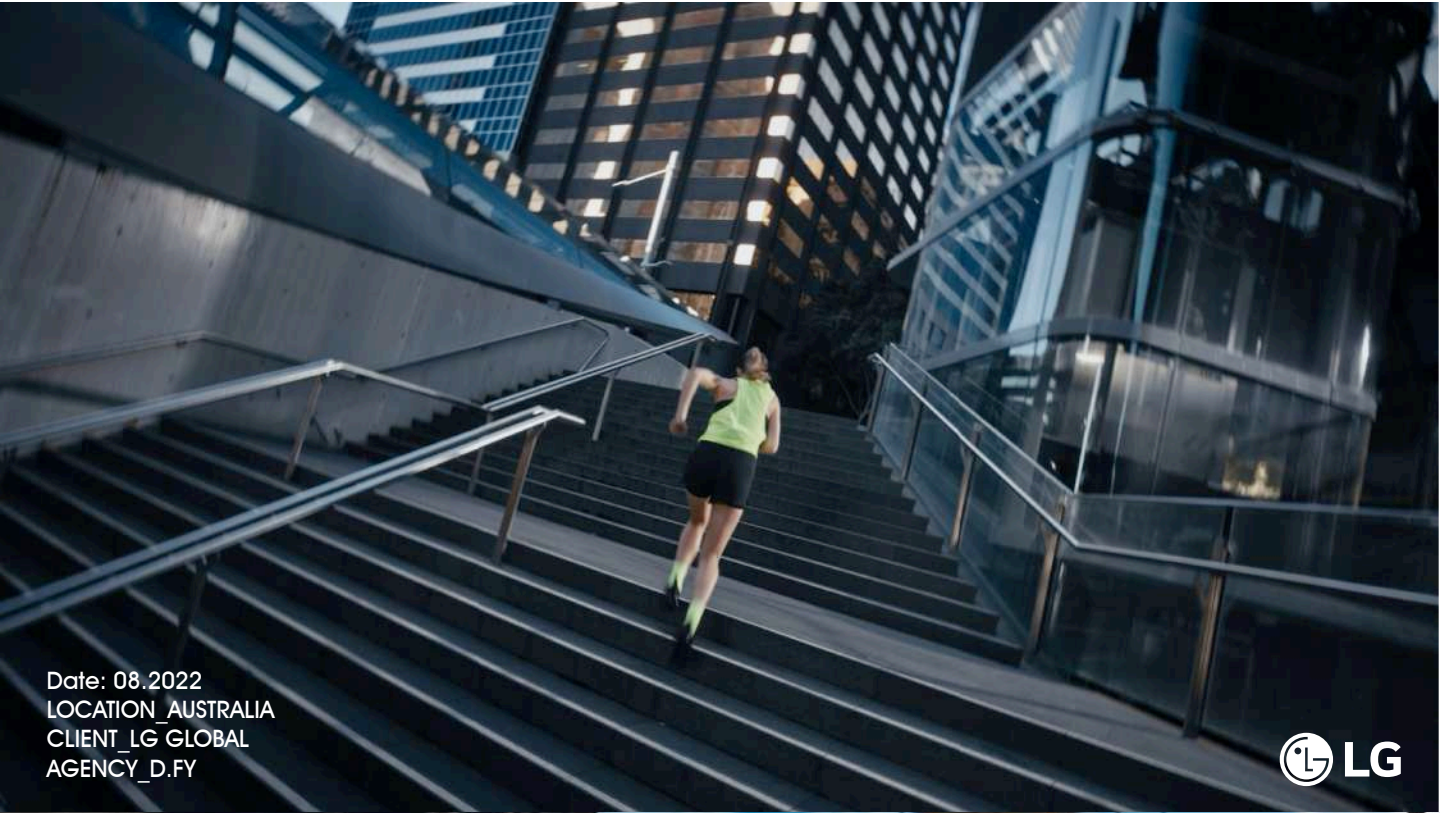


Date: 08.2022  
LOCATION\_AUSTRALIA  
CLIENT\_LG GLOBAL  
AGENCY\_D.FY



# LG TONE Free

FIT to Move



Date: 08.2022  
LOCATION\_AUSTRALIA  
CLIENT\_LG GLOBAL  
AGENCY\_D.FY



# NEO QLED 8K

Better Together

Bring everything you love together

Date: 06.2021  
LOCATION\_KOREA  
CLIENT\_SAMSUNG  
AGENCY\_CHEIL WORLDWIDE

SAMSUNG



# HYUNDAI IONIQ5

Ultimate Camping

Power your world

# IONIQ 5



Date: 03.2021  
LOCATION\_KOREA  
CLIENT\_HYUNDAI MOTORS  
AGENCY\_INNOCEAN WORLDWIDE

**HYUNDAI**  
MOTOR GROUP



Powered by  
**IONIQ 5**

**V2L (Vehicle to Load)**  
Provides general electric power (10V/220V)  
inside and outside the vehicle

# Samsung Health

FLEXIN For Your Health



AWARDS FOR  
NEW  
DIGITAL

Digital Advertising & Campaigns  
**'Grand Prix'**

Date: 03.2020  
LOCATION\_U.S.A.  
CLIENT\_SAMSUNG

**SAMSUNG**



# NIKE

Never limit yourself

NEVER LIMIT YOURSELF.

Date: 07.2018  
LOCATION FRANCE  
CLIENT\_NIKE,W



SELECTION 2

# KOREA

A person with dark hair is seen from the back, looking towards a screen in a dark room. The screen displays several circular graphics, including a stylized 'A' logo and a circular diagram with three segments. The overall atmosphere is dark and futuristic.

# COUPANG EATS

## Doorbell



Date: 11.2022  
LOCATION: KOREA  
CLIENT: COUPANG EATS  
AGENCY: CHAI COMMUNICAION





# MEGASTUDY

최적화모드



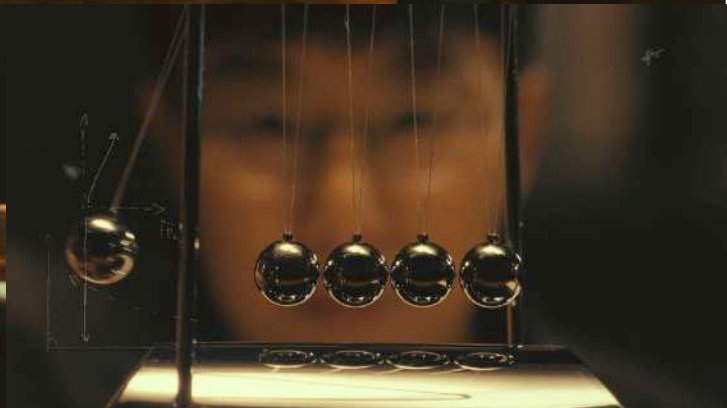
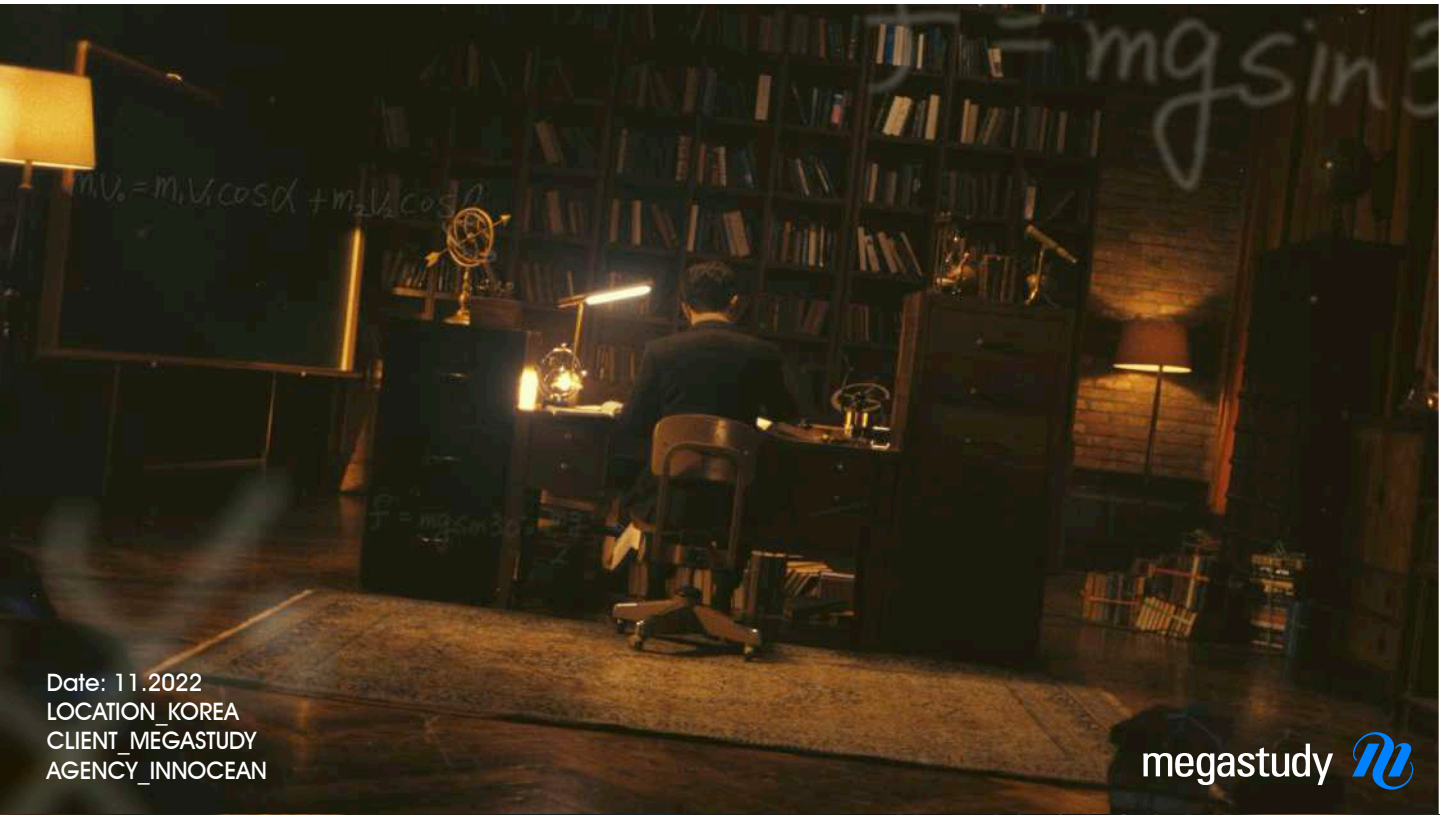
Date: 11.2022  
LOCATION\_KOREA  
CLIENT\_MEGASTUDY  
AGENCY\_INNOCEAN

megastudy 



# MEGASTUDY

## 패턴물리학



# Golden Goose

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Simon Dominic - Mixtape

CRAFT YOUR OWN PERFECTION

Date: 08.2022  
LOCATION\_KOREA  
CLIENT\_GOLDEN GOOSE  
AGENCY\_MEDIA MONKS GLOBAL

GOLDEN GOOSE ★



# Golden Goose

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Lip J - Lipstick



Date: 08.2022  
LOCATION\_KOREA  
CLIENT\_GOLDEN GOOSE  
AGENCY\_MEDIA MONKS GLOBAL

GOLDEN GOOSE ★



# Golden Goose

Shinliart - Love



Date: 08.2022  
LOCATION\_KOREA  
CLIENT\_GOLDEN GOOSE  
AGENCY\_MEDIA MONKS GLOBAL

GOLDEN GOOSE ★



CRAFT YOUR OWN PERFECTION

# Samsung NOTE20

A Piece of Cake (with BTS)



Date: 10.2020  
LOCATION\_KOREA  
CLIENT\_SAMSUNG  
AGENCY\_CHEIL WORLDWIDE



# National Geographic Apparel

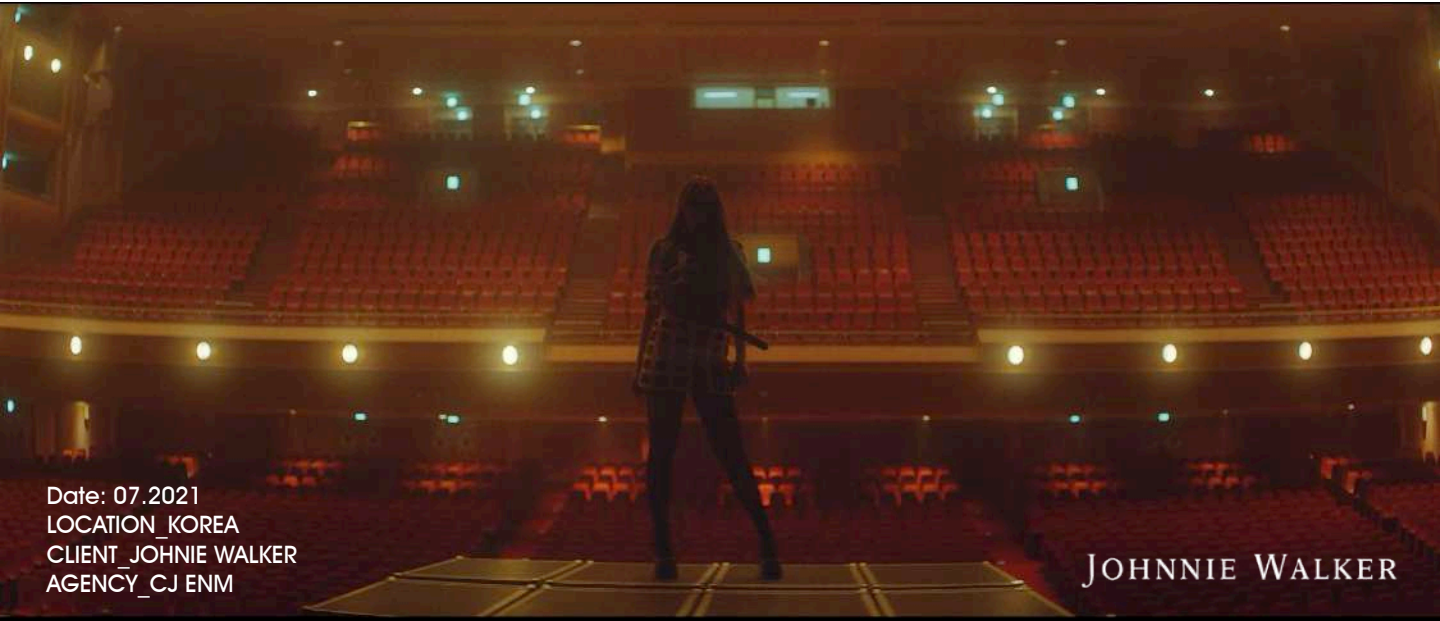
RE : ADVENTURE (with Junghyuk)

Date: 10.2021  
LOCATION\_KOREA  
CLIENT\_NATIONAL GEOGRAPHIC APPAREL  
AGENCY\_DIRECTOR'S COMPANY



# JOHNNIE WALKER

CL's way (with CL of 2ne1)





# Hanul Bori

Look at the Sky (with Woo-shik CHOI)



Date: 04.2022  
LOCATION\_KOREA  
CLIENT\_WOONGJIN  
AGENCY\_하쿠호도제일



# ACE BED

Good Sleep (with Bo Gum PARK)

좋은 잠이 쌓인다

Date: 08.2022  
LOCATION\_KOREA  
CLIENT\_ACE BED  
AGENCY\_ORICOM

ACE 에이스침대



# Black Yak

Sheet Down Fleece (with IU & KAI of EXO)



# Samsung Galaxy S21 Series 5G

Portrait x BTS (with BTS)



Date: 05.2021  
LOCATION\_KOREA  
CLIENT\_SAMSUNG  
AGENCY\_CHEIL WORLDWIDE

SAMSUNG



# Woori Bank

알길 원해? 우리WON해!



Date: 05.2022  
LOCATION\_KOREA  
CLIENT\_WOORIBANK  
AGENCY\_TBWA



우리카운슬링 미래의 나

01 예산설정 02 결과예측

1년 후, 2억 7,963만원으로 주택구입을 한다면?

구입 전 구입 후 은퇴 후

2022년 5월 - 2023년 4월

우리 마이데이터 주택 플랜

환전하기

환율상대 1,313.08 ▲16.28 (1.24%)

적용환율	(90% 우대) 1,292.76 원
우대금액	10,160 원
총 원화금액	646,380 원

출금계좌 출금계좌를 선택하세요.

24시간 언제나 환율 최대 90% 우대받고 바로 인천공항 수령 가능해요!

# 유한양행 윌로펫

개는 사람과 다릅니다



Date: 04.2022  
LOCATION KOREA  
CLIENT\_유한양행



# DESCENTE

Awaken



다시 깨워봐, 너의 움직임

Date: 01.2021  
LOCATION\_KOREA  
CLIENT\_DESCENTE  
AGENCY\_INNOCEAN

 DESCENTE



# 0914

## NATURE CALL



Date: 09.2020  
LOCATION\_KOREA  
CLIENT\_0914

0914

