

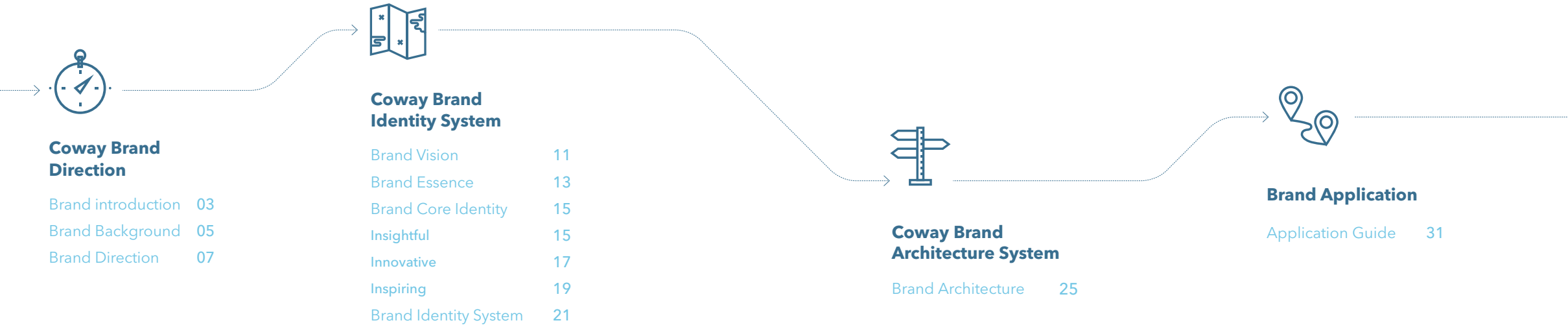
coway

COWAY
BRAND
JOURNEY
BOOK

Road to Caring Happiness

Coway Brand Journey Book

Road to Caring Happiness





Coway Brand Direction

Coway is embark on a new journey in pursuit of becoming a more caring and loving brand.



What kind of company is Coway?

It is the No.1 well-being household electronics company in South Korea.

Coway is a well-being household electronics company established in 1989. With great technologies and innovation, Coway penetrated the home appliance industry from water purifiers to air purifiers, bidets, water softeners, food processors, mattress and cosmetics. Coway was the first company in South Korea to introduce the rental business and Coway Lady (Cody) service triggered by global economic crisis in 1997. With the sense of understanding on customer's need Coway is occupying the leading position in domestic home appliance market regarding market share, customer satisfaction and brand awareness.

Nowadays, water and air pollution are increasingly becoming an international concern, and people are under pressure in their hustle and bustle of daily life. Therefore, pursuing good health in this busy and stressful daily life has become increasingly important. This phenomenon is not only happened in South Korea, but a global issue instead.

As a well-being household brand who expertise in the most essential elements-water and air-Coway focuses its efforts on enabling a more comfortable and healthy lifestyle for customers in their living environment.

Coway's cutting-edge technologies invented by own R&D center is gradually changing the people's lifestyle and the renowned products and customer service have created unprecedented value to the brand.

Coway is rapidly emerging as a global leader in home appliances industry.

Based on its domination of the domestic market, Coway has accelerated its overseas business from 2006 to develop as a global home appliances company.

Key subsidiaries are operated in China, Thailand, Malaysia and the USA. Through the foreign integrated brand 'Coway', ODM brand and OEM supply agreements with global home appliance manufacturers, overseas markets are being targeted to provide Coway products to about 60 countries worldwide.

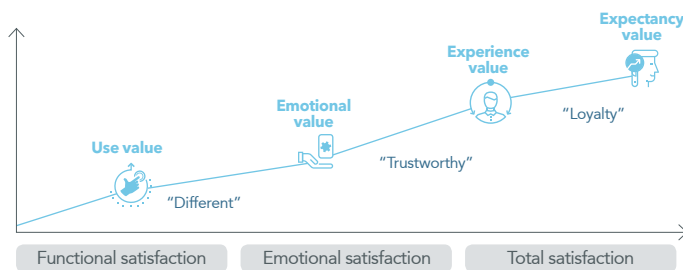
Coway is continuing its efforts to export its products, services and solutions through the new business model to deliver healthy lifestyle and happiness across the world.



A journey to a new brand! So, why now?

The reason: Consumers' expectations & the company's values have changed.

Many companies only focus on one-off business without sustaining support to consumer. However, consumers nowadays are internet savvy by giving diverse communication channels. Easy access to internet and social media furnish them with more information to study about a brand in a snap of fingers.



Rather than seeking satisfaction with just a "good product," consumers now pursue holistic expectations through the product and the brand, such as emotional value and experiential value. Here are some great brand examples. The world's most popular search engine Google has grown into one that nurtures creative culture and connects the world. Volvo which be known as strong and safe car maker is consistently delivering the brand value of considering consumer's lives as their top priority. Meanwhile, Nike has transform from sport equipment company to a "must have" brand that inspires athletes worldwide.



Coway is at a stage that faced fulfillment of a promise to develop consumers' need and loyalty in their lives by going beyond the image for just a home appliances company. Now, Coway is becoming a company that cares for consumers' lives.

Walking the same path together toward one goal.

We are now taking the step toward a peak.

To widen the brand value of Coway, we now stand at a new starting point. We want to deliver one dynamic message and image to our customers in the name of Coway – To realize this, all employees of Coway must first understand the new goal to achieve consistency.

When we lead the way toward one goal, customers will open ear for our story and later convinced by our quality products and service.

In order to focus on and walk toward the same goal, we are proud to introduce Coway Brand Journey Book that provides guidance on the journey for us to share, to empathize and to internalize.



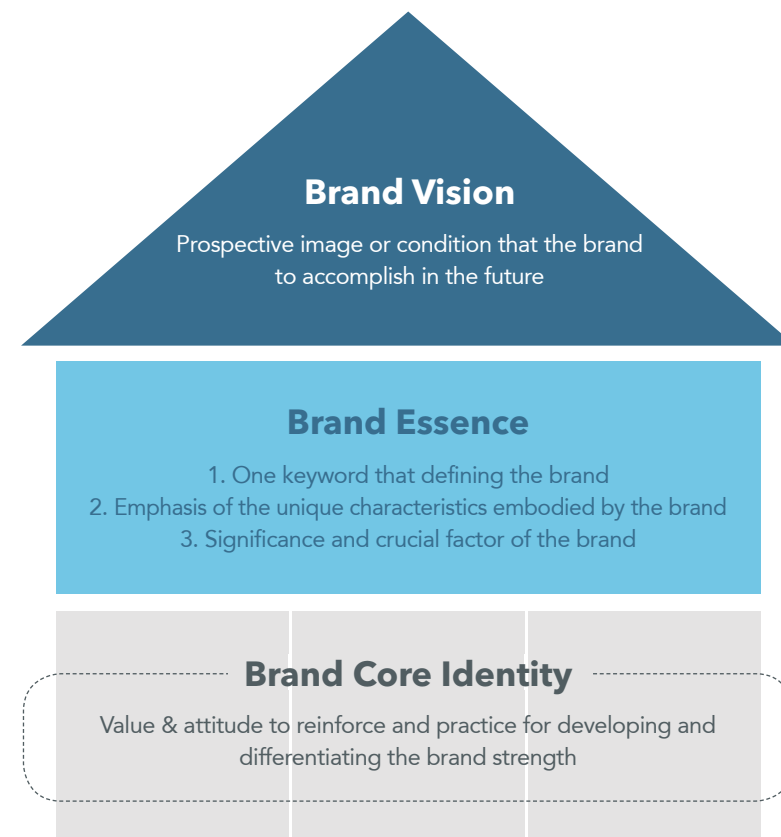
Which path should we follow on this new brand journey?

The Brand Identity System is a map for this brand journey that guides the direction of the brand that Coway aims to establish.

The Brand Identity System is a well-arranged map of the future image and direction that the brand must eventually accomplish.

When the brand practices and follows each **Core Identity** that can differentiate its own strength, the brand will be invigorated and remind customers of one positive image of **Brand Essence**.

When the significance and unique characteristics of the brand are well stabilized, we will ultimately reach our final ideal destination of **Brand Vision**.





Coway Brand Identity System

What must Coway pursue as a brand
to be more loved?



Brand Vision

The Life Care Company

Coway enhances customer's quality of life and pursues customer happiness through the eco-friendly life care by creating a clean environment and healthy living pattern.

Coway enabling people to enjoy good water and clean air anywhere, anytime. 'Life Care' means we take care of everyone's quality of life and happiness and make them appreciate fresh water, clean air and healthy environment and enable them to lead a healthier and more active life.

This is the pledge of Coway, which will always be there caring for the health and well-being of people in their lives.





Brand Essence

Caring Happiness

By caring for the environment, people's health and quality of life, our customers will experience reliability and happiness.

When people are happy, they have smiles on their faces, often without even knowing it.

We must become "happiness care experts," by creating happiness in our customers' lives. Besides the basic concept of simply drinking and breathing safely, we guarantee a clean environment and healthy life to give everyone a true smile on their faces. Also, caring for their lives so that they can experience true happiness and good health is key to the brand that we must deliver.





Brand Core Identity

Insightful

We continue to understand people’s environmental concerns and empathize deeply with their needs.

We sense their discomfort and concerns even before the people can feel them, and understand and empathize with what they want for a better, healthier lifestyle.

We constantly observe changes happening around and anticipate future market trend. Instead of keeping up with the trend, we set trend by evolving our product and service aggressively. One example is how we develop the interchangeable mattress cover for customers who emphasize on mattress hygiene, based on Coway's understanding of customers' needs and health concerns.

Product, service, and solutions reflecting our understanding of people’s needs will boost our competitiveness strengthening our brand value and position as a market leader.





Brand Core Identity

Innovative

With responsibility and sincerity to provide a healthier environment and better lifestyle for customers, we continuously take on new challenges and seek innovations for new solutions.

The legendary 18cm subminiature water purifier just as wide as an adult's hand span size.

IoCare air purifier show, notify changes in air.

All these proves that we understand customers' needs with sincerity, and innovating the technology and service accordingly.

We will seek opportunities to achieve true innovation through believing in 'possible' instead of 'impossible'.

What is IoCare?

IoCare is Coway's exclusive smart care service based on IoT (Internet of Things), that diagnoses and analyzes the product's servicing environment of the customer to provide optimal care solutions.





Brand Core Identity

Inspiring

Value is added to enable every customer to have the perfect life of their own.

We have passed the period where the same benefits and service were provided to all people. Now, customers want to live in a tailored lifestyle which best suit their living habits.

When water purifier, air purifier and bidet interconnected, it creates synergy to care the customers in multiple aspects of their life, leading customers to a comfortable and happy life.

Adding value to increase the quality of life and to take a step forward into the customer's future, that is the future of Coway.





The new brand journey of Coway, shall we go together?

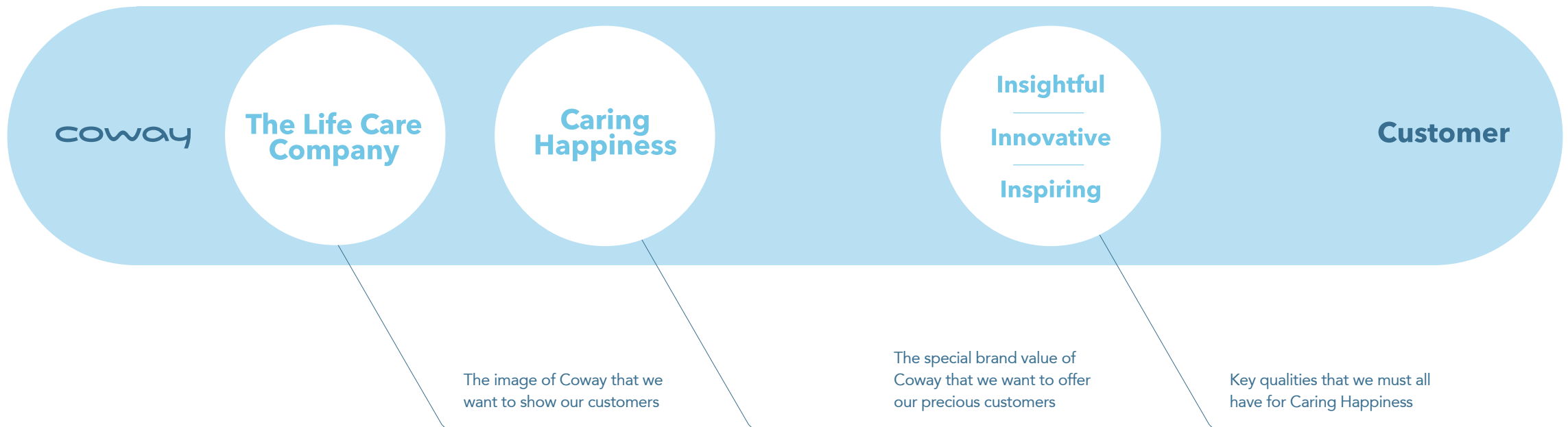
New goals and values are possible to achieve as long as all members of Coway moving forward together.

We have the vision of 'The Life Care Company' that provides customer happiness through the care of increasing people's quality of life.

To accomplish this vision, the most important thing is for all members of Coway to understand and participate in the goals and values of this new brand journey.

When we understand the new brand direction of Coway and continue to realize this, then consumers will be able to view the differentiated value and message that we seek to deliver.

When we accomplish this, Coway will be born again as a 'more loving brand.'





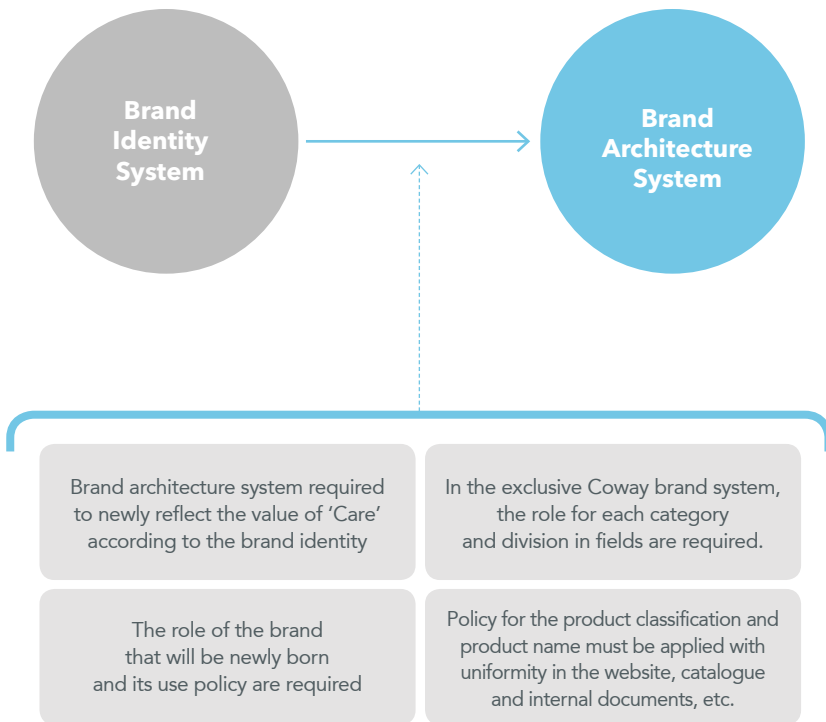
Coway Brand Architecture System

What is required for better
Coway brand management?



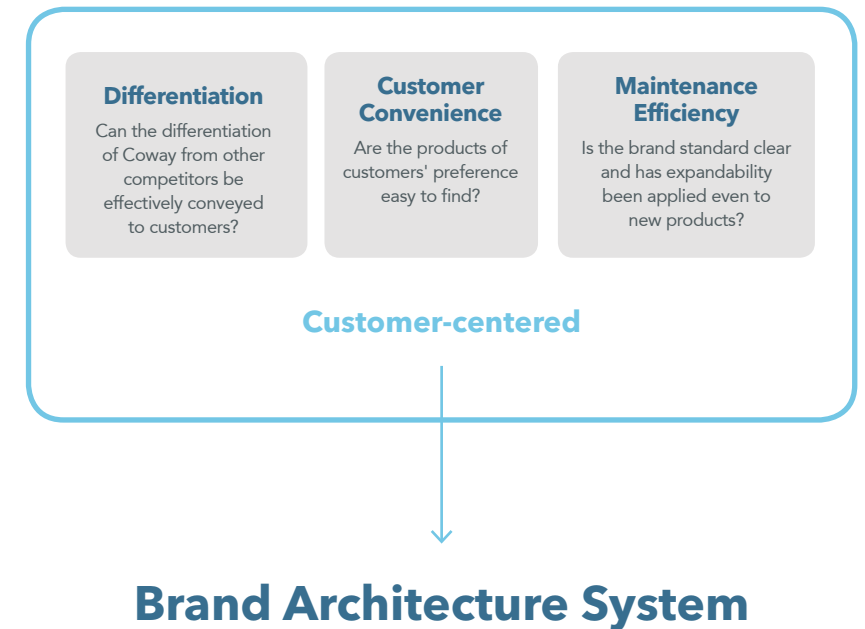
Purpose of reestablishing Brand Architecture System

The purpose is to enable customers to more easily and clearly understand the direction and the value of Coway by defining the relationship between our brands and their role and systemizing the structure.



Direction of establishing Brand Architecture System

Enabling efficient communication between the customers and Coway by informing customers about the information of products and services of Coway based on customers' need in order to reinforce the competitiveness of Coway.





Coway Brand Direction



Coway Brand Identity System



Coway Brand Architecture System



Brand Application

Coway Brand Architecture System

Essentially, Coway, is the company brand and also the master brand, and Coway's product groups are organized under four 'Care' categories for customers to experience more professional and systematic product and care service.

This means that customers will recognize the Coway brands as 'The Life Care Company', and have higher expectations.

Company brand/
Master brand

COWAY

Category

Water Care

Product & Care service improve the quality of life through clean and healthy water

Air Care

Product & Care service improve the quality of life through clean and healthy air

Body Care

Product & Care service enhance the quality of life by enabling a healthy and comfortable body condition

Sleep Care

Product & Care service improve the quality of life by providing a healthy and comfortable sleeping environment

Home Care

Product & Care service improve the quality of life through healthy and hygienic dietary and housing life

Product group

Water purifier

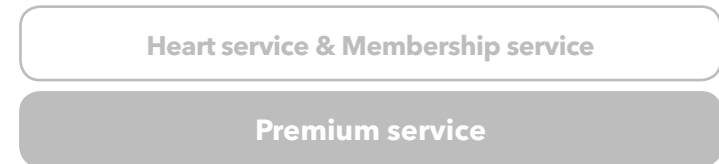
Air purifier
Air-conditioner
cleaning care

Bidet
Water softener
Clean washer
Health equipment

Mattress
Mattress care

Juicpresso
Electric range
Food waste disposal unit
Vacuum cleaner

Service



- * All categories must be applied the same in all media such as the website, catalogue, etc.
- * For details, please contact the Brand Strategy Team.



Application Guide

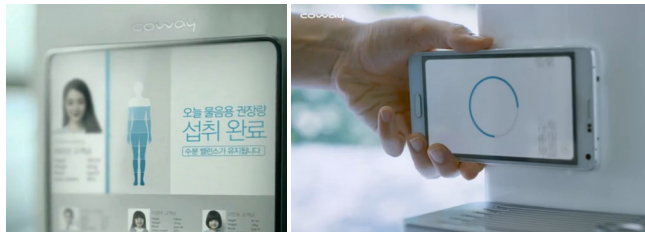
How should we think and act
in order to deliver the brand value
of Coway more effectively?



Product strategy
R&D
Design

Product transforms imagination into reality

Coway has always been creating things that did not exist in the past to change the world, therefore differentiated products are developed through new approaches and fresh perspectives. We always think from the customer's point of view in order to satisfy customer by experiencing new and unique value, and purchasing products which fulfil customers' needs.

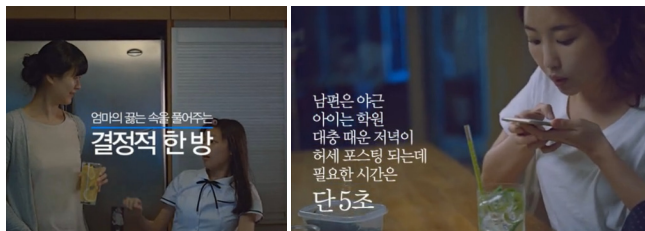


loCare product series launched to provide customized care service for customers

Marketing / PR

Creative message captivates the customer's imagination and senses

We enable to open the customers' mind to new value. Consistent messages are delivered to ensure Coway's brand name be easily associated. We continue the efforts with concept and theme for the customers to understand and empathize with our message.



Various storytelling campaigns based on customer insight to enable the customer to experience the brand and to feel its value

Sales/Service

We strive to provide the best customized experience for each customer

We must listen closely to the customers' voices in order to satisfy them in any process, from product purchase to maintenance and care service. As we represent the brand of Coway, we must approach customer with hospitality and sincerity for the customer to feel the brand personality of Coway.



Provide care service from the service expert for customer satisfaction and value creation

Overseas

Coway is increasing the quality of life for people around the world

Coway is renowned not only domestically, but also in many foreign countries. However, we need to professionally develop our brand competitiveness to secure the brand status of Coway in overseas. Localization policies must be applied appropriately without changes in consistent policy according to each country.

Expanded to Malaysia with a customized strategy through detailed analysis of the local culture and customs to record high sales growth rates



First water purifier in the industry to acquire a HALAL Certification



Brand FAQ

Why is a brand strategy required?

Q1.

Brand is the strength that motivates consumers. The brand image is formed by varied awareness and experiences of the consumer, and these experiences are mostly connected to the activities performed by the company. Therefore, we must direct and control the customer experience through brand strategy. Company-wide brand strategy must be established to increase the experiential value of Coway to the consumer, and to share the promise and direction of the brand.



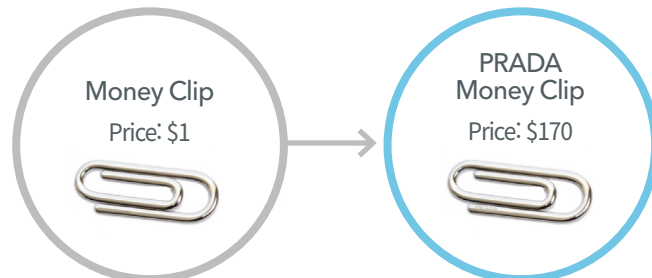
WY PHOTOS / Shutterstock.com

Anton_Ivanov / Shutterstock.com

What is the benefit when the brand value increases?

Q2.

Even with the same product and service, when there is a recognized brand, there is a special meaning granted to the consumer, and value is added through this brand recognition. When the brand value is formed and increased through this brand recognition, it is acknowledged as an intangible asset which not only has differentiated competitiveness, but also is set at a premium price, and even the brand loyalty is reinforced.



What is the difference between the company value system and brand identity system?

Q3.

Company value system is, the central core value system, the cardinal principle of the company and its business activities. Based on this system, the brand identity system was established, and in particular, the direction of expressing the brand to the consumer is included.

