



CREATIVE PLANNING & PRODUCING COMPANY

Introduction

Clients

Our Works

Contact

FER

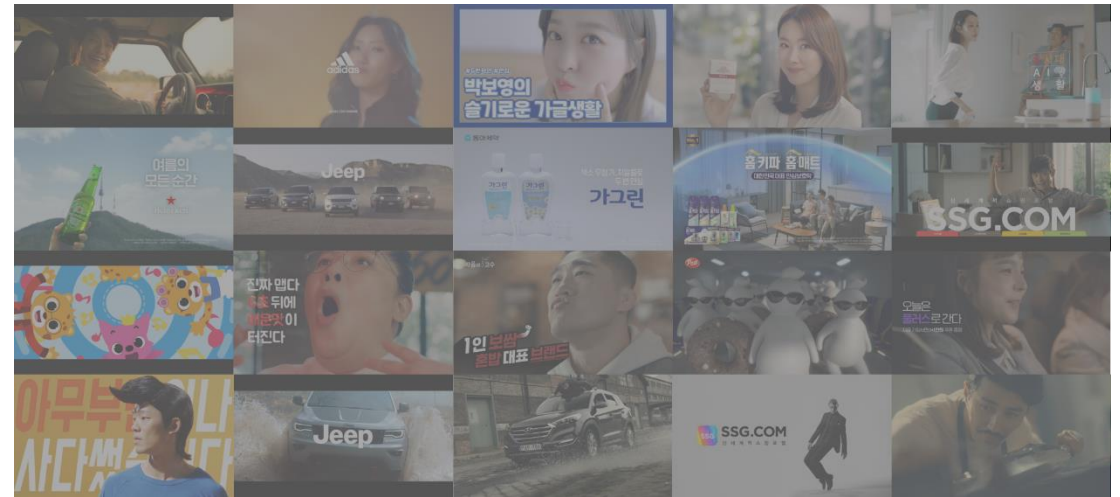
Introduction

페르 프로덕션는

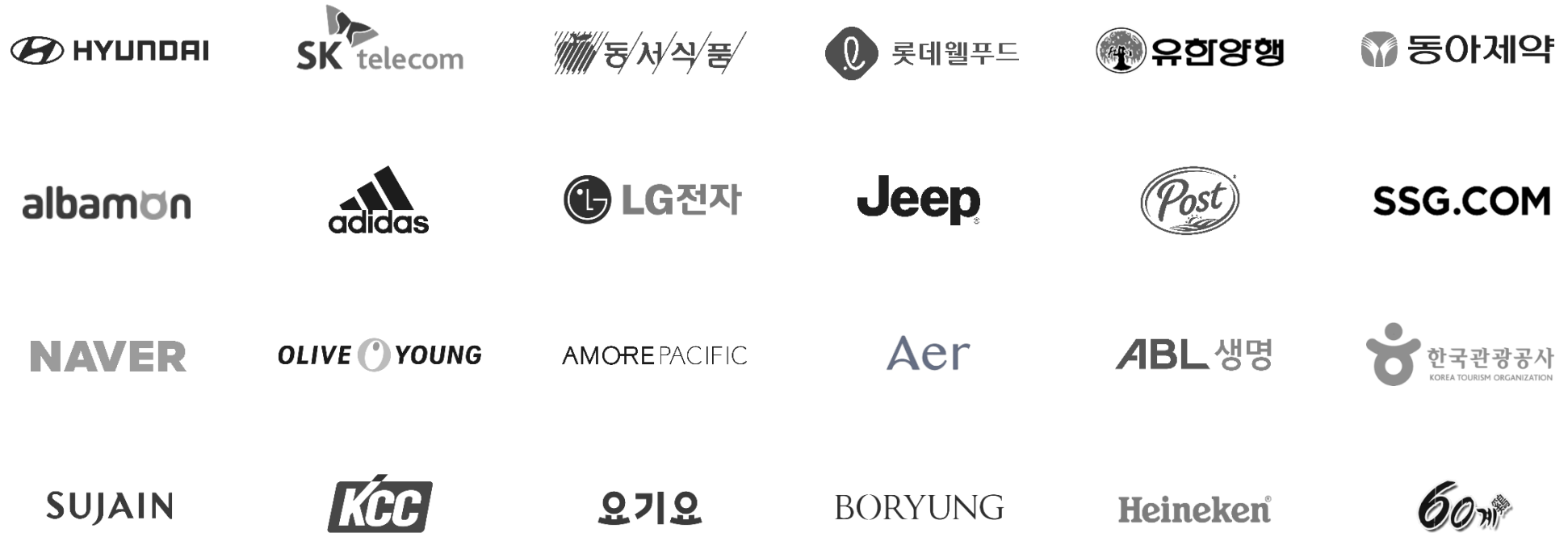
브랜드 캠페인 전략 수립부터 크리에이티브 기획까지 캠페인 전반의 Planning 서비스와 TVC, On-line Viral Film, Branded Contents, SNS Short-form Film 등 Commercial Film 전반의 Producing 서비스를 제공하는 Creative Planning & Producing Company입니다.

현대자동차, SK텔레콤, KCC, 유한양행 등 국내 유수의 대기업 브랜드와 하이네켄, 지프, 헨켈 등 글로벌 브랜드의 Commercial Film 기획, 제작을 맡아 돌출도와 완성도 높은 결과물들을 만들어 오며 빠르게 성장하고 있습니다.

광고주 또는 종합광고대행사와의 협업을 통한 온, 오프라인 캠페인 기획, 제작 뿐만 아니라 체계적인 광고대행 업무 지원을 받기 힘든 Start-up Brand의 Communication Consulting 및 Creative Directing 서비스 또한 제공하고 있습니다.



Clients



Our Works

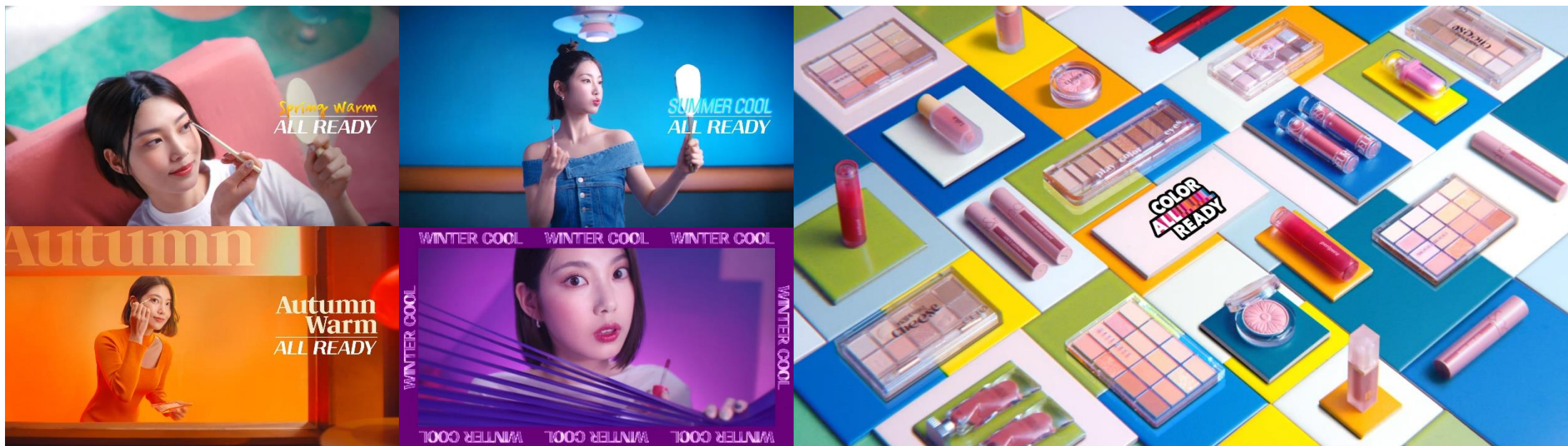
Recent Works



Play

■ CJ 올리브영 : COLOR ALL READY

Client 올리브영
Agency 스튜디오 빅베스

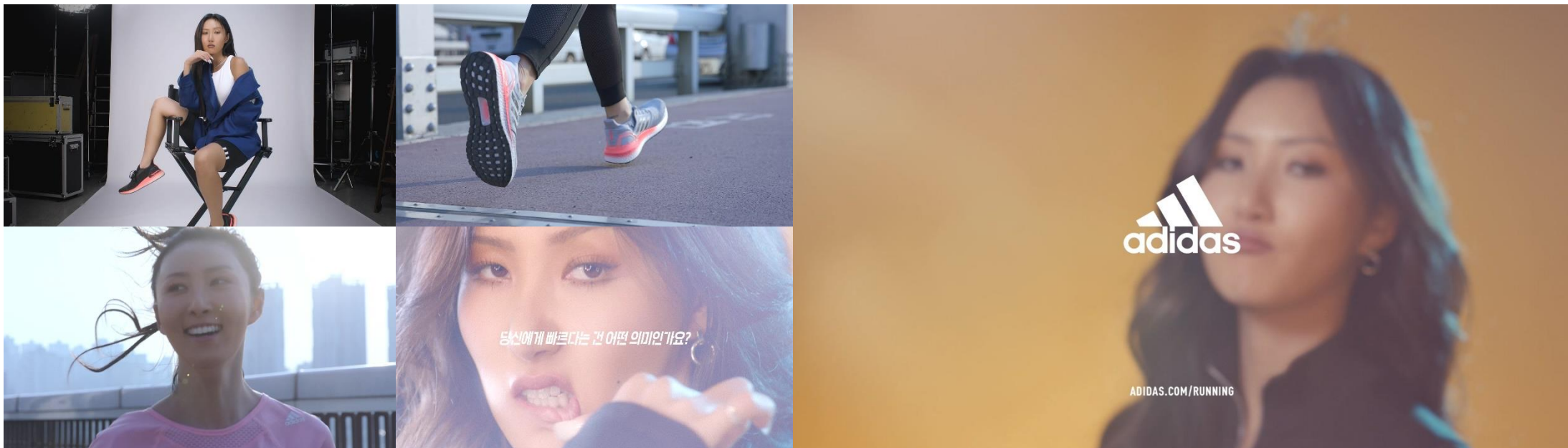


Our Works

Recent Works



Play



Adidas Running 화사보다 빠르게 화사

Client Adidas Korea

Agency Coinside

Our Works

Recent Works



Play



■ 동아제약 : 가그린 박보영의 슬기로운 가글생활(Full Version)

Client 동아제약

Agency MATE COMMUNICATIONS



Our Works

Recent Works



Play

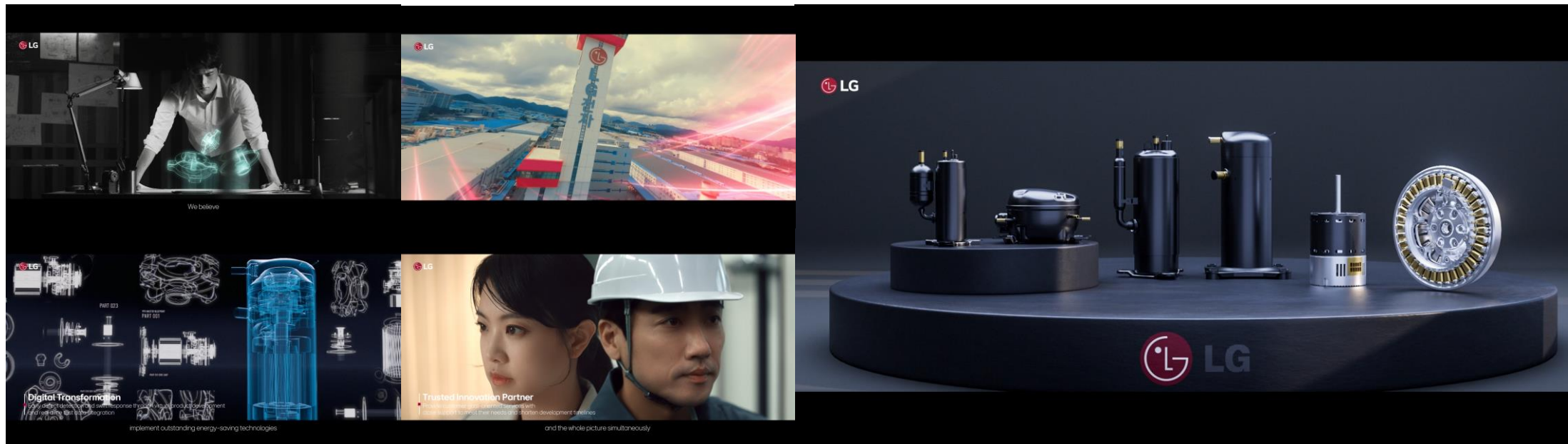


Our Works

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Play



LG ECS 광고

Client LG ECS
Agency HS Ad

Recent Works



Client LG CIC
Agency DDB Korea



Our Works

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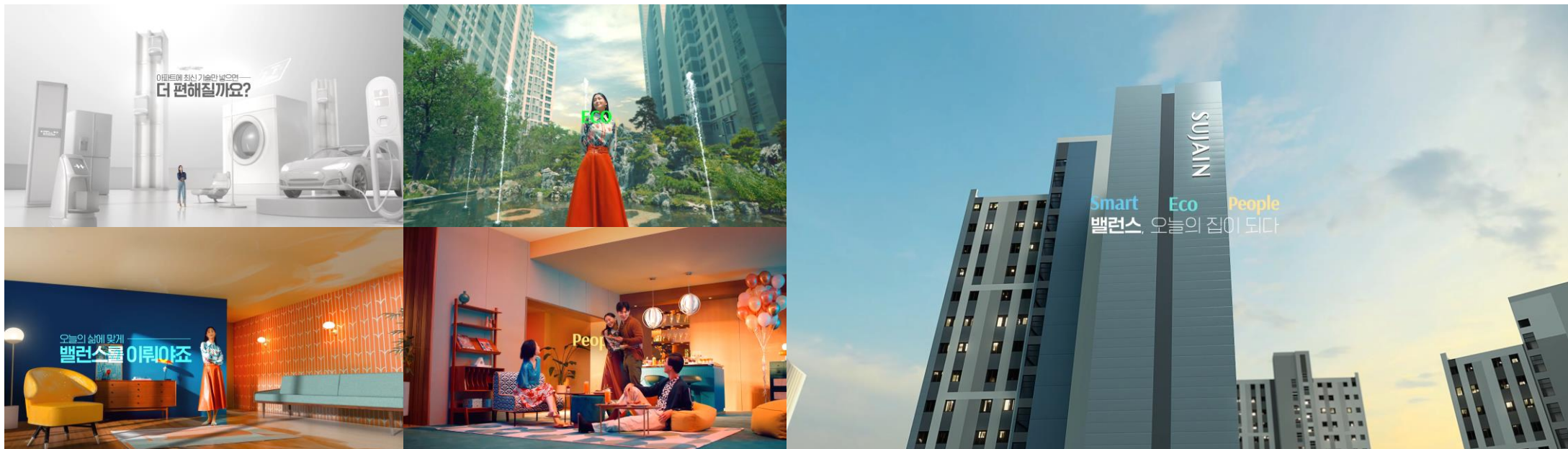


Play

한양 수자인 : 밸런스, 오늘의 집이 되다편 (30s)

Client ㈜ 한양

Agency DDB KOREA



Our Works

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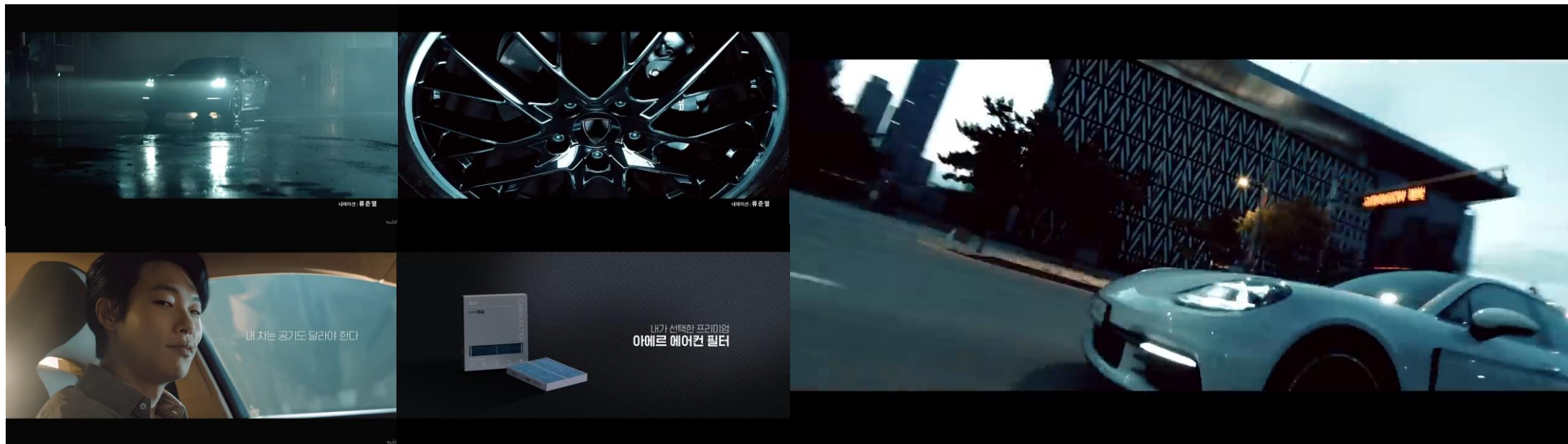


Play

■ 아에르 : 내차는 소중한니까 류준열편 (30s)

Client ㈜ 씨앤티스 성진

Agency MATE COMMUNICATIONS



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Play

■ 아에르 : 내차는 소중한니까 왕지원편 (30s)

Client ㈜ 씨앤티스 성진

Agency MATE COMMUNICATIONS



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Play



한국관광공사 : 한국5대거점도시_awesome편 (Digital)

Client 한국관광공사

Agency CJ ENM

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Play



■ 한국관광공사 : 한국5대거점도시_youth편 (Digital)

Client 한국관광공사

Agency CJ ENM



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Play

▮ 알바몬 : 편의점 알바편

Client 알바몬

Agency MATE COMMUNICATIONS



Our Works

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Play

▮ 알바몬 : 옷가게 알바편

Client 알바몬

Agency MATE COMMUNICATIONS



Our Works

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Play



알바몬 : 주차알바편

Client 알바몬

Agency MATE COMMUNICATIONS

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Play



알바몬 : 배달알바편

Client 알바몬

Agency MATE COMMUNICATIONS

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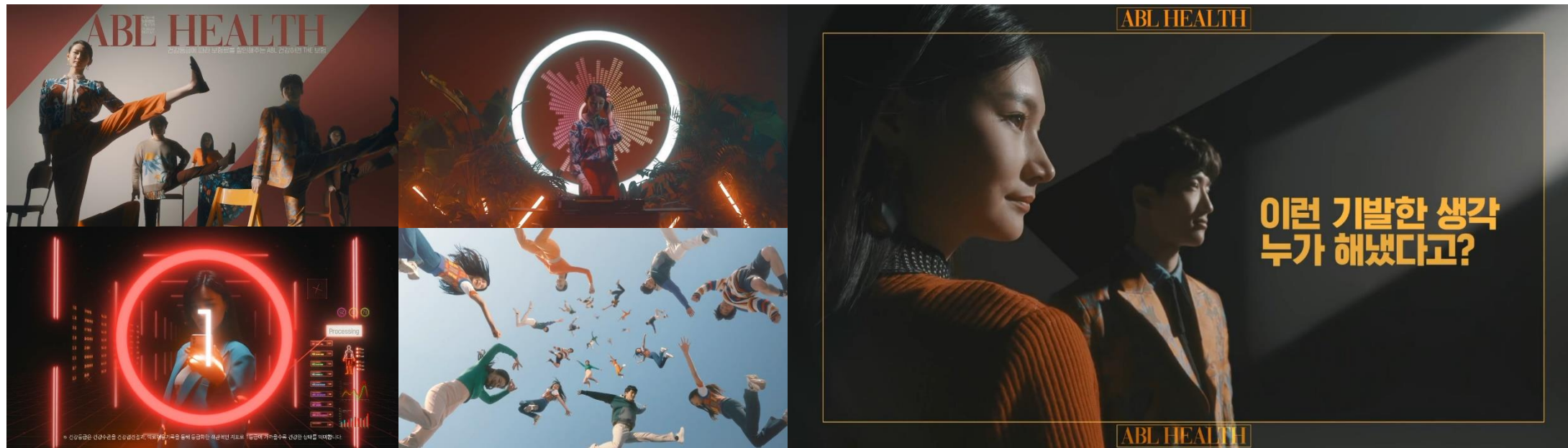


Play

■ ABL생명 : 건강할수록 더 할인편 (Full)

Client 에이비엘생명보험

Agency CJ ENM



Our Works

Recent Works



Play



SK텔레콤 : 초시대 AI 생활 NUGU Inside_T map 편

Client SK텔레콤

Agency MATE COMMUNICATIONS

Our Works

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Play



SK텔레콤 : 초시대 AI 생활 NUGU Inside_B tv 편

Client SK텔레콤

Agency MATE COMMUNICATIONS

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Play



SK텔레콤 : 초시대 AI 생활 NUGU Inside_B tv 편

Client SK텔레콤

Agency MATE COMMUNICATIONS

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Play



홈키파 홈매트 박수말고 홈매트 캠핑+집안

Client Henkel Homecare Korea

Agency MATE COMMUNICATIONS

Our Works

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Play



홈키파 홈매트 박수말고 홈매트 헬스장+집안

Client Henkel Homecare Korea

Agency MATE COMMUNICATIONS

Our Works

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Play



포스트 오레오오즈 : 2016 포스트 오레오 오즈 광고 TVCF 30s / 환상적인 맛남

Client 동서식품

Agency MATE COMMUNICATIONS

Our Works

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Play

포스트 홀릭하신분의 추천, 언제나 우리 곁에 포스트 콘푸라이트 (20s)

Client 동서식품

Agency MATE COMMUNICATIONS



Our Works

Recent Works



Play



포스트 콘푸라이트 변함없이 건강한 아침편 (20s)

Client 동서식품

Agency MATE COMMUNICATIONS

Our Works

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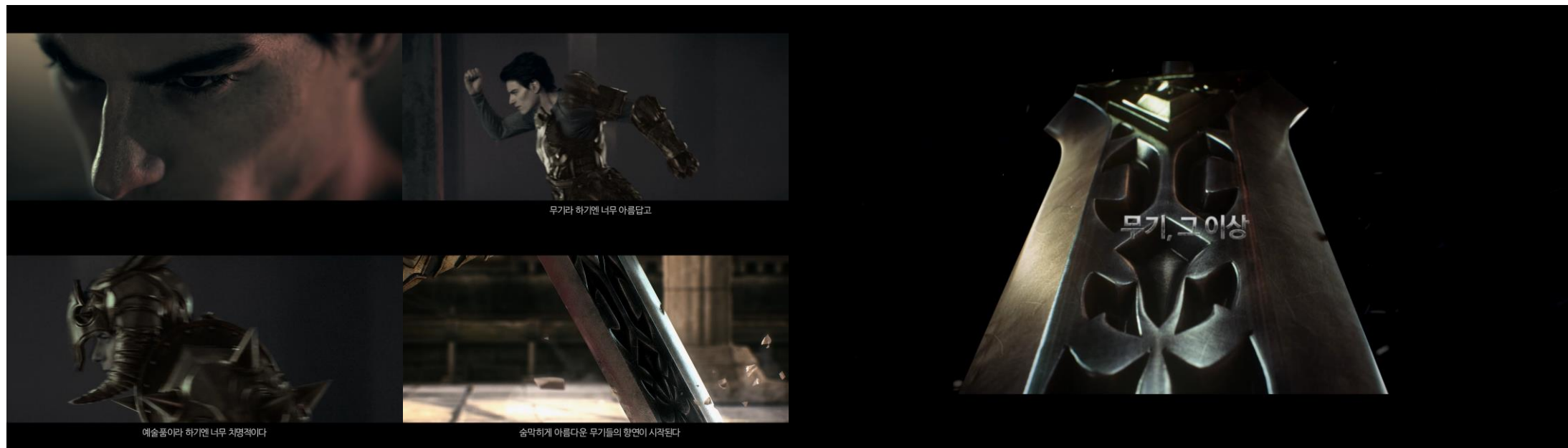


Play

RAVEN : 런칭 캠페인_무기

Client Naver Game

Agency MATE COMMUNICATIONS



Our Works

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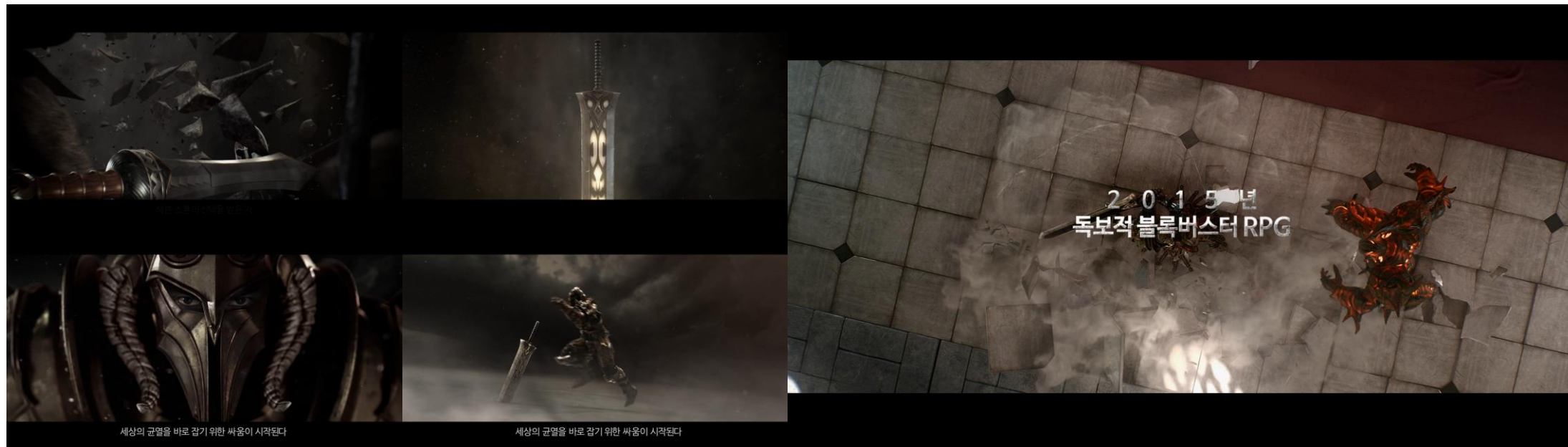


Play

RAVEN : 런칭 캠페인_세계관

Client Naver Game

Agency MATE COMMUNICATIONS



Our Works

Past Works



Play



RAVEN : 본편_차승원

Client Naver Game

Agency MATE COMMUNICATIONS

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Play



RAVEN : 본편_유인나

Client Naver Game

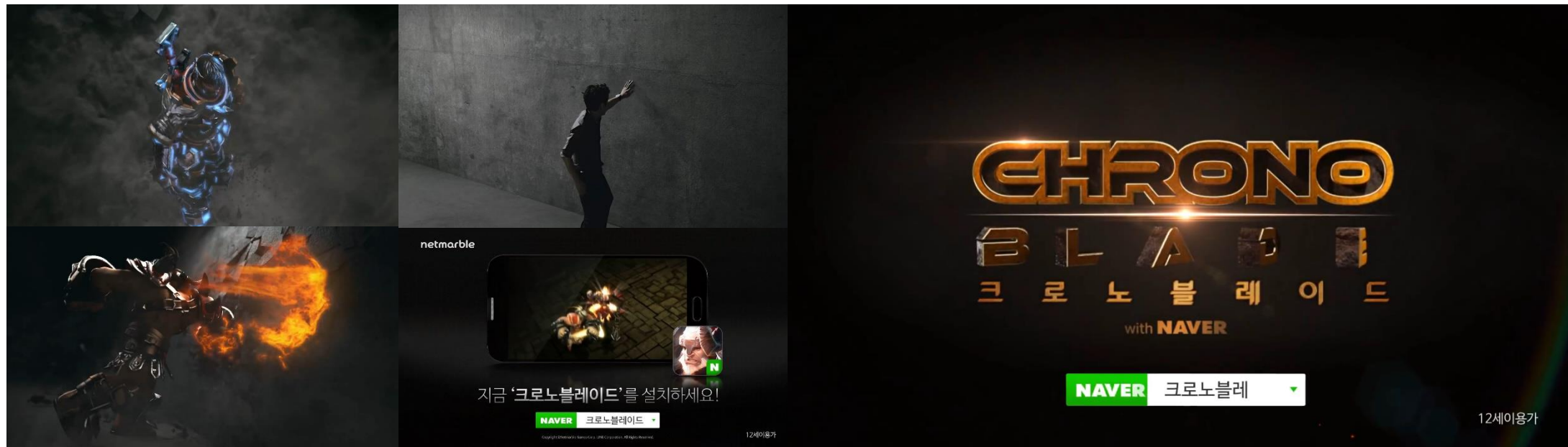
Agency MATE COMMUNICATIONS

Our Works

Recent Works



Play



■ [크로노블레이드 with NAVER] TVCF 공개! -액션편 30s (TVC)

Client Naver Game

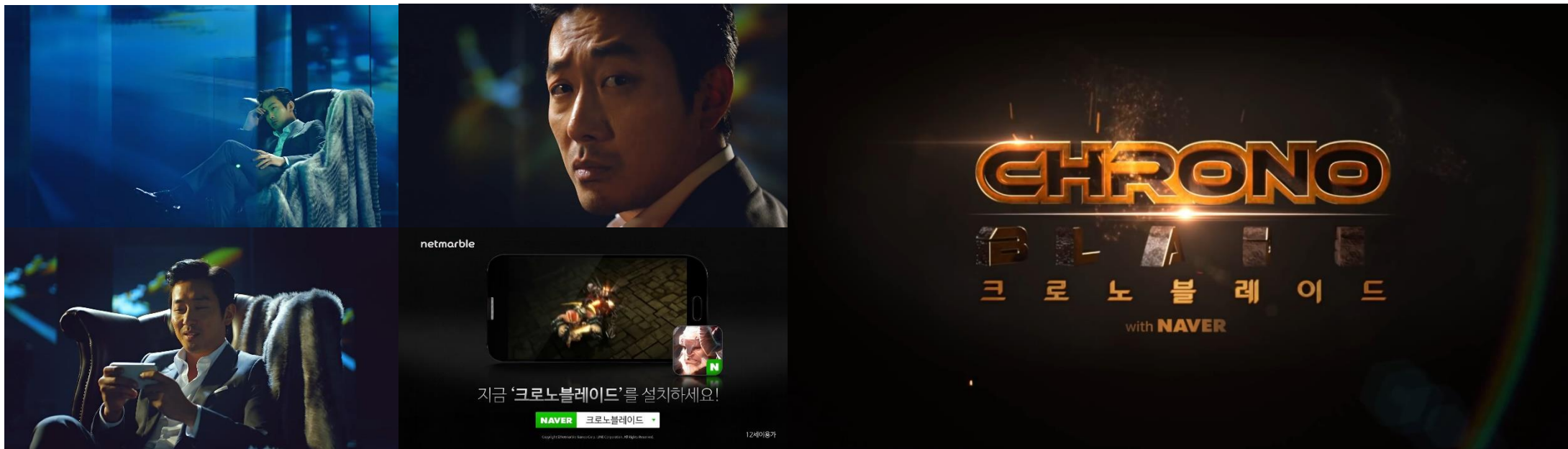
Agency MATE COMMUNICATIONS

Our Works

Recent Works



Play



■ [크로노블레이드 with NAVER] TVCF 공개! -거장,하정우편 30s (TVC)

Client Naver Game

Agency MATE COMMUNICATIONS

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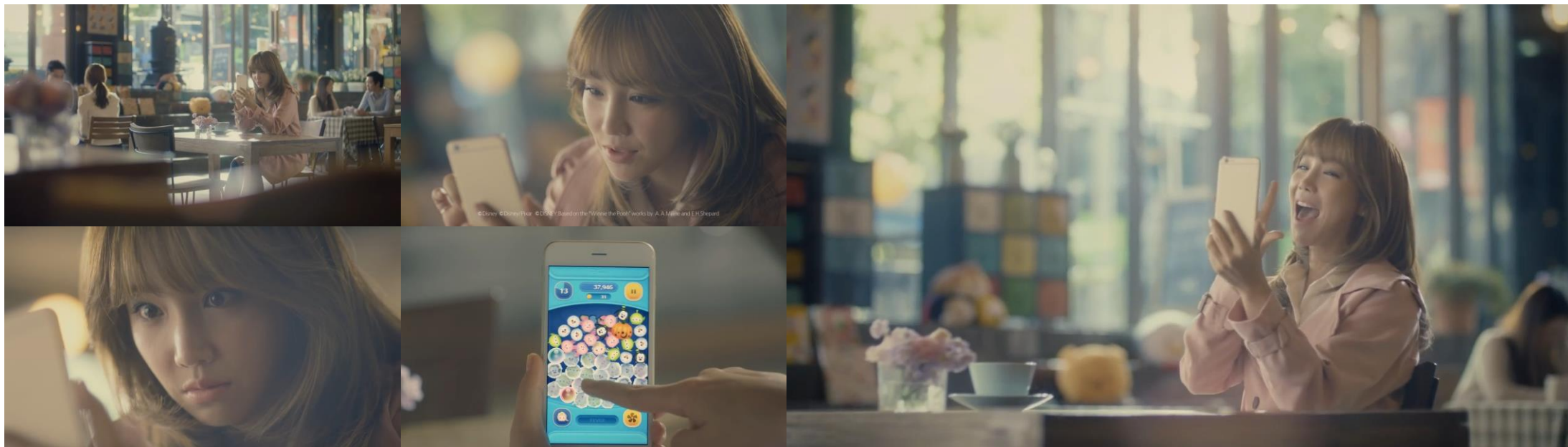


Play

라인 디즈니 쓱쓱

Client Naver Game

Agency MATE COMMUNICATIONS



Our Works

Past Works



Play

■ 요기요 : 클린 리뷰

Client 요기요

Agency MATE COMMUNICATIONS



Our Works

Past Works



Play

■ 요기요 : Top10 메뉴

Client 요기요

Agency MATE COMMUNICATIONS



Our Works

Past Works



Play

어떤 음식점에서 시켜도
포인트가 한 곳에 쌓인다면

주문이 더 즐거워 집니다

주문이 더 즐거워 집니다
더 맛있어 집니다

최대 4% 적립되고
자유롭게 사용하는
요기요 통합 포인트

구분	적립액	잔액
주문 적립 (1인기준)	1,000원	17,000원 사용 가능
주문 적립 (최대 4% 적립)	900원	17,000원 사용 가능
주문 적립 (할인금액)	1,000원	16,000원 사용 가능
결제 시 사용 (가장 최우선)	3,500원	16,000원 사용 가능
주문 적립 (할인금액)	700원	16,000원 사용 가능

요기요 : 통합포인트

Client 요기요

Agency MATE COMMUNICATIONS

Past Works



Client 배달통
Agency MATE COMMUNICATIONS



Our Works

Past Works



Play



■ 요기요 하우스 : 티저 (Digital)

Client 요기요

Agency MATE COMMUNICATIONS

Our Works

Past Works



Play

SSG닷컴 : 런칭캠페인_구두와 한우 (서울영상광고제 SILVER)

Client SSG닷컴

Agency MATE COMMUNICATIONS



Our Works

Past Works

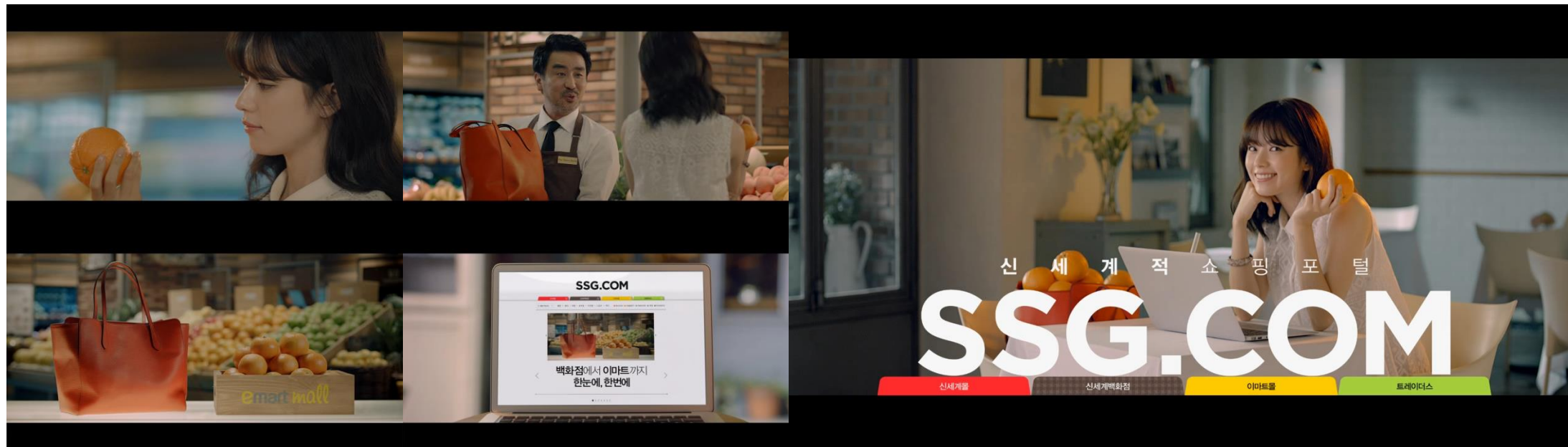


Play

SSG닷컴 : 런칭캠페인_오렌지와 명품백 (서울영상광고제 SILVER)

Client SSG닷컴

Agency MATE COMMUNICATIONS



Our Works

Recent Works

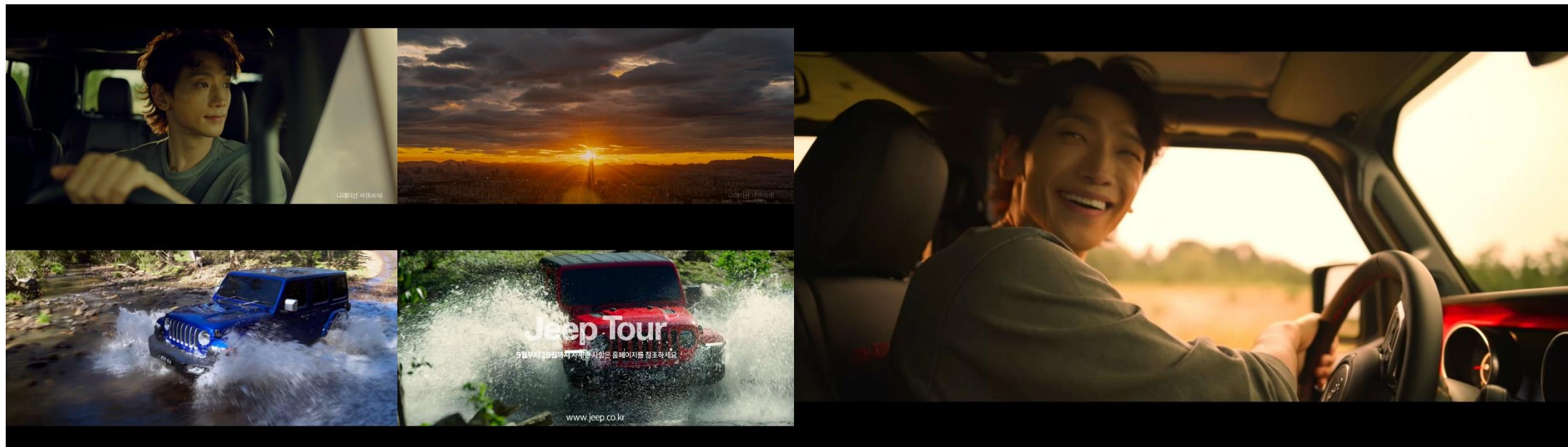


Play

Jeep Windows of a Jeep with RAIN [Adaptation]

Client JEEP KOREA

Agency Overman



Our Works

Recent Works



Play

Jeep CHEROKEE FAMILY SALE [Adaptation]

Client JEEP KOREA

Agency Overman



Our Works

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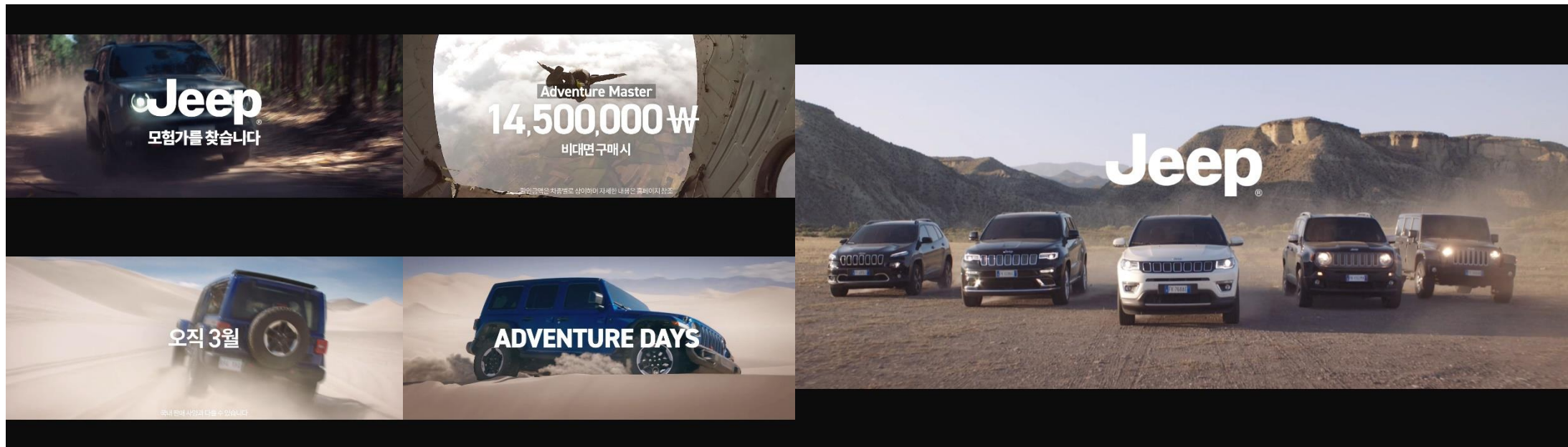


Play

Jeep ADVENTURE DAYS 3월 지프가 모험가를 찾습니다 [Adaptation]

Client JEEP KOREA

Agency Overman



Our Works

Recent Works

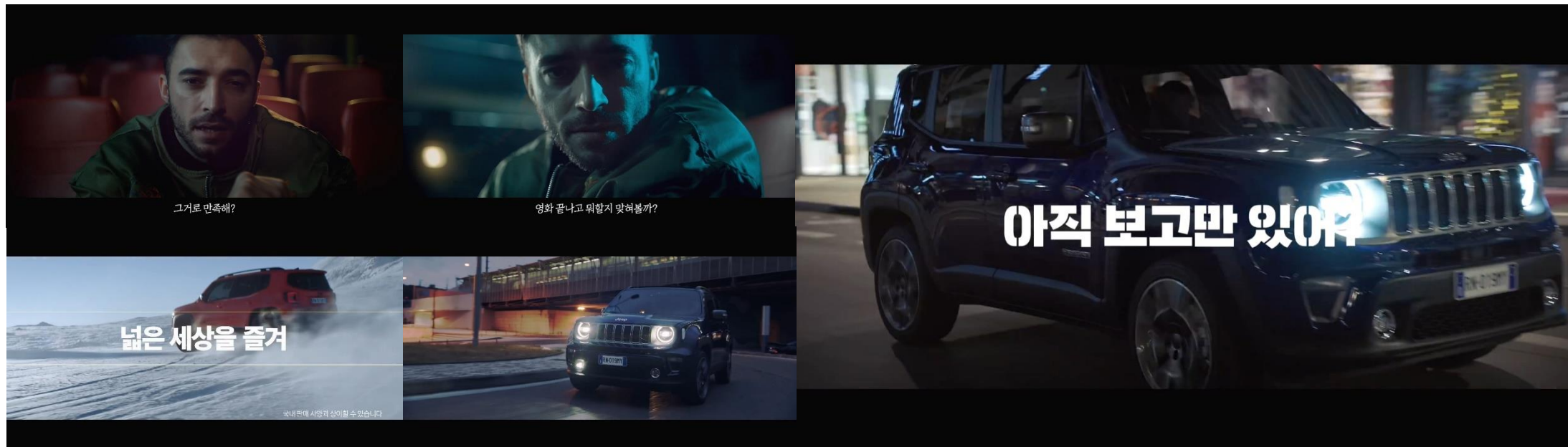


Play

Jeep Renegade 1.6 TD Launch! [Adaptation+촬영]

Client JEEP KOREA

Agency Overman



Our Works

Recent Works



Play



Adidas Running 혼자보다 빠르게 아디다스 러너스 서울

Client Adidas Korea

Agency Coinside

Our Works

Recent Works



Play



■ 바이탈뷰티 : 슈퍼콜라겐 에센스편 (15s)

Client 아모레퍼시픽
Agency 스튜디오빅배스



Our Works

Recent Works



Play



■ 바이탈뷰티 : 슈퍼콜라겐 에센스편 (Digital)

Client 아모레퍼시픽
Agency 스튜디오빅배스



Our Works

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Play



불스원 크리스탈코트 플러스 택이의 자연인 서바이벌편 (Digital)

Client 불스원
Agency TMCK



Our Works

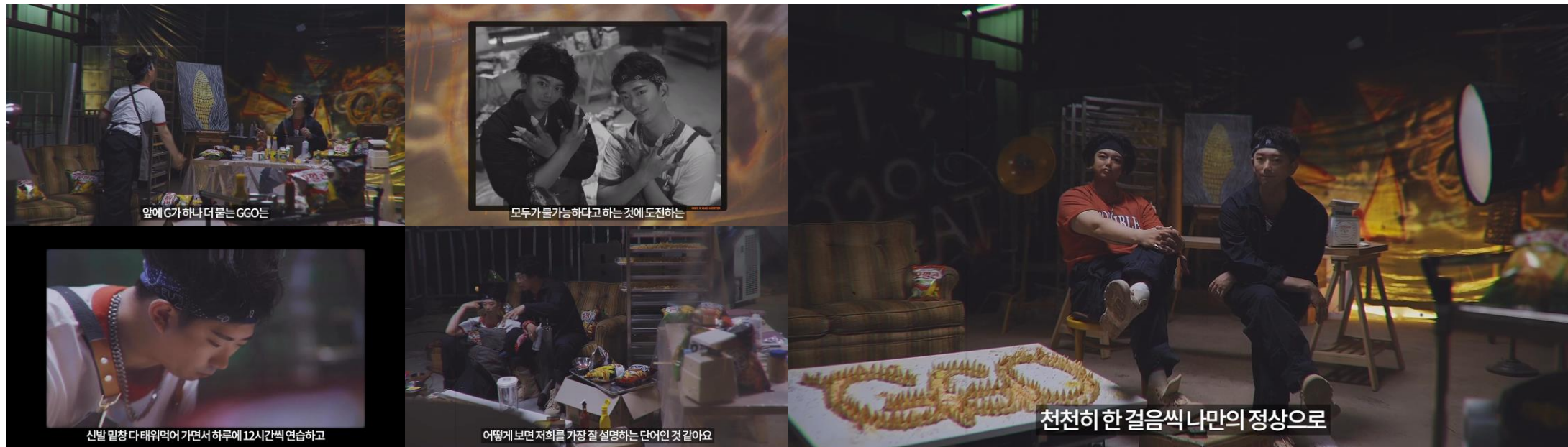
Recent Works



Play

LOTTE 꼬깔콘 꼬깔콘 X 매드몬스터 LET'S GGO EAT편 (Digital)

Client 롯데제과
Agency 대홍기획



Our Works

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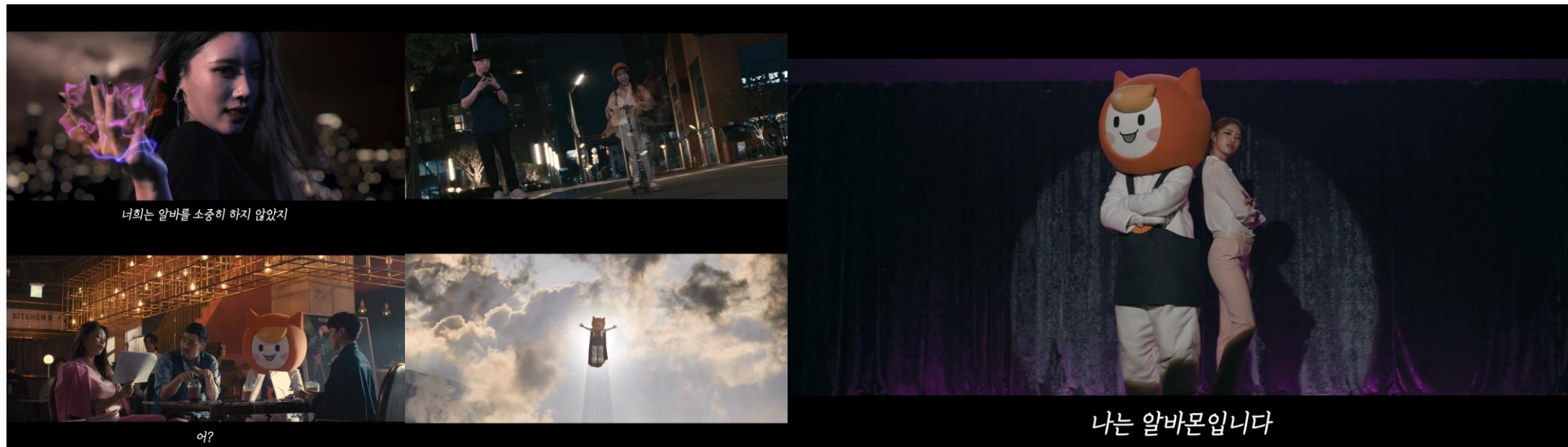


Play

알바몬 : 알바가 사라진 날편

Client 알바몬

Agency MATE COMMUNICATIONS



Our Works

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Play



■ SK텔레콤 : 누구 미니_민트 (Digital)

Client SK텔레콤

Agency MATE COMMUNICATIONS

Our Works

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Play



■ SK텔레콤 : 누구 미니_핑크 (Digital)

Client SK텔레콤

Agency MATE COMMUNICATIONS

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Play



SK텔레콤 : 누구 미니_바이올렛 (Digital)

Client SK텔레콤

Agency MATE COMMUNICATIONS

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Play



■ 싸움의 고수 김동현 장난아니고 보쌈이 5,800원! 1편 (Digital)

Client ㈜란체스터에프앤비

Agency ive Communications

Our Works

Recent Works



Play



■ 싸움의 고수 김동현 장난아니고 보쌈이 5,800원! 2편 (Digital)

Client ㈜란체스터에프앤비

Agency ive Communications

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Play



HEINEKEN : 여름의 모든 순간_Day

Client Heineken Korea

Agency Welcomm Publicis Worldwide

Our Works

Recent Works



Play

HEINEKEN : 여름의 모든 순간_Night

Client Heineken Korea

Agency Welcomm Publicis Worldwide



Our Works

Recent Works



Our Works

Recent Works



Play



POOLUS 피곤한 오늘은 풀러스로 간다! (Digital)

Client Poolus

Agency Adqua Interactive

Our Works

Recent Works



Play

POOLUS 곤란한 오늘은 풀러스로 간다! (Digital)

Client Poolus

Agency Adqua Interactive



Our Works

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Play



유한양행 : 엘레나 여성을 위한 멀티 유산균

Client 유한양행

Agency SPECIAL CHEMISTRY

Our Works

Recent Works



Play

좋은 부탄 : 괴짜가족 (Digital)

Client OJC

Agency Trophy Marketing Communications



Our Works

Recent Works



Play



60계 치킨 : 60초 뒤에 진짜 매운 6초 치킨

Client (주)장스푸드

Agency Gran Monster

Our Works

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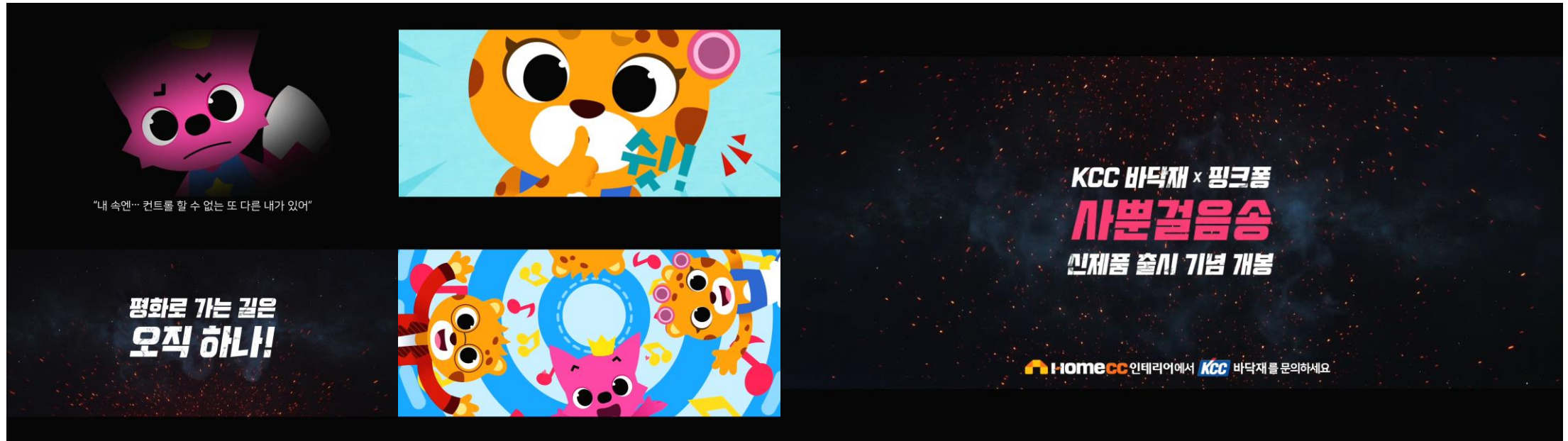


Play

■ KCC : KCC바닥재 x 핑크퐁, 흥간소음 안심 '사뿐 걸음 송' (Digital)

Client KCC

Agency Welcomm Publicis Worldwide



Our Works

Past Works



Play



SSG닷컴 : VIRAL 캠페인_블랙수트와 한우 (Digital)

Client SSG닷컴

Agency MATE COMMUNICATIONS

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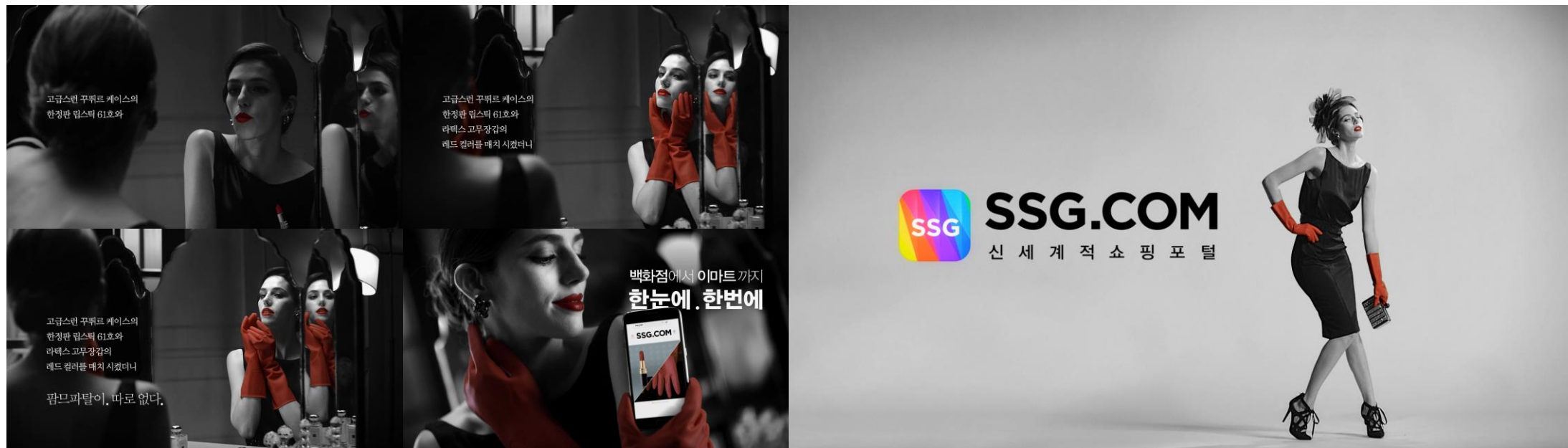


Play

SSG닷컴 : VIRAL 캠페인_립스틱과 고무장갑 (Digital)

Client SSG닷컴

Agency MATE COMMUNICATIONS



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Play

SSG닷컴 : VIRAL 캠페인_페도라와 은갈치 (Digital)

Client SSG닷컴

Agency MATE COMMUNICATIONS



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Play



SSG닷컴 : VIRAL 캠페인_쇼퍼백과 대파 (Digital)

Client SSG닷컴

Agency MATE COMMUNICATIONS

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Play

현대자동차 헤리티지 캠페인

Client HYUNDAI MOTORS

Agency 메이트

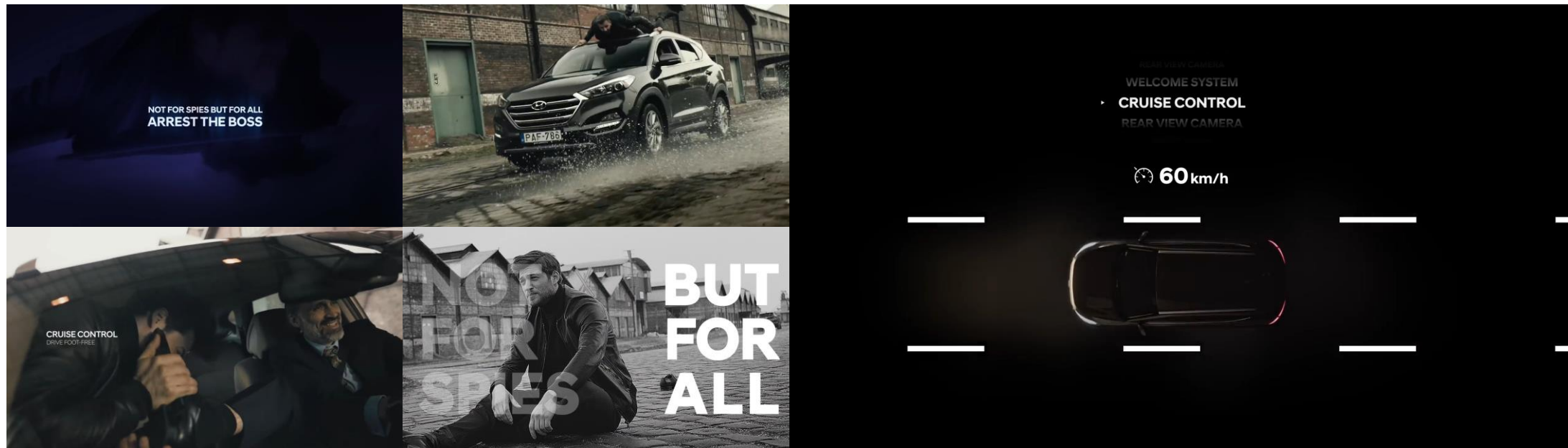


Our Works

Recent Works



Play



현대자동차 월드와이드 : NOT FOR SPY, BUT FOR ALL_Cruise Control (Digital)

Client HYUNDAI MOTORS WORLDWIDE

Agency 오늘은 맑음

Our Works

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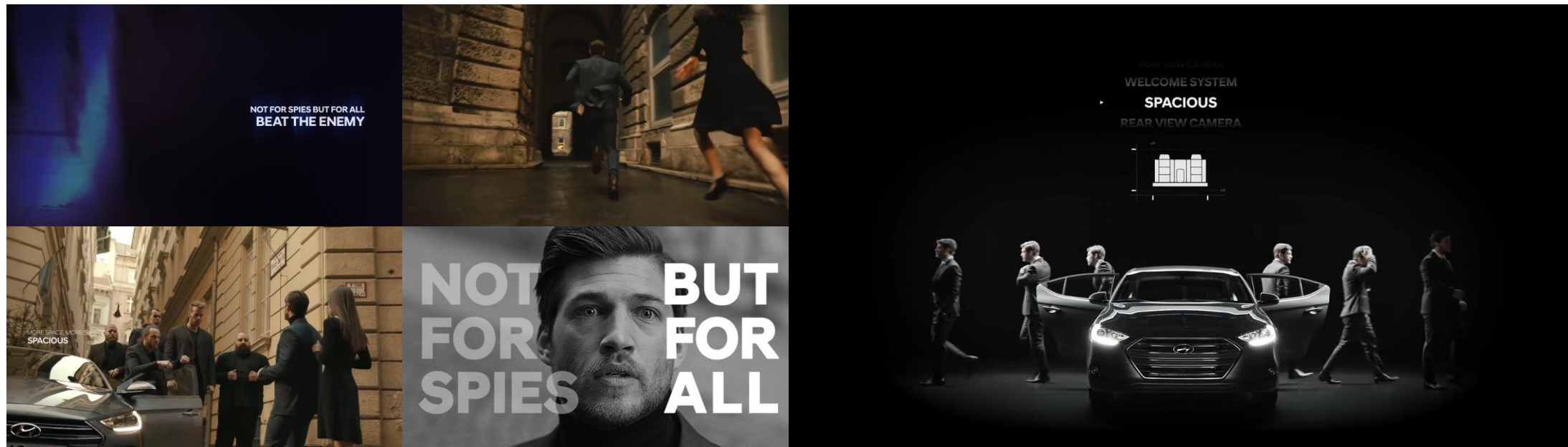


Play

현대자동차 월드와이드 : NOT FOR SPY, BUT FOR ALL_Spacious (Digital)

Client HYUNDAI MOTORS WORLDWIDE

Agency 오늘은 맑음



Our Works

Recent Works

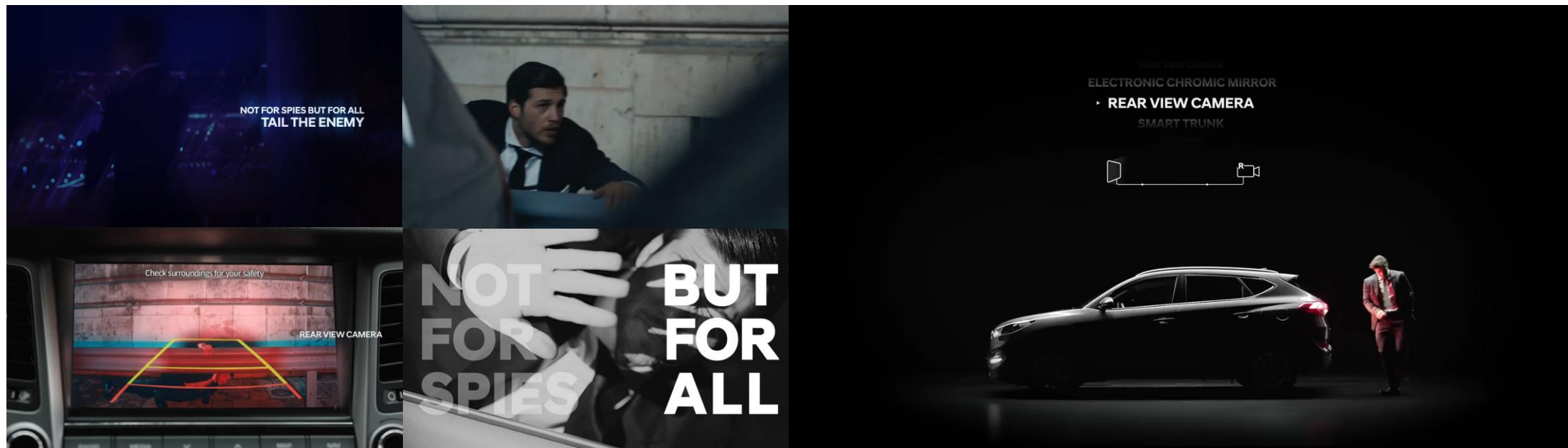


Play

현대자동차 월드와이드 : NOT FOR SPY, BUT FOR ALL_Rear View Camera (Digital)

Client HYUNDAI MOTORS WORLDWIDE

Agency 오늘은 맑음



Our Works

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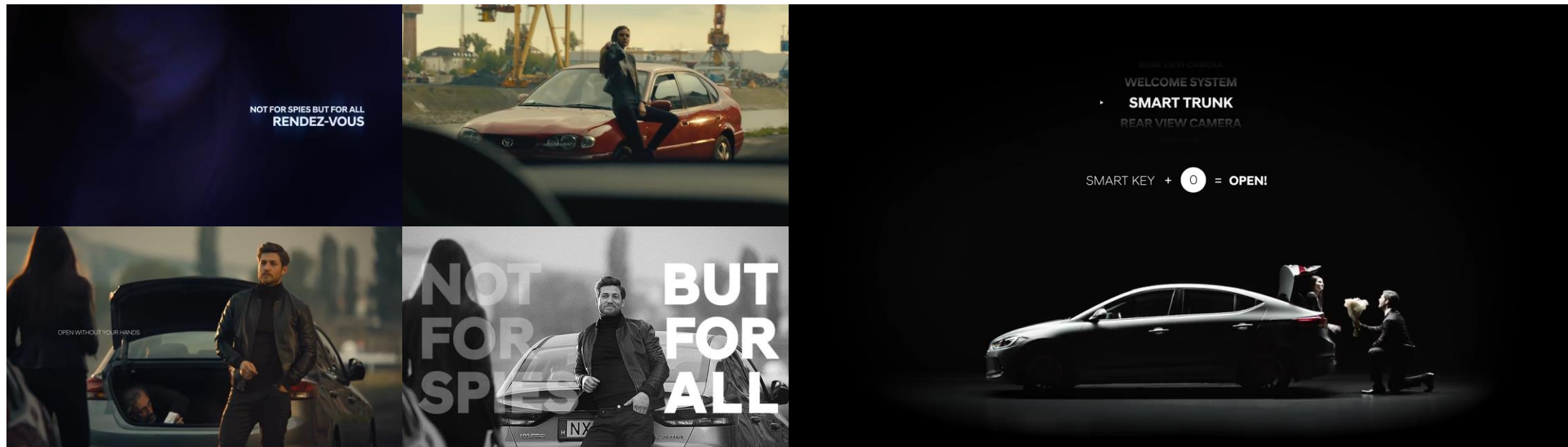


Play

현대자동차 월드와이드 : NOT FOR SPY, BUT FOR ALL_Smart Trunk (Digital)

Client HYUNDAI MOTORS WORLDWIDE

Agency 오늘은 맑음



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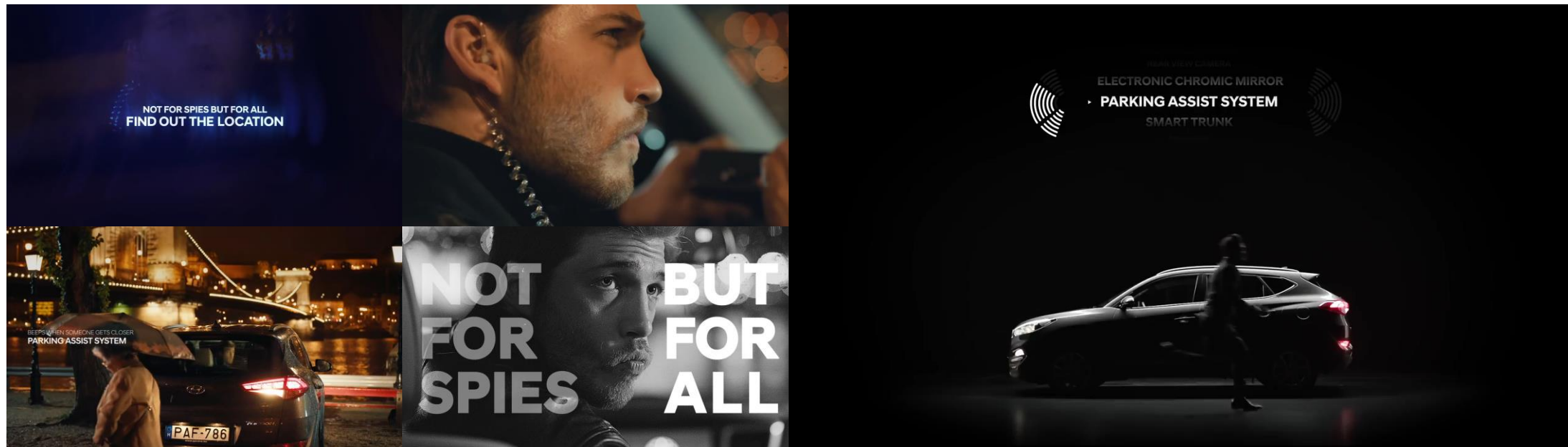


Play

■ 현대자동차 월드와이드 : NOT FOR SPY, BUT FOR ALL_Parking Assist System (Digital)

Client HYUNDAI MOTORS WORLDWIDE

Agency 오늘은 맑음



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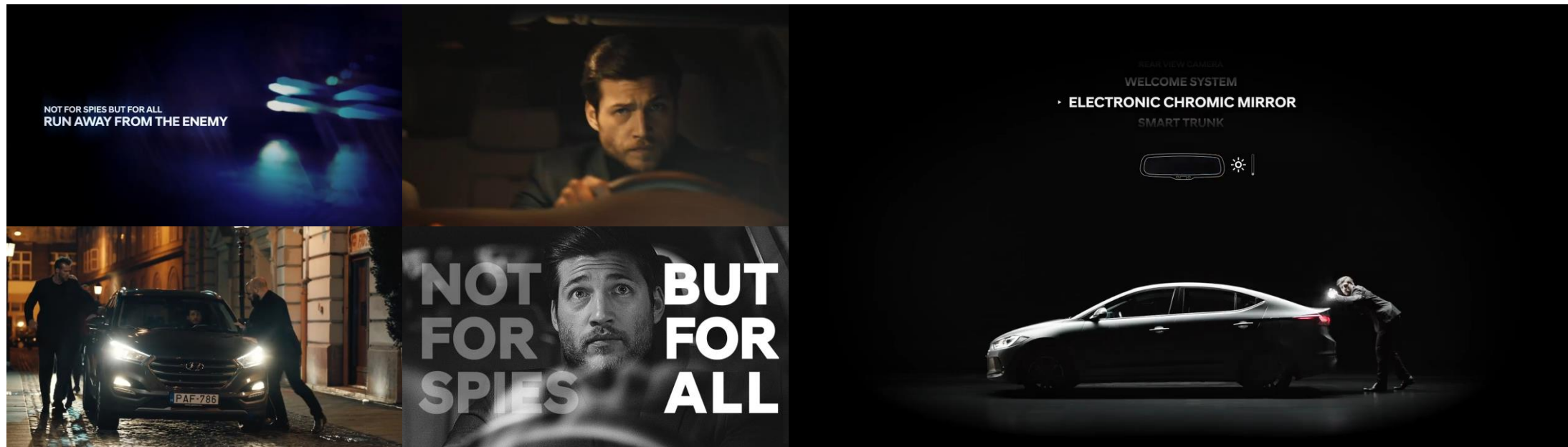


Play

현대자동차 월드와이드 : NOT FOR SPY, BUT FOR ALL_ECM (Digital)

Client HYUNDAI MOTORS WORLDWIDE

Agency 오늘은 맑음



Our Works

Past Works

■ Mustang: Cowboy Meets Guru (Digital)

Client Mustang
Agency Prodigium



Our Works

SNS SHORT-FORM FILM



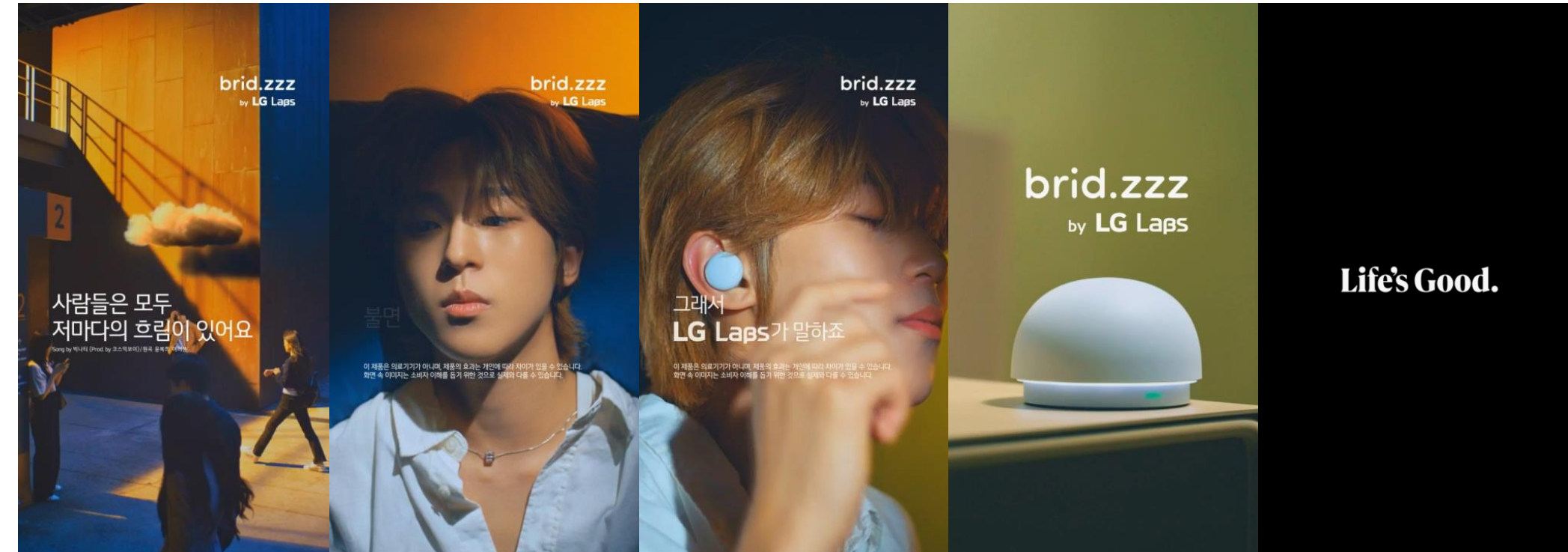
동서 한잔용 옥수수차 Short-Form Film

Client 동서

Agency 디메이트 커뮤니케이션

Our Works

SNS SHORT-FORM FILM



LG CIC 브리즈 유튜브 Shorts

Client LG CIC
Agency DDB Korea

Our Works

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■ 동아제약 : 가그린 박보영의 슬기로운 가글생활 Short-Form

Client 동아제약

Agency MATE COMMUNICATIONS



Our Works

SNS SHORT-FORM FILM



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■ 허니버터칩(허비) : 허니버터칩 Reels 영상 & 인스타그램 콘텐츠

Client 해태제과



Our Works

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포키 & 프리츠 : Pocky & Pretz Reels 영상 & 인스타그램 콘텐츠

Client Pocky Korea



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■ **보노스프 : 보노스프 Reels 영상 & 인스타그램 콘텐츠**

Client AJINOMOTO



Our Works

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■ 혼다시 : 혼다시 Reels 영상 & 인스타그램 콘텐츠

Client AJINOMOTO



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AGF : AGF 프리미엄 드립커피 Reels 영상 & 인스타그램 콘텐츠

Client AJINOMOTO



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■ 가리모쿠 : 가리모쿠 Korea Reels 영상 & 인스타그램 콘텐츠

Client KARIMOKU FURNITURE KOREA INC



Contact

FER
주식회사 페르

서울특별시 강남구 영동대로 602, 6층

T +82 10 3455 5542

e-Mail ferepd27@gmail.com

