



Korean Brand Awards

코리안 브랜드 대상

Korean Brand Awards · Top CEO Awards · Consumer Satisfaction Awards

Organised by The Korean Today Global

WHY

Brand awards have long been called “prizes you simply pay for”

That suspicion is fair. Too many awards keep their criteria hidden, reveal the price only at the end, and keep the money even when a company is not selected.

Seventeen years ago we were on the receiving end. We paid ₩2.5 million per award to two different outlets — ₩5 million in total.

We kept the trophies. We also learned exactly what that sum means to a small company.

— SmileStory Inc. · The Korean Today Global

So the Korean Brand Awards **publishes its criteria and its prices before you apply**, and **refunds the full fee if you are not selected**. The prices are printed in this guide.

OUR PROMISE

Three things stated up front

01

Criteria published

We publish what we assess and what disqualifies an applicant before you apply. Judging is relative within each industry, so a smaller company is not pushed aside by scale alone.

02

Prices published

No advertising fee, no sponsorship fee, nothing billed on top of the assessment fee. Every price is printed inside this guide.

03

Full refund if not selected

If the committee does not select you, the fee is returned in full. The refund is how we make it clear that the award is not for sale.

We are a registered press outlet. Award coverage is not outsourced to another publication —

The Korean Today writes and publishes it directly.

CATEGORIES

Three award categories

You may apply for more than one. The fee is multiplied by the number of categories.



Korean Brand Awards

Assesses the recognition and trust a brand has built in its market, and its sustained growth. Judged within your industry, so you are not compared against large conglomerates.



Top CEO Awards

Assesses the person rather than the company — leadership, decisions, results delivered through the organisation, and contribution to the industry and community.



Consumer Satisfaction Awards

Centres on how customers actually rate you: repeat purchase, reviews, complaint handling and improvements made at the point of service.

HOW WE JUDGE

What the committee looks at

- ✓ **Relative to your industry** — manufacturing and restaurants, clinics and software are not measured on one scale.
- ✓ **Evidence-based** — decisions rest on the material you submit, not on reputation or impression.
- ✓ **Committee per category** — each category has its own committee, and both the review and the article are issued in its name.

You will not be selected if

- ✗ the submission is thin or cannot be verified
- ✗ the category does not match your actual business
- ✗ there is a record of consumer harm or legal violation
- ✗ you fall short of the criteria within your industry

Gambling and gaming-machine businesses, related amusement equipment, and adult entertainment **are not accepted at all.**

PROCESS

From application to award

01

Apply

Choose your categories and plan, then enter your brand details and results. About 10 minutes.

02

Pay the fee

Card or bank transfer. Your application is confirmed once payment clears.

03

Committee review

The category committee assesses your submission. Falling short of the criteria means no award.

04

Result

We notify you individually by email and phone. If you are not selected, the fee is refunded in full.

05

Certificate & coverage

Digital certificate and emblems are issued; higher plans add a physical plaque and more press coverage.

* Applications are accepted year-round — there is no deadline to wait for. The digital certificate is issued within 4 business hours of payment. You may request up to 3 revisions of the article draft. **The application form itself is Korean-only**, as it involves payment and personal data handled by our Korean-language office — we are happy to help in English by email or KakaoTalk.

PRICING

The fees, printed in full

Per award category. Nothing else is billed — no advertising fee, no sponsorship fee.

Plan	Korean only	Korean + English	Press articles	Physical plaque
Deluxe	₩330,000	₩363,000	1 per year	—
Premium	₩550,000	₩583,000	3 per year	Included
Platinum	₩770,000	₩803,000	6 per year	Included

* English certificate supplement: +₩33,000 per category on any plan

* Applying for several categories multiplies the fee. * Payment by credit card or bank transfer (KB Bank 830501-04-205902, SmileStory). Tax invoice available.

* **If you are not selected, the fee is refunded in full.**

For context — brand awards run by major Korean daily newspapers start around ₩2.5 million, and packages bundling print advertising with coverage have been reported at ₩15–30 million.

WHAT YOU RECEIVE

What an award includes

- ✓ **Digital certificate** — front and back, high resolution. Use it freely on your site, decks and social channels.
- ✓ **Four emblems** — medal, ribbon, hexagon and round. For storefronts, business cards, web banners and product pages.
- ✓ **Physical plaque** — manufactured and shipped for Premium and Platinum, with no separate delivery charge.
- ✓ **Press coverage** — published in The Korean Today, 1 to 6 times a year depending on plan, at no extra cost.
- ✓ **Winner portal** — request your remaining articles yourself and see everything published in one place.



VISIBILITY

Your award **appears in Korean search**

What matters is not which media group we are affiliated with, but whether your company shows up when someone searches for it. So here are the numbers.

30_{+ sites}

One article is published across
The Korean Today and its bureaus
nationwide

5_{hours}

Typical time until the article
appears in Naver search

1_{day}

Typical time for Google
(we are a registered Google News
publisher)

Search your company name together with the award name to find the article. Every past winner is listed at awards.thekoreantoday.com/en/winners, where each entry links straight to a Naver search so you can check for yourself.

FAQ

Frequently asked

Is selection guaranteed once I apply?

No. The committee assesses what you submit, and applications that fall short are not selected. We do guide you through preparing the material.

What happens to the fee if we are not selected?

It is refunded in full, through the method you paid with. Orders placed via Kmong are refunded in full by Kmong.

Can individuals and small businesses apply?

Yes. Judging is relative within each industry, so being small is not itself a disadvantage.

How many sites carry the article?

A single article is published across 30 or more sites — the head office plus regional bureaus.

Can we revise the article?

Yes. We send you a draft and accept up to three rounds of revisions before publication.

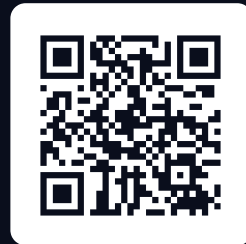
Is the application form available in English?

The form is Korean-only, since it handles payment and personal data through our Korean-language office. Write to us in English and we will walk you through it.

APPLY NOW

Applications are open

Not sure which category fits your brand? Ask us first.
If it is not a fit, we will tell you so.



awards.thekoreantoday.com/en

PHONE

+82-1599-1045

KAKAOTALK

The Korean Today Global

EMAIL

global@thekoreantoday.com