

RESEARCH & STRATEGIC COMMUNICATION

PORTFOLIO

SunJung Ko (Evelyn)

RESEARCH & STRATEGIC COMMUNICATION

01 Brand Evaluation
Patagonia

02 Market Analysis
Chocolate Confectionery
Market

03 FMCG Campaign
CJ Bibigo
UK Campaign

04 Business Proposal &
Communication
Digital Payment Security
Proposal

ABOUT ME

I translate **research** and **market insight** into clear, **structured recommendations** that drive informed **business decisions**.



SunJung Ko (Evelyn)

RESEARCH & STRATEGIC COMMUNICATION



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CORE STRENGTHS

CONSUMER & MARKET DATA ANALYSIS

Identify market trends and consumer insights to support strategic recommendations.

RESEARCH & BUSINESS COMMUNICATION

- Translate research into business-focused recommendations
- Communicate insights for stakeholder audiences
- Develop structured implementation recommendations

STRUCTURED RECOMMENDATION & PLANNING

Develop insight-led recommendations, implementation considerations, and business-focused action plans.

EDUCATION

- **MSc Strategic Marketing & Branding**

University of Sheffield

Sep 2025 - Sep 2026

- **BA Korean Language and Literature, Korean Education**

University of Dongguk

Mar 2020 - Sep 2023

KEY SKILLS

- Business Writing
- Strategic Communication
- Research Synthesis
- Structured Recommendations
- Proposal Development
- Executive Summary Writing
- Insight Translation
- Stakeholder-Focused Communication

TOOLS

- Microsoft Word
- PowerPoint
- Excel
- Google Analytics

LANGUAGES

- Korean (Native)
- English (Fluent)

CROSS - CULTURAL PERSPECTIVE

Adapting communication and insight for diverse global audiences.

SECTION 1

Brand Strategy Evaluation: Patagonia

Research-led evaluation of Patagonia's positioning, consumer alignment, and long-term growth opportunities.



PROJECT OVERVIEW



Objective

- Brand positioning evaluation
 - Consumer alignment assessment
 - Long-term growth opportunity analysis
-



Scope

- Market research and consumer insight analysis
 - Competitive positioning review
 - Strategic recommendation development
-



My Role

- Research synthesis
- Strategic evaluation
- Structured recommendation development



Consumer Segments, Targeting & Competitors

Demographic	age 25-44, upper-middle income, urban consumers
Psychographic	Environmentally conscious, value-driven
Behavioural	Focus on durability, sustainability, ethical consumption



Targeting: Durability-focused, sustainability-led consumers



Positioning: **Activist brand** combining technical performance with sustainability values



Source: Statista (2024); Mintel (2024)

STRATEGIC FRAMEWORK & IMPACT

1. Selective Market Expansion

- Entry-level product lines
- Affordable essentials
- Increase accessibility for more consumers

2. Accessible Sustainability Positioning

- Expand Worn Wear visibility
- Digital storytelling (SNS, content)
- Expand beyond outdoor niche

3. Community-led Growth

- Events & activism programs
- Engage Gen Z consumers
- Encourage participation

EXPECTED IMPACT



Expand TAM consumer reach



Increase relevance among younger consumers



Strengthen long-term brand positioning

KEY INSIGHT

Patagonia’s sustainability-led positioning strengthens long-term consumer loyalty and community-driven engagement.

PROPOSAL-RELEVANT SKILLS

DEMONSTRATED THROUGH THIS PROJECT



1. RESEARCH SYNTHESIS

Combining market research, consumer insights, and brand analysis into clear and actionable findings.



2. STRATEGIC EVALUATION

Assessing brand positioning, consumer alignment, and competitive landscape to identify growth opportunities.



3. STRUCTURED RECOMMENDATIONS

Developing clear, prioritised, and evidence-based strategic recommendations to address key business objectives.



4. AUDIENCE-FOCUSED COMMUNICATION

Presenting complex insights in a clear, concise, and business-oriented structure tailored to the audience.



5. INSIGHT-TO-ACTION PLANNING

Translating insights into practical action plans with consideration of feasibility and implementation.



6. BUSINESS PRESENTATION DEVELOPMENT

Creating structured presentation materials that communicate key messages and support decision-making.



This project demonstrates research-led evaluation, structured strategic thinking, and audience-focused business communication.

Section 2

Market Insight Analysis: UK **Chocolate** Confectionery Market

Evaluating value-driven consumer behaviour and strategic growth opportunities in the UK confectionery market.



MARKET DYNAMICS



Market growth is primarily inflation-driven, while underlying consumer demand remains constrained.



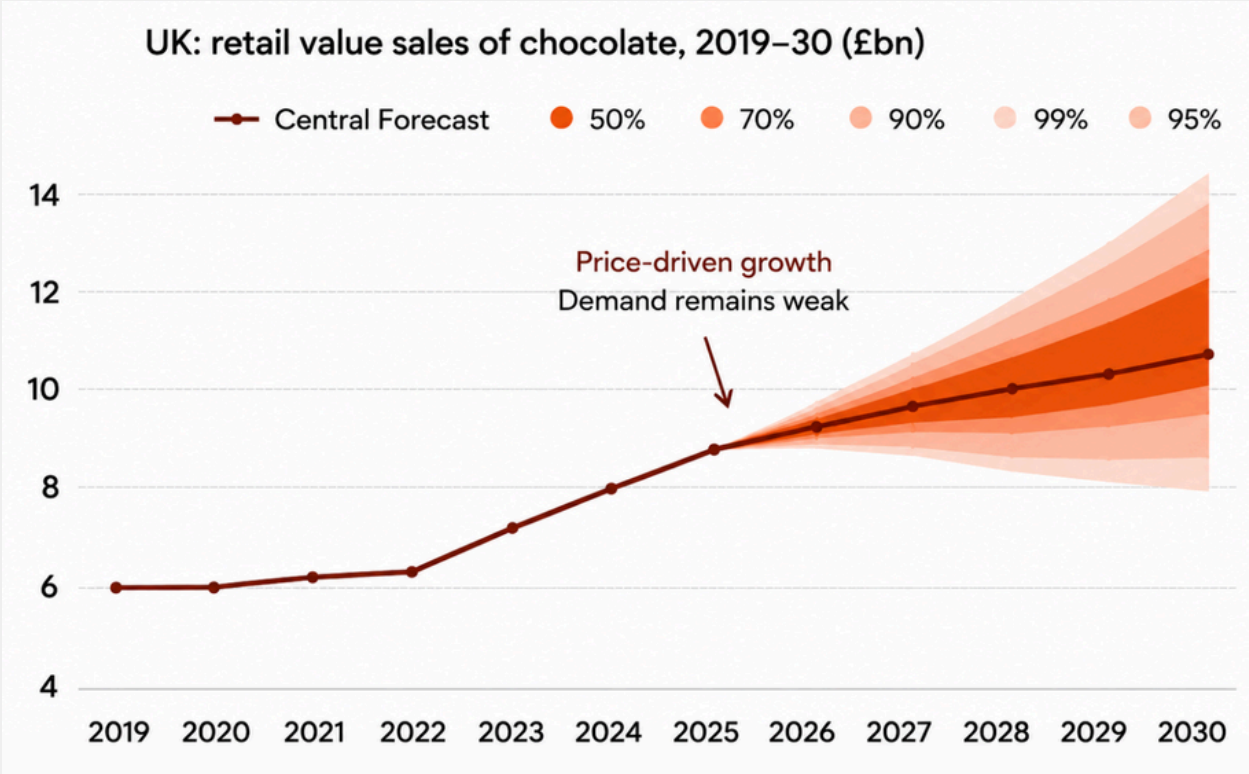
£8.44bn
Market Size 2025

Total retail value sales of chocolate



10%
Price-driven growth

Driven by higher chocolate prices



Retail sales are forecast to reach
£10.3bn by 2030.

SEGMENTATION

Prioritise the consumer segment with the strongest short-term commercial potential.



1. Impulse Buyers

Recommended Priority Segment

- **Age:** 18-34
- **Motivation:** Convenience & emotional reward
- **Behaviour:** On-the-go, Self-purchase



Highest short-term growth opportunity



2. Family Buyers

- **Motivation:** Sharing & value
- **Behaviour:** Bulk / Family purchase

Lower frequency, value-focused segment



3. Health-conscious consumers

- **Motivation:** Wellness & quality focus
- **Behaviour:** Premium / dark chocolate

Niche segment premium-oriented

STRATEGIC RECOMMENDATION

Translating **consumer insight** into **structured strategic recommendations** for sustainable market growth.



1. TARGET

**Impulse Buyers
(18–34)**

High impulsivity & convenience seekers



2. INSIGHT

Growth is inflation-led, not demand-led

Value-driven consumers seek affordable indulgence



3. STRATEGY

Digital-first marketing (TikTok, Instagram, Influencers)

Affordable formats & better-for-you innovation



4. IMPACT

- Increase consumer engagement
- Strengthen purchase intent
- Improve long-term brand relevance



Demonstrates the ability to **analyse, prioritise, and communicate** insights that drive **business impact**.

PROPOSAL-RELEVANT SKILLS

DEMONSTRATED THROUGH THIS PROJECT

This project demonstrates key skills that are directly transferable to proposal writing, strategic communication, and business analysis.



1. MARKET INSIGHT ANALYSIS

Analysing market trends and external drivers to identify commercial growth opportunities.



2. CONSUMER SEGMENTATION

Identifying and evaluating consumer segments to prioritise the most valuable target opportunities.



3. COMMERCIAL OPPORTUNITY EVALUATION

Assessing market potential, growth drivers, and risks to determine commercial viability.



4. STRUCTURED RECOMMENDATIONS

Developing clear, evidence-based recommendations that address business objectives and opportunities.



5. STRATEGIC PRIORITISATION

Prioritising initiatives and resources based on impact, feasibility, and commercial potential.



6. BUSINESS-FOCUSED COMMUNICATION

Communicating complex analyses and recommendations in a clear, concise, and audience-focused manner.

Demonstrates the ability to analyse, prioritise, and communicate insights that drive business impact.

Section 3

CONSUMER INSIGHT & LOCALISATION STRATEGY

CJ Bibigo UK Campaign

Exploring localisation opportunities for Korean convenience food in the UK market.



CONSUMER INSIGHT



DIGITAL MARKETING

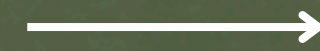


INCLUSIVE & HEALTHY

FROM MARKET OBSERVATION



CONSUMER INSIGHT



STRATEGIC RECOMMENDATION

① RETAIL OBSERVATION & MARKET INSIGHT

Sainsbury's Sheffield City Centre

In-store observation conducted to evaluate consumer accessibility and category positioning in the UK ramyun market.



KEY FINDINGS



Limited Korean Ramyun Variety
Korean ramyun options remain limited in UK retail.



Shin Ramyun Dominates
Shin Ramyun shows the strongest presence in both cup and multipack formats, indicating high consumer familiarity.



Low Shelf Visibility
The ramyun section is in the World Foods aisle and is easy to overlook for shoppers not specifically looking for Asian noodles.



Promotion Opportunity
Nectar price match and membership benefits create an opportunity to encourage trial and increase visibility at launch.

SO WHAT?

“

Korean ramyun awareness is growing in the UK, but accessibility, variety, and everyday relevance remain limited.”

↓

Opportunity identified for Bibigo to strengthen accessibility and everyday consumer relevance.



SO WHAT?

UK consumers show **increasing interest** in **approachable** and **everyday** Korean meal solutions.

2 CONSUMER TREND & MARKET OPPORTUNITY

Evaluating growth opportunities for accessible Korean convenience food in the UK market.



Health & Dietary Awareness is Growing in the UK

More people with allergies, dietary restrictions, and lifestyle choices seek safer and more inclusive food.



K-Food Meets UK Needs

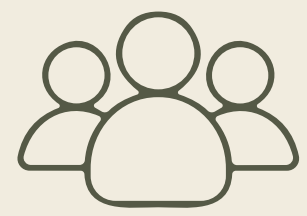
CJ Foods can **position Bibigo as a healthy**, inclusive, and **convenient meal** solution tailored to UK consumer needs.



Backed by K-Culture Power

K-pop, K-drama, and K-food continue to drive strong exposure and positive perception among UK consumers.

UK MARKET INSIGHT: HIGH DEMAND FOR INCLUSIVE OPTIONS



14 + Million

People in the UK have a food allergy

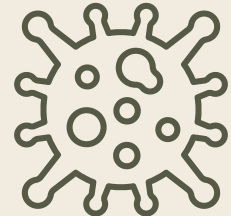
(FSA, 2023)



1.3 Million+

Vegans in the UK and growing

(The Vegan Society, 2024)



1 in 100

People affected by coeliac disease

(Coeliac UK, 2024)

KOREA'S STRENGTH: INCLUSIVE INNOVATION IS ALREADY HAPPENING



Low-sugar



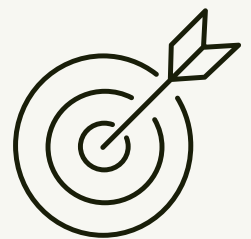
Gluten-free



Vegan/
Plant-based



Allergen-
friendly



STRATEGIC IMPLICATION:

Bibigo has the opportunity to reposition ramyun as a **healthier** and more **accessible everyday meal solution** for UK consumers.

3 MARKET OPPORTUNITY & CONSUMER STRATEGY

Campaign concept designed to improve accessibility, customisation, and everyday relevance for UK consumers.

CAMPAIGN CONCEPT

Position CJ Ramyun as a light, healthy, and customisable meal solution that fits the diverse lifestyles and tastes of UK consumers.



Comfort Without Compromise

Mild, clean broth that is gentle on your stomach



Inclusive for All

Dietary-friendly options for vegan, gluten-free, and low-calorie needs.



Customise Your Spice

Add Bibigo low-sugar sauce to make it spicy - just the way you like it.

Target



Primary: 18-34 Young professionals

Office workers, students, city dwellers



Secondary: Health-conscious Consumers

People looking for lighter, better-for-you meals

PRODUCT SYSTEM: CUSTOMISABLE RAMYUN EXPERIENCE

STEP 1

Choose Your Base

Mild and comforting, suitable for everyone.



- Mild Janchi-Guksu Flavour
- Buckwheat Noodles
- Konjac Low-Cal Noodles
- Vegan/ Allergen-Friendly Options

STEP 2

Add Your Flavour

Bibigo low-sugar Spicy Sauce
Adjust the spice level to your taste



Mild



Medium



Spicy

Expected Consumer Impact



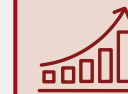
Expands the ramyun audience beyond spicy lovers



Gives consumers control and choice



Encourages customisation upsell



Aligns with UK trend for healthier, flexible meals

KEY INSIGHT

UK consumers increasingly seek convenient, healthier, and customisable meal options.

Accessible product positioning can expand everyday consumer relevance.

EXECUTION PLAN

ONLINE



- Influencer-led content
- User-generated engagement

PRODUCT LINE-UP (EXAMPLE)



KEY INSIGHT
Bibigo Low-Sugar Spicy Sauce



PROPOSAL-RELEVANT SKILLS

DEMONSTRATED THROUGH THIS PROJECT

This project demonstrates key skills that are directly transferable to proposal writing, strategic communication, and business analysis.



1. RETAIL OBSERVATION & INSIGHT GATHERING

Conducting in-store research to understand category landscape, availability, and consumer accessibility.



2. CONSUMER BEHAVIOUR INTERPRETATION

Analysing consumer trends and needs to identify gaps and opportunities for relevance and inclusivity.



3. MARKET OPPORTUNITY IDENTIFICATION

Assessing market potential, growth drivers, and risks to determine commercial viability.



4. LOCALISATION STRATEGY DEVELOPMENT

Adapting products and messaging to fit local consumer preferences and cultural context.



5. CAMPAIGN CONCEPT PLANNING

Developing creative and strategic campaign ideas that drive engagement and brand relevance.



6. BUSINESS-FOCUSED COMMUNICATION

Communicating complex insights and recommendations in a clear, concise, and audience-focused manner.

These skills reflect my ability to **translate consumer insight** into **commercially relevant, audience-focused recommendations.**

Section 4

Proposal Writing & Business Communication

Practice Proposal Summary for Secure Payment Authentication for a Growing UK Retail Brand

Demonstrating ability to translate business challenges into clear, structured, client-focused recommendations.



4.1 Client Challenge & Proposed Approach

CLIENT CHALLENGE



Rising Fraud Concerns

Increase in online payment fraud and unauthorised transactions is eroding customer trust.



Multi-Channel Complexity

Customers use multiple devices and channels, creating authentication gaps and inconsistencies.



Authentication Friction

Existing verification processes can be inconvenient, leading to drop-offs and lower customer satisfaction.

PROPOSED APPROACH



Trusted Device Verification

Register and manage trusted devices for secure access.



Transaction Confirmation

App-based confirmation for selected or high-risk payments.



Real-time Alerts

Clear alerts with merchant, amount, and timing.



Customer Education

In-app guidance & education, clear customer support journey



Easy Reporting

Simple reporting routes for suspicious messages or activity.

KEY BENEFITS

Stronger Customer Trust

Customers receive clearer confirmation of genuine payment activity.

Enhanced User Experience

Streamlined authentication reduces friction and drop-offs.

Reduced Fraud & Losses

Stronger verification lowers fraud incidents and costs.

Greater Accessibility

Simple, inclusive design ensures ease of use for all customers.



The approach balances security and convenience to build customer confidence in digital payments.

4.2 IMPLEMENTATION & STRATEGIC COMMUNICATION SKILLS

IMPLEMENTATION CONSIDERATIONS

Phased Rollout

Implement in phases, beginning with pilot groups and expanding based on feedback and performance.

Customer Education

Provide clear guidance and in-app tutorials to encourage adoption and build customer confidence.

Internal Coordination

Ensure close collaboration between product, IT, risk, and customer support teams for smooth execution.

Compliance & Security Alignment

Maintain alignment with regulatory requirements and robust data security standards.

STRATEGIC COMMUNICATION SKILLS

Proposal-Style Writing

Developed a structured proposal summary tailored to client needs.

Stakeholder-Focused Communication

Addressed client challenges, needs, and expected outcomes clearly and professionally.

Implementation Planning

Considered practical implementation steps, operational risks, and cross-functional coordination.

Structured Recommendation Development

Presented a logical flow: challenge → solution → benefits → implementation.






Business Writing & Clarity

Used concise, professional language to ensure clarity and business relevance.

This project demonstrates the ability to translate complex business challenges into clear, structured, and client-focused recommendations through strategic business communication and proposal development.

4.3 Success Metrics

Measuring impact across security, experience, and trust

Evaluation Metrics	
 Authentication completion rate	Whether customers can complete the secure approval journey.
 Checkout completion rate	Whether added security creates too much friction.
 App engagement rate	Whether customers use the app for payment confirmation and alerts.
 Fraud-related customer contacts	Whether customer confusion around suspicious messages decreases.
 Customer trust score	Whether the experience improves confidence in digital payments.



These metrics help ensure the solution delivers both strong security outcomes and a positive customer experience.

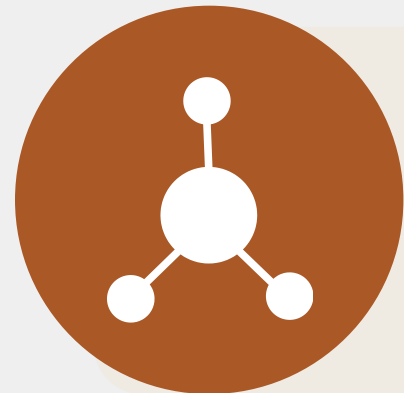
4.4 Proposal-Relevant Skills Demonstrated

Key skills applied in this proposal-style project.



ANALYTICAL THINKING

- Framed key fraud and customer friction challenges
- Identified customer risks and usability concerns
- Balanced security with customer convenience



STRATEGIC STRUCTURING

- Developed a clear, logical solution framework
- Designed phased implementation and success metrics
- Connected solution to measurable client value



CLIENT COMMUNICATION

- Wrote proposal-style content tailored to client needs
- Communicated recommendations clearly and professionally
- Focused on audience understanding and actionability



This sample demonstrates proposal-style communication by framing a client challenge, recommending a structured solution, outlining implementation considerations, and defining success metrics.