



Go Youn Jung

2023

A YEAR IN REVIEW

by GO YOUN JUNG PILIPINAS

JANUARY marked the end of *Alchemy of Souls: Light and Shadow* but also the start of **GO YOUN JUNG's** incredible year.

Part two gained the series more popularity due to the amazing chemistry and brilliant acting of the two leads. The final episode of the show became the highest rated for the entire series, garnering a Nielsen score of 9.651% nationally. This has catapulted the global recognition of both her and her co-star, Lee Jae Wook.

It was also during this month that she was reported to be part of the cast for TVING's *Death's Game*, which was released at the end of the year.

BRAND REPUTATION RANKING

Go Youn Jung ranked **3rd** behind Song Joong Ki and Song Hye Kyo. This will not be the only time throughout the year that she will be featured in such list.

Elle Korea January 2023



NUMBER 3 *for Actor Brand Reputation*

FEBRUARY

Scenes of the Lady

Go Youn Jung appeared in the February 2023 issue of Elle Korea, looking every bit the exquisite and stunning lady that she is, as she donned pieces from **Dior Lady**.



She was also included in the Top 100 for the *Star Brand Reputation rankings* for this month.

MARCH



To commemorate their 30th anniversary, Marie Claire Korea released special covers featuring several celebrities with **Go Youn Jung** among them. She wore a breathtaking black dress adorned with *Boucheron* jewels, highly featuring her visual versatility.

AmorePacific's hair loss care brand, **Ryo**, launched a new product line-'Root:Gen'. The brand campaign was launched with Youn Jung as the brand ambassador.



NUMBER 18 *for Actor Brand Reputation*

APRIL

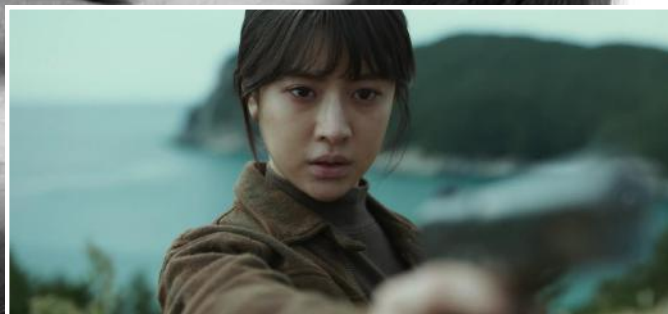
A time for celebration as it is her birthday month. She turned **27** in 2023 and received greetings and gifts from her increasing domestic and overseas fans.

Youn Jung's month

From **Marithé** to **Ryo**, there was an abundance of endorsements from her.

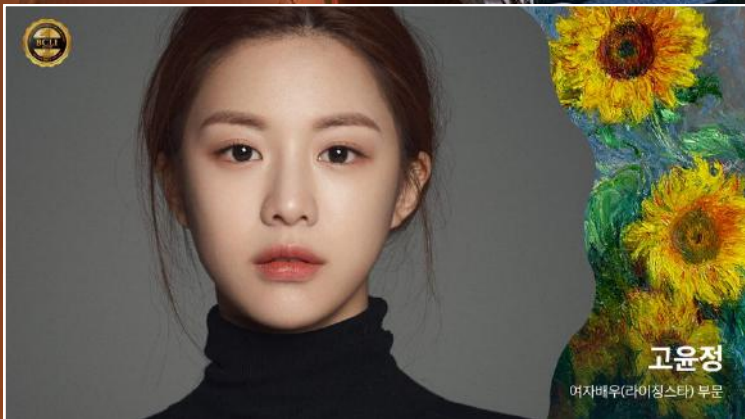


She attended the **2023 Baeksang awards**, of which she was nominated under the category of *Best New Actress* for her role as Jo Yoo Jeong in the Lee Jung Jae-directed 2022 film '**Hunt**'.



MAY

GO YOUN JUNG was revealed as Penshoppe's new muse during this month. The brand is one of the biggest clothing retailers in the Philippines with over 600 stores nationwide. Bagging this endorsement got her face on major billboards in the whole country.

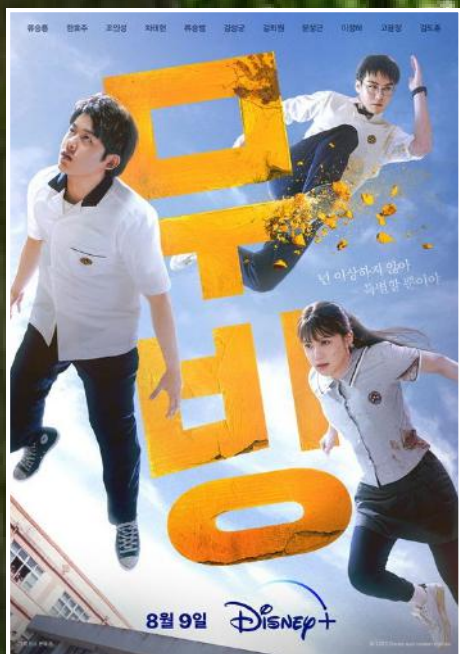


2023 Brand Customer Loyalty Grand Prize
< Female Actress (Rising Star) Category >

She was ranked 40th in actress rankings in a survey about the most talked about drama actors in the first half of the year.

JUNE

She surprised fans by sharing her photos during her trip in Paris. Places like *Hôtel de Ville*, *59 Rivoli*, the *Eiffel tower* graced her Instagram page.



Moving release date was revealed during this month along with other promos such as the first trailer, posters, and stillcuts.

She was included again in the Top 100 for the *Star Brand Reputation* rankings for June.

JULY

JCC

[단독] 고윤정, 신원호 사단 신작 드라마 주인공

입력 2023.07.05. 오전 9:35 기사원문

필소영 기자

👍 208

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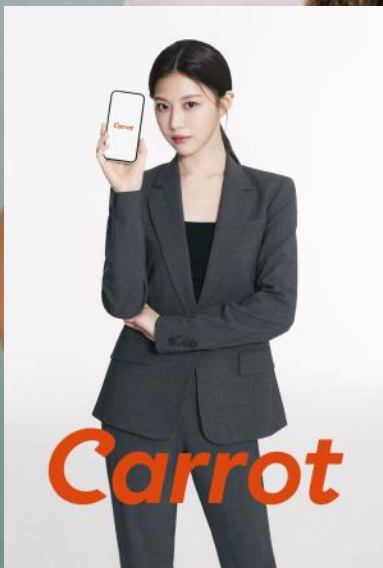


“Actress Go Youn Jung has been selected as the main character in a new drama by producer Shin Won-ho, who directed the 'Hospital Playlist' and 'Reply' series.”

The first week of July brought out this casting news, something her fans have been eagerly waiting for. It would be weeks later when this would be officially confirmed.

MARITHE
FRANCOIS
GIRBAUD
PARIS

GO YOUN JUNG was announced as the new advertising model for insurance company **CARROT**.



She ranked 37th for Actor Brand Reputation for July 2023.

AUGUST

Probably the most eventful month of her entire year with the release of 2023's biggest K-Drama 'Moving'.

The release of **Moving** cemented her as one of *the* rising stars of the year. Her performance and charm as *Jang Hee Soo* was applauded by all and her onscreen chemistry with co-stars Lee Jung Ha and Kim Do Hoon was also easily loved. Special mention to the father-daughter dynamic with award-winning actor Ryu Seung Ryong.

The drama featured an ensemble cast and a huge and stunning production, it was no wonder that **Moving** was the number 1 OTT content across many territories worldwide.

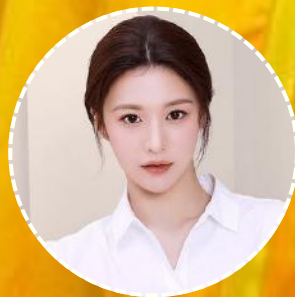


Her first variety show appearance was on Salon Drip S2 with Ryu Seung Ryong.



She was officially announced as the Global Ambassador for Ryo Hair.

Cine21 No. 1419



She was also announced as the new face of Lens Me for their YOUS line of contact lenses.



5 MILLION
Instagram followers

NUMBER 2 *for Actor Brand Reputation*

SEPTEMBER

SOMEDAY WISE RESIDENT LIFE (2024)

"Go Youn Jung transforms into a first-year resident at Jongno Yulje Obstetrics and Gynecology."

A few weeks after the news was revealed, it was confirmed that her next drama project would be the Hospital Playlist spin-off with the literal title of 'Someday Wise Resident Life'. The drama will depict the hospital life and friendship stories of professors and residents at a university hospital.

This will surely be another exciting role for her that will continue to show her versatility and talent as an actress.

Rolling Stone Korea Issue 11



Can this Love be Translated?

A day after her new drama confirmation, it was reported that she had been offered a role for the new Hong sisters project. There is no confirmation of this project as of this writing.

NUMBER 1 *for Actor Brand Reputation*

NUMBER 4 *for Overall Brand Reputation*

OCTOBER

GO YOUN JUNG was the Digital cover for Marie Claire October 2023 looking hot like a rockstar wearing **CELINE**.



She was officially announced as one of the cast for TVING's **Death's Game** playing the character, *Lee Ji Soo*.

FIRST ACTING AWARD



2023 ACA and Global OTT Awards

MOVING won all the awards it was nominated for.

Youn Jung was named among the 100 chosen for 2023 **Next Generation Leaders** under *Culture and Arts*.



6 MILLION
Instagram followers

NUMBER 2 *for Actor Brand Reputation*

NOVEMBER

More endorsements for her as she was revealed as the new ambassador for **Discovery Expedition 23 Winter collection** and for **MAI OHW MAI's Mark 5 Perfume collection** [released in December 1].



MOVING won Best OTT during the 59th Grand Bell awards.

Go Youn Jung was the recipient of the 8th DongA.com's PICK for 'Face Genius Acting Best Performance'.



Death's Game hype with information revealed that the drama will release in two parts (December 15 & January 5).

NUMBER 11 *for Actor Brand Reputation*

DECEMBER

시리즈 부문 올해의 인물

신인여자배우 <무빙> **고윤정**
 신인남자배우 <무빙> **이정하**
 제작사 <무빙> <닥터 차정숙> 스튜디오엔뉴
 스탭 <무빙> 달파란 음악감독

GO YOUN JUNG wore **CHANEL** for the December 2023 Digital cover of Elle Korea. The photoshoot gave out an elegant and vintage Californian vibe.

Cine21 named her as one of their 2023 Person of the Year in the Series category for **Best Newcomer Actress**.



One of the notable things for this month was the first Coffee Truck support sent by International fans to the *Wise Resident Life* set.

▶ 하반기 총결산(7월~12월)
올해의 배우

임시완
 쿠란플레이 <소년시대>

고윤정
 디즈니+ <무빙>
 넷플릭스 <소위르메>
 티빙 <이제 끝속입니다>

It was accomplished thanks to the solid effort of the organization team with the help of fans worldwide.

OTT Ranking also named her as *Actor of the Year* and **Moving** took the 1st place spot for *Series of the Year*.



She had a **Sweet Home 2** special appearance as the ghost of *Park Yu Ri*.

2023 Seoulcon APAN Star Awards also nominated her for *Best New Actress* for her works **Alchemy of Souls** and **Moving**.

Death's Game Part 1 released worldwide and earned top spots on Prime Video in countries like the Philippines, Indonesia, and Thailand.

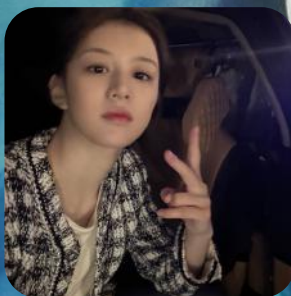


NUMBER 4 *for Actor Brand Reputation*

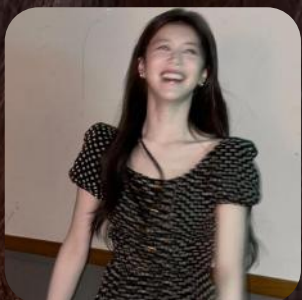
GALLERY



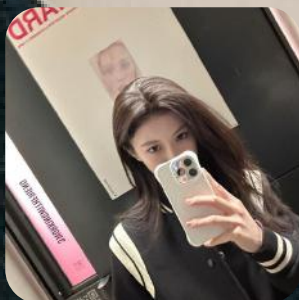
GALLERY



GALLERY



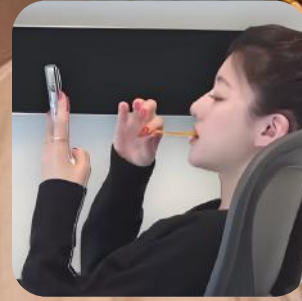
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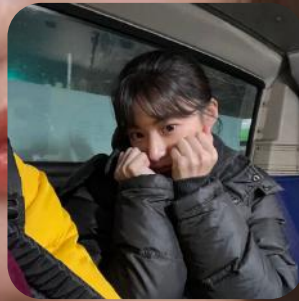
GALLERY



GALLERY



GALLERY



Written and Designed by Go Youn Jung Pilipinas

GO YOUNJUNG

1996. 4. 22

2024	tvN Drama (pending release)
2023	TVING 'Death's Game' Lee Ji-Su
2023	Disney+ Original Series 'Moving' Jang Hee-Soo
2022	tvN 'Alchemy of Souls: Light and Shadow' Naksu
2022	Film 'Hunt' Jo Yoo-Jung
2022	tvN 'Alchemy of Souls' Naksu
2021	JTBC 'Law School' Jeon Yae-Seul
2020	NETFLIX 'The School Nurse Files' Choi Yoo-Jin
2020	NETFLIX 'Sweet Home' Park Yoo-Ri
2019	tvN 'He is Psychometric' Kim So-Hyun
AD	Apple, Boucheron, Armani Beauty, Tom Ford, SK Telecom, Nike, Hoegaarden, YUNJAC, Espoir, Spelledit, Mulawear, Ritz, Newvein, Anyguard, hy MPRO4, Dior, MARITHÉ FRANCOIS GIRBAUD, rataplan, RYO, PENSHOPPE, LENSME, Carrot, Discovery EXPEDITION